



**Katie Simpson**



## Assignment

Find a company that's in need of a rebrand. Do research on the company and develop a campaign.

### Requirements:

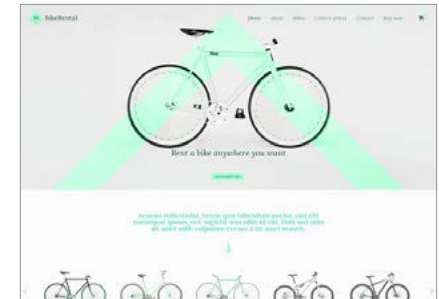
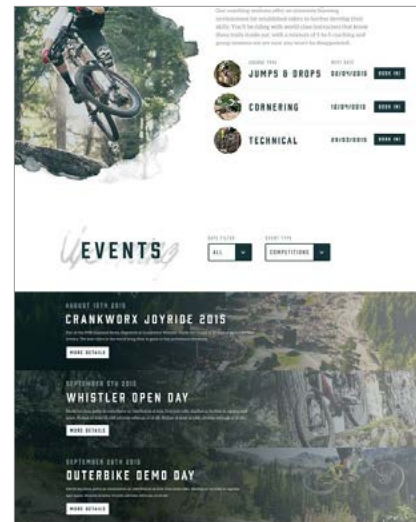
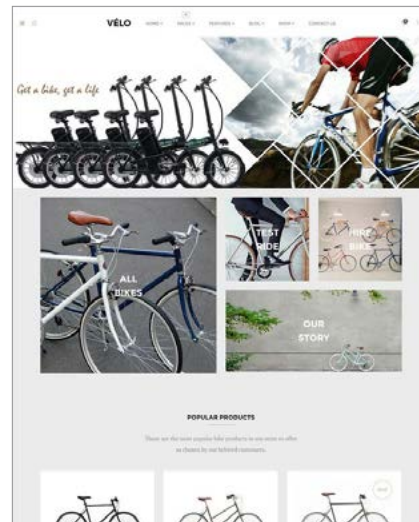
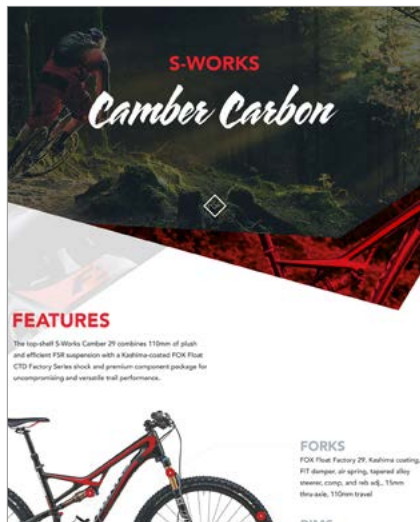
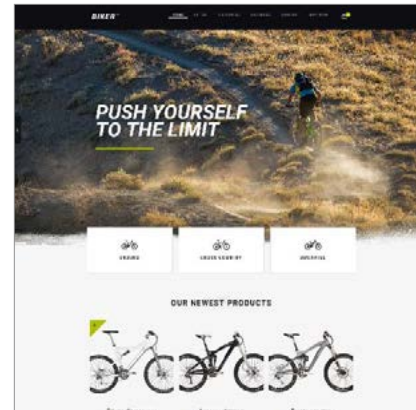
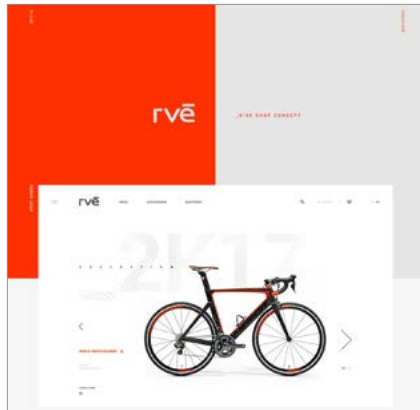
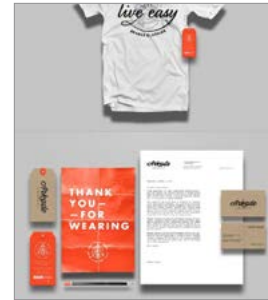
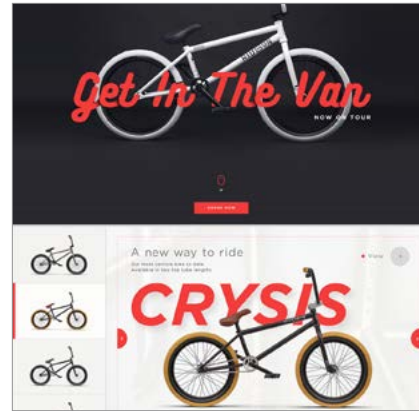
- Logo
- Stationary
- Website: home and interior page
- 3 magazine ads
- HTML email and landing page
- Building Signage
- 2 Unique applications

## Company Overview

Crooked River Bikes is a bike shop located in downtown Akron, OH. The shop name refers to the "Cuyahoga river" meaning "crooked river". Crooked River Bikes curates a selection of in stock bikes to fit the needs of any bicycle enthusiast. The bicycle shop also prides itself in helping people customize their bikes they already own.

## Crooked River Bikes

Katie Simpson | 330 949 7280 | [katie@katie-simpson.com](mailto:katie@katie-simpson.com)



Final

TITLE AND BODY | Acumin and Acumin Condensed

Thin <i>T Italic</i>	Extra Light <i>ExL Italic</i>	Regular <i>Italic</i>	Medium <i>M Italic</i>	Semibold <i>SB Italic</i>	Bold <i>B Italic</i>
Black <i>BK Italic</i>	Ultra <i>U Italic</i>				
Thin <i>T Italic</i>	Extra Light <i>ExL Italic</i>	Regular <i>Italic</i>	Medium <i>M Italic</i>	Semibold <i>SB Italic</i>	Bold <i>B Italic</i>
Black <i>BK Italic</i>	Ultra <i>U Italic</i>				

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1234567890'?"!"(%)[#{@}/&\<+÷×=>°©\$€£¥¢;,:,\*

Colors

343333

55b89e

eaeae8

Exploration

TITLE AND BODY

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Poppins  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Neuzeit Grotesk  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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Colors

f0493e

e45538

e1aa25

81caa0

7f3d97







ICON



MONOGRAM



LOGOTYPE



ABSTRACT



ROUGH

LOGO



ICON



LOGO



ICON



# SAVED YOU A SEAT



Check out our selection of saddles and find what fits your comfort level at [CrookedRiverBikes.com](https://CrookedRiverBikes.com). See where sitting can take you.

[CrookedRiverBikes.com](https://CrookedRiverBikes.com) | (330) 990-9300 | 21 Furnace St. #404-P, in Akron.

**CROOKED  
RIVER BIKES**

# WE CAN HANDLE IT



Get a grip! Check out [CrookedRiverBikes.com](https://CrookedRiverBikes.com) for a large selection of handlebar grips and tape. Customize your perfect ride.

[CrookedRiverBikes.com](https://CrookedRiverBikes.com) | (330) 990-9300 | 21 Furnace St. #404-P, in Akron.

**CROOKED  
RIVER BIKES**

**CROOKED  
RIVER BIKES**

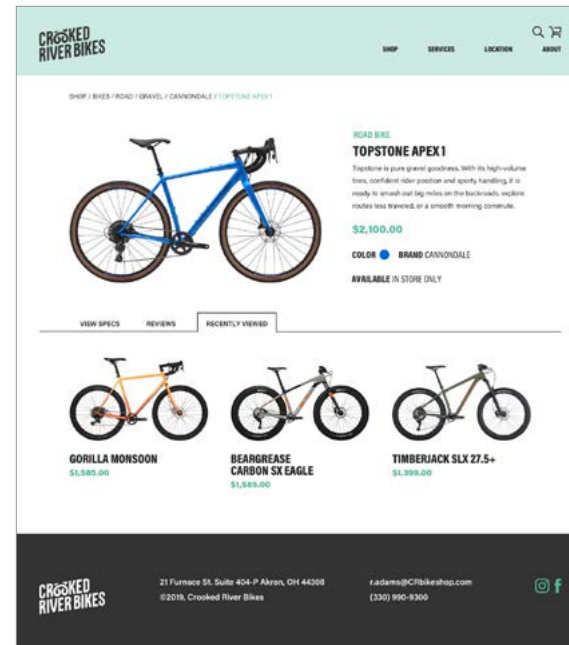
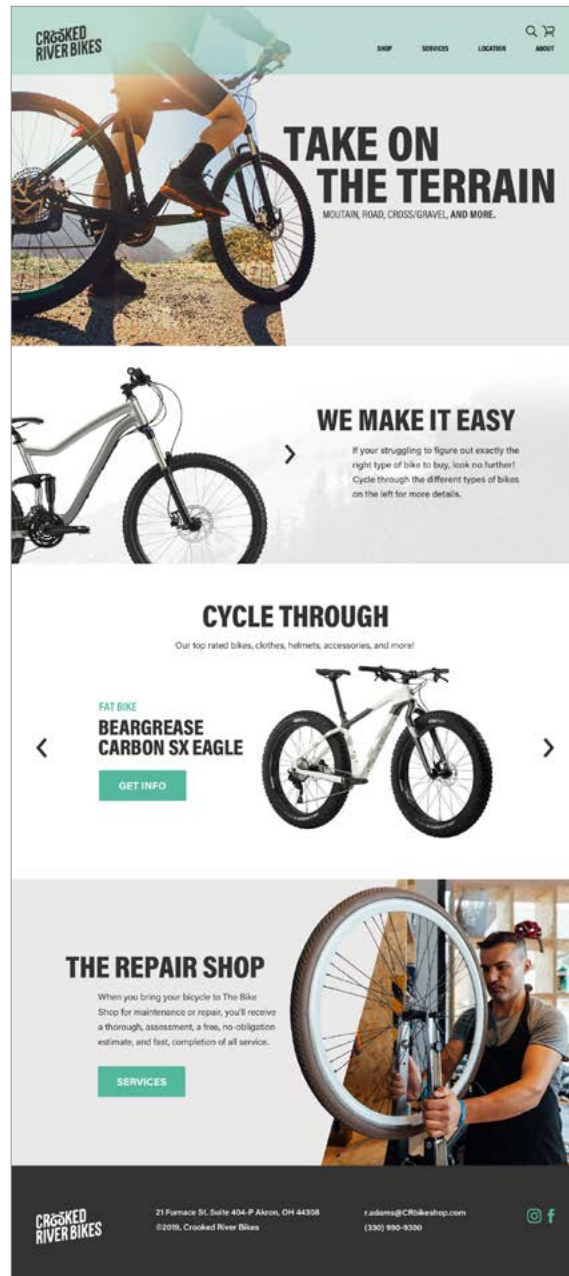
**STARTING TODAY**

