Portfolio Preview

Graphic & Exhibit Design

Lindsay Holmquist

About Me

As early as I can remember, art has always been one of the main career paths I've wanted to pursue and as the years progress, it has only become more prominent. Throughout my childhood and current life, I have always been involved with my own artistic expression; being in every art and design class available, participating in clubs, and practicing various studio arts in my own time. In more recent years, my skills have advanced in areas such as sculpture, painting, and graphic design.

Since I began attending Bemidji State University, I have built my skills as a designer in order to become a better, more accomplished creator. During my time here, I utilized the opportunities given to me to work with skilled designers who have helped me understand and develop skills of basic design. Specifically, I have been shown how to appropriately harness and process creativity in a productive way. Effective time management is also a skill I have been taught and developed. I currently apply my creativity and enhanced skills to different clubs and organizations I am involved with.

In the future, I hope to be able to utilize my skills as a creator to help communities and organizations grow in a way that is beautiful while incorporating design for the better. I am excited to share a sample of my two most recent passion projects with you and look forward to seeing you on April 30th.

Project One

Good Times Motor Co.

The first project I have to share is an ongoing branding job for the company Good Times Motor Co. They are an up-and-coming small engines shop in the Fargo-Moorhead area who are wanting to create a vintage, grunge style with their brand. As you can see on the right side of the page, I have created a simple yet efficient, one-color logo that can be used in black or white.

On the following pages, two versions of the company's branding guidelines can be seen; the first being a ready for print and the second an on-line PDF for easier communication.

Overall with this project, I worked to ensure I was creating designs that were feasible for the company to pursue and me the style they were trying to portray.

Creation Methods Used:
Adobe Illustrator
Adobe Photoshop
Adobe InDesign

About the Company

Good Times Motor Company is a lifestyle brand and motorcycle community native to the Fargo-Moorehead area. The company was founded by Andrew Holmquist and is set to have a brick and mortar location by the year 2022.

Company Values:

As a lifestyle brand, we aspire to not only please our customers but be our customers in a relaxed, classic, grunge environment.

Symbol Description

Essentially, there are only three parts to the Good Times logo; a partial, eroded wrench, vertically stacked words, with one other sized portion of type. Overall, the combination of elements create a modern, vintage style that reflect the company's values.

Partial Wrench

Decorative, Eroded Font

Modern Script For Company Name

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Text Leading & Layout

In the construction of the design, adjustments were made to the typography's leaning; it was increased to 65 in order to bring the text closer vertically. In addition to this adjustment, the smaller text has been spaced apart from the main portion by the width of the smaller C which is the same size as the main text's X-Height.

Altered Leading

X-Height

C-Width Space
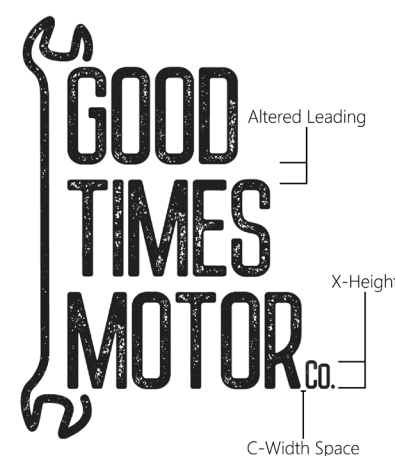
Restriction Zone

To ensure the logo is legible at all times, we require the logo be at least the width of the larger Good Times G away from edges and all content. This does, however, exclude the watermark wrench as long as the restrictions on page 9 are followed.

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Symbol Colors

To keep as close to the company origins as possible, the logos color scheme may only use entirely black or white. We want to maximize the legibility of the logo as well as the recognition of the brand.

Pantone 2336 C
C: 00 M: 00 Y: 00 K: 100
R: 35 G: 31 B: 32

Pantone 663 C
C: 00 M: 00 Y: 00 K: 00
R: 255 G: 255 B: 255

Secondary Colors:

When necessary, the company has approved the Pantone color 2110 C if needed for a secondary brand element.

Pantone 2110 C
C: 100 M: 90 Y: 10 K: 0
R: 37 G: 64 B: 143

Watermark

A whole wrench art piece is available and may be only used as a water mark image. When being used, the watermark being created must adhere to the following restrictions below:

• It may only be used on paper printing applications
• The opacity must be no higher than 10% value
• Pantone 2336 C and 663 C are the only colors that may be used
• The watermark may never lay entirely under the logo

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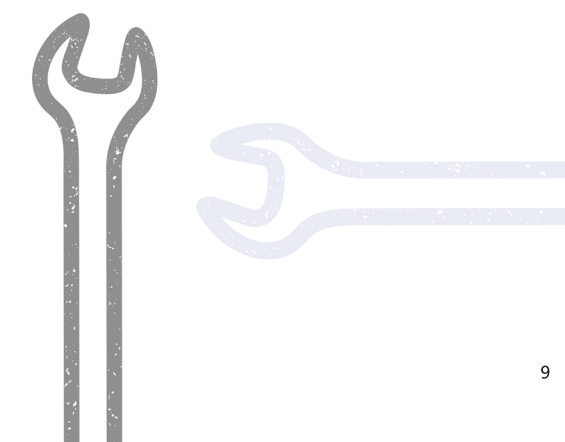
Symbol Reversal

The type colors must be reversed when the logo appears illegible on the application. For example, black may go on white and white may go over the black.

