



215 N Millward St
PO Box 4980
Jackson Hole, WY 83001
t 307.733.8319
circ.biz

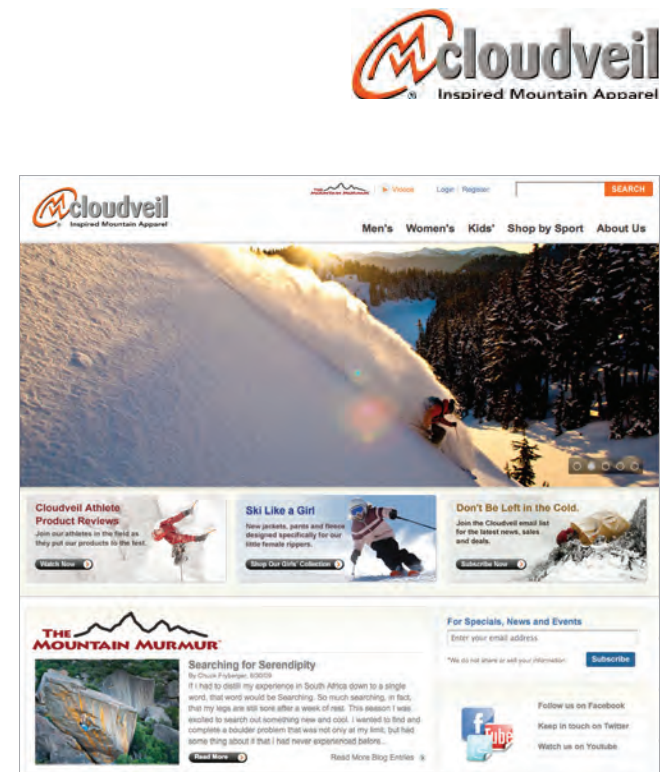
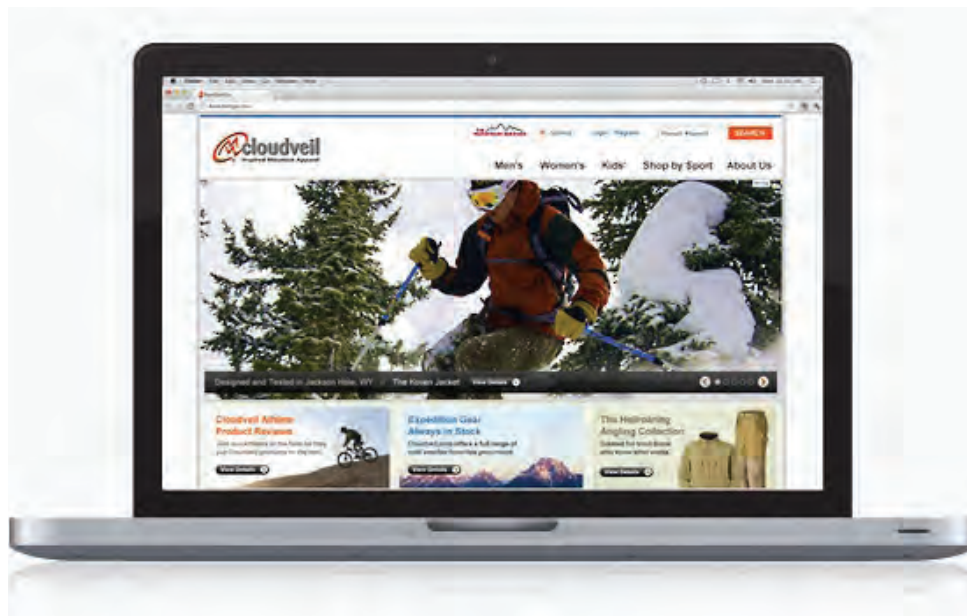


We design & develop web and mobile applications that complete your digital strategy.

About Circ

We value great brand experiences, we dig deeper to understand our client's core value to their customers, and we create applications that delight, inspire and achieve demonstrable results. ● The Circ philosophy embraces a holistic approach to design and development. The collaborative, cross-functional nature of our workflow allows us to design engaging and effective interfaces that are also usable and practical to build. We are a language-agnostic and our in-house experience and competencies cover a wide range of technologies. Our development team reviews and provides feedback on all designs throughout

the life of a project. This positions us to objectively evaluate, recommend, and implement the best solutions to a given problem. ● With a diverse pool of talent and collective decades of experience, our approach combines agile workflows with an efficient, flexible process to effectively guide our projects from kickoff to deployment, as well as through the maintenance lifetime. ● Our clients span various industries such as healthcare, financial services, online retail, real estate, and enterprise software.



