

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.

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406.529.1866

PORTFOLIO —— SELECTED WORKS **2023**

BRANDING

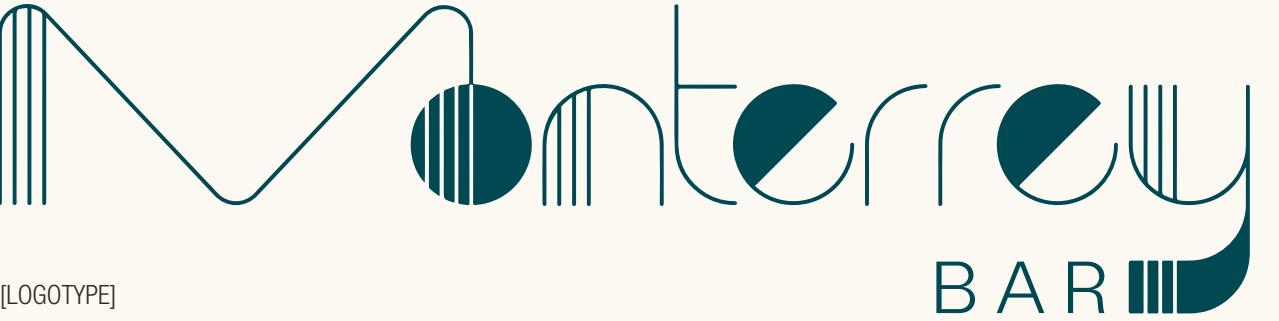
Monterrey Bar

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.

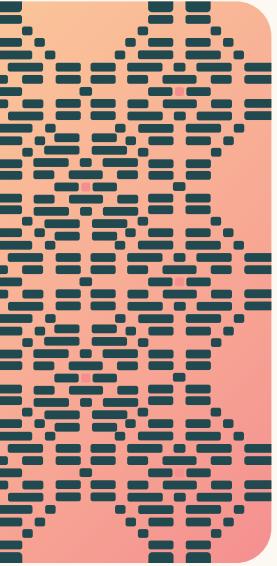
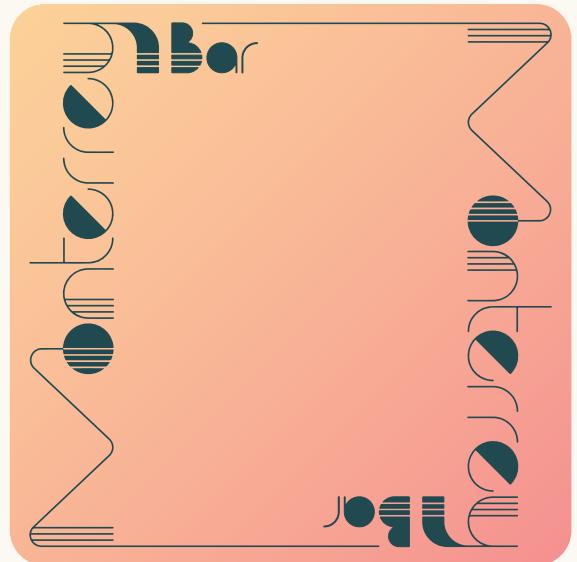
2021

Tags – Art Direction, Graphic Design, Typography, Illustration

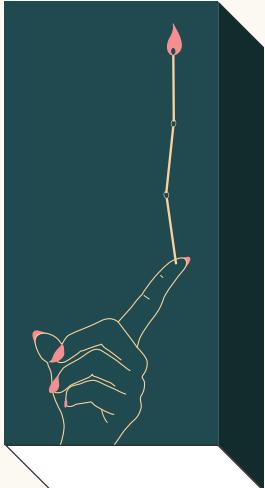
Monterrey Bar pays homage to Monterrey Motel, which opened at 40 Island Avenue in 1953 and was originally designed by Architect Norman Giller. The T-shaped bar with Amazonite stone is a dramatic focal point and provides an intimate place to gather. Afromosia wall paneling and plush carpet emulating the 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.



[Menu Content]



[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

The Standard

BRAND GUIDELINES

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.

The Standard

The Standard

PHOTOGRAPHY

- 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.
- Saturation. Images should feel vibrant and in full color saturation following the general tones of the property.
- Straightforward. No need for tricky photography or over editing. No filters. Models should look polished and finished, but never altered in appearance.
- 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.
- 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.
- People + Props. Our spaces are beautiful, but that added unexpectedness is what sets us apart. Utilize a prop to use a pose that's unexpected or weird without posing.
- Unique. Even though we shoot in hotels, we're not here to
- Orientation. For website, email and press usage, always get a
- Clear Extras. Consider the background. Get rid of cords.
- Casting. Diversity is important. Mix body types, skin tones and

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,!?:@#\$%^&*(){}
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,!?:@#\$%^&*(){}
The Standard Brand Guidelines

BRANDING

Jara

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

2022

Tags – Art Direction, Graphic Design, Illustration

Jara throws open its doors to beautiful strangers and the buzzing street scene, offering 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

