

ANNE MARIE
HOPPERSTEAD

Graphic Designer & Illustrator

PUBLICATIONS

Illustrator // Photoshop // InDesign

E-BOOKS & BOOKLETS

I worked on various documents that were meant to inform and educate partners and perspective customers in what Milestone had to offer.

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.



BRAND GUIDE

Illustrator // Photoshop // InDesign

PROJECT SQUATCH WATCH

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

I conceived the mission and purpose of the company and endeavored to design a logo, choose typography and a supporting brand guide that felt authentic to those goals.

For the sake of being thorough and to give the brand some context I also made mock-ups of a possible company sign and a sample of branded merchandise.



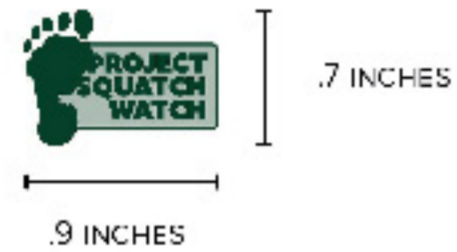
CLEAR SPACE



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



SIZE SPECIFICATIONS



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 1/2 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

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LOGO VARIATIONS

PRIMARY



FULL COLOR

GRAYSCALE

SECONDARY



TYPOGRAPHY

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

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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 Item illo occus doloruptusae et rerferis pratio blanti den s est que et laclendi
que la nis exerci du cipis ut dolorepra s'min cum dolorepe lacerum hancillit
raici reperunditem ius, sed ut omnis nime ad turtur molore do orpo

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Brand Identity



Project Squatch Watch

PRINT GRAPHICS

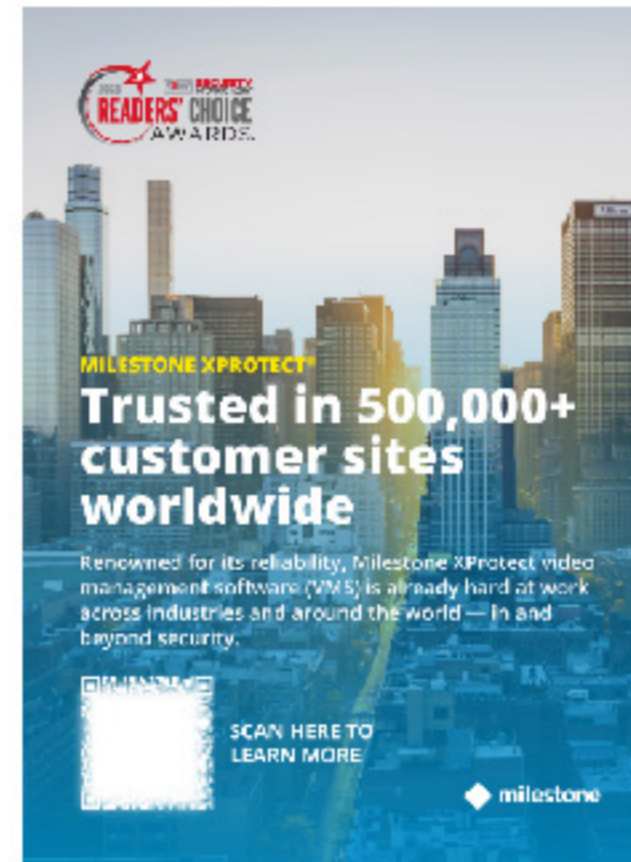
Illustrator // Photoshop // InDesign

FLYERS & MAGAZINE ADS

I frequently received project request for print advertising, event flyers and co-branded documents.

I would consider the event or campaign's individual requirements to select an appropriate image to support the copy, branding elements and CTA. Occasionally, that would include making both a digital and print version with either a QR code or hyperlink.

At times, I had to take previous documents apart and reuse the elements to make new iterations for the necessary ad specifications while maintaining the quality of the graphic.



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 or 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 size and dimension of the graphic, it's supporting image, the copy and the call to action.



