

CHRIS PINEDA

Creative Casebook

Selected Work in Branding, Web, and Content Design

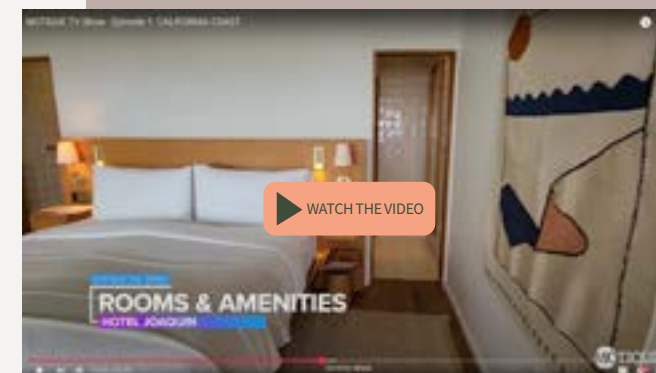
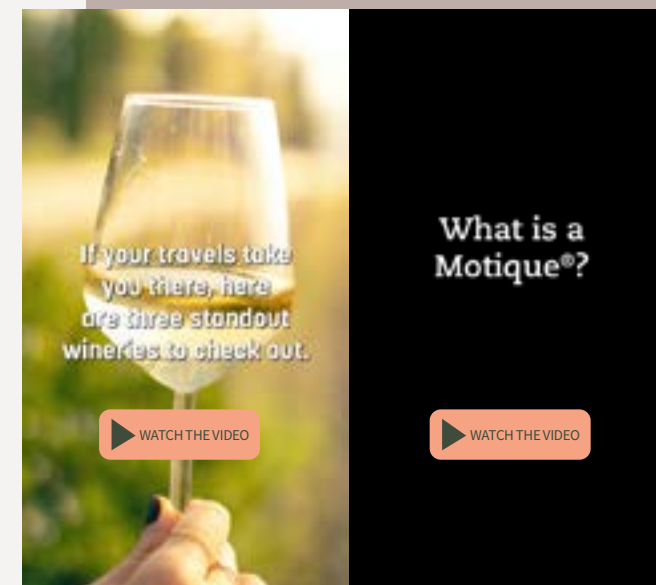
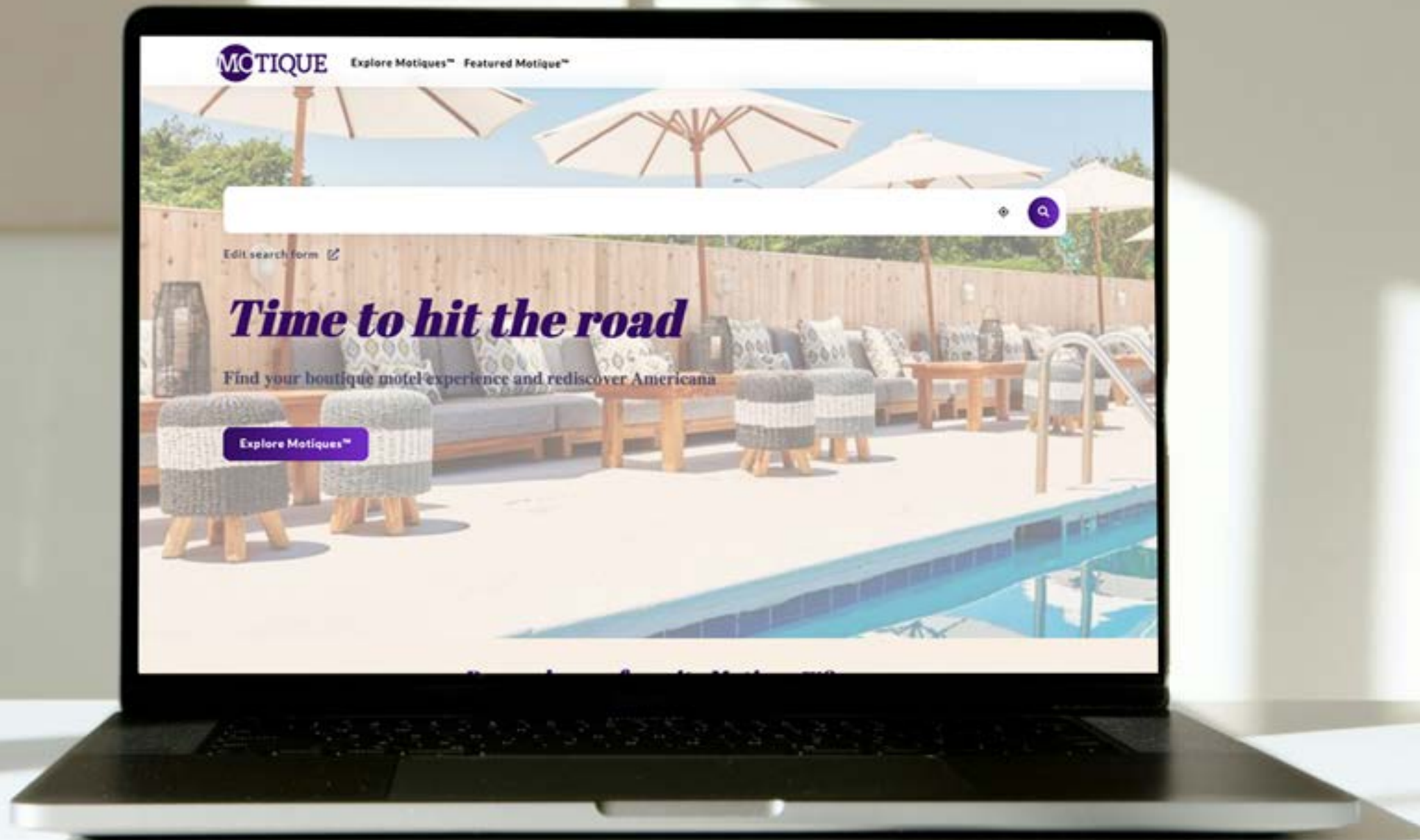
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About This Casebook

