

# Friends of the Arboretum

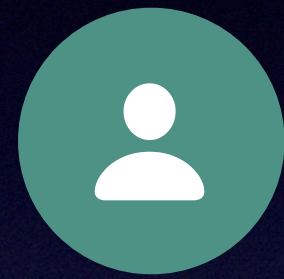
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## Dan Morgan





# Project Overview



## My role:

As an advisory board member I worked up some ideas to reward or encourage membership in our organization



## Responsibilities:

I took the existing logo marks and modified them into membership stickers and mocked up a co-branded coffee bag.



# Examples

I produced two sticker ideas that would be given to renewing and new members of the Friends of the Arboretum.





# Examples

I produced two similar sticker ideas that would be for sale in the gift shop to raise money and promote the Friends of the Arboretum.





# Examples

I produced a mockup of what a co-branded coffee label might look like using the Friends of the Arboretum logo and The Roasterie Coffee Company.

