

CRE ATI VE

CONCEPTS
BRANDING
& DESIGN



HARTHOUSE[®]
CREATIVE SOLUTIONS

**WOMEN
OWNED**[®]
CERTIFIED BY WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL



CAPABILITIES

INSIDE



Hart House Creative	3
Right Fit	4
Leadership	5
Team	6
Visual Systems	7
Services	8
Brands We Work With	9
Client Love	10
Case Studies	11
Contact	17

PASSION LED US



LET IT BEGIN WITH HEART

Like a great meal with close friends we want our work to be meaningful and fun, a relationship built on trust that leaves you and your customers with a lasting positive impression.

Hart House Creative® is a certified WBENC Women Owned business founded by Jenn Hart. We are driven by passion and led with empathy. Our studio works seamlessly with in-house brand marketing departments and small businesses alike, specializing in affecting visual systems; including visual identity, website design and development, and graphic design content.

We build visual systems that create clarity for your audience, inspire brand loyalty, and drive traffic to your business.



WE'RE THE RIGHT FIT

Understanding Brand Within Company Operations

Our design studio works with companies of all sizes and understands how applying brand to all touchpoints throughout the business can shape the guest experience from the team on the ground across all their marketing channels. We take seriously the importance of bringing each brand's unique essence to each project. With that also comes the responsibility of understanding the business and budget goals. We pride ourselves on crafting cohesive, on-brand creative solutions that can scale with the company as it grows.

Cultural Alignment And Chemistry

It's important to us that working together is enjoyable. Building long term collaborative relationships is how we've grown our studio over the past decade—one happy client at a time.

We are a partner for you and your team to utilize as a soundboard, to bring fresh ideas, and to build your vision with you.

Fitting Into Existing Teams

We've successfully collaborated in various capacities within hospitality organizations, food and beverage groups, and small businesses in Las Vegas and across the country, spanning corporate, marketing, and operations departments—seamlessly integrating with in-house teams and owners to extend their creative capacity. We create visual systems and brand standards, while helping to move faster from concept to execution.

**You also get to leverage the tech and tools we equip our team with, when you work with us.
Valuable resources, like stock photo sites, graphic libraries, collaborative planning tools, and more**

LEADERSHIP



JENN HART Founder + Chief Creator

Jenn Hart was born and raised in Las Vegas and now calls the greater Philadelphia area home. An avid traveler and admirer of art and other creators, she brings an accomplished background in branding, graphic and web design. Her passion, ease of communication, and concept-driven philosophy have delivered award-winning work for 15+ years for companies such as, The Cosmopolitan of Las Vegas, World Series of Poker, Nike, 50 Eggs Hospitality Group, Park MGM, The Bartolotta Restaurants, Chef Scott Conant, Capriotti's Sandwich Shop, Maple Hospitality Group, and The Spa at St. Regis, to name a few.

Her team was recently an integral part of the design support for Fontainebleau Las Vegas's brand launch. The Nevada Arts Council 2019-2022 Artist's Roster, the American Advertising Awards, and National Geographic have recognized Jenn's outstanding design and writing. Her creative solutions company is driven by passion, led with empathy and backed by experience.

[Click here to learn more about the right-hearts](#)

MEET THE TEAM

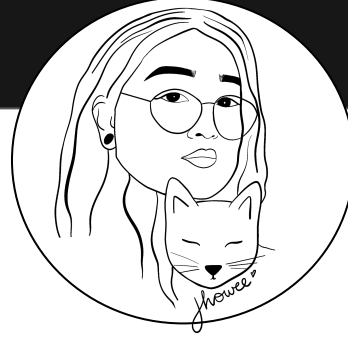
Our clients experience a frictionless design studio solution built to save time, money and relieve stress. With a background anchored in brand development, every project is created through that lens making our work foundational to new and existing companies. Our incredible cast of professionals, both in-house and through our network of collaborators, enables us to offer a range of tailored solutions for companies looking for flexible strategic, and outstanding design work.



