

**CAROLYN  
BROWER  
PORTFOLIO**

**DECEMBER 2024 GRADUATE**

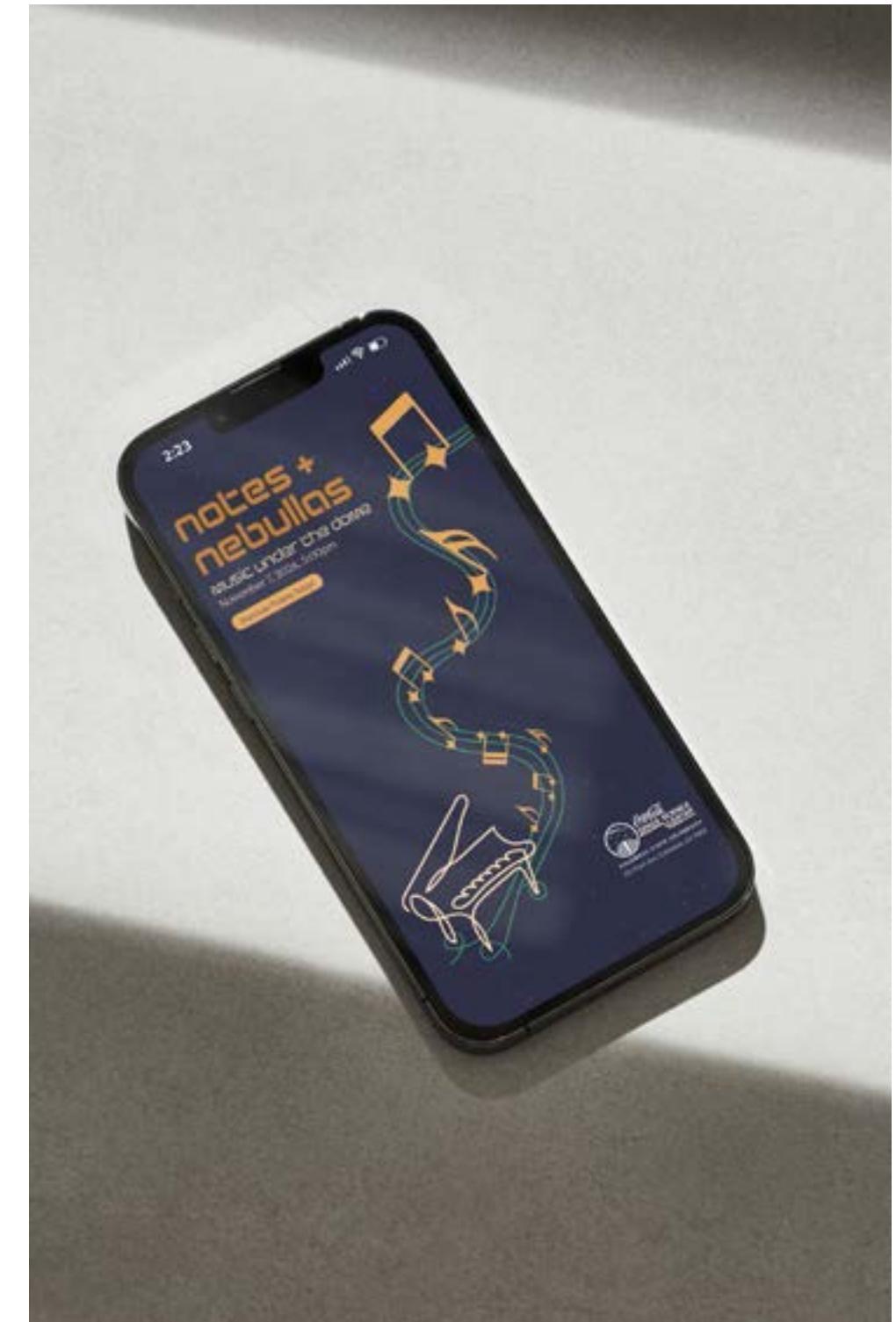
# SPACE CENTER ADVERTISEMENT CAMPAIGN

## PROJECT BRIEF

Introducing the Coca-Cola's Space Center Museum's newest attraction, Music Under the Dome. This is an advertisement campaign targeting 18-30 year old's who will visit during school breaks and summer. This is a simplification of the events including hand-drawn illustrations that encapsulate the engaging musical experience this event offers.



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# ELBEE NEW PRODUCT POSTER

## PROJECT BRIEF

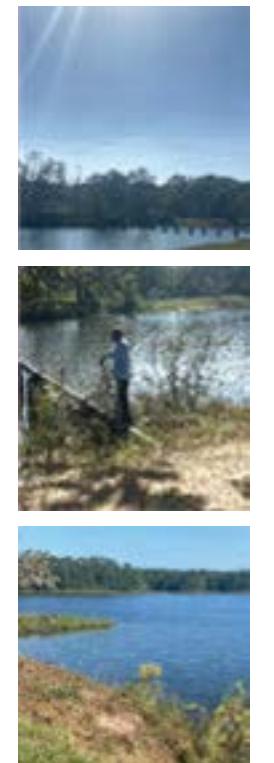
Introducing the Elbee Motion Poster, A unique project inspired by the innovative wheelchair-accessible car brand, Elbee. This Poster was created to showcase the mission and vision of Elbee, aiming to attract more investors, specifically from the United States to support this Czech Republic based company in providing greater accessibility for all.



