My personal brand identity was designed with the consideration of my broad creative skill set and styles which I didn’t want to restrict. This is what led me to my personal identity name Delaney Bullock Creative. My goal was to keep it simple and professional while also adding a touch of my personality. The solution to my goal was creating a clean mark by connecting a sans serif lowercase “d” and “b”, which formed a pleasing, repetitive look for my design element. I then chose to represent my brand with a natural and minimal color palette to create a softer and more calming feel to reflect my humanistic side and the influence nature has on my personal and professional life.
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PERSONAL IDENTITY 2
In honoring their Greek culture and tradition, Dionysus Vineyards was named after the Greek God of wine. From the Mountainous region of Macedonia to the lush rolling hills of Thassaly and rare soils of the Peloponnisos coast, Dionysus Vineyards’ three locations work with diverse environments to showcase the best wines Greece has to offer. I decided to capture Dionysus’ pride in their agriculture by having each bottle represent one of their locations through using cohesive designs and colors. The design elements are minimal and clean-cut with muted tones to keep a refined, sophisticated feel. I also playing on unified, organic shapes to provide a sense of their contemporary establishments that will speak to a larger audience.
Periodic was created by Cosmetic chemists and holistic skincare enthusiasts with ambition to merge their expertise into a brand that uses natural, simple ingredients to carefully formulate effective products. Periodic’s face mask line, Elements, uses natural elements from the periodic table to precisely target the skin’s unique concerns. This high-end product uses quality natural resources, which are backed by science and clinically proven to address specific skincare needs. To showcase this natural, scientific approach, I used muted earth tones, futuristic-style typefaces, and geometric shapes. The design patterns reflect the simple-yet-complex formulas in each product, and the die-cut further enhances the scientific feel of this brand.
Inkwell takes pride in bringing life back into the art of letter writing. With unique, simple designs, Inkwell especially appeals to the creatives and young parents who are looking for useful, versatile products that bring excitement to their letter writing endeavors. Inkwell’s Annual Stationery Set was created in hopes that in receiving this box members will feel appreciated and excited starting the new year by providing quality supplies, which are guaranteed to last. With this goal, I chose a fun color palette and playful design to draw the audiences attention and reflect the energy of the brand. The use of a bold decorative font helps enhance the exuberant ambiance for a nice contrast to the minimal, yet spirited brand.
Some of the most beautiful mountain ranges occupy the western regions of America, that attracts many from all over the world. From the Cascade Range to Sierra Mountains and along the North and South coastline there is endless grounds to explore. West summit works with many of these locations to create accurate, reliable maps and informational brochures to assure a safe and enjoyable adventure. These ambitious cartography experts hold their company and services to high standards, which is why their rebranding goal was to illuminate their values of dependability and wide skillsets. I targeted their desire for a professional impression by using a more serious, minimal yet contrasting color palette. To enhance that mood I used futuristic, complex line shapes to illustrate their innovative qualities and imitate topographic maps, as well as low opacity mountain ranges to showcase their area of focus. The use of geometric San serif typefaces was aimed to solidify this sleek and credible approach.
A family-owned farm-to-table southern restaurant, The Barnyard offers a nostalgic and rustic dining experience. Not only do they source their ingredients locally and provide well-crafted, authentic southern cuisine but are recognized for their family-friendly, southern hospitality atmosphere. To personify their brand identity, the logo features a vintage, sketched-like pig wearing a chef hat. The hand-drawn and vectorized design style, that is continued throughout the brand components, conveys a sense of authenticity and down-to-earth charm. The Chef hat captures a lighthearted essence, while adding a touch of expertise, hinting at the quality cuisine each consumer can expect to receive. The color palette was created to enhance a barn-like scene and to embody a timeless and intimate ambiance, making it ideal for creating a warm and welcoming environment.
New York's recognized Summerstage Central Park venue hosts an annual Jazz in The Park music fest. On June 21st every year New Yorkers, music buffs, and jazz enthusiasts from all over come to enjoy top performing jazz artists, to experience the ambiance of jazz culture. This event poster features illustrated and manipulated typography that symbolizes the different attributes of this festival. With focusing the viewers' attention on the word jazz, it was my intention to communicate visibly and clearly what this event is about by just skimming it. Although this is a fun and entertaining occasion my choice of making it clean and minimal was to emphasize sophistication to honor the complexity behind these musician's work. The color palette chosen identifies with jazz culture and represents city lights acknowledging the event's atmosphere, while also adding a nice bold contrast to the simple composition.
NEW YORK CITY

