

stephen
burdick design

newsletter

SUMMER 2009



When the City of Boston released its Annual Census Report on Homelessness, it counted 7,681 homeless men, women, and children. That number was an increase of 11% over the 2007 numbers. The report emphasizes the increased need for a multi-pronged approach

to homelessness by the City of Boston and its partners, including: prevention, access to increased subsidies, and new development of affordable units.

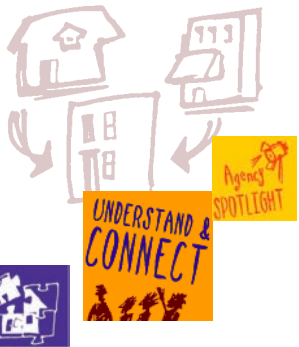
This edition of our newsletter highlights projects we've created for some clients who are making a difference in homelessness prevention in Boston. See samples of these and other new work in our online gallery at www.stephenburdickdesign.com.

AT THE THRESHOLD OF THE CAUSE: The Front Door Collaborative

SUMMER 2009

is a Boston agency that works to improve the quality of life of residents by connecting those at risk of homelessness to the appropriate services and resources to keep them housed.

Our work for the agency has included creating their new graphic identity, apply it business cards, build a multi-page website, and design newsletter and flyer templates.



We designed their website with a street-sign graphic theme to help navigate around the site, and convey a local Boston attitude. The new site (www.frontdoorcollaborative.org) was mentioned on massnonprofit.org, (a news resource for the Mass. nonprofit sector):

"The site is graphically welcoming and intentionally simple to use. Residents and service providers each have their own access points from the home page. News, resources, contact information, and a map identifying neighborhood-based resources also can be reached from the home page."

Using their "Threshold" newsletter templates, the Front Door Collaborative staff can switch out the icons and drawings we created for each monthly update. Then they can print to pdf, post online, and broadcast via email for their audience of over 600 partners and service providers.



WEB OF LENDING:

We designed the Wainwright Bank Annual Report with a focus on their commitment to socially responsible community development lending.

Our work included diagrams to convey the array of various public and private entities that weave together to create a sustainable project. And a "continuum" graphic of housing project types that the Bank has helped create so our neediest citizens find a place to call home.



O GIVE ME A HOME-PAGE: Project Place has launched their newly-designed website. We updated the site with the goal of highlighting their projects and events, showing more ways for folks to get involved, with a more colorful interface that's easy to update in-house.

Project Place is a supportive community that promotes hope and opportunity for homeless and low-income individuals by providing the skills, education and resources to obtain stable employment and housing. The new site includes a streaming video with interviews of clients and staff at the agency, downloadable newsletters and financial information, and many options for volunteering your time and dollars to their cause. Look them up at www.projectplace.org.

"We absolutely love the newsletter design you put together. Comments have been overwhelmingly positive! It continues to be our pleasure (and honor) to work with you."

- Leah Camhi
Executive Director
The Front Door Collaborative



FROM OUR TROPHY SHELF: A few of our favorite travel sketchbook promotional mailers were selected for publication in Crescent Hill Books' *Big Book of Self Promotion*. Winning projects included our Galapagos Sketchbook, the Mexico City Sketchbook, and the Buenos Aires Valentine booklet. An invitation design we created for our friends at Wainwright Bank for their 2007 Champagne Reception was selected as well.

Also, *American Illustration*, a talent showcase, selected images from our German Excursion Sketchbook for their online "Tribute" gallery. The online gallery will debut in November '09 at www.ai-ap.com.



stephen
burdick
design

Stephen Burdick is a graphic designer and illustrator in the Boston area, with over 20 years experience in the communication arts. Estimates are cheerfully provided by calling (617) 695-1400, or toll-free at (877) SBD-4ART (723-4278). Find out more at www.stephenburdickdesign.com. Printed on recycled paper. Artwork copyright 2009 Stephen Burdick Design.