



RENÉ SMITH

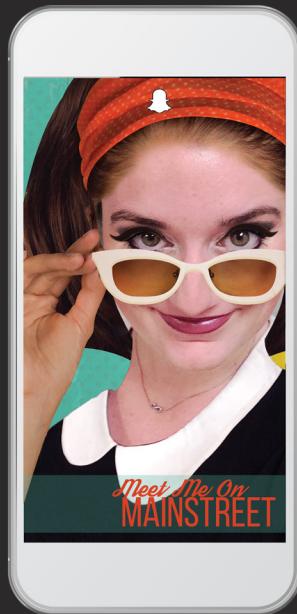
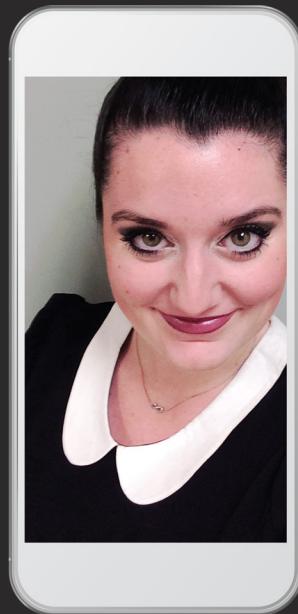
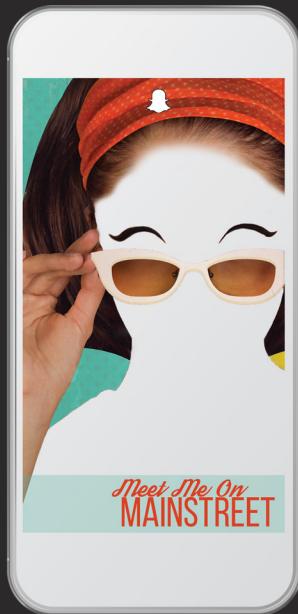
Design Portfolio



ROUTE 66 FESTIVAL

Millennials Concept: Meet Me on Mainstreet

The billboard and snapchat filter appeal to the Millennials' love for experiences and desire to create content.





TRAVEL

my Way

BIRTHPLACE OF ROUTE 66
FESTIVAL

SPRINGFIELD, MISSOURI

AUGUST 11-12

route66festivalsgf.com

ROUTE 66 MISSOURI

ROUTE 66 FESTIVAL

route66festivalsgf.com

The advertisement features a large, stylized title "my Way" in blue script, with "TRAVEL" in a smaller white sans-serif font above it. Below the title is a circular inset showing a man and a woman smiling from inside an orange classic convertible car driving on a road. The background of the main ad shows a long, straight road under a cloudy sky. At the bottom, there's information about the "Birthplace of Route 66 Festival" in Springfield, Missouri, during August 11-12, with the festival's website route66festivalsgf.com.

ROUTE 66 FESTIVAL

Boomers Concept: Travel My Way

Full page magazine ad. The tagline is taken from the lyrics of "Get Your Kicks on Route 66" and appeals to the ultimate "me generation."



ALBUM COVER

Audience: Millennials

Concept: Tear-Stained Sky

Created for a fictitious solo artist, Oliver Finn in the Indie Folk Genre. The cover design features moody imagery and contrasting typography choices reinforcing the genre and album title.





The postcard features a yellow-to-orange gradient background with a silhouette of the Taj Mahal at sunset. A large, dark red ribbon banner across the top contains the text "Project Christmas Blessing". Below the banner is a circular logo with "PROJECT CHRISTMAS BLESSING" around the perimeter and a hand holding a heart in the center. The main text "Bless a Child in India." is in large black letters, followed by "Sponsor a Care Pack for \$15." in pink. At the bottom, the website "www.projectchristmasblessing.org" is in white.

Project Christmas Blessing

PROJECT CHRISTMAS BLESSING

Bless a Child in India.

Sponsor a Care Pack for \$15.

www.projectchristmasblessing.org

PROJECT CHRISTMAS BLESSING

Concept: Bless a Child in India

This promotional postcard was created for Project Christmas Blessing's yearly Christmas gift program. Imagery is a montage of photos of India.





BABY RUTH POINT OF PURCHASE

Audience: Boomers

Concept: Hit it Out of the Park

The POP is modeled after a ballpark with candy bars standing upright representing players in the positions of a baseball team "hitting it out of the park".



17th Annual
Fall Festival
Historical Walnut Street
Springfield, MO
*October 8 & 9
10 to 5*

FEATURING
Stage Performances
Springfield Little Theatre Youth Troupes
Skinny Improv comedy troupe
Other Performers
Free Children's Area
Regional Artists
Crafters

ADMISSION
\$4.00 per person
Children 10 and under free

Cider Days

www.itsalldowntown.com

Great Southern Bank
Cider Days

CIDER DAYS POSTER

Audience: Springfield, MO Millennials
An event poster for the Cider Days festival in Springfield, MO.