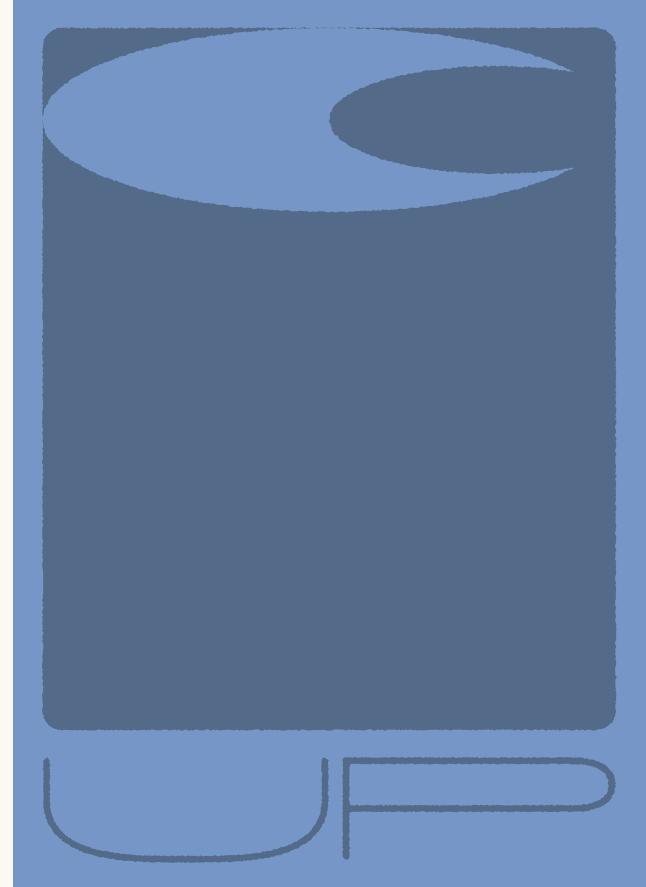
UP

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

2023

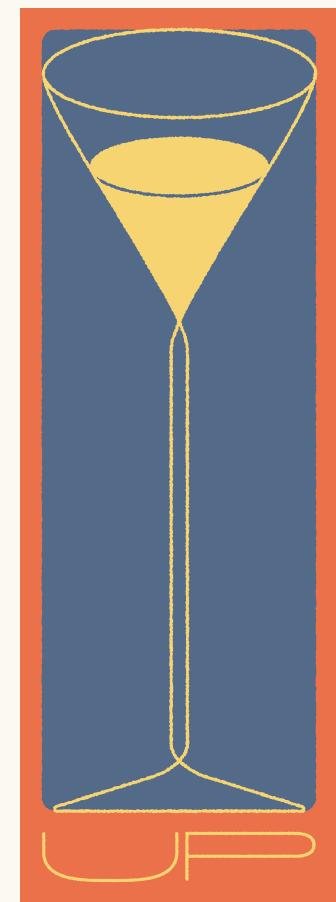
Tags – Art Direction, Graphic Design, Illustration

UP is pure, dreamy Ibiza. A 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]



[Venue Photography]

ELIAS PAULSON – PORTFOLIO – 2023

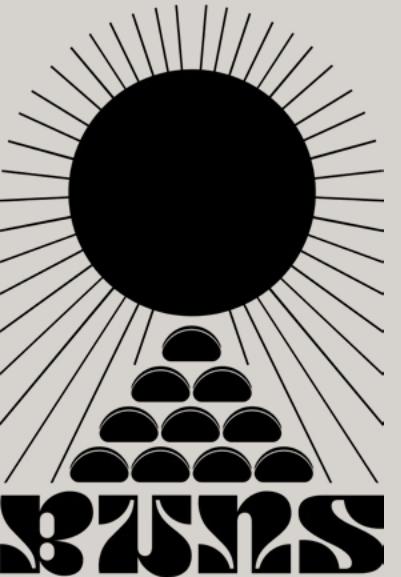
BRANDING

Misc. Logos

Selection of various logos I have created over the years.

2017 – 2023

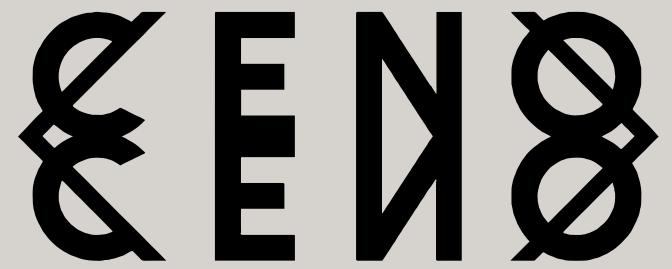
Tags – Graphic Design, Illustration, Branding



[Food Truck – London]



[Restaurant – Miami]



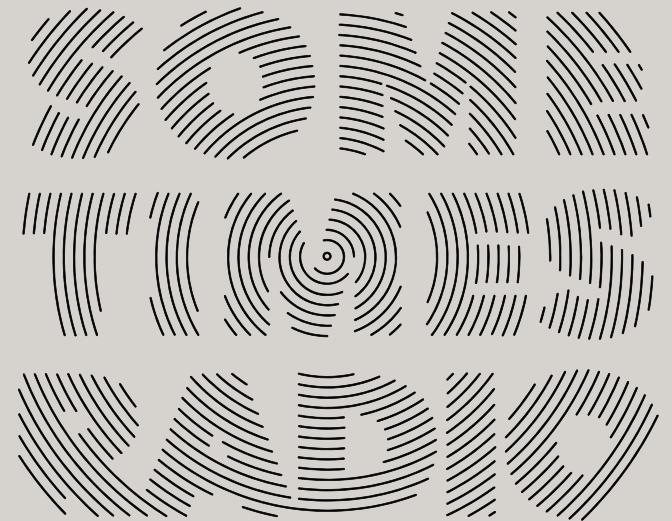
[Design Studio – NYC]

Sweeties

[Bar / Lounge – London]



[Restaurant – NYC]



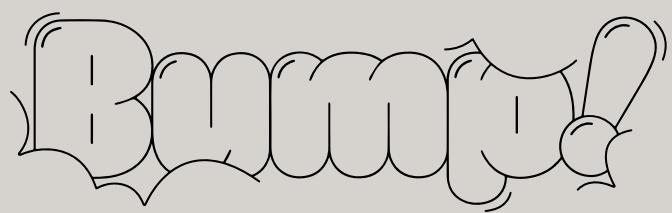
[Radio Program – London]

THE STANDARD CIRCLE THE STANDARD CIRCLE THE STANDARD CIRCLE

[Rewards Program – Global]

The Rooftop

[Restaurant / Bar – London]



[Bumper Car Rink – NYC]

