

LESLIE OLSON // *portfolio*



LUXURY PRODUCT DESIGN
Identity, packaging, interactive

I created an identity, nomenclature, and collateral for a family-owned producer of three kinds of alcohol on a seasonal, limited-batch, online basis. Food-pairings menus, season-customized packaging for the bottles, and an online shop with responsive dimensions are included in the system. (See web animation on USB drive at end of book or at [leslielynneolson.com/#/wyttsspirits](http://lynneolson.com/#/wyttsspirits).)





The Wytt's Spirits website is a responsive design featuring a top navigation bar with links to Services, About Slurp, Sip, Savor, Shop, Account, Blog, and Contact. The main banner features a colorful, abstract background with the words "SLURP", "SIP", and "SAVOR". Below the banner, a central text block discusses their seasonal spirit releases and the joy of consumption. Three main product categories—SIP, SLURP, and SAVOR—are highlighted with icons and descriptions. Each category has a "SHOP INDIVIDUAL SPIRITS" or "CREATE CUSTOM TRIO PACKAGE" button. A detailed product page for "PEPPERMINT INFUSED VODKA" is shown on a smartphone, including a product image, price (\$39.99 // €35.18), and a short description.

WYTT'S SPIRITS
ESTD 1895

SERVICES

ABOUT SLURP, SIP, SAVOR

SHOP

ACCOUNT

BLOG

CONTACT

SLURP

SIP

SAVOR

Each season, we debut one carefully crafted liquor, beer, and wine. These limited-edition batches are globally sought-after for their rare, seasonally-grown ingredients and refinement process. We've enriched the experience of these batches by packaging them beautifully and including meal pairings in our customers' order packages. Every bit of the joy in consuming these spirits is, in fact, the spirit of culture, heritage and community surrounding them.

SIP

SLURP

SAVOR

Walter kept his Wytt's about him by creating his spirits with Swiss aromatic florals, perfectly paired with a variety of fruit-based beverages. The water used in our special distilling process comes straight from an Alpine spring.

So named by Grandpa Walter Wytt for its blissful drinkability. Our family started out brewing belgians and browns, but we've mastered every kind on the shelf. They say hops contain antioxidant properties. To your bon santé!

A family favorite—the heirloom grapes grown in the Alps are like none other. Wild berries and spices of all sorts brand our wine as delicately flavorful. Walter reminded us not just to savor what we had, but what we had to offer.

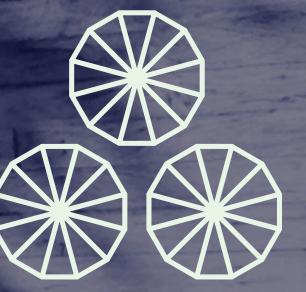
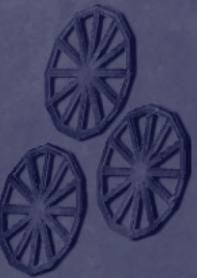
SHOP INDIVIDUAL SPIRITS

CREATE CUSTOM TRIO PACKAGE

PEPPERMINT INFUSED VODKA
\$39.99 // €35.18

This light vodka was infused with the essence of the peppermint plants our family has farmed in our garden for three generations. pairings smoked salmon, caviar and traditional Swiss stone-cracked biscuits, spinach-beet tarte, kale salad.

ADD TO CART



CROWN
CLINIC

CROWN
CLINIC

BRANDING A CAUSE
*Identity, style guide, stationery,
environmental, interactive*

Crown Clinic is a walk-in eating disorder clinic. The storefront is discreet and welcoming, the app and handbook user-friendly. Deliverables fortify and enhance one another in design and function. (See usb drive at end of book for app animation, or visit leslielynneolson.com/#/crown-clinic.) Merit award winner, AIGA Blue Ridge Flux Show 2015.

