



MERIDETH LANGLEY

*graphic designer | copywriter*

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typography: VENOM GILD

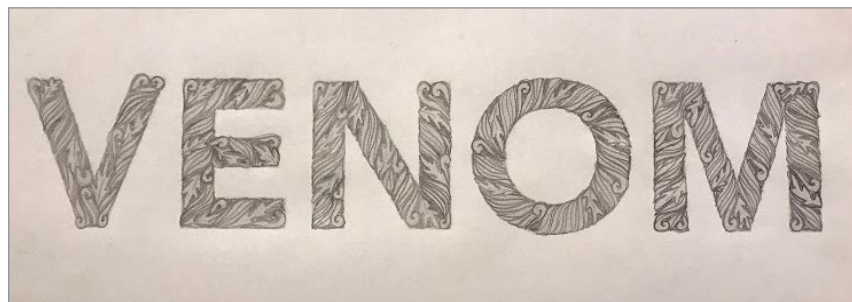
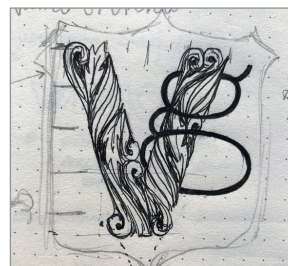
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## Project Concept

Venom Gild is a rock band in need of a new logo and gig poster. The edgy yet elegant style of these designs was inspired by the play on the word "guild" used in their name.

## Logo Sketches



Final Logo



Poster Roughs

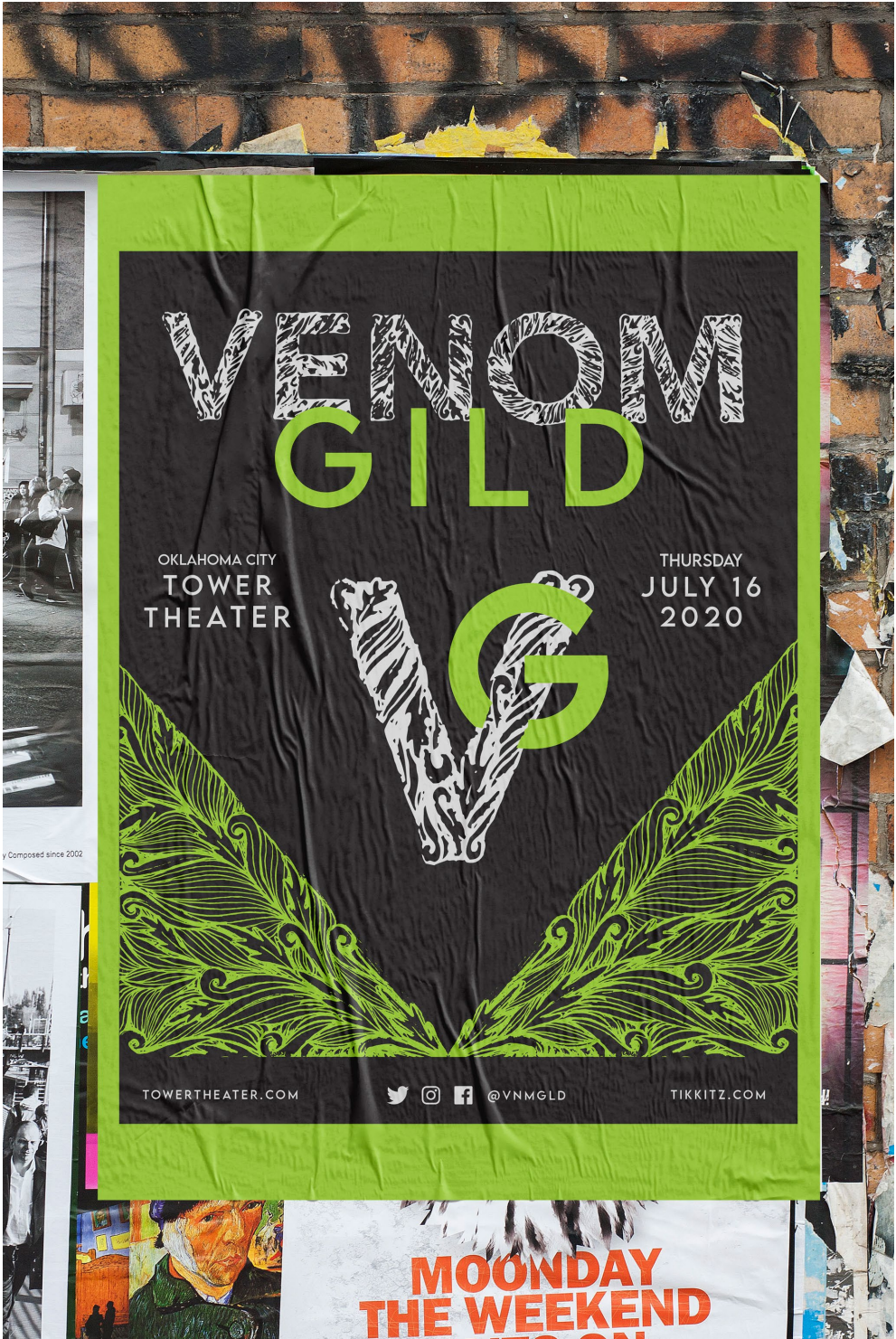


Final Poster





Poster Mockup





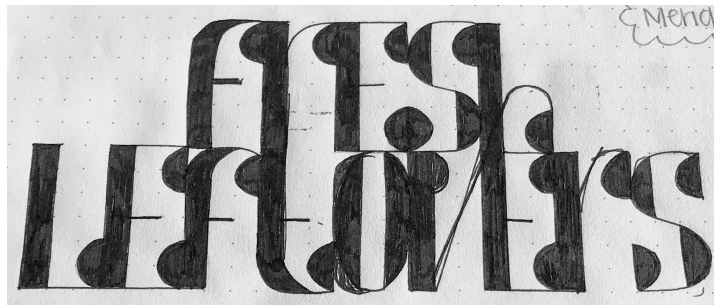
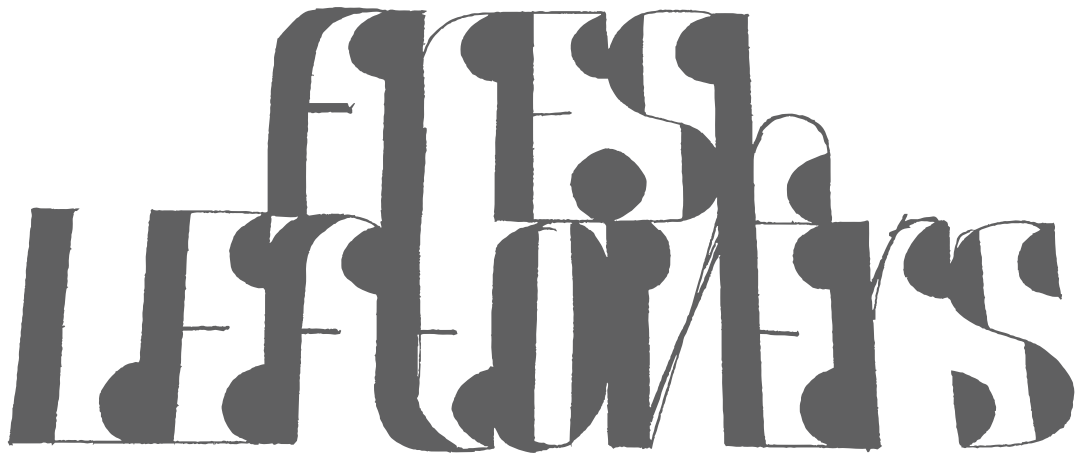
typography: FRESH LEFTOVERS

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## Project Concept

Fresh Leftovers is the title of my typography class' collective compilation of work. We each developed a masthead design and selected an image to be used as the cover of the magazine. These are definitely the best leftovers I've ever had.

## Sketches



Final

FRESH  
LEFTOVERS

Scales

FRESH  
LEFTOVERS

100% scale

FRESH  
LEFTOVERS

75% scale

FRESH  
LEFTOVERS

50% scale

FRESH  
LEFTOVERS

25% scale



Magazine Cover Design



mockup





typography: MARGARET

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## Project Concept

I loved Fresh Leftovers so much that I used it as the foundation for an entire typeface. I created each individual letter in Illustrator and used a software called Fontself to build a TrueType file with the units.

I named the font Margaret after Margaret Beaufort who is credited with leading to the cause of the War of Roses. I wanted to allude to the thorn-like motif the letters have but allow for quick recognition of the font by using a simpler name.

