

# portfolio 2021

brenna aldredge

## a b o u t   m e

i am a freelance graphic designer based in springfield ohio., with experience working with clients ranging from individuals to tv production.

i have a wide range of basic skills from web page design, photography, and layout design but my strenght is branding design.

my goal is to work an entry level position with a company that will help me hone my skills and allow oppertunities for growth.



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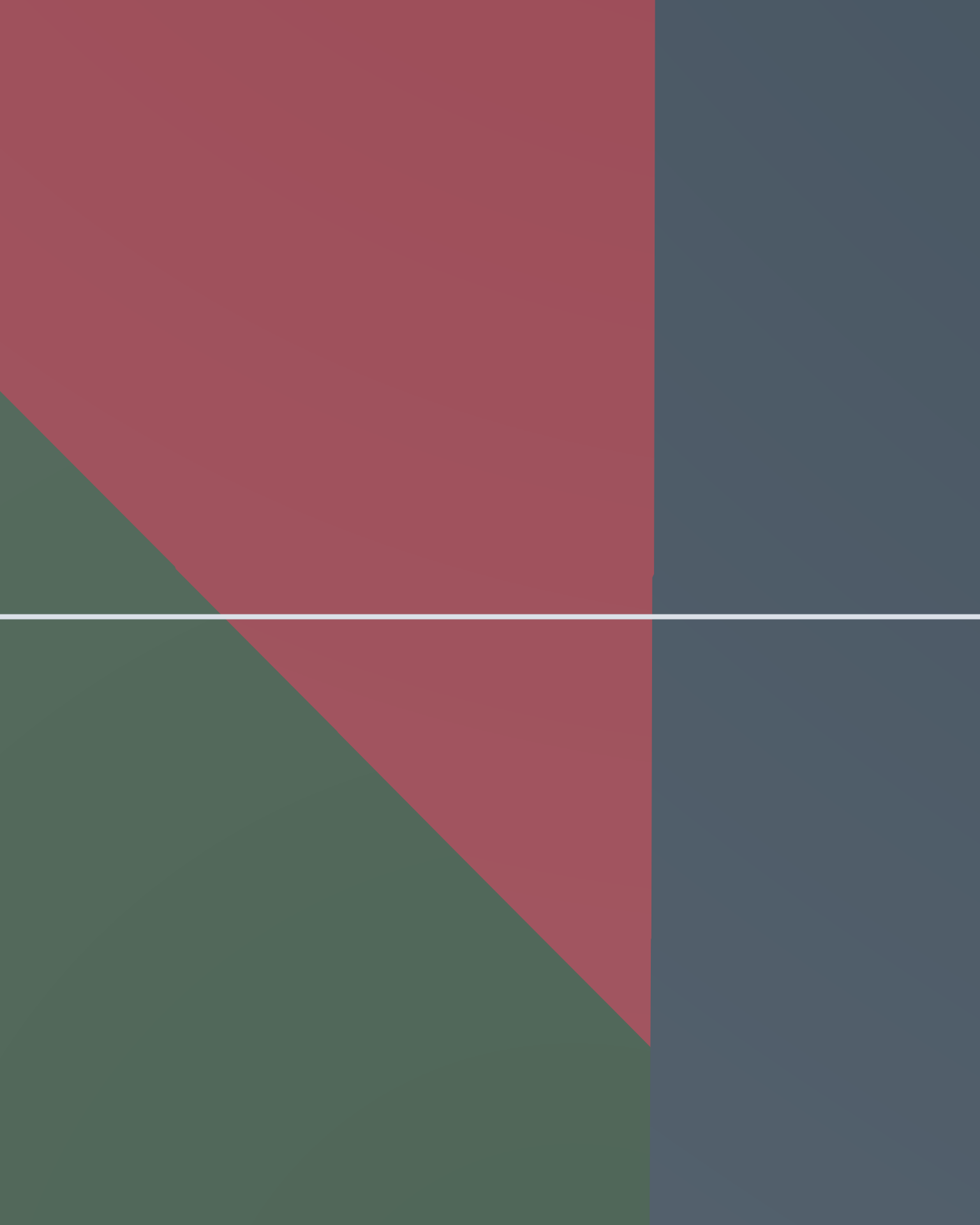
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branding



***ELECTROMAGNETIC***  
***TRAVEL AGENCY™***  
***ON TO THE NEXT ADVENTURE***

# eta: electromagnetic travel agency



eta: electromagnetic travel agency is a concept i created, a travel company focused on affordable, long distance family travel that is completely eco-friendly. The company uses spherical pods powered by electromagnetic fields to power them.

working on this project from beginning to end was one of the projects that helped me develop a strong design process. developing the concept of the company, to mood boards, then type styles, logos, color palettes, all the way to interior and exterior designs, uniforms, and way finding tools, then organizing it all into one cohesive brand book. i also learned a lot about how magnets work.

