

JONATHAN TAYLOR

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Design **PORTFOLIO**
2026

2026

Brand Identity & Campaign

RODGERS PAPER MILL

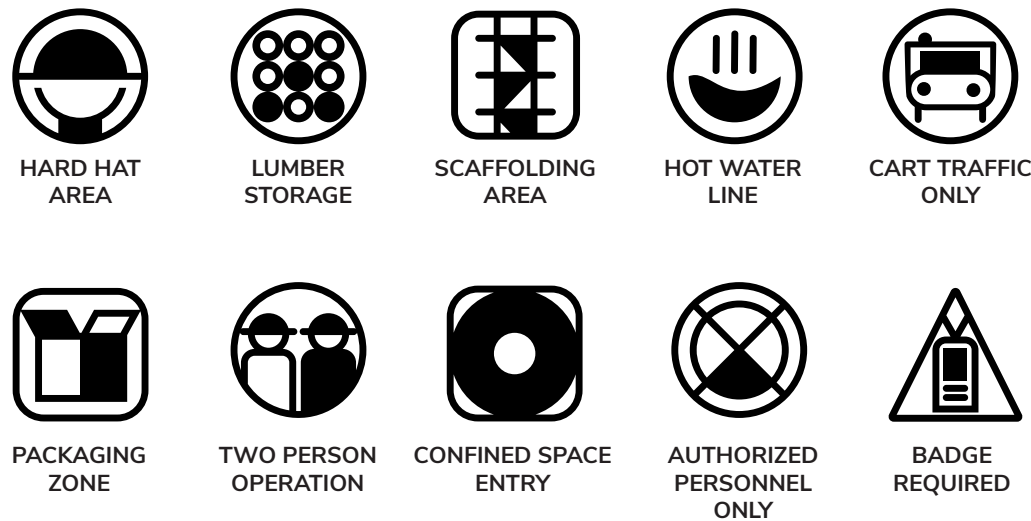
Rodgers Paper Mill



RODGERS
PAPER MILL



Rodgers Paper Mill



Medium: Multi-medium Brand Identity

Description: A comprehensive identity system that integrates into the physical and operational environment of the mill. This includes wayfinding, safety signage, uniforms, fleet graphics, internal materials, and environmental storytelling—such as the “History of Paper” mural.

Campaign/Pillars: A key part of this system is the brand campaign, “This Is How We Roll.” Supporting this campaign are three core pillars: **Safe, Smart, and Sustainable.**

Problem: The lack of intentional, strategic branding in industrial manufacturing businesses.

Solution: Industrial businesses are not just production facilities; they are ecosystems of people, culture, safety systems, and long-term environmental impact. Without a cohesive brand, these elements remain disconnected.

Insight

My father and grandfather work in manufacturing.



Magazine Advertisement Campaign

WE ARE THE CREATORS

We Are The Creators



We Are The Creators



Medium: Photoshop Collage, Magazine Ad Campaign

Description: This series acts as a reminder to the viewer that we, humans, are the creators of the extraordinary– not AI. The ideas that I have chosen to highlight are: Sports, Arts, and Religion. The series could go on to showcase human made wonders such as: Transportation, Architecture, or Food.

Problem: AI is on the rise. Creating content is getting faster, easier, and better looking. With the ability to know everything and create anything, AI can overshadow the extraordinary ideas that humans have brought to life throughout history.

Solution: Highlight core human-made topics across all cultures to remind viewers that AI doesn't come first– humans do. The execution of the design was made to resemble something that AI might create. The surrealist style was chosen to create a “dream-like” composition. It was important to create a DNA structure by strategically overlapping the objects within the human face to symbolize that these ideas are part of humans deeper than the surface. The “No AI” symbol is used to protest the overuse of AI.

Awards: Student Gold ADDY District 7 2026

Insight

My son and wife were fantastic models!

Entrance Sign Redesign

MOBILE MUSEUM OF ART

Mobile Museum of Art entrance sign redesign



Mobile Museum of Art entrance sign redesign

New Design



Previous Design



Medium: large scale print

Description: This entrance sign redesign for the Mobile Museum of Art improves visibility, clarity, and brand presence. The solution combines photography and illustration to highlight the architecture while creating a more recognizable and engaging landmark.

Problem: The existing sign lacked contrast, was visually cluttered, and failed to communicate a clear brand identity from a distance.

Solution: The redesign uses the museum's architecture as a visual anchor, paired with high-contrast typography for improved legibility. Non-essential information was removed to reduce clutter, while the tagline reinforces identity and memorability.

Impact: Improves readability from distance, strengthens brand recognition, and creates a more welcoming first impression for visitors.

