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Portfolio

Coca-Cola - Chicago Office Mural



For the opening of a brand new Chicago office for the Coca-Cola Company, an opportunity for unique storytelling was identified. Considering the rich stories already being told just outside the office, via the nearby B-Line and its numerous murals, and the overall design strategy of "The Perfect Pair," art direction was provided to two local Chicago artists who were hired to collaborate and install a unique mural in the office entrance.

Coke employees use this office to meet with longstanding partners and historic Chicago-based brands McDonald's and Walgreen's, which is why the design strategy for the office was "The Perfect Pair."



The B-Line is just outside the new TCCC office at Fulton Market



Minute Maid Patterns

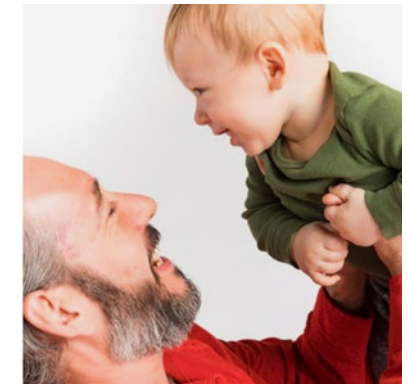
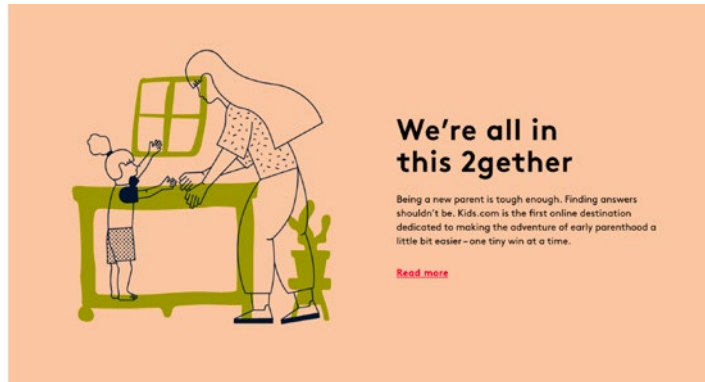
As part of an entire branding package for a newly-renovated office for Minute-Maid and other juice brands in Sugar Land, Texas, new patterns were designed as wall graphics in the different conference rooms in space. These patterns were designed to honor the history of the brand and its marketing campaigns in a modern way and compliment the current photography and other branding elements displayed throughout the office.



