

# 5 FACTS BEHIND A BOTTLED WATER

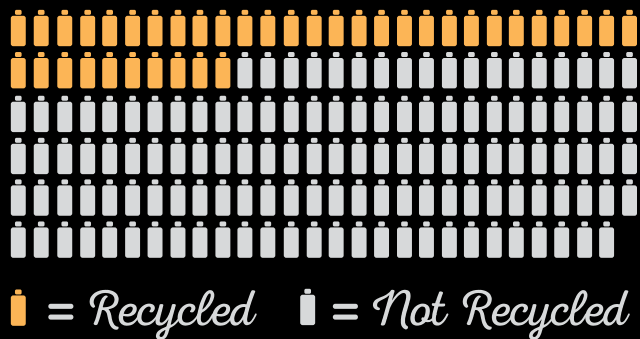
1

Making bottles to meet America's demand for bottled water uses more than **17 million** barrels of oil annually, enough to fuel **1.3 million** cars for a year.



2

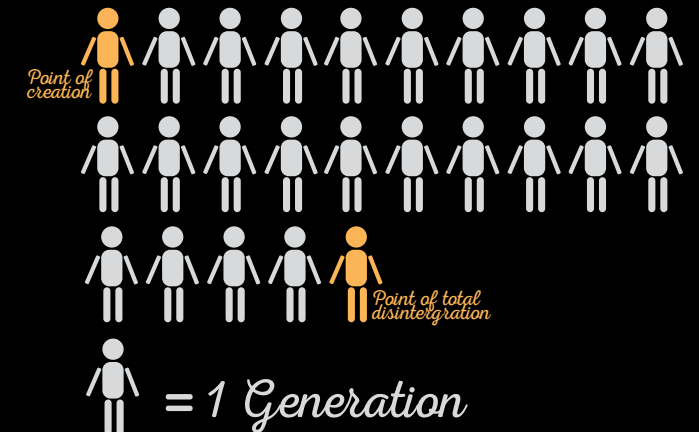
In 2014, the average American used **167** disposable water bottles, but only recycled **38**.



WASTE OF OIL  
DISPOSAL TIME  
NUMBER OF RECYCLED BOTTLES  
WASTE OF MONEY  
HOW ARE WE ENCOURAGING THE INDUSTRY?

3

1 plastic bottle will take more than **450 years** to break down. That means 1 plastic bottle will remain on the ground for **25 generations**.



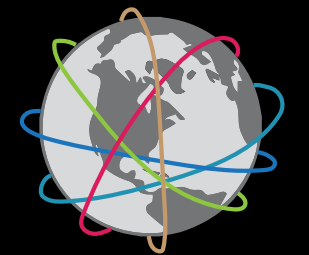
4

**2000x** is how much more expensive a bottled water is compared to tap water.

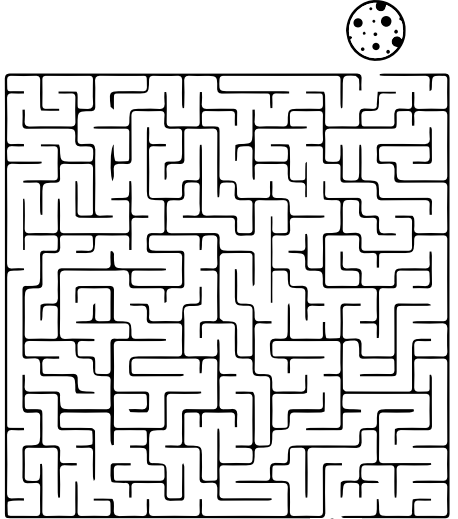



5

People in U.S. buy more than half a billion bottles of water every week. It is enough to circle the globe more than **5 times**.



# GAME ZONE

**COLOR IN YOUR FAVORITE TEAM'S**

- NBIZAOM
- LOGAEI
- EHCOYK
- URSTAONAT
- RYTGIAV
- ETPALN

**HELP THIS ROCKET GET OTTER THIS WORLD!**

All of the items seen above are related to outer space and hockey. Numbers 1-3 relate to hockey while 4-6 relate to outer space. Do you have what it takes to unscramble these words? Try it!

THE ERIE OTTERS PRESENT...

# Hockey Hooky Day



FROM

# OTTER SPACE!



NOV. 2, 2016

STORM VS. @

# OUTER SPACE



68.7% of the fresh water on Earth is trapped in glaciers.



Temperatures inside the Sun can reach **15 MILLION** degrees Celsius.



Astronauts wear pressurized space suits with **13 LAYERS** of material to protect them from the harsh environment.



On **1969**, **NEIL ARMSTRONG** was the first human to step on the moon.

# OTTER SPACE



If the floor is level, it will take approximately **10,600 GALLONS** to fill a hockey rink with water.

In order to stay frozen, the surface of the ice rink must stay near **24°F (-4°C)** at all times.



Hockey players wear a **HELMET & PADS** under their uniforms to protect them from injuries.



The **FIRST ORGANIZED GAME** of ice hockey took place on March 3, **1875** at the Victoria Skating Rink in Montreal.

ART 322 Type and Publications  
**Students: Cole Prots, Caitlyn Podavano, Hanna Schumacher**  
 Assignment: Create a **Hockey Hooky Day Program** that will interest 5,000+ grade school hockey game attendees. Working in teams students idea generated then created a themed Hockey Program, pitched it to the Erie Otters' Marketing Department, and then waited to see who won. This is 2016's winning print.

# HOW ALCOHOL AFFECTS PEOPLE

ALCOHOL KILLS MORE TEENS THAN ALL OTHER DRUGS COMBINED



POSSIBLE JAIL TIME



ALCOHOL IS THE LEADING FACTOR OF DEATHS AMONG

15 TO 24 YEAR OLDS



40%

MINIMUM FINE OF \$1000

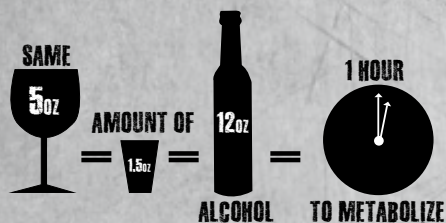
VIOLENT CRIMES OCCUR UNDER THE INFLUENCE OF ALCOHOL

"DRANK I FOUND THE BOTTLE EMPTY"

