



renée m. green
graphic design

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4 1 2 . 5 5 9 . 1 2 0 6



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CARDIFF CREAMERY

*color palette +
type study*



Cardiff
Creamery



Cardiff
Creamery



Cardiff
CREAMERY



Cardiff
CREAMERY



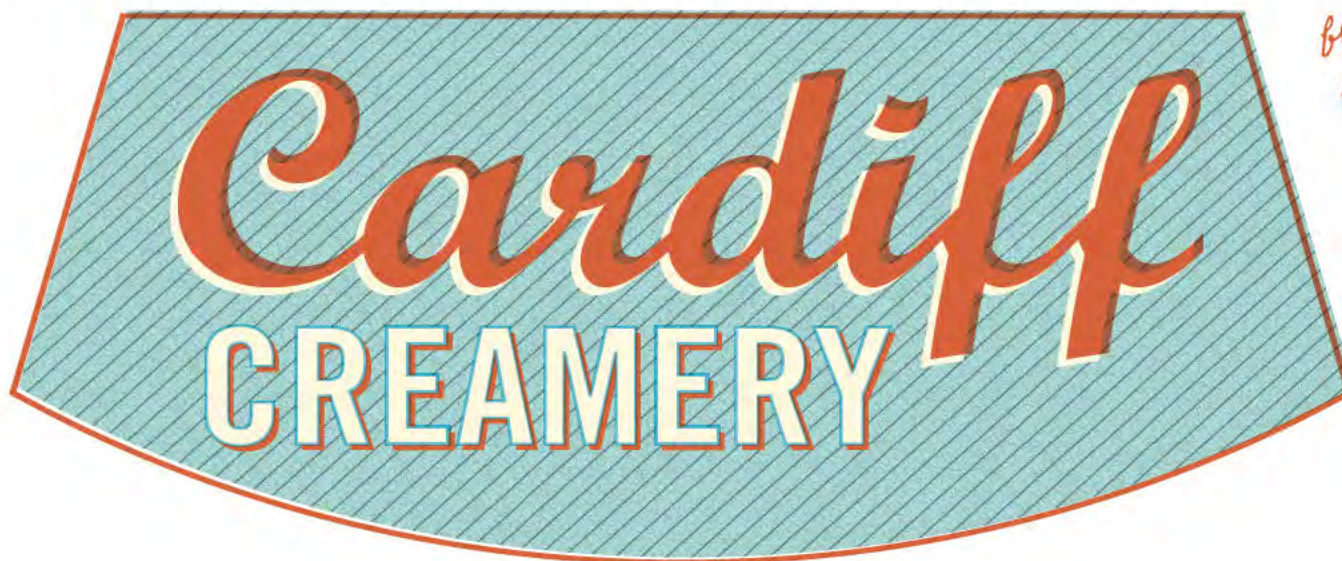
Cardiff
Creamery



Cardiff
Creamery



Cardiff
Creamery



*final
logo*



packaging



FOUR STICKS

NET WT. 1LB (453g)



*from our farm
...to your table!*



CLIENT
Cardiff Creamery

JOB
branding, packaging

CONTRIBUTION
logo, photocompositing,
container selection

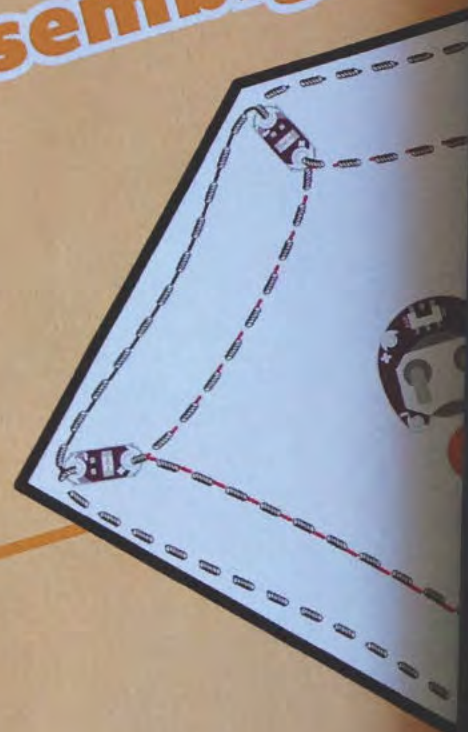
SOLUTION
To underscore the handmade quality and family-owned care of their product, the color palette and typography is sampled from historical packaging examples. Current photography, contemporary shapes, and a cheerful stripe keep the design modern.



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STEAM CARNIVAL DESIGN KITS

assembly, part 2



MAKE

38



3

LED and continue positive

5

Use the same technique down and connect all of negative (-) pins.

6



CREATE
YOUR
OWN

Light-Up Fashion Kit

Just
provide your
own sewing
materials and
fabric!



PRESENTED BY THE

STEAM

CARNIVAL

AND TWO BIT CIRCUS

CLIENT

Two Bit Circus/STEAM
Carnival

JOB

publication design,
curriculum design

CONTRIBUTION

book layout and styling,
illustration, photography,
copy editing

SOLUTION

In the Light-Up Fashion kit, first in the company's line of educational STEAM design kits, readers are introduced to design thinking and then guided through creating a wearable electronics project in color-coded pages. Full-bleed colors and chunky type keep the design accessible to the kit's intended target of 3rd- to 8th-grade girls, while detailed drawings and photography make the book easy to follow.



Design thinking

Welcome! With this kit, you're going to be an engineer, a designer, a creator, an inventor—are you excited? All of these people engage in a type of thinking we call **design thinking**, a cyclical process outlined here:

INSPIRATION

What do I want to make? Do similar things exist? What materials can I use? What are my limitations?

EXPLORE

Experiment with selected materials. What have other people made? How do they work?

PLAN

How do the pieces fit together? Create visualizations (drawing/collage/etc.) of what you want to



Electronics: microcontrollers

[3] twinkle
positive pin (+)
negative pin (-)
[2] blink



Included in your kit is a LilyTiny®, a type of microcontroller designed to be used in wearable electronic projects. LilyTiny contains a microchip, which is a tiny computer. Connect the LilyTiny to LEDs and a power source and the LilyTiny tells the LEDs how to behave!

The LilyTiny has four different LED output preprogrammed functions:
[0] Fade
[1] Heartbeat
[2] Blink

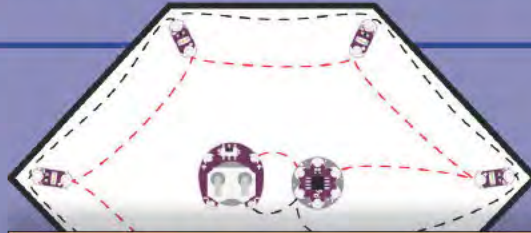
Add a LilyTiny to your circuit!



More leads are necessary in order to insert a LilyTiny in a circuit. Placing the LilyTiny between the battery and the LED ensures that the LilyTiny will be able to send information directly to the LED.

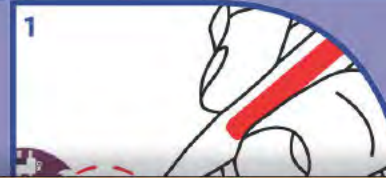
Notice how the positive (+) pin of the LED connects to the desired function pin of the LilyTiny and the negative (-) pin of the LED connects to the negative (-) pin of the LilyTiny.

Create sewing guides

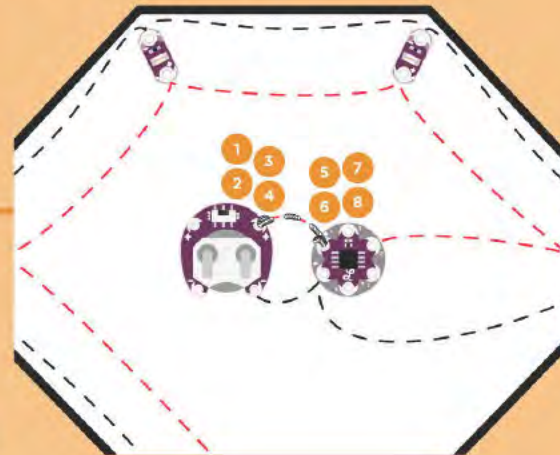


Let's figure out where to sew your conductive thread!

