



Brandon Redenius

GRAPHIC DESIGNER + ILLUSTRATOR

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Glendale, CA

Brandon Redenius



I am a Los Angeles-based digital illustrator and graphic designer working professionally since 2009. I have experience in many facets of graphic design for both print and digital, including branding, design for marketing, merchandise design, and editorial design.

My work is often described as **BOLD, ADVENTUROUS, AND ELECTRIC.**

I love to use bright colors and big images where possible.

My inspirations come from music, regular visits to Disneyland, drag queens and the LGBTQ community, and all things dark and beautiful. I love design and illustration so much that I created my own brand, Black Mast, to develop merchandise and engage in the creative process from start to finish.

My personal interests and professional skills collided when I developed merchandise with local drag performers, Bianca Del Rio (season 6 winner of RuPaul's Drag Race), and other LGBTQ personalities such as James St. James, Peaches Christ, and Heklina. I have also worked with companies such as Indiegogo, Course Hero, HNTB, and more.



BRANDING +
IDENTITY DESIGN

INDIEGOGO AT CES 2017

Branding, Informational Design

CES 2017 was the first time I was really pulled in to push the Indiegogo brand in the booth development process and created a really eye-catching activation. Rubik developed the physical space, with the goal of putting the entrepreneurs at the forefront, and also served as a way to showcase the resources available to Campaigners through Indiegogo's partnerships.

Three curved display walls featured the active partners (at the time), including Arrow, Riverwood Solutions, and Amazon Launchpad, as well as showing over 30 successful entrepreneurs and their physical products funded on the Indiegogo platform.

CES 2017 was the first big event showcasing the integration of Arrow Electronics with Indiegogo, with Arrow's space showcasing all the phases of development, and paired it with successful campaigns.



Arrow's Certification area, highlighting the phases of production



RIVERWOOD SOLUTIONS

Through the production-ready program, manufacturing experts from Riverwood Solutions are helping Indiegogo campaigners plan their projects from concept all the way to market.

PlayDate Smart Ball

Play with your dog or cat from anywhere using a smart ball that you control from your mobile device. PlayDate raised over \$700k through Indiegogo InDemand before receiving additional support from the Arrow Certification program.



moto mods

Redefine what a smartphone can do. Enter for a chance to win a developer kit to build your dream Moto Mod. Then crowdfund it to win a trip to Chicago to pitch to Motorola and Verizon executives.



INDIEGOGO

ARROW

The Arrow Certification program maximizes success for Indiegogo entrepreneurs with crucial resources like product savings, design tools, engineering mentorship and more.

Ready to get started?

Learn about the Transform the Smartphone Challenge and submit your concept at enterprise.indiegogo.com/motomods by January 31, 2017.

Whenever you snap on these Moto Mods, you get a visceral feeling of 'Yes, this is right, this is how extending a phone should work.' The approach is dead on.

— The Verge

W LABS WHIRLPOOL CORPORATION

Indiegogo has become a go-to strategy for Whirlpool Corporation's W Labs to validate innovation and prove a market need for cool new products like Vessi™ Fermentor and Dispenser, and Zera™ Food Recycler.

Zera™ Food Recycler

The easy-to-use device that reduces food waste by over two-thirds its original volume through a fully automated process. The result is ready-to-use, homemade fertilizer within 24 hours.*

SmartPlate

SmartPlate™ is the world's first intelligent plate that instantly analyzes everything you eat.



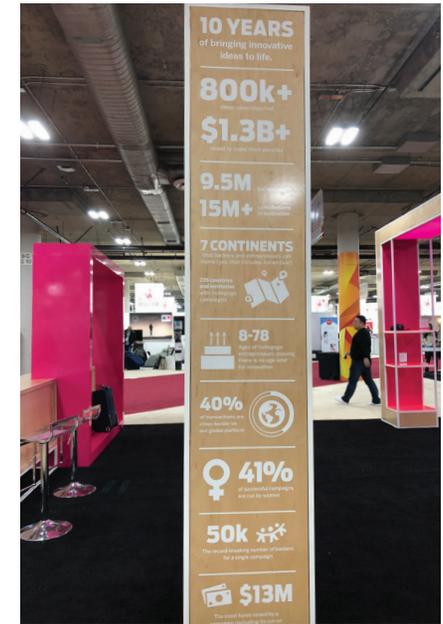
Display wall featuring partners and their campaigns.

INDIEGOGO AT CES 2018

Branding, Infographics, Environmental Design, print production

CES 2018 was the second big collaboration with the Rubik team to develop an immersive space representing the Indiegogo brand. The activation represented the then-new partnership between Indiegogo, Arrow, and Ingram Micro, which provided campaigners with important production and fulfillment resources that fit into Indiegogo's overall campaign lifecycle. We used success stories as proof of this lifecycle and partnership benefits.

The physical display was a representation of the lifecycle and we emphasized that with messaging relating to lifecycle in the form of "from/to" statements. The concept was continued through marketing and event promotion, with the use of a bisected light bulb. The event was also part of Indiegogo's 10 year anniversary and we used a large infographic to showcase the accomplishments of the platform's campaigners.





Key visual formatted for Facebook posts

The concept for promoting Indiegogo's presence was a visual metaphor of product lifecycles on the Indiegogo platform, bringing ideas from concept to reality. The bisected light bulb (idea) features one side with a rough "concept" and the other side with the final physical product, quite literally "bringing ideas to life." The visual was used in all social media and email marketing for the event.



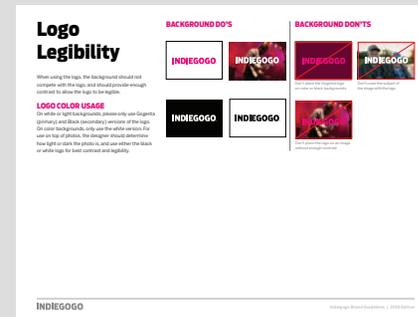
Key visual formatted for email marketing

Indiegogo celebrated innovative campaigners by giving gift packs to the products that had been funded on the Indiegogo platform and were also exhibiting at CES 2018. Included in the gift pack were a trophy, a free Arduino board from Arrow, and other swag.



INDIEGOGO INTERNAL BRAND GUIDELINES

While working at Indiegogo it quickly became clear how much a brand can evolve in a short amount of time. It was part of my job to document this evolution and this internal brand document was needed to update the current state of the brand, especially as we worked more with 3rd party contractors and agencies.



Brand Logo

WORDMARK LOGO
The wordmark logo serves as a more balanced and versatile option, and is preferred in partnership lockups and web headers.

Please Note:
The registered "®" mark should be omitted at the designer's discretion when too small to read.

LOGO SPACING
The minimum clearspace is equal to half the logo height. To ensure its clarity and visual integrity, the logo should be kept clear of competing text, images and graphics. It should be surrounded by an exclusion zone, protected by a comfortable boundary of empty space. The logo should never bleed off the page.

COLOR ALTERNATES:
Logo should only ever be Gogenta, black, or white.

MINIMUM SIZE
When reducing the scale of either logo below 2" wide, remove the registration mark since it will be illegible. No logo should ever appear smaller than .75" or 55px wide.

INDIEGOGO
Indiegogo Brand Guidelines | 2018 Edition

Brand Colors

Color is integral to the Indiegogo story. Gogenta is the primary accent color that will unify all brand materials. The neutral colors are used to create depth and allow the Gogenta to pop. Indiebue should be used sparingly, only when Gogenta is already being used, and a second color is needed to differentiate something from the Gogenta (for example, a text link within body copy on the website). There is no requirement for Pantone colors, but PMS swatches are specified for the cases in which they may be needed.

"NEUTRAL" COLORS
The grey tones can be used in charts and graphs, if highlighting one statistic with Gogenta. Greys are also used for differing text hierarchy, and graphic elements like lines and callout boxes.

