

Madeleine Chan Stanley

203-252-0644

hello@madeleinstanley.com

madeleinstanley.com

PORTFOLIO

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Please visit madeleinstanley.com for photography portfolio.

11x17" Posters

Created in InDesign, Illustrator, and Photoshop; for print



11x17" Posters

Created in InDesign, Illustrator, and Photoshop; for print



11x51" Poster

Created in InDesign and Illustrator; for print

MEMBER MADNESS
SATURDAY, MAY 7th
11AM - 10PM

FREE CLASSES
Learn to climb and hone your skill at our introductory and intermediate bouldering clinics! Sign ups will open May 1.

FLASH COMP
Teams of three are invited to try their hands at several problems throughout the gym to gain points and win prizes. You don't need a team to sign up!

BOUNTY BOULDER
The Bounty Boulder is a problem that progresses in difficulty as it is climbed. Be the first person to send and win \$100!

COMMUNITY MARKETPLACE
Find your next gift—for you or someone else!—at the many tables around the gym.

AERIAL SHOW
You know them, you love them—now see our instructors in action during five unique performances!

RAFFLES & AFTERPARTY
Win prizes from Arc'teryx, The Bowery Presents, Black Diamond, and more all day long, then dance the night away at our DJ'd afterparty!

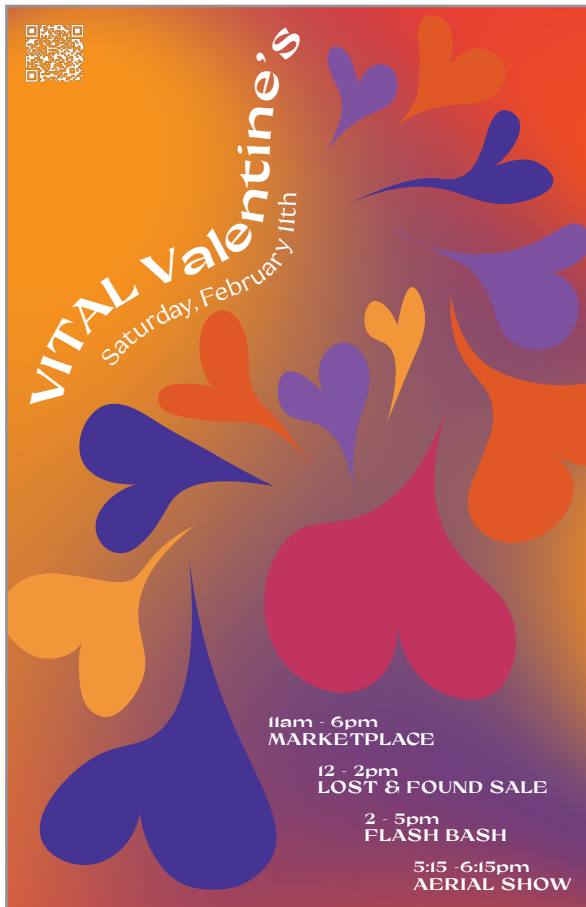
11x17" Posters

Created in InDesign and Photoshop; for print

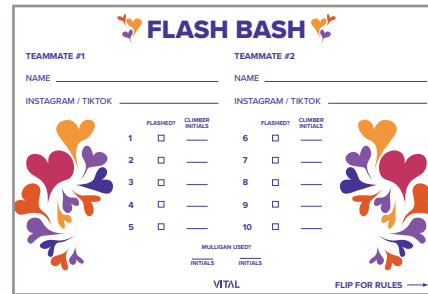


Valentine's Day Collateral

Created in InDesign, Illustrator, and Photoshop; for digital and print



Flyer



Climbing competition scorecard



Candygrams



Instagram stories

11x17" Posters

Created in InDesign; for print



VINYASA FOUNDATIONS

w/ Kyle Adam

DELVE INTO COMMON POSES LIKE CHATURANGA AND WHEEL
REFINE YOUR SUN SALUTATIONS
LEARN MODIFICATIONS TO ASANAS

Saturday, January 28th 3:30 - 5:30pm
\$50



Our goal is to make workshops accessible to all regardless of financial standing.
Learn more about financial support: vitalclimbinggym.com/nyc-community.

USING THE AUTOBELAYS

1. CLIMB UNDER ANCHOR POINT AND STAY IN LANE
2. MAKE SURE HARNESS IS SNUG AND SECURED CORRECTLY
3. ENSURE CARABINER IS LOCKED + ATTACHED TO BELAY LOOP
4. DO A BUDDY CHECK
5. REATTACH AUTOBELAY TO ANCHOR WHEN DONE

IMPORTANT REMINDERS

NO HEADPHONES ON AUTOBELAYS
NO MORE THAN 4 LAPS WHEN BUSY
CLIMBERS UNDER 14 YEARS OLD NEED TO BE CLIPPED IN BY AN ADULT (18 Y/O+)
REQUIRED WEIGHT: 30 - 300LBS
REPORT ANY UNSAFE BEHAVIOR
CLIMB AT YOUR OWN RISK

PLEASE SEE THE FRONT DESK TO
RECEIVE AN AUTOBELAY ORIENTATION
BEFORE CLIMBING



Partnership Deck & One-Pager

Sample pages; created in InDesign

WHO WILL YOU REACH?



