RYAN GIBBONEY
DESIGN
LLC

COMMERCIAL DESIGN PORTFOLIO

RYAN GIBBONEY DESIGN, LLC.
419 14TH STREET, BOX 17
HUNTINGDON, PA 16652
www.RYANGIBBONEY.com

Client:
Huntingdon County Local Food Association (HCLFA)
Huntingdon and Mount Union Farmers' Markets
Facebook.com/HuntFarmMarket

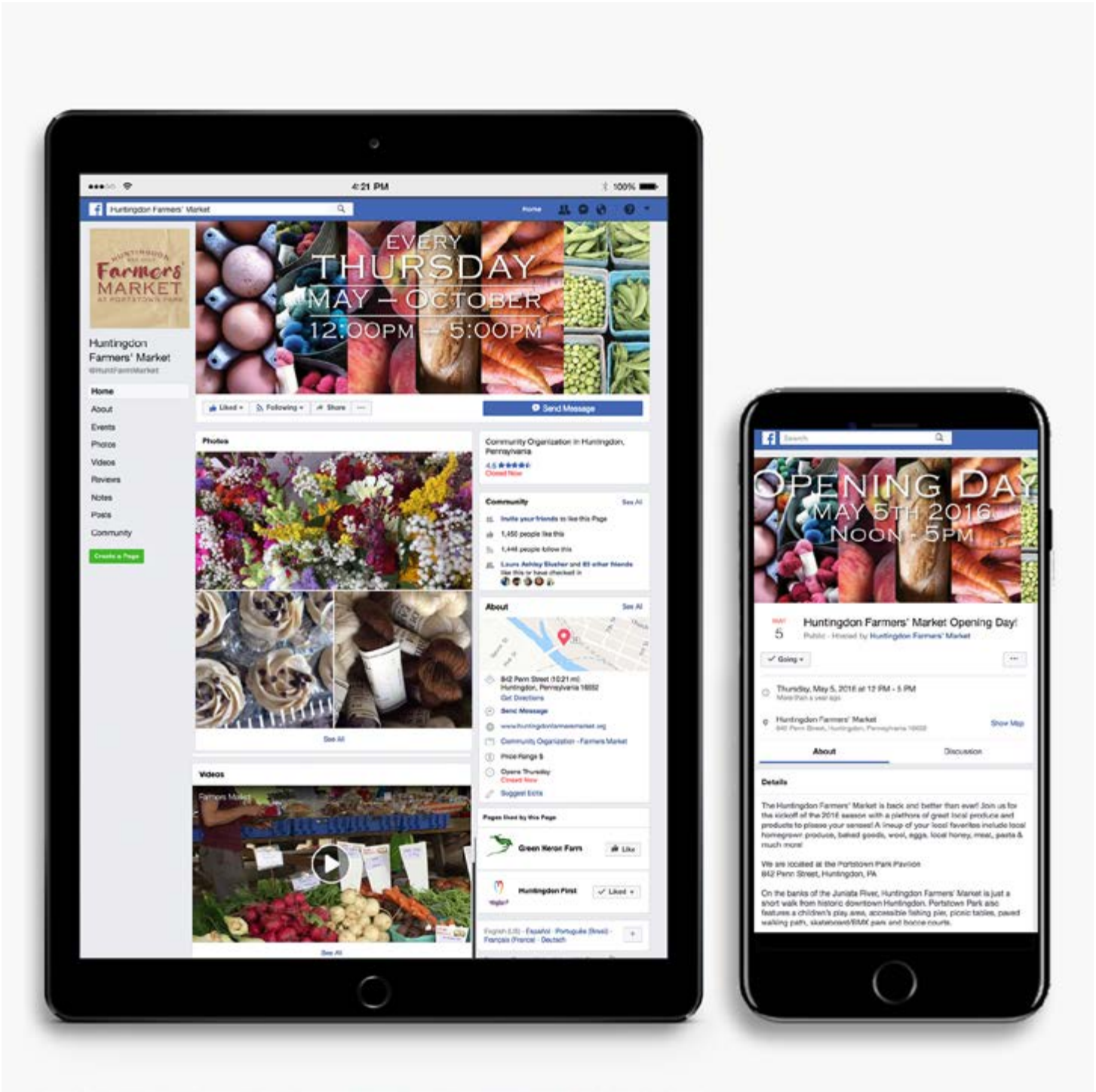
Time-line:
2016 - Present

Project:
Worked with client to develop a brand that worked for variable platforms on a small budget. Created a new logo for use on print brochures, posters, tourist location rack cards, social media, and Chefs Table cooking demo materials. Worked with the client to develop a brand for the new Mount Union market opening in June 2017.