- Using a red pen, draw a dotted line connecting the positive (+) pins on the battery holder and LilyTiny. Which LilyTiny function pin did you select on pages 24-25? Draw a dotted line from your chosen function pin on the LilyTiny to the positive (+) pin on one of your LEDs. Finally, draw one more dotted line to connect



Assembly, part 1



Bring needle from back of fabric through (+) on battery holder and back again to make a loop stitch.



Repeat steps 1 and 2 a few times to make several loops, securing the pin to the fabric.



Stitch along your red dotted line towards the LilyTiny and secure the (+) pin as in steps 3 and 4.



Bring the needle to the back of the fabric, make a knot, and trim the extra thread.





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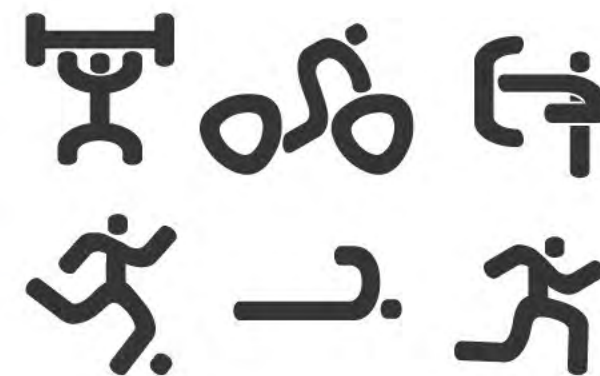
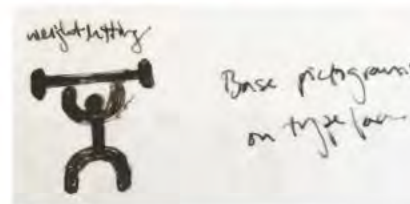
LAGOS 2036



logo development



event pictograms



CLIENT

Lagos 2036 olympics

JOB

branding, apparel

CONTRIBUTION

logo development, icon development, product design and compositing

SOLUTION

The city of Lagos, marked by small flower—common to the traditional lacework of the region, lies at the mouth of Lagos Lagoon, whose shape resembles the olympic flame. Green and white from the Nigerian flag are highlighted by yellow from the Lagos *danfo* minibuses. Pictograms are derived from the wordmark.





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SEEING WITHOUT SIGHT



Weingart Foundation

Special Exhibits Gallery

Seeing



Without



Sight



Seeing Without Sight is a hands-on exhibition, produced by the California Science Center in conjunction with The Braille Institute, engaging sighted members of the public to understand the alternative ways by which blind and visually-impaired people experience the world.

January 18 - May 24, 2014



CLIENT

Seeing Without Sight

JOB

exhibition design

CONTRIBUTION

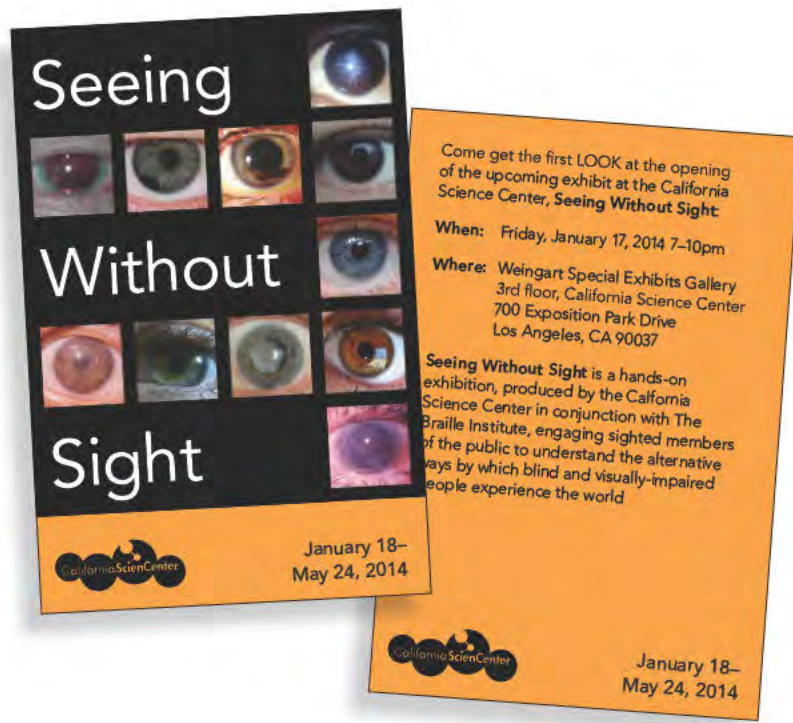
exhibit storyboard, site layout, marketing collateral, entrance graphics, feature display development

SOLUTION

With a mission to engage sighted members of the public to understand the alternative ways by which blind and visually-impaired people experience the world, the exhibition incorporates a combination of printed information and interactive displays. Hands-on simulations of blindness and experiential blindfolded activities gives viewers empathy for the conditions they've read about and seen in illustration.

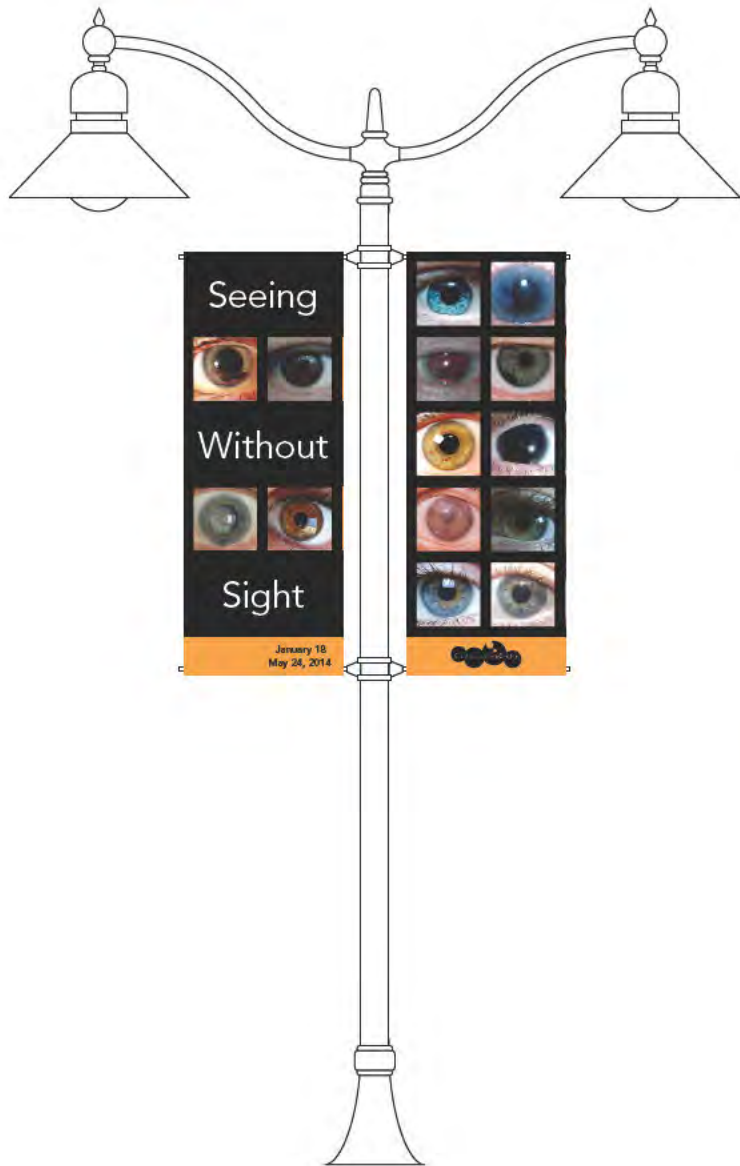
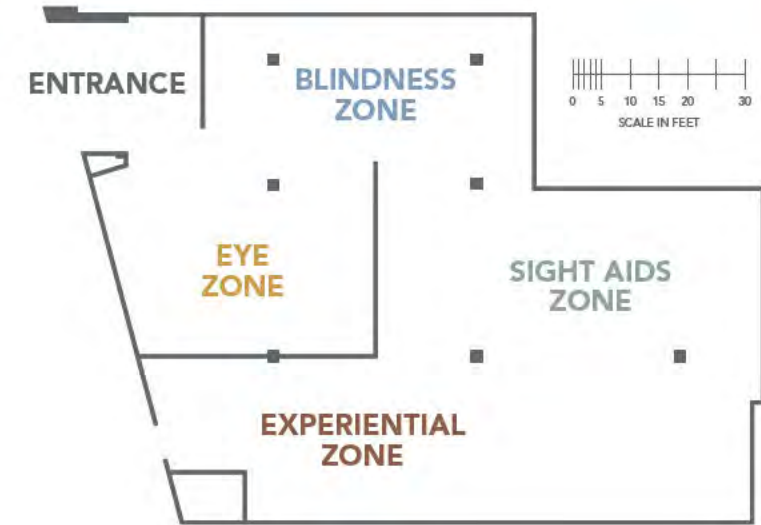
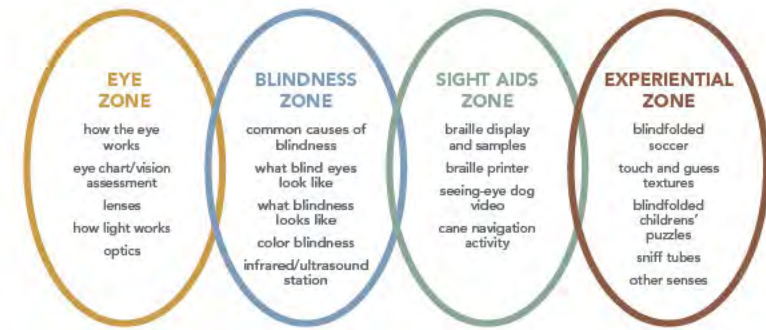