YOUR CLINICIAN

CROWN
CLINIC

Lee Yang, Clinician
651 212 7696 ext. 556
lyang@
lyana.org

200 6th Street S



2

YOUR MEAL PLAN



grains
7



fat
4



fruit
5



dairy
5

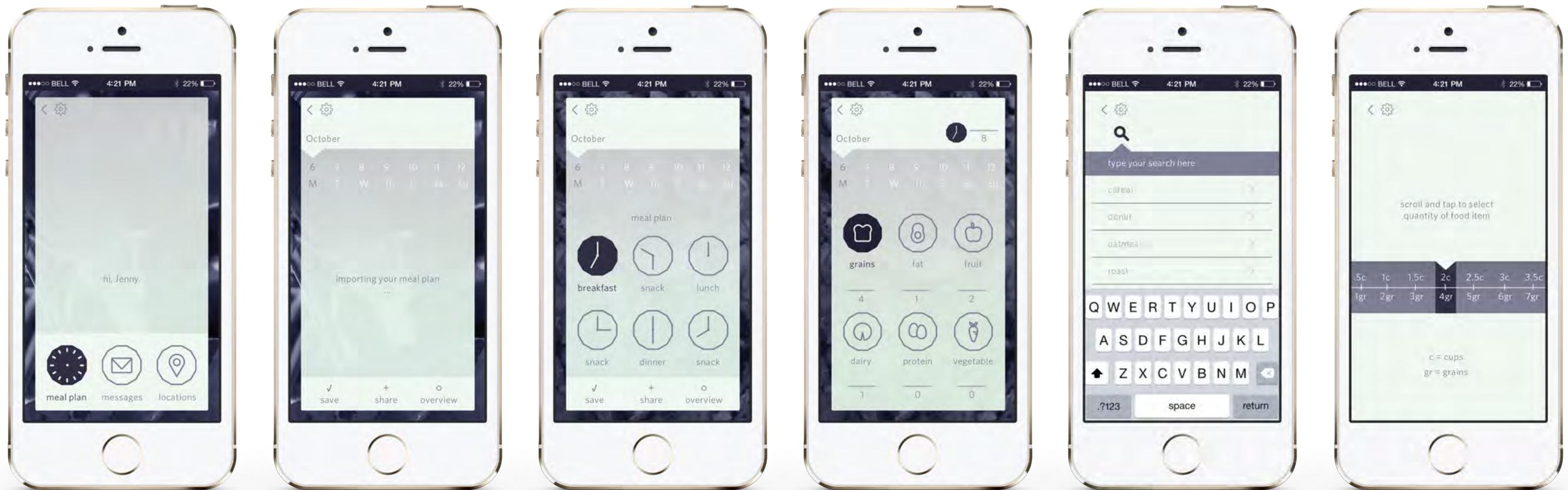
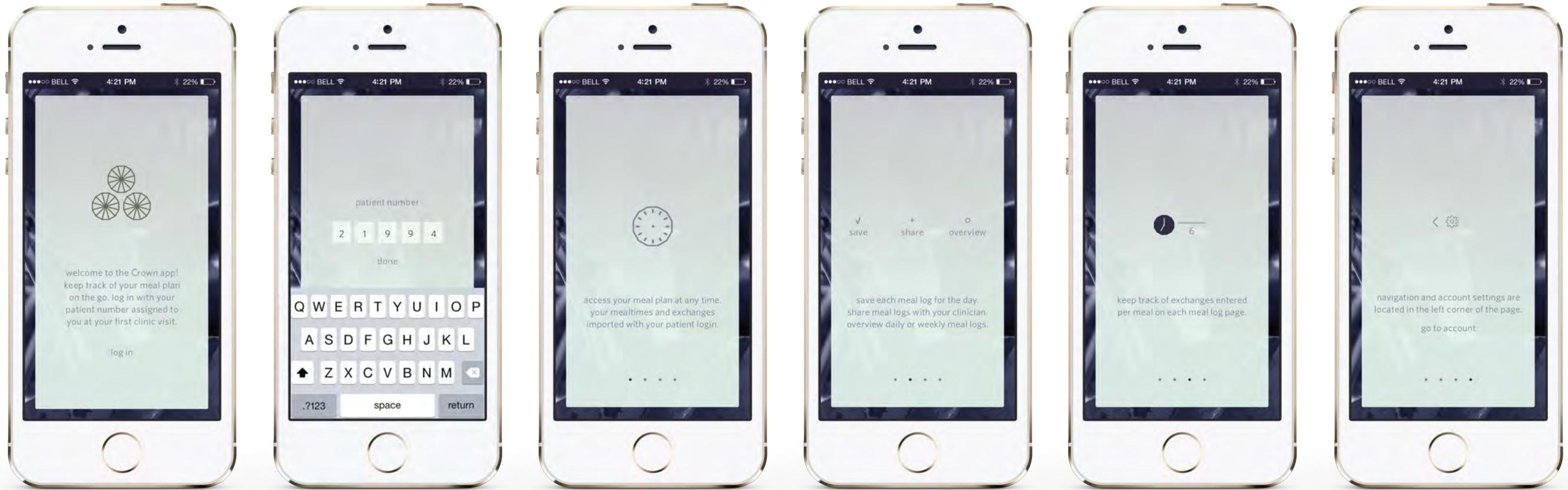


protein
2



vegetable
4

3





Ms. Jenny Mills
7373 Ann Court
Eden Prairie, MN 55346

October 10, 2014

Dear Ms. Mills:

It was great to meet you at your first visit to Crown Clinic last Monday, October 6, 2014. Our mission is to provide you with the tools you need to manage your eating disorder and optimize your time and functionality.

Through our walk-in clinic structure, individualized meal plan sharing from clinician to patient and messaging via our mobile app, you can experience top-quality treatment without having to suffer the debilitating cost of health insurance or the pressure of an inpatient eating disorder facility. We can help you find health care coverage and accessibility to our clinic.

Your patient pin is 21994. Use this pin as login to our website, our mobile meal plan app, or to request medical records over the phone or via postal mail. If you need to change your address or send postal mail to a new clinic location, give me, your clinician, a call at 651 212 7696 ext. 556 and I will be happy to assist you. Thanks again for joining us and continuing your path to recovery.

