



2024



*Design is intelligence
made visible.*

— Alina Wheeler

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» PROJECT OF THE YEAR

01



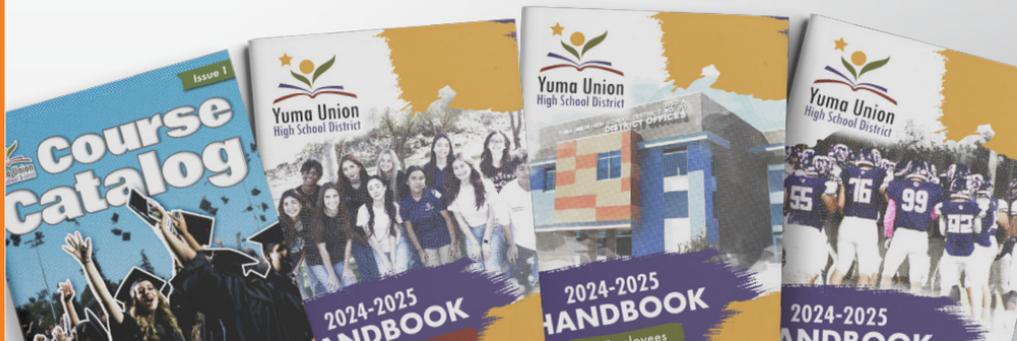
WORKING WITH THE YUMA UNION HIGH SCHOOL DISTRICT

After our founder, Jon M. Perry, lost his mother—a beloved math teacher who inspired generations of Yuma students with her tough-but-caring approach—he was given an indirect opportunity to honor her legacy by reinventing the Yuma Union High School District’s student handbook and course catalog. Drawing on her belief that education should be both practical and engaging, his team transformed these often-overlooked documents into vibrant, interactive resources students and families would



actually use. By replacing dense text with infographics, real voices, and dynamic design, and then revamping the course catalog as a digital magazine showcasing diverse academic and career paths, we helped shift the focus from mere compliance to genuine opportunity. In doing so, they hope to open doors for future students—just as my mother always did—by making learning not only accessible, but truly inspiring.

Jump to **STRATEGIC ENGAGEMENT**
for a better look!





ELEMENTAL LIFESPA

www.thePeanutPatch.com



»» BRAND IDENTITY

02



*Your brand is what other people say about you when you're not in the room, but effective branding means there are no **"other people."***

—Jeff Bezos

1



2

LOGO KIT

- 1 *Main Logo*
- 2 *Secondary Logo*
- 3 *Logo Mark*

NEUTRAFACE TEXT BOOK

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

SOFIA PRO BOLD

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

3





BizKidz



Berlin Sans FB Demi Bold

**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**



9



MARKETING TOOL + STATIONARY



10

BRANDING PACKAGE

- 7 Logo Design & Logo Kit
- 8 Letterhead & Envelope
- 9 Workbook
- 10 Business Card

11



Powered by Keller Williams Realty Yuma



Powered by Keller Williams Realty Yuma



BEBAS NEUE BOLD

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

Balboa Condensed

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

BRANDING PACKAGE

- 11** Logo Design + Logo Kit
- 12-14** Stationary Design
- 15** Custom Finish Business Card
- 16** Sign & Rider
- 17** Flyer Template





STATIONARY + MARKETING TOOLS



18

The
Peanut Patch



The
Peanut
Patch

COOPER STD BLACK

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 0123456789~!
@#%\$^&*()_+={}|[]\;:;',<.>/?

Pecan
Dust

Sunny
Accent Gold

Deep
Cherry Red

Peanut Brown

Old Glory Red

Old Glory Blue



Golden
Husk

Cream/Off-
white

Dark
Brown

Soft
Peanut
Shell

BRAND REFRESH

- 18 LogoKit & Logo Refresh
- 19 Letterhead & Envelope
- 20 Thank You Card & Envelope
- 21 Business Card





23

LOGO DESIGN

- 11 Logo Kit
- 12 Main Logo
- 13 Secondary Logo
- 14 Logo Mark



25

24



LOGO KIT



Crisp
Apple



Pear
Tree



Berry
Pink



Melon
Slush



Banana
Smoothie



Juicy
Violet

FLAVORS REGULAR

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

GLASS ANTIQUA REGULAR

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



27

LOGO DESIGN

26 Logo Kit

27 Logo Mark

28 Secondary Logo

29 Main Logo



28



29



Plus Jakarta Sans

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

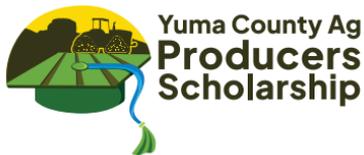
LOGO DESIGN

30 Logo Kit

33 Main Logo

31-32 Secondary Logo

34 Logo Mark



31



33



32



34



35

CHOOSE FREEDOM



RALEWAY BOLD

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

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- | | | |
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| LOGO REFRESH | 37 | Logo Mark |
| 35 | Logo Kit | 38 Business Card |
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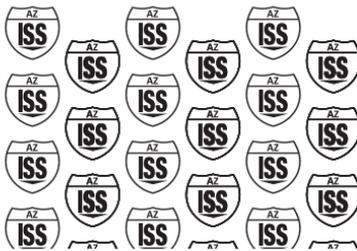
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CHOOSE FREEDOM

