

FROM A TO Z

**VIEW
BOOK**

JENSEN
Design Studio

Robert Rytter, President & Creative Director of Jensen Design Studio, has been a creative director for nearly 40 years. This viewbook is a compilation of work he has designed and/or directed for universities, colleges, schools, associations, non-profit organizations, and corporations. The alphabetical organization just made things fun—and might help find things quickly. ¶ Included are not just favorite graphic designs, but some of the big ideas that drove a successful campaign. The creative process in this business is a collaboration—a partnership with our clients, writers, art directors, designers, photographers, illustrators, web developers, printers, and all those who work to deliver quality solutions on time and on budget. ¶ It is interesting to note that the best of the ‘big ideas’ go far beyond serving just one client, but rather can be interpreted as positive lifelong messages for all of us. ¶ Enjoy the viewbook and please keep Jensen Design Studio in mind for creative assistance. We are a small firm with big ideas.

A

*Associated Builders and
Contractors, Inc. Graphic
Identity Program*



THE ALTAMONT SCHOOL STUDENT RECRUITMENT THEME:
The New Renaissance Student Lives Here.

B

*Brenau University
Graphic Identity
Program*



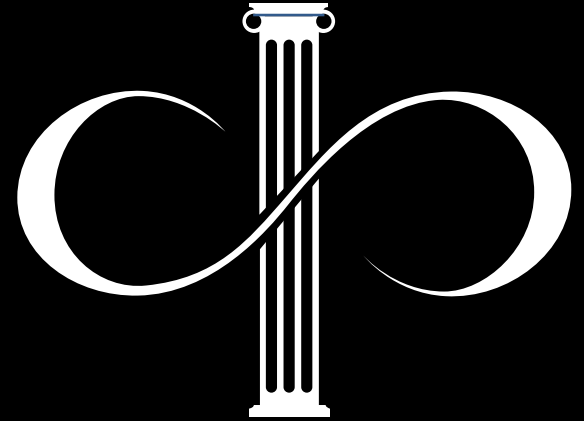
Brenau

BRENAU UNIVERSITY INSTITUTIONAL THEME:

Extraordinary Lives

C

*The Council of
Independent
Colleges Graphic
Identity Program*



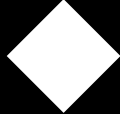
CHAMPLAIN COLLEGE STUDENT RECRUITMENT THEME:

Boundless Possibilities. Individual Journeys.

*Davidson College Graphic
Identity Program*

D

DAVID



DENTSPLY INTERNATIONAL ANNUAL REPORT THEME:
Investing in Our Future

*Educate, Inc. Graphic
Identity Program*

E

educ

EPISCOPAL DAY SCHOOL RECRUITMENT THEME:
Discover for Yourself

F

*French American
International School
Graphic Identity
Program*



FAIS

FAIRFIELD UNIVERSITY VIEWBOOK THEME:

So Many Worlds. So Much to Do.

