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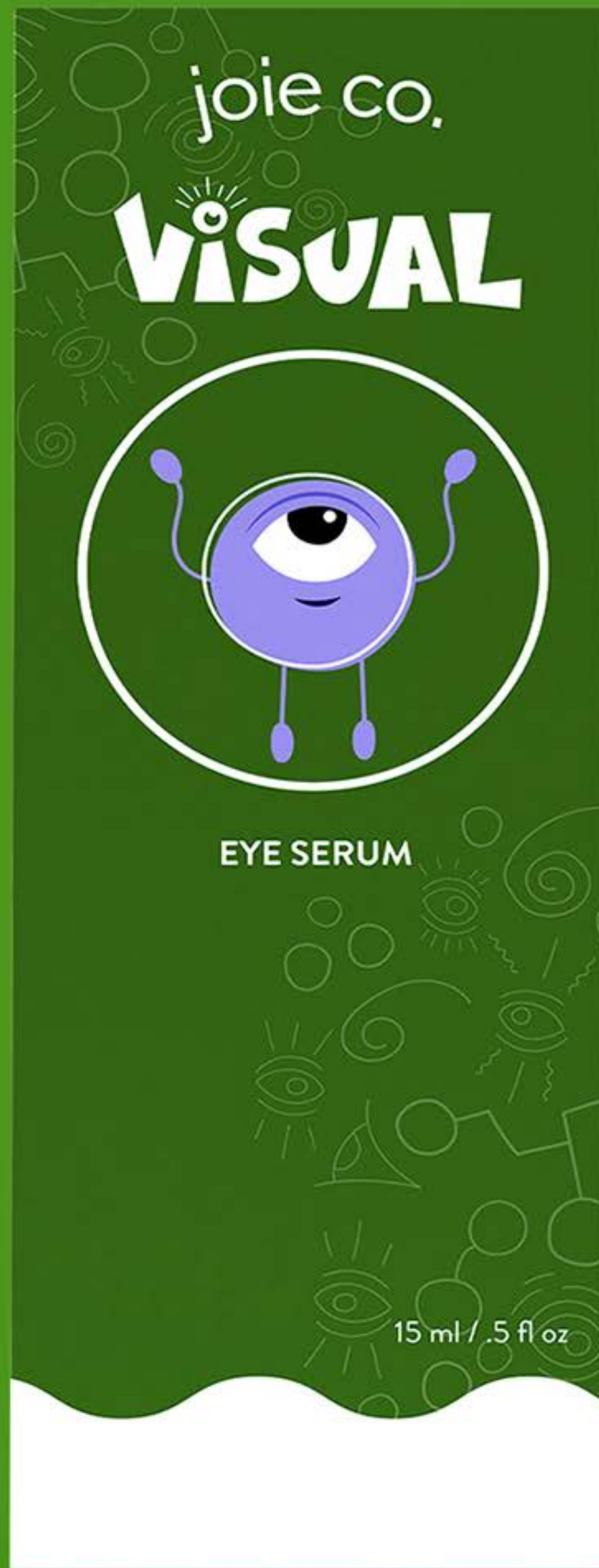
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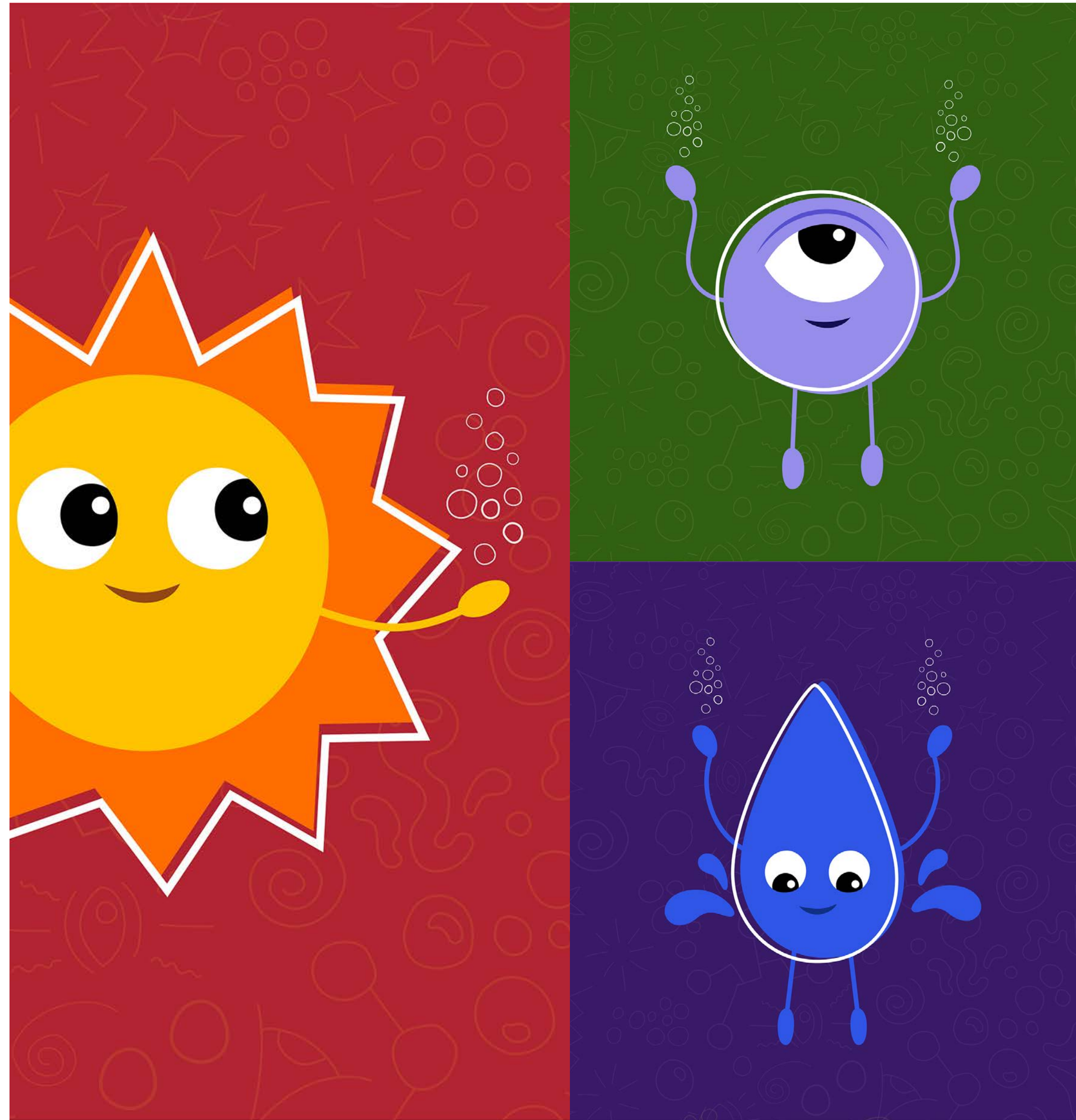
P1

JOIE CO. SERUM LINE SELF INITIATED

A series of three skincare serums. These serums are bright, playful, and fun through the bold use of color, and the illustrated icons that accompany each serum. This skincare brand targets younger children who are looking to begin their skincare journey.







P2

THROUGH THE LOOKING GLASS BOOK COVER

GD 122

A book cover redesign of Lewis Carroll's "Through The Looking Glass". This project uses swashes and serif typefaces to create a classical and timeless design, while also using a striking color palette to help modernize the story.



CHAPTER NINE

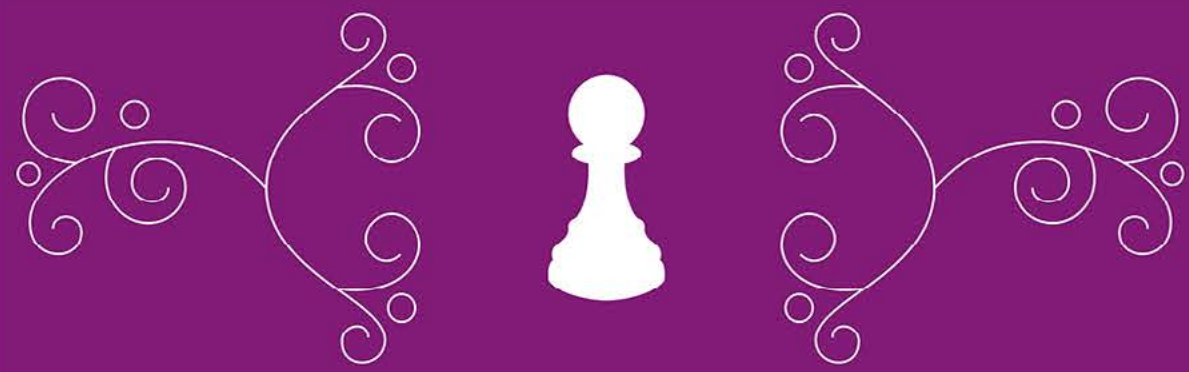


QUEEN ALICE

"Well, this is grand!" said Alice. "I never expected I should be a Queen so soon—and I'll tell you what it is, your majesty," she went on in a severe tone (she was always rather fond of scolding herself), "it'll never do for you to be lolling about on the grass like that! Queens have to be dignified, you know!"

So she got up and walked about—rather stiffly just at first, as she was afraid that the crown might come off: but she comforted herself with the thought that there was nobody to see her, "and if I really am a Queen," she said as she sat down again, "I shall be able to manage it quite well in time."

Everything was happening so oddly that she didn't feel a bit surprised at finding the Red Queen and the White Queen sitting close to her, one on each side: she would have liked very much to ask them how they came there, but she feared it would not be quite civil. However, there would be no harm, she thought, in asking if the game was over. "Please, would you tell me—" she began, looking timidly at the Red Queen.



"I SUPPOSE YOU DON'T WANT TO LOSE YOUR NAME?"



Alice again enters a fantastical world, this time by climbing through a mirror into the world that she can see beyond it. There she finds that, just like a reflection, everything is reversed, including logic (for example, running helps one remain stationary, walking away from something brings one towards it, chessmen are alive, nursery rhyme characters exist, and so on). As Alice ventures into the world of Looking Glass, she will meet old friends, and encounter many new faces along the way.



LEWIS CARROLL

THROUGH THE LOOKING GLASS AND WHAT ALICE FOUND THERE

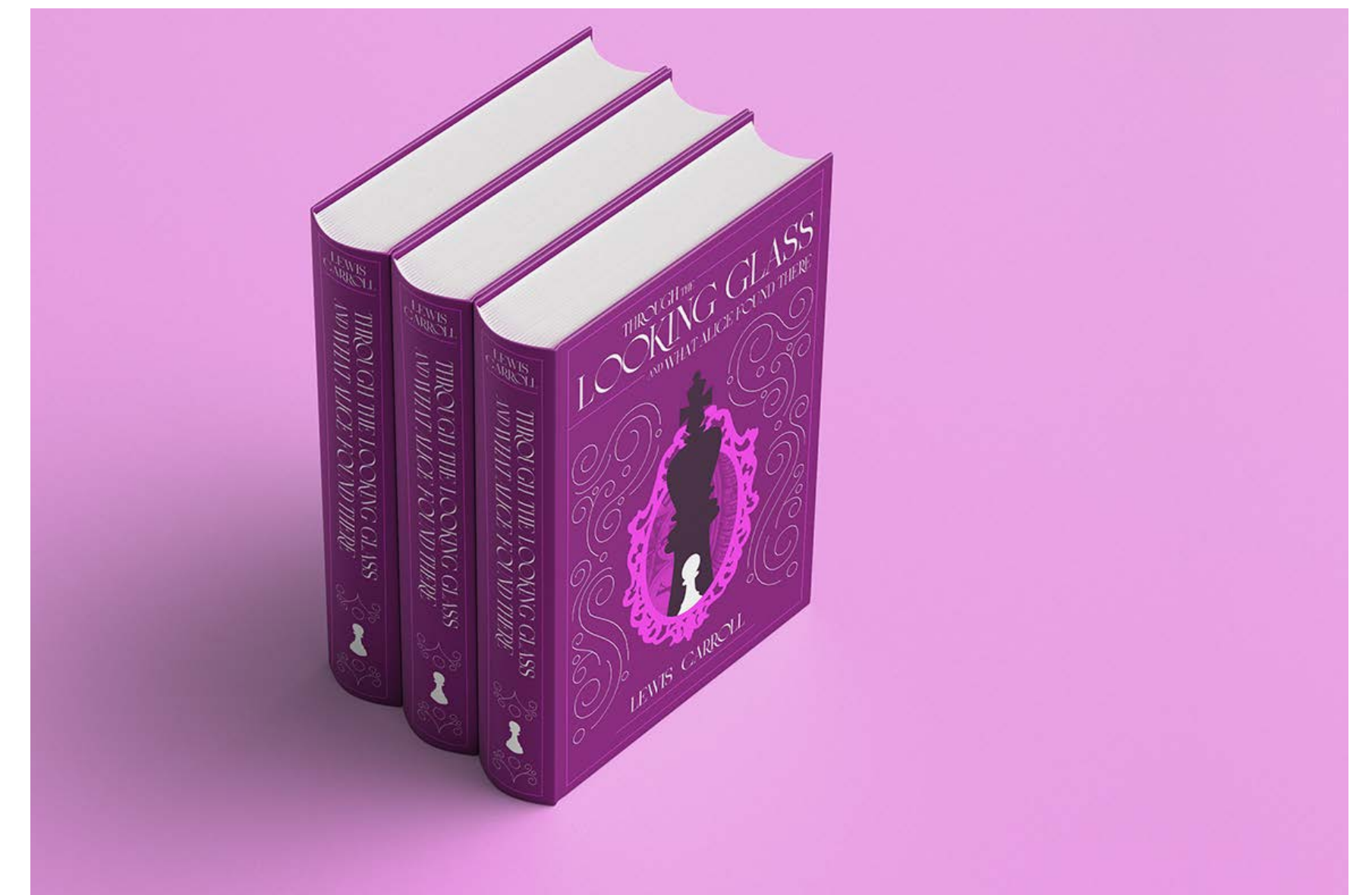


THROUGH THE LOOKING GLASS

AND WHAT ALICE FOUND THERE



LEWIS CARROLL





"I SUPPOSE YOU DON'T WANT TO
LOSE YOUR NAME?"

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THROUGH THE
LOOKING GLASS
AND WHAT ALICE FOUND THERE

LEWIS CARROLL

P3

HYPNO MAGAZINE

GD 221

A magazine publication focused on the science of hypnosis. This magazine aims to educate people on the unknown truths of the field of hypnosis, and allow them to see just how beneficial it can be.







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GLIMPSES OF LIFE SCIENCE EXHIBIT SELF INITIATED

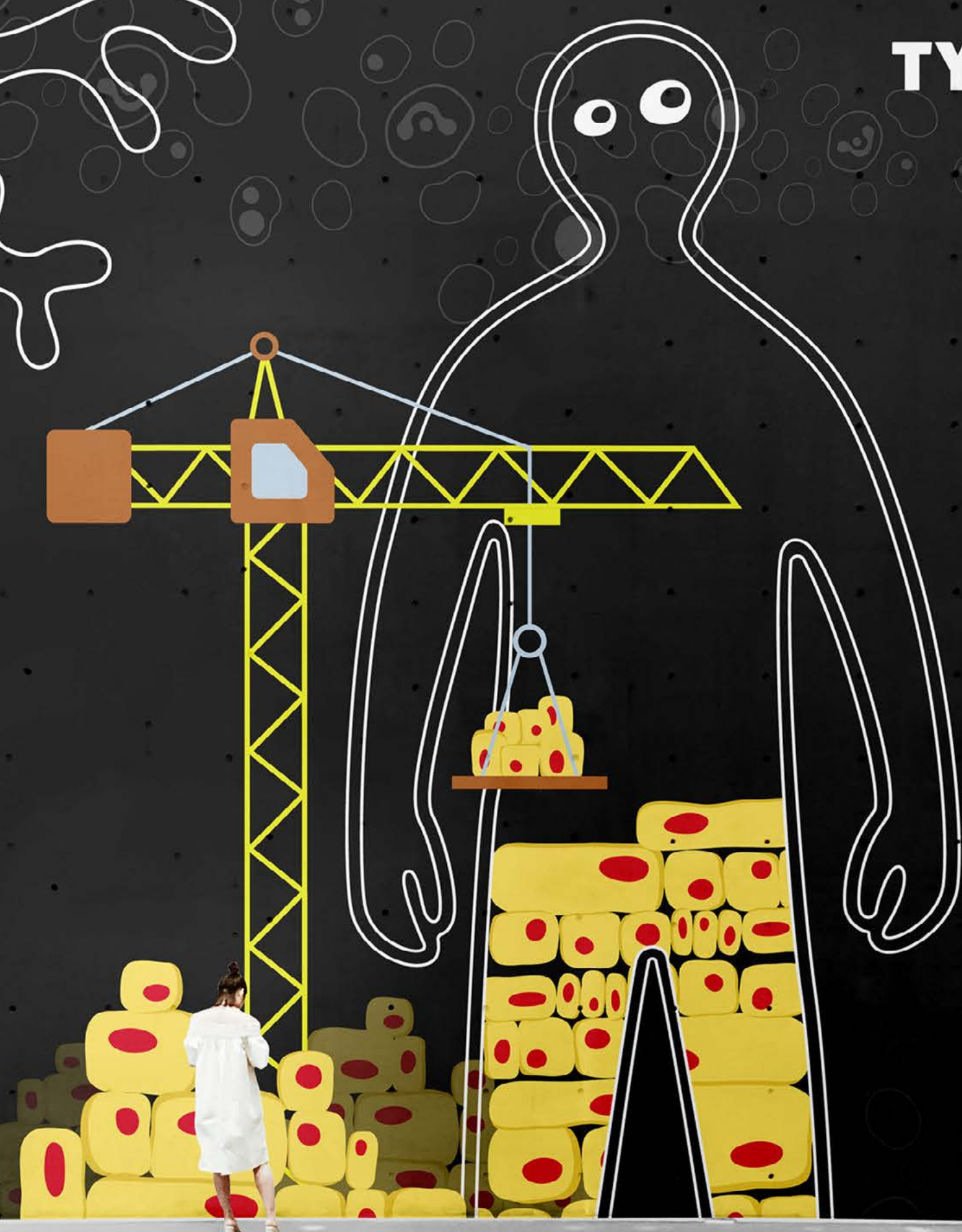
An imagined OMSI science exhibit that focuses on the world of cells within the human body. This project uses fun and playful designs to help brand science as energetic, and full of life.



CELLS

THE BUILDING BLOCKS OF LIFE

Cells are the basic building blocks of all living things. The human body is composed of trillions of cells. They provide structure for the body, take in nutrients from food, convert those nutrients into energy, and carry out specialized functions. Cells also contain the body's hereditary material and can make copies of themselves.



TYPES OF CELLS

NERVE



Neurons, also known as **Nerve Cells**, send and receive signals from your brain. While neurons have a lot in common with other types of cells, they're structurally and functionally unique. Specialized projections called axons allow neurons to transmit electrical and chemical signals to other cells. Neurons can also receive these signals via rootlike extensions known as dendrites.

MUSCLE



A **Muscle Cell**, known technically as a myocyte, is a specialized animal cell which can shorten its length using a series of motor proteins specially arranged within the cell. While several associated proteins help, actin and myosin form thick and thin filaments which slide past each other to contract small units of a muscle cell. These units are called sarcomeres, and many of them run end-to-end within a larger fiber called a myofibril.

BONE



Bone Cells are a mineralized connective tissue that exhibits four types of cells: osteoblasts, bone lining cells, osteocytes, and osteoclasts. Bone exerts important functions in the body, such as locomotion, support and protection of soft tissue, calcium and phosphate storage, and harboring of bone marrow.







TAKE A CLOSER LOOK



GLIMPSES OF LIFE EXPLORING CELLS THROUGH THE HUMAN BODY

ON VIEW THROUGH **OCTOBER 3**

WWW.GLIMPSESOFIFE.COM **OMSI**

TAKE A CLOSER LOOK

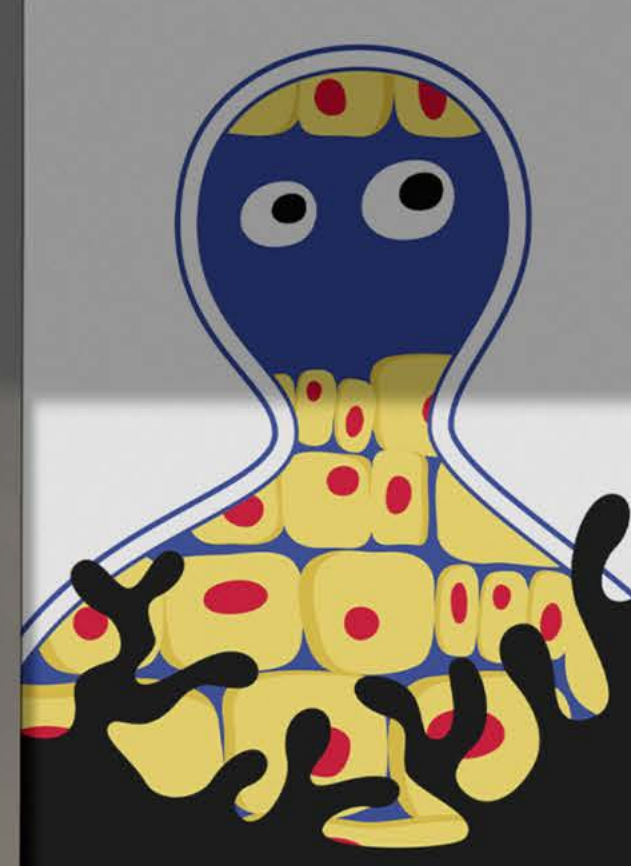


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P4

WRITING SAMPLE

As a kid, I always loved going to OMSI. The ever-changing exhibits, the planetarium, and all of the hands-on activities kept me wanting more and more. My vision from the start of this project was to illustrate the experience of scientific curiosity through an imagined exhibit. I chose to focus specifically on cells because I have always been interested in biology, and cells always had so many interesting layers to them. The vast world of cells provided me with a lot of intriguing material to explore in this project “Glimpses of Life: An Exploration of Cells Through the Human Body”.

For the logo, I chose a wordmark of the exhibit name that is flexibly legible when branded on multiple items. The logo is set in the typeface Nobel Bold, with the lettering altered to make the G in “Glimpses” appear as a microscope, a clear nod to the subject of cellular exploration. The O in “of” has three shapes that reference the forms of a red blood cell and the Golgi apparatus. The title, “Glimpses of Life,” is set on two lines in a large, bold size, while the remaining subtitle is compacted down to three lines contained within the x-height of the title’s second line.

Approaching the overall design of the brand, I worked in a very playful and abstract direction; I wanted to showcase cells as having an organic energy and being full of life. With this in mind, I used blacks, blues, and yellows as the primary colors for the brand. To make the foreground pop, I often used black as a background color so that the elements composed on top are the first thing to catch the viewer’s eye. The dark background also allowed me to show all of my elements and subjects center-stage, set squarely in a sort of void-like space.

The main character of the brand is an outline of a person with eyes. The shape of the body was designed to embrace abstract minimalism, and acts as a container. By having this character designed in a way that welcomes negative space, I could use it to house other brand elements and subjects, while still connecting back to the exhibit’s main concept of “Exploring Cells Through the Human Body”. Through a bold color palette, and abstract and playful designs I was able to present the subject matter of cells in an exciting and distinctive light.

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IMMORTAL SODA

SELF INITIATED

A soda brand focused on delivering delicious soda, while also allowing you to tap into the deeper parts of your mind. The soda cans use abstract shapes to convey the idea of souls.







