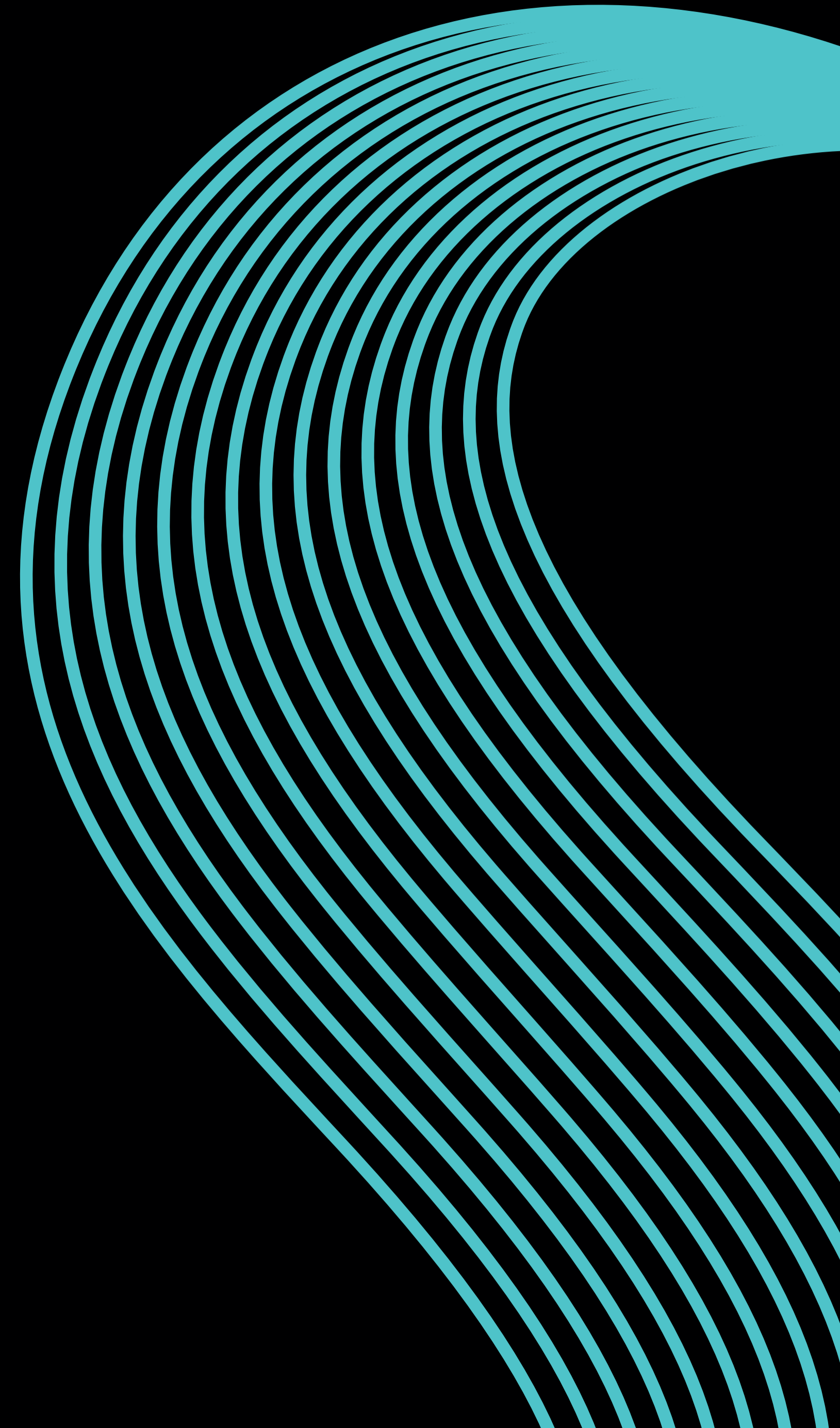


SONIA CHASE
graphic designer



CraftWork Brewing Company

Goal: To design a logo and a series of beer labels for CraftWork Brewing's Farm to Barrel Series. The Farm to Barrel Series is a series of blonde ales that are infused with seasonal berries picked at the height of the summer season.

Solution: For the logo I paired a modern hop with a more rustic style font. For the beer labels I highlighted the berries and paired them with a monochromatic color palette to help emphasize each individual flavor. The hand drawn look of the berries helps tie in the old rustic look Craftwork Brewing is known for.

ILLUSTRATOR / PHOTOSHOP



PACKAGE & LOGO DESIGN



FARMER'S RESERVE strawberry



blond sour ale
farm to barrel series

12 fl oz



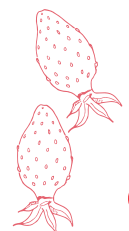
GOVERNMENT WARNING:(1)According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

brewed by
Craftwork Brewery
Salem, OR



A celebration of the summer harvest, this blond sour ale is loaded with Seascap Strawberry grown at Nanneman Farms in Salem, Oregon. These delicious juicy berries are swept by cool evening breezes and drenched in warm daytime sun before being hand-picked and added to this tart and refreshing ale. Enjoyed with classic charcuterie and summer salads.

7% ABV



FARMER'S RESERVE blackberry



blond sour ale
farm to barrel series

12 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.

brewed by
Craftwork Brewery
Salem, OR

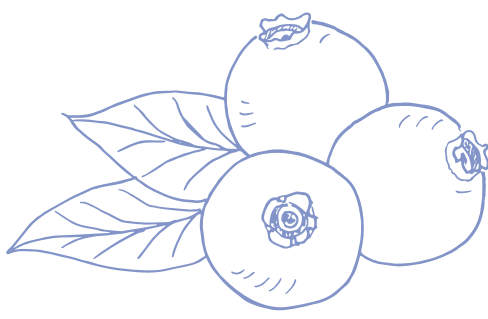


We love blackberries. Tart, sweet and complex but guarded by thorny branches, these alluring fruit have been a favorite of ours since we added them to our very first beer. This sour blond ale is infused with loads of Blackberries harvested from the lush Willamette Valley and aged in wine barrels until our wild yeasts worked their magic. Pair with duck dishes and summer salads.

7% ABV



FARMER'S RESERVE blueberry



blond sour ale
farm to barrel series

12 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.

brewed by
Craftwork Brewery
Salem, OR



Blueberries are all about the color that deep luscious purple reminds us of summer blueberry cobbler, still warm pie on a window sill and perfect blueberry muffins. We set out to capture that summer in a glass filling in our barrels, and the result is this delicious beer. We selected the very best Oregon grown hand-picked blueberries and added them to oak barrels with our sour blonde ale, blended for the bright color, delicate fruit flavor, refreshing sourness and a touch of wine barrel oak. The resulting beer is infused with delicate blueberry essence, a reminder of long summer days.

