

creating in tandem HEATHER BIANCHI DESIGN



## I DESIGN IN TANDEM—TO ACCOMMODATE YOUR NEEDS.

You need a designer who can creatively and skillfully handle a project from conception to completion.

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**I CAN TAKE THE LEAD.**

You need a designer who can follow design standards, an established look or pick up a job mid-way.

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**I CAN FOLLOW THE LEAD.**

You need a partner in creative brainstorming and concept development.

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**WE LEAD THE WAY TOGETHER.**



## Pamela Barefoot Events Planning Brochure

This talented wedding planner's bespoke offerings are accentuated through gorgeous photography, a refined color palette and sophisticated typography—leaving the reader knowing they will have an unforgettable event.



## Red Barn Mercantile Logo

A boutique home store known for offering the “finest mix of the old and new.” The logo reflects this balance, combining classic charm with a modern touch to capture the store’s unique character.

BOXES  
OF  
BASICS



BOXES  
OF  
BASICS

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BOXES  
FOR  
GIRLS

BOXES  
FOR  
BOYS



BOXES  
OF  
BASICS

## ABOUT US

Did you know that parents will spend an average of \$264 on their children's seasonal clothing? But that number is out of reach for many families.

Our mission is to empower kids with seasonal wardrobes packed with love and compassion. We work with school counselors, social workers, faith leaders and human services agencies to provide children with stylish, quality clothing that will give kids confidence and help them thrive!

..... YOUR SPRING CLEANING .....  
CAN CHANGE LIVES



Boxes of Basics collects new and gently used children's clothing and carefully curates them into personalized wardrobes for local kids in need. Each box provides well-fitting, stylish outfits to help children feel confident and comfortable as they grow. By reappreciating donated clothing, we ensure that every child has access to the basics they deserve.

## YOU CAN HELP

- Make a Donation
- Follow us on Facebook @boxesofbasics
- Sort Clothing & Pack Boxes of Basics
- Deliver Boxes of Basics
- Organize a Donation Drive
- Shop our Amazon or Walmart Wishlist
- Become an Ambassador

## WHAT'S IN THE BOX?

For volunteering & donation opportunities, visit  
[WWW.BOXESOFBASICS.ORG](http://WWW.BOXESOFBASICS.ORG)

Each Box of Basics is lovingly curated by one of our volunteers. Every child receives a full seasonal wardrobe including new socks and underwear, shorts, pajamas, a variety of tops and bottoms to mix, match, and layer and outerwear appropriate to the season. School outfits, play clothes, a dental hygiene kit, age-appropriate book and more, each Box of Basics contains everything a child needs for the season.



## Boxes of Basics Branding

A nonprofit providing children in need with seasonal wardrobes. Boxes of Basics wanted its branding to reflect the love and care behind every package. The identity highlights the feeling of receiving a special gift, with logo submarks tailored for boys and girls. The system extended across collateral including stationery, packaging, and fundraising materials.



## APRIL 7-9, 2024

# SAVE THE DATE

Denver Convention Center, Denver, Colorado

### Why Attend Lifesavers?

**Education & Training**

- Participate in over 100+ workshops from ten tracks addressing hot topics, latest trends & cutting-edge programs
- Learn from traffic safety experts, practitioners & national leaders

**Networking**

Engage in formal & informal exchanges with safety professionals from American Automobile Association, American Association of Motor Vehicle Administrators, Federal Highway Administration, Federal Motor Carrier Safety Administration, Governors Highway Safety Association, Insurance Institute for Highway Safety, Mothers Against Drunk Driving, National Police Officers Association, National Highway Traffic Safety Administration, National Safety Council, National Transportation Safety Board, Safe Kids Worldwide, the auto & insurance industries and more...

