

# Goodness, Gracious, Great Graphic Design How Visual Communications Benefit Your Garden

---

Sarah Gardner, Texas Discovery Gardens at Fair Park  
Maria Teply, Reiman Gardens, Iowa State University  
Morgan Cichewicz, Longwood Gardens

1.

# What is Graphic Design?

---

Let's talk about the basics.



# Graphic Design

also known as **communication design**, is the art and practice of planning and projecting ideas and experiences with **visual and textual content**. It can be physical or virtual and can include images, words, or graphics. The work can happen at **any scale**, from the design of a single postage stamp to a national postal signage system. It can be intended for a small number of people, or can be seen by millions.



# Brooklyn Chamber

Speaking on condition of anonymity, several knowledgeable sources re  
s really quite silly, and they ought to know better. No comment from th  
people, who were found hiding under a desk.

## International Trade

METROPOLITAN AREA POPULATION

Since 1958, several horses and sheep have run for p  
many garnering strong support from a diverse gro  
voters. Political historians believe this trend will co  
future.

Debate & Commem



# Brand vs. Visual Identity

## Brand

a relationship between an organization and an audience

## Visual Identity

a consistent collection of assets that create a memorable recognition of your organization

*A good visual identity supports a brand and makes it easier to bridge the gap between an organization and an audience.*

# Developing a Visual Identity for Your Garden



## **Logo**

Identifies a business in its simplest form through the use of a mark or icon

## **Visual Assets**

the color palette, photography, illustrations, and general look and feel

---

## **Style Guide**

documentation of your visual identity for reference and continuity





MEN'S NEW RELEASES

- Shoes
- Compression & Nike Pro
- Tops & T-Shirts
- Hoodies & Pullovers
- Jackets & Vests
- Pants & Tights
- Shorts
- Surf & Swimwear
- Accessories & Equipment

FILTERS

SPORT +

CUSTOM +

BRAND +

COLLABORATION +

COLOR -



MEN'S NEW RELEASES (325)

SORT BY: ▾



7 Colors

**Nike Air Zoom Pegasus 35**  
Men's Running Shoe  
\$120



3 Colors

**Nike Epic React Flyknit**  
Men's Running Shoe  
\$150



Customize

**Nike Epic React Flyknit ID**  
Men's Running Shoe  
\$170



1 Color

**Nike Free x Metcon CR7**  
Training Shoe  
\$130



1 Color

**Nike Air Max 270**  
Men's Shoe  
\$170



3 Colors

**Nike Air VaporMax Flyknit 2**  
Men's Running Shoe  
\$190



2 Colors

**Nike Air Max 97 Plus**  
Men's Shoe  
\$175



1 Color

**Nike Air DT Max 96**  
Men's Shoe  
\$140



2 Colors

**Nike Sportswear**  
Men's T-Shirt  
\$35



1 Color

**Nike Air Max 98**  
Men's Shoe  
\$160





MEN'S NEW RELEASES

MEN'S NEW RELEASES (325)

SORT BY: ▾

- Shoes
- Compression & Nike Pro
- Tops & T-Shirts
- Hoodies & Pullovers
- Jackets & Vests
- Pants & Tights
- Shorts
- Surf & Swimwear
- Accessories & Equipment

FILTERS

SPORT +

CUSTOM +

BRAND +

COLLABORATION +

COLOR -



1 Color  
Nike Air Max 270  
Men's Shoe  
\$170



3 Colors  
Nike Air VaporMax Flyknit 2  
Men's Running Shoe  
\$190

2 Colors  
Nike Air Max 97 Plus  
Men's Shoe  
\$175

1 Color  
Nike Air DT Max 96  
Men's Shoe  
\$140

2 Colors  
Nike Sportswear  
Men's T-Shirt  
\$35

1 Color  
Nike Air Max 98  
Men's Shoe  
\$180



3 Colors  
Nike Air VaporMax Flyknit 2  
Men's Running Shoe  
\$190

2 Colors  
Nike Air Max 97 Plus  
Men's Shoe  
\$175

1 Color  
Nike Air DT Max 96  
Men's Shoe  
\$140

2 Colors  
Nike Sportswear  
Men's T-Shirt  
\$35

1 Color  
Nike Air Max 98  
Men's Shoe  
\$180





The background is a collage of various sports-related images, all overlaid with a semi-transparent yellow filter. The images include: a basketball player in a Cleveland Cavaliers jersey (LeBron James) in the top left; a group of young girls playing field hockey in the top right; a female athlete in a Nike singlet in the bottom left; a male basketball player in a white jersey in the bottom center; and a male athlete in a Nike singlet with sunglasses on his head in the bottom right. The word "BRAND" is centered in a large, white, bold, sans-serif font.

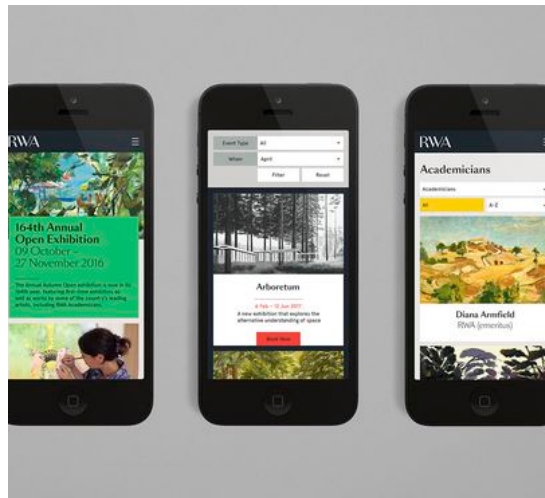
**BRAND**



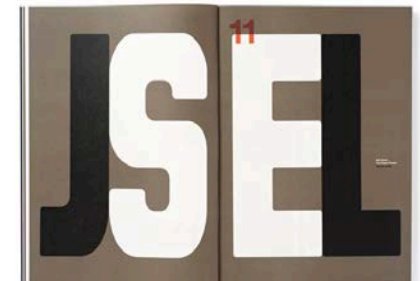
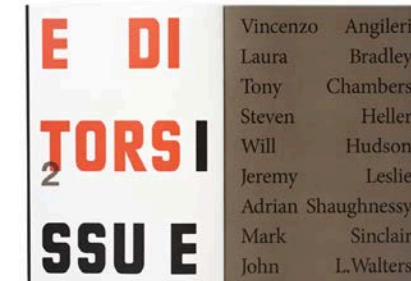
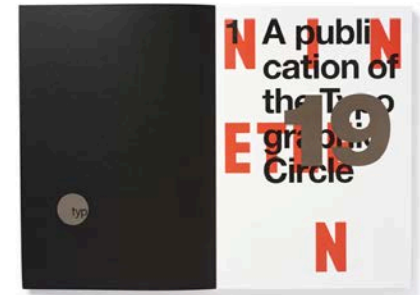
# Practical Applications

- Printed Materials
- Web and Digital
- Advertising
- Environmental Graphics
- Exhibits
- Signage & Wayfinding
- Product Design
- And so many more!









2.

# Why is This So Important?

---

What can graphic design do for you?



# Graphic Design & A Strong Visual Identity Provides...

## **A Better First Impression**

You only have a few seconds to make a first impression, so make it count.

## **Increased Credibility & Loyalty**

Well designed materials create more credibility at your garden.

## **Helps You Get Remembered**

Good branding makes you more likely to be chosen and remembered.

# Graphic Design & A Strong Visual Identity Provides...

## **It Puts the Visitor First**

Design helps solve the needs and issues of the visitor.

## **Improved Communication**

Designers understand hierarchy and the ability of images and graphics to help convey a message.

## **Makes Good Financial Sense**

Businesses with good design make more than those without.

3.

# Budget Perspectives

---

No matter the size of your garden,  
graphic design can make a difference!



