



STEPHANIE JOHNSON  
DESIGN PORTFOLIO

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## CHEN Z RESTAURANT

### BRAND IDENTITY AND COLLATERAL

Chen Z Noodle House Restaurant opened in 2014 and offers authentic and delicious-tasting Chinese cuisine in Austin, TX. Their convenient location and affordable prices make their restaurant a natural choice for take-out meals in the Austin community.

Chen Z has yet to establish a consistent branding system. What they have is either written by hand on whiteboards or poster boards or printed out using clip art and inconsistent typography. I was challenged to create a unified branding system for Chen Z, improve its brand recognition, and create an attractive menu design.





## CHEN Z MOODBOARD



1-INCH LOGO



**CHEN Z**  
NOODLE HOUSE



### APPETIZERS

EGG ROLL (PER ROLL) . . . . .	1.50
FRIED WONTON (PER WONTON) . . . . .	6.95
CHEESE CRAB PUFFS . . . . .	5.95
SPICY WONTON . . . . .	8.50
STEAMED DUMPLINGS (12) . . . . .	8.25
PAN FRIED DUMPLINGS (12) . . . . .	8.50
DUMPLINGS & SICHUAN SAUCE (12) . . . . .	9.50
PAN FRIED BUN . . . . .	9.50
FRIED BISCUITS (10) . . . . .	5.95
FRIED CHICKEN WINGS . . . . .	5.95
BBQ PORK BUNS . . . . .	7.95

### SOUP

WONTON . . . . .	2.50
EGG DROP . . . . .	2.50
HOT & SOUR . . . . .	2.50
GROUND BEEF . . . . .	8.95
SCALLOP & SHRIMP WITH TOFU . . . . .	9.25
CHICKEN WITH VEGETABLE . . . . .	8.95
CHICKEN CORN . . . . .	8.95



© PHOTO BY STEPHANIE JOHNSON

### RICE / EGG NOODLE SOUP

SICHUAN STYLE STEWED BEEF NOODLE . . . . .	8.95
STEWED BEEF NOODLE . . . . .	8.95
SPICY NOODLE WITH MEAT SAUCE . . . . .	8.95
SEAFOOD NOODLE SOUP . . . . .	9.25
HOUSE SPECIAL NOODLE SOUP . . . . .	9.25
STIR FRIED BEEF FLAT NOODLE . . . . .	9.95
HOUSE PAN FRIED NOODLE . . . . .	9.95
SINGAPORE STYLE FRIED RICE NOODLES . . . . .	9.95
GUANGDONG FRIED NOODLE . . . . .	9.95
BEEF STEW NOODLE . . . . .	9.25

### FRIED RICE

YANG CHOU . . . . .	9.95
SHRIMP, CHICKEN OR BEEF . . . . .	9.50
PORK . . . . .	8.25
BBQ PORK . . . . .	8.95
CURRY CHICKEN . . . . .	8.95
COMBINATION . . . . .	9.50
MIXED VEGETABLE (NO EGG) . . . . .	8.95

### SOFT NOODLES (WITH EGG)

COMBINATION SOFT NOODLE . . . . .	9.75
SEAFOOD SOFT NOODLE . . . . .	9.75
SHRIMP SOFT NOODLE . . . . .	9.75
BEEF SOFT NOODLE . . . . .	9.50
PORK SOFT NOODLE . . . . .	8.95
CHICKEN SOFT NOODLE . . . . .	8.95
BBQ PORK SOFT NOODLE . . . . .	8.95
MIXED VEGETABLE SOFT NOODLE . . . . .	9.50

### SIZZLING PLATTERS

BEEF . . . . .	12.95
SEAFOOD . . . . .	12.95
TOFU . . . . .	10.95
CHICKEN, BEEF, AND SHRIMP . . . . .	12.95

### VEGETABLE DISHES

DONG-PO TOFU . . . . .	8.95
HOMESTYLE TOFU . . . . .	8.95
MIXED VEGETABLE . . . . .	9.25
BOK CHOY WITH BLACK MUSHROOM . . . . .	9.25
EGGPLANT WITH HOT GARLIC SAUCE . . . . .	8.95
STIR FRIED CHINESE BOK CHOY . . . . .	8.95
CRISPY TOFU WITH HOT GARLIC SAUCE . . . . .	8.95
KONG-PO TOFU . . . . .	8.95
STIR FRIED GREEN BEANS . . . . .	8.95

### CHICKEN DISHES

HOUSE SPECIAL CRISPY SPICY . . . . .	10.25
KUNG PAO CHICKEN . . . . .	9.95
CASHW NUTS CHICKEN . . . . .	9.95
CHICKEN WITH HOT GARLIC SAUCE . . . . .	9.95
CHICKEN WITH BROCCOLI . . . . .	9.95
CHICKEN WITH MUSHROOM . . . . .	9.95
CHICKEN WITH VEGETABLE . . . . .	9.95
SESAME CHICKEN . . . . .	9.95
ORANGE CHICKEN . . . . .	9.95
GENERAL TSO'S CHICKEN . . . . .	9.95
JALAPEÑO CHICKEN . . . . .	9.95
CHICKEN WITH BLACK BEAN SAUCE . . . . .	9.95
CHICKEN WITH CURRY SAUCE . . . . .	9.95
SWEET & SOUR CHICKEN . . . . .	9.95
HUNAN CHICKEN . . . . .	9.95

### SEAFOOD DISHES

FISH WITH HOT BEAN SAUCE . . . . .	29.95
CRISPY SHRIMP . . . . .	13.95
SALT & PEPPER SHRIMP . . . . .	13.95
SEAFOOD DELIGHT . . . . .	12.95
SESAME SHRIMP . . . . .	13.95
KUNG PAO SHRIMP . . . . .	12.95
SALT & PEPPER SQUID . . . . .	12.95
SHRIMP WITH CASHEW NUTS . . . . .	12.95



© PHOTO BY STEPHANIE JOHNSON

### PORK / BEEF / LAMB

LAMB WITH HOT CUMIN . . . . .	13.95
STIR FRIED LAMB WITH ONIONS . . . . .	13.95
DOUBLE SAUTEED PORK . . . . .	11.95
SHREDDED PORK WITH PEKING SAUCE . . . . .	10.95
PORK INTESTINE WITH CHILI PEPPER . . . . .	11.95
SALT & PEPPER PORK CHOP . . . . .	11.95
STIR FRIED BEEF WITH ONION . . . . .	10.95
BOILED BEEF WITH SPICY SAUCE . . . . .	11.95
MONGOLIAN BEEF . . . . .	10.95
BEEF WITH BROCCOLI . . . . .	10.95
BEEF WITH GREEN BELL PEPPER . . . . .	10.95
ORANGE BEEF . . . . .	11.95
HUNAN BEEF . . . . .	10.95
SPICY BEEF SHANKS . . . . .	12.95

### BEVERAGES

THAI MILK TEA . . . . .	2.75
ICED MILK TEA . . . . .	2.25
HOT MILK TEA . . . . .	2.25
ICED BLACK COFFEE . . . . .	2.75
SODA . . . . .	1.50
ICED TEA . . . . .	1.50

© 2021 CHEN Z NOODIE HOUSE



Chen Z Restaurant







# DIONYSUS VINEYARDS

## BRAND IDENTITY AND PACKAGING

In this project, I take a mythological figure, Dionysus, and lean into his story in order to create a branded wine with three varieties.

The Dionysus Vineyards brand includes three wine variations and several touchpoint merchandise pieces. Foil overlays give the logo a rich, extravagant feel, while the swirling spiral invokes frivolity and his lighthearted spirit. Salut!





## SKETCHING OUT THE IDEAS

I dove deep into Greek mythology to create a compelling logo for Dionysus Vineyards.

Dionysus was known initially as the Greek god of fertility and later became known as the god of wine and pleasure. In line with this knowledge, I experimented with the symbols associated with a man and a woman and the delta symbol, the Greek symbol for D. I ultimately decided to combine the spirals on the ram horn (the animal associated with Dionysus) and the letter D (Latin alphabet.)