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40 LOGO KIT





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LOGO REFRESH





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Before



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PERSONAL INJURY • DUI • CRIMINAL DEFENSE

After

42-43 LOGO REDRAWS



Before



After

MORTGAGEONE™

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REBRAND

44 Business Card

45 Magnet name Tag



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REBRAND

46 Executive Metal Business Cards



MORTGAGEONE



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STATIONARY DESIGN: 47 Letterhead & Envelope
 48 Custom Finish Business Card



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49

STATIONARY DESIGN

49 Thank You Card

50 Envelope



STATIONARY



50





Brandi

wpa.law



STATIONARY

52-53 Business Cards




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Intro

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Page: Career School

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80% recommended (28 Reviews)

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Posts



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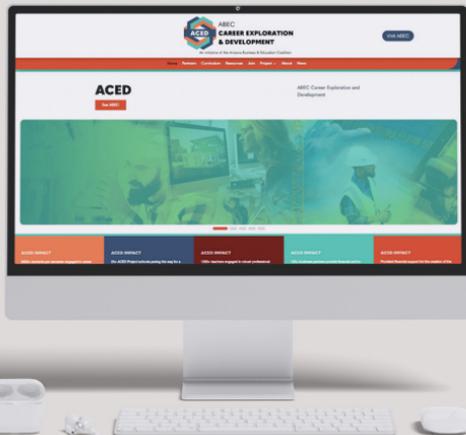
03



A website without visitors is like a ship lost in the horizon.

