

# JASMINE A. FLOOD

## GRAPHIC DESIGN & BRAND MANAGEMENT

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# BRANDING

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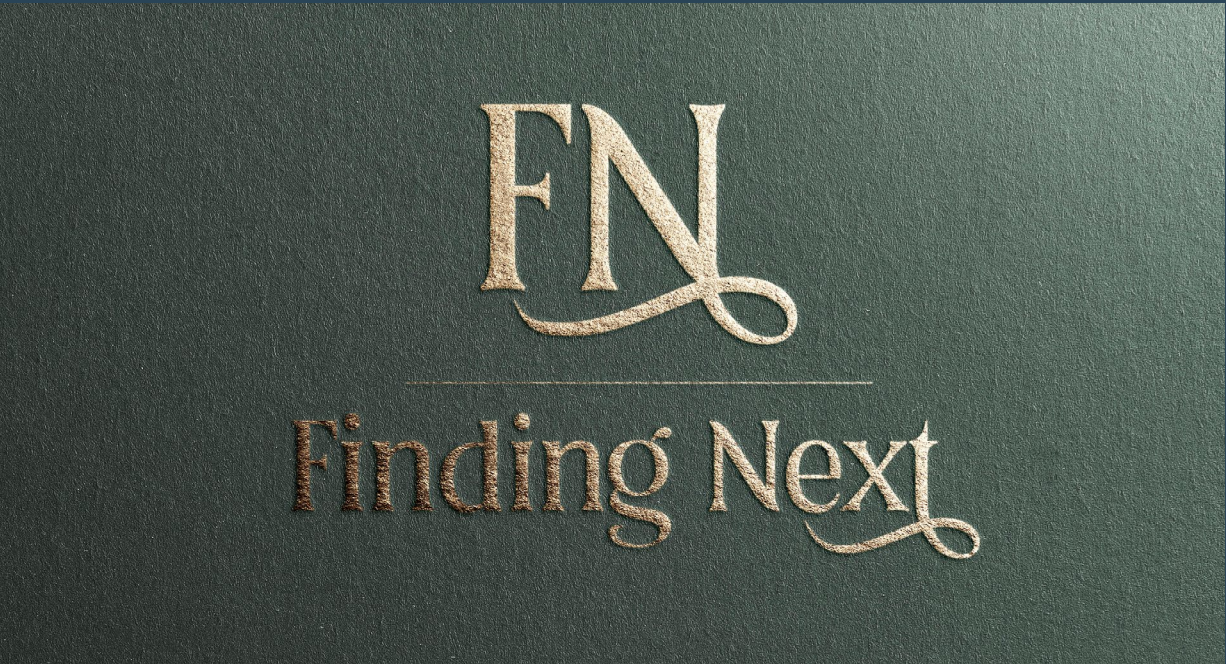
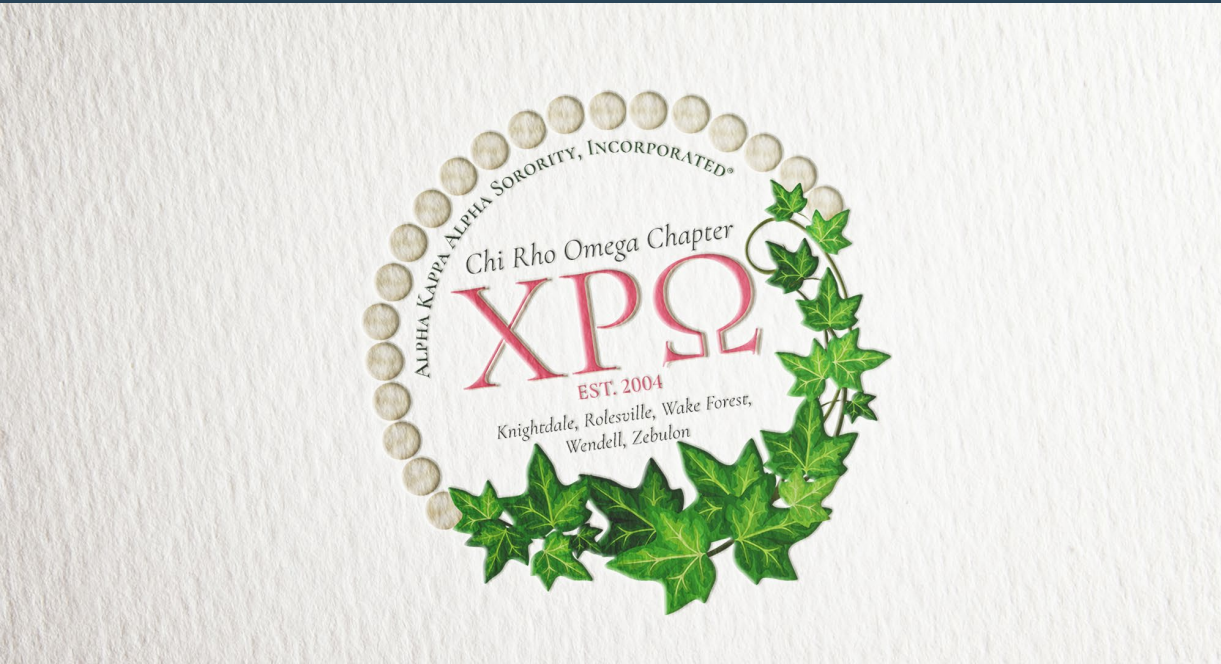
## PUBLIC ART

