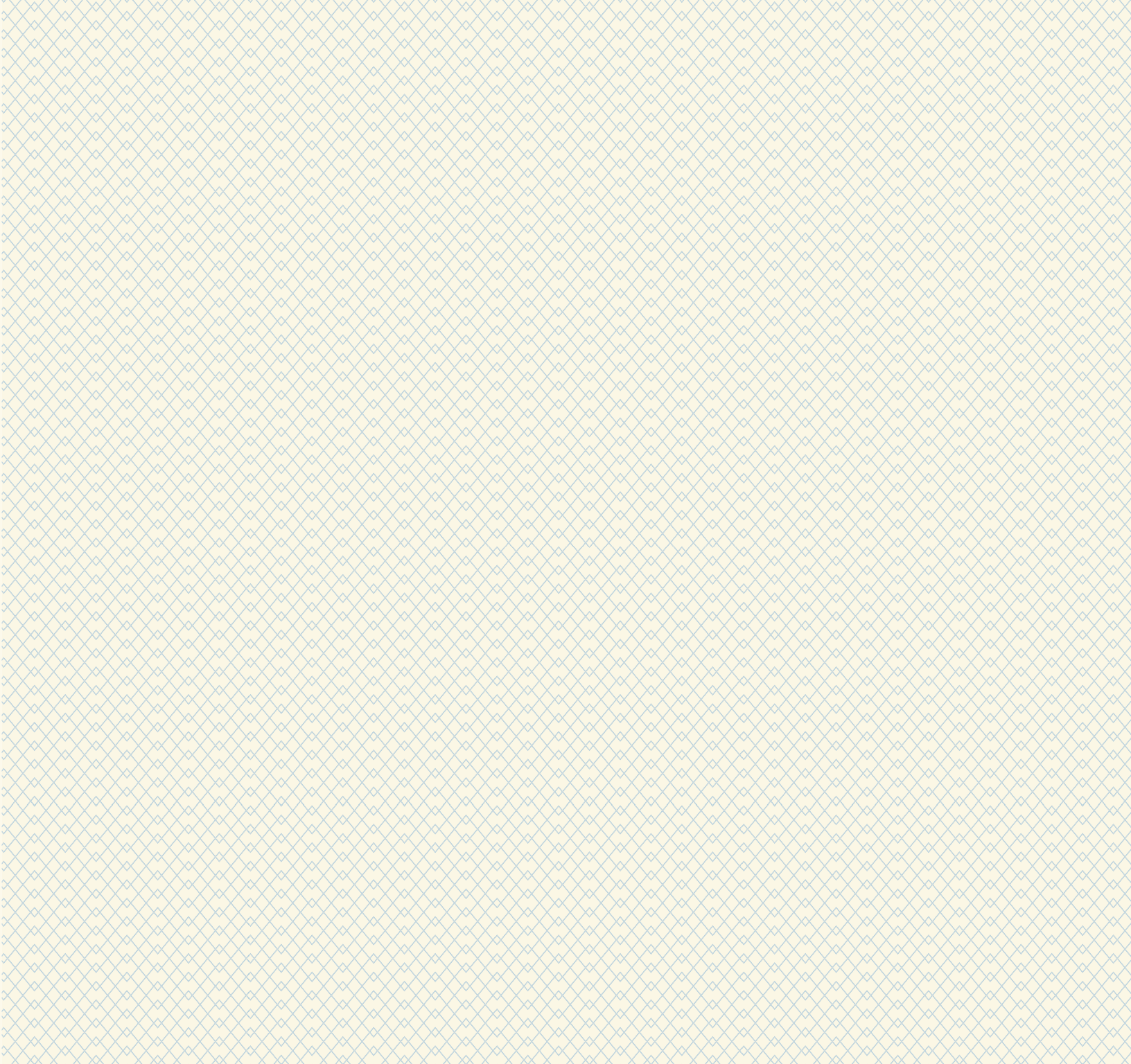


ANDREA MCCOOL

2019 PORTFOLIO



CORPORATE IDENTITY

MCCOOL CREATIVE

McCool Creative is the business name I use to do freelance work. The word bubble around the left of the logo is to represent “getting the message out”, which is the one of the main goals of McCool Creative.





