

DOG**GG***/bs*

Kristin Hess

Graphic Design Proposal

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Kristin



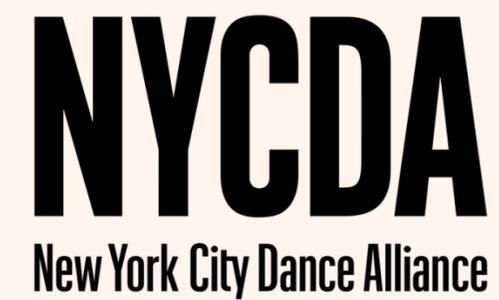
ABOUT ME

Hi! I'm Kristin, a Graphic & Branding Designer with over nine years of experience tailored in the arts, entertainment, and wellness industries.

I have worked with over 60 companies focusing on startups and rebrands. I pride myself on taking the time to thoroughly get to know a brand, its owners, and employees, and run through fun brain exercises to develop the ideal branding and design.

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**a few of my current
& past clients include...**



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my work has been
shown on...



POINTE®



DANCE
magazine



TO NAME A FEW!

available services for **DOGG/bs**

BRANDING

- logo conception and execution
- brand colors
- brand fonts
- UX consulting
- package design consulting
- brand book

GRAPHIC DESIGN

- web graphics
- social media graphics
- print graphics
- swag design

MARKETING

- marketing strategy
- campaign collaboration
- campaign planning
- content strategy and calendar
- social media strategy and calendar

PRICING:

\$150 per hour | Branding, Design, Marketing

\$100 per hour | Meetings, Research

Blind Branding

In the next slides you will see mockups of the *Doggybagg* product inspired by past branding focusing on California, paisley, and problem-solving.

These blind mockups are to show my design style and ability to play with unique branding styles before having any team branding exercises.

Please note these are not meant to be put into production, these mockups are to show potential ideas and to get a sense of my type of design.

Enjoy!

1. Paisley

Paisley is a gender-neutral, minimal and clean design subtly displaying the custom cannabis paisley for DOGG/bs.

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FRONT



BACK

2. Cali

In an ode to Snoop Dogg's Cali roots, this design is clean while displaying bright colors and palms to pop off the shelf.

packing on next slide >>>



FRONT



BACK

3. Cali Asymmetrical

An asymmetrical version of Cali, Snoop Dogg's Cali roots is emulated through palms and high color contrast to catch a customer's eye.

packing on next slide >>>



FRONT



BACK

4. Dogg

Dogg ties in the doggybag, doggtreats, etc. aspect of the product line without being too 'on the nose.'

Ideally, this photo includes a dog with its owner in a calm, West Coast environment. The need for a human in the photography would help emphasize "your other best budd," while problem-solving the issue of customers asking if the product is for dogs.

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FRONT



BACK

5. Palm

Palm echos the West Coast through the relaxing visuals of palm trees paired with a green and blue hue, nature's colors.

packing on next slide >>>



FRONT



BACK

Thank You!

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