

CREDENTIALS /

TOMMY RIDDLE
BRANDING /



CREDENTIALS /

category experience /

Transportation:

Harley-Davidson
Subaru
BMW
Porsche
International Trucks

Boating / Fishing:

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

Retail

Nike
Eddie Bauer
Coach
The Gap
Lee Jeans
Target

Retail Sport

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

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

Footwear:

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

Tourism:

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

Beverage:

Sierra Nevada
Bells Brewing
Lucid Brewing

Wrangler
Nordstrom
Timberland
Keds

CB2
Orvis
L.L. Bean
Lands' End
Vermont
Country Store

Entertainment:

MTV
MTV2
UFC
Versus

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

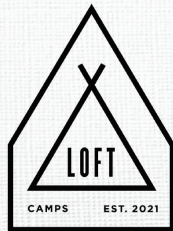
Retail Environments and Displays

Packaging

CREDENTIALS /

CLIENT: DESTINATION
CAMPS LLC
PROJECT /

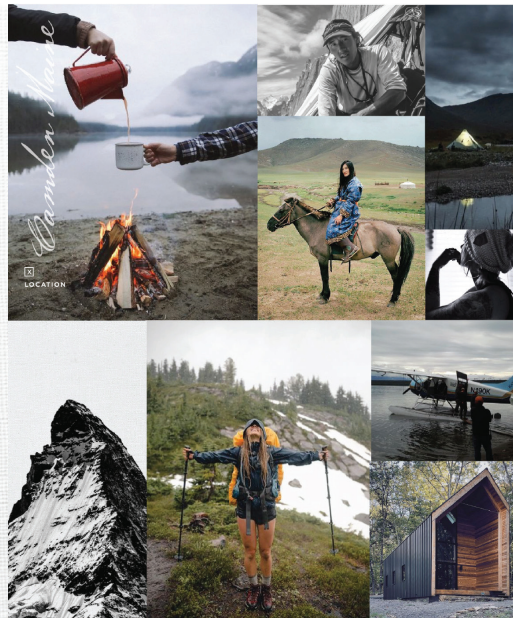
LOFT CAMP LAUNCH /



LUXE LOFT & TENT CAMPS

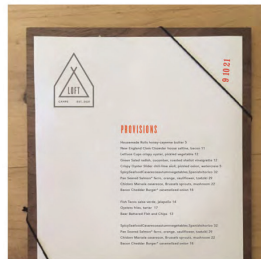


LOFT
CAMP



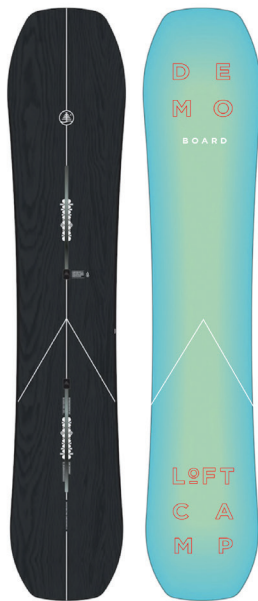
CREDENTIALS /

CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /



CREDENTIALS /

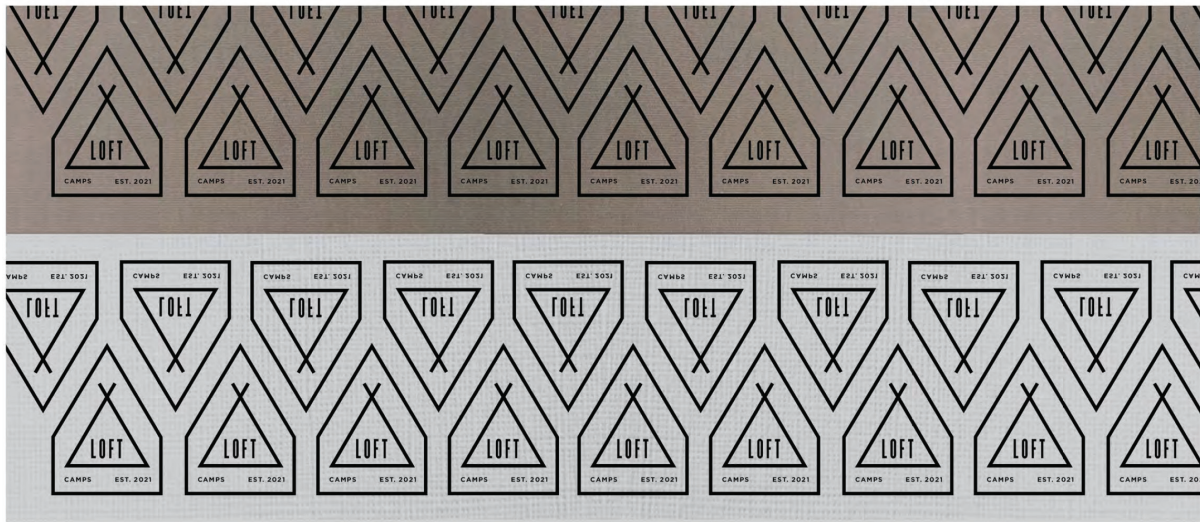
CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /



CREDENTIALS /

CLIENT: DESTINATION
CAMPS LLC
PROJECT /

LOFT CAMP LAUNCH /



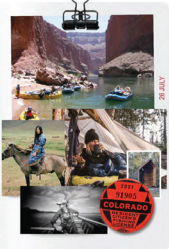
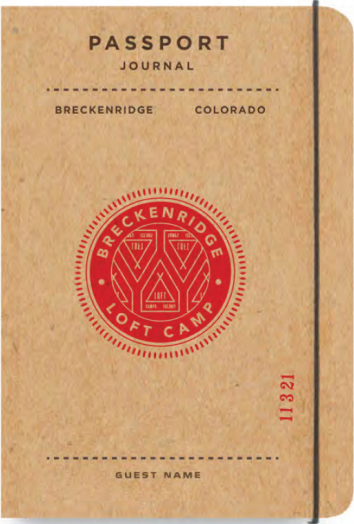
CREDENTIALS /

CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /



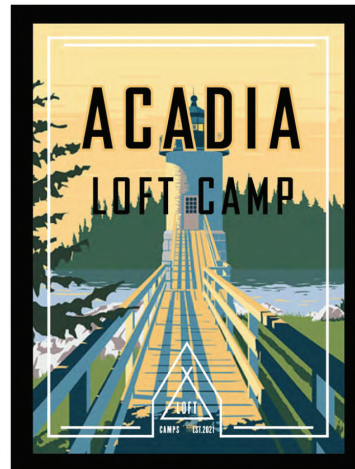
CREDENTIALS /

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
0 1 2 3 4 5 6 7 8

REEBOK®

WORDMARK

NHL WORDMARK



NHL

REVERSE LOGOS

CLIENT: REEBOK
PROJECT /
REEBOK HOCKEY RETAIL /

ALPHA HEADLINE REGULAR /

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
REEBOK TENNIS :: REEBOK BASKETBALL ::