LORI WADDELL
Studio Manager



SARAH DAWOUD
Studio Assistant



JHOWEE CHIANG
Art Director + Animator



HANNAH HEINE
Copywriter



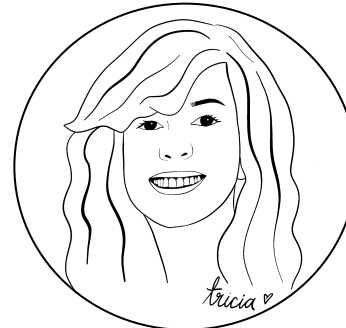
HEIDI ADAMS
Copywriter



OLIVIA HEPNER
Graphic Designer



SHARON BAKAS
Graphic Designer



TRICIA BIAGI
Graphic Designer



CLIFF SHELTON
Production Artist



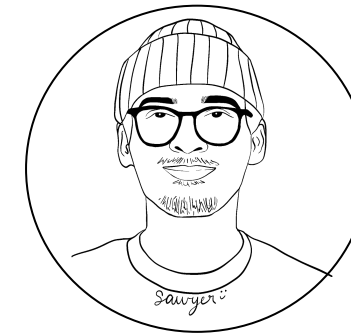
CHRISTIE CULLITON
Production Artist



DAVID STEIN
Web and Email Developer



JOSH UNGER
Web and Email Developer



SAWYER KEYS
Web and Email Developer

BUILDING VISUAL SYSTEMS MEANS



Business Savvy Creative

We create the system, along with all the raw assets for memorable branding that can be pulled apart and used in all your marketing.



User Experience + Scale

Websites designed and developed to speak for your brand, built, documented, and implemented to function for your team long term.



Rooted In Brand Development

Content rooted in brand development and two decades of graphic design experience across print and digital marketing pieces.



Efficient Outstanding Teamwork

A team of one or a department of many, we bring creative firepower by extending resources, shortening turnarounds, and having more fun!



Breaking Down Systems Into **SERVICES**

Clever and efficient is what we do best. Every project is rooted in brand to ensure cohesion. Using our extensive experience operationalizing creative, we can support individual initiatives and build strategic systems for efficient effective marketing. Systems could include, branding, websites, email marketing + templates, social content + templates.

Branding and Identity

Give your company a personality that people want to get to know, with a system of visuals and rules for applying them consistently.

Examples Include:

- Brand Guides
- Logo Design
- Visual Identities
- Brand Patterns
- Color Strategy
- Style Sheet
- Brand Asset Libraries

Website Design + Development

Make your message, graphics, and story speak for your brand with the largest piece of marketing real estate your brand will own.

Full service website delivery includes:

- Website Navigation Planning
- Website User Journey Planning
- Website Design & Content
- Website Development
- Integration Plans
- SEO Setup
- Accessibility Setup
- Email Integrations
- Responsive Testing

Ask About Additional Services:

- Website Audit
- CMS Dashboards
- Ongoing Maintenance

Graphic Design + Content

Thoughtful brand-conscious design. Graphic design support is one of our specialties whether for a team of 1 integrated resort, or multi-level business structure. We can create concepts or execute your vision with precision.

Examples Include:

- Video Content
- Animated Videos
- Print and Online Campaigns
- Copywriting/Tagline
- Direct Mail
- Product Packaging
- Book Covers and Layout
- Flyers/Posters
- Investor/Proposal Materials
- Menus
- Social Media Content
- Email Marketing (Design+Dev)

Event Branding + Design

Hart House Creative® delivers concept-driven campaigns and creative solutions. Clever and cohesive is what we do best.

Examples Include:

