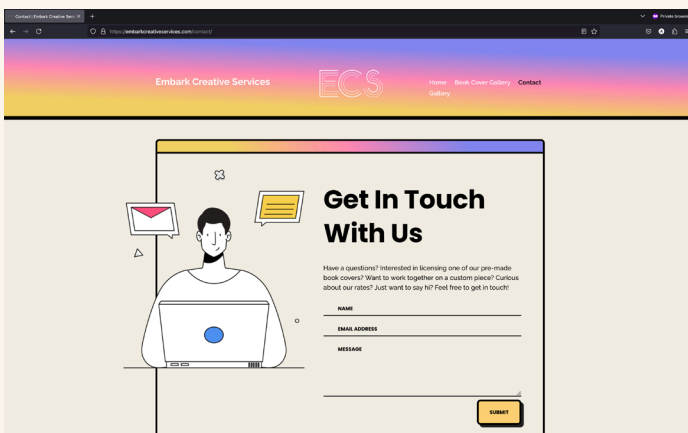
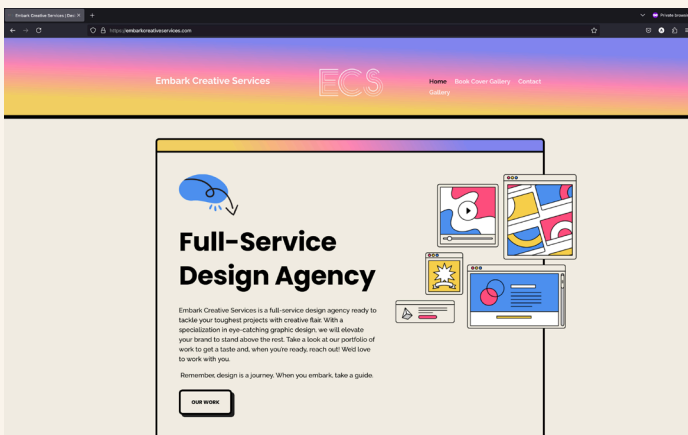


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# Graphic Designer & Illustrator

Where better to start with introducing myself than with my own graphic design brand, Embark Creative Services. Not only does this give you a look at my style of brand development, but you can see it in action at EmbarkCreativeServices.com!



## embark creative services brand reference sheet

primary font - desire pro regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz .!@#%&'()\*

secondary font - gill sans light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz .!@#%&'()\*

DECORATIVE FONT - DISCO DIVA

AADBCCDDEEFFGGHIIJJKKLLMMNNOO PPPQRRSSTTUUVVWWXXYYZZ .!@

color palette



logo



# Logos

I spent over a year working with 983 Media, an esports tournament and event production company, to craft custom logos for their company, events, and casters. These are a couple of those logos.



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Another branding project I completed recently was this alcohol-free event for a local business. I handlettered the logo and created a new menu featuring fresh offerings every week. I even drew a fun chalkboard sign for the event!

# MARCH MOCKTAILS



# MARCH MOCKTAILS

MORE INFO ON INSTAGRAM  
@SBEVENTHORIZON

## MENU FOR MARCH 4<sup>TH</sup> FEATURING 4 CUSTOM CRAFT MOCKTAILS

### Jazzy Razz

Raspberry Espresso  
Mockini with a heavy  
cream float, fresh raspberries,  
and a chocolate drizzle.

### Lemony Cricket

Lemongrass Tea with fresh  
basil, lemon, and signature  
Basil Simple Syrup.

### Rosy Days

Sparkling White Rose Tea  
with rose petal simple syrup,  
rose water aromatics, and a  
frosted rose garnish.

### Earl of Lavender

Early Grey Iced Tea with  
lavender aromatics and  
sweetened with lavender  
simple syrup. Unsweetened  
option also available!

4-7PM EVERY TUESDAY IN MARCH  
@ SANTA BARBARA PIZZA HOUSE

# MARCH MOCKTAILS

@ SANTA BARBARA  
PIZZA HOUSE 4-7PM



EVERY TUESDAY IN MARCH



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Environ Essences is a project I worked on to create branding for an eco-focused self-care and lifestyle brand. I focused on strong typography and iconography to combine the impact of the message with the femininity of the products.

