

GRAPHIC DESIGN

PORTFOLIO

CRAFTING AUTHENTIC DESIGNS,
WHERE VISION MEETS REALITY.

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REBECCA (BEX) DELONG



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Rebecca (or Bex as her friends call her) has years of experience designing for a wide variety of brands and industries all over the globe. Her background includes print layout, branding & identity, print packaging, eBook and book cover design, typography, digital and web layout, and so much more.

When she's not designing, you can find Bex reading a book from her never-ending TBR, curating her latest Spotify playlist, hanging out with her cats Ash and Milo, or exploring her home of Washington D.C.

ABOUT B&X ↓

REBECCA (BEX) DELONG



- BRANDING & IDENTITY
- PACKAGING
- DIGITAL LAYOUT
- EDITORIAL DESIGN
- TYPOGRAPHY
- ILLUSTRATION
- WEB & UI/UX

THE
WORK
THE
WORK
THE
WORK

BRANDING & IDENTITY

LOGO

COLLATERAL DESIGN

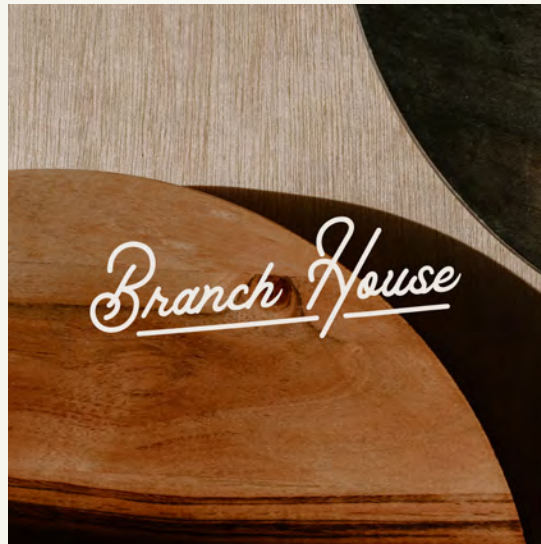
BRAND GUIDELINES

BRANCH HOUSE

Situated on the bank of the beautiful Sacramento River, Branch House is a re-envisioned food and beverage outlet within Turtle Bay Exploration Park in Redding, California. Bex, on behalf of Longitude° Branding, designed Branch House's new visual identity and supporting collateral.

Something to note is that the name and brand mark are inspired by the focal point of the interior design – a chandelier art installation created by a local artist from some remaining oak branches that were salvaged from a city-wide fire.





PENTA- TEUCH

Bex, on behalf of Longitude° Branding, designed the cover of *Living Legacy Survey Bible: The Pentateuch (Vol.1)*. The client, Cultural Legacy, wanted a design that would reflect the stories being studied as well as a system for other books to follow later in the series.

Significant moments throughout the Pentateuch, which only covers the first five books of the Bible, have been integrated throughout the design as icons. Elements such as the serpent in the garden of Eden, Noah's arc, and Moses's staff can be found throughout the cover. What's more, the Pentateuch is also commonly referred to as The Law. As a result, themes of justice, balance, and peace were integrated on the cover as icons.





"If the foundations fall, what can the righteous do?"

The Survey Bible

The Living Legacy Survey Bible (LLSB) is a unique tool for enhanced personal Bible study. It is a cross between a study Bible and a full commentary. For each book of the Bible, the LLSB first provides a brief, semi-technical introduction. These introductions explain key issues for understanding and defending the book as the historical revelation from God. This is followed by a commentary on the key verses in each book. These comments explain the verses carefully and succinctly, helping the reader to better understand, apply, and defend God's inspired revelation.

The Pentateuch

This first volume of the Living Legacy Survey Bible focuses on the very foundation to the Bible: the Pentateuch. The "Pentateuch" (or "Five Books") deals with the creation of the world and then the formation and early development of the nation of Israel. Both of these elements of God's revelation are crucial for understanding redemptive history and the nature and significance of our salvation in Christ.