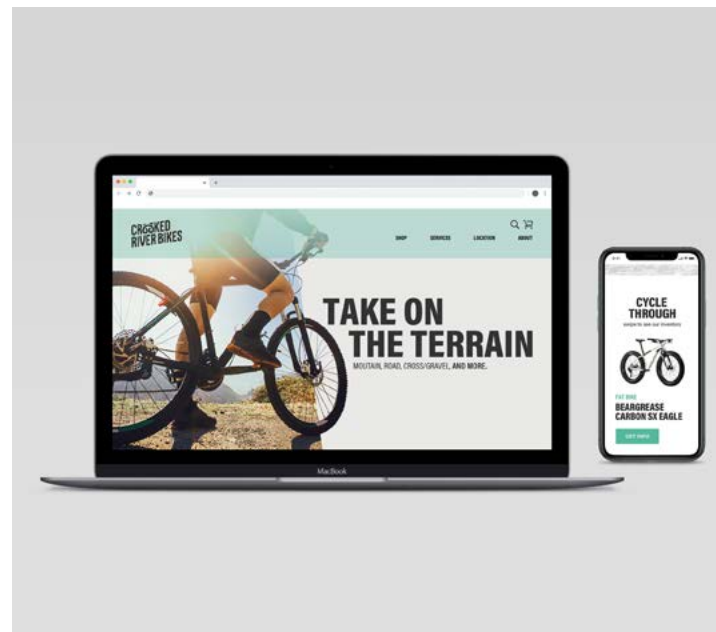
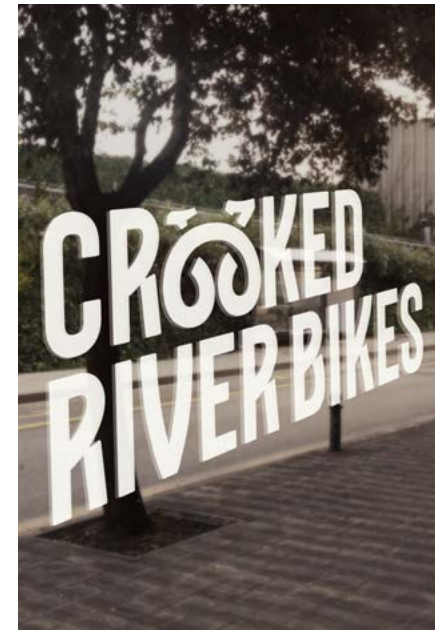
Get a 25% off online promocode on



**ENDS JAN. 12TH**

**GET PROMOCODE**









## Ocean CleanUp

Katie Simpson | 330 949 7280 | [katie@katie-simpson.com](mailto:katie@katie-simpson.com)

## Assignment

Find a cause for good and build a campaign around it. Focus on informing and convincing the audience why they should care about the casue.

### Requirements:

- Poster
- Transportaion application
- Website landing page
- 3 magazine ads
- Unique application

## Company Overview

The Ocean CleanUp is an organization working to eliminate 50% of the plastic from the Great Pacific Garbage Patch in the next 5 years. This campaign for good is working with The Ocean CleanUp to inform people of how serious the plastic epidemic is. It also hopes to persuade its viewers to use less plastic and to reach out and help.





Final

TITLE AND BODY | Open Sans and Bodoni

Light	Regular	Semibold	<b>Bold</b>	<b>Extrabold</b>
<i>L Italic</i>	<i>R Italic</i>	<i>SB Italic</i>	<i>B Italic</i>	
Roman	<b>Bold</b>	<b>Poster</b>		
<i>R Italic</i>	<i>B Italic</i>			

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Ww Xx Yy Zz

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Colors

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Exploration

TITLE AND BODY

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Baskerville  
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Colors

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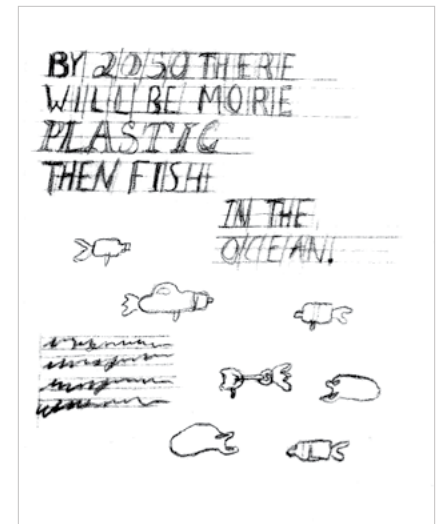
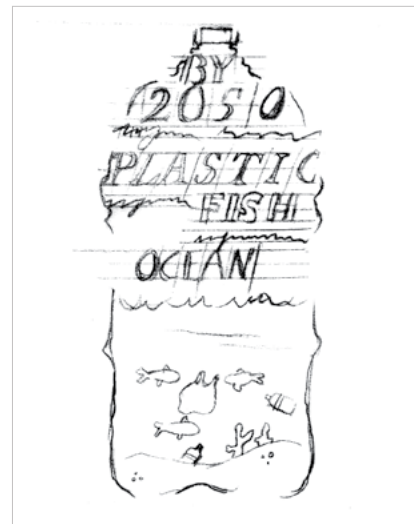
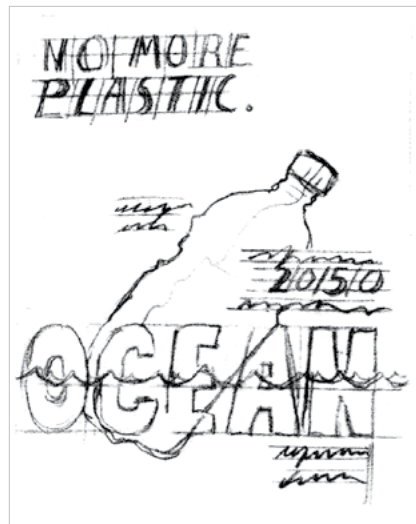
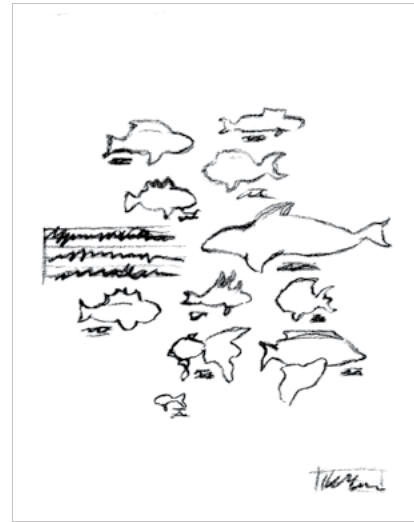
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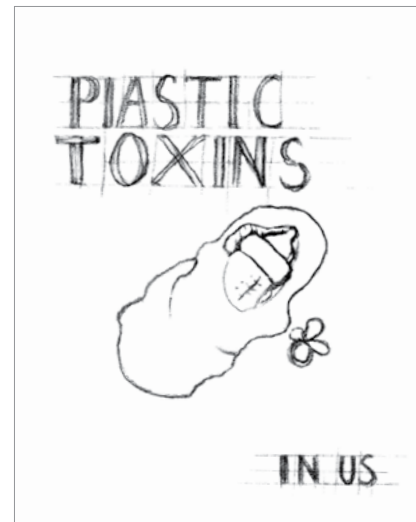
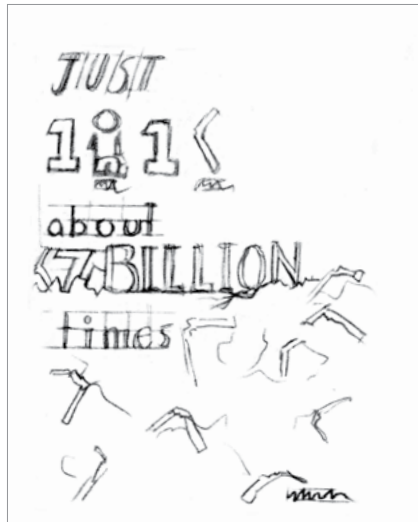
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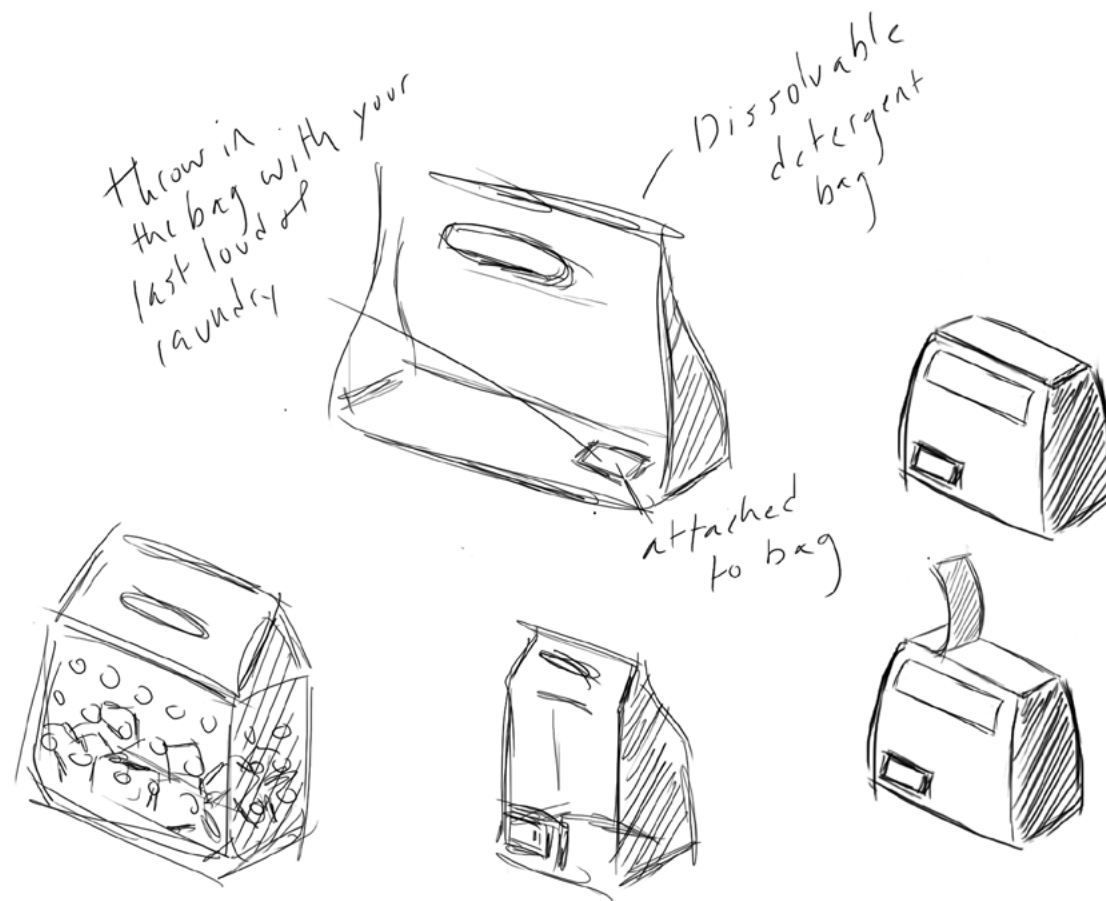
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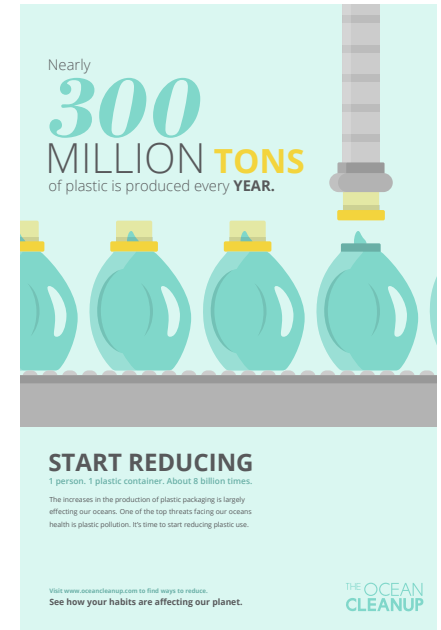
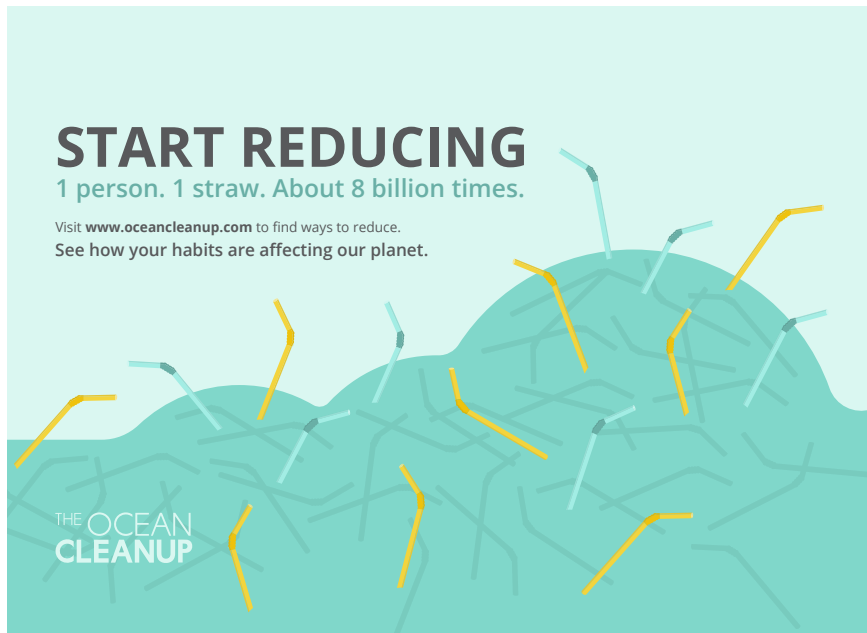
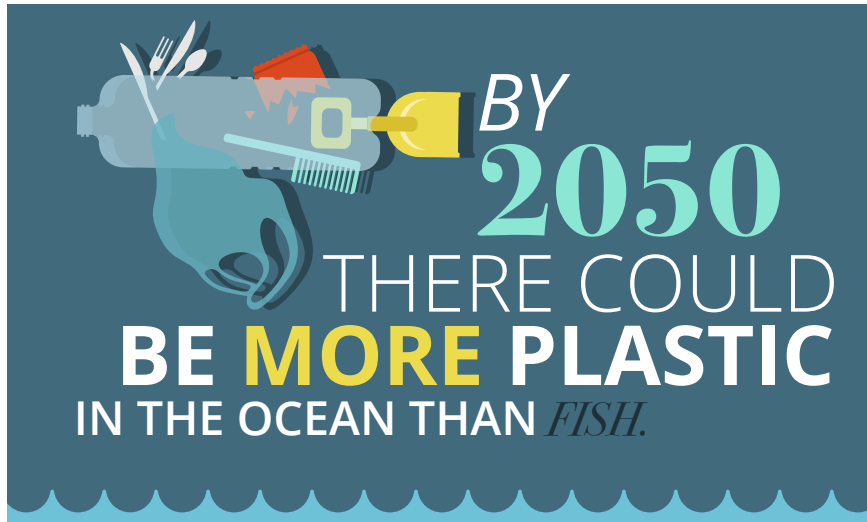