# HARRIET THE SPY

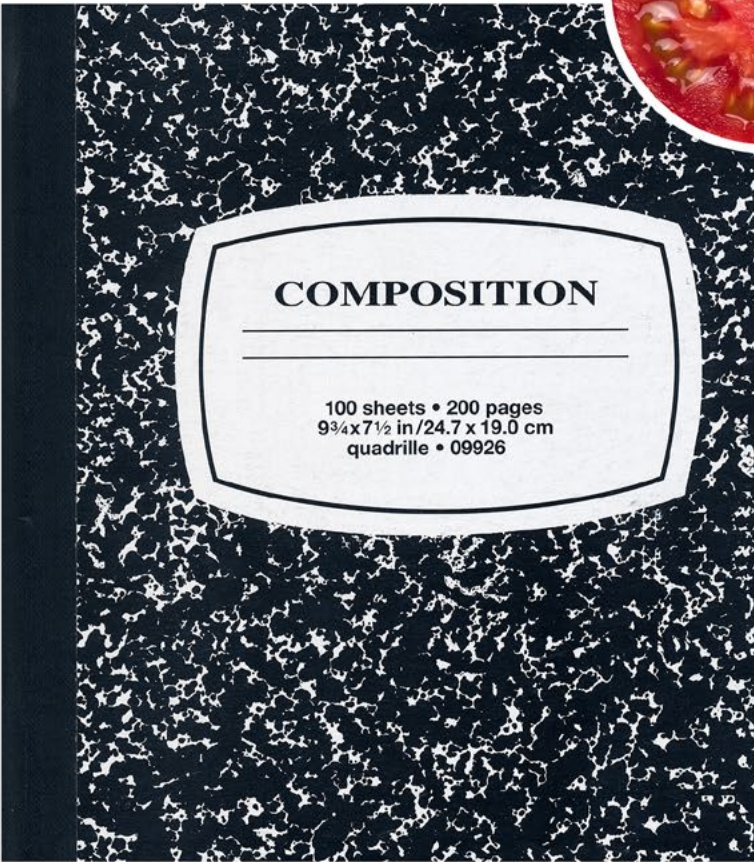
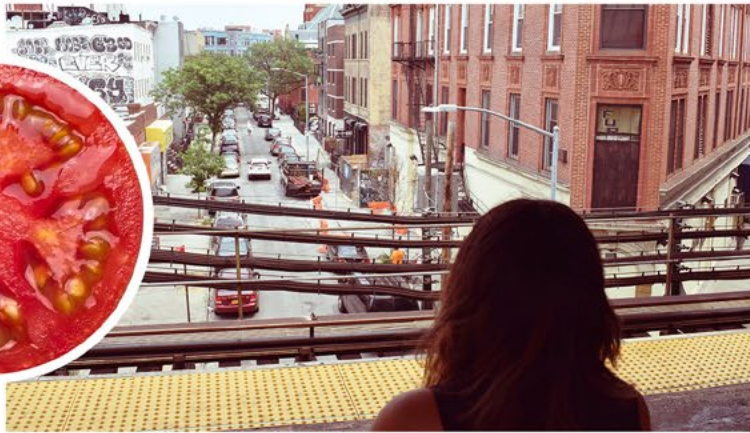
## BOOK COVER REDESIGN

One book: two different takes on creating the cover.

I took an illustrative approach on the cover featuring the ink bottle. In one scene in the story, the ink bottle plays a very important role and accurately represents a "spill" of resentment, so I exaggerated the spread of the liquid down the page.

In the cover with the tomato, I experimented with photography and image compilation. I promise it makes sense, as tomato sandwiches play a role throughout the book. The eye is automatically drawn to the bright red fruit against the darkened street.





# HARRIET THE SPY MOODBOARD



**"Sometimes you have to lie. But to yourself, you must always tell the truth."**

Louise Fitzhugh's brilliant story of HARRIET THE SPY draws cheers from some critics and groans from others. But the children took Harriet right to their hearts, and this book is now a best seller which seems destined for literary immortality.

As Louise told her publisher, children can handle adult issues. They are more grown-up than grown-ups think. She taught her readers that difference, nonconformity, and even subversion should be celebrated in young girls. These are the prerequisites for creativity.

*Louise Fitzhugh*

## Harriet the Spy

Harriet the Spy lives in a comfortable brownstone in the east eighties neighborhood in Manhattan. She is an only child who doesn't like many of the sixth graders in her class. Of course, there's Sport, the writer's son, and Janie, the incipient chemist. But Harriet can't stand Marion Hawthorne and her crowd.

Most of all, Harriet loves her nursemaid, Ole Golly... and a secret notebook which she fills with utterly honest jottings about her parents, her classmates, and her neighbors. Harriet is determined to grow up to be Harriet M. Welsch, the famous writer, and in order to get a head start on her career, she spends part of every day on her spy route "observing" and noting down, in her singular, caustic, comic way, everything of interest to her.

The first blow falls when Ole Golly leaves, the second when Harriet's schoolmates find and read her notebook. Their anger and retaliation, Harriet's unexpected responses, and the ingenious methods her teachers and parents use to help turn Harriet the Spy into Harriet M. Welsch, combine to make a touching and unusual story.



Harriet the Spy

# Harriet the SPY

*by Louise Fitzhugh*



ISBN 13: 978-0385276005  
ISBN 10: 0385276003  
PRINTED IN THE USA

PRICE  
US \$17.95  
UK £20.99

"Louise Fitzhugh remembered what it was like to grow up, and she wasn't afraid to write about it. She was one of the authors who most inspired me as a young writer and who continues to inspire me."  
*- Judy Blume*

"Harriet M. Welsch is one of the meanest heroines in juvenile literature. This novel is tour de force...intensely written, rich in dramatic vignettes and in warm breathing characters. Harriet suffers growth and change in the best tradition of literature's most anguished heroines. Harriet the Spy bursts with life."  
*- Library Journal*



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But to yourself, you must  
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Louise Fitzhugh's brilliant story of HARRIET THE SPY draws cheers from some critics and groans from others. But the children look Harriet right to their hearts, and this book is now a best seller which seems destined for literary immortality.

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Harriet the Spy

# Harriet the Spy



*Louise Fitzhugh*



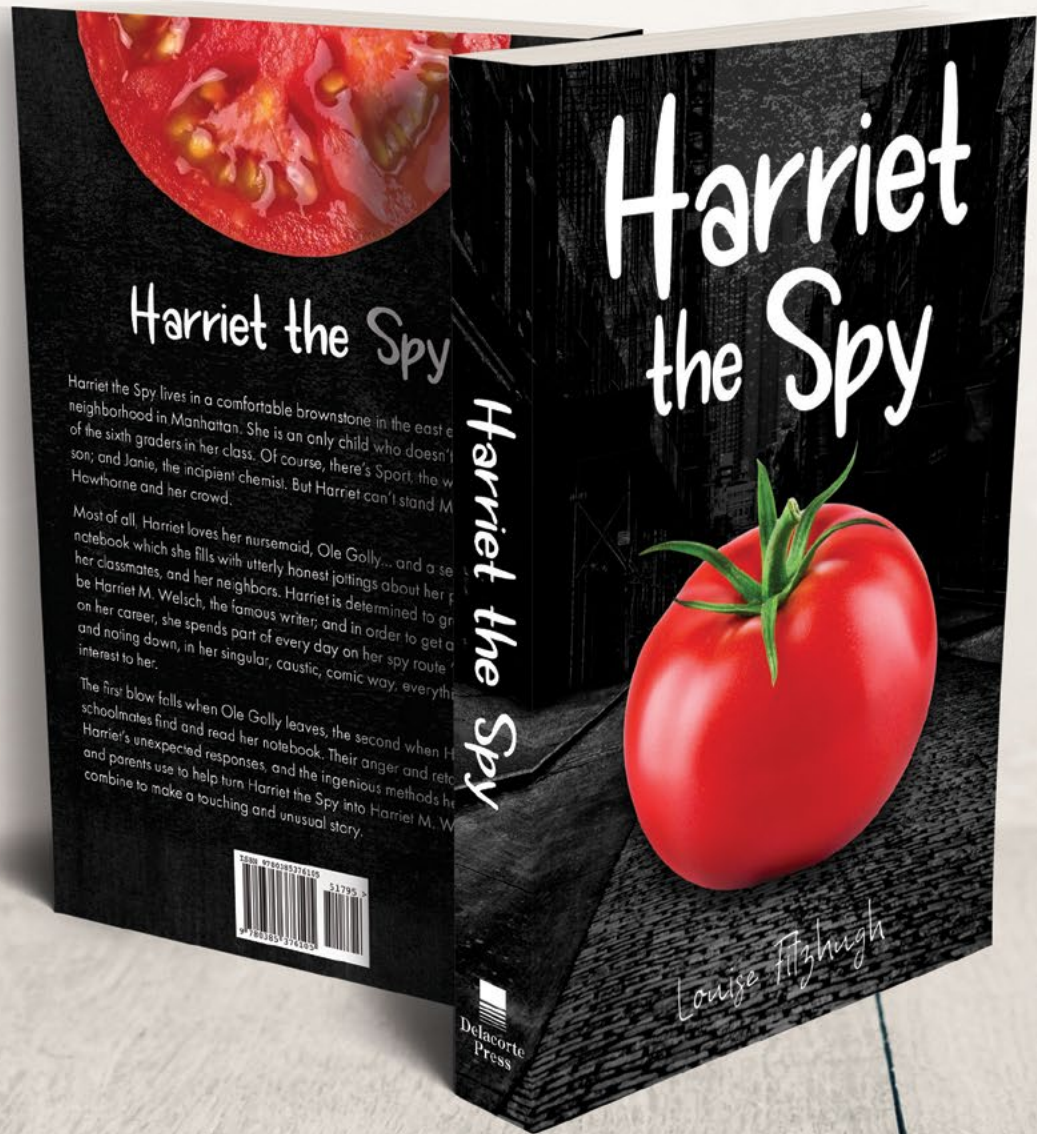
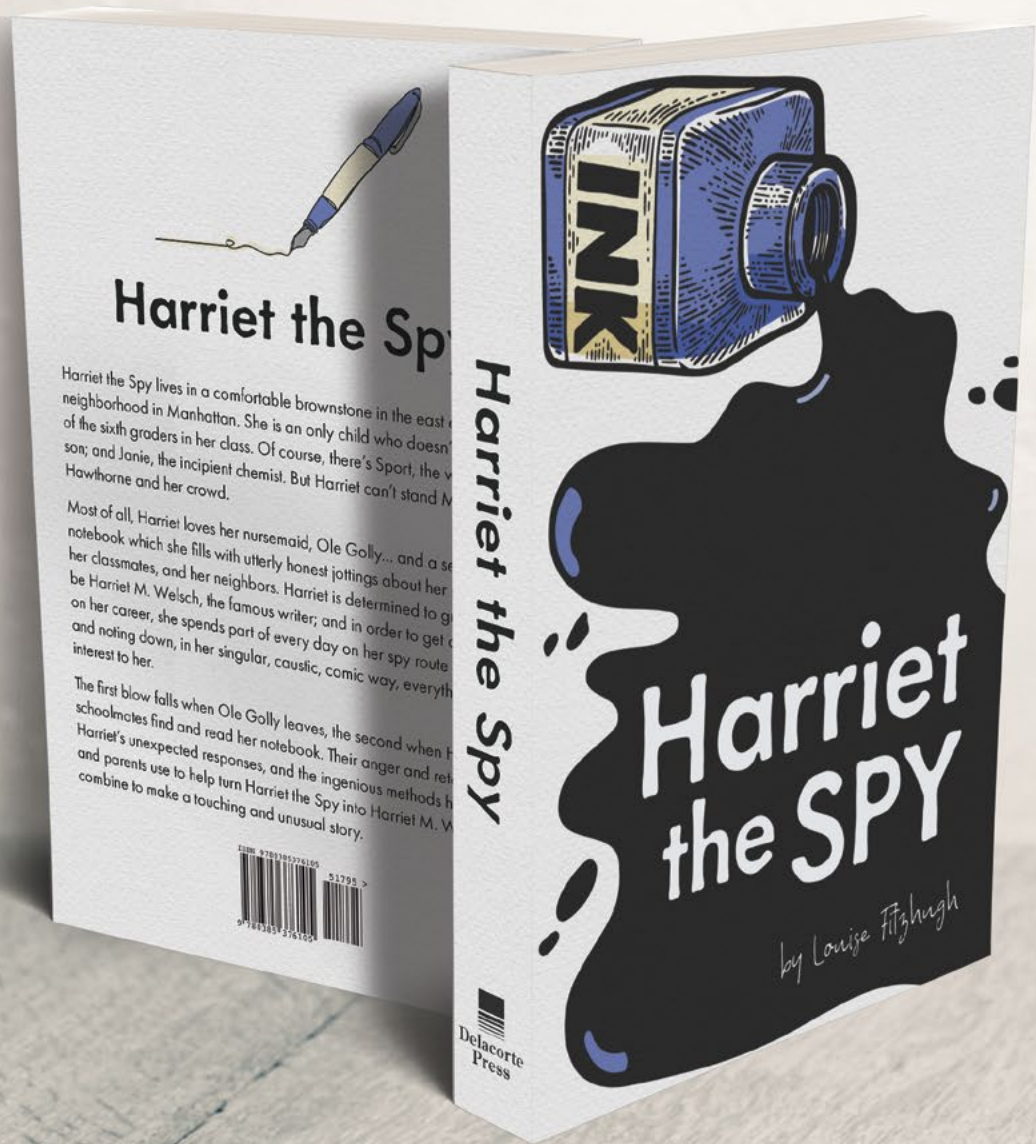
ISBN 0385-376105  
ISBN 10: 0385376105  
PRINTED IN THE USA

