

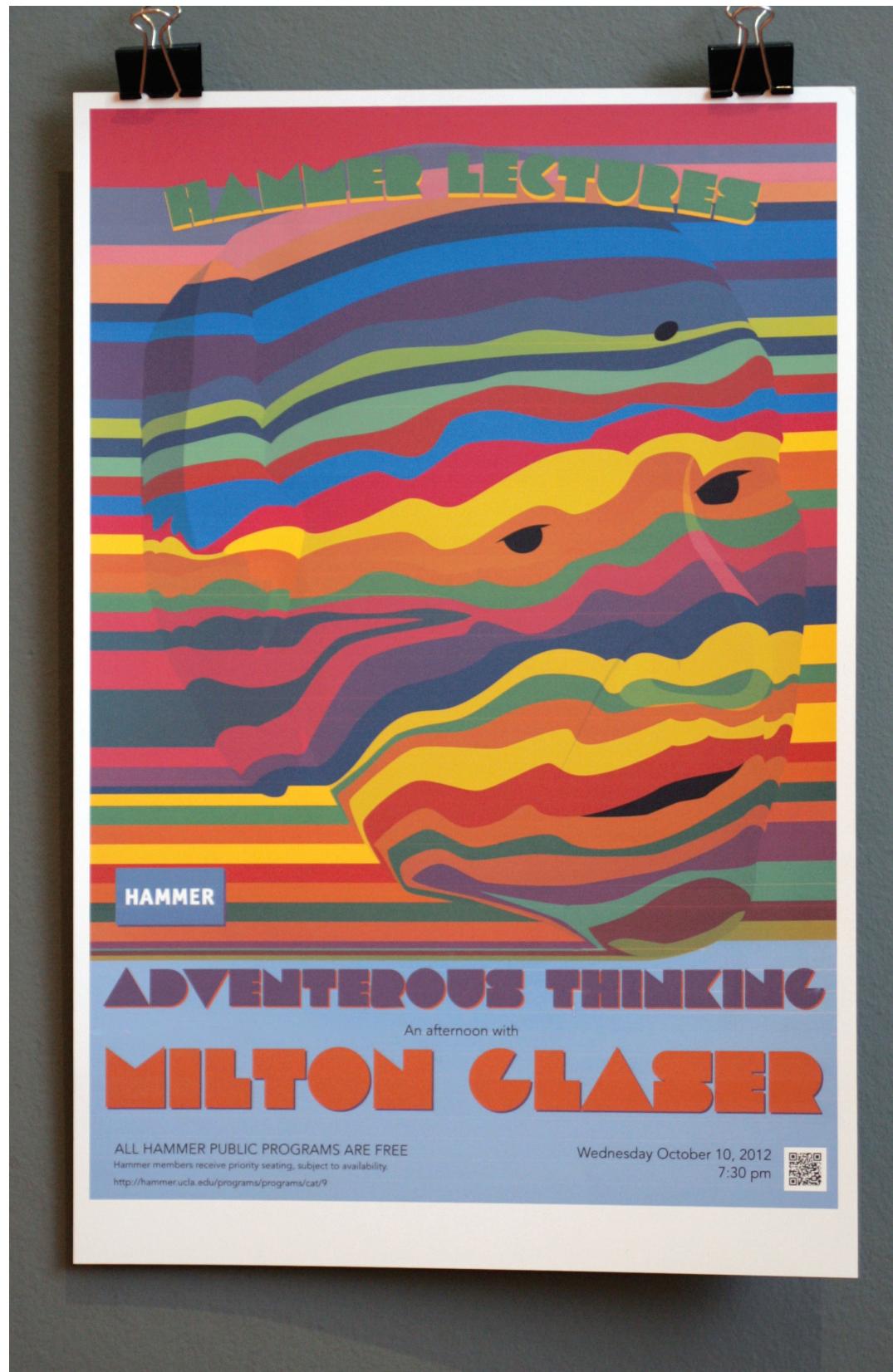
BRIAN CHAVEZ

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HAMMER

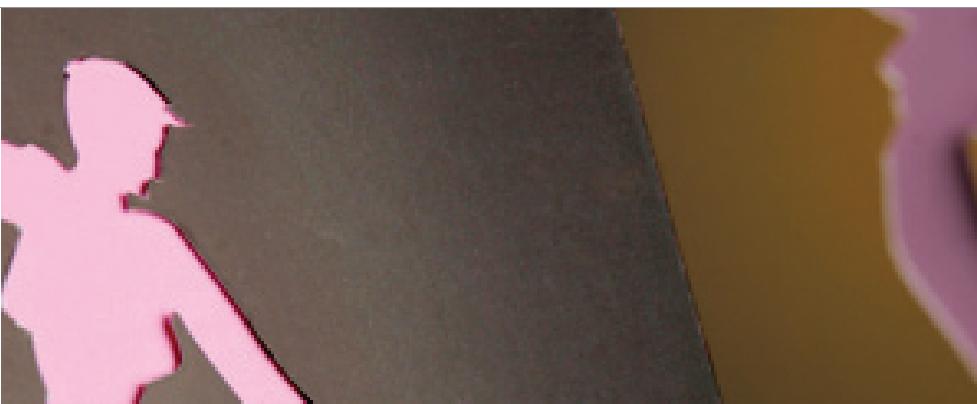
Posters are created to do one thing. To convey information. Either quick and dirty, or clever and humorous posters only have a few seconds of time to hold ones attention.





BLKMRKT

BLKMRKT is a bike company that is entering the road bike market with new "Street Fixed" bikes, previously they catered only to mountain bike enthusiasts. With trying to break into a new niche the company needed a minor make over of their current branding. This is to help move them into a less restrictive target audience. This branding helps pull them out of that painfully small niche and into a much larger demographic.



EL MATADOR

What people ask most about this design is the pink silhouette. Researching of bullfighting history and culture, I found that the tradition dictates that matadors be portrayed as a the archetype of masculinity. To balance, pink socks and feminine designs are used to show all aspects of a matador.



