

CREDENTIALS /

TOMMY RIDDLE
BRANDING /



CREDENTIALS /

TOMMY RIDDLE
BRANDING /

Art DRIVES HUMAN EMOTION. EMOTION DRIVES HUMAN BEHAVIOR. DATA IS NEAT AND ORDERLY. IT MAKES PEOPLE FEEL SAFE. ART IS UNRULY. IT MAKES PEOPLE FEEL NERVOUS. BUT HERE'S THE THING - ONLY ART HAS THE POWER TO TRULY MOVE PEOPLE. THE WRITING IN THE DECLARATION OF INDEPENDENCE: ART. MARTIN LUTHER KING'S "I HAVE A DREAM" SPEECH: ART. THE VERY FIRST WILLIE G. DAVIDSON MOTORCYCLE. THE PORSCHE 911 AND THE APPLE IPOD, ART. EVERY IDEA THAT'S EVER CHANGED A BRAND'S DESTINY OR INSPIRED MASSES OF PEOPLE TO ACTION: ART. YEARS OF WORKING WITH SOME OF THE WORLD'S MOST ICONIC BRANDS HAS TAUGHT ME ONE THING: IF YOU HAVE BIG AMBITIONS, YOU NEED MORE THAN ANTIQUATED DATA. YOU NEED TO CREATE SOME MAGIC. SOME MAJOR ATTRACTION TO YOUR BRAND. SOME Art.

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

Retail

Wrangler
Nordstrom
Timberland
Keds
CB2
Orvis
L.L. Bean
Lands' End
Vermont
Country Store

Entertainment:

MTV
MTV2
UFC
Versus

TOMMY RIDDLE
BRANDING /

Beverage:

Sierra Nevada
Bells Brewing
Lucid Brewing

CREDENTIALS /

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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 /

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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

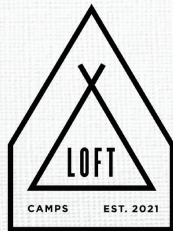
Product Development

Retail Environments and Displays

Packaging

CREDENTIALS /

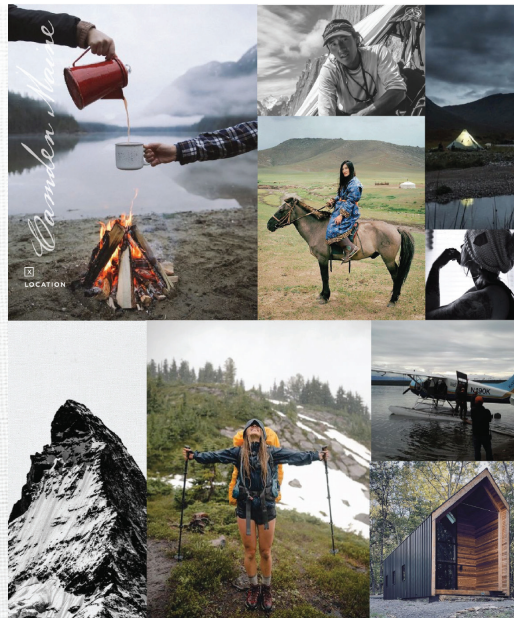
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CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /



LUXE LOFT & TENT CAMPS

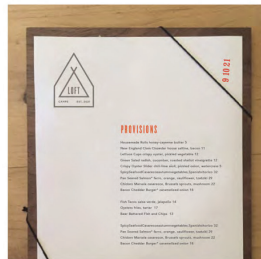


LOFT
CAMP



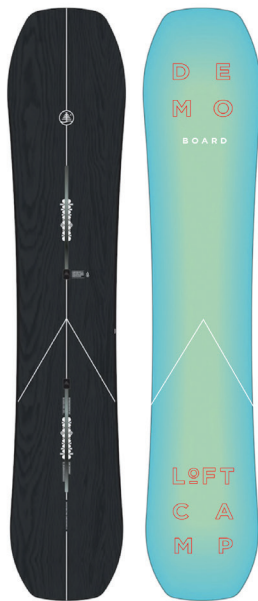
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CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /



CREDENTIALS /

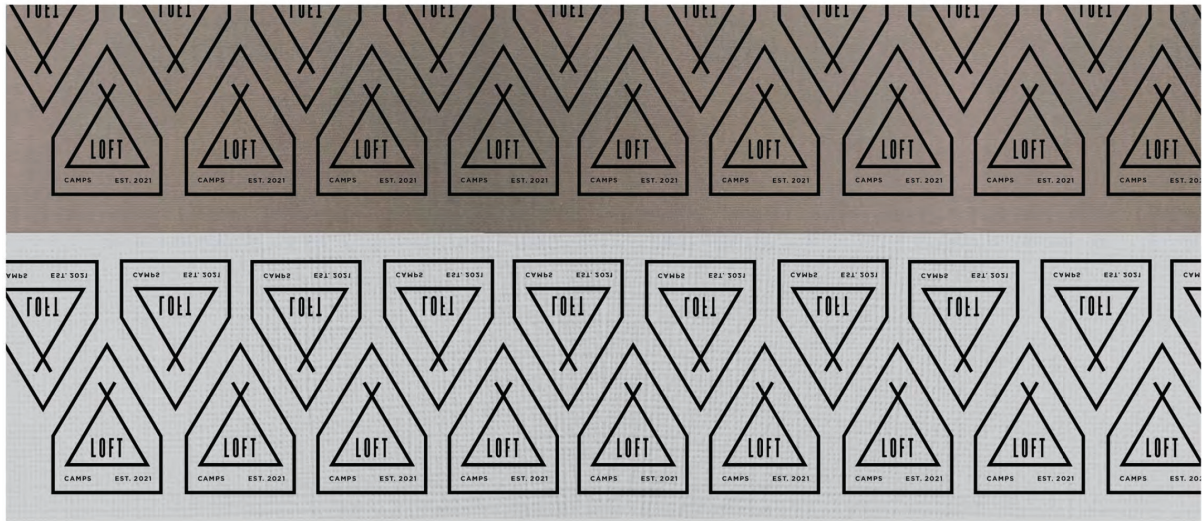
CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /



CREDENTIALS /

CLIENT: DESTINATION
CAMPS LLC
PROJECT /

LOFT CAMP LAUNCH /



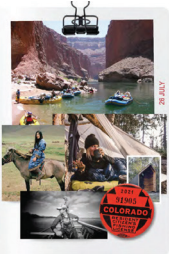
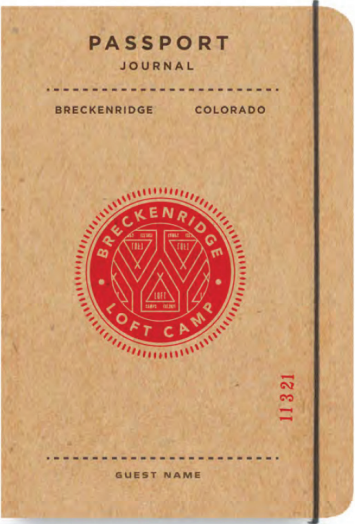
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CLIENT: DESTINATION
CAMPS LLC
PROJECT /
LOFT CAMP LAUNCH /



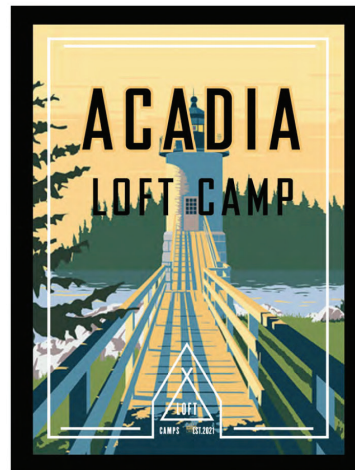
CREDENTIALS /

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

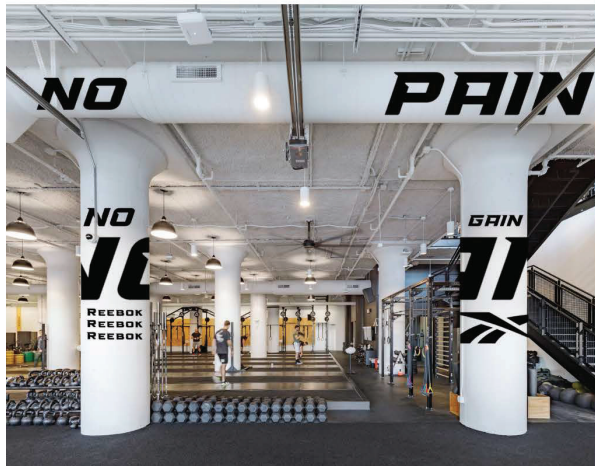
RBK 

LOGO MARK

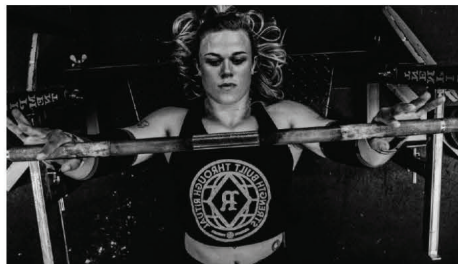
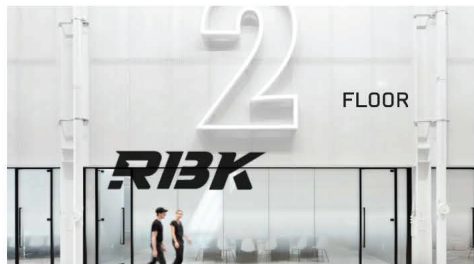


CREDENTIALS /

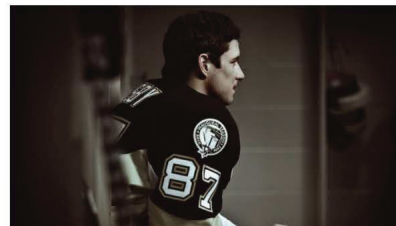
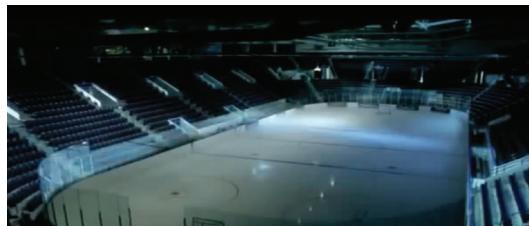
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PROJECT /
REEBOK HOCKEY RETAIL /



CREDENTIALS /

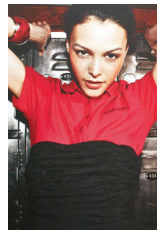
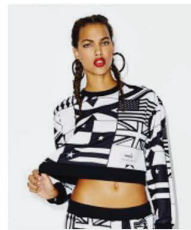
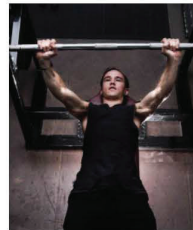


CLIENT: REEBOK
PROJECT /
REEBOK HOCKEY RETAIL /



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 /

G.H. BASS & CO.

[REDACTED]

 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.