SECONDARY COLORS
Use these colors in charts and graphs for variety when comparing several different subjects or statistics, like the Diversity Report, for example.

GOGENTA #EB1478 R:235 G:20 B:120	RELOAD GREY #F5F5F5 R:245 G:245 B:245	LINE GREY #DDDDDD R:221 G:221 B:221
ENTIRE LINE GREY #C8C8C8 R:200 G:200 B:200	AL1 TEXT GREY #6A6A6A R:106 G:106 B:106	AUDI GREY #A8A8A8 R:168 G:168 B:168
DORY #4F98F7 R:79 G:152 B:247	AQUAMAN #0EB486 R:14 G:180 B:182	ENTREPRENUPLPLE #7A69B3 R:122 G:105 B:179
EMERALD CITY #35CA97 R:53 G:202 B:151	BATMAN #2A2A2A R:42 G:42 B:42	LIASSO-OF-TRUTH #ECA200 R:236 G:162 B:0
		HOT-TOMATO #FF324B R:255 G:50 B:75

INDIEGOGO
Indiegogo Brand Guidelines | 2018 Edition

INDIEGOGO INTERNAL BRANDING

INDIEGOGO®

Recipient Name
Address Line 1
Address Line 2
Address Line 3

4.4.16

Dear NameHere,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis vel egestas dolor, sed interdum dolor. Duis eu aliquet eros, sit amet bibendum risus. Phasellus vitae tristique odio. Aenean ultricies sapien vestibulum, porttitor purus non, semper erat. Curabitur id arcu in arcu condimentum suscipit sit amet a sem. Ut nibh nisl, sollicitudin at arcu at, mollis iaculis odio. Aliquam vitae ligula sem. Praesent vel leo non lectus sagittis mollis in ac urna. Suspendisse potenti. Donec cursus nibh a adipiscing pulvinar.

Duis at consequat ipsum. Curabitur non suscipit metus, nec iaculis dolor. Morbi at sapien pretium enim viverra tempor. Integer eget enim posuere sapien imperdiet mattis. Nunc sed nibh ipsum. Aenean ullamcorper nisi nec odio fringilla accumsan. Mauris tincidunt mi enim, eget rhoncus eros bibendum at. Sed ut ultrices sapien. Vivamus urna turpis, suscipit et vestibulum non, venenatis nec magna.

Integer eget enim posuere sapien imperdiet mattis., sed interdum dolor. uis eu aliquet eros, sit amet bibendum risus. Phasellus vitae tristique odio. Aenean ultricies sapien vestibulum, porttitor purus non, semper erat. Curabitur id arcu in arcu condimentum suscipit sit amet a sem. Ut nibh nisl, sollicitudin at arcu at, mollis iaculis odio. Aliquam vitae ligula sem. Praesent vel leo non lectus sagittis mollis in ac urna. Suspendisse potenti. Donec cursus nibh a adipiscing pulvinar.

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First Name Last Name
Title Goes Here

Dream it. Fund it. Make it. Ship it.
965 Mission Street, 7th Floor, San Francisco, CA 94103 • indiegogo.com

Letterhead

STEPHANIE SNYDER
RECRUITER

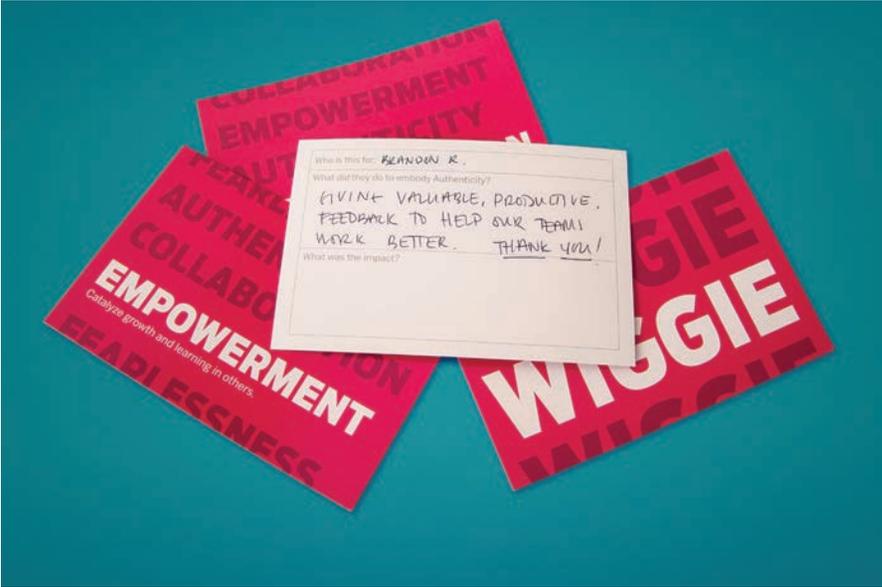
415.555.5555
stephanie@indiegogo.com
@indiegogo





SOLAR ROADWAYS
raised over \$2M on Indiegogo to develop solar panels that you can drive, park and walk on.

Business Card design featuring successful campaigns on the back



Who is this for? **BEANDON K.**
What did they do to embody Authenticity?
GIVING VALUABLE, PRODUCTIVE, FEEDBACK TO HELP OUR TEAM WORK BETTER. THANK YOU!
What was the impact?

"Iggies & Wiggies" given out by peers to acknowledge colleagues based on company values

