





WARREN MAPES
art director / web designer

Brochure cover with velum cover sheet

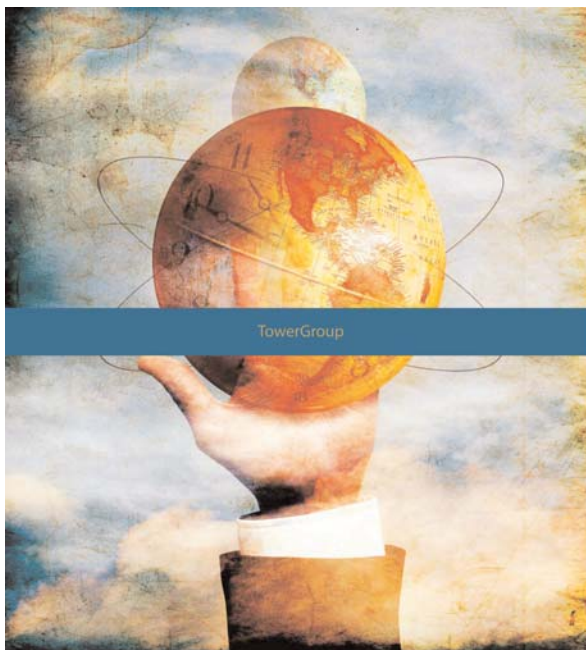
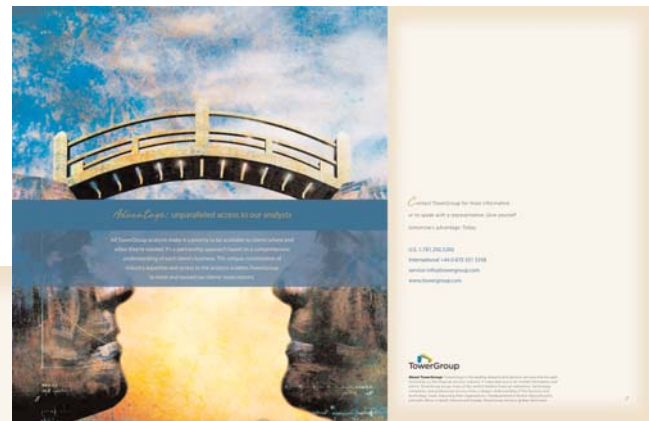
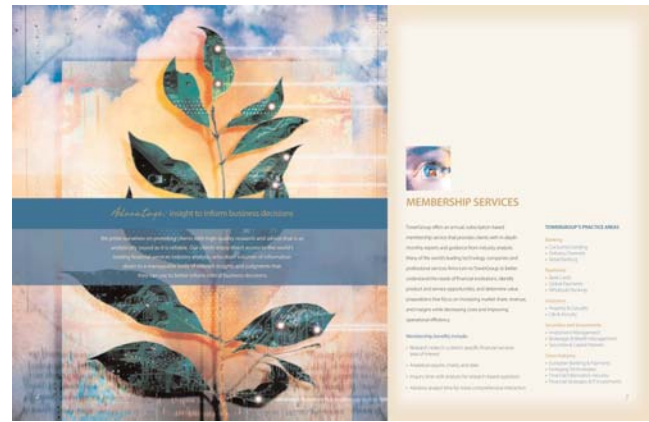


CATEGORY:
corporate brochure

Involment:

Concept, art direction and design of The Tower Groups corporate overview brochure. Worked with Australian based Illustrator to develop Illustrations that supported each segments content.

Additional spread examples



INSIGHTS AT THE INTERSECTION OF FINANCIAL SERVICES AND TECHNOLOGY

For technology solutions companies to succeed in the financial services industry, you need a distinct advantage. A way to know what's next on the horizon. The ability to distill that knowledge down to actionable insights that inform your business decisions. Gaining that advantage is one of the benefits of being a TowerGroup client, and why so many top financial services executives consider TowerGroup their trusted advisor.

