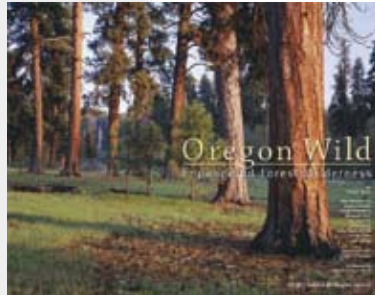




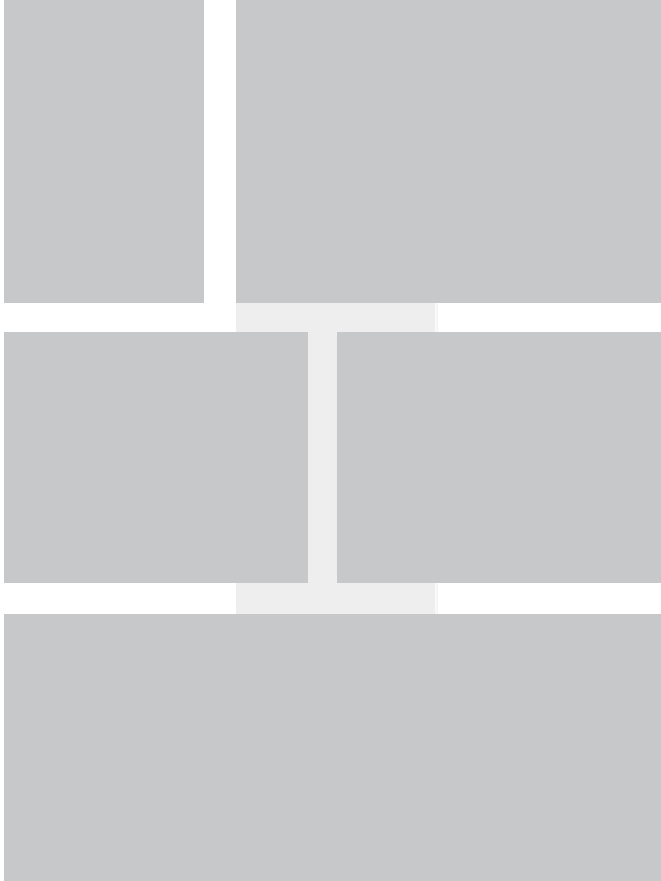
# Research



The group used a variety of resources to better understand Oregon Wild and their mission. Along with the client-provided materials, we also found familiarizing ourselves with their website and virtual library database very helpful. However, the best research tool for us proved to be meeting with the client and talking more extensively about their ideas on a personal level.



Our creative team also collected and reviewed other non-profit and for-profit newsletters, brochures and annual reports in order to gauge what is currently being designed in these areas. This task was an important way for us to establish how we could differentiate Oregon Wild from similar publications and deliverables.



## Sourcing Imagery

We spent two occasions at Oregon Wild sorting through their vast database of imagery. It was important for us to maintain a consistent visual tone with all the photos used. In order to do this we collected one set of images for the team to resource. These images went through creative team members and Oregon Wild staff before being selected for use. This insured that all photos used both fit with the message of Oregon Wild and the creative tone our group desired to achieve.

# Style

**Walkway Black (14pt)**

Walkway Bold (14pt)

**Walkway Black (20pt)**

Walkway Bold (20pt)

**Walkway Black (26pt)**

Walkway Bold (26pt)

Big Caslon (10pt, 12pt leading)

Our wilderness, old-growth forest and clean rivers/watersheds programs protect pristine drinking water, unparalleled recreation opportunities and fish and wildlife habitat across Oregon.

Big Caslon (12pt, 14pt leading)

Our wilderness, old-growth forest and clean rivers/watersheds programs protect pristine drinking water, unparalleled recreation opportunities and fish and wildlife habitat across Oregon.













## Choosing Type

Our group explored different type options for the headlines and body copy. It was important to Oregon Wild that the body copy remain easy to read. We looked at both serif and san-serif options as well as typefaces with a variety of x-heights. After reviewing a few of these options with the client, we decided on Walkway for headlines and Big Caslon for body copy.

Walkway is a large font family without use restrictions available from dafont.com at no cost. It has a clean and contemporary look that will update Oregon Wild's materials. To achieve best readability we recommend that Walkway be tracked out 25-26 points. Big Caslon is a classic serif typeface that is easy to read without being heavy on the page. The type you are reading is sized at 11pt with 13.2 auto leading. It compliments Walkway while keeping the work from looking too trendy. Together these fonts give the designs a modern yet reliable look.

