

June 30, 2015

Welcome to Ashland – Responses to RFQ Welcome to Ashland

<b>Criteria</b>	<b>Eric</b>	<b>Katie</b>	<b>Chloe</b>			
Examples prior work						
Placemaking experience						
Experience collaborative and public process						
Professional graphic design						
Fabricating, installing exterior						
Project management experience						
<b>Eligibility</b>						
Professional Graphic Designer						
Experience developing wayfinding, identity sense of place						
<b>How to Apply</b>						
Letter						
Resume						
Images						
References						
Support Materials						

**Call for Graphic Designers  
Request for Qualifications (RFQ)  
Welcome to Ashland Signs**

**The Project**

The City of Ashland Public Art Commission is seeking a graphic designer or graphic design team to develop permanent, original, artistic city entry signs welcoming people to Ashland. The signs will be located in three locations and will replace the current signs at: the North entrance to Ashland on Highway 99 adjacent to the railroad trestle; on the median on Highway 66 near Exit 14 and adjacent to Highway 99 on the north side of Tolman Creek Road.

**The application deadline is 5:00 p.m. on June 30 2015.**

**Project Intent**

The vision for this project is welcome signs that communicate identity and convey a sense of place. The city of Ashland is the cultural hub of southern Oregon, and is an active performance and visual arts community. The signs should act as an expression of the uniqueness of the city, and articulate and enhance the experience of entering town.

The signs:

- Must be readable and durable and resistant to vandalism and graffiti
- Must comply with city and ODOT requirements
- Must meet the objectives developed with the appointed committee
- Must require minimum maintenance

**Criteria**

The Public Art Commission will evaluate all submissions based on the following criteria:

- Examples of prior relevant work
- Placemaking experience
- Experience working within the collaborative process, particularly the public process
- Professional graphic design expertise
- Statement of approach
- Experience fabricating and installing permanent artwork suitable for the outdoor environment
- Project management experience

**Eligibility**

This opportunity is open to established professional graphic designers or other professionals living in Oregon with experience developing the visual aspects of wayfinding, communicating identity and shaping a sense of place. Only professional designers with reviewable portfolios are eligible to submit qualifications.

The selected designer will work with the Public Art Commission to align and coordinate the goals and objectives of the project. Applicants who wish to be considered for this project should have experience working within the public process, working with stakeholders and a proven ability to fabricate their own work or to work with fabricators and installers. The design must be original, demonstrate artistic excellence and reflect the goals and objectives developed in conjunction with the committee. It must be designed to be adequately and safely displayed, maintained and secured.

The selected designer will be required to provide evidence of appropriate liability insurance and workers compensation insurance while working on the site.

## **The Award(s)**

- Up to \$24,000 will be awarded to the selected designer. This budget includes graphic design, fabrication, delivery and installation of three signs as well as the designer fee, travel, up to four group meetings and other direct costs.

## **The Process**

**June 30, 2015 at 5:00 p.m.** is the deadline for submittals. The Public Art Commission will review the submittals, and select the finalist who will be notified by August 31, 2015.

## **How to Apply**

Designers interested in this project must prepare and submit a single PDF and include the following:

1. **Letter of Interest (Required):** A letter not to exceed two pages outlining your interest in this project, experience working on comparable projects and a statement of approach. Letter must include mailing address, email, phone number, and web site of the designer.
2. **Professional Resume (Required).** A resume not to exceed two pages. Include designer's training, professional experience, and design and experience in environmental design. If submitting as a team, an individual resume should be submitted for each team member.
3. **Images (Required).** A maximum of ten (10) images of a variety of prior projects. Ten images per application, not per team member. Each image must be numbered and include the title, date of completion/installation, media, dimensions (height x width x depth, in feet), location, project budget, final project cost and a brief description of the work. Include the designer name and date on each page.
4. **Professional References (Required):** A list of three (3) prior project references with contact information for the funding agency (name, title, organization, mailing address, phone number, and email address) and a brief description of the relationship with reference, name, location, date, and cost of the project
5. **Support Materials (Optional):** A maximum of three (3) pieces of support materials, such as exhibition announcements, reviews, or newspaper clippings.

As noted above, the entire submission must be a single PDF. Submissions must be submitted electronically as an email attachment and received by 5:00 p.m. on June 30, 2015.

Email the submission to:  
**[seltzera@ashland.or.us](mailto:seltzera@ashland.or.us)**

## **Additional Information**

If you have any questions or need any additional information, please call Ann Seltzer at (541) 552-2106 or email her at [seltzer@ashland.or.us](mailto:seltzer@ashland.or.us)

## **Information about the sites**

- Physical Site information
- Photographs of sites
- Map of site

## Locations of Welcome to Ashland Signs

### North Main



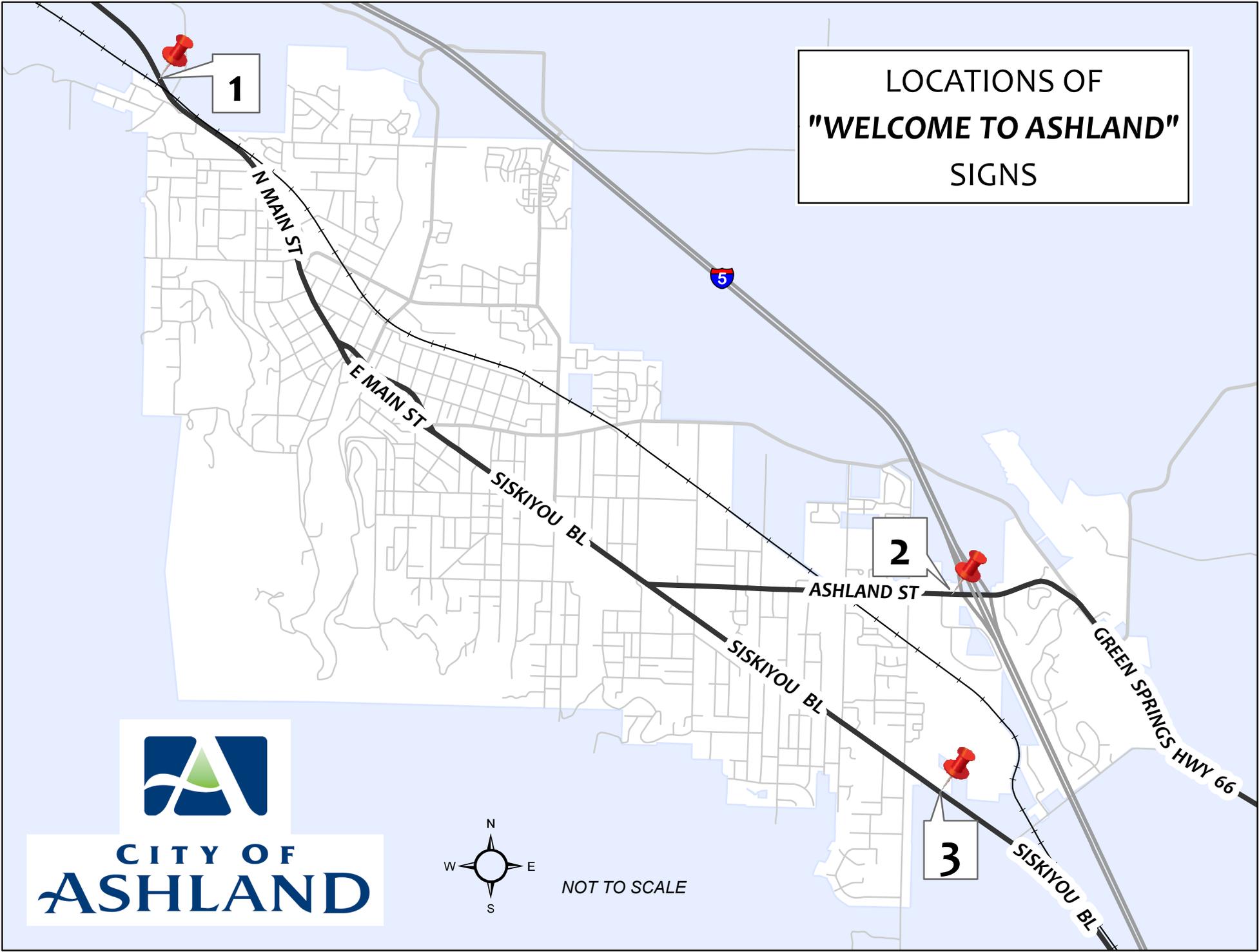
### Ashland Street



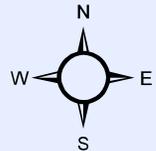
### Highway 99



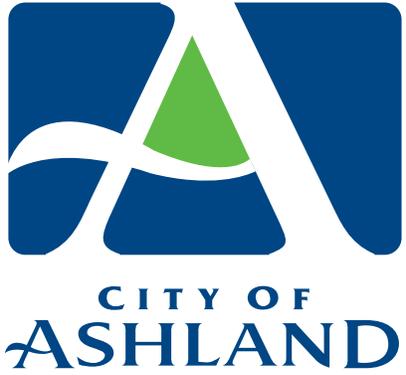
LOCATIONS OF  
"WELCOME TO ASHLAND"  
SIGNS



CITY OF  
**ASHLAND**



NOT TO SCALE



## **Welcome to Ashland Signs**

Request for Qualifications



541-897-4097  
RogueDesignGroup.com

ROGUE  
DESIGN  
GROUP

*Rogue Design Group, LLC*  
Post Office Box 60  
Talent, Oregon 97540  
Phone-Fax 541.897.4097  
[www.RogueDesignGroup.com](http://www.RogueDesignGroup.com)

## LETTER OF INTEREST

June 30, 2015

Public Arts Commission  
City of Ashland  
20 East Main Street  
Ashland, Oregon 97520

Dear Commissioners,

Thank you for considering Rogue Design Group for the City of Ashland's "Welcome to Ashland" signage project.

