

*well*

BRANDING AND DESIGN PORTFOLIO

WELLDSIGNSTUDIO.COM | 616.901.6283

*well* is a community-minded design studio dedicated to helping build a stronger region.





# Business Organization

## *Well Design Studio*

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Josh Leffingwell, LLC  
D.B.A. Well Design Studio  
Well Design Studio is a Michigan  
S-Corporation.  
E.I.N.: 47-2945233

125 Ottawa Ave,  
Suite 210  
Grand Rapids, MI 49503  
[www.welldesignstudio.com](http://www.welldesignstudio.com)  
616-901-6283

### AWARDS

Gold ADDY - 2018  
Integrated Consumer Campaign  
Silver ADDY - 2016  
2016 - Integrated Advertising  
2018 - Integrated Brand Identity  
APA, MI - 2015  
Planning Excellence Award for  
Grassroots Initiative

Well Design Studio is a community-centered design studio with a focus on serving the needs of nonprofits and municipalities. Started in 2015, the studio uses an interdisciplinary approach to creating award-winning designs with a diverse team of graphic and interactive designers, developers, copywriters and marketing strategists with fluency in Spanish and Bosnian. The studio's approach is to provide high-quality design and communications by truly understanding your constituents and helping to elevate their voice and ensure your brand walks alongside them.

Founded by partners Josh Leffingwell and Tyler Doornbos and lead designer Amar Džomba, Well has been active in the West Michigan community, serving in appointed and board positions for nearly a decade.

Well has been able to create this connection with clients including Kids Food Basket, Outdoor Discovery Center, Grand Rapids Public Schools, West Michigan Academy of Environmental Science, Kellogg Foundation, Classis Holland, City of Holland and many others.

### PROJECT LEAD

Josh Leffingwell  
616-901-6283  
[josh@welldesignstudio.com](mailto:josh@welldesignstudio.com)

### ACCOUNTS PAYABLE

Josh Leffingwell  
616-901-6283  
[josh@welldesignstudio.com](mailto:josh@welldesignstudio.com)

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## Project: City Built Brewing

**Client:** City Built Brewing Co.

**Skills:** Design, branding, collateral, photography, videography

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City Built about to open a new brewery in an already saturated brewery market. Knowing Well has helped small organizations differentiate, City Built contracted with Well Design to work on setting their brand apart.

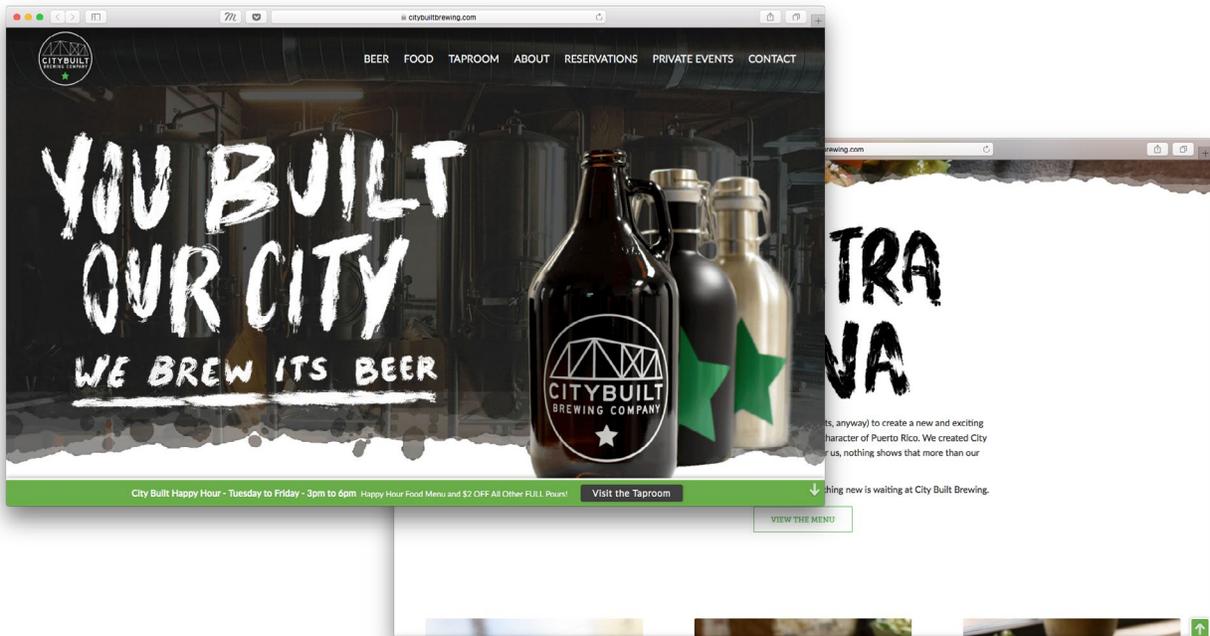
We began with expanding their somewhat stale black and green logo and expanded it to match the vibrancy of their Puerto Rican inspired food, and their locally unique beer styles. Well also worked with them to create a video that showcased the energy of the brewery and the staff that makes the brewery feel alive. The result has been one of the most successful launches of a local brewery since the opening of Brewery Vivant in 2010.



CAN DESIGN



WEBSITE



VIDEO



COLOR EXPANSION



SOCIAL MEDIA EXPANSION



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## Project: Get Real Campaign

**Client:** Kent County Health Department

**Skills:** Community-centered Design, Copywriting, Branding, Graphic Design, Advertising

### Reference:

Cassie Kobler  
Public Health Program Supervisor  
Kent County Health Department  
(616) 632-7239  
Cassandra.Kobler@kentcountymi.gov

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Well Design Studio was engaged by Kent County Health Connect to create campaign using CDC REACH grant funds. The objective was the conceptualing and execution of a localized health campaign that encourages Kent County to engage in healthier behaviors.

The foundation for the campaign was the Healthy Corner Stores program, which creates small oases of fresh food in Kent County food deserts. These are often overlooked by those using the corner stores, and the primary directive was to develop a campaign that called attention to this excellent program. Well would create the concept; develop the messaging, materials and original design; design and develop a web presence for the campaign; and support the KCHC staff as they made the campaign public in Fall 2018.

Utilizing original research at the point of use – the Grand Rapids area Healthy Corner Stores – Well worked to understand the motivations of the Kent citizens who would receive the messaging. The “light bulb moment” came when we asked who had taught them about healthy behaviors.

To a one, our interviewees brought up an influencer – mother, grandmother, older brother, neighbor or other person key to their understanding of good health. When we asked what they learned, the answers were always

commonplace, even mundane, but the impact was profound, and had stuck with our subject since they first heard it.

Using this as the compelling common thread, we created the GET REAL campaign, which centered on everyday Kent County residents lending common sense advice to the effort. From a Fulton Street Farmer’s Market worker emphasizing the health impact of simple eating, to a mother of three recommending a nature-rich childhood, these simple, actionable pieces of advice were the spark that inspired every other part of the campaign.

To supplement these bits of wisdom, we created easy-to-use resource cards, which helped users find 25+ ways to Eat Real, Live Real, Be Real and Grow Real in the Grand Rapids area. The cards included activities such as hiking Provin Trails and enjoying free yoga at Fountain Street Church. The rest of the campaign included poster, outdoor, a program guide, bus boards, a website and many more print and digital assets.