# Small Budget Perspective

## **Texas Discovery Gardens at Fair Park**

80,000 visitors per year

7.5 acres

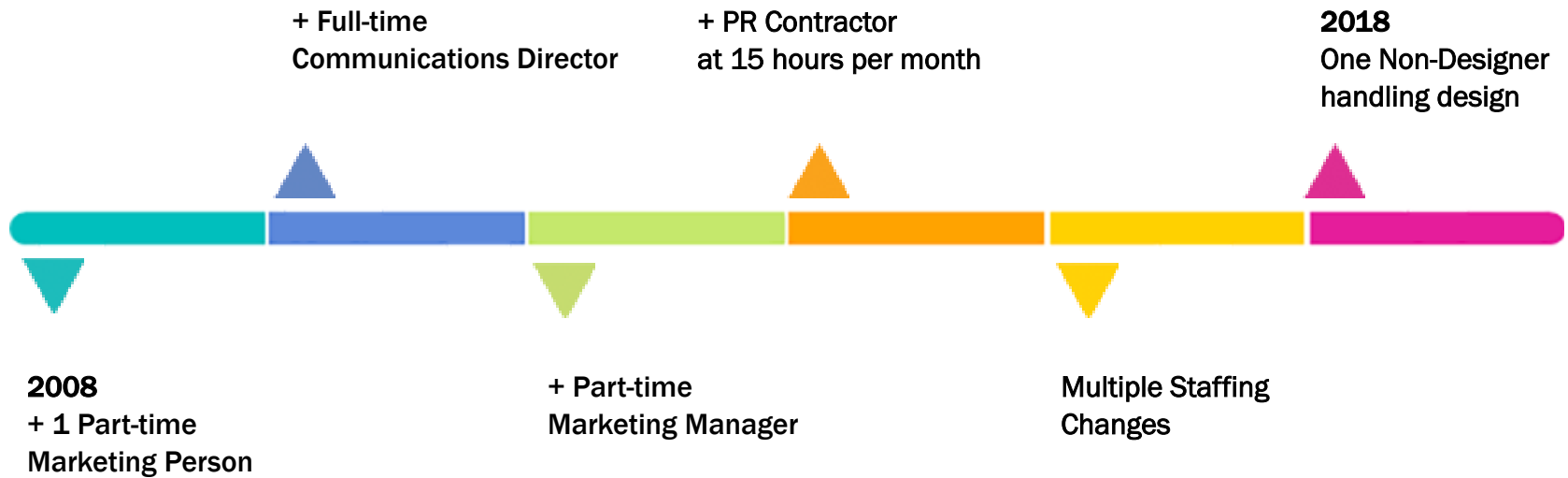
77 years as a public garden

12 FTE and 9 hourly/seasonal staff

\$1,200,000 annual budget

\$52,000 marketing budget

# Marketing Staff



# TOOLS FOR SMALL GARDENS

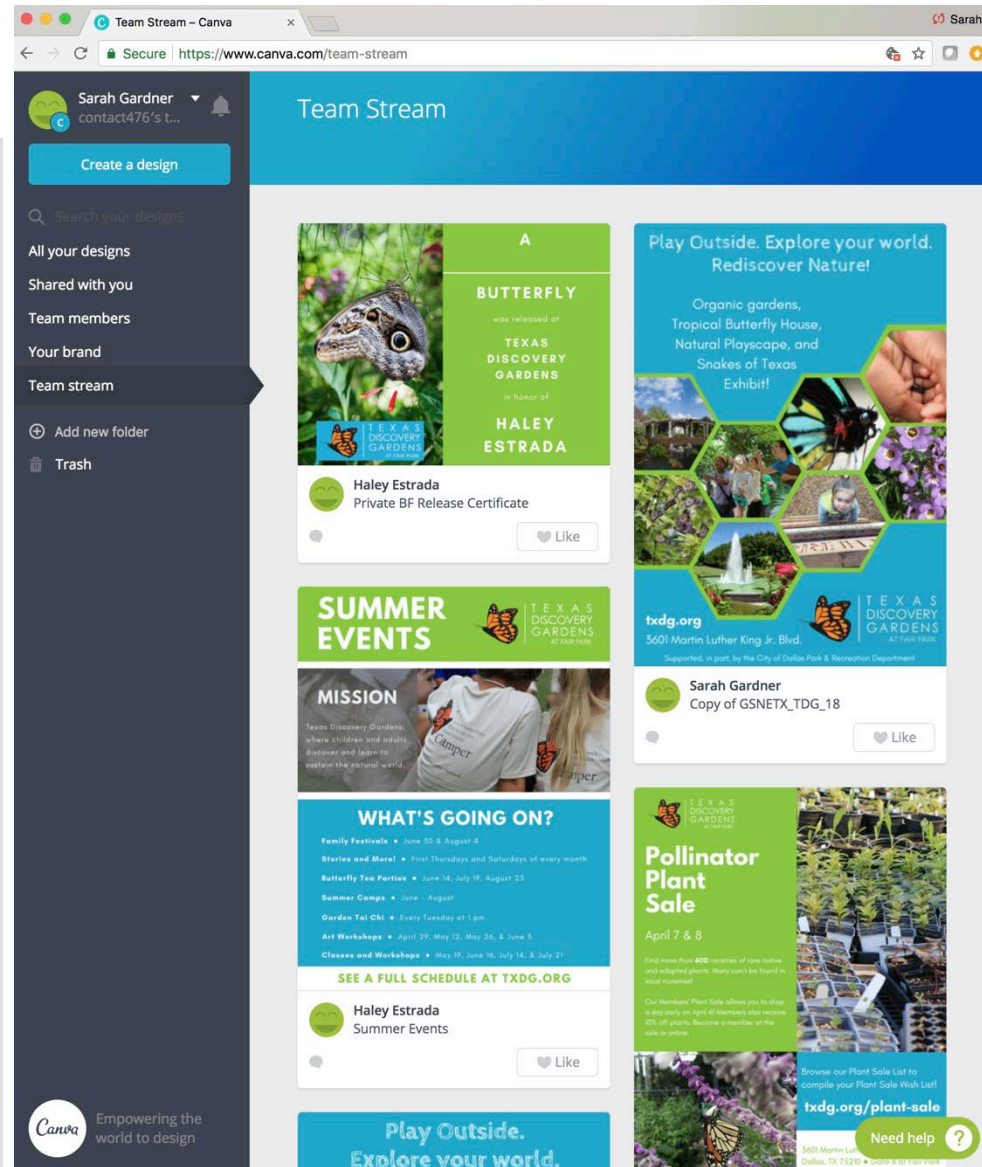
**Canva.com**

FREE business edition  
for Nonprofits

Includes templates or  
create your own

Cloud-based

Print quality pdf or  
social media post with  
one click





# TIPS FOR THE NON-DESIGNER

Take classes:  
Coursera.com  
Skillshare.com

Choose one  
set of typefaces

Choose a color palette  
to match online and  
print

[canva.com/color-palette/](https://canva.com/color-palette/)



				
Forest Green #0D2C14	Dark Slate Gray #0A2012	Light Grey #DBD3D8	Sea Green #1B503E	Light Slate Gray #94A6AB

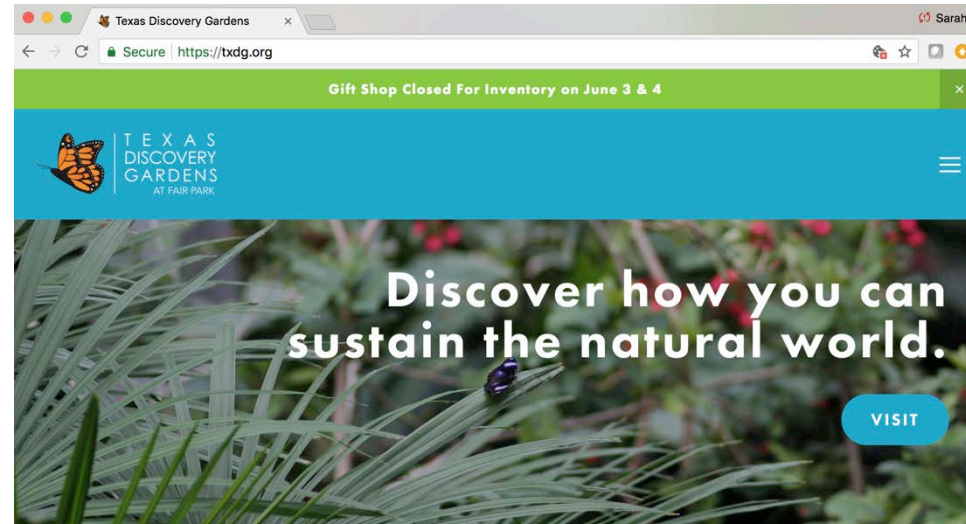
[codebeautify.org/hex-to-pantone-converter/](https://codebeautify.org/hex-to-pantone-converter/)

# CASE STUDY

## TXDG.ORG REDESIGN

**Old:** text-heavy, not mobile friendly, edited in Adobe by single editor

**New:** Squarespace.com, editable by anyone, cheap, easy to learn and edit, e-commerce



### Upcoming Events

Enjoy events for young nature enthusiasts and seasoned gardeners.

#### GARDEN TAI CHI

*Every Tuesday*

Discover the ancient art of Tai Chi. Classes are taught by Greg Young, Head Instructor of White Rock Tai Chi.

[SIGN UP](#)

#### SUMMER CAMPS

*June - August*

Have you signed up your Earth Explorer for summer camp? We have camps for nature enthusiast as young as three!

#### STORIES AND MORE

*June 2 and 7*

Join our butterflies for story time! We make crafts, read a book, meet special friends and enjoy themed snacks.

[SIGN UP](#)

#### PAINT THE TOWN

*May 26 and June 3*

Enjoy a morning of painting with professional artist, **VET**. This is a free workshop, pre-registration required. Limited space available.

# CASE STUDY

## Break for Butterflies?

Spell check. Copy edit. Re-read.

Have another pair of eyes look over the design.

We had a booth at a week-long car show advertising a rally to benefit the Gardens. I noticed several people stopping to take pictures of the poster, which was great! It wasn't until I brought it back after the show that a co-worker pointed out that it read, "I Break for Butterflies."

