For my personal branding, I chose to include drawn images of objects that represent aspects of myself, such as my dog Finley. The logotype is hand drawn in my own handlettering style to tie in my love of handlettering and give another personal aspect. The drawings combined with a warm pink color palette represent me by giving insight to details about my personality and displaying a fun, playful nature.
House of Copenhagen is a Danish furniture company dedicated to bringing the Danish modern style to America. I created the identity mark with influence from the most recognizable Danish furniture design, the Jacobsen Egg Chair. For the wordmark I was inspired by the sweeping lines and curves in Danish design. I chose a bright orange as it is a prominent color in Danish design and tied it in with shades of green to represent the influence of the Danish countryside on interior design and offset the boldness of the orange.
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Copenhagen
House of Copenhagen is a Danish furniture company dedicated to bringing the Danish modern style to America. My goal for this packaging was to create an interesting experience for the customer by using elements of the branding, like the chair pattern, on an unusual box form to create excitement when customers receive the package. Along with that I wanted to ensure a user-friendly experience with clear informational inserts and markings for the fabric samples.
Sporting Dog Supply Company creates dog food and treats formulated for hunting dogs and their specific needs. The mark for Sporting Dog Supply Company is strong and includes an image of a pointer to evoke the feeling of hunting with a companion dog. The branding is simple yet rugged with the use of texture and details like the outline of a dog pointing at ducks. The color palette draws from camouflage hunting clothes and the bright orange collars hunters place on their dogs to make them visible among the brush.
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Field Chamption Treats are a line of hunting dog specific dog treats from Sporting Dog Supply Company. Each different treat, Lamb Chew Sticks, Chicken Strips, and Beef Training Bites, is developed to set dogs and hunters up for success out on a hunt and at home. My approach to this design was to use textural elements, photography, and color to evoke the feeling of being out on a hunt with a performance hunting dog. Each box includes a word in large orange text, trap, track, or retrieve, which are some of the things that dogs do for a hunter.
Sando is a Japanese sandwich truck based in Birmingham, Alabama. For this brand, my goal was to create an identity that encapsulates the clean, strong lines of the angled sandwiches and combines it with touches of Japanese culture. I employed a strong color palette of blues, which are common in Japanese dishes, and red and white, which are the colors of the Japanese flag. The pattern is one commonly seen in traditional clothing and pottery. The angles used mimic that in which the sandwiches are cut.
cold sando
- Egg Salad Sando $10
- Strawberry Cream Sando $10
- Mixed Fruit Sando $10
- Figo Cream Sando $10

hot sando
- Classic Chicken Katsu Sando $12
- Truffle Chicken Katsu Sando $12
- Ebi Shrimp Katsu Sando $15
- Cheese Katsu Sando $10

specials
- Wagyu Katsu Burger $15
- Cali "Lobster Roll" $15

bento boxes
- Chicken Katsu Bento $11
- Mushroom Bento $11
- Bulgogi Bento $11

sides
- Sando Fries $7
- Edamame $5

drinks
- Banana Milk $6
- Matcha Latte (COLD) $6
- Yuzu Matcha Soda $6

sides
- Bottled Water, Bottled Soda $3
Sando is a Japanese sandwhich truck based in Birmingham, Alabama. For this brand, my goal was to create an identity that encapsulates the clean, strong lines of the angled sandwhiches and combines it with touches of Japanese culture. I employed a strong color palette of blues, which are common in Japanese dishes, and red and white, which are the colors of the Japanese flag. The pattern is one commonly seen in traditional clothing and pottery. The angles used mimic that in which the sandwhiches are cut.
Motorsport Memories has created The Race Collection, a line of candles that evoke the memories of your favorite races through smell. Inspired by Formula 1 in Monaco, IndyCar in Indianapolis, and NASCAR at Talladega Superspeedway in Alabama, each candle features an illustration of their respective series’ car along with typography that embodies the culture of each race. The color palettes take inspiration from each recognizable car to further envelop race fans into their memories from their favorite tracks.
American Speed is an article on IndyCar and the intricacies of the American open-wheel racing category in comparison to other racing series. The design of this spread emphasizes movement through text manipulation, yet keeps the clean and simple feeling that the lines of an IndyCar evoke. The simple color palette of black, white, and a bold orange is indicative of a current race team’s livery, the colors of the flags waved during the races, and classic cars through the decades.
AMERICAN
SPEED

Discover the intricacies of IndyCars and what sets it apart from other open-wheel racing series.

By Steve Espen

Indy cars have been a cornerstone of motorsports history, and today's models continue to push the limits of engineering and performance. The IndyCar Series, which has been in existence since 1995, features cars that are designed to be lightweight, aerodynamic, and powerful. These cars are capable of reaching speeds of up to 320 mph and are capable of performing precise maneuvers on tracks that are often narrow and twisty.

IndyCar racing is known for its high level of competition and its ability to showcase the skill of its drivers. IndyCar races are held on a variety of tracks, including oval tracks, street circuits, and road courses. The cars are built to handle the high speeds and tight turns of these tracks, making them a showcase for the latest in automotive technology.

IndyCar racing is also known for its close relationship with technology, with teams working closely with manufacturers to develop engines and other components. This has led to a number of innovations in the sport, including the use of hybrid powertrains and advanced aerodynamics.

