

# MIKE WILLIGROD

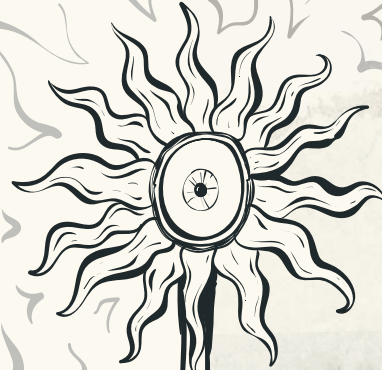
ART & DESIGN



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MIKE WILLIGROD.COM

# HELLO! I'M MIKE WILLIGROD.

I am a Santa Cruz based web and graphic designer. I am currently working remotely as the Brand & Web Manager for RED Mountain Resort in Rossland, BC.



**Professionally**, my passion lies in creating fun, unique branding and exploring the possibilities of what that could look like across all applications. I love using my illustration skills to create additional branding elements like custom icons and patterns. Through my professional experience of both creating and managing the creation of graphics for a wide variety of outputs, I am confident in my ability to produce high quality content in a collaborative team environment.

**Outside of my professional life**, my passions are surfing, enjoying nature, art and music. I grew up competitive surfing through college and the ocean continues to be where I go to recharge. If I'm not outside hiking with my family or in the water surfing, I am most likely indulging in art in one form or another. Recently, this has involved playing guitar, drawing and wood burning. These passions play a very important role in maintaining my inspiration both artistically and professionally.

## **My simple goal in life is to do what I can to leave this place better than I found it.**

I strive to surround myself and work with people that share this same goal. I know a lot of good can be done when creative, well-intentioned people get together and collaborate. I'm excited about the possibilities.

