

Clair  
Lynton  
DESIGN



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.



Aa

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ


abcdefghijklmnopqrstuvwxyz

1234567890



**Claire  
Lynton**  
DESIGN

clairelyntondesign.com  
clairelyntondesign@gmail.com  
@clairelyntondesign



**Claire  
Lynton**  
DESIGN

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clairelyntondesign@gmail.com  
@clairelyntondesign



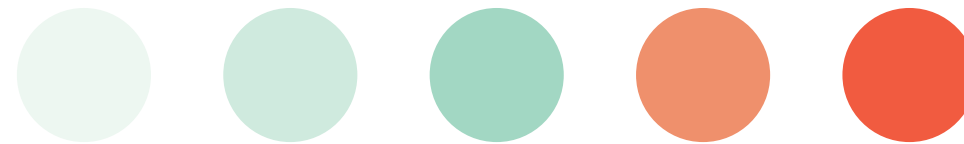
526 Broadway Street Birmingham, AL 35209

**Claire  
Lynton**  
DESIGN

HOUSE OF  
copenhagen



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 word-mark 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.



Aa

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aa

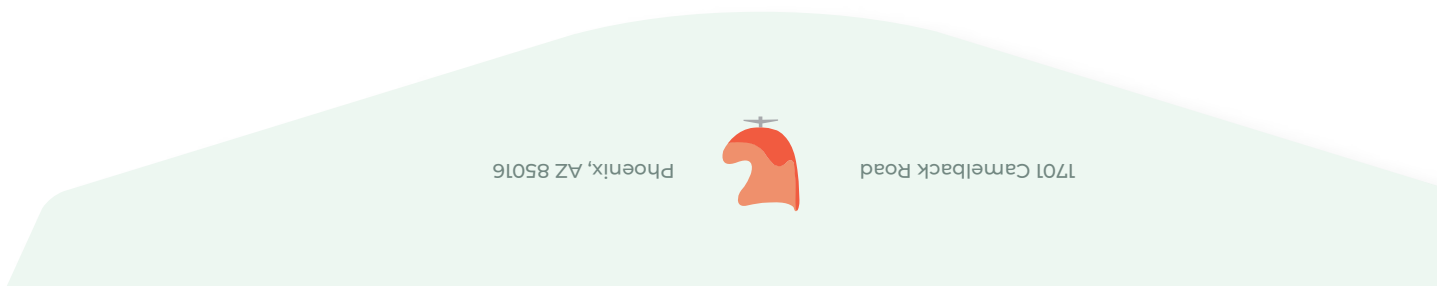
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abcdefghijklmnopqrstuvwxyz  
1234567890



**peyton horne**  
 Vice President of Marketing  
 peyton@copenhagen.com  
 602.227.6605  
 copenhagen.com

HOUSE OF  
**copenhagen** 1701 Camelback Road  
 Phoenix, AZ 85016

HOUSE OF  
**copenhagen**



1701 Camelback Road  
 Phoenix, AZ 85016



HOUSE OF  
**copenhagen**



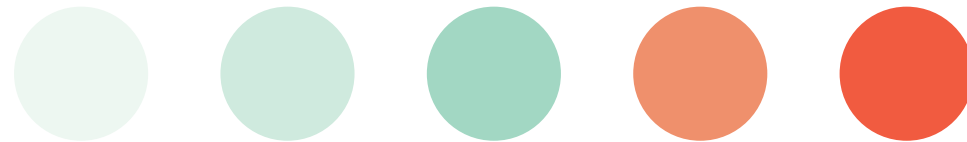
copenhagen.com 602.266.8060 help@copenhagen.com



# HOUSE OF 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.



Aa

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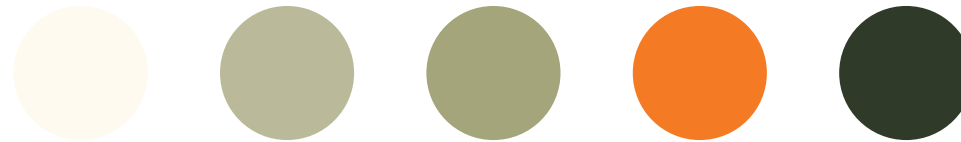
aa

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1234567890





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.