***Did you mean "brake?"***



# Medium Budget Perspective

**Reiman Gardens**

**Iowa State University**

80,000 visitors per year

17 acres

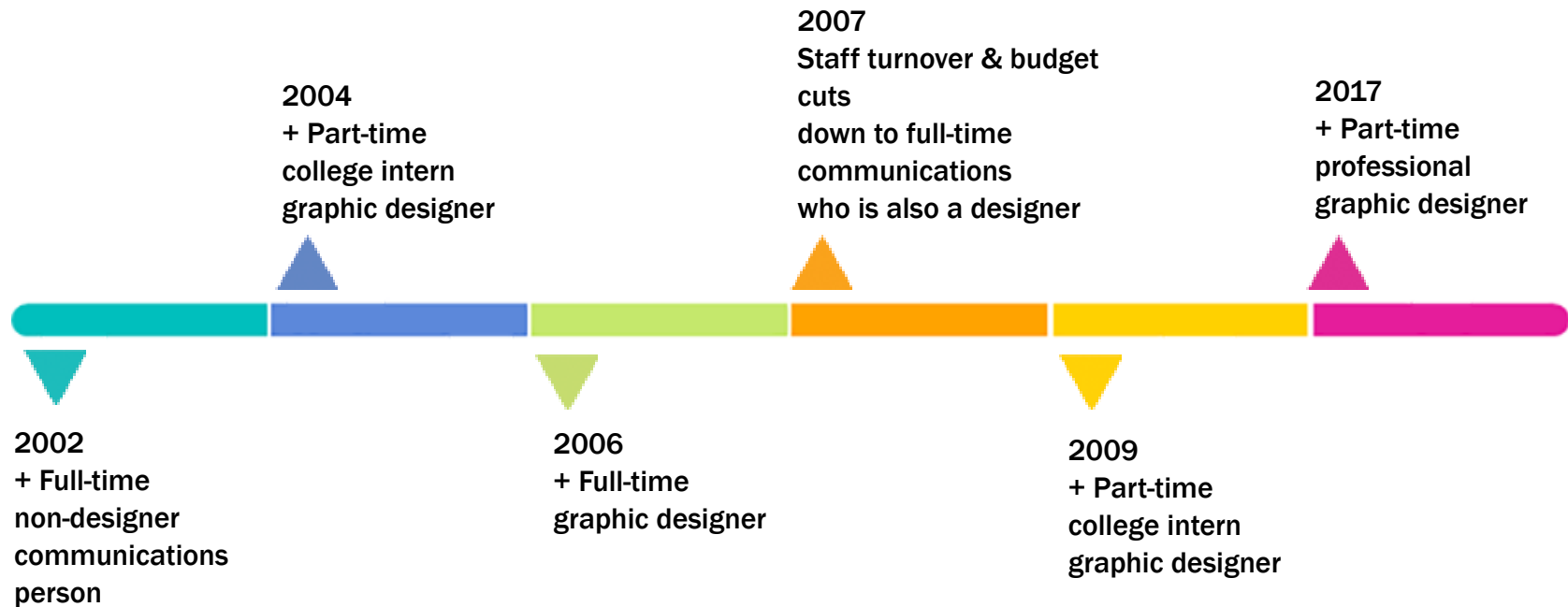
23 years as a public garden

20 FTE and 60 hourly/seasonal staff

\$3,440,000 annual budget

\$130,900 marketing budget

# HISTORY OF CREATIVE STAFFING



# OUR PROCESS AND PROJECTS

## PROJECTS



Brochures  
Maps  
Advertisements  
Newsletters  
Invites  
Posters  
Interpretive Signs  
Fundraising Material  
Event Material  
Annual Report  
Emails  
Promotional Material

## DESIGN PROCESS



1. Request
2. Ideas phase
3. Present ideas
4. Make design changes
5. Final design approval
6. Proofread document
7. Make editing changes
8. Create final product
9. Evaluate product's success

## DESIGN TOOLS



Adobe Creative Cloud  
from Iowa State University  
ISU Printing Services  
Photography  
from Professional & Volunteers  
Free Vector Graphics  
WordPress for our Website



# CASE STUDY

# ANNUAL REPORT



## from the director

Time has gone by so quickly in my three years as director of Reiman Gardens, and I believe it is because of the efforts we are making to develop this community asset into a world-class garden. We have accomplished a great deal in 2017, as you'll find detailed in this annual report.

When I started in 2015, I oversaw the completion of a new 30-year master site plan, and there has been progress on its implementation! New gardens include the now completed Hillside Water-wise Garden and the in-progress Sycamore Falls. We also received an endowment for the Bob & Dorothy Rust

Events Plaza including a gorgeous sculpture, funding for a new Shade Garden, and plan to construct an event pavilion in 2019 to meet increasing demand for event space.

We even benefited from a neighboring project. The University is completing the Jack Trice Stadium South End Zone Expansion Project by adding a "green space" in the parking lot. Part of that endeavor included a 400-foot long Reiman Gardens' entrance sign. You can't miss us now thanks to the Athletic Department's generosity by including us in their project.

While there have been physical changes to the grounds, I am just as proud of the behind-the-scenes wins. Four of the staff presented six talks at three national conferences, and one was asked to be a keynote speaker at an international conference. This means the Reiman Gardens staff have a level of expertise our peers consider valuable! Our relatively small and lesser-known public garden is now getting national and international recognition!

The Gardens continue to wow visitors by continually outdoing ourselves from year to year. Spring bulb display numbers increased to 45,000 tulips, another 25,000 perennial bulbs for the Hillside Water-wise Garden and the start of a fly collection. We also carried 890 Jack-O-Lanterns for Spirits in the Gardens where attendance skyrocketed making it our largest event.

I hope you got to see this year's exhibit, Washed Ashore™. We were the first site in the Midwest and the first public garden in the world to host it! We will continue this trend when we become the first garden in the Midwest to feature George Sherrwood's kinetic sculpture display in 2018 and then develop another brand new traveling exhibit in 2019.

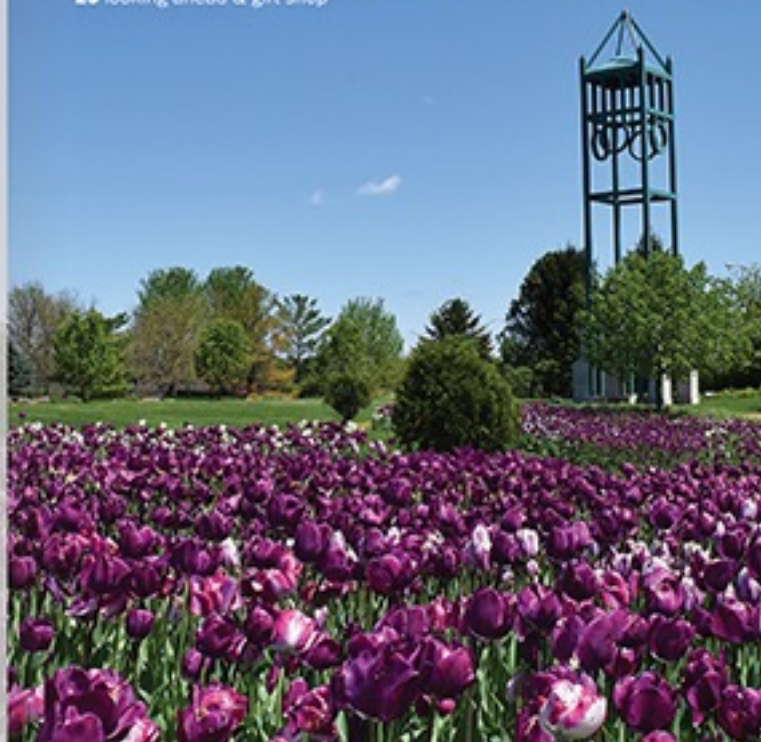
The 2017 Ho Chi Minh Bridge Trail opened for its 3rd year with a brand new structure, IU's Mantique Water Tower. Visitation grows annually, confirming our suspicion that the community would love this trail display.

Membership is increasing, educational opportunities are burgeoning, events are expanding, tubulars continue to enthrall - we reach more people and provide more opportunities every year. We do this as one of the best teams I have had the opportunity to work with and with strong support from our volunteers, members, donors and Iowa State University. We thank everyone involved for their support and want you to know there are many exciting things ahead in 2018!

Ed Lyon,  
Director of Reiman Gardens

## contents

**1** from the director **3-4** by the numbers **5-7** new projects **8** gardens' staff  
**9** admissions **10** membership & rentals **11** memorials **12** director's circle  
**13** funds development & donors **14** water theme & rg express holiday train  
**15** events **16** jack-o-lantern walk **17-18** education **19-20** horticulture  
**21-22** entomology **23** internship program **24** volunteers  
**25** looking ahead & gift shop



# CASE STUDY

## ANNUAL REPORT





# CASE STUDY ANNUAL REPORT



## horticulture

48,000 spring bulbs, mostly in shades of blue, purple, and white surged through the Gardens, kicking off our "Water" theme this past spring. Our very own "Muscat river" meandered at the South Patio, a tribute to Kousenhal, the Dutch bulb garden. The theme of water continued, literally and artistically. Despite a damp May, the horticulture staff and volunteers planted over 58,000 annuals, representing 498 unique cultivars or species, in the outside gardens. From some of these plants, Reiman Gardens contributed 3,754 pounds of fresh produce to the local chapter of Plant a Row for the Hungry (PARH). Based out of our Maintenance Building, PARH volunteers collected and distributed \$3,405 pounds of fresh vegetables, fruits and herbs to agencies working to end food insecurity in Story County.