All assets were developed in English and Spanish, and included original photos and voices of real Kent County residents living – and encouraging each other to live – their healthiest lives.



GET REAL

JUST BE AS ACTIVE AS YOU CAN BE!

**Let's get moving!**

Walking for 30 minutes a day can increase heart and lung fitness, reduce risk of heart disease and stroke, and even improve high blood pressure. The best part is that getting started is right next door! Get Real and get out to your local parks!

THANK YOU BENTLEE & KHERINGTON FOR YOUR WISDOM!

GET REAL BROUGHT TO YOU BY EAST COUNTY HealthConnect

Don't forget to CELEBRATE YOURSELF

— KATIE & BRIDGET KENT COUNTY

GET REAL and start healthy habits today!

getrealkent.org

GET REAL

LIVE REAL

¡Empieza hábito Informato más en

Financiado por los Centros para el Control y Prevención de Enfermedades.

**La vida es estresante para todos, y todos necesitamos tiempo para recargar nuestras energías.**

Es importante cuidarnos para poder hacer las cosas que mas nos gusta.

Informato mas en [getrealkent.org](http://getrealkent.org)

Financiado por los Centros para el Control y Prevención de Enfermedades.

GET REAL

LIVE REAL

**EXPLORE**  
PROVIN TRAILS

**Getting Started**

Provin Trails is a 46-acre natural area in Grand Rapids Township, not far from East Beltline and 4 Mile road. A hilly, sandy trail filled with climbable trees and forts made by park visitors, Provin Trails is a perfect place for an afternoon spent in nature with kids.

**Overview**

**DIFFICULTY — EASY**  
It's not very hard to do this activity!

**ACCESSIBILITY — LOW**  
This area is not wheelchair accessible.

**WANT MORE?**  
We're excited to help you become your healthiest self, and we've got the tools for you to do it. Visit us at [getrealkent.org](http://getrealkent.org) for more!

**GET REAL** Made possible with funding from the Centers for Disease Control and Prevention.

**TO BRING**  
Hats and shoes appropriate for surfaces such as sand.

**INSIDER INFO**  
Provin has some of the best climbing trees anywhere, evergreens with ladder-like branches perfect for young ones learning to climb. Let them explore and get dirty!

**SIDE TREK**  
Walk a quarter-mile east on 4 Mile Road to Robinson's Apple Haus for some of the best apples and cider in West Michigan. Kids can play on the playground in front of the building.

own Grand Rapids)

**BUS**  
Direct connection. Take bus 11 to the line end for the closest stop.

**RIDESHARE**  
Average rideshare is \$14.94

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## Project: Challenge Scholars

**Client:** Grand Rapids Public Schools & Grand Rapids Community Foundation

**Skills:** Community-centered Design, Copywriting, Branding

### Reference:

Cris Kutzli

Program Director

Grand Rapids Community Foundation

616.454.1751 ext 118

ckutzli@grfoundation.org

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Well Design Studio worked with Grand Rapids Public Schools and Grand Rapids Community Foundation to guide the parent-focused marketing for their joint Challenge Scholars program, a promise scholarship for students graduating from Union High School. While many in the community support the Challenge Scholars, many parents were not encouraging their students to participate. Through research, utilizing WDS's community-centered design approach in conjunction with the Westside Collaborative, the firm found that parents did not understand the scholarship, and once they understood the project, our team found that the current messaging was not sending the appropriate message.

As an example, the original marketing was focused on this idea of "free college" and "dream big. However, through research, we learned that those ideas were missing the mark and, for free college, we were sending the wrong message to parents and students. Instead, our parents were looking to for support with education and setting their kids up for success. Our message changed to, "You've bought their school clothes, let us pay for their college," and variations on that idea. This message focused on the support and the pride a parent takes in helping their child.

As this program targets a heavily Latinx community, Well Design Studio developed messaging using a Spanish-first copywriting approach. The firm wrote distinct copy in both English and Spanish that better fit the needs of the community. Further, Well developed a new program that worked with "champions," which are nonprofits and businesses that serve this population, to help promote the scholarship and cheer on the students as they achieve their goals.

**"Our work with Well Design has been productive and successful for Challenge Scholars—the firm helped with revitalizing communication strategy, deep research with constituents, collateral material design and designing messaging and action around a grassroots effort. The work is high quality and thoughtful."**

– Cris Kutzli, Challenge Scholars Director, Grand Rapids Community Foundation



**THE PATH TO SUCCESS**  
WITH CHALLENGE SCHOLARS

**8TH GRADE**  
Accepted into Challenge Scholars at 8th grade, students receive a letter of acceptance from the Program Lead.

**8TH-10TH GRADE**  
Participate in weekly Challenge Scholars activities, including the Challenge Scholars and Risk Off Camp.

**BEFORE 9TH GRADE**  
Participate in weekly Challenge Scholars activities, including the Challenge Scholars and Risk Off Camp.

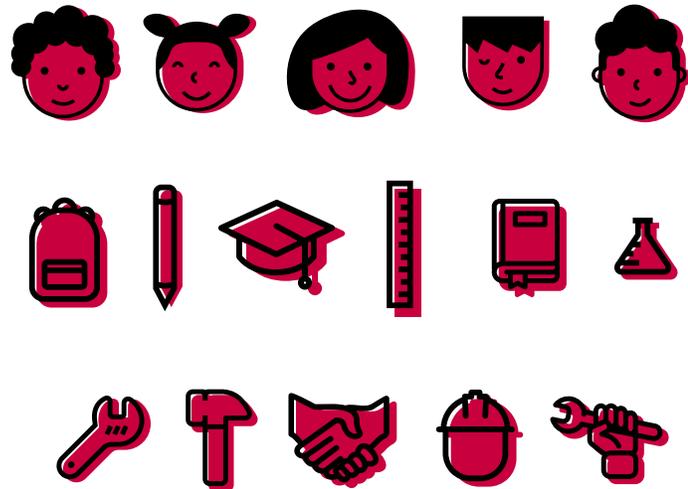
**BEFORE 10TH, 11TH & 12TH GRADE**  
Participate in weekly Challenge Scholars activities, including the Challenge Scholars and Risk Off Camp.

**11TH GRADE**  
Attend a Challenge Scholars Leadership Summit and receive a letter of acceptance from the Program Lead.

**12TH GRADE**  
Challenge Scholars will continue to provide support and resources to ensure success in college. The Program Lead will continue to provide support and resources to ensure success in college.

**NEXT STEPS**  
Attend a Challenge Scholars Leadership Summit and receive a letter of acceptance from the Program Lead. Attend a Challenge Scholars Leadership Summit and receive a letter of acceptance from the Program Lead.