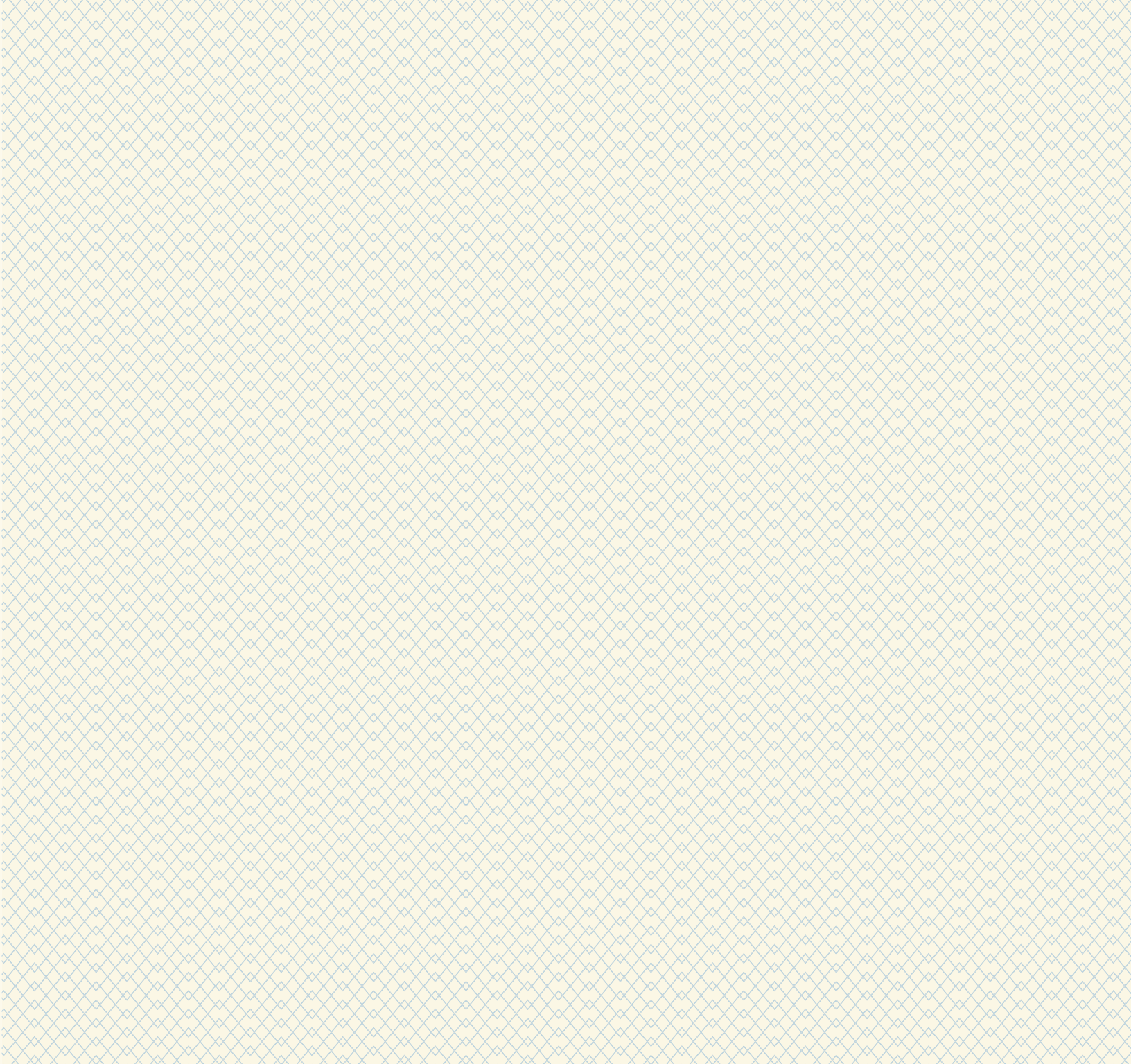
GOAT HARD

Goat Hard is a small outdoors company. The company's slogan is "Goat Hard or Go Home" which is why "Go" highlighted in a golden yellow. The logo features a Markhor Goat, the Company's mascot.