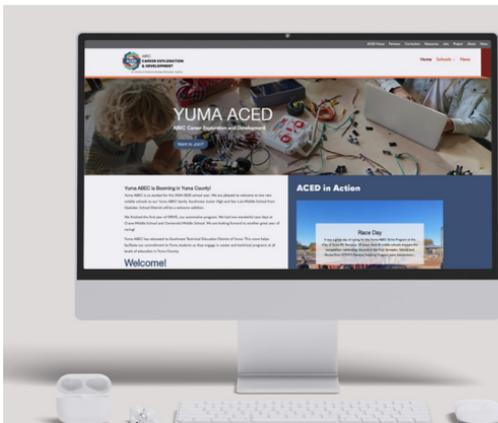
—Dr. Christopher Dayagdag

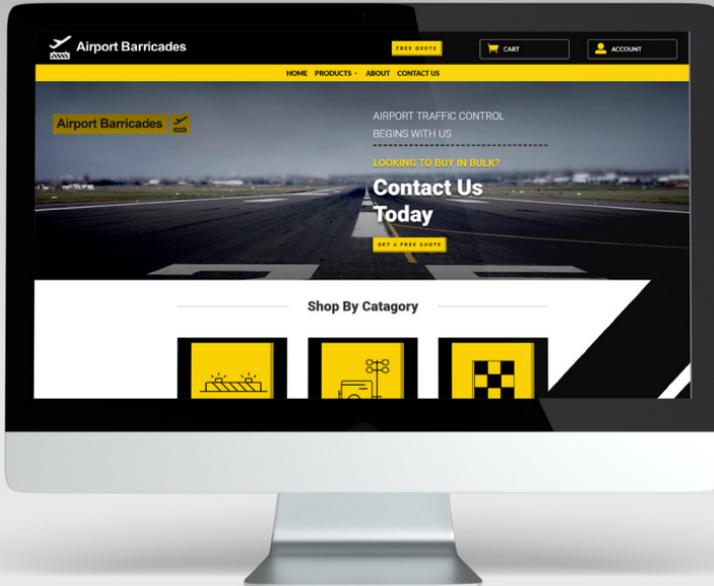
54



RESPONSIVE WEBSITE DESIGN & EXECUTION

Features:
*Informative, Client
Editable, Expandable.
Modern Aesthetic.*

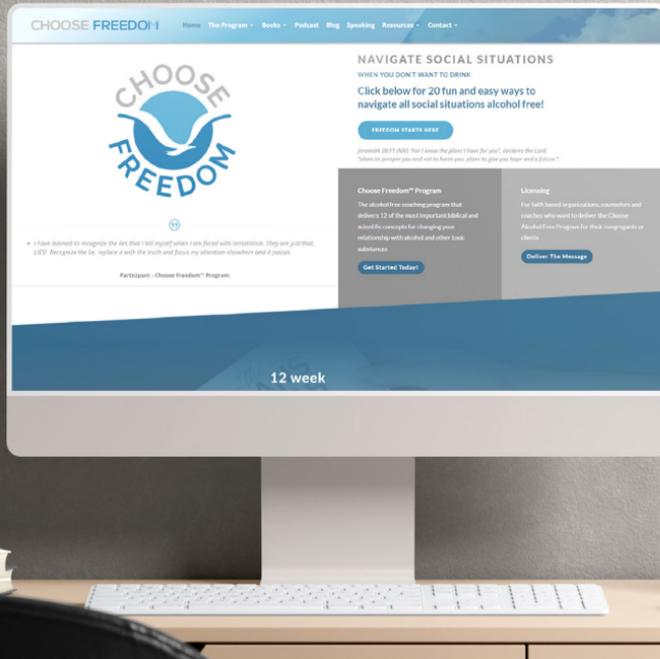




55

RESPONSIVE WEBSITE DESIGN & EXECUTION

Features: *E-Commerce Enabled, Modernized, Responsive, Client Editable.*

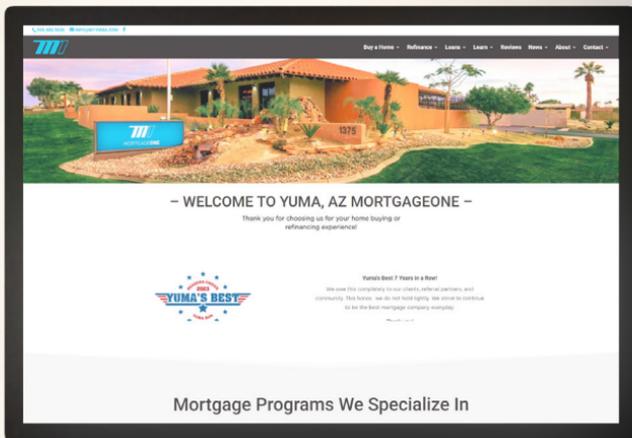


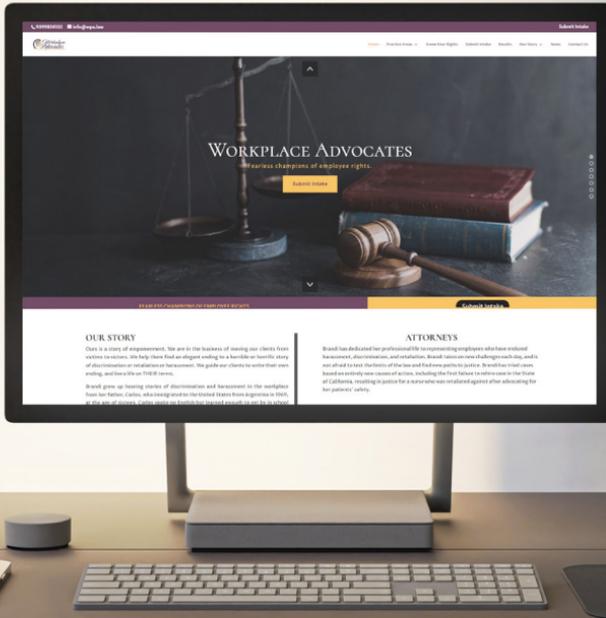
RESPONSIVE WEBSITE DESIGN & EXECUTION

Features: *Responsive, SEO Ready, Custom Directory, Client Portal, Expandable.*

RESPONSIVE WEBSITE DESIGN & EXECUTION

Features: *SEO Optimized, Client Editable, Informative, Expansive.*





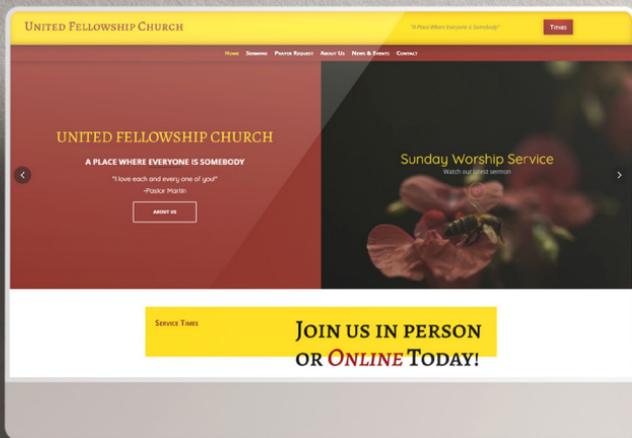
RESPONSIVE WEBSITE DESIGN & EXECUTION

