

HAVE A LOOK!

*molly*CONLEY
good design



Marks of excellence:

The most compelling logos are formally simple yet conceptually complex.



Do Goodie Brownies Rebrand

Greyston Bakery, the maker of ultra-premium Do Goodie Brownies, has a “soulfully delicious” mission: They don’t hire people to bake brownies, but bake brownies to *hire people*. The existing packaging, however, wasn’t communicating the brownies’ premium quality or social mission behind the brand.

The new visual identity focuses on the rich, fudgy quality of the brownies and the inspiring mission of the brand.

T H E  L O C A L

T H E  L O C A L



Visual Identity for The Local

The Local is a start-up retail business focused on stylish and sustainable lifestyles. The logo's four dots in a square formation, inspired by a gypsy symbol meaning "this is a good place," nods to the brand's Bohemian spirit while reflecting the retailer's mission to promote merchandise that improves the lives of people and planet. The bottom left dot remains static with the letter "L" monogram for The Local, while the other 3 dots change by store location to reflect each store's local culture.

Top Left: Two logo variations displaying different dot fills

Middle: A study of potential dot fills

Top Right: Storefront signage

Bottom Right: Towel packaging and reusable shopping bag



“Nourish Your Life” Brand Campaign for LUNA Bar

LUNA Bar needed a unified brand strategy around its diverse line of nutritious snacks designed just for women. Driven by the new brand anthem “Nourish Your Life,” the design campaign covered print advertising to interactive, film festivals and community events.

The print advertisements (on this page) were created to highlight the many ways women nourish their lives. Interstitial ads ran on consecutive pages in targeted lifestyle magazines to create more impactful impressions.



"Nourish Your Life" Brand Campaign for LUNA Bar

Flash-animated web banners appeared on LUNA Bar's website to add another dimension to the campaign's storytelling, and flash-animated web advertisements (bottom right) appeared on targeted lifestyle websites.





THE
MANY
COLORS
of YOU



THE
MANY
COLORS
of YOU

true colors autumn retreat
with Kimberley Theresa

Thursday October 20th – Sunday October 23rd
Good Commons Boutique Retreat House
Plymouth Union, VT

“The Many Colors of You” Yoga Retreat Promotion

Playing off the theme of the autumn season (during which this yoga retreat occurred), the metaphor of colorful leaf transformation symbolizes the personal revelation and transformation which the retreat actively fosters.

The leaf and twig lettering is all handmade to lend a warm and organic spirit. For online promotions, it was possible to capture the full effect of the transformation metaphor by animating the leaves from their green state (top left) to their beautiful multi-color state.

pure prevention

Ask. Act. Live. To reduce breast cancer.

Pure Prevention Cause Marketing Campaign Created with Breast Cancer Fund and LUNA Bar

Research shows that only one in ten women who have breast cancer has a genetic history of the disease—and what women put on and in their bodies can increase their risk. The Pure Prevention campaign is about shifting the conversation from cure to pure, inspiring women to get the facts about the environmental causes of breast cancer and take simple steps to ask, act and live to reduce their risk.

Campaign visuals focused on a playful metaphor comparing breasts with common objects research has linked with cancer. Posters and postcards were designed for college campus grassroots marketing.



What's your *cleaner* got to do with breast cancer?



What's your *make-up* got to do with breast cancer?



What's your *breakfast* got to do with breast cancer?



What's your *breakfast* got to do with breast cancer?

Did you know that only 1 in 10 women who have breast cancer have a genetic history of the disease? Pure choices, like eating organic, natural foods, can make a difference. To get the facts about the environmental causes of breast cancer and learn simple ways you can ask, act and live to reduce your risk, visit www.pureprevention.org.

pure prevention
Ask. Act. Live. To reduce breast cancer.

BREAST CANCER FUND
LUNA BAR

What's your *cleaner* got to do with breast cancer?

Did you know that only 1 in 10 women who have breast cancer have a genetic history of the disease? Pure choices, like using natural, toxi-free cleaning products, can make a difference. To get the facts about the environmental causes of breast cancer and learn simple ways you can ask, act and live to reduce your risk, visit www.pureprevention.org.

pure prevention
Ask. Act. Live. To reduce breast cancer.

BREAST CANCER FUND
LUNA BAR

What's your *make-up* got to do with breast cancer?

Did you know that only 1 in 10 women who have breast cancer have a genetic history of the disease? Pure choices, like using natural, safe cosmetics, can make a difference. To get the facts about the environmental causes of breast cancer and learn simple ways you can ask, act and live to reduce your risk, visit www.pureprevention.org.

pure prevention
Ask. Act. Live. To reduce breast cancer.

BREAST CANCER FUND
LUNA BAR

**Pure Prevention Cause Marketing Campaign
Created for Breast Cancer Fund and LUNA Bar**

Print Ad Series. Full page ads appeared in *O, The Oprah Magazine* and *Good Magazine*



**Pure Prevention Cause Marketing Campaign
Created with Breast Cancer Fund and LUNA Bar**

Left column: An interactive experience dedicated to the Pure Prevention Campaign was hosted during LUNA's annual LUNA Fest event. Patrons posed in front of branded backdrops, had their photos taken and later left with the images and goodie bags with tip sheets on how to eat smart, create a healthy home, choose safe cosmetics and get outside more often.

Right column: Campaign microsite

Brand Image Campaign for Clif Bar

Clif Bar wanted to increase their share in the healthy energy bar market by attracting a wider, more mainstream audience. The proposed solution was to launch a brand image campaign which would introduce Clif Bar to a new audiences.

