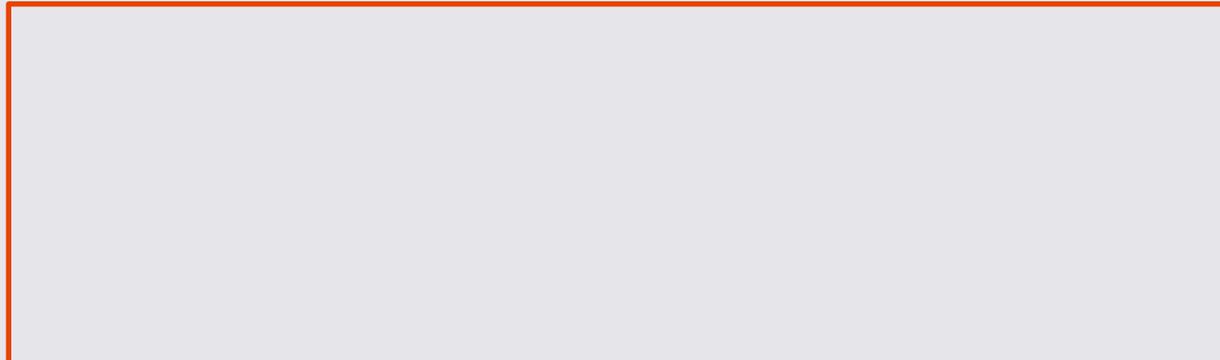




Aaron MoodyTM
Simplicity



RePromark

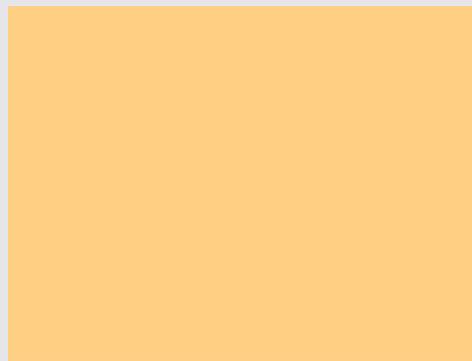
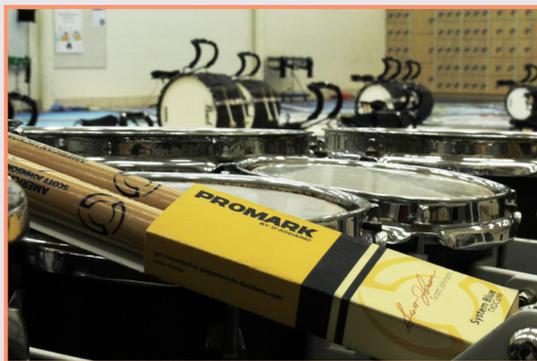
Using Predefined Branding

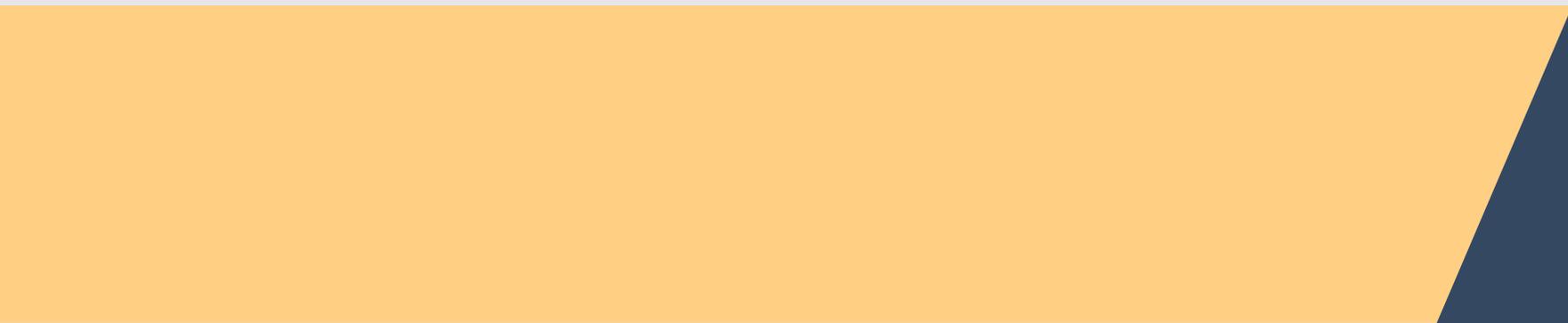
The purpose of this project was to demonstrate my ability to **use predefined brand guidelines** while also showing my creativity and technical skill as a designer.