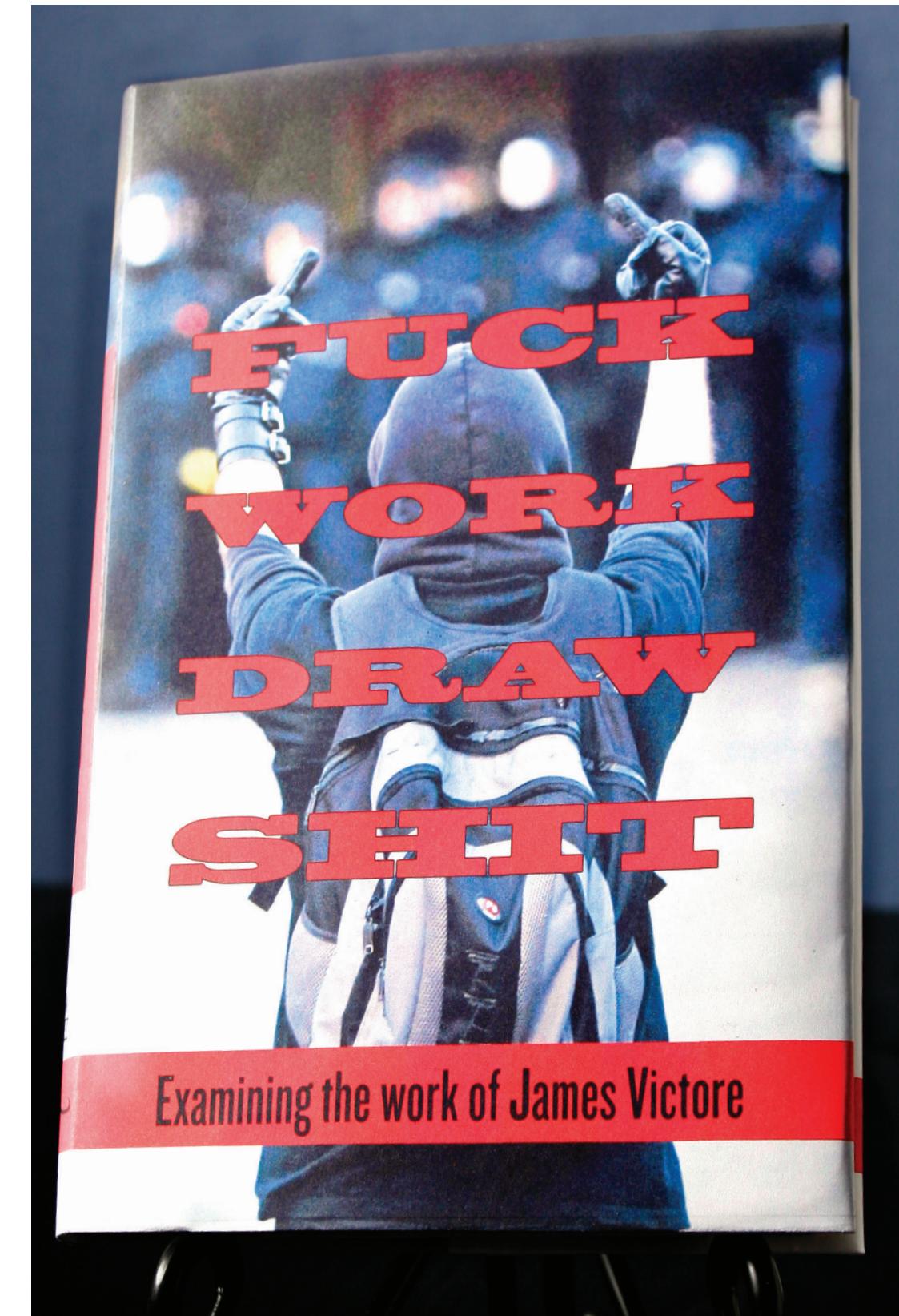
