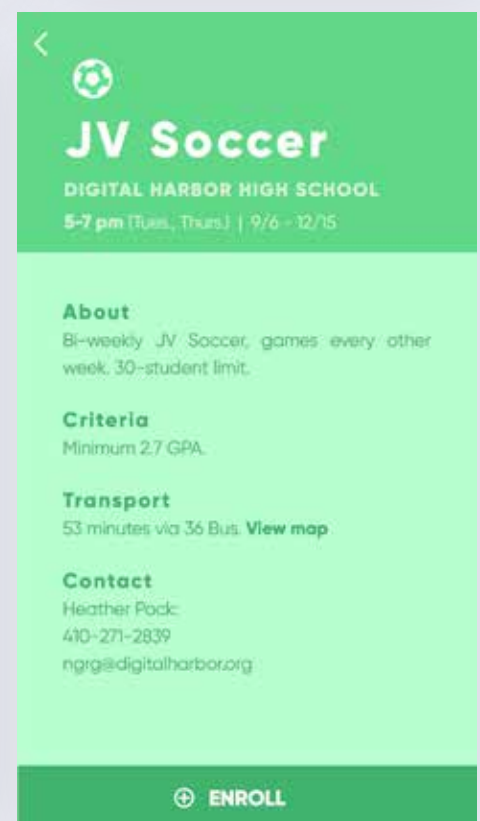
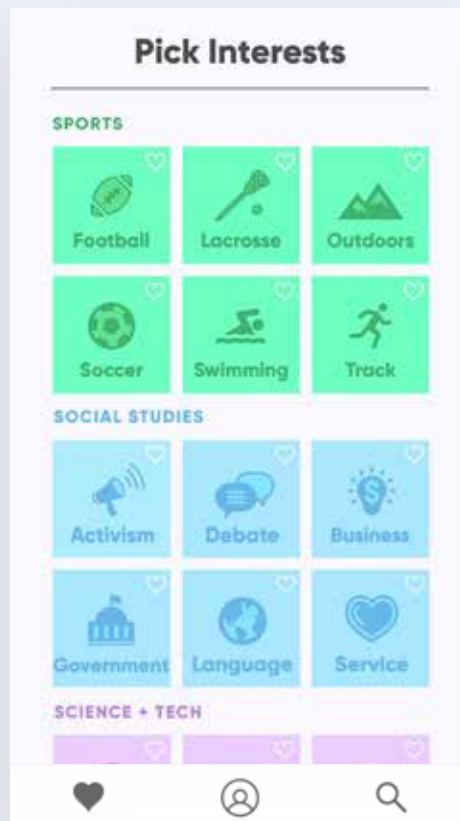
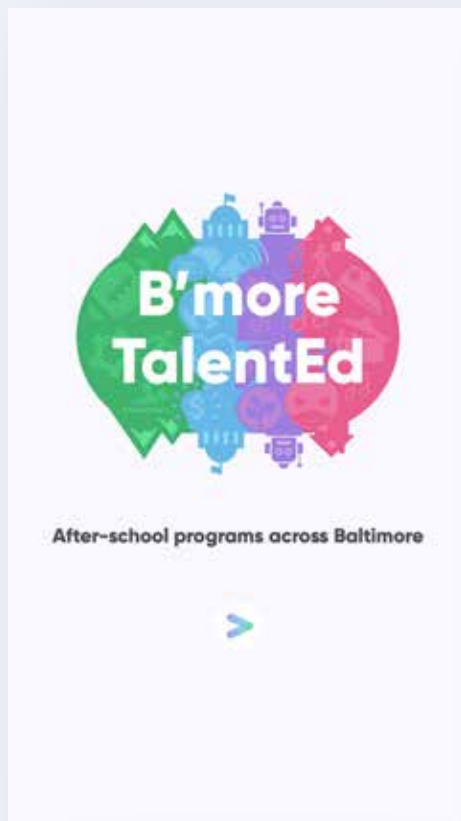




Bramble Lab Portfolio 2016

Please keep confidential, as some of the following projects have yet to be publicly announced.


For more information, email
cary@bramblelab.com



MarylandCAN

Along with legislation allowing Baltimore City Public School high-school students to enroll in after-school programs across the city, this app prototype (requested by Mayor Pugh) allows them to enroll and find transportation options. Icons from the Noun Project.

1 in 3 women & girls lack proper sanitation.





Hygiene is a human right.
Sanitation for all.

LEARN MORE ►



1 in 3
women & girls
lack sanitation.



HYGIENE IS A
HUMAN RIGHT.
SANITATION FOR ALL.



LEARN MORE
& TAKE ACTION ►

1 in 3
women & girls
lack sanitation.



HYGIENE IS A HUMAN RIGHT.
SANITATION FOR ALL.



LEARN MORE  & ACT NOW ►

WaterAid Banner Ads

Banner ads for WaterAid America's 2016 Women & WASH Access Campaign, in collaboration with We Divine Water.

WASHING OUT INEQUITY

For women & girls, **WASH*** access is essential.

* CLEAN WATER, SANITATION, HYGIENE

1 in 3 lack WASH, leading to

VULNERABILITY

For the rest, it means safety &

EMPOWERMENT

"THEY RAPE LONELY WOMEN WHO THEY SEE RELIEVING THEMSELVES."

- TADEWA, ETHIOPIA



VIOLENCE REPORTED by **94%** of women en route to defecate in Bhopal, India.

TOILETS

Without one, many women & girls wait till night to go in the open.

"BEFORE NOW, THE PLACE WE USED AS A TOILET WAS 4 MILES AWAY"

- GANGA & MALOWA, INDIA



GENDER-BASED VIOLENCE REDUCED by **30%** if a public toilet program was introduced in South Africa.

"I WILL MISS THE EDUCATION, BUT THERE IS NO OPTION."

- MADILZINE, MADAGASCAR



SCHOOLS WITHOUT WASH in low-income countries is nearly **1 out of 2**

MENSTRUATION

When a girl reaches puberty, menstrual education & access to a safe, private toilet can make a crucial difference. But taboo & poor sanitation forces many girls to miss school while menstruating, resulting in lower grades & graduation rates.

