Art and Design Portfolio

Harmony Bowes

BARBACHI

Hibachi-Style BBQ

Voice Words

INTERACTIVE, LIVELY, BOLD

Tagline

WHERE FIRE MEETS FLAVOR.

Typography

MUD TRACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 10 ?! + –
THIS IS A SAMPLE SENTENCE.

Aesthet Nova Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ?! + –
This is a sample sentence.

Myriad Variable Concept Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ?! + –
This is a sample sentence.

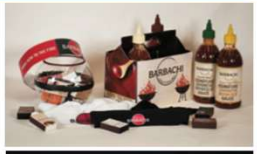
Texture

Photography

Pattern

Color Palette

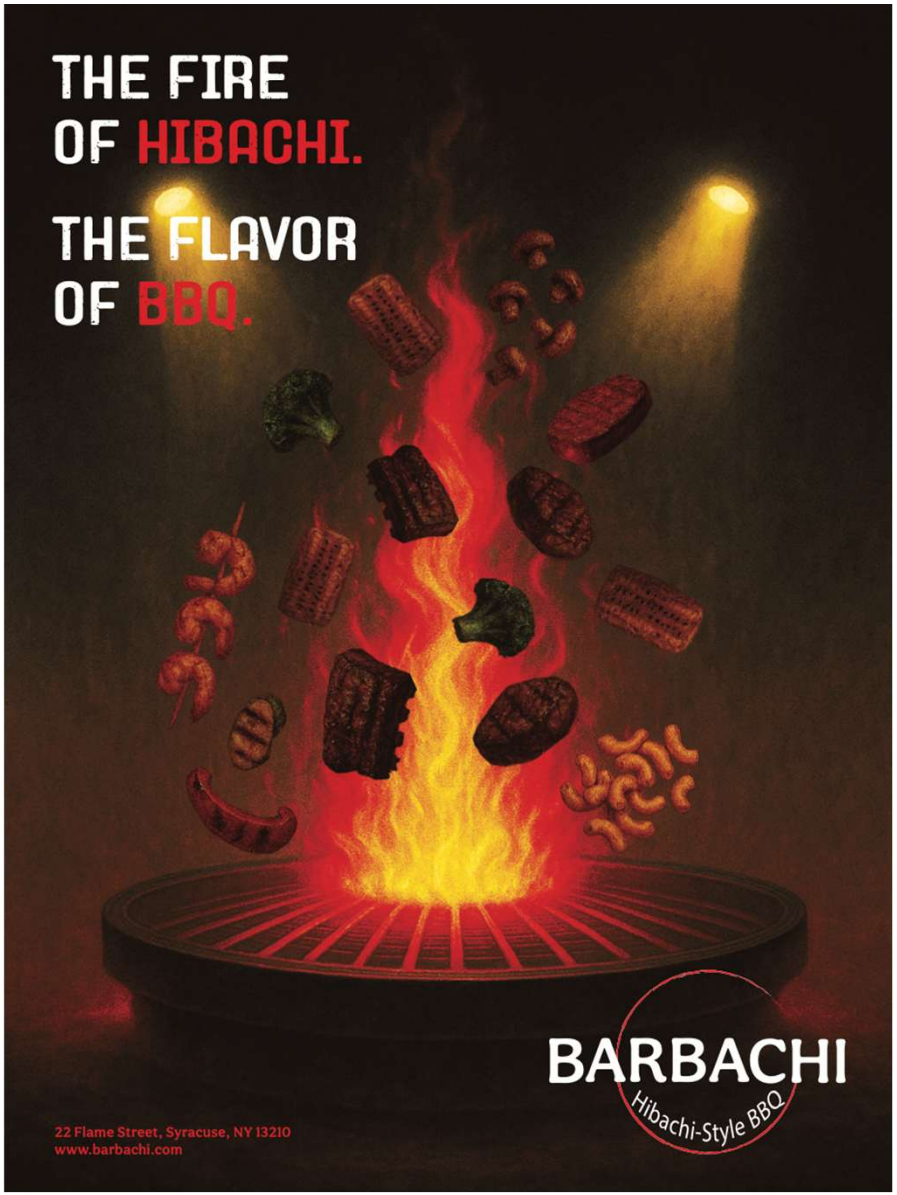
Brand Collateral



Illustrations

BARBACHI
Hibachi-Style BBQ
Original
SIGNATURE
JAPANESE
BARBEQUE
SAUCE
NET WT. 20 OZ. (566 g)
BARBACHI
Hibachi-Style BBQ
Wasabi Heat
SIGNATURE
JAPANESE
BARBEQUE
SAUCE
NET WT. 20 OZ. (566 g)
BARBACHI
Hibachi-Style BBQ
Sweet Yuzu Citrus
SIGNATURE
JAPANESE
BARBEQUE
SAUCE
NET WT. 20 OZ. (566 g)
BARBACHI
Hibachi-Style BBQ
Tangy Teriyaki
SIGNATURE
JAPANESE
BARBEQUE
SAUCE
NET WT. 20 OZ. (566 g)

