

Joe Elwell

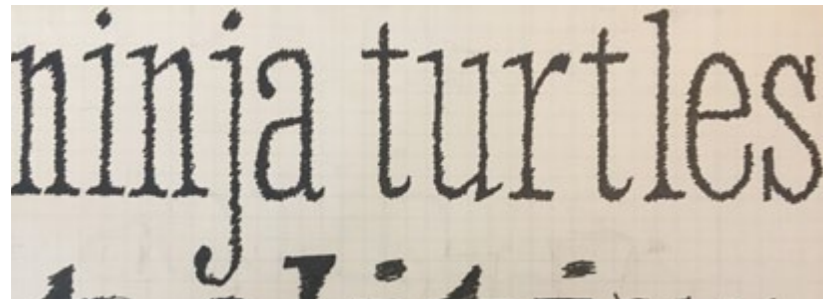
Graphic Designer

DESIGN PORTFOLIO



BRAND IDENTITY

Grape Grows Identity Process and development



Main Logo



Business card



Joe Elwell | Graphic Designer

Grape Grows is a small start-up company with big aspirations. They do grow plants but not the ones that result in wine. Instead, the term grape refers to cannabis and particularly high-quality. Grape Grows is part of the revolutionary social / cultural movement that sees the plant as a means to do good and not harm.

In designing their identity it had to be relatable to the rest of the industry, but commercially viable. The cannabis industry in general tends to have a certain sophomoric look and feel, which I did not want to replicate.

The logotype started out as a 'type cooker' sketch which then also morphed into a bespoke typeface for the brand that I designed for them.

The project moved pretty fast as there was a need for a booklet to be produced ASAP and to get the word out about the business. So, the turn around on the actual branding was pretty quick.

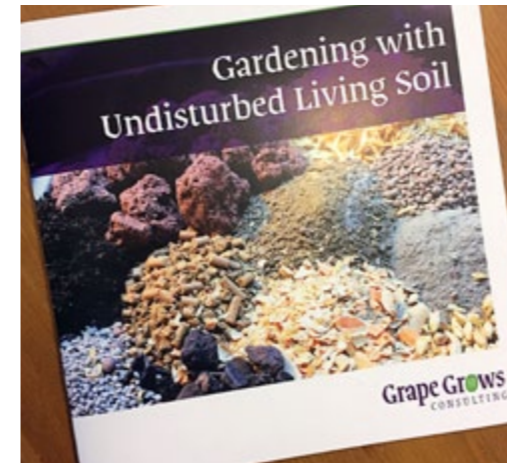
After the booklet was well-received I helped set up the bare essentials of a website on Squarespace where they can maintain an online store. My part in this was choosing the template, layout, images, & typography.

The logo is being used on many items that Grape Grows is producing and in their marketing efforts, such as their website, Instagram and clothing.