These advertisements amplify Clif Bar's existing brand equity, the illustrated athlete, mountain landscape and bold red accent color—equity that previously had only appeared on product packaging.





Nordic Naturals Rebrand

Nordic Naturals is the leading brand of sustainably harvested omega-3 fish oils. Once the pioneer of its category, the brand today faces competition from a large number of other brands in an increasingly crowded and confusing marketplace.

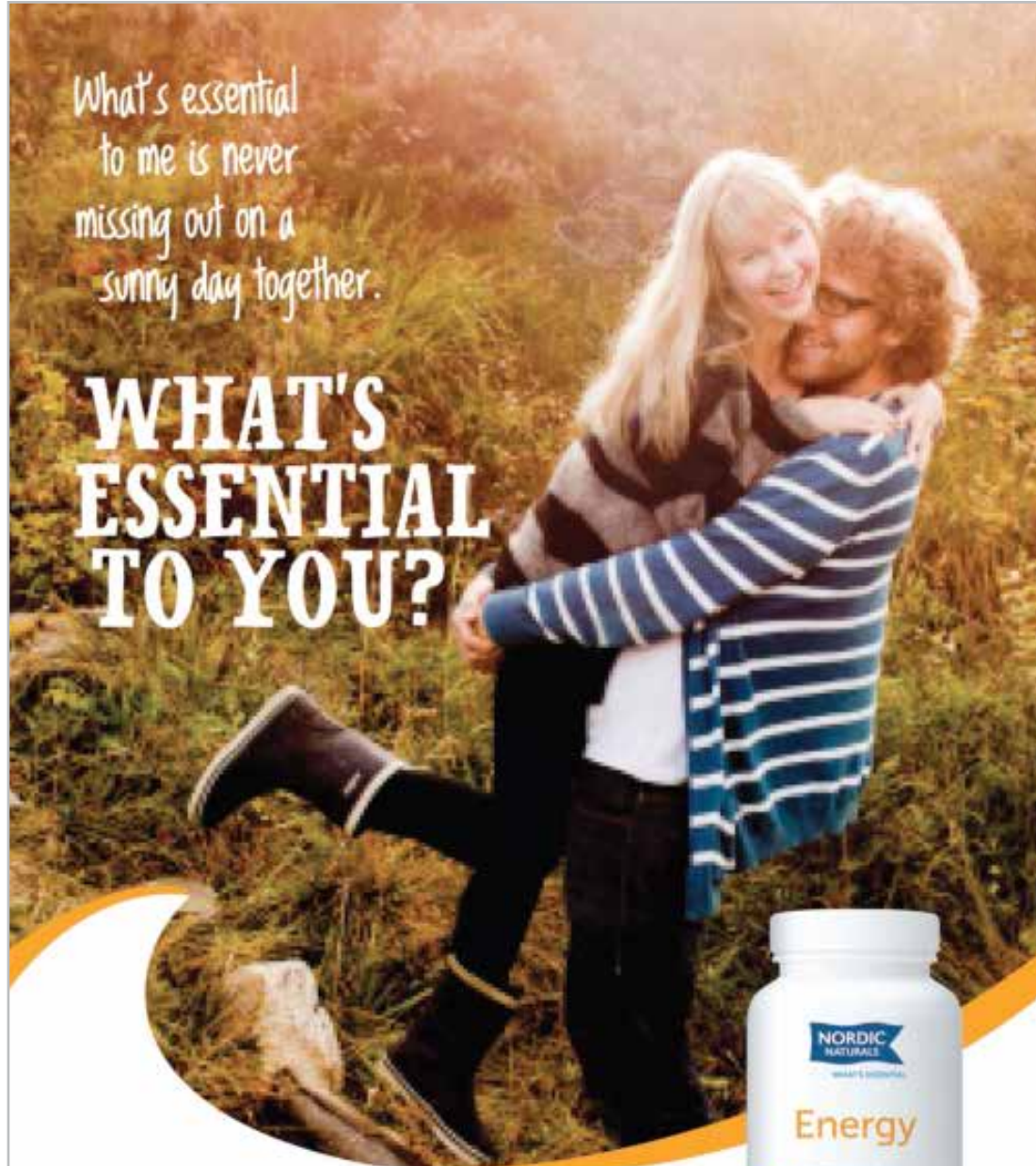
The redesigned logo, inspired by Norway's historic fishing ship flags, evokes the unique leadership position of the brand and speaks with a trustworthy and passionate voice.

The new packaging emphasizes a balance between Nordic's backing in scientific research with an energized update of the brand's signature blue wave. Collectively, each bottle's waves flow together, creating a distinct and eye-catching optical effect on store shelves.




What's essential
to me is never
missing out on a
sunny day together.

**WHAT'S
ESSENTIAL
TO YOU?**



**NORDIC
NATURALS** WHAT'S ESSENTIAL



What's essential
to me is making
time to enjoy
the great outdoors.