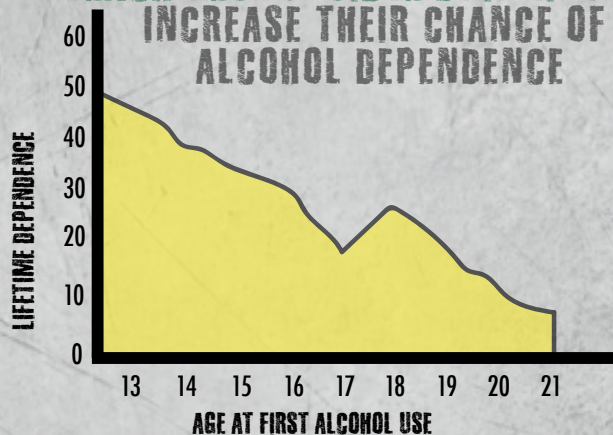
68%

OF FATALITIES INVOLVING ALCOHOL DO NOT INVOLVE A VEHICLE

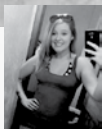
"I DON'T DRIVE AND DRINK NO ONE WILL GET HURT"



"I LET MY KIDS DRINK AT HOME TO TEACH RESPONSIBLE DRINKING" INCREASE THEIR CHANCE OF ALCOHOL DEPENDENCE



## ASK BECKIE



I've known my whole life drinking and driving was wrong. I knew my whole life turning to alcohol was the wrong way to "face" your problems. I knew that bad things could happen making the choices that I was making. To be blunt, I didn't care. I didn't care if anything bad happened, because to me life had ended when I lost my Mom. To me I had nothing left to live for. Who cared if anything bad happened and if I wasn't around, I just broke up with my boyfriend, lost my mom, my Dad was always at work, my brother just moved out of the house. They had everything they needed and it didn't feel like it was me. I felt for the first time in 22 years that I meant nothing to anybody that meant so much to me. So what did I do? I made the biggest mistake of my life and turned to drinking. I turned to a group of people that did anything and everything to make sure I got my drinking fix. But what they didn't do was make sure I got home okay or if I was ever okay... just that I got my drinking fix.

ON SEPTEMBER 12TH, 2015 I WAS INVOLVED IN A SINGLE CAR DRUNK DRIVING ACCIDENT.

An accident that should have killed me or left me brain dead, somehow I survived. I didn't survive unharmed though. I lost my left eye, broke the left side of my face, and had to have nerves taken from my leg and put in my face. I was faced with a 6 month plus recovery. I don't remember the accident, my stay at Hamot, my life flight to Pittsburgh or up to 3 days after my accident. The first memory I have was my brother telling me I was still beautiful and that he loved me.

AT THAT POINT I REALIZED THAT I DID MAJOR LIFE ALTERING DAMAGE TO MYSELF.

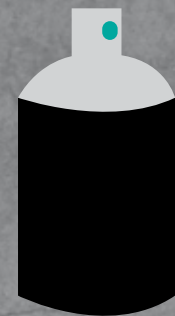
For months it seemed like me and my brother had nothing nice to say to each other and we would disagree on anything and everything.

I felt like I was losing my best friend but in that moment at the hospital I felt like for the first time in months I had him back. It took me almost killing myself to feel loved again by my family. The truth is they loved me the whole time and I just refused to see their love. I pushed them away and was making myself believe that drinking helped and the people I was drinking with were the only ones that understood me. Had I noticed and not blinded myself to my Dad's and Brother's love after my Mom's passing, I wouldn't be in the situation I am in now.

HAD I NOTICED SOONER THAT I WAS WORTH MORE, I WOULDN'T HAVE ALMOST LOST MY LIFE.

Had I believed in myself and my wellbeing just a little bit more I wouldn't be facing DUI charges and almost a year of a recovery. Don't be an enabler... be the person to help someone realize their worth.

LIFE IS WORTH MAKING THE RIGHT CHOICES.



# THE DANGERS OF HUFFING

2.1 MILLION AMERICANS ABUSE INHALANTS



64% OF 8TH GRADERS DON'T THINK USING INHALANTS ONCE OR TWICE IS HARMFUL.

32% OF INHALANT DEATHS OCCUR FROM THE 1ST TIME USE.

20% OF YOUTH IN THE 12 TO 16 AGE GROUP HAVE TRIED INHALANTS.

GASOLINE

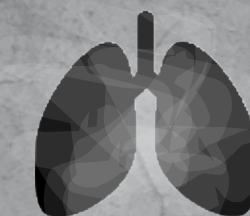


CANS



PENS/MARKERS

JUST LIKE "IT'S NOT LIKE IM DOING DRUGS"



ASPHYXIATION-FUMES DISPLACE OXYGEN IN LUNGS

CONVULSIONS/SEIZURES



CHEMICALS FOUND IN COMMONLY ABUSED INHALANTS ARE HAZARDS

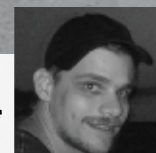


INHALANTS ARE TOXIC AND CAN DAMAGE THE BRAIN AND NERVOUS SYSTEM



PERMANENTLY

## ASK GREGORY



On July 20, 2012, I received the worst news imaginable to a parent. My son, Gregory was found dead, behind Walmart on upper Peach Street. He died of a cardiac arrhythmia from the chemical in the inhalant he was addicted to. It can induce irregular and rapid heart rhythms and will lead to fatal heart failure in minutes. That is what happened to my son. It was caused by inhaling "Duster", the stuff that comes in a can and is used to clean a computer. He had been in rehab for his addiction to huffing earlier in the year and was doing well prior to his relapse. Things started to fall down on him earlier in July and he felt that he was falling apart again. He felt depressed and unloved, though he was loved tremendously by many people.

He was a soccer coach at the YMCA for his son's team and worked at the "Y". He was a 2001 graduate of Collegiate Academy...the first graduating class.

YOU CAN DIE THE FIRST TIME YOU USE IT OR THE 100TH TIME. IT IS LIKE PLAYING RUSSIAN ROULETTE WITH YOUR LIFE.

Death is almost immediate. It is called Sudden Sniffing Death and is a terrible way to die. All the oxygen in your lungs is replaced by the Freon and you can't breathe. This is how my son, Greg, died. Alone. I don't wish this on any parent. Greg was my first born and I have lost him. I will never see him again on this earth but know we will meet again in Heaven. All I have now is memories and pictures.

I MISS HIM. ALL DAY. EVERY DAY.

This is how my son, Greg, died. Alone. I don't wish this on any parent. Greg was my first born and I have lost him. I will never see him again on this earth but know we will meet again in Heaven.

YOU NEED TO REALIZE TRYING SOMETHING JUST ONCE CAN KILL YOU OR PUT YOU ON A PATH TO ADDICTION.



