



midtown  
fort collins

21 BUS ROUTES

MAX

TRANSFERT

Roll through midtown...

280+ MILES OF WIDE BIKE LANES



# HAILEY DAWN KNOBE

## **Artist Statement**

Beyond the pigment of paint, charcoal of a pencil or the malleability of metal, lies the digital. A world that has allowed me as an artist to combine my love for different mediums. The simplicity and complexity of it is what inspires me. As a designer I seek to embody this interplay of complexity and simplicity in each and every one of my works, which to me is life itself. I seek to create designs that at a glance speak volumes, however with attentive contemplation, sing an entirely new song. I enjoy creating works that have a masked meaning, an element that is not always seen at first. In this way, my works have a life that is not entirely disclosed but rather slowly revealed. In a constant pursuit to create work that embodies not only the idea of simplicity, I also aim to create works that are simply understood and resonate easily beyond first sight. To me, a great design has more than just an aesthetically pleasing quality, but screams a message that words alone could not communicate.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
<b>Figure 1:</b>	"This isn't love"	poster (print)	11inx17in
<b>Figure 2:</b>	"Know the Facts"	poster (print)	11inx17in
<b>Figure 3:</b>	Crossroads Publicrelations	misc public relations materials (print)	2inx2in, 1inx1in, 3inx5in
<b>Figure 4:</b>	Crossroads Brochure	brochure (print)	12inx9in
<b>Figure 5:</b>	Crossroads Brochure Side 2	brochure (print)	12inx9in
<b>Figure 6:</b>	Crossroads_Thankyous	Thank you card & envelope (print)	5.5x 4.5 & 5.45x4.45
<b>Figure 7:</b>	Crossroads Webpage 1	webpage mockup (print)	11inx8.5in (2)
<b>Figure 8:</b>	Crossroads Webpage 2	webpage mockup (print)	11inx8.5in (2)
<b>Figure 9:</b>	Crossroads Stationary	Stationary Design (print)	8.5inx11in & 9inx5in
<b>Figure 10:</b>	Crossroads Businesscard	Business card (print)	3.5inx2in
<b>Figure 11:</b>	Crossroads Logos	Logos (print)	5inx5in
<b>Figure 12:</b>	"Discover Midtown"	poster (print)	11inx17in
<b>Figure 13:</b>	"Roll through Midtown"	poster (print)	11inx17in
<b>Figure 14:</b>	Midtown App Homepage	Ipad App mockup (print)	7inx10in
<b>Figure 15:</b>	Midtown App Navigation	Ipad App mockup (print)	7inx10in
<b>Figure 16:</b>	Midtown App Tickets	Ipad App mockup (print)	7inx10in
<b>Figure 17:</b>	Midtown App Schedule	Ipad App mockup (print)	7inx10in
<b>Figure 18:</b>	Midtown Typeface	Typeface (print)	17inx11in
<b>Figure 19:</b>	Midtown Logos	Logos (Print)	5inx5in (3)
<b>Figure 20:</b>	Midtown Businesscard	Business card (print)	3.5inx2in
<b>Figure 21:</b>	Midtown Stationary	Stationary Design (print)	8.5inx11in & 9inx5in
<b>Figure 22:</b>	Think Eat Save	Poser (print)	11inx17in

control.violence.danger.  
**manipulation.**guilt shame  
name-calling.lies.punched  
walls.financial**control**  
**blame.**broken belongings  
depression.criticism forced  
sex.abandonment.**lying**  
confusion.crying children  
cuts.**threats.**scrapes.sexist  
comments.sadness.scrapes  
bruises.slammed doors.silent  
treatment.**isolation.**abuse  
public humiliation.drinking  
and fighting.hurt.**violence** to  
pets.**jealousy.**questioning

**This isn't love...**



Hotline: 970 . 482 . 3502  
1 . 888 . 541 . SAFE  
[www.crossroadssafehouse.org](http://www.crossroadssafehouse.org)



Figure 1: "This isn't love".



Figure 2: "Know the Facts".



Figure 3: Crossroads Publicrelations.





## OUR MISSION

Since 1980, Crossroads Safehouse has been dedicated to ending domestic violence through round-the clock shelter, education for adults and children, and services that help survivors and their children live independent, happy and violence-free lives

do you ever walk on eggshells around someone who's supposed to love you?

we would like to help....