**AA**

DRFITER REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**Aa**

Myriad Variable Concept  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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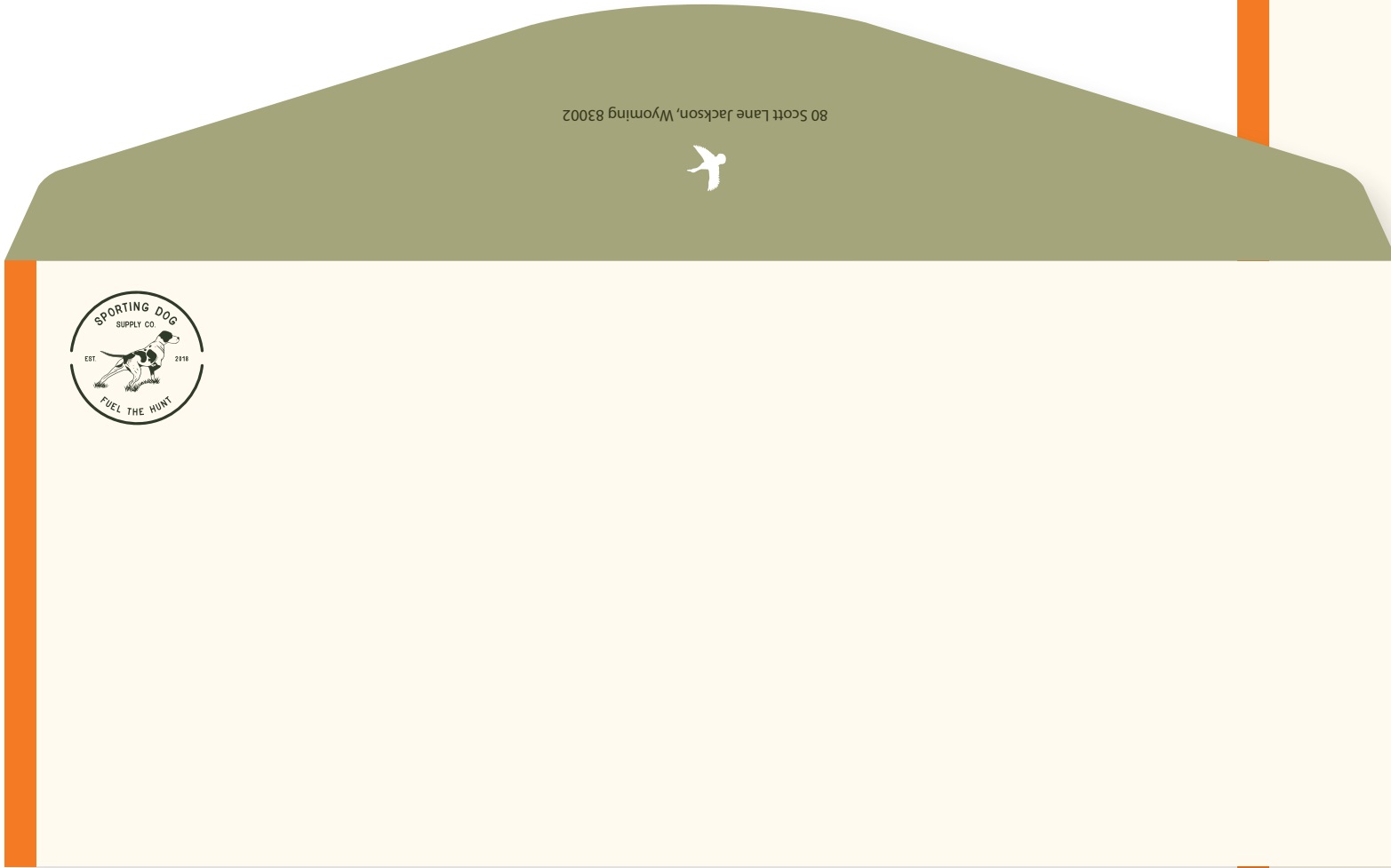
**ETHAN AGNEW**