# RED MOUNTAIN RESORT

BRAND & WEB MANAGER

## SKILLS

Ps Ai Id An

Dw  Pr Ae



WordPress



Paradox MtnOS



Acoustic Email



Shopify



HTML/CSS



Illustration

SEE RESUME >>

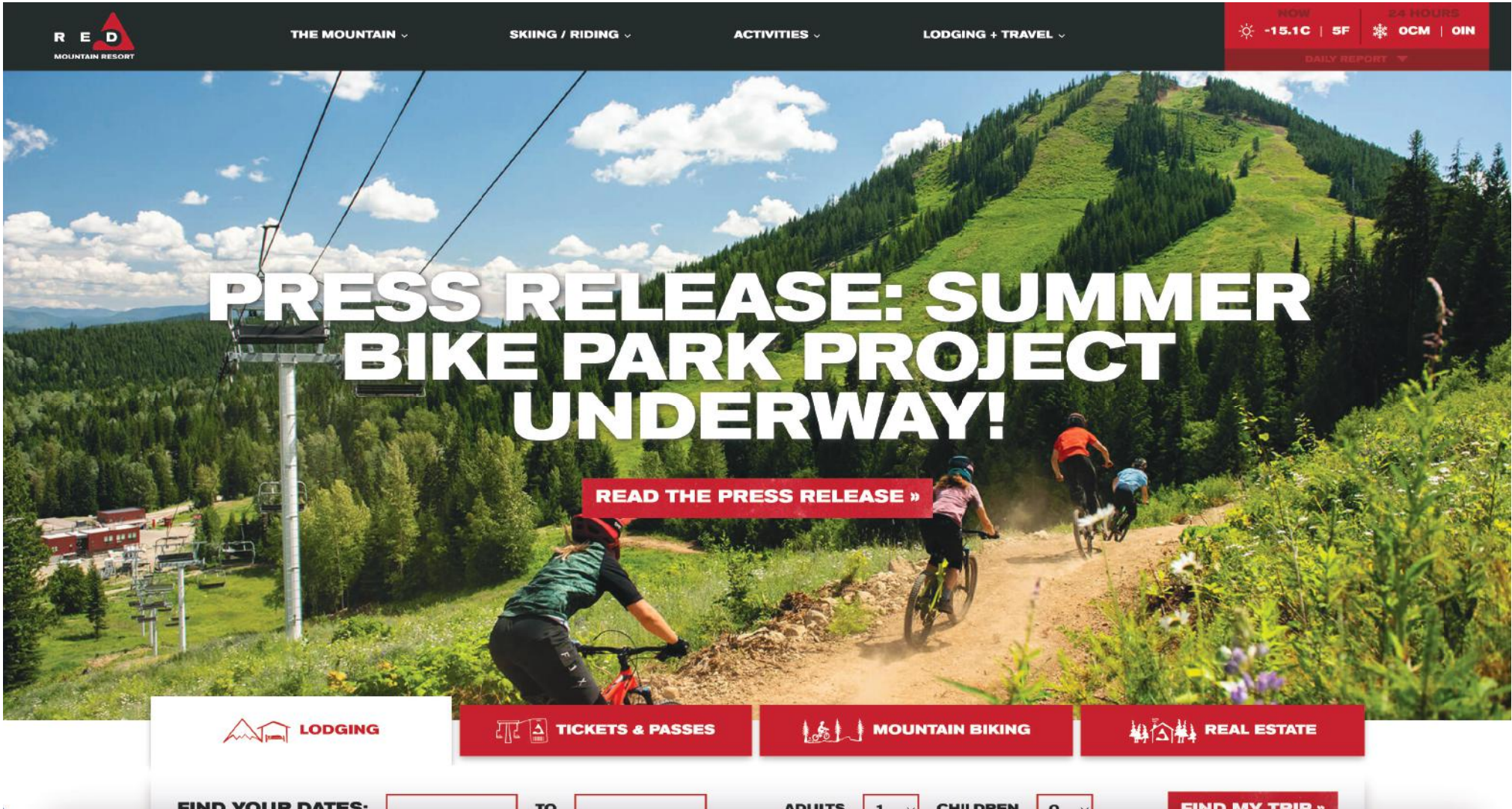
# RED

## MOUNTAIN RESORT

ROSSLAND, B.C. | [www.redresort.com](http://www.redresort.com)



# WEBSITE REDESIGN



[VISIT REDRESORT.COM »](https://www.redresort.com)



# MARKETING CAMPAIGNS



WELCOME  
TO THE  
**GOOD LIFE.**



**WELCOME [BACK] TO THE GOOD LIFE.**

RED MOUNTAIN IN ROSSLAND, BC

**TOP 10** TOTAL SKIABLE ACRES IN NORTH AMERICA

**RANKED #1** MOST ACRES FOR SKIERS IN N. AMERICA

**VOTED #1** SKI TOWN IN CANADA

Wasn't *The Good Life* last year's big anthem? Is RED getting lazy on you? Nope, we're just admitting that *The Good Life* was just more than a single season if you let it. It still goes down in a place where the skiing exceeds your wildest dreams. And our rhetoric defining it is still quite unorthodoxed today... The short version is it's what makes RED, um, you know, RED. The product born from the reasons we love RED & Rossland, why we moved here, why we can't shut up about "it".

But even better, you all showed us personally what it meant to you as winter, and it was quite, well, good.

So hold in tight, because this winter *The Good Life* is getting just a little bit Good-er. Whether it's a long weekend or a veritable lifetime—an adventure here is should make you feel *The Good Life* in your bones, and we can't wait to share that with you like winter.

Enjoy the new video up above & enjoy exploring *The Good Life* below.



**LET'S EXPLORE THE GOODS:**

- MONUMENTAL TERRAIN
- LUCKY LOCALS
- PILLOW DREAMS
- DEEPEE HISTO

**SIZE MATTERS**

**MORE MOUNTAINS TO LOVE.**

RED is overall into that. If you can see it, chances are you can ski it. We are fences for our peaks with 300-degree discounts (rather than just a "Thank you" and "back later"). And who is responsible for our unrounded, unsharpened. Really, we have for our entire mountain and beyond from active for us.

