

ELIAS PAULSON

16.APR.95 —— NYC

Art Director with a hands-on approach. Tangible skills in Graphic Design, Typography, Motion Graphics, Web Design, Illustration, and some Coding.

paulsonelias@gmail.com

406.529.1866

PORTFOLIO —— SELECTED WORKS **2023**

BRANDING

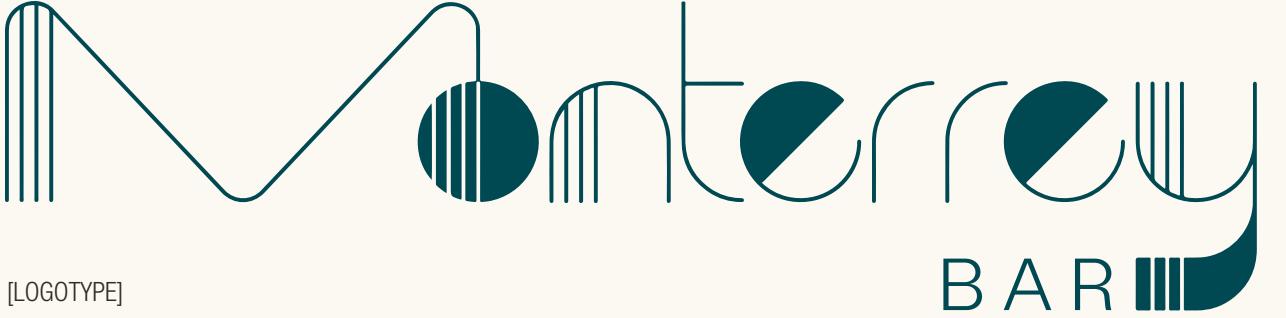
Monterrey Bar

Visual identity for Monterrey Bar, Miami Beach. This project included an original logotype, menu designs, matchbook design, coaster design, digital marketing materials, and a photoshoot of the venue.

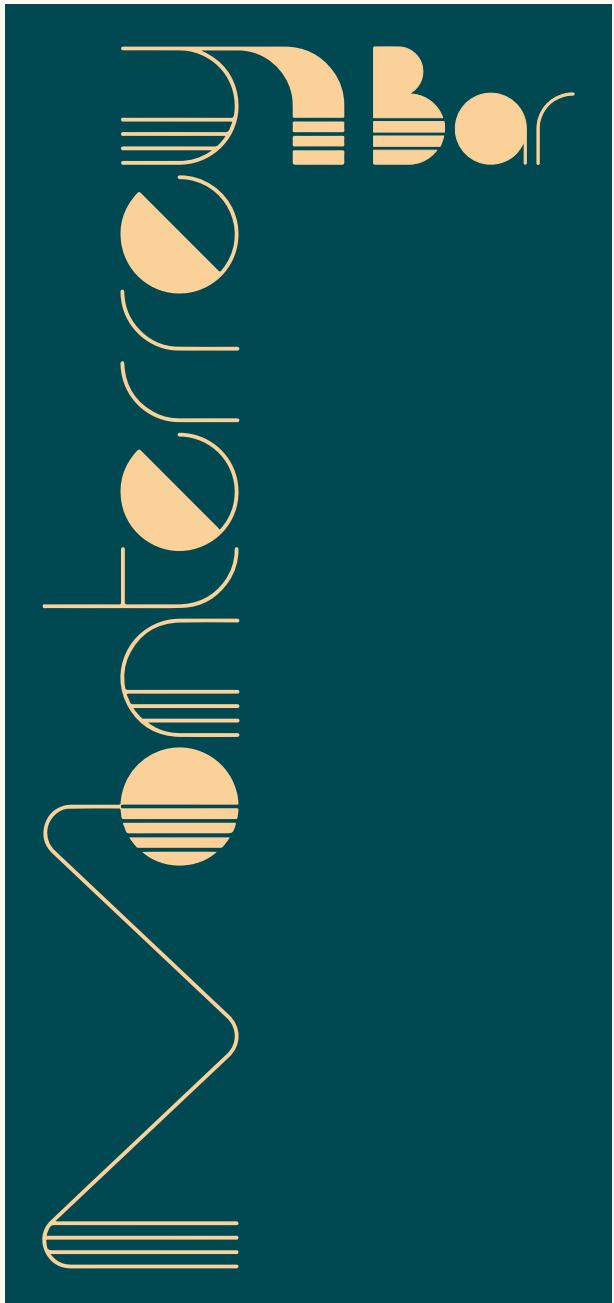
2021

Tags – Art Direction, Graphic Design, Typography, Illustration

Monterrey Bar pays homage to The Standard Spa, Miami Beach's namesake roots Monterrey Motel which opened at 40 Island Avenue in 1953 and was originally designed by Architect Norman Giller. The T-shaped bar with Amazonite stone is a dramatic focal point and provides an intimate place to gather. Afromosia wall paneling and plush carpet emulating the ocean are tied together beneath a Murano glass chandelier. The shelves are playfully lined with a pop art collection of 1980s 'Frozen Moments' by artist Geoffrey Rose. Take a look around and enjoy the little touches that were carefully selected to reflect the cool, dark speakeasy style of Monterrey Bar.



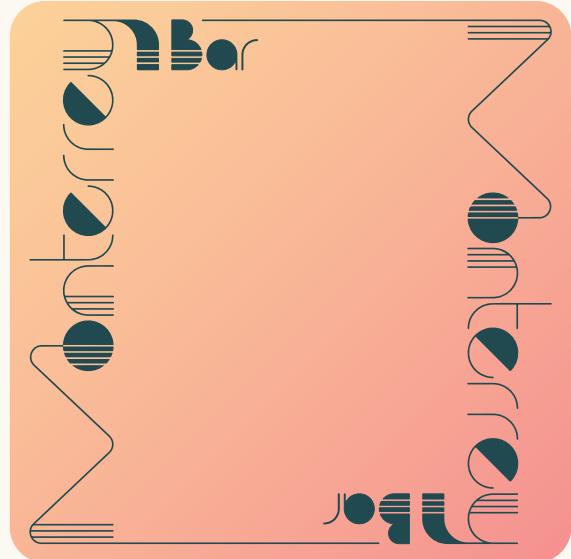
[LOGOTYPE]



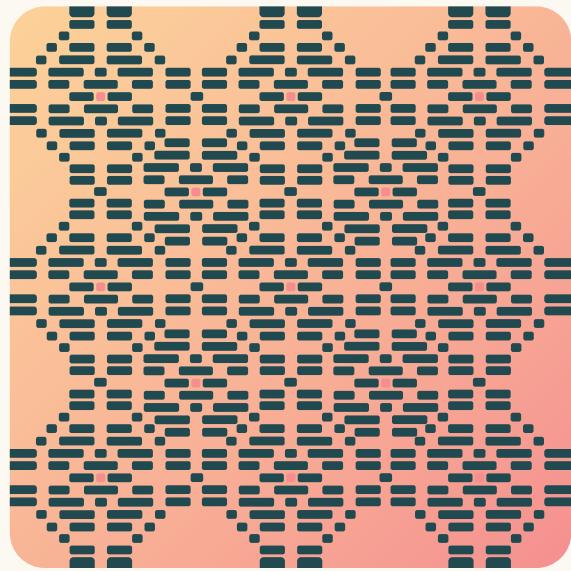
[Menu Cover]



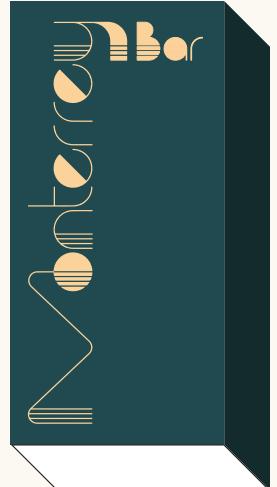
[Menu Content]



[Matchbook]



[Coaster Front + Back]



[Matchbook]



[Venue Photography]

BRANDING

The Standard – Brand Guidelines

Guidelines for the global boutique hotel brand The Standard. This 43 page document communicates who The Standard is and has been over the past 25 years (both conceptually and visually), where they are going, and how they will get there.

