

Schuyler Crawford

— Client
SAVE THE WAVES COALITION / WORLD SURFING RESERVES

World Surfing Reserves Brand Development & Website Design

— Overview
World Surfing Reserves is the global collaboration of Save The Waves Coalition, National Surfing Reserves, and the International Surfing Association. Based on the UNESCO model of heritage sites, WSR creates a global network of surfing reserves designed to educate the world about the tremendous universal value of these special places and provide tools to help local communities better protect cherished surf breaks and the surrounding environment.

With WSR's global initiative under implementation, it was paramount to create a stand-alone website to educate the public, provide information, and serve as an outlet for media relations. The design is a simple three page structure, balancing landing info, content pages, and an interactive world map. Developed by Wide Eye Creative, the website utilizes a Drupal CMS to serve up dynamic content, based on the end users needs.

— Additional Credits
COPYWRITERS: DEAN LATOURRETTE,
JOÃO DE MACEDO, KATIE WESTFALL
PHOTOGRAPHERS: VARIOUS
DEVELOPMENT: WIDE EYE CREATIVE



— Client

TRANSPHORM / OLIVE STREET MEDIA

Transphorm Website & Employee Network

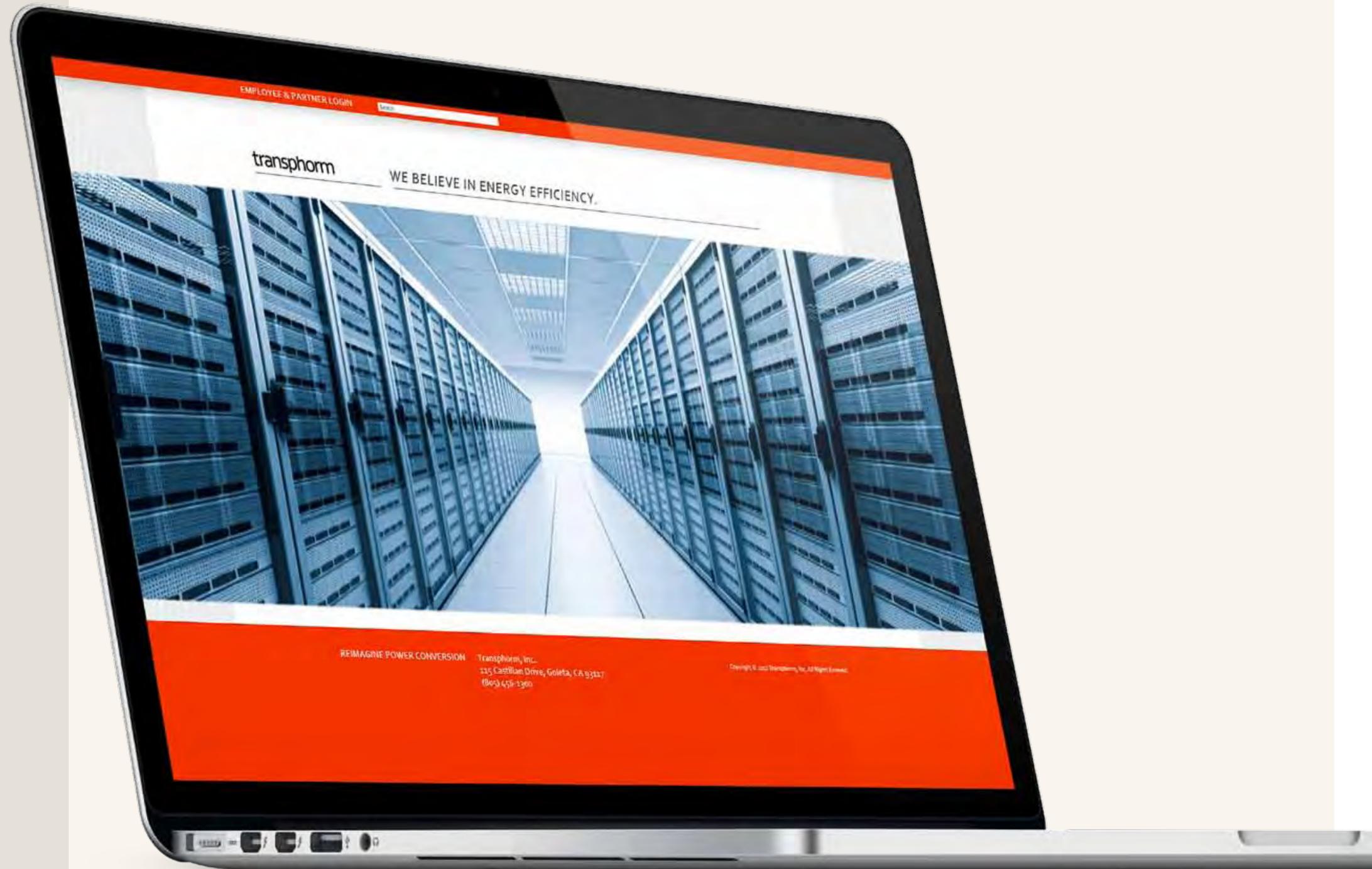
— Overview

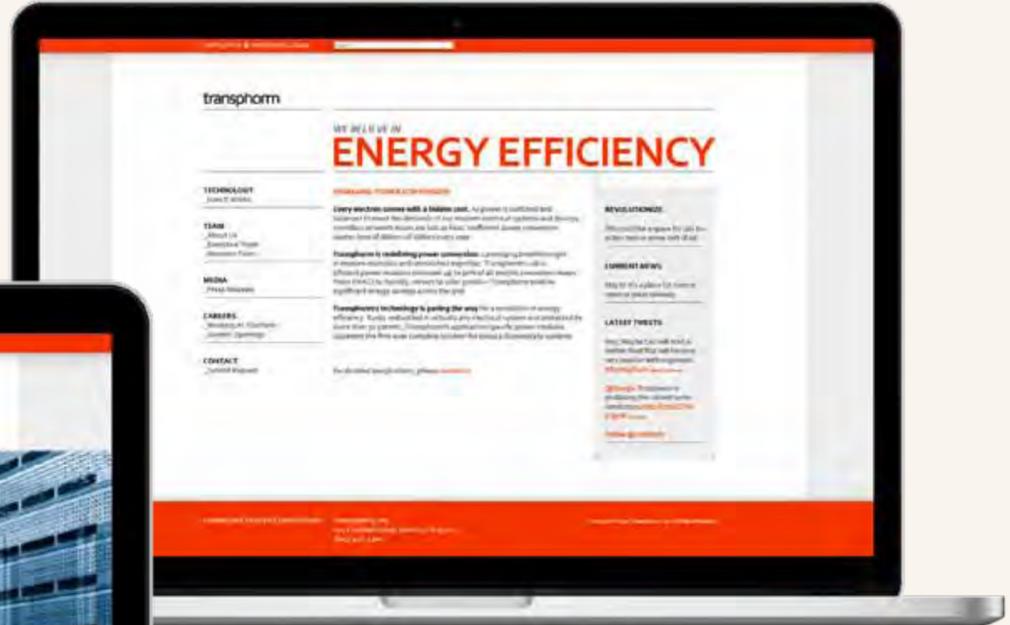
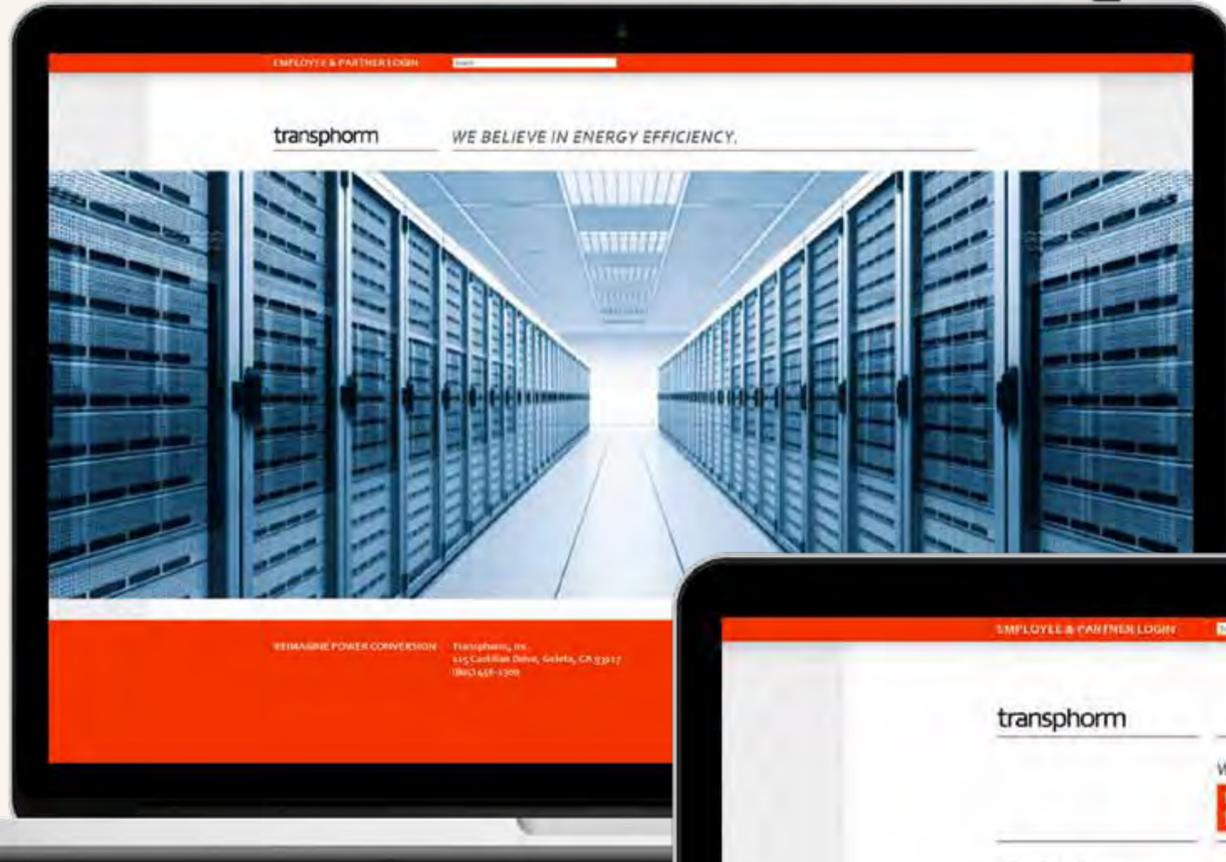
I was brought on as a visual designer to work with a development team on a website for Transphorm, a Google Venture company working on ultra efficient semi-conductor technology. The complexity of the design problem hinged on Transphorm's need to both speak to engineers worldwide who are working on semi-conductor technology and at the same time appeal to potential investors, all without releasing proprietary trade secrets. The final solution was a info and data heavy site delivered in clean, easy to interpret structure, alongside a employee/contractor secure portal. Though brought on as a visual developer, I also collaborated on main site structure, as well as worked alongside the development team to make sure that visual brand consistency was maintained.

The website's look and feel was later used by myself to develop trade show booth skins, corporate posters, brochures and other brand collateral.

— Additional Credits

COPYWRITERS: BRAD WHITE, CARL BLAKE
CODING DEVELOPMENT: ELDA SCHAFFIELD



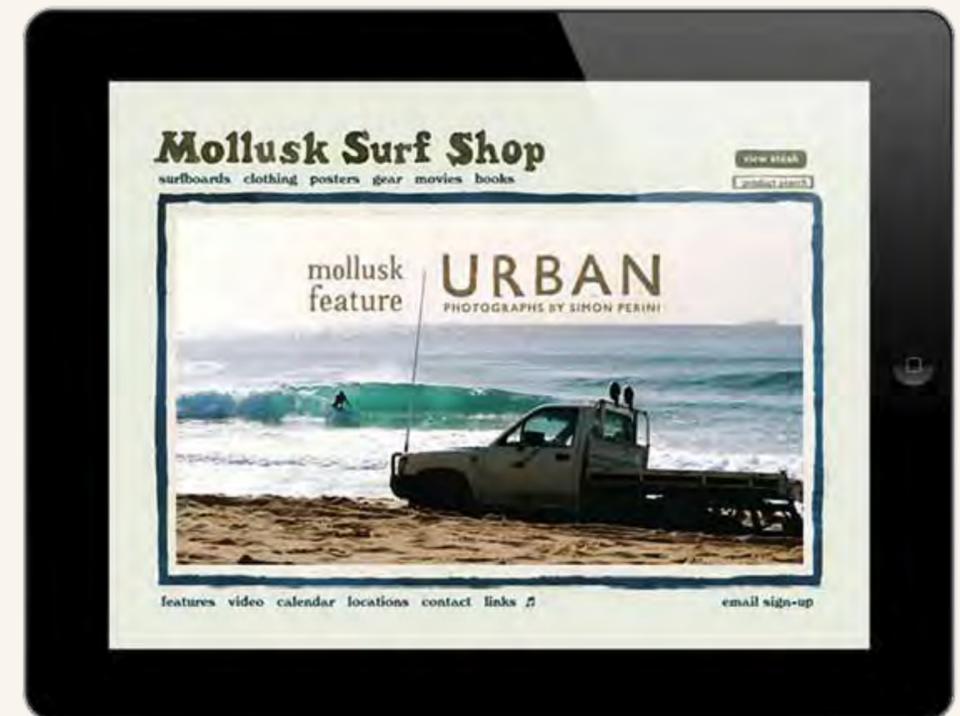


— Client
MOLLUSK SURF

Mollusk Surf News/
Culture & eCommerce
Website Design

— Overview
Mollusk Surf Shop, with locations in San Francisco, Brooklyn, and Venice, is the brain child of John McCambridge. With the help of some friends, Mollusk has become synonymous with the new craft movement in surfing. With a stable of established artists, as well as up-and-coming talent, Mollusk establishes collaborations and connections between the surf industry, artists, and craftsmen. While providing art direction, design and project management, I had the pleasure of collaborating with other artists to help the website come alive. Paper, watercolors, ink and photographs defined the look and feel, which were then combined into a digital CMS environment to create a website that is seemingly nondigital.