This casebook highlights a selection of creative projects that span branding, web, print, and content strategy. Each piece was chosen not only for its visual execution, but for the thinking behind it: The challenge, the solution, and the measurable outcome.

The goal is to offer a window into how I approach design problems: with a balance of clarity, intention, and brand consistency. Whether developing a new identity, building digital platforms, or rolling out marketing campaigns across multiple channels, I work to create solutions that align with both business goals and audience needs.

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Challenge

Hospitality visionary Larry Broughton set out to build a brand that would honor the history of America's boutique motels while celebrating their creative revival. The goal was not to build a traditional booking site, but a platform that told the stories of design-forward, independently run motels connecting modern travelers with soulful, off-the-radar destinations.

Solution

I partnered closely with Larry to develop Motique®, a curated digital brand and content platform rooted in nostalgia, aesthetics, and independent spirit. I created the full visual identity including logo design, brand styling, and layout direction, to reflect the platform's editorial tone and timeless-but-modern vibe.

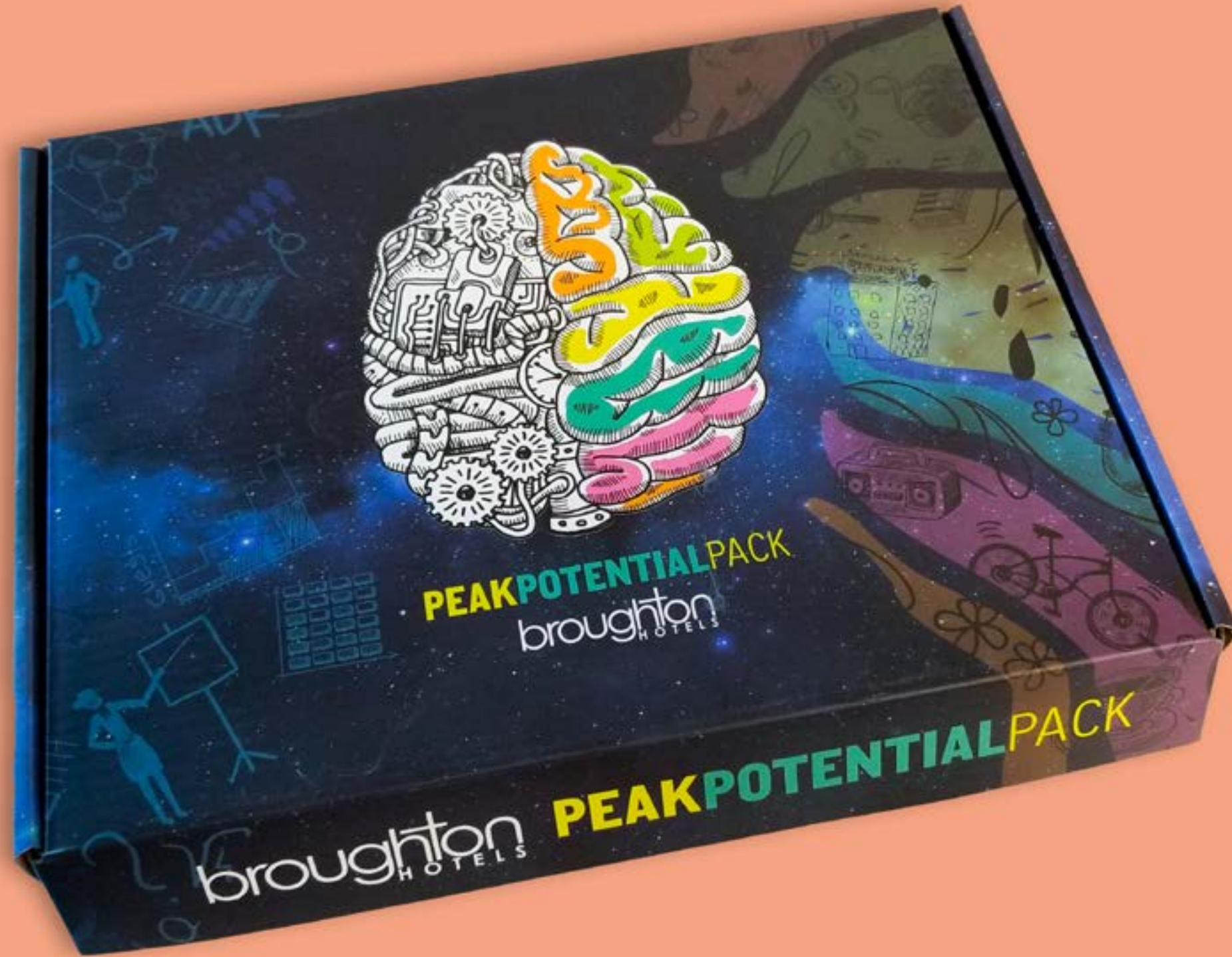
Working collaboratively with property owners and photographers, I helped bring Motique's first featured motels to life through curated stories, image selection, and digital styling. Every visual and copy element was designed to respect the legacy of the motel while positioning it as a unique, experiential destination.

Impact

- Established Motique® brand from the ground up: Name, visuals, and digital direction
- Built a scalable brand system for showcasing motels through story-first editorial design
- Helped define the tone, aesthetic, and value proposition of the Motique concept
- Supported the platform's mission to champion boutique motel revival nationwide

My Role

Brand Identity · Logo & Visual Design · Layout Direction
Content Curation · Creative Collaboration with Founding Team



Challenge

broughtonHOTELS needed a branded internal training program to reinforce service excellence and operations consistency. The challenge was to deliver a solution that was engaging, scalable, and didn't require third-party platforms or outside vendors.

Solution

Working closely with our VP of Marketing and founder/CEO Larry Broughton, I helped develop the Peak Potential Pack: A branded learning experience designed to support continuing education within the company. The program combined tactile printed materials with self-guided digital quizzes, all housed in custom-designed, branded kits.

I led the visual design and content formatting across the full system, including training templates, instructional layouts, and digital quiz flows using Google Forms. I also managed all production logistics from sourcing print vendors to designing and ordering the custom shipping boxes, ensuring brand consistency from unboxing to implementation.