Kids2 Brand Evolution

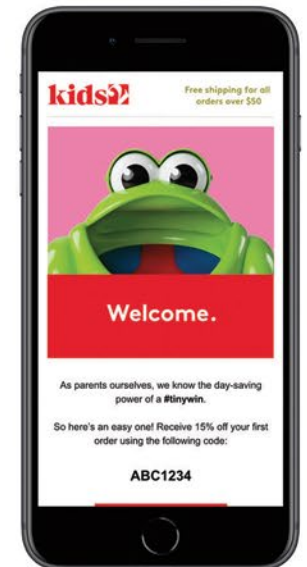
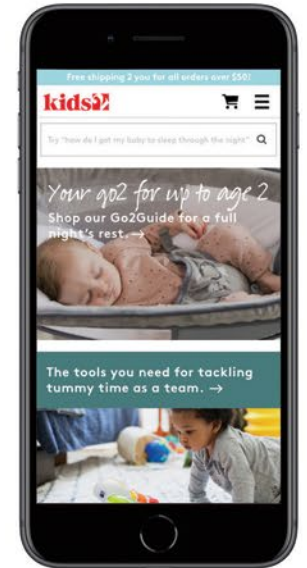
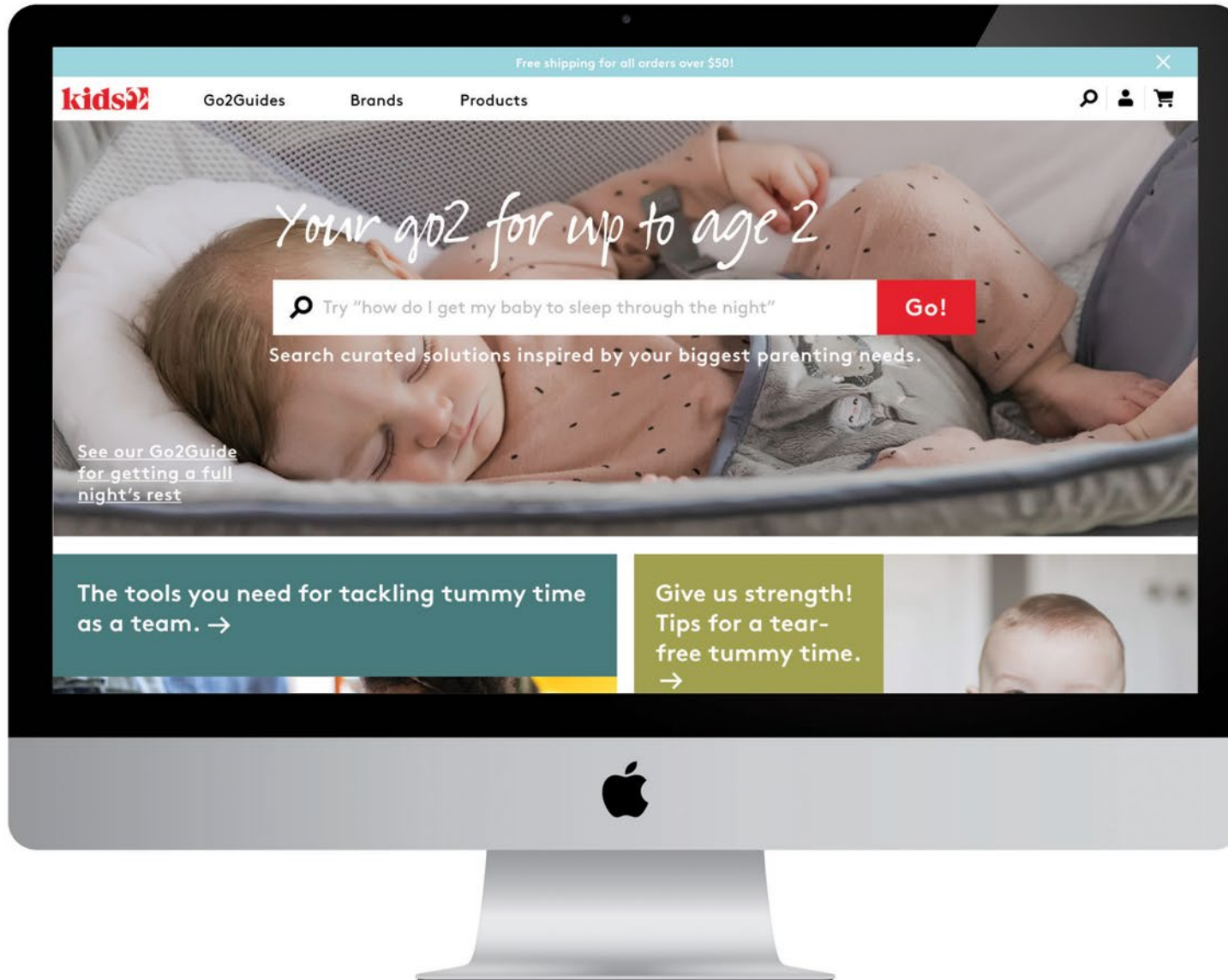


While initial brand mark, typography and style were already provided by outside partners, the in-house brand team at Kids II was asked to evolve the creative and consider new applications of the brand for campaigns across various channels. Expanded color palette, typography, a new illustration style and photography art direction were explored to grow the brand foster excitement for the new launch.



Kids2.com Launch

The Kids II brand was set to launch their new direct-to-consumer business in late 2018. An entire new site design was needed to position the company as a new player in the market, while also highlighting parenting tips and exclusive content from Mother.ly.



Bright Starts Re-brand - Packaging Strategy

In 2018, the Bright Starts brand was redesigned. A strategy was needed to provide stopping power on shelf, communicate product features and benefit, maintain unique voice and tone and win over new fans to the brand.



BRAND PHILOSOPHY
We celebrate moments that matter.

