

# PORTFOLIO

1997 - PRESENT :: KEOKEE marketing & media  
Sandpoint, ID

Head designer - Art director

The work included here is a small sample of the best work I have done as a designer at Keokee - marketing & media in Sandpoint Idaho. I have held this position since 1997. Sandpoint, home to Schweitzer Mountain Resort and Lake Pend Oreille, is primarily a tourist town, thus the nature of most of the work I did is about location. On most projects I was part of development team that created a marketing message & strategies, execution of the marketing plan included design implementation from company identity to all mediums of marketing pieces including package design, print pieces, event display design, web site development, ad placement, and social media campaigns.

My experience has helped me develop strong skills in many Adobe software programs and a thorough understanding of production in all mediums of print, web, event displays, packaging. This 8 page pdf was created as a simple, leave behind.

Or go to an updated version online

**[www.LauraWahlDesigner.com](http://www.LauraWahlDesigner.com)**



# PRINT :: MAGAZINE

1997 - 2018  
SANDPOINT MAGAZINE

Art director

Sandpoint Magazine, one of several proprietary products, is produced twice a year. It is a substantial, well done magazine ranging from 150-225 pages. As the art director I design the entire magazine along with an editor, with help in ad design.

When I arrived, in 1997, Sandpoint Magazine was a 48 page 2-color (with a 4-color section) publication. It has grown to a respectable, well loved publication averaging 150 pages of full color with a heavy stock matte cover. Thirty thousand copies are printed twice a year. Sales account for 60% of the Company's Gross income. And the quality of design, and editorial content are outstanding for a lightly populated area like Sandpoint.

I have art directed over 40 issues, with 5 or more major redesigns and many improvements. Magazine Design has fostered my love of fonts and powerful imagery. With a deep understanding of magazine design from my training in NYC, where I was a team designer for Mother Earth News, Psychology Today and PC Weekly's Redesign, it remains my "Happy Place," and where I thrive.

Go to the current site now [www.sandpointmagazine.com](http://www.sandpointmagazine.com)



# PRINT :: VISITOR GUIDE

1997 - 2019

## SANDPOINT CHAMBER OF COMMERCE VISITOR GUIDE

Creative director

This Chamber piece has always been what we call a hard working piece with the opening 6 pages being the powerful sell on a beautiful place and the remaining 10 pages the nuts and bolts of local travel information.

Backed by an website and ad campaign, the Visit Sandpoint Brochure has won best marketing brochure by Idaho Travel Council twice. I have designed and produced over 24 (16 page) visitor guides in the last 20+ years.

Go to the current site now [www.VisitSandpoint.com](http://www.VisitSandpoint.com)



# PRINT :: ANNUAL REPORT

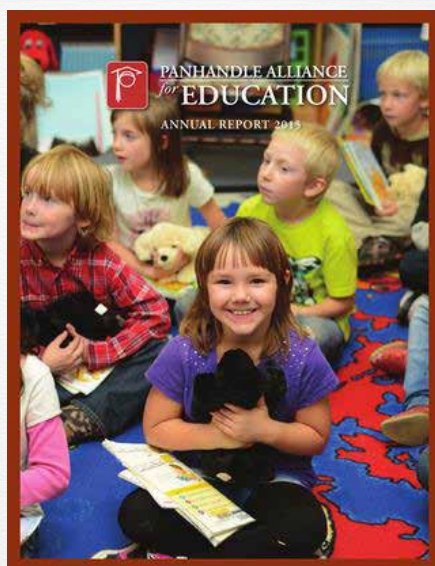
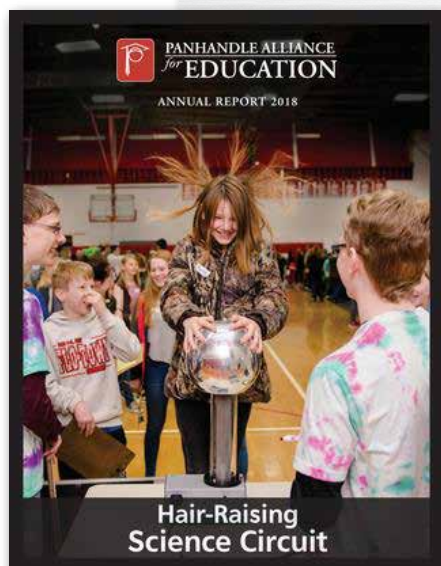
2002 - 2016

