Marjorie Chamberlain

marjorie@marjoriechamberlain.com

Ash & Fir

Identity Design
Packaging Design

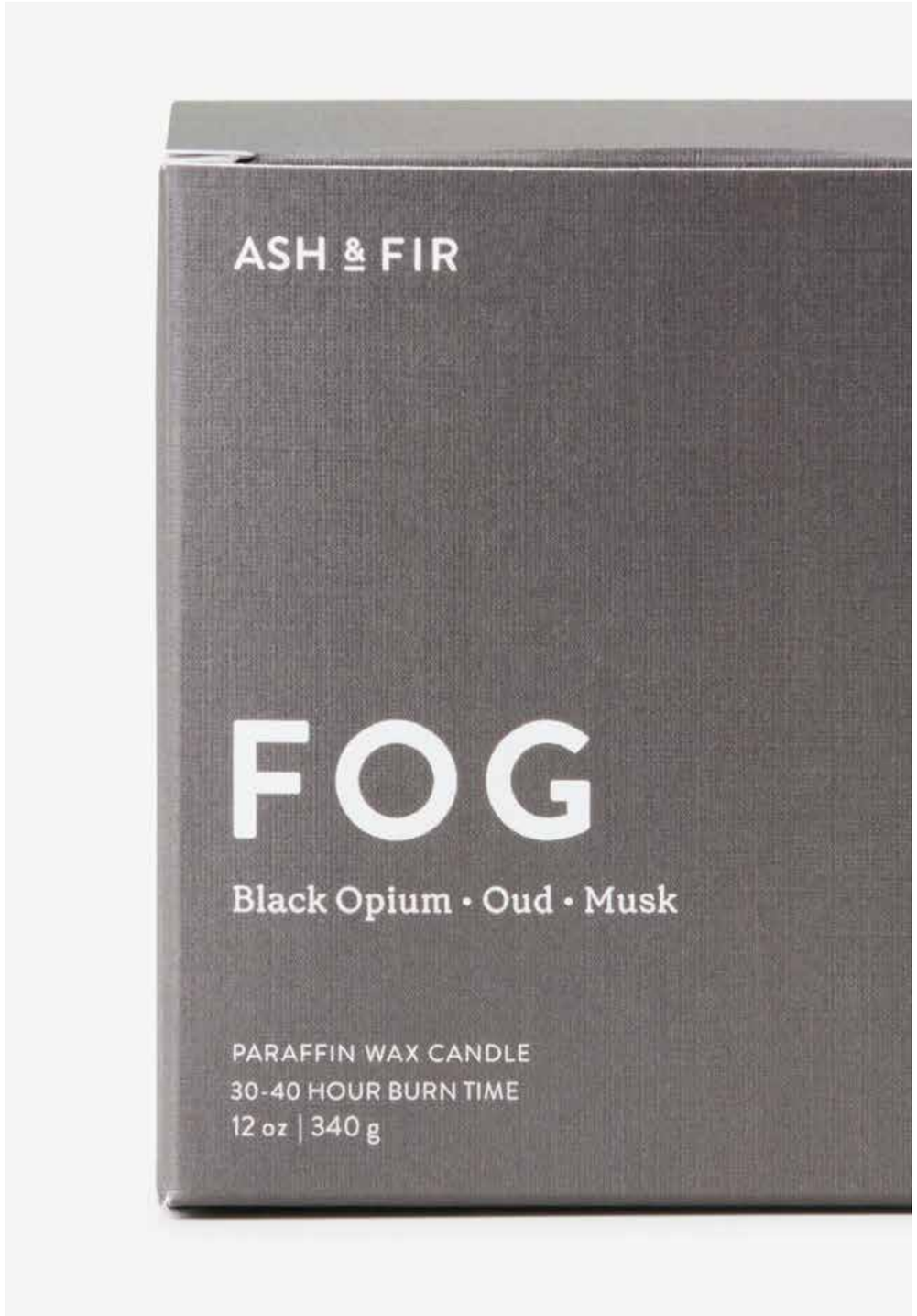
Agency: Bespoke Post In-House
Creative Direction: Marcelo Cardoso
Identity + Packaging Design: Marjorie Chamberlain

Bespoke Post's brand Ash & Fir draws inspiration from both modern design and the beauty of the natural world, Ash & Fir aims to evoke comfort and confidence with our line of smart, carefully considered goods. For the brand's visual identity refresh, color and texture were amplified in the packaging of their products, enhancing and elevating the customer unboxing experience. A new secondary typeface was added to the brand allowing for stronger hierarchy within the brands visual identity.


ASH & FIR
ASPEN
Amber • Spice • Tobacco • Musk
7 oz • 198 g


ASH & FIR
OKEMO
Cypress • Berry • Spice • Patchouli
7 oz • 198 g


FOREST
GROVE
HARBOR
SPRING

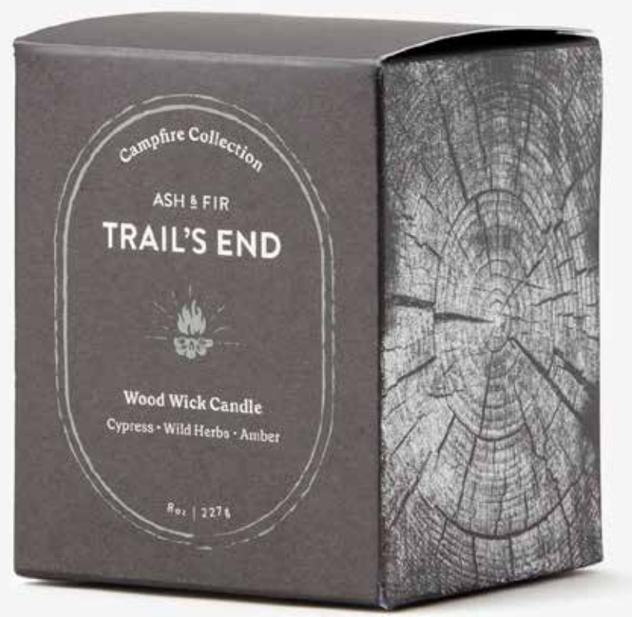

ASH & FIR
FOG
Black Opium • Oud • Musk
PARAFFIN WAX CANDLE
30-40 HOUR BURN TIME
12 oz | 340 g

Campfire Candle

Ash & Fir's Camp fire candle line is meant to bring back memories of sitting around a campfire. A wood wick entertains the ears with crackles just like a real camfire would and the scents are reminiscent of various classic campfire biomes. Using back as a primary color unified and elevated the line while secondary touches of color were used as signifiers for each scent. Various textures from each biome were applied to the product's packaging emphasizing the scent's essence.


Campfire Collection
ASH & FIR
HIDDEN COVE
Wood Wick Candle
Stone Fruit · Berries · Musk
8oz | 227g


Campfire Collection
ASH & FIR
CANYON LAKE
Wood Wick Candle
Citrus · Green Sage · Cedarwood
8oz | 227g


Campfire Collection
ASH & FIR
TRAIL'S END
Wood Wick Candle
Cypress · Wild Herbs · Amber
8oz | 227g


ASH & FIR
Campfire Collection
A limited edition collection of wood wick candles designed to evoke the late night crackle of the campfire in lush, natural settings near and far.
SOY WAX CANDLE
35 HOUR BURN TIME
ASH & FIR
Campfire Collection
A limited edition collection of wood wick candles designed to evoke the late night crackle of the campfire in lush, natural settings near and far.
SOY WAX CANDLE
35 HOUR BURN TIME
ASH & FIR
Campfire Collection
A limited edition collection of wood wick candles designed to evoke the late night crackle of the campfire in lush, natural settings near and far.
SOY WAX CANDLE
35 HOUR BURN TIME


Campfire Collection
ASH & FIR
CANYON LAKE
Wood Wick Candle
Campfire Collection
ASH & FIR
HIDDEN COVE
Wood Wick Candle
Campfire Collection
ASH & FIR
TRAIL'S END
Wood Wick Candle

Fill Mill

Identity Design
Packaging Design

Agency: Bespoke Post In-House
Creative Direction: Marcelo Cardoso
Identity + Packaging Design: Marjorie Chamberlain
Icon Design: Luke Janos

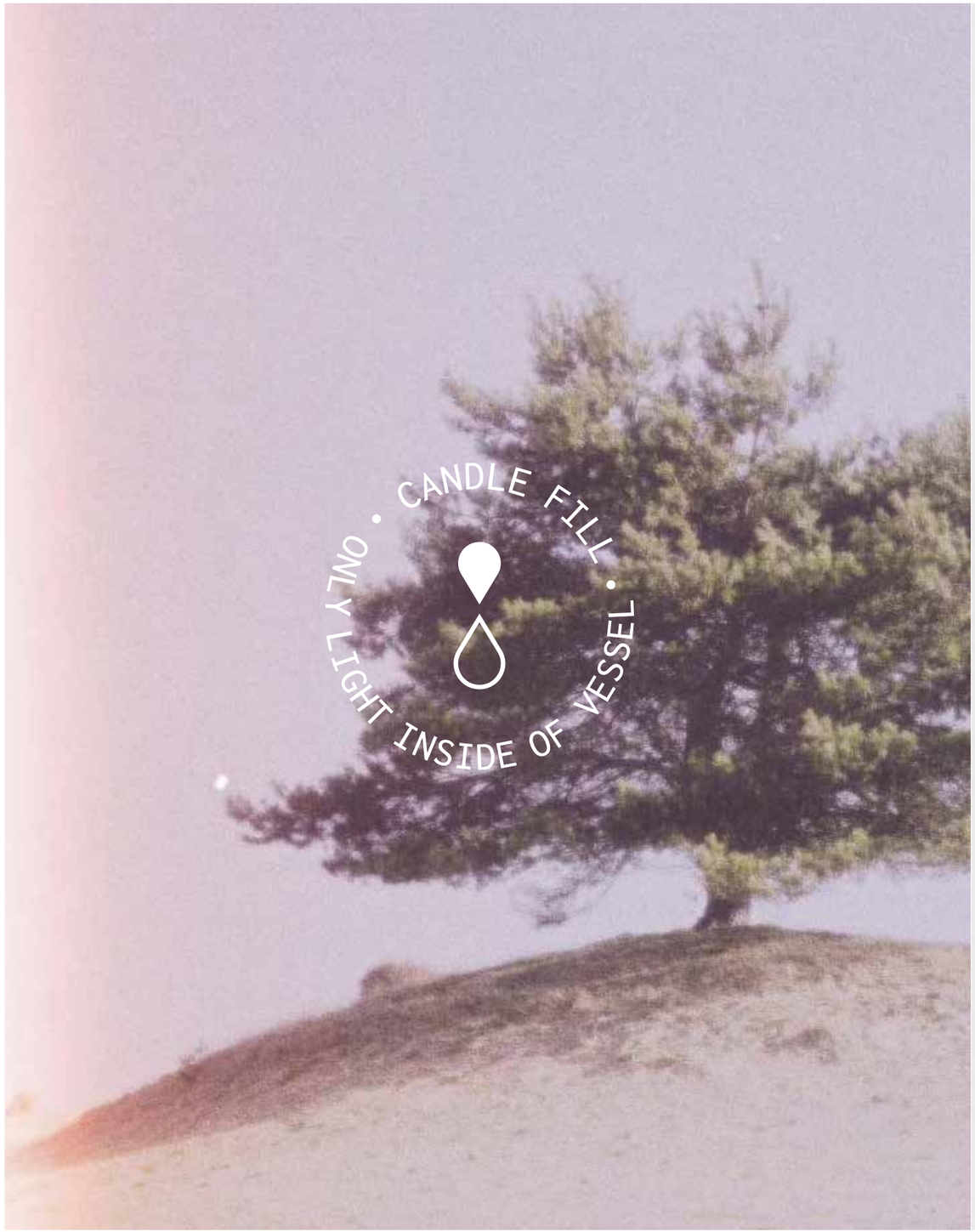
Bespoke Post's Fill Mill is a candle you'll keep forever, with reFillable scents you can swap out when you want to change things up. It's a concrete vessel that adds style to any home, with recyclable candle Fills you can switch up with the click of a magnet. For the visual identity photography played an influencial role in evoking Fill Mill's uniquely crafted scents inspired by experiences, while the use of shape and eclectic type refrenced the product's modern design and unique concept.

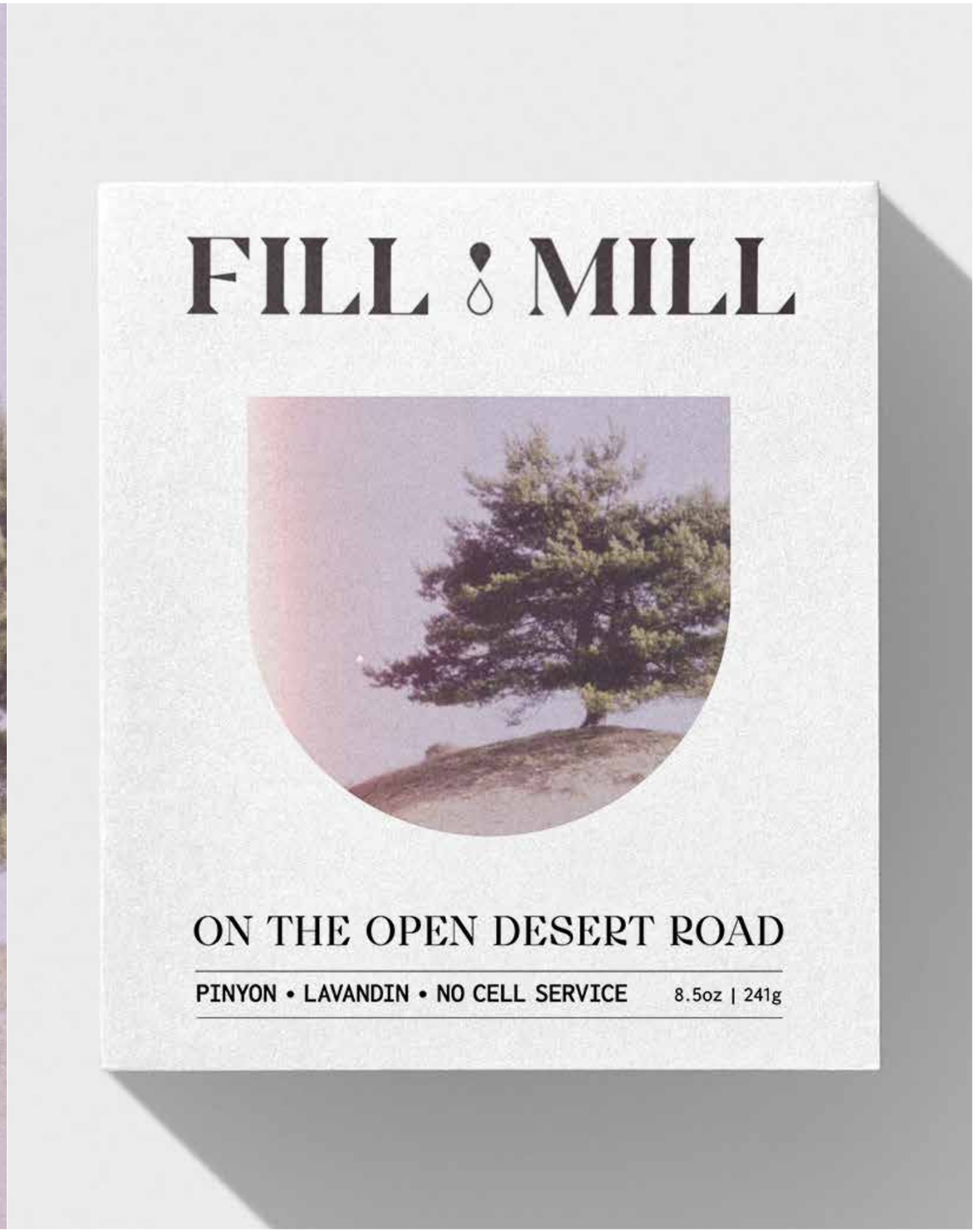

FILL : MILL
LAST DRINK BY THE BONFIRE
WHISKEY • SPICE • 2 AM
8.5oz | 241g
FILL : MILL
BEHIND THE UNMARKED DOOR
TOBACCO • PATCHOULI • SPOT AT THE BAR
8.5oz | 241g
FILL : MILL
SUNDAY DINNER AT THE GROVE
CITRUS • WOODS • TABLE FOR 12
8.5oz | 241g