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50K ENT. QUATIO OMMOLUPTA

2600 LENIS EOS EUMQUE SUM

17K OLENDANISI

49K ADIS MAXIMIL IUS



OUR FREE LEADERSHIP PROGRAMS FOR YOUTH



YWWC

Young Women Who Crush (YWWC) helps young women recognize their own strength and realize their potential through climbing, empowering them to become leaders in their communities + the outdoors.

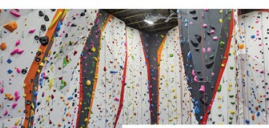

With your help, we're able to teach Leave No Trace and Wilderness First Aid trainings. With these programs, members are given concrete skills they need to become informed + empowered outdoor leaders. YWWC culminates in two outdoor trips, allowing urban students to experience nature and to translate a year's worth of hard work on indoor walls to real rock.

Thank you, for exposing us to rock climbing, a sport I might have never otherwise had the chance to explore. There is strength and courage in my soreness. It's a sign that I was able to push myself to the best of me. The courage to do that was developed from all the support you have given.



MARJANA, 2018 YWWC GRADUATE





LET'S CHAT ABOUT HOW WE CAN MAKE THIS HAPPEN.

11-11 44TH DR, LONG ISLAND CITY, NY
LIC.THECLIFFSCLIMBING.COM
(718) 729-7625
LIC@THECLIFFSCLIMBING.COM





The Cliffs Climbing + Fitness is a leading indoor rock climbing and fitness company, creating welcoming, inclusive and diverse communities in premiere indoor rock climbing facilities.

We offer world-class indoor + outdoor climbing instruction, extensive youth programming (including programs for underserved youth that companies like you help make free), community events, and more.

With your assistance, climbing can transform a community and individual lives. We welcome all Harlem residents to walk into our space and help create a community that feels like home.

KINSHIP · TRANSFORMATIVE EXPERIENCES · HUMILITY · ACCOUNTABILITY

Our mission is to share the transformative power of climbing with underserved and underrepresented communities, regardless of age, race or gender. We seek to work with local businesses to empower resilient, motivated, and passionate climbers through this program.



Build more business opportunities with neighboring Harlem communities



Reach a new demographic across race, gender + socio-economic lines



Help create a more diverse, equitable and inclusive outdoor community

YWWC

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With your help, we're able to teach Leave No Trace and Wilderness First Aid trainings, where members are given concrete skills they need to become informed + empowered outdoor leaders. YWWC culminates in two outdoor trips, allowing urban students to experience nature and to translate a year's worth of hard work on indoor walls to real rock.

CLIMBUP

ClimbUp pairs high-potential, low-income classrooms with a curriculum based on climbing and educational equity. The Cliffs provides ongoing support and mentoring throughout the school year.

Organizations like yours have partnered with us to connect with students in our ClimbUp program, who participate in team building activities, learn new skills necessary to navigate applying for jobs and resumes + develop deep relationships with The Cliffs community. A select few receive recommendations from their teachers resulting in employment at The Cliffs.

Thank you, for exposing us to rock climbing, a sport I might have never otherwise had the chance to explore. There is strength and courage in my soreness. It's a sign that I was able to push myself to the best of me. The courage to do that was developed from all the support you have given.

MARJANA, 2018 YWWC GRADUATE

256 W 125TH ST, NEW YORK NY HARLEM.THECLIFFSCLIMBING.COM (646) 933-7625

Instagram Story Graphics

Created in InDesign

BUILD A CLIMBING ADVENTURE
CHOOSE 1-2 FROM EACH CATEGORY!

| | |
|--|---|
| PARTNER | CRAG |
| ADAM ONDRA SASHA DIGIULIAN ALEX HONNOLD ASHIMA SHIRAIISHI ALEX MEGOS MARGO HAYES | THE GUNKS JOSHUA TREE THE NEW THE RED BIRDSBORO EL CAPITAN |
| TYPE OF CLIMB | CRAG SNACK |
| BOULDER TOPROPE SPORT TRAD FREE SOLO MULTIPITCH | TRAIL MIX CANDY CLEMENTINES DANK BANANA BREAD PB+J CLIF BARS |
| SHOES | WEATHER |
| LA SPORTIVA SOLUTIONS SCARPA INSTINCT VSR SO ILL STREETS FIVE TEN HIANGLES UNPARALLEL SIRIUS BD MOMENTUMS | HOT SUNNY CHILLY OVERCAST COOL BREEZY |

TAG YOUR ADVENTURE BUDDY!

EMOJI DROP

Fave gear

My fave while climbing

Fave type of climb

Fave crag snack

Top 3 emojis that describe my climbing style

Q&A WITH OUR ROUTESETTERS

LEAVE YOUR BURNING QUESTIONS BELOW!

Ask me a question!

Type something....