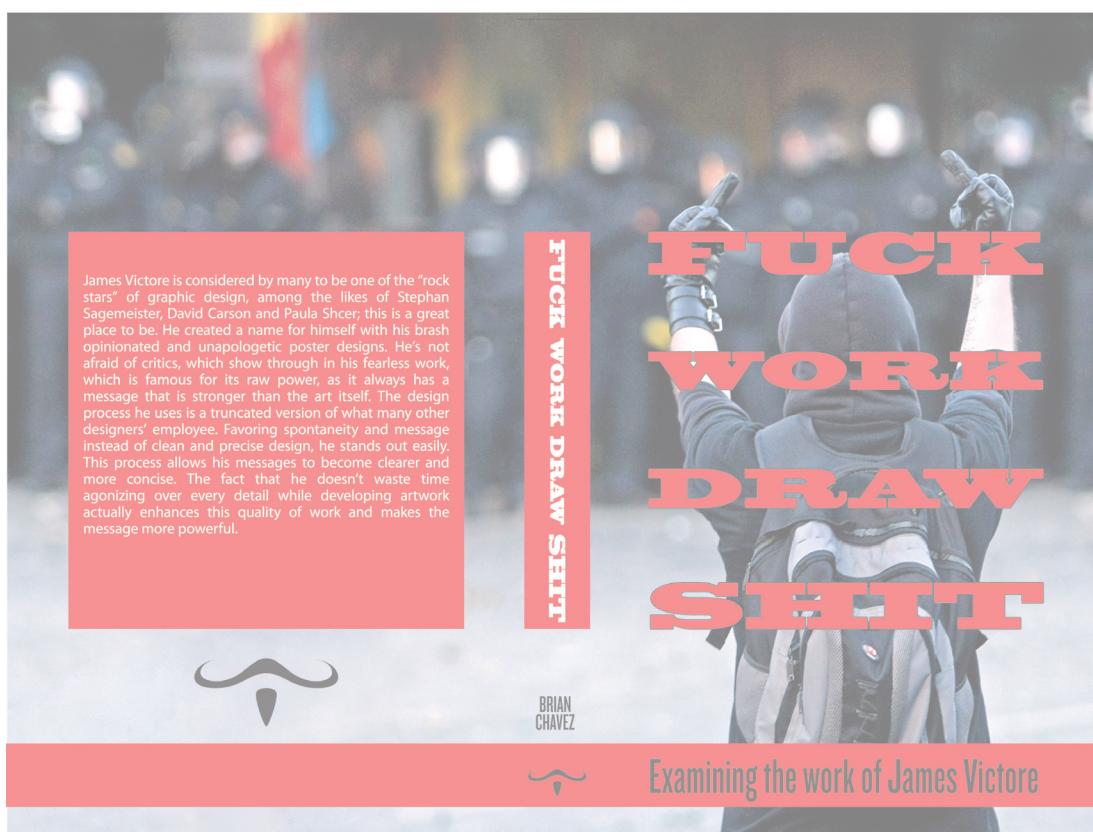
WILD HARVEST