# THE DANGERS OF K2 AND OTHER SYNTHETIC DRUGS

**FALSELY MARKETED AS**  
  
**LABELED AS**  
 HERBAL INCENSE OR POTPOURRI

POISON CONTROL CALLS INCREASED OVER 200% FROM 2014 TO 2015 FOR K2. EMERGENCY ROOM VISITS INCREASED 400%



**VAPORIZED**

SEVERE EFFECTS SUCH AS SEIZURES AND PARANOIA

**SMOKED**

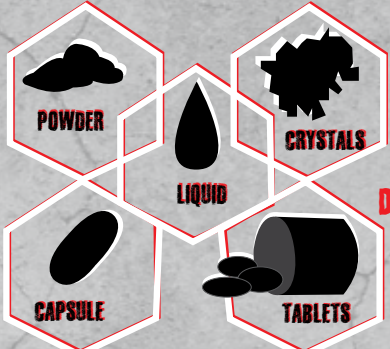


**BREWED**



CAN HAVE PERMANENT EFFECTS

**"IT'S JUST TAKE WEED, AND BESIDES IT'S LEGAL"**  
**DANGEROUS NOT**



**SYNTHETIC OR DESIGNER DRUGS**



## To The Maximus



It's been two years since the death of my beautiful son, Max. Max and I had normal conversation that morning. I remember laughing with him, but can't remember about what. Max loved to make people laugh. He spent his life trying to make this a better world. He wanted to be a psychiatrist. I always imagined him using his unwavering empathy to help people. When I left the house, he was mowing the lawn. No one ever had to tell him to mow the lawn. He saw what needed to be done, and did it with, without complaint. I don't remember if I said "I love you" when I left. For two years, I've tried to remember. But he knew.

**LATER THAT DAY, I GOT THE PHONE CALL THAT EVERY MOTHER FEARS MORE THAN ANYTHING ON EARTH.**

The officer told me that people had called 911 reporting that Max was driving crazy and never applied his brake when the road ended. The car flew 80 feet through the air and landed in a house. He never regained consciousness. Thank the Lord, no one else was injured. I knew that something had happened because Max would never have done that. When I went into the ER room, I saw my lifeless son. I could barely look at him. It wasn't Max. He was gone. Max was with The Lord already. I heard people say that the pedal must have stuck because Max wouldn't drive like that. It was the only explanation....so we thought.

**THEN HIS OLDER BROTHER TOLD ME THAT MAX HAD CALLED HIM AND SAID THAT HE HAD "SMOKED THAT LEGAL STUFF," AND WAS "FREAKING OUT."**

He also said that his heart was pounding real hard. Having no idea of the horrible side effects of Spice, his brother told him to take a shower, eat something and lay down.

**HALF AN HOUR LATER, MAX GOT INTO HIS CAR AND DROVE LIKE HELL.**

I had never heard of Spice, synthetic marijuana, K2 or any other term to describe the poison that is being sold to our most vulnerable citizens, teens and young adults. But that is what killed our Max. He thought it was harmless and legal. His death brought about change in this country that's saving lives, exactly how he would have wanted it. We have formed "To the Maximus Foundation" to educate parents, teachers, young people, legislators and the media and I know we've helped to save lives. Max would be proud.

**DON'T EVER THINK SYNTHETICS ARE SAFE. YOU HAVE NO IDEA WHAT IS IN THEM!**

# WHAT YOU NEED TO KNOW ABOUT MARIJUANA

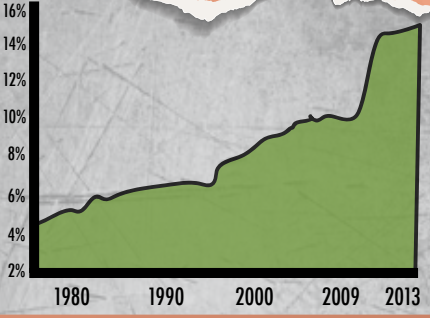


**"NOT EVERYBODY DOES IT..."**

**THE MAJORITY OF TEENS DO NOT USE MARIJUANA**

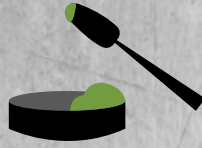


UNIV OF MS POTENCY MONITORING PROGRAM SHOWS THC LEVELS



**CAN BE "IT IS NOT ADDICTIVE"**

DABBING USES HASH OIL, WAX, SHATTER WHICH MAKES IT MORE ADDICTIVE AND DANGEROUS DUE TO HIGHER CONCENTRATIONS OF THC



4.2 MILLION PEOPLE 12 AND OLDER HAVE HAD A MARIJUANA ABUSE OR ADDICTION.



PEOPLE WHO BEGIN MARIJUANA BEFORE 18 YEARS OLD ARE 4-7 TIMES MORE LIKELY TO BECOME ADDICTED THAN ADULTS

**MIND ALTERING**

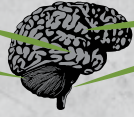
**"IT'S ONLY A PLANT ... IT IS NATURAL"**

MARIJUANA HAS NEGATIVE EFFECTS ON ATTENTION, MEMORY, AND CAN SOMETIMES LAST WEEKS. IT'S LINKED TO SCHOOL FAILURE.



**Reasoning**  
 Altered visuospatial reasoning and effects on attention.

**Short Term Memory**  
 Sense of Alteration.



**Mental State**  
 Lethargy, Anxiety, Paranoia.

**Ocular Pressure**  
 Reduces intra-ocular pressure. dryness creates red eyes.

## ASK COLLIN



Collin was a GREAT person. He was part of a loving family and had 1 brother and 3 sisters. He loved playing video games. He enjoyed hanging out with his little brother. He was not thrilled about reading. He loved trying new food. He was always for the underdog. He loved the multi-cultural aspect of big cities. He loved trivia. He argued with his siblings over chores. He loved having fun.

He knew the dangers of drugs growing up and was against using them. Then, in his junior year of high school, he started smoking pot but tried to hide it from his family. When his parents confronted him, he argued it was "harmless, everybody did it and it should be legalized"...common thinking by many. Although more states are legalizing medical marijuana, it is a slippery slope. We will never support recreational use. We've seen what it does. The first time he ever got a D in school was the year he started smoking pot. He lost interest in school and so many things he enjoyed. We will never know if the marijuana physically led him to more drugs, but

**WITHOUT A DOUBT USING POT AND ASSOCIATING WITH PEOPLE THAT ALSO USED, EXPOSED HIM TO MORE DRUGS AND ENCOURAGED HIS USE.**

Pot may not be a gateway drug for everyone, but for some it most certainly is. We firmly believe it was for Collin. We now know that he was looking for pills the night he died. He couldn't find any.

Someone sold him heroin instead...a cheaper opiate. No one ever starts with heroin.

