



Ashton Haulman

Graphic Designer



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Poems For Pets

Event Marketing



Poems For Pets is an annual event held by the nonprofit organization Kansas Humane Society. In marketing for the event, I designed a brochure, poster, and a canvas bag. Each component is part of a bundle set. For each bundle purchased, animals in shelters are fed.

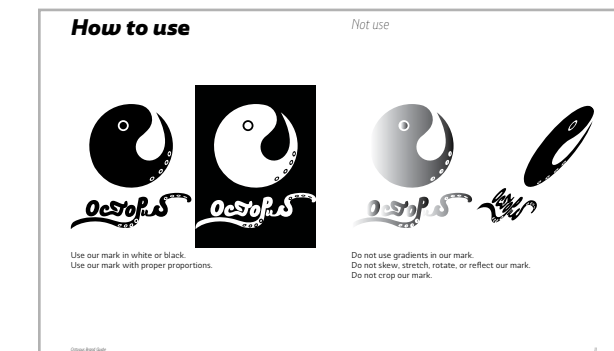
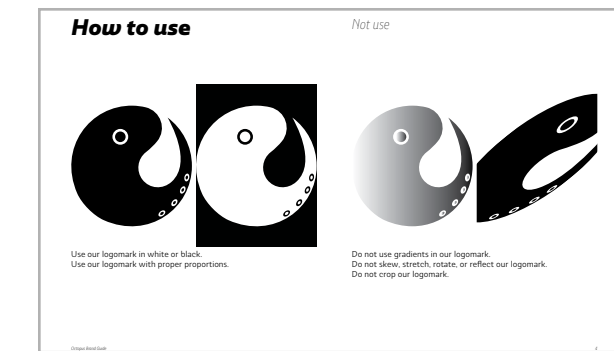
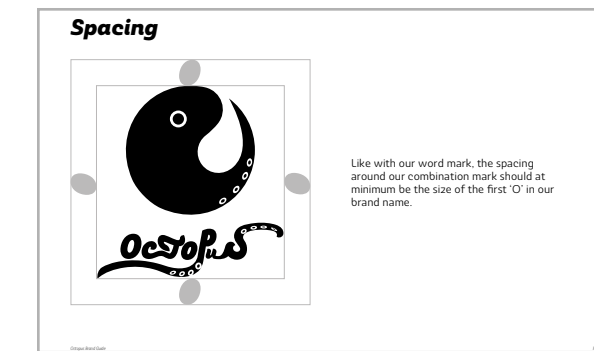
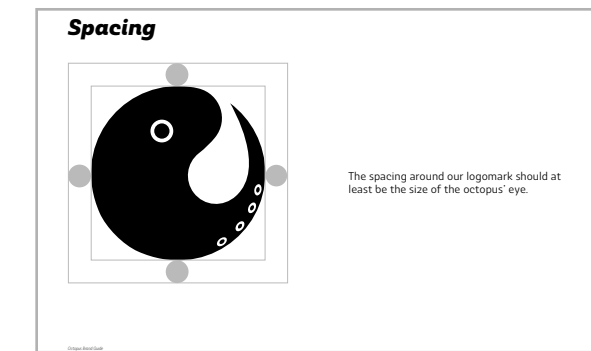
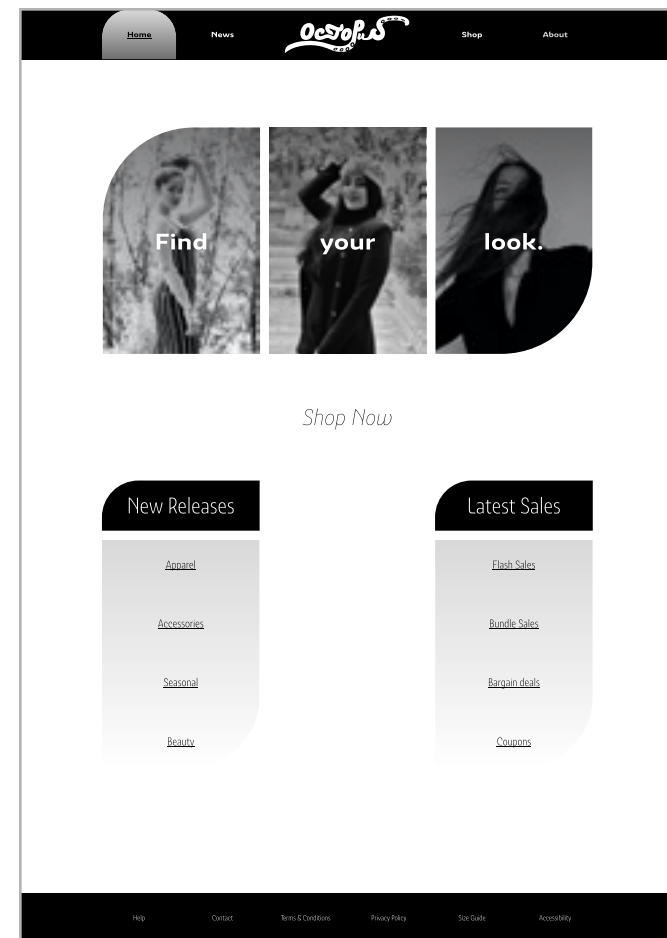
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Octopus

Branding



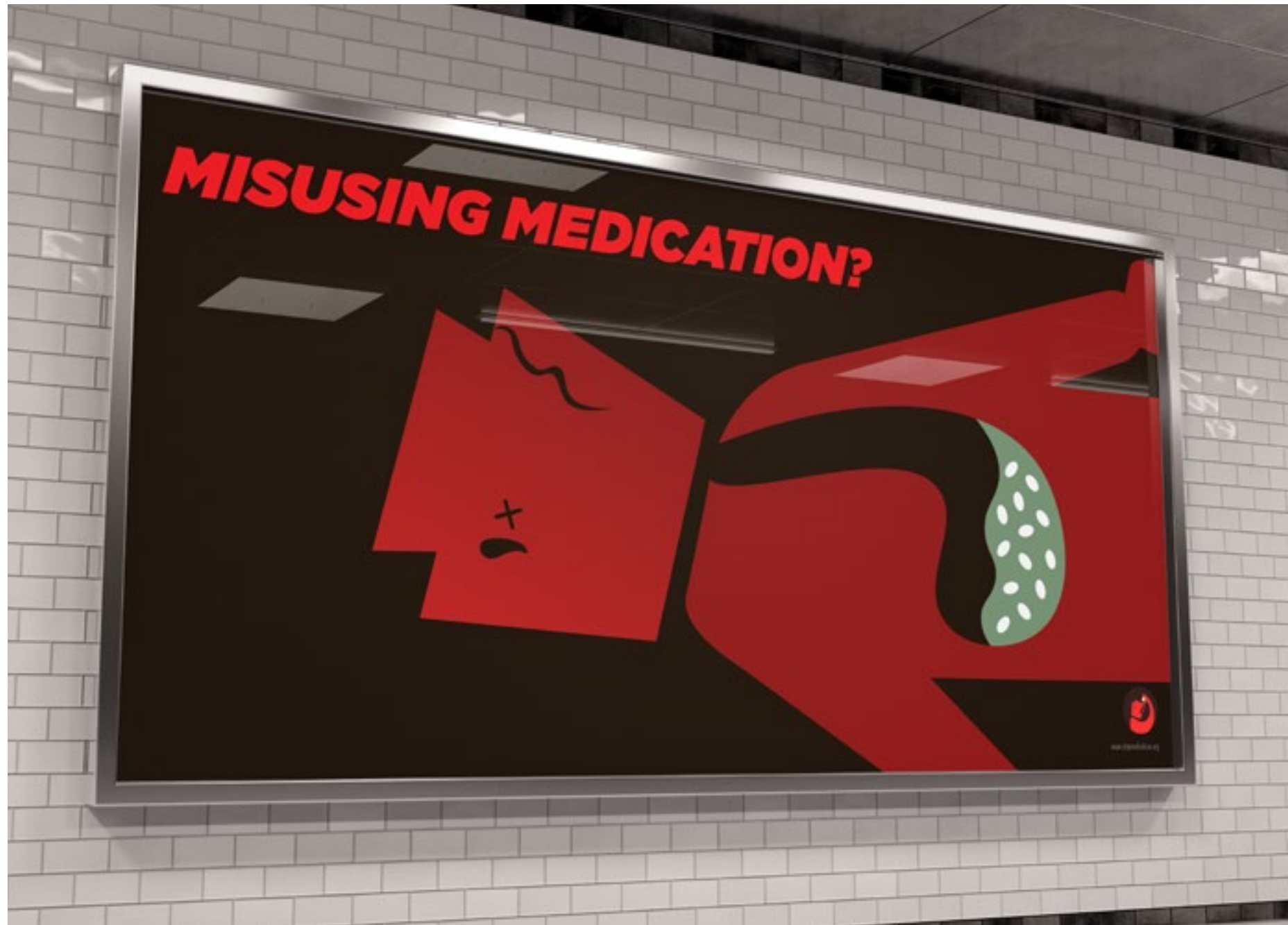
Octopus is a fashion agency dedicated to producing versatile clothing. I was tasked to design the branding for this company. In addition, I also designed a t-shirt and website.

