



HARLEY YATES

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MONKEY MAGIC PACKAGE DESIGN

Monkey Magic is an imaginary soda brand with a monkey mascot that does daring sports with funky hair. The company's goal is to sell to a young audience and pop on shelves with its sporty and fun design. I created the illustration and logo for the product. The soda design is a bright, attention-grabbing illustration with a dynamic logo to match.



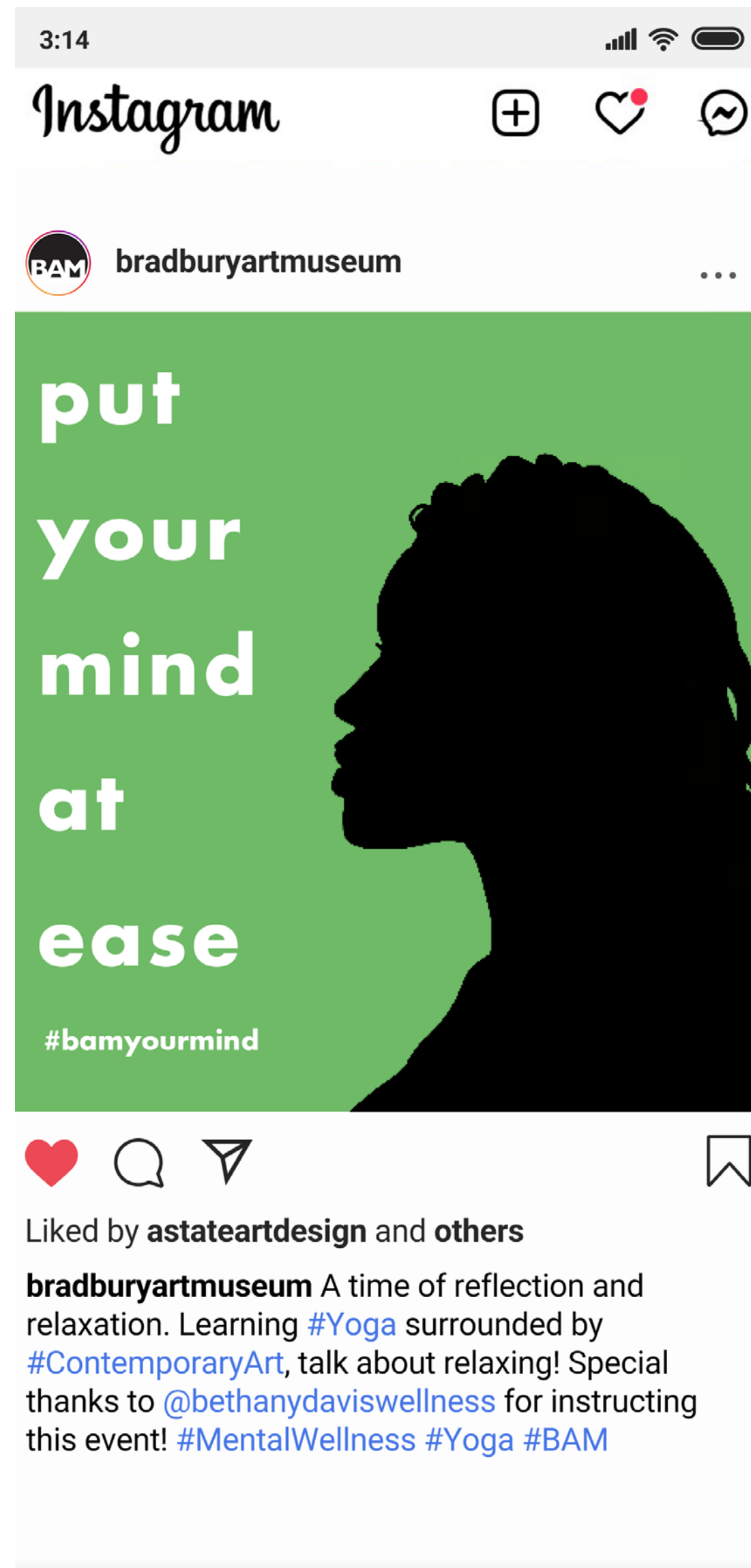