CROSSROADS SAFEHOUSE, INC.  
421 Parker Street . Fort Collins, Colorado 80525  
Business Line: 970 . 530 . 2353 . Fax: 970 . 530 . 2356  
Email: mail@crossroadssafehouse.org

Safehouse Business line: 970 . 482 . 3535  
Mailing Address: P.O. Box 993 . Fort Collins, Colorado  
80522

[www.crossroadssafehouse.org](http://www.crossroadssafehouse.org)



24/7 help lines: 970 . 482 . 3502  
toll-free: 1 . 888 . 541 . SAFE (7233)

Crossroads safehouse provides services to men, women and children regardless of race or sexual orientation  
All services are free and confidential.  
*Se habla espanol.*

Crossroads is supported by its community, local, state, federal and private foundations; and individual donors. More than 150 volunteers provide invaluable support to our programs. We are very grateful for our supporters.



City of  
Fort Collins



safety . hope . prevention

for survivors of domestic violence

Figure 4: Crossroads Brochure.



### SAFETY

#### emergency shelter

104 - bed domestic violence shelter  
confidential advocate/client relationship  
clothing and food free of expense  
6- week stay

#### 24- hour hotline

staffed 24/7 crisis line  
domestic abuse response team (DART)  
24/7 crime scene response

#### legal services

legal advocates & attorneys (e.g. protection orders, custody, support and divorce)

#### pet foster care

crossrails, 7-week pet care

*all services are free and bilingual*

### HOPE

#### advocacy for adults and children

youth program  
daily shelter private advocacy appointments  
16 weekly group sessions for adults and/or children

#### transitional housing

31 units

#### medical unit

onsite well care, acute care & pap tests for shelter residents

#### partnerships with 30+ agencies

monthly referrals from and to over 30 agencies

*"I want people to know that a girl and her baby were saved because of this place"*

*former crossroads resident*

### PREVENTION

#### school- based services

healthy relationship and/or teen dating violence intervention classes (grades 4-12)

#### faith community partnerships

"House of Hope" annual outreach in Larimer County houses of worship

#### community education

extensive volunteer training and hundreds of community presentations each year

#### public location

Crossroads is open 9 a.m. to 5 p.m. business days for donations, outreach, and scheduled community meetings

Figure 5: Crossroads Brochure Side 2.



PO Box 993 | Fort Collins, Colorado 80522



thank you for helping build strong foundations for a better future..

Figure 6: Crossroads Thankyous.