# eta logo system



**ELECTROMAGNETIC**  
**TRAVEL AGENCY™**  
ON TO THE NEXT ADVENTURE

*primary one color version*



**ELECTROMAGNETIC**  
**TRAVEL AGENCY™**  
ON TO THE NEXT ADVENTURE

*primary full color version*

## secondary color versions



**ELECTROMAGNETIC**  
**TRAVEL AGENCY™**  
ON TO THE NEXT ADVENTURE



**ELECTROMAGNETIC**  
**TRAVEL AGENCY™**  
ON TO THE NEXT ADVENTURE



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ON TO THE NEXT ADVENTURE





**ELECTROMAGNETIC**  
**TRAVEL AGENCY™**  
ON TO THE NEXT ADVENTURE

*secondary one color version*



**ELECTROMAGNETIC**  
**TRAVEL AGENCY™**  
ON TO THE NEXT ADVENTURE

*secondary full color version*

secondary color versions



**ELECTROMAGNETIC**  
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ON TO THE NEXT ADVENTURE



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ON TO THE NEXT ADVENTURE





# logo design

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the circle shape of the logo is representative of the company's pods, as well as **perfection**. eta has perfected long distance travel, making it safe, affordable, effortless, and eco-friendly, and a circle shape reflects that.

the lines in the logo portray **speed and movement** of people across the country and movement into the future.







*information*



*first aid*



*tickets*



*lost and found*



*parking*



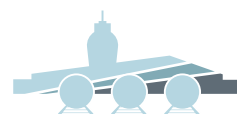
*taxi*



*coffee*



*bathrooms*



*terminal*



*luggage check*



*security*



*(no) smoking*

# ao craftworks

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ao craftworks is a small custom woodworking and engraving company based in springfield, ohio. they focus on **creating custom products** such as cups, signs, and labels for both personal projects as well as corporations.

this project was a great experience, and i learned about **working directly with a client**, as well as creating **a brand that is uniform** across all marketing pieces.









*primary full color*



*secondary full color*



# logo design

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creating the **ao craftworks** logo was a challenge for me as it was one of my first experiences working with a client rather than designing for a school project. it was a great experience to take their former logo and elevate it into something **new and functional.**



*primary one color*



*secondary one color*



stationary system



*ephemera items*



# springfield soup kitchen

the **springfield soup kitchen** is one of the busiest soup kitchen's in my hometown, and i have volunteered there several times since i was a teenager. that is one of the many reasons i was excited when the opportunity to work with them came up.

creating this logo was a great experience, as it was for a client who really was unsure of what they wanted. it gave me the **chance to explore** styles i wasn't familiar with, and an opened ended project i could **design without limits.**



**springfield soup kitchen**  
serving all who are hungry and in need



**SPRINGFIELD**  
— SOUP KITCHEN —



**SPRINGFIELD  
SOUP KITCHEN**

Serving all who are hungry and in need.



**SPRINGFIELD SOUP KITCHEN**

SERVING ALL WHO ARE HUNGRY AND IN NEED



**SPRINGFIELD**  
SOUP KITCHEN  
SERVING ALL WHO ARE HUNGRY AND IN NEED



**SPRINGFIELD  
SOUP KITCHEN**

Serving all who are hungry and in need.

