

SARAHDESIGNCo.

Sarah Hall

Art Director • Graphic Designer



CHAMBERLIN'S NATURAL FOODS Branding

Responsible for refreshing the brand to deliver a vibrant, modern, and consistent experience.

- Responsibilities
- Logo design and branding
- Outdoor and digital materials
- Development of marketing materials

Event poster design



Event flyer design



Store signage design



Ad design



Billboard design





CHAMBERLIN'S NATURAL FOODS Store Interior

Worked on site with the development of a complete renovation of multiple stores around Orlando for Chamberlin's. This included flooring, materials (woods and granites), interior paint colors, wall graphics, and signage design.

- Responsibilities
- Interior design of multiple locations
- Signage design
- Floor layout paint color scheme

Signage design

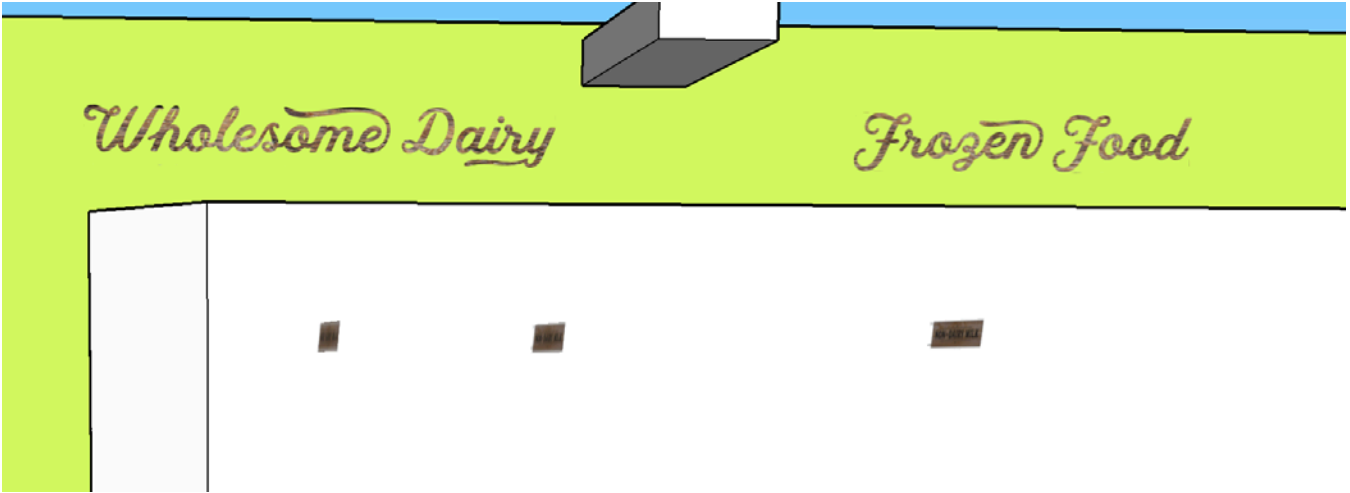


SketchUp rendering for signage, floor, paint design



Final as-built





131 inches

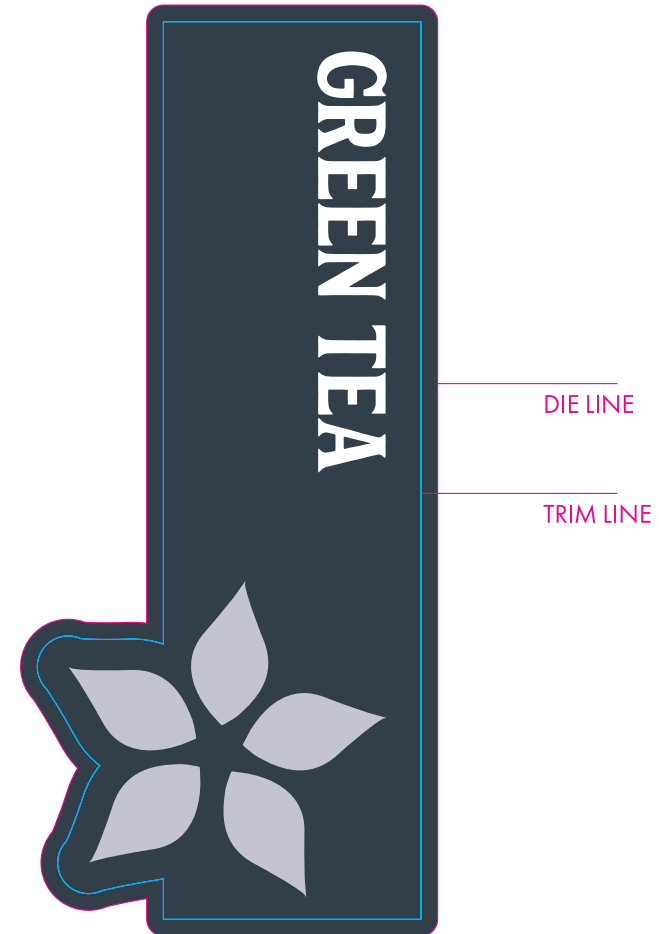
16 inches

Wholesome Dairy



17 inches

33.6 inches



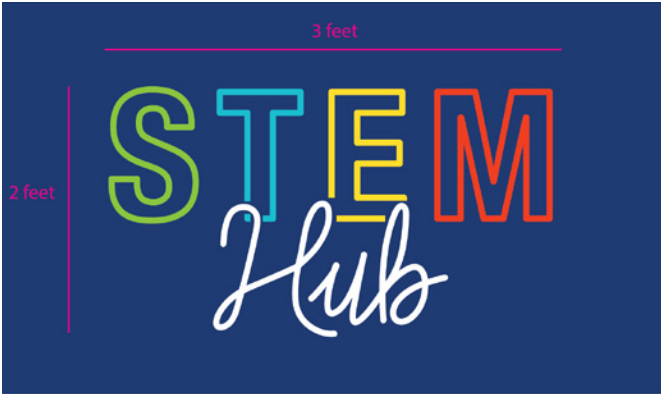


ROLLINS COLLEGE Neon Signage

Creation of neon signs for shared spaces used by students around college campus. Design of icons and hand-drawn type consistent with the Rollins brand to create a more welcoming and exciting environment.

Responsibilities	Source and coordinate vendors	Signage design	Art direction of photoshoot
------------------	-------------------------------	----------------	-----------------------------

Signage design





ROLLINS COLLEGE Magazine Layout

Art direction, layout, and concept design for annual Admissions magazine and Alumni magazine released twice a year.

Responsibilities

Concept and
layout design