BRAND PILLARS
Surprise . Captivation . Inspiration . Dynamism

BRAND VALUES
Joyful . Positive . Playful . Fun . Uncomplicated

COLOR

CO-BRANDING

PHOTOGRAPHY

UNIVERSAL SYMBOL SYSTEM

CALL-TO-ACTION VIOLATORS

bright starts | Brand Strategy

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Product Feature & Emotional Benefits

Intellectual Property

Brand Love

1. Customer Reviews
"My son hated his car seat until I added this toy. Now we can go anywhere and he is happy!"
-Ashley, Kansas City

2. Storytelling
Strongest parenting moment? "Cleaning appliances off the ceiling. Yes, THE CEILING!"
-Ashley, Kansas City

Best moment so far? "When he made eye contact with me for the first time. That was everything!"
-Ashley, Kansas City

3. Ways to Play
Outside The Box Ideas:
- Practice color identification. Place all the balls in a sack. Mix up your child's or child's clothing. Ask them to bring you the right color. Turn a song into a "find" game. Turn a song into a "find" game. Turn a song into a "find" game.

4. Visual Easter Egg

5. Unexpected Benefit

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Hero Creative
packaging concepts

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Visual Statement

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Bright Starts Peg Redesign

A redesign of Bright Starts peg toy packaging was needed to help the brand stand out in the retail environment. This redesign leveraged the brand design language and a unique die cut to help achieve the desired impact on shelf.



Concept 1



Concept 2

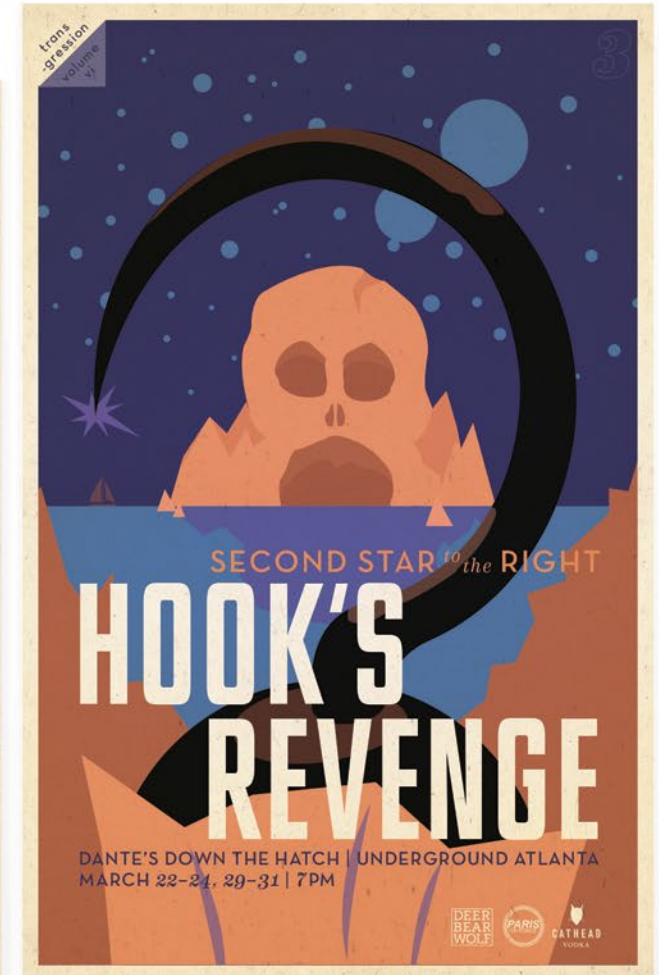
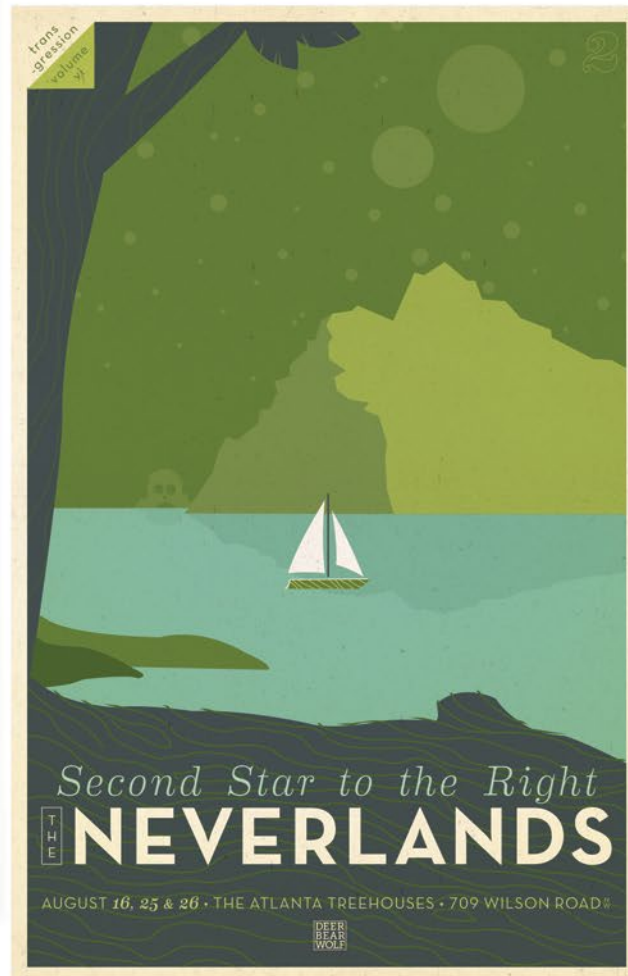