Sincerely,

Lee Yang, Clinician

CROWN
CLINIC

Lee Yang, Clinician
651 212 7696 ext. 556
lyang@crownclinic.org

CROWN
CLINIC

200 6th Street S
St. Paul, MN 55101
crownclinic.org



Jenny Mills
7373 Ann Court
Eden Prairie, MN 55346

CROWN
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Lee Yang, Clinician
651 212 7696 ext. 556
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Letterhead Clespace



3

Brand Asset Usage



Photos can only be displayed digitally or in printed materials in CMYK 81 78 46 46 purple hue after desaturation editing. Photos depict full-bleed closeup images of food, overhead-shot images of food, or full-bleed closeup or landscape shots of nature. Photos are chosen within conceptually relevant criteria.



Pattern should be used in proportion to logo's .5 X value. Pattern should be used in either purple or green colors as outlined by the style guide.

4



EDITORIAL DESIGN
Layouts for three 16 x 10" spreads

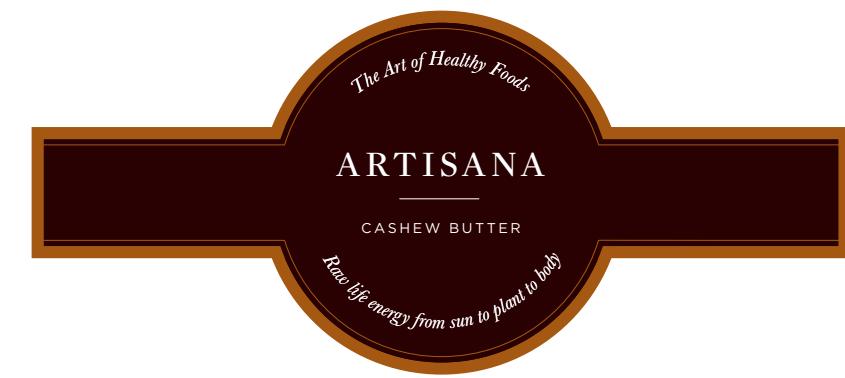
While following the conventions of editorial design, I approached my subject, the theoretical presence of chaotic fractals in Pollock paintings, with a less literal vision. The tree on the front spread, the splattered shoes, and Pollock himself appearing on only the last spread help to channel abstractions of Pollock's process.





PACKAGING REBRAND
Three 8 oz. jars, one 16 oz. jar

I redesigned the packaging for an existing nut butter brand, refocusing the aesthetic to appeal to an upscale clientele and honor the quality and price of the product. I created analog illustrations and manipulated them digitally to incorporate them into the final label designs. (See pp 142-144 in process PDF on flash drive for product before-after images and shelf photo.)



Artisana: The Art of Healthy Foods.
Creating this uniquely delicious, healthy gourmet food is a work of passion for us. We craft organic live foods using a controlled process to preserve fatty acids, raw enzymes, essential vitamins and minerals.

PREMIER ORGANICS
Oakland, CA 94621
866 237 8688
artisanafoods.com

NET WT 8 OZ



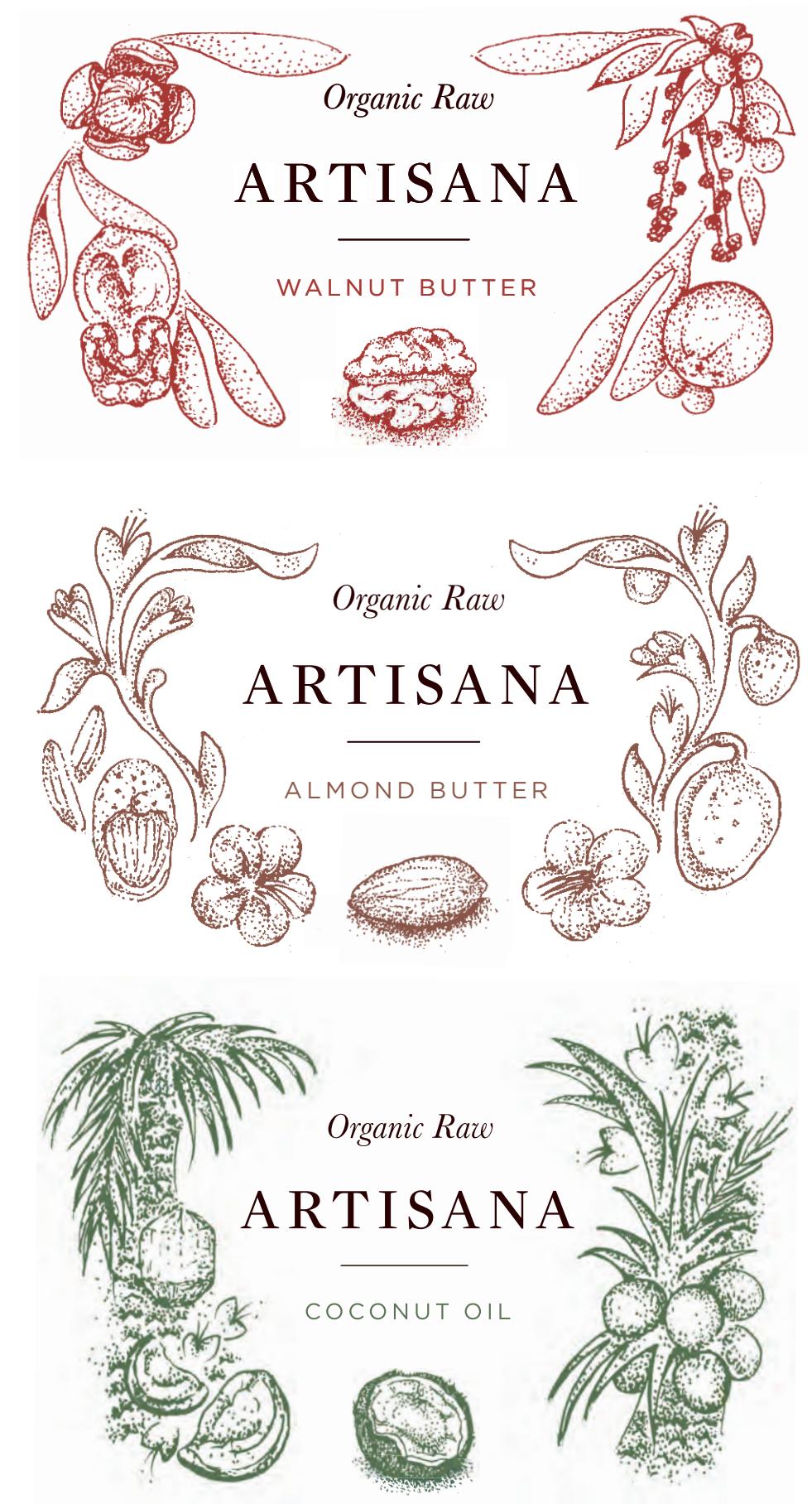
Naturally sweet, the raw cashews in our smooth, creamy purée have a complex, subtle character, lending creamy texture and dense nutrition to smoothies, sauces and desserts. Our Organic Raw Cashew Butter is a great way to add iron, essential vitamins and minerals to your diet.

