



**RICHARD
BAUNNER**

RICHARD BAUNNER

[Instagram](#) • [LinkedIn](#) • [Website](#)

ALBUM COVERS

This is a personal project I created as a result of my love of music. The goal with this project was to create 10 unique album covers that I felt were congruent with my style as a designer. My role in this project is the sole designer, photographer, painter, you name it. Each album's unique aesthetic was entirely created by me.







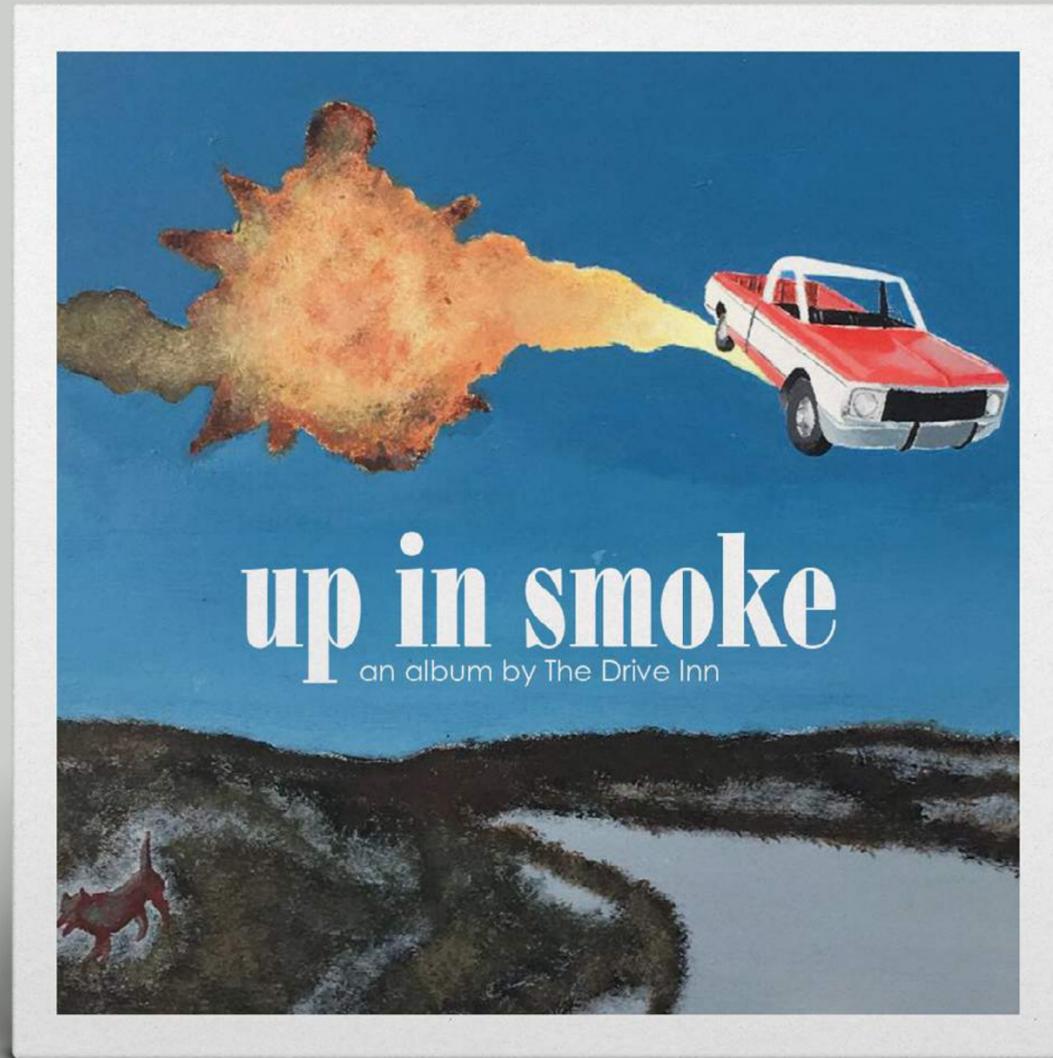












cheers to this



HOMETOWN HEROES

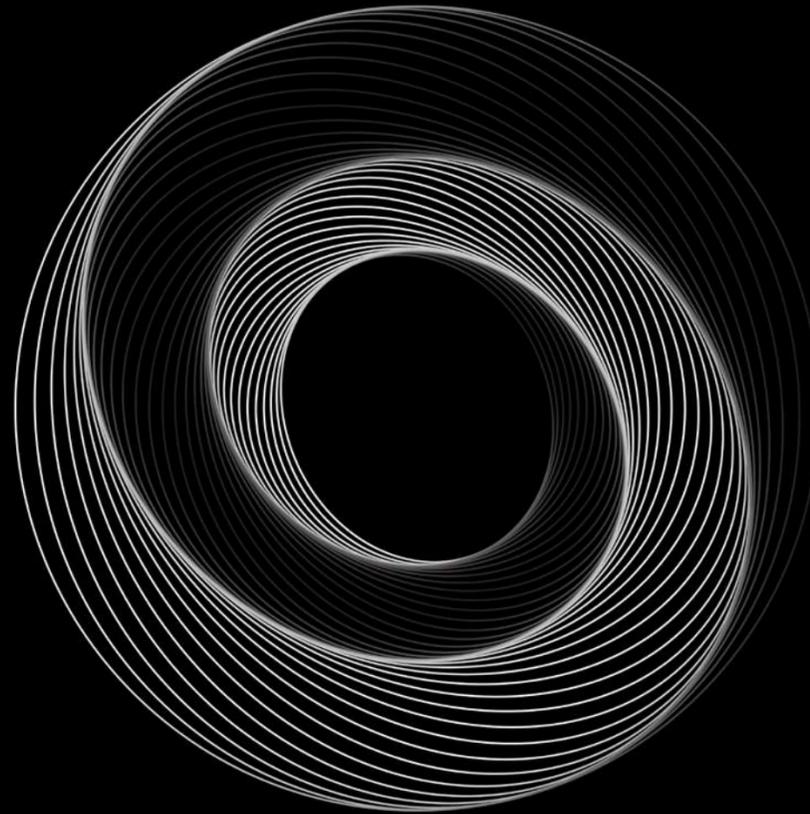


GRADIENT CONSULTING

This was an ad campaign I created as a sort of personal project for a company named Gradient Consulting. The goal with this campaign was to create a successful ad campaign that utilizes visually engaging artwork to bring attention to the company. I was the sole designer and copywriter conceiving of all elements from logo and tagline to headlines and images.



