



LOGOS

MARKETING

CUSTOM PUBLISHING

WEB SITES

MAGAZINES

WHAT CLIENTS ARE SAYING



**5050DESIGN :: 10516 GOOSEBERRY CT. :: TRINITY, FL 34655**  
**PH: 727.375.1706 :: CELL: 727.267.0313 :: EMAIL: ROBHUDG@MINDSPRING.COM**

LOGOS



0551

COVER OF THE MEDIA  
KIT FOR INSULATION  
OUTLOOK MAGAZINE

[illegible]

Acoustical engineers  
Architectural engineers  
Electrical engineers  
Fluid engineers  
Geomechanical engineers  
Heat engineers  
Highway/transportation engineers  
Industrial engineers  
Instrumentation engineers  
Mechanical engineers  
Process engineers  
Structural engineers  
Thermal engineers  
Transportation engineers

# insulation outlook

*Insulation Outlook is the only publication devoted exclusively to industrial and commercial insulation applications, products, and markets.*

The Official Publication of the National Insulation Association  
www.insulation.org

# NATURE'S TREASURES FROM THE ARCTIC

**(ON THIN ICE)**

The mission of National Wildlife Federation is to inspire Americans to protect wildlife for our future's welfare. Wildlife's ability to survive the challenges of the 21st century is being threatened by the events that are transforming our world. Global warming, the loss of habitat and the fact that people are more disconnected from nature than past generations are converging to put as much as one-third of the world's plant and animal species on the path to extinction by mid-century. Help support National Wildlife Federation in its vital conservation mission and make a symbolic adoption today.

## Adopt a Snowy Owl

Snowy owls have to stand up at night, so even animals hidden under deep snow are potential prey. They are just as likely to hunt during the day as the bright florets in the snowy owl's wing.

**OWLS: \$20 • \$30 • \$75 • \$100**

## Adopt an Arctic Fox

The Arctic fox has an amazing adaptation to the icy habitat. As winter approaches, it sheds its orange-brown coat and grows a thick snowy white coat that helps it stay nearly invisible in the snow.

**FOXES: \$20 • \$30 • \$75 • \$100**

## Adopt a Snowshoe Hare

Snowshoe hares make their home in dense coniferous forests in the north. In the winter, their large, soft fur-covered feet, the hare's snowy body and its ability to remain motionless, further camouflaging this animal's long.

**HARES: \$20 • \$30 • \$75 • \$100**

## Adopt a Hump Seal

Hump and puppy are what they call these fun and playful on the ice. Adult seals have fun and countenances in cold Arctic waters. Shaking ice and game seals could pose a threat to these seals.

**SEALS: \$20 • \$30 • \$75 • \$100**

**(THREATENED SPECIES)**

## Adopt a Polar Bear

Until recently, polar bears have been considered survivors. Because of global warming, scientists predict two-thirds of their global population could disappear within the next fifty years. Global warming is already making the ice beneath their paws, drastically reducing their habitat and food supply in Western Hudson Bay, Canada, where ice is melting later in the fall and melting earlier in the spring. Polar bears are going hungry because they have such a short season to hunt for seals on solid ice.

**POLAR BEARS: \$20 • \$30 • \$75 • \$100 • \$150\***

\*see page 7

## SPECIAL \$350 Symbolic Adoption Package

- With this symbolic adoption, you will receive:
  - A giant plush polar bear (\$175)
  - A Certificate of Adoption
  - "WAPFOL" White Bear of the North, 112 page book
  - A 17" x 17" polar bear plush bear print
  - A 4" x 4" polar bear photo calendar page
  - \$10000 power business card with carrying case
  - FREE standard shipping

**POLAR BEAR**

## WAPFOL White Bear of the North

112 page book (hard cover)

In this classic of true, acclaimed nature photographer Michael Peart and wildlife author Barbara Gosselin have created a unique and intimate portrayal of a polar bear in the wild. Captured in a series of black and white photographs, this is more than a book. It is the story of a key species in crisis.

**POLAR BEAR**

Change the Forecast for Wildlife — Adopt Today!

[www.shopnwf.org](http://www.shopnwf.org) • 1.800.766.3752

# FACES OF THE RIVERS, LAKES AND SEAS



**Adopt an Alligator**

The American alligator is an important species of the Southeast. Alligators use their tails to dig burrows in mud for nesting and to lower water when an alligator drowns a human, the tails let behind the mud. Inhabits water and is utilized by other species for traveling and digging.

