imprint

PORTFOLIO · 2026

BRAND + MARKETING DESIGN

Brand, marketing and print design that leaves a mark.

Rochie Frand
Founder, Imprint

designbyimprint@gmail.com
732.228.3277



Rochie Frand

Brand & Marketing Designer · Founder of Imprint

EXPERIENCE

8 years

IN-HOUSE

Torah Umesorah
Flywheel ABA Centers

Hi, I'm Rochie.

I'm the designer behind Imprint, a brand and marketing design studio for businesses, schools and organizations. For the past eight years I've designed brand identities, advertising campaigns and printed materials, from a single logo to a full launch with every piece that goes with it.

I've also worked in-house for Torah Umesorah and Flywheel ABA Centers, creating curriculum, classroom materials, parent guides and environmental graphics for organizations with many programs and many audiences.

I like design that's clear, warm and built for the real world: a shelf, a storefront window, a classroom wall or a phone screen. Every file goes out print-ready, on time and true to your brand.

SERVICES

Logo and brand identity
Marketing and social media
Print and digital advertising
Brochures, booklets and journals
Curriculum and program design
Event stationery
Labels and packaging

CLIENTS INCLUDE

Torah Umesorah
Flywheel ABA Centers
Mi Amour Baby Layette
Bourbon Meatboards
PR Careers
Yeshiva Chemdas HaTorah
Camp Azamrah

01 · BRANDING

Flywheel Storefront & Office

Flywheel ABA Centers · in-house

THE BRIEF

> Bring the Flywheel brand into physical spaces: an inspiring workspace for staff and an inviting storefront for families.

Selected work from a full year as in-house designer for Flywheel ABA Centers, spanning print, signage, advertising, interiors and internal training. This project and the five that follow are a selection. Environmental graphics for an autism therapy provider. For a center storefront, playful window graphics built around "Look What's Possible," with a playground scene and the words Play, Learn, Discover, Connect, Explore, Grow. For the staff office, a full wall of values and quotes set in the Flywheel type system and blues.



DELIVERABLES

Storefront window graphics · Office wall mural

Flywheel Storefront & Office



CENTER WINDOW DECALS

Flywheel Storefront & Office



OFFICE WALLPAPER GRAPHICS

Flywheel Parent Guide & Pamphlet

Flywheel ABA Centers · in-house

THE BRIEF

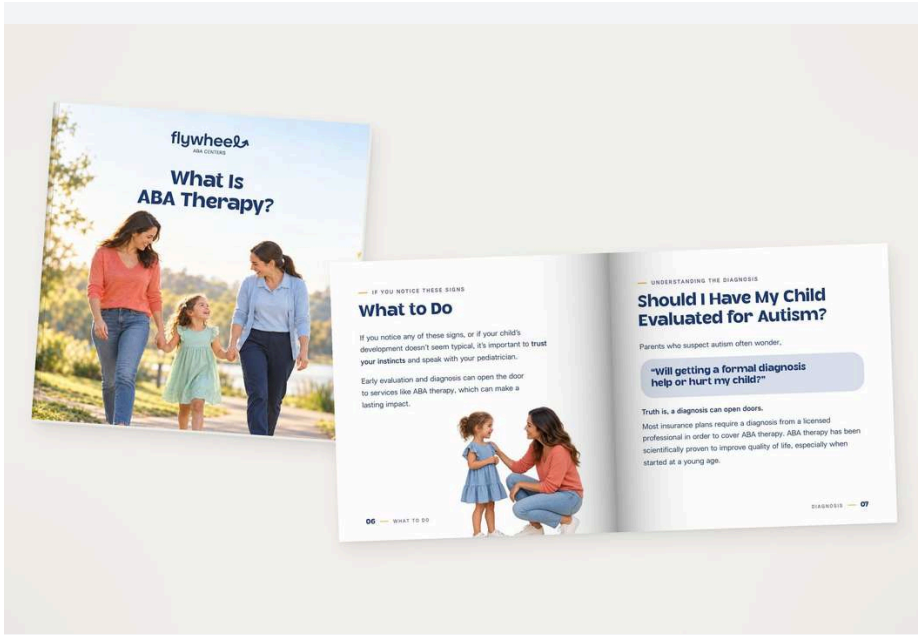
> Redesign the parent booklet so families facing a new autism diagnosis can follow the path to ABA therapy step by step.

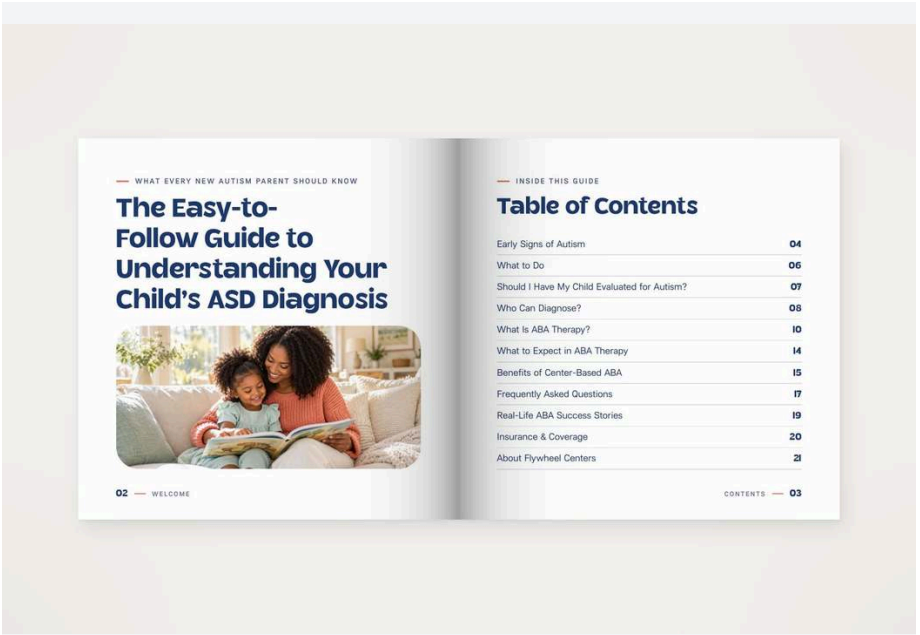
A redesigned 24-page square booklet that walks new parents through an autism diagnosis and ABA therapy. Clear section headers, numbered cards, soft color panels and friendly photography make dense clinical information easy to follow, from early signs to insurance and a parent journal at the back. A trifold welcome pamphlet greets families once they enroll, with the care team, the therapy process and ways parents can help.