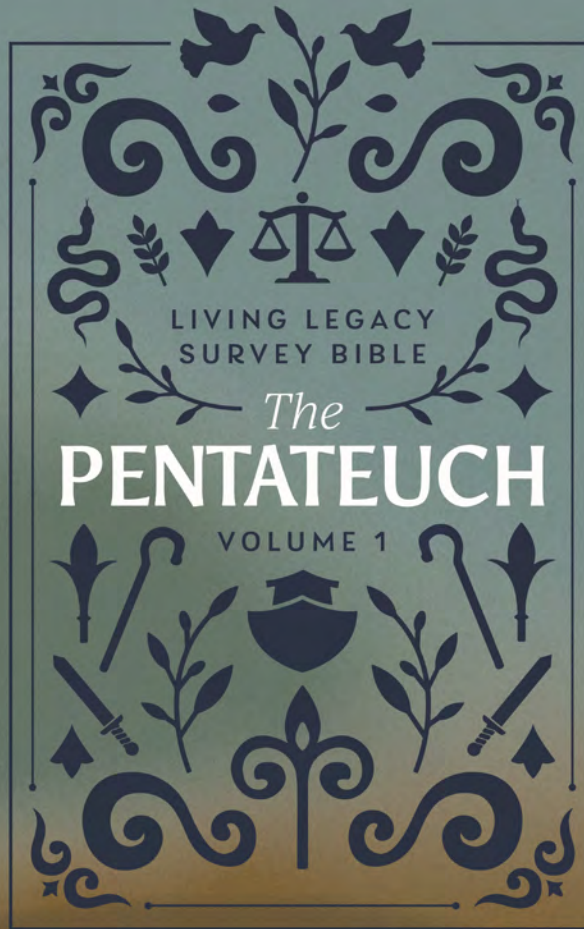
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LIVING LEGACY
SURVEY BIBLE

VOL. 1

The PENTATEUCH



LIVING LEGACY
SURVEY BIBLE

VOL. 1

The PENTATEUCH



BRANDING & IDENTITY

LOGO

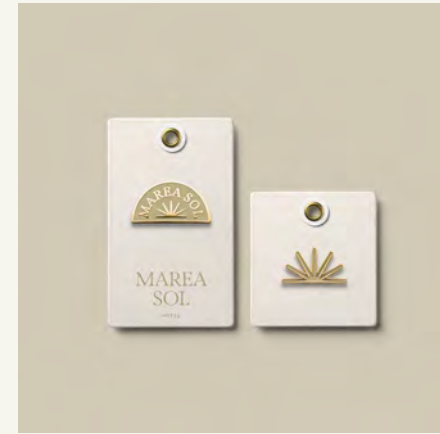
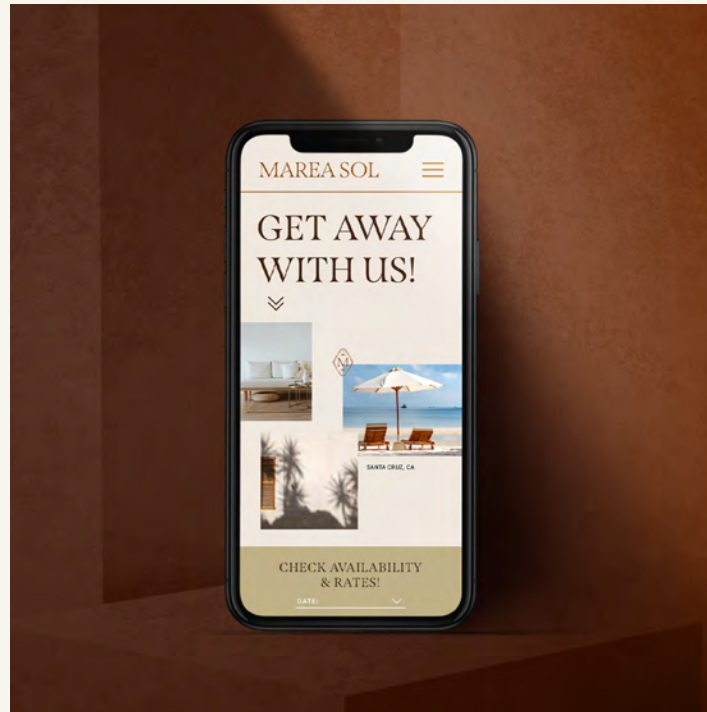
COLLATERAL DESIGN

BRAND GUIDELINES

MAREA &A SOL

Marea Sol is a boutique hotel in Santa Cruz, CA. Their team aims to create an excellent guest experience for all travelers who appreciate elegant design, thoughtful amenities, and attentive service. After Longitude° established Marea Sol's strategy and messaging, Bex came in to create the visual identity and supporting collateral. In order to avoid the "cliché beach front" hotel style, Bex went in a direction that felt more classy, luxurious, yet approachable.





