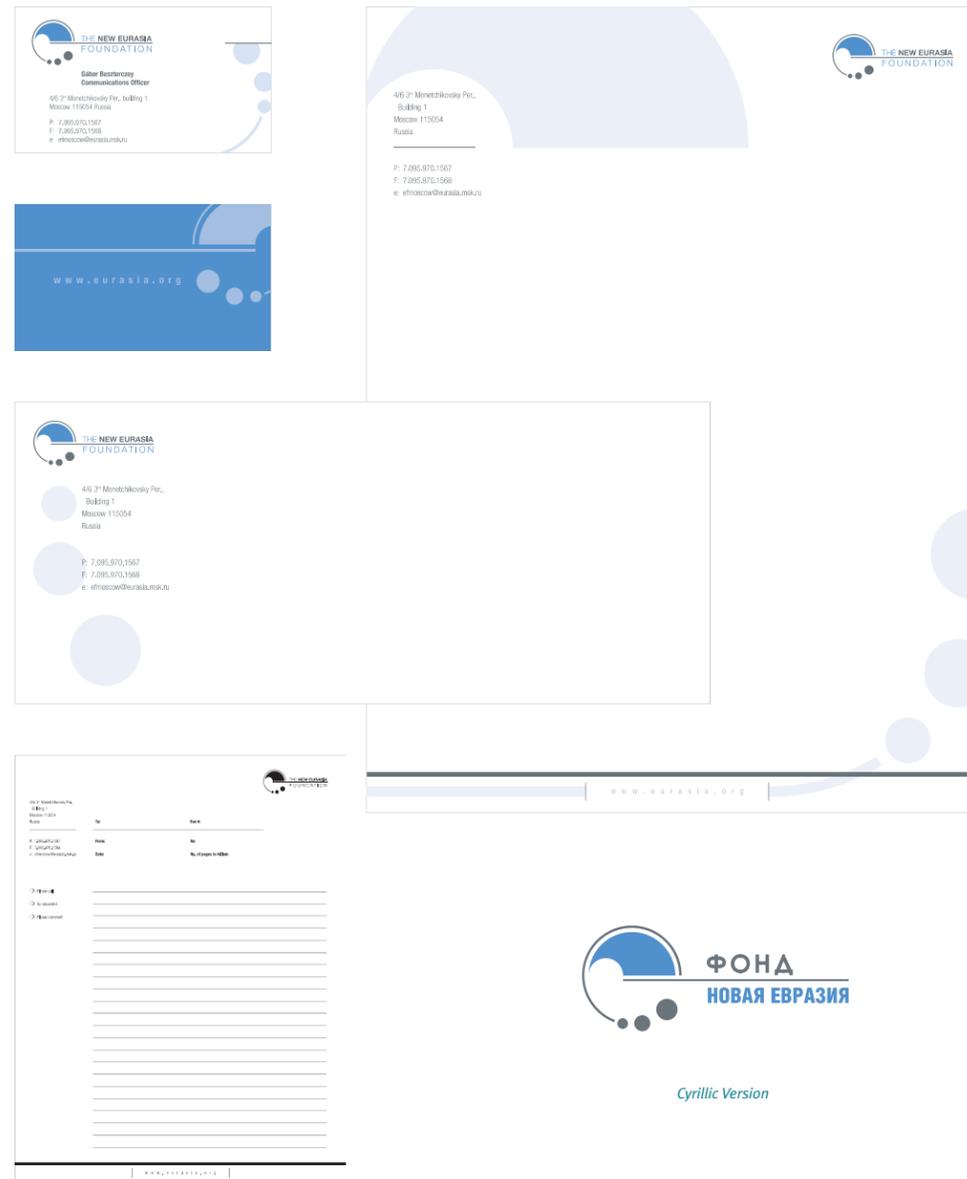
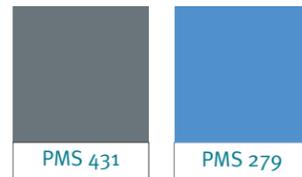




EurasiaFoundation

New Eurasia Foundation
 1350 Connecticut Ave. NW
 Suite 1000
 Washington, D.C. 20036

Identity/Branding



Project

The **Eurasia Foundation** is a privately managed grant-making and operating organization dedicated to funding programs that build democratic and free market institutions in the twelve New Independent States (NIS) of the former Soviet Union. It began making grants in June 1993 and, with funding to date of over \$225 million from the Agency for International Development (USAID), has maintained a core program of \$20-30 million per year ever since.