Insight

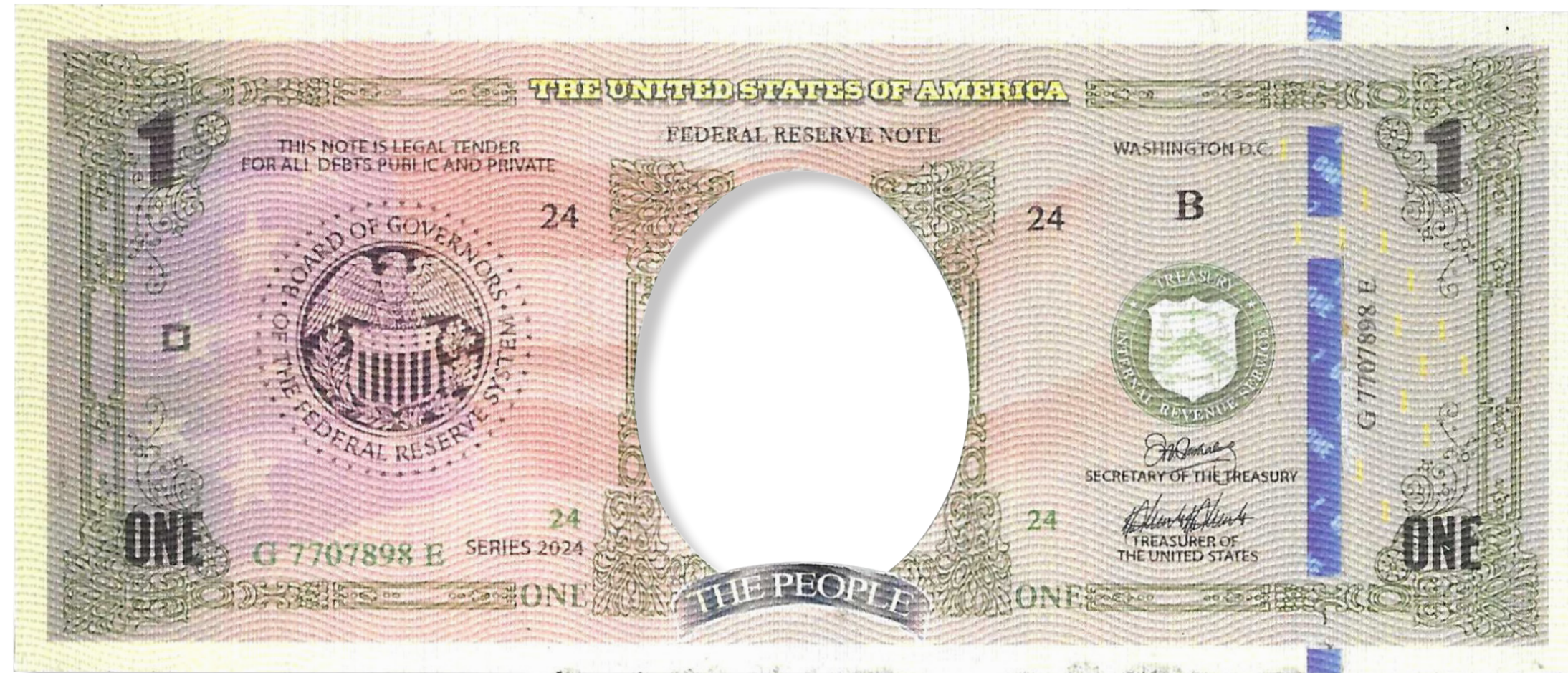
I found a love for mixing photography and illustration making this.

ONE & FIVE Dollar Bill Redesign

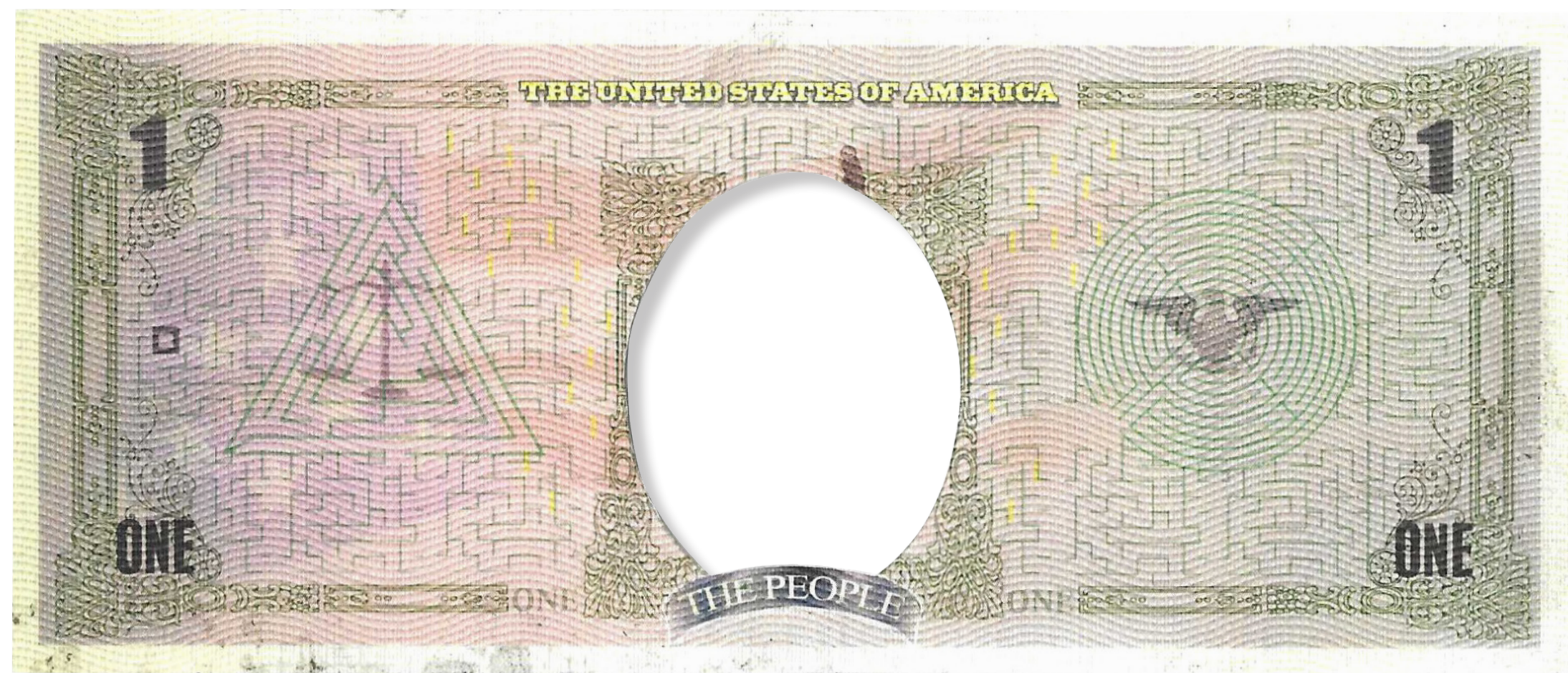
US CURRENCY PROJECT

US Currency Project: ONE & FIVE dollar bill

Front



Back



US Currency Project: ONE & FIVE dollar bill



Medium: Currency redesign system, digital illustration

Description: This project reimagines the one and five dollar bills within a unified visual system that explores identity, power, and American history. Each denomination carries a distinct narrative while maintaining consistency through shared layout, typography, and security-inspired graphic elements.

