

creative COMMUNICATION STRATEGY

MARIAH RABIDEAU

OVERVIEW

PROJECT & CLIENT

STRATEGY & MAPC TOOLS

ARTIFACTS

PROCESS

Q&A

Travel with **TRAVIESO**



PROJECT & CLIENT

PROCESS & STRATEGY



ARTIFACTS



BRANDING

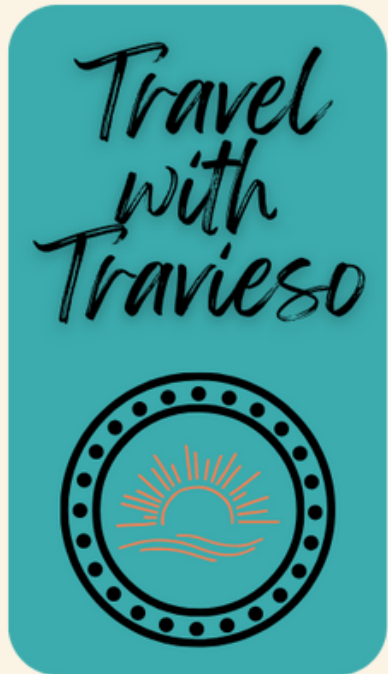
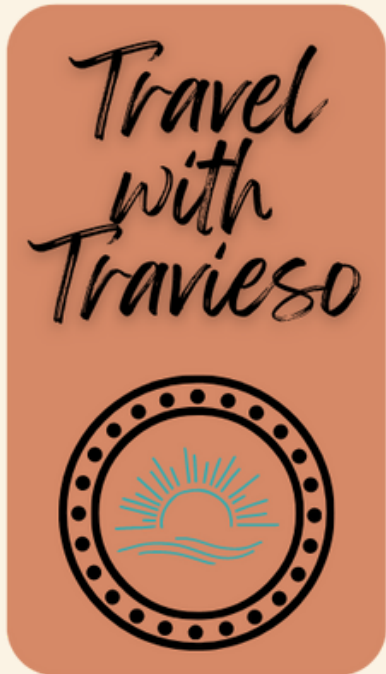
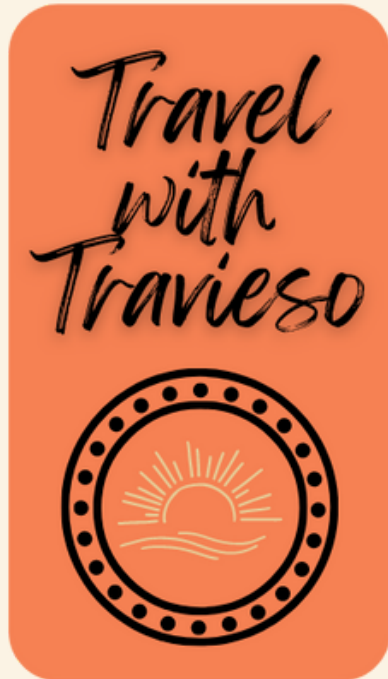
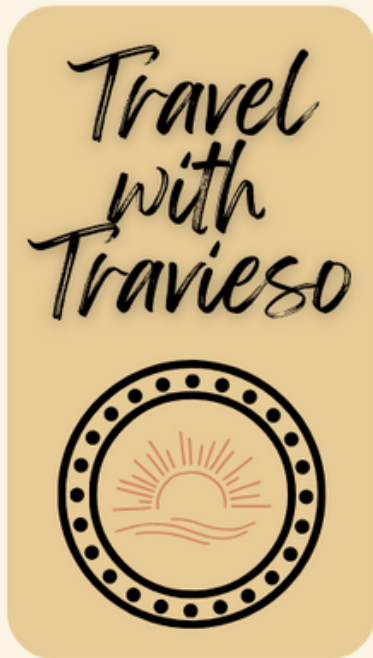


