

**RACHEL  
MANNING**

# **P O R T F O L I O**

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# DIGITAL BANNERS

## ATLANTA HAWKS

The Atlanta Hawks NBA basketball team asked for some banners to use on their website to act as background for text, and to drive traffic to their store with clear CTA's and interesting visuals. Utilizing their existing photo library, I created several options, and ultimately chose the ones shown here.

### DELIVERABLES

- CTA banner
- Slider background

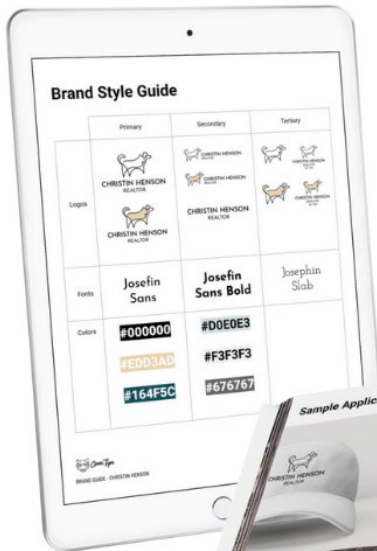
### TOOLKIT



# BRANDING

## CHRISTIN HENSON

A local realtor requested a branding overhaul which included some new headshots, a fresh logo, and updated social media profiles. She wanted her brand to feel approachable, friendly, knowledgeable, and modern. She also asked that her dog be included somehow in the branding somehow. I was able to create a one-line drawing that was simple but interesting to represent her beloved pet, and gave her a nice clean typeface for her branding to tie in the modern professionalism she was after. I also photographed her and edited her headshots so all of her social media profiles would have updated imagery.



## DELIVERABLES

- Curated asset library
- Packaged logo files
- Brand style guide
- Mini headshot session
- Updated social media profiles: Facebook, Instagram, Pinterest, and Google My Business

## TOOLKIT





# RED HAWK RECOVERY

# BRANDING

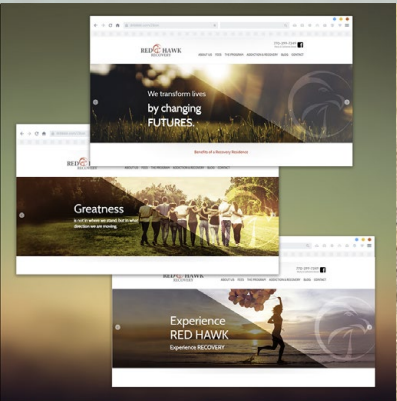
## RED HAWK RECOVERY

An outpatient recovery center needed branding and collateral for their new venture. They asked for designs for both web and print. Starting from scratch, I gave them a strong brand that felt trustworthy, and designed both their website assets and their print collateral. I also assisted with their website build and installing these graphics, as well as creating an interactive infographic to help potential clients learn more about their services.

## DELIVERABLES

- Curated asset library
- Packaged logo files
- Website banners
- Interactive infographic for website
- Trifold brochure design
- Business card design
- Brand style guide

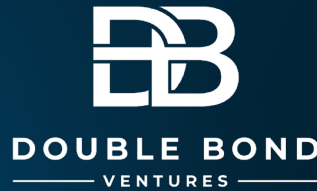
## TOOLKIT





# DOUBLE BOND

— VENTURES —



# BRANDING

## DOUBLE BOND

A startup needed a logo design based on an idea that AI provided them. They asked if I could clean it up and create versions that would work for both print and web. They also asked for business card designs and a brief brand style guide.

### DELIVERABLES

- Curated asset library
- Packaged logo files
- Brand style guide
- Business card print files

### TOOLKIT



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# CREATIVE DIRECTION & MARKETING

## HORNED OWL BREWING

A startup brewery asked for help to make a strong impact in the local craft beer scene. They needed comprehensive support across several areas to ensure a successful opening and ongoing growth. I built their website, designed and produced store signage, designed merch, photographed products and environment, and built a social media strategy from scratch. We also collaborated on direct mail and email campaigns. They are thriving in downtown Kennesaw, GA (and their beer is delicious).



### DELIVERABLES

- Photography
- Social media strategy & execution
- Marketing collateral design
- Print production
- Product/merch/packageing design
- New website
- Event marketing

**OWLET**  
BACK ON TAP

HEFEWEIZEN	
5.8% ABV	13, 20 OR 32 OZ.
AMBER GOLDEN BODY WITH A HINT OF CARAMEL, BANANA & CREAM	

**HOOT**  
BLACK CHERRY

NEW BEER!