FILL ⁝ MILL
LAST DRINK BY THE BONFIRE
WHISKEY • SPICE • 2 AM
FILL ⁝ MILL
SUNDAY DINNER AT THE GROVE
CITRUS • WOODS • TABLE FOR 12
FILL ⁝ MILL
BEHIND THE UNMARKED DOOR
TOBACCO • PATCHOULI • SPOT AT THE BAR


LAST DRINK BY THE BONFIRE
Like the last pour from the bottle before the night wanes and the fire blows out. Spiked with notes of ginger, clove, and the best of old friends.
SUNDAY DINNER AT THE GROVE
Like a golden-hour meal in a lemon grove, with charred citrus in the air. The old California woods around us cast jagged shadows across the placemats.
BEHIND THE UNMARKED DOOR
Like a hidden speakeasy, marked only by the mellow scents of fresh tobacco and patchouli musk. Carefree banter echoes from within.
CANDLE FILL • ONE LIGHT INSIDE OF VESSEL •
FILLMILL.CO


FILL ⁝ MILL
REFILLABLE CANDLE VESSEL
NATURAL CONCRETE


CANDLE FILL
ONLY LIGHT INSIDE OF VESSEL


FILL : MILL
ON THE OPEN DESERT ROAD
PINYON • LAVANDIN • NO CELL SERVICE
8.5oz | 241g

Bespoke Post × Esquire

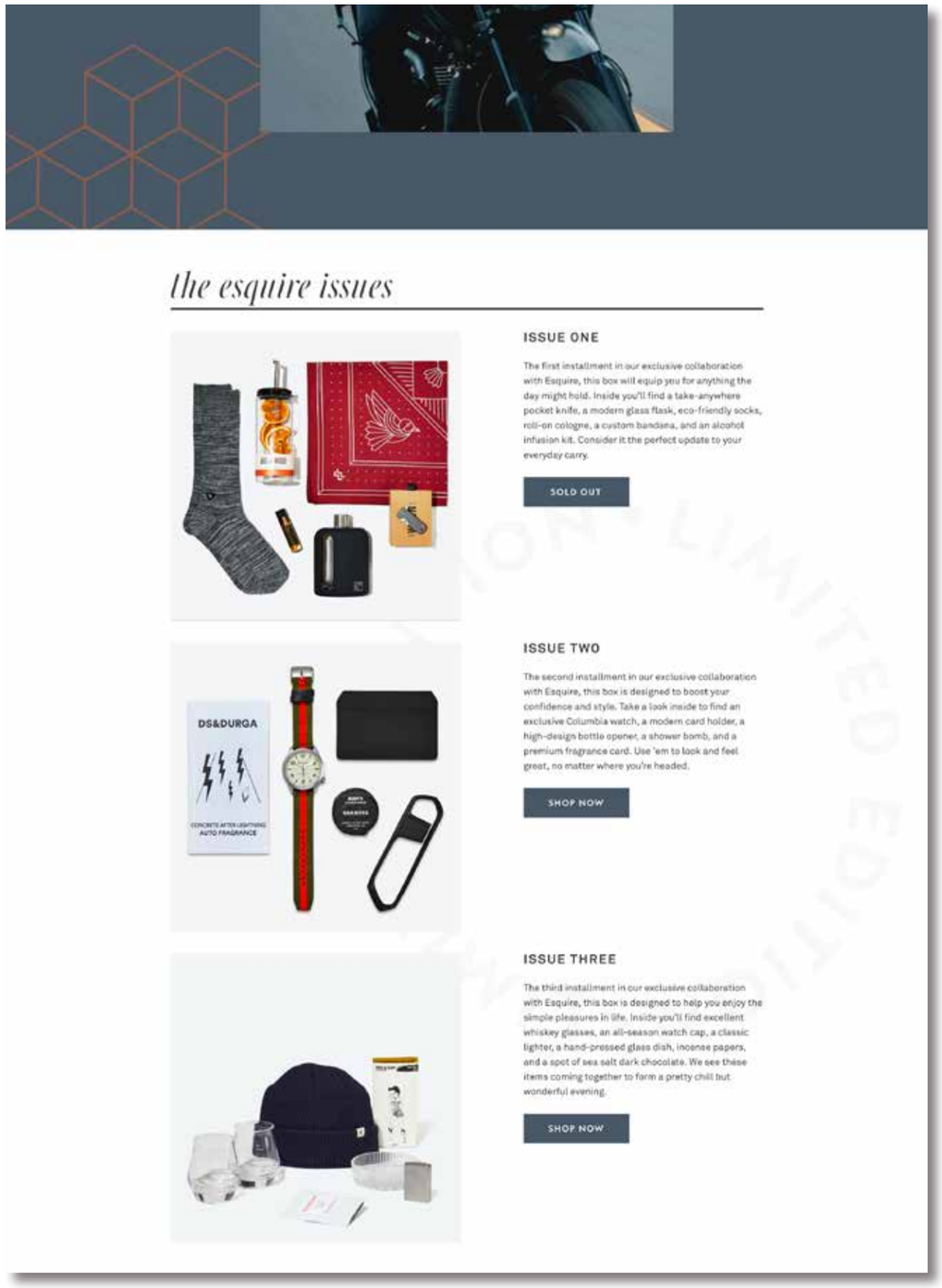
Identity Design
Packaging Design
Print Design
Digital Design

Agency: Bespoke Post In-House
Creative Direction: Dina Witten
Identity + Print Design: Marjorie Chamberlain
Digital Design + Art Direction: Joelyn Dalit

Bespoke Post's collaboration with Esquire Magazine was a series of three boxes launched throughout the fall of 2021. The lifestyle subscription box company wanted to create special packaging to enhance the unboxing experience. A special color palette for the collaboration was curated and each patterned box in the series was a different color, both inside and out. Special labels, on each box, with quotes curated from Esquire editors allowed each box to be unique without requiring use of different printing plates. The packaging design went on to serve as the visual identity for the collaboration and was carried out on social and online platforms.


BESPOKE & ESQUIRE
Issue Two
"Fashion is what everyone else does. Style is what you do."
– The Esquire Editors
RUDY'S
SHOWER BOMB
OAKMOSS
DS&DURGA
AFTER LIGHTNING
FRAGRANCE
BESPOKE & ESQUIRE
Issue Three
"Never trust a person who can't break the rules (even if they're writing them)."
– The Esquire Editors
FINE & RAW
chocolate
PONSONT
– Rosa Rossa


BESPOKE POST
Membership
Boxes
The Shop
Gift Cards
Get Started
INTRODUCING
Bespoke Post x ESQUIRE
all issues
See the issues
The Story
Since the beginning, Esquire has been the publication of record for those "who are driven by their passion to be even better informed, satisfied, styled, entertained, experienced, and aware of the world around them and their place within it."
Sound familiar? Our Members are inspired by the very same things. So it was only natural for us to team up on a set of limited edition boxes full of premium goods, all with the Esquire stamp of approval. Enjoy.
"Never trust a person who can't break the rules (even if they're

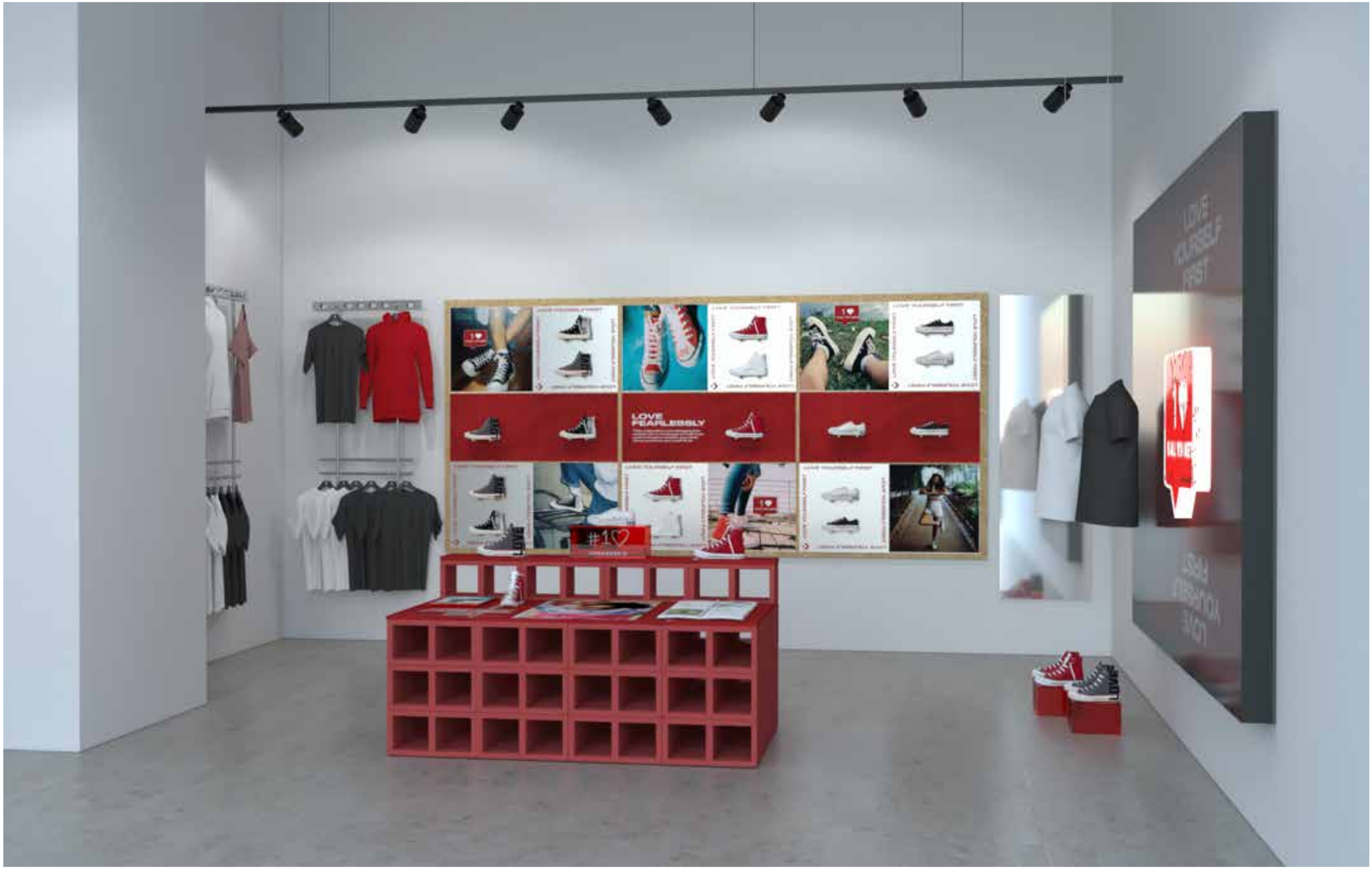

the esquire issues
ISSUE ONE
The first installment in our exclusive collaboration with Esquire, this box will equip you for anything the day might hold. Inside you'll find a take-anywhere pocket knife, a modern glass flask, eco-friendly socks, roll-on cologne, a custom bandana, and an alcohol infusion kit. Consider it the perfect update to your everyday carry.
SOLD OUT
ISSUE TWO
The second installment in our exclusive collaboration with Esquire, this box is designed to boost your confidence and style. Take a look inside to find an exclusive Columbia watch, a modern card holder, a high-design bottle opener, a shower bomb, and a premium fragrance card. Use 'em to look and feel great, no matter where you're headed.
SHOP NOW
DS&DURGA
ISSUE THREE
The third installment in our exclusive collaboration with Esquire, this box is designed to help you enjoy the simple pleasures in life. Inside you'll find excellent whiskey glasses, an all-season watch cap, a classic lighter, a hand-pressed glass dish, incense papers, and a spot of sea salt dark chocolate. We see these items coming together to form a pretty chill but wonderful evening.
SHOP NOW

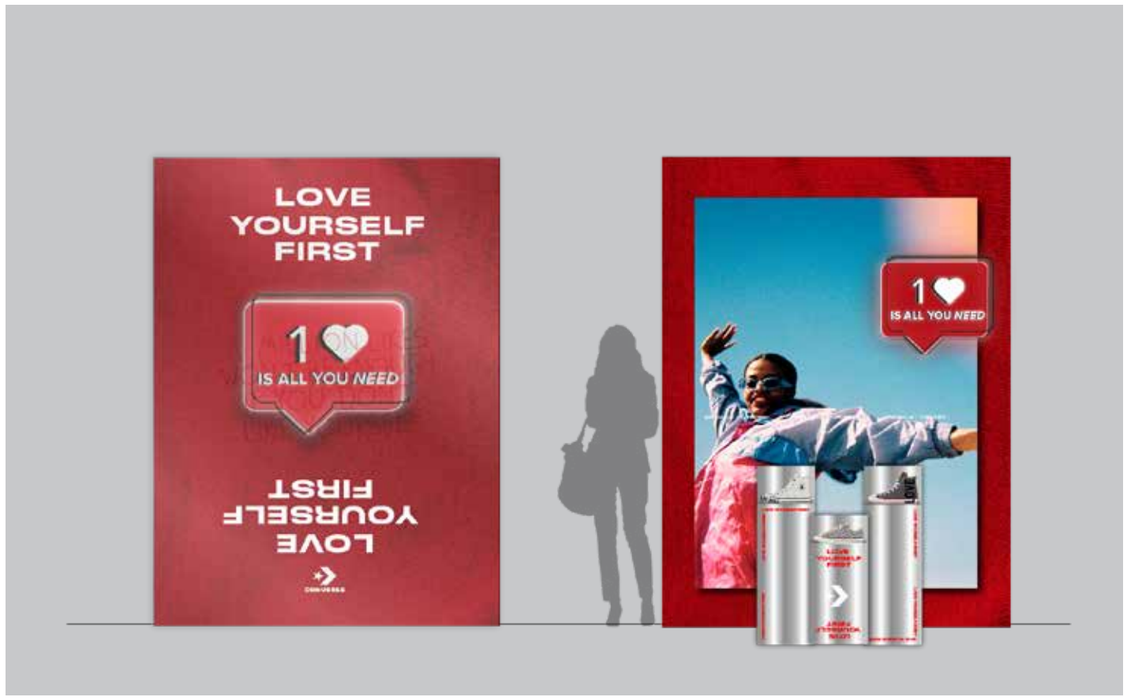
Converse Love Fearlessly

Experiential Design

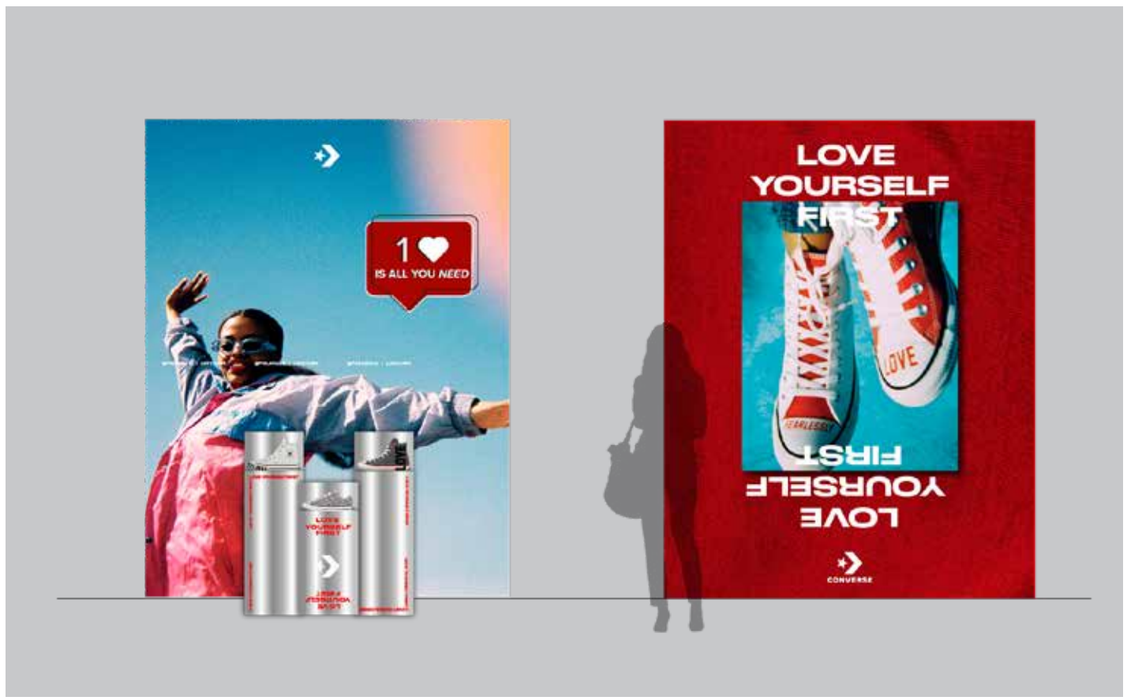
Agency: Rosie Lee Creative
Creative Direction: Mark Flemming
Design: Marjorie Chamberlain
Renders: : Tom F , Alex Nicol

For Converse's Love Fearlessly campaign, Rosie Lee brought the consumer journey to life by concepting the campaign's in-store displays, brand activations and consumer take aways. The campaign's message of self love and self transformation was reflected though the emphasis of physical materials and positive messaging throughout the store.


