

# Andrew Wolson Design

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# CORE collective

[about us](#) [contact us](#) [who we are](#)

## our work



This site is a student project created at Savannah College of art and design.

## Core Collective website

Core Collective was a student project that I worked on with Min Yeon, Wade Winebrenner and Gina Fielder. We were tasked with creating a mock agency. I was in charge of creating the website for the group.

## Team

Min Yeon – project manager  
Wade Winebrenner – production manager  
Gina Fielder – business manager

### about us

Located in the heart of Savannah, Georgia, Core Collective is a student group of designers who are passionate about creating effective and creative solutions. We closely work with our clients to help reach the proper audience, with the right message, at the right time. We are a creative agency and competing for our clients with the most creative and innovative ideas. We are a team of creative minds who work together to create the most effective solutions for our clients.

Core Collective is a student group of designers who are passionate about creating effective and creative solutions.

**our vision**  
We vision to become a leader in the field of design and marketing services and to be the most innovative and creative agency in the industry.

**our mission**  
We vision to become a leader in the field of design and marketing services and to be the most innovative and creative agency in the industry.

**our services**  
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### core collective poster

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# SHAPING PORTFOLIOS INTO STRATEGIC MASTERPIECES.

SEE HOW WE GET IT DONE.



 **EverBank**  
WEALTH MANAGEMENT\*

YOUR SUCCESS IS ANYTHING BUT STANDARD.  
YOUR WEALTH MANAGEMENT SOLUTION SHOULD BE, TOO.

#### OUR UNIQUE APPROACH TO PORTFOLIO CONSTRUCTION

Despite all the other benefits our wealth management solution offers, there is one that is most fundamental and foundational: our approach to strong portfolio construction.

When our solutions are constructed based on your unique financial circumstances, the negative action items listed in the product of a consultant and the product approach built around them are strategies.

#### GROWING PORTFOLIOS AROUND THREE KEY STRATEGIES



Leverage assets that benefit from global, economic and corporate growth.

Allocate assets to strategies that include income generation and low volatility.

Investment approach that will provide protection against inflation and provide sufficient portfolio diversification.



We do things differently here because we appreciate that every single client is different. Investment philosophies vary, as do goals and plans for the future. That's why before we ever provide an answer of advice, we first get to know you and where you want to go. It's through this relationship-first approach that we're able to fit you into a portfolio that's truly driven by your goals.

— David Cameron, President EverBank Wealth Management, Inc.

BEFORE WE INVEST MONEY FOR YOU,  
WE INVEST TIME WITH YOU

#### TRUE GOAL-BASED PLANNING THAT STARTS WITH A CONVERSATION

Traditional investment management advisors ask how much you have and then tell you how they'll invest it on their way. The result is a plan that doesn't encompass your full financial situation, and one that may not be adequately designed to meet your specific goals.

We work with you to create a true goal-driven plan that is based on your entire financial picture, considering all assets and liabilities, and future needs and wants. We consider not just your appetite for risk, but ability to withstand it. Our objective is to create a plan that funds your essential goals no matter how the markets behave, not just one looking to outperform an investment benchmark.

We believe the broader the picture, the better the plan. Together we will:

- Work to understand your life aspirations and long-term goals.
- Talk about your investment philosophy and tolerance for risk.
- Look at your total balance sheet, including assets and liabilities, to see the whole financial picture.
- Reassess your investment plan accordingly. Plan goals or situation changes.



SUBJECTS OF YOUR WEALTH PLAN



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## The Blueprint

Your Quarterly Guide To Homeowner Growth  
Issue 09 / Fall 2013

### HOW LANDSCAPING CAN IMPACT YOUR HOME VALUE ▶



#### DOES THE GOVERNMENT OFFER ASSISTANCE WITH HOME IMPROVEMENTS? ▶



#### 10 QUESTIONS TO ASK WHEN HIRING A FINANCIAL PLANNER ▶

#### Questions?

About your current Everhome Loan: **800.669.9721**

About financing or refinancing your home: **866.743.7510**

Not interested in receiving information from Everhome?