January 18 - May 24



postcard
+
banners

storyboard
+
site plan



interactive feature display

WHAT BLINDNESS LOOKS LIKE

Age-related blindness can be caused by many different conditions related to physiological changes in the structure of the tissues of the eye. These structural changes affect the way that light interacts with the eye and is perceived by the retina, the light-sensitive part of the eye that sends messages to the brain through the optic nerve.

Compare the small diagrams of healthy eyes with the large diagrams of aged eyes and note the structural differences between them:

Cataracts are clouding of the lens of the eye caused by degradation of lens proteins through time and by exposure to environmental factors like UV light.

Glaucoma is the general name for a group of eye diseases that damage the optic nerve, and typically occurs with ocular hypertension, or increased pressure inside the eye.

Macular degeneration is a loss of vision in the center of the visual field because of damage to the retina, either from cellular debris or from abnormal blood vessel growth.

Try looking through the glasses at the stations to the right to see what the landscape might look like with these eye conditions, and compare what you see with the simulations in the bottom of each station.



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QUICNIC



CLIENT

Divine Bovine Fine Foods

JOB

branding, packaging,
product design

CONTRIBUTION

Divine Bovine logo,
Quicnic name and logo,
product concept, package
production

SOLUTION

A basketweave texture
suggests the Quicnic picnic
box's role as a lunch for one
or a snack for two. Rich,
muted colors, stitching
detail, and a leather strap
motif with a metal clasp
complete the look of this
lunch kit for adults.





labels
(actual size!)



inside



Picnic Basket with Pork Salami, Jalapeño Jack Cheese, Sweet and Tangy Mustard, and Salt & Pepper Crackers

Nutrition Facts

	Pork Salami 1 oz (28g) Servings Per Container 3	Jalapeño Jack Cheese 1 oz (28g) 2	Sweet and Tangy Mustard 1 tsp (5g) 8	Salt & Pepper Crackers 1/2 oz (15g) 2
Amount Per Serving				
Calories	110	110	5	60
Calories from Fat	70	70	0	15
	%Daily Value*	%Daily Value*	%Daily Value*	%Daily Value*
Total Fat	8g 12%	9g 14%	0g 0%	2g 3%
Saturated Fat	3g 15%	5g 27%	0g 0%	0g 0%
Trans Fat	0g	0g	0g	0g
Cholesterol	25mg 8%	30mg 9%	0g 0%	0mg 0%
Sodium	480mg 20%	180mg 7%	60mg 3%	90g 4%
Total Carbohydrate	0g 0%	0g 0%	<1g 0%	11g 4%
Dietary Fiber	0g 0%	0g 0%	0g 0%	0g 0%
Sugars	0g	0g	1g	1g
Protein	8g	7g	0g	1g
	Vitamin A 0%	Vitamin A 6%	Vitamin A 0%	Vitamin A 0%
	Vitamin C 0%	Vitamin C 0%	Vitamin C 0%	Vitamin C 0%
	Calcium 0%	Calcium 20%	Calcium 0%	Calcium 0%
	Iron 2%	Iron 0%	Iron 0%	Iron 0%
	Calories: 2,000	2,500		
Total Fat	Less than 65g	80g		
Sat Fat	Less than 20g	25g		
Cholesterol	Less than 300mg	300mg		
Sodium	Less than 2,400mg	2,400mg		
Total Carb	300g	375g		
Dietary Fiber	25g	30g		

INGREDIENTS:

PORK SALAMI: PORK, SALT, AND LESS THAN 2% OF THE FOLLOWING: DEXTROSE, WINE, NATURAL FLAVORINGS, SODIUM ERYTHROBATE, SODIUM NITRITE, LACTIC ACID STARTER CULTURE.

JALAPEÑO JACK CHEESE: NATURAL AMERICAN CHEESE (CULTURED MILK, SALT, ENZYMES), NONFAT DRY MILK WATER, JALAPEÑO PEPPERS, SODIUM PHOSPHATE, LACTIC ACID, SALT, CALCIUM PROPIONATE (PRESERVATIVE).

SWEET AND TANGY MUSTARD: CIDER VINEGAR, SUGAR, MUSTARD FLOUR, EGGS, NO SALT ADDED.

SALT & PEPPER CRACKERS: UNBLEACHED WHEAT FLOUR, EXPELLER PRESSED CANOLA OIL, SALT, CRACKED PEPPER, POPPY SEEDS, AND YEAST.



Divine Bovine

DIST. BY DIVINE BOVINE FINE FOODS
LOS ANGELES, CA
90094

PRODUCT OF USA

back



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VELOCIRAPTOR BREWING CO.

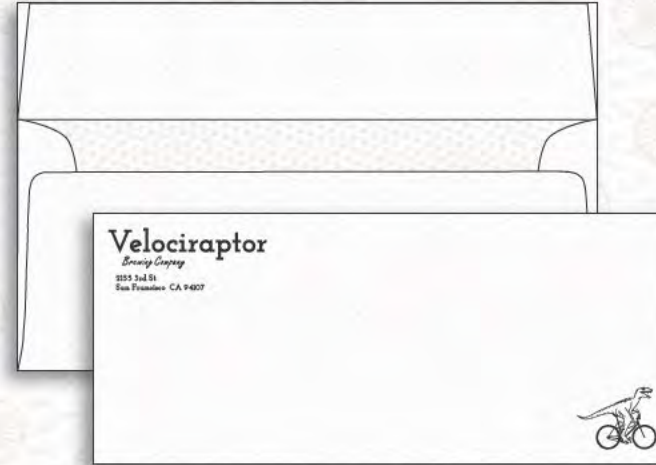


CLIENT
Velociraptor Brewing
Company

JOB
branding, packaging

CONTRIBUTION
illustration, container
selection, pattern design,
laser cutting, product
design and materials
selection, sewing

SOLUTION
For this environmentally-
conscious brewer and
bottler of craft beer, the
logo is slightly-distressed
type, reflecting the
company brand drivers
(friendship, joy, outdoors,
relaxation, crafted,
adventurous) without being
too busy. The company
brews a line of beers
named after bicycle styles
and produces bicycle beer
accessories (the "velo" in
"velociraptor"). Accessories
include items to transport
beer both to and from
(such as a brewery)
locations on a bicycle in a
safe, easy manner.