One Dollar Bill: The one dollar bill replaces the traditional presidential portrait with a physical void, symbolizing the absence of a singular figure and instead representing the collective identity of the American people. The open frame invites interaction, allowing anyone to become the subject. Maze patterns and abstract linework reference systems of power, control, and hidden complexity within societal structures, reinforcing themes of accessibility versus obscurity.

Five Dollar Bill: The five dollar bill serves as a memorial to the Trail of Tears, incorporating a mapped journey across the background to acknowledge forced displacement and overlooked histories. The imagery shifts focus from traditional leadership figures to the people and land affected, using layered illustration to create a somber, reflective tone while remaining integrated within the broader currency system.

Problem: Current U.S. currency prioritizes tradition over meaning, relying on static portraits and dated symbolism that lack emotional connection and contemporary relevance.

Solution: This redesign introduces narrative-driven currency that uses symbolism, composition, and material intervention to communicate deeper cultural themes while preserving recognizability and functional structure.

Impact: The system transforms currency into a storytelling medium—encouraging reflection on identity, history, and power while maintaining usability and visual cohesion.

Insight

This project was featured in my professor's blog and went viral!

Brand Standards & Ads

MORPHEUS MATTRESS CO.

Morpheus Mattress Co.: Brand Standards & Ads

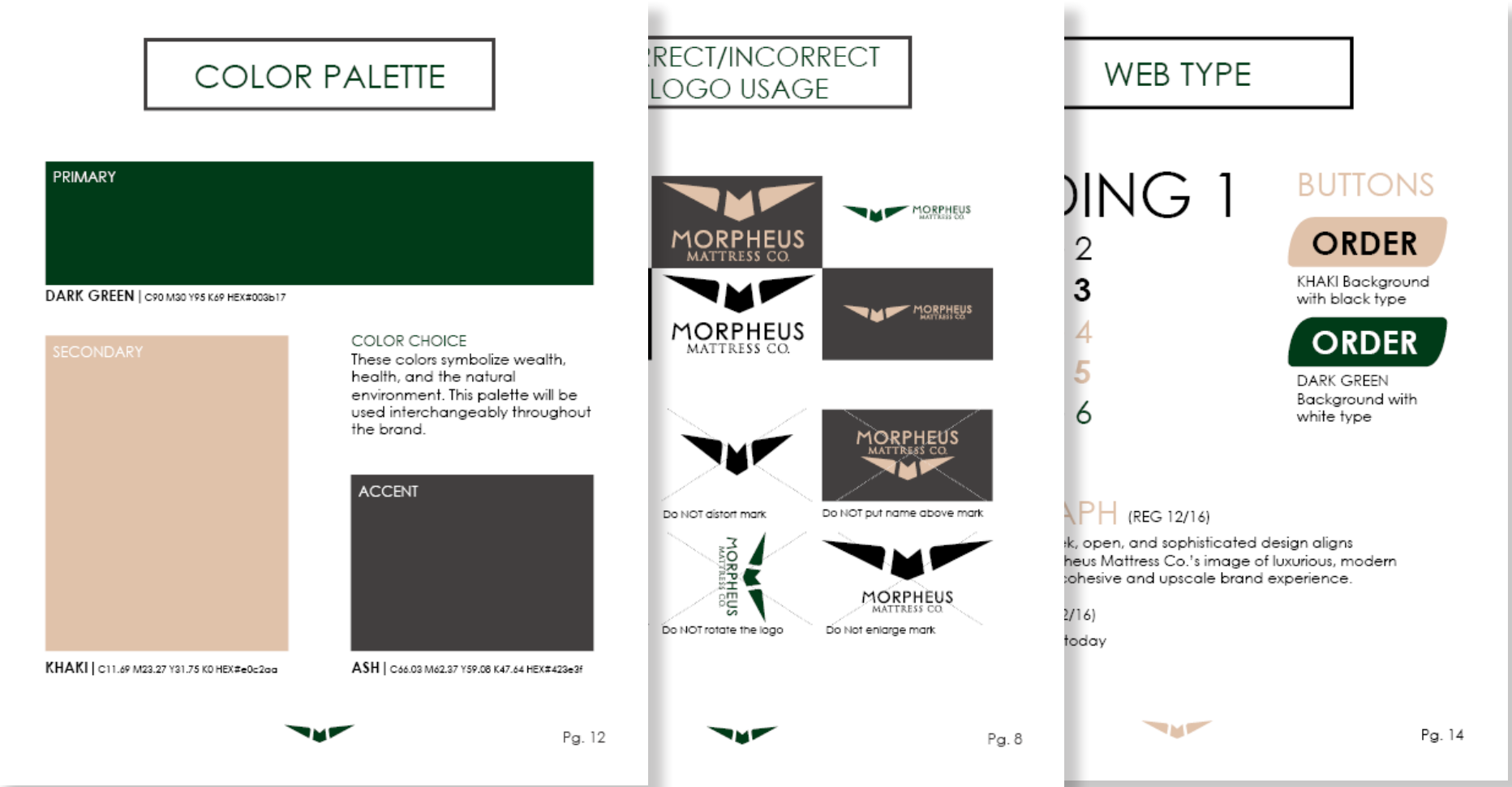
Full Page Magazine Ad



Full Spread Magazine Ad



Brand Standards Example



Morpheus Mattress Co.: Brand Standards & Ads



Medium: Brand identity system, advertising campaign, and brand standards manual

Description: Morpheus Mattress Co. is a luxury mattress brand designed for an elite audience, positioning sleep as the ultimate status symbol. The identity blends classical influence with modern minimalism, creating a refined visual language that communicates power, exclusivity, and indulgence.

