

Ten  
Ideas  
that  
Matter

Forty  
Designers  
who saw  
a way to  
change  
the world

One  
Paper  
Company  
who  
believed  
in their  
vision

1

0

4

0

1

sappi

Thank you.

**Truth be told, you are deserving of far more than just our gratitude. Because of your generous support of Sappi brands like McCoy and Opus, we are able to support Ideas that Matter—our industry’s only grant program aimed at helping designers create and implement print projects that serve the charitable activities they care about most. As a result of your creativity, the homeless are discovering a safe path back into society, children with special needs are finding a voice for their emotional pain and diseases like dementia are being met with empathy, not fear. This book is a very small sample of the countless ideas that have been awarded nearly \$10 million in grant money since we began the program 10 short years ago. We trust you’ll find the work of these passionate designers as inspiring as we do, and we look forward to continuing to partner with you in creating a better world through the power of print.**

**04** AIGA DESIGN FOR DEMOCRACY  
ELECTION DESIGN: MODELS FOR IMPROVEMENT

**12** MIGRANT AND SEASONAL HEAD START  
COLLABORATION OFFICE  
MIGRANT AND SEASONAL HEAD START  
CENTER LOCATOR DIRECTORY

**20** ART WITH HEART  
CHILL & SPILL ART THERAPY JOURNAL

**28** AMETRICAL!  
EMBRACING THE METRIC SYSTEM

**36** DEPELCHIN CHILDREN'S CENTER  
AFTER HARM, HOPE. BUILDING A FOREVER FAMILY

**44**

**RED FEATHER DEVELOPMENT GROUP  
BUILDING ONE HOUSE: A HANDBOOK FOR  
STRAW BALE CONSTRUCTION**

**52**

**THE AUTISM RESEARCH INSTITUTE  
SOMETHING HAS COME BETWEEN US**

**60**

**ANTOINETTE WESTPHAL COLLEGE OF  
MEDIA ARTS & DESIGN, DREXEL UNIVERSITY  
EX:IT FOUNDATION**

**68**

**GREEN MAP  
DIRECTIONS TO A SUSTAINABLE FUTURE**

**76**

**JOEY'S CORNER  
A NONPROFIT DESIGN FIRM IS BORN**

**AIGA  
DESIGN FOR  
DEMOCRACY  
ELECTION  
DESIGN:  
MODELS FOR  
IMPROVEMENT**

1

Like many Americans, Marcia Lausen—Design Director of University of Chicago's Studio/Lab—was deeply concerned by the 2000 presidential election voting debacle. Illegible ballots, hanging chads, outdated technology; the system was clearly not working. So Lausen, a champion of the power of design to affect change, set out with her team to re-imagine the American voting experience. Working with Design for Democracy, a national initiative of AIGA, Marcia and her creative team, comprised of design professionals, educators and students, began devising ways to improve the physical and informational systems involved in the voting experience.

But ensuring that every citizen's voice is heard and every vote counts is easier said than done. "Thinking that 'design' means 'decoration,' most election officials do not enlist professional designers in the development process," says Lausen. However, Lausen and team were able to partner with forward-thinking election officials in Cook County, Illinois, and in the state of Oregon. The student/faculty team were trained as poll workers, conducted mock elections and gained an in-depth understanding of voting systems technology. In turn, they were able to develop prototypes for improved ballot design, election administration materials, absentee voting, provisional voting and a laundry list of other voting-related materials.

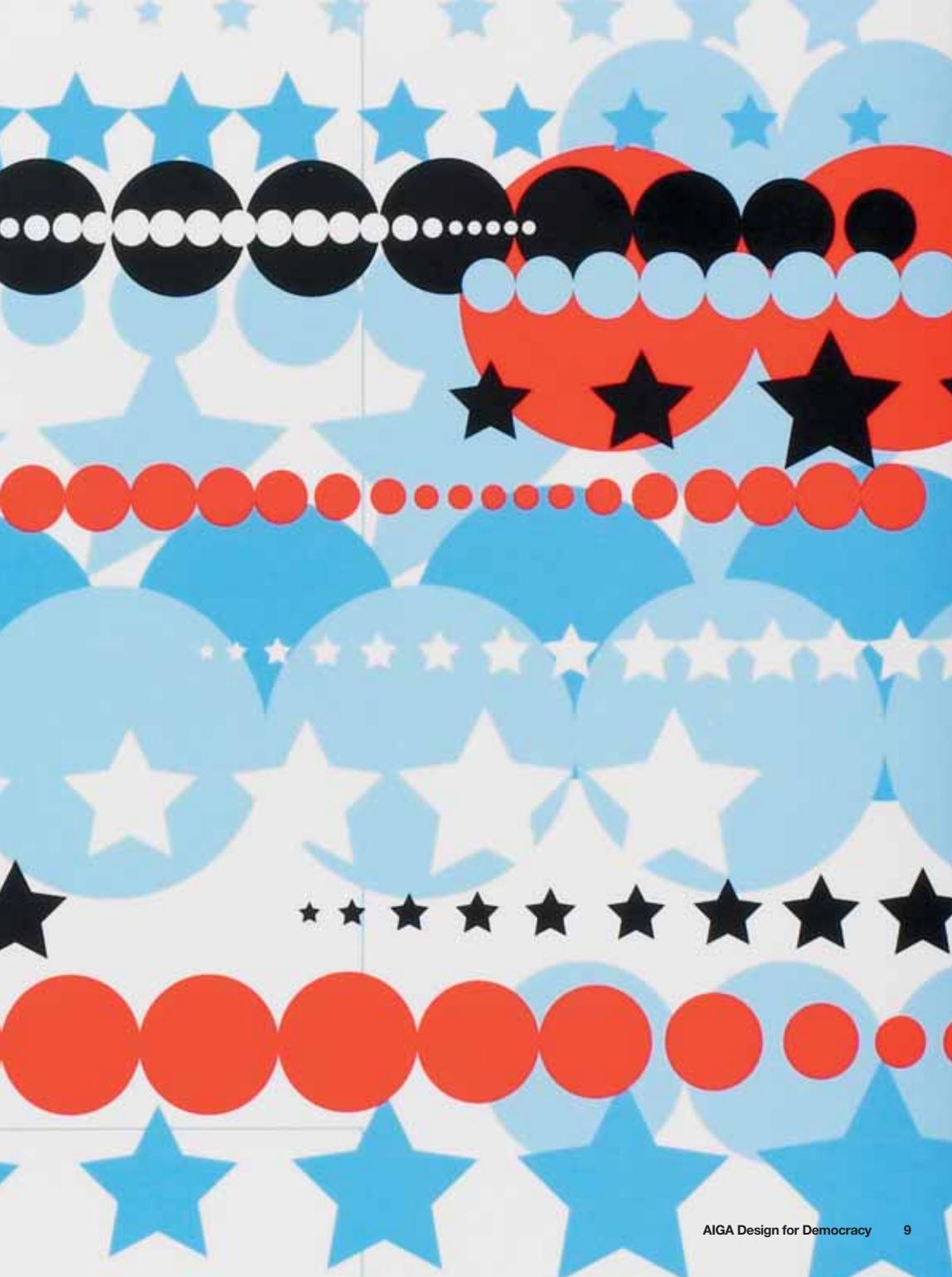
This groundwork formed the basis for a comprehensive design system that improved the quality, legibility and effectiveness of election materials. The book Lausen created, *Design for Democracy: Ballot + Election Design*, is a carefully conceived system of colors, symbols, images, typefaces, principles of organization and methods of execution—with guidelines and tools for implementation to be used by voting material designers and election administrators.

Since its publication, Lausen's work has been celebrated by the worldwide design community—exhibiting in Index (Copenhagen), Centre Pompidou (Paris), Design Biennale Luzern and the Smithsonian Institution. Design for Democracy went on to establish a professional research and design team that developed national ballot guidelines on behalf of the U.S. Election Assistance Commission.

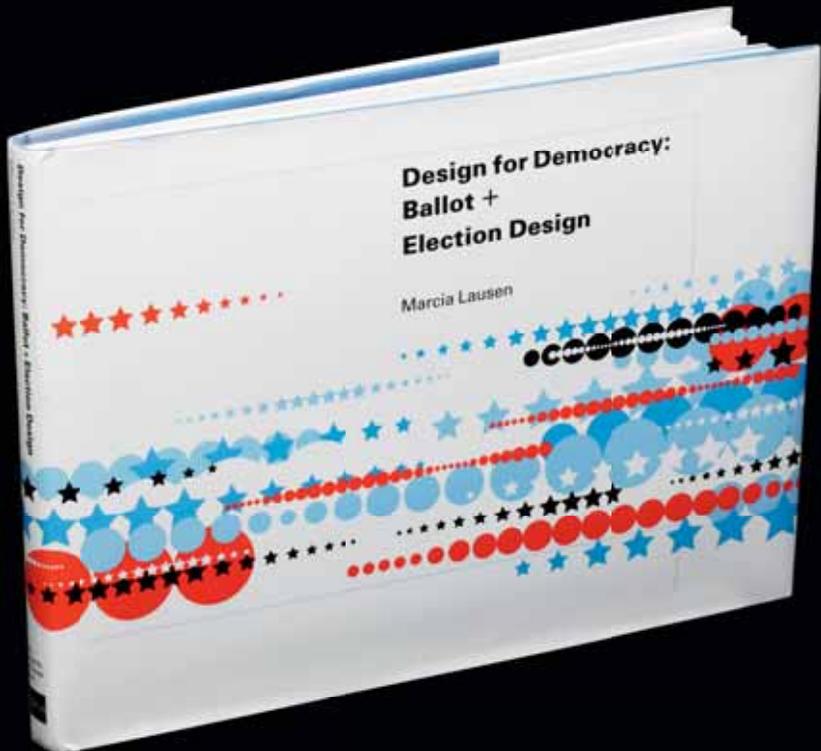
Most important, the work of Lausen and her team can be seen as a major victory in building trust in government and increasing civic participation through improved communication design.