Client:
Huntingdon County Local Food Association (HCLFA)
Huntingdon and Mount Union Farmers' Markets
Facebook.com/HuntFarmMarket
Facebook.com/MtUnionFarmMarket

Time-line:
2016, 2017

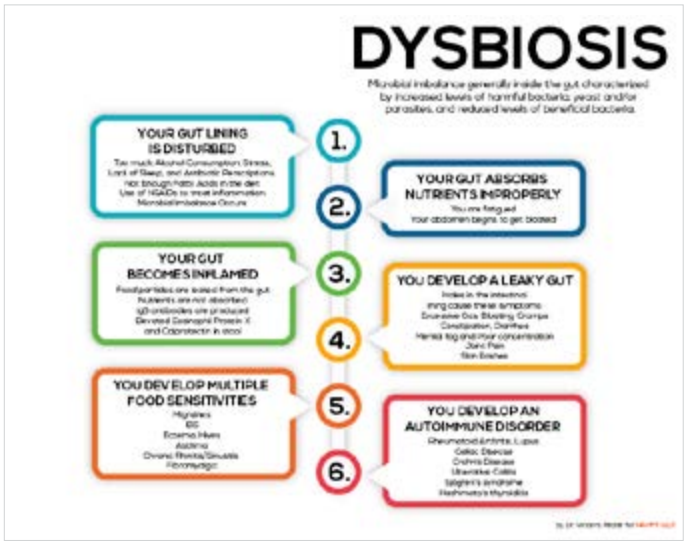
Project:
Applied new brand to the market posters. Worked with Juniata Valley high school art student for 2016, 2017, and 2018 market poster artwork. Each season the posters are designed with market branding and new hand rendered artwork.

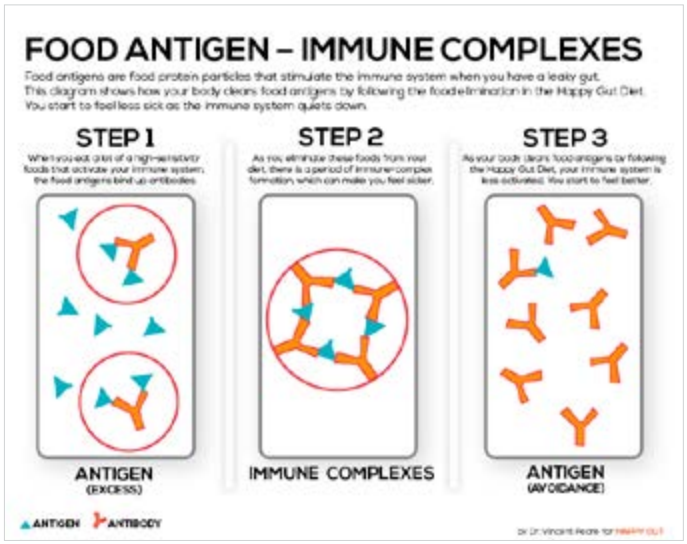


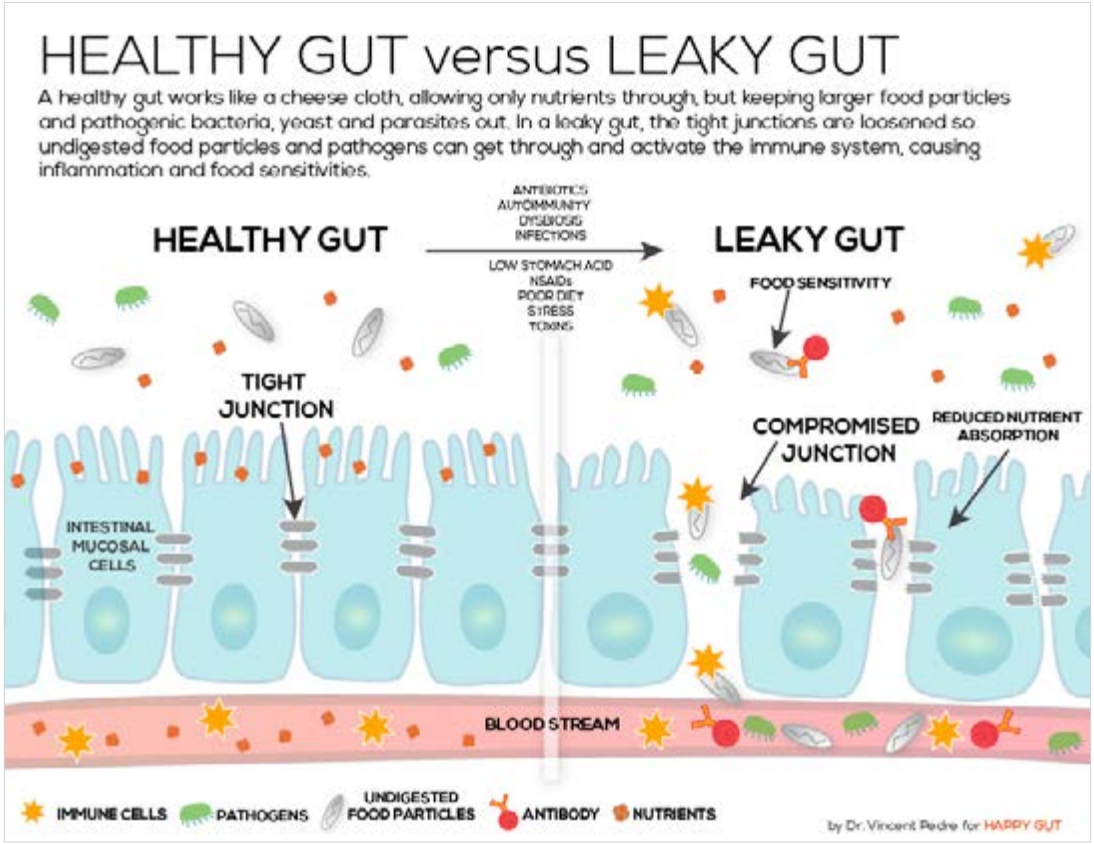
Client:
Huntingdon Farmers Market
Social Media Content
Facebook.com/HuntFarmMarket

Time-line:
2016 - Present

Project:
Worked with client to develop a brand that worked for variable platforms on a small budget. The new social media materials showcase the market day info such as the seasons months and times front and center. Opening day and events such as the Chefs Table cooking demo information was cross posted to social media as events. Following the cooking demo, the chef menu information is shared on the social media event.