THE NITTANY INN

The Nittany Inn's Corporate Identity was born with the concept of a beer bottle. You can see the subtle red silhouette of a bottle cap located in the focal point of the logo.





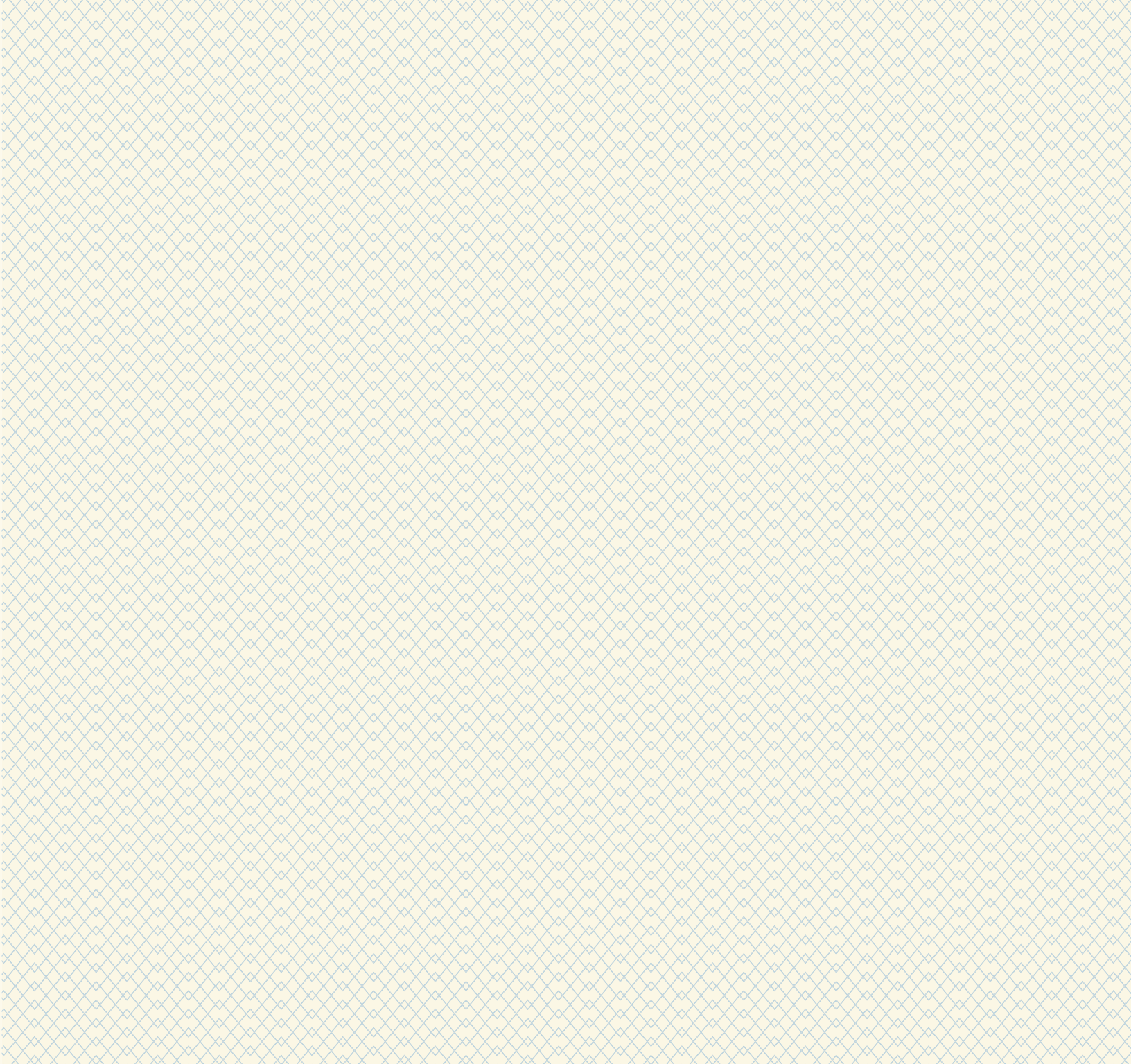
WEBSITE DESIGN



HOOSKOW

WEBSITE DESIGN

I have created websites using many different platforms from Wix to Wordpress. Examples to a couple of the sites I am involved with can be found by clicking the logos to the left, or by visiting the following urls: ndchappyvalley.com, pampprinting.com, troysphilly.com, svbtmc.com, hooskow.com.