[REDACTED]

GENUINE SINCE 1876

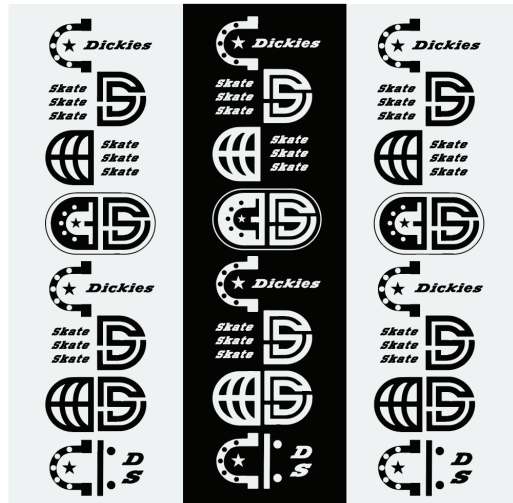
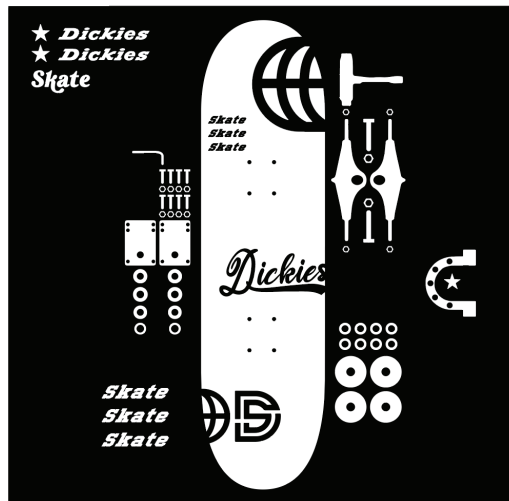
CREDENTIALS /

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

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

THE LAST FACE
DIRECTED BY SEAN PENN / JAVIER BARDEM CHARLIZE THERON

12 YEARS A SLAVE ★★★★★
DIRECTED BY STEVE MCQUEEN
CHINEMEL EJOFOR LUPITA NYONG'O MICHAEL FASSBENDER

INTO THE WILD ★★★★★
DIRECTED AND WRITTEN BY SEAN PENN
EMILE HIRSCH MARCIA GAY HARDEN WILLIAM HURT

A MONSTER CALLS ★★★★★
DIRECTED BY J.A. BAYONA
LOAN HEZSON FELICITY JONES SIOBHEAN WEAVER

LUSTR CAUTION ★★★★★
DIRECTED BY ANG LEE / TONY CHOW-HAI LEUNG WEE TANG

BROKEBACK MOUNTAIN ★★★★★
DIRECTED BY ANG LEE
HEATH LEDGER JAKE GYLLENHAAL

WILD ★★★★★ "A TRUE WORKHORSE"
DIRECTED BY JAM-MARC VALLEE
KEVIN SPACEY MICHELLE WILLIAMS ANNE HATHAWAY

FAIR GAME ★★★★★
DIRECTED BY ROBERT ALTMAN
MELISSA LEONARDI KELLER MURRAY HARRIS LISA VINGBERG MADSEN KEVIN KLINE JOHN CUSACK

CHICAGO 10 ★★★★★
DIRECTED AND WRITTEN BY BRETT MORSEN
BANK AZARA NICK NOBLE LEY SCHREIBER MARK RUFFALO

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

THE RUNAWAYS ★★★★★
DIRECTED BY FLORIA SIGISMUND
WRITTEN BY JEFF BUTTERWORTH
KRISTEN STENKIST DANIELA FANNING MICHAEL SCHANNIN

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**

20 YRS. CONGRATS

INTO THE WILD
Screenplay and directed by Sean Penn

Emile Hirsch
Marcia Gay Harden
William Hurt
Jetta Mulino
Catherine Keener
Brian Dierker
Vincent Vaughn
Zach Galifianakis
Kristen Stewart
Hal Holbrook

6 10 23 **RIVER ROAD ENTERTAINMENT**




BILL POHLAD
RIVER ROAD ENTERTAINMENT

CELEBRATING 20 YEARS JUNE 10

RIVER ROAD ENTERTAINMENT

MEET BILL POHLAD / PARKWAY THEATER

ACADEMY AWARD WINNING FILMS

7 PM **8 PM**

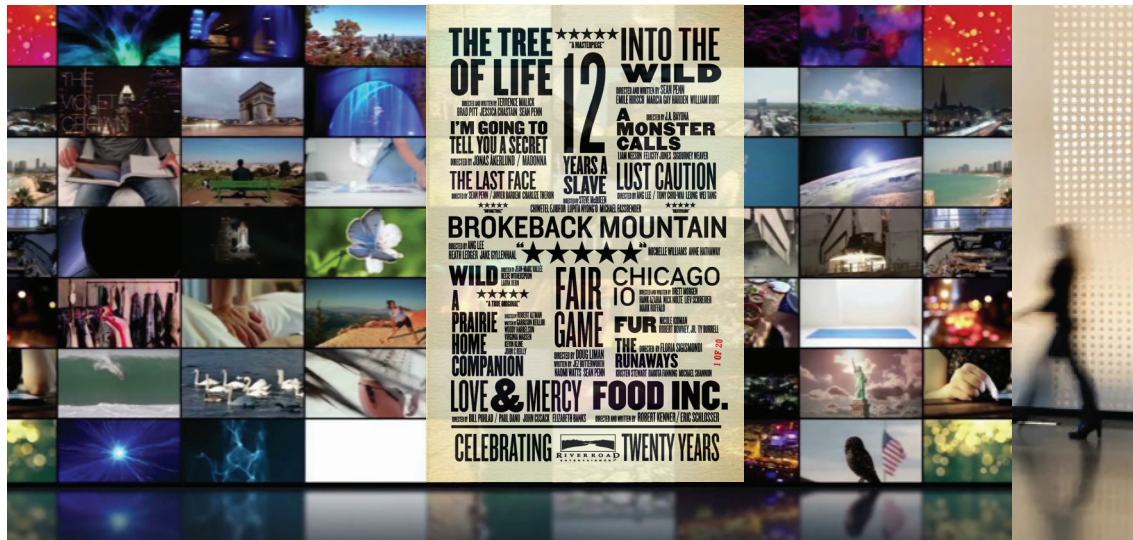
COCKTAILS AND HORS D'OEUVRES BEGIN AT 8 PM. YOU ARE INVITED.