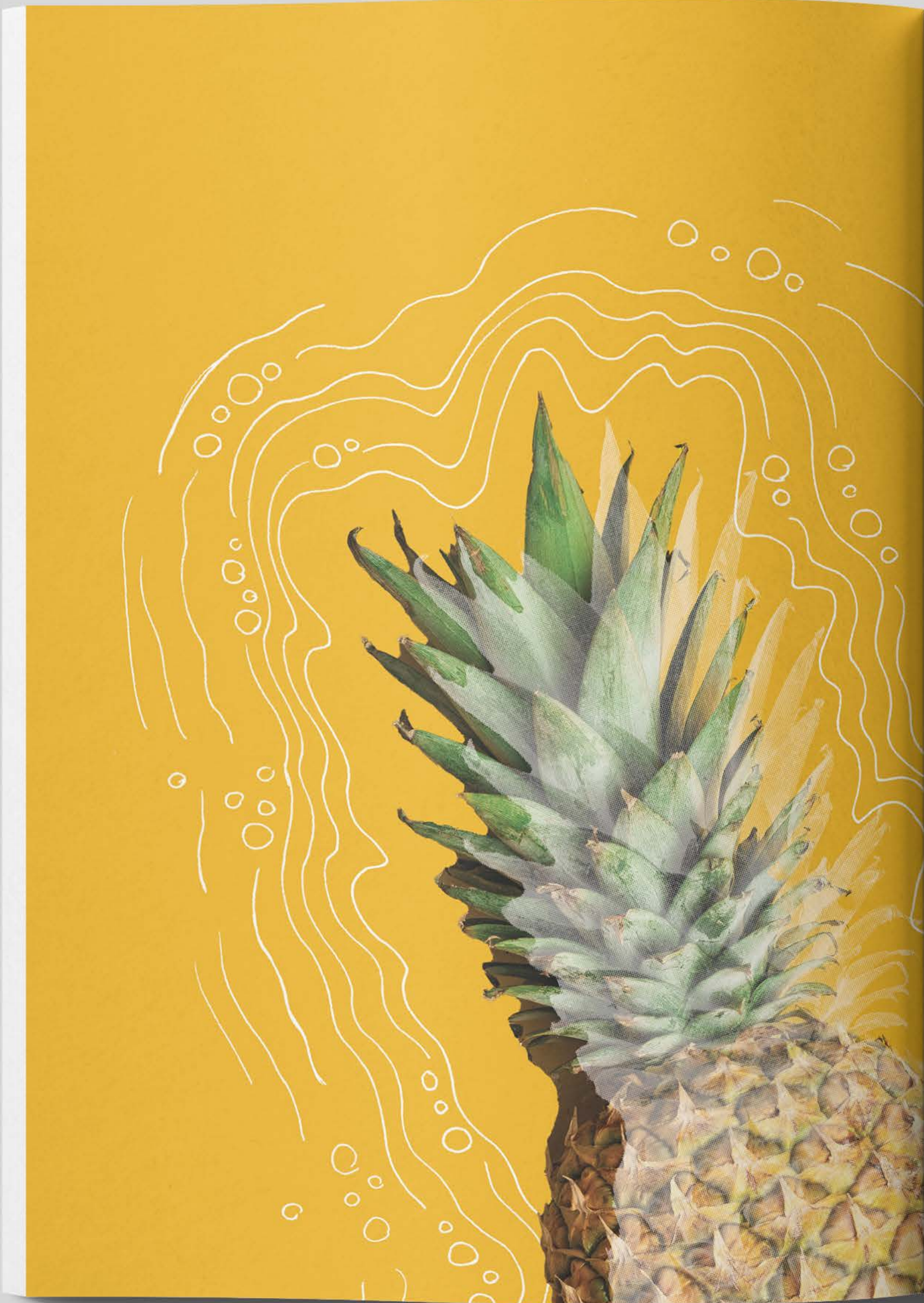
P6

BLENDED SMOOTHIE MAGAZINE CLIPPINGS (PAGE LAYOUT)

GD 141

A selection of pages from a smoothie magazine all about the benefits of smoothies, and select smoothie recipes you can make. This magazine aims to educate on the world of smoothies, and how to decipher between healthy and unhealthy smoothies.





PINEAPPLE

SMOOTHIE BOWL

This pineapple smoothie bowl is loaded with nutrients, and helps to boost immunity. This smoothie bowl is perfect for the summertime, and is packed with that great pineapple flavor! A fun fact about pineapples is that in the 18th century, pineapples served as a status symbol in England. Now grab your blender and let's blend up this tasty treat!

SERVES 2 | DURATION: 10-15 MINUTES

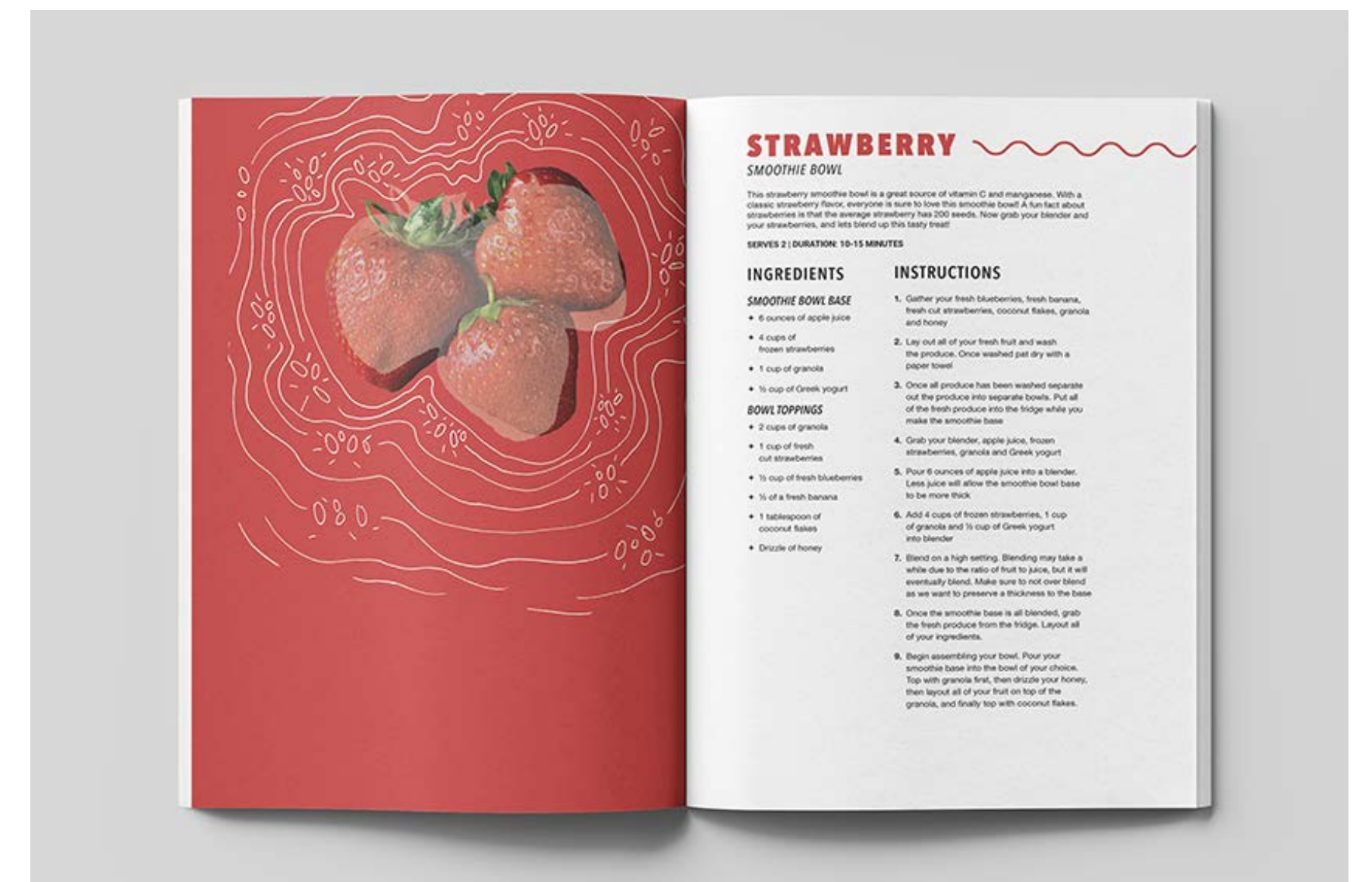
INGREDIENTS

SMOOTHIE BOWL BASE

- + 6 ounces of pineapple juice
 - + 4 cups of frozen pineapples
 - + 1 cup of granola
 - + ½ cup of mangoes
- #### BOWL TOPPINGS
- + 2 cups of granola
 - + 1 cup of fresh cut pineapple
 - + ½ of a fresh banana
 - + 1 tablespoon of coconut flakes
 - + Drizzle of honey

INSTRUCTIONS

1. Gather your fresh banana, fresh coconut flakes, granola and honey
2. Lay out all of your fresh fruit and the produce. Once washed pat dry with a paper towel
3. Once all produce has been washed out the produce into separate bowls. Put all of the fresh produce into the fridge while you make the smoothie base
4. Grab your blender, pineapple juice, frozen pineapple, granola and mango
5. Pour 6 ounces of pineapple juice into a blender. Less juice will allow the bowl base to be more thick
6. Add 4 cups of frozen pineapple, granola and ½ cup of mangoes into the blender
7. Blend on a high setting. Blending may take a while due to the ratio of fruit to juice, but it will eventually blend. Make sure to not over blend as we want to preserve a thickness to the base
8. Once the smoothie base is all blended, grab the fresh produce from the fridge. Layout all of your ingredients
9. Begin assembling your bowl. Pour your smoothie base into the bowl of your choice. Top with granola first, then drizzle your honey, then layout all of your fruit on top of the granola, and finally top with coconut flakes.



ARE SMOOTHIES GOOD FOR YOU?

BY ANSLEY HILL

Smoothies are an increasingly popular wellness trend and frequently marketed as a health food. These versatile beverages are portable, family-friendly, and modifiable for any taste or dietary preference. Smoothies are easy to prepare yourself, but you can also purchase fresh or bottled ones from specialty cafés and most major grocery stores.

While some types are loaded with vitamins and fruit, others pack sugar. As such, you may wonder whether they're a healthy choice.

This article explains everything you need to know about smoothies, including their potential health benefits and downsides, whether they aid weight loss, and tips for making nutritionally balanced versions at home.

WHAT ARE SMOOTHIES?

Smoothies are thick, creamy beverages usually blended from puréed fruits, vegetables, juices, yogurt, nuts, seeds, and/or dairy or nondairy milk.

The most basic smoothie starts with two essential ingredients—a base and a liquid. From there, you can combine ingredients to your liking.



COMMON INGREDIENTS

Popular ingredients in homemade and store-bought smoothies include:

FRUITS: berries, banana, apple, peach, mango, and pineapple

VEGETABLES: kale, spinach, arugula, wheatgrass, microgreens, avocado, cucumber, beetroot, cauliflower, and carrots

NUTS AND SEEDS: almond butter, peanut butter, walnut butter, sunflower seed butter, chia seeds, hemp seeds, and flax meal

HERBS AND SPICES: ginger, turmeric, cinnamon, cocoa powder, cacao nibs, parsley, and basil

NUTRITIONAL AND HERBAL SUPPLEMENTS: spirulina, bee pollen, matcha powder, protein powder, and powdered vitamin or mineral supplements

LIQUID: water, fruit juice, vegetable juice, milk,



POTENTIAL HEALTH BENEFITS

Many smoothies are so customizable, it's fairly easy to pack them with nutrients. As a result, many people consume smoothies as a morning meal or afternoon snack. They can be a great way to incorporate more healthy foods into your diet.

MAY HELP BOOST FRUIT AND VEGETABLE INTAKE

Smoothies made primarily from fresh or frozen produce may increase your consumption of fruits and vegetables, which provide a diverse array of essential vitamins, minerals, fiber, and antioxidants.

Together, these nutrients may reduce your risk of chronic conditions like heart disease, osteoporosis, obesity, and age-related mental decline.

The World Health Organization (WHO) recommends that adults eat at least 6 servings (about 400 grams) of fruits and vegetables per day. However, most people fall short of this mark.

If you find you're not eating enough fruits or veggies, a smoothie can be a delicious way to pack in 2-3 more servings.

MAY SUPPORT INCREASED FIBER CONSUMPTION

Fiber is an important nutrient that aids digestion by preventing constipation and in your digestive tract.

Early research suggests that a healthy, reduced-calorie diet that includes fiber can help reduce the risk of chronic diseases, such as heart disease and type 2 diabetes.

Yet, many people are not meeting their fiber needs—especially in Western countries.

SOME VARIETIES CONTAIN LARGE QUANTITIES OF ADDED SUGAR

The difference between a healthy and unhealthy smoothie largely depends on the quality and quantity of its ingredients.

Smoothies' biggest pitfall is their propensity to contain large quantities of added sugar.

Added sugar reduces the nutrient density of smoothies. Furthermore, routinely consuming too much added sugar may increase your risk of chronic ailments like heart disease, diabetes, and liver disease.



The American Heart Association recommends limiting your intake of added sugar to no more than 9 teaspoons (37.5 grams) per day for men and 6 teaspoons (25 grams) per day for women.

Commercially prepared smoothies tend to be higher in added sugar than homemade versions, but it ultimately depends on the ingredients used in each recipe.

For instance, Smoothie King's 20-ounce (600-ml) The Hulk Vanilla Smoothie packs 47 grams of added sugar, which is well above your daily sugar recommendation.

Their Original High Protein Pineapple Smoothie is a much better option, as it provides only 4 grams of added sugar in the same serving size.

Many sugary ingredients are easy to identify, such as granulated sugar, honey, maple syrup, ice cream, sherbet, and agave nectar.

Nonetheless, you should keep in mind that nut butters, protein powder, flavored yogurt, fruit-flavored sauces, and sugar-sweetened juices and nondairy milks are all potential sources of added sugar.

Occasionally indulging in small quantities of added sugar is not likely harmful, but if you drink smoothies frequently, it may be best to limit sugary ingredients as much as possible.

When making smoothies at home, use whole fruits, such as a ripe banana, to add sweetness instead of honey or maple syrup.

For bottled smoothies, you can find the added sugar content on the label. For made-to-order ones, check the company website or ask for nutrient information at the counter.

DO SMOOTHIES AID WEIGHT LOSS?

Research suggests they may be effective for this purpose as long as they're not causing you to exceed your daily calorie needs.

While some people find smoothies an easy way to monitor food portions and stay on top of their weight loss goals, others may not feel as full when they drink their calories rather than eating them.

That said, several small studies demonstrate that smoothies used as meal replacements can be as filling as solid foods, and that drinking calories instead of chewing them doesn't necessarily lead to overeating when solid foods are consumed later.

Drinking versus chewing's effect on your feelings of fullness may be more closely related to how satisfying you expect the meal to be rather than

SWEETENERS: maple syrup, raw fruit juice concentrates, stevia, ice cream, and sorbet

OTHERS: cottage cheese, vanilla extract, soaked oats, cooked white beans, silken tofu, and dairy or nondairy yogurt

TYPES
Most smoothies can be classified into one of two of the following categories—though there's significant overlap between them:

FRUIT SMOOTHIES: As the name implies, this type of fruit smoothie usually features one or more types of fruit blended with fruit juice, water, or milk.

GREEN SMOOTHIES: Green smoothies pack leafy green vegetables and fruit blended with water, juice, or milk. They tend to be heavier in other ingredients like nut butters, though they often include a little fruit for sweetness.

PROTEIN SMOOTHIES: Protein smoothies usually start with one fruit or vegetable, as well as a major protein source like Greek yogurt or pea protein.

the form of the food itself. One small study found that people who viewed a large serving of fruit prior to drinking a fruit smoothie felt fuller and more satisfied afterward, compared with people who viewed a small serving of fruit prior to drinking the smoothie.

This occurred even though both groups consumed an equal amount of calories and nutrients from the smoothie.

Ultimately, although weight loss can be a complex process with many contributing factors, it's important to expend more calories than you take in. If a smoothie helps you offset other calories you would otherwise consume, it can be an effective weight loss tool.

If you prioritize ingredients low in calories and high in protein and fiber, your smoothie may keep you full until your next meal. Whole fruits, nut butters, and low or no-added-sugar yogurts are all excellent weight-loss-friendly ingredients.

Keep in mind that your nutritional needs and ability to lose weight vary depending on many factors, including age, activity level, medical history, and lifestyle habits.

SMOOTHIES CAN BE TAILORED TO MEET YOUR NEEDS

You can drink smoothies as a snack or meal replacement, but it's a good idea to know which types to choose—especially if you have a specific fitness or body composition goal in mind.

There's a common misconception that smoothies are inherently low-calorie snacks, but some are over 1,000 calories depending on their size and ingredients.



ARE SMOOTHIES GOOD FOR YOU?

BY ANSLEY HILL

Smoothies are an increasingly popular wellness trend and frequently marketed as a health food.

These versatile beverages are portable, family-friendly, and modifiable for any taste or dietary preference. Smoothies are easy to prepare yourself, but you can also purchase fresh or bottled ones from specialty cafés and most major grocery stores.

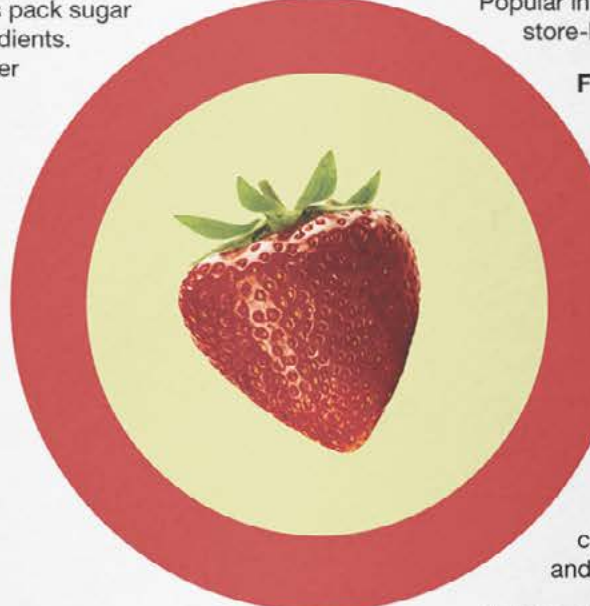
While some types are loaded with veggies and fruit, others pack sugar or other unhealthy ingredients. As such, you may wonder whether they're a healthy choice.

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VEGETABLES: kale, spinach, arugula, wheatgrass, microgreens, avocado, cucumber, beetroot, cauliflower, and carrots

NUTS AND SEEDS: almond butter, peanut butter, walnut butter, sunflower seed butter, chia seeds, hemp seeds, and flax meal

HERBS AND SPICES: ginger, turmeric, cinnamon, cocoa powder, cacao nibs, parsley, and basil

NUTRITIONAL AND HERBAL SUPPLEMENTS: spirulina, bee pollen, matcha powder, protein powder, and powdered vitamin or mineral supplements

LIQUID: water, fruit juice, vegetable juice, milk,



iced brew coffee

SWEETENERS: maple syrup, sugar, honey, pitted dates, simple fruit juice concentrates, stevia, ice cream, and sorbet

OTHERS: cottage cheese, vanilla extract, soaked oats, cooked white beans, silken tofu, and nondairy yogurt

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PROTEIN SMOOTHIES: Protein smoothies usually start with one fruit or vegetable, as well as a major protein source like Greek yogurt, cottage cheese, silken tofu, or pea protein.

HEALTH BENEFITS OF FRUIT SMOOTHIES

BY LAURA MICHELE OLIVER

Fruit smoothies can be an easy way to nourish your body with essential nutrients. The best way to know the exact ingredients in your smoothie is to make them yourself. All you need is a blender, fruit and a base, such as water, milk or yogurt. Making your own smoothies can help prevent fruit from going to waste, while providing benefits that will keep you on the right track towards good health.

VITAMINS AND MINERALS

There are six categories of fruits that contain a variety of vitamins and minerals—citrus, berries, tropical, drupes, pomes and melons.

Citrus fruits, such as grapefruit, oranges, tangerines and lemons, contain good amounts of vitamin C, potassium and folate. Vitamin C helps your immune system and synthesizes collagen that aids in the framework of your body. Potassium supports your heart function and helps maintain a normal blood pressure, while folate promotes healthy cells.

The berry category includes blueberries, strawberries, blackberries, raspberries, cranberries and grapes. They contain particular antioxidants that decrease inflammation and phytonutrients that help fight disease.

Tropical fruits include papaya, kiwi fruit, pineapple, avocado, coconut, pomegranates, bananas and mangoes. Typically, these fruits are sources of vitamin C, potassium, folate and manganese, which keeps your bones, blood sugar, thyroid gland and nerves healthy.

Common drupes fruits are cherries, apricots, peaches and plums. They provide beta carotene, potassium and vitamin C. Beta carotene helps your vision and immune system function properly.

Pomes fruits include apples and pears, which contain vitamin C and potassium. The melon category includes watermelon, cantaloupe, honey dew and casaba, which all contain adequate amounts of vitamin C.



FIBER

Drinking fruit smoothies can help you reach the recommended intake of fiber, which is 25 grams for women and 38 grams for men. One serving of fruit typically contains two to four grams of fiber with blackberries, pears and apples having the highest concentration of five to seven grams per serving. The soluble fiber found in fruit helps slow digestion and may help control blood sugar and lower cholesterol.

SMOOTHIE BASE

Creating your own smoothie means you get to choose a base of your liking. You can add water, cow's milk, soy milk or yogurt to the fruit in order to add bulk. The healthier options would include water, low-fat milk or low-fat yogurt, which will add flavor and nutrients without a huge number of calories. The water will provide your body with fluid that is necessary for metabolism of food and transportation of nutrients. The low-fat dairy contains calcium and vitamin D, which help your bones stay strong.

SMOOTHIE TIPS

When trying to lose or maintain a healthy weight, smoothies could be used as a meal replacement, not an addition. For instance, drink a dairy-based smoothie for breakfast or drink a water-based smoothie as a snack. Fruit smoothies can be a healthy addition any meal plan as long as you maintain portion control. Consult your doctor on how to best incorporate smoothies into your diet plan.

P7

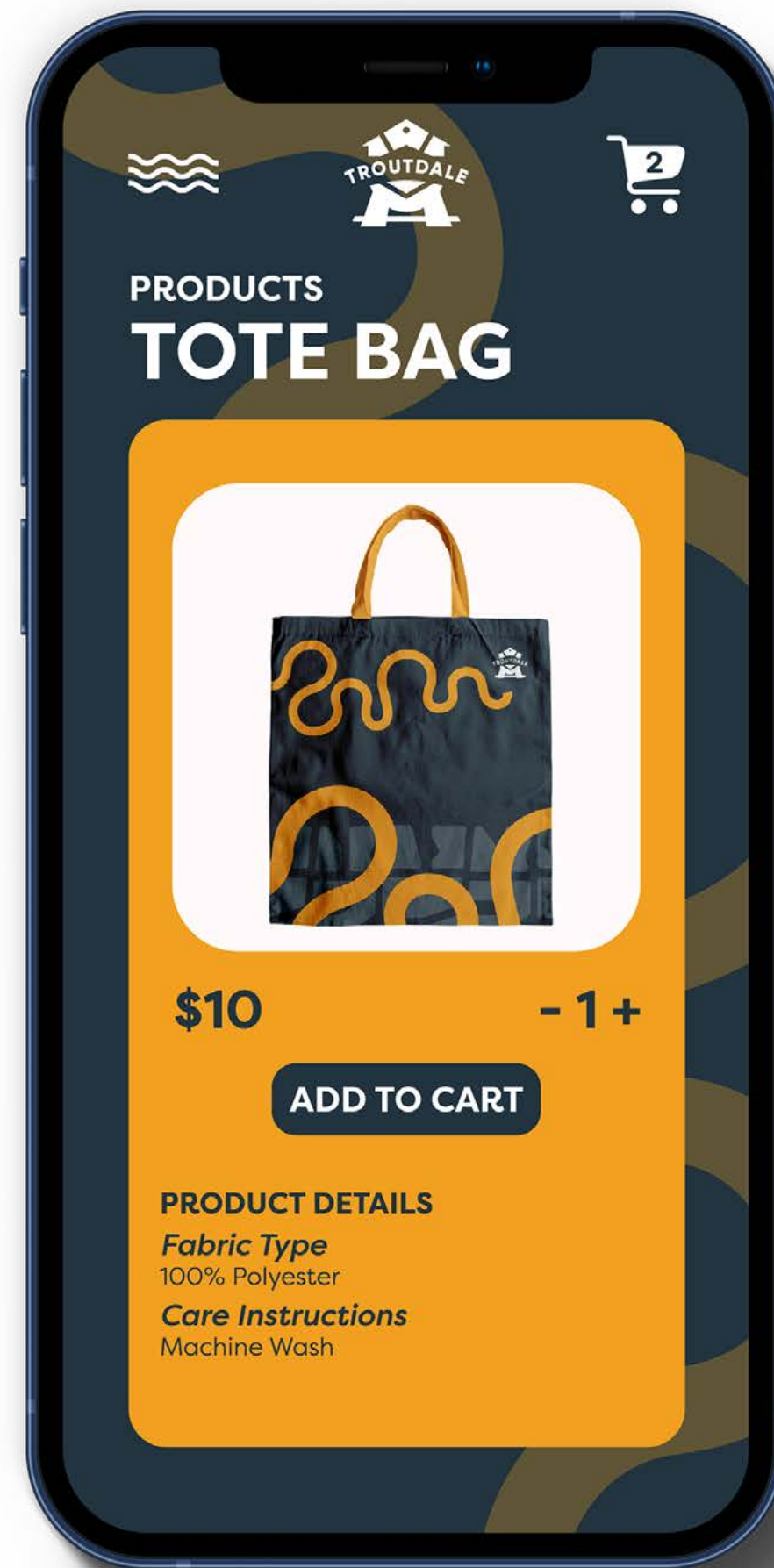
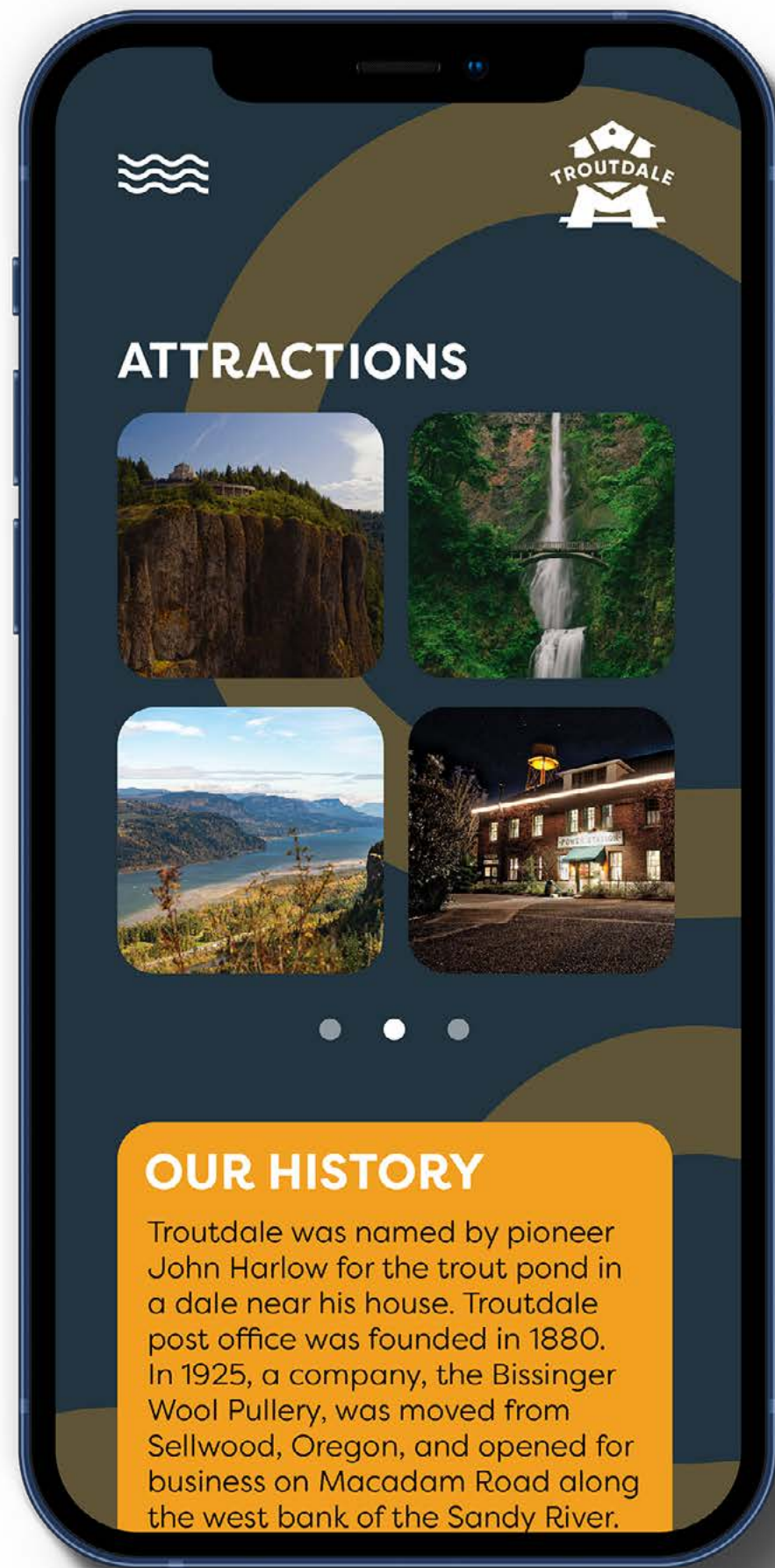
TROUTDALE BRAND IDENTITY

GD 222

Branding for the city of Troutdale, Oregon. This brand aims to showcase the strength and rich history of Troutdale, while also marketing it as a weekend getaway.