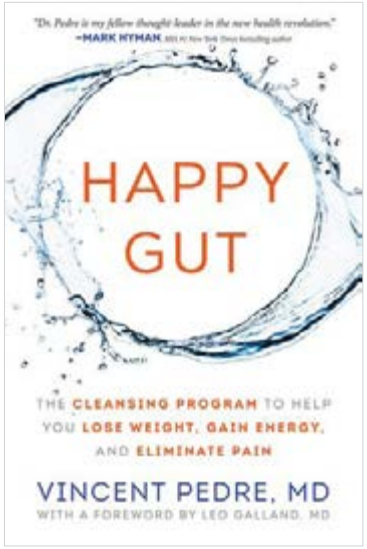




Client:
Dr Pedre's Happy Gut Book
www.HappyGutLife.com

Time-line:
2015

Project:
A series of five digital illustrations completed for the Happy Gut book published by HarperCollins in 2015. The designed diagrams are shown in Print and e-Book editions on pages 17, 22, 23, 98, and 122. This title was released on December 29, 2015. Illustrations were created to be used for the book in addition to professional medical presentations around the world.



McBURNEY MANOR
BED & BREAKFAST

JAY & NANCY YODER
Owners
814-667-3622
McBurneyManor@gmail.com
www.McBurneyManor.com

13206 Greenwood Road
Huntingdon, PA 16652

1842 Ambiance ...
Creating a relaxed atmosphere for our guests to step back in time away from their fast paced lives to rejuvenate and reconnect.

McBURNEY MANOR
HEARTH BAKED ARTISAN BREADS

13206 Greenwood Rd
Huntingdon, PA 16652
McBurneyManor.com
INSP. ID: 13193

OATMEAL RAISIN CINNAMON SWIRL

Whole wheat flour, organic spelt flour, unbleached unbromated wheat flour, steel cut oats, raisins, water, bran, levain, salt, yeast.
Net wt. 1.5lbs

Use by _____ or freeze to preserve quality & freshness.

Client:
McBurney Manor Bed & Breakfast
Online & Print Presence
www.McBurneyManor.com

Time-line:
2015 - Present

Project:
Worked with McBurney Manor to brand the bed and breakfast focusing on web promotion of the rurally located business. Deliverables included website development, social media design, and new print promotional materials. In addition to the manor branding, we worked to design print materials for the Hearth Baked Artisan Breads including bread labels and bake-house signage. Client requested new images of the manor for future promotional materials. Worked to document the manor while vacant and to focus on highlighting the Bake House pizza events to begin social media promotions that the client could take over once the project was complete.

