

CASE STUDY NO.1

Bridgeman's

Ice cream is fun!

PROJECT OVERVIEW

Bridgeman's Ice Cream has a rich history in Minnesota. Back in 1883 Henry Bridgeman began peddling fresh milk from house to house in a goat cart. Many years later in 1936 the original Bridgeman's Ice Cream Shoppe was opened in Duluth and became the popular ice cream stop in the Midwest.

BRIDGEMAN'S BRIEF

Bridgeman's Ice Cream is known for its ice cream shoppes, but is now making the move into grocery stores. New packaging was needed to promote Bridgeman's history while bringing them into the current premium ice cream market.

Grab a Bigger Spoon



BRIDGEMAN'S
Announce A

REDUCTION
IN ICE CREAM
PRICES!

PINTS	NOW REDUCED TO	28¢
QUARTS	NOW REDUCED TO	55¢

BRIDGEMAN
Dairy STORES

*1 GALLON BULK
ICE CREAM Reg. \$1.80*

*Reg. \$3.25
STAINLESS STEEL SCOOP*

*1 BOX 24 SAFE-T-CONES
Reg. 25¢*

What a peachy...
...the tangy, tantalizing
...of fresh, golden peaches stream-
ing through that delicious
BRIDGEMAN ice cream. Try a
package today.

Have FRESH PEACH ice cream
on hand during August and win
\$25 when the "Knocking Man"
comes to your door.

Win \$10 cash if you have any
other BRIDGEMAN dairy prod-
ucts on hand.

BRIDGEMAN

... In The

Here it is! The new dust-
air-tight, sterile BRIDGE
ice cream container
designed to protect the
precious goodness of every
the 15 delicious BRIDGE
flavors. Just spoon it on
no fuss or bother, no
sticky fingers.

Pint... **25¢**

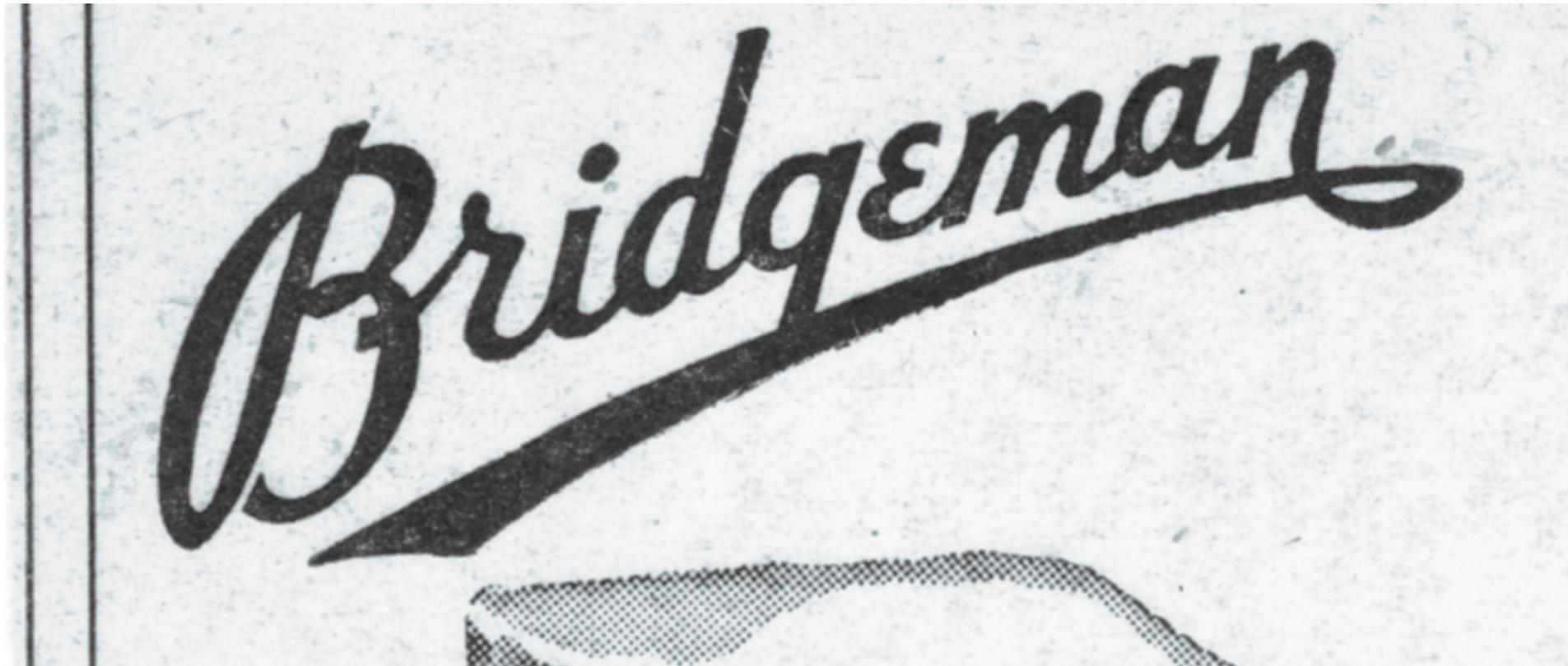
HISTORIC INSPIRATION

Bridgeman's rich history with ice cream was a great source of inspiration for the new brand. They collected every advertisement and newspaper article in the company's history and these were the ones that inspired me the most.

THE BIG IDEA

*Yesterday's Memories,
Today's Joy.*





ORIGINAL WORDMARK

Several different wordmarks have been in use over the years, but this wordmark for Bridgeman's reflects a stage in its history that should be remembered. A classic ice cream shoppe brand.