**CREATIVE TEAM:**  
Marcia Lausen  
Stephen Melamed  
Dori Tunstall  
Ric Grefe  
John Lindback  
Cheyenne Medina  
Gretchen Schuller

**CAMPAIGN ELEMENTS:**  
Books printed on McCoy Matte







**Design for Democracy:  
Ballot +  
Election Design**

Marcia Lausen

The design team explored the use of icons to make it easier to convey information.



Use symbols to simplify communication.  
Symbols and icons provide immediate visual impact.  
They can be used effectively to clarify instructions and to  
place emphasis on important or new information.

symbols + icons

104





Use symbols to help people find their way. The parking place is often difficult to navigate. Accessibility icons and arrows from this system can easily be used to provide guidance to visitors.



Information Design Systems  
www.informationdesign.com



**MIGRANT AND  
SEASONAL  
HEAD START  
COLLABORATION  
OFFICE**

**MIGRANT AND  
SEASONAL**

**HEAD START  
CENTER  
LOCATOR  
DIRECTORY**

**2**

Designers at AED Social Change Design in Washington, D.C., have long been involved in numerous projects that address the plight of migrant workers and their children. Every year an estimated three to five million migrants flood into the United States. Shuttling from one farm to the next, their lives are defined by continual uncertainty in which they are forced to internalize the pressures of poverty and the instability of seasonal labor.

Sleeping in cars parked at highway rest stops or camping in the orchards where they work, these migrants lead an uncertain, dangerous and painfully nomadic life. Families may be in an area as few as two to six weeks before moving on, sometimes relocating as many as a dozen times during one season. Life is extremely difficult — but it is twice as hard for their children. Few attend school, fewer still speak English. Most accompany their parents into the fields; those over thirteen often work beside their parents.

Deeply touched by the plight of these workers, the team partnered with the Migrant and Seasonal Head Start Collaboration Office, a program that helps migrant workers find safe, comprehensive educational and social services for themselves and their families.

The collaboration resulted in the Migrant and Seasonal Head Start Center Locator Directory, a simple guide that provides workers with maps to the 450 individual centers and offices throughout the U.S. where Head Start programs operate. The maps include the months when the programs are operational, telephone numbers, street addresses and other specific contact information.

Produced in both English and Spanish, the simple layout and portable size (small enough to fit in a vehicle's glove box or bag) make it an invaluable resource for quickly and easily finding shelter, medical care, educational programs and other vital social services for the workers and their children. Above all, it allows these hard working people to live with security and dignity.

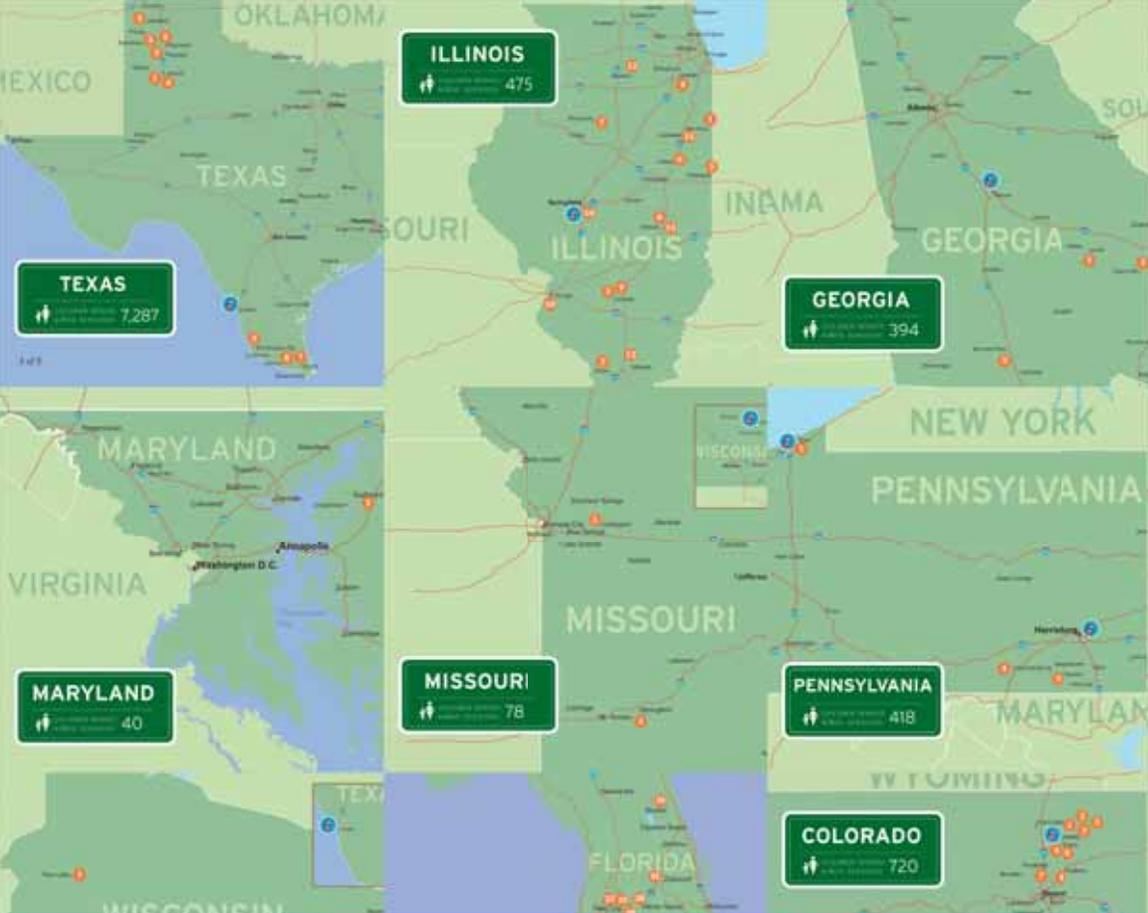
**CREATIVE TEAM:**

Anne Quito  
Charlene McNamara  
Deanna Ledet  
Brian Campbell  
Lauren Keister  
Marco Javier

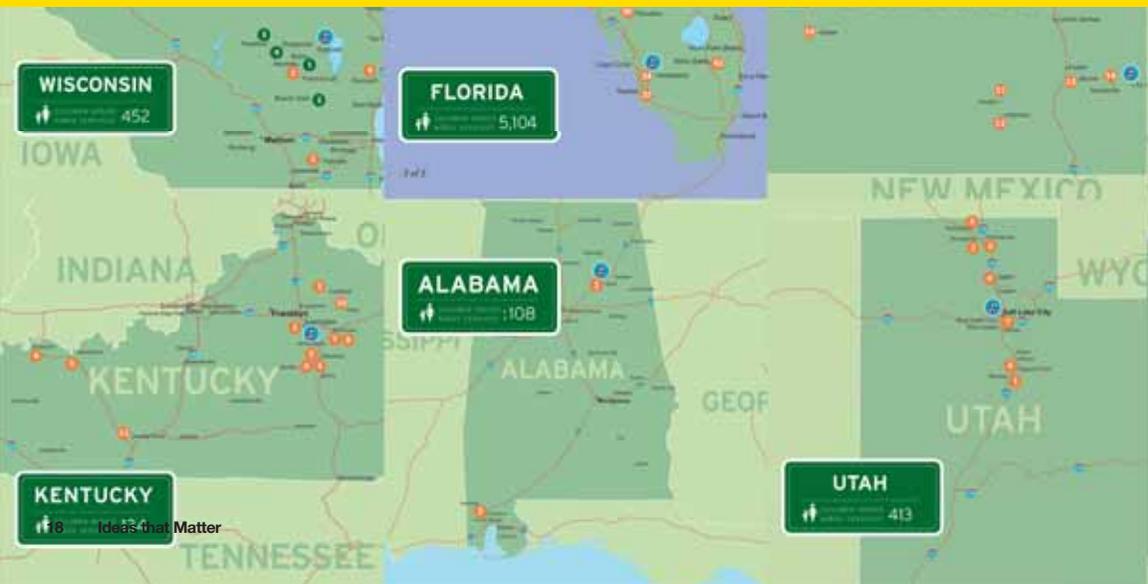
**CAMPAIGN ELEMENTS:**

Directory, Opus Dull 100lb cover & 70lb text; Posters, Opus Dull 70lb text; Bookmarks, Opus Dull 100lb cover





These maps help lead migrant workers and their families to Head Start centers.