2022-2023

Tags – Art Direction, Branding

This document was created over the span of six (6) months, in collaboration with the creative team, design team, and leadership team for The Standard. The final document, which I designed and compiled, is meant to be shared with new hires (at the property level and the corporate office) as well as potential investors, collaborators and developers. My primary contribution involved rules, verbiage and examples for the brand pillars—photography, graphic design, tone, illustration, and social media.

standardhotels.com

INTRODUCTION

Since 1999, The Standard brand has redefined hospitality for creative travelers around the world. It meets guests in incredible locations, and takes them to places they never imagined — through design, culture and service.

As the brand rounds the corner to its second quarter century, this is a moment to explore what makes The Standard tick. This is not a rethink, but a deeper think, with rapid global expansion in mind. At this inflection point, brand integrity is everything.

The insights we gather and the evolution we chart will ensure that each hotel we operate and open — from bungalows in the Indian Ocean to a NYC high-rise — capture The Standard sensibility in look, feel and guest experience.

THE JOURNEY

1 INSIGHT
DIVE DEEPER INTO WHAT SETS THE BRAND APART

2 EVOLUTION
OUR BRAND DIRECTION ON WHAT'S RIGHT AND WRONG

3 INTEGRITY
A RESOURCE FOR BRAND INTEGRITY ACROSS ALL TOUCHPOINT

SOPHISTICATION

We are students of style with a cosmopolitan sensibility that transcends language and geography.

We are deeply immersed in art, film, music, fashion, literature and pop culture... and reference them with authority in an unpretentious way. We have an instinct for the timely and the timeless. It comes from a place of knowledge and discernment, effortlessly.

This knowledge has been gained over decades with integrity, genuine respect and fascination with those who create.

As a result, we learn from our guests and they in turn learn from us. We trust each other to improve each other.

PHOTOGRAPHY

1 Editorialize. Consider the editorial element, but don't clutter or over complicate. Look for the subtle detail. Think about where the images will live and the most compelling photo you could post.

2 Saturation. Images should feel vibrant and in full color saturation following the general tones of the property.

3 Straightforward. No need for tricky photography or over editing. No filters. Models should look polished and finished, but never altered in appearance.

4 Lighting. Day should be bright and clear, night should be high flash and bold. Use colored gels to amplify the mood in day or nighttime shots.

5 Food. Photograph directly overhead or straight on in the case of cocktails. Avoid 34 views where possible. Keep the shot simple in setup. No need to overwhelm the shot with every element of the table setup.

6 People + Props. Our spaces are beautiful, but that added unexpectedness is what sets us apart. Utilize a prop to use a person to utilize an angle or pose.

7 Unique. Even though we shoot in hotels, we're not here to

8 Orientation. For website, email and press usage, always get a clear crop.

9 Casting. Diversity is important. Mix body types, skin tones and backgrounds.

LIFESTYLE IMAGES

Graphic Design Examples

PRIMARY TYPEFACE

Trade Gothic LT Std is our primary typeface for all uses of text, including headlines and display graphics. Please limit use of all caps for headlines.

Trade Gothic Bold Condensed No. 20

Tracking / Letter Spacing: -30
Uses:
• Headlines
• Invitations
• General Important Info

Trade Gothic Condensed No. 18

Tracking / Letter Spacing: -30
Sizing: No bigger than 75% of Headline size
Uses:
• Subheadlines
• Small captions

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
0123456789.,!?:@#\$%^&*(){}}

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
0123456789.,!?:@#\$%^&*(){}}

BRANDING

Jara

Visual identity for Jara, in Ibiza. This project included an original logo, illustrations, menu designs, digital marketing materials, and a photoshoot of the venue.

2022

Tags – Art Direction, Graphic Design, Illustration

The Standard, Ibiza's ground-floor entrance and street-level restaurant, Jara, throws open the doors to beautiful strangers and the buzzing street scene while guests enjoy farm-to-table cuisine and fresh cocktails, café-style. On the menu are dishes that allow ingredients to do the talking: vine-ripened tomato tartare expresses the agrarian staple at its finest. Sea bass "divorciado" and other fruits de la mer celebrate Ibiza's rich port history. In the evening, Jara is a social and culinary destination, upping the ante within intimate banquets and closed curtains, creating an atmosphere where anything goes.



[Unfolded Menu – Front + Back]

Carrer de Bartomeu Vicent Ramon, 9, 07800 Eivissa, Illes Balears, Spain



[Logo Signage + Venue Photography]

BRANDING

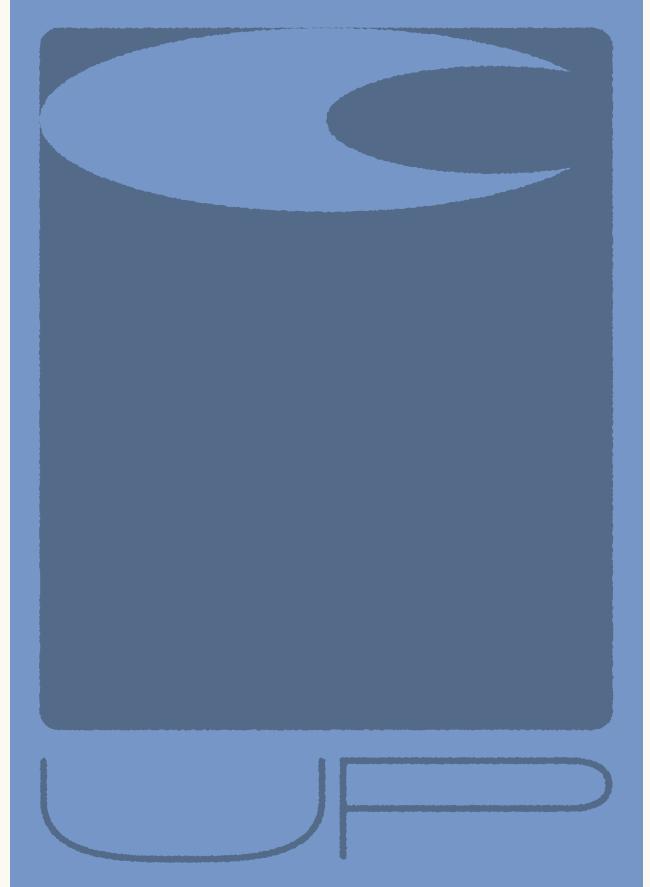
UP

Visual identity for UP, in Ibiza. This project included an original logotype, menu designs, digital marketing materials, and a photoshoot of the venue.

2023

Tags – Art Direction, Graphic Design, Illustration

UP is pure, dreamy Ibiza. The Standard, Ibiza's rooftop bar and restaurant surrounds guests with Old Town's most picturesque views. Savor elevated Japanese-Mexican flavors and sip exquisite cocktails, poolside. UP is Isla Blanca as you imagined it, and more.