Cloudveil, an internationally recognized brand of technical apparel, outerwear, and mountain-inspired sports gear, called on Circ's expertise to design and implement their eCommerce website. ● “[They] did it again and surpassed my expectations. The new site is beautiful and was delivered as expected and actually ahead of when I predicted...Great work by all; I'm grateful for the big push to get this done and all the efforts on improving this important component of our business.”

—Steve Sullivan, Founder/President of Cloudveil.

Design

Art Direction
User Interface
Email Marketing

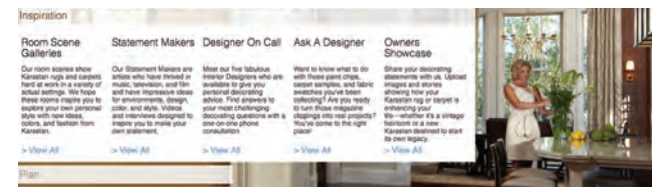
Technologies

Custom JavaScript Framework
API Development
LAMP stack deployment
eCommerce
Prototype
Adobe Scene7

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Karastan
Since 1928



Along with interactive features, Circ's website design highlights Karastan's luxury products and draws visitors into the Karastan design process. ● Personalized accounts connect users with products and retailers, while features such as interactive product zooms, tools for customized product selection, room scene galleries, and a Google integrated dealer locator enhance the user experience.

Design
User Interface
Technologies
eCommerce
HTML/CSS

circ.biz



FIELD & STREAM 1871



With the launch of a new collection of lifestyle apparel for the modern outdoor enthusiast, Otto International's apparel brand Field & Stream asked Circ to lend its web design, video and photography talents to the project.

- Following the product launch, an advertising campaign involving print publications, direct mail and e-mail platforms was developed to coincide with key shopping

seasons and build brand recognition. ● *“Circ is one of those rare companies that takes a 360 degree view of your brand and adds value in every area.”*

—K. Bryan Griggs, Vice President, Field & Stream Brand

Design

Branding
Print Advertising
Web Video
Social Marketing
Photography

Technologies

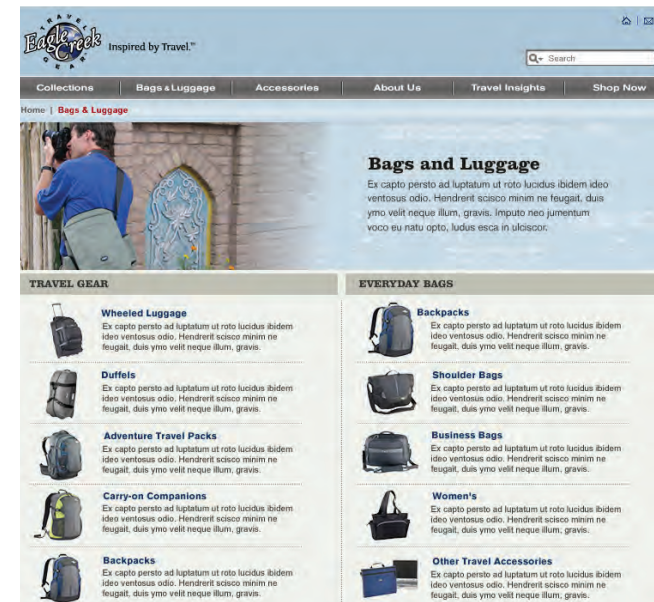
eCommerce
Blog development

circ.biz



Eagle Creek is widely known as the industry leader in adventure travel gear with over 30 years of experience in the market. However, the company's web presence did not accurately communicate the level of focused expertise the company delivers, or highlight the product features and benefits adequately. ● Circ stepped in and developed a strategy focused on messaging the brand promise of "making travel easier" as well as providing convincing product positioning to champion the brand's

premier products. An intuitive linear navigation scheme, interactive "Outfit Me" product chooser, content-rich product pages and Circ's SiteManagementV2 content management tool were all implemented to complete the redesign of the site and sharpen the new message.



