

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.





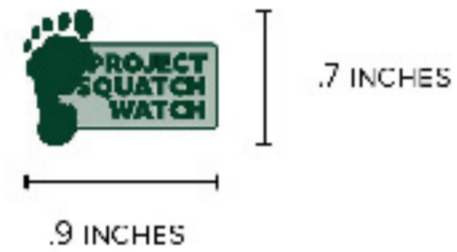
## CLEAR SPACE



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 phatio blanti den s est que et laclendi  
que la nis experc di 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



# 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





# WEB & MOBILE DESIGN

Adobe XD // Photoshop

## SILVER CREEK SOAP CO.

This was another website redesign project, this time for a local soap making company. Their down to earth business model and emphasis on quality was something I wanted to convey to potential customers.

The focus of this design was to highlight the products and their natural ingredients in an approachable way.





**Silver Creek Soap Co.** [Make An Order](#)

Home Products Get to Know Us Testimonials Contact Us

**Get To Know Us**

### Q & A With Judi From Silver Creek Soap Co.

Learn About Our Soap Making Process Below.

#### Can You Describe Your Business In A Few Sentences?

It is a small two home-based company. It is made in one home and wrapped in another. We produce about 9,000 bars of soap a year and sell it wholesale as well as on our own to individuals.

#### How Did You Get Started In This Business?

Sitting by the fireplace in October of 1995, my friend and I were conversing about our early memories. Ailee asked if I had ever tried to make soap as she was remembering making it with her grandmother. We decided to try it and give some for Christmas gifts.

We decided it would have to be plant-based because we didn't want to render fat from animals. We had to research places to get our raw materials and read several books with instructions.

It was not pretty soap and we had pretty bad packaging but we gave it away, used it ourselves and even put it in a few craft shows. At this time, we pretty much ruined my kitchen with caustic materials, and read a lot of blogs trying to correct our costly mistakes and make a beautiful bar of soap.

#### Where Do You Typically Sell Your Soaps?

We like to sell in stores that sell produce, plants, art and natural products. We sell in the valley at EZ Orchards, Bauman Farms, Ted Bench in Gilberton, Wooden Choo, Jones Produce, Elae Raven Farm Stand, Farmer John's in McMinnville, Willanette Valley Flea, Silver Falls and others.

#### Who Is Interested In Your Soaps?

People who like natural products and do not want to use soap with preservatives. People who like the way they smell. Tourists who want to take back a small remembrance from a trip to Oregon. We have scents that appeal to everyone from floral, spicy, fruity to comfort scents such as vanilla oatmeal.

**Home**

**Established In 1995**

We offer a pure plant based handmade soap using essential oil and high grade fragrance oil. All our soap is made with the same recipe which is high in olive oil which lathers well and leaves the skin squeaky clean yet moisturized.

We add no preservatives so it is safe for sensitive skins. Our packaging is unique and keeps soap fresh until it is used.

Our soap comes in large and small bars.

## Beautiful & Natural Scents

*We offer cinnamon, coconut, gardeners, lavender, lemongrass, lilac, linden, pear, plumeria, patchouli, rosemary, sandalwood, spearmint, violet, vanilla oatmeal, orange spice, white tea and ginger and bay rum*

### Featured Scent Of The Month

## Orange Blossom

The essential oil of Orange Blossom is an extremely potent, floral scent, with bitter top notes of green citrus.

Orange blossom essential oil is used in fine fragrances and soaps to give them a robust, sensual aroma.

[Make An Order](#)

[Learn More About Our Soaps And Their Production! >>](#)

Home Products Get to Know Us Testimonials Contact Us

(503)403-5434

kjhsan@silvercreeksoap.com

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We really enjoy the personal touch of taking orders online and over the phone and being able to answer questions.

Because of this view, orders from this website are only available by phone and email.

## Browse Our Scents

Take a look at what we have to offer and when you are ready click the 'Make An Order' button below.

