Brian Rogers | Portfolio

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Introduction

Welcome to the well-lit Graphic Design Portfolio of designer Brian Rogers!

Within you'll discover a brilliant sampling of the diverse work I've designed and produced throughout my career.

While not a comprehensive anthology, the following pages contain a curated collection of the best and brightest examples of my creativity and skill presented in this digital (and print-ready!) portfolio format.

I've captioned each section to illuminate context of these featured designs while highlighting my talent for crafting bright, compelling copy.

While I'm not averse to the use of AI as a tool to enhance productivity, the content within was conceived, created, arranged and written entirely by me, Brian Rogers, utilizing old-school *actual* intelligence.

So, take a brief moment to let your eyes adjust... and enjoy!

FOOD SERVICE

A simple logo that says it all and the allure of breakfast anytime set a tempting table on the menu of this local diner.

Anna's House of Pancakes





A popular area pub appeals to their patrons with a rustic, yet sophisticated, aesthetic in a brand new menu introducing more contemporary cuisine selections while highlighting the old fare favorites.







EDUCATION

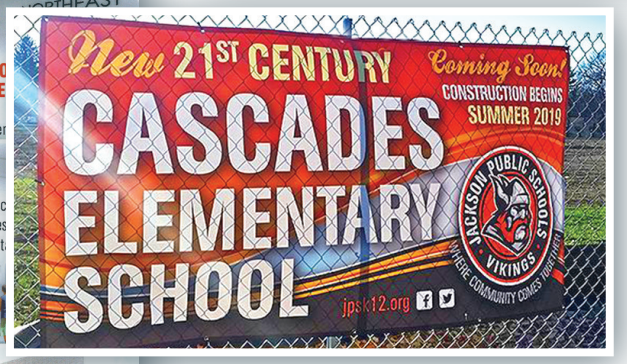
Jackson Public Schools
JACKSON COUNTY INTERMEDIATE SCHOOL DISTRICT
Jackson County, Michigan



A bond proposal passes allowing an entire district to unite under the new Viking brand. A timeline accounts for the upcoming upgrades.







Banners crop up across the community as projects begin.





JPS integrates its new look on traditional and cost-effective one and two-color stationary while connecting families online with a new app and on social media.



The high school, middle school and each elementary receive comprehensive outreach brochures branded in bold black and orange.



Virtual and Montessori school options offer alternative pathways while maintaining alignment with the JPS brand.

HEALTHCARE

Specialty Eye Institute
OPTOMETRISTS AND OPTHALMOLOGISTS

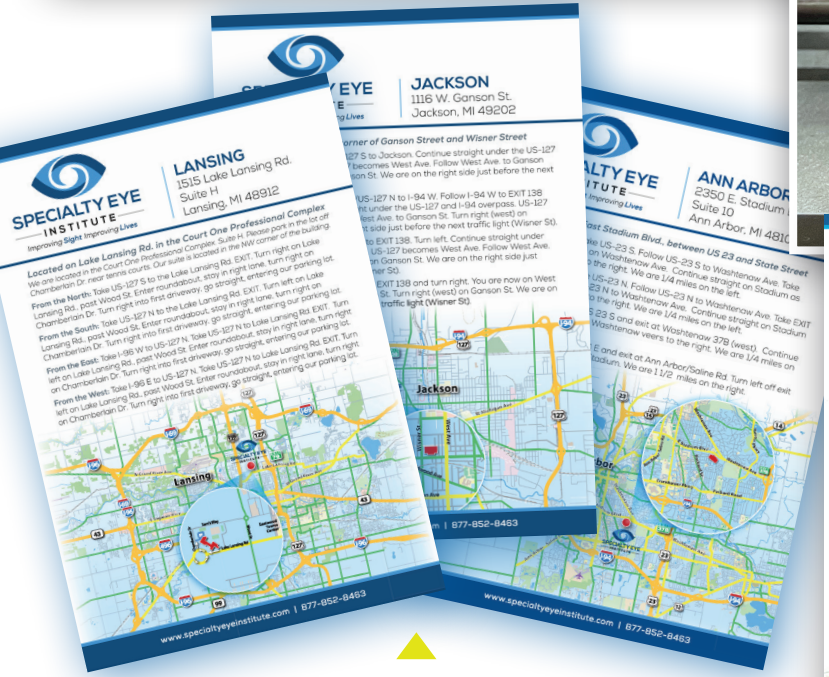
Southern Michigan & Northern Ohio

Brochures detailing surgical procedures and treatment options available to patients of all ages and conditions.