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

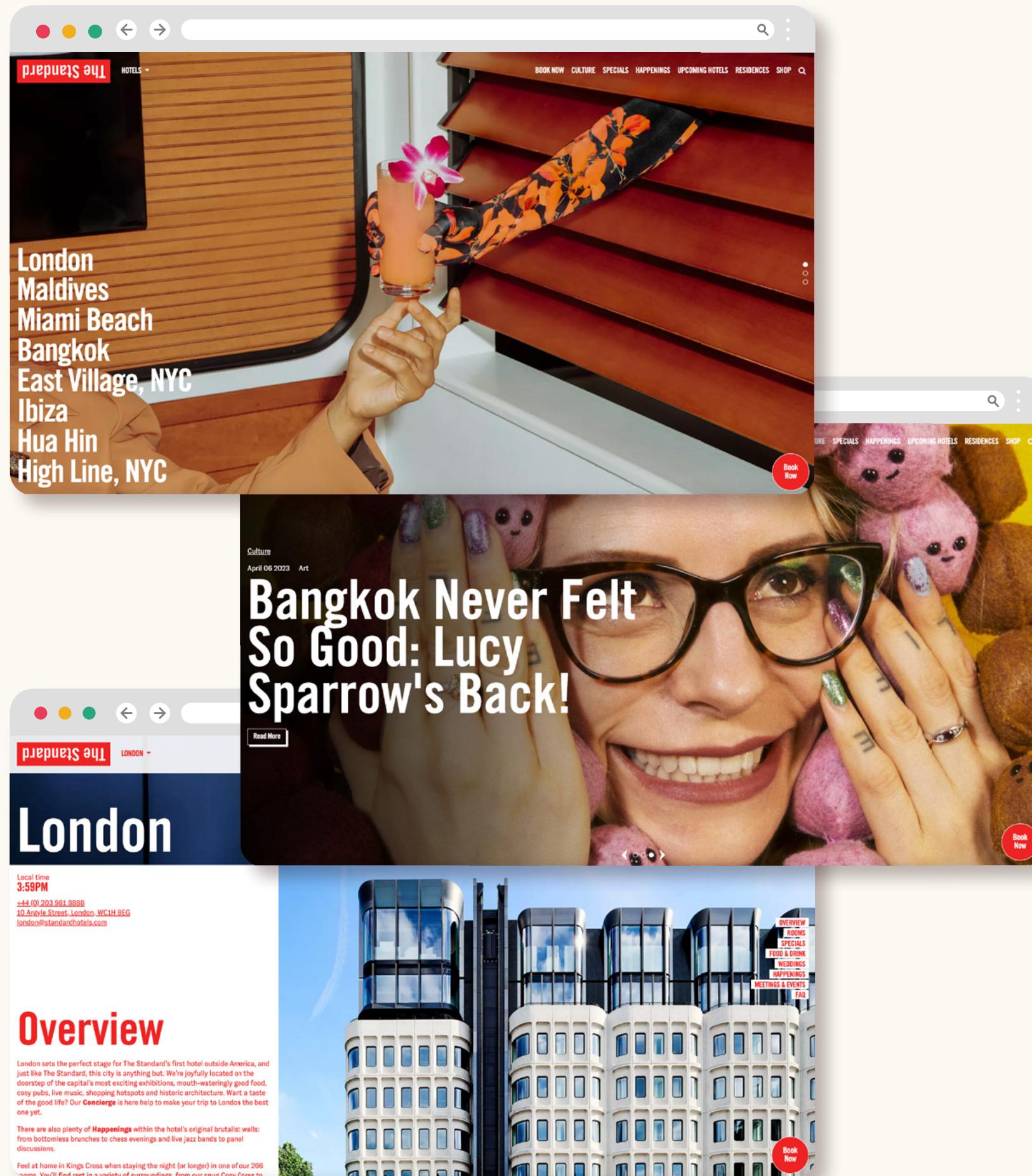
standardhotels.com

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

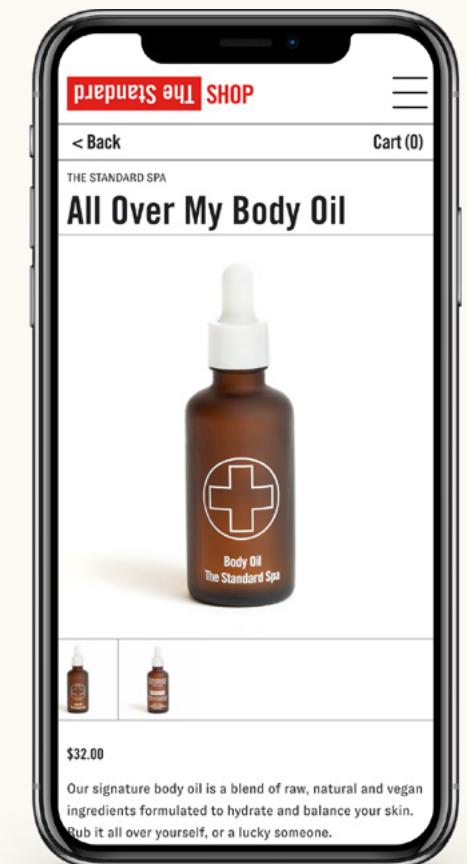
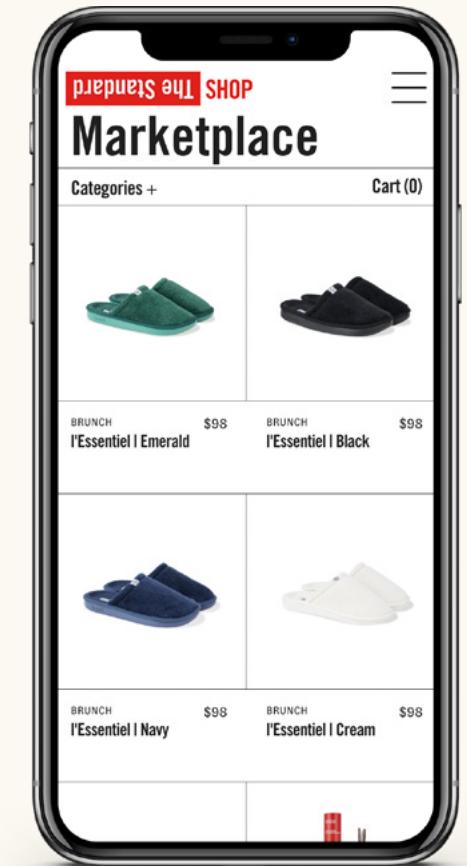
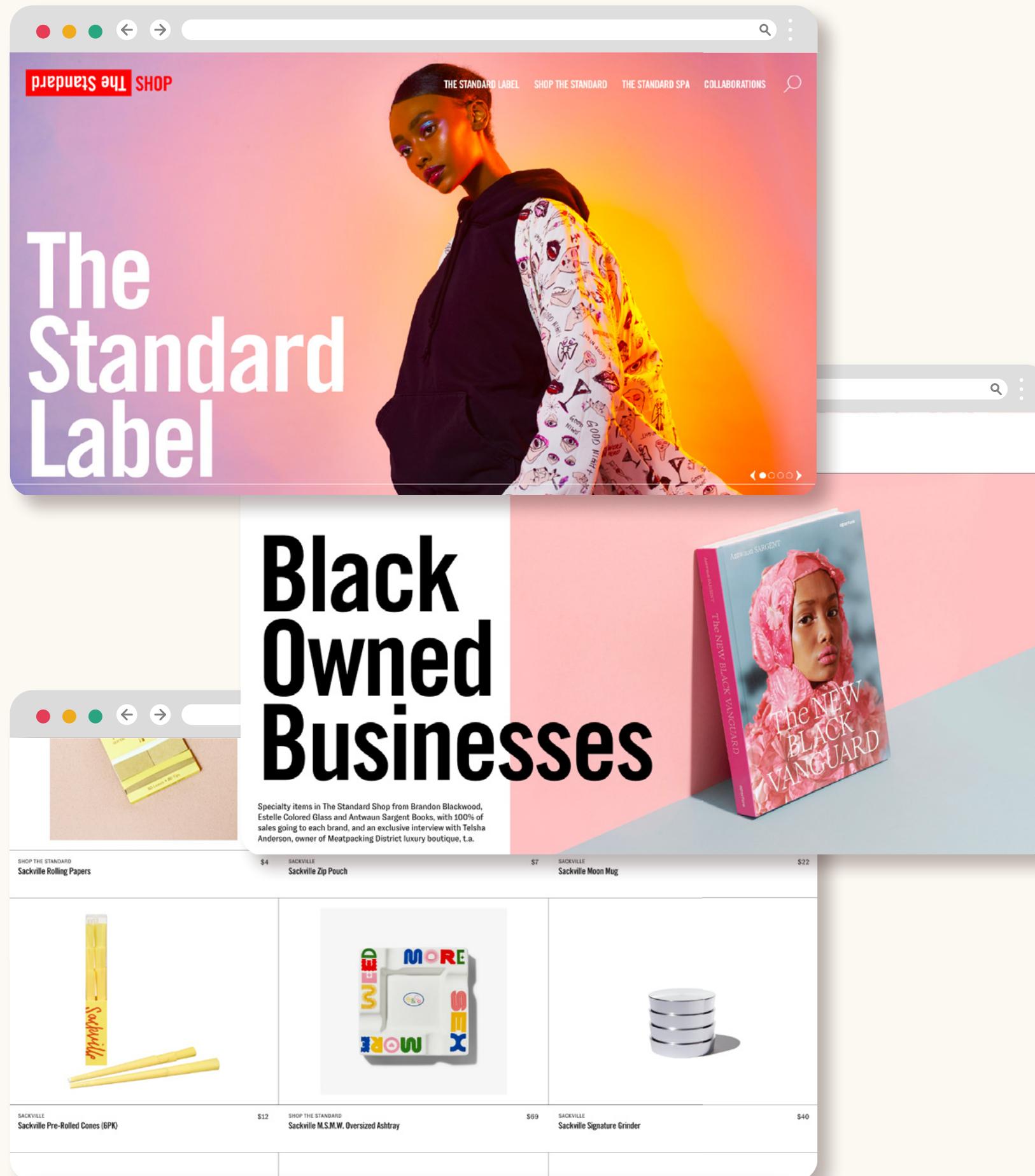
shopthestandard.com