# Style

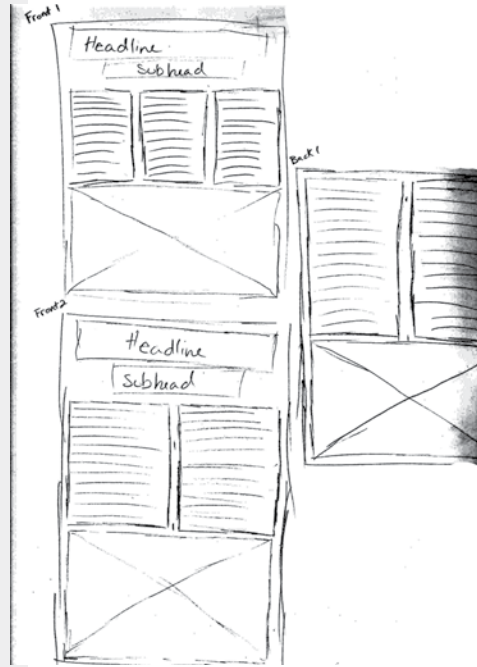
Deep Forest	
Olive Green	
Light Sage	
Cedar Red	
Dusty Rose	
Sandstorm	
Warm Earth	
OW Blue	
Icy Stream	
Rain Cloud	



## Color Palette

In talking with Oregon Wild we learned that one of their main objectives with this project was to achieve a consistency of messaging and uniformity of design among their materials. Choosing a color palette was an important step in accomplishing this goal. Photos are an important part of Oregon Wild's designs. We wanted to insure that the color palette chosen would compliment their imagery without being distracting. Our group selected a collection of clean, modern, earth-friendly colors that worked with the client's existing scheme and provide an appropriate backdrop for their vivid imagery.

# Brochures

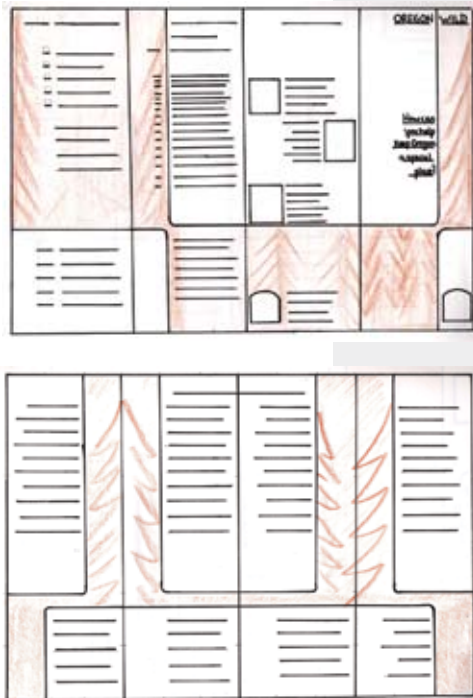


## Sketches

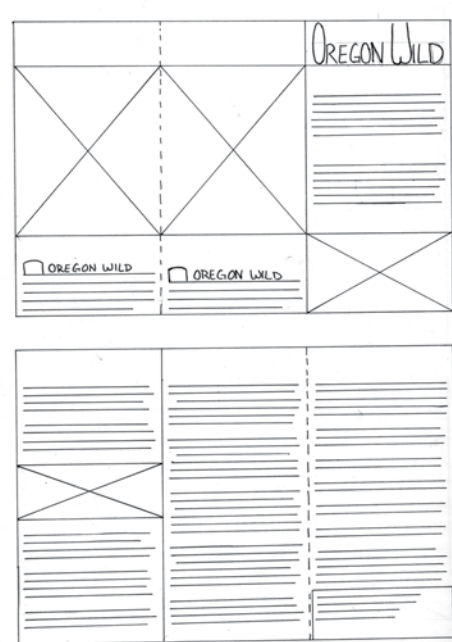
After evaluating the needs of the client, team members begin brainstorming new possibilities for the brochures and fact sheets to be redesigned.

# Brochures

Option 1



Option 2



## Black & White Roughs

Team members chose their best concepts discovered while sketching and further developed those ideas. These were inked and presented to the Oregon Wild midway through the project.

# Brochures

Option 1  
Legacy Brochure



Option 2  
Membership Brochure



## Digital Comps

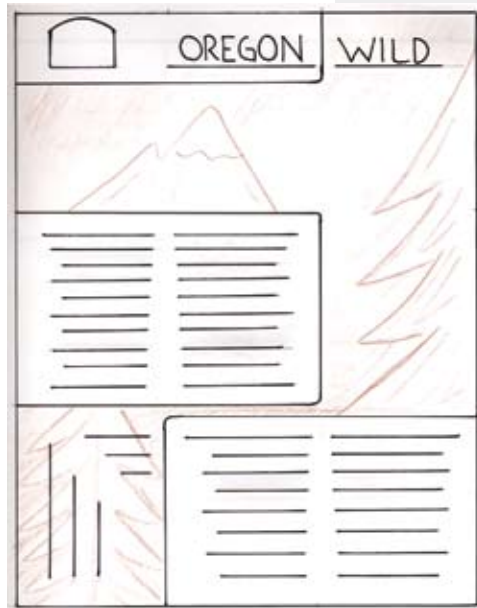
When we presented the roughs to Oregon Wild, it was determined that Option 1 would be best suited for the Legacy Brochure. Option 2 was then to be designed for the Membership brochure. Team members took the feedback from the client and began to create digital layouts. After a few weeks of development these were presented as proofs for review a week prior to our final presentation.



