

# PORTFOLIO

GRAPHIC DESIGN • ILLUSTRATION



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## About the Designer



Brian Berry is a Veteran, Artist, and Student of life. He served in the U.S. Army for 24 years and continued to serve the department of defense for an additional seven years before finally pursuing his dreams in creativity. He hails from Massachusetts, but now lives and works in the Colorado Springs area.

Brian has attended Pikes Peak State College and obtained an Associates of Applied Science degree in Multimedia Graphic Design and is currently seeking a Bachelor's of Innovation in Digital Media and Fine Arts at the University of Colorado Springs. He performed work studies with Adpro 360.

His expertise includes creativity, attention to detail, Adobe suite, and Microsoft applications. Other skill include customer service, leadership and loyalty.

## Poster

### Nami and Mental Health Awareness Month

#### Campaign Overview

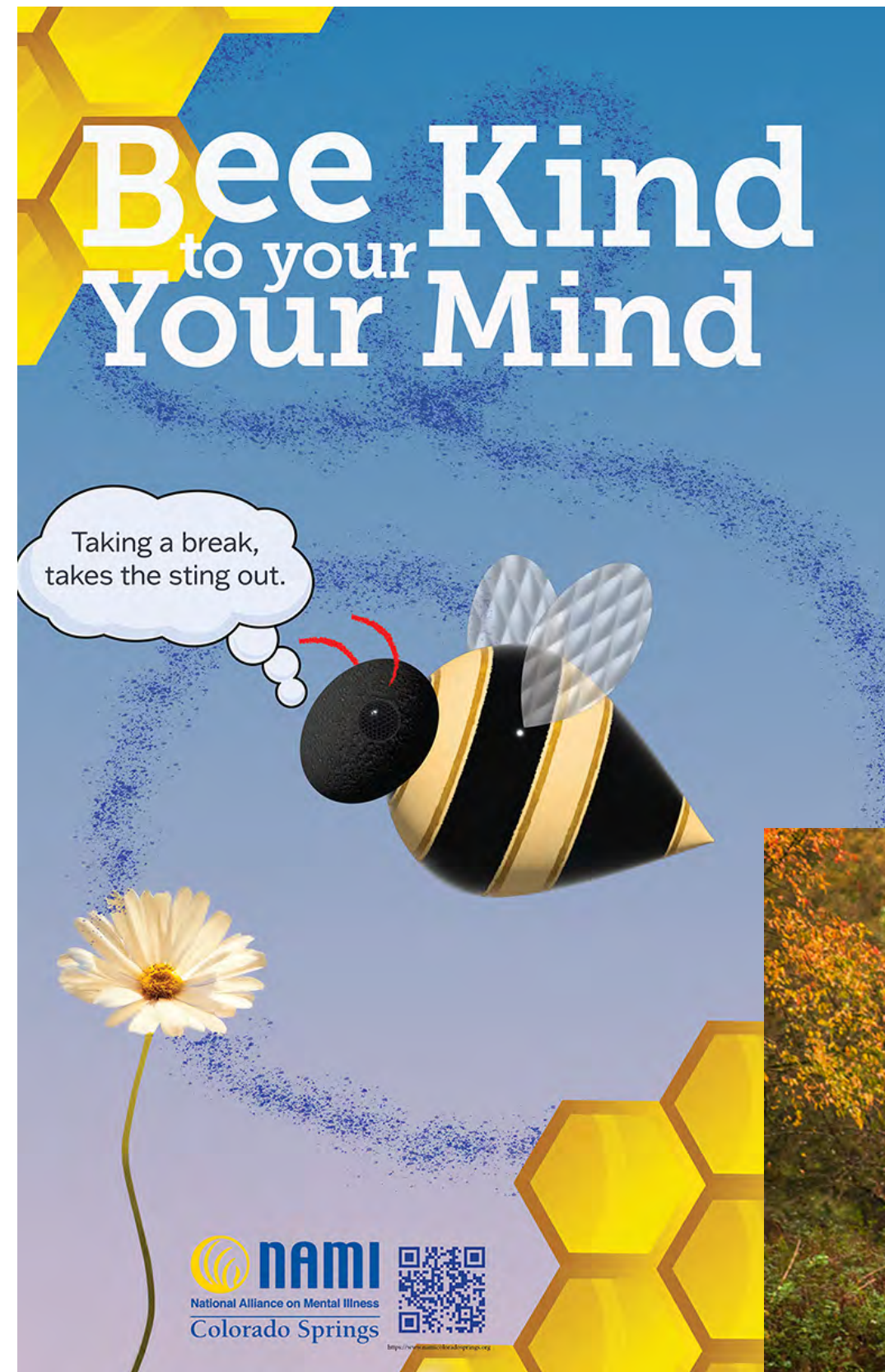
**Client:** NAMI Colorado Springs

**Goal:** Raise awareness about mental health, targeting younger individuals, minorities, and the LGBTQ+ community.

**Objective:** Foster understanding and advocate for mental health, creating a welcoming space for those living with mental health conditions in the Colorado Springs area.

**Design Style:**

- **Color Palette:** Incorporate NAMI's signature green alongside soft neutrals, lavender, coral, and teal to keep things fresh and inclusive
- **Typography:** Use friendly, modern sans-serif fonts with occasional handwritten-style accents for a more personal touch.
- **Visual Elements:** Combine real-life imagery of diverse individuals, with illustrations or icons to represent the community, creating a balance of warmth and accessibility.
- **Mood:** Approachable, optimistic, and culturally inclusive.



# Brochure

If you will be attending group for the first time, please visit our website access additional details and to fill out a New Participant Form.

## Virtual Groups

Anyone attending a virtual support group for the first time must fill out our New Participant Form. Once you submit a completed form, you will receive an email containing a Zoom link for the meeting, and for future meetings as well.

## Basics Support Group

For parents & caregivers of children & teens who are experiencing mental health issues  
2nd Mondays of the month, 7-8:30 p.m.

