

Casey Derrenbacher

graphic design portfolio

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Rio de Janeiro Carnival

VISUAL SYSTEMS

Overview: For the cultural museum branding project centered around the Rio de Janeiro Carnival at the MET, the design celebrates the vibrant, immersive energy of Brazil's most iconic festival. Using bold colors, dynamic patterns, and rhythmic typography, the branding reflects the spirit of Carnival, blending rich cultural heritage with contemporary design elements. The visual identity captures the festive, joyous atmosphere, inviting visitors to experience the colorful traditions and performances of Rio in a museum setting.

A visual system was created consisting of a brand book, direct mail, webpages, and both indoor and outdoor signage to be showcased around the museum using vector illustrations based on the incredible Brazilian carnival.

Media: Adobe Illustrator, Adobe InDesign, Adobe Photoshop

Date: Fall 2023

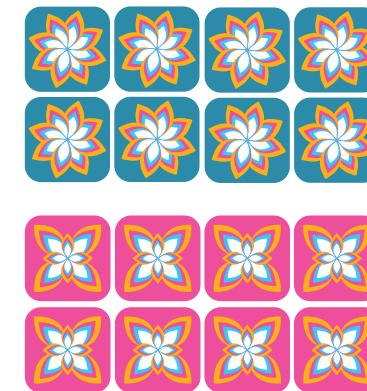
Exhibit Illustrations



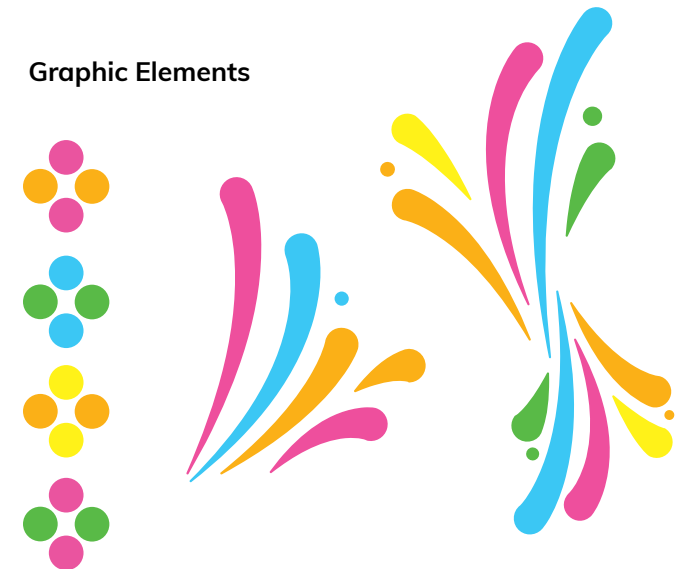
Borders



Motifs/Patterns



Graphic Elements





Signage

Website



Direct Mail



Social Action Campaign Series

TYPOGRAPHIC POSTERS

Overview: This “Consider Her” project addresses the alarming disparity in safety risks faced by women in dating compared to men. Through a series of powerful social action posters, I aimed to challenge the normalization of violence against women, often reflected in the repetitive and desensitizing nature of newspaper headlines. The posters serve as a call to break the cycle of indifference and demand greater accountability and societal change.

The focus of this campaign is to highlight how society has grown numb to the tragic stories of women harmed in dating scenarios. By incorporating real newspaper clippings and stark typography, the posters evoke the unsettling reality that these headlines are far too common. The contrast between the fragmented, chaotic newsprint and the deliberate, bold messaging emphasizes the urgency of the issue.

