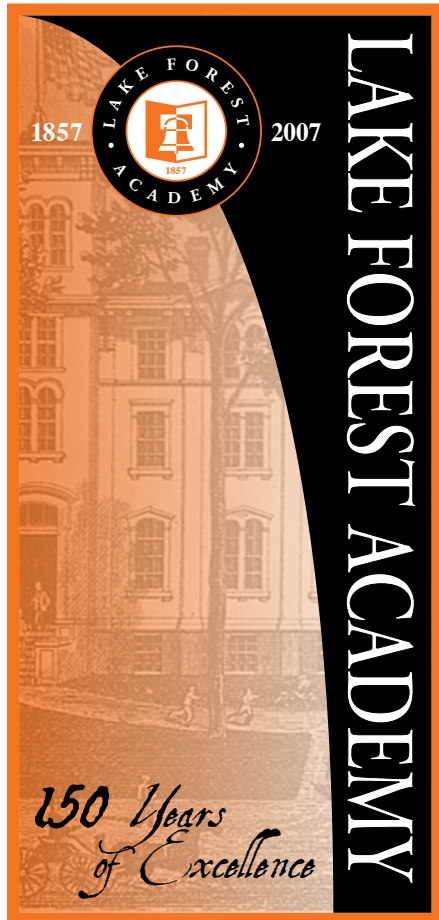


JOHN DALTON
DESIGN AND CREATIVE DIRECTION





LAKE FOREST ACADEMY

SESQUICENTENNIAL, 2007

Lake Forest Academy teamed up with me to produce something memorable and lasting for their 150th Anniversary. Together, we developed an exhibition of their history, complete with school memorabilia, photos, and an accompanying booklet. We freshened their logo, then deployed the new look and tagline across street banners, letterhead, promotional mailers, etc.





PRODUCTION PLUS

MARKETING CAMPAIGN, 2008

This 30-year-old event production firm needed to update their logo and put forward their first advertising/marketing effort. I brought their old logo into the 21st Century, designed and deployed print ads to trade magazines, and developed their web presence with banner ads and an e-zine.



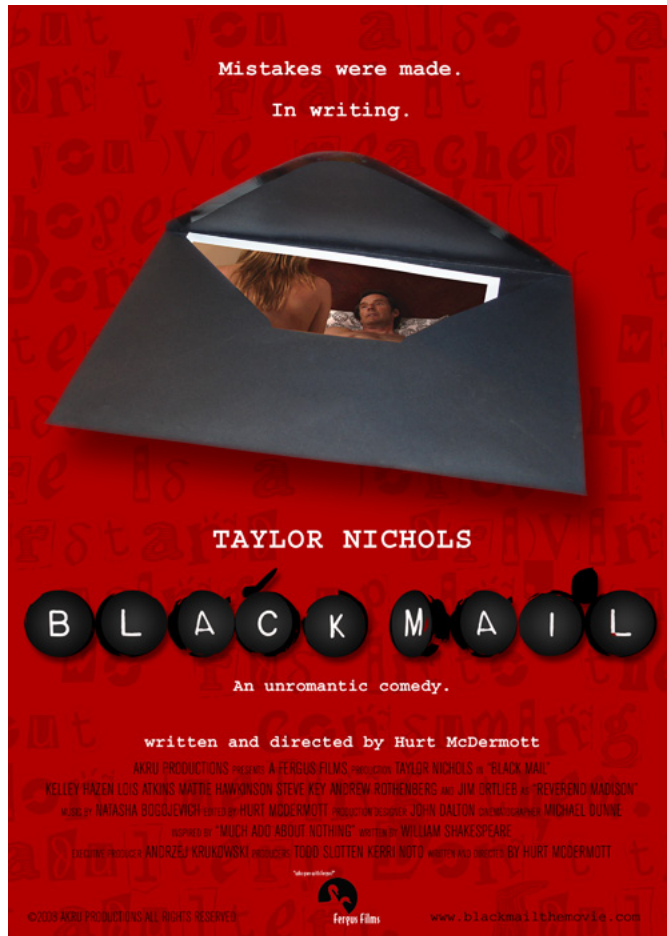


UNLEASHED

RETAIL STORE AND BRAND DESIGNED FOR PETCO, 2009

A new breed of pet store, designed to build a closer relationship with pet parents and pets alike. Each location featured a pet treat bar and a community area—complete with pet-and-parent benches and a pet water fountain. Petco has opened over 40 locations nationwide. Pictured above is the flagship store, in the Hillcrest neighborhood of San Diego.



