

# SMOKEY BEAR

## Amplifier Artwork Collection



# About the Amplifier Artwork Collection

Through a partnership between the US Department of Agriculture Forest Service, the Ad Council, the National Association of State Foresters, and the non-profit organization Amplifier, a portfolio of new Smokey Bear designs was created by a group of innovative artists, each with a distinct look and appeal.



<https://amplifier.org>

Amplifier is a non-profit design lab that builds art and media experiments to amplify the most important movements of our times.

The collaboration will engage a new generation of young people to help conserve our forests and outdoor areas through Smokey Bear and his message of wildfire prevention.

# Using the Smokey Bear + Amplifier Artwork

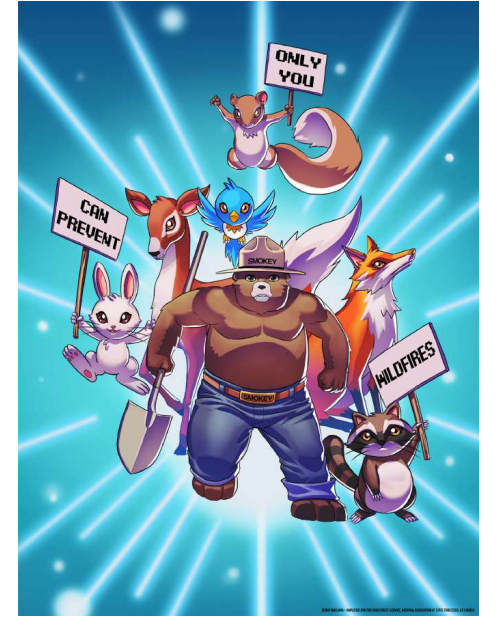
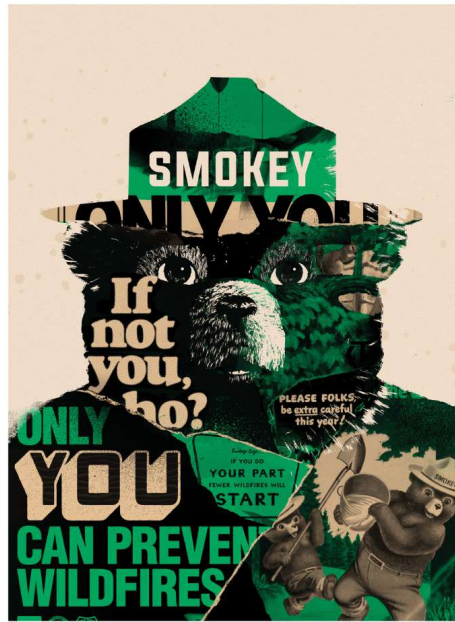
While Smokey Bear's classic image of an approachable, yet authoritative figure remains consistent throughout the U.S. Forest Service's advertising campaign and licensing program, these artistic takes on Smokey's image provide licensed partners a distinct and different look to use in the development of new products.

**Please note that unlike other USFS-provided Smokey Bear designs and licensable assets, the Amplifier designs provided in this guide are not to be modified from the original. Only changes to scale are acceptable.**

Additionally, the credit shown on the bottom of each design must be included on all licensed products.

