

TASHA BRAND



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WHO BUT A BRAZEN CRAZY PERSON  
WOULD GO ONE-ON-ONE WITH  
BLANK PAPER OR CANVAS ARMED  
WITH NOTHING BUT IDEAS?  
- MIKE VONNEGUT

## FOLLOWING MY PASSION

My love for design comes from the inspiration I feel when I look at the visual world around me. The layout of a magazine... the typeface of a headline...a company's logo...I don't want to just be inspired by these things, I want to be someone who creates and inspires others with these things.

Being a designer allows me to use my creativity to stimulate people's minds with my work. Making them think about what they are looking at, and being able to connect with my design on an emotional level is an amazing feeling. I don't live a creative lifestyle because it earns me a paycheck, I do it because it's who I am.

One of my favorite things about being a designer is that I get to start with an idea, or a sketch on a piece of paper, and build something out of nothing. To take a blank canvas and mold it into something complex and fill it with meaning. I get to invigorate people's minds everyday with the images I create, and see people connect with an idea that once only existed in my imagination. The whole experience is incredible.

I love that I can spend all day creating designs and various forms of media for commercial or client projects, and still have the desire to go home and continue designing for myself. Finding that kind of passion in both your work and personal life is both a rarity and a blessing.

#livecreatively

## Anderson Halloway | BRAND IDENTITY

The Anderson Halloway brand drew inspiration from collegiate marketing pieces, and really focuses on color symbolism as its foundation for design. The colors suggest quality, excellence, riches and superiority. The branding is simple, yet strong and bold.



## DVMPE | BRAND IDENTITY

The DVM Podcast Empire (DVMPE for short) is a network of podcasts ranging in topics from tv shows, movies, comic books to comedy. I originally connected with the group as a fan of their breakout podcast "Flashforecast" and soon found myself doing some creative collaborations with them. Projects included logo design, podcast album art, a website, and t-shirts.



## Career Prospect | PRINT MEDIA

The Career Prospect Ministry at Resurrection Life Church Rockford was putting on a career building workshop. I designed these postcards to be used as promotional marketing for the event.



## Just Logos | BRAND IDENTITY

Short and sweet – a simple collection of logos and nothing else.





## Church Fall Guide | PRINT MEDIA

Resurrection Life Church Rockford publishes a quarterly church guide brochure which provides a general overview of the church, events, and ministry opportunities. I worked on the design and layout for this past Fall Guide.

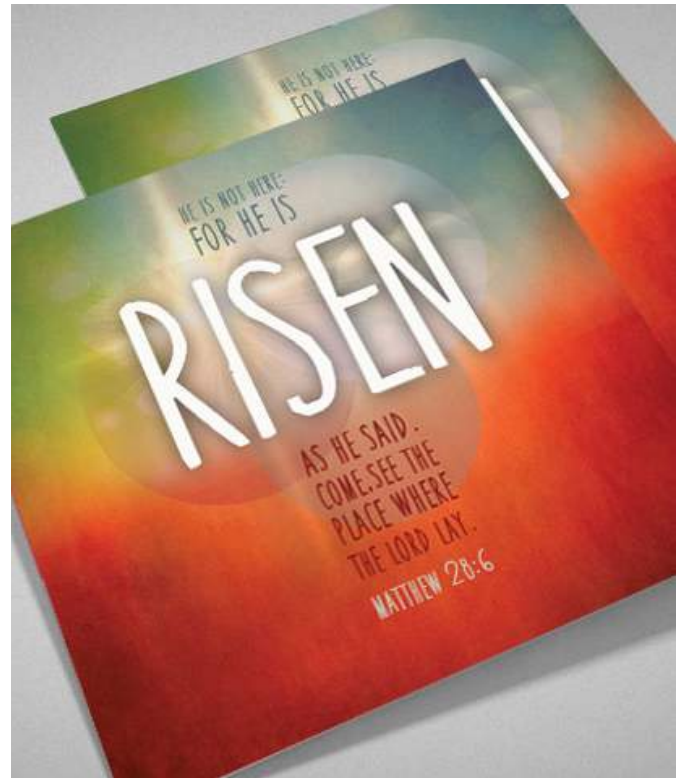






## Church Bulletins | PRINT MEDIA

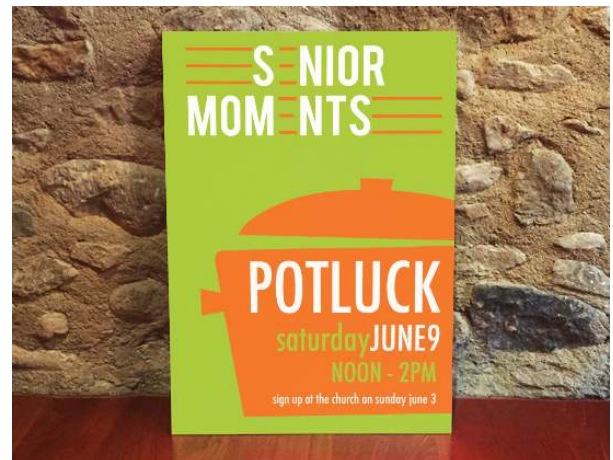
This is a collection of bulletin covers I designed for Resurrection Life Church Rockford.





