SOUTHERN OREGON HISTORICAL SOCIETY

TYPES OF PROJECTS CREATED

- Wordmark/Identifier/Masthead Design
- Visual Identity/Branding

- Magazine
- Reply Envelope

Additional Details

Contact: Allison Weiss, Former Executive Director, Southern Oregon Historical Society; Executive Director, Sandy Spring Museum

Client: 2010–2011 | Website: sohs.org

aweiss@sandyspringmuseum.org 301.774.0022

Description: Allison hired me to serve as Managing Editor of the Southern Oregon Historical Society's magazine in addition to designing, typesetting, editing, and writing articles for the publication. There was no existing visual identity or branding to speak of, so in the process of designing the magazine, we selected typography and formulated a color scheme with an antique, historical feel. I came up with a new title for the magazine (*Southern Oregon Stories*) and created a wordmark/identifier and masthead.

To keep the magazine's printing costs down, we limited the palette to two colors (a deep, earthy brown paired with black) and created lush duotones, resutling in a far richer look than the previous magazine for minimal cost. We also incorporated watermark ornamental flourishes, shaded color block overlays, and a unique combination of a vintage-style script and a chunky, rustic display typeface for the headings.

Due to budget constraints, SOHS staff took on the challenging task of producing the next iteration of the magazine using the template, fonts, and colors we provided, but their lack of knowledge and skills in this area led to a decline in quality.

Allison had also hoped to incorporate the new visual identity we had established into a website revamp in future, but again, budget prevented this from coming to fruition, and with the change in leadership following Allison's departure, the new direction we had created through *Southern Oregon Stories* was not effectively applied to other publications and their online presence.

Comments by Allison:

- "I was so impressed with all of the different skills you brought to our project: management skills, people skills, design, and editing ... you did it all with amazing attention to detail! You thought of many things I would have otherwise overlooked. And you are an absolute pleasure to work with."
- "You are such a gem for pulling this all together. I am so impressed with your work ethic."

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Horse-drawn wagon at Hanley Farm, photographed by Darlene Lyon Kruse in 2009

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Ingredients: Wheat, sunshine, rain. Net weight: 2 lbs. www.sohs.org/hanley_farm.html

Experience what food tasted like 100 ears ago when it was planted and harvested by hoof and hand. Grown in cooperation with the Southern Oregon Draft and Harness Association, Hanley Horsepower Flour and Wheat Berries are perfect for holiday baking and gifts. With no additives or preservatives, these products are available in limited quantities for a short period of time each year. Look for the Hanley Horsepower label at Ashland Food Co-op, Butte Creek Mill, Gary West Meats, Grange Co-op, Jacksonville Mercantile, and Rogue Creamery. Your purchase helps sustain one of Oregon's national historic landmarks.

oin our Bring History to Life Campaign.

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*H*ealth & Beauty Aids of the **1800s** WHEN: December 11, 2010, 1-3 pm WHERE: The History Center in Medford hat if you had to make w

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Southern Oregon at War /HERE: Medford Public Librar Holidays at Hanley House

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Diary of a Young Lady

The Valley's First **Preacher**



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