



**Portfolio Examples**



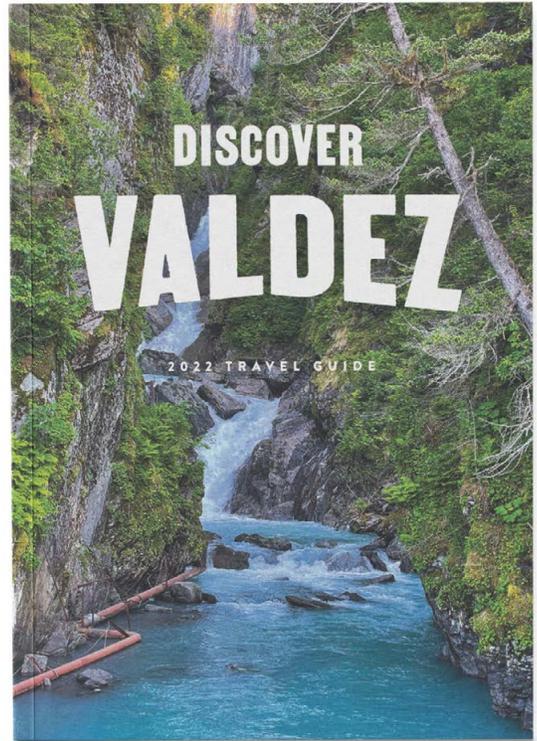
The Alaska Travel Industry Association (ATIA) is the leading statewide nonprofit membership association for Alaska’s tourism industry. Element recently produced a statewide “travel safely” [advertising campaign](#) for the organization. The goal was to unify Alaska’s tourism industry as a resilient driver of Alaska’s economy, while providing the most current travel safe messages and resources to Alaska businesses and communities.

Element conducted stakeholder interviews, gathered information from Alaska business owners and community members on what they felt their businesses or communities were lacking, and researched what type of resources and messaging would be most beneficial. Element created the campaign concept ‘Ready Together’ and produced 30 and 15-second TV spots, radio ads, member toolkit materials with marketing signage, social media assets, member resources, and an updated Industry Protocols document. Currently, through broadcast television, streaming video and radio, and public radio, these media advertisements and marketing materials are working to unify the Alaska travel industry and provide the resources needed to navigate and thrive in the evolving challenges of the COVID-19 pandemic.



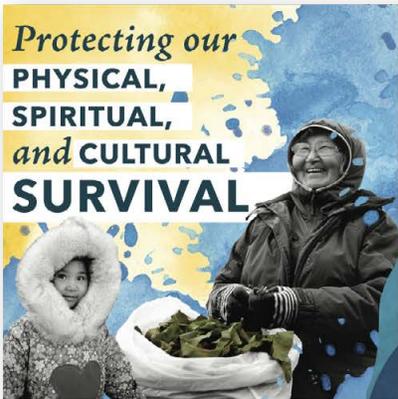
In 2021, Element was approached by the Valdez Convention and Visitors Bureau to redesign their annual [Visitors' Guide](#).

Element created a reimagined 2021-2022 Visitors' Guide for Valdez that tells the story of activities, attractions, scenery, accommodations, and local events that make Valdez a unique and desirable visitor destination. Through a fresh design and layout, Element created a stunning visual guide that will assist and motivate prospective visitors to plan a trip to Valdez and Prince William Sound. Element oversaw the process from handling print estimates to concepting, design and image selection to final printing and distribution.



The Inuit Circumpolar Council of Alaska is a longstanding client of Element. They exist to be the unified voice and spirit of Alaska Inuit, and Element regularly provides video, graphic, and print design services to support their goal of promoting, protecting, and advancing Inuit culture and society. We were tasked with conceptualizing and promoting their vision of revitalizing and reclaiming traditional Inuit values.

It was important to Element that our work would be used to evoke emotion, communicate complex ideas, and make a lasting impression on the audience. To do this, we conducted interviews at the ICC Alaskan Food Sovereignty Initiative Summit with community and tribal leaders, as well as their Steering Committee members to gain members' perspectives on the effects and importance of the Alaskan Inuit Food Sovereignty Initiative. Through the interviews, we listened to stories of how access to traditional foods and hunting practices is vital to the future of Alaska Inuit people. These stories brought forth an array of images to the mind, which we illustrated into concepts. The artwork Element produced is full of detail and personal meaning, and addresses the importance of mentorship, the right to live out Alaska Inuit ways of life, and the wisdom of elders. In addition to the artwork, these stories also resulted in three video spots that work to promote Alaskan Inuit support and education of the initiative itself. Element also executed multiple posts on [ICC Alaska's social media accounts](#), copywriting and creating graphics to effectively strengthen the Alaskan Inuit Food Sovereignty Initiative campaign and broaden its reach throughout Alaska. This work included static photo posts, slider graphics, and short videos on Facebook, Instagram, and Twitter.



# Sharing an innovative and community-driven force in Southeast Alaska.

The Hoonah Native Forest Partnership is critical to the ecology, economy, and community of Hoonah, Alaska. To help bring their story and work to life, Element designed and developed their extensive Watershed Assessment and Resource Planning Report and created interpretive signage to be used for visitor education in the community. This work included design conceiving, layout, and copyediting. Element successfully established a look and feel to inspire, educate, and share the story of HNFP.

### Coming Together Through Common Goals

As members of the HNFP, we share a common vision: Hoonah is a thriving community with access to abundant resources and workforce opportunities that consist of members who work together to improve economic, ecological, and social conditions.



**The Hoonah Native Forest Partnership members include the following:**

- HOONAH INDIAN ASSOCIATION (Indigity Incorporated) (2017)
- SEALASKA (Hoonah Indian Regional Native Corporation)
- HUNA TOTEM (Huna Totem Corporation for Hoonah)
- THE ALASKA DEPARTMENT OF FISH AND GAME
- UNITED STATES FOREST SERVICE

©2018, the City of Hoonah, Hoonah, Huna Totem, and the Forest Service are the primary landowners for the 305,000-acre project area.

### BRINGING IT ALL TOGETHER | THE HOONAH NATIVE FOREST PARTNERSHIP 21



**PERCENT OF PRODUCTIVE FOREST HARVESTED BY FOREST TYPE**

51-75%	76-90%
10-25%	91-100%
26-50%	

**Hoonah needs timber and deer, roads and salmon, wildlife and people.**

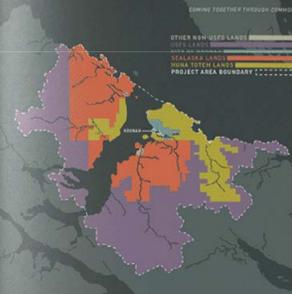
### Roads and Hydrology

Healthier stream access 464 miles of the project area in various conditions and levels of access. Most of this access is owned and maintained by landowners or public agencies. Of those developed roads, 127 miles have been "seized" or closed. Road work is generally a multi-year effort that has been completed and sections have been left to decommission water access for the road, prevent erosion, and restore wildlife access. There are currently 122 miles of open road in the project area, and landowners are in the process of determining how much of this road system will remain open and maintained.

**Hoonah residents extensively use road systems throughout the project area for hunting, harvesting, and fishing.**



### COMING TOGETHER THROUGH COMMON GOALS | THE HOONAH NATIVE FOREST PARTNERSHIP 20



**OTHER NON-USED LANDS**

- HOONAH INDIAN ASSOCIATION
- SEALASKA
- HUNA TOTEM LANDS
- PROJECT AREA BOUNDARY

The HNFP partners all share a **common vision**—a thriving community with access to abundant resources and workforce opportunities that consists of members who work together to improve economic, ecological, and social conditions.

## THE HOONAH NATIVE FOREST PARTNERSHIP

# Spasski: the Working Watershed

Since 2017, The Hoonah Native Forest Partnership has worked in the Spasski Watershed to improve the health of its waters, habitat and create local connections through meaningful work. We rely on local people to help restore streams, maintain roads, and enhance wildlife habitats throughout the watershed.

Our goal is to increase the quantity of fish and deer available to the community of Hoonah and ensure populations are healthy for future generations. We use an "All Hands, All Lands" approach to stream restoration by keeping the community of Hoonah involved. Putting people to work on the land is what we do.

**Why Spasski?**

- 33,097 ACRES IN SIZE
- 6,354 ACRES OF DEER HARVEST
- 70% OF DEER WATER RANGE HARVESTED
- 53% LAND OWNERSHIP
- 67% HUNA TOTEM
- 79.7 MILES OF ROAD
- 12.4 MILES OF HIGH-QUALITY SALMON HABITAT




## THE HOONAH NATIVE FOREST PARTNERSHIP

An Interdisciplinary, Collaborative Approach to Watershed Assessment and Resource Planning

### Stream Restoration

HNFP has completed multiple stream restoration projects in the Spasski Watershed with the help of local workers and contractors. You can see these restoration sites firsthand on the East and West Spasski Valley roads. Due to logging practices before the Forest Practices Act, these sites experienced substantial old growth removal from their streams and rivers. By removing wood from these water systems, pools stop forming—severely impacting spawning habitats for salmon. To complete these restoration projects, we use two methods for pulling logs, one with low-impact hand tools (shovels or pulleys) and another with machines. Each method has its own merits and results in increasing salmon spawning habitats throughout the watershed. To this day, we continue to monitor and learn from these sites.



**Our local youth worked alongside the HNFP crew to complete stream restoration, supporting local land stewardship now and in the future.**

### Habitat Restoration

Once a forest is cut for timber, it is necessary to actively manage it. The health of a watershed's ecosystem is intertwined, so adopting practices that benefit both the habitat and the animals and people that rely on it is vitally important. Improving the conditions for one can improve them for all. In Hoonah, our community relies on deer, berries, mushrooms, plants as medicine, and many other resources from the forest.