— Additional Credits
CREATIVE DIRECTOR: JOHN MCCAMBRIDGE
PHOTOGRAPHERS: KANDA ZIMMERMAN,
SIMON PERINI, SERENA MITNIK-MILLER
ARTISTS/ILLUSTRATORS: JEFF CANHAM,
SERENA MITNIK-MILLER, NAT RUSSELL
DEVELOPMENT: SOUONK STUDIOS

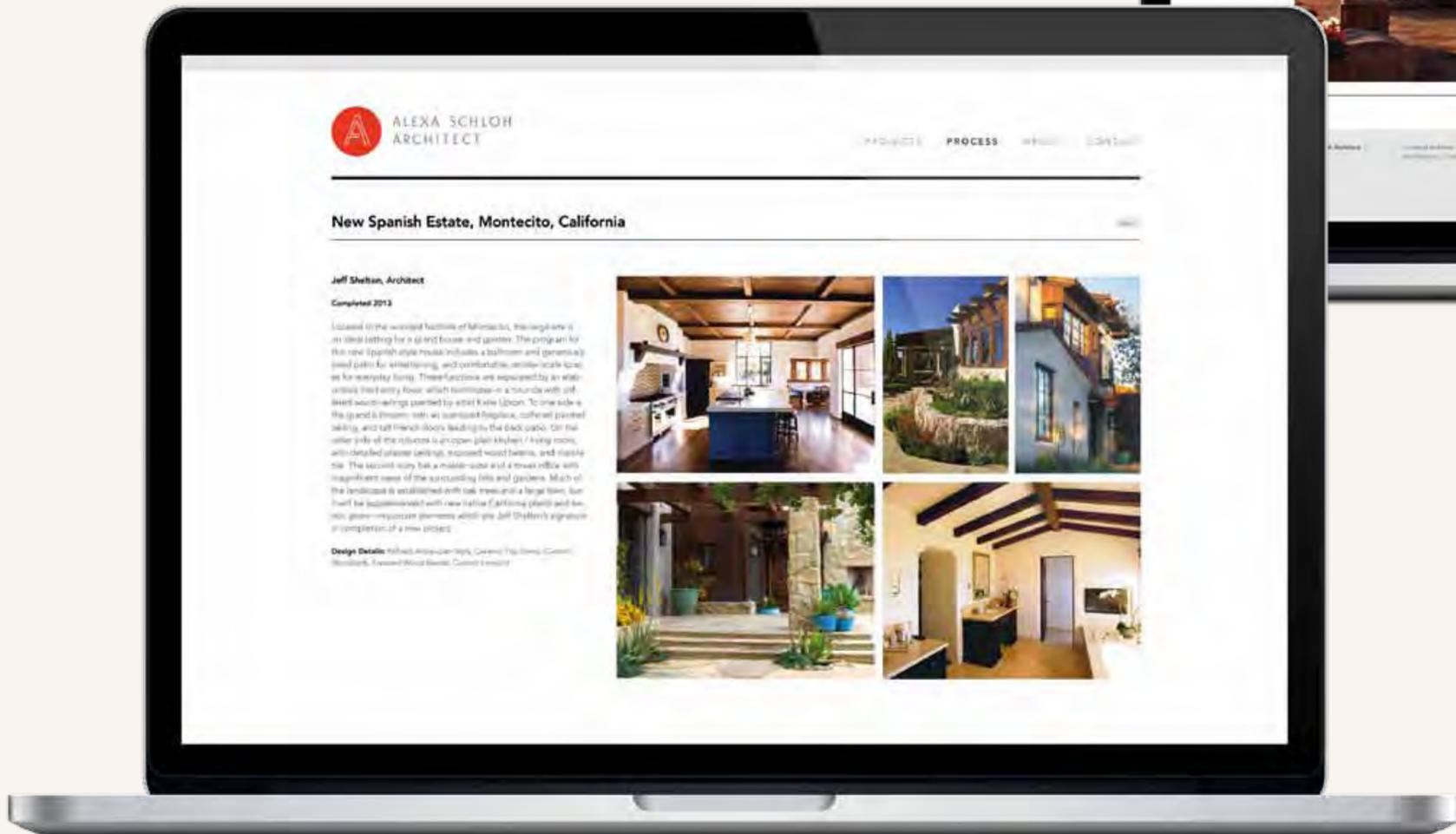
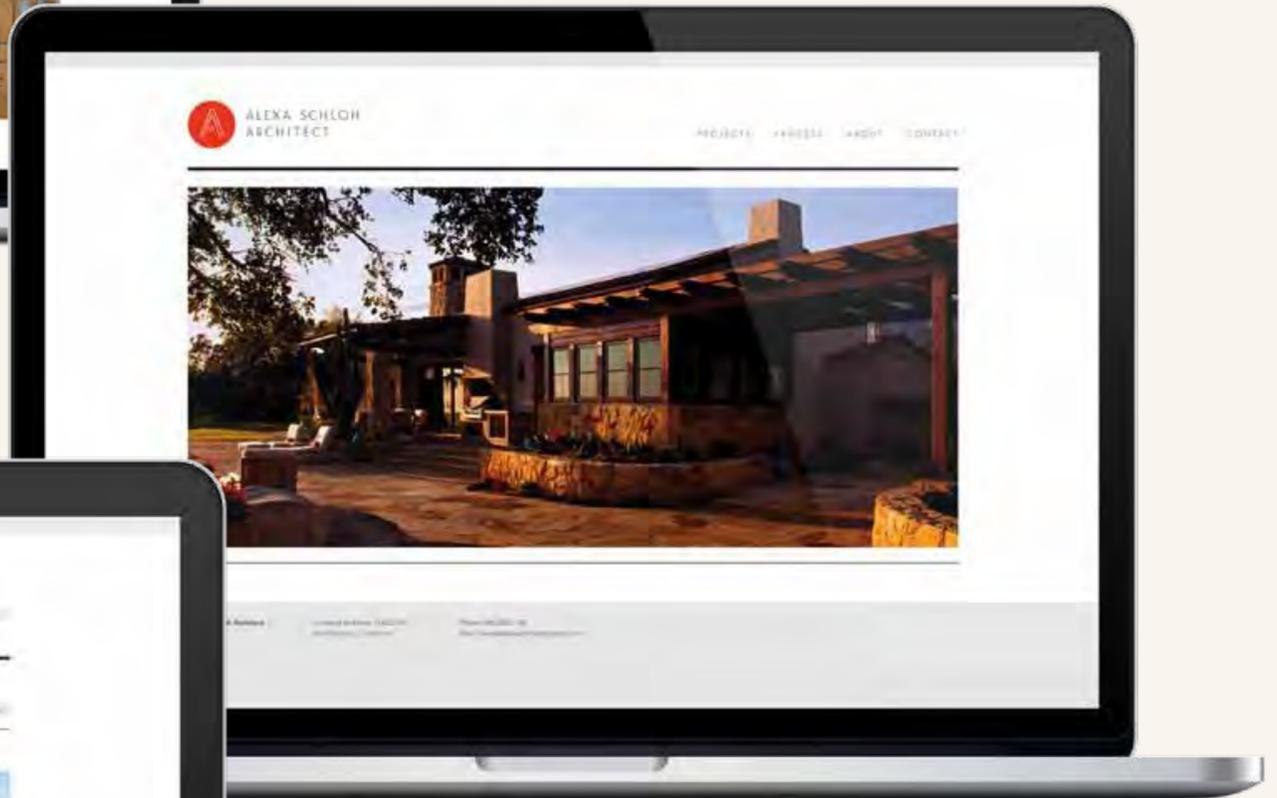
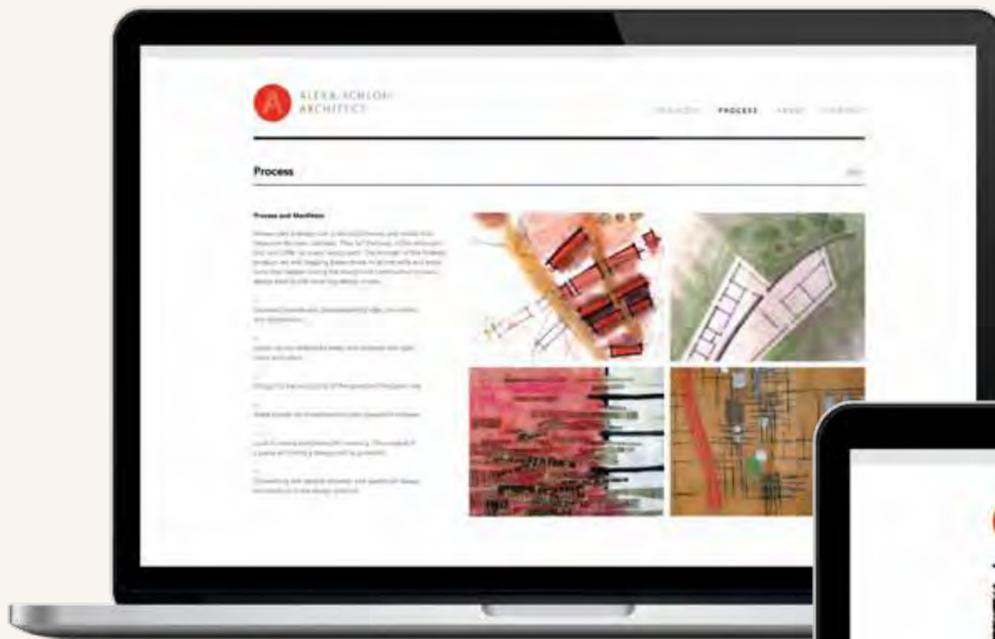


— Client
ALEXA SCHLOH ARCHITECT

Alexa Schloh Architect Website Design

— Overview
Logo, custom typeface, branding and website for an architect working on projects in the San Francisco Bay area and Santa Barbara area. The mark needed to reflect the unique aspect of Schloh's work that shares a modern humanist aesthetic. The color story was developed from Schloh's love of vermilion architecture mark-up pencils.





— Client
VINOSMITH

Vinosmith Website

— Overview

Vinosmith is a San Francisco based CRM software solution designed for the Wine Industry. The companies CRM was up and running, with an established client base, but they needed a frontend designed website to attract new business to their newly launched platform.

I was brought on board to consult on business and marketing materials in conjunction with designing a new website. Because the site would be run on Rails, the site design was developed from scratch. Careful attention was directed at the various media screens, so that the responsive site would feel seamless to the end user.