BY **2050**  
THERE COULD  
BE **MORE**  
**PLASTIC...**

IN THE OCEANS  
THAN FISH.

# START REDUCING

1 person. 1 straw. About 8 billion times.

Over 5 trillion pieces of plastic currently litter the ocean. Yearly, we produce about 300 million tons of plastic. This extensive use of plastic is negatively affecting our ecosystem, health and economy. Whales, birds, seals and turtles in the thousands are killed each year from plastic litter. It's time to start reducing plastic use.

Visit [www.oceancleanup.com](http://www.oceancleanup.com) to find ways to reduce.  
See how your habits are affecting our planet.

THE OCEAN  
CLEANUP



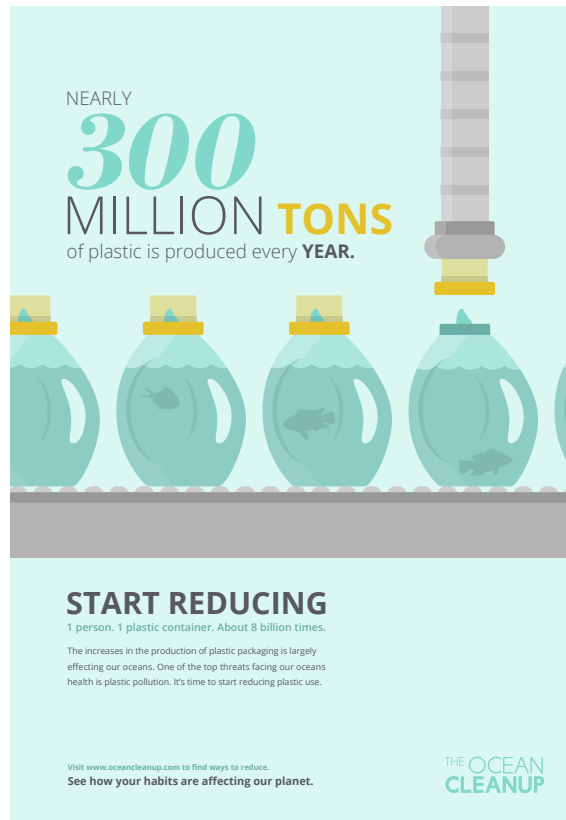
**PLASTIC BOTTLES**  
can take up to  
**450**  
years to degrade in  
**THE OCEANS.**

**START REDUCING**  
1 person. 1 plastic cup. About 8 billion times.

Every year, about 500 billion disposable cups are purchased. Sadly, not a lot of them will get recycled. It's time to start reducing plastic use.

Visit [www.oceancleanup.com](http://www.oceancleanup.com) to find ways to reduce.  
See how your habits are affecting our planet.

THE OCEAN  
CLEANUP



NEARLY  
**300**  
**MILLION TONS**  
of plastic is produced every **YEAR.**

**START REDUCING**  
1 person. 1 plastic container. About 8 billion times.

The increases in the production of plastic packaging is largely effecting our oceans. One of the top threats facing our oceans health is plastic pollution. It's time to start reducing plastic use.

Visit [www.oceancleanup.com](http://www.oceancleanup.com) to find ways to reduce.  
See how your habits are affecting our planet.

