



CUSTOMIZING BRANDS.
Elevating CONFIDENCE.
EMPOWERING the CREATIVE
Community.

lettering
WORKS 

*Established in
2016 in*



PEORIA *illinois*

*after winning \$10,000
in startup funding
from Bradley
University*

WOMAN OWNED

*Lettering Works, LLC is
ACDBE + DBE Certified with
the City of Chicago*

*Relocated to Chicago
in 2019*



Lettering Works specializes in branding, wholesale + custom merchandise, and educational resources.

Chelsie primarily works with artists, makers, creative businesses, independent retailers, and museums.



chelsie TAMMS

(The name and face behind Lettering Works)

I'm a lettering artist and brand strategist with 10+ years of experience doing what I love most: creating art to uplift and inspire my community. From custom branding projects to courses and wholesale products, I offer a range of services to help you grow and thrive in the creative world.

My clients are small business owners, artists, non-profits, local businesses, and retailers who believe in the power and effect of art. Every project, every course, and every piece of merchandise I design is crafted with thought and intention.

Whether you're in need of a logo, brand guidance, or custom merchandise for your store, I'm here to be a partner in your success. Strong branding is everything –it's the first thing your audience sees. Let's work together to leave a lasting impression.



Explore How We Can Work Together:



Branding for Artists + Creatives

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Wholesale + Custom Merchandise

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Online Courses for Artists

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CHICAGO
HISTORY
MUSEUM



GARFIELD PARK
CONSERVATORY
ALLIANCE 



National **Kidney** Foundation®
of Illinois





Branding for Artists + Creatives

Branding is what makes you stand out. It's how someone connects to you. And it's often the biggest indicator of whether or not someone will buy from you.

Every branding project is unique, but my process is the same: getting to the core of your business and translating that into powerful visuals. From logo design to strategy sessions, I meet you where you are in your journey to create a memorable and unique brand.



"Chelsie is an artist for artists. She was commissioned to design our brand, taking into account everything we are striving to achieve, and she delivered exactly what we were looking for. Working with her was an absolute joy."

- Joe, Owner of Doughnut Gallery



"Chelsie brought new insights and ideas that we hadn't even thought about to the project. Her experience and expertise helped us fill in the blanks where we weren't sure what we needed."

- Sara Jane, Director of Communications & Marketing at the National Kidney Foundation of Illinois



"Chelsie has been fantastic to work with and I couldn't recommend her enough. From day one, she really understood my vision. It's rare to find a brand strategist AND an artist like Chelsie...I'm walking away with designs I'm so proud to share, and believe they will help me create a recognizable brand."

- Julianne, Owner of Enneagram Empress



"The whole process was organized, I knew what to expect and when. The platform for reviewing edits was simply and easy to navigate. I highly recommend Lettering Works."

- Andrea, Owner of The Wink House



Branding is **more than a logo.**

Expand your established brand with custom artwork.

Bradley

I supplied
32,000 stickers
alongside this
vibrant mural.

DESIGNED BY
chelsie TAMMS '16





Everyday EATING

A COOKBOOK FOR
INDIVIDUALS ON DIALYSIS
AND THEIR FAMILIES

FROM
THE ILLINOIS COUNCIL ON RENAL NUTRITION
& THE NATIONAL KIDNEY FOUNDATION OF ILLINOIS



Custom Lettering + Illustration

Under the umbrella of branding work, I also offer custom lettering and illustration for established brands.

I've partnered with advertising agencies to support their clients and internal projects, as well as larger companies and nonprofit organizations.







Enamel Pins for The Field Museum





Online Courses for Artists

I built a career around my art and you can too. After 5+ years in business, I packaged everything I've learned into a step-by-step program, giving you the business knowledge needed to monetize your creative passions.

My signature course is **Self-Made Artist Academy**. I also offer three mini courses: *Are You on Brand?*, *The Power of Passion Projects*, and *Learn Lettering with Chelsie Tamms*.



“Self-Made Artist Academy is a great foundational course for anyone wanting to take their passions to the next level. Chelsie does a great job of laying out the basics while also empowering further individual exploration, especially into the importance of building your business in a way that helps you reach your own goals.”

- Caitlin, *Self-Made Artist Academy Student*

“Awesome teacher, so well planned and thought out. The sharing of this knowledge and resources is so helpful!”

- Maria, *Self-Made Artist Academy Student*

“This course is great for someone starting their business or trying to get noticed in their profession. It’s also great for people who have been in business and are in need of a tweak of their own brand. I highly recommend this course.”

- Jeanne, *Are You on Brand? Student*

“Chelsie shows you – project after project– how making time for passion projects showcases your talents, boosts your creativity, and ignites your inner divine purpose to go big and forget about fear and outcomes – ultimately doing your truest and best work and being of service to the people drawn to your work and to you.”

- Paula, *The Power of Passion Projects Student*

“Loved the course!!! Everything was clearly and concisely laid out and easy to understand in an engaging way.”

- Dorey, *Self-Made Artist Academy Student*

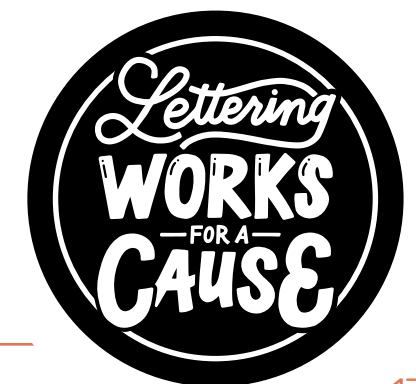
**Pay-What-You-
Can Options
Available**



Designs for a Cause

Aimed to build momentum for what matters most.

Causes I care about include kidney disease, chronic illness and disability, LGBTQ+, mental health, community pride, and artists getting paid their worth.





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DAYS of
CHICAGO



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THE PROCESS

- 1. Schedule a free, 20-minute project consultation*
- 2. I'll send you a customized proposal*
- 3. Approve your proposal + complete onboarding paperwork*
- 4. Collaborate throughout the design process*
- 5. Receive your designs*
- 6. Grow your brand's impact + influence*

WORK WITH CHELSIE

*and get high-quality,
custom designs.*

*You can pay for up to 25% of your
bill in trade if you are a woman or
minority-owned business.*

*Customized payment plans are
available upon request.*

Lettering Works is committed to providing a streamlined process for working together.

You can expect to receive all design proofs online with easy-to-complete forms for feedback.





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FIND US ONLINE

website letteringworks.com

courses courses.letteringworks.com

blog letteringworks.com/blog

wholesale letteringworks.faire.com

LET'S GET SOCIAL

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SCHEDULE A FREE PROJECT CONSULTATION

calendly.com/letteringworks

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