environ  
essences





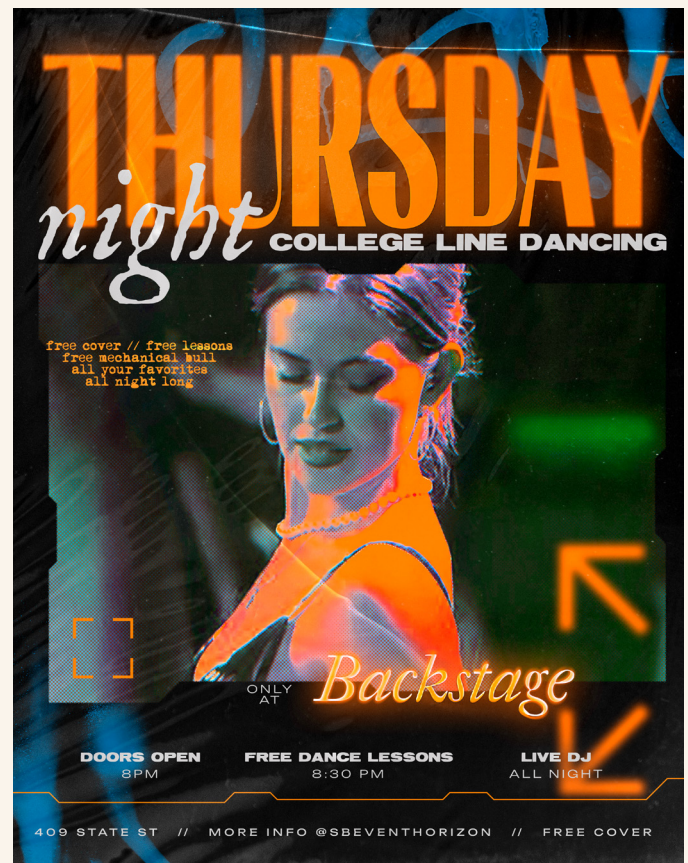
I wanted to create a fun, vibrant, and eye-catching brand for Karaage Kitchen, a Japanese restaurant focused on serving cheap fried food to young people. I designed a logo, pattern, color scheme, and made some mockups to see the branding in action.





# Flyers

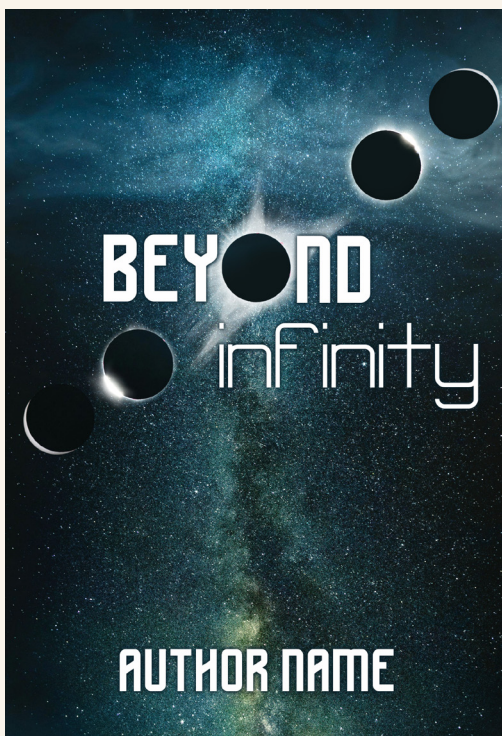
As head of marketing for SB Event Horizon, I handle a high volume of event promotional materials every week. Each event targets different demographics and I make sure to keep that in mind while designing flyers for print and social media. For example, the flyer to the right aims to attract an older, more traditional audience, while the two below are designed to stand out when stapled to a board of advertisements at a local university.





# Book Covers

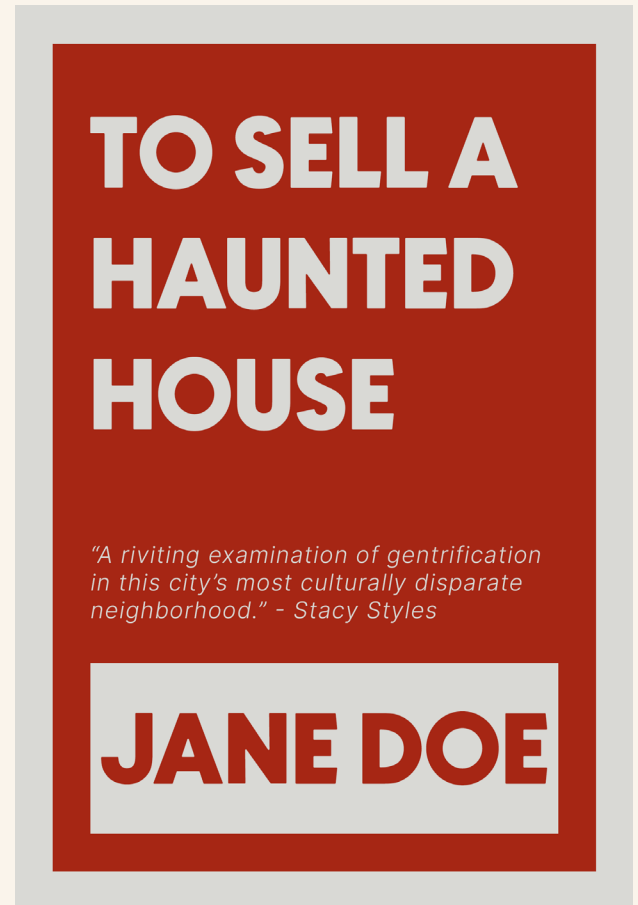
This is a sampling of book covers designed for various projects: physical, digital, and audiobooks.





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# Book Covers





# Illustrations

There are just a few of the illustrations  
I've completed over the past few years.



# THANK YOU FOR YOUR CONSIDERATION

I hope you like what you see! If you're interested in seeing more of my work please check out my website, [EmbarkCreativeServices.com](http://EmbarkCreativeServices.com)

You can also reach out to me by email at [AnnaEWarkentin@gmail.com](mailto:AnnaEWarkentin@gmail.com) or you can reach me by phone at (702) 378 - 1916.

I appreciate your time and consideration!



Here's a crow I made by hand cropping over 100 black and white images to create the feathers and depth!