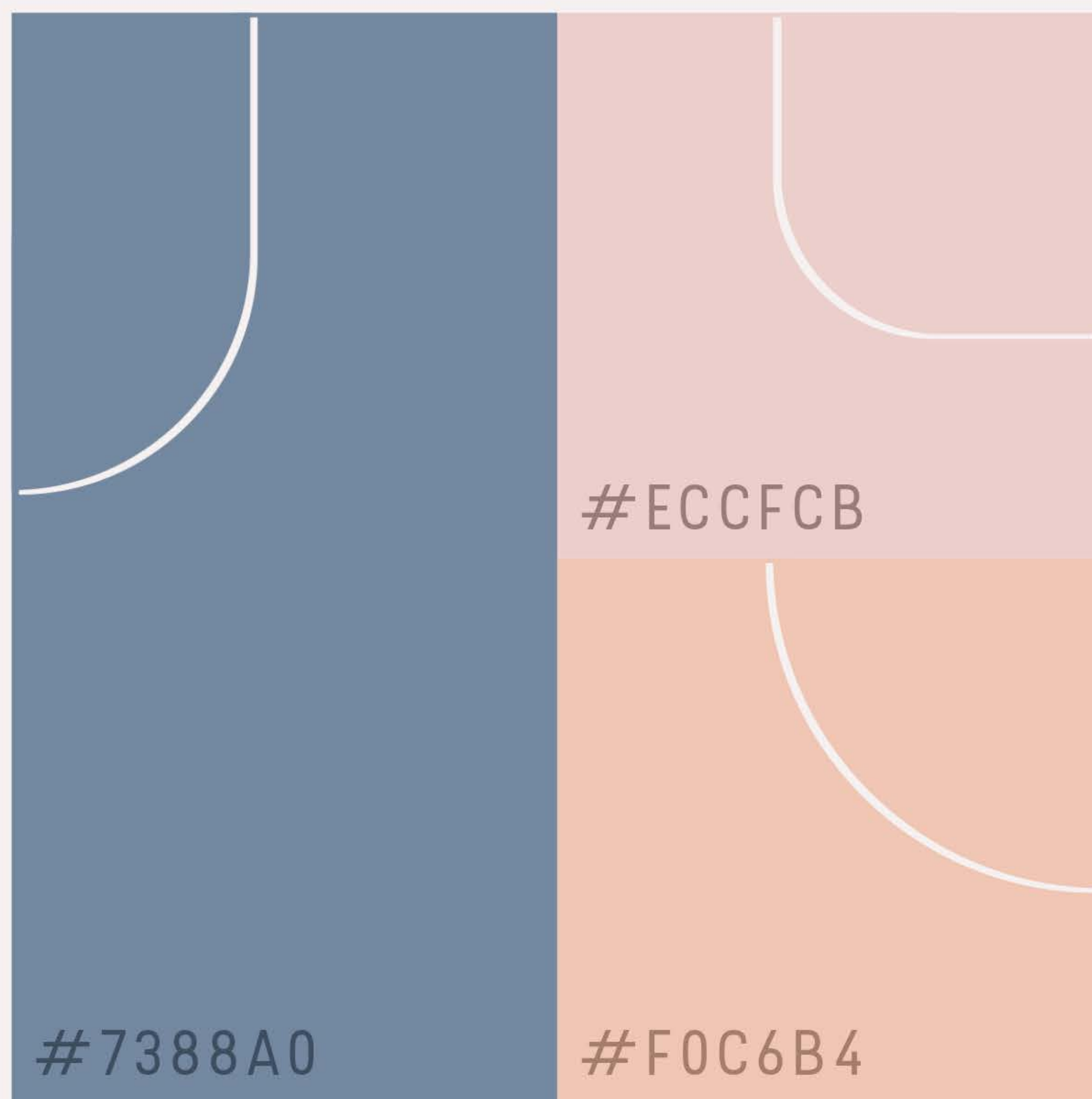


# Bailey Bushnell

## Design Portfolio



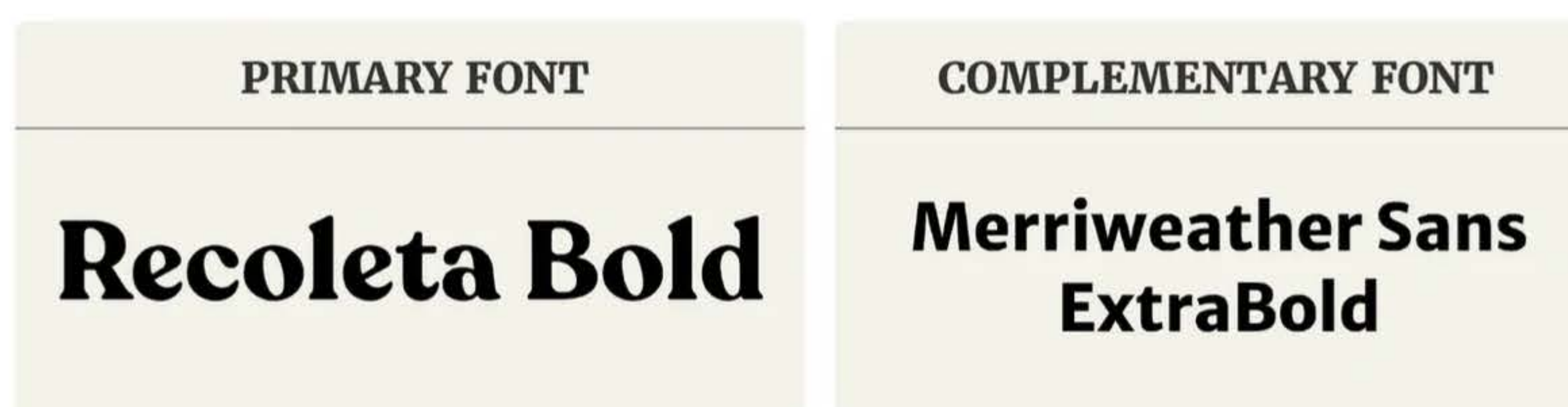
Brand Design | Graphic Design | Character Design



# GROW Book Club

## Full Brand Design

### Brand Guideline Sheet





# Hansen Lane

## Brand & Marketing Materials Redesign

### BRAND GUIDELINE SHEET

#### PRIMARY LOGO



USAGE: This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

#### SECONDARY LOGO



USAGE: For when the primary logo doesn't fit in the required space. Use on websites, printed materials and larger elements.

#### SUBMARK LOGO



USAGE: For when the primary logo doesn't fit in the required space. Use on websites & printed materials.

#### LOGO MARK



USAGE: Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

#### COLOUR PALETTE

CMYK: They are the colours used in printed materials.  
RGB: This is used on-screen and for web design.  
HEX Code: This colour code is used on-screen and for web design.