FOR THE GRAY AREAS.

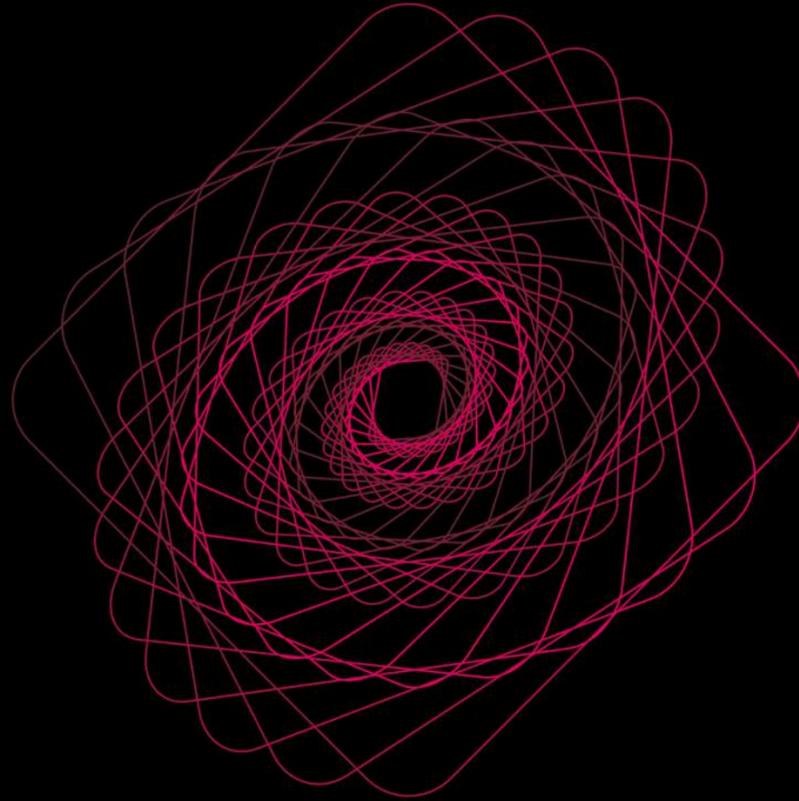


not everything is as simple as black and white.

GRADIENT CONSULTING



SEEING RED?

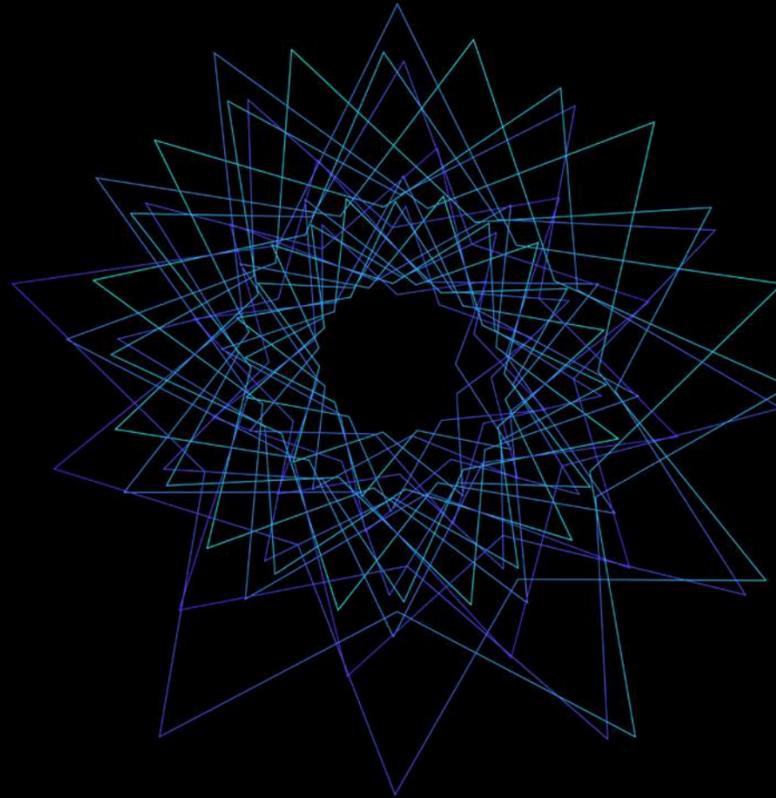


not everything is as simple as black and white.

GRADIENT CONSULTING



GOT THE BLUES?



not everything is as simple as black and white.

GRADIENT CONSULTING



CENTER STAGE PRODUCTIONS

This was client work for a Northeast Arkansas based theatre company named Center Stage Productions. They hired me with the goal to create a new logo for their company. Upon doing research of the company, they had no website of their own, and finding a way to buy tickets seemed overly difficult. As a result, I also created a simple app concept for upcoming performance dates and to purchase tickets. Though this was not something they asked for, I assumed it would be worth presenting to them.

