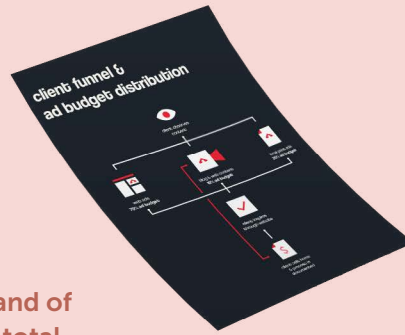


Real Estate Brand Identity

In March of 2018, I was asked to improve the brand of a local house-flipping company. This involved a total re-branding including a new name, logo, brand identity, and brand strategy. I presented three logo options to the client after we picked a new name and colors together. I then developed a brand identity and brand strategy based on the client's final logo choice. Finally, I delivered the identity and strategy documentation along with business card, letterhead, and logo designs.



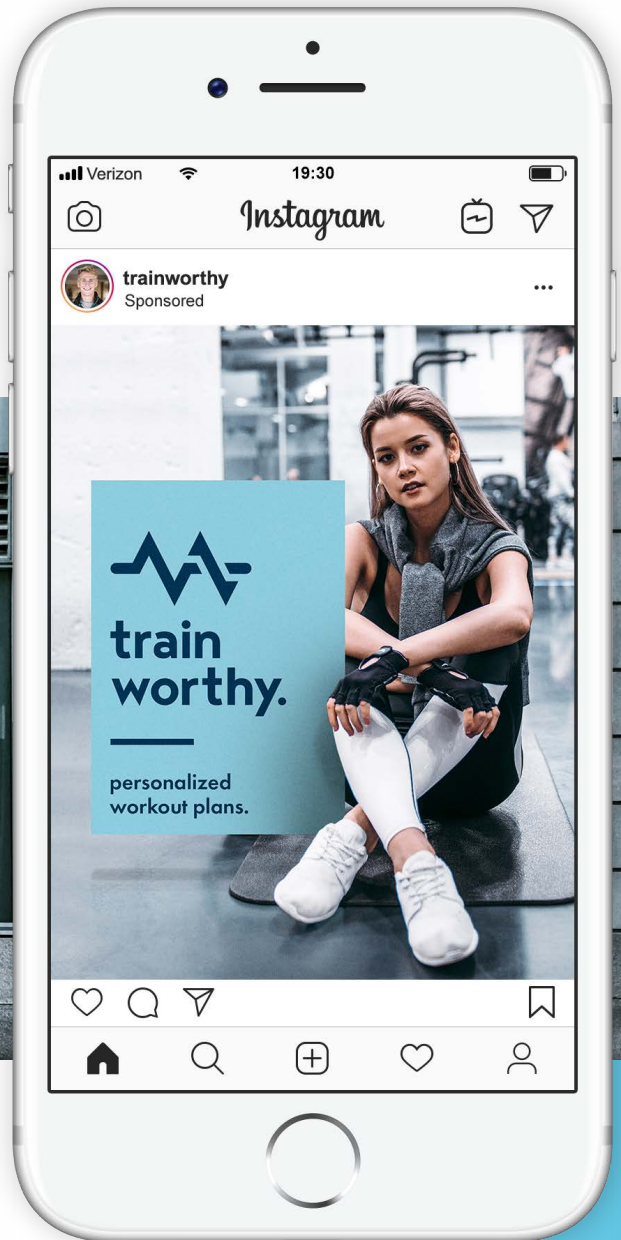
Dairy Logo & Packaging

In July of 2020, I worked with a small dairy farm in Vermont to launch their first retail milk line. My work was two-fold. First, I created a new logo for the brand, fusing heritage and modern styles. Second, I created a simple label that contained the client's copy while meeting all FDA and USDA requirements. My constraints: one color and one small panel.