**ADOPT \$200 • \$250 • \$500 • \$750 • \$1500**



**Adopt a Burying Frog**

The burying frog is one of the few species which spends its life digging - lives away from a riparian zone of the Southeast. With their amphibious populations are declining. Water pollution, disease, and the effects of climate change are important factors.

**ADOPT \$200 • \$250 • \$500 • \$750 • \$1500**



**Adopt a Bottlenose Dolphin**

Bottlenose dolphins have a highly developed sense of hearing and make a wide variety of sounds. Each dolphin appears to have its own unique vocalizations and communication on its identity, location, and condition to other dolphins. Pollution and bycatch in nets are the dolphin's greatest threats.

**ADOPT \$200 • \$250 • \$500 • \$750 • \$1500**



**Adopt a Sea Turtle**

Of all the animals in the world, the sea turtle is probably a good example of how we humans are changing the world. Sea turtles are one of the most ancient and productive species on the planet.

**ADOPT \$200 • \$250 • \$500 • \$750 • \$1500**



**Adopt a Walrus**

Although a massive creature, like the polar bear the walrus is dependent upon land and floating ice to move and give birth. When ice flows advance and retreat, this is the signal for the walrus to follow for migration. Climate change may affect their natural habitats.

**ADOPT \$200 • \$250 • \$500 • \$750 • \$1500**



**Adopt a Great White Shark**

Shark attacks studies have shown that the great white migrate long distances, sometimes reaching within 500 miles. Scientists agree that the numbers of great white sharks are decreasing steadily greater than the fishing and accidental catching in gill nets.

**ADOPT \$200 • \$250 • \$500 • \$750 • \$1500**



**Adopt an Orca**

"Rescued" orcas are often kept in small tanks, or pools, of 10 to 20 long on a 100 foot deep. They are often kept in small tanks, or pools, of 10 to 20 long on a 100 foot deep. They are often kept in small tanks, or pools, of 10 to 20 long on a 100 foot deep.

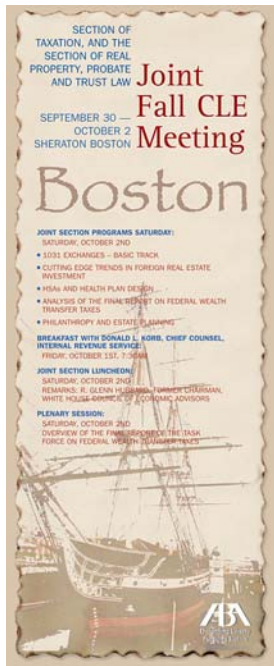
**ADOPT \$200 • \$250 • \$500 • \$750 • \$1500**

