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TRIPPED COFFEE CO.

I branded Tripped Coffee from the ground up. I was part of naming the brand and I created all visuals for the company from the logo, to the marketing materials, to the packaging.

The name "Tripped" takes on a double meaning. One of the meanings referring to psychedelics, but the other referring to seeing the world and understanding where the coffee you are drinking actually comes from.

When creating the look and feel for Tripped, I wanted to touch on psychedelic visuals, but walk the line of psychedelic and minimalist. Creating an art nouveau-style font really helped with this, because art nouveau can very quickly be tweaked to give a psychedelic look.



#f26968

C - 0%
M - 74%
Y - 52%
K - 0%



#ffffff

C - 0%
M - 0%
Y - 0%
K - 0%



BICYCLE NOUVEAU
THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG





FIVE SHORES BREWING

I began freelancing for Five Shores in September of 2021 and I was creating beer labels for them. After creating a few labels, I was hired on as their sole graphic designer. For Five Shores, I designed packaging, merchandise, marketing materials, advertisements, and helped develop their brand.

Beer labels are among the most fun projects for me to work on in my career and I was able to really enjoy myself when making labels for Five Shores, because they wanted the art to speak rather than their branding.



FIVE SHORES BREWING

every five | ipa
dry-hopped every five minutes for 10 hours
MI Chinook | MI Copper | MI Cascade | MI Centennial | Mackinac

FRESH FROM BENZIE - PRODUCED AND PACKAGED BY FIVE SHORES BREWING IN BEULAH, MI NOT PASTEURIZED. KEEP COLD. ENJOY FRESH.

1 PINT - 16 FL. OZ. GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

BREWERS ASSOCIATION INDEPENDENT CRAFT

F FIVESHORES

F FIVESHORES

1 PINT - 16 FL. OZ. GOVERNMENT WARNING: According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

BREWERS ASSOCIATION INDEPENDENT CRAFT

NOT PASTEURIZED. KEEP COLD. ENJOY FRESH.

FIVE SHORES BREWING

Talking Cursive
Triple NEIPA

F FIVESHORES

1 PINT - 16 FL. OZ. GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

BREWERS ASSOCIATION INDEPENDENT CRAFT

NOT PASTEURIZED. KEEP COLD. ENJOY FRESH.

Kuma BREWS
STAY OF STOUT

FIVE SHORES BREWING

FRESH FROM BENZIE - PRODUCED AND PACKAGED BY FIVE SHORES BREWING IN BEULAH, MI NOT PASTEURIZED. KEEP COLD. ENJOY FRESH.

1 PINT - 16 FL. OZ. GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

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QR Code

saldanha | west coast sorghum ipa
African Queen (South Africa) | MI Chinook
Simcoe | Southern Star (South Africa)

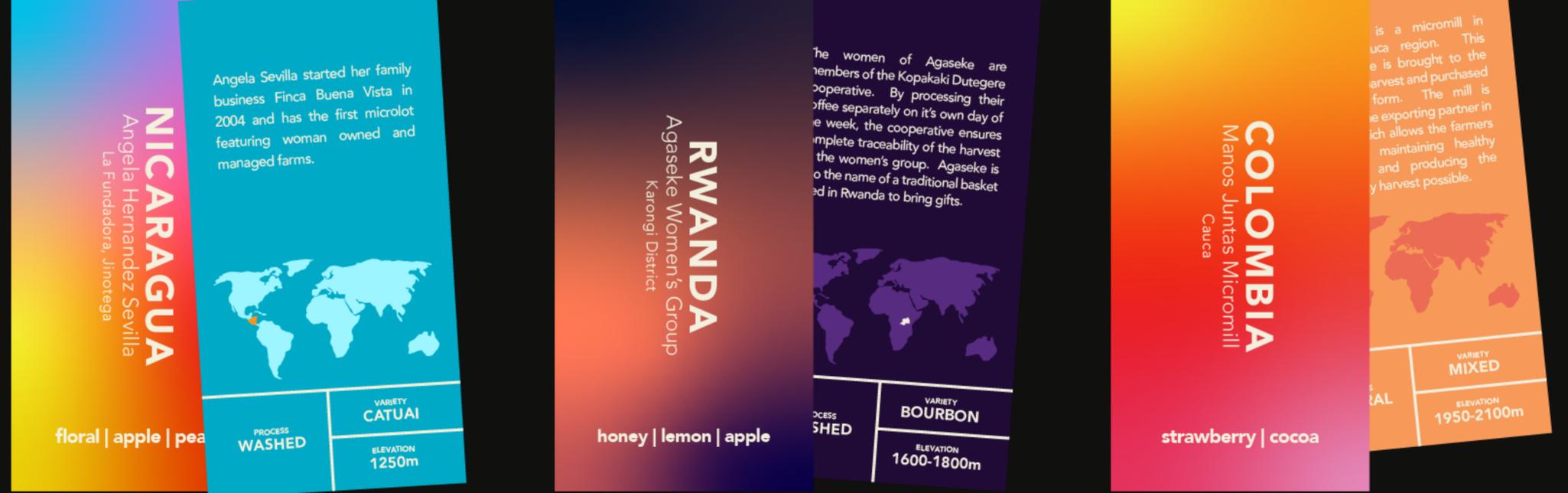
BREWERS ASSOCIATION INDEPENDENT CRAFT

CULTIVATE COFFEE & TAP HOUSE

Cultivate is a community space in Ypsilanti, MI that hosts events, partners with local businesses, roasts and serves their own coffee, and serves beer/wine/cocktails.

When I began working with Cultivate, the brand used almost exclusively black and white. The new owners wanted a color injection into the brand, so I began having fun with freeform gradients and created a line of coffee packaging that gave each different coffee a specific gradient. The colors used for these gradients would depend on the region the coffee came from. I assigned each coffee-growing region a spectrum of colors and generated a new gradient whenever Cultivate roasted a new coffee.

I also created merchandise items, alternate logos, social media posts, glassware, signage, etc.



cultivate



CULTIVATE
GROW
YPSI



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cultivate
coffee & tap house

DESCRIPTION:

STYLE:

ABV % CANNED DATE:

