

Re-Branding Every Year

Annual American Public Workers Association Western Snow & Ice Conference and National Snow Roaddeo

For 20 years we have put the "oh" in the graphics for this annual conference. We receive a theme, and from just that we design the branding for the year that includes a new color palette, a freshly designed 16-page brochure layout with copy editing, a program and sponsor contact magazine, email invites, magazine and newsletter ads, guest passes, name tags, and large signage at the event. Below are just some of these items.

- ✓ Branding
- ✓ Large Signage
- ✓ Print & Web Design
- ✓ Copy Editing
- ✓ Email Marketing

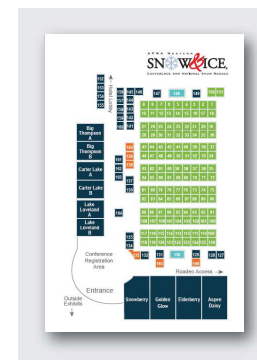
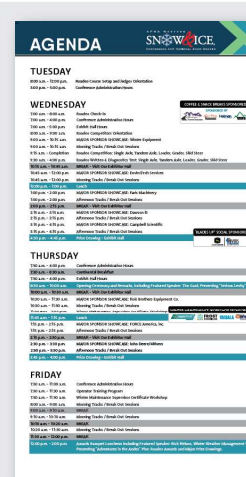
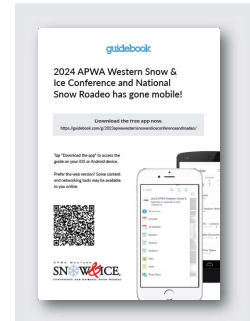
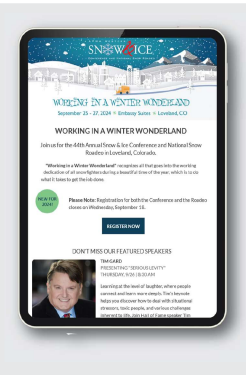
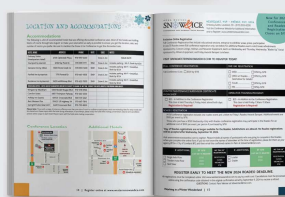
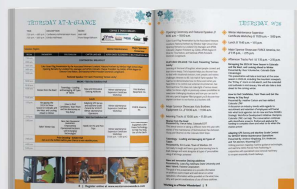
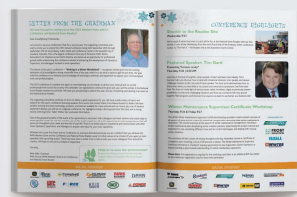
Challenges Solved

- Original logo was large and chaotic with no clear area of focus — and varied year to year.
- Brochure design and graphics in previous years were boring — especially the covers.
- They used to hire multiple people. Now they hire one and get it done on time and at or below budget.

OLD COVERS



H2OH MARKETING TAKES OVER - SAMPLING OF NEW COVERS



SAMPLING OF OLD "LOGO" USE



NEW REDESIGNED LOGO