RBK WORDMARK

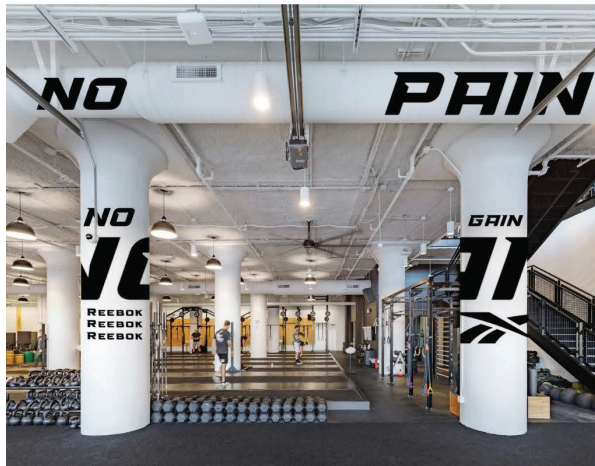
RBK 

LOGO MARK

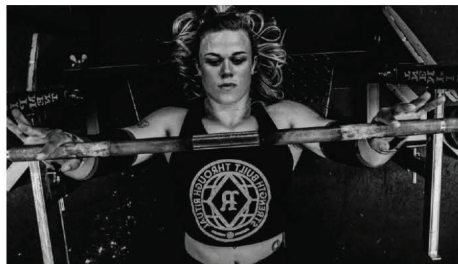
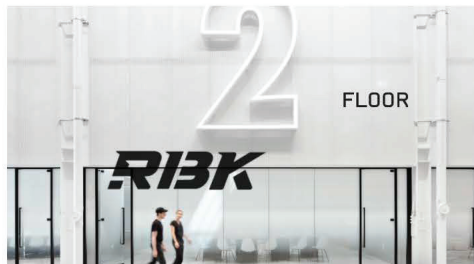


CREDENTIALS /

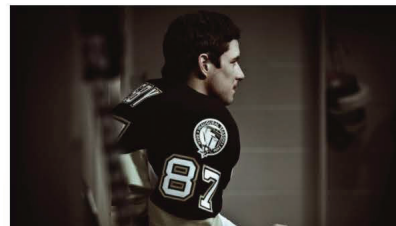
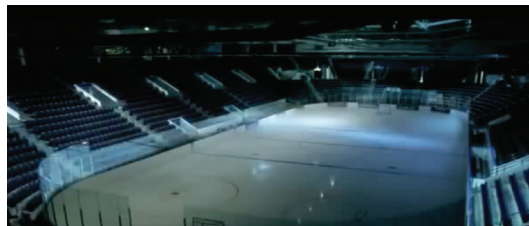
CLIENT: REEBOK
PROJECT /
REEBOK HOCKEY RETAIL /



CREDENTIALS /

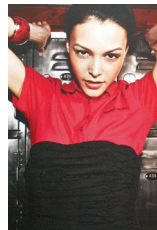
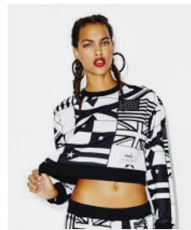
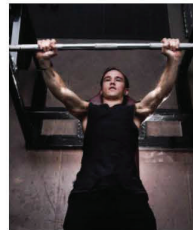


CLIENT: REEBOK
PROJECT /
REEBOK HOCKEY RETAIL /



CREDENTIALS /

CLIENT: REEBOK
PROJECT /
REEBOK HOCKEY RETAIL /



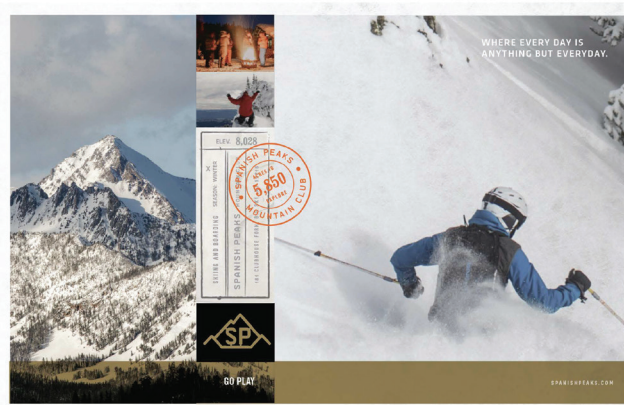
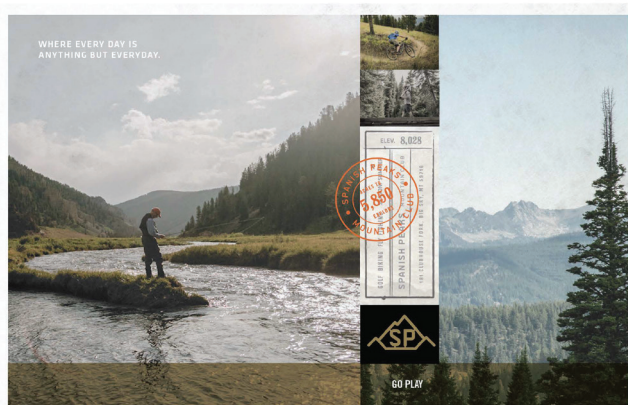
CREDENTIALS /

