

The KeLa Commitment - Helping our clients succeed

Client:
Camrose Rotary Club

Project:
Promotional materials for Four Seasons Environmental Centre



Project Brief

The Camrose Rotary Club required a complete interpretive display system. The display was to cover multiple topics and had to appeal to a wide age group, ranging from children to the elderly. Materials had to be portable, durable and easily storable. Educational materials for primary school grades and fundraising marketing materials were also needed.

Research

With little background information available, the KeLa Graphics team began the process with gathering an enormous amount of research about the Stoney Creek Valley and area. Much of the cultural information was collected from community members while the majority of the natural history was obtained from over a 100 years worth of reference collections and research papers.

Inspiration and Design

When it came to laying out the graphics and the design, the KeLa Graphics team was easily inspired. The creative ideas came from the sources

of the Stoney Creek Valley, using colors and images of that area to produce the promotional materials. Committed to environmental stewardship, the team used vegetable-based inks, recycled paper and environmentally conscious practices wherever possible.

Final Design

KeLa Graphics rose to the occasion by producing 12 portable pop-displays and 12 posters. Designed for practicality and ease of use, these hardy materials lay flat and meet the needs for storage at the Stoney Creek Centre building. A brochure, invitations, art cards and park map were also designed and printed. For the local schools a series of educational resource booklets and activity kits were designed for grades 1 to 6. From the research that was collected, the talented KeLa Graphics team also created a website ([HYPERLINK "http://www.cfsep.ca"](http://www.cfsep.ca) www.cfsep.ca) and produced an interactive CD containing over 400 pages of educational reference material, images and historical documents.