Brand Positioning: “What’s a king to a god?”

The brand challenges traditional hierarchies of luxury, positioning Morpheus customers above conventional status—beyond kings, into something greater.

Campaign Direction: Power & Presence

The campaign uses solitary figures, grand interiors, and controlled compositions to reflect dominance, self-possession, and elevated living.

Problem: The mattress industry is saturated with brands that compete on comfort and price, often lacking distinction, aspiration, and emotional appeal for high-end consumers.

Solution: Morpheus repositions sleep as a symbol of status and control. The brand system uses high-contrast typography, architectural compositions, and a restrained color palette to evoke luxury and authority. Advertising emphasizes scale, solitude, and opulence—placing the consumer in a position of power.

Impact: The result is a cohesive brand that elevates an everyday product into a luxury experience, appealing to affluent consumers seeking identity, exclusivity, and elevated lifestyle signaling.

Insight

How big do you think a God size mattress is?

Brand Family, Patterns & Package Design

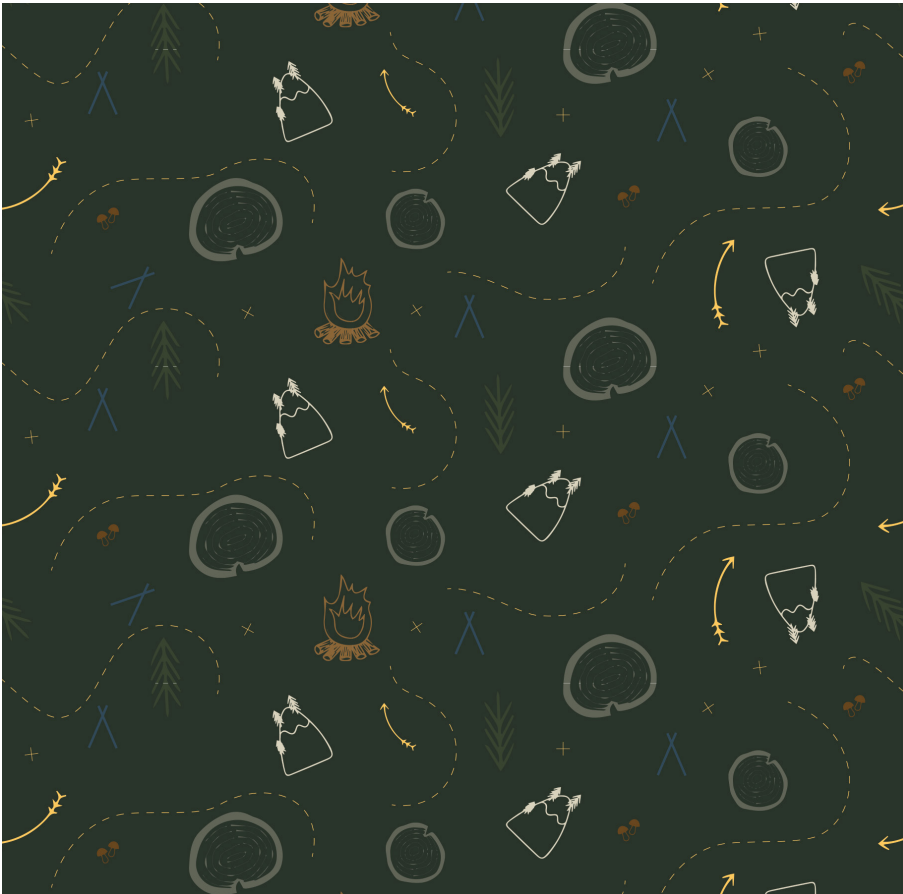
SATURDAY: OUTDOOR & ADVENTURE

Saturday: Brand Family, Patterns & Package Design

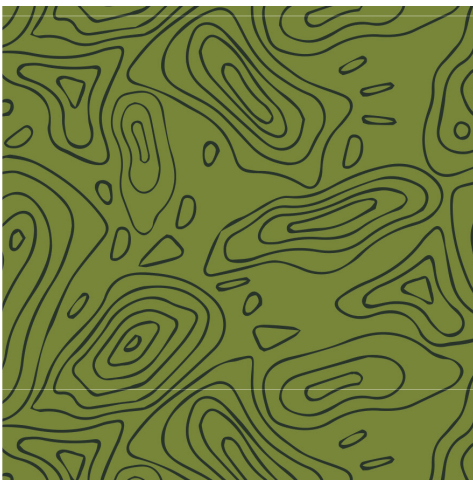
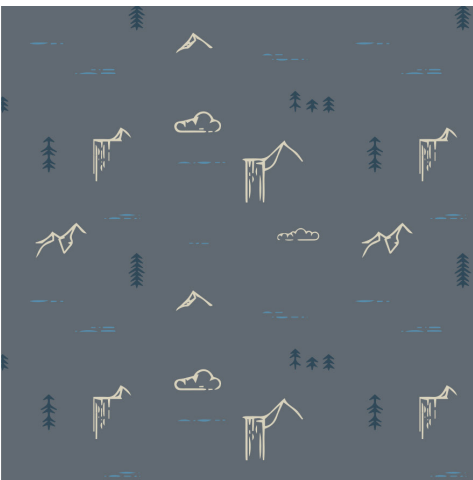
Parent Brand