WEBSITE



MERCHANDISE

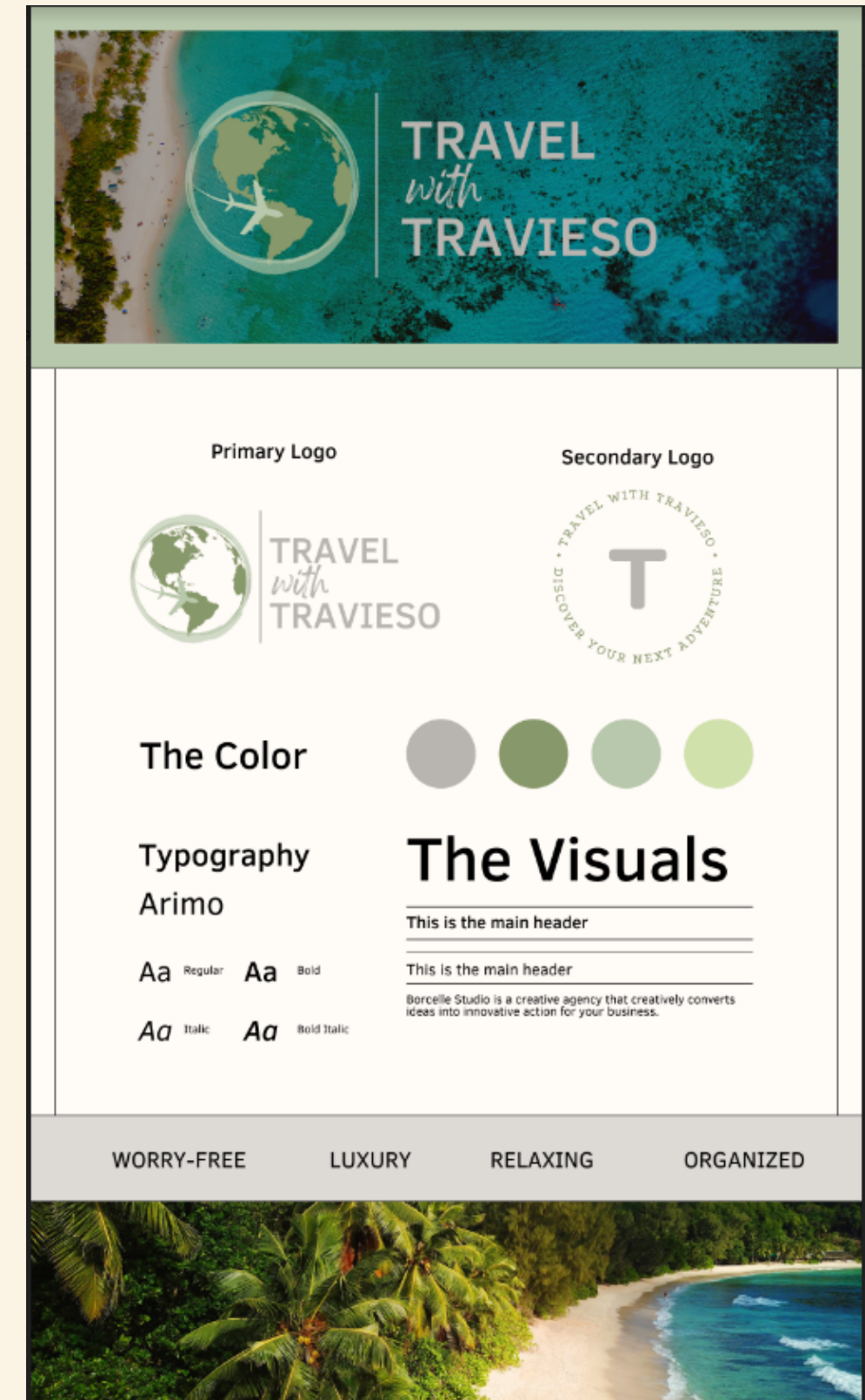
BRANDING COLLECTION



FINAL LOGOS & BRAND BOARD