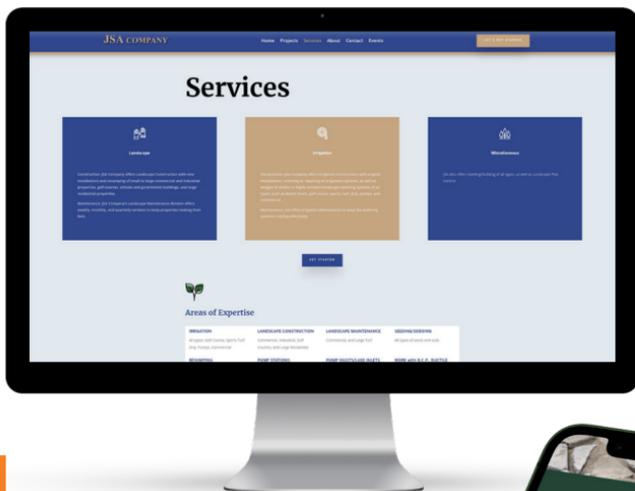
Features: Foundational, Responsive, Informative, Client Editable.

RESPONSIVE WEBSITE DESIGN & EXECUTION

Features: Client Editable, Event Posting, Video Embedded, Client Editable, Inviting.

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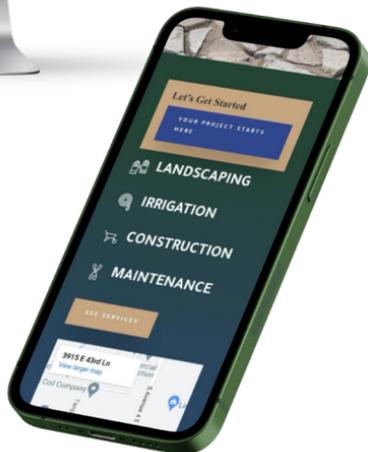




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RESPONSIVE WEBSITE DESIGN & EXECUTION

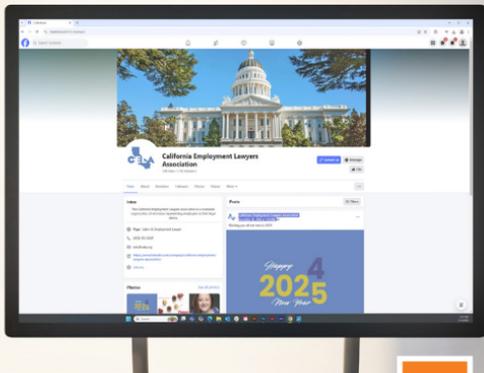
Features: Informative,
Responsive, Client Editable.



RESPONSIVE WEBSITE DESIGN & EXECUTION

Features: *Client Editable, Informative, Responsive.*





SOCIAL MEDIA PROFILE AVATARS

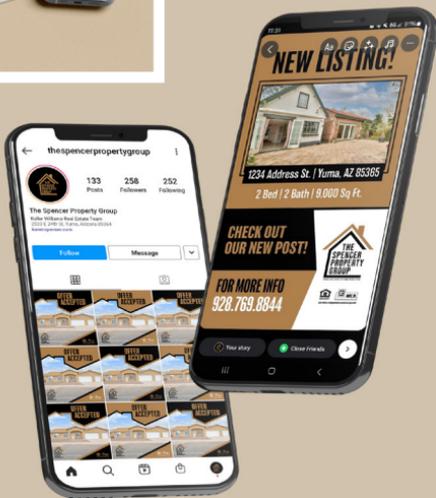
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SOCIAL MEDIA PROFILE AVATARS & POST TEMPLATES