IndyCar racing is a popular sport around the world, with fans in the United States, Canada, and a number of countries in Europe and Asia. The series is also a popular destination for drivers seeking to showcase their skills on the world stage, with many of the world's top drivers competing in IndyCar.

The history of IndyCar racing is filled with moments of excitement and drama, with drivers pushing the limits of what is possible on the track. The sport has a rich history of tradition and innovation, and it continues to evolve as technology and the world around it change.

Design Features of IndyCars

Indy cars are high-performance racing cars that are specifically designed for oval tracks. They are known for their lightweight, aerodynamic design and the advanced technology that goes into their construction.

Indy cars are built to be lightweight and have a low center of gravity, which allows them to achieve high speeds and turn quickly. The cars are also designed to be aerodynamic, with streamlined bodies and advanced aerodynamics that help them generate downforce and increase grip.

Indy cars are equipped with advanced technology, including hybrid powertrains and advanced aerodynamics. These features help the cars achieve record-breaking speeds and set new records in the sport.

Indy car racing is a popular sport around the world, with fans in the United States, Canada, and a number of countries in Europe and Asia. The series is also a popular destination for drivers seeking to showcase their skills on the world stage, with many of the world's top drivers competing in IndyCar.
The Unique Anatomy of an IndyCar

Other important design features of Indy cars include aerodynamic shapes, advanced suspension systems, and lightweight construction. The aerodynamic design of Indy cars is one of the most significant aspects of their design. This design allows the cars to achieve speeds higher than other race cars because it reduces wind resistance. Additionally, the open cockpit design means greater maneuverability, allowing drivers to make smooth turns and maintain control during races.

Another important feature of Indy cars is their aerodynamic shape. This helps to reduce drag and increase the car's performance at speed. The design of the car is also optimized for endurance, which helps to ensure the car is on the track during high-speed races. Indy cars are lightweight and have advanced suspension systems that allow for smooth handling and stability during races. These suspension systems are designed to be lightweight and provide smooth handling. Finally, Indy cars are constructed from lightweight materials such as aluminum and carbon fiber.

Class History

Indy cars, formerly known as Championship Cars, have a long and interesting history. The roots of the modern Indy car go back to the early 20th century, to the invention of the automobile and the dawn of the automotive age.

During this time, cars were designed and built to compete in a variety of different races. Indy cars were designed and built for racing, including the Indianapolis Motor Speedway, and the Indianapolis 500. In 1977, the Indy 500 was held for the first time at the Indianapolis Motor Speedway and remains the most prestigious Indy car race in history.

Today, Indy cars are designed with aerodynamic shapes, lightweight materials, and advanced suspension systems. These features allow drivers to achieve speeds of over 320 mph and maintain control during races.

Racing with Indy Cars

Racing with Indy cars is a thrilling experience, but it also requires a great deal of skill and preparation. Safety is paramount when driving Indy cars, and drivers must take the proper precautions before racing. It is also important to maintain the Indy car's suspension system to ensure smooth handling during races.

Safety Precautions

The safety precautions for Indy cars are the same as for any other high-speed race car. Drivers must wear a full-face helmet, gloves, and protective clothing. In addition, they should wear a seat belt for added protection. The seat belt must also be inspected for any signs of damage before the race.

"Indy car racing is a thrilling spectacle that requires precision driving and great skill from the drivers."

There are hundreds of Indy car races held around the world, including the Indianapolis 500, the IndyCar Series, and the Indy Lights Series. These races feature drivers from around the world and provide an exciting experience for spectators.

A driver's experience in Indy car racing can be an unforgettable experience. With world-class facilities, world-class drivers, and world-class cars, Indy car racing is a world-class sport that attracts fans from around the globe.
Over the last two summers, I have gotten the opportunity to work in the marketing department at Springfield Armory in Geneseo, Illinois. During my time there, I had the opportunity to work on many projects and be a part of various endeavors the team worked on. One of my largest projects was creating an advertisement for the Model 2020 Waypoint rifle. This advertisement was published in over 10 magazines and was the back cover of Huntin' Fool and The Armory Life.
SEE THE WAY.

Springfield Armory is proud to introduce the Model 2020 family of bolt action hunting rifles. Precision manufactured in the USA, each Model 2020 is built to deliver the accuracy and performance expected from a custom grade rifle. The Model 2020 Waypoint features a premium carbon fiber stock and the precision of a carbon fiber barrel with an impressive 15 MOA accuracy guarantee. Learn more at springfield-armory.com

SPRINGFIELD ARMORY
SEE THE WAY.

Springfield Armory is proud to introduce the Model 2020 family of bolt action centre-fire rifles. Precise manufacturing in the USA, and Model 2020s built to exacting specifications. As with all Springfield Waypoints, a premium carbon fibre panel makes the Model 2020s lightweight and dependable. Each rifle is custom designed and handcrafted to surpass the world's highest standards of precision and quality. Learn more at springfieldarmory.com.
During my summers at Springfield Armory one of the projects that I had the opportunity to spearhead and complete on my own was an overhaul of their social media holiday and creative advertising posts for all three accounts, Springfield Armory, HEX Optics, and The Armory Life. There has been a lack of consistent development of new and creative ideas for their social posts and I was given creative control to build out a number of holiday and new product related posts.