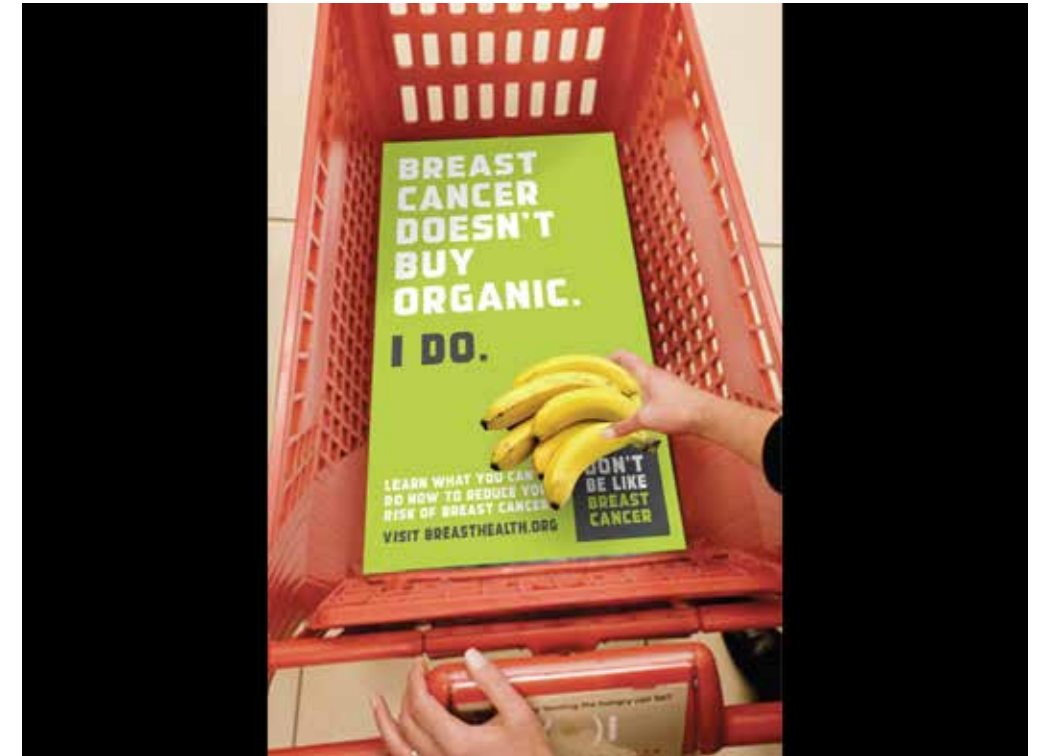
**WHAT'S
ESSENTIAL
TO YOU?**



**NORDIC
NATURALS** WHAT'S ESSENTIAL



Nordic Naturals Rebrand
Print Ad Campaign



"Don't Be Like Breast Cancer" Advertisement Campaign developed for Breastcancer.org



Walmart's My Sustainability Plan Identity

My Sustainability Plan (MSP) is Walmart's first global initiative designed to empower associates to engage sustainability on their terms. MSP stands for helping associates live healthier, greener and better. It underscores that small steps taken by Walmart associates are making a world of difference. The initiative was recently picked up by the Clinton Global Initiative to make this successful program available to anyone.





Walmart's My Sustainability Plan Identity

The MSP core identity is a smile icon as well as a forward-pointing arrow. The smile speaks to the personal benefit of participation while the arrow speaks to the ongoing global impact of the program.

MSP's twelve program areas are represented by icons, unified by that same "onward!" pointing arrow that symbolizes one positive action leading to another. The icons are also designed to work in graphic storytelling, as shown in the posters on the right.

Heather Mason
Store 4479

- Spending time with my son is so important!
- I love taking him for walks and making him appreciate life.
- It helps me relax, makes me really appreciate life!

My name is Heather, and I'm living better.
What's your msp?

Learn more at mywalmart.com/msp

msp Walmart

Patricia Hernandez
Store 4479

- Nada que decir! ¡Ayer de nuevo!
- Me encanta ir a comprar para comprar por mi hijo.
- Y así por último me ayuda relajarme y a agradecerle a la vida.

Me llamo Patricia, y estoy viviendo mejor.
¿Cómo vivirás tú mejor?

Aprende más en mexico.walmart.com

msp LIDER

私、恵子、
店員4479番

- 休みの時間、夫と子供と、自然の中で過ごすことが大好きです。
- 自然の中で過ごすことが大好きです。自然の中で過ごすことが大好きです。
- リフレッシュして、自分も一緒に楽しむ。

私のエコ計画は家族と一緒に自然を楽しむ事。
あなたのエコ計画は?