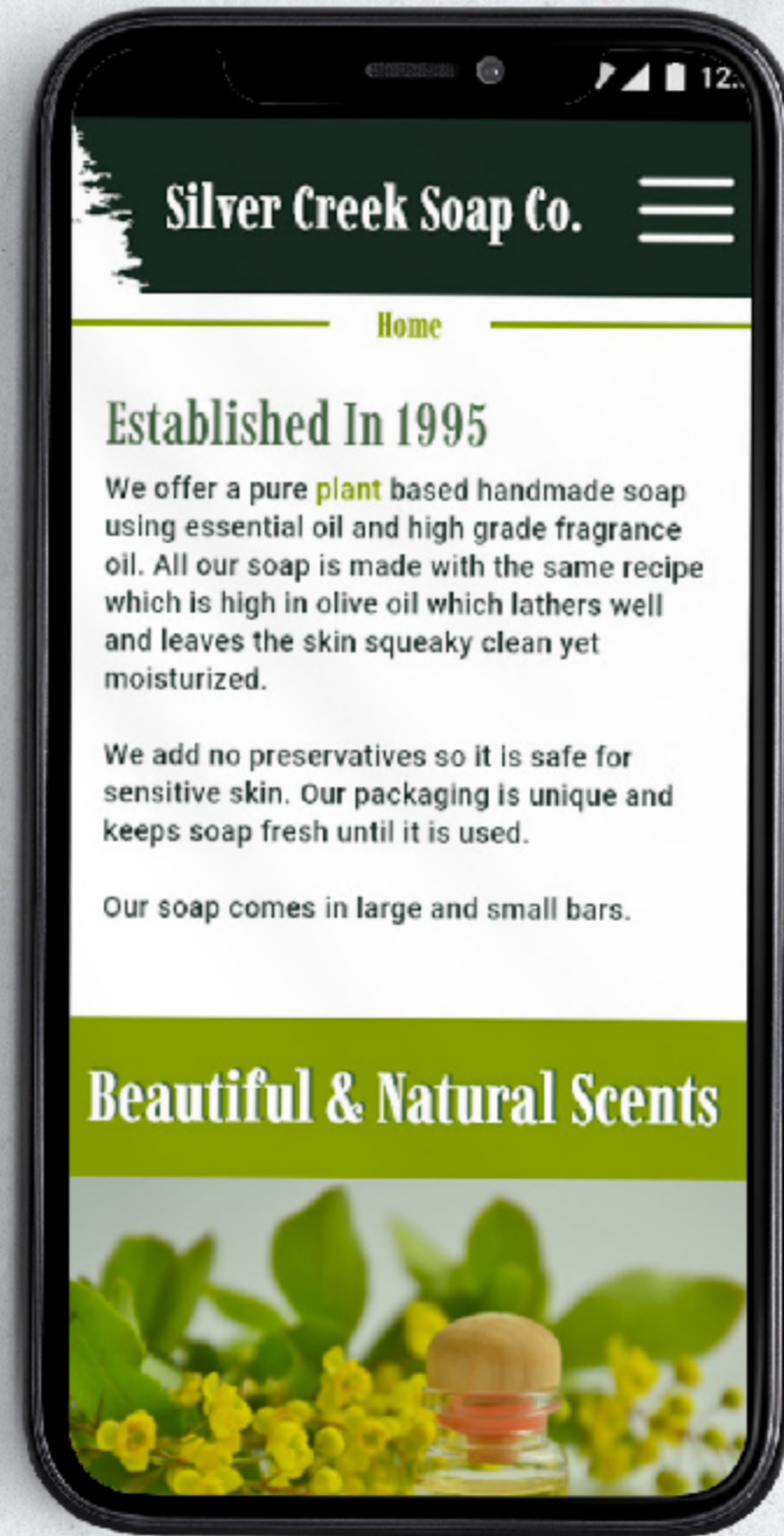