CHALLENGE SCHOLARS [challengescholars.org](http://challengescholars.org) LEARN MORE AT [CHALLENGESCHOLARS.ORG](http://challengescholars.org)



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## Project: Vote Rapid Yes

**Client:** Friends of Transit

**Skills:** Messaging, Campaign Strategy, Web Design, Graphic Design, Branding, Photography

**Reference:**

David Bulkowski

Executive Director

Disability Advocates of Kent County

616-949-1100 ext 228

dave.b@dakc.us

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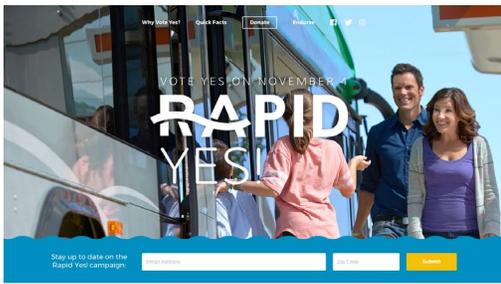
In 2016, Well was contracted by Friends of Transit to run the Vote Rapid Yes millage campaign to ensure funds for transit would remain available across the six participating cities.

Well was responsible for campaign organization, messaging, campaign design, campaign strategy, assembling the early voting campaign and execution of outreach all the way down to providing maps for volunteer door knockers. With an opposition campaign from the bus drivers union, the campaign was focused

on reaching early voters and talking individually with residents of the six cities. This individual outreach paired with strong messaging of the necessity of transit, the campaign was able to secure nearly 75% of the vote.

This outreach was not only able to reach new voters, the campaign won cities that had not supported transit in the past including Walker and Grandville - a huge success for transit across the region.





NOVEMBER 7

# RAPID YES!



VOTE NOV. 7  
**RAPID YES!**

# 80%

Taken to or from work

# 67%

of passengers take transit 5 days/week

VOTE YES NOV. 7  
**RAPID YES!**



SHARE YOUR STORY

### How does the Rap work for you?

SHARE NOW >

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut accumsan lobortis nunc, ut vestibulum diam consequat. Nulla ultricies eu metus vel tempus. Proin vitae imperdiet elit, et efficitur libero. Nam nec consequat felis, et amet posuere mauris."

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut accumsan lobortis nunc, ut vestibulum diam consequat. Nulla ultricies eu metus vel tempus. Proin vitae imperdiet elit, et efficitur libero. Nam nec consequat felis, et amet posuere mauris."



**Jane Doe**  
Occasional Rapid Rider



**Jan Monthly**  
Monthly Rider

GIVE YOUR EN

### We need you on board!

Submit your story to help us tell the world about the benefits of transit. We'll feature your story on our website and social media. Thank you for your support!

**Donate**

HOW MUCH?

\$5
\$50
\$500

OTHER AMOUNT

NAME

EMAIL

Submit

Your seat is waiting!

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut accumsan lobortis nunc, ut vestibulum diam consequat. Nulla ultricies eu metus vel tempus. Proin vitae imperdiet elit, et efficitur libero. Nam nec consequat felis, et amet posuere mauris."



**Jane Doe**  
Daily Rapid Rider

GIVE YOUR ENDORSEMENT >



VOTE YES ON NOVEMBER 4

# RAPID YES!



SHARE YOUR STORY

### How does the Rapid work for you?

SHARE NOW >



VOTE YES ON NOVEMBER 7

# RAPID YES!

Paid for by Rapid Yes! | Designed by Intel Design Studio

555 Somerstreet Avenue  
Grand Rapids, MI 49503

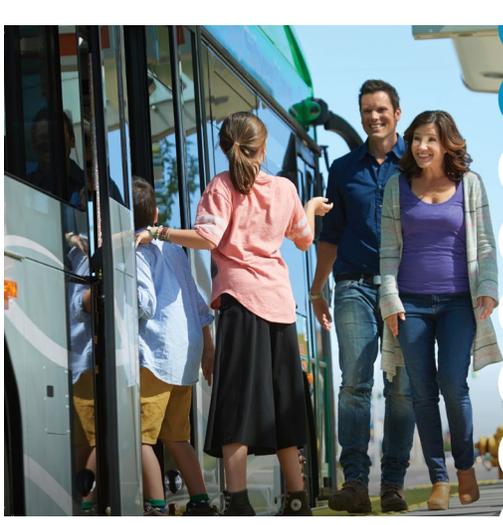
616-555-5555  
RapidYes@placeholder.com

Facebook Twitter Instagram

## VOTE YES November 7th

### Keep our community rolling.

The Rapid is an essential service to thousands across the region - **80% of trips are taken to and from work**. It is also one of the most cost effective systems in the country and was twice voted the best transit system of its size. To keep this success rolling, we're asking you to **vote YES on November 7 for The Rapid** to maintain our communities' essential services with **no tax increase**.



## VOTE YES FOR TRANSIT NOVEMBER 7TH!

### No new taxes, same essential service!

Over the past decade The Rapid has been able to create one of the best transit systems in the nation. After the last millage The Rapid was able to extend bus hours, increase frequency, expand lines and continue to innovate for the future. By keeping the current tax rate, The Rapid will be able to continue these essential services. **VOTE YES November 7th to keep our community rolling.**



Paid for by Friends of Transit  
7 Academy Dr.  
Grand Rapids, MI 49503

# RAPID YES!

# Project: MCC

**Client:** Michigan Chemistry Council  
**Skills:** Website Design

We worked with the Michigan Chemistry Council, an industry group representing the statewide chemical industry, to create an education site for students and teachers to connect with companies, learn about chemistry and download resources. The site featured a customized index that helps users find exactly what they're looking for.

Michigan Chemistry Council  
**Chemistry Connections**

Login Join for Access MENU

## The Business of Chemistry at Your Fingertips

Find Classroom Resources Search

Or Browse By: Grade Level Subject Company

Chemistry Connections helps build the next generation of STEM professionals by providing classroom resources, company connections, news and industry information

New Resources Available

**ATWELL**  
Atwell

**AXALTA**  
Axalta Coating Systems

**BARNES & THORNBURG LLP**  
Barnes and Thronburg LLP

**BARR**  
Barr Engineering

**BASF**  
The Chemical Company

**Bayer CropScience**  
Bayer CropScience

Create a Free Account to Access Hundreds of STEM Classroom Resources

**RESOURCES**  
Educator Resources  
Search Educator Resources  
Browse by Grade Level  
Browse by Subject  
Suggest a Resource

**COMPANIES**  
Michigan Chemical Company Directory  
Search Companies  
Browse by Location  
Add Your Company

**EDUCATION**  
Industry History  
Chemical Safety  
Chemistry Careers  
Chemistry Scholarships  
Industry News

# Project: AMS Family Websites

**Client:** Components Engineering  
**Skills:** Website Design

We created a family of sites for Automated Machine Systems, a Grandville-based automation and ERP systems provider. Each site was required to fit the overall design and brand scheme, and were built on connected platforms to ease management.

The screenshot shows the AMS website header with the logo and navigation menu: HOME, PALLET HANDLING EQUIPMENT, MATERIAL HANDLING, SOFTWARE SOLUTIONS, PARTNERSHIP & SERVICES, ABOUT. The main content area features a large image of industrial equipment with the text "SERVICE DRIVEN SOLUTIONS" and "Automated Pallet Recycling Equipment, Material Handling Systems & Software Solutions, backed by over 25 years of industry service and experience." A "Shop New Equipment" button is visible.