LOVE
PEARLESSLY
#1♡


LOVE
YOURSELF
FIRST
1
IS ALL YOU NEED
LOVE
YOURSELF
FIRST
1
IS ALL YOU NEED


CONVERSE
LOVE
YOURSELF
FIRST
1
IS ALL YOU NEED
1
IS ALL YOU NEED

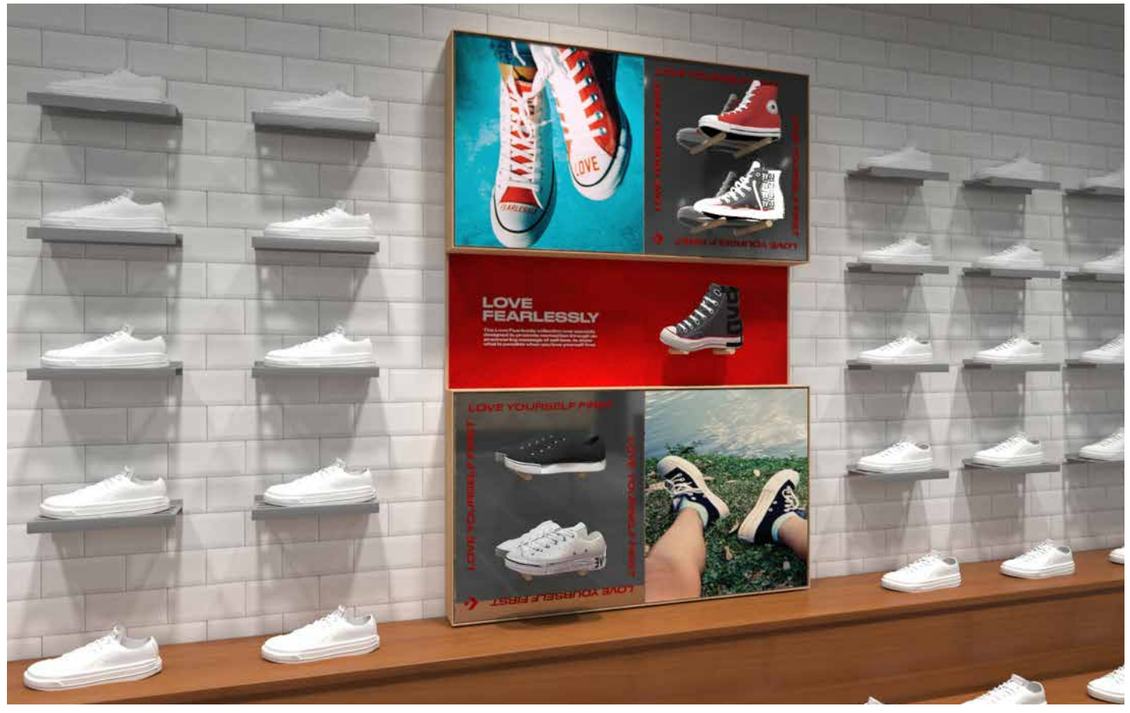

1
IS ALL YOU NEED
LOVE
YOURSELF
FIRST
CONVERSE


CONVERSE
1
IS ALL YOU NEED
LOVE
YOURSELF
FIRST

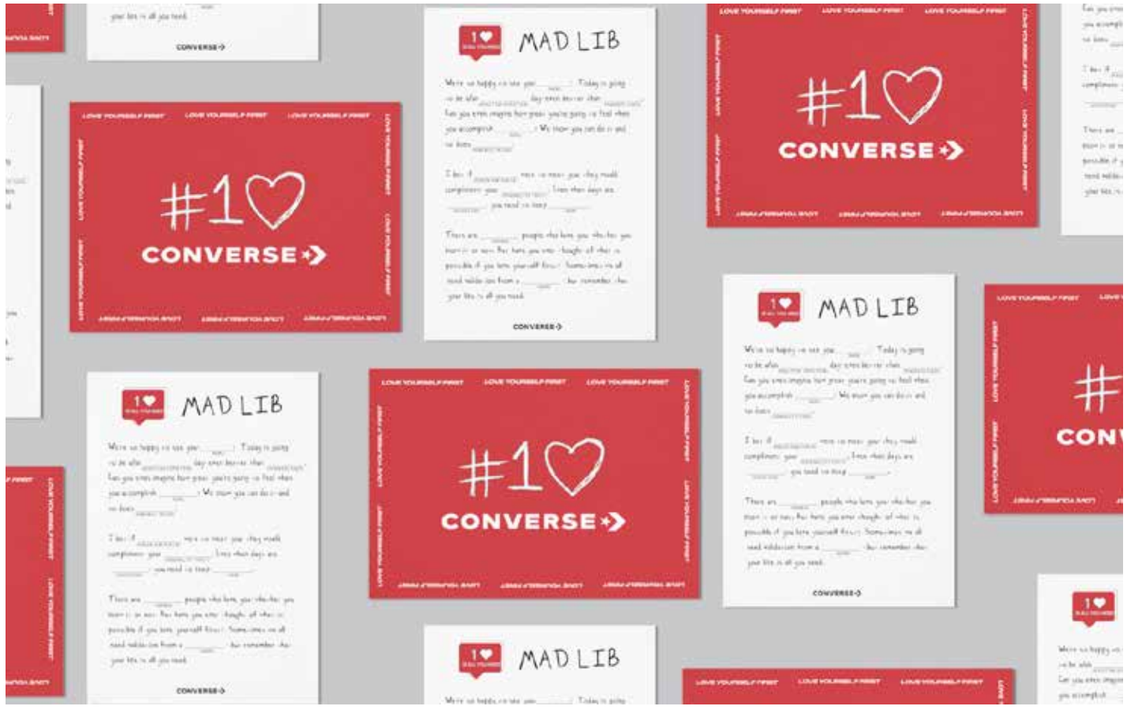

PHILA HLUJE
"I LOVE MYSELF BECAUSE I AM AN ARTIST"


LOVE
#1♡


LOVE YOURSELF FIRST
LOVE FEARLESSLY
LOVE


LOVE
LOVE FEARLESSLY
LOVE YOURSELF FIRST


LOVE FEARLESSLY
ME
YOUR SELF LOVE FIRST
CONVERSE
#1
I AM FEAR LESS
CONVERSE
1
IS ALL YOU NEED


#1
CONVERSE
MAD LIB
LOVE YOURSELF FIRST


#1
CONVERSE

Ketel One Art Basel

Experiential Design

Agency: Rosie Lee Creative
Creative Direction: Mark Flemming
Design: Marjorie Chamberlain
Illustration: Fig and Partners

The premium vodka brand Ketel One launched a campaign in 2019 , challenging us all to ‘Drink Marvelously. Ketel one wanted to offer guests a totally new (and marvellous) perspective at Art Basel Miami, while at the same time creating a genuine spectacle for the brand Rosie Lee proposed a host of ideas that could add an unexpected and joyful twist to the festival experience which resulted in the production of a hot air balloon experience that ran as part of the three day III Points pop up music festival with artists including Grimes, A$AP Rocky, and Duke Dumont.


Drink
Marvelously.
Ketel One®
VODKA

M•A•C Love Me

Identity Design

Agency: MAC Cosmetics In-House
Creative Direction: Miquel Polidano,
Design: Ly Le, Marjorie Chamberlain
Campaign Photography: Petra Colins

The identity for M•A•C's Love Me Lipstick campaign was heavily influenced by meme culture and dreamlike nostalgia. These influences are reflected through the campaign's typography and art direction.
The campaign launched digitally and physically in the fall of 2019

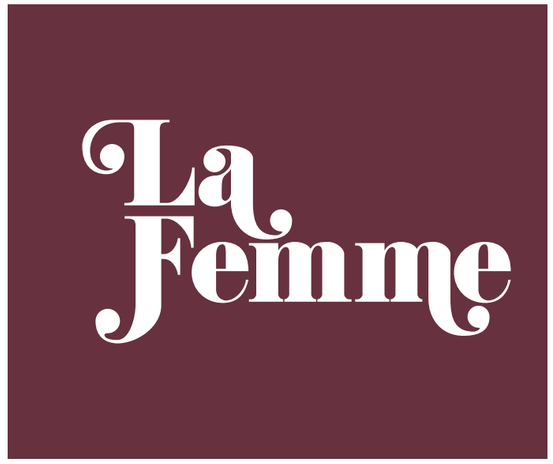

M·A·C
LOVE ME
lipstick
NEW
LOVE AT FIRST SWIPE


M·A·C
BE KIND TO THE HATERS
Self-love story by @Halima
#MACLOVEME


French Silk


M·A·C
YOU CAN'T HELP BUT LOVE ME
SELF-LOVE STORY BY @JSTLBBY
#MACLOVEME


SHAME LESSLY VAIN


La Femme

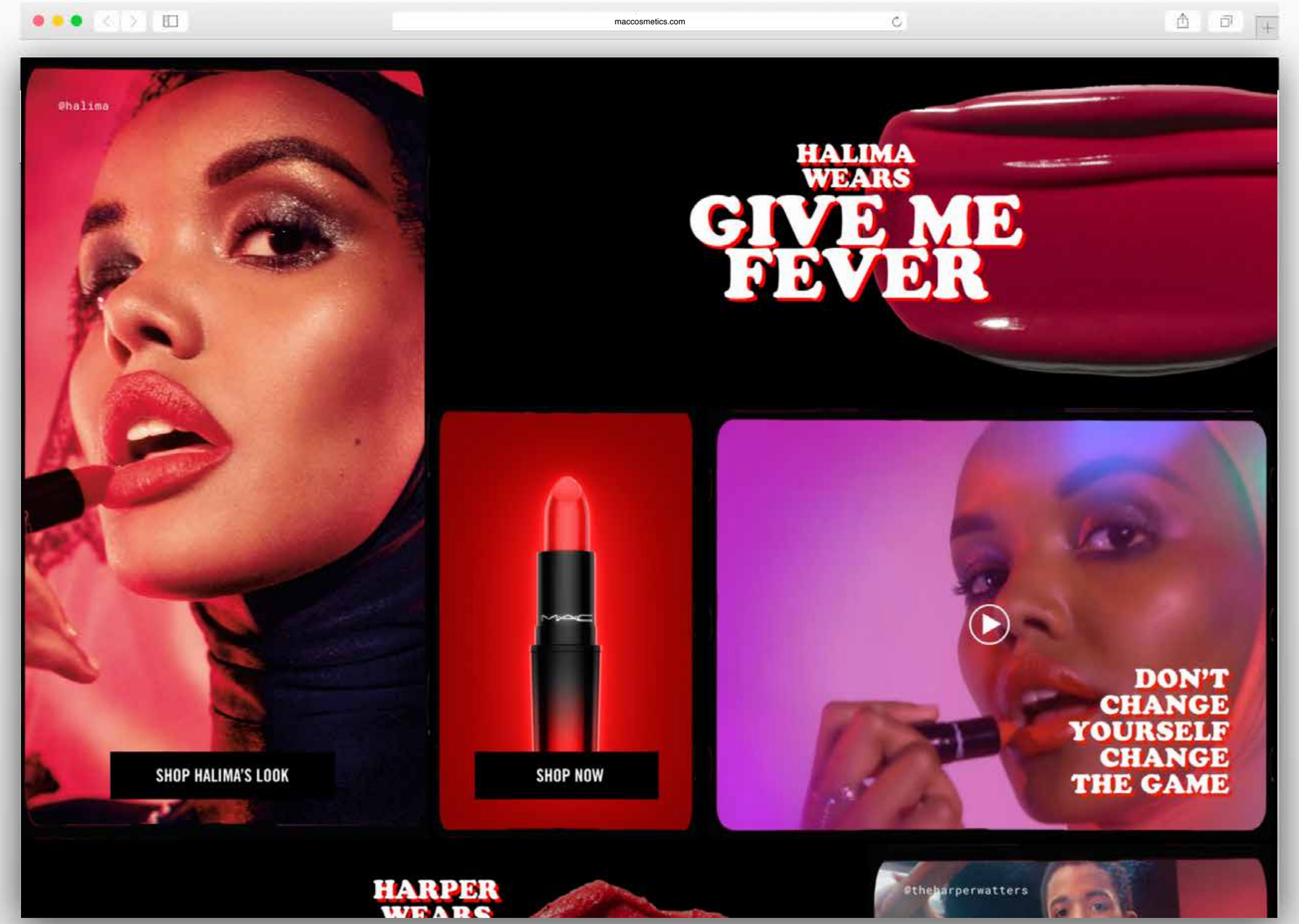

Under the Covers


LIGHT-AS-AIR


GIVE ME FEVER
French Silk
La Femme
Under the Covers
Beauty Means Imperfection
E FOR EFFORTLESS
Under the Covers


M·A·C
NEW
LOVE ME
lipstick
LOVE AT FIRST SWIPE
LOVE AT FIRST SWIPE


M·A·C
LOVE ME
lipstick
I DON'T FIT THE MOLD


maccosmetics.com
@halima
HALIMA WEARS
GIVE ME FEVER
SHOP HALIMA'S LOOK
SHOP NOW
DON'T CHANGE YOURSELF CHANGE THE GAME
HARPER WEARS
@theharperwatters

M•A•C Pride 2019

Identity Design

Agency: MAC Cosmetics In-House
Creative Direction: Char Alfonso
Design: Char Alfonso, Marjorie Chamberlain,

The identity for M•A•C's 2019 Pride Collection took inspiration from the work of Kieth Harring while also adding elements from M•A•C Viva Glam identity. This identity was part of the community in 20+ regional Pride events across North America, including sponsoring Los Angeles PRIDE and WorldPride NYC.


LOVES
PRIDE
#MACLOVESPRIDE
GLAMMING FOR ALL AGES, ALL RACES, ALL GENDERS
SINCE OUR ROUNDING IN 1984


LOVES
PRIDE


LOVES
PRIDE


GLAM FOR LOVE
GLAM FOR EQUALITY
GLAM FOR DIVERSITY
ALUMNI ASSOCIATION


LOVES PRIDE
EQUALITY
INCLUSION
LOVE
DIVERSITY


GLAM FOR EQUALITY
#MACLOVESPRIDE
GLAM FOR DIVERSITY
#MACLOVESPRIDE


maccosmetics 10h
STAY TUNED FOR DAY 2!
#MACLOVESPRIDE
Send message


maccosmetics 20h
ALL AGES
ALL RACES
ALL GENDERS
LOVES PRIDE
#MACLOVESPRIDE
Send message


maccosmetics 22h
L.A PRIDE WEEKEND STARTS TODAY!
@macpromelrose's custom paint stick palettes!
Send message

Kashi Go

Re-Brand
Packaging Design

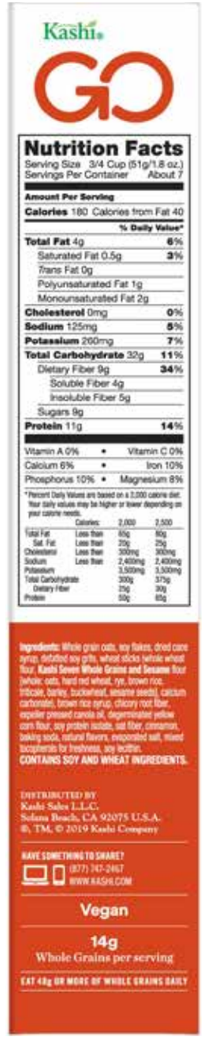
Agency: Jones Knowles Ritchie
Creative Direction: Dan Gladden
Design: Aron Stephenson, Allison Cruzado, Marjorie Chamberlain, Jacklyn Munck, Kari Porter, David Fung

Kashi Go formerly known as Kashi Go Lean is Kashi's plant based protien cereal line. Using Kashi's evolving customer base as a design influence JKR re-branded the line by changing the name and visually re-directing and elevating its messaging to cater towards the lifestyle of the Kashi customer.