*Vice President of Sales*

ethan@sportingdog.com  
(307) 923-8761  
80 Scott Lane  
Jackson, Wyoming 83002  
sportingdog.com



(307) 923-8761  
80 Scott Lane  
Jackson, Wyoming 83002  
sportingdog.com



80 Scott Lane Jackson, Wyoming 83002



# FIELD CHAMPION TREATS

Field Champion 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.



**AA**  
BARLEY AGED  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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**AA**  
WHEAT REGULAR  
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1234567890

**Aa**  
Noway Round  
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abcdefghijklmnopqrstuvwxyz  
1234567890



### ABOUT US

Sporting Dog Supply Co. is dedicated to creating quality products for your hunting companion. Based in Missouri, our products are made in the United States for avid hunters, by avid hunters. We understand that your dog is an integral part of your hunt, and also your family. You want the best for them, and we're here to provide it.

#### INGREDIENTS

Real Chicken Pieces, Green Peas, White Rice, Chicken Fat, Chicken, Chicken Fat, Chicken Skin, Chicken Bones, Chicken Cartilage, Chicken Feet, Chicken Heads, Chicken Necks, Chicken Organs, Chicken Skin, Chicken Bones, Chicken Cartilage, Chicken Feet, Chicken Heads, Chicken Necks, Chicken Organs.

**100% SATISFACTION GUARANTEE**

Nutritional Analysis	
Crude Protein (min)	14%
Crude Fat (min)	14%
Crude Fiber (max)	1.5%
Moisture (max)	10%

Small text at the bottom: Made with pride by Sporting Dog Supply Co., 3430 N. Barkfield Rd., Springfield, Missouri 65804. 417-875-4638. [www.sportingdog.com](http://www.sportingdog.com)

### ABOUT US

Sporting Dog Supply Co. is dedicated to creating quality products for your hunting companion. Based in Missouri, our products are made in the United States for avid hunters, by avid hunters. We understand that your dog is an integral part of your hunt, and also your family. You want the best for them, and we're here to provide it.

#### INGREDIENTS

Chicken, vegetable glycerin, salt.

**100% SATISFACTION GUARANTEE**

Nutritional Analysis	
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#### INGREDIENTS

Real Chicken Pieces, Green Peas, White Rice, Chicken Fat, Chicken, Chicken Fat, Chicken Skin, Chicken Bones, Chicken Cartilage, Chicken Feet, Chicken Heads, Chicken Necks, Chicken Organs, Chicken Skin, Chicken Bones, Chicken Cartilage, Chicken Feet, Chicken Heads, Chicken Necks, Chicken Organs.

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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.



**Aa**

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



**Annabelle Bridges**  
Owner

annabelle@sandobham.com  
(205) 945-8358  
sandobham.com  
1919 Oxmoor Rd  
Birmingham, AL 35209



(205) 945-8358  
sandobham.com  
1919 Oxmoor Rd  
Birmingham, AL 35209



### cold sando

- Egg Salad Sando** \$10  
scrambled egg salad, kewpie mayo
- Strawberry Cream Sando** \$10  
strawberries, chantilly cream
- Mixed Fruit Sando** \$10  
seasonal mixed fruits, chantilly cream
- Figs Cream Sando** \$10  
figs, chantilly cream

### hot sando

- Classic Chicken Katsu Sando** \$12  
kiji chicken, cabbage, tonkatsu sauce, karashi kewpie mayo
- Truffle Chicken Katsu Sando** \$12  
kiji chicken, cabbage, truffle hot sauce, truffle kewpie mayo
- Ebi Shrimp Katsu Sando** \$15  
shrimp, nori, cajun butter remoulade
- Cheese Katsu Sando** \$10  
mozzarella, hot honey, truffle kewpie mayo