SHOWING ALL 16 FILM TRAILERS

No 212434567

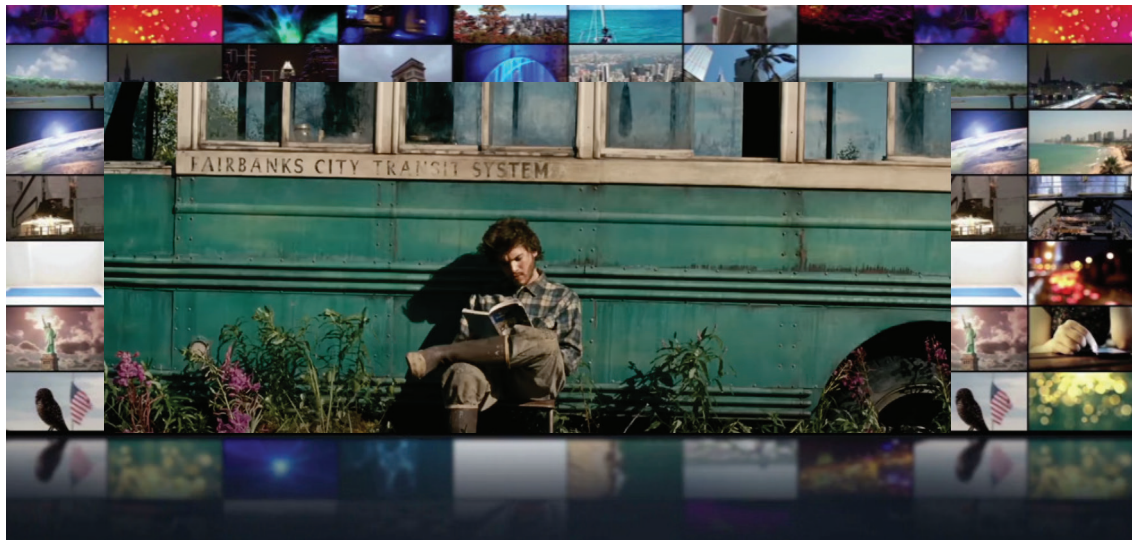
CREDENTIALS /

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



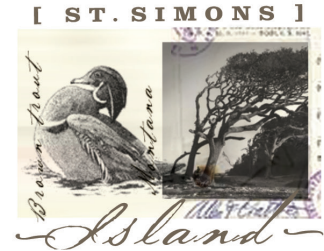
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CLIENT: RIVER ROAD
ENTERTAINMENT
PROJECT /
20 YEAR ANNIVERSARY
LIVING DIGITAL WALL /



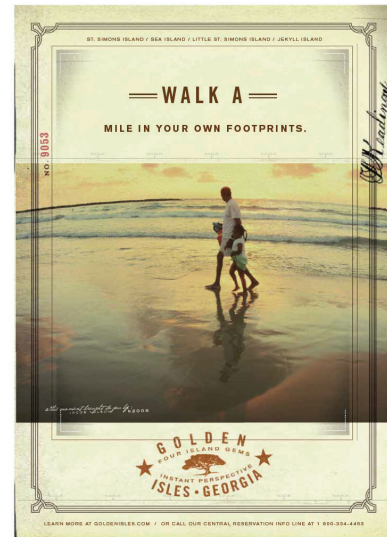
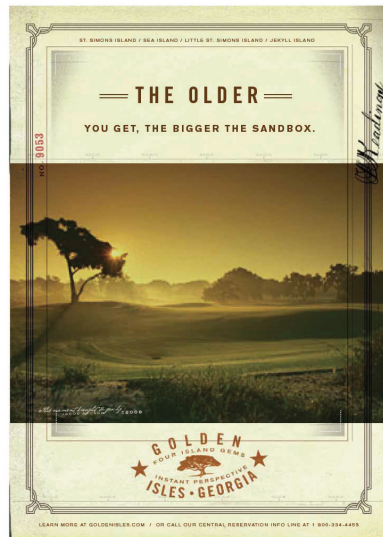
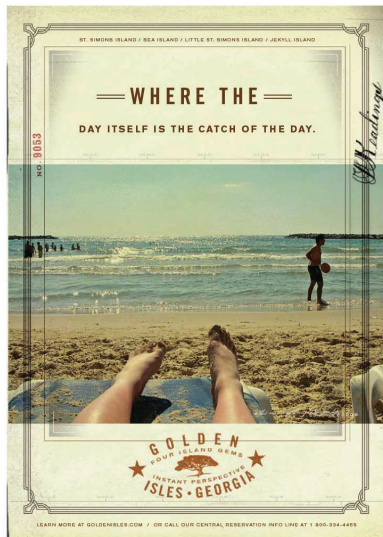
CREDENTIALS /

