

ANNE MARIE HOPPERSTEAD

Graphic Designer & Illustrator

POSTER DESIGN

InDesign // Illustrator

WORKFLOW POSTER

Working efficiently within a growing team is a challenge. This poster was a result of a need for standardization in the teams’ project requests.

The goal was to create an engaging visual map to lead someone through the process of requesting designed graphic/creative content, including steps to take when complications arise.

Along side the poster I developed a small scale booklet more suited to day to day use where each project type was given a separate section and a project request template was laid out.

This poster features primary and supplemental brand colors as well as Milestone icons.



PRINT GRAPHICS

Illustrator // Photoshop // InDesign

FLYERS & MAGAZINE ADS

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MAKE THE
WORLD SEE

XProtect Hospital Assist.
**HELP CARING HANDS
REACH FURTHER**

Healthcare workers face increasing pressure from staffing shortages. XProtect® Hospital Assist, a remote patient monitoring technology, can help free up time and resources making it easier for staff to provide optimal care.

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MAKE THE
WORLD SEE

MILESTONE XPROTECT®
**Trusted in 500,000+
customer sites
worldwide**

Renowned for its reliability, Milestone XProtect video management software (VMS) is already hard at work across industries and around the world — in and beyond security.

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MAKE THE
WORLD SEE

**Join Us
At The
Ballpark!**

We look forward to spending time with you at an exclusive Milestone End-User only Event.

It's our pleasure to invite you to a Milestone event exclusively for end users! We are gathering local end users for an evening at Busch Stadium to hear from YOU! It's your business needs that will dictate what we bring to the market in the future, as we seek to provide you with solutions and meet your video data use case priorities, in and beyond security.

Wouldn't it be nice to have a space and time at the ballpark to chat with other end-users from the region to learn about their experiences and glean new ideas?

Milestone will have a Diamond Suite at Busch Stadium starting 90 minutes prior to game time and continuing until the last out, with food and beverages provided. We know you have specific challenges you are looking to solve, so let's use this time to gather some new ideas, connect, and have fun!

Will you join us?

BUSCH STADIUM

700 Clark Street,
St. Louis, MO, 63102

Tuesday,
May 16th, 2023

5:15pm - Final Inning

[CLICK HERE TO RSVP](#)

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MAKE THE
WORLD SEE

MILESTONE, LENELS2, AND BOSCH
Developing trusted, intelligent, and complete technology solutions together.

Milestone, LenelS2, and Bosch jointly offer a comprehensive range of security solutions, including:

- XProtect® is an enterprise VMS by Milestone Systems built with open platform video technology and advanced capabilities, enabling organizations to make data-driven and future-proof solutions.
- Bosch video security cameras combine Starlight technology, HDR X, and intelligent bitrate management to deliver high-quality video at low bandwidths.
- AI-powered video cameras from Bosch use AI neural network technology through intelligent video analytics to assist operators in proactive, real-time incident response.
- LenelS2 OnGuard® is a premier access control and security management system offering robust identity management, alarm monitoring, and visitor management. Additionally, it supports customization and integration capabilities.
- The collaborating companies deliver reliable security and cyber resilience for authentication and encryption in their respective products. Milestone, LenelS2, and Bosch strive to exceed security standards in industrial automation, control systems, and software cybersecurity for connectable network products.

About Milestone XProtect
XProtect is video management software (VMS) developed by Milestone Systems. The video technology platform helps organizations manage and monitor video surveillance more effectively. XProtect enables users to view, record, and manage video from multiple cameras and locations in real time while operating as a central hub collecting data from many security tools in one platform.

[LEARN MORE](#)
milestonesys.com/xprotect/

About LenelS2 OnGuard
LenelS2 OnGuard is an enterprise-level access control and security management software offering advanced identity management, alarm monitoring, and visitor management. As a result, OnGuard is customizable and supports integration with other security systems. Milestone XProtect and LenelS2 OnGuard have bidirectional integration, meaning video and metadata are shared between systems, making systems more functional for operators.