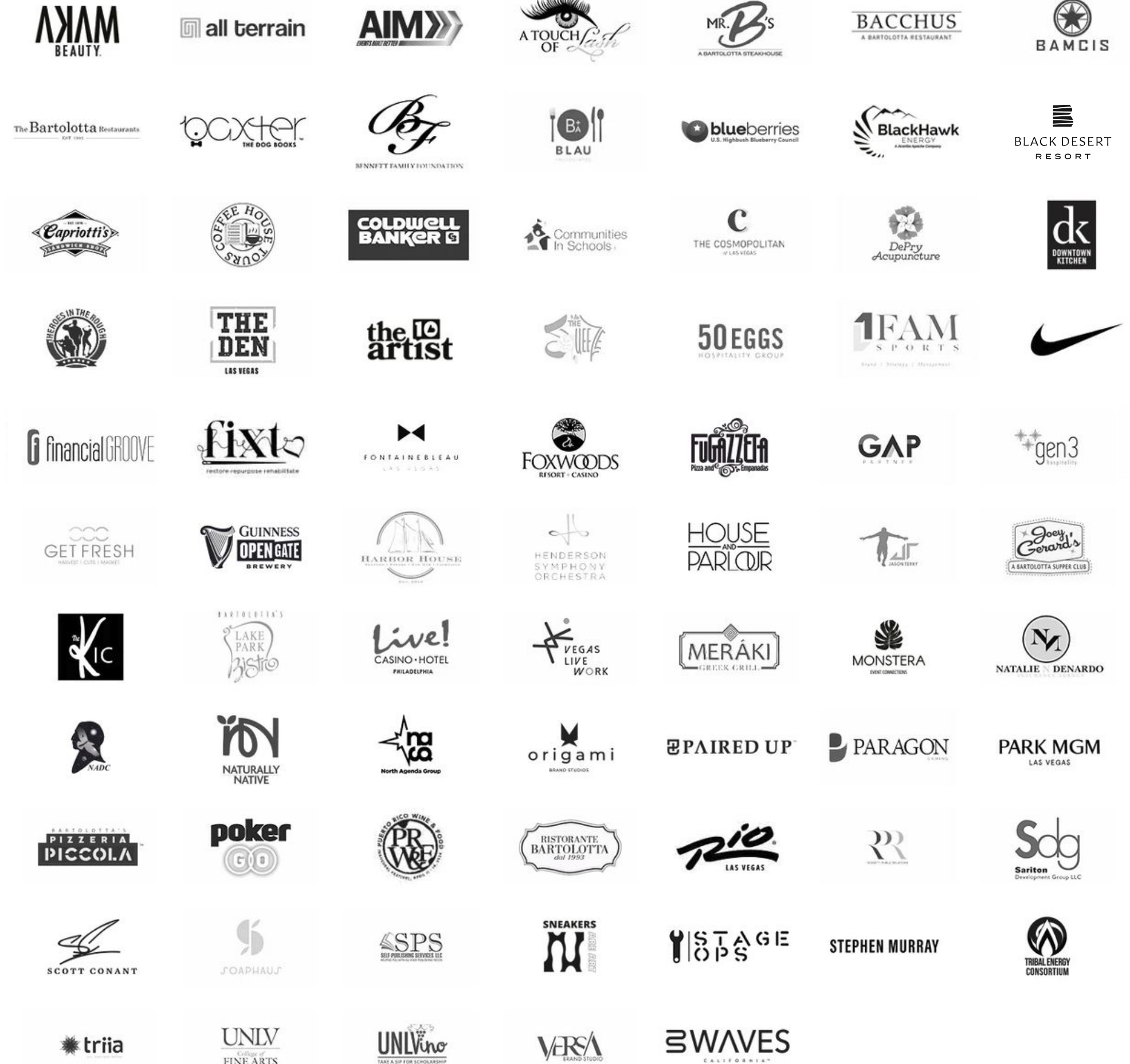
- Event Branding Systems
- Event Booth Collateral
- Leave Behind Concepts
- Ad Campaigns
- Festival Posters
- Wayfinding Signs
- Branded Marketing Assets
- Event Maps

BRANDS WE WORK WITH

We work primarily with hospitality related industries, including, hotels, food and beverage, events, and travel. However we also love to partner with other agencies and groups specializing in education, the arts, and wellness.

Our team also has a soft spot for start-ups as Jenn grew our company from the ground up.

We do great work for good people. If you and your project feel like a good fit, we are excited to be part of it.



CLIENT LOVE

2025 winner of



Fontainebleau Las Vegas

"The Hart House team played a pivotal role in the successful launch of our luxury Las Vegas resort and casino, surpassing expectations every step of the way. The design expertise provided by Hart House seamlessly bridged any gaps in bandwidth for a multitude of graphic design projects, spanning from menu and email design to invitations and logo development, among others. Their talented creative team continues to consistently deliver promptly and goes the extra mile with communication, even under demanding timelines."

LINDSEY RIGGS

Vice President, Brand Marketing



Park MGM

"I've had the opportunity to work with Jenn of Hart House Creative® across a few different brands and initiatives. She's a powerhouse designer who has a keen understanding of brand, employing it into her work making her designs not only incredibly creative but also strategic. I've always known Jenn to take the time to work with clients to understand their unique perspectives, nuances of the business and the marketplace opportunity in order to make the work more impactful and intentional. She also has a great way of making the complex simple."

LAUREN BURNETT

Director of Brand Marketing

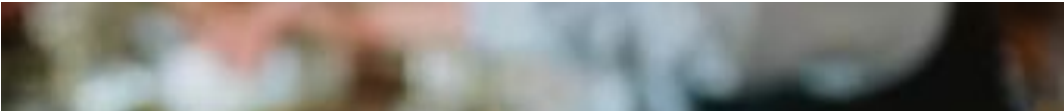


The Cosmopolitan Of Las Vegas

"Hart House Creative® puts in time and effort, not only in the design of the project, but to the 'why' of the project. Studio leadership has the ability to envision the end goal, and this comes through in all of their work. Their research and exploration of concepts is unmatched, and Hart House Creative® provides a unique perspective on creative advertising for their clients. The team is able to take original direction and turn it into effective, emotive, thought-provoking advertising that incites action, and that's what every client needs."

