



SENIOR PORTFOLIO PRESENTATION

HANNAH QUANDT

SPRING 2022

ABOUT ME

Hi! My name is Hannah Quandt, and I am a senior in BSU's TADD program. When I graduate in May, I will have earned a degree in Design, with an emphasis of Exhibit and Graphic Design as well as a minor in Studio Arts.

I am currently the Social Media / Activities Leader of the Design Guild, where I managed the social media accounts and graphics as well planned activities for weekly meetings. I have always been passionate about art and that love has grown into a passion for design as well. I am excited to continue to grow my design skills and find my place within the industry.



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HATCHET HOUSE LOGO



1910 -
BRANDING GUIDELINE

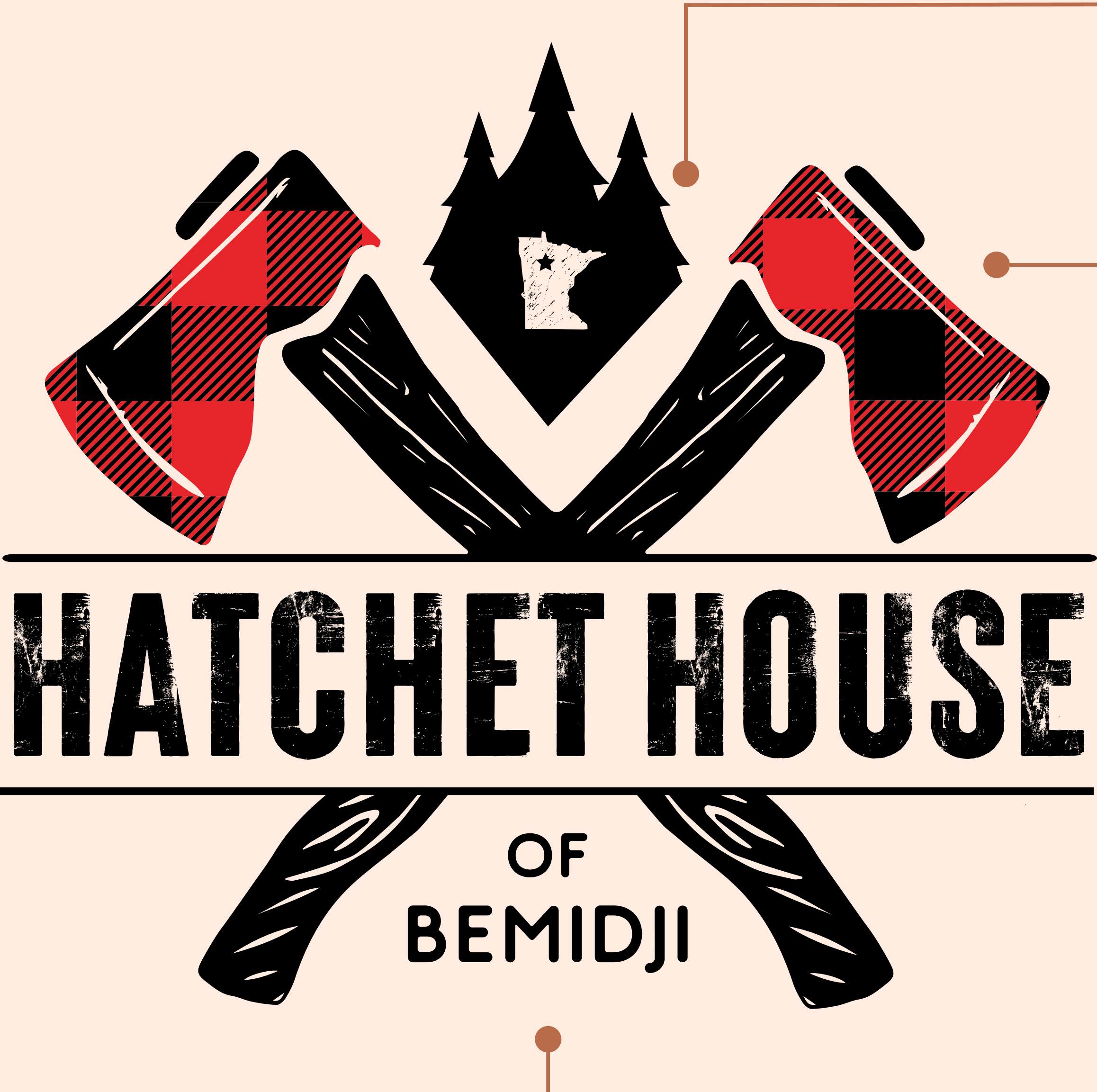


SEPHORA -
POP UP SHOP

HATCHET HOUSE LOGO

A logo created for a local axe throwing business located in downtown Bemidji. This logo was created during internship at Evolve Creative LLC.

HATCHET HOUSE LOGO



Trees and MN silhouette tie in the MN North-woods design style

Diagonal lines in the axe illustrations bring a sense of excitement and fun

Wood grain texture is consistent in the main typeface, the axe handles and the MN silhouette

Rounded edges contrast with the danger of axe blades to establish a sense of safety

HATCHET HOUSE LOGO



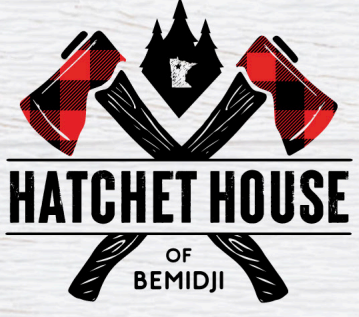
NOW OPEN! Join Our Team Today! View available positions

HATCHET HOUSE From date night, out with friends, or a planned group event – The making memories, you can also enjoy a craft beer, wine, and delicious pizza!

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[GAMES](#)
[EVENTS](#)
[FOOD & DRINK](#)
[CONTACT](#)

BOOK NOW

FAMILY FUN