Large print directions with detailed location maps for those with less than 20/20 vision and less familiar with gps navigation.

Prior to consultation, patients receive a personal bio card detailing their physicians cedentials and philosophies.



Follow-up and appointment reminder postcards to keep up-to-date with patients.



LifeWays COMMUNITY MENTAL HEALTH

Jackson, Lenawee and Hillsdale Counties, Michigan

A dimensional gallery wall of mounted graphics highlighting the agency's accomplishments in chronology adorns the main conference room.



Calendars promote healthy choices to clients with stickers to tag important dates and appointments.

VEHICLE GRAPHICS

A drift car racer stops trafffic with a burnout inspired wrap while sponsor logos grab their share of the glory.



We can DIG it!
DIGZ LLC
EXCAVATION & DIRT WORK

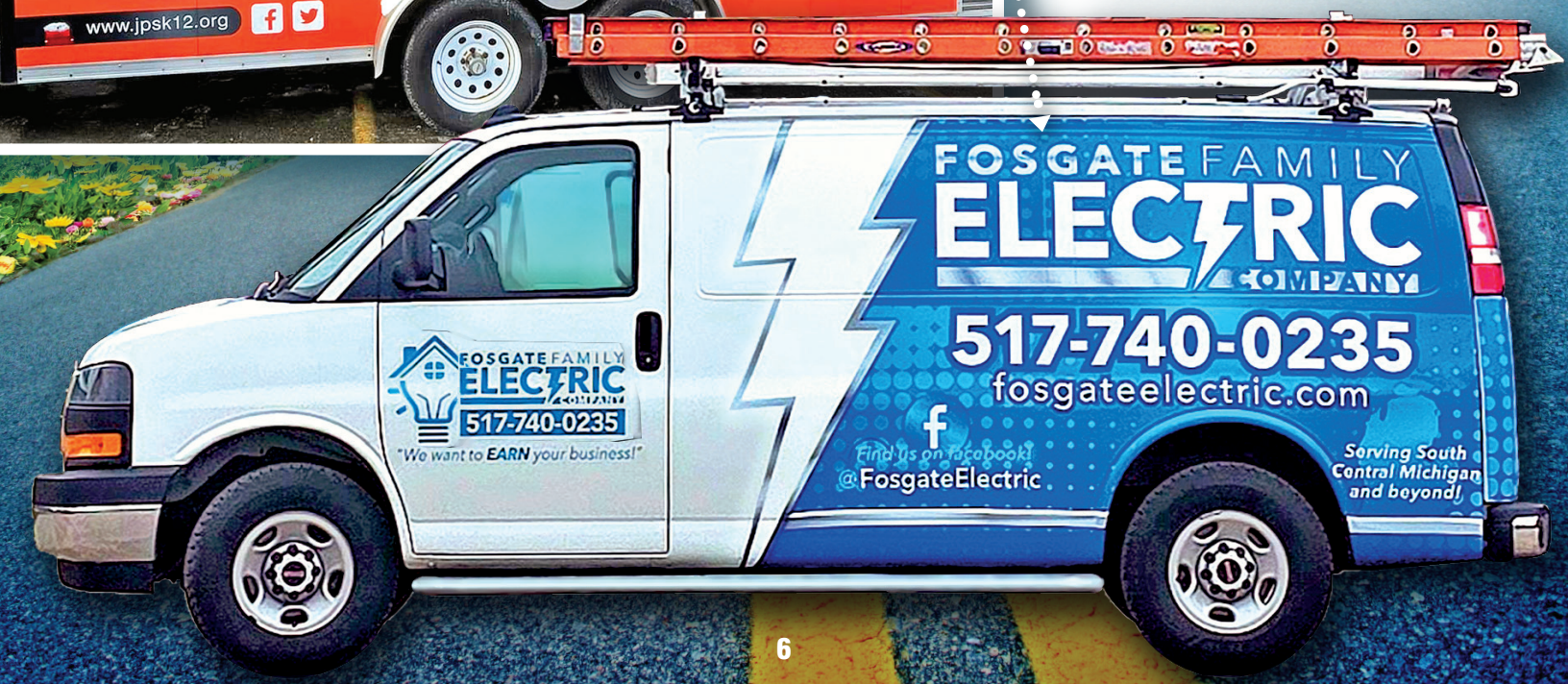
DRAINZ

A pair of logos for sister companies whose owners name features a prominent "Z".

