



GRAPHIC DESIGN PORTFOLIO

Emily Wilson | Clemson University Graphic Communications

About Me

HELLO! MY NAME IS EMILY WILSON AND I'M CURRENTLY A GRAPHIC COMMUNICATIONS MAJOR AT CLEMSON UNIVERSITY. I AM ALSO AN ART MINOR, SO MUCH OF MY INSPIRATION COMES FROM MY PAINTINGS. I ENJOY ALL THINGS BOLD, BRIGHT, AND FUN, WHICH IS CLEARLY REFLECTED IN MY DESIGN WORK. GROWING UP IN CHARLESTON, SC, I'M ALSO INSPIRED BY THE OUTDOORS, ESPECIALLY THE BEACH.

THIS PORTFOLIO IS A COMPILATION OF DESIGN WORK I'VE DONE THROUGHOUT MY TIME AT CLEMSON, INCLUDING BOTH SCHOOL PROJECTS AND FREELANCE WORK. THERE IS A WIDE RANGE OF DIFFERENT PROJECTS HERE FROM PRINTED POSTERS TO WEBSITE DESIGNS AND EVERYTHING IN BETWEEN. I HOPE YOU ENJOY AND GET TO KNOW ME AS A DESIGNER AS YOU LOOK THROUGH MY WORK!



PERSONAL LOGOS

personal wordmark, monogram,
and symbol

EW



emily
wilson

BRAND SPECIFICATIONS

brand specifications for a probiotic alcoholic seltzer brand



BRAND CONCEPT

Circus Seltzers is the market's first gut-healthy, probiotic seltzer infused with alcohol. Our mission is to make drinking a little better for your body while keeping it delicious and fun- hence the circus theme. Our brand contrasts competing seltzer brands because it is bright and maximalistic, while others tend to stick to white, simple can designs. Our flashy, fun branding and our drink's unique health benefits are what draw our customers in. Other gut-healthy, probiotic drinks may have similar branding styles, however we stand out as the only company to provide these benefits in an alcoholic drink. This one-of-a-kind product with it's one-of-a-kind branding is sure to be a top competitor on the market.

HEALTHIER • FUN • BRIGHT
BUBBLY • UNIQUE • BOLD
EXPERIENCE • FLAVORFUL
INNOVATIVE • REFRESHING

BRANDING GUIDELINES

BRAND COLORS

<p>CMYK: 0 50.07 23.0 0 RGB: 255 178 203 LAB: 61.38 3 Hex: #FFB6C1 Pantone: 102 C</p> <p>ringmaster rose</p>	<p>CMYK: 0 50.71 22.24 0 RGB: 255 129 16 LAB: 61.38 3 Hex: #FF69B4 Pantone: 151 C</p> <p>rainin' orange</p>	<p>CMYK: 37.26 6.93 80.41 0 RGB: 176 194 51 LAB: 75 39 52 Hex: #B0E0E6 Pantone: 367 C</p> <p>grandstand green</p>	<p>CMYK: 16.28 100 81.65 5.8 RGB: 194 29 68 LAB: 43 63 23 Hex: #C2185A Pantone: 7636 C</p> <p>merry-go-red</p>	<p>CMYK: 44.5 0 19.69 0 RGB: 255 254 0 LAB: 54 97 56 Hex: #FFD700 Pantone: 103 C</p> <p>yo-yo yellow</p>	<p>CMYK: 80.08 16.87 37.02 2.69 RGB: 116 155 225 LAB: 55 32 34 Hex: #7030A0 Pantone: 771 CP</p> <p>clown's hair</p>	<p>CMYK: 15.43 28.98 0 11 RGB: 219 188 225 LAB: 73 14 37 Hex: #D8BFD8 Pantone: PG 530 C</p> <p>baby elephant</p>
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SENSORY EXPERIENCE

