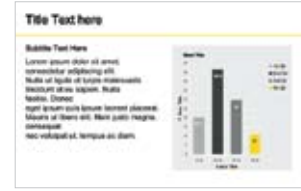




TOM FISHER DESIGN



TOM FISHER has been providing design services in the Twin Cities for over 20 years. He is an innovative designer and art director recognized for developing creative solutions that provide strong results to business objectives. An imaginative professional with broad experience and excellent execution, Tom's focus is on brand, marketing communications, e-commerce, retail, health care and financial services.

BACKGROUND

Since June 2005 Tom worked as Art Director at FAF Advisors, Inc., a financial services division of US Bancorp. He was instrumental in building their brand and streamlining the distribution of a wide variety of communications. At target direct Tom was Lead Web Designer, directing site-wide design for navigation, promotions and campaigns. He was recognized for creating a strong online presence for the brand. While at Blue Cross Blue Shield of Minnesota, he spearheaded efforts in building the company's first corporate intranet, providing flexible access to valuable company information.

EDUCATION & SKILLS

Tom has an interdisciplinary approach to design and communications. He has the capabilities to carry projects of all sizes from concept through completion. He brings valuable technical knowledge and skill, along with a wide network of professional resources. Strategic thinking and tactical problem solving are combined to solve both creative and production challenges.

With a strong focus on visual design as core strength, Tom works equally well with print projects and web/interactive projects. Areas of expertise include: brand execution, typography, photography, information design, communications for marketing and production workflow.

BBA Marketing, University of Iowa
BFA Graphic Design, Iowa State University

FIRST
AMERICAN
FUNDS

CASE STUDY
BRAND ROLLOUT

RECENT
WORK

ARCHIVE

THE FIRST HALF of Tom's portfolio is work created while he held the position of Art Director at FAF Advisors/First American Funds from 2005 through 2010. The projects shown are primarily from a recent brand update for First American Funds. Tom was responsible for overseeing the rollout of the brand update, both in terms of creative design and implementation of printed and web components. A case study is included at the end of this section with more detail on this successful project.

THE SECOND HALF of the book includes work done since 2000, both while in Tom's position as Senior Web Designer at Target Corporation and independently as Principal of Tom Fisher Design. He has concluded with a section for archived work designed earlier in his career. Tom has experienced many transitions, resulting in a broad range of experience and knowledge in areas like traditional print, web & interactive, digital printing, variable printing, signage, presentations, video, direct marketing, advertising, publishing, digital asset management, and brand identity.

Brand Guide 2010



FIRST AMERICAN FUNDS. | SPECIALISTS IN OPPORTUNITY.

FIRST AMERICAN FUNDS.

Brand Guide 2010

Brand Positioning

First American Funds helps advisors build long-term relationships with investors by providing specialty diversification solutions designed to increase returns and lower portfolio risk, backed by personalized service.

BRAND ESSENCE:

Diversify

KEY MESSAGE:

First American Funds specialty diversifiers help you find the hidden opportunities in ever-evolving markets.

CHARACTER:

An innovative partner you can rely on for the long term

PERSONA:

Smart, Innovative, Reliable, Current



FIRST AMERICAN FUNDS Brand Guide 2010

Logo

FIRST AMERICAN FUNDS

The First American Funds logo mark consists of a graphic illustration of George Washington and a typographic treatment of the company name. The graphic illustration of George Washington is the cornerstone of our brand identity. Follow guidelines below to maintain a consistent, high-quality presentation of the logo.

Standard logo width on an 8.5 x 11 page is 5.27"

Best clarity after reproduction: the size of the logo. The logo must be observed by the height and width of the Washington graphic.

Color of the logo is defined to black and white. It is generally created as a white background when placed on a color background (primary document) and black on white background (print).

Placement of the logo on a black background should be the alternate. Alternate Washington graphic and color guidelines of the brand mark. Brand Mark Guidelines are located in the next page.

FIRST AMERICAN FUNDS Brand Guide 2010

Brand Mark | graphic elements

The graphic illustration of George Washington is the cornerstone of our brand identity and is included in our logo and brand mark.

George Washington embodied both remarkable strength of character and the wisdom of strategic vision. This balance made him a great leader, what we strive for at First American Funds.

Use of the George Washington illustration can vary in different contexts:

1. Detailed illustration for our brand mark (shown on page 10)
2. Detailed illustration with background for letterhead and business cards (shown on page 10)
3. Simplified illustration for our logo and other smaller applications (shown on page 10)
4. Full illustration for our website and other electronic communications (shown below only)

The Corner/Flared element is a graphic device used with the logo grid to reinforce the idea of UNCOMMON OPPORTUNITIES. It is generally used to add emphasis to our brand mark when space and printing considerations allow.

The use of UNCOMMON OPPORTUNITIES can be combined with certain uses of the color palette. The Corner/Flared element is not a trademarked device.

FIRST AMERICAN FUNDS Brand Guide 2010

Color

Black is the brand's most dominant color. Gold is used with black to provide the brand's overall impression. The gold color has an implied meaning of "OPPORTUNITY" and should be used with that in mind. Generally a proportion of 20% gold to 80% black is not exceeded on a page.

Scarcity of black and an integral theme and should be implemented carefully to maintain a consistent visual across electronic print materials.

Black
 CMYK: 100% 0% 0% 0%
 RGB: 0 0 0
 Hex: #000000

Gold
 PANTONE: 101
 CMYK: 100% 27% 0%
 RGB: 210 160 0
 Hex: #D4AF37
 Limit screen of gold to 50% only

SUPPORTING COLORS: Blue PMS 642, Red PMS 187 and Green PMS 377 are used consistently in branded materials to enhance messages and visual presentation. They are intended to complement the primary black and gold colors without overpowering them.

Support colors are used liberally throughout our materials to enhance and support different types of messages and information. It's important that accent colors are not used in a manner that dilutes the impact of the primary and secondary colors of the brand.

Blue PMS 642
 CMYK: 100% 0% 100% 0%
 RGB: 0 0 255
 Hex: #0000FF

Red PMS 187
 CMYK: 100% 0% 0% 0%
 RGB: 255 0 0
 Hex: #FF0000

Green PMS 377
 CMYK: 100% 0% 0% 0%
 RGB: 0 255 0
 Hex: #00FF00

FIRST AMERICAN FUNDS Brand Guide 2010

Layout & Templates

General layout guidelines maintain consistency and keep marketing messages simple and direct. Below is an underlying grid that is used for a standard 8.5 x 11 page size. Also shown is a sample sales tool that uses the grid.

7.75" x 10.5" (shown above)

7.75" left & right added to accommodate 1/4" margins

TEMPLATES:
 Pre-designed electronic files using these general guidelines are available in the following software programs to help maintain brand consistency:

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Quark XPress
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Lotus Notes



First American Funds

Redefining Global Infrastructure

A mutual fund designed to encompass the expanding range of opportunities in global infrastructure.