CLIENT: GOLDEN ISLES
GEORGIA
PROJECT /
BRAND CAMPAIGN /



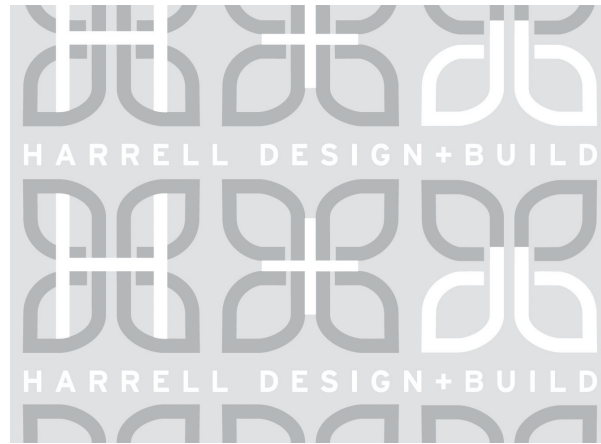
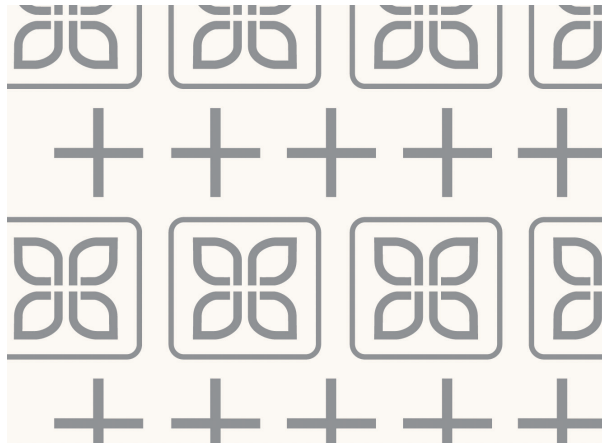
CREDENTIALS /

CLIENT: GOLDEN ISLES
GEORGIA
PROJECT /
BRAND CAMPAIGN /



CREDENTIALS /

CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
BRAND IDENTITY /



CREDENTIALS /

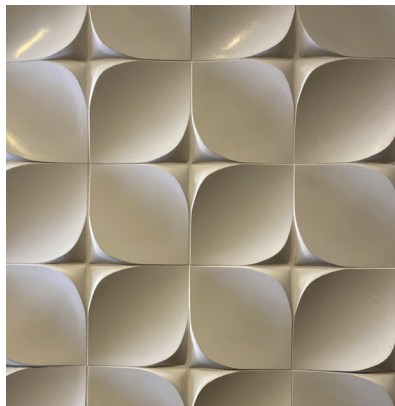


CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
BRAND IDENTITY /



CREDENTIALS /

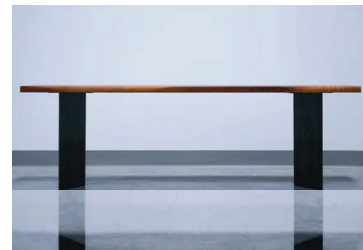
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DESIGN+BUILD
PROJECT /
BRAND IDENTITY /



CREDENTIALS /

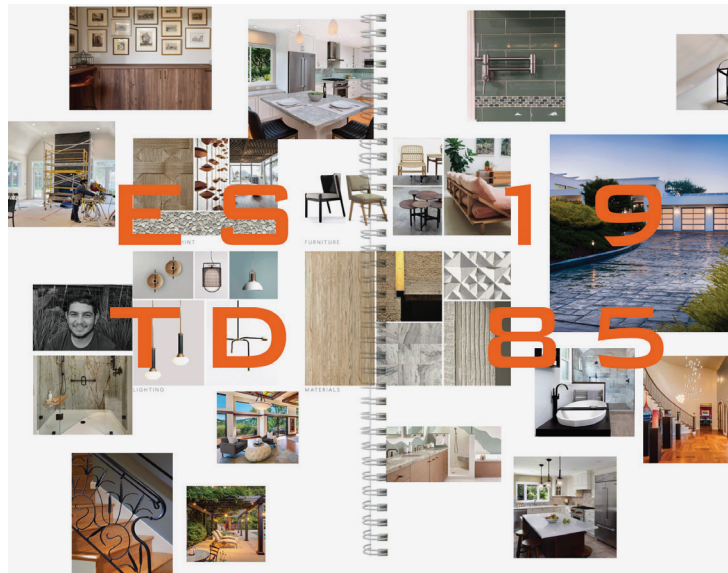
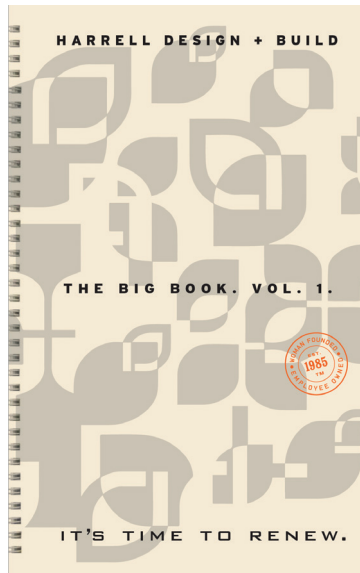


CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
BRAND IDENTITY /



CREDENTIALS /

CLIENT: HARRELL
DESIGN+BUILD
PROJECT /
BRAND IDENTITY /



CREDENTIALS /

CLIENT: MOONLIGHT
BASIN RESORT
PROJECT /
BADGE LOGO
IDENTITY /



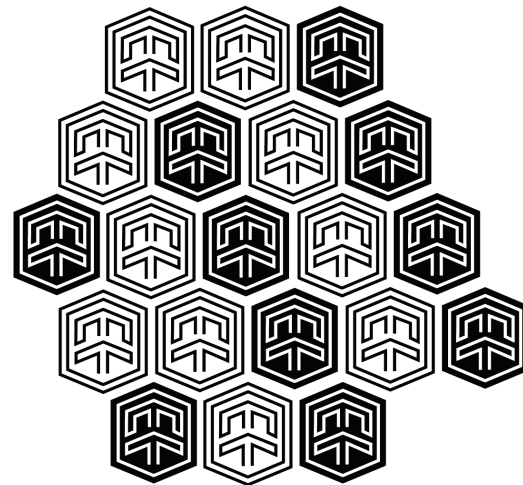
CREDENTIALS /

CLIENT: MOONLIGHT
TAVERN BIG SKY
PROJECT /
IDENTITY /



CREDENTIALS /

CLIENT: MOONLIGHT
TAVERN BIG SKY
PROJECT /
IDENTITY /



CREDENTIALS /

CLIENT: MOONLIGHT
TAVERN BIG SKY
PROJECT /
IDENTITY /



CREDENTIALS /

CLIENT: MOONLIGHT
TAVERN BIG SKY
PROJECT /
IDENTITY /



CREDENTIALS /

CLIENT: BAUER HOCKEY
PROJECT /
NHL STORE MURALS /

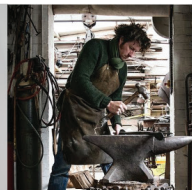


CREDENTIALS /

ALL FIT. NO QUIT.