PRICE  
\$12.95  
HK 52009

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# DIAGON ALLEY ATX

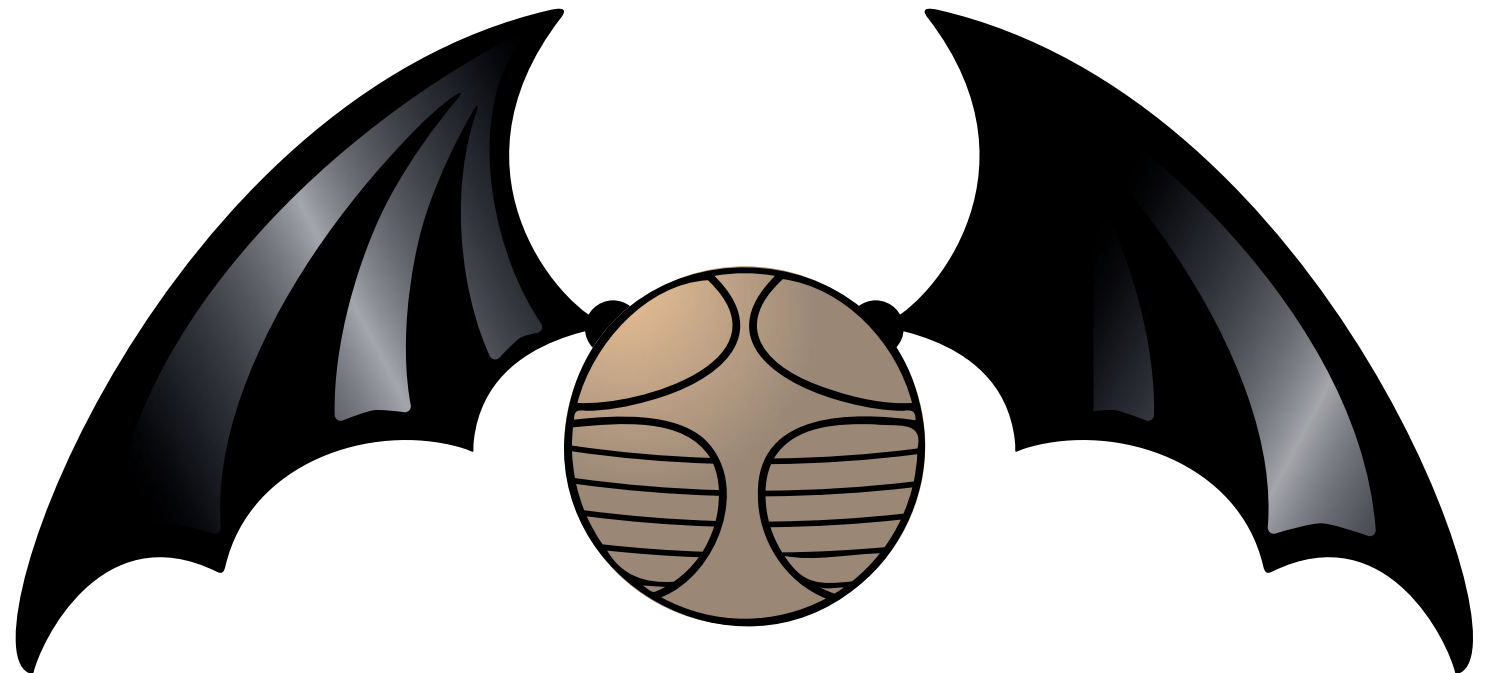
## BRAND IDENTITY & PRINT COLLATERAL

Once a year, magical wizardry transforms Joel Pace and Amanda Steele's home into scenes from the Harry Potter movie series. They construct each magically inspired sets by hand and the attention to detail is incredible. Fans have the opportunity to donate what they wish, and the collected funds benefit 3 charities - Zach Theatre, Foster Angels of Central Texas, and Variety, the Children's Charity of Texas.

I have the honor of being their graphic designer and have created their bat snitch logo and other supporting marketing materials.

For more information on Diagon Alley ATX, please visit their Facebook page:  
<https://www.facebook.com/DiagonAlleyATX>

NOTE: This is a not-for-profit project. The Bat Snitch is "transformative" and falls under Section 107 of the United States Copyright Act. The logo is limited to nonprofit educational use and is not used for commercial purposes. T-shirts and other items were used as gifts by and for the volunteers of this project. I did not receive compensation, and the nonprofit did not commercially benefit from these items.



# DIAGON ALLEY ATX

AN AUSTIN IMAGINATION FOUNDATION PROJECT

# DIAGON ALLEY ATX DESIGN STYLE GUIDE

## PRIMARY LOGO



## WHITE LOGO



## NO TAGLINE



## BAT SNITCH SYMBOL



## COLOR PALETTE



CMYK: 14, 25, 34, 35  
RGB: 154, 134, 118  
HEX: #9A8676



CMYK: 15, 30, 72, 0  
RGB: 217, 175, 98  
HEX: #D9AF62



CMYK: 40, 30, 30, 100  
RGB: 0, 1, 236  
HEX: #000104

## TYPOGRAPHY

### SARCASTICS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Circe Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## SOCIAL MEDIA ICONS



© 2022 DIAGON ALLEY ATX - AN AUSTIN IMAGINATION FOUNDATION PROJECT



# “UNICORN BLOOD”

BAGS CONTAINED  
FRUIT PUNCH &  
KIDS LOVED THEM!



