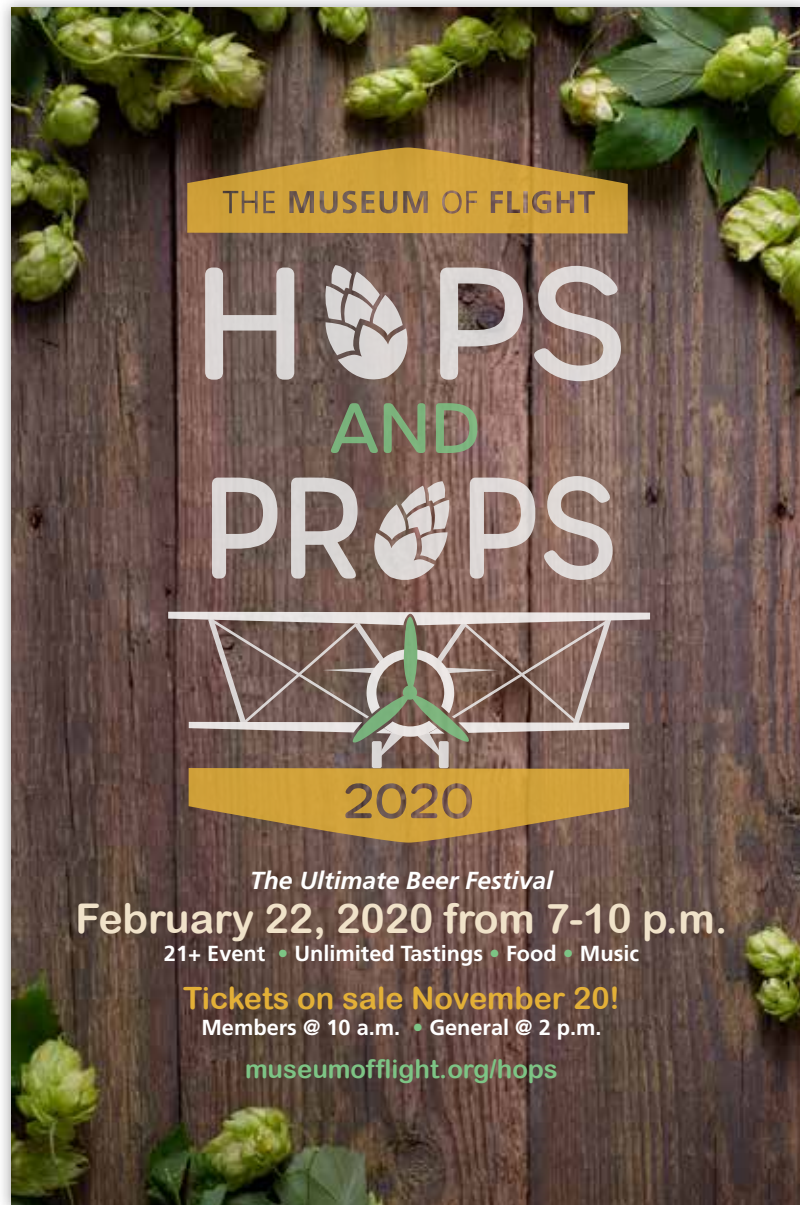


Jacqie Callahan

Graphic Design • Photography

Events • Identity • Campaign • Marketing • Signage • Publication • Photography



Poster



T-Shirt design



Pint & lanyard design



Event photography



Tasting guide



Email marketing images

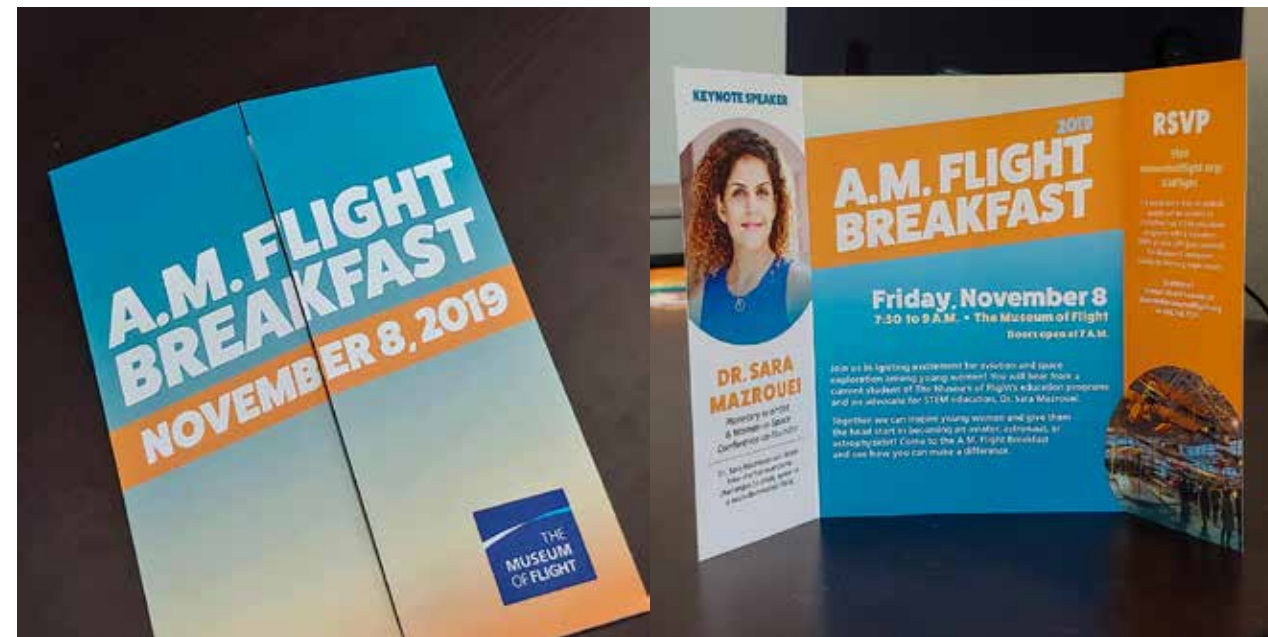
Hops & Props 2020

Hops & Props is an annual tasting event at The Museum of Flight featuring 100's of beers and ciders. Each year, a new logo is created for the event, along with a new look and feel. Many of the items for this event (pint glasses and merchandise) are seen as collector's items. This year's inspiration came straight from the Pacific Northwest with wood textures and photographic imagery. I also helped with event set up and photographed this event.

Project was created in collaboration with Julie Wilbert, Cindy Messey and The Museum of Flight's Marketing & Private Events Departments.



Event map



Gatefold invitation

A.M. Flight Breakfast

A.M. Flight Breakfast is a fundraising event held at The Museum of Flight. The goal is to raise money for the Museum's education programs by highlighting how they are helping students in the community. Our team created an invitation package and event collateral for the day of the event using the previous year's color pallet and logo. I also helped with event set up and photographed this event.

Project was created in collaboration with Julie Wilbert, Katy Ahrens and The Museum of Flight's Marketing & Development Departments.

LEVELS + BENEFITS	Premier Sponsor \$7,500+	Spark Sponsor \$5,000	Sunrise Sponsor \$2,500+	Table Sponsor \$1,500
VP Table at Breakfast Additional seats available on request	Two (2) Tables Preferred Placement (20 seats)	Two (2) Tables Preferred Placement (20 seats)	One (1) Table Preferred Placement (10 seats)	One (1) Table (10 seats)
Company Recognition Deadline is Sept. 3 for event signage	Logo on Collateral, Event Signage, & Thank you from Stage	Logo on Collateral, and Event Signage	Logo on Collateral, and Event Signage	Name on Event Signage
Aloft Magazine Deadline is July 8 for inclusion in Sept./Oct. issue	Logo recognition in magazine ad (circulation 19K)	Logo recognition in magazine ad (circulation 19K)	Logo recognition in magazine ad (circulation 19K)	-
2019 Annual Report Listing	•	•	•	•

For more information about sponsorships, please contact:
Mary Batterson, Corporate Partnerships
Direct: 206.764.5879
Email: MBatterson@museumofflight.org

THE MUSEUM OF FLIGHT Visit museumofflight.org

Sponsorship document

Insert infographics

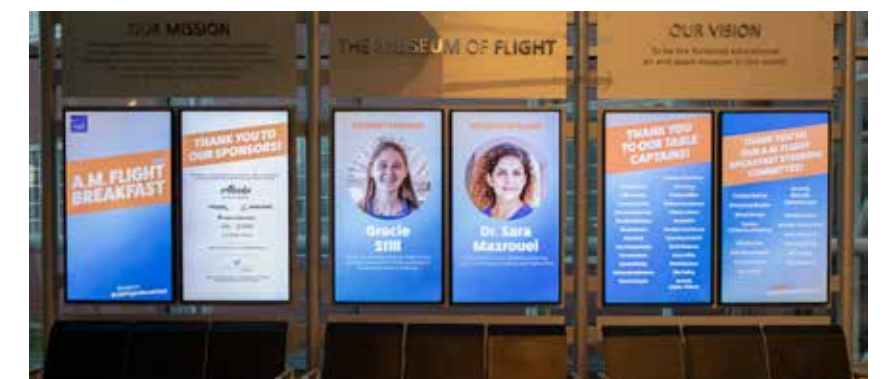


Email graphics & event photography



Event program

Wine tasting party invite



Event signage (digital & physical)

Poster



Spacesuit inspiration

Flyer



Event photography

Entry packet pages

Spacesuit Design Challenge Contest

In 2019, The Museum of Flight celebrated the 50th anniversary of the Apollo 11 Mission with *Lunar Block Party*, a weekend full of events including the highly anticipated first annual *Spacesuit Design Challenge*. All the parts of this challenge were facilitated in house - I was in charge of creating a look and feel, marketing materials and entry packet. I also took care of photography the day of the event.

Project was created in collaboration with Julie Wilbert, Emily Simmons and The Museum of Flight's Marketing & Public Programs Departments.