## Typeface Layout



## Margaret Regular Pangrams

12 pt

**MY GIRL WOVE SIX DOZEN PLAID JACKETS BEFORE SHE QUIT.**

24 pt

**MY GIRL WOVE SIX DOZEN PLAID JACKETS BEFORE  
SHE QUIT.**

36 pt

**FEW BLACK TAXIS DRIVE UP  
MAJOR ROADS ON HAZY NIGHTS.**

48 pt

**FEW BLACK TAXIS DRIVE  
UP MAJOR ROADS ON  
HAZY NIGHTS.**

Margaret Thin Pangrams

12 pt

MY GIRL WOVE SIX DOZEN PLAID JACKETS BEFORE SHE QUIT.

24 pt

MY GIRL WOVE SIX DOZEN PLAID JACKETS BEFORE  
SHE QUIT.

36 pt

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48 pt

FEW BLACK TAXIS DRIVE UP  
MAJOR ROADS ON HAZY  
NIGHTS.



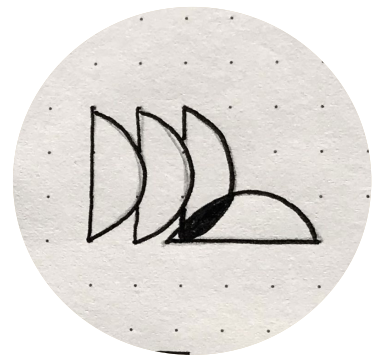
branding: MERIDETH LANGLEY

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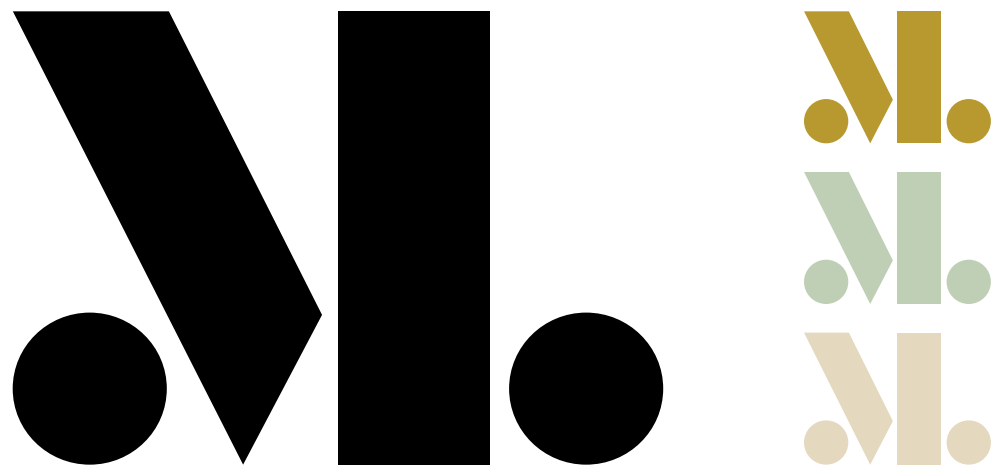
## Project Concept

I needed a unique mark to set my work apart. I wanted something simple that would work with a wide range of colorizations depending on the needs of the project.

## Sketches



Monogram



Monogram Scales

100% opacity



50% opacity



outline



100% scale



75% scale



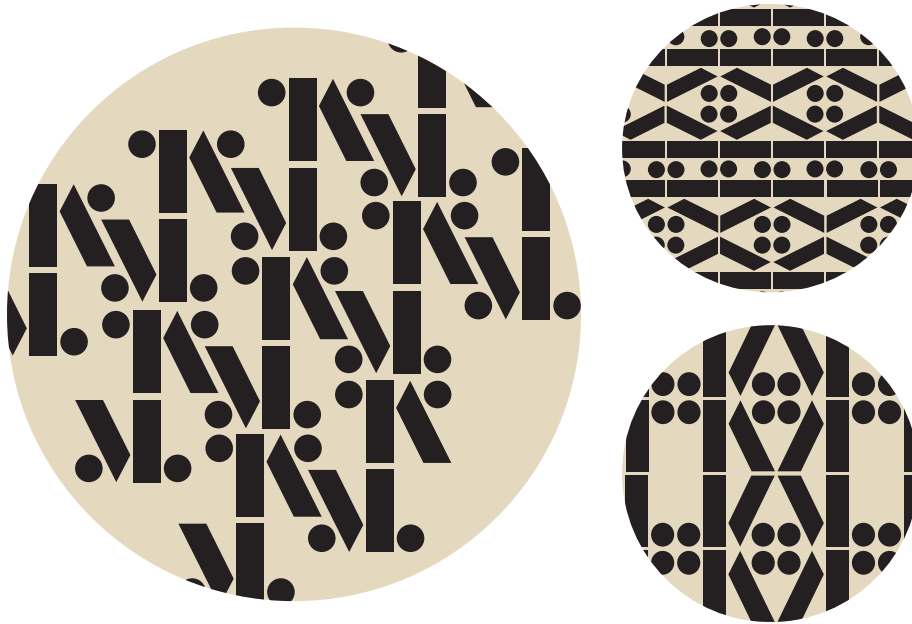
50% scale



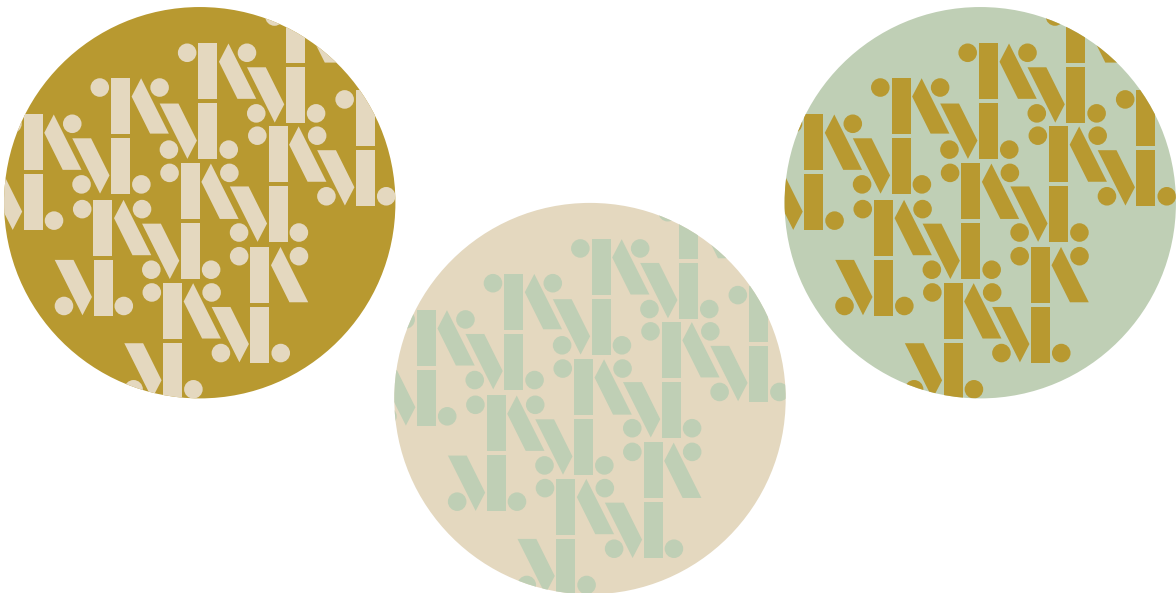
25% scale



## Monogram Patterns: Neutral



## Monogram Patterns: Colorations



## Monogram Mockups



*business card*



*store sign*





branding: HOPE CENTER

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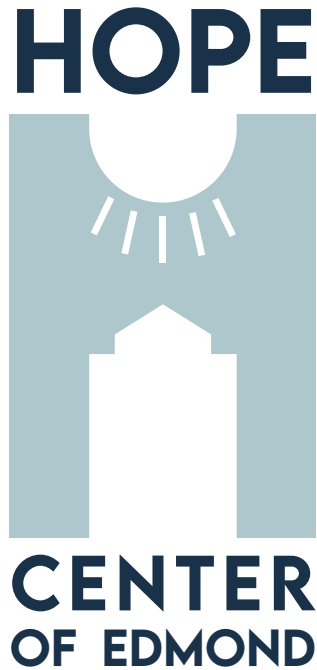
## Project Concept

The Hope Center of Edmond is a non-profit organization based in central Oklahoma. Their name is their mission - it stands for "Helping Our People in Emergencies". Their mission is to meet the basic needs of the people in the community who are having personal emergencies or crises.

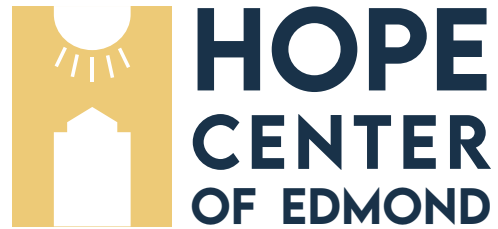
They were looking for a cohesive and consistent logo and brand that would be used to attract volunteers.