Production and
print schedule

Art direction on
photoshoots

Layout design



Layout design, talent sourcing, art direction on photoshoot



Layout design



ROLLINS COLLEGE

Annual Events

Art direction, layout, and concept design for themed annual events occurring on campus for Institutional Advancement and Alumni Engagement.

- Responsibilities
- Concept and design
- Digital and event graphics
- Yearly brand development

Postcard and gift



Logo assets





ROLLINS COLLEGE Annual Events

Art direction, layout, and concept design for annual themed swag for students involved in interning with the marketing department.

Responsibilities

Concept and design

Design for giveaway items

Yearly brand development

Keychain and sticker design



Hoodie design





NICKELODEON UNIVERSE AT AMERICAN DREAM

Created and executed graphics for use throughout themed attractions and experiential events at Nickelodeon Universe Theme Park.

Responsibilities

Design and
layout of graphics

Paint specs for
sculpts

Callouts for ride
graphics

Floor graphic for SpongeBob's Jellyfish Jam



Plinth design for Shredder sculpt



Ride vehicle graphics and control booth wrap on Pup Pup and Away



Blue's Skidoo ride and floor graphics



Timmy's Half Pipe Havoc graphics



Control booth graphics for Kraang Prime Pandemonium



Queue graphics around Dora's Sky Railway



COMMUNITY EVENT Branding

In partnership with Chepenik Financial, worked to create the branding for the 4.01K Race for Financial Fitness. The inaugural race took place in 2015 and consisted of 300 runners. Over \$40,000 was raised for Junior Achievement of Central Florida.

The race has expanded to at least seven cities across the country.