Web & social media images



Event poster & look



Postcard



Stickers >



Web & email graphics



Light-up glassware



T-Shirt graphics



Map & event guide



Step & repeat



Event signage

Yuri's Night 2019

Yuri's Night is a global celebration of Yuri Gagarin, the first man in space, we celebrate this accomplishment with dance, art and technology. The 2018 event was incredibly successful, selling out with rave reviews from attendees. The goal for 2019 was to elevate the event, not only tailoring it for a bigger space, but also making it the sneak peak for the Smithsonian exhibition: *Destination Moon: The Apollo 11 Mission*. The logo for the event (the Yuri Head - provided by the Los Angeles event & type treatment) was already created - so the goal was to create a new look and feel.

My biggest inspiration was the imagery from NASA's galaxy telescope images, they reminded me of disco lights of the 70's and the EDM music scene of today. I also helped with event set up and photographed the step and repeat during the event.

Project was created in collaboration with Julie Wilbert, Lena Lee, Ashley Mesmer and The Museum of Flight's Marketing & Private Events Departments.



2018 Pathfinder logo



Attendee gifts

Annual Pathfinder Awards Banquet

According to The Museum of Flight - "The Pathfinder Awards honors individuals with ties to the Pacific Northwest who have made significant contributions to the development of the aerospace industry. Categories include Flying, Education, Operations, Engineering, Manufacturing and At-Large." In the 2018 Pathfinder Awards, I was in charge of creating a look and feel that celebrates the Pathfinder Awards past by incorporating vintage style mixed with modern lines. This invitation would dictate the event's look and feel including linens, flowers, and decor.

Project was created in collaboration with Julie Wilbert, Cindy Messey, Allison Bailey, Gracie Loesser and The Museum of Flight's Marketing, Private Events and Development Departments.



Invitation package



Past award recipient slides



Event program & sponsor insert



Work Van Signage



Work truck signage

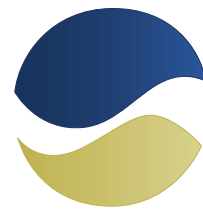
Lakeview Design & Construction

Lakeview Design & Construction is a contractor based out of Seattle, Washington which specializes in remodeling homes. Lakeview's focus has been fully on the work itself - but not their view to prospective clients. Most of their work comes from word of mouth, but they have noticed a steady decline in referrals in recent years and need to get the word out about the great work they do. The solution is to refresh their brand, provide marketing outlets such as signage and a more prominent online presence.

Project was created in collaboration with Bob Dorres, Daniel Dorres, and Michaela Terrenzio. This project is still in process.



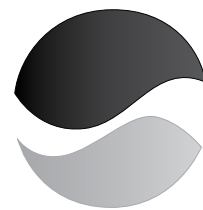
Standard logo - color



Icon - color



Standard logo - greyscale



Icon - greyscale



Yard signage - job site



Business cabinet



Horizontal logo - color



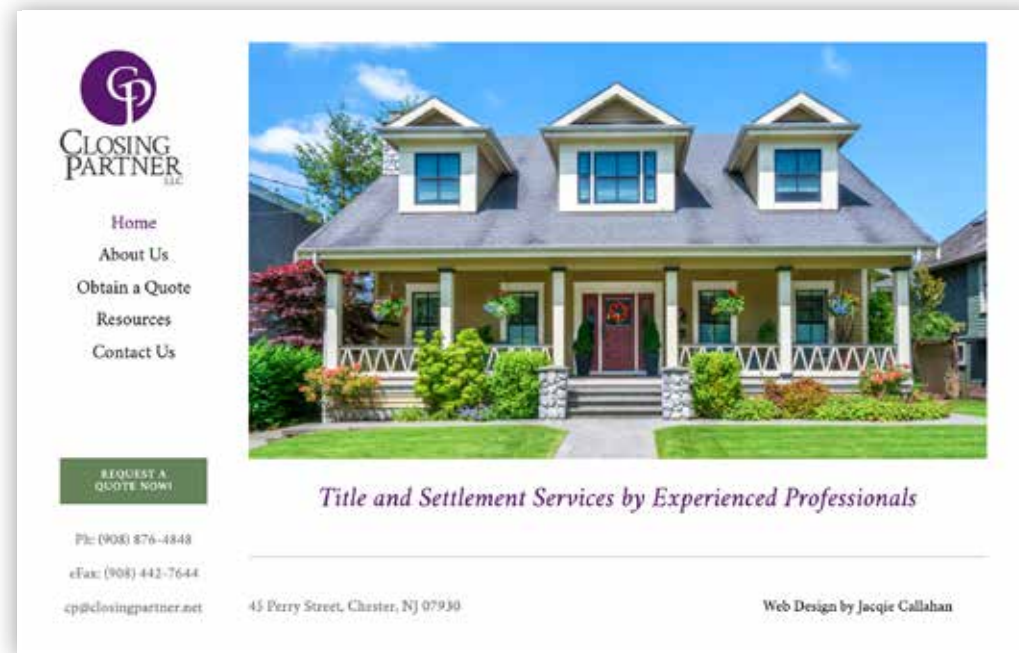
Vertical logo - color



Horizontal logo - greyscale



Vertical logo - greyscale



Website - powered by squarespace

Closing Partner, LLC

Closing Partner, LLC is a full service New Jersey title insurance company. After more than 10 years in business, the company needs to redesign their branding to acquire more business from new clients and to establish themselves as a formative business. The solution was to design a new identity and create a new identity system that reflects Closing Partner's values as well as the collateral to go along with it: a business cabinet, signage for their new office, and other collateral.

Website: www.closingpartner.net

Project was created in collaboration with Jan Callahan



Business cabinet



Building signage



Entrance door vinyl



Directory signage



Brochure





Knockout logo versions



Greyscale logo versions



Parlor Popsicles

Parlor Popsicles strives to provide the highest quality fruit and vegetable popsicles to their health conscious customers at a reasonable cost. Parlor is a new company that needs to establish itself as a healthy dessert store to cater to those trying to be healthy but don't want to sacrifice their sweet tooth. The goal was to create an identity system for the brand including a logo, business cabinet, a packaging system for the popsicles. This also includes a menu and a storefront, as well as a bicycle food cart.

Project was created as a part of my senior portfolio at The Art Insitute of Seattle.



Menu magnets



Vertical menu



Packaging system



Business cabinet



Bicycle popcicle cart



Annual fund mailing - donation letter & tear away donation card, mailing envelope, museum alert card, and insert letter.



Back of insert letter



Email images

Greatest Generation Annual Fund Campaign

At The Museum of Flight, the development department is always looking for donors to help preserve and support the Museum. This Annual Fund mailing is sent out to over 5,000 donors, showcasing the the Personal Courage Wing exhibit refresh, with a focus on World War II. Our concept was to use WWII era propaganda posters and stories to showcase the new exhibition. This was to be printed and mailed right around the time the Museum started a temporary closure due to Covid-19, so it also became an announcement to tell donors that the Museum was temporarily closing its doors.

Project was created in collaboration with Katy Ahrens, Robin Webster, Julie Wilbert and the Collections Department.



Thank you postcard



THE MUSEUM OF FLIGHT
#GIVINGTUESDAY

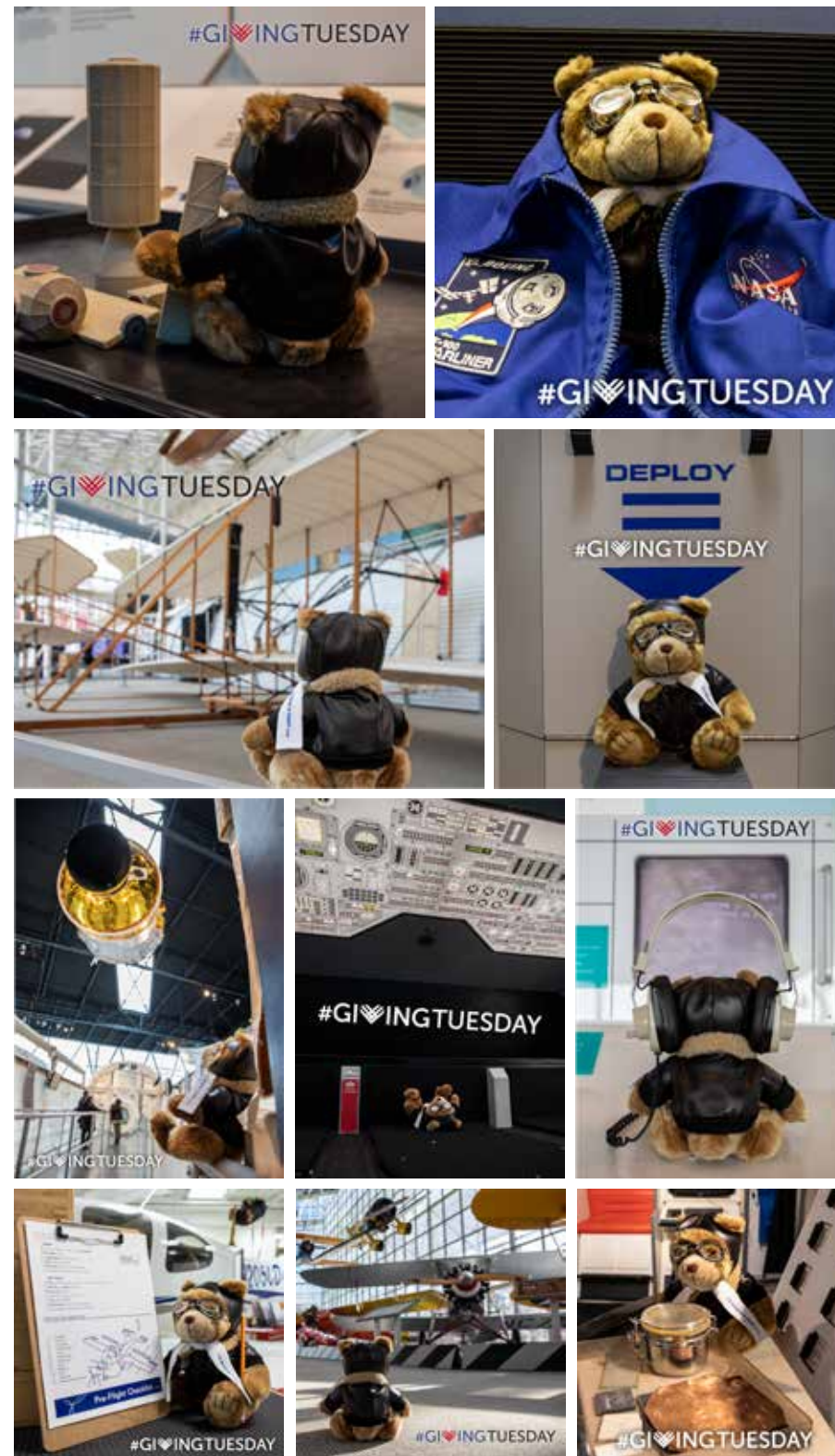
Triple your #GivingTuesday donation before the 3 for 1 match expires at midnight!