McBURNEY MANOR
BED & BREAKFAST

Client:
McBurney Manor Bed & Breakfast Exterior Signage
www.McBurneyManor.com

Time-line:
2015

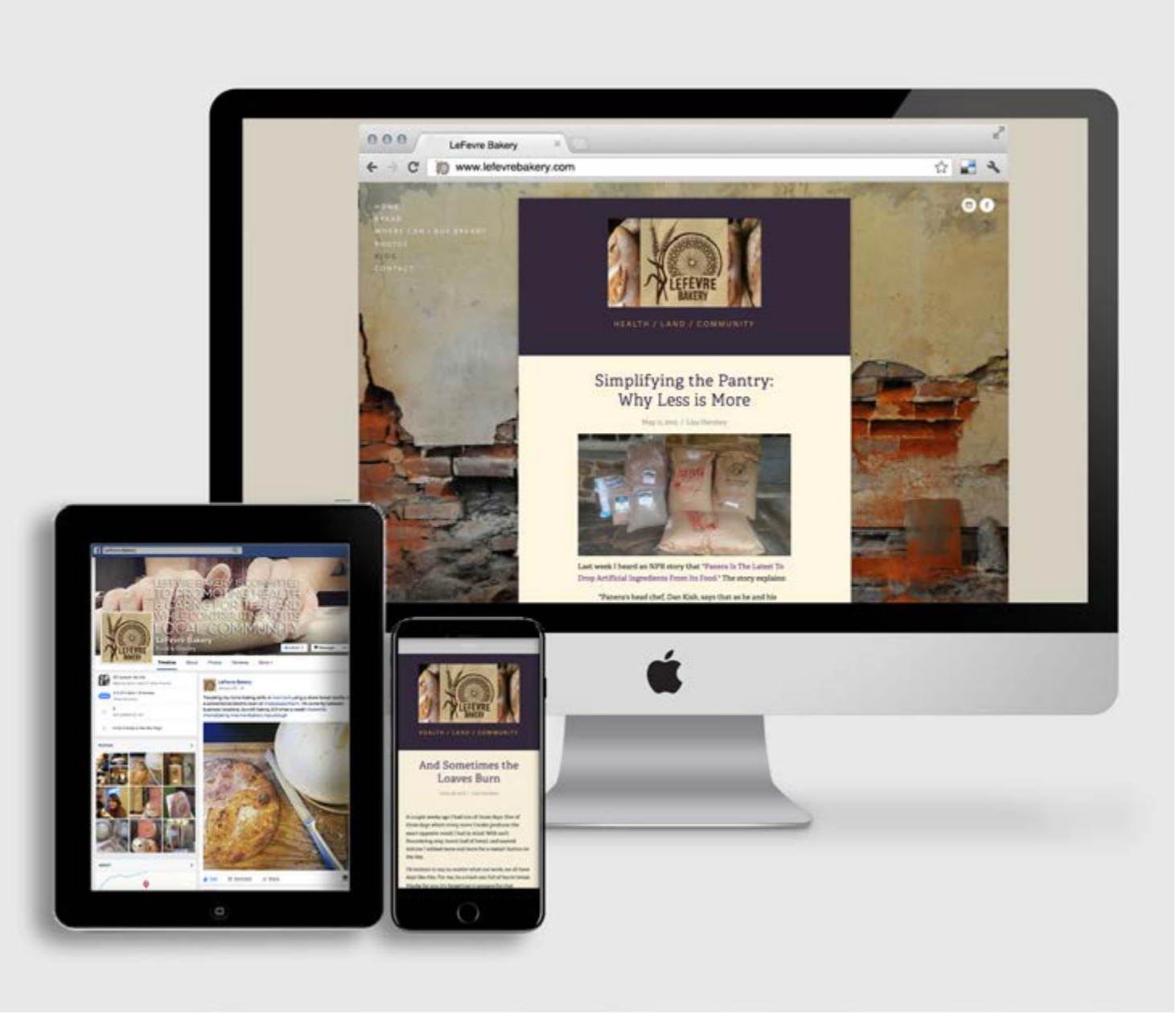
Project:
Designed an exterior road side sign based on the final logo and color palette. Worked with a local sign making company to select materials that would withstand the elements of weather and sun rays. Final sign is double sided and measures 3.5 feet wide by 3.25 feet tall. The sign is designed to add additional businesses on the post. The sign is made from sheets of PVC and Sherwin Williams exterior paint.

Client:
LeFevre Bakery
Print materials
www.LeFevreBakery.com

Time-line:
2015

Project:
Worked with LeFevre Bakery to rework the public image for the artisan baked breads. Developed new bread packaging options that were more environmentally friendly than plastic bags, website and social media updates, and most importantly the packaging and promotional materials for her specialty bread business. Worked with the client to develop new Farmers Market materials that were reusable and long lasting for the outdoor locations she visited weekly. Sourced local printers to craft hand stamps and preprinted labels to match the look and feel of the authentic, locally sourced bread business.

LEFÈVRE BAKERY



Client:
LeFevre Bakery
Online Branding Materials
www.LeFevreBakery.com

Time-line:
2015

Project:
Worked with LeFevre Bakery to rework her online presence through the Squarespace site she had managed and her social media profiles. Content was updated in a way that allowed the client to make further changes and posts as needed.

Client:
No Bad Agents

Time-line:
2015

Project:
Worked with client to develop various logo concepts with supplied name No Bad Agents. Worked to develop color palettes for use on print and web materials. Also worked as a consultant to review designed content/messaging and additional web and video design materials provided by third party design firms for final business launch. Vimeo national commercial video created by Demo Duck.

Client:
Heroes on Hold Article
Purdue Alumni Association
www.PurdueAlumni.org

Time-line:
2010

Project:
Feature in Nov/Dec 2010
Purdue Alumnus Magazine
Art Direction and Design:
Ryan Gibboney
Photography: Hunter Freeman

Heroes on Hold

Human Space Flight Placed on Standby

"Some question why America should return to the moon. 'After all,' they say, 'we have already been there.' I find that mystifying. It would be as if 16th century monarchs proclaimed that 'we need not go to the New World, we have already been there.' . . ."

Neil Armstrong (AAE'55, HDR E'70), before the Committee of Science and Technology United States House of Representatives, May 26, 2010

By John Norberg

When the Shuttle Endeavour and astronaut Andrew Feustel (S'89, MS S'91) return to earth early next year only one more mission will remain in a human space flight program that was formally announced in January of 1972. That was before the final two Apollo missions launched and returned safely from the moon.

"We can't stop it.

Exploration is what we do."

Andrew Feustel (S'89, MS S'91), astronaut

Since the first shuttle was sent into low earth orbit in April of 1981, the program has supplied people and equipment to build the International Space Station, launched interplanetary crafts, and deployed satellites and telescopes, including Hubble, which is helping to unlock mysteries of the universe. Eighteen of Purdue's 22 astronauts were part of the Shuttle Program. A 23rd Purdue astronaut is now in training.

Although its accomplishments have been great, the Shuttle Program has not succeeded in all of its prime objectives, most notably to make space travel frequent, inexpensive, and routine. And the program has been marred by two tragic accidents that took the lives of 14 astronauts.

With the end of the Shuttle Program there will be a gap in time before NASA once again launches people into space. That gap and the future of NASA have been hotly debated this year as Congress and the Administration set a new course for U.S. human space exploration.