詳しくはこちら <http://www.walmart.jp/eco/index.html>

msp 地球エコ計画 BEYU

Walmart's My Sustainability Plan Identity

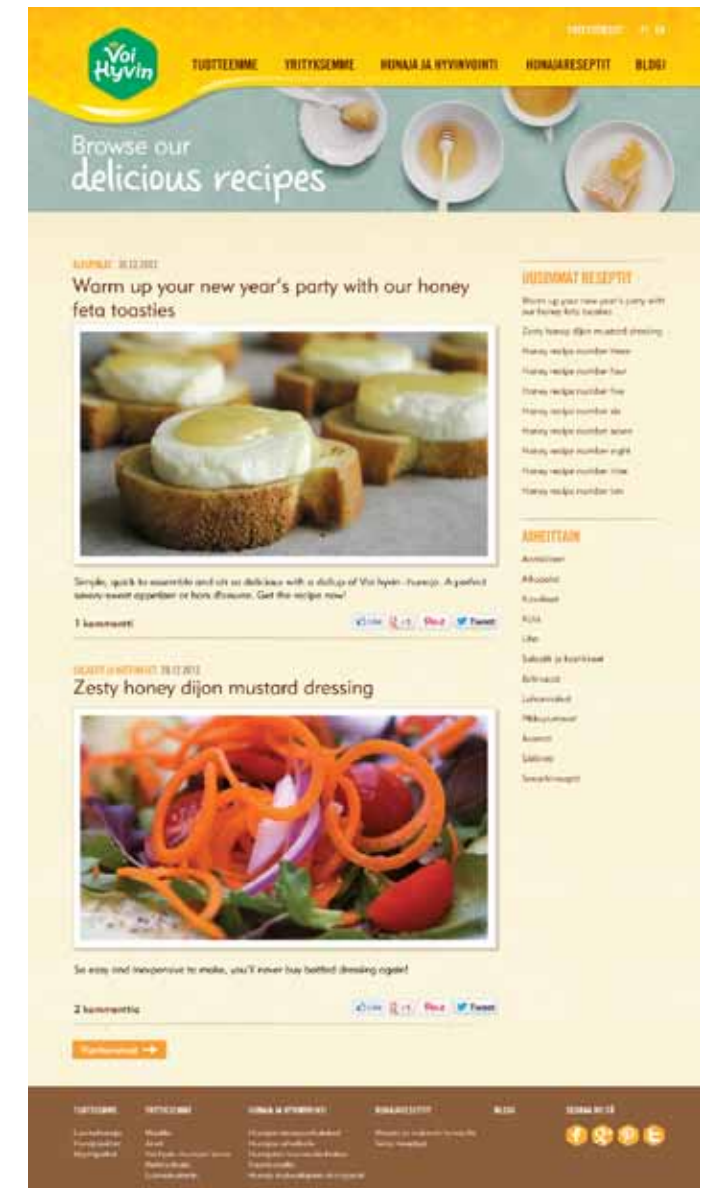
Poster templates were created so Walmart locations globally could feature inspiring MSP stories as told by real store associates.

Voi Hyvin Honey Rebrand: Organic Honey Chocolate Bars

Voi Hyvin, an innovative, organic Finnish honey producer, was having difficulty differentiating itself on store shelves and even conveying the nature of its products. Beginning with this organic honey chocolate bar, the brand is being rebuilt to incorporate the brand story, voice, and a consistent and memorable visual identity.

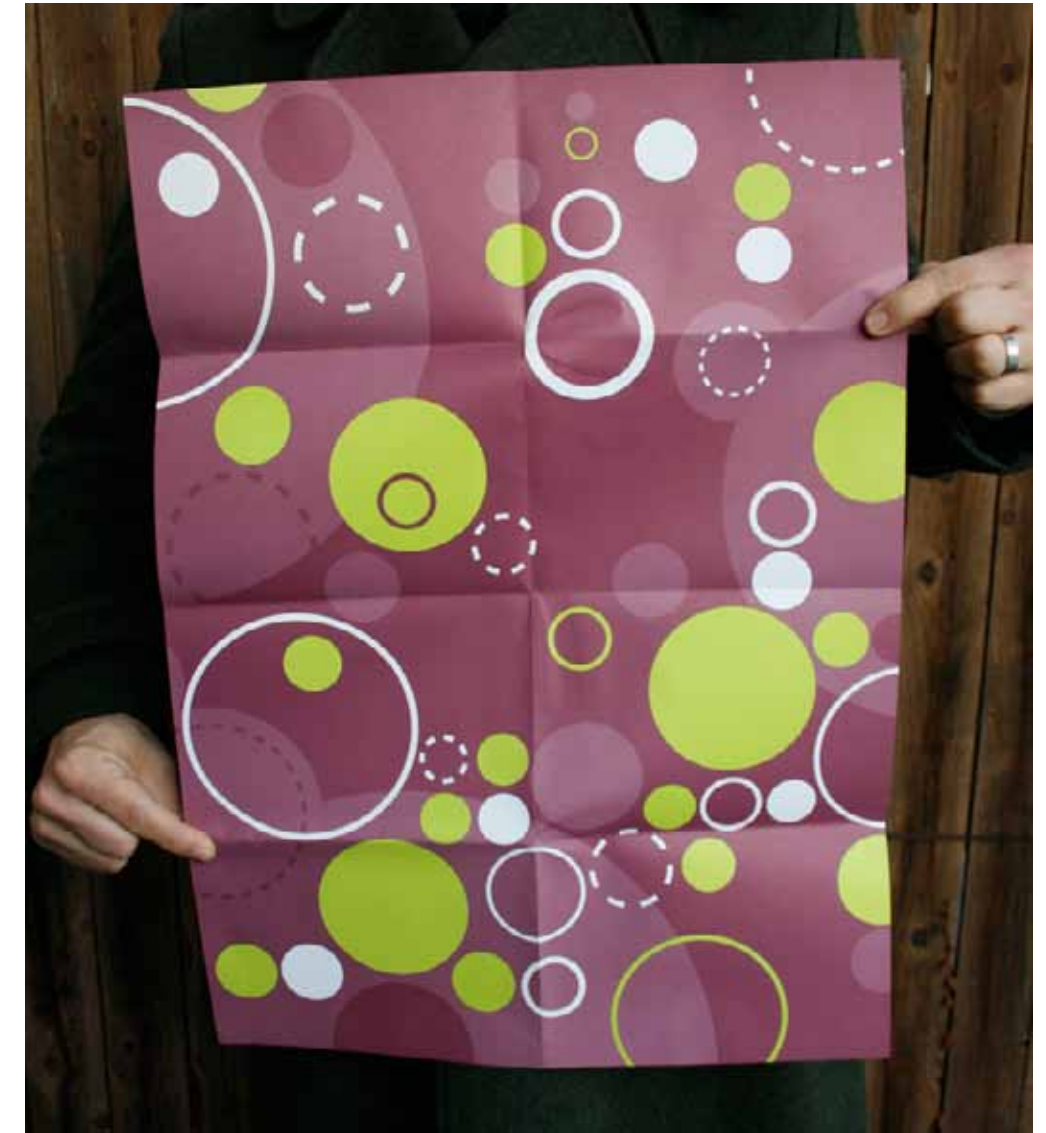
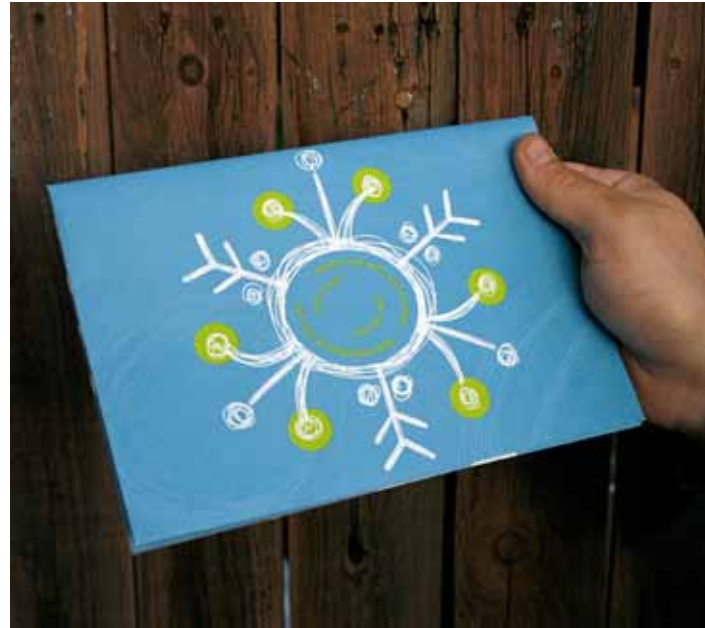
The design builds on the brand's existing brand equity, especially its yellow color, while differentiating itself visually in the crowded chocolate bar aisle as the only "honey-filled" chocolate bars. The design also incorporates my illustrations of the honey-filled chocolates to help clearly communicate this unique product to consumers.