**DELAWARE**

↑ 100% of children  
↓ 100% of children  
2019-2020 47



**LOUISIANA**

↑ 100% of children  
↓ 100% of children  
2019-2020 90



**NEW MEXICO**

↑ 100% of children  
↓ 100% of children  
2019-2020 132



**SOUTH CAROLINA**

↑ 100% of children  
↓ 100% of children  
2019-2020 297



**MICHIGAN**

↑ 100% of children  
↓ 100% of children  
2019-2020 1,484



**WASHINGTON**

↑ 100% of children  
↓ 100% of children  
2019-2020 3,229



**CALIFORNIA**

↑ 100% of children  
↓ 100% of children  
2019-2020 5,763



**NEW JERSEY**

↑ 100% of children  
↓ 100% of children  
2019-2020 142



**NEBRASKA**

↑ 100% of children  
↓ 100% of children  
2019-2020 68



**OREGON**

↑ 100% of children  
↓ 100% of children  
2019-2020 2,526



**INDIANA**

↑ 100% of children  
↓ 100% of children  
2019-2020 401



**OHIO**

↑ 100% of children  
↓ 100% of children  
2019-2020 746







**ART WITH  
HEART  
CHILL & SPILL  
ART THERAPY  
JOURNAL**

3

Children are particularly susceptible to, and often silent sufferers of, Post-Traumatic Stress Disorder (PTSD.) Consider this: In the six months following the tragic events of 9/11, approximately 75,000 New York City schoolchildren were found to be suffering from this highly misunderstood disorder. As affected children reach their teens, severe symptoms can manifest—interfering with their ability to perform and function socially. Consequently, these children are at a greater risk of developing ongoing mental health problems that could result in educational failure and chronic unemployment.

Art with Heart, a nonprofit organization that began as a community outreach branch of the Seattle chapter of AIGA, believed that creativity and self-expression could be a powerful tool to help children dealing with PTSD or other emotional challenges. In 2003, it spun off from AIGA to become its own charitable nonprofit organization, empowering young people to deal with trauma through therapeutic publications and programs that benefit youth on a national basis.

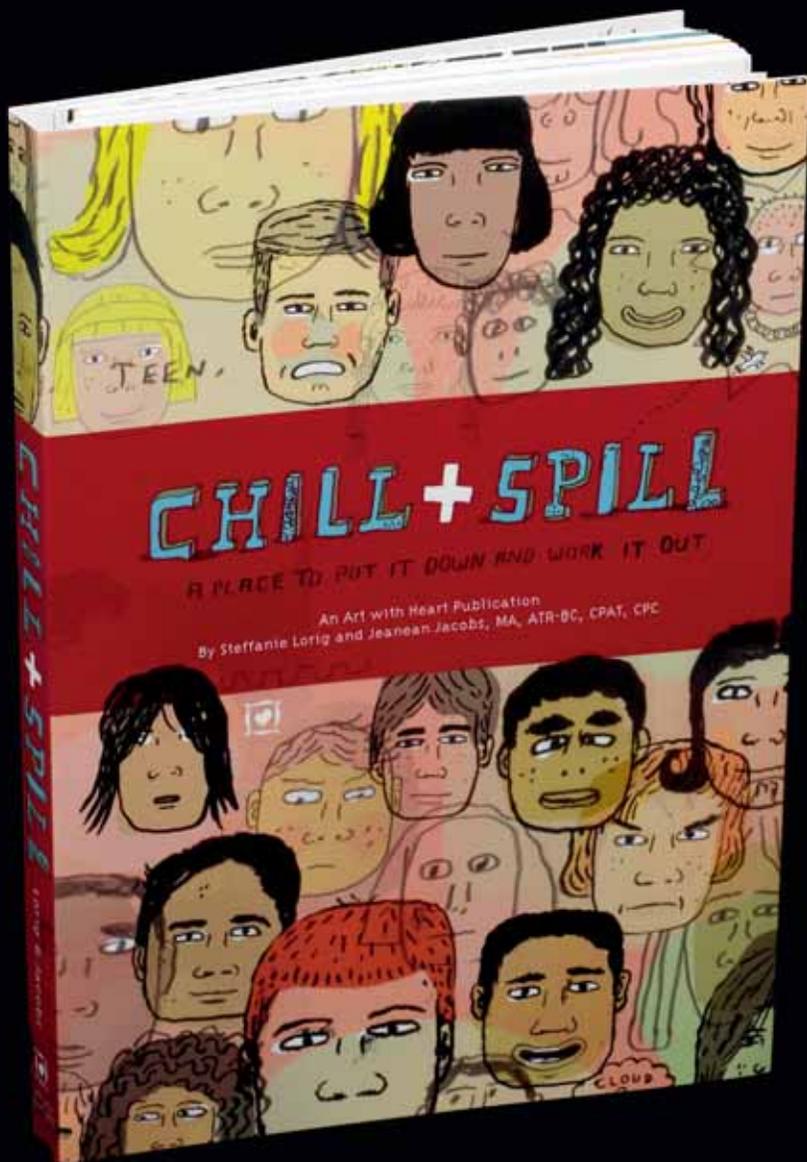
Art with Heart validates feelings and rebuilds broken spirits, healing children and giving them the strength to face another day despite their burdens. One of the organization's most powerful tools is the *Chill & Spill* Art Therapy Journal, which gives kids a place to articulate and transform the issues they are dealing with through creative expression. The work of

hip and emerging artists, interspersed with blank sheets, inspires kids to utilize their imaginations and explore answers to the questions and activities found in the journal. In short, the book enables adolescents to identify, manage and express difficult emotions that they might not initially have the words for. The ultimate goal is to promote healthy self-expression, increase self-awareness, help these children manage stress, and encourage positive choices.

The campaign is still underway. To date, the *Chill & Spill* Journal has helped over 16,000 adolescents cope with everything from anger management issues to substance abuse problems. Hundreds of hospitals, psychologists and mental healthcare professionals across the country have embraced the journal as a means of helping children heal and cope with painful challenges in their lives. In turn, thousands of teens can navigate life's challenges with greater resiliency and enjoy a happy, healthy and productive life.

CREATIVE TEAM:  
Andrew Wicklund  
Steffanie Lorig  
Jeanean Jacobs

CAMPAIGN ELEMENTS:  
Books and Reply Cards  
printed on McCoy



how big her lips are?  
SWEETIE  
Hulaskiet  
individual  
Joy  
Love

- Dear Diary
- No wait! Dear Mom  
are you reading  
this again
- Dear Julia  
WE NEED TO  
CHAT

FRUSTRATING  
LOVE  
FRUSTRATING  
FRUSTRATING

FRUSTRATING to me. That's when I go for a RUN  
JUST ME and MY I-Pod



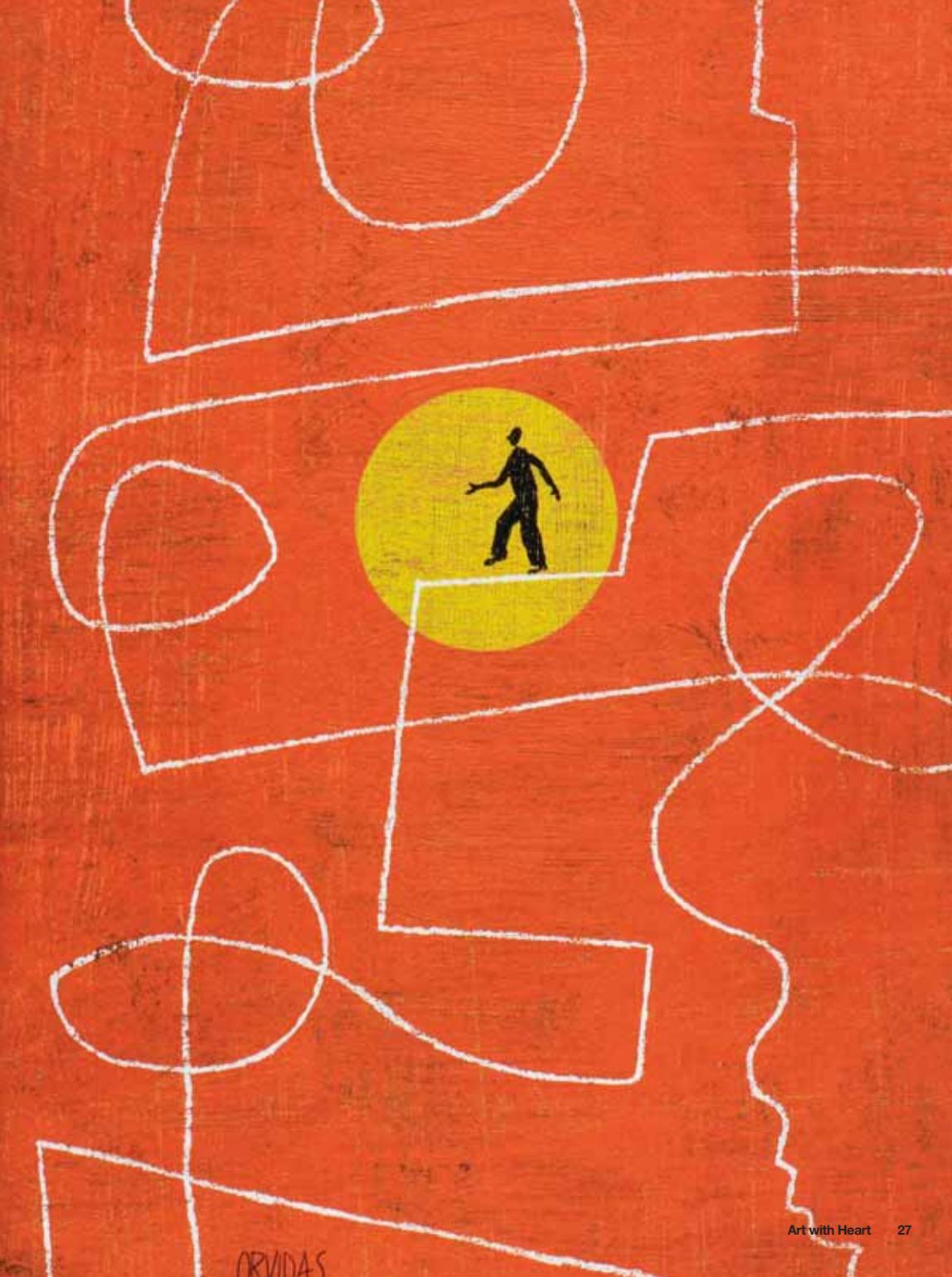
LIST  
ENCLOSED  
5/8 X 10"

BRENDA is  
A WITCH!!!

