

REDINC⁷
COMMUNICATIONS

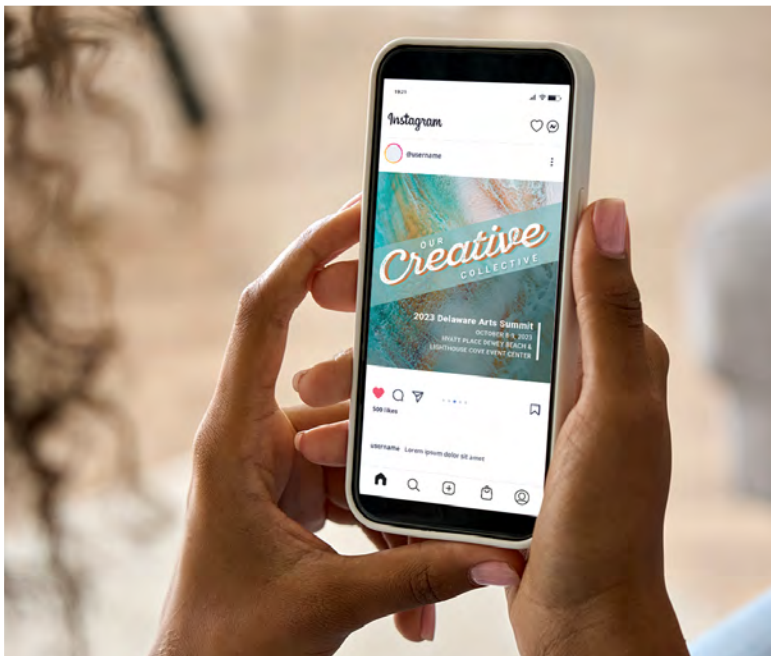
2024 . **PORTFOLIO**

Category: Print

Client: Delaware Division of the Arts

Delaware Division of the Arts “Our Creative Collective” Marketing Campaign

We worked with Delaware Division of the Arts to bring this marketing to life. The event required a mailer, a brochure pamphlet, and social media all designed to entice their members to attend the conference all while unifying all of their materials across multiple platforms.



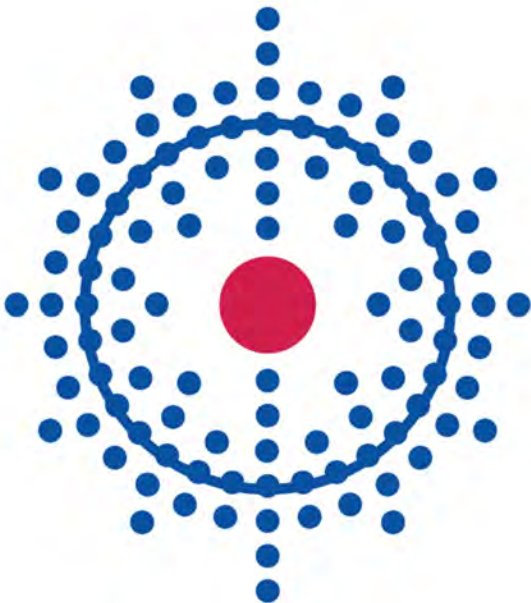
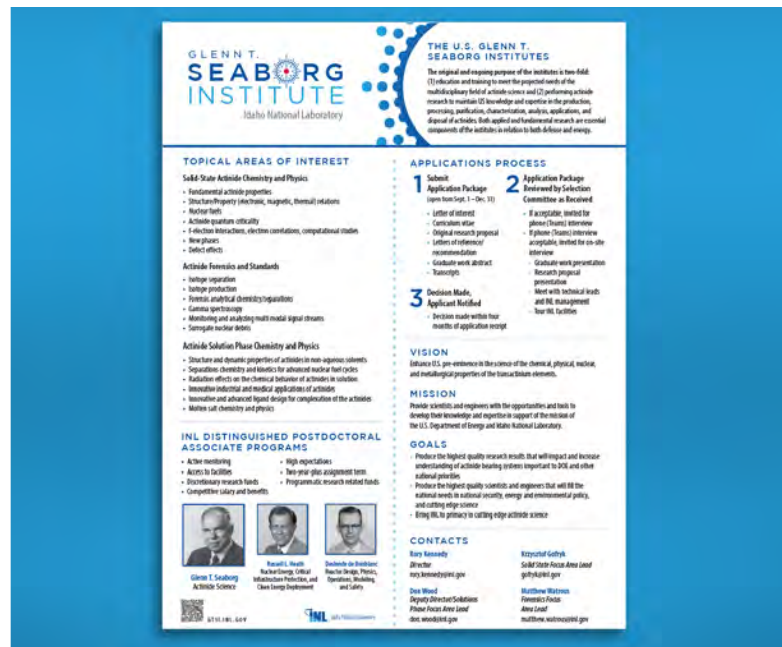
Category: Branding

Client: INL - Glenn T. Seaborg Institute

Award: Communicator Award of Distinction

Glenn T. Seaborg Institute Branding

Created for a DOE program through Idaho National Laboratory, this branding effort was to update the logo and marketing assets to distinguish itself as it's own entity and through design - associate it's name with a simplified mark that connects directly to the content. The logo mark is a simplified version of the element Seaborgium - named after Glenn T. Seaborg.