## PRODUCT

## FABRIC

Client: Various  
Year: 2014–Current

When designing for clients I strive to not only design a logo but a cohesive visual brand identity. The following pages display original designs created after discussing each client’s vision for their brand, target audience, and goals. Designs include logos, packaging, marketing, and website design.





# WEB DESIGN + CREATIVE DIRECTION

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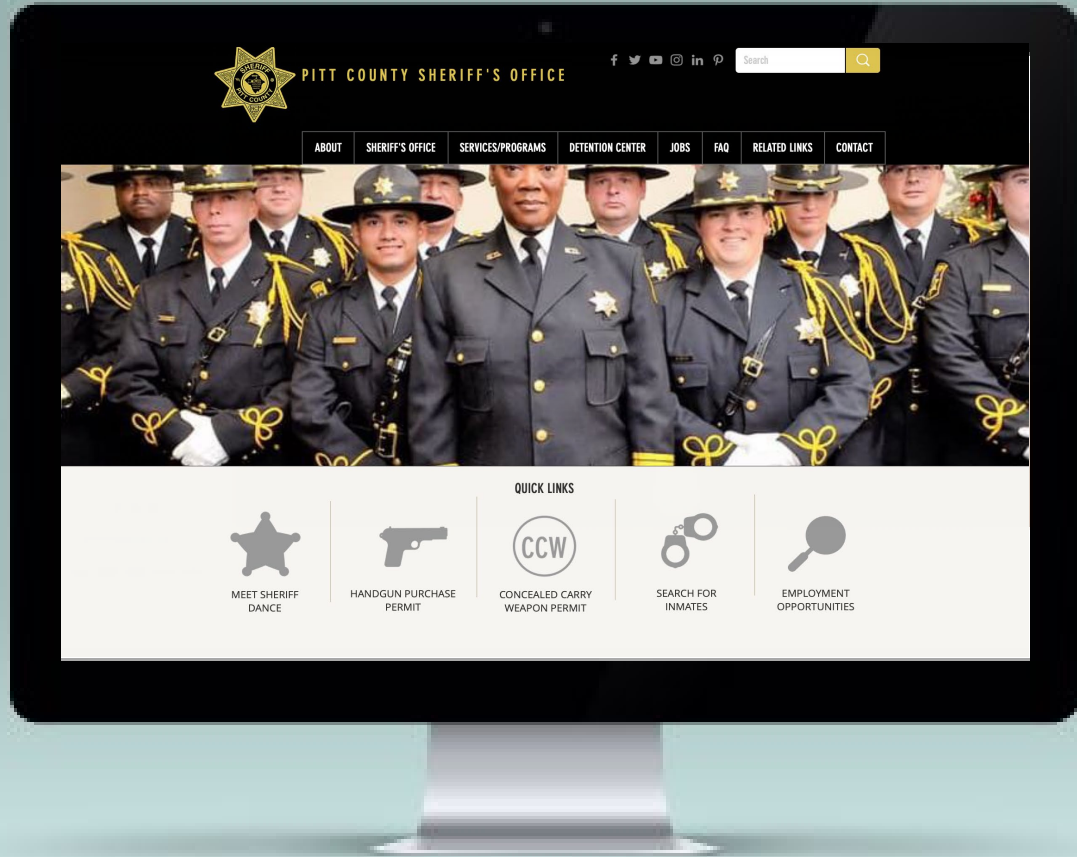
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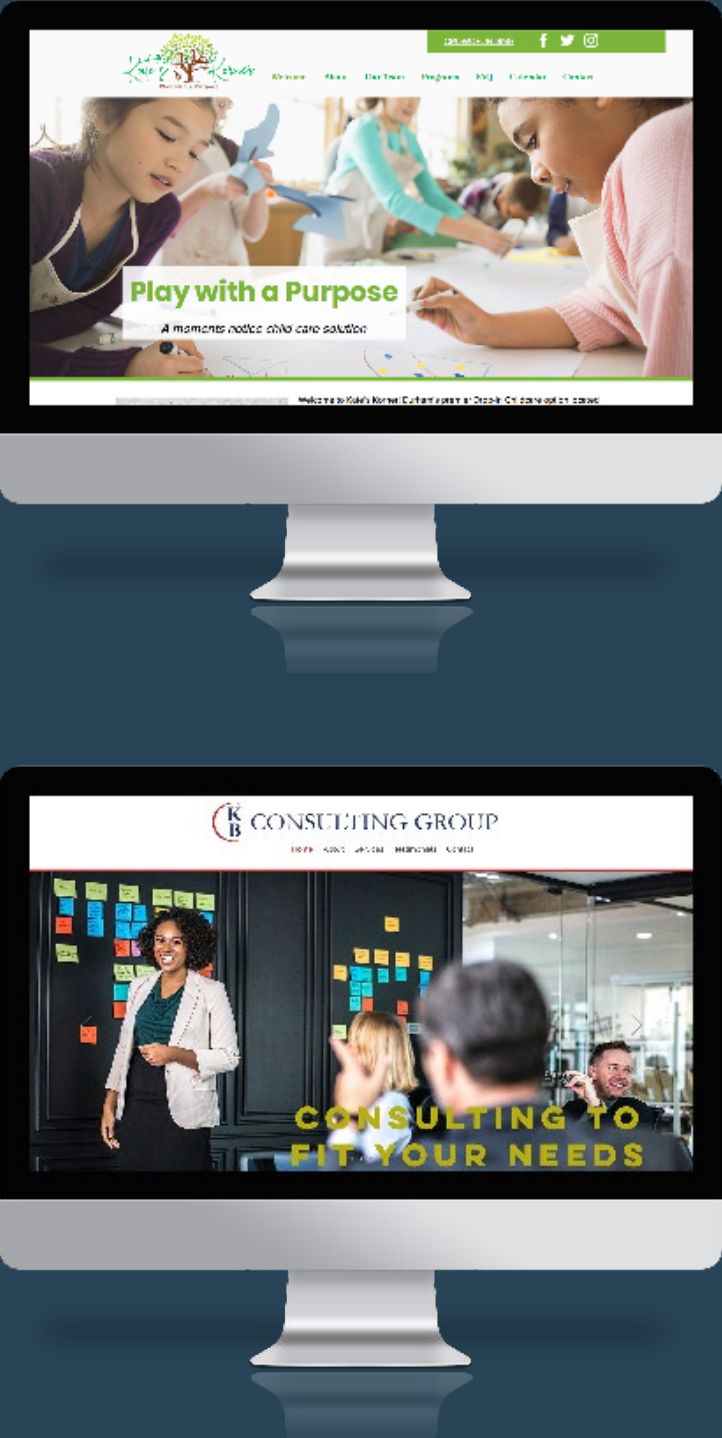
FABRIC