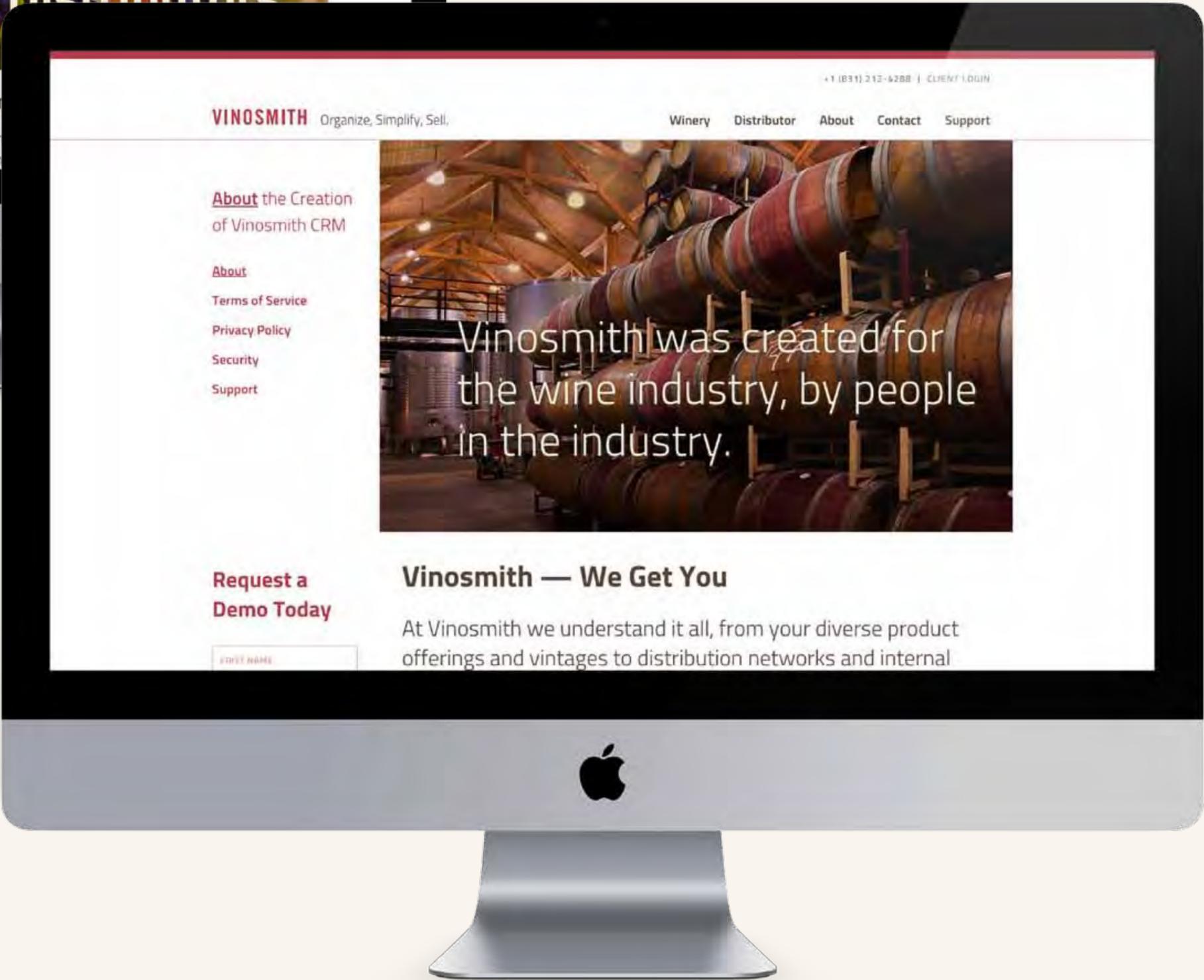
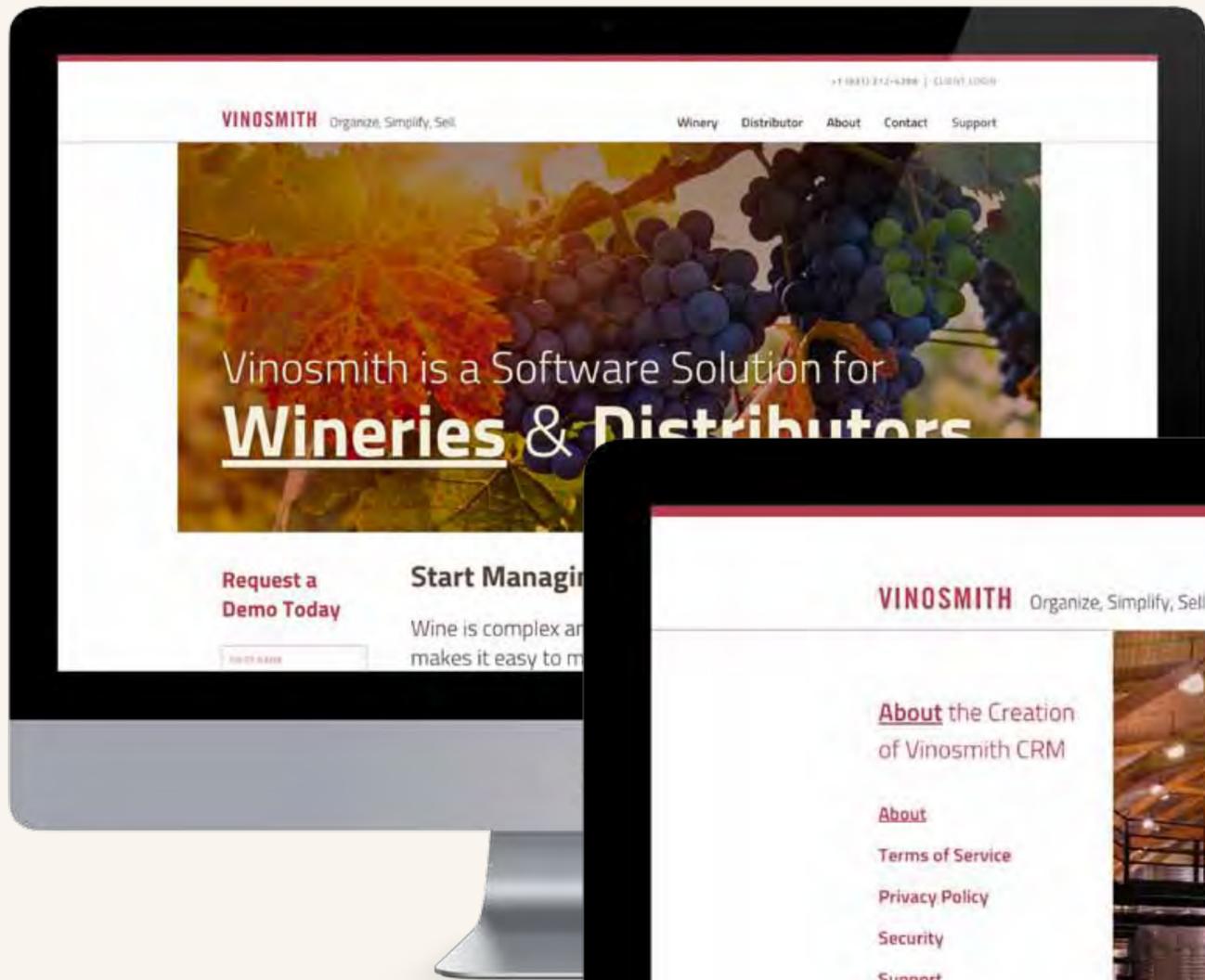
In addition, to the site concept and design, I contributed to the companies brand marketing voice through copywriting/editing the site, as well as how color and image would play a roll in their marketing objectives.

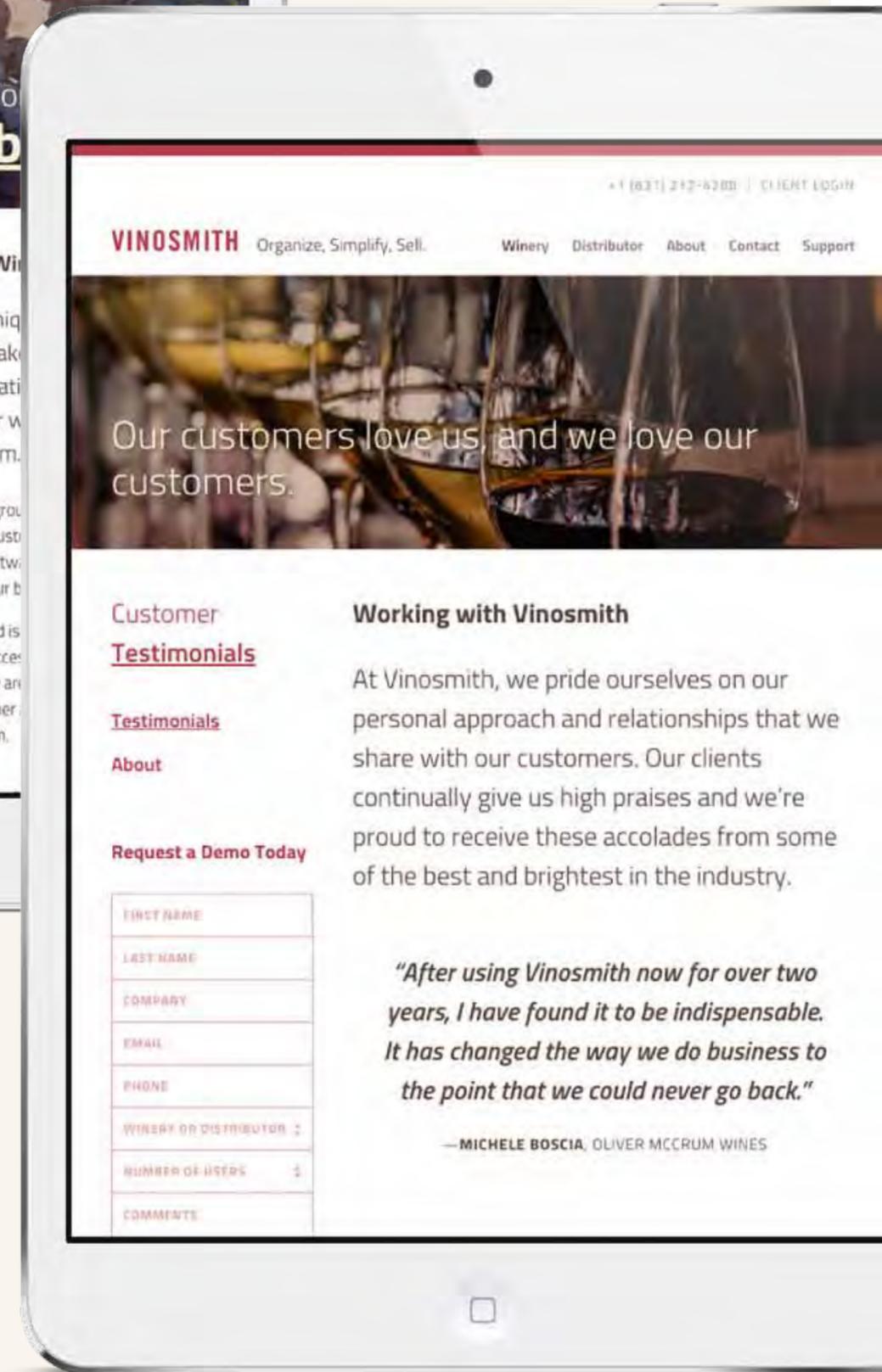
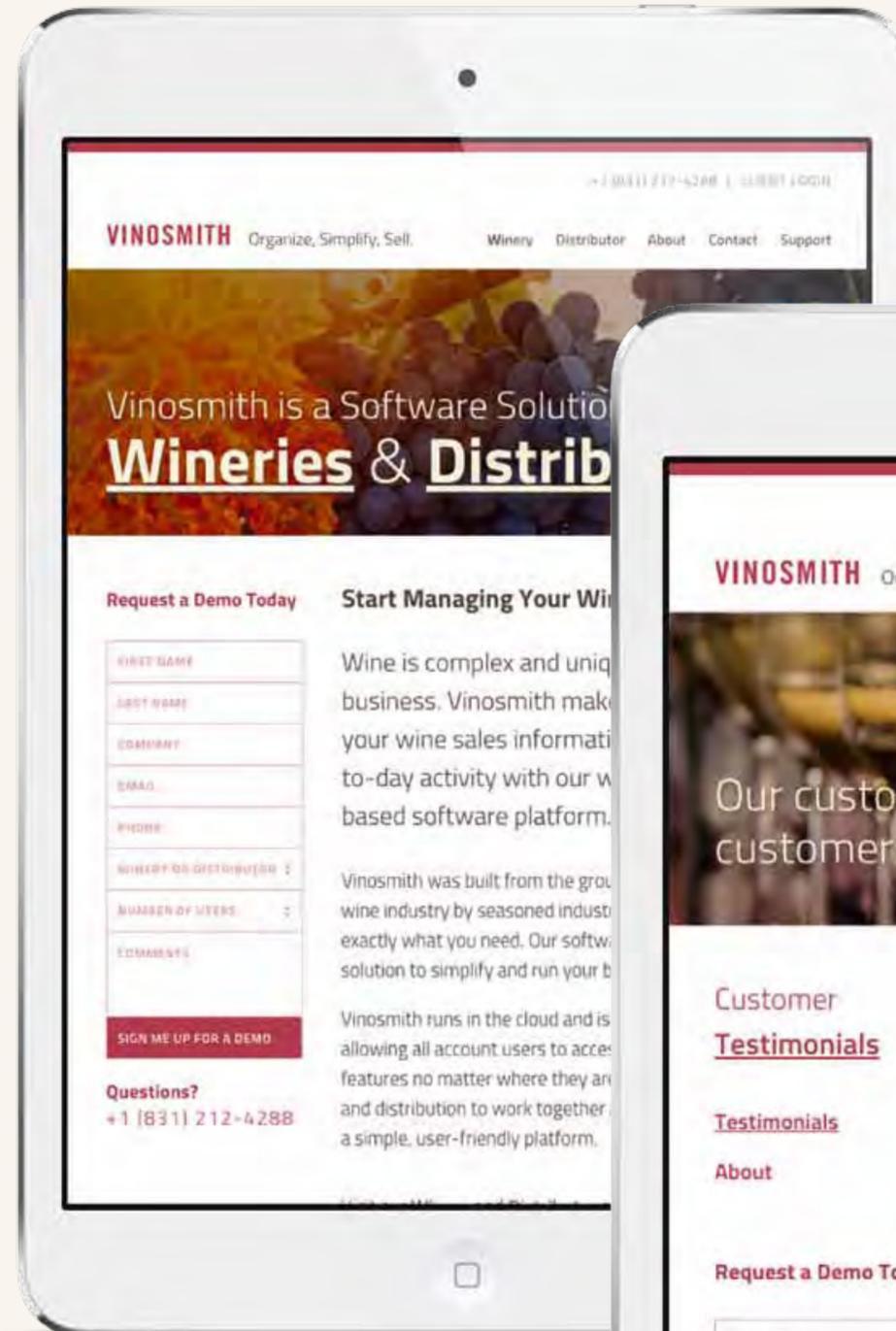
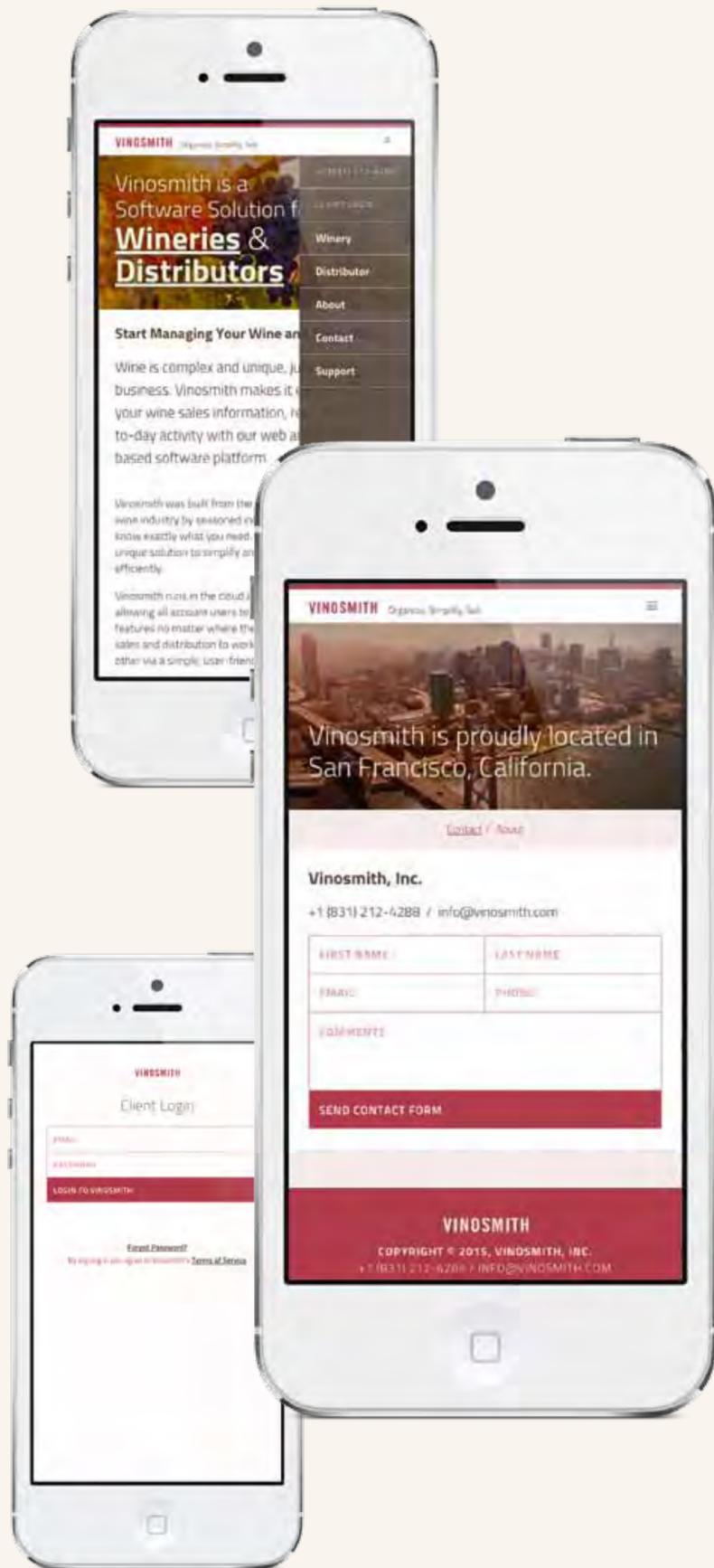
During the development stage, I sourced, directed and managed the process, including working with the developer to tune the media queries and the subtle on-load animations.