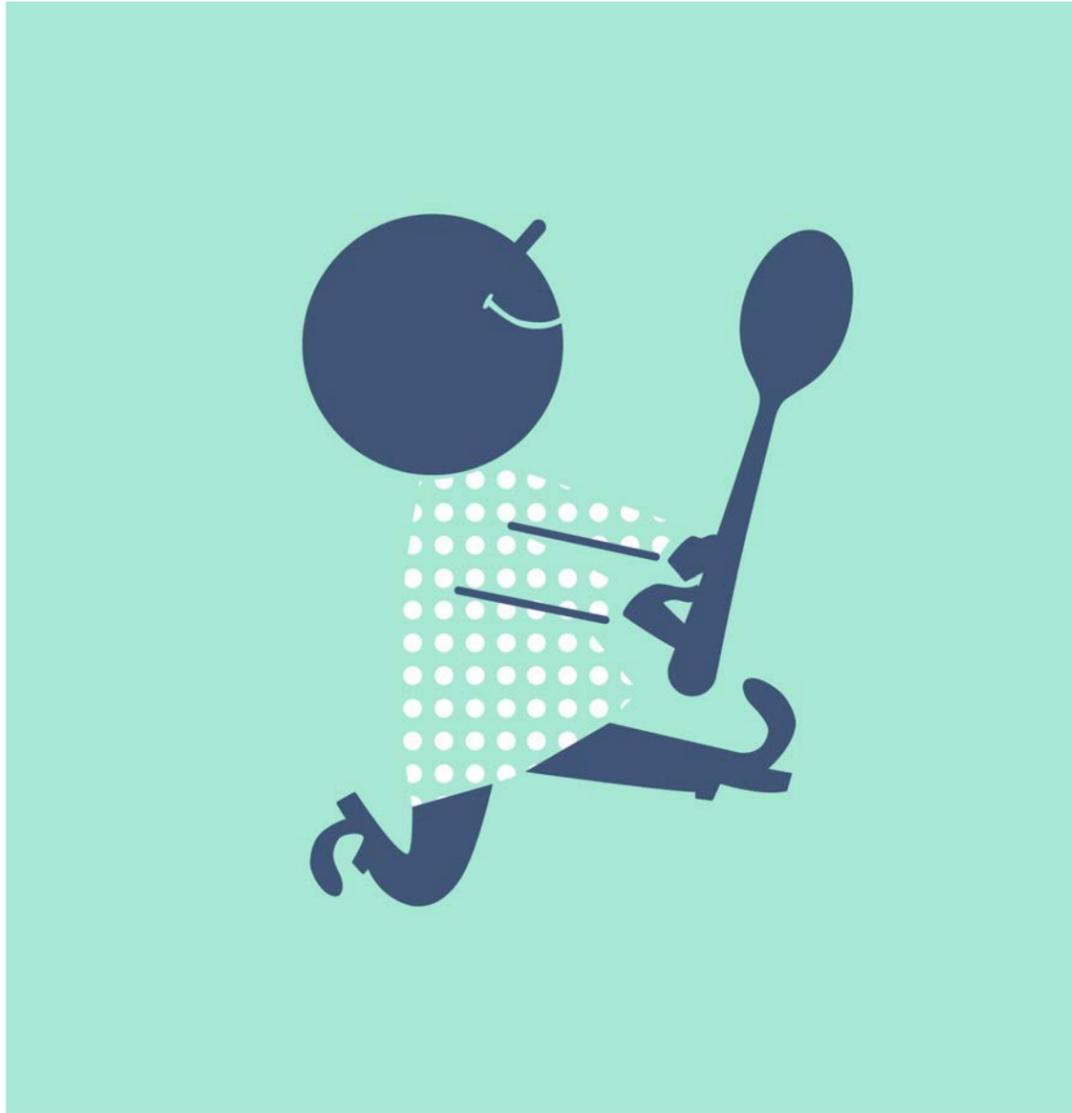
Bridgeman's

CLASSIC VANILLA

Extra-Quality Ice Cream

RENEWED BRAND

Using a revised variation of Bridgeman's wordmark, the overall brand is pulled together with a layout and typography inspired by its rich history. The modern blocks of color bring a sense of fun.



GRAB A BIGGER SPOON

This character for Bridgeman's was originally found in an advertising campaign where he would knock on your door and give you cash if you had a Bridgeman's product. I replaced the loaf of ice cream with a giant spoon, and he became the ice cream loving character on every package.

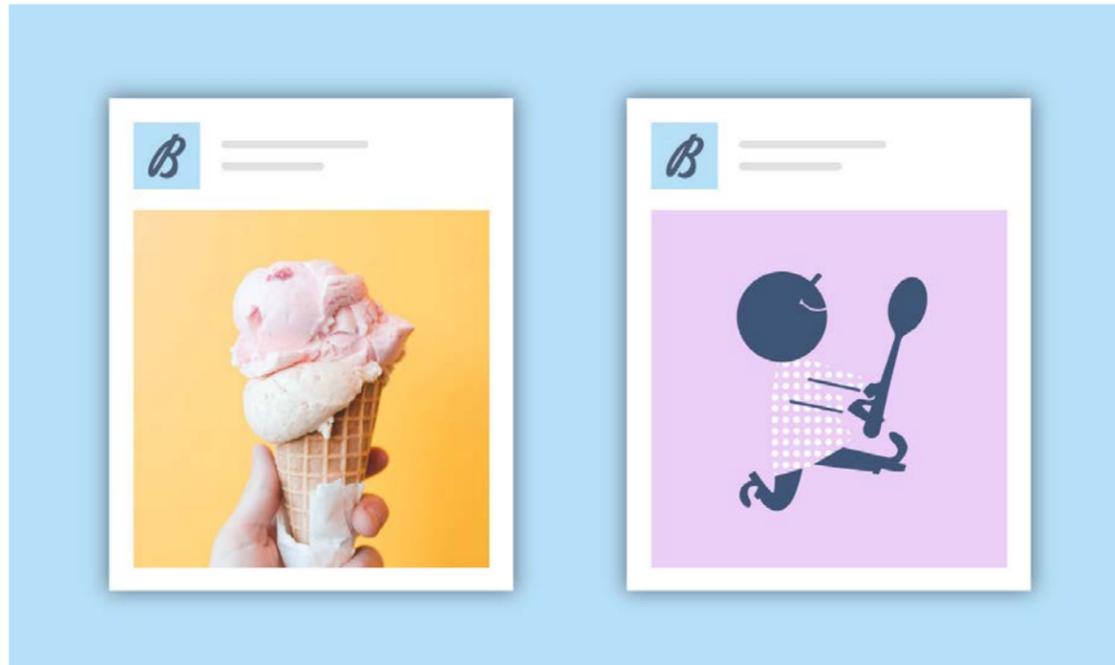


Bridgeman's

CLASSIC VANILLA

Extra-Quality Ice Cream

1.5 PT - 64 OZ





Bridgeman's

PEPPERMINT BON BON

Extra-Quality Ice Cream

1.5 PT - 64 OZ

Bridgeman's

CLASSIC VANILLA

Extra-Quality Ice Cream

1.5 PT - 64 OZ

Bridgeman's

RASPBERRY TORTE

Extra-Quality Ice Cream

1.5 PT - 64 OZ

CASE STUDY NO.3

Landmark

Making it easier to see your world.

PROJECT OVERVIEW

I wanted to go camping, and had no idea how. I discovered I'm not the only one with this problem and created Landmark, a digital guide to help anyone explore the world through camping.

LANDMARK'S BRIEF

The name & identity for landmark is based on the guide you look to, similar to a mountain or large piece of rock. The brand is derived from nature, camping, and those big landmarks you see on any trip. The thing that makes you stop and stare.

Explore Your World



The Current Camping Apps

Information is surface level & tailored to intermediate -> expert campers.

EXCLUSIVE

Require hours of videos or include pages of scrolling to read the important information.

CONTENT HEAVY

Not tailored to the user; rely on general information of survival skills and trails.

GENERALIZED

VS.

Landmark Goals

Everything you need to know is available and usable for anyone regardless of skill.

INCLUSIVE

Content engages the user through quizzes and mentorship instead of heavy text.

CONTENT THRIFTY

The information is tailored to the users' skill level and the location of the trip.

PERSONALIZED

Research Takeaways:

1. CAMPING IS OVERWHELMING

Many people want to start camping, but are overwhelmed by all of the research needed to choose the right location, equipment and safety precautions.