A mutual fund designed to encompass the expanding range of opportunities in global infrastructure. The fund invests in a diversified portfolio of securities and other assets that are related to the construction, operation, and maintenance of infrastructure. The fund's investments are primarily in the United States, but it also invests in infrastructure projects and companies in other countries. The fund's investments are primarily in the United States, but it also invests in infrastructure projects and companies in other countries.



Characteristics of Infrastructure Investments:

- Stable, cash-flow-oriented returns
- Inflation hedge
- Low correlation to other major asset classes

Risks:

Investing in specific sectors

First American Funds / Investment in Infrastructure

Investment objectives: The fund seeks to provide long-term capital appreciation and income. The fund's investments are primarily in the United States, but it also invests in infrastructure projects and companies in other countries.

Investment strategy: The fund invests in a diversified portfolio of securities and other assets that are related to the construction, operation, and maintenance of infrastructure.

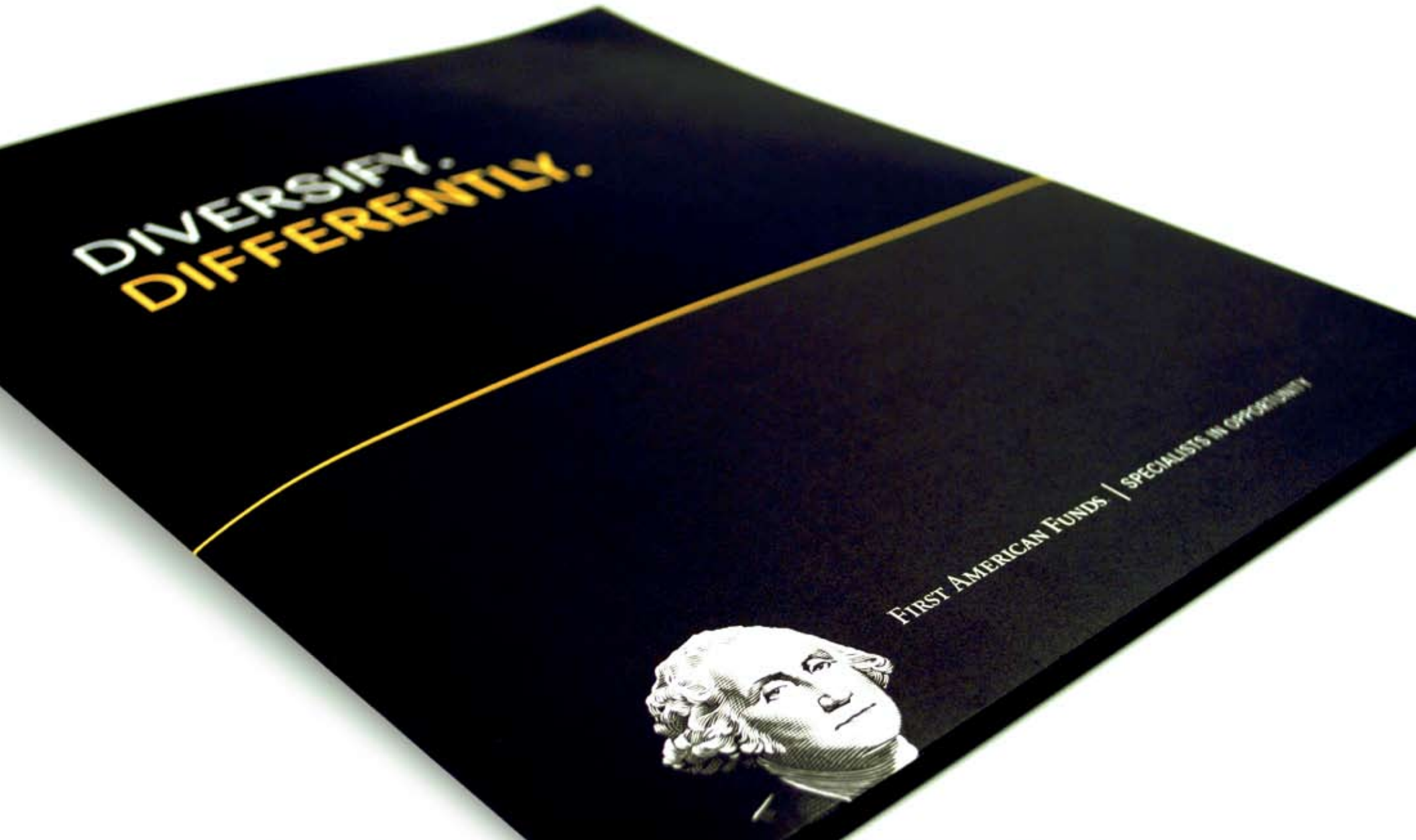
Investment process: The fund's investments are primarily in the United States, but it also invests in infrastructure projects and companies in other countries.

Investment risks: Investing in specific sectors

Investment disclaimer: Mutual fund investing involves risk; principal loss is possible.

