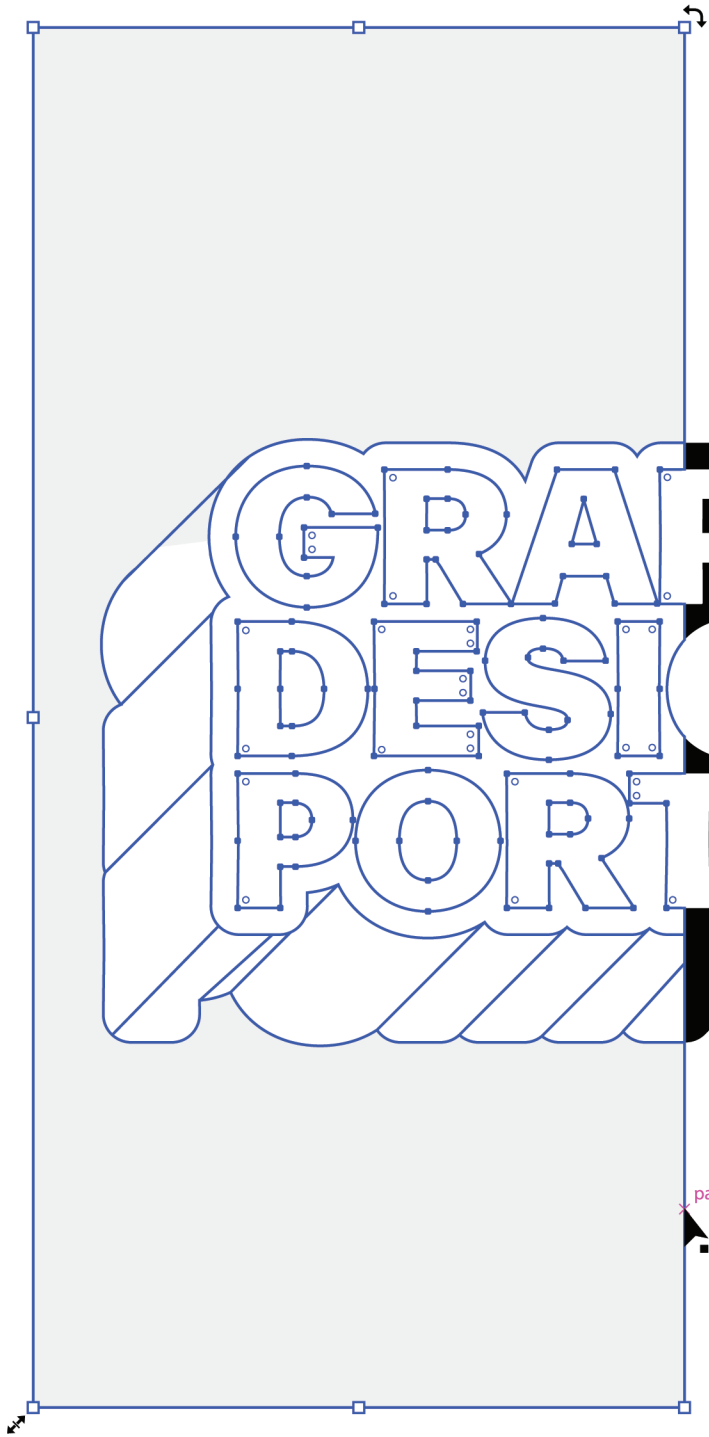


BLAKEHOTALING



**GRAPHIC
DESIGN
PORTFOLIO**



path



KCL Institute

of Individualized Learning

WEBSITE & BRANDING DESIGN

KCL Institute

KCL Institute is a tutoring business that individualizes each child's learning experience based on the way they learn and comprehend new information. Whether your child is an auditory, visual, or kinesthetic learner, KCL Institute has a specialized teaching plan fit just for them.



Photoshop

Illustrator

Selected Logo



KCL Institute

of Individualized Learning

The client wanted a fun, whimsical, kid friendly logo. The colors, purple, pink, and blue, were provided by the client. The client also wanted school elements incorporated like books, pencils, etc. The client ultimately chose this logo, with a stack of books, two cartoon style children, and a pencil in the negative space between them. All the logos try to encapsulate both kids and school in a playful way. This logo was then the inspiration for the style and visual direction of the rest of the project.



Other Logo Options



WEBSITE & BRANDING DESIGN



Schedule a Session

Email us at info@kclinstitute.com
Follow us on Facebook and Instagram!



About Us



Our Teaching Method

At Kickstart Critical Learning Institute, we individualize your child's experience based on the way they learn and comprehend new information with our unique teaching method. We base our lessons on whether your child is an auditory, visual, or kinesthetic learner. By individualizing your child's tutoring in this way, they learn more easily, retain more information, and understand better. Making KCL Institute the best choice when your child needs help with their school work!



Our Service

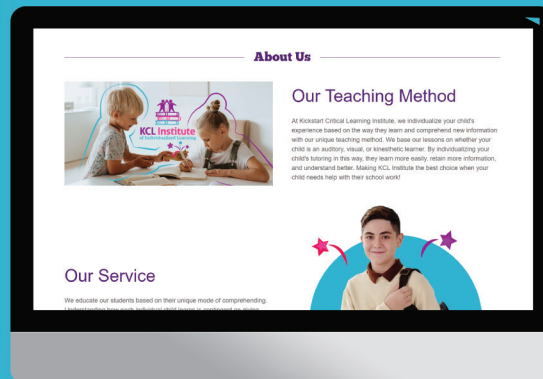
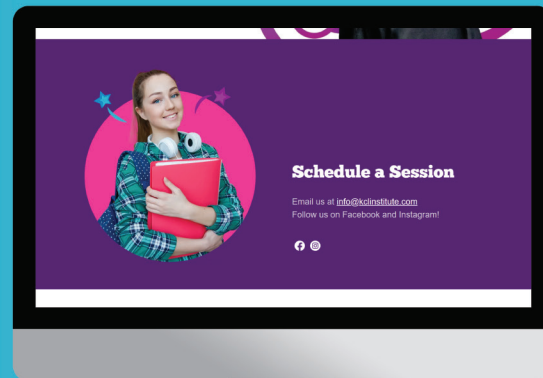
We educate our students based on their unique mode of comprehending. Understanding how each individual child learns is contingent on giving them the best possible education they can get. Addressing the needs of each child strengthens their abilities and helps them learn more. We ensure each child we teach gets the individualized learning experience they need to be successful.



Our Curriculum

We find that our specialized curriculum positively impacts participation, effectiveness, and the satisfaction of our learners. This creates a fun, productive, and most importantly helpful environment for kids to learn in.

Below the banner image on the website, one of the first things we wanted to display is how to schedule a tutoring session with KCL Institute. People who go to this website are most likely looking for information on how to schedule tutoring for their child, so that information is given right near the top of the website. There are also small links to KCL's social media pages.



Full website can be seen on kclinstitute.godaddysites.com



Learning Styles

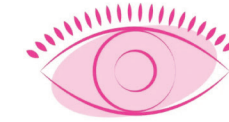


Auditory

If your child is an auditory learner, that means they learn best through listening. This means they are more likely to remember things they have heard. In the case of an auditory learner, spoken instructions would be used rather than written instructions.

Visual

If your child is a visual learner, that means they learn best through seeing. These learners think using pictures and visuals rather than spoken words. In the case of a visual learner, pictures and videos are used rather than written or spoken instructions.



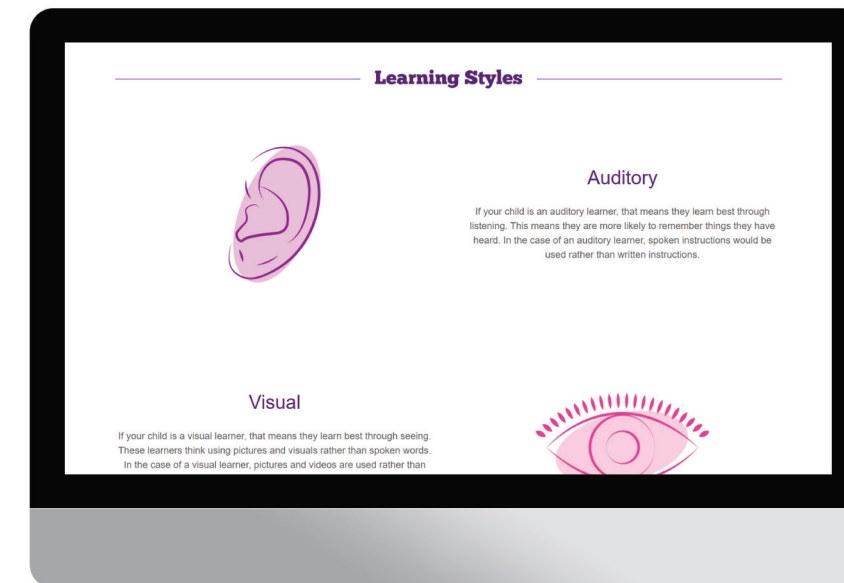
Kinesthetic

If your child is a kinesthetic learner, that means they learn best through doing activities themselves. This means they are more likely to remember things they feel, touch, and experience. In the case of a kinesthetic learner, pictures and videos are used rather than written or spoken instructions.