PROCESS

TROUTDALE BRAND IDENTITY

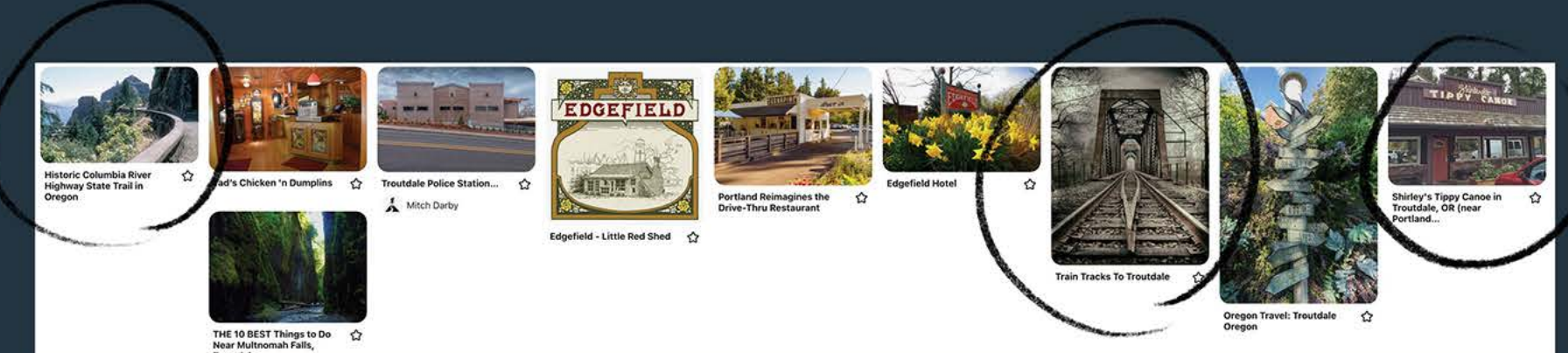
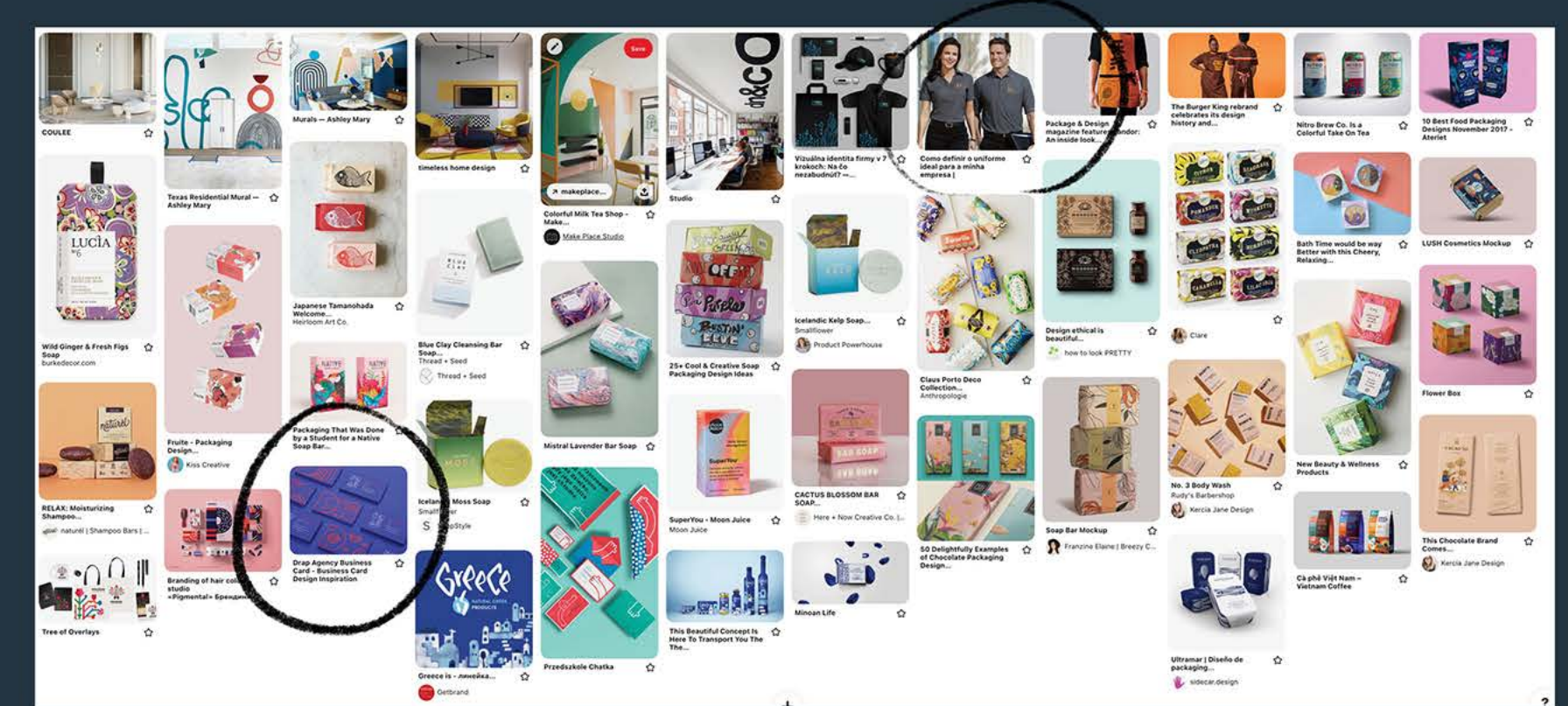
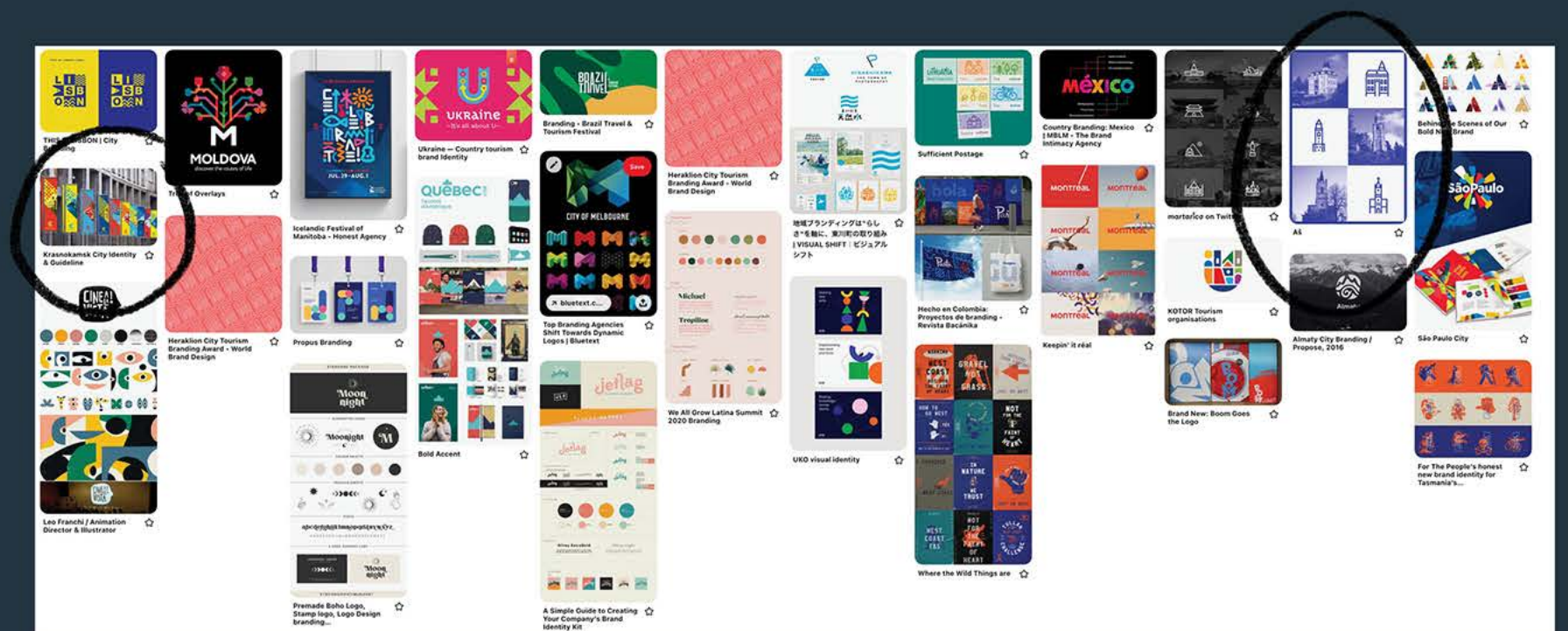


TROUTDALE TRIP RESEARCH

Growing up my Aunt lived in Troutdale, so I have a close connection to the town. I have been through The Historic Columbia River Highway multiple times, and have visited the town of Troutdale quite a bit throughout my life. Going into this project I revisited the town to get a refresher on the scenery and the feeling of the town. I drove all throughout the town, and then drove through a bit of the Gorge. This trip helped me to pull in some imagery to reference when I began to delve more into what exactly I wanted to convey with the Troutdale brand identity.



IMAGE RESEARCH



- lots of rich history
- texture of trouts → possible design
- town is very structured → orderly ? bold
 - ↳ overall very structured approach when designing brand identity
- curves → columbia road → shows a journey

PERCEPTION RESEARCH

At the start of the branding project, I reached out to multiple people to get their perceptions on the town of Troutdale. This helped me to see the town from a different perspective, which was helpful for making design decisions down the line.

TROUTDALE PERCEPTIONS

- "nice little town. wind blows alot, though"
- "positive would be: small town atmosphere which gives a friendly vibe, the sandy river and the parks along the river like Glenn Otto park, Dabney, gateway to the gorge and to the historical Columbia highway. This includes crown point and all the falls in the area. very rich with history. Negative: East wind, ice, when there is a storm they have to close down interstate 84. Growing too quickly (too many multi-unit complexes) homelessness increasing"
- "positive would be the abundance of trees and nature that are in that city or are in the surrounding area."
 - ↳ "theres also the crown point vista House and thats a cool little historical building!"
- "The downtown looks pretty cool. nice little shops. I suppose its not too young? older person city?"
- "Like outdoorsy and stuff closer to multnomah falls so I think PNW peeps."
- "the railroad was a very important historical part of troutdale... it was the first stop before the city. Troutdale was a huge farming community. still today there are farms such as Townsend farms that supplies a significant amount of fruits and vegetables... the positives are the small community feel. the city celebrations which embraces Troutdale history and a vision of the future... the concerts today at Edgefield brings in big name musical artists. Troutdale is close to both the Columbia and sandy river. The historical highway and all that comes with taking the drive... negatives. the eastwind is brutal.. there is the ice/freezing rain... I also like the Native American history... the acknowledgement of the people who hunted, fished and gathered here first... the chinook tribe... who were peaceful people and were located at Blue Lake."
- "I think of the water tower and the outlet mall. And dont they have a cute downtown area."
- "Beautiful spot, gateway to the gorge... some cool spots around town. Downtown is pretty cute but I havent been over there in a while. Also has too many strip malls... outlet mall seems to be dying a bit."

"The railroad was a very important historical part of Troutdale...it was the first stop before the city".

"I think of the water tower".

"Small town atmosphere which gives a friendly vibe".

"The concert today at Edgefield brings in big name musical artists".

"Nice little town".

"Positive would be the abundance of trees and nature that are in that city or are in the surrounding area".

"The city celebrations which embraces Troutdale history and a vision of the future".

RESEARCH

After I had visited Troutdale, and gotten a general perception view of the town from other people, I began my research. I started by finding general information about the town, and then digging deeper by mind mapping and trying to see the town through many different facets.

GD 222 Troutdale Research

GENERAL

- city in multnomah county
- serves as western gateway to the historic columbia river highway, the mount hood scenic byway, and the columbia river gorge
- Entrance sign → "Gateway to the Gorge"
- named by pioneer John Harlow for a trout pond in a valley by his home

ATTRACTIONS

- the "old historic water tower"
- entrance sign → "Gateway to the Gorge"
- columbia river
- edgefield
- fred harlow house
- troutdale methodist episcopal church
- glenn otto community park
- columbia river highway
- wahkeena falls
- Caswell sculpture gallery
- sandy river delta park
- multnomah falls
- portland womens forum state scenic viewpoint
- shepherds dell state natural area
- the depot rail museum
- barn exhibit hall
- harlow house museum
- tad's chicken 'n dumplings
- riverview restaurant
- vista house
- troutdale bridge

GEOGRAPHY

- total area of 6.02 square miles
- located at the confluence of the sandy and columbia rivers
- warm-summer Mediterranean climate
- very windy conditions
- city in multnomah county
- north of gresham
- east of wood village

CULTURE

- native americans, english explorers, hudson bay company fur trappers and lewis and clark were travelers
- wetlands along the columbia were hunting and fishing spots for chinookan indians once spring floods eased
- sandy river was "discovered" in october 1792
- earliest settlers came to troutdale in 1850 and 1851
- david F. buxton is seen as the true founder of troutdale
- john harlow helped get troutdale a depot (storage) and a stop on the transcontinental railroad. this was important in making the town
- town's major industry back then was the "American Dressed Meat company"
- Aaron Fox was troutdale's first mayor
- Clara Latourell Larsson was one of oregon's earliest women mayors

CULTURE

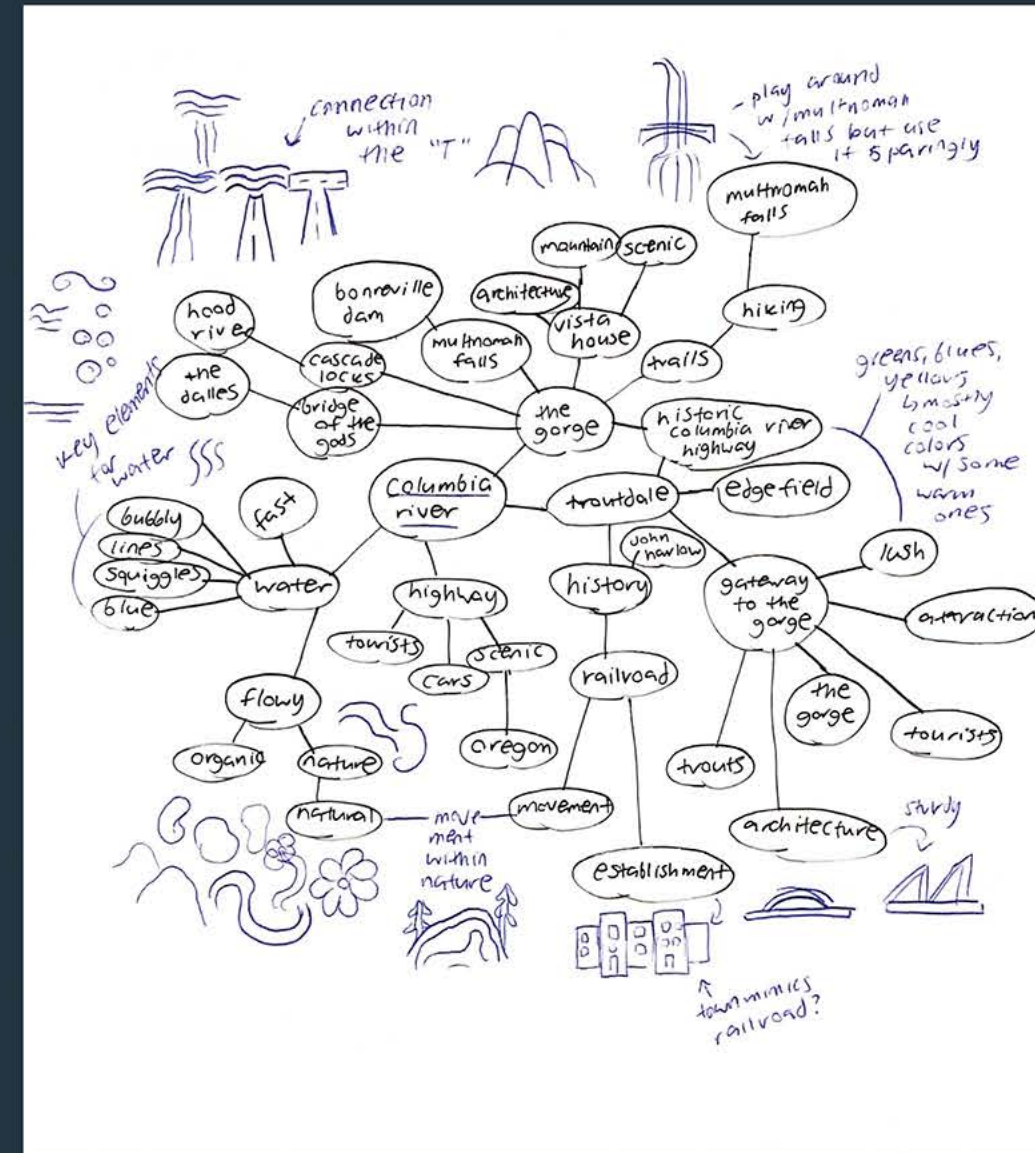
- in the 1920's troutdale claimed the title of the "celery capital of the world"
- construction of an aluminum plant to meet wartime needs was a boom to the economy in the 1940's
- troutdale bridge construction began in 1912 as a part of the building of the columbia river highway.

ICONOGRAPHY

- water tower
- rivers
- trees
- trouts (fish)
- bridges
- town buildings
- the gorge
- waterfalls
- parks
- mountains
- wood
- rain
- wind
- water
- roads
- highways
- scenic views
- valleys
- boats
- railroads
- historic gas station
- forests