Squarespace Customization

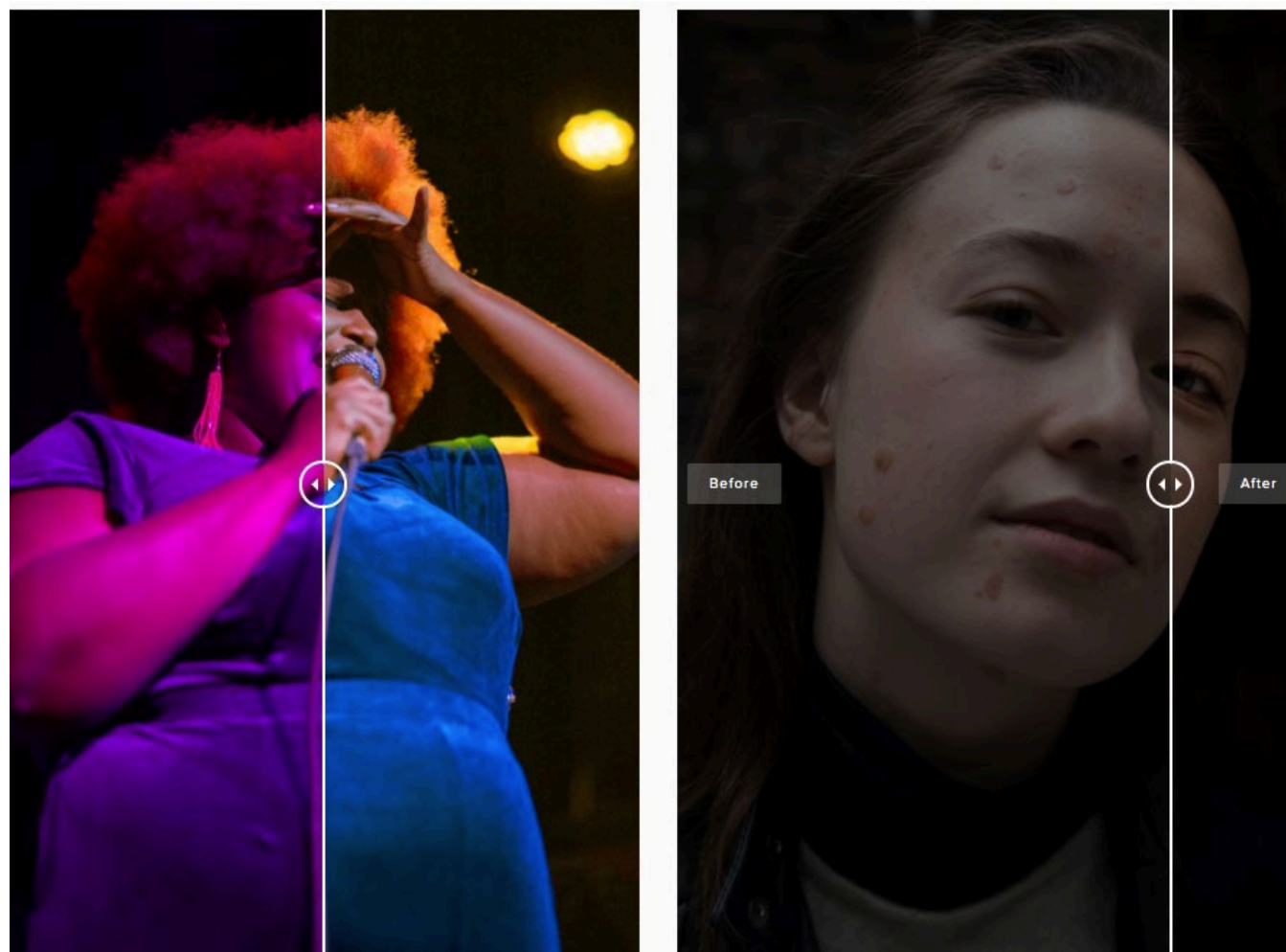
Created using custom CSS code



Fade & show text on hover (right)