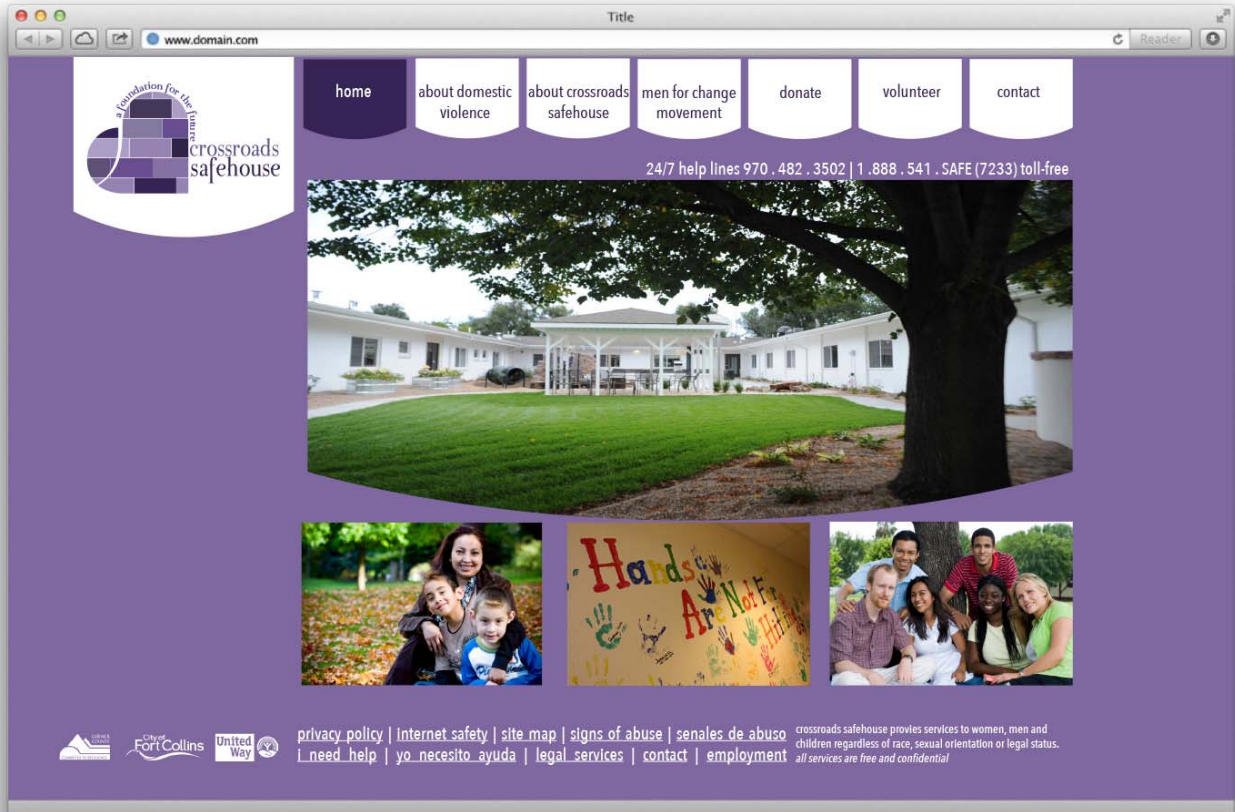
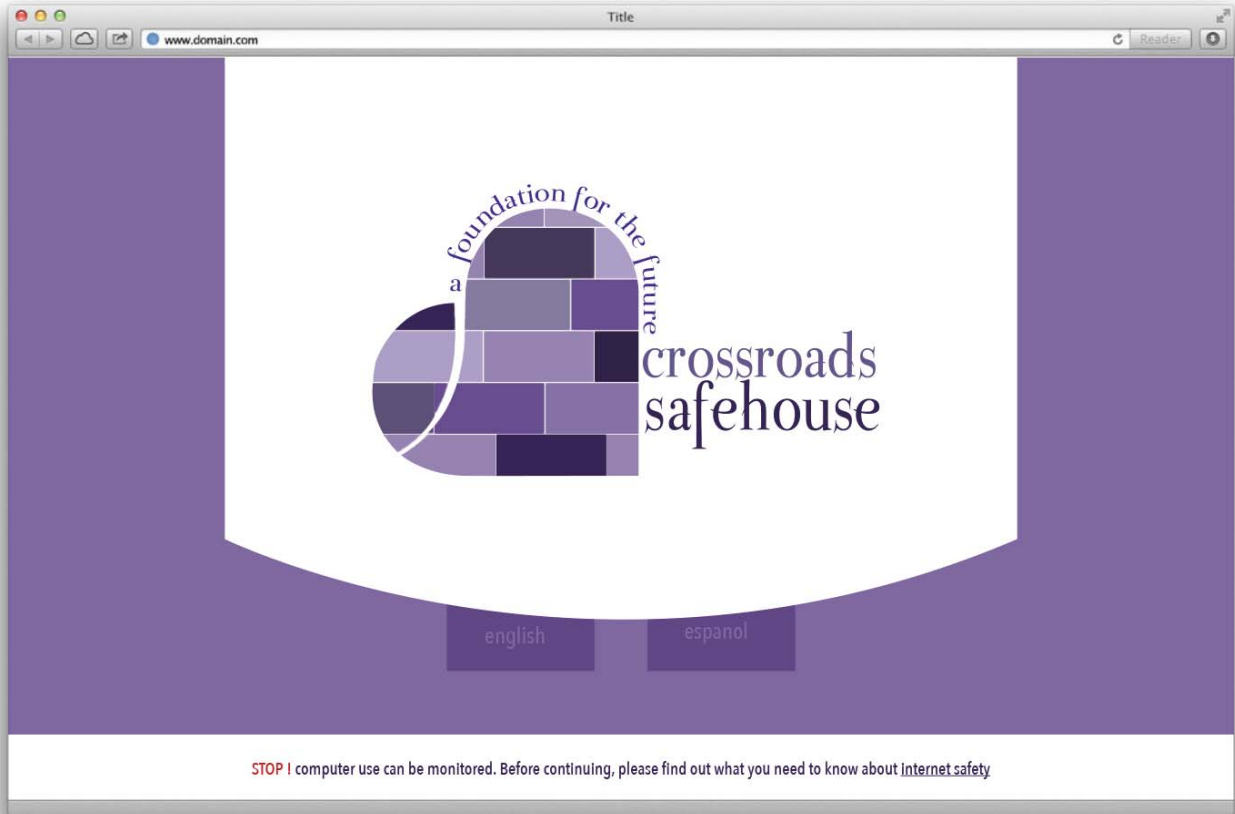


Figure 7: Crossroads Webpage 1.