INDIEGOGO LGBTQ PRIDE CELEBRATION 2016

Branding, Merchandise Design and Print Production



Branding for event banners, social media, and web assets



Stickers and name tags for event



T-shirt design for employees



Social Media profile image

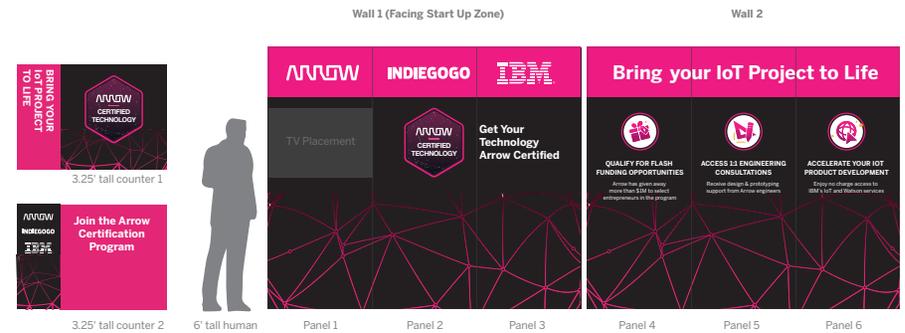


Final booth

INDIEGOGO ACTIVATION BOOTH AT LONDON IOT TECH EXPO GLOBAL 2018



3D rendered mockup from Expo print team



Elevation Mockup



ECI REBRAND

Branding & Identity

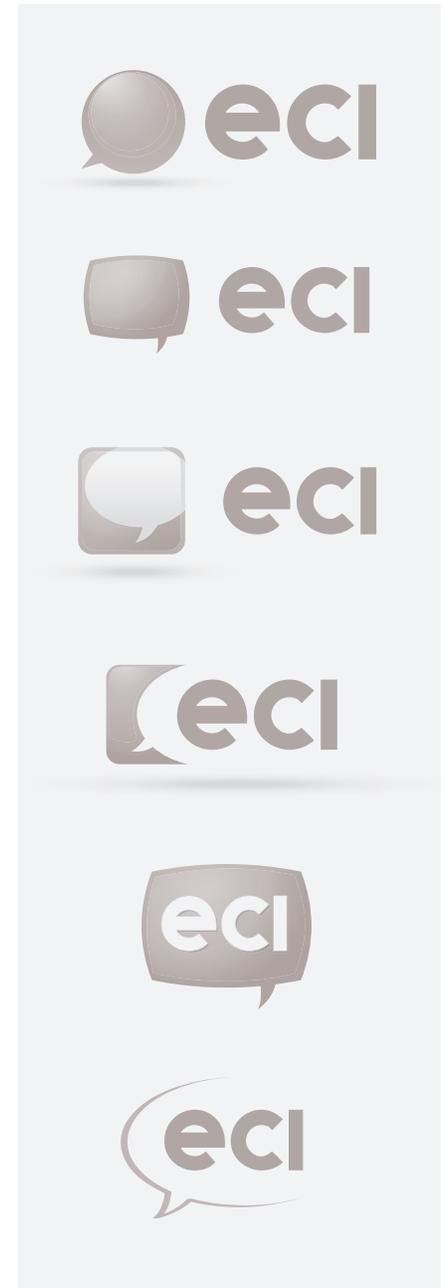
One of my first major tasks as Graphic Designer at ECI was to help re-brand the company. I worked closely with the Creative Director to develop the logo, and reflect the direction our company was going. ECI is a marketing company that specializes in direct mail and web marketing. The company had to position itself in a more web-friendly manner, and evolve with the changing market.

The re-branding was a way to reflect the change into a more friendly yet bold and forward-thinking company, and was a great contrast to the former logo which was much more straightforward and clinical.

Once the new logo was finalized, it was applied to the new website, business cards, tote bags, t-shirts for employees, and in redecorating the lobby to reflect our updated aesthetic.



New logo in use on Business Cards, office signage, and website

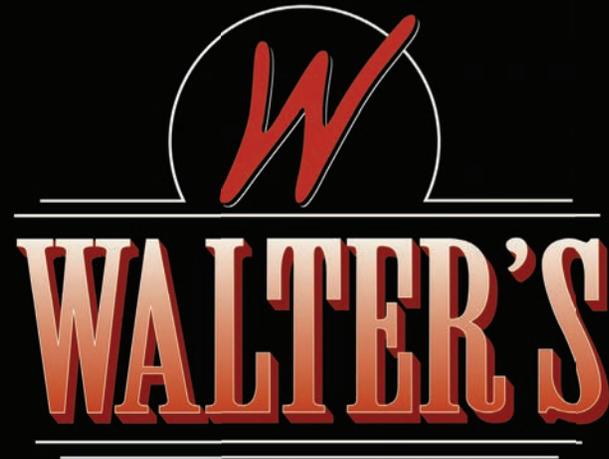


Some selected examples of the many iterations we went through



HONEYHOUSE
PRODUCTIONS

Process Work



Process Work





Process Work



Process Work



VARIOUS LOGOS





MERCHANDISE DESIGN

BIANCA DEL RIO

Illustration, Merchandise Design

Bianca Del Rio reached out to me to develop some new merch for her 2018 tour, "Blame it on Bianca Del Rio." The season 6 winner of RuPaul's Drag Race wanted something cartoony, and inspiration came from a sculpture a fan had given to Bianca at a meet and greet. It was amazing to see so many people wearing this shirt, whether it was in meet and greet photos, or the many people I saw wearing it at RuPaul's DragCon 2018.

I also developed a set of enamel pins featuring iconic looks and catch phrases from all over Bianca's career, including her film Hurricane Bianca II.



BLAME IT ON
Bianca Del Rio



BIANCA DEL RIO "IT'S JESTER JOKE" 2019 TOUR MERCH

Bianca asked me to develop more merch for her 2019 tour with new artwork for a t-shirt and tote bag, as well as a commemorative pin set featuring gowns from the last four years of touring!

JAMES ST. JAMES DRAGCON 2019 MERCH

Author and former "Club Kid" James St. James hired me to design his RuPaul's DragCon 2019 merch. He is known for the book/movie Party Monster (aka Disco Bloodbath), and his web series "Transformations," which focuses on drag makeovers. The Party Monster merch utilized the movie logo, and I illustrated a shirt design featuring one of his most iconic "Transformations" makeovers by Mathu Andersen. His tagline for Transformations, "Welcome to my face," was incorporated on the enamel pin and meet and greet banner, which featured artwork from Glen Hansen.



James St. James Dancing Pin



@jamesstjames1

James St. James

WELCOME
TO MY
FACE

@jamesstjames1

James St. James

Party
monster

@jamesstjames1



CREME FATALE

Illustration, Logo Design, Merchandise Design, Photography

This t-shirt project blended strong color palettes, retro diner design elements, and atomic age aesthetics to capture the alien nature of Creme's drag persona.

While "Atomic Age" was the overall visual theme, there was still the topic of illustration style to figure out. Ultimately, we wanted this melding of "kawaii" and Roy Lichtenstein comic book styles. Since the focus was the varied looks Creme creates, I knew it was important to recreate them as accurate as possible, including the subtle gradation of colors to mimic her makeup blending. The illustrations resulted in an exaggerated cartoony-yet-rendered representations of the looks creme created. Sparkles were also important!! It continued some of the visual language from the "atomic age" pattern as well as emphasized rhinestones and glitter! We mirrored the pattern motif into the photo backdrop while creating promotional images for the shirt release as well.







Photo by Ash Danielsen

PEACHES CHRIST

Illustration, Merchandise design

I developed two t-shirt designs for San Francisco drag personality Peaches Christ. She loves high camp and horror films, and regularly produces stage parodies of cult favorite films. We used these facts as a guiding light in developing concepts (original sketches seen below) before settling on a Fright Night parody featuring the Castro Theater, a venue she frequently uses, and a shirt design featuring minimal artwork and negative space portraying her as a slasher.





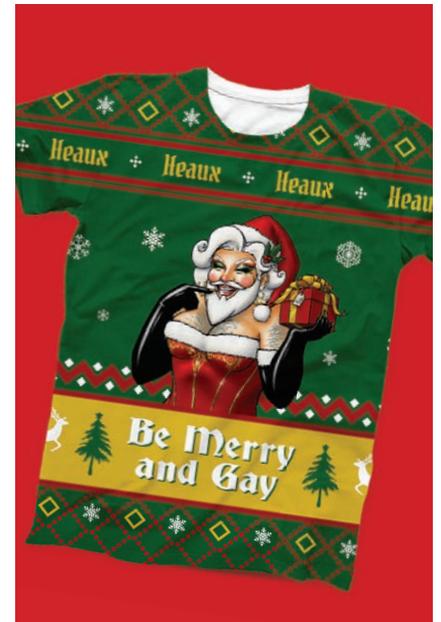
Photo by Ash Danielsen

BLACK MAST

Merchandise Design, Illustration, Photography, Print Production,
Marketing Design, Brand + Identity Design

I founded Black Mast in 2013. Combining my love for fashion, illustration, design, photography, and screenprinting resulted in developing a side project into a small business.

Black Mast (named as an homage to my interest in all things spooky and pirate-y) became my outlet to develop creative ideas, and share them with the world. It's been a great way to develop creative ideas closer to personal interests, continue the creative process into photography and marketing, as well as gain valuable experience in customer service.





BLACK MAST: TROPIGOTH COLLECTION

Illustration, Merchandise Design, Marketing Design, Photography

Summer goes dark with the Tropigoth Collection! This colorful and creepy tropical design features mermaid skeletons, skulls with barnacles, and eel skeletons lurking among the palm fronds and plumeria flowers. Ready for the beach, the pool, the tiki bar, or any of your other favorite haunts!