The brand guide.



Medication Misuse

Campaign



The logomark.



This project is a campaign dedicated to spreading awareness about the ongoing prescription drug misuse problem plaguing Pennsylvania. For this campaign I have designed a billboard, two posters, and the logo for the awareness program.



Kaiser Cafe

Branding



Kaiser Cafe is a small family-owned business that focuses on supporting the local community. For this project, I designed the branding for Kaiser Cafe. Also included is a t-shirt design, business set, and Instagram ad.

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The business set.



The t-shirt design for Kaiser Cafe.



The Instagram ad for Kaiser Cafe.



Mello

Campaign

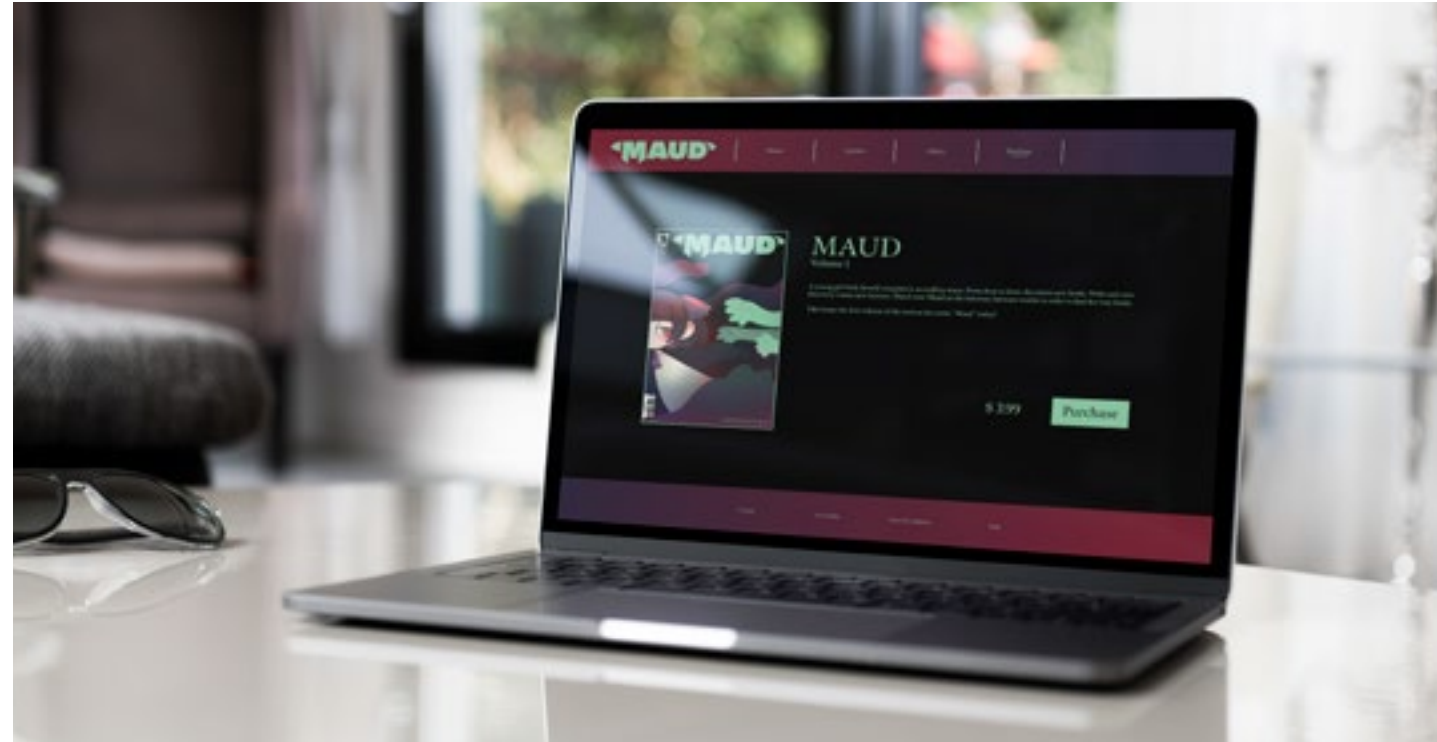
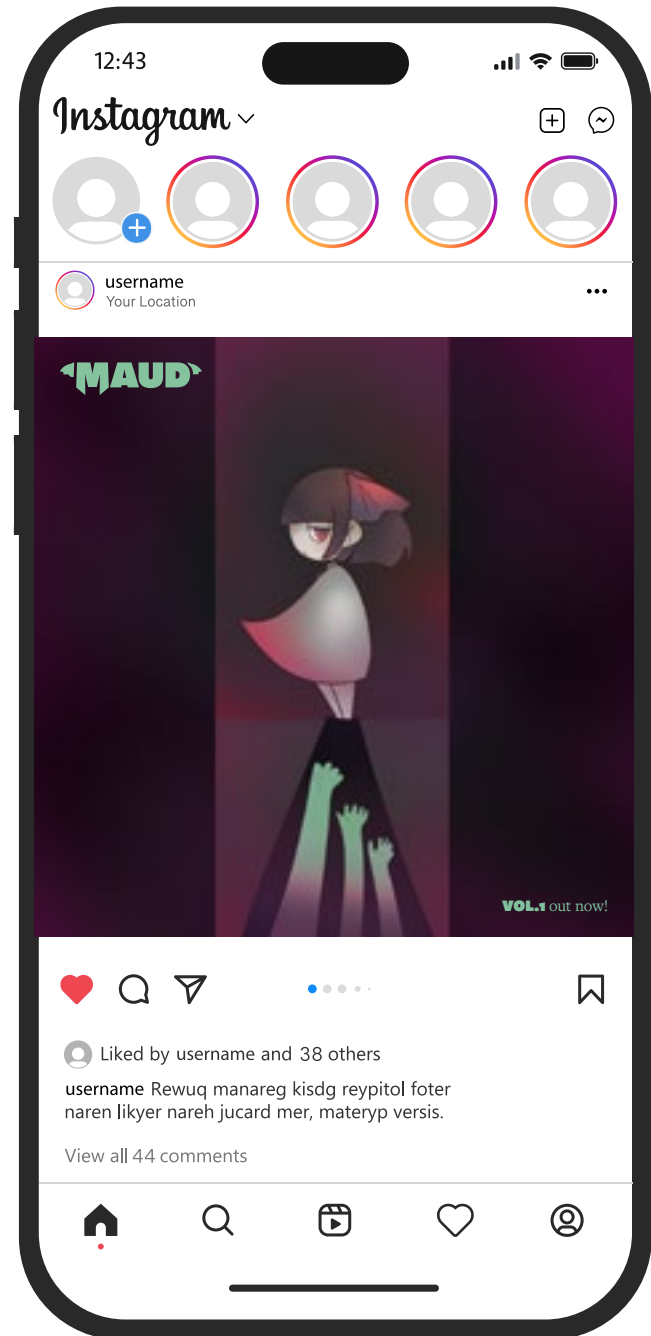