[LEARN MORE](#)
lenelS2.com

About Bosch Security
Bosch has a long history in manufacturing security devices, including IP Cameras, Intrusion Alarms, Access Control Products, and Fire Alarm Systems. Bosch makes a full range of innovative security systems that exceed customer expectations, deliver cutting-edge video analytics, and meet clear business advantages for security and beyond. Both Milestone and LenelS2 offer deep integration with Bosch systems.

[LEARN MORE](#)
boschsecurity.com/us/en/

Overall, the collaboration of Milestone, LenelS2, and Bosch results in comprehensive, reliable, and efficient physical security solutions, benefiting customers and the physical security industry.

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MAKE THE
WORLD SEE

**Open up to a global
network of innovators**

The XProtect® open platform architecture allows you to integrate technology from our ever-expanding network of technology partners.

As your needs evolve, leverage the expertise and add extra value to your installations.

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LEARN MORE

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Document Layout & Design

Milestone Systems

DIGITAL GRAPHICS

Illustrator // Photoshop

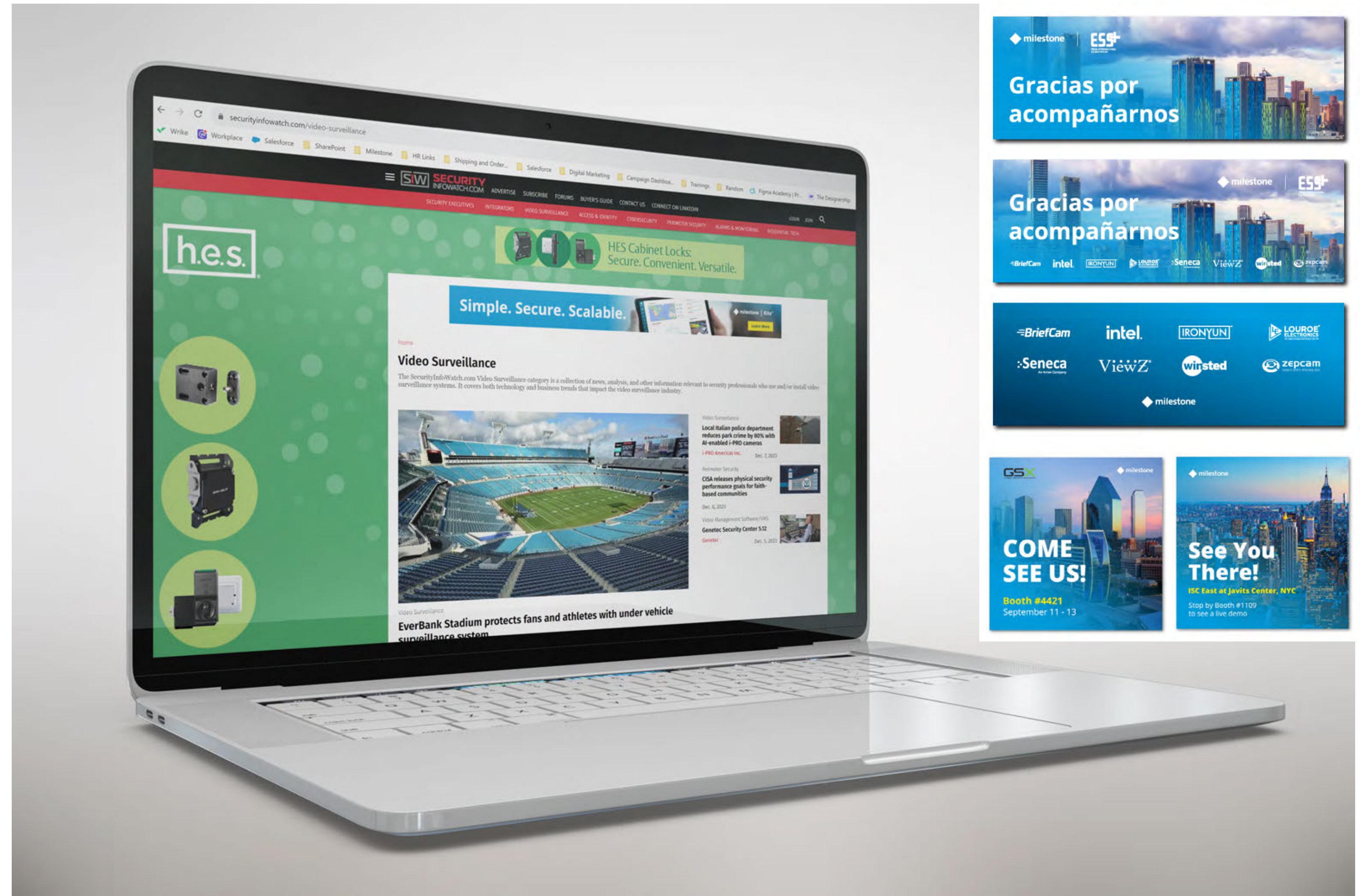
DIGITAL CONTENT

I regularly made digital graphics for e-Publications and website articles along with social media posts and email banners, before during and after events.

Often the challenge was to find a series of different but related images for the life of the event/campaign so the team could refresh the images as needed.