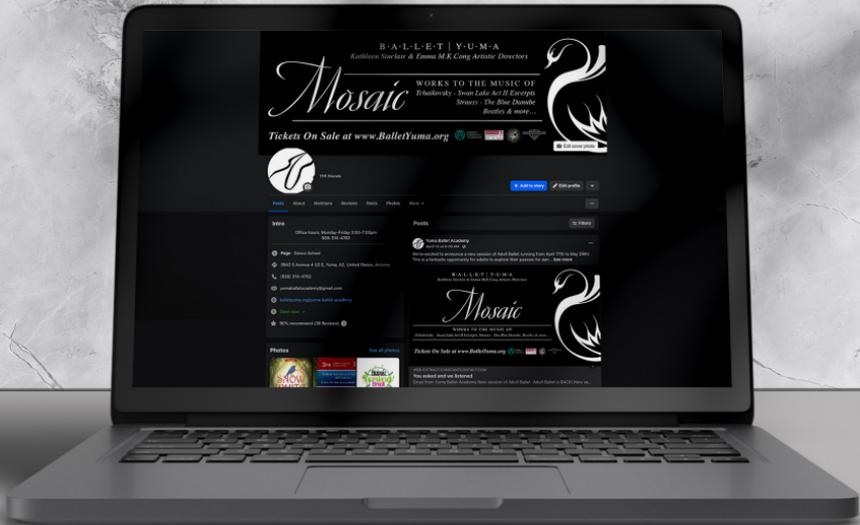


SOCIAL MEDIA PROFILE AVATARS



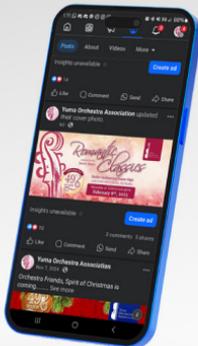




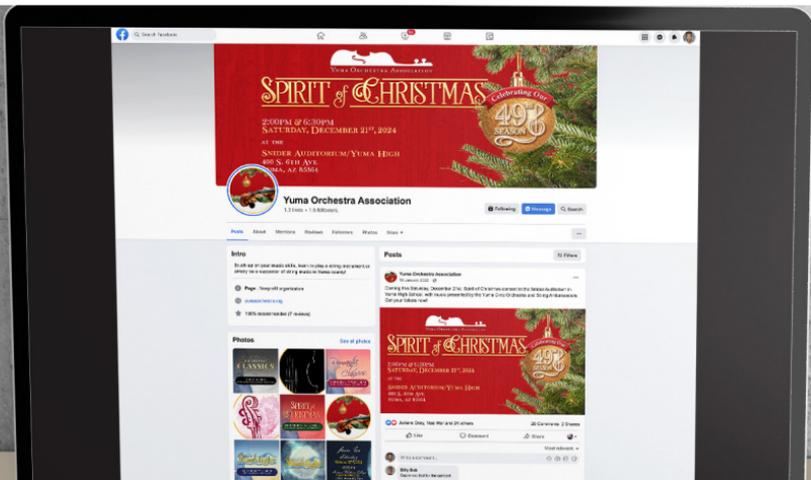


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SOCIAL MEDIA EVENT POSTS



67-69 SOCIAL MEDIA EVENT POSTS





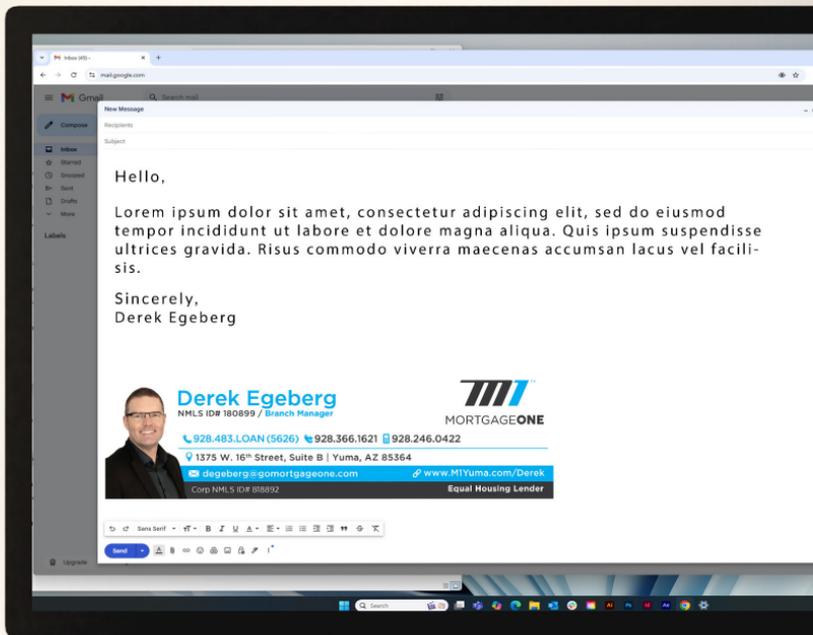
WELCOME
TO MORTGAGE**ONE** YUMA



M1
MORTGAGE**ONE**

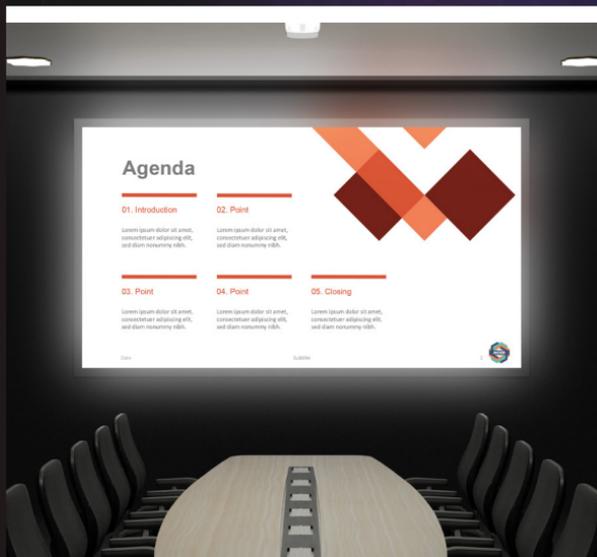
DIGITAL SCREENS

71 EMAIL FOOTER





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POWERPOINT PRESENTATION



73



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» STRATEGIC ENGAGEMENT

04



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—Steve Jobs

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74



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these child's complex
medical condition.