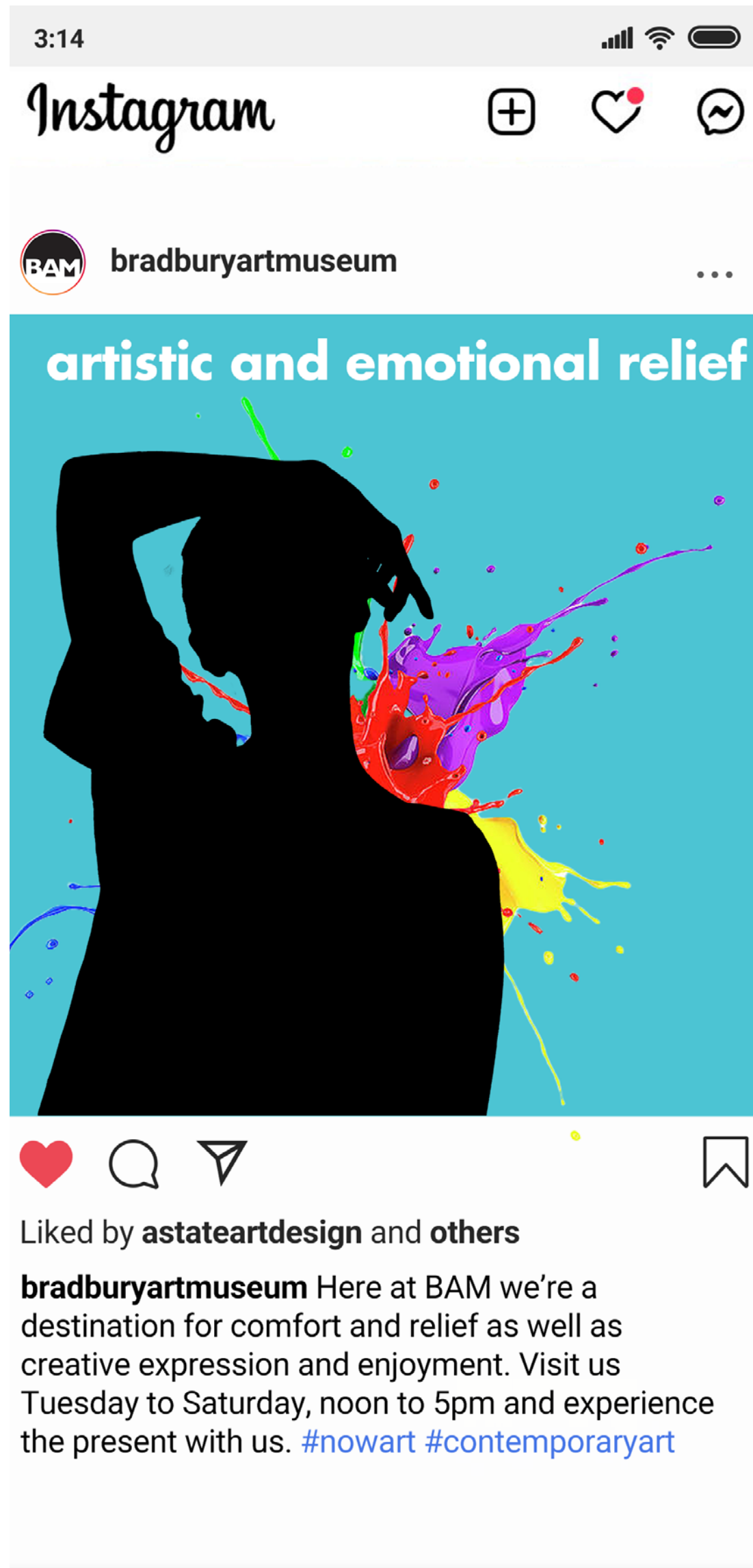


BAM YOUR MIND CAMPAIGN

Mindfulness with BAM was for the client Bradbury Art Museum. Our ideal goal was to get more people in the doors and create a new, more modern look. We chose to target millennials with a focus on mindfulness and health. I was one of four designers on the team alongside Chase Overholser, Morgan Jones, and William Przystup. We pitched to the client successfully and created a consistent and stand-out campaign for them that we were proud of.

