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*Graphic Designer*



Soleil is a fictional sub-brand of Starbucks Coffee created by myself and two fellow students as a class project.

SOLEIL



Emphasizing the environmental friendliness of our sub-brand, we created packaging made of stainless steel and recycled paperboard, with graphics inspired by our coffee's Peruvian origins.



Our final packaging consisted of a reusable stainless steel container to hold the coffee itself, with a fully recyclable internal box to hold reusable K-cup pods and an external band for graphics, also fully recyclable.



We also created a point-of-purchase display for our sub-brand, for use in both Starbucks Cafes and third-party retail stores.



Our final product was a clean design that adapted nicely into the already existent Starbucks Ecosystem.



My most personal project to date, SOUND is a book about music and emotion.  
8x10, Canvas board and heavy paper.

SOUND

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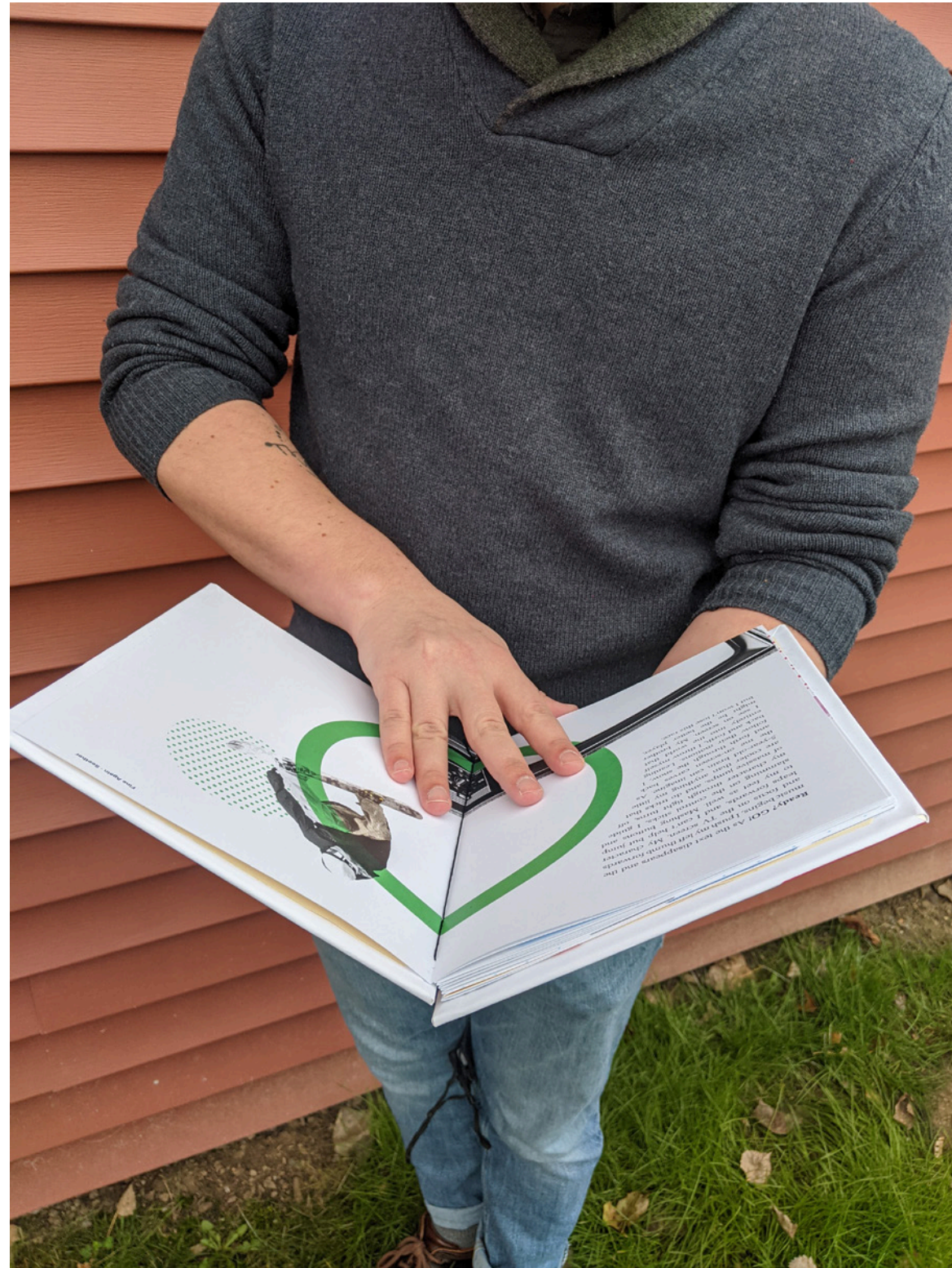


Each spread is a visual abstraction of a memory I have that is directly tied to a song.

