

CREDENTIALS /

TOMMY RIDDLE
BRANDING /



CREDENTIALS /

category experience /

Transportation:

Harley-Davidson
Subaru
BMW
Porsche
International Trucks

Footwear:

Nike
New Balance
Timberland
Saucony
K-Swiss
Keds
Rockport
Mion / Keen

Boating / Fishing:

Simms Fishing
Chris-Craft
Orvis
Rapala
L.L. Bean

Tourism:

Telluride
Sugarloaf
Mount Snow
Killington
American Ski Co.
Golden Isles, GA

Beverage:

Sierra Nevada
Bells Brewing
Lucid Brewing

Retail

Nike
Eddie Bauer
Coach
The Gap
Lee Jeans
Target
Wrangler
Nordstrom
Timberland
Keds
CB2
Orvis
L.L. Bean
Lands' End
Vermont
Country Store

Retail Sport

Nike
Nike Baseball
Nike Basketball
Nike Football
Bauer Hockey
New Balance
Saucony
Eastern Mtn. Sports
Sergio Tacchini

Entertainment:

MTV
MTV2
UFC
Versus

Products

Target
Michael Graves
Livestrong
Eddie Bauer
Simms Fishing
Mion / Keen
Zodiac Watches
CB2
Timex
Leedom Helmets
Harley-Davidson
Hotfingers Gloves
Gibson Guitar
Schwinn
First Ascent
Bauer Hockey
Vermont
Country Store

TOMMY RIDDLE
BRANDING /

CREDENTIALS /

TOMMY RIDDLE
BRANDING /

recognition /

One Show (*best of show*)

One Show (*interactive gold*)

One Show (*innovative media gold*)

One Show (*digital campaign of decade*)

One Show (*print gold, silver, bronze*)

One Show design

Cannes (*grand prix*)

Cannes (*media gold*)

Cannes (*film gold*)

Cannes (*integrated gold*)

Clio (*grand clio*)

Clio (*interactive grand clio*)

Clio (*hall of fame campaign*)

Effie Awards (7 Effies)

D&AD (*silver integrated*)

AICP (*campaign of the year*)

Kelly Awards (*back to back campaigns of the year*)

Communication Arts (*11 annuals*)

(*advertising, design and interactive annuals*)

Art Directors Club (*silver integrated*)

Archive magazine (*15 projects published*)

Adweek (*best spots*)

AIGA 365 annuals

AIGA Minnesota (*gold*)

Type Directors Club

Fast Company (*fast 50*)

I.D. design annuals

Minnesota adfed (75 gold, silver, bronze)

CREDENTIALS /

TOMMY RIDDLE
BRANDING /

capabilities /

Idea Generation

Brand Architecture

Integrated Campaigns

Television, Print, Radio, Outdoor

Films and Videos

Digital Content and Production

Social Content and Production

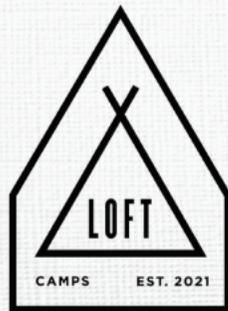
Identity, Logos, Iconography

Product Development

Retail Environments and Displays

Packaging

CREDENTIALS /



LUXE LOFT & TENT CAMPS

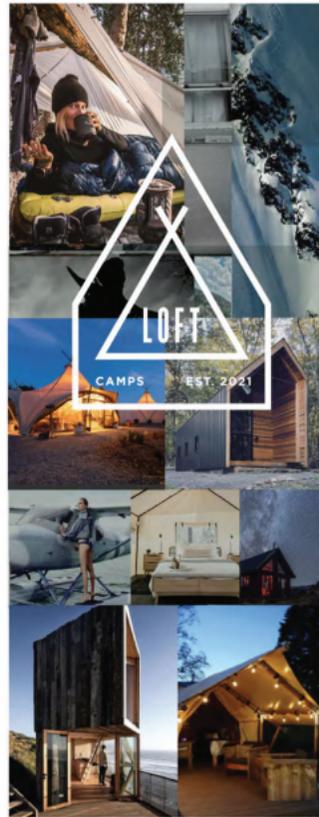


CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /



CREDENTIALS /

CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /

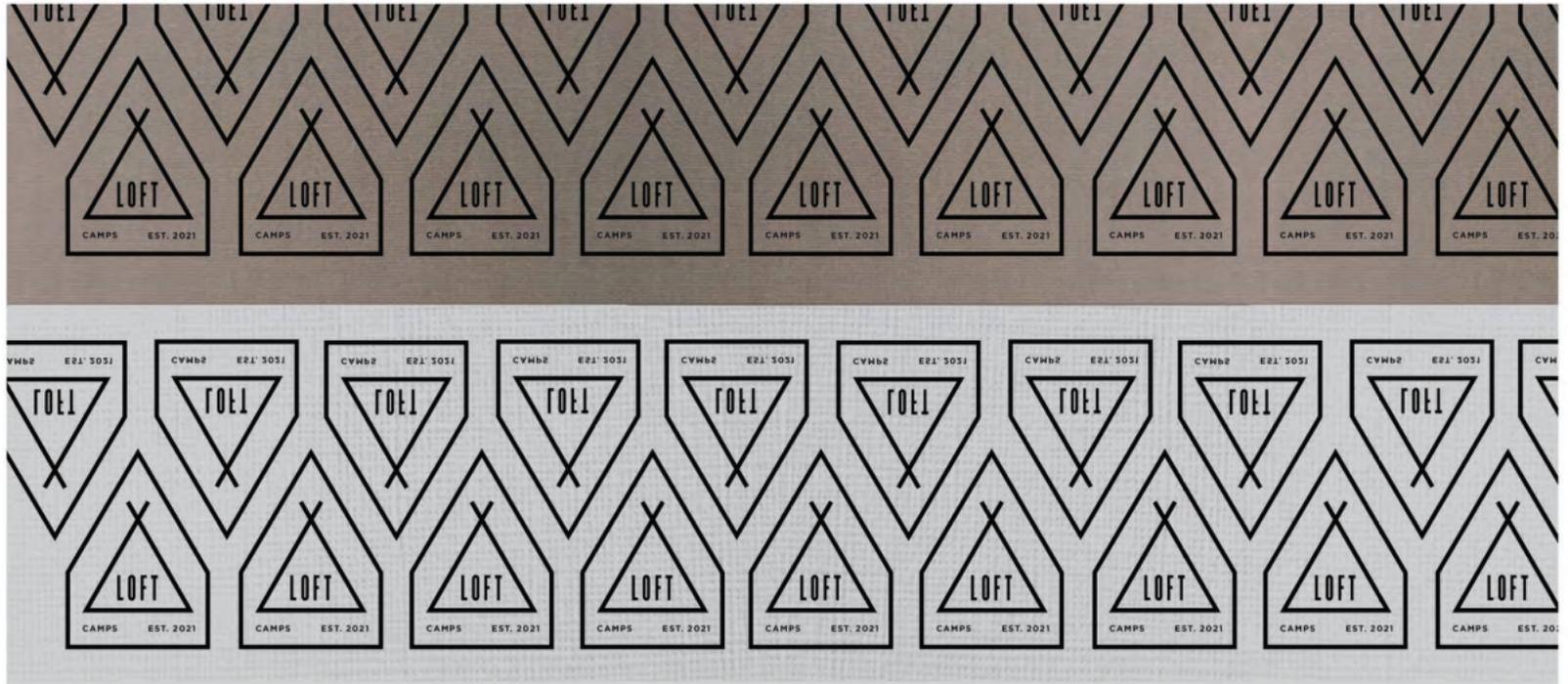


CREDENTIALS /

CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /



CREDENTIALS /



CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /

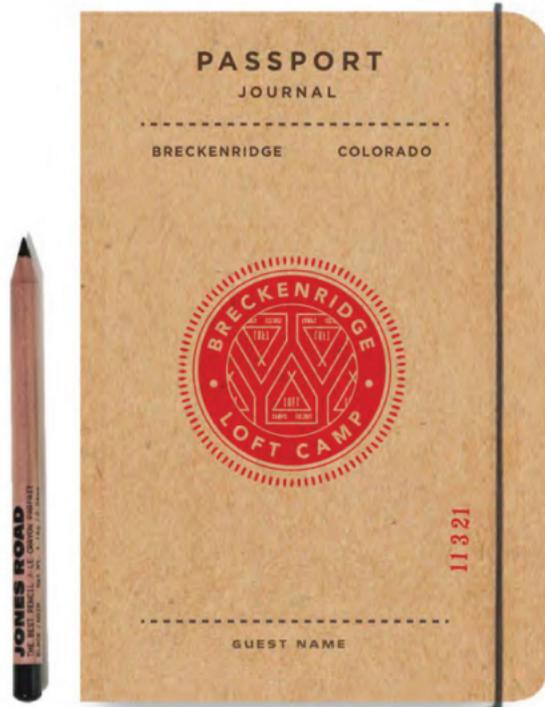
CREDENTIALS /

CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /



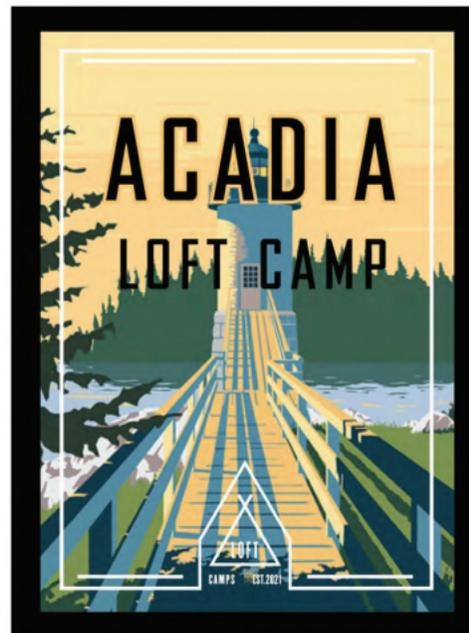
CREDENTIALS /

CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /



CREDENTIALS /

CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /



CREDENTIALS /

HIGH SPEED DISPLAY BOLD /

A B C D E F G H I J
K L M N O **REEBOK**
0 1 2 3 4 5 6 7 8

WORDMARK

NHL WORDMARK



NHL

REVERSE LOGOS



CLIENT: REEBOK
PROJECT /
REEBOK HOCKEY RETAIL /

ALPHA HEADLINE REGULAR /

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
REEBOK TENNIS :: REEBOK BASKETBALL ::

RBK WORDMARK

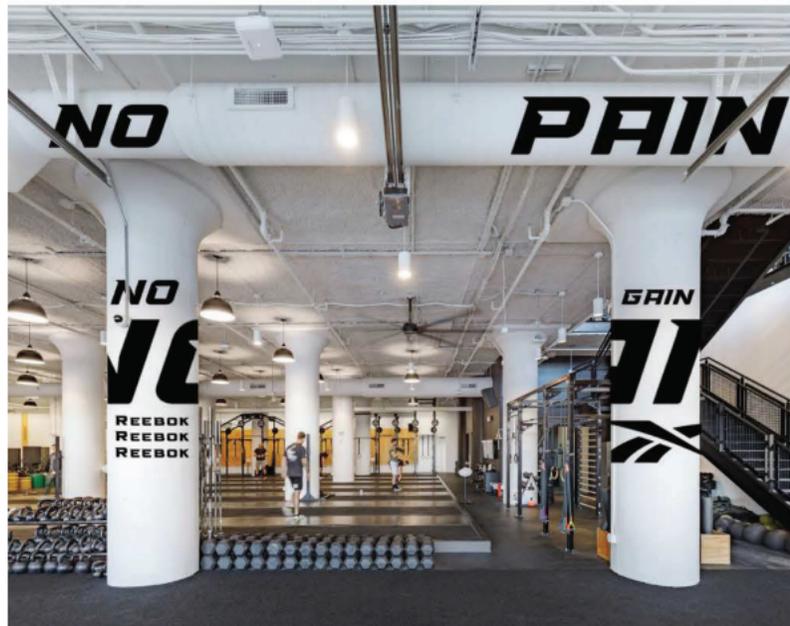


LOGO MARK



CREDENTIALS /

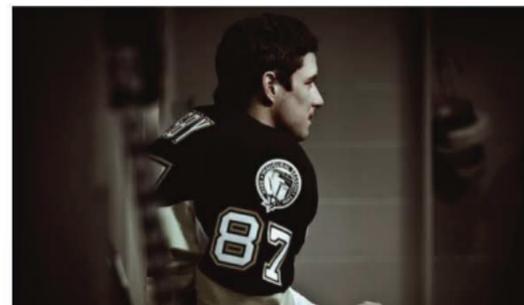
CLIENT: REEBOK
PROJECT /
REEBOK HOCKEY RETAIL /



CREDENTIALS /



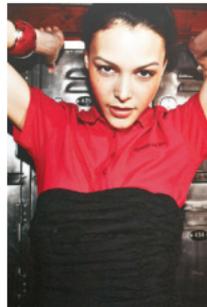
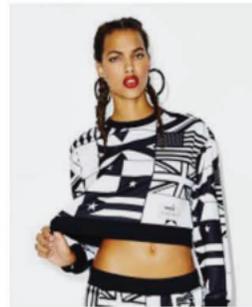
CLIENT: REEBOK
PROJECT /
REEBOK HOCKEY RETAIL /



CREDENTIALS /



CLIENT: REEBOK
PROJECT /
REEBOK HOCKEY RETAIL /



CREDENTIALS /

CLIENT: SPANISH PEAKS
RESORT MONTANA
PROJECT /
BRAND PRINT CAMPAIGN /

SPANISH PEAKS
MOUNTAIN CLUB

5,850' max

SEASON: WINTER X
SUMMER X
SPANISHPEAKS.COM

WHERE EVERY DAY IS ANYTHING BUT EVERYDAY.