<b>WINE BERRY</b> Primary Colour	<b>JUNIPER</b> Primary Colour	<b>SHILO</b> Secondary Colour	<b>RICE CAKE</b> Secondary Colour
CMYK: C: 55 M: 72 Y: 58 K: 49 RGB: R: 80 G: 53 B: 59 HEX: #50353b	CMYK: C: 54 M: 31 Y: 38 K: 02 RGB: R: 125 G: 150 B: 149 HEX: #7d9695	CMYK: C: 11 M: 36 Y: 31 K: 0 RGB: R: 223 G: 170 B: 159 HEX: #d9a99f	CMYK: C: 6 M: 5 Y: 14 K: 0 RGB: R: 239 G: 235 B: 218 HEX: #efebda
	<b>WHITE</b> Secondary Colour	<b>BLACK SQUEEZE</b> Secondary Colour	
	CMYK: C: 0 M: 0 Y: 0 K: 0 RGB: R: 255 G: 255 B: 255 HEX: #ffffff	CMYK: C: 9 M: 4 Y: 16 K: 0 RGB: R: 231 G: 233 B: 215 HEX: #e7e9d7	

#### BRAND ASSETS

Illustrations can be used on their own or as a pattern swatch. Use this on websites, stationery, packaging, printed materials, social posts etc.



#### PRIMARY FONT

**LUBALINE LIGHT**

USAGE: The primary font is your default typeface & should be used within headers & titles.

#### SECONDARY FONT

**Fenice Pro ITC Light**

USAGE: The secondary font compliments your primary font. This will be used on subheadings.

#### COMPLEMENTARY FONT


**Futura PT Book**

USAGE: This compliments the primary and secondary font. This should be used within body copy.



Business Name: Hansen Lane Photography Created by: Sundog Studios Date Created: December 2024

### Commercial Photography Packages




#### Weekly Sessions

Starting at \$400

4 x 15 Minute Sessions Per Month

40+ Photos Delivered




#### Monthly Sessions

Starting at \$200

1 x 30 Minute Session Per Month

20+ Photos Delivered



#### A La Carte Sessions

(Pricing Varies)

Headshots

Customized Sessions

Events

Have An Idea? Let's Chat!

[www.hansenlane.com](http://www.hansenlane.com) 707.787.7912 [hello@hansenlane.com](mailto:hello@hansenlane.com)

### Why Hire A Professional Photographer?



#### Visual Branding

Posting consistent, high-quality images to your social media helps create a **strong brand identity** and reinforces **brand recognition** amongst your audience.



#### Marketing

Professional photography enhances your website, ads, and social media, which creates **credibility** and **engagement** for your brand.



#### Trust

Hiring a local photographer generates new opportunities for your brand, such as **networking benefits**, **community growth**, and **referrals**.

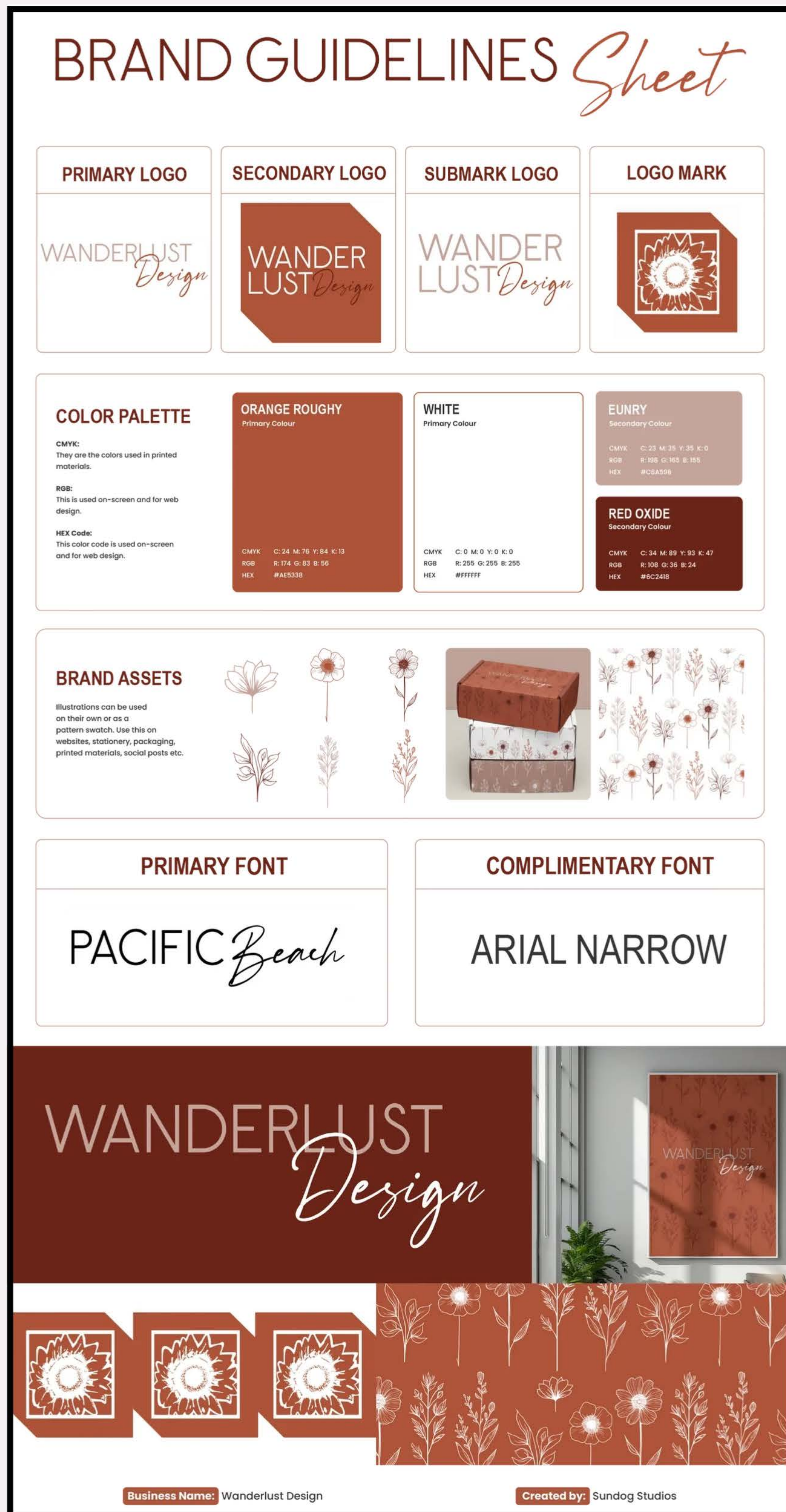
By investing in professional photography tailored to your business' needs, you are strengthening your brand and driving growth!