Previous design on shelf



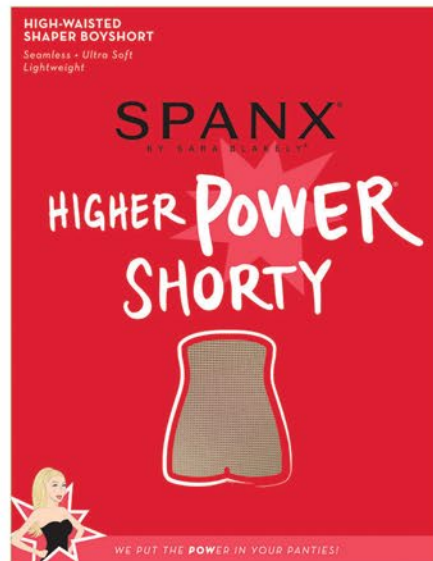
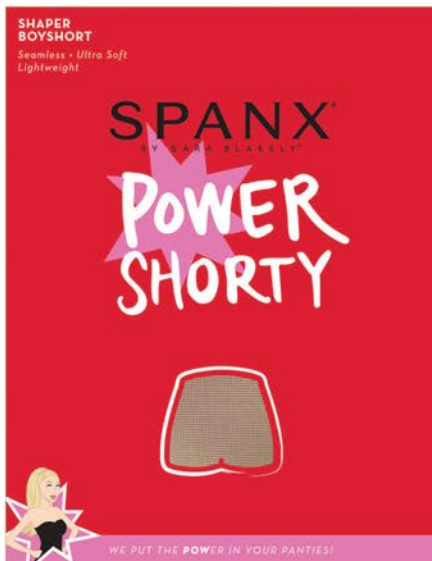
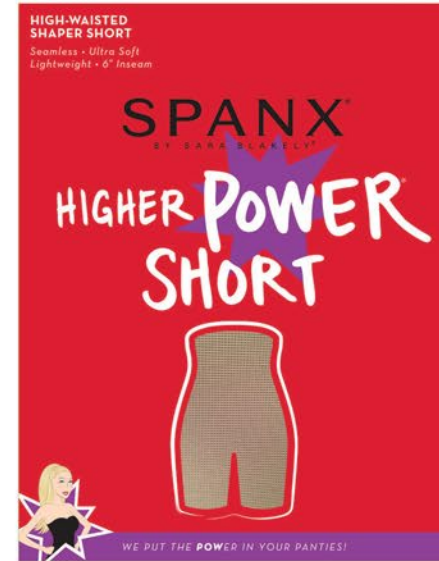
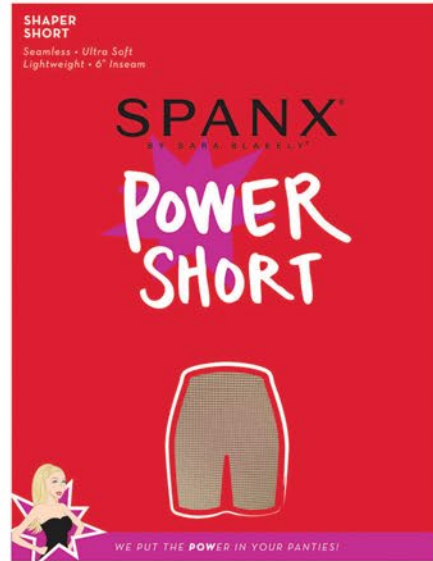
TransgressionATL Posters

A series of posters designed for Transgression ATL's 3-part live performance interpretation of J.M. Barrie's classic tale of Peter Pan and his cohorts.