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Everhome

The Blueprint

Your Quarterly Guide To Homeowner Growth  
Issue 09 / Fall 2013

HOW LANDSCAPING CAN IMPACT YOUR  
HOME VALUE ▶

DOES THE GOVERNMENT OFFER  
ASSISTANCE WITH HOME  
IMPROVEMENTS? ▶

10 QUESTIONS TO ASK WHEN HIRING A  
FINANCIAL PLANNER ▶

#### HOW LANDSCAPING CAN IMPACT YOUR HOME VALUE

The appraisal industry recently advised homeowners to properly maintain their landscaping, which can significantly affect property value.

"If a landscaping change is positive, it can affect entrance price and reduce a home's time on the market," says Appraisal Institute President Anthony J. Boardman, Jr. "If the change is negative, it can lower the price and lengthen the time a home remains for sale."

Curb appeal is essential when selling a home. Boardman says, noting it's the homeowner's opportunity to make a good first impression. A home with attractive landscaping or an exterior in desperate need of a fresh coat of paint will likely be unappealing to prospective buyers and ultimately could affect the home's exterior resale value, he says.

Landscaping is typically associated with trees, shrubs, flowers and flowers. But other items can be considered part of landscaping, such as the lawn, decks, patios, walkways, swimming pools and outdoor lighting... all of which could add to the value of the home.

Boardman adds that homeowners should hire a professional to inspect, recommend and install any 10-year-old or older landscaping or exterior items. He also advises that homeowners check out what their neighbors have done and make sure landscaping is appropriate for the neighborhood.

According to the International Association of Certified Home Inspectors, items that are too close to buildings may be the subject of additional, larger-scale work systems that extend underground. A home with a foundation wall and can be built under the soil level, foundations, causing the structure to settle and sink unevenly.

According to a recent study conducted by Lend Lease magazine, about two-thirds of homeowners believe they get less than 10 percent of their landscaping investment back when they sell the home.

"Landscaping improvements could make an impact on resale value, and homeowners need to consider how long they'll live in the home and whether to make short-term updates or plan for the long term," Boardman says.

Boardman says homeowners should ask themselves the following questions when it comes to the quality of their home's green space:

- Is the landscaping attractive enough to make the property stand out through the front door? Does the design complement and enhance the overall appearance of the area?
- Could the landscaping attract (and court) pests? Landscaping that requires little or no water to maintain could be desirable, depending on the geographic area.
- Is the landscaping energy efficient for the home overall? For example, it's a good idea to plant trees in a place where they block the sun in locations with year-round hot climates.
- Are the trees planted at a safe distance from the house and are they healthy and well-maintained? Trees, shrubs or bushes planted too close to a home or building could pose dangers to the home's structure and will need to be removed. Contractors should also be sure that pruning or trimming isn't put too close to what would be considered a dead-end tree or shrub.

Source: Appraisal Institute

[Back to top](#)

#### DOES THE GOVERNMENT OFFER ASSISTANCE WITH HOME IMPROVEMENTS?

A: Yes. Two very popular programs offered by the Department of Housing and Urban Development (HUD) include the Title I home improvement loan and the Section 202(a) Program.

In the first program, HUD insures the loan up to \$20,000 for a single-family house to cover alterations, repairs, and other improvements. The other program, which also insures mortgage loans, is HUD's primary program for the rehabilitation and repair of single-family homes.

Loans are also available from the Department of Veterans Affairs to buy, build, or improve a home, as well as to replace or repair a home or to improve health and safety hazards. The Federal government will also give grants to provide additional local and state governments offer grants for home improvement programs. Contact your governor or mayor's office for more details. To learn more about government assistance programs, please visit [perkins.gov](#).

Funds are also available to improve or modernize a home or to improve health and safety hazards. The Federal government will also give grants to provide additional local and state governments offer grants for home improvement programs. Contact your governor or mayor's office for more details. To learn more about government assistance programs, please visit [perkins.gov](#).