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Address _____

Contact Number _____ Contact Email _____

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SEASON EVENT PROGRAMS & SPONSOR FORMS

79-81



YUMA CIVIC ORCHESTRA

48TH SEASON

STRING AMBASSADORS

ORCHESTRAL CLASSICS

6:30 SATURDAY EVENING

OR

MAY 18TH, 2024

SNIDER AUDITORIUM/
YUMA HIGH SCHOOL, YUMA, AZ

CONDUCTED BY
JANET JONES

AVAILABLE ONLINE BY \$20 OR AT THE DOOR

OR SCANNING THIS CODE

For More Information Visit www.YumaCivicOrchestra.org

Yuma Civic Orchestra

Celebrating Our 49TH SEASON

Classics Moonlight

Presented by The Yuma Civic Orchestra & String Ambassadors

Conducted by Janet Jones

Saturday
October 19TH, 2024
- 6:30 PM -
INDOOR 3 LEVEL SEAT

Tickets \$20

Available Online
Indoor/Seated Tickets
Available at the Box Office

Annapa Western College
260 S. Arroyo Ave., Yuma

This is an outdoor event please bring your own chairs or blankets (limited number of chairs provided).

Scan QR Code for Online Tickets or Visit www.YumaCivicOrchestra.org For More Information.

YUMA CIVIC ORCHESTRA & STRING AMBASSADORS

Romantic Classics

Conducted by Janet Jones

Saturday at 2:00PM & 6:30PM
February 10TH, 2024

Snider Auditorium/Yuma High
400 S 6th Ave | Yuma, AZ 95136

CELEBRATING OUR 48TH SEASON

Tickets \$20

SCAN CODE FOR TICKETS

Tickets are ONLY available ONLINE, OR AT THE DOOR the day of the event.

For More Information Visit Our Website: www.YumaCivicOrchestra.org

YUMA CIVIC ORCHESTRA & STRING AMBASSADORS

Celebrating Our 49TH SEASON

SPIRIT OF CHRISTMAS

Conducted by Janet Jones

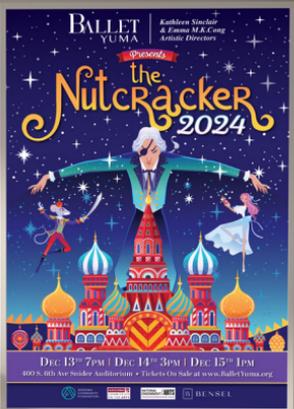
2:00PM & 6:30PM
SATURDAY, DECEMBER 21ST, 2024

AT THE
SNIDER AUDITORIUM/
YUMA HIGH SCHOOL
400 S. 6TH AVE
YUMA, AZ 85004

TICKETS \$20

TICKETS AVAILABLE ONLINE
Indoor/Seated Tickets Available at the Box Office

SCAN THE QR CODE FOR ONLINE TICKETS OR VISIT WWW.YUMACIVICORCHESTRA.ORG



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EVENT MATERIALS

Event Poster **82-86**

Event Postcard **87**

Event Poster **88**

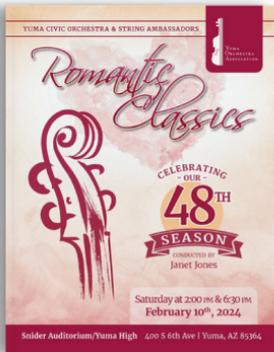
EVENT PROMOTION MATERIALS



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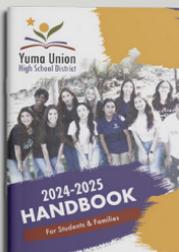
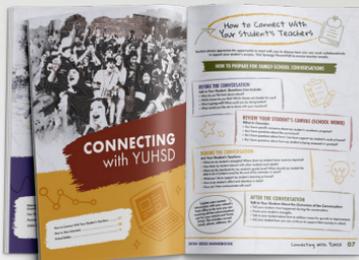
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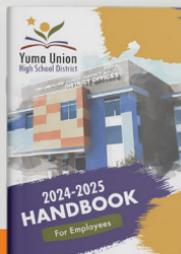
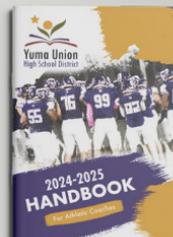
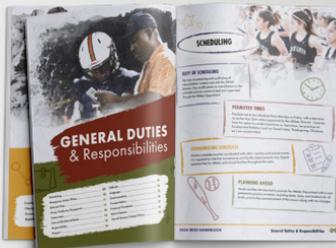
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DIGITAL FLIPBOOK HANDBOOKS