PACKAGING

ILLUSTRATION

PRINT LAYOUT

MILK BONE

Bex, on behalf of LPK, designed a variety of treat offerings for J.M. Smucker Co. and Milk Bone®. The widely popular dog treat brand offers something for every occasion, from holiday gifts to seasonal flavors. Bex worked to not only design within the existing seasonal packaging guidelines but also push their seasonal offerings into a new and refreshing era.



VALENTINE'S DAY



VALENTINE'S DAY



EASTER



AMERICANA



SUMMER





BRANDING & IDENTITY

LOGO

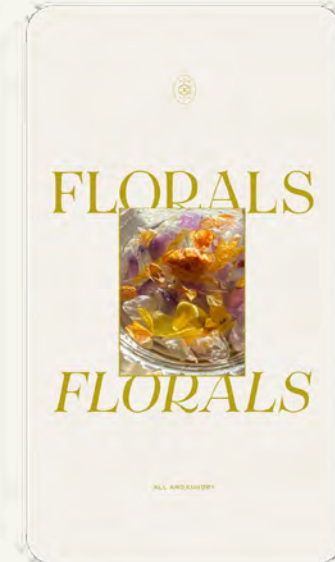
BRAND GUIDELINES

DIGITAL TEMPLATES

SUNDRY

SUNDRY is a floral based creative studio that extends beyond stereotypical event florals. Their mission is to help people fuel their passions and creativity by surrounding themselves with unique floral displays—in the everyday. The brand personality sought out to be a mix of elegance, playfulness, creativity, and romance. The word sundry is derived from the old English syndrig, meaning 'separate, exceptional or special.' With that in mind, Bex worked with SUNDRY to create a branding and identity system and supporting collateral to set them apart from other floral studios.







BRANDING & IDENTITY

LOGO

COLLATERAL DESIGN

EVENT BRANDING

RECREATE

Recreate Women's Conference is an annual event put on by Church of the Highlands in many of their campuses throughout the state of Alabama. It is a weekend full of community, where speakers from all over the world come to share words of encouragement for women of all ages. The event branding reflects the fun and dynamic nature of the conference. This conference maintained an upbeat and positive environment, focused on encouraging women to BE BOLD.





LOGO

PACKAGING

PHOTOGRAPHY

GOLD
ADDY
AWARD

NOVA BOOCH

Nova Booch is a kombucha brand aimed at people of all ages who want an alternative to other unhealthy, sugary drinks. The package design incorporates a mix of organic and cosmic shapes, inspired by both its celestial name and the ingredients in its beverages. The color palette is pulled from the flavors of the drinks but still soft enough to tie back to the more health conscious and organic qualities of the beverage.

Nova Booch went on to win a Gold ADDY Award in Student Packaging from the Tuscaloosa, AL chapter of the American Advertising Federation.







ILLUSTRATION

GIFT CARDS

This passion project of illustrated and type driven gift cards for Starbucks covers a wide range of reasons and seasons. Limited to a palette of only 5 spot colors, the colors selected had to work both within the existing Starbucks brand guidelines as well as represent a range of occasions including holidays, birthdays, or just because.



MARKETING MATERIALS

DIGITAL LAYOUT

PRINT LAYOUT

CTAs

WEB

eBOOKS

CUREATR

Bex designed a wide variety of digital marketing materials and collateral for various healthcare software organizations during her time at The Spot On Agency. Those included items such as eBooks, CTAs, flyers, brochures, website and landing pages, and other digital resources. An example of the kind of work Bex did for Spot On can be seen through this peek at one of the clients Bex had the pleasure of working with: Cureatr.