Source: HUD Website

[Back to top](#)

#### 10 QUESTIONS TO ASK WHEN HIRING A FINANCIAL PLANNER

Having your finances in order is important for the sustainability of your future, regardless of where you currently are in life. However, organizing yourself to provide a plan for the future can be confusing. Here are 10 questions to ask:

According to John Wiley, author of Financial Independence (Doubleday), an advisor's ability to communicate, build relationships, and use of the most important business growth tools in your portfolio of financial independence is what sets a qualified advisor apart from the rest, and who can meet your needs.

When you're in the process of choosing a financial planner, here are 10 important questions to consider:

1. If the advisor was recommended by a friend or family member, do you have confidence in the person who referred you?
2. What education and credentials does the advisor have? Make sure to ask questions to "verify your" (the advisor's) ability to provide a plan for the future. You can also check with the National Board of Financial Planning (the advisor's).
3. What is the compensation model for the advisor and service? Is it based on hourly, or commission? If it's based on a percentage of your money under management, hourly is based on time charges, and commission is transaction-based.
4. What are the financial advisor's areas of expertise and does this line up well with your needs? (The wealth management advisor you're looking for should go hand in hand with the advisor's areas of expertise.)
5. What standard of care will the advisor be held to? (The fiduciary standard, which is more rigorous and requires financial professionals to act in the best interests of their clients, is recommended.)
6. What is the scope of services that will be provided? Is transactional or is it a full-service advisor relationship? (Transactional means compensation is based on commissions.)
7. Is the financial decision-making customized to you or does the advisor have a one-size-fits-all approach? One-size-fits-all is not appropriate for 10-year-old parents' goals and the timeline and goals of a 60-year-old retiree.
8. Does the financial advisor provide fee advisory services, such as fee planning and preparation that are integrated into your overall financial planning?
9. What is the organizational structure of the advisor's firm, and are you dealing directly with the same advisor or a junior member of the team?
10. What is the financial advisor's philosophy and approach to handling risk? Does the advisor have a comfort level?

Source: Investopedia

[Back to top](#)

#### Questions?

About your current Everhome Loan: **800.669.9721**

About financing or refinancing your home: **866.743.7510**

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EverBank N.A. is a bank.

## Everhome Blueprint Campaign

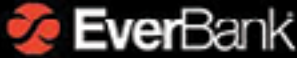
Everhome mortgage Blueprint is a quarterly newsletter geared toward existing Everhome clients. The newsletter provides helpful articles to home owners. The goal of the newsletter is to build a positive relationship between Everhome and its clients. The main goal of the project was to tie the branding of the newsletter to the branding of the Everhome site.


## Team


T.J. Wolf – Creative Director

John Whitman – Associate Creative Director

Melissa Miller – Writer




[Sign On](#)




[Men's](#)
[Women's](#)
[Specialty Items](#)


Sort By
Display Amount

1 2 3 ... 10




Mouse Pad- Lending

\$4.00




Pen Stylus

\$1.19




Personalized Stress Ball

\$1.90




Personalized Water Bottle

\$4.06




OGIO Half Dome Bag

\$40.95




Fleece Blanket

\$18.50




42 Inch Umbrella

\$13.50




Can Holder

\$0.66




USB Car Charger

\$4.25




Key Chain

\$2.65



Golf Towel

\$10.00



Red Lunch Bag

\$9.00

ACCOUNTS
My Account
Sign On

GET IN TOUCH
Contact Us
Shipping & Returns
Site Map

TOP

## EverBank Web Store

The EverBank web store is a shop for employees to find and buy their EverBank products. I worked with Evan Sharp to create mock ups and code that we handed over to web.com. The site was designed for the two main types of users. The regular employees who like to browse and the Loan Officers who mostly the same products for trade shows and events. The experience of the store was tied in the experience rebranded flagship site.

