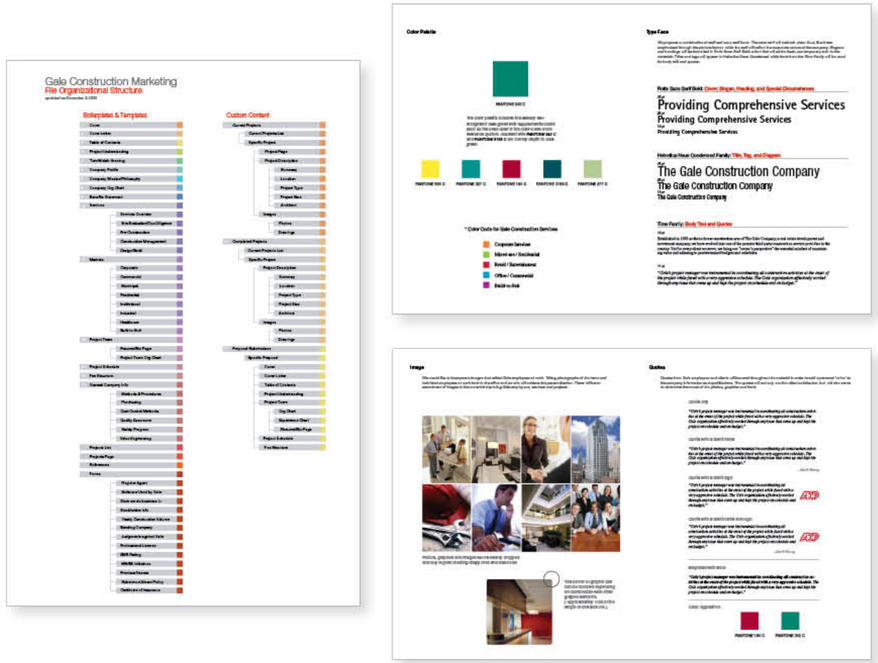
gale construction Newwork, September 2005-April 2007

marketing guidelines & materials

Client: Gale Construction
Status: Brochures and guides complete, marketing work with client is ongoing

Newwork was hired by The Gale Construction Company to redesign the group's brand identity, and to present the company information in a clearer, user specific and graphically effective manner. After producing these templates, Newwork trained the Gale team to be fully proficient their usage and to create new documents as required. I was the information designer, manager of all client communications, and oversaw the timing of the multimedia team in producing a brochure, design guide, templates, company profile and proposal packet. Our team also directed and styled new photography for the materials.



Information flow chart for the profile booklet and proposal file structures (left); Excerpts from the design guide.

Marketing/promotional brochure for clients.

Templates for company profile, staff bios, and project description pages.