**FOR MANY ALCOHOL AND POT ARE JUST THE BEGINNING.**

Six weeks before Collin passed in 2012, he sat with his grandmother the day she died. He rubbed her hands with lotion so they would be soft when she met Jesus. The evening that he died, he told us he was going to help his Papa with chores after work the next day. He never got that chance. He was a son, brother and friend with a heart of gold that would have helped anyone.

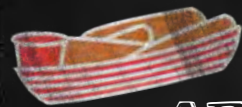
**IF ONLY HE WOULD HAVE ASKED FOR HELP WHEN HE NEEDED IT. DON'T BE AFRAID TO ASK FOR HELP. YOUR FAMILY LOVES AND NEEDS YOU.**

ART 425 Internship with In Plain Sight  
**Student: Cristina Chazarra**

Assignment: **Infographic** about the dangers of drug use. Nine posters were created to travel with the In Plain Sight trailer to educate parents and young people about the dangers of drugs. The trailer contains a preteen bedroom with 20 indicators of drug use within it. The question asked of the Parents is "Can you see the signs that are in plain sight?"

# THE BURGER COMPANY

BURGERS · FRIES · HOTDOGS · SHAKES



## APPS

**Mozerella Sticks** \$6.50  
10 mozerella sticks fried served with marinara sauce.

**Onion Rings** \$6.00  
Large basket of fried battered onion rings served with your choice of 2 sauces.

**Loaded Potato Skins** \$7.00  
Potato Skins made with cheddar cheese, chives, bacon bits and served with sour cream and baked to perfection.

**French Fries** \$5.00  
Freshly cut, in house, Idaho potatos fried to a perfect shade of gold.

**Loaded Fries** \$6.50  
Freshly cut fries topped with cheese, bacon bits, with sour cream.



## DRINKS

**Shakes** \$3.50  
Chocolate  
Vanilla  
Strawberry  
Mocha  
Snickers  
Mint  
Cookie Dough  
Nutella

Banana  
Dreo  
Chocolate Peanutbutter  
Dreo  
Mint Chocolate  
Brownie  
Salted Caramel  
M+M



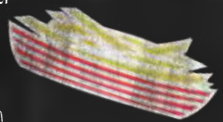
**Lemonade** \$1.75  
Original  
Raspberry  
Orange  
Mint

Strawberry  
Blueberry  
Peach  
Lime



**Fountain Drinks** \$1.25  
Coke  
Sprite  
Fanta  
Rootbeer

Diet Coke  
Diet Sprite  
Ginger Ale  
Diet Rootbeer



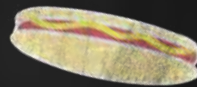
## SANDWICHES AND DOGS

**Philly Cheese Steak Sandwich** \$12.50  
Steak sanwich with mozerella cheese, peppers, onions and mushrooms with your choice of onion rings or fries.

**Hotdog** \$9.00  
1.5 ft hotdog served with your choice of a basket of fries or onion rings.

**Spicy Buffalo Chicken Sandwich** \$10.75  
Crispy fried breaded chicken tossed in your choice of mild, medium, or hot sauce served with lettuce, tomato, and mayo with your choice basket of fries or onion rings.

**Pulled Pork Sandwich** \$10.75  
Pulled Pork made with our homemade BBQ sauce and served with your choice of a basket of fries or onion rings.



## KIDS CORNER

**Mozerella Sticks** \$5.50  
8 breaded mozerella sticks fried served with marinara sauce.

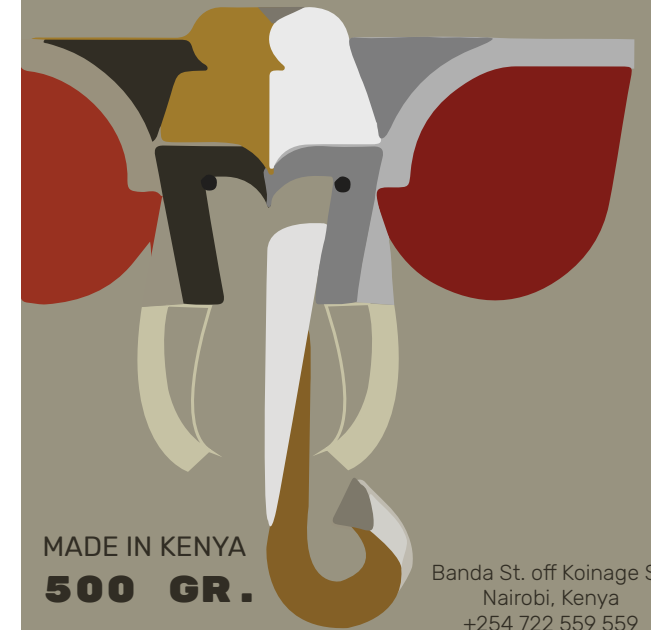
**Pizza Logs** \$6.00  
6 pizza logs with cheese and pepperoni served with marinara sauce.

**Mini Dogs** \$6.50  
3 mini hot dogs served in mini buns served with a side of fries.

**Mini Sliders**  
2 mini kids slider burgers served with a side of fries.



**NOMA**  
Hand roasted coffee



MADE IN KENYA  
**500 GR.**

Banda St. off Koinage St.  
Nairobi, Kenya  
+254 722 559 559  
nomacaffe@yahoo.com



**NOMA**  
HAND ROASTED COFFEE

NET WEIGHT:  
500 GM

#MADEINKENYA

COARSE  
GRIND

SWAHILI FOR SPECIAL

ART 220 Typographic Foundations

Student: **Grace Pyszczek**

Assignment: Create a **Menu** utilizing Style Sheets for a restaurant of your choice.

ART 225 Computer Illustration Techniques

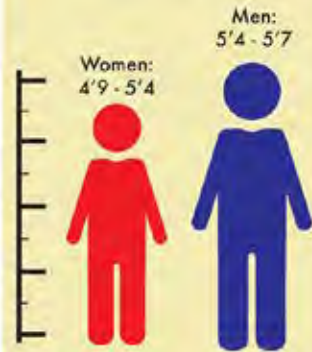
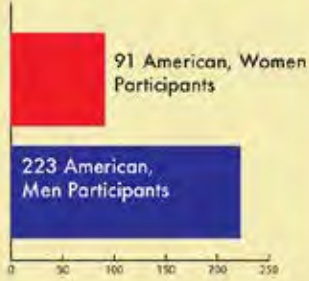
Student: **Ximena Rengifo, Kelsey Mader**

Assignment: Create a **Coffee Label** for a Kenyan Coffee Company.



ART 128 Computer Design Basics  
**Student: Sarah Miller**  
 Assignment: **First Brochure Design** as the culminating product of the course, students incorporate vector and raster graphics with provided text. The theme original to the student.