Spanx - Power Series Redesign

Package design for the relaunch of Spanx "Power Series" to coincide with the company's 15th anniversary. The strategy of the design approach was to reintroduce the stopping power of the red brand color in the hosiery space and give the product a modern look.

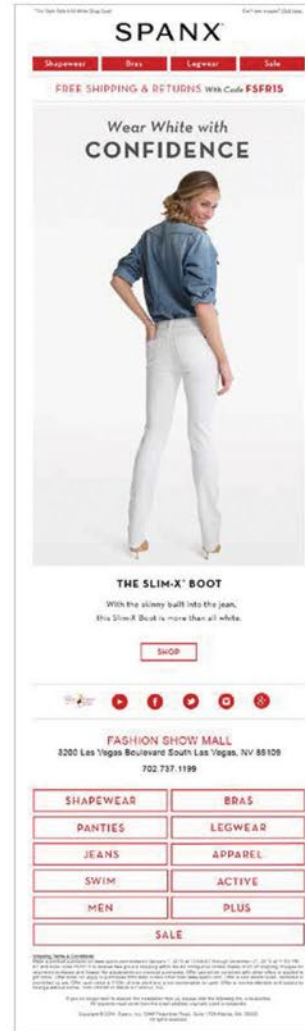
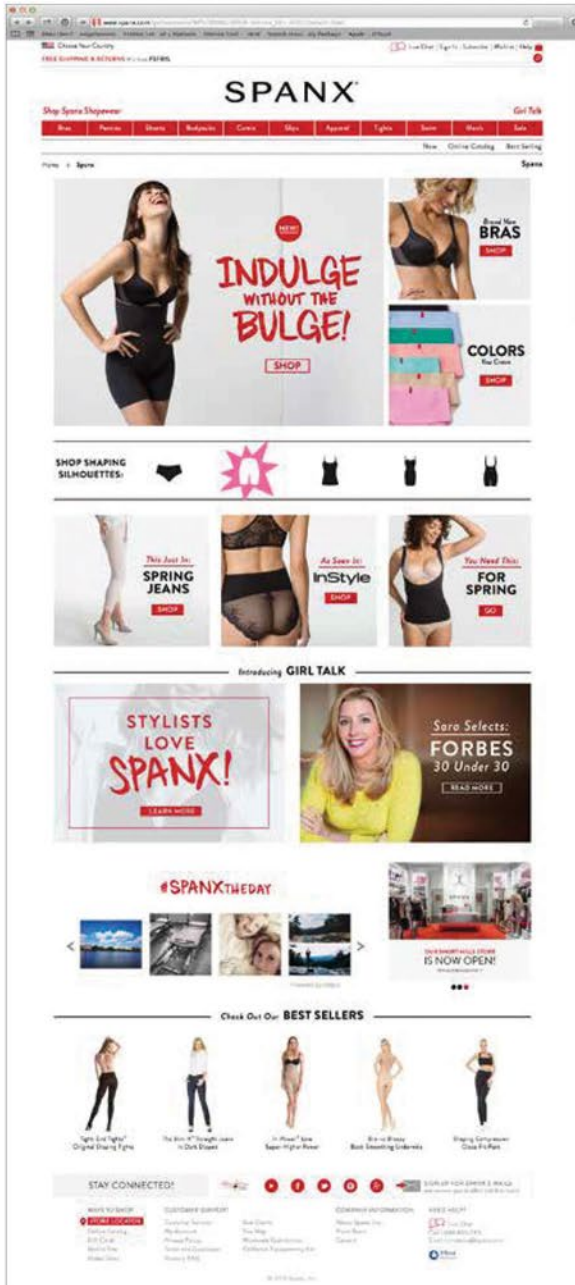


Previous Design



Spanx Website and Email Redesign

Updated look and feel for Spanx homepage and website. Along with recent packaging and direct-to-consumer redesign, the goal was to update and modernize the Spanx brand.