### **Interest in the Project**

I attended Walker Elementary, lived in Jacksonville through high school, then headed off for undergraduate study at UCLA and Art Center College of Design. After graduation, I returned to Ashland in 1991 and bought my first home in 1997. Since then, I've lived for three years in New York, six months in Paris, and two months each in Barcelona and Buenos Aires... but Ashland, Oregon has always been my center of gravity. As a local, it would be an honor to collaborate on this exciting community project!

### **Experience**

Rogue Design Group has been producing razor-sharp marketing solutions in Southern Oregon and beyond since 1993. We've worked closely with the region's leading companies, institutions, non-profits and government agencies. We have two decades of experience collaborating within the public sector, including projects for the City of Ashland, Ashland Fiber Network, Medford Urban Renewal Agency, Medford Water Commission, and Jackson County.

We are a full-service boutique advertising agency specializing in branding, strategic marketing, graphic design, website design, signage, video, and more. At Rogue Design Group, we believe great design informs *and* inspires. It isn't computer magic. It's a combination of understanding the customer, knowing the organization, thinking outside-the-box, and creative execution. In collaboration with our clients, we consistently design marketing tools on par with national standards.

My partner in this project is Steve Morgan of Designer Signs. Steve and I have been working together for nearly a decade. When it comes to custom fabrication, Steve knows the sign business inside and out. Local, regional and national brands including Starbucks, AT&T, and Panda Express trust Designer Signs to handle their Rogue Valley installations.

Together, we'll tailor this project so the City of Ashland will get the best possible signs for it's money. Budget details will be provided before we begin. Timelines are always clear. From proposal to installation, our account service is second to none.

I welcome your thoughts on how Steve and I can help create outstanding "Welcome to Ashland" signs for the City of Ashland. I'm confident our efforts will exceed your expectations. Feel free to contact me if you have any questions. On behalf of the teams at Rogue Design Group and Designer Signs, we look forward to working with you!

Sincerely,



Eric Bradford Warren  
Creative Director



**Rogue Design Group, LLC**  
Post Office Box 60  
Talent, Oregon 97540  
Phone-Fax 541.897.4097  
[www.RogueDesignGroup.com](http://www.RogueDesignGroup.com)

## STATEMENT OF APPROACH

### **Project Objectives**

In addition to the clearly defined objectives stated in the “Project Intent” section of the RFQ, I would add that the City’s “Welcome to Ashland” signs should have a subconscious, emotional impact on the viewer. They should say “Welcome home!” to our residents, and “You are welcome here!” to our visitors.

How will we achieve these objectives?

#### **1. We’ll Listen**

It’s important to begin this process with a meeting. Understanding the feelings and opinions the Public Arts Commission (and thereby the community) will enable us to design “Welcome to Ashland” signs that delight locals and visitors alike.

#### **2. Research**

We will do a local drive-by and a Google audit to learn how other communities have approached this project.

#### **3. Site Mapping**

We will photograph each location in different light conditions and take measurements in order to make drawings to scale.

#### **4. Brainstorm and Sketch**

Using data from steps 1-3, we will sketch concepts and create scale drawings. We would present these drawings at a second meeting with the commissioners. Your feedback will help us narrow down the design direction.

#### **5. Project Estimate**

Once the design direction is clear, we will have a good idea of what’s involved in manufacturing and installation. We would then submit a detailed estimate of time and materials.

#### **6. Photoshop into Locations**

We would refine the design and use Photoshop to place the drawings into the location photographs of each site. This helps everyone clearly visualize the final product at various times of day and night.

#### **7. Revisions, Approvals, and Permits**

With feedback from the Public Arts Commission, we would revise and finalize the design. Once approved, Steve would acquire permits.

#### **8. Manufacturing and Installation**

With permits and approved mechanical drawings in hand, Steve would fabricate and install the signs.

PLEASE NOTE: The project images in this RFQ were selected to show our experience, our process, our capability, and our ability to collaborate over many years, in multiple media, and for a variety of clients big and small. They do not necessarily reflect what is appropriate—or possible—for the City of Ashland’s “Welcome Signs”. I’m confident what we design together will be creative, exciting, and *completely* unique!

## RÉSUMÉ



Below are six logos Eric has designed for public institutions in Southern Oregon.



## Eric Bradford Warren

### Owner and Creative Director

541-897-4097  
[eric@roguedesigngroup.com](mailto:eric@roguedesigngroup.com)

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## EDUCATION

### Southern Oregon University

Master in Management with Honors, 2012

### Art Center College of Design

BFA with Honors in Graphics and Packaging, 1991

### University of California at Los Angeles (UCLA)

Undergraduate Studies, 1985 - 1988

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## EXPERIENCE

### Rogue Design Group

Owner and Creative Director, 1993 - Present

Responsibilities include:

- Acquire and retain clients
- Marketing and strategic business consulting
- Project estimating and management
- Logo, print, and website design
- Art direction of creative teams
- Human resources and management
- Strategic media buying
- Project invoicing
- Payroll, accounting, and taxes

### Laurel Communications

Medford, Oregon USA  
Art Director, 1991 - 1993

### Griffiths and Associates

Los Angeles, California USA  
Graphic Designer, 1990

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## PORTFOLIO

### Visit Our Website

[www.RogueDesignGroup.com](http://www.RogueDesignGroup.com)

## RÉSUMÉ



### Steve Morgan

#### Owner of Designer Signs

541-664-7704

[steve@designersignco.com](mailto:steve@designersignco.com)

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#### EDUCATION

##### Sierra College, Rocklin, CA

1969 - 1971

##### San Jose State University

Art and Industrial Design

1971 - 1974

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Steve in the 80s. This photo shows Steve's background as a sign guy with classic hand-lettering skills. Not too many left who can still do this!

#### EXPERIENCE

##### Designer Signs

Owner, 2002 - Present

Responsibilities include:

- Contractor
- Fabrication
- Installation
- Manager
- Sales

##### Morgan Images

1989 - 2000

##### Auburn Sign Company

1976 - 1989

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#### PORTFOLIO

##### Visit Our Website

[www.DesignerSignCo.com](http://www.DesignerSignCo.com)

**PROJECT IMAGES**



Gateway Sign concept drawing

The current signs retain the original aesthetic (but they were not produced by Rogue Design Group).

**1**

Client.....City of Jacksonville  
Completed.....1989  
Media .....Sandblasted Redwood, Gold Leaf  
Dimensions (WxHxD).....8'x 5'x 4"  
Location.....Jacksonville, Oregon  
Budget and Cost.....Unknown  
Designer .....Eric Bradford Warren

In 1989, while still a student at Art Center College of Design, Eric designed the iconic "Gateway Signs" for the City of Jacksonville (the originals were replaced only recently). These signs were designed before computers—all text was hand-lettered in keeping with the traditional Victorian style of the 1850s. The sand-blasted redwood makes the sign look hand-carved. Gold Leaf on the letters added an authentic finishing touch.

**PROJECT IMAGES**



Building Sign



Concept drawing of Monument Sign



Installed Monument Sign

**2**

Client.....Medical Eye Center  
 Completed.....2009  
 Media.....Channel Letters / Cabinet with LED  
 Dimensions (WxHxD).....37' x 6' x 6" / 5' x 9' x 8"  
 Location.....1333 E. McAndrews Rd, Medford, Oregon  
 Budget and Cost.....\$15,000 / \$20,000 (two signs)  
 Designer .....Eric Bradford Warren

Medical Eye Center's logo is cleverly adapted to the architecture—the icon above and the letters on the awning. For the two monument signs at street level, the mission was to display the logo, offer wayfinding, house an LED display, and blend the whole into the architectural landscape using a brick pedestal. Designer Signs executed Rogue Design Group's design so seamlessly it's hard to tell the concept drawing from the photograph.

