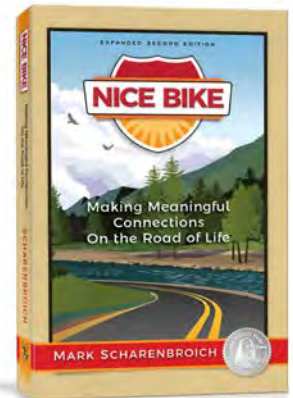


# Graphic Design. Brand Strategy. Award-winning Results.

R O B E R T M O T T D E S I G N S . C O M



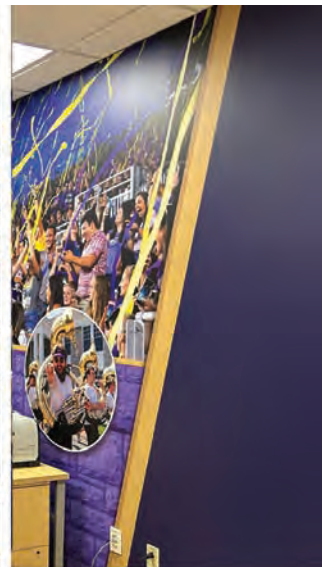
**RobertMott**  
& ASSOCIATES

# Making an Impact

## Furious Flower Poetry Center Historical Triptych



JMU Office of Orientation and Transition  
Reception space 3-wall montage







JMU Mineral Museum  
New location poster, grand opening  
invitation, wall mural and directional  
signage, rack brochure and electronic  
graphics.





*Making Connections  
That Move People*



**"Robert is my ace: whenever we need something dazzling and on deadline, I know I can count on him. He listens, collaborates, and designs creative solutions that help us achieve our intended results every time, whether it's getting attention for our programs or raising money to benefit all of our students at the university. He's indispensable to our mission."**

**CANNIE CAMPBELL**, Assistant VP for Constituent Engagement  
JAMES MADISON UNIVERSITY



**WOMEN  
FOR  
Madison**





# ConnectionsPlus Healthcare + Hospice

*Hometown roots. Nonprofit values. Since 1984*

"There is so much change and misperception in the healthcare and hospice world. Our previous name, while loved by our donors, didn't tell the right story to the people that needed our services most. The process of coming up with our new brand included *all* of our stakeholder groups and the final product merged the best of what was with the best of what we hope is to come. We couldn't have been more excited to tell our new story!"

**Tasha Walsh**, Executive Director  
CONNECTIONSPHUS HEALTHCARE+HOSPICE

ConnectionsPlus Branding Standards V1.0 | 32

## WEBSITE | Home Page Design Format Guideline

Benefit headline focus on life quality →

Three primary areas of service focus →

**Google fonts:** Typography on the website should be a clean, sans-serif for body text with good size visibility and leading. Headline fonts suggested as the **Montserrat family**.

Montserrat Light  
Montserrat Regular  
Montserrat Medium  
Montserrat Semibold  
Montserrat Bold  
Montserrat ExtraBold

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
!@#\$%^&\* 1234567890



## ConnectionsPlus<sup>TM</sup> Healthcare + Hospice

*Remarkable home care  
and better quality of life  
during serious illness*



Formerly Rockbridge Area Hospice + Mountain Regional Hospice  
*Hometown roots. Nonprofit values. Since 1984*

ConnectionsPlus Healthcare + Hospice  
Comprehensive rebranding of Rockbridge Area Hospice, including market research and comparative analysis, renaming, logo development, location signage, brochure design and brand standards manual.

# Setting the Tone

**2022-2023 SEASON** ANDREW HUNTER, MUSIC DIRECTOR

# BANG! BOOM! CRASH!

Join us in welcoming  
**A NEW MAESTRO**  
for our 26th season!

**EL PASO WINDS**

**IN CONCERT**  
Friday, December 9  
Friday, January 27  
Thursday, February 23  
Friday, March 24  
Friday, May 12

ALL PERFORMANCES AT UTEP FOX FINE ARTS RECITAL HALL  
For Tickets and Information, visit [elpasowindsymphony.com](http://elpasowindsymphony.com)

"Creative, colorful, eye catching, professional, highest quality . . . just a few adjectives to describe the design solutions from Robert Mott & Associates."

