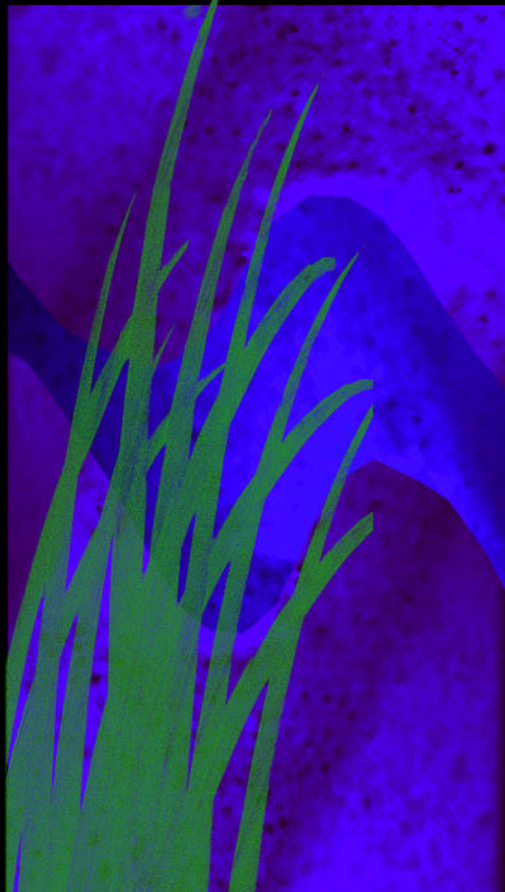


WORDSMITH
DESIGN



wordsmithdesignsf.com
robbieness@aol.com
3560 21st Street, Suite 6
San Francisco, CA 94114
415.647.5205



BISHOP'S COMMISSION ON CLERGY ABUSE DIOCESE OF OAKLAND

The Marriage of Word and Art



CONCEPT
DESIGN
WRITING
PRODUCTION



CONCEPT:

Every project, whatever the level of its complexity, springs from the seed of a single, overriding communication objective. That objective, that message, must be clear, from the project's inception all the way through to the development of the text and visuals that are generated from, and in turn themselves generate, that message.

WORDSMITH's strength is our ability to see the big picture of your project, and conceive and shape the words and images that communicate that all important Single Overriding Communications Objective.

DESIGN:

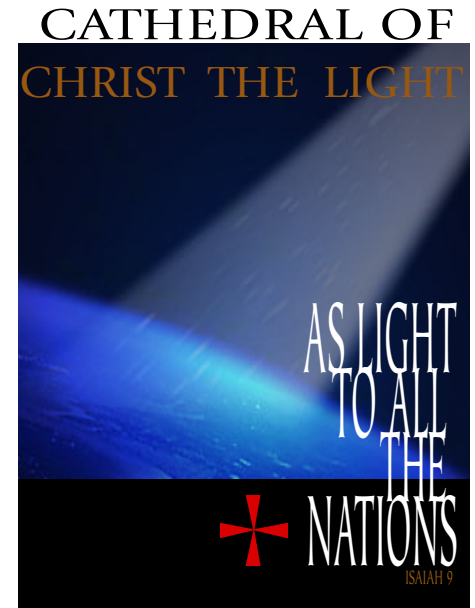
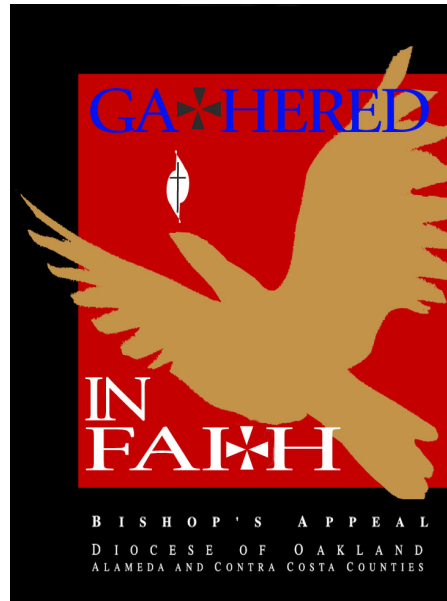
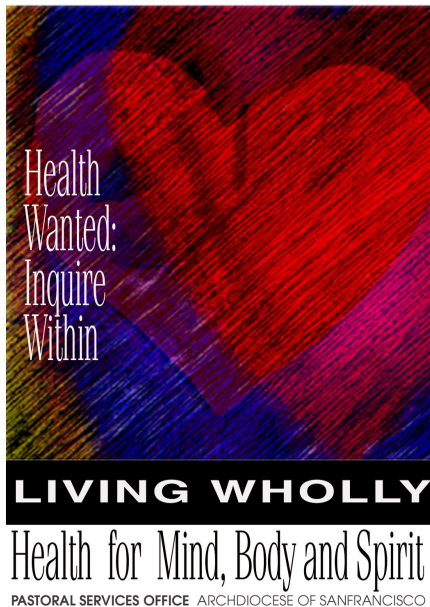
For any message to be communicated effectively, there must be a marriage between the words and the images that surround and spring from those words. It is in the Design of a piece that the Ethos and Logos, the senses, the emotions and intellect come together to discuss the idea at hand in a compelling, lively and coherent conversation. A dialogue that speaks from, and to, the heart, the mind and the senses. Whether it is a logo, a brochure, an advertising campaign, a poster, a fund-raising vehicle or a web site, the key to being seen and remembered is simplicity and integrity of design.