Amidst all the debate, on one point there is wide agreement within the space community, especially among Purdue astronauts: U.S. human missions into deep space must resume and as quickly as possible.

The human need to explore

"Humans explore — that is what we do, it is our nature," says Feustel who will be making his second shuttle mission. "We have learned about our origins in the universe and benefited so much from the development of space systems. We will never really know the benefits of living off of this planet until we actually achieve that end goal."

Space exploration "satisfies the human intellect to explore and search for what is 'over the next hill,'" says Purdue astronaut Jerry Ross (ME'70, MS'72). He has more than 1,393 hours in space, including 58 hours and 18 minutes on nine spacewalks. He was the first human to be launched into space seven times. Ross currently serves as chief of the Vehicle Integration Test Office at Johnson Space Center.

"Robots can and need to do much of the exploration, but there will always be a need to have the human beings intimately involved in the process," Ross says. "Much of our current technologies that are the prime movers in our country's economy are the direct off-shoot and result of the space program. These benefits range through almost every aspect of our lives from medical advances and communications, to entertainment and new materials that are used in many of the products we use every day."

"Space flight is an inspiration to our youth," says Purdue astronaut Mark Brown (AA'73) who has flown on two Shuttle missions and has more than 249 hours in space. "We have a nation-wide problem right now in the areas of science, math, engineering, and technology. Not enough young people are studying these subjects and pursuing careers in these fields. The result has been the U.S. falling behind the rest of the world. Space flight clearly demonstrates the application of what's learned in the classroom to practical applications. Anyone who has worked in the space business will tell you it is an exciting field to be in and full of challenges to overcome."

Space program inspires

Purdue President France A. Córdova, an astrophysicist who served as chief scientist at NASA from 1993–1996, wrote a column that appeared in newspapers throughout the country last spring.

"America and NASA need a great challenge," she said. "A great challenge is one that inspires people to look up at the night sky in wonder; one that encourages our kids to study math and science so they can be space explorers, discoverers, or inventors; one that appeals to our desire to know something presently unknown."

To Purdue Astronaut Eugene Cernan (AAE'56), who flew on Gemini 9, Apollo 10, and commanded the Apollo 17 mission to the moon — and prefers to be called "the most recent," rather than the last person on the lunar surface — space exploration is a human "romance" that has inspired people in countless ways.

"The greatest legacy of the Wright Brothers is not that we can fly higher, faster, and farther," he says. "It's the inspiration they instilled in the hearts and minds of those of us who followed in their footsteps. This has gone on for more than 100 years now and it will continue because space exploration is a romance. What in our lifetimes has inspired people more than seeing Neil Armstrong (AAE'55, HDE'70) walk on the moon? Human space flight is what's going to inspire kids in the future. "Are you going to tell me that going to the moon isn't fun?"

"The national goal that President Kennedy used to inspire a generation when he said we would go the moon is the kind of thing we need to inspire kids today," Cernan says. "We need a goal this generation can reach for in the near future."

Astronauts concerned about future

Since 2004 NASA has worked on a program called Constellation that included returning Americans to the moon by 2020 and eventually human flights to Mars.

Concern that Constellation was under-funded and behind schedule led to an administrative plan to halt it, rely on the commercial sector to transport Americans to low earth orbit destinations, such as the space station, and begin development of a new rocket and capsule for eventual deep space exploration.

In late September, after much debate including testimony from Armstrong and Cernan, there was an Administration-Senate-House compromise. In October President Barack Obama signed the National Aeronautics and Space Administration Act of 2010. It establishes an overall goal for human space flight to expand a permanent presence beyond low-Earth orbit. Next, Congress will consider an appropriations act to fund the measure.

"It was far more important to have a bill that strengthens our foundation to move forward than to have no bill at all," Cernan says. "I feel the passage of the bill gives us a foundation and gives NASA some direction."

The compromise extends the shuttle program one more mission from its previous planned end in early March. It extends the Space Station to at least 2020 and cancels most, but not all, of the Constellation Program. It depends on commercial companies to take astronauts into low earth orbit — and the Russians to return U.S. astronauts to the Space Station until the private sector is ready. Meanwhile, NASA will begin work on a new rocket to propel people into deep space, asteroids, and eventually, perhaps, Mars.

Purdue President Emeritus Steven Beering, former chair of the National Science Board, serves on a committee looking at the challenges of a Mars mission. He says there are many problems to overcome, but people at NASA are eager to solve them.

Among the big problems is protecting astronauts from cosmic radiation during the 18-month round trip, not including time spent on the surface. Beering briefed astronauts on the hazards of the journey to human bones, muscles, and the potential for developing malignancies.

He says their response was, "Yeah, but when do we go?"

Public support for human space flight

Ross, who plans to retire from NASA sometime in 2011, says the agency needs long-term focused goals and adequate multi-year funding to accomplish them — free from annual budget politics. He believes the American people will support this.

"The American public is very interested in all aspects of robotic and human exploration of space, he says. "From my many years of speaking to the our citizens in every state in the Union, I am convinced that they are very supportive and that they are frustrated that the news organizations do not more fully cover all of the things that we are doing in space.

"Have you ever noticed how many

"With this current plan we're going to lose the leadership position we've had for most of the last 50 years. We'll see how it plays out. But it's not a pretty picture to me. Some day humans will wish they had a presence off the face of the earth."