Media: Adobe Illustrator, Adobe InDesign, Adobe Photoshop

Date: Fall 2023

Media Experiments



is This Too
ReVEALing

Type & Imagery



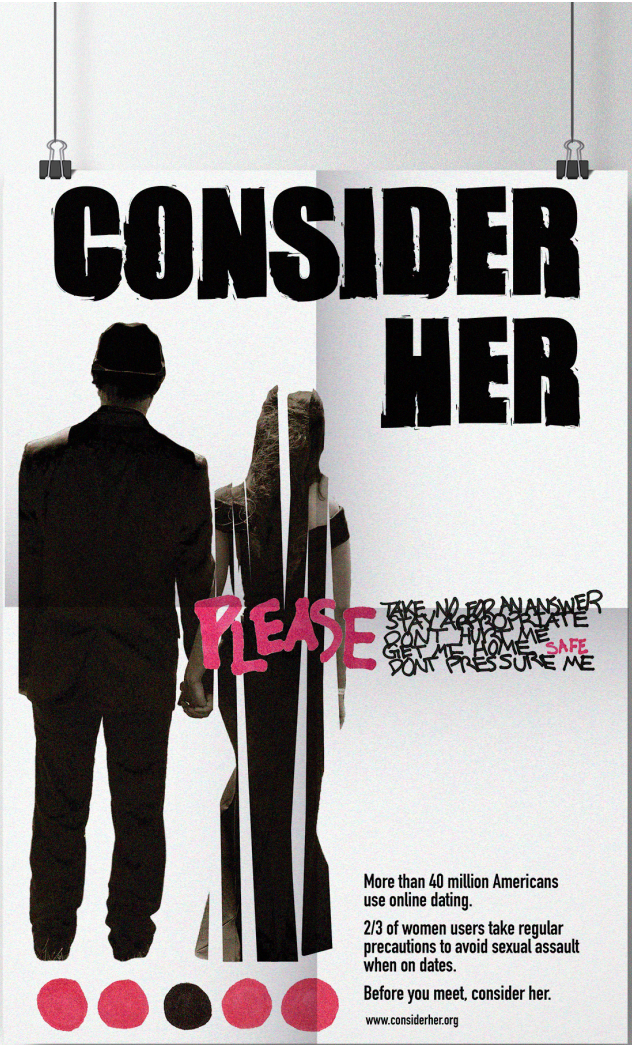
TAKE NO FOR AN ANSWER
STAY APPROPRIATE
DONT HURT ME
GET ME HOME
DONT PRESSURE ME
SAFE



1/5 WOMEN

CONSIDER HER

Campaign Posters



Kettlebell Tea (KBt)

TEA PACKAGE BRANDING

Overview: Kettlebell Tea, branded as KBt, is a vibrant and fitness-inspired tea brand designed for active individuals. Taking inspiration from the CrossFit community and the importance of fueling the body properly, KBt offers three specialized tea blends: Reawaken, Recharge and Replenish. With its bold visual identity and performance-focused messaging, KBt is a perfect addition to both home routines and gyms.

KBt is about empowering people to feel their best at every stage of their day. The brand celebrates the synergy between fitness and mindful recovery, encouraging users to stay aligned with their goals while enjoying flavorful, functional tea. Whether it's a burst of energy before a workout or a calming sip to unwind, KBt provides a health-conscious alternative to traditional beverages.