JAZZ IN THE PARK

June 21, 2023

12PM | SUMMERSTAGE AT CENTRAL PARK

NYCJAZZINTHEPARK.COM
This book collection series highlights 3 recognized timeless classics by Jane Austen. While each book has its own unique storyline they all share themes of romance, societal issues and moral development. Jane Austen was well-known for producing literature that was considered uncommon during the 19th century. Which led me to create book covers that acknowledge the time period by elevating that old-time classic novel feel. Bleeding off the spine of the book and on the inside cover I created Victorian-like patterns to create a classy and romantic tone. Each cover consists of a sketch specific to that novel, the pencil sketch helps enhance the originality and authenticity behind these classics. The color palette was thoughtfully composed to evoke a tranquil sensation and the combinations help provide both unity and individuality to each book.
Feeding America, a United States-based non-profit focusing on equal access to nutritious food, has a clear vision of ending hunger in America. I chose the title "nourishing hope" from their impact statements to highlight their mission and inspiring, forward-thinking mindset. Annual reports can be a lot of information, so I focused on breaking it up, using white space, working with a limited color palette and placing illustrations strategically to help make it less chaotic and exhausting to look at. To spark the viewer’s interest in the information being presented and represent their humanitarian efforts, I crafted graphic elements and inclusive character illustrations. Additionally, I included the colors blue, pink, and cream for a calming twist on Feeding America’s current brand colors while staying true to their branding. These color choices also serve a deeper meaning, with pink coinciding with love and empathy.
Nurishing Hope

Feeding America Annual Report 2020

I’m very grateful to God that my family is able to eat because of the food that we receive from the pantry.

Sandra Martinez

On a hot summer evening, Roma Martinez, along with her sons—Kevin, 5, and Anthony, 2—visited a food pantry that works with Feeding America local partners. She received the needed food for her family, including rice and beans, pasta, and tomatoes. She said she was grateful for the help she received. Feeding America partners work to ensure that everyone has access to nutritious food, regardless of income or location.
OUR VISION IS AN AMERICA WHERE NO ONE IS HUNGRY.

In collaboration with our mission partners and generous sponsors, we are transforming our 14 network food banks where hungry families come to us. We celebrated the Feeding America Community Day to raise awareness of hunger, and it was an exciting event. This day is dedicated to supporting our local food banks and their partners in our communities. It is an opportunity to connect with our community and remind them of the importance of supporting food banks.

There has been tremendous progress in terms of distributing food to those in need. Our network food banks have distributed over 1 billion meals in 2019, a significant increase from the previous year. This growth is attributed to increased donations and partnerships with local businesses.

We are proud to share some of the stories of individuals who have benefited from our food banks. One of these stories is the story of the family who was able to provide a meal for their child for the first time.

Elevating Awareness

The Feeding America network is dedicated to providing food to those in need. In 2019, we provided over 3 billion meals to families across the United States. This is an increase of over 50% from the previous year. The number of meals distributed has continued to grow, and we are committed to providing meals to those in need.

We have also partnered with organizations such as Farm Aid, Feeding America, and the Food Bank for New York City to provide meals to those in need. These partnerships have allowed us to reach a larger audience and provide more meals to those in need.

In conclusion, the Feeding America network is committed to providing meals to those in need. We are grateful for the support of our donors and partners, and we look forward to continuing our work in the years to come.
Trends in Motion, a two-page spread article in the magazine Trendscope, seeks to discover key influencers of current trends and shed light on unique statements made by industry fashion icons. Trends in Motion reflects on the trends with a simple-yet-bold type and color, which captivates the eye and gives the reader clean and to-the-point content. I kept the design illustrations clear and sharp to make them stand out while ensuring they do not distract from the content at hand. Viewers of this spread can dive into the world of fashion and the current trend landscape by learning from fashion icons’ recent fashion focuses and the unique, growing trends they’re loving.
TRENDS IN MOTION

By Alice Grey