"ALL GIRLS WANT TO ATTEND OUR SCHOOL NOW."

- TESFAYE, ETHIOPIA



GIRLS' ATTENDANCE rose **11%** after a sanitation project in Bangladesh.

CHILDBIRTH

For those who become pregnant, giving birth in a place without WASH can be life-threatening for mother & child.

"I'M SO RELIEVED I GAVE BIRTH IN A PLACE WITH ENOUGH WATER"

- KEMISA, UGANDA



SURVIVAL RATES INCREASE **44%** among newborns when attendants & moms can wash their hands.

"YOU JUST LOOK AT THE BABY AS IT PASSES AWAY."

- FARIYA, TANZANIA



HEALTHCARE FACILITIES WITHOUT WASH access is at **2/3** in low-mid income countries.

A SAFE TOILET IS A HUMAN RIGHT. SANITATION FOR ALL.

#TBD

WaterAid

WATERAIDAMERICA.ORG

WaterAid Infographic

Infographic created to expand on issues introduced in a PSA video (for distribution to American politicians, media and public) for WaterAid America's 2016 Women & WASH Access Campaign, in collaboration with We Divine Water. It describes the overlapping problems of water access and women's rights.

WASHING OUT INEQUITY

For women & girls, **WASH*** access is essential.

* CLEAN WATER, SANITATION, HYGIENE

1 in 3 lack WASH, leading to

VULNERABILITY

"THEY RAPE LONELY WOMEN WHO THEY SEE RELIEVING THEMSELVES."

- TAEMWA, ETHIOPIA



VIOLENCE REPORTED by **94%** of women en route to defecate in Bhopal, India.

"I WILL MISS THE EDUCATION, BUT THERE IS NO OPTION."

- MADELEINE, MADAGASCAR



SCHOOLS WITHOUT WASH in low-income countries is nearly **1 out of 2**

"YOU JUST LOOK AT THE BABY AS IT PASSES AWAY."

- FARIDA, TANZANIA



HEALTHCARE FACILITIES WITHOUT WASH access is at **2/3** in low-mid income countries.

For the rest, it means safety &

EMPOWERMENT

"BEFORE NOW, THE PLACE WE USED AS A TOILET WAS 4 MILES AWAY"

- GANGA & MAEDWA, INDIA



GENDER-BASED VIOLENCE REDUCED by **30%** if a public toilet program was introduced in South Africa.

"ALL GIRLS WANT TO ATTEND OUR SCHOOL NOW."

- TESFAVE, ETHIOPIA



GIRLS' ATTENDANCE rose **11%** after a sanitation project in Bangladesh.

"I'M SO RELIEVED I GAVE BIRTH IN A PLACE WITH ENOUGH WATER"

- KENISA, UGANDA



SURVIVAL RATES INCREASE **44%** among newborns when attendants & moms can wash their hands.

TOILETS

Without one, many women & girls wait til night to go in the open.

MENSTRUATION

When a girl reaches puberty, menstrual education & access to a safe, private toilet can make a crucial difference. But taboo & poor sanitation forces many girls to miss school while menstruating, resulting in lower grades & graduation rates.

CHILD BIRTH

For those who become pregnant, giving birth in a place without WASH can be life-threatening for mother & child.

A SAFE TOILET IS A HUMAN RIGHT. SANITATION FOR ALL.