The screenshot shows the MechFab website header with the logo and navigation menu: HOME, ABOUT, PROJECTS, SERVICES, CONTACT. The main content area features a large image of a welder with the text "CUSTOM MECHANICAL FABRICATION SOLUTIONS" and "Upgrade your industrial facility or supplement your own manufacturing capabilities with expert fabrication services, tailored to fit your unique needs." A "learn more" button is visible.

The screenshot shows the PalMate website header with the logo and navigation menu: HOME, PALMATE® ERP, PALLET DESIGN, PLANTFLOOR, PALMATE® ONLINE, FORUM, ABOUT. The main content area features a large image of a pallet with the text "Pallet Design Software" and "Introducing: PalDraw™". A "DOWNLOAD A DEMO" button is visible.

The screenshot shows the PalDraw website header with the logo and navigation menu: HOME, PALMATE® ERP, PALLET DESIGN, PLANTFLOOR, PALMATE® ONLINE, FORUM, ABOUT. The main content area features a large image of a pallet with the text "Pallet Design Software" and "Introducing: PalDraw™". A "DOWNLOAD A DEMO" button is visible.

# Project: CE/TPP Branding

**Client:** Components Engineering  
**Skills:** Branding, Copywriting, Photography, Website Design

CE came to us with a need to improve their branding. They had recently acquired the company, and it's brand had not been updated in 15 years. We revamped their branding, created new collateral and worked with CE to redefine how a gage and fixture company should look.

**HOME**   **ABOUT TRUPOSITION**   **PROBES AND COMPONENTS**   **FAQ**   **GET ESTIMATE**

# BECAUSE FAILURE IS NOT AN O

**PRIMARY FULL FLAT COLOUR**

This is the primary logo to use. This is your main go-to version of the logo, except for limited exceptions below. Logo can be displayed in either blue or red with logotype remaining black.

**TRUPOSITION™**   **TRUPOSITION™**

**FULL TONE GREYSCALE**

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.

**TRUPOSITION™**

**SOLID BLACK**

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where coarse halftone screens are used.

**TRUPOSITION™**

**SOLID WHITE**

The solid white version can be used in environments that require a clean aesthetic. Can also be used over photography or video.

**TRUPOSITION™**

**IMPROVE QUALITY. REDUCE COST.**   **COMPONENTS ENGINEERING**

The drive for higher productivity and better results within the manufacturing industry has highlighted the need for an improvement in production inspection. An automated inspection machine from Component Engineering, integrated throughout or at key points of your production process, is a cost-effective way to improve output while reducing cost.

**KEY INSPECTION AREAS WHERE AN AIS EXCELS**

- Dimension
- Flatness
- Hole Location
- Hole Diameter
- Color Value
- Texture Value
- Temperature Control

**BENEFITS TO YOUR BUSINESS**

- Higher quality parts, assemblies, and finished products
- Reduced waste / rework
- Improved production throughput
- Reduced recalls
- Regulatory compliance improvements
- In parts supplies
- Customer peace-of-mind



# Project: Acuitas Branding

**Client:** Acuitas

**Skills:** Branding, Copywriting, Photography, Website Design

Well rebranded Lansing power brokers Acuitas, giving their conventional image a slick and modern makeover, and creating a new website along with the brand. The new look shows Acuitas as an unmatched firm in political consulting.



LOGO

ACUITAS



VARIATIONS

ACUITAS



ACUITAS

perception · insight · sharpness



perception  
insight  
sharpness



ACUITAS



Sarah Hubbard  
PRINCIPAL

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Lansing, MI 48933

ACUITAS



ACUITAS

ABOUT TEAM SERVICES RESULTS INSIGHT

# Insight Sharpness Perception

VIEW CASE STUDIES

Acuitas is a full-service, multidimensional government relations and creative firm in Lansing, Detroit and Chicago.

COMPLIMENTS TO THE CLIENT

### Exciting news for our client, Johnson Controls!

READ FULL ARTICLE

ACUITAS SPOTLIGHT

### Women Influencing Politics - Acuitas Principal Honored

READ FULL ARTICLE

## Our Solutions

Our value proposition is strategy and results, and nobody does it more successfully.



MICHIGAN LCV



MICHIGAN LCV



MICHIGAN LEAGUE OF CONSERVATION VOTERS

VIEW CASE STUDIES

## Trusted By



ABOUT TEAM SERVICES RESULTS INSIGHT



MICHIGAN LEAGUE OF CONSERVATION VOTERS

### Challenge

Sustainably Managed Forests / Water Quality Protection and other society benefits from Michigan forests.



### Approach

Working with landowners, loggers, wood consuming mills, legislators and state agencies to promote effective workable state best management practices through forest certification program.



### Results

The long-term sustainability of Michigan forests is greatly enhanced. Proven results include 95% statewide implementation of BMP's to protect water, soils, wildlife, T and E species, and forests of recognized importance.

*"Acuitas has strong relationships with decision makers to open doors at the State Capitol. With help from team Acuitas, we have instant credibility and achieved results beyond our expectations."*

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## Project: Barns into Birdhouses

**Client:** Heart and Eagle

**Skills:** Branding, Photography, Website Design

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Heart and Eagle came to us with website cobbled together over multiple developers, lacking a solid funnel to create sales of the company's gorgeous handmade birdhouse product. We worked with Heart and Eagle to design a unique identity that put photography front and center. The focus was put on not only on the product but on the bird — which is ultimately where the customer's interests lie.

With the new site focused on creating sales and copywriting focused on telling the story of these unique birdhouses and the conservation ethic embodied in the designs, the website finally communicates what Heart and Eagle embodies: the ability to win back just a small piece of nature for wildlife.





# LIVING PIECES OF HISTORY



## ARCHITECTURE & ENVIRONMENT

Our unique creations are a union of a love for architecture and a passion for the environment. It occurred to us, that by salvaging materials from old Michigan barns, once noble structures that have become destined for destruction by fire or the wrecker's claw, a greater statement might be made about the purpose of conservation. That's why we formed Heart & Eagle Company.

Our nature products are made from hand-picked, century-old barn siding, re-purposed from barns that vary in age from 140 to 100 years. To date, we have preserved the better part of seven barns, and used their historic pieces to build upwards of 2,000 durable and collectible unique birdhouses, bird feeders and bat houses.

## HANDMADE IN MICHIGAN

Heart & Eagle Company supplies its unique bird houses and products to a diverse range of shops, museums, and botanical centers. Our clients and supporters include San Luis Rey Mission Church (Oceanside California), Fredrick Mejer Gardens, Rob Miles, Director of the Organization for Bird Conservation, and former president Gerald R. Ford.



*"You are a terrific artisan with your unique bird houses."*  
President Gerald R. Ford

## FEATURED HOUSE

Our unique **Baroque Birdhouse** is designed to celebrate the musical nature of birds. It also makes a unique gift for music enthusiasts. The design in the gable is the inverted body of a violin. The "f" holes in the front are there for ventilation. Like all of our unique birdhouses, it is created from re-purposed century-old barn wood and then branded with our own custom made forge-irons.