The launch included a short promo video, landing page, and social media takeover





BLACK MAST

TROPIGOTH

COLLECTION

EDITORIAL DESIGN



COURSE HERO "LESSONS IN TEACHING"

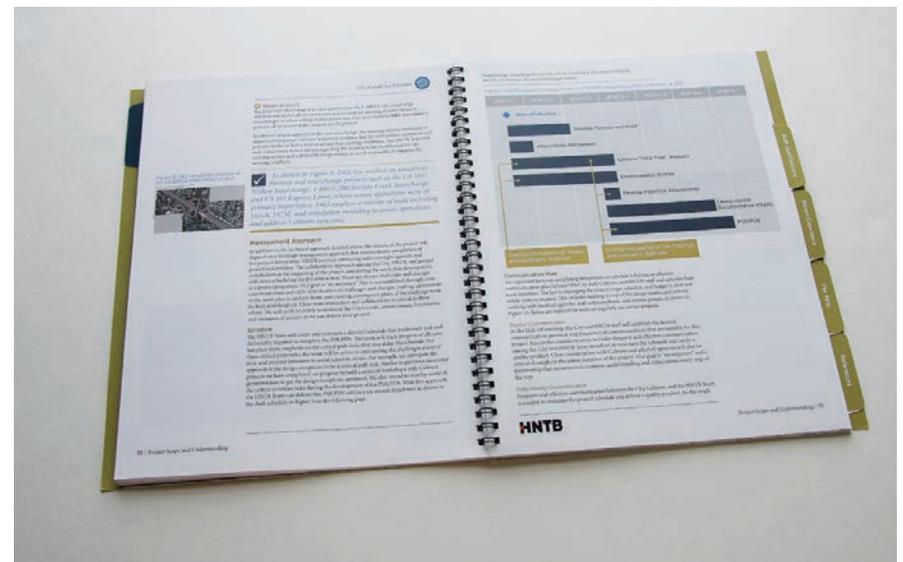
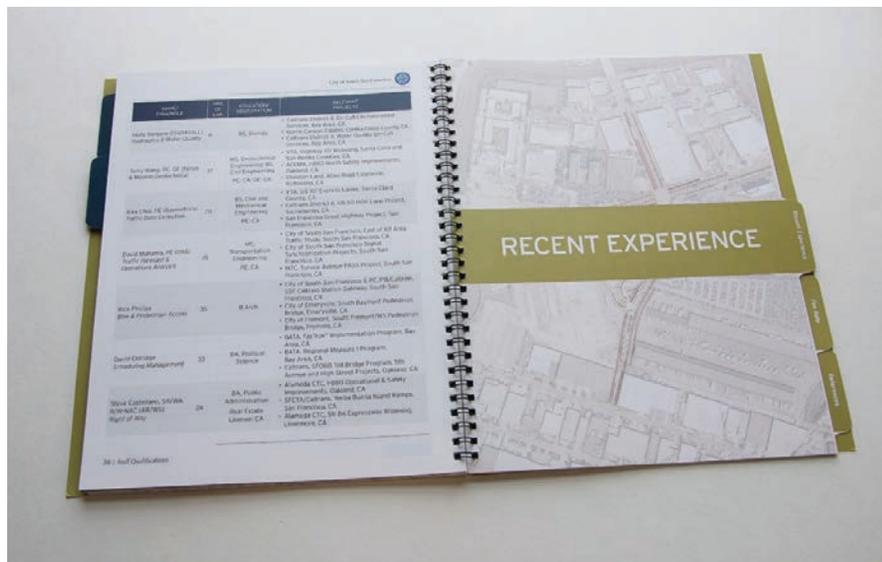
Course Hero wanted to expand their educational materials focused on educators to help engage their audience and entice new signups on their educator community. I worked with the content marketing team to adapt online articles into printed books for an Educators Summit in summer of 2019. Each book focused on a key subject area, using the visual template I developed.

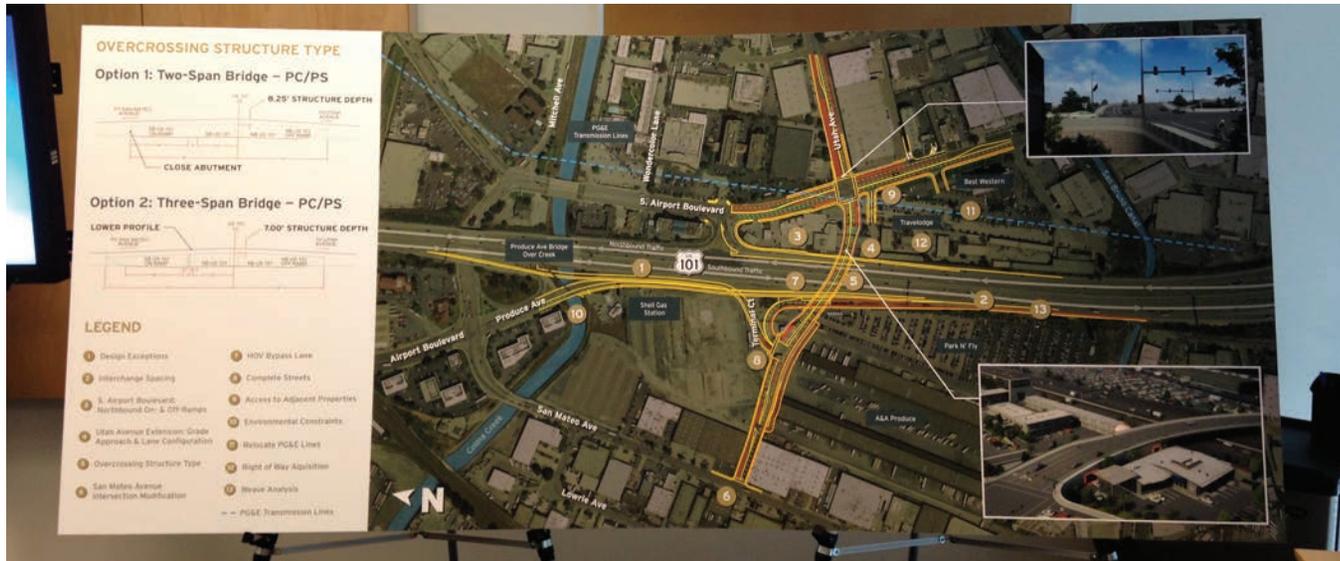


SALES ENABLEMENT VALUE PROPS BOOKLET
Editorial Graphic Design and Print Production