2. CONFIDENCE IS KEY

The user needs to feel confident that they know what they are doing and able to stay safe, no matter what they encounter.

3. LOCATION, LOCATION, LOCATION

Although safety is an issue with inexperienced campers, many are more interested in personalized trails and destination suggestions for an app.

Brand Strategy: Attributes

A STEADY HAND

A reliable guide every step of the way.

GENEROUSLY WISE

Our knowledge is here to share with you.

DOWN-TO-EARTH

Connections with nature is what we live for.

POSITIVELY CONFIDENT

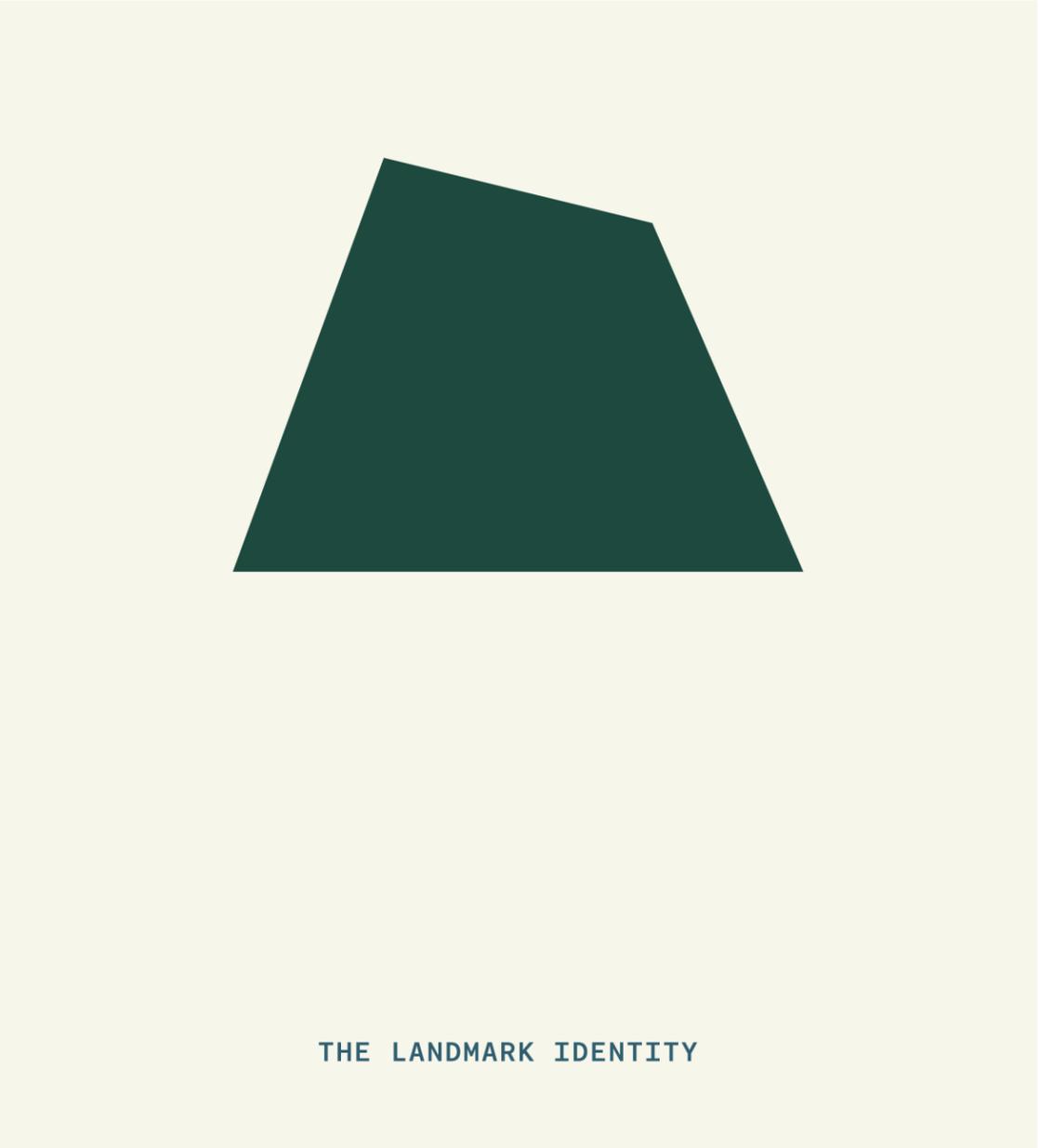
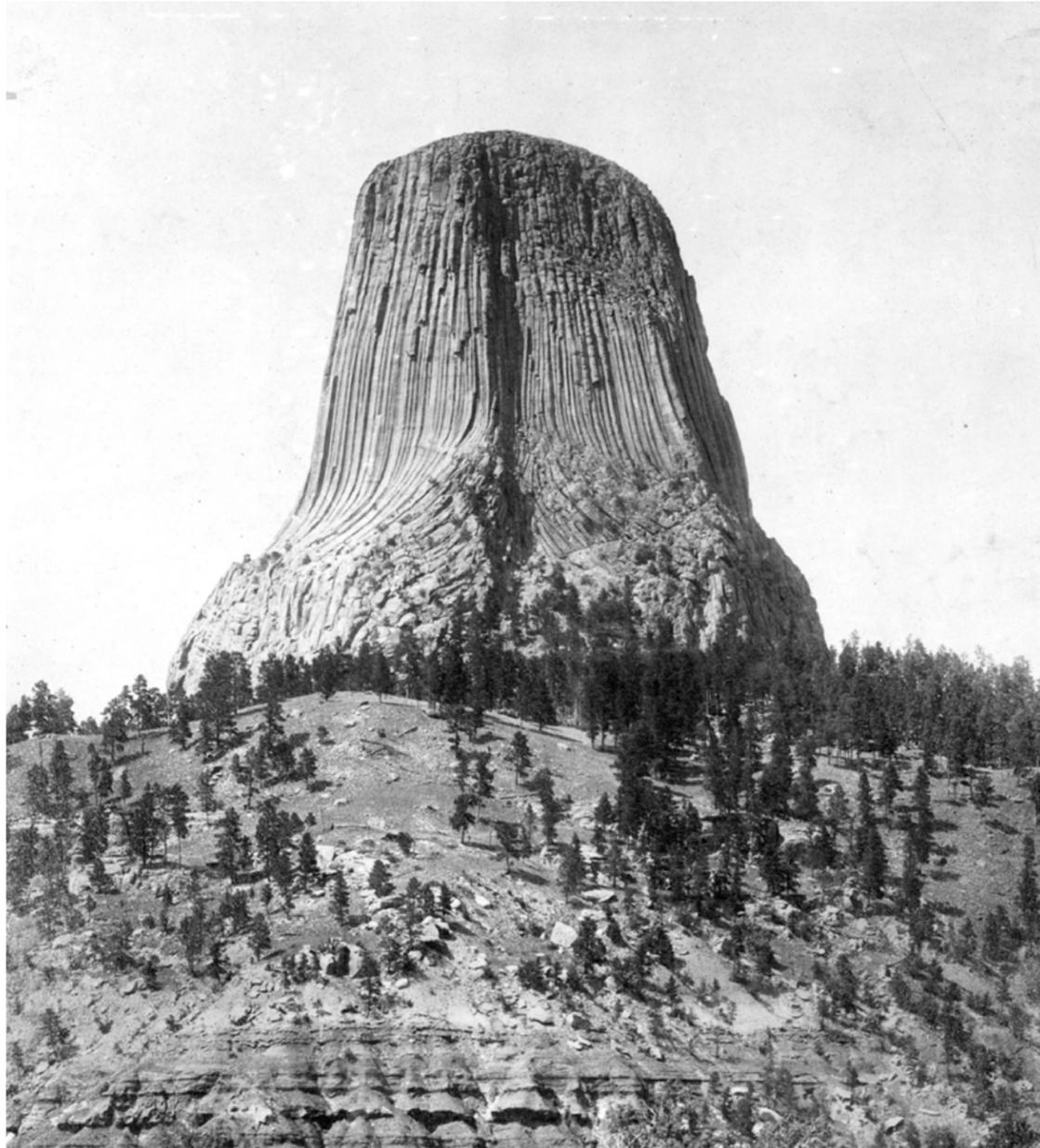
Life is about taking a chance on yourself

