





Branding is the heartbeat of any small business—it’s more than just a logo. It’s perception, reputation, and connection. As Jeff Bezos put it, “A brand is what other people say about it when you’re not in the room.” (I really need to find a new quote...)

For years, I’ve dedicated myself to helping small businesses build strong, strategic brand identities. From Philzie’s Studio to Oregon Graphic Design, my guiding principle has always been: my success comes from my clients’ success. Since earning my MFA in 2016, I’ve refined my focus on branding for small businesses and entrepreneurs, shaping meaningful visual identities that align with their goals. Some projects in this portfolio reflect my earlier brand, while others mark my evolution—but all showcase my ability to adapt, innovate, and create brands that resonate.

Branding isn’t just about making things “look good.” It’s about guiding clients toward what actually works. I work best with those who value expertise, collaboration, and the why behind the design. And speaking of expertise—I literally wrote the book on branding! (More on that later.)

I believe those with knowledge and experience have a responsibility to share it—whether mentoring, consulting, or designing. Helping others succeed fuels my own growth. Right now, I’m embracing a growth mindset, ready for new challenges and the chance to push creative boundaries even further.

So, let’s turn the page and see if I’m the right fit to run with the big dogs! Awoooo!

*To success of the journey ahead,
Phillip Pickard Jones*



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BRAND GUIDE ONE-SHEET: SPORTS PAWS

Logo Iterations One-sheet, Advertising/Social Media Templates



Icon, Glyph,
or Brand Mark

Tagline, Slogan,
or Strapline

Lockup
(Your Logo's space, from edge to edge)

Wordmark, Logotype,
or Brand Name

Fun **TEAM PLAYER** Outgoing
SPORTY Playful Engaging **MOTIVATING**

Design Goals/Challenges: The design goal for this project was to "create" a brand alongside potential readers and users of my Branding Guide Workbook. When I saw your advert on FB, asking for Dog Puns, I knew I had to showcase this project. It was a blast creating it. Inspired by my Jack Russell, Mercedes.

Software: Illustrator, Photoshop, InDesign
Skills: Technical Writing, Typography, Print Design/Layout,

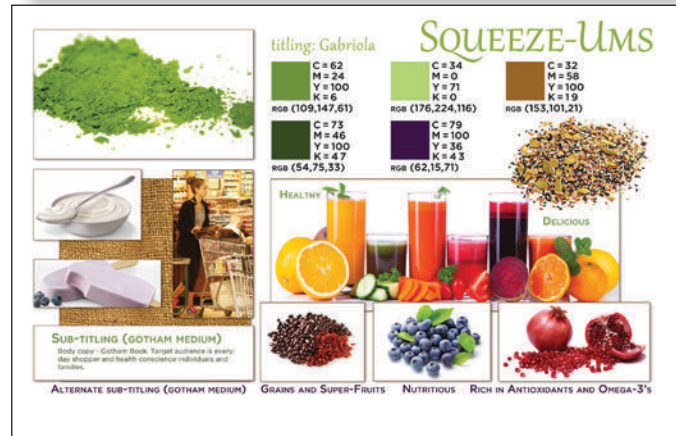
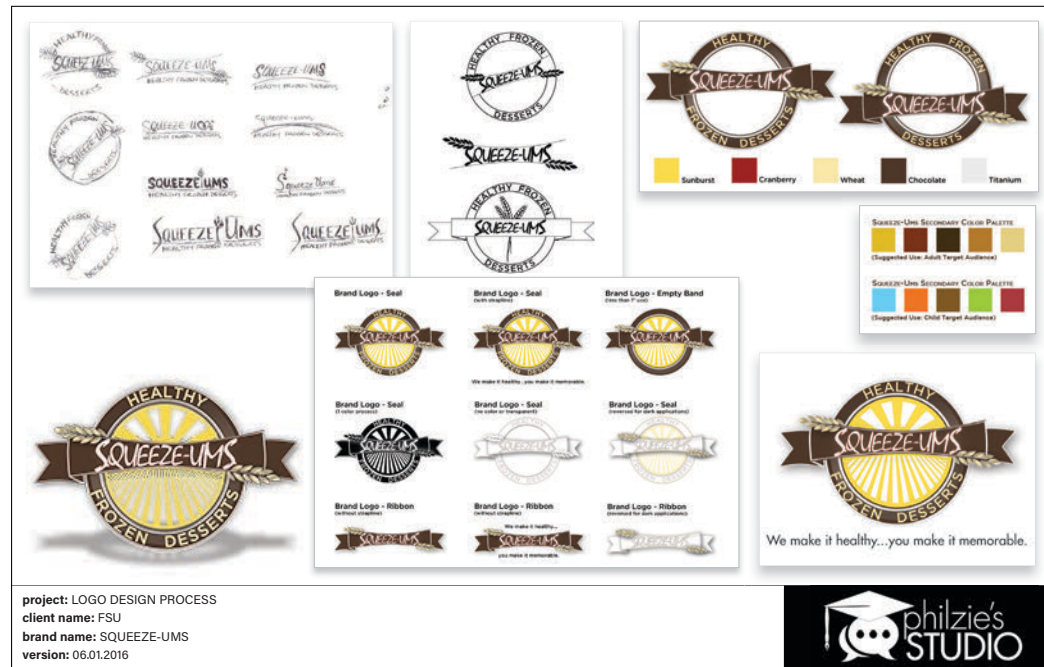


