



## Portfolio of Work

## Dude Ranchers' Association, Cody, WY



Re-branding for the Dude Ranchers' Association, Cody Wy. The Dude Ranchers' Association was formed in 1926 to preserve the special way of life and the wonderful environment in which dude ranching takes place. The DRA markets and represents over 100 ranches in the United States.



Letterhead & Business Cards



THE DUDE RANCHERS' ASSOCIATION

Established 1926

Old Logo created in the 80's. Updated to a more modern feel and concept.

## Print & Web Advertising



## Fulfillment Brochure



Display Items



## *Together for Life: Increasing Seat Belt Use in Rural Utah, State of Utah*



The Utah Department of Public Safety's Highway Safety Office is engaged in a pilot project to address the significant disparities that exist between urban and rural rates of seat belt use among citizens of Utah. The Together for Life Project seeks to improve rural traffic safety and reduce injuries and fatal car crashes.

This was more of a informative project for education. No letterhead and business cards where developed at this time. A complete style guide was supplied for how to properly utilize the logo in a variety of issues.

### Print Media



Old Logo: We update the logo to stand for more than just seat belt use. So it could be used in other traffic safety issues

### Comprehensive 3 ring binder for prevention leaders to utilize



### Style Guide



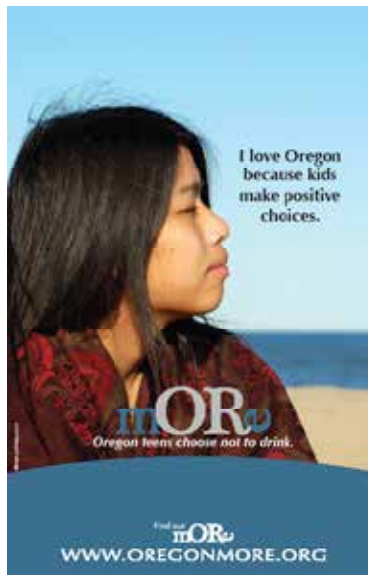
## Oregon mORe, Oregon Health Authority, State of Oregon



A statewide effort to reduce teenage alcohol use. The Oregon mORe Projects' goal is to reveal concern and hope about underage drinking in order to promote meaningful change and transformation on this critical issue.

This was a comprehensive campaign to address underage drinking. Started with a logo concept then developed to print/web media and a complete educational piece to help guide the community leaders in delivering the message to the public. A complete style guide was supplied for how to properly utilize the logo in a variety of issues.

Print & Web Advertising



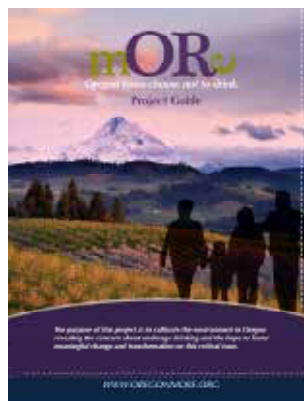
Variety of logo color concepts where provided



Logo with tag line



Comprehensive 3 ring binder for prevention leaders to utilize







Karlae Hansen  
Owner/Designer



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*devils in the details.*

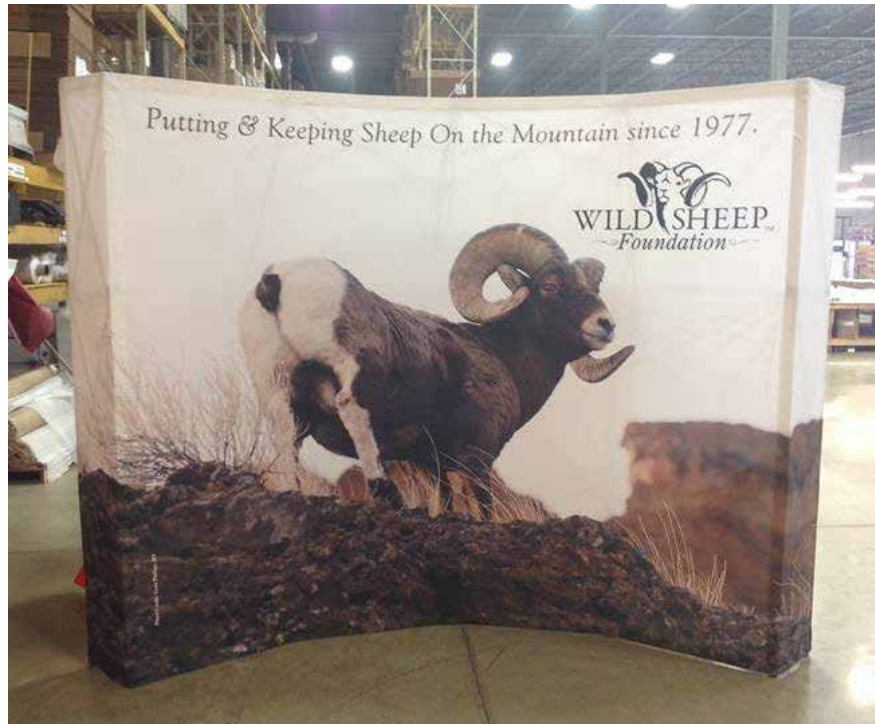


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## Display Booths



## Package Design



## Larger Brochure/Catalog With Folder Pockets





Print Advertising

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Give us a call so we can provide you with a complete reference list and information.



*Vic* **PAYNE**



*Sunrise on the Canadian*  
Ltd. Ed. 35  
29 1/4"H x 17"L x 12 1/2"D

*Vic will be at the  
following venues:*

Santa Fe Indian Market  
Mountain Trails Fine Art  
August 18 - 19, 2017  
Vic will be in the gallery all day

Buffalo Bill Art Show & Sale debuting  
"Sunrise on the Canadian" by Vic Payne  
Buffalo Bill Center of the West  
Friday, September 22, 2017 at 6:00 PM

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Logo, book cover design and advertising