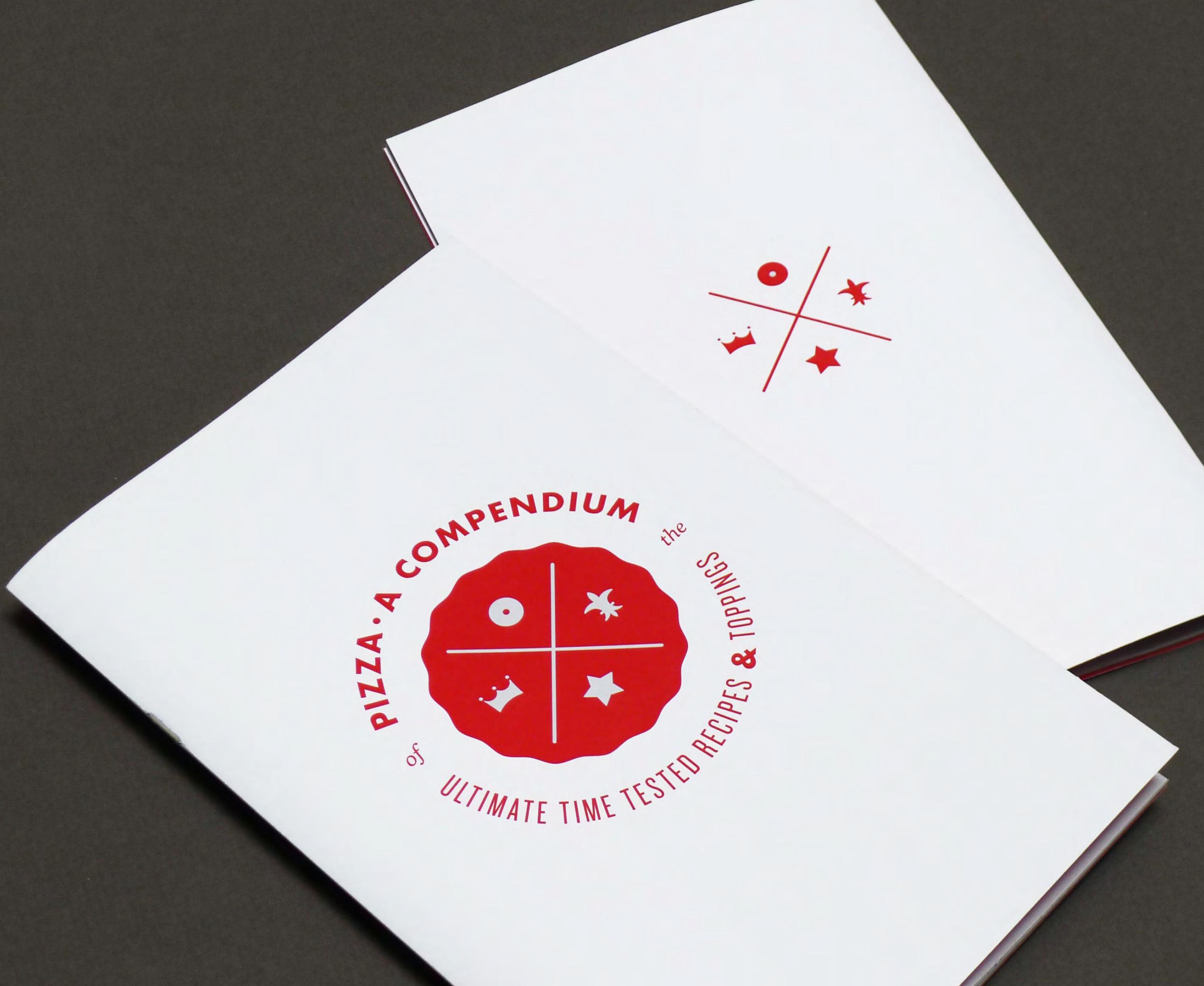
INGREDIENTS
Organic Raw Cashews

*Refrigeration not necessary.
Oil separation is natural. Must Stir before serving. May contain pieces of shell. Made in a vegan facility that processes tree nuts, but does not process any peanuts, gluten, or soy.*

Nutrition Facts	
Serving Size 2 Tbsp (32g)	Servings Per Container 7
Amount per serving	
Calories 180	Fat Cal 130
	% Daily Value*
Total Fat 14g	22%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrates 10g	3%
