

Branding Independent

A Quest For Identity



Paul O'Neil

-PRIMARY CONCEPTS-

CONCEPT 1: LEELANAU BACKCOUNTRY PROGRAM

Mission:

To enrich the character of young Christian Scientists through lessons taught in a backcountry environment. Achieved through the teaching of leadership practices, wilderness hard skills, environmental stewardship, team dynamics, and Christian ethics on four to fourteen day expeditions in North America's pristine wild lands.

CONCEPT 2: TELEMAR WATERSKI- BLUE DIAMOND SPORTS

Mission:

To introduce the new-age sport of telemark waterskiing to the public.

Promote and produce the finest Tlemark Waterski gear and instruction

CONCEPT 3: PAUL OLSEN personal branding

Mission:

Create a brand look that identifies Paul Olsen's love of the outdoors melded with his passion for art, and desire to "Be the Best."

FORMAT OF PORTFOLIO

Each Concept:

Large Scale Logo and Concept Name
Letterhead Application
Envelope and Business Card Application
Additional Logo designs
Research/Priliminary Ideas

Leelanau Backcountry Program



LEELANAU BACKCOUNTRY PROGRAM

phone: (231) 334-3808

address: 1653 Port Onieda Rd. Maple City, MI 49664

e-mail: LBP@leelanau-kohahna.org

Christian Science Character through the Classroom of the Wilderness



**LEELANAU
BACKCOUNTRY
PROGRAM**
1653 Port Onieda Rd.
Maple City, Mi 49664

The Olsen Family
8086 Ginger Brook Ct.
Ada, Mi 49301



Christian Science Character through the Classroom of the Wilderness

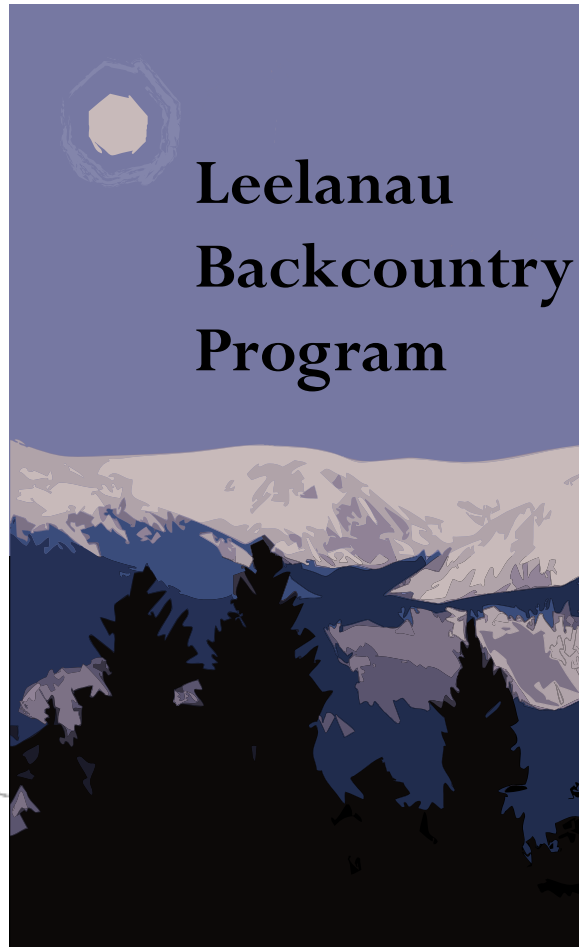



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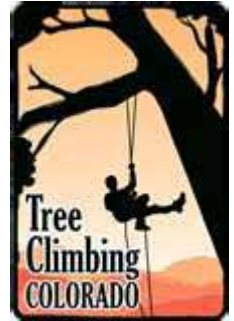