Social



Copyright © 2022 KCL Institute - All Rights Reserved.



Since KCL Institutes unique style of teaching relies on the child's unique learning style, the learning style's are each explained on the websites front page along with a matching illustration for each learning style. Since auditory learners learn best through listening it is paired with an ear illustration. Visual learners learn best through sight, so it is paired with an eye illustration. And kinesthetic learners learn best through hands on activities it is paired with a hand illustration.



Our Teaching Method

At Kickstart Critical Learning Institute, we individualize your child's experience based on the way they learn and comprehend new information with our unique teaching method. We base our lessons on whether your child is an auditory, visual, or kinesthetic learner. By individualizing your child's tutoring in this way, they learn more easily, retain more information, and understand better. Making KCL Institute the best choice when your child needs help with their school work!

KCL Institute
of Individualized Learning



THINK BIG CONFERENCE

TUESDAY MAY 1

GUEST SPEAKERS

NASA Administrator **Bill Nelson**
 SpaceX CEO **Elon Musk**
 Former Astronaut **Buzz Aldrin**
 NASA Chief Scientist **Howard Levine**

REGISTER NOW

AT THE SOUTH SAN FRANCISCO CONFERENCE CENTRE

BRAND & ADVERTISING DESIGN
Think Big Conference

The Think Big Conference is where the world's top minds, astronomers, and scientists gather to discuss the future of space travel, the possibility of humans living in space and on other planets, the latest discoveries in astronomy, and pushing the limits of what humans are capable of.



Photoshop

Illustrator

Selected Logo



Wordmark Logo

THINK BIG CONFERENCE

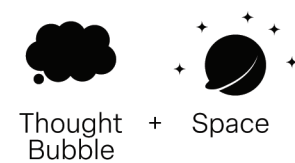
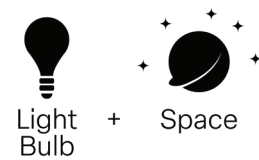
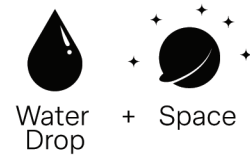
The final logo combines a number of different space themes that visually represent thinking, space travel, and humans populating space and possibly other planets in the future.

BRAND & ADVERTISING DESIGN

Think Big Conference



Other Logo Options

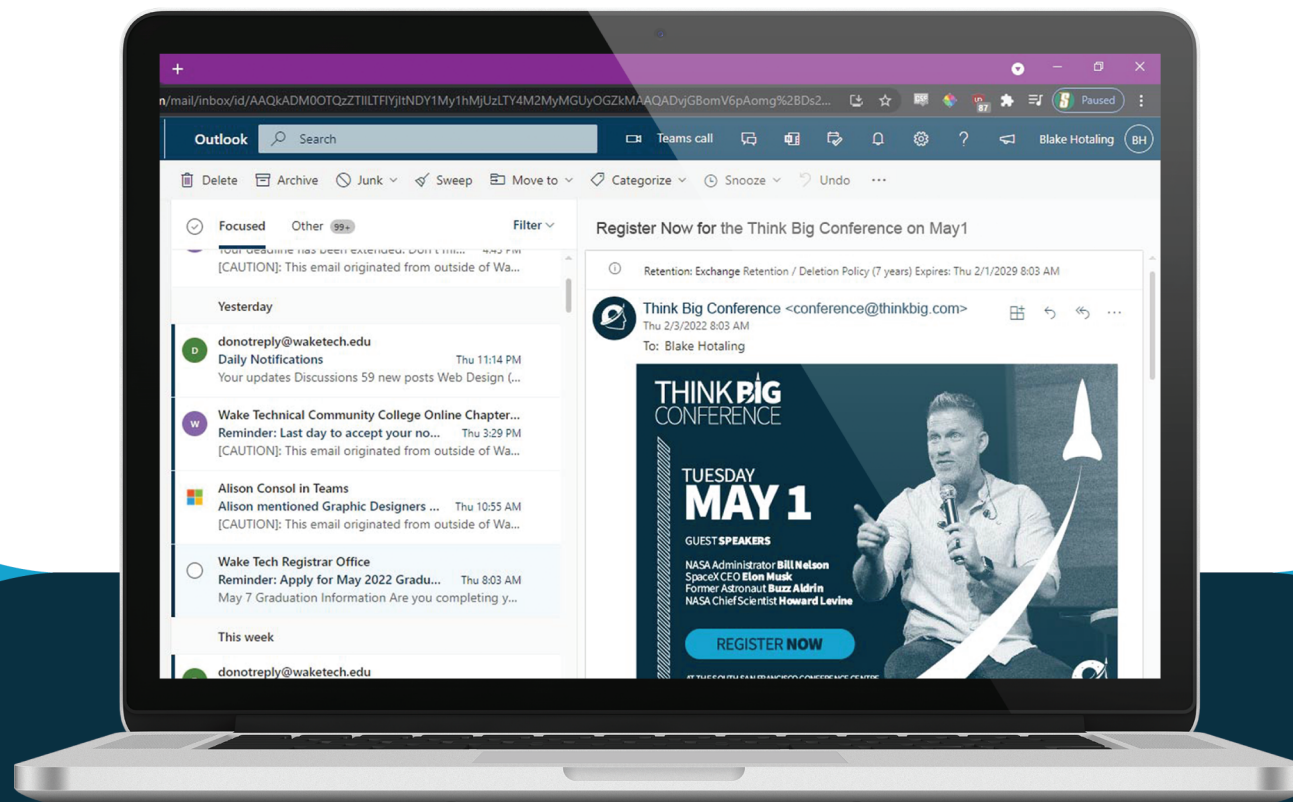


BRAND & ADVERTISING DESIGN

Think Big Conference

All advertising for the event was created with the same styleguide including typefaces, logomark, wordmark, colors, and gradient maps. Advertising for the event was primarily done online since that is where the target audience would see it.

The pictures, imagery, and overall design is meant to invoke thought about pushing human capability and advancement in our knowledge of outer space. The Think Big Conference has a very serious topic and the tone and designs reflect that.

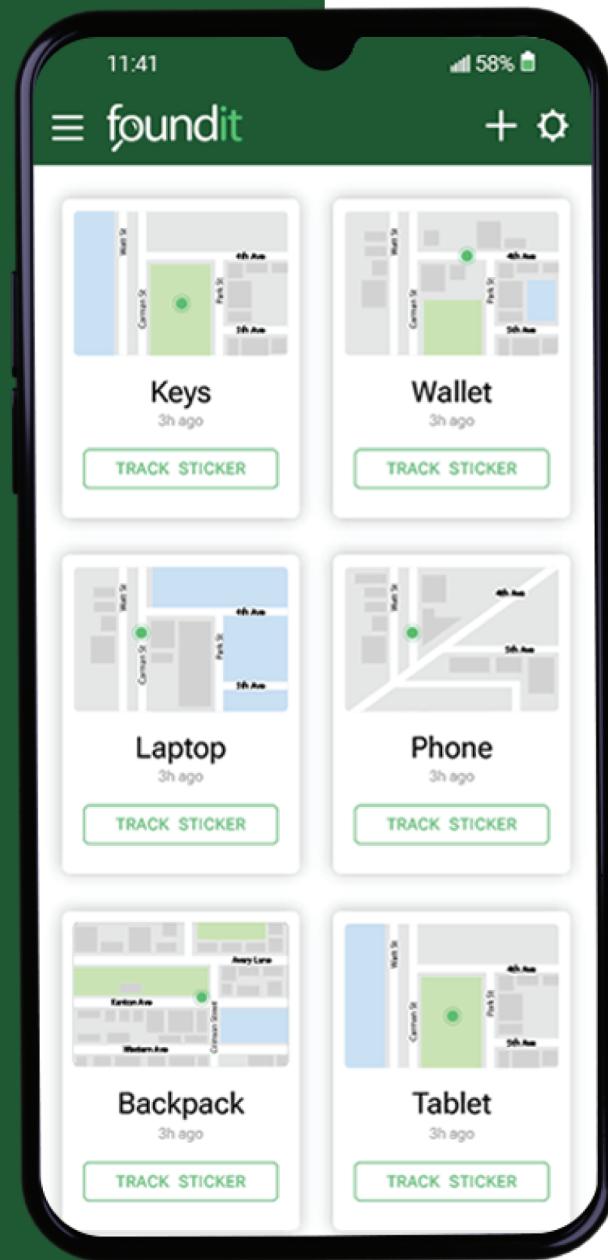


foundit

UX / UI APP DESIGN & ANIMATED LOGO

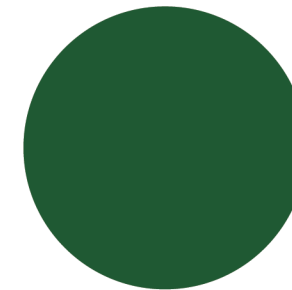
Found It

Found It is a mobile app that helps you locate your belongings with the help of tracking stickers. Just put the Found It Tracking Sticker on your belongings, activate it, and use the app to track their location. Never lose your TV remote, phone, keys, or any other belonging with the Found It app.