rejected logo designs



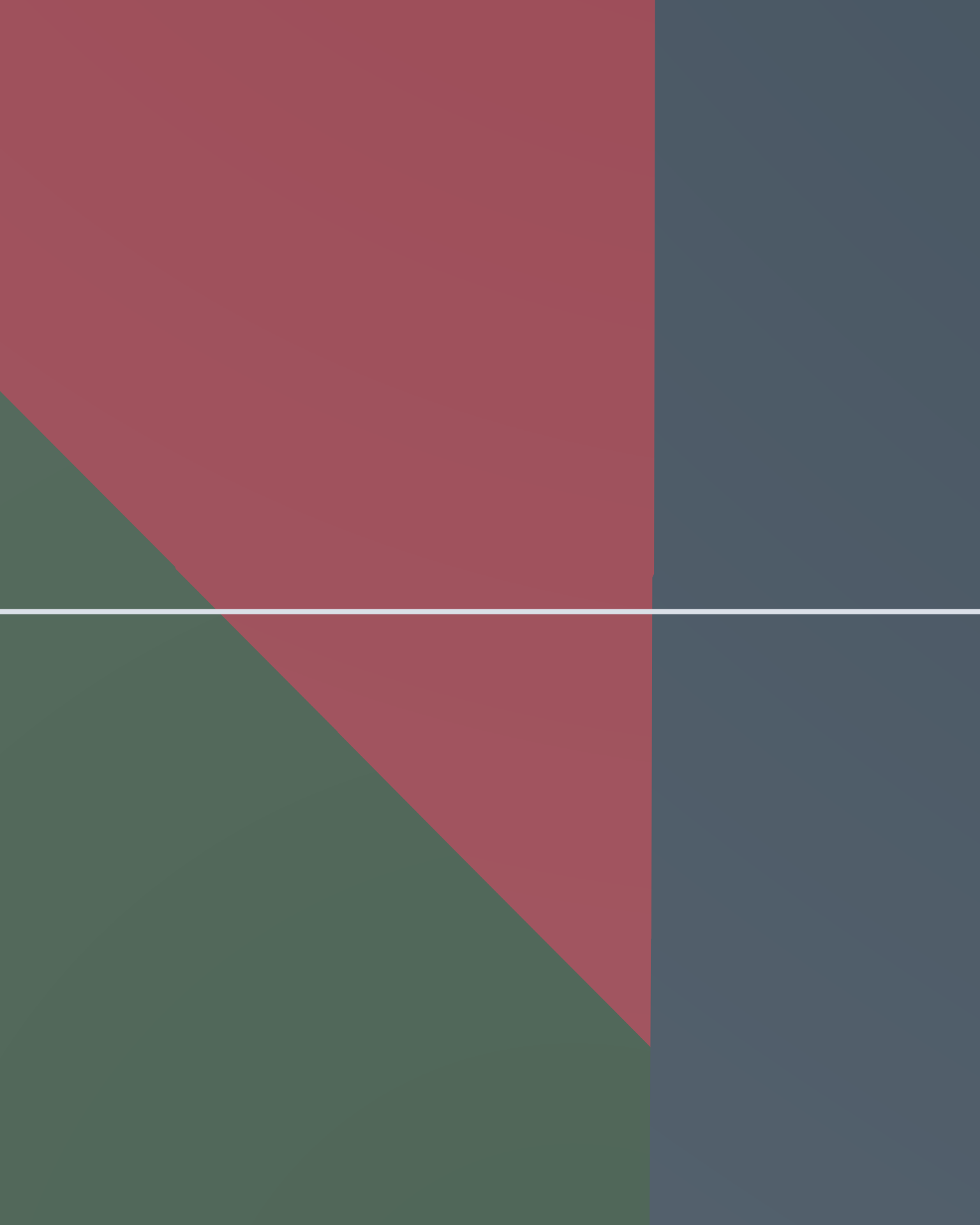
# springfield soup kitchen

serving all who are hungry and in need

*primary logo*



*secondary logo*



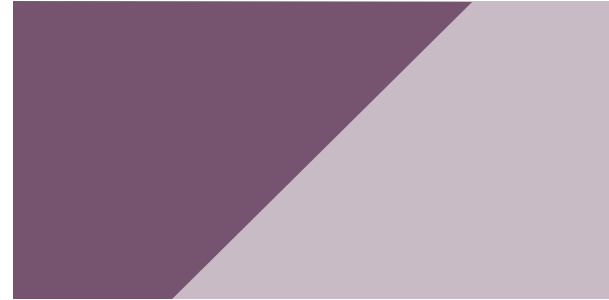


packaging



PURPLE CACTUS CREATIVE  
ALWAYS ON POINT

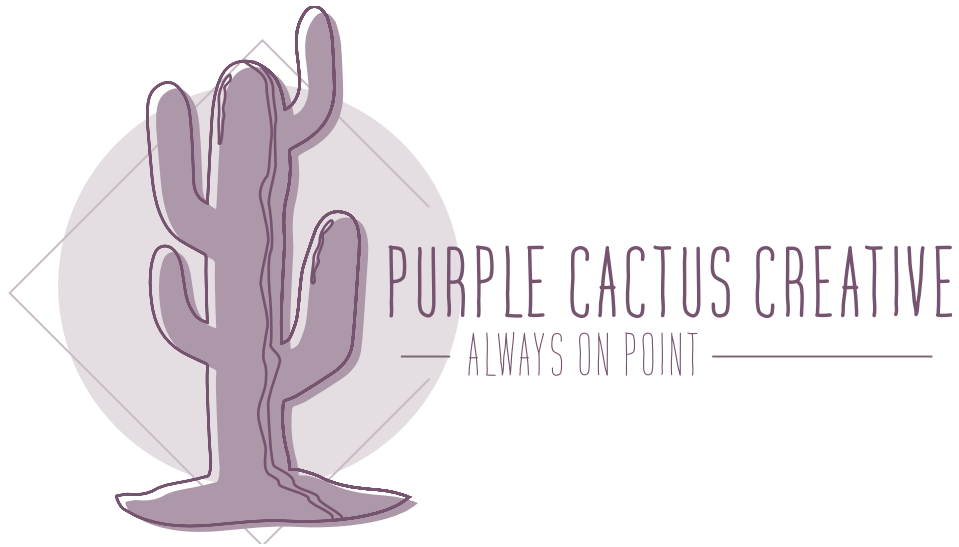
# purple cactus creative



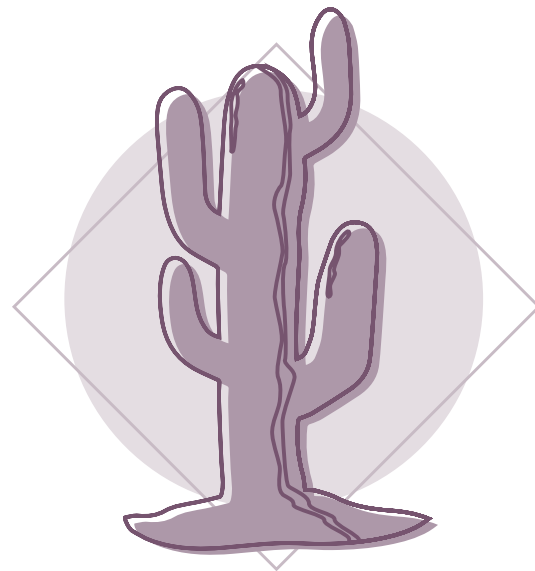
**purple cactus creative** is the company name another student and i chose to use for our freelancing projects. we had worked together previously, and worked together well. we created our marketing materials together, and have since worked on several freelancing projects together.