Web Ads, Social Media
& Email Banners

Milestone Systems



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.



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, and the universe.

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





Layout Design



Galactic Ping-Pong

EVENT GRAPHICS

Illustrator // Photoshop // Acrobat

LARGE SCALE BRANDING

I was fortunate to work on graphics for several internal and external events.

During an internal event, using the concept created by the senior designer, I made branded assets for the event spaces and attendee use including the designs for 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 the 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



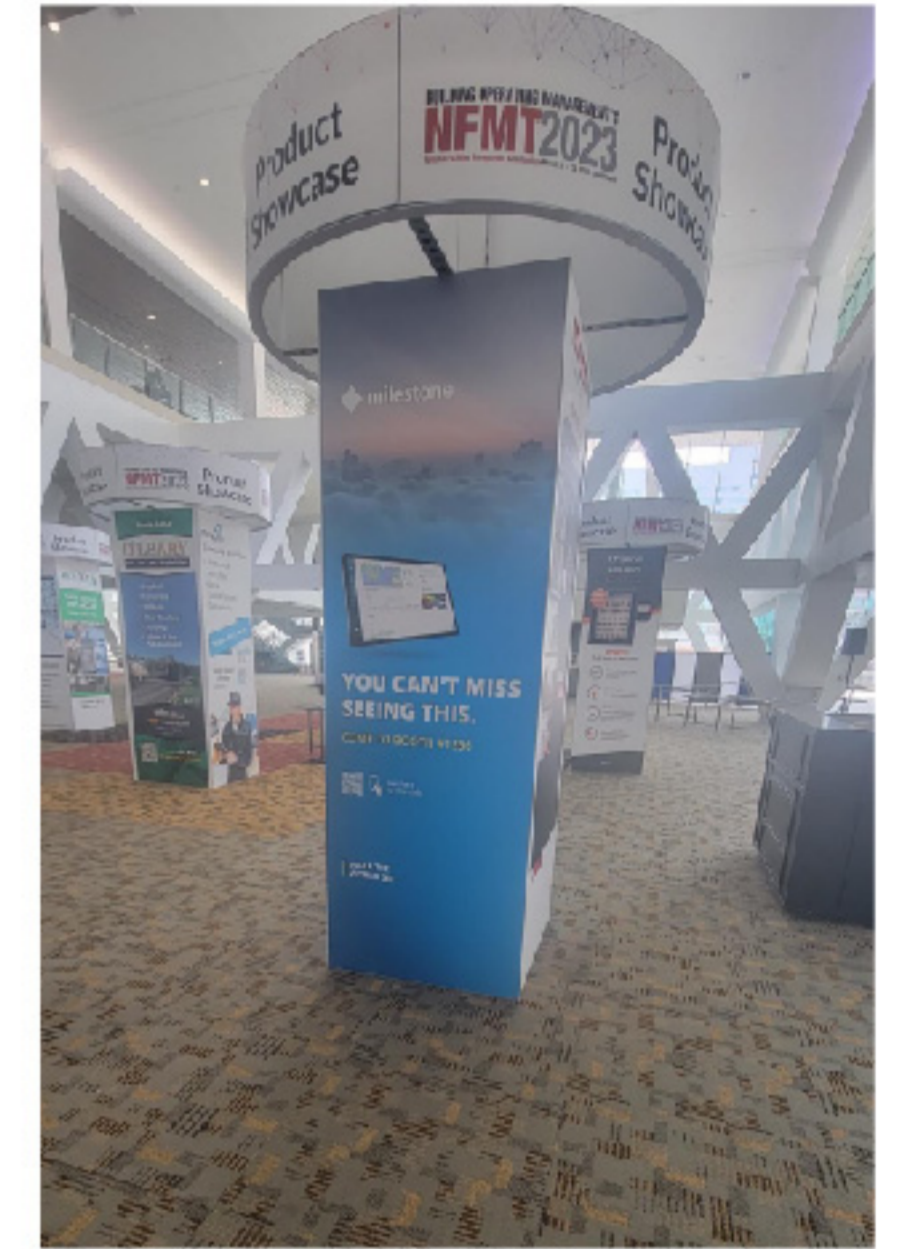
MEETING EASEL SIGN



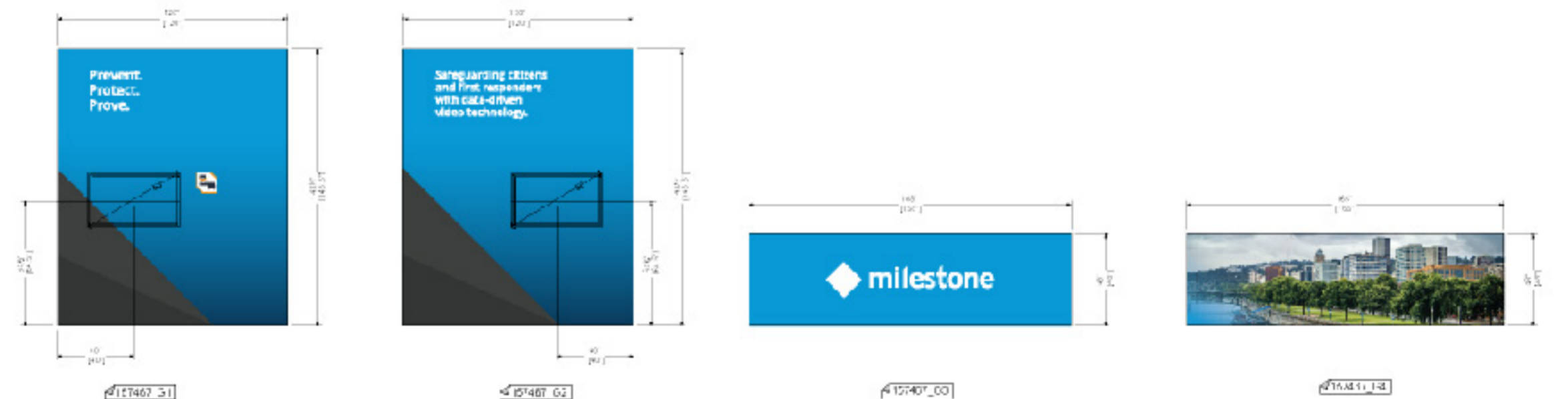
ATTENDEE NAME TAG



TRADE SHOW GRAPHIC



BOOTH ELEVATION LAYOUT & DESIGN PROOF



EVENT SWAG

Illustrator

CHALLENGE COIN

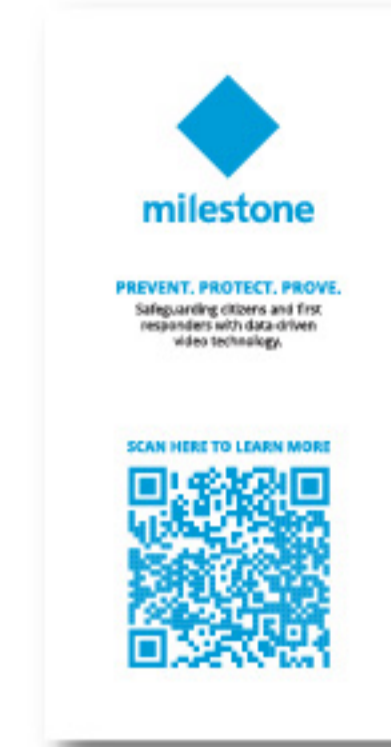
This was a special project designed specifically for the IACP Conference held in San Diego. These coins are a traditional collectible among police and members of the military.

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.