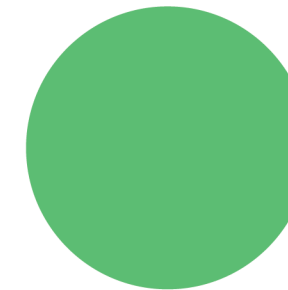


foundit

Magnifying Glass + Letter O

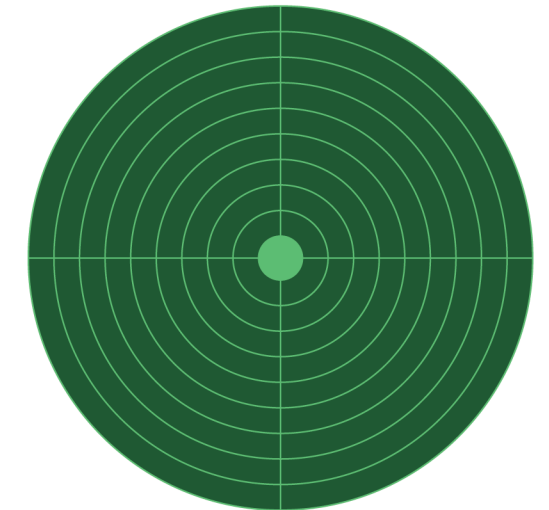


#225933



#46D375

Animated Logo and microinteraction animation can be seen on www.blakehotaling.com



The colors chosen for this project were inspired by radar, a device or system used for detecting and locating objects.

Myriad Variable Concept

Myriad Variable Concept

Myriad Variable Concept

Myriad Variable Concept

Myriad Variable Concept

Roboto Slab

Roboto Slab

Roboto Slab

Roboto Slab

Roboto Slab

Never lose your things again

Stick it. Activate it. Track it.

foundit



After Effects

Adobe XD

Photoshop

Illustrator

UX / UI APP DESIGN & ANIMATED LOGO

Found It

How It Works

Found It Tracking Stickers have a GPS tracking chip inside of them that works in conjunction with the app to help you locate your belongings in real time. Simply place the sticker on any object you don't want to lose, activate it in the app, and then locate it with the map interface. A sticker ensures the tracking chip stays with the object, unlike Tile or other similar products which can be lost easily as well.

Tracking Stickers

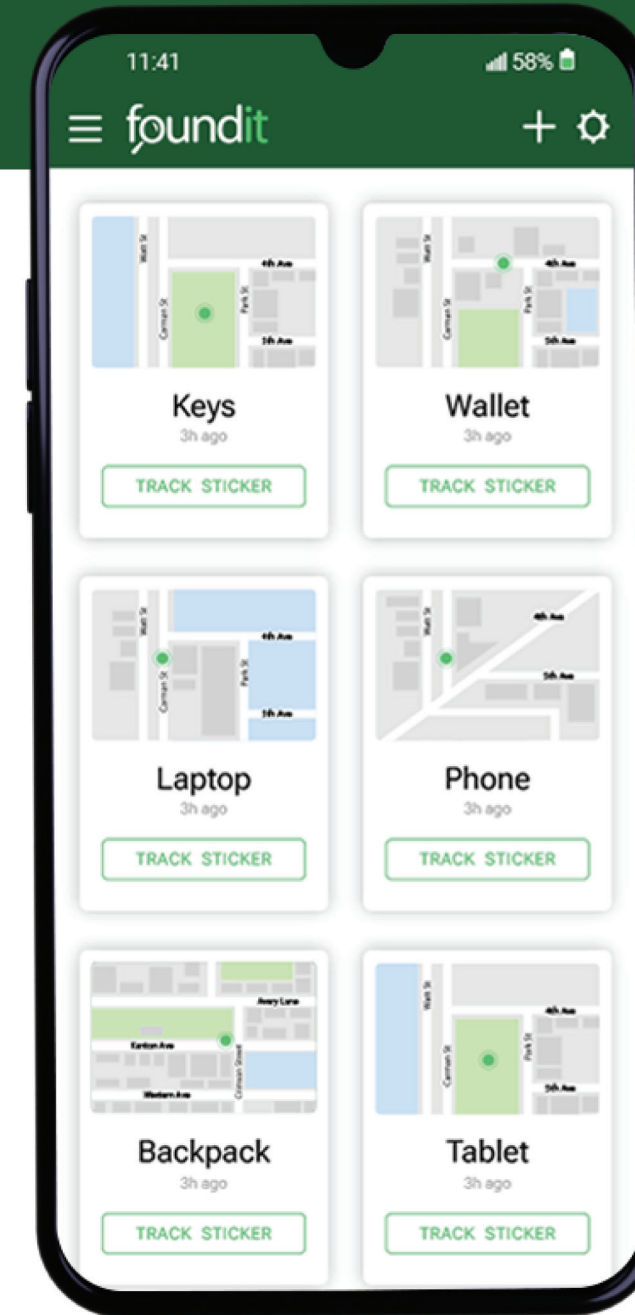


Found It Stickers come in a variety of different sizes with an option of light and dark color schemes.



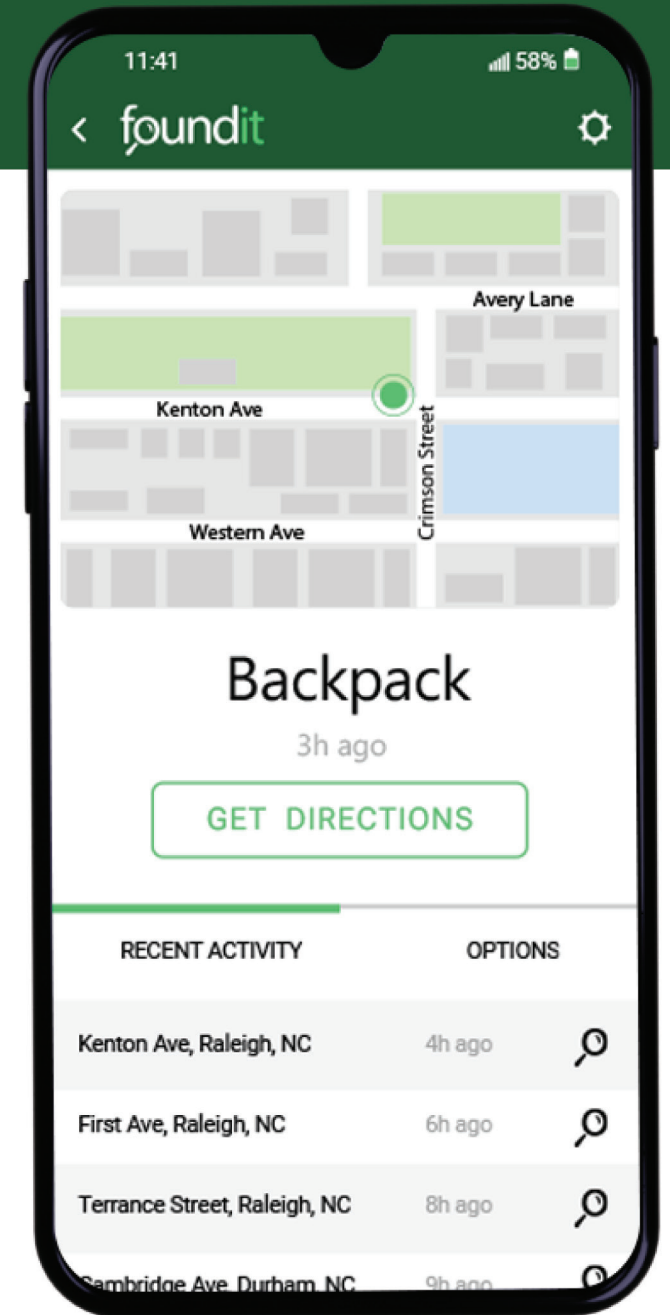
Home Interface

The home page shows all of your activated Found It tracking stickers along with the name you gave the sticker upon activation. Each sticker shows a small map of the last known location of your object for easy and quick viewing. At the top of the interface is a menu, add sticker, and settings button.