we chose the name purple cactus creative because it was distinctive, easy to remember, and portrayed parts of both our personalities. and though cacti aren't usually purple, the named is a reflection of her and i. separate, we both worked well in certain ways, but together we created something completely **new and unique**.

# purple cactus logo system

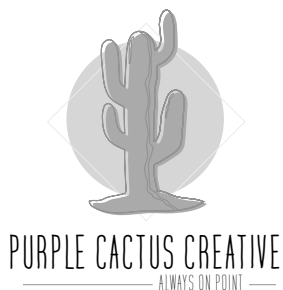
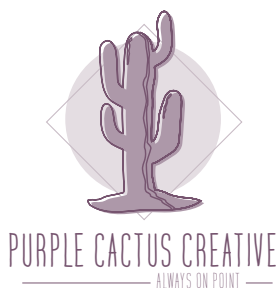
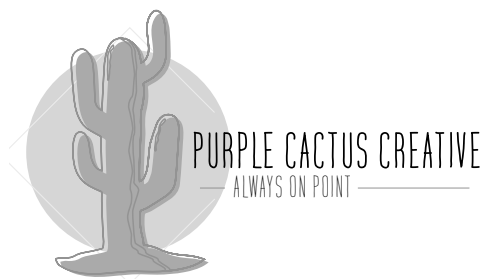
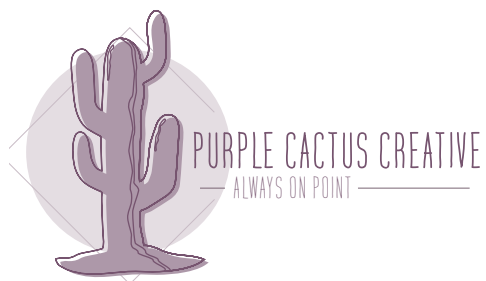