[www.hansenlane.com](http://www.hansenlane.com) 707.787.7912 [hello@hansenlane.com](mailto:hello@hansenlane.com)



# Wanderlust Design

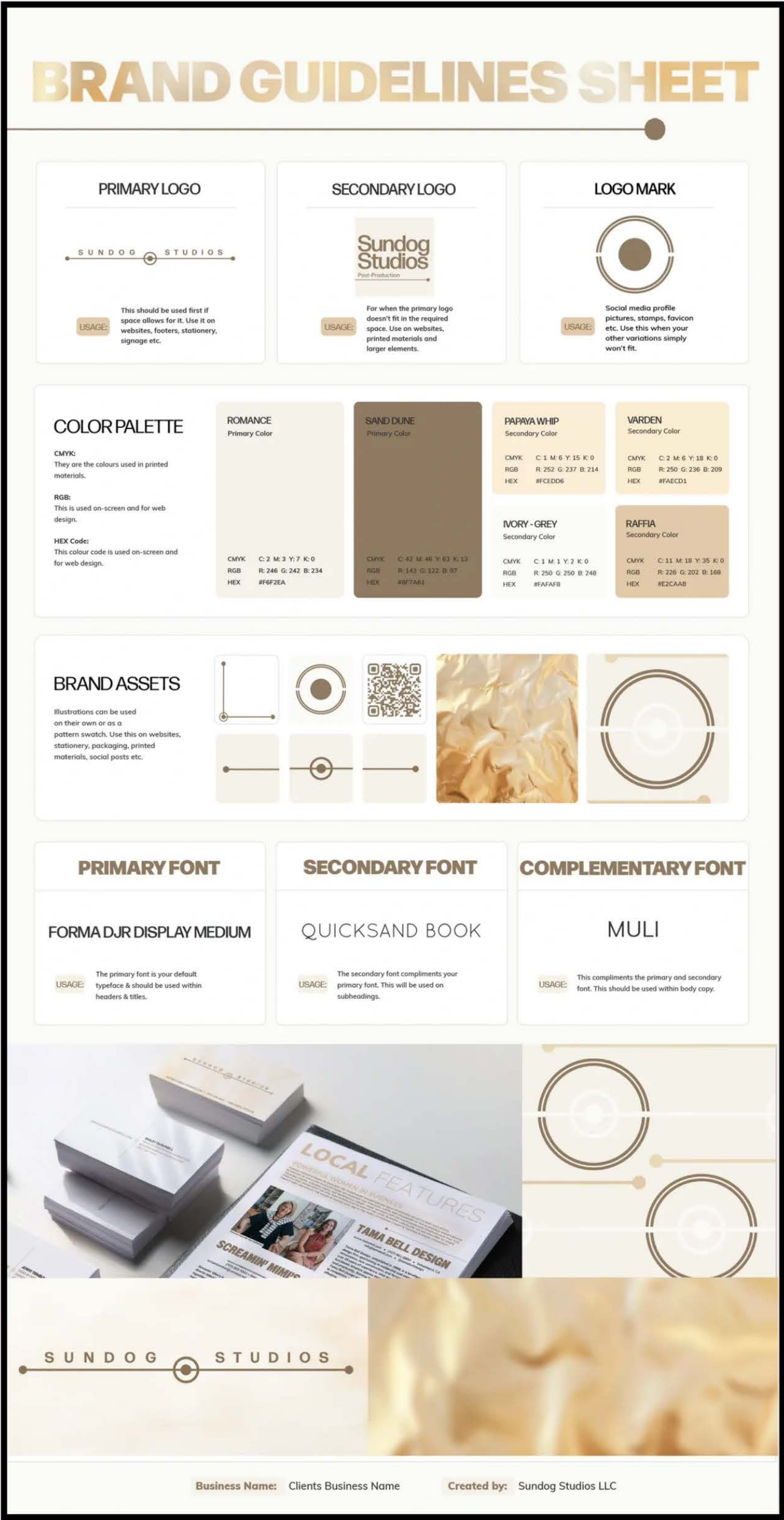
## Full Brand Design





# Sundog Studios

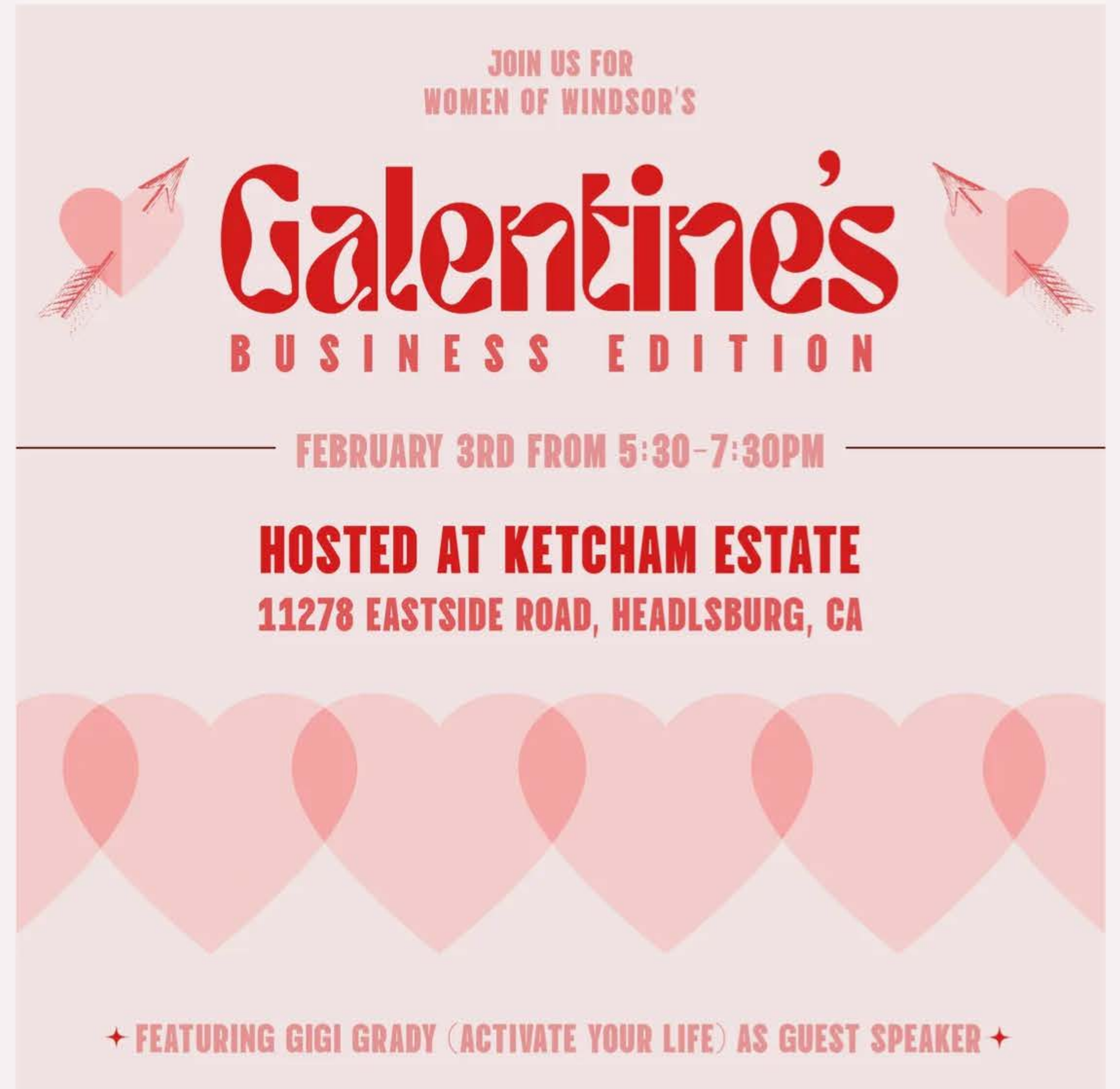
## Full Brand Design





# Women of Windsor

Full Marketing Materials Design (Per Event)