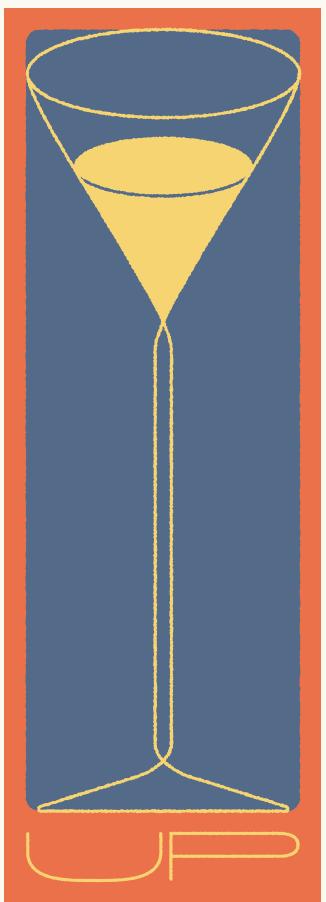
Carrer de Bartomeu Vicent Ramon, 9, 07800 Eivissa, Illes Balears, Spain

[Lunch, Dinner + Beverage Menus]

| MENÚ MEDIODÍA LUNCH MENU | |
|---|----|
| TEMAKI HAND ROLL | |
| Salmón, Mayo Picante, Ikura, Wakame <i>Salmon, Spicy Mayo, Ikura, Wakame</i> | 9 |
| Lubina Cítrica, Caviar Oscietra, Crujiente De Puerro <i>Citrus Sea Bass, Oscietra Caviar, Leek Crisp (gf)</i> | 12 |
| Aguachile De Lubina, Maíz Crujiente <i>Sea Bass Aguachile, Crunchy Corn (gf)</i> | 8 |
| Atún Rojo, Caviar De Aceituna <i>Red Tuna, Olive Caviar</i> | 12 |
| Tartar De Atún, Tobiko, Aguacate, Cebollino <i>Tuna Tartar, Tobiko, Avocado, Chives</i> | 11 |
| Gamba En Tempura, Caviar Oscietra <i>Shrimp Tempura, Oscietra Caviar</i> | 12 |
| Tartar De Wagyu, Pico De Gallo <i>Wagyu Tartar, Pico De Gallo</i> | 11 |
| Aguacate Trufado, Remolacha, Jalapeño <i>Truffle Avocado, Beetroot, Jalapeño (vg)(gf)</i> | 8 |
| ENTRANTES STARTERS | |
| Edamame Con Chile Guajillo Ahumado <i>Edamame With Smoked Guajillo Chili (vg)(gf)</i> | 8 |
| Guacamole E Ikura, Semillas Crujientes, Chips De Tortillas <i>Guacamole And Ikura, Crunchy Seeds, Tortilla Chips (gf)</i> | 19 |
| Topositos Y Salsas <i>Tortilla Chips And Salsas (v)(gf)</i> | 11 |
| Ensalada César Con Lechuga Romana, Picatostes, Pecorino, Pollo Crujiente <i>Cesar Salad, Romaine Lettuce, Croutons, Pecorino, Crispy Chicken</i> | 24 |
| Aguachile De Fresa, Tomates De Temporada, Cebolla, Aguacate <i>Strawberry Aguachile, Seasonal Tomatoes, Spring Onion, Avocado (vg)(gf)</i> | 18 |
| Croquetas De Cerdo Al Achiote 4 Unidades <i>Achiote Pork Croquettes 4 Pieces</i> | 16 |

| MENÚ CENA DINNER MENU | |
|--|----|
| TEMAKI HAND ROLL | |
| Salmón, Mayo Picante, Ikura, Wakame <i>Salmon, Spicy Mayo, Ikura, Wakame</i> | 9 |
| Lubina Cítrica, Caviar Oscietra, Crujiente De Puerro <i>Citrus Sea Bass, Oscietra Caviar, Leek Crisp (gf)</i> | 12 |
| Aguachile De Lubina Con Maíz Crujiente <i>Sea Bass Aguachile, Crunchy Corn (gf)</i> | 8 |
| Atún Rojo, Caviar De Aceituna <i>Red Tuna, Olive Caviar</i> | 12 |
| Tartar De Atún, Tobiko, Aguacate, Cebollino <i>Tuna Tartar, Tobiko, Avocado, Chives</i> | 11 |
| Gamba En Tempura, Caviar Oscietra <i>Shrimp Tempura, Oscietra Caviar</i> | 12 |
| Tartar De Wagyu, Pico De Gallo, Salsa Ahumada <i>Wagyu Tartar, Pico De Gallo, Smoked Sauce</i> | 11 |
| Aguacate Trufado, Remolacha Y Jalapeño <i>Truffle Avocado, Beetroot, Jalapeño (vg)(gf)</i> | 8 |
| ENTRANTES STARTERS | |
| Edamame Con Chile Guajillo Ahumado <i>Edamame, Smoked Guajillo Chili (vg)(gf)</i> | 8 |
| Topositos Con Salsas <i>Tortilla Chips And Salsas (v)(gf)</i> | 11 |
| Guacamole E Ikura Con Semillas Crujientes, Chips De Tortillas <i>Guacamole And Ikura With Crunchy Seeds, Tortilla Chips (gf)</i> | 19 |
| Croquetas De Cerdo Al Achiote 4 Unidades <i>Achiote Pork Croquettes 4 Pieces</i> | 16 |
| Aguachile De Fresa Con Tomates De Temporada, Cebolla, Aguacate <i>Strawberry Aguachile With Seasonal Tomatoes, Spring Onion, Avocado (vg)(gf)</i> | 18 |

Consulta por los alérgenos a tu camarero | Ask your waiter about allergens
(vg) Vegan | (v) Vegetarian | (gf) Sin Gluten | (GF) Free
Todo el pescado crudo ha sido congelado previamente durante 72h | All raw fish has been previously frozen for 72 hours



| COCTELES | |
|--|----|
| UP Margarita | 15 |
| tequila infusionado con citronela y jengibre, lima, agave lemongrass and ginger infused tequila, lime, agave | |
| Jalisco Mule | 15 |
| tequila, frambuosa, lima, agave, refresco de jengibre tequila, raspberry, lime, agave, ginger beer | |
| Floración | 15 |
| sotol, flor de saúco, maracacho, lima, cherry bitter, soda sotol, elderflower, maraschino, lime, cherry bitters, soda | |
| Golden Hour Punch | 16 |
| rum, naranja, ron blanco, maracuyá, avellana, lime, piña spiced rum, white rum, passion fruit, hazelnut, lime, pineapple | |
| Fortuna Spritz | 15 |
| gin, aloe vera, anís, romero, pomelo soda gin, aloe vera, anise, rosemary, grapefruit soda | |
| Tarocco | 15 |
| mezcal, licor de coco, naranja sanguina, lima mezcal, coconut liqueur, blood orange, lime | |
| Hazy Daisy | 15 |
| sake, litchi, limón sake, lychee, lemon | |

| GRANIZADOS FROZEN COCKTAILS | |
|--|----|
| Strawberry Margarita | 15 |
| tequila, fresa, lima tequila, strawberry, lime | |
| Frozen Cocktail of the Day | 15 |

| SANGRÍA | |
|---|----|
| Sangría de Cava | 52 |
| fruta de temporada, mix de sangría UP y cava fresh fruit, UP sangria mix and cava | |
| Sangría | 45 |
| fruta fresca, mix de sangría UP, fanta de limón y vino blanco o tinto fresh fruit, UP sangria mix, lemon soda and white or red wine | |



[Venue Photography]

ELIAS PAULSON – PORTFOLIO – 2023

ART DIRECTION

Photography

Selected images from the various brand photoshoots that I produced and led while working with The Standard.