### Plant Sale Extravaganza

More than  
**5,000**  
plants  
were sold  
during the  
Plant Sale  
Extravaganza

The Plant Sale Extravaganza succeeded again! Reiman Gardens, Story County Master Gardeners, ISU Horticulture Club, ISU Graduate Society of Horticulture Students and ISU Ecology, Evolution, and Organismal Biology Graduate Students partnered again to offer high-quality, diverse and desired plant material. Over 5,000 plants found new homes during the 2.5-day event. Total sales (for all plant sale partners) were just under 2016 but still growth over 2015. The second Bag-o-Bulbs bulb sale landed on the same weekend as the plant sale this year. While the process for purchasing bags-o-bulbs was improved over 2016, sales were considerably slower, likely due to competition from the plant sale. Because four out of five years these two plant sale events would compete, Bag-o-Bulbs as a unique event is canceled. Rather, Reiman Gardens will sell bags of bulb bulbs at the plant sale.

### Hughes Conservatory

The Hughes Conservatory touted our year of Water with four spectacular displays. "Petals and Parasols" showered visitors with colorful umbrellas suspended in the ceiling and hundreds of orchids in rustic cedar columns. Three topiary turtles "curved waves" in "Totally Tubular" while the Washed Ashore™ Smith's Jelly floated by. Moon gates created a "Cardinal Tide" that swelled with red and gold mums, and the RG Express garden railroad slipped into town with "Snow and Ice," complete with 30 frosted (yes, finally, frosted) Christmas trees. The railroad display was recreated with the help and support of the Central Iowa Garden Railroad Society.

### Renovations and Plant Trials

Several more landscape renovations were completed this year, advancing our strategic goal to upgrade aging features. Staff, student gardeners and volunteers renovated and reconstructed the raised beds in Joy and Jesse's Herb Garden. The path to Hunkler House was improved with the addition of a surface drain and the removal of trip-hazard edging. Reiman Gardens continued to garner a reputation in the plant trial industry. Rose trials expanded, as we proudly continue to be an inaugural trial site of the recently formed American Garden Rose Selections. Jessie Liebenow was selected to serve on the Executive Board of the All-American Selections (AAS), after only three years of judging for the national organization!

## Plant Collections

Our Plant Collections Curator, Lindsay Smith, also had a successful year. With her addition to our permanent staff, Lindsay was able to give our plant collections program the dedicated attention it deserves. Notably, the "Plants of Interest" display table had a much longer exhibit time this year. Historically only exhibited during the summer months (and managed by just an intern), Lindsay, with the help of volunteers and an intern, was able to start the display in April, and it ended in October! Lindsay also accomplished key operational and strategic milestones in the plant collections program. The 20-year back-log of paperwork and reports related to plant records is finally under control and up-to-date in BG-Base, our plant collections database software. We completed the fourth update of our 2007 plant collections policy (what and why we collect) and nearly completed our new plant collections management and development plan, the who, when and how we hope to accomplish our plant collection goals.

547 accessions, unique record identifiers assigned to plant specimens or groups, were added to the plant collection in 2017. This is a new record, surpassing 2009 which had 227 accessions added. This influx largely stems from the redesign of the Hillside Water-wise Garden and Naturalist Garden and the start of a Lily collection (Lilium). Horticulture staff added 302 accessions to the new Hillside Garden, 36 accessions to the Naturalist Garden and 54 accessions to start the new Lily collection. The remaining 159 accessions were replacements or additions throughout the rest of the garden areas.



Staff and  
volunteers  
planted  
more than  
**18,000**  
annuals  
for the  
summer  
displays

# CASE STUDY

# ANNUAL REPORT



## new faces (continued)

Kris Johnson, a new Administrative Assistant, comes to us with varied Iowa State University experience as a result of her working temporary positions with Advanced Services in many different departments on campus for the past two years. Kris is a mother of three and enjoys spending time with her family. She is passionate about fitness and loves to spend her free time walking, running, and reading anything she can get her hands on.

Martyn Schramm joins the staff as the Gift Shop Manager. She is an Ames girl, graduating from Ames High and Iowa State. Upon graduation, she pursued a career in retail management that placed her with various department stores. Most recently, she took early retirement after 23 years with Neiman Marcus in Dallas, Texas. While in Dallas, Martyn cheered on the Cyclones and served the Dallas/Fort Worth Aquirri Group as Philanthropy Coordinator. Martyn is excited to be back in Ames. She enjoys knitting, traveling and collecting antiques, particularly vintage perfume bottles.

Lisa Stepien, the new Fund Development Manager, comes to us with several years of fundraising and development experience. Most recently she worked as a consultant and grant writer for the WMCA of Greater Des Moines and The Directors Council in Des Moines. She has also held development positions with the Alzheimer's Association of Greater Iowa and the Iowa State University Foundation. Lisa lives in Arden and is an avid traveler, writer and jewelry maker. In her spare time, she loves spoiling her granddaughter.

## admissions

This year is showing once again that engaging, high quality exhibits along with amazing horticultural displays, fun events and informative programs all bring people to Reiman Gardens. 2017 became one of the best attended years at Reiman Gardens. Only 2012 and 2016, both years featuring the Nature Connected exhibit, had more attendees and admission revenue. Next year, a dynamic exhibit that features large-scale kinetic art by George Sherwood in Massachusetts should help us continue to attract even more visitors to the Gardens.

**81,289**  
people  
visited  
Reiman  
Gardens  
in 2017



attendance

admissions income

## membership

Membership saw many changes throughout 2017. Not only is there a new Membership Coordinator, but a new member event was added in June. The Member Volunteer Picnic (MVP) represents a time when members and volunteers are encouraged to visit the Gardens after hours to relax and enjoy a picnic dinner. Our first year was a success, and we hope you will consider joining us again this year!

## member only event attendance



The Supporter level membership, which includes two adults living in the same household and all children/grandchildren 17 and under, continues to be our most popular membership level with almost 60% of our membership base!



The figures above are based on fiscal year 2017 numbers. As we look forward to the year ahead, the Membership department braces themselves for another year of growth and change. We hope you are ready for what we have planned!

## rentals

Rentals at Reiman Gardens continued to be an exciting area of growth in 2017. In addition to a sharp increase in overall rentals as compared to 2016, Reiman Gardens continued to be a popular choice for weddings, winning Best Story County Wedding Venue for the second year in a row. In order to keep up with the increasing demand for both private and corporate rentals, plans are in the works for the addition of an event pavilion in 2019. To schedule a private event at the Gardens, contact Renee Huie at 515-294-8994. Numbers cited below are for fiscal year 2017.



# CASE STUDY

# MEMBER

# NEWSLETTER



## Adult Events

**Reiman Gardens After Hours**  
March 16, 9:00 to 8:00 p.m. — Saint Patrick's Day theme  
June 1, 9:00 to 8:00 p.m.



## Member Only Events

**Plant Sale Extravaganza** Members Only Sale, May 11, 9:00 to 7:00 p.m.

**M&P** Member and Volunteer Photo, June 14 from 6:00 to 8:00 p.m.

**Preserve Party** Mark your calendars now for our 2018 Member's Only Exhibit Preserve Party! This event is an exclusive first look at this year's exhibit and will take place April 27, 6:30 p.m. to 8:30 p.m. Be sure to watch your mailbox for your passport invitation!

## Family/Community Events

**EGG Hunt** co-hosted by the Ames Insects, March 31, 9:00 to 11:00 a.m.  
Gently eggs will be provided.

**Midwest Woodworkers Show** May 5, 9:00 a.m. to 4:00 p.m.

**Plant Sale Extravaganza** open to the public, May 12, 9:00 a.m. to 6:00 p.m. and May 13, 10:00 a.m. to 3:00 p.m. — The Plant Sale will be held in Reiman Gardens' parking lot rain or shine.

**Rose Fest** June 9, 9:00 to 4:00 p.m.

**Pollinator Fest** June 23 from 10:00 a.m. to 2:00 p.m.

For more information on our upcoming events, visit our website [www.reimangardens.com/events-programs/](http://www.reimangardens.com/events-programs/) or call 515-294-4790.

**REIMAN GARDENS**  
KANSAS STATE UNIVERSITY  
1407 University Blvd.  
Ames, IA 50011

Summer hours are in effect from May 1 until September 30. The hours are as follows:  
• Outdoor gardens & indoor plant conservatory from 9:00 a.m. to 6:00 p.m.  
• Gift shop from 9:00 a.m. to 5:00 p.m.  
• Butterfly wing house 9:00 a.m. to 4:30 p.m.

**REIMAN GARDENS**  
KANSAS STATE UNIVERSITY

member newsletter  
SPRING & SUMMER 2018



## wind, waves & light SCULPTURE EXHIBIT



To honor our 2018 theme of Movement, we will be hosting George (Shaw) Wood's exhibit, Wind, Waves & Light from April 28 until November 3. The exhibit features 11 kinetic sculptures designed to explore space, time, and the dynamic relationship of objects in motion. The sculptures are made of stainless steel, and the reflective qualities integrate each sculpture into its environment. Wind speed and direction, shades of light, time of day, precipitation, and seasonal color transform the qualities of light and movement of the sculptures.

George (Shaw) Wood, an award-winning American sculptor, was born and raised in the coastal town of Fairfield, Connecticut. He now lives and works in Ipswich, Massachusetts, and holds degrees in both art and engineering. To find out more visit [www.reimangardens.com/exhibition](http://www.reimangardens.com/exhibition).