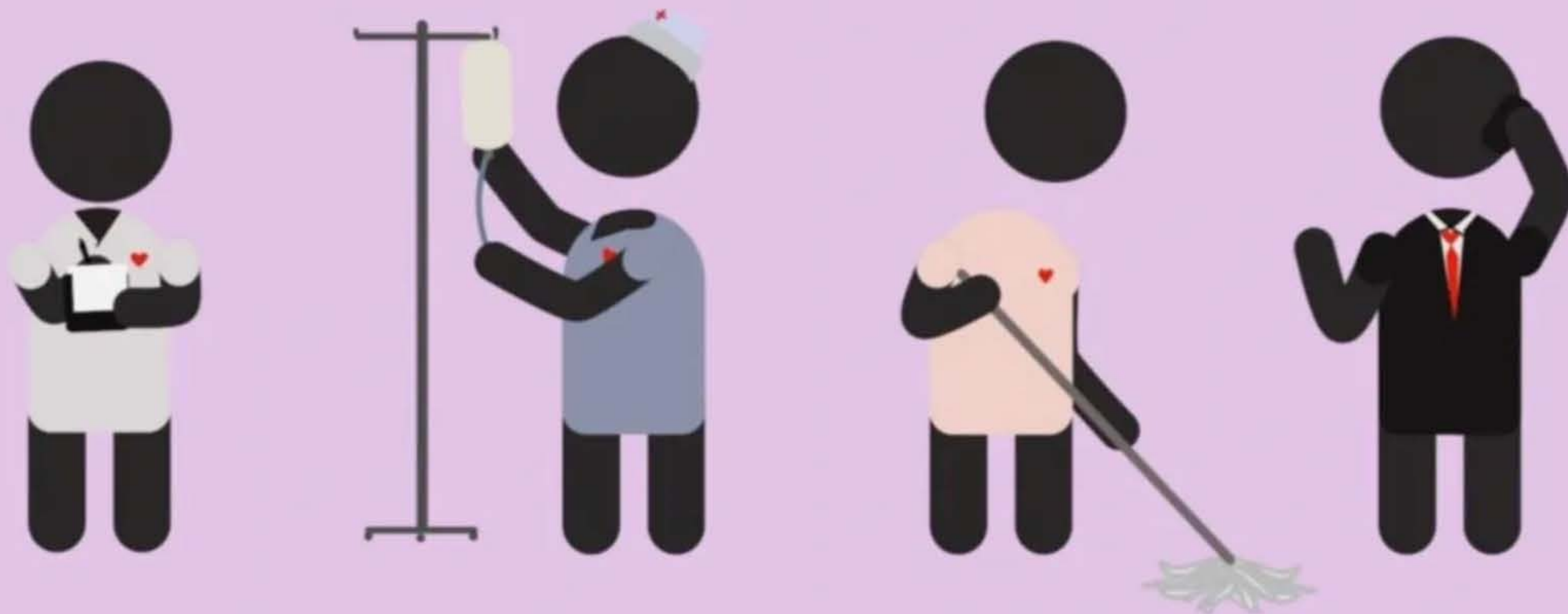




# Mercy Medical

## Character Design

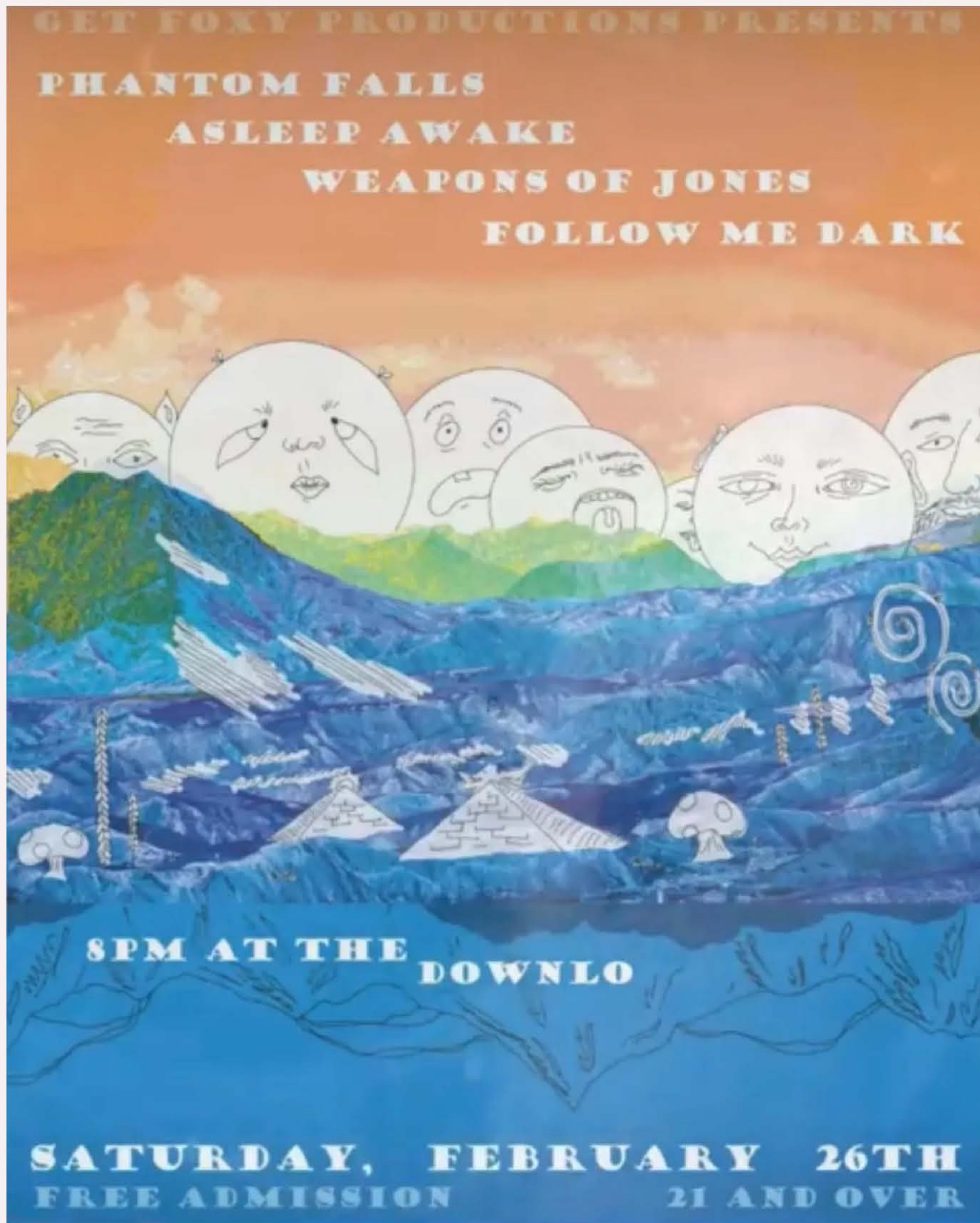
### HUMAN-BUSINESS-HUMAN





# Chico Art Collective

Full Marketing Materials Design (Per Event)