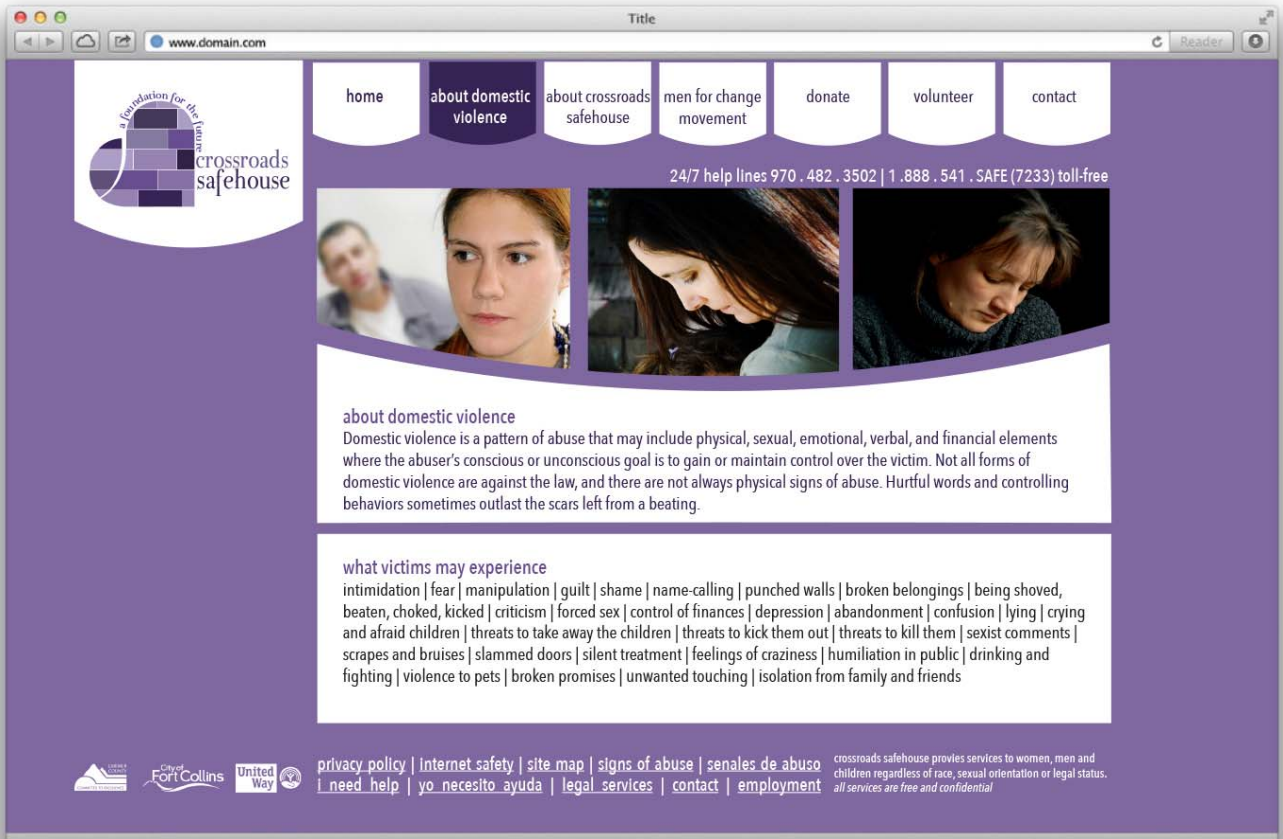
