

# Public relations, design & marketing strategy

LEMON is comprised of three partners who offer a wide spectrum of talents and services including expertise in design, brand strategy, public relations, fundraising, membership programs, e-mail & direct mail marketing, web design & photography.

We partner with national and regional clients to steer momentum behind everything from political campaigns, youth outreach programs and multi-million dollar charitable trusts to restaurant rebrands and launching food and wine festivals.

## Current Partnerships

Telluride Medical Center  
Montaner Charitable Trust  
medley. 2017 & 2018 best of taos awards  
Hold Fast Studio School  
ED311

## Previous Partnerships

Decathlon  
Habitat for Humanity of the San Juans  
DreamTree Project  
Taos County Democratic Party  
6B for TMC 2018 ballot measure passed  
Round Barn Apothecary  
Telluride AIDS Benefit  
Heritage Trust  
Taos Whole Health  
Todd Brown for Town Council elected  
Progressive Women's Caucus of the San Juans  
Hinds & Hinds  
Angel Fire Food & Wine Roundup nm hospitality association  
Seasons of Taos best new experience, 2017  
SHANK  
Ziggy's  
Jethro's BBQ 2017 best of taos award  
Taos Underground  
Kalee Gower, LMFT  
2D for TMC 2013 ballot measure passed

Each contract, every campaign  
and all clients have the benefit  
of the entire team creating,  
intellectualizing & strategizing.

Each new day can bring a new challenge,  
triumph, bump or jiggle to navigate. As your  
creative partner, we work closely with you to  
keep your business, your brand & your goals  
on target.

Everything  
about our  
process is  
collaborative.



Selected  
Work

## Round Barn Apothecary

Jen Scott — steward of Ojo Caliente Mineral Springs and Sunrise Springs Spa Resort — approached LEMON with a beautiful line of inspired skincare, a logo and a need for a creative partner to bring her concept to fruition.

As is our process with all of our clients, we dug deep and got into the trenches alongside Jen until Round Barn Apothecary felt like our own.

From here, we were able to share our vision for her brand and, in lockstep, launch her wildly successful and effective skincare line to a global audience.

what we did

- Branding + Visual Identity
- Package + Product Design
- Creative Direction
- Creative Team Management
- Web Design
- Graphic Design
- Print Collateral
- Messaging + Copywriting
- PR + Marketing
- Email Marketing
- Photography
- Social Media

## Path to Brand

The vision for Round Barn Apothecary is deeply inspired by the mountains, desert, art and flora of the Southwest — the setting where key ingredients are wild-harvested.

The visual tone is cast in the same shades of pink, sage, and charcoal as the ingredients inside: wild-harvested prickly pear, white sage, bilberry and willow bark.

The packaging, online presence, tagline and messaging reflects a narrative inspired by Southwestern sensibility — natural wisdom and artistic connection to the land, shared in poetic yet unpretentious messaging.

Beautiful

Smart

Southwestern

Efficacy

Natural Wisdom

Connection

Knowledgeable

Unpretentious

Poetic

Light

Natural

Feminine

Sophisticated



## Creative Direction

Under LEMON's creative direction — and in close partnership with Jen Scott — a team of photographers, videographers and social media marketing managers translated the vision for Roundbarn Apothecary into a concise visual identity that matched the quality of the skincare itself.

### narrative

What can nature teach us about beauty?

In the great southwest, beauty flourishes in extreme conditions. The earth bakes under a blazing sun, the rain can't be counted on, and yet still, a prickly pear blossoms, sage casts her cool dry scent and yarrow reaches towards a purple sky. There is natural wisdom in the beauty of survival.

Round Barn Apothecary looks to nature's resilience to unlock the truths of skincare.



ALL-NATURAL PRODUCTS FOR ALL SKIN TYPES

RECEIVE YOUR FREE SKINCARE CONSULTATION

FIND YOUR PATH



HOME ABOUT SHOP CONSULTATION STOCKISTS FAQs TESTIMONIALS CONTACT

SHOP BY SKIN TYPE

DRY OILY NORMAL SENSITIVE AGING



BRIGHTENING CLEANSE



QUENCH POLISHING MASK



QUENCH MOISTURIZER



REVITALIZING EYE REPAIR



## Online Identity

The aesthetic and narrative for Round Barn Apothecary translated into a clean, minimal e-commerce site with an emphasis on our tagline, “Foraged Beauty.”

Negative space highlights natural product ingredients, beautiful Southwestern imagery and simple, unfussy navigation.

Light  
Clean  
Minimal  
Negative Space  
Direct  
Easy Navigation  
Product focused

# DreamTree Project

The seed for DreamTree project, an emergency youth shelter and transitional housing program serving New Mexico youth, was planted in 1998 when a group of concerned Taoseñas met to discuss the need for safe, secure housing for teens in crisis.