2021–2023

Tags – Art Direction, Photography

My process includes conceiving and producing the photoshoots from beginning to end. This involves budgeting, setting a shot list, mood board creation, assembling a team of photographers, stylists, H&MUAs and models, and directing post production edits.



WEB DESIGN

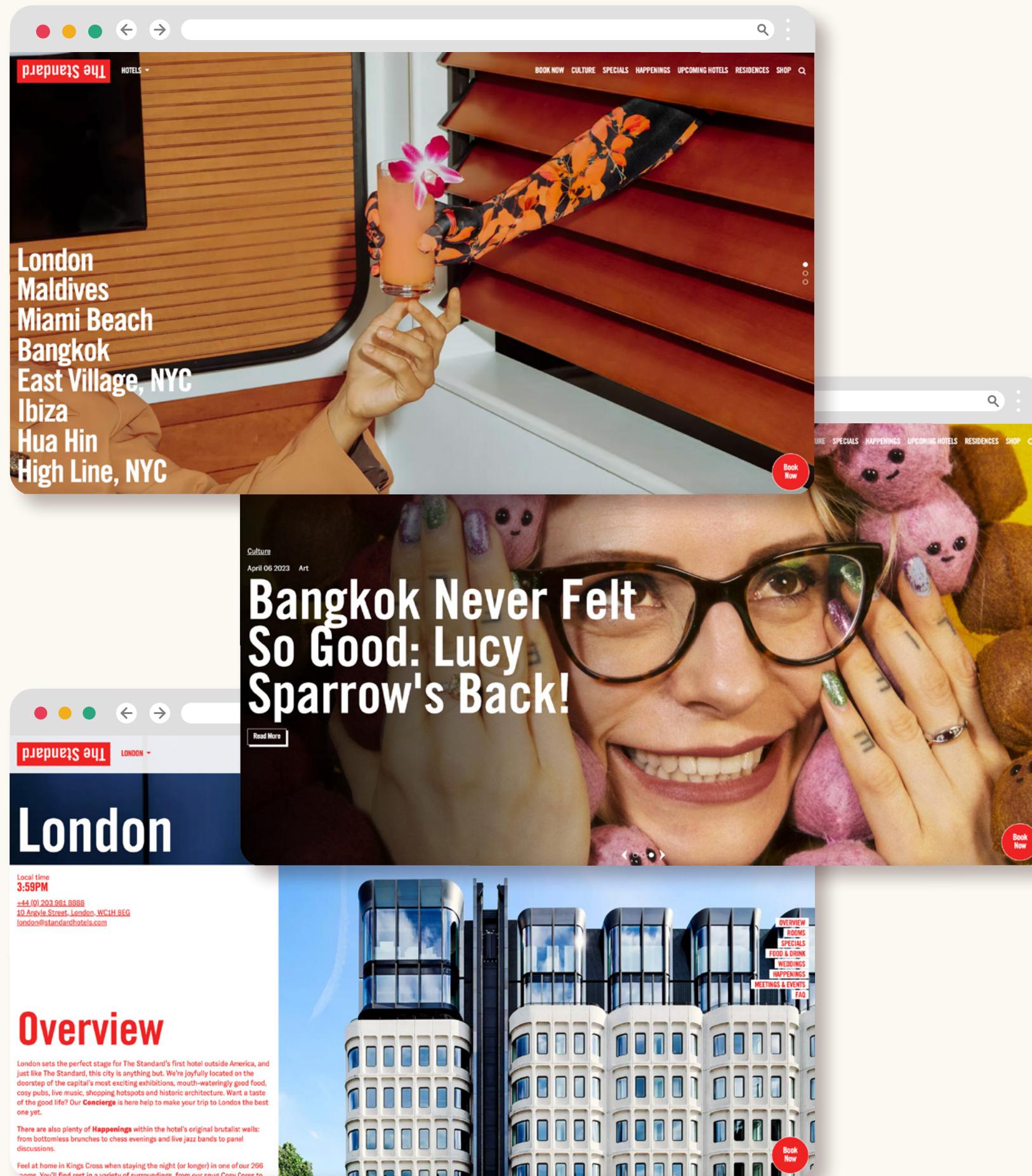
standardhotels.com

In 2021, I redesigned The Standard's website. The process included a sitemap and interactive mockups of each page (using Adobe XD).

2021

Tags – Art Direction, Graphic Design, Web Design

The Standard hotels has redefined boutique hospitality. Their collection consists of trendy hotels in Miami Beach, New York City, London, Bangkok and beyond.



