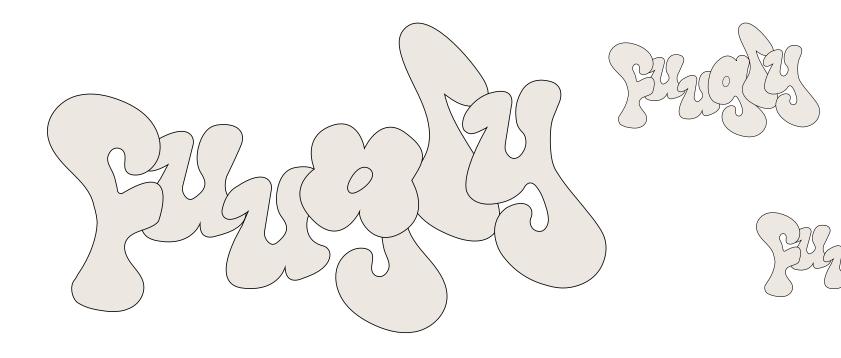
Fuugly 2022

In-process rebrand and complete overhaul of visual identity for Fuugly, a fun furniture brand that specializes in oddities.

- -Branding
- -Visual Design
- -UX/UI Design

Main Logo Secondary Logos



#E59A7F #AA9587 #DDD779 #33302E

Primary Type

Poppins Light AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Icons





Yardsale Treasure Hunt 2021

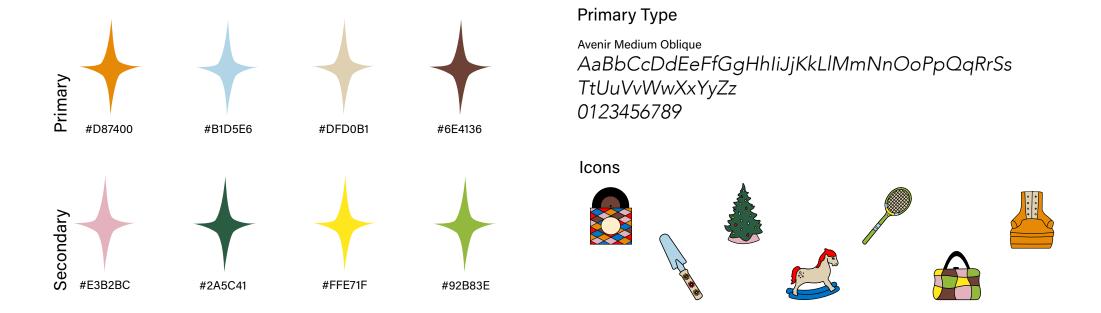
App rebrand for Yardsale Treasure Hunt. Rebrand included complete refresh with new color palate, icons, and layout.

- -Branding
- -Visual Design
- -UX/UI Design



Yardsale Treasure Hunt 2021

Branding—As part of this project, I carried out a visual brand refresh that included extensive research, mulitple mood boards, and color iterations resulting in a comprehensive visual brand standards guide, some of which is shown here.



Moodboard



Yardsale Treasure Hunt 2021

Creative direction, design and layout done for Yardsale Treasure Hunt.















Side Stand Cake Walk Exhibtion at mOb studio 2019

As designer + artist I imagined and built this installation and corresponding environment, using forms such as laser cutting, welding, binding, risography, and various print methods.

- -Creative Direction
- -Visual Design
- -Editorial Design
- -Print Production
- -Product Design









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Side Stand Cake Walk Exhibtion at mOb studio 2019

Graphic design, creative direction, layout, and print production.

Coral Castle was built by pound man, did it entire Edward Leedskalnin starting on his own. Limestone is in 1920. The castle is built extrememly heavy and entirely of Oolite Limestone, just the walls themselves all found on Edward's prop- weigh more than 6 tons. erty. The structure is said to When asked how he did it of been created for his love Edward would reply, "It's who is rumored to of broken not difficult if you know off their engagement the how." when visitors asked night before they were to be how he constructed it. Many married. When asked why he created the castle he would only reply "It's for my or reverse magnetisim, sweet-sixteen." Originally although it has never been from Latvia, due to heartache and medical issues Edward immigrated to the United States. Eventually h bought land in Florida City,