# Level Up With Marcy

## Marketing Materials Redesign



### LEVEL UP WITH MARCY GIFT CERTIFICATE

TRANSFORMATIONAL COACH | ART MEDICINE PRACTITIONER



### 90 MINUTE COACHING SESSION WITH MARCY BRAVO JANG

TO

EXPIRES

AUTHORIZED BY

@levelupwithmarcy  
www.levelupwithmarcy.com



### LEVEL UP WITH MARCY GIFT CERTIFICATE

TRANSFORMATIONAL COACH | ART MEDICINE PRACTITIONER



### 90 MINUTE COACHING SESSION WITH MARCY BRAVO JANG

TO

EXPIRES

AUTHORIZED BY

LEVELUPWITHMARCY@GMAIL.COM  
@LEVELUPWITHMARCY | WWW.LEVELUPWITHMARCY.COM



### LEVEL UP WITH MARCY GIFT CERTIFICATE

TRANSFORMATIONAL COACH | ART MEDICINE PRACTITIONER



### 90 MINUTE COACHING SESSION WITH MARCY BRAVO JANG

TO

EXPIRES

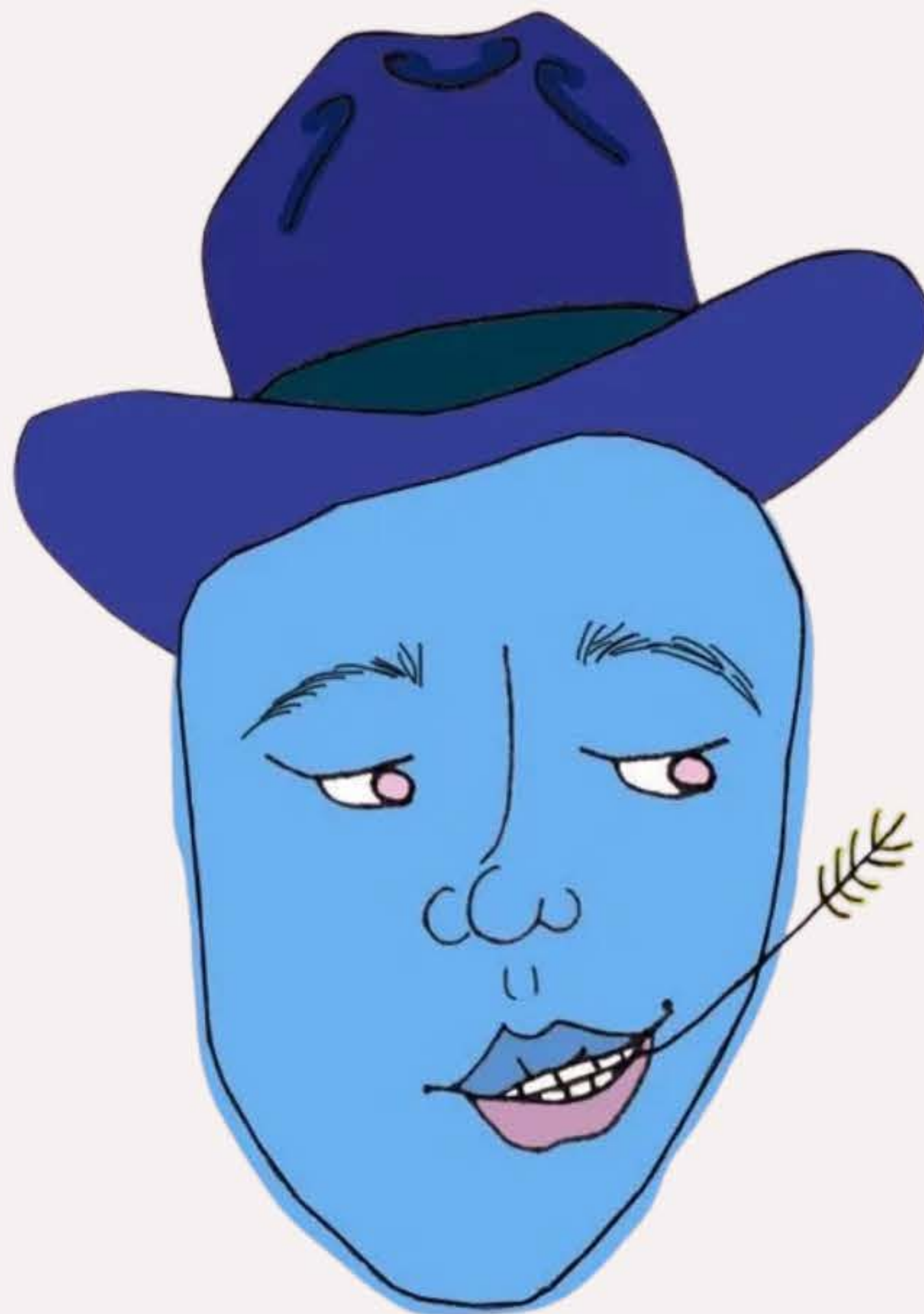
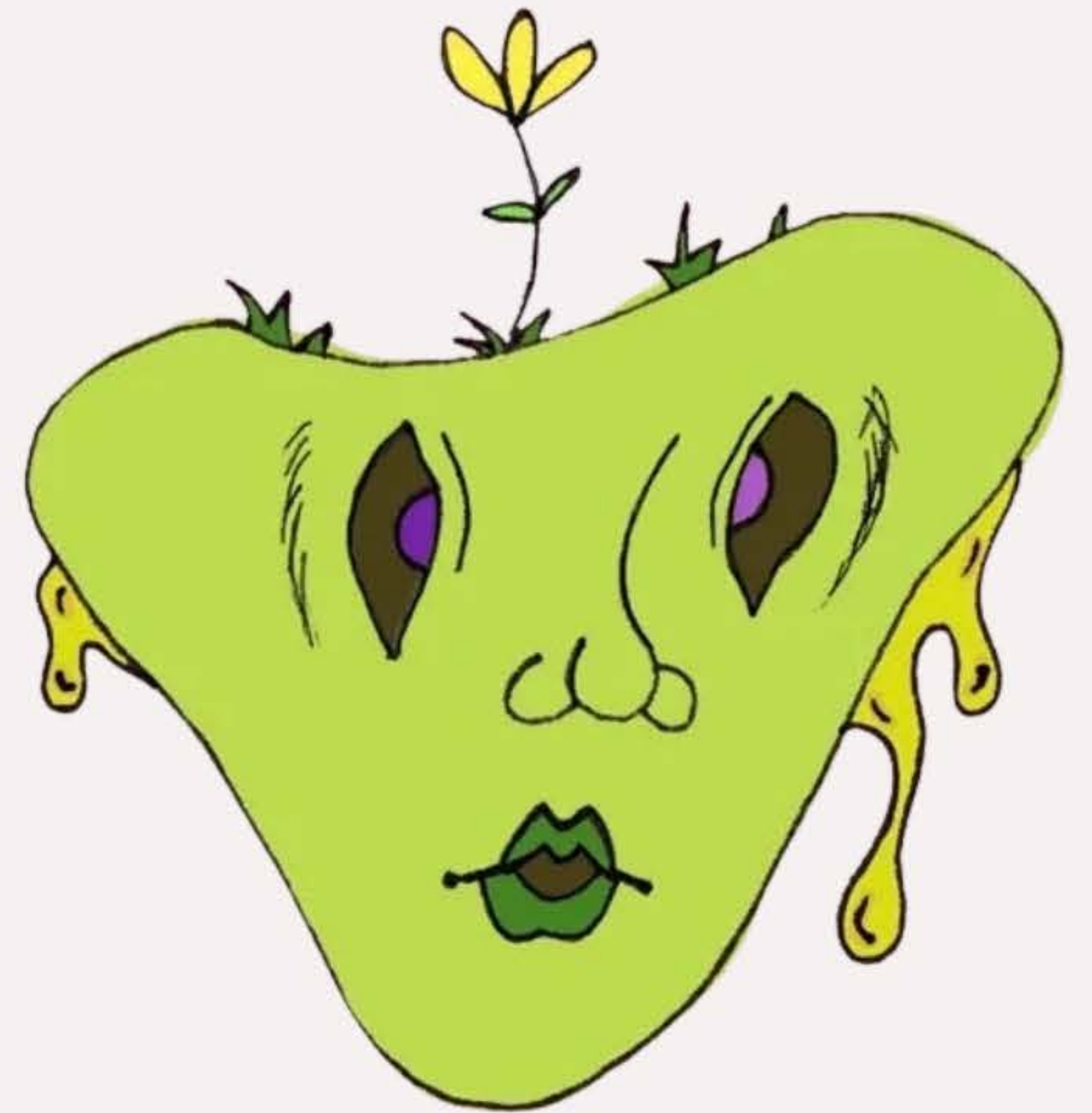
AUTHORIZED BY