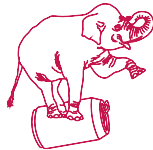
Our brand is all about providing a healthier alternative to a classic favorite drink. In terms of sight, customers should feel excited and happy when looking at our colorful, flashy branding. The sound of our cans cracking open should evoke feelings of excitement and comfort, as our customers know that they are making a great choice. Our cans should feel cold to the touch, and the drink itself should feel fizzy and bubbly to allow for an engaging drinking experience. The smell of our seltzers will have a slightly stronger fruity aroma than others on the market in order to make it recognizable, promoting brand recognition. Thus, our product will be more recognizable than others simply because customers remember our distinct aroma. Lastly, our taste will be similar to others out there. We want the alcohol taste to be very subtle, so that our drink's fruity flavors shine through. The added health benefits that differentiate us from the competition will not change the flavor at all, allowing consumers to enjoy all of the added benefits of our drink without sacrificing any flavor.

LOGOS

PRIMARY



SYMBOL



WORDMARK

CIRCUS
SELTZERS

AR ELEMENT CONCEPT

I plan to create an animated label using Adobe Aero. When consumers scan their can with their phones, it will reveal an animation. For example, the lion graphic on the orange can will roar when scanned. See here for inspiration: <https://eon-media.com/insights/augmented-reality-labels-drinks-industry/>



TYPEFACES

HEADINGS

**CIRCUS WORLD DEMO
REGULAR**

SUBHEADINGS

ACUMIN VARIABLE CONCEPT
CONDENSED LIGHT

BODY TEXT

Futura PT
Book

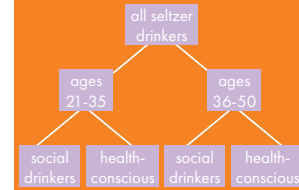
ACCENT

ACUMIN VARIABLE CONCEPT
SEMICONDENSED THIN

EXAMPLE BRAND IDENTITY STANDARDS

1. Olipop: <https://www.breakmaiden.co/work/alipop>
2. Poppi: <https://zero.nyc/work/poppi/>
3. White Claw: <https://www.agencysquid.com/portfolio/white-claw-hard-seltzer/>

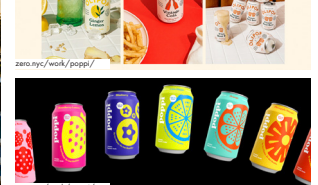
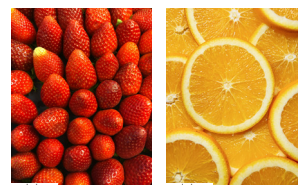
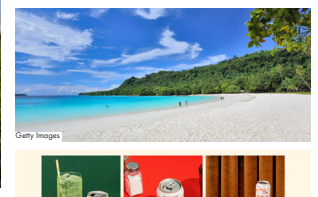
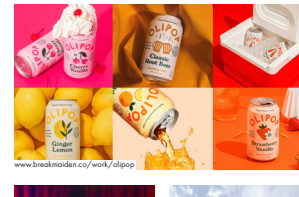
MARKET SEGMENTATION



EQUIPMENT LIST

- Boss Laser
- Polar 78 Guillotine Cutter
- Protopic III-540 Laminator
- Kompac EZ Koat 20
- Ryobi 3304HA
- HP Indigo 7900 Digital Press
- MBM 1800s Buckle folder
- Konica Minolta AccurioPress C3080

PHOTOGRAPHIC IMAGERY



FONT DESIGN

70's inspired font
including uppercase
letters, lowercase
letters, and symbols

RetroBubble

.,?!@# \$
() & ' " %

My font is inspired by 70's retro bubble letters and colors. It is a sans serif font with rounded corners, giving it a bubble- letter look. Its unique characteristics include rounded inner corners and highlights on each character. Each character also has two repeats behind it, one yellow and one orange, giving them a shadow effect. The teal, yellow, and orange color palette add to the 70's feel.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l
m n o p q r s t u v w
x y z

BRAND SPECIFICATIONS

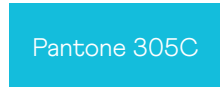
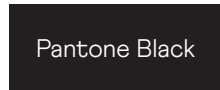
brand specifications for a baby bubble bath brand



Branding Concepts

Emily Wilson | GC 4060 | Spring 24

Colors:



Fonts:

Grafolita Script Bold

Athletics Bold

Athletics Light

Projects:

3 color (spot) label- Functional label for the back of a bottle of baby bubble bath including a UPC barcode, the product's weight, safety warnings, ingredients, the name and address of the manufacturer, directions for use, and any other legal requirements.

