

Project Title

# Grimmway Farms Trade Show Booth

Client

Grimmway Farms

Art Direction by

Amp Agency

Category and/or Services Provided

- ☒ Advertising
- ☒ Illustration
- ☐ Type Design
- ☐ Branding
- ☒ Lettering
- ☐ Web Design
- ☒ Editorial
- ☐ Packaging

Background

Headquartered in Bakersfield CA, Grimmway Farms is the largest grower and shipper of carrots in the world.

Working under the art direction of Amp Agency, I developed several wide-format chalkboard style illustrations and custom lettering compositions for Grimmway's trade show booth (fabricated by Pro Exhibits). These illustrations were also used for print advertisements and point-of-sale signage.



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Project Title

Billboard's 125th Anniversary Issue

Client

Billboard Magazine

Studio

J.Felix Design Studio

Category and/or Services Provided

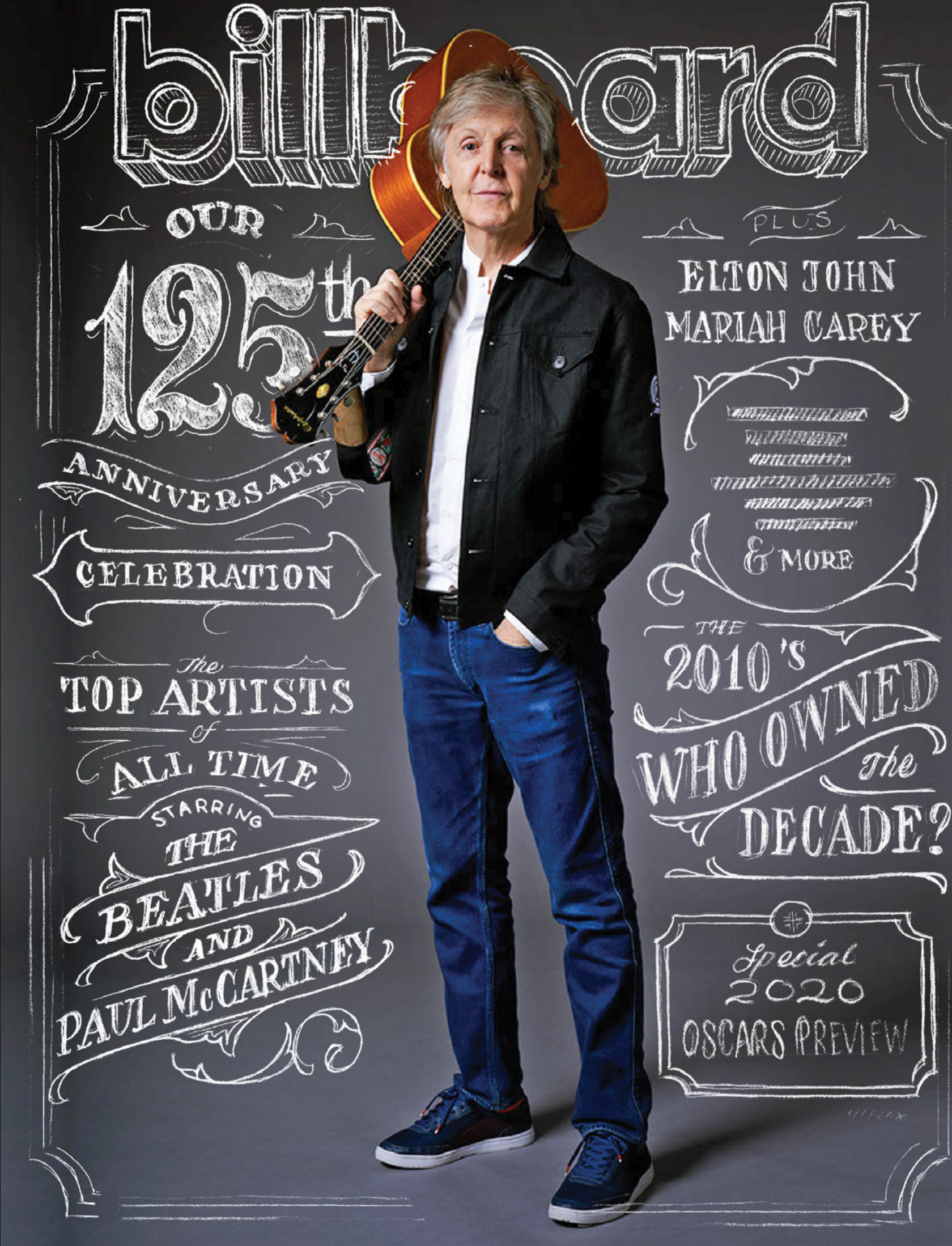
- ☐ Advertising
- ☒ Illustration
- ☒ Type Design
- ☐ Branding
- ☒ Lettering
- ☐ Web Design
- ☒ Editorial
- ☐ Packaging

Background

Billboard Magazine celebrated their 125th anniversary issue and released a list of Top Artists of all time. The legendary Paul McCartney graced the cover of this historic issue and I was asked to do the typography and illustration in a modern-vintage aesthetic that would pay tribute to the original magazine covers of the late 1800's.