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



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 /



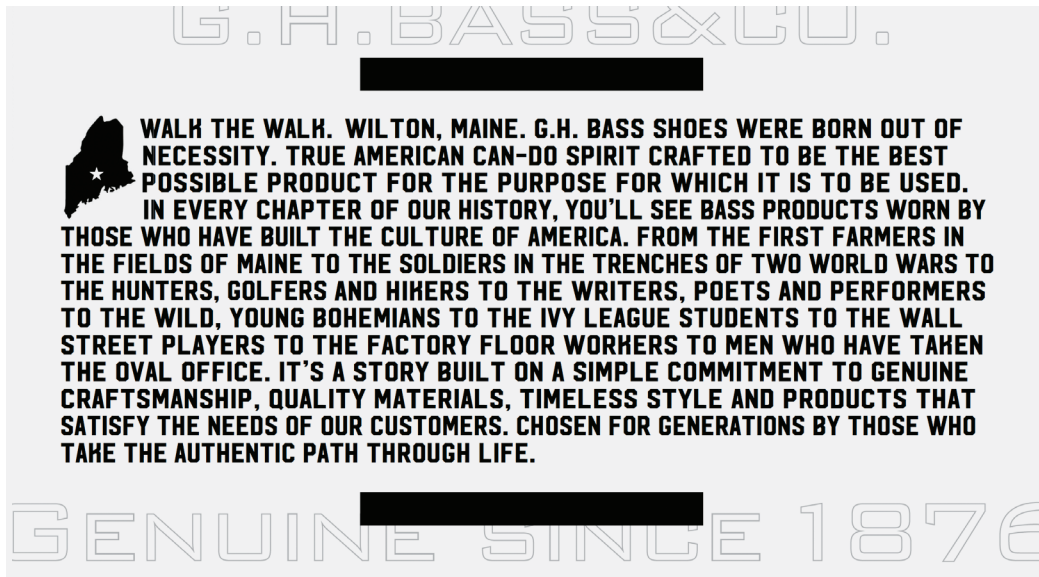
THE

CLIENT: BASS SHOES
PROJECT /
BRAND BOOK /



CREDENTIALS /

CLIENT: BASS SHOES
PROJECT /
BRAND BOOK /



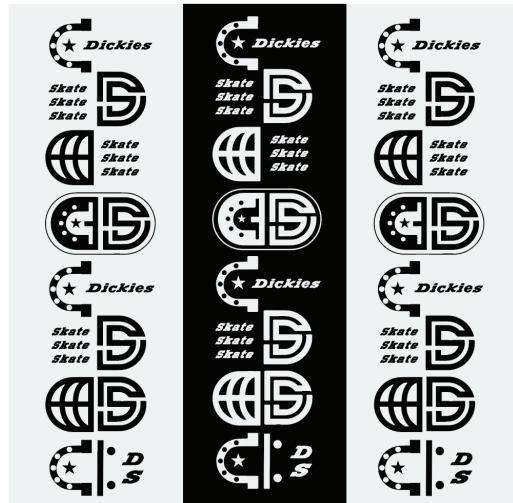
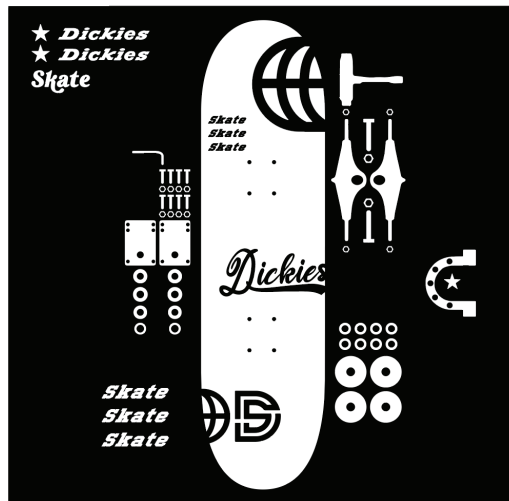
CREDENTIALS /