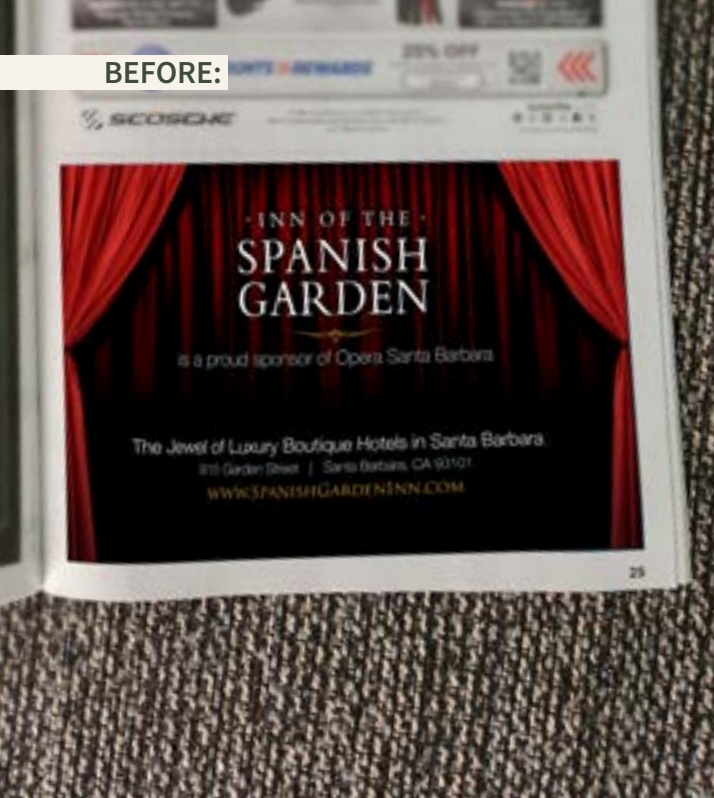
Impact

- Rolled out across multiple hotel properties with strong adoption
- Increased completion and engagement through self-paced, high-quality materials
- Delivered without any proprietary platforms or third-party software
- Created a replicable model for future training and onboarding initiatives
- Reinforced internal brand culture through cohesive design and delivery

My Role

Visual Design · Content Formatting · Print Production Management
Digital Delivery · Vendor Sourcing

BEFORE:



· INN OF THE · SPANISH GARDEN



» BRAND REFRESH | PROJECT 03: SPANISH GARDEN INN

Challenge

Spanish Garden Inn (formerly “Inn of the Spanish Garden”) was a boutique hotel in Santa Barbara known for its lush courtyard gardens and Spanish-influenced architecture. The property’s existing identity leaned heavily on traditional motifs, with dark, image-heavy marketing and a dated serified logotype. Additionally, the brand name and domain were inconsistent, creating confusion across touchpoints.

The challenge was to modernize the visual identity, clarify the brand voice, and align all collateral while honoring the artistic and architectural roots of the hotel.