G

*The University
of Georgia
Graphic Identity
Program*

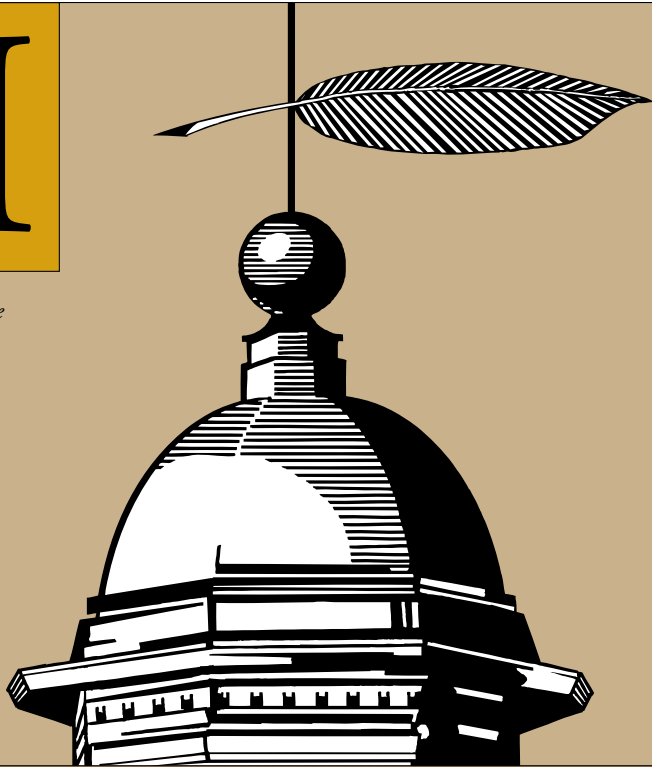


GOSHEN COLLEGE VIEWBOOK THEME:

Light the Way

H

*Hamilton College
Graphic Identity
Program*



HUTCHINSON SCHOOL PROMOTIONAL THEME:
She Must be a Hutchinson Girl.

I

*Pacific University
Graphic Identity
Program*

PAC*i*FIC

NEW COLLEGE OF FLORIDA:
*Innovative, Intimate, Independent, Involved, Inspired,
Individualized, Intense, Intellectual*

J

ASSOCIATION

*Association of Jesuit
Colleges and Universities
Graphic Identity
Program*

JESUIT
& UNIVERSITIES

JOHNS HOPKINS UNIVERSITY VIEWBOOK THEME:
*One Brilliant Thought can Change the World.
What Do You Have in Mind?*

K

*Kingswood-Oxford
School Logo Refinement*



KEAN COLLEGE VIEWBOOK THEME:
Set a New Standard for Learning.

L

*Henry H. Lewis
Graphic Identity
Program*

HENRY H
LEWIS

THE LEADERSHIP THEME STATEMENT:
Vision. Action. Results.

M

*Maryland Volunteer
Legal Services
Graphic Identity
Program*



MARYWOOD UNIVERSITY VIEWBOOK THEME:
The Effects of a Good Education Resound for Life.

N

*National Association
of Independent Colleges
and Universities
Annual Meeting
Graphics*

The New Reality Higher Education

NEW COLLEGE OF FLORIDA:
Amazing Minds. Limitless Possibilities.

O

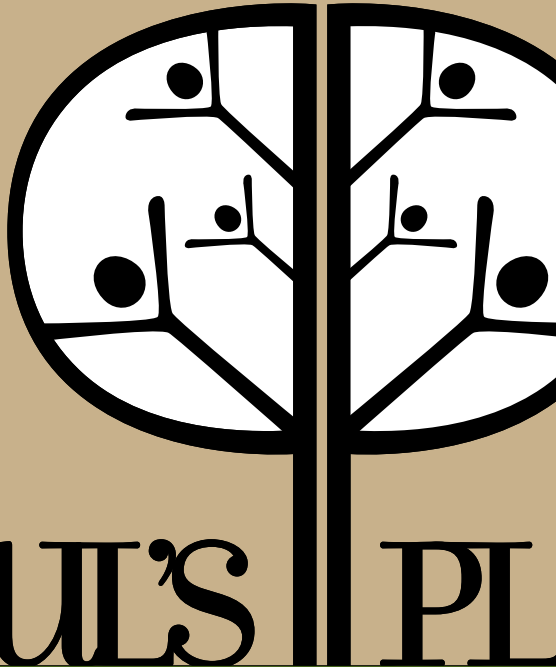
*St. Mary's College of
Maryland Graphic
Identity Program*



OREGON EPISCOPAL SCHOOL VIEWBOOK THEME:
I am Moved to Change Things.