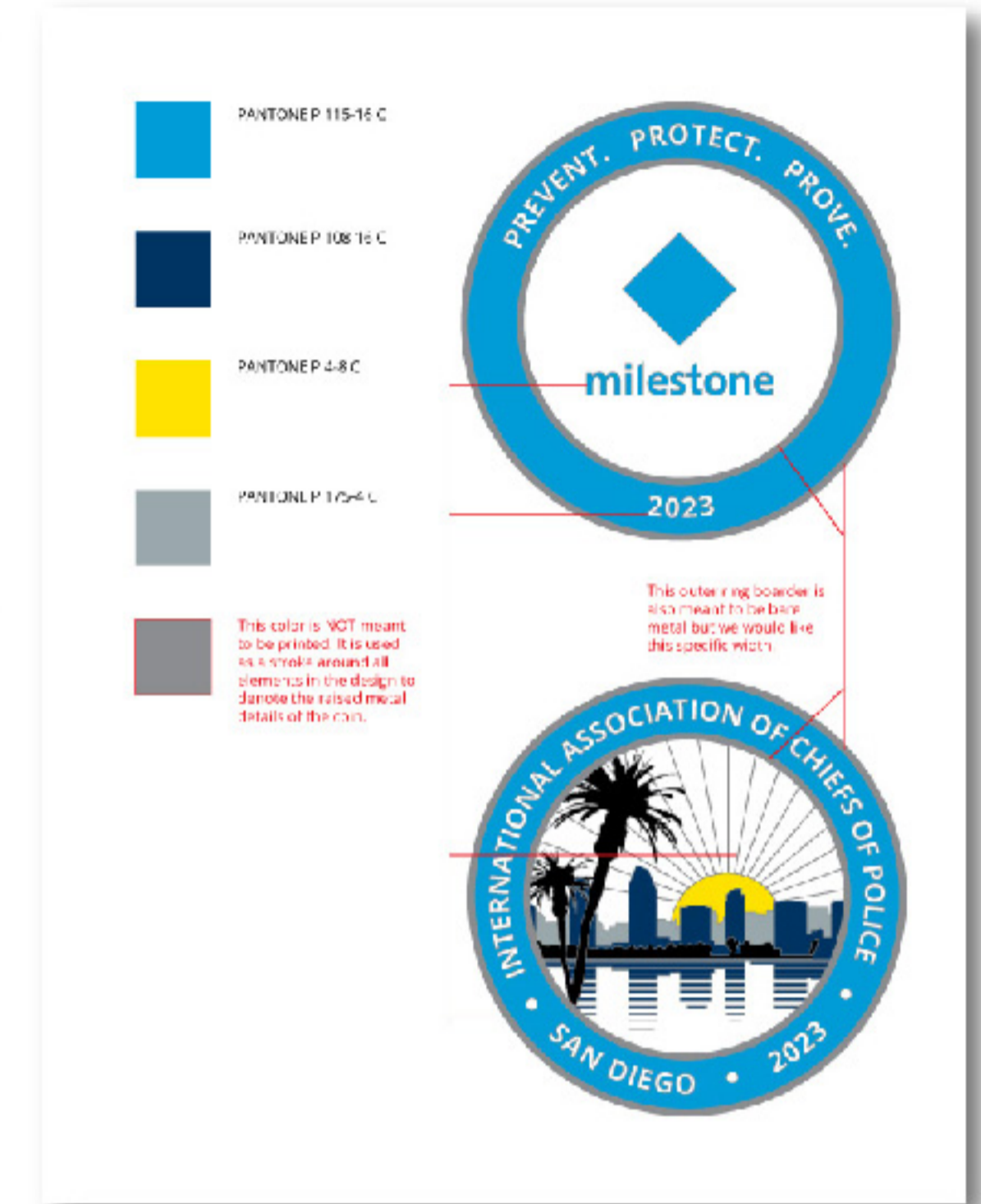
I chose to feature the San Diego waterfront skyline and a native palm tree rendered in Milestone's brand colors.



Revised Versions



Coin Card



Printer Instructions



Final Product



www.amhdesigns.net