Logo



Logo Alternates



Brand Standards

Brand colors



Tagline

Helping our people in emergencies.

Fonts

Logo and headlines: **LEMON MILK**

Subheadings: **Avenir Next Bold**

Body copy: Avenir Next Regular

## Advertisements

**HOPE Center of Edmond**  
Sponsored

Like Page

We are looking for volunteers of all backgrounds to help support our community!



**HELPING OUR PEOPLE IN EMERGENCIES**

volunteer today!

**Volunteer Application**  
Giving back starts here.

Apply Now

  26

2 Comments 1 Shares

Like

Comment

Share



Left: Facebook Ad  
Above: Flyer Ad

## Copy

### **MAKE A DIFFERENCE!**

**We are in need of volunteers of all backgrounds to help support our community!**

A large amount of the work at HOPE Center of Edmond is accomplished by volunteers. You are our greatest resource. We agree to treat you with respect and dignity and to honor your commitment to helping others. In return, you will receive the personal satisfaction of helping and serving those less fortunate.



branding: FLOUR & FLOWER

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### Project Concept

Flour & Flower is a bakery and flower shop owned by a family friend. They were in need of a logo when starting their business and asked me to create one for them.

I drew and lettered their logo by hand to give it a cozier feel.

### Logo & Alternative Logo



Stationery Suite



Mockups







product design: THIS IS NOT COFFEE

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## Project Concept

While most of us love hot chocolate, we have to agree that the powdered stuff isn't the best. Meet "This Is Not Coffee", the world's newest hot cocoa. This sweet drink is packaged in tiny, microwavable cartons. Just shake, heat, and enjoy!

Hot chocolate is simple and sweet which is reflected in the design of this packaging. I also wanted to incorporate different flavors which I represented through the shapes and colors on each unique flavor's packaging.

*The typeface used for this project is called Merideth and is another font I developed based on my handwritten class notes*

## Sketches



Final Carton Designs



Carton Mockups



## Launch Party Invitation



Front



Back



Invitation Mockup



Promotional Mugs





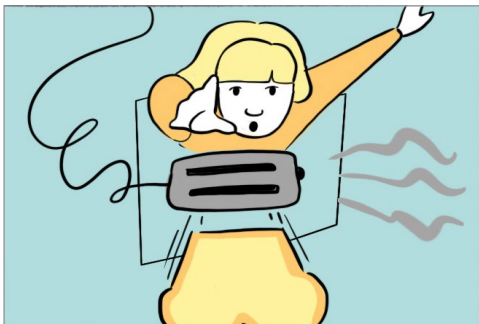
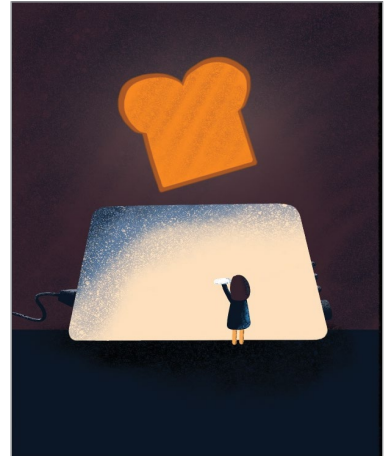
illustration: EDITH'S TOASTER

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## Project Concept

Some of my fondest childhood memories take place at my great-grandmother Edith's house. Grandmother Edith's house was practically magic; she could sew anything imaginable, a life-size cow statue lived in the backyard, and in the kitchen there was a toaster that shot toast almost to the ceiling.

## Roughs



Final Illustration







illustration: THE BIRDS

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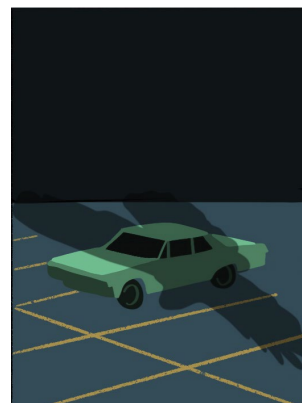
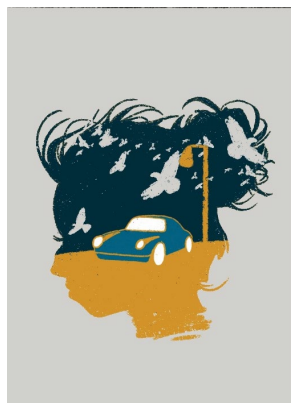
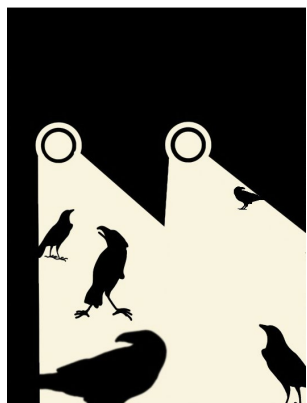
## Project Concept

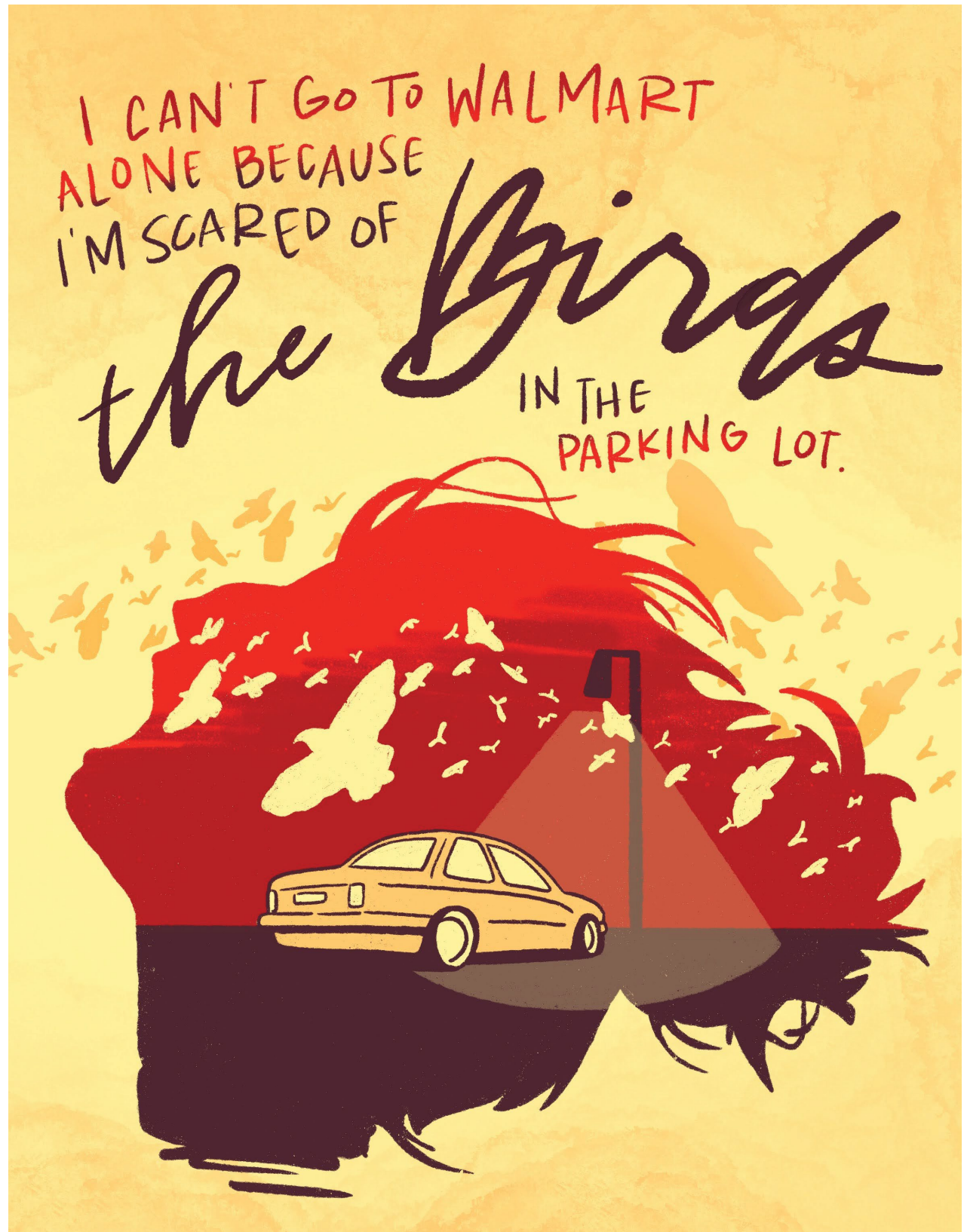
I hate birds; hate them. In fact, they terrify me so much that even as a twenty-three year old, I cannot go to Wal-Mart alone because I'm scared of the birds in the parking lot.