Dietary Fiber 1g	4%
Sugars 2g	
Protein 6g	
Vitamin A 0%	Calcium 2%
Vitamin C 0%	Iron 10%

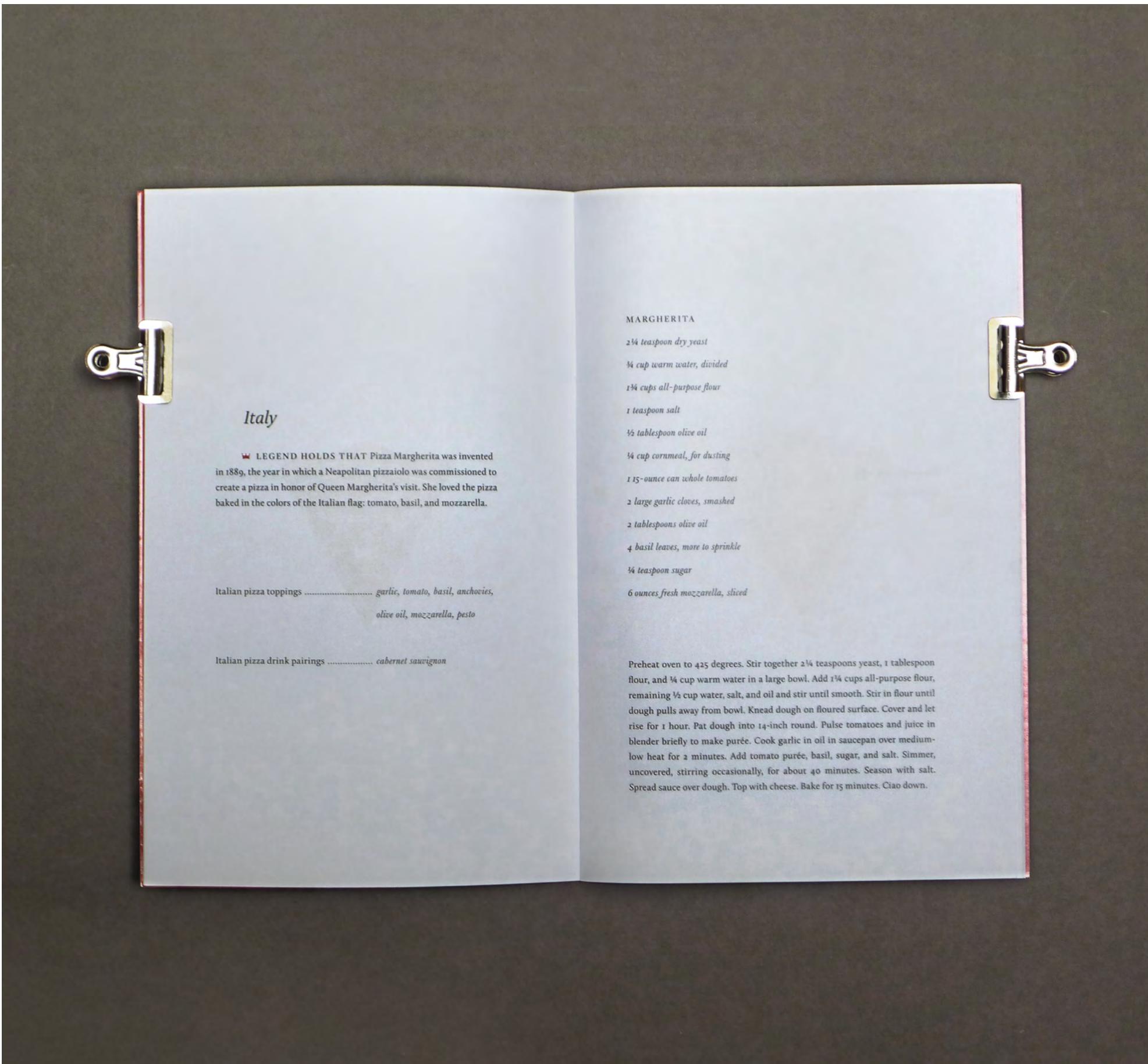
*Percent Daily Values are based on a 2,000 calorie diet





CHAPBOOK DESIGN
5.5 x 8.5" staple-bound book

This piece utilizes Bringhurst-informed traditional headings and glyph styling, as well as layouts using Gestalt-based bisecting lines. The pizza logo badges and my own copywriting pay homage to pizza's heroic and humorous role within historical and current contexts.