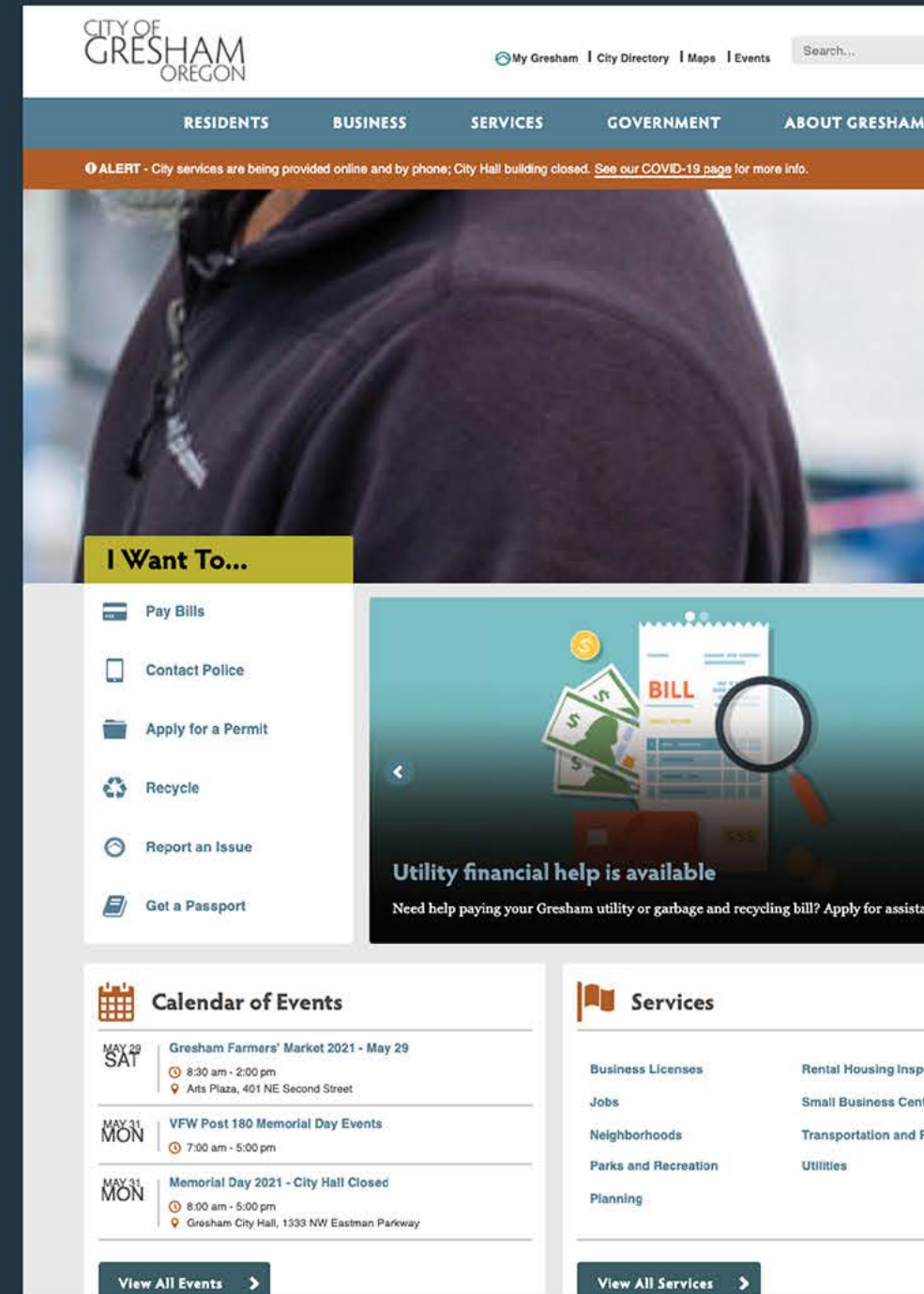
EXTRA NOTES

- railroad town
- tree city USA

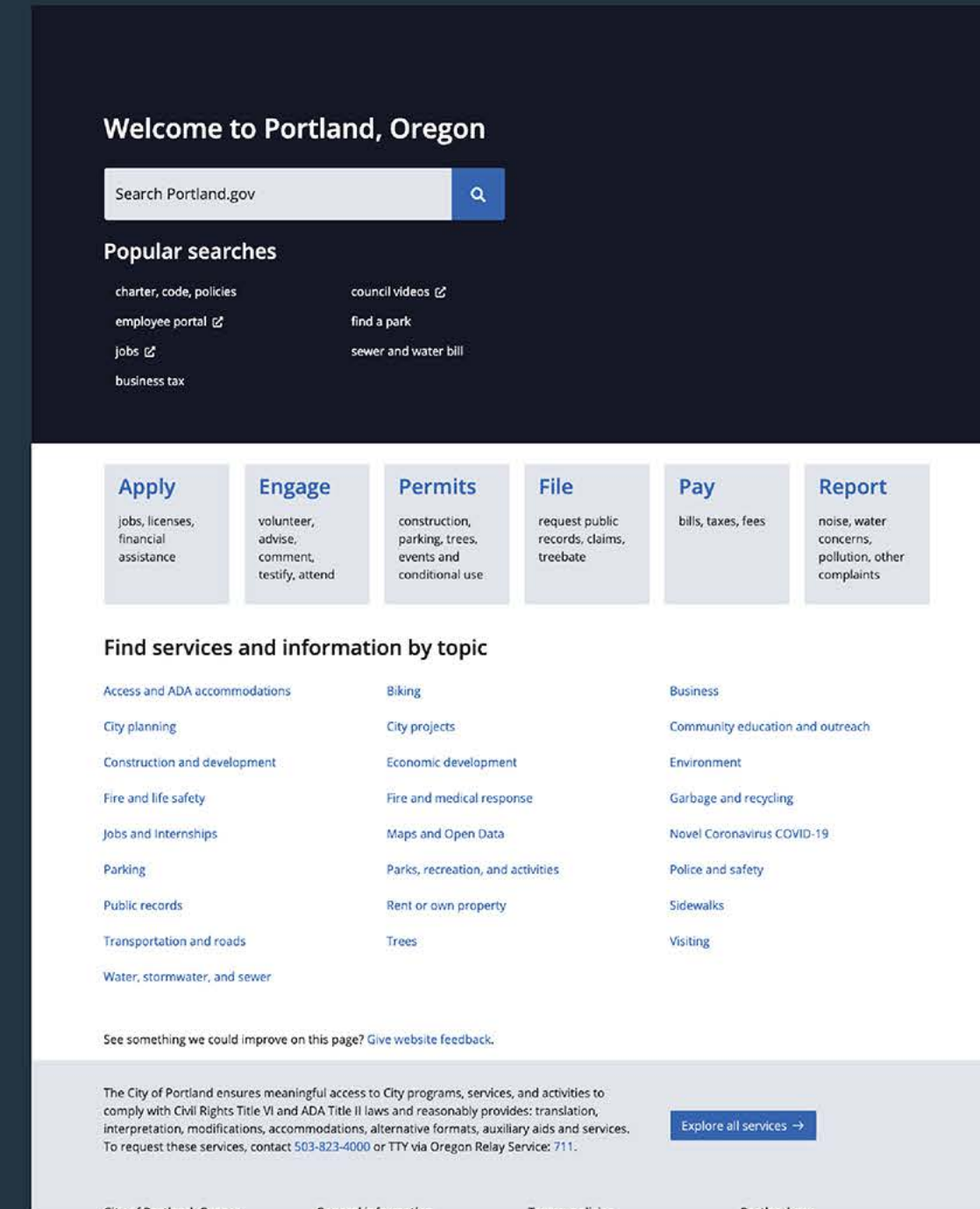


COMPETITOR ANALYSIS

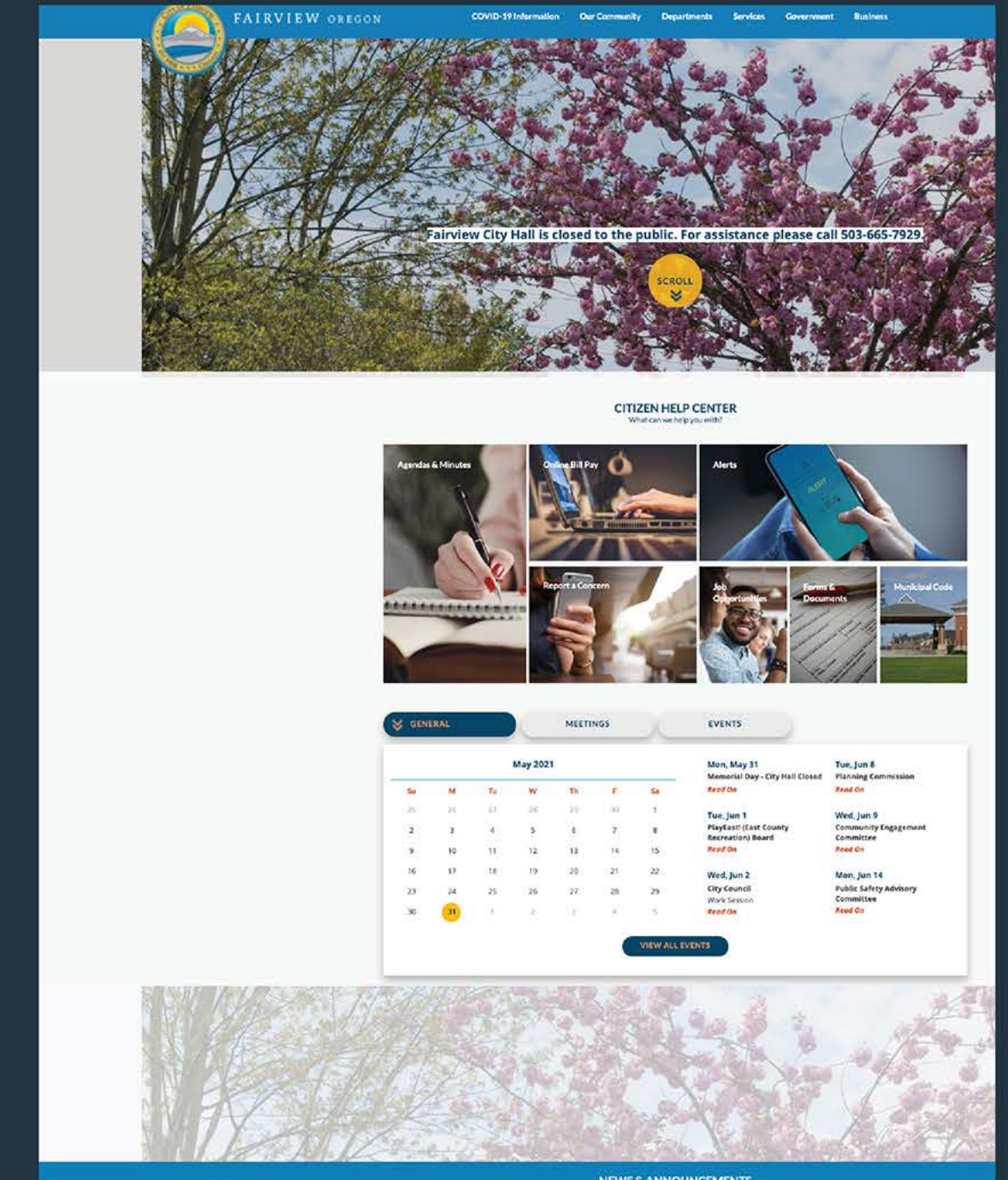
When I began my research, I knew that I wanted to focus the branding for Troutdale on tourism. The goal was to make Troutdale appear as a weekend getaway, where you could explore the surrounding nature and recharge. To gain a better sense of what other towns tourism was like, I searched up surrounding towns website, to gain a sense of what they were trying to brand. This competitor analysis helped me to understand the other surrounding towns, and allowed me to realize how I wanted to position Troutdale within the scope of these other tourism towns.



GRESHAM, OREGON



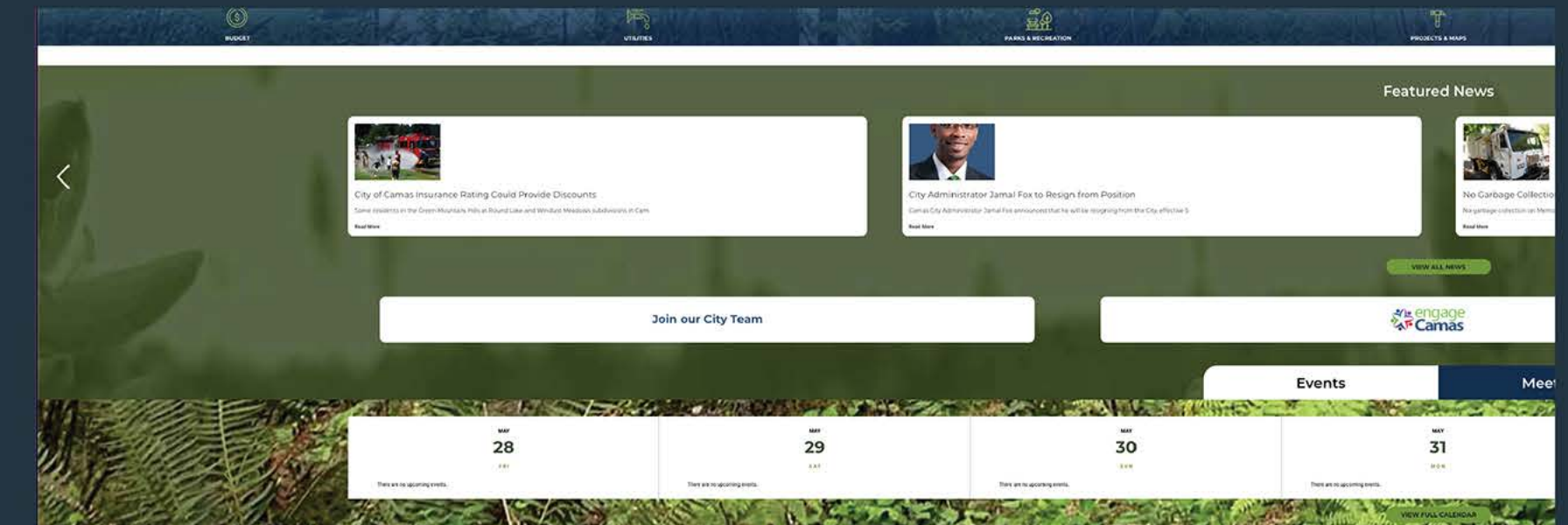
PORTLAND, OREGON



FAIRVIEW, OREGON



GLADSTONE, OREGON



CAMAS, WASHINGTON

WORD LISTS

After I had all of my general research done, I began making word lists of Troutdale. I tried to think about general items or ideas that I related to the town. These word lists helped me to really uncover the core values and themes I wanted to convey with this brand.

HIGHWAY

- roads
- asphalt
- yellow
- lines
- Solid
- dotted
- brinding
- long
- stretching
- cars
- busy
- scenic
- interconnecting
- barriers
- cities
- horizon line
- clouds

BRIDGE

- metal
- grate
- road
- connection
- separate
- lands
- cars
- water
- tall
- architecture
- stone
- iron
- ironwork
- construction
- reflection
- rusty
- steel
- wood
- expansion
- gateway
- trees
- concrete
- raise
- clouds
- break

PARKS

- dogs
- grass
- trees
- clouds
- mud
- community
- flowers
- butterflies
- birds
- trails
- walking
- journey
- discovering
- quiet
- calm
- peaceful
- summer
- kids
- playground
- cars
- plots
- garden
- fall
- orange
- hues
- lush
- ducks
- picnic
- boats
- kayak
- trips
- family
- friends
- adventure
- branches
- fountain
- rocks
- fences
- vast
- state

WATER

- warm
- chilly
- sunrise
- sunset
- pavement
- baseball field
- forest
- scenic
- beaches
- bushes
- leaves
- tables
- relaxed
- chaotic
- ponds
- bridges
- shadows
- green
- vibrant
- space
- large
- gazebo
- wildlife
- swings
- slide
- tall grass
- ferns
- slices
- reflection
- swimming
- outside
- weather
- fog
- bark
- texture
- architecture
- activities
- signs
- sun

THE GORGE

- scenic
- mountains
- waterfalls
- nature
- magical
- peaceful
- quiet
- tourism
- multnomah falls
- history
- settlers
- journey
- highways
- roads
- birds
- flowers
- trees
- pine trees
- oak trees
- variety
- collection
- hikes
- rocks
- dirt
- mud
- tram
- railroad
- cars
- power
- untouched
- escape
- summer
- vacation
- hotels
- small towns
- gas stations
- lady in the rock
- formations
- plains
- empty
- towns
- friendly

BRIDGES

- passing
- unity
- divide
- transition
- grand
- quaint
- homey
- calming
- structure
- curves
- force
- pressure
- physics
- railing
- boats
- transportation
- sturdy
- art
- marvelous
- menting
- cliffs
- ravines
- human
- old town
- lights
- texture

WATER

- water
- fish
- rocks
- mass
- sand
- blue
- dark blue
- grey
- swirly
- waves
- streams
- smooth
- magical
- transportation
- organic
- free flowing
- historic
- old
- aged
- centuries
- business
- money
- wood
- logs
- sticks
- beavers
- frogs
- boulders
- cliffs
- layers
- earth
- mud
- dirty
- steam
- steamboats
- railroad
- journey
- connection
- university
- windmills
- energy
- fuel

THE GORGE

- bridges
- houses
- vista house
- panchawl falls
- community
- popular
- wildfires
- fishes
- bears
- camping
- tents
- fire
- logs
- burnt
- charred
- growth
- beginning
- hopeful
- imaginative
- discover
- sailing
- wind
- past
- historic landmark
- caves
- cliffs
- rock layers
- earthly
- cold
- warm
- leaves
- branches
- fall
- winter
- childhood
- memories
- moments
- family
- together
- farms
- lakes
- snow
- sunrises
- weddings

RIVER

- water
- fish
- rocks
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- grey
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- physics
- railing
- boats
- transportation
- sturdy
- art
- marvelous
- menting
- cliffs
- ravines
- human
- old town
- lights
- texture

WATER

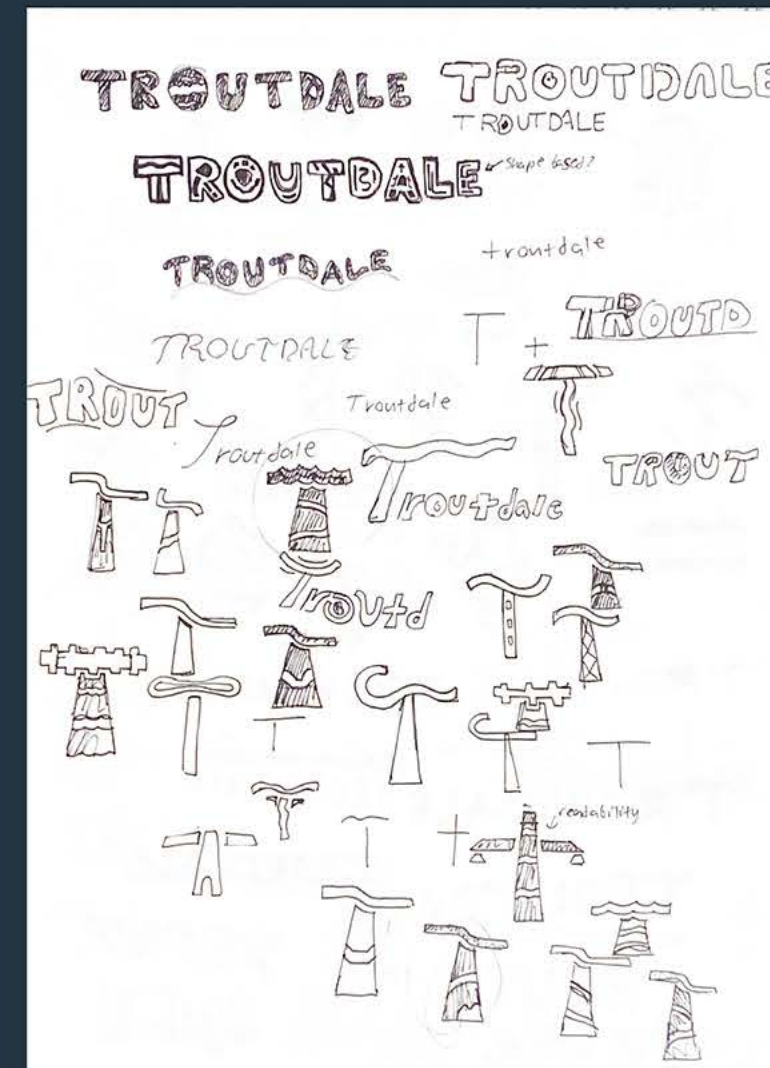
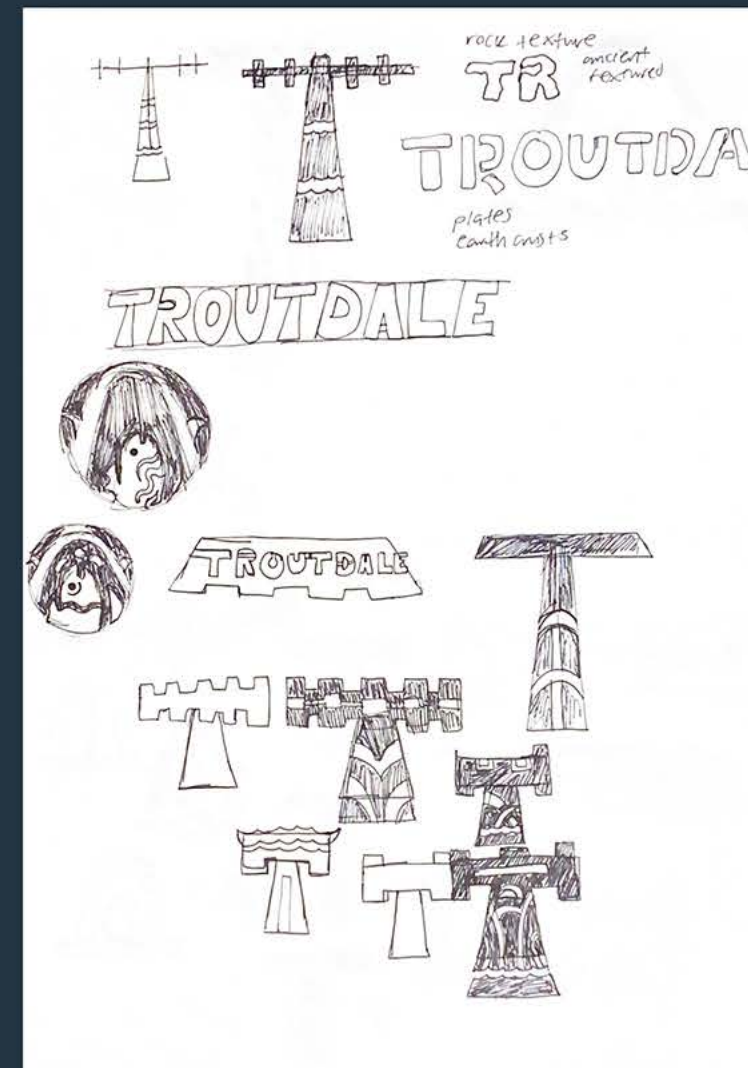
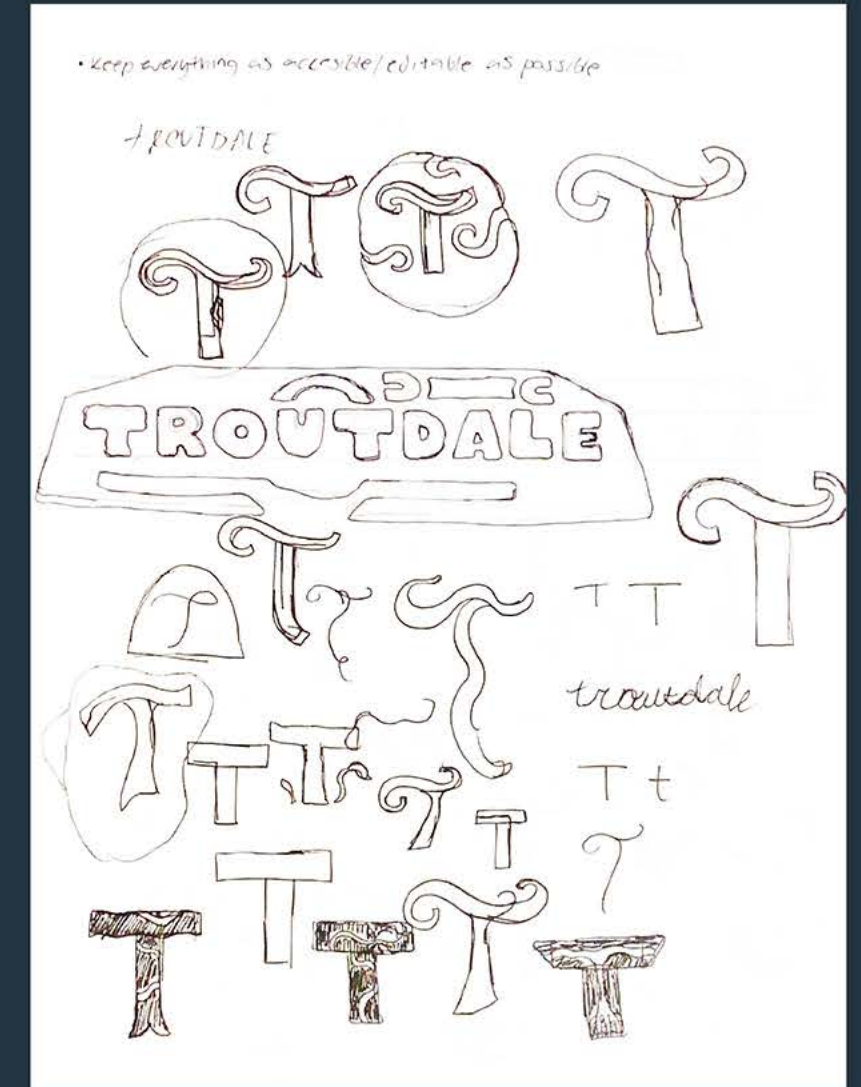
- warm
- chilly
- sunrise
- sunset
- pavement
- baseball field
- forest
- scenic
- beaches
- bushes
- leaves
- tables
- relaxed
- chaotic
- ponds
- bridges
- shadows
- green
- vibrant
- space
- large
- gazebo
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- swings
- slide
- tall grass
- ferns
- slices
- reflection
- swimming
- outside
- weather
- fog
- bark
- texture
- architecture
- activities
- signs
- sun