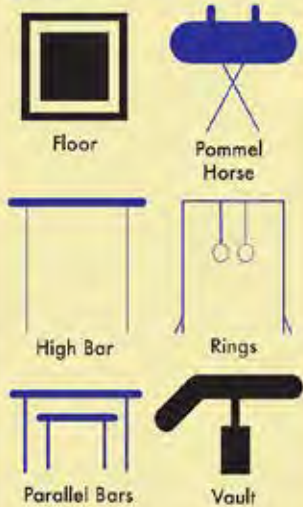
## WOMEN VS. MEN: OVERVIEW



### Women's Events:



### Men's Events:



# OLYMPIC GYMNASTICS:

THE MOST AWARD WINNING

LARISA LATYNINA vs. NIKOLI ANDRIANOV



5'3"



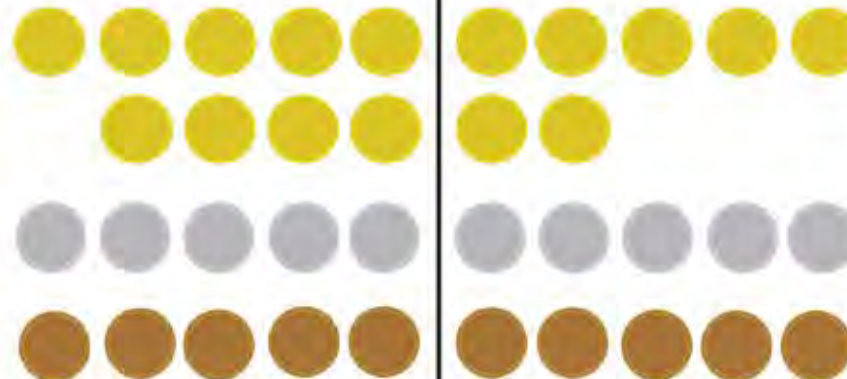
115 lbs



5'5"



132 lbs



Sources:  
<http://www.sportsbook.net/top-10-olympic-gymnasts-of-all-time/>  
<http://www.sportsbook.net/top-10-olympic-gymnasts-of-all-time/>  
<http://www.sportsreference.com/olympic/sports/GYMN/>  
<http://gymnastics.about.com/od/gymnastics101/f/The-Difference-Between-Women-Gymnastics-and-Men-Gymnastics.htm>

ART 128 Computer Design Basics  
 Student: **Samantha Sherwood**

Assignment: **Infographic** about the Olympics. Student's conduct research to acquire a topic matter focus.

# SHADOW OF THE VAMPIRE

"Oh the script girl. I'll EAT her later."



JOHN MALKOVICH WILLEM DAFOE CATHERINE MCCORMACK

DIRECTED BY E. ELIAS MERGHIGE PRODUCED BY NICHOLAS CAGE WRITTEN BY STEVEN KATZ

LGF  
LIONS GATE  
FILMS

BBC Films

CO-PRODUCED BY JEFF LEVINE MUSIC BY DAN JONES

**R** RESTRICTED  
UNDER 17 REQUIRES ACCOMPANYING  
PARENT OR ADULT GUARDIAN  
Some Material May Be Inappropriate  
for Children Under 17

"HE LONGS FOR THE LIGHT OR THE SUN"



# SHADOW OF THE VAMPIRE II

WARNER BROS. PICTURES PRESENTS

A VENORSKY FILM/TALTY FILMS PRODUCTION BY ROBERT VENORSKY AND HANNA TALTY DANNY VENORSKY "VAMPIRES"

STARRING KATHRYN TALTY JESSIE MCGALLAGHER AND JAMES VENORSKY WITH GUILLAUME NG AND MELISSA TALTY COSTUME DESIGNER JAMIE VENORSKY

EDITED BY KATHERINE STIER EXECUTIVE PRODUCERS CARLI PETRUS AND COURTNEY CLAYTON

**R** RESTRICTED  
UNDER 17 REQUIRES ACCOMPANYING  
PARENT OR ADULT GUARDIAN





# ALIEN ISLAND

A survivor...unclouded by conscience, remorse, or delusions of mortality.



STARRING TOM SKERRITT SIGOURNEY WEAVER VERONICA CARTWRIGHT HARRY DEAN STANTON JOHN HURT  
IAN HOLM YAPHET KOTTO BOLAJI BADEJO AND HELEN HORTON DIRECTED BY RIDLEY SCOTT  
WRITTEN BY DAN O'BANNON AND RONALD SHUSETT PRODUCED BY GORDON CARROLL DAVID GILER AND WALTER HILL  
MUSIC BY JERRY GOLDSMITH ART DIRECTOR ROGER CHRISTIAN AND LESLIE DILLEY



ART 128 Computer Design Basics  
Student: Amanda Jones, Erin Jenkins, Elizabeth Venerosky  
Assignment: Create a **Movie Poster** for a version of your assigned movie.



ART 220 Type Foundations  
**Student: Adrian Monty, Grace Cibula**  
Assignment: Create a **Self-Portrait** utilizing your chosen quote and experimental type techniques.

THE MERCYHURST THEATRE PROGRAM PRESENTS

# THE MYSTERY OF EDWIN DROOD

A MUSICAL BY RUPERT HOLMES  
DIRECTED BY DR. BRETT D. JOHNSON

**NOV 3-5 AT 7:30PM**  
**NOV 5-6 AT 2:00PM**

**TAYLOR  
LITTLE  
THEATRE**

**MIAC.MERCYHURST.EDU, 814-824-3000**

THE MERCYHURST THEATRE PROGRAM PRESENTS

# THE MYSTERY OF EDWIN DROOD

A MUSICAL BY RUPERT HOLMES  
DIRECTED BY DR. BRETT D. JOHNSON

THE MERCYHURST THEATRE PROGRAM PRESENTS

# THE MYSTERY OF EDWIN DROOD

TAKE A TRIP BACK IN TIME TO A VICTORIAN MUSIC HALL WHERE A ROWDY ENSEMBLE OF ACTORS MOUNTS A STAGING OF CHARLES DICKENS' UNFINISHED NOVEL. EVERYONE ON STAGE IS A SUSPECT IN THE MURDER OF YOUNG EDWIN DROOD, AND IT'S UP TO YOU TO CHOOSE THE KILLER! IS IT JOHN JASPER, EDWIN'S PROTECTIVE BUT SLIGHTLY MANIACAL UNCLE? ROSA BUD, HIS RELUCTANT BETROTHED? THE DEBAUCHED PRINCESS PUFFER? EACH PERFORMANCE ENDS DIFFERENTLY, DEPENDING ON WHAT THE AUDIENCE DECIDES.