Included are a real world example of a banner ad running above a web article, social media ads for a sponsored trade show and email banners for an event in Bogota, Columbia.

I learned to be conscientious of the balance between the supporting image and the message and ultimately the call to action.



Web Ads, Social Media
& Email Banners

Milestone Systems



PUBLICATIONS

Illustrator // Photoshop // InDesign

E-BOOKS & BOOKLETS

In order to stay within brand standards I used previous Milestone e-Books as a jumping off point for the new design.

I was empowered to change page layout as necessary and update elements like the design of CTA hyperlinks within the digital document while keeping the overall document true to brand guidelines.



EVENT GRAPHICS

Illustrator // Photoshop // Acrobat

LARGE SCALE BRANDING

I was fortunate to work on graphics for several internal events and external trade shows. I used the concept created by the senior designer to make the assets for the branded event spaces and attendee communications.

During an internal event, I made the designs for the large scale pillars that were covered in vinyl decals, the breakout meeting easel signs, attendee name tags, dinner cards and the slide template for speaker presentations.

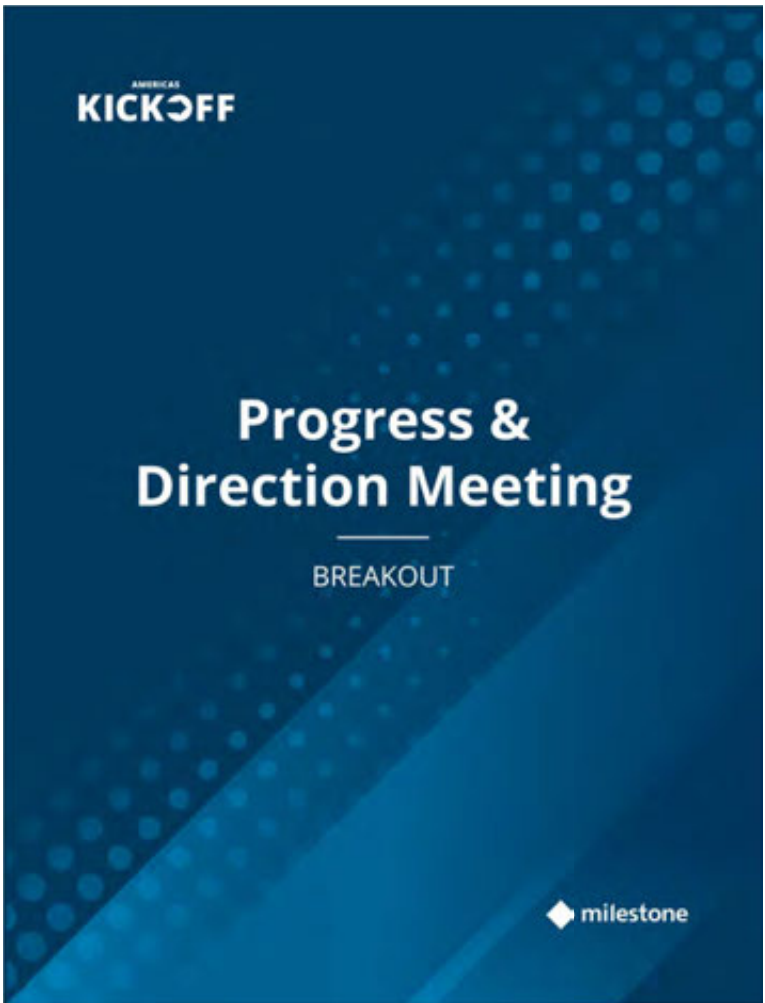
I also created several standalone popup graphics to represent our company at trade shows as well as collaborated with the senior designer on booth graphics and engaged with the event graphic production companies to send files, view proofs and finalize the designs.