**For more great wildlife adoption choices, visit [www.shopnwl.org](http://www.shopnwl.org)**

**12 Change the Forecast for Wildlife – Adopt Today! [www.shopnwl.org](http://www.shopnwl.org) 1.800.756.3752**

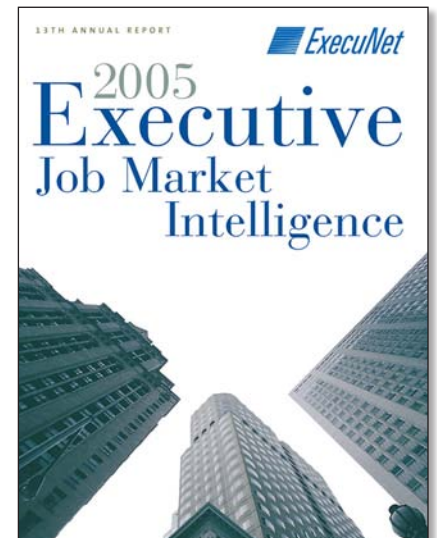
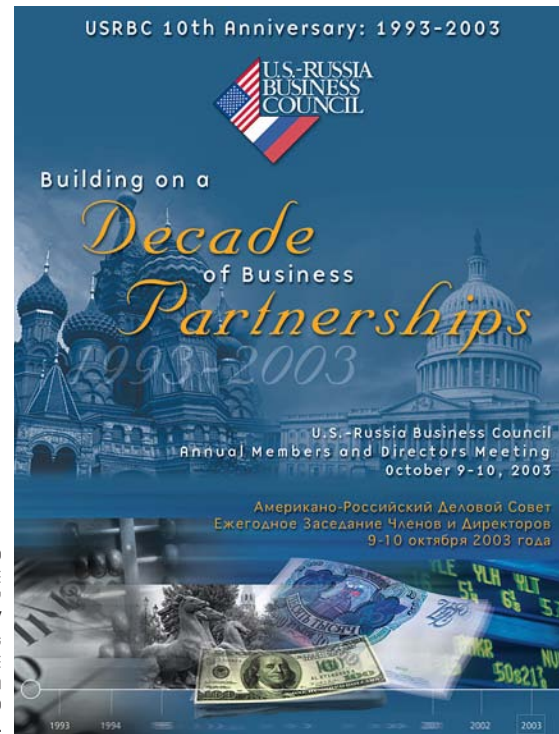
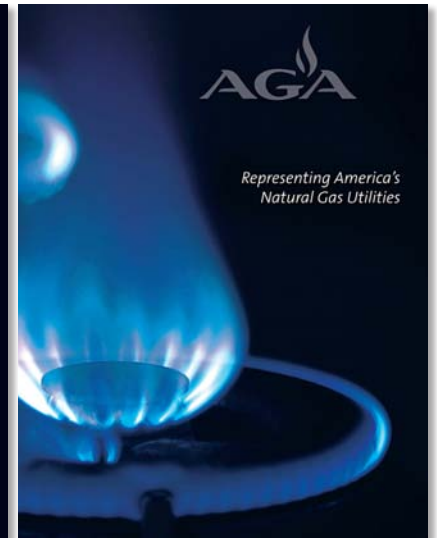
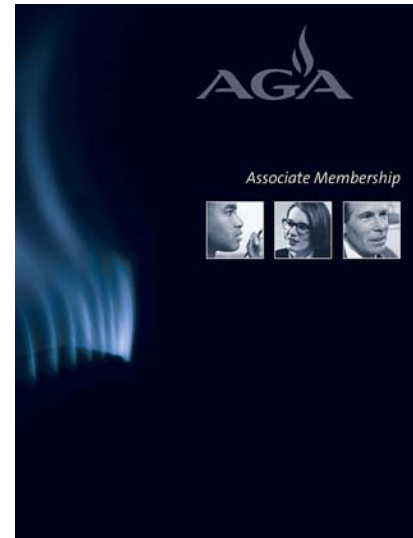


# CUSTOM PUBLISHING



VARIOUS COVERS FOR MEETINGS FOR THE AMERICAN BAR ASSOCIATION. DESIGN IS BASED ON THE CITY THE MEETING IS TAKING PLACE

AMERICAN GAS ASSOCIATION MEMBERSHIP BROCHURES. THE LEFT SIDE IS THE ASSOCIATE MEMBERSHIP BROCHURE, THE RIGHT SIDE MEMBER BROCHURE

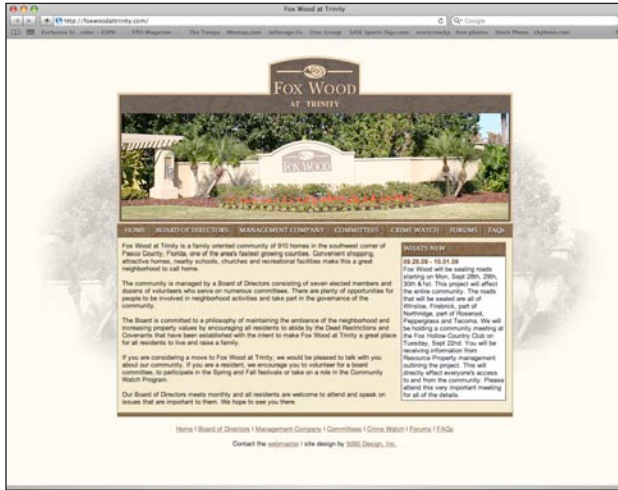


COVER DESIGN OF THE 2005 EXECUTIVE JOB MARKET INTELLIGENCE REPORT.