WHAT DO YOU THINK  
OF ME NOW!?!?!?

IF LIFE IS A  
FRONT DOOR  
THE MARCH RING

LIFE gets so

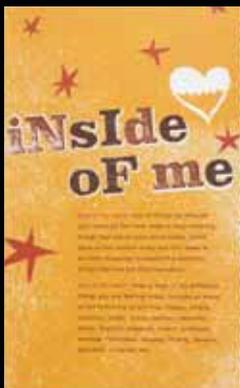


CRVIDAS





The book is populated with lots of creative ideas to spark self-expression.



# AMETRICA! EMBRACING THE METRIC SYSTEM

4

Today, the United States is one of only three nations that has not embraced the metric system. Using a measurement system other than the international standard has caused inefficiencies in education and manufacturing, and put U.S. businesses and labor at a competitive disadvantage in the global market.

To designer Amy Wang, who grew up in Taiwan before arriving in the U.S., this issue personally affected her educational experience. “Many of my classmates were international students...so when these guys came to the States they struggled with the units here. I found it extremely aggravating that I couldn’t hold simple conversations with them—not because of any language barriers, but because we couldn’t find numerical equivalents! Numbers are numbers.”

This frustration ultimately led to her collaboration with the U.S. Metric Association (USMA), which advises government and industry leaders on the subject of conversion. Amy believed that while the USMA carries out vital work, it lacked a public-friendly component. Her Ametrica! campaign was an attempt to preach to the unconverted, as well as motivate and unify those who already believe in the benefits of metric conversion.

That said, to overcome what could be experienced as potentially dry and uninteresting information, Amy made sure to inject a little fun into the campaign—making it bold and engaging, while educational at the same time.

To ensure maximum impact and awareness, Amy suggested a wealth of highly creative and intrusive media vehicles such as bus shelters, phone booth posters, wrapped buses, painted trucks, and electronic taxi billboards. She also proposed messaging on coffee cup sleeves, grocery bags, packing tape, campaign pins, television and the Web.

Along with a pitch book that appeals to cultural, financial and legislative leaders, the campaign is beginning to achieve Amy’s goals of arousing curiosity and prompting more and more people to question why one of the world’s leading nations is still out of sync with the rest of the metric world.

DESIGNER:  
Amy Wang

CAMPAIGN ELEMENTS:  
Books printed on McCoy

VIACOM

192

A. Lincoln

189

T. Jefferson

188

F. Roosevelt

187

B. Clinton

185

R. Reagan

183

J.F. Kennedy

182

R. Nixon

180

G.W. Bush

178

T. Roosevelt

163

J. Madison



Give or take 45 sleepy passengers and a few leftovers

13,600

r morning papers

00

kg

What! Why kilograms?  
Find out at [america.info](http://america.info)





To help make the metric system more accessible, Amy placed interesting facts on

...picked up a 2-liter soda lately? Written  
...0.7-millimeter pen? Taken 500-milligram  
...? Like Celsius degrees, they have units in  
...metric system, the international standard  
...measurement. In fact, the National Weather  
...works in Celsius too, so each weather  
...we get is actually converted for us.  
...are we learning the system no one else  
...just for it time  
...we moved to

**AMERICA!**

[www.ametrica.info](http://www.ametrica.info)

**85°C**

Ideal to serve

(also "unreasonably  
dangerous" or  
defectively  
manufactured")

**93°C**

Ideal to brew

**100°C**

Water boils

(which extracts flavor  
too quickly, causing  
bitter coffee  
before you know it)



everyday items...like coffee cup sleeves and supermarket shopping bags.

# DEPEL CHIN CHILDREN'S CENTER

AFTER HARM,  
HOPE.  
BUILDING A  
FOREVER FAMILY

5

In the United States, thousands of children are removed from their biological families or guardians each year due to child abuse, neglect or other factors. Most of these children are older kids, sibling groups or children with highly specialized needs. Finding safe and loving homes for them can be incredibly challenging and problematic. The sad truth is, most of these kids will remain in foster care until they reach adulthood.

Doug Hebert, Design Director of Savage Design Group, Inc., was lucky enough to be adopted when he was just a month old. However, his empathy for those less fortunate than himself led him to pick up the phone and offer his services to the DePelchin Children's Center. "I could not fathom the idea of a child my son's age, or even a pre-teen, not having someone to call 'mom' or 'dad'—not having what DePelchin calls a 'forever family'—especially after coming out of situations of sexual, emotional or physical abuse."

Each year, DePelchin serves over 25,000 clients and cares for over 1,100 children. The goal for Doug and his team was to help make potential adoptive parents comfortable with the process, increase their understanding of children who come from abusive environments, and reassure them that DePelchin is there to offer emotional and financial support until the children are grown.

So when it came to designing the introductory packet and orientation material for these parents, Doug wanted to ease adoptive parents through the process, dispel myths and misconceptions, but also let the emotional power come from the children themselves. Many of the stories are told from the children's point of view—what it means to be part of a "forever family."

The book Doug produced, *After Harm, Hope*, has become indispensable to DePelchin in communicating their story and helping potential parents truly see the beauty of giving a child—particularly an abused or troubled one—the unconditional love and support of a family.

DESIGNER:  
Doug Hebert

CAMPAIGN ELEMENTS:  
Book printed on McCoy Gloss  
100lb cover

# AFTER HARM, HOPE.

BUILDING A FOREVER FAMILY

DePelchin Children's Center



## Myths or Misconceptions About Adoption

Think you can't adopt? Think again.

There are a lot of misconceptions about what it takes to adopt a child. In the sections at the bottom, you may surprise us. We can help you explore... and embrace... your potential potential.

It's not just about the money. It's about the love, the support, the commitment, the care, the patience, the understanding, the faith, the joy, the laughter, the tears, the hope, the dreams, the love.

I can't adopt because I live in an apartment and I'm single.



But I'm not married.



It's not just about the money. It's about the love, the support, the commitment, the care, the patience, the understanding, the faith, the joy, the laughter, the tears, the hope, the dreams, the love.

I was a ballerina for years, when I was younger. But I'm not sure I would know how to raise a child of my own.



It's not just about the money. It's about the love, the support, the commitment, the care, the patience, the understanding, the faith, the joy, the laughter, the tears, the hope, the dreams, the love.

I'd love to adopt but I am 500 lbs overweight. How could I possibly be a great parent?



It's not just about the money. It's about the love, the support, the commitment, the care, the patience, the understanding, the faith, the joy, the laughter, the tears, the hope, the dreams, the love.

I don't think enough money to adopt a child.



The last thing I've ever taken care of is my cat.



It's not just about the money. It's about the love, the support, the commitment, the care, the patience, the understanding, the faith, the joy, the laughter, the tears, the hope, the dreams, the love.



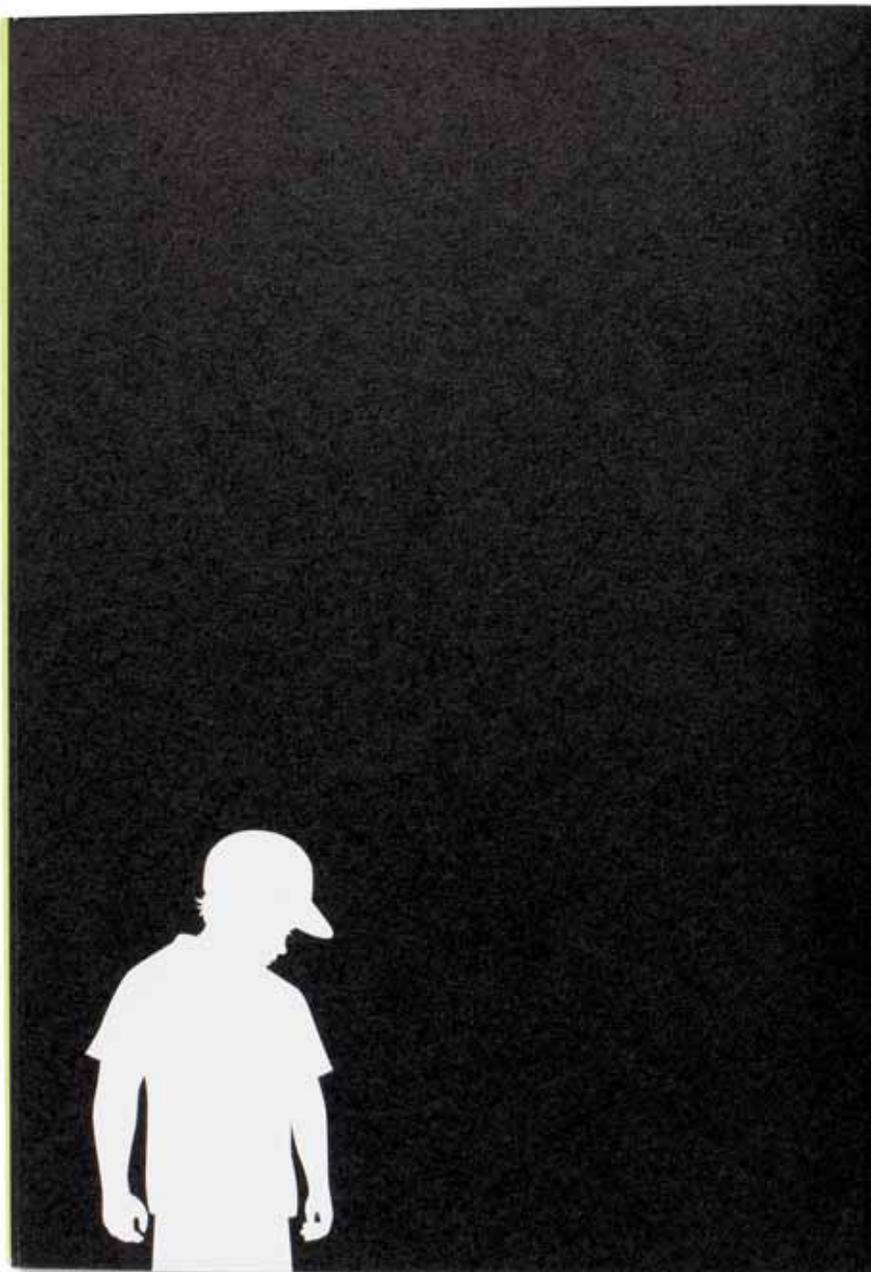
It's not just about the money. It's about the love, the support, the commitment, the care, the patience, the understanding, the faith, the joy, the laughter, the tears, the hope, the dreams, the love.