PANHANDLE ALLIANCE FOR EDUCATION

Creative director

An Annual Report and their yearly "request for donations" as well as their response piece to any inquiries, this has been a favorite client for years. Not only is it a wonderful visionary group to work with, but their mission has done great work for our community. Each year their request strategy is to tell their story with a focus on achievement. I have produced over 8 annual reports.

Go to the current site now [www.PanhandleAlliance.org](http://www.PanhandleAlliance.org)



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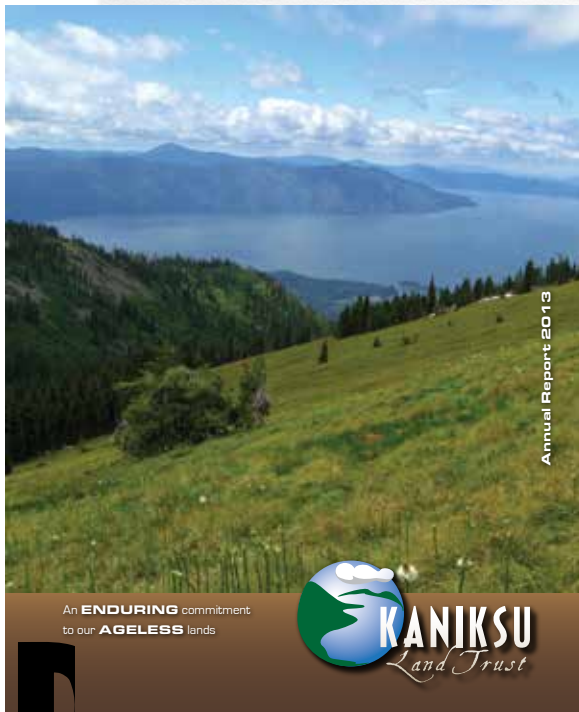
# MARKETING KANIKSU LAND TRUST

Creative director

With a new director, a new identity, this group needed a full range of marketing materials. We started with name change, identity design and Annual Report. They have exceeded their initial goals upon mailing of the new annual report and have been adding staff ever since. Their marketing now includes, print, postcards, e-newsletter, multiple logos, event displays, bumperstickers, and video.

It's nice to see good people with good intentions, succeed and it's even easier to market them...

Go to the current site now [www.KaniksuLandTrust.org](http://www.KaniksuLandTrust.org)