Rebranding and creating a new packaging. The aesthetic choices were all made to achieve a cleaner and more contemporary look and feel while still being easy to identify without using clichés of the organic food industry.



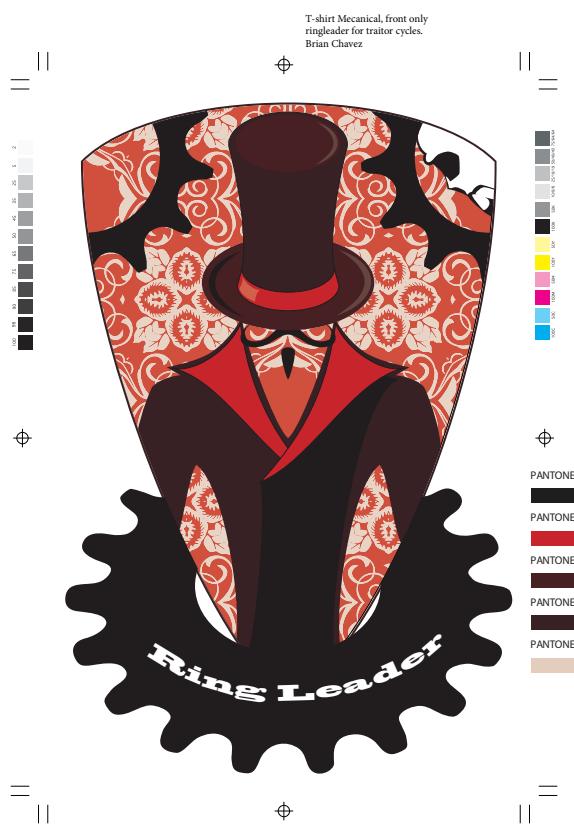
ARQUITECTOS

Created a conceptual fictional band that would invoke the feeling of a contemporary progressive rock band.



FUCK WORK DRAW SHIT

James Victore is a designer that I admire, not because of the work he produces, but more so because of the courage he portrays through his work. He's inspired me to abandon safe design for design with a message.



RING LEADER

Ringleader beer was inspired by a bicycle of the same name, for many bike enthusiasts drinking a beer after a long ride is a common experience. This label capitalizes on cyclists love of beer by using an iconic image of the bikes chainrings

VAGABOND

À Á Ç È Ë Ï Ò Ú
Ñ Ø Ð ß Ñ Ù Ý Ð



VAGABOND

This typeface was inspired by a road trip to Sturgis Bike Week, the feeling of the open road and the rebellious nature inherent to motorcycle culture.



Enegren Brewing Company

[About](#) [Location](#) [Brews](#) [News](#) [Upcoming Events](#)

[Regular Brews](#)

Valkyrie California Altbier
Protector Imperial IPA
Protector - Hop Project IPA

[Newest Brew](#)

[Seasonal Brews](#)

Ringleader Amber Ale
Daniel Irons Oatmeal Stout
Golden Spur Saison
Captain's Summer Session
Foliage Pale Ale

[Connect](#)

Enegren Brewing Company
680 Flinn Ave, #31
Moorpark, CA 93021
[Get Directions ↗](#)

[Tasting Room Hours](#)

Wed: 6:00 pm - 9:00 pm
Fri: 7:00 pm - 9:00 pm
Sat: 11:00 am - 8:00 pm
Sun: 12:00 pm - 5:00 pm
Tours given during open hours upon request.