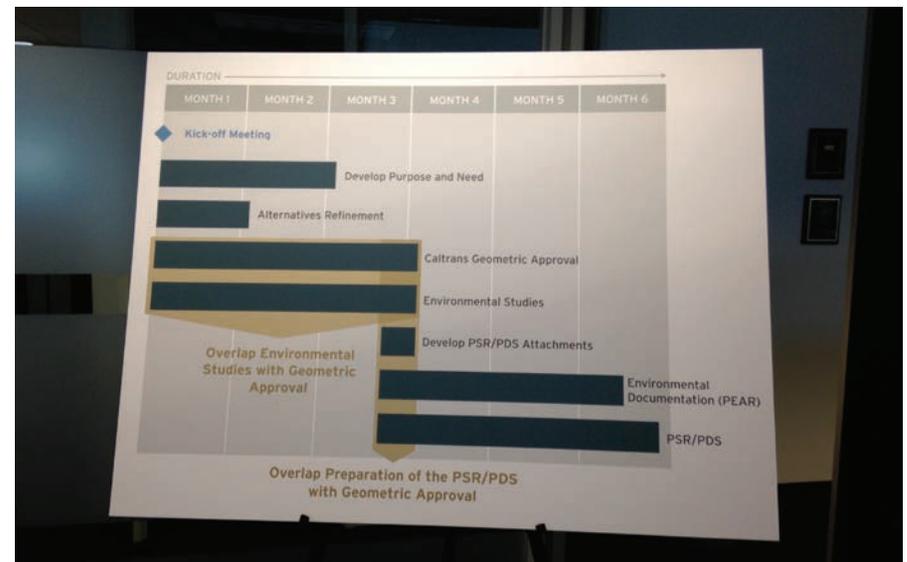
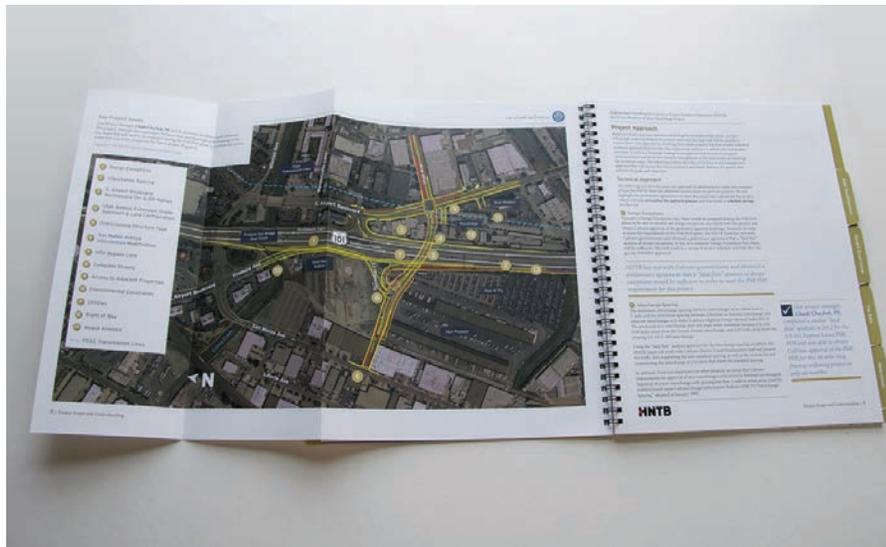
US 101/PRODUCE AVE INTERCHCHANGE PROPOSAL

Editorial Design, Layout, Infographics, Print Production





Presentation board of project issues map (seen below in context of the proposal booklet)