PAGE LAYOUTS

DAIRY WORKSHOP SERIES FLYERS

The dairy workshop series flyers were created for the Extension team to target dairy producers, employees, and agricultural business professionals. Each piece was created in a templated concept to ensure the overall feel was kept throughout the series.

Technology Tuesdays

An Advantage to Your Operation



Join us for a free webinar.
Stay for the discussion.

Tuesday mornings from
8:30 to 10:00 a.m.



PennState Extension

Upcoming Webinars:

- **September 10:** Can You Make Overcrowding Work for You?
- **October 8:** Cow Activity Monitor Systems
- **November 12:** 2019 PDMP Corn Silage Trial
- **December 10:** Precision Feeding Technology

Learn more and view webinars:
extension.psu.edu/technology-tuesdays

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This publication is available in alternative media on request.

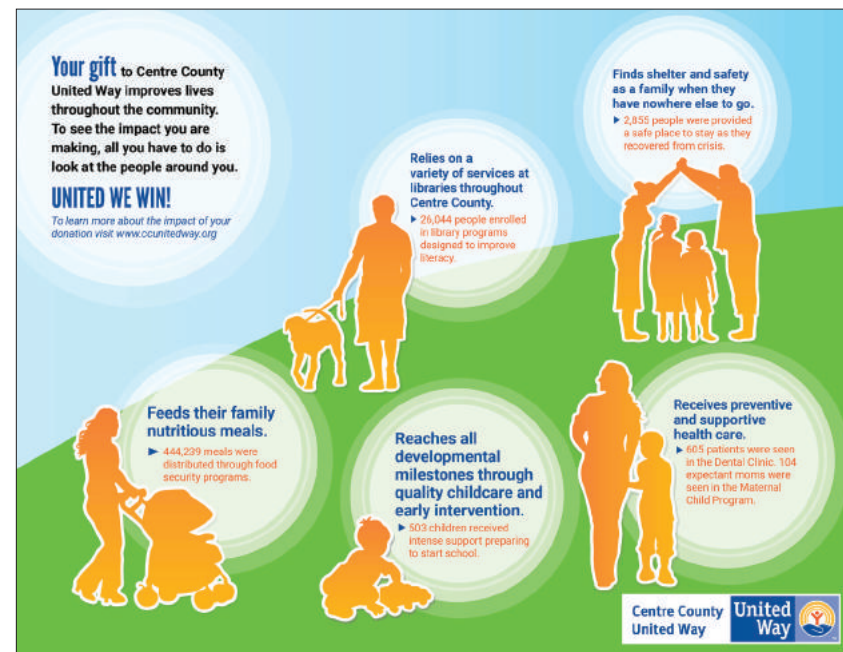
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Produced by Ag Communications and Marketing

U.S.D. ACR 20-20

Code 3296

qy979print



UNITED WE WIN

This brochure was designed for the Centre County United Way’s 2017 marketing campaign called “United We Win”. The brochure includes factual information about how contributions help the community and was sent to various Centre County Residents.

2018 FOREVER MEDIA RETREAT

The Forever Media Leadership Retreat is a meeting held annually gathering managers and team leaders from each Forever Media market. Each year, this event is prepared with a strategically designed theme that follows through from the save the date to the event's schedule of events.



WORKPLACE VIOLENCE

Security is everyone's responsibility. If you see something, say something!

TWO COMMON MYTHS

Two common myths about workplace violence are:

1. Violence cannot be prevented.
2. Violence cannot (or will not) happen where you work.

IF WE TAKE THE MINDSET THAT IT CAN'T HAPPEN HERE, WE'VE ALREADY LOST!

ACTIVE SHOOTERS

Active shooter situations are unpredictable and evolve quickly.

- Active shooter situations are often over within 10 to 15 minutes. This will often be before law enforcement arrives on the scene, so individuals must be prepared both mentally and physically to deal with an active shooter situation.

ACTIVE SHOOTERS WILL ALMOST ALWAYS CHOOSE A VULNERABLE TARGET, HOW SHOULD YOU REACT?

