



PERSONAL IDENTITY

My personal identity brings together the things I love, the influences that inspire me, and the style I naturally lean toward. I used a hand-drawn element because traditional fine arts have always been a big part of how I work as a designer. The pine tree comes from my connection to the outdoors and from childhood memories of playing under the big evergreen in my front yard. The colors were chosen for their vibrancy and their ties to nature, as well as how nicely they pop on paper. Altogether, it creates a brand that feels personal and true to who I am.



CJ Kaltwasser
Graphic Design | Illustration



CMYK: 73, 46, 36, 18
RGB: 73, 107, 124
HEX: #496b7c



CMYK: 37, 0, 9, 21
RGB: 128, 180, 190
HEX: #80b4be



CMYK: 0, 69, 91, 0
RGB: 243, 113, 48
HEX: #f37130

Adelle Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+

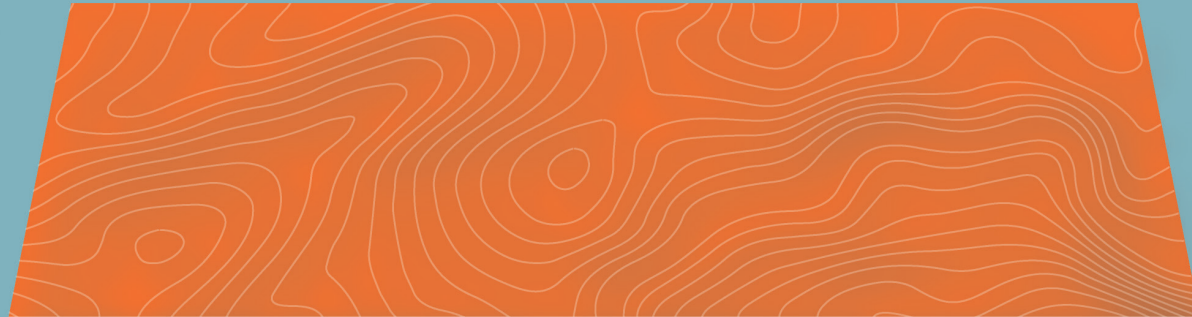
Adelle Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+



CJ Kaltwasser Graphic Design | Illustration

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OUTDOOR ELEMENT

This project was a full rebrand for Outdoor Element, a Colorado-based company specializing in outdoor gear. The goal was to elevate the brand and give it a clearer, more intentional identity. Outdoor Element needed to communicate heritage, reliability, and readiness for any adventure. This new direction establishes a visual system that stands on its own: cohesive, instantly recognizable, and approachable for a wide range of outdoor users.

Accolades:

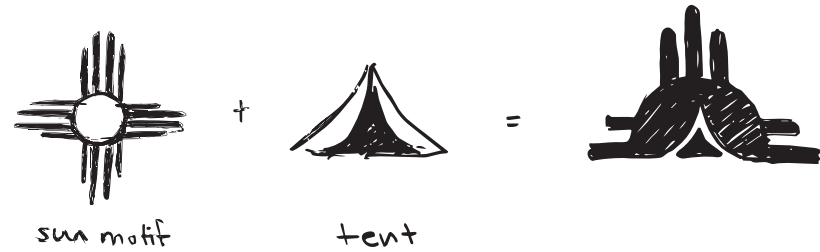
ADDY's 2026, **Silver Award, (Logo)**

NSSC 2026, **Finalist**

Original



Revised



EXPLORE WITH CONFIDENCE

Museo Sans Rounded 900

GO OUTSIDE

Museo Sans 700



BASECAMP BLUE

CMYK 90 86 39 34
RGB 24 46 84
HEX #182e54



EMBER ORANGE

CMYK 0 92 94 0
RGB 239 59 42
HEX #ef3b2a



CANVAS WHITE

CMYK 5 5 10 0
RGB 240 235 225
HEX #f0ebe1



October 21, 2025

Valued Customer
6519 Pinetree Ln
Golden, CO

Dear Valued Customer

I hope this message finds you well and enjoying your latest adventures in the great outdoors. On behalf of the entire team at Outdoor Element, I want to personally thank you for your continued trust and support.

From the very beginning, our mission has been simple: to design gear that's not only functional and reliable but also helps you feel confident and prepared no matter where your journey takes you. Knowing that our products play a small role in your experiences—whether it's a weekend camping trip, a mountain hike, or simply time spent outside with family—means the world to us.