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4 1 2 . 5 5 9 . 1 2 0 6

THE GREAT MOTHER'HOOD

*the
great*



MOTHER'HOOD



Contact Info

the great MOTHER'HOOD
 Contact I
 Nicolle En
 Nicolle@ir
 818.795.190

Sponsorship

the great MOTHER'HOOD
 Sponsors
 Product Sa
 - Incl
\$250
 - Pro
 - Proc
 - Loge
\$500
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The Opportunity

the great MOTHER'HOOD
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The Great Mother'hood Event

the great MOTHER'HOOD
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Motivation

the great MOTHER'HOOD
 Insignia Visions
 About Us
 Francesca Pappagallo, Founder
 In July 2010 Francesca launched LA Mommies as a haven for moms to share resources and support. The private group grew virally through word of mouth with activities ranging from organizing breast milk donations to exchanging baby care tips to cultivating new friendships.
 Inspired by the contribution every new mom can make when connected to a network of information and social interaction, Francesca founded Insignia Visions with select group members to expand their ability to help other new moms facing the challenges of parenthood.
 Formerly a global business consultant for major salon brands, (L'Oreal, Eufora, Goldwell), Francesca designed and implemented business training programs that optimized salon and distributor revenues in major North American cities. A founding partner of LA Bound Babies, an upscale baby equipment rental company, and owner of an exclusive family-friendly salon, Francesca is a passionate entrepreneurial force for empowering moms and families to thrive.
 Raised in Manhattan, Francesca currently lives in Los Angeles with her husband David and 22-month-old daughter, Liliana.

Insignia Visions



the great MOTHER'HOOD
 About Us
 Insignia Visions was founded by moms for moms. We are entrepreneurs, event specialists, educators, lawyers, and marketing strategists with one thing in common: we are new mothers with a commitment to helping other new mothers. We understand the questions new moms face and the need for a strong support network during and throughout a mother's journey. We have worked with and for national and international corporations and organizations, and now we are gathering our various skills and expertise to be applied to our new passion: motherhood.

Francesca Pappagallo, Founder
 In July 2010 Francesca launched LA Mommies as a haven for moms to share resources and support. The private group grew virally through word of mouth with activities ranging from organizing breast milk donations to exchanging baby care tips to cultivating new friendships.
 Inspired by the contribution every new mom can make when connected to a network of information and social interaction, Francesca founded Insignia Visions with select group members to expand their ability to help other new moms facing the challenges of parenthood.
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 Raised in Manhattan, Francesca currently lives in Los Angeles with her husband David and 22-month-old daughter, Liliana.

CLIENT
 The Great Mother'hood

JOB
 branding, event

CONTRIBUTION
 logo design, marketing materials, conference collateral, sponsor packet, website

SOLUTION
 This conference for new and expectant moms in the Los Angeles area requested a logo that would communicate the idea of a neighborhood (the "hood" in the name) in an urban environment and that would speak to hip, savvy moms from a variety of racial backgrounds and states of motherhood. Characters representing these target audiences appear in the logo and are repurposed as in all affiliated materials.



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SCENT.



CLIENT

scent.

JOB

branding, packaging,
product

CONTRIBUTION

type treatments, container
selection, pattern creation,
copywriting

SOLUTION

The square bottle connotes
masculinity, while a black-
and-white color palette
and Helvetica type drive
a simple point home:
searching for the perfect
fragrance? Here it is,
scent. Period. Graph paper
printed inside the box give
the technically-inclined
customer extra space for
brainstorming.





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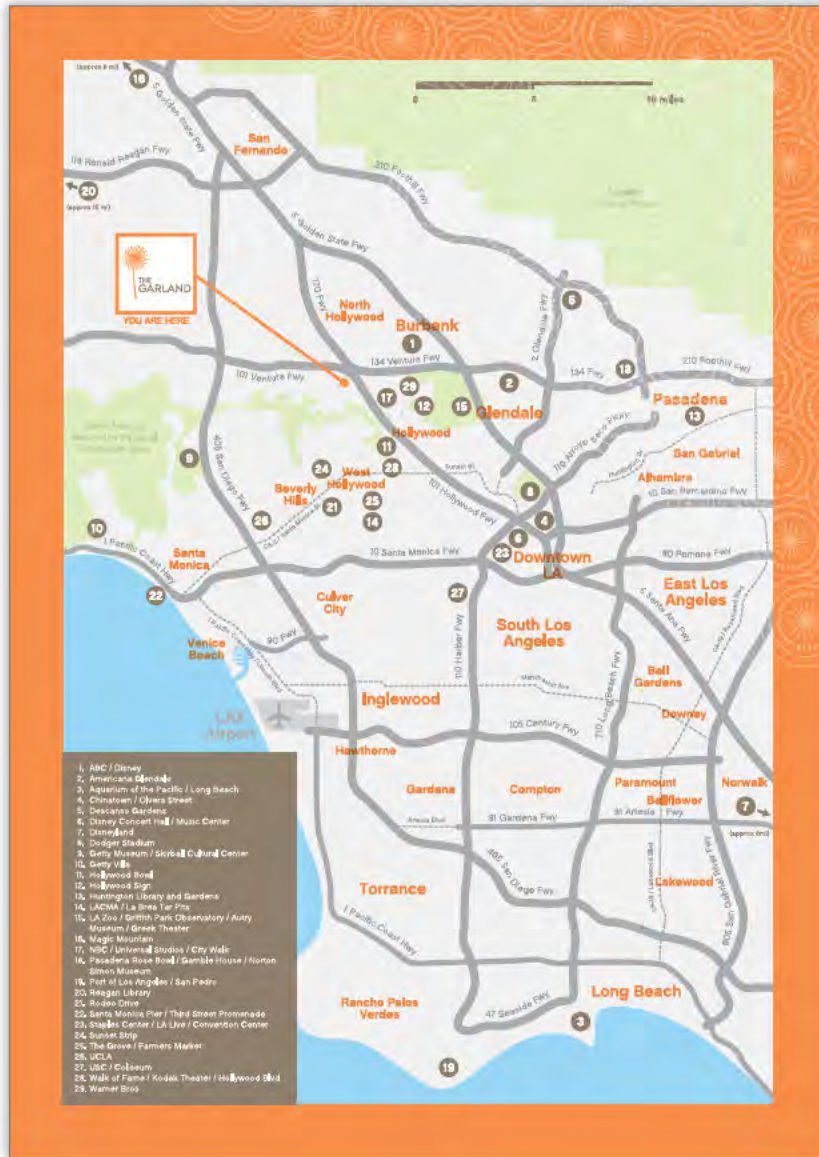
THE BEVERLY GARLAND HOTEL