**PROJECT IMAGES**



Monument Sign



Building Sign

**3**

Client.....Siskiyou Eye Center / Ashland Surgery Center  
 Completed.....2000  
 Media .....Aluminum Channel Letters and Monument  
 Dimensions (WxHxD).....10' x 5' x 1' / 12' x 4' x 5"  
 Location.....648 N Main St, Ashland, Oregon  
 Budget and Cost.....\$24,000  
 Designer .....Eric Bradford Warren

These signs clearly identify Siskiyou Eye Center and Ashland Surgery Center from Main Street. The respective logos are displayed without fuss or clutter on a clean, contemporary monument that reflects the architecture. Once on the property, the building sign directs people from the parking lot with large brushed aluminum channel letters.

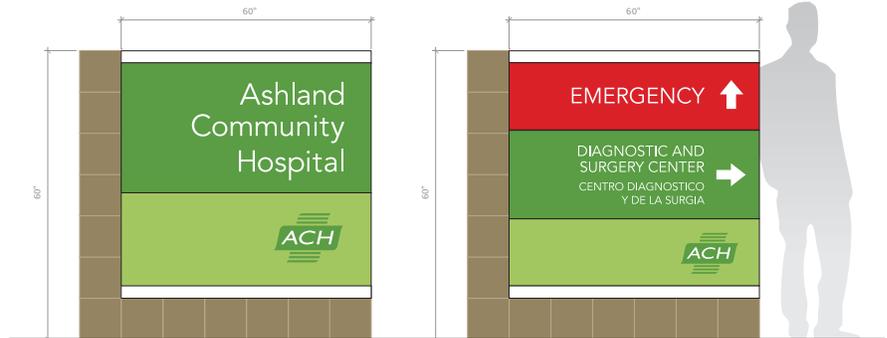
**PROJECT IMAGES**



Monument Sign



Directional Sign



Concept Drawings

**4**

Client.....Ashland Community Hospital  
 Completed.....2007  
 Media.....Aluminum, Acrylic, Slate Pedestal  
 Dimensions (WxHxD).....6' x 6' x 18"  
 Location.....280 Maple St, Ashland, OR 97520  
 Budget and Cost.....\$10,000  
 Designer .....Eric Bradford Warren

A contemporary monument sign with a clear wayfinding mission. The slate tile structure helps the sign blend into the setting. But there's no question what's important here—clear, no-nonsense wayfinding. External illumination makes the sign glow at night.



Monument Sign



Concept Drawing

# 5

Client.....Musician's Friend  
 Completed.....2006  
 Media.....Stucco, Routed Letters, Cultured Stone  
 Dimensions (WxHxD).....10' x 5' x 18"  
 Location.....Medford  
 Budget and Cost.....\$8000  
 Designer .....Steve Morgan

Designer Signs built this sign for Musician's Friend's corporate headquarters in Medford. The rock and stucco monument is neutral so it won't compete with the colorful logo. The sign is externally lit by a low profile ground light.



Gateway Sign



Welcome Sign

**6**

Client.....San-Dee Acres / Kidder Creek  
 Completed.....2013  
 Media .....Rusted Steel Plate, Red Cedar, wood posts  
 Dimensions (WxHxD).....6' x 12' x 1/8" / 8' x 4' x 3"  
 Location.....Rogue Valley / Mt. Hermon, CA  
 Budget and Cost.....\$5000 / \$15,000  
 Designer .....Steve Morgan / Kidder Creek

Two projects with a gateway purpose. For San-Dee Acres, the customer wanted to surprise her husband with a new gate sign. Using re-claimed wooden posts and laser-cut rusted steel, Designer Signs captured the "Wild West" feel the client wanted. Kidder Creek's clean, simple sign says they are a professional organization, while the natural look of the river rock and cedar tells children arriving at summer camp that they're here for a great time.

**PROJECT IMAGES**



Building Sign

**7**

Client.....Harry and David  
 Completed.....2014  
 Media .....Aluminum, PVC Logo and Border  
 Dimensions (WxHxD).....24' x 8' x 6"  
 Location.....Medford  
 Budget and Cost.....\$15,000  
 Designer .....Harry and David

When Harry and David updated their logo, a new sign for their Medford retail store was in order. For the aluminum backing panel, Designer Signs custom mixed automotive paint to match the client's Pantone color palate and created a durable, long-lasting finish. The old sign brackets were refurbished and re-used, reducing waste (and the project's price tag).

**PROJECT IMAGES**



Steve installing Building Signage



Brushed Aluminum Building Letters



Lobby Signage

**8**

Client.....One West Main  
 Completed.....2014  
 Media .....Channel Logos, Brushed Aluminum  
 Dimensions (WxHxD).....Logos: 6'x6' / Lettering: 24' x 20"  
 Location.....Medford  
 Budget and Cost.....\$22,000  
 Designer .....Steve Morgan

Working with Adroit Construction, Designer Signs designed, supplied and installed all interior and exterior signage for One West Main. The illuminated channel letter and logo signs show how great modern electrical signs can look on a building. Both the awning sign and lobby signs feature brushed aluminum lettering. Inside, the gallery framing system was also sourced by Designer Signs.

**PROJECT IMAGES**



Monument Sign for National Brand



Monument Sign for Regional Brand

**9**

Client.....Panda Express / Washington Federal  
 Completed.....2014 | 2013  
 Media .....Aluminum and Acrylic  
 Dimensions (WxHxD).....15' x 20' x 2' / 24' x 12' x 2'  
 Location.....Medford  
 Budget and Cost.....Unknown (Installation Only)  
 Designer .....Corporate Designers

These signs are among those shipped in by national brands for installation by Designer Signs. Clients such as Starbucks, AT&T, Denny's, Key Bank, H&R Block, and others trust the team at Designer Signs to install both electrical and non-electrical signage. Steve is experienced at making field adjustments when required, working with city inspectors, excavators, and subcontractors to ensure every project is completed on time and on budget.



Building sign with 1950's theme



Steve hand-crafting sculptural elements

# 10

Client.....Debbys Diner  
Completed.....2012  
Media .....Channel Letters, Acrylic Faces, Foam Sculpture  
Dimensions (WxHxD).....12' x 6' x 18"  
Location.....Phoenix, Oregon  
Budget and Cost.....\$15,000  
Designer .....Steve Morgan and Debbys Diner

Debbys Diner and Designer Signs collaborated to create a 1950's themed sign for Debbys and Paul Hartnell's diner in Phoenix. The clients wanted the checkered pattern and '56 Chevy to be key elements. After making a clay miniature to work out foreshortening issues, Steve went to work hand-crafting the sign.

## Burke Williams

Burke Williams is the largest chain of luxury day spas in the country, with ten locations throughout California. Rogue Design Group has been working with Burke Williams since 2009. We design and produce all of their advertising needs, including television, radio, multiple websites, print advertising, in-store monthly promotions and e-mail blasts, menus, packaging, and signage. Yearly retainer for ongoing calendar projects is \$36,000. Additional projects: \$50,000-\$75,000+ per year.

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To whom it may concern,

I'm writing to tell you how pleased I am with the working relationship Burke Williams has developed with Rogue Design Group. Six years ago, we asked Eric Warren to give our brand a face-lift. At that time, his team was charged with developing a look and feel for Burke Williams that would attract a new generation of spa-goers—while still honoring the tradition and history of this well-loved California brand. The first project was to launch our new membership program and Rogue Design Group, quite simply, knocked it out of the park.

Today, Rogue Design Group is much more than a design firm to us. They are a true partner. They treat our business as if it were their own. Deadlines and budgets are always met. Emergencies are handled without complaint. More importantly, they understand our business and they understand our guest. The marketing materials they produce are effective and they care about results.

Rogue Design Group partnered with Burke Williams in the depths of the recession, they helped us turn our company around, and today they are integral to our continued success. Eric will fly to Los Angeles to join us in strategic meetings and his input is valued by our entire management team. We believe the work Rogue Design Group has produced for us is unparalleled in the spa industry. Our owner, Theresa Armour, is fond of saying, "Eric leads the only agency that can take my vision and translate it into advertising that I love."

In short, we are thrilled to be working with Rogue Design Group and they will always receive our highest recommendation. If you would like more information about our experience, please give me a call.

Best regards,

Sandra Miller  
Vice President of Marketing  
Burke Williams Day Spa  
8927 Lindblade Avenue  
Culver City, CA 90232  
714-309-1330  
[sandym@burkewilliamsspa.com](mailto:sandym@burkewilliamsspa.com)

## Medical Eye Center

Rogue Design Group has been working with Medical Eye Center since 1999. We collaborate on marketing strategy and are responsible for all branding, signage, advertising, and print materials. We've designed and manage four websites for the eye clinic, retina care, LASIK, and Renew Medical Spa service lines. Creative budgets vary depending on project demands: \$50,000-\$75,000 per year.