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 hotel booking app—One Night Standard. That campaign featured original commercial video content, which helped concept and produce.

2023

Tags – Art Direction, Video Production, Storyboarding

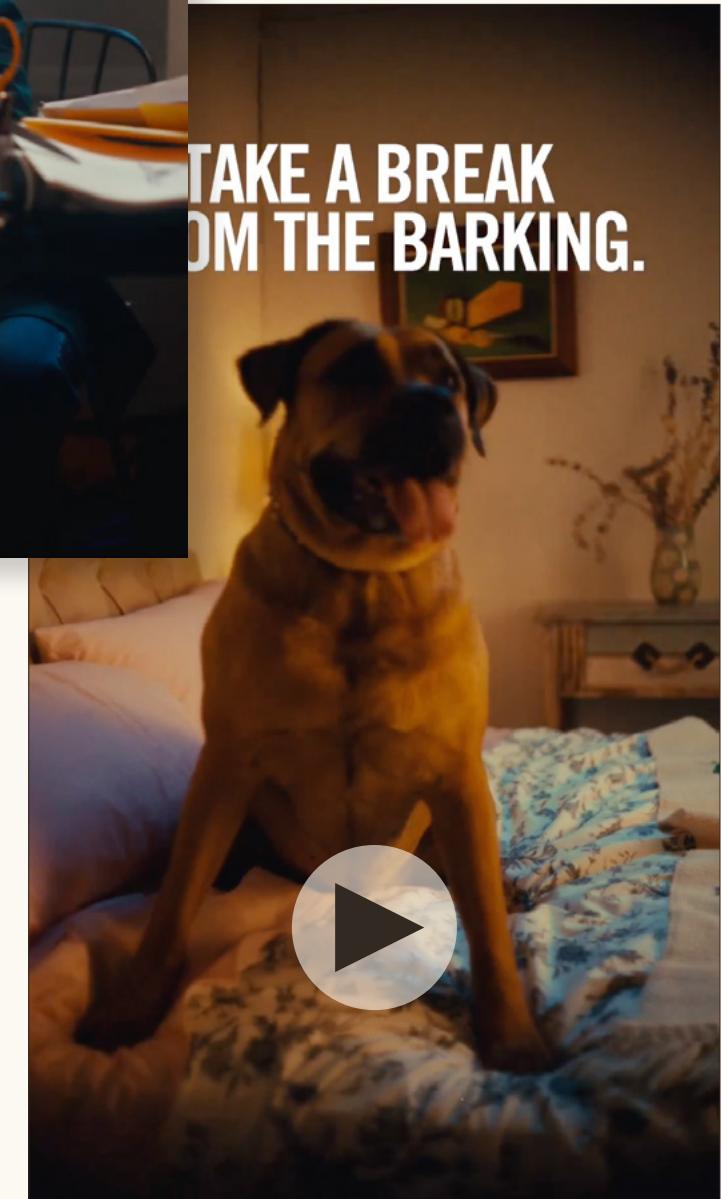
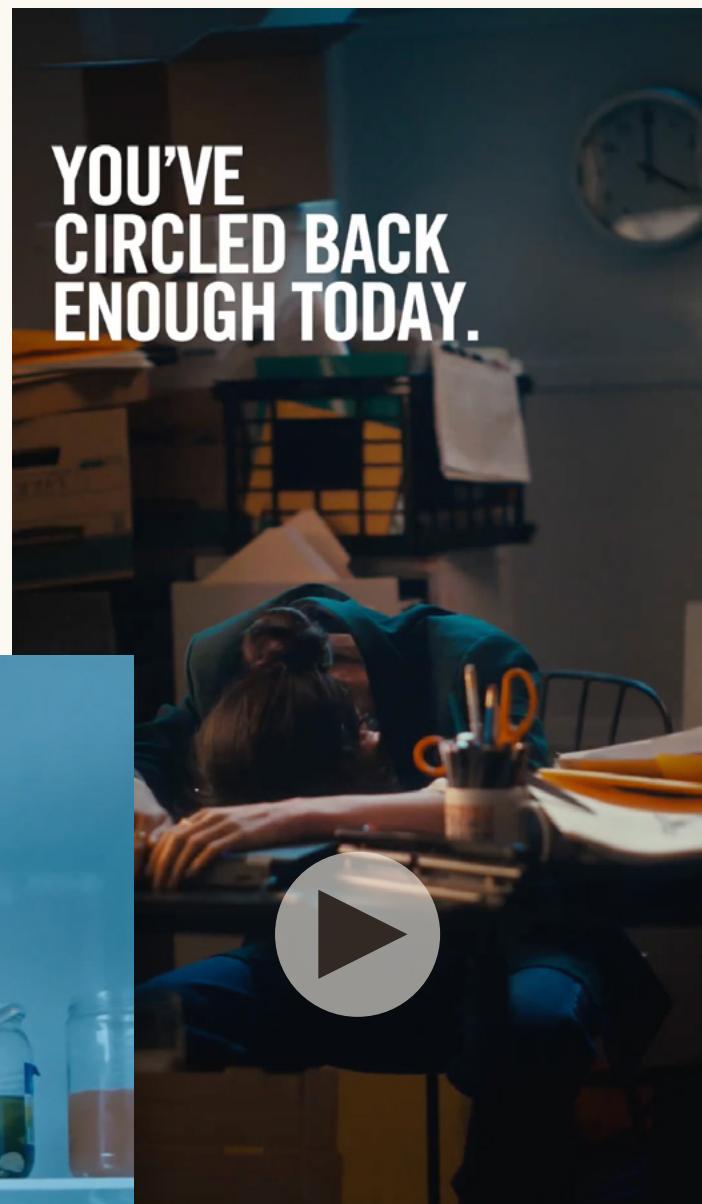
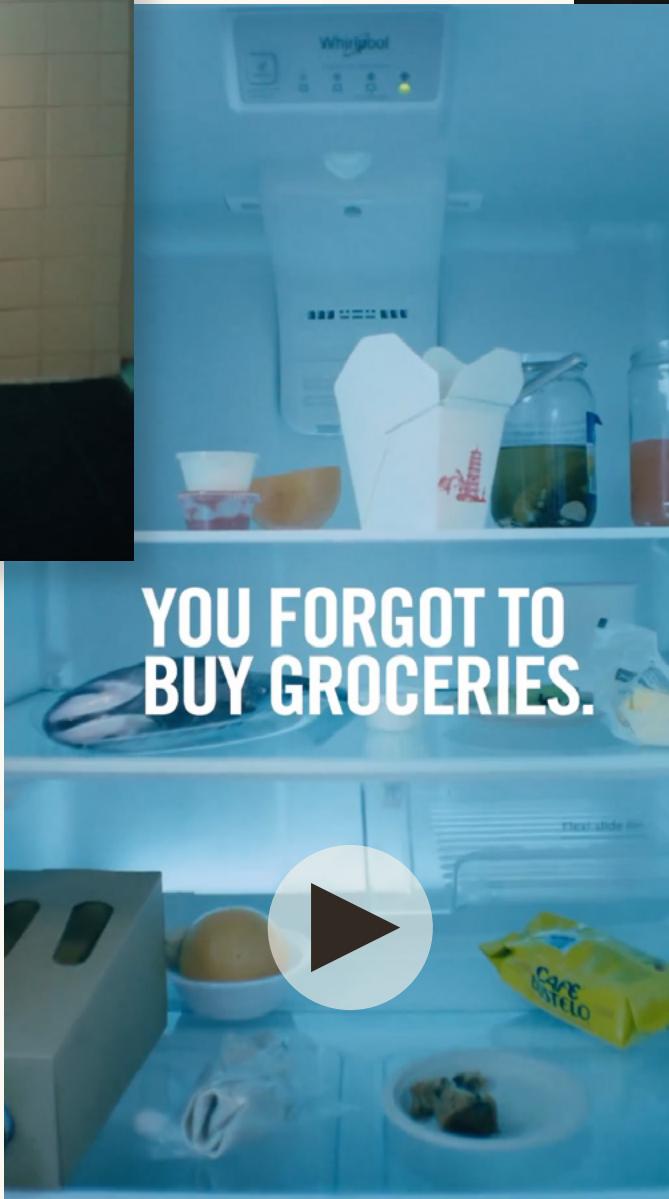
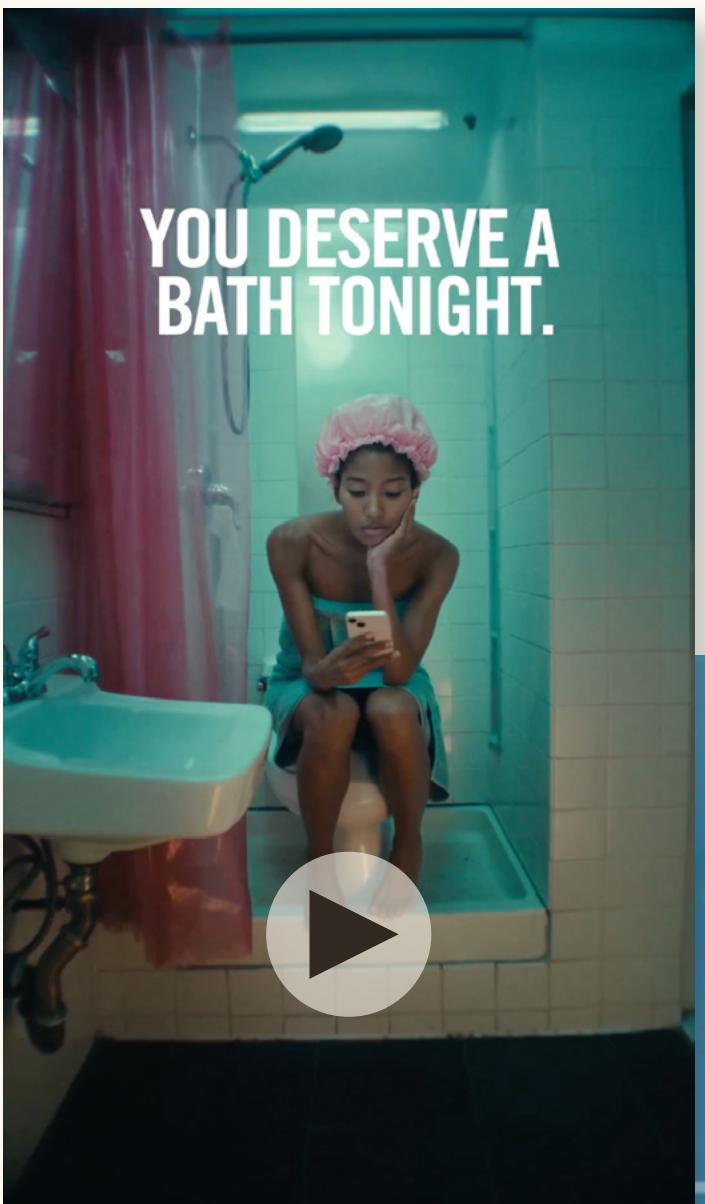
One Night Standard:

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 in-house team's head copywriter to concept the campaign, storyboarding each video, and coordinating with the videographer and production team.



ART DIRECTION

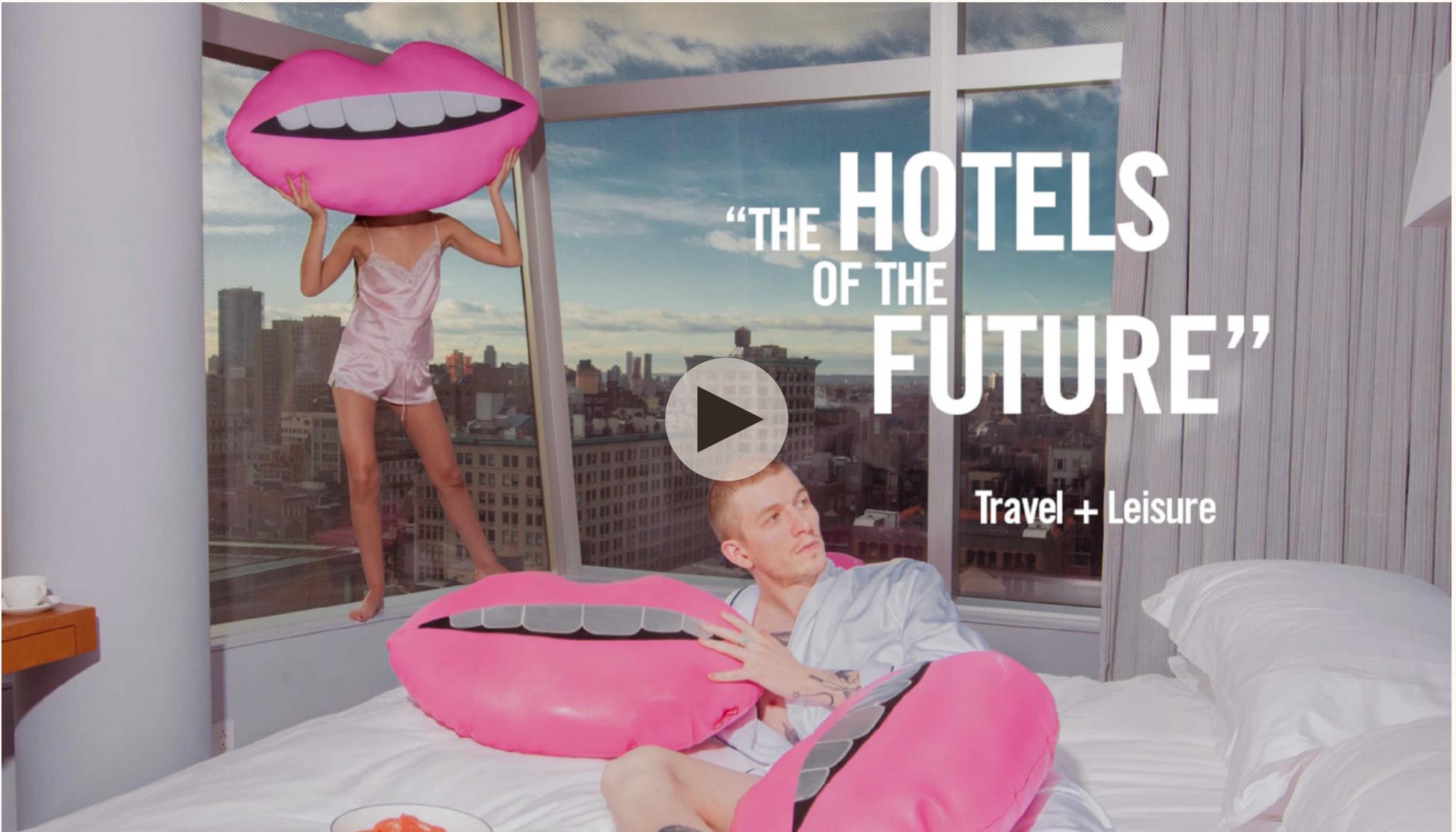
Video Editing

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

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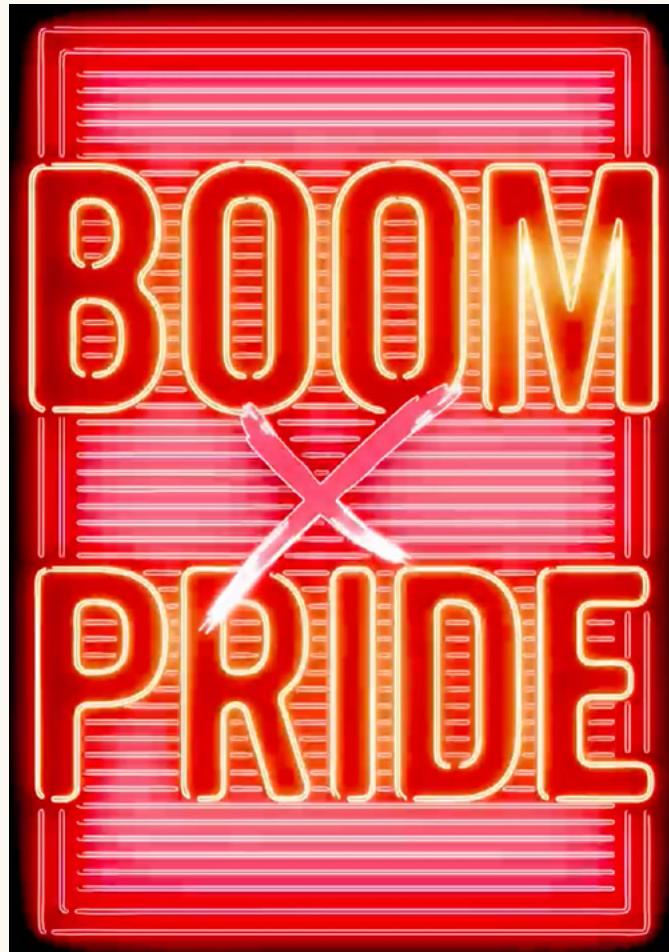
MOTION GRAPHICS

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).