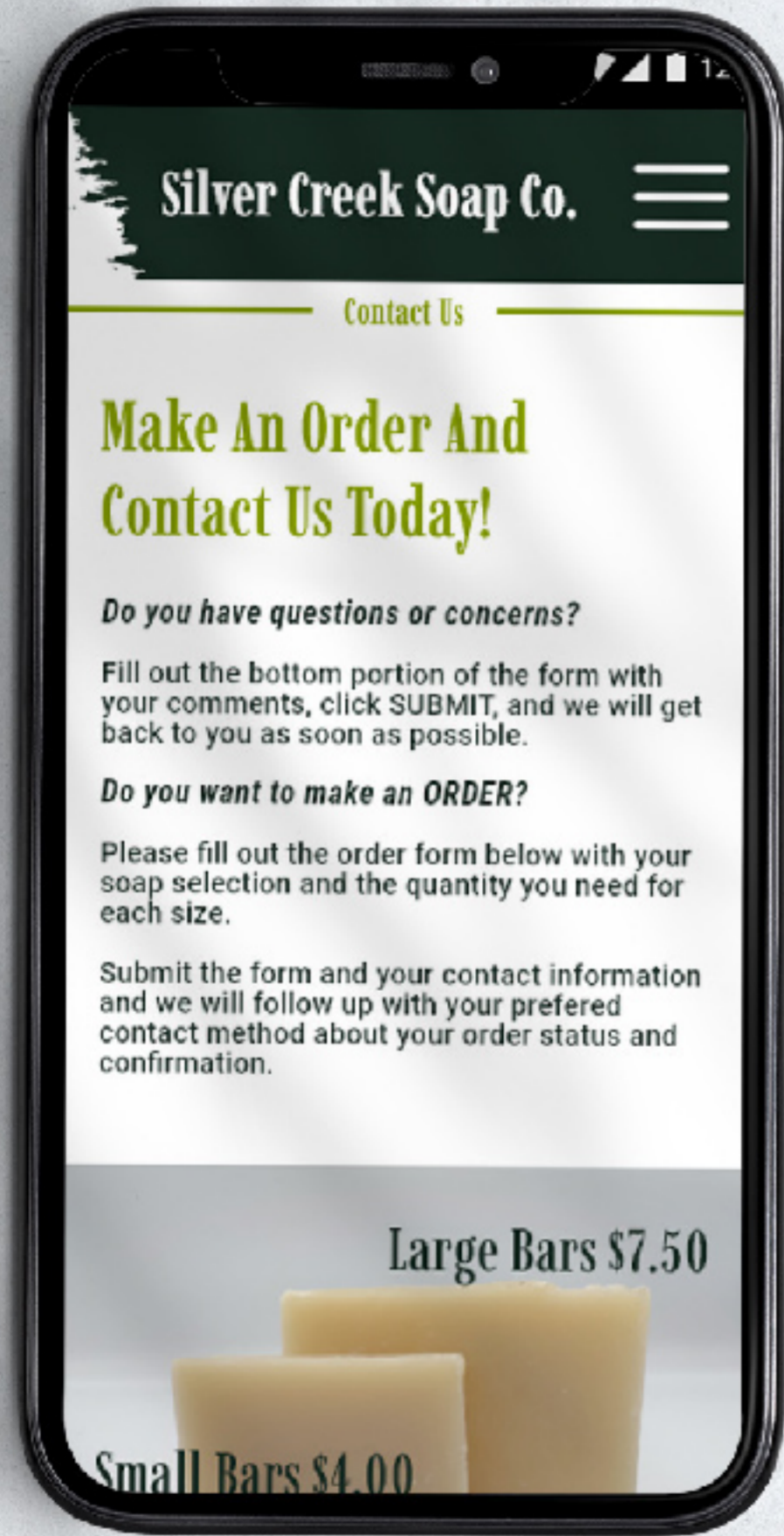
**Large Bars \$7.50**

