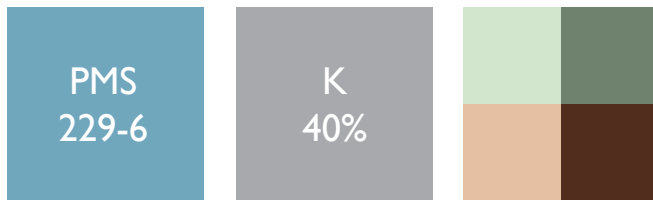


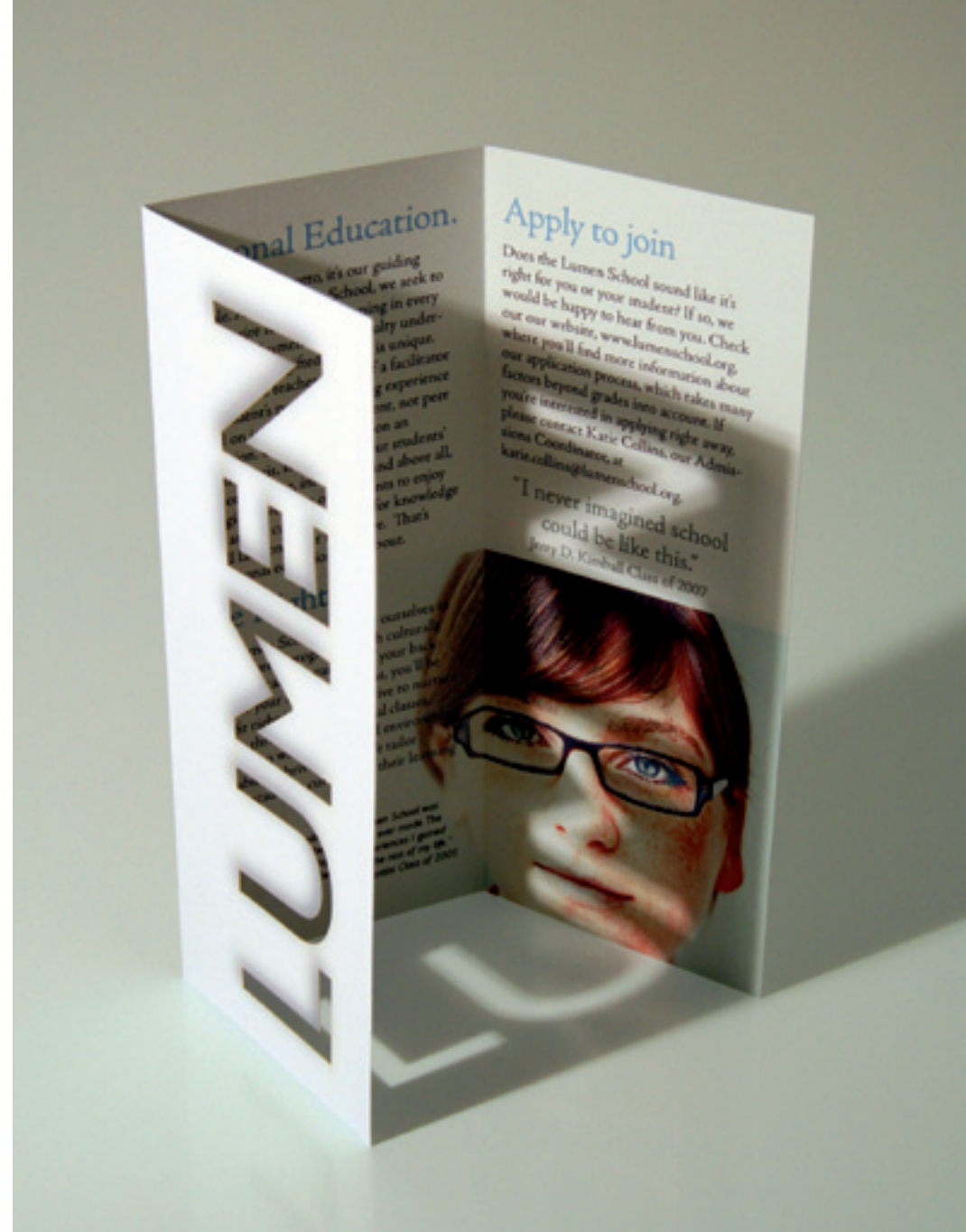
LUMEN

Illuminate the Mind

"The Lumen School is an alternative, innovative, and caring choice in gifted and talented education. We enrich the lives of our students through personal education and foster a desire for lifelong learning in every student." ...