You can find a trial version of the app [here](#).





The image displays 18 mobile app screens for Center Stage Productions, arranged in a 3x6 grid. Each screen is for an iPhone X/XS/11 Pro. The screens are as follows:

- Row 1:**
 - Screen 1: Overview of upcoming shows. Shows: HAIRSPRAY (April 7-8), TRAILER PARK TRAGEDIES (April 15-16), ROCKY HORROR PICTURE SHOW (April 23-24), HEATHERS (May 2-3), NEXT TO NORMAL (May 10-11).
 - Screen 2: HAIRSPRAY. April 7, 7:00 PM. HOME button.
 - Screen 3: TRAILER PARK TRAGEDIES. April 15, 7:00 PM. HOME button.
 - Screen 4: ROCKY HORROR PICTURE SHOW. April 23, 7:00 PM. HOME button.
 - Screen 5: HEATHERS. May 2, 7:00 PM. HOME button.
 - Screen 6: NEXT TO NORMAL. May 10, 7:00 PM. HOME button.
- Row 2:**
 - Screen 7: HAIRSPRAY. April 7, 7:00 PM. TICKETS ARE \$15 EACH. THIS BUTTON WILL LINK YOU TO CHECKOUT VIA PAYPAL. HOME button.
 - Screen 8: TRAILER PARK TRAGEDIES. April 15, 7:00 PM. TICKETS ARE \$15 EACH. THIS BUTTON WILL LINK YOU TO CHECKOUT VIA PAYPAL. HOME button.
 - Screen 9: ROCKY HORROR PICTURE SHOW. April 23, 7:00 PM. TICKETS ARE \$15 EACH. THIS BUTTON WILL LINK YOU TO CHECKOUT VIA PAYPAL. HOME button.
 - Screen 10: HEATHERS. May 2, 7:00 PM. TICKETS ARE \$15 EACH. THIS BUTTON WILL LINK YOU TO CHECKOUT VIA PAYPAL. HOME button.
 - Screen 11: NEXT TO NORMAL. May 10, 7:00 PM. TICKETS ARE \$15 EACH. THIS BUTTON WILL LINK YOU TO CHECKOUT VIA PAYPAL. HOME button.
- Row 3:**
 - Screen 12: HAIRSPRAY. April 8, 7:00 PM. TICKETS ARE \$15 EACH. THIS BUTTON WILL LINK YOU TO CHECKOUT VIA PAYPAL. HOME button.
 - Screen 13: TRAILER PARK TRAGEDIES. April 16, 7:00 PM. TICKETS ARE \$15 EACH. THIS BUTTON WILL LINK YOU TO CHECKOUT VIA PAYPAL. HOME button.
 - Screen 14: ROCKY HORROR PICTURE SHOW. April 24, 7:00 PM. TICKETS ARE \$15 EACH. THIS BUTTON WILL LINK YOU TO CHECKOUT VIA PAYPAL. HOME button.
 - Screen 15: HEATHERS. May 3, 7:00 PM. TICKETS ARE \$15 EACH. THIS BUTTON WILL LINK YOU TO CHECKOUT VIA PAYPAL. HOME button.
 - Screen 16: NEXT TO NORMAL. May 11, 7:00 PM. TICKETS ARE \$15 EACH. THIS BUTTON WILL LINK YOU TO CHECKOUT VIA PAYPAL. HOME button.

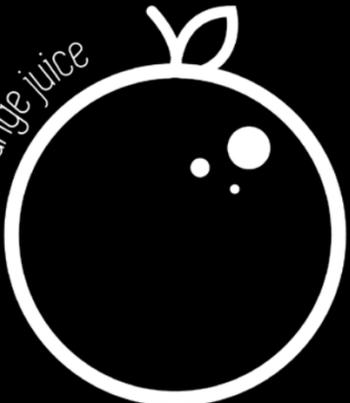
JOOST

This was a personal branding project I created with the goal of creating a successful logo and package design. The concept of this juice is a minimalist juice brand, meaning they use only minimal ingredients. I used this to tie in the branding of the company, as I used only black and white and simple text and illustrations. I created the flat art for this design by using die lines in an effort to demonstrate my awareness of three dimensional packaging.



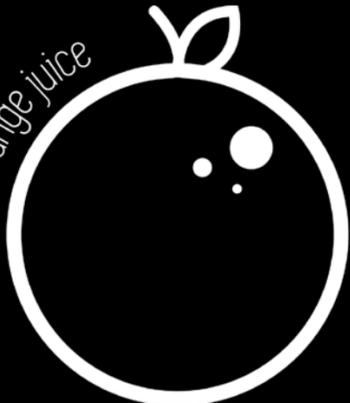
JOOST.

orange juice



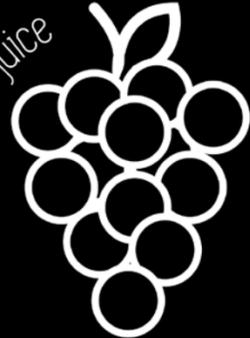
Nutrition Facts	
Serving Size 8 fl. oz. (240mL)	
Amount Per Serving	
Calories 150	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 50mg	2%
Potassium 490mg	14%
Total Carbohydrate 38g	13%
Dietary Fiber 0g	0%
Sugars 31g	
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 0%
*Percent Daily Values are based on a 2,000 calorie diet.	