As a small business built by outdoor enthusiasts, we deeply value every customer who chooses to be part of the Outdoor Element community. Your feedback, stories, and encouragement inspire us to keep pushing the boundaries of innovation and craftsmanship. We're always listening and striving to create products that make your adventures safer, easier, and more memorable.

Thank you once again for being part of the Outdoor Element family. We truly appreciate your loyalty and look forward to continuing to serve you for many years to come. If there's ever anything we can do to improve your experience, please don't hesitate to reach out.

With sincere gratitude,

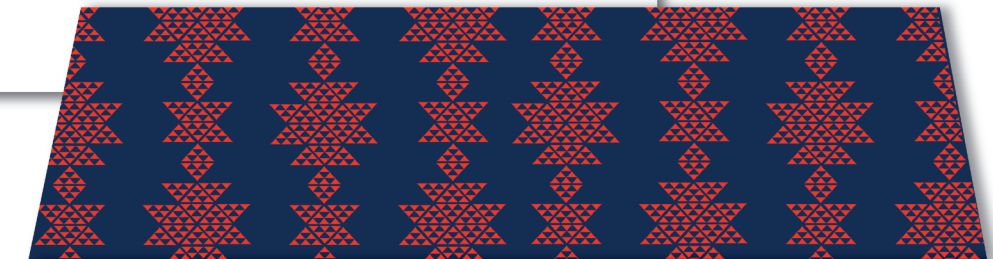
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FREE SHIPPING on US orders over \$67!




Featuring our **Scout Feather Knife**®


The Perfect tool for
any task you throw at it

[Shop Now](#)


Welcome to OE

Sort By: Relevance 

www.outdoorelement.com 1:30 PM


 **OUTDOOR
ELEMENT**

Search for firestarters



★★★★★ 55 Reviews
★★★★★ 1,577 ratings from Amazon

OUTDOOR ELEMENT
FIREBINER®
\$16.95 USD




[MORE INFO](#)


BASECAMP

From the camp kitchen to the camp fire, we have what you need to keep your basecamp safe, efficient, and organized.


Sort By: Relevance



OUTDOOR ELEMENT
HANDLED
Pot Gripper and Fuel Canister Recycle tool
\$17.95 USD
★★★★★ 36 Reviews
ADD TO CART



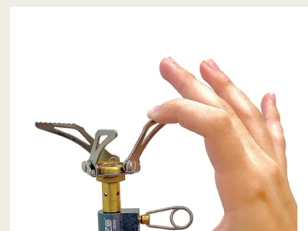
OUTDOOR ELEMENT
FIRE FLUTE
Emergency Whistle and Ferro Rod
\$27.95 USD
★★★★★ 5 Reviews
ADD TO CART



OUTDOOR ELEMENT
FOR OMNI-TENSIL
Replacement Fork and Spoon for Omni-Tensil Set
\$10.00 USD
★★★★★ 17 Reviews
ADD TO CART



OUTDOOR ELEMENT
FIBER LIGHT
All-Natural Fire Starter
\$27.95 USD
★★★★★ 25 Reviews
ADD TO CART