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Project Title

# Jack Fire Campaign

Client

Jack Daniel's

Art Direction by

Arnold Worldwide

Category and/or Services Provided

- ☒ Advertising
- ☐ Illustration
- ☒ Type Design
- ☐ Branding
- ☒ Lettering
- ☐ Web Design
- ☐ Editorial
- ☐ Packaging

Background

Following the nationwide release of Jack Daniel's Tennessee Fire, I worked with Arnold Worldwide on several custom lettered headlines used in a variety of print, digital, and OOH advertisements across the United States.

The original hand-lettered headlines were eventually turned into a working font with 100+ glyphs.



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Project Title

# Evangeline's Costume Mansion

Client

Evangeline's

Studio

J.Felix Design Studio

Category and/or Services Provided

- ☒ Advertising
- ☒ Branding
- ☐ Editorial
- ☒ Illustration
- ☐ Lettering
- ☐ Packaging
- ☒ Type Design
- ☒ Web Design

Background

Located in the heart of historic Old Sacramento since 1974, Evangeline's has been supplying amusement and enchantment to visitors with an extensive supply of themed costume apparel and novelty gift items.

Working directly with Deborah Chaussé (owner) I developed a custom logo-type and illustration that captured the essence of her brand and implemented it across print, apparel, signage, social and web spaces.