## Posters | PRINT MEDIA

This gallery showcases a variety of posters I have designed as part of marketing campaigns to promote various events, workshops, information and company policies.



## EarthSprout | BRAND IDENTITY

When I began exploring options for the EarthSprout branding, I wanted to incorporate an organic texture to their image. I used earthy materials like burlap bags, wood boxes and string. Texture quickly became the foundation of the EarthSprout brand.





## Relay for Life | PRINT MEDIA

Every year Pridgeon & Clay sponsors the Relay for Life event in Rockford, Mi. As a volunteer member of the Relay Team, I provided marketing material to promote the event and fundraising efforts within Pridgeon & Clay. I typically would utilize the traditional purple color palette that the Relay for Life brand is well known for. These flyers would be distributed around the building in both print and digital formats.





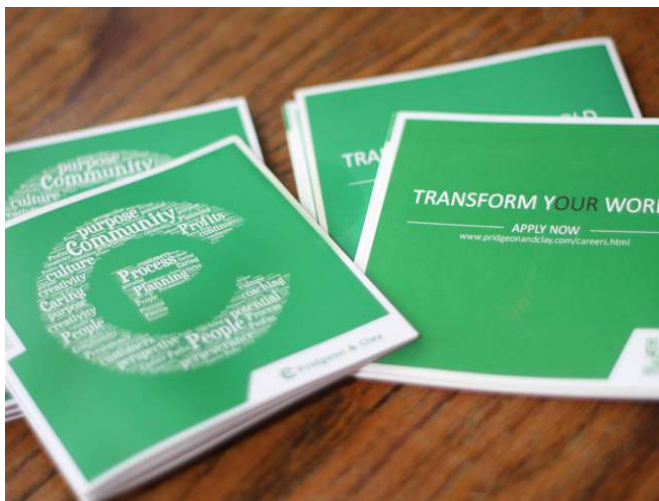
## Shares & Cares | PRINT MEDIA

The Pidgeon & Clay Shares & Cares team is a group of volunteers that put on fundraisers to raise both funds and awareness for local charities in West Michigan. I provided marketing material to promote different fundraising events within Pidgeon & Clay. Traditionally, I would change the designs from year-to-year, giving each fundraising season it's own look and feel.



## Pridgeon & Clay Brochure | PRINT MEDIA

The Pridgeon & Clay HR team was looking for a unique brochure to use for career fairs to provide potential new employees information about the company. I wanted to avoid using the traditional tri-fold brochure, and instead use a design that stood out. I went with a custom sized square accordion fold that was very versatile in it's design. The HR team liked this layout so well, we adapted this design to also be used as part of the onboarding packet for new hires, as well as general information brochures used through out the company.