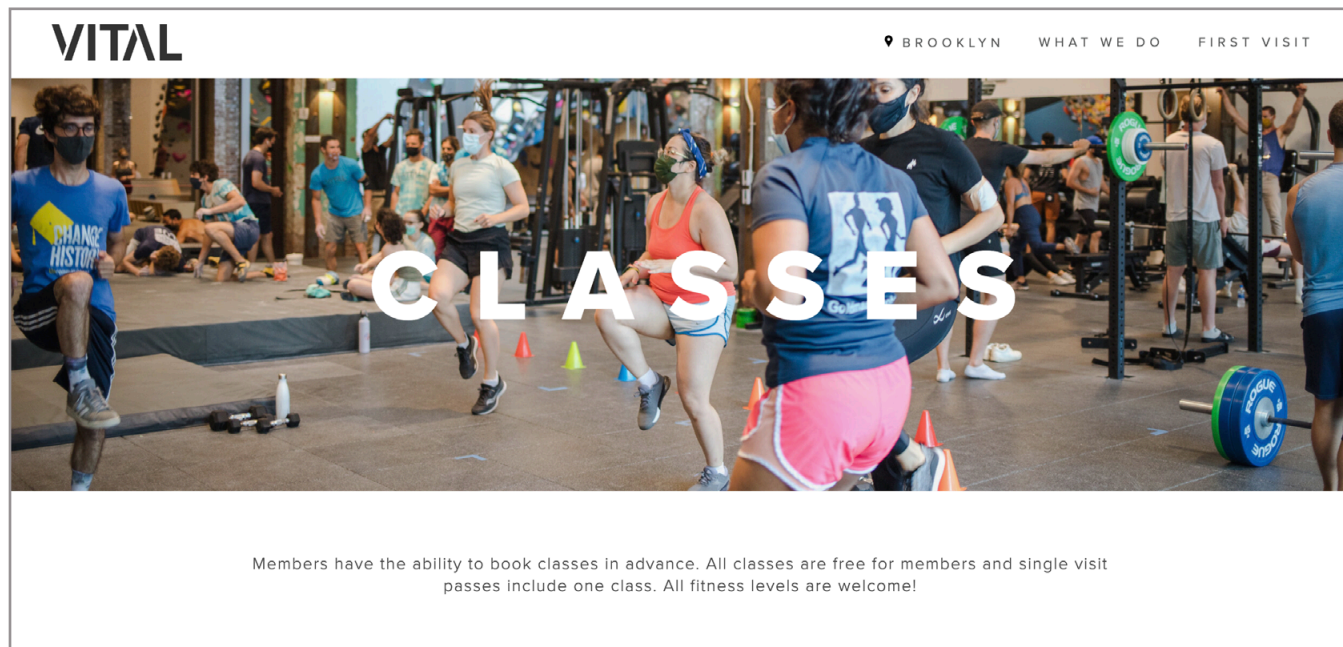
Multiple button styles



Before & after sliders
Click to interact on website

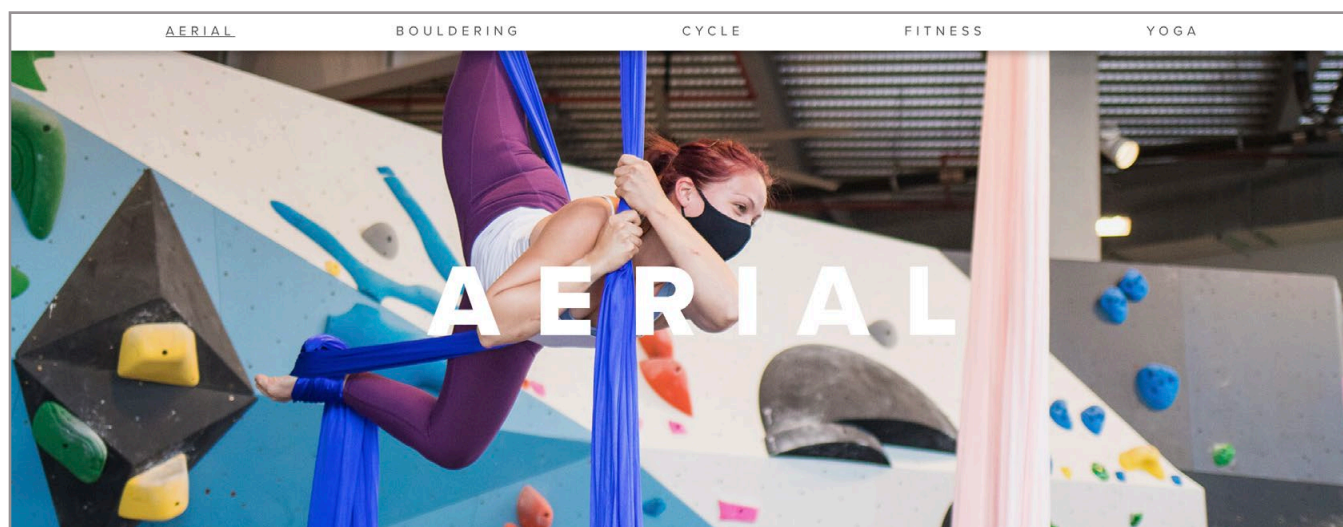
Squarespace Customization

Created using custom CSS and HTML code



Secondary navigation bar appears on scroll with section underlined
(Top of page shown above; scrolled page shown below)