CLIENT
 The Beverly Garland Hotel

JOB
 information architecture,
 production

CONTRIBUTION
 information editing and
 hierarchy, map styling

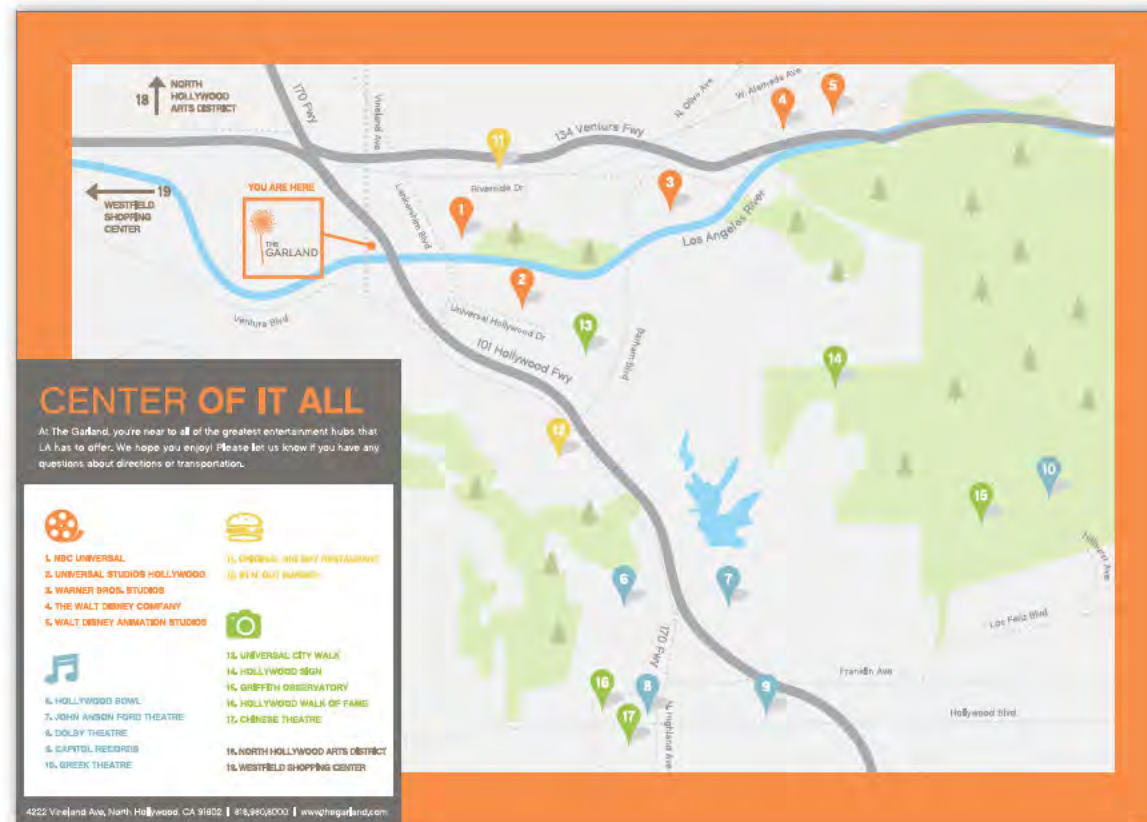
SOLUTION
 Located in the Los Angeles area of North Hollywood, the Beverly Garland hotel provides courtesy guest maps. The city's key landmarks and tortuous road infrastructure are edited at the different zoom levels to both accurately and clearly portray the region, while also serving as a reliable navigational tool.



zoom in →



zoom in





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PURDUE UNIVERSITY

base logo

NEMO

previous version

NEMO 3D

current version

NEMO 5

future version

NEMO 6

research group

iNEMO

spinoff company

NEMO CO

CLIENT
 Purdue University,
 NanoElectrical MOdeling Group

JOB
 software branding

CONTRIBUTION
 logo design and iterations

SOLUTION
 The NanoElectrical MOdeling research group at Purdue University is developing a software platform, NEMO, to aid other researchers in the field of nanoscale electronics in modeling their systems. Commonly, these devices are fabricated on silicon surfaces whose atomic arrangements exhibit the hexagonal symmetry seen in the logo. The software allows researchers to study phenomena at a variety of length scales—symbolized by the color gradient—allowing them to better understand common quantum device phenomena, such as the wave of the resonant tunneling diode (RTD) structure.



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ACT EXPO 2014

ACT 2014 RIDE & DRIVE
 WEDNESDAY, MAY 7 | 12:30 p.m. to 3:30 p.m.

Take a spin in advanced technology vehicles representing all alternative fuel types and weight classes. Representatives will be on hand to talk about vehicle specifications and answer questions. Check-in will be located outside the Expo Hall near Seaside Way.

Natural Gas

- Freightliner Cascadia 112 Day Cab Tractor, CNG
- Honda Civic Natural Gas, CNG
- Peterbilt 384 Tractor, LNG
- Volvo VNL 870 Tractor, CNG (Clean Air Power)

Electric

- Honda Fit Electric Vehicle
- Wrightspeed Powertrains Local NP9 Diesel Range-Extended Electric Vehicle
- VIA Motors Extended-Range eREV 12-Passenger Electric Van

Hybrid

- Chevrolet Express 2500 Cargo Van, Gasoline/Electric Hybrid (X) Hybrid
- Ford E-450 Turtle Shuttle Bus, Hydraulic Hybrid (Lightning Hybrids)
- Honda Accord Plug-In Hybrid EV

Propane

- Blue Bird 74-Seat School Bus, Propane Autogas (PERC/A-2 Bus Sales)
- Ford F-550 Box Truck, Propane Autogas (PERC/Roach CleanTech)
- Ford F-250 Pickup, Propane Autogas (PERC)
- Ford E-Series Excursion Van, Propane Autogas (PERC/Roach CleanTech)
- Ford F-250 Pickup, Propane Autogas (PERC/Roach CleanTech)
- Micro Bird 05 16-Seat School Bus, Propane Autogas (PERC/A-2)

Hydrogen

- Honda FCX Clarity (FCV)
- Mercedes B-Class F-Cell Hydrogen Vehicle

Clean Diesel

- Cummins Cruze Turbo Diesel (Robert Bosch UCI)
- Volvo VNL 870 Tractor, EcoDiesel (Peters P)

Monday, May 5

Check-in	Time	Location
Departure	12:30 p.m.	ACT Expo Registration Desk
Return	1:00 p.m.	Pine Avenue in Front of the Long Beach Convention Center
	3:30 p.m.	Pine Avenue in Front of the Long Beach Convention Center

Due to the high concentration of forward thinking fleets and the transport of computers, this tour will include...

ACT 2014
 ALTERNATIVE CLEAN TRANSPORTATION

MAY 5-8, 2014
 Long Beach Convention Center
 Southern California, USA

CO-LOCATED WITH
NGV GLOBAL 2014

ACT EXPO 2014 PRESENTING SPONSORS

NGV GLOBAL 2014 HOST ORGANIZATION

OTHER CO-LOCATED EVENTS

EVENT PARTNERS

CONFERENCE PROGRAM
 All Alternative Fuels • All Weight Classes
 North America's Largest Clean Fleet Expo

LUNCH & DRINK TICKET

- Conference Opening Luncheon Tuesday, May 6
- Grand Opening Reception Tuesday, May 6
- Expo Hall Luncheon Wednesday, May 7
- Networking Reception Wednesday, May 7
- Expo Hall Luncheon Thursday, May 8

Good for lunch at the conference opening
 Good for one drink, cocktail + beer + wine + soft drink
 Good for lunch in the Expo Hall
 Good for one drink, cocktail + beer + wine
 Good for lunch in the Expo Hall

Attendees must wear their badge when attending all sessions, as well as within the Expo Hall. Be sure to present your ticket at the Expo Hall.

CLIENT
 Alternative Clean Transportation Expo 2014

JOB
 information architecture, productions

CONTRIBUTION
 map layout and design, conference program design and typesetting, informational handout design

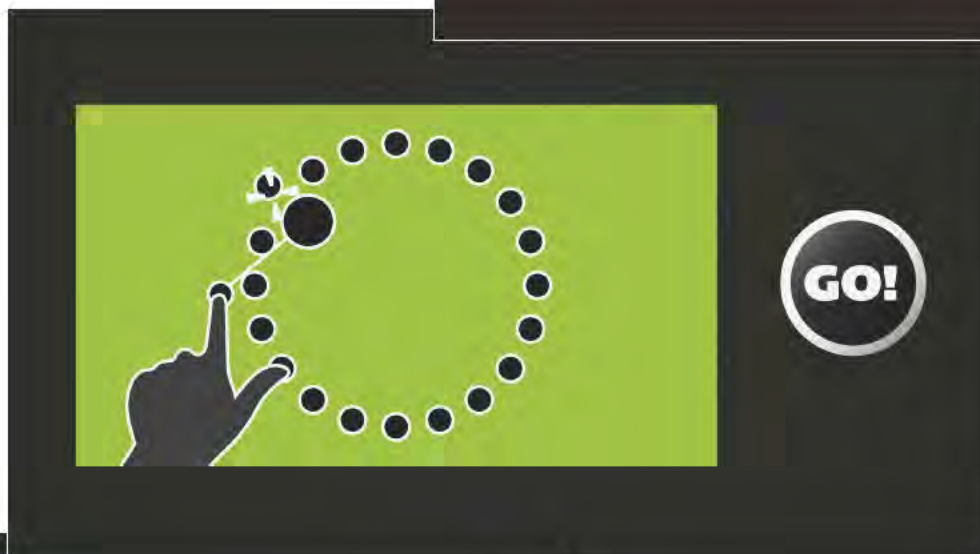
SOLUTION
 With 4500 attendees, and hundreds of exhibitors, the event map is simplified in two colors for easy navigation. Likewise, handouts and other collateral are styled to meet existing branding and guidelines.