SOUND

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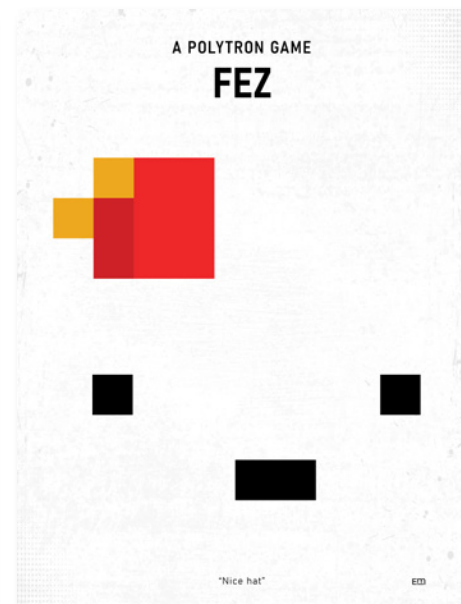
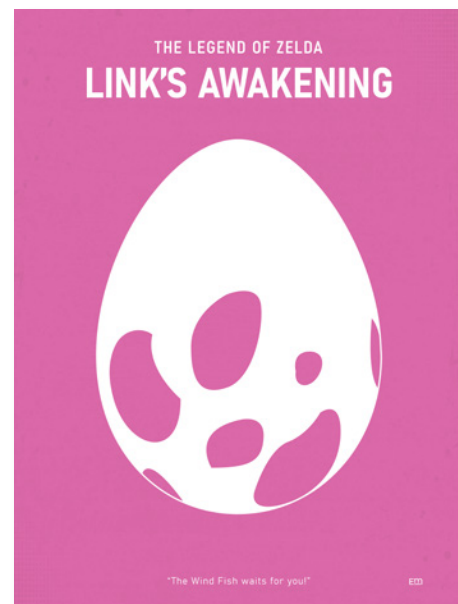
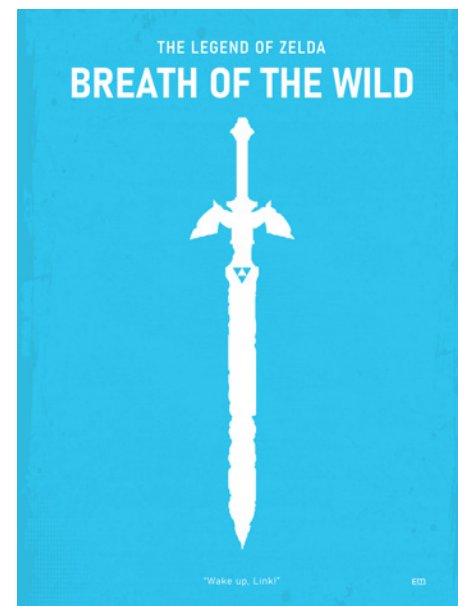
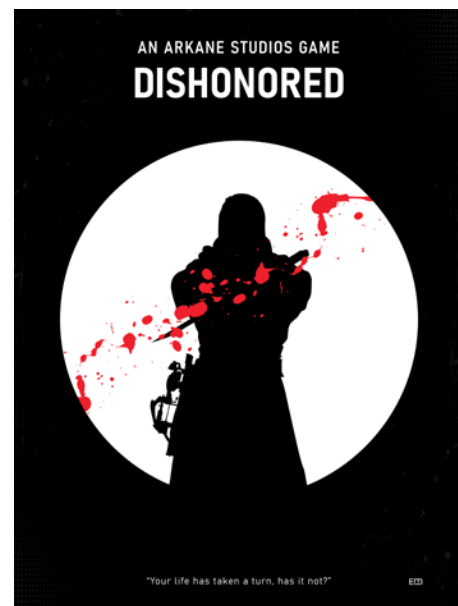
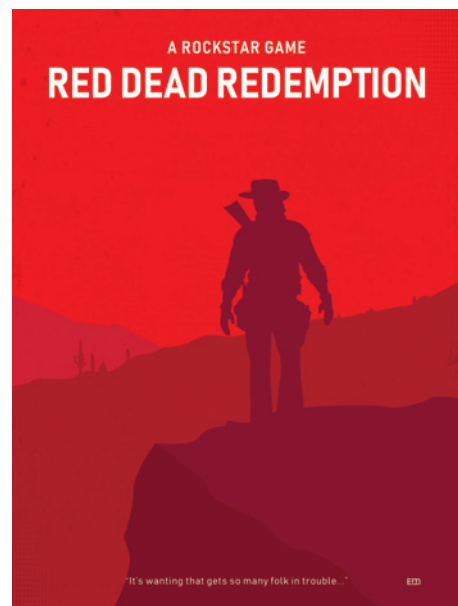


With 32 pages in total, I printed, trimmed, and coptic bound the book by hand.