FIRST AMERICAN FUNDS

Marketing folder, signature piece to showcase new brand positioning



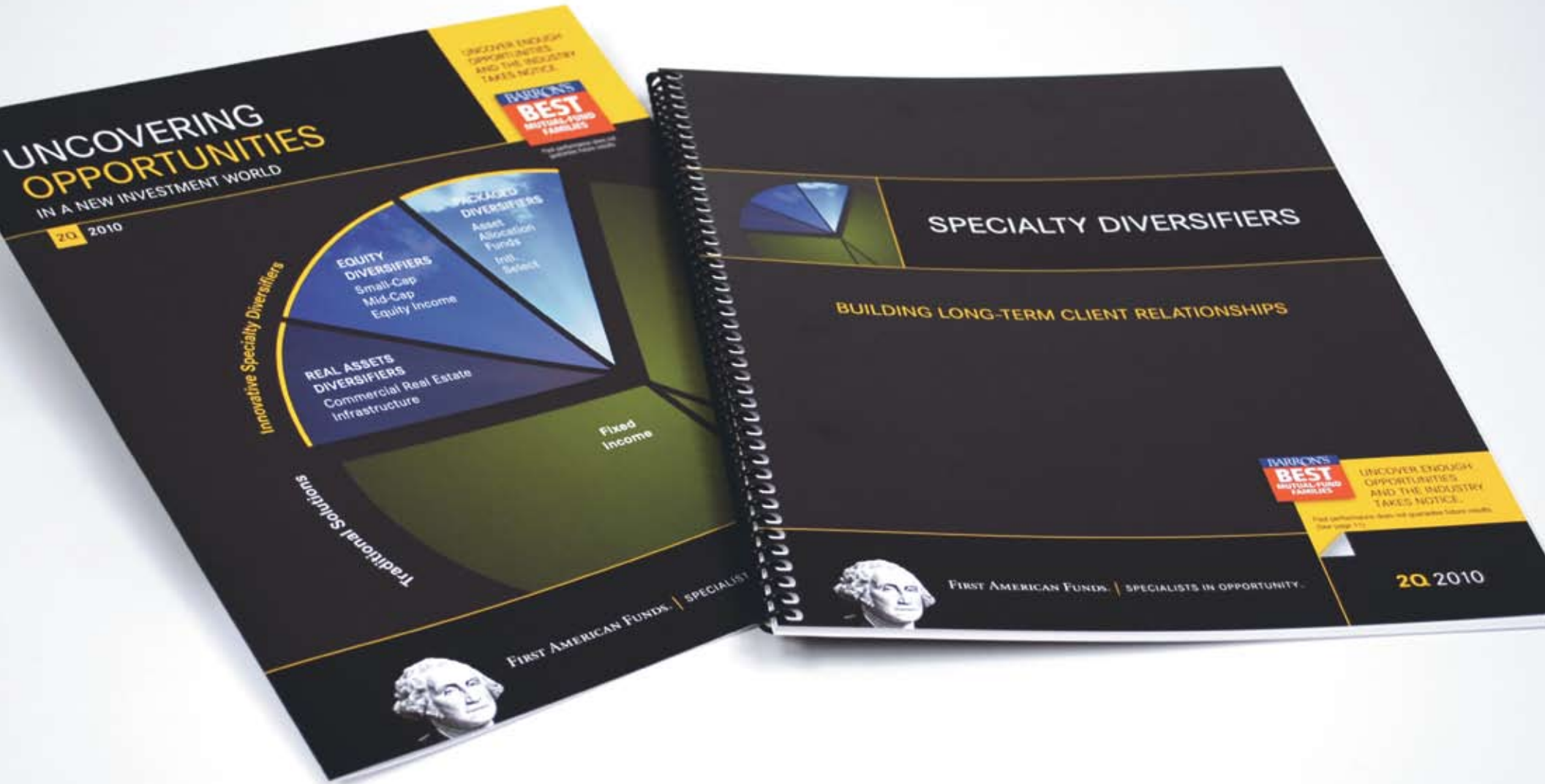
FIRST AMERICAN FUNDS



Fund brochure system



Asset allocation funds brochure



Positioning brochure and sales booklet



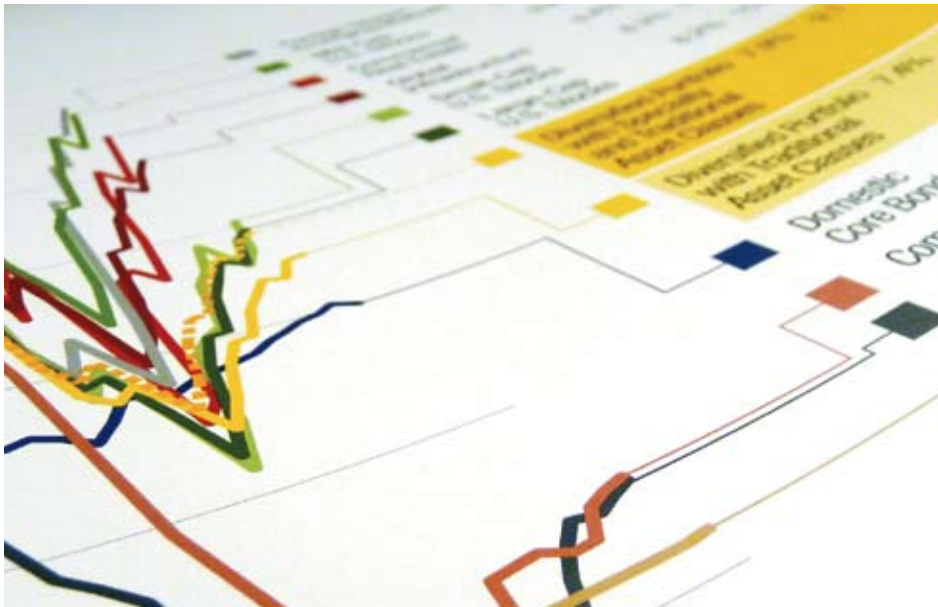
Positioning brochure



Quarterly performance materials



Strategy sheets



Posters, promotional materials

Reaction Time

5 10 15 20+

UNCOVERING OPPORTUNITIES

hedging Inflation

HOW TIPS WORK

value of \$1,000

2%

Does my portfolio need to evolve?

UNCOVERING OPPORTUNITIES

Should I Still Invest in this Market?

"Or should I opt for the safety of bonds and cash?" Many investors are asking these questions today. As markets persist in their rollercoaster behavior, volatility has become a fact of life. Confronted with this reality, many advisors and clients are re-evaluating their investment approach.

How Can I Take Advantage of Changing Markets?

There are ways you can help your portfolio evolve without discarding time-tested strategies such as diversification. Diversification remains fundamental in volatile markets because different assets rise and fall at different times as markets change. But these days, finding asset categories that help to diversify by reacting differently to market changes has become more challenging.

Expanding Beyond Traditional Asset Allocation

Diversification does not assure a profit or protect against a loss in a declining market.

An asset allocation portfolio relying primarily on traditional stocks would have seen a lockstep with the market, like specialty diversified portfolios. The chart below shows how class holdings helped to change markets.

The Last Tightening Cycle Was Gradual

1.00% 5.00% 5.25% 4.00%

2004 2005 2006

17 Federal Funds Rate Changes

4 Rate Hikes

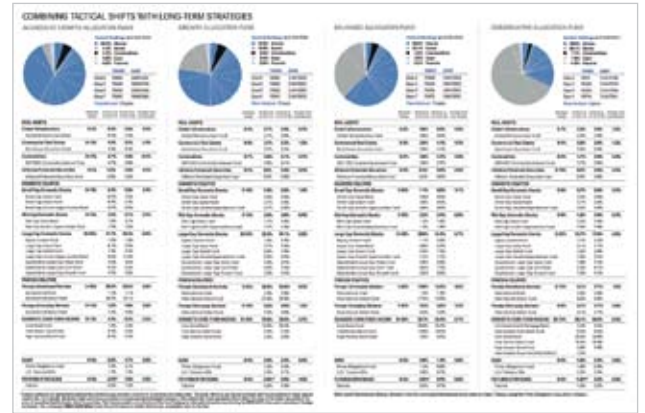
NO TFDIC INSURED NO BANK GUARANTEE MAY LOSE VALUE





Fact sheets and informational materials

FIRST AMERICAN FUNDS



Sales team support materials



Event invitations



Presentation materials for print and screen

Legal, Compliance, and Risk

Charlie Manzoni



FAF ADVISORS.

2010 PARTNERS MEETING

FAF Advisors Global Infrastructure Strategy

PRESENTATION BY:



FAF ADVISORS.



SAVING YOU VALUABLE OPPORTUNITY

Real Estate Team



John Wenker
Head of Real Estate

<p>John Wenker Head of Real Estate</p> <p>Paul Fleming Director of Real Estate</p>	<p>Justin Gonzalez, CFA Senior Portfolio Manager</p> <p>David Decker Senior Portfolio Manager</p> <p>David Pyle Senior Portfolio Manager</p>	<p>John Pyle, CFA Senior Portfolio Manager</p> <p>John Pyle, CFA Senior Portfolio Manager</p> <p>John Pyle, CFA Senior Portfolio Manager</p>	<p>John Pyle, CFA Senior Portfolio Manager</p> <p>John Pyle, CFA Senior Portfolio Manager</p> <p>John Pyle, CFA Senior Portfolio Manager</p>
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Managing another kind of risk...