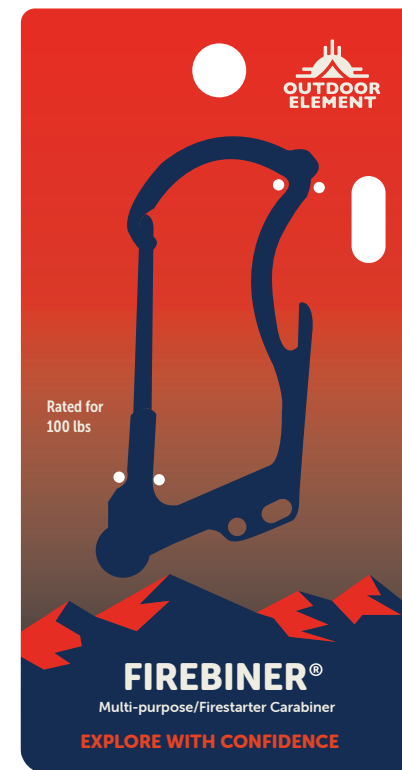
SCOUT FEATHER®
EDC Survival Knife

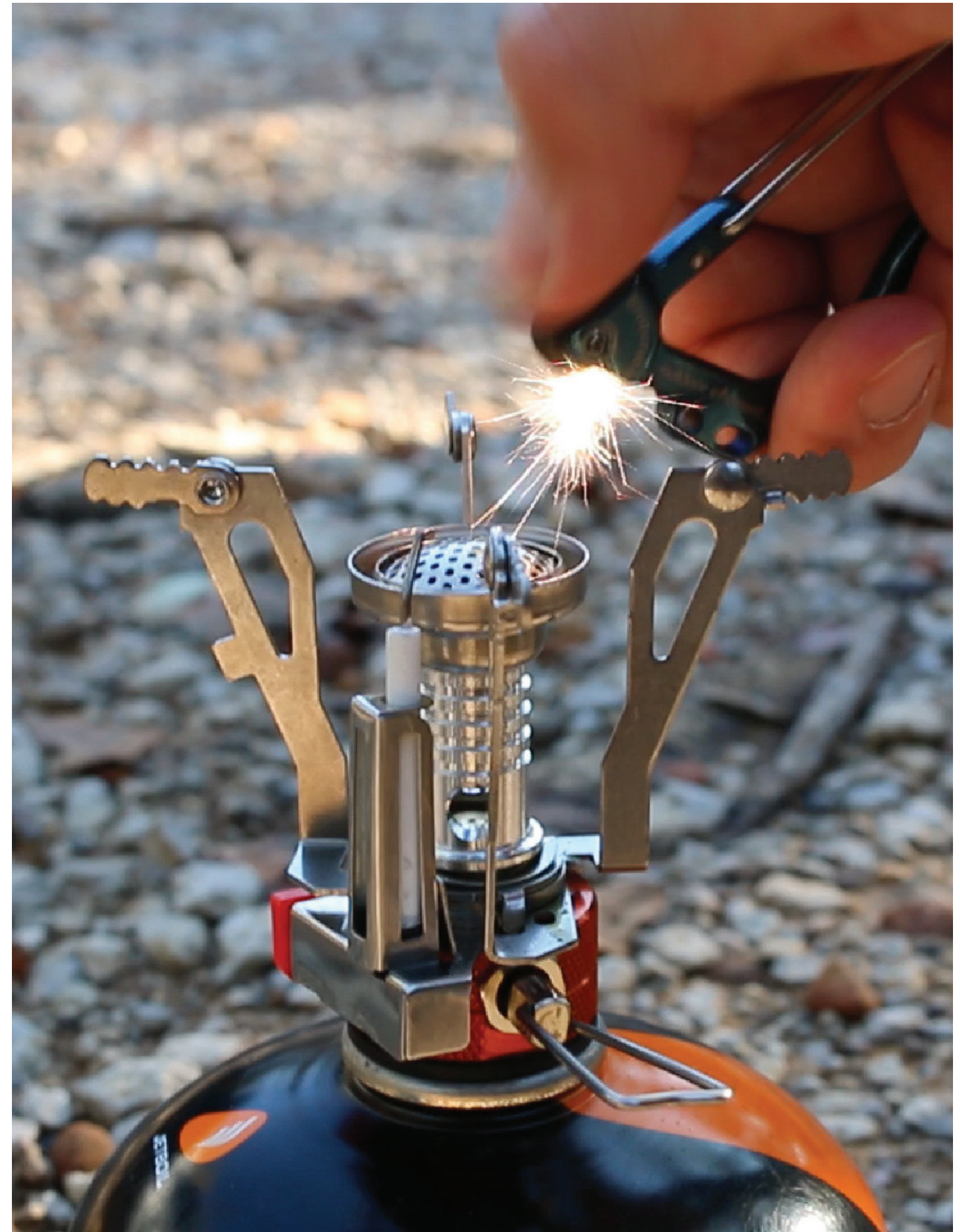


EXPLORE WITH CONFIDENCE

SCOUT FEATHER
EDC Survival Knife









FIREBINER

Fire-starting Carabiner



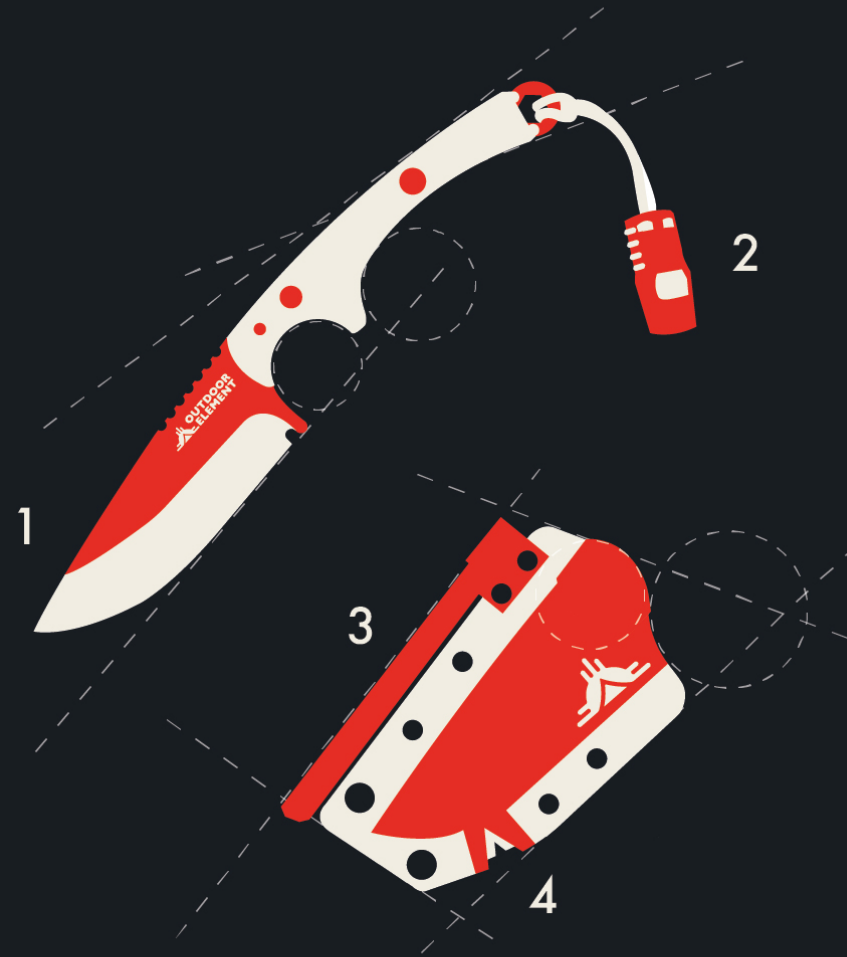
DESIGNED FOR THE ELEMENTS.

- 1 Carabiner
- 2 Spark Wheel
- 3 Screwdriver
- 4 Bottle Opener
- 5 Utility Blade
- 6 Hang Slots



SCOUT FEATHER

EDC Survival Knife



SCOUT WITH PRECISION.

- 1 VG10 Blade
- 2 115dB Safety Whistle
- 3 Replaceable Ferro Rod
- 4 Built-In Field Sharpener

**OUTDOOR
ELEMENT**

HANDLED

Multi-Purpose Pot Gripper



WE'LL HANDLE THE DETAILS.

- 1 Silicone Grip Tabs
- 2 Aluminum Pot Gripper
- 3 Fuel Canister Puncture Point
- 4 Vent Nut for Fuel Canister

**OUTDOOR
ELEMENT**

Reflective Apparel

This assignment was to create an advertising series for Reflective Apparel, a company that designs, manufactures, and supplies high-visibility safety clothing for low-light environments.

Using the strategy of exaggeration, I chose to visually amplify the product and its purpose while keeping the design simple and to the point. Regarding my choices for the subjects wearing the vests, I included the occupations that first come to mind and make the most sense.

Accolades:

AIGA Flux 2024, **Finalist, Best in Category (Poster)**

NSSC 2025, **Finalist**

NSSC 2025, **Best in Category (Poster)**

NSSC 2025, **Judges Choice Award**

Graphis 2025, **Silver**





reflectiveapparel.com

Be Safe. Stay Seen.



reflectiveapparel.com

Be Safe. Stay Seen.



WORLD WILDLIFE FUND PSA

The challenge was to develop a compelling advertisement or public service announcement (PSA) by using guerrilla marketing strategies to engage audiences in an unexpected and memorable way.

I took an ordinary storefront window and turned it into a provoking conversation about pollution and its effects on habitats. Rather than promoting a product, the installation behind the glass window showcased an urgent message about wildlife conservation. By mimicking the style of a typical street corner shop, shoppers would automatically look through the window, only to be confronted by trash. This guerrilla strategy allowed the message to exist in a public, everyday space, making the issue feel more relevant and personal. To make this series stronger, I created two more “installation spaces” using the same formula.

Accolades:

NSSC 2025, **Finalist**

NSSC 2025, **Best in Category (Public Service Announcement)**

You don't want to live like this. Neither do they.





You don't want to eat like this. Neither do they.





You don't want to play like this. Neither do they.



TROUT FOR ALL SEASONS EDITORIAL

The challenge was to design a set of editorial spreads based on a selected article, integrating type, imagery and a grid system. After choosing the article, I sketched the layout using a series of thumbnail sketches, planning where illustrations, pull quotes, and typography would fall within the grid. I created all the illustrations and visual elements in procreate and edited them in Photoshop.