This project is a campaign focusing on wellness and ways to promote healthy ways of living. My designs for this project include three posters, tea packaging, a logo, and a candle label.



Maud

Comic Book



This project centers around advertising for the comic book Maud. For this project I've designed the comic book, inner spreads, Instagram ad, and website.



Partum U

Branding



The client for this project was Partum U, a college dedicated to the arts. My work for this client included a folder, social media ad, and academic calendar.



The folder.

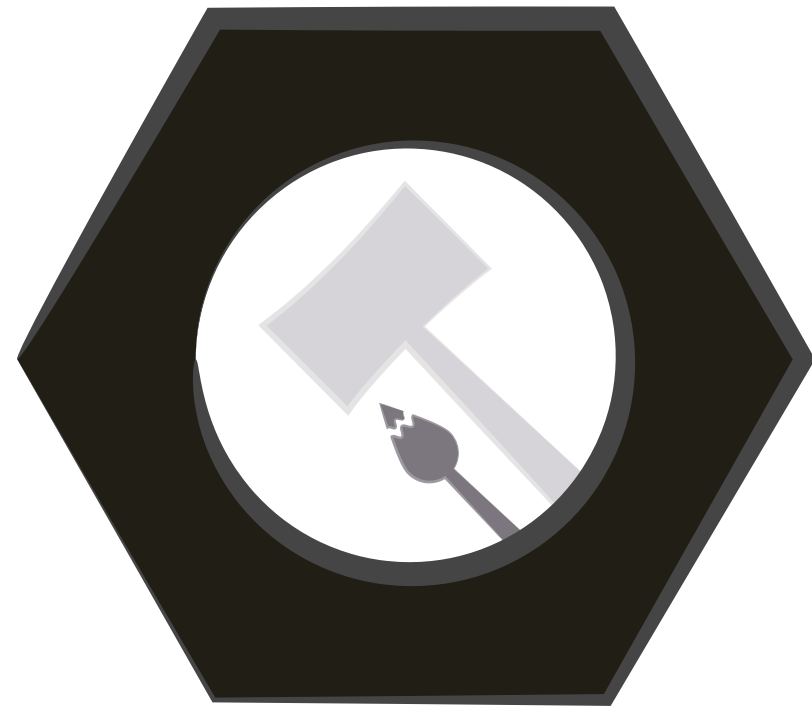


The poster and the Instagram ad.