### specials

- Wagyu Katsu Burger** \$15  
wagyu and beef patty, cheddar, sando special sauce
- Cali "Lobster Roll"** \$25  
poached lobster claws, avocado, herbs, kewpie mayo

### bento boxes

- Chicken Katsu Bento** \$15  
kiji chicken, tonkatsu sauce, koshihikari rice
- Mushroom Bento** \$15  
mushroom medley, mushroom shoyu, koshihikari rice
- Bulgogi Bento** \$15  
korean beef bulgogi, koshihikari rice, carrots

### sides

- Crispy Japanese Sweet Potato** \$7  
satsuma potato, furikake, chili oil
- Sando Fries** \$7  
french fries, sando special sauce, furikake
- Edamame** \$5  
steamed edamame, pink salt flakes

### drinks

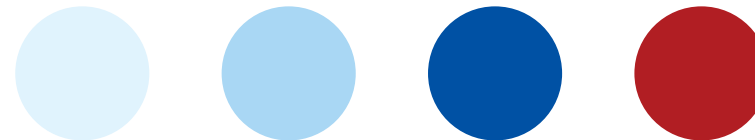
- Banana Milk** \$6  
banana, coconut milk, oat milk
- Matcha Latte (COLD)** \$6  
matcha, soy milk foam
- Yuzu Matcha Soda** \$6  
yuzu kimino sparkling soda, matcha
- Bottled Water, Bottled Soda** \$3  
coca-cola, sprite, dr. pepper, water



1919 Oxmoor Rd Birmingham, AL 35209



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.



**Aa**

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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sando

サンド

Japanese Cuisine

Sandos



Bento Boxes



Specialty Drinks



sando

cold sando

- Tuna Mayo Sando \$2.50
- Salmon Mayo Sando \$2.50
- Chicken Mayo Sando \$2.50
- Beef Mayo Sando \$2.50
- Spicy Mayo Sando \$2.50
- Hot Mayo Sando \$2.50

hot sando

- Spicy Chicken Sando \$2.50
- Spicy Beef Sando \$2.50
- Spicy Pork Sando \$2.50
- Spicy Salmon Sando \$2.50
- Spicy Tuna Sando \$2.50
- Spicy Mayo Sando \$2.50

specials

- Spicy Mayo Sando \$2.50
- Hot Mayo Sando \$2.50
- Spicy Mayo Sando \$2.50

bento boxes

- Chicken Bento Box \$5.50
- Beef Bento Box \$5.50
- Pork Bento Box \$5.50
- Salmon Bento Box \$5.50
- Tuna Bento Box \$5.50

sides

- Spicy Mayo Sando \$2.50
- Hot Mayo Sando \$2.50
- Spicy Mayo Sando \$2.50

drinks

- Spicy Mayo Sando \$2.50
- Hot Mayo Sando \$2.50
- Spicy Mayo Sando \$2.50

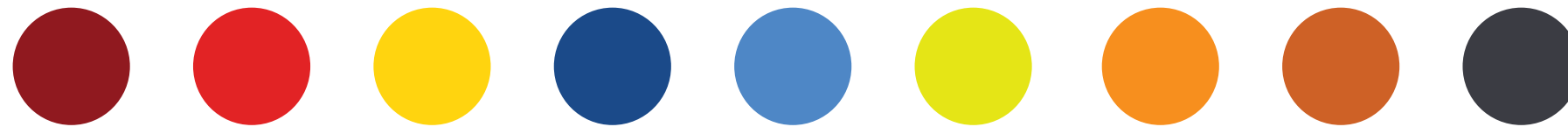


sando

サンド

# Motorsport Memories

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.