Texas Fly Fishing

Trout for All Seasons

The cold, reservoir-fed waters of the Guadalupe River sustain rainbows and the people who fish for them.

By Jim Anderson and Illustrations by CJ Kaltwas-

*T*ROUT and Texas might seem like an unlikely pair, but in the cold, clear flows of the Guadalupe River, fly anglers find a surprising haven. Here, beneath towering cypress trees, rainbow trout rise to drifting flies, offering a taste of mountain-stream fishing deep in the heart of

the Lone Star State. Whether you're a seasoned angler or a curious newcomer, Texas' tailwaters and hidden currents prove that great trout fishing isn't just a Rocky Mountain pursuit—it's alive and thriving, right here at home.



Being in the river is what matters—not near it, beside it, or floating on it, but knee-deep in its steady current, feeling its pull.

It's a crisp Texas winter day, the kind that redeems summer's swelter. The air is still, the sky a deep, cloudless blue, and the cypress trees cast intricate shadows across the rushing water. A small leak in my waders reminds me I'm not dreaming.

I shuffle along a familiar limestone ledge, casting a prince nymph into the current. My fly drifts into a deep slot where big trout gather. The strike indicator jerks sideways—I lift my rod, and a jolting message runs up the line. The fish shakes its head, surging for the riverbed. This feels like classic Montana fly fishing, yet I'm here in the heart of Texas on the Guadalupe River.

Hundreds of miles and several temperature zones from the nearest indigenous trout stream, trout lurk in the limestone-ledged, cypress-shaded lower Guadalupe, sustained by cold water from the depths of Canyon Lake. Typically, water comes through the dam's tailrace at a chilly 56 to 60 degrees, remaining cold enough for trout to survive 10 or more miles downstream. The result is a regionally unique ecosystem called a tailwater fishery. The battles with nature and water policy to bring this stretch of river to this point have not been simple or easy.

Before Canyon Dam was completed in 1964, the Guadalupe was a different river. Spring-fed but largely warm, it meandered through cypress groves and limestone banks, home to bass,

sunfish, and catfish. The dam changed everything. Its primary purpose was flood control, but the deep, cold outflows created an unintentional benefit—a rare tailwater fishery in Texas. Yet, the river remains unpredictable.

Despite controlled flows, it has seen massive floods, including the devastating 2002 event when Canyon Lake spilled over its emergency floodgates. The Guadalupe surged with an unstoppable force, uprooting trees, shifting channels, and wiping out its entire trout population. But fly anglers and conservationists adamantly refused to let the any of the fishery disappear.

Restocking began the following winter. Texas Parks and Wildlife Department (TPWD) stocks thousands of rainbow trout here annually, and the Guadalupe River chapter of Trout Unlimited (GRTU) stocks many thousands more, generally larger and more mature than the state's stockers. Founded in the early 1970s, GRTU has grown into the largest chapter of Trout Unlimited in the country. The club's work on behalf of this, the nation's southernmost trout fishery, has been innovative and tireless for almost 30 years.

In 2001, GRTU reached a landmark agreement with the Guadalupe-Blanco River Authority (GBRA), guaranteeing a minimum summer flow of 200 cubic feet per second—double previous

levels. "This agreement will help the multi-million-dollar recreation business along the river and improve habitat all the way to the Gulf," says David Schroeder, GRTU's lead negotiator.

But keeping trout alive in a Texas river isn't just about water flow—it's about the right trout. Fly fishing guide Scott Graham has spent years fine-tuning GRTU's stocking program. His research to find the best hatchery stockers for the GRTU stocking program led him to Missouri and the Emerson strain of rainbows. This strain has shown remarkable resilience in the Guadalupe's unique and promising river conditions.

The fish are perfect for the Guadalupe. Graham says. "They tolerate warmer temperatures, grow fast, and fight really hard." TPWD has since adopted this strain for its own stockings, and the results have been impressive. With improved flows and selective stocking, Graham believes the Guadalupe could rival the famous San Juan River in New Mexico not in the size of its fishery, but in its quality.

Like any tailwater, the Guadalupe requires an angler to adapt, regardless of their background. Public access is limited, with much of the best trout fishing on private land, but there are other ways to get on the water. A handful of lucky outfitters offer access for a small fee, and GRTU members can fish exclusive catch-and-release.

"Graham prefers a brassie nymph, but a woolly bugger in dark colors can be a solid bet when the bite slows."

Fishing here is rarely straightforward. Tailwaters are notoriously technical, and the Guadalupe is no exception. Though mayflies and caddisflies are making a post-flood comeback, subsurface patterns still dominate. Nymphing is the most reliable tactic, with small middle larvae and bead-head nymphs proving deadly.