Solution

I led the redesign in collaboration with our VP of Marketing and the hotel’s owners, who were classically trained artists. Drawing from the property’s hand-painted watercolor paintings and lush gardens, I created a more refined identity featuring clean typography, a new logo, and custom leaf motifs. I also authored the hotel’s first brand style guide and redesigned all core collateral including in-room folders, brochures, stationery, and signage. The new system was applied across both print and physical spaces, including a hand-painted logo at the entrance.

Impact

- Rebranded and renamed the property with a refined, art-inspired identity
- Created a full collateral suite that elevated guest experience touchpoints
- Delivered a brand style guide for internal use and third-party alignment
- Unified visual identity across print, digital, and on-site presence
- Successfully positioned the property for its next chapter prior to sale in 2020

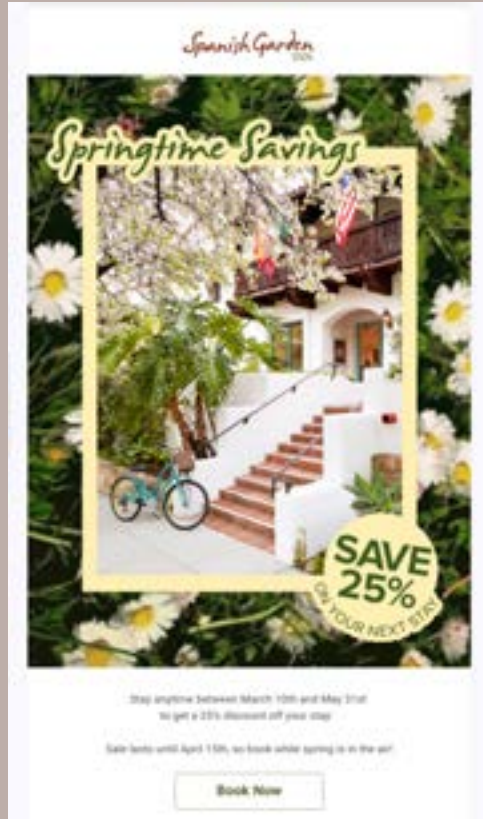
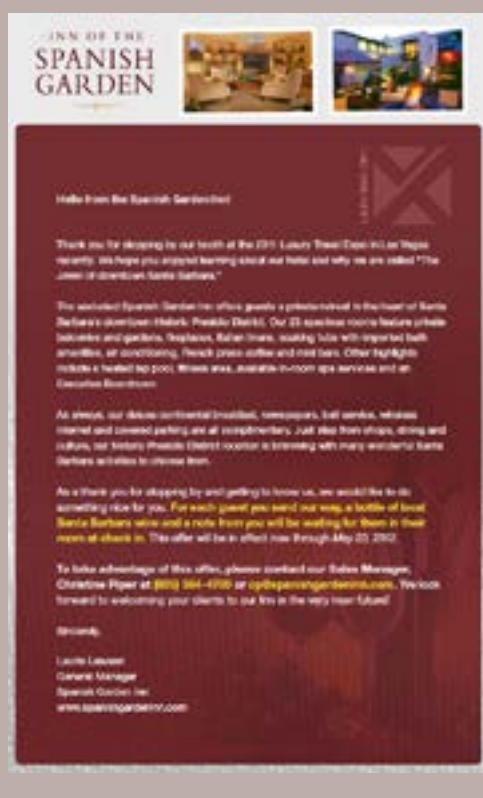
My Role