THE OCEAN  
CLEANUP



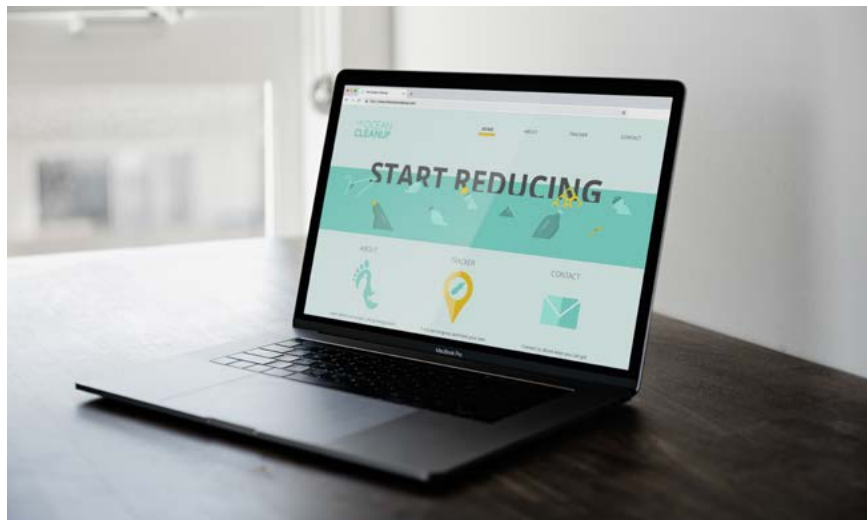
**HUMANS**  
buy about  
**1 MILLION**  
**PLASTIC BOTTLES**  
per **MINUTE.**

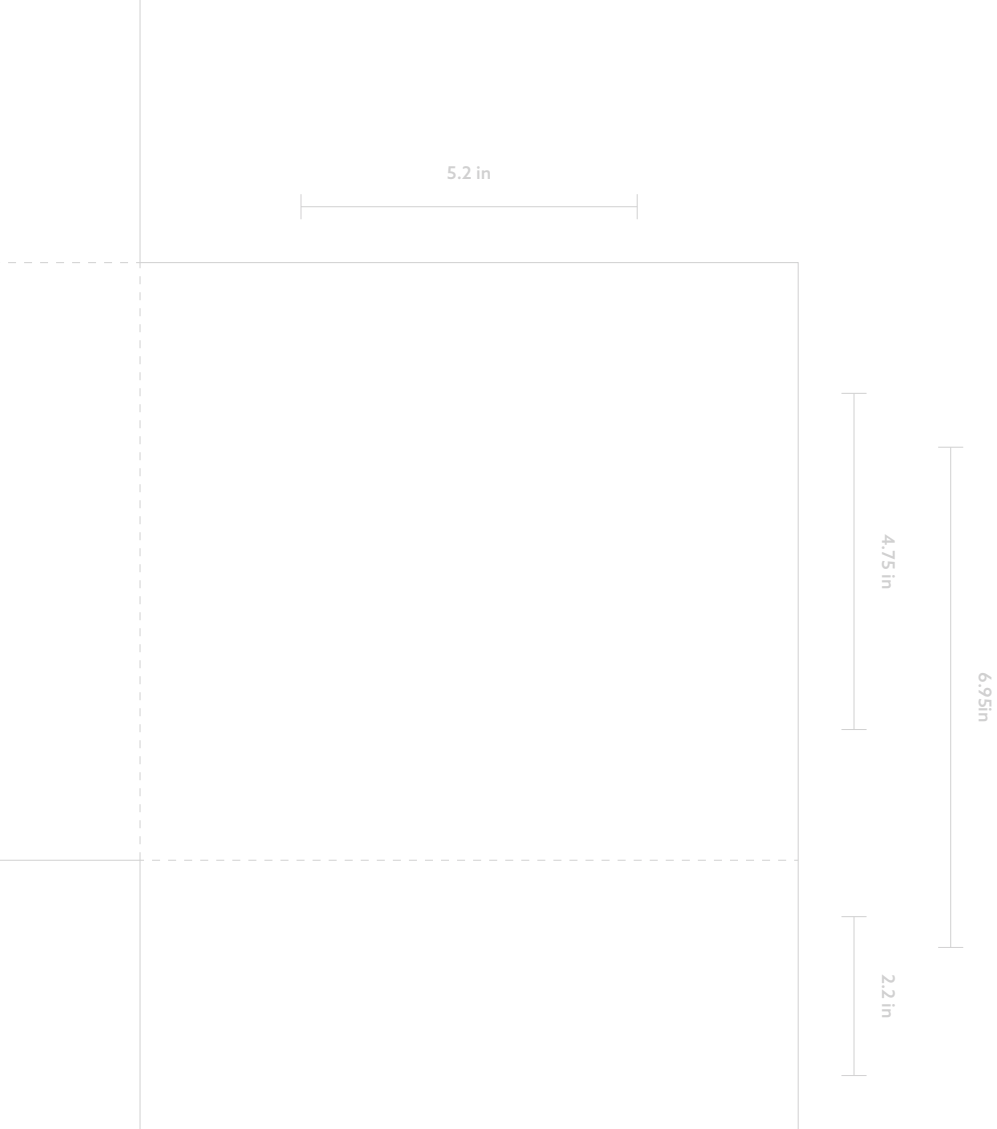
**START REDUCING**  
1 person. 1 plastic bottle. About 8 billion times.

Most plastic bottles end up in either landfills or the ocean. The break down of this plastic called **microplastic** can be consumed by ocean life, such as the fish we eat. It's time to start reducing plastic use.

Visit [www.oceancleanup.com](http://www.oceancleanup.com) to find ways to reduce.  
See how your habits are affecting our planet.

THE OCEAN  
CLEANUP





## Assignment

Select any company or use the Myer School of Art and create a 12 month calendar featuring key events for that particular organization. Determine the information needed and apply it to create a unique self mailer.

### Requirements:

- Company overview
- Contact information
- A full calendar year featuring at least 4 major events and 12 minor events

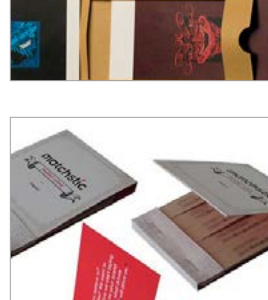
## Company Overview

PetSmart is a retail chain that specilizes in pet supplies. The company provides products and solutions for pets and pet parents. They also offer a range of pet services including grooming, dog training, PetsHotel and their Everyday Adoption Centers.

## PetSmart Self-Mailer

Katie Simpson | 330 949 7280 | [katie@katie-simpson.com](mailto:katie@katie-simpson.com)





Final

TITLE AND BODY | Proxima Nova

Light                  Regular                  Medium                  Semibold  
*L Italic*                  *R Italic*                  *M Italic*                  *SB Italic*

**Bold**                  **Extrabold**                  **Black**  
*B Italic*                  *EB Italic*                  *BK Italic*

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Colors

eF3a3a

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Exploration

TITLE AND BODY

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Meta  
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Colors