A MUSICAL BY RUPERT HOLMES  
DIRECTED BY DR. BRETT D. JOHNSON

**NOV 3-5 AT 7:30 PM**  
**NOV 5-6 AT 2:00 PM**  
**TAYLOR LITTLE THEATRE**



ART 225 Computer Illustration Techniques  
**Student: Hanna Schumacher**  
 Assignment: Create a **Theater Promotion** for The Mystery of Edwin Drood. Promotions include: Poster, Postcard, Socials, T-shirt and, Electronic Billboard.

# #FRANCOS FRESH

## Franco's Café

### BIG IDEA

#FrancosFresh

### MISSION/ONLY STATEMENT

Franco's Café is the only downtown food restaurant in Erie that provides both fast and fresh food options of high quality.

### VISION

To serve fresh, high-quality food, in a fast, efficient way to downtown business people.

### CORE PURPOSE

To provide customers with a fast, fresh, filling, and high quality dining experience at a fair price.

### VALUE PROPOSITION

Franco's Café provides a quick, cost-efficient, yet quality dining option for the busy business person. Customers can stop in for a quick bite to eat or take it to-go. We can meet all your dining needs at your pace and at the best price!

### STAKEHOLDERS

**Customers:** downtown business workers  
**Family:** invest in the company/ employees  
**Suppliers:** Sam's Club  
**Landlord:** bringing customers into the Renaissance Centre

### ATTRIBUTE

Fast  
 Fresh  
 Community  
 Authentic  
 Friendly  
 Personal  
 Hospitable

### COMPETITORS



**Jeekyll & Hydes**  
 Chill fixture in a historic space providing pub grub with a creative twist & extensive beer list.



**Stevo's Pizza**  
 The best pizza shop in town! We offer party pizza, great deals with coupons, & more!



**Plymouth Tavern**  
 Casual atmosphere, good food, great drinks, interesting people!

### MARKETS

Although Franco's Café is satisfied with their local business, we aspire to bring in more local customers and franchise out later down the road. In addition to this, we plan on expanding our specialties through the catering business.

### TRIBE

Franco's Café primarily appeals to individuals ranging from 25-55. We welcome all sandwich and salad lovers and invite people take a break from their busy schedules to enjoy a breakfast or lunch that is fast, fresh, and of high quality.

**Name:** Michael  
**Age:** 40

**About:** Meet one of our loyal customers, Michael! Michael is a hard-working businessman who works in downtown Erie. He enjoys taking a break from his busy work schedule by heading over to Franco's Café for a delicious lunch and great customer service. Franco's friendliness and hospitality are a key reason why Michael has become a regular.



### AUDIENCE SEGMENT

Generation X  
 Independent  
 Mature  
 Self-Sufficient  
 Time considered a precious commodity  
 Actively use social media & email  
 Ambitious  
 Like to be loved  
 Communicators

Sources:  
[www.usageek.org/what-is-generation-x.htm](http://www.usageek.org/what-is-generation-x.htm)  
[theresid.com/emg/generation-x-characteristics](http://theresid.com/emg/generation-x-characteristics)

# #FRANCOS FRESH

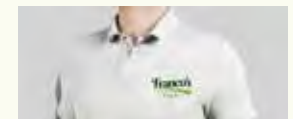
## Franco's Café

### FAST & FRESH



### Description:

The text logo is representative of the straightforward professionalism that Franco's Café brings to downtown Erie. The logo has standout text and keeps things simple, making it easy on the eyes. The color green speaks yet again to the freshness of the ingredients and atmosphere of the little café in the biggest building in Erie. This logo is very fitting of the business district that comprise much of Franco's customer demographic, and would be easily distributed for marketing purposes.



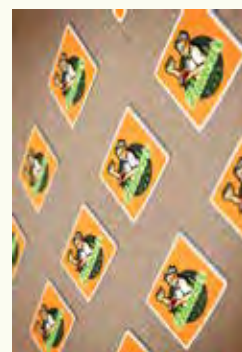
# #FRANCOS FRESH

## Franco's Café

### THE LARRY MAKEOVER



This logo brings a new and cleaner touch to the pictorial aspect of what Franco's currently has. Moving away from the Italian pizza joint logo, this salad carrying version of Larry Franco offers a youthful image that says "fresh, fast, and for you!" The use of green rather than the former red instantly shifts the perception from pizza place to salad bar.



# #FRANCOS FRESH

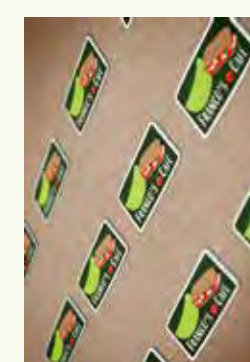
## Franco's Café

### UNIQUELY FRANCO



### Description:

This logo speaks to the fresh and vibrant color that the Franco's salad bar provides. The salad bar is the staple of the Café and is an element that keeps the customers coming back. The panini represents Franco's sandwiches (not subs) and the tomato and mix of ingredients speak to the variety of choices offered.



### ART 322 Type and Publications

#### Students: Anh Tran, Erin Glass, James Karasek, Diego Himede

Assignment: Through our partnership with the Small Business Development Center, Student acquire first-hand experience branding or rebranding regional small businesses. Students are trained in Brand Sensing and Brand Development. They work as a team to create a minimum of 4 logo options, apply them to swag and present them to the business owners. This example is Franco's Cafe rebrand. Two students are Graphic Design majors while the other two are Communication majors. This creates more of a real world team experience.

# Great Lakes Hospice Fund

## Brighten the Night

### Mission

To raise awareness and financial support for Great Lakes Hospice Care in order to continue to provide quality care, education, and services to individuals with terminal illnesses and their families.

### Stakeholders

**Community organizations/ volunteers:** This fundraiser for Great Lakes Hospice Care depends a lot on the community coming together and donating their time and money towards this cause.

**Employees:** The employees of the Great Lakes Hospice care not only help those in the program but are also a part of the fundraising experience.

### Competitors

Heartland Hospice Care: serves Northwest, Pennsylvania, has a hospice care program similar to Great Lakes full of programs and volunteers for those in need.

The Center for Hospice & Palliative Care: located in Buffalo, New York, can send donations to this program through mail and online. They also have tribute memorials and community support.



## Honoring Hospice Care

### Attributes

Compassion  
Caring  
Comforting  
Trustworthy  
Supportive

### Vision

To allow families and individuals who have been touched by Great Lakes Hospice Care to honor and remember their loved ones through Great Lakes Hospice events.