Understanding and Addressing Polypharmacy: A Detailed Guide

Chapter 1 Polypharmacy Overview

To fully understand the topic of polypharmacy, we must first get clear on the definition of the term, which can vary dramatically. We've consulted several sources to provide the most comprehensive working definition available, but first, let's look at the history and evolution of the term.

To break it down to its simplest use, the word "polypharmacy" refers to the use of multiple medications, & refers to a "polypharmacy patient" as one who has been prescribed and is taking multiple medications for multiple conditions. Let's review what literature reveals about the nuances of the definition.

A U.S. Pharmacist writes: "It minimizes the challenges with defining polypharmacy."

Although no concrete definition of the term exists, polypharmacy has come to mean the use of several (usually five or more) medications on a daily basis, with the possibility that there may not be a clearly necessary."

The Risks of Polypharmacy

There are several risks associated with polypharmacy. Here, we examine three of the main ones:

- 1 Increasing the number of medications** - Increasing the number of medications, especially, increases the potential for adverse drug events (ADEs) and adverse drug interactions. In fact, this is one of the biggest risks of polypharmacy. As an *Expert Opinion on Drug Safety* article notes, a population-based study showed that patients taking five or more medications had an 88% increased rate of experiencing an ADE compared to those who were taking fewer medications.
- 2 Increasing the number of medication adherence challenges** - Increasing the number of medications also impacts medication adherence challenges. Historically, increasing the number of medications creates more management challenges for patients, thus increasing the likelihood of medication non-adherence.
- 3 Increased healthcare costs for patients and the healthcare system** - Polypharmacy has also been shown to contribute to increased healthcare costs for patients and the healthcare system. An *Estimate* reports, "Quadrupling annual inpatient prescription drug doses improve value in the world, with average costs of about \$1,200 per person per year. As a patient's number

1 Inform the primary care clinician and the patient to ensure the primary care clinician:

- 2 The candidate can also change the medication and can and primary care clinician per another provider?

From *McIntyre*:

"To prevent and resolve non-adherence and polypharmacy as a clinician should, it is essential to ensure that your own and medication-based programs to develop a shared decision-making approach — one that includes dedicated time to identify what the patient, we will be better at decision adherence."

The recommendations from the return also include general guidelines regarding within. These best practices should be considered a component of polypharmacy management plan.

For Pharmacists

From *U.S. Pharmacist*:

"Pharmacists need to identify drug-related problems, prioritize appropriate necessary medication usage, and monitor for side effects. Pharmacists can optimize medication therapy and improve the through medication therapy management (MTM)."

From *Asking Meds*:

"The role of pharmacist has a major role to play in selecting the to enhance suitable polypharmacy and consequently manage polypharmacy properly to accomplish better clinical results."

From *The American Journal of Health-System Pharmacy*:

"Pharmacists play a significant role in preventing ADEs by both medication list and de-prescribing or recommending alternatives do not provide effective disease control or achieve cost results."

Chapter 2 Polypharmacy Trends

Have an understanding of the definition of polypharmacy and what the research guidelines for mitigating risk, let's take a closer look at the recent trends and related to the topic.

They're on the rise.

It's found that the number of Americans who regularly take at least five drugs nearly doubled between 2000 and 2012, from 8% to 16%. Although in this may be appropriate for the patient, it more than double increase in recent years.

One of the most threats to older patients because many older patients or conditions being treated with medication.

As part of aging causes kidney and liver function to decline, these patients have been found to have a higher number of medications and other issues. The result is a can build up in elderly patients systems faster than they could in another younger person. In addition, studies indicate that polypharmacy is associated with decline in older patients. A *Research Health and Aging Study* found that use

Statistics

When it comes to understanding the origin and breadth of polypharmacy's impact on older adults, one needs to look no further than the statistics. The numbers we've cited from various sources provide a glimpse that words alone don't quite capture. Let's examine a few:

- 67% of older people** - A study published in *JAMA Internal Medicine* found that the number of older people taking five or more prescription drugs, over the counter medications, and supplements is about 67% — a figure that, like many seeming polypharmacy trends, is on the rise.
- 150,000 premature American deaths and more than 4.4 million hospitalizations** - The *Lancet* Institute, in April 2019 (2020), estimated that polypharmacy — which *Lancet* essentially refers to as "medication overload" — would result in 150,000 premature American deaths and more than 4.4 million hospitalizations over the next decade. "Medication overload" will reduce the quality of life for millions more. Slowing, coordinated, and immediate action is needed to avert the loss of this epidemic, which harms people of all ages, but especially older generations."
- A 58% risk of ADEs** - In a *study*, polypharmacy was shown to increase the risk of adverse drug events, or ADEs, from 5%, which is associated with taking two medications, to 58%, which is associated with five drugs. When patients are taking seven or more medications, the risk of ADEs surpasses 80%. In fact, The *Lancet* Institute notes that the risk of an ADE increases by 7-10% with each medication.

