

Collin Brown

Design Portfolio

2023 Kansas State Fair Visitor's Guide

I led the design of the 2023 Visitor's Guide, this required me to collaborate on various projects across departments.

Honed my ability to be creative within a tight brand system.



layout design, prepress, brand systems

Digital Ads for Berry Companies

Berry Companies manages many machinery divisions; each with differing brand standards, colors, and typography.

Working with multiple brands while still making sure that each ad feels similar was quite the design challenge.



BERRY
TRACTOR

KOMATSU

**RELIABLE
EQUIPMENT**

**RESPONSIVE
SERVICE**



BERRY
MATERIAL HANDLING

**HANDLING
SOLUTIONS
FOR SUCCESS**

Forklifts
Warehouse Supplies
Custom Fabrication



RENT TOUGH

K.C. Bobcat

**THE RIGHT EQUIPMENT. THE RIGHT
ATTACHMENTS. RIGHT HERE.**

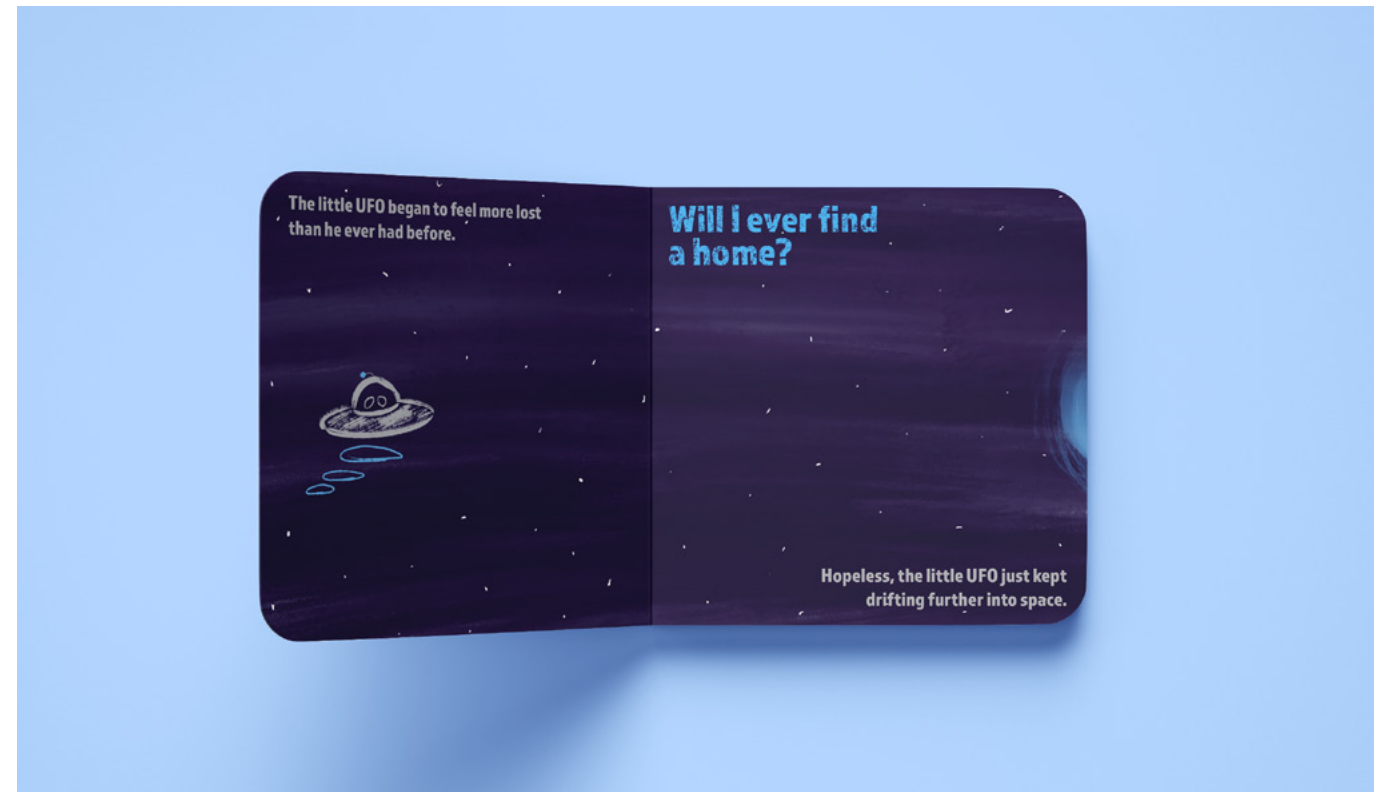
In Cod We Trust Branding

A brand system for an imaginary fish and fry food truck located in Rhode Island. The brand takes inspiration from naval themes, it is rugged and sincere.



Children's Book

The Lost UFO was illustrated and written entirely by me. I created the artwork in the iPad drawing application, Procreate. Then, I laid out the text and pages in Adobe InDesign.



TESA Brand Creation

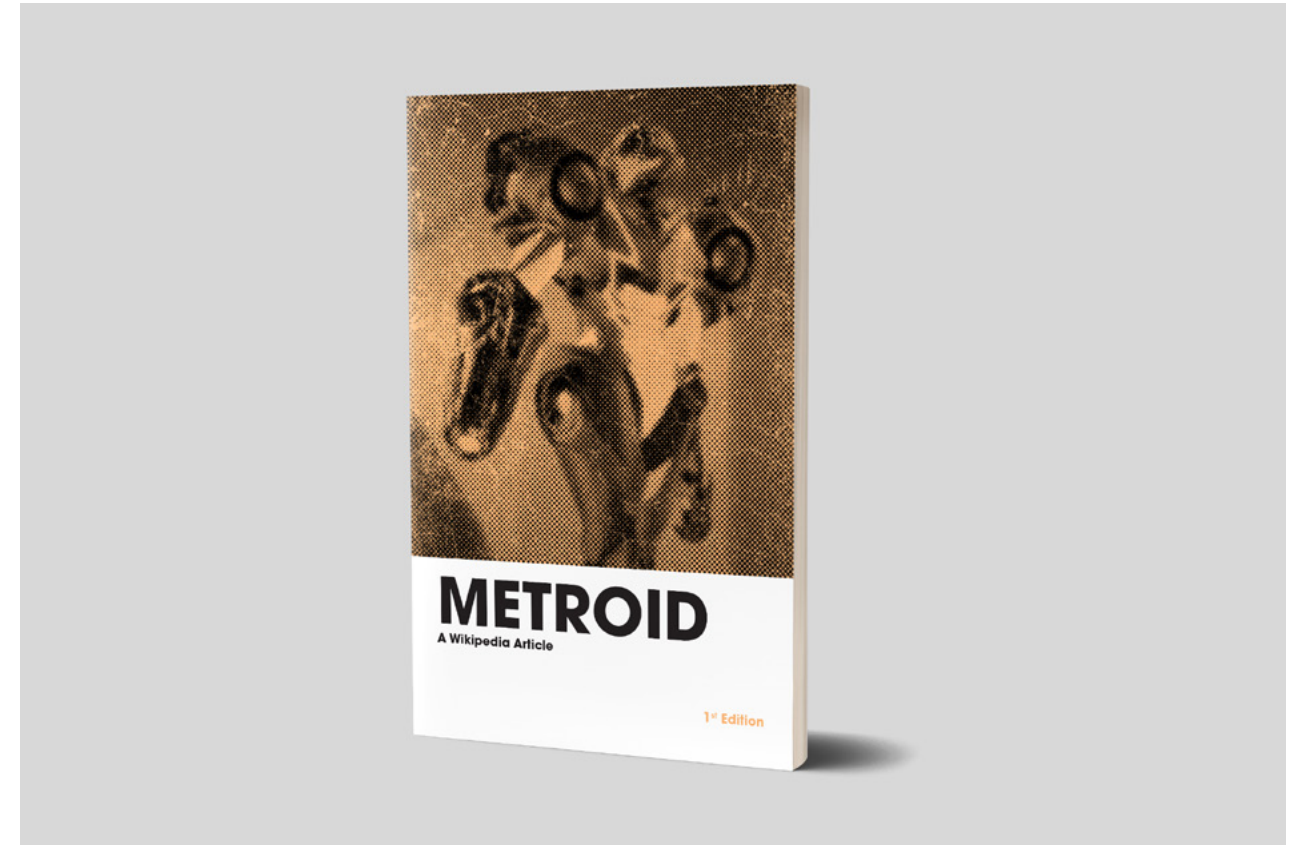
This is a brand standards guide for the Terman Environmental Study Area. The main goal of this project was to establish a strong brand system. This brand feels both rugged and competent.