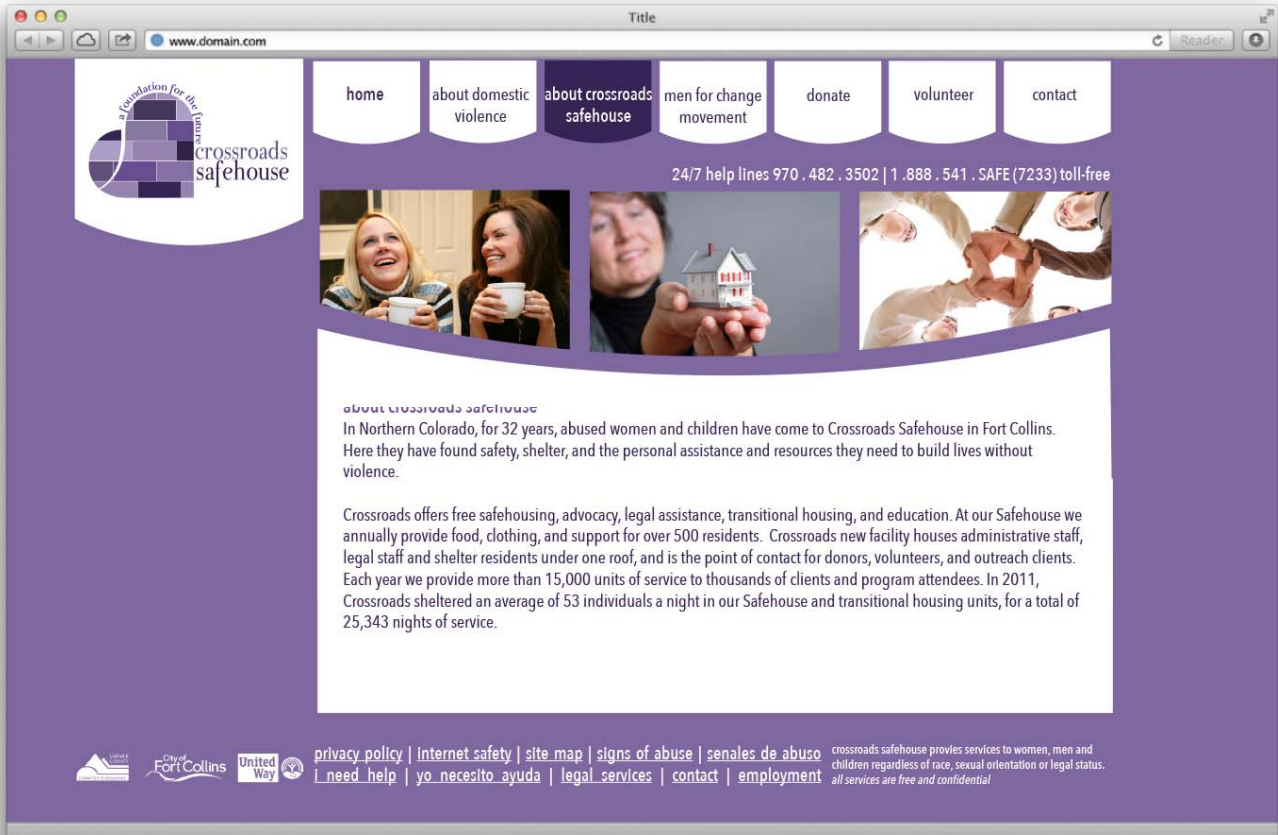