EVENT PILLAR GRAPHIC



MEETING EASEL SIGN



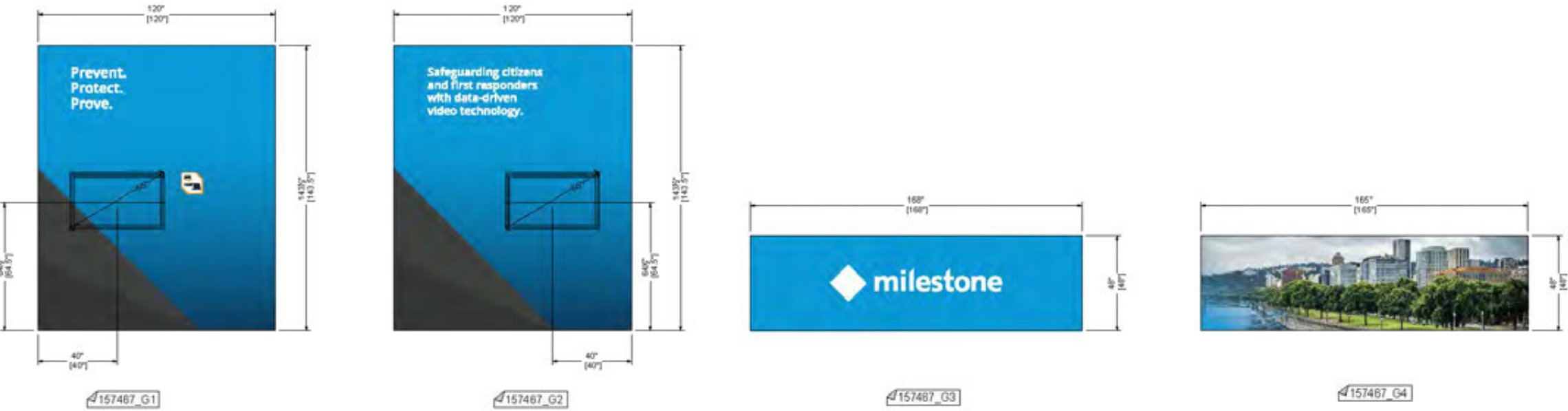
ATTENDEE NAME TAG



TRADE SHOW GRAPHIC



BOOTH ELEVATION LAYOUT & DESIGN PROOF



EVENT SWAG

Illustrator

CHALLENGE COIN

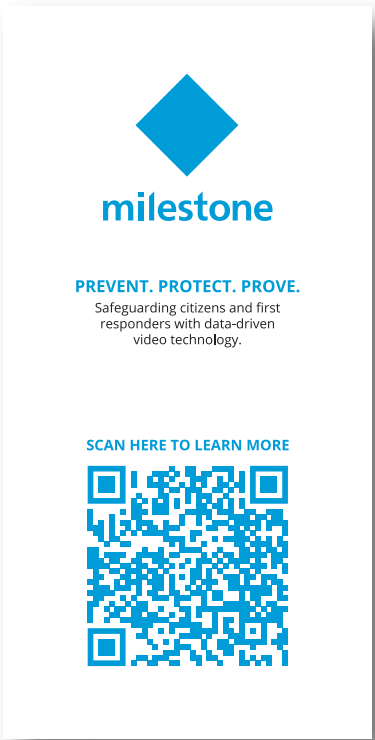
This was a special project designed specifically for the IACP Conference held in San Diego. These coins are a traditional collectible among police and members of the military.