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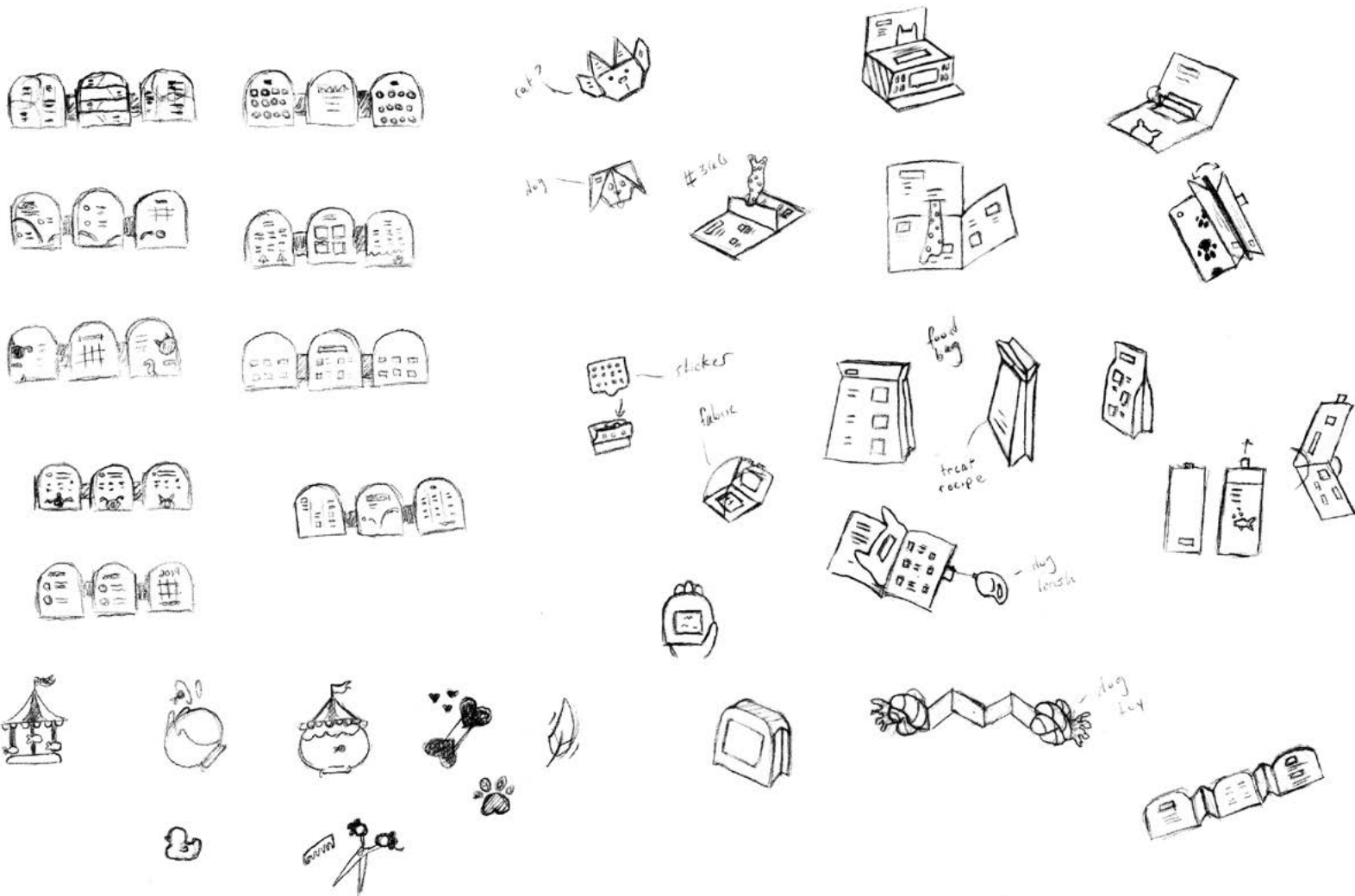
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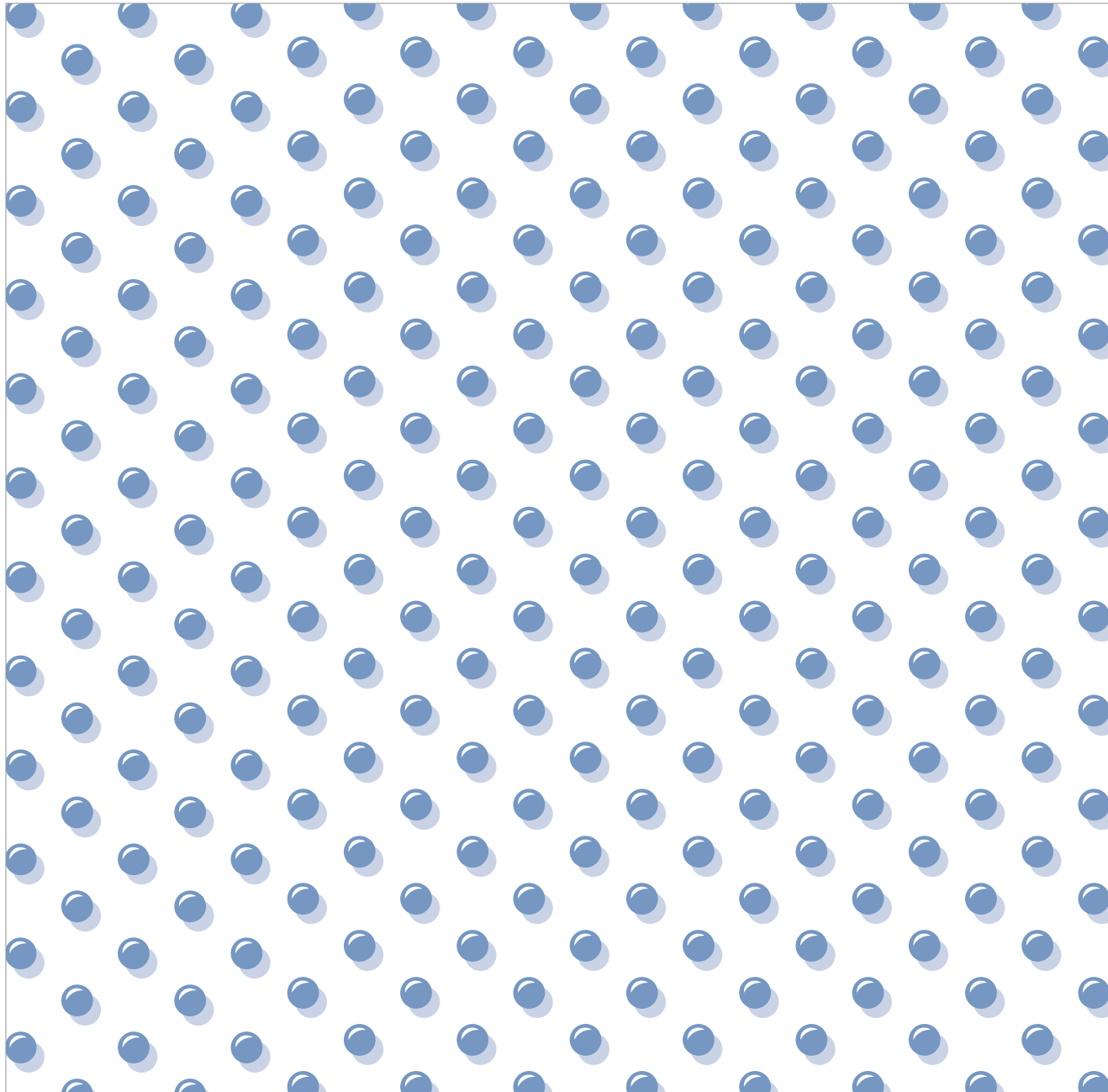
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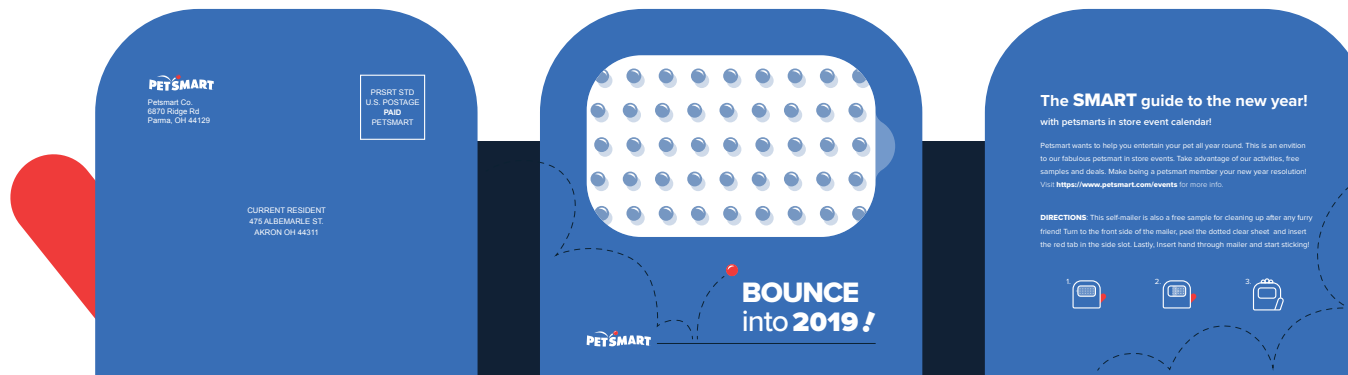
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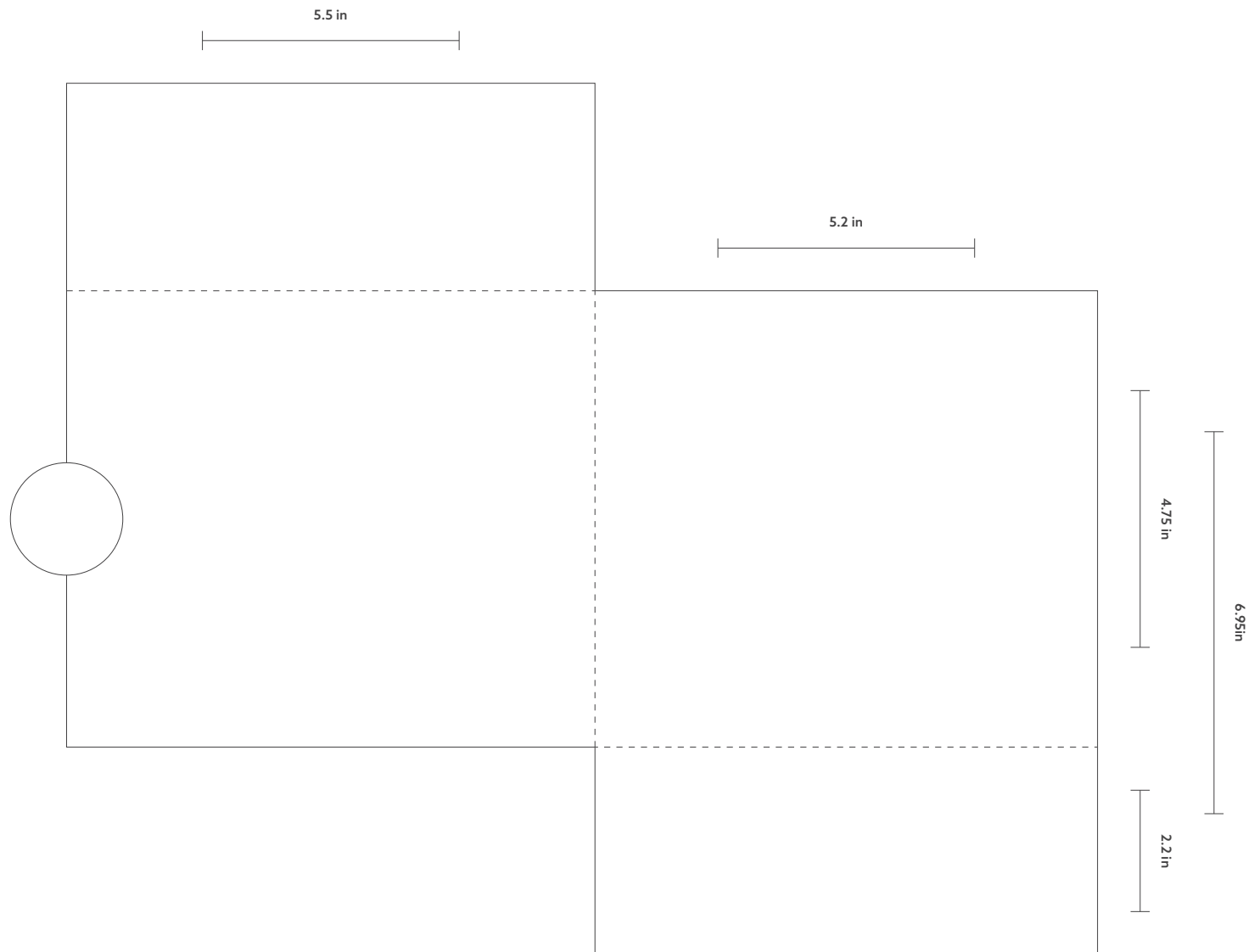
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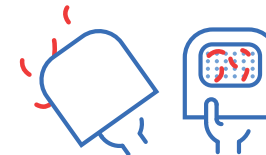
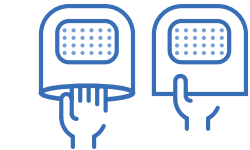
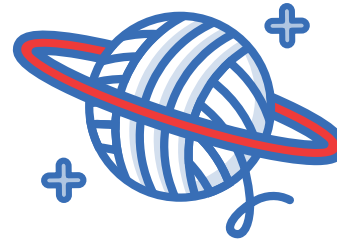
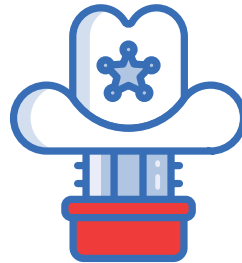
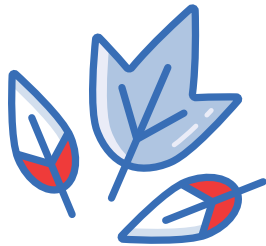
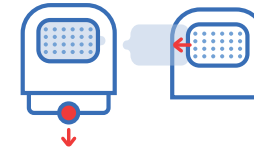
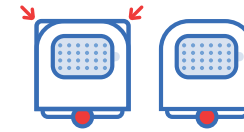
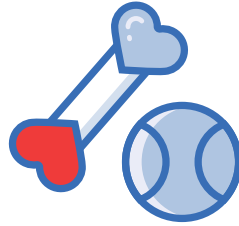
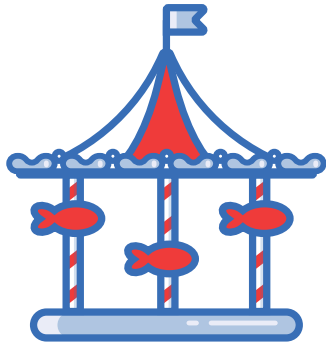














At PetSmart, our love of pets shows customers everything – from how we treat pet parents to the way we support our associates and how we give back to our communities.