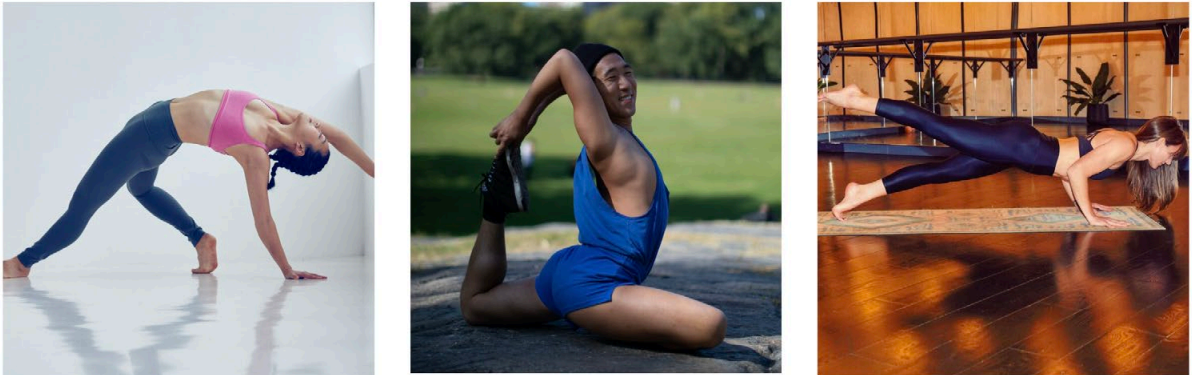
Click to interact on website



Squarespace Customization

Created using custom CSS and HTML code

YOGA INSTRUCTORS



SAYA TOMIOKA
BIO →

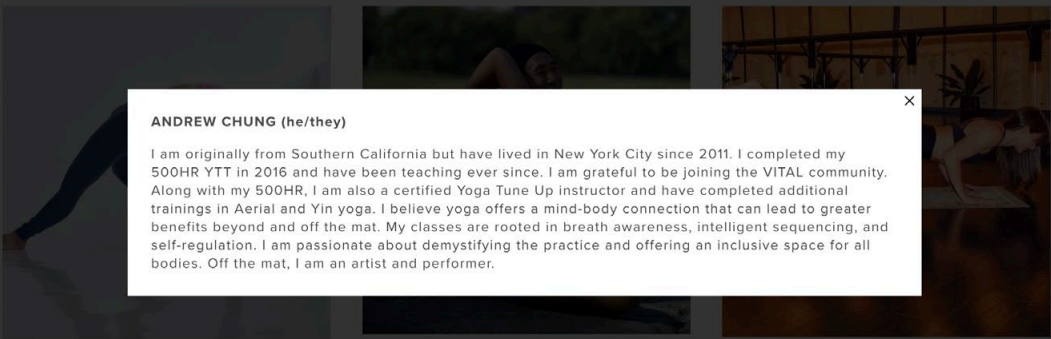
ANDREW CHUNG
BIO →

DANIELLE HARBORD
BIO →

Bio popout appears on click (below)

Click to interact on website

YOGA INSTRUCTORS



ANDREW CHUNG (he/they)

I am originally from Southern California but have lived in New York City since 2011. I completed my 500HR YTT in 2016 and have been teaching ever since. I am grateful to be joining the VITAL community. Along with my 500HR, I am also a certified Yoga Tune Up instructor and have completed additional trainings in Aerial and Yin yoga. I believe yoga offers a mind-body connection that can lead to greater benefits beyond and off the mat. My classes are rooted in breath awareness, intelligent sequencing, and self-regulation. I am passionate about demystifying the practice and offering an inclusive space for all bodies. Off the mat, I am an artist and performer.

SAYA TOMIOKA
BIO →

ANDREW CHUNG
BIO →

DANIELLE HARBORD
BIO →

Partial Monthly Newsletter

Features: conditional formatting, automations

47,678 recipients

Jan 13, 2020

[Click here to view interactive version.](#)



THIS MONTH AT THE CLIFFS

- REGISTER NOW: SAT 2/15 - [Feats of Strength](#) | SAT 3/7 - [The Gotham Citizen](#)
- Through FRI 1/31 - [Join The Cliffs and Save \\$99!](#)
- FRI 1/17 - [New Member Mixer](#)
- THURS 1/30 - [YWWC Film Screening @ REI](#)
- FRI 1/31 - [Friday Night Flicks: Free Solo](#)

DON'T FORGET: EVERYONE MUST FILL OUT OUR NEW PARTICIPATION AGREEMENT. SAVE TIME + COMPLETE NOW!



FEATS OF STRENGTH
FRI 2/14 | SAT 2/15



THE GOTHAM CITIZEN
FRI 3/6 | SAT 3/7

Feats of Strength + The Gotham Citizen registrations are both LIVE! Come participate in these legendary comps at The Cliffs and climb to victory! These comps are great for all levels of climbers, and will each feature two adult sessions, finals, and afterparty, preceded by a youth comp the night before!

REGISTER NOW

[Feats Youth](#) | [Feats Adult](#) [Gotham Youth](#) | [Gotham Adult](#)

IN CASE YOU MISSED IT



RETAIL REMINDERS

- Free day pass when you buy a pair of climbing shoes or spend over \$100 at our retail shop -
- 20% off your entire purchase when you take an instructional course -
- 10% off for members all the time -
- We price match any brick + mortar store! -

REFERRAL BENEFITS

Refer your friends! Members get one free day pass a month—and if your friend becomes a member, you get a free month of membership.

Follow Up Promotional Email

Features: conditional formatting, automations
66,546 recipients

[Click here to view interactive version.](#)

CLIMB IN THE ADIRONDACKS WITH THE CLIFFS OUTDOORS!

CLIMB WITH US IN THE ADIRONDACKS
FRI 9/20 - SUN 9/22

There are still a few spots open in our trip to the Adirondacks! Join us for 2 days of secluded AMGA-certified guided climbing in a 6 million-acre wilderness. Here, you'll have access to varied climbing—including slabs, faces, and cracks—camp, and hang out around the campfire with fellow climbers from The Cliffs Community.

Transportation, gear, camping, and meals are included, so your pack won't be too heavy! There are only four spots left, so [view the full itinerary and sign up](#) before we sell out!