Map Interface

Clicking one of the "Track Sticker" buttons on your home page will bring up this large map interface. This scrollable map shows the live location of your object. The green dot represents your belonging, clicking the "Get Directions" button will give you directions directly to the location of your object.



See menu and settings animations on www.blakehotaling.com



ELEVATION

OUTDOORS

BRAND & ADVERTISING DESIGN

Elevation Outdoors

Elevation Outdoors is a sporting goods store that sells things like outdoor clothings, sports equipment like fishing rods, hunting equipment, and anything else you need for outdoor life.

Primary Logo

ELEVATION

OUTDOORS

Secondary Logo

ELEVATION

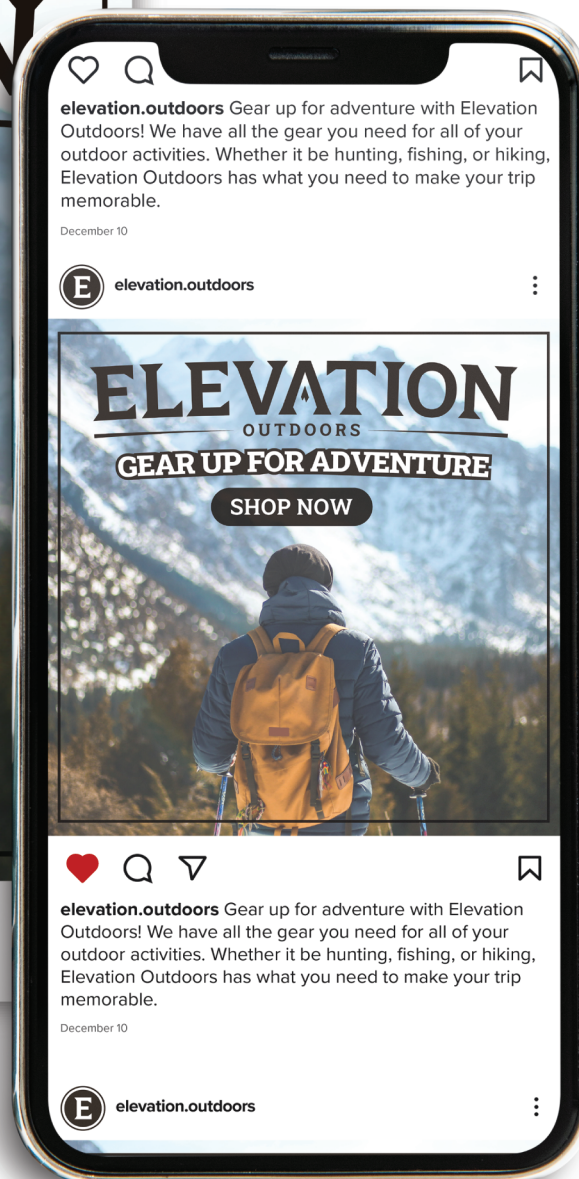
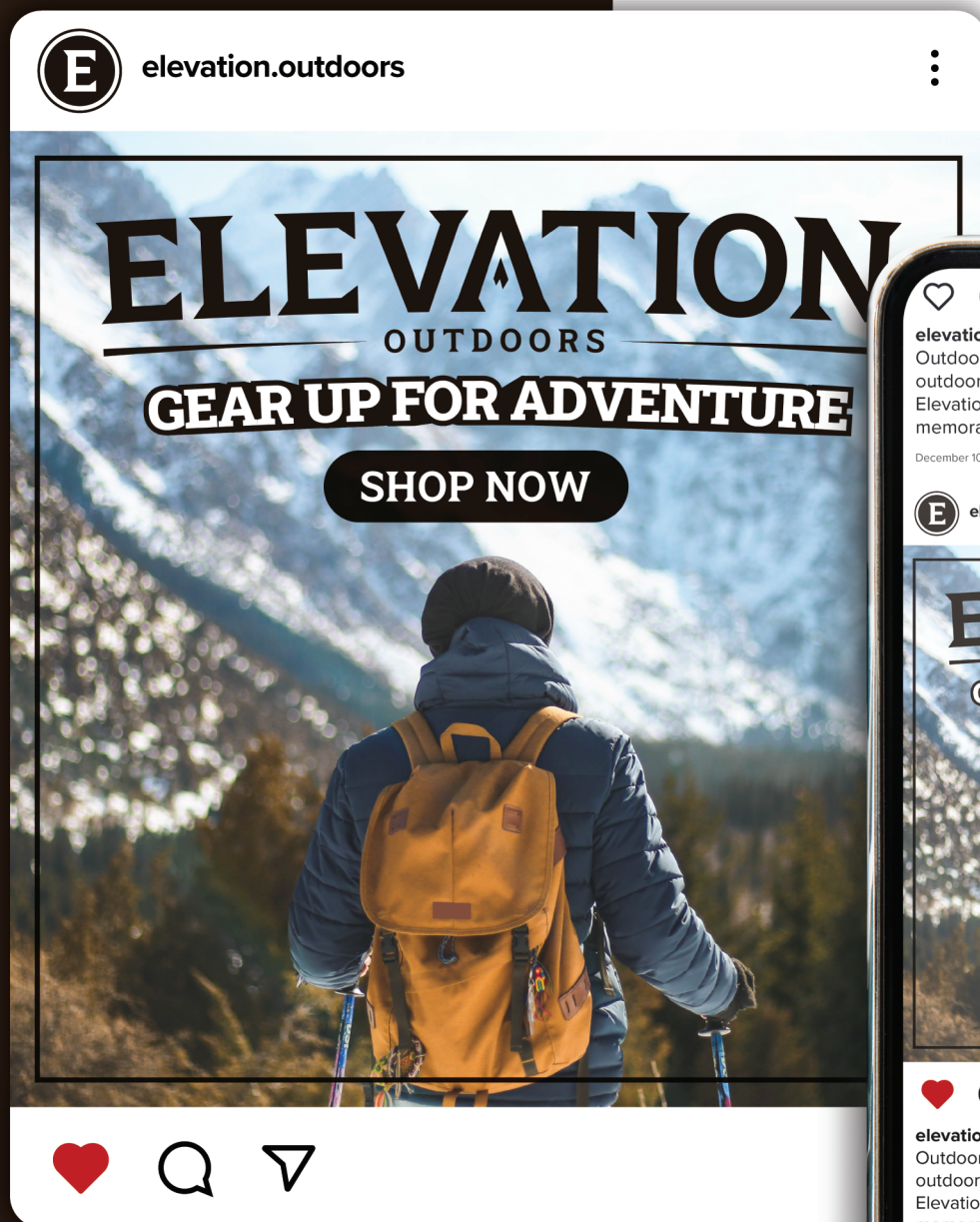
OUTDOORS

Headline Style

Roboto Slab Black

Vanishing Drop Shadow

ABCDEFGHIJKLMNOPQRSTUVWXYZ



Social Media Advertisements

Brand Frame



Headline

Call to Action

Outdoor Photography



Photoshop Illustrator



DIRECT MAILER DESIGN
Total Smiles Dentistry

Total Smiles is a dentists office who wants to create a long lasting relationship with you and your family. The target audience for these mailers is moms, ages 20 - 55, who are lower to middle class. The goal is to get moms to make their family members of Total Smiles Dentistry. Everything from the written copy, the pictures chosen, even the coupons offered were designed with the target audience in mind.

Front



The word “free” is the largest word to catch the viewers eye. The promise of free items and services gets people’s attention and piques their curiosity. There is a call to action to see the back for more details. Includes custom icons that match the style of the overall design.



Back



DIRECT MAILER DESIGN

Front

The phone number is the large since the target audience is more likely to call rather than go online. Using pictures of professionals doing their jobs gives the audience comfort and makes the dentistry appear reliable.

Front

The target audience is moms, or people with families in general, so using pictures of smiling families tells the viewer 'this could be your family'. A group of people with nice smiles makes for a good advertisement for a dentistry. The coupons will help persuade moms that this is an affordable option for them and their family.

Back

Back





MULTIPAGE REPORT DESIGN

The Garden Grocer

The Garden Grocer is a grocery store focused not only on delivering healthy food to your families table, but also on positively impacting the environment. This multipage annual report lets shareholders and other interested people know about The Garden Grocer's activities and financial performance for the 2021 year. The report includes statistics, rankings, and goals for the upcoming year.