**We see ourselves as part of this watershed.**

Since 2017, we have worked to improve the forests of the Spasski Watershed by completing tree thinning projects that benefit wildlife and the people of Hoonah. The goal of our work is to clear enough trees for sunlight to more easily reach the forest floor and increase plant growth.

Tree thinning done strictly to improve timber? (called pre-commercial thinning) results in a lot of dead trees on the ground that block wildlife and humans from using the land. To get around this, our local crews have adopted "grinding" a practice that kills the tree without dropping it. By doing this, a tree dies standing up and falls over time.

### OUR PARTNERS

This project has been made possible through the countless hours and dedication of our partners, contractors, and work crews. This type of work takes an amazing amount of expertise and dedication. We'd like to thank Sealaska Corporation, Huna Totem Corporation (landowner), Hoonah Indian Association, National Resource Conservation Services, the U.S. Forest Service, The Nature Conservancy, Alaska Department of Fish and Game, City of Hoonah, and the Sustainable Southeast Partnership for their support, financial contributions, and willingness to engage in this important work. We'd also like to thank the U.S. Fish and Wildlife Service for their instrumental funding in stream restoration.

**GET CONNECTED**

Want to learn more? We're glad to hear you do!

Head to [HIA-ENV.ORG](http://HIA-ENV.ORG) for more information on our work and ongoing projects or follow us on Facebook @hoonahnativeforestpartnership to stay connected. If you're in Hoonah, come join our monthly meetings with the Huna Stewardship Council.

Check out our app @GATHER SOUTHEAST to access issue-reporting and resource monitoring for the Hoonah road system. Find us on Android and Apple app stores!

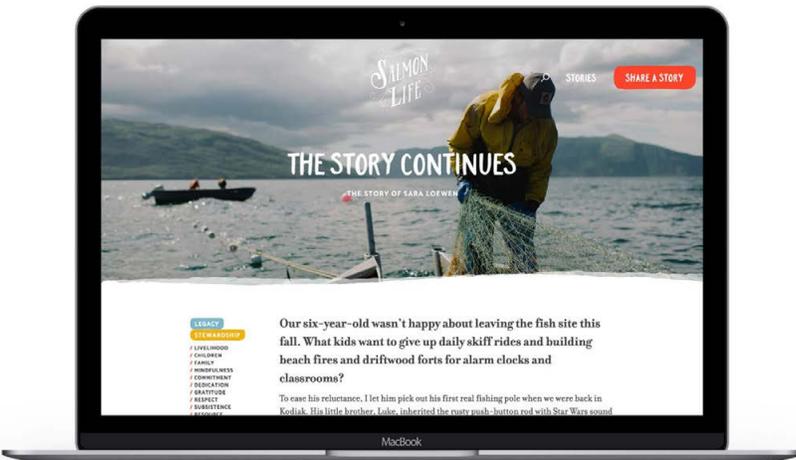
Creating cohesion for Alaska's largest private philanthropic organization.

Element created a new and lasting vision for the next generation of Rasmuson Foundation's professionals and projects through a year-long discovery and brand development phase. This work included a detailed communications audit, a robust stakeholder research process and reporting, and strategic visioning sessions with their executive leadership and program teams. At the end of our process, Element created a high-impact parent and sub-brand system to help organize their many initiatives, streamline their work, and revitalize their communications.



Salmon Life is a storytelling movement that celebrates the diverse ways salmon shapes and connects the lives of all Alaskans.

Element Agency designed and executed a full-scale storytelling campaign for The Salmon Project. The Salmon Life website encourages viewers to explore and discover different stories of Alaskans from across the state, living the “salmon life.”



ENTERTAINMENT  
PASSION  
/ EDUCATION  
/ PHOTOGRAPHY  
/ COMMUNITY  
/ ENVIRONMENT  
/ LIFESTYLE  
/ ADVENTURE  
/ TRAVEL  
/ CONNECTIONS

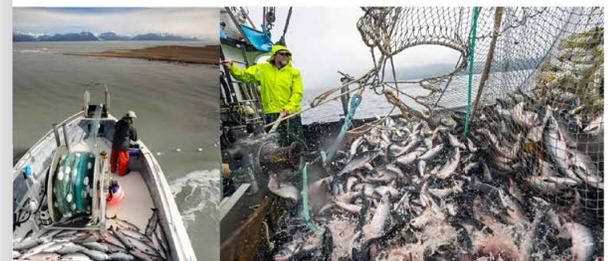
I have spent fourteen summers mirroring the migration of salmon as they return to their natal streams that pierce the shorelines of Alaska. Silvery bodies pulse through the chh and flood of each passing tide, as they inch closer to fulfilling their biological programming. I too feel a similar push and pull to return to these same rivers each season.

As a fisherman, the start of every season is a homecoming, reconnecting with my commercial fishing family in Bristol Bay. The familiar faces that line the boat decks year after year interweave with my memories of each passing season, weaving together to create the patchwork quilt that makes up my fishing experiences. My witness to one of the greatest migrations on the planet is also a means of sustaining my way of life.



Our shared experiences, whether they are first-hand or relayed through story, bind us to our collective efforts to sieve salmon from Alaskan waters. No matter where you go in Alaska, every fisherman thinks their salmon taste the best and that their gear type, be it seining, gillnetting, or tautling, produces the best salmon. They are all right; salmon are delicious. I have witnessed and played referee in many a prideful discussion at the bar as to who has the best salmon. Rarely does anyone sway the opinion of the other party. In the end, the conversation transitions to tales of high seas, huge catches, the ones that got away, and the commonalities of living a salmon life.

Our shared experiences, whether they are first-hand or relayed through story, bind us to our collective efforts to sieve salmon from Alaskan waters.



As the saying goes, we are what we eat, and if that's the case, I will have seconds of any wild Alaskan salmon, regardless of where it was harvested or if it was caught by a hook or net. Ultimately, I know that whoever harvested the mouthwatering portion of perfection adorning my plate, did so with great pride and love for their chosen lifestyle. I know this, because I feel the same way as I pick each silvery fish from the net, and see it in the faces of all the fishermen I photograph. Our labors reflect those of the salmon we pull from the ocean and rivers, and in long as we continue to care for our land and waters, they will continue to return for future generations of Alaskan fishermen.



As long as we continue to care for our land and waters, they will continue to return for future generations of Alaskan fishermen.

ENTERTAINMENT  
PASSION

Story by  
Chris Miller

Chris Miller is a freelance photographer based in Juneau, Alaska who focuses primarily on commercial fishing, backcountry hiking and snow-bunting, and other adventures. His work has appeared in the New York Times, The Atlantic, and The

[Visit Sitka](#) is the official destination marketing organization for the beautiful community of Sitka, Alaska. Element helped reposition their brand and crafted a suite of high impact collateral to better reach their global audience through the following overall processes:

### **A brand facelift**

In 2017, Visit Sitka approached Element for brand positioning and collateral design services. Their existing branding was falling short of reaching key audiences, and their suite of collateral felt dated and out of sync with their new approach to marketing. Since then, we've worked with Visit Sitka to create a fresh new brand, an even stronger marketing strategy, and a suite of stunning marketing collateral.

### **Refining the original logo**

The original Visit Sitka wordmark had strong brand recognition, but we immediately identified a few ways to strengthen the legibility of the existing logo. The result: a cleaner logo with fine-tuned alignment and white space that reproduce well at small sizes.

### **Adding character and expanding the brand suite**

In addition to improving the wordmark, we also created a brand color palette that reflects the local landscape, adopted typography to match the friendly but professional tone of the organization, designed some Sitka inspired textures to add flavor throughout their collateral, and added fun new icons to improve the brand hierarchy.

### **A new suite of print collateral**

Past Visit Sitka print collateral felt dated and off brand, falling short of communicating all that Sitka has to offer. Using fresh design and marketing techniques, Element revamped the print materials to include a Visit Sitka magazine and fun, easy-to-use pocket maps.

# Sitka VISIT

OLD LOGO



REFINED LOGO



CAP HEIGHT ALIGNMENT

OPEN TRACKING

SEPARATED 'K' & 'A'



## A new website

Their website was comprehensive, but fell short of communicating the sophistication of this island community. Element Agency designed and developed a modern, responsive website, focused on a highly visual and engaging user-experience.

## Outcomes and looking forward

As Visit Sitka's official marketing partner, Element continues to create high impact content and collateral for Sitka and its visitors. You can experience the immersive website live at [www.visitsitka.org](http://www.visitsitka.org) and follow along with our social media efforts on Instagram @visitsitka.



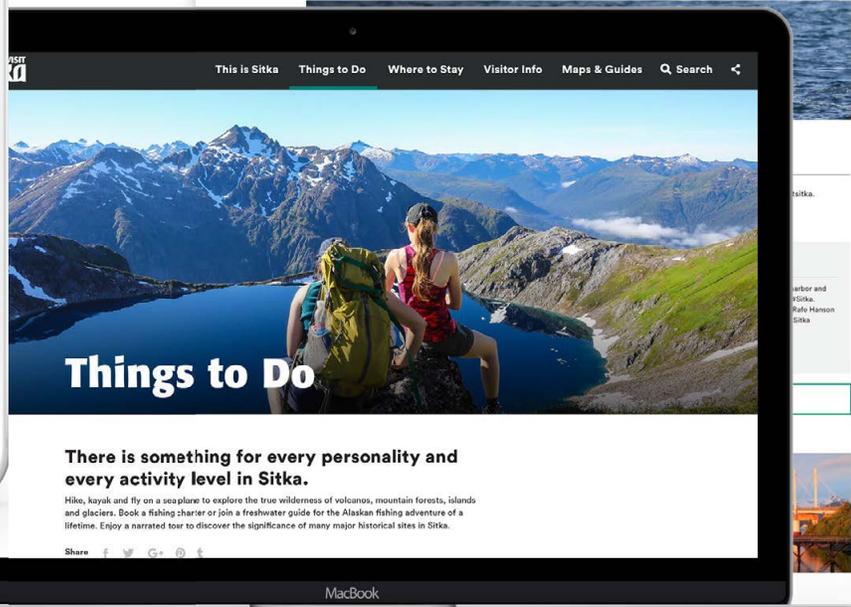
Inspire your imagination. Refresh your spirit.  
The beauty of Alaska awaits.



