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Alfred Boeke
Vice President &
Planning Director

October 29, 1963

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Mrs. Barbara Stauffacher
1620 Montgomery Street
San Francisco 11, California
and

Mr. J. Roy Petersen
Foote, Cone & Belding
Russ Bldg., 235 Montgomery Street
San Francisco, California

Regarding: Graphics, The Sea Ranch

Dear Bobbie & Pete:

I wish to thank Bobbie for accompanying Larry Halprin and Charles Moore to the Sea Ranch to meet me last Friday. I feel that the day was well spent and the initial thoughts regarding graphics seem sound. Fred and I have discussed Bobbie's suggestions briefly and may I give each of you our thoughts in order to help you proceed. I assume that you will work together and that between you will keep me informed and a creative part of this effort.

I recommend that we use The Sea Ranch as the name of the entire property, and that we use Pocket Bay only in connection with the lodge....Pocket Bay Lodge, The Sea Ranch, Sonoma County, California. The golf club might also utilize Pocket Bay in its name as you have recommended. A post office, as soon as we can create one, would be The Sea Ranch, Sonoma County, California.

Bobbie suggested that a symbol, however realistic or abstract, seems out of scale with the Sea Ranch and probably not definitive in terms of the Sea Ranch's unique beauty, the planning concept, etc. She has suggested that a single, carefully evolved photograph by Ansel Adams that expresses the beauty and excitement of the ranch be used (rather than a symbol) continuously with the name, The Sea Ranch on brochures, advertising and publicity. Since this would not seem workable for matchbook covers, letterheads, etc., the typography of the Sea Ranch is important. We have previously agreed that land sales at the ranch must

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utterly separate themselves from the accumulation of shady deals in the minds of the potential customers. Whether this means The Sea Ranch is blind embossed, or the strokes made up of a pair of refined lines rather than solid strokes, or other, etc.,....this you all must evolve. Our product is not ranchy, horsey, folksie, etc., so the graphic personality must be sophisticated, have broad appeal and no tricks.

Bobbie further proposed that the development of the graphics for Pocket Bay Lodge should contain a symbol, or at least be less restrained than that for the Sea Ranch. This seems proper and would add the ingredient of commercialism that the lodge probably requires. Designs for the lodge do not seem necessary at this time.

I feel that you should discuss this between yourselves, keep me involved and have a rough proposal for consideration at the November 18 meeting. If you, Pete, agree to the Ansel Adams photography, please let me know for I would prefer to contact him myself for this work must be for love and again I want to separate Oceanic from all of those other guys. This is as important at the consultant level as it is with the public.

Bobbie's progress plan that we will use in New York equity circles will provide the basis for our discussing that technique and its potential application to our final graphic design.

May I hear from you soon.

Cordially,

cc: Messrs. L. Halprin ✓
M. Read
R. Macfarlane
F. Simpich, Jr.
Mrs. Marion Conrad

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