Alvin Dedeaux, guide and manager at Austin Angler, favors a No. 18 to No. 22 black midge larva. Personally, I've found success with a red San Juan worm. On a cool January afternoon, I caught and released three 18-inch rainbows on consecutive casts with it. Graham prefers a brassie nymph, but a woolly bugger in dark colors can be a solid bet when the bite slows, any time of the day.

Streamers can work too. While the Guadalupe isn't known for monster fish, it has produced some record breakers, including an 8.24-pound rainbow and a 7.12-pound brown trout. Graham himself holds the fly rod record with a 5.63-pounder—though he suspects larger fish have been landed without making the books.



Despite the challenges, the Guadalupe's trout fishery is more secure than ever. Anglers and conservationists have worked tirelessly to ensure that this tailwater continues to thrive, and their efforts are paying off tremendously.

GRTU's catch-and-release sections, combined with TPWD regulations, have created a sustainable fishery. A 9.6-mile stretch of the river is limited to artificial lures and flies, with a one-fish-over-18-inches keeper limit. More and more anglers are recognizing the importance of handling fish carefully—using barbless hooks, keeping fish in the water, and releasing them quickly.

On that crisp January afternoon, I let the fish run with just enough line to avoid a break-off, then I carefully reclaim line, give and take, thrust and parry, until the rainbow is within reach of my net. In less than two minutes, my fish has materialized from hopeful theory to flashing reality. I net the fish and, without lifting it from the water, slip the barbless hook from its jaw and set it free. One powerful flex of speckled body and the beautiful 17-inch Guadalupe rainbow melts back into the river. Overhead, a passing kingfisher scolds me for releasing such a lavish feast.

Education has become a quiet cornerstone of fly fishing in Texas. Without the predictable rhythms of classic trout water, anglers rely on shared knowledge—local fly shops, conservation groups, and informal mentorships—to shorten steep learning curves. Entomology matters, but so does hydrology, weather, and water management. Understanding dam schedules, seasonal runoff, and drought cycles often determines success more than fly choice alone.

Texas fly fishing also operates on a longer seasonal arc. Winter trout fisheries like the Guadalupe offer a cold-weather focus, while spring brings opportunities for white bass and carp, species that reward precision and patience on the fly. Summer shifts attention to early mornings, shaded banks, and warmwater predators, and by fall, cooling temperatures revive rivers and ignite coastal runs. The calendar is less rigid, but no less demanding.

Perhaps most distinct is the sense of improvisation the state encourages. Anglers learn to tie flies that withstand abrasive structure, murky water, and aggressive strikes. Leaders are adjusted, rods are overlined, and presentations are often faster and more deliberate. These adaptations aren't shortcuts—they are responses to place. Texas fly fishing evolves because it must.

In that way, fly fishing here mirrors the rivers themselves. They are managed, altered, and contested, yet still capable of producing moments of wildness. Each successful fish is less a product of pristine conditions than of attention, restraint, and respect. For those willing to engage on those terms, Texas offers something rare: not a borrowed version of fly fishing culture, but one that has learned to stand on its own. Fly fishing in Texas carries a reputation shaped by assumptions, and many of them miss the mark. One of the most common misconceptions is that fly fishing here is limited or secondary to other states. In reality, Texas offers year-round opportunities across diverse ecosystems, from cold-water rivers to warm coastal flats. It may not look like the Rockies, but it doesn't really need to.

Another widespread belief is that fly fishing in Texas is only for trout. While winter trout fisheries draw attention, most fly anglers spend the majority of the year targeting warm-water species. Guadalupe bass, largemouth bass, carp, sunfish, and gar all take flies readily, and many provide technical, rewarding fishing that rivals traditional trout pursuits. Some of the most challenging fish in the state never see a spinning lure.

Many people also assume fly fishing requires expensive gear and elite casting skills. Most anglers catch just as many with cheaper setups, all that matters is technique and presentation. In places

like Texas, simple setups often work best. Short casts, basic flies, and a solid understanding of water movement are more important than distance or high-end equipment. In tight rivers and shallow flats, restraint and accuracy matter far more than all the flashy casts you see online.