[VIEW MORE](#)



## LIBERTY BIRDHOUSE

\$189.00

[ADD TO CART](#)

With its bold Stars & Stripes theme, our unique **Liberty Birdhouse** was designed for former President **Gerald R. Ford**, who requested that we create one for his daughter Susan, from the remains of the historic Patterson barn, Grand Rapids, MI. Heart & Eagle Company salvaged the Patterson barn in January 2003. Mr. Ford had a vested interest in the that barn and the rural community of Grand Rapids. Their votes helped win him his seat in Congress in 1948. He promised Kentwood farmers that if they cast their votes for him and he won, he would milk cows on the Patterson farm every morning for a fortnight.

When Jerry was elected, he kept his promise. He showed up every morning thereafter at 5:30 a.m., in his dungarees.

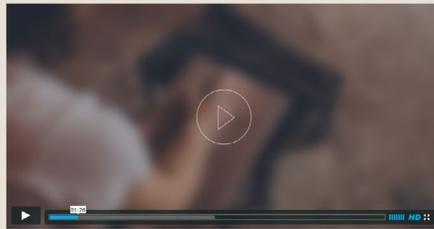
Like all of our unique birdhouses, the Liberty Birdhouse is created using recycled century-old barn wood and then branded with our own custom made forge-irons.

## FEATURES & DETAILS

- The entry hole has a 1 1/4 inch I.D. copper fitting to prevent damage by sparrows and squirrels.
- The perch is made from a re-purposed old-style clothes peg, located low on the box to discourage predators.
- The exterior is waterproofed with safe marine varnish.
- Our boxes are constructed with mitered joints that are weather-tight glued, this rugged birdhouse design is built to withstand the elements year round.
- The roof removes easily for cleaning and has drainage holes and heat vents for the comfort of its feathered occupants. It also has an inner escape "ladder" to assist fledglings.
- Pole Mounted Design with installation sheet included.
- This coop is well-researched to meet the needs of native birds and will attract: House Wren, Black-capped Chickadee, Nuthatch, Tufted Titmouse, Downy Woodpecker & Prothonotary Warbler.
- Special orders for Bluebird/Green Tree Swallow boxes: \$10.00 additional. (Please use our Contact form or call)

Birdhouse measures \* : 14" high, 14" deep, 14" wide, weight: 6-8 lbs

\* since each birdhouse is unique the individual color and dimensions will vary to some degree



[ADD TO CART](#)

## YOU MIGHT ALSO LIKE



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## Project: To & Fro Activewear

**Client:** To & Fro Activewear

**Skills:** Branding, Website Design, Copywriting, Marketing,  
Content Planning, Collateral Design

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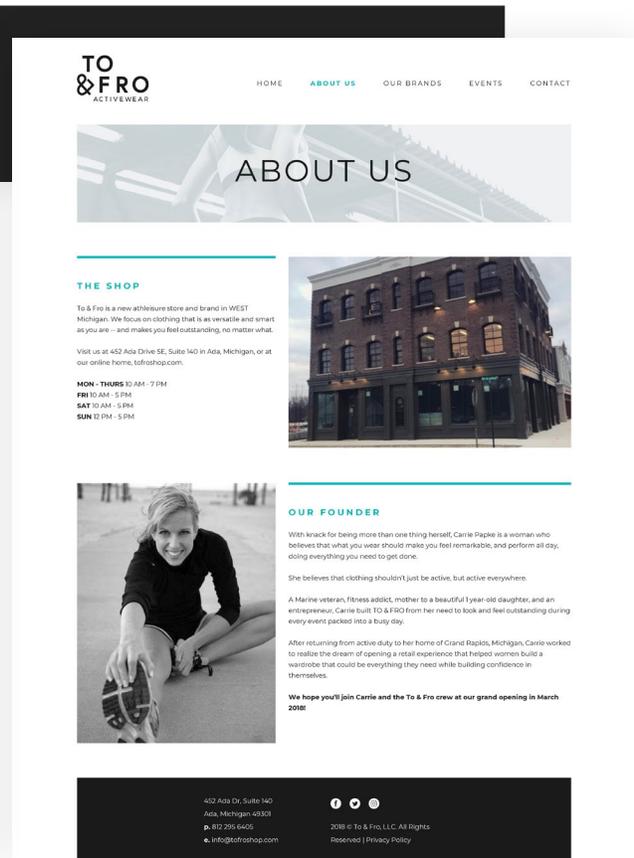
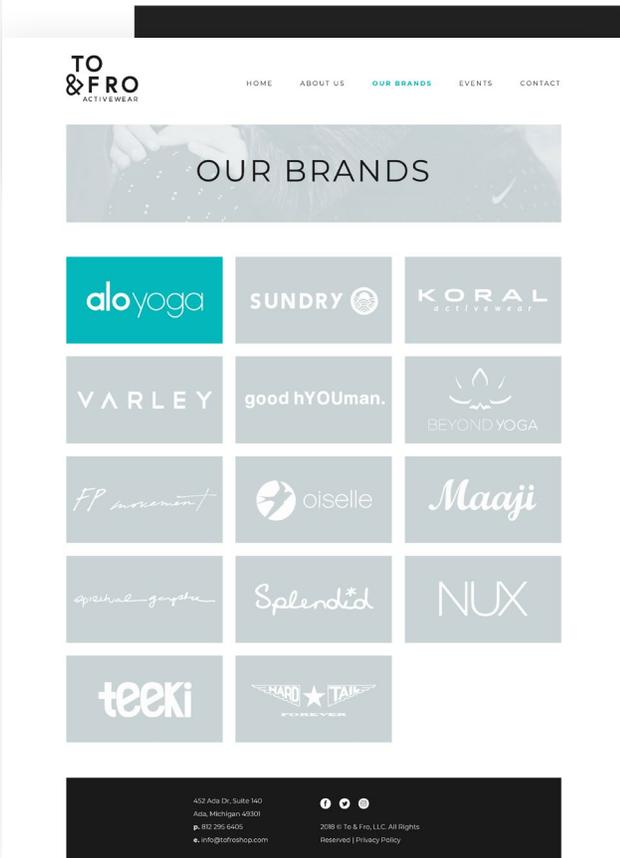
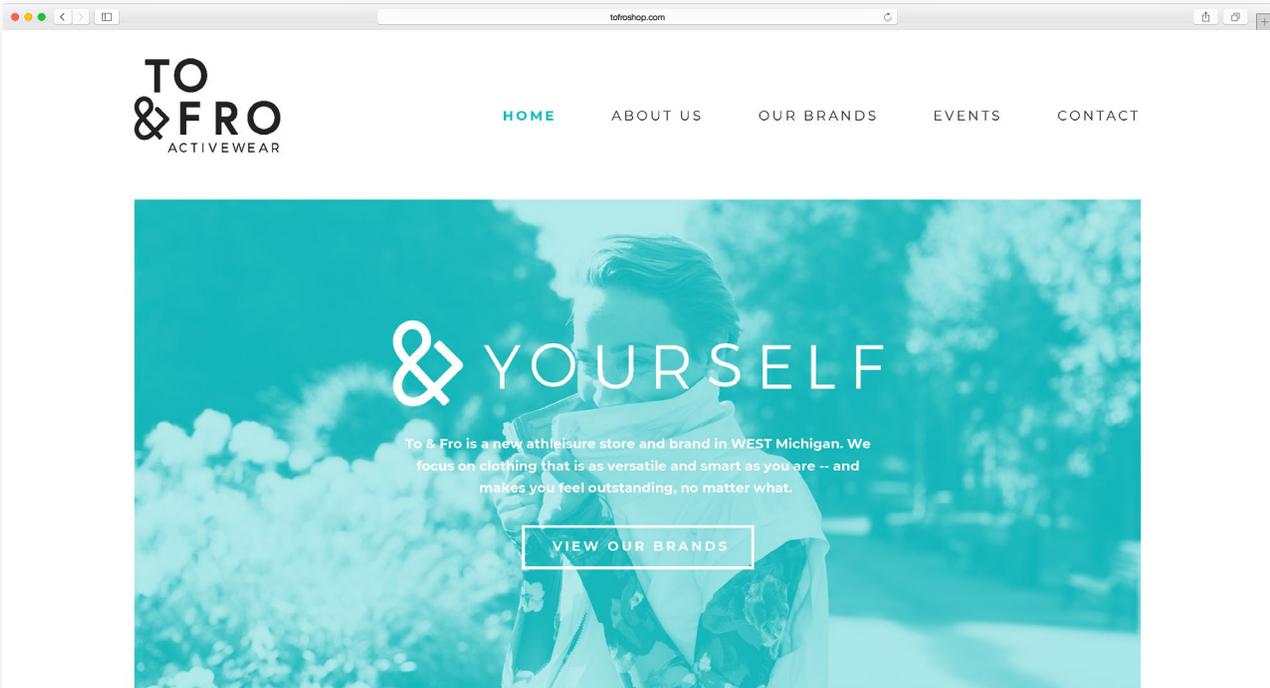
To & Fro is an activewear boutique in Ada that needed to find a way to look like both a local shop and a big brand with a goal to attract some of the most significant brands in the industry to their first store. While they knew their store would be something special, large brands are wary of working with small shops, so To & Fro needed a brand that would project the idea of a top tier activewear retailer.