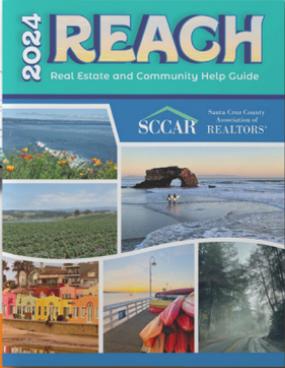


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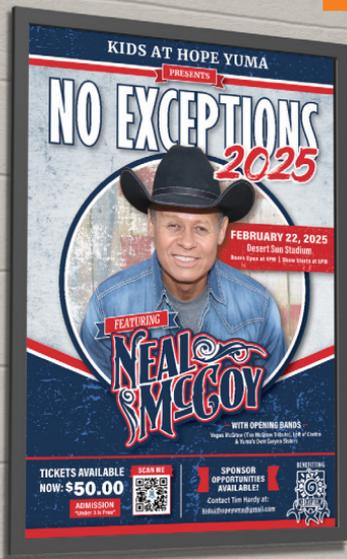
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INTERACTIVE DIRECTORY



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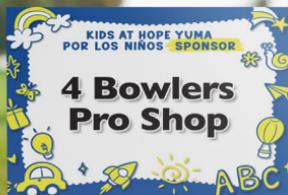


100

- 99 Event Poster
100 Sponsor Banners
101 Yard Signs



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- 102 Yard Sign
- 103 Sponsor Certificate
- 104 Sponsor Banner



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PROMOTIONAL ITEMS: 108 *Outdoor Banner*
109 *Magazine Ad*



109



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PROMOTIONAL BILLBOARD

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INSURANCE & MVS

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TRADESHOW MATERIALS

POP UP BANNER



**TRADE SHOW
CANOPY TENTS**

112-113



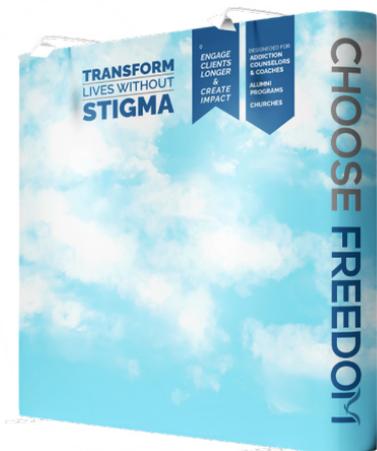
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114 Banner 115 Table Cover



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TRADESHOW MATERIALS

116 Backdrop

117 Promotional Handout



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118 Backdrop 119 Step & Repeat Banner

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TRADESHOW MATERIALS



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PROMOTIONAL MATERIALS

120 Concierge Package 121 Certificate 122 Magazine Ad

121



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PROMOTIONAL FORM

EVENT FORM

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Eligibility Criteria

- Be at least 50 years old
- Be a U.S. citizen or permanent resident
- Be a caregiver for an elderly family member
- Be a caregiver for a person with a physical or mental disability
- Be a caregiver for a person with a chronic health condition
- Be a caregiver for a person with a cognitive impairment
- Be a caregiver for a person with a terminal illness
- Be a caregiver for a person with a life-threatening condition
- Be a caregiver for a person with a life-limiting condition
- Be a caregiver for a person with a life-threatening condition
- Be a caregiver for a person with a life-limiting condition

Programs Offered

caregiving.com

Services Offered

- Respite care services
- Home care services
- Transportation services
- Meal services
- Financial counseling
- Legal services
- Support groups
- Training and education
- Volunteer opportunities
- Referrals to other services
- Information and resources
- Advocacy services
- Crisis intervention
- Bereavement services
- Supportive services
- Case management
- Caregiver support groups
- Caregiver training
- Caregiver education
- Caregiver support services
- Caregiver support resources
- Caregiver support information
- Caregiver support materials
- Caregiver support services
- Caregiver support resources
- Caregiver support information
- Caregiver support materials

CaregiverHelp

Call the National Caregiver Helpline: 1-800-762-1888

Supplemental Programs

Joy for All
Caring for Aging Loved Ones

There are over 35 million caregivers in the United States. Joy for All provides information and resources to help you better understand the challenges of caregiving and how to get the most out of your experience. Joy for All also provides information and resources to help you better understand the challenges of caregiving and how to get the most out of your experience.

MediAlert

A special program of Medicare, Medicaid, and other health care programs that provides information and resources to help you better understand the challenges of caregiving and how to get the most out of your experience.