A person is sitting on the edge of a dark, rocky cliff, looking out over a vast, hazy landscape. The person is wearing a plaid shirt and dark pants. The background is a soft, overcast sky. The overall mood is contemplative and adventurous.

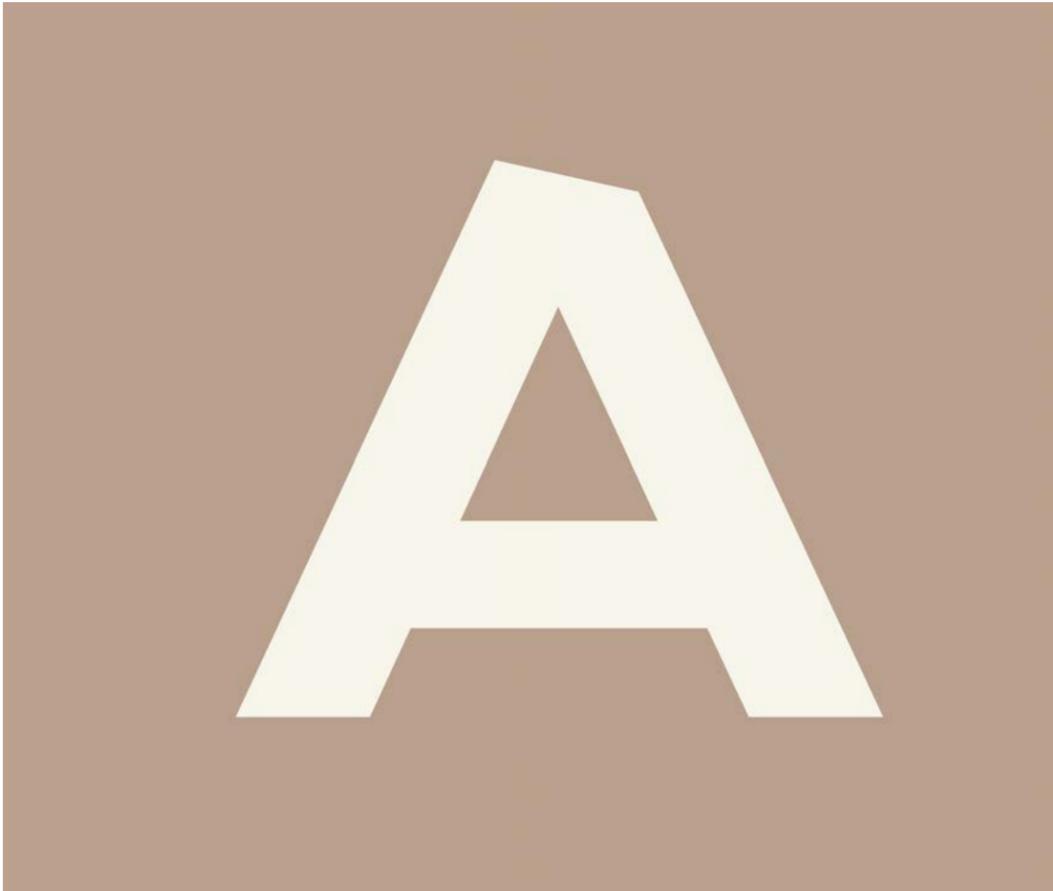
The Big Idea

The World Made Possible

Landmark is the guide on your way to
greater & bigger adventures.



THE LANDMARK IDENTITY





FORAGER



LEARN



TRIP



MAP



FOREST



SAFETY



CABIN



LAKE



CANCEL



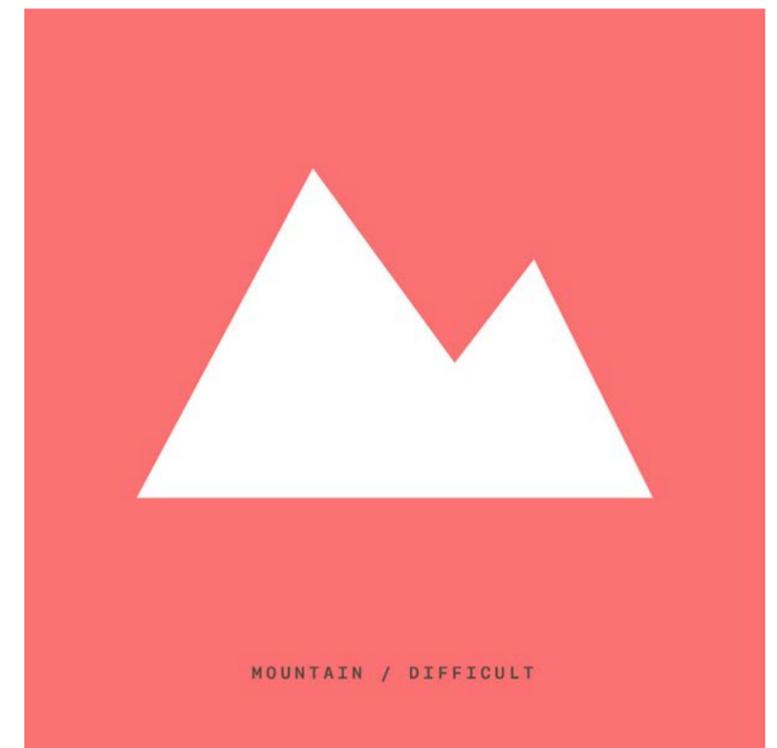
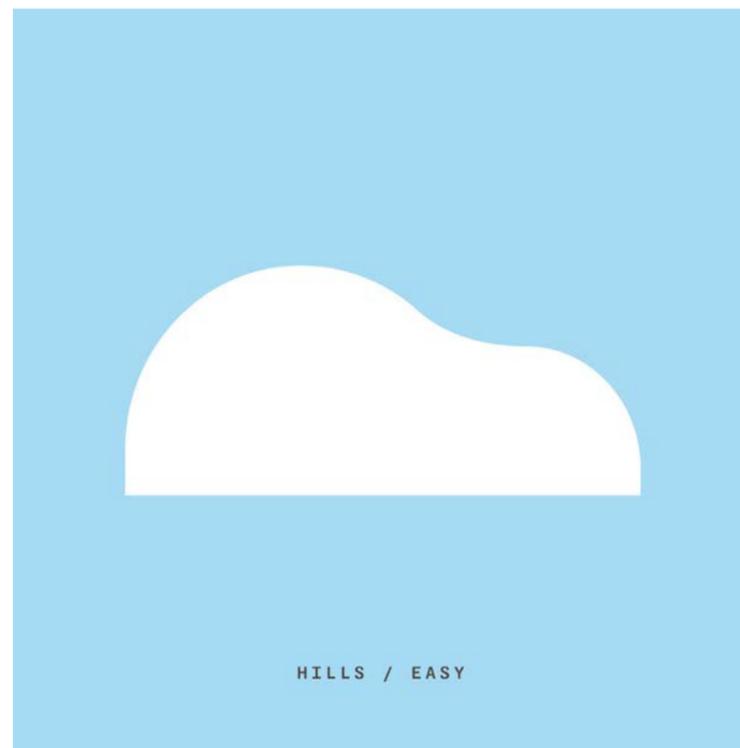
TENT