GOOD PREVENTION

Good prevention programs are based on the premise that people just don't typically "snap" and become violent.

REMEMBER: WHEN YOU GO TO WORK, DON'T LEAVE YOUR SENSE OF CRIME PREVENTION AT HOME. ALMOST ANY CRIME THAT CAN HAPPEN AT HOME OR IN YOUR NEIGHBORHOOD CAN HAPPEN IN THE WORKPLACE.

TYPES OF WORKPLACE VIOLENCE

There are three main types workplace violence to be aware of:

1. Violence from people you work with or customers you come in contact with.
2. Workplace Robberies.
3. Active Shooters.

DO YOU KNOW HOW TO REACT IN THESE SITUATIONS?

WORKPLACE VIOLENCE IS THE THIRD LEADING CAUSE OF FATAL OCCUPATIONAL INJURY IN THE UNITED STATES!

DO YOU KNOW WHAT TO DO?

Do you know the risk factors?

Do you know what to do in the event of a Robbery?

Do you know how to react in an active shooter situation?

CALL US TODAY TO LEARN HOW TO SCHEDULE A SEMINAR AT YOUR WORKPLACE!

Phone: 814-548-7545
www.jandeguns.com
J & E Guns
125 Rockrimmon Dr.
Bellefonte, PA 16823

WORKPLACE VIOLENCE: SECURITY IS EVERYONE'S RESPONSIBILITY

LEARN MORE TODAY!

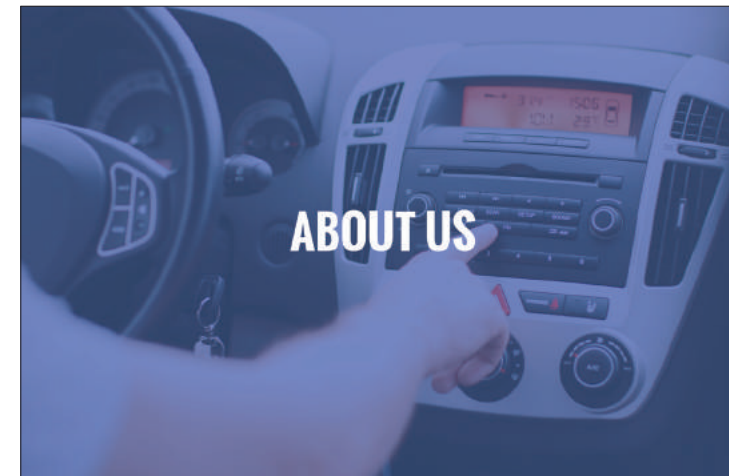
J & E GUNS
125 ROCKRIMMON DR.
BELLEFONTE, PA 16823

JE GUNS WORKPLACE SAFETY

JE Guns is a gun store in located in Bellefonte, PA. This mailer brochure was sent to area businesses as an informational piece on workplace safety, giving local businesses the opportunity to schedule a seminar hosted by JE Guns.

CORPORATE BOOKLET

The Forever Media corporate booklet was created to showcase the company's strength in their communities. Using an "AB" layout to enhance the design, readers can learn more about the different markets and quality of Forever Radio.

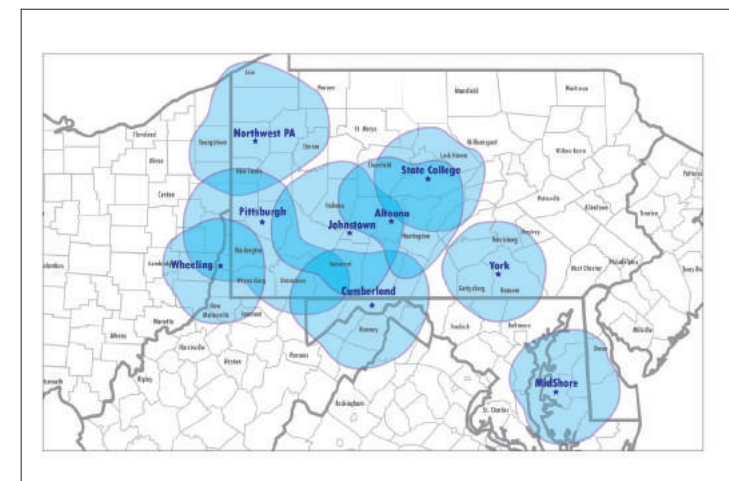


Forever Media Inc. has over 25 years' experience helping local communities in Pennsylvania, West Virginia, Ohio, and Maryland. We work hard to have a positive impact on the communities we live and serve.