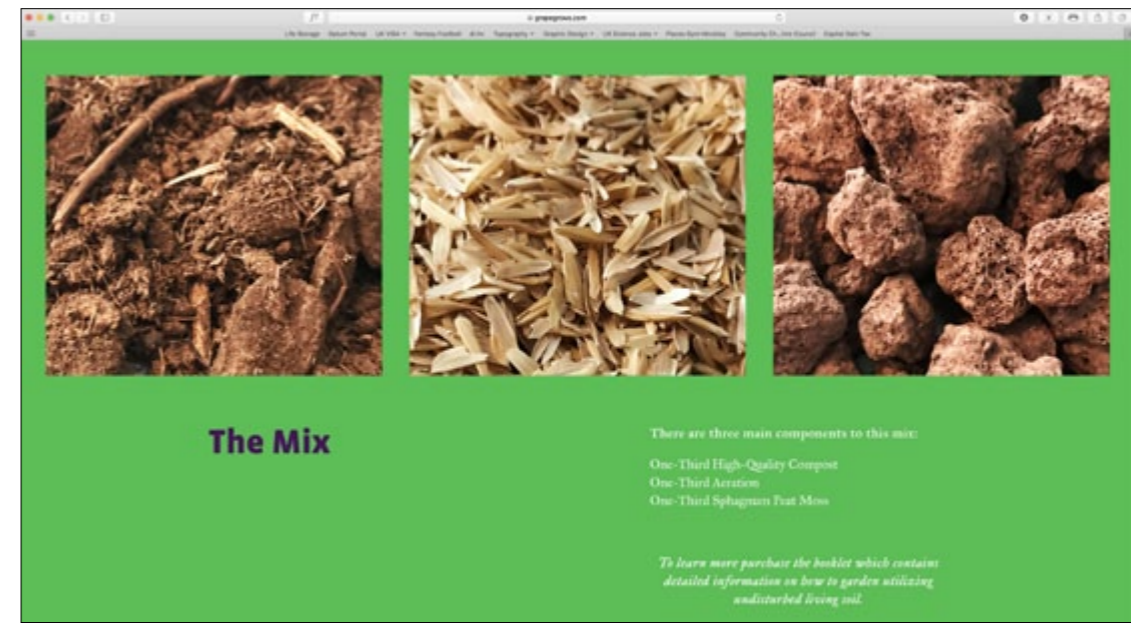
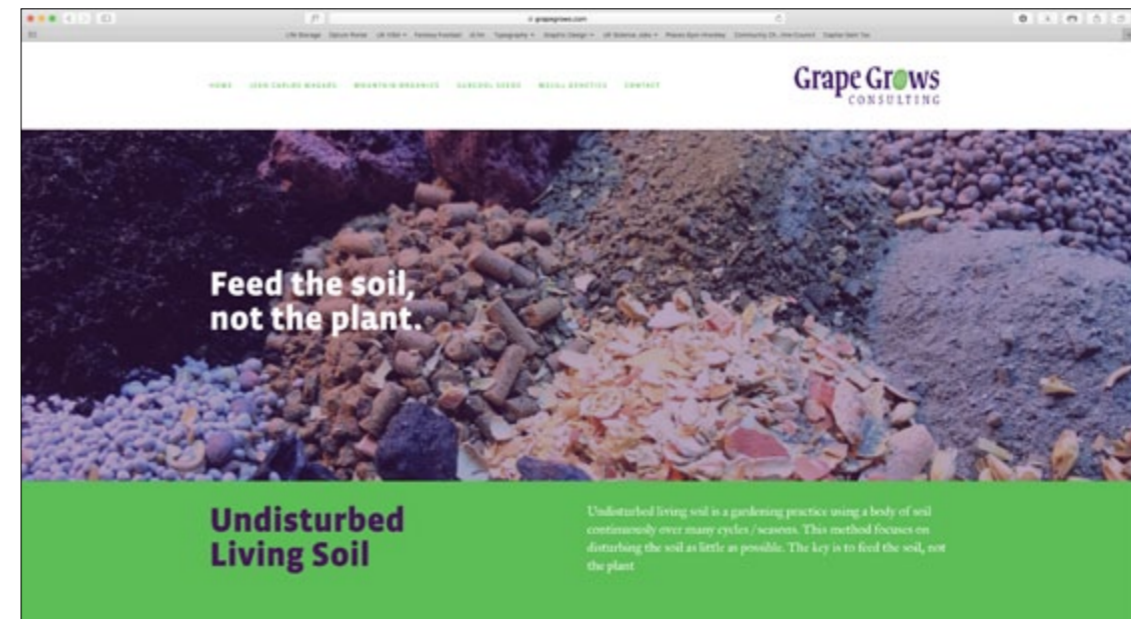
Grape Grows typeface

Grape grows
text regular
bespoke font.

Booklet with early version of typeface in use.