LEVELUPWITHMARCY@GMAIL.COM  
@LEVELUPWITHMARCY | WWW.LEVELUPWITHMARCY.COM



# Weird Family

## Character Design





# Mogadishu Night Club

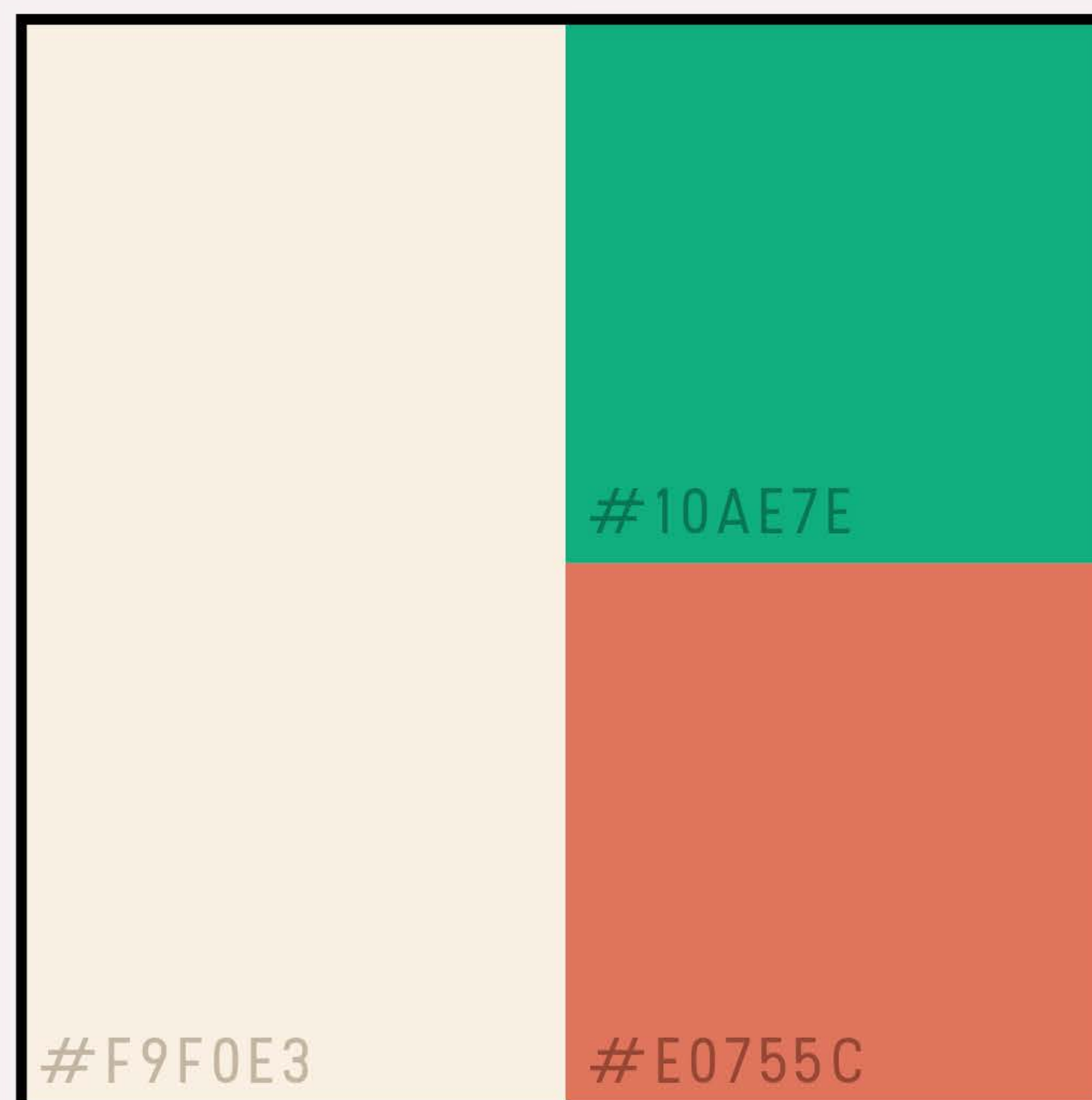
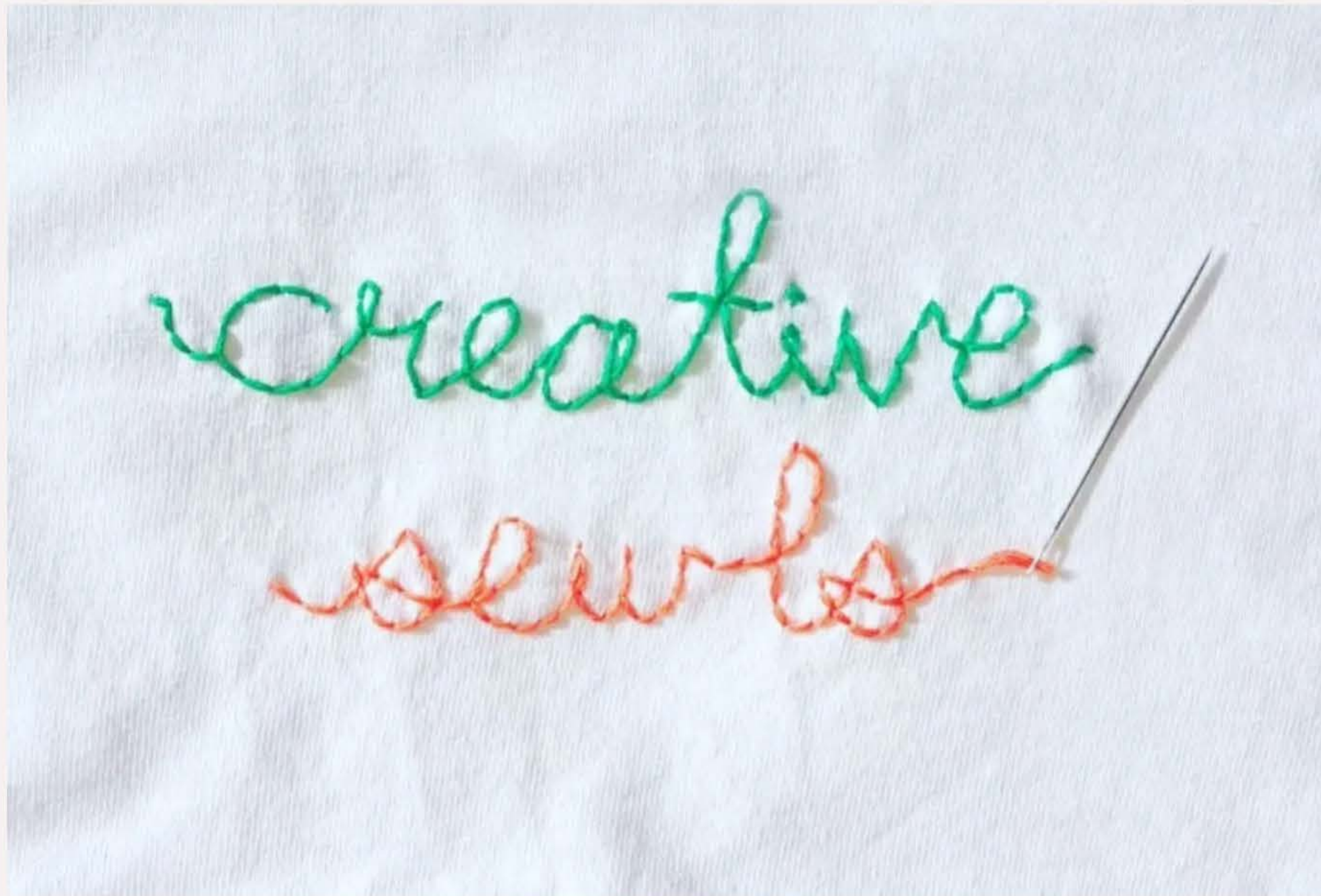
Album Cover & Character Concept Art