PetSmart is the largest pet specialty retailer providing great products and solutions for pets and pet parents. With a wide range of pet services including grooming, professional dog training, PetsHotel and our very awesome Everyday Adoption Centers.

## Our Top Picks!

Staff favorite in-store events for the new year



AUG 18

### Small Pet Carnival

Meet small pets, feed fish, and don't forget to complete the scavenger hunt for extra fun.



NOV 17

### Fall Feast

Bring your pet into PetSmart to join the feast! Enjoy free samples from our best brands.



SEPT 26

### Tailgating Play-date

Be a cheerleader for your pet and come into PetSmart for fantastic games, prizes, football treats, and more!



FEB 14

### Sweetheart Play-date

Bring your pup in for playtime to hang out with new friends for a fun filled Valentine's Day!



JUNE 10

### Reptile Roundup

On the 10th stop in to PetSmart to hold a bearded dragon, win prizes, and learn about reptiles.



APRIL 21

### Planet Cat Party

Make sure to swing by to our Planet Cat Party to win prizes, and of course the adoptable cats.

For more information on our special events visit [events.petsmart.com](https://events.petsmart.com)

## The SMART guide!

All about our special offers and best deals.

### Grooming Salon

PetSmart offers complete bath, haircut & walk-in grooming services. Book your pet's salon appointment today!

### PetsHotel

Our comfortable accommodations & amazing certified associates provide the best welcoming place for dogs & cats to stay while you're away!

### Dog Training

Whether you have a young pup, older dog or a rescue, our training classes can help them learn how to behave appropriately at home and on-the-go.

### Doggie Day Camp

A safe, fun place for dogs to play! Open 7 days a week with full-day and half-day playtime sessions available.

## treats

PetSmart's loyalty program

### Earn Points

Members earn 8 points for every \$1 spent!

### Redeem points

Discounts on any products or pet service for a year!

### More Treats!

Enjoy more treats & celebrate the pets in your life!

### Exclusive Deals

Receive member-only deals & discounts everyday!

For more information on what PetSmart has to offer visit [services.petsmart.com](https://services.petsmart.com)

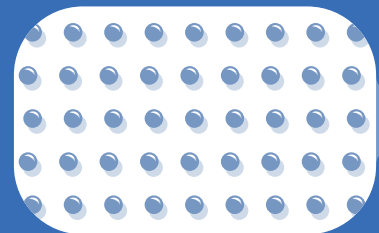
## PetSmart Charities

### National Adoption Events

Over 25,000 pets discover loving homes during National Adoption Weekend events. Held four times per year, that's over 100,000 lives transformed!

Upcoming Adoption Weekends /

FEB 22-24	MAY 17-19
SEPT 13-15	NOV 8-10

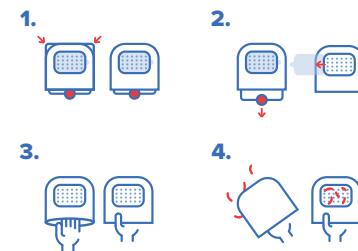


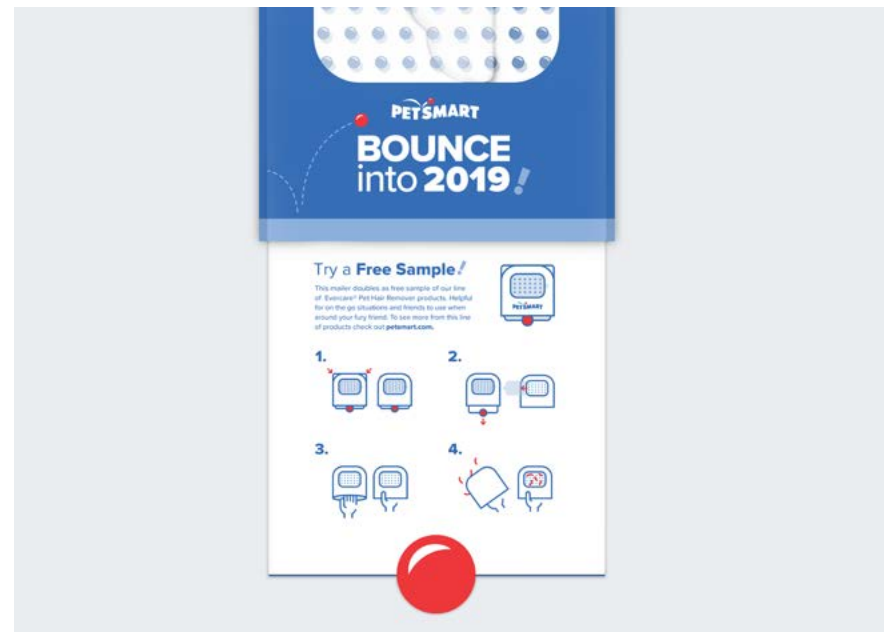
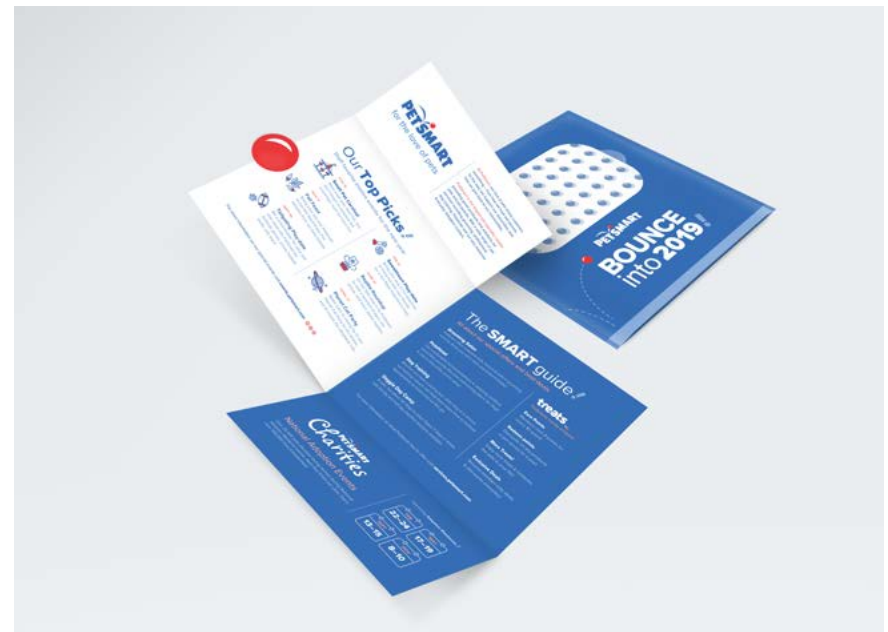
PETSMART

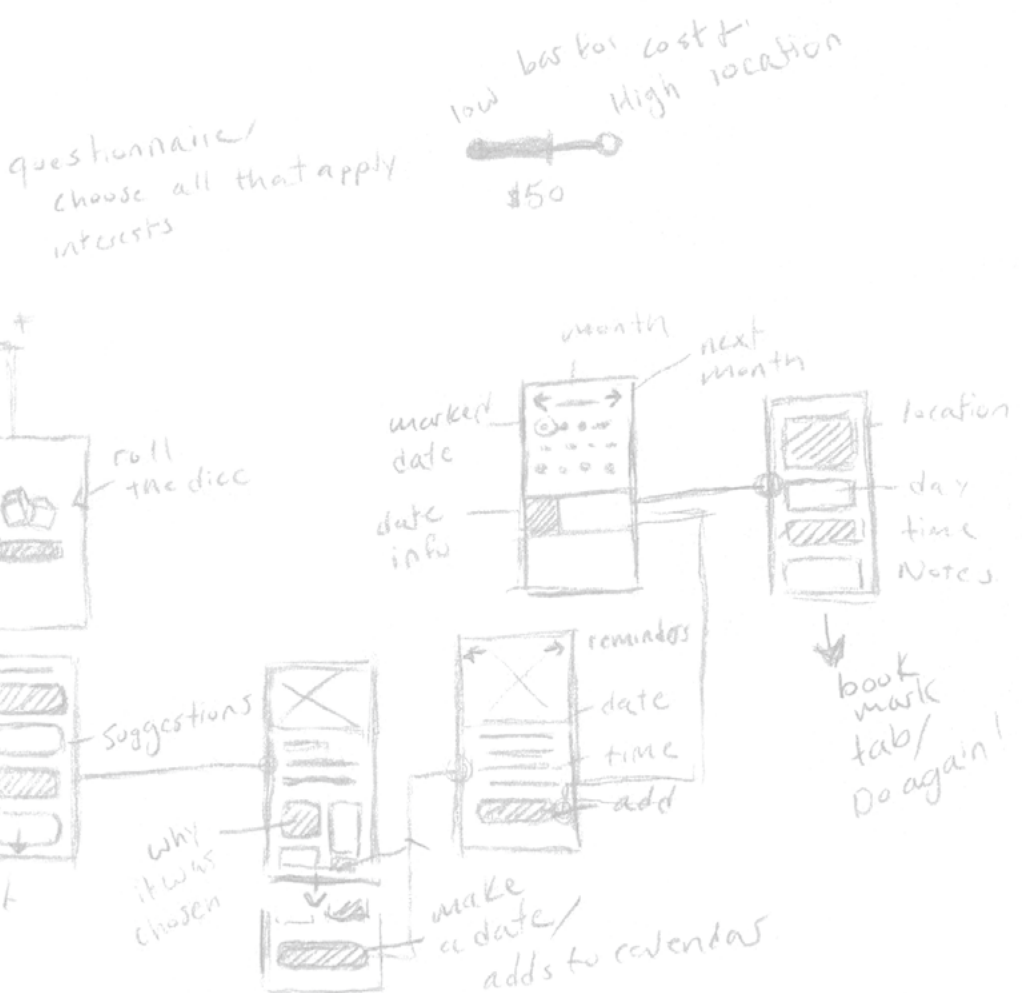
# BOUNCE into 2019!