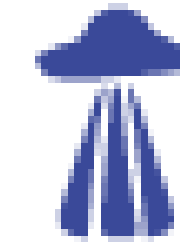






PRISMASCOPES LOGO AND SEAMLESS PATTERN

Prismascopes is a piece of personal work about a telescope company with the same name. The objective of this piece was to create a logo and consistent design system with a fun aesthetic. My role was to ideate, sketch, design, and finalize a design for this imaginary company. The result is a logo and three seamless patterns.



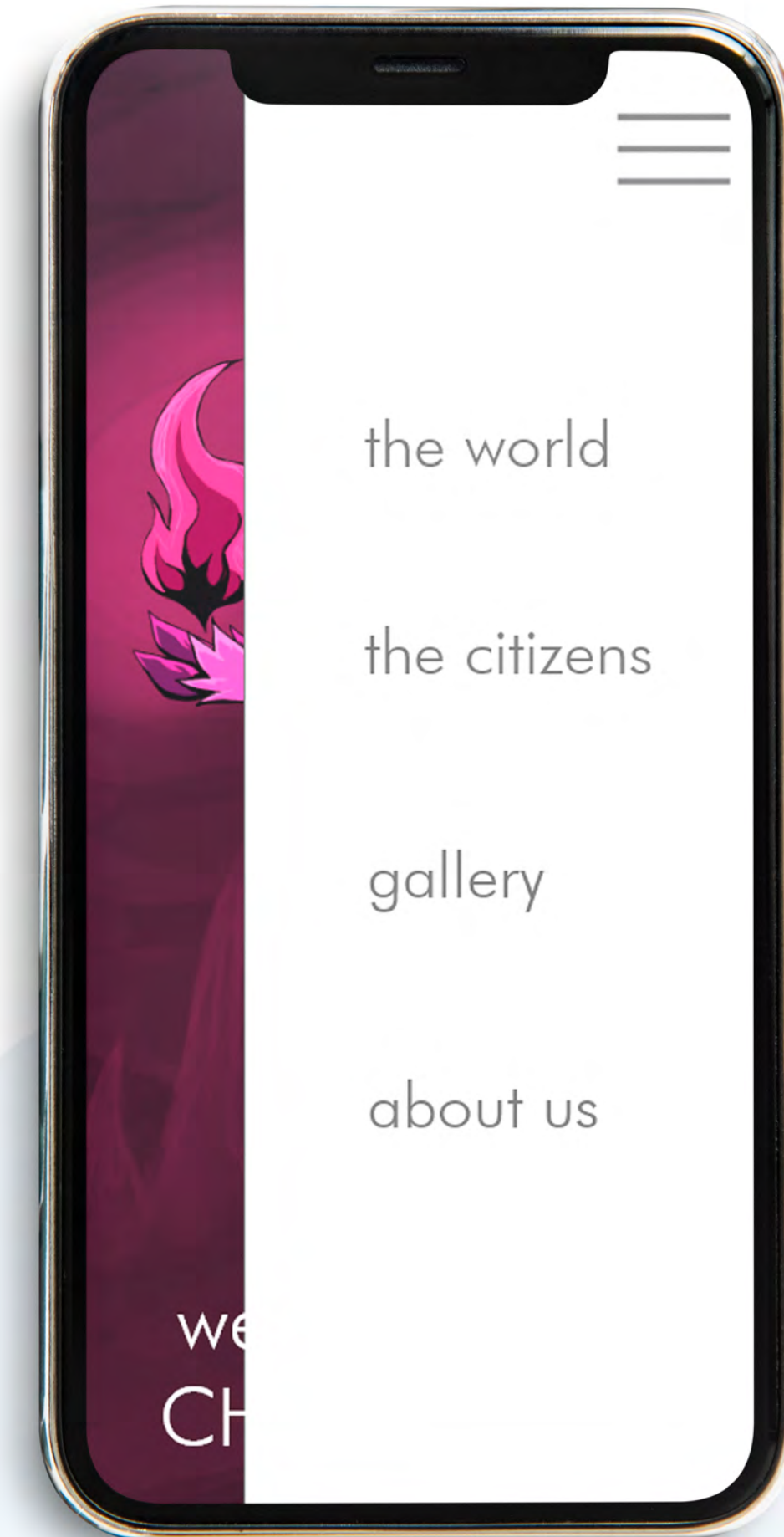


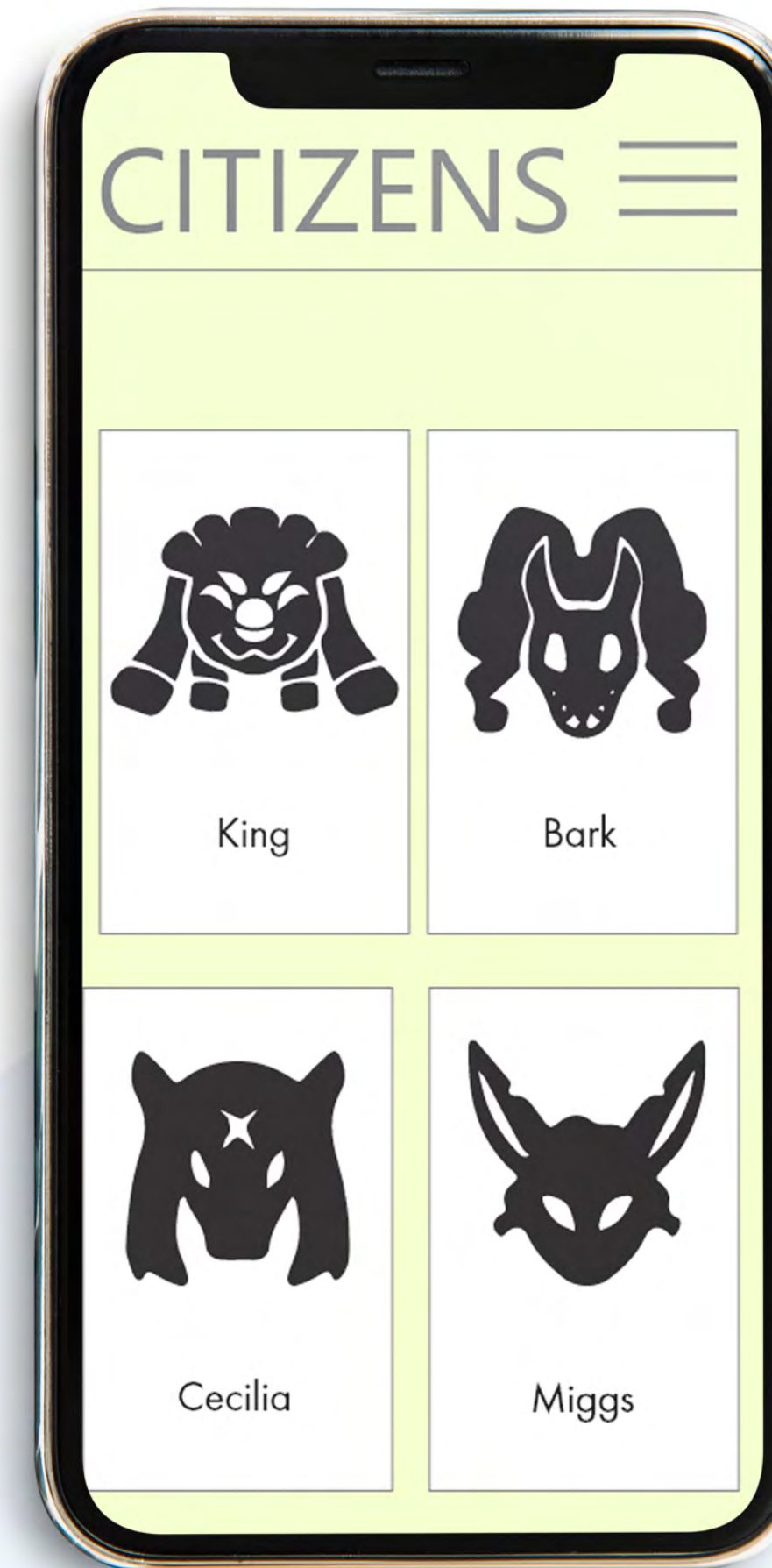
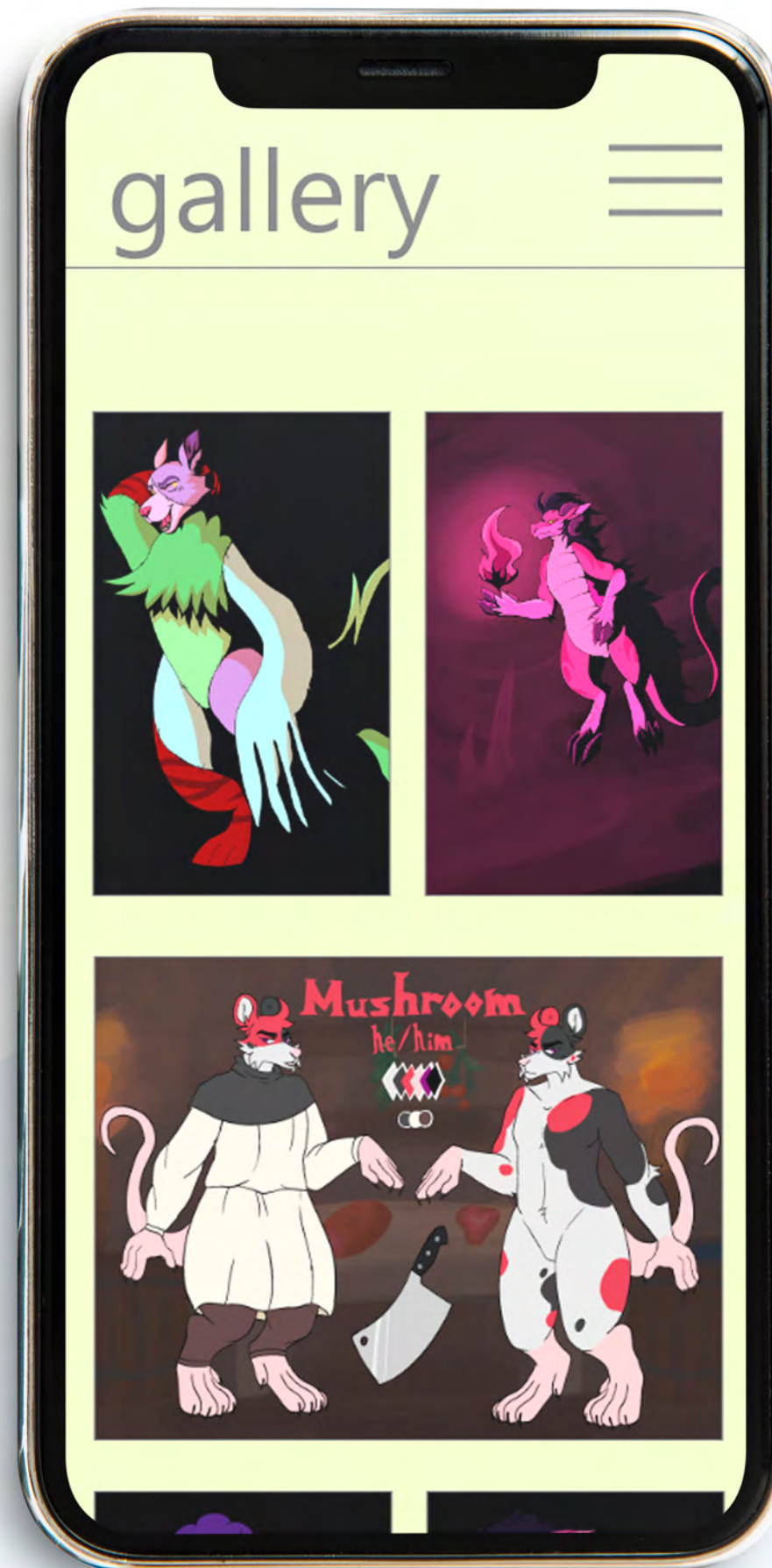