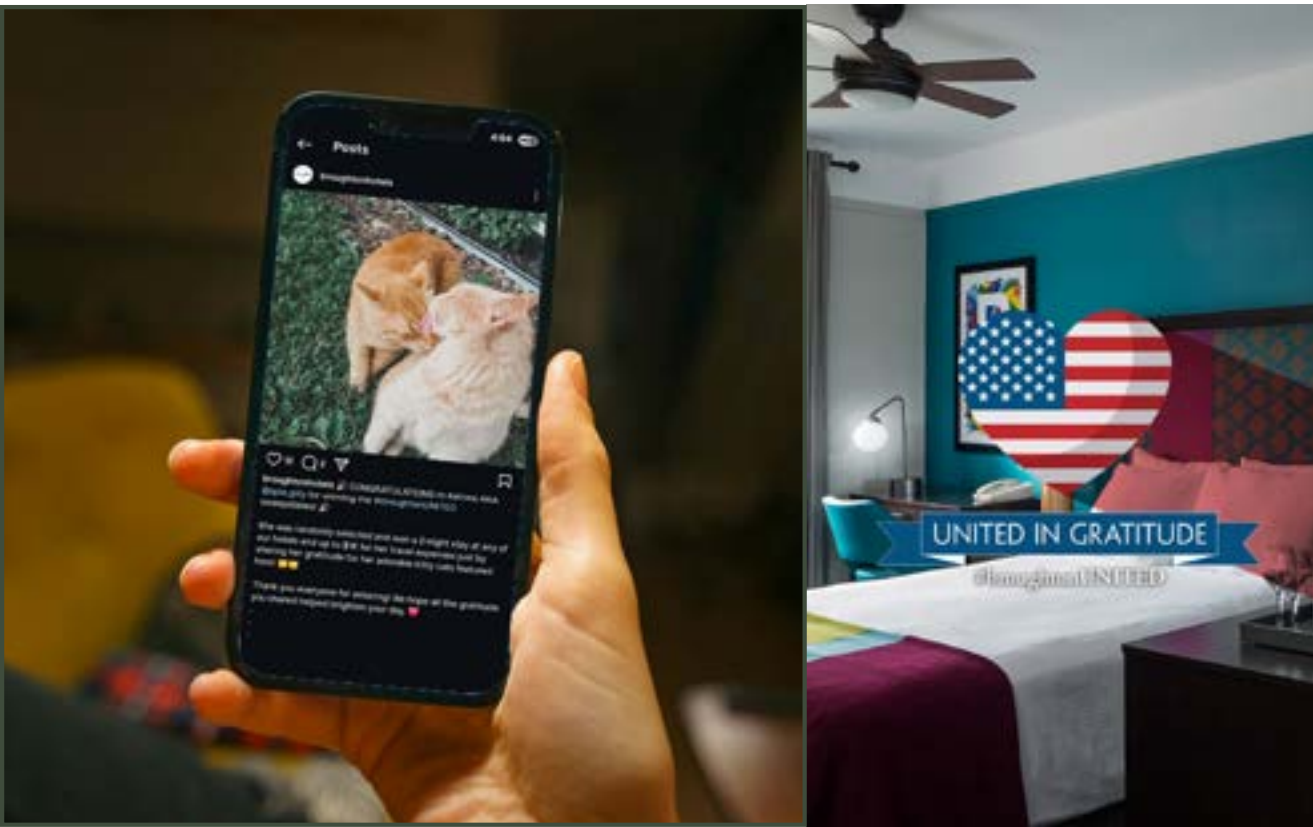
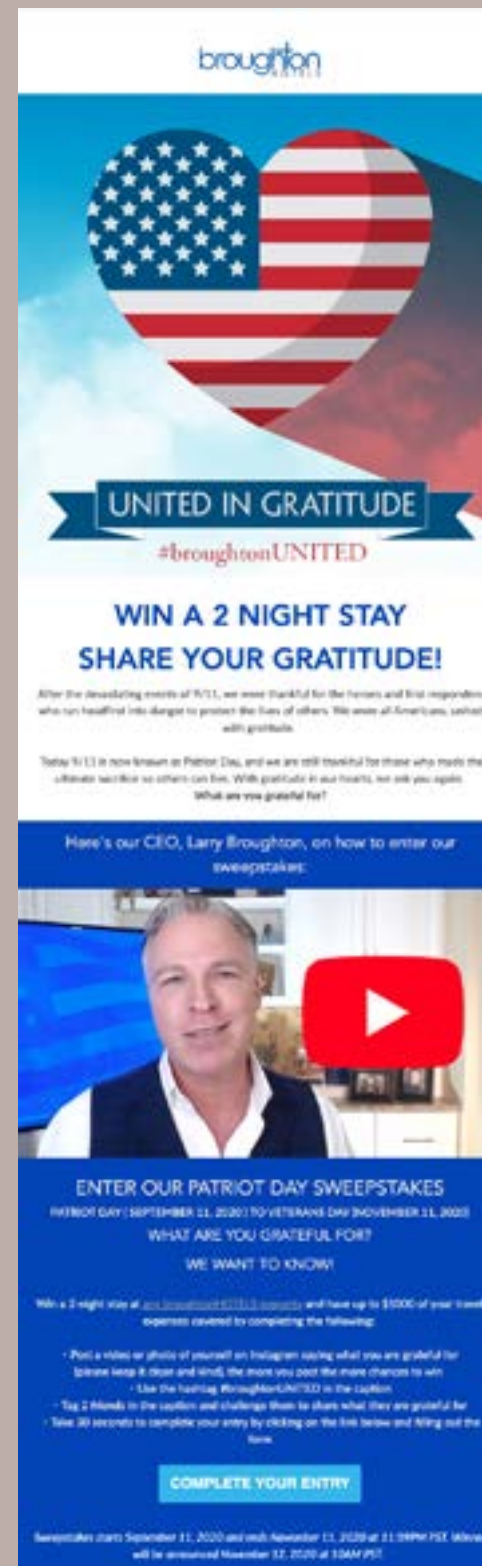
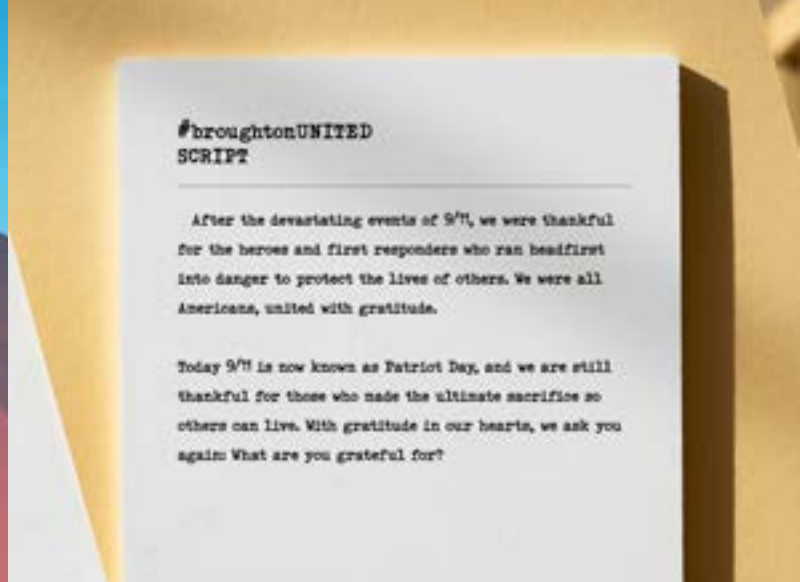
Lead Designer · Brand Identity Development · Print Collateral Design
Logo Design · Style Guide Authoring · Creative Collaboration with Ownership