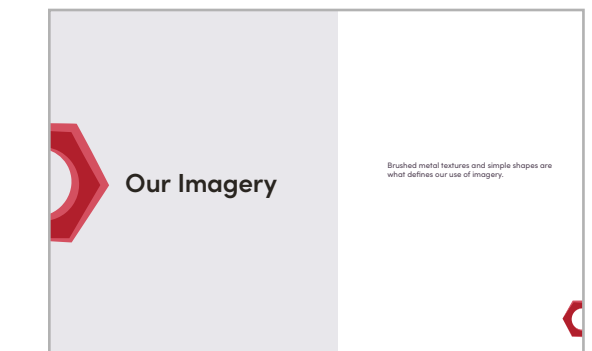
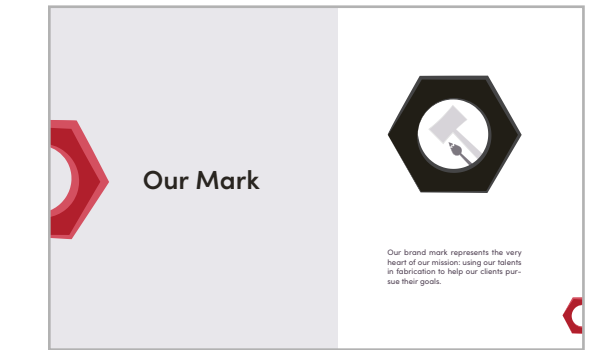
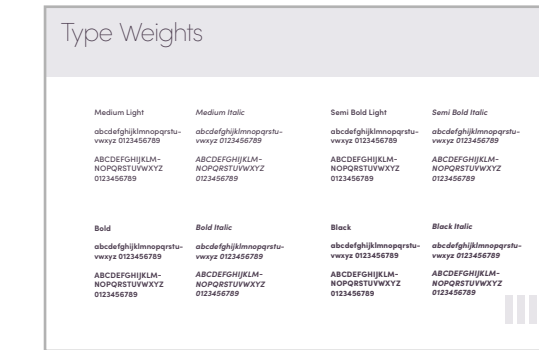
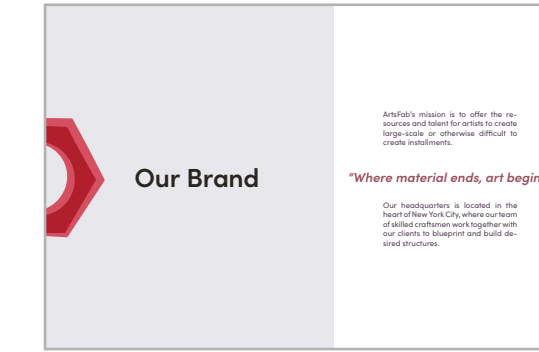
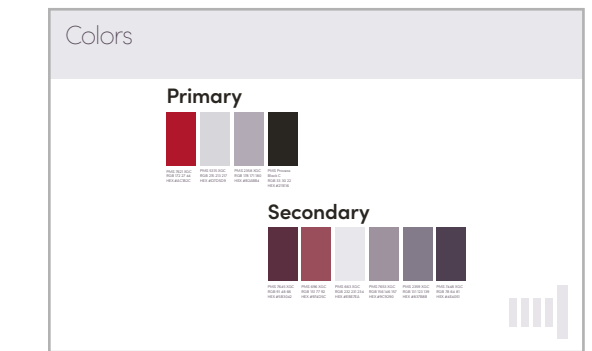
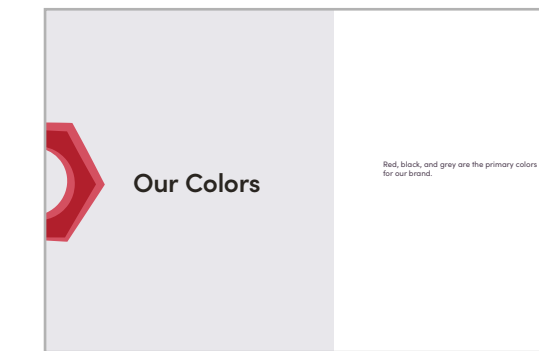
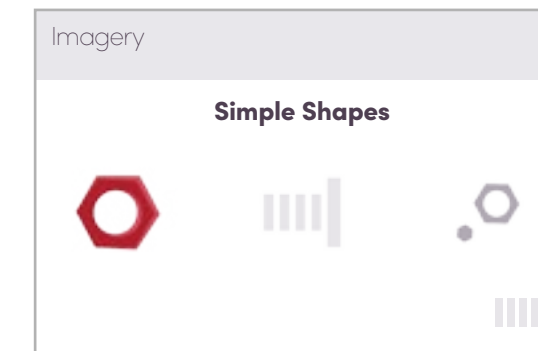
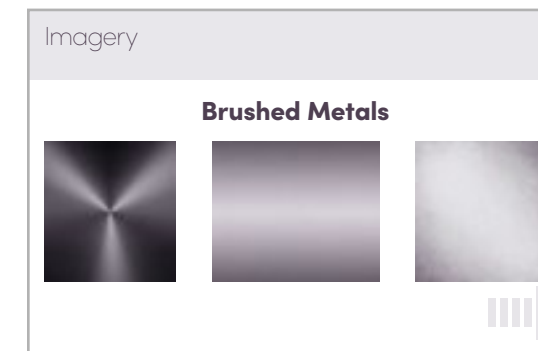
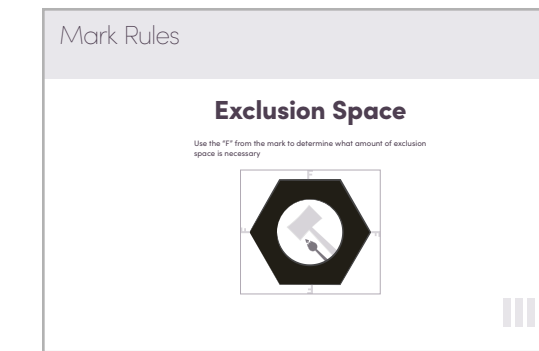
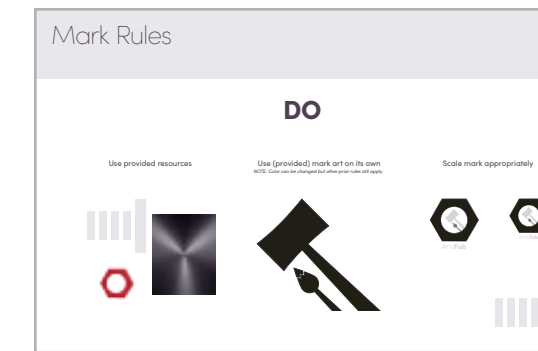
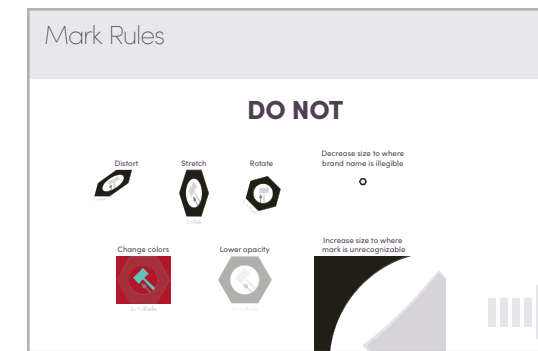
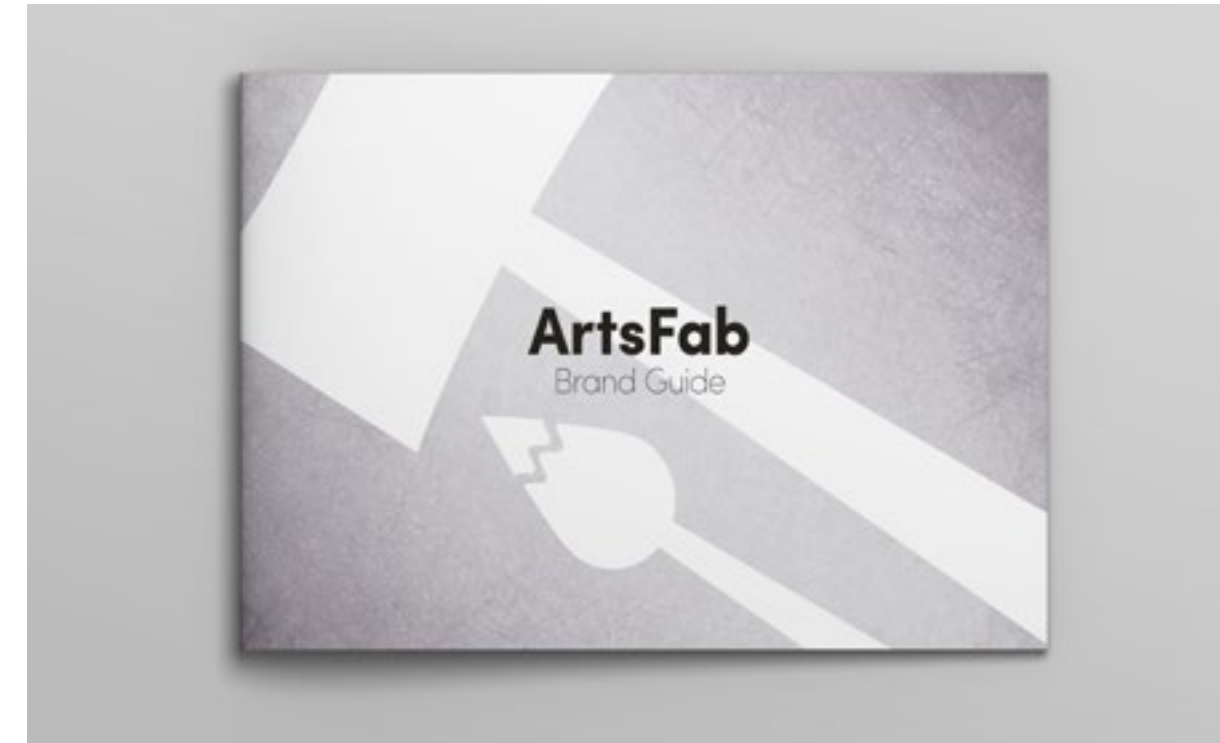
ArtsFab

Branding



My client for this project was an art fabrication business. I was tasked to design the branding for this business. In addition, I also designed a social media ad, a flyer, a business card and a magazine ad.

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The brand guide.