October 31, 2019

# The DAILY PROPHET

★ THE WIZARD WORLD'S BUGUILING BROADSHEET OF CHOICE ★



Your donation to Foster Angels of Central Texas will help meet one of the many unfulfilled needs of children in foster care and will make a long-felt positive and supportive impact.  
<https://give.classy.org/factdonate>

## THE MISSION

The mission of Foster Angels of Central Texas is to improve the lives of children in foster care ensuring that each child has their basic needs met and providing life-enhancing opportunities whenever possible.



SINCE 2010, FOSTER ANGELS HAS SERVED MORE THAN 25,000 CHILDREN AND COUNTING.

## SPECIAL DELIVERY

## THE STORIES THAT MOVE US

Three-year-old Sarah has been through an unimaginable amount of trauma already in her life. Her foster mom is working really hard to work with Sarah to socialize her so she can make friends and be happy. All of her advocates think gymnastics would be a great thing to get Sarah involved in so that she can be independent while being a part of a team. However, the sign up fee for gymnastics near Sarah's foster home is \$150 per month. Fortunately, Foster Angels was able to cover her fees so she could get started in her gymnastics classes and start making new friends and learning new skills.

A group of four siblings all moved in with their aunt when they were removed from their parent's care because of abuse. While the kids were happy to be able to stay together in the care of someone they already knew, their aunt did not have four extra beds immediately ready when they unexpectedly came to live with her. As a quick fix, she got them air mattresses for the first few nights they were living with her, and when Foster Angels heard about their situation, we quickly got beds, mattresses and bedding for each child so that they could stay together and have their own safe and comfortable places to sleep at night.

FACEBOOK.COM/FOSTERANGELSCTX  
TWITTER @FOSTERANGELS





INSTAGRAM: @FOSTER\_ANGELS  
FOSTERANGELSCTX.ORG

**PROCLAMATION.**  
**EDUCATIONAL DECREE**  
 No. **20**

**ALL STUDENTS MUST MAINTAIN A SOCIAL DISTANCE OF 6 FEET or MORE!**



Violators will be **EXPELLED** Immediately!

As Referred to in Decree No. 157 of 2020, formerly known to be the Ministerial Management of Magical Mayhem Act No. 825/B & subject to Approval by The Very Important Members of Section M.L.Trx

**PROCLAMATION.**  
**EDUCATIONAL DECREE**  
 No. **33**



**ALL WIZARDS MUST APPLY SANITIZING POTION to hands prior to touching treat bags! WITHOUT EXCEPTION!**

As Referred to in Decree No. 157 of 2020, formerly known to be the Ministerial Management of Magical Mayhem Act No. 825/B & subject to Approval by The Very Important Members of Section M.L.Trx

**PROCLAMATION.**  
**EDUCATIONAL DECREE**  
 No. **25**

**ANY STUDENT CAUGHT NOT WEARING A MASK WHILE TRICK-OR-TREATING Will Serve DETENTION for THREE weeks!**

As Referred to in Decree No. 157 of 2020, formerly known to be the Ministerial Management of Magical Mayhem Act No. 825/B & subject to Approval by The Very Important Members of Section M.L.Trx

**THESE WERE POSTED AROUND DIAGON ALLEY TO KEEP VISITORS SAFE DURING THE HEIGHT OF THE PANDEMIC**

## YULE BALL TRANSITION

Joel and Amanda designed all new sets in the winter of 2021 and transitioned the Diagon Alley ATX walk-through experience to a walk-up experience. They built an incredibly detailed Hogwarts Castle and also created the Leaky Cauldron, which operates as a snack bar featuring tasty snacks from local businesses. The yard is adorned with pine trees, "snow," a light show that synched up to music, and plenty of holiday spirit.

I created this yard sign for distribution to other large holiday displays in Austin as a way to cross-market. Diagon Alley ATX - The Yule Ball Experience, will be open for visitors after Thanksgiving in 2022.



# SAN MARCOS, TX

## BRAND IDENTITY & PRINT COLLATERAL

San Marcos is a college town about 30 miles south of Austin, TX. The city mixes old-town charm with a fresh, natural setting. It's close enough to access a larger metropolitan area but far enough away to maintain its identity. It's a town bubbling with possibilities for growth and entrepreneurship.

This campaign targets adults in their 20s and 30s looking for less expensive housing and wanting to escape the Austin crowds. San Marcos looks and feels like change with a fresh, youthful vibe.



# San Marcos







The infusion of cultures and lifestyles in San Marcos brings a surprising range of flavors to the table. Soak up some local art while sipping your perfectly blended cup of joe. Grab an extreme burger before hitting the river, and wash it down with a beer from one of the local breweries in the area. Enjoy a freshly crafted dinner at a local restaurant then stroll the Downtown Square to catch live music or an adult beverage from a rooftop view.

From home-cooked treats and comfort food to international cuisine, and lunch on the go, you'll find just what your belly is looking for. Even your four-legged friends are welcome at many locations that have an outdoor patio or deck.

Find a full list restaurants and breweries, visit: [toursanmarcos.com/attractions](https://visitsanmarcos.com/attractions)

## Restaurants & Brewing

## Outdoor Adventures

The San Marcos River is fed by Edwards Aquifer. Specifically, the river is fed by hundreds of spring openings at the bottom of Spring Lake in the heart of San Marcos. With archaeological findings indicating the area around the springs to be one of the oldest continuously inhabited places in North America, we can speculate that people have been enjoying this beautiful blue-green water for some 12,000 years. The spring fed water stays a crisp, refreshing 72 degrees and can be enjoyed year-round. Grab a tube for a relaxing float or rent a kayak, stand-up paddle, or snorkel for an unforgettable SMTX experience. Rather stay on dry land? Home to more than 1,200 acres of scenic natural area, there are plenty of trails to choose from for adventurers of all skill levels.

Find a full list at: [toursanmarcos.com/attractions](https://toursanmarcos.com/attractions)



Arts and culture are entwined in the spirit of San Marcos. From larger than life mermaid statues to mini murals, you will be charmed and delighted by the eclectic local art scene.

Fresh fruits, veggies and other treasures can be found at the Farmer's Market every Saturday on the Downtown Square. Catch a concert in the San Marcos Plaza park every Thursday all summer long during San Marcos' Summer in the Park series. Art Squared Arts Market, held on 2nd Saturdays from March-December, brings the best local artists together in one place. You'll find great art of all kinds, live music, free kids' arts and crafts booth, live art demonstrations and more.

For full list of arts & cultural events: [visitsanmarcos.com/events](https://visitsanmarcos.com/events)

## Events & Culture

# San Marcos



Stay a day or a lifetime!  
[visitsanmarcos.com](https://visitsanmarcos.com)





**San Marcos**

*Stay a day or a lifetime!*  
visitsanmarcos.com

**Mermaids? In San Marcos?**

The mermaid might seem like an unlikely mascot for San Marcos, but she actually has long history as a symbol of San Marcos. It goes back a roadside attraction called Mermaid Springs, the only amusement park in Texas that had an underwater theater.

The Meadows Center owned by Texas A&M University, offers visitors the chance to go on one of its five glass-bottomed boats, with individual tours on five new kayaks with glass floors. New generations of kayakers explore the 100 crystalline depths—formed by 100 artesian springs—and crowds gather for the mythical mermaid through various activities held throughout the year.

view 10 beautiful mermaid sculptures throughout the city on the Mermaid Trail, a Public Art Project by the San Marcos Arts Commission.

**SAN MARCOS**  
TEXAS  
29°52'46"N | 97°56'20"W

*Stay a day or a Lifetime!*



San Marcos Convention & Visitor Bureau  
617 IH 35 North  
San Marcos, TX 78666  
(512) 393-5930