standardhotels.com

WEB DESIGN

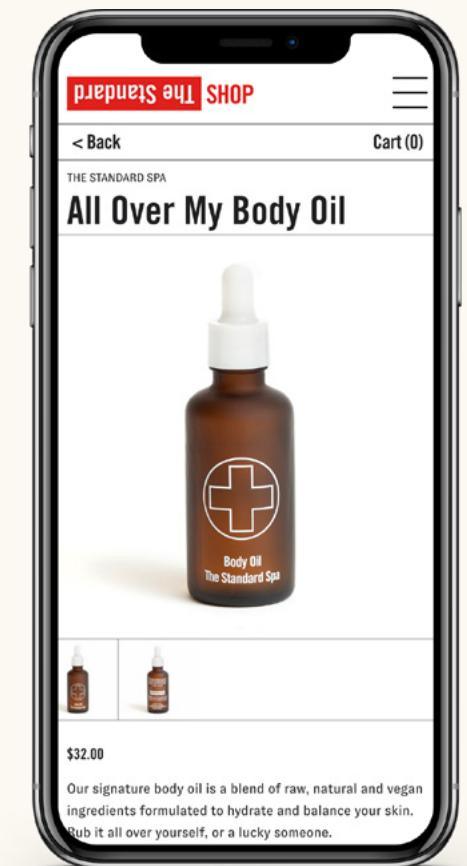
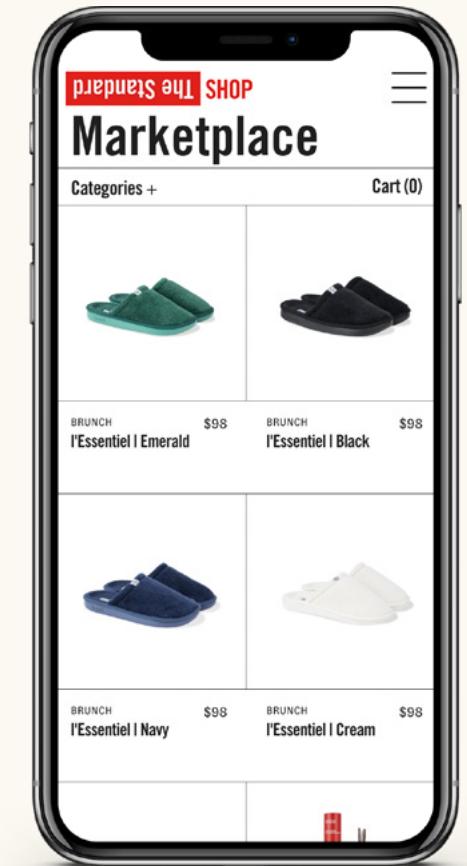
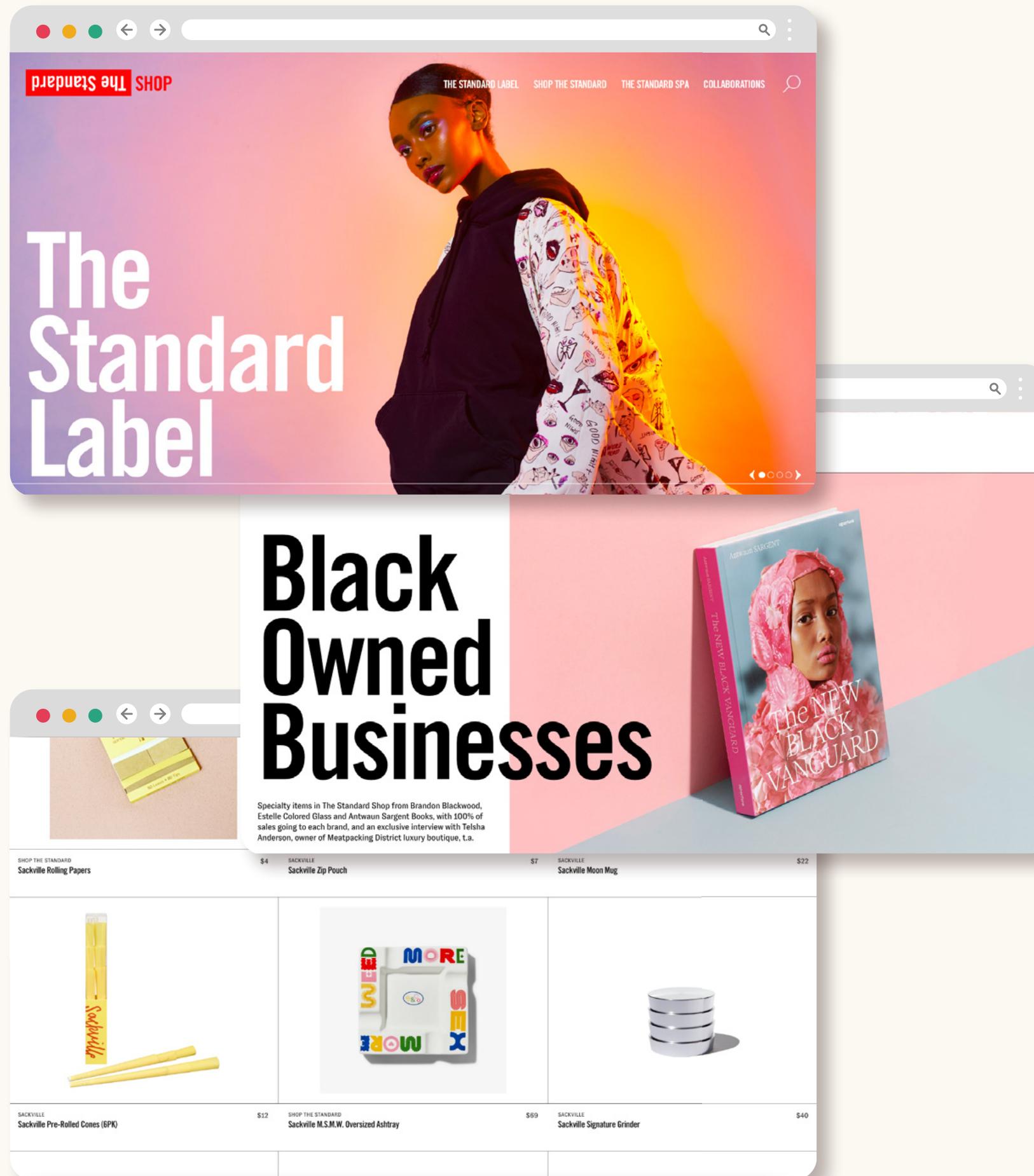
shopthestandard.com

In 2022, I redesigned The Standard's online retail marketplace. The process included a sitemap and interactive mockups of each page (using Adobe XD).

2022

Tags – Art Direction, Graphic Design, Web Design

The Standard hotels has redefined boutique hospitality. Their collection consists of trendy hotels in Miami Beach, New York City, London, Bangkok and beyond.



ART DIRECTION

Video Campaign

I worked on the development and OOH marketing campaign of a new booking app under The Standard brand—One Night Standard. That campaign featured original commercial video content, which helped concept and produce.