The design direction was wide open, however, it needed to be relevant to the event and fall within the Milestone brand guidelines. There was a comprehensive revision and approval process before the final design was decided.

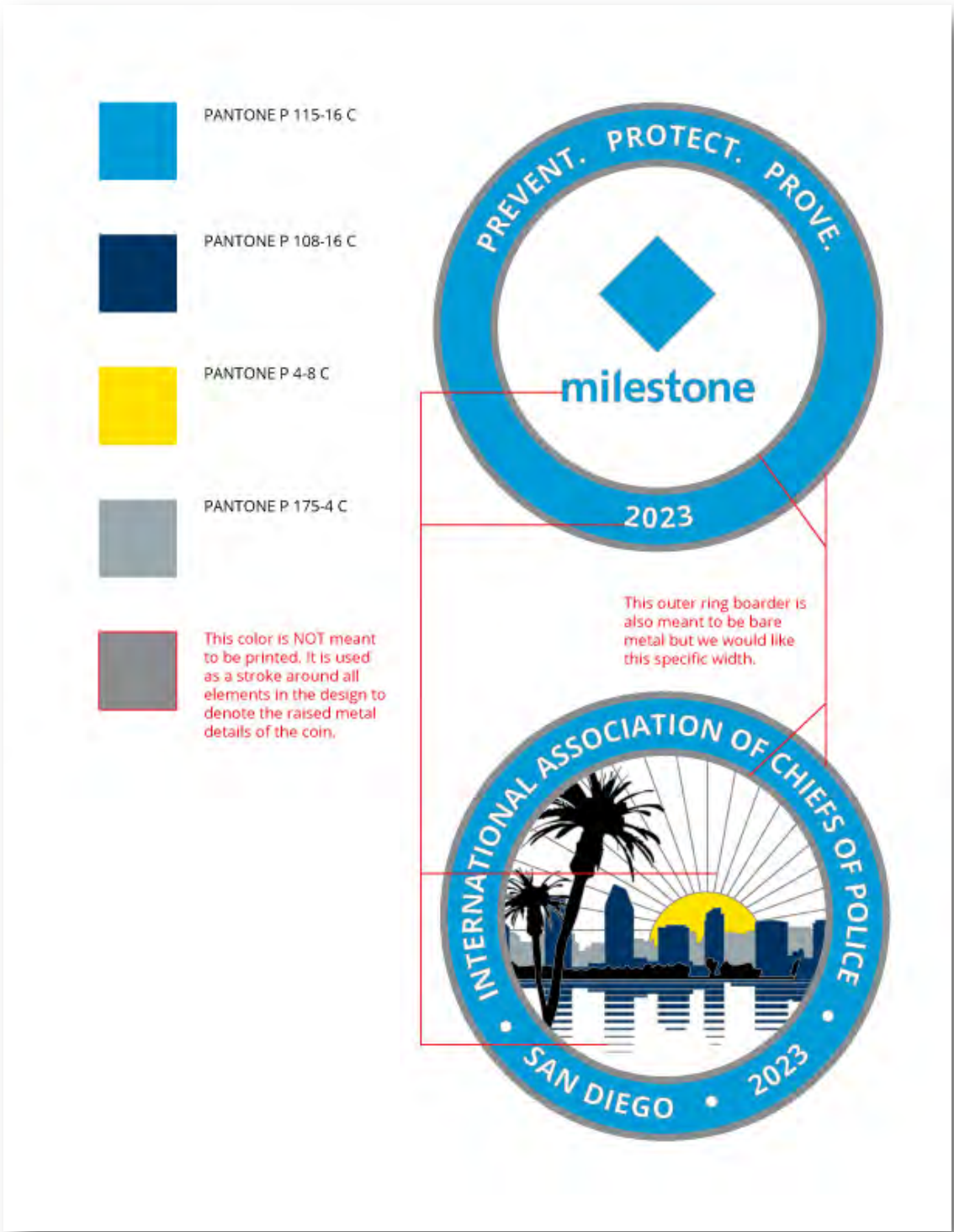
I chose to feature the San Diego waterfront skyline and a native palm tree rendered in Milestone’s brand colors.



