Roland So

Branding/Identity, Print, Challenges

Branding/Identity



Chef Louie's
Italian Kitchen

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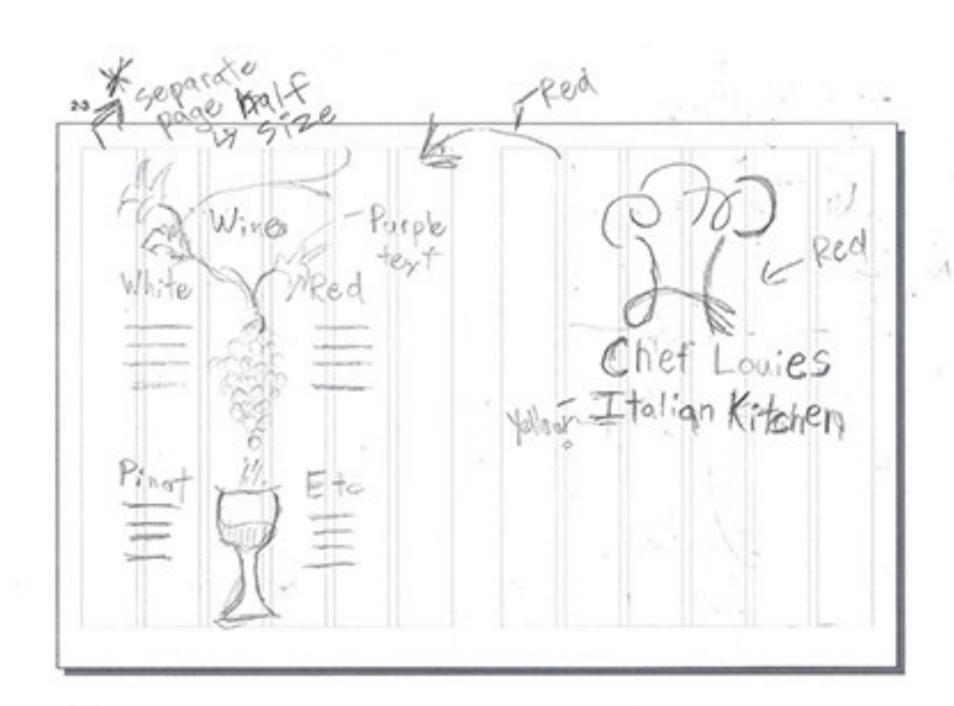