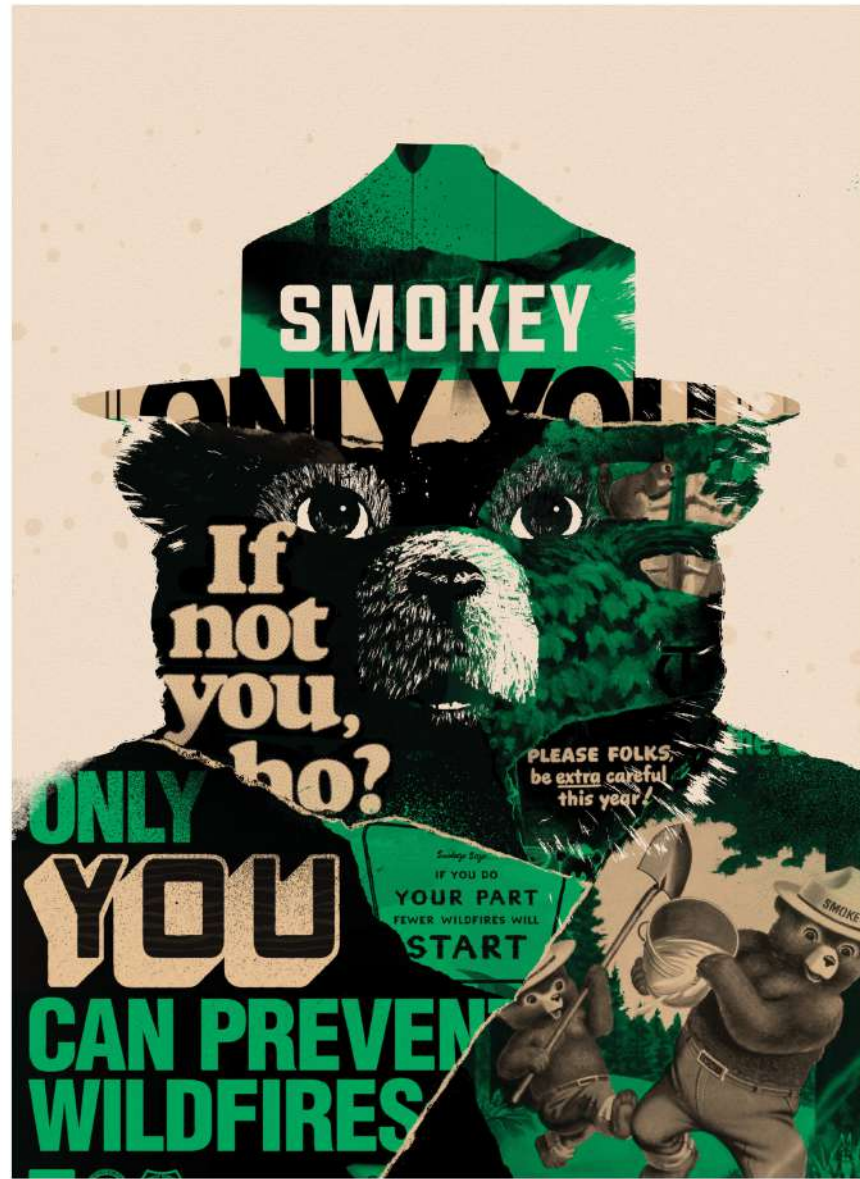


# Artwork Collection





# Artwork by Tes One



## ABOUT TES ONE

Leon “Tes One” Bedore, Tampa / St. Petersburg based artist.

Known for his signature blend of traditional art and graphic design, Tes confronts contrast in all forms; splicing divisions and redefining the balance. Opposing forces intertwine in subject and substrate. Color and cause run to the edge in full-bleed.

His monograph includes vivid paintings and murals, gallery exhibitions, and commissions by clients such as Nike, L’Oréal, Absolut Vodka and Architectural Digest. Tes One is the founder of the SHINE Mural Festival in St. Petersburg (Est. 2015), and partner at Up&Over murals.