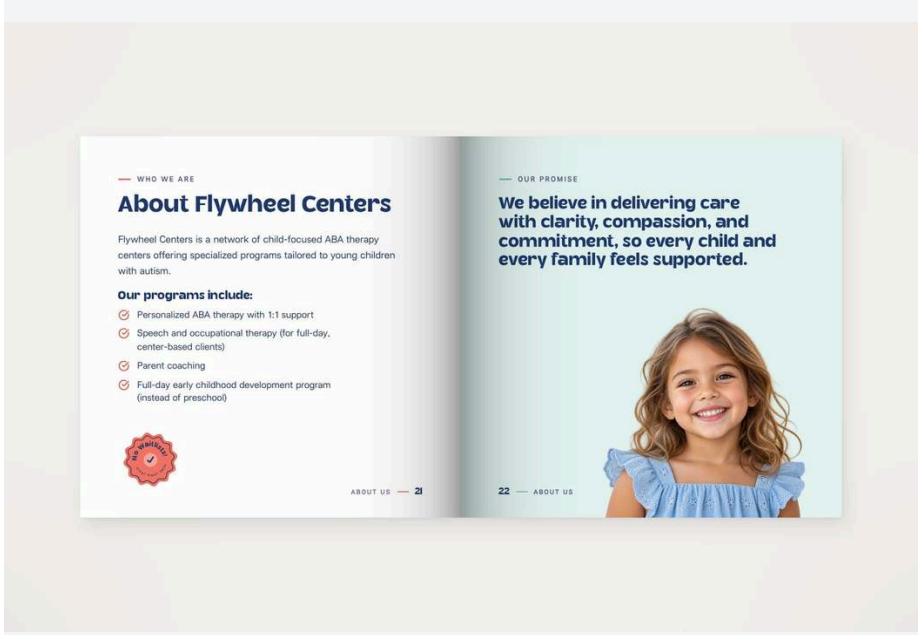


DELIVERABLES

Booklet, 24 pages · Trifold pamphlet









WELCOME PAMPHLET, INSIDE



WELCOME PAMPHLET, OUTSIDE

Flywheel Center Wall Art

Flywheel ABA Centers · in-house

THE BRIEF

> Make every room inside the centers feel warm, hopeful and on brand for families and kids.

Interior art for Flywheel centers. Framed prints for the family lounge pair Flywheel's 3D icons with short values in script and condensed type. Bold hallway posters put the Flywheel loop in each brand color, and a set of silhouette prints for therapy rooms celebrates every small win.



DELIVERABLES

Lounge wall art · Hallway posters · Therapy room prints

Flywheel Center Wall Art



FAMILY LOUNGE WALL ART



THERAPY ROOM PRINTS

Flywheel Rack Cards

Flywheel ABA Centers · in-house

THE BRIEF

> Give every Flywheel program its own recognizable rack card, all within one consistent brand system.

A color-coded rack card system for each Flywheel program: Summer Program, Social Skills, Cruisers and the Inclusion Program. Each card pairs a playful loop shape and a program color with a short program story, a BCBA quote on a name badge, and the same contact block, so the set reads as one family.



DELIVERABLES

Rack cards, 4 programs · Front and back



SOCIAL SKILLS, FRONT AND BACK



INCLUSION PROGRAM, FRONT AND BACK

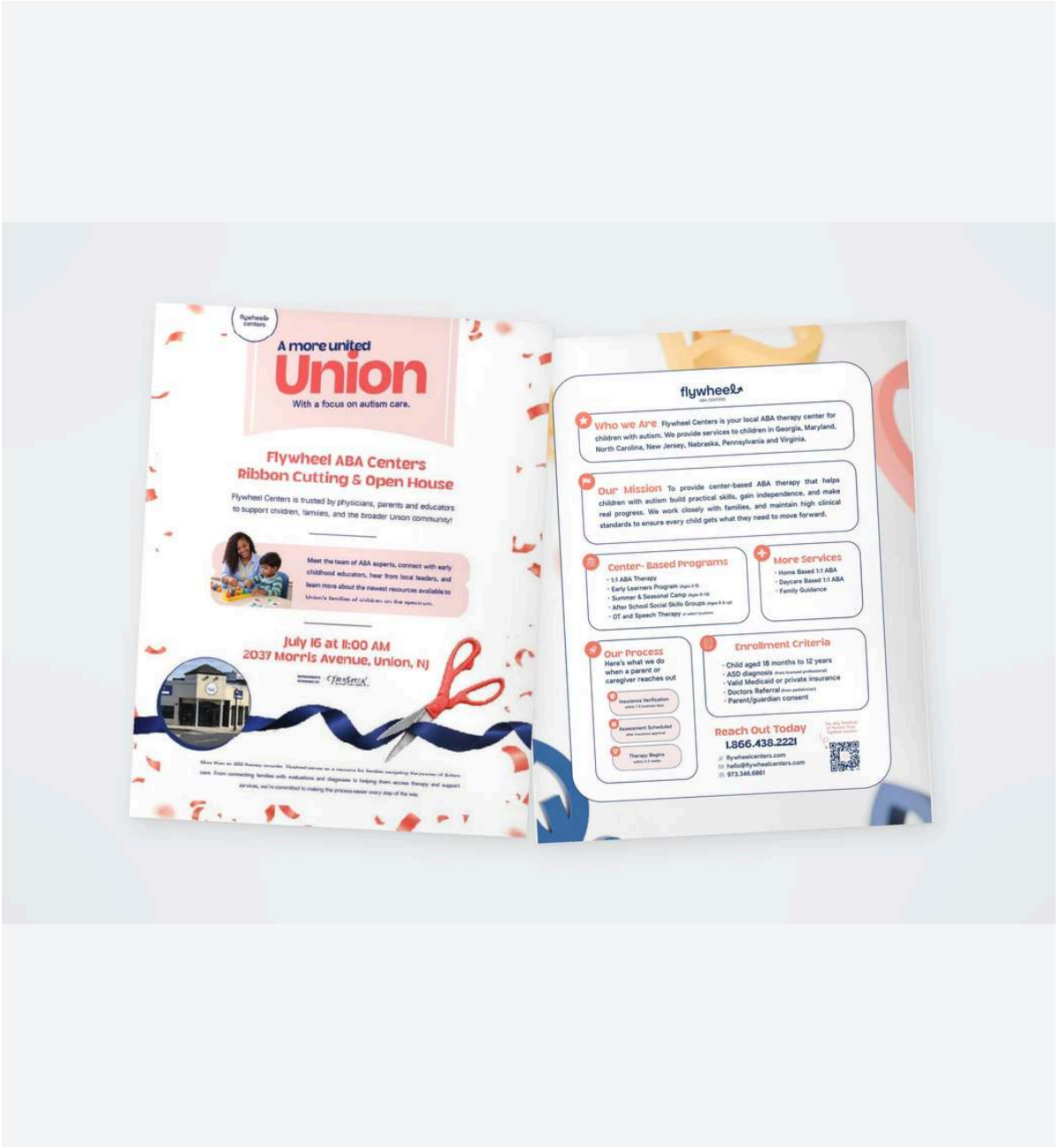
Flywheel Ads & Outreach

Flywheel ABA Centers · in-house

THE BRIEF

> Bring families through the door for openings and new programs, win new referrals, and recruit new staff.

