

ANGEL WINCHESTER

GRAPHIC DESIGNER

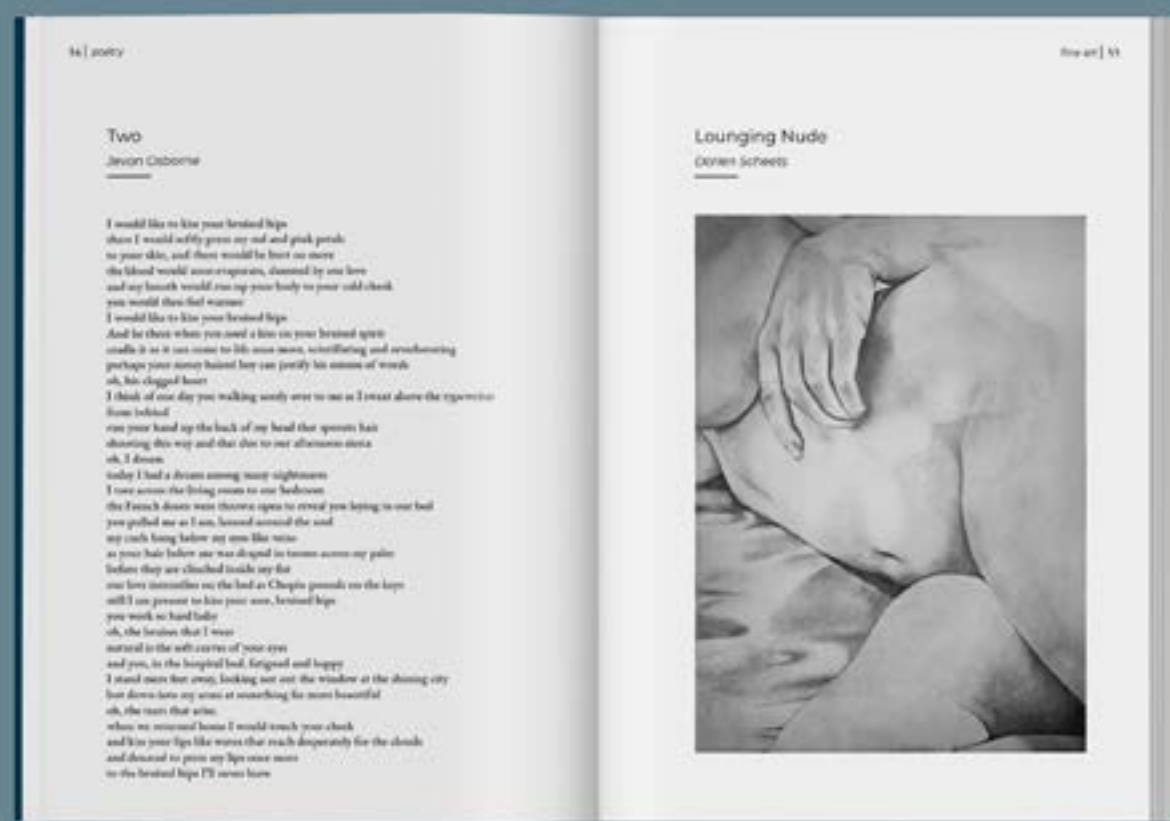
PORTFOLIO

ACCESS FOR ALL SMILES



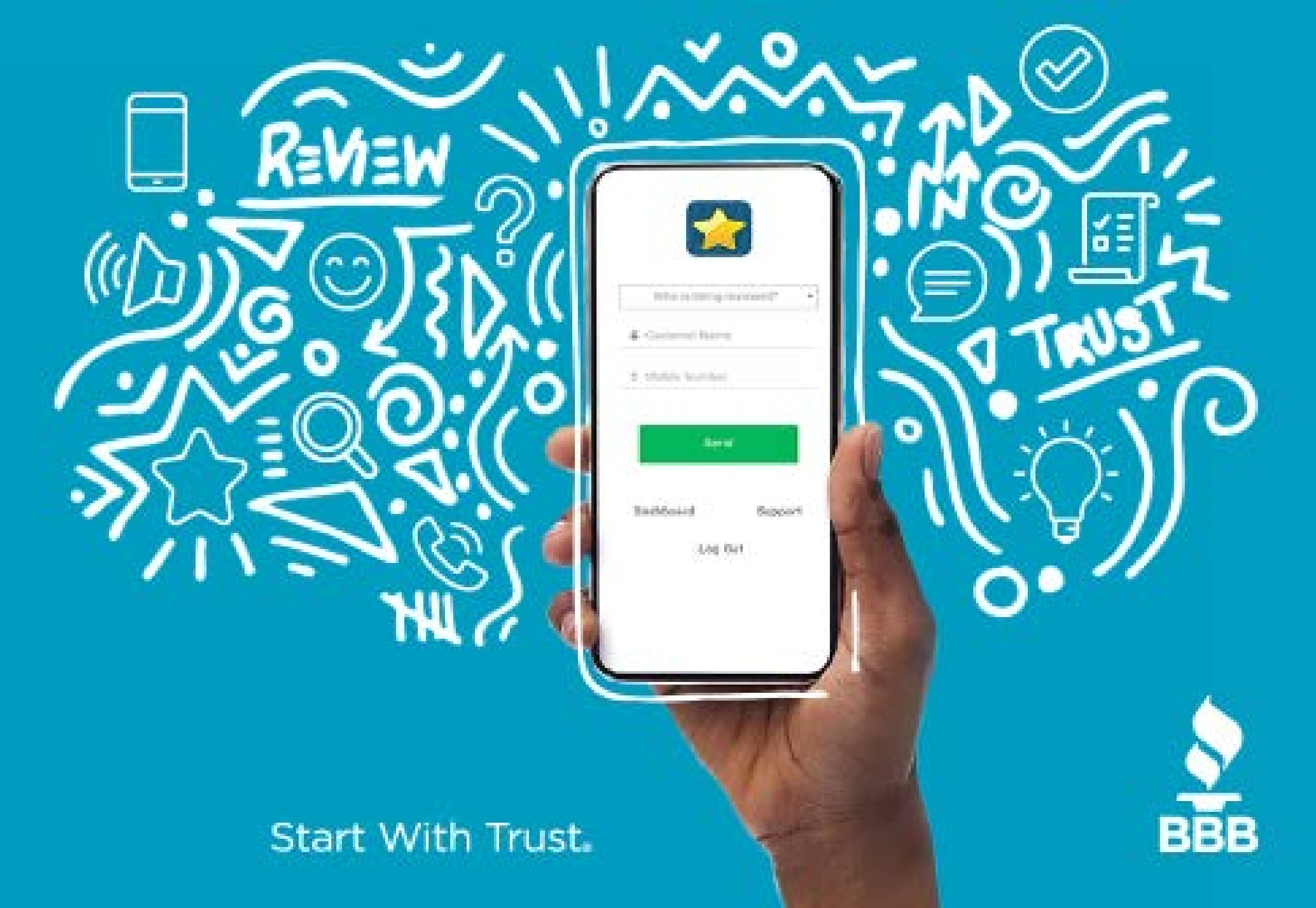
Logo / Curriculum Design

Access for All Smiles is an oral health curriculum developed for use by caregivers of individuals with disabilities. The logomark directly references the charming smile of the Delta Dental Foundation (DDF) logo, as they are the sponsor and distributor of this curriculum. This direct reference strengthens the curriculum's credibility and while increasing DDF's brand recognition. Ample use of icons and imagery help reinforce information for its low literacy target audiences and give the curriculum a friendlier feel. Large margins and curved headers/footers also help visually balance the information-packed pages.