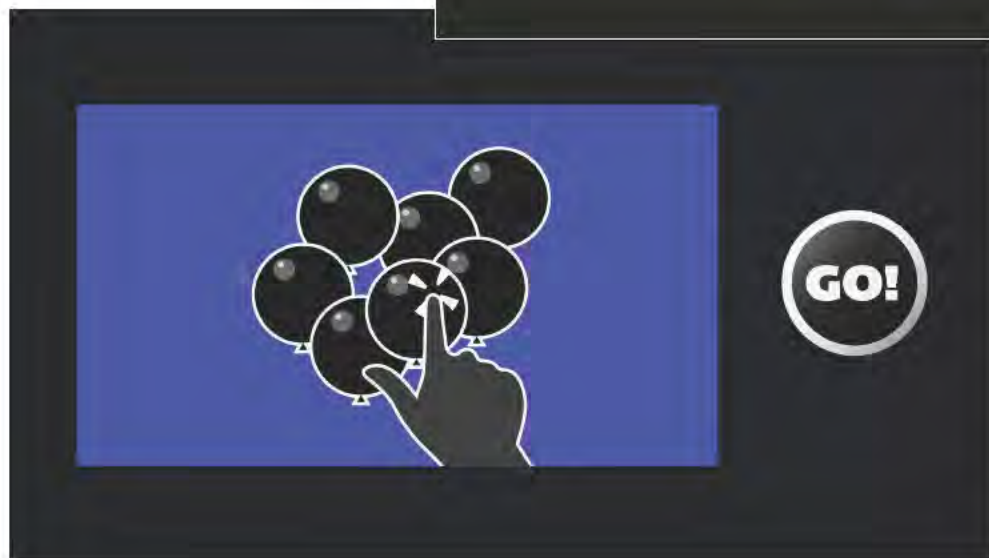
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TOUCH TOWER

erase the picture!



knock down all the pins!



pop the balloons!



CLIENT

Two Bit Circus

JOB

infographics, game UI/UX

CONTRIBUTION

minigame UI elements for mapping into Unity, game UX consultation, infographics for instructional screens

SOLUTION

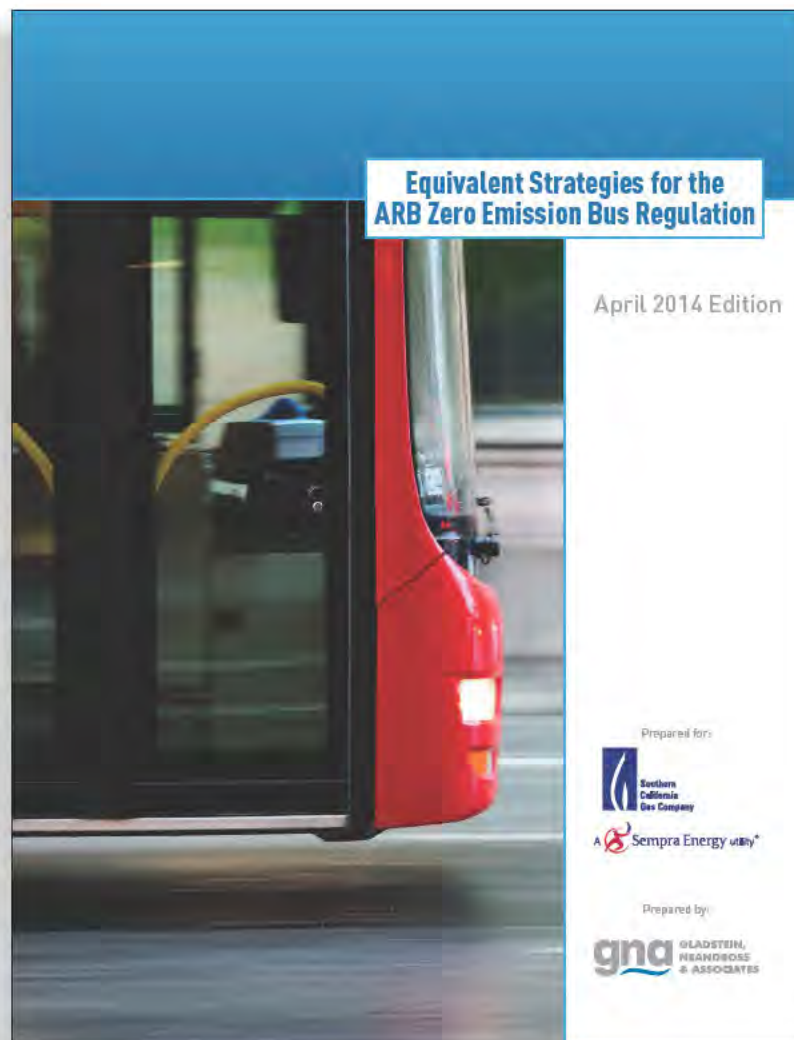
Bright, basic colors and flat graphics with simple shapes were chosen for this series of fast-paced tablet-based minigames to appeal to a wide age demographic while differentiating different players (by color) and different games (by shape language).

Players compete to finish as many games as possible on tablets mounted to a tower scaffold (hence the name); as mini-games are finished, new games spawn on different tablets, causing players to run around the tower. In addition to in-game graphics, each mini-game had to have an instructional graphic to pictographically explain the rules to players.



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SEMPRA ENERGY



CLIENT
 Sempra Energy

JOB
 data visualization, publication production

CONTRIBUTION
 design and styling of charts and tables, formatting of report content to existing style guide, copy editing

SOLUTION
 Narrow sans serifs, a tonal color palette, and consistent use of shape language keep comparison data for 13 different zero-emissions alternative fuel technologies clear and concise. Report prepared for The Southern California Gas Company/Sempra to assess potential future fuel strategies for bus fleets.