I chose to complete two illustrations for the final concept of this project. The first concept contains a more illustrative style which includes handwritten typography. Many of the inspirations for this particular illustration were horror film posters from the 1980s.

The second concept takes a more graphic approach due to the typographic layout. I also used movie posters as the inspirations for this design but selected ones with more modern styles.

## Roughs









Mockups





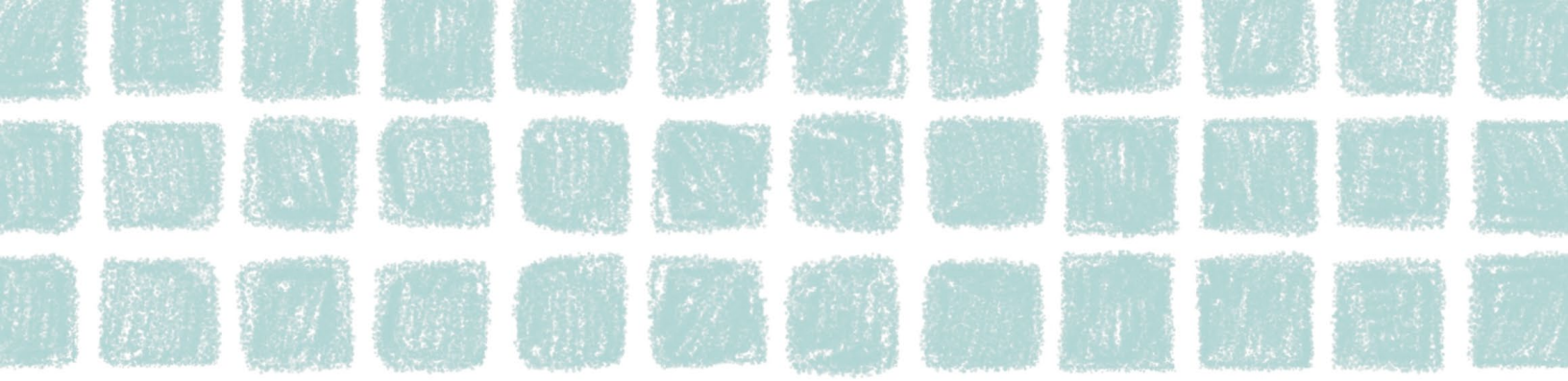


illustration: A HAIRY SITUATION

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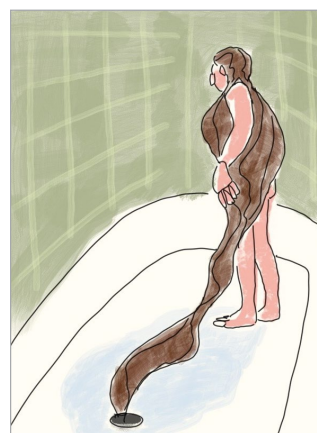
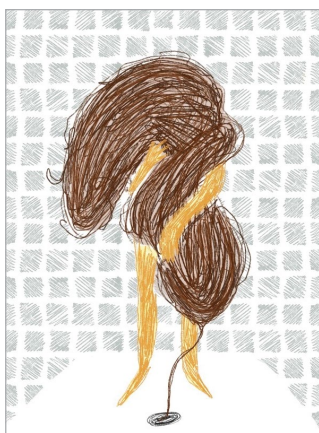
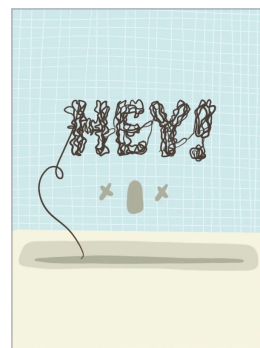
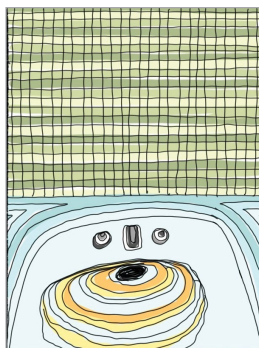
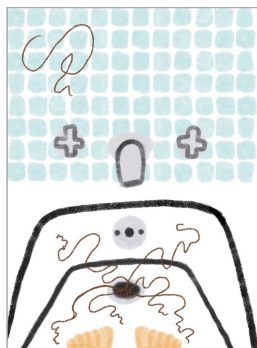


## Project Concept

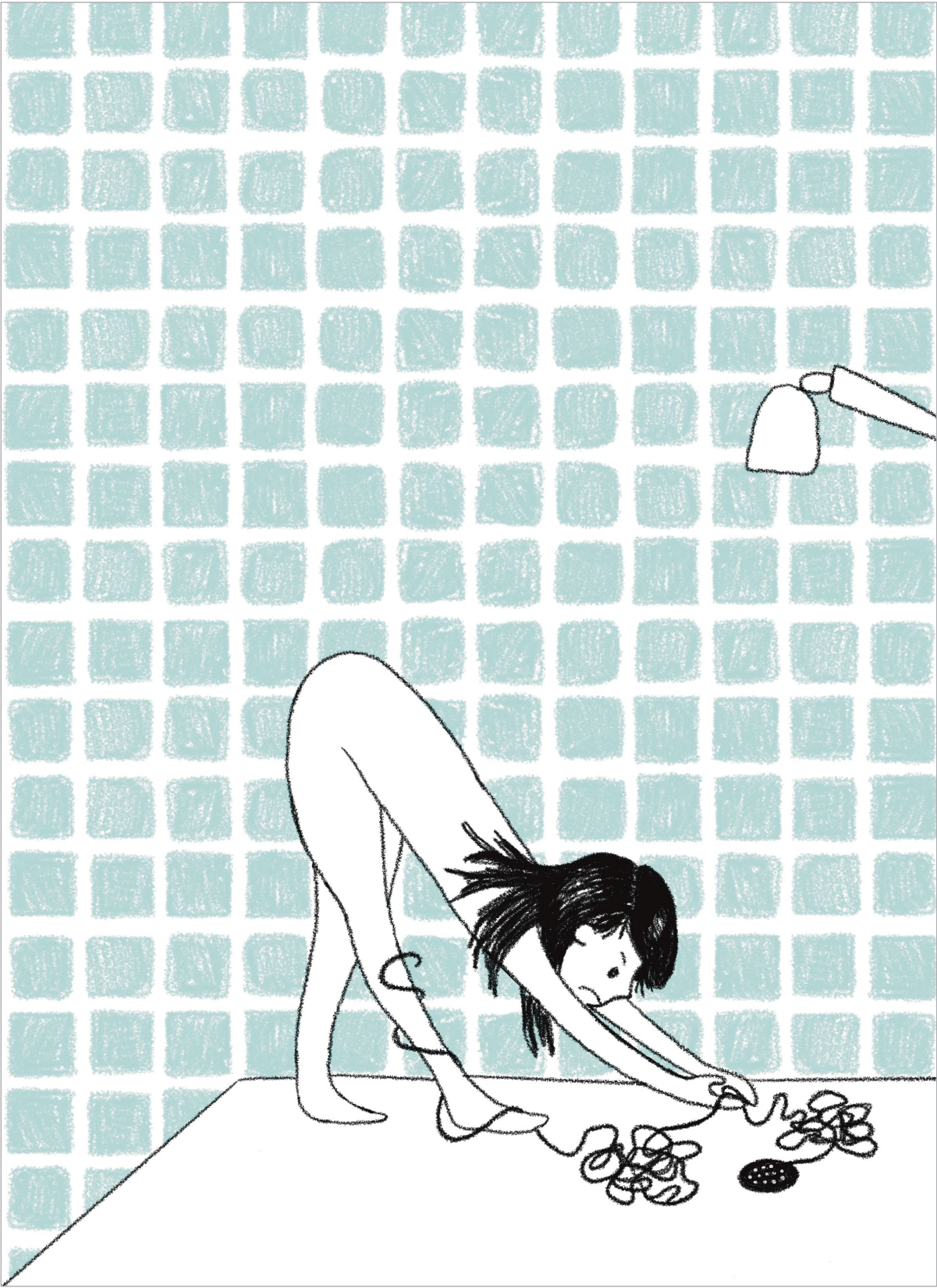
Have you ever had to clean hair out of the shower drain? Or off the walls? And it sticks to you? Then you know exactly what I mean. Especially if it isn't your own hair...