Hero



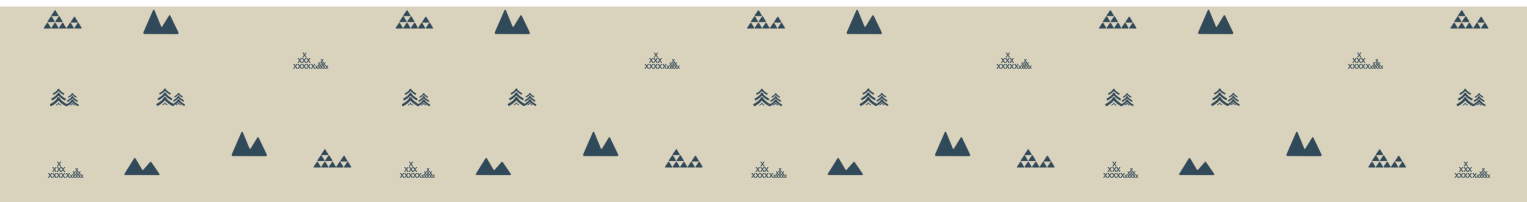
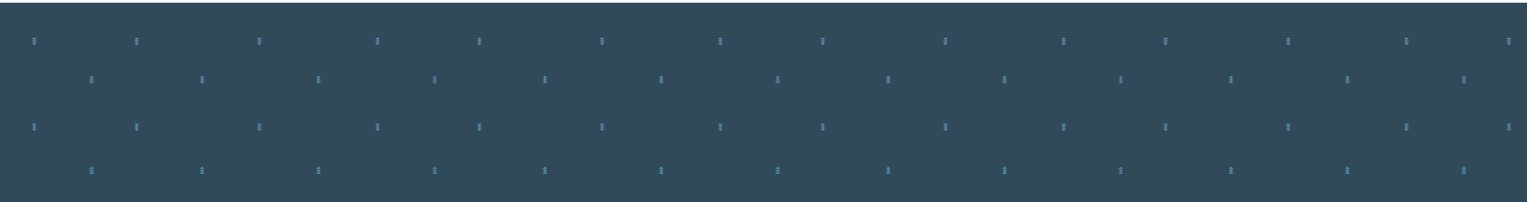
Coordinate



Sub Brands



Blender



Saturday: Brand Family, Patterns & Package Design



WildRise Energy
Bar Packaging &
Prototype



Medium: Brand identity system, pattern library, and packaging design

Description: Saturday is an outdoor and adventure brand built around accessibility, exploration, and everyday escape. The system includes a flexible brand family, modular pattern library, and packaging designed to unify multiple product lines under one cohesive identity.

Pattern Library: The pattern system is structured into three categories:

- Hero Patterns: Bold, detailed compositions that define each product line
- Coordinate Patterns: Supporting graphics that reinforce the visual language
- Blender Patterns: Subtle textures that unify and balance the system

Packaging Concept: The WildRise energy bar packaging uses natural textures, earthy tones, and bold typography to reflect durability and outdoor performance. The design emphasizes clarity, portability, and strong shelf visibility while remaining consistent with the broader Saturday brand system.

Problem: Outdoor brands often become visually inconsistent as they expand across product categories, leading to fragmented identities and weak brand recognition.

Solution: Saturday introduces a scalable brand system built on simple, repeatable elements. A unified logo structure connects sub-brands, while a pattern library—composed of hero, coordinate, and blender patterns—creates visual consistency across products and touchpoints. Packaging leverages these elements to establish a recognizable and adaptable retail presence.

Impact: The system allows the brand to grow across categories while maintaining a cohesive identity, improving recognition, shelf presence, and overall brand flexibility.

Insight

My family and I love to go camping.

Mural, Painting Class, & Marketing

CASKS & FLIGHTS

Casks & Flights: Mural, Painting Class, & Marketing

Marketing Collateral



Paint Class Teacher



Casks & Flights: Mural, Painting Class, & Marketing

6 Panel Vinyl Mural



Medium: Environmental design, marketing collateral, and instructional art direction

Description: Casks & Flights is a wine and craft beverage bar where this project expanded the brand experience through mural design, marketing materials, and interactive painting classes. The work blends visual storytelling with community engagement, transforming the space into both a destination and an experience.

Problem: The space lacked a cohesive visual identity and engaging experiences that encouraged customer interaction and repeat visits beyond standard food and beverage service.

Solution: A series of integrated visual elements were developed, including promotional materials, a large-scale vinyl mural, and guided painting classes. The mural creates an immersive environment, while the marketing collateral reinforces brand personality. The painting classes introduce a participatory element, allowing customers to engage directly with the brand through creativity.

Impact: The project enhanced the atmosphere of the space, increased customer engagement, and introduced new experiential offerings that encourage repeat visits and community involvement.

Creative Direction & Instruction: Developed original artwork and guided participants through the painting process, translating complex visuals into accessible, step-by-step instruction for a live audience.

Insight

This place has the best mead!
It's made fresh in house.