### Plan Your Trip



### What's Happening?





**SHOP**

**CUSTOM CRAFTSMANSHIP FROM LOCAL CREATORS**

With breathtaking surroundings, misty ocean waters, and a rich Alaska Native culture, Sitka inspires works of art that will leave you captivated.



Bring Creativity Home  
visitsitka.org/shop-to-stay



Visitors can find truly one-of-a-kind pieces from master carvers, painters, and jewelers throughout the store in downtown Sitka. A stroll along Lincoln and Kotzebue Street leads like walking through a museum of art, with galleries and displays drawing spectators in. The artwork found in these shops gives visitors a closer look at Sitka's living cultures and the artisans that inspire local artists. Stop by these locations to support Sitka's artists and purchase some of their unique creations.

**NATIVE ART INSPIRED BY NATURE**  
Inside the Sitka's Kotzebue Street Community House Gift Shop, Native artists share their traditions through hand-painted wood carvings, engraved cuff bracelets, and carvings. Some of the incredible indigenous artwork featured in the shop was seen for guests from Robert Miller and the heavy art installation work of Pi'itah David Christian. You can also find custom design engraved clothing and gifts.

**LOCAL GALLERIES**  
Local artists, including handcrafted jewelry, can also be found at the Arctic Cove Gallery. At Sitka's artist's cooperative, the Island Artists Gallery, visitors can find local jewelry, photography, watercolor, pottery, and woodwork.

**DINE**

**Sustainable Eats: A BOND BETWEEN FISHERMEN & RESTAURANTS**

*"As a fisherman [...] this direct connection inspired us to process each fish with respect and care."*



**In Sitka,** the ocean breathes life into the community. Its waters filled to the brim with nourishment, traditions, and a rich history of sustainable fishing practices.

Though many catch a fish for a good meal, the fisherman's connection to the ocean is deeper than just the fish. It's a bond that's been passed down through generations. For many, the fish is not just a source of food, but a source of pride and a connection to their community.

Local seafood restaurants, such as The Fisherman's Table and the Sitka Seafood Company, are committed to sourcing their fish from local fishermen. This ensures that the fish is fresh and that the fishermen are supported.

Along with supporting the local fishing industry, these restaurants also offer a variety of sustainable dining options. From locally sourced produce to eco-friendly packaging, these establishments are committed to reducing their carbon footprint.

When you dine at a local restaurant in Sitka, you're not just eating a meal, you're supporting a sustainable community. So next time you're in Sitka, make sure to try some of the delicious local seafood. You'll be supporting a sustainable future.

**Loaded Greek Salad with Salmon**  
Recipe by Chef Michael D. Smith

**INGREDIENTS:** 1/2 cup olive oil, 1/4 cup red wine vinegar, 1/2 tsp salt, 1/2 tsp black pepper, 1/2 cup feta cheese, 1/2 cup kalamata olives, 1/2 cup cherry tomatoes, 1/2 cup cucumber, 1/2 cup red onion, 1/2 cup dill, 1/2 cup parsley, 1/2 cup mint, 1/2 cup oregano, 1/2 cup basil, 1/2 cup thyme, 1/2 cup rosemary, 1/2 cup sage, 1/2 cup lavender, 1/2 cup chamomile, 1/2 cup calendula, 1/2 cup echinacea, 1/2 cup ginger, 1/2 cup turmeric, 1/2 cup cinnamon, 1/2 cup nutmeg, 1/2 cup cloves, 1/2 cup allspice, 1/2 cup vanilla, 1/2 cup almond, 1/2 cup cashew, 1/2 cup walnut, 1/2 cup pecan, 1/2 cup hazelnut, 1/2 cup pistachio, 1/2 cup macadamia, 1/2 cup coconut, 1/2 cup hemp, 1/2 cup flax, 1/2 cup chia, 1/2 cup psyllium, 1/2 cup arrowroot, 1/2 cup xanthan, 1/2 cup guar, 1/2 cup locust, 1/2 cup agar, 1/2 cup carrageenan, 1/2 cup alginate, 1/2 cup gelatin, 1/2 cup collagen, 1/2 cup bone broth, 1/2 cup stock, 1/2 cup water, 1/2 cup vinegar, 1/2 cup oil, 1/2 cup honey, 1/2 cup maple, 1/2 cup agave, 1/2 cup coconut oil, 1/2 cup olive oil, 1/2 cup avocado oil, 1/2 cup ghee, 1/2 cup butter, 1/2 cup lard, 1/2 cup tallow, 1/2 cup schmaltz, 1/2 cup suet, 1/2 cup fat, 1/2 cup skin, 1/2 cup bones, 1/2 cup marrow, 1/2 cup organs, 1/2 cup glands, 1/2 cup nerves, 1/2 cup tendons, 1/2 cup ligaments, 1/2 cup cartilage, 1/2 cup skin, 1/2 cup bones, 1/2 cup marrow, 1/2 cup organs, 1/2 cup glands, 1/2 cup nerves, 1/2 cup tendons, 1/2 cup ligaments, 1/2 cup cartilage.

**DIRECTIONS:** Add the salmon to the salad and mix well. Top with the dressing and serve immediately.

**ACTIVITIES**

**Eat, Sleep, Fish, Repeat**

The sound of waves splashing against the boat fades as you grip your fishing rod and begin to reel in what's tugging on your line. Saltwater drips down your gear, and your guide yells out, "Fish on!"

Before you know it, the silver skin of a salmon sparkles just above the water's surface. You've successfully pulled in tonight's dinner, a routine outcome for guests aboard a day charter in Sitka.



While the fish are plentiful, it's often the hosts who bring guests something back each year, and Visitors' Charities' (P.O. Box 1000) is no exception. Visitors' Charities has been collecting experiences for guests since 1995, both on and off the coast.

Once a day B&B with a single fishing boat, Visitors' Charities offers a full blown lodge, big enough to host 10 guests, and three adventures that provide 360-degree fishing action, one of the best opportunities to watch their meals prepared in front of them, and the charity pride themselves on teaching visitors how to cook their catch at home.

Each fishing boat provides experienced fishermen and Coast Guard licensed captains, all of whom know the best spots for fishing and provide some of Sitka's best weather. A day at Visitors' Charities is more than just catching fish, it's one great day. It's one of a kind. You'll not find the family, not a chef.

Photo by D.D. Graham

**GETTING AROUND**

**Sitka on Two Wheels**

While Sitka is often praised for its beautiful views, it also made that way around the island on bikes.

The best bike routes in Sitka are the Sitka Coastal Loop, the Sitka Mountain Loop, and the Sitka Forest Loop. Each route offers a different view of the island and its surroundings.

**A Different Way to Explore**

Sitka is the perfect hub for off-island adventuring and sightseeing, and airplanes allow visitors access to Southeast Alaska locations that larger airlines cannot reach.

Recent airlines include Alaska Airlines, Delta, and Alaska Skyway. Alaska Skyway is a regional airline that provides service to various locations in Southeast Alaska.

**No matter where your journey takes you, Sitka is the gateway for all your Southeast Alaska wilderness adventures.**



**Fish On!**

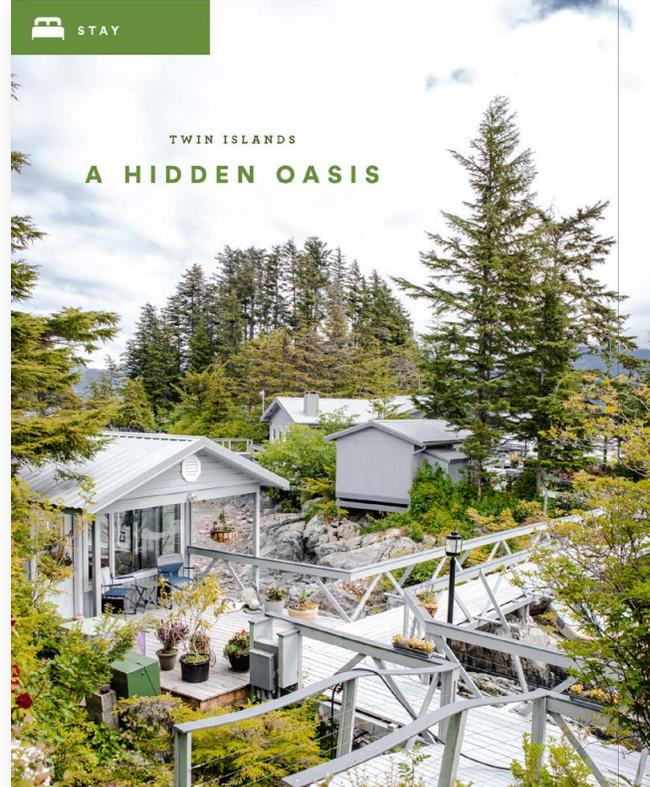
Discover and try fishing in your own back yard. Sitka is a great place to learn how to fish. The Sitka Fishing Club offers lessons for all ages and skill levels.

For more information, visit [visitsitka.org/fishing](http://visitsitka.org/fishing).

**STAY**

**TWIN ISLANDS**

**A HIDDEN OASIS**




When people hear the word "Alaska," images of ruggedness and untouched wilderness may come to mind. But owners of **Twin Islands Retreat**, Merri and Larry, offer another side to the state—a luxurious, oceanic haven.

The Californian couple had dreamed of opening a bed and breakfast in Sitka, and after visiting Twin Islands, they decided to dream bigger, renovating the existing lodge and turning the private island into an all-inclusive destination. At Twin Islands, luxuries abound with sumptuous linens, plush robes, and spa-like bathrooms.

has unobstructed views of the water, mountains, and forests." Even the air is unlike any other, something the owners note guests frequently comment on.