*This piece was selected as a Runner-Up in Creative Quarterly 62.*

## Roughs



Final Illustration





Mockup







## Project Concept

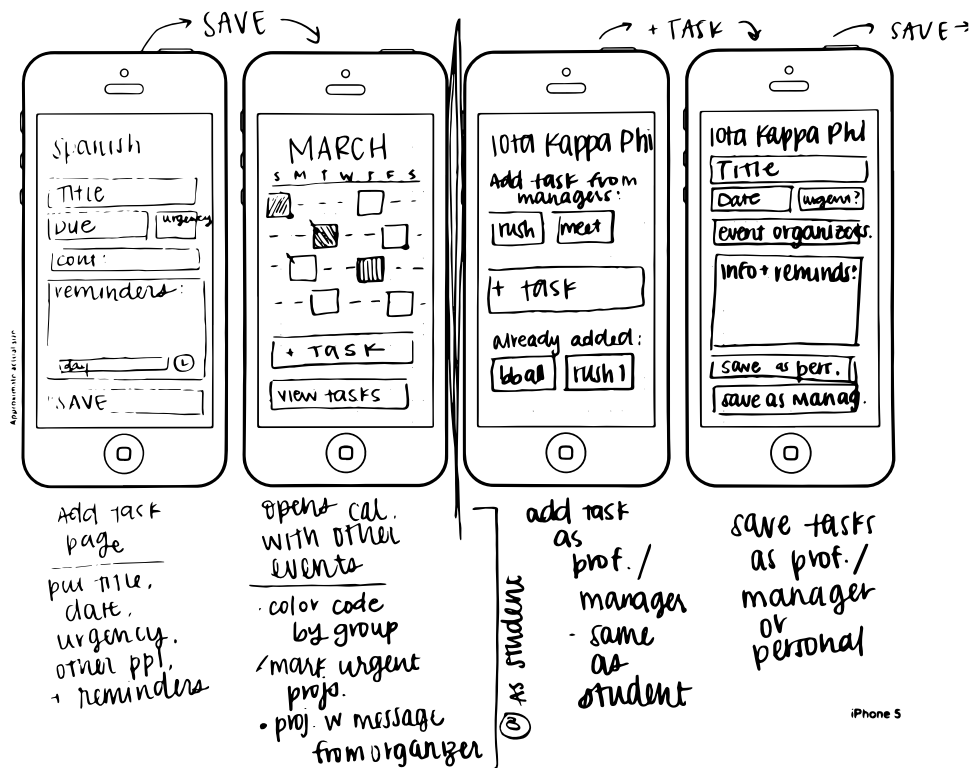
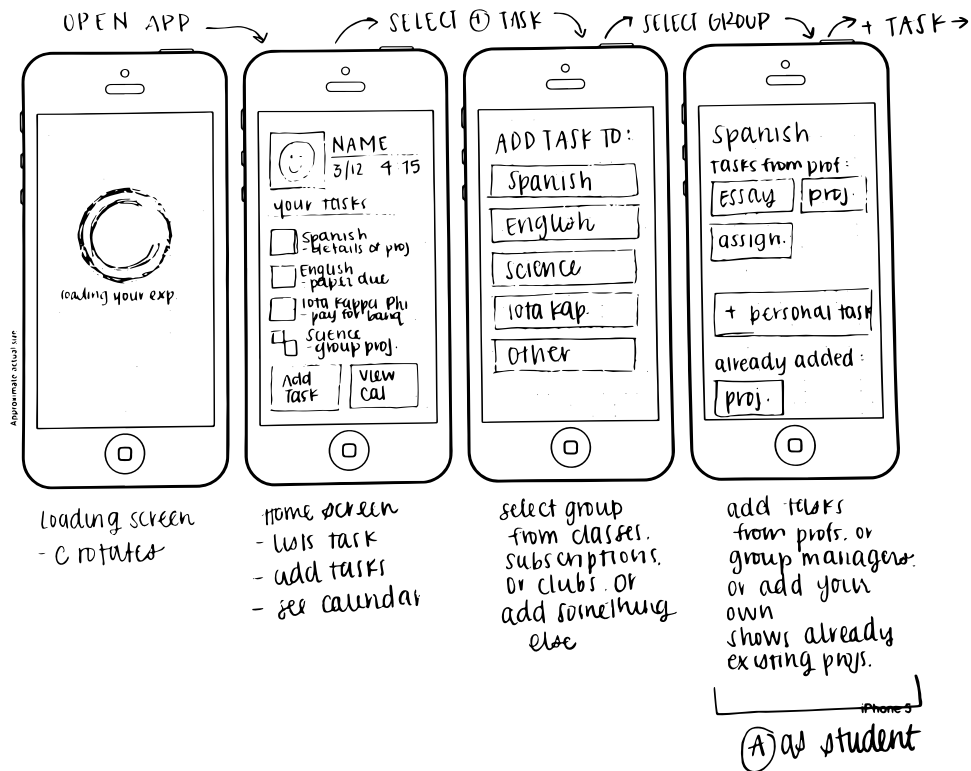
Keeping up with college activities can be challenging and stressful. Remembering to do all of the assignments, go to the club events, and still have time to relax and socialize can be next to impossible. But what if there was an app that could track it all for you?

Using the techniques outlined in *Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days*, my Advanced Graphic Design class narrowed down the main issues college students' today face and brainstormed ways to solve these using an app. Each student designed an app that best solved the issue they found most important.

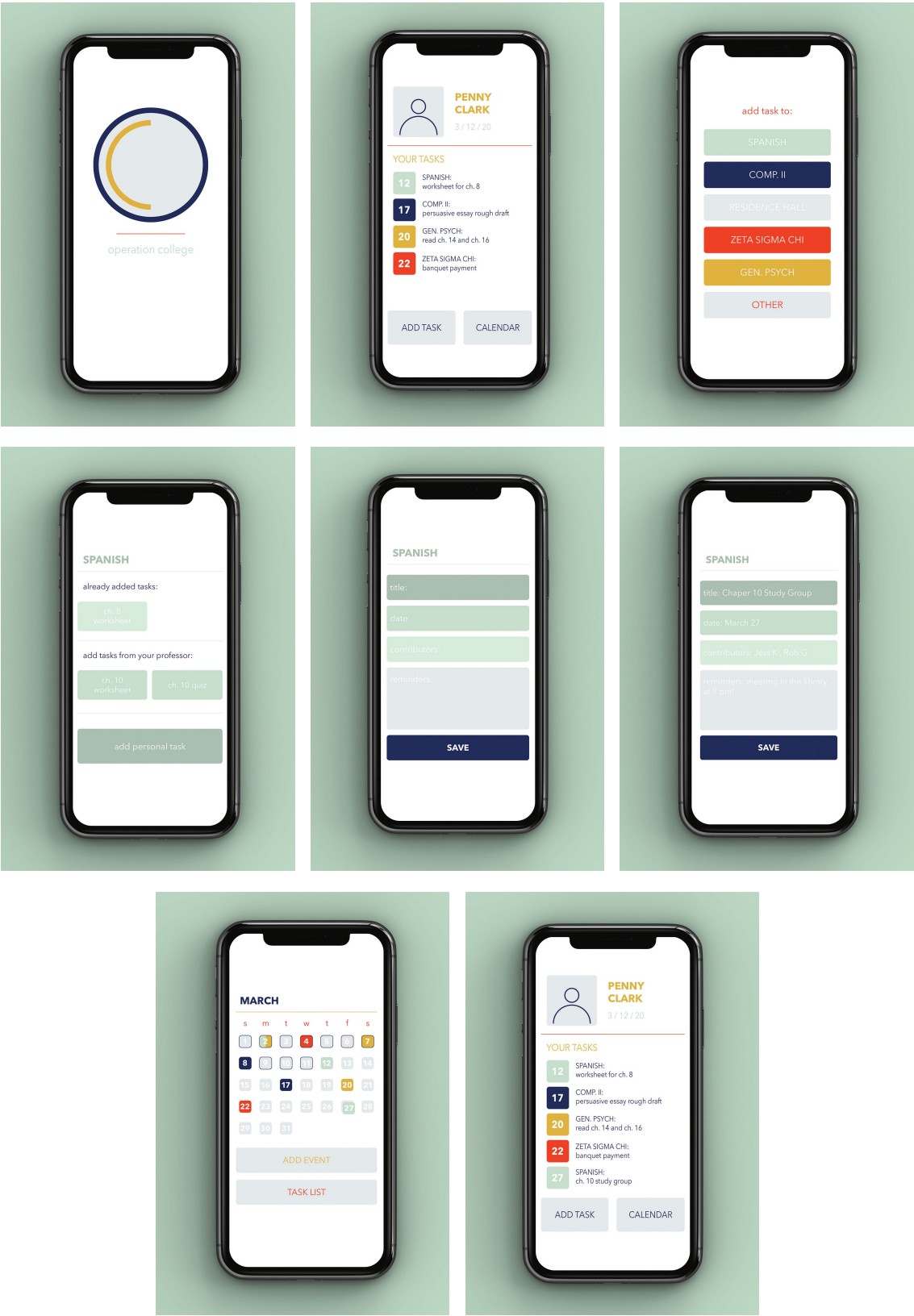
Meet Operation College.