# Artwork by Thomas Wimberly



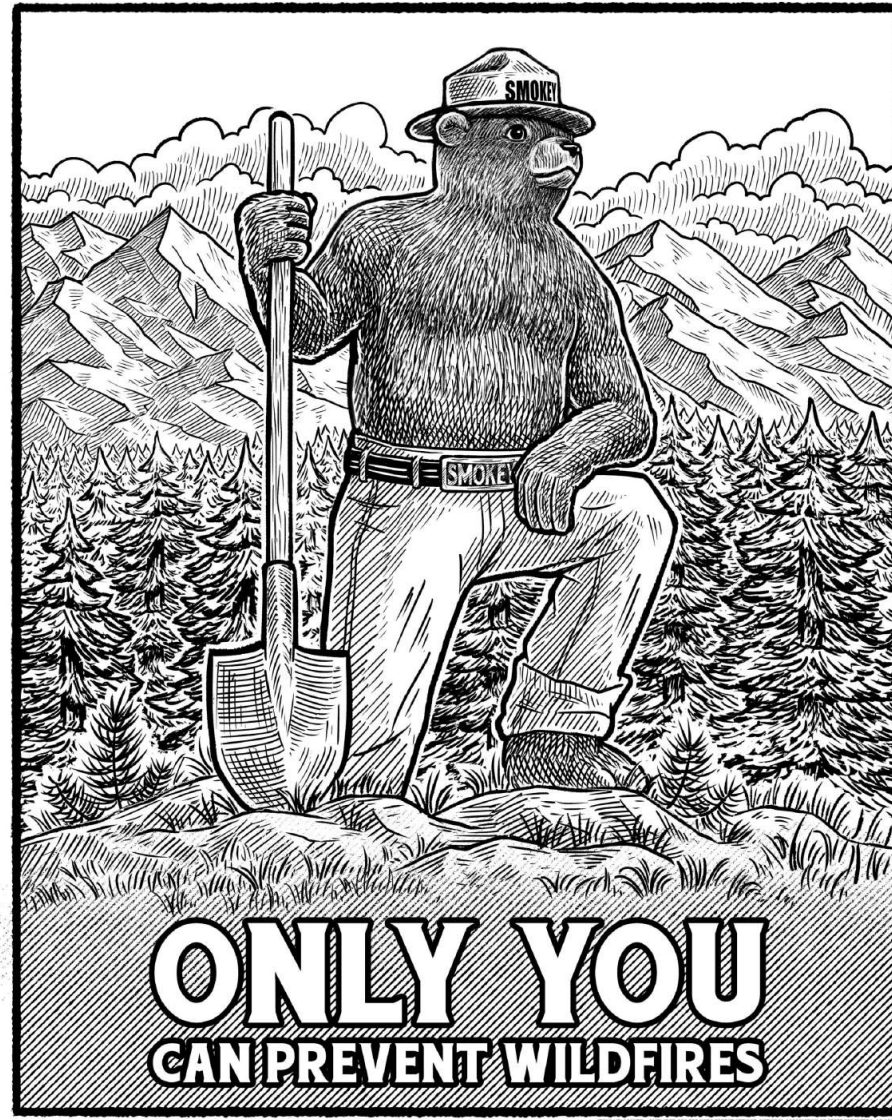
## ABOUT Thomas Wimberly

Thomas Wimberly III is an artist and designer from southern Louisiana. After earning his BFA in Graphic Design from Louisiana State University he has been acting as an art director and designer, both for agencies, and for himself as a freelancer.

Thomas currently lives in Baton Rouge with his wife, Brooke, and their bulldog, Macintosh.



# Artwork by Jesus Velázquez



## ABOUT Jesus Velázquez

Jesus Velázquez is a self-taught Illustrator. His art consists of macabre, dark and surrealistic themes made with traditional and digital mediums.



# Artwork by Amplifier Labs





# Artwork by Tracie Ching



## ABOUT Tracie Ching

Tracie Ching is an artist and self-taught illustrator working in Washington, DC. A marriage of old and new, her work translates classic engraving techniques through vector illustration, resulting in the bold cross-hatching style for which she is known.

Creating alternative movie posters for cult classics, Ching made her home in pop-culture showing in galleries such as Spoke Art in San Francisco. She has since grown her portfolio to include key art for clients like Disney, Lionsgate, and Marvel Studios, official portraits for a President and Vice President, editorial illustration, and commercial art, rounding out her dynamic application of creative skill.