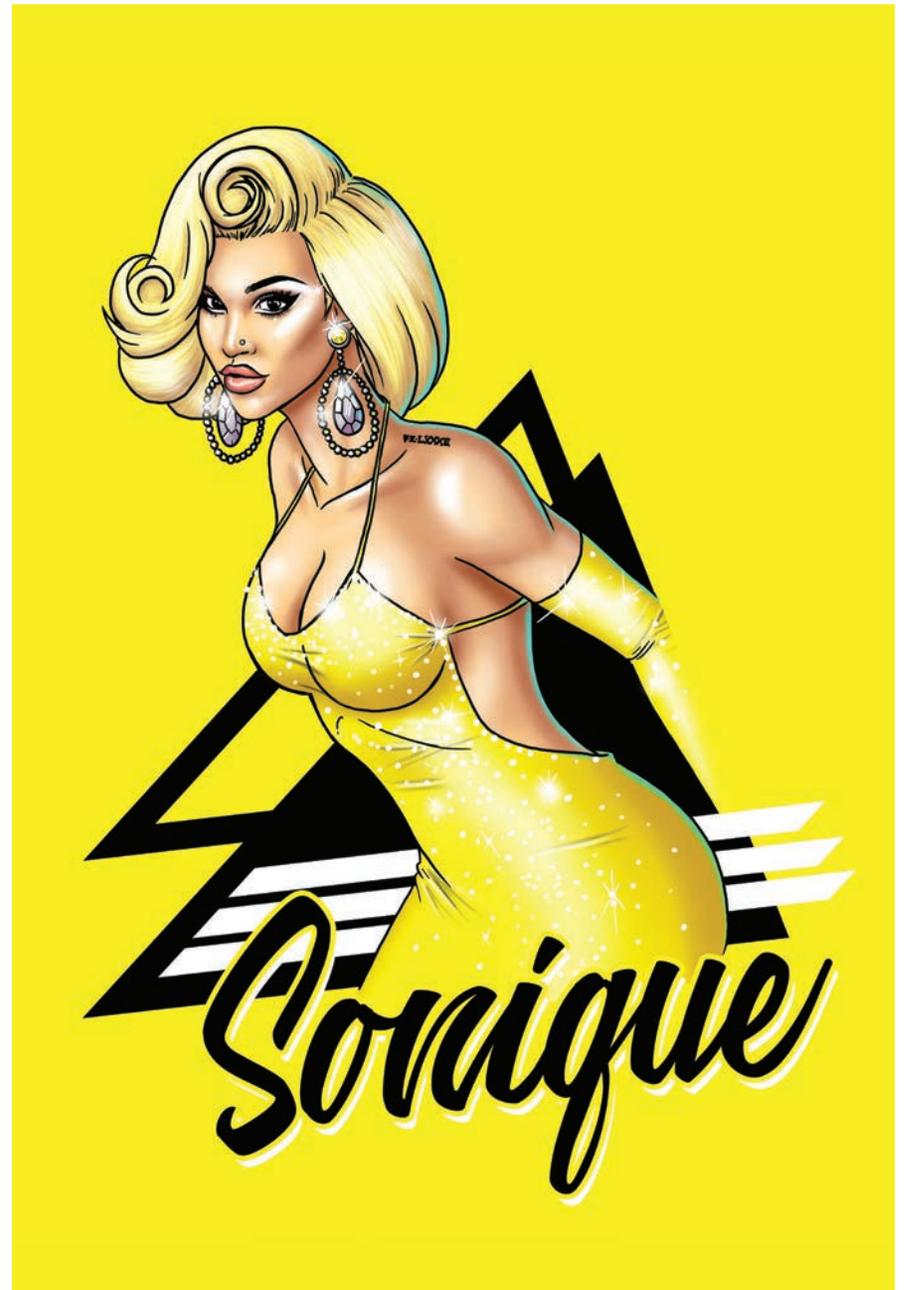


Presentation board of project schedule

ILLUSTRATION



Digital Illustration of Asia O'Hara



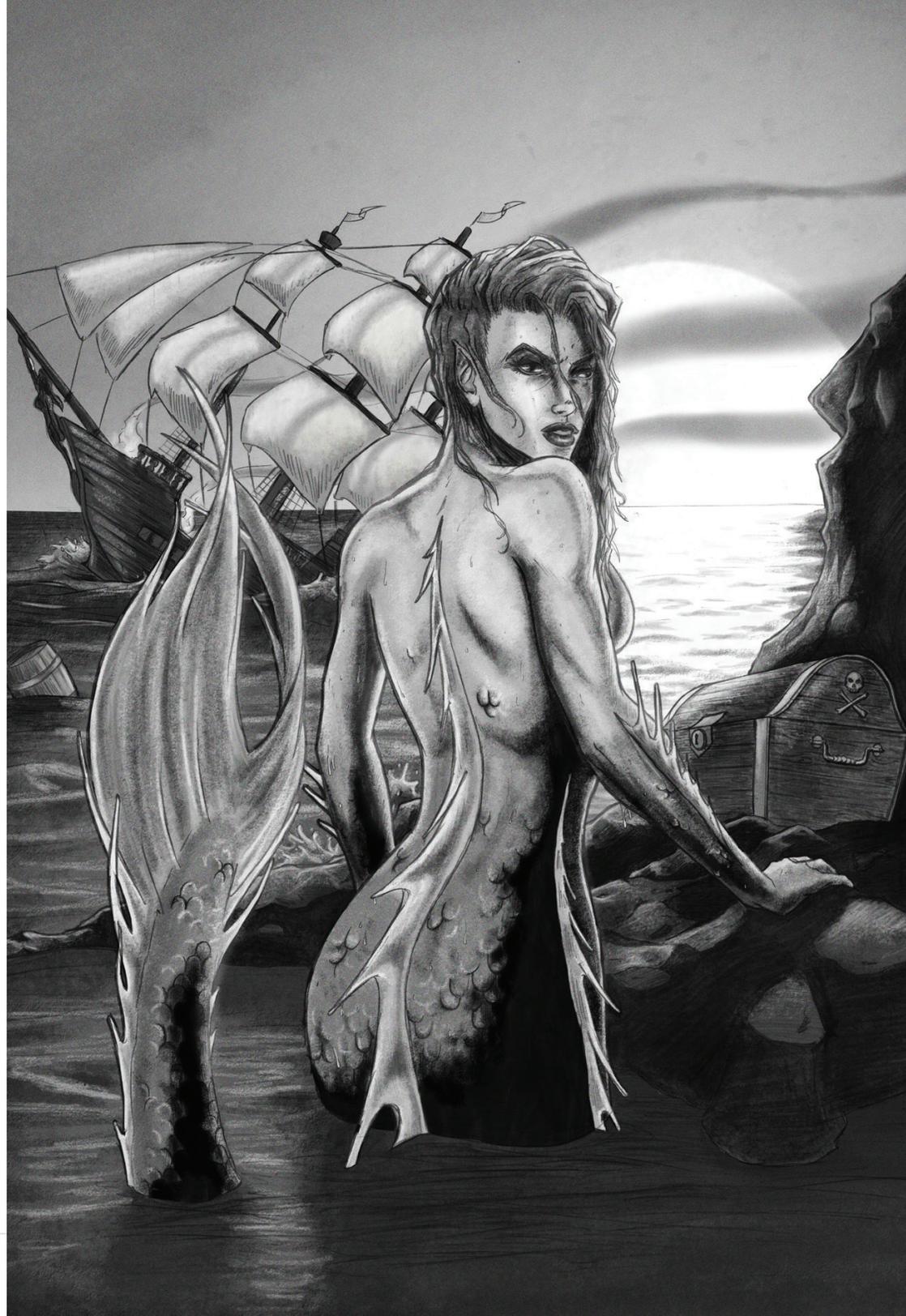
Digital Illustration of Sonique



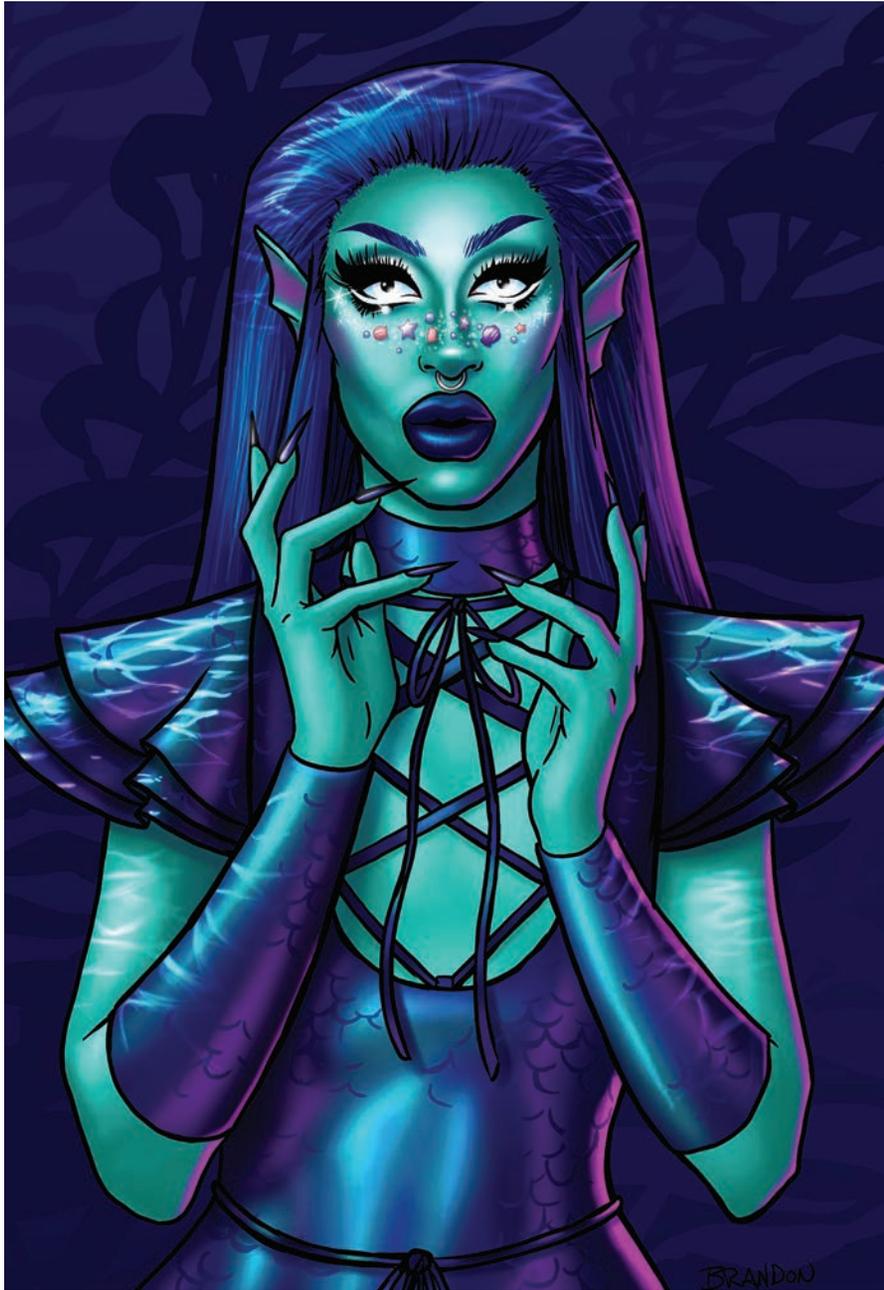
Digital Illustration of Oly Alexander



Digital Illustration of Troye Sivan







Digital Illustration of Waka Shame



Digital Illustration of Dolly Black



BLACK MAST PRESENTS

Mistresses of the MACABRE

ILLUSTRATED BY
BRANDON REDENIUS • MMXVIII



A just-for-fun sketch project celebrating the
spooky women of TV and film.

WEB MARKETING DESIGN



Explore classroom strategies from college educators across the country.

Get 10 Best Lessons, free.

Download Now



Explore classroom strategies from college educators across the country.

Get 10 Best Lessons, free.

Download Now

COURSE HERO WEB ADS

I created a complete set of lead generation content marketing web ads for the Lessons in Teaching eBook that I also designed. The entire set of 15 ads adheres to the Course Hero brand guidelines.



Explore classroom strategies from college educators across the country.

Get 10 Best Lessons, free.



Download Now



Explore classroom strategies from college educators across the country.

Get 10 Best Lessons, free.



Download Now



Course Hero



Explore classroom strategies from college educators across the country.

Get 10 Best Lessons, free.

Download Now



Explore classroom strategies from college educators across the country.

Get 10 Best Lessons, free.

Download Now



INDIEGOGO CAMPAIGN ADS



INDIEGOGO

The World's Smartest Backpack

For a limited time:

GET \$100 OFF



The World's Smartest Backpack

For a limited time:

GET \$100 OFF



INDIEGOGO

The World's Smartest Backpack

For a limited time:

GET \$100 OFF



Launch with Expert Help
We've got winning crowdfunding tips.



GET STARTED

INDIEGOGO

Launch with Expert Help
We've got winning crowdfunding tips.



GET STARTED

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Launch with Expert Help
We've got winning crowdfunding tips.



GET STARTED

**INDIEGOGO
MARKETING ADS**

INDIEGOGO.

**What's Your
BIG IDEA?**



GET STARTED

**INDIEGOGO LEAD GENERATION
CONTENT MARKETING ADS**

INDIEGOGO.

**What's Your
BIG IDEA?**



GET STARTED

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**What's Your
BIG IDEA?**



GET STARTED

INDIEGOGO.