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To whom it may concern,

I want to tell you how pleased I am with the working relationship we have with Rogue Design Group. They've designed all our advertising, collateral materials, logos, and signage. While we mostly use print and radio, they've also done some excellent television work. Here's how I describe Rogue Design Group:

First, they listen to what we want—and then do that. It's very simple. They provide their viewpoint if they think an approach can be improved in their judgment, but they do not become rigid about it. Second, they have integrity. We have many projects and deadlines. If something isn't what we originally agreed to, they handle changes without making excuses or arguing. Deadlines are met. Bids are honored. I never have to worry about surprises. Third, they are talented. They can take projects from a vague idea to a beautiful, effective product. Designs are clean, attractive, and have simple, compelling messages. Fourth, they understand money is precious and will work within budgets to maximize impact from the available resources. Okay, and there's a fifth point. They are genuinely nice people who are fun to work with.

We routinely receive compliments from patients about our logo and signage. Our surgical staff appreciates the professional image we portray, and our marketing staff is more efficient due to this relationship.

In short, I'm thrilled with what we have accomplished together—and think you will be too. Feel free to contact me if you'd like more specifics.

Sincerely,

Keith Casebolt, CEO  
Medical Eye Center  
2727 Barnett Road  
Medford, Oregon 97504  
541-618-1483  
[keith@medicaleyecenter.com](mailto:keith@medicaleyecenter.com)

## Siskiyou Eye Center

Rogue Design Group worked with Siskiyou Eye Center to develop brands for the eye clinic and surgery center. Projects included logos, signage, business papers, and more. Although RDG no longer works for Siskiyou Eye Center, this is a local reference with a strong signage project.

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To whom it may concern,

Siskiyou Eye Center has had the pleasure of working with Rogue Design Group on numerous projects, over several years, and with great success.

Rogue Design Group created our distinctive logo, designed our letterhead and business cards, created our newspaper ads as well as the exterior signage for Siskiyou Eye Center and its newly constructed sister-branch, the Ashland Surgery Center.

It takes someone who possesses the great skill of listening to be able to handle these multiple projects. Why listening? Because we weren't exactly sure what we wanted. Eric Warren certainly had his work cut out for him! It took a lot of listening and feedback, but he came through every time—always with a smile and a Zen-like approach.

When budgets matter, Eric was always there with another better way to stretch the dollar and still get the same great end result. He is always on time and on budget.

Rogue Design Group is highly recommended to those who seek quality and integrity.

William Epstein, MD  
Robert Ewing, MD  
Siskiyou Eye Center  
648 North Main Street  
Ashland, Oregon 97520  
541-482-5801  
[sec@siskiyoueye.com](mailto:sec@siskiyoueye.com)



# CHLOE GOLDBLOOM DESIGNS

PROPOSAL | Welcome to Ashland Signs



## CONTENT

### 2 LETTER OF INTEREST

### 4 PROFESSIONAL RESUME

Education & Training  
Professional Experience  
Design Experience  
Environmental Design Experience

### 6 IMAGES

Oregon Garden—Re-discovery Forest Interpretive Kiosks  
City of Springfield—Clean Water Trailer Wrap  
Nick Symmonds Springfield 800 Poster  
Jackson Whole Grocer Store Signs  
Willamette Valley Regional Food Brand Logo  
New Horizons In-Home Care Exterior Building Signs  
Dari Market Department Signs  
Dari Market Logo  
Life Bible Church Wayfinding Signs  
Holt International Sponsorship and Adoption Banners

### 16 PROFESSIONAL REFERENCES

Amber Fossen, *City of Springfield, Oregon*  
Brad Neuschwander, *Life Bible Church*  
Sasha Castellino, *Harris Designs & Print*

### 18 SUPPORT MATERIALS



**CHLOE GOLDBLOOM DESIGNS**

88049 Llama Lane  
Veneta, OR 97487

June 29, 2015

**Dear City of Ashland:**

The City of Ashland is a diverse and beautiful place with a rich history. From majestic views up high on Mount Ashland, to the beautiful rolling vineyard hills below, to the breathtaking wonders of Lithia Park, to the spirited community of artists, and astonishing performances at the famous Oregon Shakespeare Festival—Ashland is an amazing place! Chloe Goldbloom Designs would be honored to design the City of Ashland's Welcome Signs, visually expressing all Ashland offers when she welcomes you.

Chloe Goldbloom has had the privilege to work on many wonderful projects for Oregon's cities, organizations and companies, including: the City of Springfield, University of Oregon, Oregon Forest Resources Institute (OFRI), 4J School District, Organically Grown, Burley, Dari Mart, Northwest Community Credit Union, Holt International, and Rotary of Eugene—to name a few.

In March 2015, Chloe Goldbloom finished a collaboration with the City of Springfield, to design and facilitate production of their Clean Water Trailer Wrap. The 14 foot trailer design was to help promote the City's newly developed Clean Water program that engages city residents to get involved and improve their neighborhood waterways. Chloe was contracted to incorporate photos, text, along with illustrations of local plants and water, into the design of the trailer. The project was happily delivered on-time and on-budget (for more information see page 7).

In June 2014, Chloe completed work on the Oregon Forest Resources Institute (OFRI) / Oregon Garden's Re-discovery Forest interpretive kiosks. The two kiosks were designed to help the Oregon Garden visitor navigate their way through the Re-discovery Forest, as well as educate the visitor about the plants and animals that live in those forests. Chloe was contracted to design warm and friendly kiosks, that incorporated OFRI's branded colors and fonts, as well as text, illustrations, and a map of the area. Chloe collaborated with Oregon Forest Resources Institute (OFRI), Oregon Garden, and Cawood Marketing to create the artwork for the three panel kiosk, that were mounted to wooden framed kiosks (for more information see page 6).



**Chloe listens to your needs.** Chloe Goldbloom will have an in-depth discussion with the City of Ashland, asking pertinent questions to determine the project requirements, needs, wants, and what the City envisions—enabling her to establish design ideas, production time lines, and project costs.

**Chloe crafts a brilliant design solution.** She will then research, organize and cultivate a brilliant design solution that is just right for the City of Ashland—including gathering price estimates and selecting the right manufacturer and installer for the project. She will then present her best ideas, production time lines, and project costs.

Once a sign design concept has been approved, Chloe will make any needed edits, and once everything has been approved by the City, will prepare the final artwork to be manufactured.

**Chloe takes the hassle out of manufacturing.** Chloe works closely with printers, manufacturers, and installers—ensuring your signs are produced and installed on-time, on-budget, and looking amazing.

Once the signs have been manufactured, Chloe will oversee sign installation—making sure everything is done to the highest standards.

*If the City of Ashland prefers to work in a different manner or schedule, Chloe is happy to comply with the City's needs.*

Sincerely,

**Chloe Goldbloom**

Owner & Designer | Chloe Goldbloom Designs

 541.653.7463

 [cgoldbloomdesigns@hotmail.com](mailto:cgoldbloomdesigns@hotmail.com)

 [www.krop.com/chloegoldbloom](http://www.krop.com/chloegoldbloom)



# Chloe Goldbloom Professional Resume

## EDUCATION & TRAINING

### 1998-2002

Central Washington University, Ellensburg, WA  
Bachelor of Fine Arts (BFA) in Graphic Design

## PROFESSIONAL EXPERIENCE

### 2/12-Present

#### **Freelance Graphic Designer (Eugene, OR)**

Chloe supports various companies and organizations (e.g. City of Springfield, Oregon Forest Resources Institute (OFRI), University of Oregon, Northwest Community Credit Union, Eugene Rotary) by creating printed and on-line marketing materials, including: ads, annual reports, brochures & fliers, calendars, catalogs, clothing, direct mail campaigns, greeting cards, infographics, invitations, logos, magazines, PowerPoint/keynote presentations, product packaging, signs, vehicle wraps, websites, and more.

### 7/07-2/12

#### **Lead Graphic Designer — Holt International Children Services (Eugene, OR)**

Chloe supported Holt International, the largest international adoption agency, by creating printed and on-line marketing materials, including: annual reports, event banners, brochures and informational packets, direct mail campaigns, magazines and catalogs, invites and announcements, logos, stationary and greeting cards, branding standards, advertisements, clothing, calendars, as well as web art, and PowerPoint presentations. She also managed all the production schedules, working closely with printers and other businesses to produce all their marketing materials on-time, on-budget, and in a friendly manner.

### 2/05-7/07

#### **Graphic Designer / Office Assistant — SOLARC Architecture and Engineering, Inc. (Eugene, OR)**

Chloe supported SOLARC by finding, assembling & managing project proposals, creating brochures, reports and presentations, as well as maintaining the company's portfolio, managing the company's website & backup system, editing building specifications, and performing clerical work.