WILDLIFE



FOOD PREP



LANDMARKS

The brand revolves around the system of Landmarks which are represented in personal levels, destination iconography, and imagery for the brand. These levels represent the Skill Assessment results. Users can level up as they gain more experience and take quizzes.

Featured App Functions

1. INTRO & SKILLS ASSESSMENT

The intro gives an overview of the app functions, and the skills assessment uses trusted questions to determine the user's personal skill level. This will determine how much extra assistance is needed for specific trips.

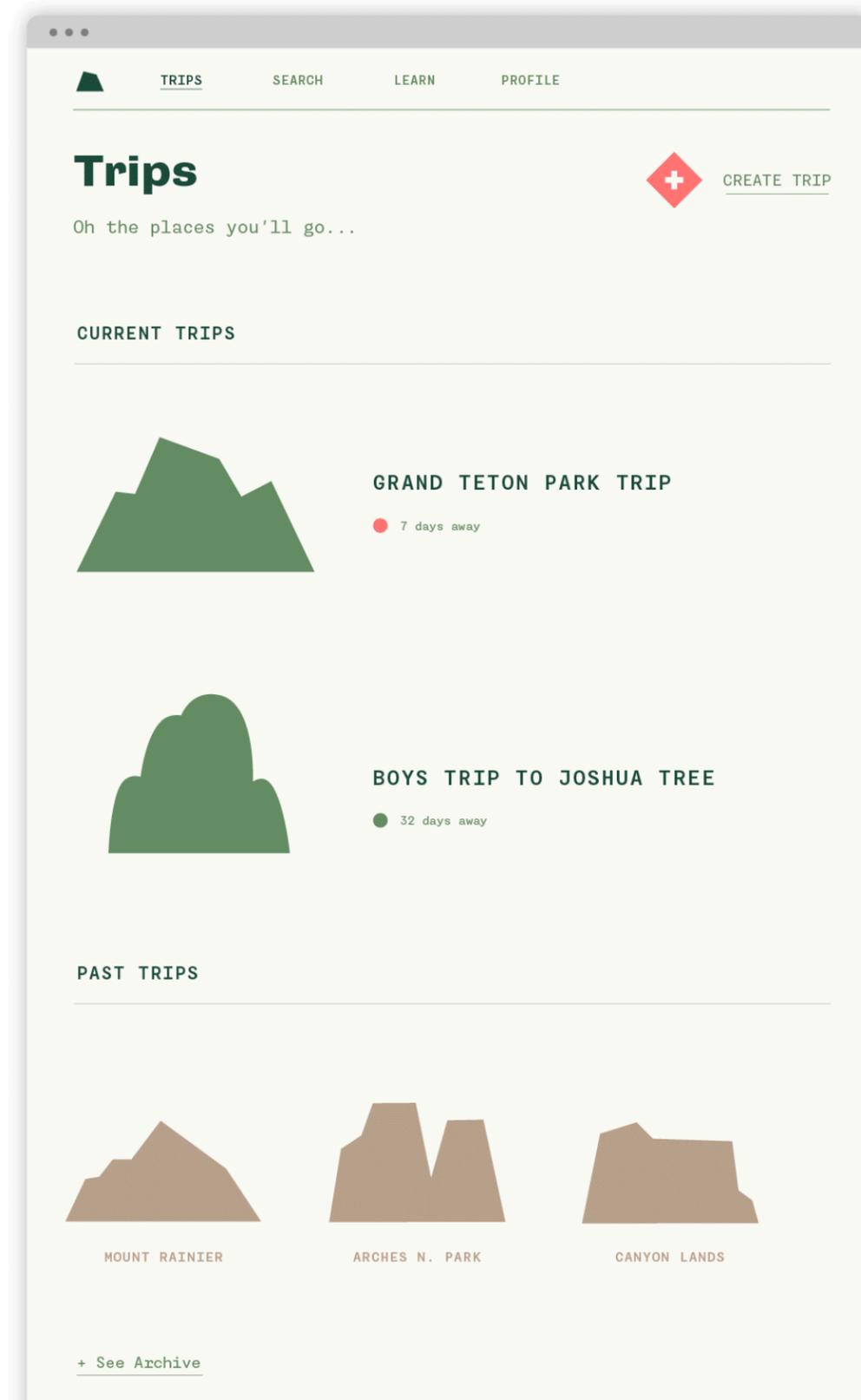
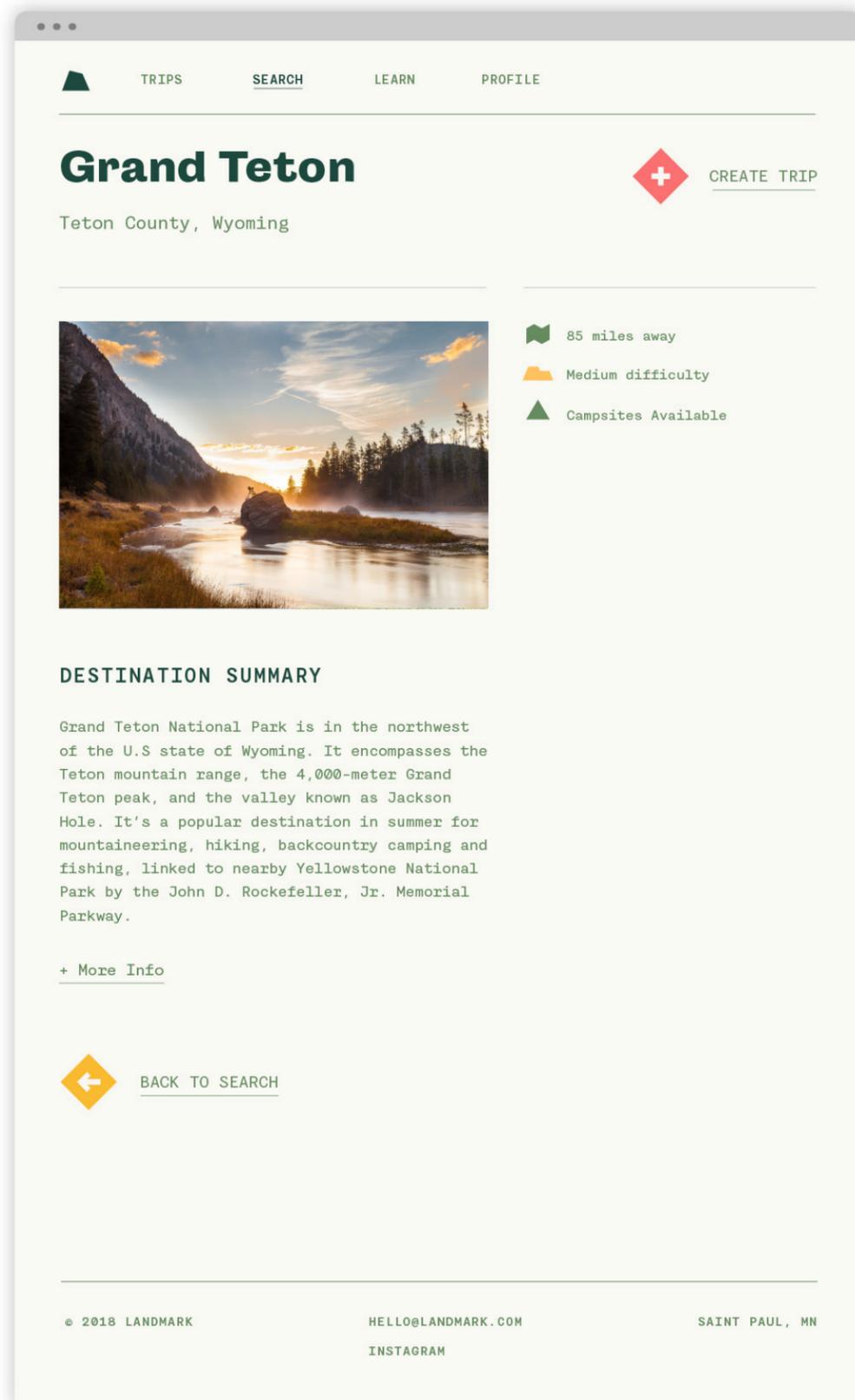
2. DESTINATION SELECTION