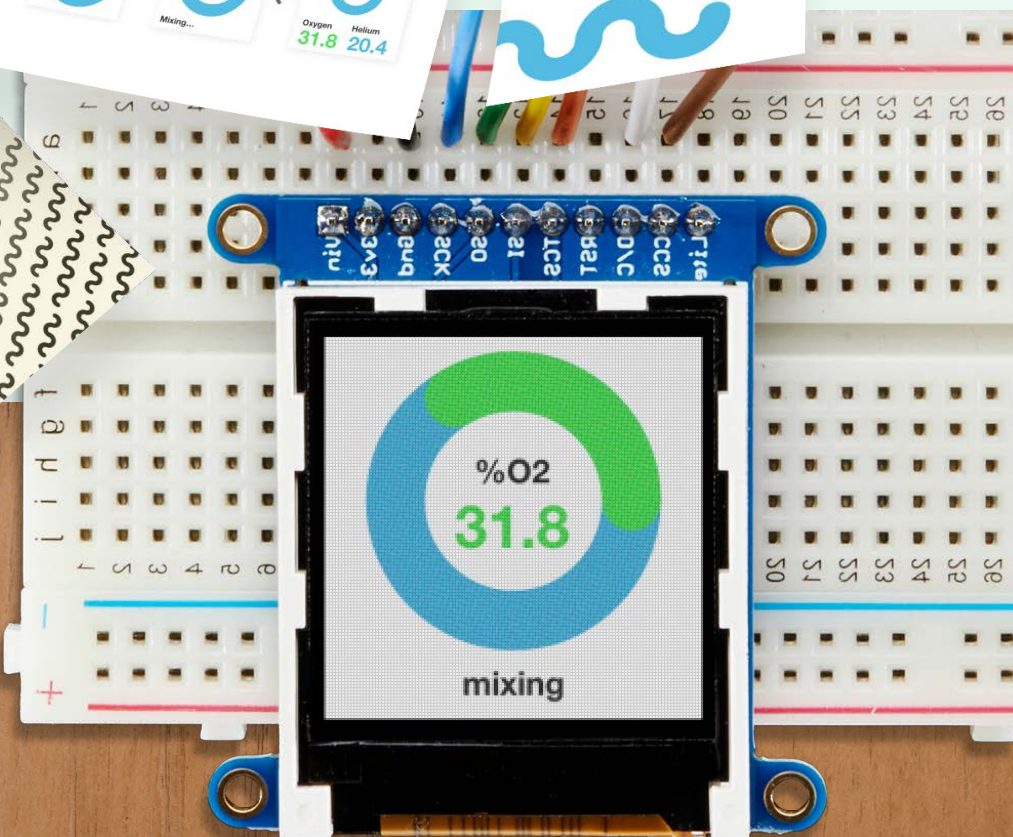
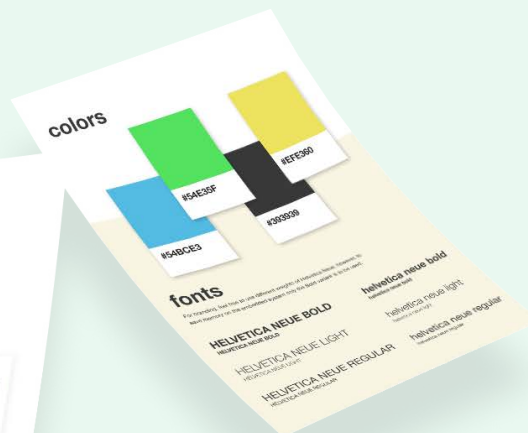
Fitness Brand Ad & Logo

In September of 2018, I was contracted to create a brand identity, logo, website, and Instagram ad for a startup fitness company called Trainworthy. Shown below is the client's final logo choice, the Instagram ad I designed, along with other mockups I presented to the client.



Prototype Product UI

In October of 2019, I was hired to create a prototype controller for a new and improved dive-gas mixer. My work involved writing embedded systems code, but also designing a user interface and brand identity to match. Below I show my iterative process used to create the UI within some pages from my brand identity document. I also show the tiny 1.5in display that was to be used in the final product.



Ads, Posters & Small Projects

Here's a small selection of small projects I've done throughout the years. I've chosen these four posters and this book cover because, although some of them aren't top-tier work, they have all been printed and used in the real world.

Thanks for your time and best wishes!

-Joel Peckham