2023

Tags – Art Direction, Video Production, Storyboarding

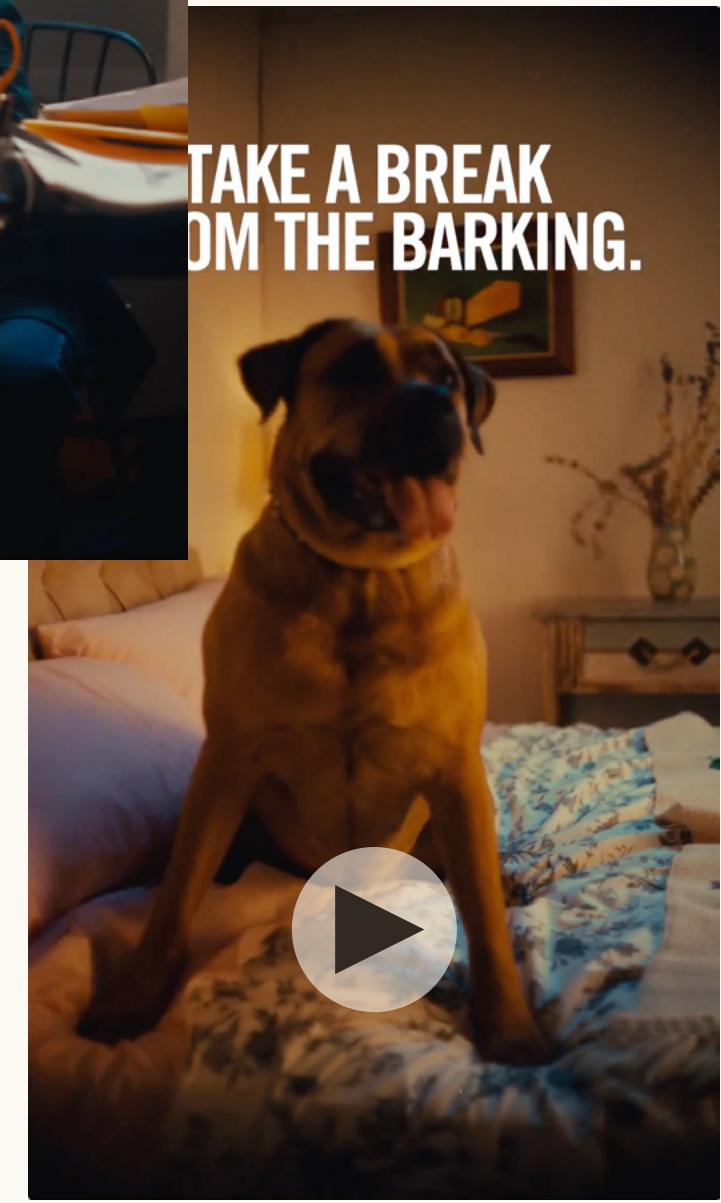
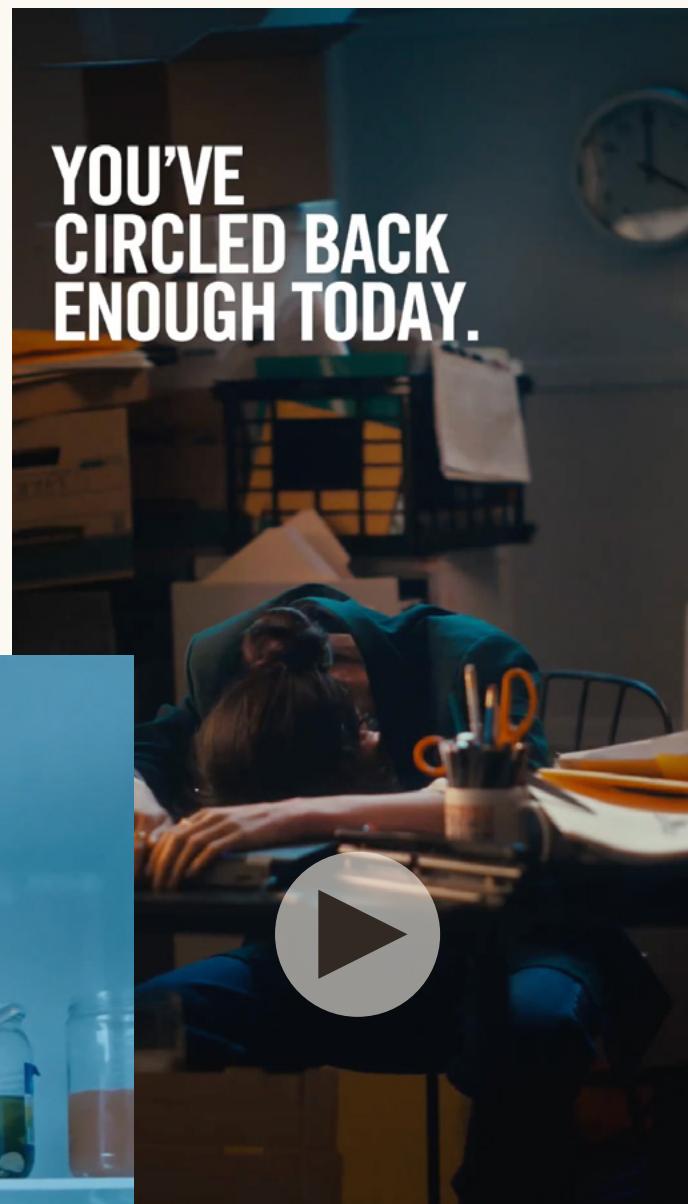
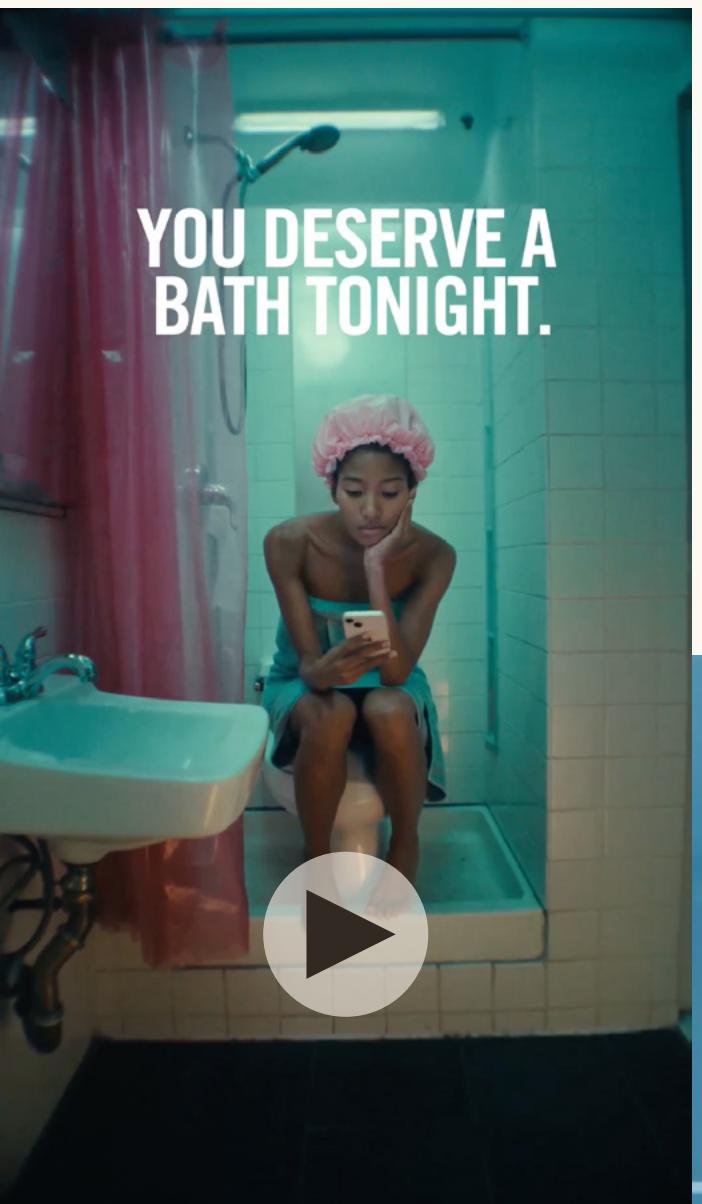
One Night Standard:

When you're craving a spontaneous escape, open the app at 3 p.m. to find the lowest available rates for tonight from \$179/night.

At all our hotels around the world, you'll go from "just browsing" to impulse booking in a flash.

See you tonight.

My process included working with The Standard's head copywriter to concept the campaign, storyboarding each video, and coordinating with the videographer and production team.