CLIENT: BASS SHOES
PROJECT /
BRAND BOOK /



CREDENTIALS /

CLIENT: DICKIES
PROJECT /
SKATEBOARD
RETAIL BRANDING /



CREDENTIALS /

CLIENT: DICKIES
PROJECT /
SKATEBOARD
RETAIL BRANDING /

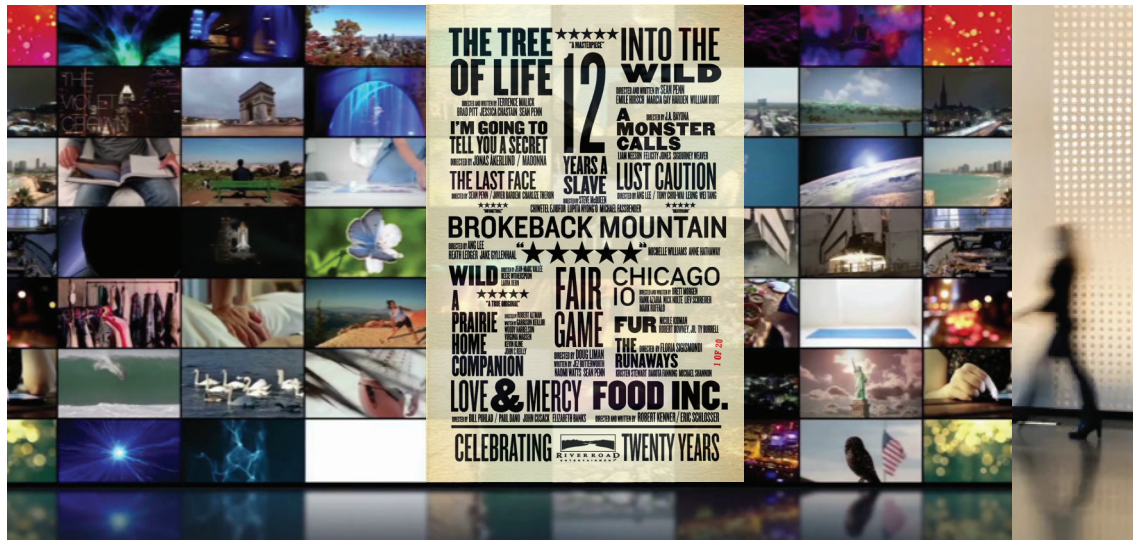


CLIENT: RIVER ROAD
ENTERTAINMENT
PROJECT /
20 YEAR ANNIVERSARY
POSTERS /



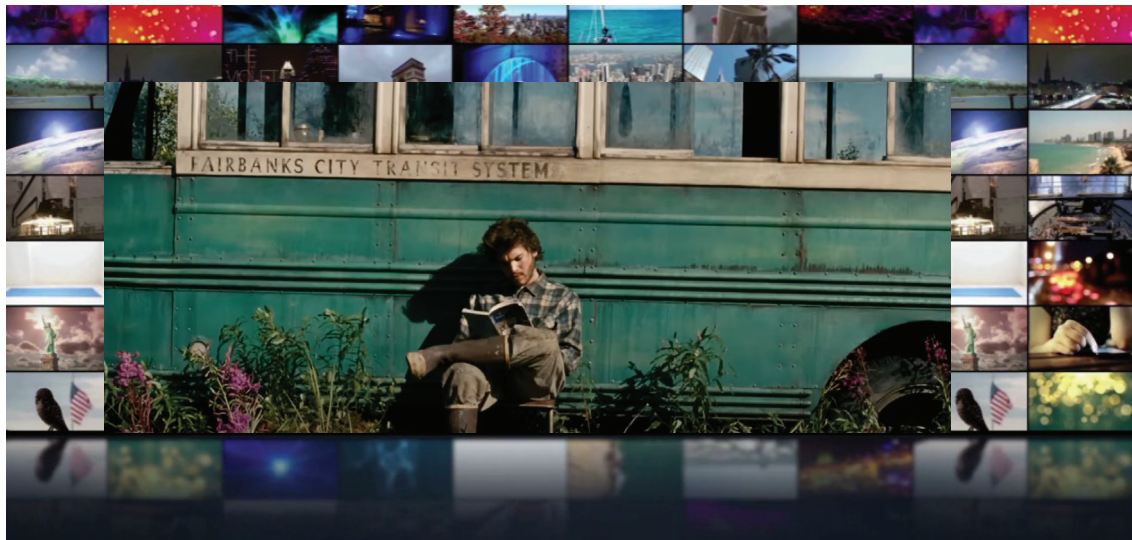
CREDENTIALS /

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 /

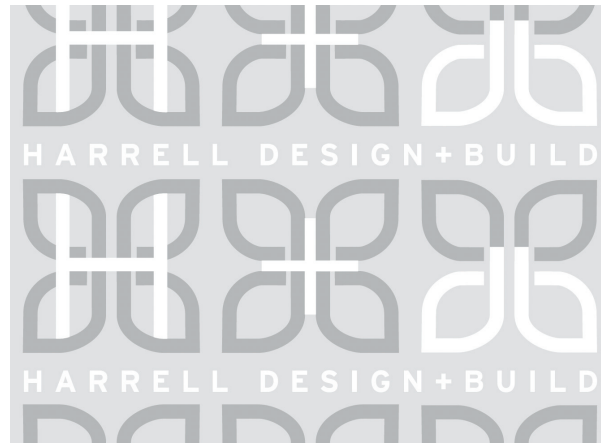
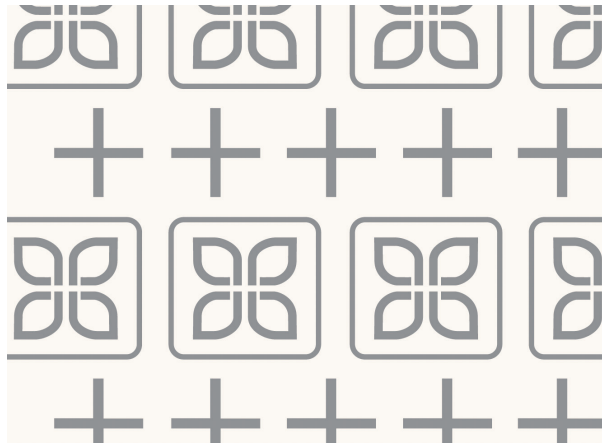
CLIENT: BAUER HOCKEY
PROJECT /
NHL STORE MURALS /



JACK HUGHES
NEW JERSEY
DEVILS
86

CREDENTIALS /

CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
BRAND IDENTITY /



CREDENTIALS /

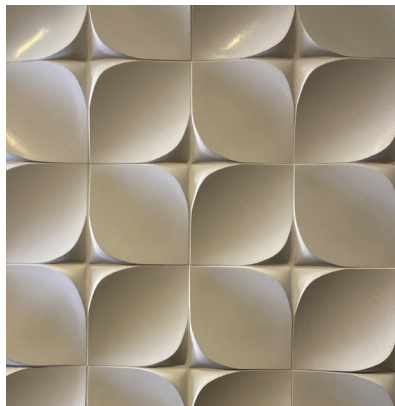


CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
BRAND IDENTITY
AND OFFICE DESIGN /



CREDENTIALS /

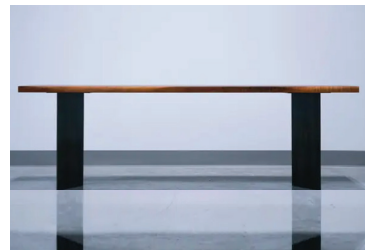
CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
BRAND IDENTITY
AND OFFICE DESIGN /



CREDENTIALS /

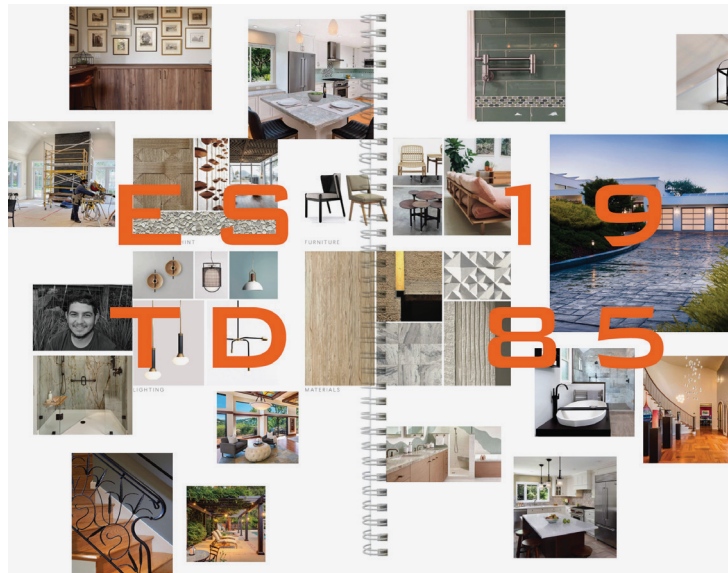
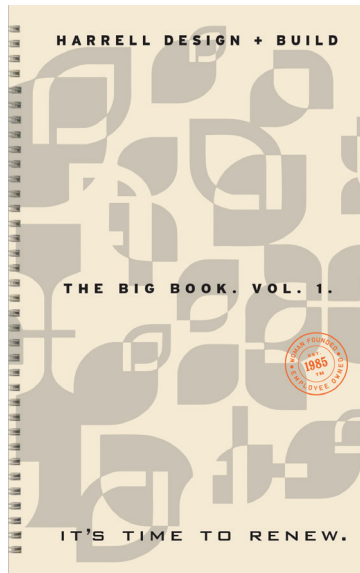


CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
CUSTOM CONFERENCE
TABLE TOPS /