Creative Typography / Editorial Design

Odyssey is a literary and arts magazine published by the Ball State Honors College. The magazine's interior mixes serif and sans serif type to give it a modern feel and to better differentiate between sections of text. Large margins visually balance pages and improve usability. Folios placed at the top outer corners of each page allow users to quickly find their desired pages. The cover art was inspired by the magazine's namesake -odyssey- specifically in relation to Homer's The Odyssey. An odyssey is defined as "a long wandering or voyage" -suggesting a dynamic continuation, a flow of time. Homer's tale is of a voyage at sea. The swirling patterns of flowing water and waves influenced the pattern and color choices of the cover. These swirls come together to form the word "odyssey" on the front cover, representing the multiple journeys told within its pages, and the many people it took to make this magazine.



Social Media Ad Campaign

The BBB partnered with The Review Solution to provide accredited businesses with a free customer reviews app that makes it even simpler for businesses to ask customers for reviews. This 6 image ad campaign was design with the Review Solutions app in mind while being versatile enough reuse for future purposes. The style of hand drawn illustration overlaying photography is playful yet professional, thus attracting our younger target audience. The bold colored backgrounds catch the viewers attention while staying true to the company's branding. The hand-drawn illustrations pull the viewer in, with interspersed icons providing more information as to the images meaning. The photographs primarily depict young er and diverse individuals, as that is the target audience of the campaign.



Branding / Product Packaging

Sweet monster is a quirky ice cream shop in Fort Wayne, Indiana that sells colorful and unique treats. This logo encapsulates the company's name and personality in a stylish yet succinct way. The logomark is derived from the shape of a melting popsicle with the addition of monsteresque horns. The logotype is bold and legible while still retaining the company's personality. Bright colors are used in the logo's primary lockup and deliverables to mimic the colors seen in the ice cream and toppings. The packaging, however, omits the bright colors for a simple black design in order to better showcase the company's culinary creations. This simple yet effective design is adaptable for all situations including print, apparel, social media, etc.





Postcard Design / Typography

This postcard was designed for the Better Business Bureau Serving Northern Indiana to reuse for any celebratory purposes when reaching out to non-accredited businesses. The goal was to create something versatile that would stand out amongst other mailed advertisements. The bright colors and bold typography do just that. Using light text on a dark background creates high contrast and increased legibility. The graphic style along with the utilization of all primary and secondary branding colors guarantees this piece will stand out amongst other mailed advertisements. The diagonal line of the color blocking on the postcard's back creates visual interest while leading the eye down toward the BBB logo.

Logo / Promotional Design

Bourbon & Bingo is an annual fundraiser hosted by McMillen Health in Fort Wayne, Indiana. This logo establishes the event's own identity while still retaining several aspects of the McMillen brand. Mixing custom script lettering with McMillen's sans serif brand font creates the approachable yet elevated feel guests can expect when attending. The circular format and dynamic angle of the text reference a modern interpretation of historic alcohol labels. The dark blues and amber tones used during the event promotionals were pulled from McMillen's secondary palette as well as from bourbon itself. Imagery used in the promotional campaigns was kept simple and true to the namesake—luxury bourbon. This simple yet effective design is adaptable for all situations including print, apparel, social media, etc.

MCMILLEN HEALTH
Bourbon
& BINGO
EST 2022



MCMILLEN HEALTH
Bourbon
& BINGO
EST 2022

\$75 per person
Includes 10 bingo cards
(1 card per round), meal,
drink ticket, and tasting.

