

S. FLORIDA WILDLIFE CENTER'S FUNDRAISING PACKAGE

This project ended up being a favorite of mine, as it turned out so lovely. I worked with the team to create this beautiful fundraising package, which included a 2-pocket folder, a 12-page booklet and a quad-fold brochure.

I was happy they chose my logo design for the 50th Anniversary of the South Florida Wildlife Center and I was proud to work on it. The other team members provided the copy, the client's overall package requirements and coordinated with the client, while I handled the layout, image selection, photo retouching and color correction, handled the file preparation and print production.

The main focus of the package was to highlight the amazing work the center has done over the past 50 years and to raise awareness about the need for a new building to continue their mission of rescue, rehabilitation, research and education.

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