Mike McCulley (MSE'70, MS MSE'70), a former astronaut and retired CEO and president of United Space Alliance

different types of products, from cars to food, use space exploration themes to advertise their products on TV and in the printed media," he says. "Why is that? It's because the advertisers are convinced the American public's attention can and is captured by the use of space exploration visuals."

Mike McCulley (MSE'70, MS MSE'70) is a former astronaut and retired CEO and president of United Space Alliance. He is concerned.

"I can't imagine the space station surviving as a viable laboratory," he says. "With this current plan we're going to lose the leadership position we've had for most of the last 50 years. We'll see how it plays out. But it's not a pretty picture to me. Some day people will wish they had a presence off the face of the earth."

United Space Alliance has been NASA's primary industry partner in human space operations, including the day-to-day management of the Space Shuttle fleet and planning, training, and operations for the International Space Station.

On October 1, about 1,200 people were laid off or took retirement from the company as a result of the coming end of the shuttle program. Job cuts are also expected at NASA and elsewhere in the space industry.

Loren Shriver (MS AAE'68) is a veteran of three space flights. He is vice president of Engineering and Integration for United Space Alliance and is the company's chief technology officer.

"The end of the Shuttle Program generates very mixed emotions for me," he says. "Except for the early design activity of the Shuttle system in the early 1970s, I have been involved in almost all of the Shuttle program history since my arrival at the Johnson Space Center in 1978 to join the first Shuttle Astronaut Class.

"The very happy and proud feeling I have comes from being a part of this wonderfully productive, highly capable program that I feel provided inspiration and motivation to many people and has been a symbol of leadership in human space flight activity for the United States," he says.

John Casper (MS AAE'67) has flown on four shuttle missions. He is associate manager for the Space Shuttle Program. He hopes NASA will make use of the technology and personnel that has taken it so far. "We have an incredibly talented, unique workforce," he says.

Gary E. Payton (AAE MS'72) retired in July as deputy under secretary of the Air Force for Space Programs, in Washington, DC. In 1985 he flew as a payload specialist on the first military flight of the Space Shuttle program. He sees a justification for more funding to help NASA meet its goals.

America deserves first-rate space program

David Wolf (EE'78) has logged 168 days, 12 hours, 56 minutes, 4 seconds in space over 4 separate missions. He has conducted a total of 7 spacewalks, logging 47 hours and 5 minutes of extravehicular activity. He now consults at all levels of NASA management in development of spaceflight policy and program execution.

"A first rate country deserves a first class space program," Wolf says. "Just as the NASA of the past is in large part responsible for our current quality of life on earth, the current NASA will be responsible for our future quality of life. In our country, with its position of leadership of our planet, a balanced set of priorities must essentially include a powerful human spaceflight program. There is no force more powerful than the NASA programs to assure excellence in our country's future."

NASA Administrator Charles Bolden gave the Boeing Lecture on the Purdue campus in September to an overflowing audience in Fowler Hall.

"We will be doing human exploration, and we plan to develop the capabilities needed to go beyond low Earth orbit, farther into our solar system," he said. "This policy will ensure the U.S. remains at the forefront of innovation.

"In the upcoming decades we truly hope to witness the first boots on Mars," he said. "As our first astronauts shake the red soil from their boots, they will prove once and for all that all humans are meant to explore."

Cernan says in the years ahead there will be much more discussion about the future of human space flight and he hopes a return to the moon will one day take place.

"We are all supportive of the efforts to move forward and continue with a plan," Feustel says. "Human space exploration is still in its infancy — more like the Flintstones rather than the Jetsons. We have a long way to go and it will happen eventually, in spite of ourselves.

"We can't stop it. Exploration is what we do."

John Norberg is the advancement communication manager for the University Development Office and is a columnist for the Lafayette Journal & Courier. Photos by Hunter Freeman.

"A first rate country deserves a first class space program."

David Wolf (EE'78), astronaut and consultant at NASA

Client:
Great Expectations Article
Purdue Alumni Association
www.PurdueAlumni.org

Time-line:
2010

Project:
Feature in Jan/Feb 2010
Purdue Alumnus Magazine
Art Direction and Design:
Ryan Gibboney
Photography:
Andrew Hancock

Breakfast Club
Thriving at Almost 25

By Kathy Mayer

In what many students dub the perfect mix — clever costumes and bars that open at 7:00 a.m. — the Village in West Lafayette wakes up early on home football games and Grand Prix Saturdays. Begun in the mid-1980s, Breakfast Club's increasing popularity prompted change in 2009: barriers temporarily narrowed State Street to widen sidewalks and Purdue police stepped off campus to share foot patrols with West Lafayette officers.

It's 4:00 a.m. on a rainy, cold October Saturday in West Lafayette. Purdue senior Jordan Jones is up early, donning a purple shirt, purple hat, denim overalls, and white gloves with an "L." By 6:15 a.m., dressed as Waluigi from Mario video games, he's in line at Jake's Roadhouse, waiting for the 7:00 a.m. opening.

"This is my first Breakfast Club, so I went all out," the mechanical engineering technology senior says. "I even shaved off my goatee for the costume."

More fun than Halloween

Inside Jake's, staff have been working since 5:00 a.m., preparing screwdriver mix, lining up five Krispy Kremes, getting ready for a crowd of about 1,000.