**Small Bars \$4.00**

 Lavender	 Eucalyptus	 Orange Blossom
 Cinnamon	 Coconut	 White Tea
 Pear	 Vanilla Oatmeal	 Rosemary
 Apricot	 Patchouli	 Lilac
 Lemongrass	 Ginger	 Spearmint

[Make An Order](#)











# 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



# POSTER DESIGN

Illustrator // Photoshop

## SENDAS

These were originally designed as posters for the social justice group, Sendas which is base in Ecuador.

The goal of this collection was to highlight certain issues like, violence against women and the LGBTQ+ and protecting their rights, including their rights to economic equity.







Layout Design



Sendas



# 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



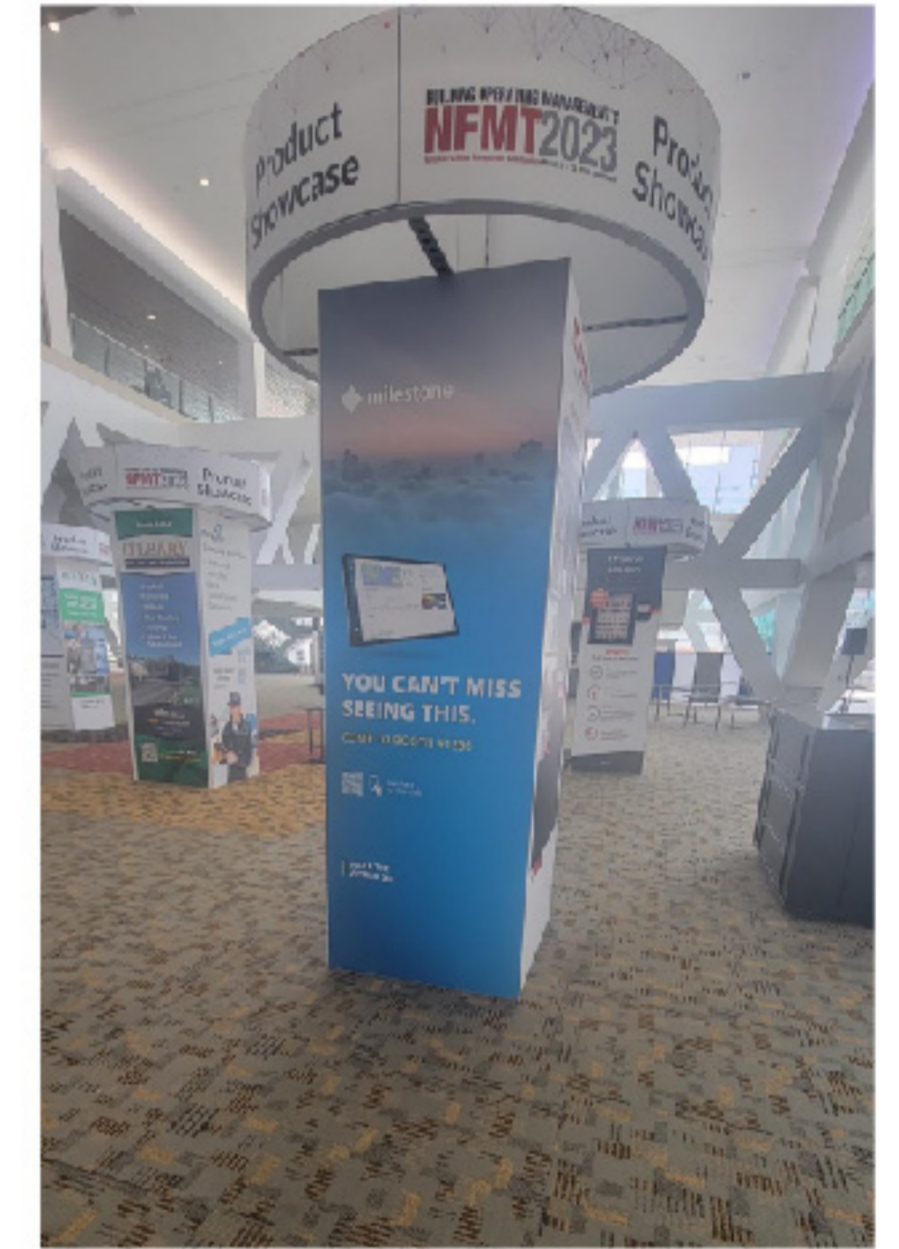
MEETING EASEL SIGN



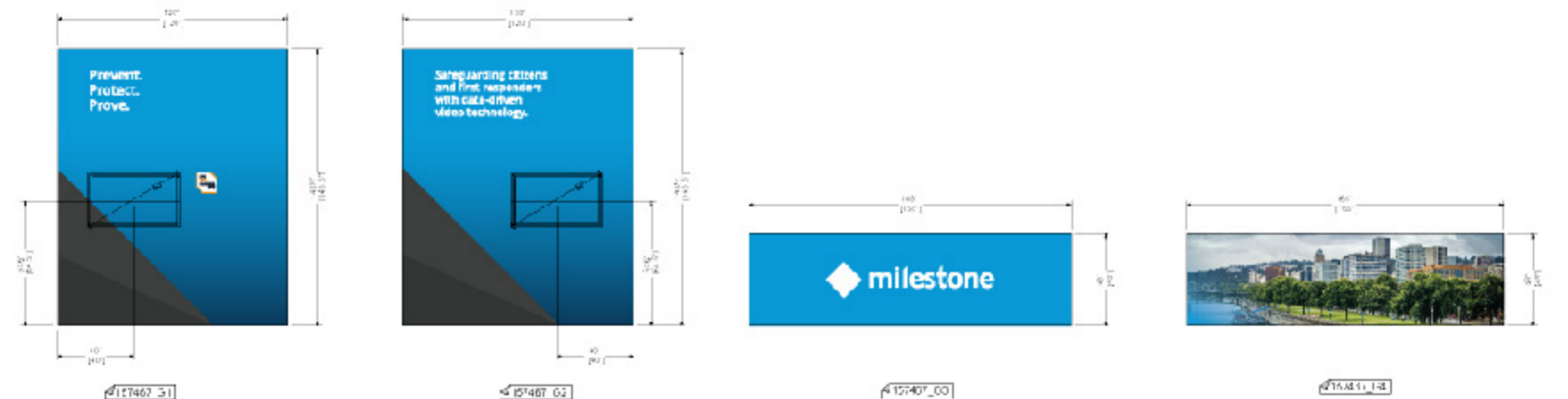
ATTENDEE NAME TAG



TRADE SHOW GRAPHIC



BOOTH ELEVATION LAYOUT & DESIGN PROOF





# EVENT SWAG

Illustrator

