



# Mill Valley Business

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## Clean Line Design Creates Lasting Impressions

In an era of special effects and more is better, Mill Valley graphic designer Rebecca Dolan has countered with a winning combination of simplicity and elegance. It is her belief that classic graphics can say it all. It is the premise upon which she founded her business Clean Line Design.

A graduate of UC Santa Cruz with a degree in journalism, Dolan began her career over 10 years ago working in the San Francisco headquarters of national publishing company Miller Freeman. There, she honed her skills in writing and production and began developing her skills in graphic design. As a Senior Designer for EFI Digital Printing in Foster City, she worked in the realm of high tech. Always challenging herself to do things “outside her comfort zone,” she took a position at the Academy of Art in San Francisco teaching introduction to graphic design – still what she considers the hardest job she has tackled.

After the birth of her daughter Maddy, Dolan decided she wanted to create a better work/life balance. This prompted her to start her own business – Clean Line Design – a full service graphic

design firm offering logo design, promotional materials, newsletters, brochures and website design. Over the past four years, Dolan’s business has quickly grown to include clients throughout the Bay Area – most of which have come to her through referrals.

“When I get a referral call from a potential new client, I feel like I have received the ultimate compliment,” says Dolan. “I see my style as simple, yet very solid. I believe that design should not get in the way of content. What I create is not trendy. Be it a logo or a complete website, I think that a first impression should be straight forward, clean and classic. To me, classic branding is subtle and lasting.”

Dolan says much of the success of her business is based building relationships and taking the time

to understand a client’s individual needs before beginning the creative process.

“Collaboration is so important,” explains Dolan. “I always talk at length with my clients in order to interpret what is best for that individual or business. Relationships are valuable, and trust is crucial to the creating a design that has impact and longevity.”

Clean Line Design has accrued a portfolio of clients including a diversity of sole proprietor and start-up businesses, publishers, spas, medical consulting firms, landscape architects and most recently the San Francisco Opera. As a member of the Mill Valley Chamber of Commerce, she created the branding and collateral materials for the Chamber Women’s Alliance, and is active on the Chamber’s website committee offering her graphic design expertise. She also volunteers with The Redwoods providing design services for their in-house newsletter.

For more information on Clean Line Design visit the website at: [www.cleanlinedesign.com](http://www.cleanlinedesign.com) or call: 999-7957.

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