The **New Eurasia Foundation** is a partnership between The Dynasty Foundation in Russia, The Madariaga European Foundation and the Eurasia Foundation in the US. A new identity needed to be developed that showed the unity of three internationally recognized foundations working together.

Creative Rationale/Objective

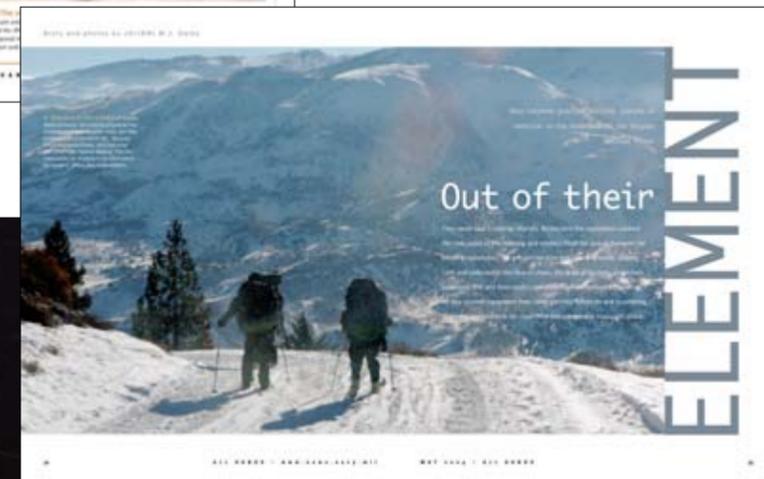
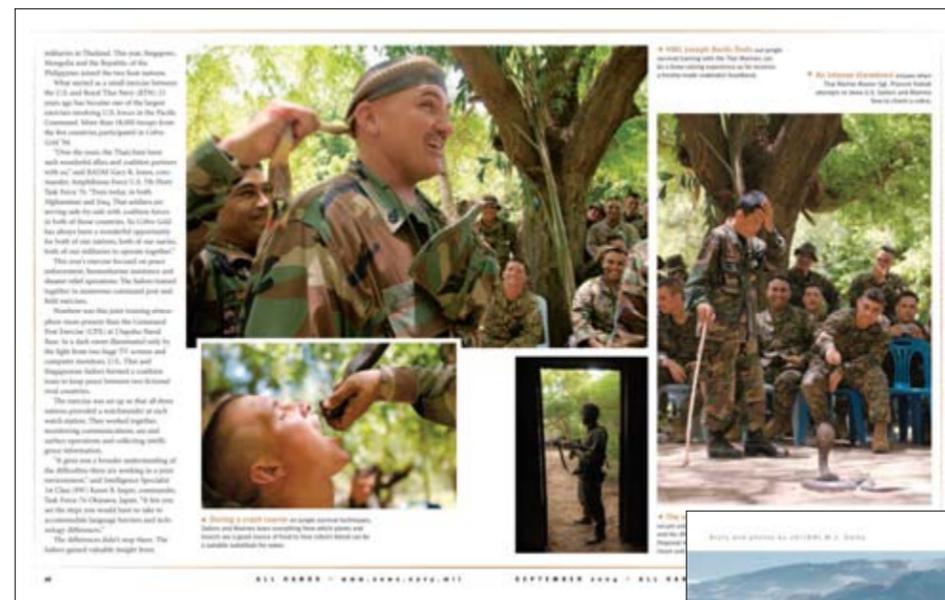
Trifecta effect showing a dynamic evolution and unification of the three regions, moving towards a common goal.