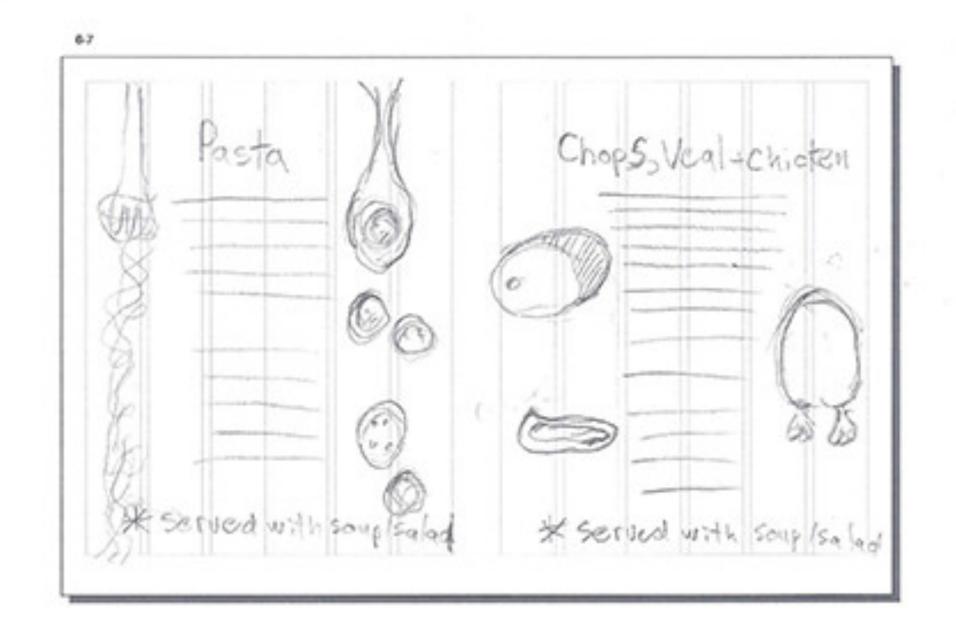
Chef Louie's ITALIAN KITCHEN

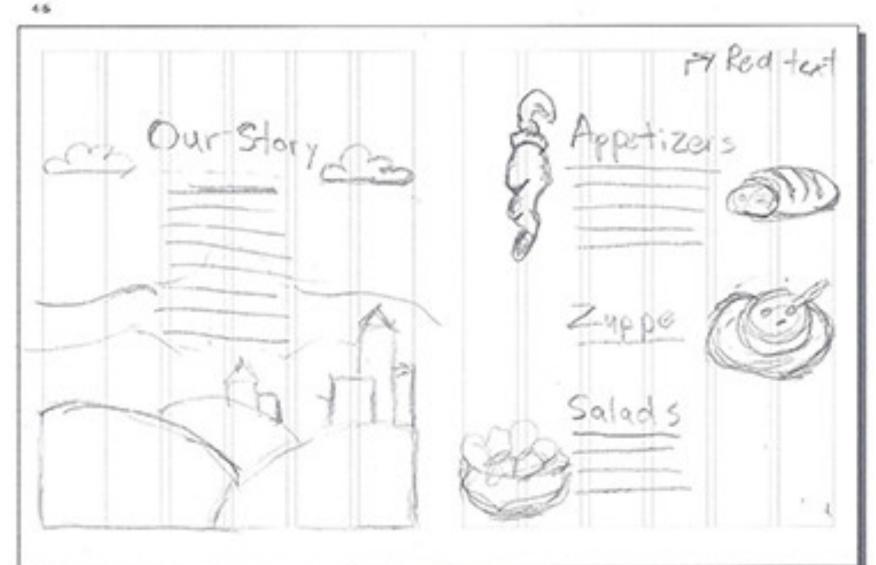


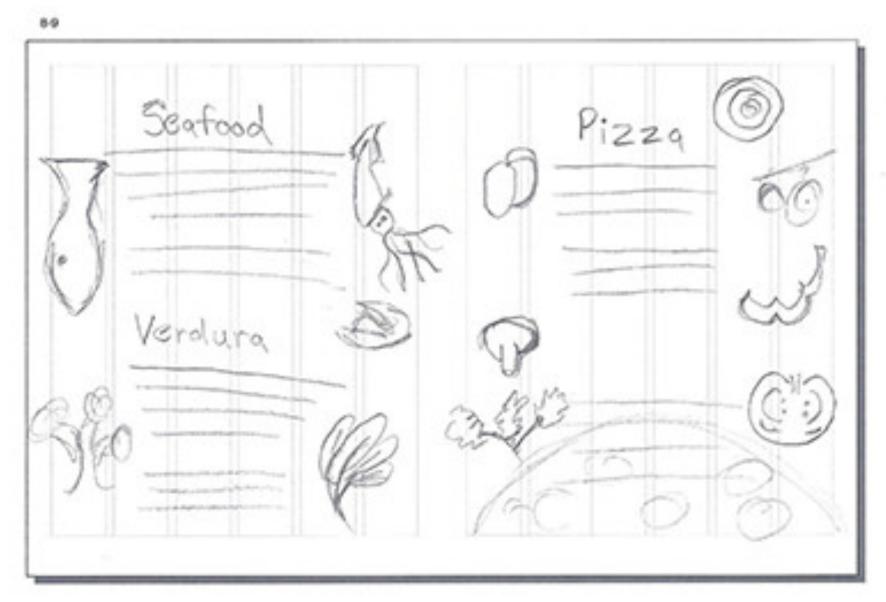


Chef Louie's Italian Kitchen











Our Story

The Island of Sardinia, although Italian territory, is a country of its own, lost in the middle of the Mediterranean Sea, with rocky mountains that cascade onto white sand beaches with warm, crystal clear water.

Chef Louie Gemignani was born there, and Sardinia inspires his taste for the natural, fresh flavors of Italian cuisine. The country-side filled with wild asparagus and chard, the Mediterranean Sea teaming with mussels, clams, fish, squid, and local farms producing the freshest cheeses, Sardinia naturally provides the freshest, natural ingredients to create exquisite meals. And there Gemignani began to learn Italian recipes from his mamma, Maria, right in her kitchen.

Very young and adventurous, Chef Gemignani moved to Radda in Chianti, Tuscany, Italy, a world famous wine and culinary region. His love of high quality food continued to flourish and his skills as a chef continued to grow, as he learned more and more about crafting home-made pastas and sauces to perfection. His love of fresh, natural foods often sent him into the forest to collect mushrooms and greens, to hunt for wild boar, rabbit and quail, and bring it home to prepare it to perfection with his friends and family. For Gemignani, the joy of life is to prepare a beautiful meal with the highest quality ingredients, to enjoy among friends and family.

In 1995, when Gemignani had been living in Tuscany for over 20 years, working as a skilled woodworker cum chef, Illinois-native, Anthony Barbanente, embarked on a walking adventure through the Tuscan countryside of Italy. While enjoying a glass of wine at a hillside inn, she met Louie Gemignani. While they did not speak the same language, the connection was instantaneous. Six years, many language lessons, thousands of dollars in phone bills and plane tickets, and two children later, they are now bringing the Italian cuisine and romance of their first meeting home to Chicago.

Antipasti

Bruschetta • 6.95

Toasted italian bread topped with garlic, basil, olive oil, tomatoes, red onion, and parmesan cheese

Calamari Fritti • 8.95

Fried calarmari served with a tangy red sauce

Calamari Griglia • 8.95

Grilled calamari, roasted with red pepper and a touch of balsamic vinegar

Tartara di Carne • 13.95

Beef Tartare, quail egg, black truffle, pickled shallots, mixed greens, balsamic crostino

Fritto Misto di Mare • 15.95

Crispy shrimp, clams, squid, artichokes, zucchini, fennel, lemon, parsley

Insalate

Insalata della casa • 4.50

Crisp romaine lettuce and cherry tomatoes mixed with the Chef's special blend dressing

Insalata Mista • 6.95

A fresh mix of baby greens and cherry tomatoes with our homemade balsalmic vinegar

Zupe

Zupe de Jour • 3.95
Soup of the day selected by the chef.







Paste

Spaghetti Barese • 11.95

Our home-made spaghetti sauteed in a rich red sauce with veal meatballs and spicy italian sausage

Fettucicine di Castagna • 11.95

Chestnut flavored pasta, mixed mushrooms, topped with herbs, garlic and parmesan

Parmigiana di Melanzane • 12.95

Fresh breaded eggplant with marinara, basil, fresh mozzarella, provolone and parmesan. Served with pennette basilico

Rotini alla Putanesca • 14.95

Rotini tossed with capers, kalamata olives, red onion and toasted pine nuts in an aromatic tomato sauce garnished with parmagiana

Tortellone Con Salsa di Noce • 14.95

Gorgonzola filled tortellone tossed with grapes in a walnut pesto cream sauce

Gnocchi di zucca al ragout • 15.95

Our homemade butternut squash gnocchi, tossed with beef short rib and wild mushroom, with a touch of garlic and white wine sauce

Rigatoni alla Trasteverina • 17.95

Our homemade Italian sausage sauteed with wild mushrooms in tomato-cream sauce, topped with parmesan and goat cheese.

Bigoli ai frutti di mare rossa • 19.95

Shrimp, Scallops, mussels and calamari sauteed with garlic, white wine, herbs and tomato sauce



Carne

Polletto al Mattone • 14.95

Grilled Chicken with Patate Alle Erbe and Roasted Artichokes

Saltimbocca di Pollo • 15.95

Chicken breast wrapped in parma ham and asage leaves

Vitello Parmigiana • 15.95

Tender veal cutlets parmesan breaded, pan-fried, topped with marinara sauce and mozzarella cheese, served with pasta.

Vitello Francese • 16.95

Veal medallions sauteed in lemon and white wine, seasonal vegetables, chef's potatoes

Costoletta di maiale al granchio • 18.95

Pork chop stuffed with crab meat sautéed with garlic, shrimp and gorgonzola fondue, over mashed potatoes

Maiale alla Milanese • 19.95

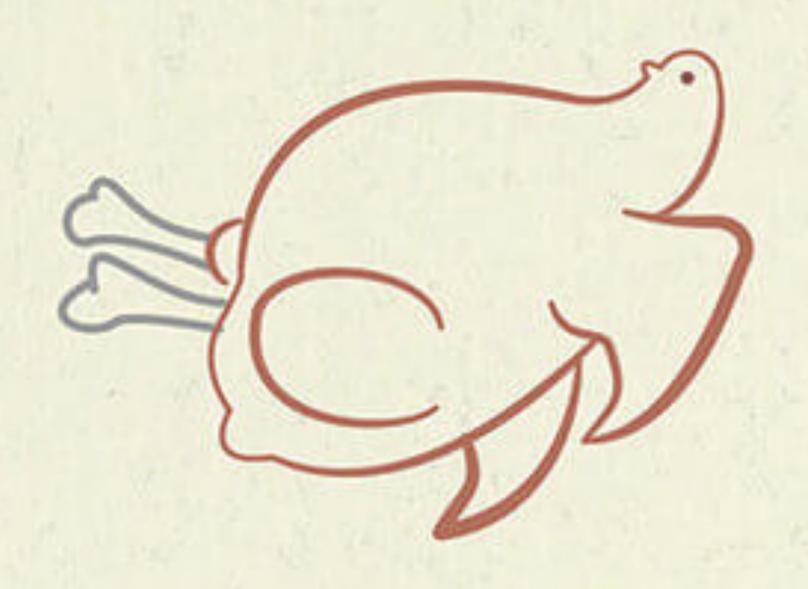
Crispy pork chops with argula and grape tomatoes

Coniglio in unmido • 21.95

Stewed rabbit with kale, polenta and celery

Rusin D'Anatra • 21.95

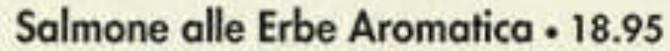
Seared and sliced duck risotto timbale, topped with pine nuts, grapes and figs, balsamic vinegar



Frutti de mare

Shrimp Ersilia • 17.95

Shrimp, portobello mushrooms, tomatoes and spinach sauteed in a four cheese cream sauce served over linguini



Fresh salmon filet with seasonal vegetables and an aromatic herb sauce on the side



Mediterranean seabass, wood roasted and sauteed with olive oil

Zuppa di Pesce • 21.95

Fresh seafood including mussels, clams, scallops, shrimp, calamari, and salmon in a light red sauce over linguini.