#TBD

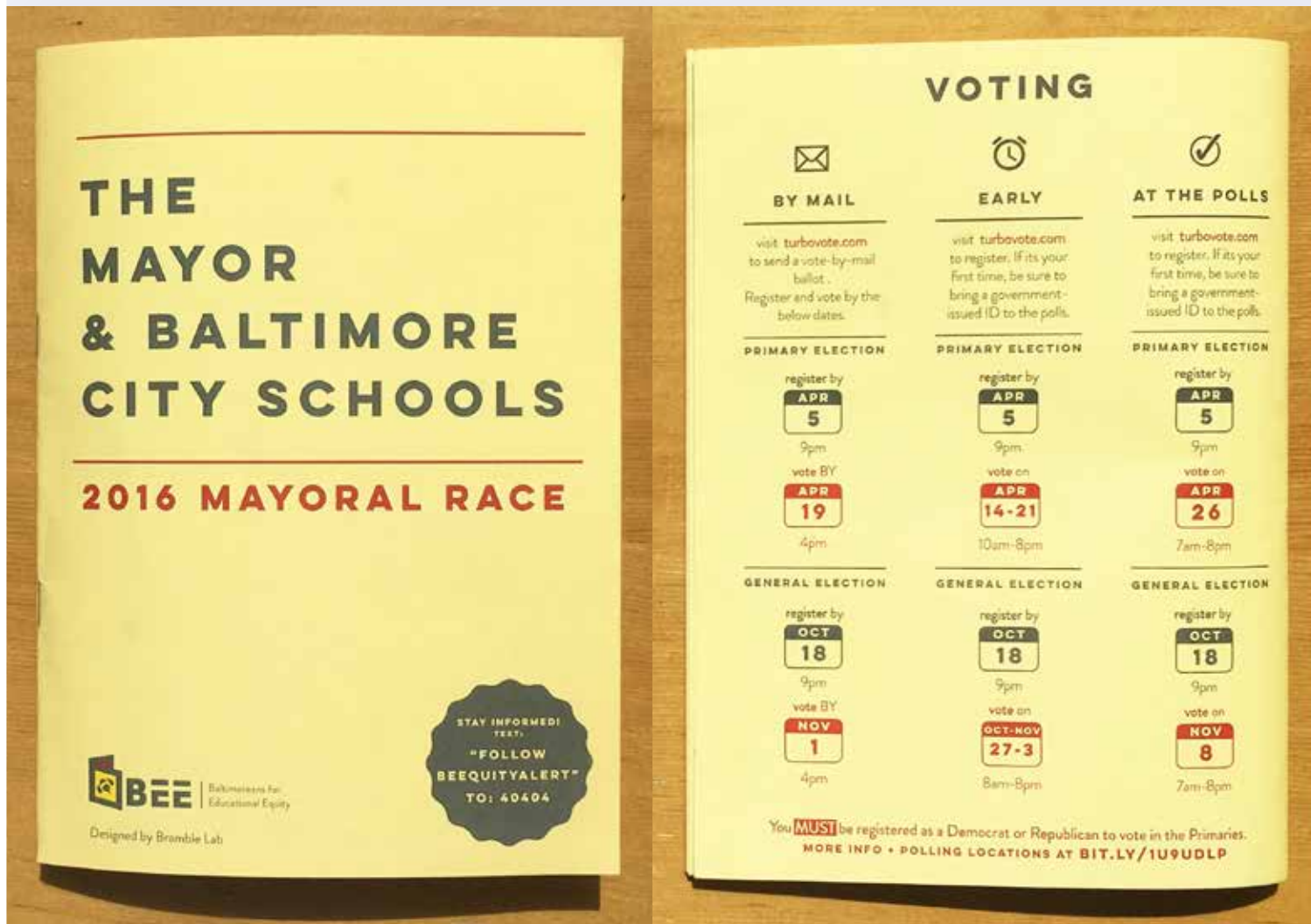
WaterAid

WATERAIDAMERICA.ORG



WaterAid Infographic (Social Media)

Snippets of the infographic created for WaterAid America's 2016 Women & WASH Access Campaign, in collaboration with We Divine Water.

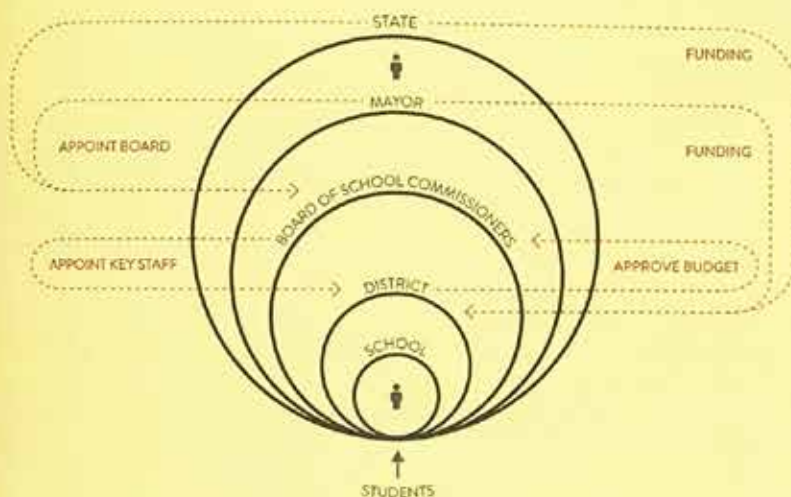


Baltimoreans for Educational Equity - Voter Guides

To inform educators and parents of their options in the Primary Mayoral election in Baltimore City, we created these voter guides with BEE, to be distributed across the city and at the mayoral forum on education in the spring of 2016.

OVERVIEW

What's the Mayor's Role in Baltimore's Schools?



Why is an Education-Minded Mayor Important?

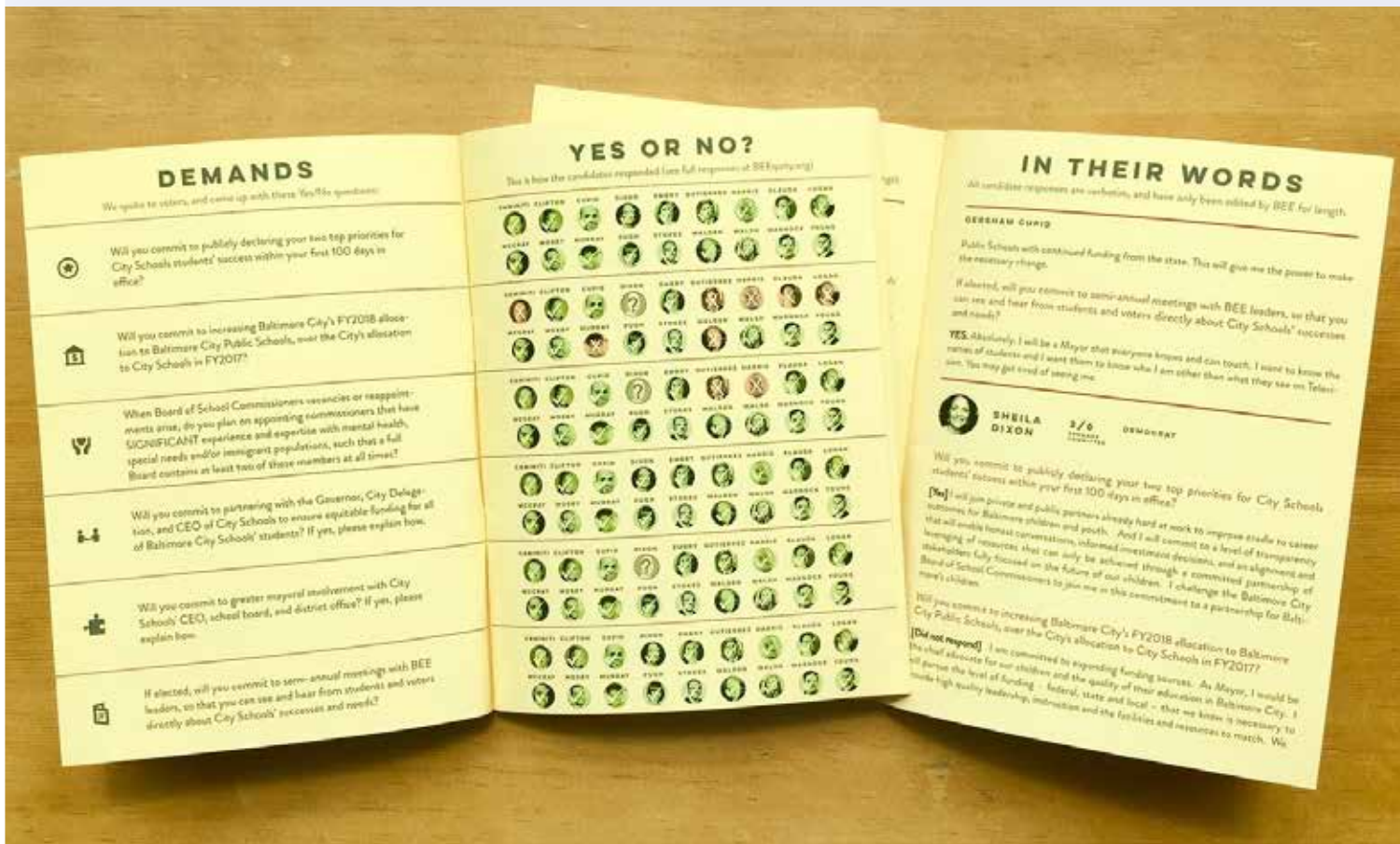
43	10%	48%
community schools out of 186 in Baltimore (23%)	of operating budget in Baltimore goes to City Schools	of City Schools budget controlled by central offices, not principals