7% ABV



PACKAGE & LOGO DESIGN

Radiance Beauty Company

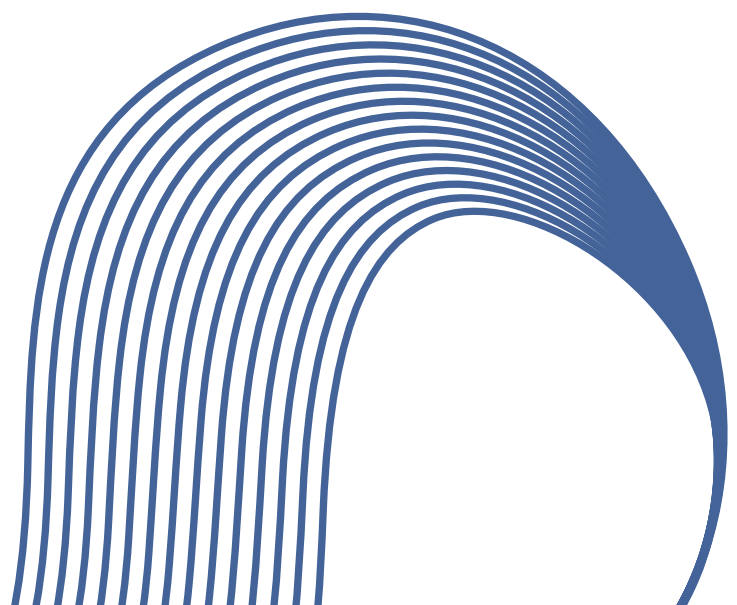
Goal: To design a logo along with packaging for a skin care brand. Radiance Beauty products are a luxury brand that use rose essence and rose oil as a key ingredient.

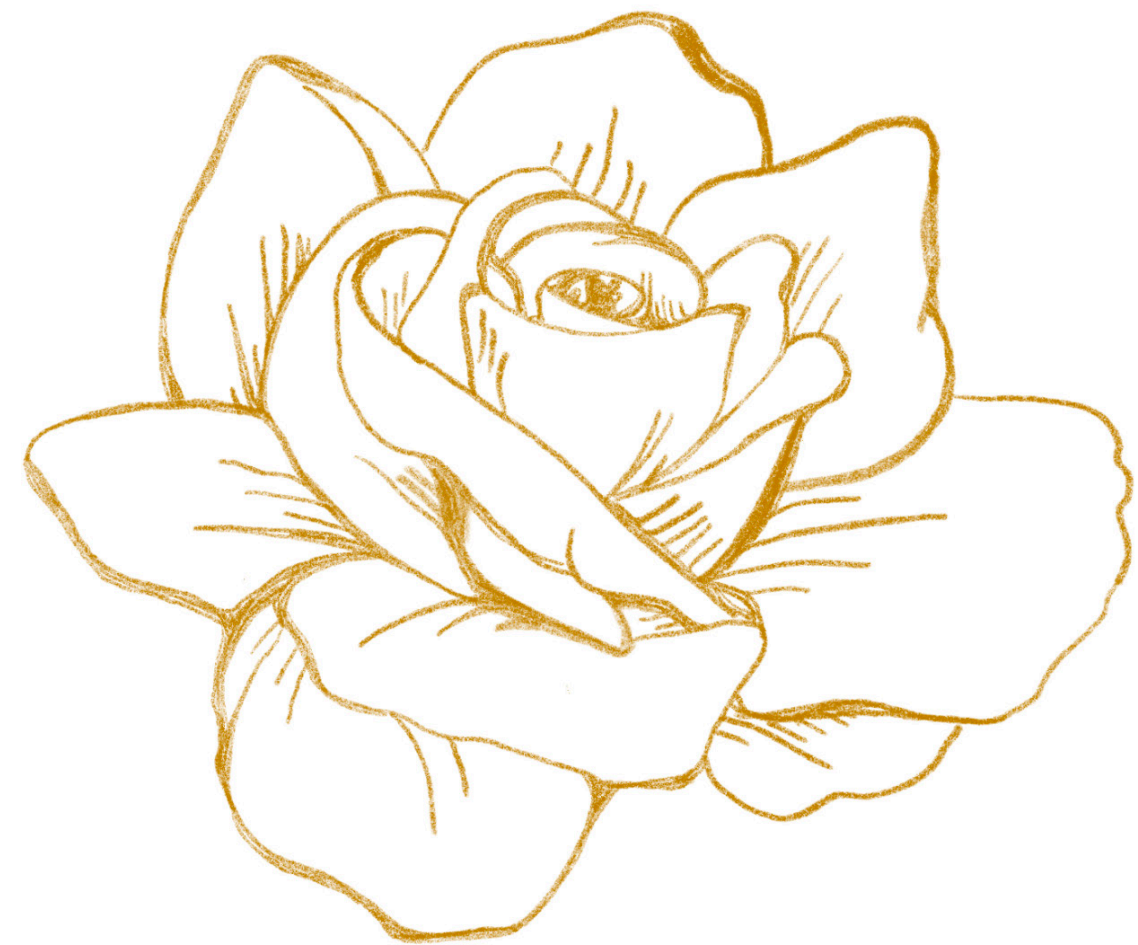
Solution: For the logo I focused on using the R and the B from the name for brand recognition. Fine lines and cut outs in the letters tie in some femininity to the logo. I centered my package design around the key ingredient, the rose. I sketched a few different roses and then created a pattern to cover the package. I chose royal blue and gold for the color palette in order to give the packaging a feel of luxury.

ILLUSTRATOR / PHOTOSHOP / PROCREATE

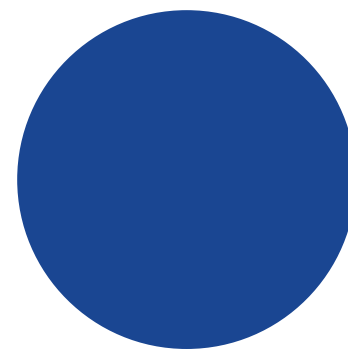
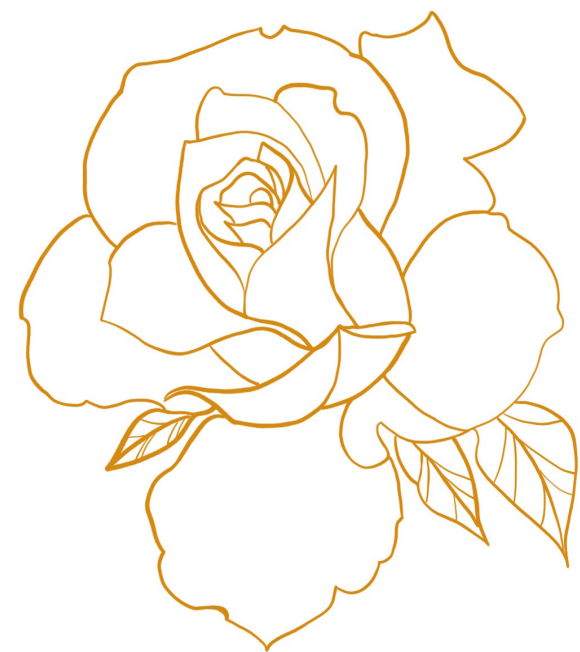