*Stay a day or a lifetime!*  
visitsanmarcos.com







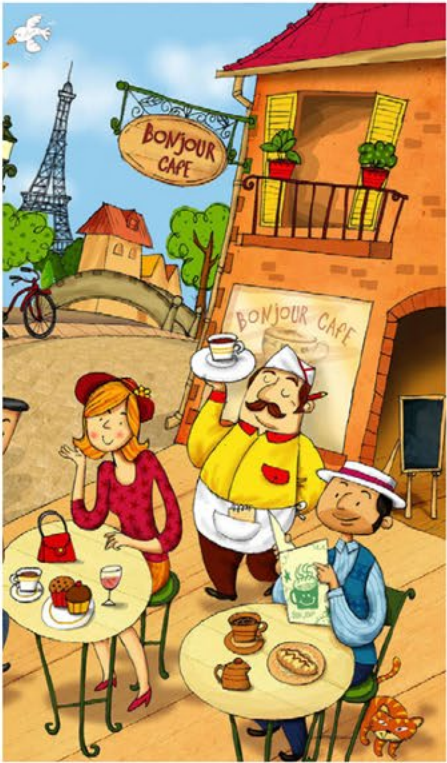
## SOFT CROISSANTS

### PACKAGE DESIGN

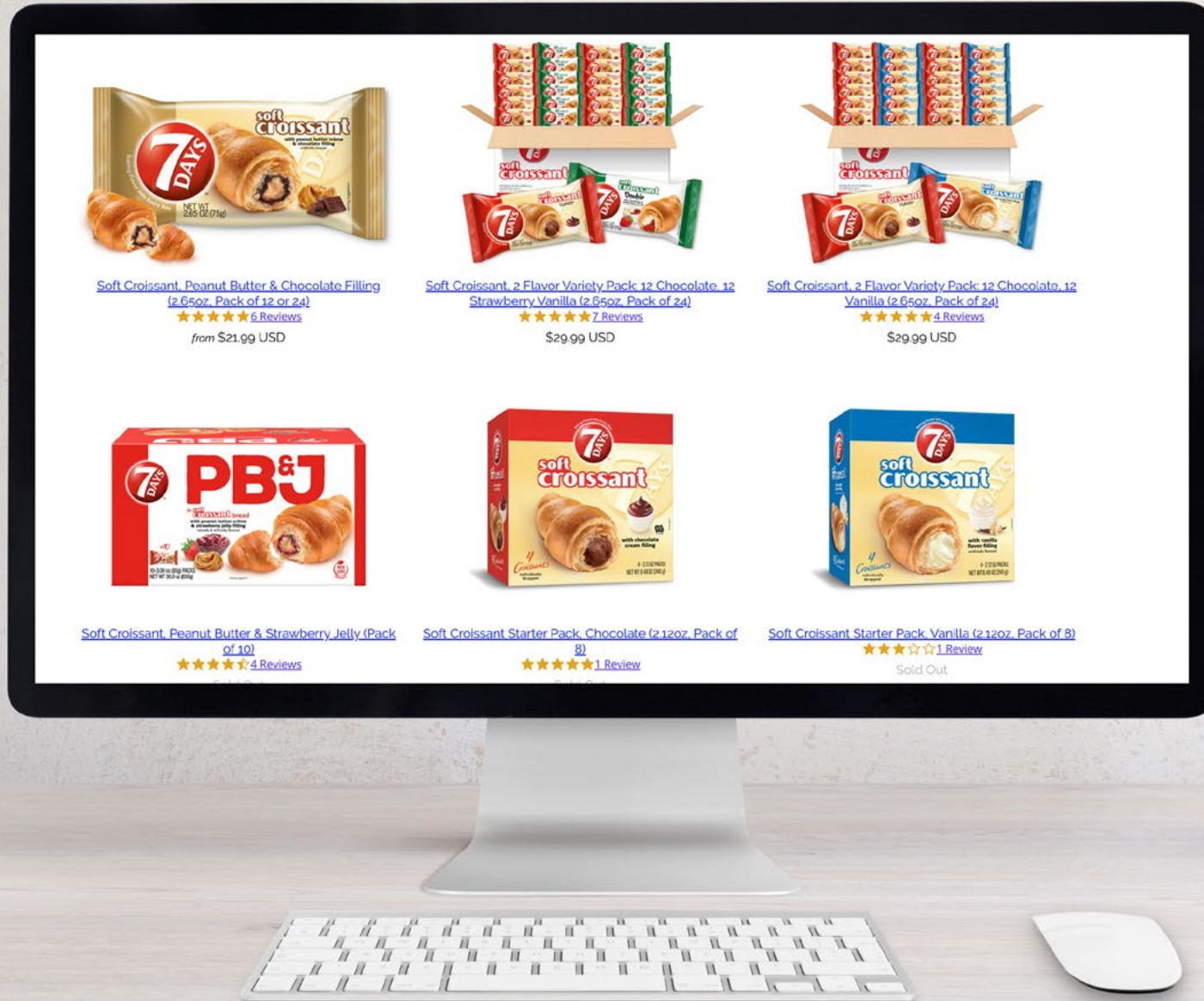
The goal for this project was to take an existing product and redesign the packaging. I chose the most hideous, awful, unsightly product on the grocery store's snack shelves. It makes sense to show the product inside the box, but I knew there had to be a more attractive way to show it.

I leaned into a subtle nod to the croissant's French heritage with a friendly script font paired with a chunky serif font and chose colors that pair well with the flavors. Attractive imagery of the contents invites the consumer to open the box and warm up a morning treat. The results have me wanting to buy a box!





## SOFT CROISSANTS MOODBOARD



# ORIGINAL SOFT CROISSANTS PACKAGING

BEST BY: NOV 11 2023

Seven Days  
BAKERY



cherry cheesecake  
croissants

Seven Days  
BAKERY



Soft  
Croissants

cherry cheesecake

4 Individually  
Wrapped Packages

4 12 OZ Packs  
NET WT 8.48 OZ (240g)

cherry cheesecake

Microwave for  
10 seconds for  
the best flavor!

Soft  
Croissants

Seven Days  
BAKERY



Soft  
Croissants

cherry cheesecake

4 Individually  
Wrapped Packages

4 12 OZ Packs  
NET WT 8.48 OZ (240g)



8 16374 02076 2

**Nutrition Facts**

4 servings per container	
<b>Serving size</b>	<b>1 piece (60g)</b>
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>270</b>
<small>% Daily Value*</small>	
<b>Total Fat</b> 17g	22%
Saturated Fat 8g	40%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 100mg	4%
<b>Total Carbohydrate</b> 25g	9%
Dietary Fiber 1g	4%
Total Sugars 10g	
includes 9g Added Sugars	18%
<b>Protein</b> 4g	8%
Vitamin D 0mcg	0%
Calcium 26mg	2%
Iron 1.08mg	6%
Potassium 94mg	2%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**CROISSANT WITH CHERRY AND CHEESE FILLING.**  
**INGREDIENTS:** DOUGH: WHEAT FLOUR, VEGETABLE OILS (PALM OIL, SUNFLOWER OIL), WATER, SUGAR, GLUCOSE-FRUCTOSE SYRUP, YEAST, SALT, MONO- AND DIGLYCERIDES OF FATTY ACIDS, VANILLIN ARTIFICIAL FLAVOR, CITRIC ACID, CALCIUM PROPIONATE, POTASSIUM SORBATE (PRESERVATIVE), CHERRY CREAM CHEESE FILLING: SUGAR, PALM OIL, DRIED CHERRIES, NONFAT DRY MILK, CREAM CHEESE, ETHYL ALCOHOL, POLYGLYCERIDE ESTERS OF FATTY ACIDS, VANILLIN ARTIFICIAL FLAVOR, SODIUM ALGINATE, POTASSIUM SORBATE (PRESERVATIVE)

**CONTAINS: WHEAT, MILK, MAY CONTAIN: EGGS, PEANUTS, HAZELNUTS, ALMONDS, PISTACHIOS, PECAN NUTS, SESAME, CELERY.**

STORE IN A COOL AND DRY PLACE. **EXP 11/2023**

**THE DIELINE**





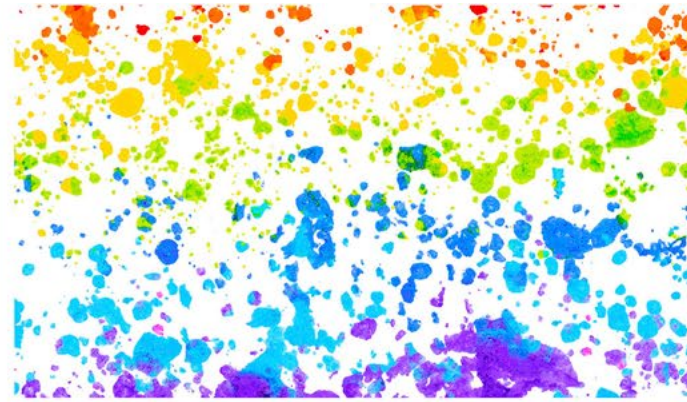
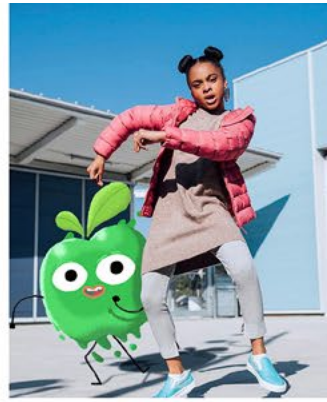
# HELLA SMOOTHIE

## PACKAGE DESIGN

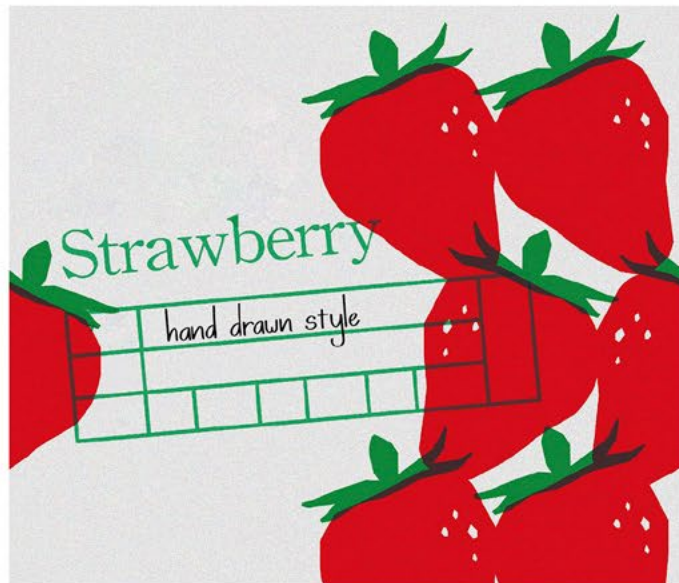
The project: Design a system of packaging for a high-end bottled beverage to be sold in gourmet food stores such as Whole Foods Market, Trader Joe's or Central Market implementing a system that is flexible enough to accommodate more than one flavor.