ISINPDS I

SP

A print advertisement for Spanish Peaks Mountain Club. The main image shows a person standing on a rock in a river, with a forested mountain in the background. A smaller inset image shows a person on a bicycle. The text 'SPANISH PEAKS MOUNTAIN CLUB' is at the top, and 'WHERE EVERY DAY IS ANYTHING BUT EVERYDAY.' is at the bottom. The vertical text 'ISINPDS I' is on the left. The logo 'SP' is in a black box on the right. The elevation '5,850' max' is written vertically in red. The season 'SEASON: WINTER X SUMMER X' and website 'SPANISHPEAKS.COM' are at the top right.

5,850' max

WHERE EVERY DAY IS ANYTHING BUT EVERYDAY.

A print advertisement for Spanish Peaks Mountain Club. The main image shows a snowboarder jumping in the air, with snow-covered evergreen trees in the background. The text 'WHERE EVERY DAY IS ANYTHING BUT EVERYDAY.' is at the bottom. The elevation '5,850' max' is written vertically in red on the left.

SPANISH PEAKS
MOUNTAIN CLUB

5,850' max

SEASON: WINTER X
SUMMER X
SPANISHPEAKS.COM

WHERE EVERY DAY IS ANYTHING BUT EVERYDAY.

ISINPDS I

SP

A print advertisement for Spanish Peaks Mountain Club. The main image shows a skier on a snowy slope, with snow-covered evergreen trees in the background. A smaller inset image shows a person in a red jacket. The text 'SPANISH PEAKS MOUNTAIN CLUB' is at the top, and 'WHERE EVERY DAY IS ANYTHING BUT EVERYDAY.' is at the bottom. The vertical text 'ISINPDS I' is on the left. The logo 'SP' is in a black box on the right. The elevation '5,850' max' is written vertically in red. The season 'SEASON: WINTER X SUMMER X' and website 'SPANISHPEAKS.COM' are at the top right.

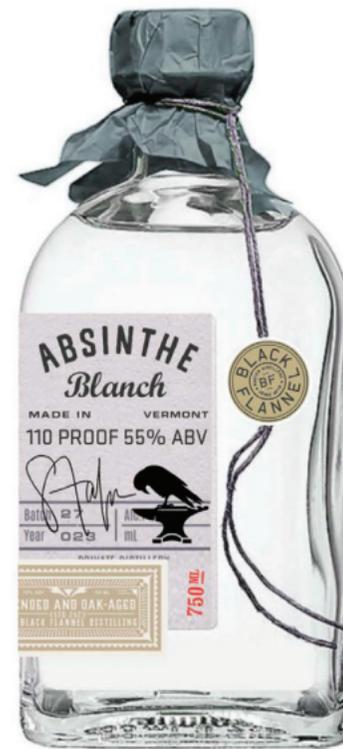
CREDENTIALS /

CLIENT: SPANISH PEAKS
RESORT MONTANA
PROJECT /
BRAND PRINT CAMPAIGN /



CREDENTIALS /

CLIENT: BLACK
FLANNEL DISTILLING
PROJECT /
ABSINTHE PACKAGING /



CREDENTIALS /

CLIENT: BLACK
FLANNEL DISTILLING
PROJECT /
ABSINTHE PACKAGING /



CREDENTIALS /



THE

CLIENT: BASS SHOES
PROJECT /
BRAND BOOK /



CREDENTIALS /

CLIENT: BASS SHOES
PROJECT /
BRAND BOOK /

G.H. BASS & CO.



WALK THE WALK. WILTON, MAINE. G.H. BASS SHOES WERE BORN OUT OF NECESSITY. TRUE AMERICAN CAN-DO SPIRIT CRAFTED TO BE THE BEST POSSIBLE PRODUCT FOR THE PURPOSE FOR WHICH IT IS TO BE USED. IN EVERY CHAPTER OF OUR HISTORY, YOU'LL SEE BASS PRODUCTS WORN BY THOSE WHO HAVE BUILT THE CULTURE OF AMERICA. FROM THE FIRST FARMERS IN THE FIELDS OF MAINE TO THE SOLDIERS IN THE TRENCHES OF TWO WORLD WARS TO THE HUNTERS, GOLFERS AND HIKERS TO THE WRITERS, POETS AND PERFORMERS TO THE WILD, YOUNG BOHEMIANS TO THE IVY LEAGUE STUDENTS TO THE WALL STREET PLAYERS TO THE FACTORY FLOOR WORKERS TO MEN WHO HAVE TAKEN THE OVAL OFFICE. IT'S A STORY BUILT ON A SIMPLE COMMITMENT TO GENUINE CRAFTSMANSHIP, QUALITY MATERIALS, TIMELESS STYLE AND PRODUCTS THAT SATISFY THE NEEDS OF OUR CUSTOMERS. CHOSEN FOR GENERATIONS BY THOSE WHO TAKE THE AUTHENTIC PATH THROUGH LIFE.

GENUINE SINCE 1876

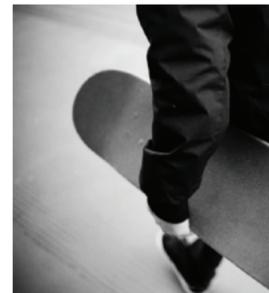
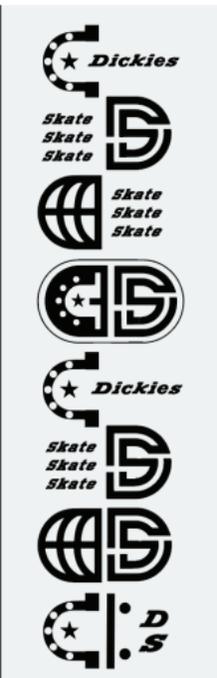
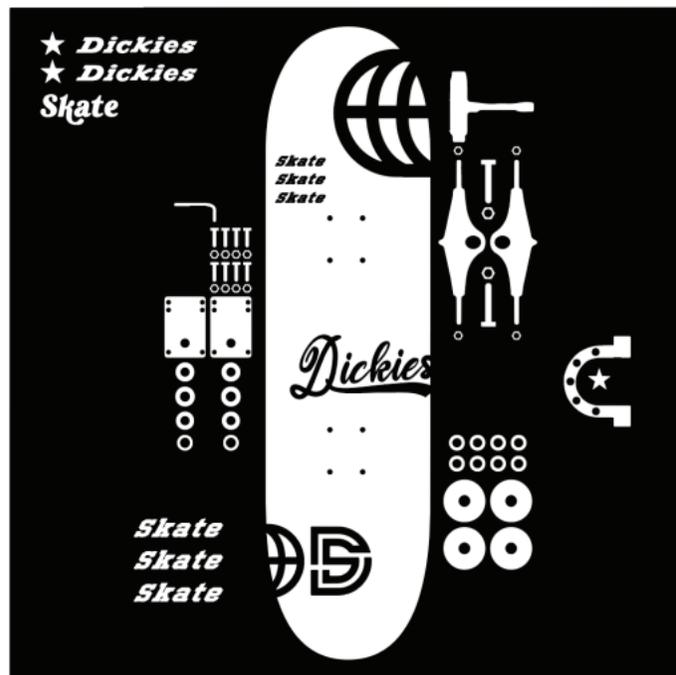
CREDENTIALS /