Investor Emotion

Title Text here

Subtitle Text Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ut ligula ut turpis malesuada tincidunt at eu sapien. Nulla facilisi.

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What is Infrastructure?

Essential facilities and services that support the economic productivity of a community

- Utilities, hospitals, government services

Assets involved in the movement of goods, people, water, and energy

- Airports, shipping, pipelines

Includes assets that are privately owned or operated




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CORPORATE CONSTITUTION

Our Strength
INVESTMENT PROCESS
Talented professionals, rigorous debate, collaboration with accountability

Our Goal
SUPERIOR PERFORMANCE
Consistent, superior results delivered over the long term.

Our Pledge
PRINCIPLED ACTION
To serve clients with conviction and pursue performance with integrity.

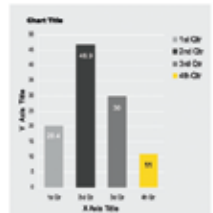



FAF ADVISORS.

Title Text here

Subtitle Text Here


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ut ligula ut turpis malesuada tincidunt at eu sapien. Nulla facilisi. Donec eget ipsum quis ipsum laoreet placerat. Mauris ut libero elit. Nam justo magna, consequat nec volutpat, ut, tempus ac diam.

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Adding Infrastructure to a Global Portfolio

Global portfolio with 10% infrastructure improves portfolio returns without substantially increasing risk.

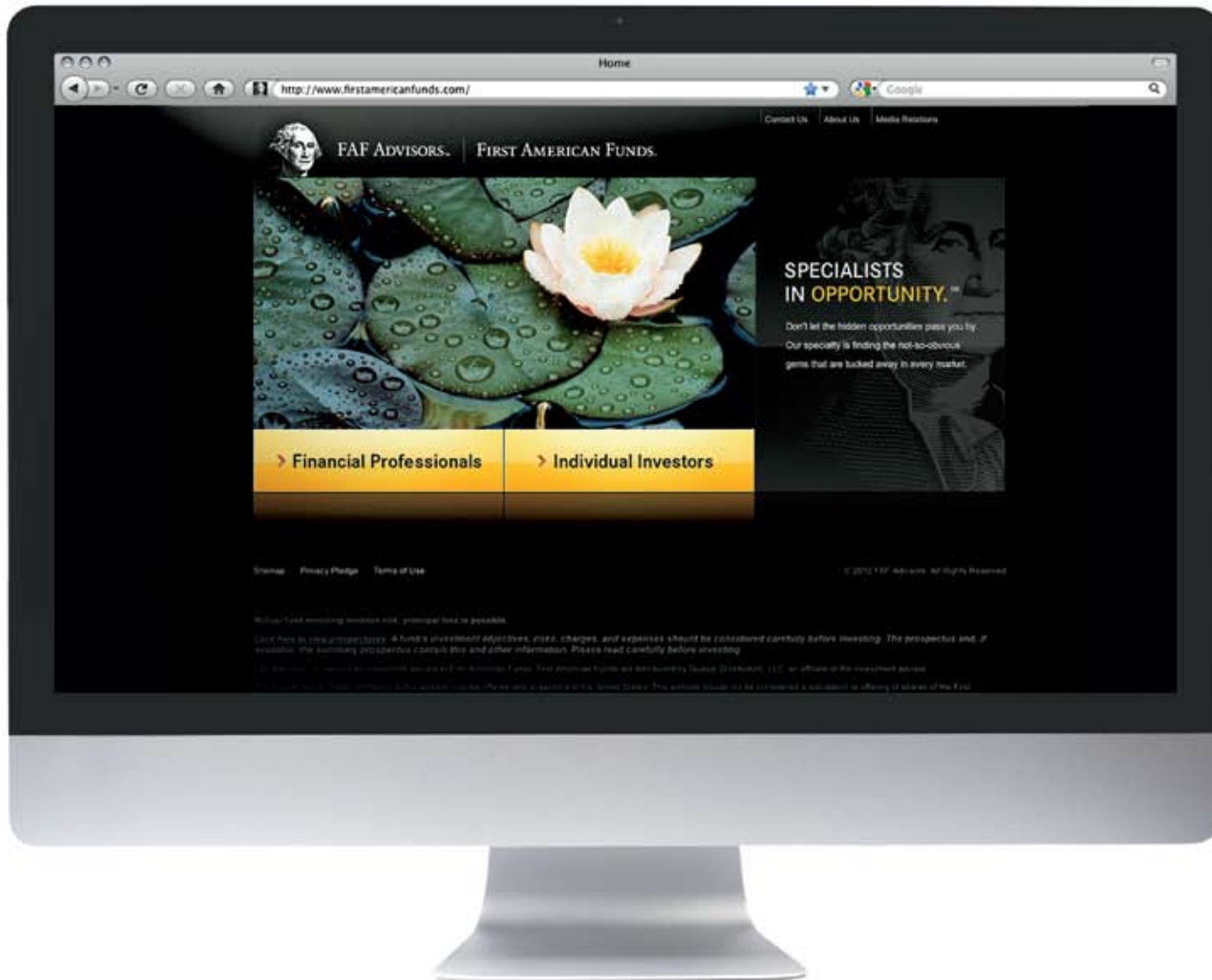


Average Annual Total Return	9.32%	11.8%
Standard Deviation	11.27%	11.72%

Based on monthly data from 1970 to 2009. Source: Morningstar Direct.



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FIRST AMERICAN FUNDS

Fund Name	Total Return	Total Returns (AAP)					% Average Annualized Total Returns as of 6/30/2010									
		1Yr	3Yr	5Yr	10Yr	1Yr	3Yr	5Yr	10Yr							
California Tax Free	PCAX	1.38	2.40	5.27	16.89	4.35	5.58	5.18	5.58	4.25%	6.74	2.82	2.70	4.72	5.16	2/1/2009
California Tax Free	PCGX	1.16	1.82	4.76	16.81	3.62	5.14	5.70	5.40	4.25%	6.76	2.73	2.24	4.64	4.87	2/1/2009
Core Bond	FBFC	1.58	1.80	6.17	17.11	6.32	4.65	5.84	5.94	4.25%	12.08	5.15	3.94	5.16	6.39	12/22/1987
Equity Income	PFEX	7.46	-4.10	1.42	13.97	-7.47	1.15	2.53	4.72	5.93%	7.74	-9.20	0.02	1.57	6.38	12/18/1992
Equity Index	FMEX	6.94	-8.89	-0.44	13.17	-10.16	-2.23	-0.26	6.57	5.93%	7.62	-11.44	-2.34	-2.42	6.23	12/14/1992



FIRST AMERICAN FUNDS



Operational and shareholder communications.

RECENT WORK

Web site design and art direction
Organic Diva

ORGANIC DIVA
Sensible Cosmetics for the Seriously Divine

Let's face it, some news and some reviews is not good enough for you. Get some research, using Organic Diva to help.