To pay tribute to the video games I love, I created a series of minimalist posters to represent my favorite games.

## VIDEO GAME POSTERS



So far I have made 12 posters, with plans to make more as I discover more games.

## VIDEO GAME POSTERS



# Identity Guidelines

Version 1.0 (November 2020)

The Sierra Club is one of the oldest environmental organizations in the US.  
For this project, I completely rebranded them.

SIERRA CLUB

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# 1.3

Brand Messaging

## Mission & Vision

### MISSION

We are creating a world of coexistence. Humans have always survived by changing the environment to suit us, but we've only recently begun to learn how we can change ourselves to suit the environment. We aim to create a world where humans and nature can exist and thrive together – a place that our children can enjoy for years to come.

### VISION

We want to help future generations love the environment that we love. Though we personally may not be responsible for the damage done to the environment, we'll do everything we can to fix it.



# 2.4

Brand Elements

## Color Standards

### BRAND COLORS

The Sierra Club brand colors are featured in the Sierra Club logo. Our primary colors are used frequently on collateral pieces. Accent colors are used on collateral pieces sparingly.

Other colors may be used on collateral pieces following approval from Marketing.

### PRIMARY



#### SIERRA GREEN

**Pantone Matching System:** PMS 7483 C  
**Process Build:** C: 78%, M: 11%, Y: 84%, K: 54%  
**RGB:** R:39, G:93, B:56  
**Hex:** #275D38



#### BLACK

**Pantone Matching System:** PMS Black C  
**Process Build:** C: 0%, M: 0%, Y: 0%, K: 100%  
**RGB:** R:0, G:0, B:0  
**Hex:** #000000

### ACCENT



#### LIGHT GREEN

**Pantone Matching System:** PMS 7480 C  
**Process Build:** C: 78%, M: 0%, Y: 80%, K: 0%  
**RGB:** R:0, G:191, B:111  
**Hex:** #00BF6F