Logo by B

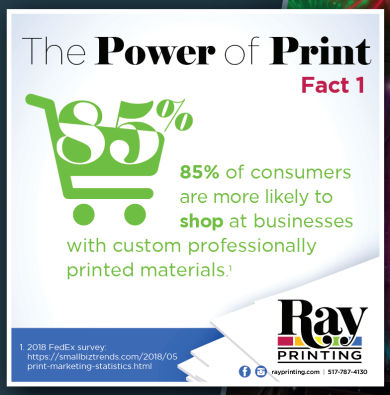


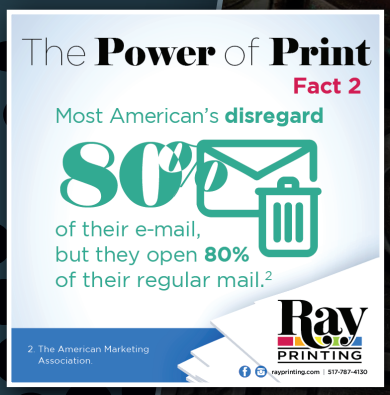
On-the-go entrepreneurs get logos that go all over town spotlighting their services at every stop light and jobsite.



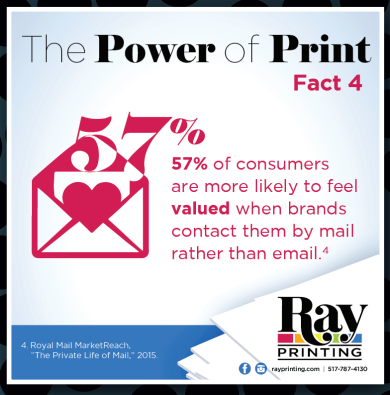
GRAPHIC ARTS

A prominent print shop nearing its centennial celebrates its rich heritage in advertising with antique appeal.













Infographic social media posts accompany client testimonials supporting the *Power of Print*.

