



Todd Slater

Graphic Design and Art Direction

727-408-8831

toddslater@mac.com

www.coroflot.com/toddslater

Todd Slater brings to the table over 20 years of experience in print and digital design and graphics team management. He currently serves as Creative Director and lead designer for The Money Mammals, an award-winning financial learning program for kids.

His work to date includes successful launches and major redesigns of magazine titles and websites, oversight and execution of all elements of print production, and a consistent, effective record of contracting, staffing and mentoring design talent. He has regularly initiated improvements to workflow in these areas, delivering tangible returns to the company in terms of cost-savings and increased customer base.

Over the course of his career Todd has applied his talent and creativity to bring a distinctive flair to projects in a wide range of disciplines including email and web design, logo design, typography, imaging, copywriting, and promotion and marketing.



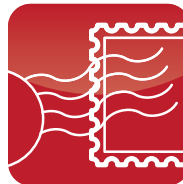
Editorial Design



Product Design



Identity Design



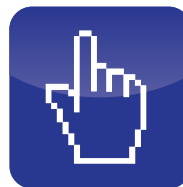
Promotional



Money Mammals



SID Redesign



Web/Digital



Media Design



Digital Imaging

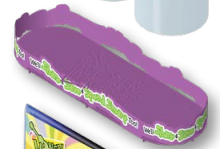
A selection of great Money Mammals swag. There are dozens of products available to member banks, and as is evident, brand identity is carefully maintained across the entire line.



A retail blister-package card and an imprinted ceramic mug that I designed for the Money Mammals. Instead of a small image on one side, this Money Mammals mug has a fun design that wraps around the entire mug from front to back.



Packaging concept for The Money Mammals Family Kit, which contains everything needed to get a child started in the program. The kit was originally shipped in a plain brown box, so I came up with a new solution that was more fun and appealing. Exploded view at right shows how the lid opens and the items fit inside. I also created the 3D renderings, of course.



Package designs for The Money Mammals, a DVD that teaches kids basic lessons in managing their money, and its music CD counterpart. The DVD is offered to customers in credit unions nationwide, and there are over 25,000 copies in print so far.



The photo shoot was done before I began my work on this piece, but I was able to borrow the dress, shoot some closeups of the fabric, and use the textures and colors throughout the design to create a cohesive look.



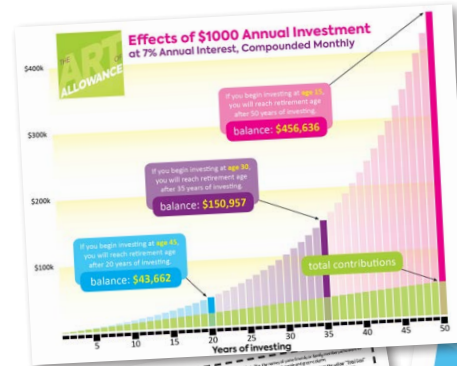
A celebrity magazine feature interview. The story was essentially Katie Couric talking about moving on after the death of her husband, and the failed relationships that followed. My job was to keep the design fun and light, while staying respectful of the subject matter.



This oversized one-shot *Days Of Our Lives* anniversary special was one of my favorite projects. I designed the cover and table of contents shown here.



With much of my work having been done in financial education, it's important to be able to make complex information understandable at a glance. But since in this case kids and families are the target audience, it also needs to be colorful and accessible.



MONEY MAMMALS Challenge!

Share Save Spend Smart

Week 1: [Character] [Challenge]

Week 2: [Character] [Challenge]

Week 3: [Character] [Challenge]

Week 4: [Character] [Challenge]

Congratulations! [Box] [Box]

Source: MoneyMammal

3 Ways that Ecks Credit Union can help your kids and family get money-smart:

- 1. Save the jar:** The simple system to help kids learn to make money decisions.
- 2. Spend Smart:** The Money Mammals may not have it by adding "smarts" to the spending jar. Becoming money smart is about adding funds and learning through mistakes, to become a savvy spender.
- 3. Allowance:** You'll need to set up an allowance. What money mammals set whether or not to try allowance to choose, so use it to give kids real world experience with money.

More money thoughts

- Don't be intimidated by your own lack of knowledge. In fact, sharing your own funds may help your kids learn more.
- Mistakes are good. Kids may sometimes make bad decisions with their money, and that's all. Small mistakes now are being committed to a high interest credit card, for example.
- There are no silly questions. MCCU is here to help you if you need assistance.

Why Start Early?

The Problem: We live in a consumer society. Kids can't receive the messages to spend wisely, understand and properly manage to share, save and spend.

What We're Doing About It: The Money Mammals are only a step. Teachers and parents need to be a CORE part of the solution. Our program offers materials that help teachers and families teach money plans.

How We're Doing It: The Ecks Bank of TX and other local national organizations help us to provide resources to teachers and parents that they can use in the classroom or at home. A six message series that we CAN receive a generation of money smart kids, and that's a VILLAGER, we got star and share to our goal.