[Calendar](#)

2/14/2013 Valentines Day Party
3/17/2013 Saint Patricks Day BBQ
3/22/2013 AI Portfolio Show at Beverly Garland Hotel

[#InstaFeed](#)

[Blog Roll](#)

Event Recap: Super Bowl XLVII Saturday - EBC & Custom Melt
2/6/2013
Super Bowl XLVII Weekend At The Brewery
1/24/2013
Daniel Irons Oatmeal Stout Braised Short Ribs
1/9/2013



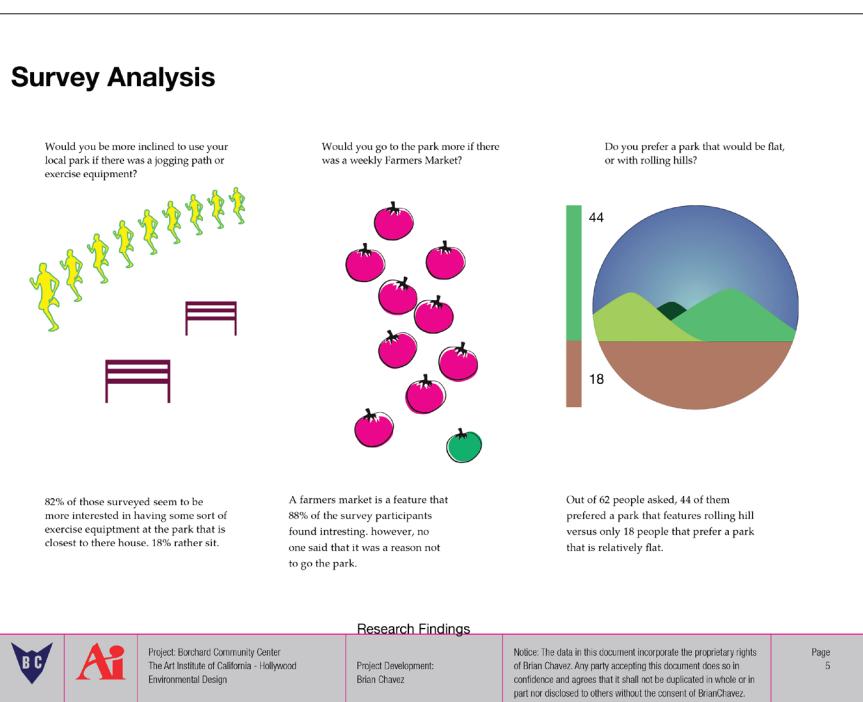
Enegren
Brewing



ENEGRЕН

Enegren is a "Nano-brewery" run by a pair of brothers out of a small industrial park in Moorpark California. Creating the branding of this brewery was an opportunity to show off that they are a home grown Southern Californian company.

Interior Signage



Type & Color

Museo 300

Grumpy wizards make toxic brew for the evil Queen and Jack.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

C M Y K

40	1	82	0
65	0	75	0
85	44	91	50

40	1	82	0
65	0	75	0
85	44	91	50

18	66	80	11
13	49	60	8
17	33	37	4

44	100	46	38
0	100	0	0
0	80	0	0

72	100	0	0
36	54	0	0

Museo 700

Grumpy wizards make toxic brew for the evil Queen and Jack.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Calluna Regular

Grumpy wizards make toxic brew for the evil Queen and Jack.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

