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BROCHURE DESIGN FOR GREENING URBAN

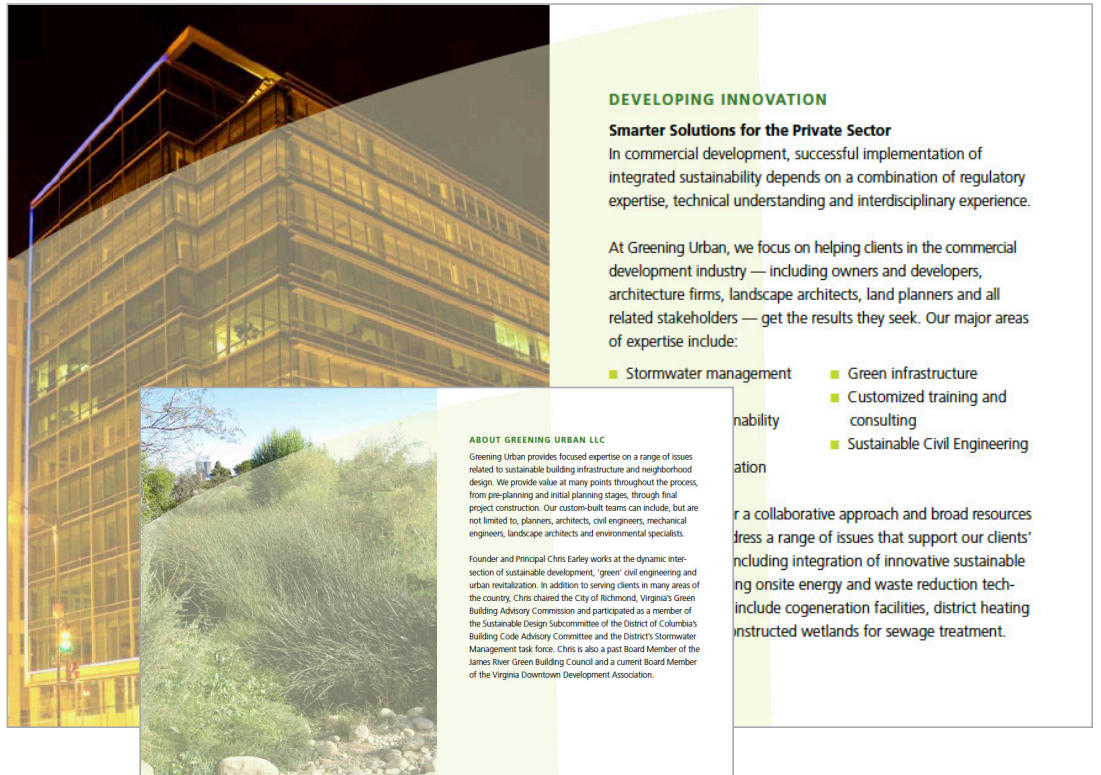
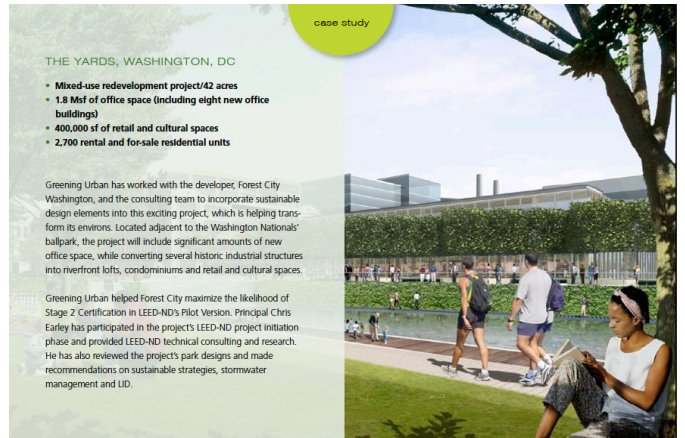
We've helped **Greening Urban**, a LEED™-certified consultancy, with their marketing by designing and producing their corporate logo, stationery, advertising, website, and booth display.

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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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.

For a collaborative approach and broad resources to address a range of issues that support our clients' including integration of innovative sustainable energy and waste reduction technologies, onsite energy and waste reduction technologies, cogeneration facilities, district heating and constructed wetlands for sewage treatment.