orange juice



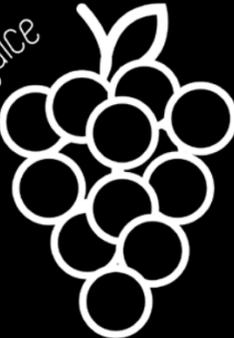
JUST
JOOST.
 NOTHING
 ELSE. 100% JUICE,
 THAT'S IT.

grape juice



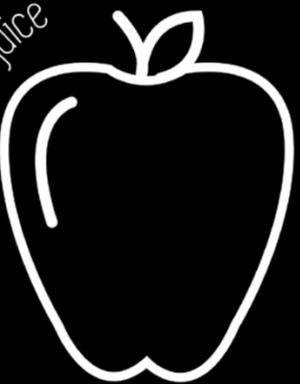
Nutrition Facts	
Serving Size 8 fl. oz. (240mL)	
Amount Per Serving	
Calories 150	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 50mg	2%
Potassium 490mg	14%
Total Carbohydrate 38g	13%
Dietary Fiber 0g	0%
Sugars 31g	
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 0%
*Percent Daily Values are based on a 2,000 calorie diet.	

grape juice



JUST
JOOST.
 NOTHING
 ELSE. 100% JUICE,
 THAT'S IT.

apple juice



Nutrition Facts	
Serving Size 8 fl. oz. (240mL)	
Amount Per Serving	
Calories 150	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 50mg	2%
Potassium 490mg	14%
Total Carbohydrate 38g	13%
Dietary Fiber 0g	0%
Sugars 31g	
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 0%
*Percent Daily Values are based on a 2,000 calorie diet.	

apple juice

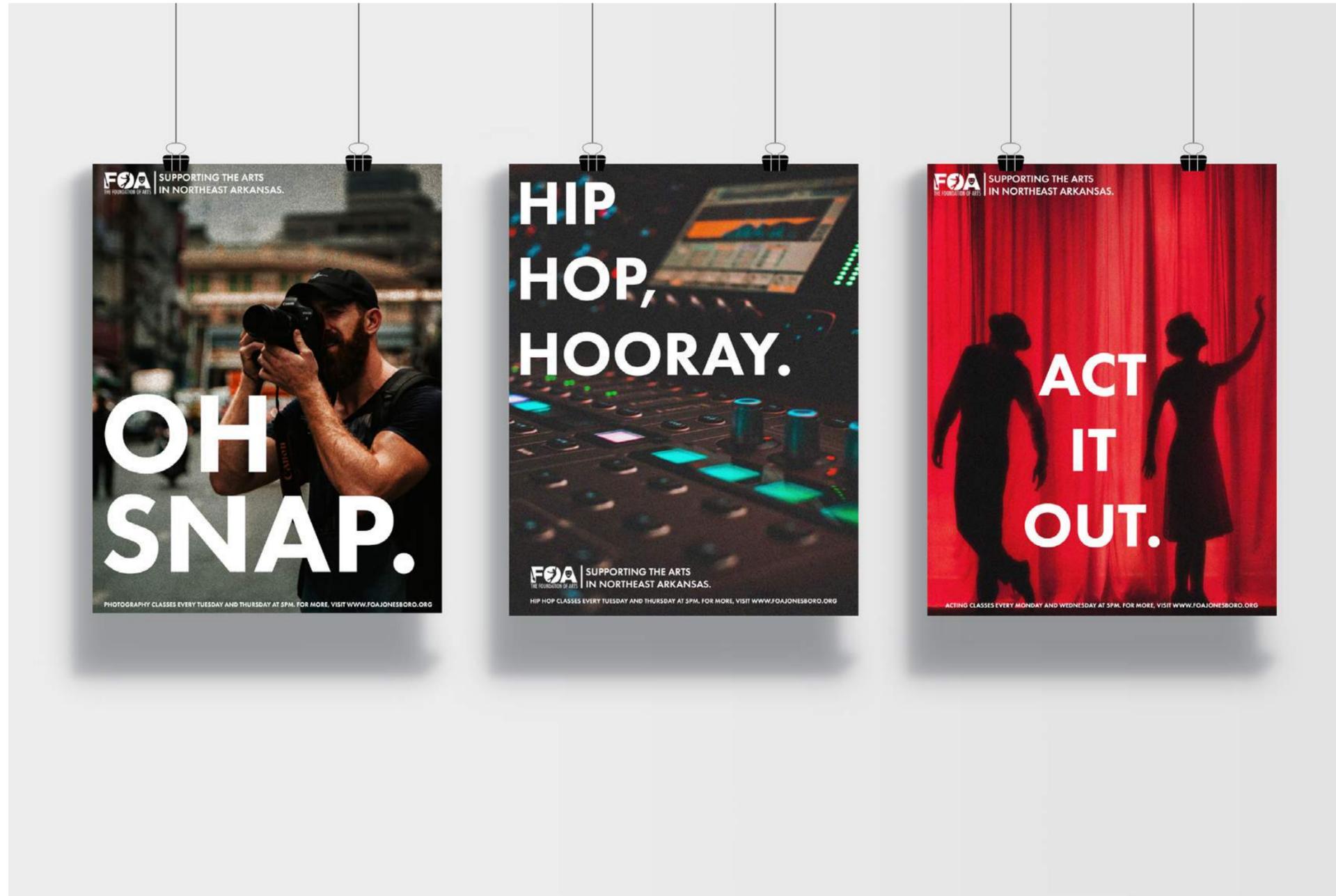


JUST
JOOST.
 NOTHING
 ELSE. 100% JUICE,
 THAT'S IT.