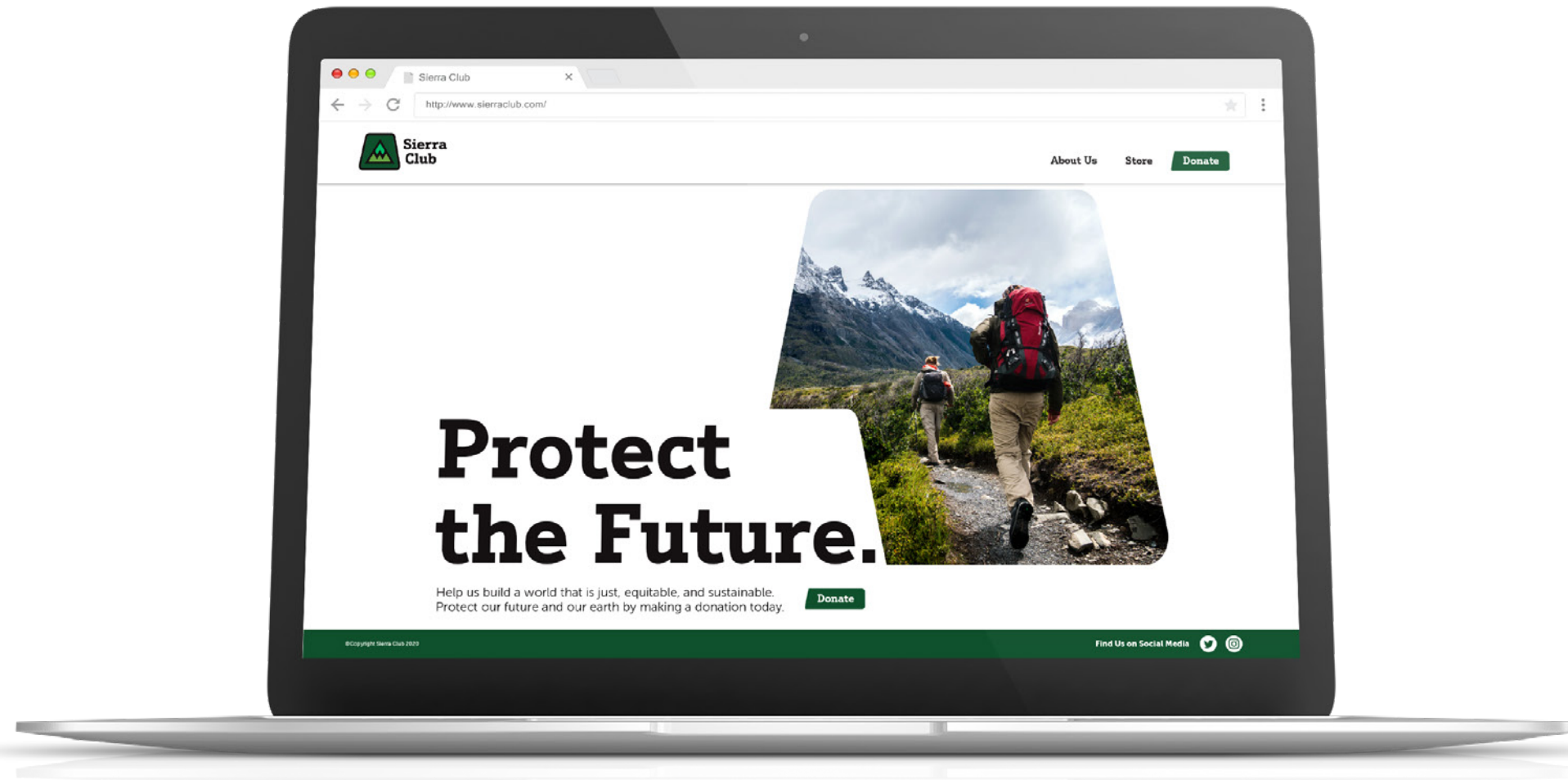


#### SAGE

**Pantone Matching System:** PMS 7489 C  
**Process Build:** C: 55%, M: 2%, Y: 80%, K: 7%  
**RGB:** R:116, G:170, B:80  
**Hex:** #74AA50



Based around their values and personality, I created a new visual identity to suit the organization and carry it forwards.



I created a website, a few merchandise options, and two social media posts to demonstrate this identity in use.

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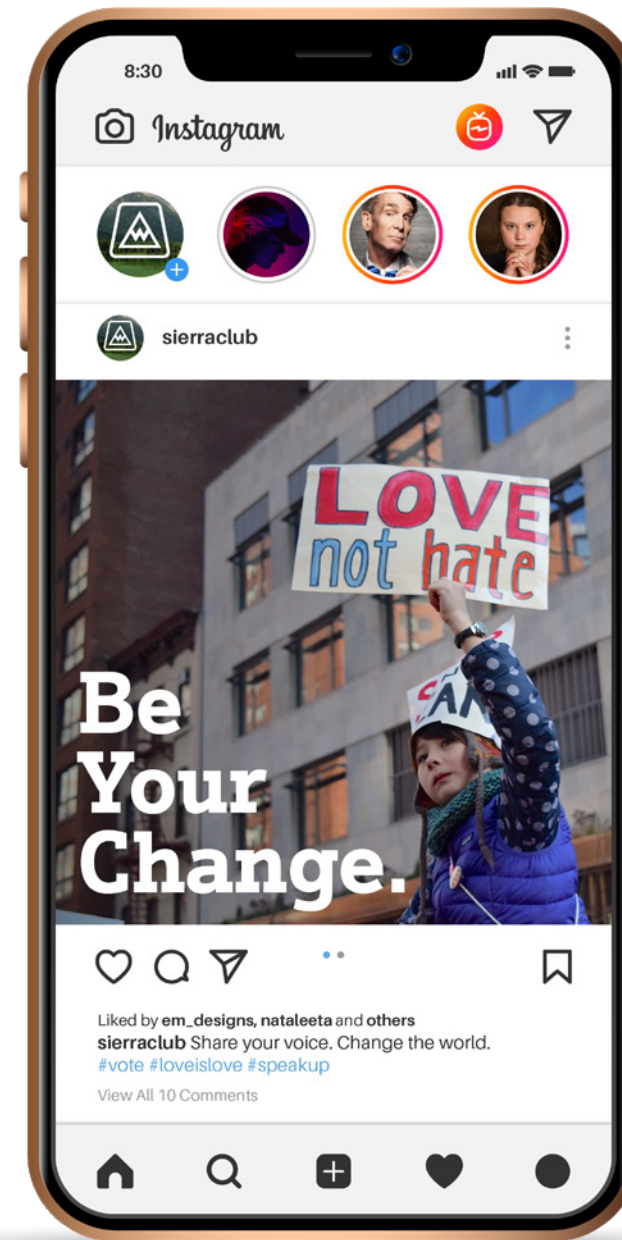




I then created merchandise and social media posts to fit this new identity.







