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## BROCHURE DESIGN FOR GREENING URBAN

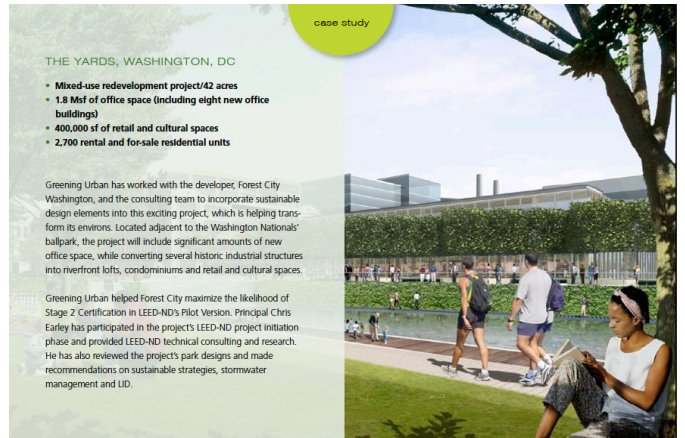
We've helped **Greening Urban**, a LEED™-certified consultancy, with their marketing by designing and producing their corporate logo, stationery, advertising, website, and booth display.

We were also tasked with designing their capabilities brochure, a key piece of marketing collateral. We brought on a copywriter to give a marketing slant to the client's original copy. Once we knew how much copy there would be, we started choosing Greening Urban's photos and illustrations, and designing the brochure.

One way to make a print piece unique is to use a non-standard size – we laid out the design as a horizontal 9"x6" 12-page booklet. It's a dynamic layout that includes transparent color washes, graphic elements that mimic faux stickers, and the green and black colors from Greening Urban's established brand.

We worked with the printer, **HBP Printing**, to find the right recycled paper stock – in keeping with GU's green profile. We also created an email-friendly PDF version, so they can distribute it digitally.

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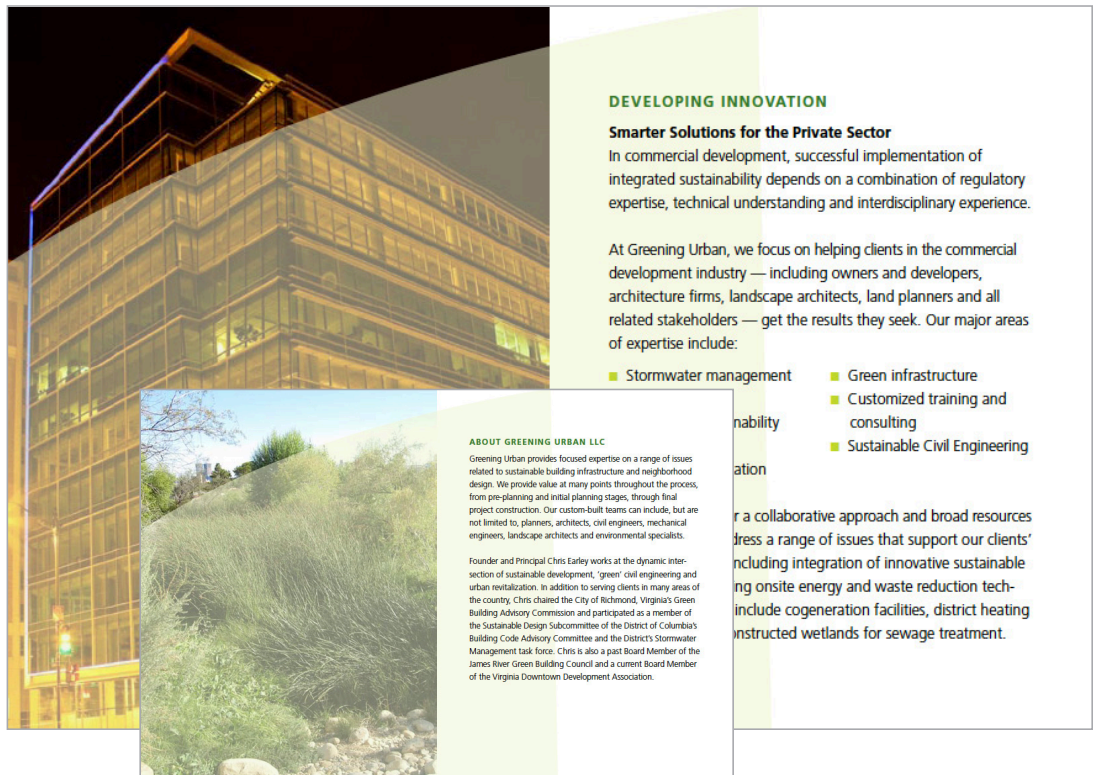


### THE YARDS, WASHINGTON, DC

- Mixed-use redevelopment project/42 acres
- 1.8 Msf of office space (including eight new office buildings)
- 400,000 sf of retail and cultural spaces
- 2,700 rental and for-sale residential units

Greening Urban has worked with the developer, Forest City Washington, and the consulting team to incorporate sustainable design elements into this exciting project, which is helping transform its environs. Located adjacent to the Washington Nationals' ballpark, the project will include significant amounts of new office space, while converting several historic industrial structures into riverfront lofts, condominiums and retail and cultural spaces.

Greening Urban helped Forest City maximize the likelihood of Stage 2 Certification in LEED-ND's Pilot Version. Principal Chris Earley has participated in the project's LEED-ND project initiation phase and provided LEED-ND technical consulting and research. He has also reviewed the project's park designs and made recommendations on sustainable strategies, stormwater management and U.D.



### DEVELOPING INNOVATION

#### Smarter Solutions for the Private Sector

In commercial development, successful implementation of integrated sustainability depends on a combination of regulatory expertise, technical understanding and interdisciplinary experience.

At Greening Urban, we focus on helping clients in the commercial development industry — including owners and developers, architecture firms, landscape architects, land planners and all related stakeholders — get the results they seek. Our major areas of expertise include:

- Stormwater management
- Green infrastructure
- Customized training and consulting
- Sustainable Civil Engineering

#### ABOUT GREENING URBAN LLC

Greening Urban provides focused expertise on a range of issues related to sustainable building infrastructure and neighborhood design. We provide value at many points throughout the process, from pre-planning and initial planning stages, through final project construction. Our custom-built teams can include, but are not limited to, planners, architects, civil engineers, mechanical engineers, landscape architects and environmental specialists.

Founder and Principal Chris Earley works at the dynamic intersection of sustainable development, 'green' civil engineering and urban revitalization. In addition to serving clients in many areas of the country, Chris chaired the City of Richmond, Virginia's Green Building Advisory Commission and participated as a member of the Sustainable Design Subcommittee of the District of Columbia's Building Code Advisory Committee and the District's Stormwater Management task force. Chris is also a past Board Member of the James River Green Building Council and a current Board Member of the Virginia Downtown Development Association.