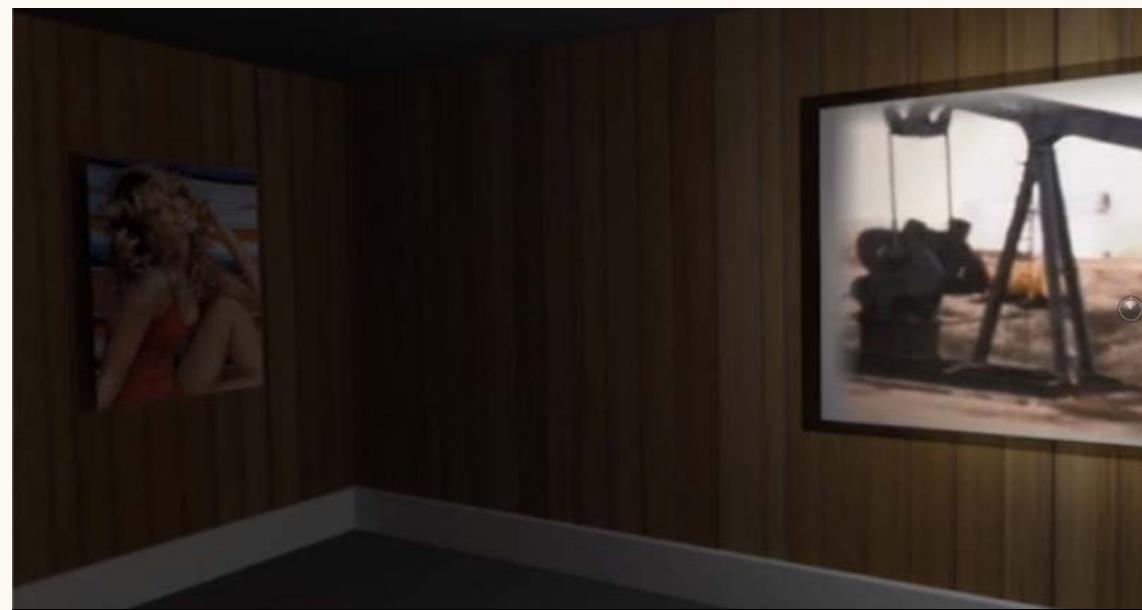
[Link](#)



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](#)

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.



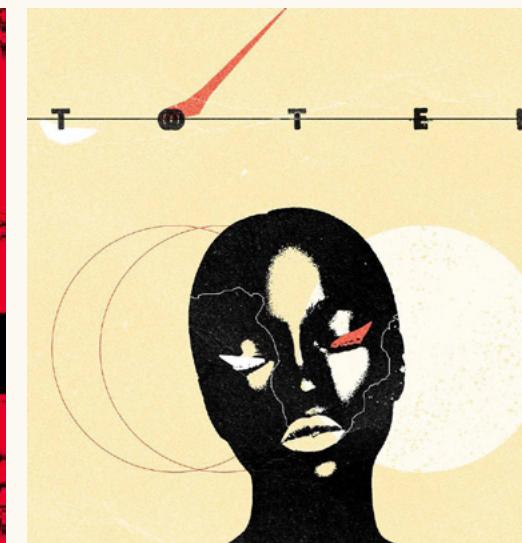
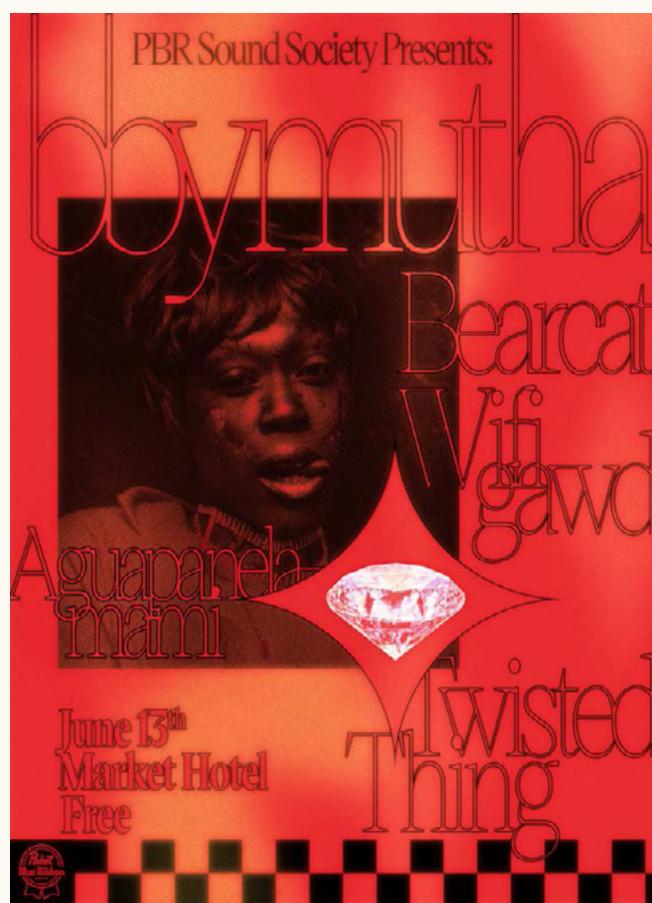
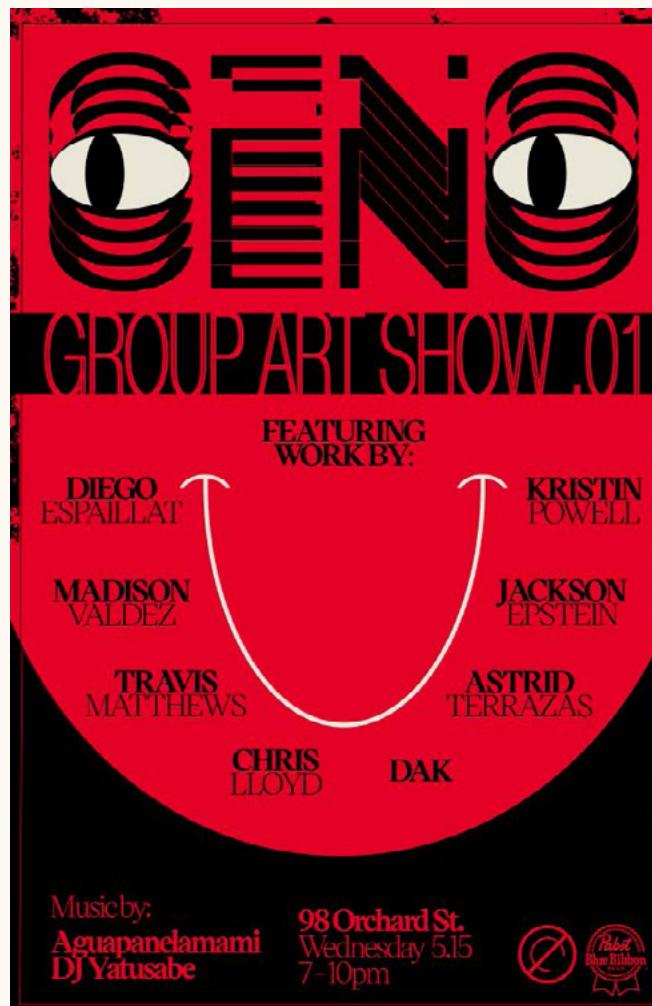
ILLUSTRATION