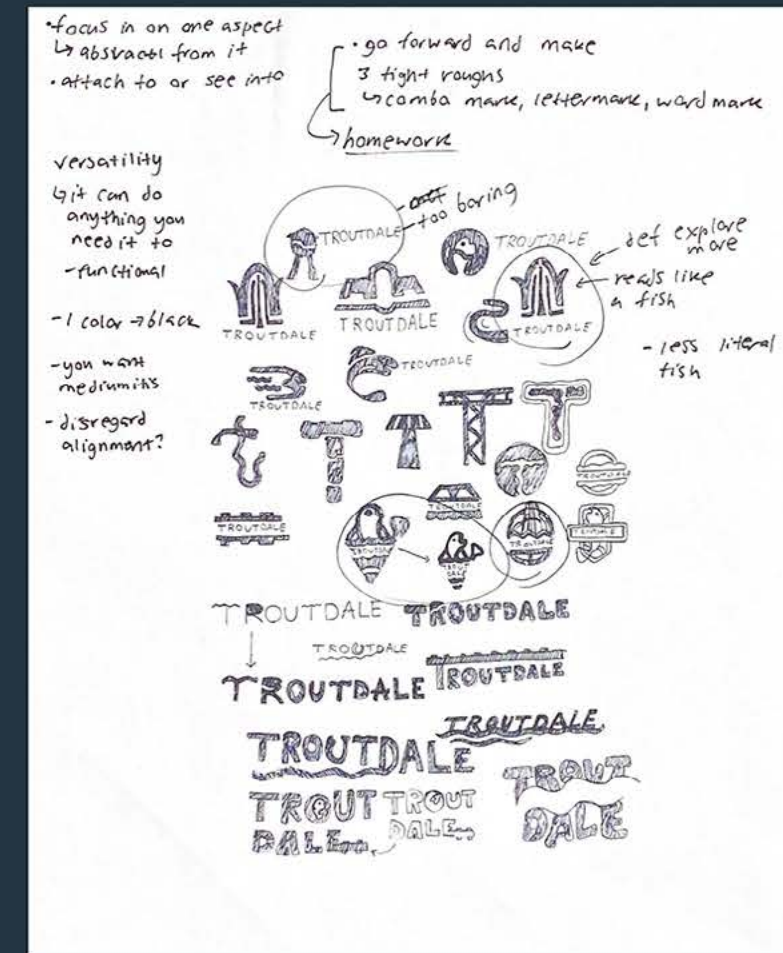
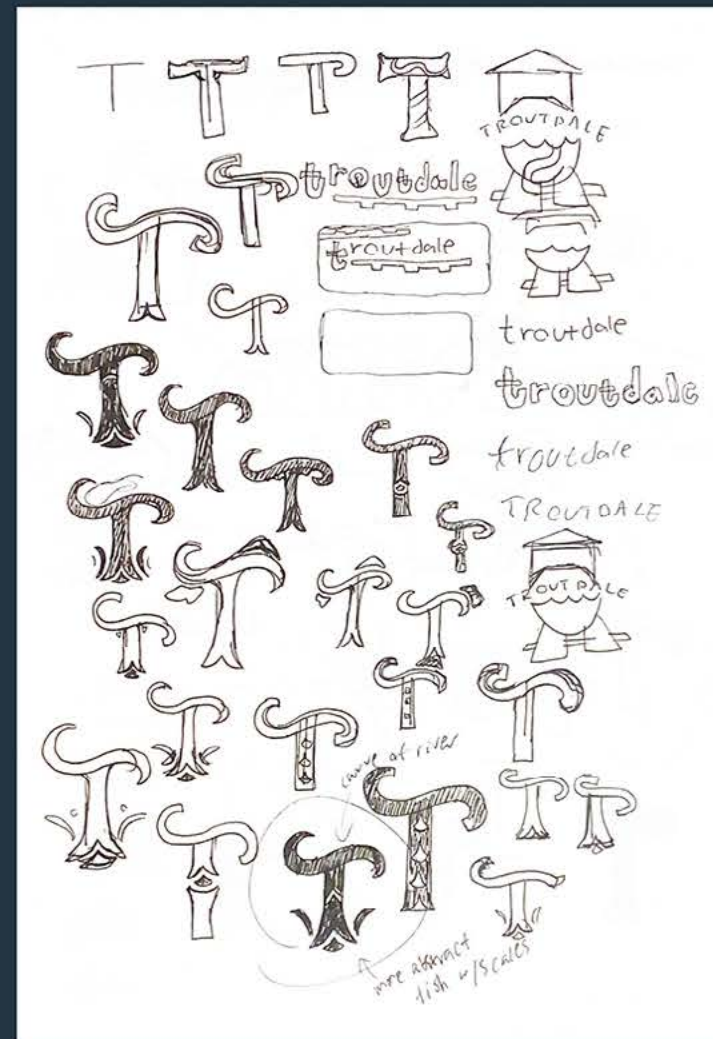
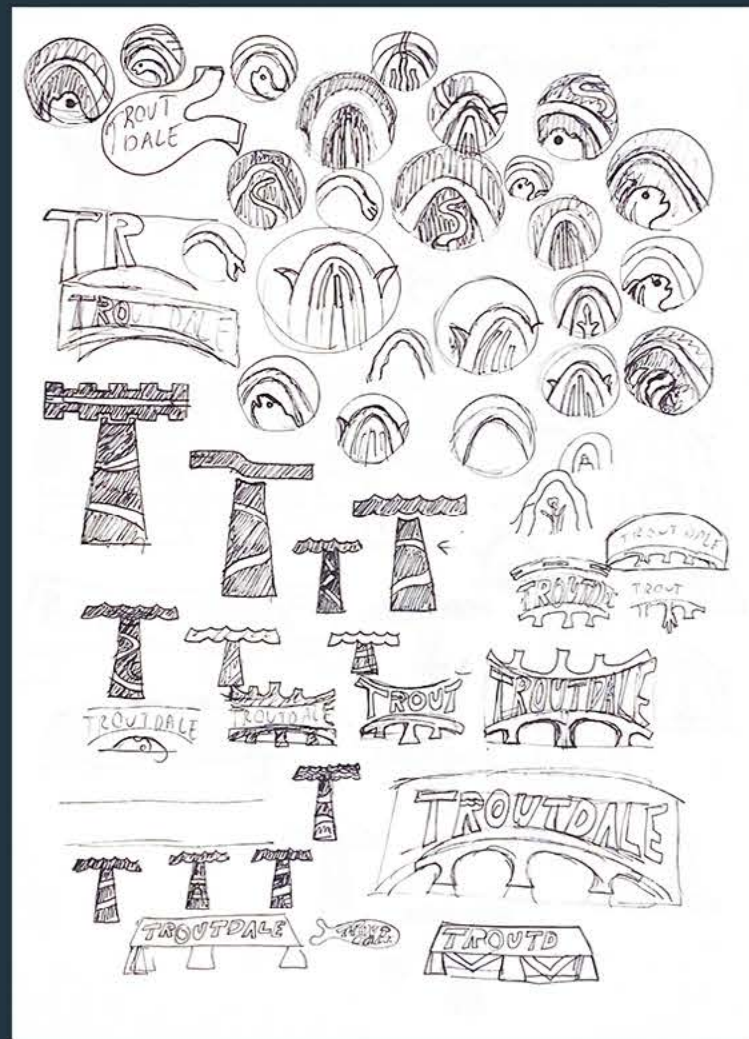
THE GORGE

- bridges
- houses
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- panchawl falls
- community
- popular
- wildfires
- fishes
- bears
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- fire
- logs
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- branches
- fall
- winter
- childhood
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- farms
- lakes
- snow
- sunrises
- weddings

LOGO SKETCHES

After I had completed my research, I began the stage of brainstorming for the logo. Going into this process, I knew that I would be creating three logo options, so when I was sketching I explored many different avenues, so that I could find three solid directions. This process helped me to discover what elements work well for the Troutdale brand, and what elements don't work well. Through all of these sketches I was able to touch on many different parts of Troutdale, which eventually led me to three distinct directions.

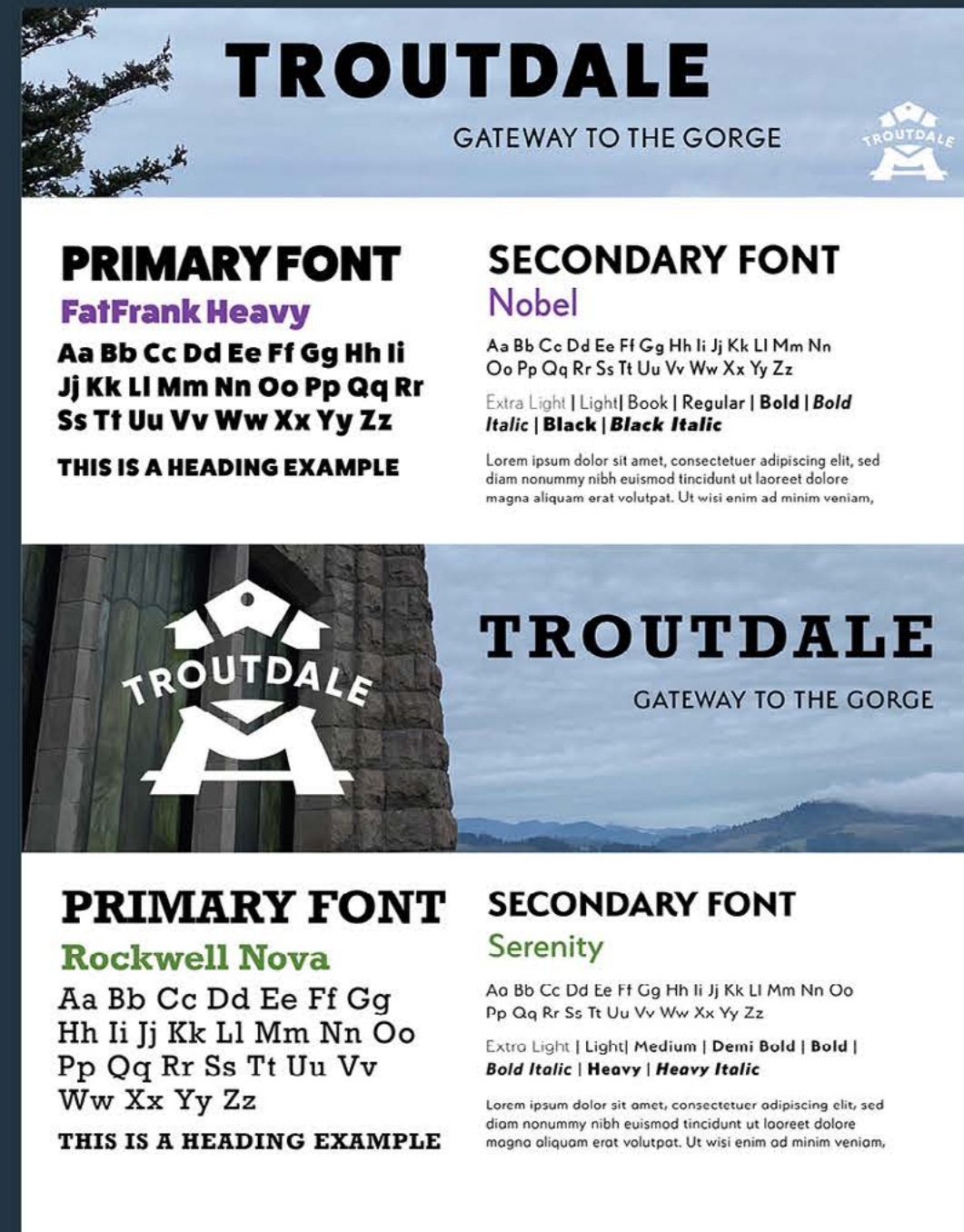
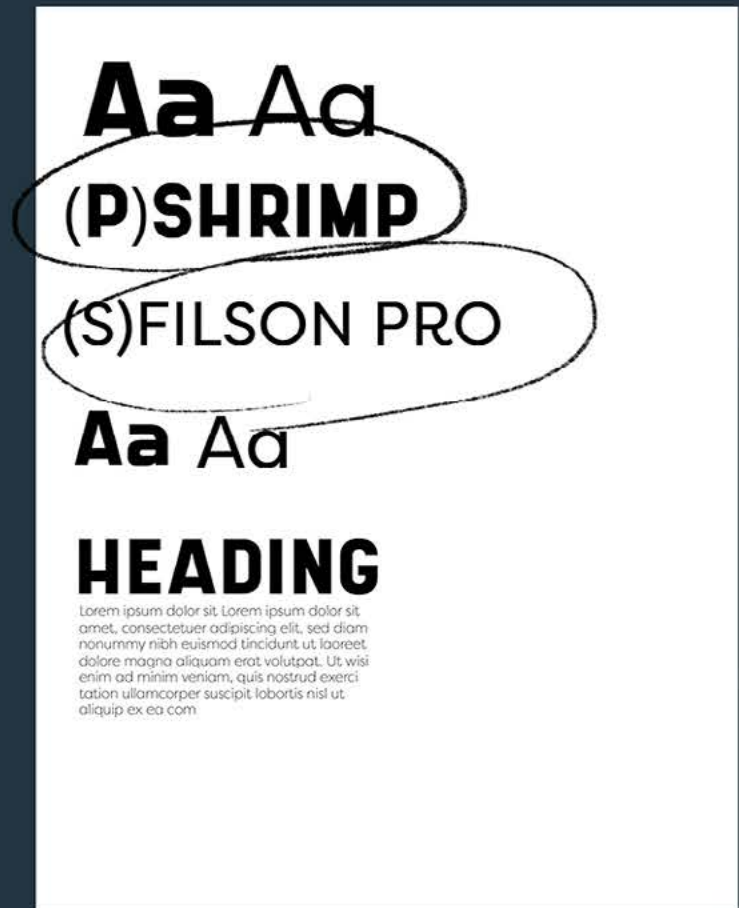
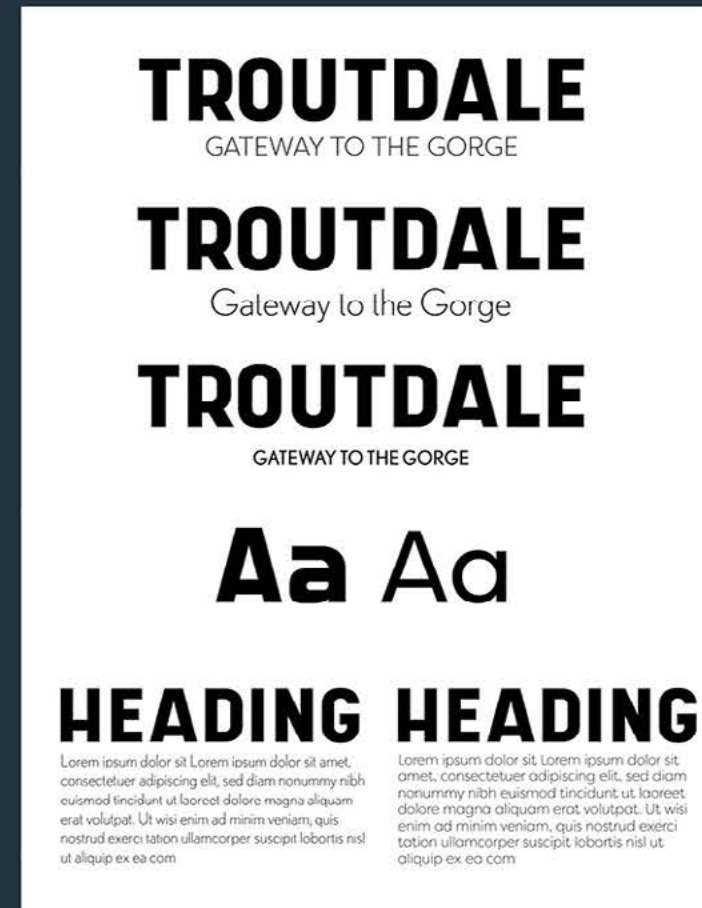




focus in on one aspect
 ↳ abstract from it
 ↳ attach to or see into
 ↳ go forward and make
 ↳ tight roughs
 ↳ comba mark, lettermark, word mark
 ↳ homework
 versatility
 ↳ it can do
 ↳ anything you
 ↳ need it to
 ↳ functional
 - 1 color → black
 - you want
 medium ins
 - disregard
 alignment?
 ↳ explore
 ↳ move
 ↳ feels like
 ↳ a fish
 ↳ less internal
 ↳ fish

TYPOGRAPHY RESEARCH

For the typography I wanted a contrast between structured and curved. With this in mind I chose to use the typeface "Shrimp" as the primary type. This type is very short and heavyset, but full of structure, and has a nice weight to it. I felt that this type perfectly represented the rich history of the town. For the secondary type I went with "Filson Pro". This typeface has some nice curves to it, which I felt complemented the primary type well. The curves of the type also helped to allude to the Columbia River, and The Historic Columbia River Highway.



FINAL TYPEFACES

SHRIMP

FILSON PRO

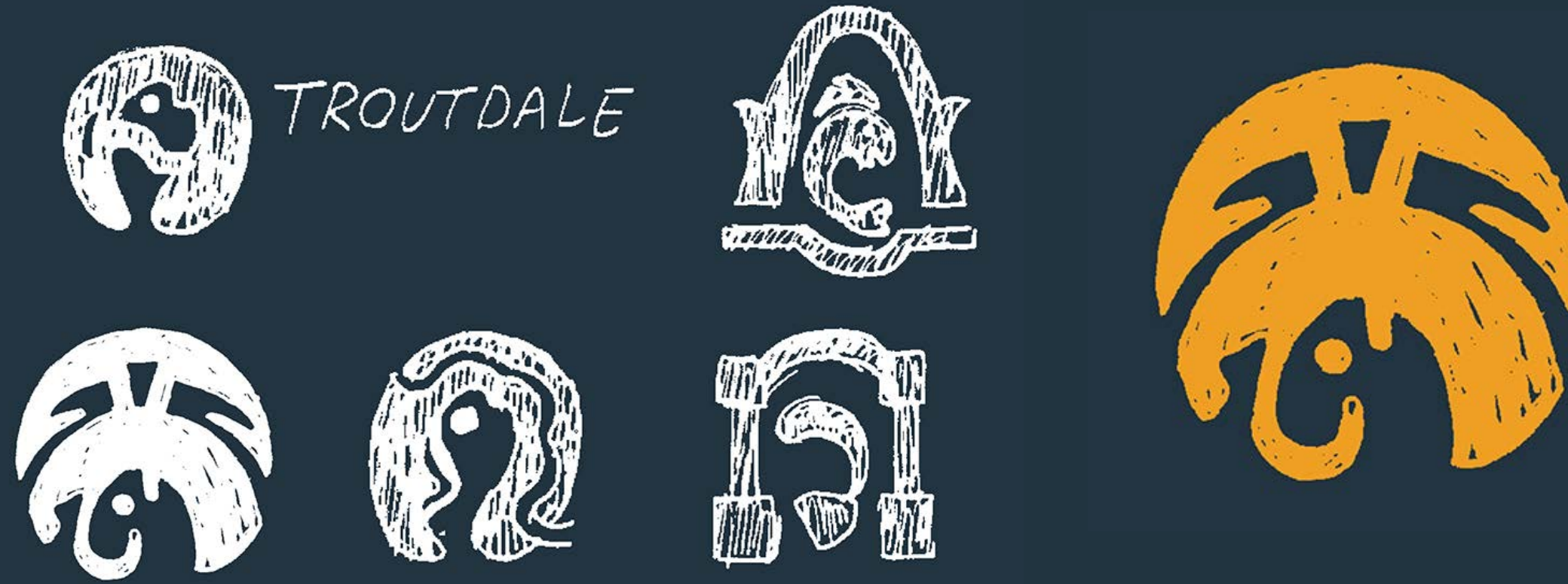
- designed by Anton Darri Pálmarrsson
- strong and structured
- short and wide
↳ helps to reference the overall feel of the brand being very strong and focused

- designed by Oliver Gourvat
- a little bit playful and fun
- curves on the tail of letterforms can relate back to the Columbia river and the historic highway

LOGO OPTION 1

For option 1 of the logo, I chose to incorporate a trout, and the iconic gateway to the Gorge. Both of these objects are very notable aspects of Troutdale, and help to highlight some of the towns most prominent imagery. For this mark I structured the trout, the wave, the water drops, and the gateway within a circle. This helps to center the logo, and frame all of the elements in a cohesive way.

SKETCH DIRECTIONS



TIGHT ROUGH



FINAL LOGO



LOGO OPTION 2

For option 2 of the logo, I wanted to combine the art of Troutdale, and the joining of the Sandy and Columbia River. The shape of the T represents the two different rivers meeting together, which is also seen near the bottom with the shapes beside the T. The designs within the T reference the art of Troutdale, which is often sharp and has a very bold edge to it. The word "Troutdale" helps to center the logo above and provide support.



SKETCH DIRECTIONS



TIGHT ROUGH

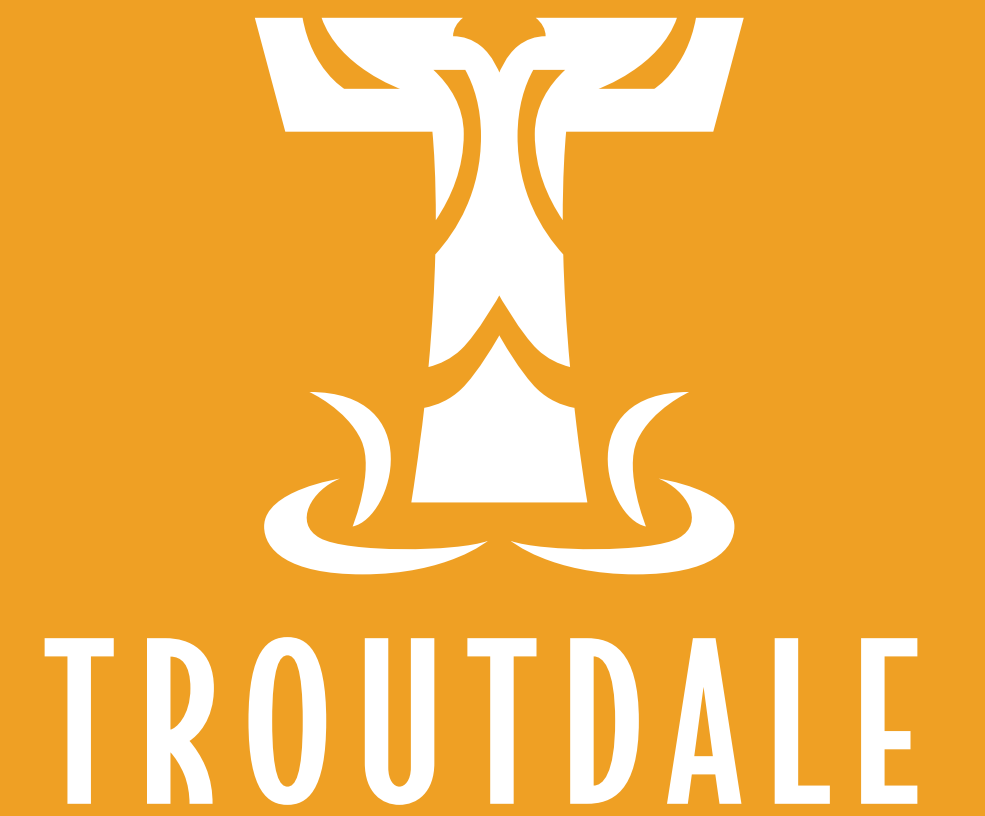


TROUTDALE

FINAL LOGO



TROUTDALE



TROUTDALE



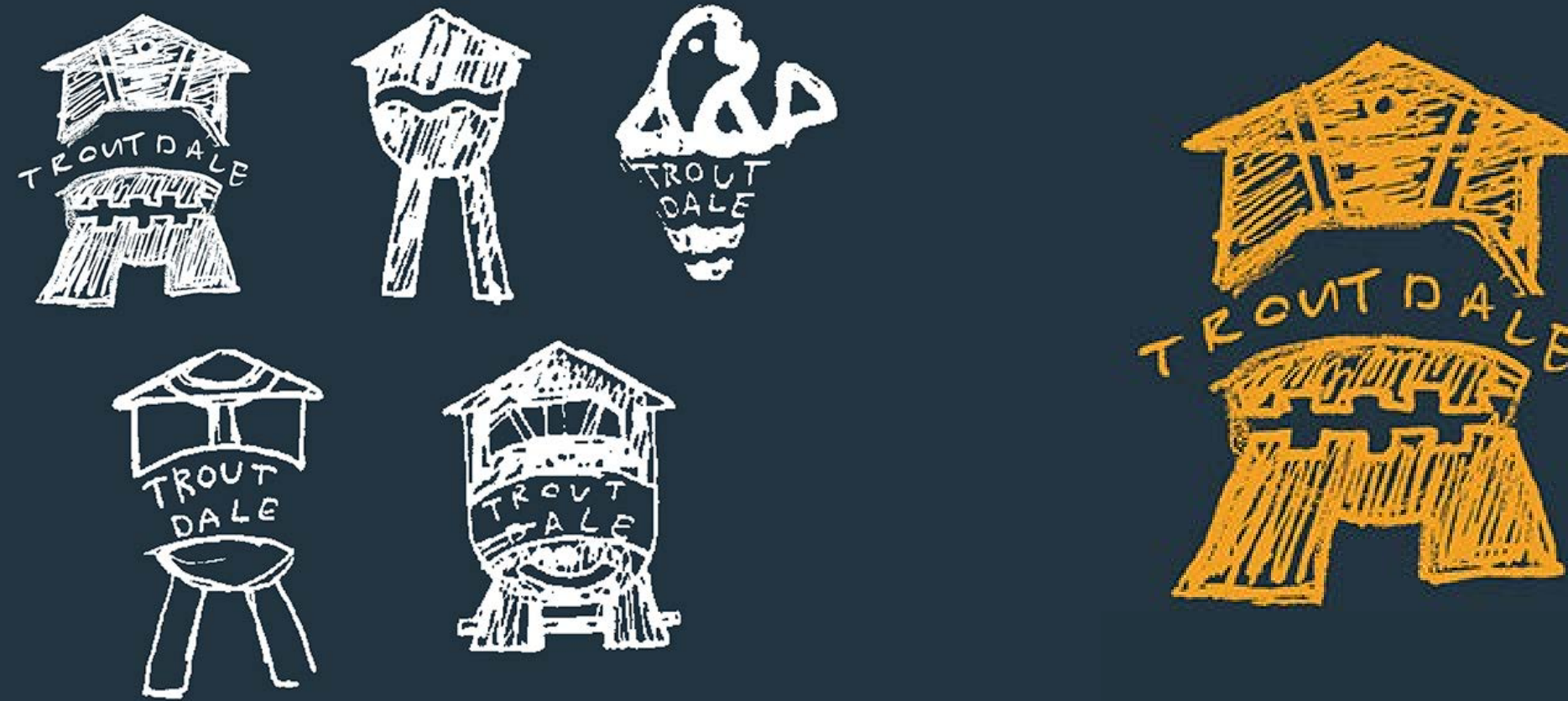
TROUTDALE

LOGO OPTION 3

For option 3 of the logo, I wanted to convey the strength and history of Troutdale. I chose to combine their historic water tower along with railroad tracks, since the town was able to expand through the railroad industry. The top part of the logo is shaped like the water tower, while the railroad tracks act as supporting beams beneath. The word Troutdale goes through the center to highlight how Troutdale is comprised of both of these important objects.