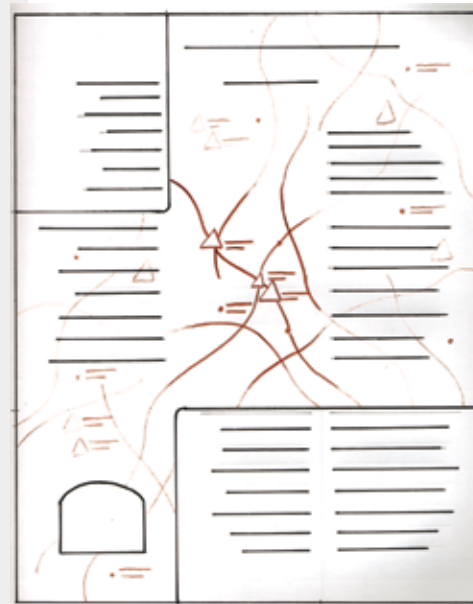


# Fact Sheet

Front



Back



## Black & White Roughs

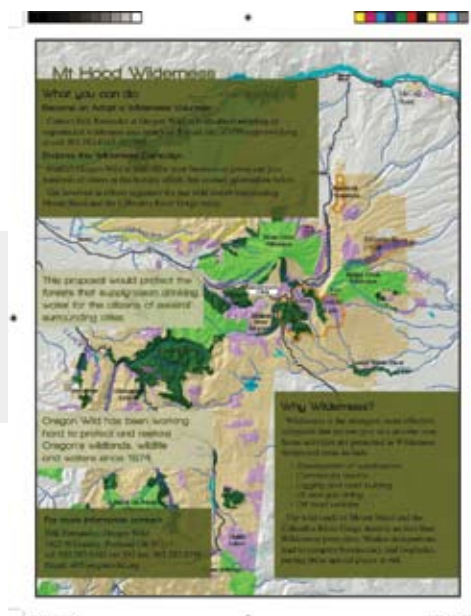
Taking the original 11x17 size, the new redesign condensed this to 8.5x11. This new size will be more budget and eco-friendly. The design challenge was to take the old information and present in a new smaller space without cluttering the page.

# Fact Sheet

Front



Back



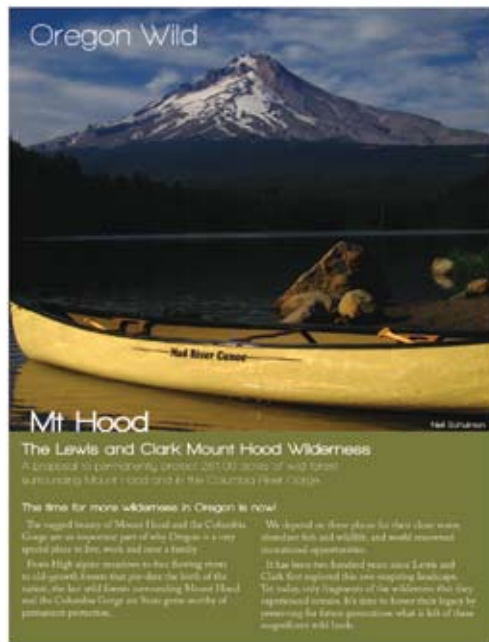
## Digital Comps

After seeing the hand rendered comps the client was interested in seeing how this idea would translate digitally. The digital composition combined both photographs and a map with a plethora of information.

# Fact Sheet

Front

Back



## Mt Hood Wilderness

### What you can do:

**Become an Adopt a Wilderness Volunteer**  
Contact Erik Rosendo at Oregon Wild to learn about adopting an riparian wilderness area near you. E-mail Erik at [erik@oregonwild.org](mailto:erik@oregonwild.org) or call 503.283.4343 ext. 202.

### Join the Wilderness Campaign

Contact Oregon Wild to learn how your business or group can join hundreds of others in the business office for nature information before. Get involved in efforts to protect the best wild forests surrounding Mount Hood and the Columbia River Gorge today.

The proposed would protect the forests that supply clean drinking water for the citizens of several surrounding cities.

### Fast Facts about the Mount Hood National Forest:

- Supplies over one quarter of Oregonians with clean drinking water
- Attract six million recreational visits per year
- Still protect millions of visitors during the Lewis and Clark Bicentennial
- Over 4,000 miles of trail
- 4,000,000 acres
- Employees lost over \$22 million selling their logging operations in 1999

## Why Wilderness?

Wilderness is the strongest, most effective watershed that we can give to a private area. Some activities are prohibited in Wilderness designated areas include:

- Development of subdivisions
- Commercial stores
- Logging and road building
- Off-road vehicle driving

The wild lands of Mount Hood and the Columbia River Gorge deserve no less than Wilderness protection. Western decision-makers lead to complex, hazardous and complex, putting these special places at risk.