Over the next 20 years an Emergency Youth Shelter was opened; Case Managers were hired and trained; Life Skills classes were organized to help educate teens on useful, every day topics like healthy cooking, budgeting and car repair; outreach programs were established and a bevy of professionals were brought on to support the shelter's life-changing mission.

When DreamTree approached LEMON they had everything in place but, like the teens they serve, after 20 years they were moving into young adulthood. What DreamTree needed to launch into the next phase of growth was a concerted effort to share their mission, accomplishments, resources and vision for the future with the community it serves.

what we did

Branding + Visual Identity

Outreach Materials

Fundraising Materials

Web Design

Graphic Design

Print Collateral

Messaging + Copywriting

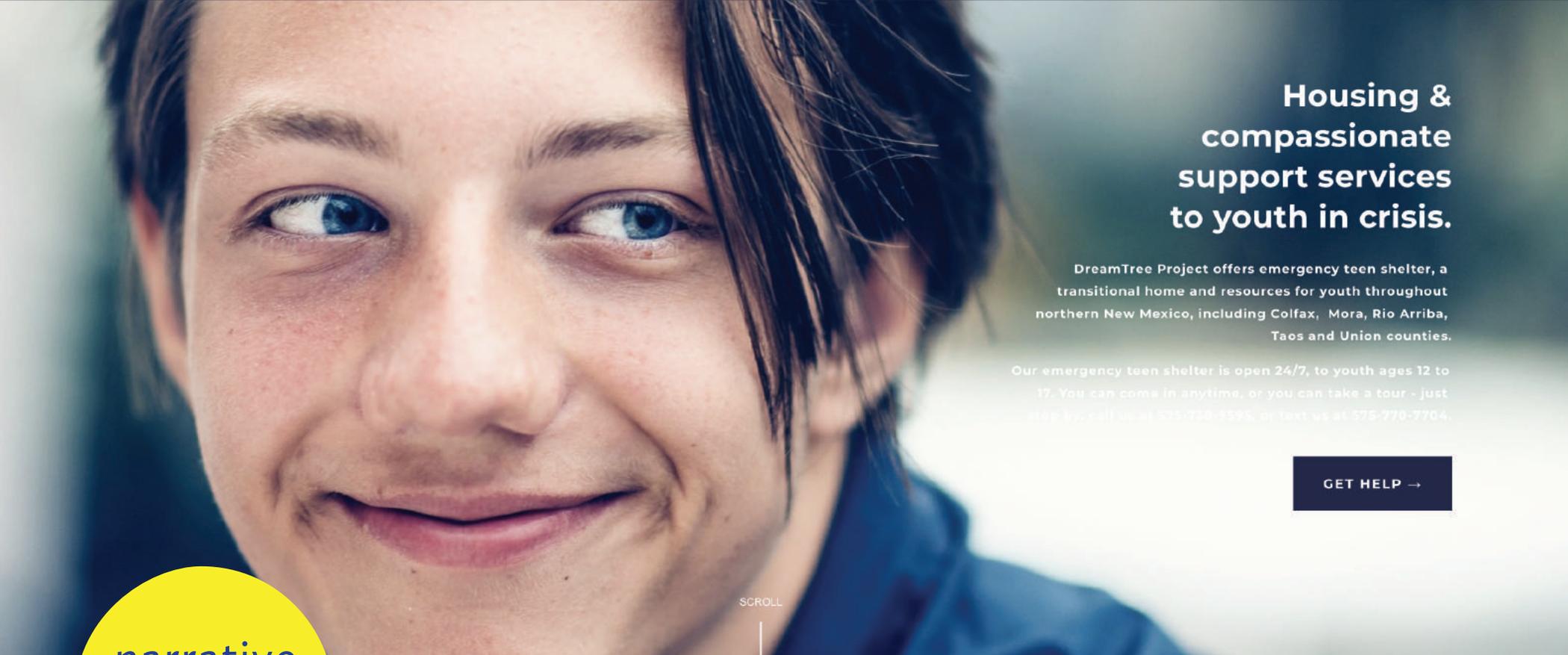
PR + Marketing

Ad Design

Staff ID Cards

Social Media Training

+ more



## Housing & compassionate support services to youth in crisis.

DreamTree Project offers emergency teen shelter, a transitional home and resources for youth throughout northern New Mexico, including Colfax, Mora, Rio Arriba, Taos and Union counties.

Our emergency teen shelter is open 24/7, to youth ages 12 to 17. You can come in anytime, or you can take a tour - just stop by, call us at 575-770-9595, or text us at 575-770-7704.

[GET HELP →](#)

SCROLL

### narrative

DreamTree Project has two disparate audiences to reach: teens in crisis and invested community members and donors. LEMON concluded the best way to reach this secondary — yet vital — audience of stakeholders and donors is to demonstrate an extraordinary ability to communicate directly with teens most in need.

We folded two core messages, “our light is always on” and “let them know they’re not alone,” into an overarching written and visual narrative that communicates DreamTree Project is a safe, nurturing, inclusive, and empowering environment for teens.