HATCHET HOUSE
OF BEMIDJI

f @

HOURS

Mon – Wed: Available for private party rentals only
 Thursday: 4pm – 10pm
 Friday: 4pm – 11pm
 Saturday: 3pm – 11pm
 Sunday: Noon – 6pm

Now Open!
[Join Our Team Today!](#)
[View available positions](#)

LOCATION

200 Paul Bunyan Dr. S. Unit #3
 Bemidji, MN 56601

QUICK LINKS

- [The Experience](#)
- [Careers](#)
- [Privacy Policy](#)
- [Contact Us](#)

BRANDING GUIDELINE

A logo redesign and branding guideline book created for a Mexican restaurant located in Austin, MN.

BRANDING GUIDELINE - LOGO REDESIGN

OLD LOGO



NEW LOGO



BRANDING GUIDELINE

COLOR AND TYPOGRAPHY



Pantone P 157-8 U
C=48 M=0 Y=100 K=0



12

This font was used for body copy throughout this book. This typeface can be used along with the logo but is not a replacement for any font used within the logo.

BIKO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Turbinado Light Pro
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnpqr stuvwxyz

Ultra Regular
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnpqr stuvwxyz
123456789

Roo Grotesk Heavy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnpqr stuvwxyz

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Symbol Reversal



15

Escipsum que nia vendunt inctus adit ped qui blaccup-
tam sam ut re vellam comnis magnimu sanist facepu-
da plabore nonserferror ra verum dusdandes quasperi-
ciet aut unt qui- d o - voles- que labor- qu am do- nobis quia vallaut hitiae. Cestrum quconecto que vol-
lut quodit repeles adipsunti consend estintiate volu-
ptem ipsunt eatis magnient repeleat fugitat. Agnis



Logo is clean, legible and not over crowded by surrounding text.

Logo is over crowded and the overall presentation is very messy.