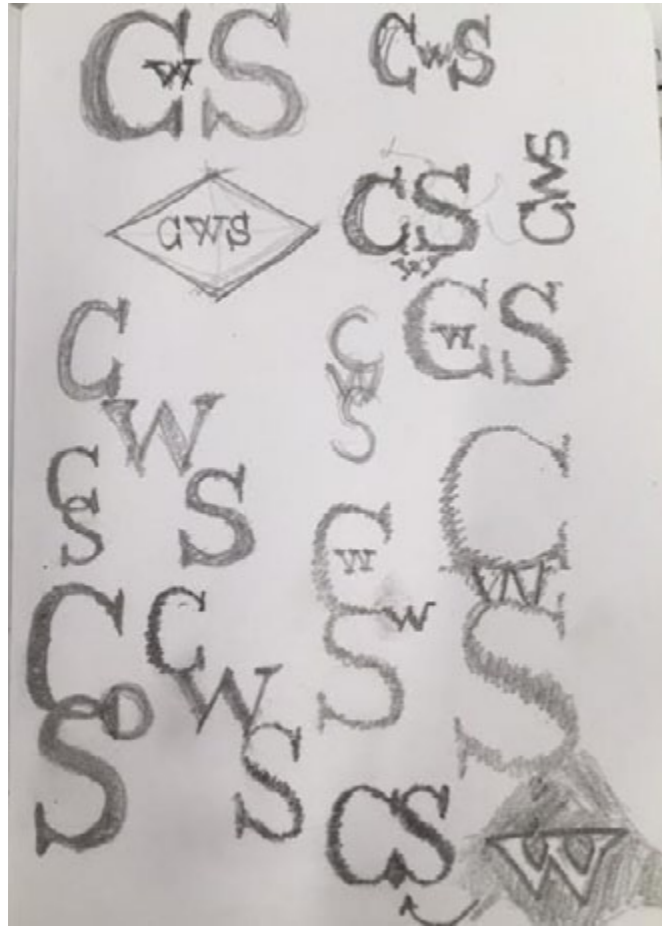
Squarespace Website



BRAND IDENTITY

Cameron Suddreth Identity

Process and development

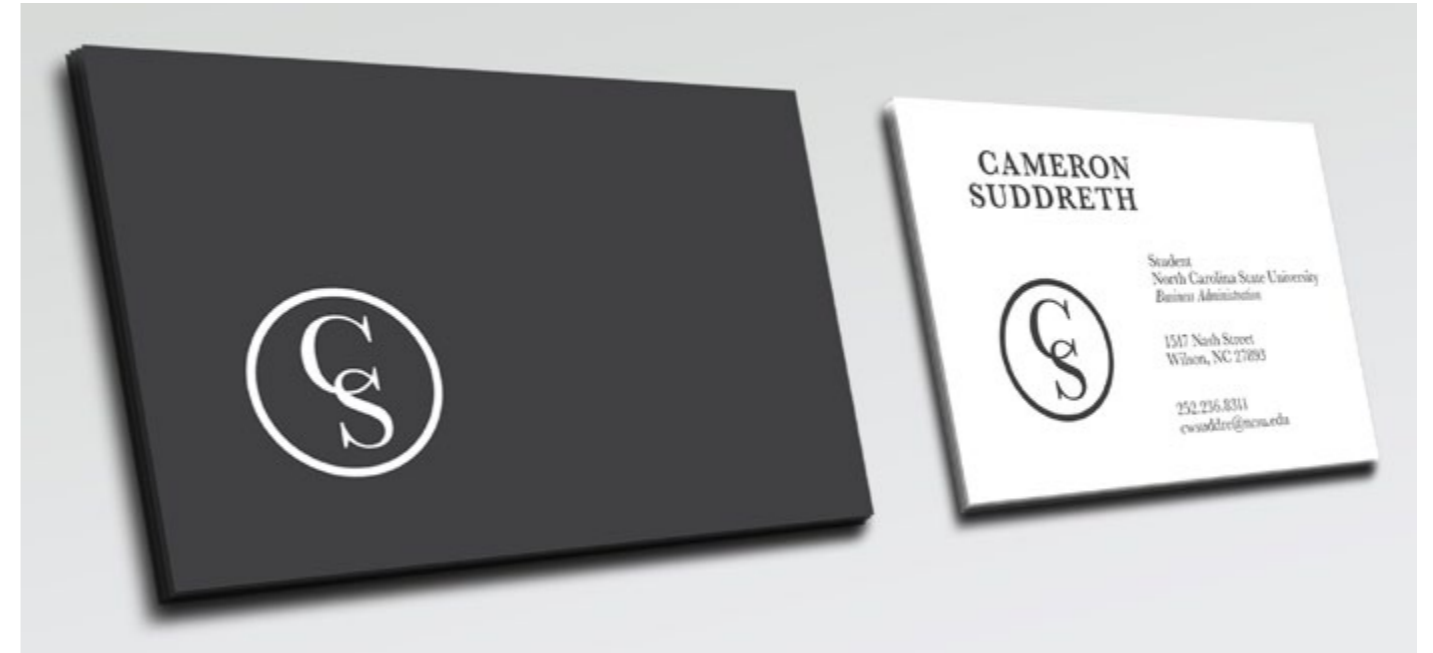


Selling yourself is often difficult because it means standing out from the crowd. Cameron wanted to do that, but in a smart and unique way by creating his own brand. I helped him by designing a simple, classic-looking logo and assets that utilized a unique grid which call attention to the logo.

Enclosing his initials within a circle gives an impression of stamped approval and evokes many positives.

As a result he was able to land internships at some well-known golf clubs such as Westchester Country Club in Rye, NY and Ocean Forest in Hilton Head Island, SC.

