

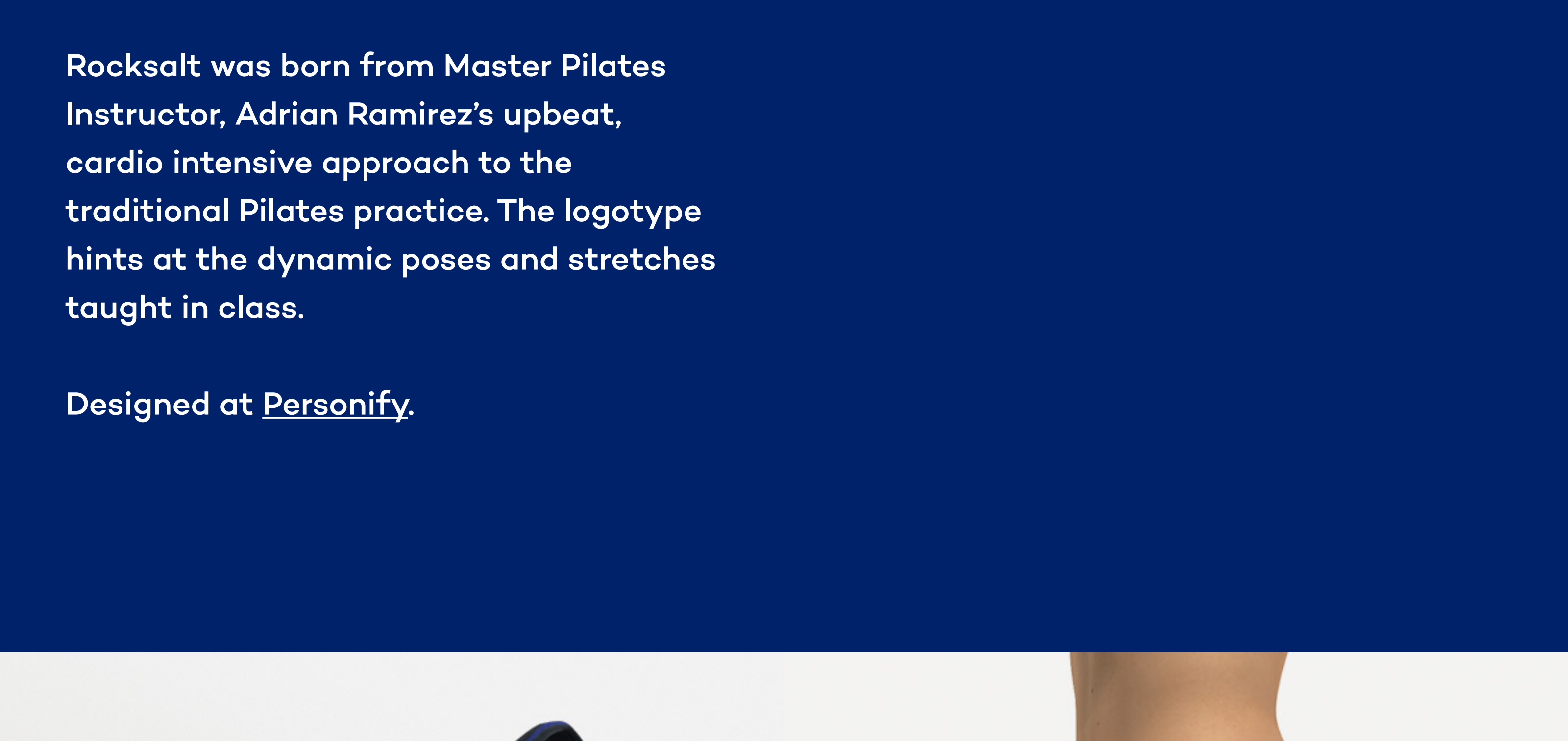
Matt is a San Francisco Bay Area based graphic designer who enjoys the sugar rush of conceptually driven brand creation.

Below is a collection of projects he's worked on.



### Logo mark for Namesake Cheesecake

In order to appeal to a bigger target audience (event planning), Namesake needed a crisp, elegant logo to serve up with their secret recipe cheesecake.