### 6/02-9/02

#### **Graphic Designer Intern / Office Manager — Fahnestock & Associates (Lakeland, FL)**

While working at Fahnestock and Associates, a freshly formed PR company, Chloe was privileged to create their logo, website, stationary, write press releases, as well as performed clerical work.



## DESIGN EXPERIENCE

Chloe Goldbloom is an award winning graphic designer with more than 13 years professional design experience. She is proficient in Adobe CS (InDesign, PhotoShop, Illustrator) as well as Microsoft Office. She has an active and extensive knowledge of the printing and fabrication process, as well as marketing techniques. Her strong natural creative ability, talent for research, organizational and problem solving skills, along with her personable disposition makes her a valuable addition to the Welcome to Ashland sign project.

Chloe has extensive experience creating and managing many different types of design projects, including: signs, vehicle wraps, annual reports, banners, brochures, catalogs, company branding, direct mail campaigns, invitations and announcements, logos, magazines, product packaging, websites, and everything in between.

For five years Chloe was the lead graphic designer and project production manager for Holt International—the largest international adoption agency. Chloe's incredible multi-tasking abilities enabled her to organize, research, design, and project manage simultaneously—making project production run smoothly, while still creating phenomenal art on limited budgets and time frames.

Chloe has continued to project manage and create amazing works of art since becoming a freelance graphic designer—enjoying being involved throughout the whole design, fabrication and installation process.

Chloe prides herself in producing high-quality designed materials—on time, on budget, with prompt, friendly service. She enjoys working with others and the collaborative process it brings to a project. Chloe is detail-oriented and enjoys keeping up-to-date with current design trends, because design education does not end in the classroom, but is a lifetime activity.

## ENVIRONMENTAL DESIGN EXPERIENCE

Chloe Goldbloom has worked on many environmental design projects over her 13 year design career.

In the spring of 2014, Chloe helped launch Jackson Whole Grocer's new 32,000 SF store. An upscale grocery store in Jackson Hole, Wyoming, the massive project included: 12—menu signs for their restaurant and dining areas, outrigger signs, 1—hanging circle sign, aisle marker signs, 5—case clings, 8—valance signs, 4—fixture toppers, 4—nut butter labels, 2—weekly ad template, 2—grocery bags, and 1—pizza box, as well as some other small signs and elements an upscale grocery store needs.

In the spring 2015, Chloe Goldbloom worked closely and collaborated with the leaders of Life Bible Church to design, fabricate and oversee installation of all interior signs for their newly built 30,663 SF church and community center building, as well as the exterior signs for their pre-existing hotel, located on the property. The project included: 10—directional vinyl floor-to-ceiling signs, 8—metal dimensional lettering signs, 3—window vinyl hours of operation signs, 10—staff office signs, 38—ADA/Braille restroom & room signs made of acrylic and brushed aluminum, 1—building directory, and 20—exterior ADA/Braille hotel room signs made of brushed aluminum.

Currently, Chloe Goldbloom is in the process of re-designing the Oregon Department of Fish and Wildlife Restoration and Enhancement's new logo. The logo will be posted on signs, websites, and documents. Chloe is collaborating with ODFW and Cawood Marketing to create the logo.

Chloe is confident in her ability to design amazing signage for any area and situation.



# Images



## IMAGE #1

**TITLE:** Oregon Garden—Re-discovery Forest Interpretive Kiosks

**COMPLETED:** June 15, 2014

**MEDIA:** Artwork printed on vinyl covered with premium laminate on Sintra/PVC board mounted to wood kiosk frame

**DIMENSIONS:** 8'-7" h x 13'-3" w x 5'-4" d (kiosk with roof)  
(2)-3' h x 2' w x 1/2" d; (1)-3' h x 3' w x 1/2" d (graphic panels)

**LOCATION:** Oregon Garden (in the Re-discovery Forest)  
879 West Main Street, Silverton, Oregon

**BUDGET:** \$35,000

**FINAL COST:** \$35,000

**DESCRIPTION:** Two interpretive kiosks were designed to help the Oregon Garden visitor navigate their way through the Re-discovery Forest, as well as educate the visitor about the plants and animals living in those forests. Chloe Goldbloom collaborated with Oregon Forest Resources Institute (OFRI), Oregon Garden, and Cawood Marketing to design the panel artwork.

**DESIGNER & DATE:** Chloe Goldbloom, June 29, 2015



IMAGE #2

- TITLE:** City of Springfield—Clean Water Trailer Wrap
- COMPLETED:** March 28, 2015
- MEDIA:** Vinyl wrap
- DIMENSIONS:** 6'-3"h x 13'-8"w x 6'-6"d
- LOCATION:** City of Springfield, Oregon
- BUDGET:** None
- FINAL COST:** \$3,851.03
- DESCRIPTION:** The Clean Water Trailer wrap was designed to promote the City of Springfield's new Clean Water program—inviting city residents to get involve and help improve their neighborhood waterways. Chloe Goldbloom collaborated with the City of Springfield, Oregon to design the artwork as well as oversaw fabrication and installation.

**DESIGNER:** Chloe Goldbloom  
**DATE:** June 29, 2015

“ When we reached out to Chloe Goldbloom Designs, we came to her with a concept and a general idea of what we hoped to accomplish. She quickly gave us options so exceptional, it was difficult to choose. Our Clean Water Trailer wrap is stunning – and just as important –it effectively communicates our core messages. Chloe is skilled at weaving ideas into creative and effective artwork. Both the process and product showcase Chloe's exceptional customer service. She moved this project forward and kept us informed every step of the way. She is a pleasure to work with and we enjoyed the collaboration!

*Amber Fossen,  
 Communications Coordinator,  
 Development & Public Works  
 City of Springfield (OR)*



**IMAGE #3**

**TITLE:** Nick Symmonds Springfield 800 Poster

**COMPLETED:** May 18, 2015

**MEDIA:** Digital and Paper

**DIMENSIONS:** 1'-5" h x 11" w

**LOCATION:** Internet as well as posted around the City of Springfield, Oregon

**BUDGET:** None

**FINAL COST:** \$400

**DESCRIPTION:** This Springfield 800 poster was designed to promote the City of Springfield's 4<sup>th</sup> annual 800 meter foot race. The initial use is for on-line promotion and closer to the event will the poster will be printed on paper. Chloe Goldbloom collaborated with the City of Springfield, Oregon to design the poster.

**DESIGNER:** Chloe Goldbloom

**DATE:** June 29, 2015



IMAGE #4

**TITLE:** Jackson Whole Grocer Store Signs

**COMPLETED:** June 26, 2014

**MEDIA:** Artwork printed on vinyl with premium laminate mounted to Sintra/PVChalkboard. Ceiling hung in a maple wood frame.

**DIMENSIONS:** 2'h x 3'w x 1"d

**LOCATION:** 1155 South Highway, Jackson Hole, WY

**BUDGET:** None

**FINAL COST:** \$40,000 production; \$8,000 artwork

**DESCRIPTION:** Jackson Whole Grocer built a brand new 32,000 SF building. The project included: 12-menu signs, outrigger signs, 1-hanging circle sign, aisle marker signs, 5-case clings, 8-valance signs, 4-fixture toppers, 4-nut butter labels, 2-weekly ad templates, 2-grocery bags, and 1-pizza box. As well as other smaller elements a new store needs. Chloe Goldbloom collaborated with Jackson Whole Grocer and Cawood Marketing to design the signage listed above.

**DESIGNER:** Chloe Goldbloom

**DATE:** June 29, 2015



## IMAGE #5

**TITLE:** Willamette Valley Regional Food Brand Logo

**COMPLETED:** June 29, 2015

**MEDIA:** Digital, any

**DIMENSIONS:** Any

**LOCATION:** Anywhere Willamette Valley items are grown or crafted

**BUDGET:** None

**FINAL COST:** \$1,500

**DESCRIPTION:** The Willamette Valley Regional Food Brand wants the Willamette Valley to be known as a leading food producing region – rich in food history, culture and quality ingredients.

The logo will be widely used. Growers and manufacturers will stick the logo on their products. Organization will print the logo on materials, websites, as well as a variety of specialty items (including clothes). Restaurants will also use it on menus and window signage, so people know products came from the Willamette Valley.

Chloe Goldbloom collaborated with the Willamette Valley Regional Food Brand, and Cawood Marketing to design their 3-option logo.