### Key Beliefs

- A memorial that continues giving  
Honoring loved ones and supporting services for others who are terminally ill and grieving
- Help grieving children  
The Children's Grief Camp provides a fun and comforting setting where children can share their grief with others over the loss of a loved one
- Help seriously ill people and their families  
Transitional Care program  
Helps those who do not qualify for hospice manage their care and enables them to navigate services from different sources in the community

### Markets

*Brighten the Night* is a fundraiser promoting the Great Lakes Hospice Care Center. The event encourages people to support those in need of hospice care in the final moments of their lives. *Brighten the Night* brings together the Erie community to honor their loved ones, while also donating and supporting the loved ones of others in a difficult time. The event promotes compassion and comfort while bringing the Erie community together to support the people and families involved with hospice care.



### Tribe

Jill is 55 years old and a married woman. She has a full-time job and steady income. She has elderly parents who are nearing the final span of their lifetime. As her grandparents passed, they utilized the services of a Hospice Care center which made their passing very peaceful and comforting. She often supports charities and donates to causes she believes in. She is also very interested in providing support and care for her loved ones and the loved ones of others.

Generation "X" is also known as the middle child. It includes those who were born between 1965 and 1980. They have a high percentage in the likelihood of donating to your cause.

<http://www.givingwithit.com/news/297722/Gen-X-Giving-Effective-Fundraising-Strategies-for-Gen-X-Donors.html>

## Star Bright



Great Lakes Hospice Fund



Great Lakes Hospice Fund

RGB: 159, 38, 181  
CMYK: 50, 89, 0, 0  
PMS: 2592

Font: Metropolis Regular /  
Regular Italic

This logo was based off of the idea of people coming together to support their loved ones, and the loved ones of others. The stars create a silhouette of a dove flying upward. The color chosen for the dove logo is from the UPMC color palette and also promotes respect as well as comfort. The stars are used to relate the logo to the Brighten The Night event, as well as create a timeless logo that works throughout the entire year to represent Great Lakes Hospice Fund.



## Caring Hands Dove



Great Lakes Hospice Fund



Great Lakes Hospice Fund



Great Lakes Hospice Fund

Font: Lucida Grande

RGB: 113, 44, 107  
CMYK: 62, 6, 28, 13

RGB: 224, 119, 33  
CMYK: 0, 66, 100, 0

RGB: 35, 31, 32  
CMYK: 0, 0, 0, 0

Great Lakes Hospice is a harmony between compassionate care and the act of honoring and respecting individuals' loved ones. This logo was created to embody both of these elements, combining the shape of a dove with a pair of hands releasing stars. It was designed originally in deep purple, the color of UPMC, as well as a color that represents respect. There is also a black logo for basic use or an orange logo for a more vibrant option.

## Comforting Support



Great Lakes Hospice Fund



Great Lakes Hospice Fund



Great Lakes Hospice Fund



Great Lakes Hospice Fund

RGB: 81/41/79  
CMYK: 68/90/40/35

Font:  
Lato Light

RGB: 199/180/216  
CMYK: 20/29/0/0

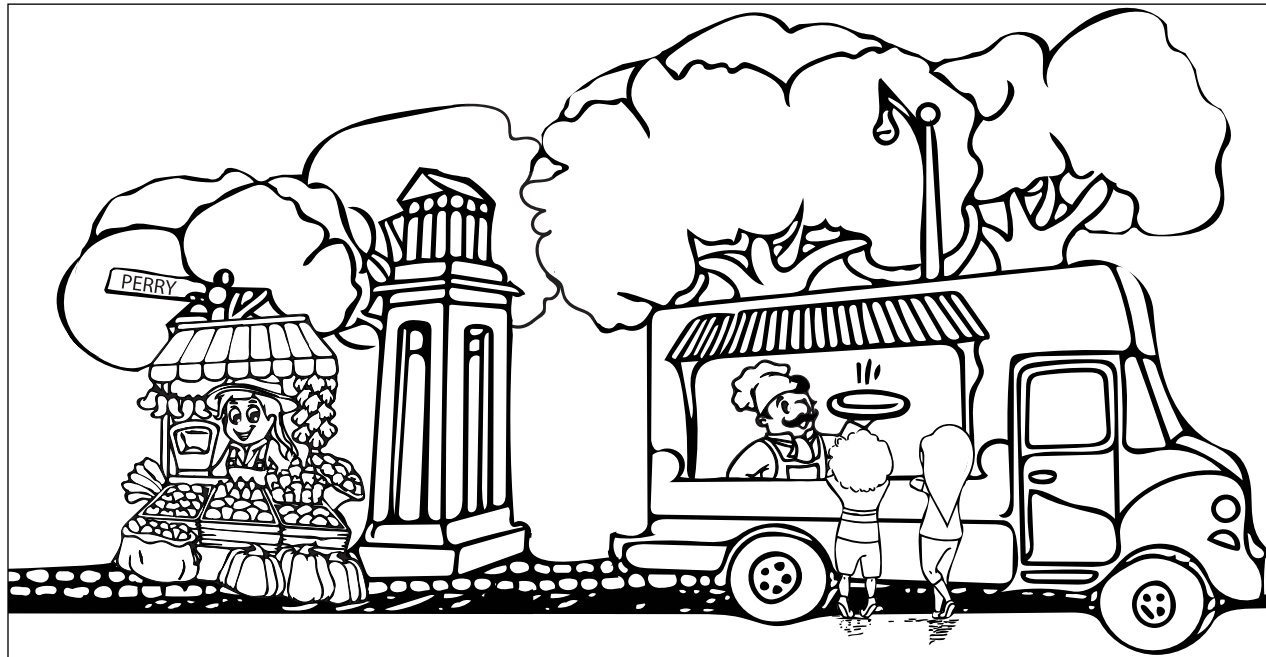
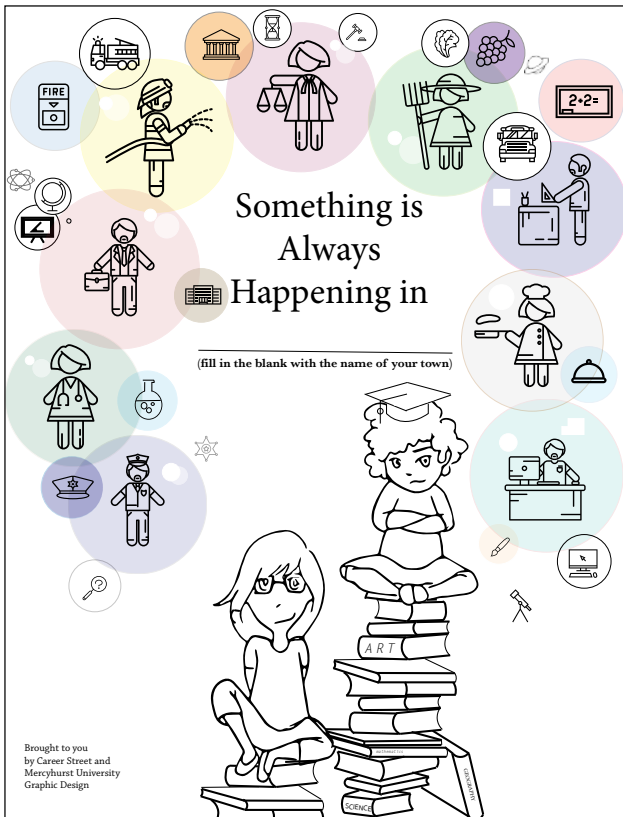
The inspiration behind this logo was to create an image that represented all of the aspects included within the Great Lakes Hospice Fund. The dots were used to form the dove shape to represent how many people support this cause and those affected by it. The two colors chosen are both shades of purple included in the hospice branding yet also represent the idea of dignity and comfort. The lighter purple was used to represent the heart of the dove in the star shape that is used for the Brighten the Night event.