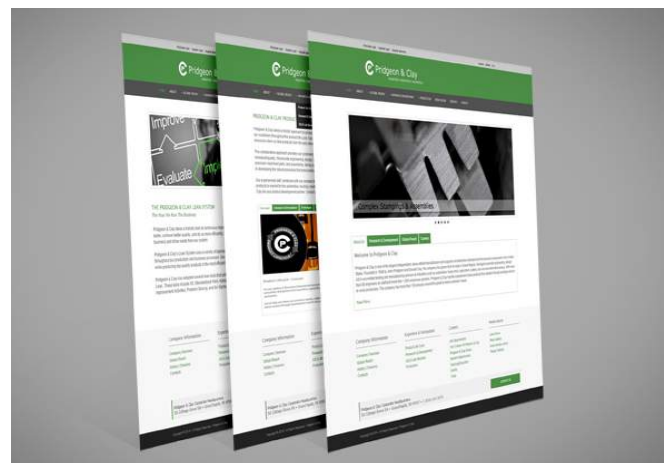
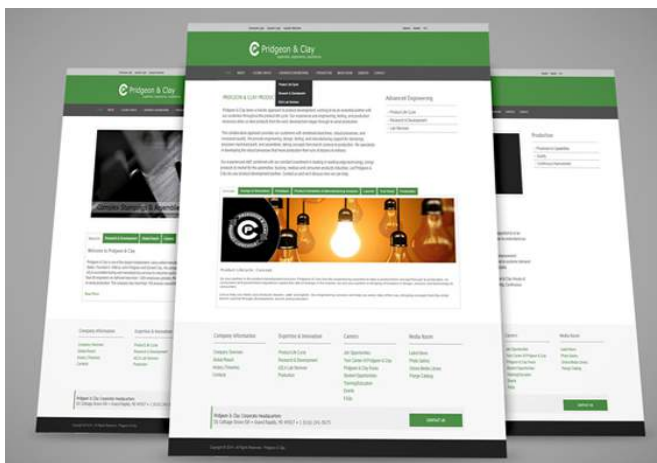
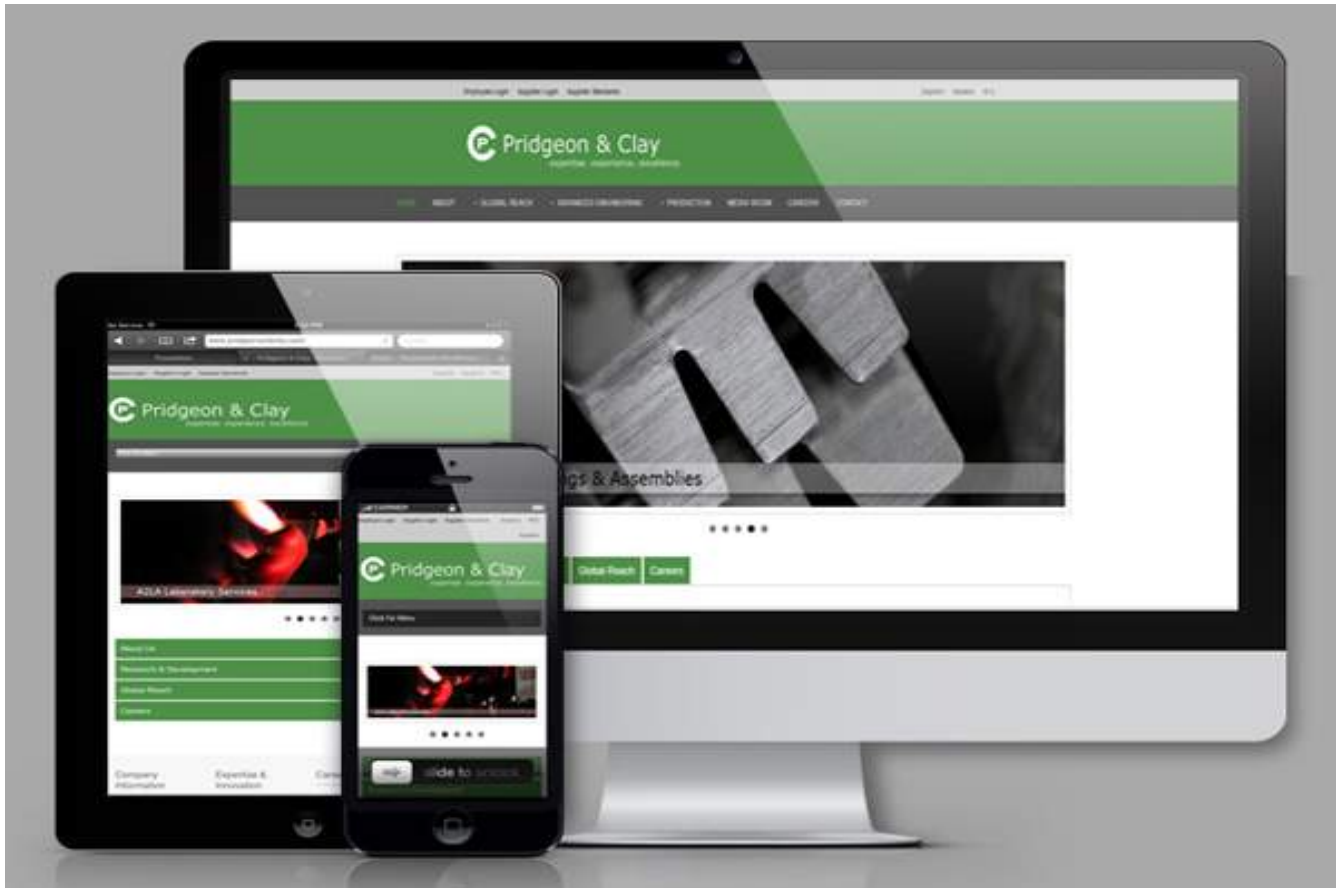




## Pridgeon & Clay | WEBSITES

www.pridgeonandclay.com

Pridgeon & Clay's corporate website is fully built in Dreamweaver and incorporates several HTML5 friendly plugins to ensure that every element of the site is fully responsive across all devices. Such plugins include image sliders, tabbed content, an interactive timeline, accordion style people profiles, toggle style FAQ page, and a filterable photo gallery. The site is also multilingual; offering users English, Spanish, German and Chinese versions of the site.