\$450 for members // \$550 for guests

No prior experience necessary. Belay certified at The Cliffs preferred.
Photos: Classic Adirondack Climbs + Adirondack Almanack

CLIMB IN THE 'DACKS

ADDITIONAL TRIPS WITH THE CLIFFS OUTDOORS

Photo: Outdoor Revival

CRACK CLIMB IN MOAB + INDIAN CREEK
FRI 10/11 - MON 10/14

CLIMB IN UTAH


MULTIPITCH IN RED ROCK
THURS 11/21 - SUN 11/24

CLIMB IN NEVADA

Photo: Climbing Magazine

Optimized Footers

Features: conditional formatting, automations, and custom HTML code



[I only want to receive emails pertaining to billing, rate updates, and facility closures.](#)


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Contact Us!
(718) 729-7625

Sent to: _t.e.s.t_@example.com

[Change the location\(s\) from where I receive updates](#) | [Unsubscribe from all emails](#)

The Cliffs at LIC, 11-11 44th Dr, Long Island City, New York 11101, United States



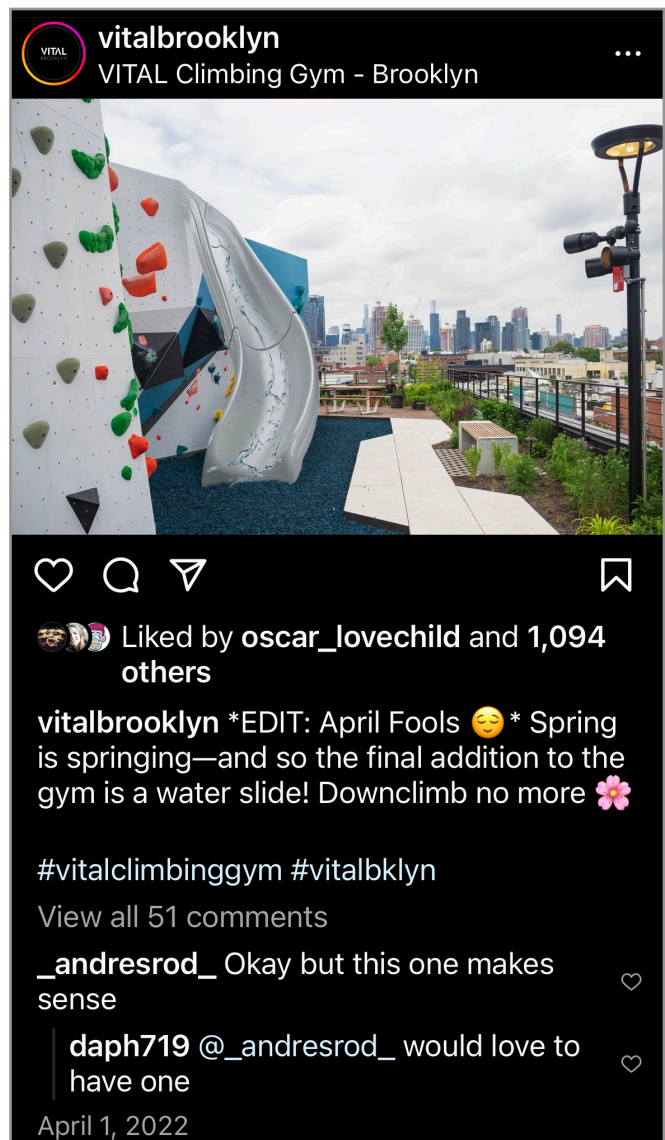
VITAL Climbing Gym
221 North 14th Street, Brooklyn, New York 11249

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Instagram Posts

Click images to view on Instagram.



Instagram Posts

Click images to view on Instagram.



vitalbrooklyn
VITAL Climbing Gym - Brooklyn

Liked by lizabizniz and 437 others

vitalbrooklyn CONGRATS to these Bouldering Regional Team Champions! 🎉
Pay your respects to these hardworkers next time you see them crushing in the gym 😂

#vitalclimbinggym #vitalbklyn
View all 4 comments

whunersen This is awesome!!! Congrats team 🙌

January 18



vitalbrooklyn
VITAL Climbing Gym - Brooklyn

Liked by cer2143 and 550 others

vitalbrooklyn Happy Halloween! Thank you to everyone who joined us for Little Comp of Horrors and our Halloween Extravaganza 🎃👻
🍊🕸 Stay spooky & safe!