## CHALLENGE COIN

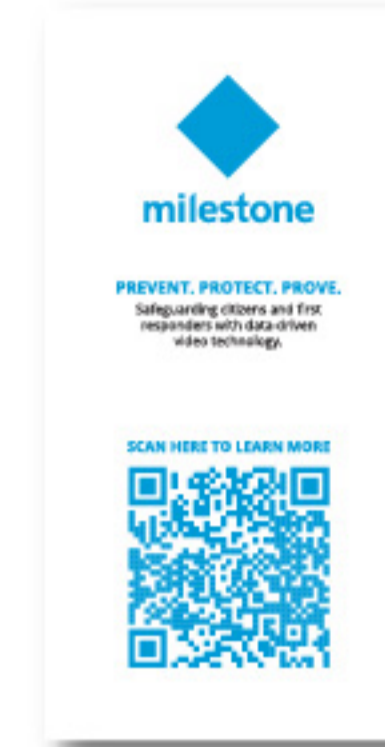
This was a special project designed specifically for the IACP Conference held in San Diego. These coins are a traditional collectible among police and members of the military.

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.

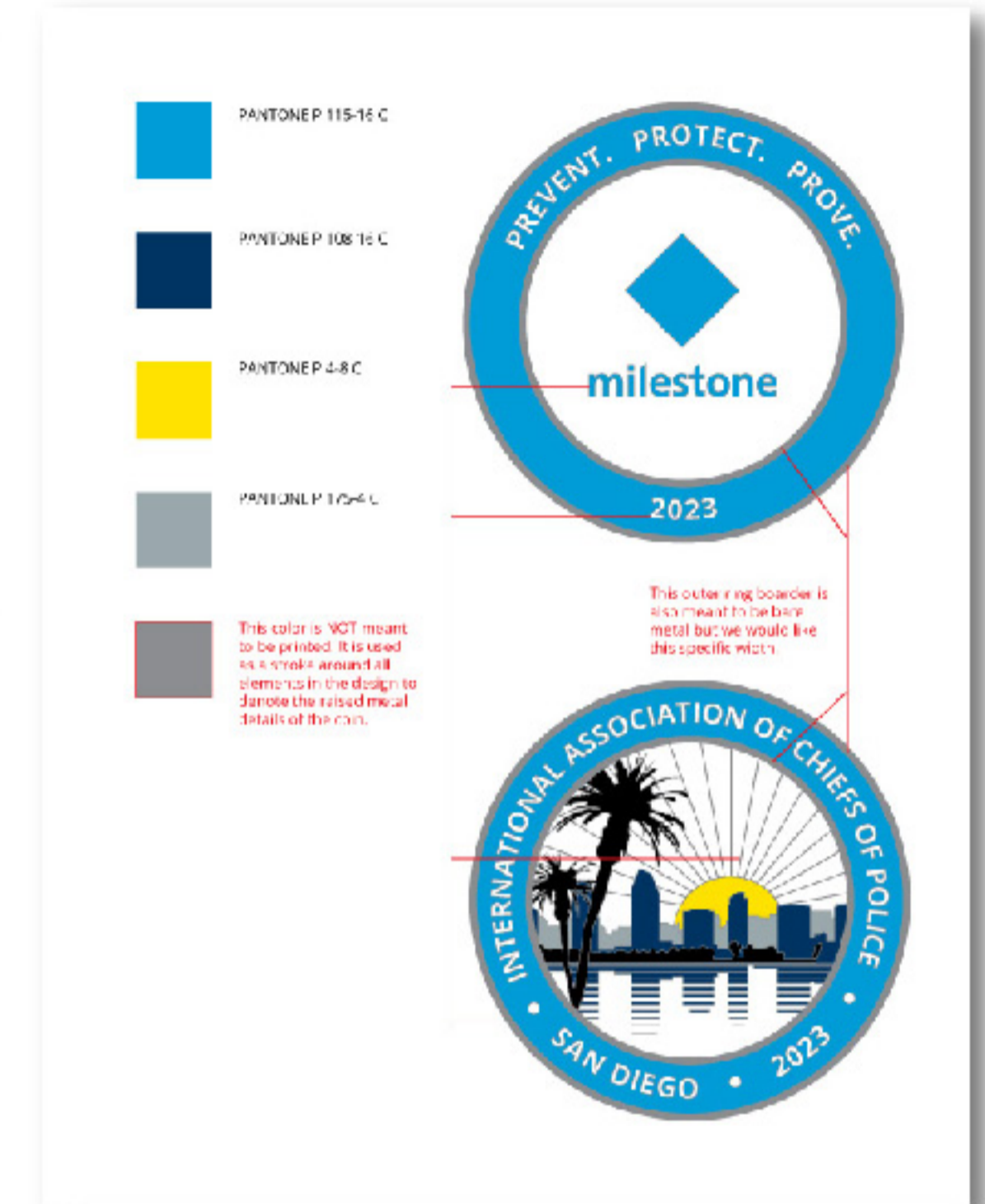
I chose to feature the San Diego waterfront skyline and a native palm tree rendered in Milestone's brand colors.