I'm in the fourth grade at a small Christian school. Because I have ADHD, my parents thought it would be better for me to be in a small school environment. I'm on the soccer team. I also like basketball, and I like to draw, sing and dance. One of my paintings was second place in the EAFV state competition (and in Dallas). I've also won a lot of honorable mentions. I'd like to go to college and become a fashion designer.

The best thing about my life now is that I'm still young, and I still have a lot more time to grow. And I have a family. We're going to Honduras together this summer on a mission trip. I've proved that I've overcome a lot of things. I've changed in behavior a lot. I would probably be doing lots of bad stuff if I had stayed at my old home and would still be as mean as I am now.

Arresting illustrations help prospective parents better understand these children.





~~\_\_\_\_\_~~! YOU'RE A NO GOOD  
~~\_\_\_\_\_~~ ~~\_\_\_\_\_~~ ~~\_\_\_\_\_~~!  
IF YOU DO THAT AGAIN  
I'M GONNA ~~\_\_\_\_\_~~ YOU!  
~~\_\_\_\_\_~~! I CAN PROMISE  
YOU THAT!

This is what your dad said before he locked you in the closet.

**RED FEATHER  
DEVELOPMENT  
GROUP**

**BUILDING  
ONE HOUSE:  
A HANDBOOK  
FOR**

# STRAW BALE CONSTRUCTION

# 6

Red Feather is a nonprofit organization that builds sustainable straw bale housing on American Indian reservations. Robert Young and his wife Anita established the group in 1994 after they learned of the acute poverty and dire housing issues afflicting many reservations throughout the United States.

In 1993, Robert was shocked to learn of the living conditions on the Pine Ridge Reservation in South Dakota. The previous winter, several tribal elders had frozen to death due to inadequate housing during the harsh winter conditions in South Dakota. Alarmed by this news, Robert set out to educate the Indian nation on straw bale building methods, empowering them to improve their own situation by building homes that not only keep members safe from the elements, but create a sense of community and self-sufficiency. Here, dignity and the ability to care for one's own are the cornerstones of Robert's endeavor. The construction takes place in summer months, and with the help of tribal members and volunteers, one straw bale dwelling takes only 2-3 weeks to complete.

The success of Red Feather spread throughout the world—even making it on to the *Oprah* show. When Michael Lindsay, President of Studiovertex Incorporated in Seattle, heard about Red Feather, he felt compelled to help. Michael knew he could create an educational tool for Red Feather to use on reservations in the winter months, to support and follow up on the organization's seminars on straw bale construction. Through his research, Michael found that most

books on straw bale construction tend to complicate the methodologies by showing different approaches and possibilities. He wanted the design of his book to clarify the steps in building one specific straw bale structure. He found a way to present the material in an organized and clean manner, integrating photography, illustrations and exploded views for clarification and reinforcement. The layout of the book makes it easy to skim through, giving simple-to-follow chapter introductions, as well as providing clear diagrams and captions for all photographs. The result? *Building One House*, a 180-page, in-depth book on how to create a sustainable, social, communal and even spiritual form of housing.

*Building One House* has been instrumental in achieving Red Feather's goal of helping reservations become self-sufficient—and enabling the Native American Indian community to create new structures like homes, libraries, schools and other public structures. As a testament to the power of *Building One House*, the Hopi community of Bacavi is about to initiate the first independent, native-controlled sustainable housing program. Once successful, this program, with the help of this book, can be replicated throughout hundreds of other communities in need.