Figure 1: Cost per Mile vs. WTW CO₂ Emissions

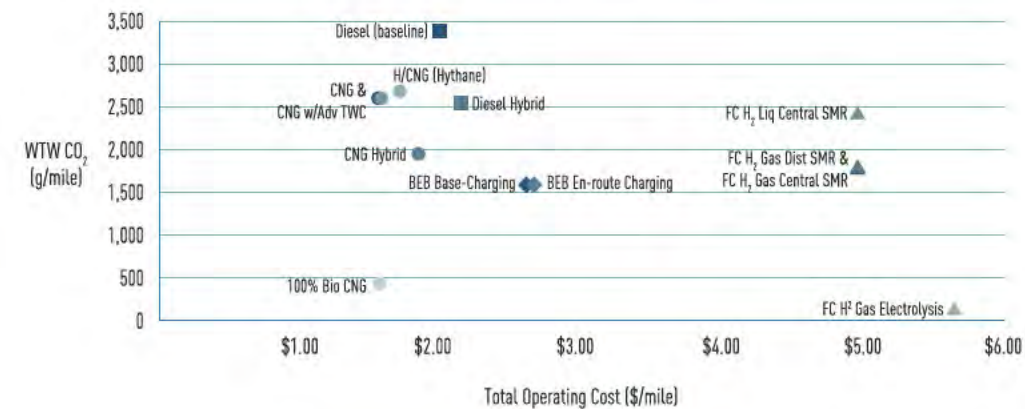


Figure 2: Cost per Mile vs. WTW NO_x Emissions

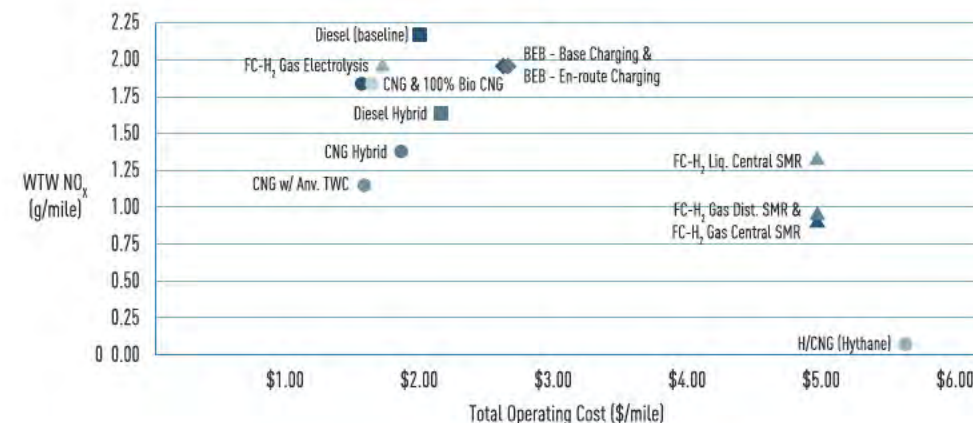
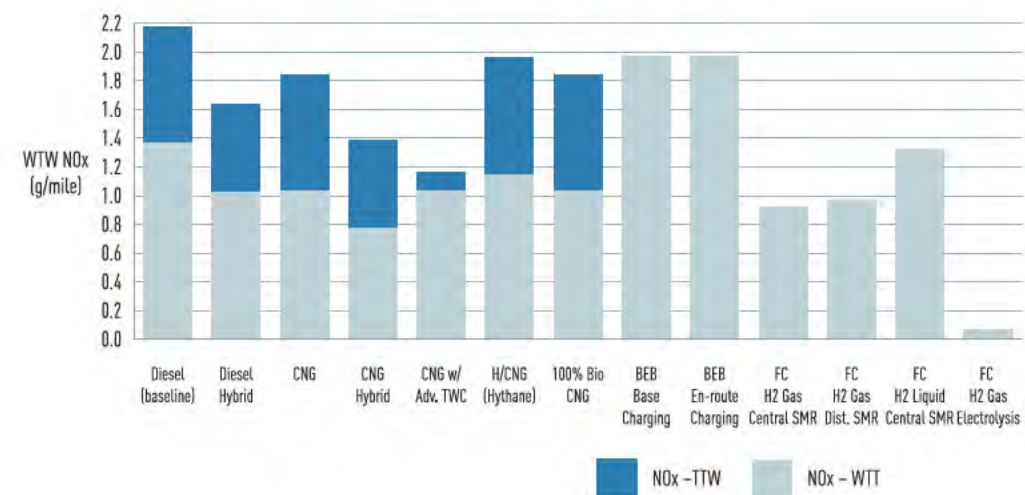


Figure 3: WTW NO_x emissions of various technologies





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THE STATE OF WYOMING

CLIENT
 The state of Wyoming

JOB
 data visualization,
 publication production

CONTRIBUTION
 design and styling of
 maps and infographics,
 formatting of report content
 to existing style guide, copy
 editing

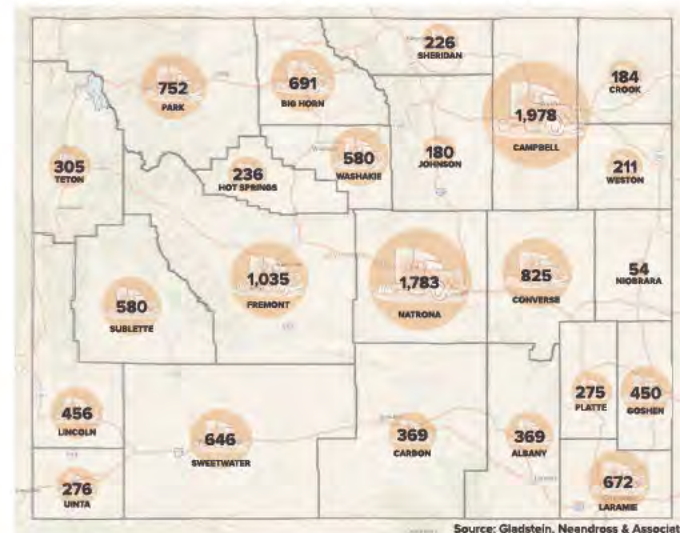
SOLUTION
 Simplified iconography
 and a color palette derived
 from the locations and
 equipment involved in
 natural gas drilling make
 detailed map data for US
 and state gas infrastructure
 engaging and descriptive.
 Report prepared for the
 state of Wyoming to plan
 future liquified natural gas
 power infrastructure.

Route maps for BNSF and UP



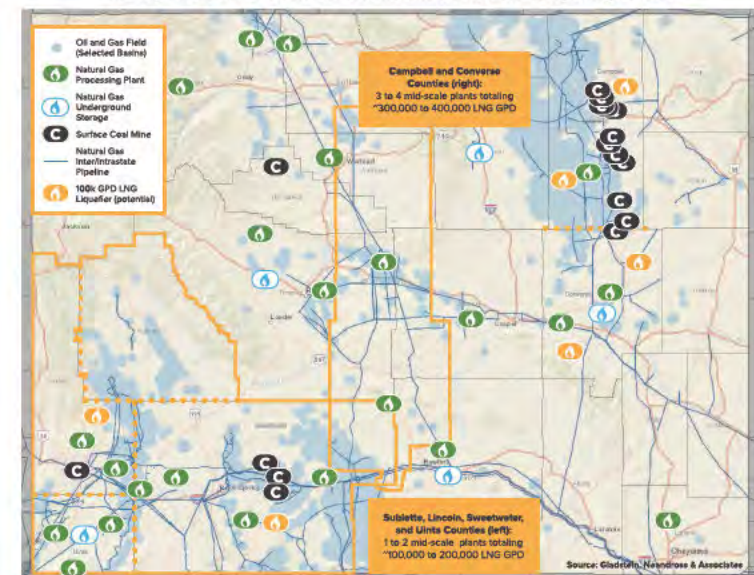
Source: GNA with data from UP/BNSF

Number of Wyoming-registered Class 7 and 8 trucks by county



Source: Gladstein, Neandross & Associates

Example locations for 100k GPD LNG liquefiers to meet local Wyoming demand



Source: Gladstein, Neandross & Associates

Wyoming
**WYOMING LNG
 ROADMAP**

April 2014



Prepared by
gna GLADSTEIN,
 NEANDROSS
 & ASSOCIATES
 www.gladstein.org



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 4 1 2 . 5 5 9 . 1 2 0 6

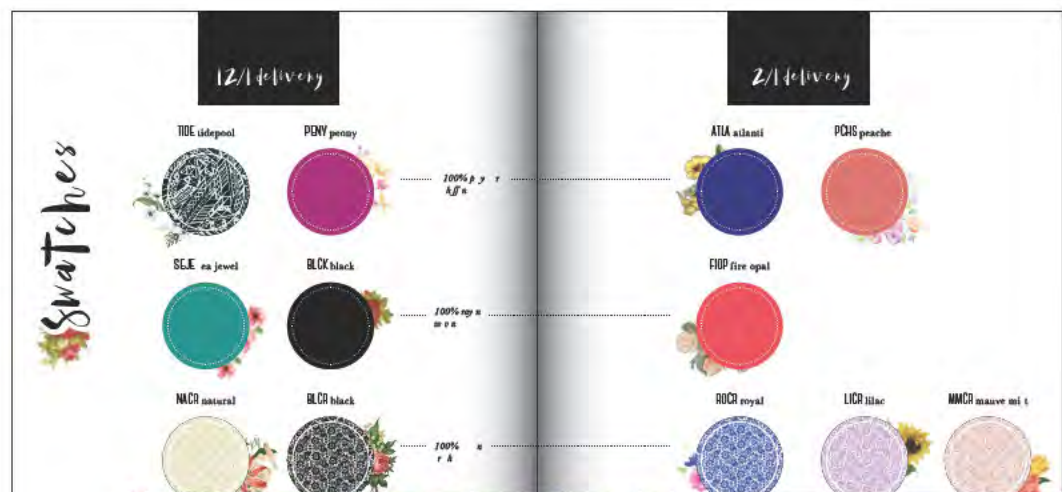
SUNSETS, INC

CLIENT
 Sunsets, Inc.