PACKAGE & LOGO DESIGN

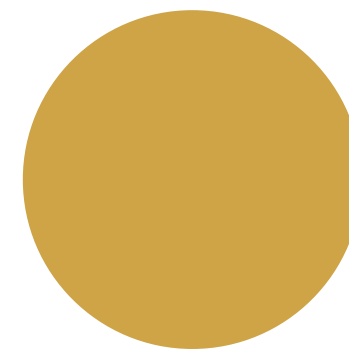




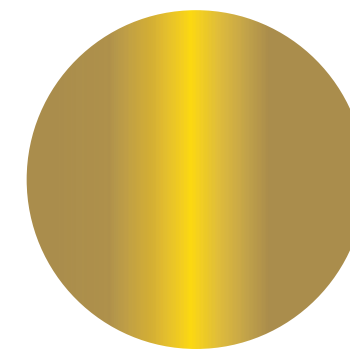
RADIANCE
RB
BEAUTY



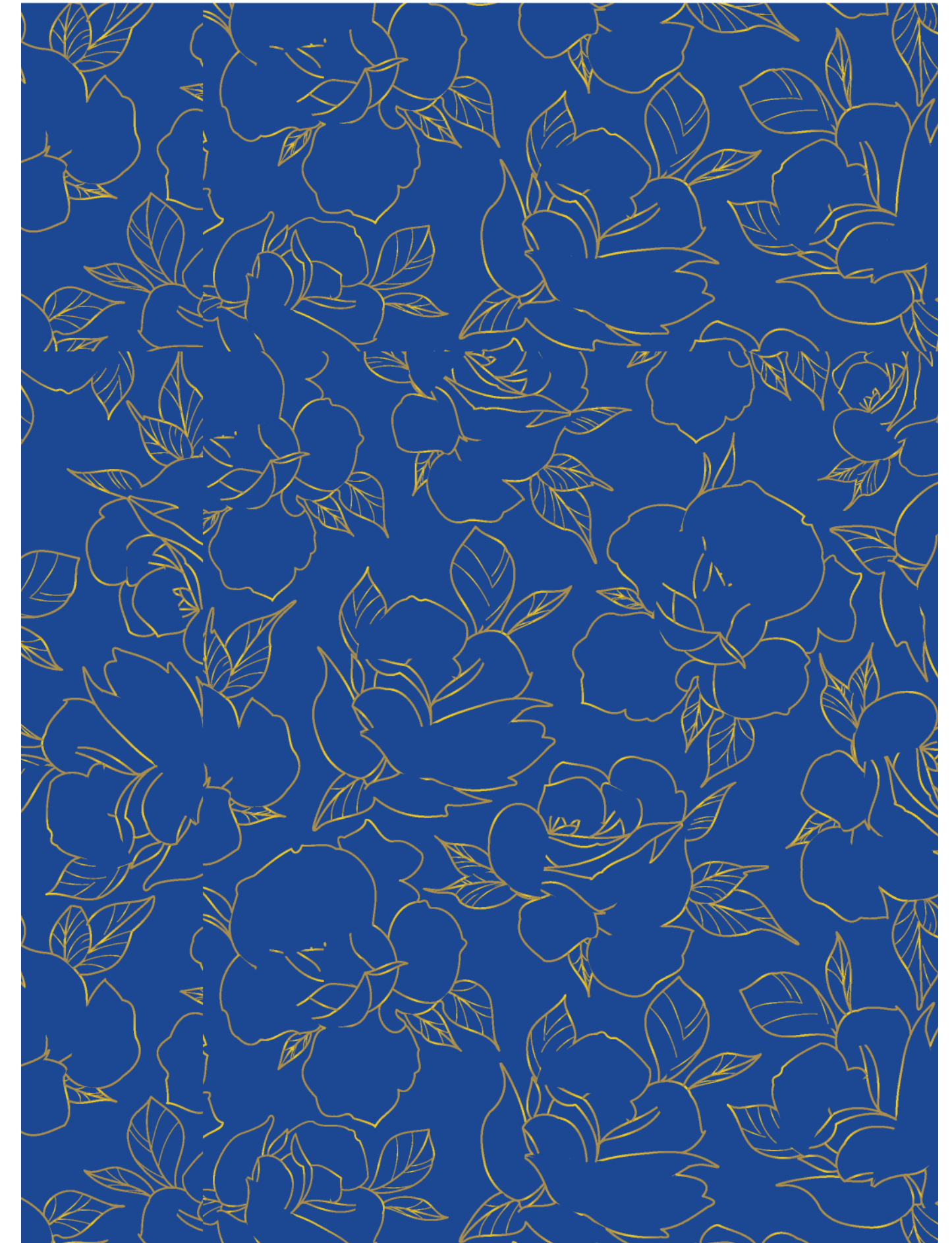
#1d4691



#cea348



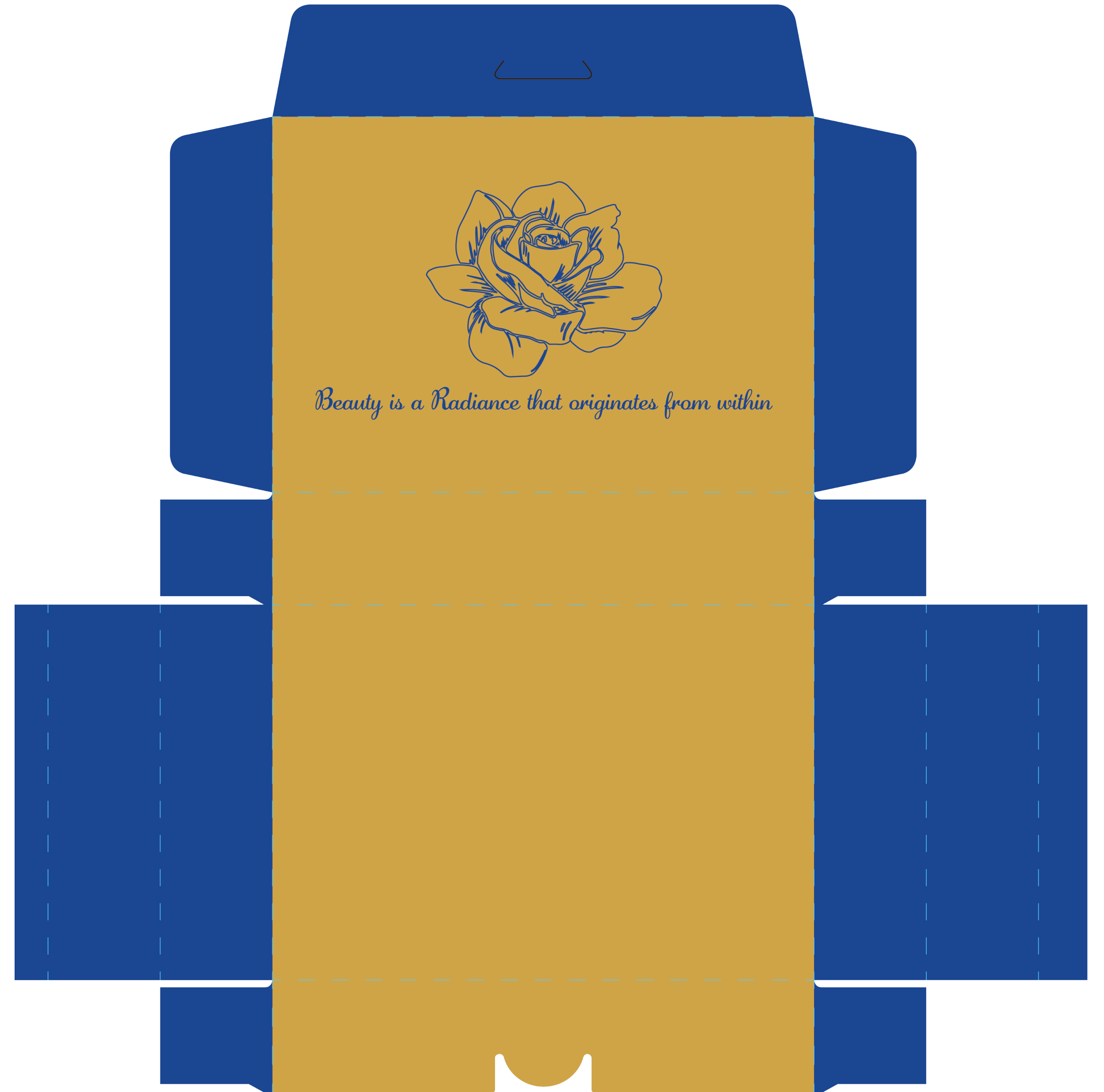
gradient



EXTERIOR



INTERIOR



Mid-Valley Suicide Prevention Coalition

Goal: To redesign the logo for Mid-Valley Suicide Prevention Coalition. The new logo should represent the mission and the values of the organization, conveying strength, security and hope for those in crisis.

Solution: This logo combines the lotus flower and the semicolon. A Lotus flower is a symbol of strength and resilience, despite its environment. The semicolon has become a symbol and continuation. The blue tones are calming and serene, they evoke the feeling of tranquility, hope and the security. The combination of all three elements symbolize strength, security & hope.

ILLUSTRATOR / INDESIGN / PHOTOSHOP



Mid-Valley
Suicide
Prevention
Coalition

Acumin Variable Concept
Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Acumin Variable Concept
Semi-Bold

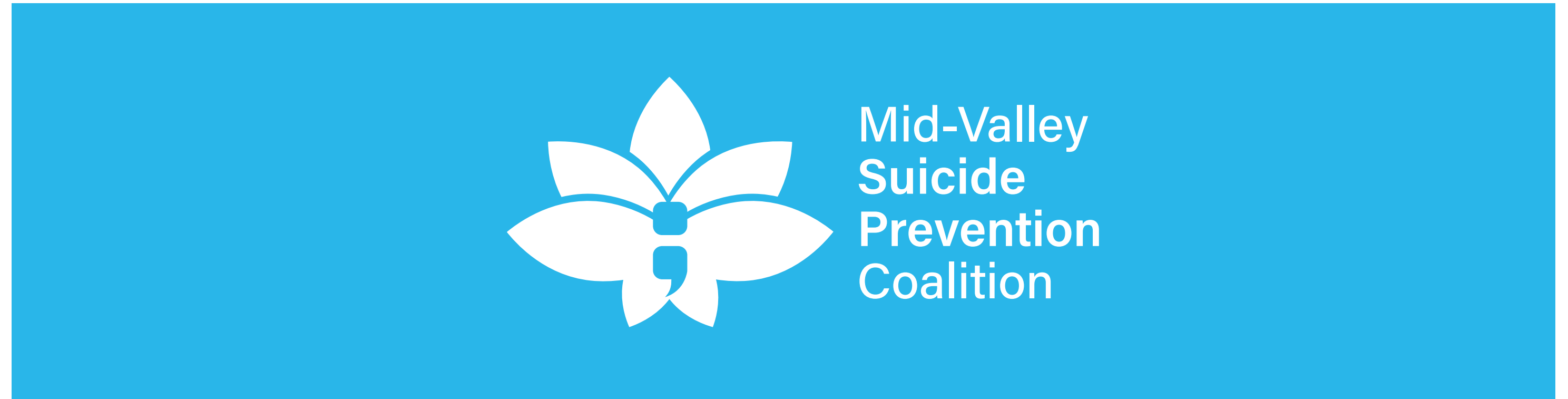
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz



#2bb5e9
RGB 43, 181, 233
CMYK 67, 8, 0, 0



#4e7a92
RGB 78, 122, 146
CMYK 74, 44, 31, 5





Creative Pix Photobooth

Goal: To create a logo and brand guide for Creative Pix Photo booth, Creative Pix is a mobile photo booth company that serves big corporate events, weddings and anyone who wants to capture memories of life's special moments.

Solution: This brand guide highlights the bold colors from the Creative Pix color palette. This brand guide, guides brand users on proper use of the brand in order to maintain brand consistency; mission statement, company values, logo do's and don't's, color palette and typography.

INDESIGN / PHOTOSHOP / ILLUSTRATOR





Creative Pix Photo booth Typography

Acumin Variable Concept is a versatile typeface with a wide range of weights and widths. This sans serif typeface is clean and simple and is a great juxtaposition when placed next to *Love Script*.