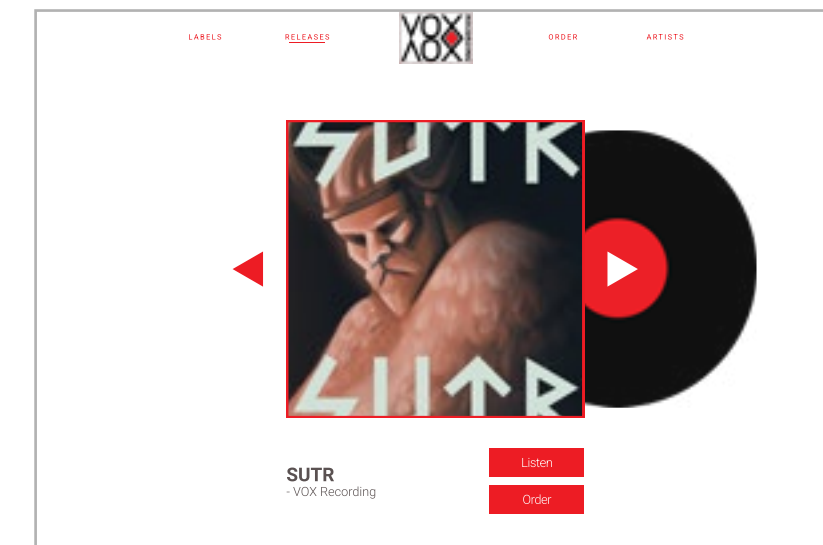
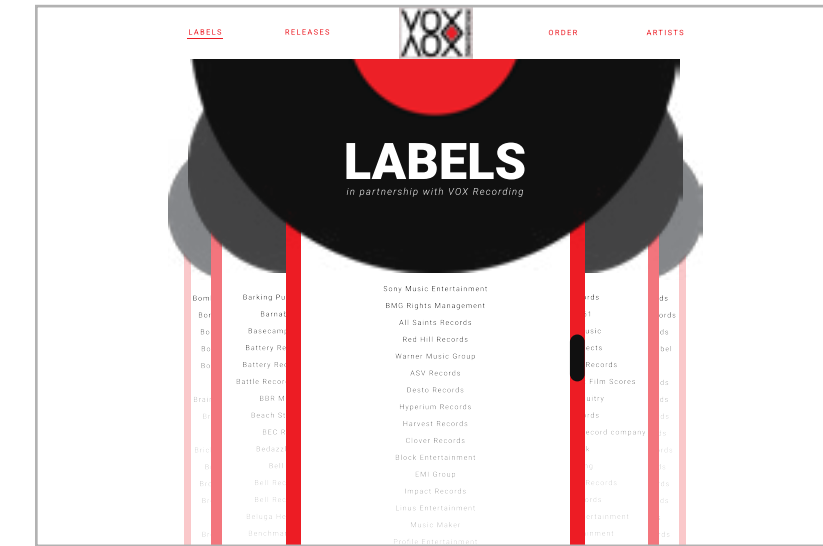
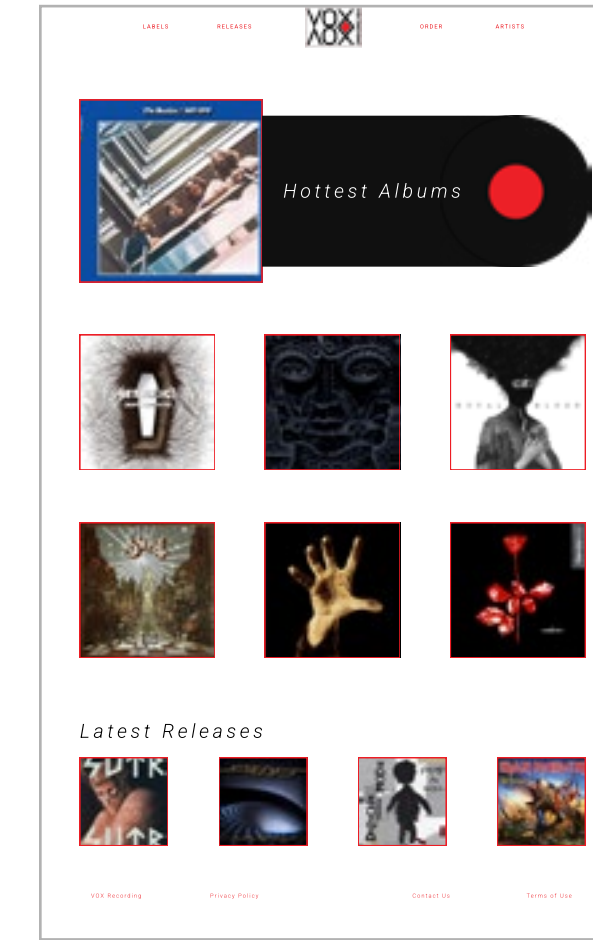


Sutr
Merchandise



For this project, I've designed the vinyl cover and back cover for the album Sutr. I've also designed a tote bag to carry the vinyl in, the website to buy the album from, and a poster.

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The website.





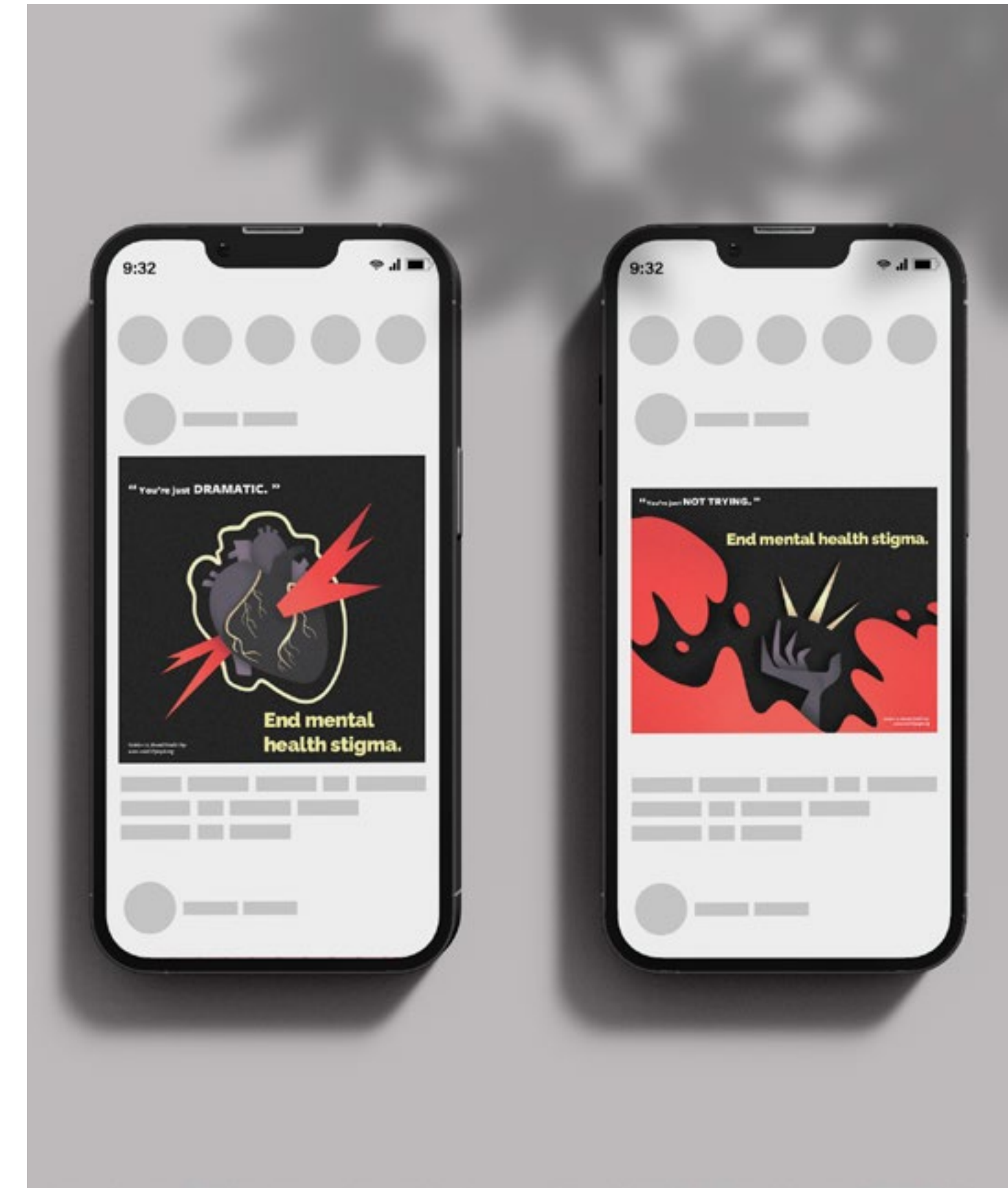
Voice

Campaign



This is a mental health campaign designed around raising awareness towards the stigma against mental illness. I've designed a billboard, vertical banner, Facebook ad, and Instagram ad to boost awareness towards this topic.