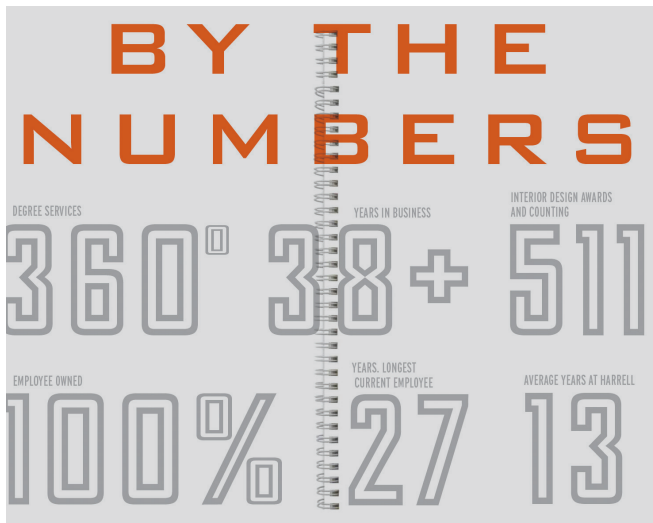
CREDENTIALS /

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



CREDENTIALS /

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



CREDENTIALS /

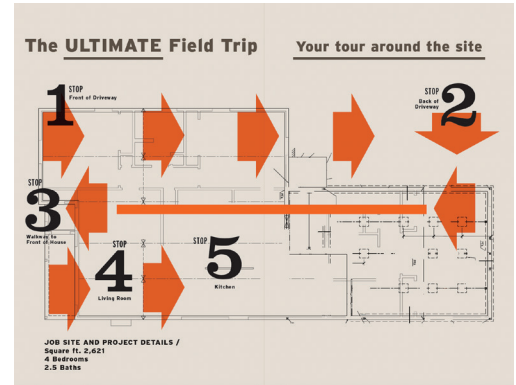
CLIENT: HARRELL
DESIGN + BUILD
PROJECT /
FIELD TRIP EVENT
BOOKLET /



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 /

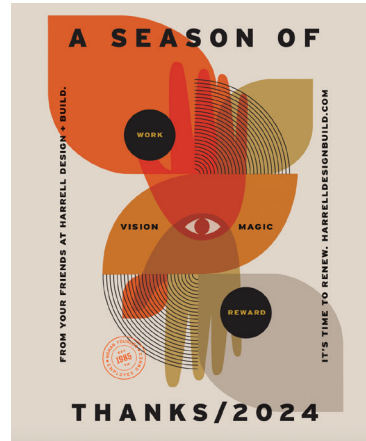
CLIENT: HARRELL
DESIGN + BUILD
PROJECT /

LOBBY POSTERS /



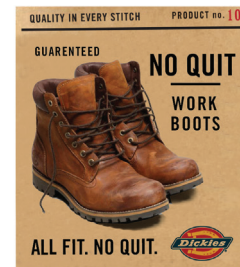
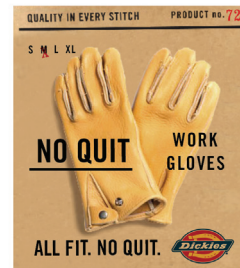
CREDENTIALS /

CLIENT: HARRELL
DESIGN + BUILD
PROJECT /
LOBBY POSTERS /



CREDENTIALS /

CLIENT: DICKIES
PROJECT /
BRAND
CAMPAIGN /



CREDENTIALS /

CLIENT: PORSCHE
PROJECT /
EVENT WORK /



CREDENTIALS /

LE MANS
3 WEEKS OF THRILL  PORSCHE MINNEAPOLIS

CLIENT: PORSCHE
PROJECT /
EVENT WORK /

LE MANS
3 WEEKS OF THRILL  PORSCHE MINNEAPOLIS

CREDENTIALS /

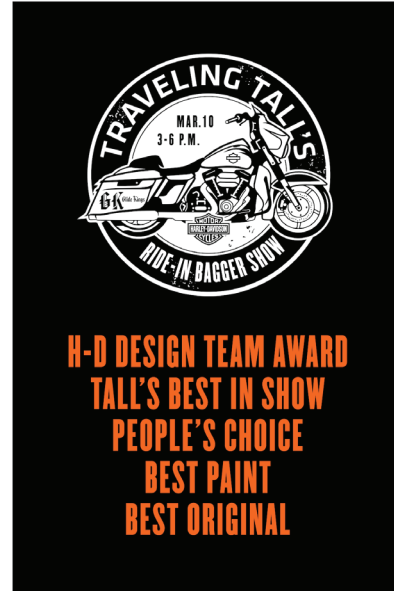


CLIENT: PORSCHE
PROJECT /
EVENT WORK /



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 /



SIMMS®

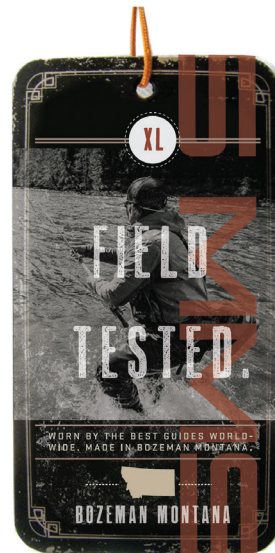
CLASSIC SIMMS

SIMMS®

TECHY SIMMS

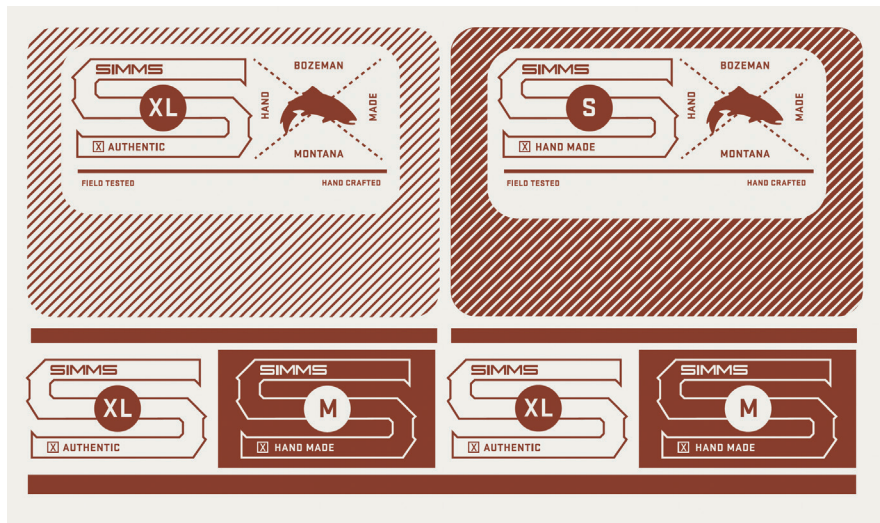
CREDENTIALS /

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 /



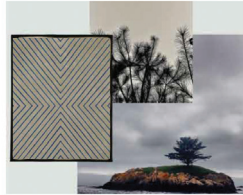
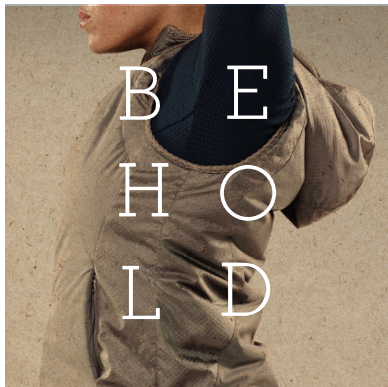
CREDENTIALS /