# Creative Sewls

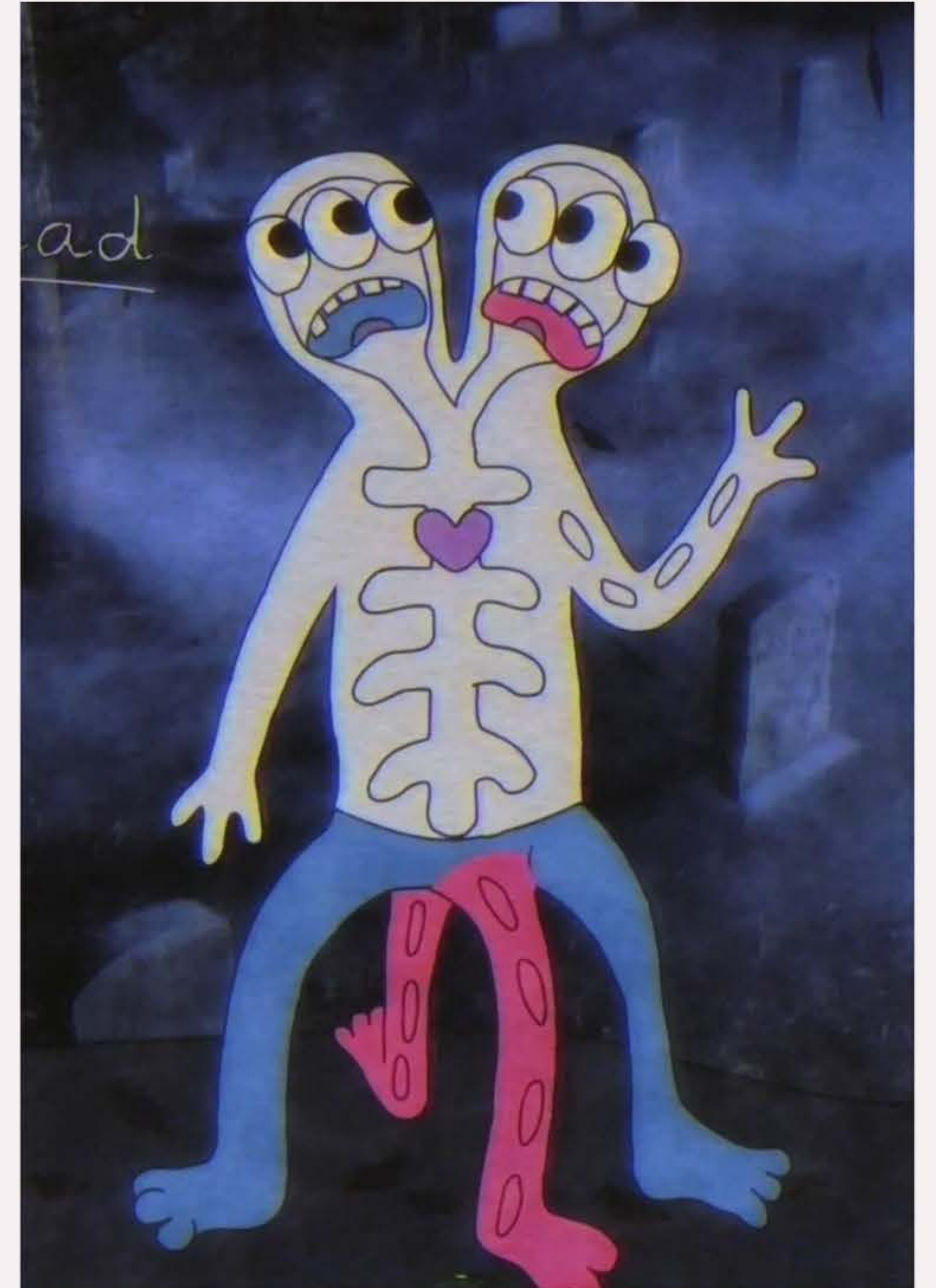
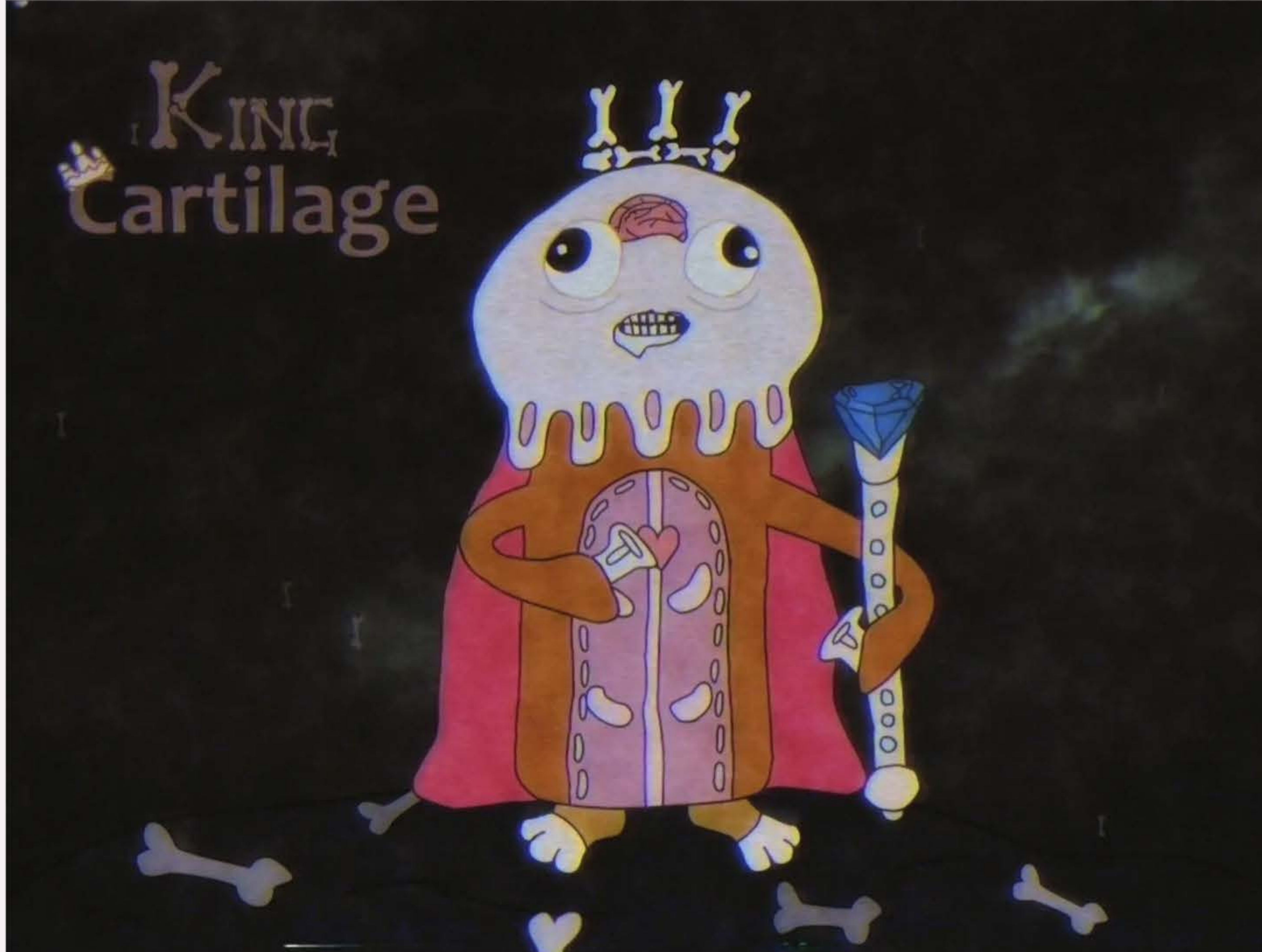
Brand Concept Art