# TUSKEGEE CITY BRAND DEVELOPMENT

## PROJECT BRIEF

Tuskegee Brand Development is a recent project that aims to create a new identity for the city of Tuskegee. The project, which involved designing a new brand for the city, saw my work being chosen as one of three designs to move forward with.



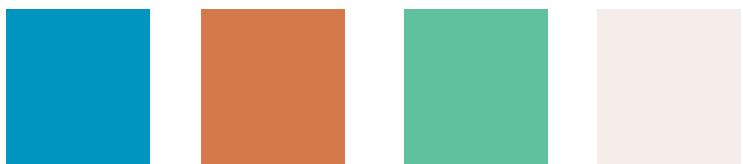
GDES 4240-001  
Graphic Design 1  
Fall 2023  
— Lake Tuskegee-Ford Identity & Signage —

Carolyn Brower

Lake Tuskegee should be the center for outdoor recreation in the city of Tuskegee. This lake will be appreciated for its many uses including sailing, swimming, picnicking, family gatherings, marathons, cultural affairs, barbecues, music, and any other form of enjoyment. This lake should be a hotspot for families especially younger children. The branding of this lake should show off its pride, growth, legacy, and welcoming nature. The target market of this rebranding effort is people aged 18 to 45 who like to go to the park and socialize in their free time.



**LOGO IDENTITY** This logo is a combination of a sunburst and wavy lines. This is representative of the warmth and calming nature found when visiting Lake Tuskegee.



**COLOR PALETTE** A vibrant color palette was chosen to display the unwavering spirit of the town. The blue represents the beautiful lake. The orange represents the optimism and positive energy of the community and the green is representative of nature.

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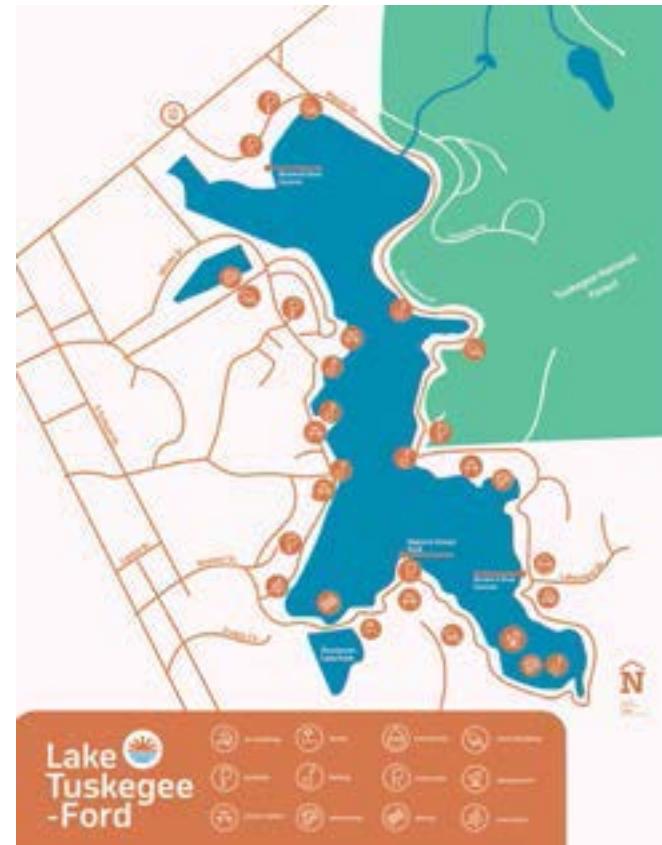
October Tamil Bold

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October Tamil Light

**TYPOGRAPHY**  
The font chosen is very rounded and curvilinear to represent the everchanging nature of the town and the community around the lake.

**LAKE TUSKEGEE MAP** This map features the vibrant color scheme and hierarchically defines different areas well. The use of typography and line unites the text in a clean nature.



**SIGNAGE SUITE**  
The use of the colored metal would be effective in giving the park a revived look that features clean and vibrant colors. Colored metal would also be better in the natural elements of the park.



# VINYL RECORD DESIGN

GDUSA AMERICAN PACKAGE DESIGN WINNER

## PROJECT BRIEF

The goal of this project was to combine two songs from the Smithsonian recordings website. I chose two conflicting songs from the Smithsonian recordings and combined them into a fully constructed and designed vinyl record jacket. These contrasting songs inspired me to create a broader theme of life and death.