**DESIGNER:** Chloe Goldbloom

**DATE:** June 29, 2015



## IMAGE #6

- TITLE:** New Horizons In-Home Care Exterior Building Signs
- COMPLETED:** September 1, 2014
- MEDIA:** Vinyl graphics on double sided internally illuminated monument wall signs
- DIMENSIONS:** Monument Sign: 13'-1" h x 8' w  
Walls Signs: 1'-7" h x 7' w
- LOCATION:** 1318 NW 9th Street, Corvallis, Oregon
- BUDGET:** None
- FINAL COST:** Due to confidentiality reasons client did not want costs made public
- DESCRIPTION:** The businesses pre-existing exterior building signs were updated to feature their new logo, so clients could identify the location of their business. Chloe designed the sign graphics.
- DESIGNER:** Chloe Goldbloom
- DATE:** June 29, 2015



IMAGE #7

**TITLE:** Dari Market Department Signs  
**COMPLETED:** September 9, 2014  
**MEDIA:** Wood and paint with photos printed on vinyl cover with premium laminate and mounted on Sintra/PVC board

**DIMENSIONS:** 2'-6" h x 8'-6" w x 2" d

**LOCATION:** **Four locations:**  
220 North Main Street  
Brownsville, Oregon

93 North Mill Street  
Pleasant Hill, Oregon

91145 North Willamette Street  
Coburg, Oregon

230 South 5<sup>th</sup> Street  
Monroe, Oregon

**BUDGET:** None  
**FINAL COST:** \$10,636.25 (*artwork & production*)  
**DESCRIPTION:** The Dari Market's 6-different department signs were placed above specific store departments, in four store locations, to draw customer attention. Chloe Goldbloom collaborated with Dari Mart/Dari Market, and Cawood Marketing to design and produce the signs.

**DESIGNER:** Chloe Goldbloom  
**DATE:** June 29, 2015



**DARI**  
**MAR****KET**  
Your local grocer

## IMAGE #8

**TITLE:** Dari Market Logo

**COMPLETED:** September 5, 2014

**MEDIA:** Digital, print, etc.

**DIMENSIONS:** Any

**LOCATION:** Throughout Oregon

**BUDGET:** None

**FINAL COST:** \$800

**DESCRIPTION:** Dari Mart (mini-mart) created their own small grocery store, named Dari Market. Chloe Goldbloom collaborated with Dari Mart/Dari Market and Cawood Marketing to design the logo.

**DESIGNER:** Chloe Goldbloom

**DATE:** June 29, 2015



**IMAGE #9**

**TITLE:** Life Bible Church  
Wayfinding Signs

**COMPLETED:** August 4, 2015

**MEDIA:** ADA Signs: Clear acrylic on  
brushed aluminum w/ stainless  
steel stand-offs

Lettering Signs: Brushed  
aluminum, cut to letters

**DIMENSIONS:** ADA Signs: 8" h x 8" w x 1" d

Lettering Signs: 6" h x 7'-8" w x 1" d

**LOCATION:** 23650 Peoria Road  
Harrisburg, Oregon

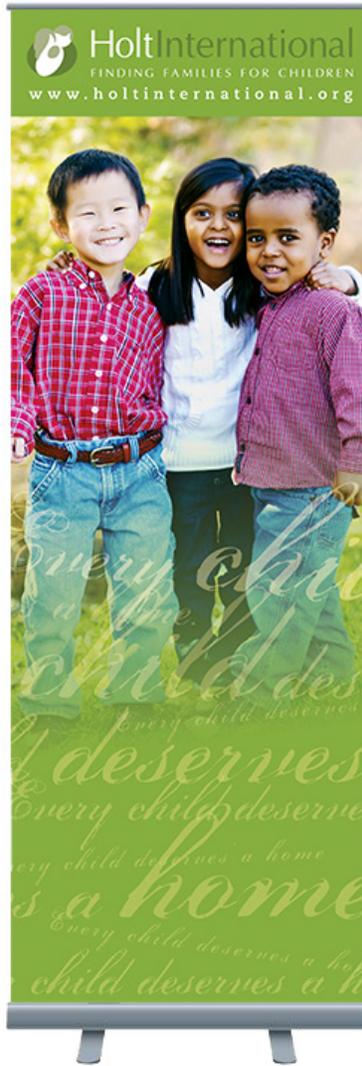
**BUDGET:** None

**FINAL COST:** \$13,800

**DESCRIPTION:** Life Bible Church built a new 30,663 SF church and community center building, as well as undated a pre-existing hotel on the property. Chloe Goldbloom designed, project managed and oversaw installation of all the interior signs, as well as the exterior hotel room signs. The project included:

- 38-ADA/braille Restroom & Room signs (acrylic & brushed aluminum w/ stand-offs)
- 10-Directional signs, vinyl floor-to-ceiling
- 8-Dimensional Lettering signs placed above specific areas (Nursery Check-in, Information, Bookstore, Sanctuary, Restrooms, and 3-Banquet Halls)
- 3-Hour signs, vinyl on window
- 10-Office Name signs, vinyl on wall
- 1-Building Directory Board
- 20-Hotel Room Signs

**DESIGNER & DATE:** Chloe Goldbloom, June 29, 2015



**IMAGE #10**

- TITLE:** Holt International Sponsorship and Adoption Banners
- COMPLETED:** April 1, 2010
- MEDIA:** Retractable vinyl banners
- DIMENSIONS:** 2'-6" h x 6' w x 1" d
- LOCATION:** Nationwide
- BUDGET:** None
- FINAL COST:** \$12,850

**DESCRIPTION:** The Holt International Banners were designed to promote their sponsorship and adoption programs, and were displaced at airports and events nationwide. Chloe Goldbloom designed, project managed, and oversaw fabrication of all 5-banners (10 copies per design were produced).

**DESIGNER:** Chloe Goldbloom  
**DATE:** June 29, 2015



# Professional References

## PROFESSIONAL REFERENCE #1



**Amber Fossen**

Communications Coordinator  
Development & Public Works  
City of Springfield, Oregon



225 Fifth Street  
Springfield, OR 97477



541.726.3695



afossen@springfield-or.gov

**Project Description:** Vehicle Trailer Wrap for the City of Springfield, Oregon

**Relationship:** Project Coordinator/Manager

**Project Name:** Clean Water Trailer Wrap

**Project Location:** City of Springfield, Oregon

**Completed:** April 2015

**Cost of Project:** \$3,851.03

## PROFESSIONAL REFERENCE #2



**Brad Neuschwander**

Senior Pastor | Life Bible Church



23781 Powerline Road  
Harrisburg, OR 97446



541.995.8282



pastorbrad@lifebiblechurch.org

**Project Description:** Wayfinding signs for a new 30,663 SF church and community center building, plus a 20-room hotel, including:

- 30 ADA Room signs
- 10 ADA Restroom signs
- 20 Exterior ADA Hotel Room signs
- 10 Dimensional Lettering signs
- 10 Large Directional vinyl signs
- 4 Window Hour vinyl signs
- 10 Staff Office Room vinyl signs
- 1 Hotel Check-in hanging acrylic sign

**Relationship:** Senior Pastor

**Project Name:** Church Wayfinding Signs

**Project Location:** 23650 Peoria Road  
Harrisburg, OR 97446

**Completed:** August 2015

**Cost of Project:** \$13,800



### PROFESSIONAL REFERENCE #3



**Sasha Castellino**

General Manager | Harris Designs & Print



745 River Avenue, Suite C  
Eugene, OR 97404



541.685.2510



sasha@harrisd.com

**Project Description:** Jackson Whole Grocer built a brand new 32,000 SF building. The project included: menu boards, outrigger signs, hanging circle sign, aisle markers, case clings, valance signs, fixture toppers, labels, weekly ad templates, grocery bags, and a pizza box, as well as other smaller elements to open a new store. Chloe Goldbloom collaborated with Jackson Whole Grocer and Cawood Marketing to design the signage.

**Relationship:** Project Manager for Cawood Marketing

**Project Name:** Jackson Whole Grocer Signs

**Project Location:** 1155 South Highway 89, Jackson Hole, WY

**Completed:** June 2014

**Cost of Project:** \$40,000 production; \$8,000 artwork



# Support Materials

**Springfield**  
OREGON  
PROUD HISTORY, BRIGHT FUTURE

HOME ABOUT US I WANT TO GOVERNMENT DOING BUSINESS PARTNERS NEWS ROOM

**CONTACT US**

Development and Public Works

- Building Safety and Code Enforcement
- Community Planning and Development
- Current Planning and Development
- Design and Construction
- Housing and Block Grant Programs
- Infrastructure Operations and Maintenance
- Stormwater and Clean Water Programs
- Transportation (Streets)
- Wastewater
- Resource Center (brochures, maps, permits)
- Commissions and Committees
- Property Management
- Business Licensing
- Emergency Management

### Clean Water Trailer

Want to improve your neighborhood waterway? Need tools?

The City of Springfield is providing Springfield residents with the Clean Water Trailer, which is full of useful tools for community projects that aim to improve local waterways. And it is FREE!

The Clean Water Trailer is available to homeowners associations, neighborhood groups, businesses, and community groups that want to improve habitat and water quality in Springfield. Projects can be along streams, bioswales, local rivers and streams, and more.