Q&G BRAND GUIDE BASICS: DESIGN PROCESS

Design Process and Branding Build: Squeeze-ums

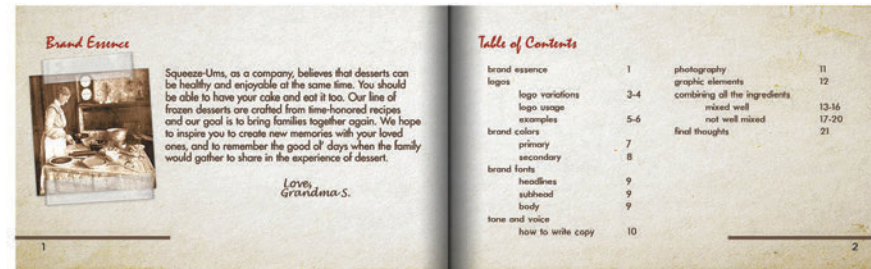
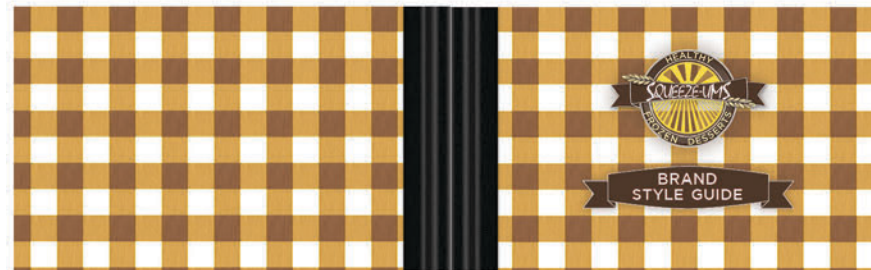
Design Goals/Challenges: Creating a brand that resonated with both adults and children was the biggest challenge. The Mood Boards (a brand building basic) vastly differed in their aesthetics. The brand ended up being what you see below: healthy, frozen desserts just as good as Grandma used to make.

Project Includes: Concept builds, Persona Development, Guerilla Marketing, Product Design.



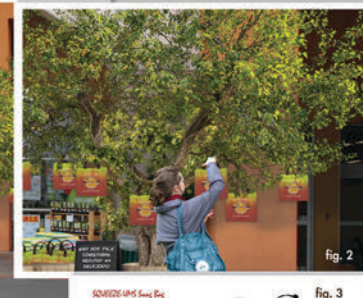
Q&G BRAND GUIDE: SQUEEZE-UMS IS BORN

The Complete Brand Experience



Software: Illustrator, Photoshop, InDesign
Skills: Persona Development, Market Research, Package Design, Content Writing, After Effects (animations linked).