The Museum of Flight's aviator bear has shown you that we are more than just airplanes. We are about making memories as you discover the personal stories behind the aircraft. We are about creating unforgettable experiences with hands-on programs. And we are about preserving and sharing the history of aviation.

MAKE YOUR GIFT NOW!

You may purchase your very own aviator bear at the Museum Store!
[Buy it here!](#)

Email campaign (5 topics)



Photography & campaign imagery

Giving Tuesday 2019

Giving Tuesday is a yearly fundraiser for local non-profit groups. The concept for The Museum of Flight's 2019 Giving Tuesday was to feature a "mascot" of sorts to show people around the Museum through photography. These photographs will be featured in a 5-email campaign with corresponding social media posts, website pop-up and thank you (to those who donated). The campaign focused on the many experiences at the Museum – touring exhibitions, collections, and education. I produced the photographs for this campaign.

Project was created in collaboration with Katy Ahrens, Julie Wilbert, as well as the Marketing, Collections and Development Departments.



Preserving history and making memories at your Museum of Flight!
YOUR GIFT WILL BE TRIPLED!

DECEMBER 3
#GIVINGTUESDAY **GIVE NOW**

Website pop-up



THE MUSEUM OF FLIGHT
5404 East Marginal Way South
Seattle, Washington 98148-2027

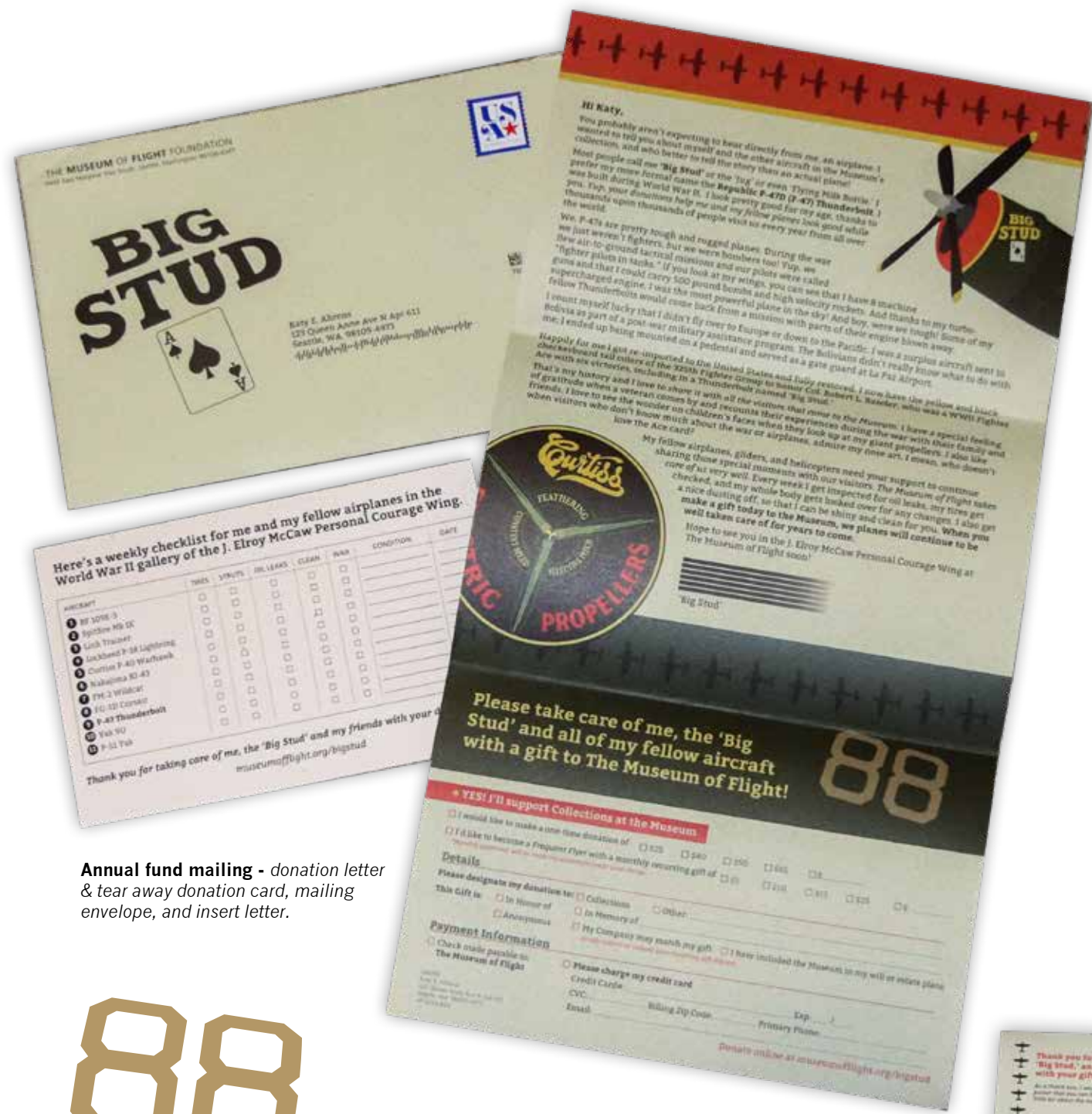
#GIVINGTUESDAY

Dear _____
Thanks to your generosity and others like you, \$_____ was raised to make memories at The Museum of Flight.

Your gift helps create memories for the over 650,000 visitors each year who enjoy discovering the personal stories behind our aircraft, engaging in the immersive education programs, and exploring our vast collection of photos, manuals, and more.

Thank you for giving!

Thank you postcard



Annual fund mailing - donation letter & tear away donation card, mailing envelope, and insert letter.

88



Custom illustrations of Big Stud



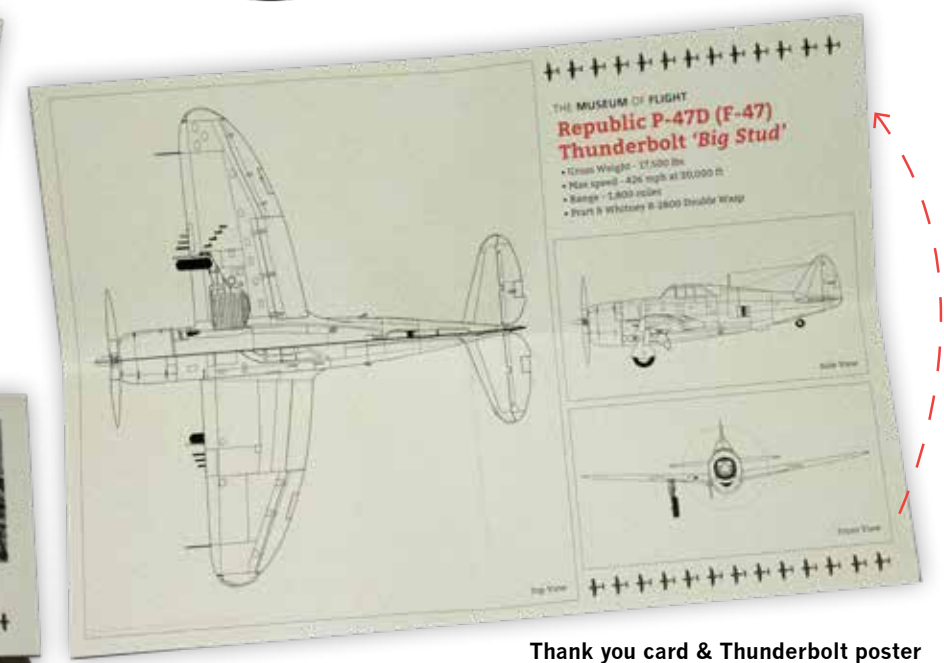
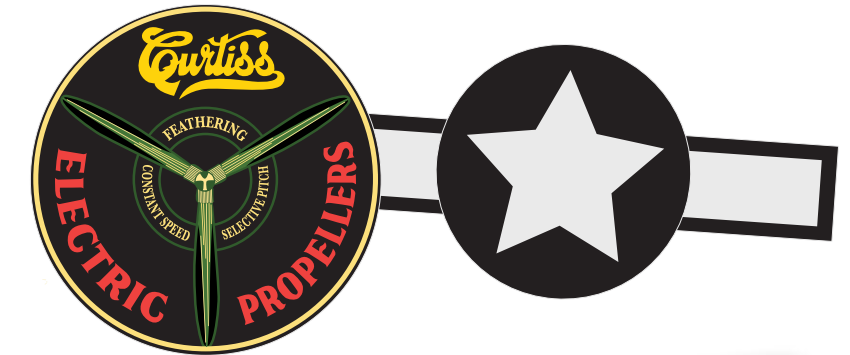
Web images



Big Stud - Annual Fund Campaign

At The Museum of Flight, the development department is always looking for donors to help preserve and support the Museum. This Annual Fund mailing is sent out to over 5,000 donors, this mailing showcases our restoration department. It tells the story of the Museum through the eyes of Big Stud - the resident Republic P-47D Thunderbolt in the collection. I used photographs of the Big Stud to create illustrations using the graphic elements on the plane like the type treatment, illustrations inspired by the plane's body art and the color pallet.