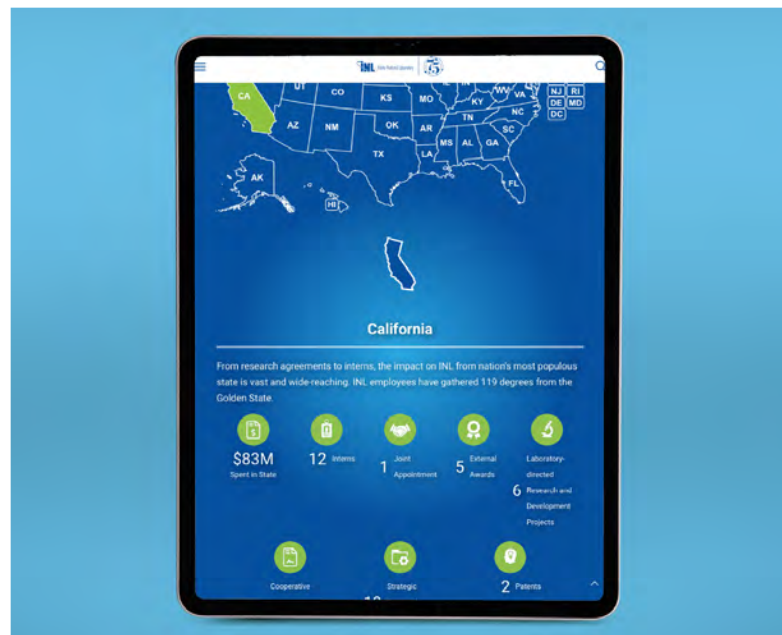
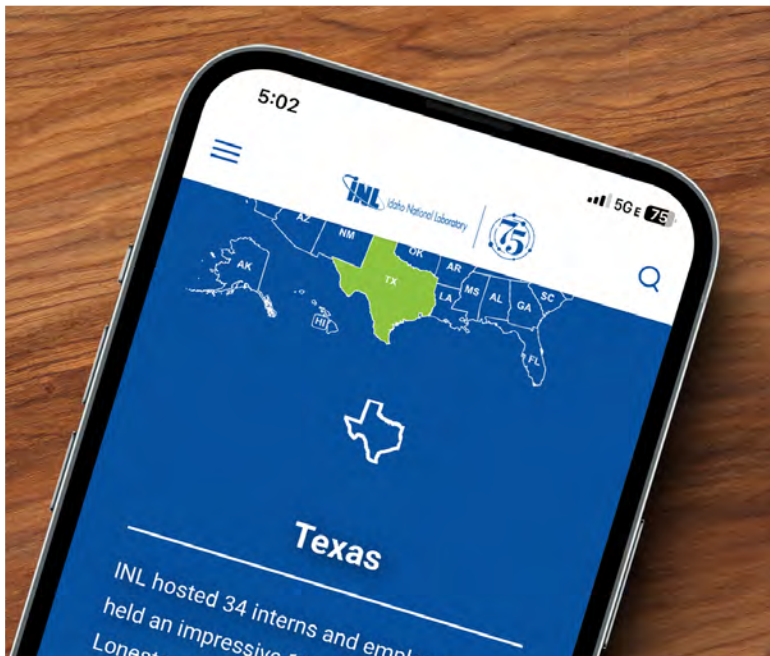


Category: Digital

Client: Idaho National Laboratory

INL Impact Across the 50 States

RED, Inc. graphic designer worked with the Idaho National Laboratory (INL) tasked to create an infographic styled website to display the INL's impact across all 50 states. This website was designed to highlight large amounts of information in a graphically pleasing way using the INL branding.



Category: Graphics

Client: Idaho National Laboratory

Awards: Communicator Award of Excellence

Lab Director Awards

The Lab Director Awards are an annual event celebrating achievements and people at the Idaho National Laboratory (INL). RED, Inc. graphic designers work to include the same branding and graphics across multiple mediums including posters, programs, awards, physical signage, table decorations, take away gifts and more.



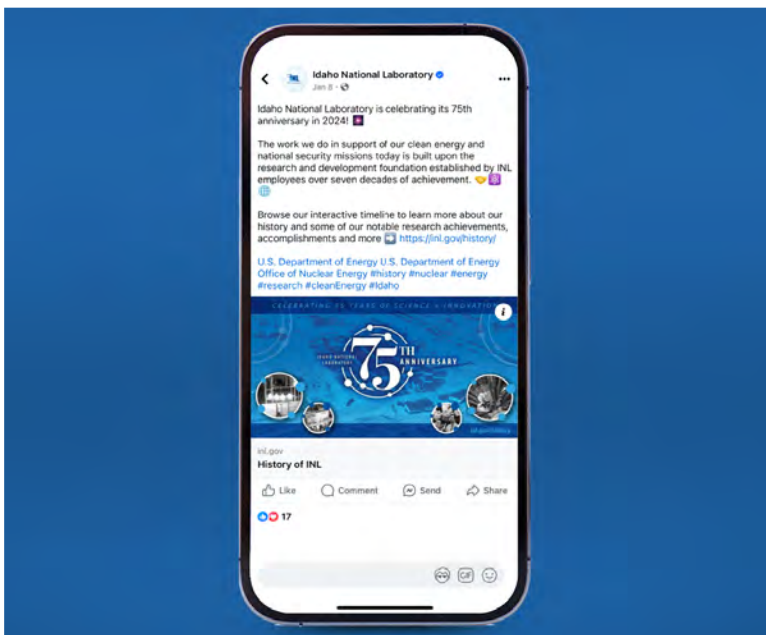
Category: Branding

Client: Idaho National Laboratory

Awards: Communicator Award of Distinction

75th Anniversary Campaign

RED, Inc. designers, working alongside with the INL branding team, were tasked with creating a custom mark and theme to commemorate the 75th anniversary of INL's operation. Based off a simplified version of an atom particle, design elements were carried throughout a series of marketing materials to notate the anniversary throughout the 2024 year.