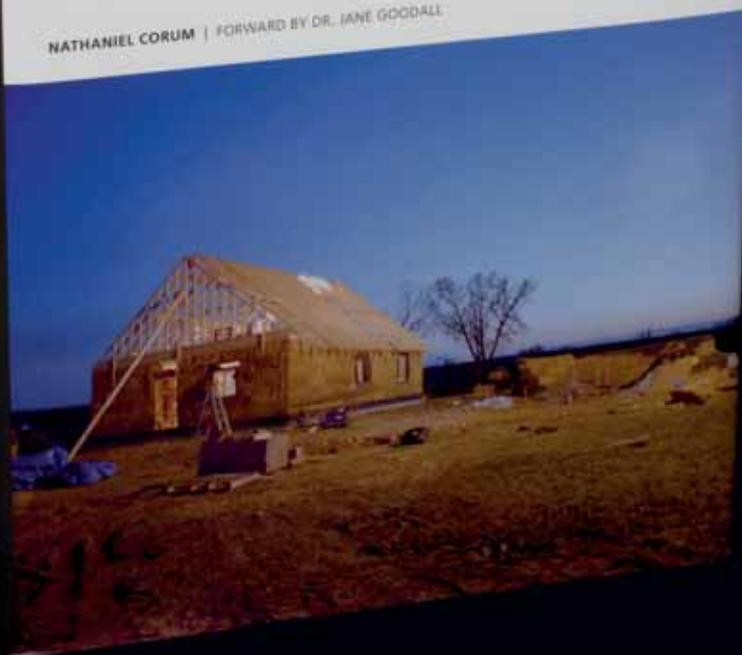
DESIGNER:  
Michael Lindsay

CAMPAIGN ELEMENTS:  
Book printed on McCoy

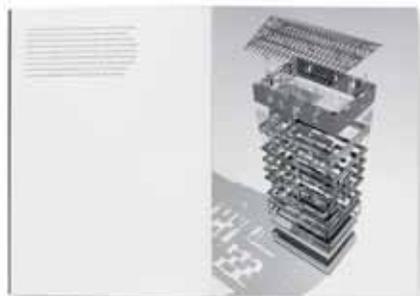
# Building One House

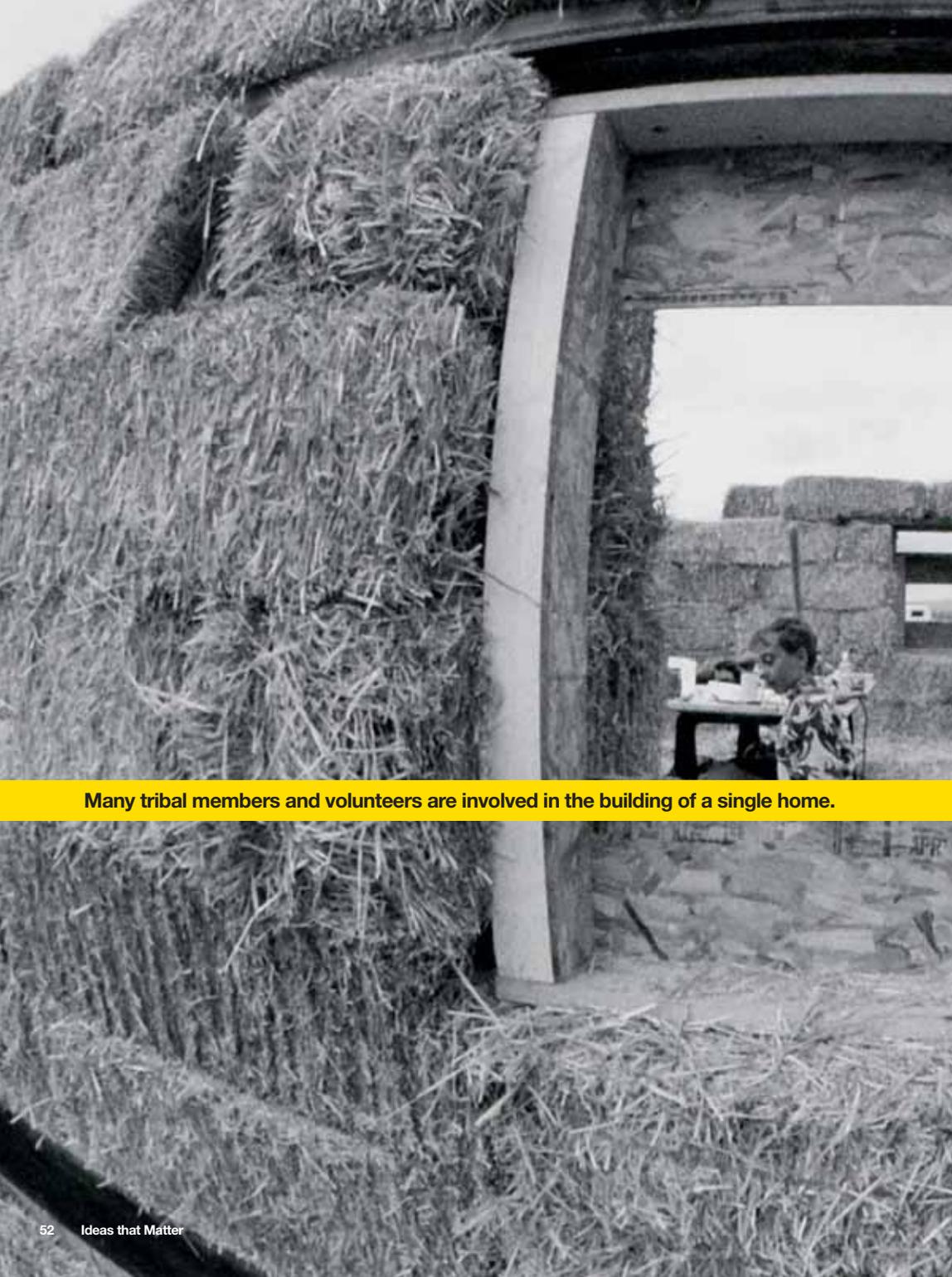
A Handbook for Straw Bale Construction

NATHANIEL CORUM | FORWARD BY DR. JANE GOODALL









Many tribal members and volunteers are involved in the building of a single home.



**THE AUTISM  
RESEARCH  
INSTITUTE  
SOMETHING  
HAS COME  
BETWEEN US**

7

Receiving a diagnosis of autism can be devastating for some parents, but for others it can be a relief to finally have a label for their child's frightening symptoms. Regardless, the overwhelming sense of helplessness and frustration that autism can unleash within a family is a story Dan and Jennifer McNulty knew only too well.

For months, their child suffered with ear infections and mysterious illnesses that made him miserably ill. It wasn't until they found a Defeat Autism Now! doctor through the Autism Research Institute (ARI) that their son dramatically improved. Based on the work of Dr. Bernard Rimland, the ARI has completely changed the way autism is treated, approaching it as a biological disorder with multiple causes, and treating biomedical issues in order to improve neurological functioning.

The McNultys wanted to help other families and professionals learn about the Autism Research Institute and their success with children of autism, so they set out to create an educational brochure on behalf of the work being done by the ARI and the hundreds of doctors internationally that have taken on the work of helping children fulfill their potential. The piece illustrates the inner turmoil caused by a child's inability to communicate adequately and process the world around them. It features actual children and families who have benefitted from biomedical treatments—all wrapped within a message of hope.

“We envisioned a series of stark, lonesome images in black and white that could somehow speak to the isolating effects of the disorder; that indeed ‘something has come between us.’ Daunting statistical information was included in bold typography to spell out what the child is experiencing. A series of illustrated pages follow, combining jumbled text on an angry field of red that visualizes the frustration and desperation shrouding the mind and body of a child who is locked inside. Moving forward, however, the book—like the children helped by the ARI—blossoms in full color and the children, initially shown alone, are finally brought together with family and friends.”

While the full effect of the work has yet to be realized, *Something Has Come Between Us* will undoubtedly help millions of families who are struggling to understand the illness, and will help their children lead happy and healthy lives.

**CREATIVE TEAM:**

Ryan Plantin  
Richard Huvar  
Eugene Bustillos,  
Roger Dela Rosa  
Marcelo Coelho  
Dan McNulty  
Jennifer McNulty  
Tasha Nesbit

**CAMPAIGN ELEMENTS:**

Brochure, McCoy Gloss  
80lb cover; Donation  
Envelope, McCoy 80lb  
text



**A**

I CAN SEE YOU

**T**

Fractured type and jarring messages dramatize what it's like to live with autism.

**I**

I CAN HEAR YOU  
BUT I CAN'T PROCESS

WHAT YOU  
ARE SAYING

**M**

I FEEL TOO MUCH SENSATION  
I LOVE, I FEEL...

I HEAR NOISES AND  
I AM TRYING TO FOCUS



**SOMETHING HAS COME**  
**BETWEEN** US

It is an epidemic—a disorder that knows no racial, ethnic or social boundaries. Once diagnosed in only one of every 2,500 children, it now occurs in one in every 166 (fifteen times as often!) It is autism and no longer can we deny that something must be done. At the Autism Research Institute, we were the first to recognize this disturbing trend and the first to initiate programs of research and treatment that will Defeat Autism Now!™

THE AUTISM RESEARCH INSTITUTE



20 YEARS AGO, 1 IN 10,000  
5 YEARS AGO, 1 IN 500  
**TODAY, 1 IN 175**  
20 YEARS FROM NOW...?

**ANTOINETTE  
WESTPHAL  
COLLEGE OF  
MEDIA ARTS &  
DESIGN, DREXEL  
UNIVERSITY  
EXIT**

**FOUNDATION**

**8**

Jody Graff, Director of the Graphic Design Program at Antoinette Westphal College of Media Arts & Design, met Alan Jacobson of ex;it foundation at a conference where he was speaking on the impact of a project he was working on in Rwanda. The foundation was working with Rwandan genocide survivors from the Rugerrero village to create sunflower cooking oil cooperatives. The sustainable operation was generating ongoing employment and income that, in turn, was improving the quality of life, overall health and education for the 500 people of this impoverished village.

After hearing Alan's story, it was only a matter of time before Jody engaged her students at Drexel University to use their collective design talents to help the Rugerrero Survivors Village Sunflower Oil Cooperatives in Western Rwanda.

At the time of their initial involvement, two cooperatives were established that were currently employing about 50 people and producing 20 to 30 liters of sunflower oil each day. The objective for the Drexel University design team was to create an identity and brand for the sunflower oil and the cooperatives—providing information to consumers on the health benefits and quality of the oil. The cooperatives also needed materials to support the sales and marketing of the oil.

At first, the students immersed themselves in the culture and context of the village. The mark that was created reflected the strength of both the community and Rwanda. The team created an entire communications system—everything from labels to business cards and posters. The work by Jody and her team not only gave a clear identity to the sunflower oil, it also made it easier for the villagers to brand and market the product. More importantly, it gave the villagers working in the cooperatives a sense of pride that they were part of a professional organization, and a feeling of hope in a future that their own hard work would help to shape.

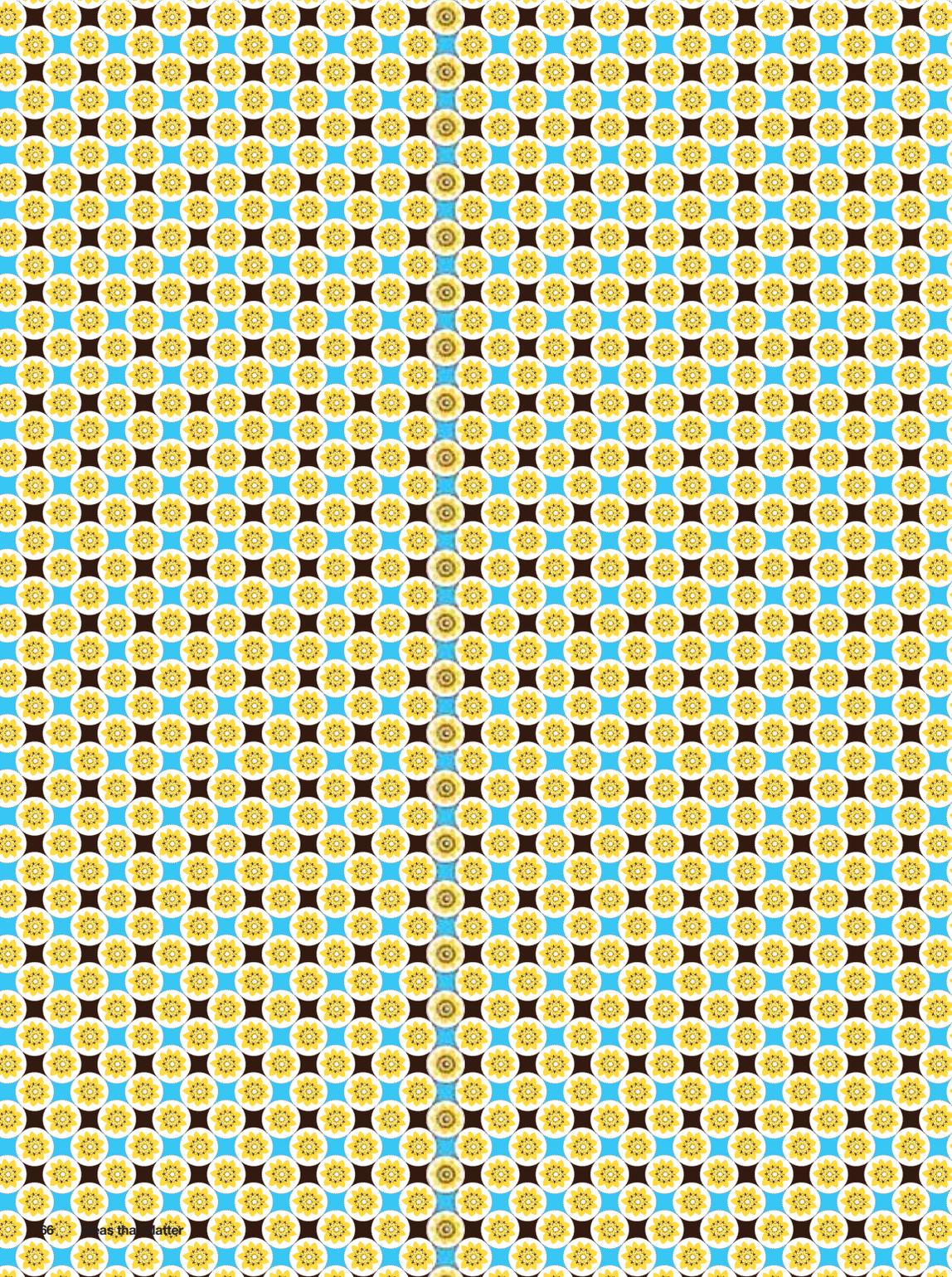
**CREATIVE TEAM:**

Jody Graff  
Alan Jacobson  
Kevin Dietrich  
Nicole Doenges  
Tristine Harding  
Kathleen Madamba  
Yesenia Perez-Cruz  
Maggie Ruder  
Annie Trencher

**CAMPAIGN ELEMENTS:**

Business Card, LOE Dull 100lb cover; Tags, LOE Dull 100lb cover; Poster, LOE Dull 100lb cover; Book, LOE Dull 100lb cover & 80lb text









The sunflower oil logo was printed on tags that could easily be placed around bottles.