CLIENT: ANGELA ADAMS
PROJECT /
BRAND LOOK BOOK /



CREDENTIALS /

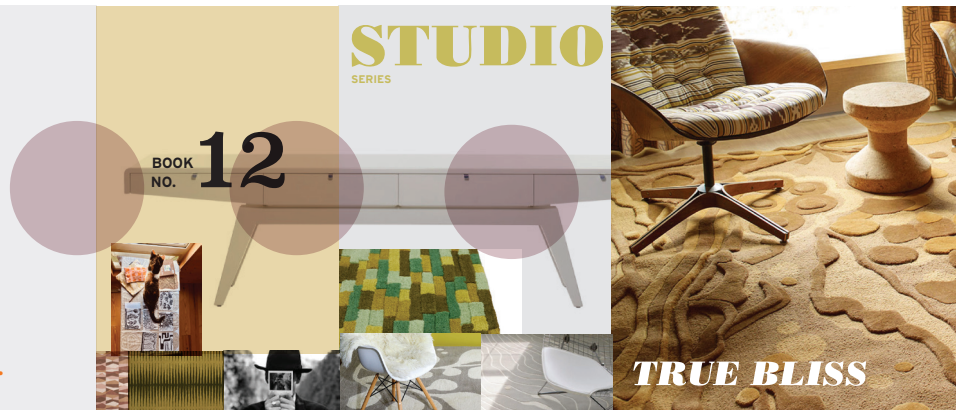
CLIENT: ANGELA ADAMS
PROJECT /
BRAND LOOK BOOK /



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 /



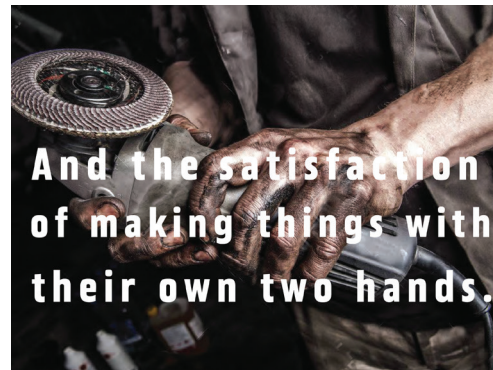
CREDENTIALS /

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.







L.L.Bean
EST. 1912

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
—
OZ



BLACK FLANNEL
DISTILLING

Small  *Batch*



16
FL
VERAE

—
OZ
ARTIS

I
P
A

BLACK FLANNEL
BREWING CO.

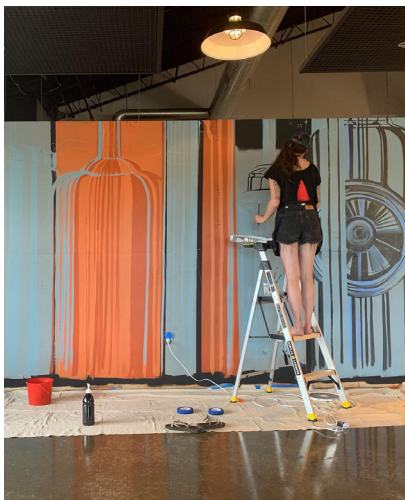
CREDENTIALS /

CLIENT: BLACK FLANNEL BREWING
PROJECT /
BRAND LAUNCH /
TOP TO BOTTOM BRAND LAUNCH FOR THIS
ESSEX VERMONT DESTINATION BREWERY.
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