Merri and Larry also take pride in how they've managed to incorporate Sitka's natural environment and weather patterns into their daily practices. All of the water used for drinking and showering is collected from rain and then passed through a special filtering system, resulting in water so fresh, guests are constantly refilling their water bottles.

With everything this destination has to offer, Merri says, "We are so grateful to be here, and we are happy we can share it."

The islands surrounding Sitka are dotted with accommodations. Dove Island Lodge is an all-inclusive property that offers a luxury experience with chef prepared meals, a full service spa, an 8,000 bottle wine cellar and four options including ATV's, Hightesting and Fishing.

**Retreat and Recharge** For more unique stay options, check out [visitsitka.org/where-to-stay](http://visitsitka.org/where-to-stay)

Photo by Zachary Brown @zacharybjb

# HIKING MAP VISIT Sitka

**BE BEAR AWARE** Carry bear spray. Know how to use it. Be alert. Make noise. Hike in groups. Don't run.

Sitka is located on Baranof Island where the brown bear population is about one bear per 1.5 square miles. Bear activity is highest between spring and fall, but bears are present year-round. While trekking through bear country, remember the following:

- Share your hiking plans with someone else | Make noise to announce your presence | Hike in groups, and keep dogs on leashes | Carry bear spray in an accessible area and know how to use it beforehand | Stay alert and approach blind corners with caution | Pack it in. Pack it out. Throw trash away in bear-resistant dumpsters
- If you encounter a bear, **DO NOT RUN**. Back away slowly while facing the bear. Make noise and try to look large. Use bear spray if necessary.

TRAIL LEGEND: Hiking Trail (dashed line), Unpaved road (solid line), Paved road (thick solid line). Distance = 1 mile.

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# Alaska's INSIDE PASSAGE

Plan your adventure. [www.visitsitka.org](http://www.visitsitka.org)

**Close Than You Think**

ANCHORAGE > SITKA 3 HR  
SEATTLE > SITKA 2 HR

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# Downtown Sitka Map

#visitsitka  
@visitsitka | Facebook.com/VisitSitka | pinterest.com/VisitSitka  
visitsitka.org | (907) 747-8604

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# 2020 POCKET GUIDE

2020 POCKET GUIDE

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# ATTRACTIONS VISIT Sitka

**Legend:**  
 ■ = Downtown Shop/Dine  
 ⓘ = Visitor Info Center

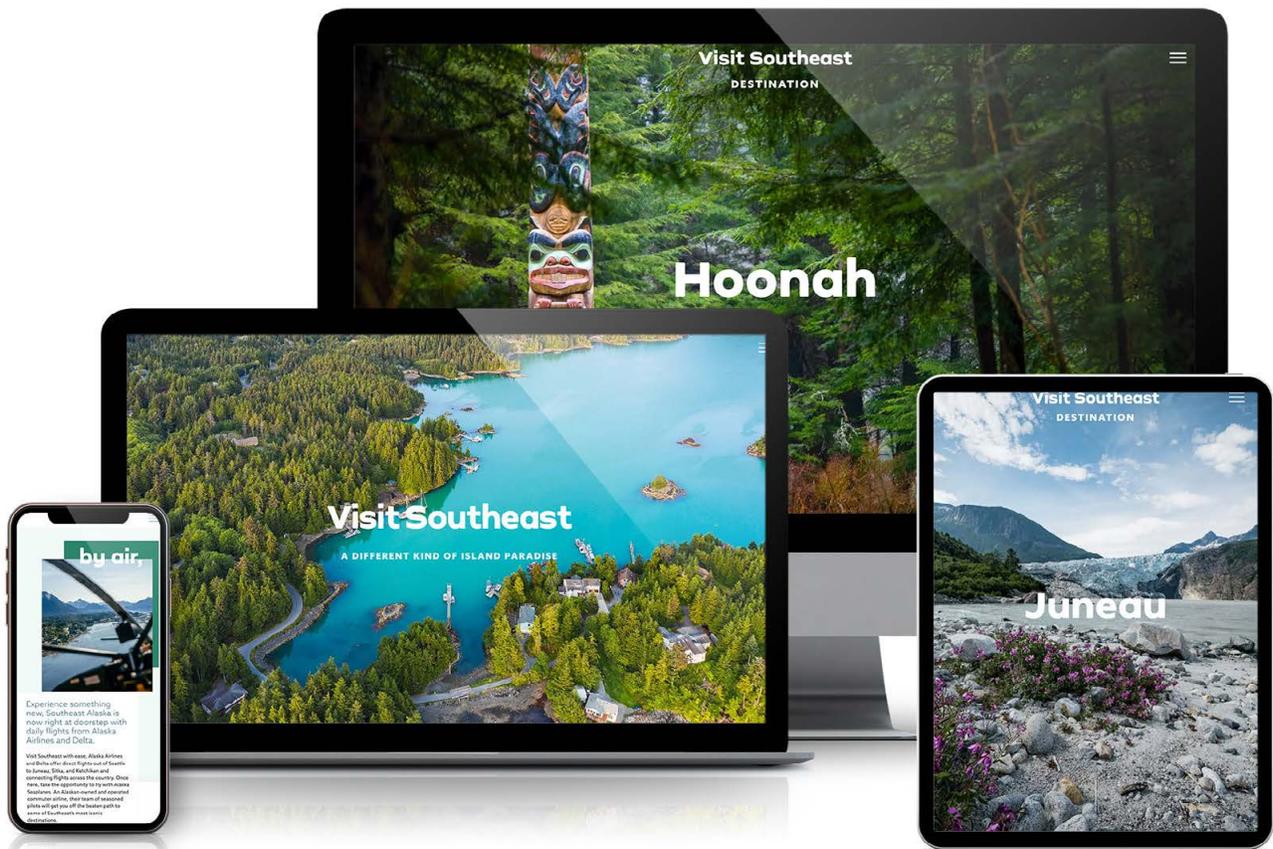
- 1 Baranof Castle Hill
- 2 St. Michael's Cathedral
- 3 Sitka Lutheran Church
- 4 Harrigan Centennial Hall
- 5 Sitka History Museum
- 6 Russian Bishop's House
- 7 St. Peter's by the Sea Episcopal Church
- 8 Sitka Sound Science Center/The Sage Building
- 9 Sheldon Jackson State Museum
- 10 Sitka Fine Arts Campus
- 11 Sitka National Historical Park
- 12 Alaska Raptor Center
- 13 Fortress of the Bear
- 14 Sitka National Cemetery
- 15 Sitka Russian Cemetery
- 16 Princess Maksoutoff's Grave
- 17 Russian Block House
- 18 Alaska Native Brotherhood Hall, Sitka Camp No. 1
- 19 Shee't'ka Kwa'n Naa Kahidi Tribal Community House
- 20 Totem Square
- 21 Sitka Pioneer Home
- 22 Hanes P.E. Center
- 23 Crescent Harbor Tender Dock
- 24 St. Gregory Catholic Church
- 25 O'Connell Bridge Dock

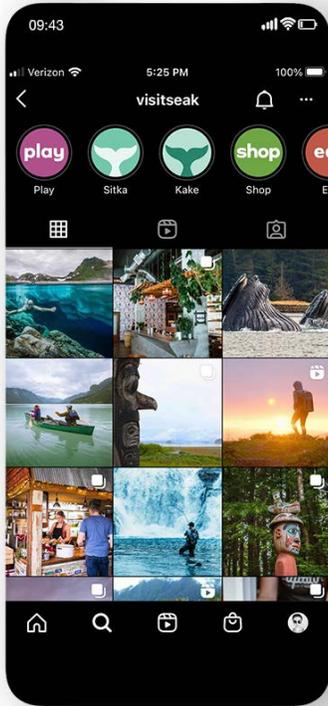
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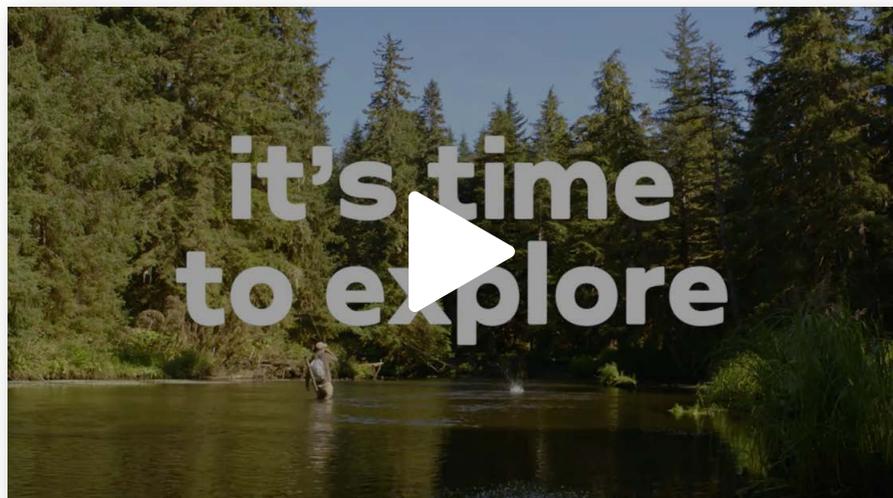
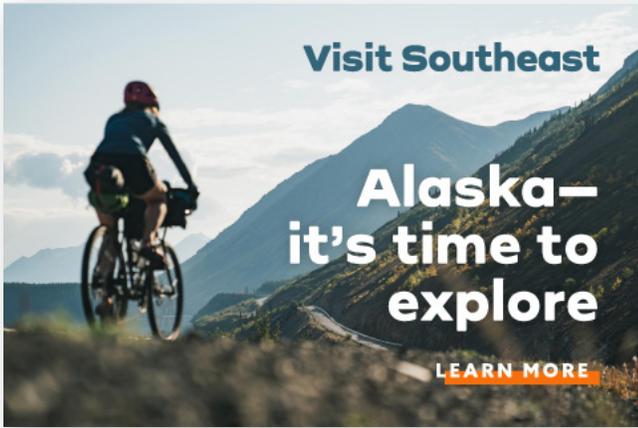
Element partnered with Spruce Root, who received CARES Act grant funding, to produce a wide-reaching campaign promoting regenerative tourism and COVID-safe travel to Southeast Alaska.