CLIENT: BASS SHOES
PROJECT /
BRAND BOOK /



CREDENTIALS /

CLIENT: DICKIES
PROJECT /
SKATEBOARD
RETAIL BRANDING /



CREDENTIALS /

CLIENT: DICKIES
PROJECT /
SKATEBOARD
RETAIL BRANDING /



CREDENTIALS /

CLIENT: RIVER ROAD
ENTERTAINMENT
PROJECT /
20 YEAR ANNIVERSARY
POSTERS /

THE TREE OF LIFE ***** "A MASTERPIECE"
DIRECTED AND WRITTEN BY TERENCE MALICK
BRAD PITT JESSICA CHASTAIN SEAN PENN

INTO THE WILD *****
DIRECTED AND WRITTEN BY SEAN PENN
EMILE HIRSCH MARION COTY HARDEN WILLIAM HURT

I'M GOING TO TELL YOU A SECRET
DIRECTED BY JONAS AKERLUND / MADONNA

A MONSTER CALLS
DIRECTED BY J.A. BAYONA
LOAN HEESON FELICITY JONES SIBONEY WEAVER

THE LAST FACE
DIRECTED BY SEAN PENN / JAMES BARDEN CHARLIZE THERON

12 YEARS A SLAVE
DIRECTED BY STEVE MCQUEEN
CHINELU E. JOYFOR LUPITA NYONG'O MIKHAEL FASSBENDER

LUST CAUTION
DIRECTED BY ANG LEE / TONY CHIU-HAI LEUNG WEE TANG

BROKEBACK MOUNTAIN
DIRECTED BY ANG LEE
HEATH LEDGER JAKE GYLLENHAAL
MICHELLE WILLIAMS ANNE HATHAWAY

WILD *****
DIRECTED BY JIM HANIC WALLE
HELGE WELLESPOHN
LARISSA LUDJEN

FAIR GAME
DIRECTED BY ROBERT ALTMAN
MATT COOPERIAN KELLER
WENDY HARRISON
VIRGINIA MADSEN
KEVIN SPACEY
JONAS BLOTT

CHICAGO 10
DIRECTED AND WRITTEN BY BRITT MORGAN
BANK AZARA NICK NOBLE LEY SCHREIBER
MARK RUFFALO

FUR
DIRECTED BY NICOLE KIDMAN
ROBERT DOWNEY, JR. TY BURRILL

THE RUNAWAYS
DIRECTED BY FLORIA SIGESMOND
KRISTEN STEWART DANIELA FINKLING MICHAEL SHANNON

LOVE & MERCY
DIRECTED BY BILL POHLAD / PAUL DANO JOHN CUSACK ELEANOR BARKS

FOOD INC.
DIRECTED AND WRITTEN BY ROBERT KENNER / ERIC SCHLOSSER

CELEBRATING  TWENTY YEARS

6 10 23 RIVER ROAD ENTERTAINMENT



20 YRS. CONGRATS

Steve
BILL POHLAD
RIVER ROAD ENTERTAINMENT

CELEBRATING 20 YEARS JUNE 10

RIVER ROAD ENTERTAINMENT

MEET BILL POHLAD / PARKWAY THEATER
ACADEMY AWARD WINNING FILMS

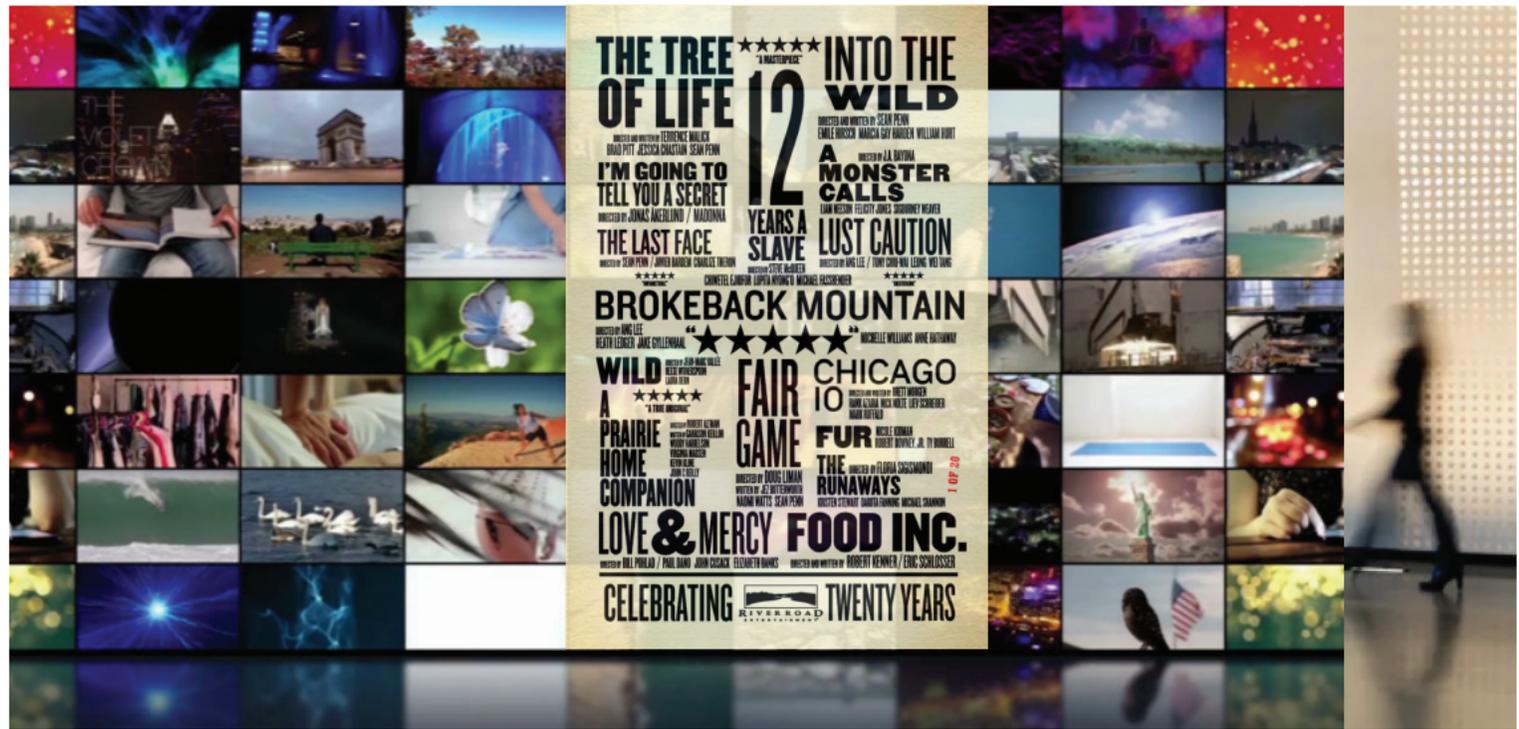
7 PM COCKTAILS AND HORS D'OEUVRES BEGIN AT 8 PM. YOU ARE INVITED. 8 PM

SHOWING ALL 16 FILM TRAILERS

No 212434567

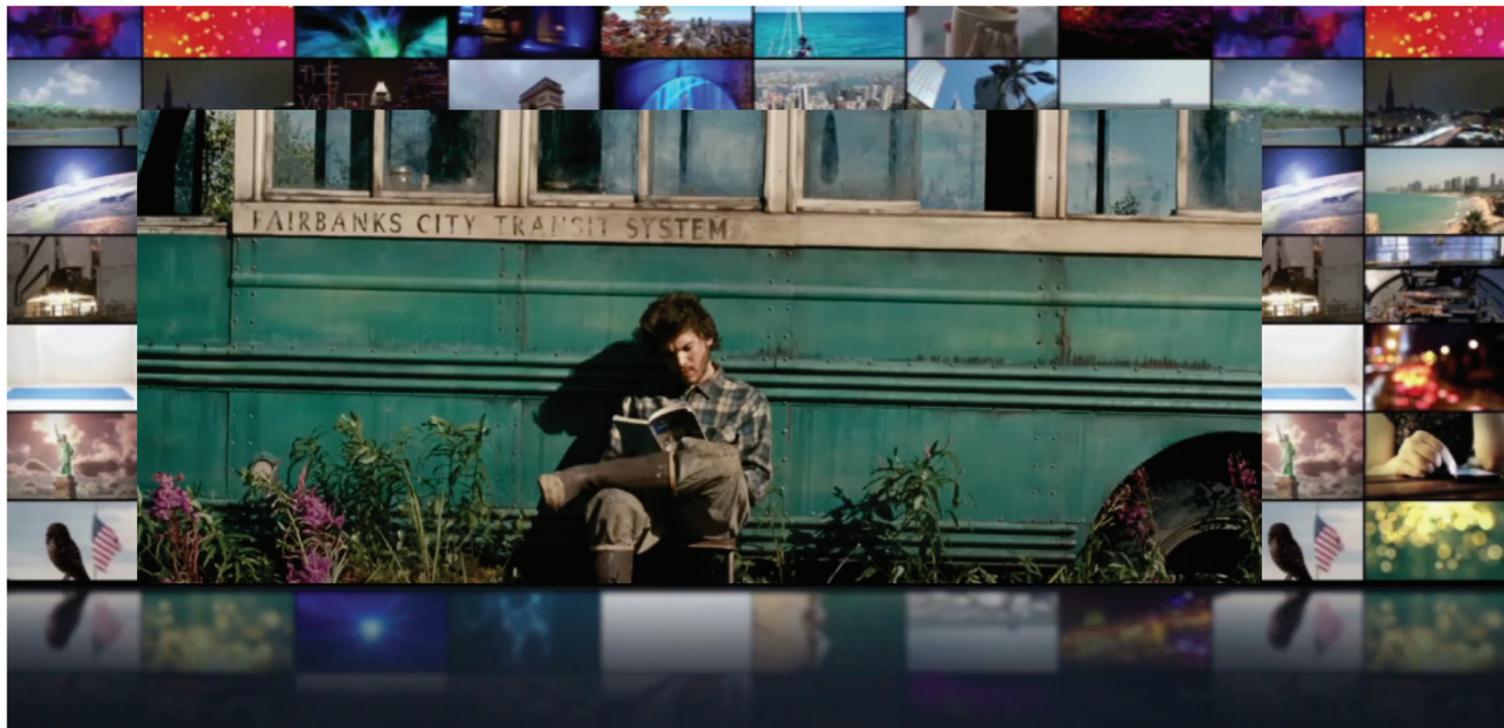
CREDENTIALS /

CLIENT: RIVER ROAD
ENTERTAINMENT
PROJECT /
20 YEAR ANNIVERSARY
LIVING DIGITAL WALL /



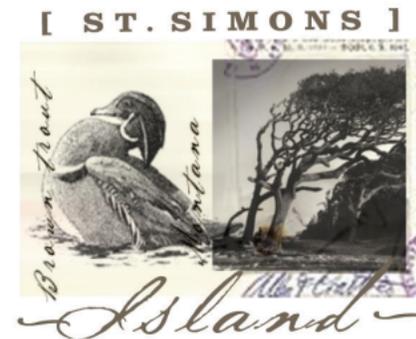
CREDENTIALS /

CLIENT: RIVER ROAD
ENTERTAINMENT
PROJECT /
20 YEAR ANNIVERSARY
LIVING DIGITAL WALL /



CREDENTIALS /

CLIENT: GOLDEN ISLES
GEORGIA
PROJECT /
BRAND CAMPAIGN /



CREDENTIALS /

CLIENT: MOONLIGHT
BASIN RESORT
PROJECT /
BADGE LOGO
IDENTITY /



CREDENTIALS /

CLIENT: MOONLIGHT
BASIN RESORT
PROJECT /
BADGE LOGO
IDENTITY /



CREDENTIALS /

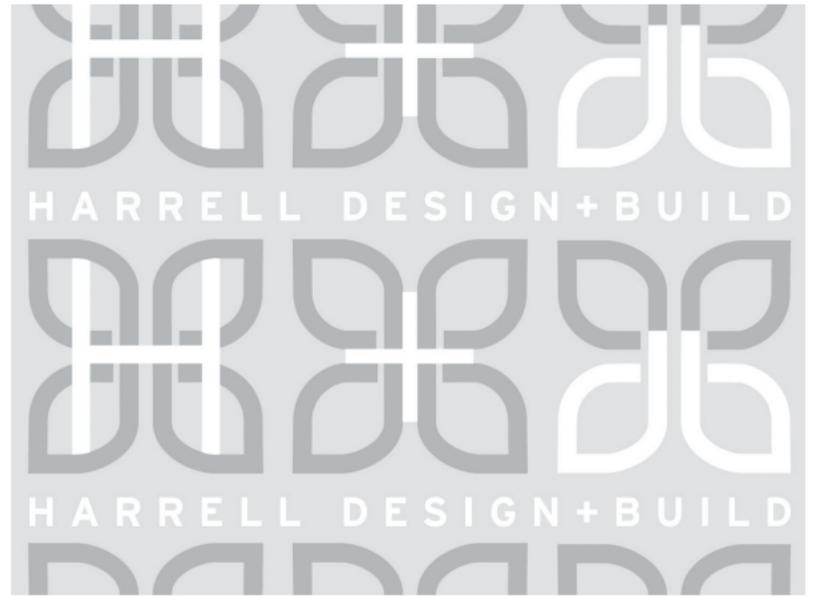
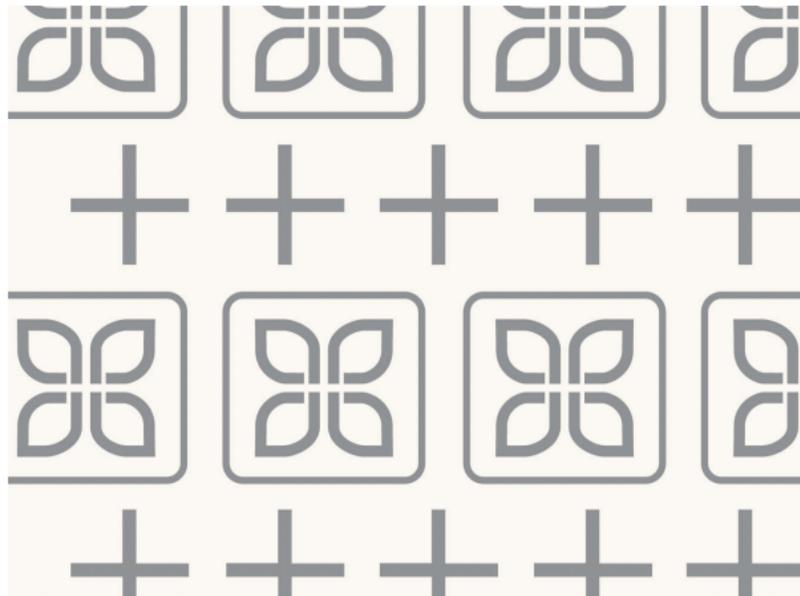
CLIENT: BAUER HOCKEY
PROJECT /
NHL STORE MURALS /



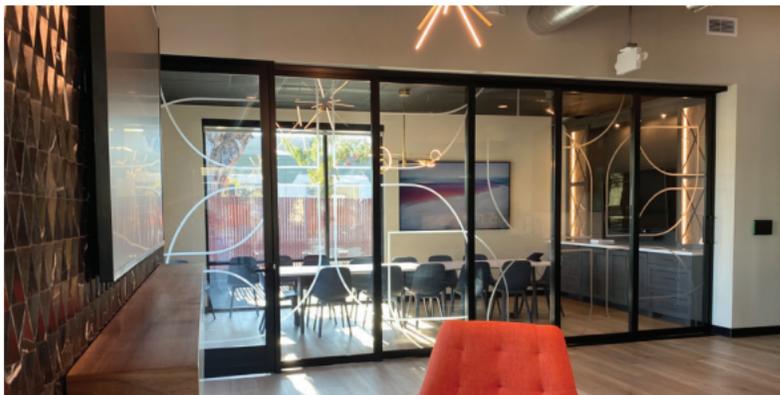
JACK HUGHES
NEW JERSEY
DEVILS
86

CREDENTIALS /

CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
BRAND IDENTITY /



CREDENTIALS /

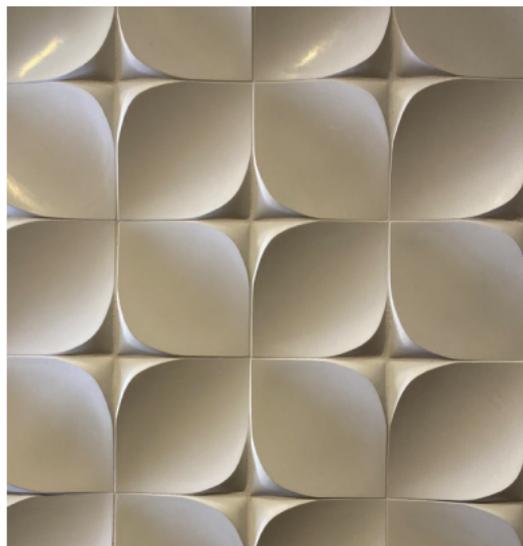


CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
BRAND IDENTITY
AND OFFICE DESIGN /



CREDENTIALS /

CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
BRAND IDENTITY
AND OFFICE DESIGN /