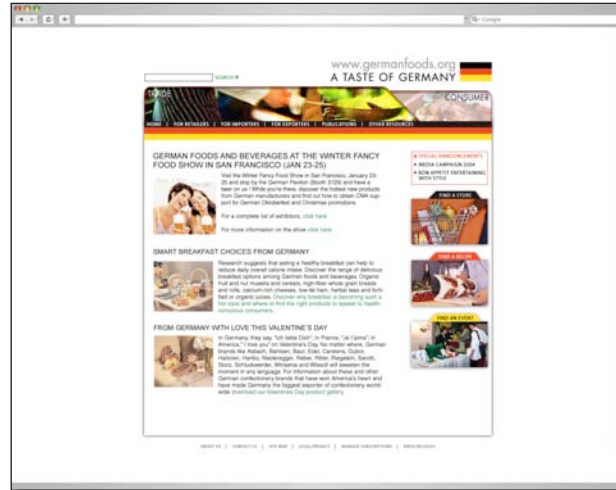
COVER AND SPREAD DESIGN FOR THE 10TH ANNIVERSARY MEETING OF THE US/ RUSSIA BUSINESS COUNCIL. BROCHURE WAS PRINTED IN BOTH ENGLISH AND RUSSIAN.

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# WEB SITES



[HTTP://FOXWOODATTRINITY.COM/](http://foxwoodattrinity.com/)



WEB SITE DESIGN FOR GERMANFOODS.ORG. THIS DESIGN ULTIMATELY WAS NOT USED. VIEW THE SITE AT GERMANFOODS.ORG.

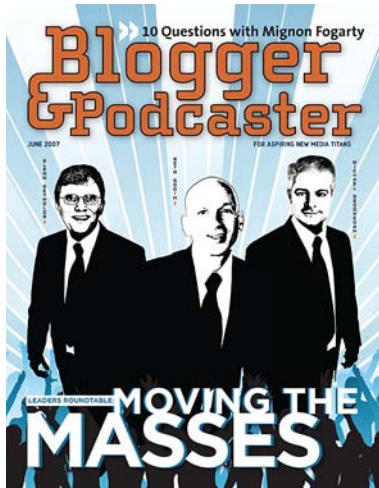


[HTTP://WWW.LEANANDHUNGRYTHEATER.COM/](http://www.leanandhungrytheater.com/)

OSHO

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PH: 727.375.1706 :: CELL: 727.267.0313 :: EMAIL: ROBHUD6@MINDSPRING.COM





SPREAD FROM AMERICAN GAS MAGAZINE. I HAND LETTERED THE FONT FOR THE HEADLINE.

SPREAD FROM NASA MAGAZINE.

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# WHAT CLIENTS ARE SAYING....

“ Rob is able to translate our specialized messages and technical jargon, and turn those into collateral pieces that speak specifically to our different audiences. He can take our bits of information and know the best way to convey challenging concepts in a unique way through design. ”

—TARA FAULKNER, DIRECTOR OF COMMUNICATIONS, MIT CENTER FOR TRANSPORTATION & LOGISTICS

“ 5050 Design has consistently exceeded our expectations as a design and web product management firm. They consistently meet deadlines, and their design and customer service aptitude is superb. They are truly a key to my success. ”

—TIM HERMES, CEO, HERMES MEDIA & RESEARCH

“ 5050 Design consistently delivers the highest quality design, direction and accommodation. They have an uncanny gift for discerning and executing the products that come from collaborative creative vision while meeting tight deadlines and demonstrating exemplary service. With his guidance, we’ve raised the aesthetic level of our content portfolio. ”

—ROBYN GREENSPAN, SENIOR EDITOR, EXECUNET

“ 50/50 design has designed everything from newsletters, brochures and magazines to web sites, corporate marketing collateral and books for Larstan Business Reports – often juggling all of these simultaneously. Regardless of the assignment or volume of work, he’s produced outstanding product at every turn and often ahead of the deadline. As a creative force, 50/50 design come up with clever ways to elicit broad audience appeal and smiles from our clients. And, importantly, he’s a consummate professional who never loses his cool under pressure. He’s always ready with a good suggestion and respectful of others’ input on a project. A company cannot go wrong hiring 50/50 design to help them get noticed. ”

—ANNE SAITA, FORMER EDITOR-IN-CHIEF, *BLOGGER & PODCASTER* MAGAZINE



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