View Entire Collection >

Featured Products

- Jane's medallion purgessence Blush beauty rose (good) \$150.00
- Jane's medallion purgessence Blush beauty rose (good) \$150.00
- Jane's medallion purgessence Blush beauty rose (good) \$150.00
- Jane's medallion purgessence Blush beauty rose (good) \$150.00
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ORGANIC DIVA Sensible Cosmetics for the Seriously Divine

ORGANIC DIVA'S SUMMER 2010 MUST-READ:
"Do It Gorgeously."
Check out Sophie Ulliano's latest and what we think is her greatest green guide yet! >>

Find Out if You are Clueless or Crafty When it Comes to Going Green Gorgeously And Win Fabulous Prizes Too.

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ORGANIC DIVA SENSIBLE COSMETICS FOR THE SERIOUSLY DIVINE

Join us for Organic Diva's **HOT LUNCH**
Tuesday, June 23 from 11:30 a.m. until 1:30 p.m. CST

You're joined us for our Happy Hours, now make plans to join us for Organic Diva's first HOT LUNCH! Enjoy special savings on your favorite non-toxic beauty products, skincare staples and Organic Diva gifts. But these savings won't last long, so come on the least hour is over so to not lose.

Join us on Tuesday, June 23 from 11:30 a.m. until 1:30 p.m. (whatever you happen to find yourself) and SAVE.

LATEST NEWS ON ORGANIC PRODUCTS:

Human hormones, chemicals a bad mix
Research about everyday chemicals that may harm human health is piling up. Some people say government regulators have handled the situation irresponsibly. Others say more study is needed.
By SARAH MORAN, Special to the Star Tribune, June 15, 2009
[Read the Full Article...](#)

Have you checked your sunscreen for Oxybenzone and Helioxyol? Don't use it...
[contact us for more information.](#)

PLAN AN ORGANIC DIVA Baby Shower | PLAN AN ORGANIC DIVA Bridal Shower

Please join us on:
Blog: [http://www.organicdiva.com](#)
Facebook Group: [Organic Diva](#)
Please forward to other Organic Divas, friends and family.

"Sensible Cosmetics for the Seriously Divine"

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Organic Diva

ann garrity | president
 cell 612.845.8676
 877-RUA-DIVA
 agarrity@organicdivas.com
 www.organicdivas.com
 3425 warner lane
 minnetrista, mn 55364



sensible
 cosmetics
 for the
 seriously divine




Organic Divas don't put up with toxic personal relationships or toxic personal care products either.

The following is a list of synthetic cosmetic ingredients known or strongly suspected of causing cancer, birth defects or endocrine disruption. When it comes to these chemicals in your cosmetics, DIVA doesn't do it!

1. Methyl and Propyl and Butyl and Ethyl Parabens.
2. Iridoxaldehyd Grea.
3. Diazolindyl Grea.
4. Petrolatum.
5. Propylene Glycol.
6. PVP/VA Copolymer.
7. Sodium Lauryl Sulfate.
8. Stearalkonium Chloride.
9. Synthetic colors.
10. Synthetic fragrances.
11. Phthalates.
12. Nitrothiazolamine.
13. Oxybenzons.

Organic Divas are also never fooled by unregulated marketing terms such as "natural," "clean," "green," and "pure" which can and often do mean NOTHING. Don't worry, Diva. We'll do your research. Not all cosmetics are created equal. You deserve only the very best and that's all you'll find at www.organicdivas.com. For more information visit www.organicdivas.com or call 877-RUA-DIVA.

www.organicdivas.com




Identity and branding materials
Organic Diva

Kathie's Finds Timeless Furnishings, Accessories, and More

Find Us Map/Directions
Call Us Today 952.210.3587


Located at the historical Lyndale Creamery,
Maple Plain, Minnesota, Hwy 6 and Cty Rd. 92.
Open Friday and Saturday 10-5pm or by appointment.
[Shop Online Now](#)




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Vintage accessories in Minneapolis from Kathie's Finds aren't about "traditional" vintage antiques. Many of the items are cast-offs, abandons, donations, curb-side finds, orphans and the un-loved who have found new life under the tender ministrations of artist Kathie Armstrong. "Vintage" has found a new interpretation... [Learn More...](#)


Check Out Some of Kathie's Products & Services:



Kathie's Cup Cozies
Show your Earth-friendly attitude every time you tuck a coffee.
[Learn More...](#)



Kathie's Gift Baskets
Your baskets shouldn't come from a shelf. They should come from the heart...
[Learn More...](#)



2nd Life Totes
Handmade eco friendly totes. Change the everyday into the everywhere...
[Learn More...](#)

Wedding Designs

Why hire Minneapolis wedding designer Kathie Armstrong...
Your budget shouldn't dictate the magic of your most important day...
[Learn More...](#)

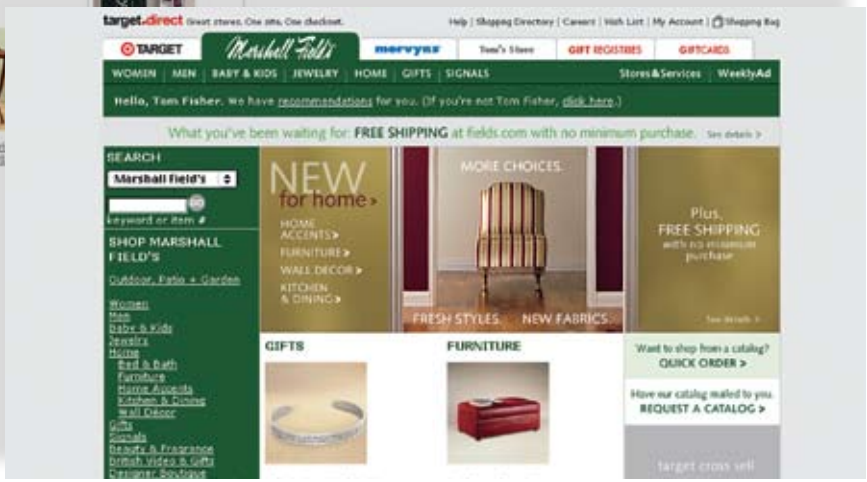
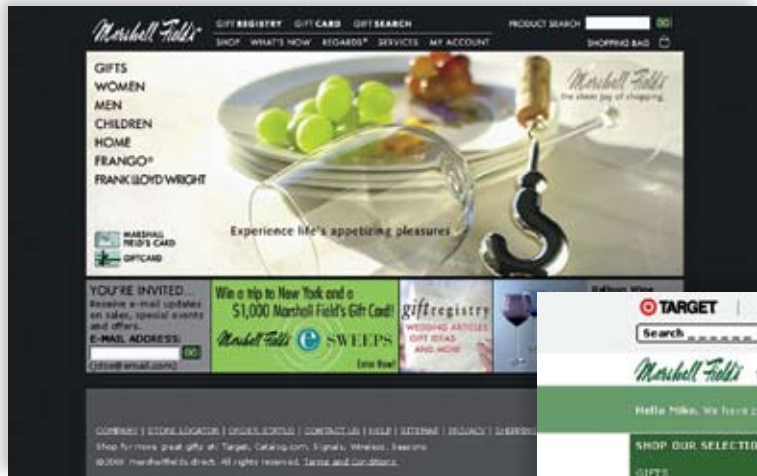
Kathie's Finds Located at the historical Lyndale Creamery, 7882 Co. Rd. 6, Maple Plain, Minnesota 55359 Find Us, Map/Directions >
Open Friday and Saturday, 10-5pm or by appointment., 952.210.3587 [Email Us](#) >