**AA**  
**FRESH EATERS**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

**Aa**  
Brandon Grotesque Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Aa**  
Gotham Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Aa**  
***Aero Matics Bold Italic***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**AA**  
**ABOLITION**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**



Motorsport Memories

## THE RACE COLLECTION MONACO



Scented Signature Candle  
Made With Natural Essential Oils  
7oz / 158g

Motorsport Memories

## MONACO

The Monaco Grand Prix, one part of the Triple Crown, a classic in the world of motorsport. Monaco is the place to be for racing at it's most luxurious. Bring home the scents of racing in the south of France with our Race Collection: Monaco candle. With notes of sea salt, jasmine, and warm rubber, the Monaco candle brings the feeling of race weekend home to you.

**Ingredients:**  
Hydrated Soybean Wax, Jojoba Oil, Essential Oils

**WARNING**  
Keep out of reach of children and pets. Do not burn candle on or near anything that can catch fire. Avoid drafts and excessive vibrations. Candle may become hot while burning.

[motorsportmemories.com](http://motorsportmemories.com)  
@motorsportmemories  
125 Chicane Drive  
Indianapolis, Indiana 46077



Motorsport Memories

## THE RACE COLLECTION TALLEDEGA



Scented Signature Candle  
Made With Natural Essential Oils  
7oz / 158g

Motorsport Memories

## TALLEDEGA

Talledega Superspeedway, a true NASCAR classic track. It's the perfect place to take in the sights, sounds, and smells of stock car racing. Bring home the smells of central Alabama and NASCAR weekends with our Race Collection: Talledega candle. With notes of magnolia, oak, fried dough, and warm rubber, the Talledega candle brings the smells of tailgating center track home to you.

**Ingredients:**  
Hydrated Soybean Wax, Jojoba Oil, Essential Oils

**WARNING**  
Keep out of reach of children and pets. Do not burn candle on or near anything that can catch fire. Avoid drafts and excessive vibrations. Candle may become hot while burning.

[motorsportmemories.com](http://motorsportmemories.com)  
@motorsportmemories  
125 Chicane Drive  
Indianapolis, Indiana 46077



Motorsport Memories

## THE RACE COLLECTION INDIANAPOLIS



Scented Signature Candle  
Made With Natural Essential Oils  
7oz / 158g

Motorsport Memories


## INDIANAPOLIS

The Indy 500 at the Indianapolis Motor Speedway, one of the most exciting race weekends in American motorsport. Bring home the scents of the Brickyard with our Race Collection: Indianapolis candle. With notes of fresh grass, popcorn, light milk, and warm rubber, the Indianapolis candle brings the Indy 500 and all the glory of kissing the bricks and 2% home with you, well after the last weekend in May.

**Ingredients:**  
Hydrated Soybean Wax, Jojoba Oil, Essential Oils

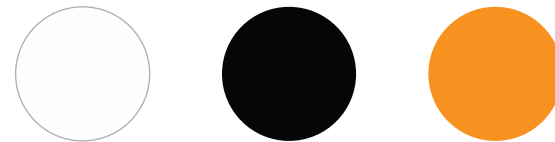
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[motorsportmemories.com](http://motorsportmemories.com)  
@motorsportmemories  
125 Chicane Drive  
Indianapolis, Indiana 46077




# AMERICAN SPEED

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.



Aa

Avenir Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aa

Gotham Black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# AMERICAN SPEED



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

By Steve Equis

## F

rom the classic Ford Model T to the sleek and speedy Indy Cars of today, racing cars have evolved significantly over the years. But what exactly are Indy Cars? This article will provide an overview of Indy Cars, from their history and development to their current role in modern motor racing. Indy Cars are open-wheel race cars that have been used in the IndyCar Series since its inception in 1916. Originally called the Championship Auto Racing Teams (CART), this series is now known as the IndyCar Series and is the most popular form of open-wheel racing in North America. Indy Cars are highly specialized cars, designed for maximum speed and performance on oval race tracks.

With their unique design and characteristics, they are some of the most iconic racing machines ever created. In this article, we'll explore the history of Indy Cars, their design, and how they have evolved over time. We'll also discuss the various types of Indy Cars available today, as well as their role in modern motor racing. So if you're looking for an introduction to Indy Cars, read on! The history of Indy cars dates back to 1907, when the first race was held at the Indianapolis Motor Speedway.