QED Podcast | WEBSITES  
www.flashforecast.com/qed

The DVM Podcast Empire (DVMPE for short) is a network of podcasts ranging in topics from tv shows, movies, comic books to comedy. I originally connected with the group as a fan of their breakout podcast "Flashforecast" and soon found myself doing some creative collaborations with them. When they began production on their second podcast, "Q.E.D," I created the show's website. Users can learn more about the hosts of the show, episode synopses, download and subscription links as well as rss feeds of the show's twitter accounts. The site was fully created using Dreamweaver.

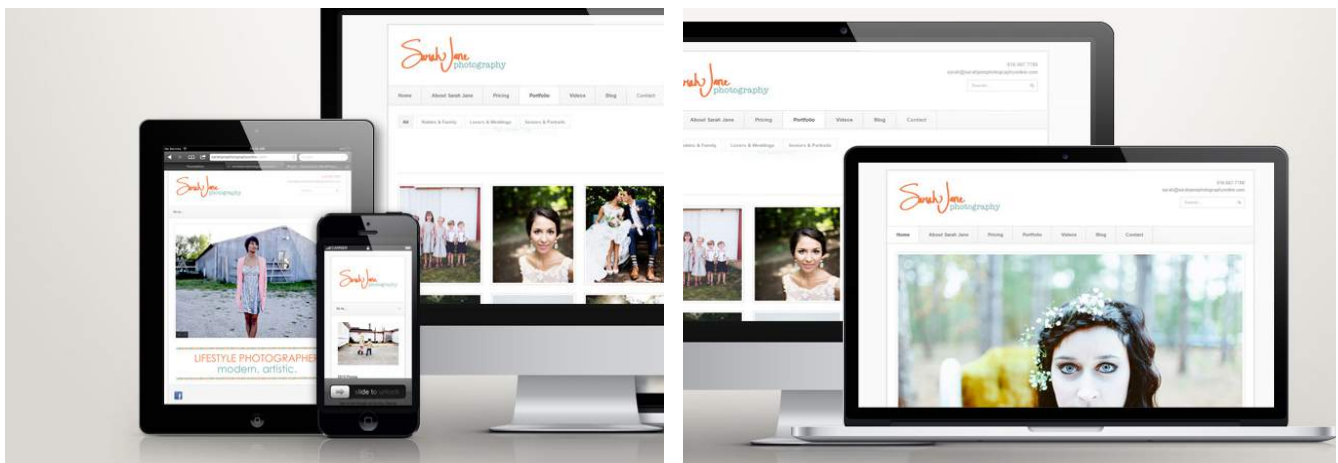


## Sarah Jane Photography | WEBSITES

www.sarahjanephotographyonline.com

Sarah is an up-and-coming photographer in Rockford, Michigan and needed a website to promote her business. Her vision was to have a site that showcased her work, offered viewers a little insight into her personality and shooting styles, as well as a blog where she could document her life as a photographer. She is a very hands on client and wanted to be able to maintain the site's content after the initial build.