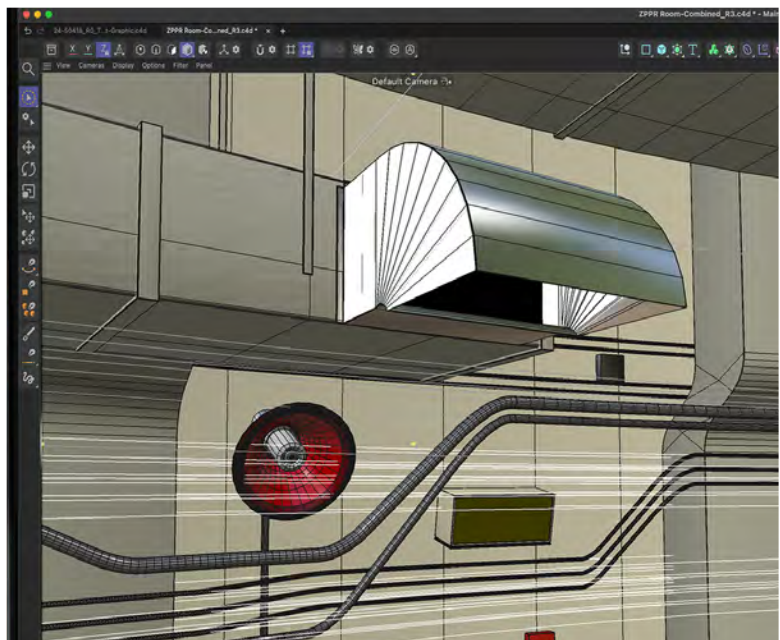
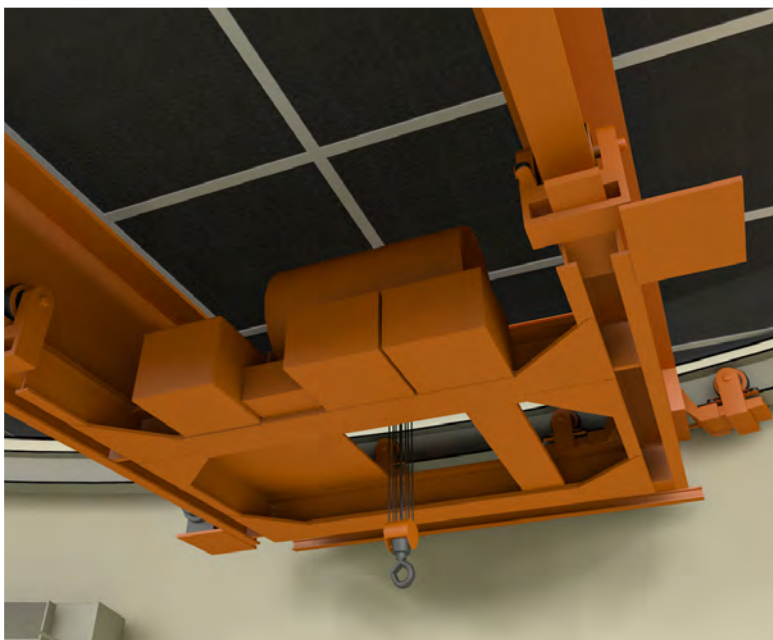
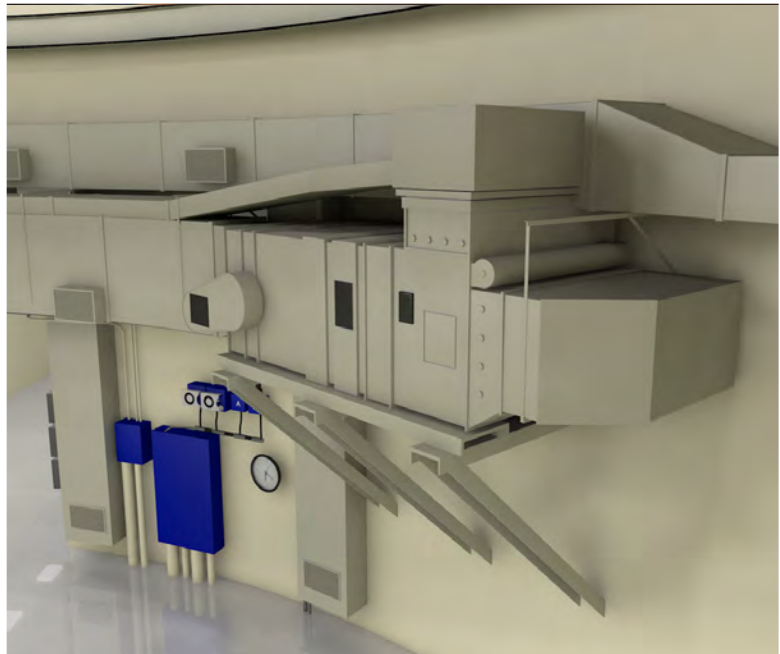
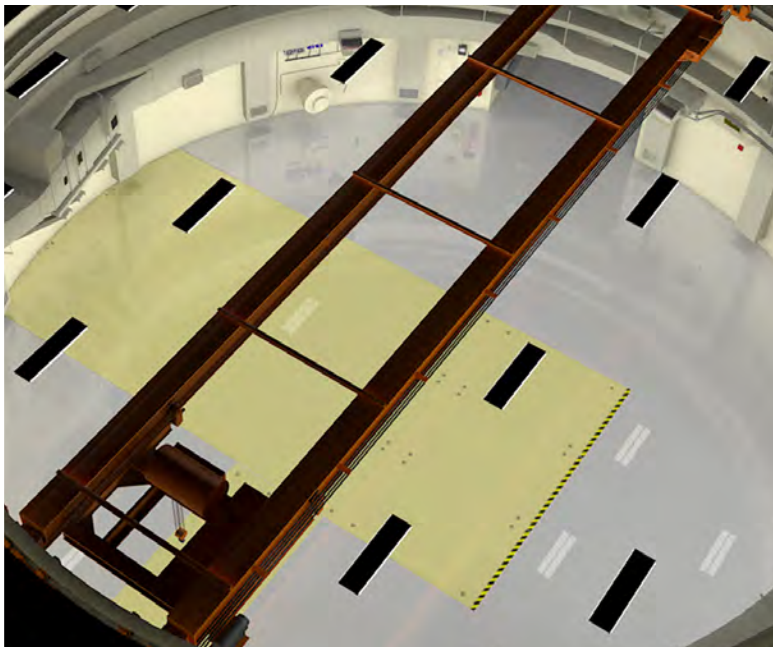
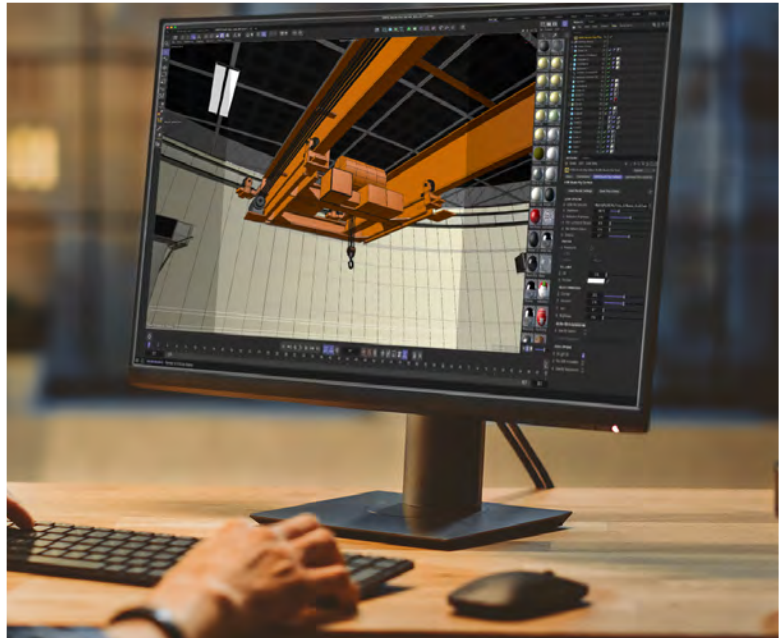