2021 ANNUAL REPORT

InDesign

Photoshop

Illustrator

MULTIPAGE REPORT DESIGN



Table of Contents

- 2 — overview
- 3 — our mission
- 4 — our growth
- 5 — where we rank
- 6 — new services
- 7 — looking forward

Overview

The Garden Grocer is pleased to present our 2021 annual report. Our company has shown massive improvement and growth that this year that we are hoping to continue into next year. First, we would like to share with you our mission as a company, what we stand for and what we want to accomplish. We want you to know what is near and dear to us and hopefully you will share these sentiments as well. This report will go into specifics about our growth as a store compared to previous years, as well as our steady growth in revenue over the past few years. We also want to show you where we rank compared to similar grocery store chains in hopes of showing you we can be the best and healthiest of them all. It is important to us that you know exactly where The Garden Grocer is right now, as well as where we are

headed in the future. Then we will go into some specifics on what new services we plan to implement in 2022 that we feel will improve our stores and customer experience as a whole. At the Garden Grocer, we are always looking to improve, we want every experience you have at our stores to be better than the last. And finally we will be looking to the future of our company. This will be a deep look into our energy conservation, transportation costs, and overall environmental impact compared to similar stores. We are looking to make a positive impact on the environment to offset any negative effects that may happen along the way. This includes planting trees in the surrounding areas of our stores, constructing windmills to conserve energy, and collaborating with more local farmers to deliver the freshest fruits and vegetables possible

Our Mission

The Garden Grocer only offers the healthiest fruits, vegetables, and groceries, because we want your family to be able to eat healthy and live healthy. All food items we offer for sale at The Garden Grocer have to pass our rigorous health standards which include no high fructose corn syrup and low sugar. We also offer vegan brand options and plant based meat alternatives. All of our stores offer options from local farms that are sent directly to your local Garden Grocer location, fresh and ready for you families to eat! We place heavy emphasis on green technologies and having as little negative impact on the environment as possible. What sets us apart is our dedication to having a positive impact on the environment compared to other grocery stores. Reducing our ecological footprint in all facets of our industry, including transportation, agriculture, electricity, even the very buildings our stores are located in are made to ensure we are able to run with solar energy, and alternatives to ensure energy conservation. Our priorities are the health of you and your family, and preserving the environment.

With the help of The Garden Grocer, you can make every meal a healthy meal that you and your family will enjoy. Join us in a review of our growth as a store in 2021, as well as some statistics that show our growth throughout our history. We will show you where we rank compared to other similar stores, how we are reducing our environmental footprint, and our goals for the upcoming year. We feel this information will be useful to possible investors and customers.

Fresh

Healthy

Local

Our Growth

Throughout the past five years we have shown growth in the number of store locations we have been able to open. In 2017, early in our companies history, we had 98 stores open across the south. In just four years we have grown to 682 store locations across the south and west regions of the United States. That's an increase of 184 stores from last year, and an increase of 584 locations since 2017. We expect this trend to continue into 2022 as we plan to open another 200 locations by the end of the year. Our ability to open more stores in more locations is very dependent on our collaboration with local farmers that supply us with the freshest fruit and vegetables possible to uphold our promise. We have had major success in this area in the last few years, collaborating with over 600 local farmers located near our store locations to ensure the freshest food for your family. Supporting local farms ensures the food is local, fresh, and puts money back into the community. We hope to continue this growth into 2022.



Our total revenue for the year of 2021 was \$14.5 billion. This is an increase of over 2 billion from our prior years revenue. This marks our 5th consecutive year of increasing our revenue from the prior year. This graph shows our large increase of over 9 billion dollars from 2018 to 2021. This trend is expected to continue into 2022 as we are projected to make 17 billion dollars. Due to the COVID 19 pandemic, our total revenue did not increase as much as it has in previous years, that is why we are expecting an even larger increase in the year 2022. If we succeed in our goal of opening 200 new stores next year, we will easily hit our 17 billion projected revenue mark for the year, and hopefully even surpass those projections. With our store count growth increasing as well as our revenue increasing, we see this trend continuing for years to come, especially since our collaboration with local farmers seems to be increasing year to year as well.



Where We Rank

This is a survey of the most trusted United States grocery stores and split up by region as well. As it shows, the Garden Grocer ranks number 4 in the South region of the United States and now ranks number 5 in the West region of the United States. While stores like Walmart and Kroger rank highly, they do not offer healthy foods like the Garden Grocer. Trader Joe's, a comparable grocery store to ours, also ranks number 4 in the West. This shows the growth of our company since last year. The Garden Grocer was just ranked number 5 in the west. Surpassing ALDI in the

and ranking number 5 in the west region shows how our store count growth has increased our rank with the United States most popular grocery stores. Our plan of opening 200 more stores in 2022 should increase these ranking even more, as well as add some new ranking to some new regions of the United States as we expand into the Northeast and Midwest. By the end of 2022 we will hopefully see more rankings by The Garden Grocer as we continue to try and compete with stores like Tader Joe's, Wegmans, and Whole Foods.

Region	Rank #1	Rank #2	Rank #3	Rank #4	Rank #5
National	Walmart	Kroger	ALDI	Publix	Costco
Midwest	Walmart	Kroger	ALDI	Meijer	Hy-Vee
Northeast	Shoprite	Walmart	ALDI	Stop & Shop	Wegmans
South	Walmart	Publix	Kroger	Garden Grocer	ALDI
West	Walmart	Safeway	Costco	Trader Joe's	Garden Grocer

When format is taken into consideration, in the category of natural grocery stores, which include stores like Whole Foods, Trader Joe's, etc. we are now currently tied with Whole foods for number 1 ranked natural grocery store. This is a jump from last year when the Garden Grocer was ranked number 3 in the natural grocery store format category. Our goal in 2022 is to take sole possession of this category and

rank number 1 in the natural grocery store format. Knocking Whole Foods down to number 2 would be a great accomplishment for our store so early in our companies history. We want to focus on what we know best, which means competing with stores most like us, this includes mainly Whole Foods and Trader Joe's as they also focus on natural and healthy foods. Our future goals will put us in a good spot to take number 1

Format	Rank #1
Convenience Store	7-Eleven
Discount Grocery Store	ALDI
Dollar Store	Dollar General / Dollar Tree (tie)
Natural Grocery Store	Whole Foods / Garden Grocer (tie)
Small Format Grocery Store	ALDI



What's New?

Since one of our main concerns is saving the environment, we plan on trying to reduce our ecological footprint from last year when possible. Right now, transportation of our food is taking up a large chunk of our footprint. That is why we are making an effort to partner with as many local farms as we can in areas where we have store locations. This should reduce our overall energy use and reduce negative impacts on the environment even more than before. We plan on implementing more renewable and reusable energy option at our store locations like solar panels and putting windmills on farmland for wind energy. Our history of partnering with local farmers suggests that we will soon be collaborating with many more local farmers which will cut the transportation portion of our ecological footprint down significantly. In order to cut down on our electricity consumption, we are beginning to install solar panels on all of our stores. We hope to install solar panels on all of our stores by the year 2025, which should cut down the electricity portion of our ecological footprint down by at least 5 percent. On top of that, The Green Grocer is partnering with energy conservation experts to help install windmills on our partners farmland to reduce the use of electricity and help the local environments health. This will bring electricity usage down even more in hopes of combatting the ecological footprint of our buildings, since we are planning on adding 200 more stores in the coming year. The Garden Grocer is always looking for ways to reduce our ecological footprint and help the environment in any way we can. Although our ecological footprint is vastly less than other grocery store chains like Walmart and ALDI, we are not satisfied with having the least negative impact on the environment, we want to have a positive impact on the environment as a whole. There are ways we can do that in the coming years and we hope to implement very soon.