Verdura

Spinaci alla Fiorentina • 4.50 Sauteed spinach, butter, parmesan

Cime di Rapa • 4.50

Broccoli rabe, toasted garlic, chilies, lemon

Fagioli e Cavolo • 4.50

White beans, kale, black pepper





Margherita • 9.95

Tomato sauce, topped with mozzarella and sweet basil

Quattro Stagioni • 12.95

Artichokes, roasted peppers, grilled zucchini, portobello mushrooms, and grana

Vegetarina • 12.95

Tomato sauce, topped with mozzarella and sweet basil

Campania • 13.95

Fonduta, homemade ricotta, oven roasted cherry tomatoes, and hand torn basil

Funghi • 14.95

Mixed mushrooms, herbs, topped with fresh mozzarella and white truffles

Diavolo • 15.95

Spicty tomato sauce, artisan salami, topped with buffalo mozzarella

D'Anitra • 17.95

Duck Prosciutto, onion, and wild arugula

Manzo • 17.95

Braised Beef short ribs, gorgonzola, roasted fennel, and walnut pesto





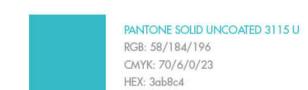


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KICKSTART

410 N Michigan Ave, Suite N950 Chicago, IL 60611 Tel 312.469.0700 Fax 312.469.0720 Imenelaus@usa.kickstart.org www.usa.kickstart.org

May 5th, 2015

Mr. Max Lincoln 734 3rd Avenue Olympia, WA 98512

Dear Mr. Lincoln,

For Kickstart, 2015 is a year to focus our energies on the next great leap forward. Amid an economic crisis of unprecedented proportions, we are working hard to improve management quality so that we can hit the ground running once the business climate turns around.

More crucial than anything in this effort is the timely release high quality artwork realized through traditional and digital mediums, including the development of key technology. As we aim for the overwhelming No. 1 market position in all current business areas, we are doubling our effort to eastablish "cross-media imaging," enabling artists to freely and vividly express themselves, giving form to their imagination and creativity through the Kickstart art exhibition.

Additionally, we are working to realize advanced supply chain mangagement through IT innovations aimed at consoliditing information for all business process throughout the company. We are promoting in-house production and automated production systmes, realizing regionally optimized production bases worldwide, nurturing new core businesses, and developing next-gernertaion exhibitions. We remain committed to further strengthening our environmental management improvinding art quality, and promoting corportae governance and compliance activities to fulfill our corporate responsibilities.

Kickstart today is an exhibition that has overcom many pastrials and tribulations. As we work toward our Excellent Global Corporation Plan goal of joining the ranks of one of the world's top art exhibitions, we continue to exhibit great art, alway keeping in mind the spirit of "Quality and Detail" under which the plan was first launched

Sincerely,

Leandros Menelaus President

KICKSTART

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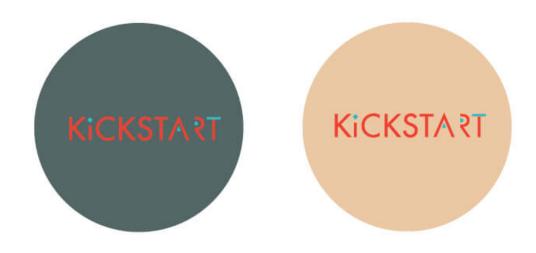
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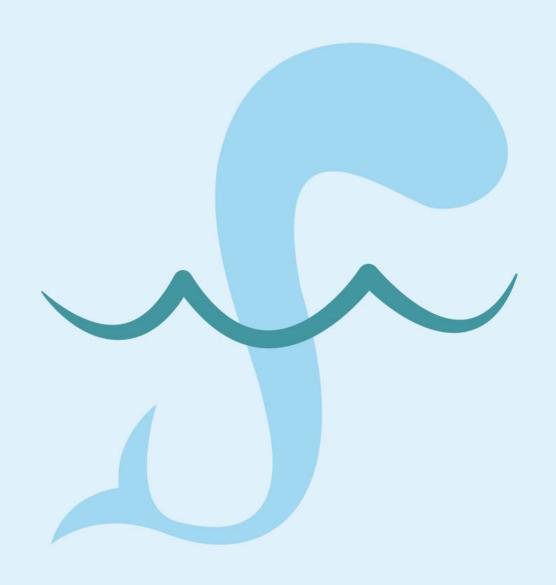




