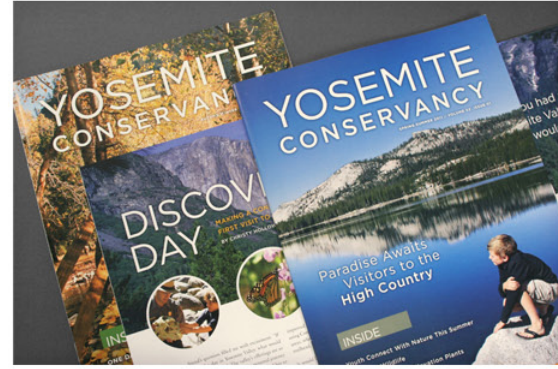


**Future  
Stewards**



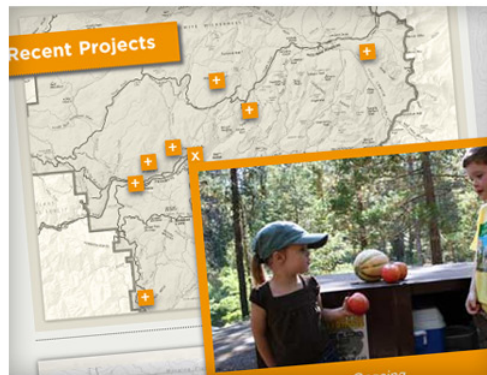
## **Yosemite Conservancy**

A restored habitat. A new trail. A commitment to the future. Yosemite Conservancy is the only organization completely dedicated to the protection and preservation one of our country's most loved, cherished, and important national treasures.



**J** *“Plumline strikes that perfect balance between challenging our current approach and ideas to marketing communications, while also listening to our needs and goals - then finding the best solution.”*  
*- Jennifer, Communications Director at Yosemite Conservancy*

**D** *“Working with the Yosemite Conservancy has been really rewarding. Knowing that the work we do will have a direct and positive impact on such an important and amazing place – a place I used to visit as a kid – has been really good for my soul.”*  
*- Dom, Principal at Plumline*



**E** *“Growing up the son of a Parks and Recreation Director and the fact that my wife is from Mariposa - the gateway to Yosemite - made working on this project all the more meaningful.”*  
*- Eric, Designer at Plumblin*

**Specifically** Plumblin created an entirely new website for Yosemite Conservancy. Starting with information architecture and wire framing, and including database and content management system development, we created the infrastructure and support system that would eventually hold our unique and engaging look-and-feel. In addition to the complete website design and development, we created a suite of marketing collateral, awareness brochures, and we design and produce the Yosemite Conservancy magazine twice each year.

**Creative.**

## **We're Creative.**

We're bold. Enthusiastic. Passionate about what we do. We gather inspiration from the things that most people overlook. We are consistently driven to create something new or different. To explore, imagine, invent. But creativity without purpose is nothing more than a pretty idea. So we add action to creativity and the result is design that not only looks good, but also makes people respond.



### **It Ain't Magic.**

There's nothing up or sleeve. Really. To get your message across uniquely, clearly, and convincingly, we need to work in the real world. Good design solves communication problems, but great design strikes that delicate balance between strategy and aesthetics. And that can only be achieved with expertise, insight, and effort. There's nothing mystical about it. Yet it's magic when it all comes together.



### **We Make New.**

You're probably not going to hire a creative firm to give you what you already have or to do what you could do yourself. You have an idea that you need to make real. You need to make it stand out. Be seen. Get heard. To do that, you need us to create something that is new or better than it was when you brought it to us. That takes brains, effort, dedication, and talent. And sometimes, it takes a leap of faith.

Plumblin<sup>e</sup>

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