**FEATURES 11 KINETIC SCULPTURES** that explore space, time, and the relationship of objects in motion.

## tulips on the move AT REIMAN GARDENS



Paying off our 2018 theme of Movement, the tulip display will explore two forms of movement: plant exploration and art movements. Tulips were not always native to the lowlands of the Netherlands. Learn how tulips "traveled" from the mountains of the Midwest and Central Asia before finally settling where they are today.

Experience three art movements throughout your visit this spring. The Children's Garden will touch on impressionism art while American Abstract Expressionism can be found in the South Patio and Westcott Art in the Herb Garden. Artists such as Mark Rothko and Piet Mondrian feature as inspiration for this year's display.

**PLANT exploration and art movements** inspire this year's tulip display.

With over 14,000 tulips to see, Reiman Gardens is sure to be an impressive sight!



# CASE STUDY MEMBER NEWSLETTER

## the gift shop AT THE GARDENS

Did you know that our Gift Shop is constantly changing to accommodate the changing seasons, holidays and annual themes? Pictured are just a few of this year's new "Movement" themed products. Check them out next time you visit, and don't forget, all members receive a 10% discount every day!



## private RENTALS



In 2017, the Gardens hosted 587 rentals, which is 288 more than we saw in 2016. Rentals range from business meetings and conferences to weddings and birthday parties. We also see a good number of graduation parties take place at Reiman Gardens each spring. Think of us next time you have a rental need: all rentals include free admission to Reiman Gardens for everyone in attendance!

## become a VOLUNTEER

Have you ever thought about becoming a Reiman Gardens' volunteer? Volunteering is a wonderful way to give back to your community, and we offer opportunities in all areas of the Gardens from planting and weeding to education assisting and helping with the Butterfly Wing. Talents and time of all kinds are appreciated! Reach out to our Volunteer Coordinator for more information at [rgvolunteer@iastate.edu](mailto:rgvolunteer@iastate.edu).

Talents  
of ALL  
KINDS are  
welcome!

Visit [www.reimangardens.com/events](http://www.reimangardens.com/events) for program descriptions and registration information.

### Adult Programs

**Brown Bag - Nature at Noon:** Second Thursdays, 12:00 to 1:00PM  
Bring your lunch!

- March "Dance/Movement Therapy"
- April "Forces of Nature: Student Kinetic Art at the Gardens"
- May "Making Pollinators Move"
- June "Surrounded by Poetry"

**Behind the Scenes:** Third Wednesdays, 11:00AM to 12:00PM

- March "Conservatory & Greenhouses"
- April "Butterfly Wing Plants"
- May "Gift Shop"
- June "Wind, Waves, & Light Exhibit"

### Meet-A-Scientist:

- April 18, 2:00 to 4:30 p.m.
- May 11, 10:00 a.m. to 2:00 p.m.

**SCI Talk - Pollinator Health:** June 14, 6:00 to 7:00PM

### Art and Design

**Floral Design Series:** Third Tuesdays, 6:30 to 7:30PM

- March "Floating Arrangements"
- April "Spring Swags"
- May "Monumental Memorials"
- June "Vertical Arrangements"

**Bouquets & Boutonnieres:** April 7, 1:00 to 3:00PM

The following multi-week series are 6:00 to 8:00PM starting on the date listed:

- Introspective Writing: April 2 for 6 weeks (ends at 7:30PM)
- Exploring Movement in Watercolor: May 1 for 6 weeks
- Art, Relaxation, and Mindfulness: May 1 for 6 weeks
- Shabby to Chic Floral Workshop: May 2 for 6 weeks
- Writing with Your Movie-Mind: May 3 for 3 weeks

### Guided Tours for Schools, Families, and Adults

Visit [www.reimangardens.com/plan-your-visit/](http://www.reimangardens.com/plan-your-visit/) to schedule a guided tour for class, family, club, or any group.

## education programs and classes MARCH THROUGH JUNE

### Horticulture

**Spring Pruning with Sarah Rummery and Sharon Rink:** March 1, 1:30 to 3:30PM  
**Portable and Accessible Gardening with Ed Lyon:** March 6, 6:00 to 8:00PM  
**Intro to Plant Propagation with Jessie Liebeguth:** March 10, 9:00AM to 12:00PM  
**Sustainable Garden Resources with Ed Lyon:** March 13, 6:00 to 8:00PM  
**Vegetable Gardening Best Practices with Sharon Rink:** April 10, 6:00 to 7:30PM  
**Living Floral Wreath Workshop with Ed Lyon:** May 5, 9:30 to 11:30AM  
**Hillside Garden Talk and Walk with Ed Lyon:** May 23, 6:00 to 8:00PM  
**Plant Walks with Lindsey Smith (ALL NEW):** Every other Thursday, May 31 through October 18, 11:00 to 11:45AM

- May 31 Perennials & Spring Bulbs
- June 14 Host Plants
- June 28 Pollen Plants

**Seize the Sway - Ornamental Grasses with Ed Lyon:** June 25, 6:00 to 8:00PM

### Education Spotlight: Elevating Movement in 2018

Many of this year's programs feature a connection to movement, but none more so than those taught by Board-Certified Movement Therapist Camilla Kottman. These programs are even more rejuvenating within the restorative serenity of the Gardens. Look for "Introspective Writing" and "Art, Relaxation, and Mindfulness," and several upcoming movement-based programs.



### Youth & Family Programs

**Caterpillar Club:** Thursdays through April, 10:00 to 11:00AM

#### Meet-A-Scientist:

- April 18, 2:00 to 4:30 p.m.
- May 11, 10:00 a.m. to 2:00 p.m.

**Magic Block Fidgety-Gidget Workshop:** April 21, 9:30AM to 12:30PM

**Kids' Story Time:** Every other Thursday June - August, 10:00 to 11:00AM

**Plant Pals:** Tuesdays, June to August, 10:00 to 11:00AM

**Water Days:** June 8, July 13, August 10, 10:00AM to 2:00PM

**Youth Summer Camps:** 1:00 to 5:00PM

- June 6 How Plants Move
- June 28 International Mud Day

### Photography with Mark Stollenberg

The following are 4-week series from 6:00 to 8:30PM starting on the date listed.

- Adobe Lightroom 201:** March 1 for 6 weeks
- Photographic Composition:** March 5
- Animal Photography:** March 6
- Beginner Photography:** March 7
- HDR Photography:** April 2
- Landscape Photography:** April 3
- Photography Master Study 4 (ALL NEW):** April 4
- Beginner Photography:** April 30
- Architecture Photography (ALL NEW):** May 1
- Macro Photography 201 - Abstraction:** May 2
- Photography - The Art of Seeing:** June 4
- Photographic Exposure:** June 5
- Black and White Digital Photography:** June 6