Category: Graphics

Client: INL - Lotus

Lotus 3D Model

3D model of the LOTUS room in the ZPPR reactor. Used for a digital flythrough video to introduce those to the space without having to visit the site in person. Constructed entirely from photo references.



Category: Displays

Client: Sandia National Laboratories

Technology Training and Demonstration Area Exhibit Panels

The Technology Training and Demonstration Area is a museum-style center used to demonstrate technologies, concepts, and approaches for meeting global security challenges. Visitors can view stations for information and hands-on examples. This set of 5 panels are displayed together and focus on physical protection systems.



Task	Mean (secs)
1	12
2	12
3	24
4	48
5	12
6	06
7	12
8	54
9	180

Delay Multiplication Factor Exercise

Scenario: An adversary has to install a number of nuts as part of their attack. Assess how much of a delay opportunity this might present by forcing tools that impact dexterity and restrict vision.

How much delay can be gained by forcing them to wear gloves?
 How much delay can be gained by obscuring their vision?
 How much delay can be gained by forcing them to wear gloves AND obscuring their vision?

Attacker #	Time to install (sec)	Time to install (s)
1	70	166
2	132	102
3	120	183
Average Time	107	150
Multiplication Factor	N/A	1.40

PPS Function: Access

Show the progress of the adversary

Scope

Principles of Access Delay

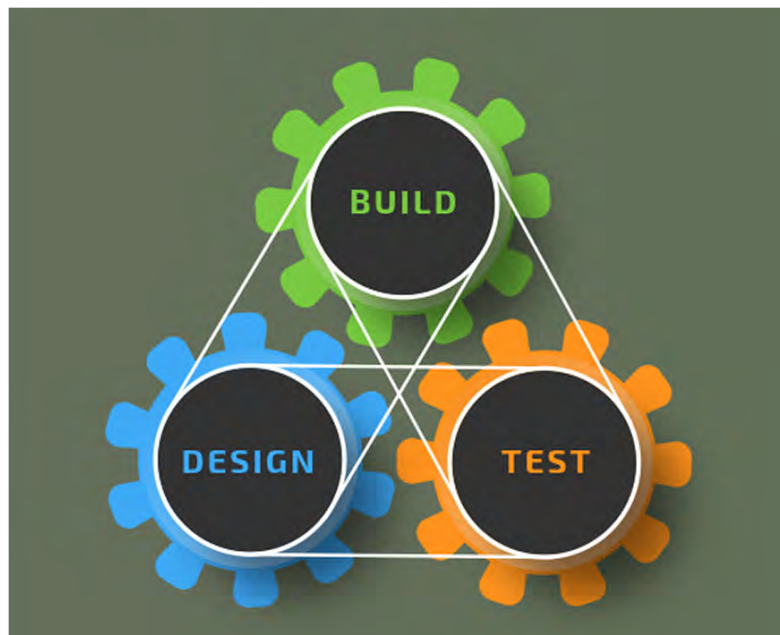
Developing Effective Physical Protection Systems

Physical Protection Systems (PPS) are composed of interdependent COMPONENTS and RELATIONSHIPS combined into a unified SYSTEM that serves a common objective.

Systems Engineering

The Design and Evaluation Process Outline (DEPO)