To achieve these goals, Element created a visual brand and campaign [hub website](#) for Visit Southeast, as well as producing and implementing measurably effective digital advertising and social media marketing strategies. The website features attention-grabbing background information about and images of Southeast travel destinations, along with travel information and a business directory. By commissioning creatives and influencers, Element is building an asset cache of high-quality photography and videography centered around Southeast travel, which will be a pivotal marketing resource for Southeast Alaska businesses and organizations for years to come.

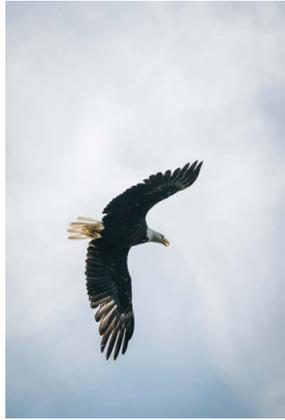
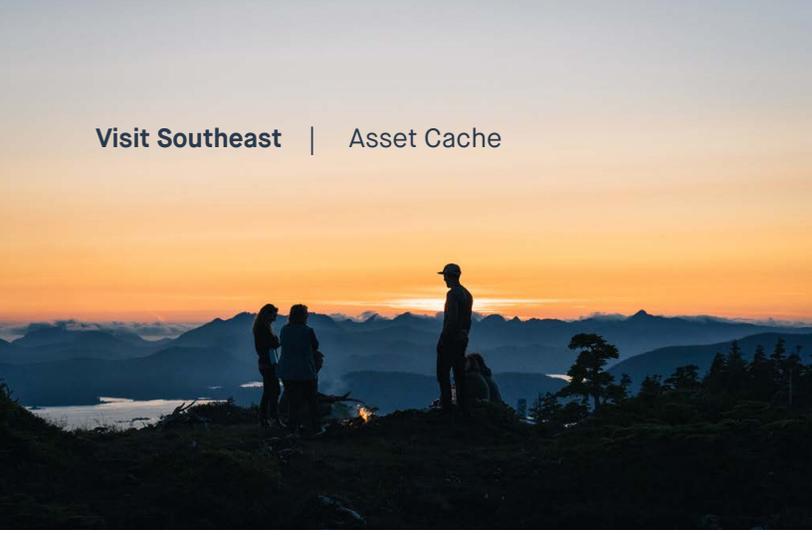
# Visit Southeast







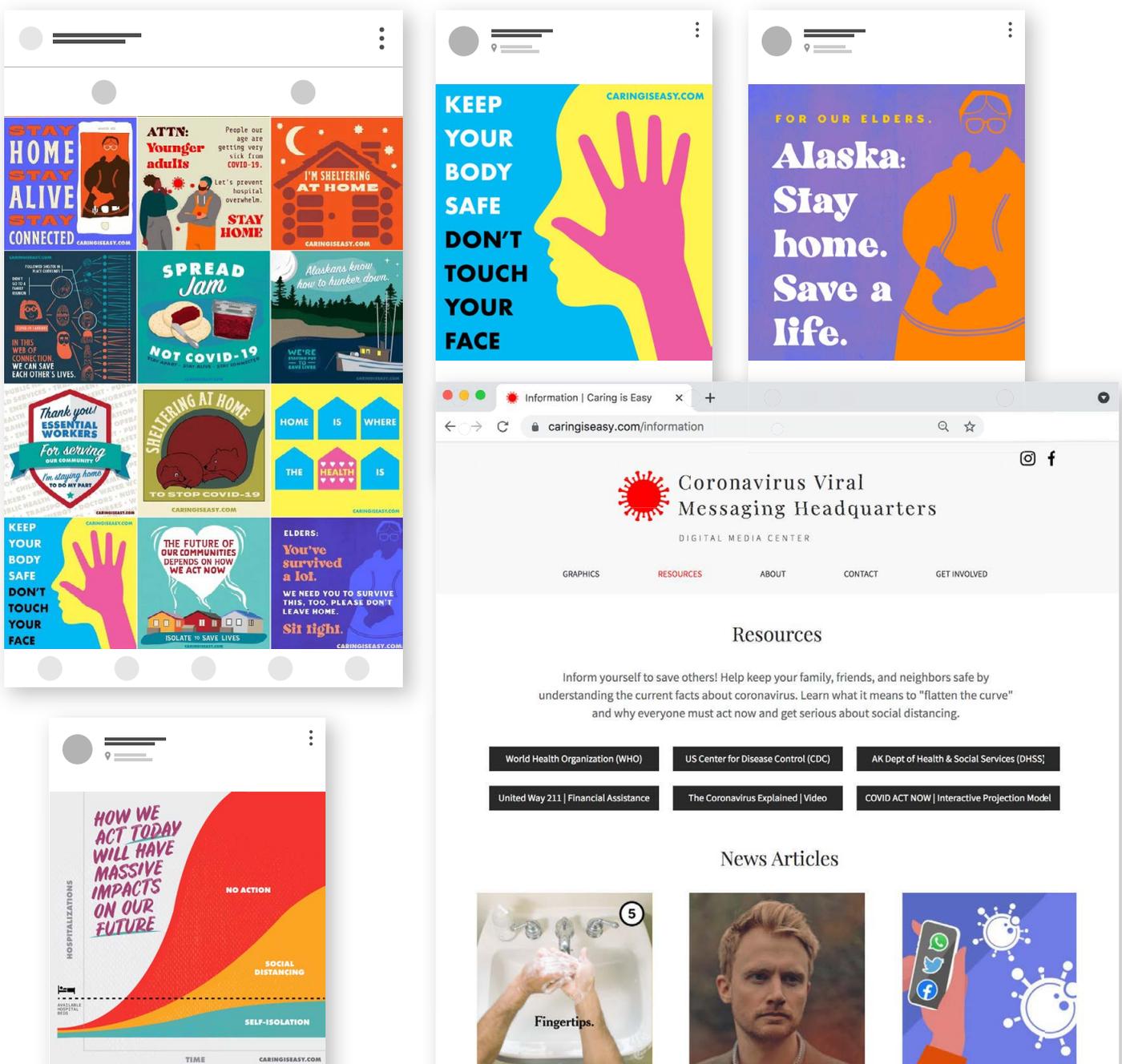
Visit Southeast | Asset Cache



Element created the social media outreach campaign [Caring Is Easy](#), to promote important messaging about COVID-19 at the onset of the pandemic.

Our goal was to create viral shareable content to grab attention and inform community safety with up-to-date information and resources. It was the first campaign of its kind in Alaska, and one of the first in the Nation. Our team researched news articles, collected health and safety resources and websites, created visual graphics with slogans, taglines, and hashtags, and built a website that served as a digital media hub to download graphics and videos and find articles and resources. To promote the website and content, Element reached out to Alaskan social media influencers to share posts and to businesses and organizations for partnerships.

Caring is Easy was a successful campaign due to its high levels of reach, shares, likes, and website traffic. Social media posts consistently reached people in the hundreds and multiple times in the thousands. On the Caring is Easy launch date over 400 people visited the website, for the first month 200+ people a day visited the site, and the site has experienced 2,100 first time visitors and 355 returning.



The City of Sitka wanted to produce a video informing travelers of the current safety guidelines and expectations when visiting with regard to COVID-19.

Element oversaw the manuscript development, emphasizing safe and socially responsible traveling while showcasing the beauty Sitka has to offer. Element shot the video and produced the final version for the City to share at the airport and on social media.



The City of Hoonah is Southeast Alaska’s largest Tlingit community located on Chichagof Island. A popular destination for cruise ships and independent travelers, the City of Hoonah offers visitors an authentic and locally-driven experience.

Element executed the concept, content research, writing and design of wayfinding and interpretive signage for the city of Hoonah. The signage provides cruise ship visitors with general information about the history and culture of Hoonah. This work included designing maps which serve as an in-situ visitor’s guide, directing visitors from the cruise ship port to town and back.



## Million Dollar Fleet

Considered the most challenging salmon fishery in Alaska, the purse seine fishery in Icy Strait came to be dominated by Hoonah’s skilled fishermen in the 1900s. These brave fishermen learned to navigate their boats and accompanying seine skiffs with a challenging tidal range of over 20 feet, swift currents and the occasional iceberg from Glacier Bay complicating their work.





▲ The captain, Keef Greenwald, Sr. is seen in the fish hold, patching their deckboard by hand. John Louison is standing in the hold and Louis Hoffmann stands in the back. It is thought that this photo was taken on the PV Reliance. Photo provided by Hoonah Heritage Foundation.

▲ In the Middle Pass of the Icy Strait, Hoonah boats could fish without competition. The tides were so rough other boats could not fish there. Photo provided by the Hoonah Heritage Foundation.

▲ Tying fish on seine/hoist. Photo provided by the Hoonah Heritage Foundation.

One particularly treacherous part of Middle Pass was so turbulent it became known as “The Laundry.” Applying their local knowledge of tides and weather patterns to these challenging waters, Hoonah fishermen were able to perfect the art of intercepting salmon coursing through The Laundry. The popularity of fishing The Laundry grew, and by the 1960s, there were perhaps 400 seine boats fishing in the area, a group dubbed “The Million Dollar Fleet” because of the profitable fishery they pursued.