CREDENTIALS /

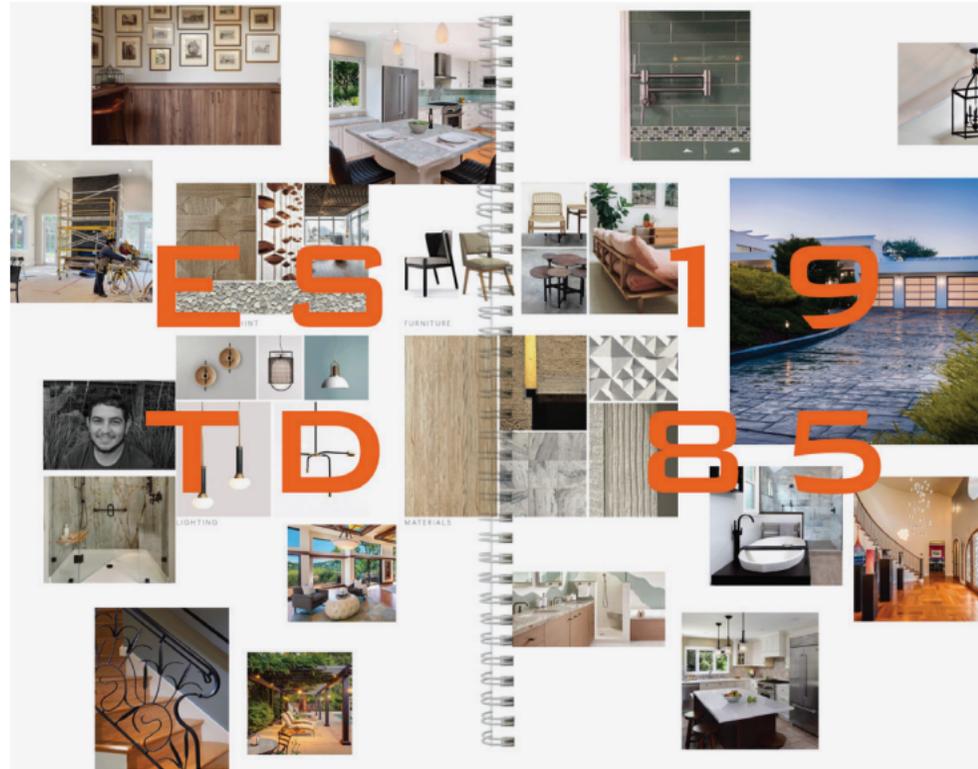
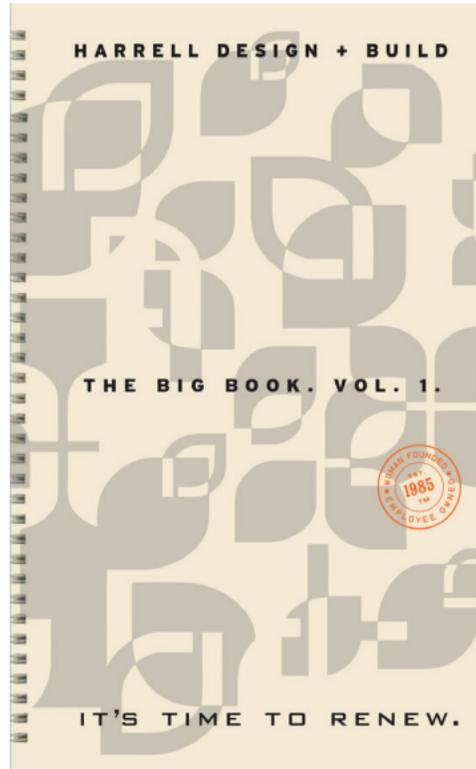


CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
CUSTOM CONFERENCE
TABLE TOPS /



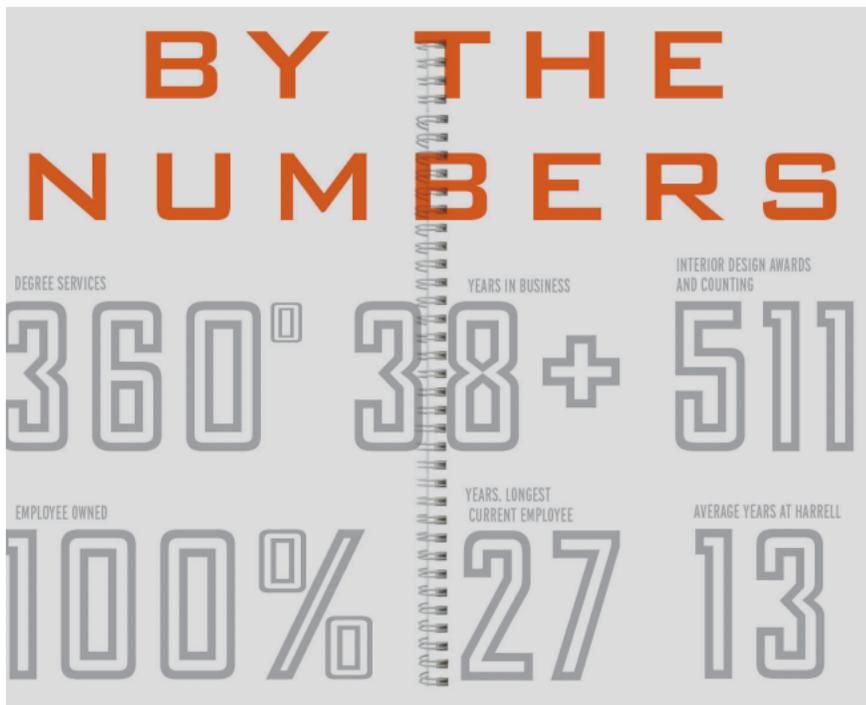
CREDENTIALS /

CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
BIG BOOK
WORK BOOK /



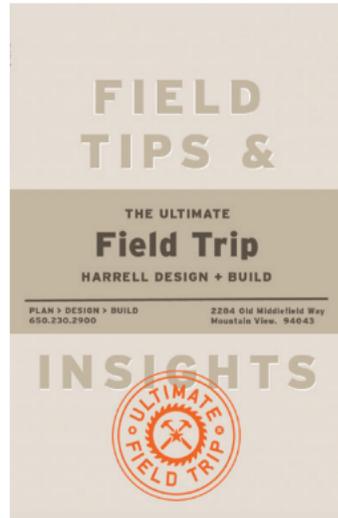
CREDENTIALS /

CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
BIG BOOK
WORK BOOK /



CREDENTIALS /

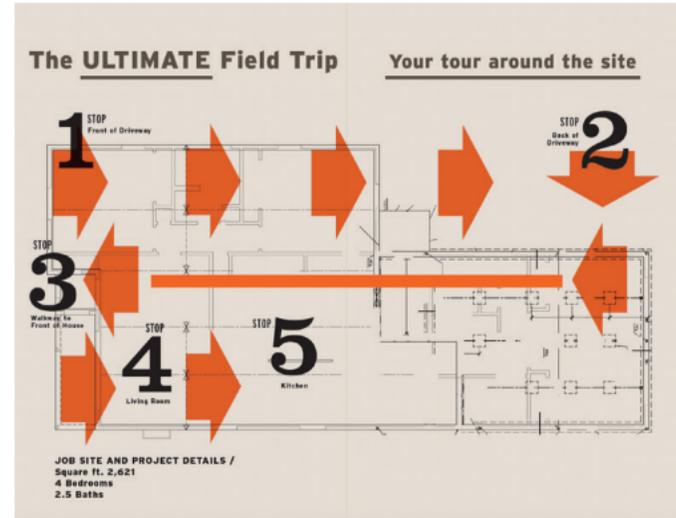
CLIENT: HARRELL
DESIGN + BUILD
PROJECT /
FIELD TRIP EVENT
BOOKLET /



Field TRIPS HAVE ALWAYS BEEN ABOUT Learning

AT HARRELL,
All of our Immersive events
start with **LEARNING**.
There is no greater place
to learn than on a actual
job site. This is the phase
that can be the most
daunting. The build phase.
BUT FEAR NOT.
You are surrounded by
experts at every turn.
Masters of our respective
CRAFTS. Let this booklet
serve as a field map,
with expert tips to
guide you through our
build process. Let's take
this journey together.
It's time to Renew >>>

- Lisa Sten, CEO



CREDENTIALS /

CLIENT: HARRELL
DESIGN + BUILD
PROJECT /
MAKER MONDAYS
SOCIAL MEDIA /



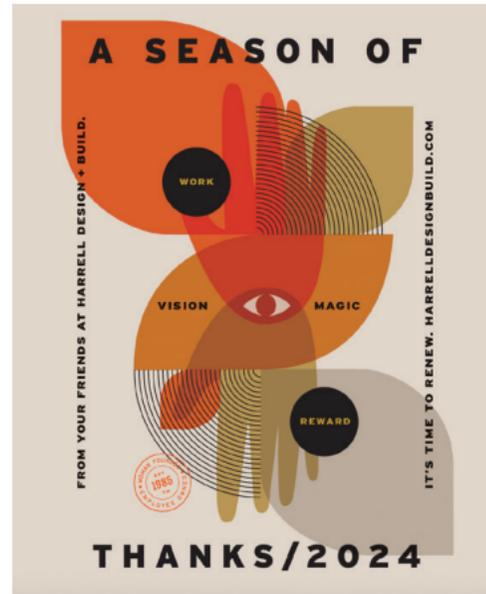
CREDENTIALS /

CLIENT: HARRELL
DESIGN + BUILD
PROJECT /
LOBBY POSTERS /



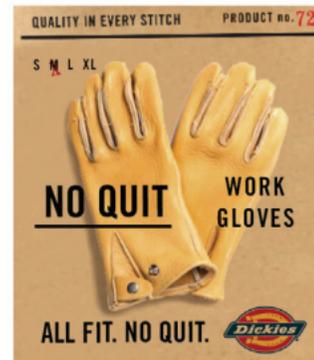
CREDENTIALS /

CLIENT: HARRELL
DESIGN + BUILD
PROJECT /
LOBBY POSTERS /



CREDENTIALS /

CLIENT: DICKIES
PROJECT /
BRAND
CAMPAIGN /



CREDENTIALS /

CLIENT: PORSCHE
PROJECT /
EVENT WORK /



3
WEEKS OF THRILL Porsche Minneapolis
SPORTS CAR WEEK JUNE 12-17
LE MANS RACE
TEST DRIVES



PORSCHE

A poster with a yellow background. At the top, a large black number '3' is positioned above a horizontal stripe of red, white, and grey. Below this, the text 'WEEKS OF THRILL' is in bold black, followed by 'Porsche Minneapolis' in a smaller font. A diagonal stripe of red, white, and grey runs from the top right to the bottom left. The text 'SPORTS CAR WEEK' is in large bold black letters, with 'JUNE 12-17' to its right. Below that, 'LE MANS RACE' and 'TEST DRIVES' are stacked in bold black. In the center is a front view of a white and red Porsche racing car with the number '1' on the nose. At the bottom, the word 'PORSCHE' is written in a large, bold, black, sans-serif font.



3
WEEKS OF THRILL Porsche Minneapolis
SPORTS CAR WEEK JUNE 12-17
LE MANS RACE
TEST DRIVES



PORSCHE

A poster with a blue background. At the top, a large black number '3' is positioned above a horizontal stripe of red, white, and grey. Below this, the text 'WEEKS OF THRILL' is in bold black, followed by 'Porsche Minneapolis' in a smaller font. A diagonal stripe of red, white, and grey runs from the top right to the bottom left. The text 'SPORTS CAR WEEK' is in large bold black letters, with 'JUNE 12-17' to its right. Below that, 'LE MANS RACE' and 'TEST DRIVES' are stacked in bold black. In the center is a front view of a white and red Porsche racing car with the number '1' on the nose. At the bottom, the word 'PORSCHE' is written in a large, bold, black, sans-serif font.



3
WEEKS OF THRILL Porsche Minneapolis
SPORTS CAR WEEK JUNE 12-17
LE MANS RACE
TEST DRIVES



PORSCHE

A poster with a red background. At the top, a large black number '3' is positioned above a horizontal stripe of red, white, and grey. Below this, the text 'WEEKS OF THRILL' is in bold black, followed by 'Porsche Minneapolis' in a smaller font. A diagonal stripe of red, white, and grey runs from the top right to the bottom left. The text 'SPORTS CAR WEEK' is in large bold black letters, with 'JUNE 12-17' to its right. Below that, 'LE MANS RACE' and 'TEST DRIVES' are stacked in bold black. In the center is a front view of a white and red Porsche racing car with the number '1' on the nose. At the bottom, the word 'PORSCHE' is written in a large, bold, black, sans-serif font.