SOURCES

Baltimore City Schools FY2016 Budget
 Baltimore City Schools website
 Baltimore City FY 2016 Preliminary Budget Plan
 Baltimore City Schools 2016 Community Budget Forums

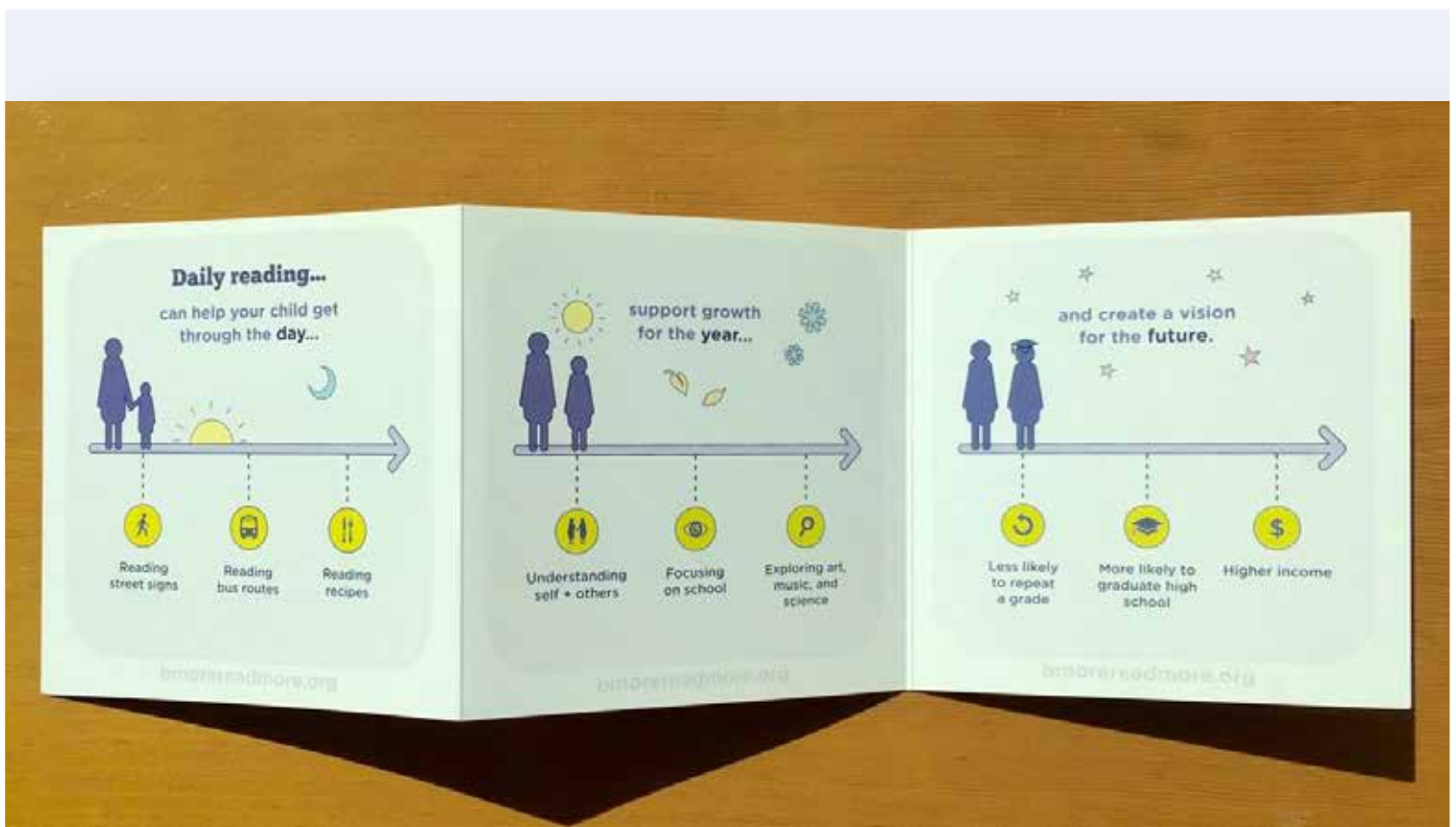
Baltimoreans for Educational Equity - Voter Guides

To overcome some intellectual apprehension of many voters in the face of a seemingly complicated education system, this infographic was included.