Italy

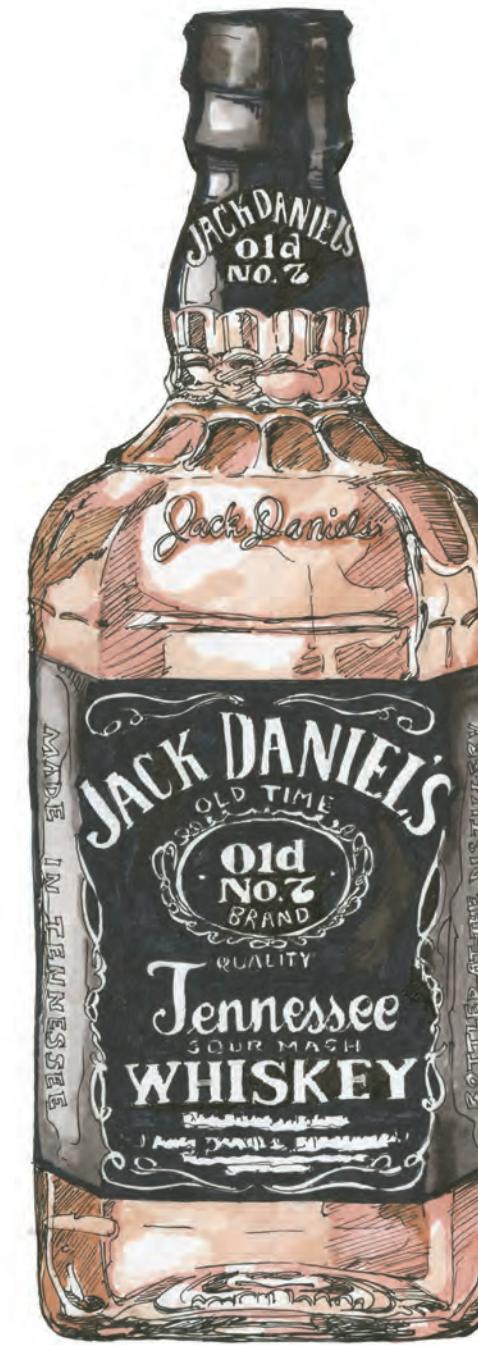
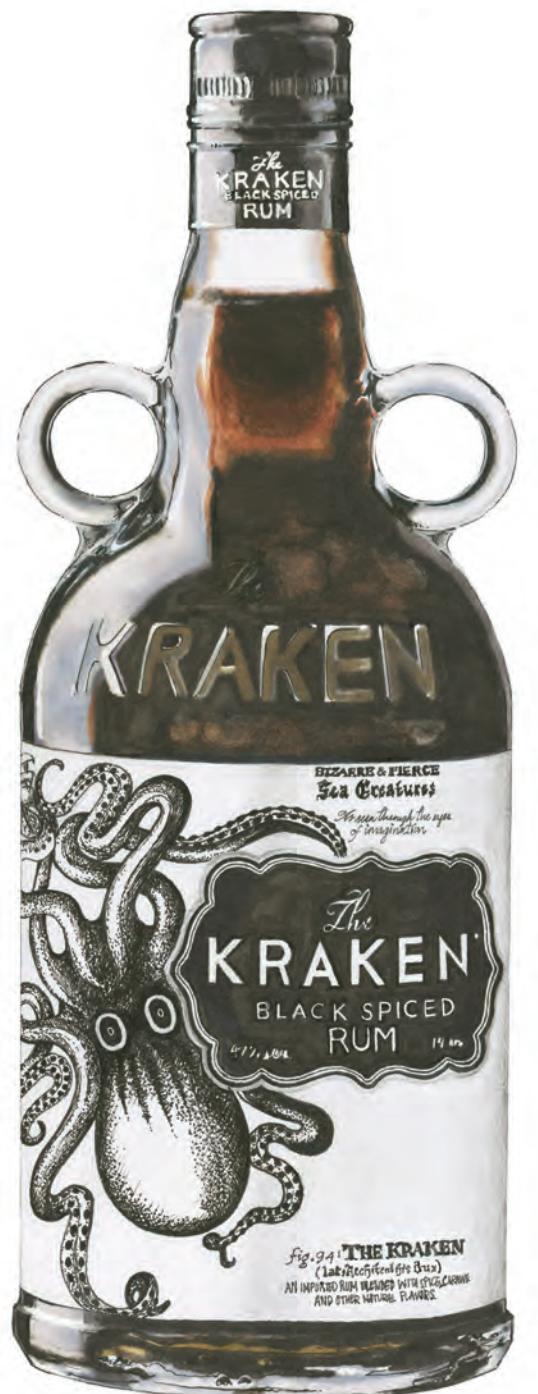
Legend holds that in 1889, the year in which a Neapolitan pizzaiolo was commissioned to create a pizza in honor of Queen Margherita's visit, he baked in the colors of the Italian flag: tomato, basil, and mozzarella.