P

*Paul's Place
Outreach Center
Graphic Identity
Program*



PAUL'S PI

PACIFIC UNIVERSITY PROMOTIONAL THEME:

Education for the Individual


*Purple Cherry Architects
Graphic Identity
Program*



PURPLE CHERRY ARCHITECTS PROMOTIONAL THEME:


Purposeful Architecture

*Rowland Hall School
Graphic Identity
Program*



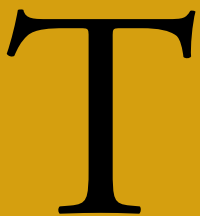
ROANOKE COLLEGE INSTITUTIONAL THEME:
Classic for Tomorrow

*St. Mary's
School
Graphic Identity
Program*

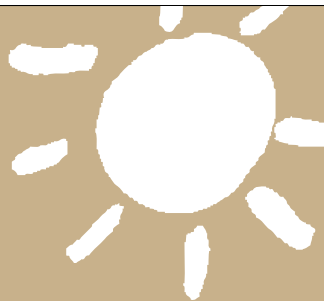


St. Ma

SAGE COLLEGE OF ALBANY FAVORITE HEADLINE:
When You Come to a Fork in the Road, Take it.



T



*The Family Tree of
Maryland Graphic
Identity Program*

THE FAMILY TREE

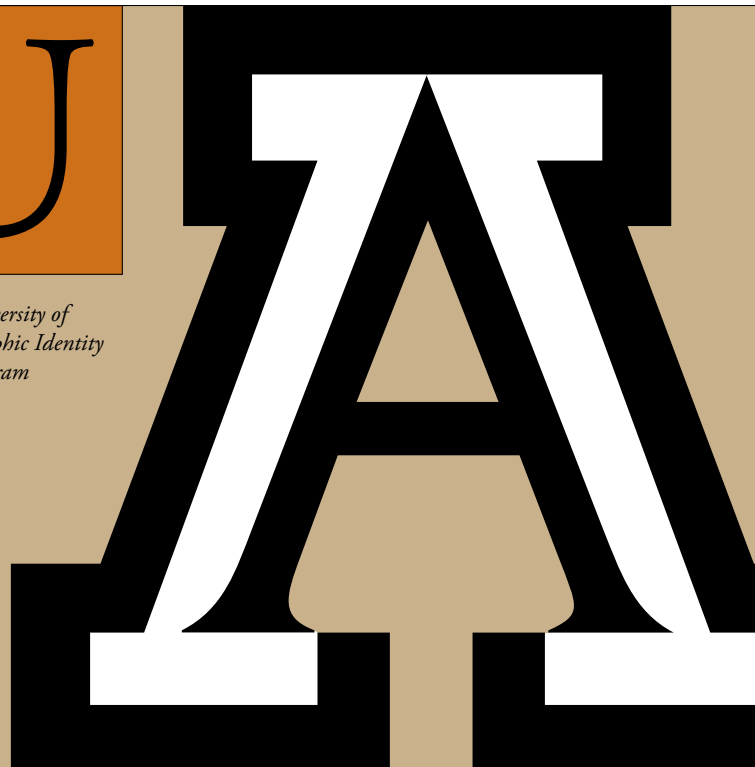
PROVIDING SOLUTIONS. PREVENTING CHILD ABUSE.

TEACHER'S COLLEGE, COLUMBIA UNIVERSITY CAPITAL CAMPAIGN:
This is the Moment.



U

*The University of
Arizona Graphic Identity
Program*



UNIVERSITY OF MARYLAND BALTIMORE:
Energy. Invention. Discovery.

V

*Valwood School
Graphic Identity
Program*

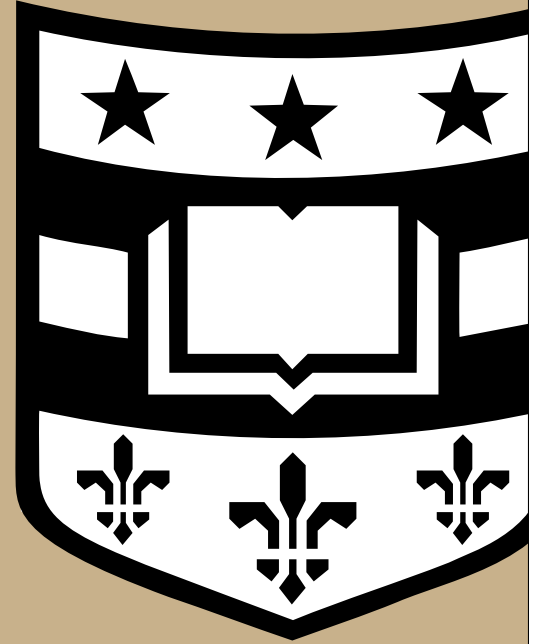


VALWOOD

VENABLE, BAETJER AND HOWARD, L.L.P. FAVORITE HEADLINE:
New tools. New rules.