SWUEEZE-UMS



Guerilla Marketing Campaign

The Set Up: Apple, pear and orange trees will be placed at targeted grocery store chains around the city. Ideal targets include stores like Whole Foods, Trader Joes and others that cater to health conscience and informed shoppers. (fig. 1)

In Action: Shoppers will approach the store and be encouraged, through signage and possible plants (actors), to "pick" the UPI from the trees and then go and buy the Squeeze-Ums brand of products. (fig. 2)

UPI: The swag to be delivered during the guerilla marketing campaign will include one of three reusable natural fiber grocery tote that resembles fruit on the specific tree. Each bag will be filled with items that elicit feelings of home, nostalgia and family, all core elements of the Squeeze-Ums brand. (fig. 3)



SQUEEZE-UMS Swag Bag



project: Package and Product Design
client name: FSU
brand name: Squeeze-ums
version: 2015-2016



Video Link: <https://youtu.be/XVvQ-itagas>

BRAND GUIDE BASICS: DAKIMA MARIA

Logo Iteration with Color Guide



Design Goals/Challenges: The primary challenge with this client was in that she kept asking for/seeking the council of other professionals, not necessarily designers. This lead to confusion, and constantly changing goals.

In the end, the Logo Iteration One-sheet was delivered, approved, and set to use. No other services offered, requested, or provided.



BRAND GUIDE ONE-SHEET: HELLUVA-HAND COFFEE

Logo Iteration Set, Package Design, Business card, Stickers



Design Goals/Challenges: The design challenge with this project was to include the religious symbol without being overly bold (coffee not included) or overt - as not to turn away potential customers. The solution was achieved by using the trinity crosses as cracks in the split coffee bean. Ano

Software: Illustrator, Photoshop, InDesign
Skills: Design Layout, Project Management, Client
Management/Engagement, Typography, Web Design

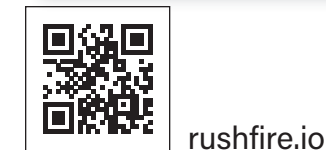
defining the company

BRAND NARRATIVE...

RushFire Private Lending is a privately owned non-traditional real estate finance company powered by technology. We provide asset-based financing for real estate entrepreneurs wholesaling, developing, and rehabilitating real estate within the state of Utah. We focus on wholesale short term, single family residential rehab, residential new construction, multi-family new construction, residential and commercial bridge loans, and other similar financing structures. We leverage our extensive investor network to fund entrepreneurial teams and creative businesses who need unique solutions to drive business and create value within their community.