Client: Various  
Year: 2017-Current

The following pages display clients I've worked with to design their logo designs, style guides, websites, and marketing materials. As I work with each client and evaluate their business structure, I create a website based upon their initial and (long-term, future) needs. The sites featured were created using website builders with the intention of allowing my clients freedom to make changes with confidence. Many of the site examples were created using website builders to allow each company to make changes after the final design was completed themselves.



# WEB DESIGN





# EDITORIAL + ART DIRECTION

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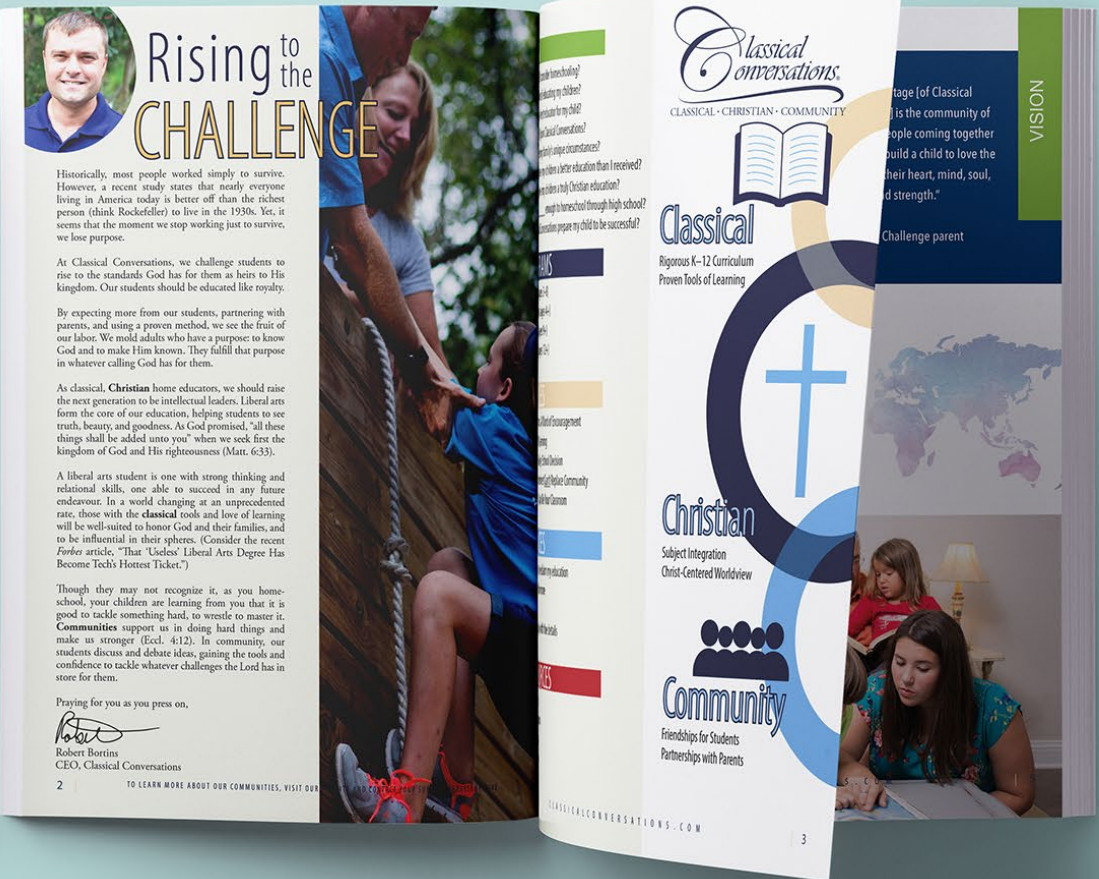
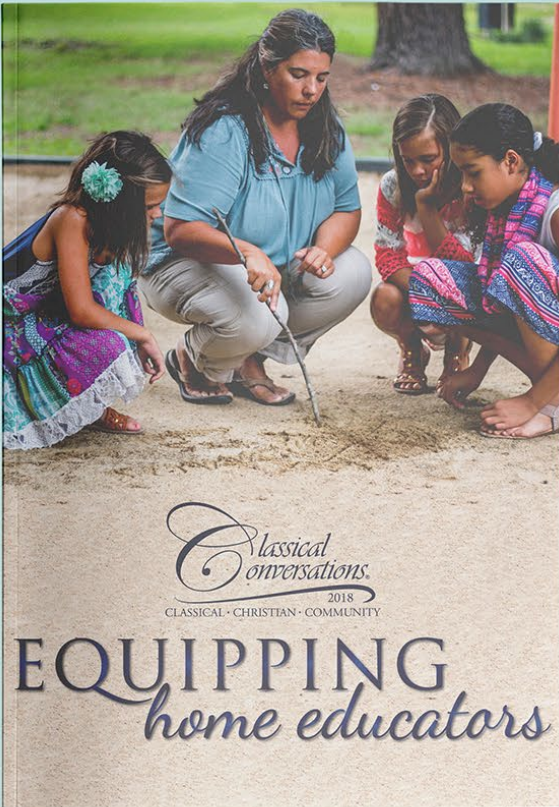
PUBLIC ART

PRODUCT

FABRIC

Client: Classical Conversations  
(Southern Pines, NC)  
Year: 2013-2020

Classical Conversations' annual catalog is the company's primary resource for attracting new customers and retaining existing customers. The client requested a design update to the catalog to establish a more appealing and modern layout. Services included: art direction, photo shoot directing, print vendor relations and design layout of the full 100-page catalog. Over 300,000 print catalogs are published annually, as well as an online catalog.





# TYPOGRAPHY

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## PRODUCT

## FABRIC

Client: Classical Conversations  
(Southern Pines, NC)  
Year: 2018

Each year visual identity is built around the theme for Classical Conversation's annual Parent Practicum. I was tasked with working across teams to develop a logo design with fresh typography and motifs to excite the target audience about the upcoming seminars and theme.