The inspiration for this project was a mix of the original package design for Promark drumsticks and a wallet package that I saw while shopping one day last year. The original Promark packaging is very simple, and is best described as a trapezoidal strip of paper with the original branding and a majority of the information tucked away on the back. The wallet package was very interesting, as it was a paper wrap around the wallet that also extends underneath and had a semicircle cut out on the top of the front, with a slight lip on the back of the top to prevent people from easily stealing the wallet. I took the idea of the wrapped packaging with the top open in a different direction, using strips to show the contents of the product.

The reason I designed this the way I did was to give the normal drumstick packaging a fresh take. Current drumstick packaging is very straightforward, and show very little ingenuity in design. The designs are good, but they could absolutely be pushed further, which is what I did.

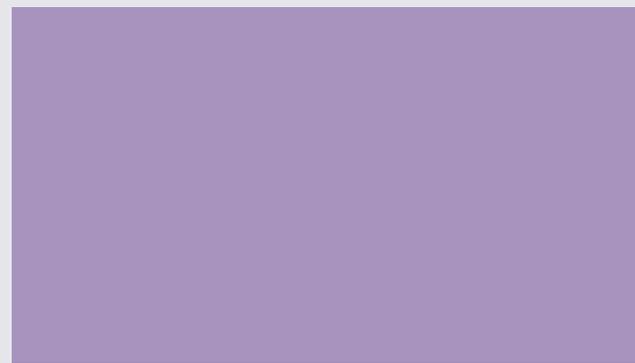








DREAMSTATE



Dreamstate

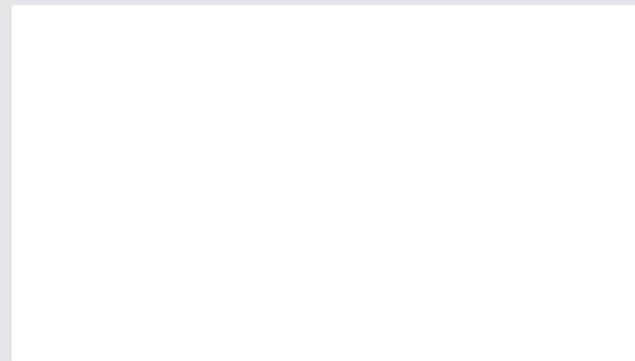
Melatonin Drink Design

The purpose of this project was to create a **uniform brand** for a set of soft drinks while also creating **innovative designs** for each flavor.

The inspiration for this project was the Mountain Dew Kickstart can design. The original idea for this design was to create an **anti-energy drink** of sorts. After a little bit of research, I decided that a melatonin drink was the best way to go about this project. I decided on six flavors, **Dreamcatcher Grape**, **Sunset Cherry**, **REM Blueberry**, **Vivid Lime**, **Lucid Vanilla**, and **Melotonic Orange**, and also gave each flavor its own unique color, all from the **Metalic Coated Pantone** book. The original idea was to incorporate dream related imagery into the logo, but after some sketches, I decided on a cloud based design. Plain cans were then photographed in various ways, and the labels were then applied to the images, giving them their final appearance.

The reason I designed this the way I did was to create simplistic designs that also demonstrate my knowledge and proficiency in Photoshop after creating the design in Illustrator.





LINEAR

Luxury Sunglasses

The purpose of this project was to create a **unique packaging design** for high end apparel, while also creating custom packaging for each pair of sunglasses.

The inspiration for this project was modern minimalist art. Using a pair of glasses that I painted entirely black with acrylic paint, and using masking tape to allow for straight white accent lines. The box was measured out to have roughly an eighth of an inch clear on all sides of the sunglasses. The bottom of the inside of the box is lined with white carpet to allow the glasses to be accented inside the packaging. The design on the side of the box is a version of the lines visible on the sunglasses, and was carved with a laser engraver. Each pair would be custom designed with different linework, with packaging that reflects that pair.