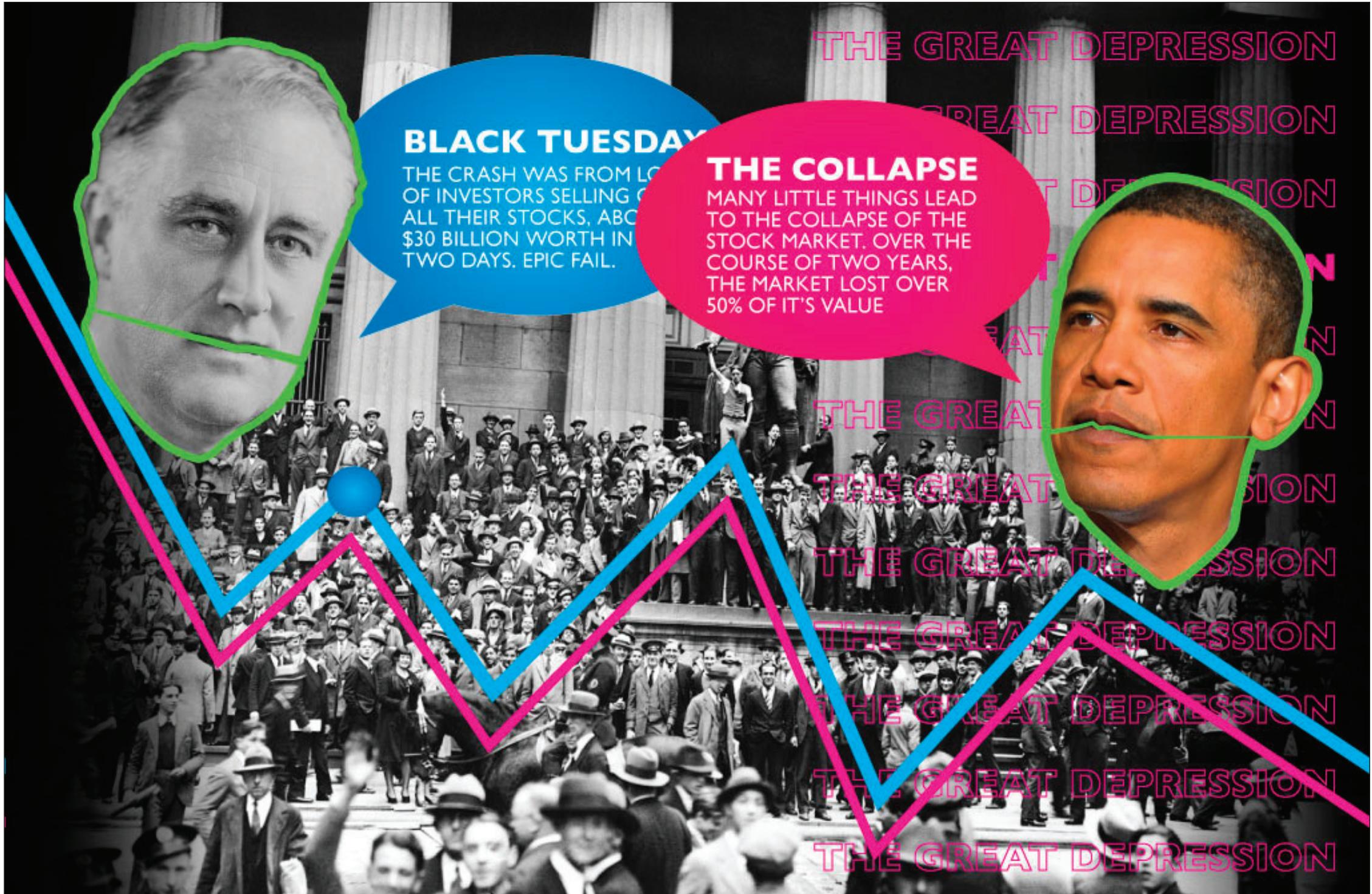
a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

		Project: Borchard Community Center The Art Institute of California - Hollywood Environmental Design	Project Development: Brian Chavez	Notice: The data in this document incorporate the proprietary rights of Brian Chavez. Any party accepting this document does so in confidence and agrees that it shall not be duplicated in whole or in part nor disclosed to others without the consent of Brian Chavez.	Page 9
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BORCHARD COMMUNITY PARK

Many parks in suburban cities are under used by the community it is meant to serve. Most people say that it is due to the parks having nothing worth doing there. So with a few changes the park can become more of a town square open space for the community that can be utilized to its fullest potential.



DEPRESSION MICROSITE

This microsite is designed for Jr. High school students, to notice and become engaged in the history of the great depression and how history relates to the world they are currently living in.