ART DIRECTION

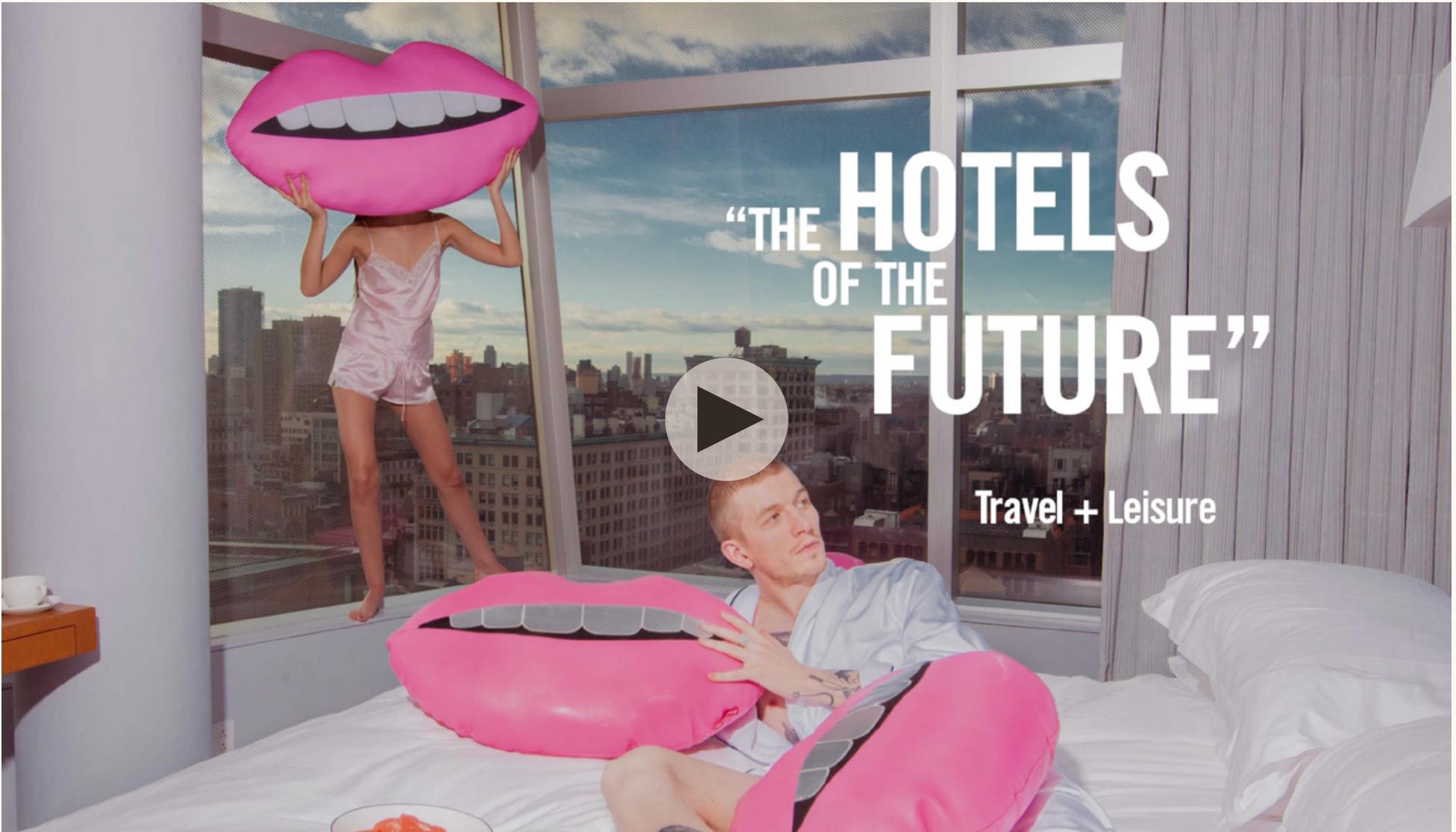
Video Editing

I led the creation of The Standard's new brand reel, which included gathering assets and graphics, dictating the order and flow, and providing feedback to the video editor.

2021

Tags – Art Direction, Video Editing

The Standard hotels has redefined boutique hospitality. Their collection consists of trendy hotels in Miami Beach, New York City, London, Bangkok and beyond.



PACKAGING DESIGN

Jumbo Pool Pasta

Packaging design for the run of six (6) pool pasta floats, created in collaboration between The Standard and **Jumbo**.

2022

Tags – Art Direction, Graphic Design

In a collaboration with NYC design practice Jumbo, The Standard introduces pool noodles that think outside the pasta box.

The inflatable shapes are inspired by familiar Italian culinary forms: macaroni, shells, farfalle, rigatoni, lasagna, tortellini, and ravioli, that feel right at home in a “pot” of water. Designed to be lounged on, each design translates its pasta inspiration into an “Emoji-fied” form.

In 2022, Jumbo + The Standard designed a series of pasta-shaped pool floats for Art Basel Miami. Subsequent installations include Ibiza, Hua Hin, Bangkok, and the Maldives.



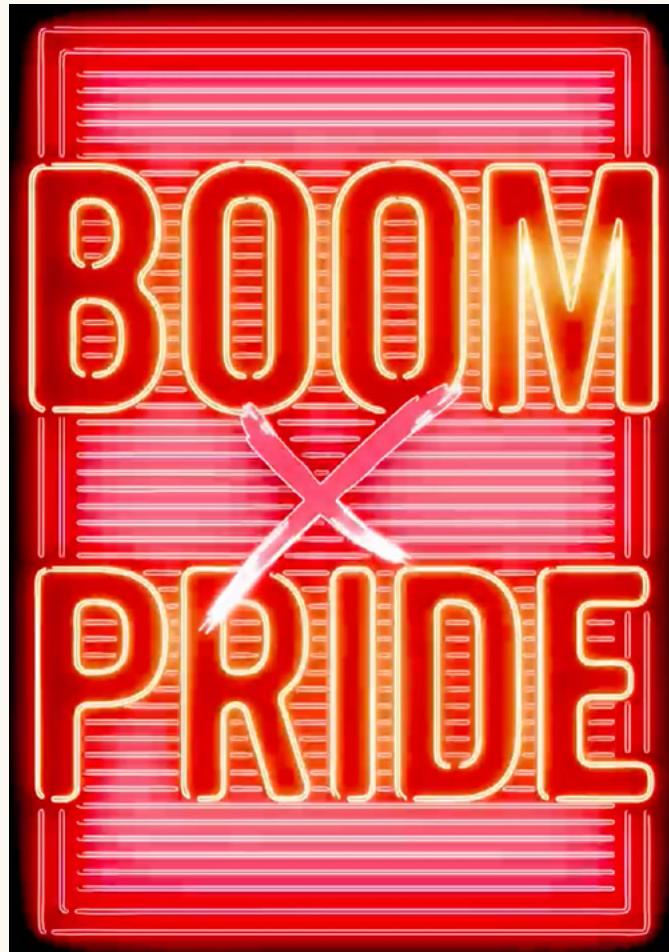
MOTION GRAPHICS

Misc.

Selection of various animations and video edits that I created.

2015 – 2023

Tags – Motion Graphics, Animation, Video Editing, Graphic Design



Madonna Pride Party
Invite for Madonna's
Pride party (2021).

[Link](#)



Clay Pigeons (Lyric Video)

For IFC Films' promotion of *Blaze* (2018).

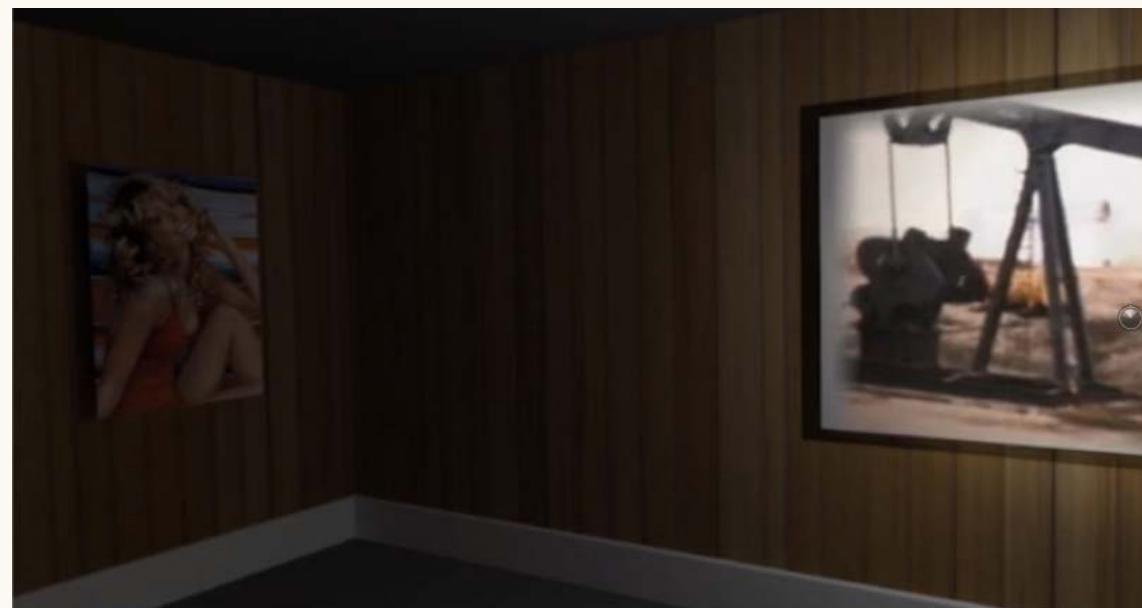
[Link](#)



Lizzo on The Late Show

Background visuals for Lizzo's performance on The Late Show with Stephen Colbert (2015).