Escipsum que nia vendunt inctus adit ped qui blaccup-
tam sam ut re vellam comnis magnimu sanist facepu-
da plabore nonserferror ra verum dusdandes quasperi-
ciet aut unt qui- d o - voles- que labor- qu am do- nobis quia vallaut hitiae. Cestrum quconecto que vol-
lut quodit repeles adipsunti consend estintiate volu-
ptem ipsunt eatis magnient repeleat fugitat. Agnis magnim velisse quos iplenductis netur. corem-
biti sitatur magnatae quo debittiscia nullendipsa et

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RESTRICTION ZONE



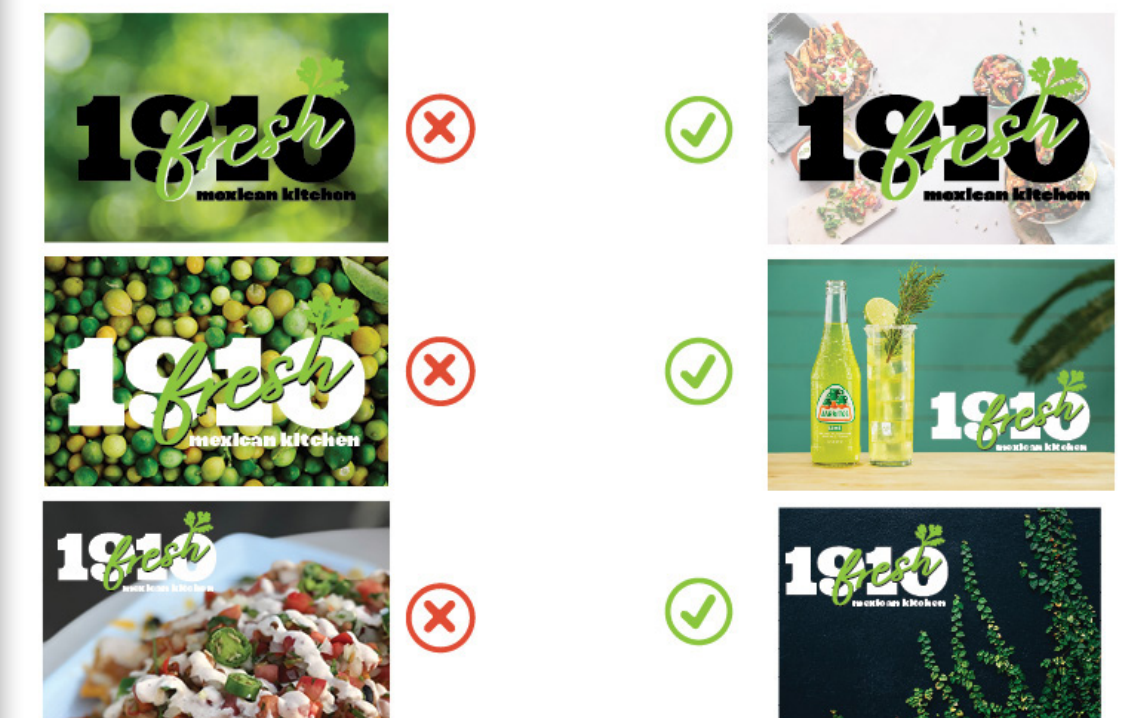
It's important to not place other text, images, etc too close to the logo. Over crowding can cause the logo to become illegible or can get overpowered by the items around it.

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BACKGROUND CONTROL



20



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SEPHORA POP UP SHOP

A 1500 sq. ft. pop up shop experience created for Sephora.