EILEEN LEMISH

*Vice President, Marketing Portfolio,
The Cosmopolitan of Las Vegas & MGM Resorts International*



The Bartolotta Restaurants

"Jenn has been an invaluable partner in helping us to elevate our brand. She has a client-centered approach, and brings a fresh perspective to every project."

JULIE RAYE

Chief Marketing Officer



Aim Events

"Engaging with Hart House Creative® has been nothing short of a transformative experience. In addressing specific goals and challenges, their team showcased an impressive depth of knowledge and expertise. Their innovative solutions not only met but surpassed our expectations, underscoring their dedication to delivering results of the highest caliber."

PHIL GALANTY

Head of AIM & Chief Visionary



Scott Conant Culinary Inc.

"Hart House Creative® nailed the redesign of our website by taking the time first to understand the brand and then develop a strategic yet innovative plan to tell our story. The team was hands-on, highly communicative and easygoing to work with. It was truly a collaborative effort and we look forward to working with them again in the future."

IRENE CHIANG

Director of Marketing & Partnerships

SELECTION OF WORK

CASE STUDIES



THE BARTOLOTTA RESTAURANTS

Branding Systems + Creative Strategy
Visual Identity + Brand Toolkits

Development of new logo and visual identity for one of Bartolotta Restaurants brands. Creation of new event branding system, brand toolkits, and elevated cohesive creative support across twelve restaurants and multiple events.

We introduced branding systems to help operationalize key marketing pieces for cost savings. We partnered seamlessly with the in-house marketing team, PR partner, and various departments, creating the chemistry that brought the project to a successful outcome.

Branding Systems

Visual Identity

Brand Toolkits

Art Direction

Advertising Concepts

Logo Design

Spec Creation

Illustration



Restaurants Include: The Bartolotta Restaurants Corporate • The Bartolotta Restaurants Catering • Bacchus • Lake Park Bistro • Mr. B's • Roundhouse Downtown Kitchen • Harbor House • Joey Gerard's • Ristorante Bartolotta Kohl's Corporate Campus

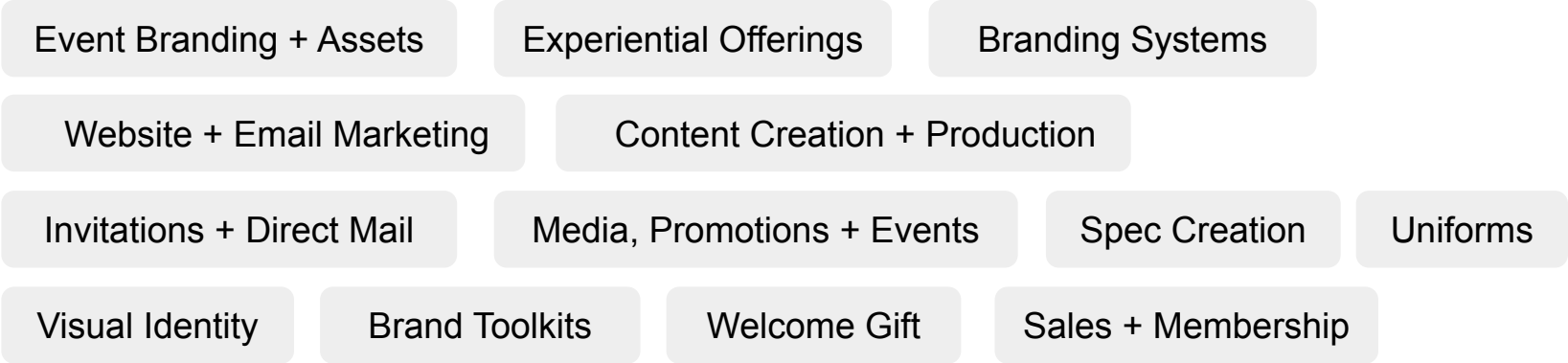


FONTAINEBLEAU LAS VEGAS POODLE ROOM

Brand Strategy Systems + Creative
+ Experience + Visual Identity

Development of new brand concepts
and a visual identity system that elevates the customer
experience through the space.

We developed the value proposition, positioning, and brand-aligned membership guidelines, along with messaging for assets and amenities tied to the broader Fontainebleau Las Vegas resort. Our work also included guest experience design, an internal experience handbook, and full support across print and digital marketing assets pre-opening through three months post-launch.





Development of visual identity system translated into a website that elevates the brand message + user journey.