Voi Hyvin Honey Rebrand: Website

The website rebrand incorporates the brand story behind the honey and adds a brand voice that feels joyful but professional, wholesome yet indulgent. The website helps to position Voi Hyvin as a thought leader in organic honey, honey health benefits and honey recipes, content that research proves is most important to Voi Hyvin's customers.



Reusable Holiday Card

This sustainably-designed holiday card was innovated not only to send holiday cheer but to serve as a useful second purpose as well. The self-mailing "card" arrived to the recipient and then unfolded into a large, inspirational holiday message. The reverse side of the poster is a full sheet of wrapping paper which the recipient could reuse to wrap a small gift.

The card was printed on 100% post-consumer recycled paper with Ancient Forest Friendly certification.

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POISON Help
 1-800-222-1222

Michael R. Bloomberg, Mayor, The City of New York
 Thomas R. Frieden, MD, MPH, NYC Department of Health and Mental Hygiene
 Linda D. Curtis Sr. V.P. and Executive Director, Bellevue Hospital Center
 HRSA funding line

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As a private nonprofit, we sit outside government to better advise the nation on the most important health matters of our time. From Avian Flu to the global AIDS crisis, we explore issues on our own terms, without regard to politics or profits.

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Select Magazine Advertisements and Illustrations

Left: Ad for NYC Poison Control Center. Designed to be understood by all New Yorkers, including illiterate and non-English speakers.

Middle: Ad for the Institute of Medicine. An uncommonly witty portrayal of the organization's important role in medicine.

Right: Ad for *Plenty Magazine*, focusing on sustainable lifestyles.