THIS IDEA IS ALL ABOUT THE ENDURING TOUGHNESS AND BULLETPROOF DURABILITY OF DICKIES WORKWEAR. DICKIES HAS BEEN HARD AT WORK FOR 96 YEARS AND COUNTING. HARD AT WORK FOR THOSE HARD AT WORK. DICKIES. ALL FIT. NO QUIT.

CLIENT: DICKIES
PROJECT /
BRAND
CAMPAIGN /



CREDENTIALS /

CLIENT: DICKIES
PROJECT /
BRAND
CAMPAIGN /



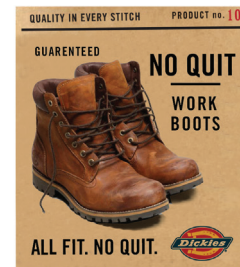
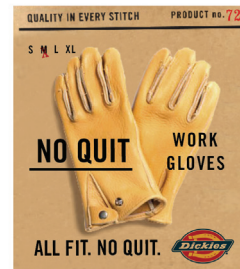
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CLIENT: DICKIES
PROJECT /
BRAND
CAMPAIGN /



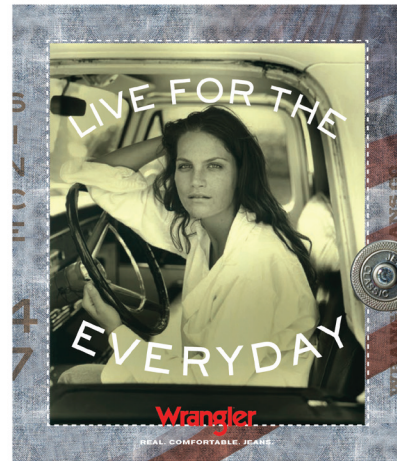
CREDENTIALS /

CLIENT: DICKIES
PROJECT /
BRAND
CAMPAIGN /



CREDENTIALS /

CLIENT: WRANGLER
PROJECT /
WOMENS CAMPAIGN /



CREDENTIALS /

CLIENT: PORSCHE
PROJECT /
EVENT WORK /



CREDENTIALS /

LE MANS

3 WEEKS OF THRILL **PORSCHE** **PORSCHE MINNEAPOLIS**

CLIENT: PORSCHE
PROJECT /
EVENT WORK /

LE MANS

3 WEEKS OF THRILL **PORSCHE** **PORSCHE MINNEAPOLIS**

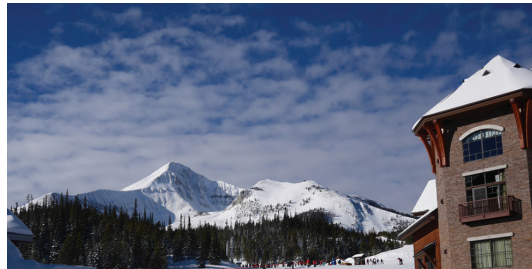
CREDENTIALS /



CLIENT: PORSCHE
PROJECT /
EVENT WORK /



CREDENTIALS /



CLIENT: BIG SKY
PROJECT /
TOWN CENTER
LOGO /



CREDENTIALS /

CLIENT: LEE JEANS
PROJECT /
WOMENS JEANS
BRANDING /



CREDENTIALS /

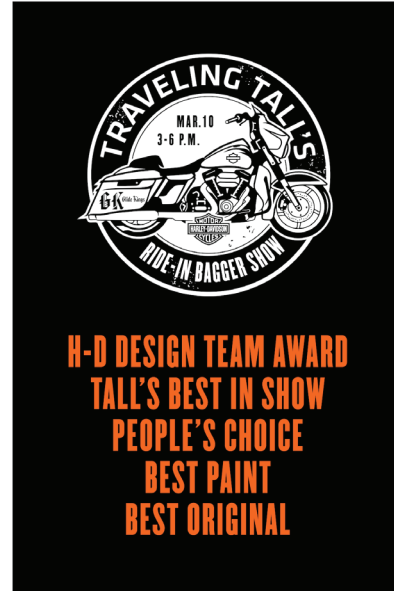


CLIENT: BIG SKY RESORT
EMERGENCY ASSISTANCE
PROJECT /
BRAND ID /



CREDENTIALS /

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



CREDENTIALS /

THE ORIGIN OF MODERN ELEVATED LIVING >

BEGINS

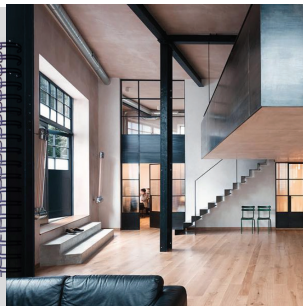
04/025

ORIGIN

CLIENT: ORIGIN
WASHINGTON D.C.
PROJECT /
BRAND BOOK /

This is for those who expect more than the expected when it comes to the place they live, twenty-two stories located at the intersection of urban excitement and quiet neighborhood streets. Here, you can tap into a wealth of restaurants, shopping, and nightlife right outside your door. And the heart of the city is just minutes away. Yet you can live in a place that lets you rise far above the hustle and bustle of the day. Unlimited access to experiences. unexpected luxury. Unmistakable style.

ORIGIN. UNBOUND.



UNMISTAKABLY
FORWARD



DETAILS, DETAILS.