## ART 325 Corporate Identity and Branding

**Students: Paul Mizia, Olivia Brandow, Dani Butera, Catherine Rainey**

Assignment: Through our partnership with the Small Business Development Center, Student acquire first-hand experience branding or rebranding regional small businesses. Students are trained in Brand Sensing and Brand Development. They work as a team to create a minimum of 4 logo options, apply them to swag and present them to the business owners. This example is for the Great Lakes Hospice Fund of Hamot Hospital. Two students are Graphic Design majors while the other two are Communication majors. This creates more of a real world team experience.



**FARMERS** grow our food. Some farmers sell food to the grocery store. Some farmers sell food right to us at the market in the park.

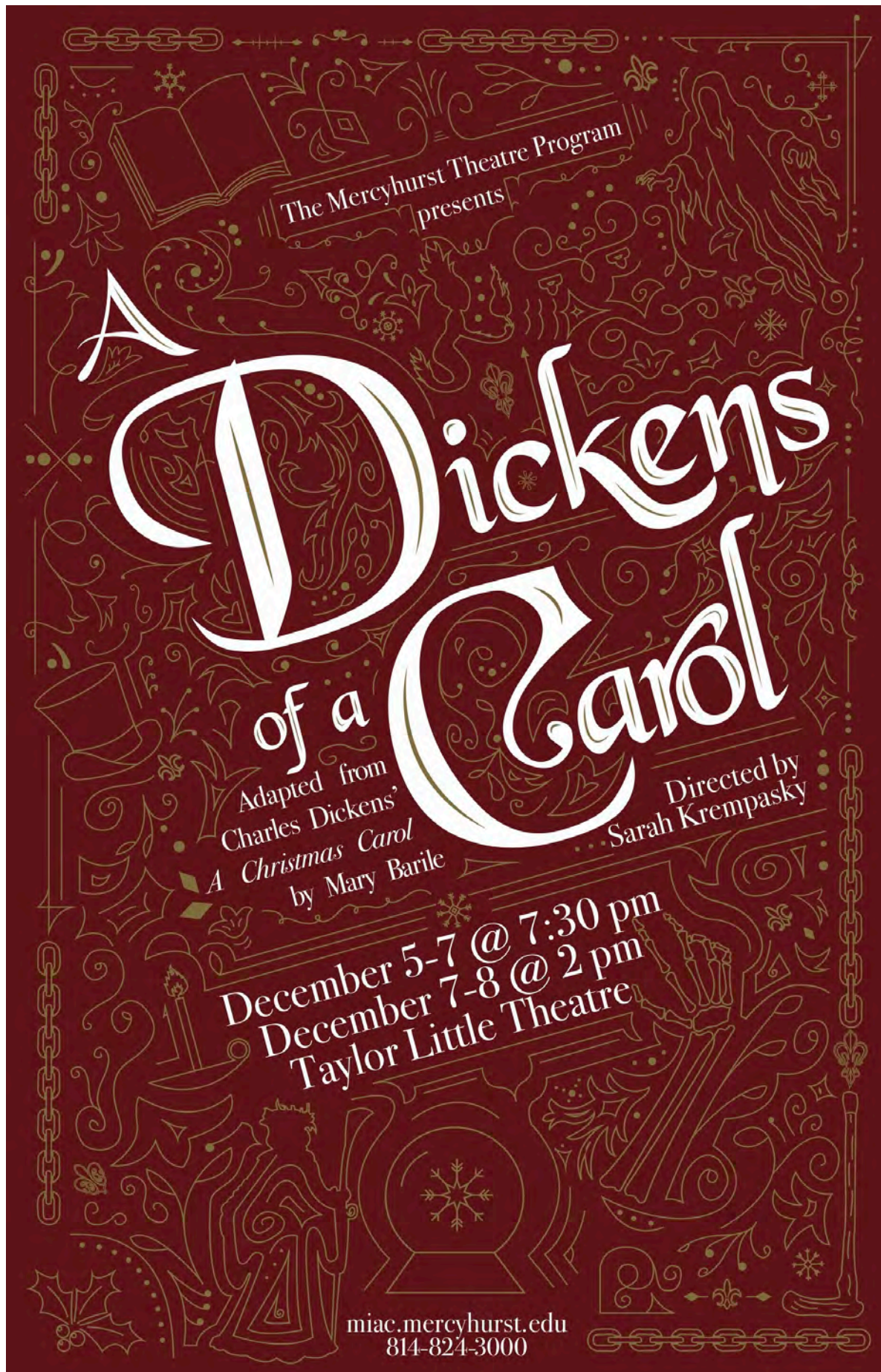
A **CHEF** is a person who cooks food. Many chefs work in restaurants. Some chefs work in vehicles and drive the food to the hungry people. We got pizza!



On the way home, we met a **FIREWOMAN** rescuing a cat.

**FIREMEN and FIREWOMEN** help keep us and our pets safe!

ART 323 Portfolio Development  
**Students: Yeshey Tsoygal, Jeffrey Annunziata, Amanda Rekitt, Dani Butera**  
 Assignment: A class wide assignment, students were to create a **career coloring book** for students in Erie County. Adobe Capture was utilized to bring an organic hand-drawn look to the final product. 10,000 were printed by the client Career Street.



ART 220 Typographic Foundations

Student: **Megan Grenz**

Assignment: Create a **Theater Poster** for a retelling of *A Christmas Carol: A Dickens of a Carol*