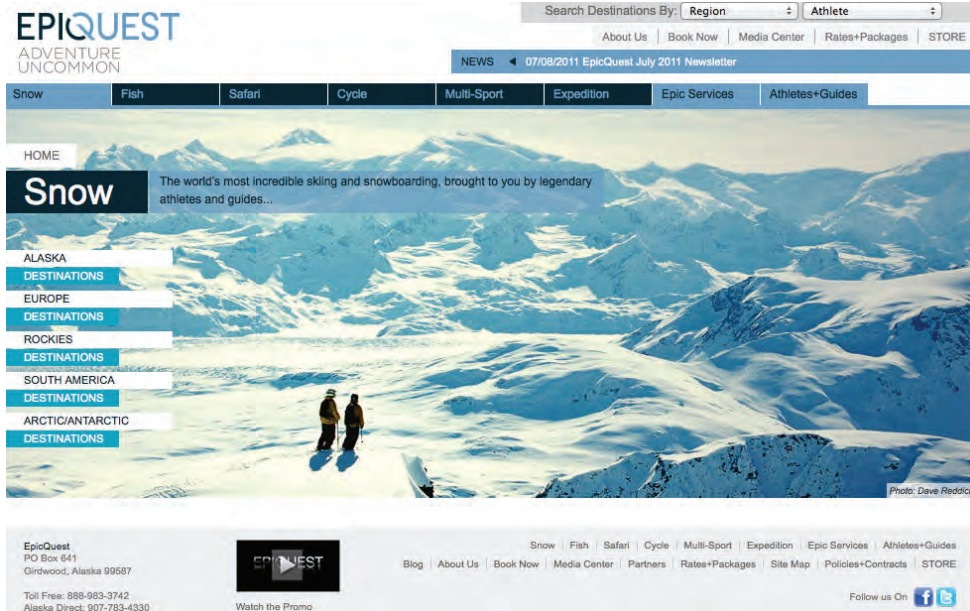
Design

User Interface

Technologies

LAMP stack deployment
Content Management System
Prototype

circ.biz



EPIQUEST



When the adventure travel pioneers at EpicQuest sketched together a business plan and outlined their strategy for marketing exclusive trips online, they quickly signed Circ's web design expertise to the project. ● With a focus on legendary destinations and world-class athletes and guides, Circ set out to develop an informational website to showcase EpicQuest's luxury services and unconventional adventure possibilities. Utilizing crisp imagery and fluid navigational elements, Circ constructed

a web presence worthy of EpicQuest's exclusive services. The finished website artfully introduces online inquirers to EpicQuest's passion for delivering custom-tailored, world-class trips that clients experience with renowned athletes and guides. ● "We are thrilled at the work Circ did to launch the EpicQuest site. They executed relentlessly and proved a key partner in developing the online strategy."

—Craig Pattee, CEO of EpicQuest

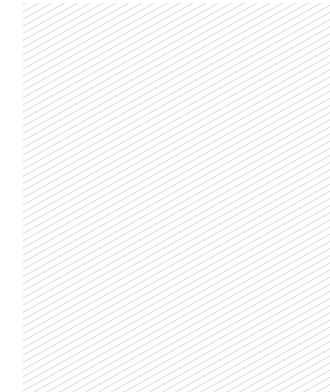
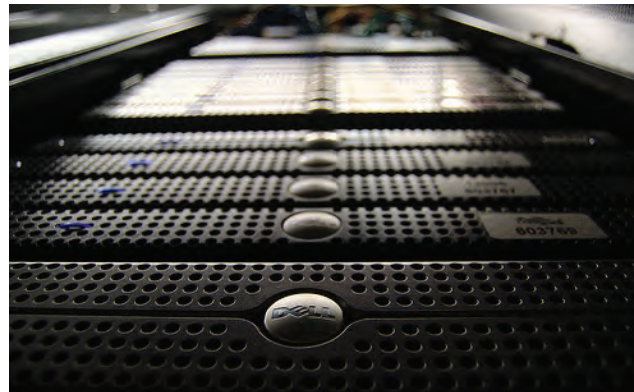
Design

User Interface

Technologies

Zend Framework
LAMP stack deployment
Content Management System
Rackspace Cloud
Prototype

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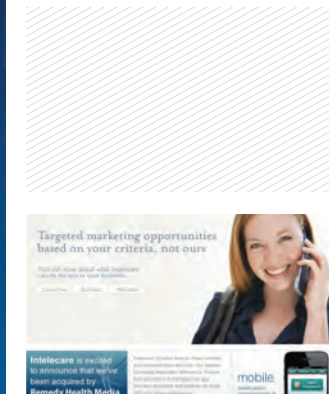
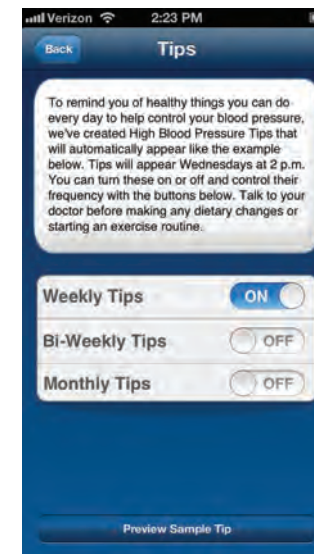