### For more information contact:

Erik Rosendo, Oregon Wild  
824 N. Gateway, Portland, OR 97211  
or call 503.283.4343 ext. 202 fax 503.283.0756



## Final Fact Sheet

After reviewing the fact sheet composition the client thought that it felt heavy and dense. The revisions for the final piece needed to consider separating the map and elements, lightening up the green boxes and reversing out the logo. The final piece was also designed to fit more in style with the other newly redesigned pieces.

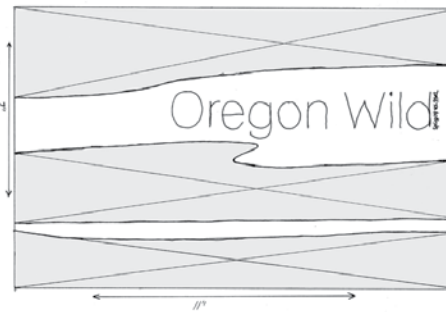
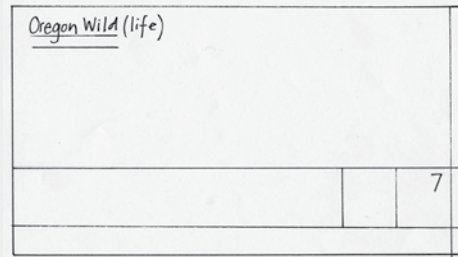
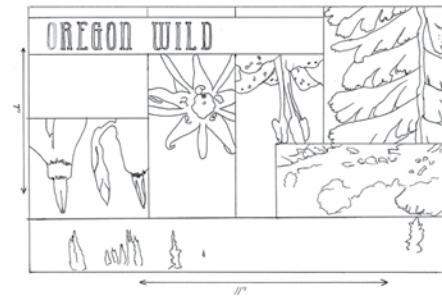
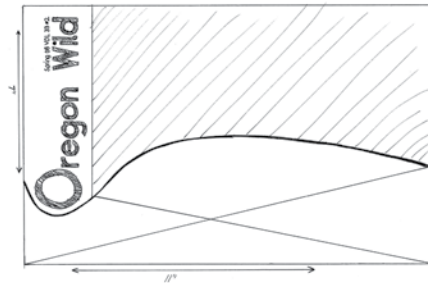
# Newsletter



## Sketches

The main objective for the newsletter was to redesign it with a fresh, yet simple grid that could be used as a template for future issues. While exploring new creative solutions and sketching, one team member came up with a simple yet effective way to utilize the name “Oregon Wild” in the headline. To signify an issue’s focus the specific topic could be featured in the title in brackets following the name i.e. Oregon Wild{life}, Oregon Wild{flowers} and so forth. The team also explored changing the orientation and size of the newsletter.

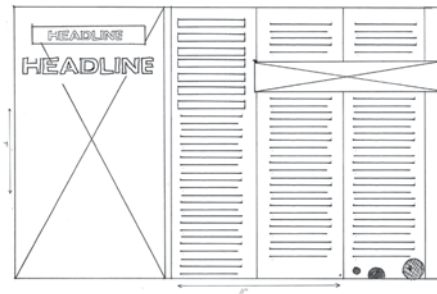
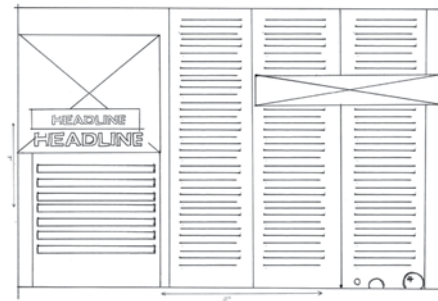
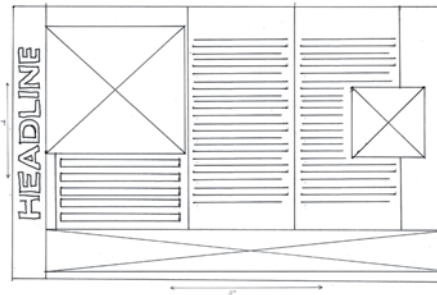
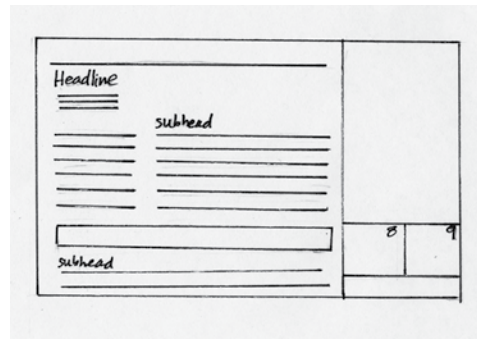
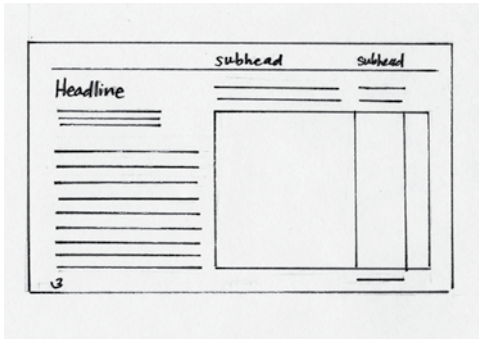
# Newsletter



## Black & White Covers

The team decides to run with a more contemporary aesthetic for the newsletter redesign which includes reducing the size and flipping it to a landscape layout. Inked black and white compositions are created at this new scale for presentation.