Founded in 1993, TowerGroup is the largest research and advisory services firm focused solely on the financial services industry and the technology companies that support it. TowerGroup's deep understanding of our clients' financial business sectors—banking, insurance, securities, and investments—is based on the intellectual capital of a wide range of experienced analysts. These specialists offer forward looking insights that factor in the reality of the current landscape and projected future developments. Our clients benefit from this integration by learning what's next for the financial services industry, enabling them to incorporate tomorrow's technologies into today's business strategies.

Clients work with us because we have walked in their shoes and have in-depth, firsthand knowledge of their industry and issues. We build upon that expertise with ongoing research and analysis of each sector we serve. When clients come to us, we're already up to speed on the challenges they face, ready to discuss strategic implications and new directions.

With offices in Boston, New York, and London, TowerGroup brings a global perspective to the advice we provide.

Corporate introduction spread



WARREN MAPES
art director / web designer

Brochure cover with short fold reveal of first spread



CATEGORY:
corporate brochure

Involment:

Concept, art direction and design of Teamworks corporate overview brochure.

Additional spread examples



Excellence is ALL ABOUT YOU.
Your team is only as great as you are.

Teamworks Builds Great Leaders and Teams... Build more productive relationships at work, at play and at home through relevant activities, meaningful group discussions, personal reflection and real-time action planning. We give people the tools, the confidence and the motivation to excel in their professional and personal lives through innovative team building and leadership programs. Leadership excellence is an ongoing process and we train people at all stages of their development in high school, in college and in business. Partner with us to learn more about yourself, grow in ways you never thought possible, and inspire others to excel -- set yourself up for success!

In High School-- it's amazing how fun it can be when the lessons include learning to work together... We are committed to helping Schools and School Districts create positive high school experiences to prepare students for successful college and work careers. Students make the most of their high school years when they achieve their academic goals AND get involved to make a difference in school, in the community and beyond. Teamworks programs are fun, educational and entertaining and are for all students, especially Student Councils, Sports Teams and Clubs as well as Teachers and Administrators.

In College-- some of life's most useful lessons are learned outside the classroom... We help college and university staff and students work together to create dynamic and hopeful futures for themselves, their organizations and show they serve on and off campus. Keynotes, Workshops and Retreats provide need-to-know team skills and communication tools for immediate use. Programs for staff and faculty strengthen connections within and between departments through train-the-trainer and professional development opportunities on current issues in higher education.

In Business-- your job is your mission and we are each other's customers - there is no "they"... Teamworks programs challenge individuals at all levels of the organization to work from their strengths and to maximize the contributions of others. Corporate teams benefit from facilitation of carefully constructed planning retreats and professional development workshops that include team discussions and group problem-solving activities. Front-Line Staff, Managers, and Executive Leaders tap into their collective wisdom to move forward together on a shared vision.



PHILOSOPHY & VISION

Our Vision at Teamworks is to create peaceful, productive workplaces in which people are appreciative, respectful, and honest through programs that educate, motivate, and entertain. We incorporate our core values of innovation, integrity, fun and faith into activities, tools and discussions to

Every success begins with great teamwork.

drive your team to success. We believe open communication, shared purpose and mutual accountability create the foundation for your team to be highly effective. Teamworks programs are framed by the three principles of our Excellence Model: Learn, Grow, and Inspire. Learning occurs with absorption of self-knowledge including personal strengths and challenges, professional Growth is the integration of traditional learning to real life situations and application of individual and team insights is the inspiration to encourage and support others.