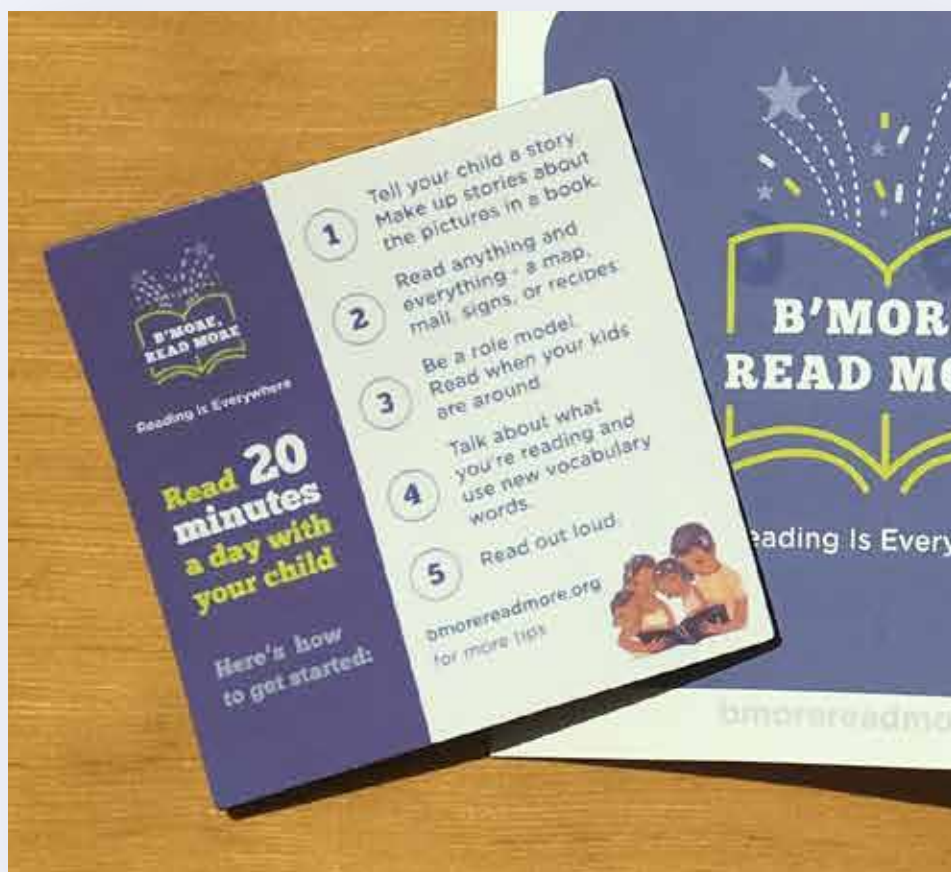
Baltimoreans for Educational Equity - Voter Guides

Quick guide to candidates, with their Yes/No responses to education-related demands (culled from numerous conversations with Baltimore parents and teachers).



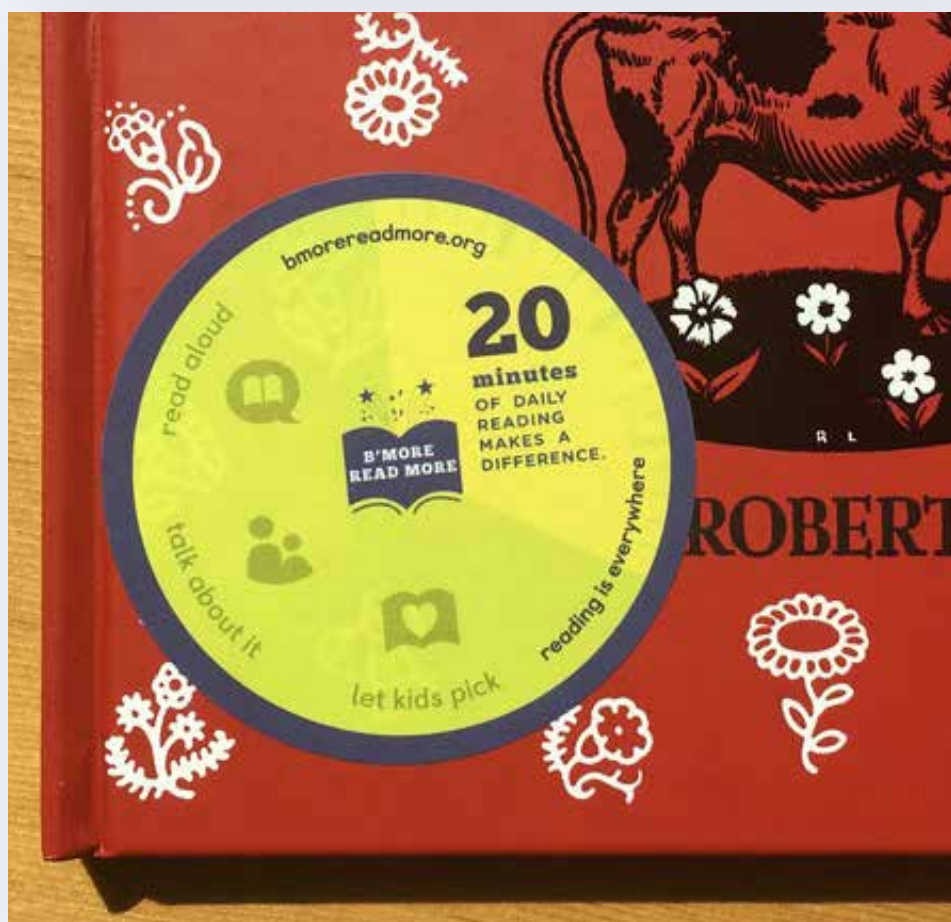
B'More Read More - Daily Reading Brochure

Intended to clarify the cumulative benefits of daily reading for time-crunched, stressed and sometimes low-literacy parents, the brochure includes a refrigerator magnet, condensed tips and a link to the campaign's website for more in-depth parent tips. The back includes a timeline to illustrate the cumulative benefits of daily reading.



B'More Read More Magnet

A refrigerator magnet of reading tips distributed with the daily reading brochure.



B'More Read More Book Sticker

These stickers were given to libraries and service providers across the city for use on children's books. The purpose was to provide succinct reading tips to parents, particularly those with low literacy themselves.

reading is everywhere


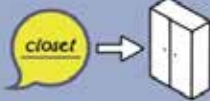
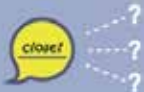
Reading Labels

A great way to get kids to read is labeling objects. Write the name of an object in large, clear letters.

Place these on objects around your home.
(on closets, doors, cabinets, etc...)

Use them to have a conversation with your kids.
(for example, ask them: what shape is the object?)

bmorereadmore.org

reading is everywhere

READ ME!

write name of object here

EXAMPLE QUESTIONS:
What does ___ do? How does ___ work?
What is the shape of ___?
Tell me a story about a ___?

bmorereadmore.org




Encourage Reading with Reading Labels

Put these on reading materials like magazines or snack boxes.