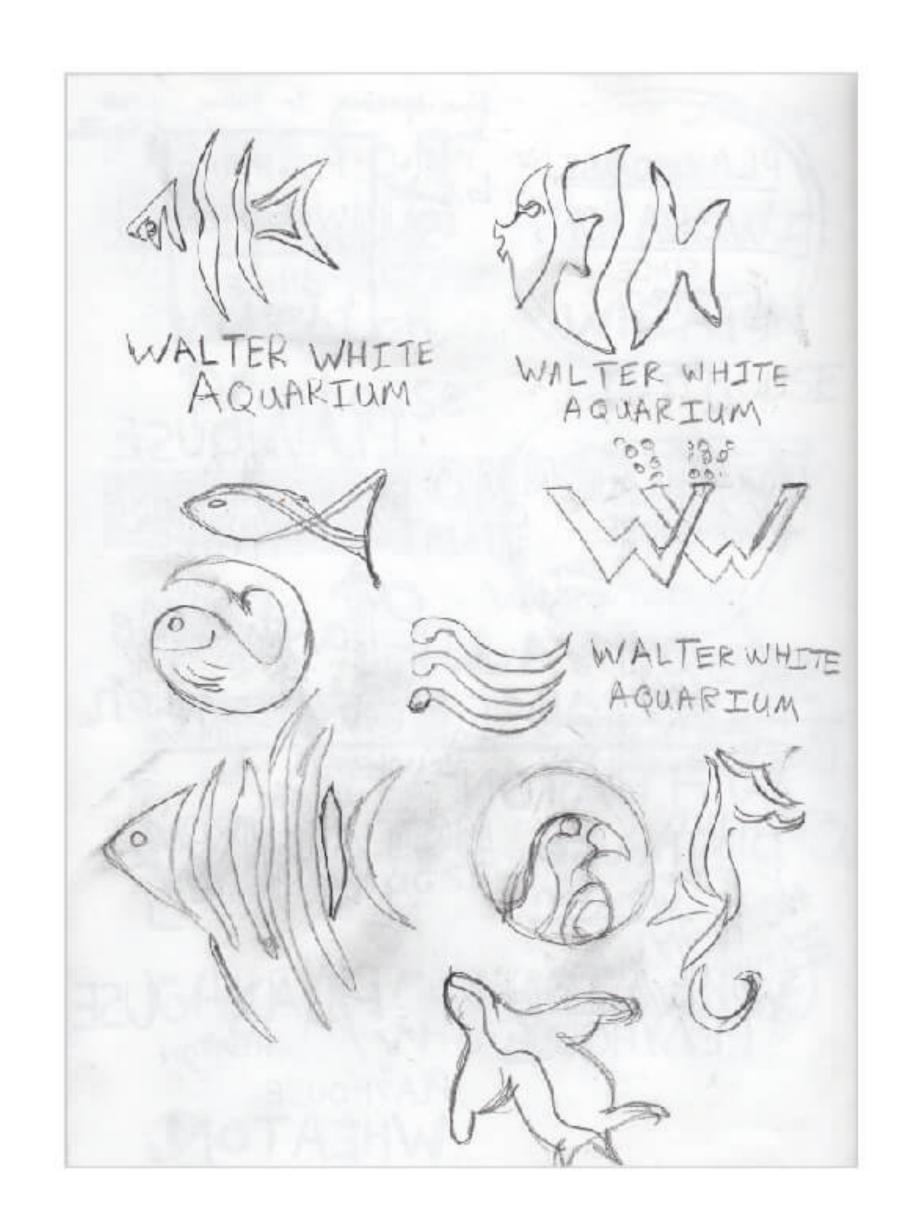


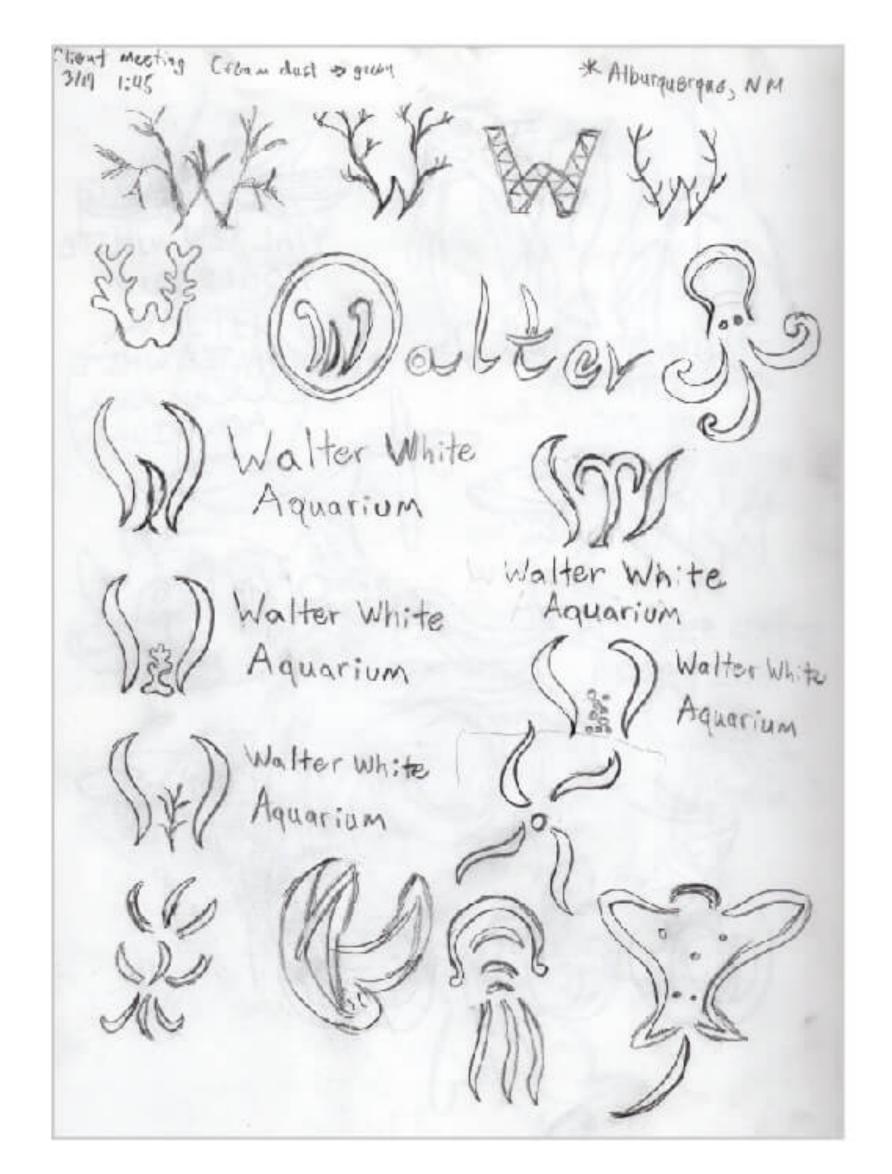


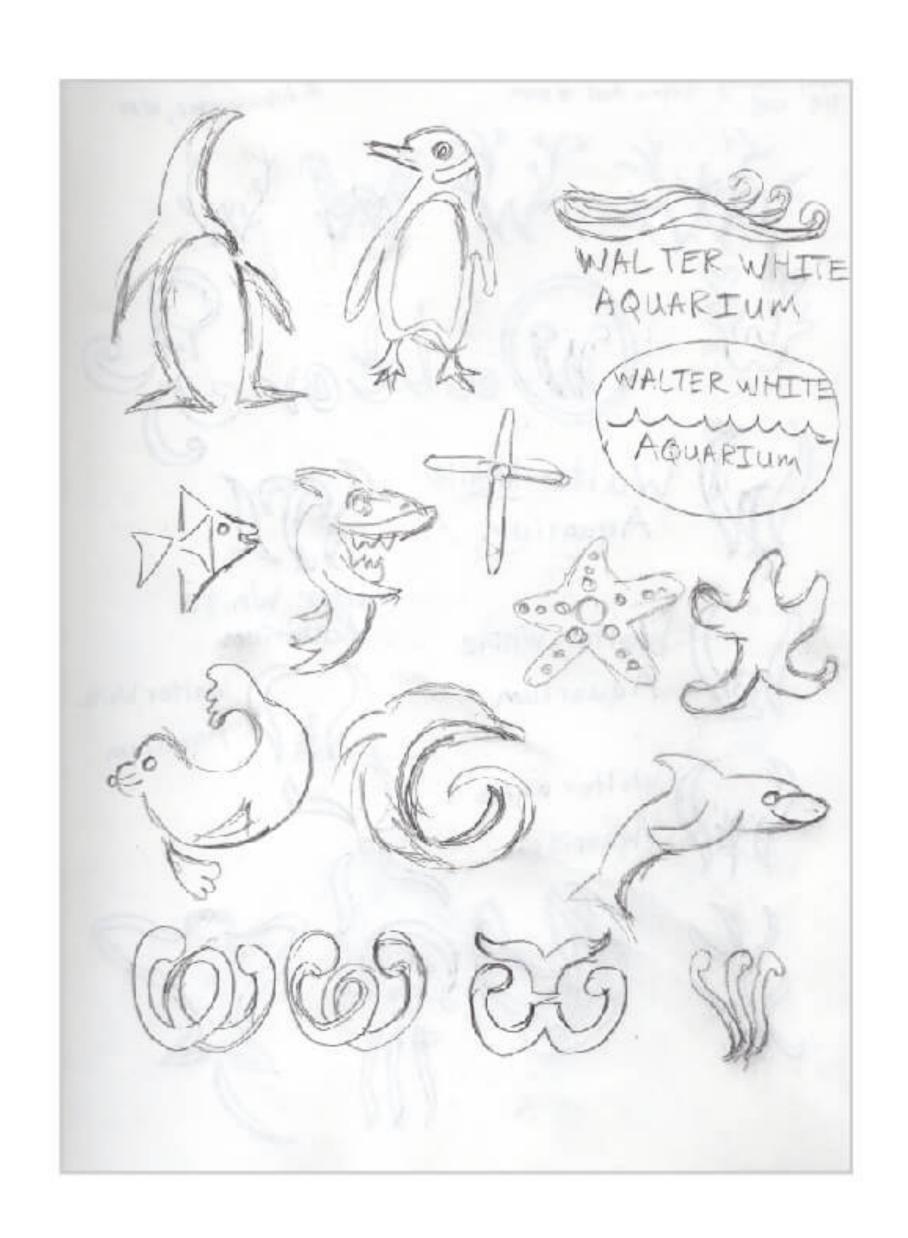




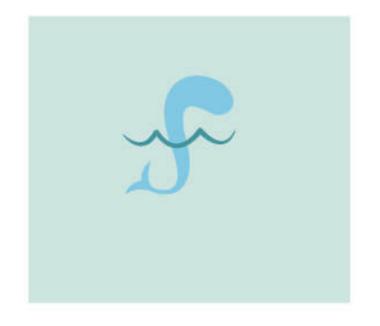
Flushing Aquarium

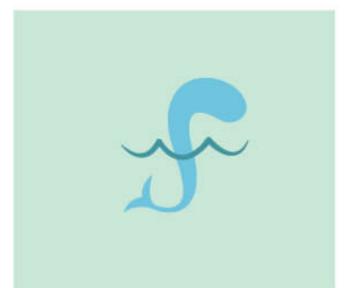




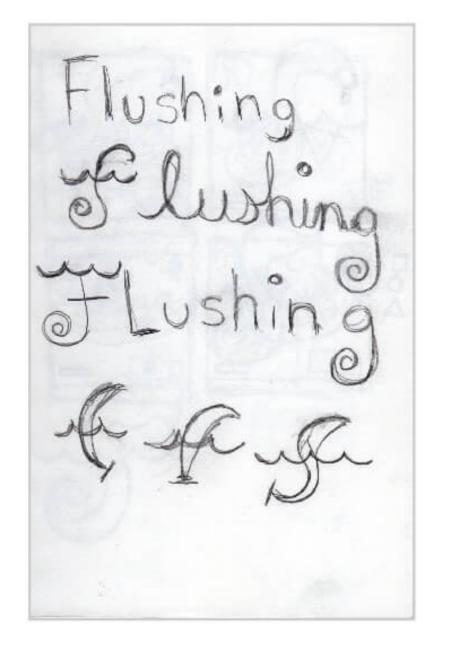








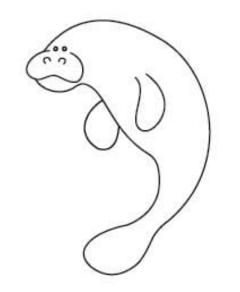
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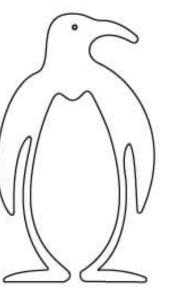




Flushing Aquarium

Flushing Aquarium











Flushing Aquarium











The Open Sea







Penguin Encounter

Print





History

The island of Ireland historically consists of 32 counties, of which six, collectively known as Northern Ireland, have remained as part of the United Kingdom since the rest of Ireland gained independence in 1922. The name "Ireland" applies to the island as a whole, but in English is also the official name of the independent state (i.e., the 26 counties which are not part of the United Kingdom), since 1937.

Ireland's history post-partition has been marked with violence, a period known as "The Troubles" generally regarded as

beginning in the late 1960s saw large scale confrontation between opposing paramilitary groups seeking to either keep Northern Ireland as part of the United Kingdom or bring it into the Republic of Ireland. The Troubles saw many ups and downs in intensity of fighting and on many occasions they even spread to terrorist attacks in Britain and continental Europe.

Both the government of the UK and Ireland were opposed to the terrorist groups. A peace settlement known as the Good Friday Agreement was finally approved in 1998 and is currently being implemented. All signs point to this agreement being lasting.