CREDENTIALS /

CLIENT: HARLEY-DAVIDSON
PROJECT /
HERITAGE RACING APPAREL /



CREDENTIALS /

CLIENT: CURURCH
OF BEER VERMONT
PROJECT /
NAMING AND
LOGO IDEAS /



CREDENTIALS /

CLIENT: SIMMS FISHING
PROJECT /
G4 PRODUCT
LAUNCH BRANDING /



SIMMS®

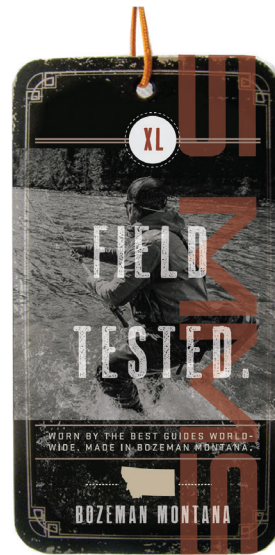
CLASSIC SIMMS

SIMMS®

TECHY SIMMS

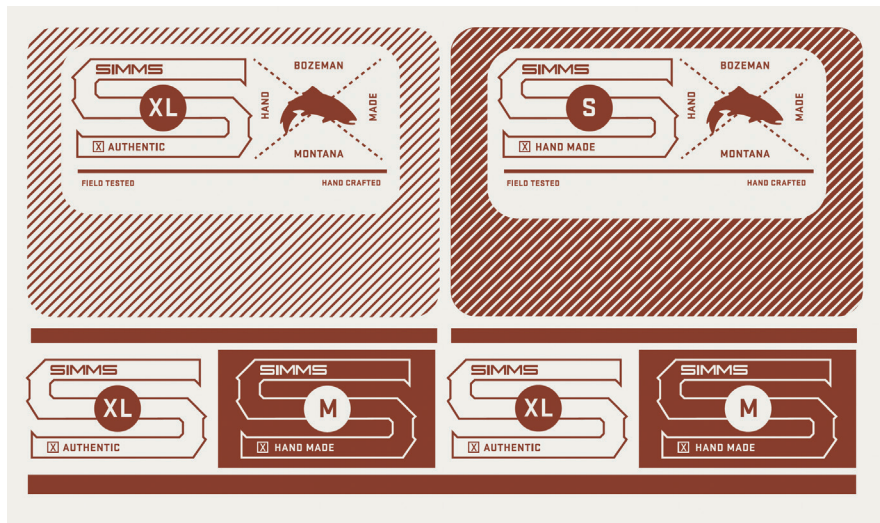
CREDENTIALS /

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 /



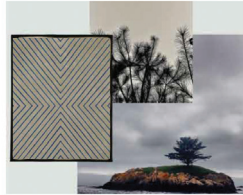
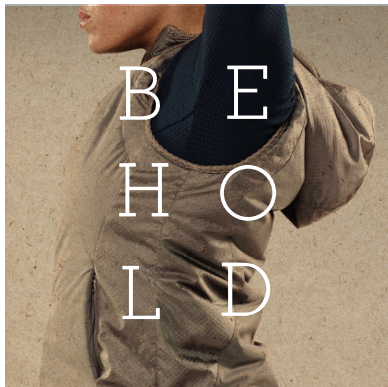
CREDENTIALS /

CLIENT: ANGELA ADAMS
PROJECT /
BRAND LOOK BOOK /



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PROJECT /
BRAND LOOK BOOK /



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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.



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CLIENT: FOOTJOY GOLF
PROJECT /
McILROY
RETAIL BRANDING /



CREDENTIALS /

CLIENT: MOONLIGHT BASIN
PROJECT /
RESTAURANT ID /



HUDSON NY

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
MOONLIGHT BASIN *Bistro and Bar* **BISTRO AND BAR**

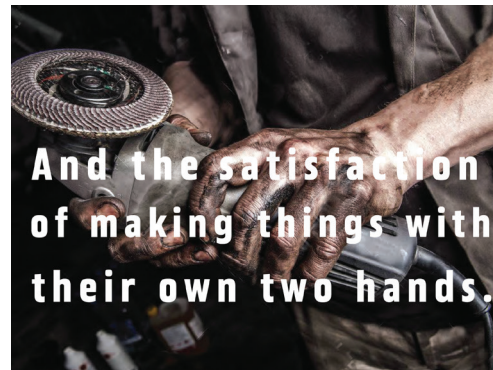
CREDENTIALS /

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



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PROJECT /
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ORIGINAL INNOVATORS
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OUTDOOR
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ULTRA LIGHT DOWN



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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





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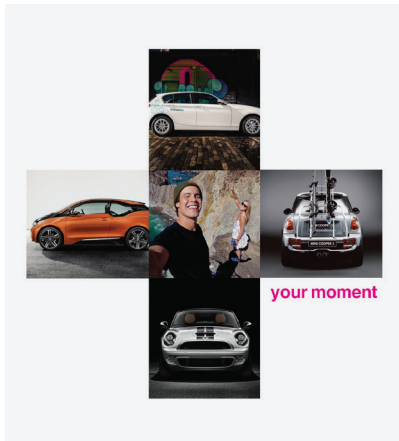


EVERY POSSIBLE ADVENTURE

PACK FOR

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CLIENT: BMW
PROJECT /
BMW / MINI RIDE
SHARING BRANDING /



GETTING THERE
IS TWICE THE FUN.

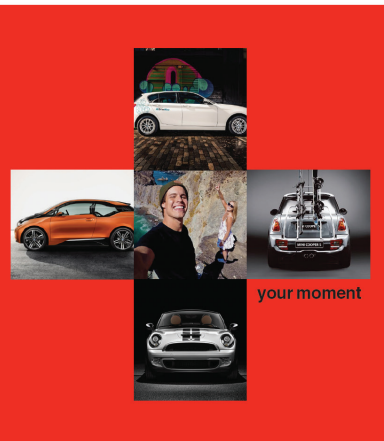
TAKE ANY CAR, ANY
TIME, ANYWHERE.