## Try a Free Sample!

This mailer doubles as free sample of our line of Evercare® Pet Hair Remover products. Helpful for on the go situations and friends to use when around your furry friend. To see more from this line of products check out [petsmart.com](https://petsmart.com).







## Assignment

Plan and design a new app for the iPhone.

### Requirements:

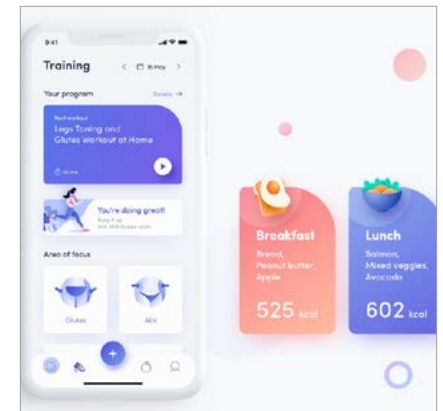
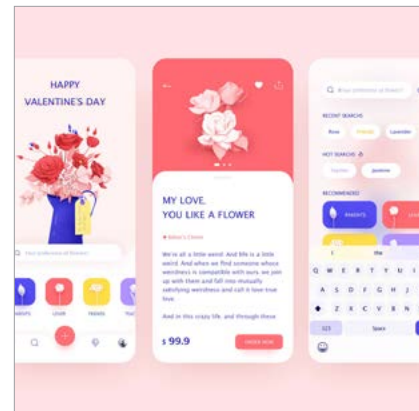
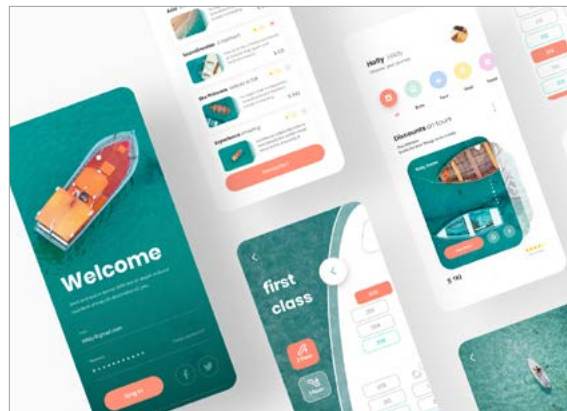
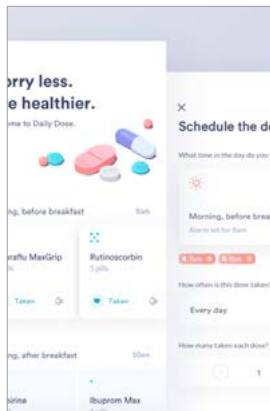
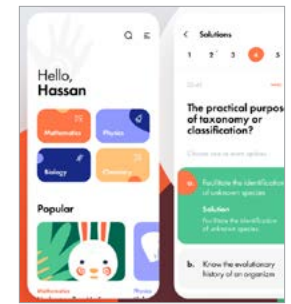
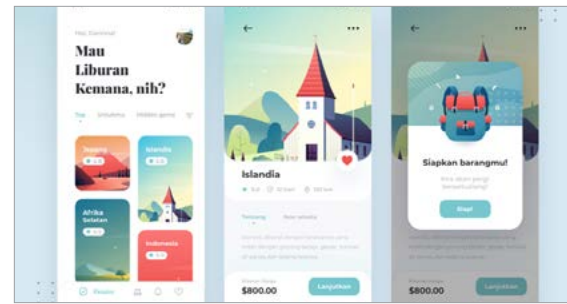
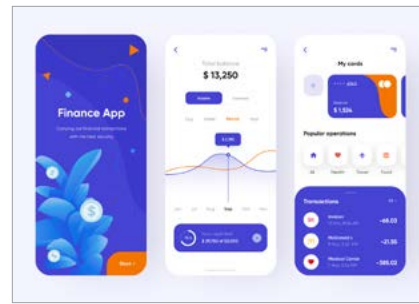
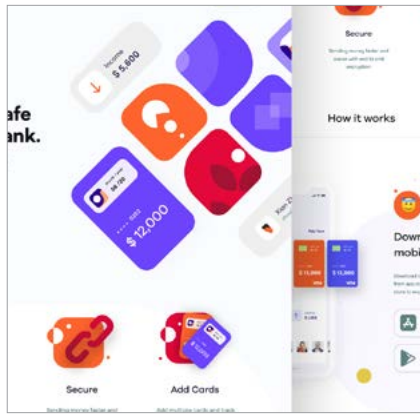
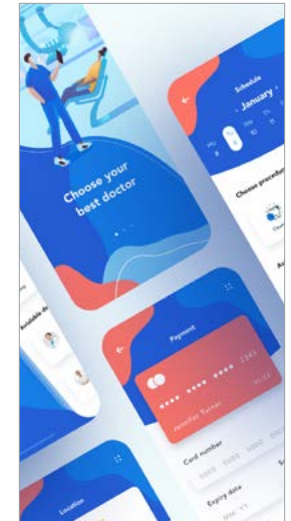
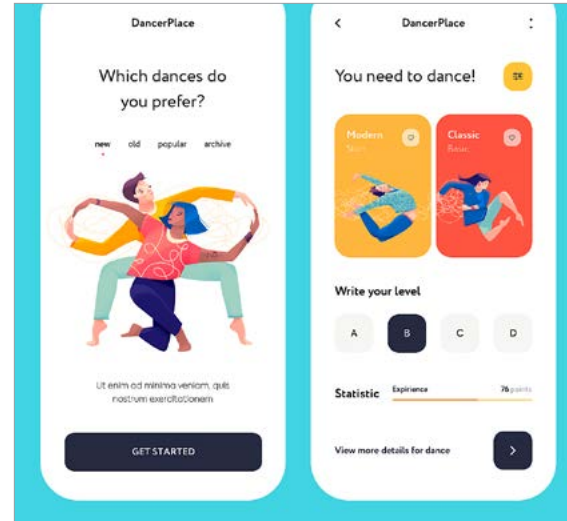
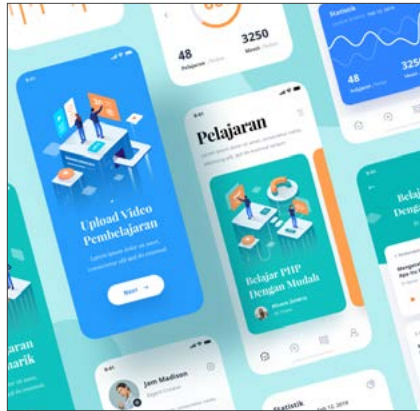
- Wireframes/sitemap
- Screen designs
- Invision prototype

## Company Overview

U + ME helps couples plan dates, and schedule more time together. This app is a fun way to explore new places and do more things you enjoy. Based on questionnaires U+ME will suggest dates, such as a nice dinner or a bike ride. If you're feeling spontaneous you can decide to tap the choose randomly button and based on your settings a date in the location you selected will be chosen for you. Users can view their scheduled dates on the calendar and even favorite and comment on dates they enjoyed and might want to go on again.

## U + ME App

Katie Simpson | 330 949 7280 | [katie@katie-simpson.com](mailto:katie@katie-simpson.com)



Final

TITLE AND BODY | Gotham





Thin <i>T Italic</i>	XLight <i>XL Italic</i>	Book <i>B Italic</i>	Medium <i>M Italic</i>
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<b>Bold</b> <i><b>BLD Italic</b></i>	<b>Black</b> <i><b>BK Italic</b></i>	<b>Ultra</b> <i><b>U Italic</b></i>
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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890‘?’“!”(%[#{@}/&\<+ÐÐ=>®©\$  
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Colors

			
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Exploration

TITLE AND BODY

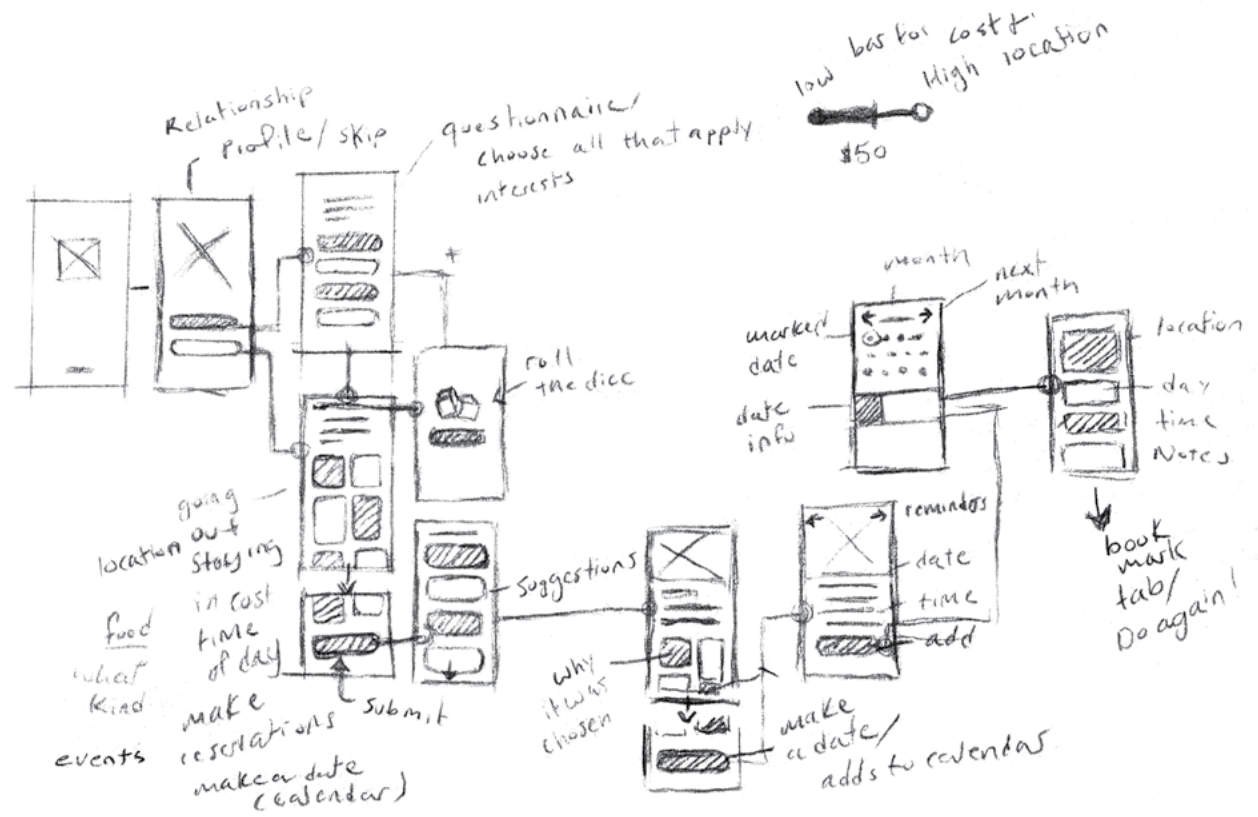
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<b>Red Hat Display</b> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	<b>Montserrat</b> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
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Colors