The user can choose a location, or have a location suggested to them based on their personal preferences. Information will be given and tailored to the location,

3. PLANNING

It is now time to plan the trip! Information is tailored to the user and trip location. Users can select what they wish to plan for (safety tips, meal plans, etc.)





**You could
be here now.**



LANDMARK JOSHUA TREE NATIONAL PARK
LANDMARK.COM

**You could
be here now.**



LANDMARK ARCHES NATIONAL PARK
LANDMARK.COM

**You could
be here now.**



LANDMARK GRAND TETON NATIONAL PARK
LANDMARK.COM

Scope: Branding & Identity, Typeface Design

CASE STUDY NO.2

The Lost Museum

Let yourself get lost.

PROJECT OVERVIEW

The Lost Museum is a pop-up museum that features all of the lost mysteries in history. It is a curious place, and encourages the visitors to make their own discoveries about what is fact and what is fiction.

THE LOST MUSEUM'S BRIEF

The brand is inspired by classic mysteries like Big Foot, Amelia Earhart and flying saucers. These elements are represented within the museum's brand and the exhibits themselves.



GET
LOST

BRAND ATTRIBUTES

CURIUOSLY OBSCURE

We are built on things mysterious and unknown.

DRIVEN BY DISCOVERY

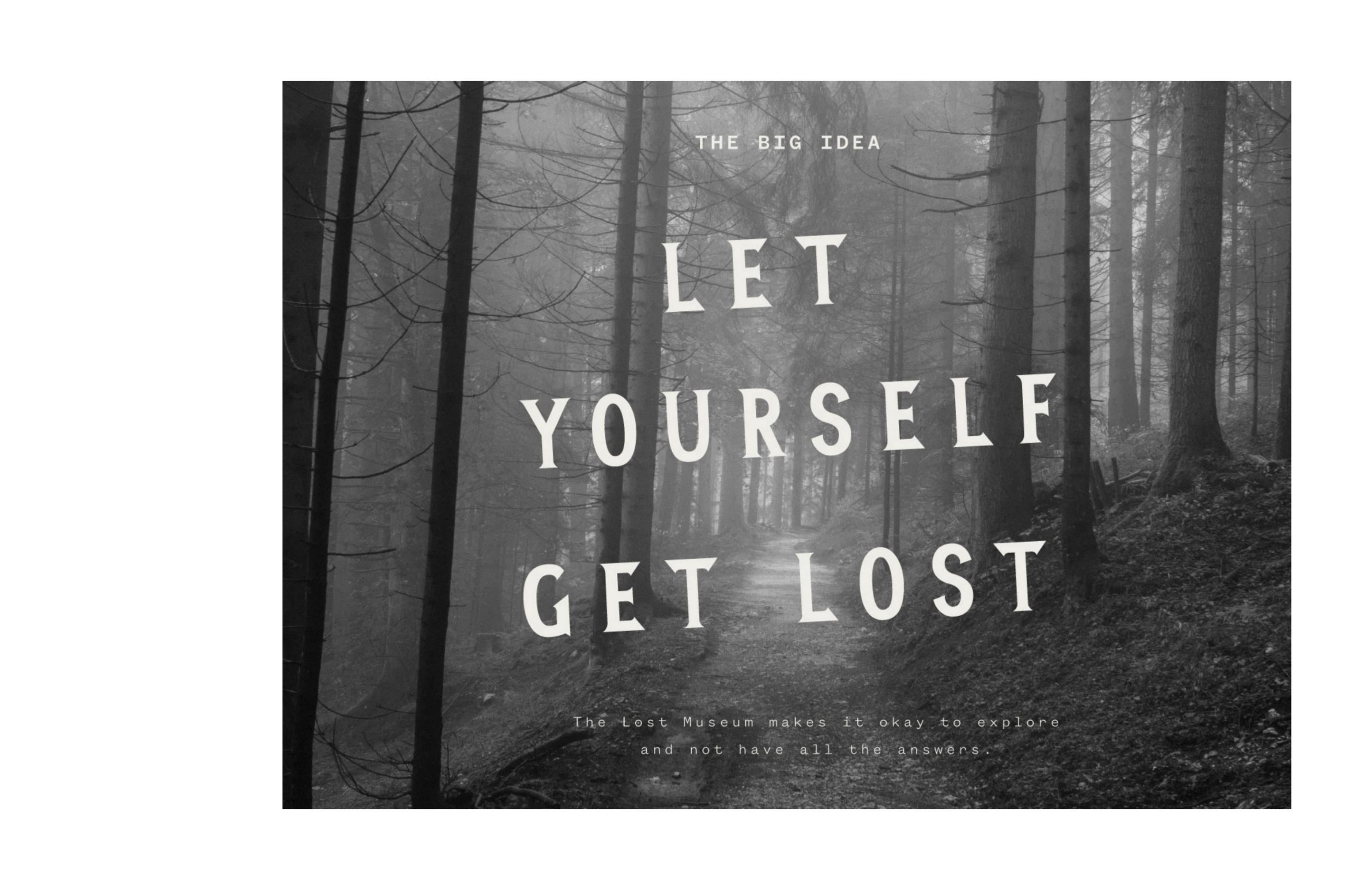
Our discoveries encourage you to create your own.