# Newsletter



Black & White Layouts

# Newsletter



## Digital Proof Covers

At the mid-process presentation Oregon Wild is excited about the new ideas we brought to them especially ideas about changing the size and headline treatment. The different, more contemporary look is well received by the client and the team is encouraged to continue in this direction with all pieces.

# Newsletter



## Digital Proof Layouts

There is a concern with the readability at a reduced size of the first body copy font chosen. This next stage had pages as spreads and includes a back page design as requested by the client.



# Newsletter



## Final Covers

In looking at the different styles presented the client prefers the more geometric grid style but with less graphic rule lines over photographs. The final designs reflect the revisions they suggested.

# Newsletter



Life in the Wild Wilderness  
The wild is a place of beauty and wonder, a place where nature reigns supreme. It is a place where we can find ourselves and reconnect with the natural world.

**Learning How to Take It Easy**  
There are several things you can do to help you take it easy. First, you should try to relax. Second, you should try to breathe. Third, you should try to listen. Fourth, you should try to feel. Fifth, you should try to think. Sixth, you should try to act. Seventh, you should try to be. Eighth, you should try to have. Ninth, you should try to love. Tenth, you should try to be one with the universe.



**2007 Photo Contest Winner Mike Latta**  
Mike Latta's photograph of a mountain peak is a beautiful and inspiring work of art. It captures the grandeur and majesty of the natural world in a way that is both powerful and serene.



**Final Spreads**  
At the digital proof review Oregon Wild was happy with the result but has a variety of revisions for the details address here such as page number placement, photo credit treatment and sidebar effects. An additional back page option and calaphony are also included in the final designs.



# Newsletter



## Are Bald Eagles still in danger?

**Bouncing back after years of persecution**  
by Katherine

June 10, 2010 - the Bald Eagle features on American.com.

It's hard to believe that the bald eagle, once nearly extinct, is now the national symbol of the United States. In 1782, the bald eagle was chosen as the national emblem of the young nation. At the time, the bald eagle was a common sight in the eastern United States, but its numbers had been declining for decades due to hunting and the loss of its natural habitat. By the 1930s, the bald eagle was considered an endangered species. In 1963, the bald eagle was listed as a threatened species under the Endangered Species Act. In 1973, it was listed as an endangered species under the Endangered Species Act. In 1994, the bald eagle was delisted from the Endangered Species Act. Today, the bald eagle is still considered a threatened species, but its numbers are increasing and it is no longer considered an endangered species.

**Why do old growth forests need saving?**  
by Katherine

Old growth forests are the most diverse and productive ecosystems on the planet. They are home to a vast array of plants, animals, and fungi, many of which are found nowhere else. Old growth forests also play a crucial role in the global carbon cycle, storing vast amounts of carbon in their trees and soil. Unfortunately, old growth forests are being lost at an alarming rate due to logging and land development. It is essential that we take action to protect these irreplaceable ecosystems.

**Don't underestimate Oregon's declining biological diversity**  
by Katherine

Oregon's biological diversity is declining at an alarming rate. This is due to a variety of factors, including habitat loss, climate change, and the introduction of invasive species. The loss of biological diversity has significant impacts on the ecosystem, including the loss of important services provided by native species. It is essential that we take action to protect Oregon's biological diversity and prevent further loss.



## Don't underestimate Oregon's declining biological diversity

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Final Spreads & Back Pages



• Capture the beauty of Oregon's wild places for around \$1,000 a year.  
• Visit us online at [www.oregonwild.org](http://www.oregonwild.org) for complete event information.  
• Check out our new tent to find out which private track it fits our needs!



**Oregon Wild Summer Dining**

See complete details at [www.oregonwild.org](http://www.oregonwild.org) or contact us at 503.253.1111 or [info@oregonwild.org](mailto:info@oregonwild.org).

**Wed July 7 White River Trip**  
08:00 AM - 02:00 PM  
Contact Bob 503.253.6141 X 202  
or [info@oregonwild.org](mailto:info@oregonwild.org)