NON GMO Project VERIFIED
New Look!
Same Tasty Recipe
Kashi
GO
flow
11g
Protein
Cinnamon Crisp
Plant Protein and Multigrain Clusters with Warm Cinnamon
14g
Whole Grains
9g
Fiber
Contains 4g total fat per serving
CEREAL NET WT 14 OZ (397g)


Kashi
GO
rise
play
spark
flow
crush
defy
love
wander
shine
11g
Protein
Cinnamon
Crisp


GO
flow
Hey there – Ready for today?
Get the good vibes going with a bowl of this tasty,
PROTEIN-POWERED CEREAL.
Savor those between-the-bite moments,
and all the possibilities of how you'll
GO flow, GO play, GO crush...
POUR, CRUNCH, ENJOY. Now you're ready.
GO
do your thing


Kashi
GO
Nutrition Facts
Serving Size 3/4 Cup (51g/1.8 oz.)
Servings Per Container About 7
Amount Per Serving
Calories 180 Calories from Fat 40
% Daily Value*
Total Fat 4g 6%
Saturated Fat 0.5g 3%
Trans Fat 0g
Polyunsaturated Fat 1g
Monounsaturated Fat 2g
Cholesterol 0mg 0%
Sodium 125mg 5%
Potassium 260mg 7%
Total Carbohydrate 32g 11%
Dietary Fiber 9g 34%
Soluble Fiber 4g
Insoluble Fiber 5g
Sugars 9g
Protein 11g 14%
Vitamin A 0% • Vitamin C 0%
Calcium 6% • Iron 10%
Phosphorus 10% • Magnesium 8%
Vegan
14g
Whole Grains per serving
EAT 48g OR MORE OF WHOLE GRAINS DAILY


New Look!
Same Tasty Recipe
Kashi
GO rise
12g Protein
Original
Plant Protein and Multigrain Crisps with a touch of Honey
8g Whole Grains
13g Fiber
CEREAL NET WT 13.1 OZ (371g)


New Look!
Same Tasty Recipe
Kashi
GO play
9g Protein
Honey Almond Flax Crunch
Plant Protein and Multigrain Clusters with Honey, Almonds & Flax Seeds
13g Whole Grains
8g Fiber
500mg ALA Omega-3
CEREAL NET WT 14 OZ (397g)


New Look!
Same Tasty Recipe
Kashi
GO wander
9g Protein
Toasted Berry Crisp
Plant Protein and Multigrain Clusters with Cranberries & Blueberries
16g Whole Grains
8g Fiber
CEREAL NET WT 14 OZ (397g)

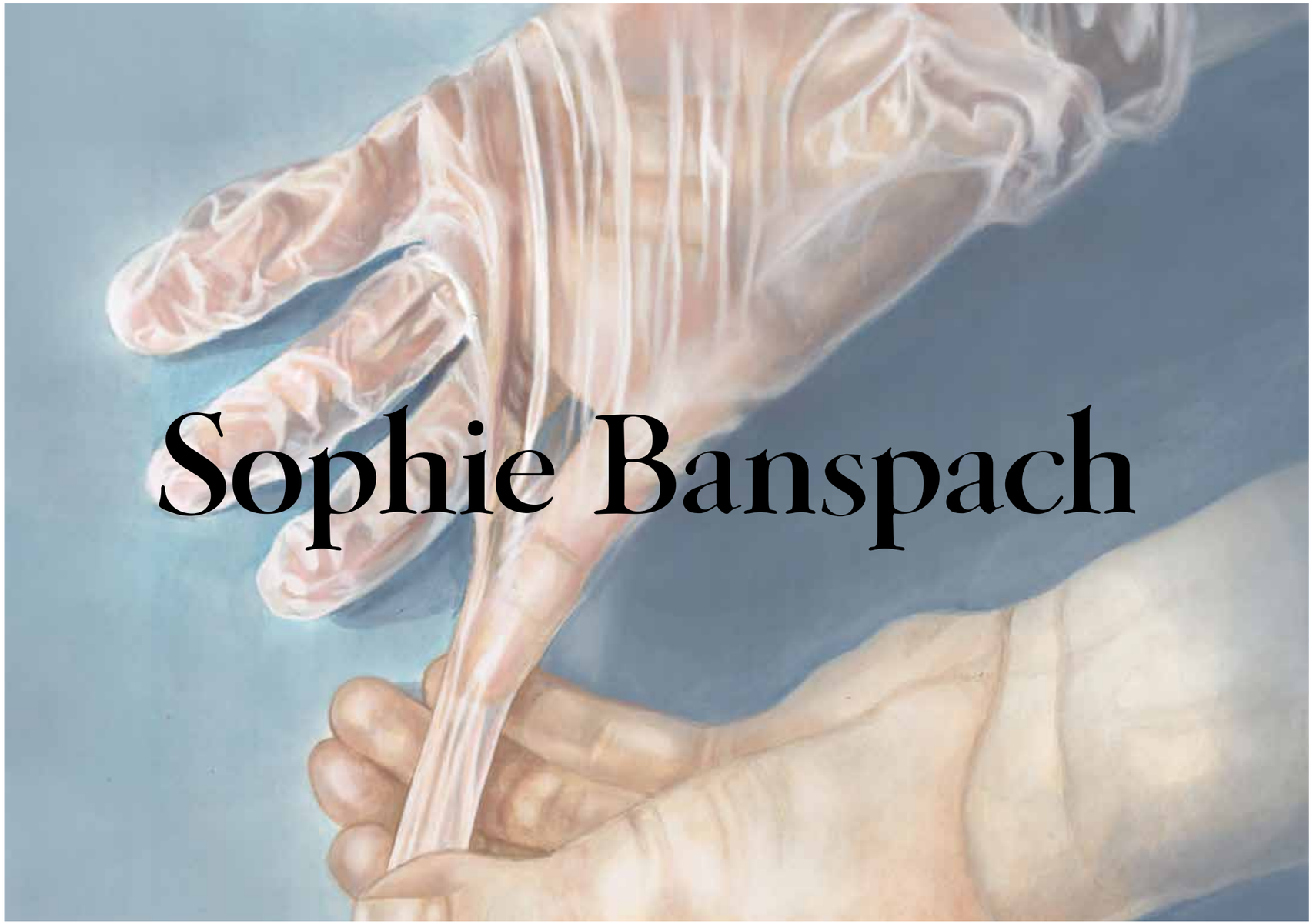

New Look!
Same Tasty Recipe
Kashi
GO defy
9g Protein
Crunch
Plant Protein and Multigrain Clusters with a Touch of Cinnamon
16g Whole Grains
8g Fiber
CEREAL NET WT 13.8 OZ (391g)


New Look!
Same Tasty Recipe
Kashi
GO love
10g Protein
Chocolate Crunch
Plant Protein and Multigrain Clusters with Fair Trade Chocolate
17g Whole Grains
9g Fiber
CEREAL NET WT 12.2 OZ (345g)

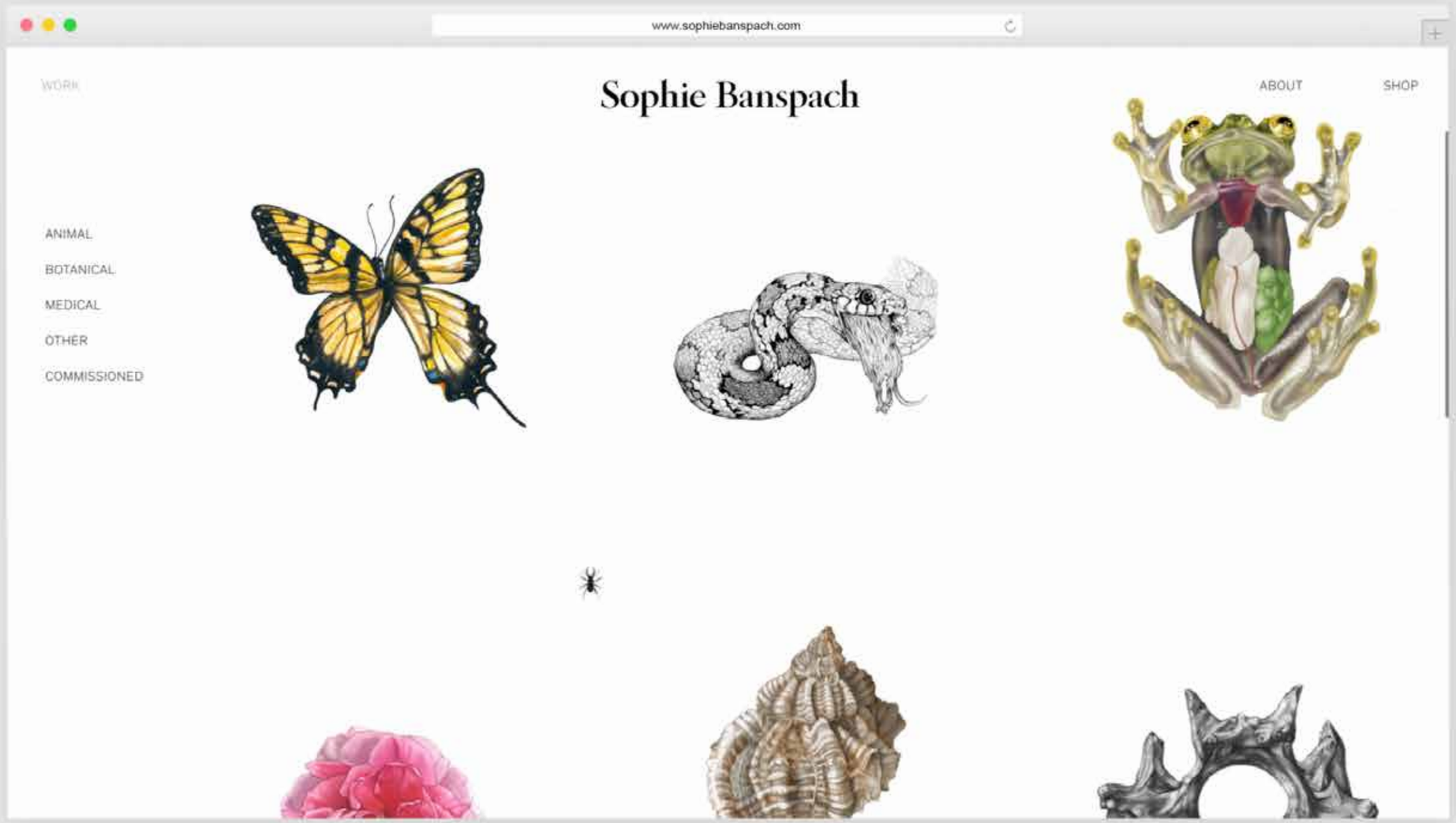

New Look!
Same Tasty Recipe
Kashi
GO flow
11g Protein
Cinnamon Crisp
Plant Protein and Multigrain Clusters with Warm Cinnamon
14g Whole Grains
9g Fiber
CEREAL NET WT 14 OZ (397g)

Sophie Banspach

Branding
Web design



Sophie Banspach is a Scientific Illustrator and Visual Artist based in Reno Nevada. The illustrator showed an interest that she wanted to display her body of work in a more modern fashion while still communicating the sense of academia in the practice of scientific illustration. A custom logo type was created from the academic typeface of Garamond and adapted to emphasize anatomy, a topic discussed in both scientific illustration and type as well. For her website the use of categorizing and classifying her illustrations into specific libraries very much enhanced the notion of cataloging observations, a process a scientific illustrator goes through when creating a new piece .


www.sophiebanspach.com
WORK
Sophie Banspach
ABOUT
SHOP
ANIMAL
BOTANICAL
MEDICAL
OTHER
COMMISSIONED

www.sophiebanspach.com

WORK

Sophie Banspach

ABOUT

SHOP

ANIMAL

BOTANICAL

MEDICAL

OTHER

COMMISSIONED

Three Striped Poison Dart Frog
Adobe Photoshop and Graphite Pencil.

www.sophiebanspach.com

WORK

Sophie Banspach

ABOUT SHOP

ANIMAL

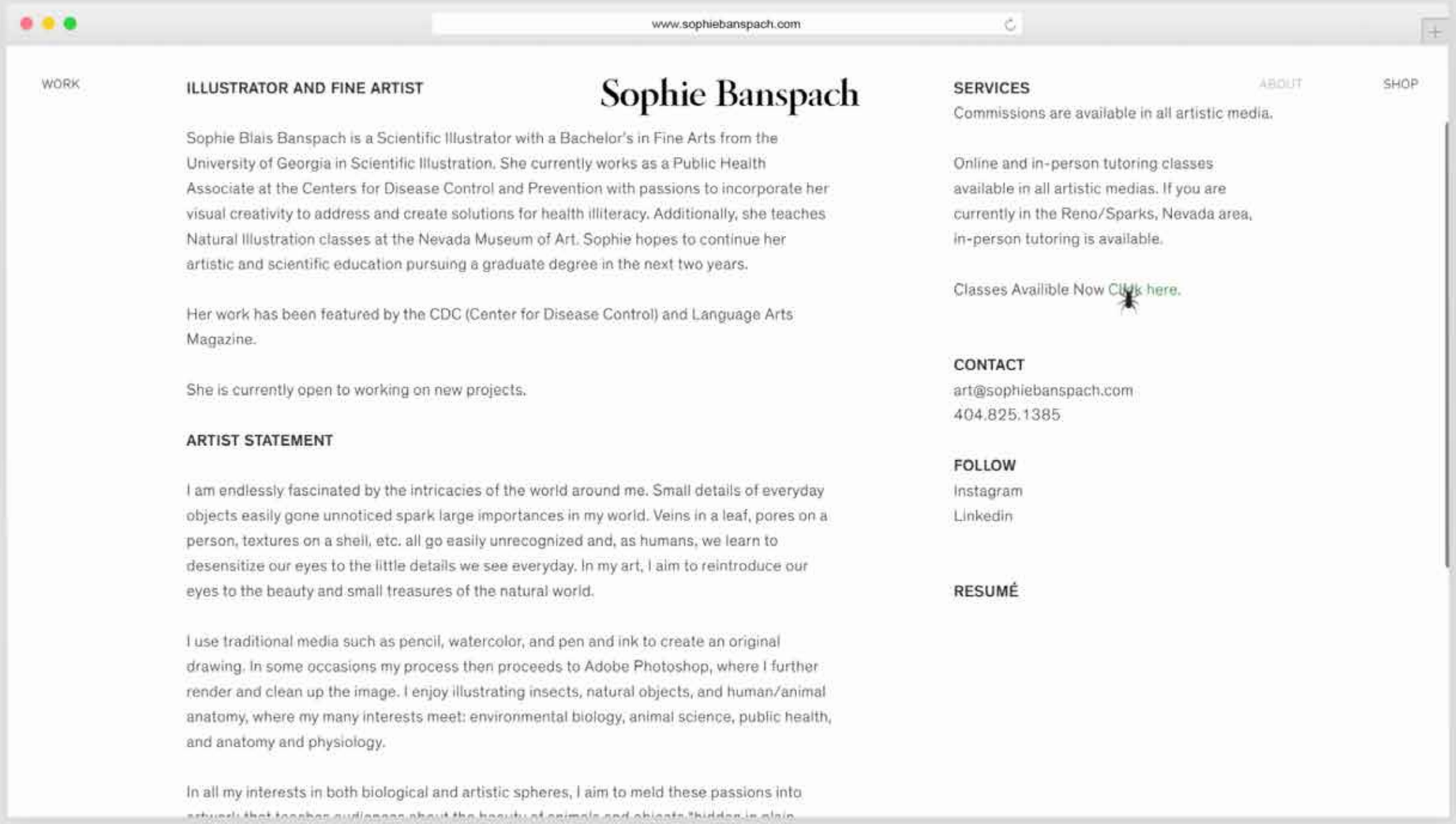
BOTANICAL

MEDICAL

OTHER

COMMISSIONED

Three Striped Poison Dart Frog
Adobe Photoshop and Graphite Pencil.