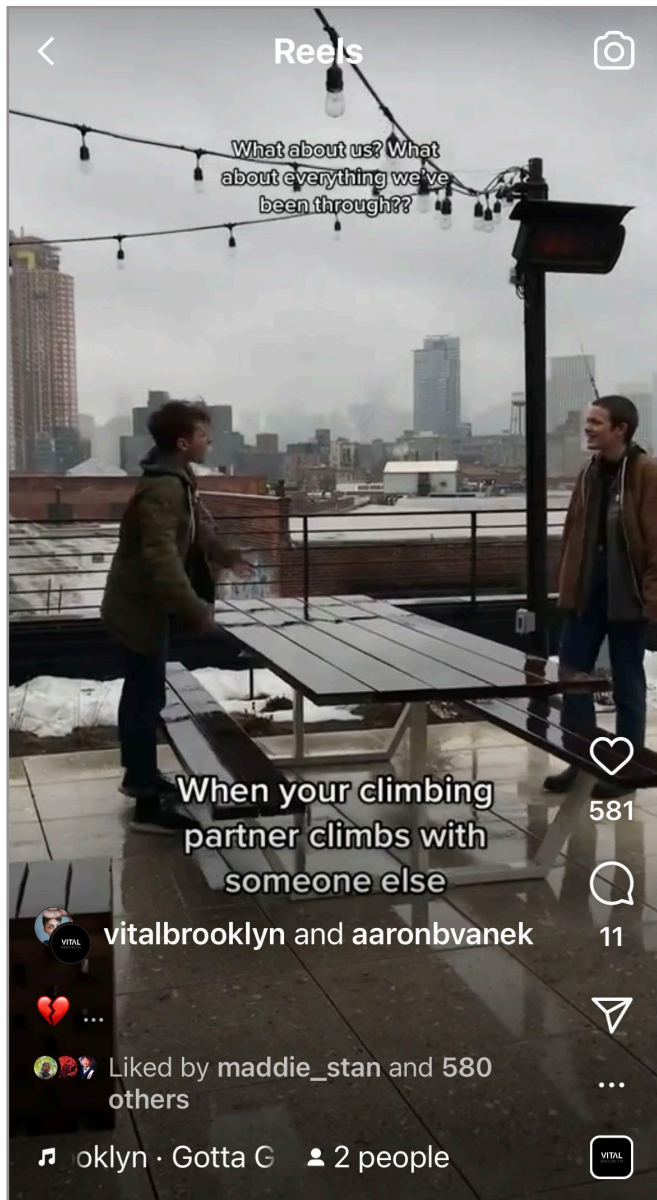
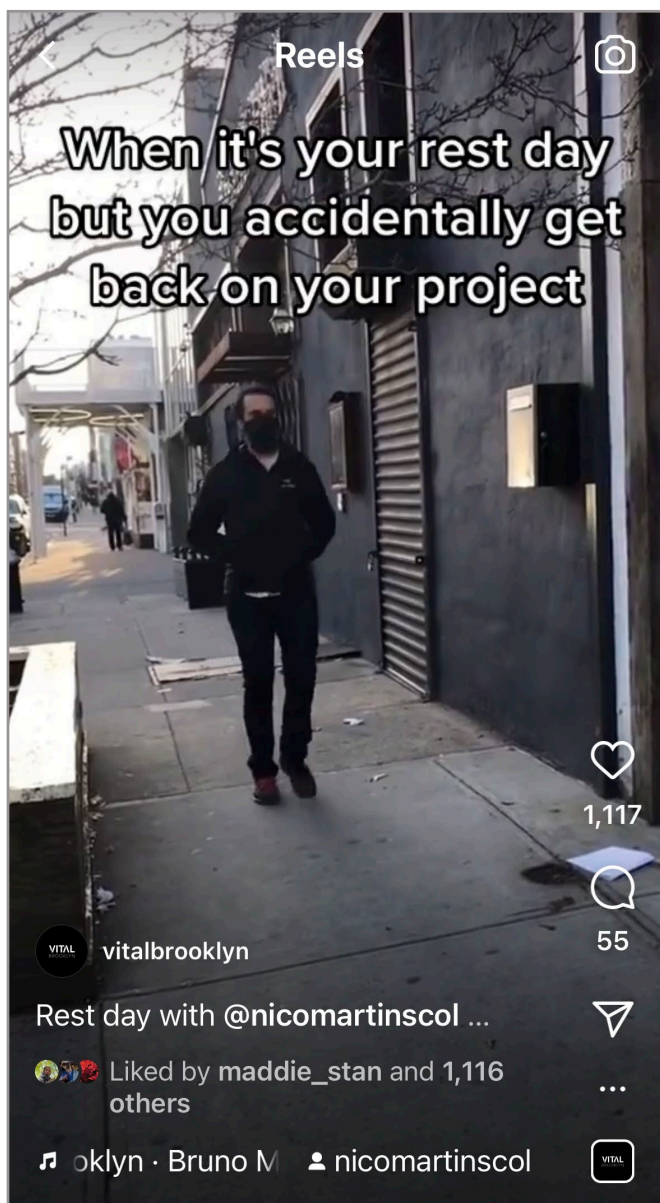
#vitalbklyn #vitalclimbinggym
View all 6 comments

jeffdamonkey Thanks for throwing a super fun comp! And thanks @arcteryx @arcteryxnewyork for the prizes!