Figure 8: Crossroads Webpage 2.

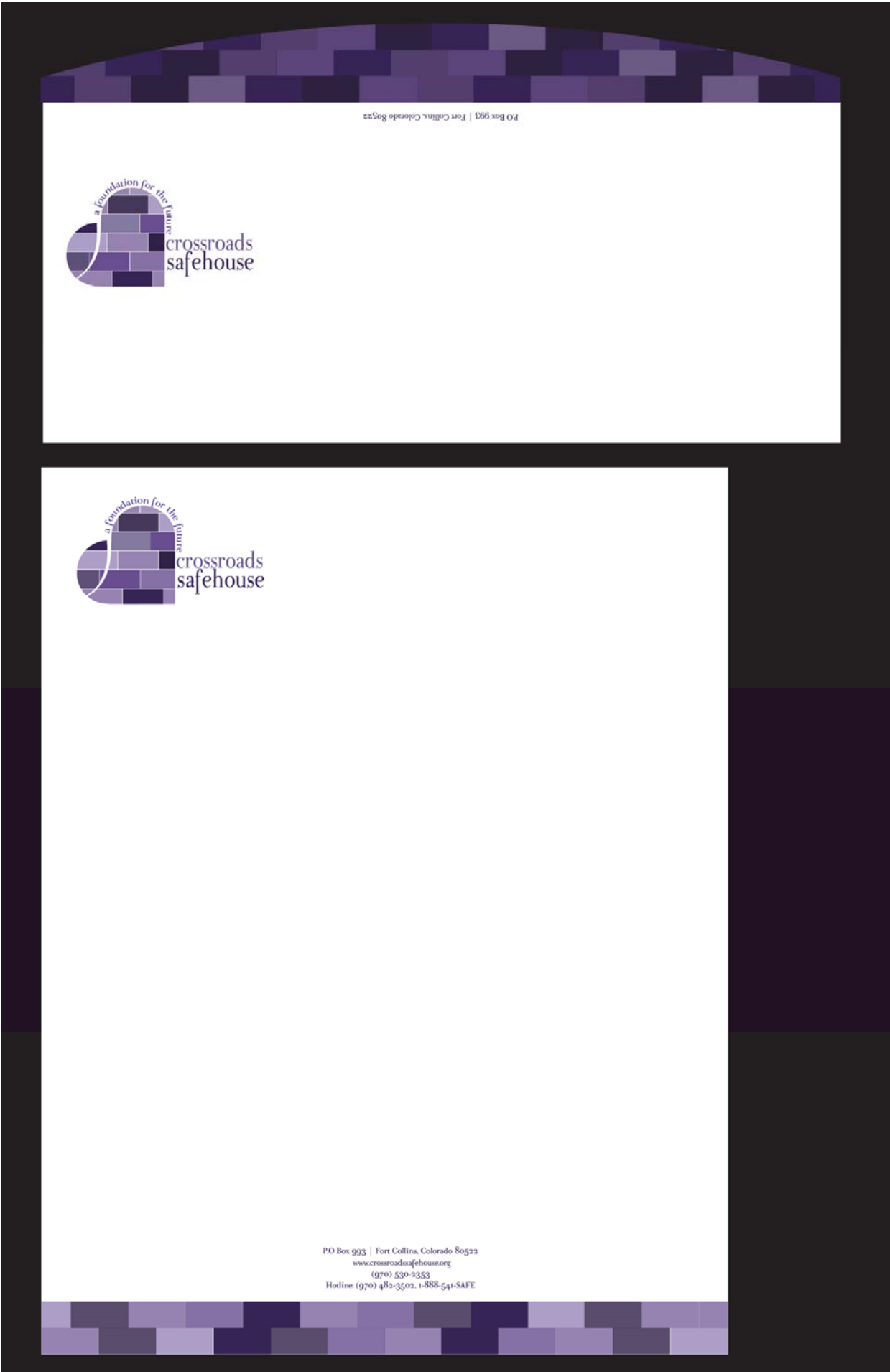


Figure 9: Crossroads Stationary.

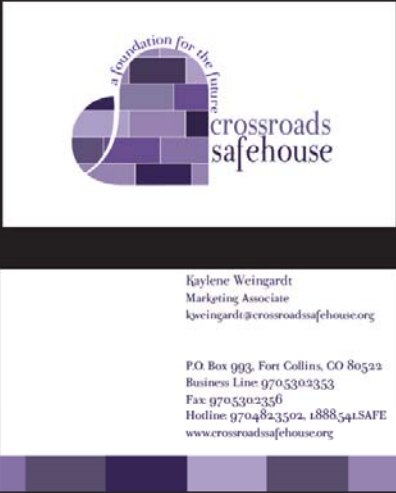


Figure 10: Crossroads Businesscard.





Figure 11: Crossroads Logos.



Figure 12: "Discover Midtown".



midtown  
fort collins



Figure 13: "Roll through Midtown".