Previous Homepage Design



Previous Email Design



Oryx & Crake Album Design

Art direction and layout for Oryx & Crake's sophomore album, "Marriage." Using paintings by artist Bo Bartlett, typography and minimalist iconography were used to frame the theme of a concept album around married life.



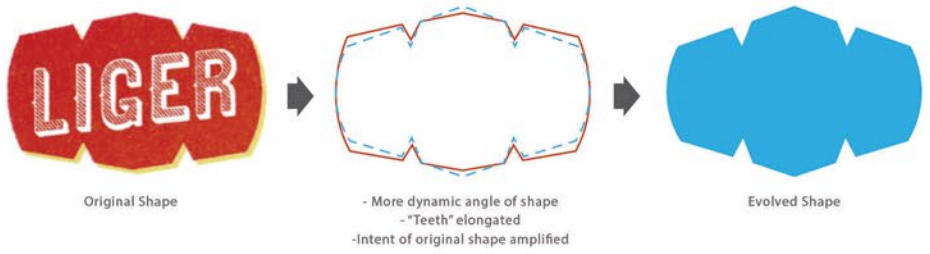
Liger Logo Concepts

Identity design for Liger. Two directions were explored—one, based on the existing mark for the company and a second direction with no pre-existing criteria.

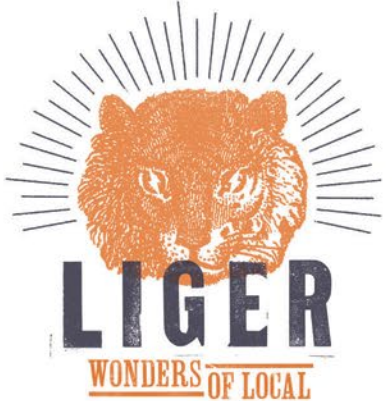


Refined logo based on existing mark

EVOLVED BRAND MARK SHAPE

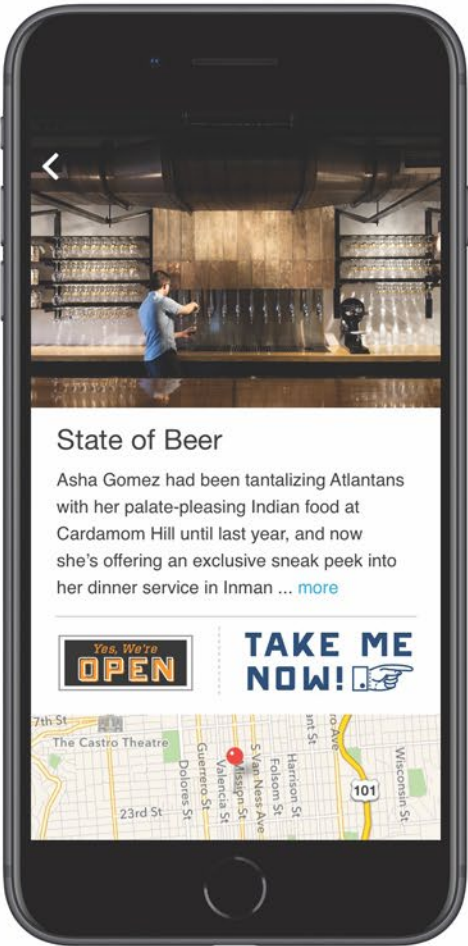


Second Concept



Liger App Design

Layout, art direction and illustration for Liger app.