FOA CAMPAIGN

This is a personal project I created with the idea of designing and pitching this ad campaign to the Foundation of Arts located in Jonesboro, Arkansas. The goal of the campaign was to gain more students in the classes they teach. The campaign consists of three different ads that are unified through their concept and design elements. I also created T-shirts to go along with the campaign that the FOA could use as a sort of fundraiser. I also noticed in my research of the FOA that their social media was severely lacking. I went ahead and made some mockups for a revised social media presence as well. I am the sole designer and copywriter of this campaign, and I'm pleased with the results. I feel as though my work with this project could drastically help the FOA class attendance.





SUPPORTING THE ARTS
IN NORTHEAST ARKANSAS.

OH SNAP.

PHOTOGRAPHY CLASSES EVERY TUESDAY AND THURSDAY AT 5PM. FOR MORE, VISIT WWW.FOAJONESBORO.ORG



HIP HOP, HOORAY.



SUPPORTING THE ARTS
IN NORTHEAST ARKANSAS.

HIP HOP CLASSES EVERY TUESDAY AND THURSDAY AT 5PM. FOR MORE, VISIT WWW.FOAJONESBORO.ORG





SUPPORTING THE ARTS
IN NORTHEAST ARKANSAS.



ACTING CLASSES EVERY MONDAY AND WEDNESDAY AT 5PM. FOR MORE, VISIT WWW.FOAJONESBORO.ORG









ACT IT OUT.

FOAJonesboro
@foa_jonesboro
Our mission is to enhance the quality of life of our community through the arts.

Jonesboro, AR www.foajonesboro.org

758 Following 1,968 Followers

Tweets Tweets & replies Media Likes

Pinned Tweet

FOAJonesboro @foa_jonesboro · 11/11/2019
Expand your creativity. Take a class with us today. Find out more at www.foajonesboro.org #FOAclasses

FOAJonesboro @foa_jonesboro · 5:34 PM - 20 Nov 2019

One of our teachers, @DavidMason helping our students paint some of their latest work. #FOAclasses



7 Retweets 12 Likes

FOAJonesboro @foa_jonesboro · 3:14 PM - 16 Nov 2019

It's never too late to learn something new. Find out more at www.foajonesboro.org #CulturedCommunities #FOAclasses

7 Retweets 32 Likes

FOAJonesboro @foa_jonesboro · 3:56 PM - 17 Nov 2019

We're creating a cultured community, one class at a time. Care to join us? #FOAclasses

14 Retweets 17 Likes

FOAJonesboro @foa_jonesboro · 3:00 PM - 16 Aug 2019

oh SNAP. Our new photography course has just begun... join us today at www.foajonesboro.org #FOAclasses

7 Retweets 32 Likes



FOAJonesboro @foa_jonesboro · 2:20 PM - 19 Nov 2019

Art is _____. Come see our student's answers hanging in the lobby! #ArtIs #FOAclasses

15 Retweets 52 Likes

FOAJonesboro @foa_jonesboro · 2:24 PM - 19 Nov 2019

We don't have the Popeye's chicken sandwich, but you should check us out anyway. Find out more at www.foajonesboro.org #FOAclasses

16 Retweets 43 Likes

FOAJonesboro @foa_jonesboro · 4:42 PM - 20 Nov 2019

Wanna impress all of your Instagram followers? Take our photography class and get started. #FOAclasses

12 Retweets 40 Likes

FOAJonesboro @foa_jonesboro · 3:00 PM - 16 Aug 2019

Hip, hop, a hip to the hop... #SugarhillGang #ThrowbackThursday #FOAclasses



7 Retweets 32 Likes

FOAJonesboro @foa_jonesboro · 3:00 PM - 16 Aug 2019

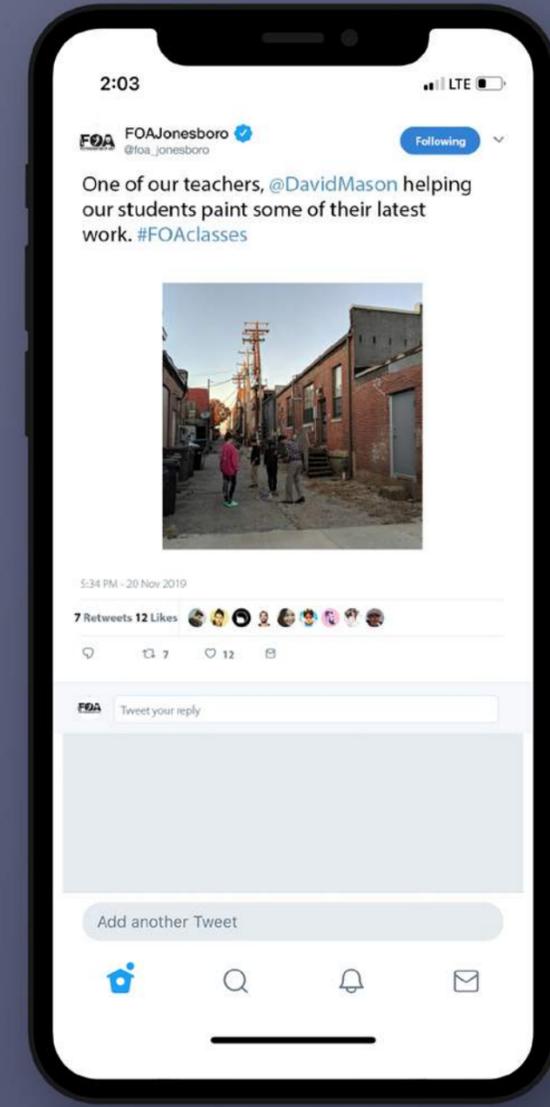
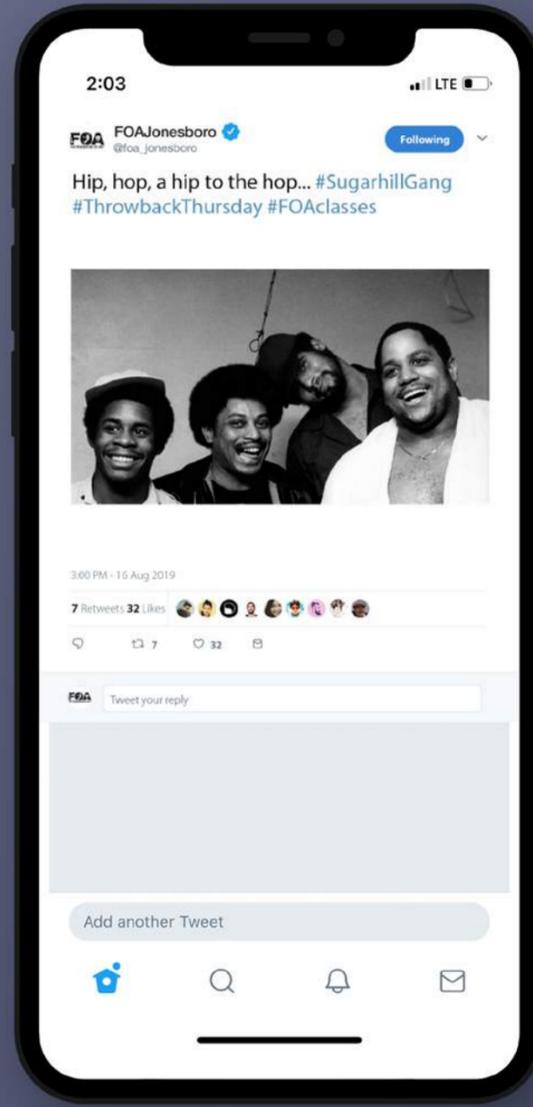
#FOAclasses