In a sea of "healthy" juices and smoothies, Hella Smoothie offers an alternative choice with their crazy, delicious flavor combinations. The high sugar content makes them more of a treat than a nutritional boost - hence the playful tagline of "smoothies with questionable health benefits."





hella smoothie



HELLA SMOOTHIE



HELLA SMOOTHIE MOODBOARD

# the ELVIS

chocolate peanut butter banana



# oh! CAPT

blueberry captain crunch vanilla



# kale YEAH

strawberry chocolate kale



# beez NEEZ

blackberry lemon honey





beez  
**NEE**  
 blackberry lemon hon  
  
**hella  
 smoothie**  
 12 FL OZ (355 mL)

**kale**  
**YEAH**  
 strawberry chocolate kale  
  
**hella  
 smoothie**  
 12 FL OZ (355 mL)

oh!  
**HAPTIVIS**  
 otain crunch vanilla  
  
**hella  
 smoothie**  
 OZ (355 mL)

le  
**VIS**  
 butter banana  
  
**la  
 thie**  
 55 mL)



AWESOME TASTE!  
QUESTIONABLE HEALTH BENEFITS

**Nutrition Facts**

1 servings per container  
Serving size 12 FL OZ (855ml)

Amount Per Serving  
**Calories 320**

	% Daily Value*
Total Fat 7g	9%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 50mg	2%
Total Carbohydrate 53g	19%
Dietary Fiber 10g	36%
Total Sugars 38g	
Includes 20g Added Sugars	40%
Protein 15g	30%
Vitamin D 3mcg	15%
Calcium 187mg	15%
Iron 0mg	0%
Potassium 693mg	15%
Vitamin A	15%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: WHOLE MILK GREEK YOGURT, SUGAR, BLACKBERRY PUREE, LEMON JUICE, HONEY



**hella smoothie**

AWESOME TASTE!  
QUESTIONABLE HEALTH BENEFITS

**Nutrition Facts**

1 servings per container  
Serving size 12 FL OZ (855ml)

Amount Per Serving  
**Calories 350**

	% Daily Value*
Total Fat 12g	15%
Saturated Fat 7g	35%
Trans Fat 0g	
Cholesterol 35mg	12%
Sodium 170mg	7%
Total Carbohydrate 42g	15%
Dietary Fiber 2g	7%
Total Sugars 13g	
Includes 20g Added Sugars	40%
Protein 17g	34%
Vitamin D 3mcg	15%
Calcium 187mg	15%
Iron 1mg	6%
Potassium 693mg	15%
Vitamin A	220%
Vitamin C	140%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: WHOLE MILK, COCAO POWDER, SUGAR, STRAWBERRY PUREE, KALE, VANILLA



**hella smoothie**

oh!  
**OPTIVIS**

tain crunch vanilla butter banana



**hella smoothie**

12 FL OZ (355 mL)

**hella smoothie**  
12 FL OZ (355 mL)



**hella  
smoothie**

**Nutrition Facts**  
1 servings per container  
Serving size 12 FL OZ (855ml)

Amount Per Serving	Calories	350
% Daily Value*		
Total Fat 12g		15%
Saturated Fat 7g		35%
Trans Fat 0g		
Cholesterol 25mg		12%
Sodium 170mg		7%
Total Carbohydrate 42g		15%
Dietary Fiber 2g		7%
Total Sugars 13g		
Includes 20g Added Sugars		40%
Protein 17g		34%
Vitamin D 3mcg		15%
Calcium 187mg		15%
Iron 1mg		15%
Potassium 653mg		6%
Vitamin A		15%
Vitamin C		220%
		140%

\*The % Daily Value (DV) tells you how much nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

INGREDIENTS: WHOLE MILK, COCOA POWDER, SUGAR, STRAWBERRY PUREE, KALE, VANILLA



Our whole milk and yogurt based smoothies will rock your world with delightfully sweet flavor combinations.

We source our vanilla from Mexico, our chocolate from Belgium, and our produce and honey from our home base in Austin, TX.

These flavors combine for **awesome taste** ... with questionable health benefits.

Created with love  
in Austin, TX

**kale**

**ale**

**le**

**hella  
smoothie**

strawberry chocolate kale

Can we get a kale yeah!?

6 - 12 FL OZ (355 mL)  
BOTTLES

# EMIL'S KITCHEN

## BRAND IDENTITY AND CATALOG DESIGN

The story you are about to read is entirely a product of my imagination.

The Story:

Monsieur Emil Poulet, a (nearly) famous French chef with 25 years of experience, owns and operates several 5-star restaurants featuring his incredible, delicious French cuisine. He developed a line of bakeware, dinnerware, kitchen gadgets, grilling paraphernalia, and cutlery to showcase his craft.

Emil understands the market is full of competitors but feels that his knowledge as a chef and as a user of the products he created will set him apart from fellow competitors.

The Emil's Kitchen project features a company logo, an 8-page printable brochure for mailing, and assorted merchandise.



# EMIL'S KITCHEN



# CUTLERY & PLATES



**LDÖE Dinnerware New & Exclusive**  
 Glazed stoneware in blue, brown, and white geometric motifs. Microwave and dishwasher safe. Made in Portugal. #17-864-459  
 Salad Plate, floral motif **\$13.95 each** | Dinner Plate, floral border **\$16.95 each**  
 Bowl, geometric border **\$15.95 each** | Appetizer Plate **\$11.95 each**



**Conrad Countess 50-Pc Flatware Set**  
 #34-209817  
**\$85.99**



**Sherry Made Everyday Dishware**  
 Set of 6 in multiple colors  
 #98-018-016  
**\$79.99**

# KITCHEN TOOLS



**Jack's Open Kitchen Olivewood Tools Exclusive**  
 #17-743-9631  
**\$11.00 - \$16.00**



**Emil's Kitchen® Professional Nonstick Cook's Tools**  
 #17-450-023  
**\$16.95 - \$17.95**

# BAKEWARE



**Emil's Kitchen® Custom Touch® Nonstick 4-Piece Exclusive Essentials Set**  
 Commercial-grade aluminized steel with PTFE-free nonstick coating. Dishwasher safe. Made in the USA by USA Pan. #17-197-5739  
**Set Price \$99.95**



**3-Piece Bakeware Set**  
 Includes 3 nested baking pans.  
 #17-197-5481  
**Set Price \$49.95**



**Emil's Kitchen® Traditional Touch™**  
 Made of uncoated aluminized steel that won't corrode or rust. Perfect for the classic baker.  
 #52-980-191  
**6-Piece Set Price \$63.96**



**Emil's Kitchen® Goldtouch®**  
 Features heavy-gauge construction and a sturdy nonstick coating for even results. Perfect for the everyday baker. #74-123-729  
**6-Piece Set Price \$99.99**

# COOKWARE



**Emil's Kitchen® Professional Stainless-Steel Nonstick 10-Piece Set**  
 5-ply bonded construction for top culinary performance. PFOA-free Stratanium nonstick surface promotes low-fat cooking. Made in Denmark by Goebelpan®.  
 Set includes 8" and 10 1/2" sauté pan with lid, 2-qt. and 2 1/2-qt. saucepans with lids and a 7 1/2-qt Dutch oven with lid. #17-110-157  
**Set Price \$879.95**



**MGG Open Kitchen Hard-Anodized Nonstick Fry Pan Set**  
 Includes 9" and 11".  
 #17-424-658  
**Set Price \$78.95**



**Emil's Kitchen® Professional Copper 10-Piece Set**  
 #17-433-318  
 Suggested Price \$1020.00  
**Our Price \$888.55**



**Emil's Kitchen® Professional 2-Piece Copper Fryer Set**  
 #17-263-0593  
 Suggested Price \$300.00  
**Our Price \$195.95**



## Receive a \$50 Gift Card

with purchase of an Emil's Kitchen® Professional Ceramic Nonstick 10-piece Set, Professional Stainless-Steel Nonstick 10-Piece Set, Professional Nonstick 10- or 15-Piece Set or Professional Copper 10-Piece Set  
**through August 31, 2022.**

# GRILLING



**Custom Made Cast Iron Skillet**  
 Select Size: 6", 8", 10", 12", 13", 15"  
 #18-235-982  
**\$74.95**



**Traditional High Heat Nonstick Flexi Basket**  
 #19-979-524  
**\$25.95**



**M. BBQ Grilling Tool Set**  
 #20-456-910  
**\$29.99**

# COFFEE & TEA



**Emil's Kitchen® French Press Coffee Maker**  
 Contoured profile with a 2-cup glass carafe.  
 #17-505-582  
**\$59.95**