Media: Adobe Illustrator, Adobe InDesign, Adobe Photoshop

Date: Fall 2023

Primary Logo



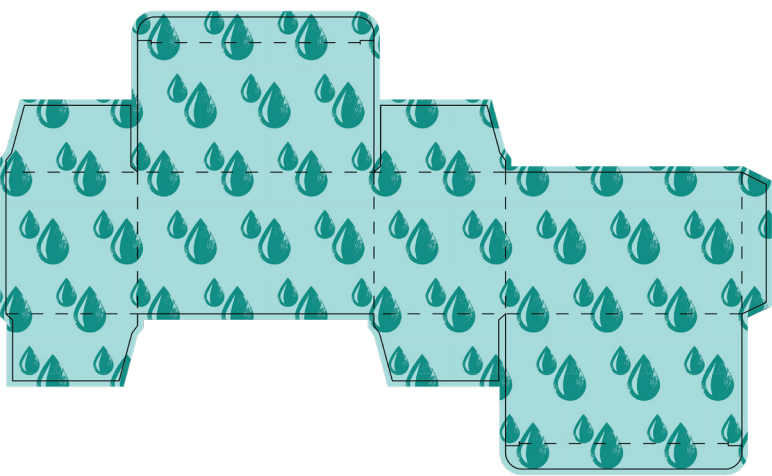
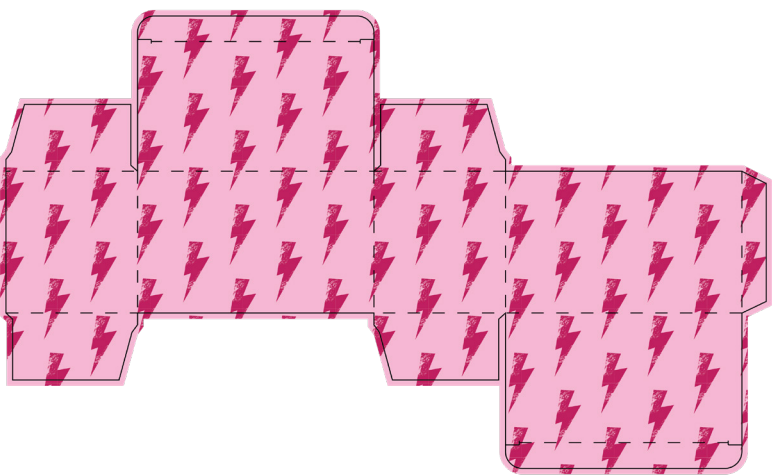
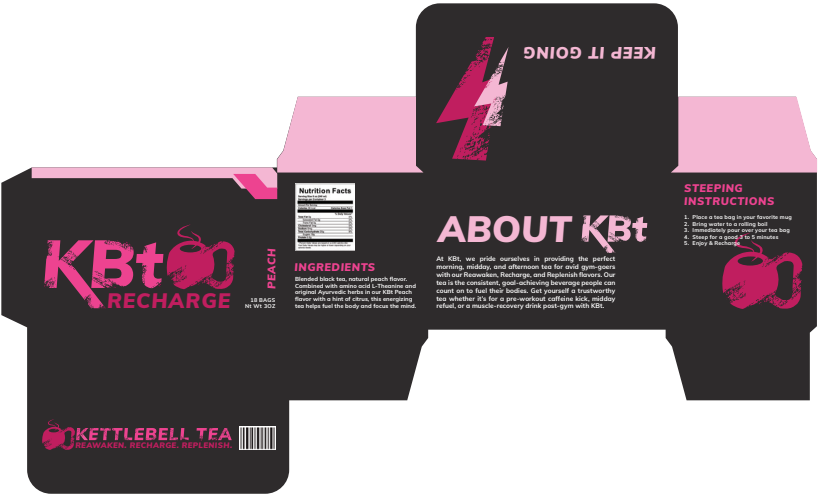
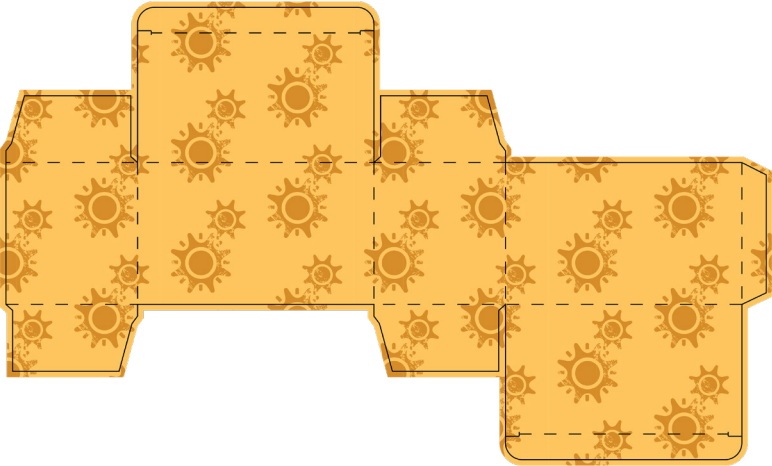
Logo Variations



Imagery



Package Designs





Letterhead & Business Card





Product Packaging





thank you!

this portfolio was made using adobe indesign

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