Most experts agree that while polypharmacy is associated with health and wellness risks, it's not a good idea for clinicians to just casually reduce polypharmacy in older adult patients. Engaging physicians and patients with resources and tools (combined with a focus on de-prescribing) makes it possible to dramatically reduce the risk of polypharmacy while also keeping patients safe.

The Physician Role in Deprescribing

Archives of Internal Medicine showed that following the algorithm resulted in the discontinuing of nearly 50% of the medications taken by 64 community-dwelling elderly. In fact, 250 drugs were discontinued, and 7 of 65 were later re-prescribed by the family physician due to symptom recurrence.

7 Meds 360?

Medis 360? supports the efforts of organizations to achieve these objectives and more. The software provides clinicians with a comprehensive, current view of medications prescribed to a patient and patient pickup and refill history, storage changes, and more.

Medis are not the only effective means of preventing or better managing polypharmacy — [Medication Reconciliation](#) can also be a better practice, as well. Let's review some ways they play a role:

Even though medications are typically recommended by well-intentioned providers or clinicians, the sheer number of them increases the potential for drug-drug interactions, side effects, and other adverse events. It's the volume and frequency that make it imperative for physicians to consider ways to prevent or at least improve the management of patient polypharmacy.

Request a Consultation

Interested in ways to reduce polypharmacy? Curatr can help.

As with most challenges, overcoming the obstacles of polypharmacy may be difficult to overcome on your own. Curatr's Medication Management puts our best in class medication data and technology in the hands of teams of board certified, medication experts, clinical pharmacists and pharmacy technicians to deliver medication management support directly to patients at an exceptional level of quality.

[Request a Consultation](#)

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BOOK COVER DESIGN

ILLUSTRATION

TYPOGRAPHY

BOOK COVERS (TV)

Allow me to introduce you to Book Covers (Taylor's Version). This passion project came about from Bex's love of both books and Taylor Swift. Bex challenged herself to create book covers inspired by a few of the albums (or eras) as well as songs in Swift's discography. Even though she may not be an author in the traditional sense, Taylor is a prolific story-teller. Her music has this ability to take you on a journey, eliciting vivid mental images through her lyrics, melodies, and prose. These book cover designs are inspired by the themes, imagery, colors, and type from her albums and songs.





BRANDING & IDENTITY

PACKAGING

LOGO

PHOTOGRAPHY

VELA

Vela (pronounced veh-lah after the Spanish word for candle) is a candle subscription box company whose mission is to supply people with candles that not only smell good and are free of harmful ingredients but also look great in any space. The candle market is saturated with candles covered in gaudy packaging that people do not want to display in their homes. By utilizing removable packaging and a neutral color palette, Vela is able to create candles that go beautifully in any space.

The word mark was largely inspired by the wispy qualities of a candle's flame and smoke while many other elements of the packaging reflect the geometric and minimal qualities of the candles themselves.





ILLUSTRATION

LOGO

PACKAGING

PHOTOGRAPHY

GOLD
ADDY
AWARD

MINGO

MINGO aimed to set themselves apart from all other chocolate bars on the shelf. The brand and packaging took inspiration from one of the most colorful and funky birds out there: the flamingo. Undulating shapes and gradients help the packaging to feel dynamic and energetic, while its bright color palette catches your eye as you walk down the candy aisle.

This project went on to win a Gold ADDY Award in Student Packaging from the Birmingham, AL chapter of the American Advertising Federation.