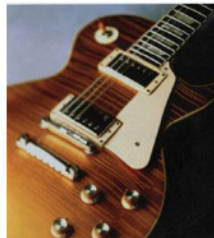
CREDENTIALS /

about experience capabilities **work**

CLIENT: COACH

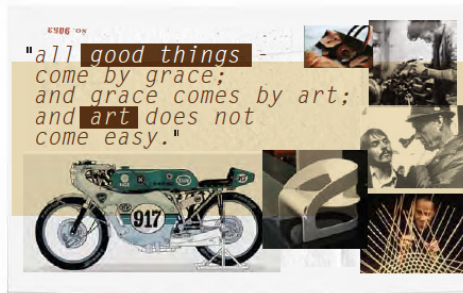
PROJECT /

MENS BRAND LAUNCH /



CREDENTIALS /

about experience capabilities work



CLIENT: COACH

PROJECT /

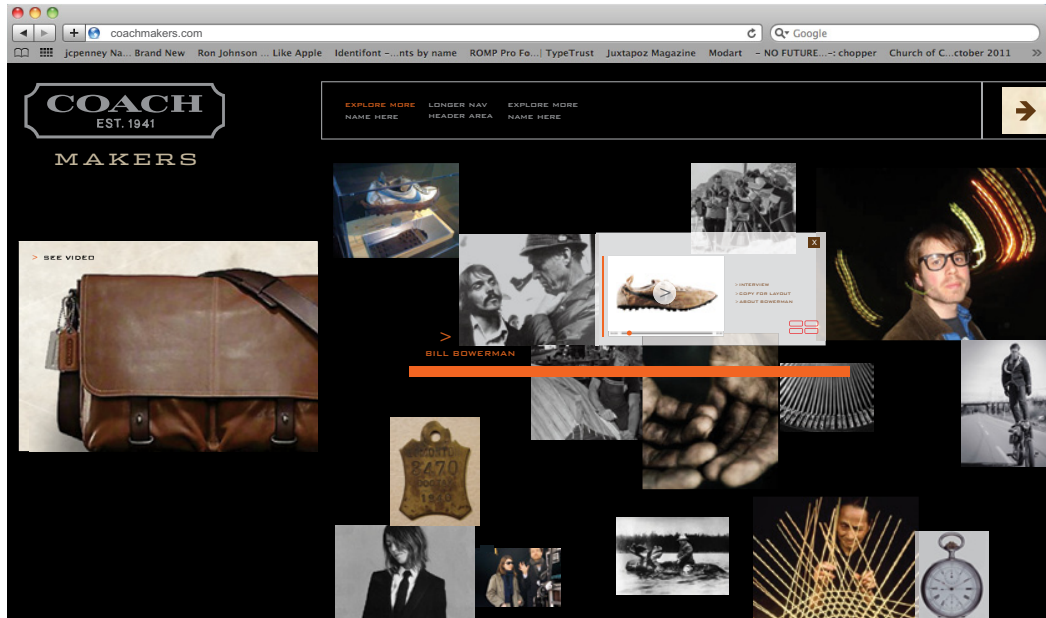
MENS BRAND LAUNCH /

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



about experience capabilities **work**

CLIENT: COACH
PROJECT /
MENS BRAND LAUNCH /



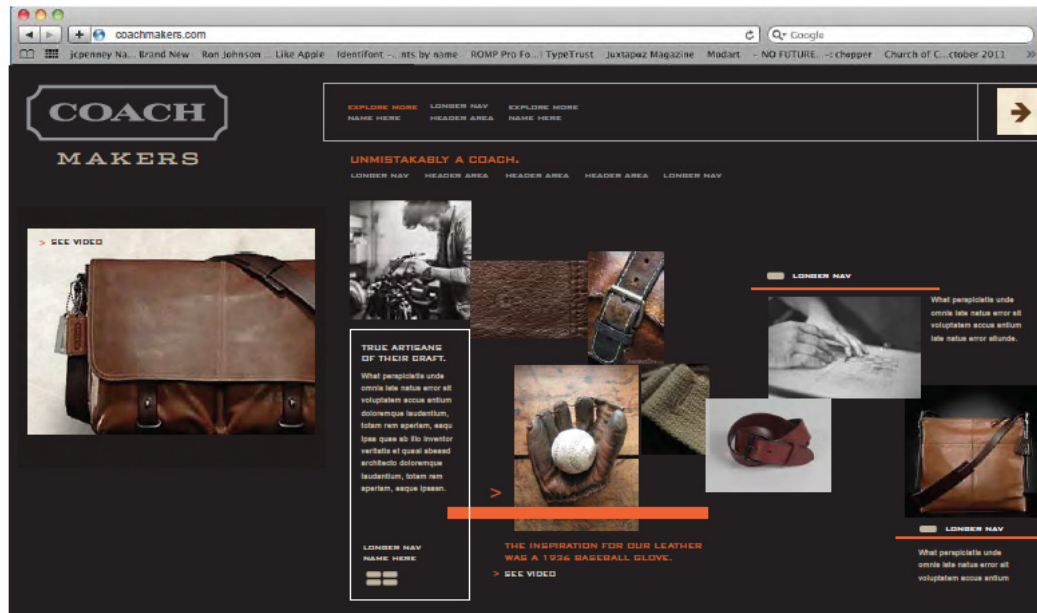
CREDENTIALS /

about experience capabilities work

CLIENT: COACH

PROJECT /

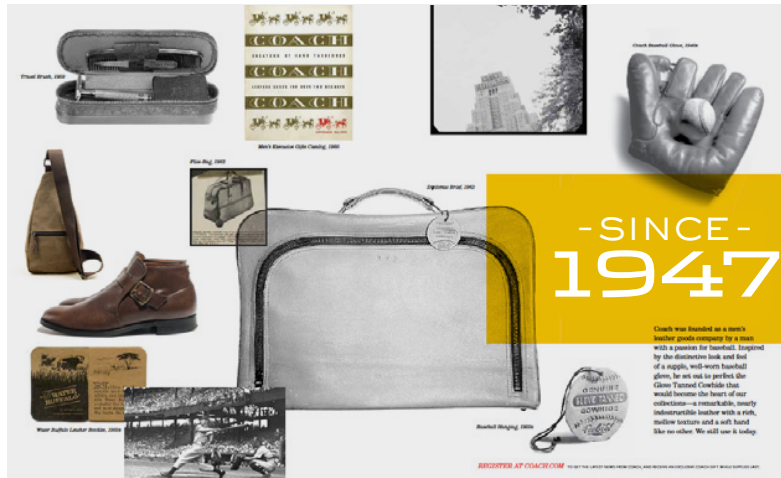
MENS BRAND LAUNCH /



about experience capabilities **work**

PROJECT /

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 /

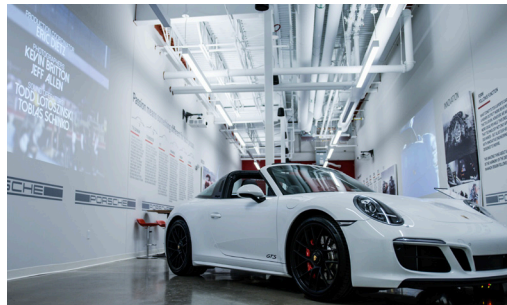
about experience capabilities **work**

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 /

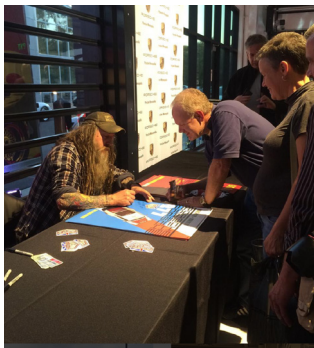
about experience capabilities **work**

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 TELEVIEWED
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 /

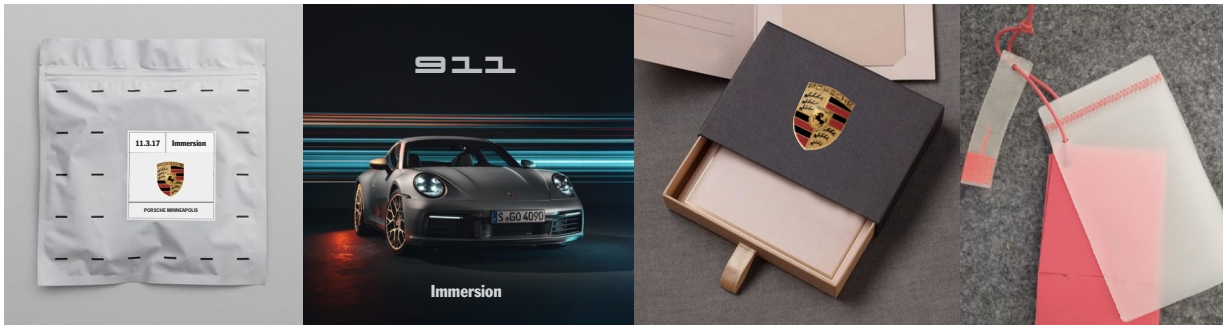
about experience capabilities **work**

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.



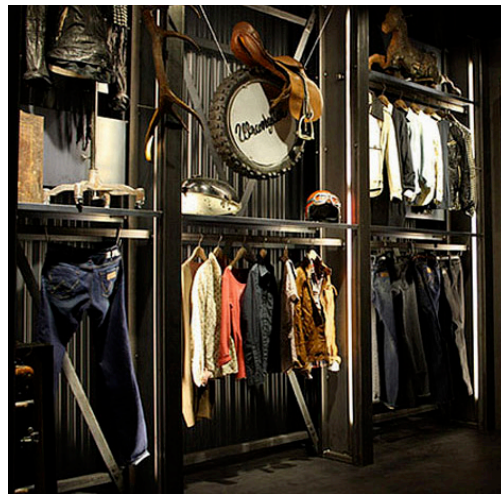
CREDENTIALS /

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 /



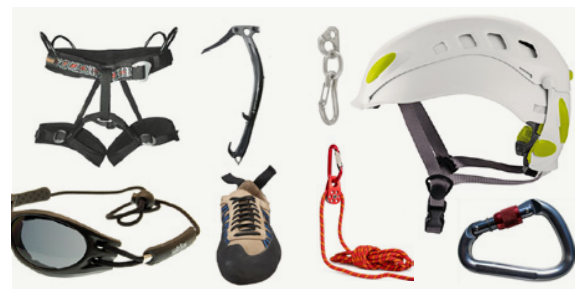
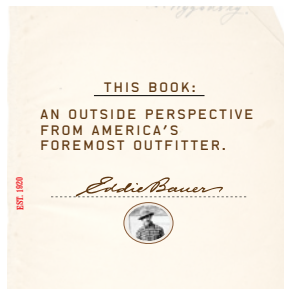
IF NATURE HAD A PORTFOLIO,
THE PACIFIC NORTHWEST WOULD
BE IT. MOUNTAINS, FORESTS,
TRICKLING STREAMS, RUSHING
RIVERS, GLACIAL LAKES,
SALTWATER MARSHES, SANDY
BEACHES, ROCKY COASTLINES,
BLUEBIRD DAYS, HOT SUN,
COLD WIND, RAIN, SNOW, SLEET,
DRIZZLE, SNOWFLAKES AND
EVERY COLOR OF SKY AND
SUNSET IN THE LIGHT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

WE WERE BORN HERE.
THE OUTSIDE IS IN US.