Business card



Digitizing



Thank you notecard



Logo



BRAND IDENTITY

Aviation Brewing Identity

Process and development



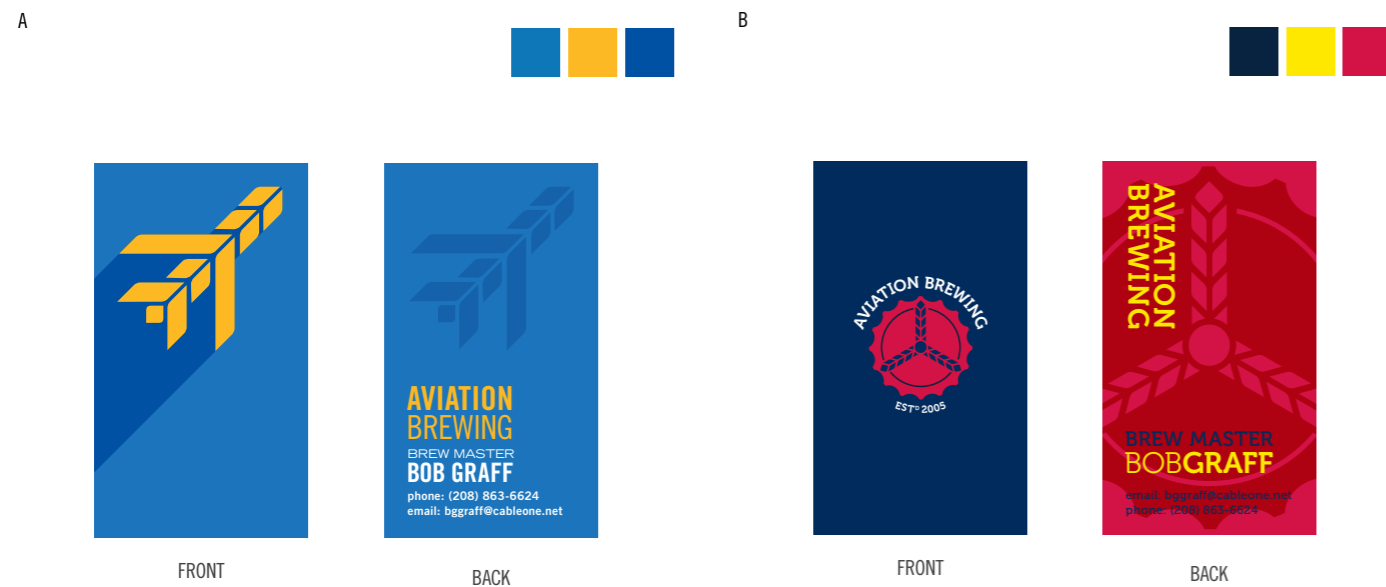
I was hired to design a logo and business card for a retired pilot turned avid brewer. The design concept was really quite open-ended and completely up to me as far as direction of where the design went. The name of his operation is Aviation Brewing (Bob doesn't sell his booze but brews batches and gives to people a few times a year.) I wanted to develop, for him, a unique mark that incorporated both aspects of the company's name: aviation and brewing. Resulting in a design that is somewhat obvious and memorable.

Main Logo



Bob has since used the logo on T-shirts and hats and does use the business card design below. Next, we are working on designing a cycle jersey! Ultimately, it has been a huge success and Bob was very happy with the design, which surpassed his expectation.

First round designs



Business card



Tufts University Dept. of Drama and Dance

Calendar mailer - fully opened, back, below.



Social media posts



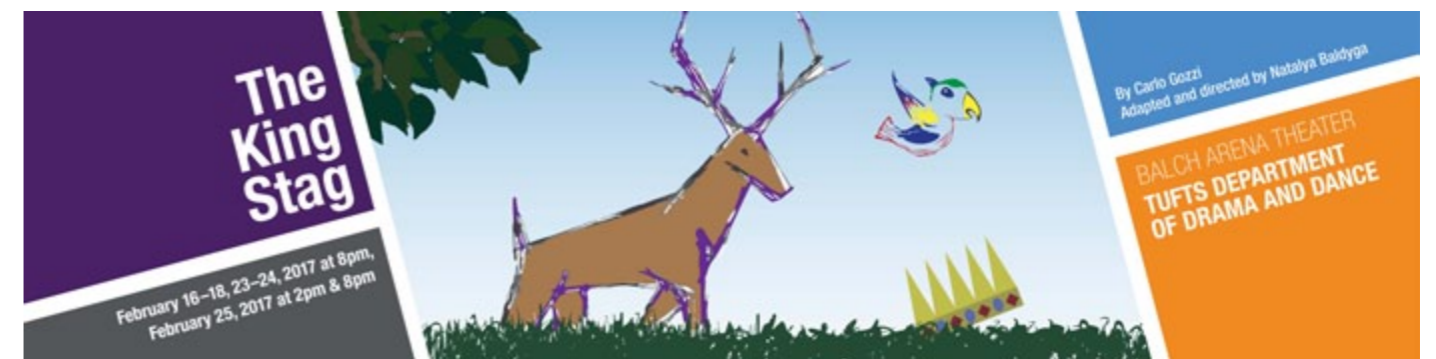
While at Grossman Marketing, I supported the Tufts University Drama and Dance program and their year-long campaign.