Event and enrollment advertising for a multi-state ABA provider: a ribbon cutting and open house with a companion referral guide, a social skills group launch, a Charlotte open house with a petting zoo, a "Rooted in Heart" Valentine's Day referral postcard, and a coral "Join Our Team" hiring flyer with a sign-on bonus. Each piece has its own personality but shares the Flywheel colors, rounded frames and friendly tone.



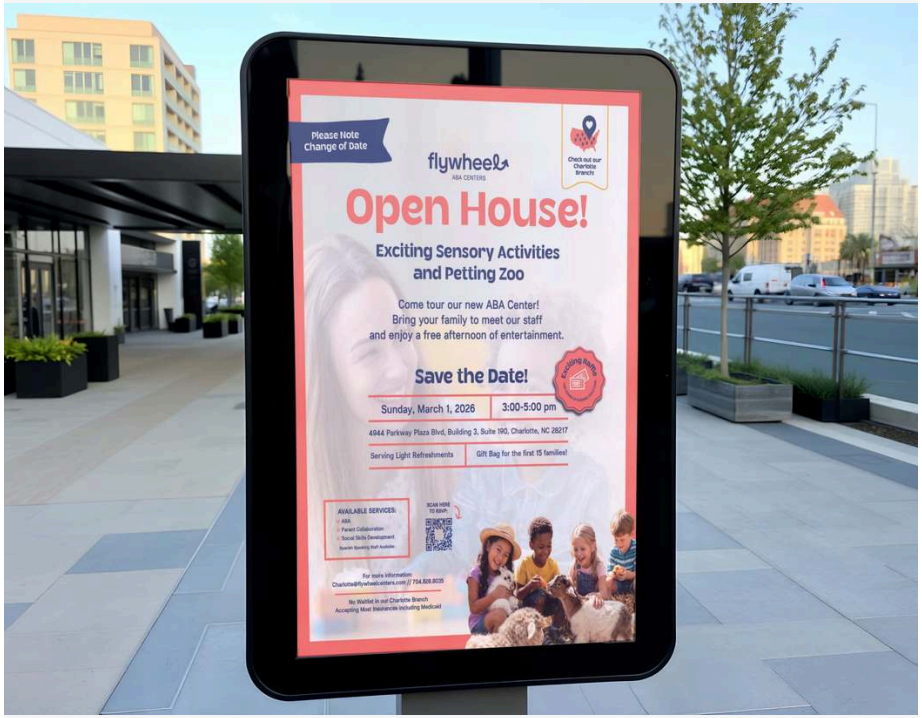
DELIVERABLES

Event flyers · Referral guide · Signage · Postcard · Hiring flyer


A more united
Union
With a focus on autism care.
Flywheel ABA Centers
Ribbon Cutting & Open House
Flywheel Centers is trusted by physicians, parents and educators to support children, families, and the broader Union community!
Meet the team of ABA experts, connect with early childhood educators, hear from local leaders, and learn more about the newest resources available to Union's families of children on the spectrum.
July 16 at 11:00 AM
2037 Morris Avenue, Union, NJ


flywheel
Who we Are Flywheel Centers is your local ABA therapy center for children with autism. We provide services to children in Georgia, Maryland, North Carolina, New Jersey, Nebraska, Pennsylvania and Virginia.
Our Mission To provide center-based ABA therapy that helps children with autism build practical skills, gain independence, and make real progress. We work closely with families, and maintain high clinical standards to ensure every child gets what they need to move forward.
Center- Based Programs
1:1 ABA Therapy
Early Learners Program
Summer & Seasonal Camp
After School Social Skills Groups
OT and Speech Therapy
More Services
Home Based 1:1 ABA
Daycare Based 1:1 ABA
Family Guidance
Our Process
Here's what we do when a parent or caregiver reaches out
Insurance Verification
Assessment Scheduled
Therapy Begins
Enrollment Criteria
Child aged 18 months to 12 years
ASD diagnosis
Valid Medicaid or private insurance
Doctors Referral
Parent/guardian consent
Reach Out Today
1.866.438.2221
flywheelcenters.com
hello@flywheelcenters.com
973.346.6861


GROUPS FORMING NOW!
Give your child the opportunity to learn foundational social skills from autism experts in a safe and supportive environment.
SOCIAL SKILLS CAN BE LEARNED
IN THE RIGHT ENVIRONMENT
LEARN FRIEND-MAKING SKILLS
BOOST REAL-WORLD COMMUNICATION
CONNECT WITH TRAINED THERAPISTS
flywheel
Developmentally appropriate groups forming now for ages 9-14.
Serving the Morristown Area. Most insurances accepted.
Call to learn if this is the right fit for you // 866.438.2221



OPEN HOUSE POSTER



VALENTINE'S DAY REFERRAL POSTCARD



SIGN-ON BONUS HIRING FLYER

Flywheel Staff Training & Culture

Flywheel ABA Centers · in-house

THE BRIEF

Support new hires and build team spirit across a growing, multi-state staff.

Internal design for Flywheel's team. A Behavior Technician onboarding presentation that turns clinical training into clear, friendly slides, an "In Good Company" invitation for the BCBA conference and holiday celebration, with chrome lettering on deckle-edged paper and a wax-seal logo, and a gratitude card game for the party, all in the Flywheel colors and loop.