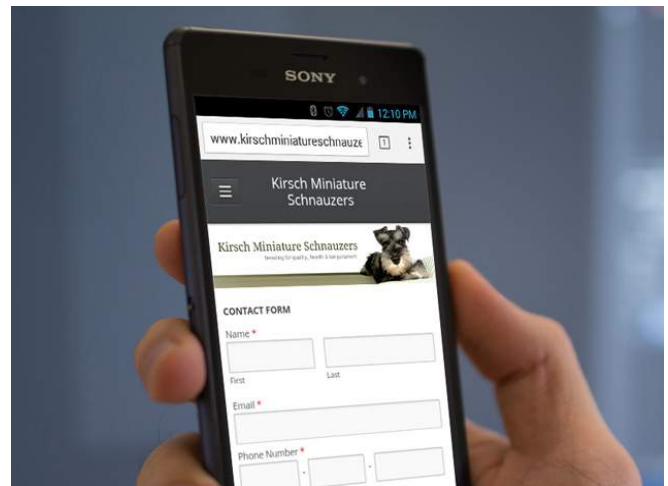
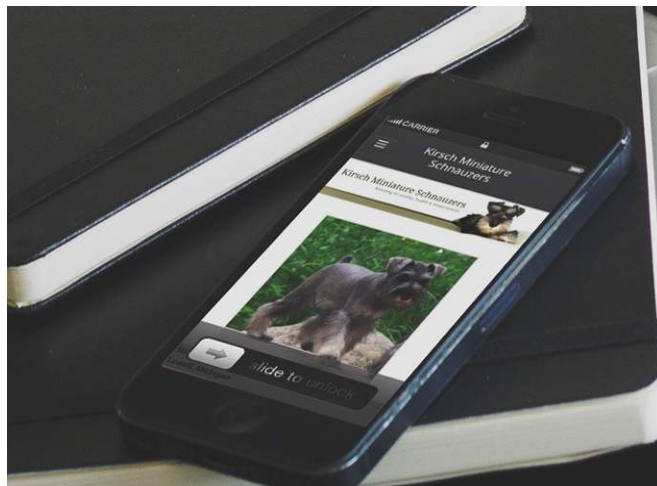
I used a premium WordPress theme that offered a homepage slider, filterable photo gallery, and a built-in contact form and blogging page. I performed a few modifications to the css and php files to further customize some of the site elements, resulting in a clean, modern and responsive web experience.



## Kirsch Miniature Schnauzers | WEBSITES

www.kirschminiatureschnauzers.com

The Kirsch's needed a website to promote their dog breeding business. They weren't very tech savvy so I aided them through the hosting and domain setups as well as researched a variety of CMS website builders that would allow them to maintain the site after the initial build. We choose Weebly do the ease of use for those with limited computer skills. The site features a photo gallery, informational pages and a contact form.





## Pridgeon & Clay | POWERPOINT

Pridgeon & Clay's global PowerPoint presentations use a clean and simple template that offers uncluttered slides and various custom made infographics. Multiple variations were created utilizing different internal sub-brands to provide department specific presentations across the company.



## People & Portraits | PHOTOGRAPHY

My approach to photography is a blend of traditional and what many would call lifestyle photography, meaning I aim "to capture and document real-life events, situations, or milestones in an artistic manner and the art of the everyday." I don't focus so much on the fancy words used to describe my shooting style, I simply try to create a fun and natural environment so I can capture real emotion.





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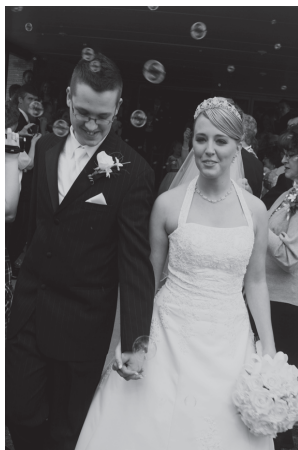
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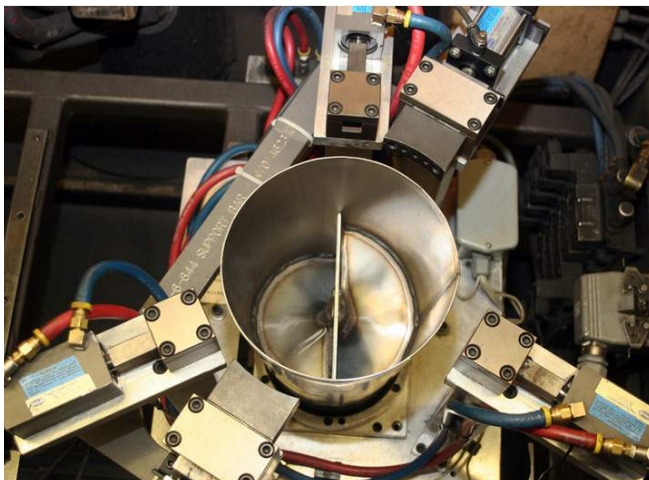
## Weddings | PHOTOGRAPHY

I take an artistic approach to wedding photography. My style blends a contemporary aesthetic with the best of the classical traditions. My photo-journalistic shooting style allows me to capture the raw emotion of the day, as well as focus on the decorative pieces and overall atmosphere of the event.



## Products & Industry | PHOTOGRAPHY

Pridgeon & Clay relies heavily on high quality images to showcase their product portfolios, processes and services. These images are used in a variety of marketing materials such as flyers, brochures, posters, web applications, presentations, reports and databases.





Thank You.