Acumin Variable Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,,:;"!?

Acumin Variable Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,,:;"!?

Acumin Variable Semi bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,,:;"!?

Love Script adds a personalized touch to Creative Pix Photo booth logo. This brush/pen lettering style maintains classic calligraphic influences while having a fun, modern flair.

Love Script is only used in the logo, but can be used in Creative Pix Photo booth communications whenever adding emphasis to a headline.

Love Script Regular
 ABCDEFGHIJKLMNOPQ
 RSTUVWXYZ
 abcdefghijklmnopq
 rstuvwxyz
 1234567890,,:;"!?

Creative Pix Photo booth Typography Guidelines

Acumin Variable Concept is the typeface for Creative Pix Photo booth communications. Please note Acumin Variable Concept remains legible in all of its weight options but should only be used as follows. All other weights may be approved when necessary depending on the size of the communication needed.

Titles and Headings

Use Medium or Semi bold weight with automatic leading and 10 point tracking

Body Text

Use Regular weight with automatic leading plus 1 and automatic tracking.

Heading/Title

Lorem ipsum dolor sit amet. Ut nostrum iusto aut autem illo qui Quis inventore aut rerum eligendi est porro amet. Ad omnis veniam a unde molestiae rem enim ducimus eos minus officiis quo molestiae alias ea dolor nobis.

Sed dicta quis sed quisquam galisum sit omnis amet sit expedita tempora in fugit deleniti et accusantium voluptas est ducimus dolor.

Creative Pix Photo booth Colors

The **primary colors** are found in the logo and are an essential part of our brand identity. Pink and black can be used with accents of white when necessary.



Secondary Colors



The **secondary colors** are accent colors that add some fun pops of contrast. The secondary colors may be used in tints of 50%.