Strengthening Communities, Empowering People Since 1971

Kingston Office
114 North 4th Street
Kingston, NY 12401
1-800-762-1888
Open Monday - Friday
9:00am - 5:00pm
Pamela G. Burt
Project Federal Building

Peter Office
101 E. Jackson Ave. Suite 10
Peter, NJ 07645
1-800-762-1888
Joy, Jennifer, and Doug
Project Federal Building

Yonkers Office
124 E. Broadway Center Drive
Yonkers, NY 10515
1-800-762-1888
Betsy Burt
Project Federal Building

www.WACOG.com

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DRINK MENU

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PROVIDING
14' TALL
DRIVERS



- ① South Gate
- ② Theater Building
- ③ Independence Booth/Violin Aid
- ④ Carnival
- ⑤ Tacos Medina
- ⑥ Ice & Snow Concessions
- ⑦ Yuma County Fair
- ⑧ South Gate
- ⑨ South Gate
- ⑩ South Gate
- ⑪ South Gate
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131 POSTER RECOLOR

Before

YUMA COUNTY STRATEGIC PLAN FY 2025 - 2029	
VISION A resilient, prosperous & diverse county	MISSION Working together to innovatively deliver excellent services essential to fostering a safe, healthy & thriving community
G.R.E.A.T. VALUES Growth, Responsiveness, Excellence, Accountability, Trust	
EXCEPTIONAL CUSTOMER SERVICE Deliver excellent customer service resulting in enhanced customer satisfaction	
HEALTHY & SAFE COMMUNITIES Create & sustain healthy, safe & inclusive environments for all residents	
EFFECTIVE GOVERNANCE Foster public trust through ethical & responsible stewardship of all resources in the care of Yuma County & prioritize recruitment & retention of a qualified workforce	
OPERATIONAL EXCELLENCE Maintain the highest level of operational excellence through continuous improvements & innovation with an enterprise-wide perspective	
GROWTH & DEVELOPMENT Support strong & thriving growth & economic development within Yuma County	

After

YUMA COUNTY STRATEGIC PLAN FY 2025 - 2029	
VISION A resilient, prosperous & diverse county	MISSION Working together to innovatively deliver excellent services essential to fostering a safe, healthy & thriving community
G.R.E.A.T. VALUES Growth, Responsiveness, Excellence, Accountability, Trust	
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GROWTH & DEVELOPMENT Support strong & thriving growth & economic development within Yuma County	

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Photo Courtesy of Cris Drewek Film



PHOTO RESTORATION



STICKER LABELS

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THE TEAM

Our uniquely different marketing company offers stunning graphics and design solutions. Our team excels at creating mind blowing ideas while executing world class client brand experiences. By laser focusing on customer needs, goals and desires, your Imaginary Friends educate, motivate and inspire the community and the universe.



JON PERRY

president & founder

Met Jon Michael, the dynamic founder of Imaginary Friends Design Studios. With a passion for design & an unquenchable thirst for learning, he began his journey with self-taught HTML skills in 1996 during his senior year in high school. Jon Michael has thus been crafting compelling websites for over a quarter-century, continually adapting to the evolving digital landscape.

An alumnus of ASU, Jon Michael holds a bachelor's degree, but his true education never ceases. He returned to his beloved hometown, Yuma, in 2002 & took the helm of his family's business. During this time, he also birthed Imaginary Friends Design Studios, which has since grown into a trusted creative partner for the Yuma community, now celebrating its 23rd year.

Jon Michael is an insatiable reader, devouring over 250 books annually. This wealth of knowledge & insight is not just for his

personal growth, but it also powers the development of his business. Above all, it equips him to better serve IF's' clients, by providing innovative solutions.

On a personal note, Jon Michael is a die-hard fan of the San Diego Comic-Con, having attended consecutively for over a decade. This detail might seem unrelated to his work, but it's precisely this spirit of adventure, imagination, and endless curiosity that makes Jon Michael, and by extension, Imaginary Friends Design Studios, an indispensable asset to their clients.

MELONY MARTIN

office manager



Melony is the office 'mom'-ager coming in like a wrecking ball to shake things up and help drive the team to an elevated standard. If something goes awry, you can be sure Melony will be there to straighten things up.



ANA RUBIO

visual alchemist

Ana's early passion for traditional art led her to pursue a graphic design major at AWC, followed by her transfer to NAU, where she graduated with a Bachelor's Degree in Visual Communications. Her goal is to create projects that make a long lasting visual impact!

PETE WENDT

print tech & chief energy officer

Pete is a different individual and he embraces his abstractness. Creating things is the oxygen that keeps him alive. Self taught, from art and music, to customizing cars and he sure enjoys cheap beer. These are some of the things that Pete loves most.



SARAH SCOTT

digital pathfinder

Sarah started in the arts with illustration but found web design along the way. After earning a degree in Graphic and Animation Design, they traded the east coast for the west. From comics to Buffy, they've always worn the nerd title proudly.



RYLEY SCOTT

social maven



Ryley's bubbly nature shines through as she extends her helping hand to others. Drawing from her background in arts education and customer service, she thrives in her role as a Social Maven, connecting with people and making a positive impact in her community.

ETHAN ARVIZO

web padawan



Ethan is a budding programmer and self-proclaimed padawan in the world of tech, blending his love for computers and gaming into a journey of discovery. With a knack for crafting fun projects and a curiosity that drives him to learn, he's all about tackling challenges and finding creative solutions.

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