Radio is still America's #1 reach medium with 93% of Americans tuning in weekly. Forever Media Radio is everywhere, reaching consumers on-air, online and on-demand – whether they are at home, at work or in their car. Radio allows consumers to multi-task and listen while they work or play – essential in today's world.

Forever Media has a proven track record of helping clients develop marketing strategies aimed at growing business and increasing sales. Our Account Executives are trained in the art of listening, brainstorming, conceptualizing, and then ultimately creating multi-media advertising solutions that grow local business using our top-rated radio stations with accompanying websites.

Our programming professionals pride themselves on delivering quality broadcasts that combine relevant, local conversation by entertaining on-air personalities, mixed with the best music by top artists of our time. We operate multiple stations in each market achieving massive reach but target specific lifestyle groups through each station. Our team works diligently to create phenomenal content that engage our listeners on and off the air; events that draw crowds to local businesses and sales promotions that result in cost-effective advertising campaigns.



PROMOTIONAL



JASON ALDEAN'S SIGNATURE RANCHER

Jason Aldean's Signature Rancher was a contest hosted by Big Froggy 101 and Sponsored by Dotterer Equipment. Radio listeners signed up online for their chance to win a Honda Rancher signed by Jason Aldean. Several uniform promotional pieces were created to enhance the promotion with Froggy listener's needs in mind.

20 YEARS OF 93.7 THE BUS

2018 marked 20 years that 93.7 The Bus has been rocking the radio in Centre County, PA. The 20th anniversary graphic was designed to be presented on distressed t-shirts, sales pieces, as well as online website and social media graphics.