BRANDING & IDENTITY

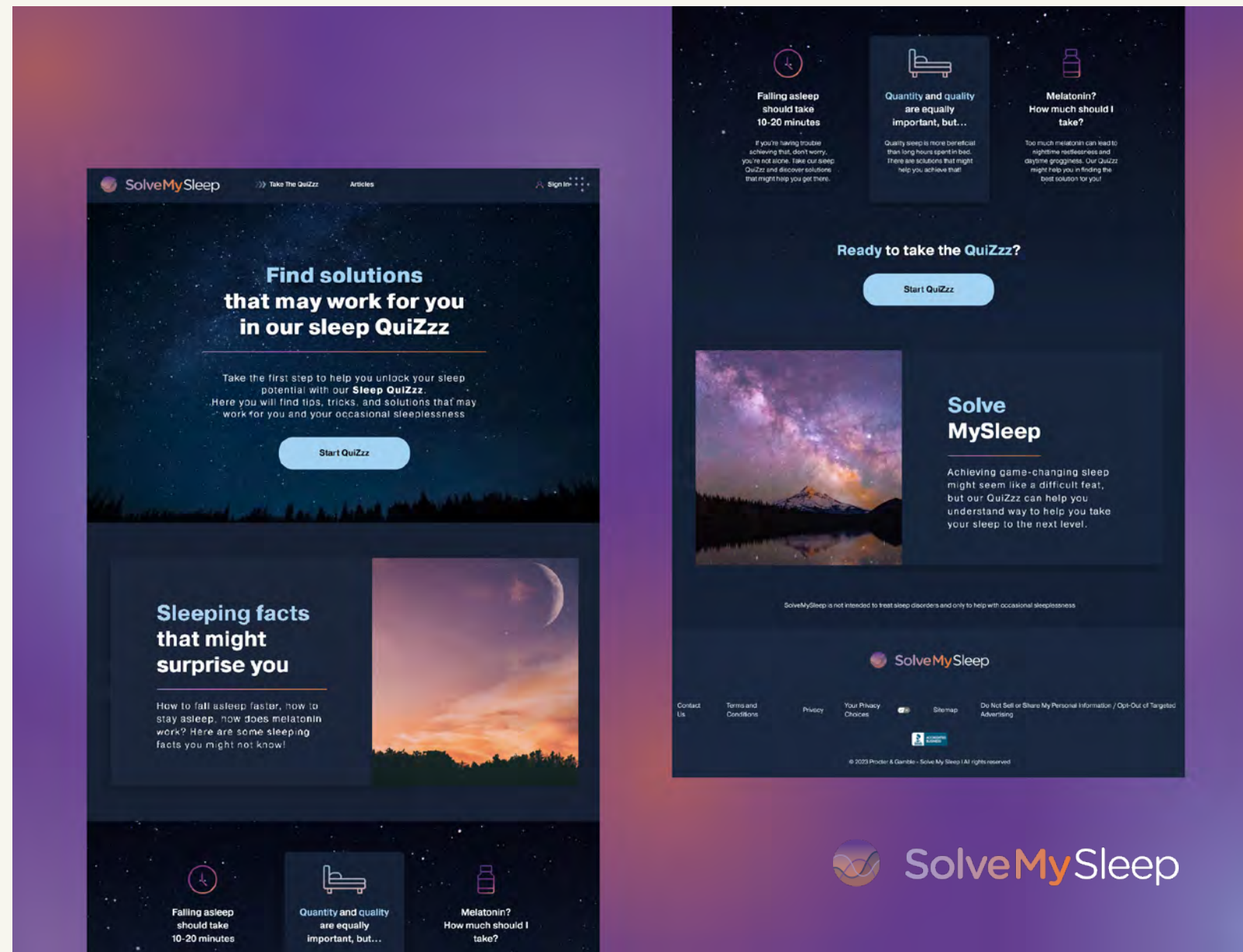
LOGO

DIGITAL LAYOUT

BRAND GUIDELINES

SOLVE MY SLEEP

Procter and Gamble approached LPK to help create a protoselling brand for consumers struggling with their sleep schedules and habits. Thus SolveMySleep, a platform offering tips, tricks, and solutions to help consumers unlock their sleep potential, was born. Bex, on behalf of LPK, designed the branding and identity system as well as the brand and photo guidelines.