Though a relatively poor country for much of the 20th century Ireland joined the European Community in 1973 (at the same time as the United Kingdom) and since then has seen massive economic growth placing it amongst Europe's richest countries today.

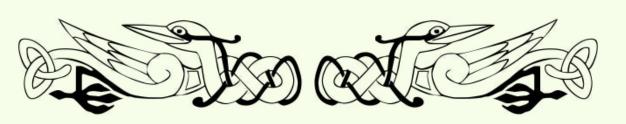
Language

English is spoken everywhere but Irish (Gaeilge) is the first official language. Contrary

to a common misconception, the Irish language is not simply a dialect of English. Unlike many other European languages (including English), Irish is neither a Germanic, Romance nor Slavic language. Rather, it is part of the Goidelic branch of the Celtic family of languages.

Most people have some understanding of Irish but it is used as a first language by only about 30,000 people, most of whom live in rural areas known as the Gaeltacht. About 40% (c. 1,500,000) of people in the Republic claim to understand and speak the language, although some people will exaggerate their fluency in Irish when discussing the matter with foreigners.

In order to enter certain Irish Universities, it is necessary for Irish citizens to have taken Irish to Leaving Certificate (Examinations taken on leaving secondary or high school) level, and passed. Indeed it is a compulsory language at school in the Republic, although its method of teaching has come under criticism. Nevertheless, although it has come under threat, and some resent being forced to learn the language, others see use of the language as an expression of national pride.