Faced with a need for high quality, pixel-perfect HTML and robust JavaScript development, Dell reached out to Circ for help creating new management interfaces for its enterprise hosting products. Previous interfaces had been panned by critics and customers, so Dell saw a need to make their management interfaces more user-friendly, intuitive and contemporary. ● Circ assigned a team to provide management and development talent to build the new user interfaces. Front-end designs were built in

HTML, and a complex JavaScript architecture allowed for an experience devoid of page refreshes. Circ worked with Dell and partner Intel to integrate the front-end interfaces with back-end databases via JavaScript and JSON calls.

Technologies

Custom JavaScript Framework
API Development
Enterprise Architecture
Prototype



As a small company specializing in medication reminders that improve medical adherence, Intelecare often goes up against the big boys of the pharmaceutical professional services world. In order to stay lean and agile, they turned to Circ for a tight partnership—one in which Circ provides ongoing marketing strategy, project management, and creative and development services. ● Over its four-year relationship with Intelecare, Circ has immersed itself in the inner workings of the Intelecare machine,

providing the infrastructure necessary to pump out 13 million messages every day without impacting their core HR model. ● Intelecare leaders focus on growing sales while Circ handles project execution and product development. Client marketing campaigns are launched monthly, mobile applications launch or are updated quarterly, and Intelecare provides reminder and messaging services to companies in the pharmaceutical, managed care, and medical treatment industries.

Design

User Interface
Branding
Print Advertising
Identity

Technologies

iOS Development
Android Development
API Development
Enterprise Architecture
Rackspace Cloud
HIPAA Compliance

circ.biz



**PURE SCIENCE
PURE INGREDIENTS
PURE SYNERGY**

But it takes sophisticated science and decades of research to realize the full potential of these natural ingredients. The kind of expertise and experience TriLipid Research Institute brings to trilipiderm™ creme. trilipiderm™ is a breakthrough formulation of ingredients which are actually enhanced by their synergistic interaction. It's the best of science and nature working in harmony.

Nature has given those of us with dry skin a gift – a gift of various plants, each of which can help alleviate or prevent an aspect of dry skin.

No other cream or lotion available today works in the way trilipiderm™ does. Because no other lotion or cream is based on the sophisticated science brought to trilipiderm™. Extensive research has proven that the active ingredients in trilipiderm™ moisturize the skin to prevent and cure dryness, relieve irritation, improve the tone, texture, elasticity and appearance of the skin, help remove wrinkles and help provide anti-oxidant protection for the skin. trilipiderm™ penetrates almost instantly to accelerate healing, and doesn't leave the skin feeling greasy. Use trilipiderm™ on your entire body, including your face. trilipiderm™ is non-comedogenic, contains no petrolatum, and is not tested on animals.

Meadowfoam
Limnanthes alba
Meadowfoam Esters form a natural barrier to seal in moisture and prevent trans-epidermal water loss (TEWL). Meadowfoam Lactones significantly improve tone, texture and overall appearance of the skin.

Chamomile & Calendula
Matricaria recutita, Calendula officinalis
Facilitates the healing of skin inflammations and ulcerations.

Beta Sitosterol
A phytonutrient derived from plants. Clinically proven to aid in the repair of damaged skin, and encourage the production of new collagen to reverse some of the effects of aging.

Olive
Olea Europaea
Replenishes the skin's layer of protective lipids. Olive Squalene provides a natural youthful luster to the skin.

Sage
Simmondsia chinensis
Replenishes the skin's natural sebum to help waterproof the tissue, keeping it moist and healthy.

Abbyssinian
Crambe abyssinica
Smooths the skin, and eliminates a rough and flaky surface. Source of Omega-3 and Omega-6 Essential Fatty Acids.

trilipiderm™
All-Body Moisture Retention Creme

When The TriLipid Research Institute approached Circ to help launch their moisture retention creme Trilipiderm, Circ jumped at the chance to build a brand from the ground up. ● Circ took the new company and its fledgling skin care product through the full branding process, working with the TRI team to conceptualize a platform and identity that would serve as a foundation for the brand. From there, Circ developed all of Trilipiderm's brand assets. To introduce the product to its target audi-

ence of women 46+, Circ oversaw a media buy-and-sample campaign in Scottsdale, AZ. ● With Circ's oversight, Trilipiderm has developed a strong brand voice and loyal customer base during its first year in the marketplace.