Having a conversation is reading, too! Put these on meaningful objects like photo albums.

bmorereadmore.org





reading is everywhere

Read me!

20 minutes of daily reading makes a difference.

bmorereadmore.org



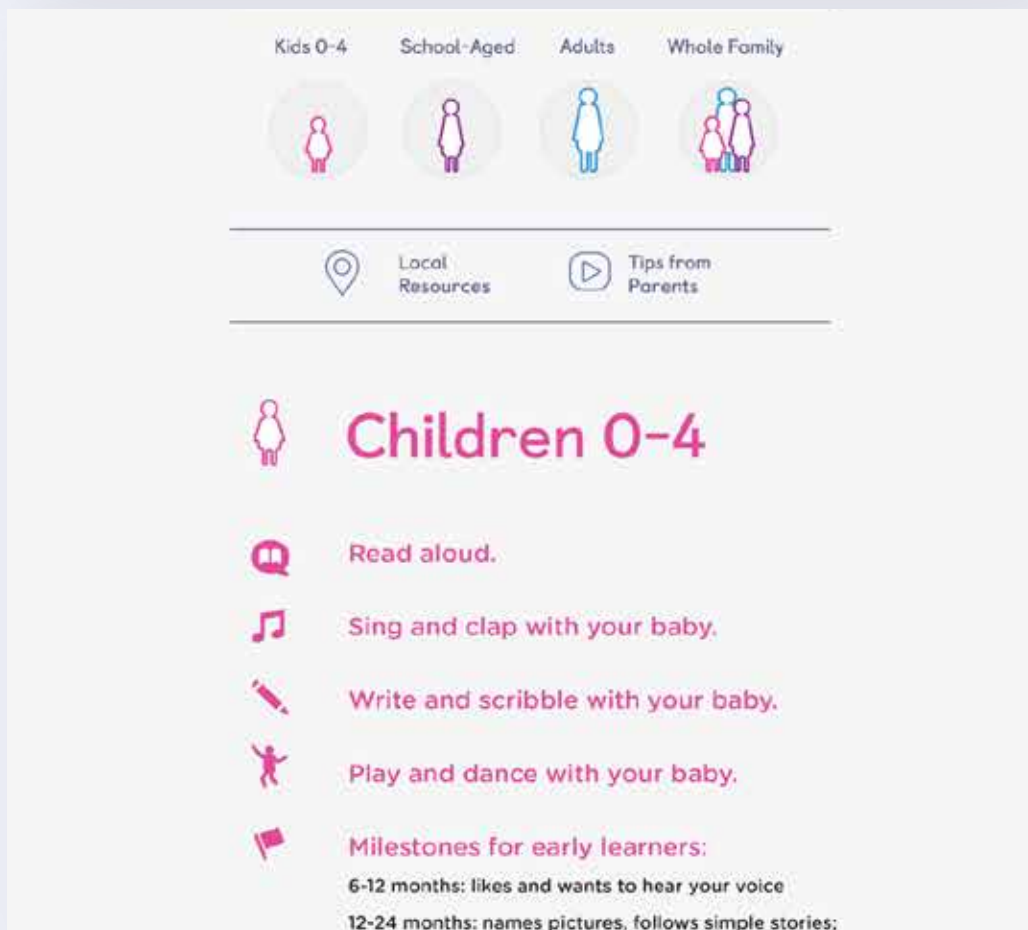

B'More Read More Post-It Notes

Based on the success of one Baltimore parent in Cherry Hill, these post-it notes have been the most successful of B'More Read More's daily reading materials.



