When working with design professionals it is more important than ever to get the highest level of capability and experience at the best possible cost. Since 1982, our Hudson Valley studio has offered our clients low operating overhead, proximity to New England and New York City, ready access to support services and, of course, excellent pricing.

Creative. Experienced. Practical!

More projects than you might think require maps, associated graphics, and custom typography. Toelke Associates creates maps for books and publications that we produce as an integral part of the process, as well as maps for books published by others. We have adapted materials provided by cartographers and geologists, and are comfortable accessing content from a variety of sources to create custom maps. We have also created display materials and signage for our clients.

Please review the selected projects on the following pages. Our work on these featured projects generally includes project consultation, concept development, map artwork and associated graphics, and vendor liaison.
Maps and graphics 1

►Map for Columbia County History & Heritage magazine

Columbia County History & Heritage tourism map created for the magazine, with attraction sites and key (left). Same map adapted for Columbia County Outdoors, published by the Columbia Land Conservancy, 2012 (below).

►Map for Waterways of War — the French & Indian War 1754–1763

French & Indian War Sites along New York and Pennsylvania Byways created for the Great Lakes Seaway Trail book Waterways of War — the French and Indian War, 1754–1763. This map has been adapted for the second book in the series, Waterways of War — the War of 1812.
Maps and graphics 2

Maps for history books/Media Projects/DK Publishing

World War II maps, a series of 42 campaign maps created and produced for DK through Media Projects, Inc.

Vietnam War maps, a series of 32 campaign maps created and produced for DK through Media Projects, Inc.

American military history maps from colonial times through the First Gulf War, an extensive series of battle and campaign maps created and produced for DK Publishing through Media Projects, Inc.
that land of all sources of heat. The Gulf Stream had generated abun-
dant snowfall in the northern latitudes. The Earth’s albedo was rising. All
these trends seem to have been dragging the Earth into a colder time,
and that might seem enough to account for the onset of the Ice Age. But
it wasn’t.

Our story has so far followed the Earth through tens of millions of
years to a point when it was just cool enough so that glaciation might
be expected. But we need something else; our theory is not yet com-
plete. Ice ages occur in roughly 100,000-year cycles, and Milankovitch
cycles are much too long to possibly cause anything like this. We still have to

Figure 2-2. Map of the great North American ice sheets at the peak

Figure 2-3. Tectonic map of Columbia County, New York
created and produced for The Rise and Fall of
the Taconic Mountains, based on field work by
Donald Fisher, New York State Paleontologist Emeritus (left). Ice Age glacier map created and
produced for The Hudson Valley in the Ice Age
(below).

A series of 46 maps created and produced for an outdoor activity and trail guide book
published by the Columbia Land Conservancy in 2012 — Outdoor Columbia County.
Maps and graphics 4

► Art Trail map for the Thomas Cole House


Maps and graphics for the Essential Lake George Boaters Guide, published by Quarterdeck Productions. 27 maps were created based on satellite photos to detail ATONs, navigational hazards and other features of Lake George, New York, for recreational boaters. Custom graphics created to illustrate boating “rules of the road.”

Tour and site location map for the first and second editions of the Hudson River School Art Trail, published by The Thomas Cole House NHS, Catskill, New York.
Maps and graphics 5

Site map and signage for the Mountain Top Arboretum

Site and trail map for the Mountain Top Arboretum, updated since 2007 as the site adds land and visitor features. Map used for on-site visitor brochures and informational kiosk.

Signage for Hudson Riverfront Park — 2009

Henry Hudson Quadricentennial in 2009; designed park signage for the City of Hudson’s Riverfront Park, and created die-cut “Henry Hudson on a Stick” mask souvenir.