We were brought in to create a logo and establish a brand that could look every bit as strong as Lululemon or other national competitors. This would attract not only customers but the brands they desired. By launch, they were able to sign every activewear brand that they had approached across the nation, and now have brands asking when they are expanding based around the buzz created from their logo and their Love Yourself campaign.

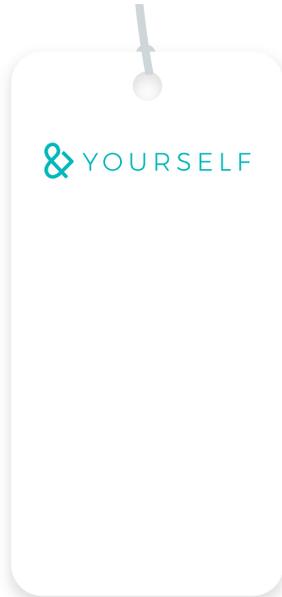


TO  
& FRO  
ACTIVEWEAR





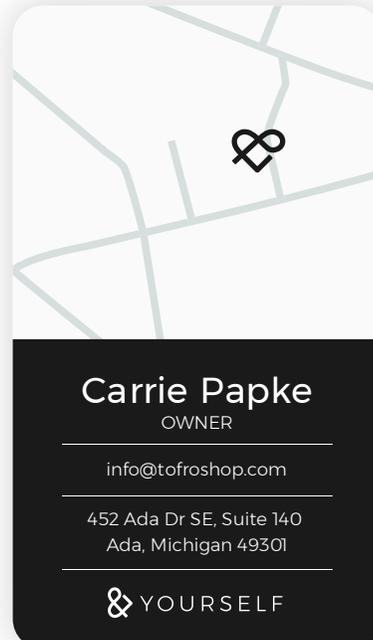
CLOTHING TAGS



SOCIAL MEDIA



BUSINESS CARDS



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## Project: Meadow Ridge Financial

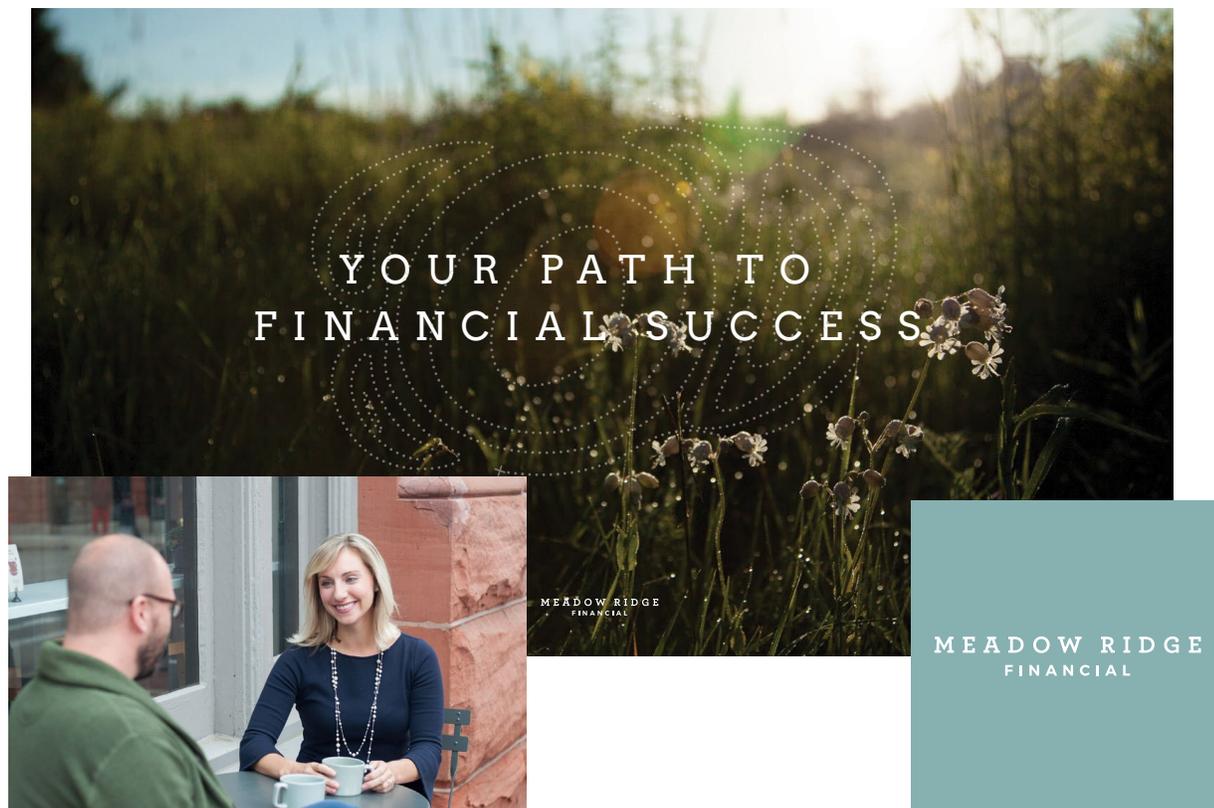
**Client:** Meadow Ridge Financial

**Skills:** Branding, Website Design, Copywriting, Content Planning

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Meadow Ridge Financial is Anastasia Weisse's first company, and she has a clear vision for the type of financial services that she wants to offer. She wants to be more than simply a financial advisor, but to truly understand the goals of her clients and guide them to making the right decisions for their families.