**Exhibits**

- National and global private companies, non-profits & government agencies
- State-of-the-art products & services

### Who Attends Lifesavers?

- Local, tribal, state & federal highway safety officials
- Law enforcement officers, prosecutors & first responders
- Child safety advocates, technicians & instructors
- Private & non-profit traffic safety program providers
- Victim advocates
- Auto & insurance industry leaders
- Public health professionals
- Safety & injury prevention specialists
- Students, researchers & academics
- Transportation planners & engineers

Registration opens in early November

To learn more, watch our conference video on the homepage at [www.livesaversconference.org](http://www.livesaversconference.org)

Wait for the website to launch for the link to the conference event site, the schedule of events, hotel information, and other conference information. The conference hotels are the Hyatt Regency, Hyatt Place Denver Downtown, or Hyatt House Denver Downtown

Whether you're a novice or seasoned safety professional, LIFESAVERS is for you!

## APRIL 7-9, 2024

# SAVE THE DATE

Colorado Convention Center, Denver, Colorado

Who Attends Lifesavers? Local, Tribal, State & Federal Highway Safety Officials • Law Enforcement, Prosecutors, First Responders • Child Safety Advocates, Technicians & Instructors • Private & Non-Profit Program Providers • Victim Advocates • Auto & Insurance Industry Leaders • Public Health Professionals • Safety & Injury Prevention Specialists • Students, Researchers & Academics • Transportation Planners & Engineers

## EXHIBIT AT LIFESAVERS

Obtain national exposure as you interact with 2,000 highway safety professionals representing all 50 states, as well as American territories and foreign countries.

Exhibitors are listed on the website, mobile app and event site, including a brief product description.

Exhibit hours are designed for maximum exposure and networking opportunities, with hours on Monday, April 8, from 9:00 a.m. to 5:00 p.m. and Tuesday, April 9, from 8:00 a.m. to 4:00 p.m. and Wednesday, April 10, from 8:00 a.m. to 4:00 p.m. and Thursday, April 11, from 8:00 a.m. to 4:00 p.m.

### SPONSORS

**INCREASE YOUR VISIBILITY AS A LIFESAVERS SPONSOR**

Present your organization's expertise and become a 2024 Lifesavers sponsor. Benefits include recognition on the Lifesavers website, registration site, event site, email blasts, mobile app, and signage, and special seating and recognition at the Public Service Awards and closing dinner luncheon. Partner & Champion sponsors receive a complimentary exhibit booth & more.

**JOIN OUR 2024 SPONSORS (TO DATE)**

- American Road & Builders Builders
- Insurance Institute for Highway Safety
- Coastal Bio-Tech
- National Safety Council
- Naturemade
- Part To The Broken, Inc. aka BRAKES
- Safe Kids Worldwide
- Sharp Guard, Inc.
- State Farm

For more information, visit <https://livesaversconference.org> or call 703-602-7944 or email [Katie.King@livesaversconference.org](mailto:Katie.King@livesaversconference.org)

**EXHIBIT HOURS/ EVENTS IN EXHIBIT HALL**

| Day                | Time                  | Event  |
|--------------------|-----------------------|--|
| Monday, April 7    | 9:00 - 5:00 p.m.      | Exhibit Hall Open                              |
| Tuesday, April 8   | 9:00 - 1:00 p.m.      | Exhibit Hall Open                              |
|                    | 2:00 - 4:00 p.m.      | Networking & Complimentary Refreshments        |
| Wednesday, April 9 | 8:00 a.m. - 4:00 p.m. | Exhibit Hall Open                              |
|                    |                       | (Closed during Public Service Awards Luncheon) |
|                    | 8:00 - 8:45 p.m.      | Cash & Go Breakfast                            |
|                    | 2:45 - 4:00 p.m.      | Networking & Complimentary Refreshments        |

## Lifesavers Conference Suite

This annual event brings together highway safety professionals to explore the latest research, best practices, and initiatives. Each year's unique location, in the United States, is reflected in the conference identity, from the custom logo to the Save the Date flyer, Save the Date postcard, floor plan and brochure.



