



• the company •

Evotive was born in February of 2007 when founders Jenna Ashley and Kathleen Koeneman wanted to build on their passion for design and project management, and make a difference in the lives of those in their community. After much thought and consideration, and many cups of coffee, they launched Evotive; to create modern planning guides for life adventures.

Jenna and Kathleen are determined to design guides that are beautiful, insightful, and that inspire people to make decisions with intent. That's what drives the company's vision: *To create products that encourage personal reflection and connection, as well as social and environmental awareness.*

Evotive creates products that encourage personal reflection and connection, as well as social and environmental awareness.

BE WED is the first in a line of organizational guides for life adventures.

Jenna Ashley and
Kathleen Koeneman
Evotive, LLC

• the founders •

Jenna Ashley and Kathleen Koeneman are both hard-working mothers of small children, who value family, friendship and coffee.

They have worked together in the graphic-design industry for over 12 years. Before founding Evotive, LLC, both women were art directors for Adobe Systems, Inc. They formed the design team behind *Adobe Magazine*, a bi-monthly graphic-design publication distributed world-wide, in print and online, and translated into eight languages. Over the years, the two have worked closely with a multitude of writers and editors, and collaborated with and managed hundreds of freelance artists, designers and photographers.

Their work has been recognized by the American Institute of Graphic Arts (AIGA), the Society of Publication Designers, and they have received design awards from *How* and *Print* magazines.

For media inquiries,
please visit our website at
www.BeEvote.com.

Or, by phone at
800 604 2461

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