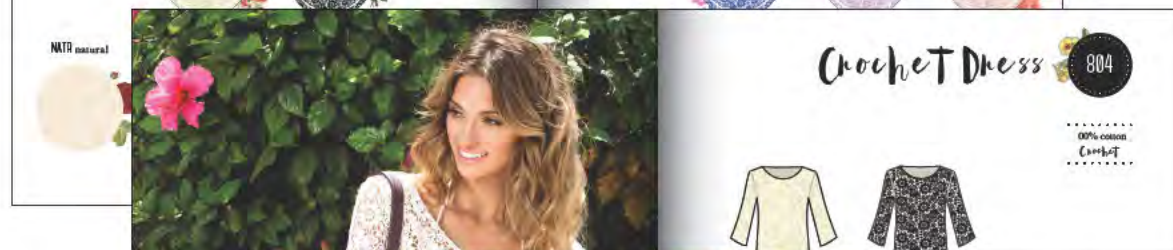
JOB
 publication design, layout

CONTRIBUTION
 style guide, typography
 selection, book layout and
 styling

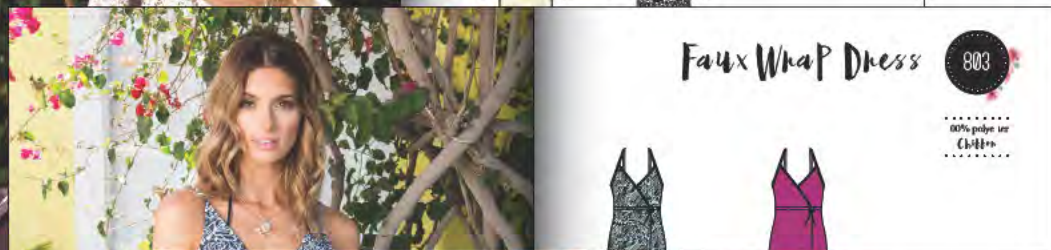
SOLUTION
 Sunsets, Inc. is a designer
 and distributor of several
 swimwear lines, including
 Lavish and Aerin Rose. The
 company works with fashion
 designers to produce new
 lines annually, and lines are
 sold to stores, who order
 items from a wholesale
 catalog, whose format
 changes each year while
 maintaining a consistent
 look and feel. Handwritten
 type and floral elements
 support the Lavish resort/
 loungewear brand ideals
 of versatility, comfort, and
 effortless style while sharp
 angles and clean black-
 and-white lines showcase
 the Aerin Rose line of
 sophisticated, modern bra-
 sized separates.



*Lavish 2016
 swatches*



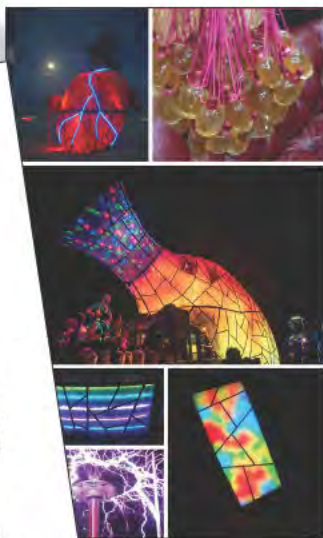
*Lavish 2016
 spreads*





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LOVE POTION COLLECTIVE



CLIENT

Love Potion Collective

JOB

collateral and marketing materials

CONTRIBUTION

type treatment variations to add to logo, information layout, promotional material, social media, painting

SOLUTION

With a loud, complicated pre-existing logo this non-profit required a simple, unobtrusive type treatment to carry through all aspects of branding. Promotional material features many photographs of art projects and people at work for quick reference when handing out items. A flyer for an Alice in Wonderland-themed fundraiser party includes handpainted elements and handwritten type.



Love Potion Collective (LPC) is a not for profit creative space open to all who wish to broaden their skills and/or awareness of art and technology. Located in Oakland, we provide the space, tools, resources, and community to empower, inspire, challenge, and encourage creativity, innovative learning, and collaboration through technology, arts, and science.

WOOD SHOP

table saw
 planer
 bandsaw
 wood chop saw
 routers
 sanders
 other carpentry tools

METAL SHOP

MIG welder (2)
 TIG welder
 plasma cutter
 metal bandsaw
 grinders
 metal chop saw
 drill press
 pipe bender

ELECTRONICS SHOP

development computers
 soldering station
 microscope
 prototyping equipment
 solder supplies
 oscilloscope
 power generators

- NEW IN 2015! -
 1200 sq. ft. gallery
 CNC plasma table
 mindfulness studio
 crafts room
 240 sq. ft. classroom

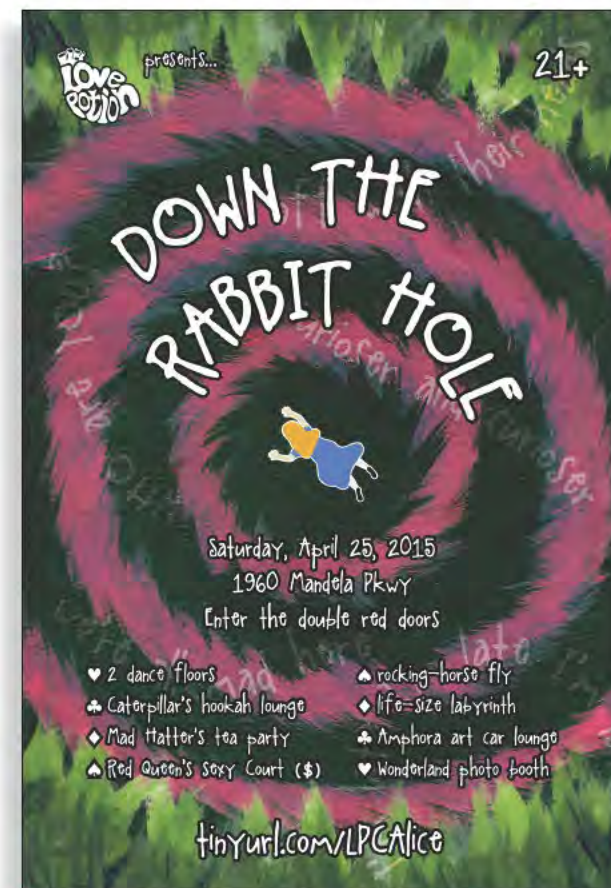
LOVE POTION COLLECTIVE

OPEN WORK NIGHT
 Every Thursday 7-11 PM

1960 Mandela Pkwy.
 Oakland, CA 94607

More information

lovepotioncollective.org
 lovepotioncollective.org
 lovepotioncollective.org





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AEROCRÊPE

CLIENT

Aerocrêpe

JOB

branding, apparel,
packaging design

CONTRIBUTION

logo development,
icon development,
product design, package
development, production

SOLUTION

Bold colors and a simple
line drawing make the
airport-based Aerocrêpe
restaurant logo easily-
recognized from across the
terminal. Novel take-out
box construction allows
patrons to carry their food
and drink with one hand
and is quick and easy for
restaurant staff to assemble.



Thank you for looking!



renée m. green

graphic design

renee.m.green@gmail.com

4 1 2 . 5 5 9 . 1 2 0 6