## Atrendy Wedding Tea Towel Illustration

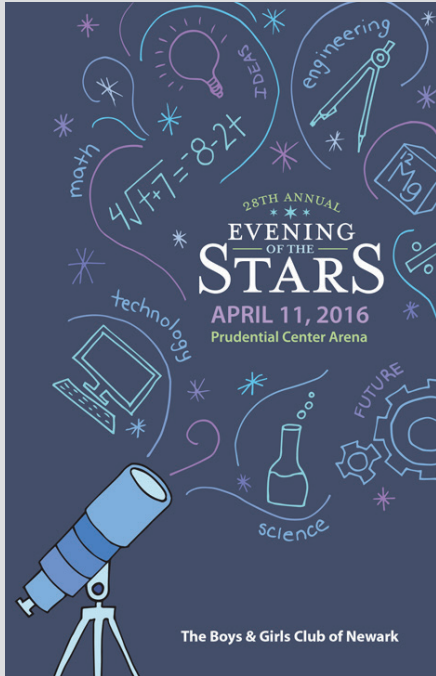
Hand drawn, digitally colored tea towel created for an Atrendy Wedding promotional gift. The charming towel highlights romantic activities around in Washington, DC.





## The Tao Institute Logo

The Tao Institute specializes in Qigong, an “internal” martial art that emphasizes inward healing. Their mission is to empower clients to cultivate self-healing, self-empowerment, and overall well-being to enhance quality of life. The logo reflects the connectedness of these three elements.



## EXCELLENCE



### THE WILLIAM "JAZZ" JONES Brightest Star AWARD

The Boys & Girls Club of Newark is proud to honor the 2016 Recipients of the William "Jazz" Jones Brightest Star Award. The Award is given to recognize and thank those who have improved the quality of life for inner city children and their families. The award is named for the late William "Jazz" Jones, who in his service to the Boys & Girls Club of Newark exemplified what it means to be a volunteer, a mentor for children, and a role model to staff and business alike.

We celebrate the 2016 recipients of the William "Jazz" Jones Brightest Star Award

GREGORY LEE and SAL KHAN

SMART KIDS: SOLVING THE EQUATION



**GREGORY LEE**  
President & CEO, Samsung Electronics North America

Gregory Lee is responsible for overseeing Samsung business across all offices in North America, including Samsung Electronics America, Inc. and Samsung Electronics Canada, Inc. Gregory took Samsung's consumer and enterprise business strategy and is also responsible for establishing new strategic alliances, partner relationships, and ensuring development of new technology for Samsung Mobile.

As a recognized leader for his achievements in marketing and innovation operations, Gregory has held four positions at Samsung—first as Chief Marketing Officer at Samsung Electronics over as President and CEO, when he led Samsung Electronics' business in Southeast Asia, then as President and CEO of Samsung Mobile and now in his newly expanded role that also includes President and CEO of North American Headquarters (NAHQ).

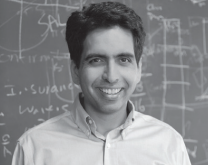
Before joining Samsung, Gregory's experience included Johnson & Johnson and Pfizer in Canada in general management and marketing. Gregory earned his career in the United States and has worked extensively in both the U.S. and Asia.

18 EVENING OF THE STARS

**Salman "Sal" Khan** is the founder and Chief Executive Officer of Khan Academy, a not-for-profit with the mission of providing a free, world-class education for anyone, anywhere. Khan Academy is a learning platform comprising instructional videos, practice exercises, dashboard analysis, and teacher tools that empower learners in and outside of the classroom to study at their own pace. Khan Academy currently reaches over 37 million registered students in 100 countries. Khan's library of over 7,000 video lessons in more than 50 languages, and covers a variety of subjects from math to science, history, economics, computer science, and more.

Khan holds three degrees from MIT and an MBA from Harvard Business School. He has been profiled by 400+ outlets, featured on the cover of Forbes magazine, and recognized as one of TIME magazine's "100 Most Influential People in the World." In late 2012, Khan returned his book "The One World Schoolhouse: Education Reimagined."