— Additional Credits

COPYWRITERS: AMY CRAWFORD
CODING DEVELOPMENT: JACOB SMITH







VINOSMITH

Organize, Simplify, Sell.

Winery Distributor About Contact Support

Vinosmith is a Software Solution for Wineries & Distributors

Request a Demo Today

FIRST NAME
LAST NAME
COMPANY
EMAIL
PHONE
WINERY OR DISTRIBUTOR
NUMBER OF USERS
COMMENTS

SIGN ME UP FOR A DEMO

Questions?

+1 (831) 212-4288

Start Managing Your Winery

Wine is complex and unique, just like your business. Vinosmith makes it easy to manage your wine sales information, from vineyard to today's activity with our web-based software platform.

Vinosmith was built from the ground up for the wine industry by seasoned industry professionals who know exactly what you need. Our software solution to simplify and run your business.

Vinosmith runs in the cloud and is accessible from anywhere, allowing all account users to access their data and distribution to work together on a simple, user-friendly platform.

VINOSMITH

Organize, Simplify, Sell.

Winery Distributor About Contact Support

Our customers love us, and we love our customers.

Customer Testimonials

Testimonials

About

Request a Demo Today

FIRST NAME
LAST NAME
COMPANY
EMAIL
PHONE
WINERY OR DISTRIBUTOR
NUMBER OF USERS
COMMENTS

Working with Vinosmith

At Vinosmith, we pride ourselves on our personal approach and relationships that we share with our customers. Our clients continually give us high praises and we're proud to receive these accolades from some of the best and brightest in the industry.

"After using Vinosmith now for over two years, I have found it to be indispensable. It has changed the way we do business to the point that we could never go back."

—MICHELE BOSCIA, OLIVER MCCRUM WINES

Vinosmith is proudly located in San Francisco, California.

Contact / About

Vinosmith, Inc.

+1 (831) 212-4288 / info@vinosmith.com

FIRST NAME	LAST NAME
EMAIL	PHONE
COMMENTS	

SEND CONTACT FORM

VINOSMITH

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— Client
NUCLEAR WINE CO.

Nuclear Wine Co. Brand Development & Packaging Design

— Overview
Brand and packaging design for Nuclear Wine Co. The below packaging copy—which I helped write—pretty well sums up the concept development. The screen-backed characters on the back of the can are Robert Oppenheimer and Klaus Fuchs, from their original Los Alamos badges that I researched and located in the public domain. The featured brand mark is the molecular chain for wine alcohol.

Nuclear California Red. “Whether you pronounce it like a former Commander-in-Chief or *Doc Opp* himself, Nuclear Wine delivers explosive fruit and radiates good cheer. With a pop of the can, a high level dose of positive energy is released, creating strong bonds between those who unleash it. Produced from sustainably farmed grapes. Gluten free, cage free, and raised without the use of antibiotics. Nuclear Wine Co. toasts the individual, not afraid to enjoy wine from a can.”

Nuclear California White. “The secret life of an atomic spy could sometimes lead a regularly stoic engineer to scream aloud, *For Fuchs Klaus! Special K* didn’t mind, for he had a bunker stocked floor-to-ceiling with cans of beautiful chardonnay. One pop of the top and a high level dose of positive energy was unleashed. Gluten free, cage free, and raised without the use of antibiotics. Nuclear Wine Co. toasts the individual, not afraid to enjoy wine from a can.”

Note: This project is still in development. Box packaging, flats and cases in development.

— Additional Credits
COPYWRITER: WILLIAM HENRY, SCHUYLER CRAWFORD





— Client

TRANSCENDENCE WINES

Transcendence Wines Brand Development & Packaging Design

— Overview

Transcendence Wines, a new winery in the Santa Ynez Valley of California, from Kenneth Gummere, formally of Kenneth-Crawford and Babcock, needed a new brand development to differentiate the new venture from past successful wine businesses. Within a tight budget, I worked with the owner and a creative printer to develop a visual language that spoke to the company's customers. Inspired by a 19th century bottle of French Cognac, the design revered old world romanticism, while threading the fine line between cliché and authenticity. The lettering on the label is hand-rendered, adopted from the P22 typeface, Cézanne.

— Additional Credits

COPYWRITER: SARAH GUMMERE
PRINTER: WS PACKAGING



Transcendence



— Client
GENUINE GUIDE GEAR (G3)

G3 Prototype Ski Graphics & Trend Reporting

— Overview
G3, a respected Canadian ski brand producing backcountry specific products, was losing market share to larger brands moving into the developing sidecountry/backcountry market. Through thorough research, I was able to develop a custom trend report highlighting the growing backcountry market, the company's business competitors, and potential future projections. With this research at hand, a new visual line was developed using photographic and illustration collages that not only spoke to G3 core consumer, but also the potential new customer. The graphic identity had to appeal to a 60/40 men/women demographic between the ages of 25 and 65.





— Client

NUCLEAR WINE COMPANY

Lumen Wines Brand Development & Packaging

— Overview

Nuclear Wine Company, in Santa Barbara, California needed a new packaging story to highlight the release of a new wine making venture. I assisted in guiding them in brand concept, naming, logo and wordmark development, through production of a brand identity system, and the finished packaging. The wordmark is custom drawn based on the ubiquitous typeface Trade Gothic and the star map on the labels shows the night sky during harvest in the Northern Hemisphere, including Polaris and Ursa Minor, et al "guiding the way." Expertly printed by Vintage 99, the labels incorporate embossing relief paired with foil dies.

— Additional Credits

COPYWRITER: WILLIAM HENRY

PRINTER: VINTAGE 99



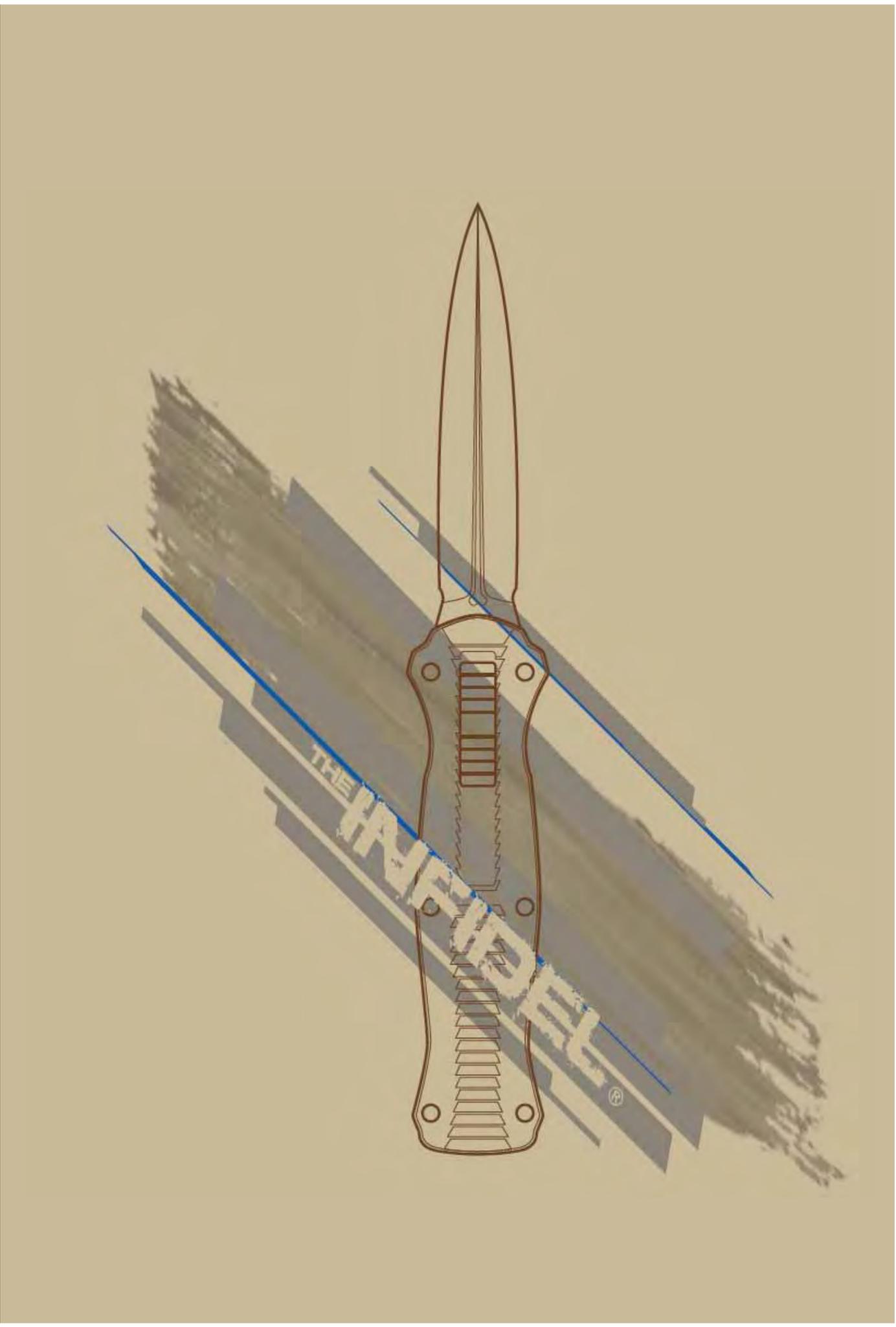
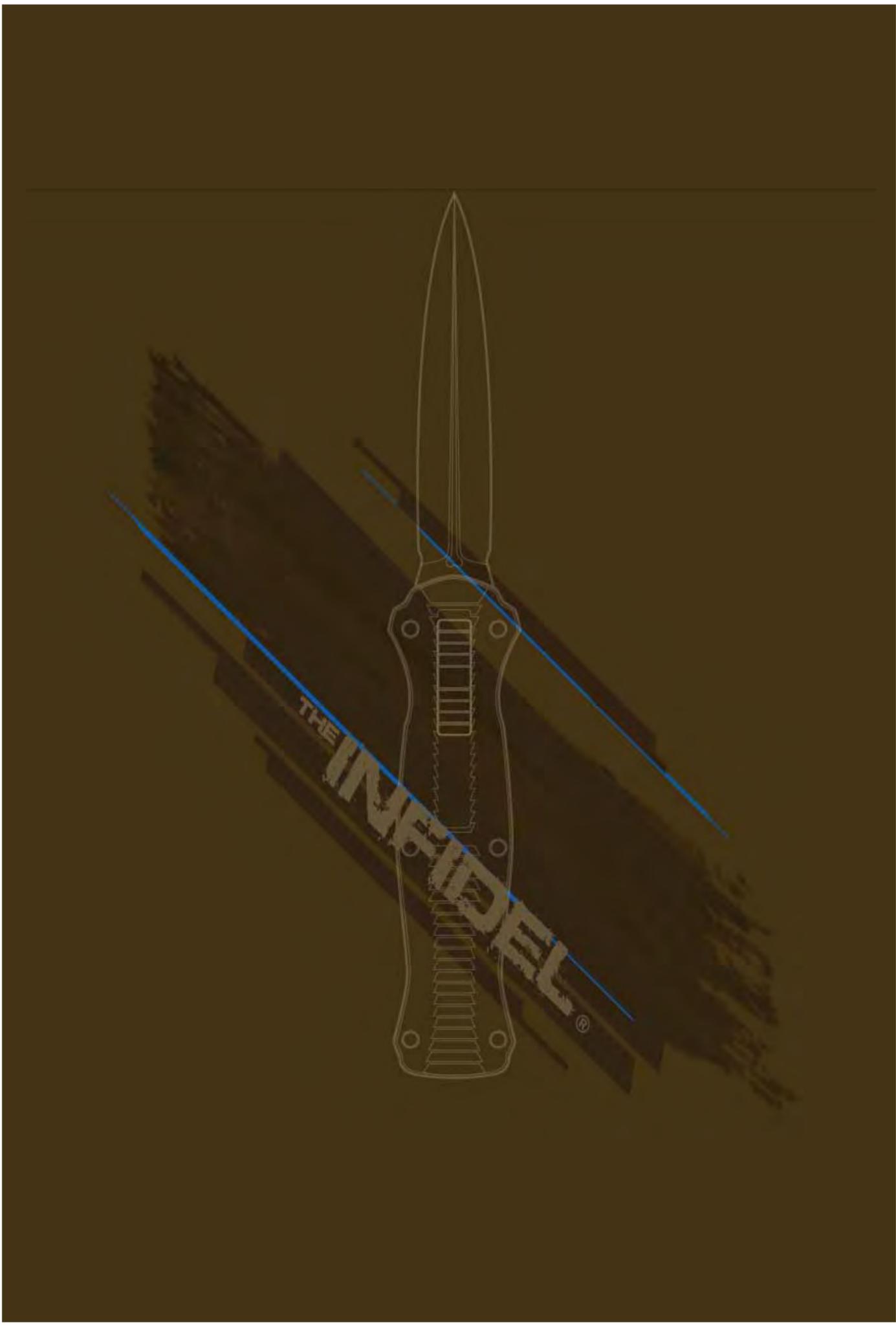