Revised Versions



Coin Card



Printer Instructions



Final Product



# BEER LABEL & LOGO

Illustrator // Photoshop // InDesign

## CRAFTWORKS BREWING CO.

Craftworks Brewing Co. is a fabricated company based on the small scale craft breweries located in Oregon.

I highlighted the brewery's close connection to the farms which would supply raw ingredients by pairing the idea of a hops with the iconic farm quilt for a unique logo.

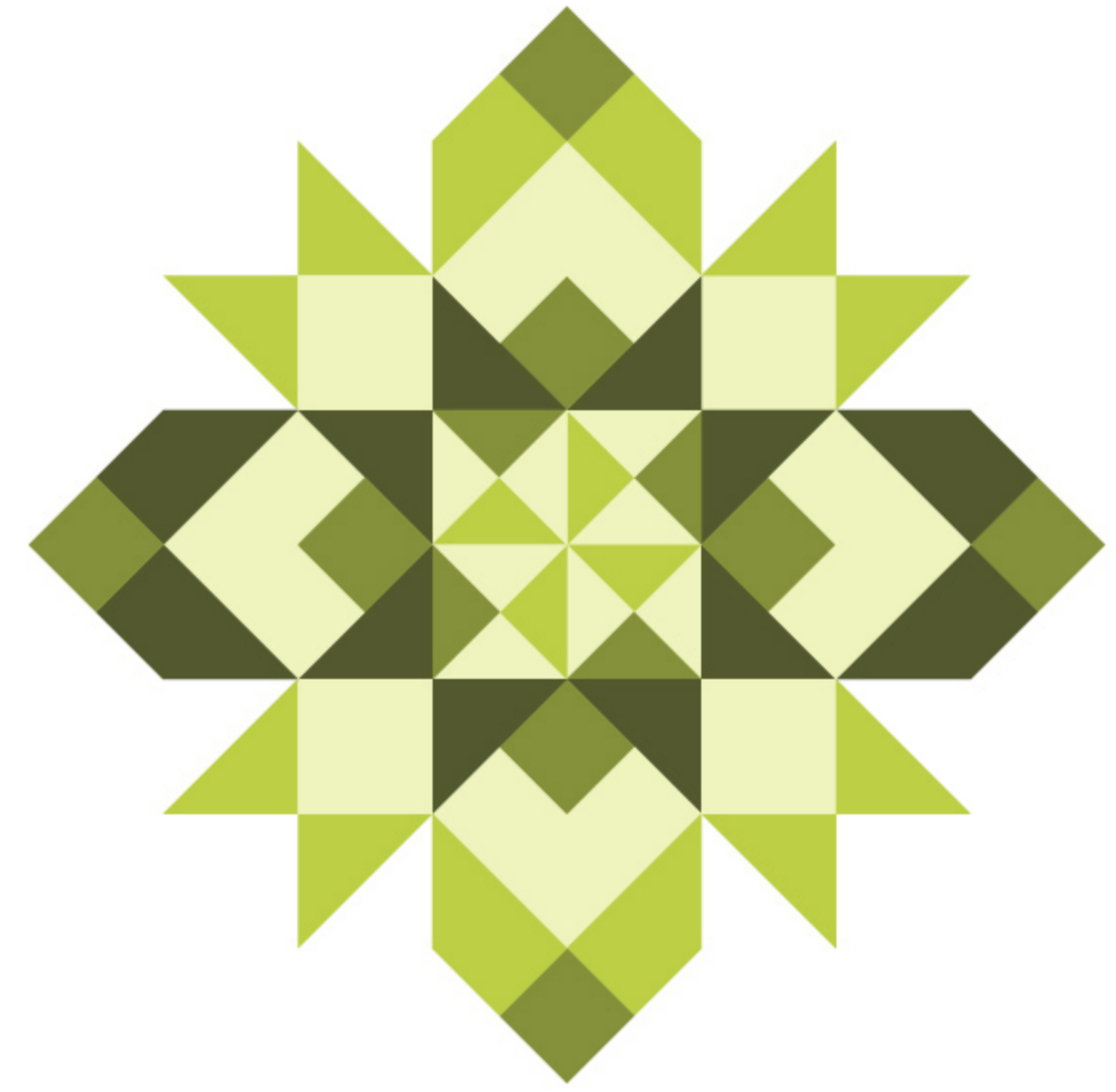
It was a challenge to create a three label collection which was cohesive individually and consistent with the brand overall.











**CRAFTWORKS**  
**BREWING CO.**



# ALBUM COVER

Illustrator // Photoshop

## THE ROCKY HORROR PICTURE SHOW

This project was developed with the idea of visually re-imagining the historic cult classic.

The process encompassed redesigning the album cover with a coordinating record label while staying true to the LGBTQ+ and B-movie sci-fi source material and connecting it to contemporary culture.







Package Design



The Rocky Horror Picture Show



# STICKER ILLUSTRATION

Illustrator // Photoshop

## ANGRY BIRDS

This project was a combination of re-imagining a concept like angry birds in my own illustrative style and injecting my sense of humor into the mix.

It was fun to play off the textures in the illustrations and pair that with a typeface that felt like a good fit for the tone of the material.







Illustration



Angry Birds



# CHILDREN'S BOOK

Illustrator // Photoshop // InDesign

## TALES FROM NEAR & FAR

This project was a group endeavor to present a cohesive visual collection of vastly different stories and art styles.