Following Jonesboro FOA on Twitter

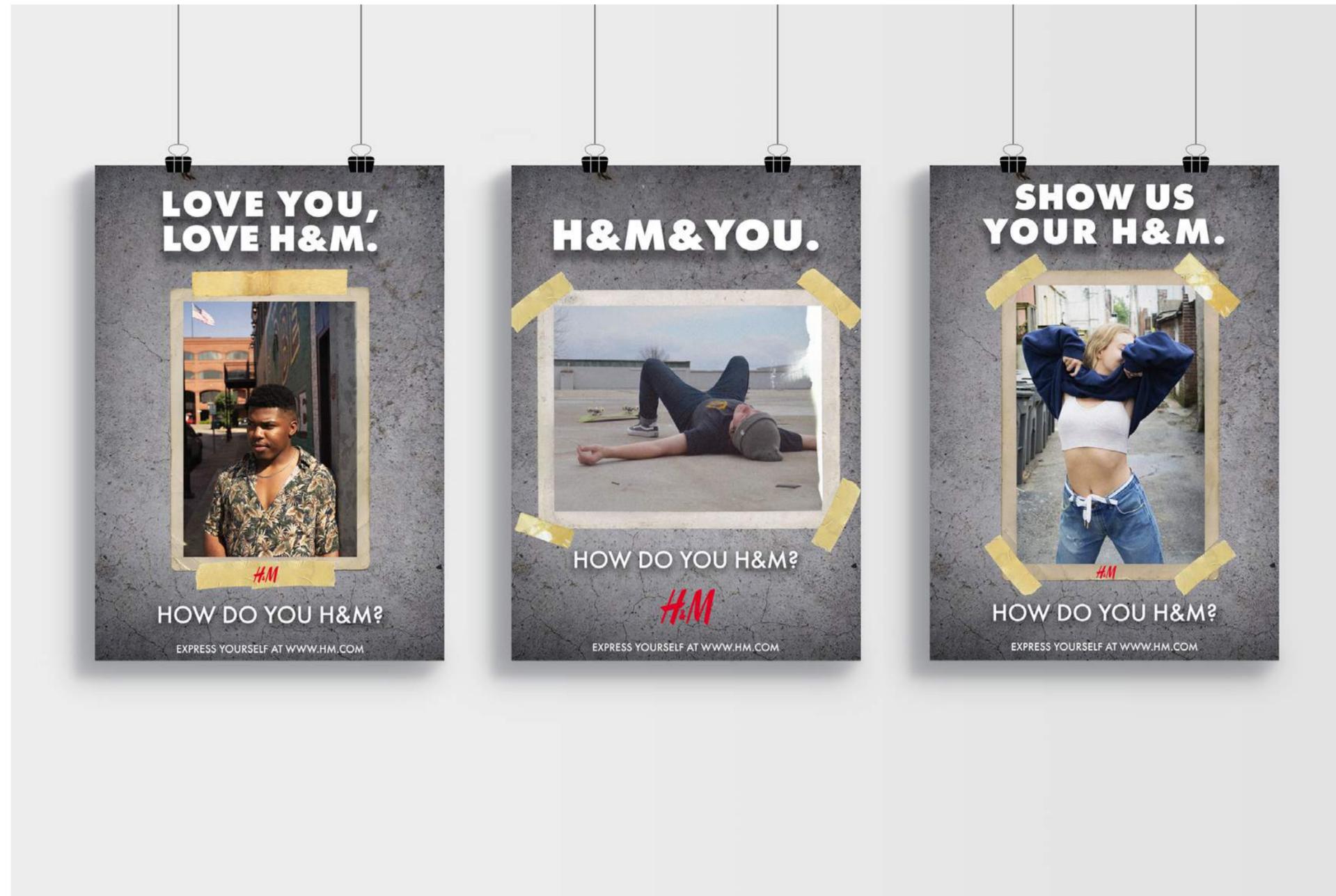
Actually taking a class

32 Retweets 67 Likes



H&M CAMPAIGN

This was a personal project I created with the intention of advertising the popular fashion chain H&M to a more creative, sub-culture oriented youthful demographic that is often left out. The mixed media look that unifies these ads is an idea I enjoy and like to apply as often as possible, as I feel like a mixture of physical and digital media creates for a better final product. I am the sole designer and photographer for these advertisements.