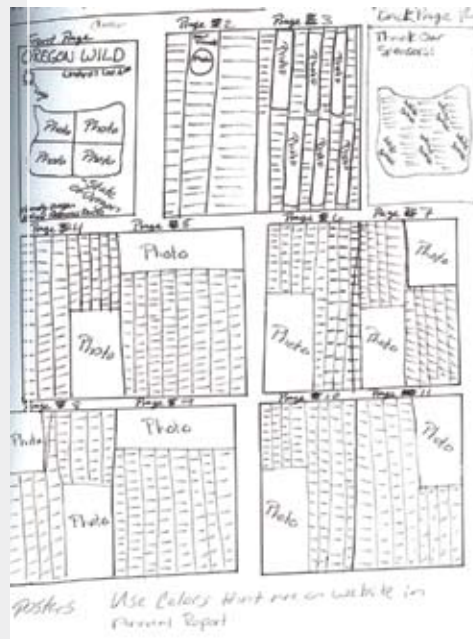
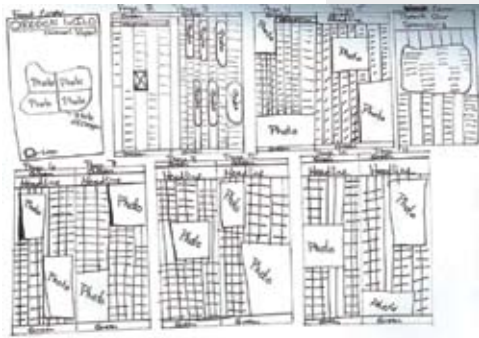
**Wed July 12 Three Lakes Old Growth Trip**  
08:00 AM - 02:00 PM  
Contact Christine 503.253.6141 X 214  
or [info@oregonwild.org](mailto:info@oregonwild.org)

**Wed July 28 Clackamas River Trip**  
08:00 AM - 02:00 PM  
Contact Christine 503.253.6141 X 214  
or [info@oregonwild.org](mailto:info@oregonwild.org)

**Wed August 18 Mount Hood Trip**  
08:00 AM - 02:00 PM  
Contact Christine 503.253.6141 X 214  
or [info@oregonwild.org](mailto:info@oregonwild.org)



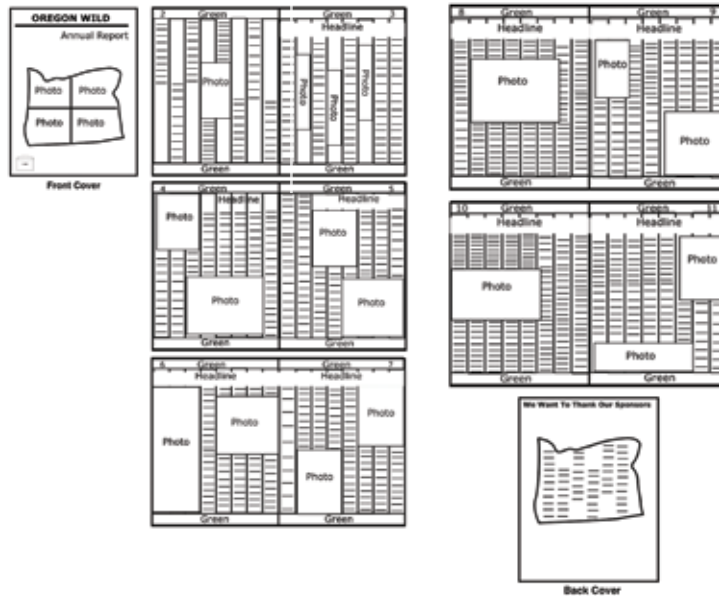
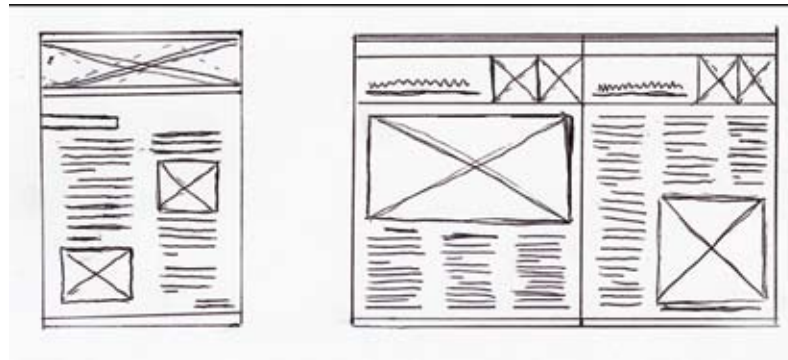
# Annual Report



## Sketches

In reviewing the current materials distributed by Oregon Wild, the team noted that the annual report could only be used as an internal supplement to the newsletter. The team determined that for the client's purposes they would be better served by an annual report that could be separated from the newsletter and had its own established identity.

# Annual Report

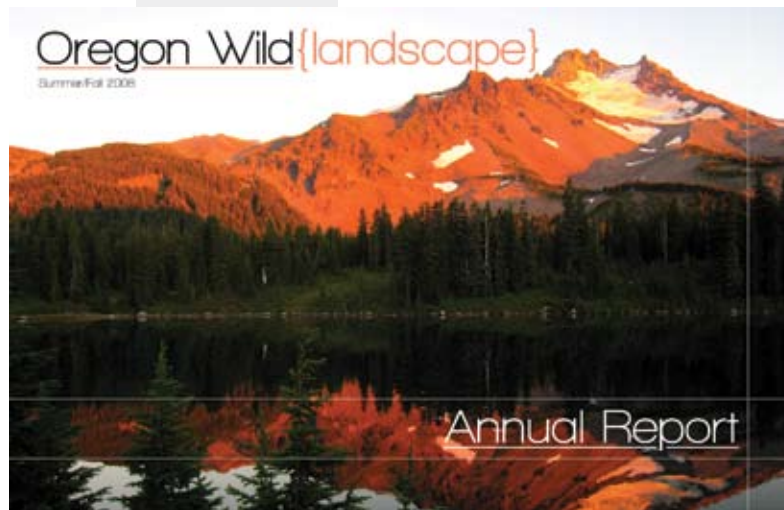


## Black & White Roughs

After sketching the team decided to work off an eight column grid to keep the with the starting forma standards of the newsletter. This kept the two designs similar while also allowing for variation.