In her branding and website process, we worked with her to keep the brand soft and focused on imagery evoking paths and guidance. The site was created to speak about more than her services and talks specifically about her to build trust and create comfort. Because of this approach, clients view her as an approachable person-focused alternative to the larger firms in the area.



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## Project: GR Champs League

**Client:** Grand Rapids Champs League

**Skills:** Messaging, Campaign Strategy, Web Design, Graphic Design, Branding, Photography

**Reference:**

Max Dillivan

Head of Parliment

Grand Rapids Champs League

231-571-5000

maxwelldillivan@gmail.com

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Devoted Grand Rapids community members and soccer players hosted the city's first Grand Rapids Champions League in the summer of 2015. The neighborhoods of Grand Rapids played against each other throughout the season for the league title, with the intent of creating community between the citizens of GR.

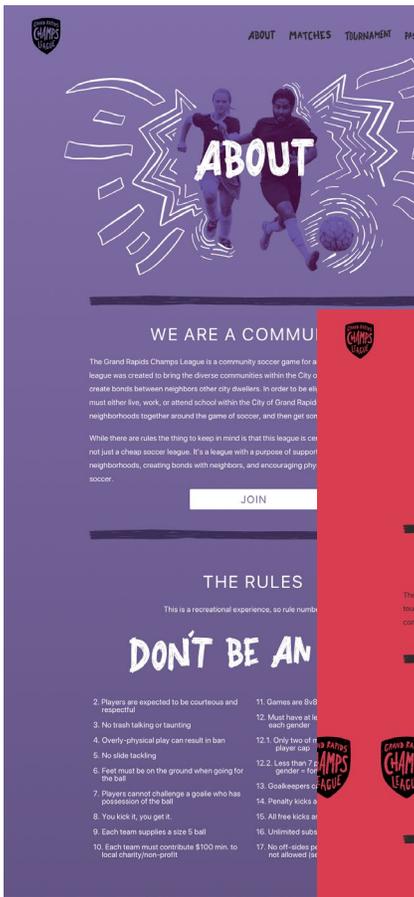
The Champs League faces many challenges in the coming years, mainly from time and budget, so a brand was created to help remedy these issues. The "Good game. Good day." tag and branding grew with the intent to capture the casual spirit of the pickup game and communicate the fun. Each element of the brand was crafted with minimal budget and produc-

tion time in mind. Focus was also put on ensuring the campaign reflected the diversity of the league and languages of the players.

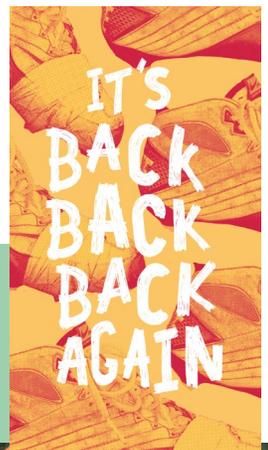
Through the branding process, Well identified all materials that the various teams were using and worked to bring together cohesion in the brand. Further, we developed a voice, a style, and using a handwritten font, a crafted alphabet that each team could use to write their own messages using this new brand. Assets developed included the grchampsleague.org website, flyers, posters, social media collateral, patches and other game assets.



WEBSITE



SOCIAL



POSTERS



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## Project: Festival of the Arts

**Client:** Festival of the Arts

**Skills:** Branding, Website Design

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Festival of the Arts is a Grand Rapids institution, with a brand designed the legendary modernist Alexander Calder. We were tasked with translating Calder's unique brand vision into a compelling website. We created new forms, inspired by Calder's body of work, to extend the brand into the digital space. The result is a bright, inspiring site that takes Festival into its 50th year with style.





In 1969, Alexander Calder's La Grande Vitesse was installed in front of City Hall in downtown Grand Rapids. The 43-foot-tall, vibrant red stabile, which became known as "The Calder," inspired a celebration - one that's grown to encompass most of downtown Grand Rapids.

Festival of the Arts is a FREE three-day community event that features several stages of performances, a juried Regional Arts Exhibition, and dozens of food booths run by non-profit organizations. Plus, creative activities for children and adults to enjoy making their own art as well as purchasing art from West Michigan artists. Every purchase at Festival from food to art to t-shirts and posters gives back to the West Michigan community.



Thank you to our amazing sponsors!



## BECOME A PART OF GRAND RAPIDS CITY'S HISTORY

Alexander Calder's La Grande Vitesse was installed in front of City Hall in downtown Grand Rapids. The 43-foot-tall, vibrant red stabile, which became known as "The Calder," inspired a celebration - one that's grown to encompass most of downtown Grand Rapids.

### Opportunities to Get Involved

- BOOTHS
- PERFORMERS
- ART SALES
- TEACHERS
- SPONSORS
- ART COMPETITION

Performers, food booths, artists and vendors at Festival must be from one of the following counties: Kent, Ionia, Montcalm, Newaygo, Allegan, Barry, Ottawa, Muskegon.



## DONATE

Every year, more than 15,000 volunteers come together to create a huge Festival of the Arts in downtown Grand Rapids. All performances, exhibits, and activities at Festival are presented free of charge for more than 300,000 people. Ensuring that everyone in the community has the opportunity to experience the arts and participate!

- \$10
- \$25
- \$50
- \$100
- CUSTOM

Festival of the Arts is a 501(c)(3) nonprofit organization as recognized by the Internal Revenue Service.

Gifts can also be made via credit card. Please specify if the gift is a memorial in honor of a loved one. For information on Planned Giving, please contact the Annual Fund committee at sponsorship(at)festivalgr.org

Donating by check? Please make all checks payable to **Festival of the Arts** and mail to:

Festival of the Arts  
PO Box 68440  
Grand Rapids, MI 49516-8440

### Other Ways to Help

- VOLUNTEER
- SPONSOR

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## Project: Women & Environment

**Client:** West Michigan Environmental Action Council  
**Skills:** Branding, design, collateral, photography

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West Michigan Environmental Action Council's Women and the Environment Symposium has long been a stuffy conference of policy makers and activists, but they recently decided that they wanted it to have a more modern fun feel that would recruit new attendees.

We created a logo mark and brand that felt more youthful and gave attendees a sense that this was going to be a prominent event to attend and learn about the intersection of health, environment and gender. The result was their most well-attended event series in the history of the event, with first time attendees making up over 50% of the attendees.



# WINONA LADUKE

2017 Keynote Speaker



W&E  
WOMEN & THE ENVIRONMENT 2017

## SAVE THE DATES

EVENTS FROM 02.25 - 03.02

Join the West Michigan Environmental Action Council for the 6th Annual Women and the Environment Symposium. This year's events will be held throughout the week of February 25 through March 2. Please join us for any or all of the events.