Packaging Design for Dallis Bros. Coffee

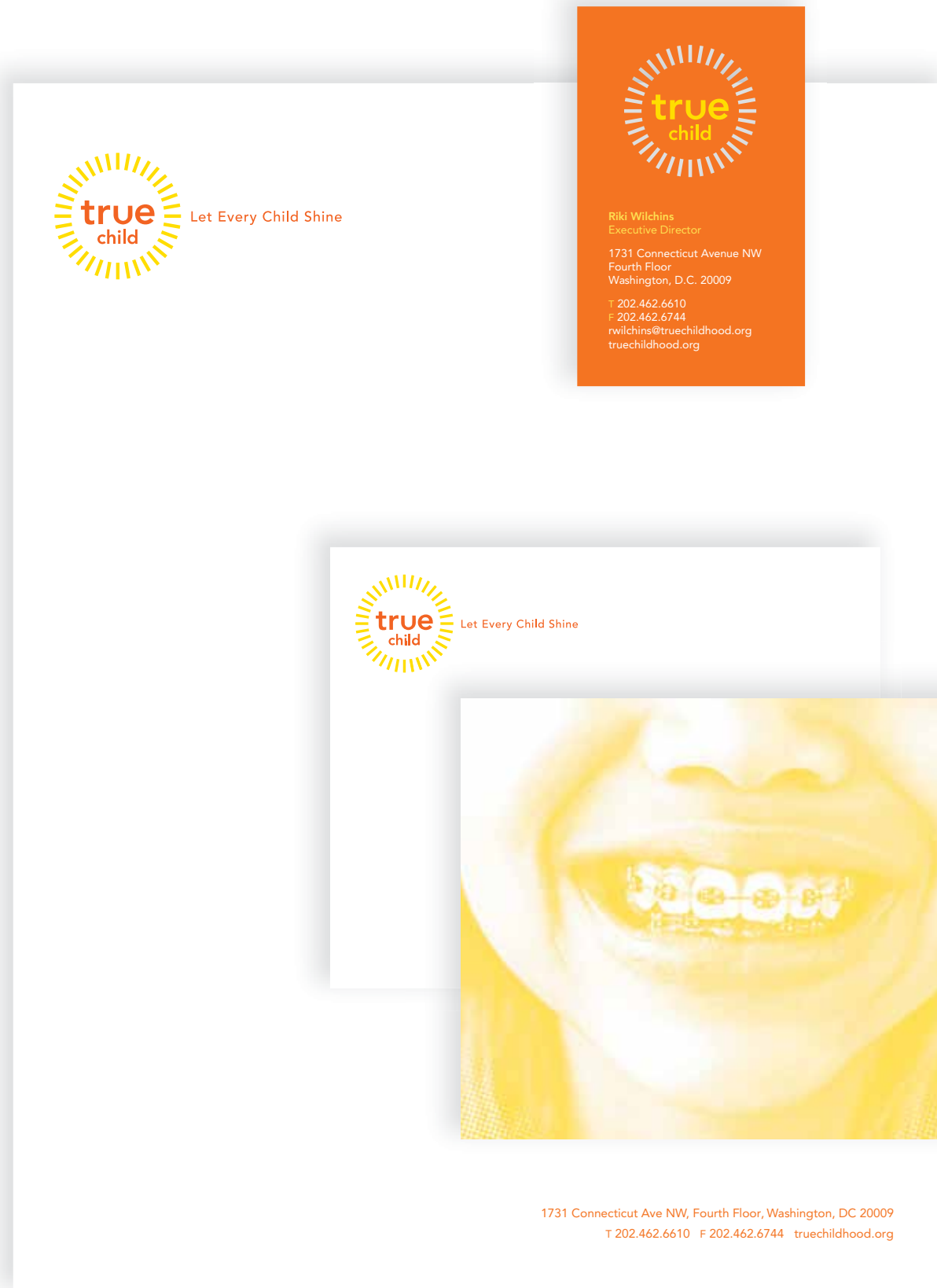
Packaging design concepts for Dallis Bros. Coffee, a Queens, New York based company that locally roasts their organic and fair trade coffees.



BBMG "It's How We Live" Grant

BBMG's It's How We Live Grant was a \$100,000 package of in-kind communications services to create and launch a breakthrough cause marketing campaign for a visionary nonprofit and its corporate partner.

The visual identity focused on the idea of brand transformation by transforming BBMG's own logo into a butterfly. This concept was carried out in promotional brochure handed out at BBMG branding workshops, and viral marketing campaign through website and customizable e-cards to get the word out.

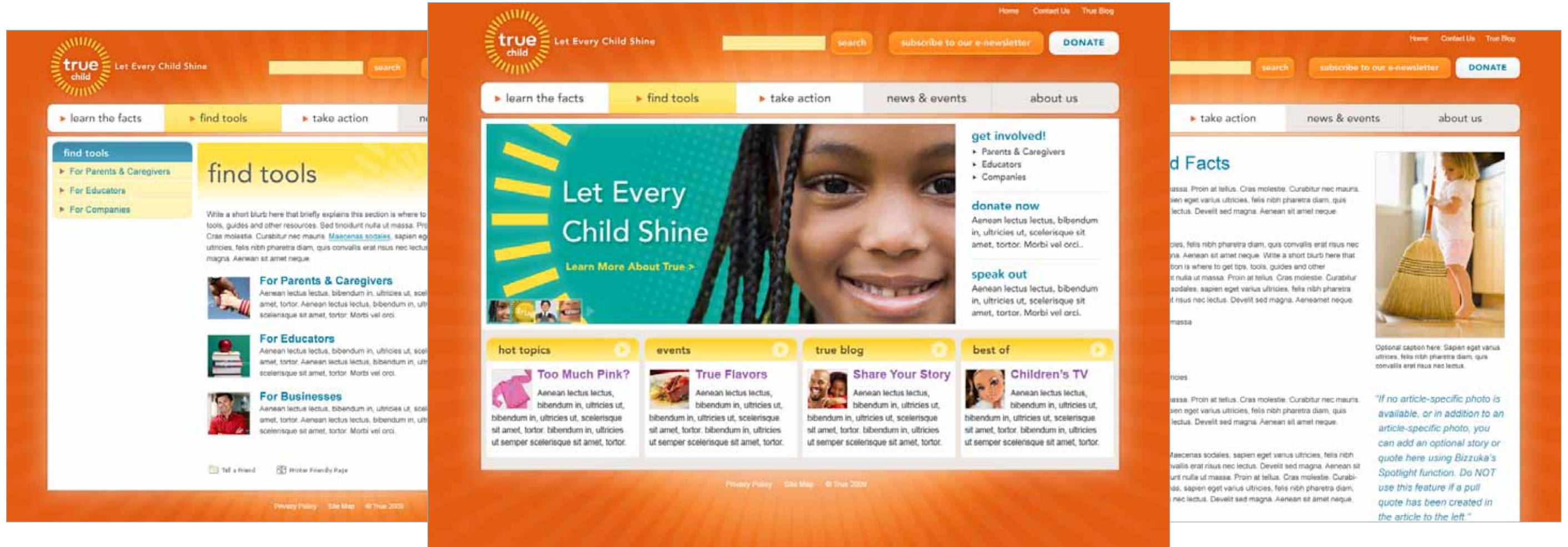


Reverse side of business card

True Child Rebrand

True Child is a nonprofit organization dedicated to fighting gender stereotypes and empowering children to be their authentic selves. The updated visual identity is bright and optimistic, taking inspiration from the sun to express the brand's mission to "Let Every Child Shine."