# Annual Report



Final Cover & Mission Page

# Annual Report

## Goals {take action}

Oregon Wild depends on Oregonians to help us get our work done! Strong citizen action is the key to many of our victories. You can help us and Oregon's wild areas in lots of ways.

**Join Oregon Wild.**  
As a member, you'll receive our Oregon Wild newsletter three times a year. You'll be alerted about news of upcoming events, workshops and wilderness hikes. Plus you'll be a part of a growing network of citizens dedicated to protecting our Oregon's natural heritage.

**Volunteer.**  
Oregon Wild Action Teams members are a support structure of other like-minded folks to help them find ways to work together and protect Oregon's wild lands. Action Teams do one activity a month and each team has one or two leaders to organize activities.

**Adopt a Wilderness.**  
The Adopt-a-Wilderness program brings Oregonians closer to the land they love, and in so doing, builds consciousness for protection of wilderness. The program also collects data to update roadless maps and build the foundation for a built citizen's wilderness.

## Revenues {review}

Oregon Wild financial yearly review is a collection of data from revenues and expenses for the year 2008. All exact percentage and data is withheld from this report to keep all data honest. The charts below give the visual of how finances are received and used. Oregon Wild would like to again thank all supports, members, foundations and businesses that help us keep going.

**Revenue Breakdown:**

- Grants
- Contributions
- Memberships
- Other

**Expense Breakdown:**

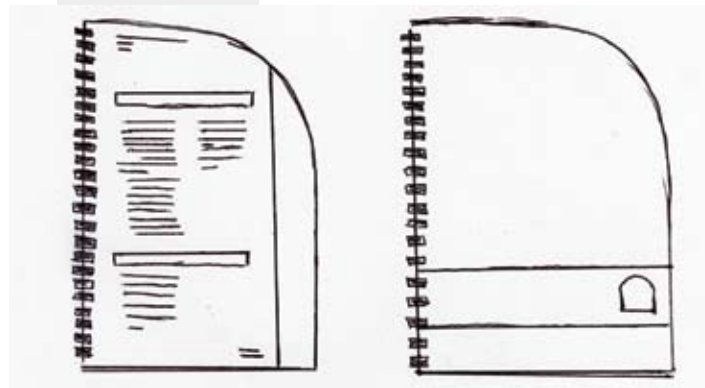
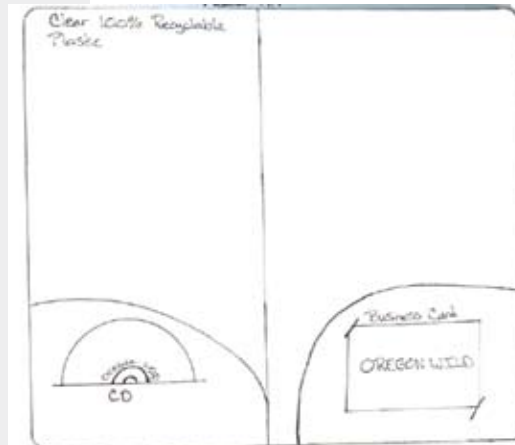
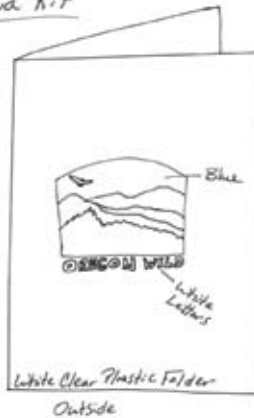
- Wildlife Protection
- Administration
- Classroom Basis
- Fundraising
- Lobbying

Includes membership sales, event income, in-kind gifts and other miscellaneous revenue. For more specific information, please contact Creative Graphics, Director of Finance and Administration, at 503.293.6361 x.210.