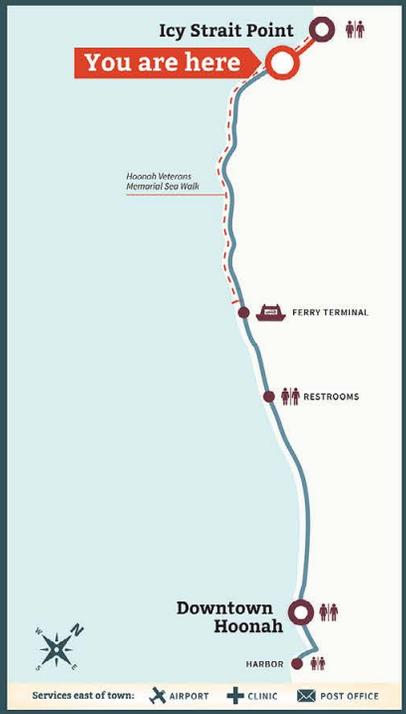
In 1974, Alaska Department of Fish and Game closed the salmon seine fishery in the area, and Hoonah’s seine fleet – and the

traditional knowledge associated with fishing The Laundry – diminished over time.

Today, however, the proud Hoonah fishing legacy continues with a diversified group of fishermen and target species. Our community supports salmon trollers, salmon purse seiners, salmon gillnetters, halibut longliners and crabbers. Fishing and processing remains an important industry in Hoonah as we work hard to sustain our community and share delicious Alaskan seafood with the world.



# Hoonah



**Icy Strait Point**  
You are here

Hoonah Veterans Memorial Sea Walk

FERRY TERMINAL

RESTROOMS

**Downtown Hoonah**

HARBOR

Services east of town: AIRPORT CLINIC POST OFFICE

WALKING TIME TO DESTINATIONS

← Downtown Hoonah	30 minutes (1.45 miles)
← Restrooms	20 minutes
→ Icy Strait Point	3 minutes (.15 mile)

**Learn Tlingit [T-ling-it]**

Hoonah is the largest Tlingit community in the world, with a language that has been used for generations.

Thank you.

**Gunalchéesh**  
[Goon-alth-CHEESH]

Thank you all for coming.

**Gunalchéesh haat yee.aadi**  
[Goon-alth-CHEESH hot-yee-ah-DEE]

cityofhoonah.org





## Settling in Xunaa

What is time immemorial? That's the phrase that explains just how long the Tlingit, Alaska Natives indigenous to Southeast Alaska and parts of neighboring Canada, have lived in harmony with the local landscape. The Tlingit relish a rich oral tradition that celebrates their ancestors, previous inhabitants dating so far back that there is no memory of the beginning.



## Protected from the North Wind

For generations, the four Tlingit clans from Hoonah prospered in a glacial valley called 'S' Shuyee, now known as Glacier Bay. Although clan members traveled widely, they returned each winter to their permanent village site, L'ewohshaa Shaaee Aan, or "town on top of the sand mountain."

In the mid-1700s, a large glacier at the head of 'S' Shuyee advanced suddenly, Xunaa Tlingit legend says "as fast as a running dog." This glacier destroyed L'ewohshaa Shaaee Aan, forcing the community to find a new home.

Xunaa Tlingit oral tradition describes this tragic exodus and the clans' dispersal throughout the Ky Strait area in search of settlement sites. Fort Frederick offered access to food and water and protection from the harsh glacial winds. And so, the village of Xunayah, meaning "protected from the north wind," but more commonly known now as Xunaa or Hoonah, was established.

Image of Hoonah's basket weavers provided by the Alaska State Library.



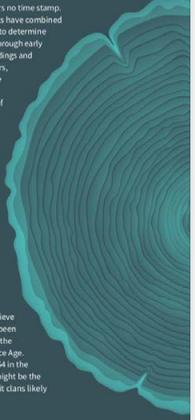
Hoonah has a rich cultural history that reaches back centuries. This photograph was taken in Hoonah between 1900-1910 and was provided by the Alaska State Library, David and Mary Hoggeman Collection.



## Tradition and Science Unite

Like most oral histories, Hoonah's story bears no time stamp. Collaborating anthropologists and geologists have combined traditional knowledge and Western science to determine just when Xunaa was first settled. By sifting through early historical accounts, hours of old sound recordings, and conducting new interviews with living elders, anthropologists pieced together a narrative detailing the clans' wandering search and ultimate settlement in Xunaa. One portion of this historical journey provided a possible link to Western chronology. Xunaa Tlingit elders describe a particularly harsh period immediately following the clan's settlement, known as Wookh'it' Tsak'w or "two winters" (literally, "one right after the other") — a time when summer never arrived. Oral narratives reported this as a time of extreme cold and starvation.

Scientists used dendrochronology or tree-ring analysis, to hone in on possible calendar dates for this period of extreme cold. By sampling remnant tree stumps alive during the Little Ice Age in lower Glacier Bay, they identified a period of two years during which little or no tree growth occurred between 1754-1756. Scientists believe this two-year tree-ring signature may have been caused by a volcanic event that aggravated the already extreme cold brought by the Little Ice Age. They believe that the eruption of Taal in 1754 in the Philippines and/or Katta in Iceland in 1755 might be the culprit. If they are correct, then Xunaa Tlingit clans likely settled here sometime in 1754.



## Thriving in Remote Alaska

For 800 residents, Hoonah is home. This rural island community is surrounded by prolific mountains, island-spotted bays, towering forests and powerful winding rivers that feed us, employ us and provide the foundation of our culture.

## Welcome to Hoonah

Welcome to our home, a place nestled in Alaska's Inside Passage and surrounded by bountiful waters that define our lives and our legacy. In Hoonah, we are intrinsically connected to the sea: our source for food, the foundation of our economy and the inspiration for our culture.

## Our Home

The surrounding landscape provides abundant natural resources like ancient forests, healthy salmon populations, wild berries and deer. These resources provide jobs, fill our freezers, encourage recreation and spark imagination. In Hoonah, we follow the rhythm of the seasons. Our livelihood and culture are tied to nature's shifts. We camp and boat, hunt and fish. And, our way of life has inspired cowboys, authors, photographers and artists. We honor and respect the landscape that so generously provides for us, ensuring future generations will also enjoy this prolific place.

In remote Alaska, there are vast challenges to building strong and lasting communities. We are limited by what is available here and are only accessible by boat or small plane. However, Hoonah is an excellent example of how innovation and self-determination are leading to prosperity in an isolated, rural village. Residents maintain a diversified local economy with industries in fishing, seafood processing, timber, land management, government and tourism. In Hoonah, we work with the resources we have to find creative solutions for a sustainable community.

## Southeast Alaska

Map showing Southeast Alaska communities including Sitka, Ketchikan, Wrangell, Hoonah, and others. A circular inset provides a detailed view of the Hoonah area, highlighting its location relative to other local islands and communities.

## A Living Culture

The abundance of forest and water in Southeast Alaska has nurtured vibrant and creative people for generations, and this inspired Tlingit art takes many forms throughout Hoonah. Carved wooden wall panels on community buildings, like the artwork on the dance theater of Ky Strait Point, document Xunaa Tlingit stories passed down through generations. Masks, drums and regalia (traditional clothing) are donned during dances, ceremonies and potlaches, or ceremonial feasts. Ancient trees are turned into canoes for

**Gordon Greenwald**

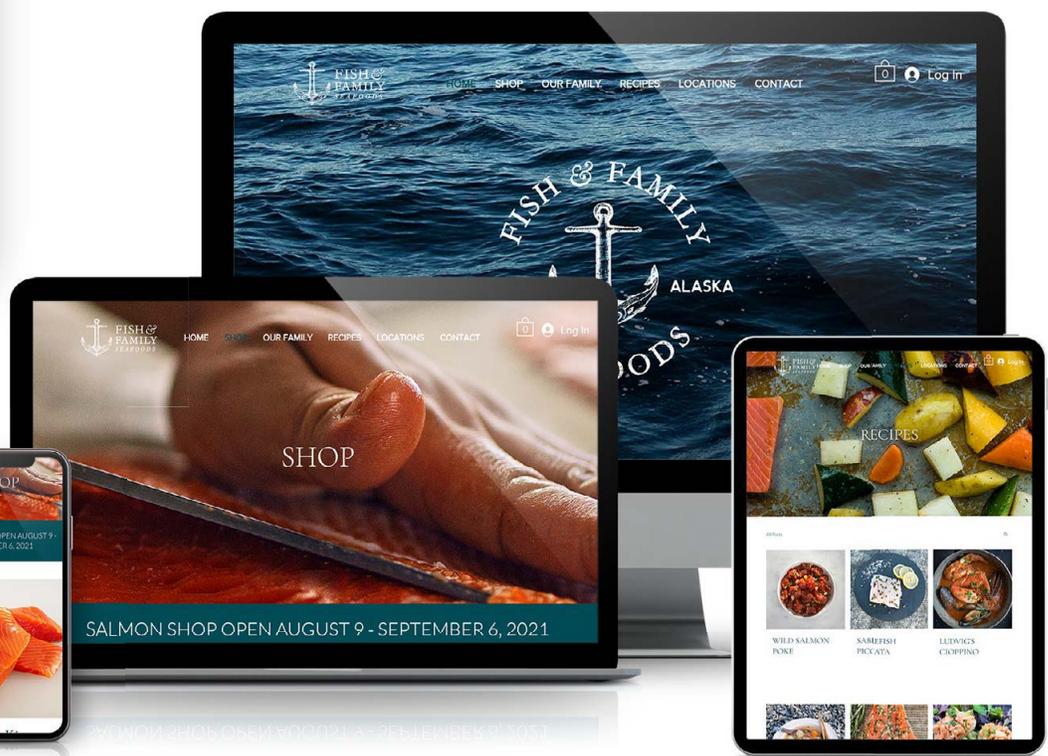
A Hoonah Tlingit, a traditional Hoonah design artist and wood carver, is shown here in his workshop, carving a piece of traditional Hoonah Tlingit art. He is one of the few remaining wood carvers in the area, and his work is highly valued. He has spent his life learning from his grandfather, and he is now passing on his skills to the next generation. He is proud to be a part of the Hoonah Tlingit community, and he is committed to preserving their culture and traditions.