SKETCH DIRECTIONS



TIGHT ROUGH



FINAL LOGO



LOGO PROCESS



TROUTDALE



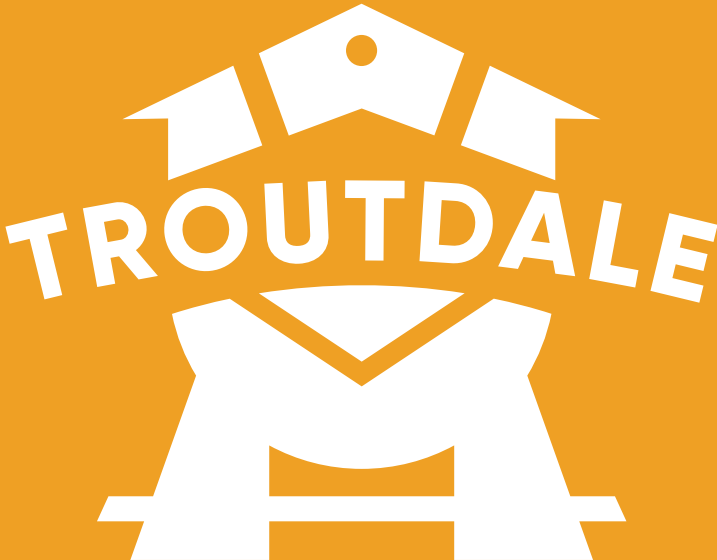
TROUTDALE



TROUTDALE



TROUTDALE

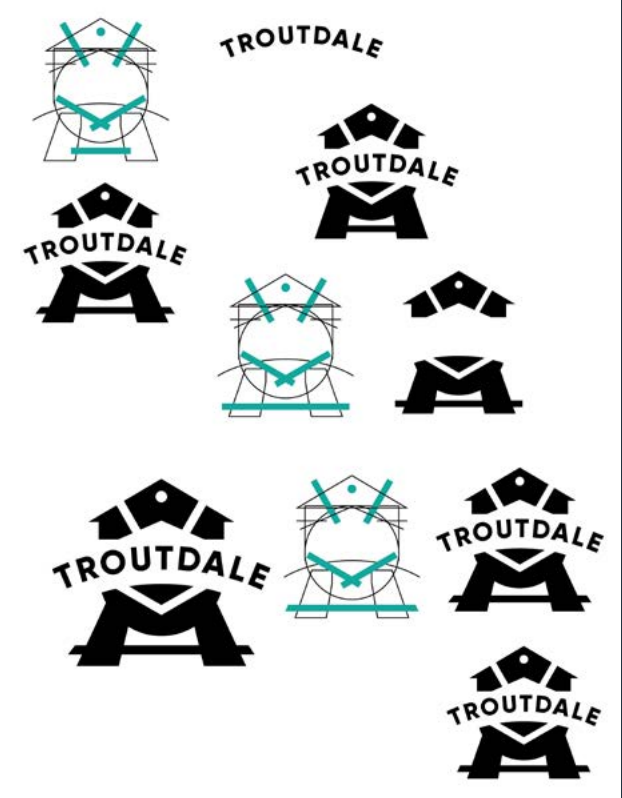
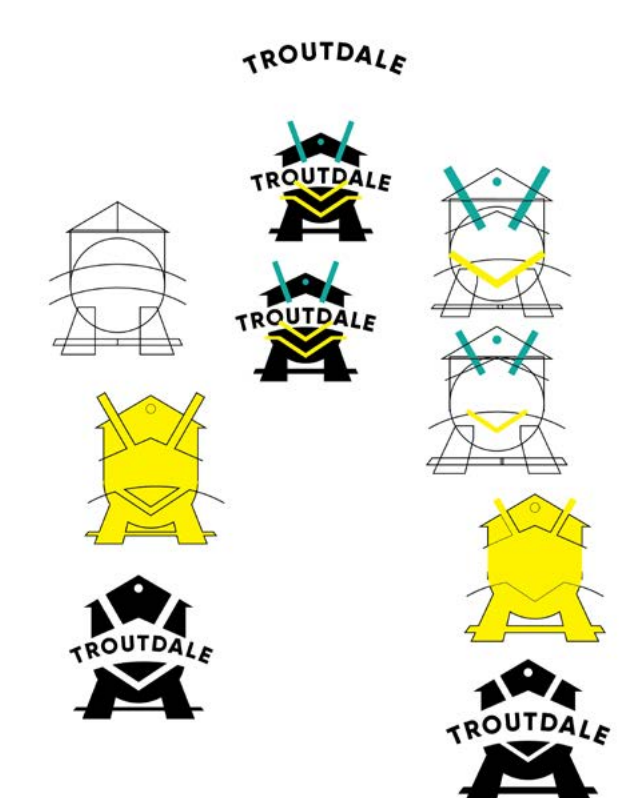
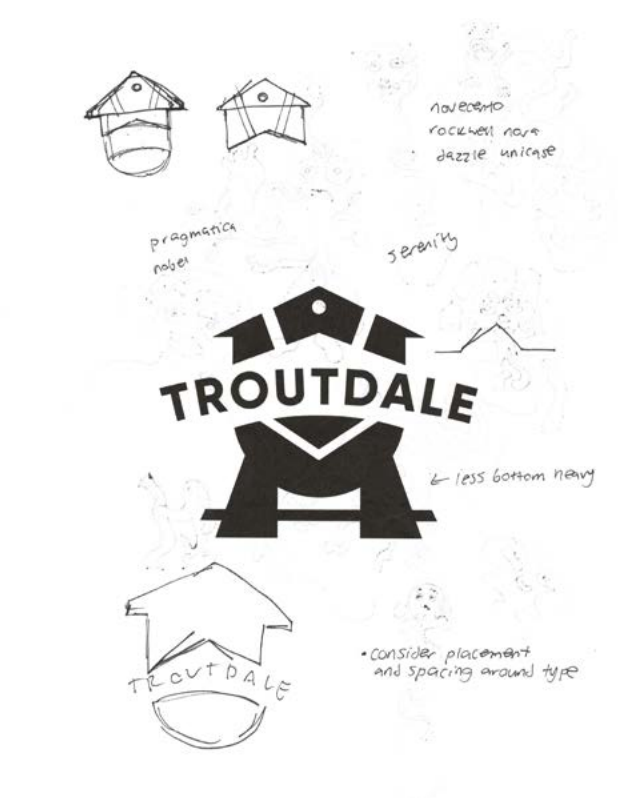


TROUTDALE

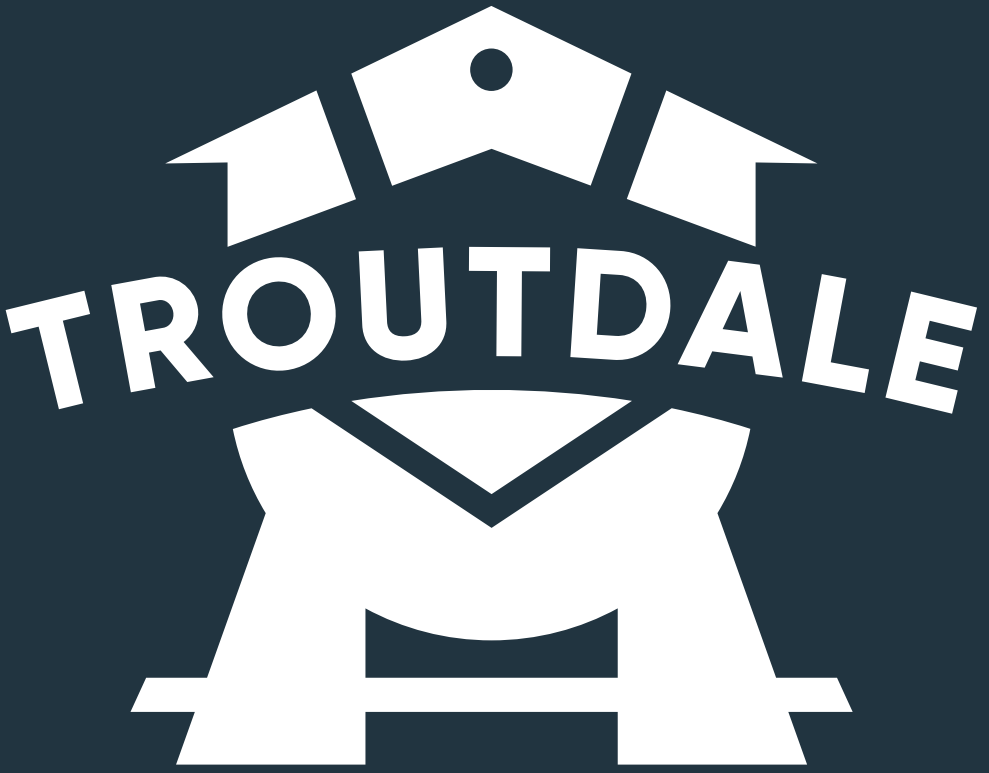
FINAL LOGO & REVISION

For the final logo I chose to go forward with the water tower logo. I chose this logo because going into the identity of the brand, I wanted to convey Troutdale as a strong town, that is full of rich history. This logo was the most bold and structured, which were key features I wanted to showcase with Troutdale. After I had finalized my logo, I revised it once more, so that I could get it closer to the true identity I wanted to show with Troutdale. For the revising process I gave the word "Troutdale" more curve so that it sat better between the two parts of the water tower. I gave the railroad tracks more of an angle, and expanded out their weight a bit. For the top part of the logo I added a shape that was inspired by the Troutdale bridge. This helped to give the top part more structure, and allow Troutdale to sit more strongly between these elements.

PROCESS



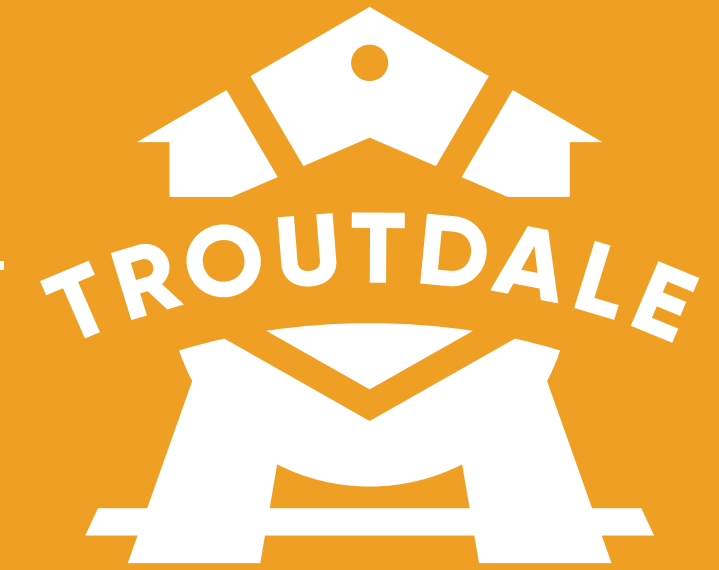
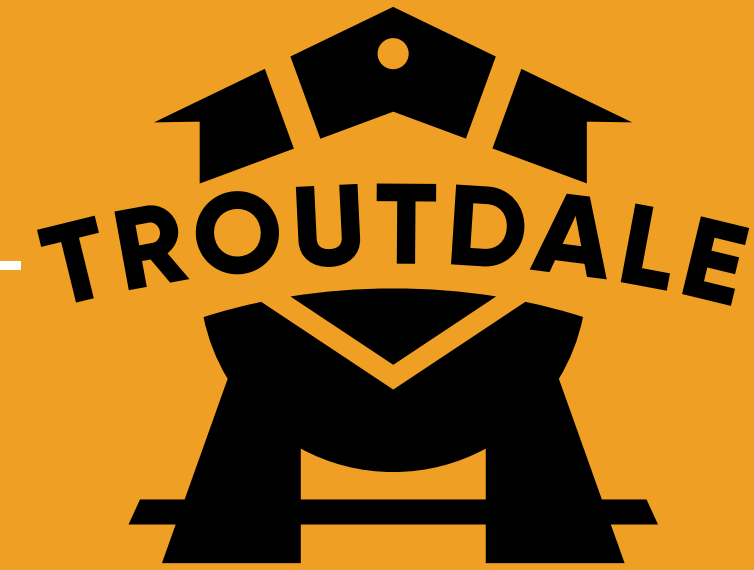
FINAL LOGO



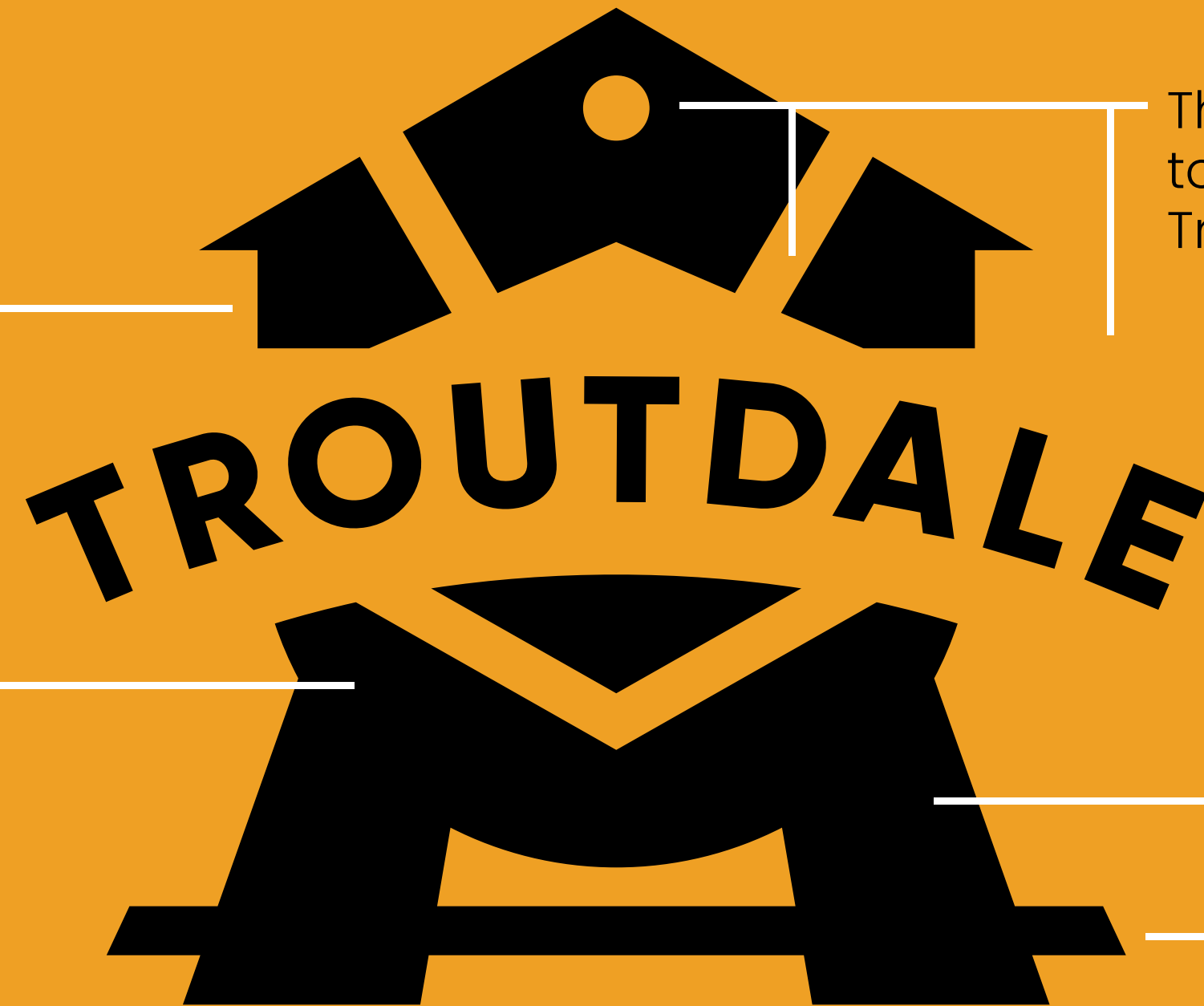
FINAL LOGO REVISED



FINAL LOGO PROCESS



Logo shape represents the old historic water tower of Troutdale



The circle and angled lines on the top reference the architecture of the Troutdale bridge

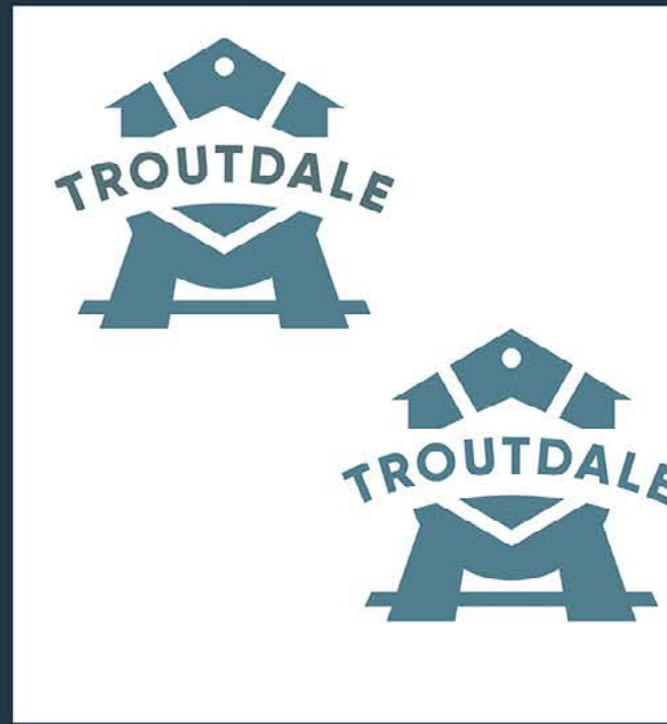
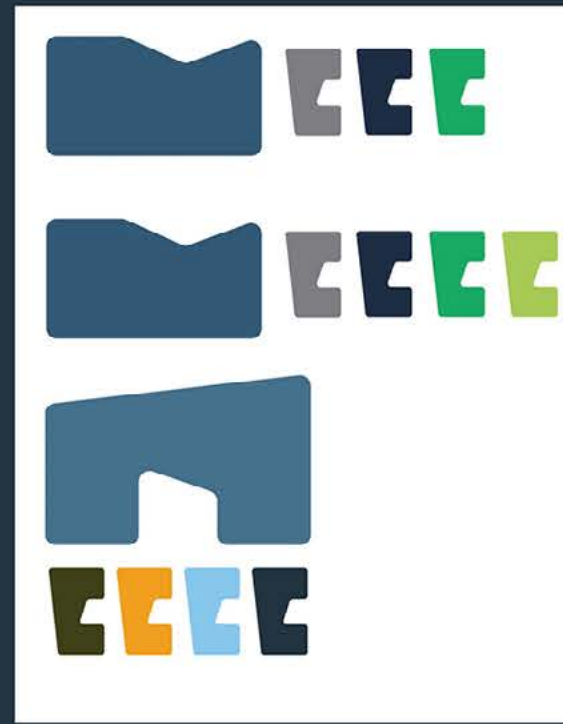
Curve of "Troutdale" mimics the gate entrance into Troutdale known as the Gateway to the Gorge

Base of the logo references the railroads throughout Troutdale

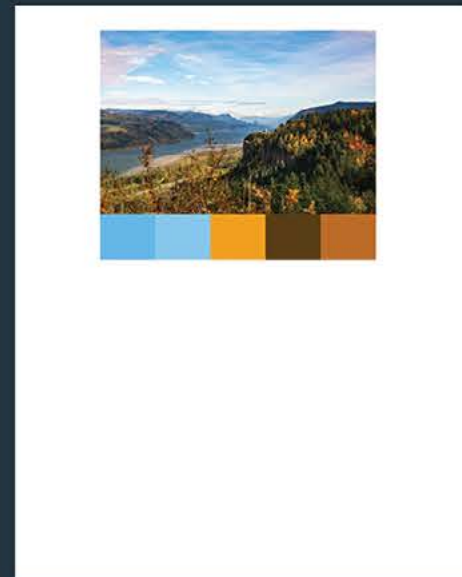
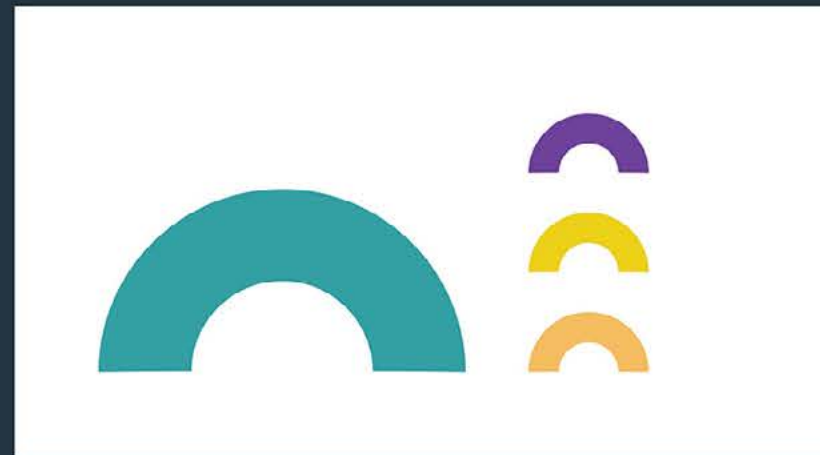
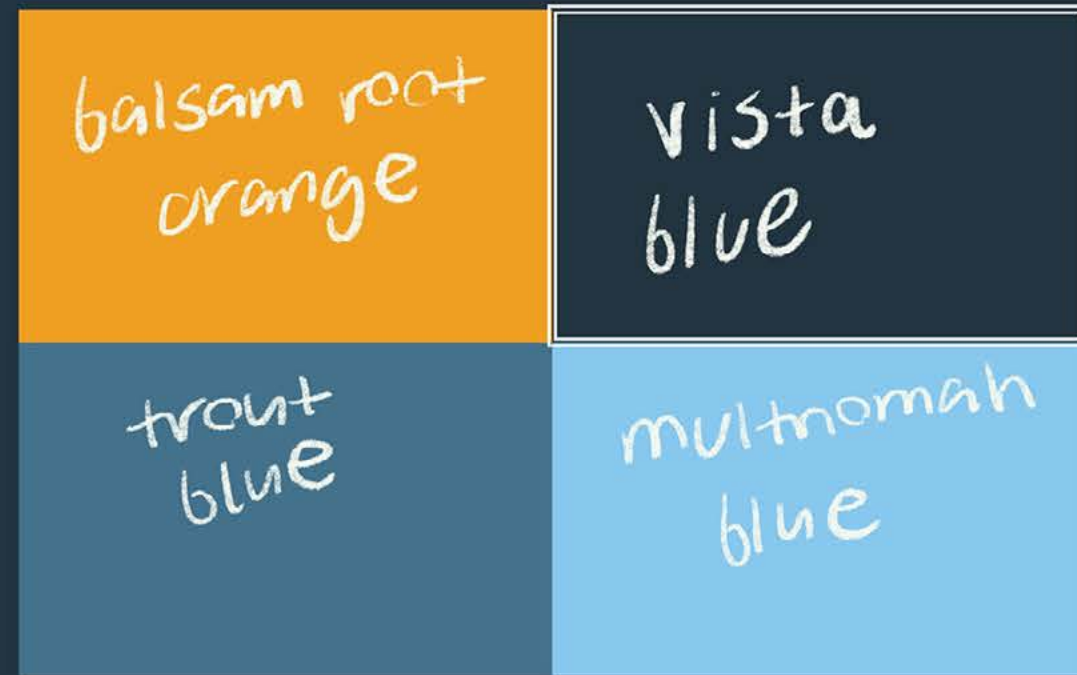


COLOR EXPLORATION

For the colors of the brand, I wanted to convey a calm yet energized feeling. To achieve this I combined multiple blues with a pop of orange. This color palette allowed me to create designs that were both bold, and subdued.