Revised Versions



Coin Card



Printer Instructions



Final Product



BRAND GUIDE

Illustrator // Photoshop // InDesign

PROJECT SQUATCH WATCH

This project required I create a company and an entire brand from the ground up.

By chance, on my way to school, I drove by a hand painted Sasquatch silhouette on the side of the highway, peaking through the trees.

I wondered what it would be like if there were more of them along the road in the scenery waiting to be discovered by the public.

What a fun way to engage with the community and encourage curiosity and tourism. Project Squatch Watch was born.



CLEAR SPACE



USE THE BIG TOE AS
A SCALABLE UNIT
OF MEASUREMENT
FOR CLEAR SPACE
BOUNDARIES



SIZE SPECIFICATIONS



.9 INCHES

.7 INCHES



The minimum size for the primary and secondary logos and for best legibility is .9" wide by .7" tall.

All logos in email, digital and print mediums need a clear space of ½ inch between the edges of a page or other design elements.

The maximum size can vary but needs to be appropriate and balanced for the medium, whether appearing in emails, a roadside display or on a billboard.

DO NOT ALTER THE LOGO PROPORTIONS IN ANY WAY

LOGO VARIATIONS

PRIMARY



SECONDARY



FULL COLOR

GRAYSCALE

BLACK & WHITE

REVERSED

TYPOGRAPHY

Our brand is uncomplicated and approachable so we chose fonts that could clearly communicate our message and feel relatable but professional.

AZO SANS UBER - Bold (20pt)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#\$%&()**

PROXIMA NOVA - Bold (20pt)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#\$%&()**

PROXIMA NOVA - Regular (20pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#\$%&()

In general, do not use italics for emphasis. Instead use the BOLD Proxima Nova variation for body copy and use an appropriate scale of AZO SANS to establish hierarchy in titles or headlines.

TYPOGRAPHY IN USE

HEADER

AZO SANS UBER
30 pt

OLORIBUS, IUM NON RE

AZO SANS UBER
20 pt

SIMPELI TEMQUID ELLUPTA TEMODI

AZO SANS UBER
12 pt

DOLOR MAXIM VITA VOLUPTINT ENIHIL MAIOREM OLENDAY

BODY COPY

PROXIMA NOVA
30 pt

Es magnatus as ilit parum
faccuptatur raes et Obis

PROXIMA NOVA
20 pt

Udaecum rem re excepersped que simetur
iamusam reperum il eresequia simaxim ipsa

PROXIMA NOVA
12 pt

Tem ilitio occus doloruptusae et rerfers pitatio blanti denis est que et laciendi
que la nis experci ducipis ut dolorepra simin cum dolorepe lacerrum harchillit
apici reperunditem ius, sed ut omnis nim re adit untur molore dolorpo

POSTER DESIGN

Illustrator // Photoshop // InDesign

GALACTIC PING-PONG

This was a gallery poster design made for a local artist who was featured in an exhibit at the Gretchen Schuette Art Gallery.

The inspiration for the installation and this poster was diverse, from classic video games and micro photography, to the universe.

This design was chosen by the gallery staff and was the primary marketing asset for the exhibit.





Layout Design



Galactic Ping-Pong





www.amhdesigns.net