## Connection Support Group

For adults living with mental illness  
Tuesdays, 7-8:30 p.m.

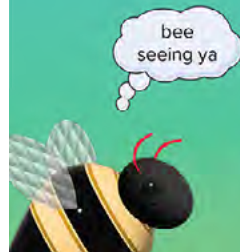
## Family Support Group

For family members of adults living with mental illness  
1st Wednesdays, 7-8:30 p.m.

## Contact Information

1615 S Murray Blvd, Colorado Springs, CO 80916  
719.473.8477

[Namicoloradosprings.org](http://Namicoloradosprings.org)



**Mental Health Awareness Month**

## Our mission

NAMI Colorado Springs creates and cultivates a welcoming community of peers who educate, support and advocate for people and families living with mental health conditions.

## Our vision

Anyone who struggles with a mental health condition can find support, treatment, healing and greater well-being in a community that's free from stigma.



## About National Mental Health Awareness Month

May is National Mental Health Awareness Month. Every year during the month of May, The National Alliance on Mental Illness (NAMI), joins the national movement to raise awareness about mental health. Together, we fight stigma, provide support, educate the public and advocate for policies that support the millions of people in the U.S. affected by mental illness. This is an opportunity for all of us to come together and remember the inherent value we each hold — no matter

our diagnosis, appearance, socioeconomic status, background or ability. Every one of us can do something this month to make a difference. This booklet will give you some good ways to inform yourself, help someone in need, or attend events throughout May.

## Anyone Can be Suffering

Twenty percent of all U.S. adults live with a mental health condition. Mental health issues span a broad range of conditions. Depression and anxiety are conditions many people are dealing with, some for the first time. If you are experiencing any of these, talk with your primary care physician. It is also important to talk to friends and family if you have concerns. No one should have to deal with it alone. One way to check in with yourself is to take a mental health screen test. It's a quick, free and private way for someone to assess their mental health and recognize signs of mental health challenges.

## In Person Groups

One-time registration is required for anyone who'd like to attend an in-person group.

## Connection Support Group

For adults living with mental illness  
Thursdays, 7-8:30 p.m., First United Methodist Church, 420 N. Nevada Ave., Room 235