Define System Objectives
 Define/Characterize PPS
 Evaluate PPS



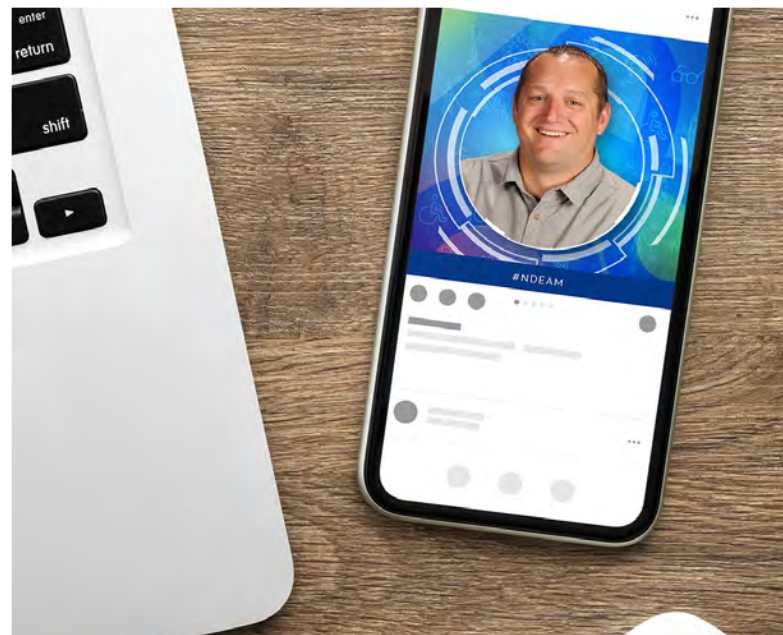
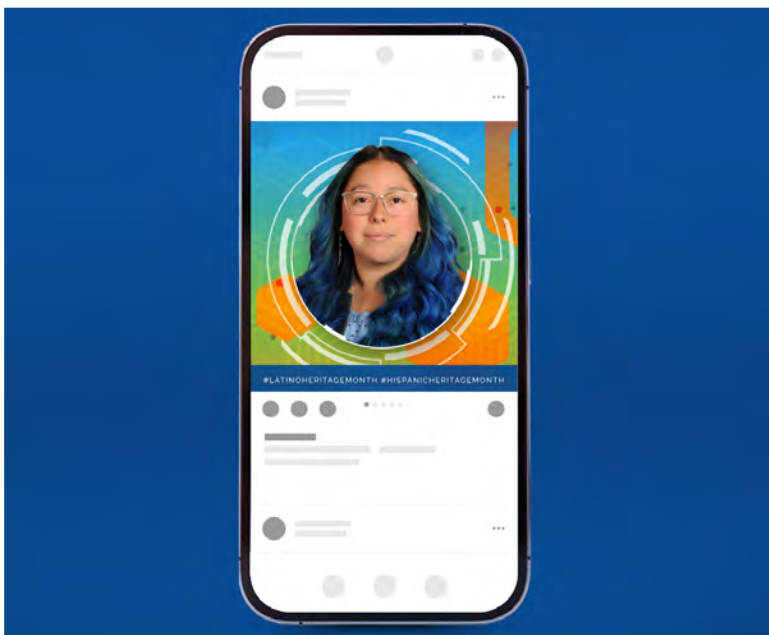
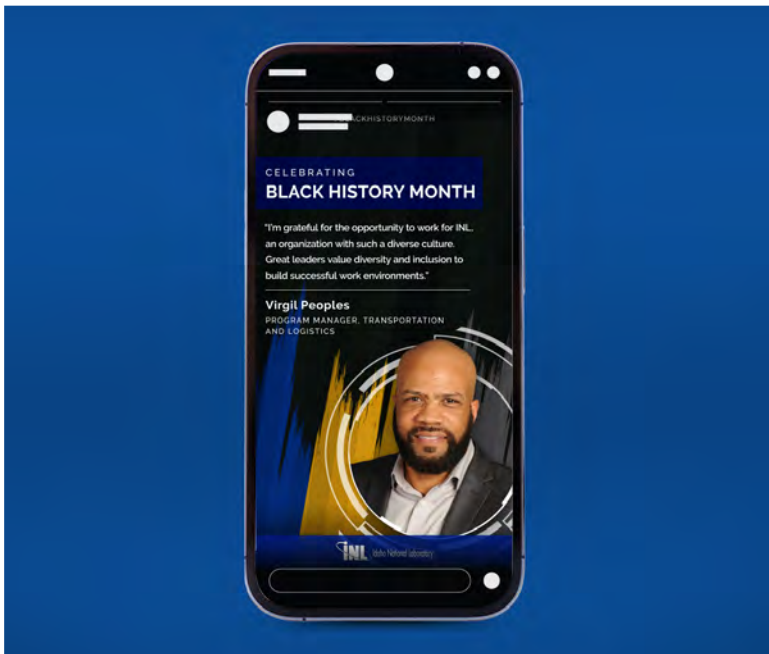
Category: Digital

Client: INL - Inclusion & Diversity

Awards: Communicator Award of Distinction

Inclusion & Diversity Social Media

In collaboration with the Inclusion & Diversity team, the RED, Inc. designer developed a set of branded monthly posts to honor observances such as LGBTQIA+ Pride Month and National Native American Heritage Month, while celebrating the experiences and views of employees at the Idaho National Laboratory (INL).



Category: Print

Client: Idaho Falls Power

Award: Communicator Award of Distinction

Idaho Falls Power 2022 Annual Report

Idaho Falls Power wanted to focus on their new hydropower efforts so the design was created to emulate that theme, while incorporating design elements from the company's logo. Custom infographic illustrations were created to represent important points of data from the previous year.



CHALLENGES & OPPORTUNITIES

MANAGEMENT MESSAGE

Idaho Falls Power (IFP) continues to grow at an accelerating pace. Our customer base in 2022, with utility commission approval, grew from 2.1 million in 2021 to 2.2 million in 2022. Our growth is driven by our commitment to our customers, our focus on our core business, and our investment in our infrastructure. We are proud to be a part of the Idaho Falls community and to provide reliable, clean energy to our customers.

OPERATING REVENUE

Category	2022	2021
Operating Revenue	\$17,417,535	\$17,847,814
Other	15,810,533	4,792,848
Total Operating Revenue	33,228,068	22,640,662

OPERATING EXPENSES

Category	2022	2021
Power purchased	\$3,986,837	\$8,552,566
Transmission and distribution	4,143,434	3,040,350
Fiber operations and maintenance	5,700,328	1,902,026
Customer acquisition and retention	2,785,981	3,832,276
General and administrative	5,895,562	5,552,544
Depreciation	7,779,864	6,540,626
Total operating expenses	30,791,996	34,419,388

OPERATING INCOME

Category	2022	2021
Operating Income	4,436,072	8,221,274
Interest expense	(1,882,531)	(276,318)
Income tax expense	(622,530)	(140,859)
Other income	1,133,020	(1,483,000)
Total other income	(772,041)	(1,900,177)