Project was created in collaboration with Katy Ahrens, Robin Webster, Julie Wilbert and the Collections Department.



Thank you card & Thunderbolt poster



Outdoor onsite banner

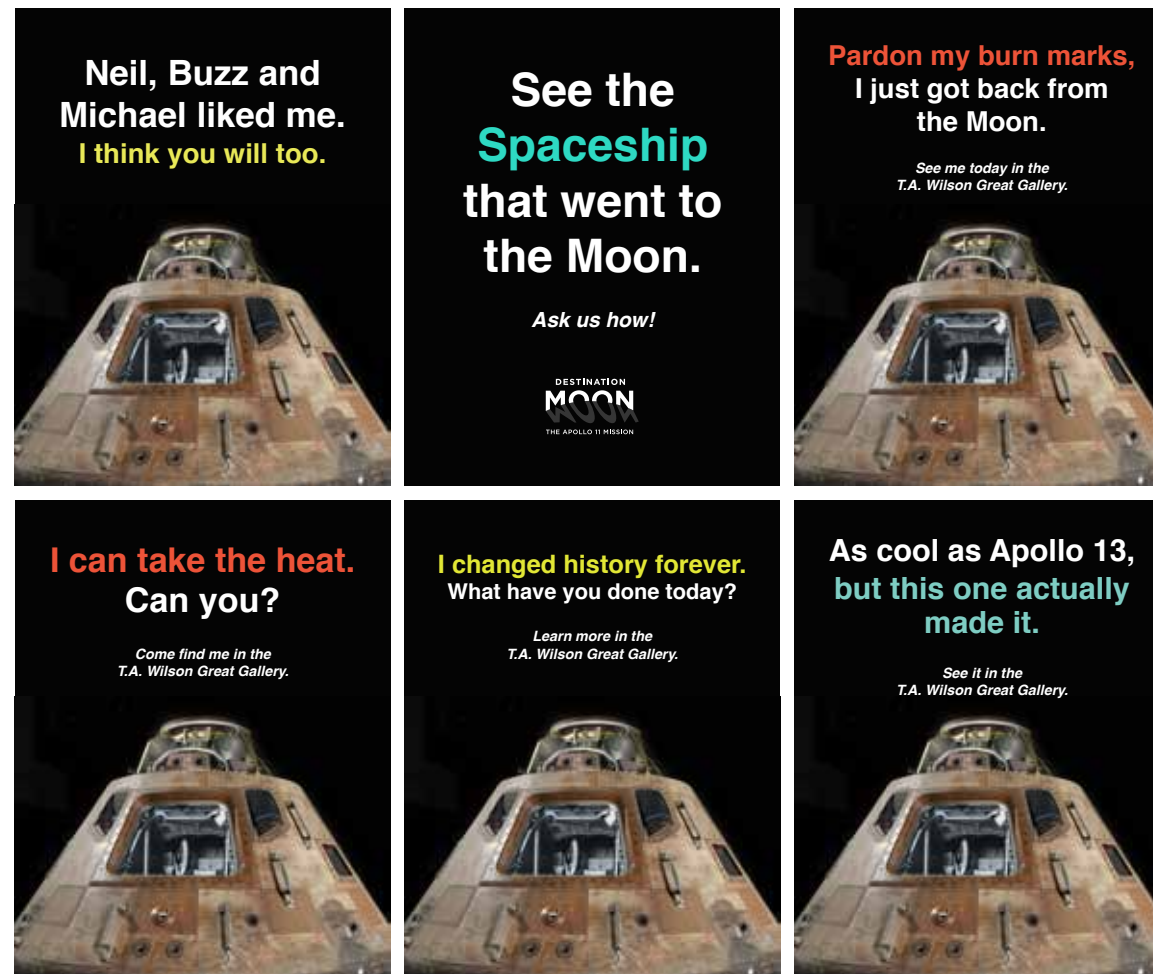


Seattle Monorail advertising

Destination Moon Advertising & Marketing Campaign

In celebration of the 50th anniversary of the Apollo 11 Moon landing in 2019, The Museum of Flight hosted a Smithsonian Exhibition called *Destination Moon: The Apollo 11 Mission*. Under the art direction of Julie Wilbert (Creative Services Manager), I created various ads onsite as well as in and around Seattle Center. The campaign ran throughout the summer of 2019 from Vancouver to Los Angeles and was The Museum of Flight's most extensive ad campaign to date. All advertising was approved by the team at The Smithsonian.

Advertising campaign created with the input of Erika Callahan, Layne Benofsky, Ted Huetter, and Julie Wilbert



Command Module puns series - various sizes featured onsite for posters, table top signs, etc.



Seattle Monorail entry advertising

TO THE MOON! THE MUSEUM OF FLIGHT
 ALL PROGRAMS FREE WITH MUSEUM ADMISSION, UNLESS OTHERWISE NOTED
 Dates and times subject to change, please visit museumofflight.org/calendar for updated information

APRIL PROGRAMS

- DESTINATION MOON: THE APOLLO 11 MISSION**
 Opening Weekend - Saturday, April 13 & Sunday, April 14
- DESTINATION MOON: BEHIND THE SCENES WITH THE SMITHSONIAN'S MICHAEL J. NEUFELD**
 Saturday, April 13 • 2 to 3:30 p.m.
 The lead curator of *Destination Moon: The Apollo 11 Mission* describes the origins of the national tour of the command module *Columbia* and shares future plans for its permanent display in Washington D.C. *Book signing will follow!*
- THE FUTURE OF THE FINAL FRONTIER**
 Sunday, April 14 • 2 to 3 p.m.
 NASA Solar System Ambassador Ron Hobbs reviews some of the history-making recent events in space exploration and hints at what's to come.
- BOEING IN THE APOLLO ERA**
 Saturday, April 20 • 2 to 3:15 p.m.
 Boeing Corporate Historian Mike Lombardi discusses the Boeing Company's contributions to the Apollo program and space exploration.

MAY PROGRAMS

- OPERATION LUNAR ECLIPSE: THE MOON ROCK PROJECT**
 Saturday, May 4 • 2 to 3:00 p.m.
 Joe Gutheinz, aka The Moon Rock Hunter, describes how he recovered priceless Apollo-era Moon rocks through an undercover FBI sting operation.
- FILM SCREENING: PROSPECT**
 Saturday, May 11 • 2:30 to 5 p.m.
 A free screening of the local independent sci-fi film *Prospect* introduced by astronaut Dottie Metcalf-Lindenburger, followed by Q&A with the writers and directors. *This film is rated R.*
- 50TH ANNIVERSARY OF THE APOLLO 10 MISSION**
 Saturday, May 18 • 2 to 3 p.m.
 Spaceflight historian Ted Spitzmiller recounts the remarkable achievements of Apollo 10 as a "dress rehearsal" mission that preceded the Apollo 11 Moon landing. *Book signing will follow!*
- TRANQUILITY BASE: PROTECTING THE CRADLE OF OUR SPACEFARING CIVILIZATION**
 Sunday, May 19 • 2 to 3 p.m.
 Michelle Hanlon, co-founder of the non-profit *For All Moon Kind*, discusses the recognition, memorialization and protection of the historic Moon landing sites.

JUNE PROGRAMS

- MOON RUSH: THE NEW SPACE RACE**
 Saturday, June 1 • 2 to 3 p.m.
 Leonard David will discuss his new book, *Moon Rush: The New Space Race*, which details the latest news on humankind's return to Earth's celestial neighbor. *Book signing will follow!*
- LANDING APOLLO: SEARCHING FOR THE TRUTH**
 Saturday, June 15 • 2 to 3 p.m.
 Tony Gondola of the New Mexico Museum of Space History presents a science-based review of the Apollo landings and Moonwalks.
- GIANT IMPACT: A MOON FORMATION THEORY**
 Saturday, June 22 • 11 a.m. to Noon
 Dr. Sarah Stewart discusses a spectacular new theory on the formation of the moon, with exciting visuals!

JUNE PROGRAMS (CONTINUED)

- AROUND THE WORLD WITH THE APOLLO 11 CREW**
 Saturday, June 22 • 2 to 3:30 p.m.
 Learn about the global tour embarked upon by the Apollo 11 astronauts aboard the Museum's Air Force One following their return from the Moon. *Book signing will follow!*
- ANCIENT LIFE ON THE MOON?**
 Saturday, June 29 • 2 to 3 p.m.
 Was there ever life on the Moon? Hear what an astrobiologist has to say about possible evidence of ancient lunar lifeforms!