DELIVERABLES

Training presentation · Event invitation · Party card game



BCBA CONFERENCE AND HOLIDAY PARTY INVITATION



HOLIDAY PARTY GRATITUDE GAME

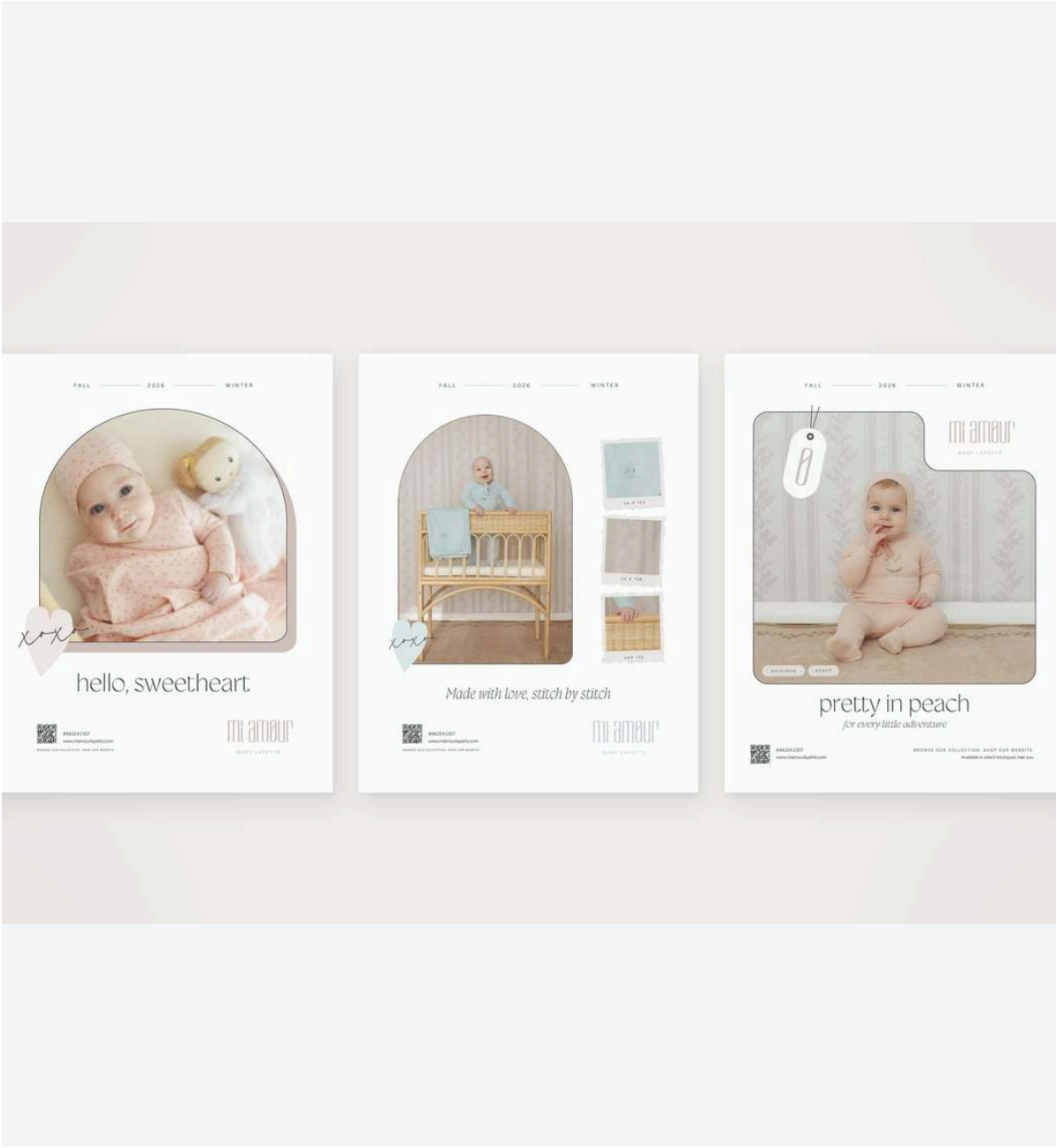
Mi Amour Baby Layette

Mi Amour

THE BRIEF

> Launch the Fall/Winter 2026 collection with a print campaign that feels as soft and premium as the clothing.

A four-ad print campaign for a baby layette brand's Fall/Winter 2026 collection. Arched photo frames, fabric swatch callouts and a light serif headline keep the attention on the clothing, and each ad takes its tint from the outfit it features.



DELIVERABLES

Print campaign, 4 ads


FALL 2026 WINTER
Made with love, stitch by stitch
mi amour
BABY LAYETTE


FALL 2026 WINTER
hello, sweetheart
mi amour
BABY LAYETTE


FALL 2026 WINTER
mi amour
BABY LAYETTE
pretty in peach
for every little adventure


FALL 2026 WINTER
hello,
snuggle
season
Made for slow cozy
cocoa mornings
mi amour
BABY LAYETTE

Bourbon Meatboards

Kosher meat boards

THE BRIEF

> Build a brand for a kosher meat board company that feels rugged yet upscale, then carry it through seasonal promotions.

Brand and seasonal advertising for a kosher meat board company. A distressed stencil wordmark with a chef's knife and curl of smoke sets a rugged tone, refined by a spaced sans for "Meatboards," a charcoal texture and thin oxblood rules. Holiday ads for Chanukah and Purim and a product ad keep the same system.