www.sophiebanspach.com
WORK
ILLUSTRATOR AND FINE ARTIST
Sophie Banspach
ABOUT
SHOP
Sophie Blais Banspach is a Scientific Illustrator with a Bachelor's in Fine Arts from the University of Georgia in Scientific Illustration. She currently works as a Public Health Associate at the Centers for Disease Control and Prevention with passions to incorporate her visual creativity to address and create solutions for health illiteracy. Additionally, she teaches Natural Illustration classes at the Nevada Museum of Art. Sophie hopes to continue her artistic and scientific education pursuing a graduate degree in the next two years.
Her work has been featured by the CDC (Center for Disease Control) and Language Arts Magazine.
She is currently open to working on new projects.
ARTIST STATEMENT
I am endlessly fascinated by the intricacies of the world around me. Small details of everyday objects easily gone unnoticed spark large importances in my world. Veins in a leaf, pores on a person, textures on a shell, etc. all go easily unrecognized and, as humans, we learn to desensitize our eyes to the little details we see everyday. In my art, I aim to reintroduce our eyes to the beauty and small treasures of the natural world.
I use traditional media such as pencil, watercolor, and pen and ink to create an original drawing. In some occasions my process then proceeds to Adobe Photoshop, where I further render and clean up the image. I enjoy illustrating insects, natural objects, and human/animal anatomy, where my many interests meet: environmental biology, animal science, public health, and anatomy and physiology.
In all my interests in both biological and artistic spheres, I aim to meld these passions into
SERVICES
Commissions are available in all artistic media.
Online and in-person tutoring classes available in all artistic medias. If you are currently in the Reno/Sparks, Nevada area, in-person tutoring is available.
Classes Availible Now Click here.
CONTACT
art@sophiebanspach.com
404.825.1385
FOLLOW
Instagram
Linkedin
RESUMÉ


Sophie Banspach
INVOICE
INVOICE NO.: 00000000
DATE: 0.00.000
ACCOUNT: 4329509099
ROUTING: 9098047833
VENMO: @sophie_banspach
BILL TO:
[Client]
[Client Address]
[City, State, Zip]
CLIENT CONTACT:
[Contact Name Here]
[Position at Company]
[Contact Info Here]
INVOICE FOR:
[Project title/description]
Date
Description
Rate (hr/y)
Qty (Hrs)
Total
00.00.00
Logo Sketches
$ 100
2
$ 200
00.00.00
Logo Edits
$ 100
1
$ 100
00.00.00
Final Logo
$ 100
3
$ 300
$ 0
$ 0
$ 0
Subtotal
$ 600
8.25%
$ 50
Discount (tax)
Total
$ 650
COMMENTS:
Thank you for your business it's a pleasure to work with you on your project. Payment must be received within 14 days of receiving this invoice.
Sophie Banspach
404.825.1385
art@sophiebanspach.com
Page 1 of 1


SCIENTIFIC ILLUSTRATOR
& VISUAL ARTIST
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Sophie Banspach
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& VISUAL ARTIST
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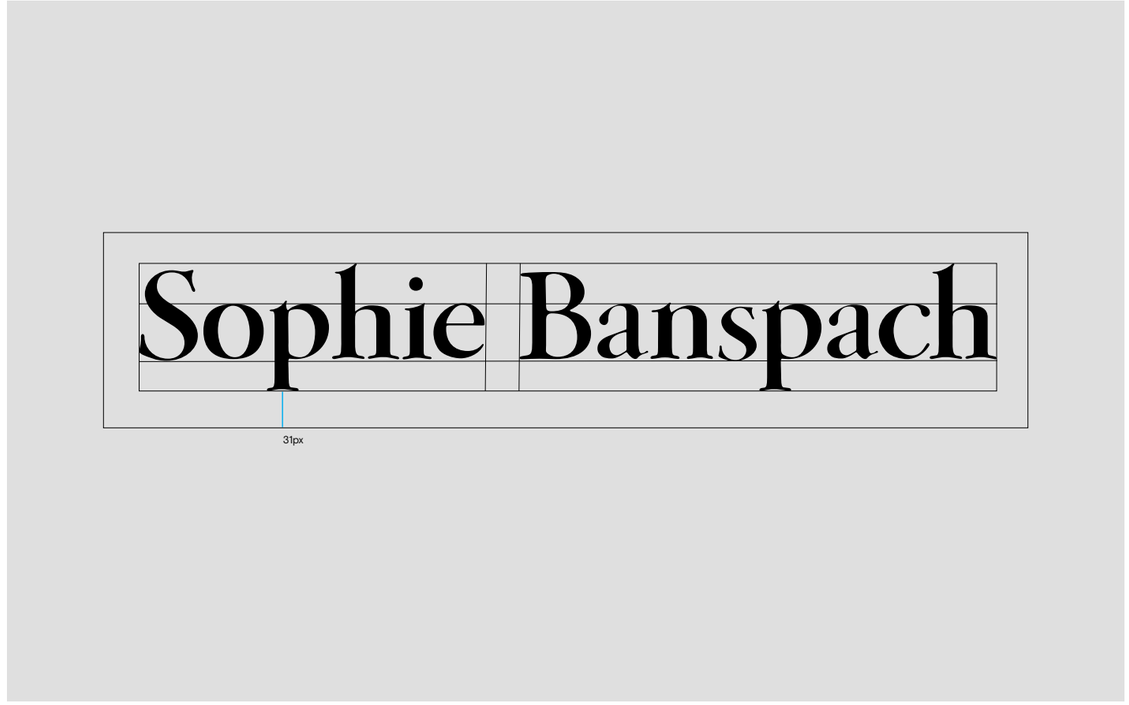
art@sophiebanspach.com
sophiebanspach.com


Sophie Banspach
31px

Morgan Lane

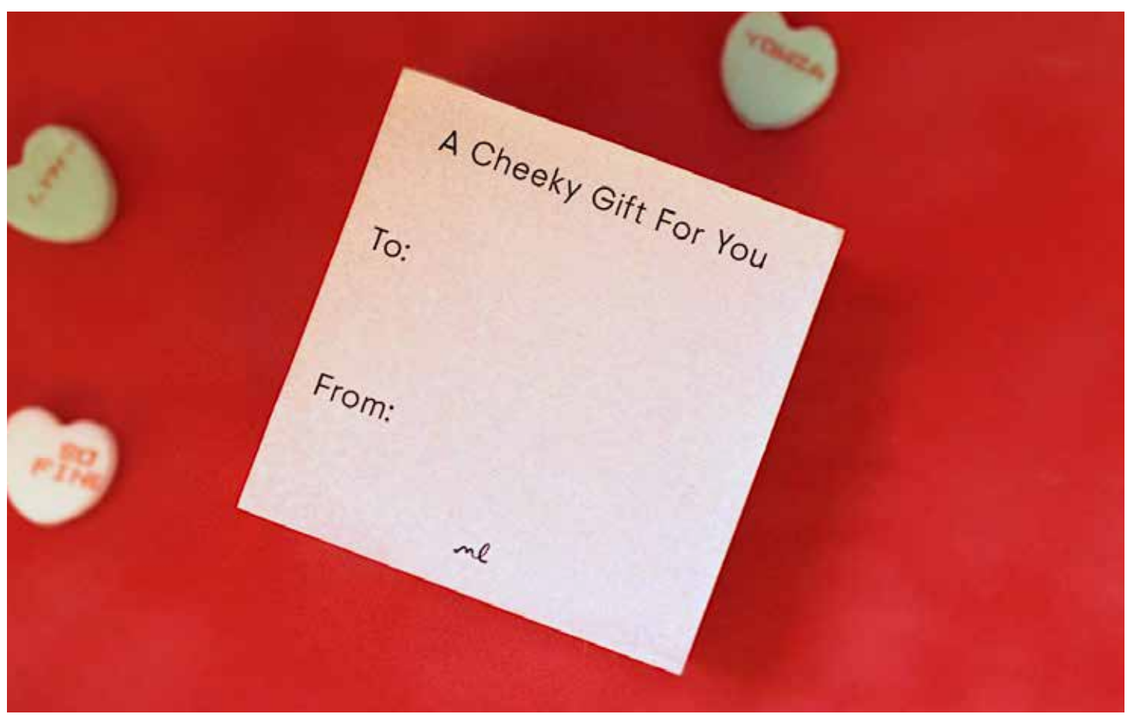
Art Direction
Packaging Design
Digital Design

Agency: Studio Institute
Creative Direction: Nate Brown
Art Direction: Ana Thompson

Morgan Lane is a luxury lingerie and Sleepwear Brand based in NYC founded by fashion designer Morgan Curtis and was a client of Studio Institute, serving as the brands art direction, and brand activation team.


The New York Times


Free shipping on all orders over $50! Same day delivery in NYC!
Lanie
Morgan Lane has introduced a fun, p
way for women to approach lingerie
creating each season with a new theme,


A Cheeky Gift For You
To:
From:
ml

Re/Done Denim Collab

Logo Design

Agency: R+ Agency
Creative Direction: Jim Kammerling
Art Direction: Justin Fulton

RE/DONE Denim and supermodel icon Cindy Crawford collaborated to create an eight piece capsule collection for the fall 2017 season. R+ Agency created a special logo that incorporated the partnership between the supermodel and the company. The slanted “y” in her signature served as the slash for redone’s original logo. The logo was used not only for the marketing campaign but for the actual clothing line itself.


RE/DONE
Levi's
WWW.SHOPREDONE.COM
RE/DONE
Levi's
WWW.SHOPREDONE.COM


RE/DONE
ORIGINALS
Cindy
RE/DONE
ORIGINALS
THE CRAWFORD
www.shopredone.com


RE/DONE
Levi's
WWW.SHOPREDONE.COM

Solid and Striped

Digital and Print Design

Agency: R+ Agency
Creative Direction: Jim Kammerling
Art Direction: Justin Fulton
Photography: Jean Perriot

Solid and Striped is a New York City based luxury swim suit with a classic retro-leaning aesthetic. Campaigns from each collection carefully curated into digital, and print marketing assests.


SOLID & STRIPED


SOLID & STRIPED


STAUD × SOLID & STRIPED


PIEROTT IN THE BEVERLY
SOLID & STRIPED

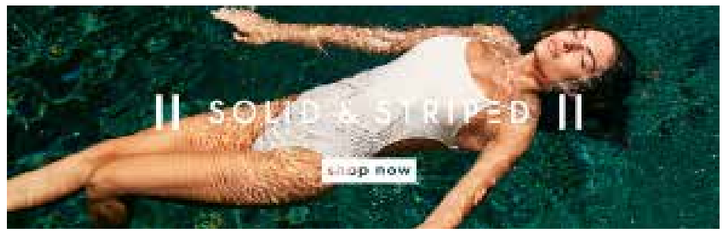

SOLID & STRIPED


SOLID & STRIPED
SHOP NOW


SOLID & STRIPED
shop now


SOLID & STRIPED
shop now

SOLID & STRIPED
SHOP NOW


SOLID & STRIPED
shop now

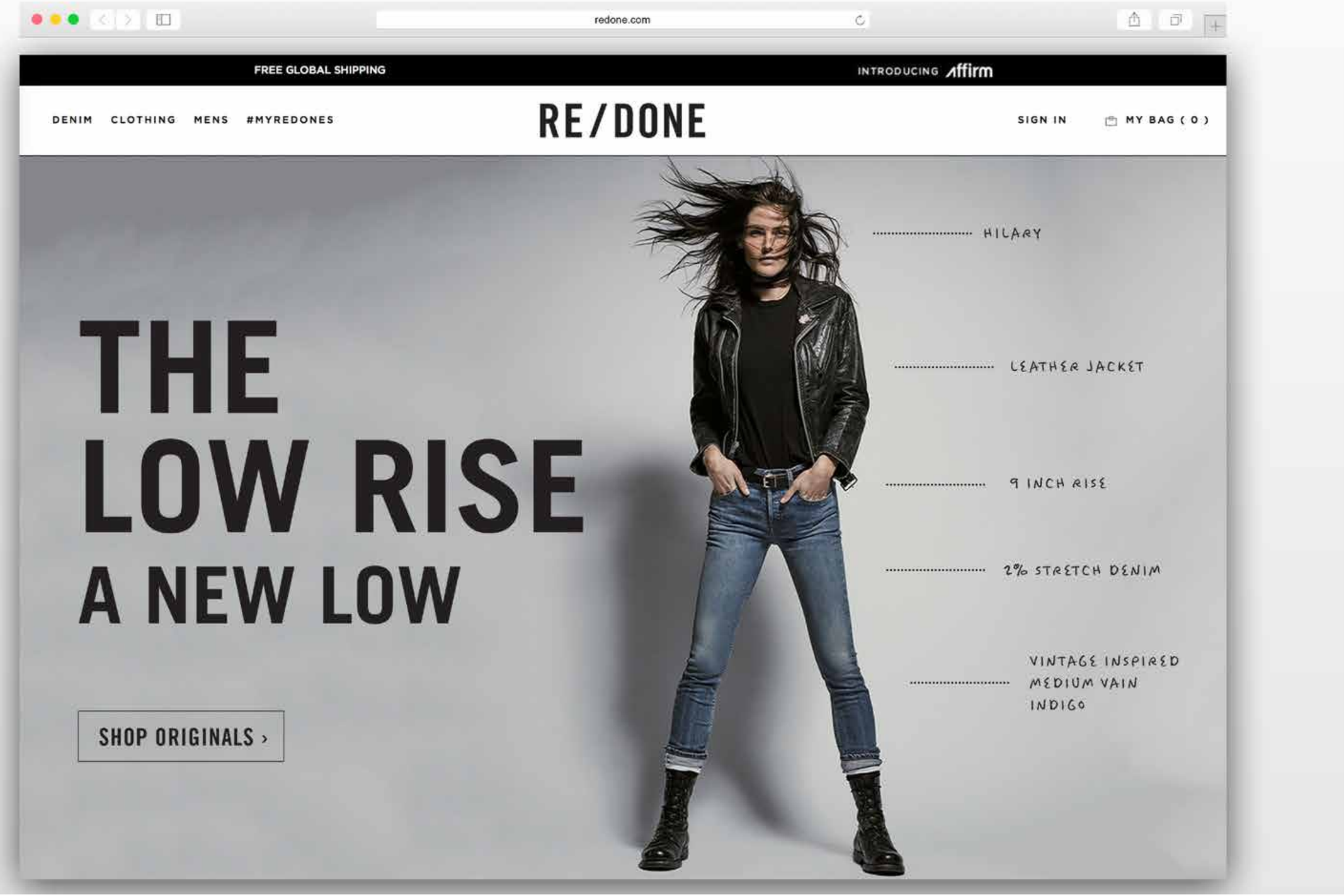

SOLID & STRIPED
SHOP NOW

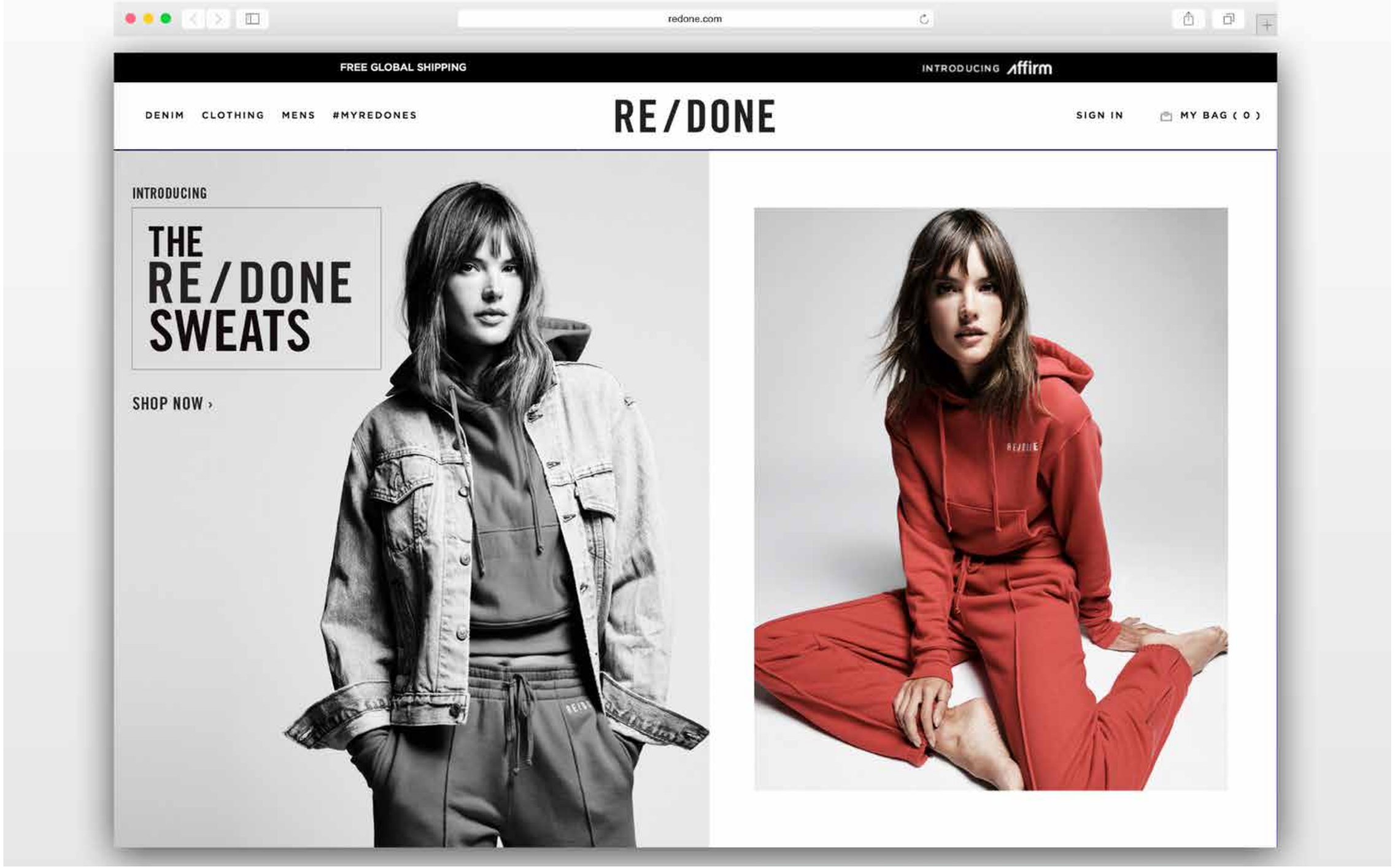
Re/Done Denim

Digital Design

Agency: R+ Agency
Creative Direction: Jim Kammerling
Art Direction: Justin Fulton