The reason I designed this the way I did was to demonstrate that I can work in nondigital mediums. This project was made almost entirely by hand, and only the vector file for the laser engraver was made digitally. I also photographed each image and used Photoshop to clean up any imperfections captured by the camera.



Corporate Logo

Blurring the lines between science and fiction

Corporate Facing
black & white
w/ reverse

Corporate Facing
one color

Corporate Facing
two color

Recommended Logo Width
200 pt with Brand Name & Tagline

Clear Space
height of A on all sides

Color
Datto Think Red
Pantone 222 @ 80%

Color
PostModern Purple
Pantone 259 @ 100%

Brand Name
Azornix Regular
22 pt

Tagline
Lato Hairline
12 pt

Brand Mark
102pt wide x 175 pt tall

Distance
Lowercase a from
public logo. From
baseline to x-height

Color
PostModern Purple
Pantone 259 @ 80%

Public Logo

Blurring the lines between science and fiction

Public Facing
black & white
w/ reverse

Public Facing
one color

Public Facing
two color

Recommended Logo Width
200 pt with Brand Name & Tagline

Clear Space
Width of a on all sides

Color
Technologic Blue
Pantone 3015 @ 100%

Color
InterPlanetary Blue
Pantone 2758 @ 100%

Brand Name
Lato Bold
31 pt

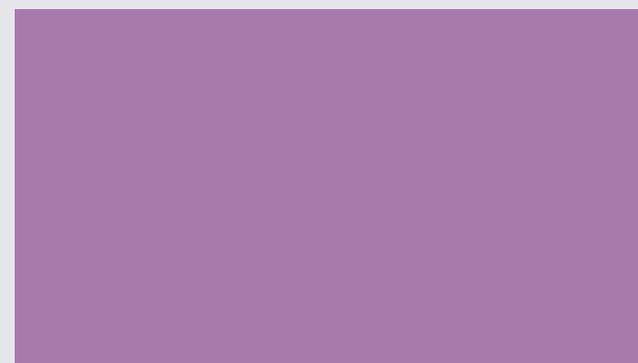
Tagline
Lato Hairline
12 pt

Brand Mark
102pt wide x 175 pt tall

Distance
Capital A from
corporate logo. From
baseline to x-height

Color
InterPlanetary Blue
Pantone 2758 @ 100%

To view the entire **Saturn Brain Standards Manual**, [click here](#)



Saturn Brain

Brand Design

The purpose of this project was to create an **full branding system** from the ground up. The original objective was to create a full branding system, including full brand mark, color system, and brand mark use rules. Additionally, I was developing ephemeral items, vehicles, and a general interior and exterior of the location.

The inspiration for this project was the idea of a Jupiter Brain, or Matriovshka Brain, which is a theoretical concept in the science world that is a planet sized computation engine. I took this idea and decided to make a livable planet out of it. There are two sides of this brand, the corporate side, displayed with the purple, angular logo, and the public side, which is displayed with the blue, circular logo. The corporate side would be related to all the technology development and production, while the public side of the brand would be all about the distribution of the technology, as well as all public affairs. I even designed a theoretical mailing and phone system. Since it would not be Earth, it would not have been able to make direct phone calls to Earth, since the latency due to the speed of light would be minutes at minimum. I also designed ephemeral items that were custom tailored to a man made planet multiple times Earth's distance from the sun.

The reason I designed this the way I did was to show that I can create a theoretical brand from the ground up. It was useful in learning how branding guidelines are created, as well as the design process for corporations.