Ching's work has been shown in the Design Museum in London and is in the permanent collection of The Library of Congress, and is founder of the We Create Mentorship & Grant program.



# Artwork by Harsimran



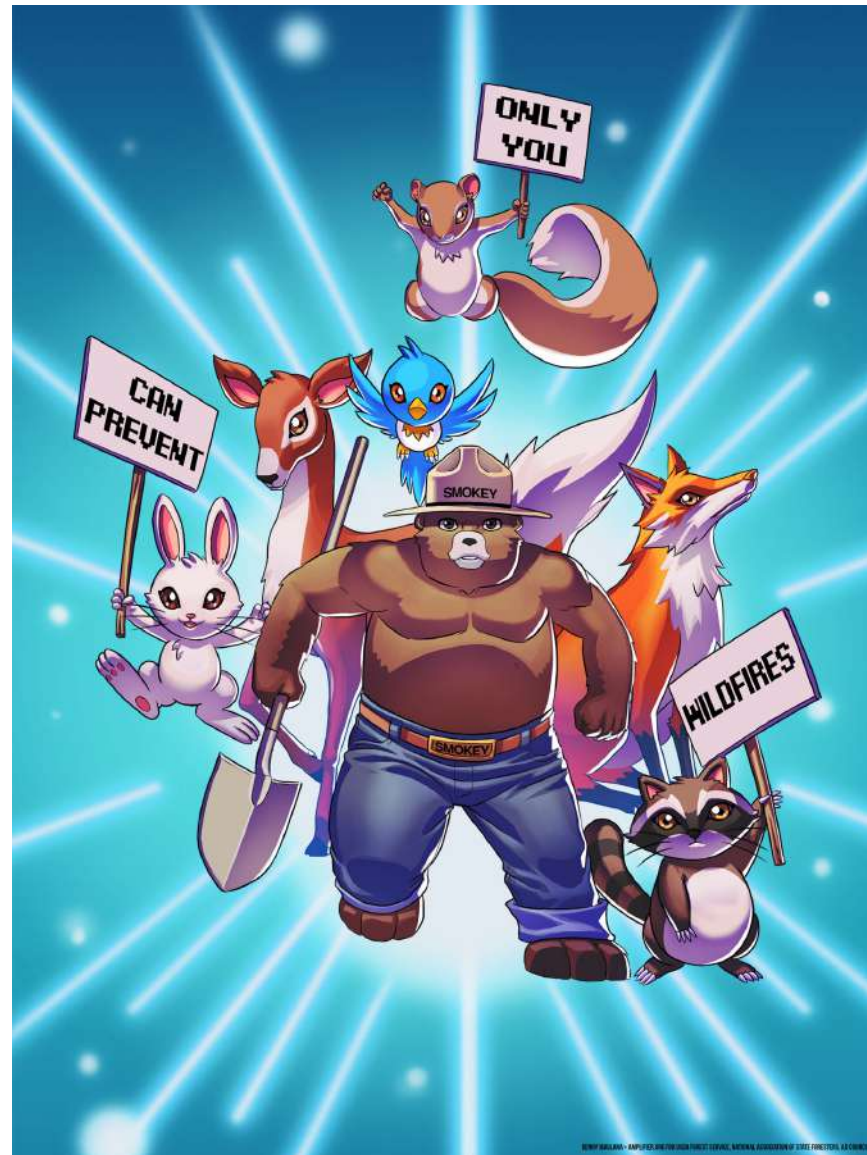


# Artwork by Muhammad Holidin





# Artwork by Benny Maulana



Animated Gif