Other Background Colors:

If other colors outside of the background standard of black or white is used, it is preferred the logo color that creates the highest contrast be used. However, the final say is left to the digression of the owner.

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Typography

The typeface used in the logo is an important element of the Good Times design. It embodies the spirit of the company and helps emphasize the mood of the company. The font used to create this logo is shown below, along with the secondary typeface that is acceptable to use within the company.

How Dare You

Corundum Text Light

Text Colors:

The font colors may change based on the legibility of the logo. However, both aspects of text must remain the same color unless placed on opposite valued hues.

Usage

Incorrect usage of the entire Good Times logo is shown below. The logo should remain vertical and at full opacity. For use of watermark, see page 9. For an alternate text color see page 11.
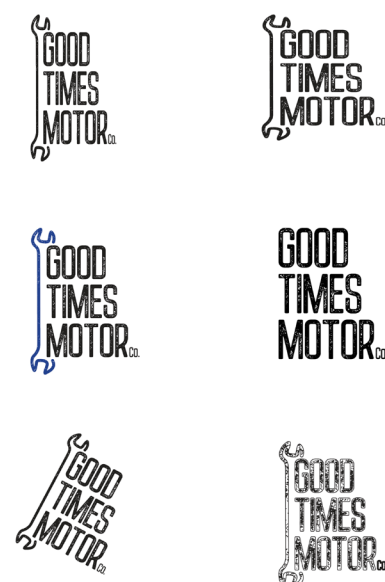
Background Control

When applying the logo to images, objects, and documents, it is imperative that the logo be over a solid area of color to ensure legibility. Please follow he restriction guidelines and the topography guidelines to ensure logo visibility. Examples of correct and incorrect uses can be seen below.

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Application

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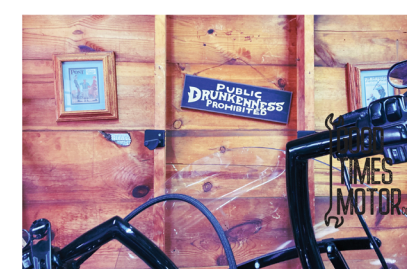
Project Two

2021 Commencement Experience

The second project I have to share was inspired by an issue graduating seniors are facing with the 2021 commencement ceremony. Without properly commemorating important events like this in our lives, we are losing out on a milestone that is meant to move us from being a student to a young professional. At the time of this idea, BSU students were in the position of not having this milestone experience.

To create this experience, I looked to the students for answers and attempted to create an at home experience that was memorable in the way they desired. I also strived to solve some additional issues with the graduation process at Bemidji State University.
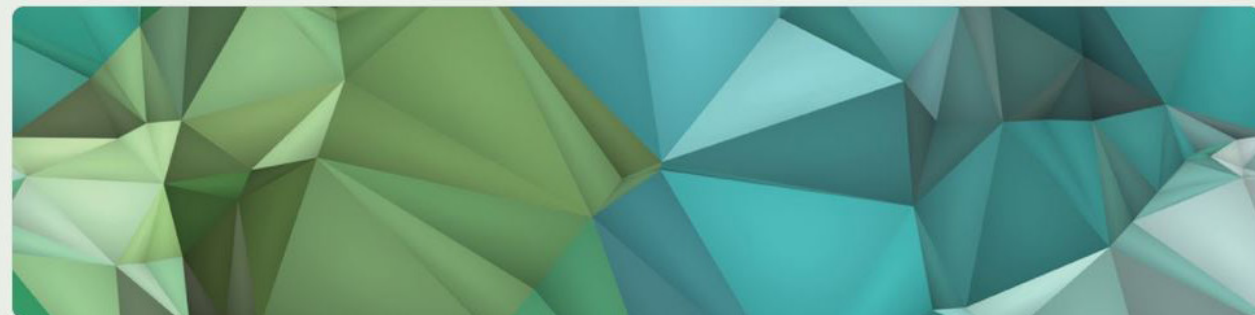
In this preview of my graduation experience, you will see the timeline and events needed to take place in order to make the experience happen. Lastly, I have shared snippets of some of the graphic design pieces and a sample of the 3D elements created for this project.

Creation Methods Used:
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Autodesk 3Ds Max

Thank You

See you April 30th!

Lindsay Holmquist