JASMINE STOWERS

About Me:

- Born in **Manteca**, (Central Valley)
- **CLHS 2023**
- **UC Davis 2027**
  - **Major:** Community & Regional Development
  - **Minor:** Psychology and Environmental Policy Analysis & Planning

College Involvement:

- Pokemon Go Gaming Club
- Triceratops Scavenger Hunt Club
- Mental Health Initiative
- Housing and Transportation Advocacy Committee

EXPERIENCES

INTERNSHIP EXPECTATIONS

- **Exposure to work environment**
- **Prepare skills and acquire experience for the future**

TASKS

- 2025 Lake County Swim Camp
- Used GIS to observe county growth boundaries
- 2025 Kids Summer Day Camp
- Composting and grant research

KEY TAKEAWAYS

- Research
- Design
- Slow days are essential

HIGHLIGHTS

- **Planning Community Events**
- **Environmental & Sustainable work**
- **Want a career connected to community services**
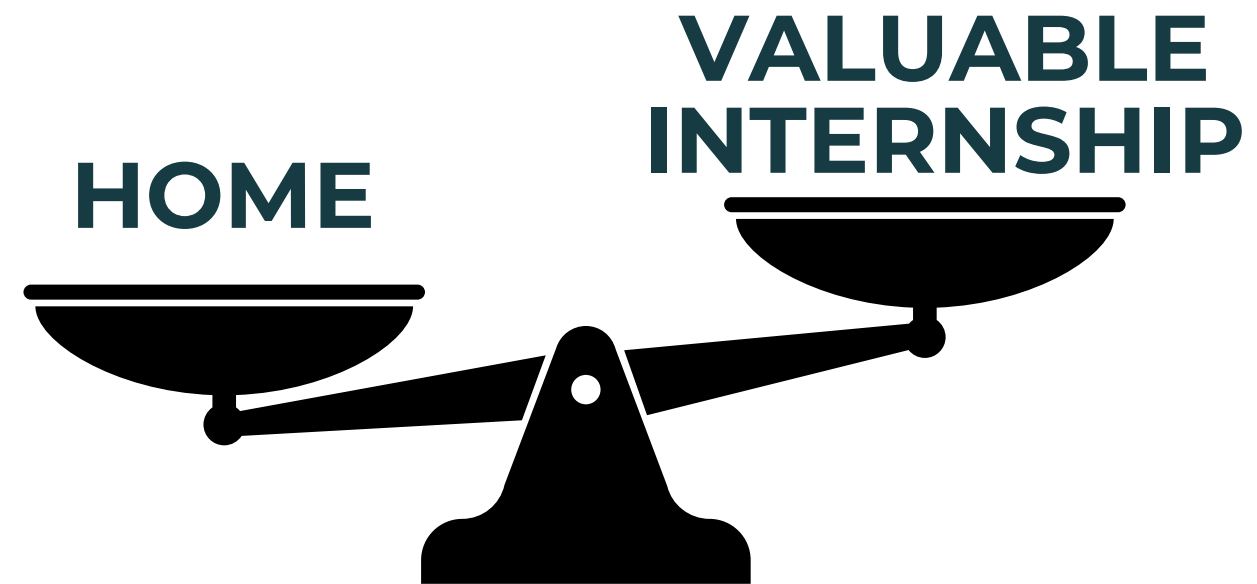
MILES MATTINA

About Me:
- CLHS 2022
- UCLA 2026
  - Poli-Sci
- Buoy Bird Apparel
  - Local Clothing Brand
- Founder & President of BCC
- Head Captain of Music at Castel Collective

Buoy Bird

CASTEL COLLECTIVE

EXPERIENCES

HOME — VALUABLE INTERNSHIP

TASKS

- Kids Summer Day Camp
- Extensive outreach and identity plan
- Launched Konocti Climb planning
- Supported grant writing

KEY TAKEAWAYS

- Comfortable taking initiative
- Question assumptions
- Progress comes from Action, not ideas

HIGHLIGHTS . . .