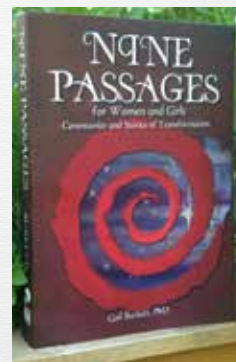
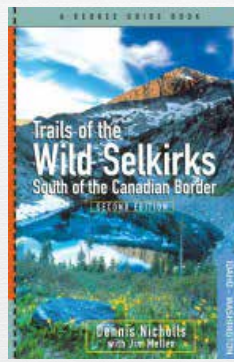
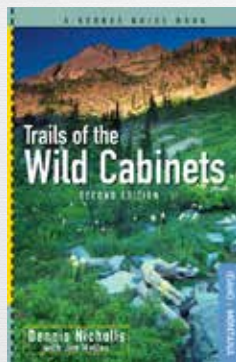
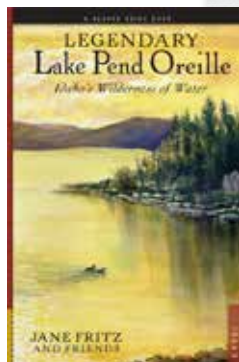
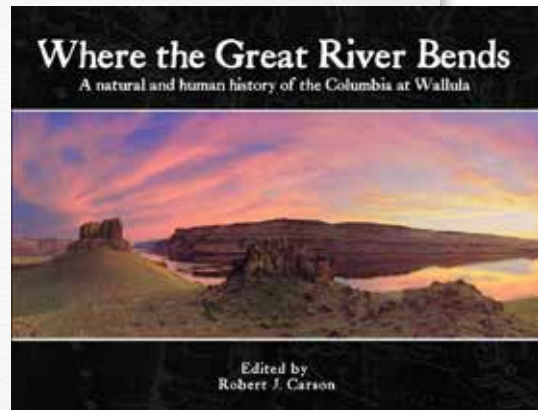
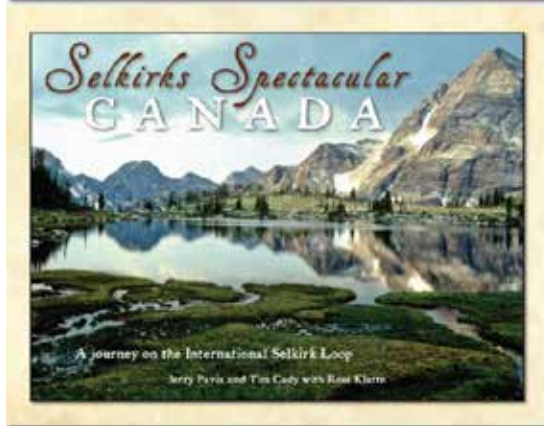
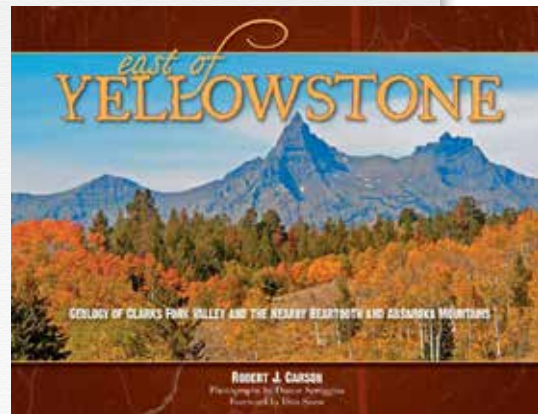
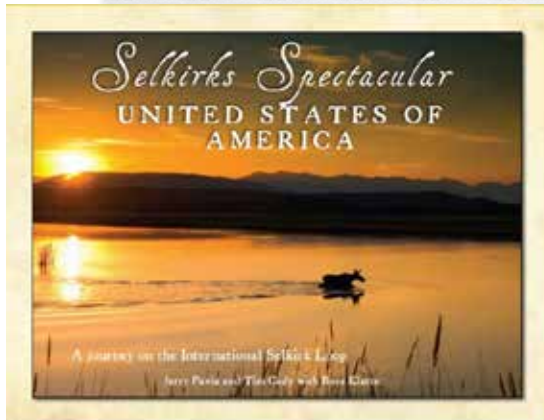
# LOGOS

Often when a new client shows up, we start with their identity, sometimes it entails market research to understand what works and what doesn't, mostly I believe good identity comes from listening to the client and then removing all the extra noise.. All logo work here was followed by complete, business cards, letterheads and printed materials including websites.



# BOOKS

Through the years Keokee has developed proprietary products such as our Magazine, Maps and coffee table books on travel and geology, and regional books. I have also designed dozens of books on contract, here are a few of more interesting opportunities I have had.



# PACKAGING, EVENTS/DISPLAYS

I have been involved in packaging design from products in skin care to textiles. Working with printers, packaging production, labels printed in China, Books in Korea, Displays ordered, produced and delivered.