MAVUTA Y'IBI  
RERO SUNFI

# **GREEN MAP DIRECTIONS TO A SUSTAINABLE FUTURE**

9

In order for the greening of the planet to gain momentum, it's critical to align a network of people behind the cause of sustainability. Through an engaged network, inspiring visuals can be disseminated that help make local environmental issues easily understood and embraced by the wider public. A perfect example of this kind of network is Green Map System's locally led global network of mapmakers.

Started in 1995, the award-winning organization develops resources for local sustainability networks to expand the demand for healthy, green choices around the world. To date, more than 400 unique, locally published Green Maps have helped bring people of all ages, cultures and economic levels together to discover new ways to make their personal actions and their communities more sustainable.

For Tien-Hui Lin (Millie), a graphic designer at Whitehouse & Company, New York, the challenge lay in solving design problems that could have a meaningful impact on a wide range of audiences and a tangible benefit to the future of the planet. Working with Green Map board members including brand consultant DK Holland and founder Wendy Brawer, Millie applied herself to the design of an identity for the organization that would make it more visible, inviting and impactful.

Given the subject matter, Millie was required to use as few materials as possible, to conserve on ink and trimming, yet create a campaign that

would have extraordinary impact and value. No small feat when you're designing everything from business cards and DVD packages to newsletters and stationery.

The task was more daunting than it sounded, as Green Map System also sought to harmonize the branding of maps made by mapmakers in communities around the world. Every map is unified by the same goal: creating a more sustainable planet.

However, except for the universal icons on every Green Map, design choices are determined locally, resulting in little conformity from one map to another.

Since its debut, the campaign has been showered with accolades from design and environmental media and organizations. The Green Map network is growing 30% faster than in previous years, and GreenMap.org has seen a huge jump in hits since it began incorporating the same branding. All in all, demonstrating the ability of design to make a big impact with a small footprint.

**CREATIVE TEAM:**  
Tien-Hui Lin (Millie)  
Wendy Brawer  
DK Holland  
Sara Tucker  
Carter Craft

**CAMPAIGN ELEMENTS:**  
Booklet, Opus Matte 65lb cover & 80lb text; Folder, Opus Dull 100lb cover; Icon Card, Opus Matte 105lb cover



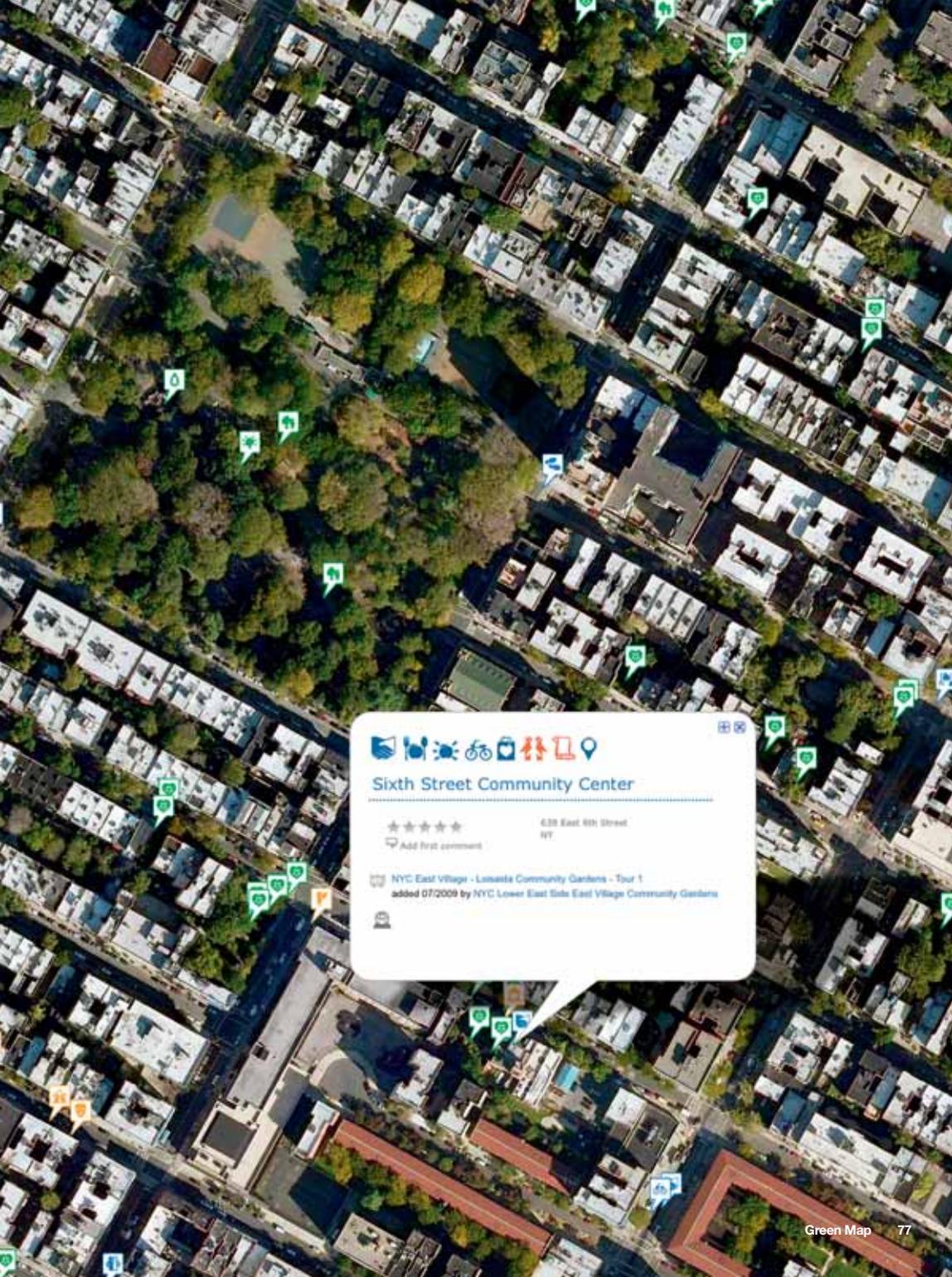






Maps are continuously updated thanks to open sourcing and Millie's icon system.





### Sixth Street Community Center

★★★★★

Add first comment

628 East 8th Street  
NY

NYC East Village - Lomas Community Gardens - Tour 1  
added 07/2009 by NYC Lower East Side East Village Community Gardens



**JOEY'S  
CORNER**  
**A NONPROFIT  
DESIGN FIRM  
IS BORN**

10

When Joseph Michael Osborne, (1980–2004) passed away, his father, Michael Osborne of Michael Osborne Design in San Francisco, made a remarkable decision: to form a nonprofit design organization whose mission is to serve other nonprofit organizations throughout the Bay area and beyond.

Thus, Joey's Corner was born. Operating primarily through donations and fund-raising events, Joey's Corner employs a small staff, working 24/7 on a pro bono or low-cost basis, empowering nonprofit organizations by designing and producing the communication tools they so desperately need.

Michael set about launching his novel new organization, designing stationery, a promotional t-shirt, client application forms, save-the-date postcards and invitations for the launch and first fund-raising party, which included a silent auction of donated artwork, photographs, books and jewelry. Michael and team also prepared an annual report “yearbook” to document the work accomplished in their first three years.

The publicity machine gathered momentum. The design publication *HOW* ran an article on Michael and Joey's Corner examining the process of designing for nonprofits, and Michael found himself being asked to speak at dozens of events and conferences. A Joey's Corner website was developed, including a link from the Michael Osborne Design site.

But the real reward was, and continues to be, the number of causes Joey's Corner has benefited in the short time since its inception, including: the Juvenile Diabetes Research Foundation, the California Music Project, the San Francisco Child Abuse Prevention Center, the Art of Yoga, City Fields Foundation, Heart to Heart, the Alzheimer's Association, and the Family Service Agency of San Mateo, among others. In all cases, these nonprofit organizations have received a degree of attention and depth of service often unattainable from most design firms due to budget restraints and limited staff and resources.

According to Michael: “Designing for these amazing nonprofit organizations who, in my opinion, are doing some of the most important work on the planet, is personally gratifying because I have been given the honor to attempt to make a difference—not only for the client, but in the world.”