#plusyourmoment



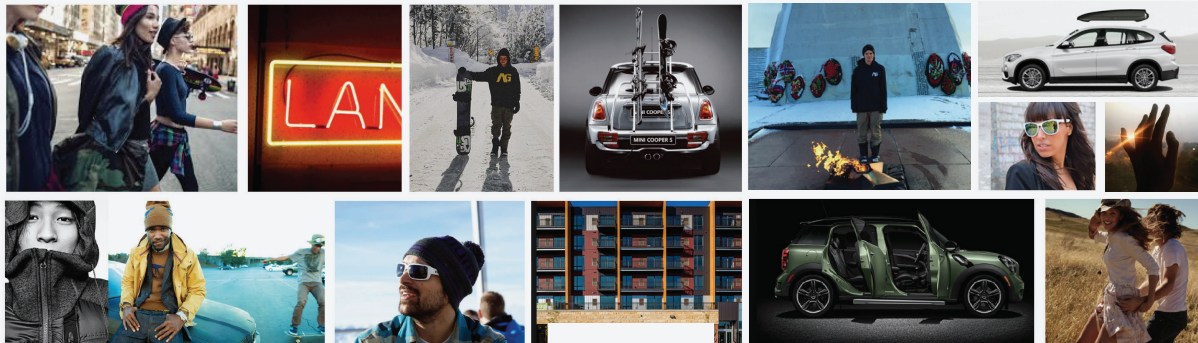
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Car
Sharing

Fast, simple, easily affordable with cars you'll love to drive. A low one-time membership fee gets you 24-hour access to BMW's and Mini Coopers by the minute, hour, day or more. No annual fees, no insurance to buy, no one-way trip fees. Just locate the ride you want on the app and go.



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PROJECT /
BMW / MINI RIDE
SHARING BRANDING /



CREDENTIALS /

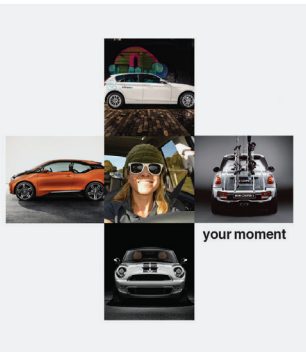
CLIENT: BMW
PROJECT /
BMW / MINI RIDE
SHARING BRANDING /

**PURSUE YOUR
PASSIONS WITH
A LITTLE MORE
PASSION.**
**TAKE ANY CAR, ANY
TIME, ANYWHERE.**
#plusyourmoment



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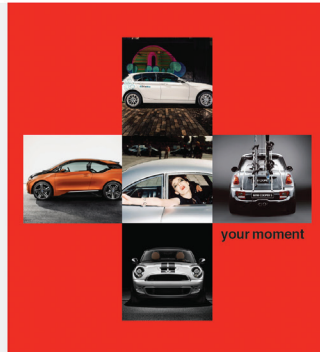
your moment

SHARING.
IT'S GOOD CARMA.
**TAKE ANY CAR, ANY
TIME, ANYWHERE.**
#plusyourmoment



Drive Now
Car
Sharing

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your moment

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CLIENT: MOUNTAIN TOP
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Colorado
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CLIENT: MOUNTAIN TOP
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PROJECT /

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DEVELOPMENT
IDENTITY IDEAS /



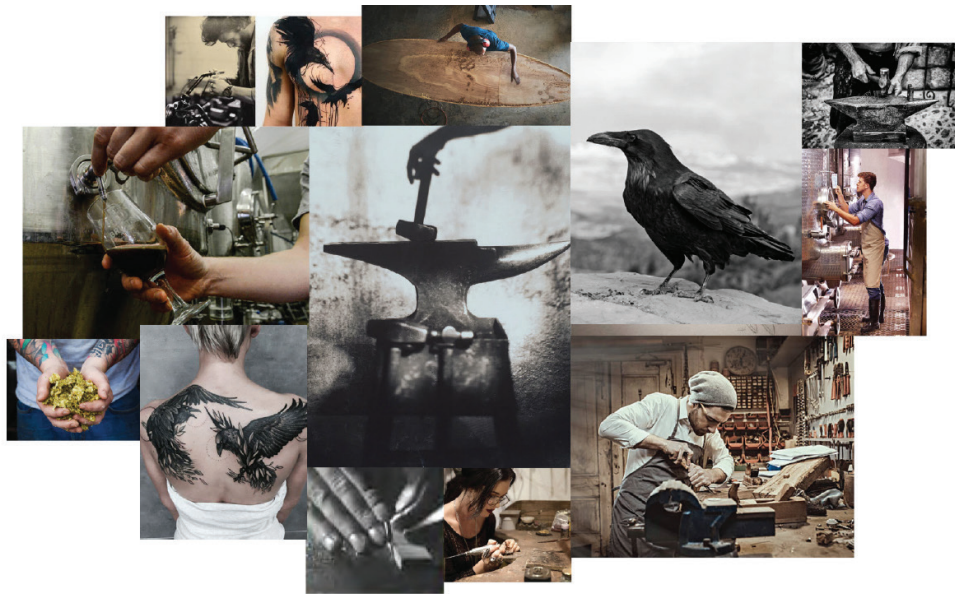
CREDENTIALS /

CLIENT: BLACK FLANNEL
BREWING & DISTILLING
PROJECT /
BRAND LAUNCH /



CREDENTIALS /

CLIENT: BLACK FLANNEL
BREWING & DISTILLING
PROJECT /
BRAND LAUNCH /



CREDENTIALS /

CLIENT: BLACK FLANNEL
BREWING & DISTILLING
PROJECT /
BRAND LAUNCH /

Distilling Co.

1
2
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0Z



BLACK FLANNEL
DISTILLING

Small  *Batch*



I
P
A

BLACK FLANNEL
BREWING CO.

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PROJECT /
BRAND LAUNCH /