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www.ashtonhaulman.com



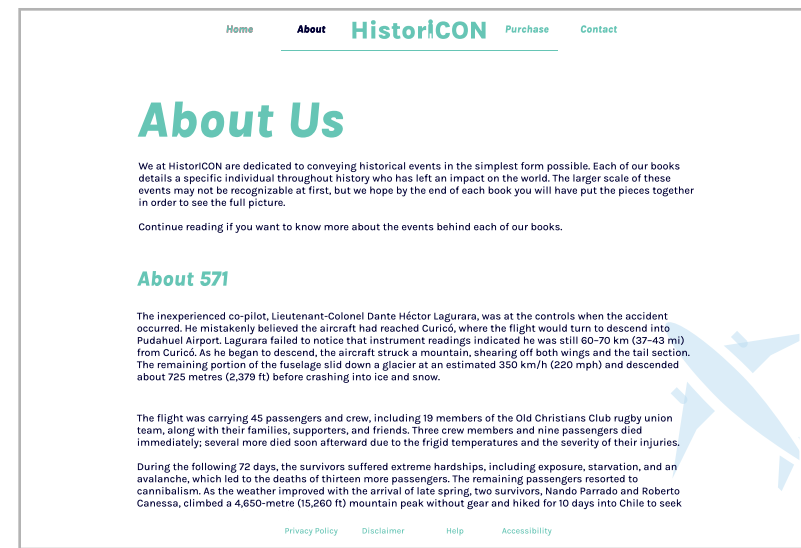
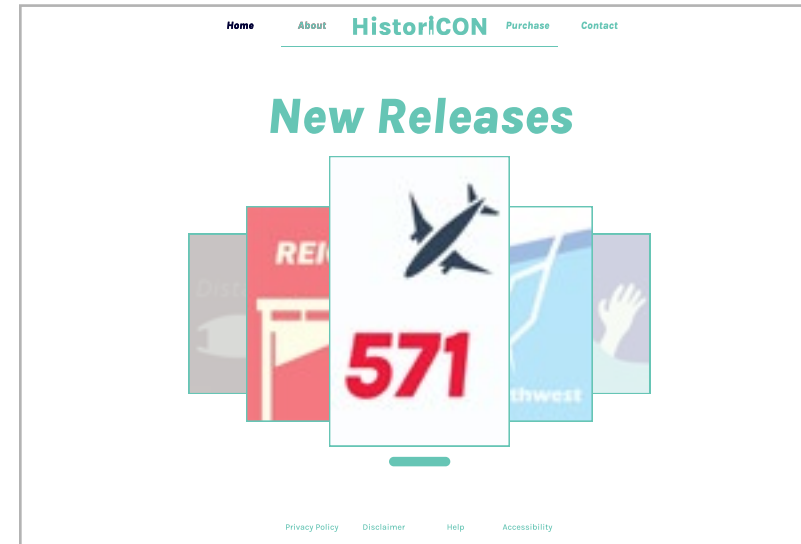
Historicon

Merchandise

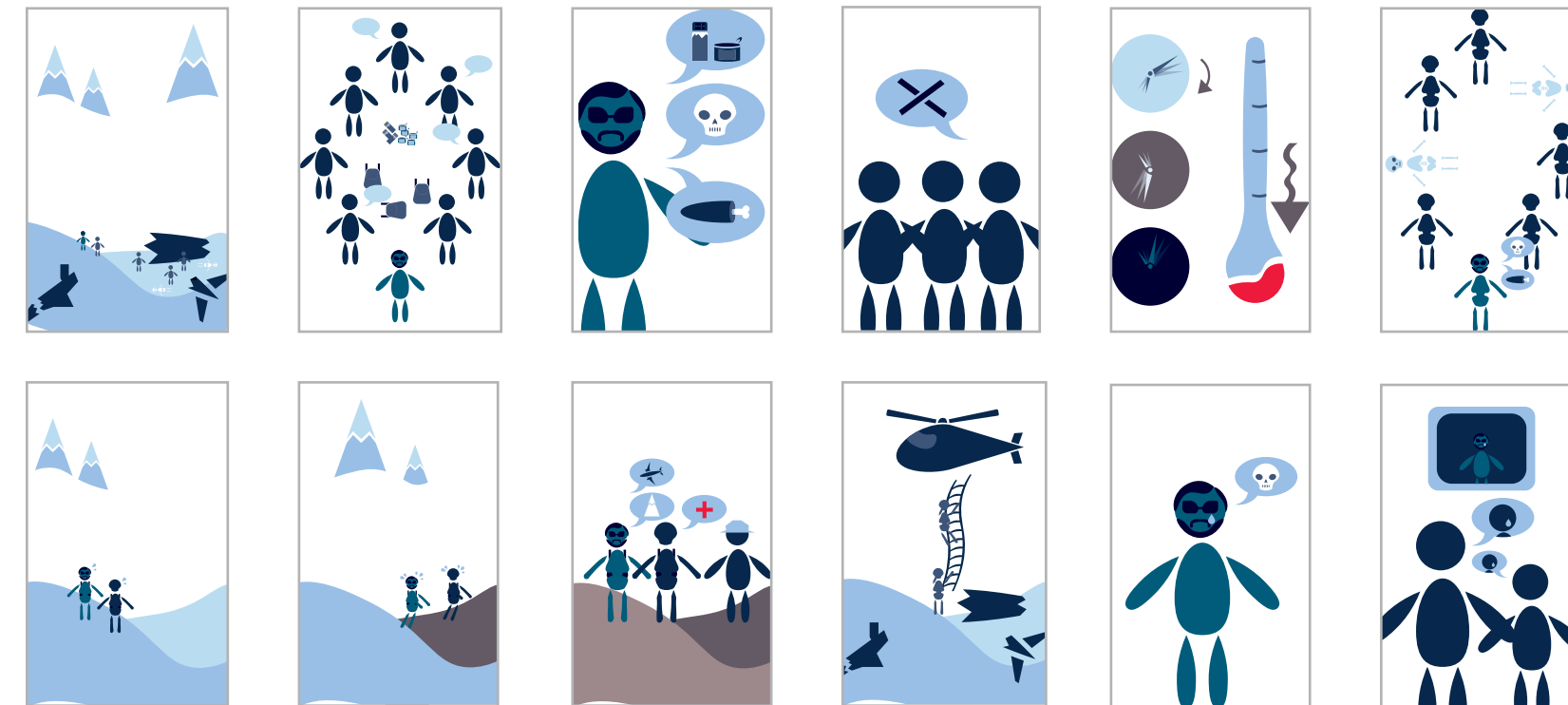


This project revolves around an iconography book I've designed for the company Historicon. Historicon takes historical occurrences and portrays the events through iconography. My work included an iconography book, website, and poster.