Application

Business cards, letterhead, envelopes, fax cover sheets, in LH and A4 format, including Cyrillic versions of all of the above. Word templates developed as well.



Publication/Magazine



Project

Presented with the mission of redesigning the U.S. Navy's flagship publication, the goal was to reestablish *All Hands Magazine* as a vital and contemporary retention vehicle for Sailors.

The U.S. Navy also needed to translate the award-winning look of *All Hands Magazine* into a dynamic, interactive Web site with extensive use of Flash (please refer to last sample page). The visual focus of the magazine lent itself perfectly to interactive photo galleries mixed with easily-navigable HTML stories. This format allows the stories to be told and gives the visuals the justice they deserve while pulling the user into the entire online experience.

Creative Rationale/Objective

By emphasizing quality photojournalism, expressive typography, energetic and purposeful layouts, I was able to reinvigorate *All Hands* and place it on the forefront as a leader in government and association publishing.

Application

Magazine to be distributed at Navy recruitment centers around the country as well as on bases and vessels. Print run is just shy of 500,000 copies. Every vessel is equipped with high speed internet connection for easy access to the online, Flash animated version of the magazine.

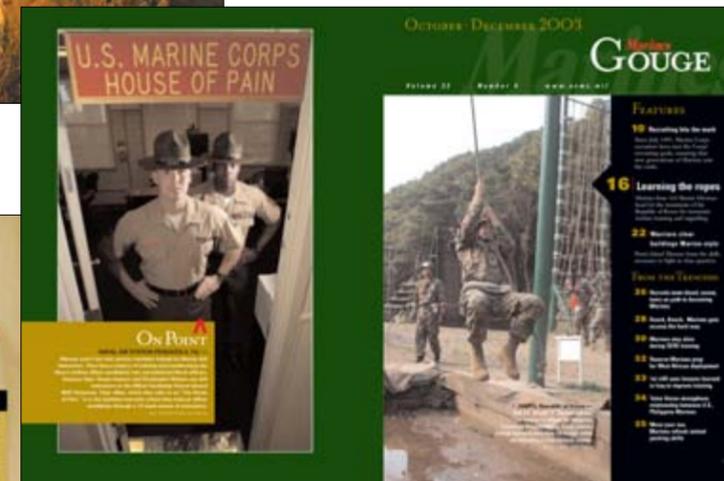
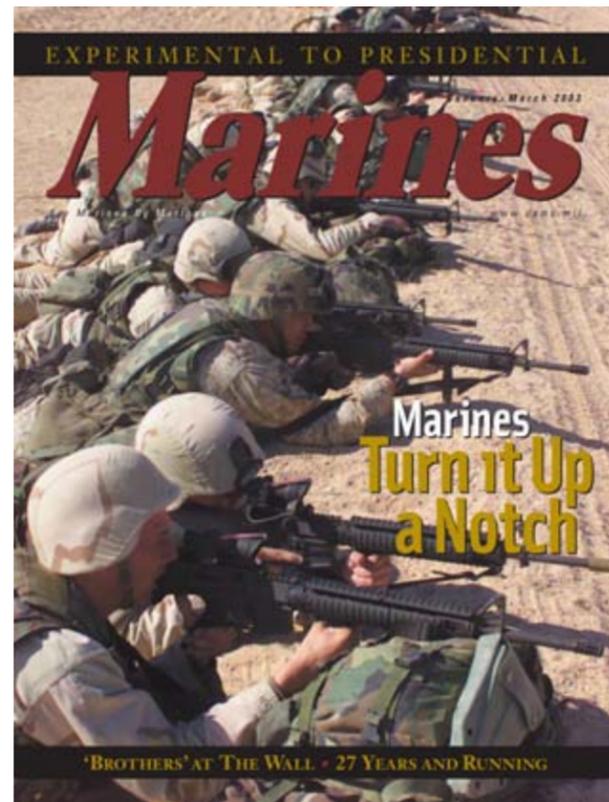
Awards