Springfield staff will drop off the Clean Water Trailer at your project site and pick it up when you are finished. Reserving the trailer is easy! Give us a call at 541.726.3694 or send an email to [WaterResources@springfield-or.gov](mailto:WaterResources@springfield-or.gov) with your name, project summary, and preferred date to reserve the Clean Water Trailer. Springfield staff will follow up with you directly. Please email us at least two weeks before you would like to begin your project. Clean Water Trailer reservations must be made by Springfield residents 18 years of age or older.

The Clean Water Trailer includes:

- Shovels
- Gloves
- Garbage grabbers
- Garbage bags
- Loppers
- Clippers
- Hand tools
- Rakes
- Wheelbarrow
- Pitch forks

The Clean Water Trailer is protecting Springfield's streams – with your help!

Home Policies Disclaimers Make Internet Suggestions Accessibility Statement (W3C) Site Map Contact Us

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**SPRINGFIELD**  
OREGON

## SUPPORT MATERIALS #1

### City of Springfield—Clean Water Trailer

City of Springfield's Website

[www.ci.springfield.or.us/dpw/CW\\_Trailer.htm](http://www.ci.springfield.or.us/dpw/CW_Trailer.htm)



# New Whole Grocer market opening soon

Market moving south, shoots for June 26 opening date for expanded operation.

Story Comments Print Font Size: - +

[Recommend](#) 42
 [Tweet](#) 0
 [g+1](#) 0
 [Pin it](#) 0
 [Share](#) 1



PRICE CHAMBERS / NEWS&GUIDE  
 Stockers load shelves as the Jackson Whole Grocer prepares for a June 26 opening for its new store. A grand-opening gala is planned for August.  
[Buy this photo](#)

POSTED: WEDNESDAY, JUNE 18, 2014 4:30 AM  
 By John R. Moses | 0 comments

It's almost moving time for Jackson Whole Grocer, and June 26 is the target date.

The retailer that made its mark with natural foods, abundant organic produce and fresh, hot entrees-to-go is making a foray into on-site dining and drinking at its new and expanded store.

The new site at 1155 S. Highway 89 — just over 1 mile south of the old location — has double the floor space, more than triple the number of checkout stands, a full floral department and even a seating area with a fireplace.

Owner Jeff Rice led a tour Monday for the press and Jackson Hole Chamber of Commerce representatives to show off the large, brightly lit sales floor.

Rice said the store has something for everyone, offering quality natural foods but also options such as organic and non-organically raised chickens in the deli

department. There will be a large bulk organic food section, but the store also sells Coca-Cola. Rice said the idea is "to be a hybrid, which we are."

The store's Facebook page announced weeks ago that shelves were filling at its new location near the southern entrance to town. Since then coolers for dairy products, freezers for frozen goods and shiny new meat and deli departments have emerged.

### More choices, more space

Rice said the new store will mostly carry the same products, but the merchandise will be displayed better. The aisles are 6 feet across in the new facility instead of the cramped aisles in the current location.

He said customers will find a more pleasant place to shop, a place with more room that will allow for easier interaction with neighbors and friends one might meet in the aisles.

There's a lot of wood, and the floor is polished concrete that shows off the decorative aggregate. The ceilings are high and brightly lit with energy-efficient LED lighting.

Bins that are empty now will soon brim with produce and flowers. Included in a 40-foot-long meat and seafood section (the old one was 8 feet long), featuring such delicacies as ceviche.



## SUPPORT MATERIALS #2

### Jackson Whole Grocer Store Opening

News Article

[www.jhnewsandguide.com/news/business/new-whole-grocer-market-opening-soon/article\\_9e20dcd8-9910-5bec-a11a-baccd94cacb4.html](http://www.jhnewsandguide.com/news/business/new-whole-grocer-market-opening-soon/article_9e20dcd8-9910-5bec-a11a-baccd94cacb4.html)

CONTINUED...



The new store has a second floor community room that will be available for free to nonprofit groups as soon as the store is open. There's also a 50-seat outdoor seating area and an expanded health department.

The dining room in the front of the store — featuring a stone fireplace — is designed as a place to relax and eat. The seating will be made from wood reclaimed from the old home improvement store that used to occupy the site.

Eventually customers may be able to buy a beer or a glass of wine with that meal. Rice said Wyoming law allows for selling beverages in the beverage department to be consumed in the dining room or on the patio. He said that plan is at least a month away.

On the beverage side, look for a better selection of craft beers and new, high-end alcoholic beverages.

The take-out prepared food section will expand its fare to include stir fries and pizzas from a wood and electric oven that gives the chefs flexibility in styles. There also will be fresh sushi and other items the old store couldn't provide due to its limited space.

#### **Lucky's to move into old store**

The old store's staff of 80 has nearly doubled. The workforce is now up to 153 and will likely grow to nearly 180 in the high season. Those workers will have a modern break room and a loading dock that is easier to use.

"It's a work environment that is much more efficient and safe and pleasant," Rice said. The old store was "small and inefficient and difficult, frankly."

The old store will close when the new store opens, said marketing director Erika Rice. The store is planning a formal grand opening in August, said Rice, who is not related to the owners.

The store occupies the site of the former True Value Hardware outlet Sunrise Home Center. It sits on 3.9 acres. The building was expanded from 29,000 to 32,000 square feet, according to Oregon developer Dickerhoof Properties.

The old store at 974 W. Broadway in Powderhorn Plaza will eventually be the site of a Lucky's Market, a small chain headquartered in Boulder, Colorado, that also specializes in natural foods and organic produce. Lucky's plans to open in 2015.

Lucky's also is opening new locations in four other cities: Bloomington, Indiana, Rock Hill, Missouri, Ellisville, Missouri and Ann Arbor, Michigan.

In Jackson, Lucky's will join major chains Albertsons, Smith's, the independent Jackson Whole Grocers and other smaller grocery purveyors such as the Aspens in Wilson and Pearl Street Market in downtown Jackson.

Is that a lot of markets for a town of less than 10,000 people? Jackson Chamber of Commerce Executive Director Jeff Golightly said no one has asked him that question before.

The town will support as many markets "as the market will bear," he said.



### SUPPORT MATERIALS #3

#### Dari Market Logo

Sign at Pleasant Hill store location

Kate Miller

Kelli Crowsigt

# **WELCOME TO ASHLAND**

Sign Design Proposal

# Letter of Interest

We are a team of two experienced designers who are very much interested in contributing our expertise to create the Welcome sign for the City of Ashland.

We have 20 years combined experience working with a variety of businesses and client-types within many different industries. Developing ideas that graphically define and present a person, entity or place, is a challenge we tackle with enthusiasm.

Our goal is to provide a flexible platform to generate ideas, concepts and open communication within an interactive process. From initial sketches to completed install, we welcome the opportunity to collaborate with the City of Ashland Public Art Commission to design the new Welcome to Ashland sign design.

## Kate Miller

541-390-5853

kate@katemillerdesign.com | KateMillerDesign.com

200 SW James Drive

Bend, OR 97702

## Kelli Crowsigt

661-755-2371

kellikirsti@gmail.com | awkdesigns.com

20548 Fred Meyers Road

Bend, OR 97701

# Statement of Approach

The Welcome to Ashland sign, no matter its physical location, is a community-based symbol that represents the residents, culture, lifestyle, and even the visitors who pass through the city. When people of all backgrounds in a community can access and enjoy a space, as well as identify with it and feel a sense of belonging, that is when true Placemaking is in action and the value of that location grows! It's clear that Ashland appreciates both the value its community and the ideals of Placemaking, and therefore, it is truly important to demonstrate these ideals when it comes to this project.

We as designers not only hope to capture the Ashland identity in our sign design, but we also hope to include the community along the way. One opportunity to achieve this would be to develop an online space that provides an inside glimpse at developing ideas and possibly an open window for communication and feedback. Surveys and questionnaires could easily be developed to ensure that anyone interested would have a chance to share their opinion.

Beyond these possibilities, design concepts will be presented and revised in an effort to finalize a single sign design. Material fabrication, sign production and installation will be performed by third party contractor(s) to be determined once this project has been initiated.

Timeline to complete individual phases of design, final deliverables as well as compensation required to fulfill the agreed upon project, will be determined once we have been awarded this project opportunity.