} Final Page Variations

# Media Kit

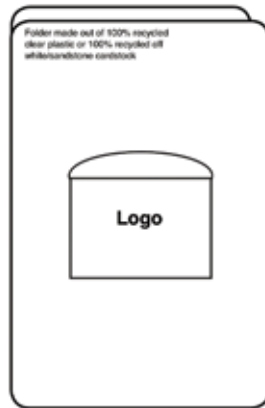
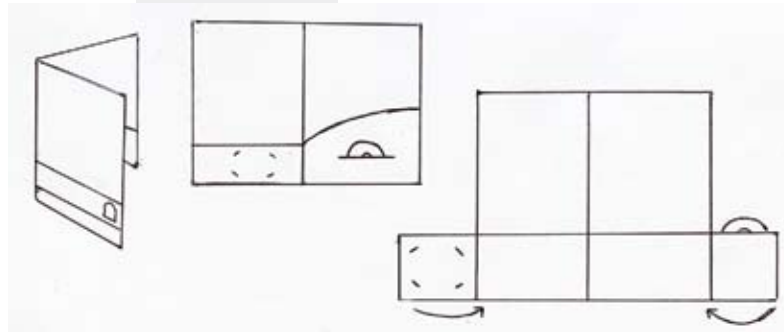
Media Kit



## Sketches

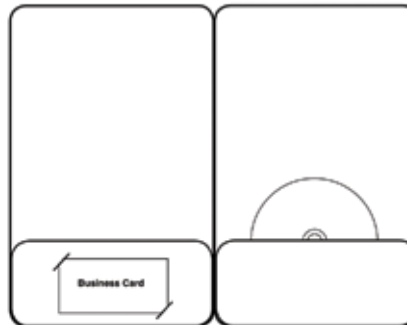
As a vehicle for presenting the new annual report design outside of the newsletter to potential investor and media outlets, the team developed the idea of creating a media kit. This was a resource not currently used by Oregon Wild that we felt would help them promote their cause.

# Media Kit



Front Cover

Media Kit



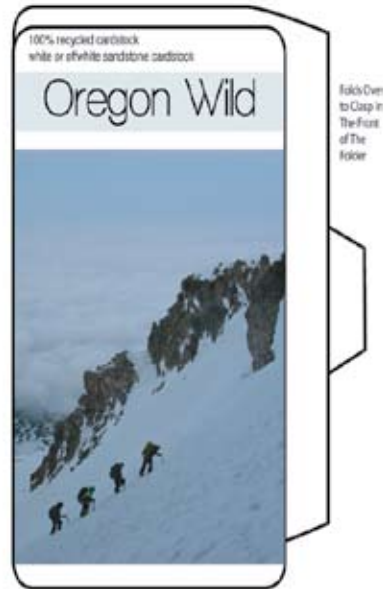
## Black & White Roughs

The client was excited about the idea of creating a media kit and communicated that it was something they had previously discussed internally. The team researched potential printers and distributors for the designs they created.

# Media Kit

## Media Kit Includes:

Business Card  
Letterhead  
Legal Size Business Envelope  
CD with info on Oregon Wild & Photos  
Magnets  
Keychains  
Stickers



Front Cover

## Final Media Kit

After seeing the digital composition Oregon Wild directed the team to focus in on using a single more inspiring image that directly presents the client's brand identity and show their mission.

# Calendar



**June**{weather}

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
01	02	03	04	05	06	07	
08	09	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	None					

Oregon Wild{calendar}  
Featuring Oregon's special ● please to help, with 6 pages



**December**{hills}

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	None		

Oregon Wild{calendar}  
Featuring Oregon's special ● please to help, with 6 pages



**March**{wildlife}

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
						01	
02	03	04	05	06	07	08	
09	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31	None					

Oregon Wild{calendar}  
Featuring Oregon's special ● please to help, with 6 pages



## Final Calendar Pages

The calendar was designed to showcase the work of Oregon Wild's contest winners. It is something that could be used for thanking members and contributors and inserted in the media kit.

# Billboards



## Final Billboard possibilities

As a way to extend the Oregon Wild brand and advertising breadth, the team created a set of billboards with the campaign tagline “What’s in your backyard?”

# Poster



## Poster

While creating and designing the media kit, the team explored different components that could be inserted into it as promotional items. The idea of a poster was one the designs finalized from these brainstorming sessions.

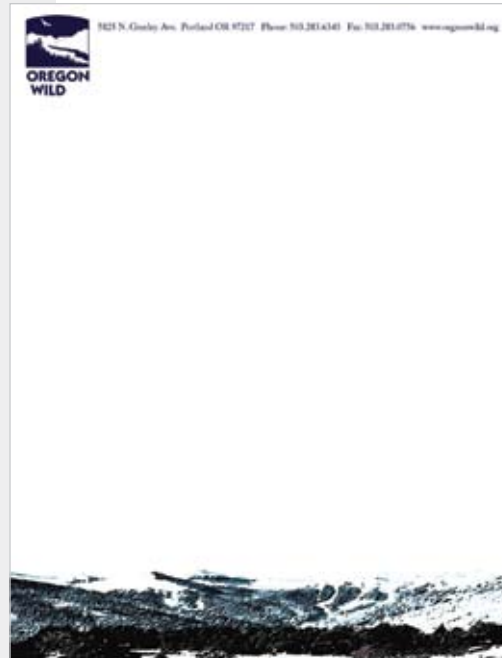
# Collateral



## Business Cabinet (option 1)

The collective collateral pieces are a main element usually inserted into media kits. While developing the media kit design, the team re-evaluated the current business cabinet and experimented with moving it toward the direction of the newsletter and annual report's brand identity.

# Collateral



Business Cabinet (option 2)