**Cowleson® DCC 3200 14-Cup Stainless Steel Coffee Programmable Features**  
 #65-925-108  
**\$85.99**



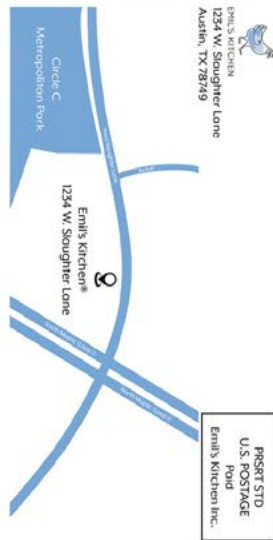
**Copper Suez 24-Ounce Kettle**  
 #17-356-538  
**\$35.95**



**English Tea Store Brand 9-Cup Teapot - Gloss Finish**  
 #30-295-123  
**\$49.95**



**My Emil's Kitchen® Rewards**  
 Earn 3% cash back to spend on future purchases!  
 Free to Join: Visit [EmilsKitchen.com/rewards](https://EmilsKitchen.com/rewards)



Emil's Kitchen  
 1234 W. Slaughter Lane  
 Austin, TX 78749

PRICED TO GO  
 U.S. POSTAGE  
 Paid  
 Emil's Kitchen Inc.



**EMIL'S KITCHEN**  
 Summer 2022 Edition



Meals and Memories Made Here

2022 SUMMER EDITION

## TURN UP THE HEAT & the heart of your home!



### Summer is (Finally!) Here

Longer days, warmer weather, fresh, delicious food — it's impossible not to get inspired by summer. Here, designer and taste-maker Linda Doe shows us how to make the most of the season with effortless outdoor parties and a collection designed exclusively for Emil's Kitchen®.



**Limited-time offer  
 for you and a friend!  
 Enjoy an extra  
 10% OFF**

Free shipping on orders over \$49.99  
 Offer good through August 31, 2022

### Snap and Share:

Show us how you're cooking, baking and living with Emil's favorites using #MyEmilsKitchen, and you could be featured on the Emil's Kitchen® web site and Instagram account! Get inspired by following us @EmilsKitchen.

### Connect with Us:



EMILSKITCHEN.COM 3

## KITCHEN LINENS

### The Story of Linda Doe

After two decades at her grandmother's eponymous beauty company Annie's Dream, Linda Doe founded her lifestyle brand LDOE. "The overall philosophy is that living beautifully should be effortless," says Doe. Her passion for art, design and travel inform the brand's classic yet uniquely modern point of view.

**LDOE Linen-Blend Napkin New & Exclusive (featured right)**  
 Soft, durable linen/cotton. Imported.  
 #17-287-489  
 NAPKIN, 20" sq. \$15.95 a set | RUNNER, 16" x 108", \$79.95

### Open Kitchen

Our collection of beautiful, affordable essentials brings to life a summertime dinner with the family behind Sisters & Craft and Chef Lynette Marie. View our entire Open Kitchen Collection at [EmilsKitchen.com/openkitchen](https://EmilsKitchen.com/openkitchen)



Set of 5 Salta Checkered Dish Cloths  
 #12-345-890  
 \$9.95



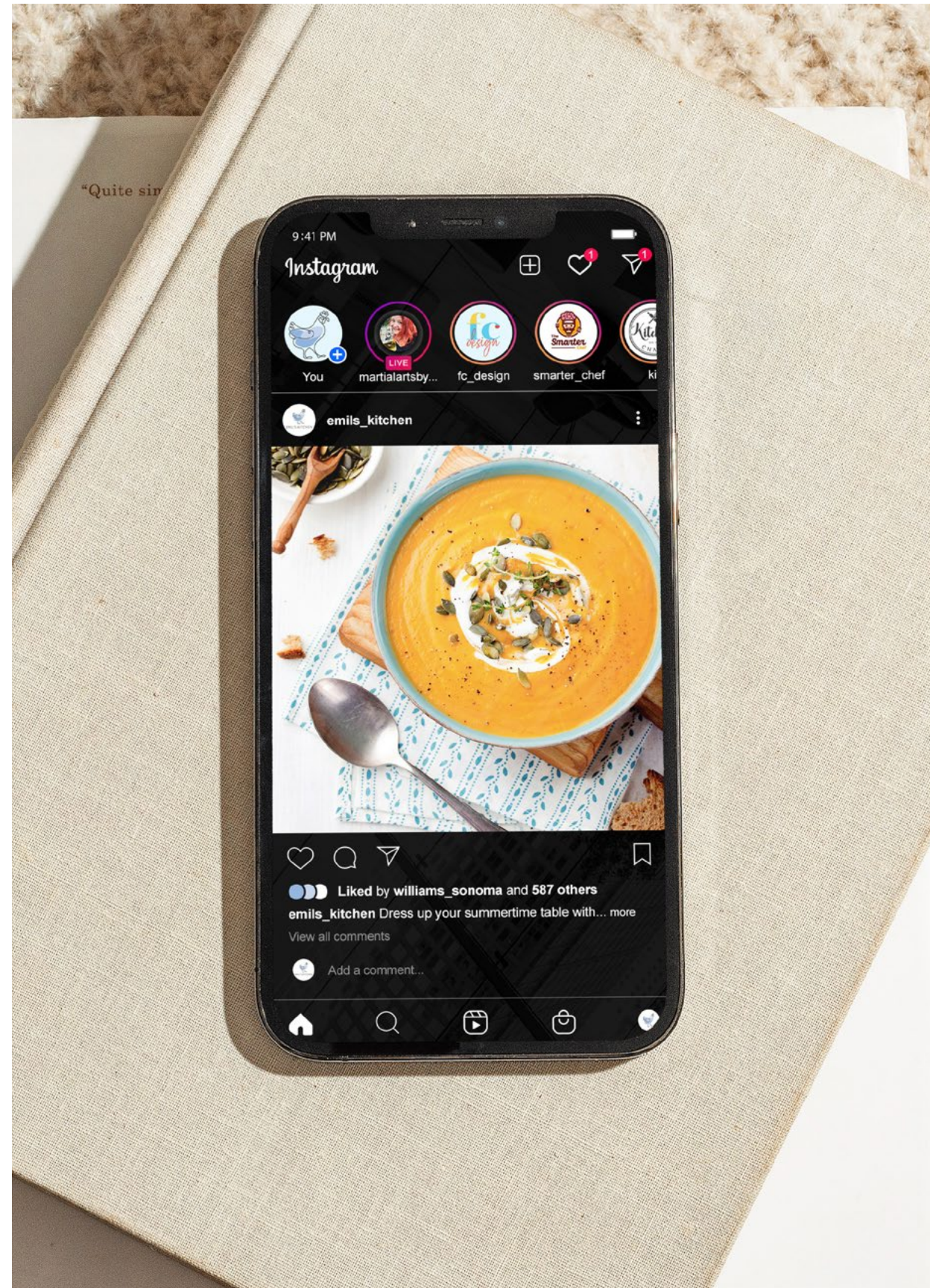
Polka Dot Professional Oven Mitt Set  
 #16-234-123  
 \$12.95 each

### Summer Gatherings

"THE DINNER TABLE is a place where everyone belongs," says Karla Sister of the lifestyle site Sisters & Craft. After her son was diagnosed with a rare disorder that required a special diet, her family dinners changed forever. With her new venture, SummerSung, she's aiming to help other families navigate life with special needs. Here, Sister gathers with her family, for a gluten-free family meal by renowned Texas chef Lynette Marie. Learn more, and get Lynette's recipes, at [EmilsKitchen.com/familydinner](https://EmilsKitchen.com/familydinner).