Wraps & Trophy

MW INDUSTRIAL SERVICES

MW Industrial Services: Wraps & Trophy

30 ft Semi Trailer Wrap

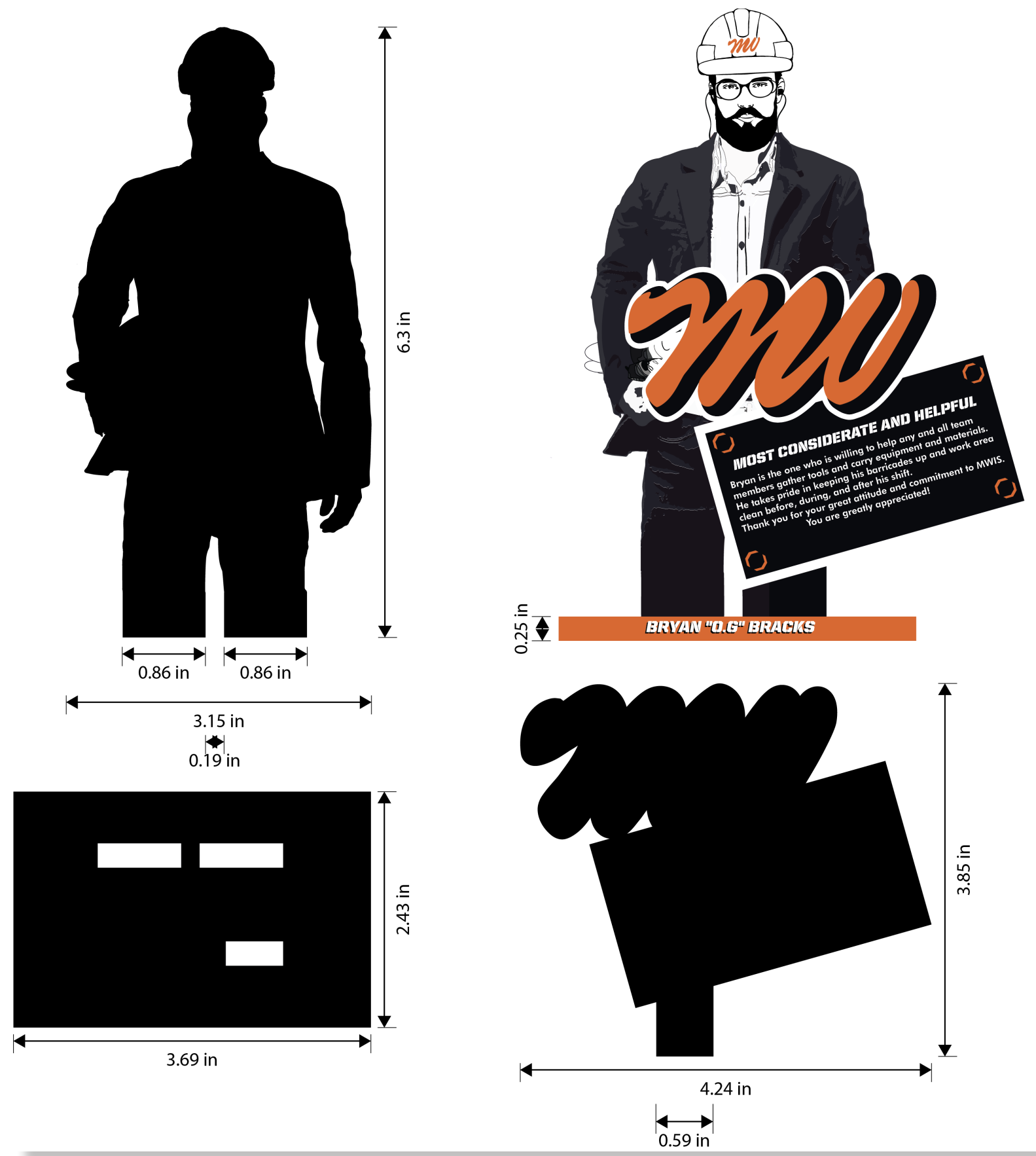


Portable Light Box Wrap



MW Industrial Services: Wraps & Trophy

Recognition Trophy Design



Medium: Large-scale vehicle wraps, environmental graphics, and fabricated recognition design

Description: MW Industrial Services required bold, high-visibility branding across large-scale assets. This project included the design and installation of a 30-foot semi-trailer wrap, a portable light box wrap, and a custom recognition trophy—extending the brand across both functional equipment and internal culture.

Problem: The company lacked cohesive, high-impact branding across its physical assets, limiting visibility, professionalism, and brand recognition in industrial environments.

Solution: A unified visual system was applied across multiple formats, using strong contrast, industrial iconography, and large-scale composition to ensure legibility and impact from a distance. Designs were adapted to fit complex surfaces and physical constraints, then produced and installed to maintain consistency across all applications.

Impact: The result is a highly visible, professional brand presence that reinforces credibility in the field while extending the identity into internal recognition through custom-designed awards.

Design, Production & Installation: Designed, produced, and physically installed large-scale wraps, managing layout, material application, and real-world execution across multiple surfaces.

Insight

This was the inspiration for my thesis project.

Board Game

THE ART BOX

The Art Box: Board Game

The Art Box Prototype

The Art Box Rules



THE ART BOX

RULES

How to play:

- 1. Assemble The Art Box
- 2. Pick a side to select an art style
- 3. Spin the color wheel to get your color palette
- 4. Spin the content wheel to get your prompt
- 5. Use provided paper and color pencils to create your art piece
- 6. You have 30 minutes for each drawing

Objective of the game:

- 1. For 1, 2, 3, or 4 players
- 2. Challenge your self by setting color and content limits
- 3. Be creative
- 4. Collect your art pieces

We hope you enjoy playing The Art Box as much as we do. Please send any questions or comments to:

The Art Box research center
P.O. Box 3456 Los Angeles, CA
For more games call: 251-725-8959

The Art Box: Board Game

Full Game Kit Prototype



Medium: Product design, packaging design, and interactive game development

Description: The Art Box is an interactive drawing game designed to make creativity accessible, engaging, and social. The product combines physical components, structured prompts, and playful branding to encourage users of all skill levels to create and share artwork.