Design

User Interface
Branding
Print Advertising
Web Video
Packaging
Photography

Technologies

eCommerce
jQuery

circ.biz



We deal with people and money. In that order.

When it comes to retail, Jane Carter-Getz has a colorful background. She and her partners are the creative entrepreneurs behind Belle Cove and Goodie 2 Shoes. Running one store — let alone two — doesn't leave much extra time. So, when Jane moved her accounts over about a year ago, it was our turn to shine. We set up deposit services and lines of credit for seasonal inventory swings. We provided payroll options for compensating a crew of employees. But most importantly, as a locally owned and 100% independent bank, we did everything from right around the corner. No corporate hoops, just familiar faces and dependable service—that's how you treat family.

www.bojh.com

BANK OF JACKSON HOLE
We answer to no one but you.

Headquartered in Jackson • Locally Owned and Managed • 10 Branches • 18 ATMs • Commercial Loans • Real Estate Loans • Mortgage Loans • Trust Services						
Main Branch 900 West Broadway 733-8064	Town Square Branch 10 East Pearl St. 733-8067	Wilson Branch West Hwy 22 733-8066	Smith's Branch 1425 South Hwy 89 732-7676	Hillside Facility 975 West Broadway 734-6111	Teton Village Branch 3285 West Village Dr. 734-9037	Aspen Branch 4010 West Lake Creek Dr. Wilson Rd. 733-8095



By focusing on messages involving local ownership, local decision making, reinvestment in the community and a focus on personal relationships, Circ targeted Bank of Jackson Hole's strengths with a unifying tagline and developed original ads and content. "We answer to no one but you" was selected to summarize the bank's identity and lead the advertising campaign across select visual and audio mediums. ● "Bank of Jackson Hole is an institution with a commitment to providing superior customer service

and competitive products. Communicating that message is vital to our business. Circ stepped in to help us develop consistent messaging and brand recognition that highlights our strengths. I attribute the success of our campaign to the fact that it's genuine and uncomplicated. It's amazing how many positive comments we've received, both from existing and new customers. The ads have been a huge hit."

—Scott Yandell, CEO, Bank of Jackson Hole

Design

Branding
Print Advertising
Photography
Radio
Media Planning



Formerly the head of her own creative agency, and now the mastermind behind Jacques Jenkins-Stireman interior design studio, Jacques and her team have built a reputation for flawless, beautiful, and functional interiors. When Jacques felt that it was time for her brand identity to evolve, as her studio had grown to need a coordinated presentation of her brand that could become recognized, she called on Circ. ● Circ developed a new logo to augment Jacques's existing Futura wordmark

and provide Jacques's studio with a personal, yet universal, form to represent the company; a monogram, worked into a square tile inspired by inner and outer spaces, architectural design elements, and the basic forms present in the Futura wordmark. ● For a woman steeped in the science of color, arriving at the orange hue and low-density black used for the brand palette wasn't difficult for Jacques. The collateral package includes a textured envelope interior, foil stamped stationery and business cards, and handmade building signage.

Design
Branding
Print Advertising
Identity
Print Collateral



Circ worked with Healthcommunities.com, a brand challenged to differentiate itself within a crowded environment entrenched with major players like WebMD.com and EverydayHealth.com, to redesign and rebuild their web interface and content structure. ● To improve user experience and brand differentiation, Circ provided HealthCommunities.com with a clear information architecture, a friendly and intuitive user interface, desktop and mobile functionality, interactive tools for social



sharing and audience participation, and the seamless integration of content and products from the Remedy Health Media suite of tools and apps as well as partners Johns Hopkins and UC Berkeley. ● “We had a really solid partner in Circ for this project. They understood our challenges and goals and worked with us diligently to overhaul our site experience. The outcome is a site that’s much more intuitive—one that has end users and advertisers alike singing our praises!”