W

*Washington University
Graphic Identity
Program*



WABASH COLLEGE FAVORITE HEADLINE:
Wabash isn't just a Place You Go. It's Something You Become.



XYZ

ROBERT RYTTER'S FAVORITE BRAND QUOTE:
*"You Never get a Second Chance to Make a First Impression."
-Will Rogers*

REPRESENTATIVE LISTING OF CLIENTS SERVED

COLLEGES & UNIVERSITIES

Adelphi University, NY
Agnes Scott College, GA
Allegheny College, PA
Allentown College, PA
Berea College, KY
Brenau University, GA
Champlain College, VT
Chatham College, PA
Clarkson University, NY
Clarkson School, NY
College of Notre Dame of Maryland
College of Saint Elizabeth, NJ
Columbia College, SC
Davidson College, NC
Drexel University, PA
Fairfield University, CT
Goshen College, IN
Hamilton College, NY
Hendrix College, AR
Hollins University, VA
Johns Hopkins University, MD
Kean University, NJ

Maryville College, TN
Marywood University, PA
Morningside College, IA
Mt. Vernon College, DC
New College of Florida
Newberry College, SC
Pacific University, OR
Rensselaer Polytechnic Institute, NY
Rider University, NJ
Roanoke College, VA
The Sage Colleges, NY
Santa Clara University, CA
St. Mary's College of Maryland
Susquehanna University, PA
Teachers College, Columbia University, NY
Trinity College, CT
University of Arizona
University of Houston
University of Maryland at Baltimore
Wabash College, IN
Westminster College, UT

INDEPENDENT SCHOOLS

Altamont School, AL
Baylor School, TN
Berkshire School, MA
Brookstone School, GA
Carolina Day School, NC
Episcopal Day School, GA
French American International School, OR
Harbor Country Day School, NY
Holton-Arms School, MD
Kingswood-Oxford School, CT
Oregon Episcopal School, OR
Rowland Hall, UT
Severn School, MD
St. Martin's Episcopal School, LA
St. Mary's School, OR
Valwood School, GA

ASSOCIATIONS & NON-PROFIT ORGANIZATIONS

American Nurses Association
Appalachian College Association
Associated Builders and Contractors, Inc.
Association of Jesuit Colleges and Universities
American Textile Manufacturers Institute
Baltimore Architecture Foundation

CenterStage
Council of Independent Colleges
Council on Competitiveness
The Family Tree
Graduate Admissions Management Council
Greater Baltimore Alliance
Greater Baltimore Committee
Mid-Atlantic Venture Association
Maryland Department of Business and
Economic Development
Maryland Legal Services
Maryland Volunteer Legal Services
National Association of Independent Colleges & Universities
Paul's Place
Point-of-Purchase Advertising International
Shady Grove Adventist Hospital
University of Maryland Medical Center
United Negro College Fund
United States Postal Service

CORPORATIONS

B&B Welding
Baltimore Country Club
The Baltimore Sun
Black & Decker

CareFirst BlueCross BlueShield
Catapult Learning
Corporate Healthcare Financing
Dentsply International
E.A. Engineering, Science and Technology
Educate, Inc.
Euler Hermes ACI
General Electric Information Services
Henry H. Lewis Contractors
Hensel Phelps Construction Company
The Hovde Organization
M&T Bank
Marshall Craft Architects
McCracken Consulting, Inc.
Performax
Phillips Way, Inc.
Purple Cherry Architects
Historic Savage Mill Maryland
Select Medical Corporation
Sylvan Learning Center
Thomas Moore Studios
Trammell Crow Company
T. Rowe Price
USinternetworking
Venable, Baetjer and Howard, L.L.P.

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