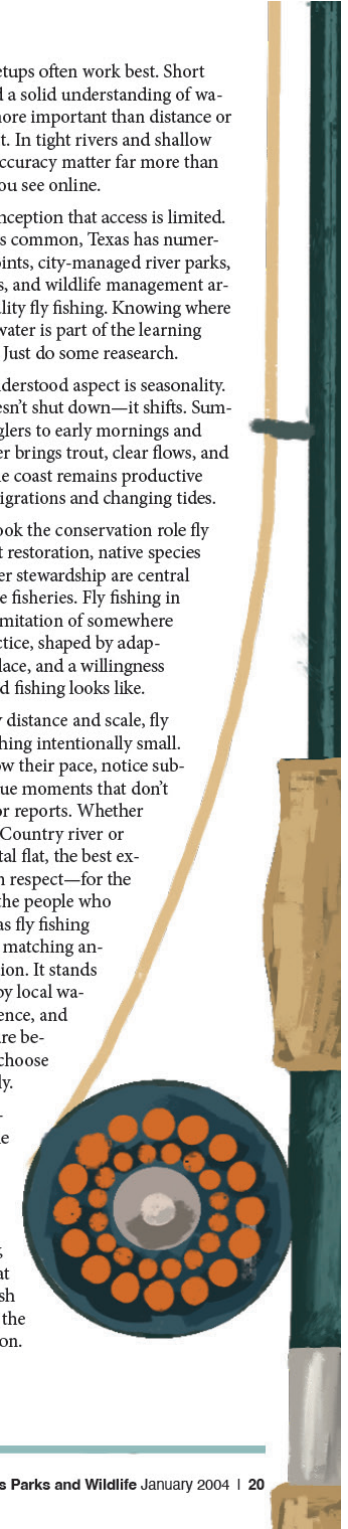
There's also a misconception that access is limited. While private land is common, Texas has numerous public access points, city-managed river parks, coastal wading areas, and wildlife management areas that support quality fly fishing. Knowing where to legally enter the water is part of the learning curve, not a barrier. Just do some research.

Perhaps the least understood aspect is seasonality. Texas fly fishing doesn't shut down—it shifts. Summer heat pushes anglers to early mornings and shaded water. Winter brings trout, clear flows, and quiet riverbanks. The coast remains productive through seasonal migrations and changing tides.

Finally, many overlook the conservation role fly anglers play. Habitat restoration, native species protection, and water stewardship are central to the future of these fisheries. Fly fishing in Texas isn't at all an imitation of somewhere else. It's its own practice, shaped by adaptation, respect for place, and a willingness to rethink what good fishing looks like.

In a state defined by distance and scale, fly fishing offers something intentionally small. It asks anglers to slow their pace, notice subtle currents, and value moments that don't show up in photos or reports. Whether stepping into a Hill Country river or easing across a coastal flat, the best experience is rooted in respect—for the water, the fish, and the people who will come after. Texas fly fishing isn't about trying to match another place or tradition. It stands on its own, shaped by local water and lived experience, and it continues to endure because of those who choose to fish it thoughtfully.

In the end, the Guadalupe's quiet miracle isn't just that trout survive here. It's a place that asks anglers to slow down, to wade thoughtfully, and to recognize that for every released fish it is a small vote for the future of conservation.



SMOKEY PSA

The task was to create an infographic poster using design principles like simplicity, and typographical hierarchy. The concept behind the poster was to symbolically represent Smokey the Bear and his message through the plumes of campfire smoke. The poster on the right received an Honorable Mention through Graphis in 2025. I later decided to continue the concept but slightly rework the design, type and colors to honor Smokey's 80th anniversary.

Accolades:

Graphis 2025, **Honorable Mention**



Royal Maple Matches

The Royal Maple Matches logo grew out of a morphological exploration, where the goal was to combine two ideas into one symbol. By swapping the maple leaf's stem for a matchstick, the iconic Canadian leaf can retain its color by representing a different purpose. Royal Maple Matches is a mark of warmth and nostalgia, something that feels both familiar and freshly re-imagined.

Accolades:

ADDY's 2026, **Honorable Mention**



Buckridge Casino

Buckridge Casino was part of the same exercise as Royal Maple Matches; the act of combining two distinct objects into one seamless logo. Buckridge Casino is a mountain lodge-inspired gaming destination that blends the rugged atmosphere of the Colorado wilderness with a refined, high-end experience.