SEPHORA



ON SE
new

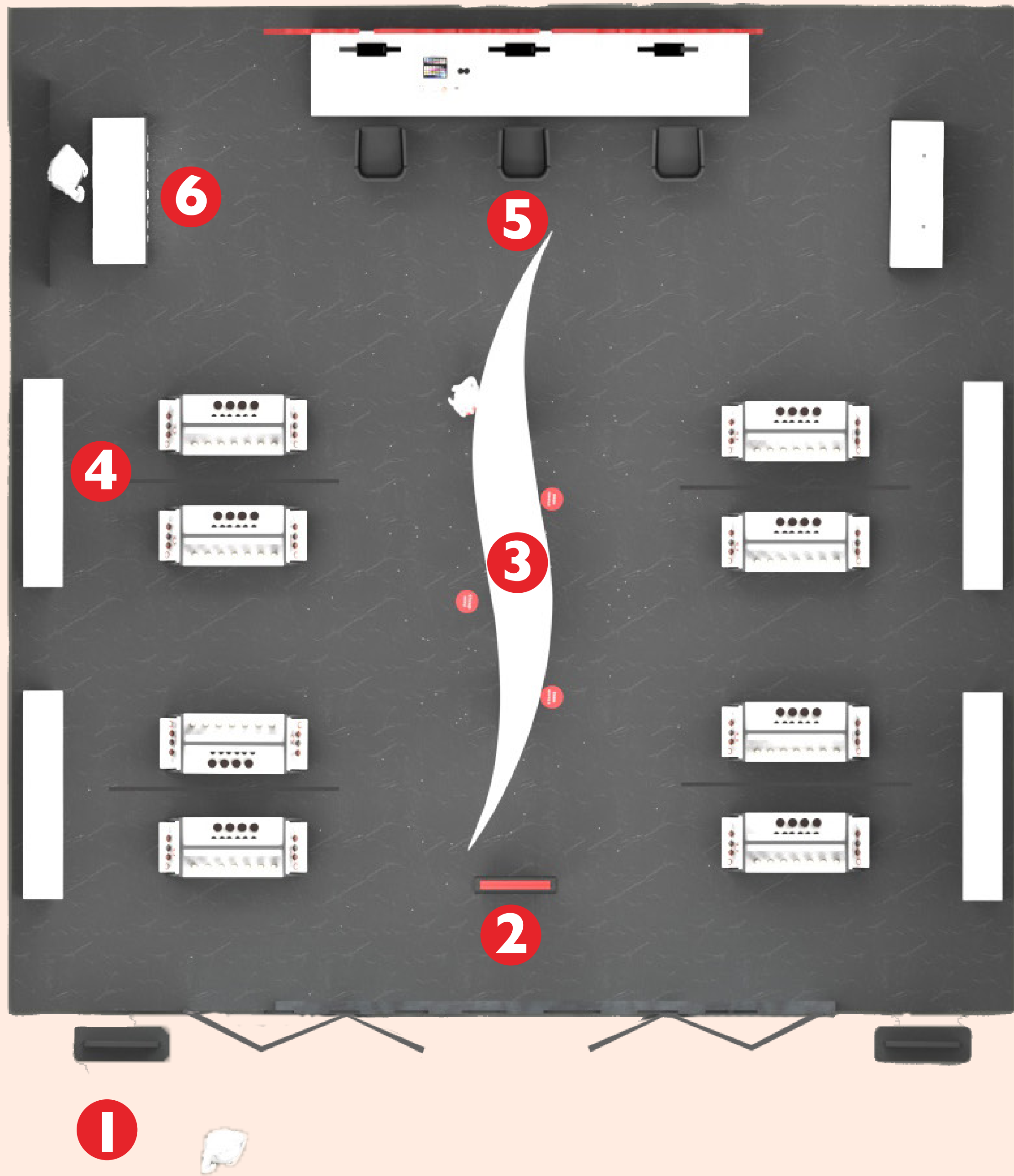
SEPHORA
Act Beauty Festival

WELCOME
TO THE
SEPHORA EXPERIENCE
Act Beauty Festival

THE NEW SEPHORA
WELCOME TO THE SEPHORA EXPERIENCE
Act Beauty Festival

SEPHORA
Act Beauty Festival

BOOK STORE



1.



4.



2.



5.



3.



6.





NORMAL SKIN

WELCOME
TO THE
SEPHORA EXPERIENCE
Let's Beauty Together!

1: SKIN ANALYSIS

Take the our curated skin quiz to find out your makeup needs



2: COLOR MATCHING

At the VR Kiosk in the center of the store, get a color match and product recommendations!



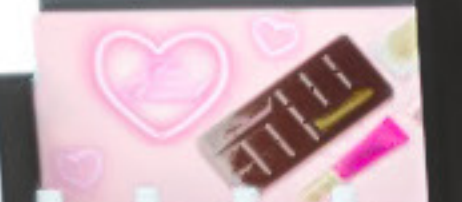
3: SEE-TRY-BUY

Test out the products at the Beauty Bar before you commit to buying!



KIN

Let's Beauty Together





hq.

THANK YOU!

I'M LOOKING FORWARD TO SHARING MORE WITH YOU FRIDAY APRIL, 29TH!