**FEBRUARY**

- FEB 23 NETWORKING 9 am - 12 pm
- FEB 25 SERVICE 10 am - 12 pm
- FEB 27 WORKSHOP 12 pm - 2 pm
- FEB 28 ACTION

**MARCH**

- MAR 1 FILM/ARTS IN GR & HOLLAND 7 am - 11 pm
- MAR 2 GVSU BREAKFAST KEYNOTE EVENT 5 pm - 8 pm



6TH ANNUAL  
WOMEN  
& THE ENVIRONMENT

EVENTS FROM 02.25 - 03.02  
LOOSEMORE AUDITORIUM • GVSU DOWNTOWN CAMPUS  
403 FULTON ST. NW • GRAND RAPIDS, MI • 49504  
PHONE: 616.451.3051 REGISTER: WMEAC.COM/SYMPOSIUM

ORGANIZED BY WMEAC

The W&E logo is positioned in the bottom right corner of the banner.

6TH ANNUAL  
WOMEN  
& THE ENVIRONMENT

VOTE FOR YOUR  
WOMAN OF INSPIRATION

wmeac.org/women-and-the-environment

The WMEAC logo is located at the bottom right of the banner.

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## Project: AmplifyGR

**Client:** Devos Family Foundations

**Skills:** Branding, design, collateral

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The Devos Foundation came to Well with a new organization that will be working in a neighborhood on Grand Rapids' south east side to help improve entrepreneurship and bring new jobs to the area. They needed a brand and vision that would help to ensure that this upstart organization would be able to quickly gain legitimacy, while still helping to reflect the good happening already in the community. The goal with the organization and the brand was to not simply come in, but “amplify” the work being done by infusing organization, programming and money. Well helped in naming, branding and executing that brand.

The mark and overall brand was focused around this idea of amplifying people and voices in the community. We wanted to use the lines off of the GR to focus attention on the work being done by community members. We wanted the colors to be bright and loud to draw your eye to the action, to the faces, and to the work happening across the south east side.

The logo for AmplifyGR is displayed in white on a solid red background. The word "Amplify" is in a bold, sans-serif font, and "GR" is in a larger, bolder font. Three short, white, slanted lines are positioned above the "R" to suggest sound or amplification.

# AmplifyGR

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Visual Brand Guide



## Iconography

The burst is the mark of Amplify GR. It embodies the energy and forward movement that the organization carries. It allows Amplify to communicate the motion, excitement, and positivity of an evolving neighborhood. The burst should remain the most recognizable part of Amplify's brand. Other iconography is encouraged, and should always follow the visual direction of the burst.

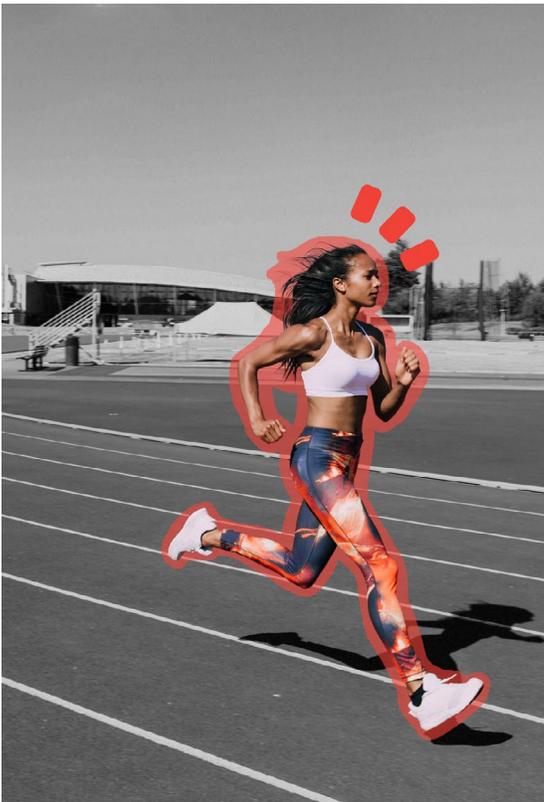
**By positively impacting the place, we aspire to remove systemic barriers and create conditions that allow people to transform their lives and break the cycle of intergenerational poverty.**

Headline Font - Futura

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,@#%\$

Body Font - Sabon

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,@#%\$



# Project Staffing & Partner Overview



**JOSH  
LEFFINGWELL**

Josh Leffingwell is a Partner having served as Communications Director of the West Michigan Environmental Action Council. Before Well, Josh ran a digital marketing studio with clients including Biggby Coffee and University of Notre Dame.

Josh has certifications in Grant Writing from the Grantsmanship Center, Facilitation Design Certification from the AIGA, and training in Human-Centered Design from Kendall College of Art and Design. He has served as Co-Chair of the East Hills Council of Neighbors, member of the National Equity Project's REAL Center Cohort, and Vice Chair of the Vital Streets Oversight Commission, a mayoral appointed position.



**TYLER  
DOORNBOS**

Tyler is a Partner and Web Developer and Designer with over a decade in the industry, but his focus is truly on helping clients create solutions, however they are found. With an entrepreneurial mindset, Tyler challenges the Well team to judge everything they do on whether it solves the problem for the client.

He has experience in creating these solutions for clients in numerous sectors, and has spent time working in the web departments of Grand Valley State University and Meijer, where he learned firsthand what large organizations need to make their systems work. Tyler donates his time by sitting on the Friends of Grand Rapids Parks - Parks Alive Committee and helps coach and assist aspiring entrepreneurs of color through SpringGR.



**AMAR  
DŽOMBA**

Amar Džomba is a Partner and Designer with skills in video, motion graphics, publication design, user interface design and branding. As a refugee from Bosnia, Amar's experience in the United States has helped shape his goals and set him on a community-oriented design path. Amar's award-winning work has built the profiles of organizations such as the Grand Rapids Champs Soccer League, the DisArt festival, West Michigan Environmental Council, Whole Foods, and the DAL School Milk Project in Sudan.

## Project Staffing



**SAM CORNWELL**  
DESIGNER

Sam started her career as a photographer before becoming an award winning designer. She utilizes her multidisciplinary education to solve design communication problems creatively and help clients engage with their audience in new ways. From developing brand identities to designing websites, Sam enjoys the creative challenge, working directly with Well's clients, and pushing herself and clients to produce at the highest level. She has been fortunate to be able to give back to her community through her work with Help Portrait, and Code for Good West Michigan.

Sam helps Well's clients develop their brand, photography and user interfaces.



**MEAHGAN GOEMAN**  
DESIGNER

Meahgan is a designer with experience in both print and digital. As a recent graduate of the Grand Circus Front-end Coding Bootcamp, she is focused on becoming a designer and developer.

She is proud to be involved with the Women of Color Creatives and is excited to be able to use design to help her community through Code for Good West Michigan.



**CAM VANDERSLUIS**  
DEVELOPER

Cam is an entrepreneur with a passion for unique web design achieved through a clear process. He focuses on guiding strategic initiatives so that each website project accomplishes its target objectives. His goal is to make sure that when you work with him, you won't find yourself confused about "what's next?"

For Well, he helps turn the vision of our designers and the passion of organizations into the digital realm with beautiful and thoughtful websites.

Thank you!

For any questions or concerns, please contact Josh Leffingwell  
josh@welldesignstudio.com / 616.828.6278

*well*