—Patrick Assey, EVP of Digital at Remedy Health Media



Design


Art Direction
User Interface
Branding

Technologies

Custom JavaScript Framework
jQuery
HTML/CSS

circ.biz


Freedom to Wander Without Losing Your Center



Get Started Today

Yoga Today travels with you. A new and inspiring practice is delivered from beautiful Jackson Hole, Wyoming for FREE each day, wherever you happen to be! Replenish your mind, body and spirit with Yoga Today, everyday.

yogatoday.com



A fresh start with an open heart



Get Started Today

Yoga Today is an amazingly fresh, new yoga flow that is the heart of its kind in living yoga in the masses for FREE in high definition. Experience a new, one hour guided practice each day from beautiful Jackson Hole, Wyoming.

yogatoday.com




Circ began its relationship with Yoga Today in 2005, to create a brand around the start-up's mission to deliver 60 minute yoga classes in high-definition, online. Since then, Yoga Today has become one of the most popular and enduring brands in the Circ portfolio. ● In order to reach the fullest audience, Circ designed Yoga Today's identity to be free of bias with concern for gender, age, or religion, which might limit the appeal to any and all who are new to yoga. Wellness and aspiration served to inspire the choice of the

Warrior I pose used in the logo, and the human rendering took on a familiar silhouette and a balanced, athletic quality characteristic of the brand and its instructors. ● Color and typeface choices for the brand were informed by explorations into the culture of yoga and its artifacts, the fresh, dynamic quality of Yoga Today's outdoor class videos, and a contemporary yet timeless aesthetic that would carry the brand well into the future.

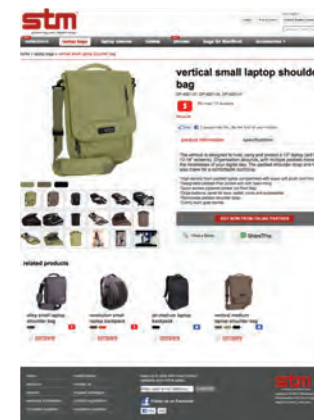
Design

User Interface
Branding
Print Advertising
Identity
Print Collateral

Technologies

LAMP stack deployment
Content Management System
Amazon S3

circ.biz



STM Bags is a leading innovator in laptop, tablet and smart-phone bag and case products, and was awarded iLounge's annual Reader's Choice "2012 Accessory Maker of the Year" award. When STM Bags called on Circ to design and implement an online product catalog for United States and Australian markets, the team at Circ couldn't have been happier. ● "With product comparisons, online partner integrations, related product offerings, sharing tools, and user-friendly zoom and magnify features, the STM site is designed to help

users easily explore our products. We are growing like crazy and our website has a lot to do with it."

—Adam Ziegelman, Vice President of Global Marketing at STM.

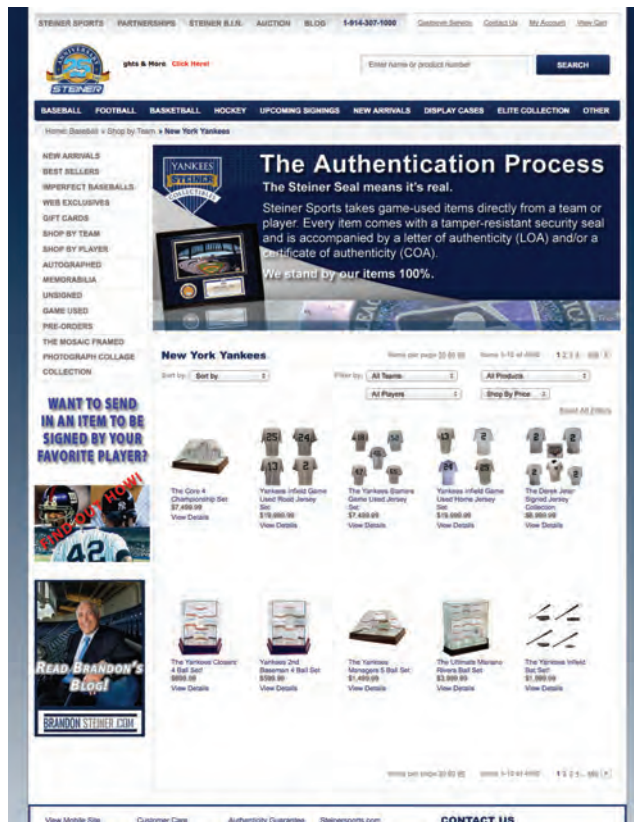
Design

Art Direction
User Interface

Technologies

LAMP stack deployment
Content Management System
Amazon S3
Doctrine

circ.biz



Circ designed the Steiner Sports website to create easy pathways and a positive user experience for gift-givers and collectors alike to discover over 11,000 pieces of collectible sports memorabilia through guided, in-site search. ● Alongside sought-after memorabilia pieces, the website highlights team partnerships and athletes through rich media, blog and webcams during signings.

