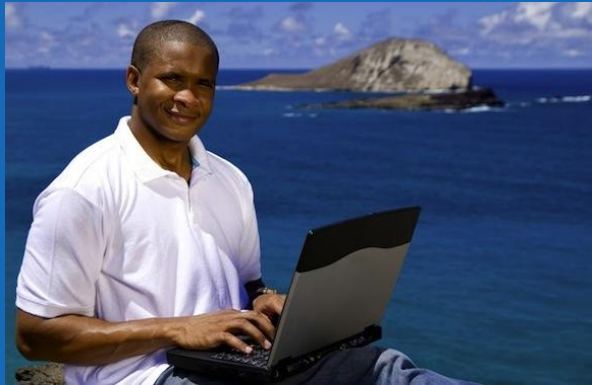




**WATER WORDS  
THAT WORK**

*Make a splash with your communications!*



**2014 Holiday Card Communication Strategy  
Prepared For DesignCrowd Designers  
Date 10/10/2014**

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Overview

**About the Organization:** Water Words That Work is our client.

Water Words That Work, LLC helps nature protection and pollution control organizations professionalize and modernize their communications. Let us help you succeed with your next fundraising, issue advocacy, or pollution prevention campaign! Depending on your needs, Water Words That Work can serve as a coach, a consultant, or as full-service advertising agency.

**Project Summary**

Water Words That Work would like to take stock and thank the amazing group of clients we have worked with and prospects who we are close to closing deals with. WWTW would like to show their appreciation in a holiday card.

**Project Timing**

WWTW would like to mail the holiday cards by November 14, 2014.

Target Audience

The target audience is the clients that we have worked for this year. They work for environmental organizations. Most are government and non-governmental organizations.

## Holiday Card Content

### Image Message on Outside Cover Right

Individually, we are one drop. Together, we are an ocean. - Ryunosuke Satoro

### Image Message on Outside Cover Left

Add Water Words That Work logo

Water Words That Work, LLC  
905 W 7th Street, Suite 201  
Frederick, MD 21701, 800-861-6012  
waterwordsthatwork.com

### Message on Inside Cover Right

As this year draws to a close, we are grateful for the opportunities we have had to work together. We wish you all the best for the year to come.

Happy Holidays from the Water Words That Work team

### Message Inside Left

We also want you to develop signatures for all our staff and contractors. Please use different fonts to convey a different person. Below is our list of staff:



Eric Eckl  
Erika Howder  
Laura Ganus  
Chandra Brown

Edwin Alferez  
Avia Huisman  
Valerie Damstra  
Michael Brandt

### Foolproof Photos

These photos give you a flavor for the types of images we are looking for.

	
<i>Example #1</i>	<i>Example #2</i>

	
<p><i>Example #3</i></p>	<p><i>Example #4</i></p>

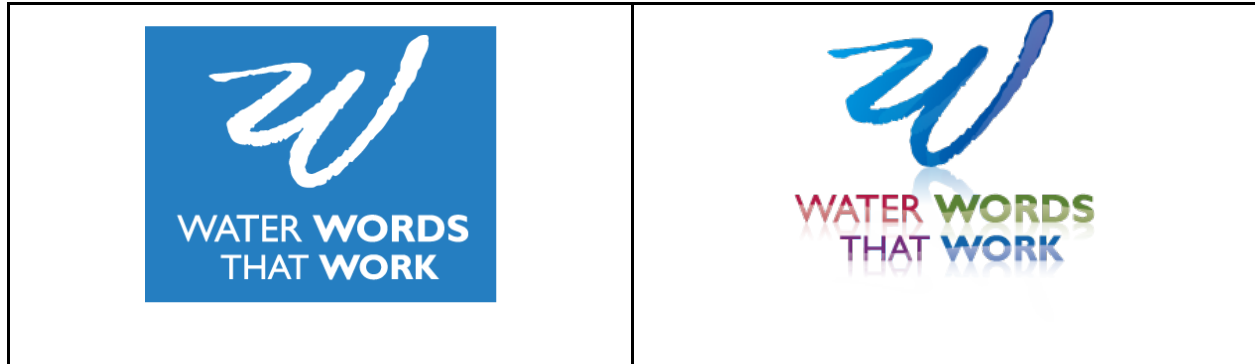
## Brand Guidelines

### Look & Feel Slider:

<b>Elegant</b>	X					<b>Bold</b>
<b>Playful</b>			X			<b>Serious</b>
<b>Traditional</b>				x		<b>Modern</b>
<b>Personable</b>				x		<b>Professional</b>
<b>Feminine</b>			X			<b>Masculine</b>
<b>Colorful</b>	X					<b>Conservative</b>
<b>Economical</b>				X		<b>Upmarket</b>

### Logos:

- White on blue background, possibly a blue stripe
- Full color on white background
- Watermark -- if appropriate, create a watermark of the W elsewhere on the printed page



### Colors:

Color Code:	Color:
##317BC2	Blue
#DDDDDD	Gray
#FFFFFF	White
#5F1D66	Purple
#A60E3B	Red
#A4AD74	Green

### Typography:

- Sans Serif: Helvetica (preferred), Arial (alternate)
- Serif: Palatino (preferred), Times New Roman (alternate)

### Card Design 4" x 6" Vertical Folded Card

- **Bleed:** The extra .0625" on each side of your artwork that bleeds off the edge of the piece and ensures your piece will not end up with white borders.
- **Trim:** The final size the printed piece will be.
- **Safe:** The .0625" area from the final trim size. Do not place text or important imagery beyond the safe line to avoid it getting cut off when the finished piece is trimmed to final size.

Corner Rounding, where available, can be 1/8" or 5/16". Examples are provided in the image below.

- **1/8"** is a "tighter" or "smaller" corner radius.
- **5/16"** is a "wider" or "larger" corner radius.