Other goals included creating physical and digital collateral pieces. For example, business cards, letterhead, and an app mockup.



Wikipedia Booklet

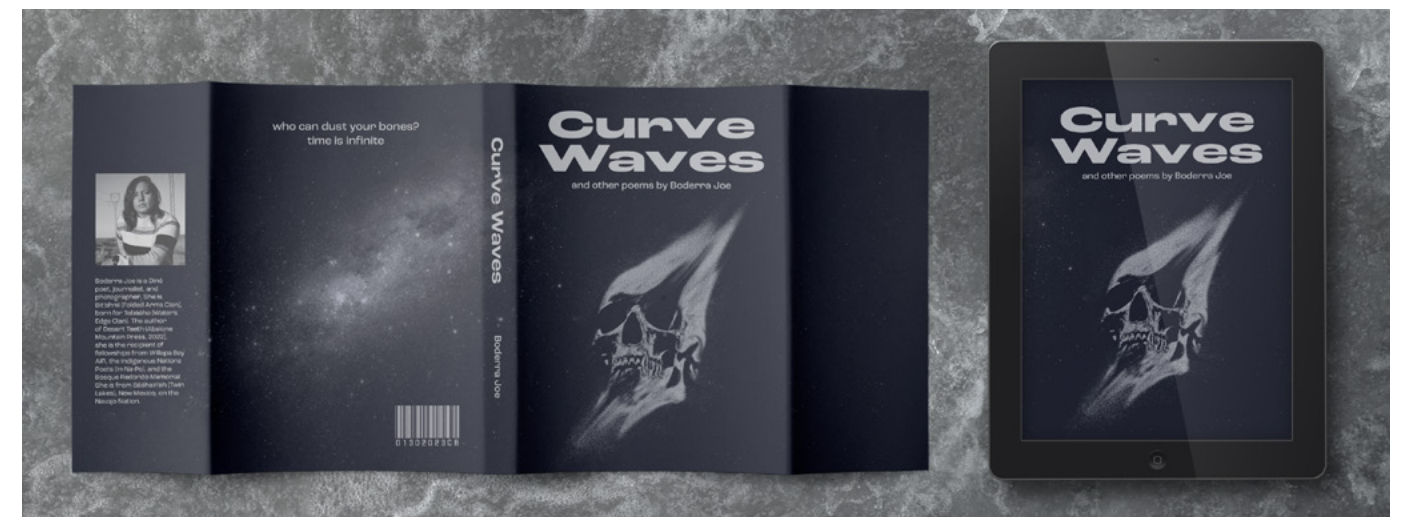
The goal for this project was to create a booklet about a topic. The history of Metroid was the chosen topic. Metroid is a video game franchise created by Nintendo.



typography, layout design

Curve Waves Poem Books

Designed three distinct book covers based on the poem Curve Waves by Boderra Joe. The poem has many astronomy-based themes and phrases.



typography, layout design

Student Life & Mental Health Campaign Branding

A brand identity for a mental health campaign at Tabor College. The brand is designed to feel positive and welcoming.