October 31, 2022

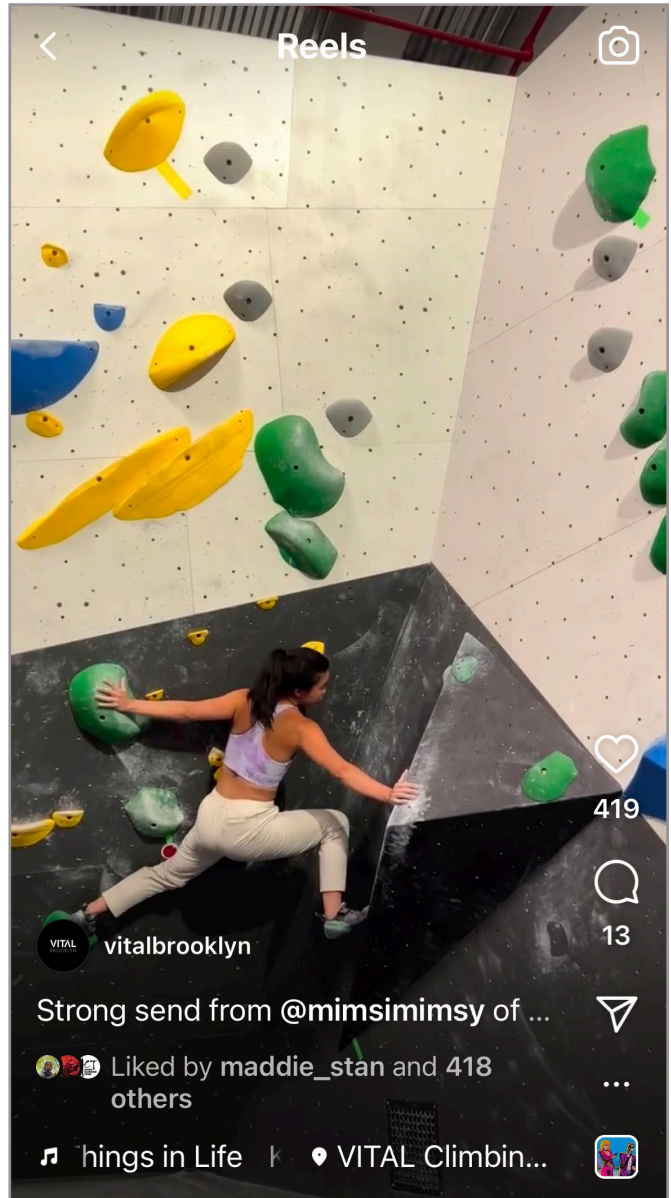
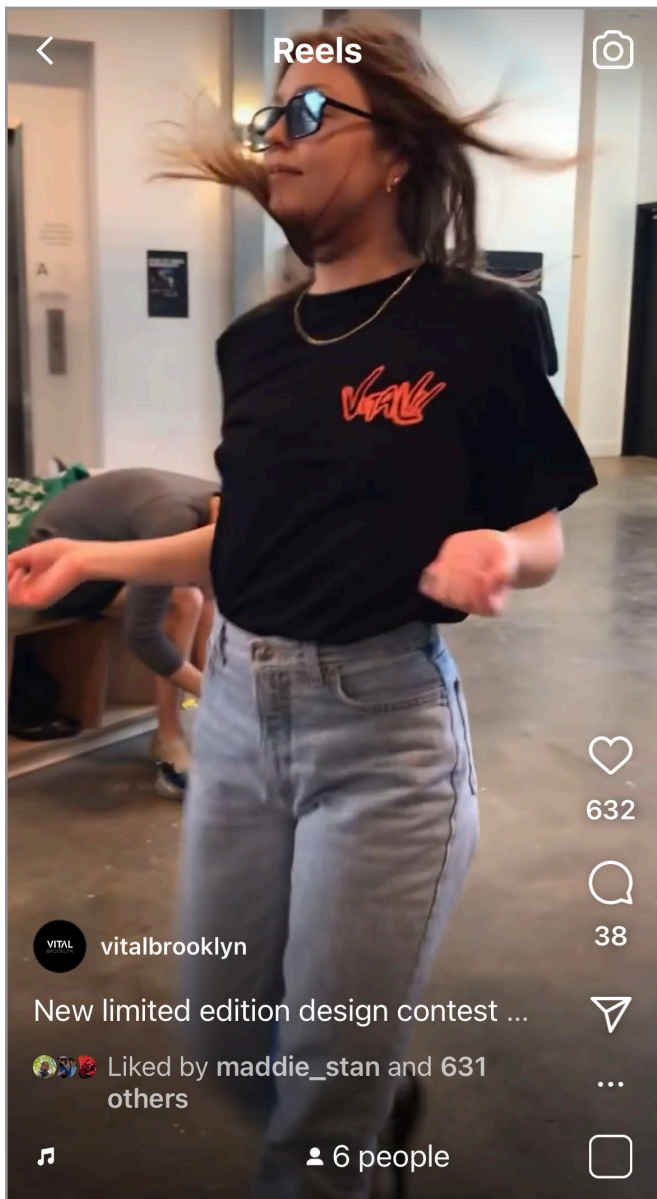
Instagram Posts

Click images to view on Instagram.



Instagram Posts

Click images to view on Instagram.



Instagram Posts

Click images to view on Instagram.



thecliffslsic

5,843 views · Liked by cliffycliffy and cucamongabill

thecliffslsic @FreeSoloFilm is in IMAX all week! Go check it out and support @alexhonnold and @jimmy_chin 🌟 Find a theater + showtime via the link in our bio!

View all 39 comments

hanginwithcooper Wait! Was this today? ❤️

thecliffslsic @hanginwithcooper Yes! ❤️

January 11, 2019



thecliffslsic

Liked by carlesquares and 570 others

thecliffslsic #tbt to @jimmy_chin + @alexhonnold, mouth full of bagel, giving us a visit...two days ago 😊 We miss them already! Jimmy Chin will be back at The Cliffs on Monday at 9PM for a Q+A, so come ask him your burning questions about directing Free Solo then—and catch Alex Honnold on the big screen when his film hits theaters on 9/28 ❤️

View all 13 comments

adyclimbs Is the VR setup still there???? ❤️

thecliffslsic @adyclimbs It was only up for a few hours! ❤️

September 20, 2018