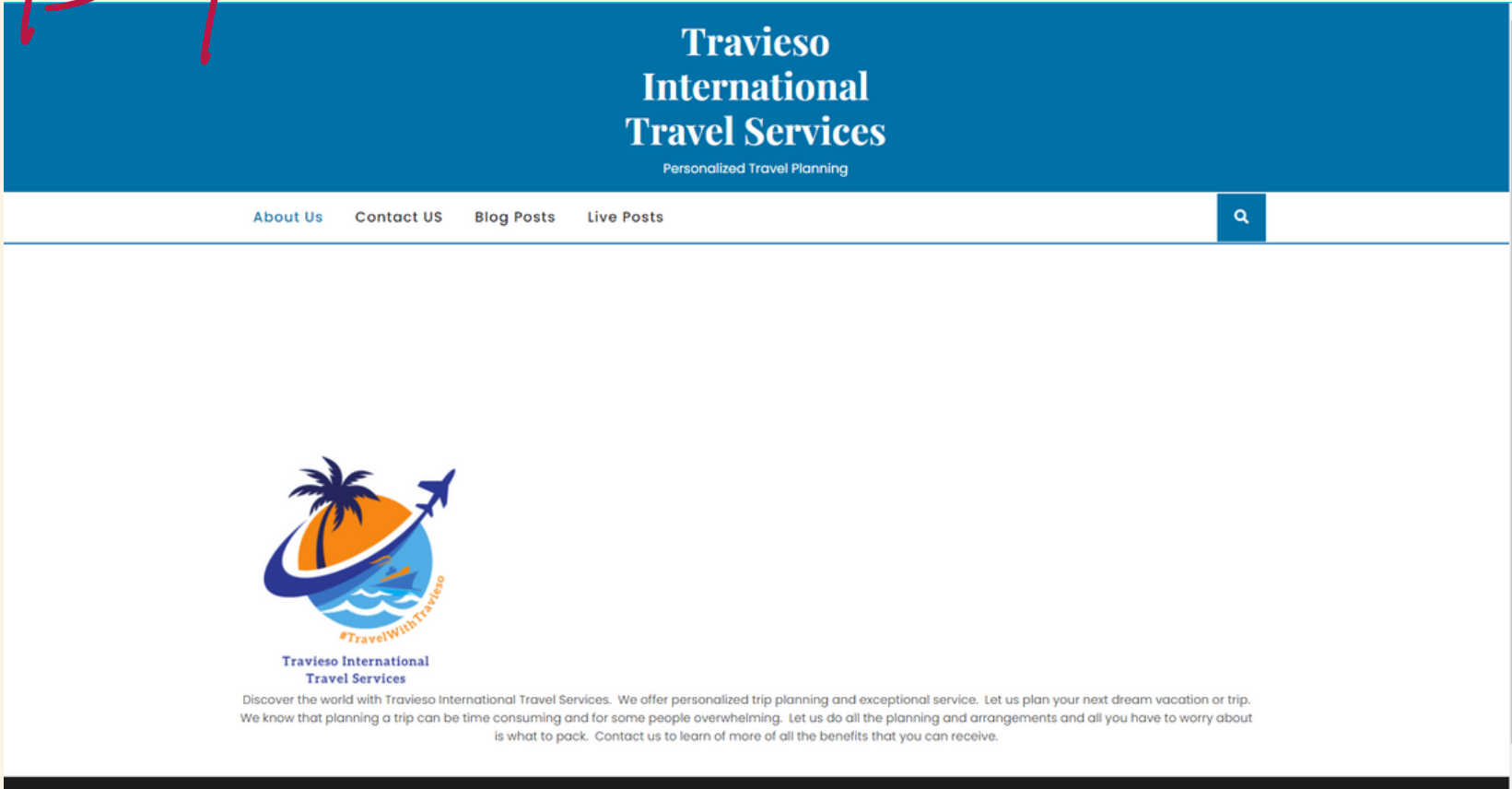


TRAVEL
with
TRAVIESO

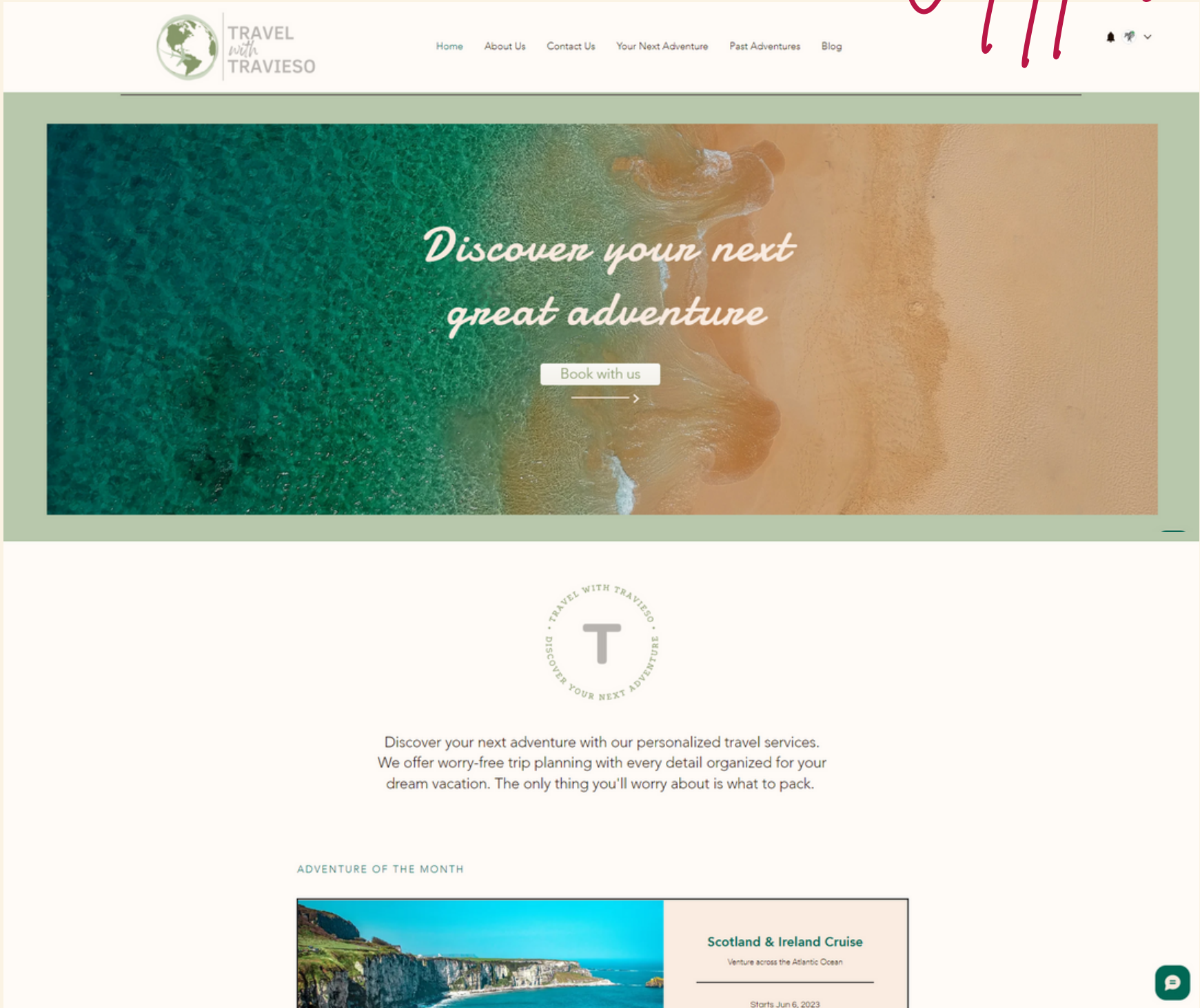


WEBSITE COMPARISON

Before



After



MAPC TOOLSET

M A P C 6 0 2

M A P C 6 1 4

M A P C 6 0 4

M A P C 6 1 7

Time for
Q&A

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