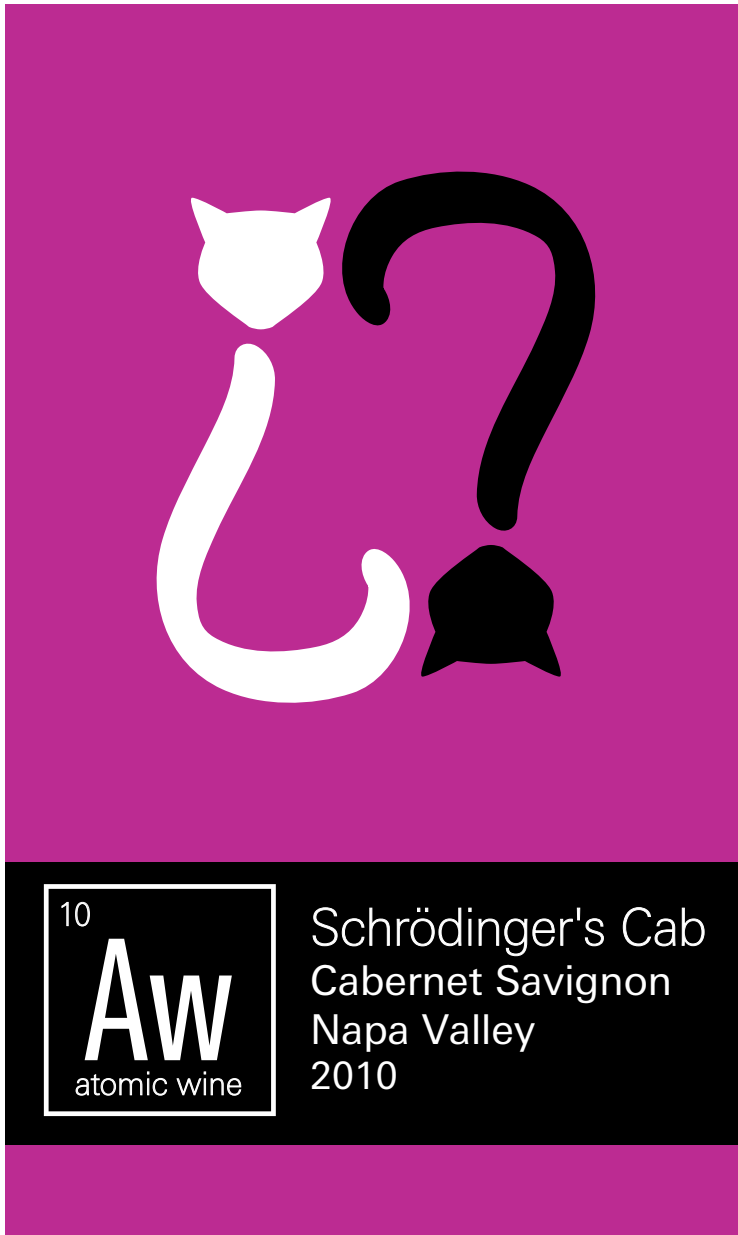


Lumen is the SI unit of luminous flux" ... "The word is taken from Latin, directly translating to "light". This was chosen as The School's name for its scientific connotations, as well as bright and illuminating imagery which is reflected in it's mission statement and all branding."



IDENTITY SYSTEM

From concept to collateral, I assessed the marketing and branding needs of this client. The scope of the project included: naming services, logo development, tagline development, positioning statement writing, visual guidelines, brochures and letterheads.



WINE BOTTLE LABEL AND BRANDING

This wine bottle label took the Grand Prize in Wine Maker Magazine's 2010 Label Contest. Schrödinger's famous thought experiment involving cats was the inspiration for this tongue in cheek label.

pandora
unleash yourself

 berry  ocean  cloud  kiwi



LOGO AND PRODUCT DESIGN

Pandora stands apart on crowded energy drink shelves with bold, graphic appeal. Let Pandora unleash you.



FASHION SPREADS

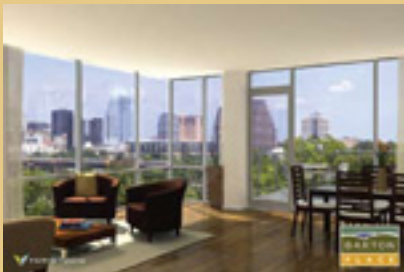
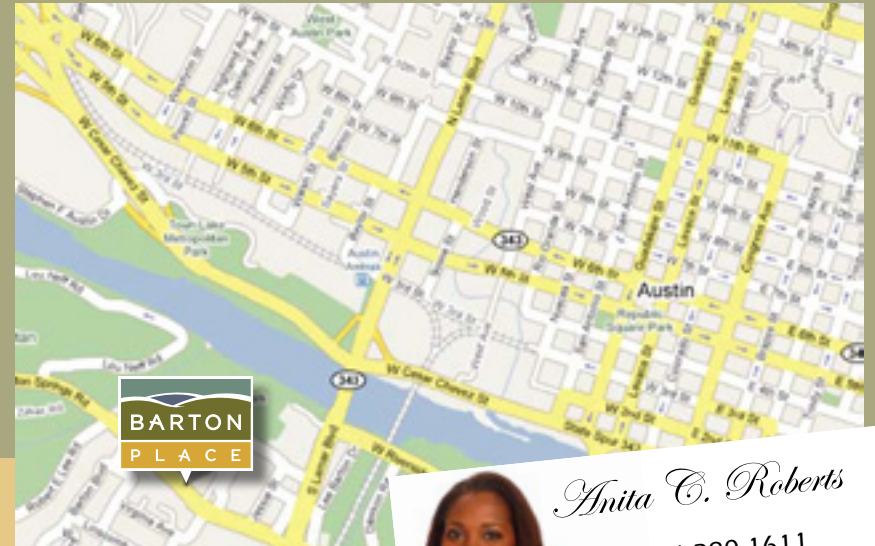
I collaborated with photographers and stylists to buy stock and shoot new artwork for 16 pages of a fashion magazine, including layout and typography work.