CHORDATA APP PROTOTYPE

The Chordata App is a personal project centered on world-building, illustration, and character design. I wanted a way for someone to learn more about my story in a conventional way than a master document or a loose set of illustrations. I created the icons and illustrations for every character and location and wrote every description. The end result is a prototype that has a large amount of information that is easy to digest and maneuver.

[Explore here.](#)





ANIMAL T-SHIRTS ILLUSTRATED SERIES

These animal t-shirts were created out of a personal interest in t-shirt design. The illustrations stand out with a hand-rendered text to complement them. I created the animal illustrations and the text, all with a unique yet similar feel and aggression.









DRAGONTOE LOGO AND VISUAL IDENTITY

DragoeToe is an imaginary company that I created to experiment with identity systems. I designed the logo, letterhead, and business cards with the intention of standing out as both an assertive and fun company. It came out as a consistent system with a sharp cutting-edge design fit for a company that would create games for teenagers.



FRUITY FONT

The Fruity Font was a personal project focused on creating a unique and loud typeface to use on other projects. I wanted to make something truly mine and stand out amongst others while still being legible and worth using. Sharp edges and thin linework result in a funky and fun font that I feel represents my personality well.



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← Include all those four markers untrimmed on your photo or scan.

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ADVERTISEMENT HEADLINE AND ART DIRECTION

Glad created a campaign for pink, cherry blossom trash bags that was aimed at millennial women with an interest in fashion. I took inspiration from this ad and created my own that was instead targeting elderly women who enjoyed traveling. I created the advertisement and banner ad for this campaign, as well as the headline. The result is a set of ads that could grab the attention of a new audience to buy the product.



LILY'S SNACKS LOGO AND PACKAGE DESIGN

Lily's Snacks is a project I created to experiment with the package design. The goal was to create a fun, child-like design for a snack company called Lily's Snacks. I designed the logo and illustrated the packaging to make it hop off the shelves for children.



Nutrition Facts
Serving Size 10 oz.
Serving Per Container 5

Amount Per Serving	
Calories 200	Calories From Fat 200
% Daily value*	
Total Fat 10 g	35%
Saturated Fat 1.5g	11%
Trans Fat 0.0 g	
Cholesterol 0 mg	1%
Sodium 210 mg	15%
Total Carbohydrate 15 g	3%
Dietary Fiber 2 g	3%
Sugars 3 g	
Protein 30 g	
Vitamin A 3%	Vitamin C 3%
Calcium 6%	Iron 6%

*Percent Daily values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories	2500	1500
Total Fat	Less Than	50g	25g
Saturated Fat	Less Than	55g	15g
Cholesterol	Less Than	35mg	15mg
Sodium	Less Than	15mg	50mg
Total Carbohydrate		300g	350g
Dietary Fiber	Less Than	20g	40g

Calories per gram
Fat 7 Carbohydrate 8 Protein 6

LILY'S SNACKS DEDICATED TO CREATING DELICIOUSNESS FOR YOU. WE PROVIDE SNACKS FOR KIDS AND ADULTS ALIKE. NO MATTER THE AGE THERE'S A FUN TREAT FOR YOU TO ENJOY.