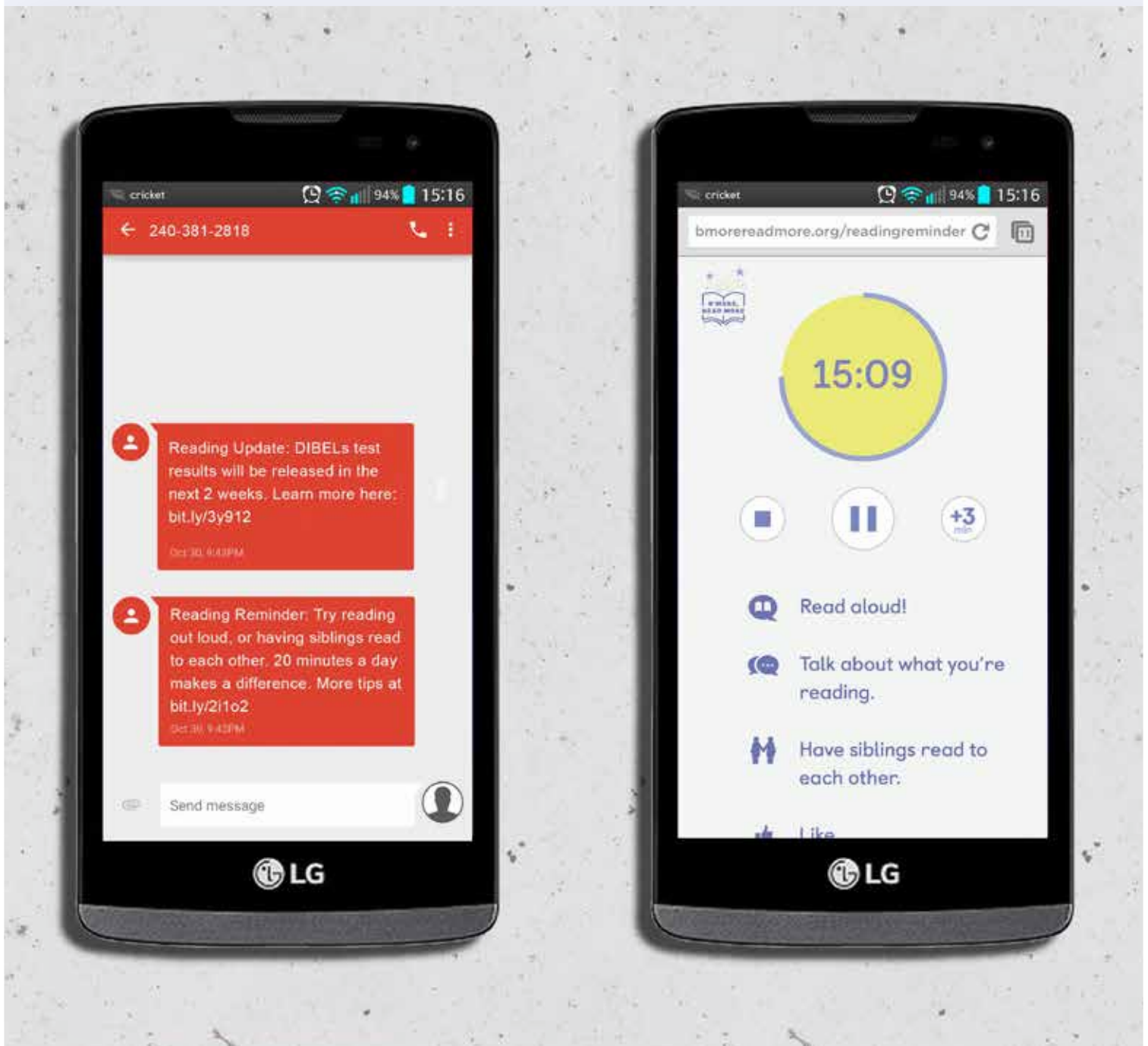
B'More Read More

The Baltimore Campaign for Grade Level Reading needed a website that addressed and provided resources for their 3 core audience groups: Parents, Providers and Coalition members.



B'More Read More - Parent Page

Based on key concerns expressed by parents in interviews and design thinking workshops, the website needed to address 3 questions: How can I help my child succeed? How do I know where my child is? How can I help myself?



B'More Read More - Timer App & SMS Service Concept

Based on ideas by Baltimore parents, this service would allow parents to specify ideal times to read to their child throughout the week, at which time daily reading tips and a link to a timer web app would be sent.

My Bedtime Routine



Bath Pajamas Brush Read Goodnight!

M
Monday

sticker — sticker — sticker — sticker — sticker

T
Tuesday

sticker — sticker — sticker — sticker — sticker

W
Wednesday

sticker — sticker — sticker — sticker — sticker

Th
Thursday

sticker — sticker — sticker — sticker — sticker

F
Friday

sticker — sticker — sticker — sticker — sticker

Sa
Saturday

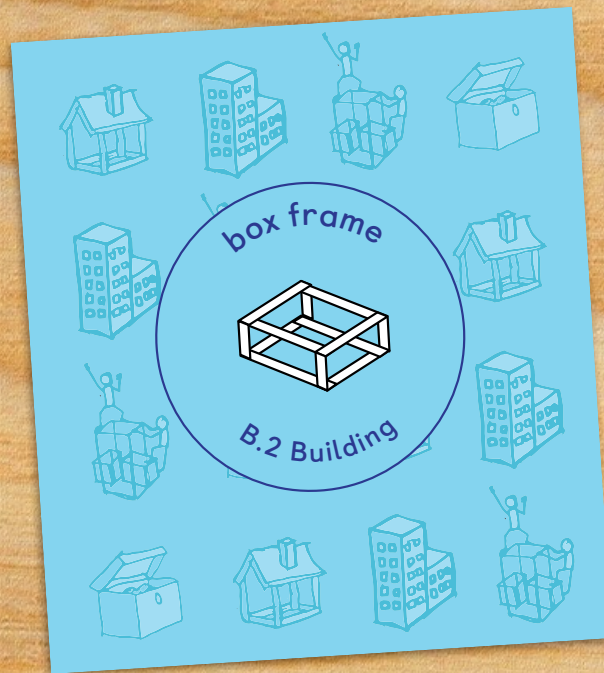
sticker — sticker — sticker — sticker — sticker