BOLDY FUN

There are no dull moments here.

INTENTIONALLY ELUSIVE

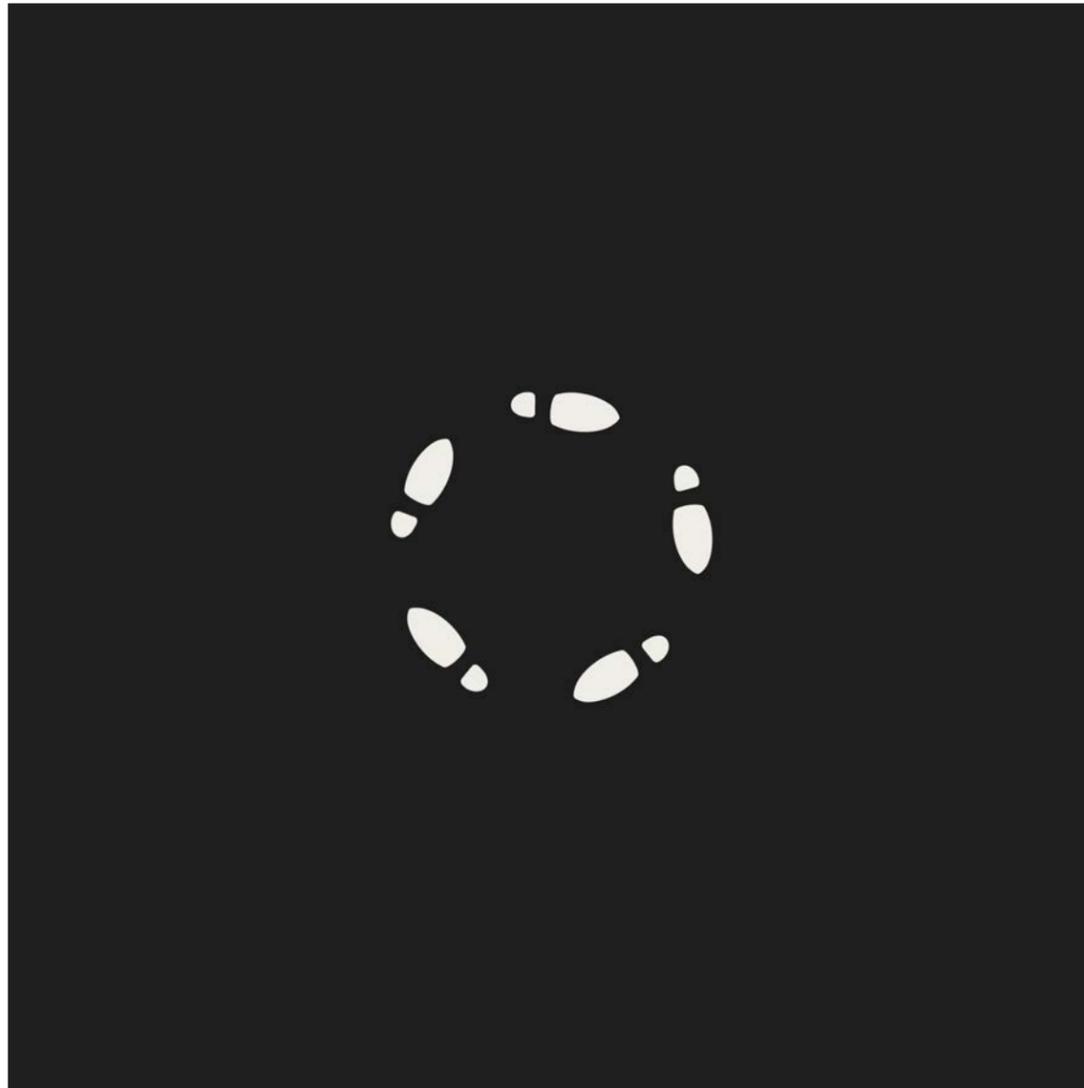
The best mysteries are left unsolved.



THE BIG IDEA

LET
YOURSELF
GET LOST

The Lost Museum makes it okay to explore
and not have all the answers.



WALKING IN CIRCLES

The identity for The Lost Museum makes the act of being lost visual by mimicking the feeling of walking around in circles.

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

GLOOM TYPEFACE

A custom typeface created for The Lost Museum. It echoes the feel of bold newspaper type with a hint of mystery coming from the extended serifs.