# TYPOGRAPHY

Client: Carolina Small Business  
Development Fund (Raleigh, NC)  
Year: 2017

Pictured is a logo that was designed for an annual conference for entrepreneurs in Raleigh and Charlotte, NC that was bold, easily recognizable, and clean. The goal was to create a clean, yet bold design that could be easily recognized. The primary font was a custom hand lettered.





# PUBLIC ART

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FABRIC

Client: Carolina Donor Services,  
Vidant Medical Center  
Year: 2014-2018

The organ donor memorial represents a celebration of life with butterflies fluttering to and from a lush tree. Attention was placed on the butterflies as they were designed to invite viewers to take a closer look.

The installation measured 11'3" W x 3'2" L and consists of 3form™ high resolution pressed glass mounted on stand-offs in front of textured panels with a printed wood design. Materials were manufactured by 3form™ and installed by American Builders based on renderings that were provided with digital illustrations.





# PRODUCT DESIGN

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FABRIC

Client: North Carolina State University  
(Raleigh, NC)  
Year: 2015

The marketing team at NCSU needed a gift for visiting attendees to commemorate the grand opening of Talley Student Union. The birch wood product was engraved and laser cut to mimic the large scale wooden installation on-site. The decorative memento could be used as a cell phone or notepad stand.



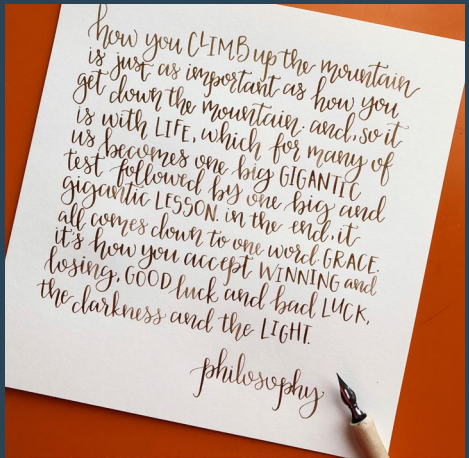
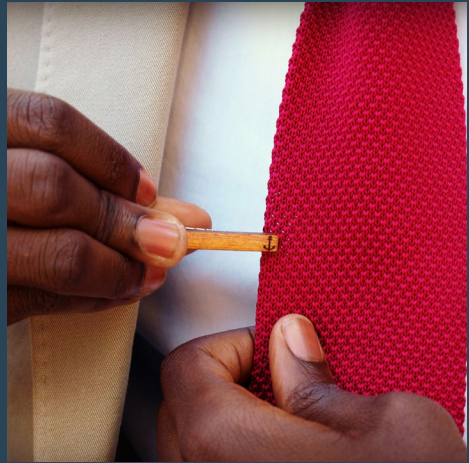
# PRODUCT DESIGN

Client: RIADA ADAIR (Raleigh, NC)  
Year: 2012-2019

RIADA ADAIR was established in 2012, as a jewelry company. Over the course of a year, the business transcended into an accessories company focusing on eco-friendly products for men, women, and the home. Sustainable Forest Initiative Certified woods and other materials are used to create jewelry, tie bars, and cufflinks with laser cut designs. Most designs are inspired by nature with an emphasis on the ability to add personalization to many of the products. Stationery products are accentuated by original, hand drawn illustrations, as well as, hand lettered designs.

In 2014, Birchbox Man approached RIADA ADAIR to become a supplier for their monthly subscription boxes. The first order was for 40,000 "Between the Lines" tie bars. In 2015, the wooden men's accessories were featured on ABC's Good Morning America® during a Father's Day segment. Top picks from the RIADA ADAIR stationery line are frequently featured on Zulily®.

In an effort to empower and bring creative women together, hand lettering, calligraphy, and craft workshops were added as a component to the business.





# FABRIC DESIGN

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Client: Springs Creative (Rock Hill, SC)  
Year: 2013-2014

This contract consisted of the creative development of print designs for Sanrio's Hello Kitty, Disney's Tinkerbell, and Nickelodeon's Dora the Explorer. Prints were requested for the following fabric mediums: flannel, fleece, cotton, no-sew fleece, and mock smock. The fabrics designed are sold in JoAnn Fabric, Hobby Lobby, and Walmart Stores throughout the United States. Fabric swatches are available upon request.



# FABRIC DESIGN

Client: Southern Charm Retail Shop  
(Holly Springs, NC) Year: 2014-2016

Custom designs and illustrations were developed for illustrations and custom designs for a line of home soft goods products, customized with initials or monograms. Selected designs featured include a custom hopscotch shower curtain for children and a preppy clover and chevron throw pillow for the tween market.





# J A S M I N E A . F L O O D

GRAPHIC DESIGN & BRAND MANAGEMENT



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Raleigh, NC