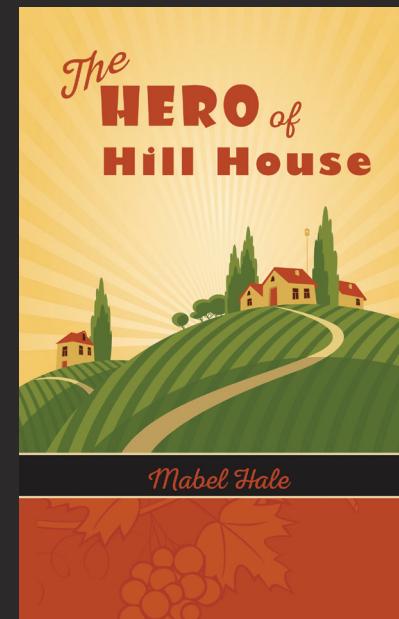
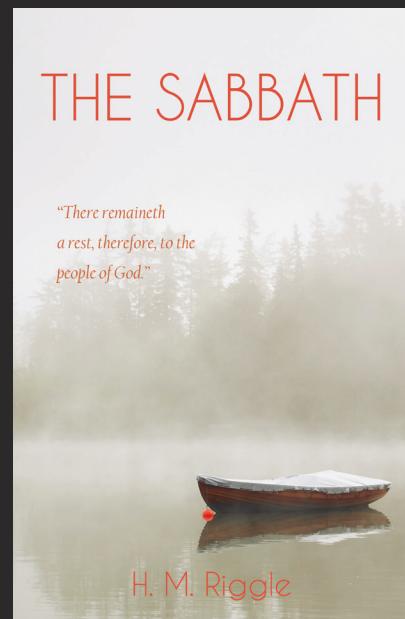
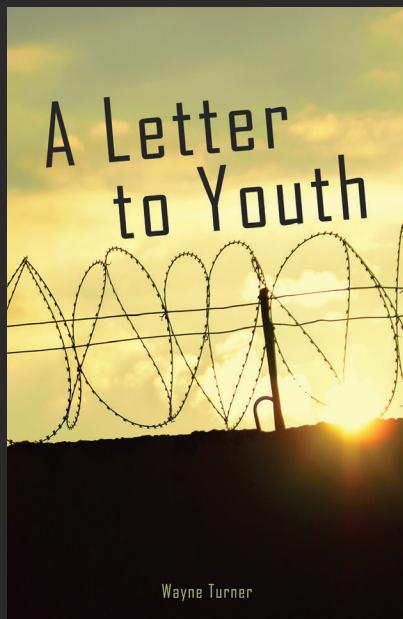


BURTON SNOWBOARD

Audience: Gen X males

Concept: Travel

The front features a background of tracks and includes a variety of wheels created with simple geometrical shapes. The back custom typography and a partial repetition of tracks. Color scheme is muted masculine colors.



E-BOOK COVERS

A selection of book covers created for Gospel Truth publishing company. Covers represent a variety of moods and themes, for varied audiences.



MOVIE POSTER

Audience: Family

Concept: To Touch the Stars

A montage of images that bring the plot to life. Typography is modern, yet childlike. Colors are bright and vivid representing the realism of the childish imagination.



Bright View

LANDSCAPES FOR LIVING

A die-cut brochure element featuring a landscape scene with a large building, green lawns, and trees. The Bright View logo is at the top left. The right side is a solid green color.

**Proud Partners
of the Community
and the Environment**

Stronger Together

Building diverse, sustainable designs for your climate challenges that won't compromise environmental concerns. Bringing people together with inviting gathering places that keep them coming back.



"BrightView completed our campus design project in 12 weeks with brilliant results that will improve the quality of life for our students and faculty."
—Anderson College, IN



"Our community park has become a favorite spot for families. In 11 weeks, BrightView implemented a new design that will bring the community together for years to come."
—Baxter, CA

BRINGING PEOPLE TOGETHER

LET'S GET IN TOUCH TODAY

Our Mission

We provide innovative landscapes and outdoor living spaces that enhance the value and enjoyment of every client's property. Above all, we are dedicated to long-term relationships with our customers.

Bright View

401 Plymouth Road, Suite 500
Plymouth Meeting, PA 19462

Telephone 844.235.7778
info@brightview.com
www.brightview.com



BRIGHTVIEW BROCHURE

Audience: Corporate

Die cut brochure element in a rebrand package for Brightview. The logo was updated and the brochure was thoughtfully organized to promote the services offered by Brightview. The color scheme of green and rust represent the outdoor connection.



Finding Comfort in

THE MOTHER ROAD

FROM THE
RUST BELT TO
THE SUN BELT,
THE AMERICAN DREAM
CONTINUES TO BE
NURTURED BY AN
UNFORGETTABLE JOURNEY
ON THE ORIGINAL
MAIN STREET
OF AMERICA.