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The website.



The iconography book and its inner pages.



Revive

Merchandise



This project I was tasked to design a series of wine labels for the brand Revive. I had taken inspiration from tarot cards and fortune telling, and based my design around that concept. I also designed the packaging for the wine bottles.

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Threads

Merchandise



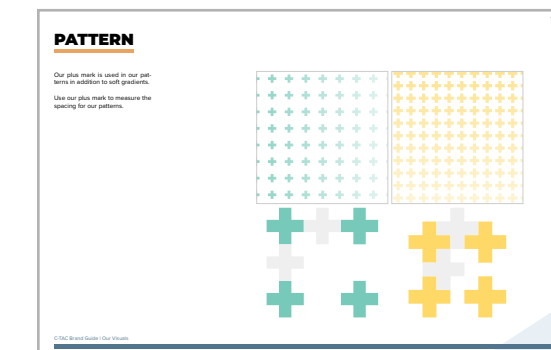
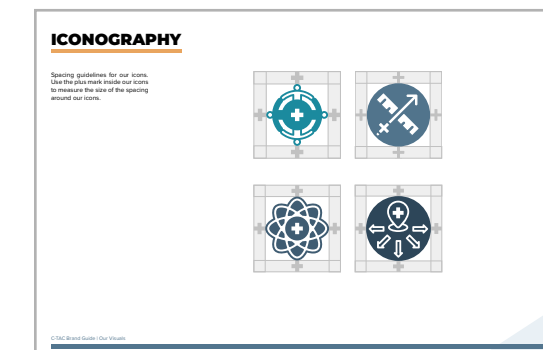
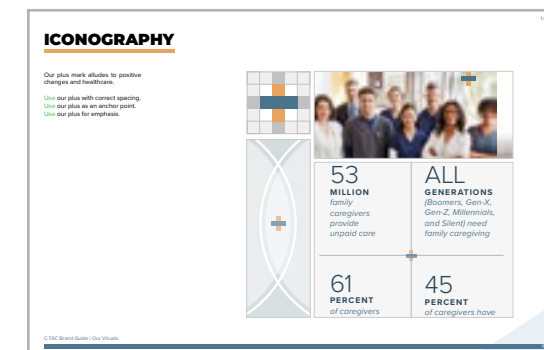
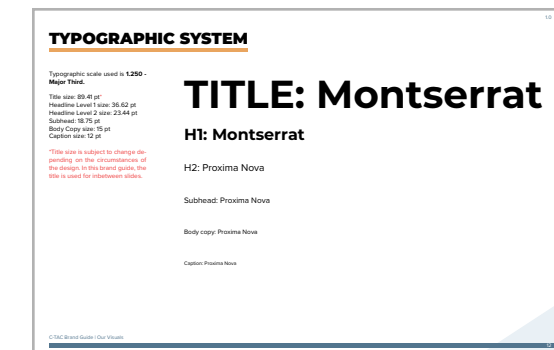
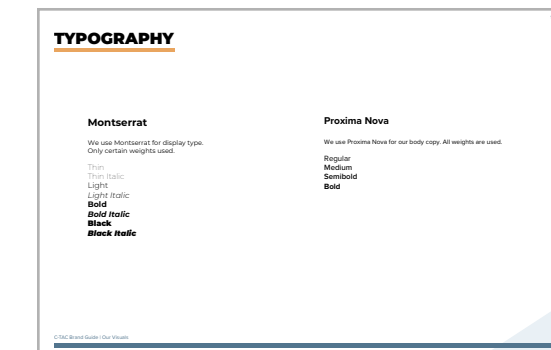
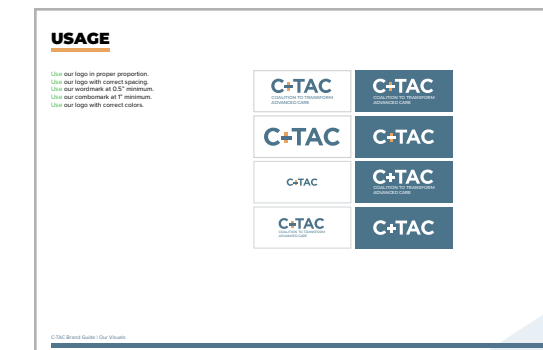
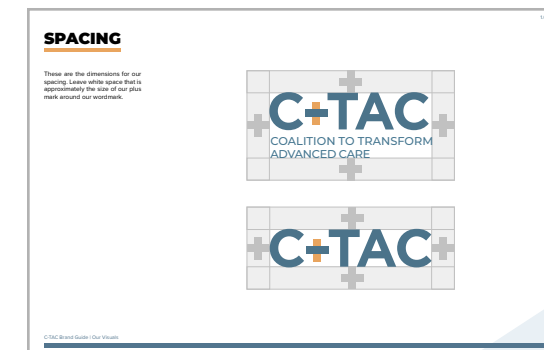
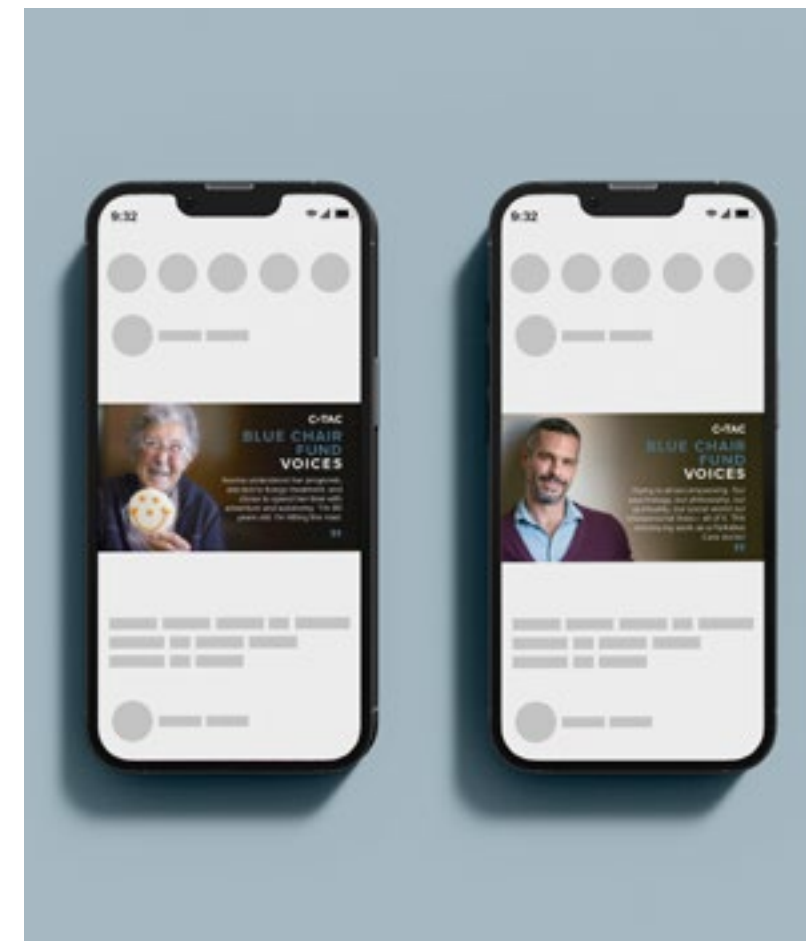
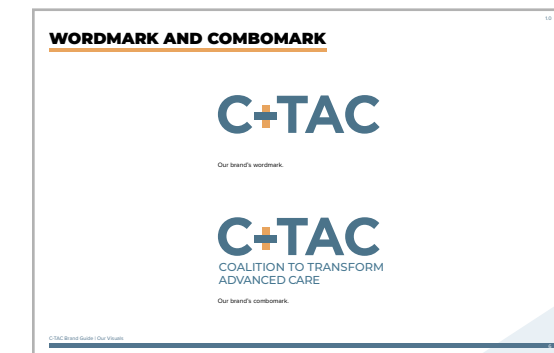
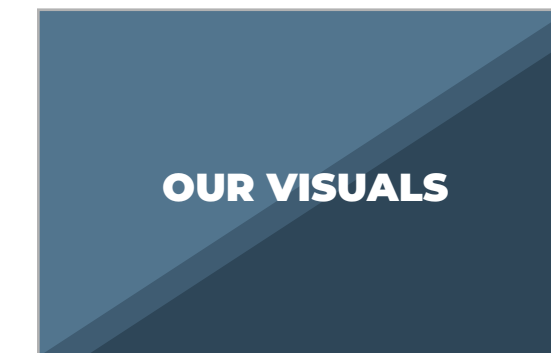
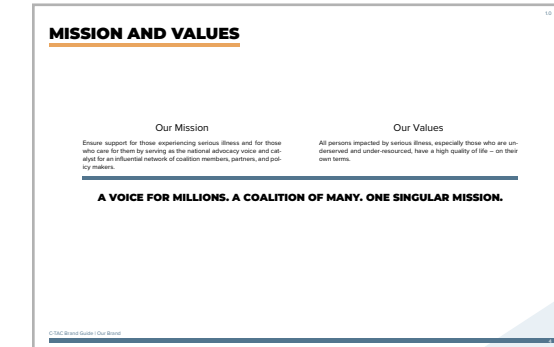
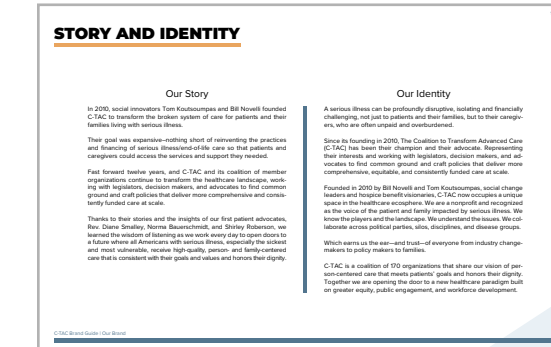
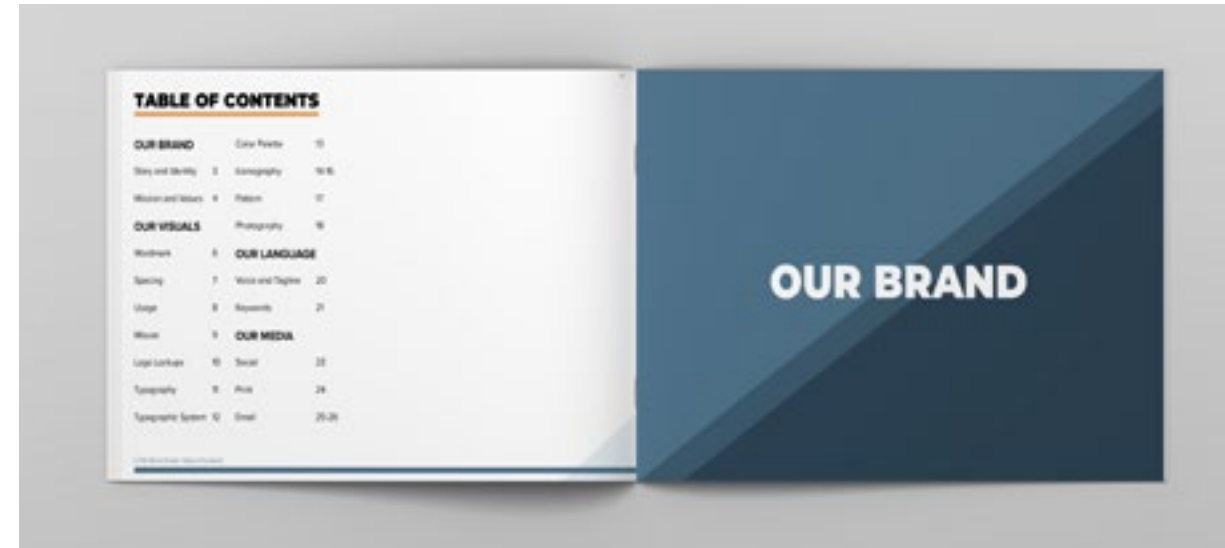
This project is a book designed around the United States amendments. To accompany the book is a series of posters also focusing on the same concept.