**Bruce Beach**, Assistant Conductor  
EL PASO WINDS

JAMES MADISON UNIVERSITY SCHOOL OF MUSIC

PRESENTS

# JMU Jazz @ 50 YEARS

ENJOY LIVE JAZZ  
APRIL 1 & 2

Alumni Jazz Session  
FRIDAY, APRIL 1 • 6-8 pm • Clementine Cafe  
Alumni Big Band Concert with the JMU Jazz Ensemble  
Saturday, April 2 • 4:00 pm  
Forbes Center for the Performing Arts  
SATURDAY TICKETS • [jmuforbescenter.com](http://jmuforbescenter.com)

MR. JEFFERSON'S BONES AND THE JMU TROMBONE ASSOCIATION PROUDLY PRESENT

# Tromblow'in 13

Saturday, January 28, 2023 @ JMU

FEATURING MULTI-FACETED TROMBONE ARTIST  
**Marshall Gilkes**

WITH Mr. Jefferson's Bones

JMU Trombone Choir

PLUS Special Guests!

THANK YOU TO OUR SPONSORS:  
S.E. SHIRAS CO.  
Mr. Jefferson's Bones  
Dixie Valley  
Shirley

A FULL DAY OF WORKSHOPS, REHEARSALS AND MUSIC CLINICS CELEBRATING THE TROMBONE

HAVE A LISTEN

BRING YOUR HORN!

Only \$25 Transportation! Registration \$35 (HORN & JAZZ REQUIRED!)

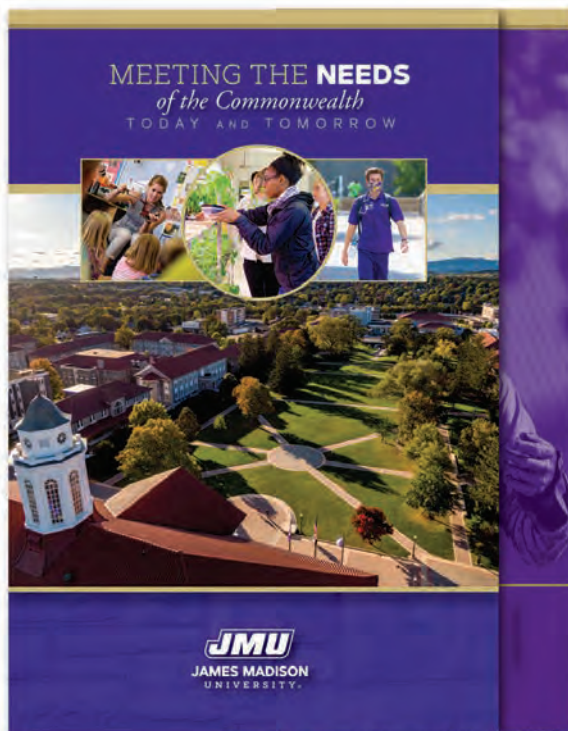
REGISTER NOW • [TROMBLOWIN.COM](http://TROMBLOWIN.COM)





# Inspiring Your Audiences

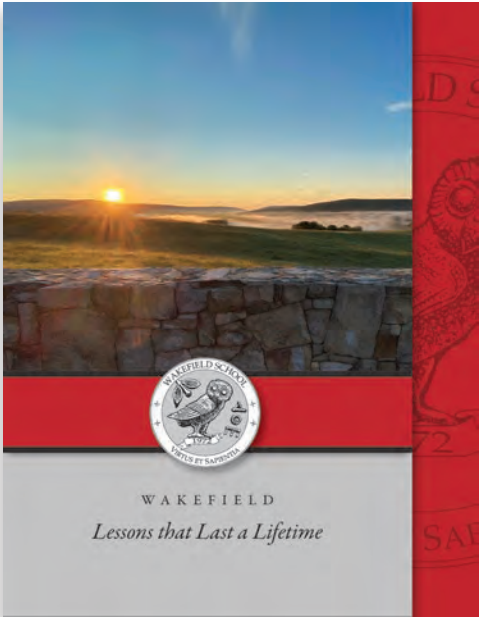
JMU State Government Relations Lawmakers Brief Custom pocket folder with offset closure and two pockets: Left pocket holds a slim-jim brochure and right pocket holds funding request insert sheets that can easily be updated for new legislative sessions without reprinting entire folder.