**LOVE YOU,
LOVE H&M.**



H&M

HOW DO YOU H&M?

EXPRESS YOURSELF AT WWW.HM.COM

RB
**RICHARD
BAUNNER**

H&M&YOU.



HOW DO YOU H&M?

H&M

EXPRESS YOURSELF AT WWW.HM.COM

RB
**RICHARD
BAUNNER**

**SHOW US
YOUR H&M.**



HOW DO YOU H&M?

EXPRESS YOURSELF AT WWW.HM.COM

RB
**RICHARD
BAUNNER**







NETFLIX CAMPAIGN

This was a personal project I created with the intention of advertising the new Netflix feature that allows their audience to download episodes and series in advance for offline viewing. The idea for these advertisements is for them to be shown on social media, such as the Instagram story feature. I am the sole designer and copywriter of this campaign.



experiencing issues?



Tired of not being able to view your favorite shows when you need them? Netflix's new feature allows you to download episodes or series directly to your device for offline viewing.
Watch your shows on your time, with Netflix.

NETFLIX

just a sec.

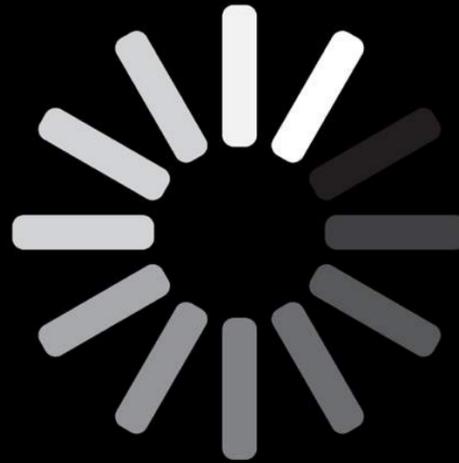


Tired of not being able to view your favorite shows when you need them? Netflix's new feature allows you to download episodes or series directly to your device for offline viewing.
Watch your shows on your time, with Netflix.

NETFLIX



hold on,



Tired of not being able to view your favorite shows when you need them? Netflix's new feature allows you to download episodes or series directly to your device for offline viewing.
Watch your shows on your time, with Netflix.

NETFLIX



SHADES OF GREY

This is a sort of zine, or lookbook, that I created as a way of showing my personal photography. The goal was simply to create a successful layout that was visually engaging while using some of my favorite black and white film photos. As the sole designer and photographer, this is a project that I am very proud of. I believe this is a successful way of presenting my photography.

A digital form of this zine can be found [here](#).



SHADES OF GREY

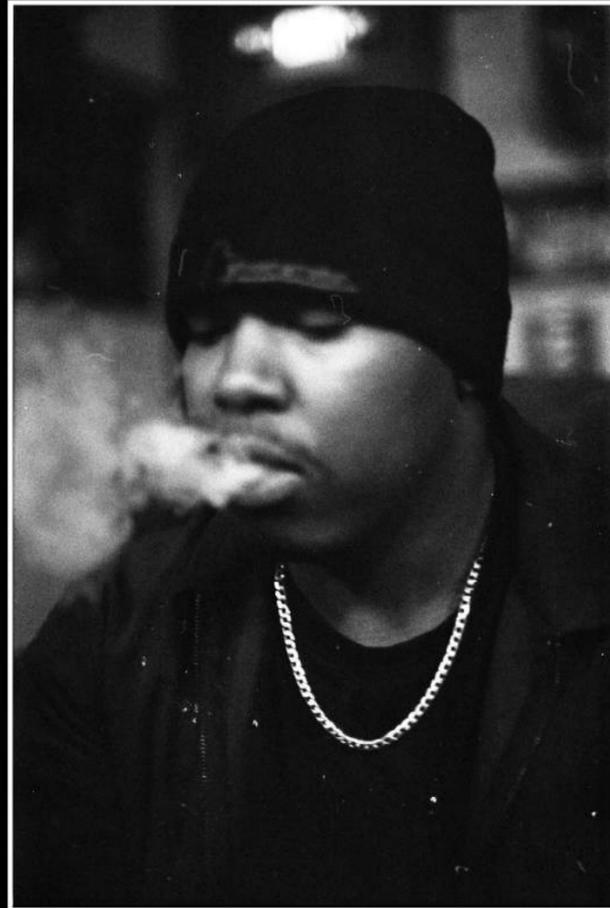


A DOCUMENTATION OF EXPERIENCES
CAUGHT ON FILM

















All photos shot by Richard Baunner.
Layout is a product of Richard Baunner Design.

IRON HEART

This is a personal project I created with the goal of creating a successful logo with accompanying logotype, as well as a set of visual guidelines for this company.