primary version



PURPLE CACTUS CREATIVE  
ALWAYS ON POINT

secondary version



the purple cactus creative logo is a mix of both mine and sarah's personalities. it is blend of both my **geometric style** with sarah's **organic style**.

we worked together to create thumbnails and sketches of our ideas, then i pulled them into illustrator, creating them digitally, and meshing them into one final design.



# product design

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designing the stationary for purple cactus creative was a great experience because it was great to design for ourselves, and create things that were expressive of our styles and our business.

we created mugs, stickers, and tee shirts, as we thought these would be three products that would be most successful for our needs.







Miss Jessica's  
Beauty Products





# miss jessica's packaging

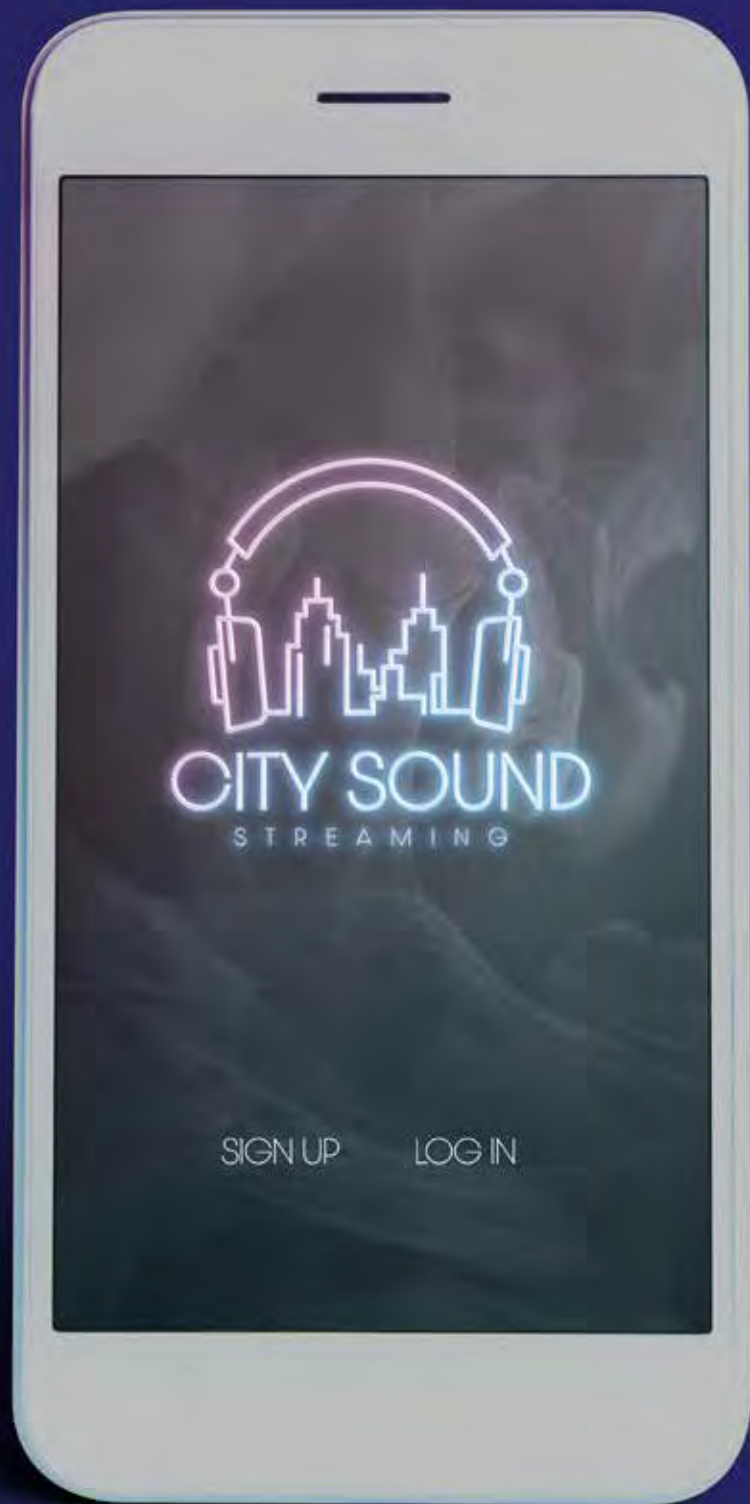
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the design of the **miss jessica's logo** was inspired by a previous design i had created in the same style for a sticker design contest.