**CREATIVE TEAM:**

Michael Osborne  
Sheri Kuniyuki  
Katy McCauley

**CAMPAIGN ELEMENTS:**

Identities and Business Systems, Fund-raising Print Materials, Invitations and Envelopes, Reply Cards and Save the Date Cards, Websites, Posters, Banners, Thank You Cards, Valentine's Cards, Wire-O Notebooks, Journals, Wrapping Paper. Yearbook printed on McCoy Silk 80lb cover, McCoy Gloss 100lb text

WRAPPED IN LOVE  
4 DESIGNS - 8 SHEETS - 24" X 36" - FABULOUSLY FUN WRAPPING PAPER

Joey's Corner is a non-profit design studio dedicated to providing pro-bono, strategic creative services to non-profit groups specializing in health care, children's and social well-being issues. Joey's Corner delivers targeted design solutions, from brand identity and marketing materials to website and product development.

[WWW.INFOGRAPHIC.PDF](http://WWW.INFOGRAPHIC.PDF)

PRINTING: LAHLOUH GROUP [WWW.LAHLOUH.COM](http://WWW.LAHLOUH.COM)

JOEY'S  
CORNER  
DESIGN THAT MATTERS

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CORNER  
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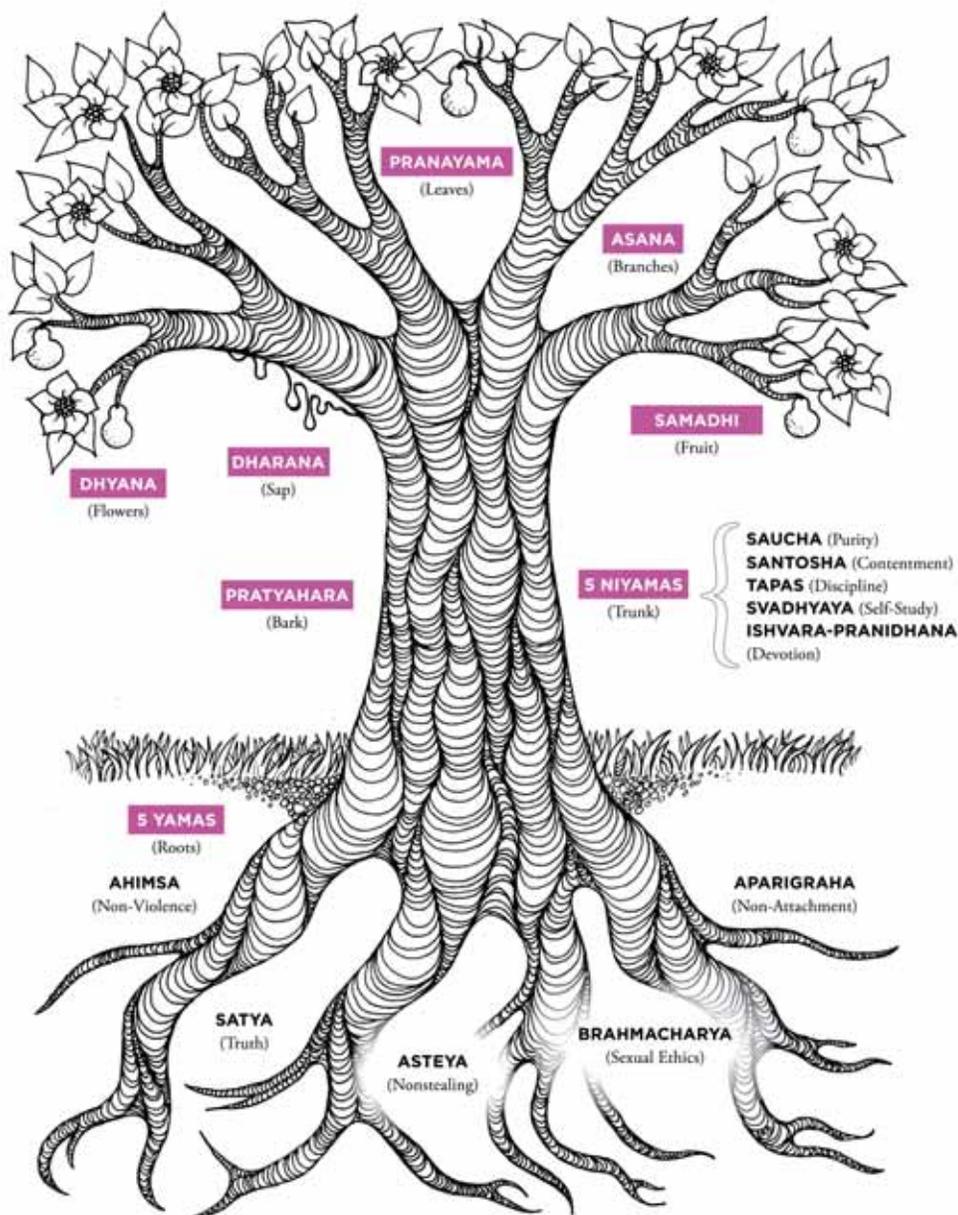
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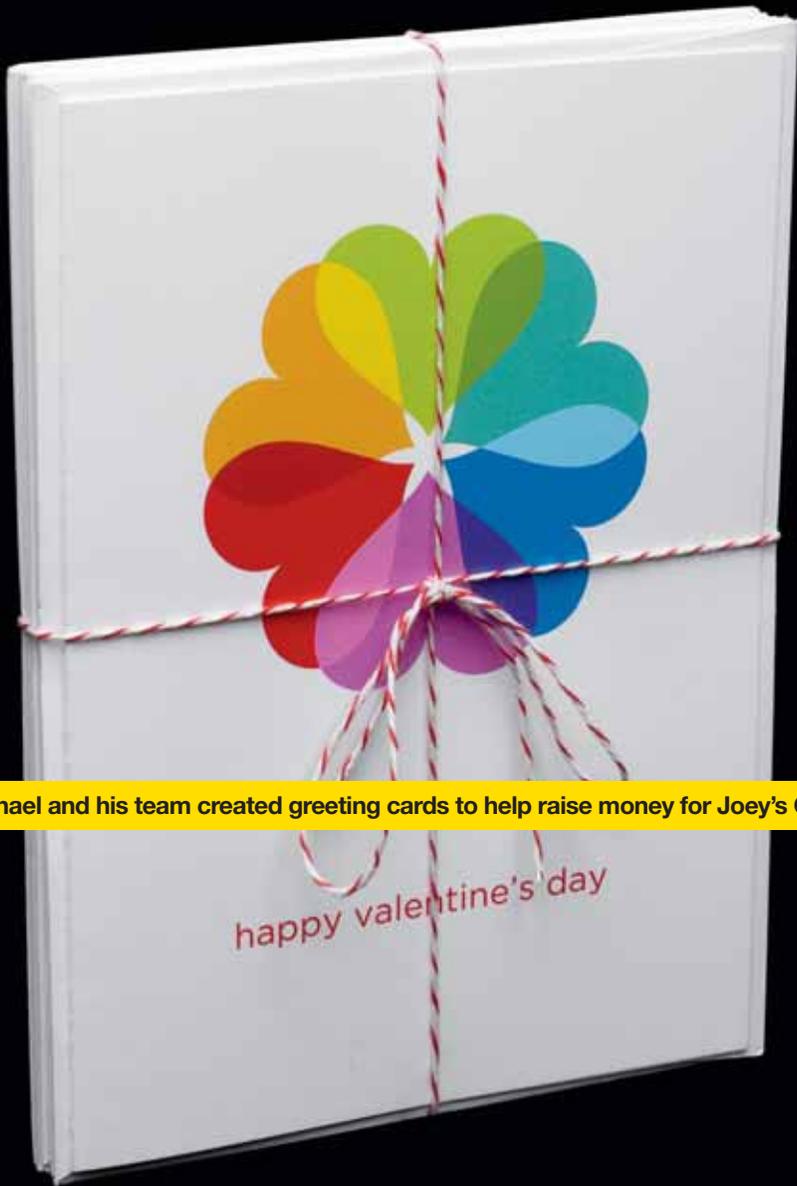


## THE TREE OF YOGA

The analogy of a tree comes from BKS Iyengar in his book: *The Tree of Yoga*







Michael and his team created greeting cards to help raise money for Joey's Corner.

**A decade later, Sappi's Ideas that Matter continues to be a major force for social good within the design community—generating thousands of ideas from graphic designers across Europe, North America and South Africa. The program's grant recipients along with its esteemed judges represent many of our industry's true heroes—designers who possess a fierce and passionate determination to use their craft for changing lives, communities, and ultimately, our world. We hope their work on behalf of these extraordinary causes will inspire you to become more involved in Ideas that Matter—by submitting your own idea for an organization or cause that is near and dear to your heart. To see how you can enter the 2010 competition, visit [www.sappi.com/ideasthatmatterNA](http://www.sappi.com/ideasthatmatterNA) and follow us on Facebook and Twitter.**

Production Notes:

Cover

McCoy Silk Cover 120lb/325gsm,  
match red and yellow plus  
spot gloss and dull UV varnish,  
blind emboss

Interior

McCoy Silk Text 100lb/148gsm,  
4-color process, match red  
and yellow plus spot gloss  
and dull varnish

100% of the electricity used  
to manufacture McCoy was  
generated using Green-e  
certified renewable energy



Powered by 100%  
Certified Renewable Energy

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