"It's more fun than Halloween," says Shannon Dudla, general manager of Jake's, one of five Village bars that open at 7:00 a.m. on home football game and Grand Prix Saturdays. It's joined by Where Else?, Brother's Bar & Grill, Hookah!, and Egyptian Cafe & Hookah Bar.

"People go all out in creativity of their costumes," Dudla says. "And everyone is in the spirit. They want the fight song played all the time."

On the cement block wall outside Jake's, Hanna Hayes is selling Mary Lou's donuts. "I'm giving all the profits to Food Finders Food Bank," the management senior says. She claimed her spot at 6:30 a.m.

Also outside are up to 10 police officers on Village foot patrol, this year for the first time, a task shared by West Lafayette and Purdue police.

"Our challenge is to allow people to have fun, but to keep the violence and property damage to a minimum," says West Lafayette Lt. Gary Spurger. "When people get intoxicated, we keep them separated and out of traffic."

Array of costumes

This Saturday's crowd includes two dressed as pigs wearing sweatshirts reading "swine flu" and a medic carrying a "flu shots" sign, a guy wearing a gutted mattress with arm and head holes, a shirtless caveman in a fake fur loincloth, girls dressed as dominos, and Chris Bishop, an Indiana State University graduate from Chicago who's wearing an apricot bridesmaid dress.

Lacey Ford, a consumer and family sciences junior, and Jaime Witter, a senior in accounting, parade as clothesline poles. "You have a hard week and you want to have a fun weekend," Ford says.

A no-costume guy stumbles by as he puts the glasses on his head, saying to no one, "I've got my glasses."

A Scooby Doo and Batman foursome comes out of Lee Shack, sharing one soda. "They let you use the bathroom if you buy a drink," says mass communications sophomore Myles Evans. "This is our first time. It's awesome."

His friend, Nick Bonack, a freshman at St. Joseph's College in Rensselaer, says, "This gives me the opportunity to get together with friends and do something stupid."

By 9:00 a.m., the Village is packed, traffic squeezed into two tight lanes by barricades on both sides of State Street

Client:
Breakfast Club Article
Purdue Alumni Association
www.PurdueAlumni.org

Time-line:
2010

Project:
In what many students dub the perfect mix – clever costumes and bars that open at 7:00 a.m. – the Village in West Lafayette wakes up early on home football game and Grand Prix Saturdays. Begun in the mid-1980s, Breakfast Club's increasing popularity prompted change in 2009: barriers temporarily narrowed State Street to widen sidewalks and Purdue police stepped off campus to share foot patrols with West Lafayette officers.

Feature in Jan/Feb 2010
Purdue Alumnus Magazine
Illustration Direction, Art Direction and Design: Ryan Gibboney
Illustration: Jonathan Carlson

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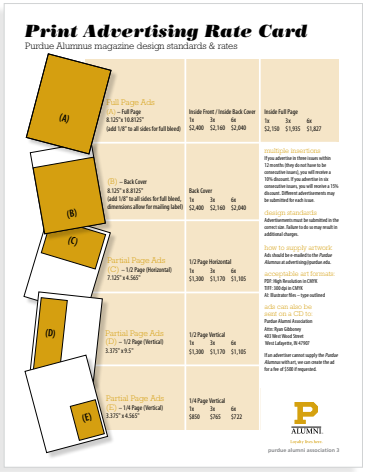


Print Advertising Rate Card

Purdue Alumnus magazine design standards & rates

(A) – Full Page
8.125" x 10.8125"
(add 1/8" to all sides for full bleed)

Inside Front / Inside Back Cover
1x $2,400 3x $2,160 6x $2,040

Inside Full Page
1x $2,150 3x $1,935 6x $1,827

(B) – Back Cover
8.125" x 8.8125"
(add 1/8" to all sides for full bleed, dimensions allow for mailing label)

Back Cover
1x $2,400 3x $2,160 6x $2,040

(C) – 1/2 Page (Horizontal)
7.125" x 4.565"

1/2 Page Horizontal
1x $1,300 3x $1,170 6x $1,105

(D) – 1/2 Page (Vertical)
3.375" x 9.5"

1/2 Page Vertical
1x $1,300 3x $1,170 6x $1,105

(E) – 1/4 Page (Vertical)
3.375" x 4.565"

1/4 Page Vertical
1x $850 3x $765 6x $722

multiple insertions
If you advertise in three issues within 12 months (they do not have to be consecutive issues), you will receive a 10% discount. If you advertise in six consecutive issues, you will receive a 15% discount. Different advertisements may be submitted for each issue.

design standards
Advertisements must be submitted in the correct size. Failure to do so may result in additional charges.

how to supply artwork
Ads should be e-mailed to the *Purdue Alumnus* at advertising@purdue.edu.