Responsibilities

Logo design
and branding

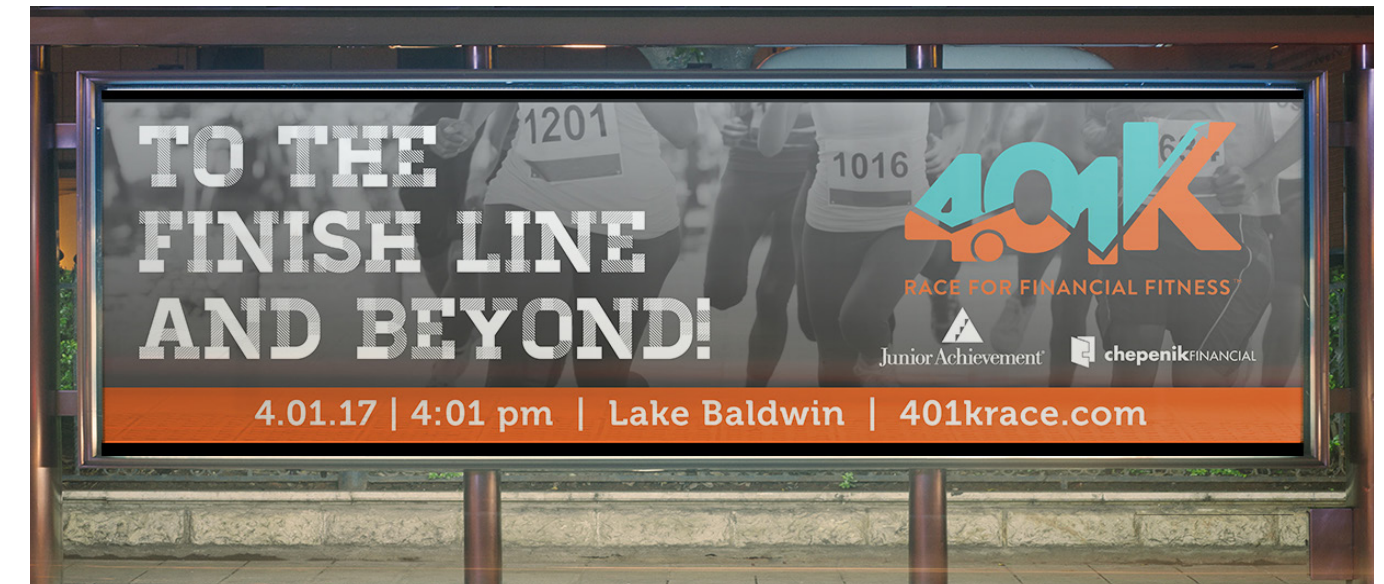
Web design
and art direction

Development of
marketing materials



RACE FOR FINANCIAL FITNESS™

Billboard design



Event poster design, website design and art direction



Ad and event shirt design



ORLANDO UTILITIES COMMISSION

Campaign Design

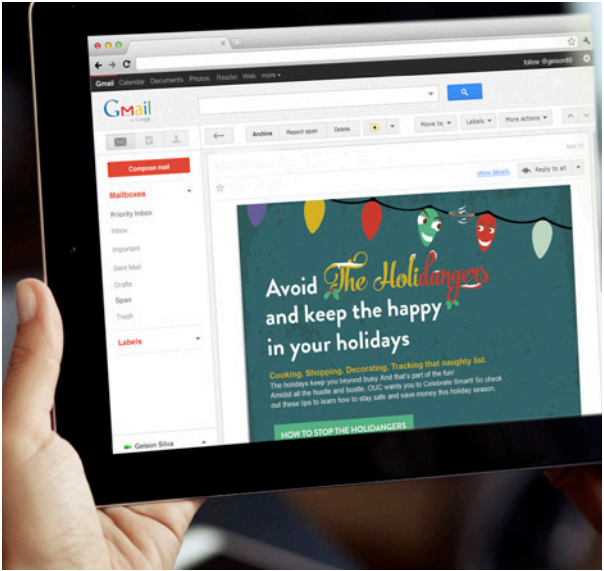
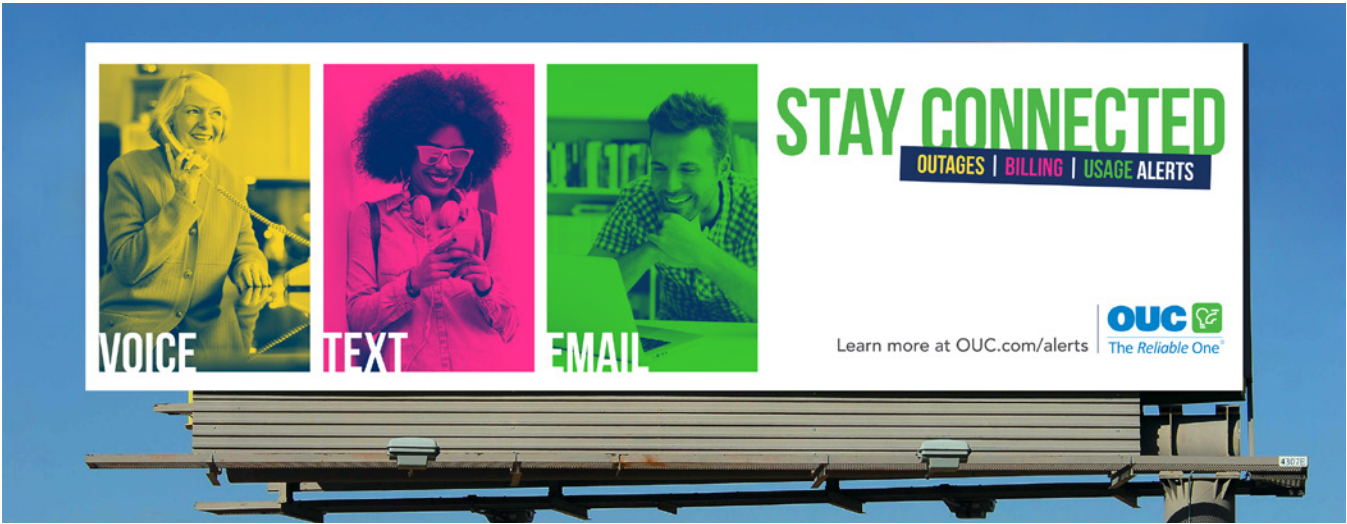
Worked with Orlando Utilities Commission to develop multiple campaigns to communicate with their customers.

Concept and art direction on multiple photoshoots to create print, digital, and outdoor materials. Illustration, layout, and design for a reoccurring holiday campaign.

- Responsibilities
- Art direction on photoshoots
- Illustration and design
- Development of marketing materials



Illustration and layout design for digital and print pieces





THANK YOU



SarahDesignCo.com
SarahHallDesignCo@gmail.com