**miss jessica's small bags**, as shown on the left, were designed to easy carry small custom orders, free gifts, or other small extras a customer may order. they are ideally going to be created using 100% recycled materials, making them eco friendly and more likely to be reused by the consumer.





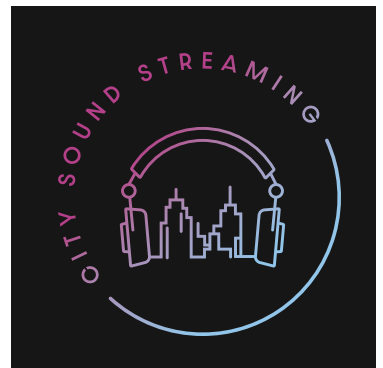


# city sound streaming

**city sound streaming** is a company based out of Chicago, Illinois. They are focused on creating a streaming service that focuses on charts for city areas, rather than countries of global charts.

having a streaming service focused on local areas and cities rather than countries creates charts more **focused and personal**.

although city sound streaming is a fictional company, this project was great to work on as it helped me develop skills working across multiple applications, experiment with different tools in photoshop, and hone my technical drawing skills.





# logo design

creating the city sound streaming logo was the first step in creating successful packaging, as the company is fictional, and needed some level of branding. i created three separate logos that allowed more flexibility in the package design.



