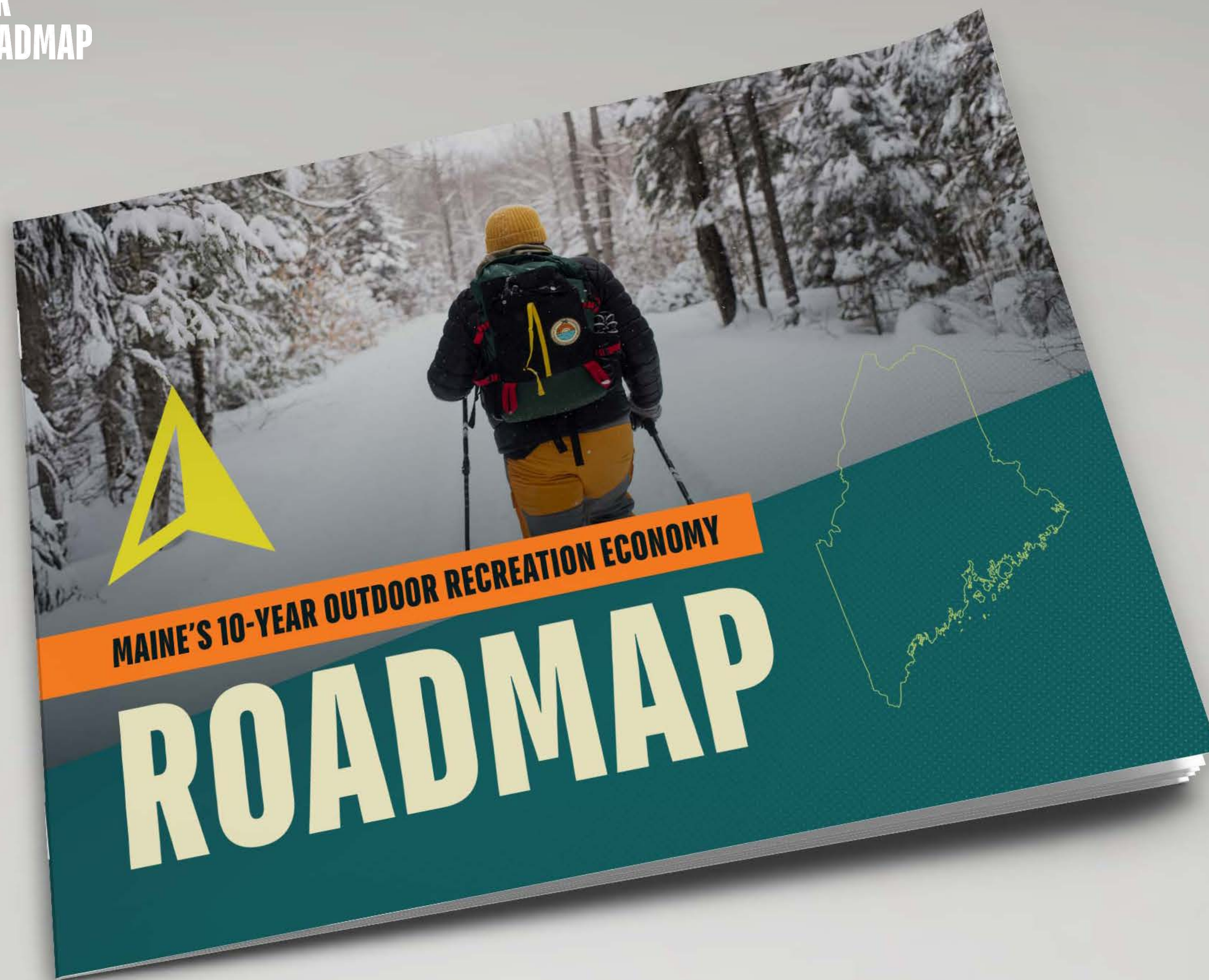




MAINE'S 10-YEAR OUTDOOR RECREATION ECONOMY ROADMAP



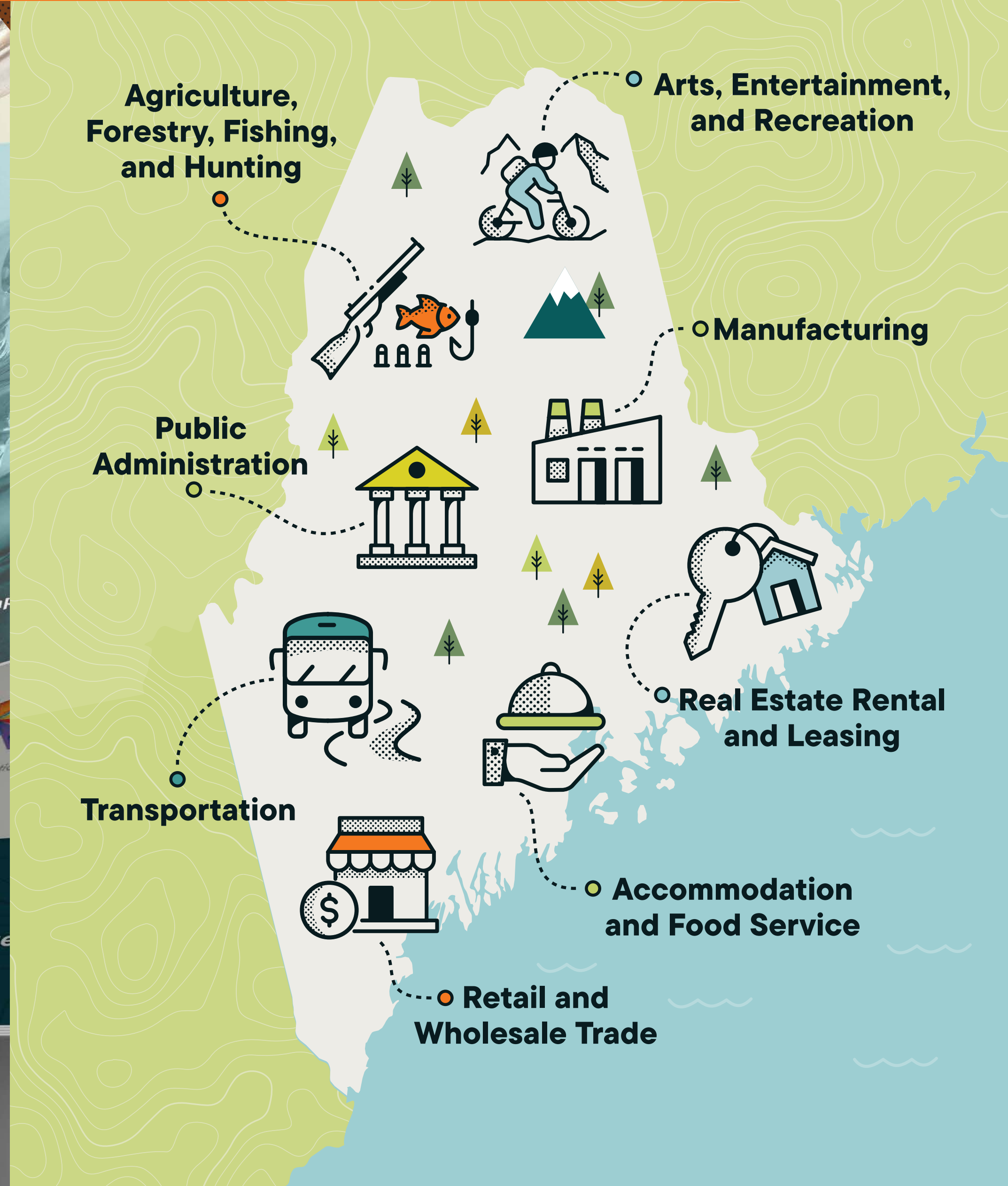


custom designed iconography





KEY PARTS OF MAINE'S OUTDOOR RECREATION ECONOMY





save the date postcard




MAINE'S 10-YEAR OUTDOOR
RECREATION ECONOMY ROADMAP



SAVE THE DATE

Join Us for the Official Unveiling
of **Maine's 10-Year Outdoor
Recreation Economy Roadmap!**

THURSDAY, JANUARY 16 • 1 PM – 4 PM • HALL OF FLAGS, MAINE STATE HOUSE, AUGUSTA

5% 

The outdoor recreation
economy comprises workers
across the private, public,
and nonprofit sectors,
making up about 5% of
statewide employment.



**2025 Broderson Award Submission for Annual Reports,
Brochures, Corporate Collateral, Corporate Event Design**

Maine's 10-Year Outdoor Recreation Economy Roadmap

designed by Devon Naylor

As a freelance designer for Blaze Partners, I crafted the Maine Outdoor Economy Roadmap to turn dense economic strategy into an engaging, easy-to-digest visual guide. Designed for policymakers, business leaders, and outdoor industry champions, the roadmap balances credibility with clarity—using a refined layout, custom icons, and vibrant infographics to make complex information feel approachable and enjoyable.

But the impact didn't stop at the roadmap. The color palette and brand identity extended across social media graphics, a website landing page, printed mailings and invites, custom presentation graphics, and event signage. Unveiled at the Maine Outdoor Economy Summit, this design system didn't just look good on paper—it helped rally stakeholders, spark conversations, and drive real investment in Maine's outdoor economy for years to come.