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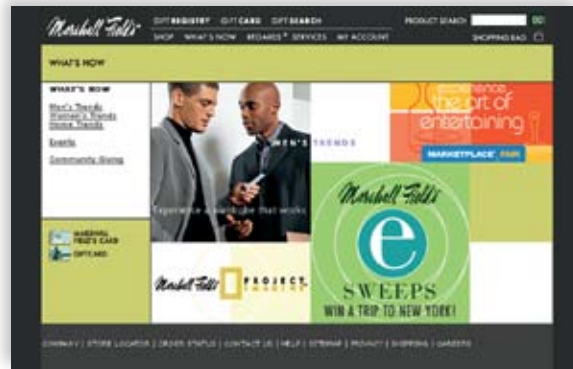
Brand update and home page design
Kathie's Find's, Sussex Studios



Web site design and navigation
Kathie's Find's, Sussex Studios



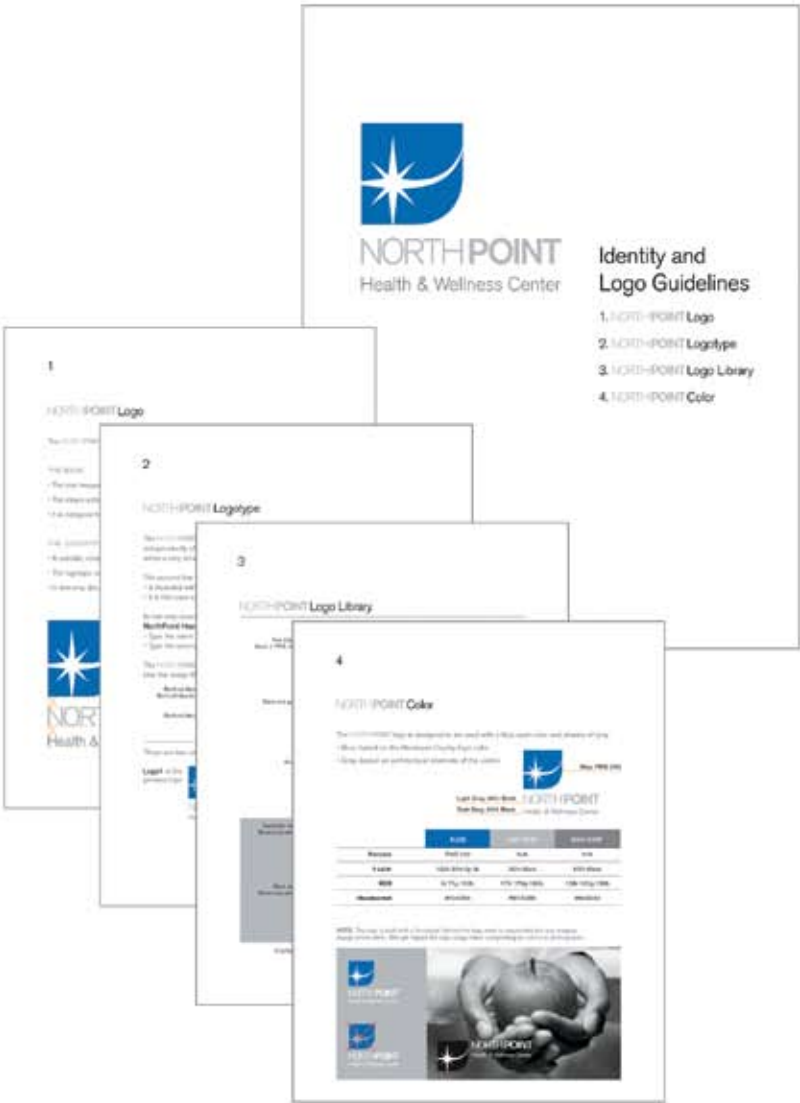
MarshallFields.com home page design and site evolution
target.direct



MarshallFields.com overall site design, promotional pages and e-mail campaigns target.direct



Sales kit packaging
Hearth & Home Technologies



Logo and identity
Northpoint Health & Wellness Center



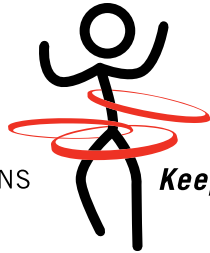
Capabilities brochure
The Johnston Group



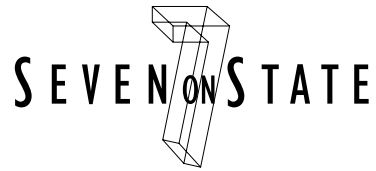
Newsletter template for variable printing
Sussex Studios-BI, Business Incentives

Hoopla

MARKETING & COMMUNICATIONS



Keeping it all going.