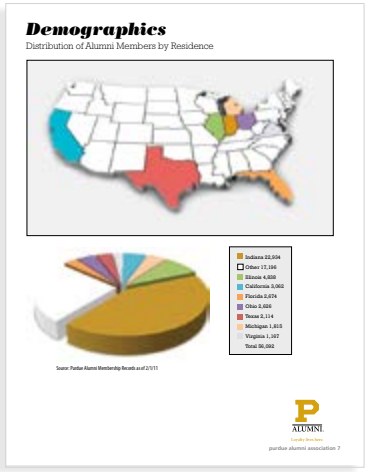
acceptable ad formats:
PDF: High Resolution in CMYK
TIFF: 300 dpi in CMYK
AI: Illustrator files – type outlined

ads can also be sent on a CD to:
Purdue Alumni Association
Attn: Ryan Gibboney
403 West Wood Street
West Lafayette, IN 47907

If an advertiser cannot supply the *Purdue Alumnus* with art, we can create the ad for a fee of $100 if requested.

ALUMNI
Loyalty lives here.

purdue alumni association 3



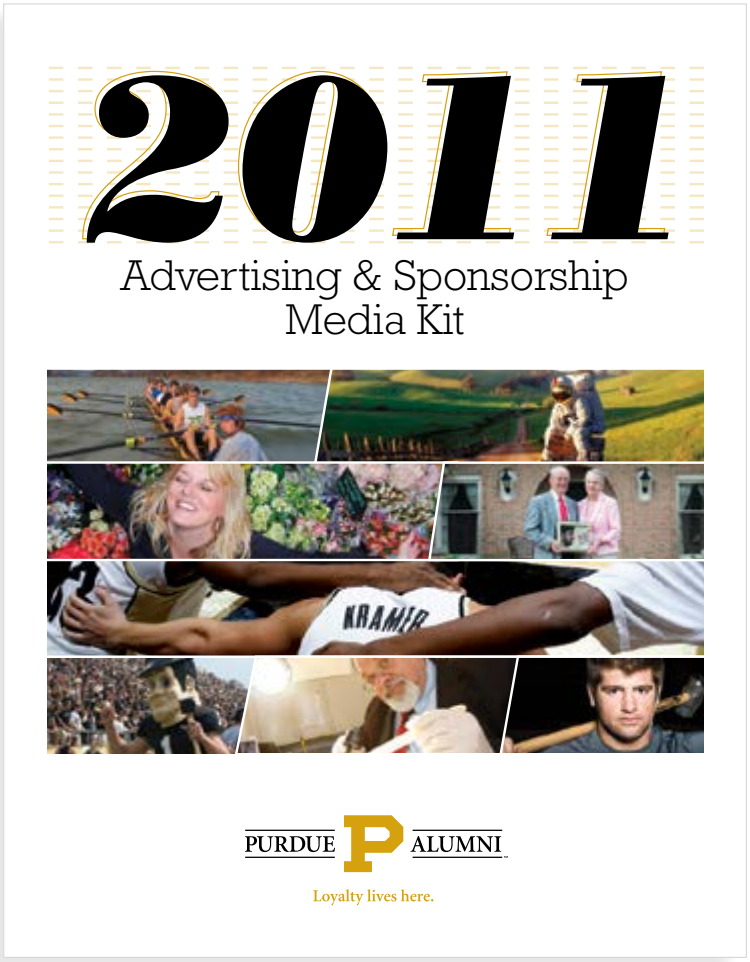
Demographics

Distribution of Alumni Members by Residence

Source: Purdue Alumni Membership Records as of 2/1/11

ALUMNI
Loyalty lives here.

purdue alumni association 7

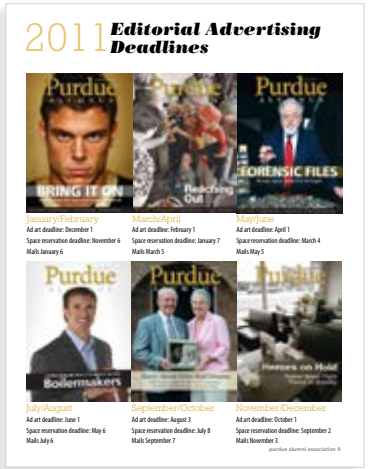


2011

Advertising & Sponsorship Media Kit

PURDUE ALUMNI

Loyalty lives here.



2011 Editorial Advertising Deadlines

January/February
Ad art deadline: December 1
Space reservation deadline: November 6
Mails January 6

March/April
Ad art deadline: February 1
Space reservation deadline: January 7
Mails March 5

May/June
Ad art deadline: April 1
Space reservation deadline: March 4
Mails May 5

July/August
Ad art deadline: June 1
Space reservation deadline: May 6
Mails July 6

September/October
Ad art deadline: August 3
Space reservation deadline: July 8
Mails September 7

November/December
Ad art deadline: October 1
Space reservation deadline: September 2
Mails November 3

purdue alumni association 9

2011 Event Sponsorship Opportunity Calendar

ALUMNI
Loyalty lives here.

purdue alumni association 10

Client:
Purdue Alumni Association
www.PurdueAlumni.org

Time-line:
2011

Project:
Develop a 2011 Advertising and Sponsorship media kit for potential advertisers in the Purdue Alumnus magazine. This data was previously not listed in one organized print document. The new media kit assisted our sales team in selling ad space in the magazine with deadlines, advertising rates and placement information.

Client:
Paris Market & Brocante
www.theparismarket.com

Time-line:
2009

Project:
Took existing brand and applied it to varying materials throughout the store in addition to ordering mass produced print materials. Worked to develop branded stamps to apply to lavender bags and store kraft bags. Designed store tags for furniture items describing where the item originated from, dimensions, and the dollar amount.