Design

Art Direction
User Interface

Technologies

eCommerce

circ.biz



In addition to its client engagements, Circ maintains a portfolio of online and print publications. Homestead is one of three publications that Circ produces annually. Homesteadmag.com is the website and blog companion to the print publication. ● With a mailing list of 4,500 of Jackson Hole's most affluent home and landowners, Homestead offers unparalleled exposure to an audience of the region's most upscale and influential residents. Homestead's original content spotlights the professional



homestead
western + contemporary unite



design picks and the personal style of select local taste-makers. Readers also glimpse into some exceptional regional homes, each representing the collaborative works by the top architects, builders, designers and artisans of the Rocky Mountain West.

Design
Art Direction
Branding
Print Advertising
Identity
Photography

circ.biz

GOURMET FOOD & WINE



WILSON



JACKSON



TETON VILLAGE



WILSON

JACKSON HOLE BUFFALO MEAT CO.

Love red meat but are seeking a healthy alternative? Take a walk on the wild side and tempt your palate with the fresh and natural flavors of bison and elk. All 100% naturally ranch-raised and guaranteed to satisfy your desire for that thick, juicy steak or burger. This is your specialty store for custom butcher-cut steaks and freshly ground burgers. Try our housemade artisan sausages and handcrafted bison and elk jerky made right here in Jackson Hole. We offer free in-store samples of our jerky and salami and ship anywhere in the USA. Your Taste Buds WILL OWE YOU!

4015 W. Lake Creek Drive
307-733-1300
www.aspenmarketjh.com

1325 S. Highway 89
800-543-6328
www.jhbuffalomeat.com

ASPENS MARKET

Aspens Market, located in the Aspens on the Village Road, is bringing more than just groceries to Jackson's West Bank. With a wide selection of high-end sundries, fresh produce, local baked goods, prepared foods, a versatile soup and deli counter, and an artisanal butcher shop, the Aspens Market has you covered for everything you need for breakfast, lunch or dinner. This specialty grocer also hosts the ever-popular Market Dinners, which offer multicourse suppers of farm-to-table-style dishes served in the store. Aspens Market is truly a unique shopping experience, and the helpful and well-informed staff will ensure you find everything you need.

4015 W. Lake Creek Drive
307-733-1300
www.aspenmarketjh.com

MANGY MOOSE MARKET & CELLARS

The Mangy Moose Market & Cellars, which is tucked under the Mangy Moose Restaurant and Saloon, is much more than just a convenience store. With a wide variety of wines and gourmet foods, this shop offers a diverse selection of specialty items; everything from milk and cheese to fresh fruits and veggies. Reasonable prices, an accommodating and personable staff, and a central location make the Market & Cellars a reliable one-stop-shop for stocking up on everyday needs in Teton Village and has easily become a favorite of both locals and vacationers alike.

Downstairs from Mangy Moose
307-733-4913
www.mangymoose.com

WESTSIDE WINE

Westside Wine and Spirits has one of the best selections of wine, beer, liquor and specialty items on the West Bank. Located next to Aspens Market, they have more than 600 different wines, and the selection is updated frequently. Westside has a friendly and knowledgeable staff who can help you find the perfect bottle of wine for a special night or the right variety of liquors for a party. This full-service shop also does special events, offers gift cards, and carries an array of specialized liquors, mixers and more. Locally owned and community-minded, Westside Wine is the one-stop-shop for all your wine and spirits needs.

4025 W. Lake Creek Drive
307-733-5038

jacksonholetraveler.com | 75



TETON VILLAGE



SHOPPING

JACKSON HOLE MOUNTAIN RESORT

Teton Village is a world-class resort area located in Grand Teton National Park, and Jackson Hole Mountain Resort is located just one mile from the park. Home to a variety of outdoor activities and a world-class ski area, the resort offers a wide range of recreational opportunities. The resort is a popular destination for both locals and visitors alike. The resort is a great place to enjoy the beauty of the Teton Mountains and the surrounding wilderness. The resort is a great place to enjoy the beauty of the Teton Mountains and the surrounding wilderness. The resort is a great place to enjoy the beauty of the Teton Mountains and the surrounding wilderness.

JACKSON HOLE AERIAL TRAM

The Teton Aerial Tram is a scenic ride that takes you to the top of the Teton Mountains. The tram is a great way to enjoy the beauty of the Teton Mountains and the surrounding wilderness. The tram is a great way to enjoy the beauty of the Teton Mountains and the surrounding wilderness. The tram is a great way to enjoy the beauty of the Teton Mountains and the surrounding wilderness.