Safe Qualified Postive Transparent Inclusive Respectful Diverse Accessible Supportive

## Meeting teens & donors where they are.

The central meeting place of these two audiences is online. Our sole ambition was to ensure dreamtreeproject.org was a place where both audiences could easily find information on where to get help — or where to give it.

Designed with an emphasis on vibrant, hopeful, inclusive teen imagery, information on DreamTree's various outreach programs and simple, easy to use, volunteer and donation-forward navigation.

Hip  
Vibrant  
Human  
Bold  
Inclusive  
Personal  
Natural  
Hopeful

Authentic  
Teen-focused  
Donation-focused  
Empowering  
Respectful  
Storytelling



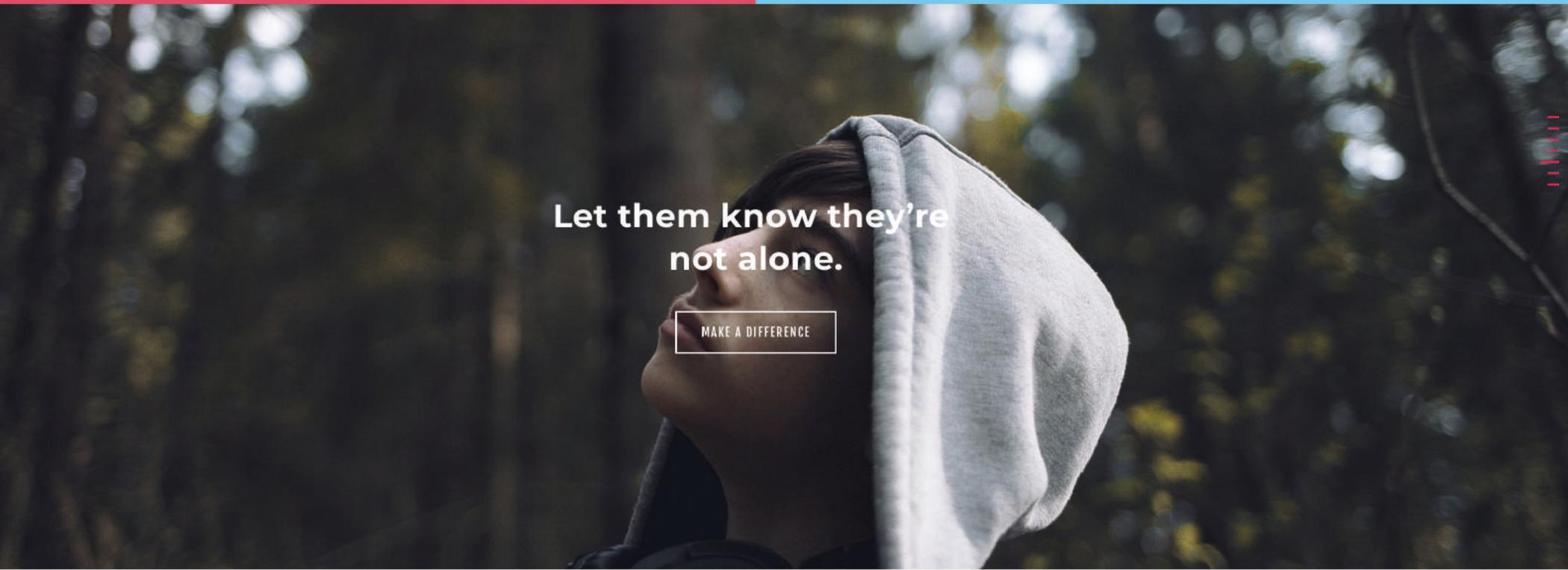
**We believe all New Mexico youth should have stability, support, and the opportunity to pursue their dreams**

# Get help

IF YOU OR SOMEONE YOU KNOW NEEDS HELP — OUR LIGHT IS ALWAYS ON.

# Donate

HELP US REACH OUR 2019 GOAL

A young person with dark hair, wearing a grey hoodie, is shown in profile, looking upwards. The background is a blurred forest with sunlight filtering through the trees. The text "Let them know they're not alone." is overlaid on the image.

Let them know they're  
not alone.

MAKE A DIFFERENCE

## OUR LIGHT IS ALWAYS ON

Your race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status aren't anything to sweat here. DreamTree is open-minded, open-hearted and 100% here for all young people who need a safe place.



PROVIDE FINANCIAL SUPPORT

# Donations made to DreamTree Project assist teens in need of safety, support and shelter. You can make a difference for our youth.

### GIVE TO HELP WITH DAILY DREAMTREE OPERATIONS

Your gift helps DreamTree with daily shelter needs like food, clothing & other supplies.

DONATE

### TAOS COMMUNITY DREAMTREE ENDOWMENT

Invest in our future to ensure support for generations.

DONATE



## Make a Difference

DreamTree Project provides shelter and resources to youth year-round — and we do it with the help of many.

**Let the youth of New Mexico know they're not alone.**

DONATE