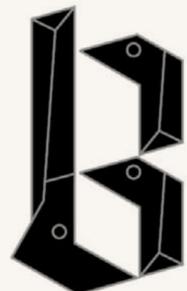
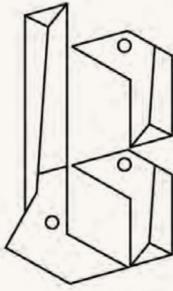
— Client
BENCHMADE KNIVES

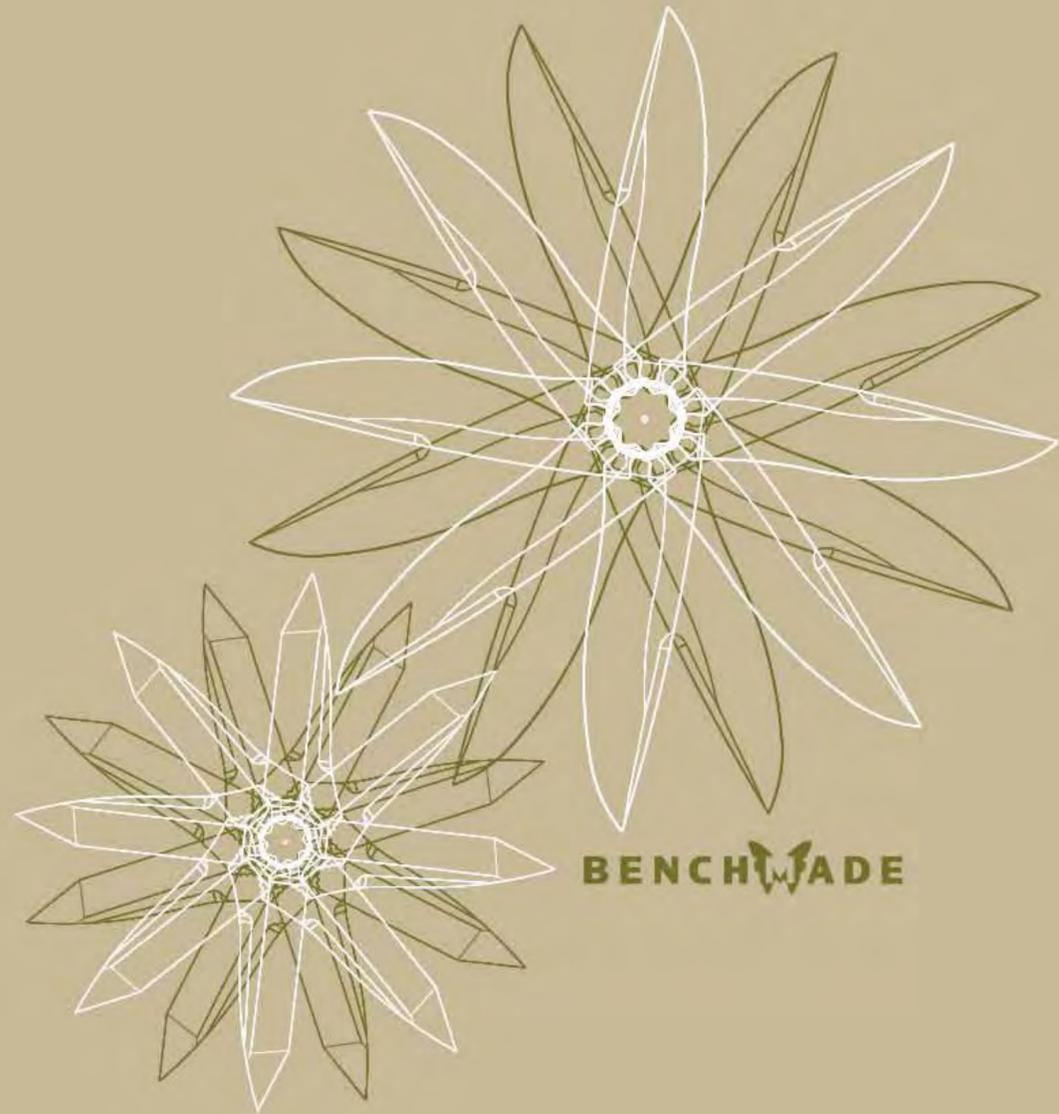
Brand Illustration

— Overview
A series of brand concept explorations and illustrations for Benchmade. Most of the end goal production was aimed at consumer apparel, but the work was developed to be utilized in a variety of media for key brand messaging.

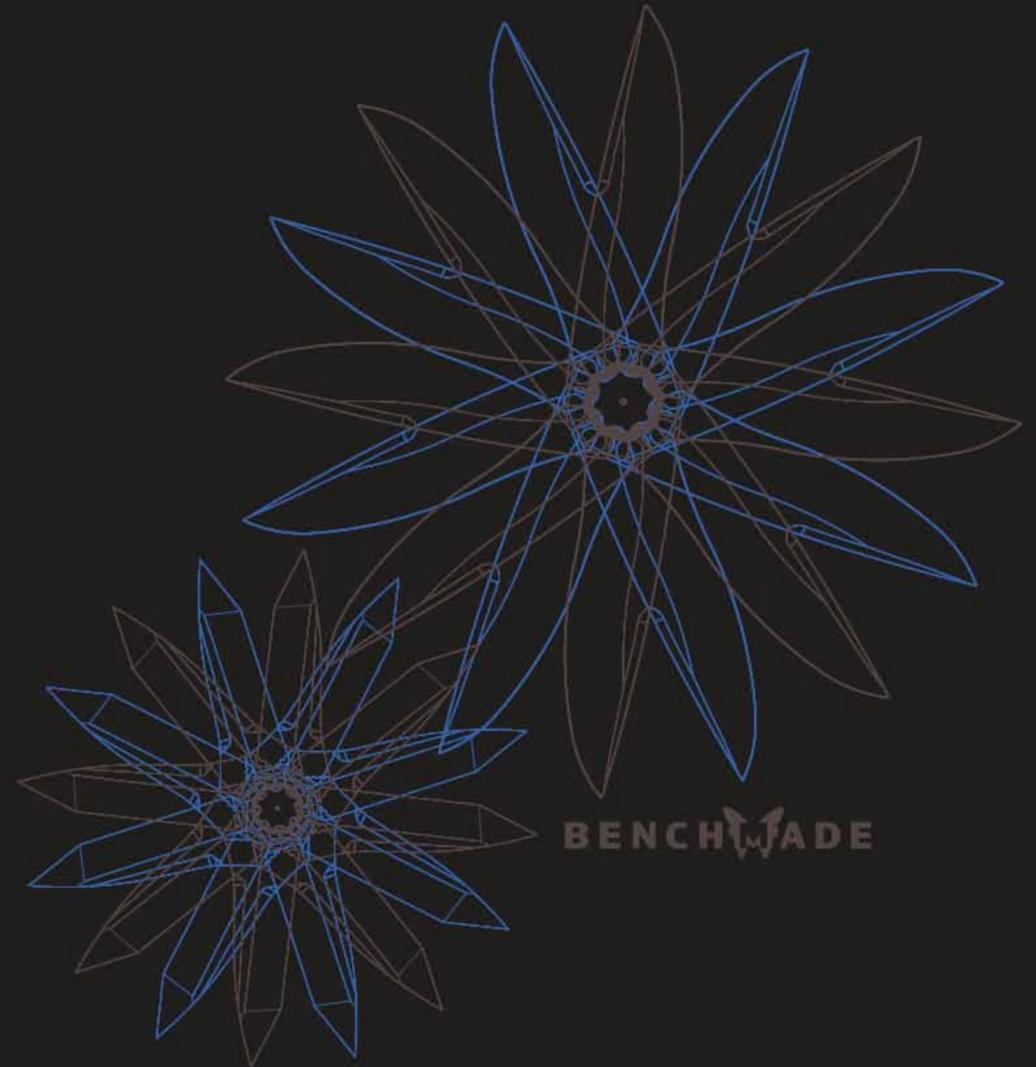








BENCHWADE



BENCHWADE

— **Client**
REDINGTON FLY TACKLE & APPAREL

Apparel Graphics, Trim Detailing & Color Work

— **Overview**
Redington Fly Tackle & Apparel had been enjoying recent success as an affordable hard goods manufacturer in the 'Hook & Bullet' market, but saw an opportunity in the young and hip millennial generation. On the heels of a recent brand overhaul, Redington was poised to push their fishing brand into the outdoor crossover market. With my knowledge of brand story development, I collaborated with designer Lyndsie Nash, who was working on the larger apparel line, to bring together Nash's concept work and help align it with the larger brand story. Working with heritage inspiration as a reference and Nash's outwear colors, I modernized the look and feel of Redington's graphics through illustration style and tonal color sequencing, while avoiding the pitfalls of heritage clichés. Additional concepts and designs were used to flesh out the greater apparel line's detailing, including logo/brand wordmarks, woven labels, heat transfer labels, illustrated patches, snaps, buttons, hook/loop, fabric embossing applications and naming of the final pieces. Shown are a few of the many graphic and colorway combinations in the apparel line.

— **Additional Credits**
CREATIVE DIRECTION: LYNDISIE NASH



REDINGTON





REDINGTON

Fly Tackle & Apparel

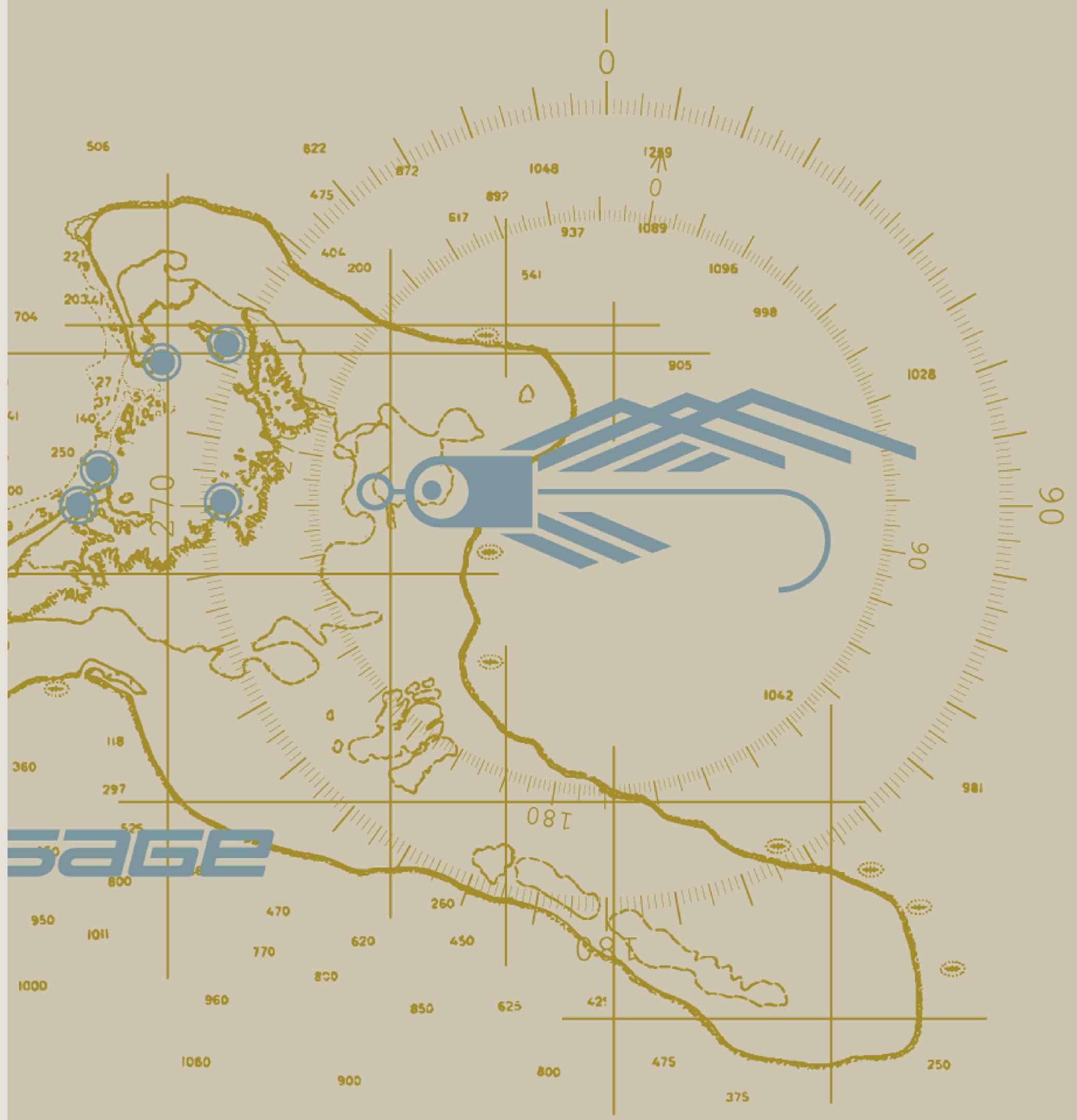


— Client
SAGE FLY FISHING

Apparel Graphics & Color Work

— Overview
Sage Fly Fishing, a high-end rod and reel manufacturer in the Pacific Northwest, needed a graphics line to merchandise with their newly launched outerwear and wader collection. Using the previously designed line as a jumping off point, I collaborated with apparel designer Lyndsie Nash, to develop a set of brand concepts used in creating the graphics. Going beyond the standard logo wear, I created a series of graphics that highlighted the fishing experience sought by the Sage consumer. Custom drawn and layered illustration 'maps' spoke to the technical side of Sage, while loose, sketch-like 'magic moment' illustrations spoke to the esoteric experience of remote fly fishing trips. Included in the work, was a reinterpretation of the outerwear line's color story, adjusted to screen printing, including shirt, trim and labeling applications. Final piece naming rounded out the collection, elevating the graphic wearables into brand story pieces. Shown are a few of the many graphic and colorway combinations in the apparel line.