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Project Title

# Faithful Font

Client

San Francisco 49ers

Art Direction by

49ers

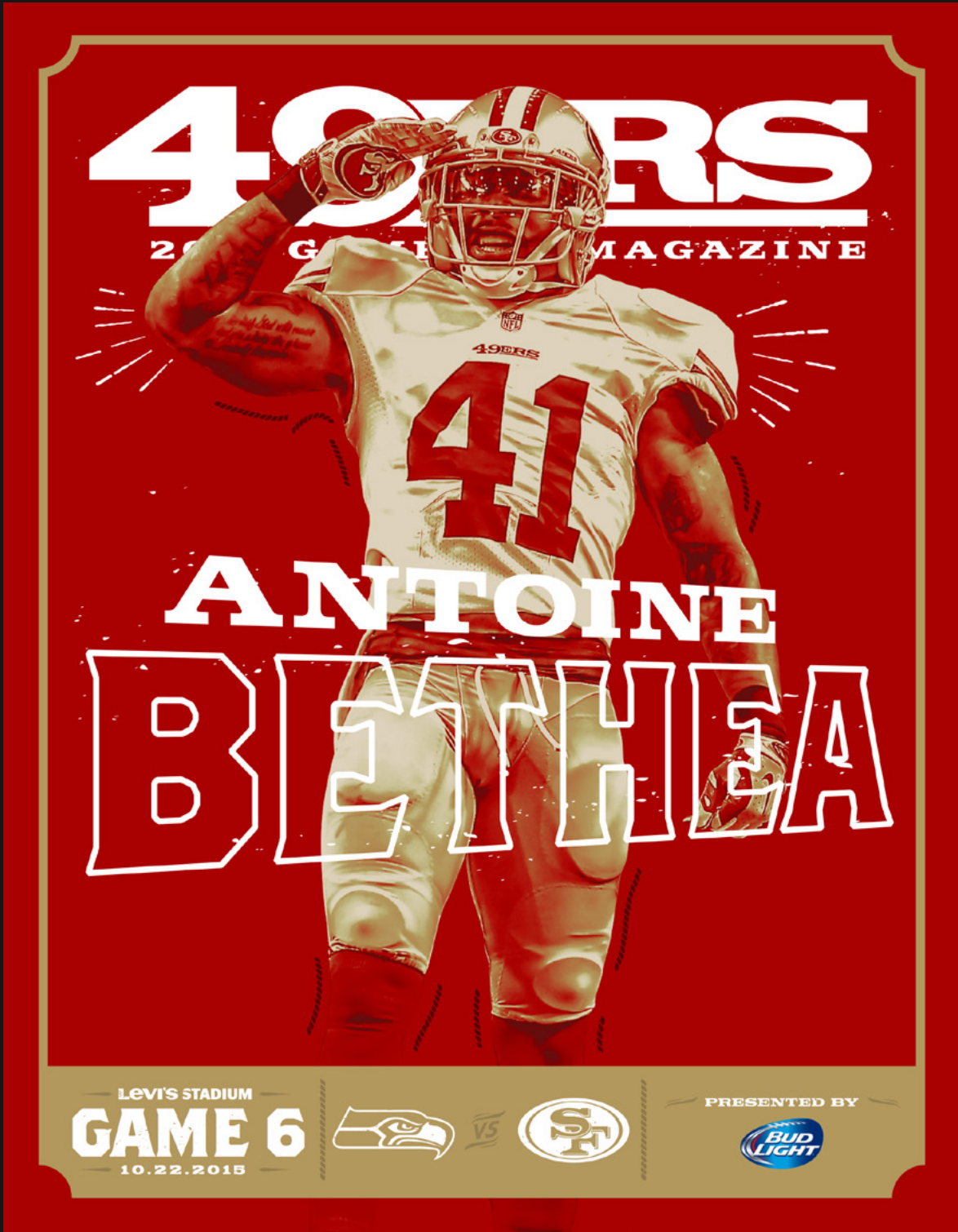
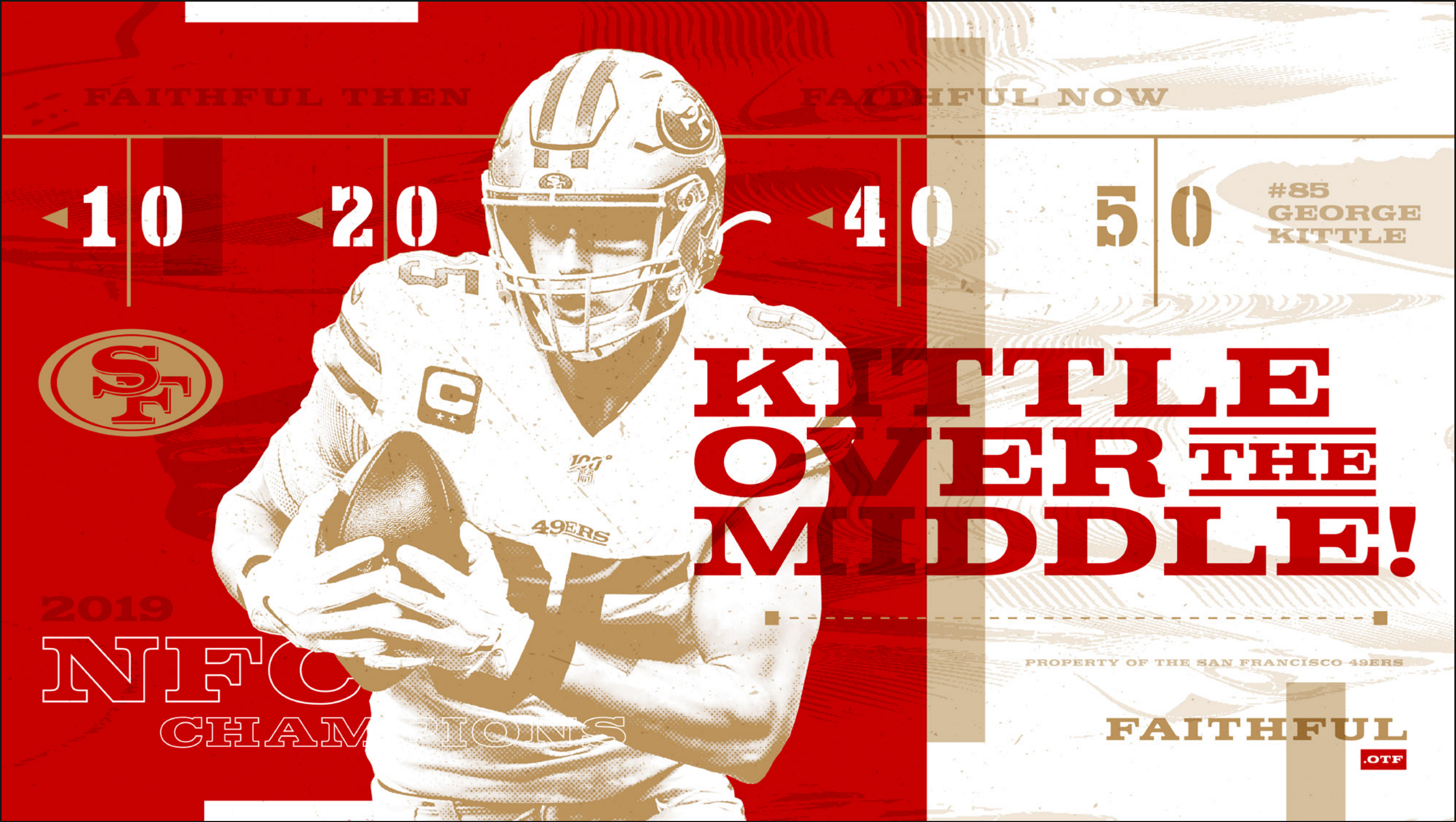
Category and/or Services Provided

- ☐ Advertising
- ☐ Illustration
- ☒ Type Design
- ☒ Branding
- ☐ Lettering
- ☐ Web Design
- ☐ Editorial
- ☐ Packaging

Background

I designed letterforms based on the iconic ‘SF’ monogram and developed the art into a working font with 133 glyphs including stencil numerals and stylistic alternates.

The result is an exclusive and proprietary work-horse font that can be seen in use at various levels of 49ers communications including publications, social media, stadium signage and on-field applications.



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