# state of mind

worldwide philosophies for better living

State of Mind is a fictional exhibit of 7 real lifestyle philosophies from around the world.



# niksen

nik·sen

V. to do nothing, loaf

Region of Origin:  
The Netherlands

**NIKSEN**, a philosophy is all about doing nothing. It is about sitting back and taking a break from not worrying about the time to just relax.

# hygge

hoo·gah

n. cosiness

Region of Origin:  
Denmark

**HYGGE** hails from the country of Denmark. This Danish philosophy, like the Dutch's nixsen, pushes for people to take time for themselves. Where hygge sets itself apart, however, is its emphasis on cosiness, intimacy, and warmth.

# lagom

la·gum

adj. (just) right, fitting, neither too much nor too little

Region of Origin:  
Sweden

**LAGOM** hailing from the land of Sweden, is a rather minimalist philosophy. It encourages **balance**, stating that people need to find happiness through moderation. By balancing the amount of work they do against the amount of time they spend relaxing, lagom states that people will find fulfillment.

For this exhibit, I designed a series of panels and floor pieces. Focusing on legibility, each panel tells the viewer about a different philosophy from around the world.

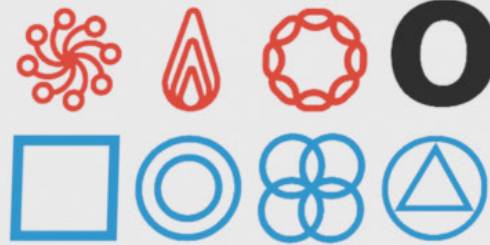


The layout and colors of the exhibit are informed by the physical activity often associated with each individual philosophy.

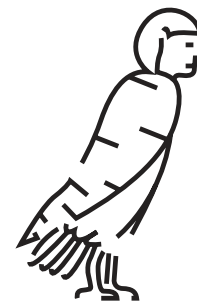
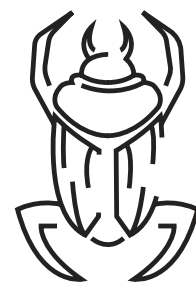
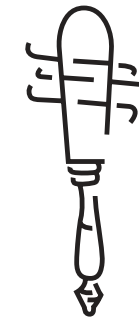
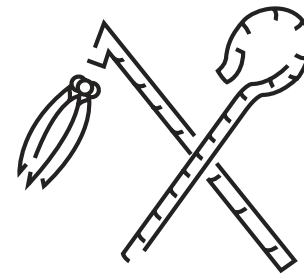
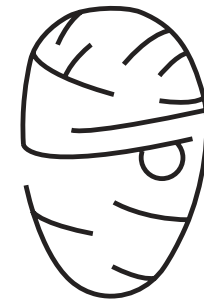
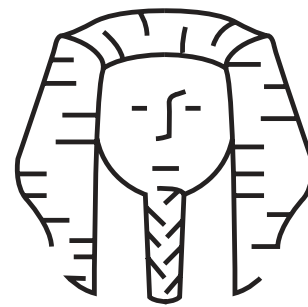
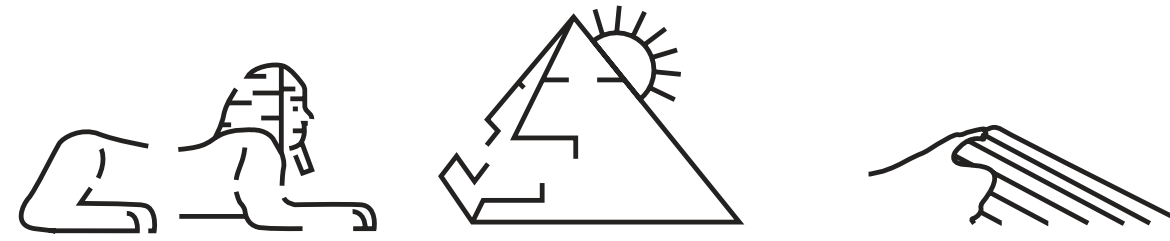
## STATE OF MIND