Looking Forward

For every grocery bag we sell to customers in 2022, we want to plant a tree. Our goal is to plant 30 thousand trees by the end of 2022. We think this goal is attainable as we planted 23 thousand trees in 2021. We are always looking to have a positive impact on the environment, and this is a direct way of doing that. We want to give back to the communities and farmers that have helped us so much along the way in our journey. If it weren't for our farmers we would not be able to deliver the freshest fruits and vegetables to your dinner table each and every day. To give back, we are planting trees, and supplying our partnered farmers with solar panels and windmills to not only give back to the farmers, but also reduce the overall ecological footprint of those farms and reduce their electricity use. So far we have build over 85 solar panel farms in local areas around our stores. We soon plan on building even more, hopefully surpassing 100 solar panel farms and erecting over 100 windmills in the surrounding areas of our stores. Overall, The Garden Grocer with the help of our partners have planted over 50k trees since 2018. That makes 30K in one year a lofty goal, but a goal that is attainable. Last year we sold over 20K reusable and paper bags. Considering we will be opening 200 more stores in the coming year, we feel that 30K bag sales is very attainable and if we reach that goal we will plant 30K trees. Overall, you are not going the Garden Grocer just because of their fresh foods and healthy alternatives, but you are coming here because you care about the world we live in and want your children to experience the same beautiful world you did in the future. We are dedicated to making a positive impact on the environment when other stores like Walmart simply do not care. It's time we give back to the environment, which has given us so much, if not everything. If the environment can provide us with the fresh fruits and vegetables that help your family grow big and strong we need to give back to the environment to ensure it stays big and strong as well. Renewable energies, planting tree, and conserving the environment in any way you can are steps to do that. Join us in giving back to the environment by being conscious of your energy consumption at home. Plant trees if you can, conserve water, try walking or biking instead of driving, and always eat healthy natural foods that are good for you. Like at The Garden Grocer, The Garden Grocer can only do so much alone, we need the support of all nature enthusiasts to be able to make green energy and natural foods the norm in our society. We need help to put pressure on other companies and grocery stores to do that same because remember, the environment isn't just important to us, it is everything to us.

Our Goal: 30K TREES PLANTED IN 2022

Our Ecological Footprint Breakdown

Buildings	5%
Electricity	15%
Transportation	42%
Agriculture	20%
Other Energy	10%

Our Growth

Throughout the past five years we have shown growth in the number of store locations we have been able to open. In 2017, early in our companies history, we had 98 stores open across the south. In just four years we have grown to 682 store locations across the south and west regions of the United States. That's an increase of 184 stores from last year, and an increase of 584 locations since 2017. We expect this trend to continue into 2022 as we plan to open another 200 locations by the end of the year. Our ability to open more stores in more locations is very dependent on our collaboration with local farmers that supply us with the freshest fruit and vegetables possible to uphold our promise. We have had major success in this area in the last few years, collaborating with over 600 local farmers located near our store locations to ensure the freshest food for your family. Supporting local farms ensures the food is local, fresh, and puts money back into the community. We hope to continue this growth into 2022.

Store Count

Year	Store Count
2017	98
2018	152
2019	324
2020	498
2021	682

Our total revenue for the year of 2021 was \$14.5 billion. This is an increase of over 2 billion from our prior years revenue. This marks our 5th consecutive year of increasing our revenue from the prior year. This graph shows our large increase of over 9 billion dollars from 2018 to 2021. This trend is expected to continue into 2022 as we are projected to make 17 billion dollars. Due to the COVID 19 pandemic, our total revenue did not increase as much as it has in previous years, that is why we are expecting an even larger increase in the year 2022. If we succeed in our goal of opening 200 new stores next year, we will easily hit our 17 billion projected revenue mark for the year, and hopefully even surpass those projections. With our store count growth increasing as well as our revenue increasing, we see this trend continuing for years to come, especially since our collaboration with local farmers seems to be increasing year to year as well.

Revenue (billions)

Year	Revenue (billions)
2018	\$5.6
2019	\$7.8
2020	\$12.2
2021	\$14.5

Region
National
Midwest
Northeast
South
West

These Infographics not only inform the readers, but they also match visually with the stores brand, using the same colors, shapes, fonts, and style. The colors used were chosen because they evoke thoughts of trees, plants, and the environment in general. Custom headlines were created to match the wordmark logo. Pictures of brightly colored, fresh fruits and vegetables are used inside the report and on the cover because the store wants to be known for their delicious produce they provide for your family.

The Garden Grocer

2021 ANNUAL REPORT

Thank You!

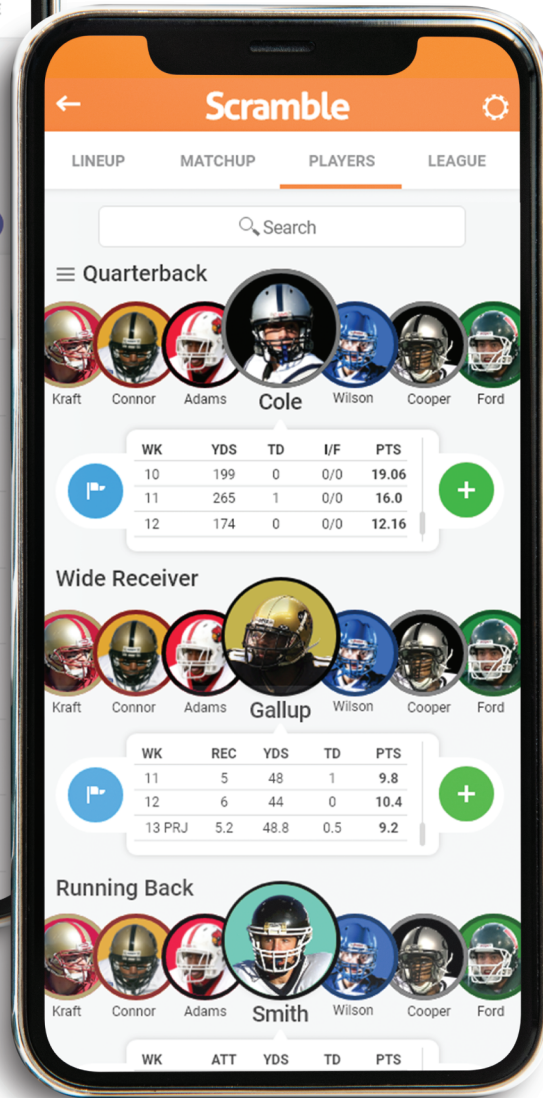
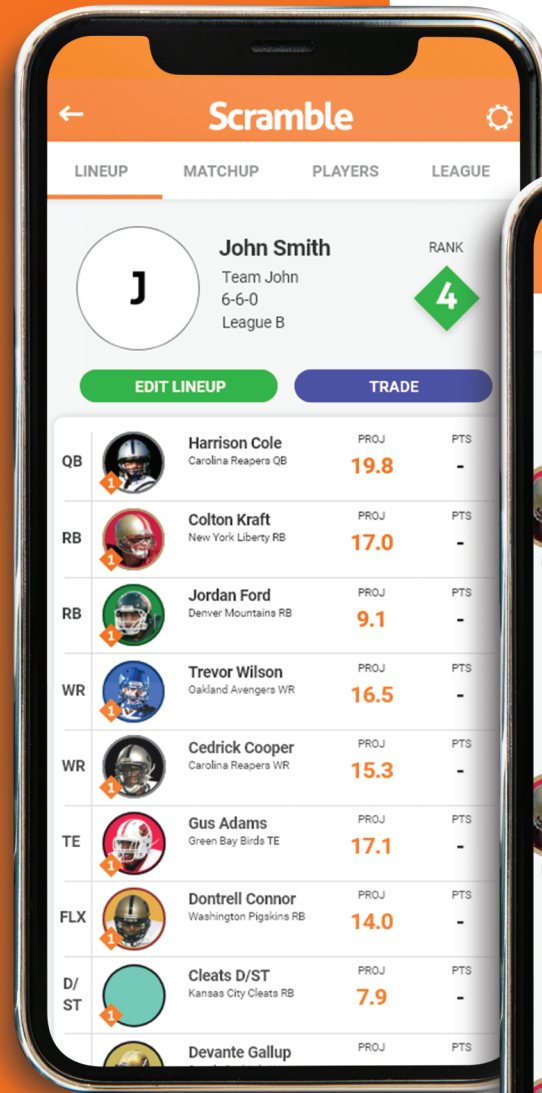
From all of us at The Garden Grocer!