**VISIT THE PAGE »**

# MARKETING CAMPAIGNS



## SKI AREA MANAGEMENT MAGAZINE - BEST LANDING PAGE 22-23

“Too often the landing page is an afterthought in marketing campaign strategy. In reality, it should be the priority; it’s where potential customers are converted into paying customers. RED Mountain Resort is clearly a student of the lost art of landing page design, evidenced by its “The Good Life” campaign. First, the page looks great, and functions flawlessly, on desktop AND mobile. ‘Magine that. Even the interactive elements—like a slider to compare and contrast first tracks at RED (Us) vs. long lift lines at large competitors (Them)—work well on mobile. The hand-drawn illustrations are subtly animated, with just enough movement to catch your eye without causing early-onset astigmatism. The calls-to-action are strategically inserted throughout the naturally flowing stream of content, and high-quality videos break up the text throughout. In a world where so much attention is paid to the campaign take-off, it’s nice to see RED stick the landing.” —LS



# BETWEEN THE PEAKS



VISIT THE PAGE »



# BETWEEN THE PEAKS



# TAILOUT BREWING COLAB



# TAILOUT BREWING COLAB



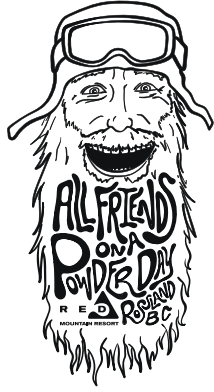
# TAILOUT BREWING COLAB



# EVENT LOGOS



# ADDITIONAL LOGOS



# MERCH



# MERCH





# MERCH



# TEAM GIVE'R FOUNDATION

LOGO • GRAPHIC DESIGN

SKILLS



Illustration

## ABOUT TEAM GIVE'R

The Team GIVE'R Foundation is in honour of our friend, Kenneth McAlpine. The non-profit organization is focused on providing direct support to youth and young adults to fulfil their passions in life and striving to promote a healthy active lifestyle.

*"We want to inspire people. We want to get them to find their passions and chase after them themselves. Because when people do that, amazing things happen."*

-Kenneth McAlpine



# LOGO DESIGN PROJECTS



PRIMARY LOGO



SECONDARY - KENNY



SECONDARY - PASSIONS



FREERIDE CLUB



KENNETH'S WALK



GIVE'R GALA

# LOGO DESIGN PROJECTS



KENNYS CONCERT POSTER



THE BIG OL' JERRY TOUR



JUST GIVE'R PODCAST

# POSTERS


  
**PRESENTS**
  

  
**GIVER'S GALA**
  
 AT GAB'S

April 13  
 7pm - 12am  
 Dress Code: Fancy DISCO

**\$99 TICKET INCLUDES**

- Authentic Italian Dinner
- Welcome Cocktail
- Red Carpet Arrival Photos
- Live music from DJ Mister Dyk
- Interactive Game Show!
- Brought to you by:


  
**AGES 19+**
  


**SILENT AUCTION & RAFFLE PRIZES**

- Big Red Cat Skiing
- RED Lift Tickets
- Art pieces from Brienne Lunde and Jaydyn Joen
- + lots more!

*Gabriella's*


  
 DUNTRON HIGHLANDS GOLF | CAFE | TRAILS | RETREAT

**FRIDAY SEPT 22**
  
**THE BARN DUNTRON HIGHLANDS**

Doors: 6pm  
 Show: 7 - 9pm  
 Ages 19+

**KENNY'S CONCERT**
  
**FEATURING MOONDOGGY**

\$30 | FREE DRINK upon arrival courtesy of Side Launch



**FREE SHUTTLE TO AND FROM COLLINGWOOD**  
 Departs Eddie Bush Arena parking lot: 6pm  
 Departs The Barn Duntroon Highlands: 10pm

**FOOD TRUCK** BLACKBOX CATERING COMPANY

**GET TIX!**
  


**BIT.LY/KENNYSCONCERT**

CALLING ALL SHREDDERS!