1731 Connecticut Ave NW, Fourth Floor, Washington, DC 20009
T 202.462.6610 F 202.462.6744 truechildhood.org



True Child Rebrand

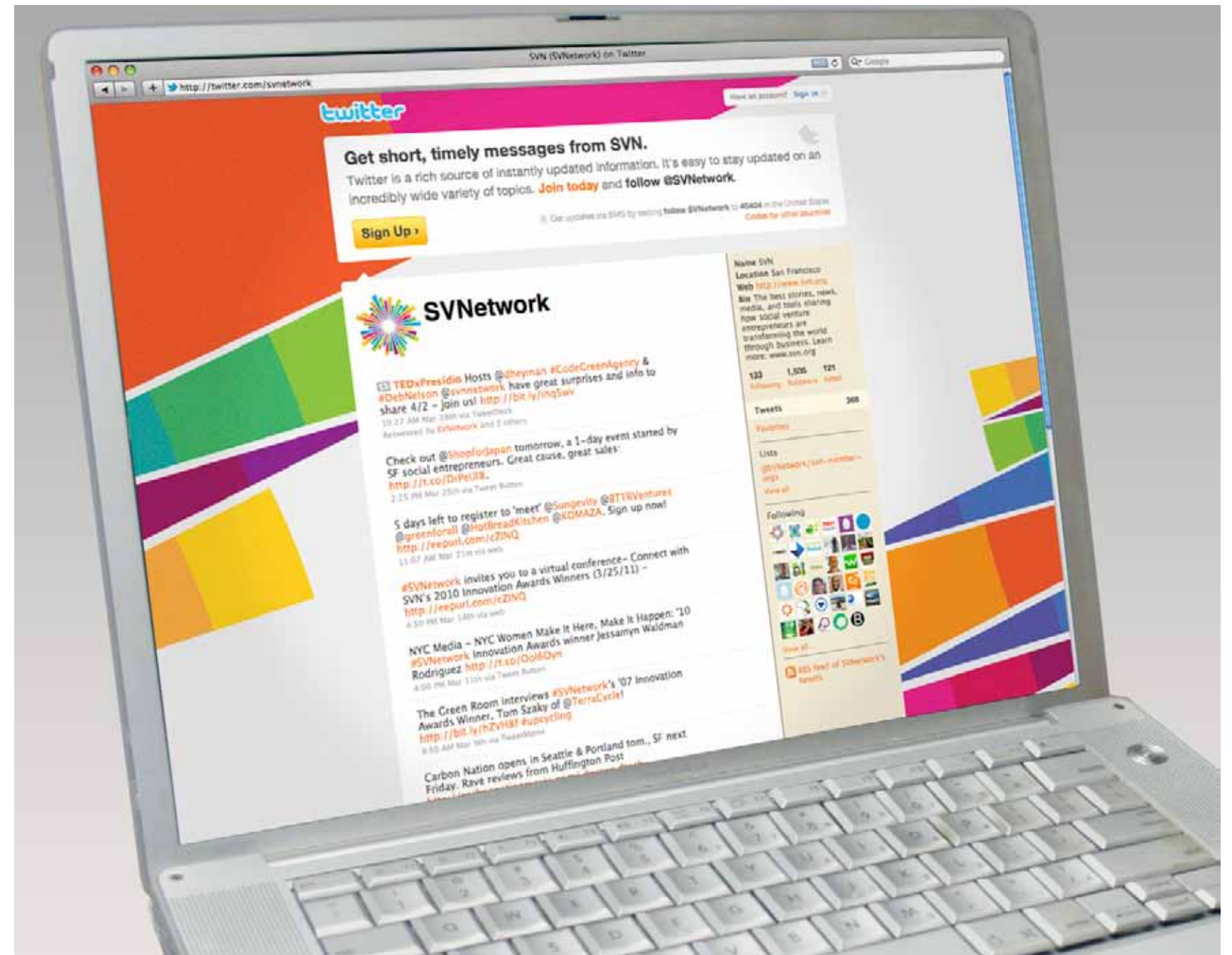
The website design mirrors the new identity's bright, optimistic tone, playing with sun rays as a visual accent throughout.

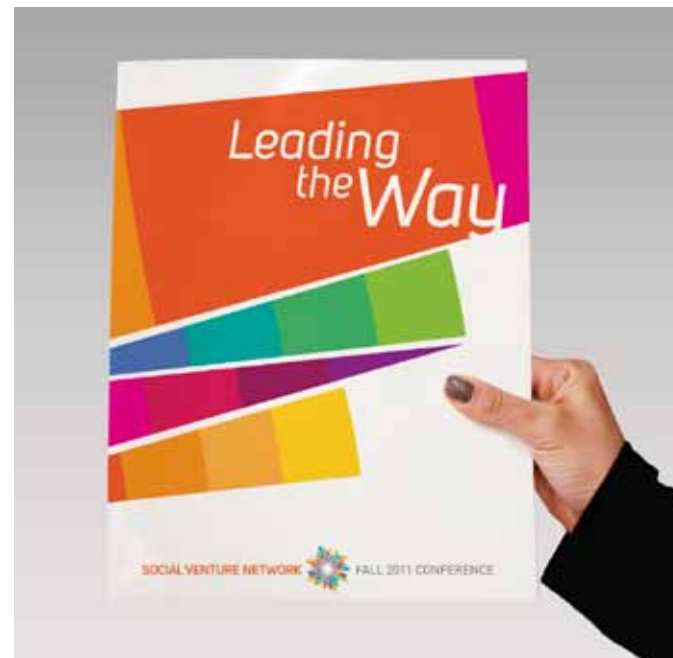


Social Venture Network Rebrand

Social Venture Network is an organization of the world's leading social entrepreneurs who together catalyze collaboration to create game changing innovation, growth and impact through business. After 25 successful years and a rapidly aging member base, it was time for Social Venture Network to update its identity and sharpen its message to attract a new generation of members.