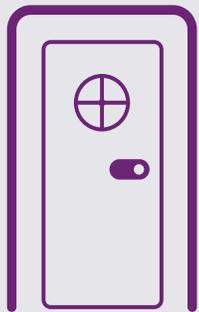




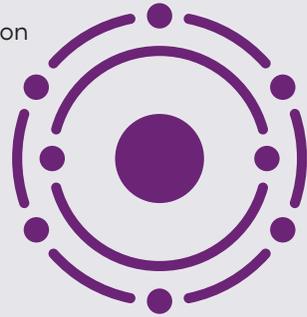
Wireless Charging - Devices



Wireless Charging - Vehicles



Living Spaces



Oxygen Station



Water Station



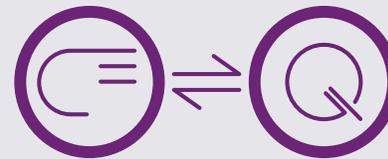
Litter Disposal



Immigration and Customs



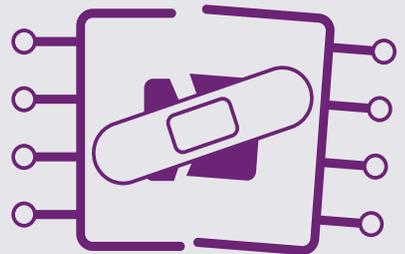
Travel



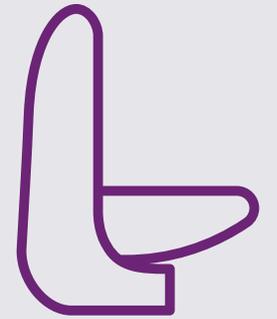
Currency Exchange