The race was won by Louis Chevrolet, and the cars used were called "Championship Cars". The term "Indy Car" was coined in the 1960s and has since become the generic name for this type of vehicle. Indy cars are open-wheel vehicles that have exposed wheels and a single seat cockpit. They are typically powered by turbocharged V6 engines and can reach speeds of up to 220 mph.

Indy car racing is a thrilling spectacle that requires precision driving and great skill from the drivers. Indy cars offer from other types of racing cars in several ways. For one thing, they are usually much lighter than other types of cars. This allows them to accelerate faster

and corner better than other vehicles.

Additionally, they have aerodynamic features such as wings and diffusers which help them generate downforce and increase grip. In terms of design, Indy cars are highly sophisticated machines. They feature advanced safety features such as roll cages, firewalls, and helmets to protect drivers in the event of a crash. They also have sophisticated suspension systems that help them absorb bumps in the track and maintain grip on the surface.

Finally, Indy car racing has a long and storied history. It is one of the oldest forms of motor racing and has been around since 1909. Over the years, it has grown in popularity and is now watched by millions of people around the world. It is also considered one of the most competitive forms of motor sport, with some of the best drivers in the world competing for victory.

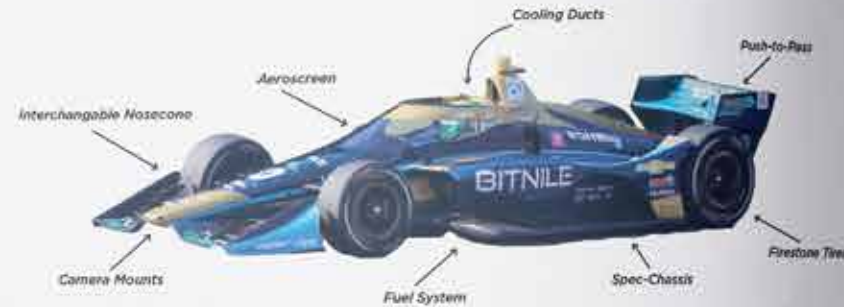
### Design Features of Indy Cars

Indy cars, also known as IndyCars or Championship Cars, are a unique type of racing car. They are distinguishable from other types of race cars due to their open-wheel design, which allows them to achieve higher speeds and greater maneuverability.



Felix Rosenqvist, driving the number 7 Arrow McLaren, rounds turn 11 at Barber Motorsports Park in Birmingham, Alabama.

## The Unique Anatomy of an IndyCar



Other important design features of Indy cars include their aerodynamic shape, advanced suspension systems, and lightweight construction. The open-wheel design of Indy cars is one of the most essential aspects of their design. This design allows the cars to achieve speeds far higher than other race cars because it reduces drag and turbulence. Additionally, the open wheel allows for greater maneuverability, enabling drivers to make sharp turns and maintain control during races.

Another important feature of Indy cars is their aerodynamic shape. This helps to reduce drag and improve the car's performance in races. The shape of the car also helps to create downforce, which helps to keep the car on the track during high-speed turns. Indy cars also feature advanced suspension systems that allow for better handling and control during races.

These suspension systems are designed to absorb shock and provide a more comfortable ride for drivers. Finally, Indy cars are constructed from lightweight materials such as carbon fiber and aluminum. This helps to reduce the overall weight of the car, which in turn enables it to reach higher speeds.

### History of Indy Cars

Indy cars, formerly known as Championship Cars, have a long and interesting history. The roots of the modern Indy car can be traced back to the early 20th century to the boom of racing in the United States.

During this time, cars were designed and built to compete in a variety of different races around the world, including the Indianapolis Motor Speedway. In 1911, the first Indy 500 race was held at the Indianapolis Motor Speedway and marked the beginning of the Indy Car racing series. Since then, Indy cars have changed

significantly in terms of design and technology. Early models featured powerful engines and aerodynamic bodywork, while modern Indy cars are powered by a 2.2-litre turbocharged V6 engine and feature a carbon fibre monocoque chassis.