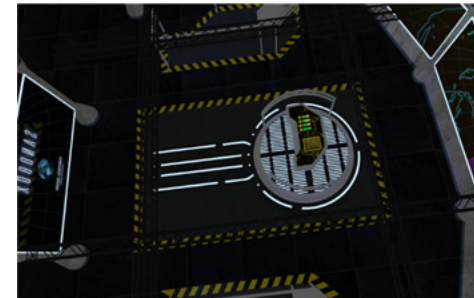
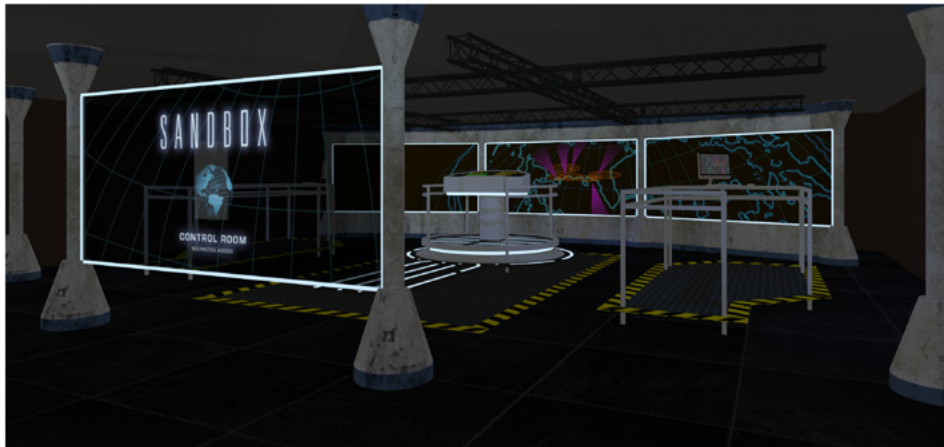
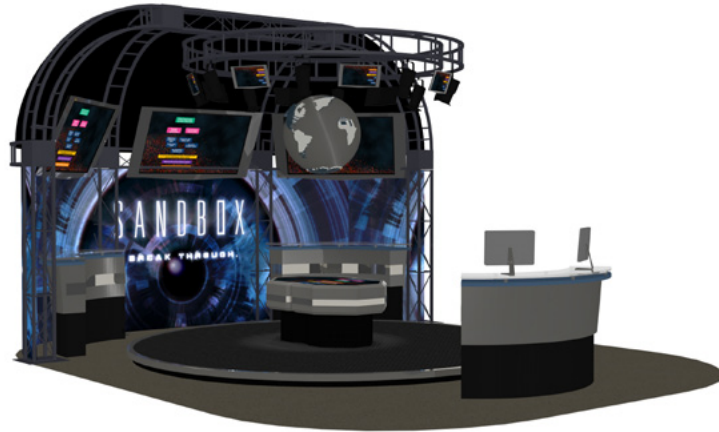


BLACK MAIL

POSTER AND PRESSKIT, 2007

After designing the actual production of this 2006 independent feature length release I was asked to help market and promote the film by giving it a brand, a look and feel, and getting that brand into the hands of independent film festivals. The filmmaker also wanted a logo and brand for his company, Fergus Films.





S.A.N.D.BOX ROLLOUT & IMMERSIVE TUTORIAL

KRAFT FOODS, 2011

Kraft needed to generate excitement around a sweeping internal software deployment. The solution: a multi-tiered immersive game-like touring environment, to highlight the game-changing nature of the product.



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