BRANDING & IDENTITY

LOGO

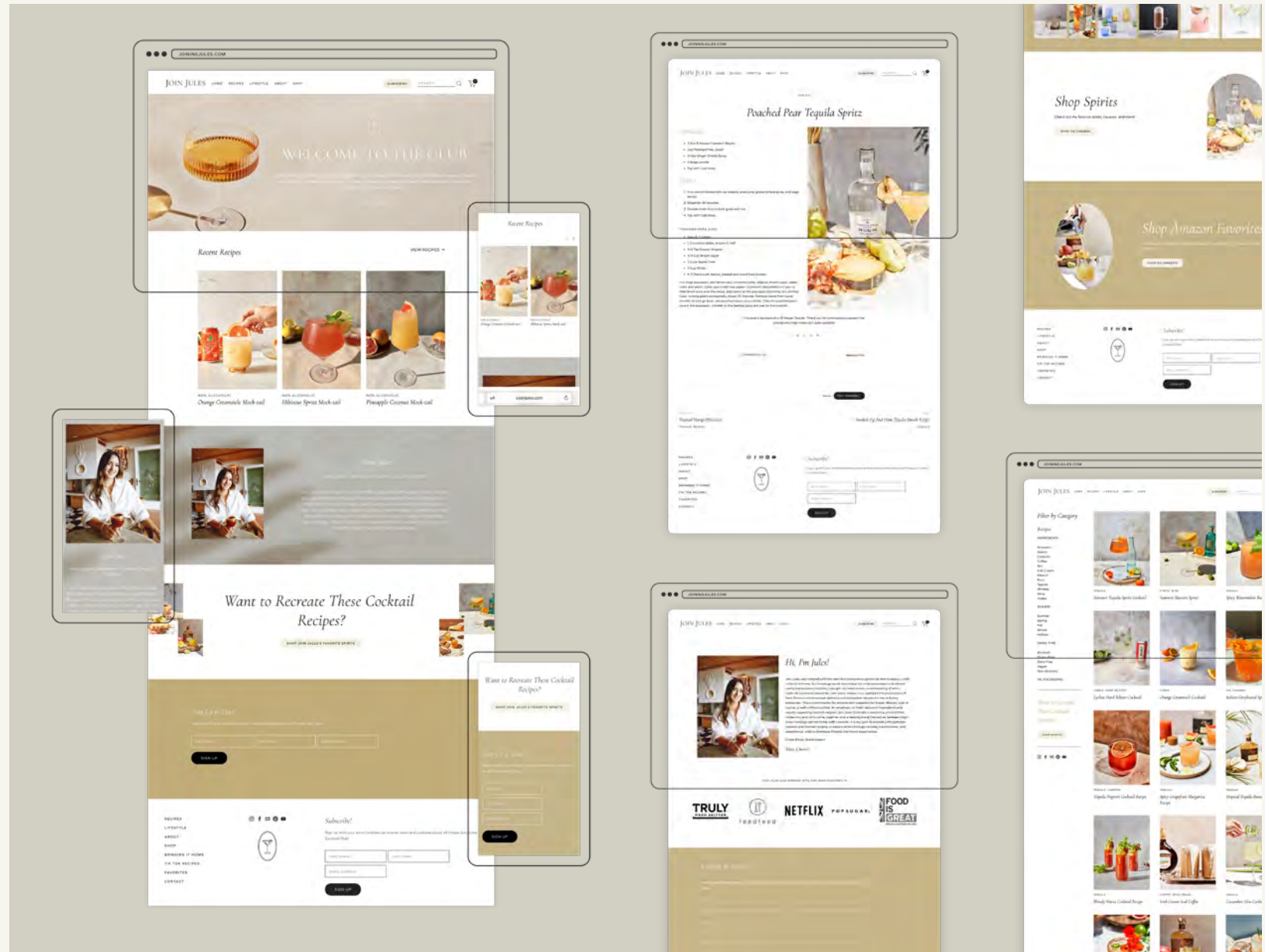
WEB

BRAND GUIDELINES

JOIN JULES

Join Jules Cocktail Club is the place to go to find all things wine, spirits, lifestyle, and travel. With 930k+ followers on TikTok and 500k+ followers on Instagram, Join Jules approached Bex to refresh their branding and website.