COMFORT
 CONVENIENCE
 UNIQUE AUSTIN STYLE



- Wood flooring
- Granite and quartz countertops
- High-end Bosch appliances
- Controlled access and parking garage
- Community outdoor living spaces
- Lap pool and community garden
- Access to town lake hike & bike trails
- Organized fitness classes for residents
- Prices in the 200's and up



Locally owned and developed, Barton Place was specifically designed with Austin in mind, and features a three-star green building certification. This 270 unity community is comprised of open and meticulously designed one, two, and three bedroom floor plans.

For more information or to reserve your new home or investment at the most unique condo development in Austin, contact:

Anita C. Roberts
 (512) 380-1611
 anita@pearl-realtygroup.com

MAGAZINE ADVERTISEMENT

I researched artwork and layed out this printer-ready magazine spread with a quick turnaround and met that all important press deadline.



REBECCA A. KLEIN

Name@KleinEnergy.com

Cell: (512) 555-0003

Office: (512) 555-6403

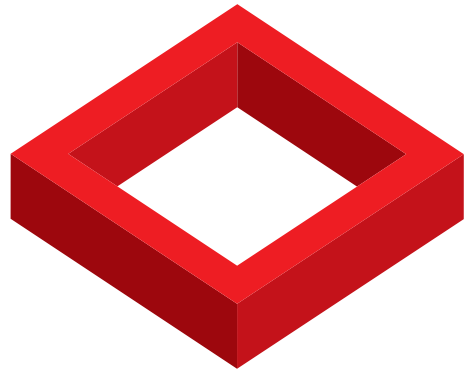
www.kleinenergy.com

555 South Congress Ave, Suite 555

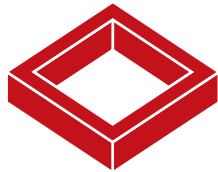
Austin, TX 78704

LOGO DEVELOPMENT AND CARD

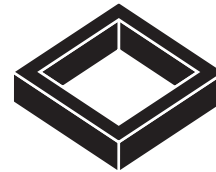
Taking a common object, a power plug, and looking at it in a different way yields a creative logo for an energy consultant.



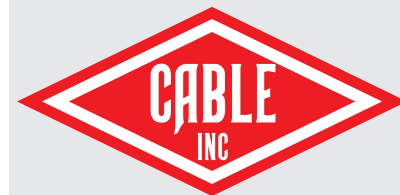
FRONTIER
ENERGY GROUP LLC



FRONTIER
ENERGY GROUP LLC



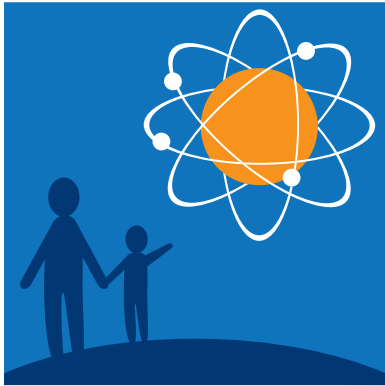
FRONTIER
ENERGY GROUP LLC



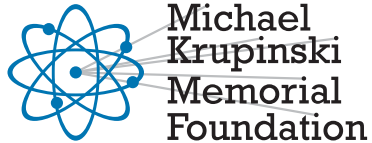
old logo

LOGO REDESIGN

This new merged company wanted a logo to reflect their fresh start, but still have a link to their past. A diamond becomes a three dimensionally rotated square. A two and one color version are also developed for flexibility with all printing mediums.



Michael Krupinski Memorial Foundation



MICHAEL KRUPINSKI MEMORIAL FOUNDATION

Beginning with a careful examination of this client's needs, I developed a 3 logo concepts which were then developed into a comprehensive print and web identity package.



POSTER ILLUSTRATION

This illustration won the Roanoke AdFed Judges Choice Award and Gold Addy in student categories in 2006.