Scramble — FANTASY —



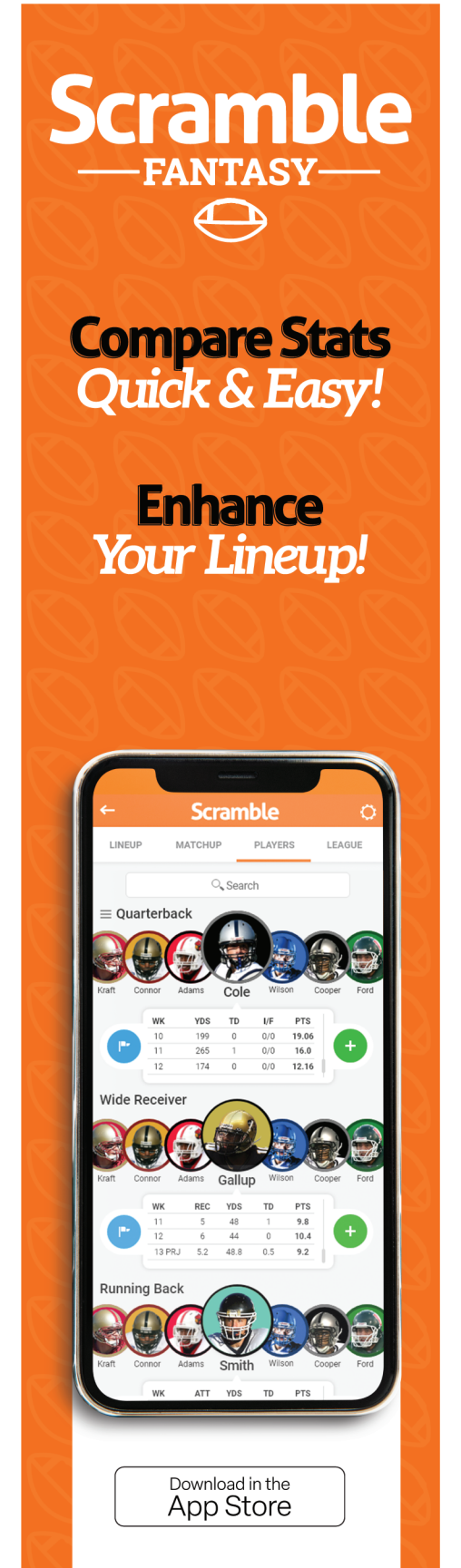
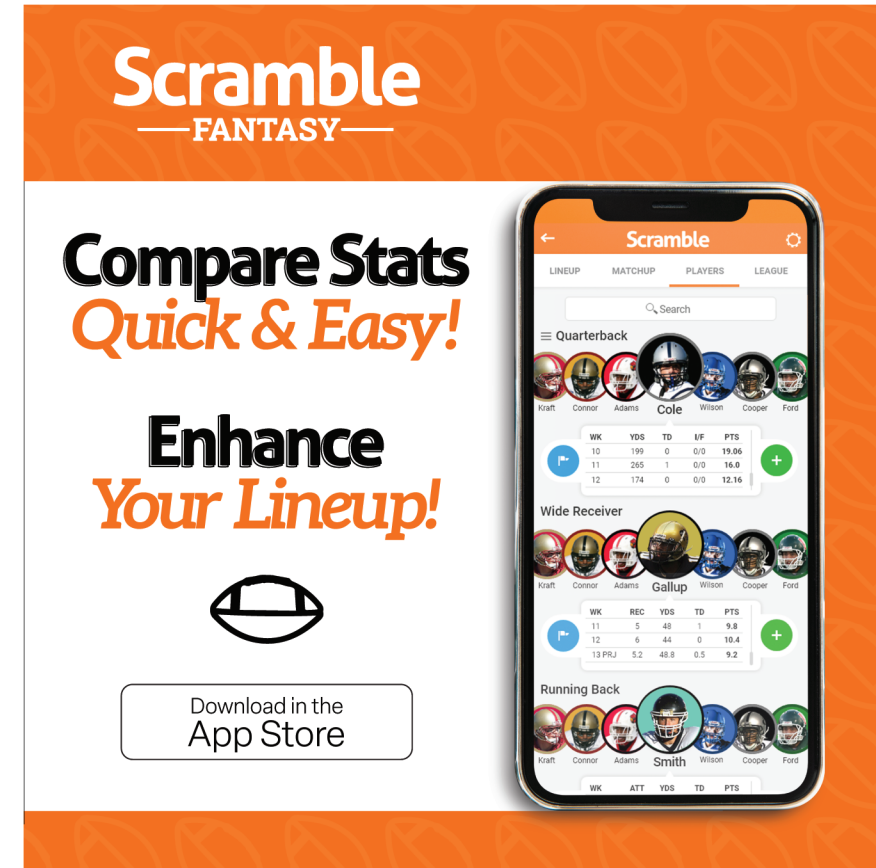
UX / UI APP DESIGN Scramble Fantasy

Scramble Fantasy is a fantasy football app made to help you compare players stats and create the best lineup you can for your fantasy team. Scramble's player comparison interface allows you to compare up to three players all on one screen. This helps you find the best players quicker and easier than other fantasy football apps.



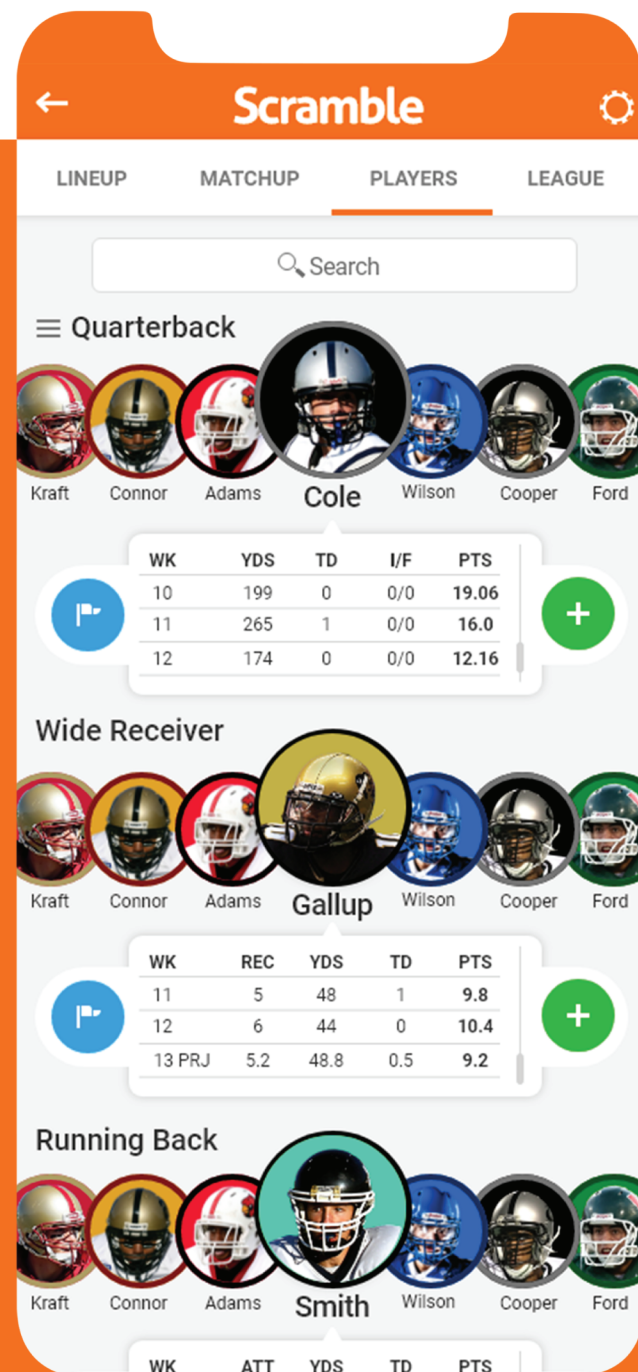
Adobe XD Photoshop Illustrator

UX / UI APP DESIGN Scramble Fantasy



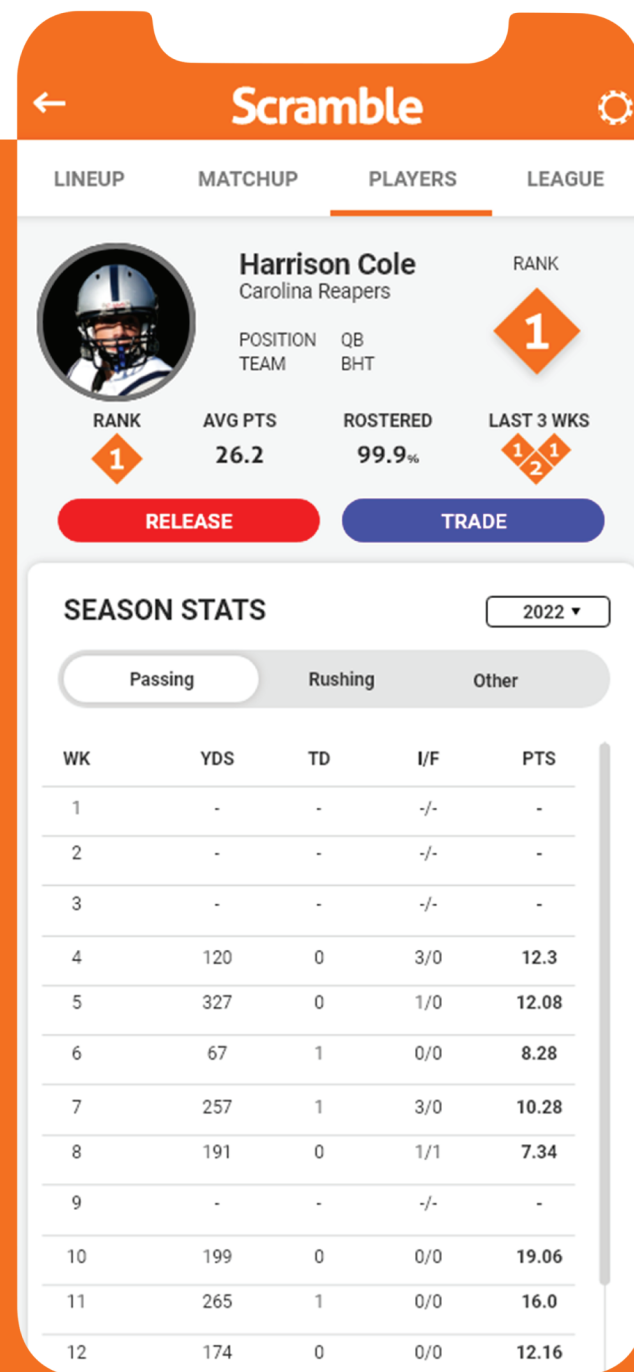
Comparison Page

The player comparison interface allows the user to compare up to three players stats at once all on the same screen. No more clicking through multiple pages and hitting the back button to find the best players for you fantasy team. Scroll through each players full season stats, compare them to others, and add them all on the same interface quickly and easily.