Visit JoinJules.com to check out their website and find your new favorite cocktail recipe!





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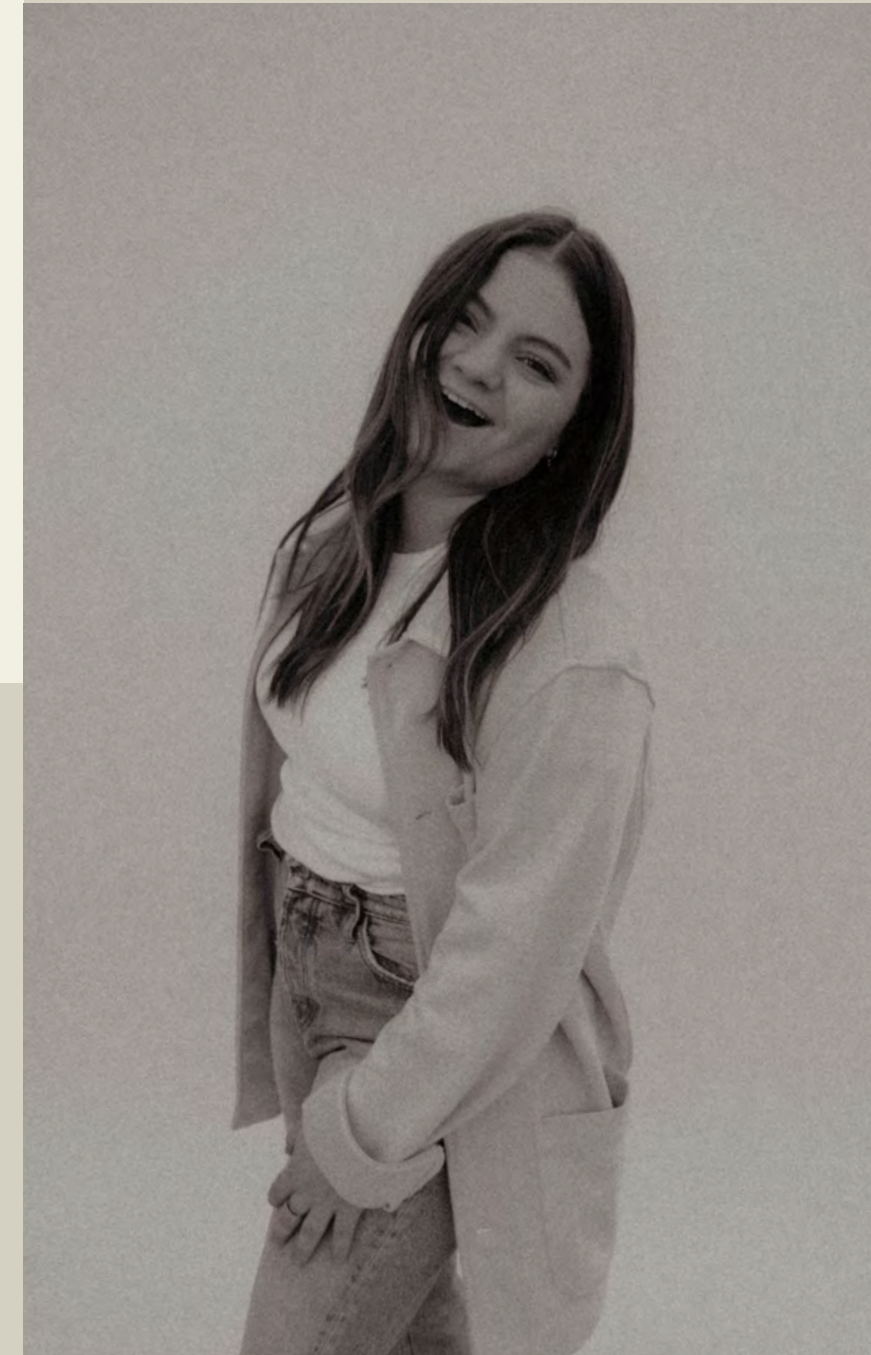
LINKEO IN ————— /REBECCA-DELONG

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REBECCA (BEX) DELONG

GRAPHIC DESIGNER



THANKS FOR
STOPPING BY!