### RockSalt Naming & Logo

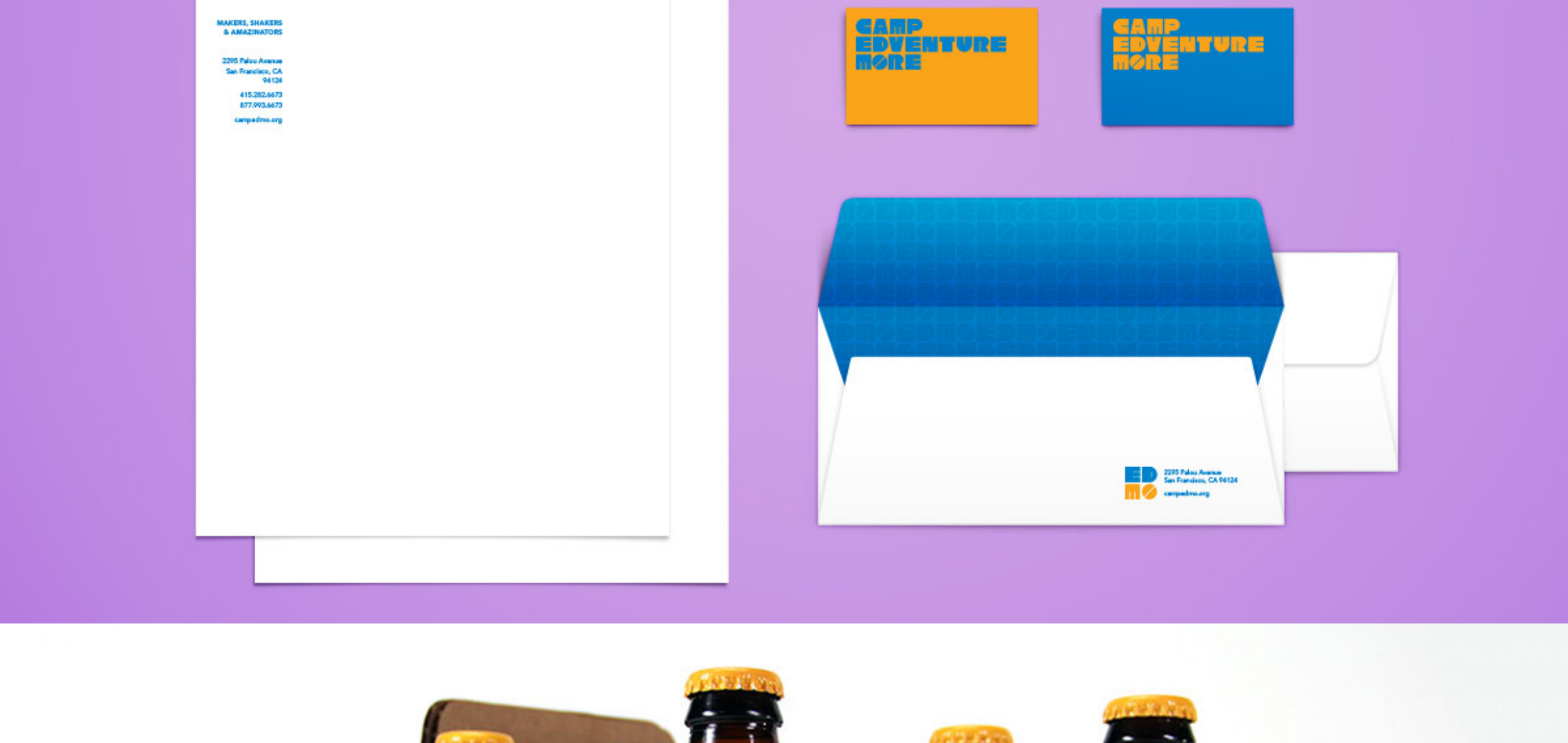
Rocksalt was born from Master Pilates Instructor, Adrian Ramirez's upbeat, cardio intensive approach to the traditional Pilates practice. The logotype hints at the dynamic poses and stretches taught in class.

Designed at [Personify](#).



### 7:1 Ratio

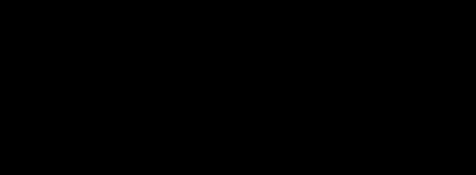
Student – Teacher Ratio



Have a splendid Tuesday!



Hiya! Please send virtual high-fives ,emojis, and general inquiry to [hello@niehuesmatt.com](mailto:hello@niehuesmatt.com).



### Logo mark for Namesake Cheesecake

In order to appeal to a bigger target audience (event planning), Namesake needed a crisp, elegant logo to serve up with their secret recipe cheesecake.

### Cheesecake slice box

Happy tastebuds, indeed!

### Punch cards

Logotype pictured here.

### Paramo Coffee wanted to connect consumers to their distinct coffee roasts.

Vintage illustrations were used to capture the different flavor experiences as well as set Paramo apart in an already saturated market.

Collaborative effort with designer/friend [Ryan Bosse](#).

### RockSalt Naming & Logo

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Designed at [Personify](#).

### RockSalt branded workout apparel.

Clients are unified behind a bold icon that juxtaposes a sparkle (“rock”) next to a sweat drop (“salt”). It was important to create a versatile logo that can be used across an array of mediums.

### RockSalt Branded Leggings

Bright colors reinforce the energetic vibe of the studio and are carried through the apparel and studio experience.

### Business Cards

Clients are unified behind a bold icon that juxtaposes a sparkle (“rock”) next to a sweat drop (“salt”). It was important to create a versatile logo that can be used across an array of mediums.

### Trinity School Quick Facts

The core six differientors of Menlo Park’s Trinity School were transformed into visuals to create a stronger connection between the school and its audience.

Designed at [Personify](#).

### Select Illustration Details

Designed at [Personify](#).

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### Camp EDMO Logo

After 10+ years of serving kids all across the Bay Area, Camp Edventure More needed to reposition itself. A new logo was created to appeal to the maker/tech influenced summer programs. The name is often shortened down to EDMO– a nickname invented by veteran campers.

Designed at [Personify](#).

### Camp counselor name badge concepts

Name badges not only include fun pictures of the counselor but also their favorite EDMO camp game–Sure to break the ice and acclimate first time campers.

### Camper Gear

The EDMO color palette was expanded to help differentiate their age specialized programs.

Designed at [Personify](#).

### Stationery Suite

The new identity now lives on various print and digital formats- just in time for their summer debut in the greater Sacramento area.

Designed at [Personify](#).

### Zip Brew Co.

Conceptualized around the idea of crafting flavorful beer mixtures, Zip Brew Co.’s story is told through whimsical illustrations of two unexpected charactars being zipped together.

Featured on [Oh Beautiful Beer](#).

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### Detail of Packaging

Consisting of one continuous piece of recycled cardboard, the screen-printed packaging utilizes the weight of the bottles themselves to secure their place, providing greater reinforcement for transportation compared to conventional beer packaging.

Featured on [Oh Beautiful Beer](#).