FINAL BRAND COLORS

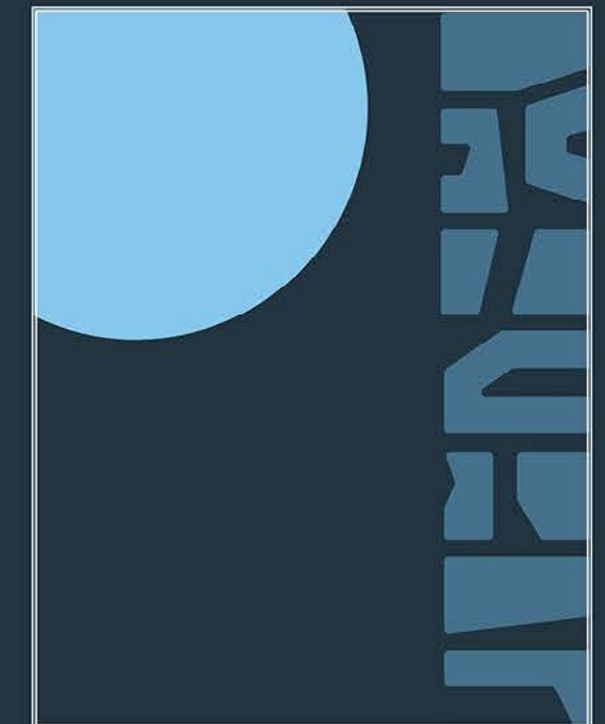
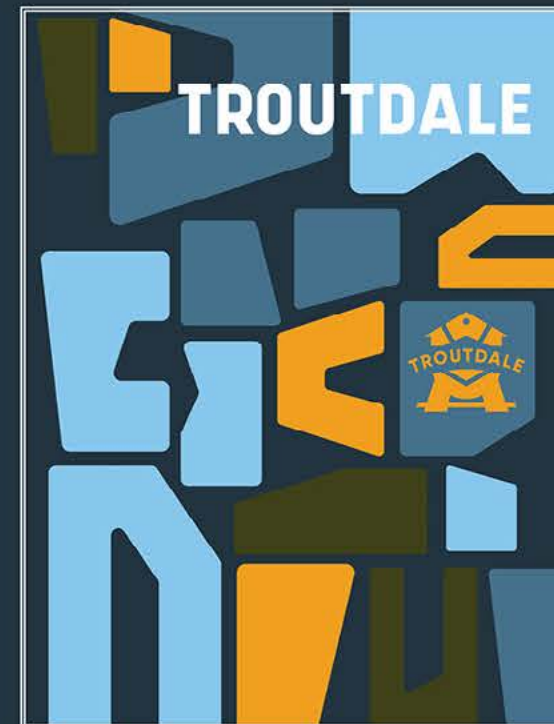
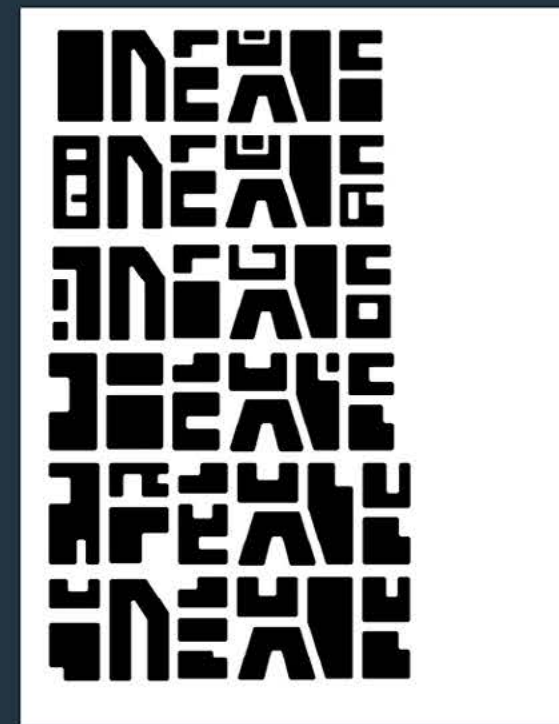
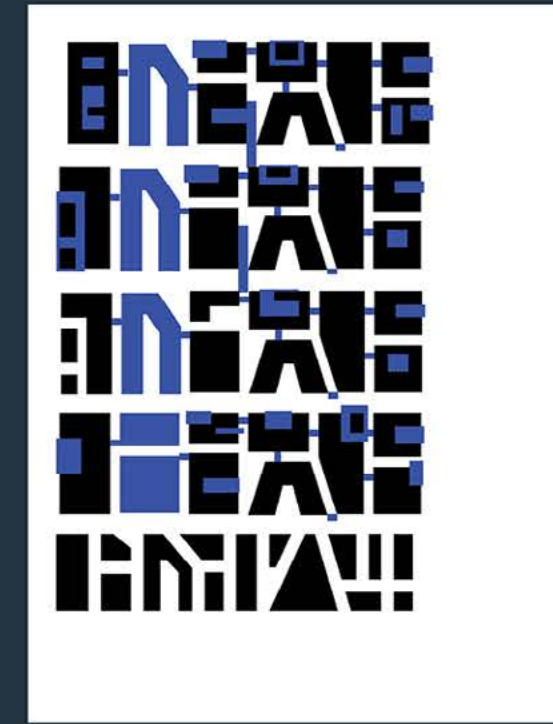
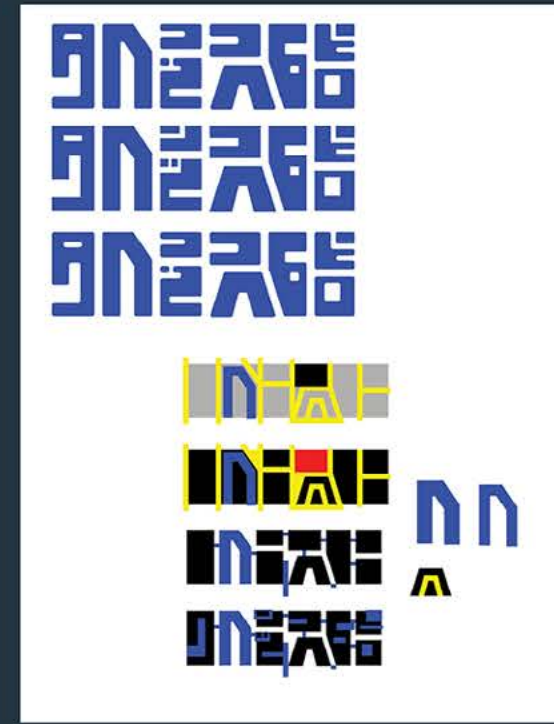


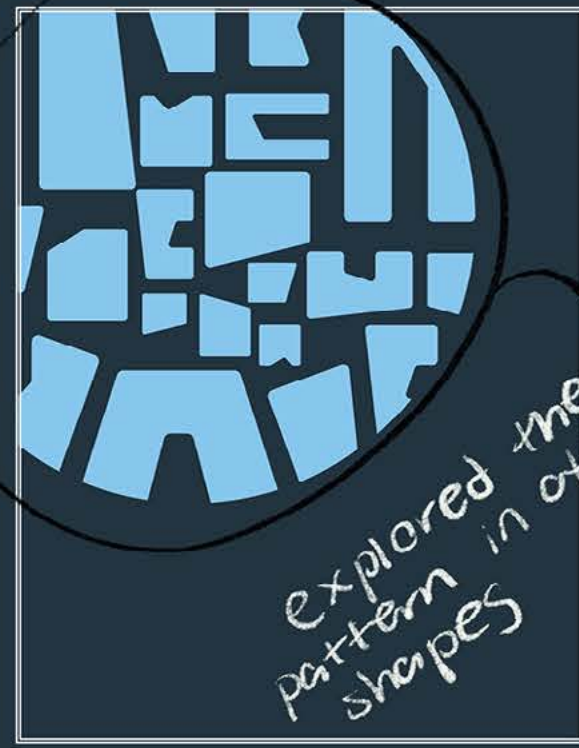
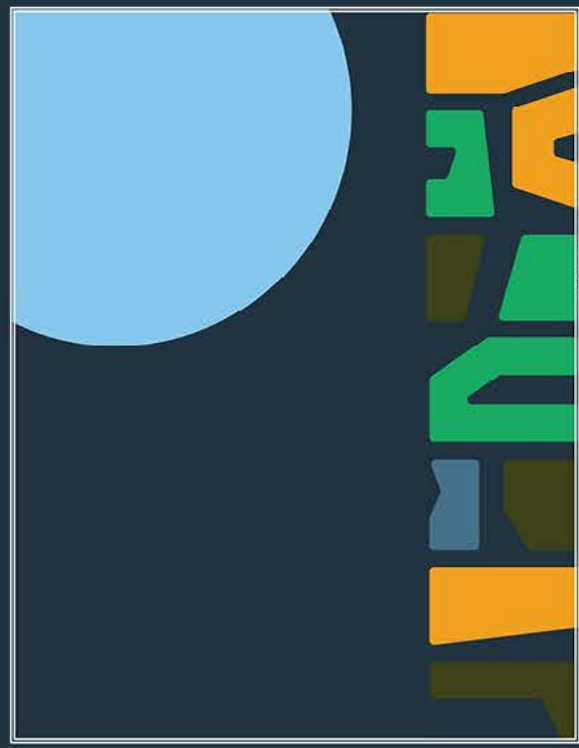
- used quite a bit of blues to reference the sandy and Columbia river

- used orange to provide a nice pop of color, and to reference the warm summer days

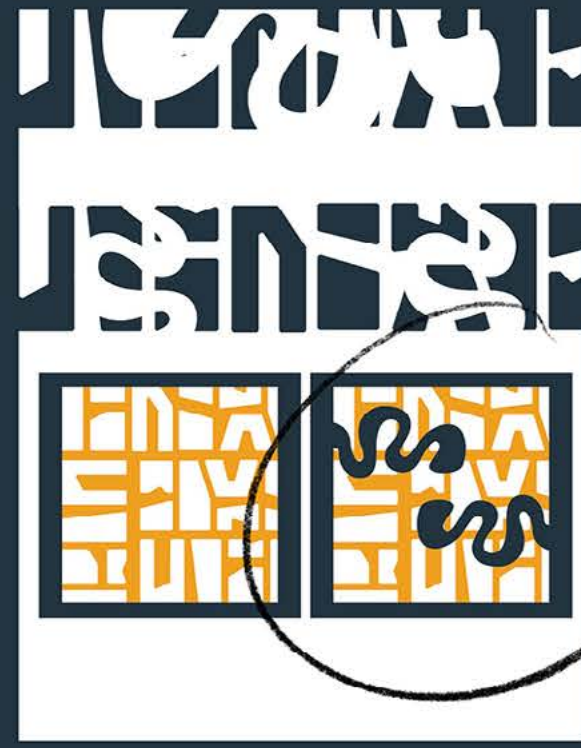
VISUAL THEME DEVELOPMENT

During the development stage of the visual theme, I tried to see how I could morph each of these themes. For the pattern I played with separating out all of the shapes, but found that it began to lose a lot of its structure. For the curved line, I originally had the shape a little more organic and irregular. When blown up this caused the shape to be overly prominent, which led me to simplifying it down to just a line.

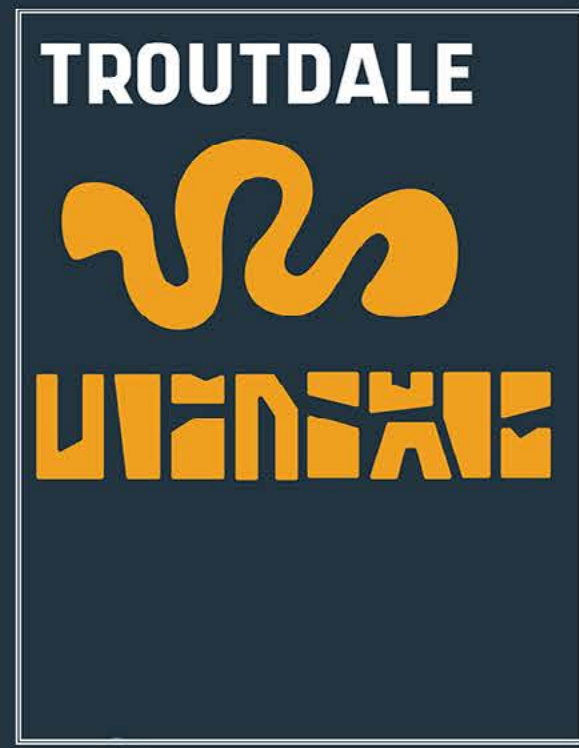




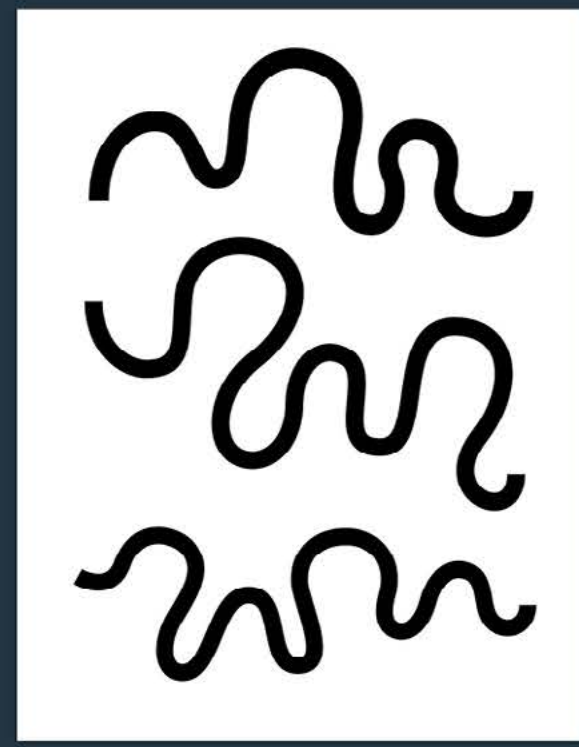
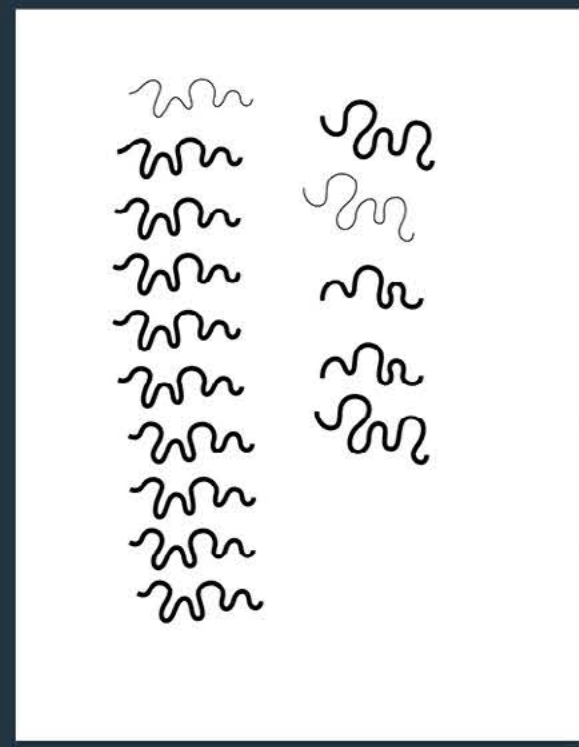
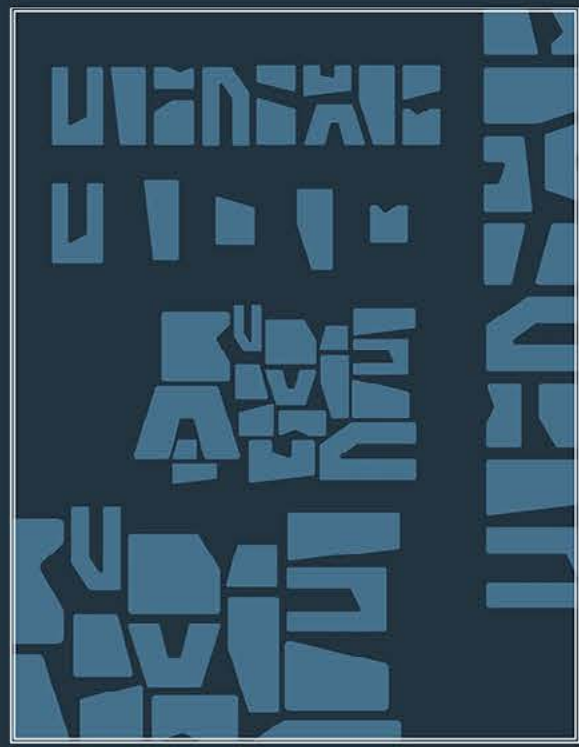
explored the pattern in other shapes



here I started to realize the highway curve had too much shape too it
↳ made it into a single stroke



played around with having the pattern shapes be able to separate, but it made the pattern lose a lot of its original structure



VISUAL THEME- PATTERN

The rock pattern was inspired by the rock surfaces I saw driving throughout the Gorge, and Troutdale. I felt that this pattern helped to give strength to the brand, and was overall very structured, yet semi-organic.

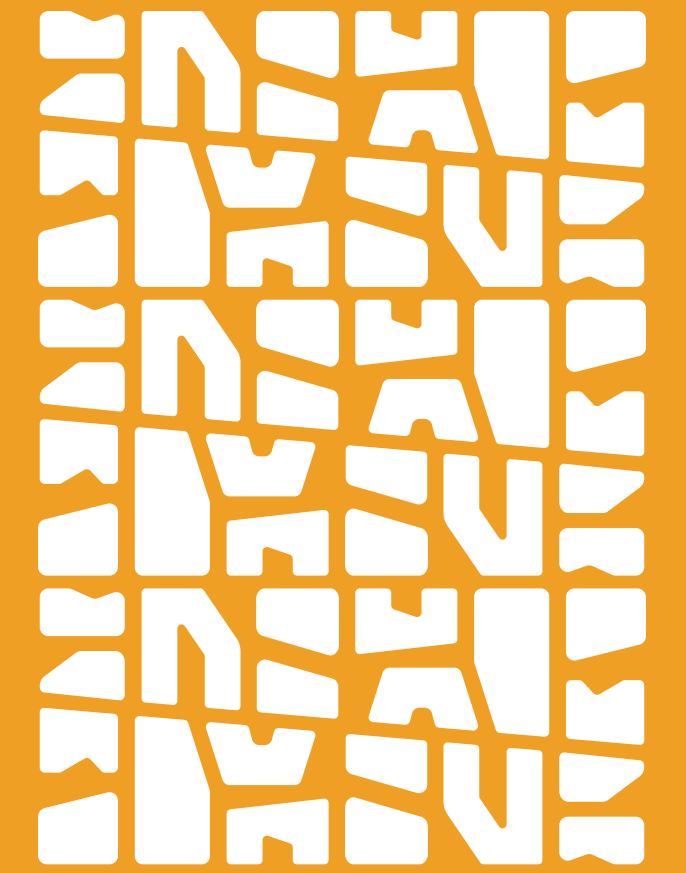
SKETCH DIRECTIONS



TIGHT ROUGH



FINAL THEME



VISUAL THEME- CURVED LINE

The curved line was inspired both by the curves of the Columbia River, and The Historic Columbia River Highway. I felt that the curve helped to show the natural aspects of Troutdale, while also acting as a useful tool for eyeflow. I could use this curve to direct the viewer to prominent pieces of information.

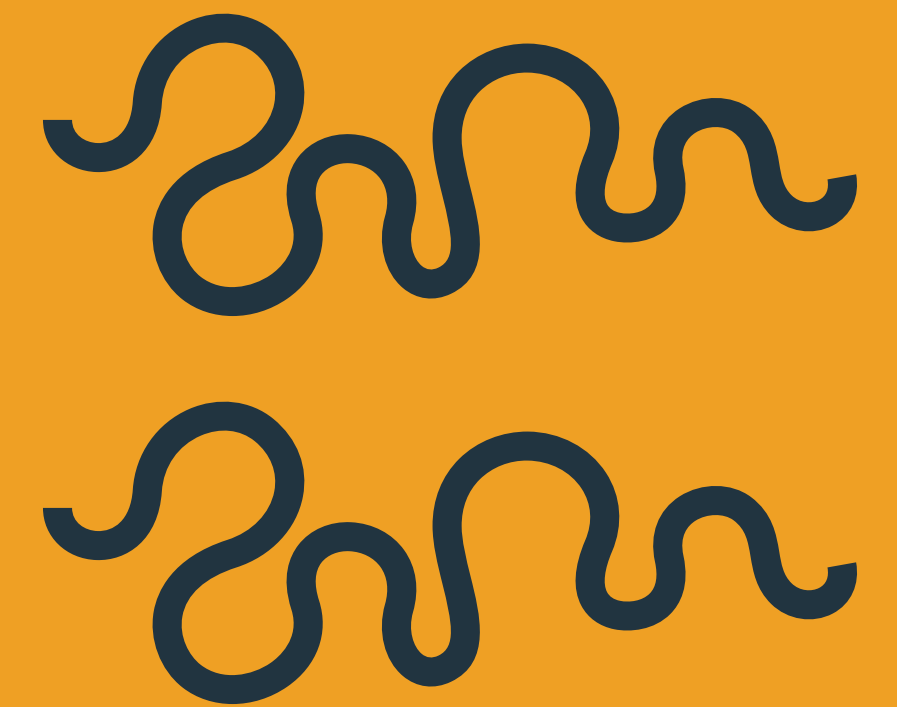
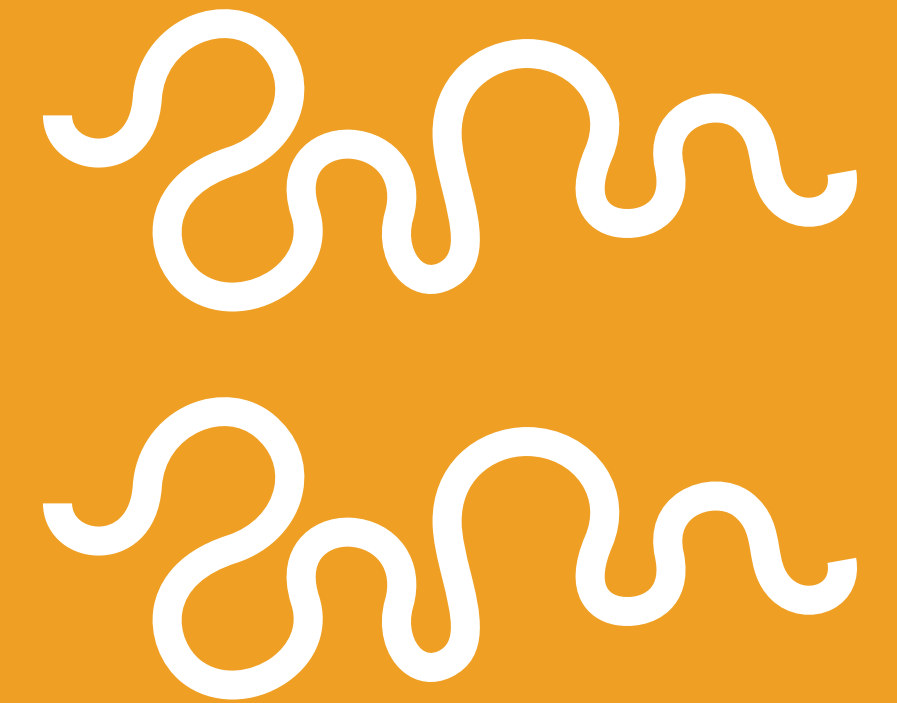
SKETCH DIRECTIONS



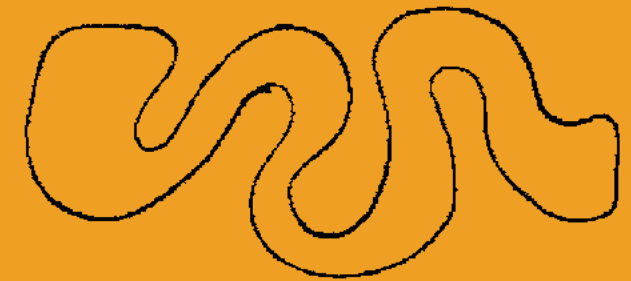
TIGHT ROUGHS



FINAL THEME



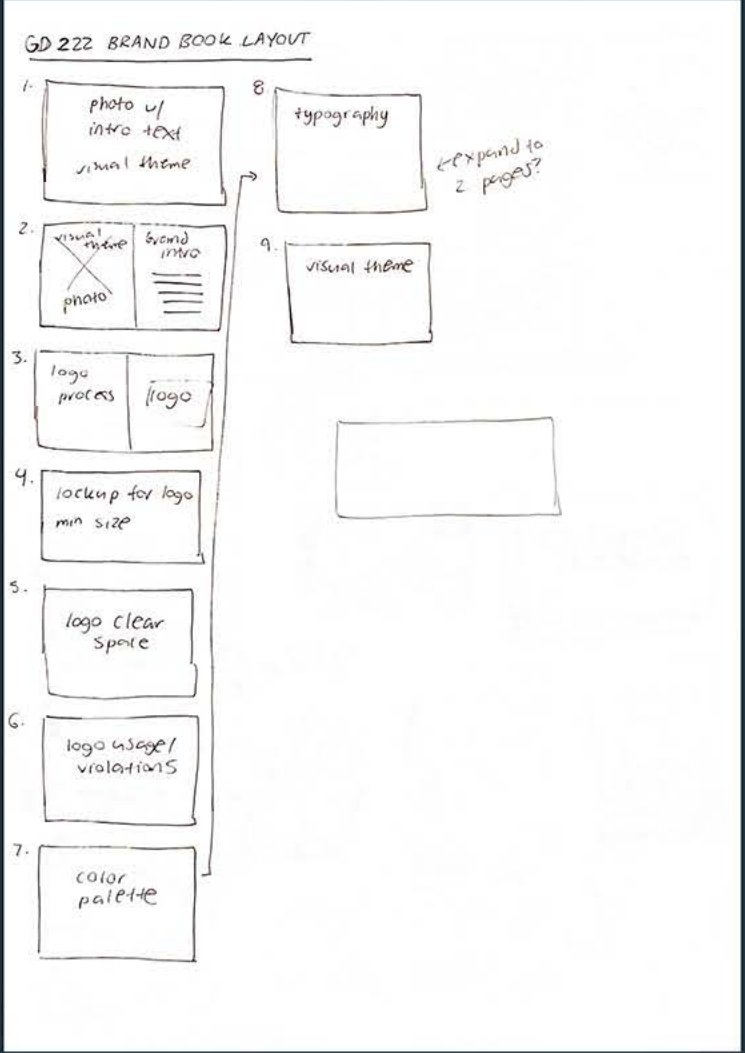
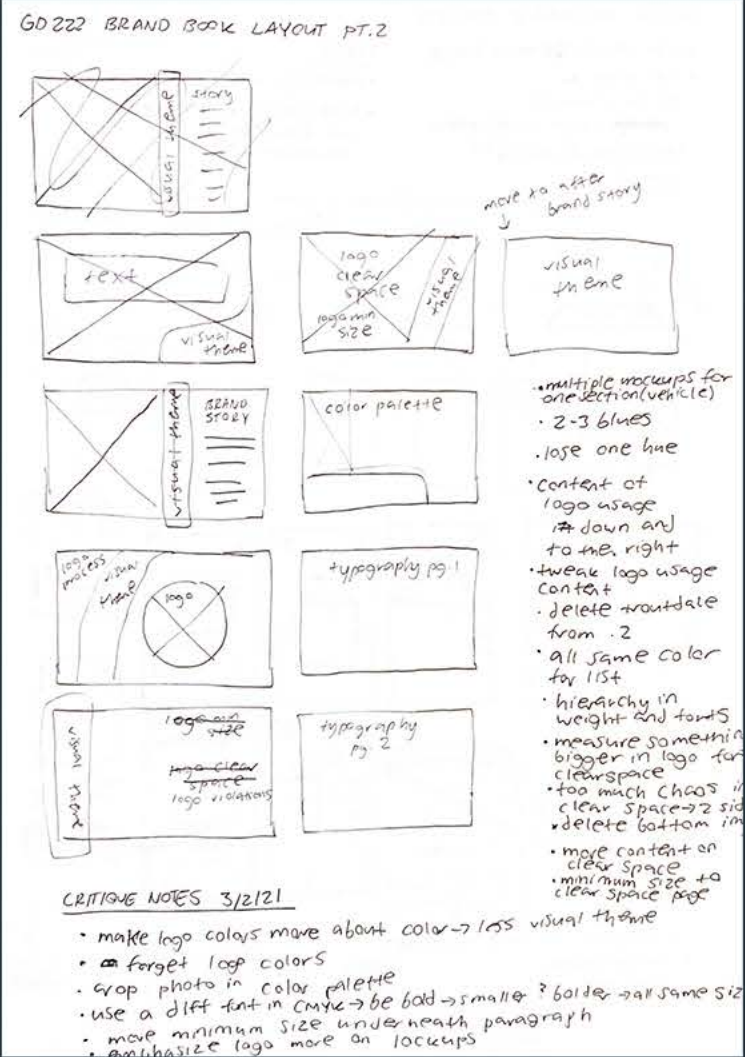
VISUAL THEME PROCESS