**What's Your
Big Idea?**

GET STARTED

COURSE HERO PRODUCT MARKETING ADS



Ask any question—
get free answers



Ask any question—
get free answers



Ask any question—
get free answers



Social Media Ads



 **Ask any question—get free answers**
Upload your study docs for free 24/7 tutoring

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Web Display Ads

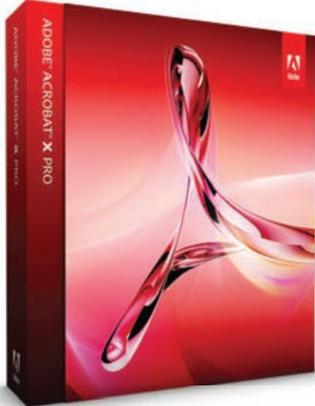
ADOBE ACROBAT EMAIL

Email concepts created in 2013 within Adobe's brand guidelines.



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- Convert PDF files to PowerPoint
- Create PDF and web forms
- Edit images in a PDF
- Collect form responses with FormsCentral
- Get documents signed fast
- Apply PDF passwords and permissions
- Merge multiple files into one PDF
- Store and access files on Acrobat.com

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[#Acrobat](#)

2012



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ADOBE FORMSCENTRAL LANDING PAGE

Two concepts created in 2013 using Adobe's brand guidelines. This A/B test had us trying new things within the brand standards to be more engaging to the visitor, using different methods to drive signups.

Adobe FormsCentral

Already have an Adobe ID? [Sign in.](#)

Email Address

Password

Confirm password

First name

Last name

Birth date MM DD YYYY

Country or region Please select

Yes! I would like to receive email communications relating to Adobe, its products, and its services including product releases, product upgrades, seminars, events, surveys, training, and special offers, and Adobe and its agents may use data I have provided in accordance with the Adobe Online Privacy Policy.

Create a free account

[Do even more with FormsCentral Basic >](#)

Sign up. Log in. Create awesome forms. (and surveys, too)

Create
Design a form using Adobe's rich drag-and-drop online form builder, or customize templates to fit your needs. Preview your form exactly the way your respondents will see it.

Distribute
Share a link through email and Twitter, or embed your form directly into your web page.

Analyze
Sort and filter real-time data in an online table, view charts of your data, share form results with others, and manage collected responses online.

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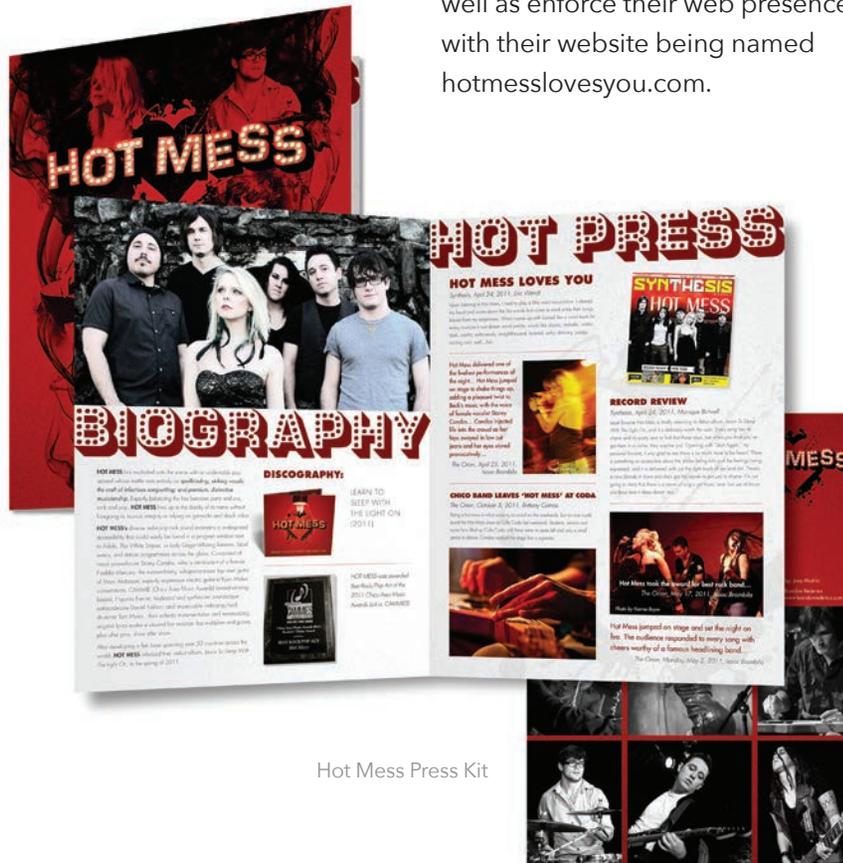
ALBUM PACKAGING DESIGN

HOT MESS: LEARN TO SLEEP WITH THE LIGHT ON

Branding, Merchandise Design and Print Production

Nashville Indie-Pop band and Chico, CA natives Hot Mess approached me for logo concepts as they were putting together their debut album. The band name alone lent itself to the style of the project, and the members gave me key words for the direction they wanted their image to go. Terms like sexy, trendy, retro, dark, pop, edgy, glamorous, old-Hollywood, film noir and flashy were thrown around in the ideation process. The closer we got to the final logo, a heart was incorporated to reflect their love songs, as

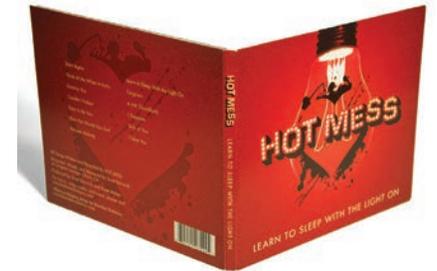
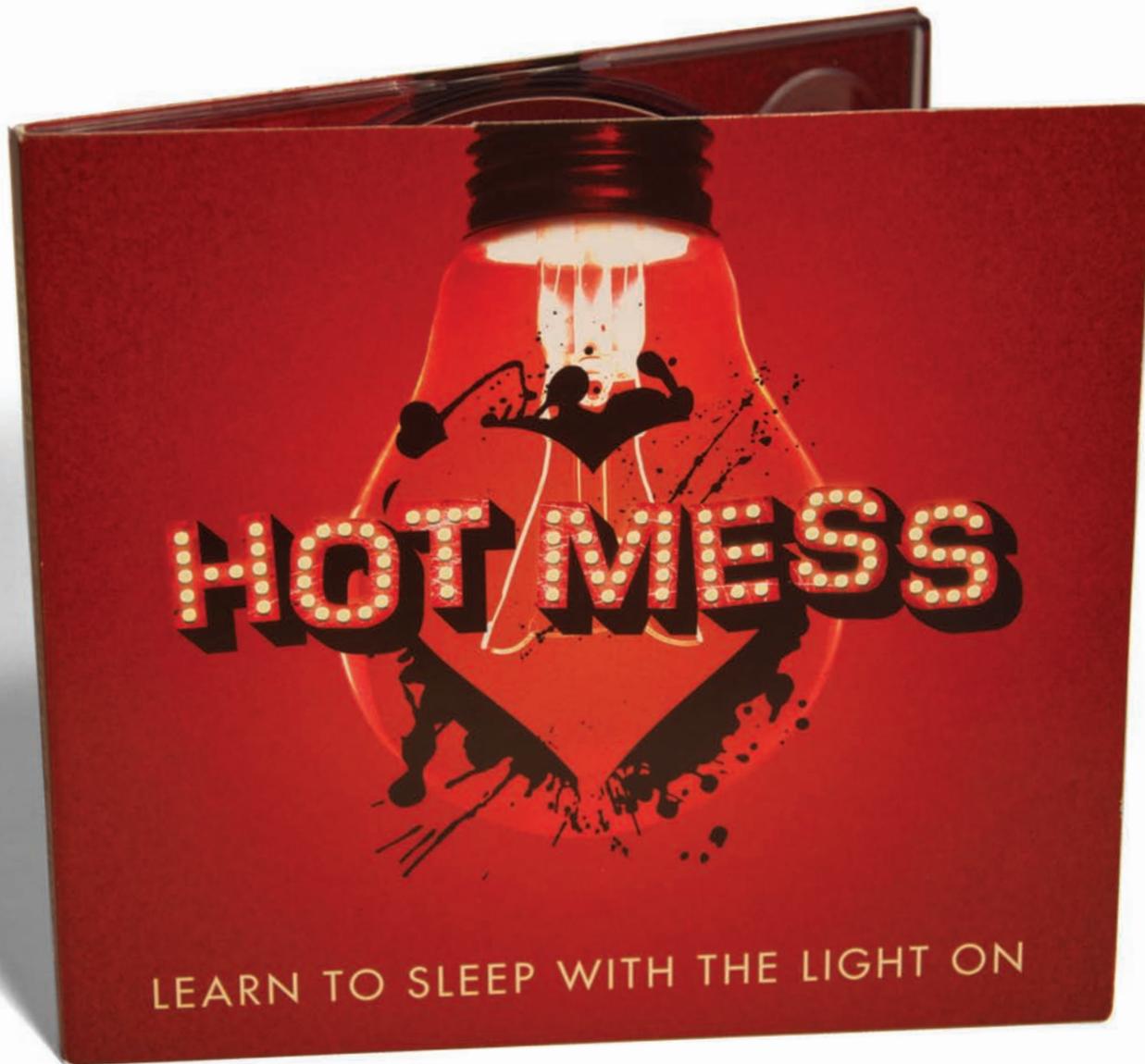
well as enforce their web presence with their website being named hotmesslovesyou.com.