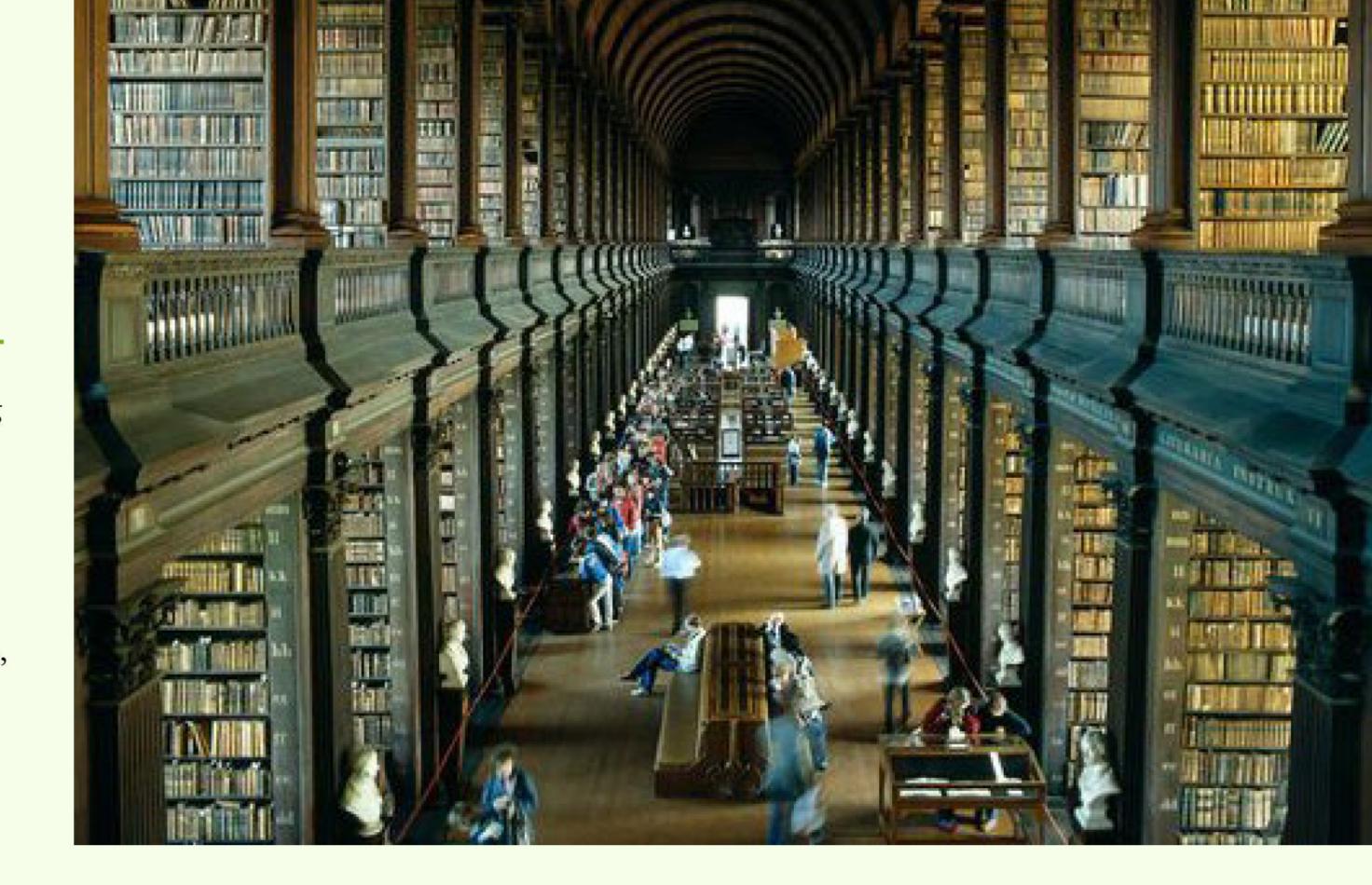
Tourist keen to learn a few words of the Irish language often fall for a prank where they are taught swearing in Irish but told they are learning a greeting or other similar phrase. This can cause embarrassment when this is later pointed out to them.

Literature

No stay in Ireland is complete without sampling its magnificant language, first language to thousands across the island. A few common phrases are easy to pick up and go a long way in the pubs!

Ireland has internationally-respected universities, including the venerable Trinity College Dublin (the only college of the University of Dublin). The National University of Ireland has constituent colleges in Dublin, Galway, Cork and Maynooth. Other colleges/universities include Dublin City University (DCU), University of Limerick (UL), Institues of Technology in the larger towns/cities around the country and other higher education colleges.

Literature has many great Irish authors (writing in both Irish and in English), including James Joyce, Samuel Beckett,



Oscar Wilde, Brendan Behan and
Oliver Goldsmith. The writer of Gulliver's
Travels, Dean Jonathan Swift, was from
Dublin, and poets W. B. Yeats and Patrick
Kavanagh also hai led from Ireland.
There are many literary tourist attractions
and tours in Dublin, especially.

Crime is relatively low by most European standards but not very different. Late night streets in larger towns and cities can be dangerous, as anywhere. If you need Gardaí, ambulance, fire service, coast guard or mountain rescue dial 999 or 112 as the emergency number; both work from landlines and cell phones.



Climate

Overall, Ireland has a mild but changeable oceanic climate with few extremes. In Ireland you may indeed experience, four seasons in one day, so pack accordingly and keep up-to-date with the lastest weather forecast. No matter the weather, expect it to be a topic of conversation amongst the locals.

You may notice slight differences in temperate between the north and south of the country, and more rain in the west compared with the east.

Mean daily winter temperatures vary from 4°C to 7°C, and mean daily summer temperatures vary from 14.5°C to 16°C. Temperatures will rarely exceed 25°C and will rarely fall below -5°C. Regardless of when you visit Ireland, even in middle of the summer, you will more than likely experience rain, so if you intend being outdoors, a waterproof coat is recommended.



Respect the Culture

Often, in smaller towns and villages and especially on a country road, if you walk past somebody it is customary to say hello. They may also ask you "how are you?", or another similar variation. It is polite to respond to this greeting but it is not expected that you would give any detail on how you really are, if the person is a stranger - a simple hello or "how are you?" or a simple comment on the weather will suffice! In this

regard, try something like "Grand day!" - if it isn't raining, of course. To which the response will generally be "It is indeed, thank God".

The Republic of Ireland and Britain undoubtedly have notable similarities, but Irish people generally take pride in the cultural differences that exist between Ireland and Britain, and can be quite offended by tourists who do not acknowledge or show respect to these differences. Indeed it is not uncommon for foreigners (both before and after arrival

into the country) to foolishly assume that Ireland is a part of the United Kingdom like Scotland or Wales; this incorrect assumption will generally cause strong offence to locals in the Republic of Ireland who take pride in Ireland's status as a state independent of the United Kingdom.