2025 KIDS SUMMER DAY CAMP

- 3 Days
- 55 Kids
- Presentations from
  - Lakeport Fire Dept.
  - LPD
  - Sheriff's Dept.
  - Museums
  - Libraries
  - Waste Solutions

OUTREACH AND IDENTITY PLAN PARKS & REC

- Extensive manual
- Building a brand
- Guide future staff
- Recognizable
  - Colors
  - logos
  - typography
  - tone & voice
  - templates
  - case studies
  - social media strategies and more
- Was tested throughout the course of my time to ensure its efficiency

Main Anchor
Oak Green
#3E6B48

Mid Neutral
Mountain Brown
#8B5E3C

Light Neutral
Orchard Dust
#C2B280

Main Anchor
Lake Blue
#2E5A88

Mid Neutral
Sky Grey
#D9E1E8

Light Neutral
Off White
#FAF3E0

Retro Primary 1
Brick Red
#D1495B

Retro Primary 2
Golden Yellow
#FFD369

Colors Matter

- Top Flyer: Looks fine but uses random colors. Doesn't feel like Lake County Parks and Rec.
- Bottom Flyer: Uses our approved palette. Feels cohesive, recognizable, and true to our brand.

Why Colors Matter:

Color is one of the fastest ways people recognize a brand. If every park flyer, Facebook post, or banner uses a different set of colors, the public won't make the connection that it all belongs to Lake County Parks and Recreation. By sticking to our palette, we make every piece of communication part of the same story.

Instruction:

When designing, especially in Canva or other template tools, staff must be particular about color choices. Do not grab whatever looks "nice" or "bright." Use the approved hex codes and keep them consistent across flyers, posts, and signs. This discipline is what builds a recognizable brand over time.

Lake County

Montserrat Bold is great for titles and headers. It is modern, strong, and widely used in professional, government and non-profit branding. It is authoritative without being stiff.

LATO. Extremely readable, even at small sizes making it good for text on print, and online. Neutral enough to fit modern or retro campaign styles and partners with Montserrat Bold to create a "professional parks department" look that is consistent with other California County Branding.

Lato -->

LAKE COUNTY
Community Park

Roller Coaster Serif -->

Roller Coaster Serif is great for main titles and event names. First line all caps, second line lower case with yellow fill and red shadow on the right. This is the anchor font for retro campaigns and should always be used for the top line

FUTURA medium or regular is for sub-headers and main information. It works best in shorter blocks, bullet points of key details

BITTER is more of a stylistic body for busier fliers or posts, use when an extra spark is needed or for a nostalgic quote or small section. Can give a much more traditional, retro feel but can also clash with the title.

LATO is good for when the text gets even smaller. Fine print, disclaimers, or additional notes that need to stay readable at small sizes. It keeps the retro theme clean and legible without taking attention away from the big fonts.

PLAYLIST SCRIPT is a brush-style script, bold and stylish, with a little grit. Feels more vintage poster than cute, so it holds its own in retro layouts. Works well for emphasis words like "Summer Nights" or "Live Music." Risk: can get hard to read if used in long words or small sizes.

Futura -->

Bitter -->

Lato -->

Playlist Script -->

Edited Core Image

- Contrast Increase
- Brightened Shadows
- Saturation increase
- Sharpness increase
- Picture taken on office Canon Camera

Edited Retro Image

Same editing as above plus...
- Retro Canva Filter
- Film Grain
- Film Filter Effect (Lens Glare)

Kelseyville Park
County of Lake

In this friendly country town you'll find a park where a skatepark, basketball court, dog park, and playground share the same open blue sky.

Visit Today!
5270 State St. Kelseyville, CA 95451

COUNTY OF LAKE
PARKS & RECREATION

LAKESIDE
County Park

Park Amenities
- 2 softball fields
- 2 boat ramps
- 2 playgrounds
- 1 beach
- picnic tables
- docks
- dog park

Visit today at
1985 Park drive
Kelseyvile, 95451

THANK YOU

- **BOARD**
- **LARS & KATI**
  - **PUBLIC SERVICES DEPARTMENT**