NET POSITIVE DISCOUNTED PV

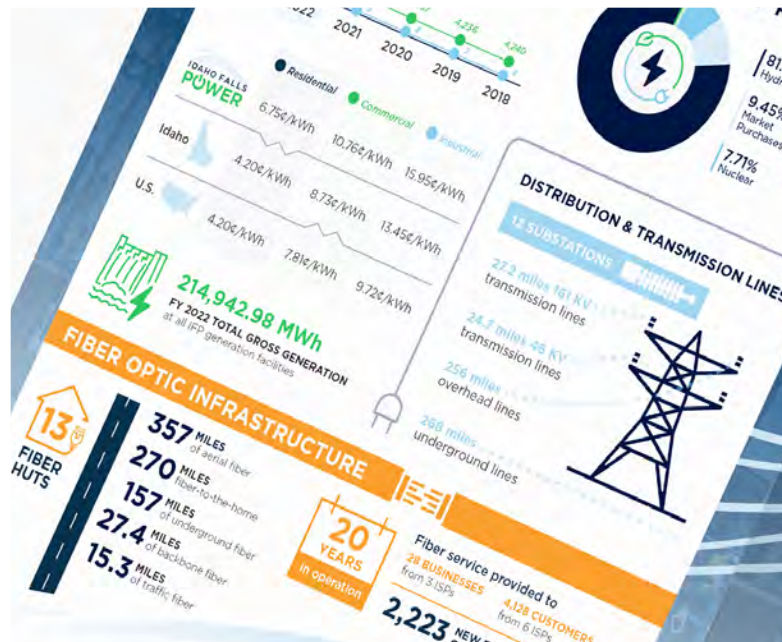
Category	2022	2021
Net Positive Discounted PV	1,768,880	1,888,076

NET POSITION AND CHANGES

Category	2022	2021
Net Position	1,768,880	1,888,076

END OF YEAR NET POSITION

Operating Revenue: 33,228,068
Operating Expenses: 30,791,996
Operating Income: 4,436,072
Net Positive Discounted PV: 1,768,880



Category: Branding
Client: INL - ChargeX

ChargeX Branding

ChargeX is a consortium of concerned scientists working hard to streamline the electric car charging experience. They often give presentations with large car manufacturers and needed a brand that would gain the respect of industry leaders. User experience is at the heart of their efforts so we developed a logo that infers a human figure and communication materials to further their mission.



CHARGE X
consortium



Category: Print

Client: STEM Special Forces

STEM Special Forces Card Game

The RED, Inc. designer worked with the STEM group to develop a card game for young children. The purpose of the card game is to help educate on the amount of electricity used and the global impacts of those choices.



20 Solar has a 27% capacity and land use of 43.5 acres/megawatt. Solar power is generated from sunlight. Solar power is considered a renewable energy source and does not use Earth's resources to generate power.

0 Powered by the sun.

10

Category: Print

Client: Idaho National Laboratory

Awards: Communicator Award of Excellence

Pet Supply Drive Flyer

Created to promote an employee-operated supply drive for a local animal shelter. Using design elements from the established INL style guide, this flyer's design direction was to have fun with imagery and subtle accents to catch viewer's attention while passing by in the office space.



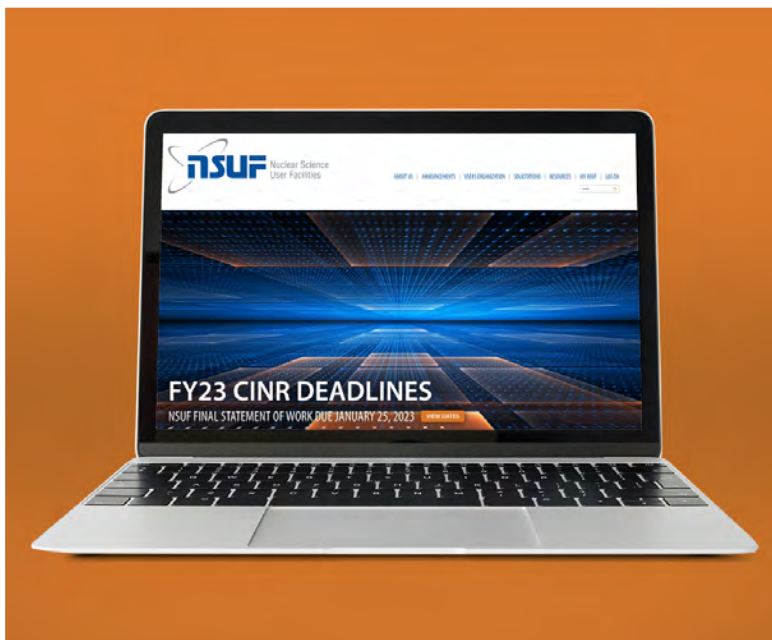
Category: Branding

Client: INL - Nuclear Science User Facilities

Awards: Communicator Award of Distinction

NSUF Brand Refresh

The goal with this campaign for NSUF was to breathe new life and unify the NSUF branding. This included items such as branding identity, annual reports, event displays, websites, factsheets, flyers, and presentations.