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)]

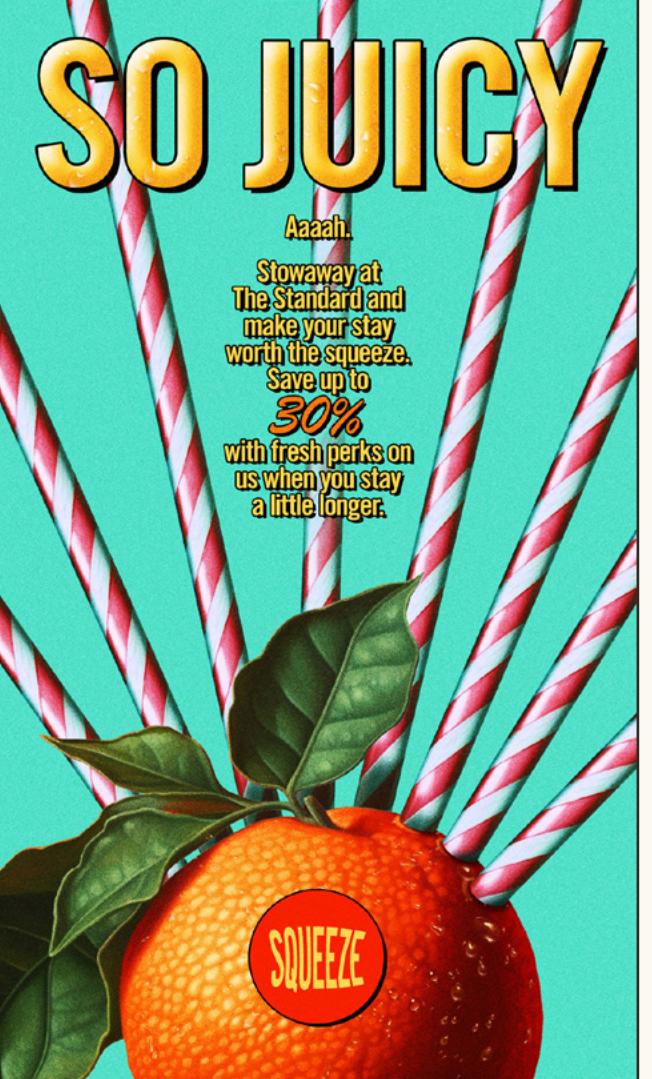
GRAPHIC DESIGN

Misc. EDMs

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

2019 – 2023

Tags – Art Direction, Graphic Design



An advertisement for THE STANDARD x ZARA. The background is a solid pink color. On the right side, a male model in a maroon and white jacket and black shorts is kneeling on one knee, holding his head in his hand in a dramatic pose. To his left is a white speech bubble containing text. At the bottom left is a red circular button with the text "Shop The Collection". The ZARA logo is at the top right, and the THE STANDARD logo is at the top left.

A promotional graphic for Decimo and Sweeties. The main title "LET'S DISH" is in large, bold, orange letters. Below it, there are two sections: "Sweeties" showing a cocktail and a dish, and "DECIMO" showing a cocktail and a dish. Text in the middle says: "It's been a sec, but Decimo and Sweeties are back fresher than ever, Saturday, 3 September. Let's swap sexy summer stories. We need details, babe." At the bottom, there are four buttons: "BOOK A SPOT", "BOOK A TABLE", "MAKE IT A SWEET STAY-CAY", and "DAILY DJS".

A graphic featuring a large, stylized pink mouth with white teeth. The words "LET'S GET TO IT" are written in large, bold, orange letters that radiate outwards from behind the mouth. To the left of the mouth, text reads: "Did you just say Pride? Wild... we had the exact same thought." To the right, text reads: "Soak up every scandalous minute of Pride Month at The Standard." A woman in a red outfit is shown in a dynamic pose.



We know you're on the move again, and we love to see it! So make sure you're fully equipped for your travels by taking a piece of us wherever you go. With oversized water bottles, face masks, comfy sweats and more, The Standard Shop has everything you need to stay fresh and perky from point A to B and back again.

Two side-by-side promotional graphics. The left one shows a yellow product box with a white cross and the text "Soft & Supple Face It Nourishing Mask". The right one shows a red drinking vessel with a purple cap and the text "Glug, Glug, Glug DRINK ME".

Hydrate that sweet lil' face of yours with a nourishing mask. Take this drinking vessel that fits an entire bottle of wine wherever you go. Water works, too.

Two side-by-side promotional graphics. The left one shows a blue notebook with the text "So Many Thoughts!". The right one shows a luggage tag with the text "SECURE THE BAG".

Scribble down those clever ideas and keen observations in the London Notebook. Make sure everyone knows who you are with the luggage tag that says it all.

A graphic for "The Standard x Croft Alley Guest Bartender Series benefitting The ACLU". It features a purple and blue abstract background. The text "The Standard x Croft Alley" and "Guest Bartender Series" are prominently displayed, along with "benefitting The ACLU".