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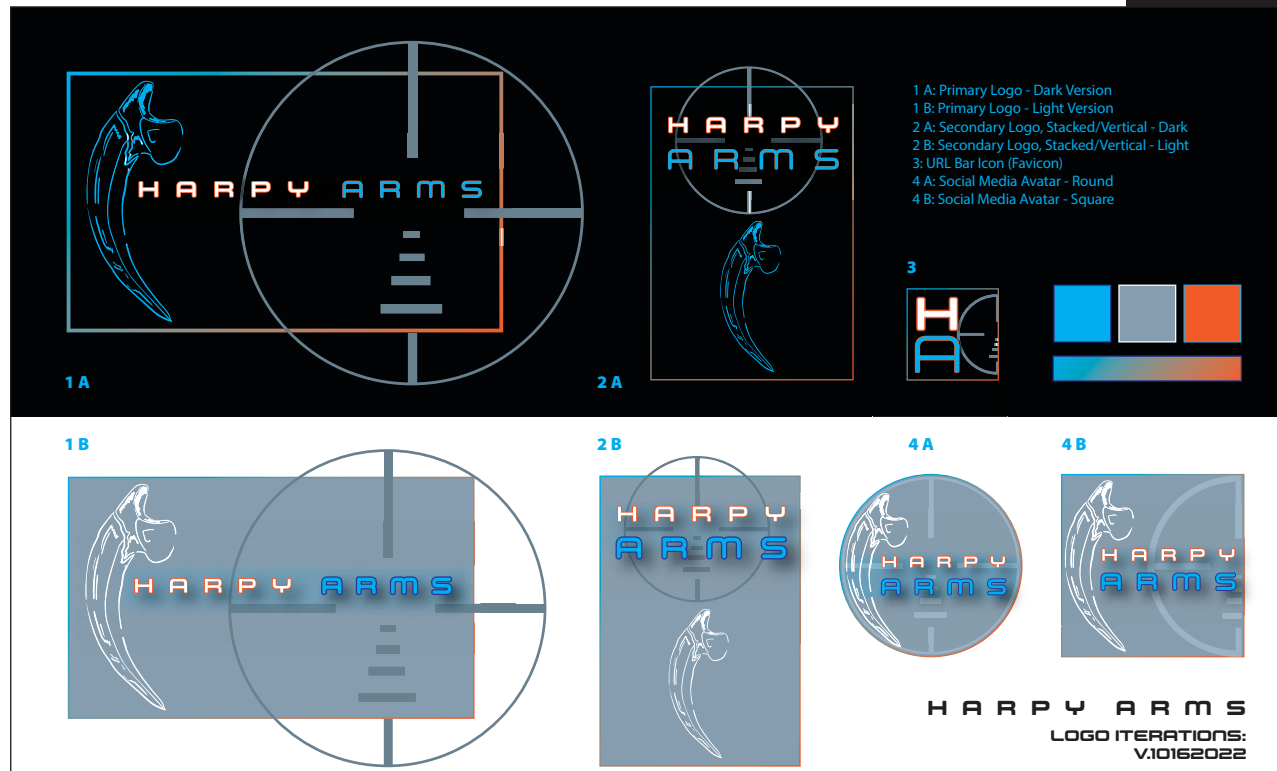


Design Goals/Challenges: The primary challenge with this project came from the client continuously changing their direction, scope, and different work styles. In the end, the client was delivered a project and branding package that they embraced - and asked for other projects to be worked on. Those did not come about, due to the same challenges.

Q&G BRANDING AND IDENTITY MINI PROJECTS

A Collection Of Mini-Branding Projects

Design Notes: This collection of mini branding projects was put here just to reflect and reiterate my ability to adapt to different styles and looks - based on the customers direction and input. Generally speaking, I'm proud of the work I've done, and with the ability to guide my clients from what they want, to what works (and ideally, what's best).



BRANDED PACKAGING: NATURE FIRST PEST CONTROL

Box package design with brochure and additonal packaging

Randy's Primal Rat Control System™ is the answer to rats that have become educated about traps and poison bait boxes. Our Primal Lure trap units include a hand tuned snap trap that is housed inside of our diversion box.

Over 30 years ago Randy's company, Nature First Pest Control, quit using poisons to control rat populations. Poisons don't work very well, and we now know they have a huge cost to our environment. For long-term rat control, we prefer to use our contraceptive dispensing systems.

Our diversion box design directs rats to approach the trap from only one angle to assure an accurate and humane quick kill. Simply use Randy's Primal Rat Lure™ with the provided seeds and hand-tuned trap. For installation tips and guidelines when using Randy's Primal Rat Control System™, click the QR-Code below. Call or click to view our complete product line at NatureFirstPest.com:

Randy's PRIMAL RAT CONTROL SYSTEM™
Science And Nature In Harmony Ph: 877.594.9939 NatureFirstPest.com

INFORMATION & INSTRUCTION GUIDE

Randy's PRIMAL RAT CONTROL SYSTEM™
Science And Nature In Harmony



Setup & Deployment Guide:

- Place the Diversion Box near or at the problem area.
- Carefully set and then place the provided trap inside the Diversion Box.
- Place 2-3 drops of Randy's Primal Rat Lure™ to the pile of seeds on the Bait Tray.
- Let Nature take its course. Check back 2-3 times per day. Use skin protection when removing the carcass and released trap.