VISUAL GUIDELINES

GRAPHIC STANDARDS FOR
IRON HEART TATTOO
AND PIERCING



COMPANY
LOGO
STANDARDS



VISUAL GUIDELINES

GRAPHIC STANDARDS FOR
IRON HEART TATTOO AND PIERCING

CONTENTS:

COMPONENTS OF LOGO.....3
CLEAR SPACE REQUIREMENTS AND MINIMUM SIZE.....4
COLORS/APPROVED COLOR VARIATIONS.....5,6,7,8
UNACCEPTABLE LOGO USE AND GUIDELINES.....9
TYPOGRAPHY.....10,11
WEB.....12



COMPONENTS OF LOGO



1. The IRON HEART mark

The IRON HEART mark is an illustrative dagger. The mark can be seen without the accompanying logotype in scenarios with size constraints or when deemed appropriate.

2. The IRON HEART logotype

The words below the logo are known as the IRON HEART logotype. This consists of a slightly altered text. This logotype should not be presented without the mark in any circumstance.

CLEAR SPACE REQUIREMENTS AND MINIMUM SIZE



CLEAR SPACE REQUIREMENTS:
The clear space is defined as the space that no other element explicit or implicit shall cross in relation to the IRON HEART logo. Often referred to as 'runaround,' type, image and/or document edge should not be placed closer than the height of a letter from the IRON HEART wordmark. **The clear space requirements must be observed.**

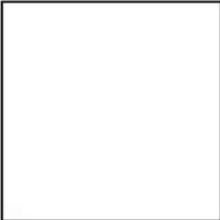


It is permissible to use the IRON HEART logo in a box/banner provided the clear space has been observed. However, some usages are inappropriate and should be practiced sparingly.

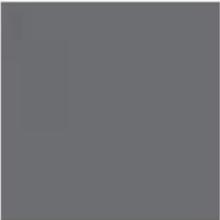


MINIMUM SIZE REQUIREMENTS:
The IRON HEART logo and accompanying wordmark together should not be presented at a size less than 1.5 inches x 3 inches.

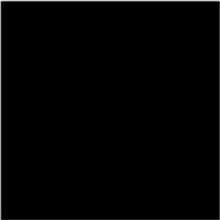
APPROVED COLORS AND LOGO VARIATIONS



PANTONE- PANTONE 663 C
CMYK- C=0, M=0, Y=0, K=0
RGB- R: 255, G: 255, B: 255
HEXADECIMAL- #FFFFFF



PANTONE- PANTONE 424 C
CMYK- C=0, M=0, Y=0, K=70
RGB- R: 109, G: 110, B: 113
HEXADECIMAL- #6D6E71



PANTONE- PANTONE BLACK 6 C
CMYK- C=0, M=0, Y=0, K=100
RGB- R: 0, G: 0, B: 0
HEXADECIMAL- #000000



PANTONE- PANTONE 7621 C
CMYK- C=15, M=100, Y=90, K=10
RGB- R: 190, G: 30, B: 45
HEXADECIMAL- #BE1E2D



APPROVED COLORS AND LOGO VARIATIONS



APPROVED COLORS AND LOGO VARIATIONS



APPROVED COLORS AND LOGO VARIATIONS



UNACCEPTABLE LOGO USE AND GUIDELINES



DON'T REASSIGN COLORS TO THE IRON HEART LOGO

The IRON HEART logo was designed to consistently represent the brand. Proper use, including color and stroke order, is necessary to achieve that goal.



DON'T DISTORT (STRETCH OR SQUISH) THE IRON HEART LOGO

It is imperative to maintain the proportions of the IRON HEART logo in order to consistently represent the brand. To resize the IRON HEART logo, simply hold the 'shift' key to achieve desired size.



DON'T RESIZE EITHER COMPONENT OF THE IRON HEART LOGO SEPARATELY

It is important to maintain the proportions of the IRON HEART logo in order to consistently represent the brand.

TYPOGRAPHY: Century Gothic

Consistent typography is the foundation for a successful identity system. The characteristics of a certain typeface often communicate as much about an organization as the words used to describe it. When used consistently, the typeface becomes synonymous with the organization.

Aa

Century Gothic's even stroke weights create a melodious relationship with the IRON HEART logo. Seeing as the IRON HEART logo is illustrative, the text used in the logotype becomes hard to read if used as body copy. Clean, sans-serif fonts should be used as accompanying text for clear legibility. Its varied weights make it an appropriate solution for functioning as larger text, such as mastheads or headlines, or for smaller text and labels, such as call-outs, cut lines and credits.

NOTE:
Century Gothic is the primary typeface option.

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)



TYPOGRAPHY: Futura

Consistent typography is the foundation for a successful identity system. The characteristics of a certain typeface often communicate as much about an organization as the words used to describe it. When used consistently, the typeface becomes synonymous with the organization.

Aa

Futura's even stroke weights create a melodious relationship with the IRON HEART logo. Seeing as the IRON HEART logo is illustrative, the text used in the logotype becomes hard to read if used as body copy. Clean, sans-serif fonts should be used as accompanying text for clear legibility. Its varied weights make it an appropriate solution for functioning as larger text, such as mastheads or headlines, or for smaller text and labels, such as call-outs, cut lines and credits.

NOTE:
Futura is the secondary typeface option and should be used sparingly.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,;:#!?)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,;:#!?)

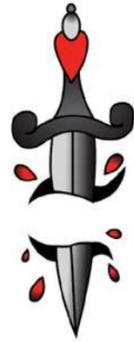
**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,;:#!?)**

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,;:#!?)**



WEB

Favicon



16 px for use in all browsers and 114 px for use on iPhone home screen icons

Social Media Profile Marks



This logo will be used for any social media profile under the IRON HEART name.

GOODBYE IPA

This is a personal project in which I wanted to create an illustrative logo as commonly seen on craft beer labels. Not only did I create the label design, I also created the package design for the bottle and a pint glass. Finally, I designed a shirt with the same sort of branding that the brand could sell as merchandise. I was the sole designer of this project.