Shopping

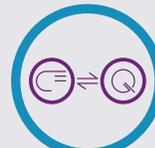


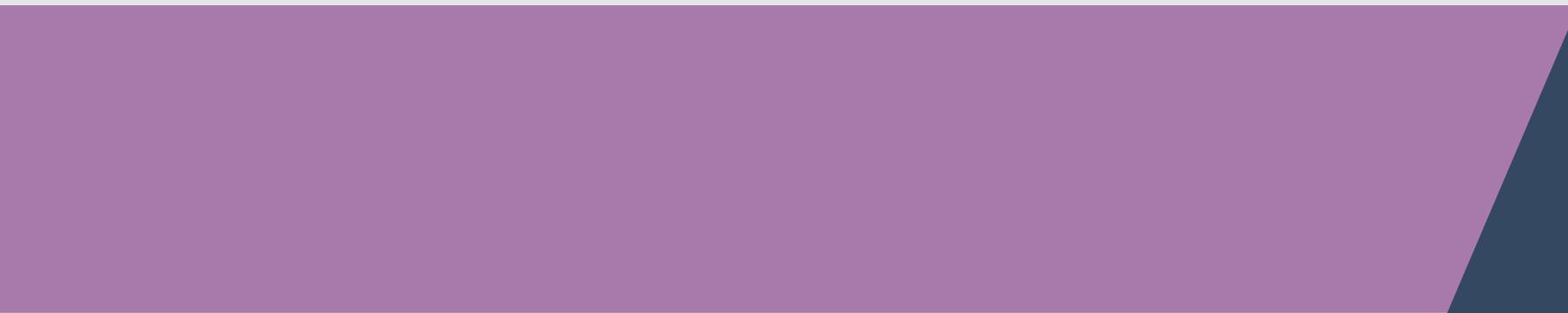
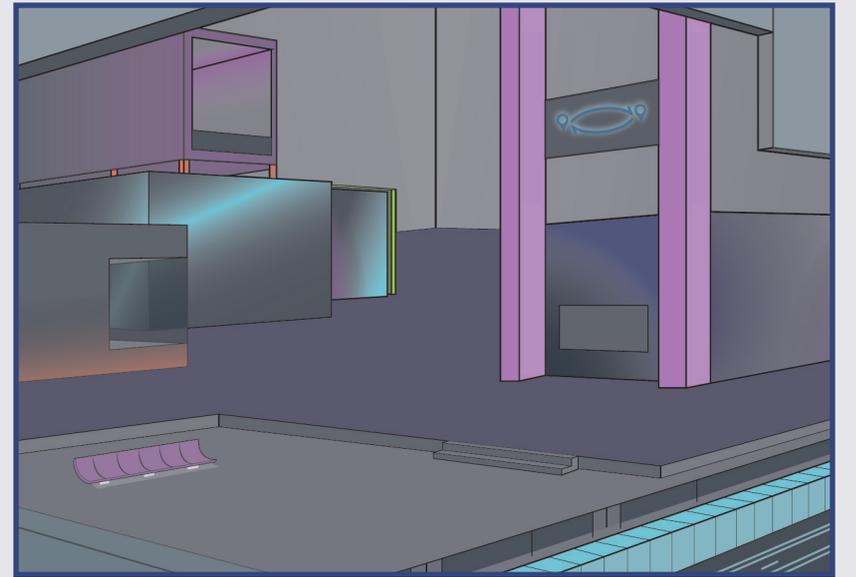
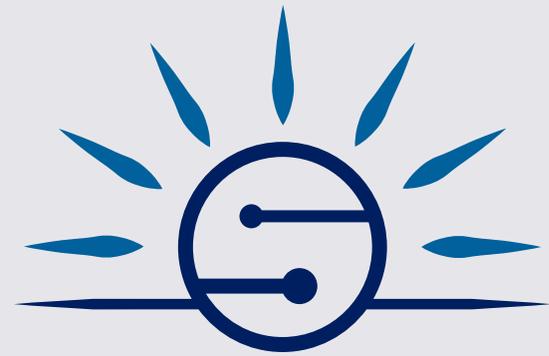
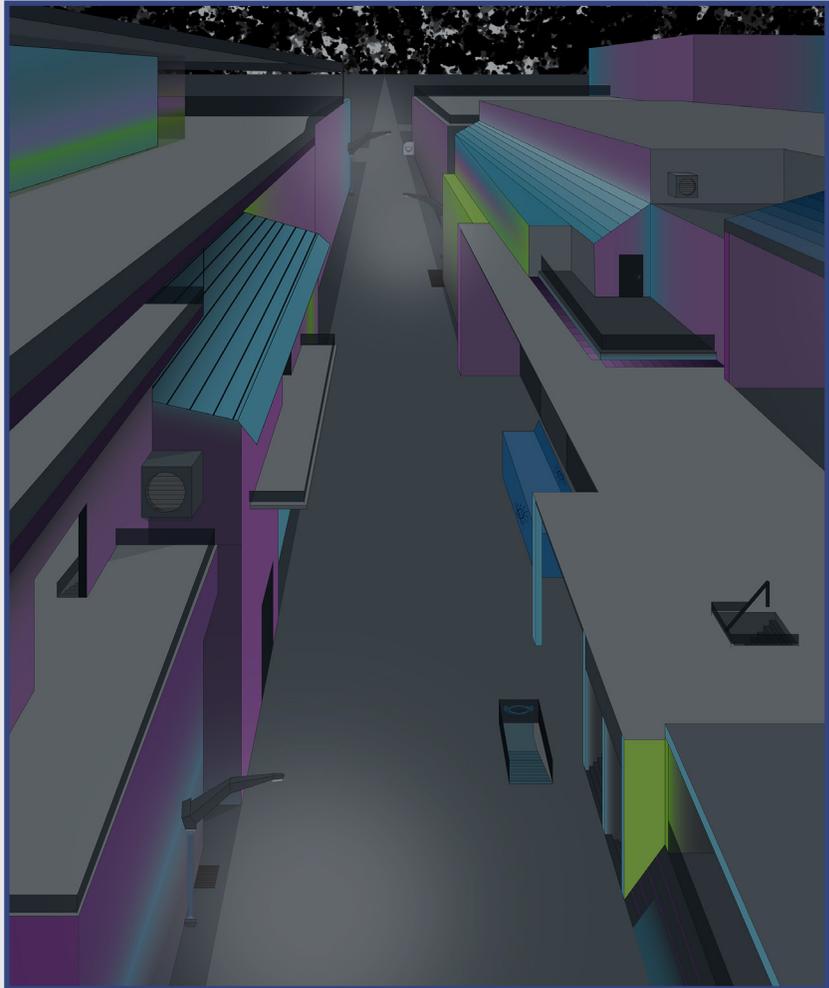
Tech Repairs



Bathrooms

Wayfinding Pictograms







Thank you

for viewing my portfolio!

If you liked my work, you can contact me at
(937) 344-2580 or at aaronmoodydesigns@gmail.com