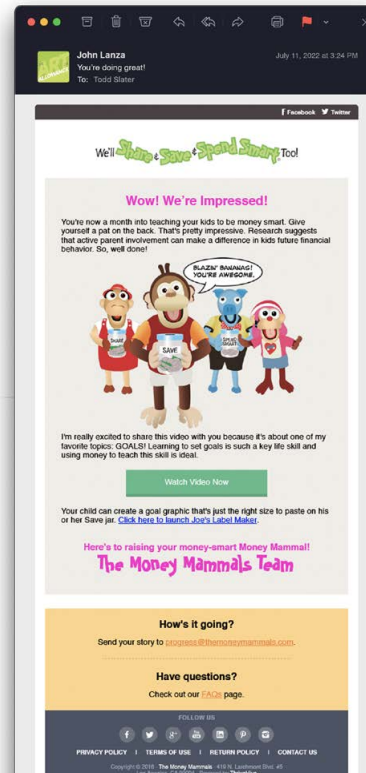
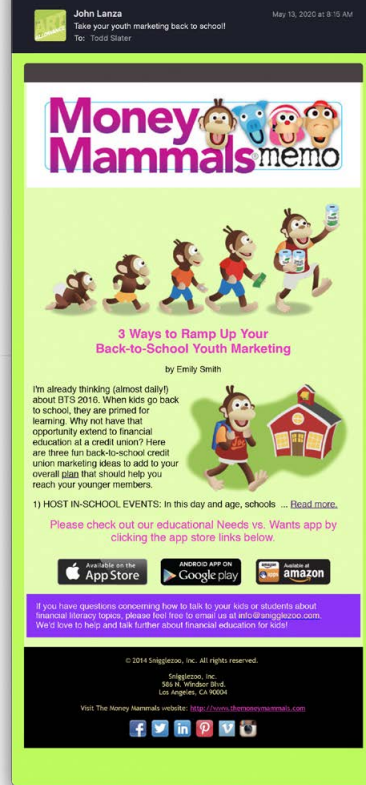
How It Helps: We know that engaging them with creative money messages can help to get them excited about learning. Over 1000 outstanding videos and books along the journey set the stage for their grade as well as games designed for their parents and older parents and teachers to use our tools to help an allowance system and understand the importance of making smart money choices with real dollars.

at www.themoneymammals.com for more!

A set of four tab-folded guides that ABC Daytime asked me to design for Super Soap Weekend at Walt Disney World. I thought the tab-folding (the folded edges are staggered rather than aligned, creating tabs along the bottom of the folded piece) was a great way to organize all the information they wanted to present and make it easy — and fun — to take in.



Responsive designs for B2B and B2C emails, touting the many benefits and educational tools the program offers for both families and credit unions.



This is the fully responsive Money Mammals corporate site. It is geared toward financial institutions that are potential partners for the program. I designed and built the site, and was awarded "Outstanding Achievement in Web Development" by the Web Marketing Association (WMA) for this work.

Web Design/UI

727-408-8831



om/toddslater

An assortment of
my social media
banner designs in
different styles.



JOIN THE CLUB! Find out how to bring **kids and families** to your credit union... **Get a free gift!**

The MONEY Mammals
Saving Money Is Fun
KIDS club



JUMBO!
EXTRA LARGE 4 INCH DICE
available in five delicious jewel tone colors

www.kardwell.com **Kardwell international**



SWING IN AND OPEN AN ACCOUNT TODAY!

Kids 11 and under receive goodies, access to online games and lots more!

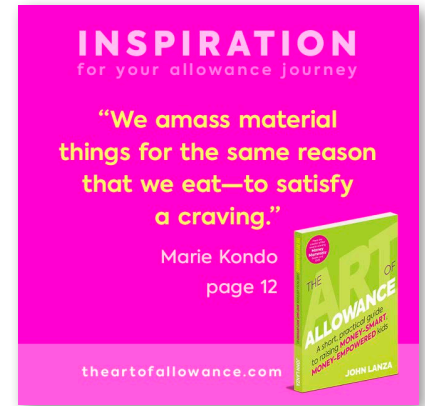
The MONEY Mammals
Saving Money Is Fun
KIDS club



Free Download!

The Money Mammals Saving Money Is Fun KIDS Club's New Games Help Your Financial Habits Engage Youth

The Heart of Allowance



INSPIRATION
for your allowance journey

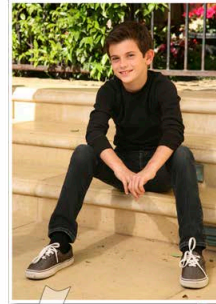
“We amass material things for the same reason that we eat—to satisfy a craving.”

Marie Kondo
page 12

THE HEART OF ALLOWANCE
A practical guide to money, MONEY SMART, MONEY EMPOWERED kids
JOHN LANZA

theartofallowance.com

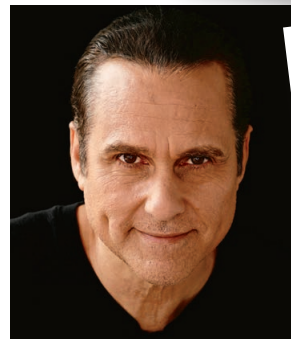
You never know what kind of wrenches will get thrown into the works when coordinating a celebrity family photo shoot. One son can't make it until later in the day? Okay, we'll just add him to the photo after the fact!



When it's time to promote a new product, it's always less expensive to do some creative manipulation of stock photography than it is to do a photo shoot — provided you have someone who can do a seamless job of it!



Nothing crazy,
just take a few years
off the top, but don't
overdo it — keep it
natural, please!
(Go ahead, look close.)



clockwise from top right:

Logo for Bright Spot Books, a New York City area publisher.

Soaps In Depth magazine logo.

Logo for a line of children's books. The gray box is translucent, providing cohesiveness without obscuring cover art.

The logo for WDWMax.com, a Walt Disney World travel-planning website. I put the focus on MAX, rather than WDW, to differentiate the brand from the many other WDW planning sites.

Logo for Snigglezoo, a children's educational entertainment company



The typical Soaps In Depth cover, pre- and post-redesign. Most important change is from white glow to white halo on the logo. Also switched to more modern fonts, brighter colors, and bolder type and graphics treatments.



Aside from updating the fonts to a more modern selection, the main purpose of the feature redesign was to update the show title/ contents treatment in the upper right, a motif that runs throughout each show's dedicated section.