— Additional Credits
CREATIVE DIRECTION: LYNDISIE NASH









 **SAGE**

— Client
SAVE THE WAVES COALITION

Apparel Graphics

— Overview
Save The Waves needed a short-run shirt graphic to promote the non-profit through channels outside the standard membership shirt. This design was developed to be on-trend and pair well with the existing Save The Waves shirt developed by Patagonia. I assisted in concept development, graphic execution, including hand lettering, as well as color story.





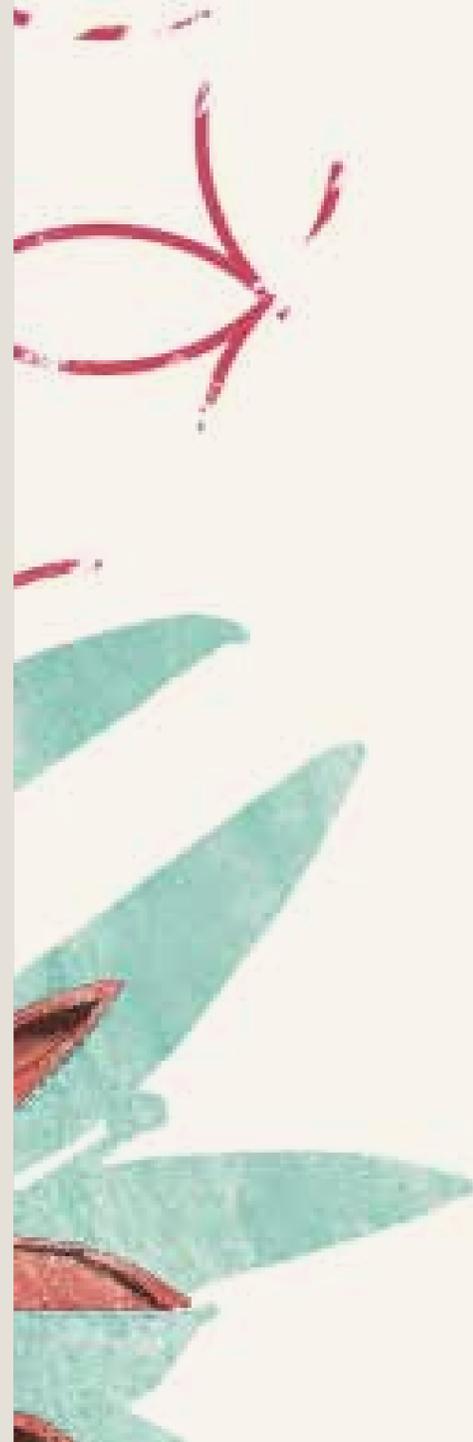
— Client
LOCALLY GROWN

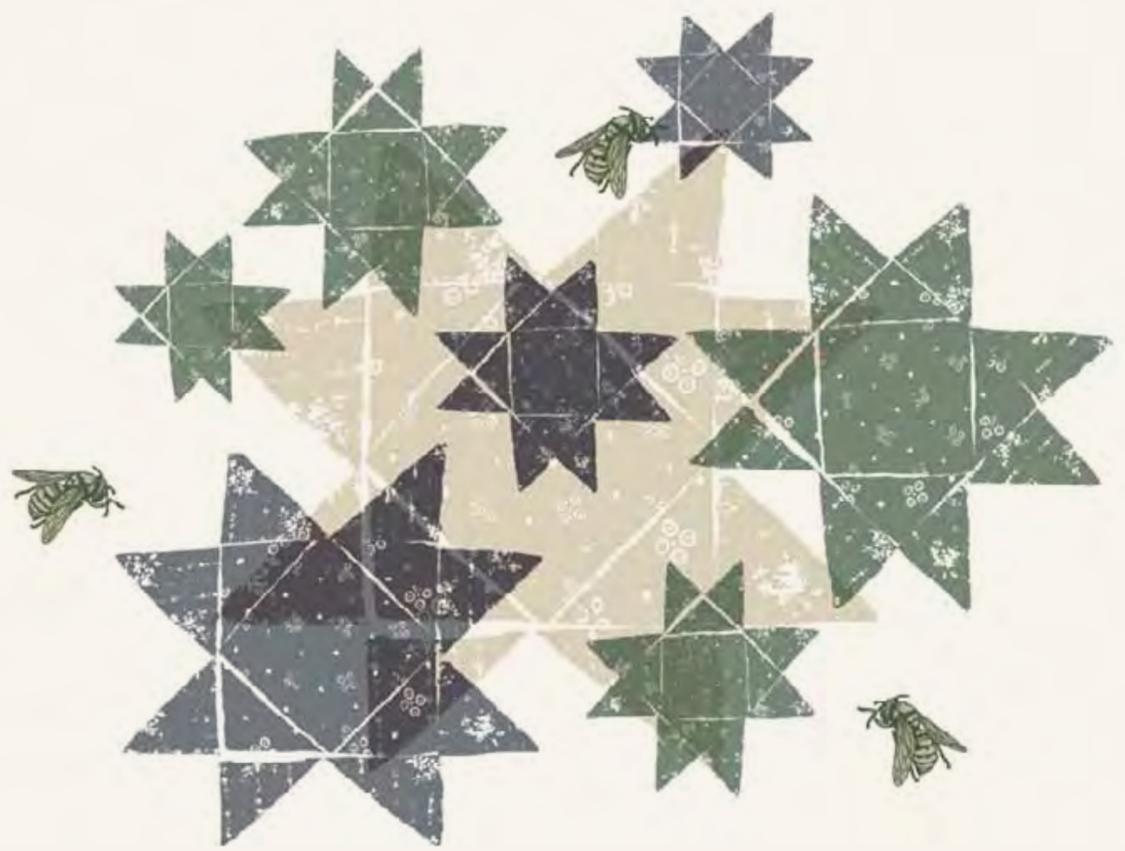
Cut/Sew Apparel Graphics & Brand Development

— Overview
A series of graphics developed for a custom cut/sew merino wool line for Locally Grown, a Mid-west apparel company. The following graphics are a partial sampling of the work, which was inspired by farm and garden aesthetics. The graphics were later modified in collaboration with the apparel designer to be integrate into the apparel pieces in unique hidden/reveal play that shows through the wearer of the pieces movement.

In addition to the graphics, I consulted on brand development, which included integration of brand elements within the apparel pieces in trim, labeling and hang tags.

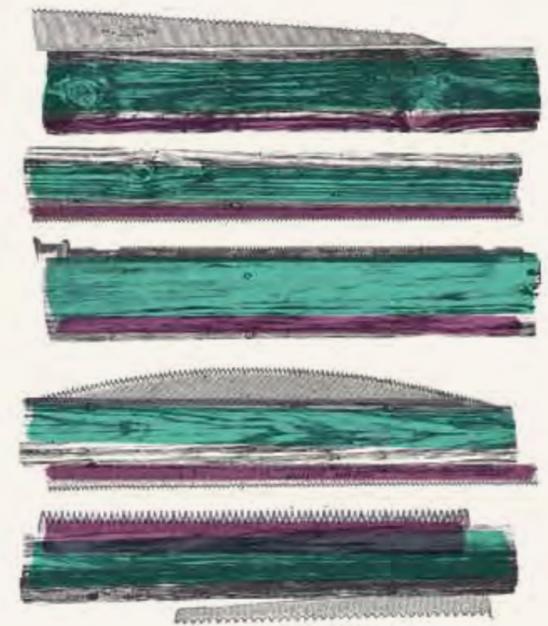
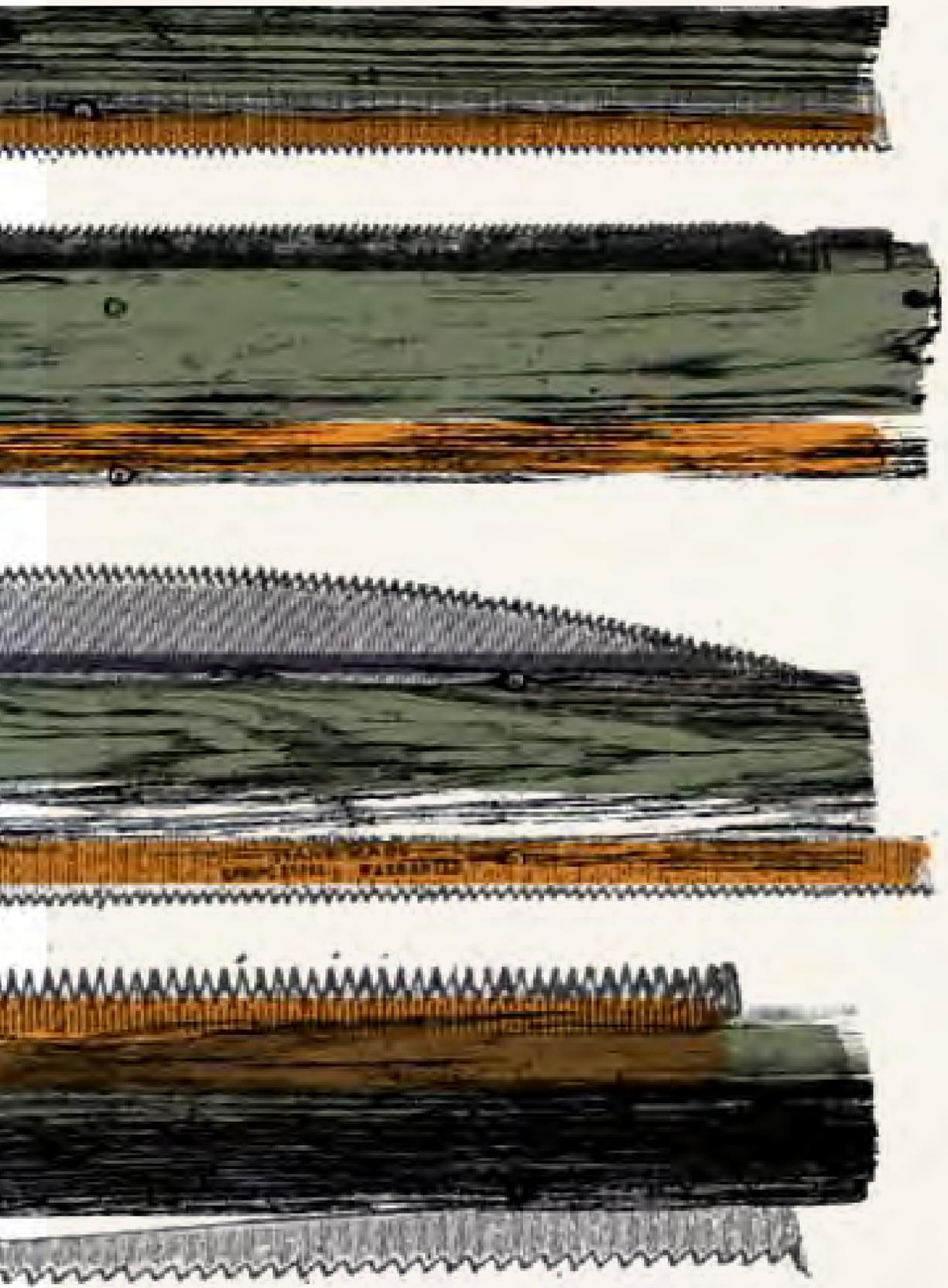
— Additional Credits
APPAREL DESIGNER & COLLABORATOR: LYNSIE NASH













— Client
VARIOUS

Various Marks & Logos

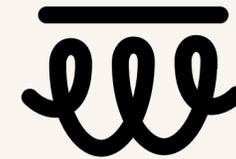
— Overview

A collection of various marks and logos created for clients. Many of the marks became part of larger identity and brand systems.

Lumen



L U M E N



THE BENCH GALLERY



SHALOM

aii

— Client
KEEN FOOTWEAR

KEEN Footwear
Pocket Points Booklet

— Overview
KEEN Footwear needed to distill its full line catalog into a small pocket sized booklet for its sales representatives to aid POP sales. Using the main catalog as a guide, I developed a small booklet that provided simple easy-to-access information and highlight featured technology. The end user benefited from a custom waterfall tab format that enabled the user to access information with a simple pinch and a flick of the wrist.