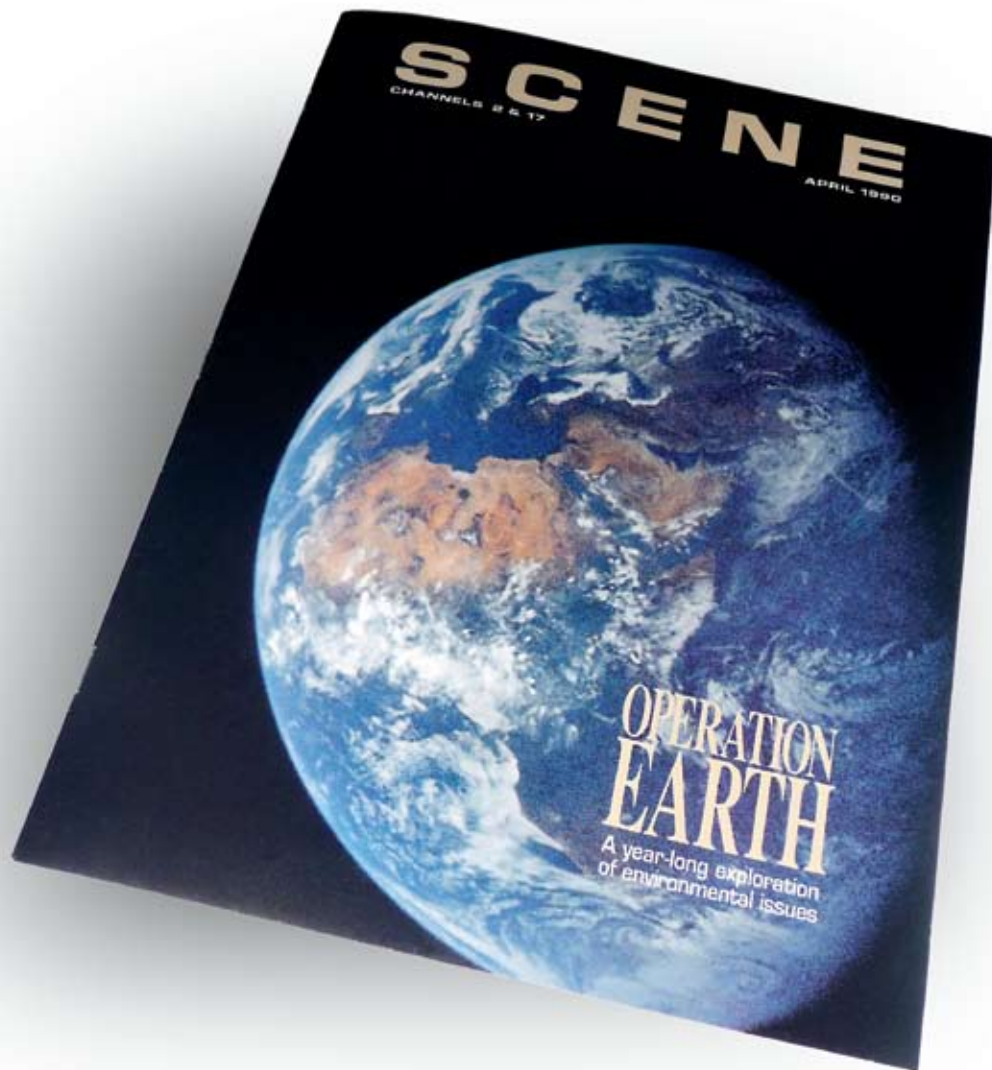
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H E
P O W E R
O F F O C U S
H E A R T H & H O M E
T E C H N O L O G I E S**