Snap a pix or it didn't happen!

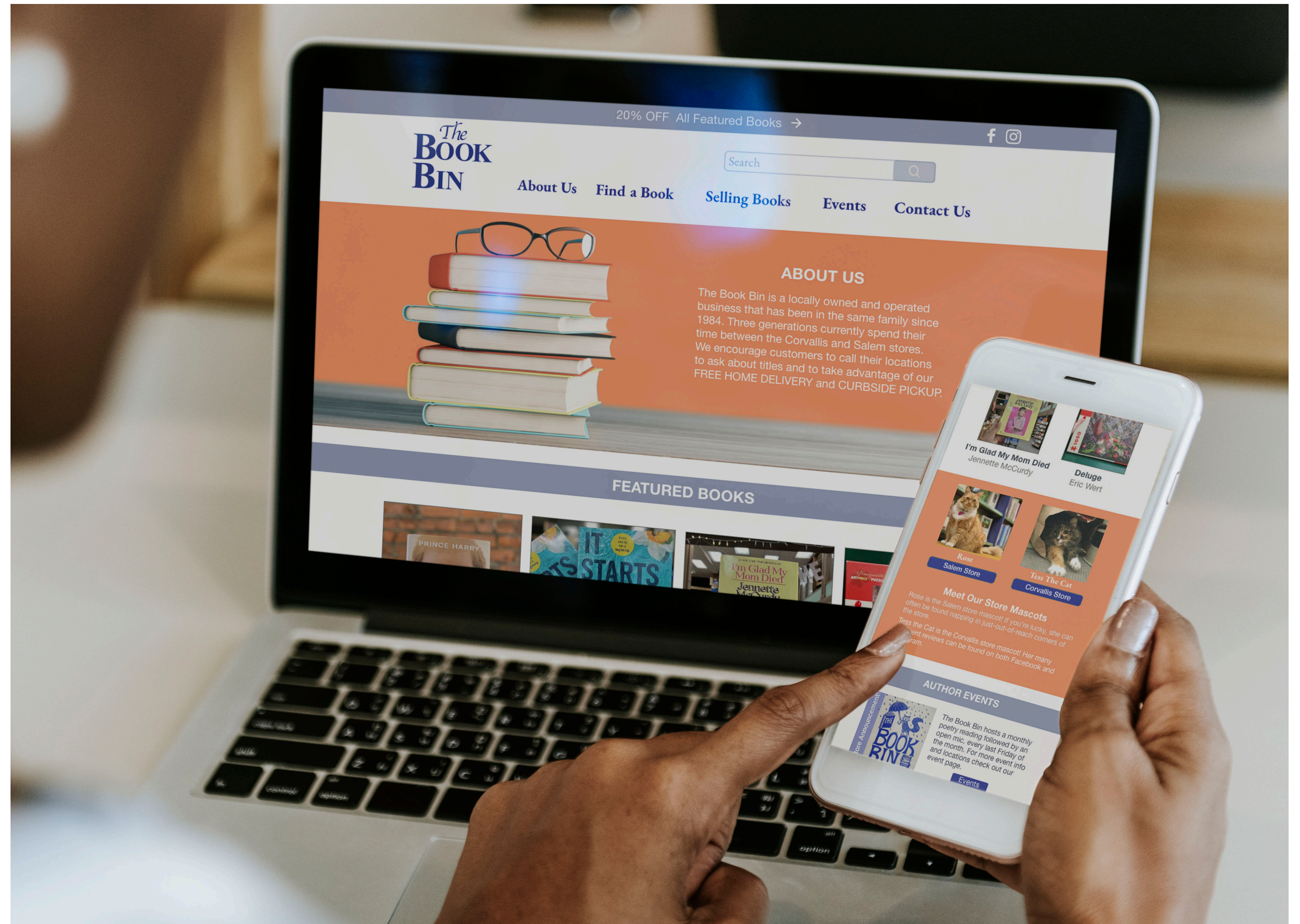


The Book Bin

Goal: To redesign a website for a local book store. The original website was dated and it was difficult to navigate. The original Book Bin website used a rich blue color as the background for all of their web pages and this made it difficult to read. My goal was to use their existing content and images and to make it more user friendly while giving it a new style and look

Solution: I simplified their logo by taking away some of the unnecessary elements. I created a color palette that softened the harsh blue while adding a contrasting color. I used blocks of color to highlight and break up site content. I also made the site mobile friendly.

ADOBE XD / PHOTOSHOP / ILLUSTRATOR




20% OFF All Featured Books →

The BOOK BIN About Us Find a Book Selling Books Events Contact Us

Search

ABOUT US



The Book Bin is a locally owned and operated business that has been in the same family since 1984. Three generations currently spend their time between the Corvallis and Salem stores. We encourage customers to call their locations to ask about titles and to take advantage of our FREE HOME DELIVERY and CURBSIDE PICKUP.




FEATURED BOOKS

| | | | |
|--|--|---|--|
|  Spare Prince Harry |  It Starts With Us Colleen Hoover |  I'm Glad My Mom Died Jennette McCurdy |  Deluge Eric Wert |
|--|--|---|--|

Meet Our Store Mascots


| | |
|---|---|
|  Rose Salem Store |  Tess The Cat Corvallis Store |
|---|---|

Rose is the Salem store mascot! If you're lucky, she can often be found napping in just-out-of-reach corners of the store.

Tess the Cat is the Corvallis store mascot! Her many eloquent reviews can be found on both Facebook and Instagram.

AUTHOR EVENTS

Announcement!




Last Friday Poetry Group Presents:
Jennifer Perrine
Feb. 3rd, 2023
5:00 PM - 7:00 PM
Caroline Kurtz with

9:41 20% OFF All Featured Books





The BOOK BIN Search



ABOUT US

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FEATURED BOOKS

| | |
|---|---|
|  Spare Prince Harry |  It Starts With Us Colleen Hoover |
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| | |
|---|---|
|  Rose Salem Store |  Tess The Cat Corvallis Store |
|---|---|


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AUTHOR EVENTS

Announcement!



The Book Bin hosts a monthly poetry reading followed by an open mic, every last Friday of the month. For more event info and locations check out our event page.


20% OFF All Featured Books

The BOOK BIN About Us Find a Book Selling Books Events Contact Us







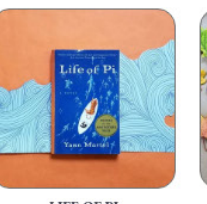
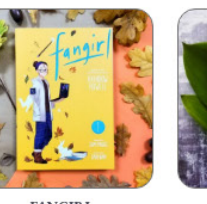


Search

FIND A BOOK

We know from experience how the right suggestion can lead us to a new favorite author or a book that changes how we look at the world. If you are looking for book suggestions, or need help tracking down a book, here are some places to start.