Su
Sunday

sticker — sticker — sticker — sticker — sticker

Improving Education - Bedtime in a Box

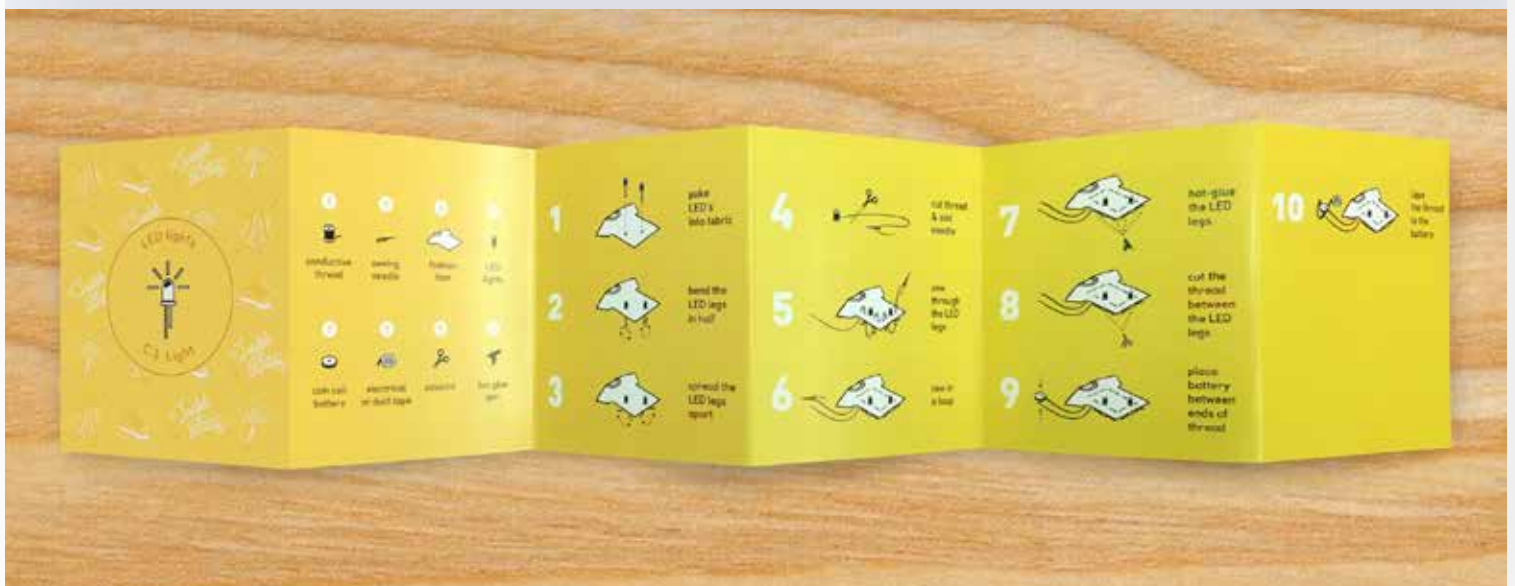
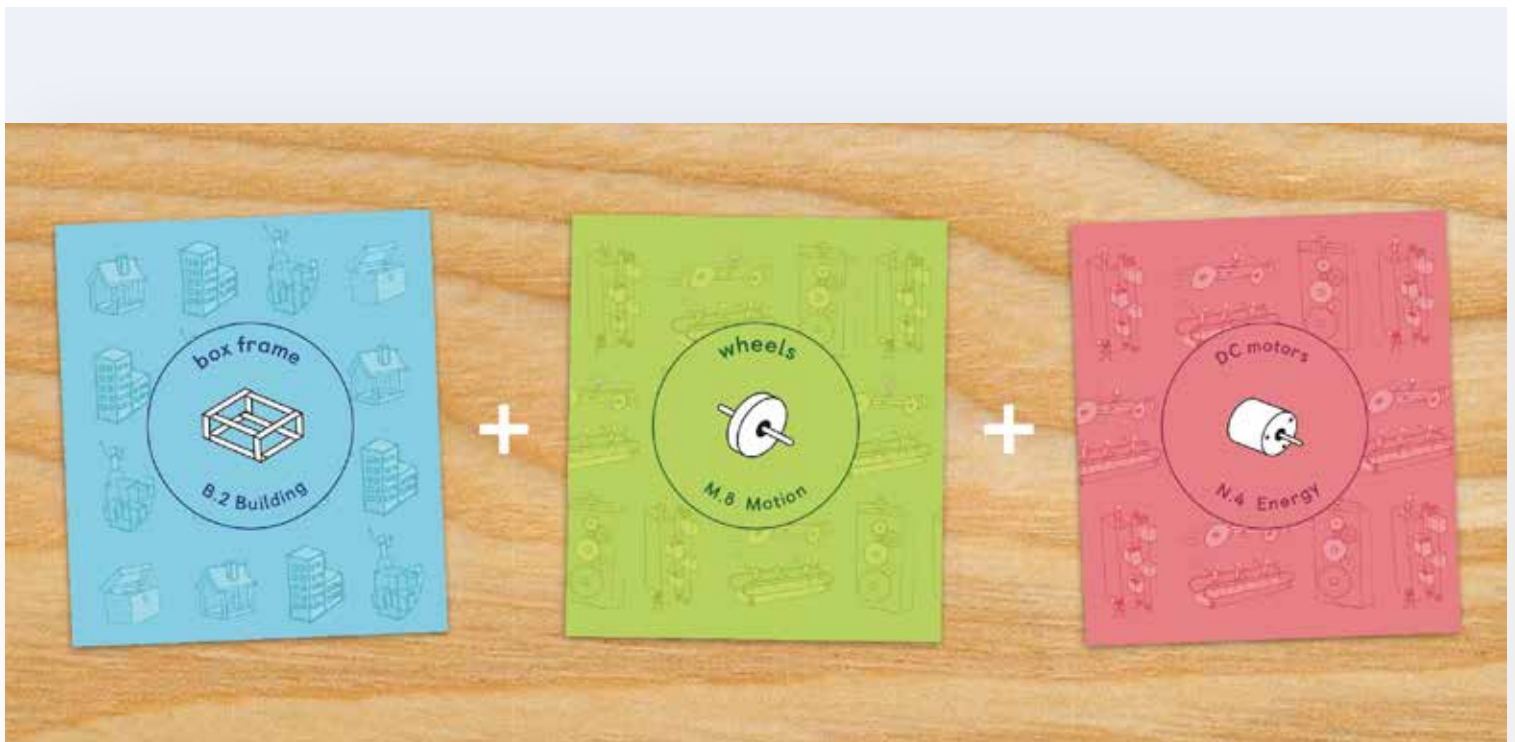
Bedtime in a Box provides parents all the materials for a healthy, educational bedtime routine, including this sticker chart.



This is a Bramble.

Brambles (TBA Product)

Brambles were conceived while co-founder Cary Euwer was running his education makerspace in West Baltimore. Brambles are modular Lego-like instructions, bundled with materials. They were created to help parents and teachers who wish to implement their own makerspace, but don't have sufficient experience.



Brambles (TBA Product)

Color-coded, these visual instructions for hands on learning can be combined in various configurations to make almost anything.



Brambles (TBA Product)

Brambles come bundled with cheap, raw materials, with accompanying stickers to create a well organized makerspace anywhere.



WaterAid Infographic (Social Media)

An online portal for educators and parents to browse, curate and share lessons.



WaterAid Sub-Brand Logo

Featured in design assets for WaterAid America's 2016 Women & WASH Access Campaign.



Brambles Product Logo

For hands-on learning product, with hexagon representing the modularity of the instructions. Made in collaboration with Mihoshi Fukujima.



Tell Donald Logo

Branding for 2017 Tell Donald website (TBA).



Bramble Lab Logo A

In the original mission of the company, "bramble" referred to the complexity of individual learning needs.



Bramble Lab Logo B

Monochrome version.



READ MORE
B MORE

a missing piece to our children's future is
right in front of us.

 **StoryMore**
Reading is everywhere.



ReadyMore

Read 15 Minutes Today,
Be Ready for Tomorrow.



StoryMore
Reading daily opens doors

Branding for the Baltimore Campaign for Grade Level Reading

The campaign wished to create an outward facing brand for parents and service providers. Names and slogans created in collaboration with designer Emily Ianocone.