CREDENTIALS /

LEMMANS

3 WEEKS OF THRILL  PORSCHE MINNEAPOLIS

CLIENT: PORSCHE
PROJECT /
EVENT WORK /

LEMMANS

3 WEEKS OF THRILL  PORSCHE MINNEAPOLIS

CREDENTIALS /

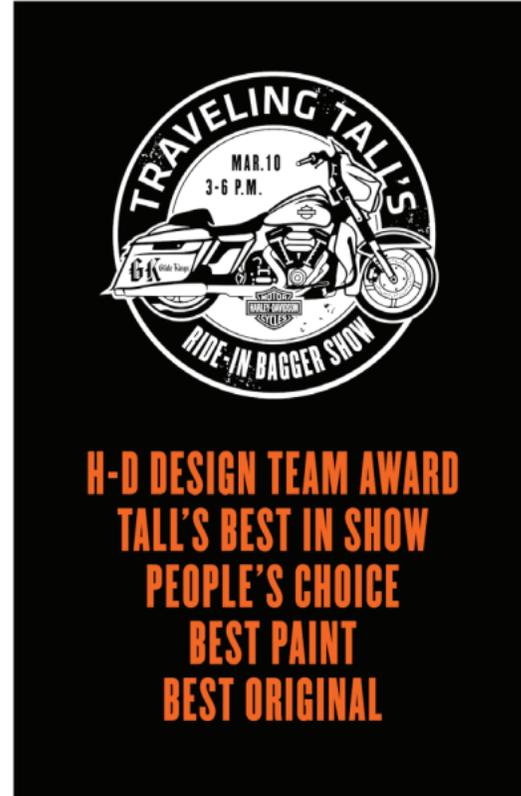
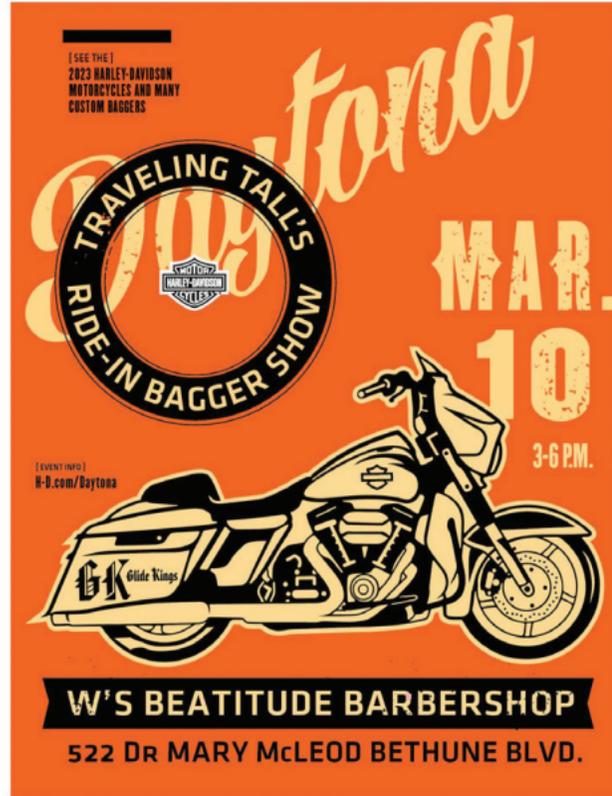


CLIENT: PORSCHE
PROJECT /
EVENT WORK /



CREDENTIALS /

CLIENT: HARLEY-DAVIDSON
PROJECT /
DAYTONA EVENT
LOGO AND
EVENT POSTERS /



CREDENTIALS /

CLIENT: HARLEY-DAVIDSON
PROJECT /
HERITAGE RACING APPAREL /



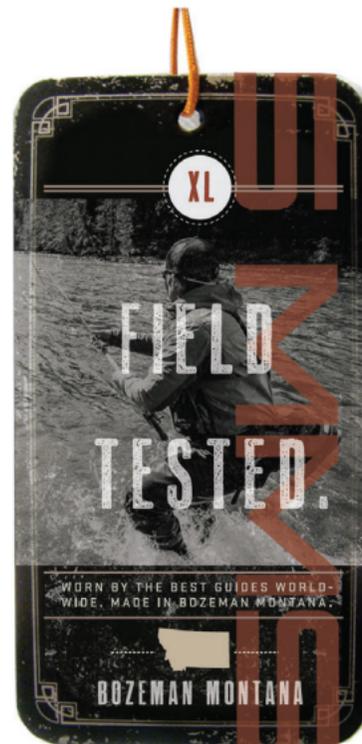
CREDENTIALS /

CLIENT: SIMMS FISHING
PROJECT /
G4 PRODUCT
LAUNCH BRANDING /

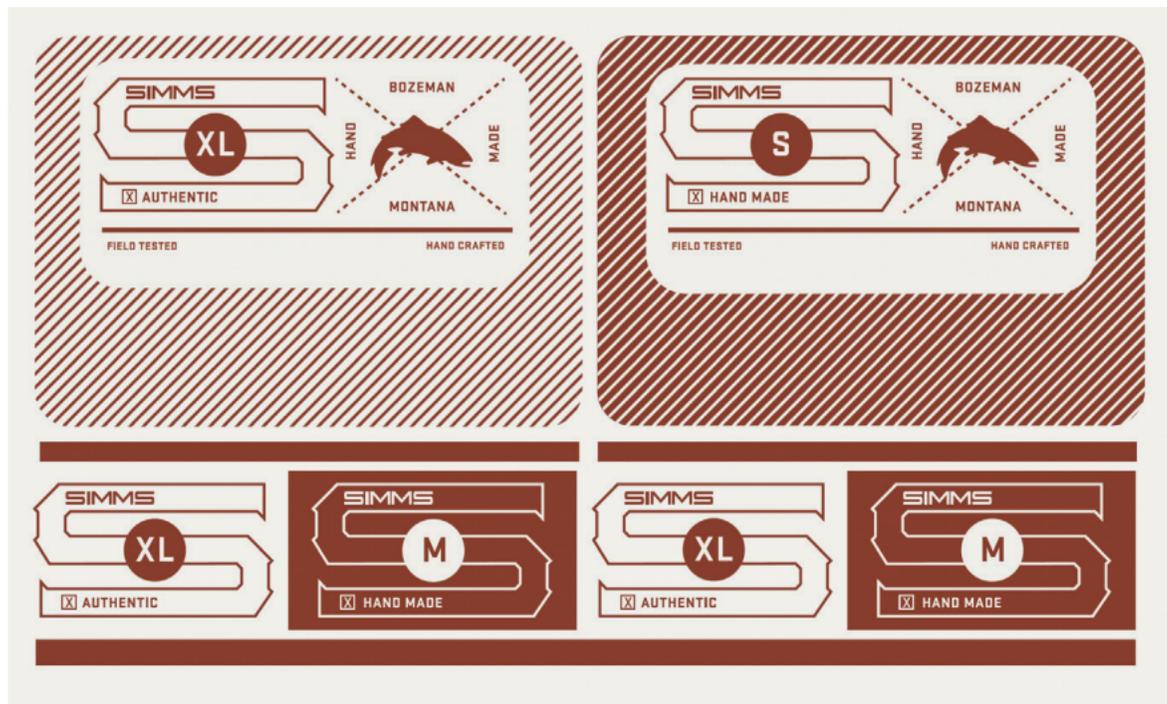


CREDENTIALS /

CLIENT: SIMMS FISHING
PROJECT /
G4 PRODUCT
LAUNCH BRANDING /



CREDENTIALS /



CLIENT: SIMMS FISHING
PROJECT /
G4 PRODUCT
LAUNCH BRANDING /



CREDENTIALS /

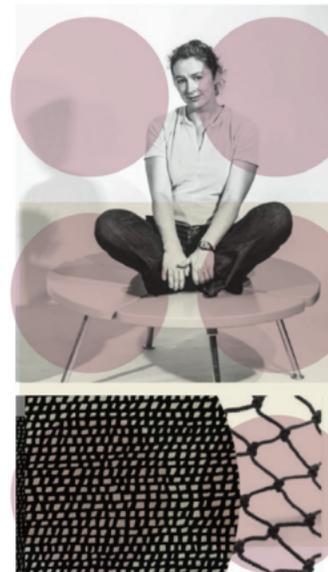
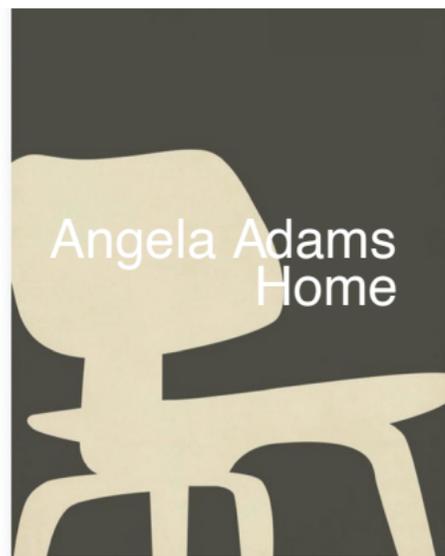


CLIENT: SIMMS FISHING
PROJECT /
G4 PRODUCT
LAUNCH BRANDING /



CREDENTIALS /

CLIENT: ANGELA ADAMS
PROJECT /
BRAND LOOK BOOK /



CREDENTIALS /

CLIENT: ANGELA ADAMS
PROJECT /
BRAND LOOK BOOK /



CREDENTIALS /

CLIENT: ANGELA ADAMS
PROJECT /
BRAND LOOK BOOK /

BEHOLD THE STUDIO.
WHERE ARTISTS LIVE. AND
LOVE THEIR CRAFT. WHERE
A BLANK SLATE ENTERS THE
START OF EACH DAY. THE
STUDIO IS THE LAST HOME
OF FREE THINKERS. FREE
INDIVIDUALS. FREE DREAMERS.
THE STUDIO IS THE SACRED
PLACE WHERE MAKERS GO
TO MAKE. WELCOME TO THE
ANGELA ADAMS STUDIO SERIES.



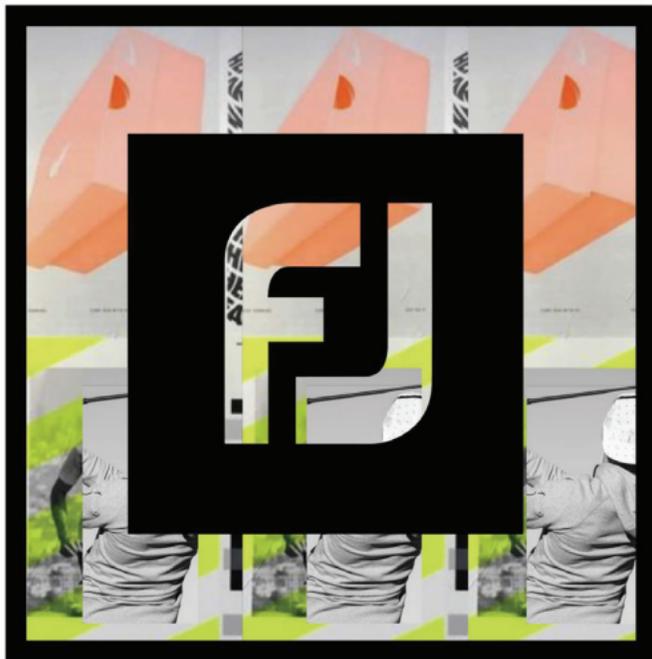
CREDENTIALS /

CLIENT: ANGELA ADAMS
PROJECT /
BRAND LOOK BOOK /



CREDENTIALS /

CLIENT: FOOTJOY GOLF
PROJECT /
McILROY
RETAIL BRANDING /



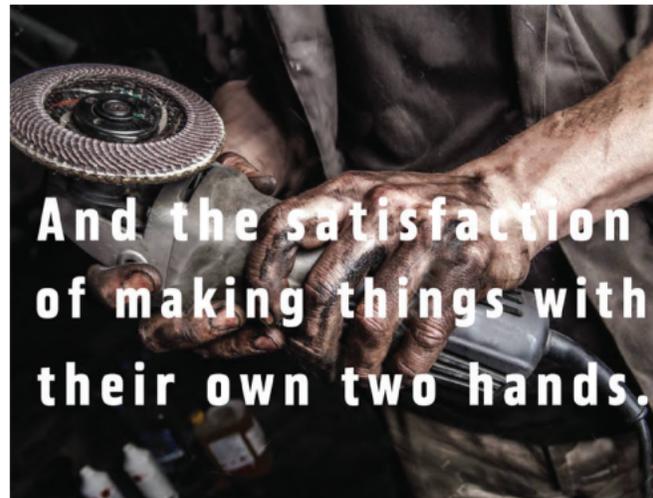
CREDENTIALS /

CLIENT: HARLEY-DAVIDSON /
PROJECT /
BATTLE OF THE KINGS
BRAND BOOK /



CREDENTIALS /

CLIENT: HARLEY-DAVIDSON /
PROJECT /
BATTLE OF THE KINGS
BRAND BOOK /



CREDENTIALS /

CLIENT: L.L. BEAN
PROJECT /
ORIGINAL INNOVATORS
CAMPAIGN /



L.L.Bean

THE ORIGINAL
OUTDOOR
INNOVATORS



850

ULTRA LIGHT DOWN



850

ULTRA LIGHT DOWN

L.L.Bean
THE ORIGINAL
- Outdoor Innovators -
SINCE 1912

L.L.Bean

L.L.Bean

L.L.Bean

CREDENTIALS /

CLIENT: L.L. BEAN
PROJECT /
ORIGINAL INNOVATORS
CAMPAIGN /

650
WOMEN'S TREKKER PACK

ALL CLIMATE DRY

COOL TECH

Our new Trekker pack is perfect for day hikes to your favorite peak or day trips into town. It's packed with premium features that make it super-comfortable to carry, lightweight and efficient.