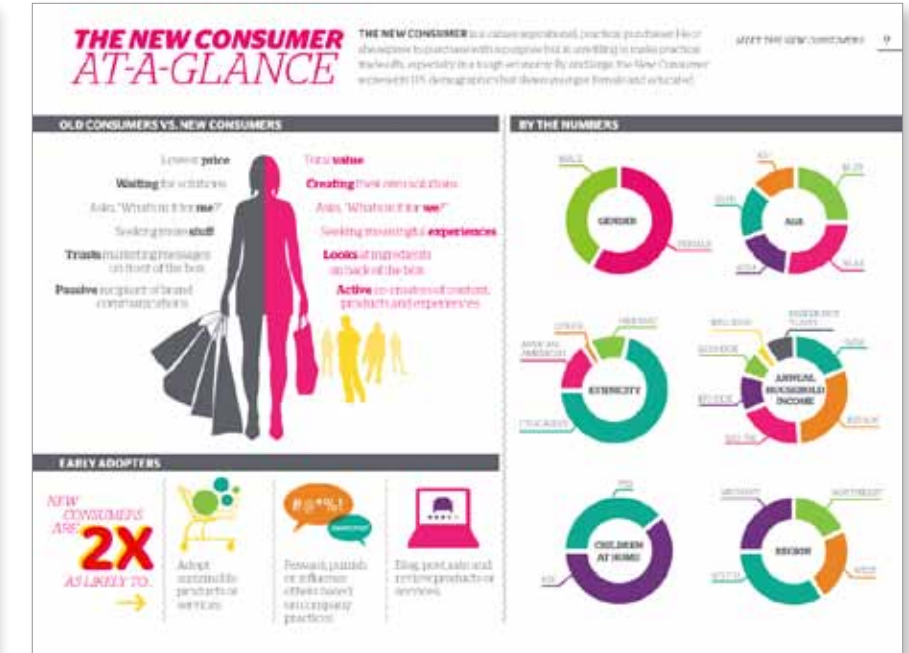
The rebrand updates the image of the organization while reemphasizing its core values: sense of community, a "kaleidoscope" of different people with different perspectives—all working together to lead the way in creating social change.





Social Venture Network Rebrand

The new identity reenergized Social Venture Network's conference materials, generating buzz and excitement at the most recent event this October.



Unleashed Interactive Report

This interactive PDF is a thought leadership and educational piece which seeks to explain a growing segment of conscious consumers, people who "purchase with a purpose" and have huge potential for shifting the marketplace towards sustainability.

Dynamic infographics, interactive photo diaries and journal entries help illuminate this segment's personal motivations as well as implications for businesses.

Awards & Honors

AWARDS

CORE77 DESIGN AWARDS (2011)

Unleashed Strategy/Research Report (Professional Notable)

COMMUNICATOR AWARDS (2010)

Save the White Elephant campaign website (Award of Excellence)

SUMMIT CREATIVE DESIGN AWARDS (2008)

Pure Prevention campaign (Gold)

BBMG "It's How We Live" Grant (Silver)

Visual Identity for EngenderHealth (Bronze)

W³ AWARDS FOR WEBSITE DESIGN (2008)

Social Venture Network (Silver)

EngenderHealth (Silver)

Pure Prevention campaign (Silver)

PUBLISHED WORK

BLOG POST: "LIFE ON A FLOATING PERUVIAN ISLAND"

Ecotourism report appearing on *Huffington Post*

Published November 2011

VISUAL IDENTITY FOR THE JEWISH EDUCATION PROJECT

LogoLounge Volume 7

Rockport Publishers, to be published July 2012

VISUAL IDENTITY FOR FREE2 CAMPAIGN, BAY AREA

LIBRARIES

LogoLounge Volume 5

Rockport Publishers, 2009

SELF PROMOTIONAL STATIONERY SYSTEM

BROCHURE FOR BBMG "IT'S HOW WE LIVE" GRANT

COLLATERAL FOR SOCIAL VENTURE NETWORK

REUSABLE HOLIDAY CARD

OVERVIEW BROCHURE FOR PENCIL

PURE PREVENTION CAMPAIGN

The Big Book of Self Promotion

Harper Design, 2009

REUSABLE HOLIDAY CARD

(Sustainably printed holiday card designed with a second useful

life: a sheet of gift wrap)

The Big Book of Green Design

Harper Design, 2009

PURE PREVENTION CAMPAIGN

MarketSmart: The Best in Age and Lifestyle Specific Design

Harper Collins, 2009

VISUAL IDENTITY FOR ENGENDERHEALTH

Really Good Logos Explained

Rockport Publishers, 2008

Credits

All projects featured in this look book, except the **Many Colors of You Yoga Retreat** and the **Voi Hyvin Honey Rebrand**, and **Church of the Advent Hope**, were created while an employee at BBMG. Also involved in all BBMG design projects was Creative Director Scott Ketchum and Chief Creative Officer Mitch Baranowski. Additional design support was provided by Senior Designer Sayaka Ito for **Walmart's My Sustainability Plan, Free2** and **The Local**.

THANKS SO MUCH!

MORE ONLINE AT MOLLYCONLEY.COM

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