JULY PROGRAMS

- LUNAR DUST**
 Saturday, July 6 • 11 a.m. to Noon
 Dr. Kavya Manyapu, test engineer for the Starliner Spacecraft, shares the science behind lunar dust and the difficulties it presents to scientists exploring the Moon.
- TALKS WITH STORY MUSGRAVE:**
- NORTHROP T-38 TALON - 2 to 3:30 p.m.**
 Astronaut Dr. Story Musgrave talks about the history of NASA's iconic training jet, the T-38, which will be on display in the Museum's parking lot! *Book signing will follow!*
- DESIGN A LIFE FOR YOURSELF - 5:30 to 7 p.m.**
 An inspirational talk with uplifting examples from the ups and downs of an aerospace career.
- ONCE WE WENT TO THE MOON**
 Saturday, July 13 • 11 a.m. to Noon
 Historian Dr. John Logsdon discusses why JFK sent Americans to the Moon, why Richard Nixon decided to end lunar journeys, and what's possible for future explorations.
- PERFORMANCE: STEPHEN EDWARDS' MOON LANDING**
 A dramatic musical re-telling that reveals the human side to history—from the families left behind to the men who struggled to return to Earth.
 Saturday, July 13 • 3:30 to 5 p.m. & 7:30 to 9 p.m.
 Friday, July 19 • 7:30 to 9 p.m.
 Sunday, July 21 • 3:30 to 5 p.m.
- WE CHOSE TO GO TO THE MOON... 50 YEARS ON**
 Tuesday, July 16 • 2 to 3 p.m.
 TIME Magazine photographer David Burnett presents his historic images of the thousands of Americans who witnessed the launch of Apollo 11.
- LUNAR BLOCK PARTY: CELEBRATE THE 50TH ANNIVERSARY OF THE APOLLO 11 MISSION**
 Friday, July 19 - Sunday, July 21

AUGUST PROGRAMS

- LUNAR LIBRARY**
 Saturday, August 17 • 2 to 3 p.m.
 Hear about plans for the Lunar Library, set to be the first library on another celestial body that will contain a molecular collection of over 10,000 crowdsourced images and data that has been transformed into synthetic DNA.
- SPACE ART DAY**
 Sunday, August 25 • 11 a.m. to 5 p.m.
 Science and art collide during this family friendly event: space and moon-themed activities, a movie screening, art displays, and more!

Trifold brochure - poster (inside)

THE MUSEUM OF FLIGHT
TO THE MOON!
 PROGRAM SERIES • APRIL THROUGH AUGUST 2019

Trifold brochure - cover

TO THE MOON! PROGRAM SERIES

To honor our newest exhibition, *Destination Moon: The Apollo 11 Mission*, we're proud to introduce a new program series to complement the stories behind the artifacts, people, and places that made the Moon landing possible.

To The Moon! program series will feature a wide-ranging selection of scientists, space experts, historians, authors, pilots, and more, who will speak about lunar exploration, past, present, and future.

Image provided by NASA

Trifold brochure - interior flap

DESTINATION MOON
 THE APOLLO 11 MISSION

One small step.
 One amazing story.

April 13 to September 2

THE MUSEUM OF FLIGHT | Smithsonian

Made possible by Jeff and Mackenzie Bezos, Joe Clark, Bruce R. McCaw Family Foundation, the Charles and Lisa Simonyi Fund for Arts and Sciences, John and Susanna Norton, and Gregory D. and Jennifer Walslow Johnson. Transportation services provided by FedEx.

Trifold brochure - back page (Destination Moon Ad)

To The Moon! Program Series Marketing

In celebration of the 50th anniversary of the Apollo 11 Moon landing in 1969, The Museum of Flight hosted a Smithsonian Exhibition called *Destination Moon: The Apollo 11 Mission*. In honor of the exhibition, the Museum decided to host a series of programs, contests, events, and talks all around the topic of the Moon. To compile everything in one place, we decided to create a brochure which could be folded out to make a poster that includes all of the events. The poster would correspond with a wordmark for the series, the branding would also be featured on the website's calendar page.

Project was created in collaboration with Cale Wilcox, Simmons, Melanie Kwong, and Julie Wilbert.



Wordmark - color & greyscale

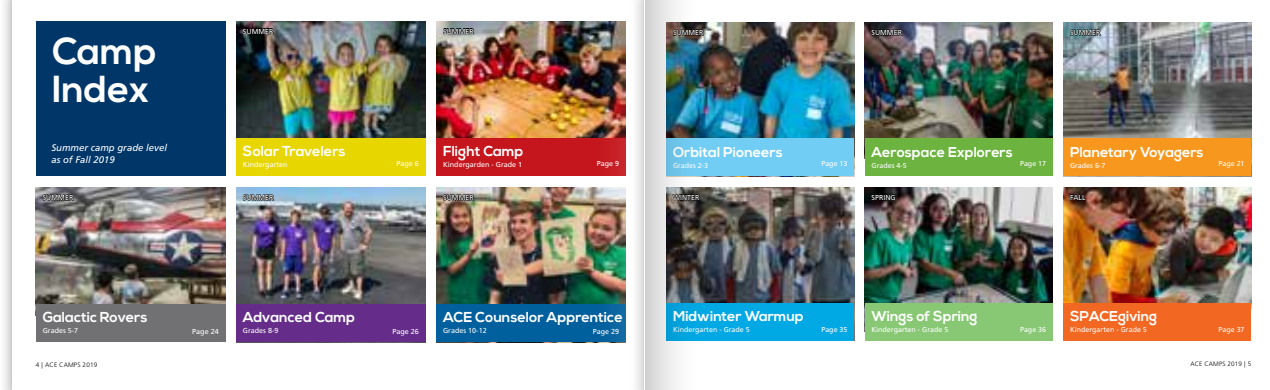


Rack card

Aerospace Camp Experience Marketing

Every year, The Museum of Flight hosts year-round camps, focusing on educating students about STEM topics (Science, Technology, Engineering and Math). To announce the programming, we release a camp brochure with detailed information about each camp and the dates, as well as a rack card to showcase the dates of each seasonal camp. There is also a set of certificates that match each program/seasonal camp's color coding, which we released for the 2020 camp season..

Project was created in collaboration with Rich Lynch, Natalie Cullinan, and Julie Wilbert.



Camp brochure - all camps & pricing



Marketing



Certificates - Correspond with camp colors in brochure

Events

Identity

Campaigns

Signage

Layout

Photography



Entrance



Amenity signage



Entrance vinyl & building numbers

Heartline ADA Signage

Heartline is a pair of residential and office buildings in downtown Portland. With new buildings comes ADA signage - the signage required by the state to house residents. I was inspired by the logo and color pallet of the heartline to make signage inspired by the design. This sign package consists of 21 different types of signs laid out in a schematic document and assigned location in a Sign Location Plan.

Project was created in collaboration with Kolby Kuipers and the team at Waypoint Sign Company.



Rules & regulations signage



Penthouse directional signage



Penthouse ID sign



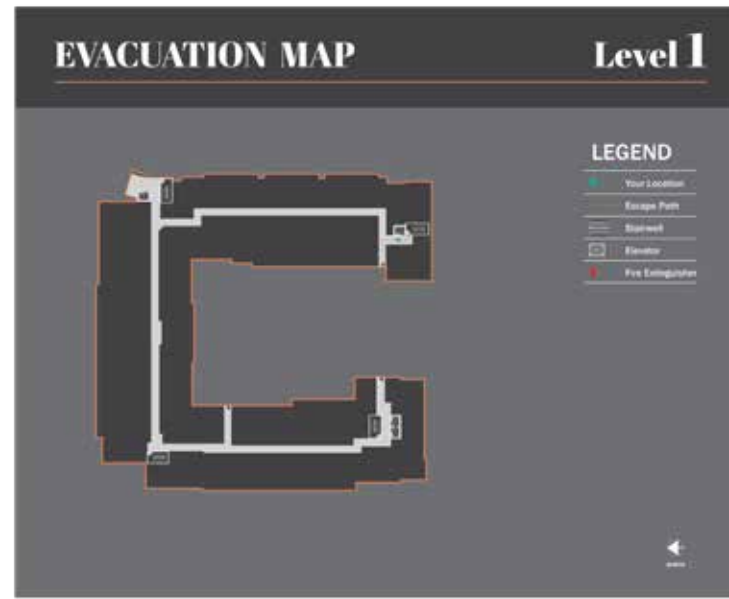
Elevator evacuation maps



Building monument signage



Unit ID signage



Evacuation map



Storage numbers

AURA Burnside ADA Signage

AURA Burnside is a residential apartment building in downtown Portland. With new buildings comes ADA signage - the signage required by the state to house residents. The builders were inspired by burned wood and copper accents - this translated into a 1920's inspired ADA signage system. This sign package consists of 18 different types of signs laid out in a schematic document and assigned location in a Sign Location Plan.

Project was created in collaboration with Amanda Grant and the team at Waypoint Sign Company.