Once settled Edward began building his "coral" kingdom. One of the biggest mysteris the fact Edward, a 100 very private man, moved

people therorized it was built by supe



ies surrounding the castle the castle, Edward being a



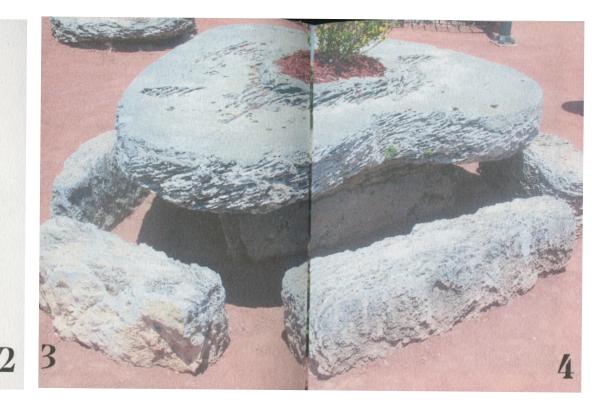
his castle piece by piece miles down the road to Homestead Florida. While the reports vary, he either rented a truck or borrowed a tractor and never allowed the driver or others to watch him load his limestone struc- Sadly Edward's "sweet tures. Due to this he worked mainly at night to avoid the wandering eye.



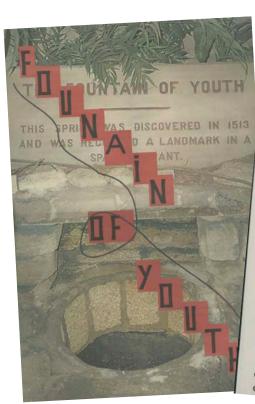
Structures at Coral Castle

moon fountain, a throne room, living quarters, and a sundial that is only minutes off. Additionally on the North wall there is a telescope that is 25 feet high with an aperture perfectly aligned with the North Star. The castle also houses the biggest valentine in the world, the feast of love table. The table is in the shape of a heart in weighs over 5,000 pounds.

ixteen" never saw the castle he construted for her. Instead it was opened to the public and for a drop of 25 cents in a slot guests were able to wander within the gates. After working for 30 vears. Edward Leedskaln died in 1951. In 1984 Coral Castle was added to the National Register of Historic Places.









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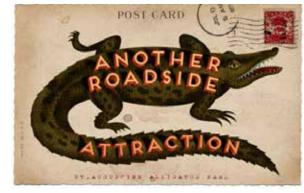
Later Alligator Vintage 2021

Branding -- As part of Later Alligator, I created a visual brand that reflected the clients wish for an identity that encapsulated their fun and handmade brand which sources its vintage furniture in Florida. I created mood boards, color schemes, and mulitple graphics as part of this process.

- -Branding
- -Visual Design
- -Illustration

Moodboard

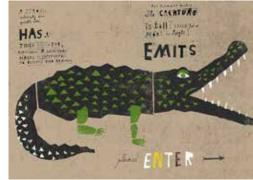
















Primary Type

Beale Light

AaBbCcDdEeFfGgHhIiJjKkLIMmNnOoPpQqRrSs TtUuVvWwXxYyZz 0123456789

Logo Iterations











Primary







#F8F0E1







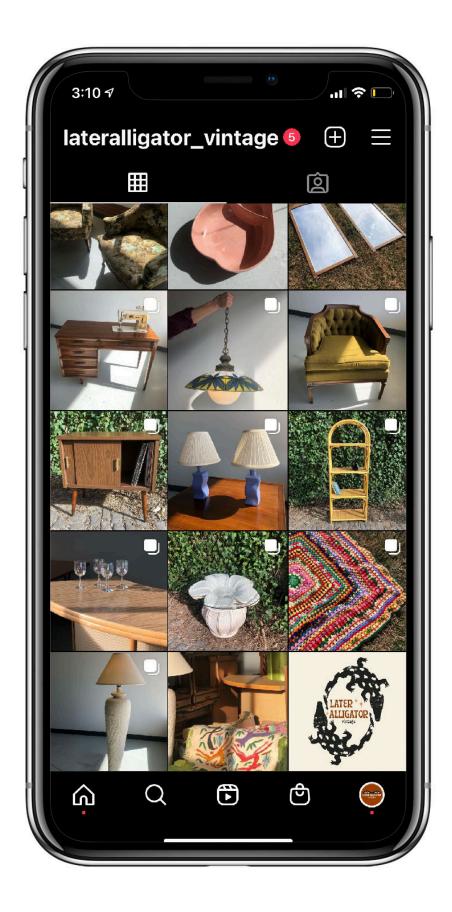






Later Alligator Vintage 2021

As graphic designer + digital art director, I created designs for digital and print, generated and prepared content for social. As a social media manager I curated, prepared, designed content, and engaged with followers.









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Urban Outfitters 2020

Speculative digital and print visuals created for the 2020 URBN holiday campaign.

- -Creative Direction
- -Visual Design
- -Illustration



VCU Science and Humanities Department 2019

As a design intern I created designs for print and digital media, retouched images, and prepped content for email all adhering to VCU's brand guide.

- -Visual Design
- -Editorial Design
- -Poster Design