BEST SELLERS

| | | | | |
|---|--|---|--|--|
|  BREATH A LETTER TO MY SONS Imani Perry |  BIG FRIENDSHIP HOW WE KEEP EACH OTHER CLOSE Ann Friedman |  HOW THE POST OFFICE CREATED AMERICA Winfred Gallagher |  HOOD FEMINISM Mikki Kendall |  LEAVE THE WORLD BEHIND Rumaan Alam |
|  TEN LESSONS FOR A POST-PANDEMIC WORLD Fareed Zakaria |  LIFE OF PI Yann Martel |  FANGIRL Rainbow Rowell |  DEARLY Margaret Atwood |  BREATHE A LETTER TO MY SONS Imani Perry |



BOOK CLUBS & REVIEWS

Wondering what books other folks are reading, and what they think about them?

[Book Bin Clubs →](#)

[Salem Staff Picks →](#)


BOOK REQUESTS

9:41 20% OFF All Featured Books

The BOOK BIN Search

FIND A BOOK

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|  LEAVE THE WORLD BEHIND Rumaan Alam |  TEN LESSONS FOR A POST-PANDEMIC WORLD FAREED ZAKARIA |
|  LIFE OF PI Yann Martel |  FANGIRL Rainbow Rowell |
|  DEARLY Margaret Atwood |  BREATHE A LETTER TO MY SONS IMANI PERRY |

The Oregon Bike Shop

Goal: To redesign a website for a local bike shop. The original The Oregon Bike Shop website was a single page site, all the site content was cluttered and hard to read.

Solution: I separated the site content into several pages, I added a user friendly navigation and added clickable elements through out the site. I added some new images for additional content. From the logo I pulled in the color red and incorporated it through the site to bring emphasis on important site information and calls to action. I also made the site mobile friendly.

ADOBE XD / PHOTOSHOP / ILLUSTRATOR



OREGON BIKE SHOP Search




Home Used Bikes Service Racing Team Contact Us

EXPLORE NEW TERRAIN

The OREGON BIKE SHOP is a mechanic owned bike shop located in the heart of the Montavilla neighborhood, providing quality & fair bike repairs and sales of used bikes to the community.

[Shop Bikes →](#)

TREK Refurbished Bike Spring Sale


| | | |
|---|---|---|
|  |  |  |
| Trek FX 3 Disk \$899.99 | Trek Domain+ SLR 6 \$599.00 | Trek Roll 3.0 \$799.00 |

SERVICE

When you roll your bike into our shop for service, we will put your bike in a work stand, and inspect your bike together.

[Tune Up →](#)

Oregon Bike Shop Racing Team



Originated in 2011 by a handful of avid riders: Sue Hanna, Jim Jonke, Jon Penfold, Bradley Buselli & The Kruegers. We've seen the team grow to as many as 30+ people over the years. Some of the original members still racing today.


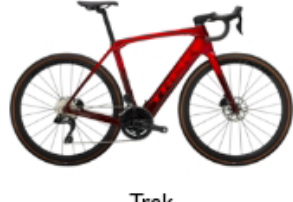

9:41 **OREGON BIKE SHOP** Search

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OREGON BIKE SHOP Search

Home Used Bikes Service Racing Team Contact Us

Oregon Bike Racing Team






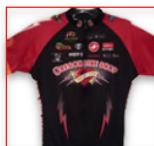
We have a diverse group of people on our racing/club team. From 9 years old to 60+ with everyone in between. Whether you're a Cat. 1 racer, masters rider, weekend warrior or 'ill shredder, you can join the team and bring the fun to riding and racing with a group of like minded people. Our main focus is Mountain Biking, Short Track racing, Cyclocross racing and alot of gravel/road riding thrown in.



Racing Events

- Cross Country Mountain Bike Nationals: Oregon CX Series
- Short Track MTB: Mondays nights at PIR
- Road Racing: Wednesday nights in July on MT. Tabor
- Cyclocross in the fall with the: Cyclocross Crusade series

Team Jerseys

| | | |
|---|---|---|
|  |  |  |
| 2022 | 2021 | 2020 |
|  |  |  |
| 2019 | 2018 | 2017 |

Racing Team Sponsors


The team would not have been possible without the many businesses that have helped support our racing. With monetary sponsorships from present & past supporters of the Portland and Montavilla Communities, as well as products and services from local & nationally recognized enterprises. Here's a list of the businesses that have supported us over the years.

Top Team Sponsors

PHI CONSTRUCTION INC | ReKREATE HOSPITALITY SERVICES | ROSE CITY SPY
 PERSONAL BEAST | FLYING PIE PIZZERIA | ECO CAR WASH | BI PARTISAN CAFE
 MONTAVILLA FARMERS MARKET | HEART STICKER OREGON | WARRIOR ROOM

Product Sponsors

Rocky Mountain Bicycles | Haro/Masi Bikes | Ridley Bikes
 Roscoe's | Fat Tire Brewery | Columbia River Brewing Co.
 Stan's No Tubes | FSA | Voler Apparel | Castelli
 Trail Nuggets | Loam Coffee | Dr. Will Bar



OREGON BIKE SHOP
 503-575-1804
 418 SE 81st Ave. Portland, OR 97215
 In the heart of Montavilla

[f](#) [@](#)

9:41 **OREGON BIKE SHOP** Search

Oregon Bike Racing Team



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Team Jerseys

| | |
|---|---|
|  |  |
| 2022 | 2021 |
|  |  |
| 2020 | 2019 |
|  |  |
| 2018 | 2017 |