Rules & regulations signage



Exterior stair signage



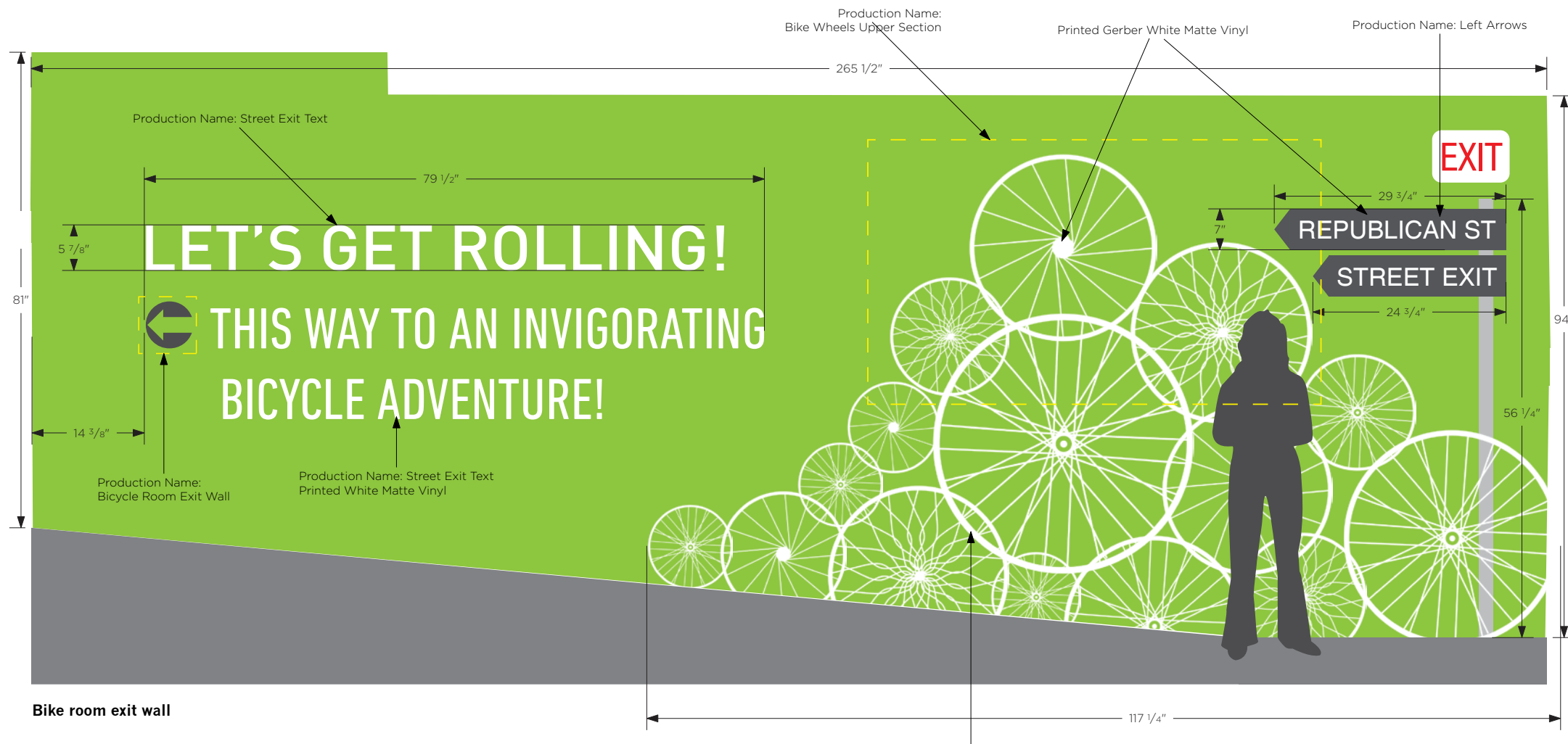
Amenity signage



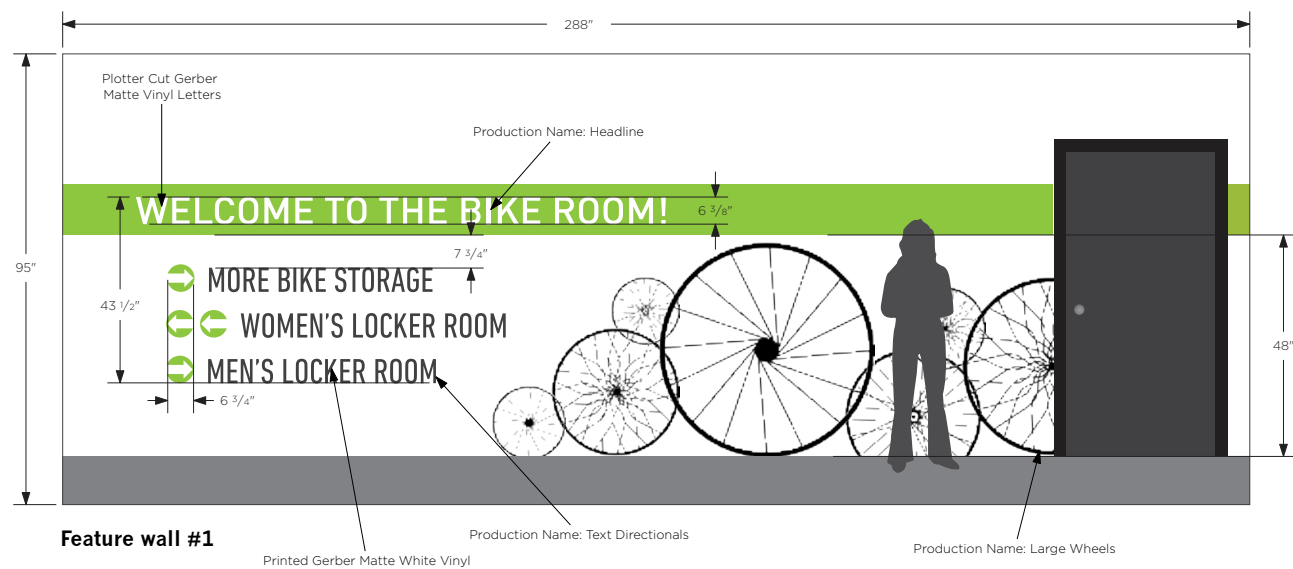
Entrance vinyl



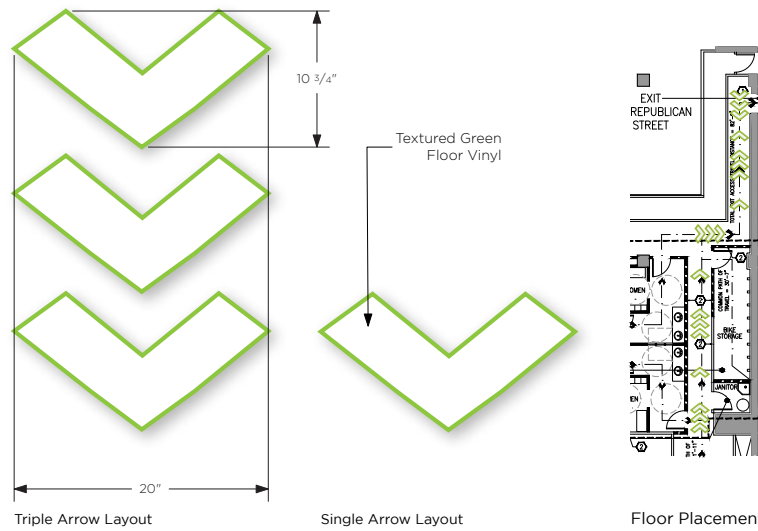
Clearance bar



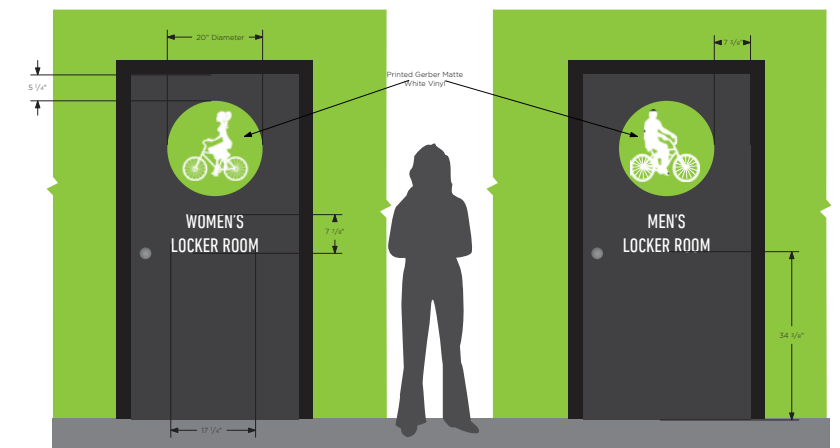
Bike room exit wall



Feature wall #1



Floor Arrows



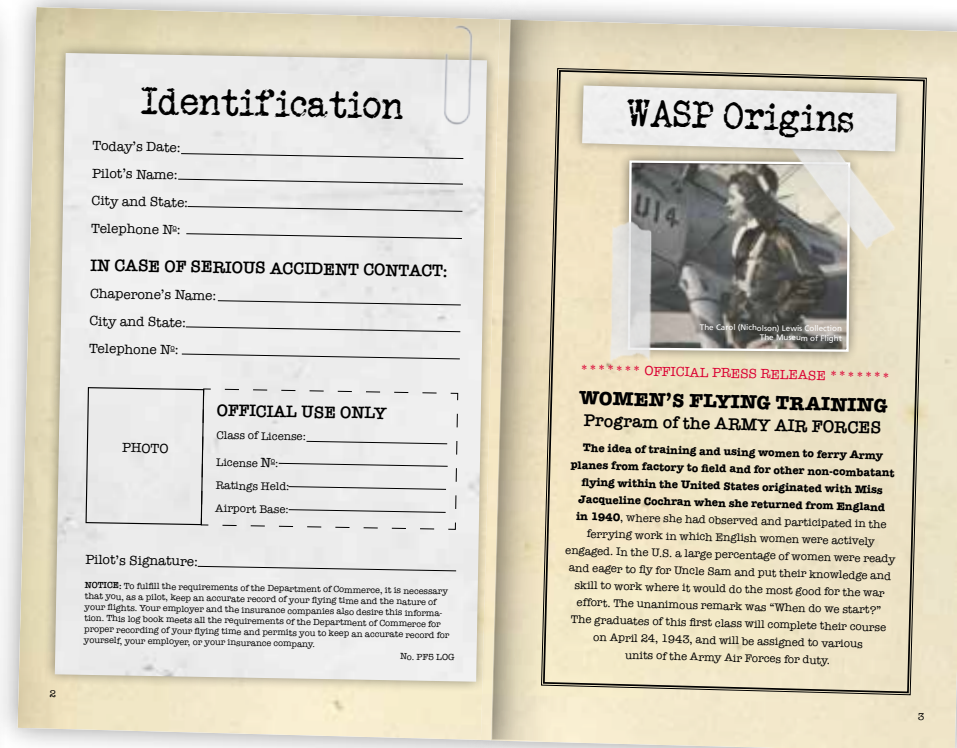
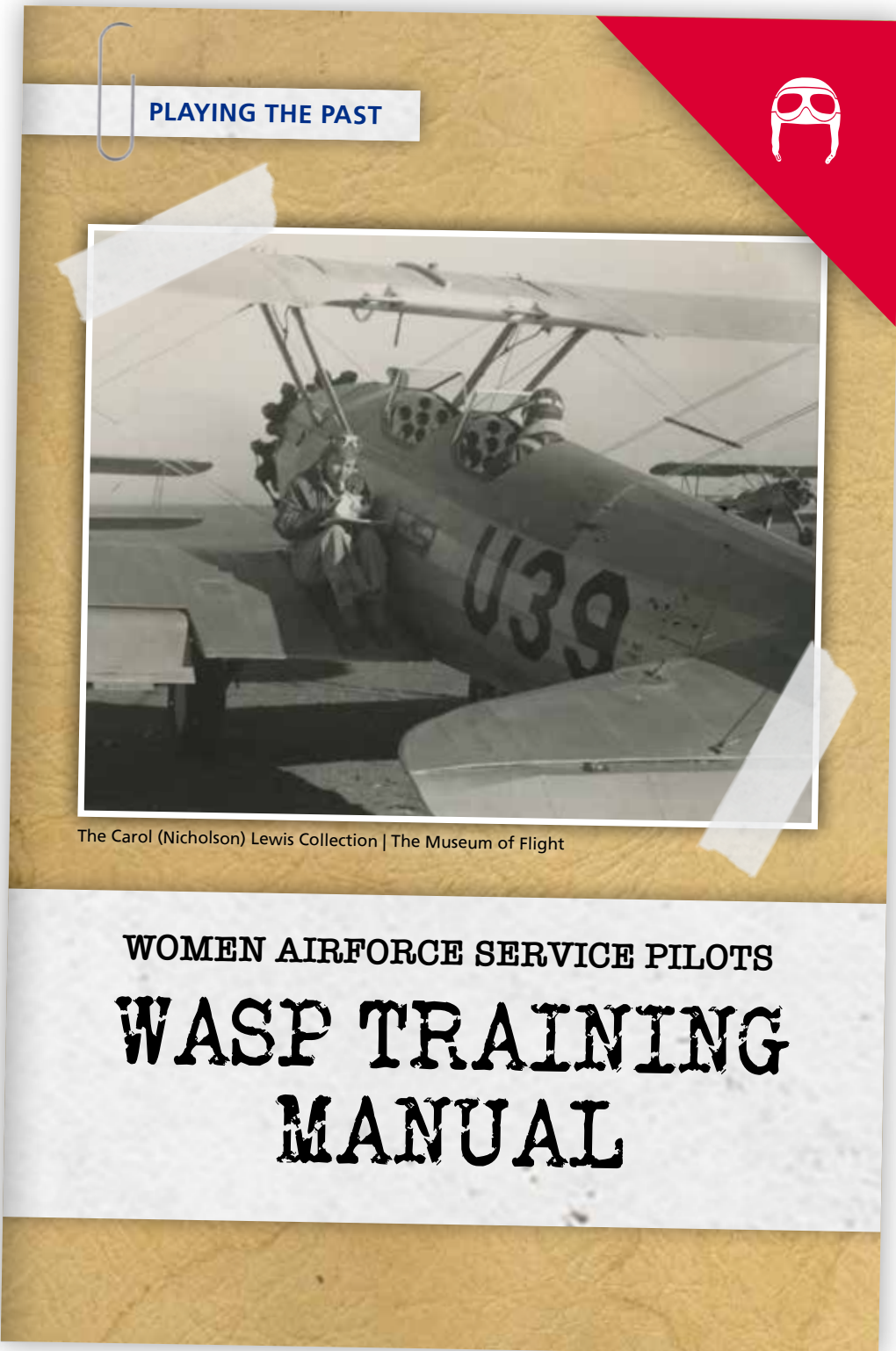
FRONT (scale 1"=1')

Locker room signage

Pontius Bike Room Graphics

The Pontius Building is a multi-use building in downtown Seattle. Their newly refurbished bike room needs some directional signage and wall graphics. I was inspired by bike tire spokes and the different patterns they created. This project also included locker room graphics and directional floor arrows.