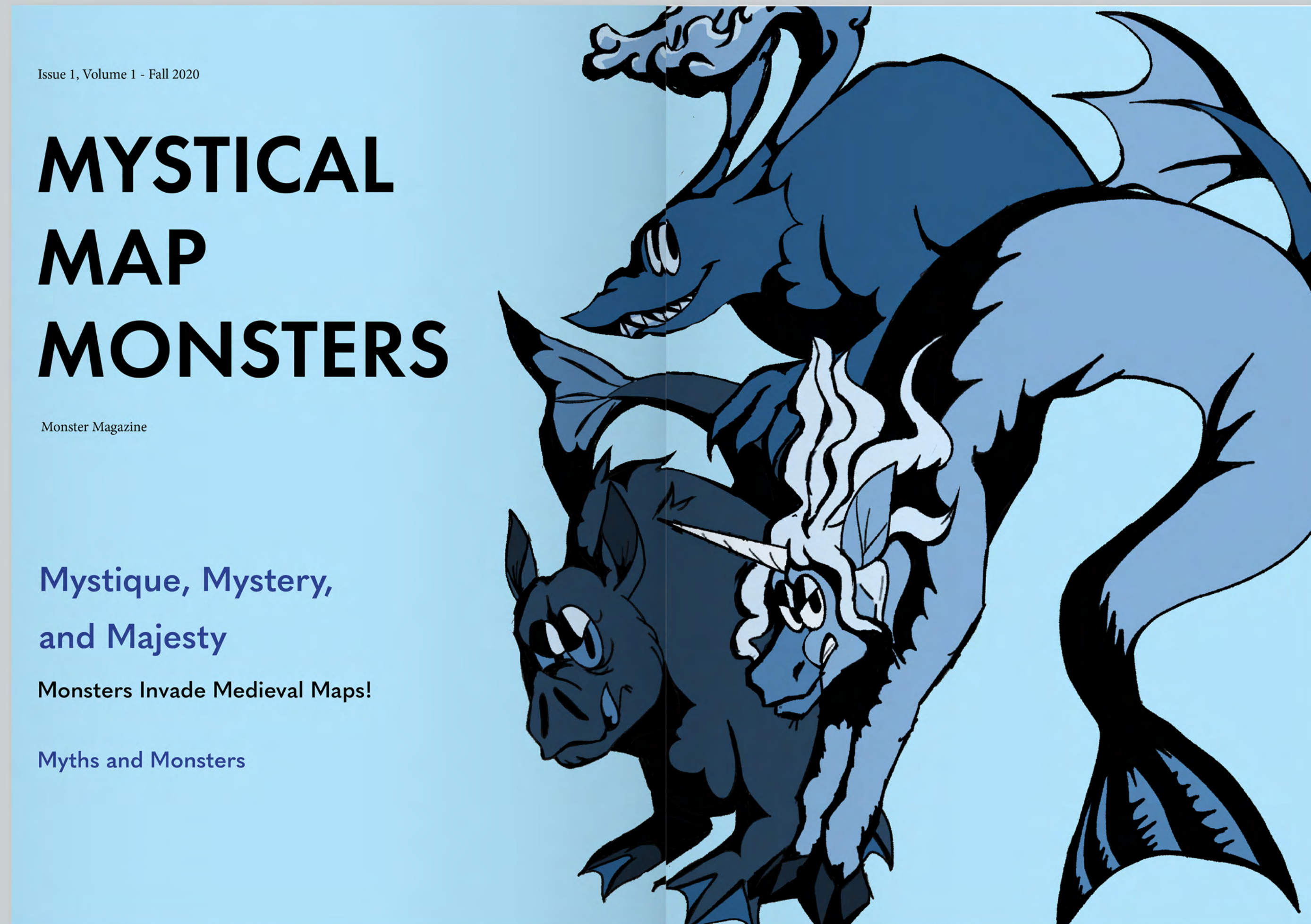


MYTHICAL MAP MONSTERS ZINE

Mythical Map Monsters is a zine I created to explore my interest in the monsters that occupy medieval maps as well as other sea related folklore. I illustrated and designed the layouts for the zine, but the articles belong to the authors credited. I'm proud of how it turned out and it has some of my favorite illustrations of mine within it.