				
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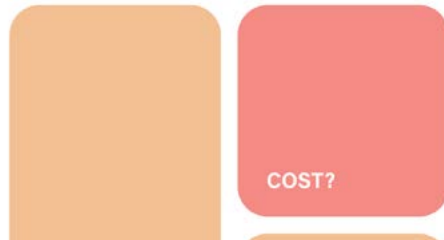






## Plan a Date!

Fill out questions to personalize  
your perfect date.



## Fluffy Duck Café

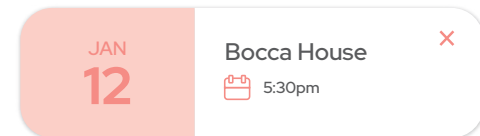
How much are you hoping to spend  
on this date?

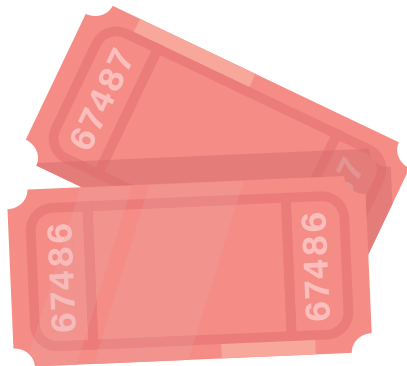
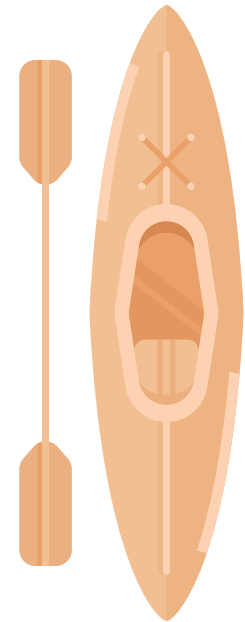
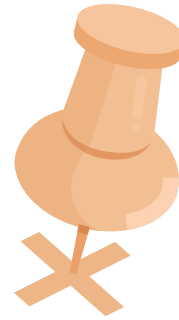
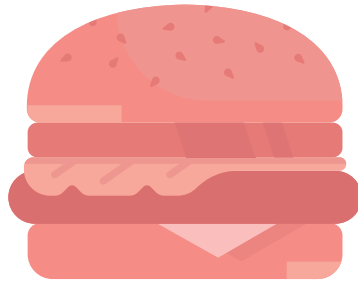
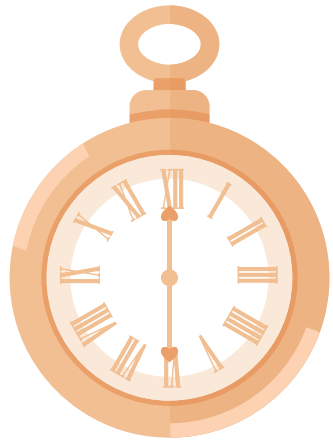


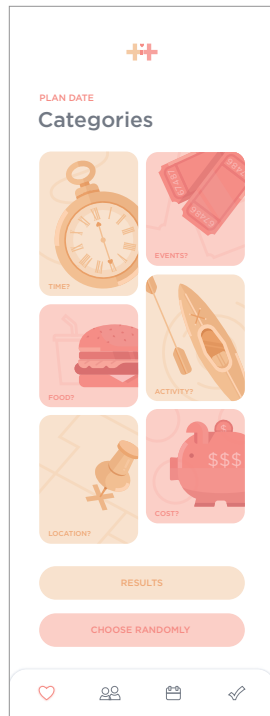
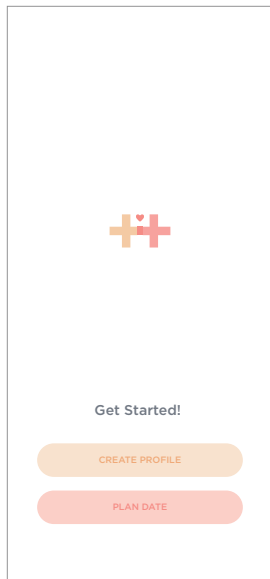
## Get Started!

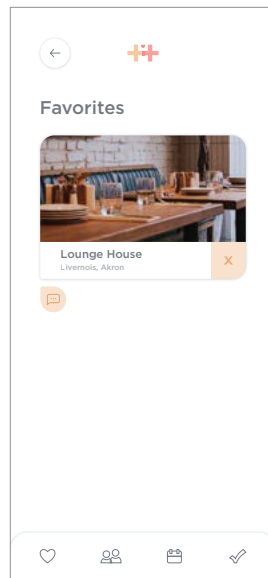
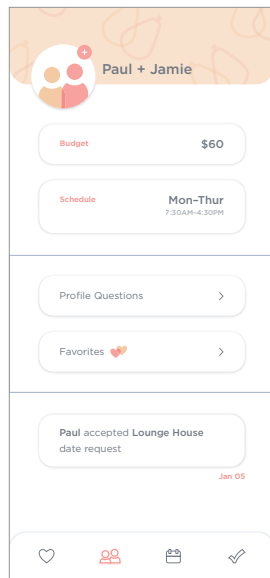
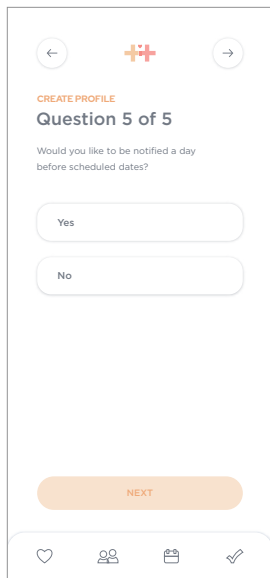
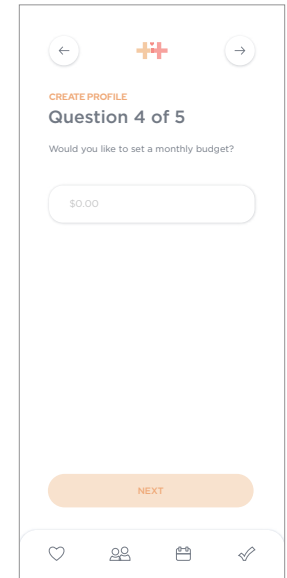
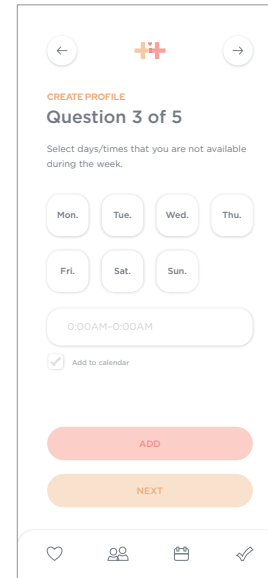
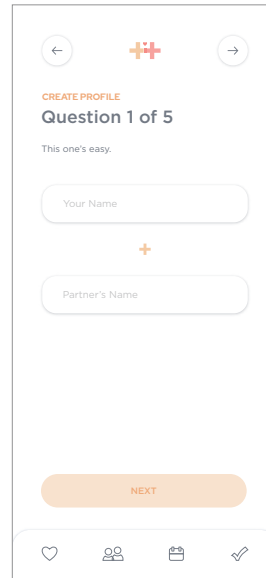
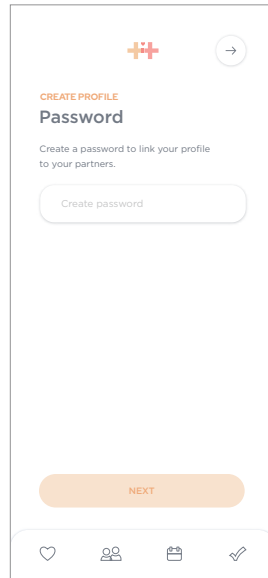
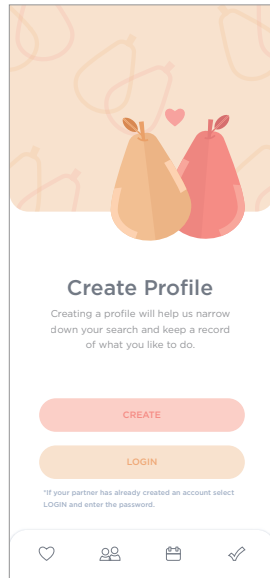
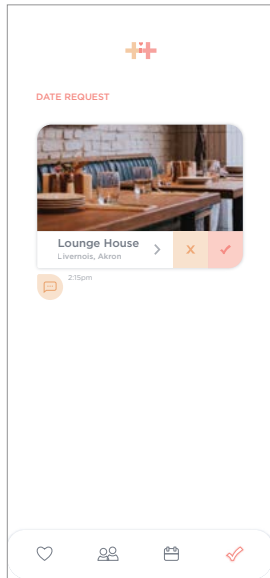
CREATE PROFILE

PLAN DATE















[katie-simpson.com](http://katie-simpson.com)