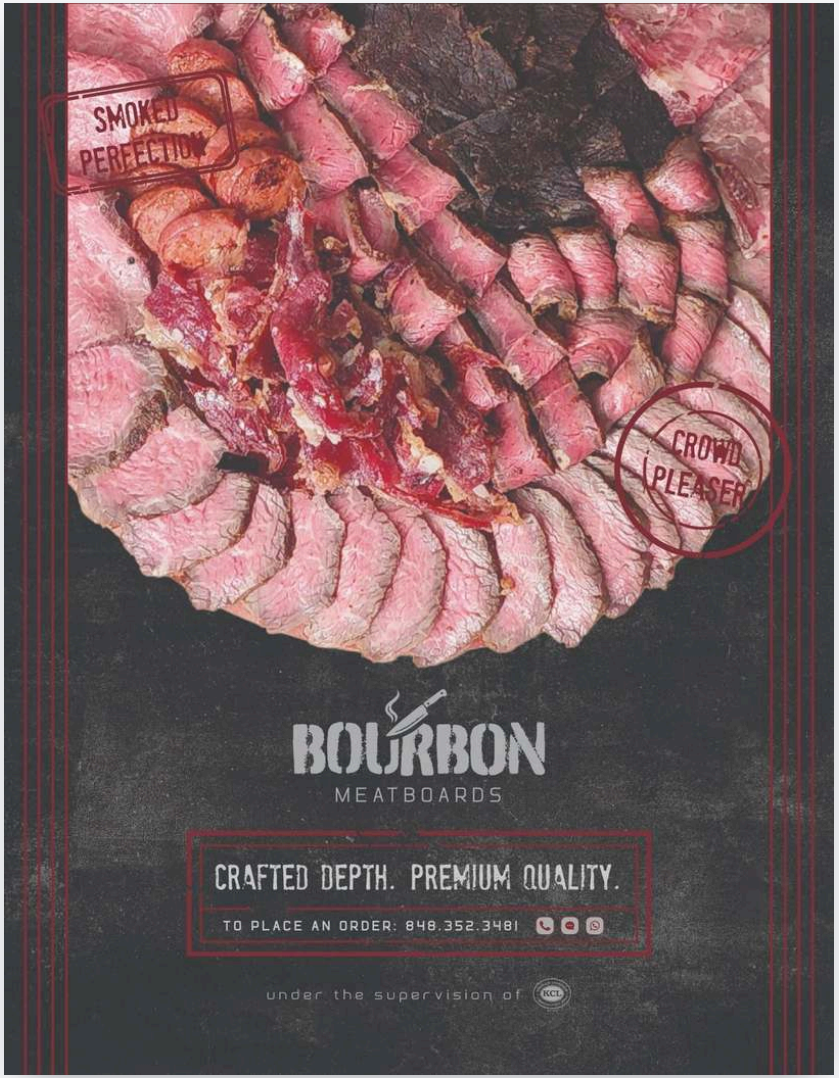


DELIVERABLES

Logo · Seasonal ads, 3 · Social status


BOURBON
MEATBOARDS


CHANUKAH10
BOURBON
MEATBOARDS
EIGHT NIGHTS.
ONE CENTERPIECE.
pick the perfect board for your party
the classic $100
the signature $100
the reserve $100
the centerpiece $100
TO PLACE AN ORDER: 848.352.3481
under the supervision of


SMOKED PERFECTION
CROWD PLEASER
BOURBON
MEATBOARDS
CRAFTED DEPTH. PREMIUM QUALITY.
TO PLACE AN ORDER: 848.352.3481
under the supervision of

PR Careers Campaign

Job placement agency

THE BRIEF

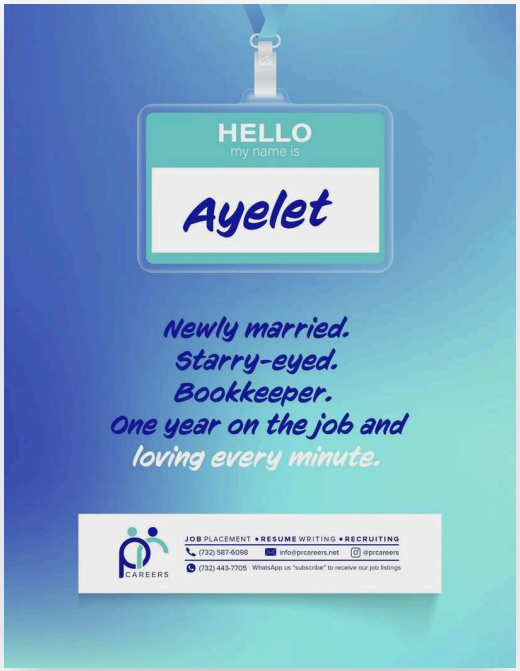
> Show job seekers and employers that the agency places real people in jobs they love.

A campaign for a job placement agency. Each ad introduces a real placement with a name badge and four short lines that end on the same refrain, "loving every minute." The series format lets the agency add new stories while staying instantly recognizable. A companion template showcases placed employees with a trophy and photo grid.



DELIVERABLES

Campaign ads, 3 · Employee showcase template


HELLO
my name is
Ayelet
Newly married.
Starry-eyed.
Bookkeeper.
One year on the job and
loving every minute.
CAREERS
JOB PLACEMENT • RESUME WRITING • RECRUITING
(732) 587-6098
info@prcareers.net
@prcareers
(732) 443-7705 WhatsApp us "subscribe" to receive our job listings


HELLO
my name is
Rachel
Mother of 4.
Chocoholic.
Medical Biller.
Two years on the job and
loving every minute.
CAREERS
JOB PLACEMENT • RESUME WRITING • RECRUITING
(732) 587-6098
info@prcareers.net
@prcareers
(732) 443-7705 WhatsApp us "subscribe" to receive our job listings


HELLO
my name is
Devorah
Straight back from Sem.
Night owl.
Accountant in training.
Six months on the job and
loving every minute.
CAREERS
JOB PLACEMENT • RESUME WRITING • RECRUITING
(732) 587-6098
info@prcareers.net
@prcareers
(732) 443-7705 WhatsApp us "subscribe" to receive our job listings


CAREERS
Proudly Placing Premium Positions for over 12 years
We've got your
Best Employees!
CAREERS
JOB PLACEMENT • RESUME WRITING • RECRUITING
(732) 587-6098
info@prcareers.net
@prcareers
WhatsApp us "subscribe" to receive our exclusive job listings

Classroom Curriculum

Torah Umesorah · My Friends Are Royalty

THE BRIEF

> Create a complete classroom program that makes a bein adam lachavero curriculum exciting for upper elementary girls.

A 46-page bein adam lachavero program for upper elementary girls. The teacher's guide and the full classroom kit are designed around a fairytale castle theme: an introductory postcard, royalty badge, challenge map, tracking card, classroom poster, mission cards, "I Spy" cards, rewards and a program feedback poster.



DELIVERABLES

Program guide, 46 pages · Classroom kit · Posters


TWO SIDES OF THE COIN
CLOSURE
WHAT'S UP?
PACK HER PARACHUTE
Captain Plumb
12
29


PROGRAM FEEDBACK

Graduation Shabbos Branding

Event identity

THE BRIEF

> Give a graduation Shabbaton its own identity across every printed piece.

An event identity for a graduation Shabbaton. A singing bluebird logo and a watercolor bird pattern carry through the whole printed set: the invitation, a two-sided student schedule and a two-sided Shalom Aleichem card.



DELIVERABLES

Logo · Invitation · Schedule · Shalom Aleichem card


עת הזמיר
Student Schedule
ערב שבת
ליל שבת
יום שבת
מוצאי שבת
שלום עליכם

Card Games

Chanukah game · Donuts game

THE BRIEF

> Design card games that kids and adults can learn in a minute and want to play again.

Two complete card decks. Menorah Cheese Gelt Dreidel Donut Oil is a fast card-slapping Chanukah party game with a striped card back, six item cards, and three action cards. Donuts is a set-collecting game for kids, built to read at a glance: one color per set, big friendly numerals, a wild card and a sprinkle-pattern back.