Following from this of course may lead to curiosity around the differences between Northern Ireland and the Republic. Public or semi-public discussions about religious

differences, political views and 20th century troubles are generally avoided by Irish locals on both sides of the border; for the reason that opinions between individuals can be so vastly divided and unyielding, that most Irish people of moderate views have grown accustomed to just avoiding the topics in polite conversation. Tourists who often are quite fascinated by the history of the division, would be advised to show respect and caution to the differences of opinion that still exist on historical matters. The Irish are renowned for their upbeat sense

of humor, which can often be difficult to understand to the more unfamiliar tourists. Joking on almost any topic will be welcomed, although even mild racism is not appreciated by the majority. Most Irish people are quite happy for friendly jibes regarding the Irish love of potatoes and drinking alcohol, however any jokes regarding the potato famine of the 19th Century in which over a million people died, could in some instances cause a similar amount of offence as joking about the September 11th attacks would in the United States.

Eat

Food is expensive in Ireland, although quality has improved enormously in the last ten years. Most small towns will have a supermarket and many have a weekly farmers' market. The cheapest option for eating out is either fast food or pubs. Many pubs offer a carvery lunch consisting of roasted meat, vegetables and the ubiquitous potatoes, which is usually good value. Selection for vegetarians is limited outside the main cities. The small town of Kinsale near Cork has become internationally famous for its many excellent restaurants, especially fish restaurants.

Cuisine

Irish cuisine can charitably be described as hearty: virtually all traditional meals involve meat (especially lamb and pork), potatoes, and cabbage. Long cooking times are the norm and spices are limited to salt and pepper. Classic Irish dishes include:

- Trish stew and a pint of Guinness
- Boxty, potato pancakes Champ, mashed potatoes with spring onions
- Coddle, a stew of potatoes, pork sausages and bacon; a speciality of Dublin
- Colcannon, mashed potatoes and cabbage
- ♣ Irish breakfast, a famously filling spread of bacon, eggs, sausages and white and/or black pudding, a type of pork sausage made with blood (black) or without (white)
- rish stew, a stew of potatoes and lamb

Bacon and Cabbage, popular and traditional meal in rural Ireland, found on many menus

But the days when potatoes were the only thing on the menu are long past, and modern Irish cuisine emphasizes fresh local ingredients, simply prepared and presented (sometimes with some Mediterranean-style twists). Meat (especially lamb), seafood and dairy produce can be of a very high quality.

Try some soda bread, made with buttermilk and leavened with bicarbonate of soda rather than yeast. It is heavy, tasty and almost a meal in itself!

Drink

Alcohol is very expensive in the republic. Pints of Guinness start at €3.60 per pint, can get as high as €7.50 in Dublin, and does

not become less expensive until you reach Northern Ireland. While in the North, pints of Guinness instantly become cheaper by €1.50 euro on average. Ireland is the home of some of the world's greatest whiskey, having a rich tradition going back hundreds if not thousands of years. With around fifty popular brands today these are exported around the world and symbolise everything that is pure about Ireland and where a visit to an Irish distillery is considered very worthwhile.

Another one of Ireland's most famous exports is stout, a dark, dry beer. The strong taste can be initially off-putting but perseverance is well-rewarded! The most famous variety is Guinness, brewed in Dublin and available throughout the country. Murphy's and Beamish stout are brewed in Cork and available mainly in the south of the country. Murphy's is slightly sweeter and creamier-tasting than Guinness, while Beamish has a strong, almost burnt taste.

Several micro-breweries are now producing their own interesting varieties of stout, including O'Hara's in Carlow, the Porter House in Dublin and the Franciscan Well Brewery in Cork. Ales such as Smithwick's are also popular, particularly in rural areas. Bulmers Cider (known outside the Republic as, Magners Cider') is also a popular and widely available Irish drink. It is brewed in Clonmel, Co. Tipperary.

The other competitor for national drink of Ireland is tea. The Irish drink more tea per capita than any other people in the world. Cork, Dublin and Galway abound with slick, stylish coffee bars, but if you visit any Irish home you will probably be offered a cup of tea (usually served with milk, unless you explicitly state otherwise!). Coffee is also widely drunk in Ireland. (If you don't drink tea, you drink coffee!)

Accomodations

widely available. These are usually very friendly, quite often family-run and good value. There are independent hostels which are marketed as Independent Holiday Hostels of Ireland [37], which are all tourist board approved. There is also an official youth hostel association - An Óige [38] (Irish for The Youth). These hostels are often in remote and beautiful places, designed mainly for the outdoors. There are official campsites although fewer than many countries (given the climate). Wild camping is tolerated, although you should seek permission if it is directly within eye shot of the landowners house. Never camp in a field in which livestock are present.

