

CLIENT PROFILE

Red Rock Wilderness Academy is a proposed ecology school that specializes in nature studies. Courses at Red Rock are designed to feature hands on activities that will instill students with knowledge and skills in the fields of biology, botany, and wilderness survival. The planned location for Red Rock's campus and facilities is in the foothills of an area bordering the Wenatchee Forest Park, East of Mt. Rainier in Washington State.

SOLUTION

The benefit of creating Red Rock from the ground up is that there is more control over the look and feel of the school in its entirety. All of the promotional material and advertising can be designed to tie in with the course material, thusly creating a unified brand that will gain the interest of the community during construction attract many students during the grand opening.