— Additional Credits
CREATIVE DIRECTOR: MARGARET BROWN
COPYWRITER: AMY CRAWFORD
COLOR ASSETS: NORTH
PRINTING: PREMIER PRESS



tssole supports

e blends forefoot

il.

against impact

a and fungi that

egis technology

y feet, making

g layer that

em cradles

KEEN HYBRID.OLGY

INNOVATION

KEEN SOCKS

KEEN BAGS

ABOUT KEEN

FIT GUIDE

US Men	7.0	7.5	8.0	8.5	9.0	9.5	10.0
US Women	6.0	6.5	7.0	7.5	8.0	8.5	9.0
UK Men	5.5	6.0	6.5	7.0	7.5	8.0	8.5
UK Women	4.5	5.0	5.5	6.0	6.5	7.0	7.5
EU Men	35	37.5	40	42.5	45	47.5	50
EU Women	25	27.5	30	32.5	35	37.5	40
JP Men	24.5	26.5	28.5	30.5	32.5	34.5	36.5
JP Women	22.5	24.5	26.5	28.5	30.5	32.5	34.5
CM Men	23.5	25.5	27.5	29.5	31.5	33.5	35.5
CM Women	21.5	23.5	25.5	27.5	29.5	31.5	33.5
US Men	7.0	7.5	8.0	8.5	9.0	9.5	10.0
US Women	6.0	6.5	7.0	7.5	8.0	8.5	9.0
UK Men	5.5	6.0	6.5	7.0	7.5	8.0	8.5
UK Women	4.5	5.0	5.5	6.0	6.5	7.0	7.5
EU Men	35	37.5	40	42.5	45	47.5	50
EU Women	25	27.5	30	32.5	35	37.5	40
JP Men	24.5	26.5	28.5	30.5	32.5	34.5	36.5
JP Women	22.5	24.5	26.5	28.5	30.5	32.5	34.5
CM Men	23.5	25.5	27.5	29.5	31.5	33.5	35.5
CM Women	21.5	23.5	25.5	27.5	29.5	31.5	33.5

FIT GUIDE

ANATOMY OF A NEWPORT

KEEN HAS YOU COVERED FOR ALL SEASONS.

The KEEN Newport started it all, featuring a quick-lock lace system, non-marking outsole, superb traction, ultimate comfort and toe protection. KEEN now offers footwear for anywhere the world takes you: core and light hikers, adventure sandals, casual lifestyle shoes, service, utility, bike-specific, full coverage water bottles, and warm, toasty winter footwear.

- WASHABLE POLYESTER WEBBING
- EGIS MICROBE SHIELD
- SECURE FIT LACE CAPTURE SYSTEM
- NON-MARKING RUBBER OUTSOLE
- KEEN.PROTECT
- COMPRESSION
- METATOMICAL EVA
- MULTI-DIRECTIONAL LUG

INNOVATION

KEEN SOCKS

KEEN BAGS

ABOUT KEEN

KEEN BAGS

KEEN KNOWS YOU'RE ON THE GO, AND OUR BAGS HAVE SMART DESIGN INSIDE AND OUT, MANAGING YOUR LIFE BETTER THROUGH IMPROVED ORGANIZATION.

From backpacks, messengers and totes that allow you to breeze through airport security, to shoulder bags and messengers that act as a personal assistant inside, KEEN bags allow you to take anything and go anywhere. KEEN bags were designed to keep up with you—whether you're trekking the wilds of the world, exploring a cool city, heading to work or even the playground down the street.

- WATER RESISTANT
- RECYCLED ALUMINUM HARDWARE
- LOTS OF ROOM
- BOTTLE HOLDER
- PADDED SLEEVE
- INTERNAL ORGANIZERS WITH ZIPPERED STORAGE POCKETS

KEEN BAGS

ABOUT KEEN

FIT GUIDE

— Client

SAVE THE WAVES COALITION

Save The Waves
Corporate Sustainability
& Annual Report

— Overview

Save The Waves, as required by law, has to produce an annual report each year. Instead of simply listing the financials with a director's letter, I helped develop a larger publication that essentially functioned as a CSR report, with multiple year financials illustrated in the end of the report. The report was designed to not only adhere to tax codes, but also to inspire new donors and spoke to the core mission of the organization, how to protect precious coastlines around the world from over development. With testimonies and stories from top professional surfers, historians and on the ground environmentalists, the report functioned as a call to action, as well as a transparent financial document.

— Additional Credits

COPYWRITER: DEAN LATOURRETTE
PHOTOGRAPHER: WILLIAM HENRY
PRINTER: GREENER PRINTER



THE SURFER'S VOICE

"The joy of surfing is so many things combined, from the physical exertion of it, to the challenge of it, to the mental side of the sport."

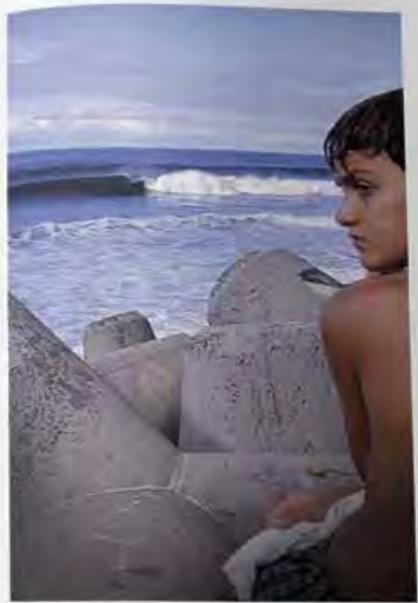
— Kelly Slater, 10-time World Champion Surfer

SOCIAL & CULTURAL

World Surf League and the environmental community are working together to protect the world's most valuable natural resource: the ocean. Through our partnership with the environmental community, we are committed to protecting the ocean and the coastal environment.

Global Impact: The following have been achieved through our social and cultural programs:

- Beach Cleanups:** We have organized and participated in over 100 beach cleanups worldwide, removing over 100,000 pounds of trash from our beaches.
- Coastal Restoration:** We have planted over 10,000 native coastal plants and trees to help restore and protect our coastal ecosystems.
- Community Support:** We have supported over 100 local environmental organizations and initiatives, helping them to better protect our coastal environment.
- Education:** We have provided over 100,000 hours of environmental education to children and adults alike, helping to raise awareness of the importance of our coastal environment.



SAVE THE WAVES PROGRAMS & OBJECTIVES FOR 2010-2011

WORLD SURFING RESERVES

Description: A global model for proactively preserving wave breaks and their surrounding areas by recognizing the positive environmental, social, cultural and economic benefits of waves.

Objectives: Implement the very first World Surfing Reserves in Hawaii, California and Australia. Complete the second year of nominations and create a pipeline of enshrinements for beyond 2011. Significantly raise the global awareness of the program through partnerships and media campaigns.

Results: Raise value of waves to local stakeholders (Educate). Reduce threats. Alert developers these are areas communities will fight for. Empower local advocates with global recognition of their resource. Grow Activism.

DOCUMENTARY FILMS

Description: Utilize film and television media to educate the general public about the value of surfing coastlines.

Objectives: Produce the 2nd Annual Save The Waves Film Festival (Fall 2010), showcasing coastal environmental films and inspiring coastal activism.

Results: Raise value of waves to local stakeholders (Educate). Empower local advocates to protect and preserve. Reduce threats.

SURFONOMICS STUDIES

Description: Increase awareness of the value of surfing areas by providing hard data that illustrates the high socio-economic value of a surf spot.

Objectives: Collaborate to produce two new Surfonomics studies on surfing coastlines in Chile and Costa Rica.

Results: Raise value of waves to local stakeholders (Educate). Empower local advocates to protect and preserve. Reduce threats.

REGIONAL PROGRAMS

Description: Through regional programs in Chile, Northern California and soon-to-be Peru, local advocacy organizations are established as the platform for the voice of the community to be heard.

Objectives:

- Chile**—Continue our successful Chile program through our Waterkeeper partnership, fighting against industrial pollution and educating coastal communities on environmental rights and laws.
- Northern California**—Continue and expand regional campaigns to protect against coastal armoring at South Ocean Beach, SF, and Surfer's Beach in Half Moon Bay, and implement environmentally sensible long-term solutions.
- Peru**—Replicate our legal education strategy from neighboring Chile into Peru, and educate coastal communities in Peru on environmental laws and individual rights.

Results: Raise value of waves to local stakeholders (Educate). Empower local advocates to protect and preserve. Reduce threats.

Over time threats will come, one by one, to all of the world's great surf spots, and over time, again and again, they will be compromised. And in the end, the enshrinements we make now and in future years may be the deciding factor that saves a beach or a surf spot or a park... or just a jewel of the natural world.

— Drew Kampion, Surf Historian

"I'm honored to work with World Surfing Reserves to hopefully be a small part of that difference in protecting the tradition and history around the surf world's most symbolic and important beaches."

— Kelly Slater, World Champion Surfer




SAVE THE WAVES 2009 FINANCIAL REPORT

2009 REVENUE*		2009 EXPENSE*	
Individual Donations	1,050,000	World Surfing Reserve	18,500
Foundation Grants	5,550,000	Surfing	1,700,000
Beach	10,000,000	Water Program	1,100,000
Environmental Film	5,000	Community Film	1,000,000
Mechanics Store	1,000	2009 Surf Gear Promotion	14,500
Donor Support Materials	10,000	Surf Environmentalism	1,000
Research & Social Justice	10	Admin. & Fundraising & Other	14,500
Total Revenue	26,610,000	Total Expense	39,100

2009 NET INCOME*

Net Income: 26,570,900

PROGRAMS

2009: 100%

ADMINISTRATION & FUNDRAISING

2009: 0%

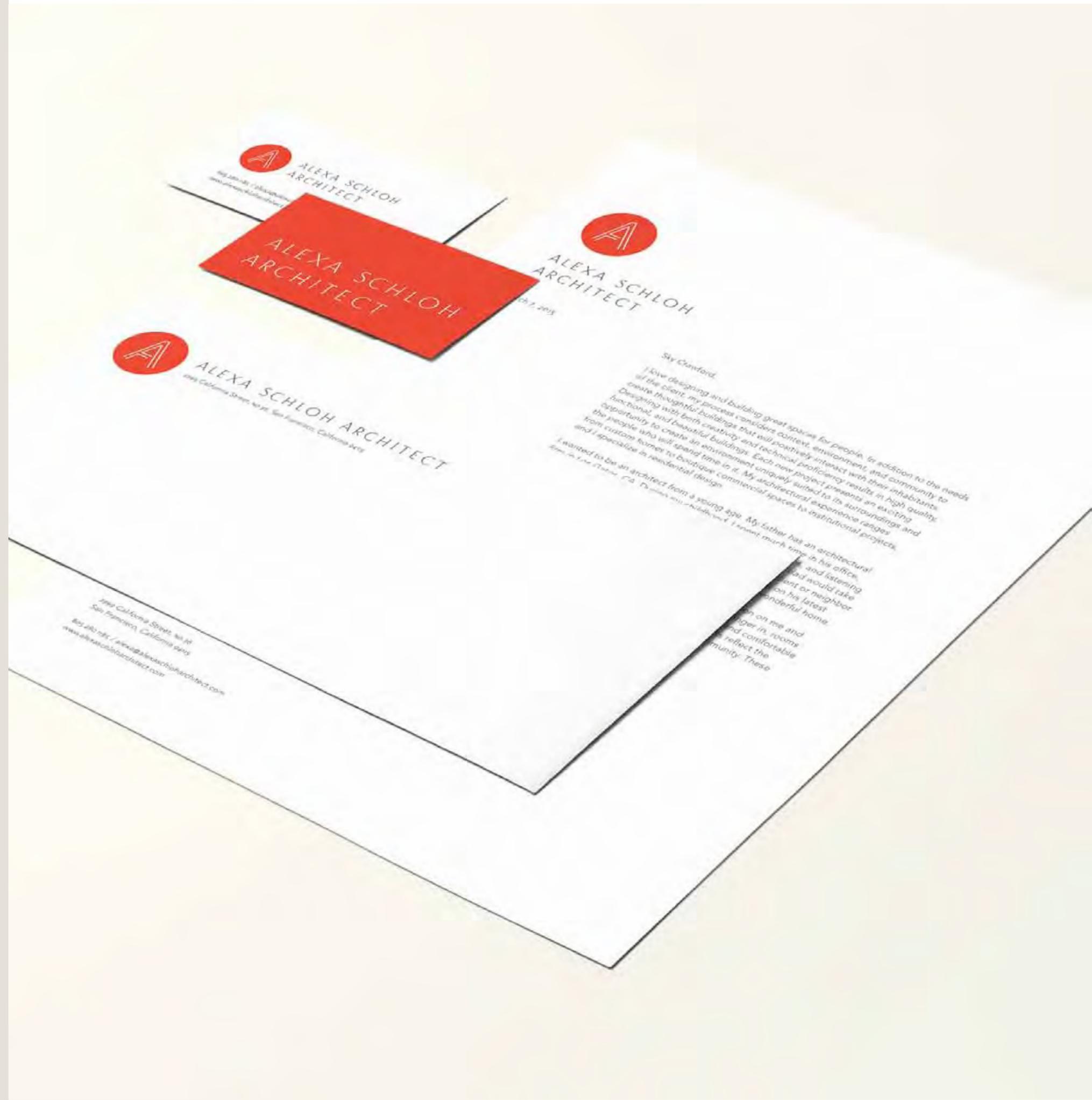
CULTURAL IDENTITY
CHERISH
VALUABLE
NATURAL RESOURCES
PROTECT
EDUCATE & ORGANIZE
ENJOY
REDUCE THREATS
EMPOWER
COLLABORATE

Above Left Photo: Drew Kampion, Surf Historian; Top Right Photo: Bill Bass Photo: Dan Llobet; Chile Surf Report; Bottom Right Photo: Oscar Esteban; 2009 News

— Client
ALEXA SCHLOH ARCHITECT

Alexa Schloh Architect Logo, Typeface & Brand Development

— Overview
Logo, custom typeface, branding and website for an architect working on projects in the San Francisco Bay area and Santa Barbara area. The mark needed to reflect the unique aspect of Schloh's work that shares a modern humanist aesthetic. The color story was developed from Schloh's love of vermilion architecture mark-up pencils.





ALEXA SCHLOH
ARCHITECT

EARTH

ARCHITECT

SOLAR

ATTIC CHAIR

SCHLOH

LOCAL HALES

— Client
NIKE VICTORY AWARDS

Supply Chain Award Logo Chop (Stamp)

— Overview
Each geo and division develops their own award collateral to be used in promotion and awards production. These are a few of the sample comps that I presented.