## learn more at DAY OF INSECTS

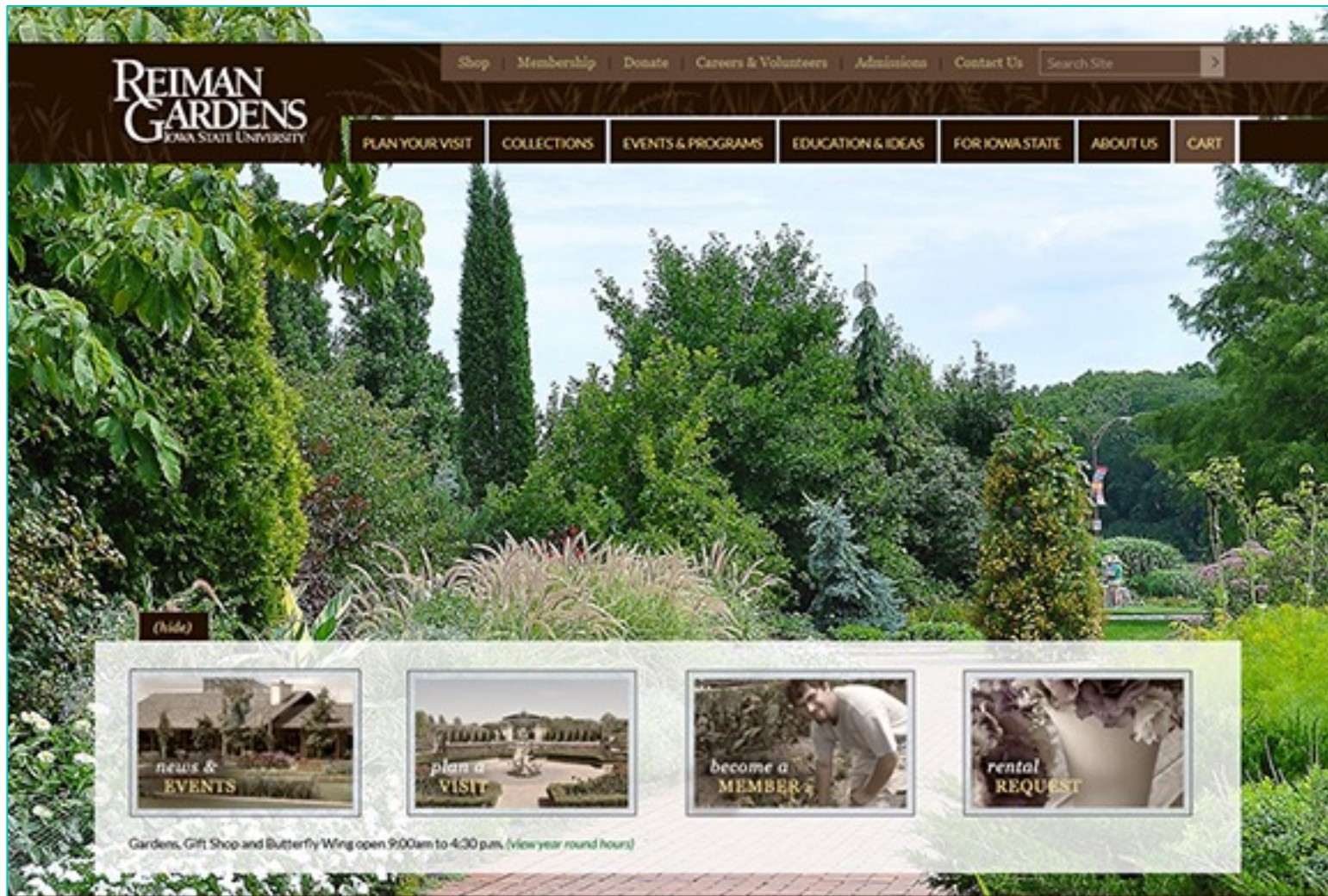


Reiman Gardens' Day of Insects has grown over the past 10 years from only 73 participants to over 150 participants in 2017. Along with attendance, programming has also grown and now includes day-before workshops and an opening reception with a keynote speaker. Day of Insects is filled with presentations from professionals, academics, advocates, and enthusiasts. Day of Insects has something for anyone interested in or involved with insects whether a beginner or a seasoned veteran. The presentations change annually and are only 20-minutes long allowing attendees to pack in a whole lot of learning in just one day! This year's event will be on Saturday, March 24 from 8:00AM to 4:20PM.

For more info or to register to attend the Day of Insects visit: [www.reimangardens.com/collections/insects/day-of-insects/](http://www.reimangardens.com/collections/insects/day-of-insects/)



# CASE STUDY WEBSITE





# Large Budget Perspective

## Longwood Gardens

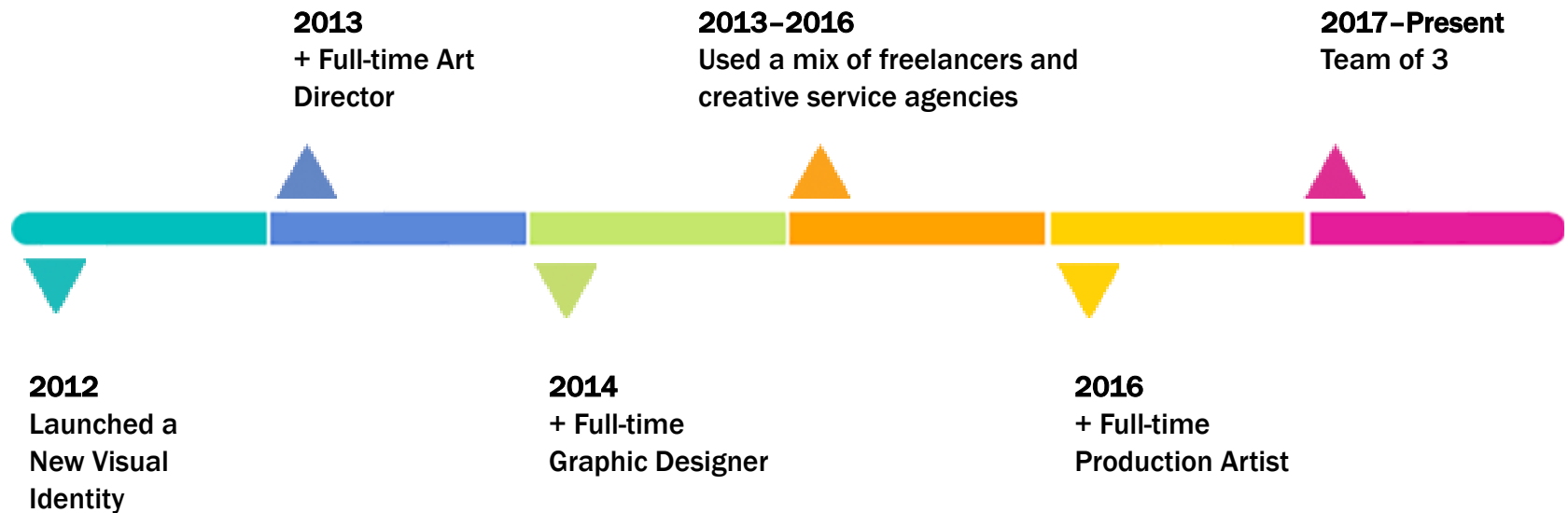
Over 1.5 million visitors per year

1,083 acres

\$63 million annual budget

\$2.5 million marketing budget with \$250K  
dedicated to photography, print, and fabrication

# IN-HOUSE CREATIVE STAFFING

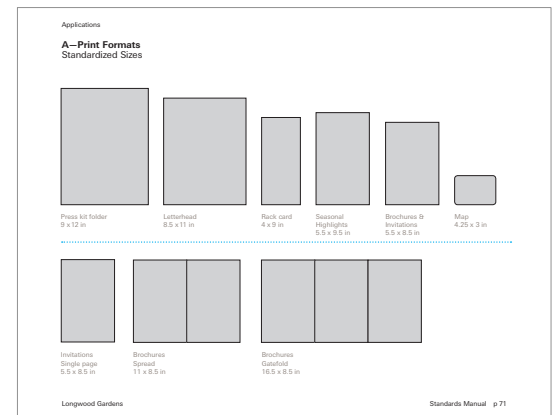
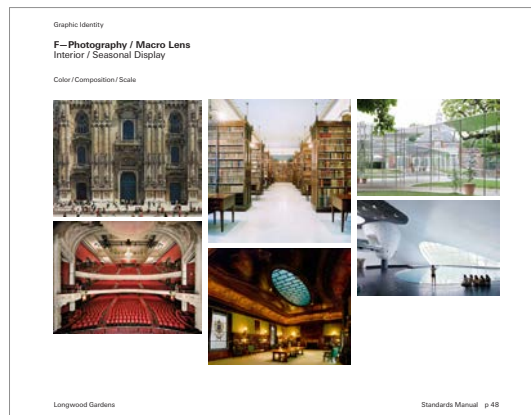
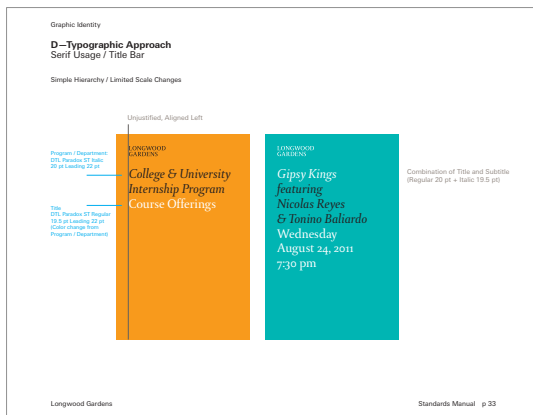
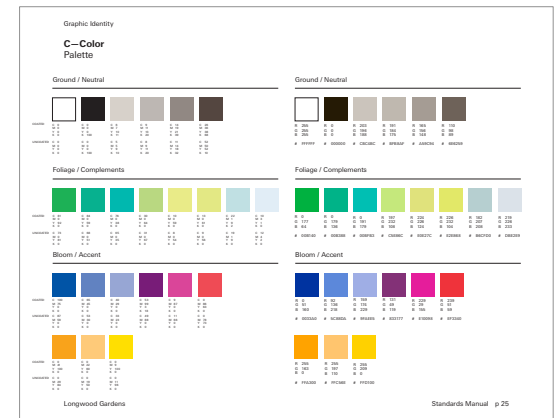
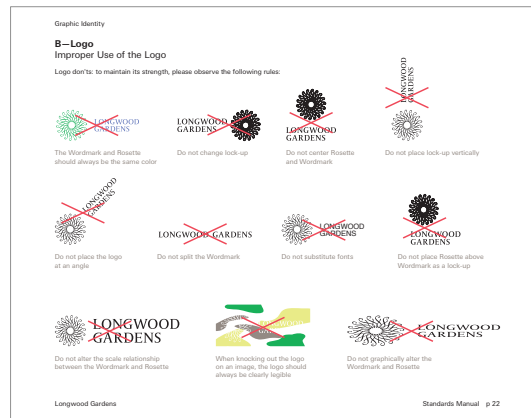
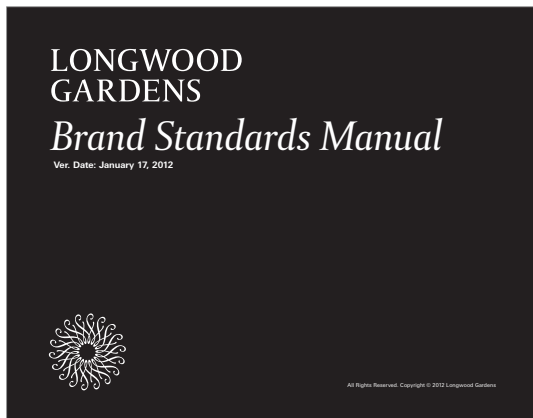


# Tools

- Mac Computers
- Adobe Creative Cloud
- Professional Photographers & Illustrators
- Trusted Vendors

*Note on photography: we also have a great volunteer photographer program that populates a immense online photo gallery for our daily use.*

# 120 PAGE STYLE GUIDE



# OUR IN-HOUSE PROCESS





# Case Study: Membership Program

## **1. Need**

Membership benefit structure could no longer support our standard of an “extraordinary guest experience”

## **2. Project Goals**

Simplify Levels & Benefits  
Improve Flexibility  
Promote Loyalty  
Increase Profitability

## **3. Research**

After mining many surveys, focus groups, and our own Member data, we learned that the key was in the philosophy and mission of the program.

