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BRANDING | WEB | MARKETING | PRINT

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PROFOLIO

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BRAND
IDENTITY

BRAND IDENTITY

Neto's Pizza is a brand I created. Learning about the food industry was a key part of this project. Their business create custom pizzas for their customers on the spot.

The brand consists of the logo, icon, pattern, distinct color theme and consistent use of fonts.

Full color logo



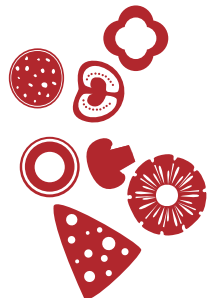
Icon



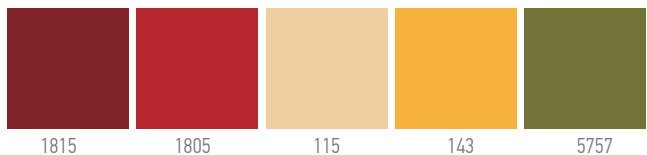
Fonts

HEAVITAS-REGULAR
PF Din Text Cond Pro-light

Pattern



Swatches



BRAND IDENTITY

The bestview brand I created using a leaf and an eye to create the letter b in the logo. With this I created the logo and the brand for them. This brand is a very clean and modern style. Using several icons done in an outline style to separate them from the competitors.

Full color logo



Logo break down



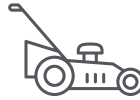
Icons



Tree
Removal



Tree
Trimming



Landscape
Services



Storm
Damage



Stump
Removal

Swatches



Cool Gray 11



375



363

BRAND IDENTITY

HD United Group is a group of construction businesses, that deal with residential and commercial work. They are located and work in southeast Pennsylvania.

This is a brand that needed to have sub-brands. HD United Group is the over all brand with HD United Group Residential and Commercial being the sub-brands.

Full color logo



Sub-brands



Logo break down



Logo icons



Swatches



Cool Gray 10



185



375



306

BRAND IDENTITY

PerformTex™ launched a new kinesiology tape product. They reached out to me to create a brand for their new product. The product was Kinetic Pro Tape. A tape used in the athletic and therapy communities.

The brand I created consists of a logo and a pattern that is used on tape product.

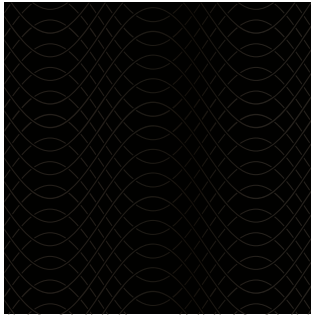
Full color logo version 1

KINETIC
PRO TAPE

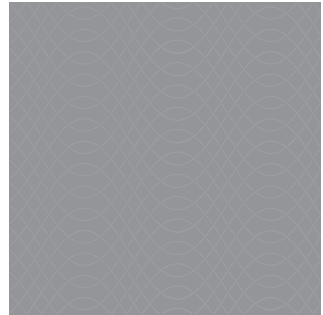
Full color logo version 2

KINETIC PRO TAPE

Pattern



Dark



Light

Product branding



Fonts

NO2STUDIO



PACKAGING

PACKAGING

Elastic Kinesiology Tape package design was a design for a new product that was being launch by PerformTex™. This project I designed and created the dieline for the package. I also created this package design that is used for wholesale sellers. The dieline I created is also being use by Dick's Sporting Goods. They handle the retail side of this product.



Kinetic Sleeves package design for PerformTex™. These products come in a bag with a clear back side and printing on front side. I created the mockups and design for these products. Also, with this project I had to work with a photographer on getting the product shots. Both of the outside and inside of the products had to be taken and edited for this project.



PACKAGING

The Kinetic Pro Tape brand. I created the package design for the Kinetic Pro Tape brand. I also created the dieline for this package. This package design was one of many in this product line. I also created the design for the larger boxes and the store front box.



The cup and pizza box designs were projects I design for Neto's Pizza. Both the cups and pizza boxes are designed using only one color to save on printing cost.





PRINT
DESIGN

PRINT DESIGN

For Neto's Pizza we ran ads in local magazines and also placed signs locally near the business. I design the signs to match the ads in the magazines. We ran a full page and a small square in some of these magazines local to Lancaster, PA.

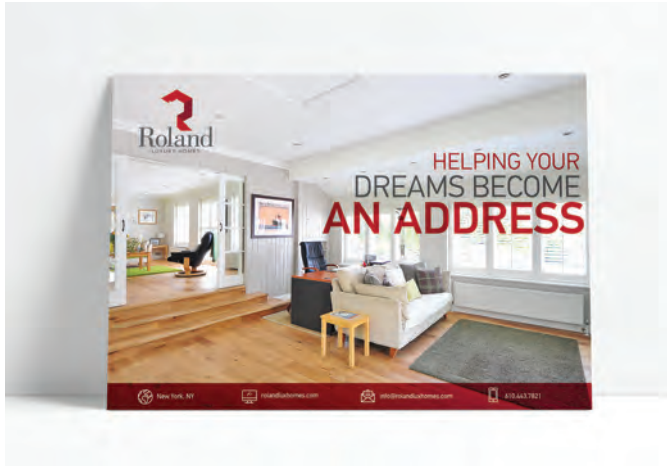


I created the design and dieline for their menu. The idea behind this design was to show the reader, at a quick glance that Neto's Pizza was selling pizzas and salads.



PRINT DESIGN

Postcard size flyers for Roland Luxury Homes. These were designed for the realtors to hand out at open houses, corporate sponsored events and conventions.



Product sell sheets and rack cards for PerformTex™. These were designed to be handed out at conventions and for sales pitches. I created the design for both of these projects and worked with a photographer for the imagery and product shots.



PRINT DESIGN

Real assets and the road ahead is apart of the Roundtable series from Macquarie. I designed the layout the short brochure for Macquarie. I mainly worked with the writers to pick out imagery for the brochure. The brochure layout was designed in A4 style because this piece was distributed international.

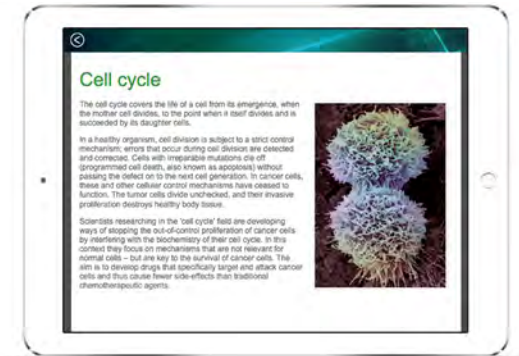




WEB
& UI/UX

Lead to Win, Win to Lead was the meeting theme for Bayer Pharmaceuticals. The meeting theme and logo was creating from Bayer's brand guidelines. The app was launch for iPads and iPhones.

With the meeting theme I also created the meeting app. This was only for the employees who was attending the meeting. With the app we uploaded all the meeting materials. There was also message features as well as a map, agenda and a custom PDF reader. Even after the meeting Bayer would use the app to push out updates and newsletters.



Website for Neto's Pizza. The site allows users to order from home or mobile. They can also view the signature dishes as well as build a custom pizza or salad. The ordering system was built by Foodtec.