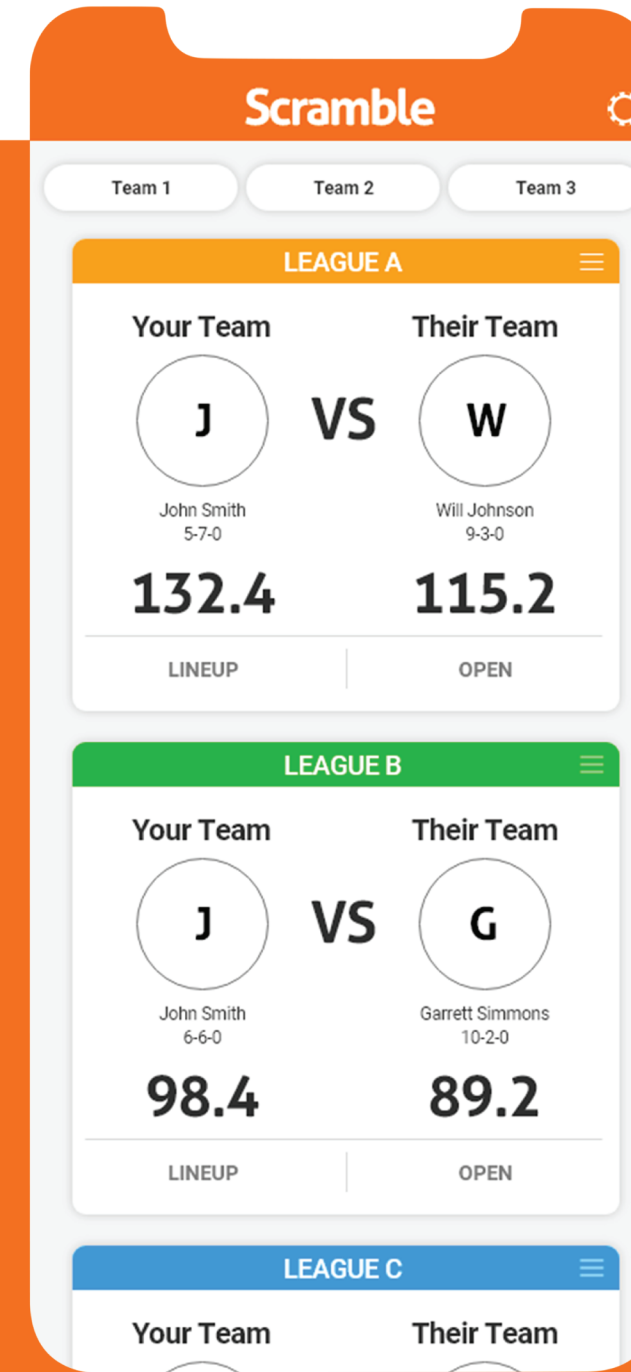
Player Stats Page

The player page shows more in depth stats for an individual player. The user can switch between passing, rushing, receiving, or other stats. The user can select which year of stats they want to see to get a more holistic idea of a players career. The player page shows the players position rank, average points, and their ranking for the last three weeks.



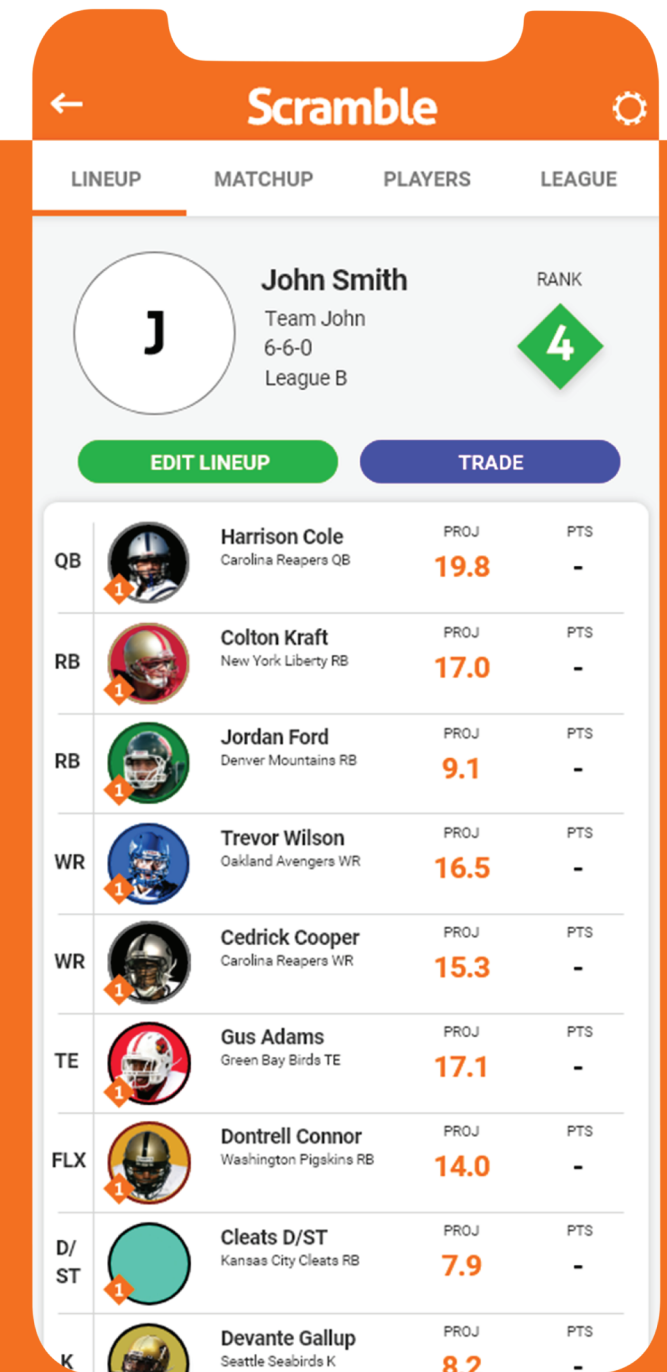
Home Page

Scramble Fantasy's home page shows you all of your fantasy teams in every league you are in at a quick glance. Users can be in multiple leagues and designate a color to each league. Users can arrange their home page to select which leagues they want to have on top. This screen shows the fantasy score in each league and who your opponent is.



Lineup Page

The lineup page lets the user select which players they want in their starting lineup for the week. Next to each players picture is their position ranking, quickly letting the user know how that player stacks up against others of the same position. The green ranking is the fantasy team ranking, meaning this team is ranked 4th in its fantasy league.





BRAND & FOOD TRUCK DESIGN

The Rolling Donut

The Rolling Donut is a food truck that serves an assortment of donuts and refreshments. The theme is meant to be fun, bright, and eye catching to get the attention of passerbys on the street. The fun and amusing visual theme is meant to reflect the experience customers have when they come to The Rolling Donut, or rather, when it comes to them!



THE ROLLING DONUT



Photoshop

Illustrator



The cartoon style donut illustration of the logo, meant to depict a donut that is rolling, is used throughout the theme of the food truck, including the menu. These fun illustrations not only make the customers hungry, but also double as a fun visual theme used on the menu, cups, and food truck itself. Menu and advertisements were designed specifically to fit the food trucks window dimensions. This brightly colored and bold design is sure to catch your eye when it comes rolling down your street!

THE ROLLING DONUT



BRAND & FOOD TRUCK DESIGN

The Rolling Donut