BOTTLE ILLUSTRATION
Six ink-and-marker illustrations

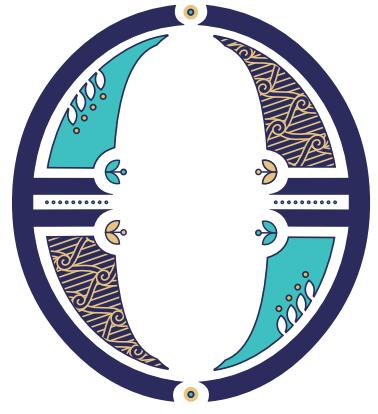
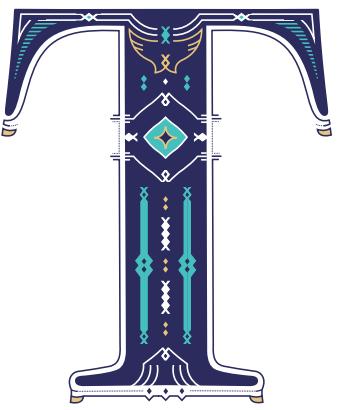
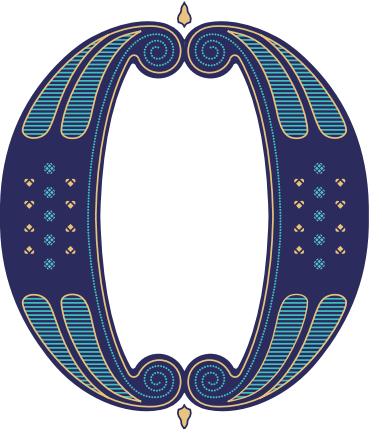
I completed this series as a passion project on my own time. Using markers and fine-point pen, I executed typographic forms, textures, graphic and structural details, light, color, and value on each bottle.





ILLUSTRATED DROP CAPS
Four 7 x 5" double-sided boards
with made-to-measure sleeve

I used ethnically diverse pattern elements to inform four drop cap designs, each beginning a season-specific poem by Robert Frost. The pattern elements abstractly represent the seasons described in Frost's verse. (See USB drive at end of book for "O" drop cap animation, or visit leslielynneolson.com/#/ornamental-type.)



A PRAYER
for SPRING
Robert Frost

Oh, give us pleasure in the flowers to-day;
And give us not to think so far away
As the uncertain harvest; keep us here
All simply in the springing of the year.

Oh, give us pleasure in the orchard white,
Like nothing else by day, like ghosts by night;
And make us happy in the happy bees,
The swarm dilating round the perfect trees.

And make us happy in the darting bird
That suddenly above the bees is heard,
The insect that thrusts in with needle bill,
And off a blossom in mid air stands still.

For this is love and nothing else is love,
The which it is reserved for God above
To sanctify to what ends He will,
But which it only needs that we fulfil.

The
OVEN BIRD
Robert Frost

There is a singer everyone has heard,
Loud, a mid-summer and a mid-wood bird,
Who unites the solid tree trunks sound again,
He says that leaves are old and that for flowers
Mid-summer is to spring as one to ten.

He says the early petal-fall is past
When pear and cherry bloom
Went down in showers
On sunny days a moment overcast;
And comes that other fall we name the fall,
He says the highway dust is over all.

The bird would cease and be as other birds
But that he knows in singing not to sing,
The question that he frames in all but words
Is what to make of a diminished thing.

OCTOBER:
Robert Frost

Ohushed October morning mild,
Thy leaves have ripened to the fall;
Tomorrow's wind, if 't be wild,
Should waste them all.

The crows above the forest call;
Tomorrow they may form and go.
Ohushed October morning mild,
Begin the hours of this day slow.
Make the day seem to us less brief.
Hearts not averse to being beguiled,
Beguile us in the way you know.

Release one leaf at break of day;
At noon release another leaf;
One from our trees, one faraway.
Retard the sun with gentle mist;
Enchant the land with Amethyst.

Slow, slow! For the grapes' sake,
If they were All, whose leaves already
Are burnt with frost, whose
Clustered fruit must else be lost—
For the grapes' sake along the wall.

STOPPING
BY WOODS
on a SNOWY
EVENING
Robert Frost

Whose woods these are I think I know.
His house is in the village though;
He will not see me stopping here
To watch his woods fill up with snow.