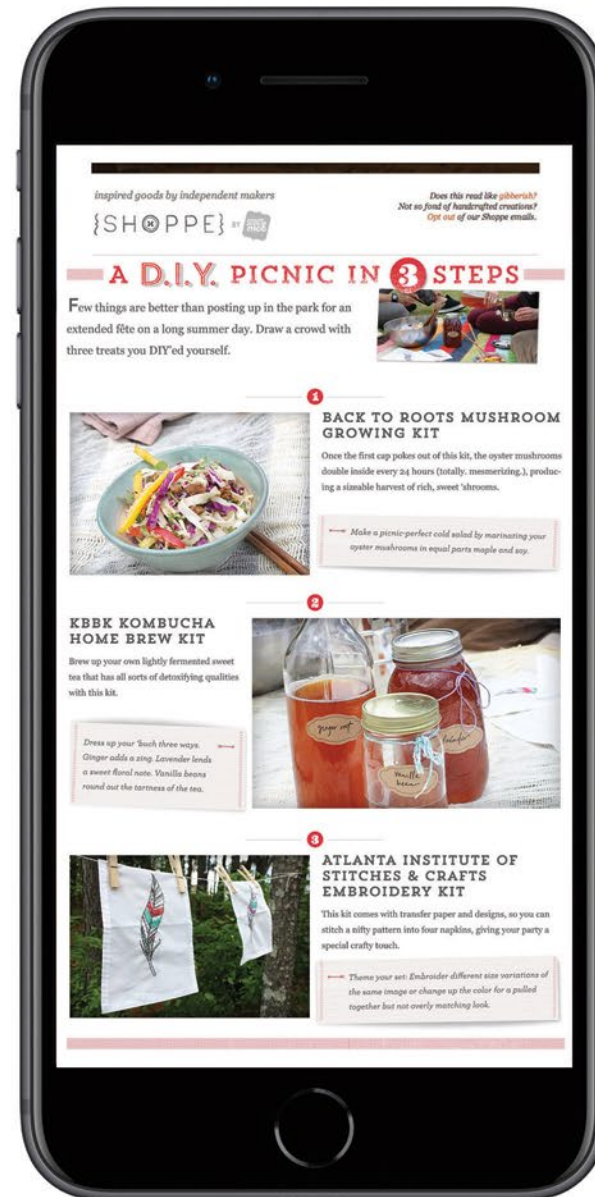
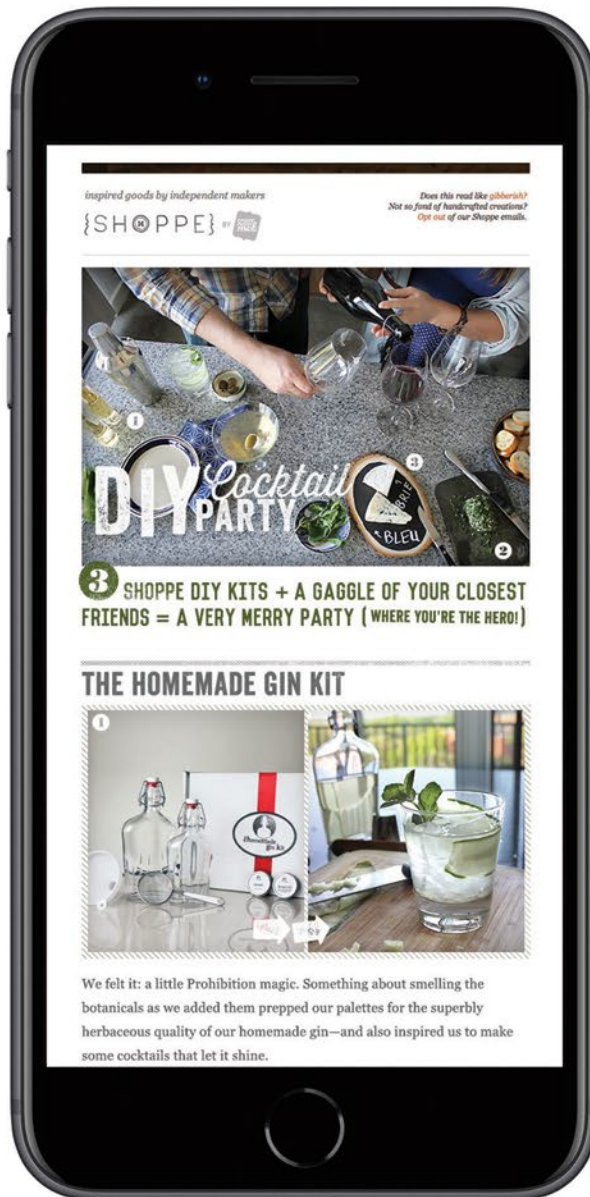
Scoutmob Local Loyalty Program

Developed look and feel for Scoutmob Local Loyalty pilot. The program was a departure from the normal instant-discount from the company and leveraged a passport theme to keep track of points earned towards a cash reward.