## Protected From the North Wind

Whether you are an independent traveler sailing to Hoonah from a nearby community or an international cruise ship tourist, you are visiting the harbor Tlingit clans called Xunaa, or "protected from the north wind." Hundreds of years later, the original settlement has grown into a modern Alaskan town, but we are proud to remain authentic, locally driven and fully connected to our maritime heritage.

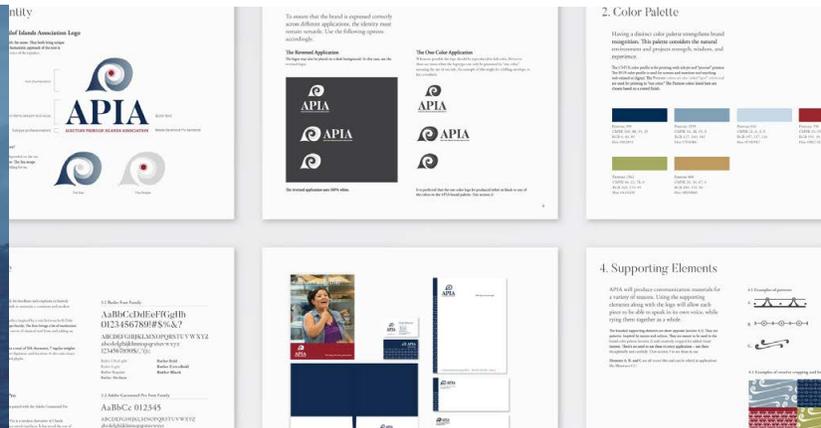
Scaling a local [small business](#) for big growth and nationwide results.

Looking to expand their operations and reach, Fish & Family's owner-operators Lexi and Adam Hackett knew they needed an agency partner to successfully grow their business. Element developed brand and business strategies to reach new audiences and created powerful fresh collateral that helped their small business scale to the next level. The results were huge for this family, selling out their premium seafood products to households across the country.



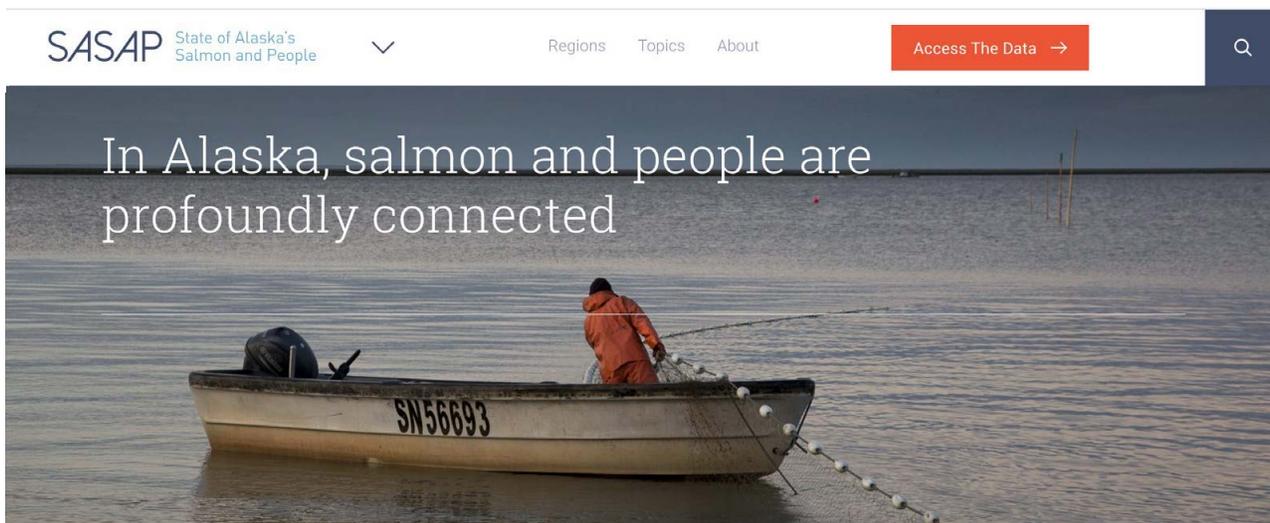
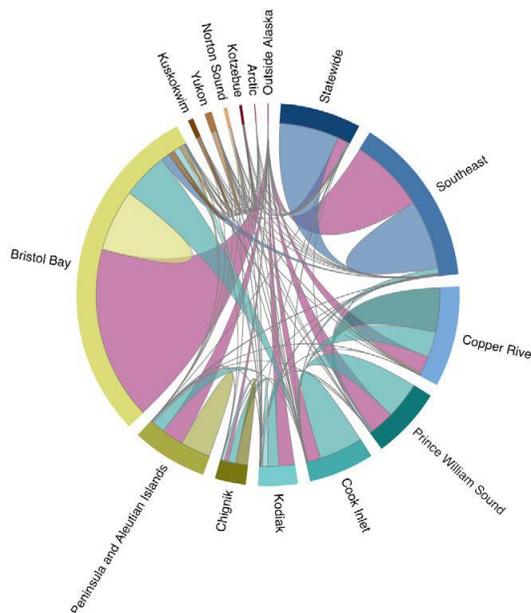
APIA is an Alaska Native non-profit organization rooted in the culture and the people of the Aleutian and Pribilof Islands.

Until 2016, there was no cohesive visual identity for the organization, its staff and supporters. Element Agency developed an inspired logo mark and graphic elements for APIA, capturing the essence of the organization's identity and future.



The State of Alaska's Salmon and People Project (SASAP) approached Element to assist with their mission of providing a holistic, statewide overview of the status and characteristics of Alaska's coupled human-salmon system.

Element Agency designed and developed a powerful and user-focused website that translates Alaska's salmon research and data through visual story-telling and engaging content. The SASAP website increases Alaskans' accessibility to the states salmon research and data and empowers salmon advocates and Alaskans alike to make informed decisions.



Salmon connect Alaska's ecosystems, cultures and economies

The State of Alaska Salmon and People Project (SASAP) seeks to provide a holistic, statewide overview of the status and characteristics of Alaska's coupled human-salmon system. What has emerged is a deep look into the state of knowledge of the biological, sociocultural, economic, and governance dimensions of Alaska's salmon and the people who depend upon them.



Spruce Root is a community development organization that provides local entrepreneurs with access to business development and financial resources.

Element worked with Spruce Root to develop print and video outreach pieces that celebrate regional businesses and educate potential entrepreneurs about the opportunities and ways that Spruce Root has supported southeast Alaskans through their programs.



**Business Profile**

### Fisheye Coffee

Sitka, AK

“ I feel like I have this really strong support system that wants nothing but the best for Fisheye and the business as a whole. I just know that Spruce Root has our back with anything. ”

CAITLIN WAY  
OWNER, FISHEYE COFFEE

A full-page photograph of Caitlin Way in her coffee shop, smiling and holding a white coffee cup. The shop is filled with coffee-making equipment and supplies.

**Spruce Root**  
COMMUNITY DEVELOPMENT

ONE SEALASKA PLAZA, SUITE 400 | JUNEAU, AK 99801 | 1-833-720-9251 | GROW@SPRUCEROOT.ORG

**Business Profile**

### Kete Seafoods

Elmwood, AK

“ One of the things Spruce Root said to me was, “Even if we can't do this today, come back, and we'll help you to get to your goals.” Someone who is willing to take the long term investment in you as a person — it speaks volumes. ”

KEVIN KUMBLAR  
OWNER, KETE SEAFOODS

A man in a blue shirt and orange apron is working with large quantities of seafoods in a processing facility.

**Spruce Root**  
COMMUNITY DEVELOPMENT

ONE SEALASKA PLAZA, SUITE 400 | JUNEAU, AK 99801 | 1-833-720-9251 | GROW@SPRUCEROOT.ORG

**Business Profile**

### Trickster Company

Junction, AK

“ The idea was to design and represent authentic native art in a modern way. Spruce Root provided critical feedback and technical support to help fill in the gaps and create a business plan. ”

DAVID WONG  
OWNER, TRICKSTER COMPANY

A man wearing a black cap and apron is in a workshop, surrounded by tools and equipment.

**Spruce Root**  
COMMUNITY DEVELOPMENT

ONE SEALASKA PLAZA, SUITE 400 | JUNEAU, AK 99801 | 1-833-720-9251 | GROW@SPRUCEROOT.ORG

**Business Profile**

### Anthem Fisheries, Inc.

Hoonah, AK

“ Fishing is important to me because it maintains my heritage, my traditions and family history. It allows me to stay connected to the region and my family. I'm continuing something that's important to me and that's been a part of my entire life. ”

BRUNO GRAY JR.  
CAPTAIN AT HONK SALMON

A man in a blue jacket and cap is sitting on a fishing boat, looking out at the water.

**Spruce Root**  
COMMUNITY DEVELOPMENT

ONE SEALASKA PLAZA, SUITE 400 | JUNEAU, AK 99801 | 1-833-720-9251 | GROW@SPRUCEROOT.ORG

Based out of Anchorage, Heather's Choice is a backpacking food startup company that makes delicious, ultralight meals and snacks. Dedicated to creating healthy meals for big adventures, Heather's Choice has quickly become a popular backpacking and outdoor adventure meal choice for people across the nation.

Element developed brand voice and messaging guidelines and a social media/ influencer engagement strategy for Heather's Choice. This small Alaska startup had big potential from the start. Element helped grow their social media platforms through influencer marketing and content creation. Heather's Choice now has over 17k followers on Instagram and continues to utilize Element's social media strategies.



## A fresh look for Sitka Counseling.

Element developed a new brand look and feel complete with a new logo, brand guidelines, and website.