# Case Study: Membership Program

## **4. Present/Approve**

Used creative strategy to develop a system to communicate the changes and bring excitement and new life to the program

## **5. Production**

Applied the system to all new collateral

## **6. Evaluation**

Did we meet our goals?

# The Program Transition

	OLD	NEW
Structure	13 Levels	5 Levels
Price	Had not increased in 5+ years	40% increase
Philosophy	Transaction-based	Support-based



# All Members Enjoy

## Unparalleled Access

- General admission 365 days a year
- Members-only hours during Christmas
- Exclusive mailings and e-communications

## Free Offerings

- **Entertainment** Free admission to a variety of performances year-round
- **Lectures** Free admission to *Branching Out Lecture Series*
- **Walk & Talk** Free admission to hundreds of walks and talks
- **On the Move** Free stroller, scooter and wheelchair rentals for Members in need of this service  
(This benefit does not extend to Member guests)

## Dazzling Discounts

- **Shop** 10% Discount in The GardenShop
- **Indulge** 10% Discount for you and a guest at The Terrace: 1906 & The Café
- **Enjoy** Member Appreciation Days with double discounts in The GardenShop and The Terrace on select dates
- **Learn** 10% Discount on Continuing Education programs
- **Share** 10% Discount on up to six adult admission tickets per day
- **Listen** Up to a 15% discount on tickets to Longwood's concerts
- **Be First** Members pre-sale access on all events and performances
- **Be Amazed** 20% Discount on *Fireworks & Fountains* show tickets
- **Discover** Retailers offering Member discounts
- **Explore & Save** Save \$2 on general adult admission at Brandywine Valley attractions

## Signature Membership Levels

### Chimes Tower

**1 Year** (2 guest tickets\*) **\$500** (\$373 is tax-deductible)  
Two named cardholders and their children (or up to four grandchildren) ages 18 and under.

#### All Member benefits apply, plus:

- General admission for 4 additional guests per day
- Invitation to Exclusive Members' Reception with Director
- Dual Gift Membership for a friend (retail value \$95)
- Access to preferred Members-only seating area for Fireworks & Fountains Shows (with ticket purchase) plus complimentary chair rental
- Complimentary admission to Members-only exhibit previews
- Recognition in our Fall Seasonal Highlights

### Rose Arbor

**1 Year** (2 guest tickets\*) **\$250** (\$218 is tax-deductible)  
Two named cardholders and their children (or up to four grandchildren) ages 18 and under.

#### All Member benefits apply, plus:

- General admission for 2 additional guests per day
- Complimentary admission to Members-only exhibit previews

## General Membership Levels

### Garden Plus

**1 Year** (2 guest tickets\*) **\$150** (\$118 is tax-deductible)  
**2 Years** (4 guest tickets\*) **\$280** *\$20 Savings* (\$216 is tax-deductible)  
Two named cardholders and their children (or up to four grandchildren) ages 18 and under.  
**Plus** general admission for 1 additional guest per day.

### Family

**1 Year** (2 guest tickets\*) **\$120** (\$88 is tax-deductible)  
**2 Years** (4 guest tickets\*) **\$225** *\$15 Savings* (\$161 is tax-deductible)  
Two named cardholders and their children (or up to four grandchildren) ages 18 and under.

### Dual

**1 Year** (2 guest tickets\*) **\$95** (\$63 is tax-deductible)  
**2 Years** (4 guest tickets\*) **\$180** *\$10 Savings* (\$116 is tax-deductible)  
Two named cardholders.

### Individual Plus

**1 Year** (2 guest tickets\*) **\$105** (\$73 is tax-deductible)  
**2 Years** (4 guest tickets\*) **\$200** *\$10 Savings* (\$136 is tax-deductible)  
One named cardholder.  
**Plus** general admission for 1 additional guest per day.

### Individual

**1 Year** (2 guest tickets\*) **\$65** (\$33 is tax-deductible)  
**2 Years** (4 guest tickets\*) **\$120** *\$10 Savings* (\$56 is tax-deductible)  
One named cardholder.

### Student

**1 Year** **\$30** (Fully tax-deductible)  
One named cardholder with a valid student ID.

## Ask about our Bring Friends Package

For the ultimate flexibility to have several friends accompany you to the Gardens at a great discounted rate, add a block of 10 discounted general admission tickets to any active Membership. For details, visit [longwoodgardens.org](http://longwoodgardens.org)

# Membership Levels

Admission	Gardens1	Gardens2	Gardens5	Gardens Preferred	Gardens Premium
Year-round General Admission for	1	2	5	5	9
2 Complimentary Guest Tickets (blackout dates apply)	✓	✓	✓	✓	✓
Free reservations for select events, <i>Festival of Fountains</i> evenings, and Peak Days during <i>A Longwood Christmas</i>	✓	✓	✓	✓	No Reservations Needed
Discounts					
10% discount on purchases at The GardenShop, The Terrace, and on General Admission tickets	✓	✓	✓	✓	✓
20% discount on scooter rentals	✓	✓	✓	✓	✓
Free stroller and wheelchair rentals	✓	✓	✓	✓	✓
Discounts to select Brandywine Valley attractions and businesses	✓	✓	✓	✓	✓
Free admission to a variety of performances and tours	✓	✓	✓	✓	✓
10% discount on Continuing Education classes				✓	✓
Up to 15% discount on Performing Arts tickets				✓	✓
Members-Only					
Member Appreciation Days throughout the year	✓	✓	✓	✓	✓
Members-only hours	✓	✓	✓	✓	✓
Exclusive Member communications	✓	✓	✓	✓	✓
Pre-sale access for select performances				✓	✓
Printed edition of the <i>Longwood Chimes</i>				✓	✓
Invitation to a cocktail reception (additional fee)					✓
Price of Membership	\$85	\$135	\$185	\$295	\$550



# Level Structure & Price Increase

## Member Households

Before Transition: 65,000

Low Point: 57,000

New Program Rebound: 67,000

2018 Predicted Growth: 70,000





# Membership Philosophy

The language change was dramatic, from a transactional tone to a **message of support** fused to a message of discovering and exploring the Gardens.

# Messaging: Before & After

LONGWOOD  
GARDENS

## Members See It Free!

*Members have unparalleled  
access to many free offerings.  
Mark your calendars for these  
exciting events:*

### Beyond the Garden Gates Days

Saturdays, April 6 & 20,  
May 4 & 18, 11 am–3 pm

"Go Beyond" our beauty as we open our doors to our  
workspaces, introduce you to our talented staff, and reveal  
the inspiration behind all that we do. Meet our talented  
arborists and gardeners throughout Spring Blooms.

Saturday, June 8, 11am–3 pm  
Fridays, June 28, July 12 & 26,  
August 9 & 23, 5–9 pm

See the force behind the fountains, meet the Idea Garden  
and Waterlily Display gardeners, and hear from the  
mastermind behind our Fireworks & Fountains Shows.

Saturdays, September 7 & 21, October 5 & 19,  
November 9 & 23, 11am–3 pm

Be inspired by the creative vision behind our  
Chrysanthemum Festival, and learn about our tree care  
and stewardship programs.



Members  
get more.  
**Transactional**

Membership

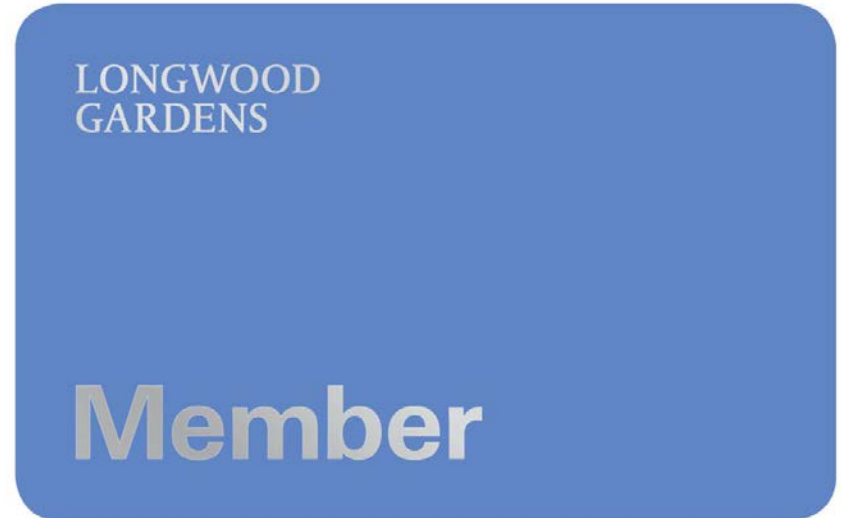
**See What  
You Can Do.  
Support. Grow.  
Create. Sustain.  
Enhance. Foster.  
Learn. Envision.  
Become.**