# state of mind

worldwide philosophies for better living

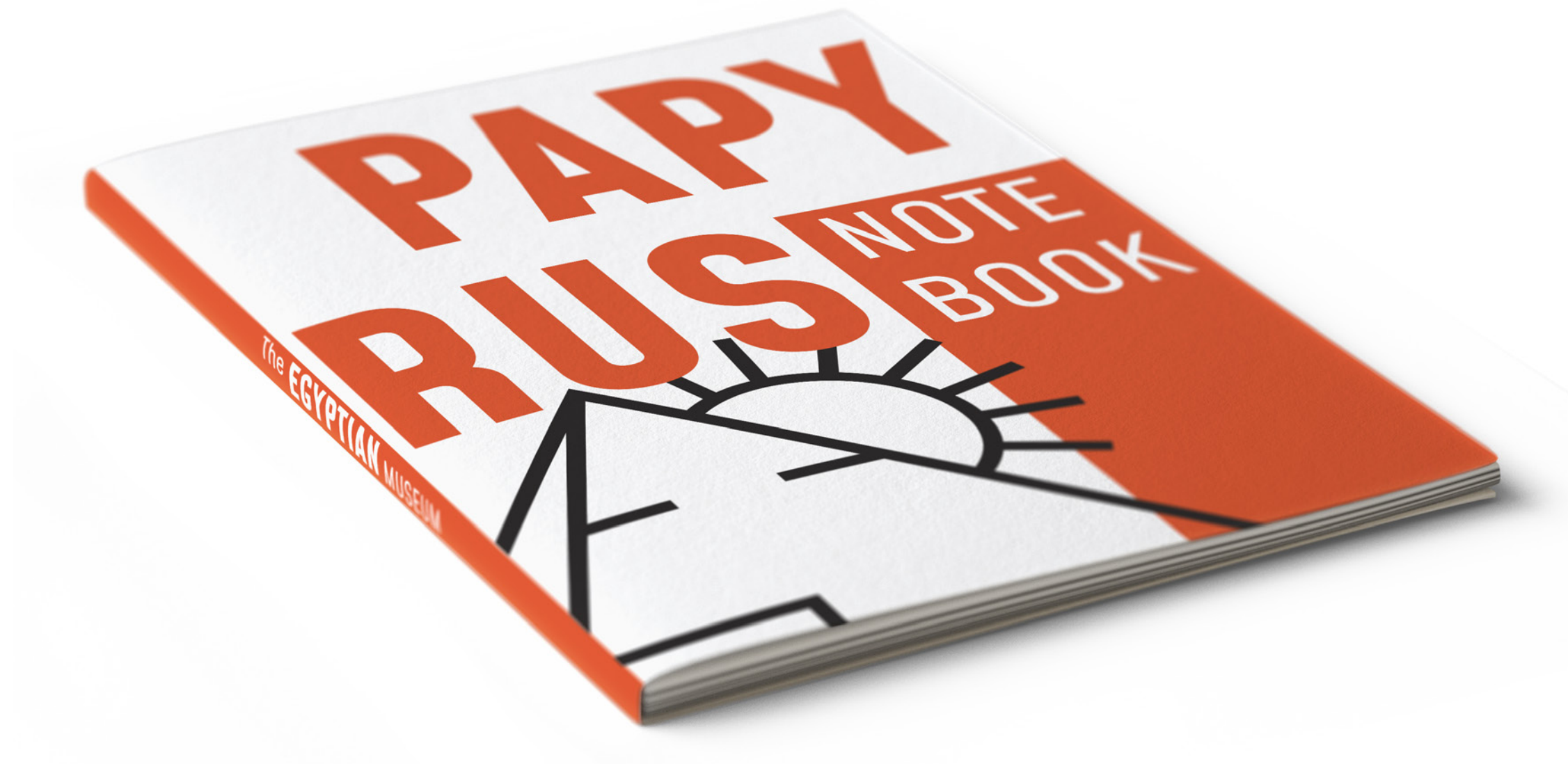


A sign on the wall guides viewers into the exhibit.



The Egyptian Museum is a project I created to make use of a set of icons I designed for class and liked too much to just keep as icons.

## THE EGYPTIAN MUSEUM



Using the icons, I produced a professional package for a fictional museum.

THE EGYPTIAN MUSEUM

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The package included a business card, folder, letterhead, notebook, and envelope for the museum to use. All designs were inspired by Egyptian history and culture.