FRONT ROW TO THE FIRE
BARBACHI
Hibachi-Style BBQ
LOOKS TOO GOOD
BARBACHI
Hibachi-Style BBQ
BARBACHI
Hibachi-Style BBQ
Wasabi Heat
SIGNATURE
JAPANESE
BARBEQUE
SAUCE
BARBACHI
Hibachi-Style BBQ
Sweet Yuzu Citrus
SIGNATURE
JAPANESE
BARBEQUE
SAUCE
BARBACHI
BARBACHI
BARBACHI


THE FIRE
OF HIBACHI.
THE FLAVOR
OF BBQ.
BARBACHI
Hibachi-Style BBQ
22 Flame Street, Syracuse, NY 13210
www.barbachi.com

BARBACHI

Hibachi-Style BBQ

Voice Words

Interactive, Lively, Bold

Tagline

Flavors and Flames.
Right at Your Table.

Typography

DIN Condensed Bold
This is a sample sentence.

Myriad Variable Concept
SemiExtended
This is a sample sentence.

Skia Regular
This is a sample sentence.

Branding

The interactivity of hibachi mixed with the bold, smoky flavors of American BBQ!

Texture

Photography

Pattern

Color Palette

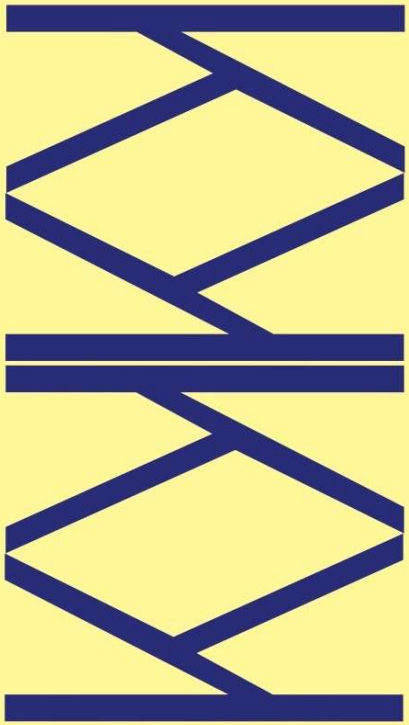
Branding

Illustrations

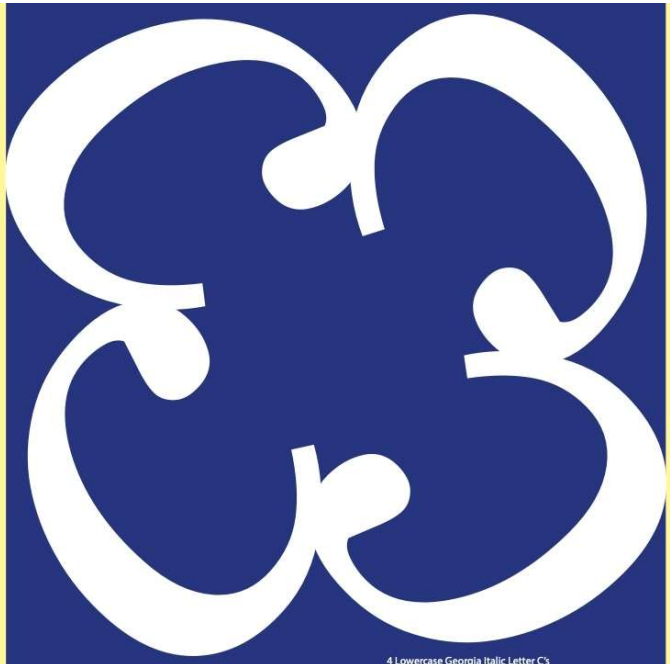
Oswald ExtraLight

Designer: Vernon Adams

This font was designed by Adams in 2011 for web use and has since been updated by others to support Cyrillic script. Inspired by the classic Alternate Gothic style.



4 Uppercase Oswald ExtraLight Letter K's



4 Lowercase Georgia Italic Letter C's

Georgia Italic

Designer: Matthew Carter

This font was designed by Carter in 1993 for Microsoft to be easily readable on low-resolution computor screens. Inspired by 19th-century Scotch Roman designs.

Baskerville SemiBold Italic

Designer: John Baskerville

This font was designed by Baskerville in 1757 in Birmingham as a "transitional" design, to improve the quality of industrial book printing with this elegant and legible typeface.