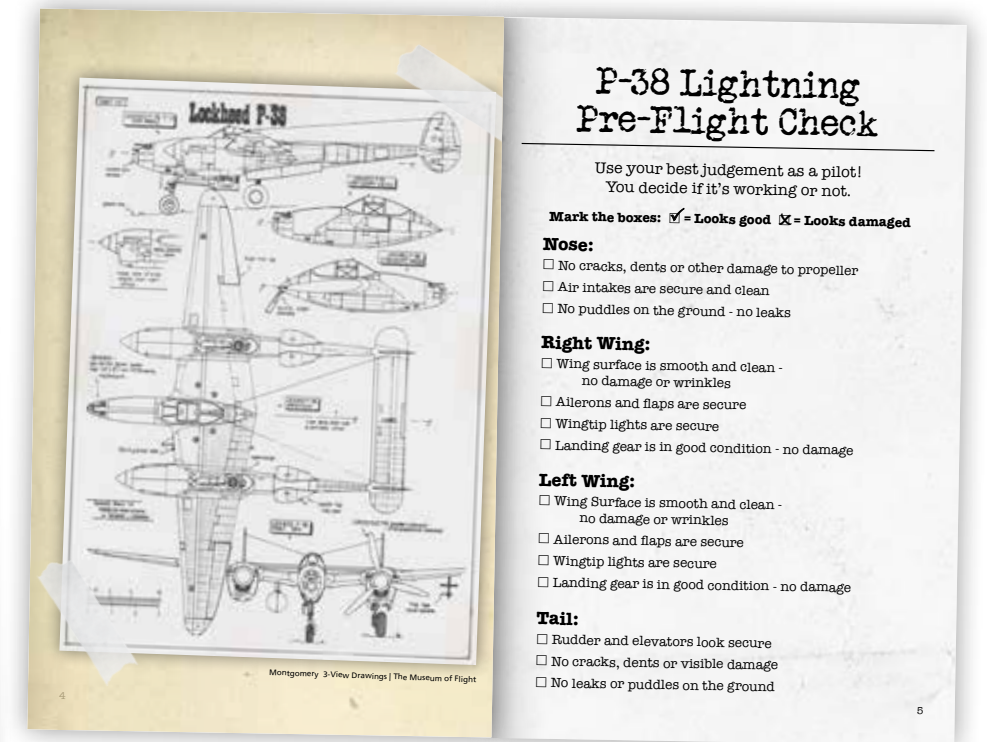
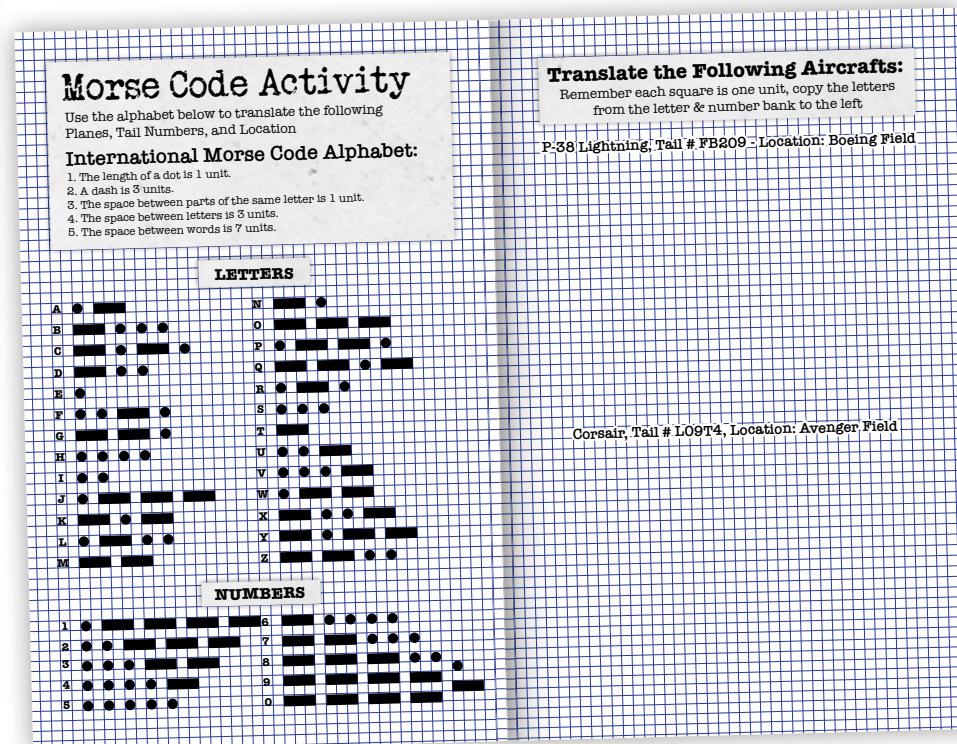
Project was created in collaboration with Kolby Kuipers and the team at Waypoint Sign Company.



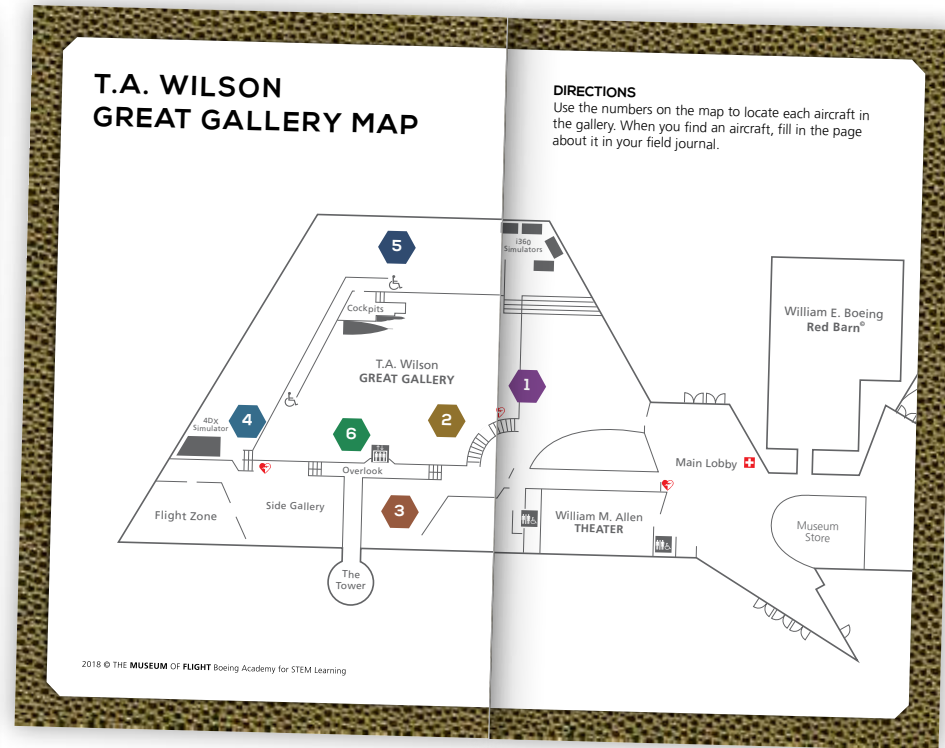
WASP Training Manual - Girl Scout Activity Book

At The Museum of Flight, the Girl Scout badge program has been implemented for a few years. The goal was to pair the already highly successful program with an activity booklet that doubles as a take-away memory for the scouts. I was inspired by old aircraft manuals of the same era that the WASPs were first active: World War II. WASP Imagery provided by the National Archives and The Museum of Flight's image collection.