- Art Director's Club of Metropolitan Washington 2004
- IABC Silver Inkwell Awards 2004
- The International Communicator Awards 2004



Division of Public Affairs
Marine Corps
News Branch, HQMC
2 Navy Annex
Pentagon, Rm. 4B548
Washington, D.C. 20380-1775

Publication/Magazine



Project

Presented with the mission of redesigning the U.S. Marine Corps flagship publication, *Marines* magazine needed to be reestablished as a vital and contemporary communication vehicle for U.S. Marine personnel worldwide. Dispensing with a tired and ineffective approach to their magazine, I was able to provide the U.S. Marine Corps with a new and fresh look at magazine functionality by emphasizing quality photojournalism, expressive typography and energetic, purposeful layouts. *Marines* has been reinvigorated and given a noticeable retooling from top to bottom.

Creative Rationale/Objective

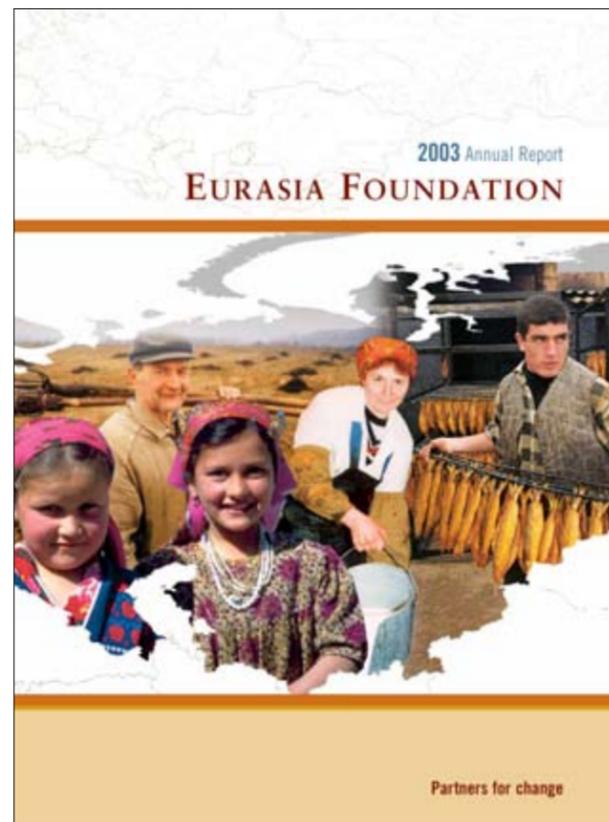
By emphasizing quality photojournalism, expressive typography, energetic and purposeful layouts, I was able to reinvigorate *Marines* and place it on the forefront.

Application

35,000 copies of every issue are delivered throughout the Corps.



AnnualReport



Project

The **Eurasia Foundation** is a privately managed grant-making and operating organization dedicated to funding programs that build democratic and free market institutions in the twelve New Independent States (NIS) of the former Soviet Union. It began making grants in June 1993 and, with funding to date of over \$225 million from the Agency for International Development (USAID), has maintained a core program of \$20-30 million per year ever since.

The **Eurasia Foundation** was looking for me to develop their 2003 annual report. They had expressed dissatisfaction with their previous annual reports and needed a bolder, fresher look: more appeal.

Creative Rationale/Objective

To create a more dynamic solution to the aesthetic presentation of the annual report. This included a grid system that was easily interchangeable. Goal was to attain more visual appeal through the use of photography* and a bolder color scheme than used in the past.

Application

Annual report to be distributed at the US headquarters in Downtown DC, as well as the regional headquarters of the 12 NIS. Along with the core annual report, regional templates to be used by each field office were developed. This included communication with design firms in the 12 NIS states to insure accurate implementation of our design model.

* Photography provided by client and its field agents.



WebWork