BERLINER WEISSE	
4.9% ABV	7, 13 OR 32 OZ.
FRUITY SOURNESS WITH BLACK CHERRY	

**DINOSAURS HAD NO BEER AND YOU SEE HOW THAT WORKED OUT.**

**JULY TURNER**

JAN 13  
6:30 TO 9:30 PM

**DANIEL TOOLE**  
LIVE MUSIC FROM 6:30-9:30PM

**MAC SHACK**  
FOOD TRUCK FROM 5-9PM

MAR 3

**BEER MODE ON**



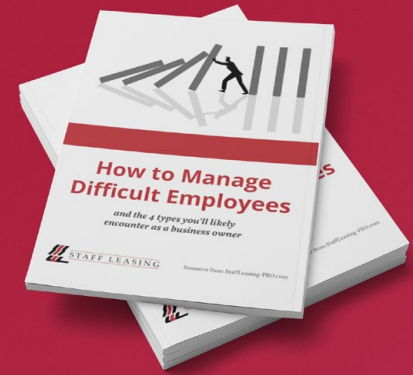
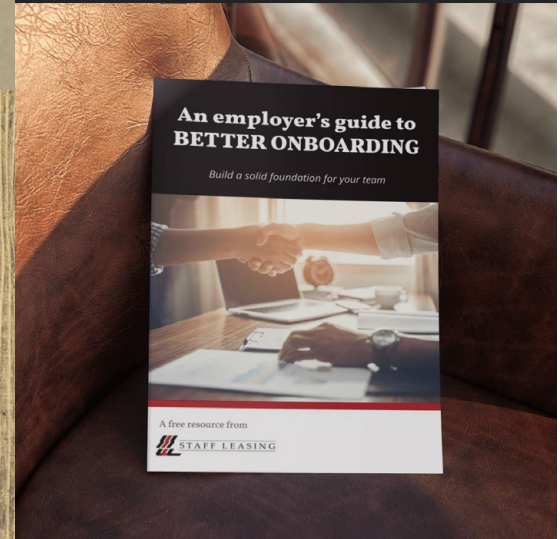
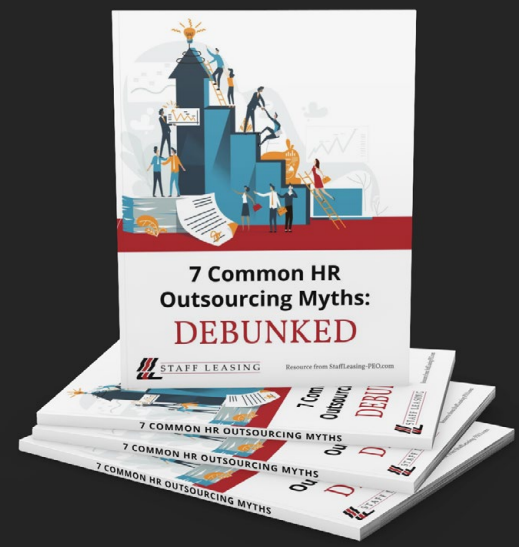
### TOOLKIT





# PRINT DESIGN BROCHURES

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# PRINT DESIGN FLYERS & POSTCARDS

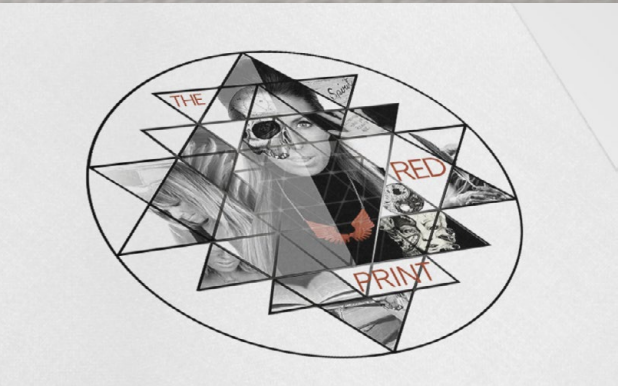




# PRINT DESIGN LARGE FORMAT



# LOGO DESIGN ICONS & TYPOGRAPHY





# PRODUCTS

## MERCH AND PACKAGING