## Q Connect

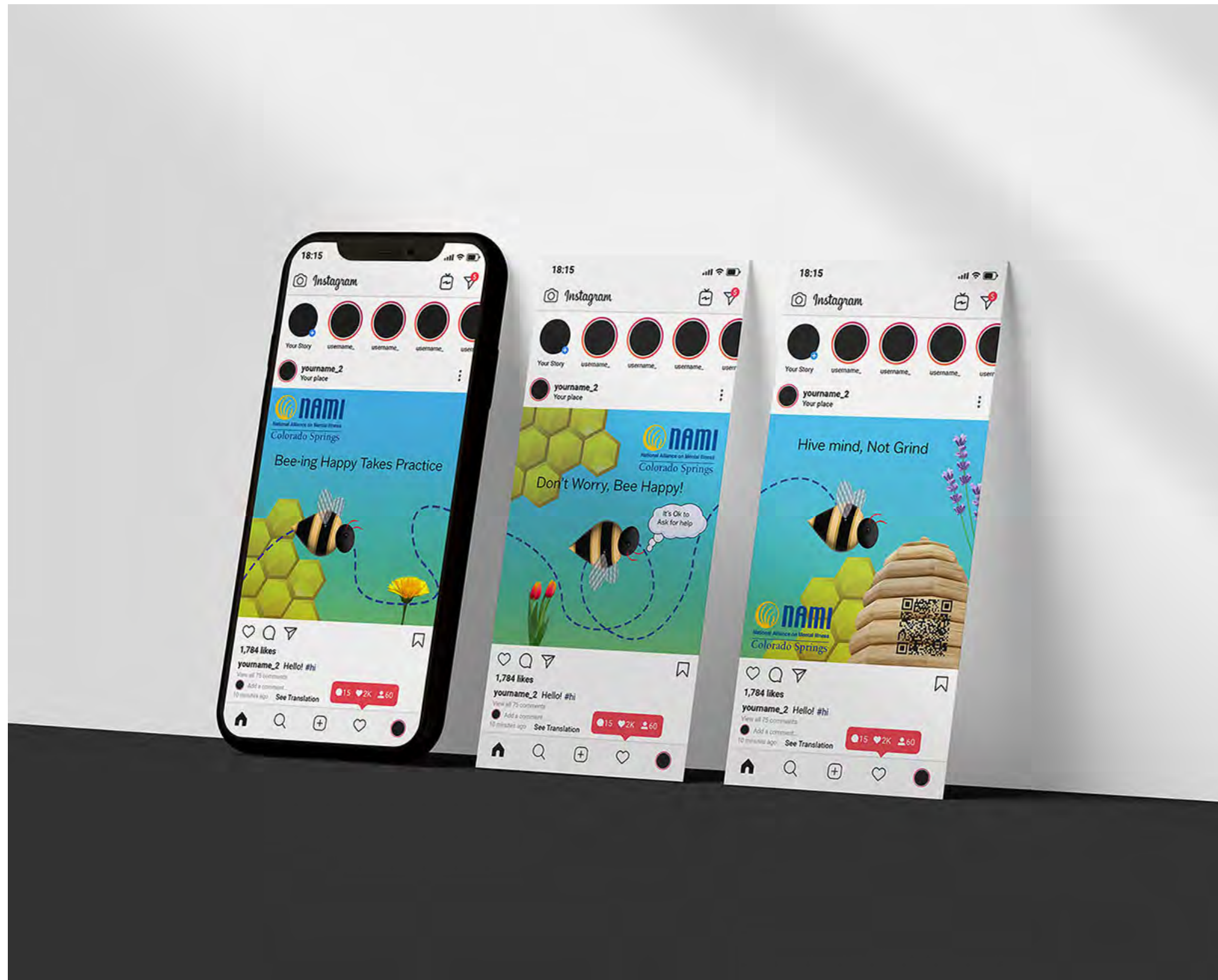
For LGBTQIA2+ adults living with mental illness.  
Tuesdays, 7-8:30 p.m., Central location

## Family Support Groups

For family members of adults living with mental illness  
Thursdays, 7-8:30 p.m., First United Methodist Church, 420 N. Nevada Ave., Room 234



# Social Media



# 360 Re-branding

## Client Overview:

A resilient mother and son team sought a re-brand that honored their journey through adversity. Having come “full circle” in both life and business, they wanted this concept visually represented in the logo and brand narrative. The brand caters primarily to hunters but aimed to broaden its appeal, especially to female patrons. Core values included respect—for the environment, wildlife, and their customers.