Accolades:

ADDY's 2026, **Honorable Mention**

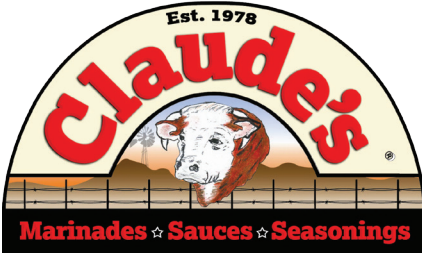
NSSC 2026, **Finalist (Logo)**



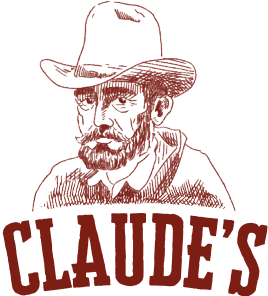
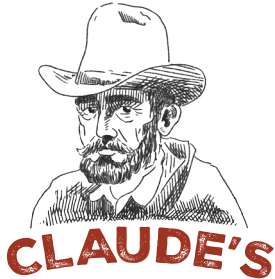
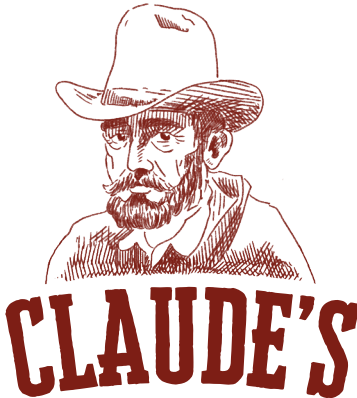
Claude's Marinade Packaging

Claude's Sauces is a long-standing Texas favorite, known for its smoky marinades and bold, dependable flavor. Still made in El Paso, the brand has deep regional roots, yet its cow icon and older typography no longer fully reflect the heritage or personality behind the name. The rebrand introduces a hand-drawn cowboy to give Claude a recognizable face, adding warmth, character, and a more personal story to the identity. This evolution helps the brand feel more authentic and memorable, while positioning it more confidently alongside today's competitors.

Original



Revised





CLAUDE'S

ORIGINAL

**BBQ BRISKET
MARINADE**

NET CONTENTS 16 fl oz (1pt) 473ml

Nutrition

Servings 22

Serving Size

Amount per serving

Calories

Total Fat 0g

Sodium 500g

Total Carbohydrate

Protein 0g

Not a significant source of Cholesterol, Dietary Fiber, Vitamin D, Calcium, Iron

*Percent Daily Values are based on a diet of other people's secrets.

INGREDIENTS: Water, smoke, salt, hydrolyzed yeast extract, spices, vinegar, brown sugar, ground red pepper, molasses. CONTAINS

MADE IN THE USA

(800) 775-8888

Death Wish Coffee

Death Wish Coffee is a brand that thrives on boldness and intensity, and the redesigned cans reflect that spirit through a more curated, illustration-driven system. Each flavor is expressed through its own custom artwork, with a skull woven into every design as a unifying brand cue. The goal is to broaden consumer appeal, elevate shelf impact, and refresh the existing visual language—while staying true to the core message the brand is built on. It's still the same highly caffeinated, high-stakes coffee experience, now delivered with a stronger, more intentional visual identity that feels unmistakably Death Wish.



VANILLA

**BOLD,
SMOOTH, AND DANGEROUSLY
DELICIOUS**

ROAST TO DEATH SCALE:


DW

Born in 2012 with one bold mission: to create the world's strongest coffee. Death Wish Coffee Co. crafts high-caffeine blends using premium Arabica and Robusta Beans. Smooth, bold, and unapologetically delicious, every sip is designed to fuel long nights, early mornings, and relentless ambition. Because life's too short for weak coffee.

**DEATH WISH
COFFEE CO.**



**ESPRESSO
LATTE**

**16 FL OZ
(325ml)**

VANILLA

Nutrition Facts	
Serving Size 11 fl oz (325ml)	
Amount per serving	
Calories	140
% Daily Value	
Total Fat 3.5g	5%
Saturated Fat 2g	10%
Cholesterol 15mg	5%
Sodium 115mg	5%
Total Carbohydrate 19g	7%
Total Sugars 16g	
Incl. 8g Added Sugars	16%
Protein 8g	16%
Vitamin D 2mcg	10%
Calcium 240mg	20%
Potassium 660mg	15%

*Not a significant source of trans fat, dietary fiber and iron.

INGREDIENTS: Milk, Cold Brew Coffee (Water, Coffee), less than 2% sugar, Natural Flavor, Pectin, Salt

Fair Trade Certified[™]
Made with 100% Fair Trade Certified Coffee.

THIS PRODUCT CONTAINS 200MG OF CAFFEINE



8 82228 48222 844





CARAMEL

DEATH WISH
COFFEE CO.



**NEVER A BAD TIME
FOR A DEATH WISH.**



**NEVER A BAD TIME
FOR A DEATH WISH.**



**NEVER A BAD TIME
FOR A DEATH WISH.**