43 °C
41 °C
39 °C
37 °C

L.L.Bean
THE ORIGINAL - OUTDOOR - INNOVATORS
EST. 1912

L.L.Bean
EST. 1912

PACK FOR

EVERY POSSIBLE ADVENTURE

CREDENTIALS /

CLIENT: BLACK FLANNEL BREWING
PROJECT /
BRAND LAUNCH /
TOP TO BOTTOM BRAND LAUNCH FOR THIS
ESSEX VERMONT DESTINATION BREWERY.
SCRATCH FOOD RESTAURANT AND DISTILLERY.
INCLUDED NAMING, BRAND IDENTITY, BRAND
STANDARDS, PACKAGING, ONLINE APPAREL
STORE, EMPLOYEE APPAREL AND OVERALL
BREWERY DESIGN.



CREDENTIALS /

CLIENT: BLACK FLANNEL BREWING
PROJECT /

BRAND LAUNCH /

TOP TO BOTTOM BRAND LAUNCH FOR THIS
ESSEX VERMONT DESTINATION BREWERY.
SCRATCH FOOD RESTAURANT AND DISTILLERY.
INCLUDED NAMING, BRAND IDENTITY, BRAND
STANDARDS, PACKAGING, ONLINE APPAREL
STORE, EMPLOYEE APPAREL AND OVERALL
BREWERY DESIGN.

Distilling Co.

1
2
—
0Z



BLACK FLANNEL
DISTILLING

Small  *Batch*



BLK

16
FL
VERAE



—
0Z
ARTIS

FLNL

BREWING CO.

I
P
A



BLACK FLANNEL

BREWING CO.

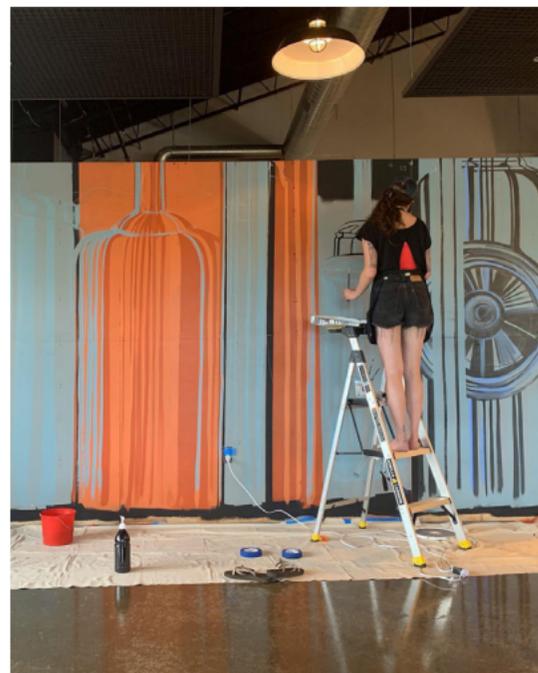
CREDENTIALS /

CLIENT: BLACK FLANNEL BREWING
PROJECT /
BRAND LAUNCH /
TOP TO BOTTOM BRAND LAUNCH FOR THIS
ESSEX VERMONT DESTINATION BREWERY.
SCRATCH FOOD RESTAURANT AND DISTILLERY.
INCLUDED NAMING, BRAND IDENTITY, BRAND
STANDARDS, PACKAGING, ONLINE APPAREL
STORE, EMPLOYEE APPAREL AND OVERALL
BREWERY DESIGN.



CREDENTIALS /

CLIENT: BLACK FLANNEL BREWING
PROJECT /
BRAND LAUNCH /
TOP TO BOTTOM BRAND LAUNCH FOR THIS
ESSEX VERMONT DESTINATION BREWERY.
SCRATCH FOOD RESTAURANT AND DISTILLERY.
INCLUDED NAMING, BRAND IDENTITY, BRAND
STANDARDS, PACKAGING, ONLINE APPAREL
STORE, EMPLOYEE APPAREL AND OVERALL
BREWERY DESIGN.



CREDENTIALS /

about experience capabilities work

CLIENT: COACH

PROJECT /

MENS BRAND LAUNCH /



EST. 1941



M E N

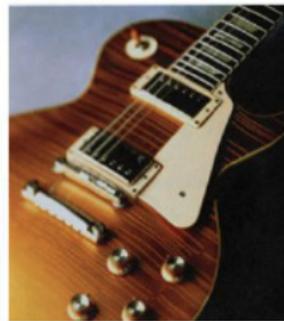
CREDENTIALS /

about experience capabilities work

CLIENT: COACH

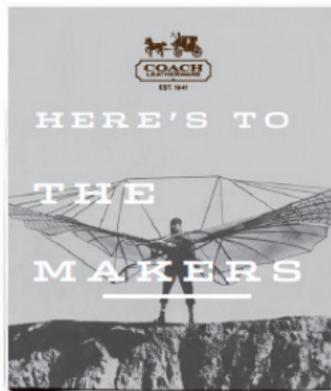
PROJECT /

MENS BRAND LAUNCH /



CREDENTIALS /

about experience capabilities work



CLIENT: COACH

PROJECT /

MENS BRAND LAUNCH /

A 12-PAGE INSERT CELEBRATING THE ART OF CRAFTSMANSHIP AND THOSE WHO CREATE AMAZING THINGS EACH DAY.



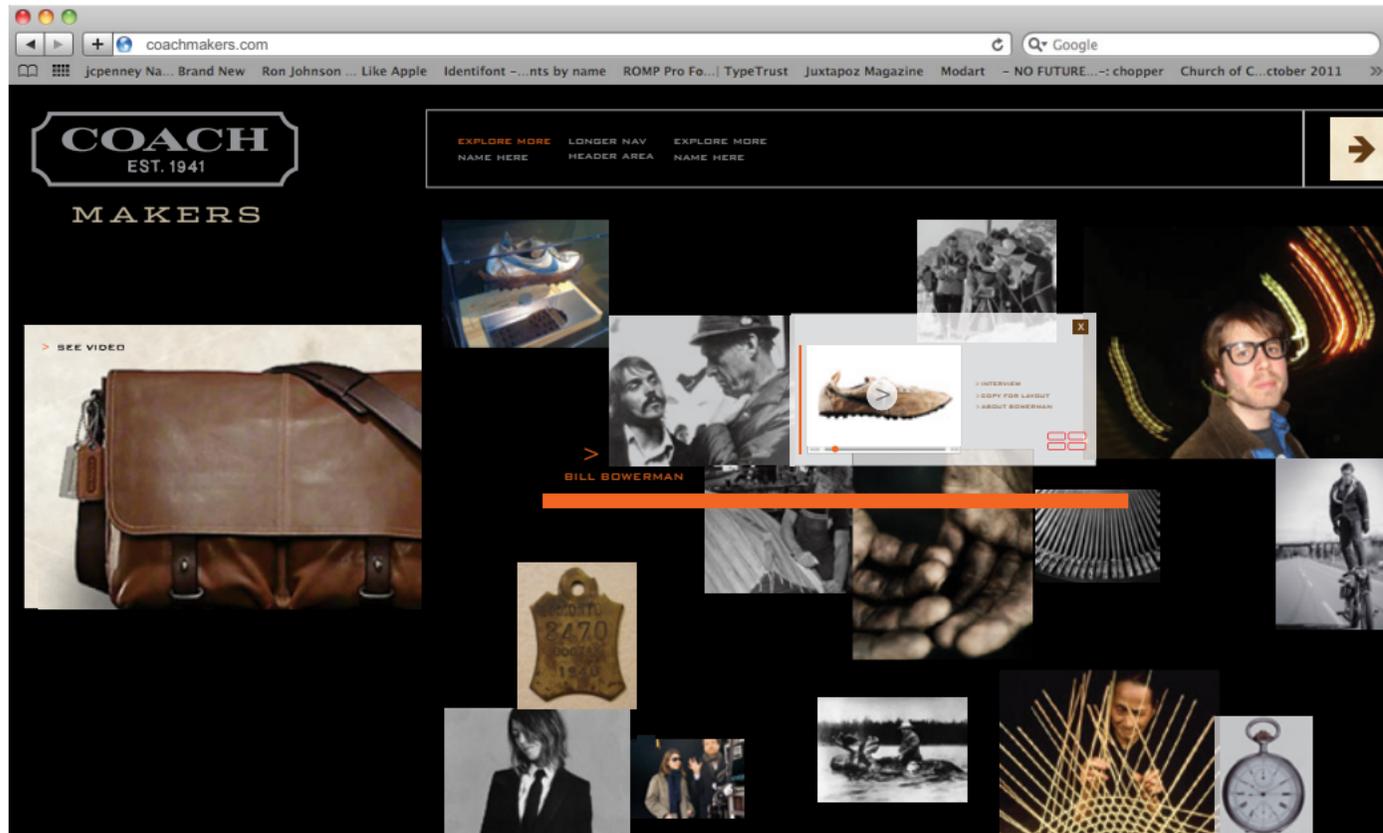
CREDENTIALS /

about experience capabilities work

CLIENT: COACH

PROJECT /

MENS BRAND LAUNCH /



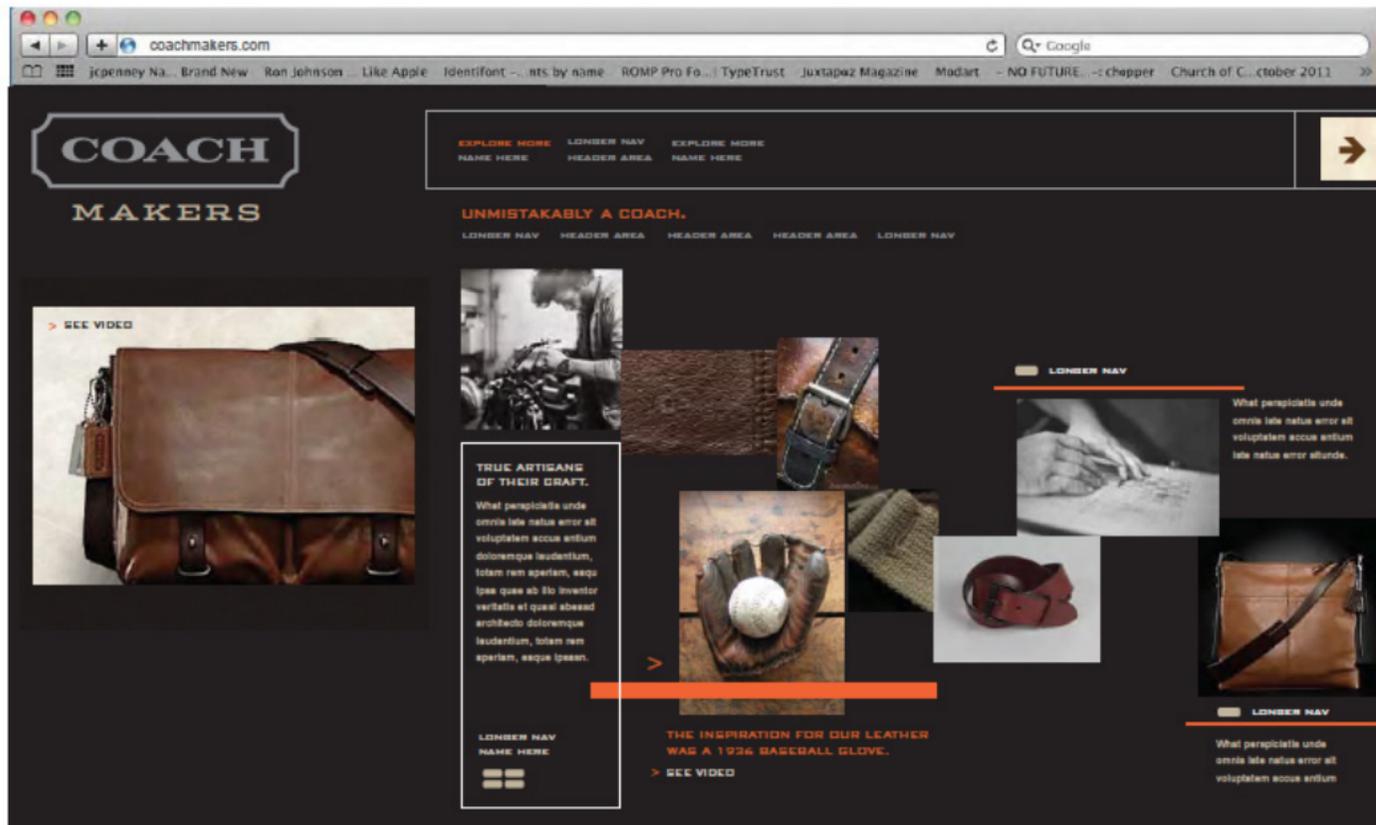
CREDENTIALS /

about experience capabilities work

CLIENT: COACH

PROJECT /

MENS BRAND LAUNCH /



CREDENTIALS /

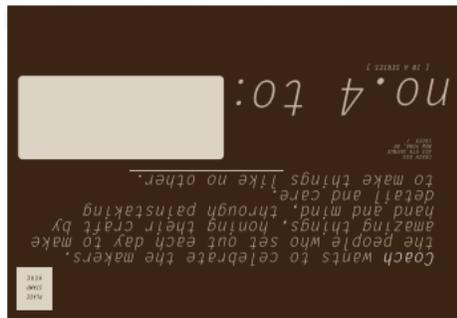
about experience capabilities **work**

CLIENT: COACH

PROJECT /

MENS BRAND LAUNCH /

NEWSPAPER BLOW IN'S ALLOWED
US TO STORY TELL ABOUT COACH'S
CRAFTSMANSHIP AND FEATURE OTHER
MAKERS WHO CREATE HIGH QUALITY
PRODUCTS.