RE/DONE Denim is a luxury denim brand that re-purposes vintage denim for the fabric of their line. They are currently a client of R+ Agency. Every single week a new digital campaign is produced in the form of landing page assets as well as e-blasts.


redone.com
FREE GLOBAL SHIPPING
INTRODUCING Affirm
DENIM CLOTHING MENS #MYREDONES
RE/DONE
SIGN IN
MY BAG (0)
THE
LOW RISE
A NEW LOW
SHOP ORIGINALS ›
HILARY
LEATHER JACKET
9 INCH RISE
2% STRETCH DENIM
VINTAGE INSPIRED
MEDIUM VAIN
INDIGO


redone.com
FREE GLOBAL SHIPPING
INTRODUCING Affirm
DENIM CLOTHING MENS #MYREDONES
RE/DONE
SIGN IN
MY BAG (0)
INTRODUCING
THE RE/DONE SWEATS
SHOP NOW ›

Gradient

Branding
Publication Design
Editorial Design
Print Media

Content Curation
Photo Curation

Gradient is a lifestyle skateboarding brand for women that is neither overly masculine nor overtly feminine—that changes the way women view the sport of skateboarding. Gradient's bold yet refined brand evokes the invigorating, effortless, and free feeling when on a skateboard. It's for the independent, on-the-go attitude that young working women have today. By designing apparel, boarding products, and a lifestyle publication Gradient aims to create a new representation and community in the sport of skateboarding.


Gradient


Gradient
Gradient
Gradient
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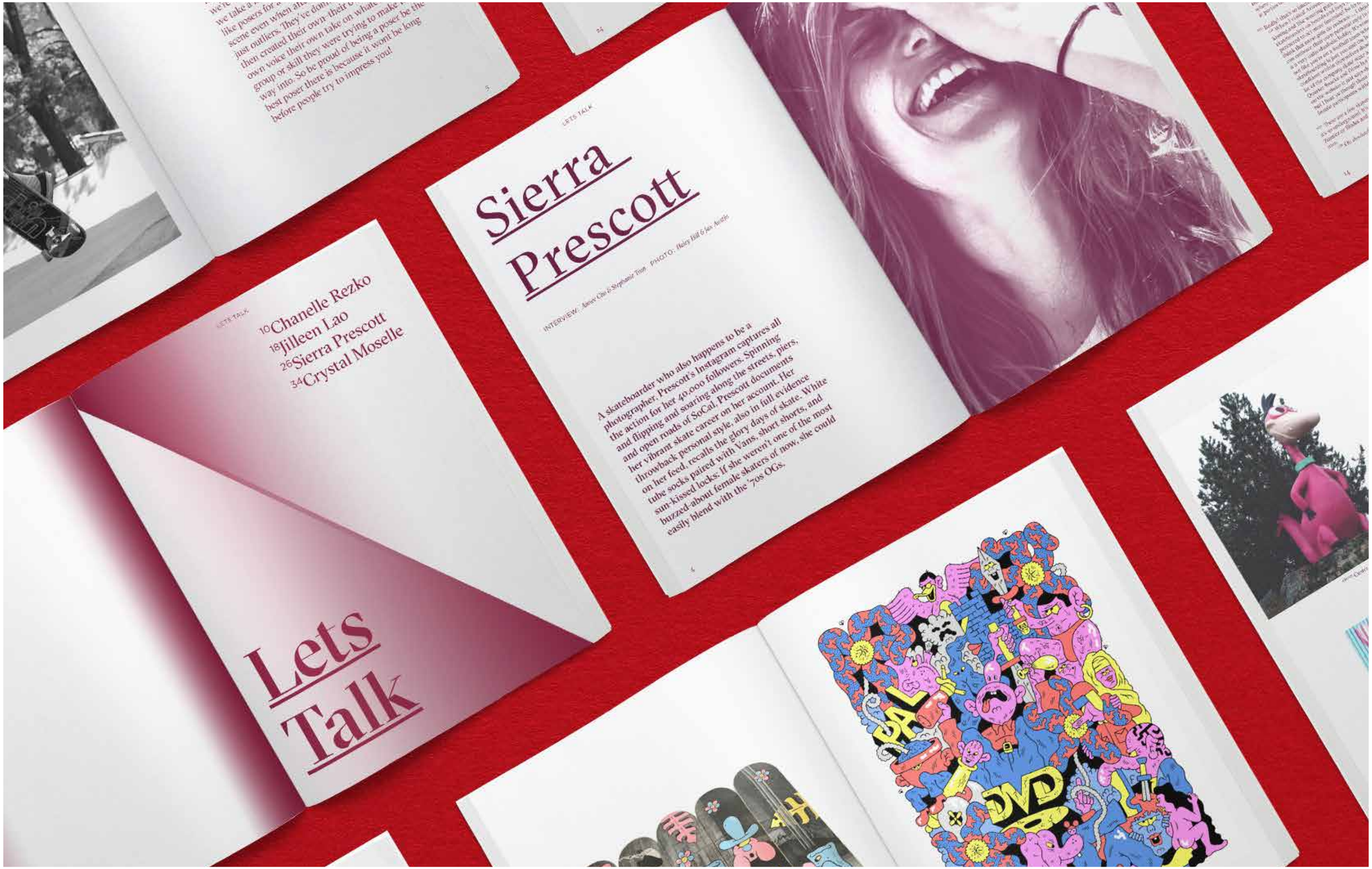
Gradient


Gradient


Feelin' 100% Effortless

Gradient Magazine

Gradient Magazine was created to introduce and share the lifestyle of female skaters. The magazine is split into two sections and features interviews with women involved with skating and work from artists involved in the industry.


Lets Talk
10 Chanelle Rezko
18 Jilleen Lao
26 Sierra Prescott
34 Crystal Moselle
LETS TALK
Sierra Prescott
INTERVIEW: Amye Cho & Stephanie Tran PHOTO: Haley Hill & Jen Austin
A skateboarder who also happens to be a photographer, Prescott's Instagram captures all the action for her 40,000 followers. Spinning and flipping and soaring along the streets, piers, and open roads of SoCal, Prescott documents her vibrant skate career on her account. Her throwback personal style, also in full evidence on her feed, recalls the glory days of skate. White tube socks paired with Vans, short shorts, and sun-kissed locks. If she weren't one of the most buzzed-about female skaters of now, she could easily blend with the '70s OGs.
DVD


LETS TALK
Chanelle Rezko
Chanelle and her friends, Hope, Liv and Ayda started Get Born an Online magazine dedicated to skate culture. Here we talk with Chanelle about her start in skateboarding , the birth of Born and its aim to try and present skate cultur


LETS TALK
Sierra Prescott
A skateboarder who also happens to be a photographer, Prescott's Instagram captures all the action for her 40,000 followers. Spinning and flipping and soaring along the streets, piers, and open roads of SoCal, Prescott documents her vibrant skate career on her account. Her throwback personal style, also in full evidence on her feed, recalls the glory days of skate. White tube socks paired with Vans, short shorts, and sun-kissed locks: If she weren't one of the most