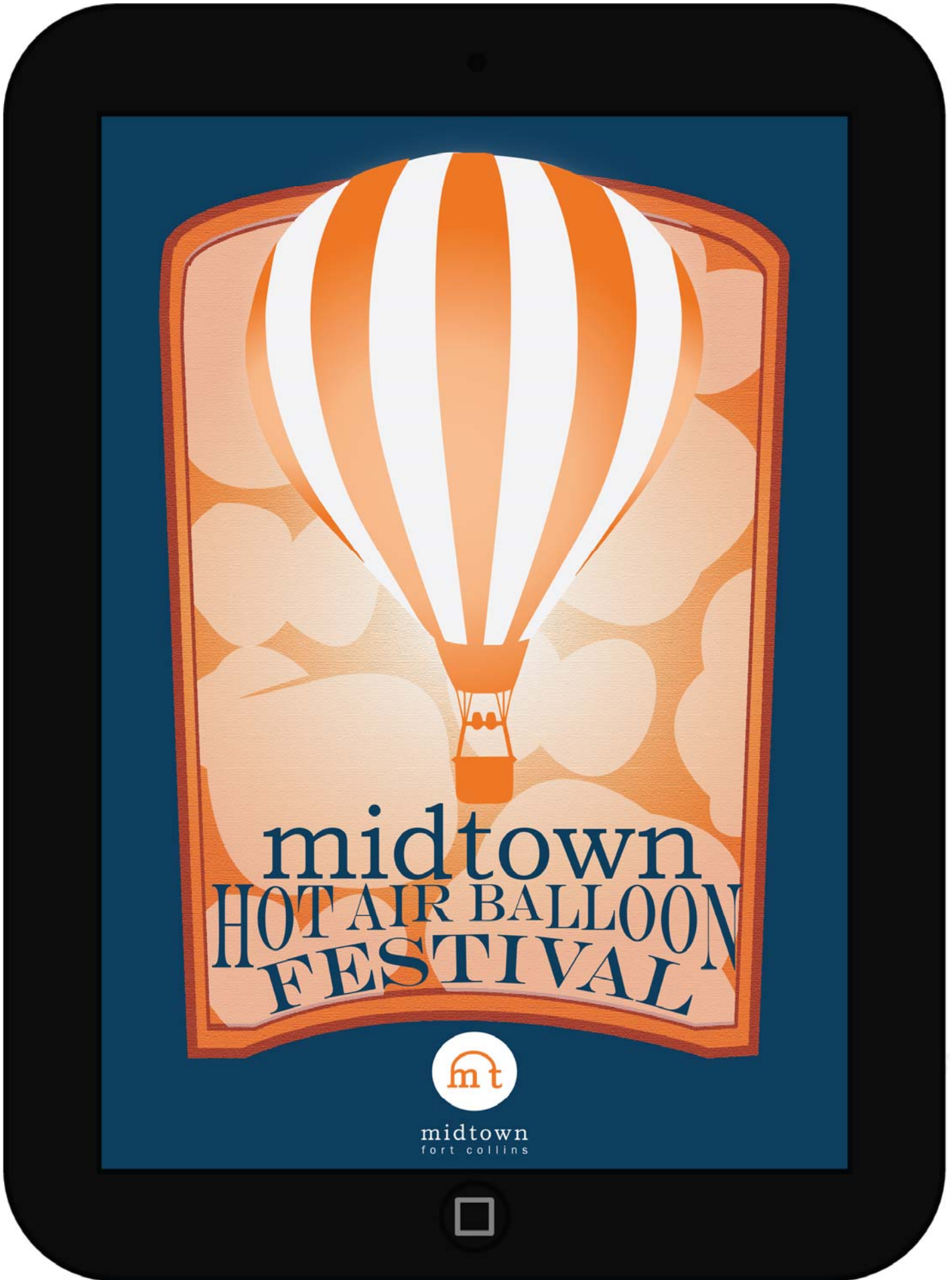


Figure 14: Midtown App Homepage.





Figure 15: Midtown App Navigation.