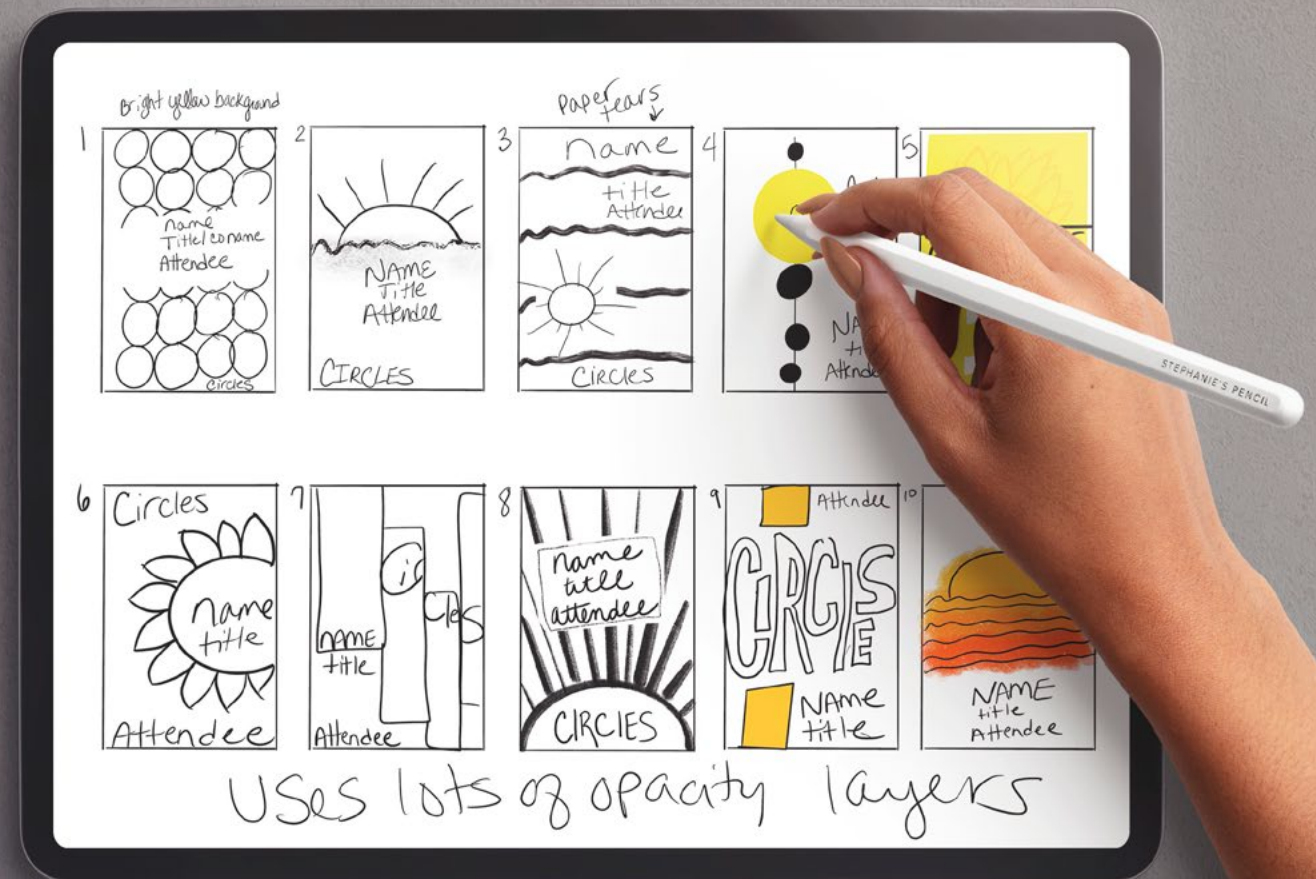


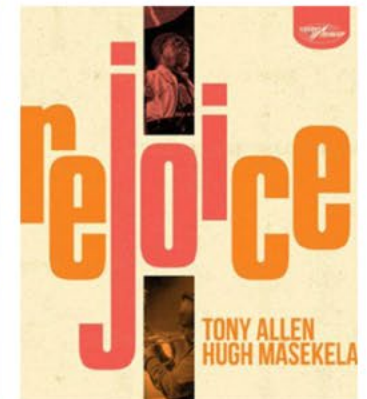
# CIRCLES CONFERENCE

## CONFERENCE BRANDING

I was challenged to design event material for the 2022 UnMasked: A Creative Design Conference, presented by Circles Co. Organizers canceled the event for 2022, but I created conference material as if it were still going to be held in person in the form of a conference badge, an Instagram post, interior signage with ADA-compliant braille, a roll-up banner, and branded merchandise.

The visual concept for Circles: Unmasked 2022 was inspired by the mid-century modern aesthetic seen throughout the mood board. The finished conference pieces mix mid-century stylized type, popular colors of that era, and geometric shapes to create a cohesive conference brand.





# CIRCLES CONFERENCE MOODBOARD

A DESIGN CONFERENCE  
PRESENTED BY:  
**CIRCLES**

**Paul Rand**  
MODERNIST MASTER  
Attendee

**UNMASKED**  
2022  
SEPTEMBER 8-9, 2022

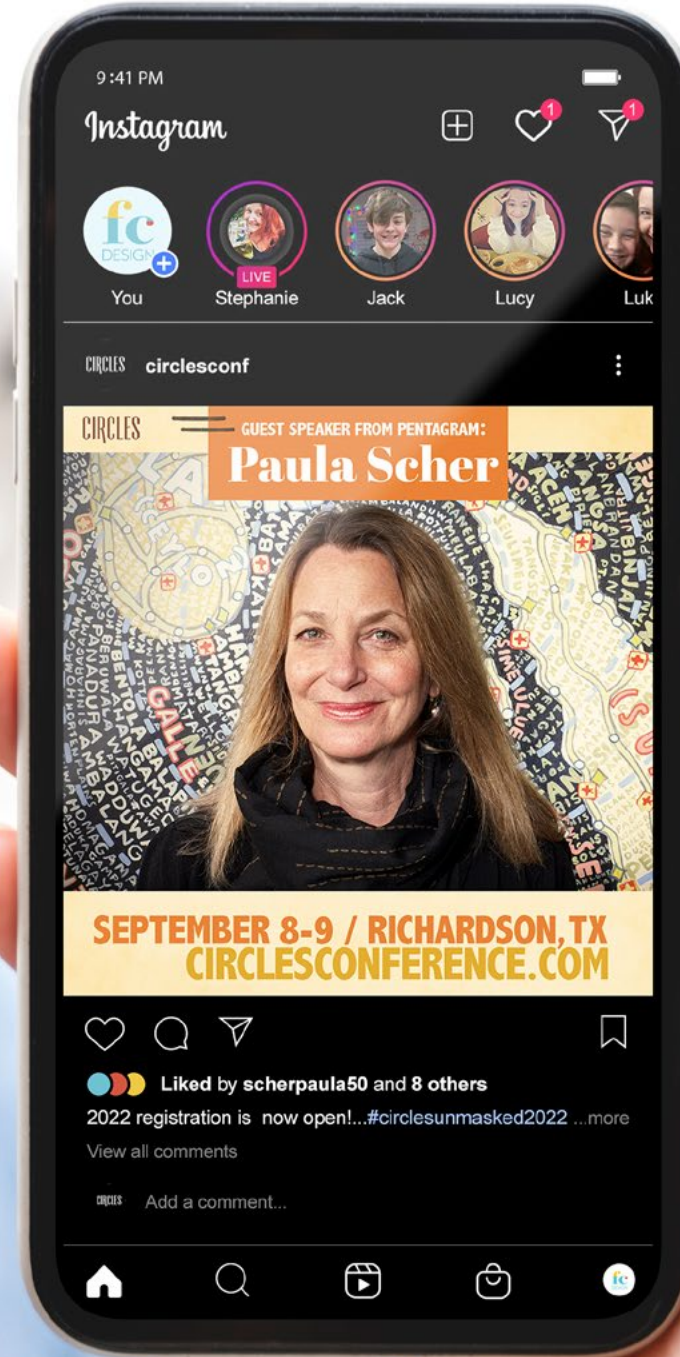
**FRIDAY**  
SEPTEMBER 9<sup>TH</sup>

- REGISTRATION, COFFEE & CONNECT  
8:00 A.M.
- KICKOFF DAY II  
9:00 A.M.
- SESSION 1: **STEVE WOLF**  
9:15 A.M.
- SESSION 2: **ALLAN PETERS**  
10:15 A.M.
- 30 MINUTE BREAK  
10:55 A.M.
- SESSION 3: **AARON DRAPLIN**  
11:25 A.M.
- LUNCH  
12:05 P.M.
- SESSION 4: **CHIP KIDD**  
2:15 P.M.
- SESSION 5: **JESSICA WALSH**  
3:15 P.M.
- 30 MINUTE BREAK  
3:55 P.M.
- SESSION 6: **PAULA SCHER**  
4:25 P.M.
- THE AFTER PARTY  
7:00 P.M.

A DESIGN CONFERENCE  
PRESENTED BY:  
**CIRCLES**







A DESIGN CONFERENCE  
PRESENTED BY:  
**CIRCLES**

**UNMASKED**  
**2022**

**SEPTEMBER 8-9**  
Richardson, TX

**REVEAL**  
YOUR INNER  
**Creativity**  
CIRCLESCONFERENCE.COM

## KUK SOOL WON™ OF OAK HILL MARTIAL ARTS

### T-SHIRT DESIGNS

I've been honored to design multiple t-shirts for Kuk Sool Won™ of Oak Hill Martial Arts over the years. Each year, Barbara King, one of the school owners, presents me with an idea and then asks me to work my magic to make it original and eye-catching.

The school's t-shirt has been representative of the Chinese Zodiac for the past two years. I've also created specialty t-shirts and handled many of their print marketing pieces.



**WKSA**®

**KUK SOOL WON™**  
**OF OAK HILL**  
**Martial Arts**










STEPHANIE JOHNSON  
GRAPHIC DESIGNER

 512-293-0216

 [stephanie@freshlycutdesign.biz](mailto:stephanie@freshlycutdesign.biz)

 [www.freshlycutdesign.biz](http://www.freshlycutdesign.biz)