Problem: Many people feel intimidated by art or lack the structure needed to begin creating, limiting participation and confidence in creative activities.

Solution: The Art Box introduces a guided system that removes creative pressure through prompts, constraints, and timed challenges. The product combines physical tools, game mechanics, and bold, approachable branding to create an experience that is both structured and fun.

Impact: The result is a product that lowers the barrier to creativity, encourages participation, and transforms art-making into a shared, repeatable experience.

Concept, Design & Prototyping: Developed the full product concept, designed all visual assets, and created a working prototype including packaging, game components, and instructional materials.

Insight

My kids and I enjoyed playing this game.



Book Redesign

BRAVE NEW WORLD



Brave New World: Book Redesign

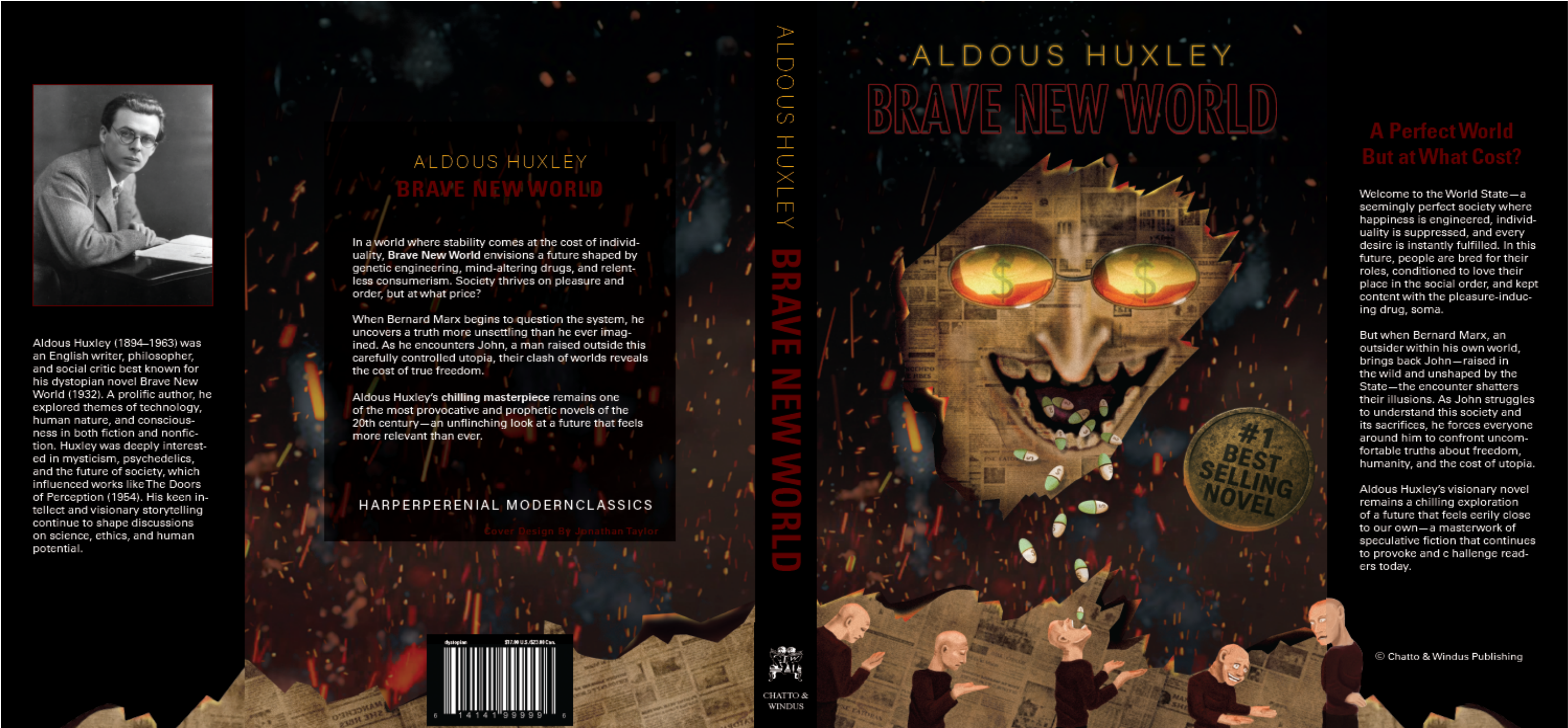
Back Flap

Back

Spine

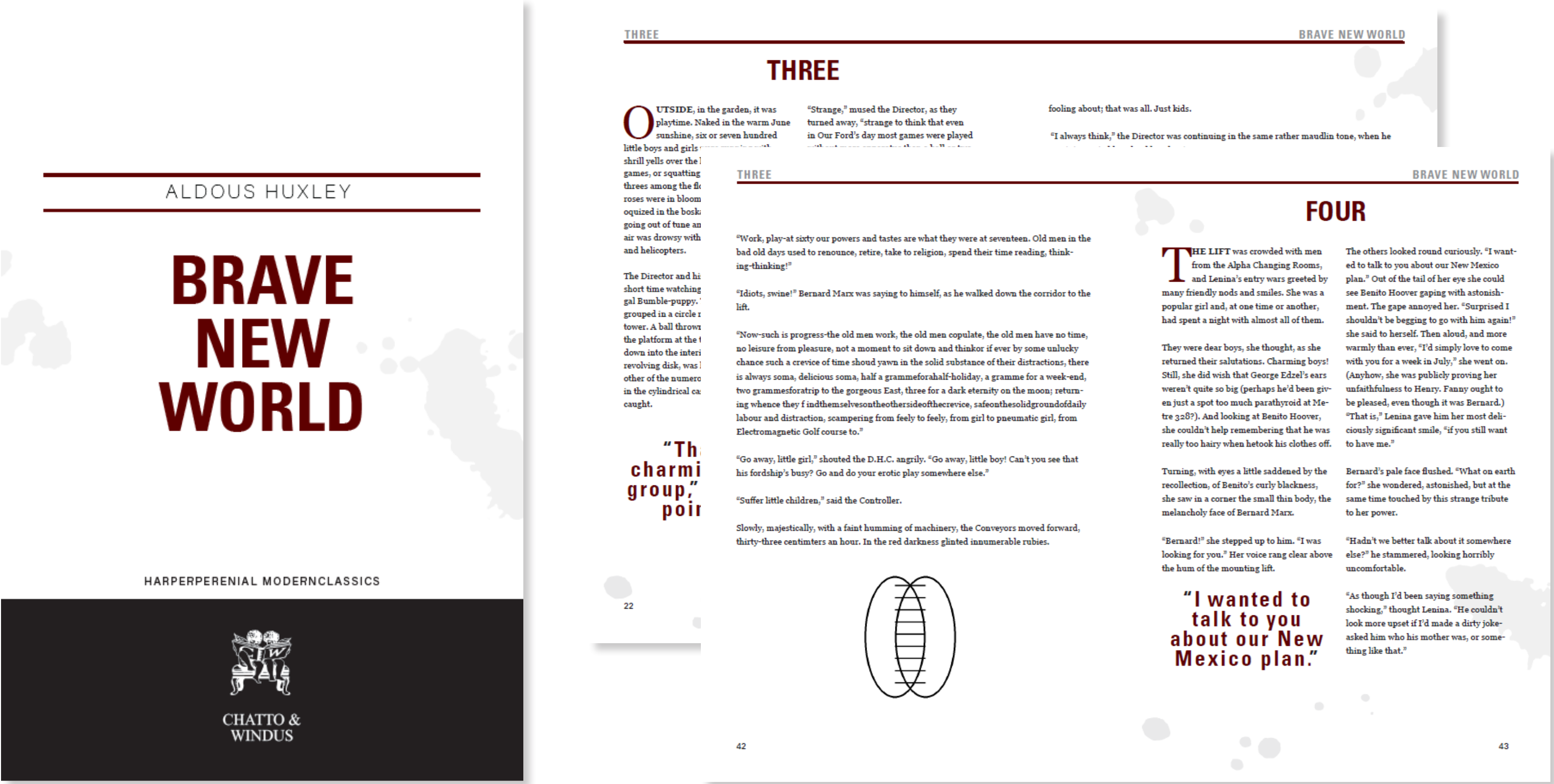
Front

Front Flap



Brave New World: Book Redesign

Interior Page Design



Medium: Book cover design, editorial layout, and digital illustration

Description: This redesign of Brave New World reinterprets the novel's themes of control, conformity, and artificial happiness through a layered visual approach. The project includes a fully developed cover system and interior page design, combining illustration, typography, and editorial structure into a cohesive reading experience.

Problem: Many existing editions rely on dated or literal imagery, failing to fully capture the psychological tension and unsettling nature of Huxley's dystopian world.

Solution: The redesign introduces a symbolic and unsettling visual language, using custom digital painting, collage, and texture to reflect themes of manipulation, identity, and societal control. The interior layout emphasizes readability while incorporating subtle graphic elements that reinforce the narrative tone.