**SAL KHAN**  
Founder & CEO, Khan Academy



## Boys & Girls Club Evening of Stars Campaign

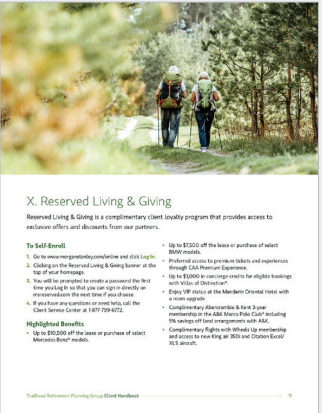
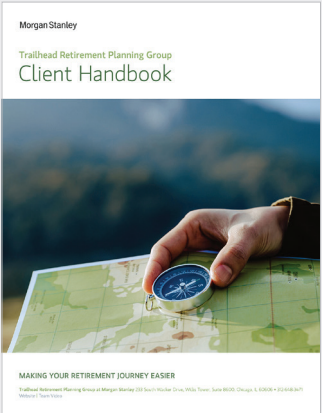
A comprehensive campaign developed for the Boys & Girls Club of Newark's annual fundraising event: STEM-themed event branding with a custom logo, save-the-date, invitation, program, letterhead, wish list, and sponsorship card. All pieces featured original illustrations created by HB.



### Focused retirement planning knowledge

While many financial advisors provide retirement planning services, we at Trailhead Retirement Planning Group at Morgan Stanley are among the most focused on this specialty.

When working together to work to meet the client's needs, we can work with you to create a comprehensive retirement plan that is tailored to your unique needs. We have the expertise to help you understand the impact of your retirement decisions, and we can help you make the most of your retirement savings. Our team of experts can help you understand the impact of your retirement decisions, and we can help you make the most of your retirement savings.



## Morgan Stanley (Trailhead) Marketing Suite

Playing off of the name *Trailhead*, this suite uses the visual theme of a hike to unify the materials. The brochure, client handbook, and retirement journey flyer illustrate how the Trailhead team guides clients from their primary careers into a fulfilling and comfortable retirement.

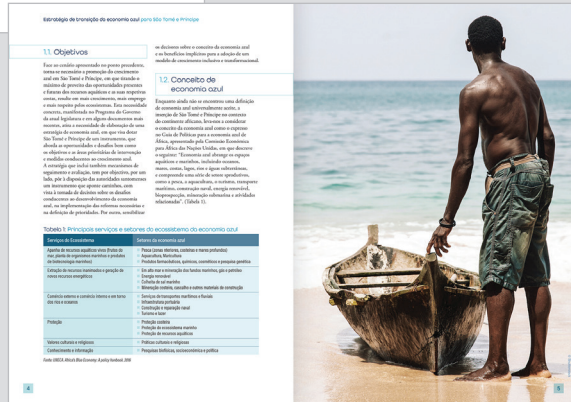


Tabela 1 Principais serviços e setores do ecossistema do oceano azul

| Setor de Serviços   | Setores do Ecossistema do Oceano Azul   |
|---|---|
| <ul style="list-style-type: none"> <li>• Pesca</li> <li>• Aquicultura</li> <li>• Turismo</li> <li>• Transporte marítimo</li> <li>• Energia</li> <li>• Indústria</li> <li>• Construção naval</li> <li>• Serviços de apoio</li> </ul> | <ul style="list-style-type: none"> <li>• Pesca</li> <li>• Aquicultura</li> <li>• Turismo</li> <li>• Transporte marítimo</li> <li>• Energia</li> <li>• Indústria</li> <li>• Construção naval</li> <li>• Serviços de apoio</li> </ul> |

# Blue Economy for São Tomé and Príncipe Report

The Blue Economy Report details the status of protecting ocean health and marine resources in São Tomé and Príncipe. The report is in Portuguese, the native language of the region. By establishing a patchwork cover, the different areas of the ocean are subtly highlighted. This same grid structure is repeated on the interior where additional photos work together to fully represent the blue economy.

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