



## CASE STUDY

# Greater Portland Inc

**CHALLENGE**

Greater Portland Inc is the greater Portland region's economic development initiative. 6D Global's creative team (formerly Storycode) has been GPI's full-service design firm since 2008, which — in addition to producing a vast array of materials at a consistent high standard — has meant constantly finding new ways to showcase the greater Portland region's status as a hub of tech innovation.

**PROJECT**

Full-service design production including print collateral, annual reports, advertising, two websites, and a wide range of folios including annual reports and event folios.

**TECHNOLOGY**

PRINT COLLATERAL

WEB

ADOBE DPS (IOS, ANDROID)

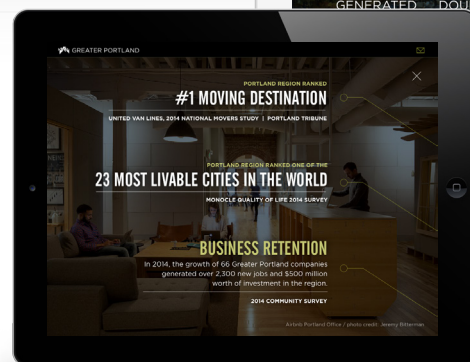
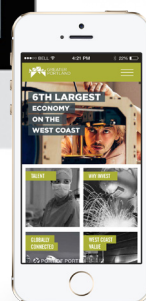
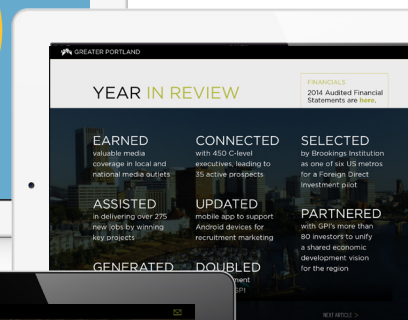
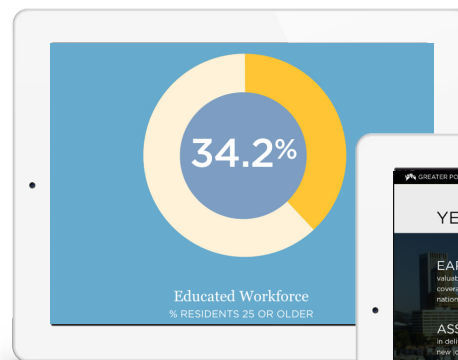
**MAGGIE DAVIS,**  
**MARKETING DIRECTOR,**  
**GREATER PORTLAND INC:**

"I consider [6D Global] an extension of the marketing team, and the keepers of our brand. They've successfully taken our brand across print, web and mobile."



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## SOLUTION & EXECUTION

In the seven years that 6D Global has served as GPI's "external in-house" creative agency, we have stayed true to the GPI brand while guiding it through changing social and economic trends, keeping it exciting and relevant to stakeholders both within and outside of the region.

In 2013, GPI became one of the first economic development organizations in the country to release an app version of its annual workbook, a snapshot of regional data and statistics. 6D Global integrated narratives, testimonials, photography, infographics, and interactivity to present the data in an engaging experience that print could never compete with.

6D Global is currently completing a second redesign of GPI's website, leveraging forward-thinking UX to provide a wealth of information in a beautiful and streamlined experience worthy of GPI's high standards.



**THE GREATER PDX APP**  
is available on the  
Apple app store.

[GREATERPORTLANDINC.COM](http://GREATERPORTLANDINC.COM)



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