4 Lowercase Baskerville SemiBold Italic Letter R's

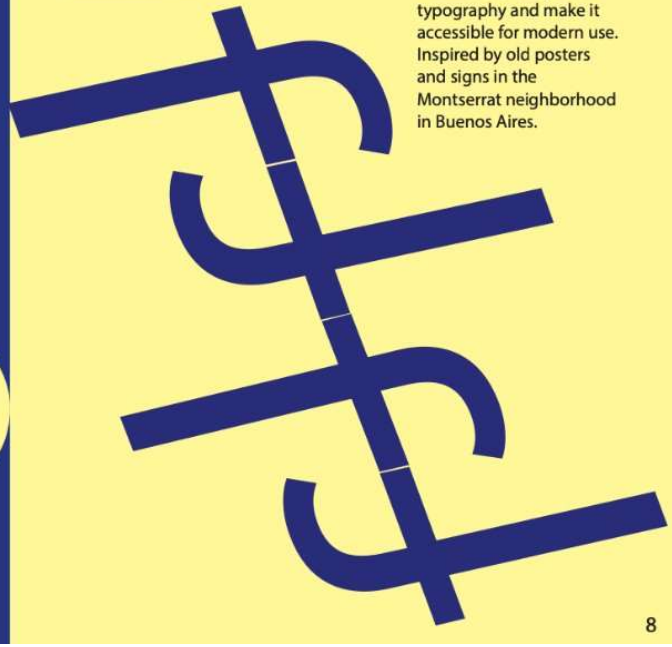
5 Lowercase Hoefler Text Italic Letter S's

Hoefler Text Italic

Designer:
Jonathan Hoefler

This font was designed by Hoefler in 1991 for Apple to showcase advanced digital typography. One of the first typefaces to fully utilize digital technology.

4 Lowercase Montserrat Italic Letter Fs



Montserrat Italic

Designer: Julieta Ulanovsky

This font was designed by Argentinan graphic designer, Ulanovsky, in 2011. Her goal was to preserve the beauty of mid-20th-century urban typography and make it accessible for modern use. Inspired by old posters and signs in the Montserrat neighborhood in Buenos Aires.

Black and White Solutions:

Taking the thumbnails and the enlarged hand-drawn roughs to the computer. Creating the most sucessful cropped letterforms on Adobe Illustrator.

Color Solutions:

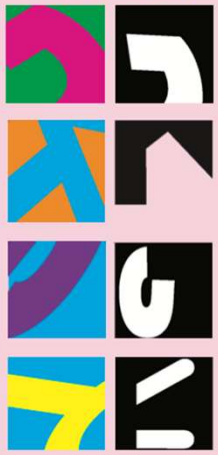
Complementary Colors

Analogous Colors

Contrast Colors

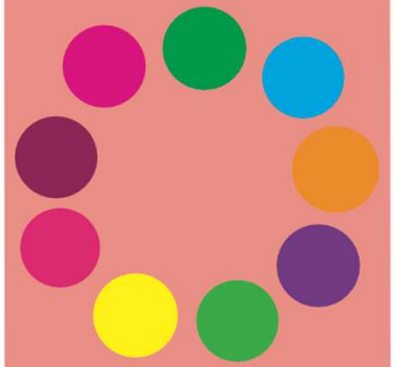
Adjusting and editing the cropped letterforms to become more unrecognizable and using color theory to turn the cropped letterforms to full color.

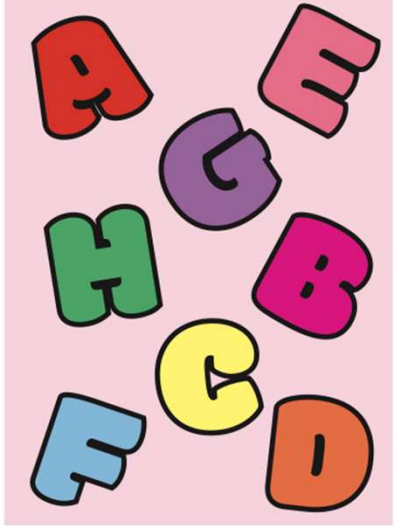
The Contrast:



The difference between black and white cropped letterforms and full color cropped letterforms is significantly different as shown in the side-by-side images.