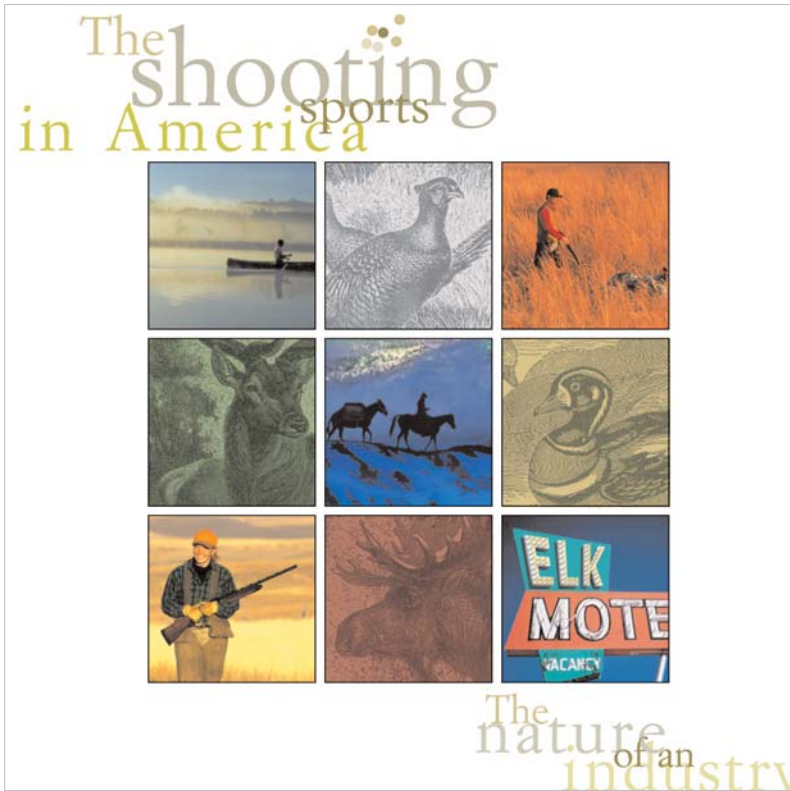


Corporate introduction spread



WARREN MAPES
art director / web designer

Brochure cover



CATEGORY:
corporate brochure

Involvement:

Art direction and design of the NSSF's corporate overview brochure.

Intro spread and additional spread examples



We also support
the right way
to keep and
bear arms.

When you consider that there are over 75 million* law-abiding Americans who own guns, the effectiveness of the industry's safety efforts is truly remarkable.

Accidental firearm fatalities are at their lowest levels since record keeping began in 1903—a 13% drop from 1999 and more than a 50% decrease since 1985.** Proof that the continuous focus on safety has helped foster a more educated and responsible shooter.

One of the crucial elements of improved safety is a robust gunowner education movement. Every year in excess of 2 million people take safety courses taught by thousands of volunteer instructors.**

Most new guns now come with locking devices provided by the manufacturer. And to further reduce the possibility of accidents with older guns, the industry's National Shooting Sports Foundation launched Project HomeSafe—an effort that will give away millions of cable gunlocks in cooperation with law enforcement agencies nationwide.

Another industry-supported dimension of firearm responsibility is to restrict ownership to those who can withstand a national FBI criminal background check.

*Don't lie to the Other Guy: a joint industry effort with the US Bureau of Alcohol, Tobacco & Firearms, helps retailers spot those who might be purchasing a gun illegally for someone else (straw man purchases)—an act that can earn a \$250,000 fine and a decade behind bars.



Each year dedicated volunteer trainers train over 750,000** new hunters in the responsible use of firearms.

Purchasing a firearm today is a rigorous, complicated and highly regulated process—perhaps the most closely regulated activity in American civilian life. Federal firearm transactions must be completed, along with background checks and extensive scrutiny of the firearm's serial number. Moreover, a gun owner must comply with all the nation's laws and regulations concerning air transportation, transfer and storage.

Project HomeSafe, a firearm industry effort will give away 2,000,000** gunlocks to provide gun owners with the means and understanding to properly store guns in the home.



Hunting and the shooting sports have always been social activities enjoyed with family or a group of long-time friends. This provides a natural opportunity for practical outdoor and safety skills to be passed from generation to generation.



The National Safety Council cites some annual fatalities from falling down from accidental firearm deaths—13,447 in 1997.