DELIVERABLES

2 card decks · Instructions


DONUTS
How to play:
Each player takes 6 cards. The rest of the pile is stacked faced down as a drawing pile.
Players go clockwise picking a card from the deck or taking the top card in the discard pile, and then discarding a card, keeping 6 cards per turn.
The Goal:
Each player tries to get 2 sets of 3 cards (6 cards total). Each set should have a match of: 1 Donut Color card, 1 Donut Number Card, and 1 Bakery Card that has the correct number of that color donut on it. A set may include any amount of wild cards.
How to win:
A player who has 2 sets, calls "DONUTS" and reveals their cards. Players can only call "DONUTS" when both sets in their hand are complete.
Set Scoring:
A set of the number 2 is worth 1 point
A set of the numbers 4 or 6 is worth 2 points
A set of the number 8 is worth 4 points
The first player with 10 points wins.

DONUTS

Annual Dinner

Yeshiva Chemdas HaTorah

THE BRIEF

> Give the yeshiva's annual dinner a dignified, unified look across every printed piece, from the first announcement to the journal.

The full print package for the yeshiva's 19th annual dinner. A soft marble texture, fine gray rules and the yeshiva building tie together the announcement ad, a folded reservation card with journal ad rates and dedication opportunities, and the perfect-bound dinner journal cover with its spine.



DELIVERABLES

Dinner ad · Reservation card · Journal cover


ישיבה חמדת התורה
Yeshiva Chemdas HaTorah
19th Annual Dinner
January
24
2026
תשפ"ו


ישיבה חמדת התורה
19th Annual Dinner
January
24
2026
תשפ"ו
JOURNAL AD RATES
DEDICATION OPPORTUNITIES


ישיבה חמדת התורה
Yeshiva Chemdas HaTorah
19th Annual Dinner
ROSHEI HAYESHIVA
Harav Moshe Pruzansky
Harav Ari Pruzansky
RABBEIM
Rav Moshe Tikotzky
Rav Yochanon Leizerson
Rav Kalman Sommers
Rav Refoel Elchonon Rabinowitz
Rav Yosef Fink
Rav Yaakov Slatus
Rav Dovid Paryzer
Rav Pinchos Kamenetzky
Rav Yitzchok David
Rav Chanoch Saltz
Rav Eliezer Gordon
Rav Yisroel Moshe Shlomowitz
Rav Boruch Gross
Rav Akiva Wosner
Rav Yitzchok Menachem Weiss
Rav Mordechai Schiff
Rav Avrohom Padawer
Rav Mordechai Koslowitz
ADMINISTRATOR
Rabbi M. Oppenheim
מוצאי שבת פרשת בא
אור ליום ז' שבט
תשפ"ו
January
24
2026
Located in Ateres Malka Hall
140 Lehigh Avenue
8:15 Reception
9:15 Dinner
10:30 Bentching
To place an ad in the journal or to make reservations
Call 732.363.7110 // Fax 732.961.5220 // ychdinner@gmail.com
ישיבה חמדת התורה

Regifted

Gift card donation service

THE BRIEF

> Explain a new gift card donation idea quickly and warmly.

A launch ad for a service that collects unused gift cards and passes them directly to local tzedaka. A watercolor gift card sleeve, a blush palette and friendly copy make the ask feel easy.



DELIVERABLES

Print ad

the gift that keeps giving



Those miscellaneous giftcards floating around your house since last chanukah (or was it PTA)? We have them too:)

Here at Regifted, we help preserve your card's everlasting value. We'll send you a prestamped envelope so you can donate your gift to a worthy local chessed organization that will put it to great use. It's as easy as licking the envelope:)

All gift cards are given directly to tzedaka.

Regifted

Call/Text 732.228.3277 regiftednj@gmail.com

Summer Camp Ads

Camp Azamrah · Camp Lemalah

THE BRIEF

> Help two summer camps stand out in a crowded season, each with ads that match its personality.

Season ads for two girls' summer camps, each with its own world: a tenth-anniversary celebration for Camp Azamrah, and clouds and hot-air balloons for Camp Lemalah's "Above and Beyond" season.



DELIVERABLES

Print ads, 2 camps


Azamrah!
CELEBRATING
Ten Years
of Camping
Excellence!
10


Back for another Amazing Season!
Camp Lemalah
an elevated experience!
Summer 2028
Above and Beyond!
For Girls entering 1st and 2nd Grade
Customized Program
Wholesome Fun
Apply Today!


Due to Popular Demand!
We are opening our entering primary age group for summer 2024!!!
A HAPPY SONG
Azamrah!
CELEBRATING
Ten Years of Camping Excellence!
10
Customized Younger Division Program
Smashing G.I.T Program!!
DIRECTOR: Mrs. Ayala Weiss
ASSISTANT DIRECTOR: Mrs. Matel Krupenia
PROGRAM DIRECTOR: Mrs. Chaya Devorah Leiser
YOUNGER DIVISION DIRECTOR: Mrs. Citty Schwartz
TECHNICAL DIRECTOR: Mrs. Shani Dukelsky
FOR GIRLS ENTERING: 1st-5th Grade
FIRST HALF: July 1- July 26
SECOND HALF: July 30- August 23
FIRST HALF MC'S: Miriam Kraushar & Tzippy Somerstein
SECOND HALF MC'S: Chani Neuman & Malky Rother
APPLY AT: campazamrah.com
EMAIL: campazamrah@gmail.com (for a paper application)
OFFICE: 732.889.CAMP (2267)
HOTLINE: 732.432.8517
SUMMER LOCATION: 1995 Rutgers University Blvd. (Gross BY)
CAMP HOURS: 9:45-3:45 (complimentary 9:30 drop off)


Back for another Amazing Season!
Camp Lemalah
an elevated experience!
Centrally Located
Summer 2028
Above and Beyond!
For Girls entering 1st and 2nd Grade
Cozy environment with a big camp feel
Customized Program
Wholesome Fun
Directed By: Mrs. Leah Gross (Schmelczer)
Apply Today!
camplemalahlkwd@gmail.com
848.329.2127

Charcoal Grill & Bar

Restaurant identity

THE BRIEF

> Create an identity for a high-end grill that feels bold, warm and sophisticated.

Identity for a high-end grill. A fiery sketched mark over a refined serif wordmark, applied across signage, takeaway bags, aprons and a square trifold menu printed on textured black stock.