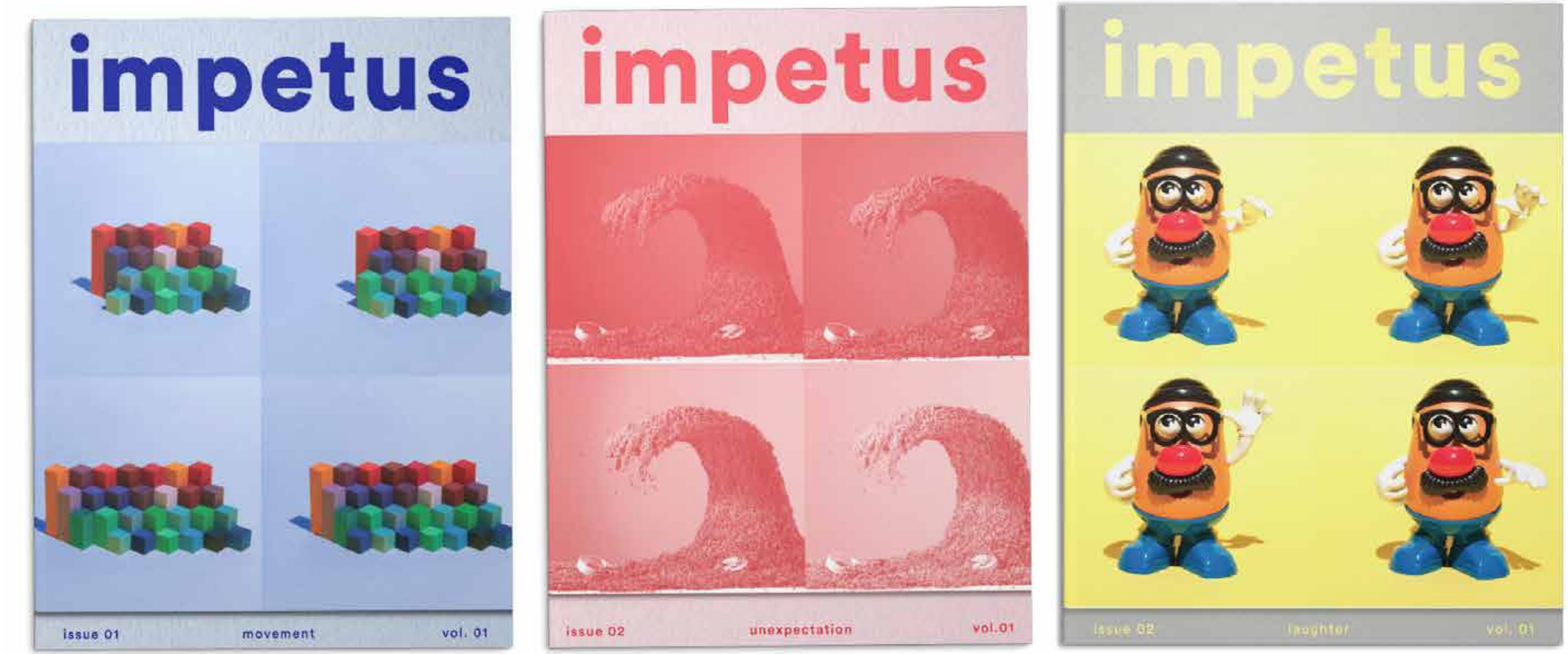

LETS LOOK
LETS LOOK
44 Lanna Apisukh
54 Lady Pink
64 Loft Space
Lets Look

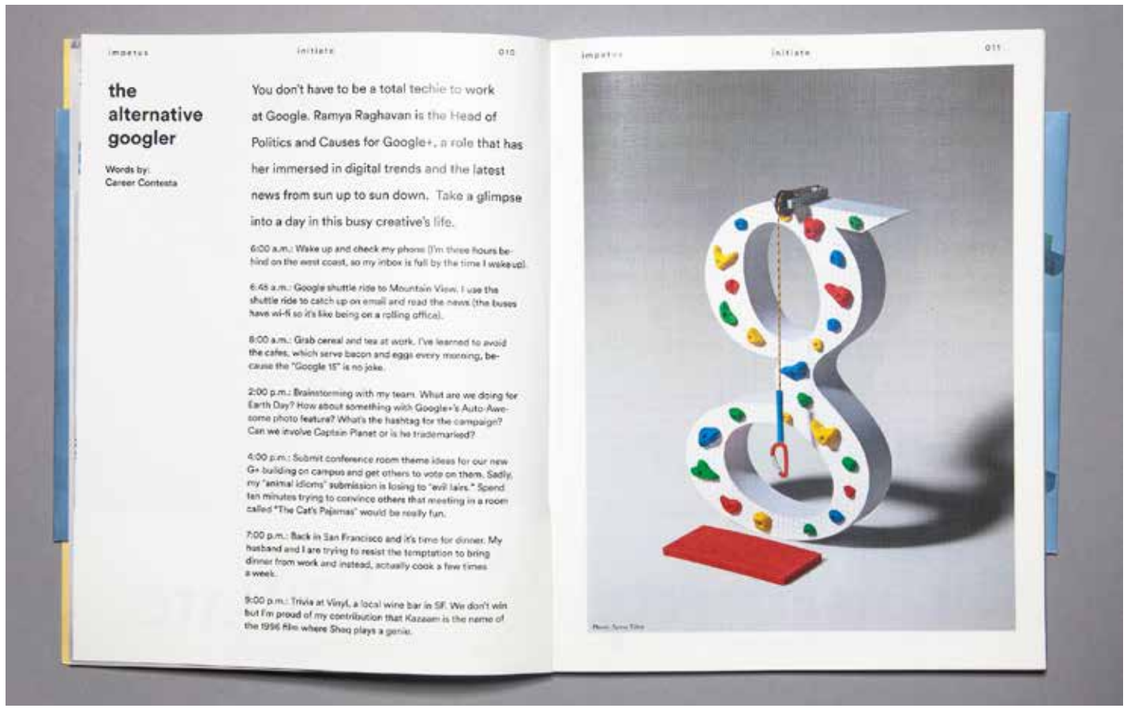

EL CASI

Impetus Magazine

Publication Design
Editorial Design
Print Media

Content Curation
Photo Curation
Mobile Design

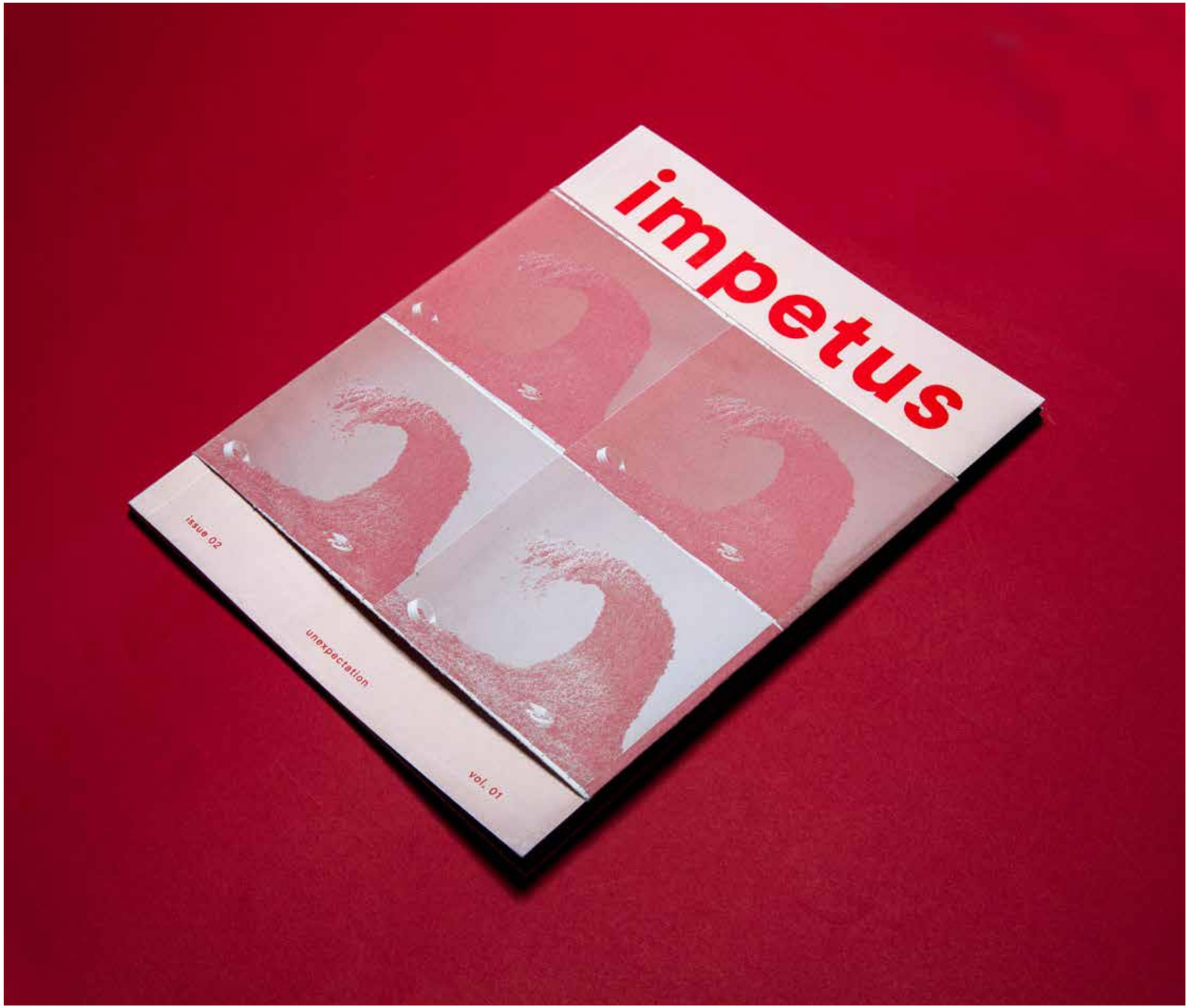



impetus
initiate
010
the alternative googler
Words by: Career Contesta
You don't have to be a total techie to work at Google. Ramya Raghavan is the Head of Politics and Causes for Google+, a role that has her immersed in digital trends and the latest news from sun up to sun down. Take a glimpse into a day in this busy creative's life.
6:00 a.m.: Wake up and check my phone (I'm three hours behind on the west coast, so my inbox is full by the time I wake up).
6:45 a.m.: Google shuttle ride to Mountain View. I use the shuttle ride to catch up on email and read the news (the buses have wi-fi so it's like being on a rolling office).
8:00 a.m.: Grab cereal and tea at work. I've learned to avoid the cafes, which serve bacon and eggs every morning, because the "Google 15" is no joke.
2:00 p.m.: Brainstorming with my team. What are we doing for Earth Day? How about something with Google+'s Auto-Awesome photo feature? What's the hashtag for the campaign? Can we involve Captain Planet or is he trademarked?
4:00 p.m.: Submit conference room theme ideas for our new G+ building on campus and get others to vote on them. Sadly, my "animal idioms" submission is losing to "evil lairs." Spend ten minutes trying to convince others that meeting in a room called "The Cat's Pajamas" would be really fun.
7:00 p.m.: Back in San Francisco and it's time for dinner. My husband and I are trying to resist the temptation to bring dinner from work and instead, actually cook a few times a week.
9:00 p.m.: Trivia at Vinyl, a local wine bar in SF. We don't win but I'm proud of my contribution that Kazaam is the name of the 1996 film where Shaq plays a genie.
impetus
initiate
011


john
humphrey
impetus
initiate
013
Manufacturing is in John Humphrey's blood. His family has been in the business for over half a century. So it's hardly a surprise that John is now the founder and CEO of Greycork, the Providence-based company that sells shippable furniture you can put together and take apart with no tools in just a few minutes. Taylor Smith interviews the Greycork Founder and CEO, John Humphrey.
Words by: Taylor Smith
Photos by: Photo: Jon Gourley
"It really just started when I built a coffee table," John says of his company's origins. "It could fold up and felt somewhat durable. I could put it in a box and ship it to anybody, and that's when the light bulb kind of went off. And it made me think of all the times that I had felt like there wasn't really a great furniture option for me as somebody going into his mid-20s." He had felt the call to return to his roots after earning his MBA and working at a venture fund. In June 2013, with the help of friends and co-founders Alec Babala and Bruce Kim, Greycork was born.
Taylor Smith: What was your first job out of college and how did you land it?
John Humphry: I went straight from college to business school. Out of business school, my first job was in venture capital as an analyst. I was very lucky and fortunate to land a job at a hedge fund while completing B-school, and the fund manager at the hedge fund was friendly with the managers at the VC fund. I worked the connection and got lucky.
What traits and steps taken helped you get to here?
I've never gone wrong by keeping a positive attitude, and not being afraid to be vulnerable when I think I'm about to do something out of my league.
What is the best advice you've received in your career?
When you're building a company, rule number one is don't die.
What's the biggest lesson you've learned in your career thus far?

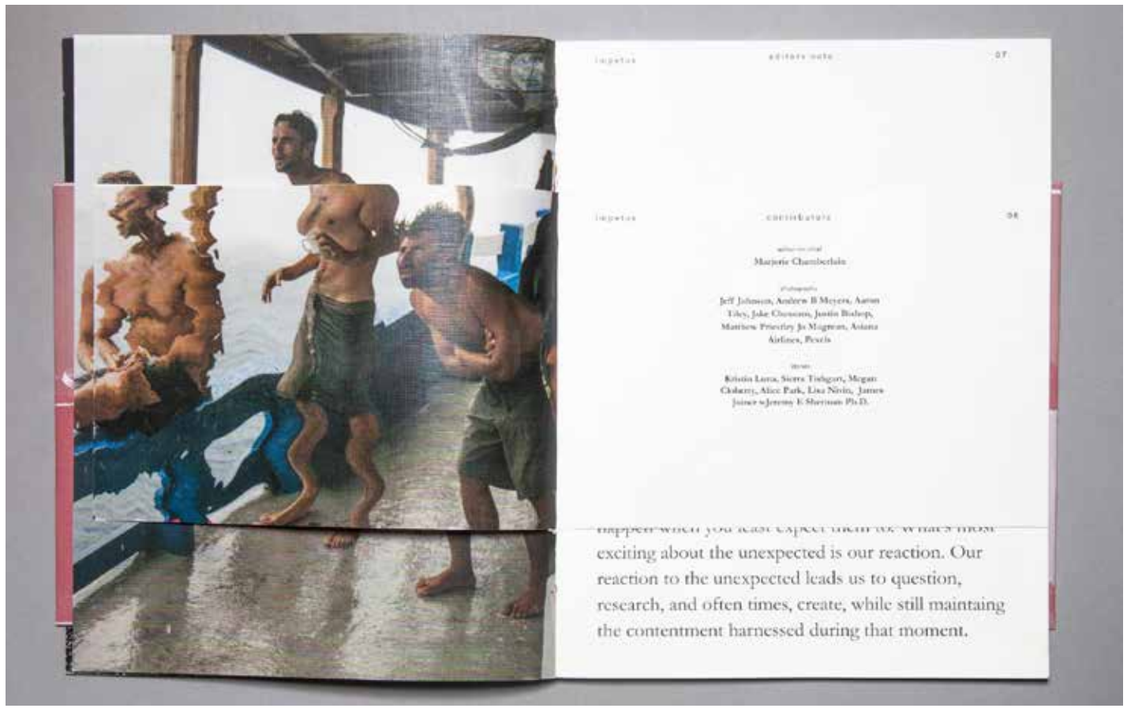

impetus
movement
031
the restaurant race
Words by: Robin Raisfeld & Rob Patronite
Photographs by: Christopher Anderson, Daniel Kreiger and Jeremy Liebman
Restaurants, they're a complex notoriously punishing industry to get started in, an establishment that is busy way before it even opens to the public. If you've done something right you have a packed house every night with cooks that can prepare dishes so that the yelp reviews stay on top and the dishes keep piling up. The game of being successful is hard to win but once you do another game opens introducing your empire. Robin Raisfeld & Rob Patronite give us an incite on just how tough the NYC industry is while some of New York City's foodie photographers show you inside some of the most well known restruants in NYC.


impetus
movement
032
"What does it take to succeed in this roiling, many-tentacled ecosystem? For starters: shrewdness and tenacity, often blind confidence, and lots of luck. "



Impetus Issue Two

For the second issue of Impetus Magazine. The assignment's prompt was to base our issue off an image. I choose a photograph of surfers taken by Jeff Johnson. This issue is about the unexpected. The issue focused around people making choices, creating and capturing things that were unexpected or unpredictable.



impetus editors note 07

impetus contributors 08

Marjorie Chamberlain

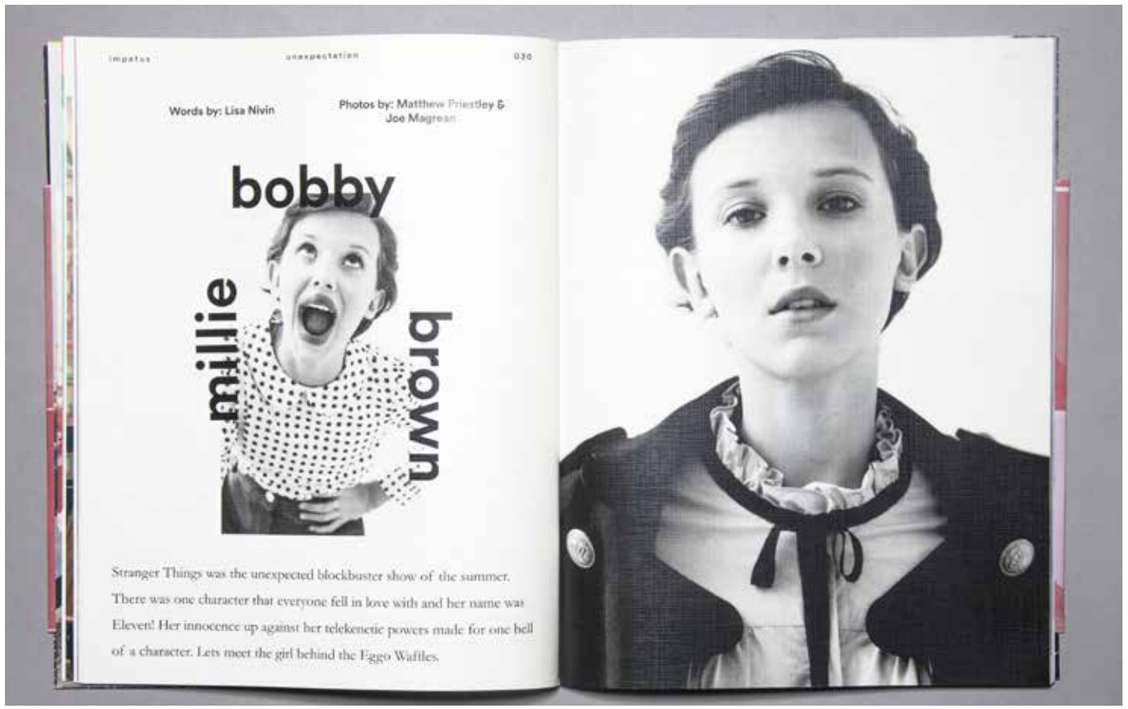
Jeff Johnson, Andrew B Meyers, Aaron Tilley, Jake Chessum, Justin Bishop, Matthew Priestley Jo Magrean, Asiana Airlines, Pexels

Kristin Luca, Sierra Tishgart, Megan Cleberry, Alice Park, Lisa Nivin, James Joiner &Jeremy E Sherman Ph.D.

happen when you least expect them to. What's most exciting about the unexpected is our reaction. Our reaction to the unexpected leads us to question, research, and often times, create, while still maintaing the contentment harnessed during that moment.

impetus editors note 07

Like Jeff Johnson's "Freak Set", in this issue we wanted to capture unexpectation in people from every way possible. From physically adding unexpected surprises for our readers to featuring people branching out from their reputation or making us see things differently we wanted this issue to garner a reaction. We often put extremely high expectations on just about everything in life but the best momements happen when you least expect them to. What's most exciting about the unexpected is our reaction. Our reaction to the unexpected leads us to question, research, and often times, create, while still maintaing the contentment harnessed during that moment.



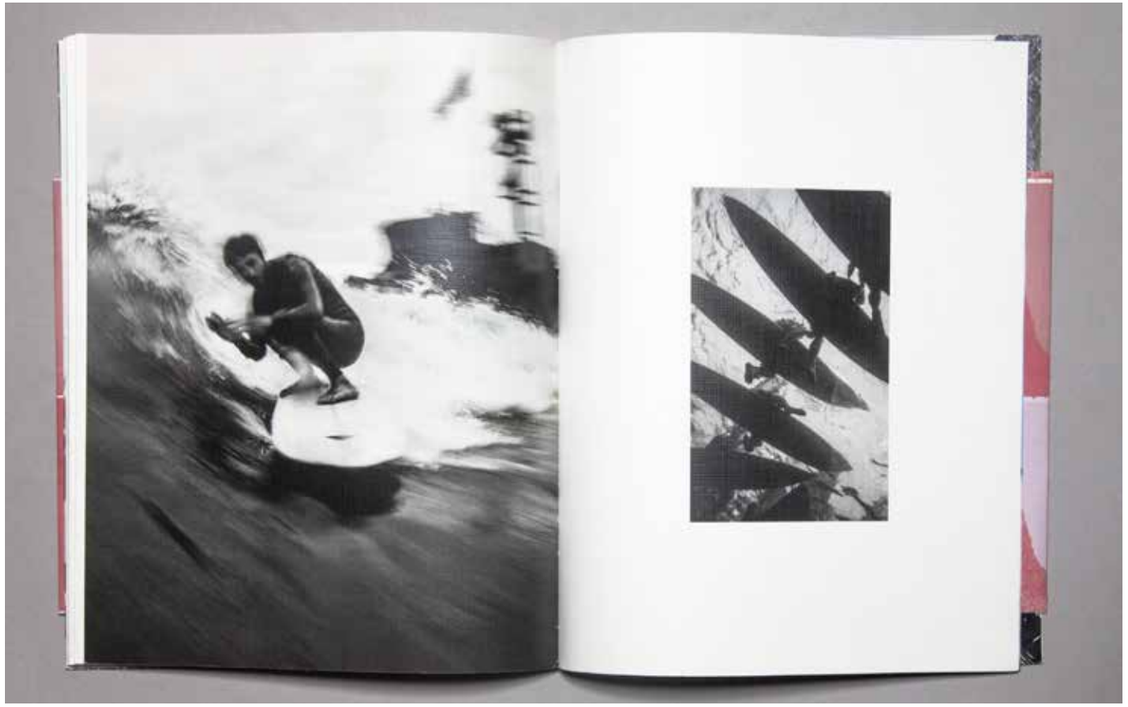
impetus unexpectation 030

Words by: Lisa Nivin

Photos by: Matthew Priestley & Joe Magrean

bobby millie brown

Stranger Things was the unexpected blockbuster show of the summer. There was one character that everyone fell in love with and her name was Eleven! Her innocence up against her telekenetic powers made for one hell of a character. Lets meet the girl behind the Eggo Waffles.



Impetus Issue Three

For the third issue of Impetus Magazine. The assignment's prompt was to base our issue off a word or phrase. My word was laughter. This issue was all about comedy. This issue was created right before the 2016 election so much of the issue focused on the role that comedy plays in politics and how much of an effect it had on this election.

Hasan Minhaj is a comedian, actor, writer, performer and all-around news junkie. He's now using his politically-infused wit to entertain on The Daily Show as the Senior Correspondent. Jonathan Savitt caught up with Hasan about comedy, news, working for a different boss, and more.

Photos by:
David Brandon Greeting

Words by:
Jonathan Savitt

Jonathan Savitt: Before you were "Hasan Minhaj, Comedian," who were you, back in Davis, California?

Hasan minhaj: I was actually a really, sort of nervous shy kid. In high school, it was one of those things where I wasn't popular or a loser, I just don't think many people really knew who I was.

How did you get your comedy start? Was there any point where you thought, okay, this is what I want to do when I'm older? Or did it occur more organically?

Well, really, I did speech and debate in high school, and then when I was a Freshman in college I had never seen stand-up before and I saw Chris Rock's Never Scared at a friend's apartment and I thought, wow this is funny speech and debate — I should give this a try and see what happens.

Who are some comedians who inspired you?

Chris Rock, probably of all-time. Bill Burr, Louis [CK], and Jon Stewart.

Who is the one comedian to keep an eye on right now?

I would say, hmm, I can't give you one, but I'd say a bunch of people are doing really really interesting things. John Mulaney, Ron Funches, Vicky Manwar.

You joined The Daily Show as a correspondent back in 2014, do you have a favorite moment since your debut?

The Jon Stewart finale was unreal, and my Justin Trudeau interview.