Hot Mess Press Kit



Promotional poster, t-shirt, album, stickers, and album download promo cards



DOC PROP SELF-TITLED ALBUM

Branding, Album Packaging Design, Print advertising collateral

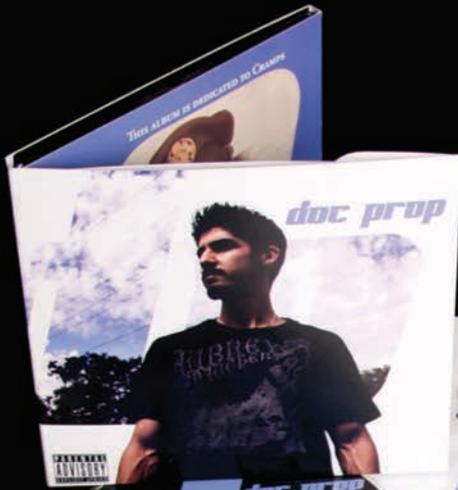
When Nick Minniti, aka Doc Prop, came to me with this project, he had already published several albums and was looking to establish himself as an artist and define who he is musically. Before we were able to approach the packaging design, we had to establish some branding & identity for Doc Prop. I collaborated with Nick to get a feel for what he wanted and how he wanted to represent it. He was looking for something sleek, slightly futuristic and atypical to hip-hop artists. We then did photoshoots in Chico and Sacramento CA before developing the album packaging. Most of the overall layout was influenced by the curved lines of the DP initials and wordmark.



Inside packaging, liner notes, and CD face



Album with promotional poster and postcard flyer



FEATURING:
LIGH, PEP LOVE,
EQUIPTO, Z-MAN,
HIMP C, BLITZ
& PHAZE

WITH MUSICAL STYLINGS BY:
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NOSTRATHOMAS, KIRK WILLIAMS
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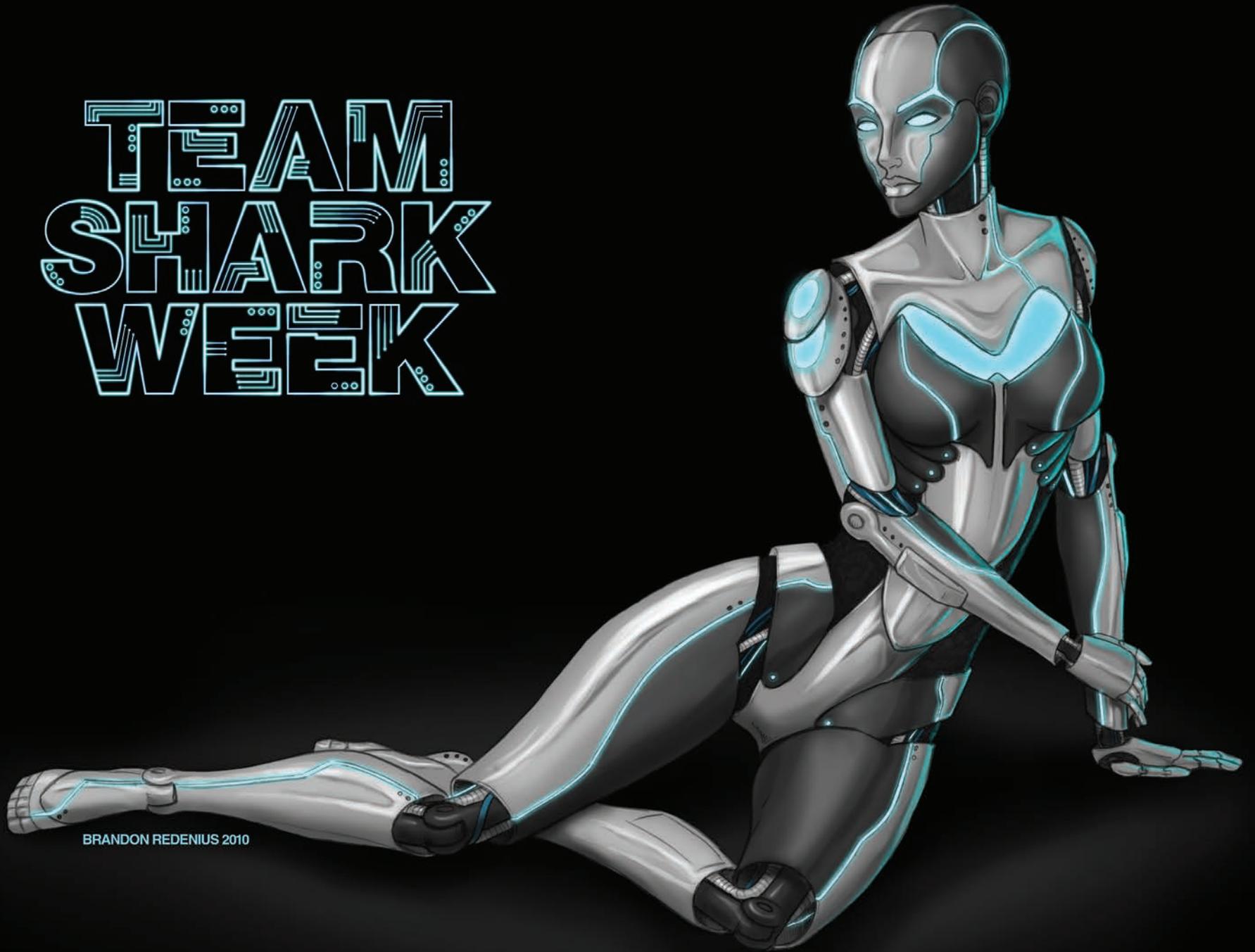
POSTER BY: BRANDONREDEMIVE.COM

TEAM SHARK WEEK – TODAY, I AM ROBOT

Illustration, Branding, Album Packaging Design



TEAM SHARK WEEK



BRANDON REDENIUS 2010

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