DELIVERABLES

Logo · Signage · Merchandise · Menu


CHARCOAL
GRILL & BAR
CHARCOAL
GRILL & BAR
CHARCOAL
CHARCOAL


CHARCOAL
GRILL & BAR
COCKTAILS
DESSERTS
THE FINE ART OF GRILLING
CHARCOAL
GRILL & BAR
APPETIZERS
FROM THE CHARCOAL
STEAKS
HUMUS
KIDS MENU
SIDES
SALADS


COCKTAILS
CHARCOAL
GRILL & BAR

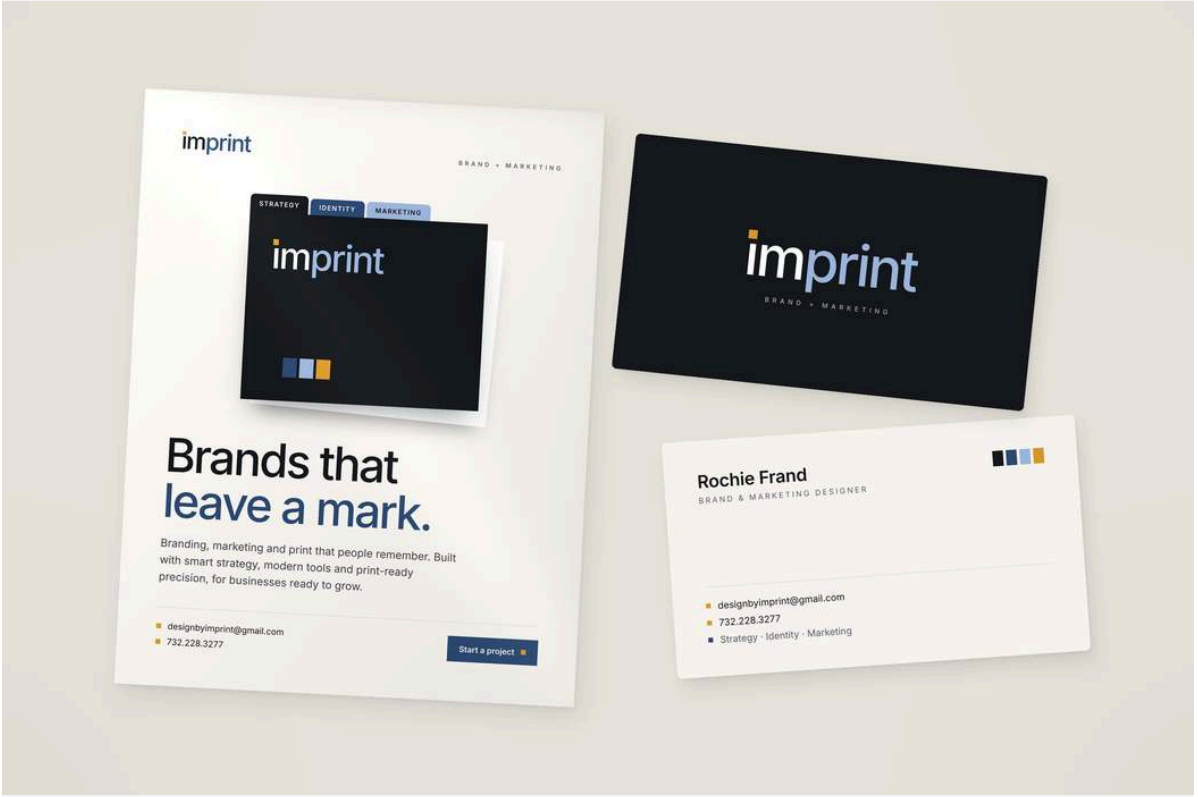
Imprint Identity

Imprint · self-initiated

THE BRIEF

> Build a clean, professional identity for Imprint, Rochie Frand's own brand and marketing design studio.

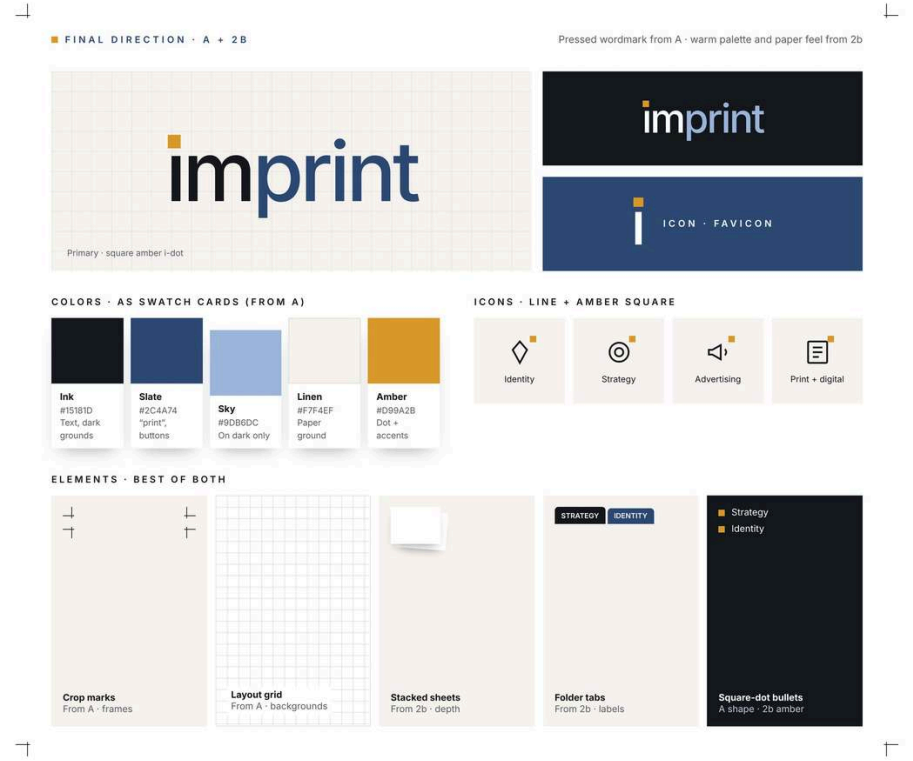
Identity for a brand and marketing design studio. A pressed wordmark sets "im" in ink and "print" in slate blue, with the dot of the i squared off in amber. A calm palette of Ink, Slate, Sky and Linen gets one warm spark of amber, used for the i-dot, bullets and buttons. Crop marks, layout grids, stacked sheets and folder tabs give the system a printed, tangible feel across business cards, letterhead, email, ads and social posts.