## Team

T.J. Wolf – Creative Director  
 John Whitman – Associate Creative Director  
 Evan Sharp – Front-end Developer  
 Web.com – Production




Font  
Slate

Typefaces ↓

Designers ↓

Foundries ↓

Terminology



Features

Futura

Forms follows function- it is this Bauhaus design principle that inspired the elegantly geometric sans serif type Futura. The most influential font design of the Bauhaus era, Futura is beautifully utilitarian.<sup>1</sup>

Learn more about [Futura](#)

Paul Renner

Paul Renner, like Jan Tschichold , wanted types that suited the modern age instead of being revivals from an earlier one. In this, his views were similar to those of the Bauhaus movement, whose ideals he shared and influenced without ever being a member.<sup>2</sup>

Learn more about [Paul Renner](#)

American Type Founders

American typefounding agglomeration formed in 1892, eventually containing most of the American typefounding industry. In the 1890s, sorting through the libraries that were merged in and deciding what to keep and what to get rid of was handled by Joseph W. Phinney.<sup>3</sup>

Learn more about [American Type Founders](#)

Typographic tidbits

Avenir

"avenir is intended to be nothing more or less than a clear and clean representation of modern typographical trends, giving the designer a typeface which is strictly modern and at the same time human, i.e., suitably refined and elegant for use in texts of any length," said Adrian Frutiger of his design for the font.

Adrian Frutiger

Adrian Frutiger is considered to be one of the most important type designers of the 20th century and continues to influence typographic communications in the 21st century. He is best known for his sans serifs Univers and Frutiger.

Linotype

The day Ottmar Mergenthaler demonstrated the first linecasting machine to the New York Tribune in 1886, Whitelaw Reid, the editor, was delighted: "Ottmar," he said, "you've cast a line of type!" The editor's words formed the basis for the company label, and marked the beginning of Linotype's success story.

Franklin Gothic

Arguably the most widely used font ever produced, Franklin Gothic was designed by Morris Fuller Benton between 1903 and 1912 for American Type Founders Company.

Bauer Type Foundry

The official name of Bauer type foundry is Bauersche Giesserei. In 1847 the company ran under Englische Schriftschneiderei und Gravieranstalt.

Reference

1. Berger, Joshua, and Imin Pao. 30 Essential Typefaces for a Lifetime. Gloucester, Mass.: Rockport, 2006. Print.

2. Macmillan, Neil. An A-z of Type Designers. New Haven: Yale UP, 2006. Print.

3. "American Type Founders." Typophile. Web. 22 May 2011. <http://typophile.com/node/13552>.

About Us

Our goal is to raise the quality of typography. By arming all typographers with knowledge that will help them make better typographic decisions.

Contact Us

This site is maintained by [Andrew Wolson](#) Reach me at [wolsondesign\[at\]gmail.com](mailto:wolsondesign[at]gmail.com).

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# FontSlate website design

FontSlate is an educational resource for all typographers. I created this site as a response to professors telling me I was using type the wrong way. When I would ask what way is the right way and getting no response. I decided to research what fonts are used for. When I found that finding information about typefaces was as hard as finding sand in Antarctica. I decided to create a repository of information on typefaces.

## Refinance and make your mortgage work for you

[Learn more about EverBank refi solutions](#) ▶



Welcome to Everhome, the mortgage servicing division of EverBank. As your mortgage servicer, we're responsible for the general management of your loan. Need to pay your mortgage, set up auto pay or find escrow information? Those are the types of things we handle and the perfect time to reach out to us. We're always here for you—whether you connect online or by phone.



### You're our top priority

Whether you're a new or longtime client, we're committed to providing you the service you deserve.

[Learn about our commitment to you](#) ▶

### Helping families in need

Falling behind on your mortgage can happen to anyone so we offer many programs, including the Home Affordable Modification Program, to help you get back on track. We're here and want to help.

[Learn more about finding the right solution for you](#) ▶

[Get help if you're on active military duty](#) ▶

### Did your loan transfer recently?

[Get your questions answered](#) ▶

Has your home value taken a hit?  
Refinance with HARP and rise back up.

[Learn more about HARP today](#) □

## Everhome Mortgage website design

Everhome Mortgage is a subsidiary of EverBank. The redesign was spurred by the the business unit moving away from loan refinancing and origination. The business unit shifted its focus to loan servicing. The redesign was a reflection of the huge shift the business unit was taking. Melissa and I streamed lined the content of the website in effect making the site easier to scan and find relevant content.

## Team

T.J. Wolf – Creative Director

John Whitman – Associate Creative Director

Melissa Miller – Writer