We developed an easy to navigate website that evolves the visual identity that we created into an accessible online experience. Our work also included copywriting, graphic creation, and custom html within a modular builder for easy team management, post build.

Web Development

Web Design + Content

Navigation Planning

User Journey Planning

Integrating Plans

SEO Setup

Accessibility Setup

Responsive Testing

Email Integrations

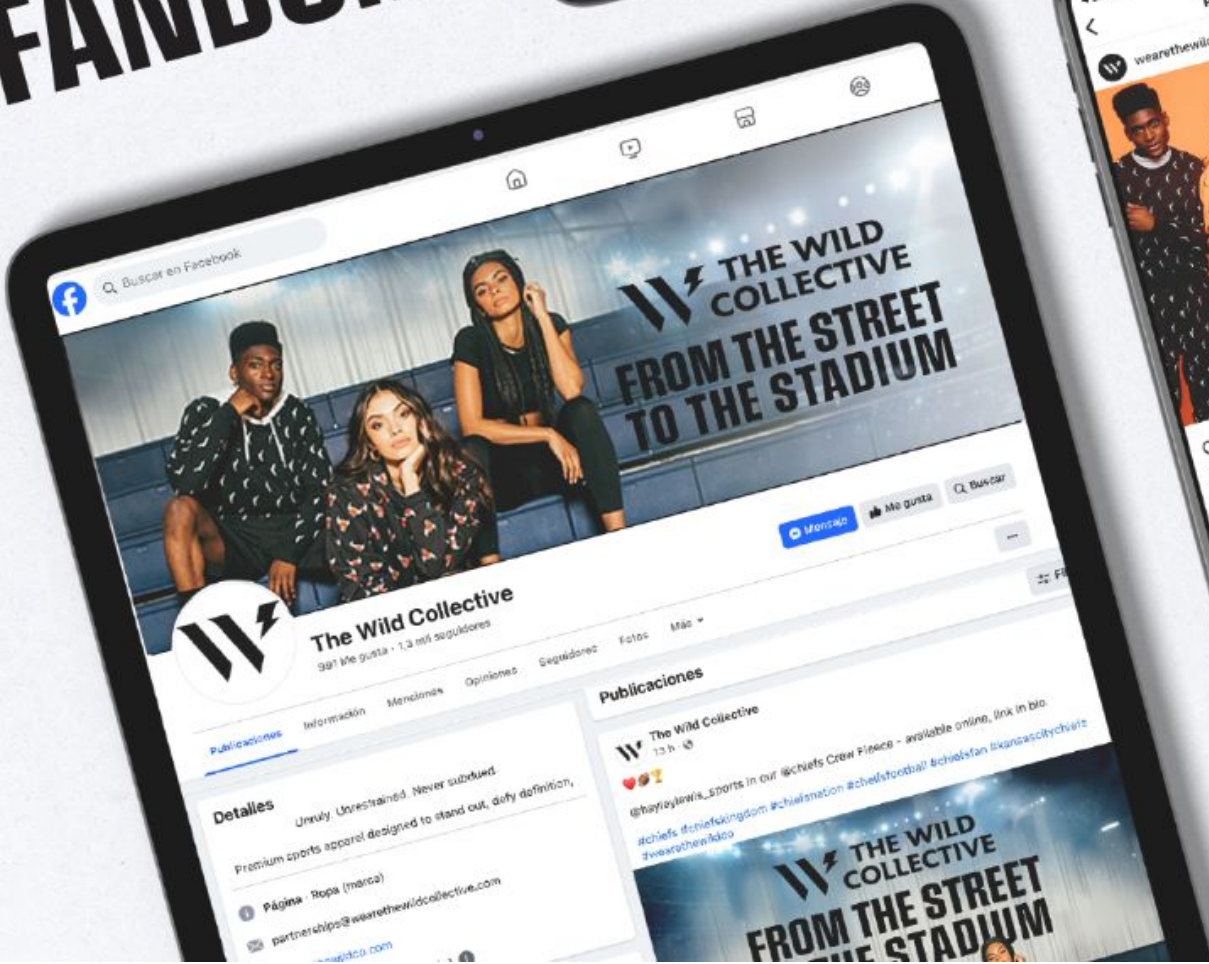
Development ad campaign
visuals, effectively utilizing
brand guide.

Ads designed to work across Meta and Google
advertising platforms.

- Digital Ad Creation
- Graphic Design
- Brand Visuals



**FIT FOR
FANDOM**





Heart is passion. Passion drives creativity.
Creativity fuels concept-driven solutions.

THANK YOU



Jenn Hart / jenn@harthousecreative.com / 702.530.4083