Follow along with our setup guide video:

Randy's PRIMAL RAT CONTROL SYSTEM™
Science And Nature In Harmony Ph: 877.594.9939 NatureFirstPest.com

Note: Spring-Trap (fig. 2) should be towards the back of the Diversion Box (fig. 1)

Software: Illustrator, Photoshop

Skills: Package Desgin, Project Management, Client Management/Engagement, Typography, Content Writing



facebook.com/
RandysPrimalRatLure



Design Goals/Challenges: The primary challenge with this project was that the client kept changing the goal posts and direction. Once I was finally able to get through to him and set a clear goal and messaging (since he had little concept of branding), I was able to deliver a cohesive package design that ultimately met the goal of the branding I helped to establish...through constant 'coaching' on the target audience and what would resonate with them.



My iCover
"It's the accessory for your iPhone accessories!"
Choose your colors to personalize, customize, connect and stand out.

My iCover®
My iCover is a registered trademark of My iCover Inc. All rights reserved.
U.S. Patent Pending.

My iCover
My iCover is the accessory for your iPhone accessories. My iCover gives you the power to personalize your iPhone accessories with interchangeable, universal covers that come in 33 amazing color combinations.

Once you attach My iCover to your iPhone one button, rotating color and charging block, you'll have a unique and colorful way to stop the run up of your iPhone accessories with family members, co-workers and your friends! My iCover is the accessory for your iPhone accessories!

My iCover is proudly made in the USA. For more info on My iCover go to our website at: www.MyiCover.com.



My iCover
Introducing the accessory for your iPhone accessories...

My iCover
"My iCover is the accessory for your iPhone accessories."
See more at: MyiCover.com

OG
OREGON
GRAPHIC DESIGN
A Network of Independent & Small Biz
Graphic Design Professionals

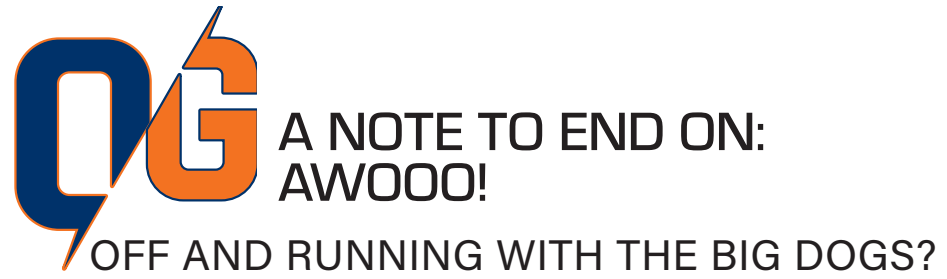
BRANDING GUIDE ONE-SHEET

Project: Package Design
Client Name: Lorenzo Davis
Brand Name: My iCover
Version: 2012-2014



BRANDING IN THE MAKING: THE BRANDING GUIDE WORKBOOK

Design Notes: This book nearly wrote itself. Once I had the outline set, the information and content started pouring out of me. It is currently in print in its first edition with a second editon that combines it with a compendium (written but not published). Soon to be published.



So many things I could say in closing, but let's start here—I'm a branding designer who thrives on adapting to client needs, even when they aren't entirely sure what those are. Over the past nine years (since earning an MFA in Media Design), I've honed my craft in branding for small businesses and entrepreneurs, always looking for the right pack to run with. When I saw your post, I couldn't shake the feeling that this might just be it.

I'm a firm believer that great branding isn't just about visuals—it's about understanding, connection, and strategy. My clients trust me to bring their brands to life, and many return years later or recommend me to others. Like a loyal pup, I'm dedicated, adaptable, and eager to grow. I take direction well, ask thoughtful questions to understand different perspectives, and constantly strive to improve my skills.

I hope the work I've shared speaks for itself and shows that I'm the right fit for your team. While I have my own design style, I pride myself on my ability to adapt, collaborate, and elevate any brand's unique identity. And since I know you asked—my favorite breed? Jack-a-Poos—smart, energetic, and always ready for a challenge. Sound like a match? Let's talk!

To success of the journey ahead,

Phillip Pickard Jones

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