This has allowed drivers to reach speeds of over 200mph on some tracks. Over the years, Indy Car racing has grown in popularity, with races being held in several countries around the world. The IndyCar Series is now one of the most prestigious open-wheel racing series in the world and attracts some of the best drivers from around the globe. Today, Indy cars continue to be used for racing in the United States and other parts of the world. They remain an exciting and popular form of motorsport, and their history continues to fascinate motorsport enthusiasts across America and other corners of the world.

### Racing with Indy Cars

Racing with an Indy car is an exhilarating experience, but it also requires a great deal of skill and preparation.

Safety is paramount when racing with an Indy car, and drivers must take the proper precautions before taking to the track. It is also important to understand driving techniques specific to this type of racing.

### Safety Precautions

The first step when preparing to race with an Indy car is to make sure that all safety measures are in place. Drivers must wear a full fire-resistant racing suit, helmet, and gloves.

In addition, they should wear neck restraints for added protection. The race car must also be inspected for any potential safety hazards before the race.

### Driving Techniques

Driving an Indy car is different from driving a traditional car. Drivers must be aware of the car's aerodynamics and take advantage of the downforce generated by the wings on the car.

The downforce allows drivers to corner faster and make sharper turns. Drivers must also be mindful of their speed and braking technique to maintain control while on the track. In addition to these technical driving skills, drivers must also be aware of their surroundings on the track. Knowing where other drivers are located and anticipating their moves is an important part of driving an Indy car. Indy cars are an iconic part of motor sport, providing drivers and spectators alike with an adrenaline rush.

With their sophisticated design features and thrilling races, Indy cars have been around for over a

driver market within and between series. With only twenty available seats, Formula 1 is a very exclusive boy's club. IndyCar has more available seats, the number varying by season. It is not uncommon for an ex-Formula 1 driver to lose a seat in Formula 1 and then transfer over to IndyCar, or perhaps want to retire from global travel and move to just United States travel. With these shifts and transfers, they bring fans from their previous series into a completely new world. IndyCar teams are keen to sign former Formula 1, NASCAR, WEC, and other series drivers to capitalize on their existing fanbase and use them to draw in more viewership and more money to the sport. With IndyCar being much more an accessible price point for in person viewing, fans see the appeal very quickly and are keen to learn more.

The access to IndyCar is unprecedented in comparison to Formula 1 as well. Regular patrons are

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

century, and they show no signs of slowing down in popularity. Though this popularity in the United States is boosted by the rise of Formula 1 viewership due to the hit Netflix series "Drive to Survive," which brings the view along across the entire Formula 1 season, the show became popular immediately, now having 6 seasons and not showing signs of slowing down. Having a show like this has increased interest in motorsport generally, but has dropped IndyCar viewership overall.

A common interest among motorsport fans is the

able to meet the drivers, walk near the paddock and cars, and see much more. For an extremely low ticket price, race fans are able to walk in the IndyCar paddock and have up close and personal views of the cars. Formula 1 has no access like this at all, and what they do have you won't get for less than a few thousand dollars. Whether you are looking to compete or simply watch the spectacle, these exciting vehicles offer a unique experience that can't be found anywhere else.



# **SPRINGFIELD ARMORY®**

## **Summer Internship**

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*.



# MODEL 2020



WAYPOINT

## 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 option of a steel or carbon fiber barrel with an impressive .75 MOA accuracy guarantee. Learn more at [springfield-armory.com](http://springfield-armory.com)



.75 MOA  
GUARANTEE



SPRINGFIELD ARMORY



# MODEL 2020



X WAYPOINT

## 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 option of a steel or carbon fiber barrel with an impressive .75 MOA accuracy guarantee. Learn more at [springfield-armory.com](http://springfield-armory.com)



**SPRINGFIELD ARMORY**

# SPRINGFIELD ARMORY®

## Summer Internship

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.