# headphone design

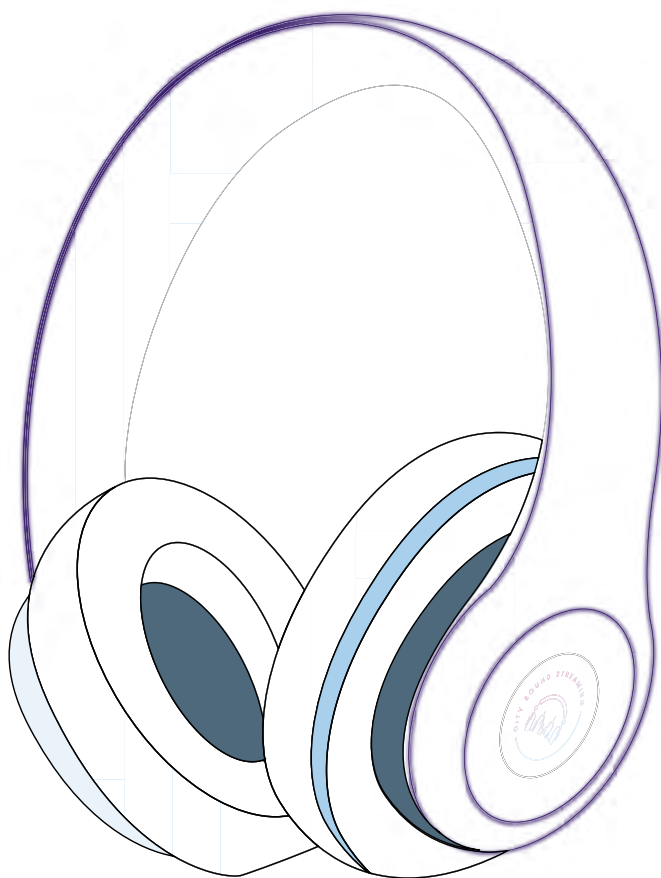
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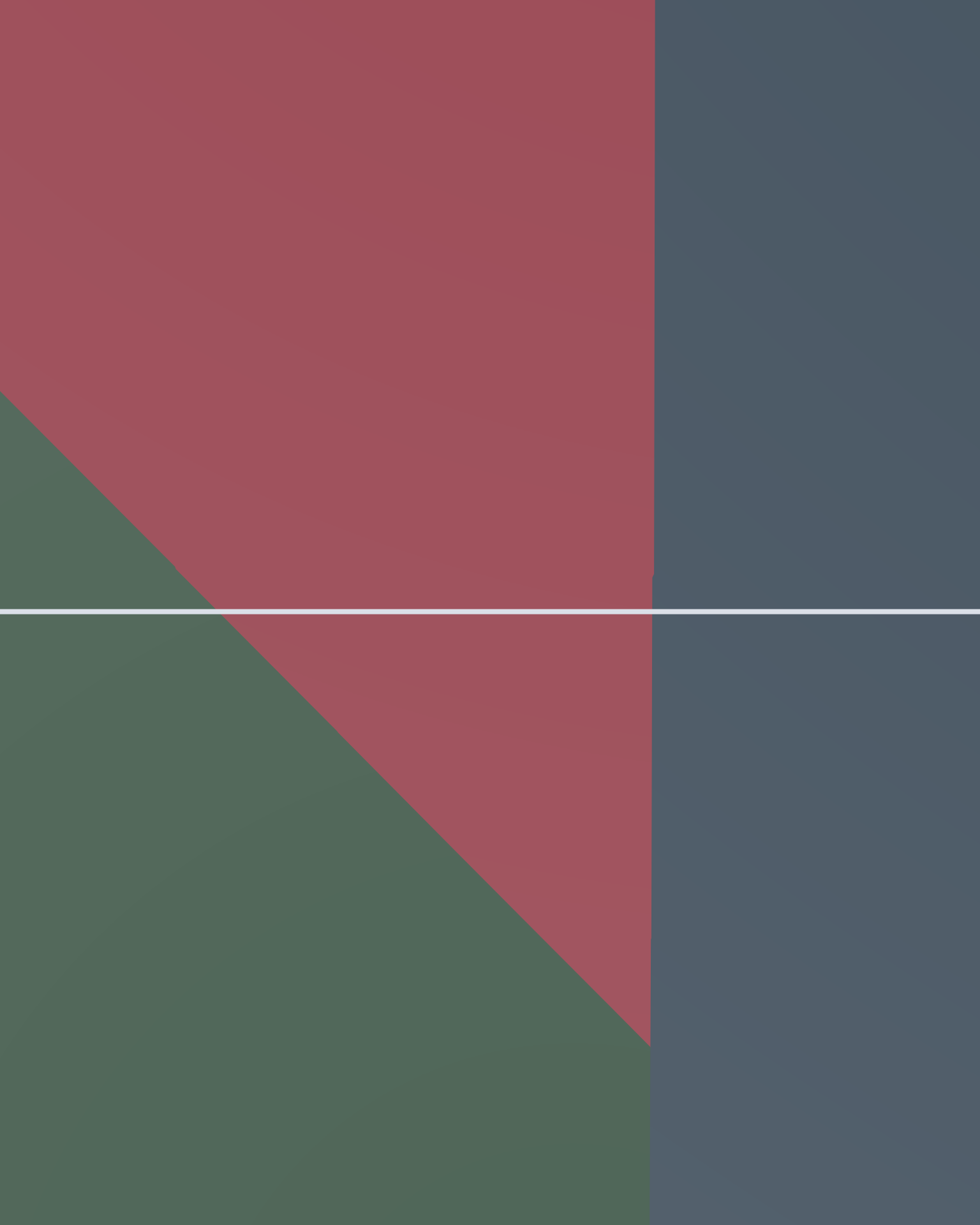
i designed two different headphone designs for city sound streaming, using two of the dominant colors i chose for the brand.

these headphones are unique in the fact that while they are noise canceling, comfortable, and they light up, they also feature a small microphone so that when used with a bluetooth device, they can also use any calling, speech-to-text, or voice search commands, without the bulky microphone typically seen with this style of over-the-ear- headphones.









photography









collection one

















# call me!

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## c o n t a c t   i n f o r m a t i o n

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