Scoutmob Shoppe Collection Emails

Email design for curated selection of products on Scoutmob's Shoppe e-commerce site. Each email utilized a story-telling approach to promote the products within each collection.



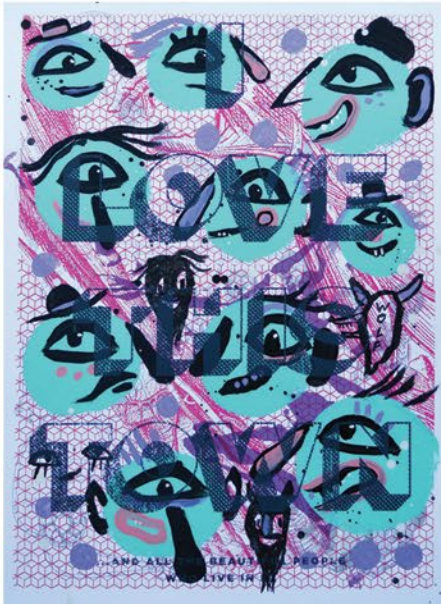
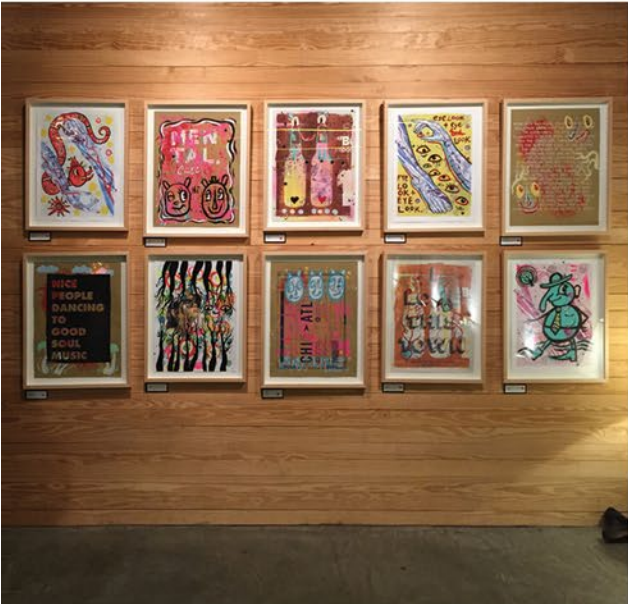
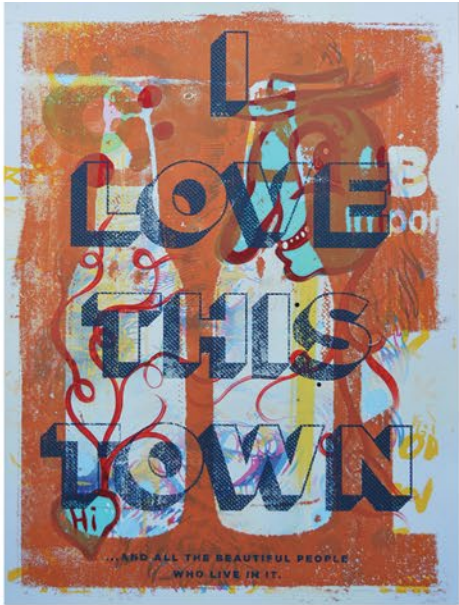
Olive & Sinclair Variety Pack Design

Recognized in Graphic Design USA for excellence in packaging, this belly-band was developed for the Olive & Sinclair's variety pack sold in retail stores. The simple addition of the belly-band allowed the company to use existing boxes that were typically used for one variety of chocolate. This provided a unique look and allowed for cost-savings.



Inky Mixtape Collaborative Art Show

Year-long fine art collaboration between ATL artists Kyle Brooks (Black Cat Tips), Brett Miotti (Pretty Likable Press), Kevin Abeyta (Factory Press) and David Brogton (Baron Press). 40 individual pieces were created and displayed in February 2016 at Edgar Allen/The Goat Farm with over 500 in attendance.



Logo Design

A small sampling of identity/logo design for various clients completed in recent years.