4 color process + foil label- Promotional label for the top of a jar of baby bubble bath with a logo and graphics

Specialty Print of Choice- DTG print of matching towel and washcloth with branding and logo

Paperboard Project- Box to house glass container of baby bubble bath

Logos:



Product Feel & Market:

Our baby bubble bath brand feels luxurious and soothing, which is exactly what our target market of parents and caregivers would want in a product for their child. Our product is made from the gentlest of ingredients, and our branding reflects that with its mellow colors and cheerful graphics.

Visual References:



This kind of jar with powder bubble bath!



Love these minimalistic labels with simple graphics & few colors



I want my DTG towel to be similar to this with the design large in the corner

WEB ADVERTISEMENT DESIGN


multi-format web advertisements utilizing photos
taken and edited by myself

Refresh & Reflect with *Coca-Cola*



Shop Now

Refresh & Reflect with *Coca-Cola*



Shop Now

Refresh &
Reflect with
Coca-Cola

Shop Now



BRAND LOGO

logo of a figurative
cookie brand



PILLOW POUCH DESIGN

package design branded for a figurative cookie company



MOVIE POSTER

poster designed to promote
a documentary



BROCHURE DESIGN

Informational brochure promoting
Clemson's Graphic Communications
department



HIERARCHICAL TYPOGRAPHY

music festival poster utilizing multiple fonts to create a visually appealing and easy-to-understand hierarchy

**MUSIC
MIDTOWN**

PIEDMONT PARK | ATL, GA | SEPT. 16-17, 2023

SATURDAY, SEPT 16

BILLIE EILISH | THE 1975
NIALL HORAN | YUNG GRAVY | FLETCHER
DESTROY LONELY | LOUIS THE CHILD | THE ROSE
LIZZY MCALPINE | THE MIDNIGHT | MAUDE LATOUR | SUECO