WRITING:

Engaging—inviting the reader, even as they swim in the sea of competitive distractions.

Evocative—Playfully capturing not only the attention, but, through combinations of poetic And narrative technique, accessing the imagination of the reader.

Effective—reaching the reader where they are, leading and encouraging them to journey through the project to the destination point of a simple “Yes—I see the point of this thing, and I want to do something about it.”



PRODUCTION:

Where the ideal meets the real. WORDSMITH bridges the worlds of traditional and digital design with full capacity in building and preparation of digital files for web use and print production. WORDSMITH takes pride in its close affiliation with the very best of vendors to bring projects from our drawing table to your board table. As important as is the marriage between word and art, so is the connection between the project manager and outside vendors who ultimately put the product on paper. WORDSMITH is that connection. WORDSMITH is your connection.

What do you call 6,000 kids with easy access to handguns?



Dead.

Last year, 5,475 kids were shot to death, most of them with a handgun used to "protect" their homes. That's 15 kids a day.

It's more likely that your kid - your sister's kid, your neighbor's kid - will die from a gunshot wound than from all natural causes combined.

Worried about car accidents? Your kid has more chances of being shot to death than of dying in an auto wreck.

Know a depressed kid? Every day, six of them shoot themselves.

Recent surveys show that for every 1,000 kids in a school, fifty are packing guns with their lunches.

Forty-eight percent of high-school aged boys surveyed said they know where to go to get a handgun.

According to gun manufacturers' trade maps, keeping up the present pace of shipping out a new weapon every 20 seconds "will necessitate our finding new markets to insure our survival and prosperity."

We need to stop this insanity.

And we can.

How?

Speak up, and join your voice with the thousands of sane thinking people who are working both through public education to dispel the myth that guns make us safer, and through legislation to insure that the interests of families and communities will take precedence over the marketing goals of gun manufacturers.

Speak your mind. Walk the talk. Join The March.

**THE CALIFORNIA STREET MARCH—June 29,12 Noon
From Grace Cathedral to the Embarcadero**

**STOP GUN
VIOLENCE**

Sponsored by the Legal Community against Violence and the California Street March Committee (415) 433-3550
Endorsed by the Bar Association of San Francisco

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Marin General Hospital

Bank of America

Wells Fargo

Bechtel Group

The Progressive Way

Beyond War

Real Management Company

Central City Hospitality House

St. Anthony Foundation

Eric Alexanderson Realty

St. Mary's Hospital

The Healthcare Forum

San Francisco Giants

International Institute of the East Bay

California Institute for Integral Studies

Seton Medical Center

Jesuit Volunteer Corps

Sir Francis Drake Hotel

Archdiocese of San Francisco

Larkspur Chamber of Commerce

United Way of the Bay Area

Diocese of San Jose

Lorraine Hansberry Theatre

Black AIDS Coalition

Hand Gun Control

Kwan Henmi Architects

Diocese of Beaumont

Oakland Catholic Schools

Diocese of Santa Rosa

Girl Scouts of America

YMCA

Diocese of Oakland

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