LEELANAU BACKCOUNTRY PROGRAM





OUTWARD BOUND



RARE EARTH ADVENTURES



Discover  **BOUND**

Wilderness Travel 





BLUE DIAMOND SPORTS



BLUE DIAMOND SPORTS



8086 Ginger Brook Ct.
Ada, MI, 49301
teleh2o.com

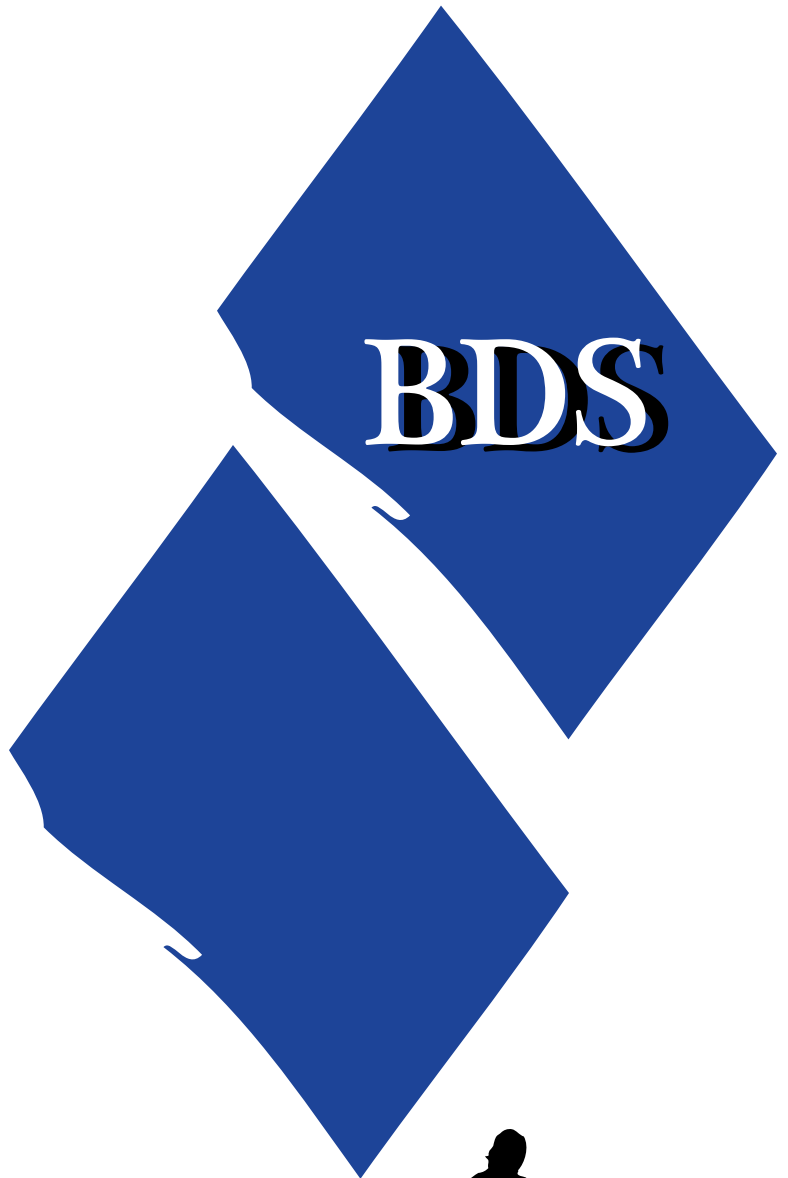


BLUE DIAMOND SPORTS





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Fine Art and Design

Paul W. Olsen



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Fine Art and Design Studios

Specializing in: Oil, Watercolor,
Acrylic, Ink, Computer Design,
3-D Sculpture.



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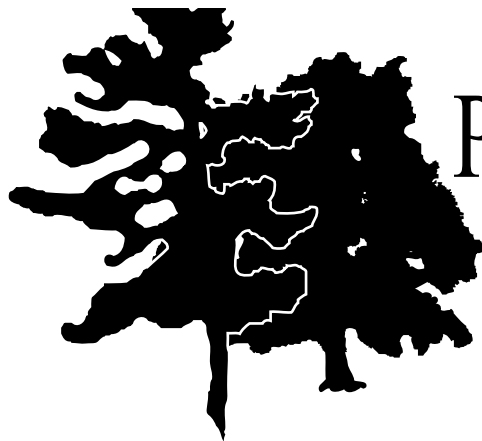
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Paul Olsen
Fine Arts

