



Specializing in the creation of
**Parks & Recreation
Activities & Services
GUIDES** & More!

As an experienced graphic designer and new ORPA member, Gwen Speicher now specializes in Recreation, Activities & Services Guides for Oregon Parks and Recreation Departments.

Gwen draws on her skills in page layout, copywriting, illustration, photography and image editing for each project. She transforms disparate program descriptions coming from a variety of sources into an attractive, organized publication that includes:

- A consistent distinctive style, developed for each community's publication
- Appealing covers that reflect the season, the community and the content
- A detailed, quick-reference Table of Contents
- Logical sequence of activities and events grouped in categories
- Maps, tables and charts as needed
- Engaging illustrations and photos throughout
- Registration form and instructions
- Page numbers and department info on every page
- Any custom features required to suit your needs

Every guide is also provided as a basic PDF file—at no extra cost—for posting on your department's web site. An interactive online guide can also be created for an additional nominal fee.





GWEN'S GRAPHIC SOLUTIONS

Gwen Speicher

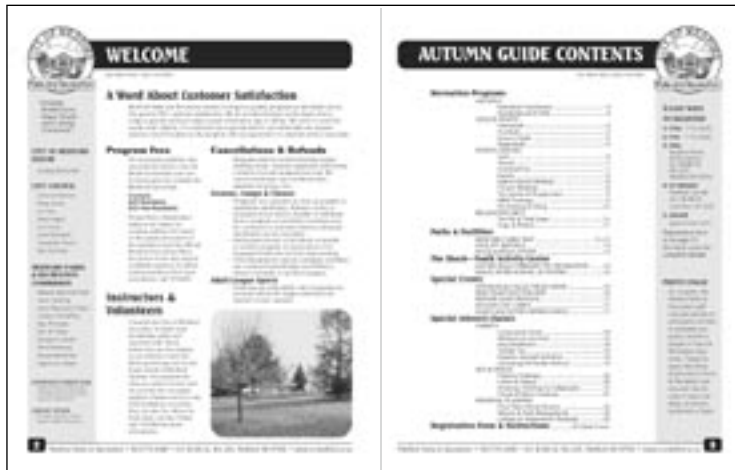
138 N Third Street
Ashland OR 97520

Cell: 541/621-3494
Fax: 541/482-0674

E-mail: graphicsolutions@charter.net
Web Site: www.gwensgraphicsolutions.com

THE ADVANTAGES OF PROFESSIONAL DESIGN

Professional design using sophisticated page layout & graphics software enables your department to:

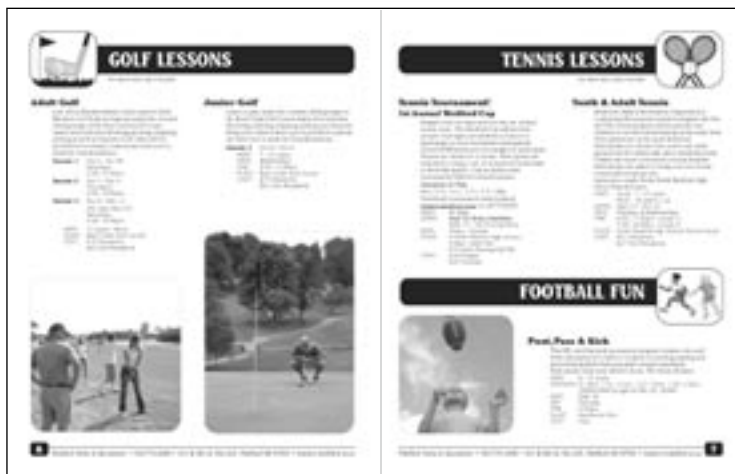


- Communicate with the community in clear, user-friendly fashion, resulting in increased participation in your programs.
- Create a brand identity so all department printed matter is standardized and easily recognizable.
- Appeal to both youth and adults with a fun format.
- Free up your staff to develop programs and content...and to register participants!

How Do We COMMUNICATE?

The electronic age enables most communication to be done by phone, email, and fax. Proofs are e-mailed as PDF files on a regular basis as the publication progresses. For no charge, Gwen will travel up to 100 miles from Ashland for an initial consultation. Further distances require overnight expenses be paid.

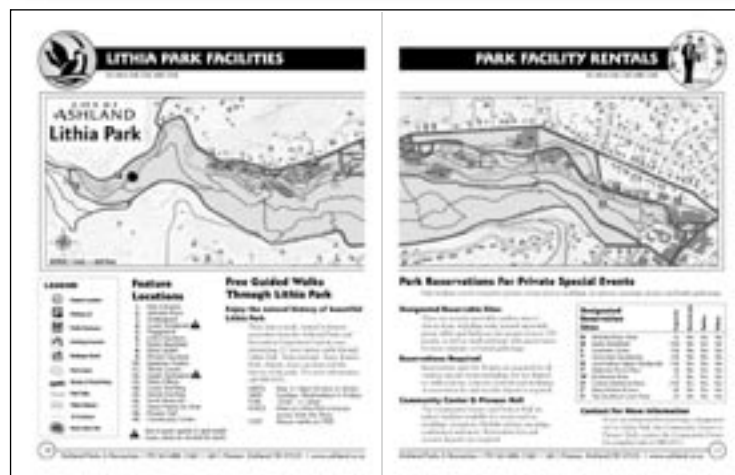
Preferred lead time for Guides is 6-8 weeks. A suggested time line will be provided.



PRINTING MATTERS

Graphic Solutions can use a local printer of your choice or will arrange printing (preferred) with the Ashland Daily Tidings/Medford Mail Tribune printing service, which has a Heidelberg web press and extremely competitive pricing. Printing in Ashland allows Gwen to exercise quality-control. Her relationship with the printer enables her to get proofs quickly and make technical alterations up to press time.

Graphic Solutions can also arrange shipping and provide cost quotes upon request. Additionally, bulk mailings can be arranged through the printer at reduced rates.



EFFECTIVE & AFFORDABLE

Surprisingly affordable, these Guides fit easily into most Parks & Recreation budgets. A typical Guide will have a per-page design cost of \$145. Most Guides will be 24 pages (about letter-size) printed on newsprint with a saddle stitched (stapled) binding. Color pages (recommended for covers) are \$50 more. Call Gwen for estimates on other design projects, such as flyers, brochures, newspaper ads, maps and more.