RED MTN. ROSSLAND, BC

**TEAM GIVER FREERIDE CLUB**

HIGH LEVEL SKIERS AGES 9-18

**A BRAND NEW COMPETITIVE FREESKI TEAM AT RED MOUNTAIN FOR 2023-24**

**ATHLETE REGISTRATION NOW OPEN!**
  


**THE TEAM GIVE'R FREERIDE CLUB INCLUDES:**

- Highly Experienced, Passionate Coaches from Diverse Backgrounds
- Weekly Ski Training - Multiple Program Offerings
- Coaching at IFSA Freeride Events
- Christmas & Spring Break Camps
- Dryland Training with Professional Practitioners
- A large focus on Mental Health
- Team Bonding Sessions
- Exclusive Deals with The North Face & Faction Skis

**ATHLETE REGISTRATION NOW OPEN**









**MORE INFO & REGISTRATION AT TEAMGIVER.CA/FREERIDE-CLUB**

# SPONSOR SHEET

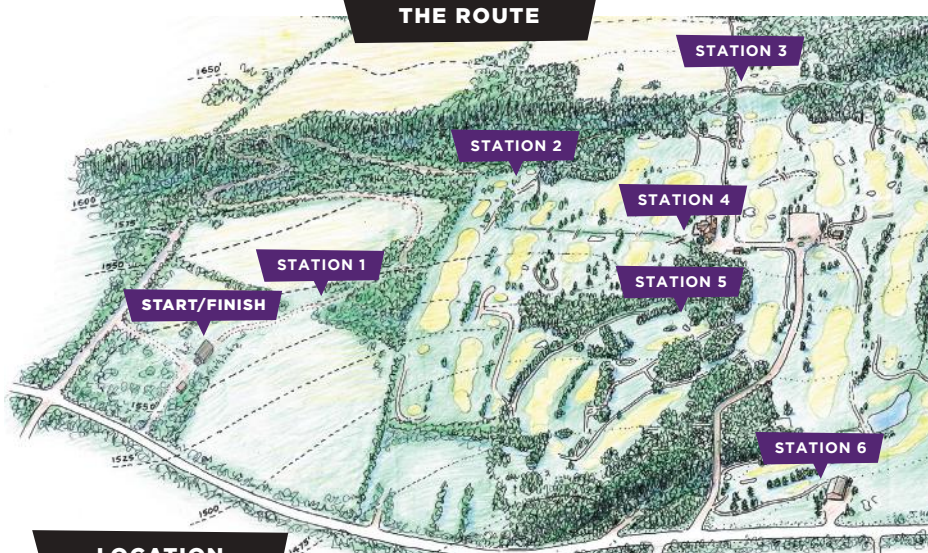


## SPONSORSHIP PROPOSAL

**SEPTEMBER 23, 2023**

Experience a unique culinary guided walking tour around the beautiful trails and forests of Duntroon Highlands. There will be 6 food and beverage sampling stations along the way, where we pair up local culinary experts with craft beverage suppliers to serve the best that South Georgian Bay has to offer. We throw some fun games in along the way to keep things exciting.

## THE ROUTE



## LOCATION

The start and finish of the event will be at gorgeous Highlands House right near the back 9 of the golf course. The after party will have more food & beverage to indulge, live music, a silent auction and closing speeches from Team GIVE'R.



## VISION & MISSION

We created this foundation in honour of Kenneth McAlpine. This event showcases and honours his love for food and being a chef. It is our pleasure to bring friends and family of the community together to embrace nature and each other's company. We will be inviting our Bursary and GIVE'R Grant recipients to speak at the event and share how our support has helped them in their journey to fulfil their passions.



## SPONSORSHIP OPPORTUNITIES

### STATION SPONSOR

**\$2500 (6 available)**

Presenting sponsor at one of the sampling stations

### AFTER PARTY SPONSOR

**\$2500 (1 available)**

Presenting sponsor at the After Party

### FOUNDATION TABLE SPONSOR

**\$2500 (1 available)**

Presenting sponsor of the Team GIVE'R check-in table where guests sign in and get their custom plate, cup and map.



## ALL SPONSORS RECEIVE

- Recognized & tagged in all promotional material - website, social media posts, video edit
- Logo on Sponsor Board - on site
- Logo on Kenneth's Walk 'map' and Station Welcome Sign
- Shout outs on PA System during event
- 2 tickets to the event

## TEAM GIVE'R DIGITAL FOOTPRINT



6,500 followers  
(@teammgiver & @ryangiver combined accounts)



3,100 followers



Visit [TEAMGIVER.CA](http://TEAMGIVER.CA) for more about the foundation!