# SUGARLAND WEBSITE RE- DESIGN

GDES JURIED SHOW 2024

## PROJECT BRIEF

The Sugarland website redesign is a recent project that focuses on rebranding the band's online presence, highlighting the vibrant and colorful aesthetic that is synonymous with their music and albums. The redesign was selected for the GDES juried show, showcasing the innovative and visually captivating work that went into the project.

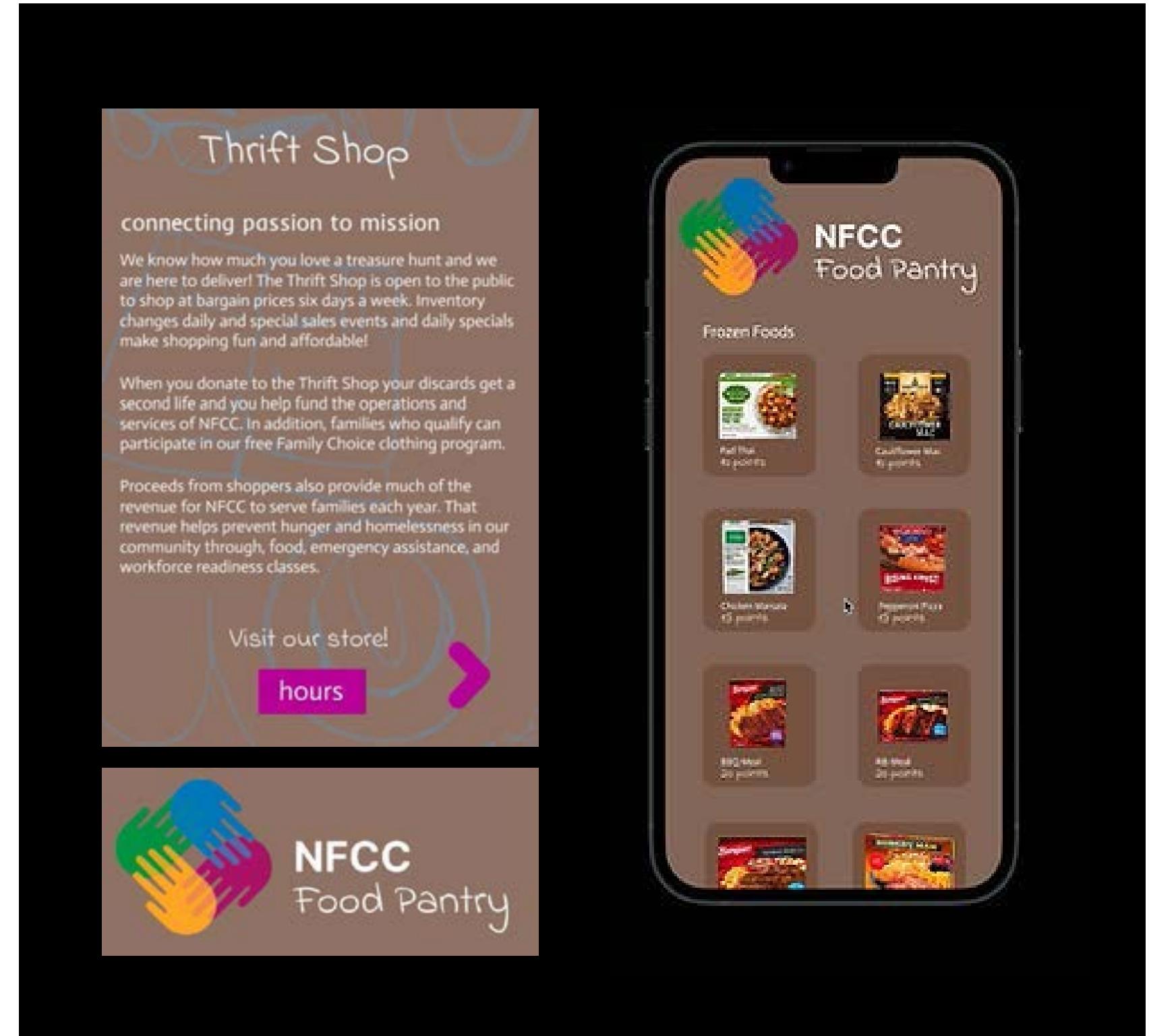


# NFCC APP DESIGN

GDUSA AMERICAN DIGITAL DESIGN AWARD WINNER

## PROJECT BRIEF

The North Fulton Community Charities mobile app is a digital design winner, recognized by GDUSA for its innovative and impactful approach to serving the local community. The app provides a user-friendly platform for clients to order from the food pantry and for volunteers to stay informed about shortages, ultimately streamlining the process and enhancing the organization's ability to meet the needs of those they serve.



# NUPUP NEW PRODUCT PACKAGING SUITE

## PROJECT BRIEF

Welcome to Nupup, a recent project focused on the branding of a dog wellness company. This project showcases my expertise in creating visually appealing and effective branding materials for businesses in the pet wellness industry. From Logo design to packaging, Nupup is dedicated to helping dog wellness companies establish a strong and cohesive brand identity.



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