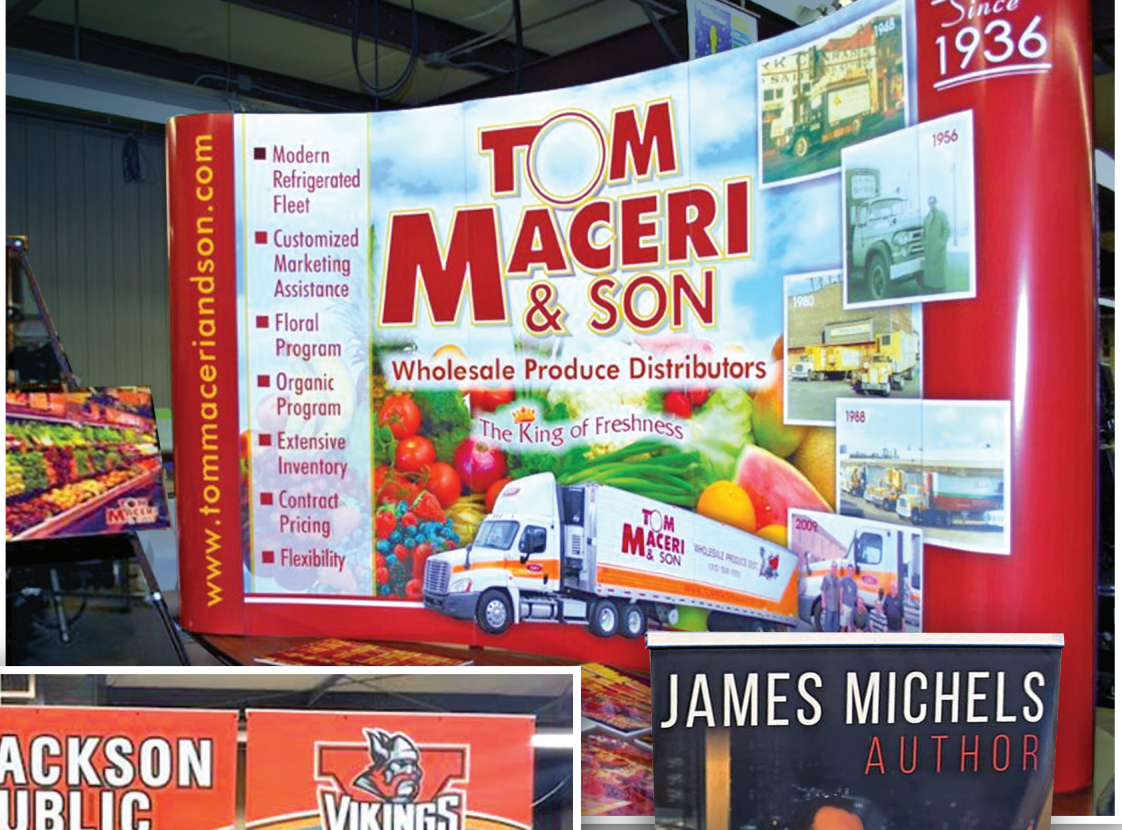


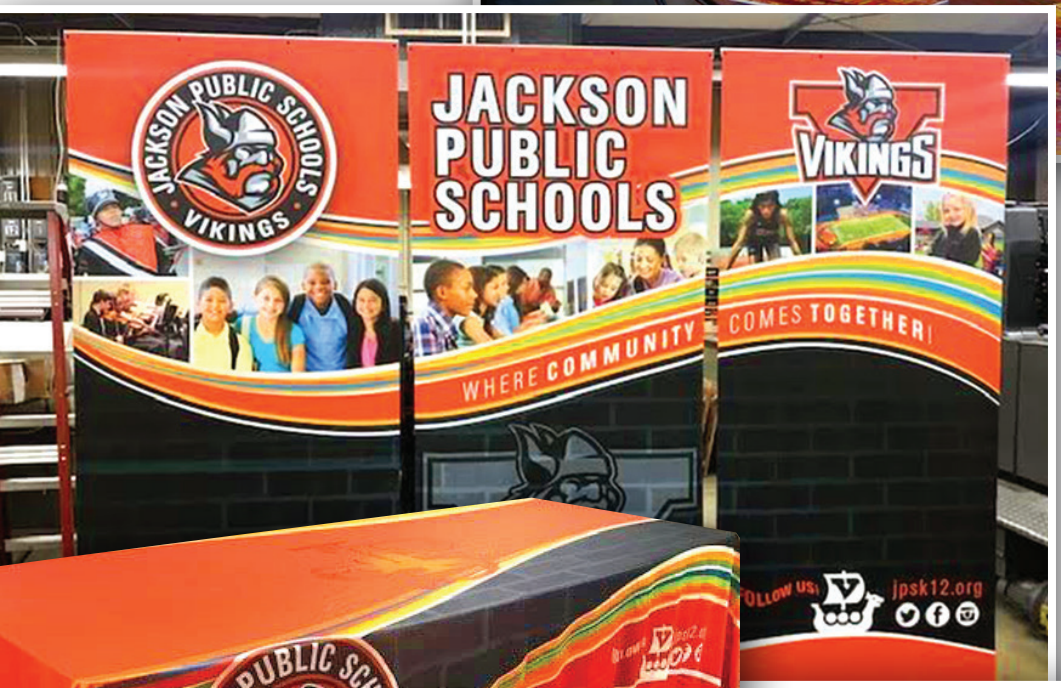


Promotional postcards and collateral with turn-of-the-century charm tout the core competencies of Ray Printing Company, Inc.

TRADESHOW DISPLAYS

From the King of Freshness to our victorious Vikings, a self-published author and a solar supplier... a proper display sets the stage for success.









DIRECT MAIL

When a national chain weighs anchor in Michigan, Welcome Pharmacy pulls their abandoned clientelle aboard.





LTC Welcome Pharmacies

An established local brand refreshes its look and unites various dated versions with a clean modern logo.



One Man's Trash - Alex at A1 finds the treasure in "Junk" Mail with EDDM mailers to prospective routes and direct mail postcards to his current customers soliciting Google reviews.



This Every Door Direct Mail campaign was so successful that we had to stop mailing them!

Consequently, but with irresistable irony, thousands of these cards went (wait for it) ...in the trash.





Brian Rogers

Actual Intelligence

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