

# KNRD PRINT REDESIGN

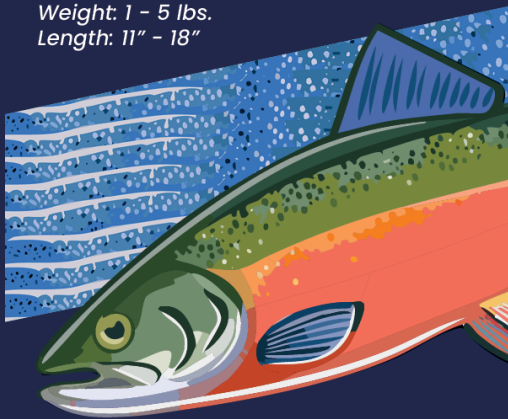
## KNRD PRINT REDESIGN

The KNRD Salmonid Recovery Toolkit was collaboration with the Kalispel Tribe and EWU's Design students to create engaging, educational materials that celebrate and preserve regional salmonid species. Over eight weeks, I developed six custom vector illustrations: Bull Trout, Mountain Whitefish, Westslope Cutthroat, Rainbow Trout, and two additional local species, each rendered in a vivid, approachable style. From there I designed a suite of print and digital assets: two double-sided 4"x9" rack cards to introduce the tribe's recovery efforts, a redesigned helpful fold-out brochure with clear information hierarchy, and a 33"x80" pop-up sign for outreach events

### RAINBOW TROUT

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*Habitat:*  
Freshwater Rivers, Lakes & Streams  
*Weight:* 1 - 5 lbs.  
*Length:* 11" - 18"



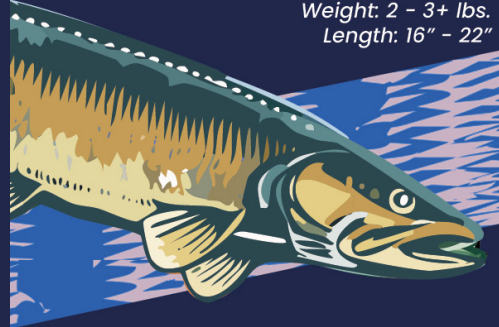
Rainbow trout are a popular freshwater game fish, known for their vibrant colors and strong fighting abilities. They are native to the Pacific Northwest and have been introduced to many other parts of the world.

Rainbow trout are anadromous, meaning they can migrate from freshwater to saltwater and back. However, they can also remain in freshwater their entire lives.

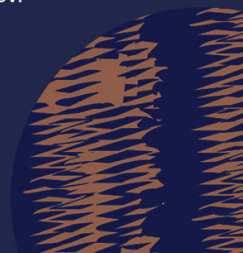
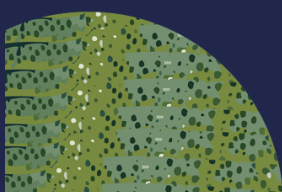
### NORTHERN PIKE

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*Habitat:* Freshwater Rivers, Lakes, Streams  
*Weight:* 2 - 3+ lbs.  
*Length:* 16" - 22"



The northern pike is a highly invasive, non-native species in Washington, known for its rapid spread and heavy predation on native fish, including threatened salmonids. First introduced illegally in the mid-1900s, pike have expanded into the Columbia River Basin, Lake Washington, and even San Juan Island. They can live over 20 years, grow over 45 pounds, and reproduce rapidly, causing significant ecological harm. Anglers are urged to kill any pike caught in new areas, take a photo, and report it via: 1-888-WDFW-AIS, [ais@dfw.wa.gov](mailto:ais@dfw.wa.gov), or [invasivespecies.wa.gov](http://invasivespecies.wa.gov).



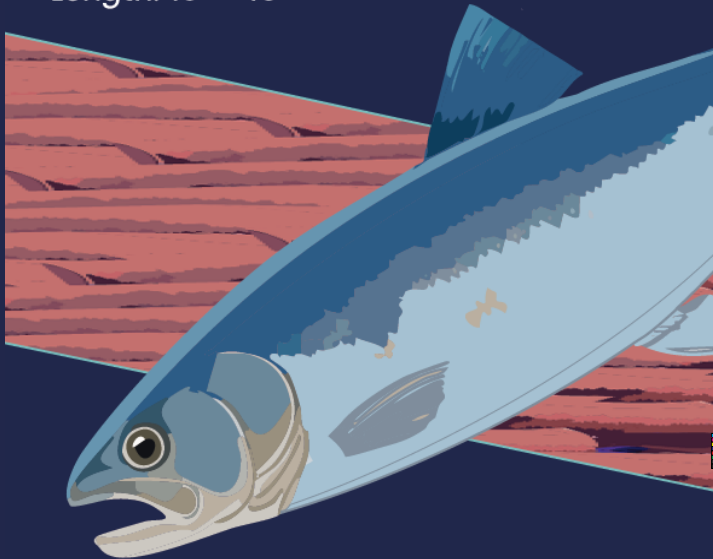
# MOUNTAIN WHITEFISH

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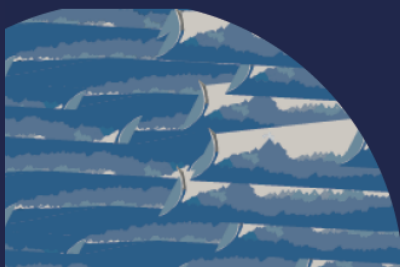
*Habitat: Freshwater Rivers, Lakes, Streams*

*Weight: 3 - 5 lbs.*

*Length: 10" - 16"*



Mountain Whitefish are silvery-gray salmonids with a small down-turned mouth, large scales, and a forked tail. Juveniles have parr marks and a large adipose fin. They prefer cold, deep streams and lakes, and are common across the western U.S., especially in the Columbia River Basin. They typically live 7-9 years, and feed on aquatic invertebrates, expanding their diet as they grow. Though not federally listed, they are considered vulnerable in Washington.



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 **PEND OREILLE**  
SALMONID RECOVERY TEAM



**PEND OREILLE**  
SALMONID RECOVERY TEAM

*"Here,  
Fishy  
Fishy.."*



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natural resources

## KNRD PRINT REDESIGN

This project furthered my Illustrator and Indesign skills, while also allowing me to apply a consistent, stylized look. Im proud of what I designed and hope they can use some of the assets I made for them.