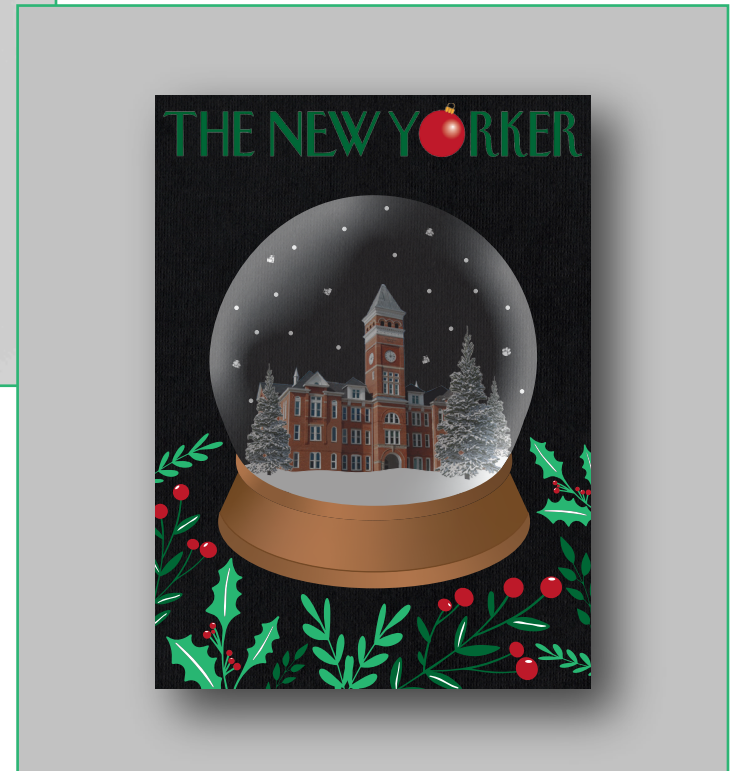
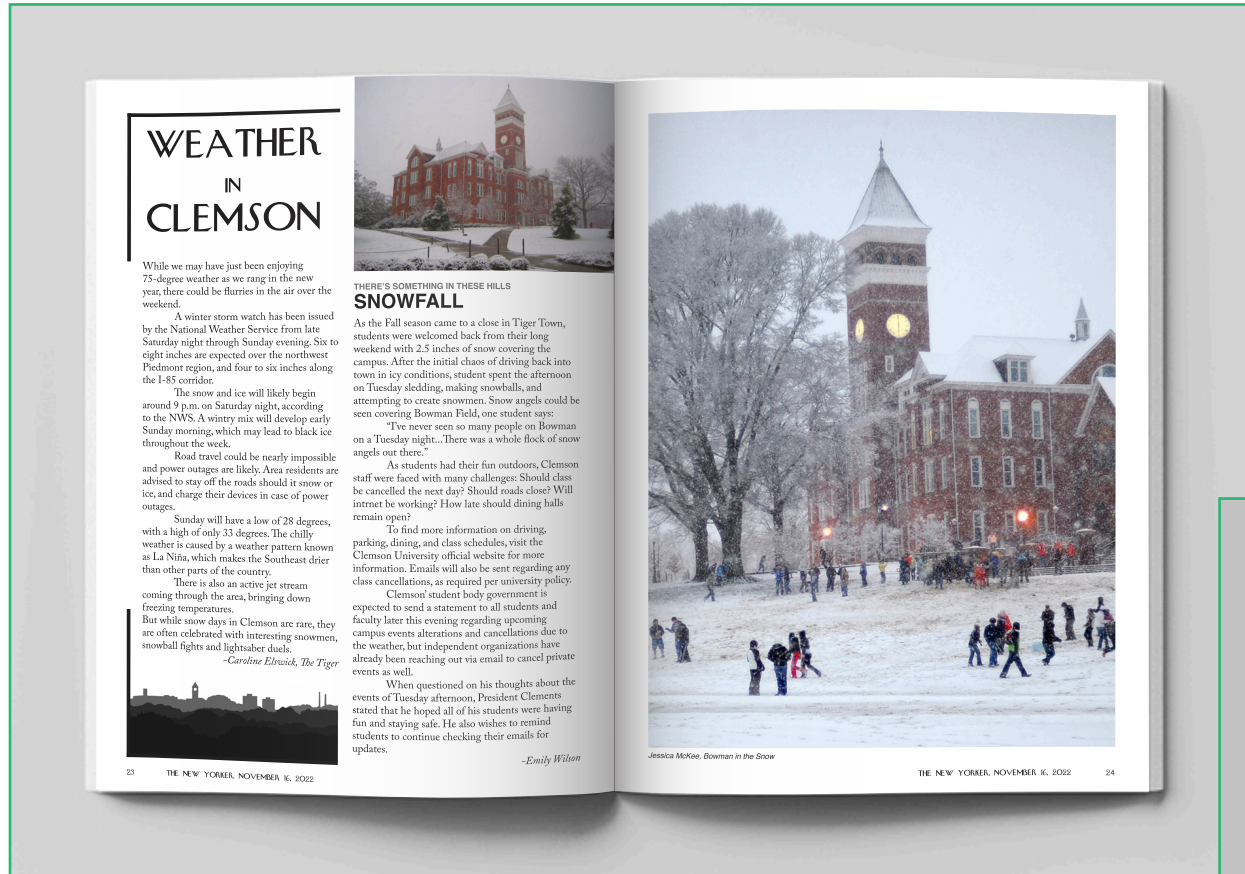
SUNDAY, SEPT 17

GUNS N' ROSES | LIL BABY
INCUBUS | TOVE LO | YOUNG NUDY
FIRST AID KIT | BIG WILD | PJ MORTON
THE GARDEN | INHALER | JOY OLADOKUN | SWAVAY

TICKETS @ [MUSICMIDTOWN.COM](https://musicmidtown.com)