CREDENTIALS /

about experience capabilities work



CLIENT: EDDIE BAUER

PROJECT /

BRAND BOOK AND POSITIONING /



CREDENTIALS /

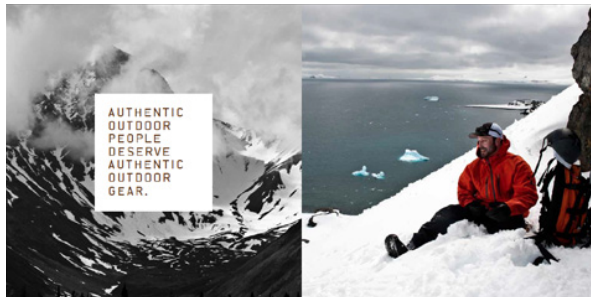
about experience capabilities work



CLIENT: EDDIE BAUER

PROJECT /

BRAND BOOK AND POSITIONING /



CREDENTIALS /

about experience capabilities **work**

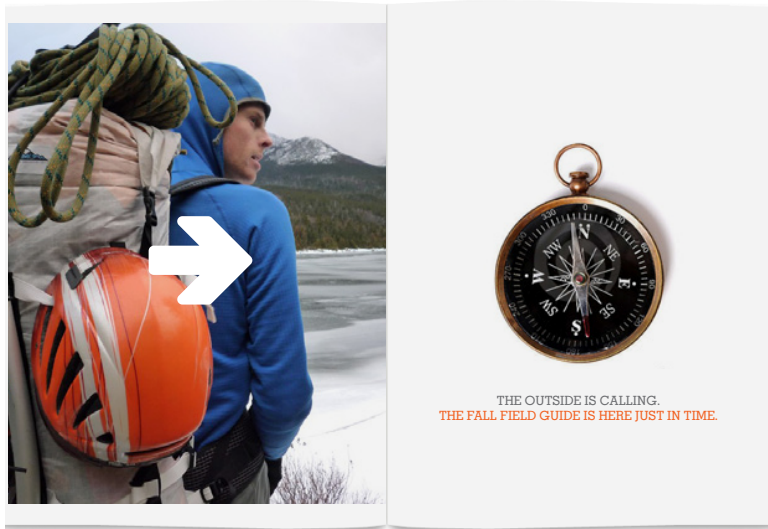
CLIENT: EDDIE BAUER

PROJECT /

FALL PRODUCT FIELD GUIDE /

FALL OUTFITTER

LOOK BOOK.



CREDENTIALS /

about experience capabilities **work**

CLIENT: EDDIE BAUER

PROJECT /

SPRING PRODUCT FIELD GUIDE /

SPRING OUTFITTER

LOOK BOOK.



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 /

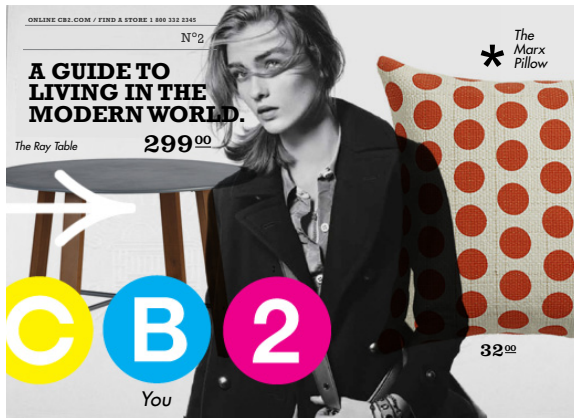
CREATED 3 CUSTOM CONSECUTIVE
SPREADS TO FEATURE CB2 AND
THEIR NEW PRODUCTS FOR SPRING.



CREDENTIALS /

about experience capabilities work

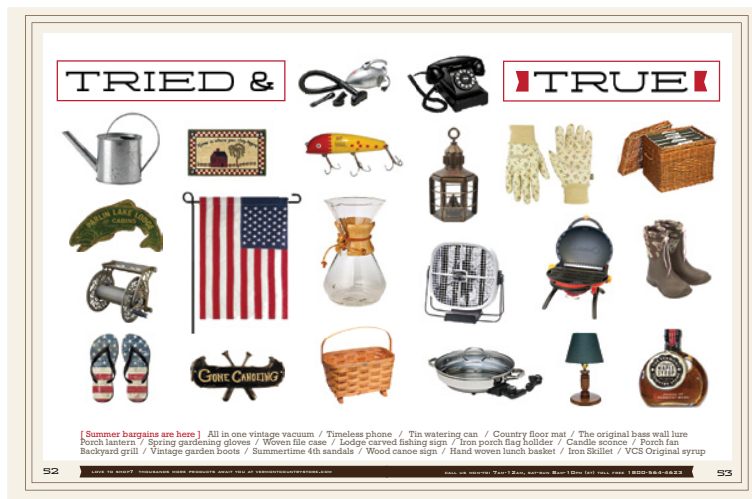
CLIENT: CB2
PROJECT /
SPRING PRINT
TAKEOVER CONCEPT /



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 MACHINES

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 FINE, 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 MODELS. 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

40 GROUP 5 SERIES SEDAN 7 SERIES SEDAN

20 ROADSTER X3 SPORTS ACTIVITY VEHICLE X5 SPORTS ACTIVITY VEHICLE

merge

THE INTERSECTION OF FASHION AND MOBILITY

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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
BASIC



CREDENTIALS /

about experience capabilities **work**

THE BEAUTY OF

CLIENT: GAP
PROJECT /

FALL BRAND CAMPAIGN /



CREDENTIALS /

about experience capabilities work

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



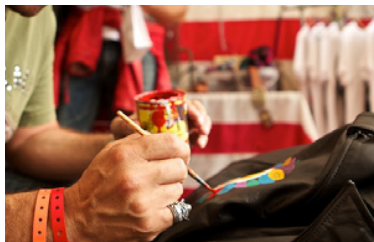
CREDENTIALS /

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



2:47 / 5:55

CC YouTube

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 /