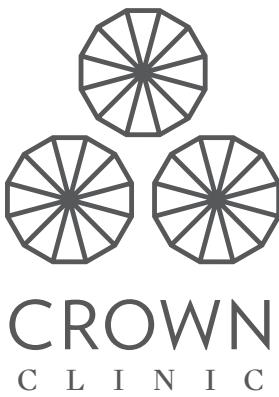
My little horse must think it queer
To stop without a farmhouse near
Between the woods and frozen lake
The darkest evening of the year.

He gives his harness bells a shake
To ask if there is some mistake.
The only other sound's the sweep
Of easy wind and downy flake.

The woods are lovely, dark and deep,
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.



TROTTERS CAFÉ
Farm to Table



CROWN
CLINIC



Organic Raw
ARTISANA
—
CASHEW BUTTER

THE ORIGINAL
CONNEY ISLAND
TAVERN • SAINT PAUL
ESTD 1923

WYTT'S SPIRITS
—
ESTD 1895

This page and the next display
a collection of logomarks and
iconography designed for my
2014-2015 projects.

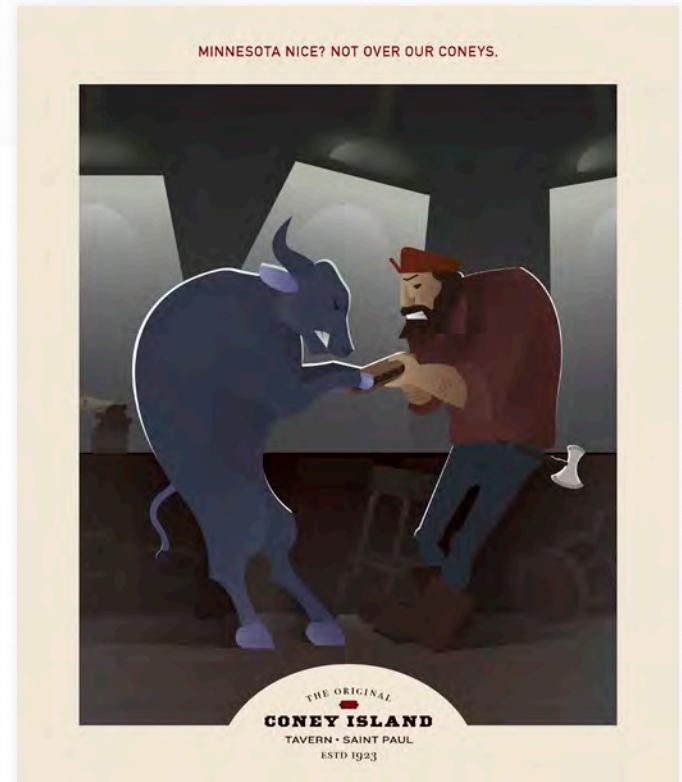
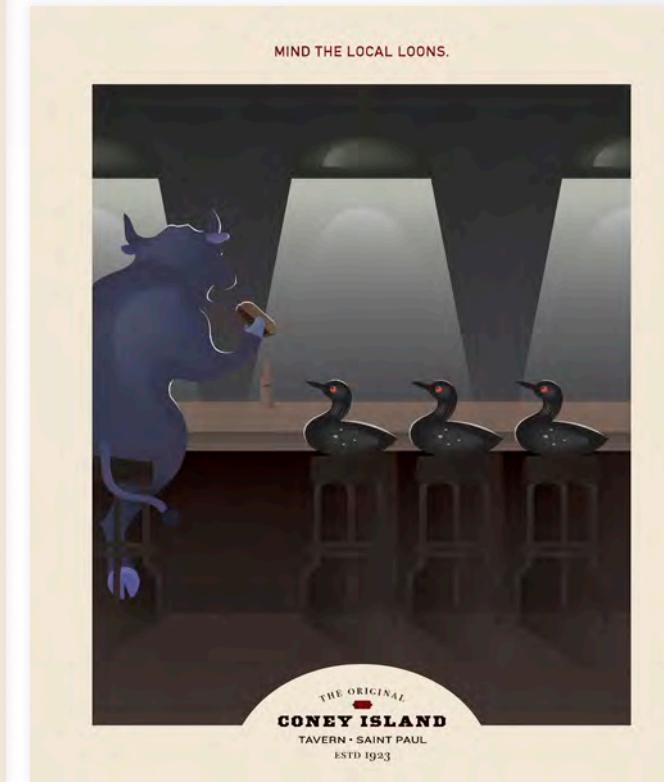




MINNESOTA NICE? NOT OVER OUR CONEYS.

AD CAMPAIGN
Three 8 x 10" ads, one 16 x 10" ad

Iconic illustrated Minnesota characters in St. Paul settings connect to patrons of Coney Island—young and old, local and regional. My objective was to make the message of the ads feel as familiar, lovable, and timeless as the old café-tavern itself.





POSTER DESIGN
Three 18 x 24" posters

This project abstracts concepts from three time-tested Bossa Nova tunes: Wave or Vou Te Contar, Corcovado, and Desafinado. All elements included in each poster design result from conceptual and grid-based ideas. Type and graphics form relationships with perspective, color, concepts, and figure-ground balance.