CREDENTIALS /

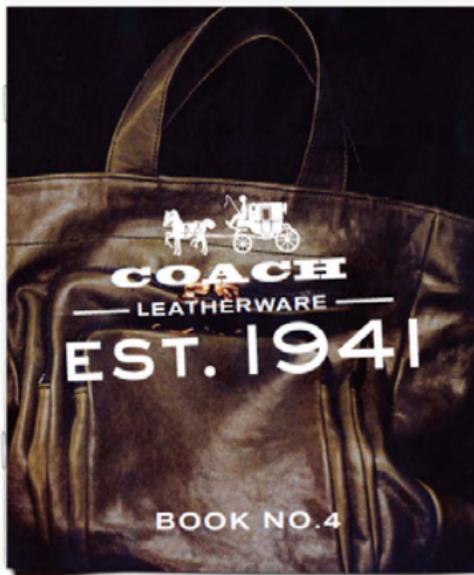
about experience capabilities work

CLIENT: COACH

PROJECT /

MENS BRAND LAUNCH /

CUSTOM URBAN POP UP MEN'S STORES
WERE CREATED OFFERING ONE OF
A KIND ITEMS FROM SEVERAL DIFFERENT
MAKERS, DESIGNERS, ARTISTS AND
COACH BAGS, SHOES AND ACCESSORIES.



CREDENTIALS /

about experience capabilities **work**

CLIENT: COACH
PROJECT /
MENS BRAND LAUNCH /
NEW IMAGERY AND STORE
DESIGN MADE THE STORES
WELCOMING TO OUR TARGET.



CREDENTIALS /

about experience capabilities work

CLIENT: PORSCHE

PROJECT /

POP UP STORE /

CREATED THE FIRST PORSCHE POP UP STORE IN THE U.S. TRANSFORMED A SPACE IN THE UPSCALE GALLERIA RETAIL DESTINATION IN EDINA, MINNESOTA. BRINGING THE PORSCHE BRAND STORY TO POTENTIAL CUSTOMERS WHERE THEY SHOP AND DINE.



CREDENTIALS /

about experience capabilities work



CLIENT: PORSCHE

PROJECT /

MINNEAPOLIS GRAND OPENING /

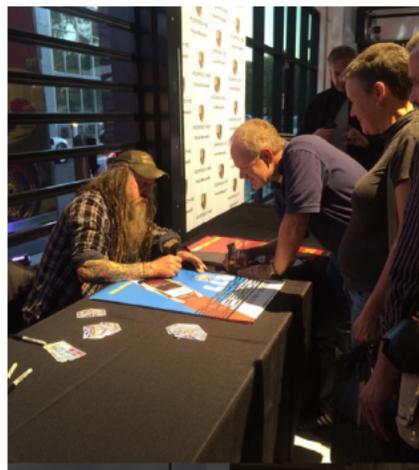
SPECIAL GUEST MAGNUS WALKER

LEAD A 50 MILE RALLY WITH OVER 200

PORSCHE OWNERS AND SIGNED ENDLESS

POSTERS FOR THE 1,500 PEOPLE WHO

ATTENDED THE EVENING PARTY.



CREDENTIALS /

about experience capabilities work



CLIENT: PORSCHE

PROJECT /

4 WEEKS OF THRILL /

FOR SPORTS CAR WEEK,
WE BROUGHT A 911 TO LIFE
VIA PROJECTED CUSTOM RACE
CAR GRAPHICS WHILE THE
LeMANS RACE WAS TELEVISIED
ON THE MONITORS IN THE
DEALERSHIP.



CREDENTIALS /

about experience capabilities work

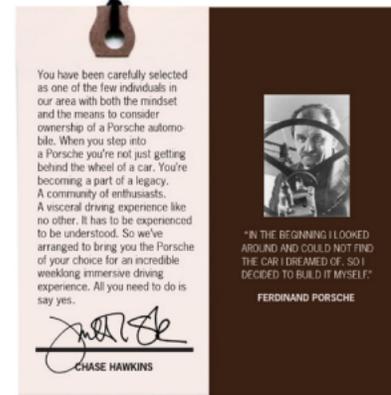
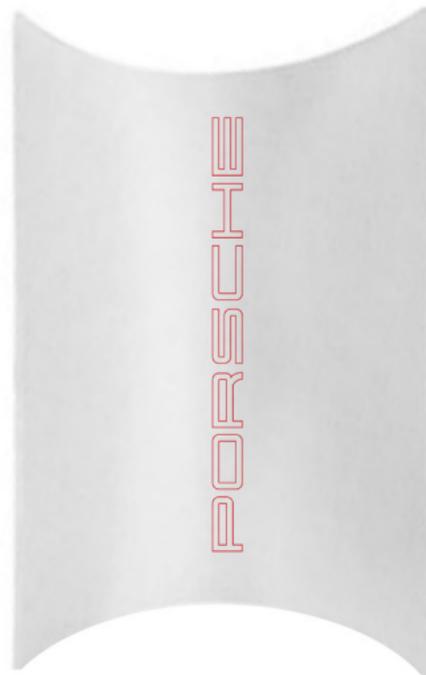
CLIENT: PORSCHE

PROJECT /

PORSCHE GLOVE INVITE /

THESE DRIVING GLOVES WERE SENT TO 4 CAREFULLY SELECTED NON-PORSCHE OWNERS.

A 911 WAS DELIVERED THE NEXT DAY FOR THEM TO ENJOY FOR 1 WEEK. A TRUE THRILL OF PORSCHE IMMERSION.



CREDENTIALS /

about experience capabilities **work**

CLIENT: PORSCHE
PROJECT /
PORSCHE 911 LAUNCH KIT /
TO HELP SUPPORT THE 911
IMMERSION LAUNCH, WE CREATED
A DEALER INVITE KIT TO ENGAGE
OUR TARGET AND GET THEM
EXCITED ABOUT ATTENDING
THE 911 LAUNCH DEALER EVENT.



CREDENTIALS /

about experience capabilities work



CLIENT: PORSCHE

PROJECT /

PORSCHE CHICAGO PITCH /

PORSCHE MINNEAPOLIS AND
THE POHLAD GROUP WERE ASKED
TO PITCH THE PORSCHE CHICAGO
DEVELOPMENT PROJECT.

CREATED ALL PITCH MATERIALS
FOR THE PROJECT.



CREDENTIALS /

about experience capabilities work

CLIENT: PORSCHE
PROJECT /
PORSCHE CHICAGO PITCH /
SHoP NEW YORK ARCHITECTS
CREATED VISION RENDERINGS
FOR THE PITCH VIDEO AND
LEAVE BEHIND DECK. THE
IMAGES HELPED TO SHOW HOW
PORSCHE CHICAGO WOULD
BECOME A TRUE DESTINATION.



CREDENTIALS /

about experience capabilities **work**

CLIENT: WRANGLER
PROJECT /
NEW STORE LAUNCH /



CREDENTIALS /

about experience capabilities work

CLIENT: WRANGLER
PROJECT /
NEW STORE LAUNCH /



CREDENTIALS /

about experience capabilities **work**

CLIENT: EDDIE BAUER

PROJECT /

BRAND BOOK AND POSITIONING /



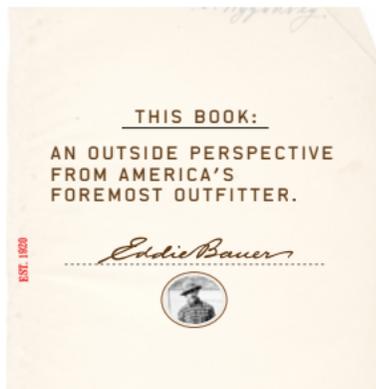
IF NATURE HAD A PORTFOLIO,
THE PACIFIC NORTHWEST WOULD
BE IT. MOUNTAINS, FORESTS,
TRICKLING STREAMS, RUSHING
RIVERS, GLACIAL LAKES,
SALTWATER MARSHES, SANDY
BEACHES, ROCKY COASTLINES,
BLUEBIRD DAYS, HOT SUN,
COLD WIND, RAIN, SNOW, SLEET,
DRIZZLE, SNOWFLAKES AND
EVERY COLOR OF SKY AND
SUNSET IN THE LIGHT SPECTRUM.

**WE WERE BORN HERE.
THE OUTSIDE IS IN US.**



CREDENTIALS /

about experience capabilities work



CLIENT: EDDIE BAUER

PROJECT /

BRAND BOOK AND POSITIONING /



CREDENTIALS /

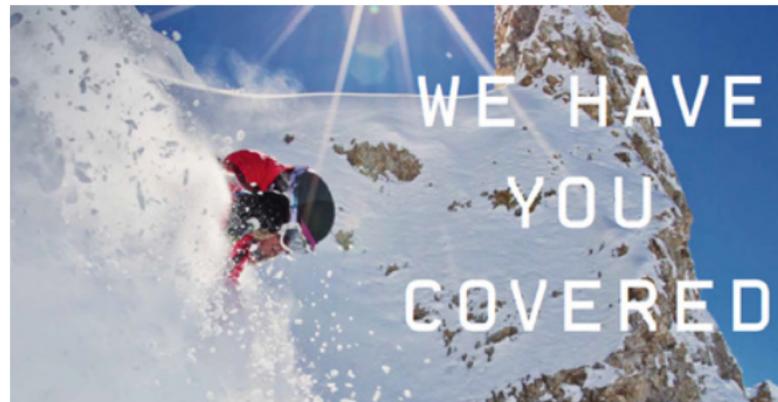
about experience capabilities work



CLIENT: EDDIE BAUER

PROJECT /

BRAND BOOK AND POSITIONING /



CREDENTIALS /

about experience capabilities work

CLIENT: EDDIE BAUER

PROJECT /

FALL PRODUCT FIELD GUIDE /

FALL OUTFITTER

LOOK BOOK.

NO
3
IN A
SERIES

EST. 1920

AMERICA'S FOREMOST
OUT-FITTER

- THE -
OUTSIDE
IS IN US

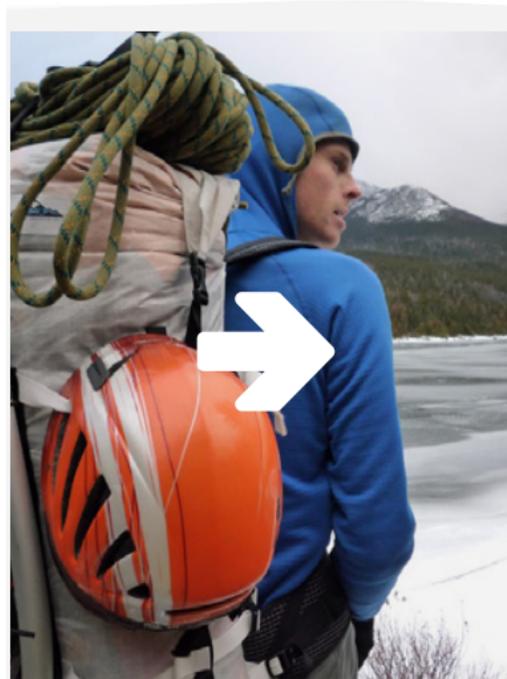
EST.
1920

GUIDE TESTED

APPAREL
FOOTWEAR
CLIMBING
TECHWEAR
AUTHENTIC
EQUIPMENT
BUILT FOR
ANY CLIMATE

Eddie
BAUER®
SPORT
- OUTFITTER -
EST. 1920

FALL
FIELD
GUIDE



THE OUTSIDE IS CALLING.
THE FALL FIELD GUIDE IS HERE JUST IN TIME.