AFTER:



Spanish Garden INN





Challenge

With Patriot Day (September 11) approaching in 2020, we set out to create a campaign that would honor the lives lost in a way that felt human, inclusive, and forward-looking. The goal was to activate guest participation across properties without appearing exploitative or overly branded, and to root the messaging in sincerity and shared values.

Solution

I developed the concept for #broughtonUNITED, a cross-channel guest campaign built around the question: "What are you grateful for?" It invited guests to reflect on the spirit of 9/11 by sharing gratitude messages and photos via social media, entering for a chance to win a complimentary two-night stay.

I led the creative execution across all channels, including:

- Campaign naming and central messaging
- Email design and deployment
- Hotel-specific signage for in-lobby participation
- Social media visuals and post templates
- Direction and design for a supporting video featuring broughtonHOTELS founder and Army veteran Larry Broughton

The campaign was built in close collaboration with our Marketing Director and Larry, who helped shape the narrative and appeared in the video to lend authenticity and leadership presence.

Impact

- Rolled out across multiple broughtonHOTELS properties
- Generated genuine guest engagement through gratitude-driven storytelling
- Strengthened the brand's voice as community-focused and emotionally intelligent
- Established a model for future guest-content campaigns tied to cultural observances

My Role

Campaign Concept & Messaging · Visual Design · Email Marketing
Social Media Asset Creation · Guest Experience Design · Creative Direction



» INTERNAL REWARDS PROGRAM | PROJECT 05: broughtonBUCKS

Challenge

To reward exceptional team performance, broughtonHOTELS launched broughtonBUCKS, a custom-branded reward currency used across properties. I led the visual development of the program, designing “bucks” along with signage and support materials for implementation.

The design leaned into bright colors, bold typography, and playful energy, creating a reward that felt fun, casual, and consistent with the company’s team-first culture.

Impact

- Designed broughtonBUCKS currency and supporting materials for hotel teams
- Reinforced internal culture through a high-visibility recognition system
- Deployed across broughtonHOTELS properties as part of a staff incentive initiative

My Role

Visual Design · Print Layout · Collateral Development · Production Setup · Internal Brand Extension

» COMMUNITY DESIGN WORK PROJECT 06: ST. IRENAEUS FUN RUN T-SHIRT

Challenge

For the past 2 years I’ve volunteered as designer for the school’s annual Fun Run, creating shirt artwork that balances energy, clarity, and print-readiness. I developed vector-based designs aligned to yearly themes, prepped for single-color screen printing, and delivered for hundreds of student and staff shirts.

Impact

- Lead designer for 2022 and 2023 event shirts
- Created fun, scalable artwork ready for print
- Helped unify school community through simple, visible design
- Handled all production-ready file delivery

My Role

Volunteer Designer · Illustration · Shirt Layout · Print File Prep

Professional Experience

broughtonHOTELS

Manager of Creative Services

2008–current – Huntington Beach, CA

- Led creative execution across branding, web, and print for multiple boutique properties
- Helped develop internal training programs, including Peak Potential Pack
- Designed broughtonBUCKS team reward system from concept to print
- Created hotel signage, event collateral, and guest experience touchpoints
- Collaborated cross-functionally with marketing and ownership leadership

Hobbs Herder Advertising

Graphic Designer

2006–2008 – Newport Beach, CA

- Designed brochures and identity materials for real estate professionals
- Created direct mail campaigns and web mockups
- Maintained visual continuity across large-volume client assets

Studeo

Production Artist

2004–2006 – Irvine, CA

- Adapted and versioned direct mail ads for multiple formats and markets
- Assisted in concept mockups and layout variations for client presentations

Core Skills & Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat)
- Canva • Mailchimp • WordPress • Elementor
- Google Workspace (Docs, Sheets, Slides)
- Microsoft Office (Word, Excel, PowerPoint)
- MacOS & Windows • Print Production Prep
- Digital Layout Systems

Education

BFA, Computer Arts

Academy of Art University – San Francisco, CA

Select Volunteer Work

Fun Run Shirt Designer

St Irenaeus Parish School (2024-present)

- Designed annual shirt artwork for school-wide community fundraising event
- Managed concept, illustration, layout, and vendor-ready file delivery