Client

Pence Lake - Deerbrook, WI

- Uplham Township
- Langlade County, Wisconsin

Client contacts

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Goals

High level goal

Langlade County is the county of Trails. Hiking, mountain biking, skiing, snowshoeing, snowmobiling, and ATV trails. The site will highlight one of the places to visit.

Deliverables:

- [ ]
- [ ] Responsive Website
- [ ] places to go

#F5E1AD	#CBCBCB
Wheat	Silver
#00C8D2	#C0673E
Robin's Egg Blue	Crail
#006A75	#707070
Pine Green	Dove Gray

Creative direction

Product concept

Highlight some of the activities and places to visit in the area.

PLACES IN THE AREA

Jack Lake

http://www.jacklakecampground.com/

Camping, hiking, disk golf, swimming, fishing, skiing & snowshoeing, mountain bike trails.

REGI (Raptor Education Group, Inc)

http://www.raptoreducationgroup.org/

REGI is dedicated to the rehabilitation of injured and orphaned native birds in Wisconsin. Tours are offered during the summer.

Langlade County Historical Museum

http://langladehistory.com/

The beautiful former Carnegie Library is currently being remodeled. Will open again in Spring of 2021.

Wolf River

http://wisconsintrailguide.com/paddle/wolf-river.html

Pence Lake is 5 miles from the Wolf River. White water rafting, canoeing and tubing are all available ways to experience this wild rive.

📄 **PLACES IN THE AREA**
93 words

Existing brand

Brand personality

- Adventurous
- Reserved
- Dignified
- Hint of rebellion

Target Audience

Sarah & Jim

34/35 years old

Sarah: Accountant, Jim: College Professor

- Cycles to work
- Exploring new areas of the state
- Enjoys live music
- Wine over dinner with friends
- Shops at Whole Foods

Ryan

30 years old

Teacher

- Enjoys open water swimming
- Lakes to kayak
- Plays guitar
- Enjoys craft beers
- Enjoys camping

Kim

28 years old

Grad Student

- Enjoys being outdoors
- Likes hiking
- Fall is her favorite time of year
- Enjoys walking with her dog
- Loves a good cup of coffee

Places to See

Raptor Educato\ion Group

Jack Lake