Racing Team Sponsors

The Fox and The Cat

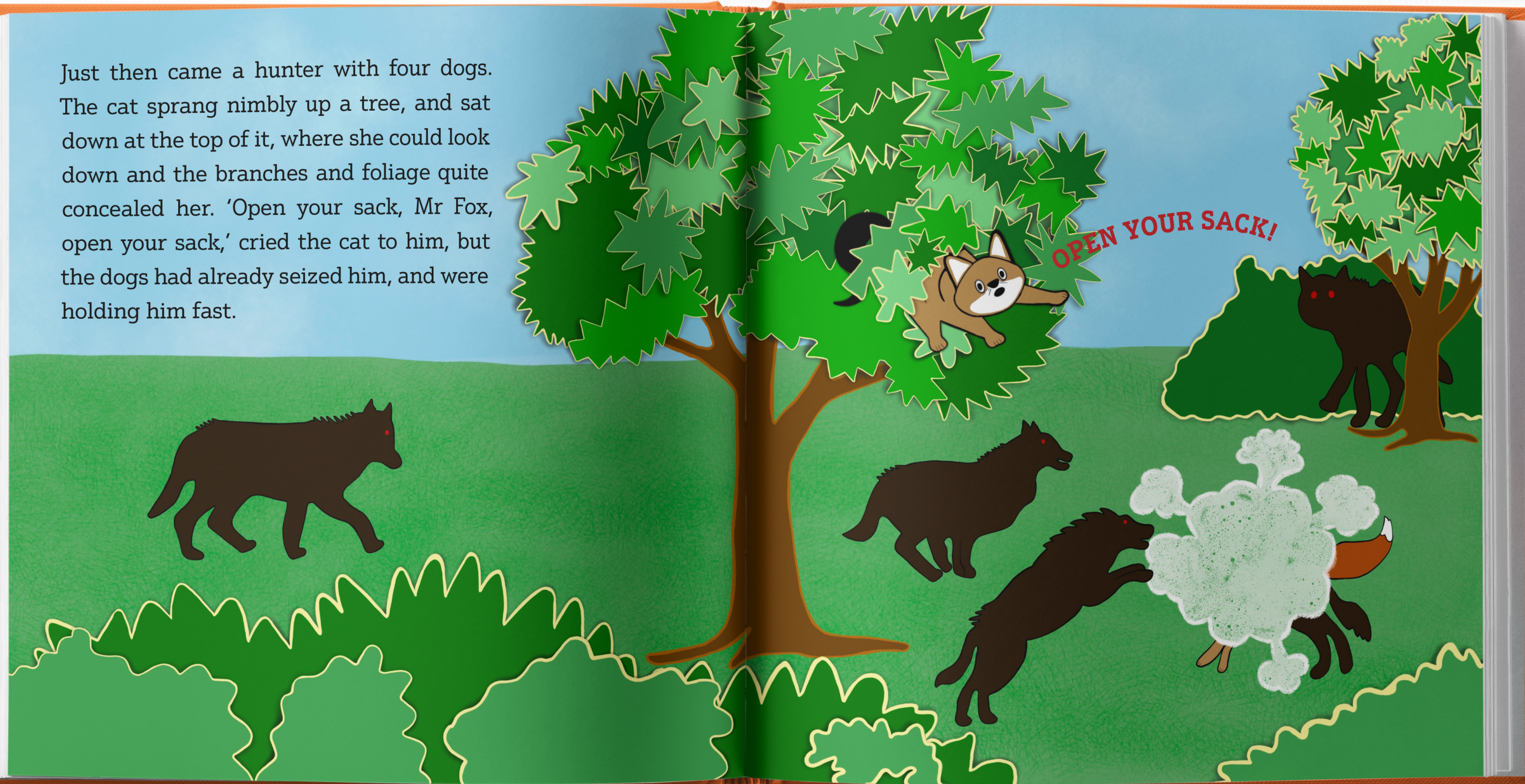
Goal: To design a children's book using an old folktale. The Fox and The Cat by Jacob Grimm and Wilhelm Grimm is a snarky tale children of all ages can enjoy.

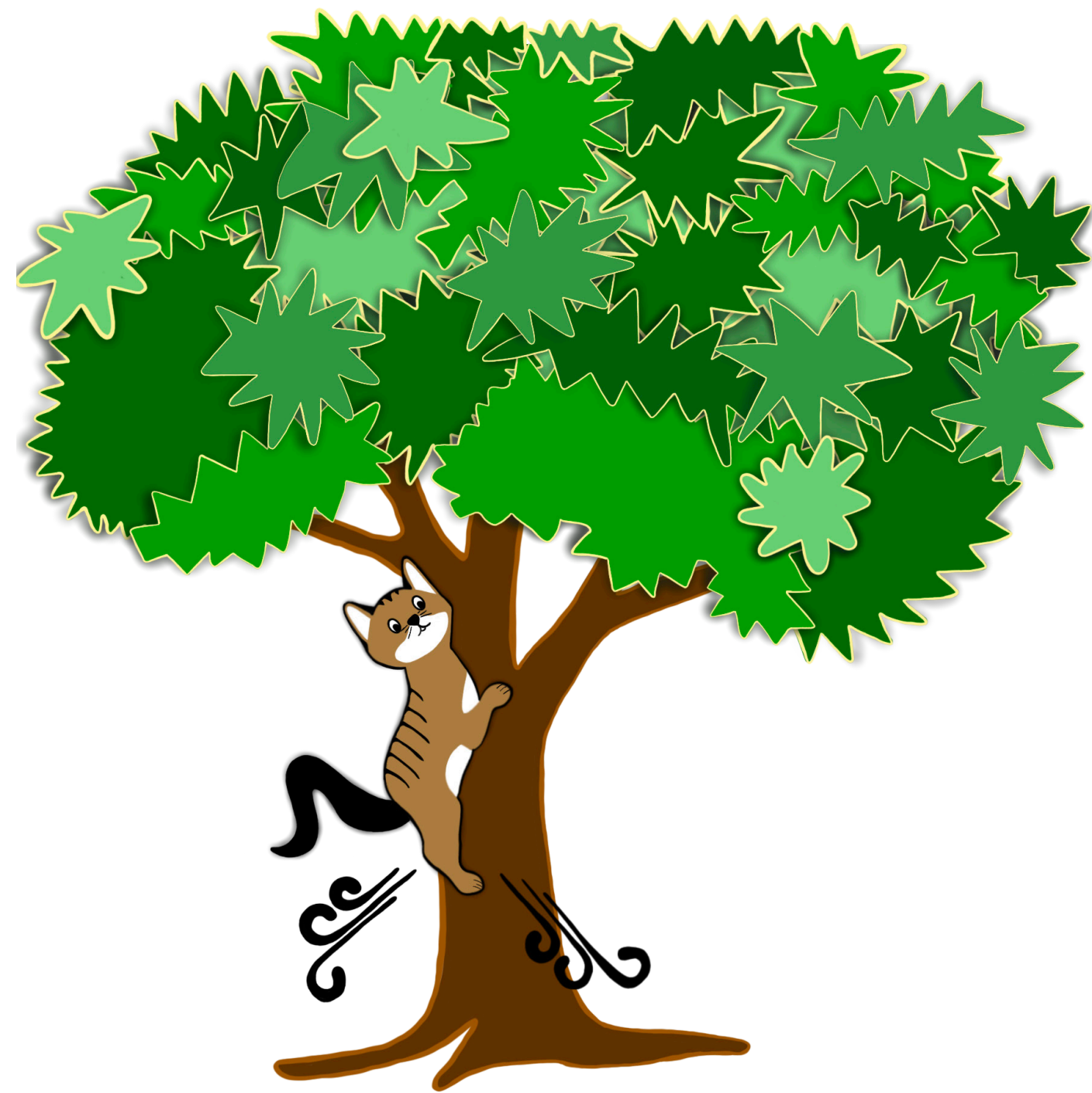
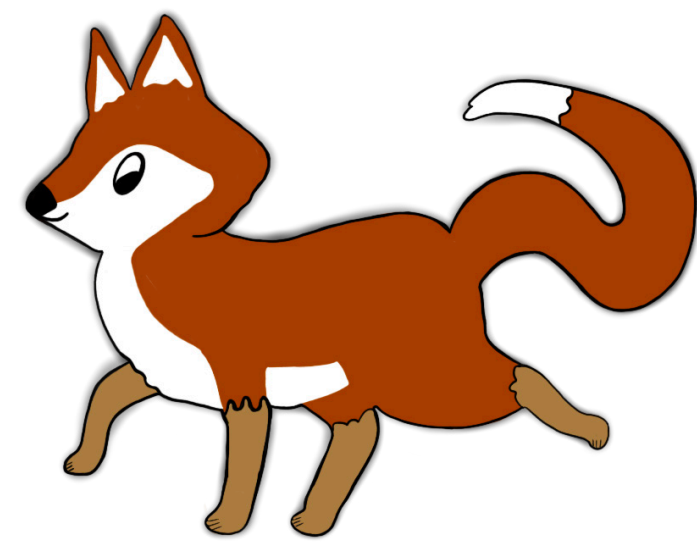
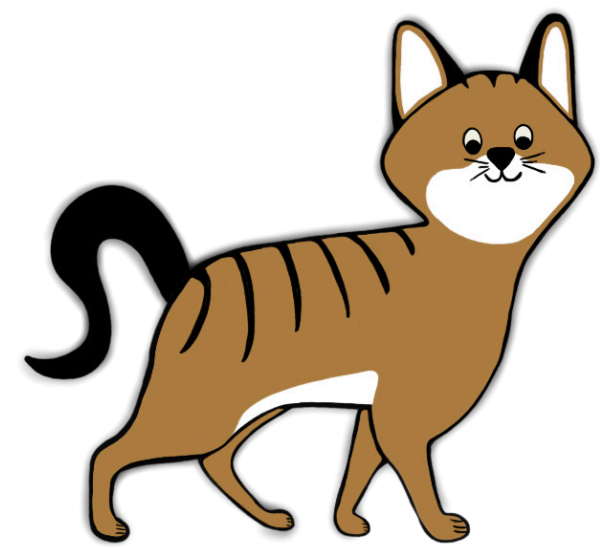
Solution: For this book I designed an easy to follow layout. I chose a slab serif font that easy to read and has enough weight to hold the readers attention. I kept the illustrations simple by focusing on the two main characters. Along with this book I designed a set of stickers with the fox and the cat.