# Alley Aliens

Graphic Design & Character Design





# DivcoWest

Graphic Design & Chalkboard Design





# Lucky Goose

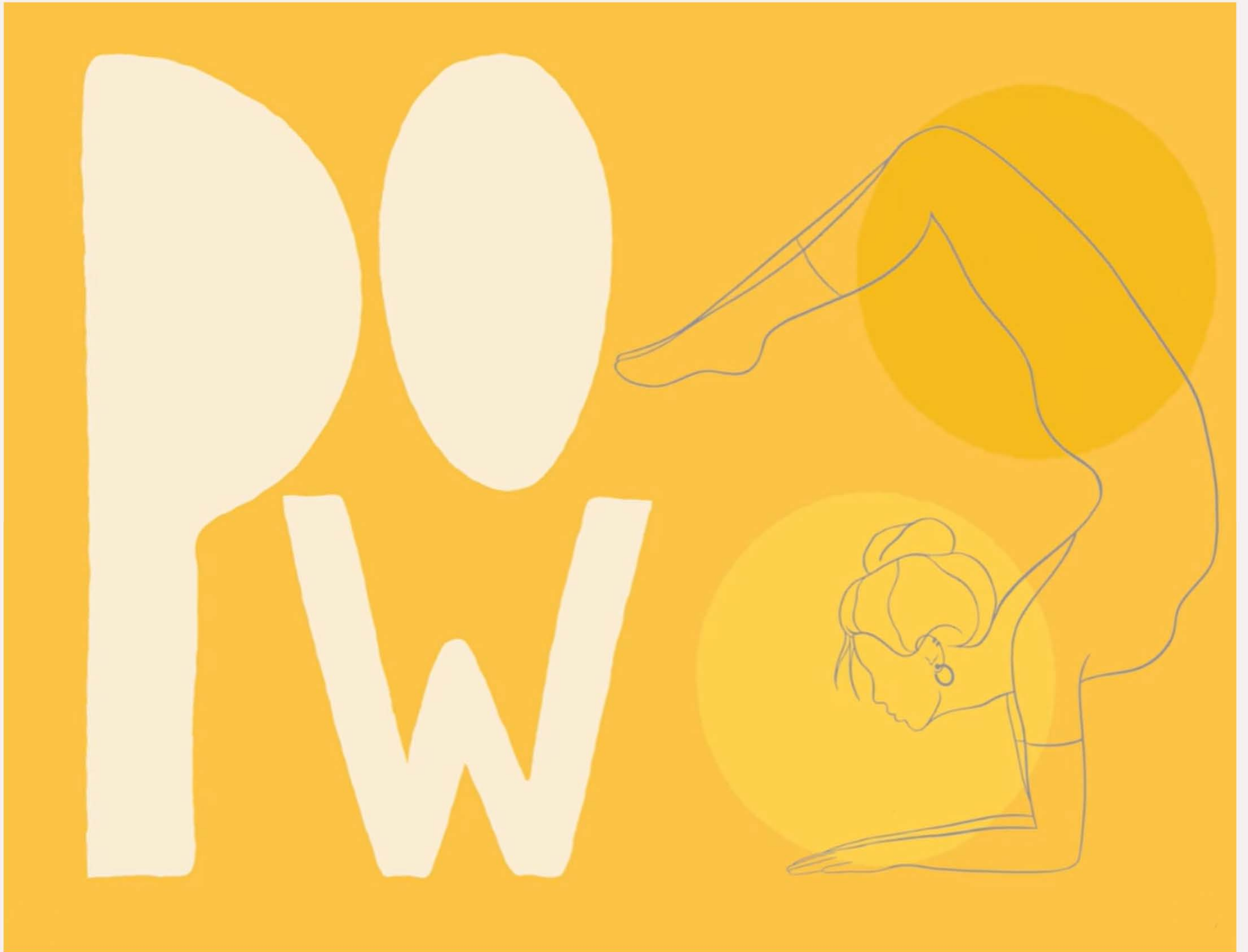
Logo Design





# POW Yoga

Logo Design







# Thank You

Follow my recent work  
[@sundog.studios](#)

