

Cathee Frazer

Strategic Brand, Marketing & Creative Leader

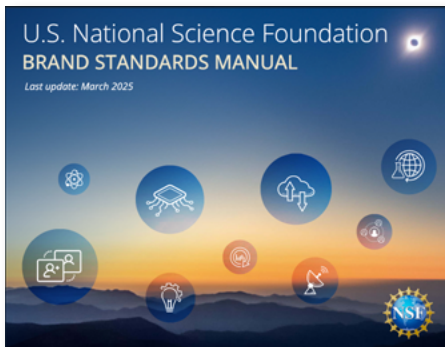
SELECTED WORK & PORTFOLIO LINKS

Please note that this is an interactive experience – many portfolio images are hyperlinked and can be viewed in full.

Branding Systems

U.S. National Science Foundation, federal government brand restructure

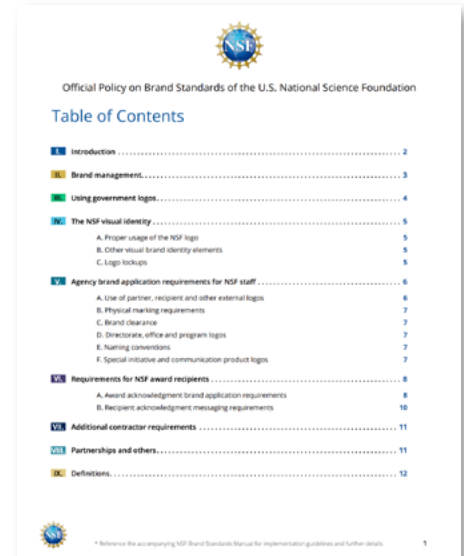
NSF Brand Standards Manual



Brand Identity Asset Management



Federal Policy Writing



Fact Sheets



Educational Materials



Brand Outreach



International Efforts and Cobranding



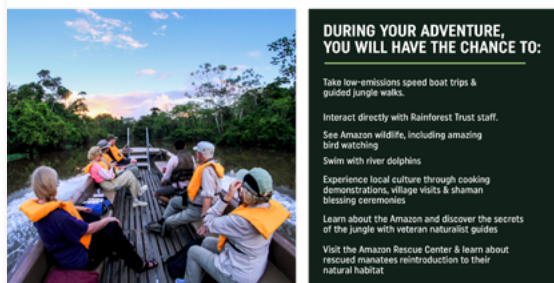
Branding Systems and Marketing

Rainforest Trust, international nonprofit

Email marketing

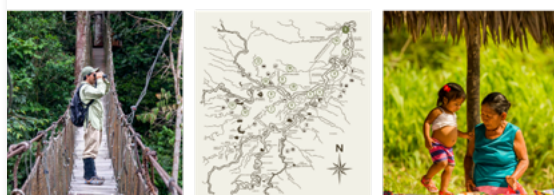


Support Rainforest Trust and experience the beauty of the Amazon Rainforest with Rainforest Cruises. Explore the world's most iconic rainforest on the Marañón & Nahuapa rivers during an exclusive **five-day cruise**, with an optional visit to Machu Picchu.



This experience is entirely rooted in benefitting conservation action. Not only will it **directly support** Rainforest Trust's critical work, the event itself is **ecologically responsible**. Rainforest Cruises are **respectful of the land & the local people**, working to protect the fragile ecosystems, benefit communities and educate the world about their value.

SEPTEMBER 5-9, 2020
OR
DECEMBER 30, 2020 - JANUARY 3, 2021

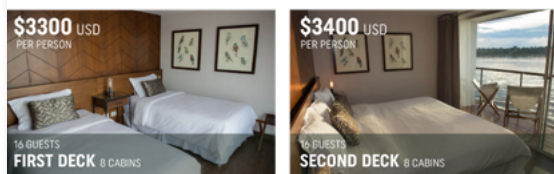


ITINERARY

DAY 1 SATURDAY	DAY 2 SUNDAY	DAY 3 MONDAY	DAY 4 TUESDAY	DAY 5 WEDNESDAY
Iquitos Amazon River	Amazon River Yanatacu de Yacapania (Birth of the Amazon) Nauta Creek Puerto Iníaco Community Marañón River	Yanayacu de Pucallpa Laguna de Japon Yanayacuillo San Regis Amazon National Park	Marañón River San Regis Amazon National Park	Check Out Disembark in Iquitos Manatee Rescue Center Airport

PRICING

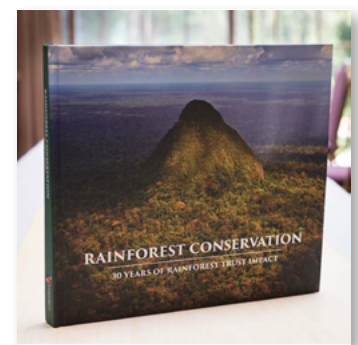
PRICES INCLUDE ROUNDTRIP AIRFARE FROM LIMA-IQUITOS-LIMA. GUESTS ARE RESPONSIBLE FOR AIRFARE FROM THEIR HOME AIRPORT TO LIMA (ROUNDTRIP).



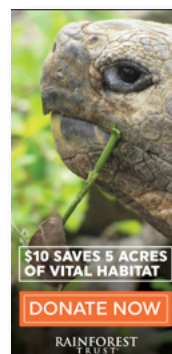
Brand Standards Manual



Anniversary Book



Digital Marketing



Reports



Newsletters



Events

U.S. National Science Foundation Awards Gala

Specialized promotional and event materials for a cobranded awards ceremony.



U.S. National Science Foundation Director's Awards

Specialized brand implementation for a sub-branded awards ceremony.



U.S. National Science Foundation Rubin First Look

Specialized marketing for an international release and surrounding event.