Many students don't have one consistent way to keep track of all of their events. My app combines elements of various calendar and communication systems to create a simple and organized way for students, professors, and administrators to customize how they keep track of both their academic requirements and the campus events they are involved in.

## Sketches



App Screens





marketing: EMBARRASSING

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## Project Concept

The fashion industry is notorious for its negative affect on the environment. In fact, 20 percent of all industrial wastewater comes from textile and clothing production. While this fact is shocking on its own, even more alarming is that 85 percent of this waste is caused by denim production alone. The average pair of jeans requires 1,800 gallons of jeans throughout its production - this is the same as 50 baths or 5,000 Venti coffees.

The goal of this campaign is to raise awareness of the rate of water consumption in denim production and promote purchasing more sustainable denim options.

This campaign has two visual components. The first is a more traditional advertising approach which includes a series of billboards, posters, and social media posts. These would contain images from famous denim ad campaigns edited to appear as if the model had wet their pants while maintaining a professional, fashionable feel. The second component is a guerrilla marketing campaign of stickers that represent "butt prints" to show the impact denim production has on the environment. The stickers have a looser, sketched look to contrast with the style of the traditional campaign.

## Roughs & Alternative Concepts



*Throw your Fit*



*Embarrassing.*



*Why so blue?*

## Poster Advertisements



Photo is from a 1980's Calvin Klein ad featuring Brooke Shields.

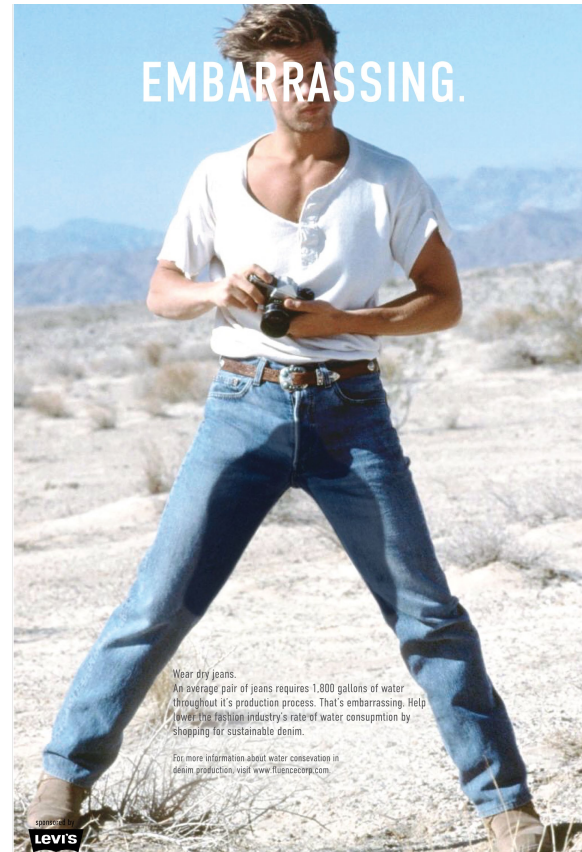


Photo is from a 1980's Calvin Klein ad featuring Brad Pitt.

## Traditional Campaign Copy

Wear dry jeans.

An average pair of jeans requires 1,800 gallons of water throughout it's production process. That's embarrassing. Help lower the fashion industry's rate of water consumption by shopping for sustainable denim.

For more information about water conservation in denim production, visit [www.fluencecorp.com](http://www.fluencecorp.com).



## Bus Stop and Mall Advertisement Mockups



## Billboard Advertisements

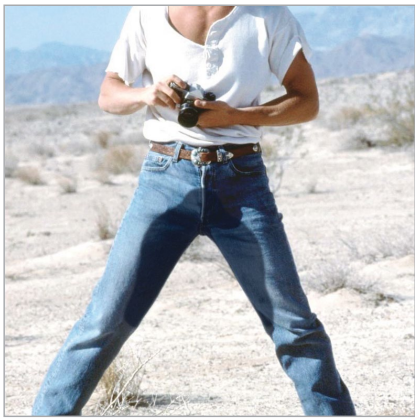


## Billboard Ad Mockups





Instagram Advertisement



9:41 PM

Instagram

merideth\_lynn

Liked by canaan\_\_rose and 96 others

Embarrassing. An average pair of jeans requires ...more

View all comments

Add a comment...

2

1

9:41 PM

Instagram

merideth\_lynn

Liked by canaan\_\_rose and 96 others

Embarrassing. An average pair of jeans requires ...more

View all comments

Add a comment...

2

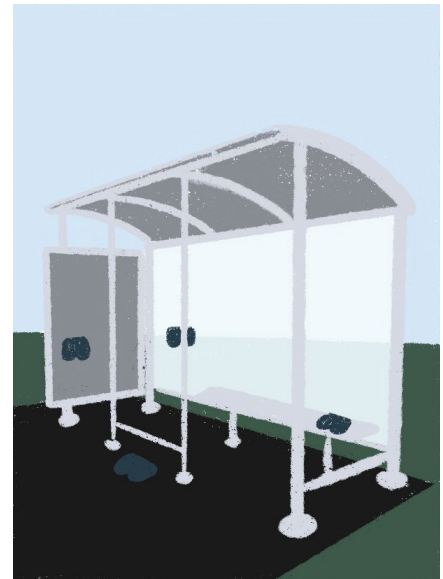
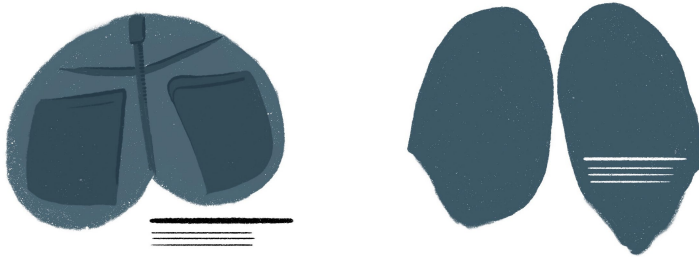
1

Campaign copy would be included in the caption of each post.

## Guerrilla Campaign Copy

Are your jeans leaving a print on the environment?  
To learn about water conservation in denim production,  
visit [www.fluencecorp.com](http://www.fluencecorp.com).

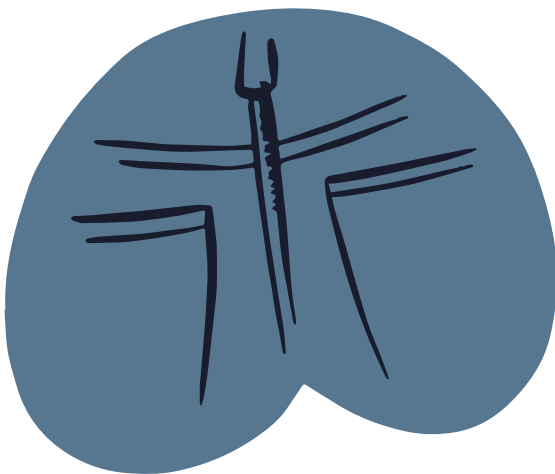
## Roughs



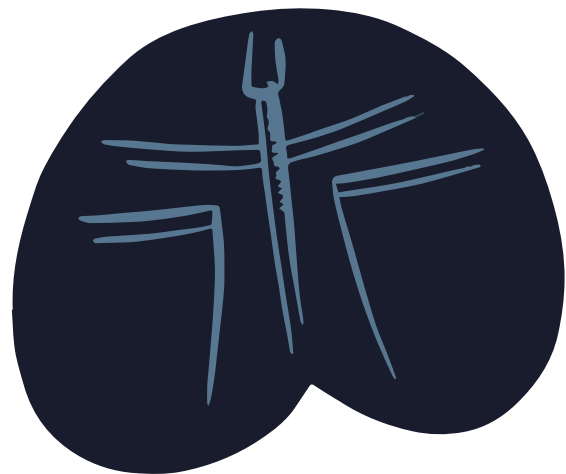
*Initial concept sketch*

## Guerrilla Campaign Stickers

*Options for light or dark surfaces*



ARE YOUR JEANS LEAVING A PRINT ON THE ENVIRONMENT?  
To learn about water conservation in denim production,  
visit [www.fluencecorp.com](http://www.fluencecorp.com).