Project was created in collaboration with Lyndsey Weinbach, Michael Friedman and Julie Wilbert.



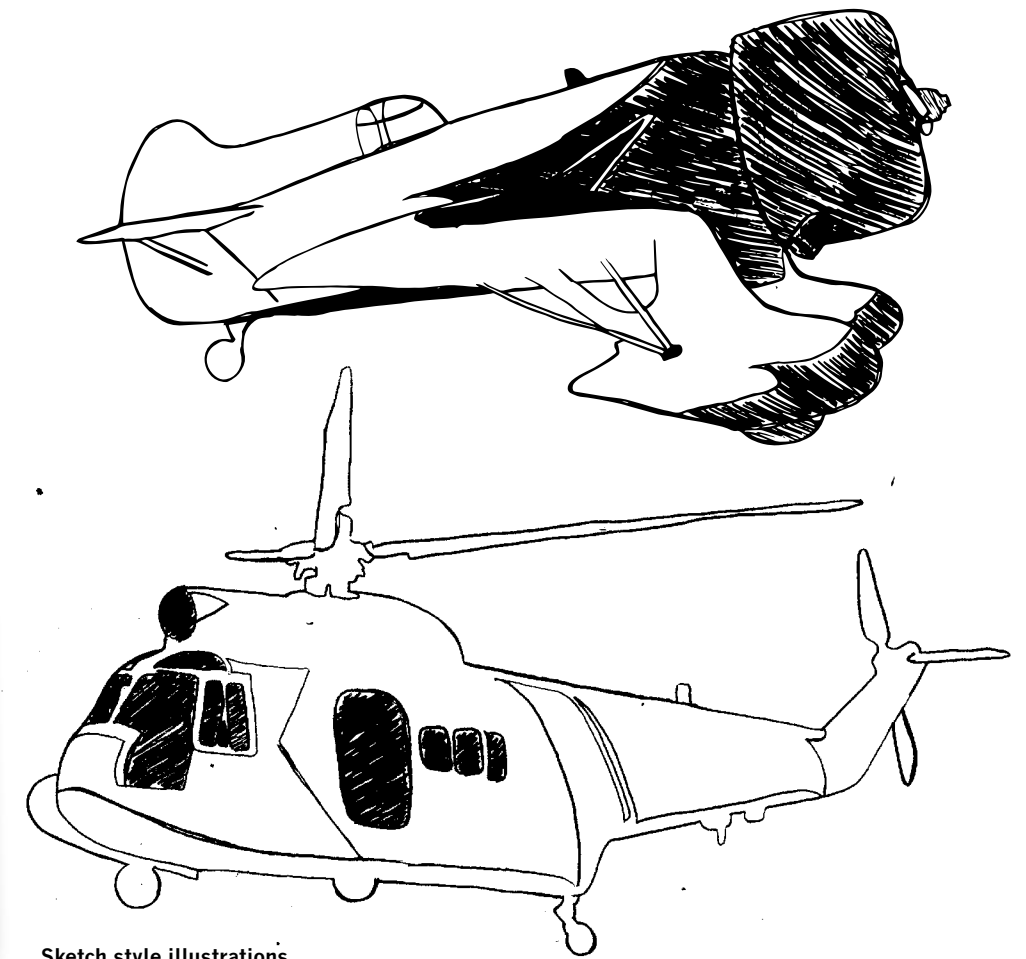
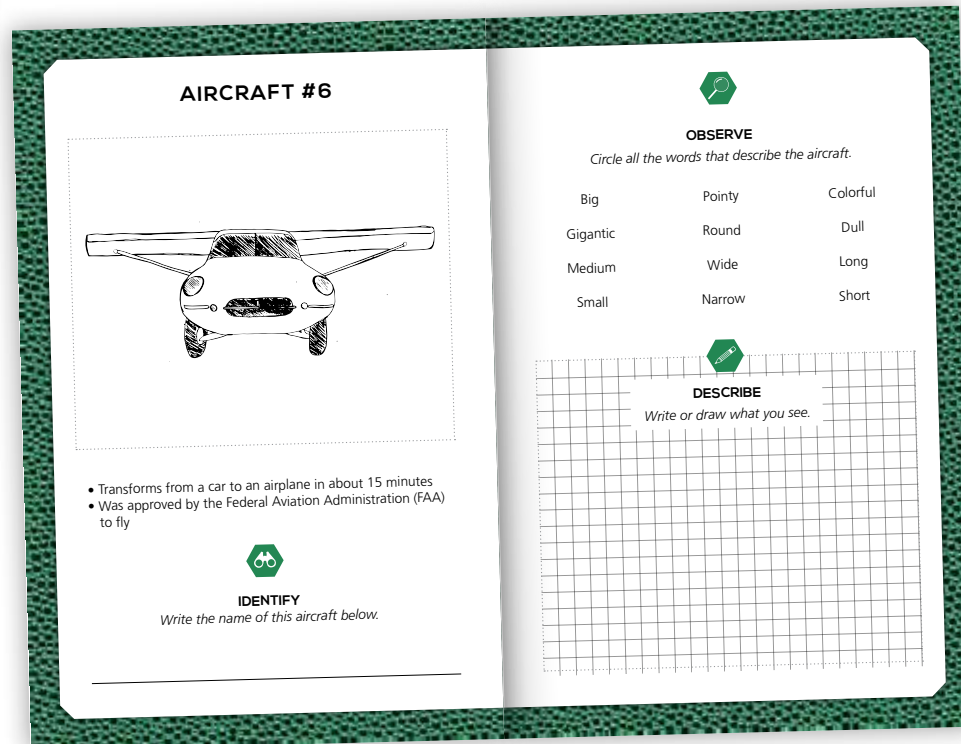
WASP training manual booklet spreads



Field Journal - Strange & Amazing Aircraft Investigation Activity

At The Museum of Flight, they are always looking for new activity books for visitors to help them learn more about aircrafts. This one was all about finding aircrafts in the T.A. Wilson Great Gallery. To add to the mystery, I made sketch style illustrations for the booklet of the aircraft (6 of them in total). Along with the 12-page activity, there was also a key for adults that had the answers.

Project was created in collaboration with Stephanie Jones-Gunn and Julie Wilbert.



Sketch style illustrations

Strange & Amazing Field Journal booklet spreads

Education Photography



Detail/Product Photography



HERITAGE DISTILLING CO. • SEATTLE'S SUMMER OF SPACE



HERITAGE DISTILLING CO. • SEATTLE'S SUMMER OF SPACE



HERITAGE DISTILLING CO. • SEATTLE'S SUMMER OF SPACE



B-52 PARK OPENING • THE MUSEUM OF FLIGHT



URBAN BEE COMPANY • THE MUSEUM OF FLIGHT



SEATTLE CHOCOLATES • SEATTLE'S SUMMER OF SPACE



TACO TIME • SEATTLE'S SUMMER OF SPACE

Events

Identity

Campaigns

Marketing

Signage

Layout

Photography

Event Photography



B-52 WELCOME • THE MUSEUM OF FLIGHT



JET BLAST BASH • THE MUSEUM OF FLIGHT



COFFEE WITH THE CURATOR • THE MUSEUM OF FLIGHT



ROYAL AIRFORCE FLY OVER • THE MUSEUM OF FLIGHT



SPLASHDOWN BRUNCH • THE MUSEUM OF FLIGHT



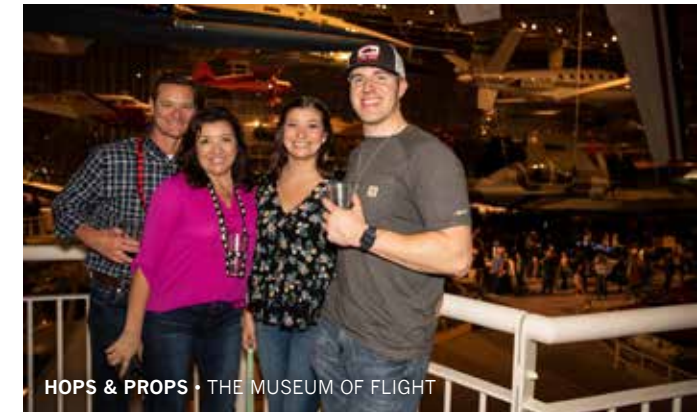
LUNAR BLOCK PARTY • THE MUSEUM OF FLIGHT



A.M. FLIGHT BREAKFAST • THE MUSEUM OF FLIGHT



50TH ANNIVERSARY APOLLO LAUNCH AT THE SPACE NEEDLE
THE MUSEUM OF FLIGHT



HOPS & PROPS • THE MUSEUM OF FLIGHT



MT. BAKER SESH UP • JACQIE CALLAHAN



YURI'S NIGHT • THE MUSEUM OF FLIGHT

Residential Photography