**“AS BOTH AN OVERARCHING IDEA AND A HANDS-ON APPROACH FOR IMPROVING A NEIGHBORHOOD, CITY, OR REGION, PLACEMAKING INSPIRES PEOPLE TO COLLECTIVELY REIMAGINE AND REINVENT PUBLIC SPACES AS THE HEART OF EVERY COMMUNITY. STRENGTHENING THE CONNECTION BETWEEN PEOPLE AND THE PLACES THEY SHARE, PLACEMAKING REFERS TO A COLLABORATIVE PROCESS BY WHICH WE CAN SHAPE OUR PUBLIC REALM IN ORDER TO MAXIMIZE SHARED VALUE. MORE THAN JUST PROMOTING BETTER URBAN DESIGN, PLACEMAKING FACILITATES CREATIVE PATTERNS OF USE, PAYING PARTICULAR ATTENTION TO THE PHYSICAL, CULTURAL, AND SOCIAL IDENTITIES THAT DEFINE A PLACE AND SUPPORT ITS ONGOING EVOLUTION.”**

Source: [www.pps.org/reference/what\\_is\\_placemaking/](http://www.pps.org/reference/what_is_placemaking/)

# Design Concepts



Symbolizing the landscape and layered geography that is Ashland, a 3-panel sheet metal display incorporates text content in front of a mountain-gradation backdrop.

- each panel approx. 1/8" thick
- variety of color hues to choose from
- color gradation emphasizes panel depth + 3-dimensional features
- play on positive & negative text display

28"

60"



(material examples)



(contrasting nickel material would contrast and emphasize text against darker backdrop)

# Design Concepts



28"

50"



(material examples)

Simplified vertical format option with a single sheet panel display.

- showcase design options + flexibility of this idea overall
- variety of color hues to choose from
- play on positive & negative text display



# Resume

## Kate Miller

541-390-5853

kate@katemillerdesign.com | KateMillerDesign.com

200 SW James Drive  
Bend, OR 97702

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### Education:

University of Oregon, OR  
BA, Fine Arts, Emphasis in Visual Design  
1995-1999

### Experience:

#### DESIGNER

Kate Miller Design  
(2007 - Present)

- Logo/Brand Design + Custom WordPress Website Design
- Graphic Design
- Editorial Design + Layout
- Illustration
- Infographic Design

Whether participating within a team of designers or as lead designer, I have created a large collection of environmental designs.

Monuments, billboards, real estate & construction signage as well as glass decal and large banner displays, have all been projects I have worked on in my 15 years experience as a Graphic Designer.

The design challenge of presenting text and image content in a visually pleasing and successfully executed format, is a standard component of the work I do and the service I aim to deliver. Large or small, interior or exterior—project specifications define the format; my objective is to create the design that surpasses the ultimate goal.

#### DESIGNER/COLOR TECH

Ford Graphics (2005 - 2007)

#### PRODUCTION DIRECTOR

Cascade Business News (2005 - 2007)

# Resume

## Kelli Cromsigt

661-755-2371

kellikirsti@gmail.com | awkdesigns.com

20548 Fred Meyers Road  
Bend, OR 97701

---

### Education:

San Diego State University, CA  
BS, Emphasis in Multimedia  
2006-2010

### Experience:

#### DESIGNER

AWKDesigns (2015 - Present)

- Editorial Design
- Print and Web Design

#### PRESENTATION DESIGNER (CONTRACTOR)

Dropbox (2015 - Present)

Following Dropbox's brand guidelines, I create both internal and customer-facing decks.

- Custom diagrams and graph design
- Illustration
- Icons & Layout

During my experience as a communications, branding and marketing designer, I have learned a lot about the importance of simplicity and eye-catching design. A person can develop an impression instantly, whether one is clicking a banner, browsing for a book, or driving by a billboard.

As a designer, whether I am working small or large, I aim to follow my visual instincts and create unique and timeless designs.

#### SENIOR GRAPHIC DESIGNER

Spark Inbound Marketing (2013-2015)

Working alongside the creative director, I would concept, design, and prepare for production for clients from a vast range of industries.

- Tradeshow booths, banners, billboards
- Print advertisements for magazine and newspaper publications
- Logos and collateral for new companies

#### COMMUNICATIONS DESIGNER (CONTRACTOR)

Ideo (2013)

Worked with creative teams at the Shanghai IDEO office to create internal presentations and pitch decks for high profile clients such as Coca-Cola, and SL Corporation.



# 1:

## MONUMENT SIGN | 2014

First Presbyterian Church of Bend

Designer: Kate Miller  
Bend, OR

This monument sign and banner design development was produced based on the logo/brand design I created for First Presbyterian Church of Bend.



2:

**STORE FRONT SIGN | 5/2015**

Aura Waterfalls

Designer: Kate Miller  
Bend, OR

Sign design is the result of an ongoing commitment to present design ideas and prominent display based on pre-designed brand identity.



### 3:

#### EXTERIOR DECAL | 2013

First Congregational United  
Church of Christ • Portland

Designer: Kate Miller  
Downtown Portland, OR

This decal design was a custom element I created as an extension of the logo/brand design I created for UCC. All work, from initial concepts to final print-ready files, was provided remotely, working with both the client directly and the on-site printer.



4:

TROLLEY SIGN DESIGN | 3/2015

Trolley signage for Central Coast Aquarium

Dimensions: 48x21", 90x22"

Designer: Kelli Crowsigt



# 5:

BANNER DESIGN | OCTOBER, 2013

Banner design for San Luis Obispo County Parks

Dimensions: 48x21", 90x22"

Designer: Kelli Crowsigt

**SLO County Parks**

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# 6:

## LOHAUS BRANDING AND SIGNAGE | JULY 2012

Vinyl window signage and metal wall sign for a collaborative workspace in Shanghai.

Window Signage: 5ft x 6ft

Vertical Lettering Sign: 4ft x 1ft

Installation Budget: \$1000

Designer: Kelli Crowsigt



7:

**BANNER DESIGN | MARCH 2014**

Banner designs for downtown San Luis Obispo advertising the Wine Waves & Beyond event.

Dimensions: 182"x48"

Designer: Kelli Crowsigt



# References

Kate Miller

## CAIN CREDICOTT

Paleo Magazine/Paleo Media Group  
cain@paleomagonline.com | paleomagonline.com

**Services Provided:** ongoing design for bimonthly publications, annual book designs (print & digital), as well as marketing design needs as required.

## ERVIN RICHARDS

EMR Logistics Inc.  
ervin@shipemr.com | shipemr.com

**Services Provided:** logo/brand identity design, custom website design + development

## LISA QUINLIVAN

Bend Your Body  
lisa@bendyourbody.com | bendyourbody.com

**Services Provided:** Logo / Brand Identity design, custom WordPress website design + development

## DEB FARINA

Awareness Life Coaching  
debfarina@awarenesslifecoaching.com | awarenesslifecoaching.com

**Services Provided:** logo/brand identity design, custom website design + development

Kelli Crowsigt

## STEPHANIE GABRIEL

Creative Director, Spark Inbound Marketing  
stephanie@sparkinboundmarketing.com  
sparkinboundmarketing.com | 805-550-3141

## ERIN SHAFQAT

American Food Ingredients  
eshafqat@icloud.com

**Services Provided:** logo/brand identity design, collateral design

# Testimonials

## JENNIFER FISCHER

Maximize & Thrive

Working with KMD is a true joy! Their talent amazes me, and I'm grateful to have a beautiful logo that represents all I wish to do for people! I really felt they went above and beyond in their level of service and have loved the experience! Thanks again for your commitment to this project.

## LISA QUINLIVAN

Bend Your Body

Kate responds quickly, professionally, and consistently to each project. Her designs are unique and cohesive and she works to ensure that process is not only complete to my satisfaction but also enjoyable along the way! The relationship Kate has built with my business is reflected back to me as my new clients consistently comment about how much they enjoy my branding website and collateral print work. She is a highly valued asset to my business as it continues to grow and thrive here in Bend, OR.

## DEB FARINA

Awareness Life Coaching

Kate is awesome to work with! She takes the time to learn what is important to you, present visual options so you have choices, and is willing to explore until you get exactly what you are looking for. On top of creating great designs, KMD took a ton of worries off my hands and provided me with the tools to make my life easier. She is super flexible and works within your time needs, providing options sooner rather than later.

## GREG CONGLETON

Sculptor

After looking over what you've done it is becoming increasingly clear I chose the right person for the task! You have a terrific artist's eye for assembling the voluminous amount of information I've given you and organizing it the way I asked—only better! I can't wait to launch this beauty!

## STEPHANIE GABRIEL

Creative Director, Spark Inbound Marketing

Kelli came to Spark with an established set of design expertise, which made her a very efficient and productive employee. She was also willing and eager to further develop her skills, which she did quickly because of her motivation and open mind.

Kelli has done a great job of being patient in producing options and changes as our team and clients have requested new and different things from her. She manages to stay organized and manage time in a way that allows for creativity, but also productivity.

Overall, I feel Kelli would be an asset to any team. She can work well independently, but is open to working in a team and accepts constructive criticism and feedback very well, which is essential in working with clients. I have no hesitation in recommending Kelli for a professional position in the graphic design field.

## ALEX SHOER

Managing Director at Seeder

Kelli has continually impressed me with her ability to work with limited information and create designs that convey our message simply and clearly, while managing to strike the right balance of professional yet engaging. I would highly recommend Kelli and her ability to deliver on time results.