Presented by  LEXUS | LEXUS OF FORT WAYNE



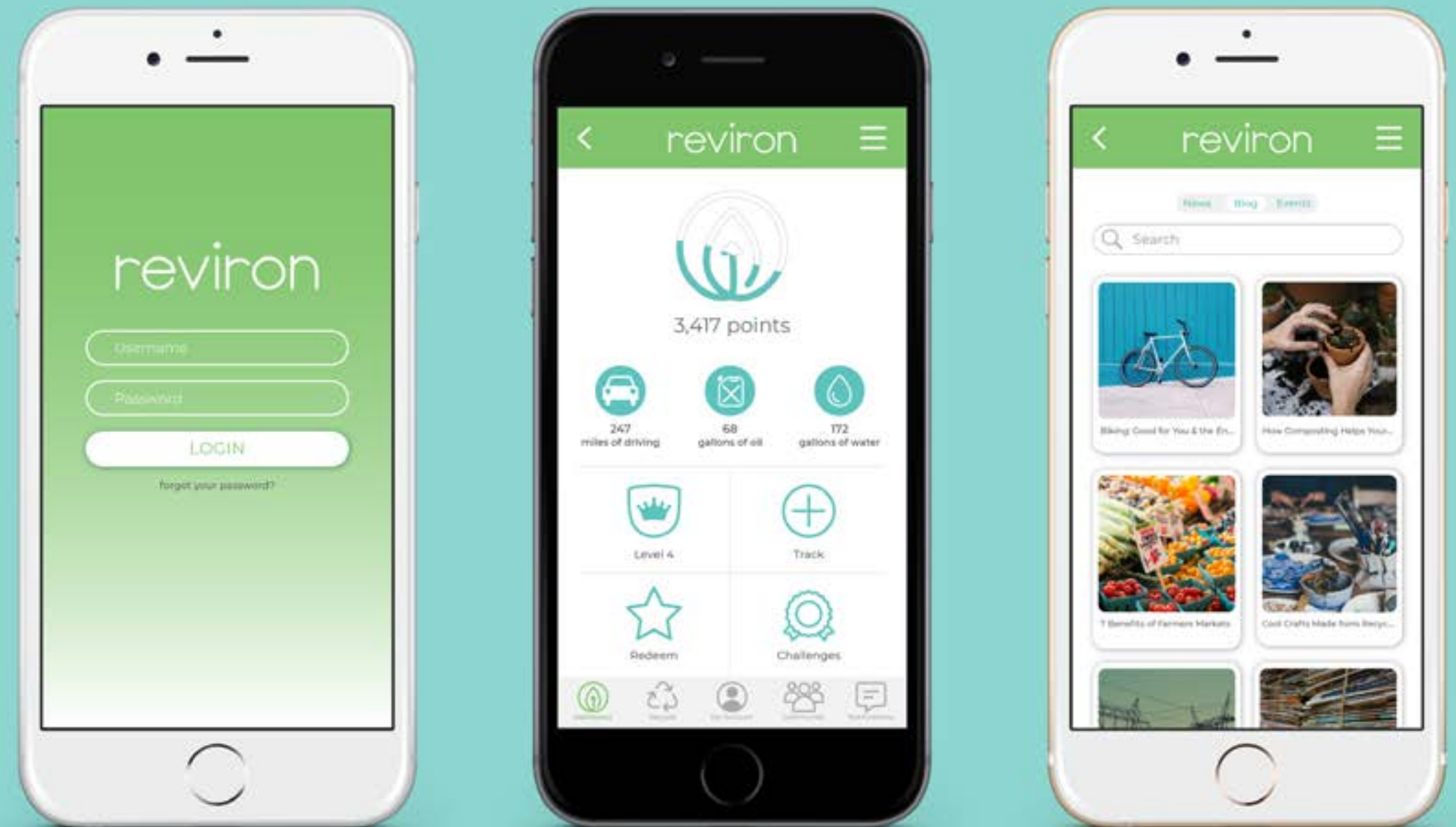
MCMILLEN HEALTH
Bourbon
& BINGO
EST 2022

**Win an exclusive
bottle of bourbon**
valued up to \$2,500!

Presented by  LEXUS | LEXUS OF FORT WAYNE

Branding / Mobile App Design

Reviron is an initiative established to raise awareness and promote environmentally conscious habits within the United States. The monolinear logomark exhibits Reviron's two quintessential values: recycling and environmental revitalization. The logo's circular design alludes to the root of the word 'recycle' while the arrow reference the commonly recognized recycling symbol designed by Gary Dean Anderson. Reviron's value of environmental revitalization is shown by the leaf in the center of the circle. The aforementioned arrow points up to show progress and growth while acting as the midrib and veins of the leaf. This simple yet impactful logo holds immense meaning and can be seen on every deliverable associated with the organization, reinforcing both the brand and its values. The logotype was custom created to follow the rounded and linear feel of the logo mark. This theme is seen through each deliverable and icon developed for this project.



 reviron



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