# Artwork by Amplifier Labs

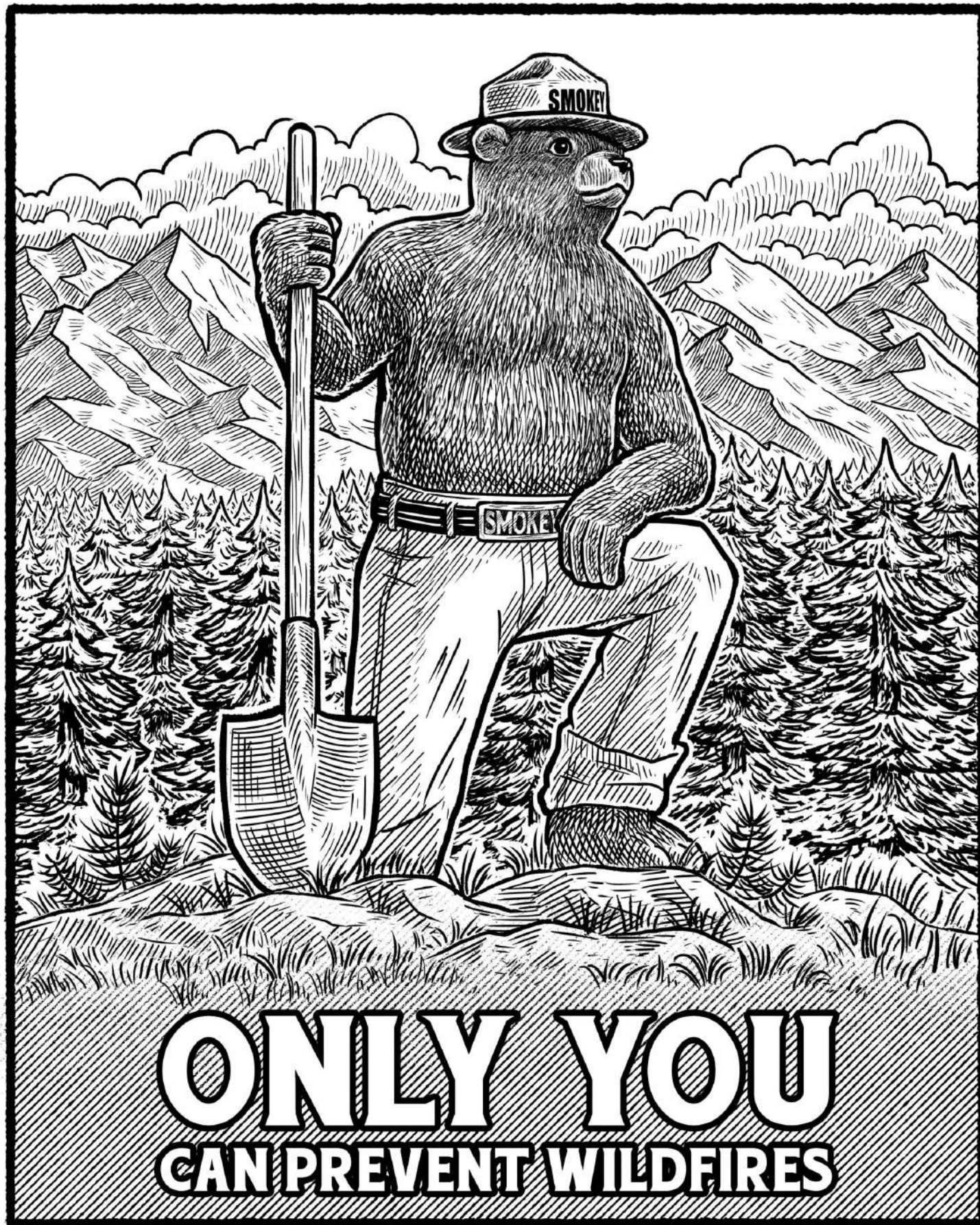
# Artwork by Amplifier Labs



Animated Gif







JESUS VELASQUEZ • AMPLIFIER.DIG FOR USDA FOREST SERVICE, NATIONAL ASSOCIATION OF STATE FORESTERS, AD COUNCIL

# SMOKEY BEAR

Amplifier Artwork Collection