MACE & OUTDOOR ENVIRONMENT

Teton Village has a central outdoor area and a beautiful amphitheater that provides a great setting for evening entertainment. The area is a great place to enjoy the beauty of the Teton Mountains and the surrounding wilderness. The area is a great place to enjoy the beauty of the Teton Mountains and the surrounding wilderness. The area is a great place to enjoy the beauty of the Teton Mountains and the surrounding wilderness.

KATHERINE

Katherine is a high-end women's boutique offering a wide range of fashion and accessories. The boutique is a great place to find the latest in fashion and accessories. The boutique is a great place to find the latest in fashion and accessories. The boutique is a great place to find the latest in fashion and accessories.

115 E. Pearl Avenue
307-734-3660
www.katherineboutique.com

STONE'S MERCANTILE

Stone's Mercantile is a general store that carries a wide range of goods and services. The store is a great place to find everything you need for your trip to Jackson Hole. The store is a great place to find everything you need for your trip to Jackson Hole. The store is a great place to find everything you need for your trip to Jackson Hole.

101 W. Broadway
307-733-3392
www.stonesmercantile.com

MADE

MADE is a boutique that carries a wide range of goods and services. The boutique is a great place to find everything you need for your trip to Jackson Hole. The boutique is a great place to find everything you need for your trip to Jackson Hole. The boutique is a great place to find everything you need for your trip to Jackson Hole.

125 W. Castle Street - Jackson
Hole
307-490-7167
www.madejacksonhole.com

JACKSONHOLE traveler



This guest directory is Jackson Hole's unofficial traveler's guide, and is the best place for visitors to find the broadest range of information pertaining to vacationing in Jackson Hole. ● In addition to our client engagements, Circ maintains a portfolio of online and print publications, including Jackson Hole Traveler. Formerly known as Rendezvous Guest Directory, this in-room guest directory reaches 1/3rd of Jackson Hole's 3,000,000+ annual visitors in over 120 locations and over 4,900 rooms in

Jackson Hole and Star Valley, Wyoming and Teton Valley, Idaho. ● The directory provides travelers with the inside scoop on shopping, dining, entertainment and local services—all the information important to them while on vacation—no matter the season. Informative and entertaining articles round out the book, making Jackson Hole Traveler the perfect resource to help visitors make the most of their Jackson Hole experience.

Design
Art Direction
Branding
Identity

circ.biz

Clients

Commercial + Professional Service

Animal Arts
Asadoorian Retail Solutions
Bank of Jackson Hole
Carney Logan Burke Architects
Dell Computers
Dutko Worldwide
Dynia Architects
Income Focus Portfolio Management
Jacque Jenkins Stireman Design
Rocky Mountain Bank
Town of Tarboro

Healthcare

Intelecare
Remedy Health Media
UNI/CARE Systems

Real Estate

Asadoorian Retail Solutions
Carol Linton
Ken Gangwer
Locale
Refuge on Cache

eCommerce + Retail

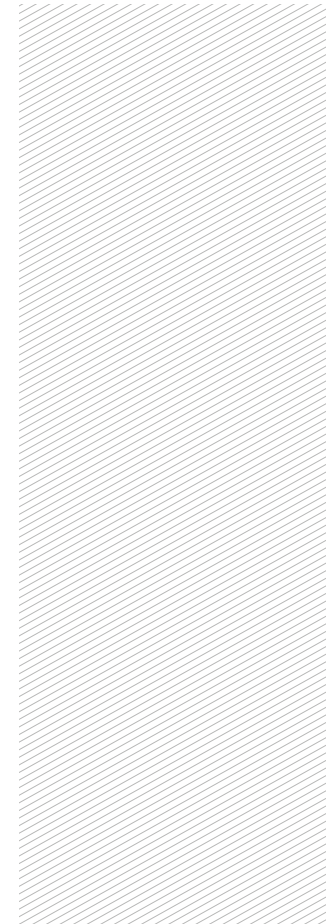
Benchmark Gold
Bombay Furniture
Cloudveil
The Daily Caller
Dust Cutter Lemonade
Eagle Creek Luggage
Karastan
Steiner Sports
STM Bags
TGT Stickers
Trilipiderm

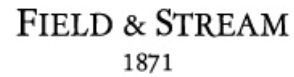
Non-Profits

American Fly Fishing Trade Association
Grand Teton Music Festival
Jackson Hole Community School
TEDxJacksonHole

Travel

Eaton's Ranch
EpicQuest
Gros Ventre River Ranch
Isla Secas
Town Square Inns





Clients

Circ is a small, talented team of strategists, designers, developers, and managers that works with a finite number of client-brands that recognize the value in what we offer.





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