INSPIRED BY MYSTERIES

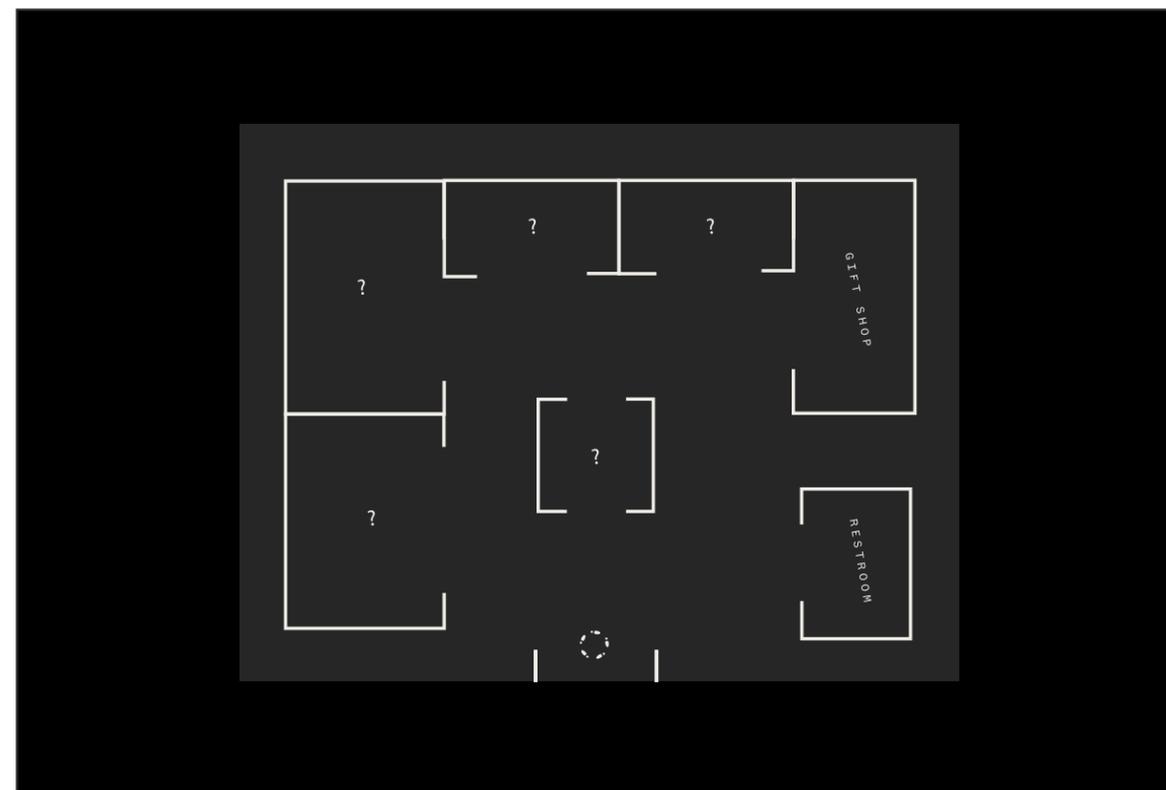
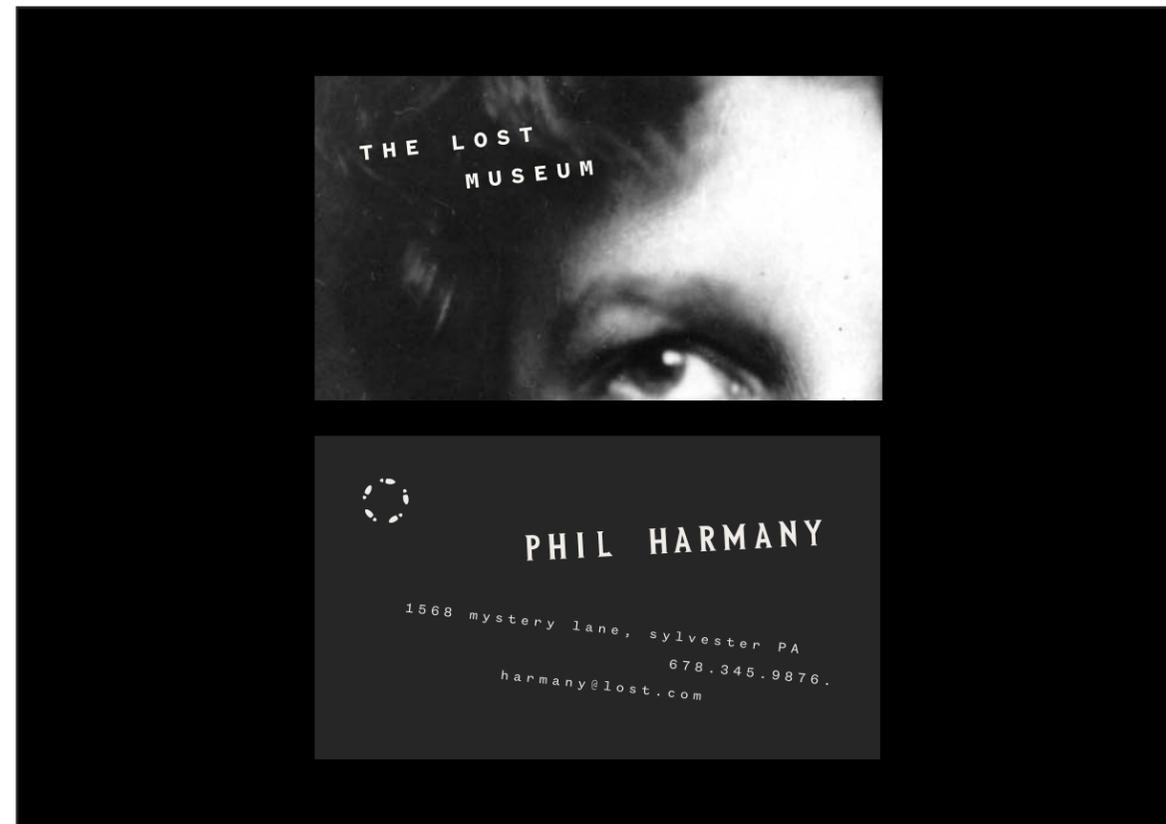
The brand is inspired by classic mysteries like Big Foot, Amelia Earhart and flying saucers. These elements are represented within the museum's brand and the exhibits themselves.



AMELIA EARHART

Amelia Mary Earhart, born July 24,
disappeared July 2, 1937)
was an American
aviation pioneer and author.





L O S T

Am el la Mary Earhart . born July 24.
di sap peared July 2, 1937
was an Ame rican

Am el la Mary Earhart
di sap peared July 2, 1937
was an Am erican

THE LO ST
MUSE U M

EARHART
PLANE
LOST AT
SEA



THE LO ST
MUS EU M

Caribou Coffee

Love and flowers .

PERENNIAL

Caribou Coffee needed an addition to their Perennial bag collection, which features a coffee bag every spring. The challenge was to represent spring without relying on any specific flowers.

HONEY VANILLA FLAVORED COFFEE

The next concept was an addition to their flavored coffee packaging that celebrated Valentine's day. The goal was to take a simple bee illustration and transform it to fit alongside the current bags & show hints of love.




Caribou
COFFEE®

PERENNIAL
SPRING BLEND 2017 LIGHT ROAST
HINTS OF FLORAL WITH HERBAL QUALITIES
AND A HEAVY, CREAM-LIKE BODY.
LIMITED BATCH WHOLE BEAN COFFEE

NET WT.
8 OZ (227g)


RAINFORREST ALLIANCE
CERTIFIED
100%





Keep the North Cold

Askov Finlayson.

PROJECT OVERVIEW

This is an advertisement to spread the word about the current movement in Minnesota to “Keep the North Cold.” This movement is driven by Askov Finlayson, and focuses on the importance of climate change to the Northern states.

COLD NORTH'S BRIEF

The illustration captures all of the good things that come from our famous winters. The winter scene is encompassed inside a letter “N” to represent the bold, cold north







LESSONS LEARNED OVER THE PAST YEAR

1. I'm someone to believe in.

I used to struggle with this idea. It's sometimes hard to believe in myself until I have the proof staring back at me. This year I learned that when I dive into things I don't think I can accomplish, sometimes I prove myself wrong. Not always, but I'm okay with saying I'm proud of myself for trying.

2. Make the best of everything.

Sometimes unexpected things happen. All I can do is finish the best I can, learn from the experience and have a really great story for later. I don't always have control of what happens to me in life, but I do have control over how I react to it. And sometimes it really wasn't that bad to begin with.

3. Take it all in.

I've been going to school for twenty years and will be done on one month. That's a lot to take in. It hasn't all been good, but these years in school have been fundamental to who I am now. This book is a reflection of not only what I've created, but the experiences that went along with them. Today I'm taking all of that in.

THE PORTFOLIO OF

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