What happens behind the scenes? I imagine there's a lot of laughing going on when the cameras are off. Is it in any way like your 'typical' office job?

say that they turn to comedy shows such as The Daily Show as their main source of news. Your thoughts on that?

I think that's awesome. I just hope that people get a variety of news sources to keep themselves informed.

Not surprisingly, your one man show, "Homecoming King," has left an impact on a lot of people. NPR called you an "absorbing storyteller." How did the show start?

The "Homecoming King" show started off as a storytelling show that I had done, I worked with Greg Walloch to develop it and build it into something bigger.

You talk about living the American Dream. Do you think, or worry, that for many the opportunity to climb the socioeconomic ladder is getting more difficult?

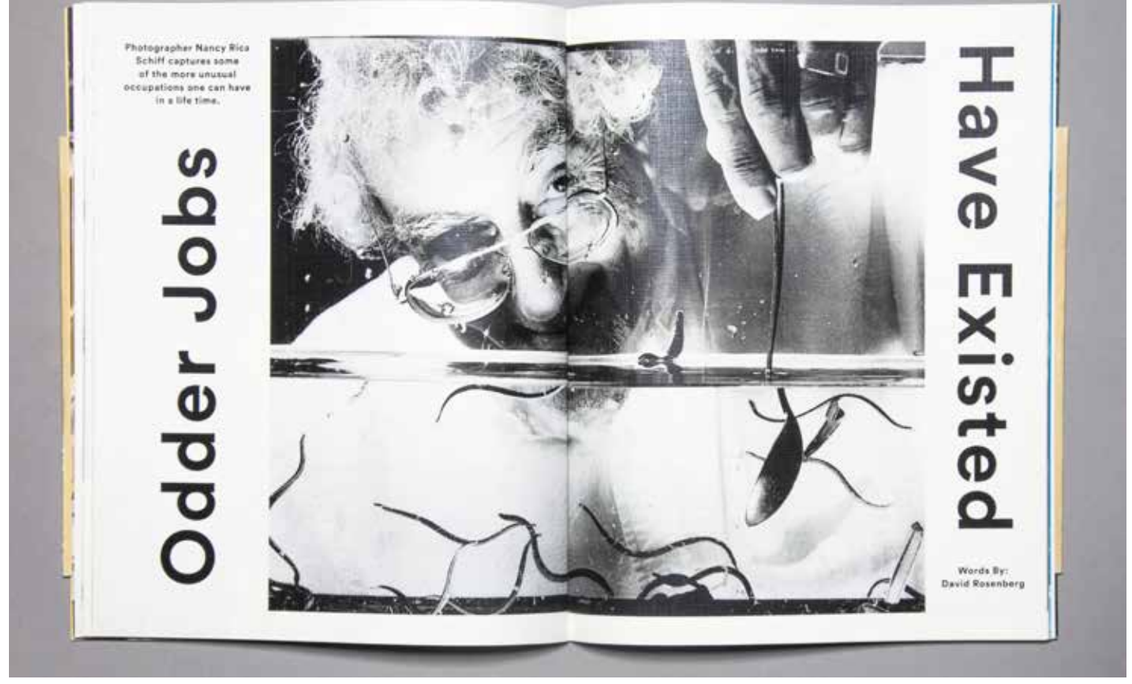
I think that we live in a time where, for certain marginalized groups, life itself is already really hard. With taxes and relationships and work and life and death and disease, and horrible things that happen in life, race is just one of those things that is just an added nuisance on top of the difficulties of everyday life in existence. I would hope that things are getting better.

Don't Step on the Baby Cobra

Comedian Ali Wong addresses the last taboo of female sexuality.

Words By:
Ariel Levy

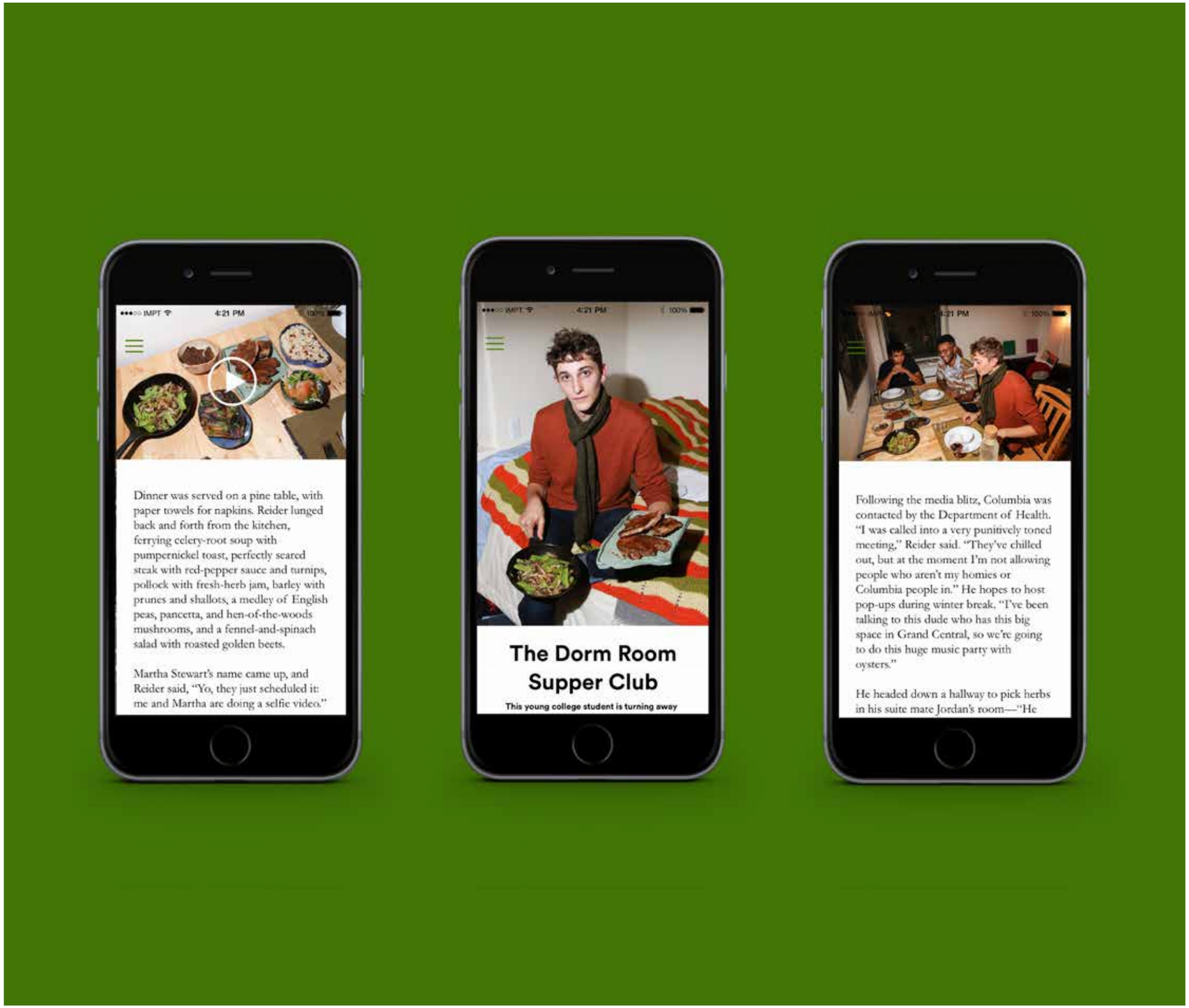
Photos By:
Stephanie Gonot and Ryan Lowry



Photographer Nancy Rica Schiff captures some of the more unusual occupations one can have in a life time.

Odder Jobs Have Existed

Words By:
David Rosenberg



Impetus Mobile

The Impetus mobile app features five article daily that last for only 24 hours to reflect the overall brand idea of the Publication that information, and new discovery is constantly being generated.

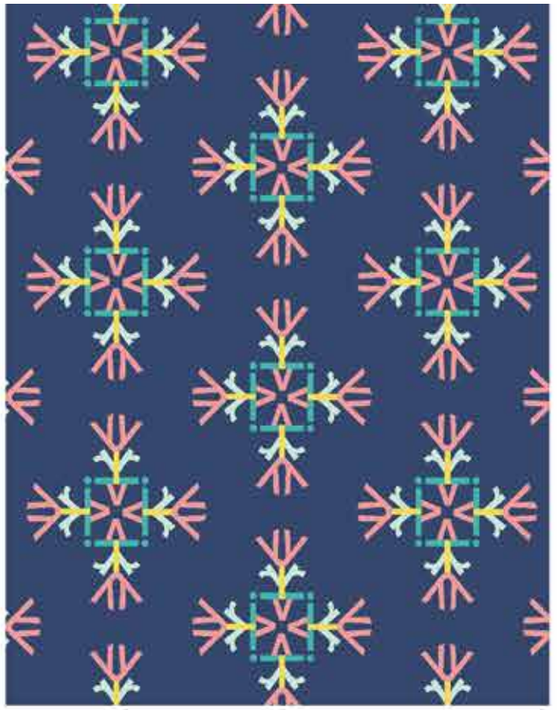
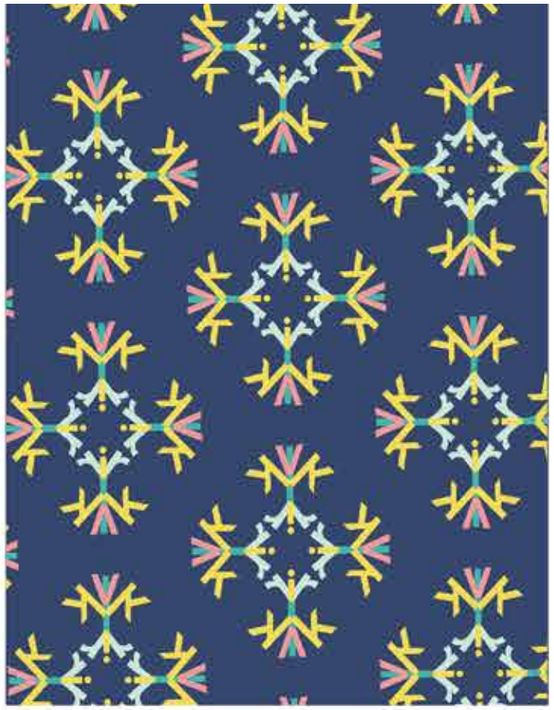
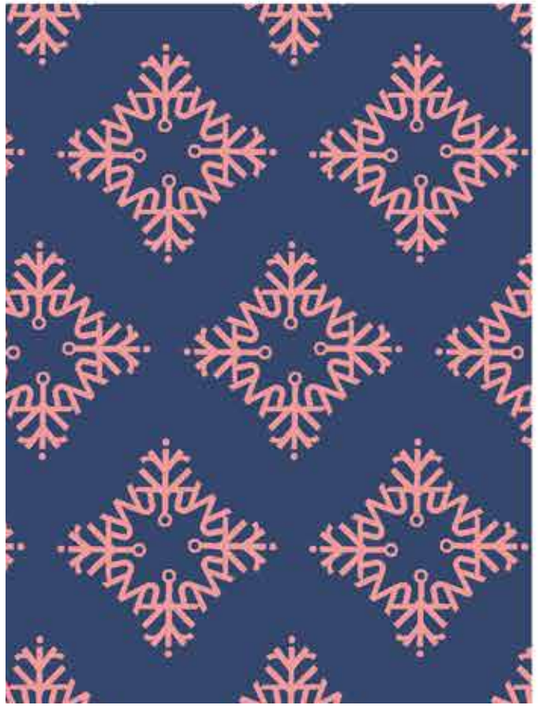
Yorkville Manhattan

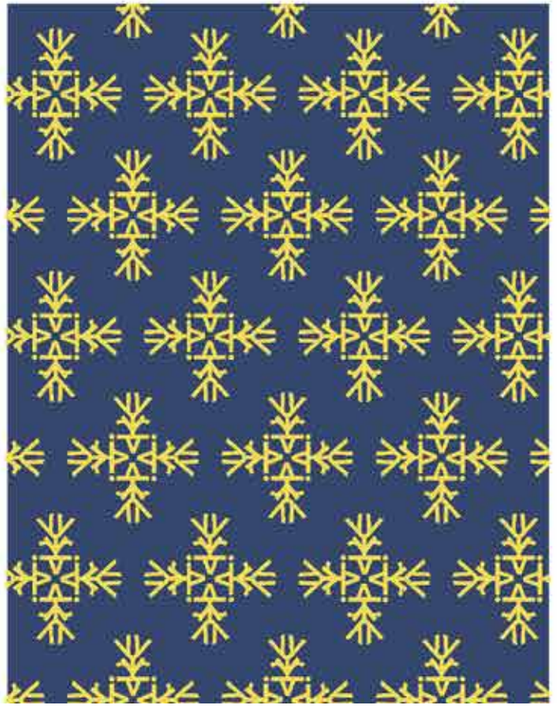
Branding
Identity System
Branding Guidelines

Branding the BID of Upper East Side's Yorkville was a semester long project for my design in context class. We had to choose an underrepresented neighborhood in New York City and create an identity system giving the neighbor-hood's inhabitants a voice. The identity's use of patterns highlight the rich German and Hungarian history the neighborhood has long been known for. The word mark logo visually draws from German folk art paper cutting and the family atmosphere of the neighborhood today, letters are filled in representing the idea of basic cuts from paper, taking you back to when you first learned how to use scissors.

yorkville







enjoy
live
yorkville live
Naomi Davis | Mom. blogger of LoveTaza.com


yorkville
yorkville


live
eat
enjoy
yorkville
neighborhood guide
live
PENROSE
Yorkville is also where you will find Gracie Mansion on East 88th Street and Carl Shurz Park, a nearly 15 acre park running along the East River. This is a really nice spot for a stroll or to sit on a bench along the promenade and watch the yachts from Long Island sail by. If you have a pooch, there are also two dog runs, one for larger size dogs and the other for smaller. During the warm weather you will also see many nannies gathered with their charges on one of the grassy areas. One of my favorite places to sit and read is on the hill behind Gracie Mansion. It is bit off the beaten path with regard to the rest of the park and offers a nice view of the water. You can take a long walk along the promenade which starts on 79th Street and extends all the way up to the Triboro Bridge in East Harlem.
Yorkville is a quiet area with not much in the way of nightlife. This makes it a good choice for those who prefer a relatively tranquil neighborhood in which to live and a good choice for families since it is in close proximity to some of the best schools in Manhattan.

Introductions

Today Yorkville is a neighborhood on the Upper East Side that is home to many familes and young millenials with a rich german and northern europen background.

Design Drivers

Charming
Sociable
Community
Safe
Diverse

Our Logo

yorkville

Logo Grid

yorkville

Categories

live live
shop shop
enjoy enjoy
eat eat

Lockup Category Grids

yorkville live
yorkville enjoy
yorkville eat
yorkville shop

Color Palette

Typography: Primary

Montserrat
Semi Bold

ABCDEFGHJIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

Typography

Open Sans
Regular

ABCDEFGHJIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

Symbols: Set One

Symbols: Set Solid

Patterns: Eat

Patterns:Live

Layout

Photography

Ales Groupe

Art Direction
Photography
Experimental Typography

Alés group is a cosmetics and fragrances company based in Paris, France they operate under the brands, Lierac, Phyto, Phyto Specific, Caron and Subtil. Their subsidiary in the U.S. houses all of the brands and distributes their products to the most well known beauty retailers all over the country. Applying visual experimentation to the brands' very clinical identity aimed to expand and draw attention to retailers as well as the general public. Projects such as art directing brand new content for Lierac's social media accounts and applying experimental typography to print marketing material for Phyto caught the attention of the public.


LIERAC
PARIS
MASQUE ÉCLAT
FLUIDE TENSEUR VITAMINÉ
VITAMIN-ENRICHED LIFTING FLUID


LIERAC
PARIS
MASQUE CONFORT
CRÈME ONCTUEUSE HYDRATANTE


LIERAC
PARIS
GOMMAGE DOUCEUR
CRÈME VELOUTÉE EXFOLIANTE


LIERAC
MASQUE ÉCLAT
LIERAC
MASQUE CONFORT
LIERAC
MASQUE PURETÉ
LIERAC
GOMMAGE DOUCEUR


LIERAC
MASQUE PURETÉ
LIERAC
DÉMAQUILLANT PURETÉ


LIERAC
HYDRAGENIST
LIERAC
HYDRAGENIST
LIERAC
HYDRAGENIST


PHYTO

Thank You

Marjorie Chamberlain marjoriechamberlain.com marjorie@marjoriechamberlain.com