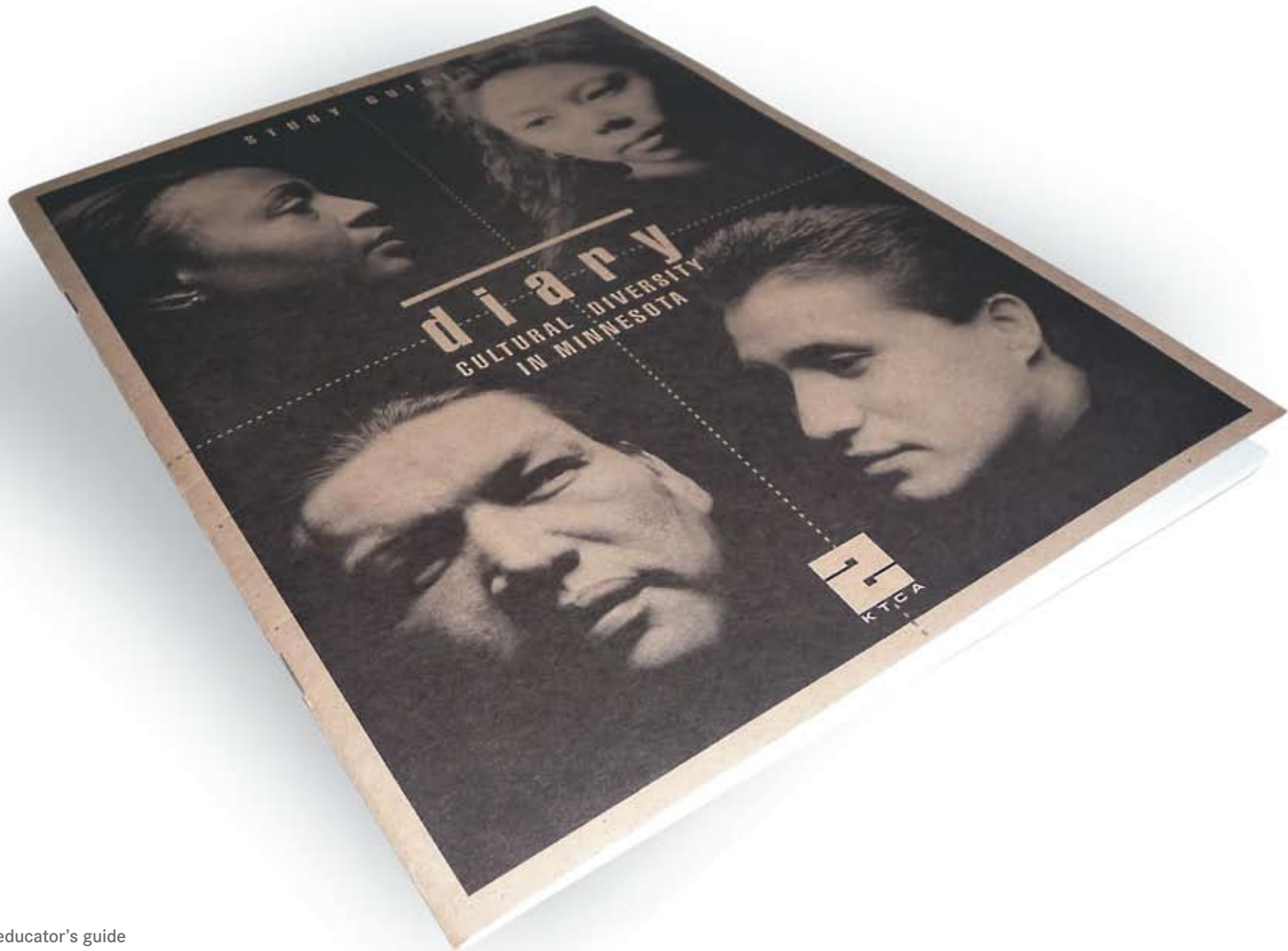
ARCHIVE



Guthrie Theater program
MSP Publications, 1988



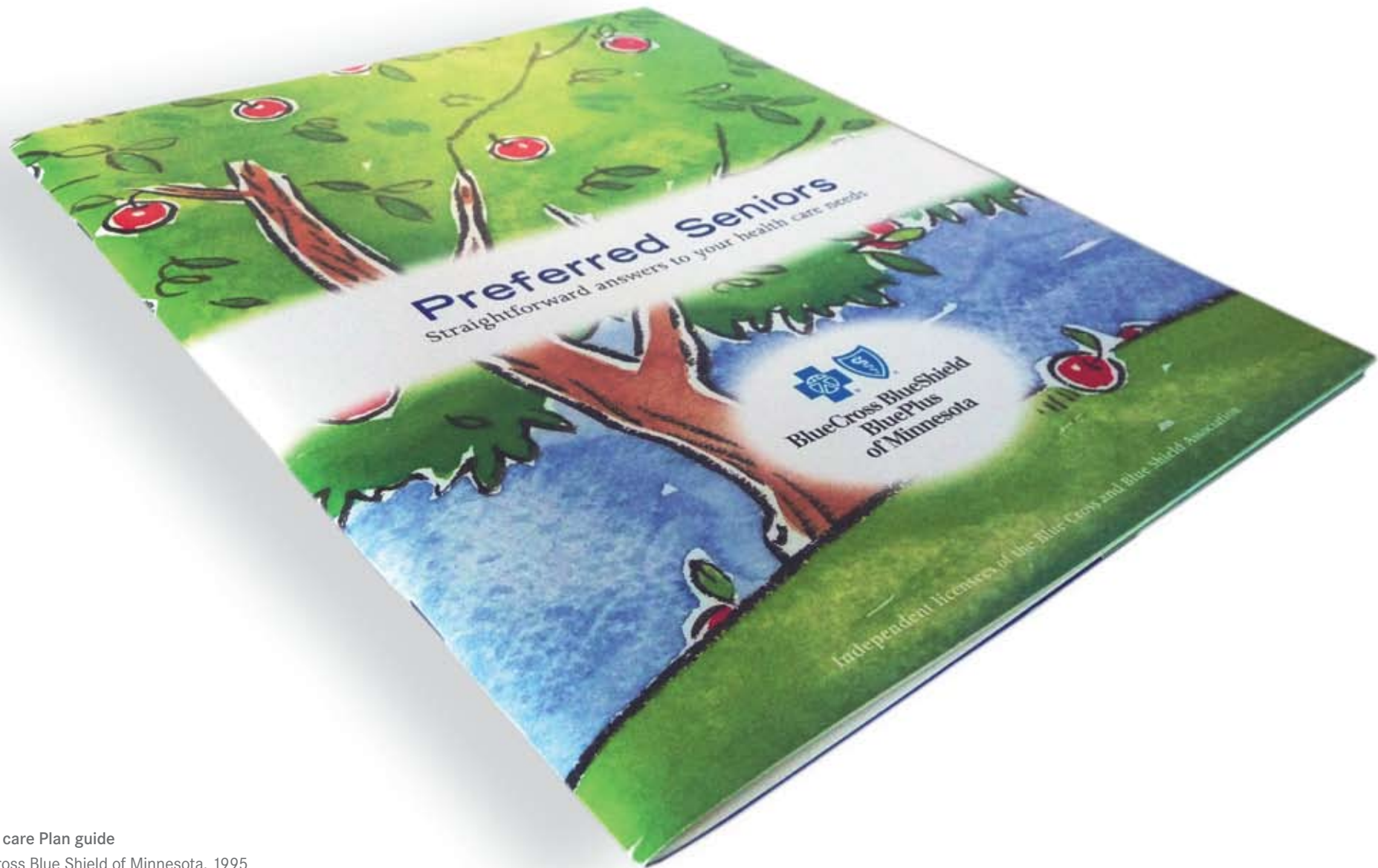
KTCA Public Television program guide
MSP Publications, 1989-1990



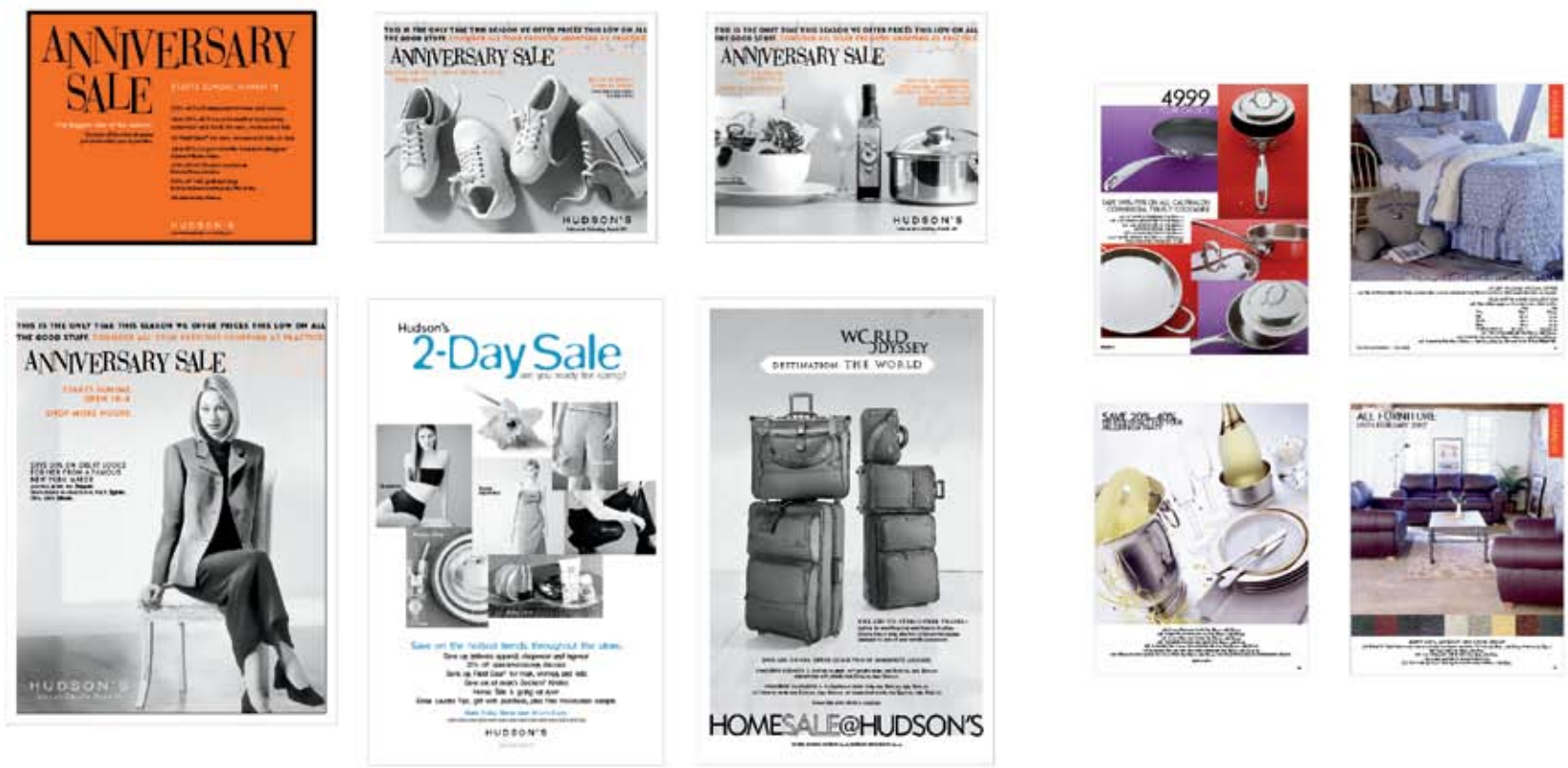
Television series educator's guide
KTCA, public television, , 1992



Television series educator's guide
KTCAs, public television, , 1992



Health care Plan guide
Blue Cross Blue Shield of Minnesota, 1995



Dayton's, Hudson's and Marshall Field's newspaper ad campaigns and Sunday circular layout/photo art direction, 1998-2000



Frango commemorative package, 2000



Ham radio call card, 1988

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