To get people interested in the upcoming shows for the calendar year I developed the branding and imagery for each individual play and design the calendar mailer.

For Gem of the Ocean and Desire Under the Elms, I utilized stock image libraries. However, for Gem ... I used two different elements, the image and fist shape and brought them together to create the strong visual evoking the nature of the play. As well as developing the type treatment of the poster and social media post.

The King Stag artwork shown is a graphic I made using effects in Illustrator to appear mysterious and interesting as a family-friendly play.

Digital banners



LOGO AND SHIRT DESIGN

SouthWest Corridor Park

Logo

SWCP

Southwest Corridor Park

Connecting Neighbors from Forest Hills to Back Bay

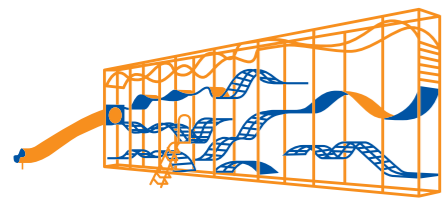
Hired by a volunteer group in Boston, MA, I was tasked with designing a logo and some graphics for shirts. These were then sold in order to support the groups mission of up-keeping the Southwest Corridor Park

The designs are intended to showcase actual places along the 4+ mile trail where kids can play; people run, garden or walk while enjoy the skyline views.

Gardening in the wheel barrel shirt. On Instagram.



Shirt designs



SWCP

Southwest Corridor Park
Connecting Neighbors from Forest Hills to Back Bay

www.swcpc.org
justjoegraphicdesign.com



SWCP

Southwest Corridor Park
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SWCP

Southwest Corridor Park
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justjoegraphicdesign.com

Printed shirts



Aviation Brewing – Idaho, USA



Cameron Suddreth – North Carolina, USA



Head 2 Heels – Georgia, USA



KHS Transportation – North Carolina, USA

KHS TRANSPORTATION SOLUTIONS, Inc.



Your Source for Global & Domestic Transportation

Grape Grows LLC – Maine, USA



Joanne Logotype



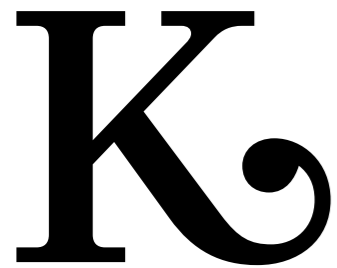
MedImmune's Gadget Show – Maryland, USA



Wax Seal Wedding Monogram – London, UK



K Tattoo – Maine, USA



Southwest Corridor Park – Boston, MA, USA



Joe's Cafe – Personal Project



Tom McInnis – North Carolina, USA



BARNET SANS

A grot with humanist features. Currently in development with The Northern Block.

Kennedy's words, spoken
at Rice University in 1962,
provide a much **better clue:**
*"But why, some say, **the moon?**"*

HUMANIST TWO

A contemporary Serif for editorial, commercial use whilst controlling the color of the page.

Grade One Regular and Bold

Jelly-like above the high wire,
six **quaking pachyderms** kept
the climax of the extravaganza
in a dazzling state of flux.

Grade Four Regular and Bold

Jelly-like above the high wire,
six **quaking pachyderms** kept
the climax of the extravaganza
in a dazzling state of flux.

Norse Sans

A sans built on dutch proportions with thin joins acting as ink traps in small sizes and interesting at large sizes.

a a a

Norse Sans, Text, Contrast

Sans Regular

Professor
Specked

Sans Bold

Text Regular

Trendline
Jodhpur

Text Bold

Contrast Regular

Magnesia
Quaintly

Contrast Bold

Thank You



Joe Elwell

07421 820 390

justjoegraphicdesign.com

justjoegraphicdesign@gmail.com