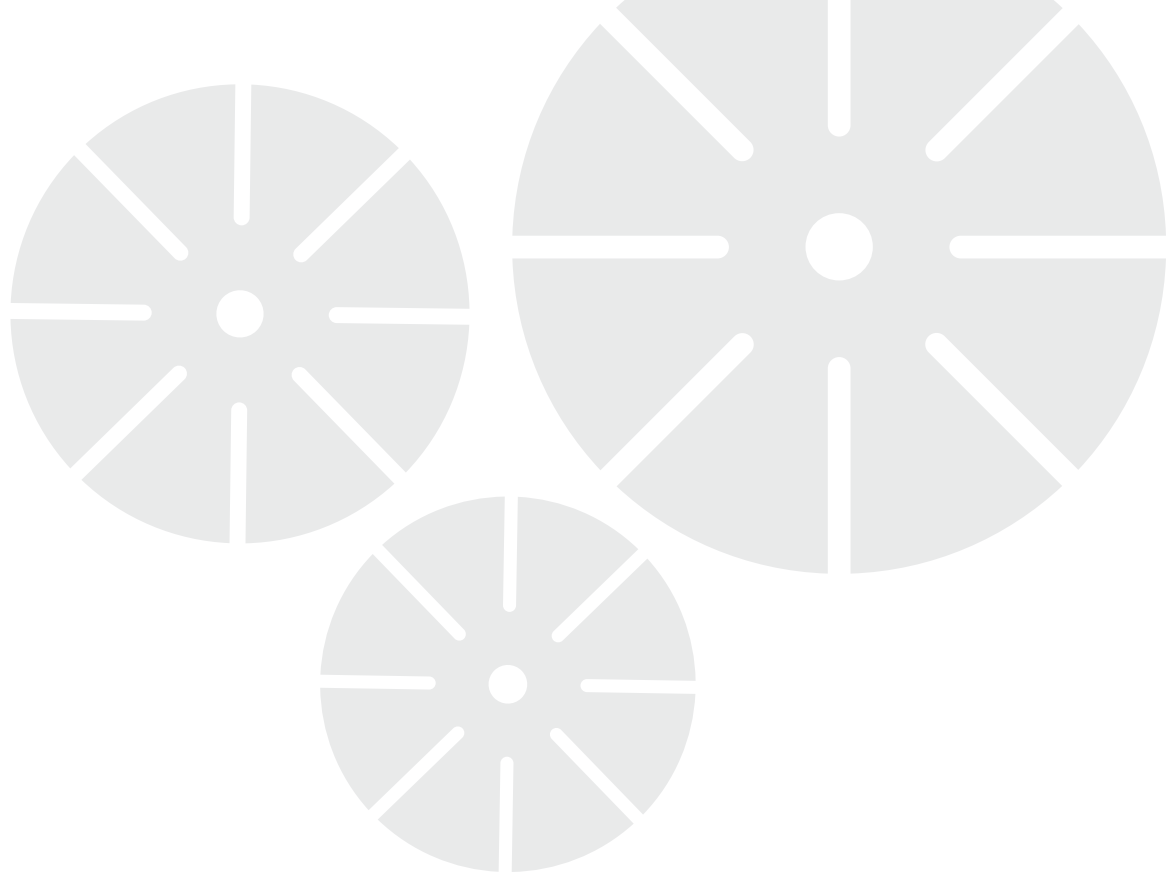


ARE YOUR JEANS LEAVING A PRINT ON THE ENVIRONMENT?  
To learn about water conservation in denim production,  
visit [www.fluencecorp.com](http://www.fluencecorp.com).



## Guerrilla Campaign Sticker Mockups





marketing: DEELIE BOBBERS

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Project Concept

For my senior project, we were tasked with marketing a vintage toy. Before researching for this assignment, I had never heard of Deelie Bobbers before - it was just a term my grandmother used when she forgot the name of some small trinket. After stumbling upon them, I fell in love with their fun shape and endless potential.

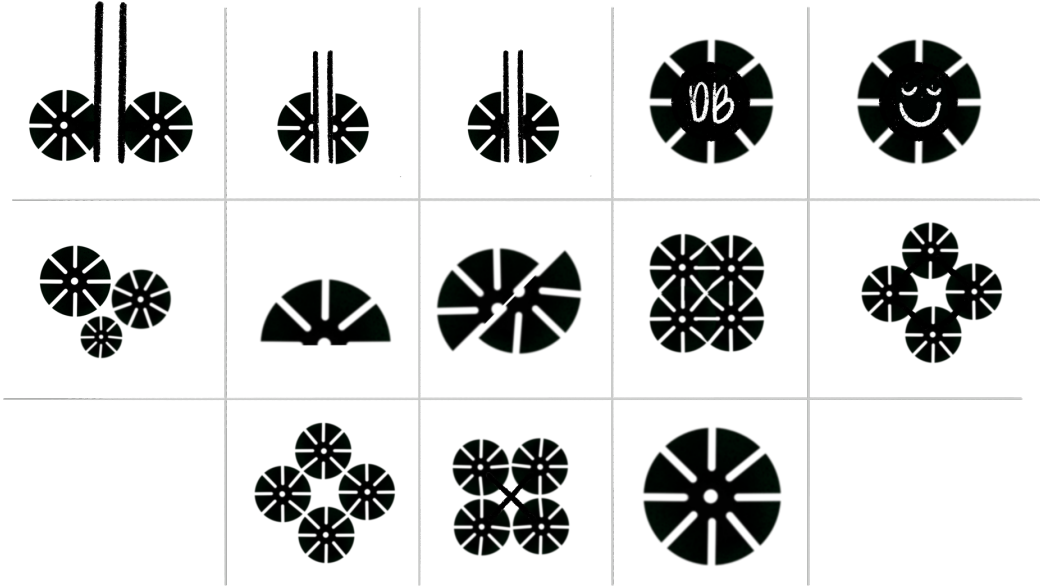
Strategy Statement	Product Personality	Target Market
Deelie Bobbers are small connecting disks that invite you to find serenity through creativity.	Friendly Imaginative Simple	Adults 18 to 34



Branding

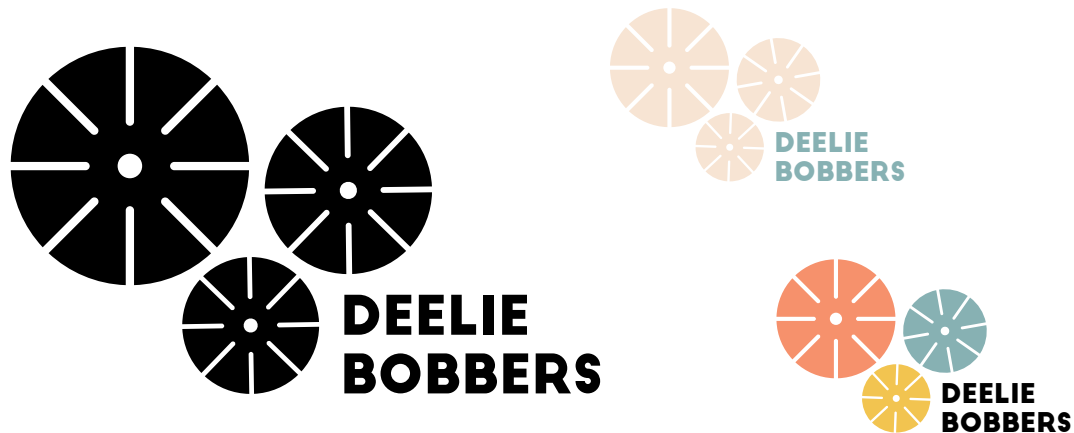
The current brand is inconsistent and overwhelming, which is typical of the 1970's. I updated the brand with a new logo and package design that is reminiscent of the toy's original era but has a more contemporary and consistent style.

Logo Sketches





## Logo & Colorations



## Brand Standards

Brand colors



Tagline

**A PIECE OF PEACE**

Fonts

Logo and headlines: **BIG JOHN**

Subheadings: **Avenir Next Bold**

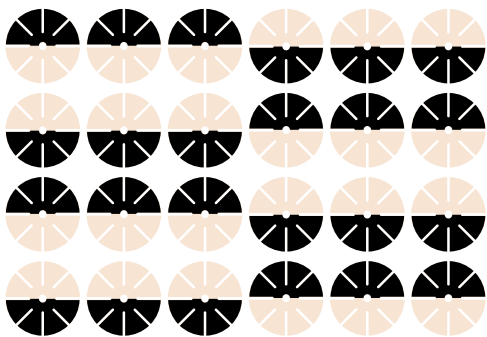
Body copy: Avenir Next Regular

Packaging

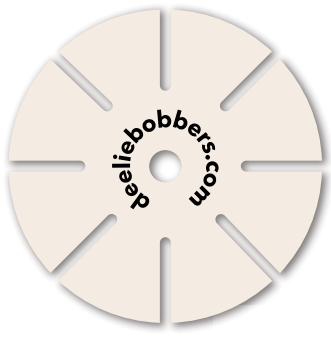
I kept the drawstring bag because it was practical and convenient. I updated the patterns of each bag to be cohesive and more gender neutral than the 1970's florals.

The plastic tag attached to the drawstring was too large and clunky. I replaced it with a single Deelie Bobber piece engraved with the website. This would be attached above the knot of the drawstring.