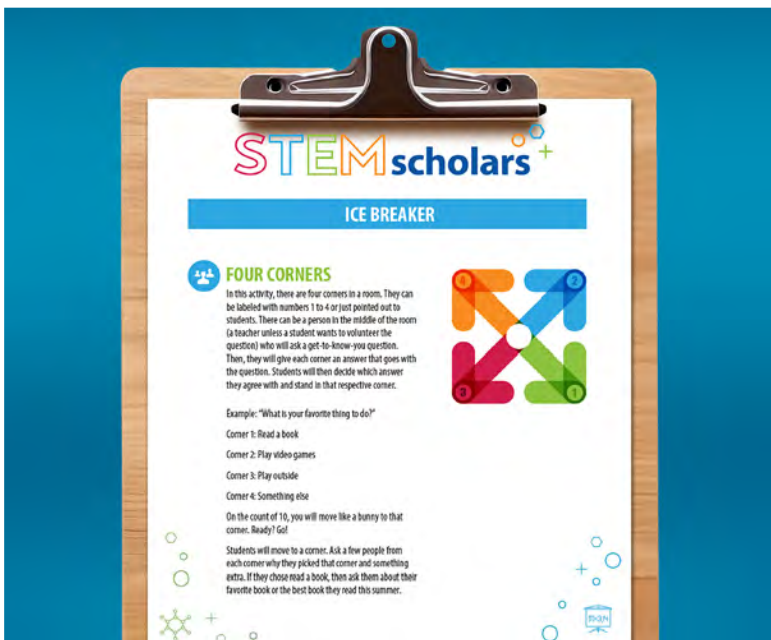
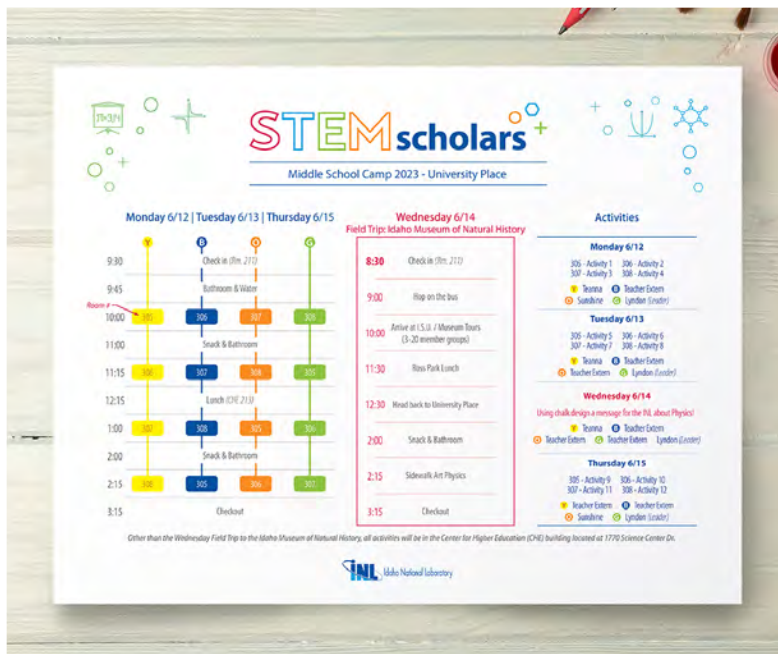
Category: Branding

Client: Idaho National Laboratory

Award: Communicator Award of Excellence

STEM Scholars Branding

This annual summer camp at Idaho National Laboratory (INL) needed a fun and kid-friendly identity to use on t-shirts, lesson plans, schedules and more. The playful use of INL's brand colors and STEM related design elements brought this brand to life.



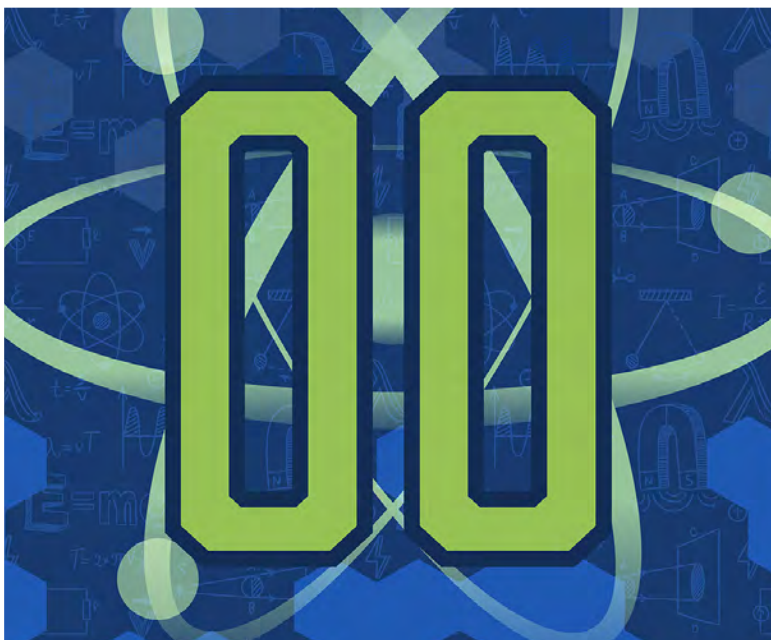
Category: Graphics

Client: Idaho National Laboratory

Awards: Communicator Award of Distinction

INL Hockey Jersey

Idaho National Laboratory (INL) asked the RED, Inc. designer to create a custom hockey jersey for the INL employee night at a U.S. Premier Hockey League game. These jerseys were worn by the Idaho Falls Spud Kings during the game and auctioned off for a total of more than \$13,000 for a veterans charity.

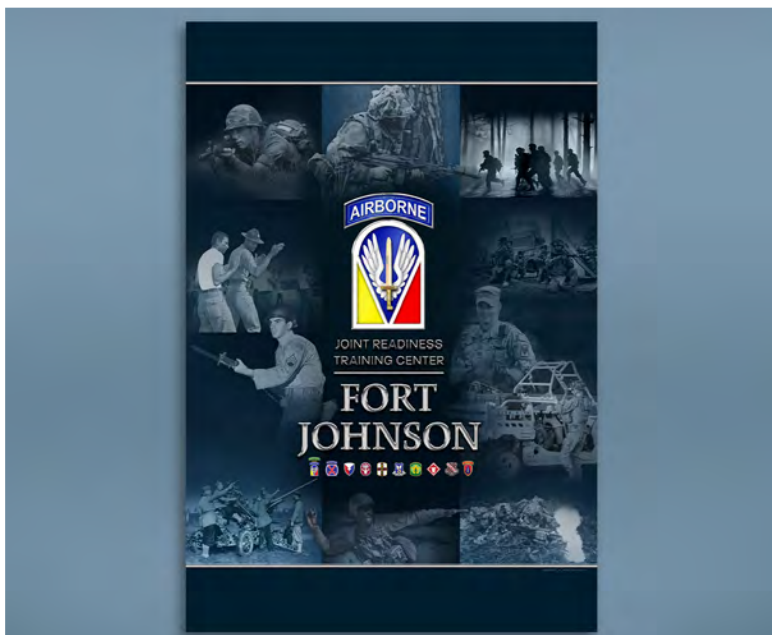


Category: Branding

Client: Fort Johnson

Fort Johnson Renaming Ceremony

June 13, 2023, Fort Polk was renamed Fort Johnson in honor of Sgt. William Henry Johnson. RED, Inc. designers created a 17-foot history banner showcasing the installation's history. The designers created coordinating posters and a computer screen background to be displayed across the installation. A set of posters were created to showcase Fort Johnson's namesake and medal of honor recipient.