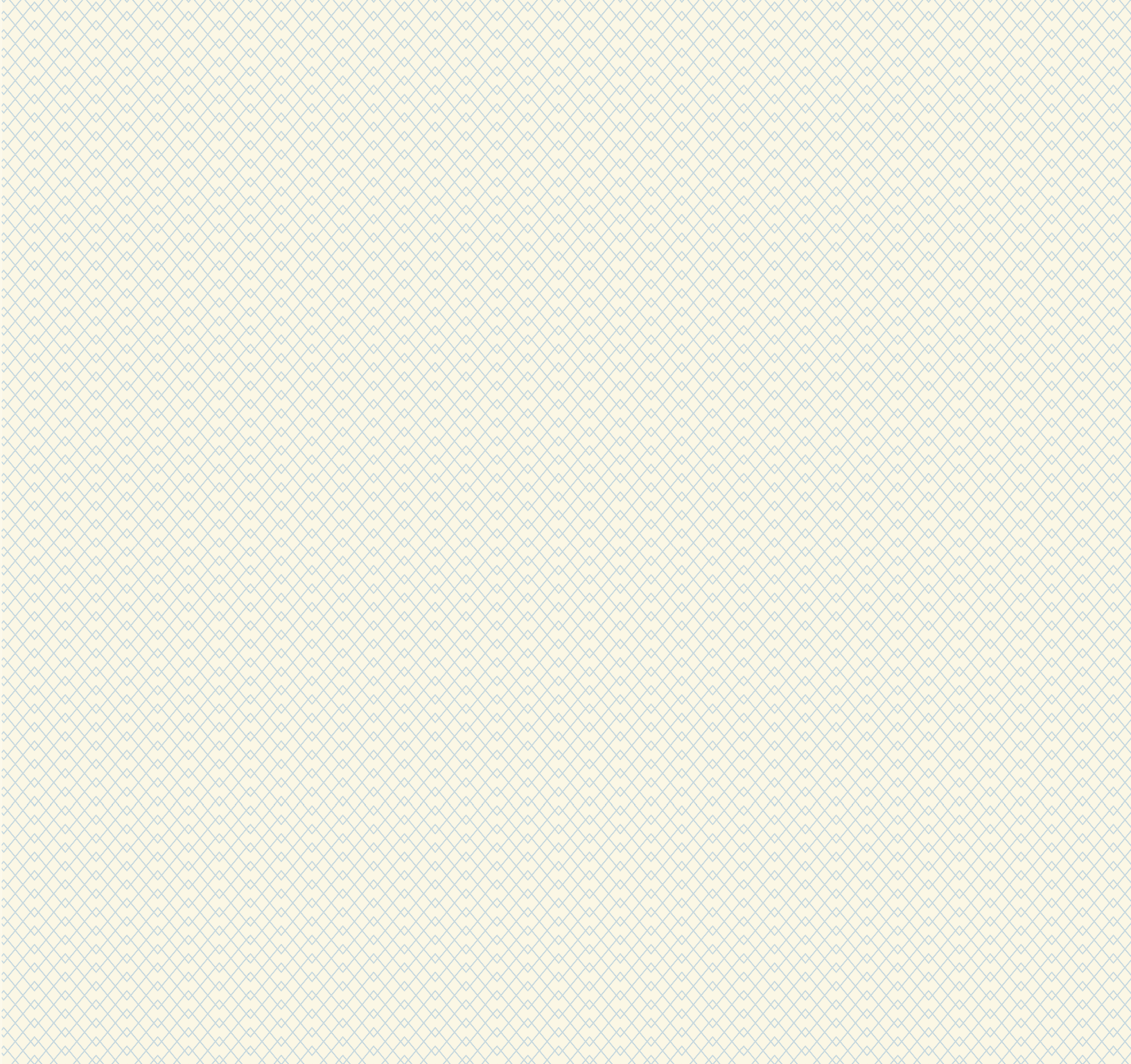
MAJIC99

Majic 99 is another radio station located in Centre County, PA. The concept of this advertisement was based off the stations slogan of "The Best Variety". Different featured artist's names are listed in the background as the Majic 99 logo is brought to the front to stand out with white text.

CREAMERY MONTHLY FLAVORS

Each month the Berkey Creamery showcases two featured flavors as part as an omni channel marketing strategy. From large point of purchase posters (as seen to the right) to social media, email, and web campaigns each piece flows flawlessly. The November concept features a scoop of ice cream dressed as a turkey to highlight its Autumn Thanksgiving theme.





DIGITAL ADVERTISING



WORKSHOP WEB ADS FOR EXTENSION

The Preventative Controls web ad was created to target various Feed Mills in Pennsylvania and promote the upcoming workshop in December 2019. Based on a double sided postcard that I redesigned earlier in the month, the web ad holds easy readability and a “to-the-point” message.

HURRICANE RELIEF

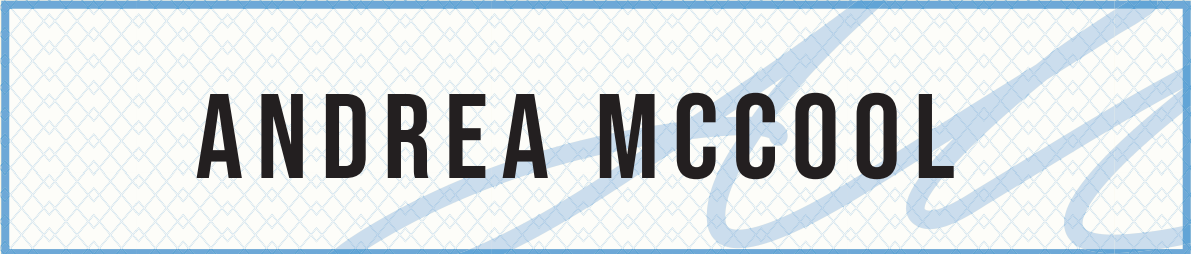
Forever Media wanted to help generate funds to help victims of hurricane Florence. To kick off the campaign, we created web ads that were themed in red to shadow the Red Cross encouraging listeners to donate today. The ads led to a landing page with several links to different outlets excepting donations.





CREAMERY SNOW DAY PROMOTION

For the upcoming winter season, Berkey Creamery is featuring a "Snow Day Special". An email header, web banner, and social media graphic were created to spread the word throughout the university. The design features a friendly snowman, created by using an image a vanilla ice cream to add texture.



ANDREA MCCOOL

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