Impact: The result is a contemporary interpretation that enhances both visual engagement and thematic depth, creating a more immersive and thought-provoking reading experience.

Illustration, Design & Layout: Created original digital artwork using custom Photoshop brush techniques, alongside designing the full cover system and interior page layouts.

Insight

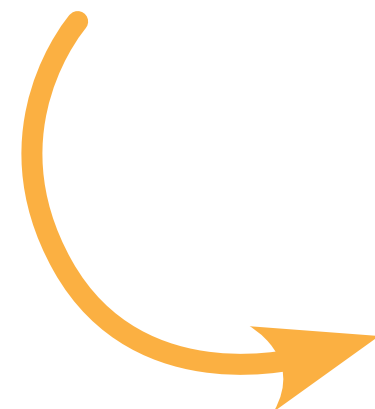
This book often appears on the American Library Association's (ALA) list of top 100 banned books.

Animated Logo Reveal

MOBILE, ALABAMA

Mobile, Alabama: Animated Logo Reveal

Scan to view the full animation



Medium: Motion design, logo animation, and digital illustration

Description: This animated logo reveal for the city of Mobile, Alabama reimagines the city's identity through motion and illustration. The piece builds from a simplified mark into a full visual system, highlighting key elements of Mobile's culture, industry, and environment.

Problem: Static logos often fail to capture the energy, diversity, and movement of a city, limiting their ability to engage audiences across digital platforms.

Solution: The animation introduces the identity through a dynamic sequence, expanding the core mark into a collection of illustrated elements—including transportation, industry, and coastal imagery. Motion is used to guide the viewer, reinforce hierarchy, and create a memorable visual narrative.

Impact: The result is an engaging and adaptable identity presentation that brings the brand to life, making it more effective for digital, social, and promotional use.

Illustration & Animation: Illustrated all visual elements and developed the full animation sequence, translating a static identity into a dynamic storytelling experience.

Insight

I was born and raised in Mobile.

JONATHAN TAYLOR

Thank **YOU**

hello@sunnybay.design

251.725.8959

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