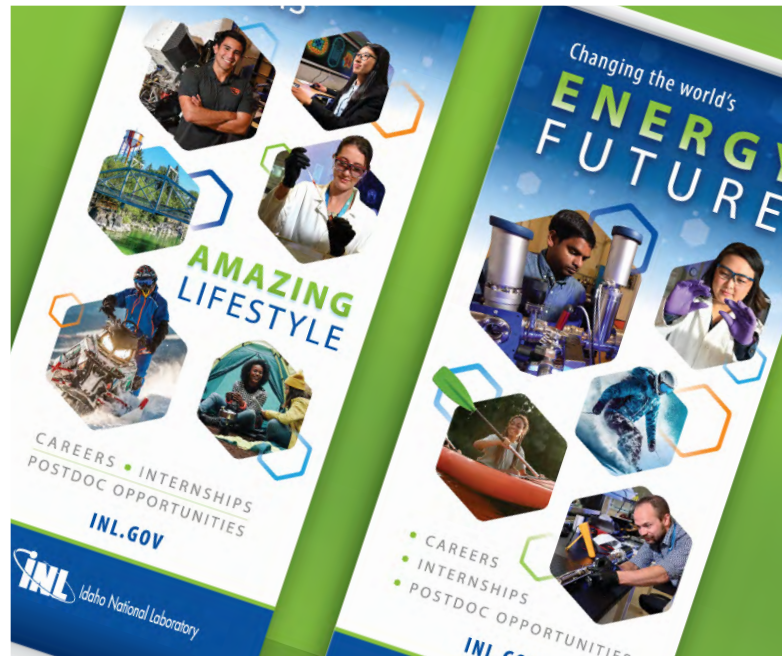


Category: Displays

Client: Idaho National Laboratory

Career/Recruitment Pull Up Banners

The recruitment team from the Idaho National Laboratory (INL) wanted to create eye-catching pull up banners to display at career-focused events. The customer requested imagery that both showcased the type of work the INL does as well as lifestyle images representing fun activities in the surrounding area.



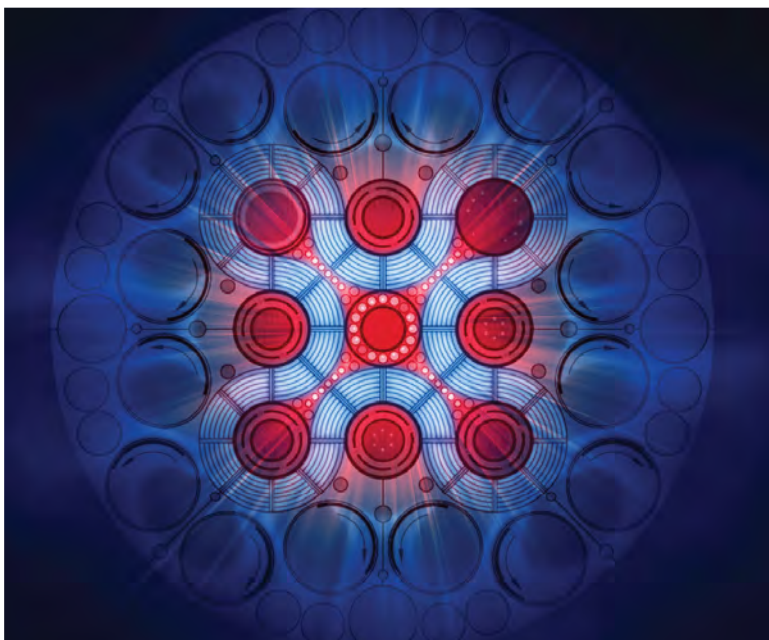
Category: Print

Client: INL - Advanced Test Reactor

Awards: Communicator Award of Distinction

Advanced Test Reactor Annual Report

Yearly report compiled to highlight research, capabilities, and operational excellence of Idaho National Laboratory's (INL's) Advanced Test Reactor, the world's premier nuclear test reactor. A focal point of this report records the long-term asset management for improving ATR's complex infrastructure and human performance improvement.



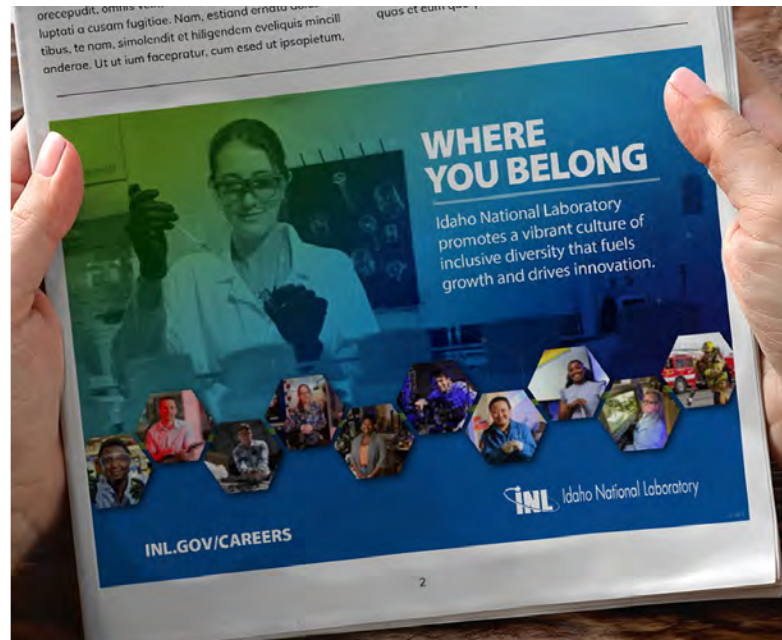
Category: Print

Client: Idaho National Laboratory

Awards: Communicator Award of Distinction

Spud Kings Program Ad

RED, Inc. designers created a print ad promoting career opportunities and the Idaho National Laboratory (INL). The bright gradient and bold text stood out in the 2023–2024 season program for our local United States Premier Hockey League team, the Idaho Falls Spud Kings.





2024 . PORTFOLIO

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