— Client
NASC COMMS INNOVATION

Nike Maxim Campaigns

— Overview
One of my major ongoing deliverables that I developed at Nike were monthly campaigns around the "Nike Maxims". The Maxims are phrases with roots back to Bill Bowerman and the creation of Nike. At Nike Maxims can be used for many purposes, from inspiration, project brainstorming, internal storytelling, and work principals. NASC Comms used the Maxims as both a road map for our own strategies, as well as a foundation to deliver relevant messaging connected to Nike's history.

Some campaigns were simple, while others demanded buildout of large numbers of templates and assets to be used by all of North America supply Chain. The more intense campaigns dicated a process similar to a branding campaign with guidelines, assets, and comms strategies delivered and used by other teams outside of the NASC Comms.

The following images are a small selection of what was developed, produced and deistrubuted.

"I wasn't selling. I believed in running. I believed if people go out and ran a few miles every day, the world would be a better place..."

**BELIEF IS
IRRESISTIBLE."**

— PHIL KNIGHT





**NIKE.
STRATEGICALLY
ECCENTRIC.**





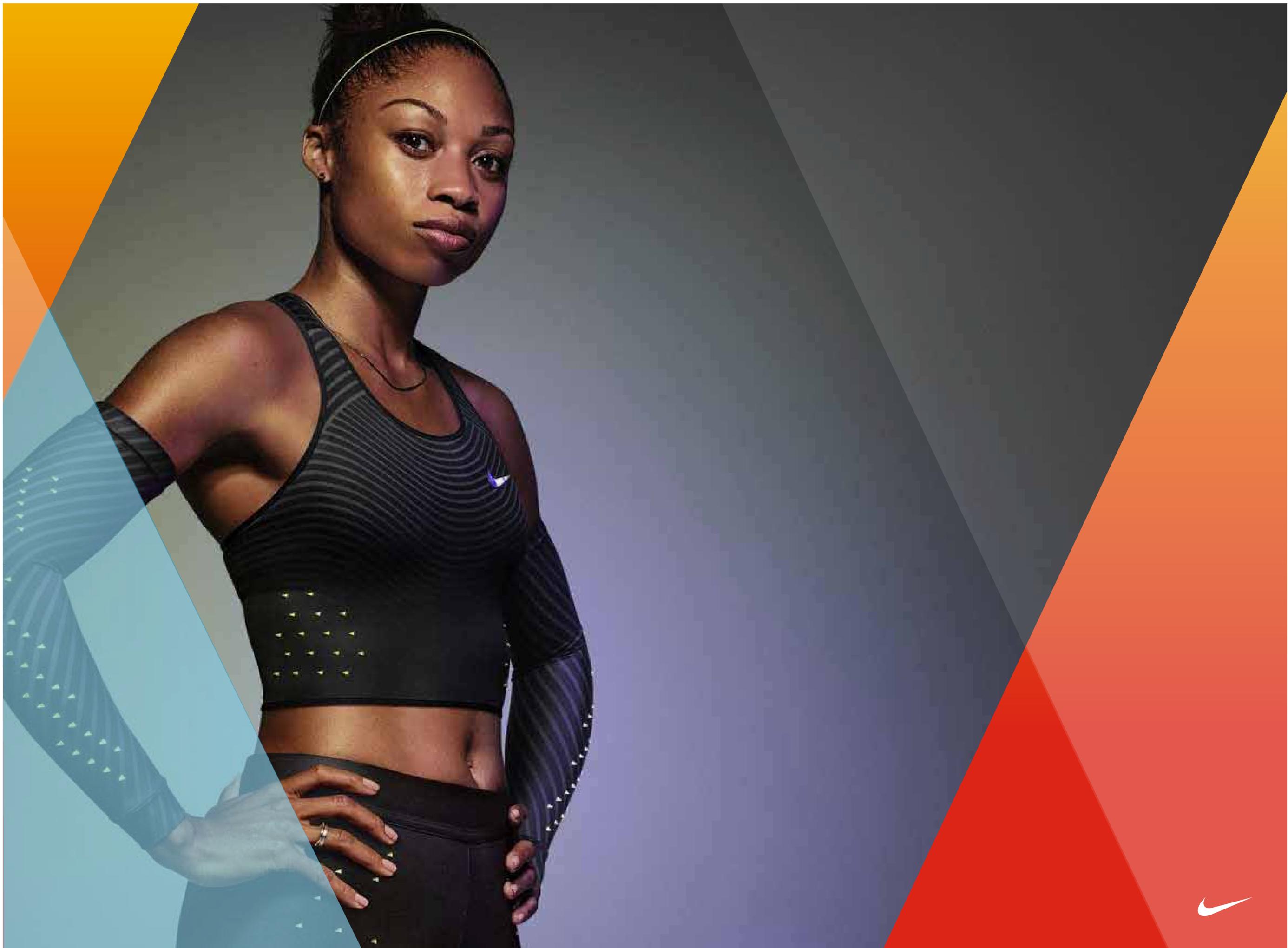
“BELIEF IS IRRESISTIBLE.”
— PHIL KNIGHT

**FINISH THE
YEAR STRONG.**

MAXIM 0.2

**NIKE IS A
COMPANY**







imate track spike would be if
ust let me drive a ten penny na
rough their foot."

Bill Bowerman
HEAD COACH



MAXIM 0.11

**REMEMBER
THE MAN**



MAXIM 0.11

**REMEMBER
THE MAN.**



— Client
NIKE NALC-MEMPHIS

Zone 44 Graphics,
Banners and Posters

— Overview
Graphics developed for Nike's NALC-Memphis facility.
Main graphic styles were built out into large environ-
mental graphics, banners, posters and collateral.

MEMPHIS
DIGITAL NETWORK
**DIGITAL
DELIVERS
THE FINAL
TOUCH.**





MEMPHIS
DIGITAL NETWORK
**DIGITAL
MAKES THE
CONSUMER
EXPERIENCE.**

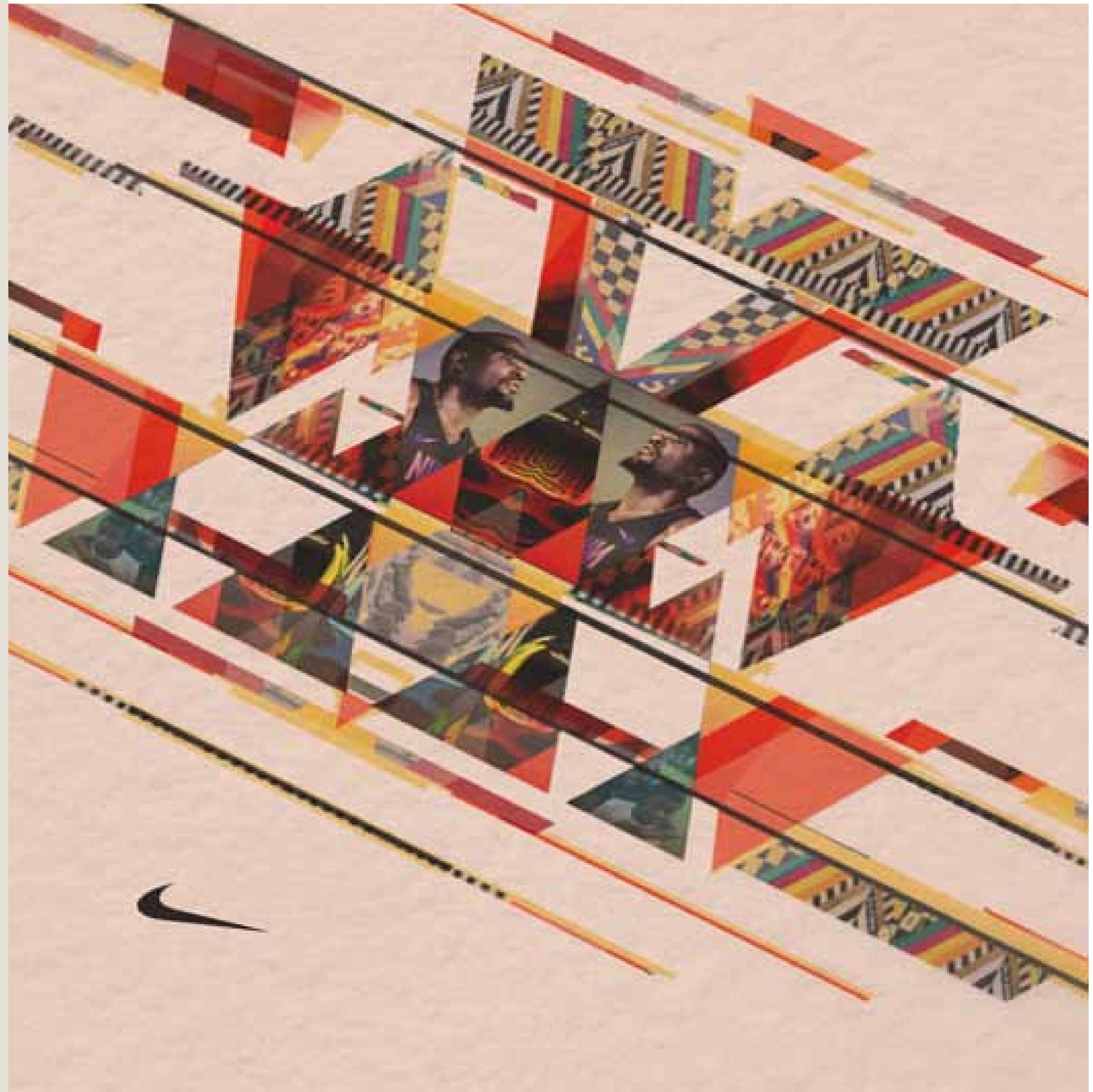
**YOU NEVER KNOW
WHEN YOU ARE SHIPPING
TO GREATNESS.**



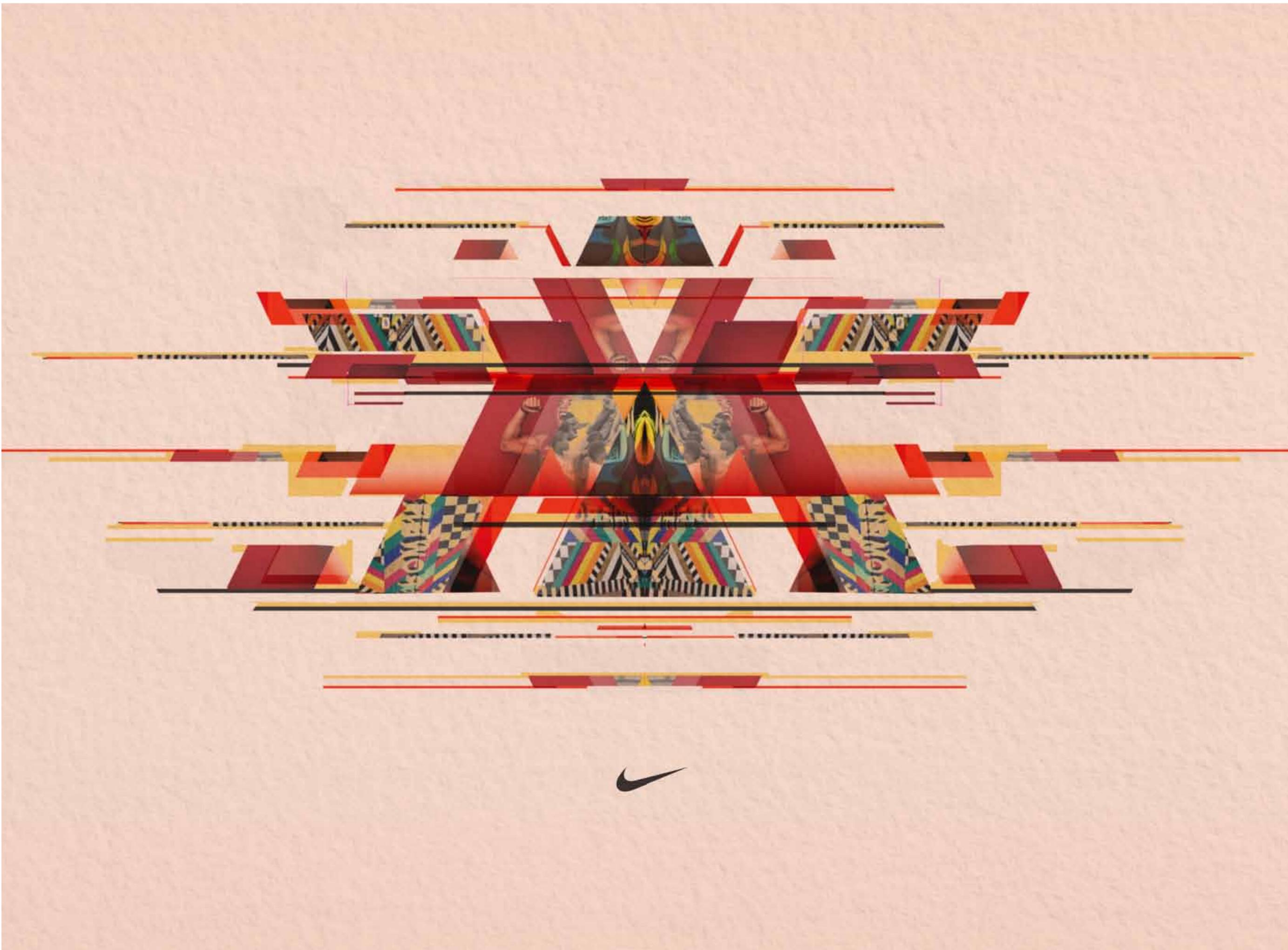
— Client
NIKE COMMS INNOVATION

Environmental Comps

— Overview
Comps developed for large interior wall space, up to 40ft high. These designs were based on the success of the “Nike is a Company” campaign, using the assets from the campaign to build out an exploded puzzle view on trend with some of the graphics in the Sportswear Category.







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