[Link](#)



Badlands

Immersive 360° video created in conjunction with my Parsons thesis.

[Link](#)

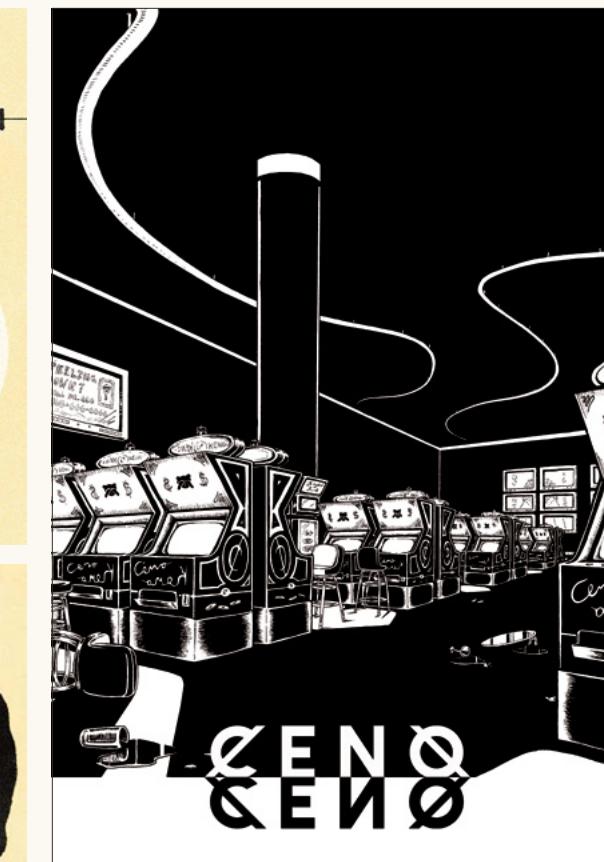
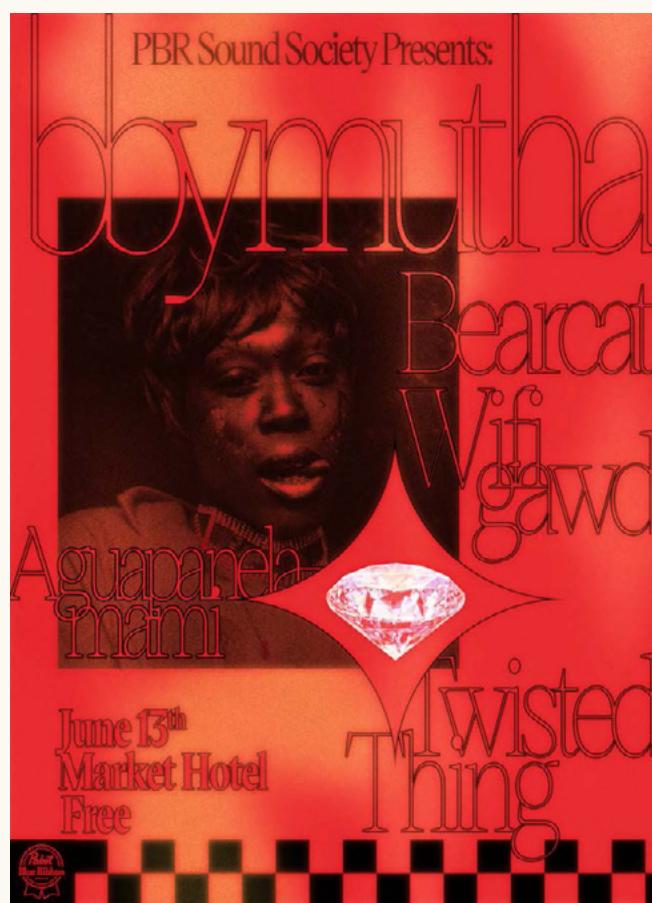
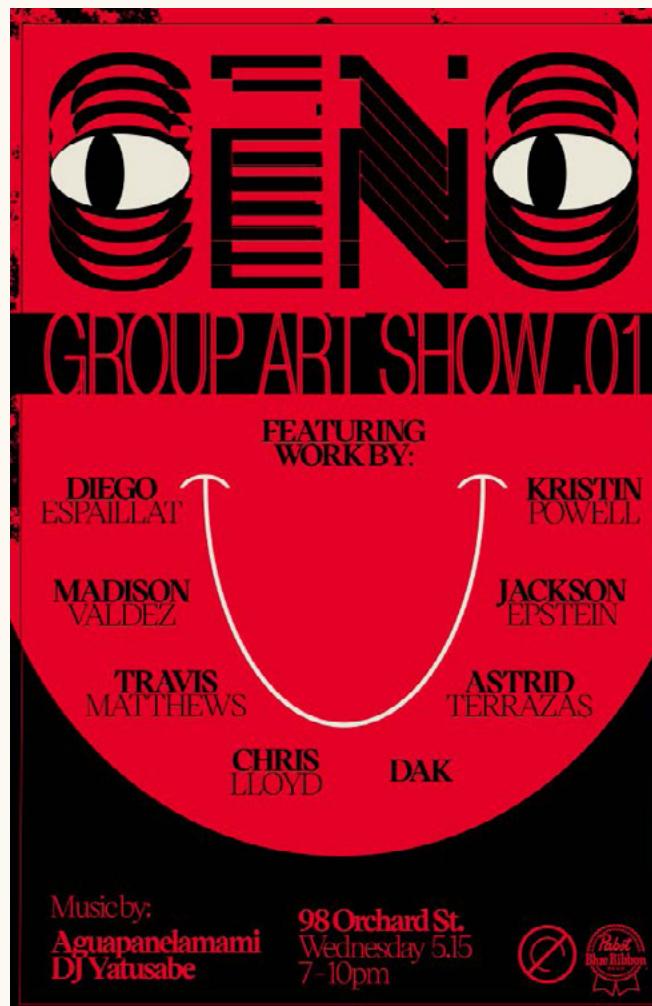
ILLUSTRATION

Misc.

Selection of various illustrated pieces I created, ranging from event promotion to album cover art to gallery installations.

2015 – 2021

Tags – Illustration, Graphic Design, Printmaking



[Clockwise from top-left: CENO Group Art Show Poster (2017), Totem Album Art (2019), CENO Studios Poster (2016), Badlands Etchings (2017), Show Me The Body Album Cover (2018), Ceno Alley Party Poster (2016), CENO Subway Poster (2017), PBR Presents Bbymutha Poster (2017)]



GRAPHIC DESIGN

Misc. EDMs

Selection of various designs I created for brand wide promotions, marketing efforts, paid ads, events, and announcements for The Standard.

2019 – 2023

Tags – Art Direction, Graphic Design