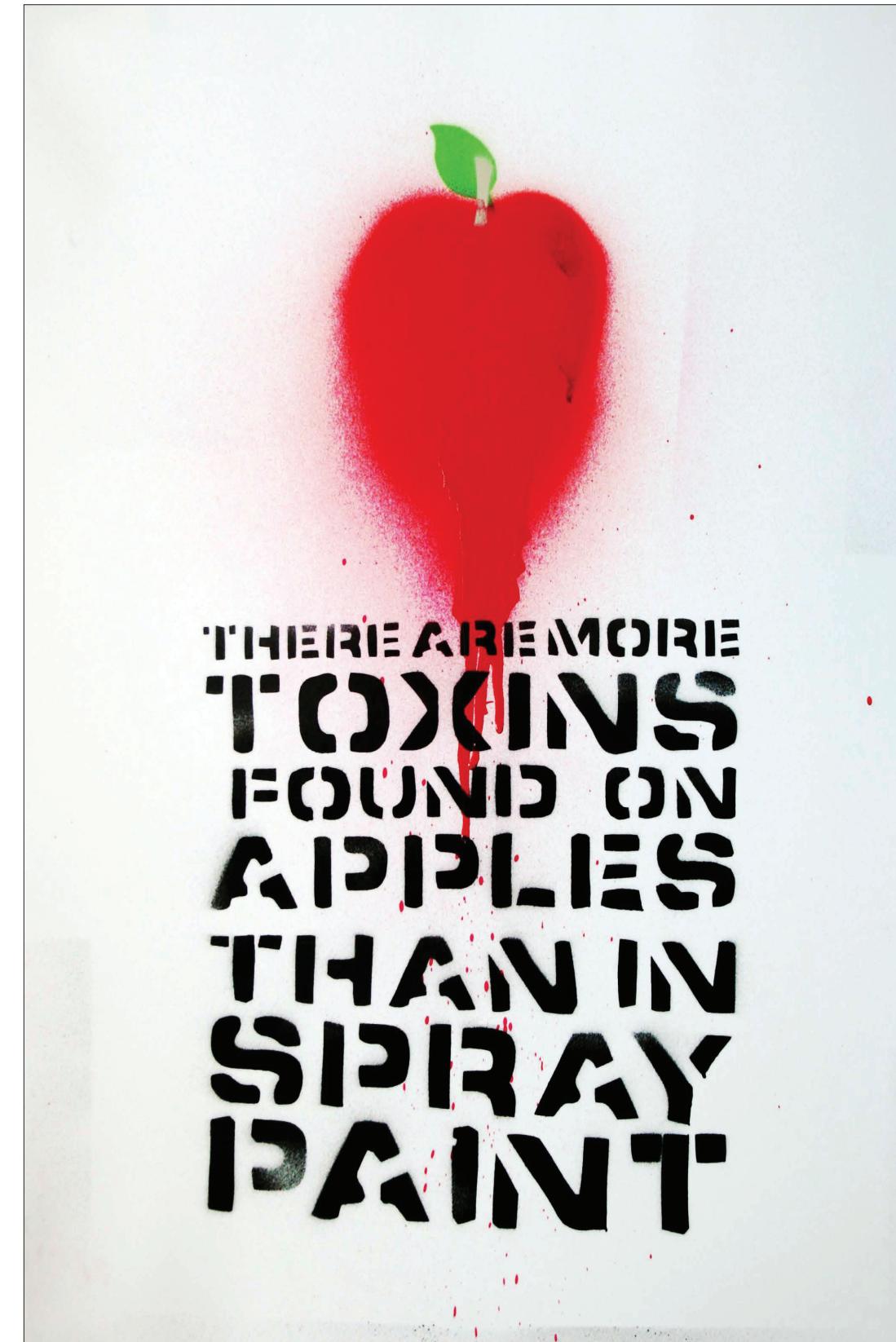


PUMA

Selling the idea that the shoes themselves
are responsible for a dramatic increase in
speed and max performance.

GO ORGANIC

Poster meant to draw attention to the means
of which most common foods are treated when
produced, and sold for mass consumption.



HOUSE OF PLEASURE

This poster is meant to communicate the idea of the movie is a psychological thriller with undertones of horror movies.