INDESIGN / PHOTOSHOP / PROCREATE



Just then came a hunter with four dogs. The cat sprang nimbly up a tree, and sat down at the top of it, where she could look down and the branches and foliage quite concealed her. 'Open your sack, Mr Fox, open your sack,' cried the cat to him, but the dogs had already seized him, and were holding him fast.





STICKER DESIGN

Bad Ass Bakes

Goal: To create a layout design using a series of photographs that I took. I took these photographs to show the process from mixing to decorating and to finally enjoying the sweet reward.

Solution: I designed a cookbook that features sweet pastries. The bakers tough look with the tattoos is juxtaposed by the floral apron and baking utensils. With this in mind I used a simple San-serif font along with a two column layout for an easy to read and easy to follow recipe.

INDESIGN / PHOTOSHOP





DEATH BY COOKIES AND CREAM CUPCAKES

Cookies and cream cupcakes are a chocolate lovers dream. The cupcakes have Oreo cookies inside the cake and the frosting. I've taken my Death By Chocolate Cupcake recipe and folded in cookie pieces along with chocolate chips to drive home the chocolate flavor. And want to know a secret? The frosting has a cream cheese base, that gives the frosting a rich decadent taste while complimenting the rich chocolate flavor of the cupcakes.

SERVES: 12 cupcakes
PREP TIME: 10 Minutes
BAKE TIME: 35 Minutes

Ingredient List

Cupcakes:

- ¼ cup semi-sweet or dark chocolate chips
- ¼ cup dark cocoa powder
- ¾ cup all-purpose flour
- ¾ cup granulated sugar
- ½ tsp baking soda
- ½ tsp salt
- ½ cup vegetable oil
- 2 eggs room temperature
- 2 tsp vanilla extract
- 12 crushed Oreo's

Frosting:

- 8 oz cream cheese room temperature
- 7 tablespoon Butter room temperature
- 3 cups powdered sugar
- 1 teaspoon vanilla extract
- 12 Crushed Oreo cookies
- 2 tablespoon Milk
- 2 cups of boiling water

BAKERS TIP

Bring eggs to room temperature. This will help make the batter extra light and airy.



For the Cupcakes:

Preheat oven to 350F, line 1-12 cup muffin tines with cupcakes liners

In a medium bowl, sift together the flour, cocoa powder, baking soda, baking powder, and salt and mix to blend. In a bowl of a standing mixer, place the eggs, milk, oil, and vanilla pour the sugar on top then add the dry ingredients. Use the paddle attachment to mix on low until completely smooth. Bring 2 cups of water to a boil, place chocolate squares in a bowl and pour the boiling water over the chocolate and mix thoroughly but careful not burn yourself.

Continue to mix until smooth. Let batter sit for 20 minutes until cool (do not over mix). Once cool pour chocolate into the cake mix and mix on high for 3 to 4 minutes. This will add air to the mix creating a light and fluffy cake. Let batter sit for 30 minutes.

Fill cupcakes liners 1/2 full next place a whole Oreo cookie in the center and then pour batter over the top of the cookie, just enough to cover. Next bake for 30 to 35 minutes until a clean toothpick comes out from the center of the cupcakes. Remove from stove and place on a cooling rack, allow to cupcakes to completely cool before decorating.

BAKERS TIP:

In a pinch for time? When cooling the melted chocolate you can place it in the freezer for 10 minutes to cool down rather than letting sit for 20 minutes. After baking you can place the cupcakes in the fridge to cool down faster.

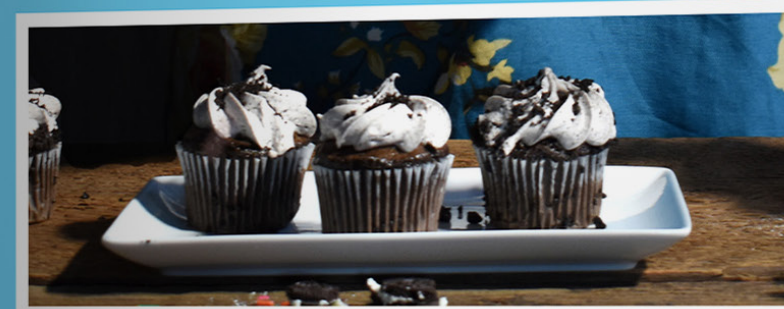
BAD ASS BAKES



Recipes by Victor Bustamante
Photography by Sonia Chase

**RECIPES WITH
AN EDGE**

Sunburst Publishing



Bad ass baking is a fun adventure in baking sweet treats. Rich Indulgent recipes like Death by Cookies in Cream Cupcakes and Hot Chocolate Lava cake are treats your family and friends will ask you to make over and over again. If you love these recipes check us out at Badassbaking.com for the latest more recipes and content on our blog.

Victor Bustamante

Sunburst Publishing
badassbaking.com

Dessert

\$26.99 US | \$33.99 CAN



Photography

The following series of photos I took with marketing purposes in mind.
The images can be used for website content, social media posts and marketing ads.



VAPOR
LOTION TO POWDER
DRY SHAMPOO
SHAMPOOING SEC
LOTION-POUDRE

R+G
BLEU









Thanks for visiting!

Let's keep in touch
soniapchase@gmail.com
Find me online at
soniachasecreative.com
[@soniachasecreative](https://www.instagram.com/soniachasecreative)