Icon (Humanistic)

# Sitka Counseling

Name [The professional, experienced voice]

Main/Stacked



Secondary/Horizontal



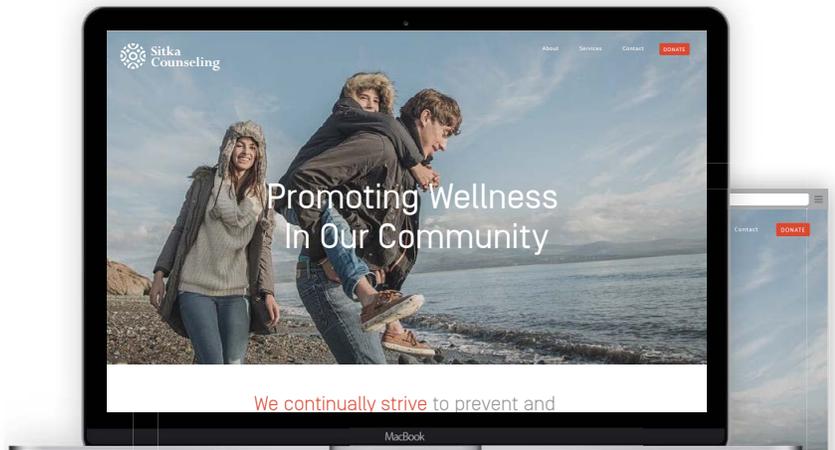
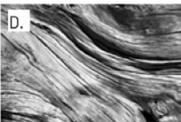
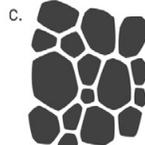
Icon



Full Color

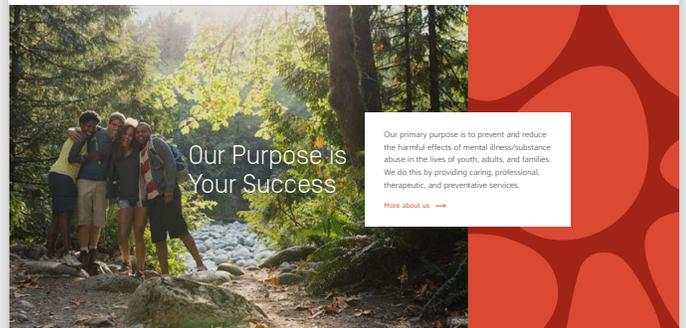


Cultural Influence + Theoretical Model



We continually strive to prevent and treat behavioral health issues.

Sitka Counseling offers a variety of outpatient treatment services to assist adults, children and families with behavioral health issues and substance use disorders. We also provide a variety of services for those persons who are experiencing disabling or long-term mental health problems. The diverse backgrounds, orientation and specialties of our staff enable us to provide an individual approach to the problems that confront our clients. The Mental Health is a comprehensive diagnostics and treatment for all members of the family.



If you or someone you know is suffering from Mental Health or Substance Use Disorders please allow Sitka Counseling to assist in recovery.

Get in touch



113 Metlakatla Street, Sitka, AK 99835  
Tel. 907-747-3636 Fax. 907-747-5316

8-12 am and 1-5 pm  
Monday-Friday

DONATE

Sitka Travel is a locally owned vacation rental network company that offers concierge services that include tour bookings and itinerary planning for visitors. With over 50 rental properties and a lifetime of local knowledge, Sitka Travel brings Alaska dream vacations to life.

Element conducted a brand refresh for Sitka Travel to reflect the business's rental and concierge services. This project included a brand audit, brand suite and logo design, and tagline creation. Element elevated the look and feel of Sitka Travel's brand to match that of its value and quality service.

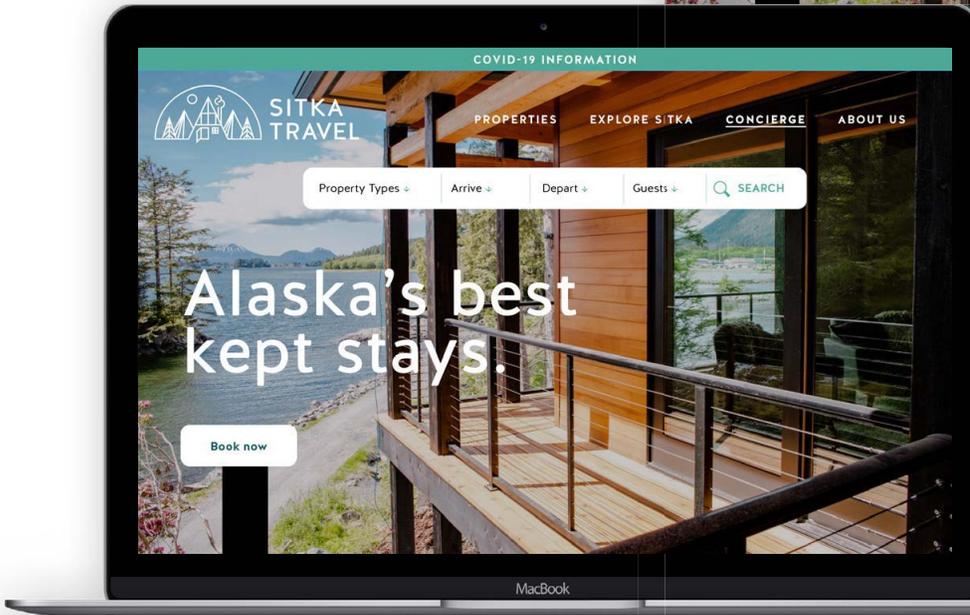
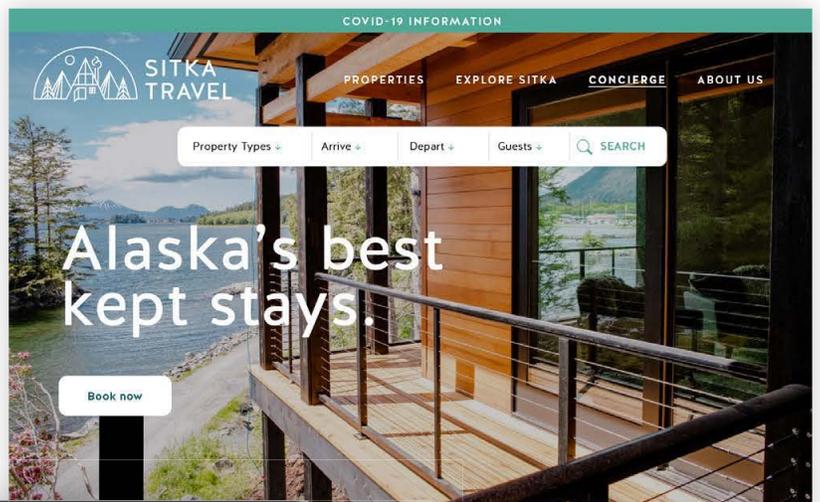
*Element is in the process of developing Sitka Travel's newly designed website.*



**SITKA TRAVEL**  
ALASKA'S BEST KEPT STAYS



**SITKA  
TRAVEL**



### Experience Sitka

Sitka's hidden gems. Surrounded by miles of forest and the nation's largest National Forest, this town is deeply connected to its environment. From a picturesque downtown, burgeoning artist scene to a rich ancient indigenous culture, Sitka's atmosphere is eclectic, welcoming, and adventurous.



#### Play

Discover Sitka's Best

#### Go

Get Around Town

### Your local host.

We're here to ensure your stay in Sitka is one for the books. With over 50 property rentals, concierge services, and a lifetime of local knowledge, Sitka Travel helps bring your Alaska dream vacation to life. All you'll need is your suitcase, let us handle the rest.

[Properties](#)



### Expert service.

We know Sitka and the adventures that await you! Our concierge services can help you make the most of your stay. Whether it's finding the perfect tour or bringing the flavors of Sitka to you, we're here to make sure your visit is one you'll never forget.

[Concierge](#)

### Rent your home.

Sitka Travel offers complete property management services for exclusive rental properties. We are happy to offer owner-managed options too.

[Learn More](#)



After moving into their new building, Haines Brewing Company needed their existing logo to be modernized, while also nodding to the history of the brewery and of Haines itself.

Element created this updated logo design, featuring Mt. Emmerich, and the accompanying visual brand which are now going to be incorporated into their merchandise, packaging, and signage.



# HAINES BREWING



QUALITY. COMMUNITY. TRADITION.



CAPTAIN COOK'S  
SPRUCE TIP ALE

- Paul & Jeanne

**BIGGER HAMMER** 11.6% ABV / 45 IBU

This big bold barleywine has a heavy caramel malt body. The higher alcohol content is remarkably balanced.

**BLACK FANG** 8.2% ABV, 40 IBU

An imperial stout, Fang is rich in chocolate & coffee flavors, with a hint of licorice on the finish. This seasonal usually runs out in the summer and traditionally reappears in the tap lineup on Halloween.

**CAPTAIN COOK'S SPRUCE TIP ALE**

5.2% ABV, 25 IBU

This seasonal ale is unique & refreshing, with a subtle raspberry-like finish that comes from the young tips of the local spruce trees.

**DALTON TRAIL ALE** 4.9% ABV, 30 IBU

DTA was our first brew in 1999, & continues on as one of our flagship beers. It's a light-bodied pale ale, with a mild hop finish.

**ELDRED ROCK RED** 5% ABV, 30 IBU

Our American red ale is brewed with caramel malts that balance smoothly with the Cascade hops.

**DMMDI IPA "DEVIL MADE ME DO IT"**

6.66% ABV, 75 IBU

India Pale Ale is bitter and bold with a strong hop finish.

**LOOKOUT STOUT** 6.2% ABV, 25 IBU

A local favorite, our stout is smooth, dark, and has converted many who used to stay clear of dark beers.

**BUSTER BOARD LAGER** 4.7% ABV, 30 IBU

Full dimensional lager, crisp, malty, and balanced with a fresh noble hop finish.

EST. 1999

HAINES  
BREWING  
COMPANY

ALASKA





thank  
you.



**ELEMENT AGENCY**

907.227.8075

**ANCHORAGE**

721 DEPOT DR  
ANCHORAGE, AK  
99501

**SITKA**

401 LINCOLN ST  
SITKA, AK  
99835