## Objectives:

- Create a visual identity that symbolizes resilience, unity, and nature’s cycles
- Preserve appeal to the traditional hunting demographic
- Introduce subtle design elements and messaging that resonate with women in the outdoors
- Emphasize ethical, sustainable practices and deep respect for the land and its inhabitants



# Letterhead and Business Card



**360** Outdoors

360Outdoors.com



**Levon McCullough**



info@360outdoors.com  
719.244.2268  
360outdoors.com

**Shayla McCullen**  
Owner  
1334 S Sierra Madre St.  
Colo. Spgs, CO 80910  
719-219-5545



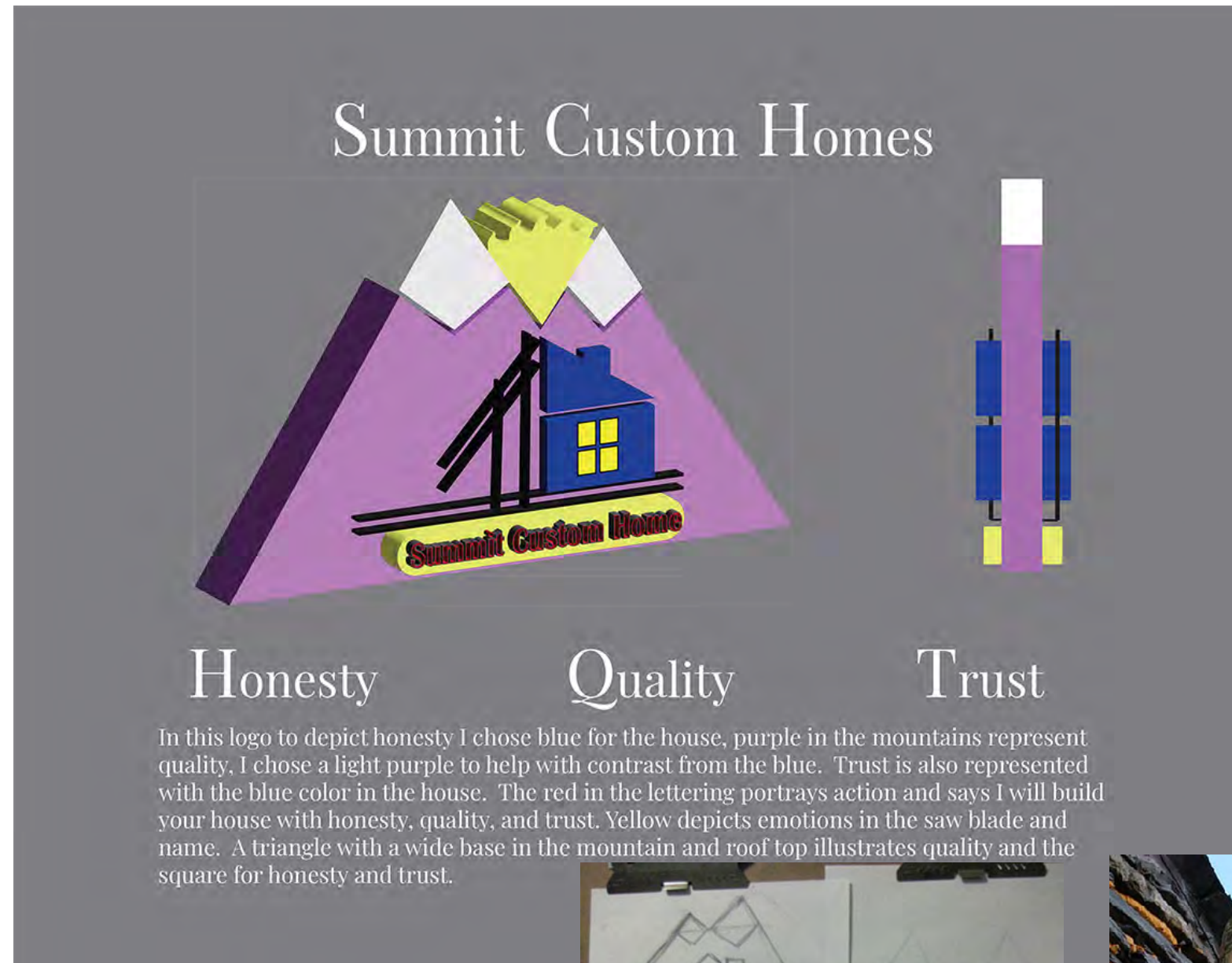
# Summit Custom Home Logo

## Summit Custom Home logo:

The goal of this project was to create a logo that not only represents the brand's identity but also demonstrates its versatility across different mediums and applications. The design process explored various creative directions and visual concepts.

Through iterative refinement, the concept took shape and evolved into a three-dimensional model and mock-up, showcasing the adaptability and flexibility of the final logo.