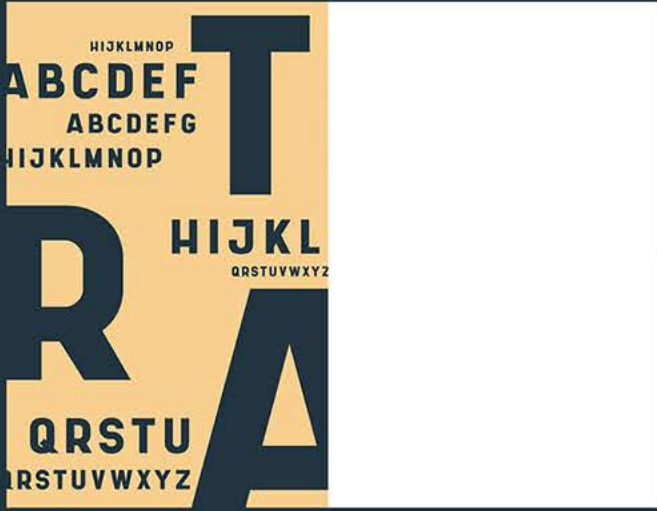
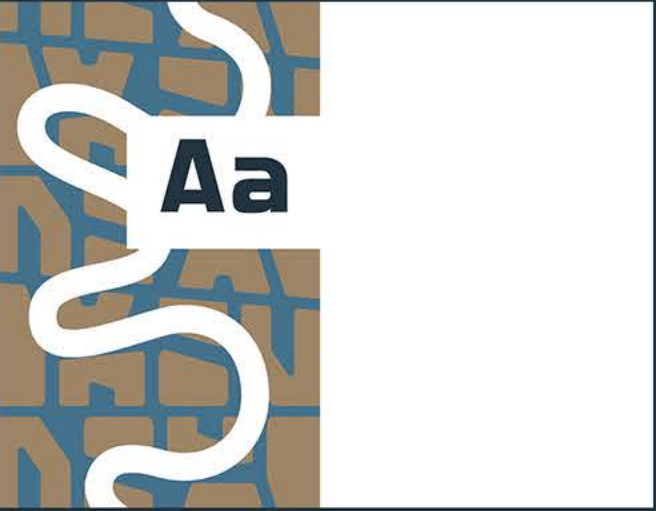
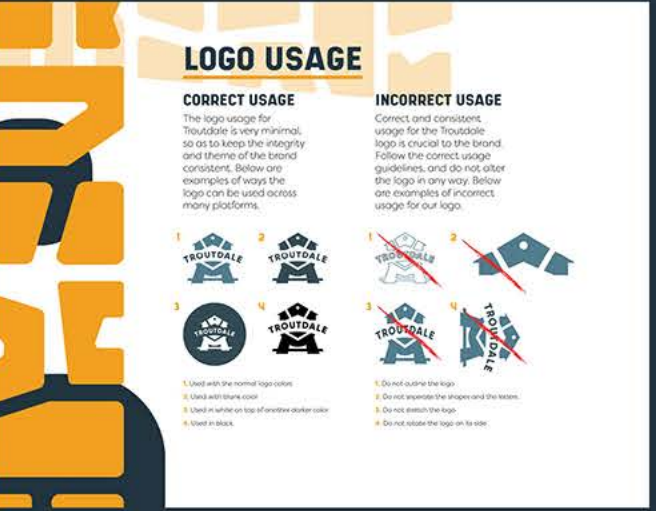
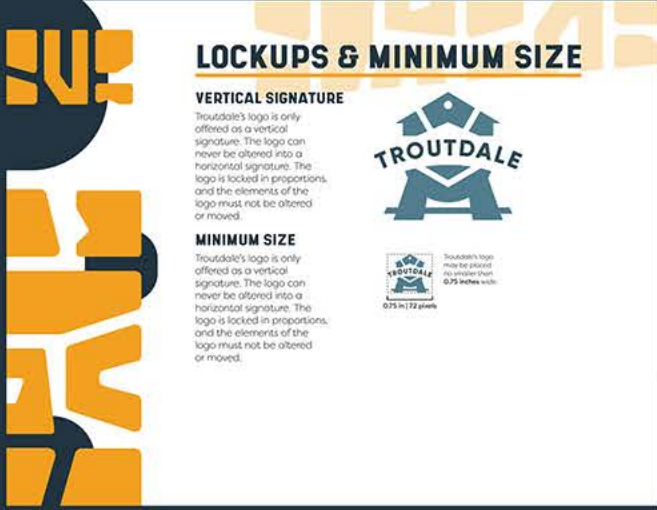
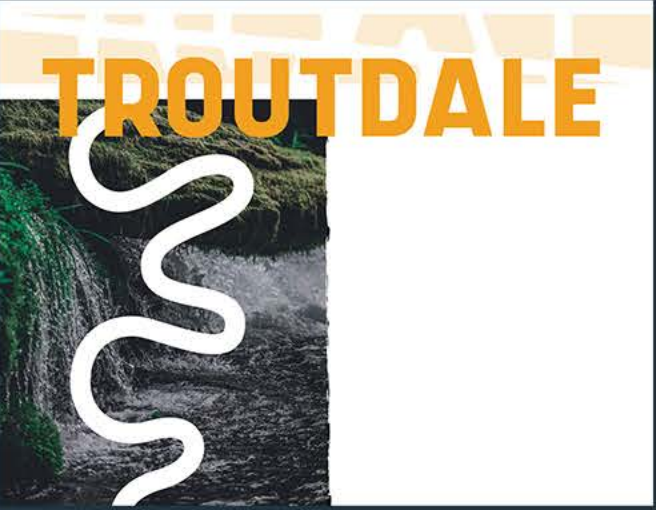
BRAND BOOK DEVELOPMENT

The brand book was one of the most prominent pieces of this project, because it was a way to fully showcase all that this brand encompassed. I wanted the layout to feel very open, and allow the visual theme to carry the viewer throughout the book.

SKETCHES



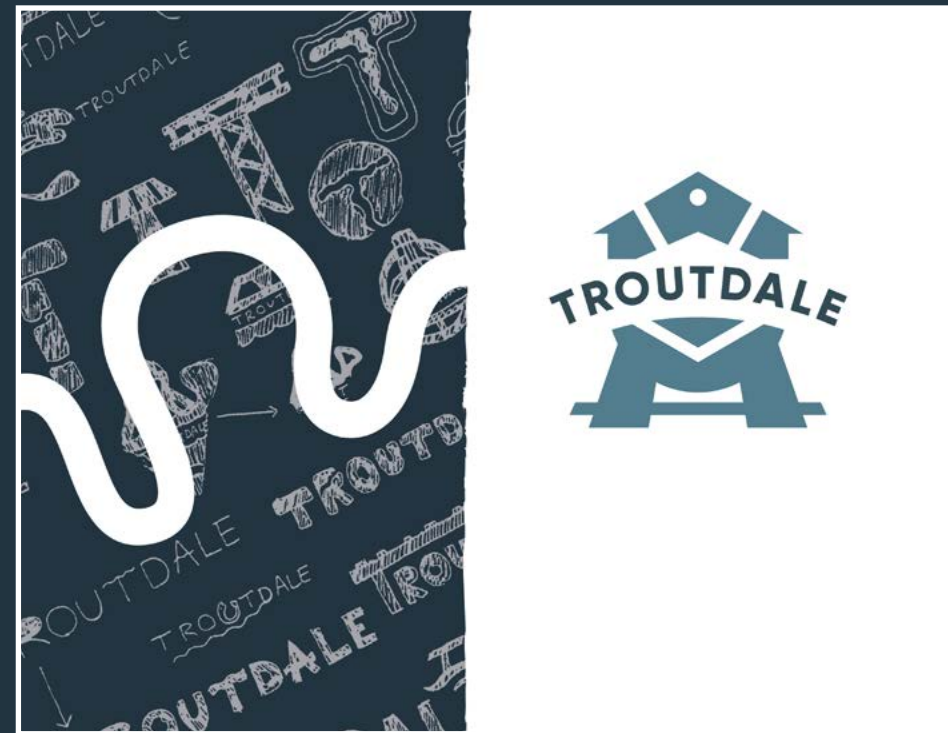
BRAND BOOK ITERATIONS



FINAL BRAND BOOK LAYOUT



TROUTDALE represents the rich nature of the Pacific Northwest, the strong will of steel, and the woven experience of the past, present and future.



CLEAR SPACE
When Troutdale's logo is used, the space around the logo cannot be less than the height of the T in the logo.

MINIMUM SIZE
Troutdale's logo may be placed no smaller than 0.75 inches wide.

LOGO USAGE
The logo usage for Troutdale is very minimal, so as to keep the integrity and theme of the brand consistent. Below are examples of ways the logo can be used across many platforms.

1. Used with the normal logo colors.
2. Used in a monochromatic theme, within the logo colors.
3. Used in white on top of another darker color.
4. Used in black.

LOGO VIOLATIONS
Correct and consistent usage for the Troutdale logo is crucial to the brand. Follow the correct usage guidelines, and do not alter the logo in any way. Below are examples of incorrect usages for Troutdale's logo.

1. Do not outline the logo.
2. Do not separate the shapes and the letters.
3. Do not stretch the logo.
4. Do not rotate the logo on its side.

COLOR PALETTE
Our colors are reflective of the rich and lush environment of Troutdale. These colors evoke a sense of wonder and adventure, while maintaining a calm and reflective state.

COLOR NAMES

- VISTA BLUE
- BALSAMROOT ORANGE
- TROUT BLUE
- MULTNOMAH BLUE

PRIMARY

C	78
M	49
Y	31
K	7

SECONDARY

C	85	C	43
M	67	M	0
Y	53	Y	0
K	51	K	7

VISUAL THEME
Our visual theme is reminiscent of the unique and natural environment of Troutdale. From the winding roads of **The Historic Columbia River Highway**, to the strong steel of the **Sandy River Bridge**, our visual theme encompasses an experience like no other. The theme can be used in a multitude of ways. There are no strict rules when it comes to combining elements of the theme together.

ELEMENTS

TYPOGRAPHY
SHRIMP is a strong and sturdy typeface, that is meant to reflect the bold and structured environment of Troutdale.

PRIMARY SHRIMP

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
0 1 2 3 4 5 6 7 8 9

TYPOGRAPHY
Filson Pro is a lighthearted and fluid typeface. This typeface represents the smooth curves of **The Historic Columbia River Highway**, and the organic nature of the surrounding area.

SECONDARY FILSON PRO

FILSON PRO LIGHT

A B C D E F a b c d e f
G H J K L M g h j k l m
N O P Q R S n o p q r s
T U V W X Y Z t u v w x y z

FILSON PRO REGULAR

A B C D E F a b c d e f
G H J K L M g h j k l m
N O P Q R S n o p q r s
T U V W X Y Z t u v w x y z

FILSON PRO BOLD

A B C D E F a b c d e f
G H J K L M g h j k l m
N O P Q R S n o p q r s
T U V W X Y Z t u v w x y z
0 1 2 3 4 5 6 7 8 9

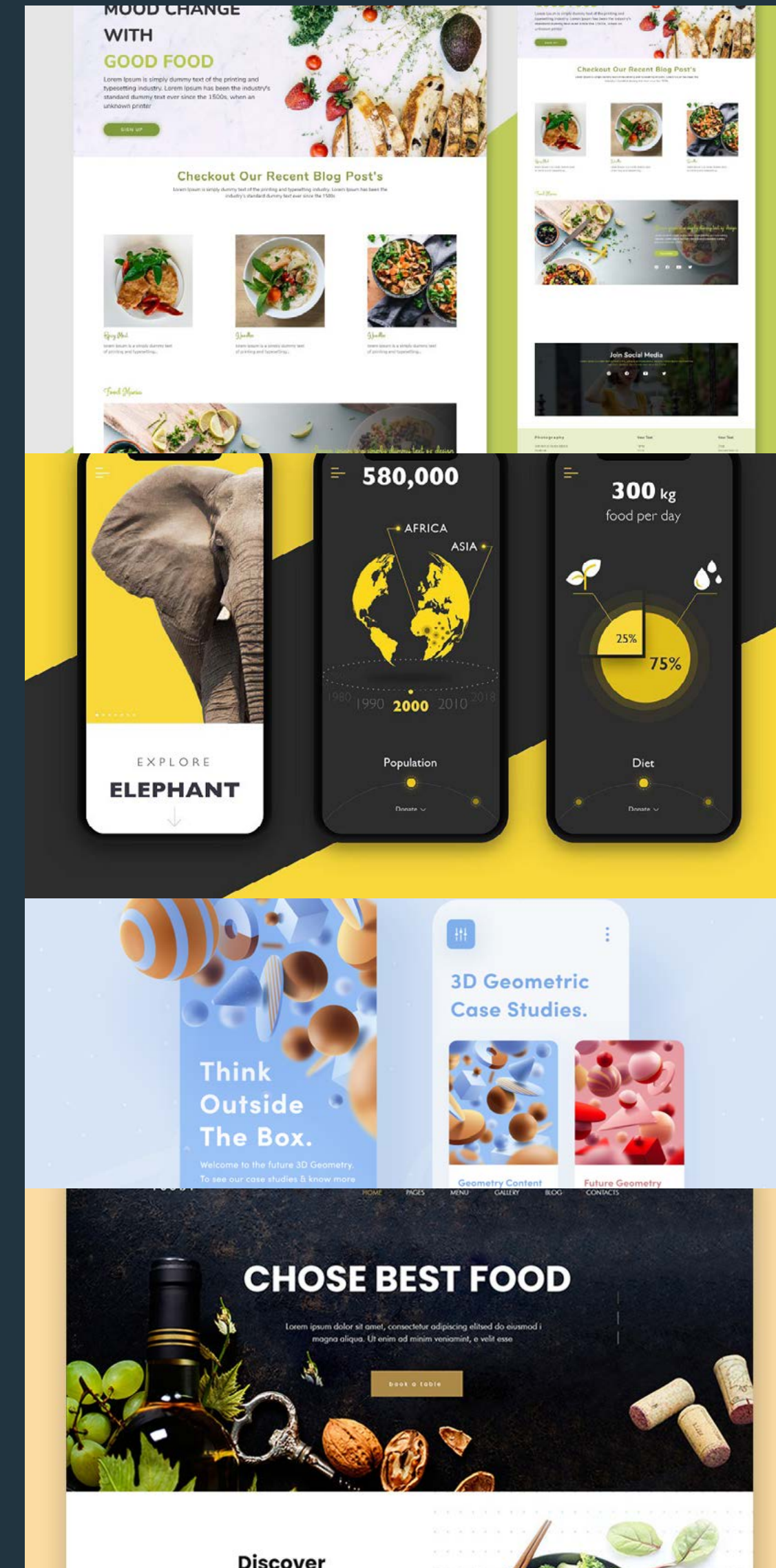
INTERFACE DEVELOPMENT

Once I had finalized my visual theme and brand book, I created an interface for an app. This helped me to visualize the brand in a different way. For the app I chose to make it about the town of Troutdale, and the attractions you can find there. This app was designed to make Troutdale more accessible, so that more people would be able to quickly see all that Troutdale has to offer.

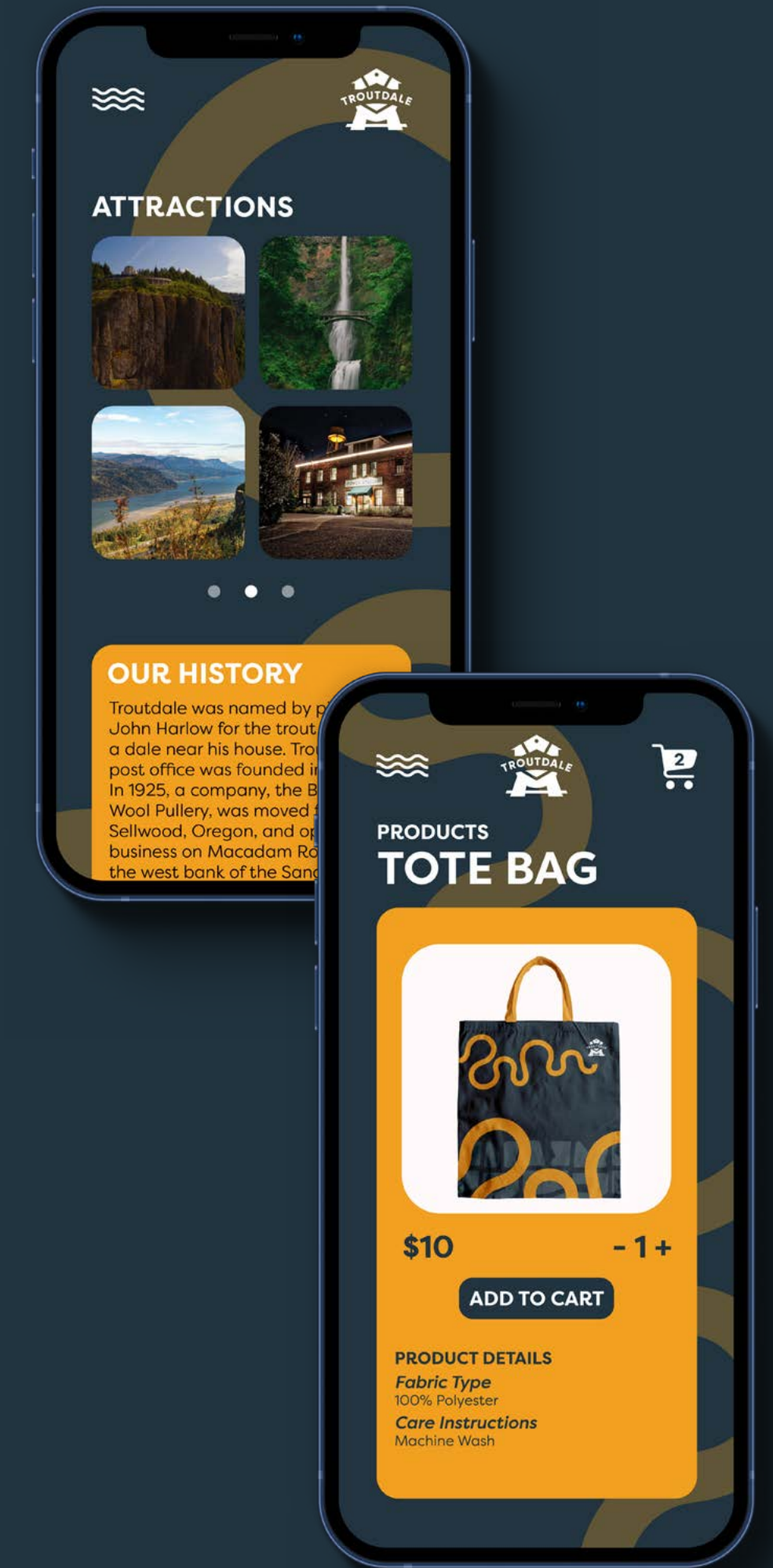
SKETCHES



IMAGE RESEARCH



FINAL DEVELOPMENT



TOTE BAG DEVELOPMENT

Since I wanted to brand Troutdale as a weekend getaway, I felt that a tote bag would be a good piece of merchandise for people to use while visiting Troutdale, and to use in their daily life. For the tote bag I initially focused on the pattern as the main focus, but then as I developed it more, I focused in on the curved line.

SKETCHES

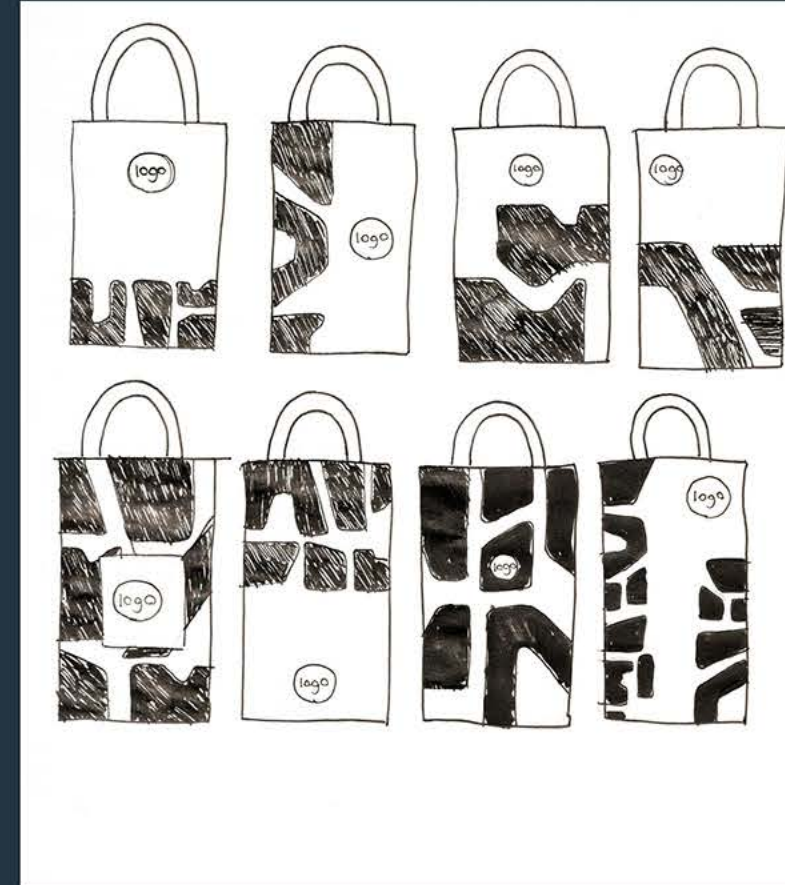
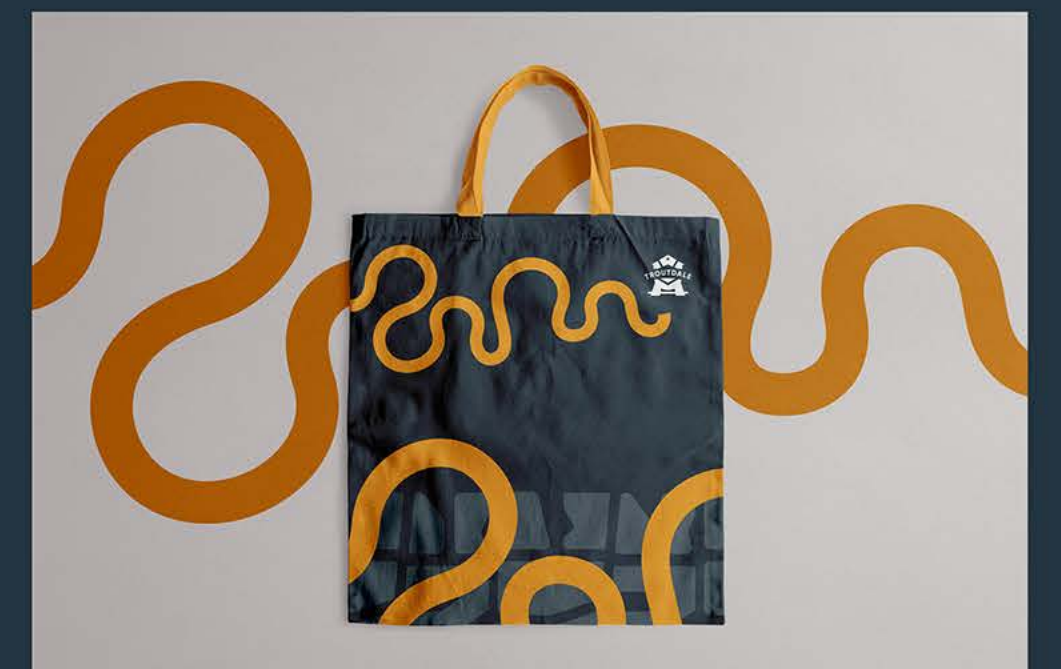


IMAGE RESEARCH



ITERATIONS



THANK YOU!

THANK YOU!

THANK YOU!

THANK YOU!

THANK YOU!

THANK YOU!