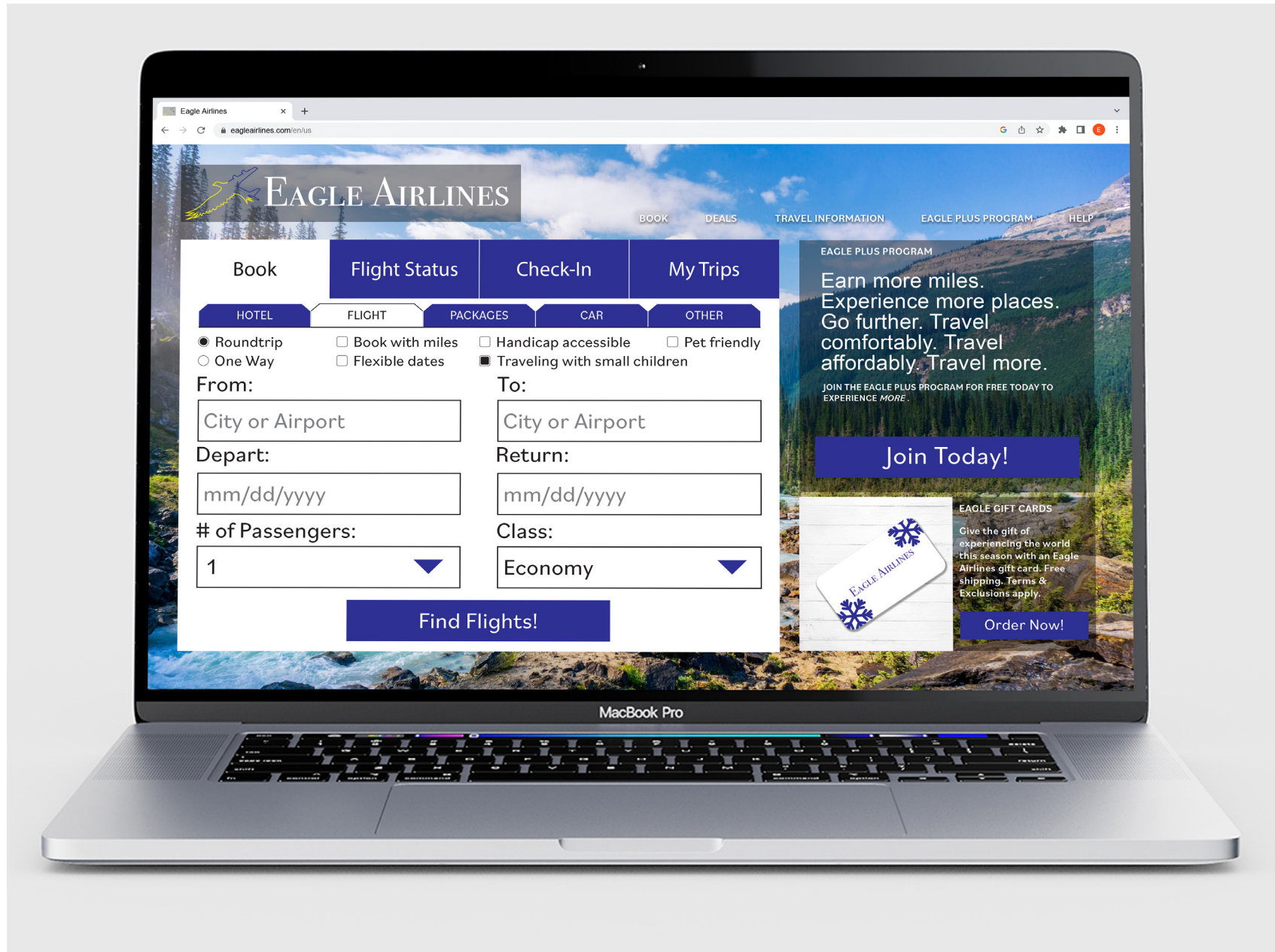
MAGAZINE LAYOUT

magazine cover and spread
inspired by The New York Times



AIRLINE WEBSITE

mock-up of the homepage of an airline website



CONCERT POSTER

promotional poster for a Mt. Joy
concert at The Windjammer





THANK YOU FOR TAKING THE TIME TO VIEW MY PORTFOLIO!

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