This approach emphasizes both creativity and functionality, resulting in a logo that is not only visually appealing but also highly versatile.



# Magazine Reboot

## Magazine Redesign – Editorial Concept

### Challenge:

The objective was to take an existing article from within a magazine and completely re imagine its visual presentation—designing both a new cover and a refreshed interior layout. The goal was to improve visual hierarchy, readability, and storytelling through thoughtful design.

### Solutions:

**Cover Redesign:** Focused imagery and headline hierarchy to better represent the article's core message

**Article Layout:** Clean, contemporary grid with improved flow and visual pacing

**Typography:** Carefully selected typefaces for balance between readability and tone

The final design elevated the overall reading experience while giving the article a distinct voice. The project demonstrates how strong editorial design can enhance narrative, guide the reader, and breathe new life into existing content.



Original magazine Cover



# Lord of the Ring: Book Cover

## Re imagining

### Challenge:

The objective was to re imagine The Lord of the Rings by J.R.R. Tolkien with a modern yet timeless design, paying homage to the book's legacy while introducing a fresh visual language.

Drawing inspiration from vintage book covers, the design leans into a minimalist aesthetic—emphasizing clarity, restraint, and a deep respect for literary heritage.

### Solutions:

Cover Design: Simplified visual approach rooted in early print traditions

Typography: Balances classic serif typefaces with subtle modern adjustments

Color Palette: Neutral, earthy tones that reflect the natural world of Middle-earth

The project demonstrates how traditional storytelling can be honored through modern design principles—creating space for both nostalgia and innovation.



# Brian's Cafe Menu

## Whimsical Café Menu Design

### Description:

This menu was developed for a café concept with the goal of evoking a sense of whimsy, nostalgia, and childlike wonder. The design features playful, easy-to-read fonts paired with simple, hand-drawn illustrations that add charm and personality to each page. Fun and simplicity were the guiding principles for this project, ensuring the menu feels approachable, lighthearted, and visually engaging.

The layout was carefully balanced to maintain clarity and legibility while incorporating cheerful visual accents that complement the café's friendly, inviting atmosphere. From colorful icons to subtle graphic details, every element was chosen to spark a smile and create a joyful dining experience from the very first glance.

This project highlights my ability to translate brand personality into tangible design pieces that resonate with audiences, using typography, illustration, and thoughtful layout choices to craft a cohesive and memorable customer touch point.



# Character Design: Delilah Sanson, Executioner

## Potter Universe

Original Character Concept | Occupation:  
Executioner

### Challenge:

The objective was to design an original character within a recognizable universe, assigned the unique and somewhat darker occupation of executioner.

The character design focused on creating a figure that was both imposing and intriguing, drawing on the magical world's rich aesthetic while aligning with the gravity of the executioner's role.

### Character Design:

A balance of dark, structured attire with subtle magical elements, reflecting the character's role while maintaining ties to wizarding culture. The final design succeeded in blending the Harry Potter universe's whimsical magic with the somber, weighty nature of an executioner.



## 22 Too Many: The Silent War

### Video Production

#### Challenge:

The objective was to produce a compelling commercial that would raise awareness about the mental health struggles faced by service members. These inner battles are often under reported, leading to serious consequences.

The goal was to craft a narrative that could resonate with viewers, ultimately driving awareness and encouraging support.

#### Approach:

The commercial's tone aimed to balance empathy and urgency, emphasizing the emotional depth of the issue. The goal was to ensure the message would hit home without being overly heavy-handed.

#### Solutions:

**Visual Storytelling:** Strong, emotive imagery of service members in vulnerable moments, framed in ways that evoke both isolation and hope

**Sound Design:** Thoughtful use of music and ambient sounds to support the emotional weight of the narrative

**Message:** Simple yet impactful text and voice over to convey the message of awareness.

The project aimed to save even one life by encouraging those struggling to reach out.

Play



View Full Video Here



## AdPro 360: Casino Leave-Behind Playing Card

This concept design was created as a memorable leave-behind piece for prospective casino clients. The front of the card features the Aces from each suit, representing high value, luck, and opportunity. The back showcases a custom design incorporating elements of the AdPro 360 brand, blending playful casino aesthetics with the agency's bold visual identity. This conceptual piece positions AdPro 360 as a creative, strategic partner ready to help casinos play their best hand in marketing and advertising.





**Thank you, for your consideration.**



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**Website**

<https://bberry.mgdstudent.com/wordpress/>



**Linked in**