# GOOD DAY OPTICS GOGGLE STRAP



VZN TECH™ LENS



VZN TECH™ LENS



VZN TECH™ LENS



# OMNI NUTRITION + FITNESS

LOGO • BRANDING



Illustration

## ABOUT OMNI

OMNI Nutrition + Fitness provides Holistic nutrition coaching and personal training with the goal of helping people sustainably live healthily active lives. Each nutrition and fitness plan is personally tailored to the needs and goals of the individual.



OMNI  
nutrition + fitness





# LOGO DESIGN - FINAL



## PRIMARY LOGOS



## SECONDARY LOGOS



## ICON ONLY

# BRANDING GUIDELINES & SAMPLES

## HEADLINE TITLE

### SUBTITLE

Body copy, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ultricies nibh eu ante accumsan laoreet. Nunc auctor malesuada elit. Morbi pretium dui et dui consequat suscipit. Suspendisse mi ante, facilisis ut blandit nec, efficitur id tortor.

## HEADLINE TITLE

**GILL SANS BOLD - ALL CAPS**

**LETTERSPACING/TRACKING: 200**

**LINE HEIGHT: 150%**

### SUBTITLE

**GILL SANS SEMI-BOLD - ALL CAPS**

**LETTERSPACING/TRACKING: 200**

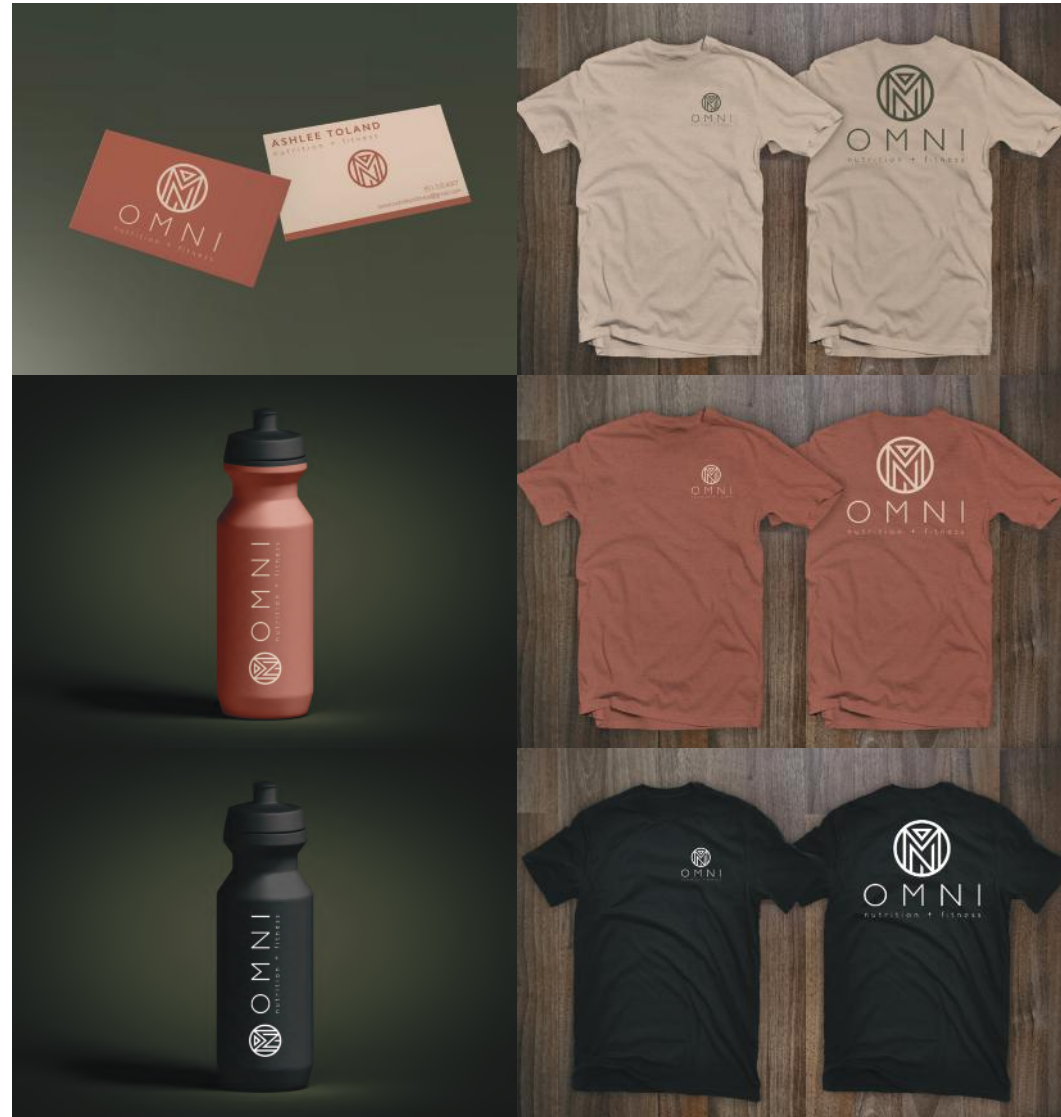
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Body Copy