DELIVERABLES

Logo · Brand kit · Business cards · Letterhead · Email signature · Ads · Social

Imprint Identity



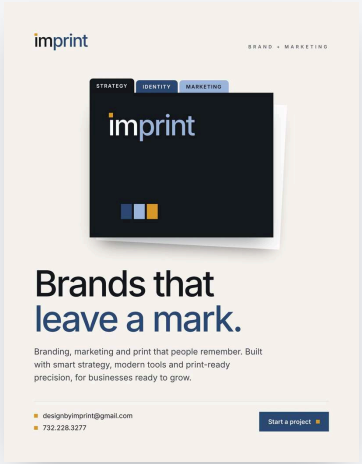
BRAND KIT



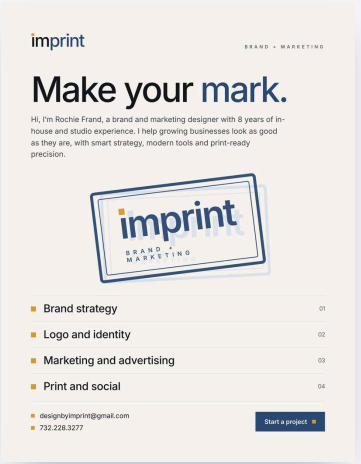
BUSINESS CARDS



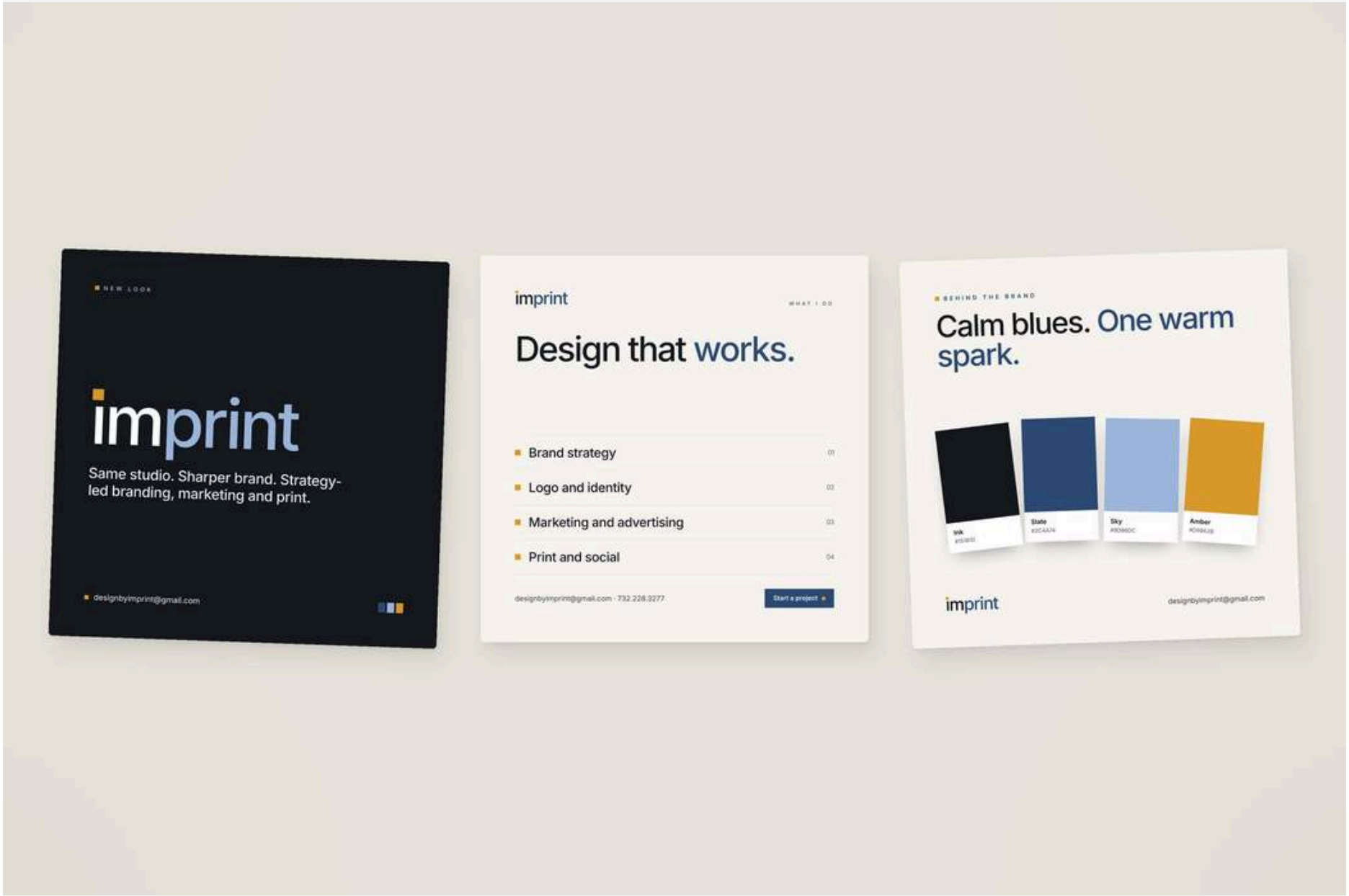
LETTERHEAD, CARD AND EMAIL SIGNATURE


imprint
BRAND + MARKETING
STRATEGY
IDENTITY
MARKETING
imprint
Brands that
leave a mark.
Branding, marketing and print that people remember. Built with smart strategy, modern tools and print-ready precision, for businesses ready to grow.
designbyimprint@gmail.com
732.228.3277
Start a project


imprint
BRAND + MARKETING
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Brands that
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Branding, marketing and print that people remember. Built with smart strategy, modern tools and print-ready precision, for businesses ready to grow.
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732.228.3277
Start a project


imprint
BRAND + MARKETING
Make your mark.
Hi, I'm Rochie Frand, a brand and marketing designer with 8 years of in-house and studio experience. I help growing businesses look as good as they are, with smart strategy, modern tools and print-ready precision.
imprint
BRAND + MARKETING
Brand strategy 01
Logo and identity 02
Marketing and advertising 03
Print and social 04
designbyimprint@gmail.com
732.228.3277
Start a project


imprint
BRAND + MARKETING
Stand out.
Leave a mark.
Branding, marketing and print that people remember. Built with smart strategy, modern tools and print-ready precision, for businesses ready to grow.
designbyimprint@gmail.com
732.228.3277
Start a project



SOCIAL POSTS

imprint

CONTACT

Have a project in mind?
Let's talk.

designbyimprint@gmail.com 732.228.3277