LONGWOOD  
GARDENS

See what  
you can do in  
the Gardens  
and see what  
you can do for  
the Gardens.  
**Support**

# Membership Cards Before & After





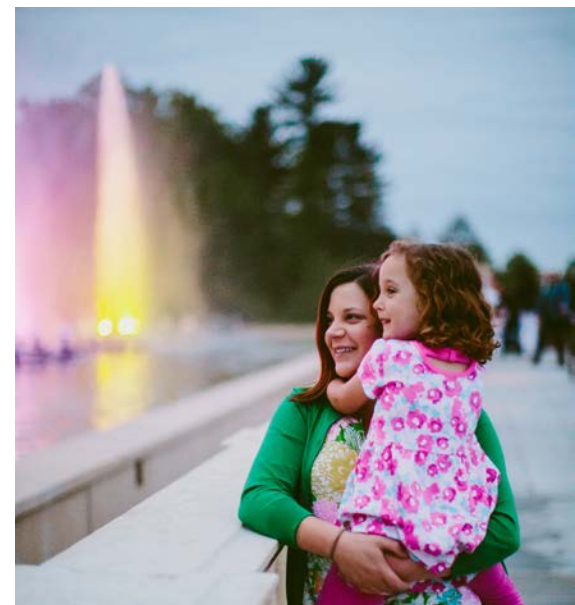
# Design Approach

Along with the philosophy and structural changes, we were able to approach the new program with a fresh design palette.

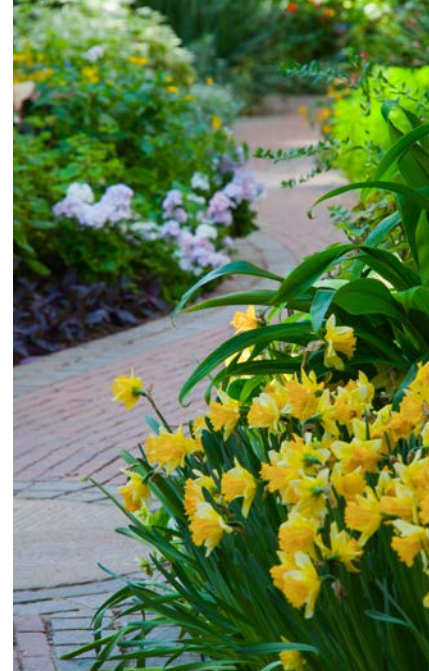
**Typography:** Bold, Clean, Simplified

**Photography:** Dynamic, Warm, People-focused











# A POSITIVE RESPONSE

As a long-time Member, I hope you see what your support does for Longwood Gardens. It enables us to create beauty we all enjoy, educate future generations about the importance of horticulture, and celebrate the arts in our unmatched settings. Your support is apparent in all we do. And, while I am honored to share my appreciation with you, we wanted you to hear from our talented staff behind the magic you experience. I think you'll be surprised by the depth and breadth of the diverse work happening here every day—work that your Membership makes possible.

See what you can do.

My deepest appreciation,



Paul B. Redman  
President and CEO

Photos by Hank Davis, Carol DeGuseppi, and Daniel Traub

We've shared just a glimpse of the many things that your Membership makes possible in our Gardens. Now, discover what you can do. Take a class, attend a performance, engage with our staff, enjoy our Gardens. Your ongoing support as a Member helps us to continue to offer a world of unsurpassed beauty, now and for years to come.

*CHUCKERS!  
H.V.D.*

*Tom Warr*

*in gratitude,  
martha*

*Ann Zevi*

*THANKS again!  
Kellie*

*Best Regards,  
Hans*

*Happy Growing!*

*GRACE GRIFFIS*

*Peri C.*

*“Was an honor to be a part of it all!! Thank you!”*

# Case Study: Sign Creep

## Need

Signage to inform guests of Garden events, closures, directions, restrooms, promotions, etc.

## Goal

Urgent request or to resolve a current issue

Research/Ideation breaks down to get the job done

**Approvals are rushed**

**Evaluation:** Schedule leaves little time for evaluation

# A LONGWOOD CHRISTMAS

Through January 11

## TICKETING

### ADMISSION PRICES

Adults: \$17  
 Seniors (ages 62+): \$12  
 Students (ages 13-18, w/ ID): \$10  
 Children (ages 3-12): \$7  
 Children ages 2 and under: Free

Children under 2 years of age must be held by an adult. All children must be accompanied by an adult. All children must be accompanied by an adult.

### MAKE OUR WORLD YOURS

Member Plus: \$175  
 Family: \$120  
 Child: \$60  
 Individual Plus: \$100  
 Individual: \$50

Includes 12 months of admission to all Longwood Gardens exhibits and events. Includes 12 months of admission to all Longwood Gardens exhibits and events.

### GARDEN HOURS

10:00 AM - 5:00 PM  
 Last admission 4:30 PM

Hours are subject to change without notice. Please check the website for the most current information.

### INSIDER TOURS

2:00 PM - 4:00 PM  
 \$15 per person  
 \$10 for members

Includes a guided tour of the gardens and a complimentary glass of wine. Includes a guided tour of the gardens and a complimentary glass of wine.







### TICKETING

**ADMISSION PRICES**

Adults \$17	Children (10 & under) \$10
Seniors (65+) \$15	Students (16-18) \$10
Members \$10	Children (4 and under) \$5

**MAKE OUR WORLD YOURS**

Member Plus \$150	Family \$100
Gift \$100	Individual Plus \$100
Individual \$100	Member \$100

**GARDEN HOURS**

10:00 AM - 5:00 PM  
Last admission 4:30 PM  
Closed on Mondays and Tuesdays

**INSIDER TOURS**

10:00 AM - 5:00 PM  
Last admission 4:30 PM  
Closed on Mondays and Tuesdays





4.

# Logistics & Management

---

How to staff and manage great  
graphic design at any scale



# Hiring Designers

## **Permanent Staff**

Vested interest in your organization. Better understands your garden and its goals. Fastest turnaround time for projects. Need to supply design software.

## **Freelancer**

Paid by project or by the hour. Turnaround depends on their speed and workload. Ask to see samples. It is important to find someone you can trust who meets the deadlines with attention to detail. They will have their own design software.



# Hiring Designers

## College Students/Interns

Very creative. Only work full-time in the summer. School is their priority. May need considerable supervision. Takes more time to complete a project. If they have a computer for school, may be able to use the design software.

## Volunteers

FREE! You may not be able to provide as much input on the designs. Turnaround time unknown because we aren't paying them. They will have their own design software.



# Working with Designers

**Be clear about goals and descriptive when describing it**

Include a sketch of the layout if needed

**Give them a budget**

And stick to the budget as the project progresses

**Give them the final text before starting**

Trust them if they choose to reorganize, tweak or delete



# Working with Designers

## **Trust what they have to say about the design**

Listen to the feedback that they give you

## **Let them be the creative ones**

You will get a better product if you don't over involve yourself

## **Check in with them to see how things are progressing**

Don't be afraid to ask for a progress report.





# Software & Resources

## Graphic Design Software

Primary: Adobe Creative Cloud - \$53/mo

Secondary: Canva features premade templates - \$13/mo

Not recommended: Microsoft Publisher or PowerPoint

## Additional Resources

Printers, photographers, illustrators, fabricators, etc.



# Ingenious Ideas for Good Design

Advertising design included with media purchase

Advocate for a designer to join your board

Look for class projects at local colleges

Keep an eye out for design that you find effective

Search for grant funding for your design projects

5.

# Thank You! Questions?

---

Dying to know more? Ask us!

Morgan – [mcichewicz@longwoodgardens.org](mailto:mcichewicz@longwoodgardens.org)

Maria – [mozy@iastate.edu](mailto:mozy@iastate.edu)

# CREDITS

## References:

Design Can Drive Exceptional Returns for Shareholders

<https://hbr.org/2014/04/design-can-drive-exceptional-returns-for-shareholders>

How Important Is Graphic Design For Your Business?

<https://www.designhill.com/design-blog/how-important-is-graphic-design-for-your-business/>

The Importance of Graphic design for Business

<https://www.ikf.co.in/blog/importance-of-graphic-design-for-business/>

What is Graphic Design

<https://www.aiga.org/guide-whatisgraphicdesign>

# CREDITS

## References:

### Images

[nike.com](https://www.nike.com)

<https://ftw.usatoday.com/2018/02/lebron-james-speaks-out-about-warriors-report-its-nonsense>

<http://en.espn.co.uk/athletics/sport/story/235153.html>

<https://www.wsj.com/articles/nike-supports-track-athletes-right-to-organize-1396643556>

<http://bpando.org/2016/11/01/branding-rwa/>

<https://www.pentagram.com/work/circular-19?rel=discipline&rel-id=10>

[http://www.earthscape.co.jp/works/assets\\_c/2015/06/hp\\_DSC5552-thumb-900x600-793.jpg](http://www.earthscape.co.jp/works/assets_c/2015/06/hp_DSC5552-thumb-900x600-793.jpg)

<https://segd.org/fred-hutch-visitor-center>

<https://www.behance.net/DeftEffect>