"I value working with Robert Mott on graphic design projects, especially our commencement program. Robert's knowledge and design skills are impeccable — adhering to the university's brand guide and delivering excellent results that reflect positively on James Madison University. I enjoy collaborating with Robert on these publications and new projects, as he offers innovation."

Sarah Ciccone, Director  
JMU UNIVERSITY EVENTS



Wakefield School Admissions Viewbook  
Custom offset pocket folder with 8-page bound-in brochure and stepped insert sheets contained by two non-glued custom shape flaps.

## SOCIAL MEDIA & EMAIL GRAPHICS



JMU Orientation One Book FOR FIRST-YEAR AND TRANSFER STUDENTS 2023 saw the transition to a fully-interactive electronic One Book, with the PDF and FlipBook formats optimized for Disability Services accessibility and hyperlink connectivity.





**"Robert isn't just a gifted graphic designer; he is a wonderful collaborator — one who immediately realizes your vision and expands ideas into tremendous and engaging solutions. . . . Robert's personal experience in the arts world combined with his immense creativity make him uniquely effective in developing beautiful websites of the highest quality that are also informative and easy to navigate. Bravo, and thank you, Robert!"**



MUSIC DIRECTOR, WAYNESBORO SYMPHONY, RICHMOND PHILHARMONIC, AND AMERICAN FESTIVAL POPS ORCHESTRAS



**Our clients include  
marketing directors,  
brand managers,  
university leaders,  
publishers, entrepreneurs,  
and more:**

AMAZON BRAND PROFESSIONALS  
CALIFORNIA ALLIANCE FOR ARTS EDUCATION  
CONNECTIONSPUS HEALTHCARE + HOSPICE  
ECCENTRIC MUSIC & ART  
EL PASO WINDS  
FRANK McKINNEY/CARING HOUSE BOOKS  
FURIOUS FLOWER POETRY CENTER  
GALAXY AIR LIGHTS  
GBOD (GENERAL BOARD OF DISCIPLESHIP)  
IMPLANT SEMINARS, INC.  
JAMES MADISON UNIVERSITY ATHLETICS  
JMU COMMUNICATIONS & MARKETING  
JMU ETHICAL REASONING IN ACTION  
JMU GOVERNMENT RELATIONS  
JMU MINERAL MUSEUM  
JMU ORIENTATION AND TRANSITION  
JMU STUDENT UNIONS  
JMU UNIVERSITY EVENTS  
JMU WOMEN FOR MADISON  
PETER WILSON MUSICIAN  
PRESBYTERIAN CHURCH U.S.A  
THE RED HEN LEXINGTON  
SAN DIEGO COMMUNITY COLLEGES  
MARK SCHARENBOICH & ASSOCIATES  
SCRIPPS MEMORIAL HOSPITALS  
SHENANDOAH FALL FOLIAGE BIKE FESTIVAL  
TROMBLOW'IN @ JMU  
UNIVERSITY OF ARIZONA FOUNDATION, FINE ARTS  
UNIVERSITY OF DELAWARE TROMBONE STUDIO  
WAYNESBORO SYMPHONY ORCHESTRA  
W. L. GORE & ASSOCIATES MEDICAL PRODUCTS



Robert Mott is also an accomplished professional trombonist/bass trombonist, ASCAP arranger/composer and co-founder of the Tromblow'in music workshop held annually at James Madison University.

With more than 36 years of experience as an award-winning graphic communications professional, Robert Mott designs, produces and manages projects across all media, including

- **branding and identity** (logos, standards, etc.)
- **brochures and print collateral**
- **environmental graphics and trade show displays**
- **books**
- **catalogs**
- **annual reports**
- **direct mail and email campaigns**
- **packaging**
- **websites**

**RM&A**

**Robert Mott**  
& ASSOCIATES

**(540) 290-1677**

**RobertMottDesigns.com**

