

## **Overall Design Requirements:**

1. The design should be suitable for a 5x7 folding card.
2. We would like the card to have a bicycle holiday theme (graphics should be fun, but also professional and contemporary like ornaments, snowflakes etc., not childish like Santa Claus, snowman, etc.).
3. We would like the card to look modern, sleek and contemporary overall (not too busy). It should include use of icons (see instructions for Inside Panel 2), giving it a clean “Mac like” look.

### **(Cover)**

- 2017 (include “2017” somewhere on cover)
- Give to What You Believe In and Love
- (Holiday inspired bike related graphic and logo)

### **(Inside Panel 1)**

-For more than a decade, Sonoma County Bicycle Coalition has been leading the charge in creating a bike-and walk-friendly Sonoma County. But, there’s more work to be done! With your generous support, we have the opportunity to secure more local and regional pathways, trails, and bike lanes and to grow the bicycle movement.

-ADVOCACY: Building a network of bicycle and pedestrian infrastructure to connect Sonoma’s communities and open space. Advancing bike-friendly communities and policies and giving bicyclists a voice at the table.

-SAFETY: Making our communities safer for bicyclists and pedestrians of all ages through education, infrastructure improvements and public policy efforts.

-ENCOURAGEMENT: Providing the outreach, education and tools necessary to empower adults and children to feel safe and enthusiastic about biking for transportation and recreation.

### **(Inside Panel 2)**

- Thank you for helping to shape Sonoma County into the best place to ride a bike for transportation and recreation! Your support is crucial to our continued success.

-Give Online: Give securely at [bikesonoma.org/help-us/donate](https://bikesonoma.org/help-us/donate)  
(computer icon)

-Give By Mail: Send check or cash in the envelope provided  
(envelope icon)

### **(Back)**

- (Logo)
- BikeSonoma.org