[Read here.](#)

[Watch here.](#)



Myths + Monsters

Pirate fiction probably could not exist without the myths, monsters and other imagined mayhem that has ravaged the seas since man first ventured upon it. Some of the myths about the sea and pirates have been part of the human story for thousands of years. As the quote above suggests, most learned men were skeptical of the more rousing tales of seafarers.

Other parts of pirate mythos comes from the minds of great story tellers, long after the Golden Age of Piracy had come to a close. This page will try to explain the origin of some of these myths. The point of the page is not to de-bunk the myth only to explain them.

Below are some of the most common monsters and myths. In all, the monsters and the myths only help to blur the lines between the fact and the fiction of the Golden Age of Piracy.

The Black Spot is probably a creation of Robert Louis Stevenson, author of *Treasure Island*. The Black Spot is a summons given to a pirate as a warning of impending action. Typically, it would be a notice to the captain that he was about to be "deposed" or replaced as captain. Two pirates receive the Black Spot in *Treasure Island*. The first is Billy Bones, the self declared sea captain. (Billy Bones was actually Captain Flint's helmsman). Long John Silver, is the second pirate to get the Black Spot. At the time of receiving the Spot, he was the Captain of the mutineers. He served as the Hispaniola's Sea Cook and Captain Flint's Quartermaster of the Sea.

The Black Spot is pure fiction created by Stevenson. It is a terrific bit of pirate lore these days but probably did not exist during the Golden Age of Piracy. Real pirate captains tended to be deposed by being shot in their sleep, thrown overboard, or marooned. In some case a pirate captain would be deposed by election, but there are more cases of violent revolts documented than smooth transitions of power.

At the time that Stevenson wrote *Treasure Island* the term Black Spot was used to describe any disease among animals or plants that cause black spots to form. This was especially true of the black spot disease that afflicted Rose Gardens.

Perhaps (and this is only speculation on my part) the black spot diseases was part of Stevenson's inspiration. Later after Stevenson's death the term black spot was used to describe places of dread or foreboding.

Was there an organized pirate government? The simple answer to this question is "no". This is especially true of the depiction of a pirate government in *Pirates of the Caribbean: At World's End*.

Despite the legends in books and movies, no real pirate government existed. However, several sources, including Johnson's *General History of Pirates* claims that organized pirate settlements formed in Madagascar. Tortuga and the Bahamas also lay claim to large pirate settlements.

These settlements were not actually pirate governments as much as they were ungoverned territories where pirates could live without fear of civil authority.

A Greek sea nymph, she was a daughter of Atlas. She was the Goddess of Silence. Being a bored lass she made it her point in life to make sure people did not complete their tasks. she was with her beauty only to lead them to a deathly ruin.

While some like to think of the Brethren as a government it is probably wiser to compare the term brethren to gangster. Just as all gangster belong to a crime family, all pirates belong to a ship. And just as rival crime families will often fight each other, not all pirate ships worked together or respected each other. Thus we can assume where one pirate might be welcomed and allowed to stay in a particular location another pirate would be hanged.

When you compare pirates to gangsters some similarities quickly come to mind.

- They prosper where government authority is corrupt or absent
- A main tactic for success is fear and intimidation
- Have difficulty operating where honest authority exists
- When at all possible avoid direct conflict with law enforcement
- It is difficult for them to operate when the community is hostile towards them

Most experts on piracy tend to argue that maps to buried treasure are a work of fiction. They also believe that pirate would not have buried treasure on deserted islands. There are two sound reasons for not believing in buried treasure. 1) There has never been a legitimate treasure map found and 2) pirates tended to spend all their money as soon as they hit port and would return to pirating in order to raise more money. Probably the most famous treasure map is that of Captain Flint, the fictional pirate in Stevenson's *Treasure Island*. Almost every famous pirate captain has a legend about a treasure map to his secret stash of booty. Blackbeard and Black Bart both have several legends about buried treasure.