THE ROMANCE OF ROUTE 66 continues to captivate people around the world. Running between Chicago and Los Angeles, “over two thousand miles all the way” in the words of the popular R&B anthem, this legendary old road passes through the heart of the United States on a diagonal trip that takes in some of the country’s most archetypal roadside scenes. If you’re looking for great displays of neon signs, rusty middle-of-nowhere truck stops, or kitschy Americana, do as the song says and “get your kicks on Route 66.”

BUT PERHAPS THE MOST COMPELLING REASON to follow Route 66 is to experience the road’s ingrained time line of contemporary America. Before it was called Route 66, and long before it was even paved in 1926, this corridor was traversed by the National Old Trails Highway, one of the country’s first transcontinental highways. For three decades before and after World War II, Route 66 earned the title “Main Street of America” because it wound through small towns across the Midwest and Southwest, lined by hundreds of cafés, motels, gas stations, and tourist attractions. During

the Great Depression, hundreds of thousands of farm families, displaced from the Dust Bowl, made their way west along Route 66 to California, following what John Steinbeck called “The Mother Road” in his vivid portrait, *The Grapes of Wrath*. After World War II, many thousands more expressed their upward mobility by leaving the industrial East, bound for good jobs in the suburban idyll of Southern California—again following Route 66, which came to embody the demographic shift from the Rust Belt to the Sun Belt.

BEGINNING IN THE LATE 1950S and continuing gradually over the next 25 years, old Route 66 was bypassed section by section as the high-speed Interstate highways were completed. Finally, in 1984, when the last stretch of freeway was finished, Route 66 was officially decommissioned; the old route is now designated Historic Route 66.

Though it is no longer a main route across the country, Route 66 has retained its mystique in part due to the very same effective hype, hucksterism, and boosterism that animated it through its half-century heyday. It was a Route 66 sight, the marvelous Meramec Caverns, that gave the world the bumper sticker, and it was here that the American art of driving tour as first flourished. Billboards and giant statues along the highway still hawk a baffling array of roadside attractions, tempting passing travelers to swim alongside giant blue whales, to see live rattlesnakes and other wild creatures on display in roadside menageries, or to stay at “Tucumcari Tonight—2,000 Rooms.”

THE SAME COMMERCIAL KNOW-HOW and shameless self-promotion has helped the towns along the old route stay alive. Diners and motels play up their Route 66 connections, and many bona fide Route 66 landmarks are kept in business by nostalgic travelers’ intent on experiencing a taste of this endlessly endangered American experience. That said, many quirky old motels and cafés hang on

by a thread of hope, sit vacant, or survive in memory only—all for want of an Interstate exit. In fact, of all the roads covered in this book, Route 66 has perhaps been the most impacted by the modern Interstate world; for many stretches, you’ll be forced to leave the old two-lane and follow the super slabs that have been built right on top of the old road.

ROUTE 66 PASSES THROUGH a marvelous cross-section of American scenes, from the golden sands and sunshine of Los Angeles, past the Grand Canyon and the Native American communities of the desert Southwest, to the gritty streets of St. Louis and Chicago. Whether you are motivated by an interest in its history, feel a nostalgic yearning for the good old days the route has come to represent, or simply want to experience firsthand the amazing diversity of people and landscapes that line its path, Route 66 offers an unforgettable journey into America, then and now.



Opposite: This Arizona stretch of Route 66 winds on toward the horizon. This page from top: Street art accompanies the painted route marker; An original filling station in Paris Springs remains as a reminder of simpler times.

ROUTE 66 SPREAD

Audience: Boomers

Concept: Finding Comfort in the Mother Road

This magazine spread presents the article with a clean, open layout featuring varied column lengths which add visual interest.

“

DINERS AND MOTELS
PLAY UP THEIR ROUTE
66 CONNECTIONS, AND
MANY BONA FIDE ROUTE
66 LANDMARKS ARE
KEPT IN BUSINESS BY
NOSTALGIC TRAVELERS'
INTENT ON EXPERIENCING
A TASTE OF THIS
ENDLESSLY ENDANGERED
AMERICAN EXPERIENCE.



MOUNTIN GEAR

Floor Signs

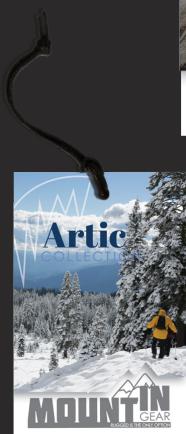
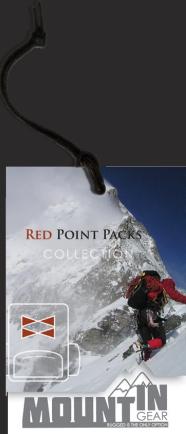
A unique logo represents each clothing line for the Mountin Gear store.



MOUNTIN GEAR

Clothing Tags

Tags are identified with their unique logo.
The die cut reveals the store name.





IDENTITY PACKAGE

Lola's Pastries & Eatery
New logo, menu and package designs for this Nixa restaurant.