CREDENTIALS /

about experience capabilities work

CLIENT: EDDIE BAUER

PROJECT /

SPRING PRODUCT FIELD GUIDE /

SPRING OUTFITTER

LOOK BOOK.

The cover features the Eddie Bauer logo at the top in a cursive font. Below it, the categories 'APPAREL FOOTWEAR CLIMBING EQUIPMENT TECHWEAR OUTERWEAR' are listed. A central shield logo contains 'Eddie BAUER SPORT - OUTFITTER - EST. 1920'. To the left, 'NO 1' is written vertically. To the right, 'AMERICA'S FOREMOST OUTFITTER' and 'GUIDE TESTED' are written. At the bottom, 'IN A SERIES' is on the left, 'THE OUTSIDE IS IN US' is in a black box, and 'EST. 1920' is on the right. The main title 'SPRING FIELD GUIDE' is at the bottom with leaf icons.



TECH WEATHER PRODUCTS SHED THE ELEMENTS BUT STILL STRETCH AND BREATHE AT AN ELEVATED RATE DURING MOUNTAIN ACTIVITY. (SEE THE PRODUCTS ON PAGE 24)

CREDENTIALS /

about experience capabilities work

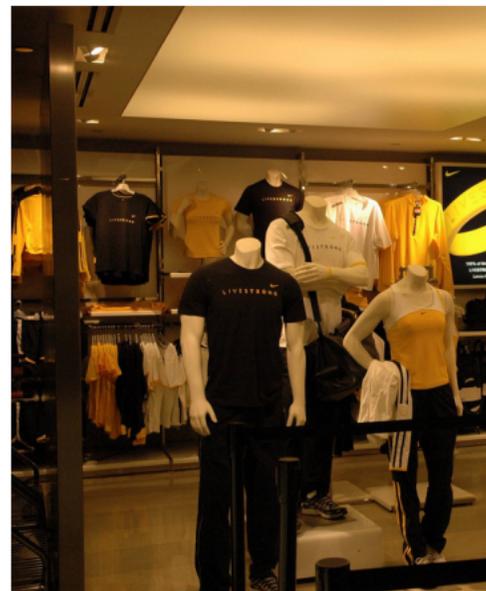
CLIENT: NIKE
PROJECT /
LIVESTRONG GLOBAL
BRAND LAUNCH /



CREDENTIALS /

about experience capabilities work

CLIENT: NIKE
PROJECT /
LIVESTRONG GLOBAL
BRAND LAUNCH /



CREDENTIALS /

about experience capabilities work

CLIENT: NIKE

PROJECT /

LIVESTRONG GLOBAL
BRAND LAUNCH /



CREDENTIALS /

about experience capabilities **work**

CLIENT: CB2

PROJECT /

SPRING PRINT TAKEOVER CONCEPT /

CREATED 3 CUSTOM CONSECUTIVE
SPREADS TO FEATURE CB2 AND
THEIR NEW PRODUCTS FOR SPRING.



CREDENTIALS /

about experience capabilities work

CLIENT: CB2
PROJECT /
SPRING PRINT
TAKEOVER CONCEPT /

ONLINE CB2.COM / FIND A STORE 1 800 332 2345

N°2

**A GUIDE TO
LIVING IN THE
MODERN WORLD.**

The Ray Table 299⁰⁰

The Marx Pillow * 32⁰⁰

C B 2

You

ONLINE CB2.COM / FIND A STORE 1 800 332 2345

N°3

**A GUIDE TO
LIVING IN THE
MODERN WORLD.**

The Targa Chair * 299⁰⁰

CB2 is a community (which we hope includes you) seeking modern home design that's clever and in the moment, that's spare and simple but with great attention to details, that's priced smart so we can all have it all (and feel smart doing so). The only attitude you'll find at CB2 is creative, fun, happy to share.

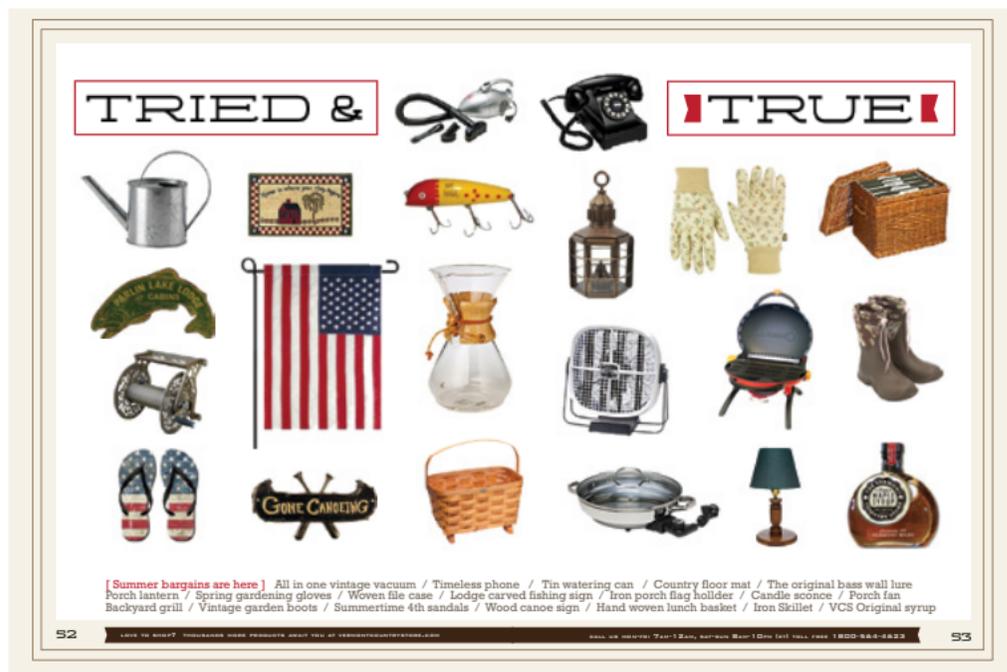
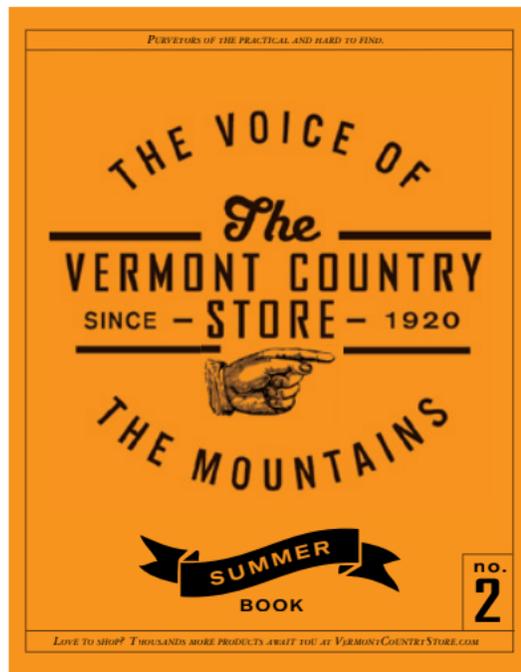
C B 2

The rescue

CREDENTIALS /

about experience capabilities work

CLIENT: VERMONT COUNTRY STORE
PROJECT /
CATALOG REDESIGN /
CUSTOM DESIGNED CATALOGS
OFFERING UNIQUE TIMELY
SEASONAL ONE OF A KIND GIFTS.



CREDENTIALS /

about experience capabilities **work**

CLIENT: VERMONT COUNTRY STORE
PROJECT /
NEW BRAND IDENTITY /
DESIGNED OVER 100 CUSTOM
DESIGNED PRODUCTS FOR THEIR
VERMONT STORES AND ONLINE.



CREDENTIALS /

about experience capabilities **work**

CLIENT: BMW

PROJECT /

VOGUE INSERT /

CUSTOM DESIGNED 8-PAGE

SECTION OF VOGUE MAGAZINE

HIGHLIGHTING OUR CONCEPT OF

“THE INTERSECTION

OF FASHION AND MOBILITY.”



CREDENTIALS /

about experience capabilities work

CLIENT: BMW

PROJECT /

VOGUE INSERT /

CUSTOM DESIGNED 8-PAGE

SECTION OF VOGUE MAGAZINE

HIGHLIGHTING OUR CONCEPT OF

“THE INTERSECTION

OF FASHION AND MOBILITY.”

ANYTIME MACHINE

THE NEW BMW X3 AND X5. THE NEW X3 IS BUILT WITH YOUR IMAGINATION IN MIND. WHETHER YOU CHOOSE TO SPEND THE DAY ON THE TOWN OR ON THE SLOPES, THE X3 IS YOUR WILLING ACCOMPICE. INSIDE, THE SPACIOUSNESS AND FLEXIBLE STORAGE MEAN THERE'S ROOM FOR THE, OR WHATEVER GEAR YOU MIGHT NEED. TRANSLATION: SHOPPING BAGS. LOTS OF SHOPPING BAGS.

live vicariously through no one.

THE NEW 5
PART ATHLETE. PART GENIUS. PART MODEL. ALL BMW.

THE NEW 5 PROVES THAT IT'S QUITE POSSIBLE TO HAVE IT ALL. THE CURVE-FOR-CURVE PERFORMANCE OF A TRUE THOROUGHBREED. CUTTING-EDGE TECHNOLOGY DEVOTED TO NOTHING LESS THAN YOUR PLEASURE. PROPORTIONS AND LINES THAT PLEASE THE EYE FROM EVERY ANGLE.

PERFECTION PERFECTED.

3 SERIES CONVERTIBLE

3 SERIES SEDAN

3 SERIES SPORTS WAGON

4 SERIES COUPE

4 SERIES SEDAN

7 SERIES SEDAN

2 SERIES ROADSTER

X1 SPORTS ACTIVITY VEHICLE

X3 SPORTS ACTIVITY VEHICLE

merge

THE INTERSECTION OF FASHION AND MOBILITY

BMW

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CREDENTIALS /

about experience capabilities **work**



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Venture out
a b c d e f g h i j k l m n o p q r s t u v w x y z

CLIENT: TELLURIDE TOURISM
PROJECT /

BRAND LAUNCH CAMPAIGN /

LAUNCH INCLUDED A NEW IDENTITY,
VISUAL CENTER, ICONOGRAPHY,
PRINT ADS, POSTERS AND 2 LONG
FORMAT FILMS THAT FEATURED OUR
NEW STRATEGY. VENTURE OUT.



CREDENTIALS /

about experience capabilities work

CLIENT: GAP
PROJECT /
FALL BRAND CAMPAIGN /

THE
BEAUTY
OF
GAP
GAP
BASIC



gapbasics.com

GAP
THE
BEAUTY
OF
BASIC

CREDENTIALS /

about experience capabilities work

THE BEAUTY OF GAP

CLIENT: GAP
PROJECT /
FALL BRAND CAMPAIGN /



CREDENTIALS /

about experience capabilities work

CLIENT: HARLEY-DAVIDSON
PROJECT /
110TH FREEDOM JACKET /



CREDENTIALS /

about experience capabilities work

CLIENT: HARLEY-DAVIDSON
PROJECT /

110TH FREEDOM JACKET /

THE JACKET WAS RIDDEN THROUGH
ROME. A PR GEM ENSUED AS THE
POPE WANTED TO SEE THE JACKET.
THE STORY WAS PICKED UP BY
HUNDREDS OF TV OUTLETS.



CREDENTIALS /

about experience capabilities **work**

CLIENT: HARLEY-DAVIDSON
PROJECT /

110TH FREEDOM JACKET /

8 DIFFERENT FILMS WERE CREATED TO
SHOW THE JOURNEY OF THE FREEDOM
JACKET AROUND THE GLOBE.

EVENTS **FREEDOM JACKET** GRAPHIC WALL PARTNERS

EPISODE 10: DAYTONA, USA CLOSE X

Ep. 10 - Freedom Jacket - Atlanta to Daytona Beach < 0



F. GARY GRAY, DAYTONA BIKE WEEK

Hollywood director F. Gary Gray has directed many hit movies, including The Negotiator, The Italian Job, and Law Abiding Citizen, along with dozens of music videos. But while directing a major studio production takes an incredible amount of planning and preparation to ensure the

↑



↓

OTHER EPISODES

CREDENTIALS /

about experience capabilities **work**

CLIENT: BELLS BREWING
PROJECT /
PACKAGING CONCEPTS /



CREDENTIALS /

about experience capabilities **work**

CLIENT: ORVIS
PROJECT /
150TH CAMPAIGN /
DEVELOPED OVER 30
150TH LOGOS THAT WERE
MADE INTO STICKERS, POSTERS,
BAGS, SIGNAGE, TISSUE PAPER
AND USED ON ALL PACKAGING.