There are hotels of all standards including

some very luxurious. Bed and Breakfast is

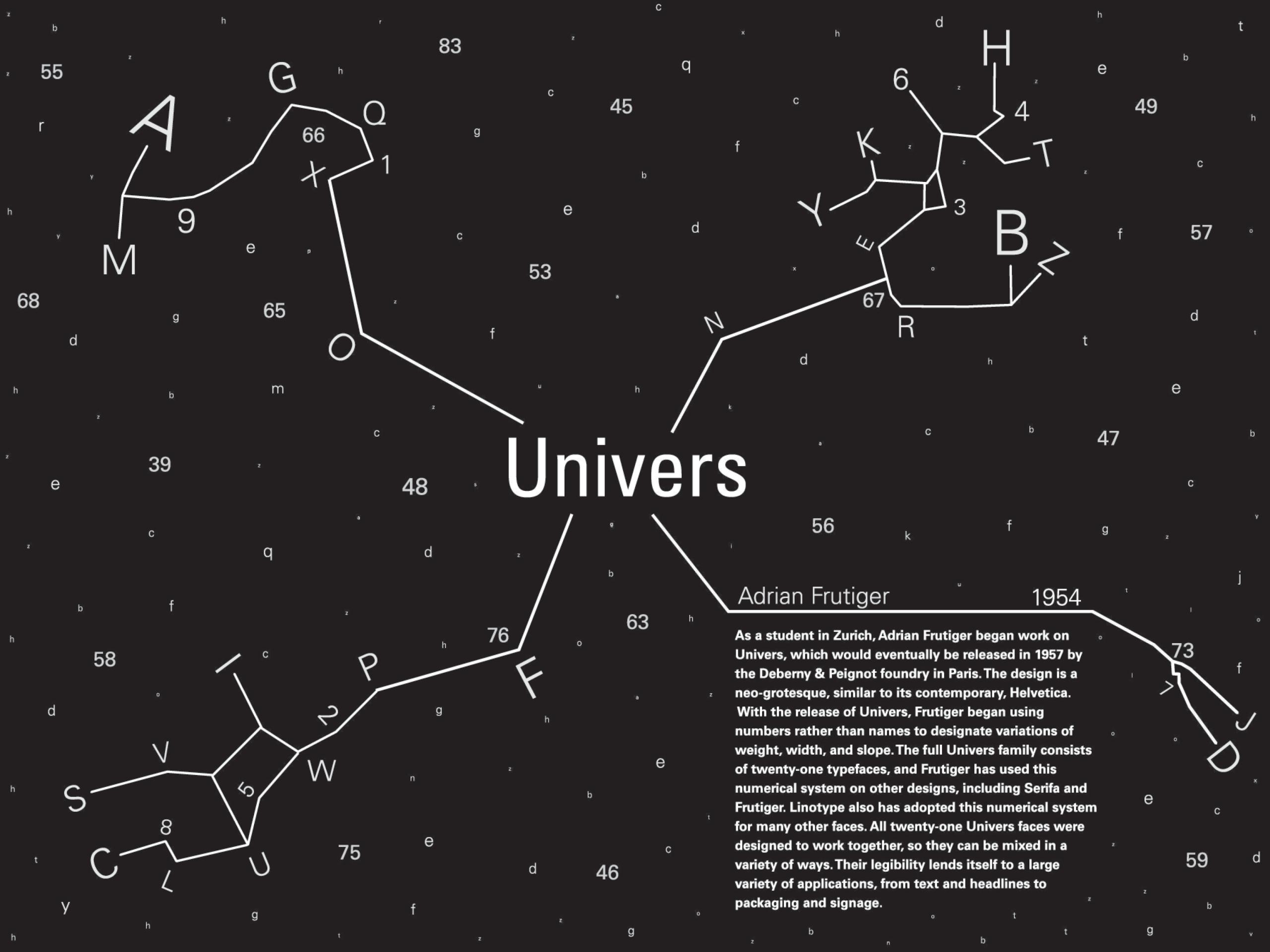




Minnesota Renaissance Festival

- 7 Themed Weekends
- 16 Stages of Live Entertainment
- 250 Artisan Booths for Endless Shopping
- Mermaids, Fairies & more!

Open Weekends August 16th through September 28th, Plus Labor Day & Festival Friday, September 26th 9am to 7pm, Rain or Shine, Free Parking, 952-445-7361, #MNRenaissance





Challenges





One For One is a non-profit organization supporting children and young adults living in Chicago's most at-risk and violent communities. Through our programming, workshops, mentorship and employment, we provide opportunities that nurture values and integrity, and help individuals forge a positive future. For more than a decade, One For One has been dedicated to breaking the cycle of violence by enriching the lives of youth, allowing them to connect and thrive within their communities and beyond.

www.oneforonechicago.org



We believe one person, one choice, one step, one experience, one job, one day, one chance, one achievement...can change a life.



We foster transformative connections that help youth navigate a positive path forward.

OBJECTIVE

Now that the Ferrer Foundation has a new brand, how can design and strategy come together to create more awareness about their mission?

We encourage exploration and ideas that push boundaries in the digital medium. This is the time to show off your skills, and learn some new ones. Get conceptual, get funky and get curious!

Goals

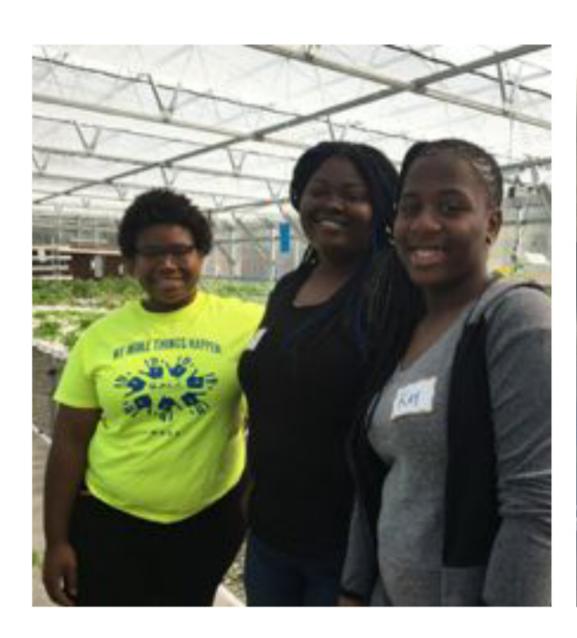




- 1.) Bringing Brand Awareness
- 2.) Providing opportunities for initiative amongst One for One's youths

Who are we designing for?

Individuals and families in the communities being served





Larger donors, younger donors and corporate partnerships







How?

- Collaborate with Food Truck's and Grocery
 Stores to target larger corporate donors
- An event to introduce the new brand and explain what One for One offers
- Create opportunities for micro-donations
 - Raffles
 - Auctions
- Create an interactive experience that connects these audiences with the organization



CHICAGO

Community Focused Garden Carnival

One to One community facilitated event including:

- QR Treasure Hunts
- Food Demos
- Art Walls
- Awareness Demos
- Gardening Collaboration



Teen Led



Painting



Cooking



Gardening



Yoga

People Focused Event Signage

Art Contest will also double as event promotional signage designed by people from One to One. One possible location; CTA





People Focused Engagements: Signage



One for One Event

September 21-22 | 10-8pm

- * Cooking demos, yoga classes, gardening tips, and live painting
- * Carnival and fun games for kids of all ages
- * Scan QR codes at each station to earn a prize.
- * Enter our raffle to win prizes
- Support a good cause and awareness





One for One Event

September 21-22 | 10-8pm



www.one-for-one.com #ONEFOURONE





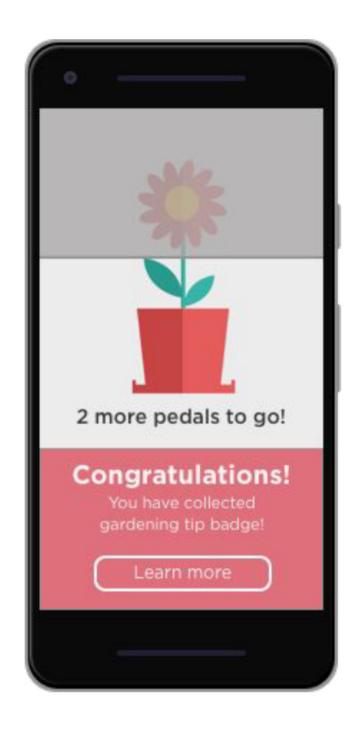
People Focused Engagements: QR game

- Digital activities to drive engagement.
- Help collect future One for One
 Donors and Participants in an Opt-In
 manner.











Idea Archive to continue after event

- Adopt a Garden two strangers are able to be responsible for a garden and use an app to keep track of who did what to take care of that garden
- Scavenger Hunt: Look for "pieces" with QR codes or hashtag and insert in app to gamify garden carnival
- FB Live Stream by select youths promote event during and create content
- "I wish art wall" create art at event about sharing goals and hope
- Custom Filters location based to continue brand awareness
- Alternative Advertisements to reach different audiences Flyers in grocery bag at Whole foods or Plum Market; signage at community gardens, flyers are grocery store, social share to current mailing list, Facebook events, Handbills and street posters
- Hashtag tracking Existing mailing list and promote social share

Questions?

rolandtandose@gmail.com www.rolandso.com