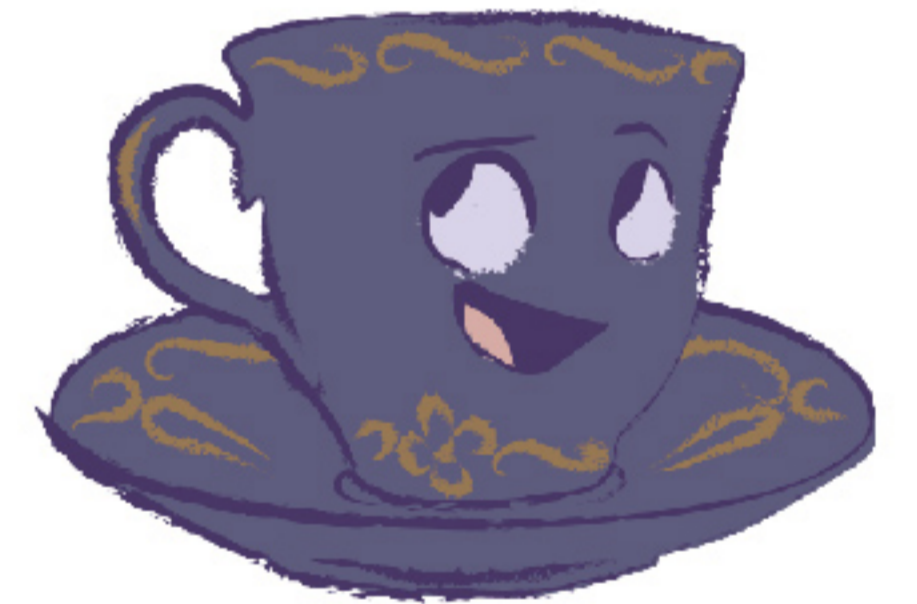
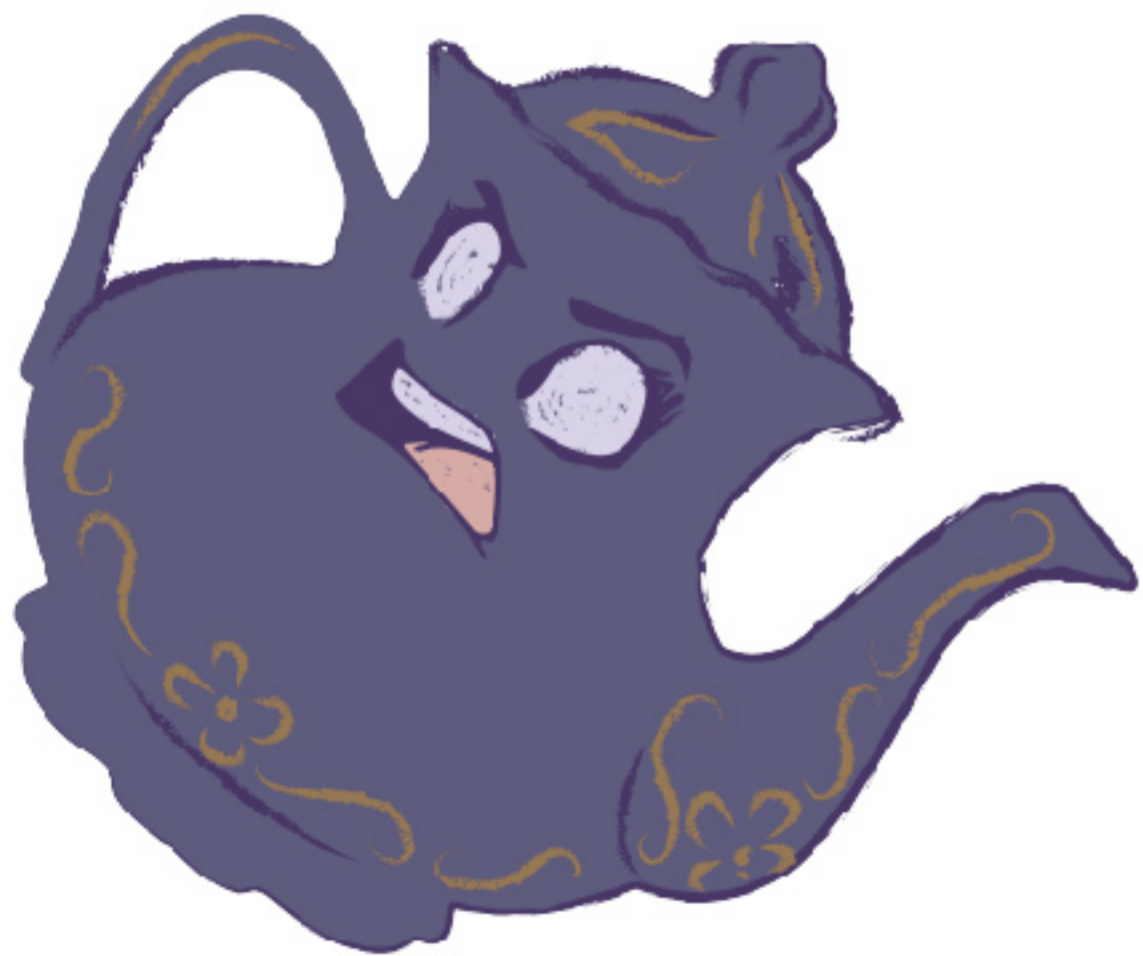
We decided to embrace the differences of each story but created a unified format for the exterior and shared portions of the book to bring the whole project together for real world publication.















AMHDESIGNS

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