Pattern



Plastic Tag



Packaging Mockups





## Advertisement Layouts



**A PIECE  
OF PEACE**

Deelie Bobbers invite you to find peace through creativity amidst the chaos of your day-to-day life.

Pick up a handful and build your way back to serenity.

Visit [deeliebobbbers.com](http://deeliebobbbers.com)



**A PIECE  
OF PEACE**

Deelie Bobbers invite you to find peace through creativity amidst the chaos of your day-to-day life.

Pick up a handful and build your way back to serenity.

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## Tagline

A Piece of Peace


## Copy

Deelie Bobbers invite you to find peace through creativity amidst the chaos of your day-to-day life.  
 Pick up a handful and build your way back to serenity.  
 Visit [deeliebobbbers.com](http://deeliebobbbers.com).

## Marketing Vehicles



Bon Appétit magazine ad

**Deelie Bobbers**  
Sponsored · 

Pick up a handful and build your way back to serenity.







DEELIEBOBBERS.COM  
**A piece of peace.**  
[Learn More](#)


 Like       Comment       Share



Facebook ad

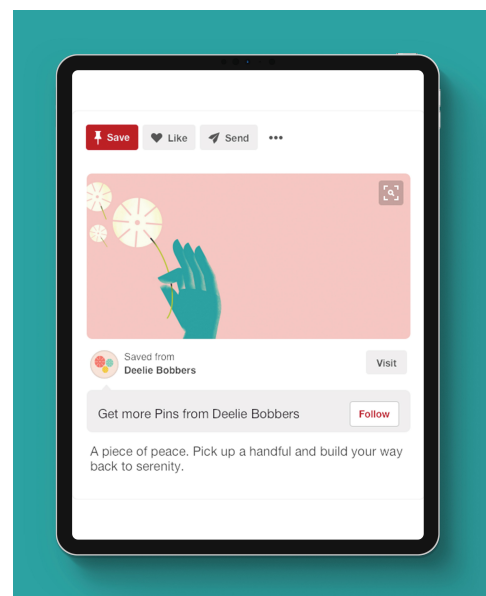
 Save     Like     Send    ...



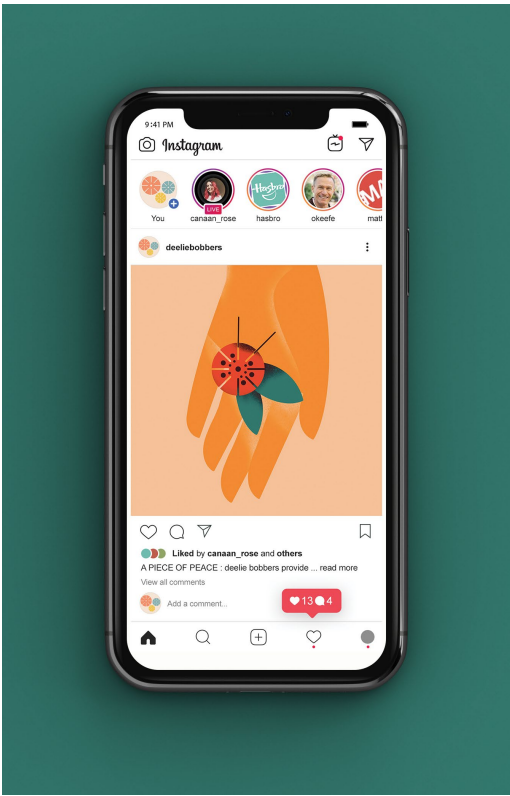
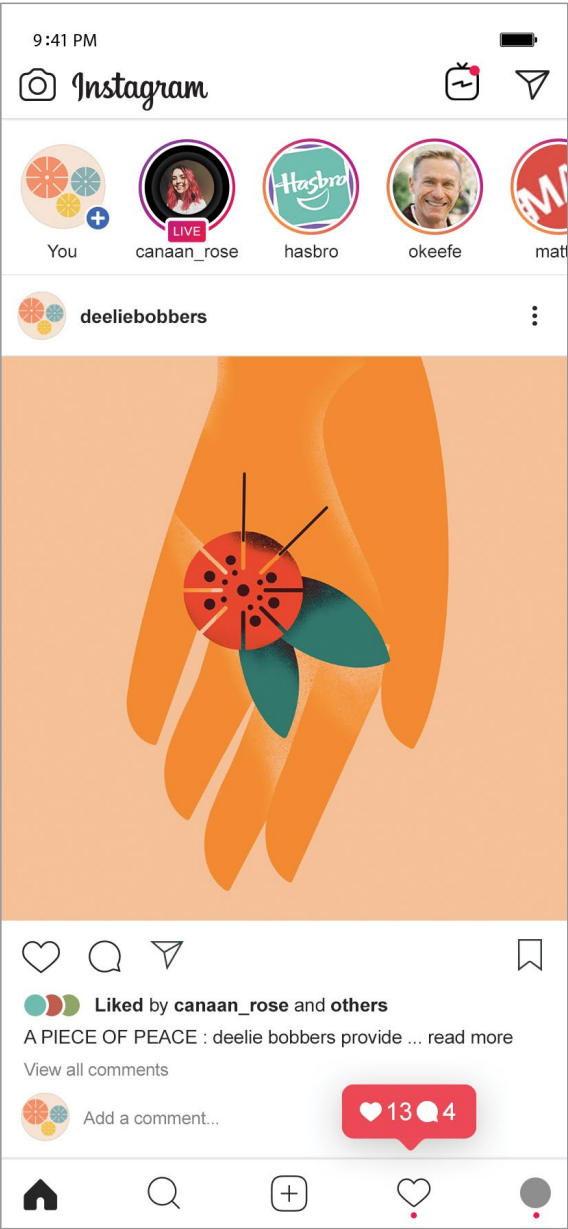
 Saved from  
**Deelie Bobbers**    [Visit](#)

Get more Pins from Deelie Bobbers    [Follow](#)

A piece of peace. Pick up a handful and build your way back to serenity.



Pinterest ad



Instagram ad



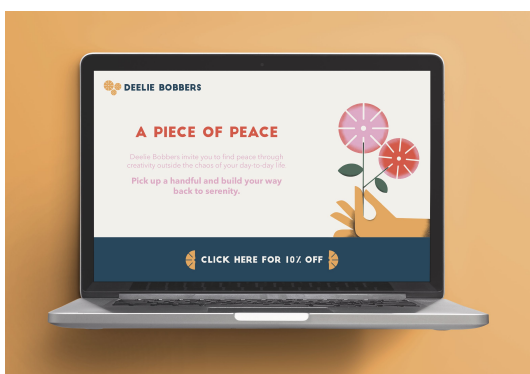
## A PIECE OF PEACE

Deelie Bobbers invite you to find peace through creativity outside the chaos of your day-to-day life.

**Pick up a handful and build your way back to serenity.**



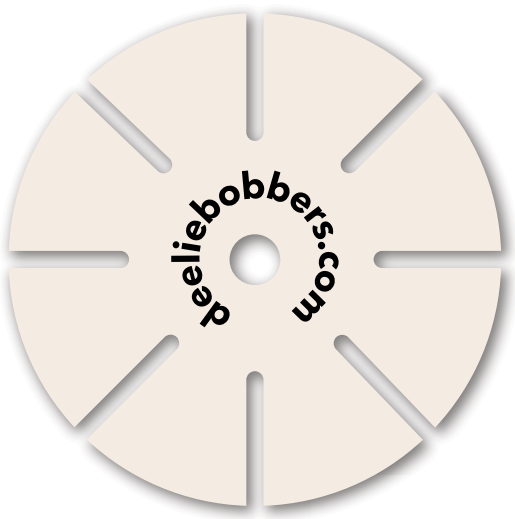
**CLICK HERE FOR 10% OFF**



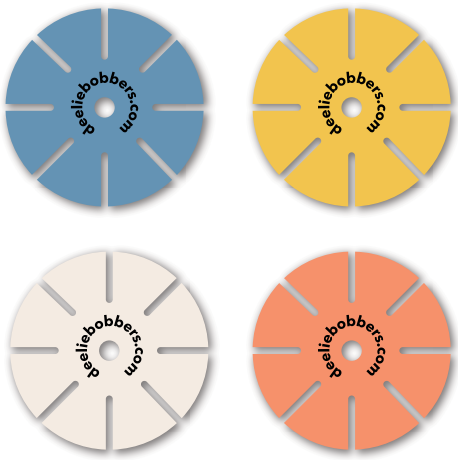
*Landing page to receive traffic from digital ads*



Park bench installation







*Oversized promotional pieces*



THANK YOU

*Merideth Langley*

405.819.6277 | [merideth.l.langley@gmail.com](mailto:merideth.l.langley@gmail.com)