C-TAC

Branding



My client for this project was the nonprofit organization C-TAC. I was tasked with creating a brand guide for the brand. I was also tasked with using a template to work off of and create social media posts from.

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The brand guide.



Personal Brand

Branding



Ashton Haulman
Graphic Designer

1109 Victor Street
Lebanon, PA 17042
(717) 644-3483
ashaulman@gmail.com

My personal brand. If you rotate my logo -90 degrees, it spells out my initials!

Ashton Haulman
Graphic Designer

EDUCATION
Harrisburg Area Community College (HACC), AA Degree Graduate, expected graduation for AAS Degree in 2023.

WORK EXPERIENCE
Royer's Flowers and Gifts, Lebanon, PA
Part-time Employee 2016 – Current Year

Experience includes working in a team environment, with floral design, and with deadlines.

SKILLS
Software: Adobe CC, Paint Tool Sai, Krita, Clip Studio Paint, Visual Studio Code, and Figma

Technical Skills: Apple iPad Pro, Wacom tablet, XP-Pen tablet

Languages: HTML / CSS

EXHIBITS AND AWARDS

- Eclectic Metamorphosis Exhibit - Artist Guild, HACC Lebanon Campus
- First Place in Digital Photo Imaging - Student Honors Show, HACC Lebanon Campus
- First Place in 3D Design – Student Honors Show, HACC Lebanon Campus
- First Place in 2D Design – Student Honors Show, HACC Lebanon Campus
- Second Place in Painting – Student Honors Show, HACC Lebanon Campus

1109 Victor Street - Lebanon, PA 17042 - (717) 644-3483 - ashaulman@gmail.com

Brand Mark

Spacing

Use the diagonal length of the section between eye and eyebrow to determine spacing.

Brand Guide

Brand Mark, Spacing, Rules, Brand Visuals, Color Scheme, Typography

Brand Mark

Spacing

Use the diagonal length of the section between eye and eyebrow to determine spacing.

Rules

Do

- Use proper spacing.
- Use the provided alternate colors.
- Scale proportionally.

Do Not

- Crop the mark.
- Use any other color scheme for the mark other than the one provided.
- Stretch or skew the mark.
- Scale down the mark until it is unrecognizable.

Brand Visuals

Primary visuals are gradient textures and geometric shapes.

Color Scheme

Colors: #003366, #0070C0, #FFD700

Typography

Gotham Ultra
Gotham Ultra is used as a display font.
Weights used are: **Ultra**

Freight Sans Pro
Freight Sans Pro is used for body copy.
Weights used are: Light, Light Italic, Book, Book Italic, Medium, Medium Italic, **Bold**

Gotham Black
Gotham Black is used as a display font.
Weights used are: **Regular**

Thank you!