Gill Sans Light

Letterspacing/tracking: 10

Line Height: 150%



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**CMYK: 17.11, 22.84, 31.36, 0**

**HEX: #9F5848**  
**RGB: 159, 88, 72**  
**CMYK: 12, 63, 61, 32**

**HEX: #494B3D**  
**RGB: 73, 75, 61**  
**CMYK: 85, 78, 91, 10**

**HEX: #84AFA0**  
**RGB: 132, 175, 160**  
**CMYK: 51, 18, 40, 0**

**HEX: #27494E**  
**RGB: 39, 73, 78**  
**CMYK: 88, 63, 61, 32**

# LOGO DESIGN - VERSIONS





OMNI

nutrition + fitness

# THE COMPOUND SPORTS PERFORMANCE

LOGO • BRANDING



Illustration

## ABOUT THE COMPOUND

Simply put, their mission is to help you, "Change Your Life With Us." After spending time in their facility and with their team they want their members to walk out of their doors after a workout and feel like they are a better version of themselves.

Their team cares about guiding and encouraging each and every member to obtain the goals they seek for themselves.

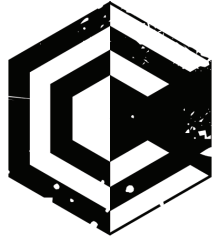


# COMPOUND

sports performance  
recovery + prevention



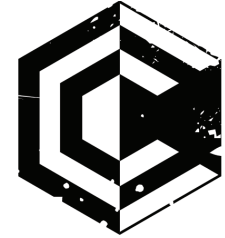
# LOGO DESIGN - FINAL



**COMPOUND**  
sports performance  
recovery + prevention



**COMPOUND**  
sports performance



**COMPOUND**  
recovery + prevention

## PRIMARY LOGOS



**COMPOUND**  
sports performance  
recovery + prevention

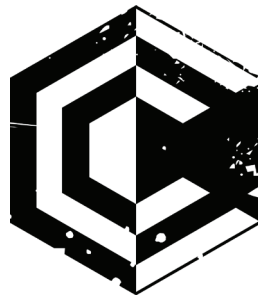


**COMPOUND**  
sports performance



**COMPOUND**  
recovery + prevention

## SECONDARY LOGOS



ICON ONLY

# BRANDING GUIDELINES & SAMPLES

## DISPLAY FONT

NEUZON REGULAR - ALL CAPS

## HEADLINE COPY

GOTHAM BLACK - ALL CAPS

## SUBTITLE

GOTHAM BLACK - ALL CAPS

TRACKING 200

Body Copy - Gotham Book - Tracking 10 -

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CMYK: 0, 0, 0, 0

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HEX: #000000  
RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100

# LOGO DESIGN - VERSIONS







**COMPOUND**  
sports performance

**GRIT  
HUMILITY  
HARD WORK**



**COMPOUND**  
recovery + prevention

**REFUEL  
RECOVER  
RECHARGE**