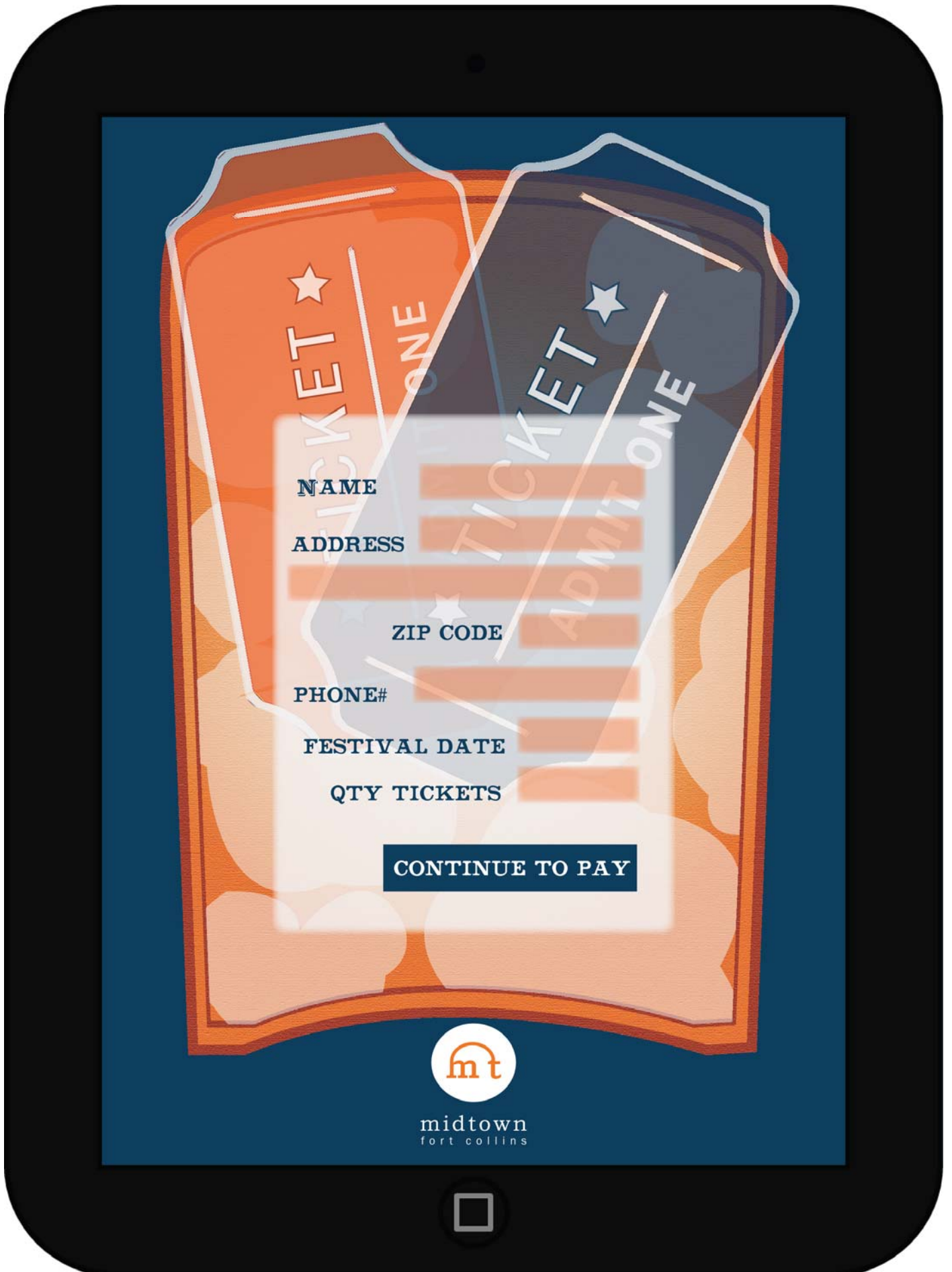


Figure 16: Midtown App Tickets.



## SCHEDULE OF EVENTS

- 2:00 PM CHECK IN
- 2:15 PM VALET BIKE CHECK
- 2:30 PM WELCOME LAUNCH
- 3:00 PM MEET AND GREET
- 4:00 PM FIRST LAUNCH
- 5:00 PM SECOND LAUNCH
- 7:00 PM BALLOON LIGHT



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Figure 17: Midtown App Schedule.

a b c d e f g h i j k l  
m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0  
( ; , ? ! @ . : )

midtown font



midtown  
fort collins  
mezzo + modern

haley knobbe

Figure 18: Midtown Typeface.



midtown  
fort collins



midtown  
fort collins



midtown  
fort collins

Figure 19: Midtown Logos.



Figure 20: Midtown Businesscard.



Fort Collins Planning, Development & Transportation  
281 N. College Avenue  
Fort Collins, CO 80524



midtown  
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*mezzo + modern*

Fort Collins Planning, Development & Transportation  
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Figure 21: Midtown Stationary.



Figure 22: Think Eat Save.