Color Palette:





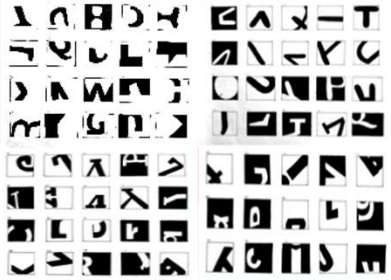
Letterform Explorations

Edges and Absences

Series 1

Harmony Bowes

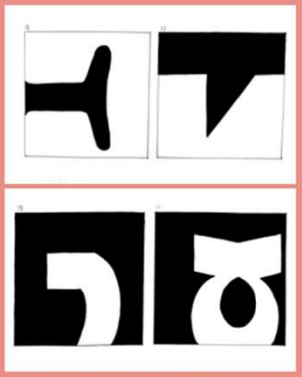
STEP 1:
Black and White Roughs Thumbnails



75 B+W thumbnails. A variety of serif fonts, sans serif fonts, and a mix of my choice of fonts. This is the process of brainstorming and getting all of your thoughts of a cropped letterform onto paper.

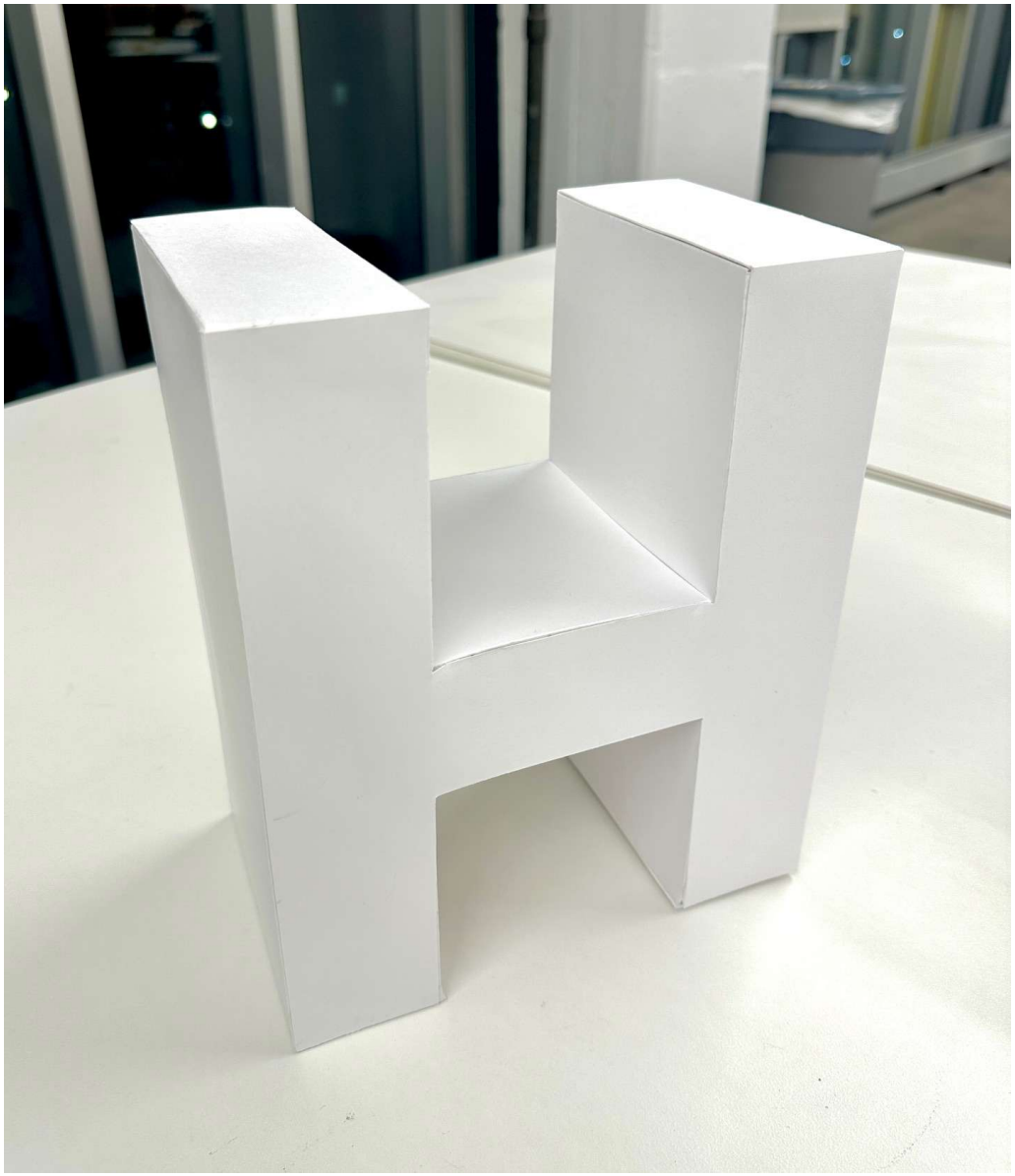
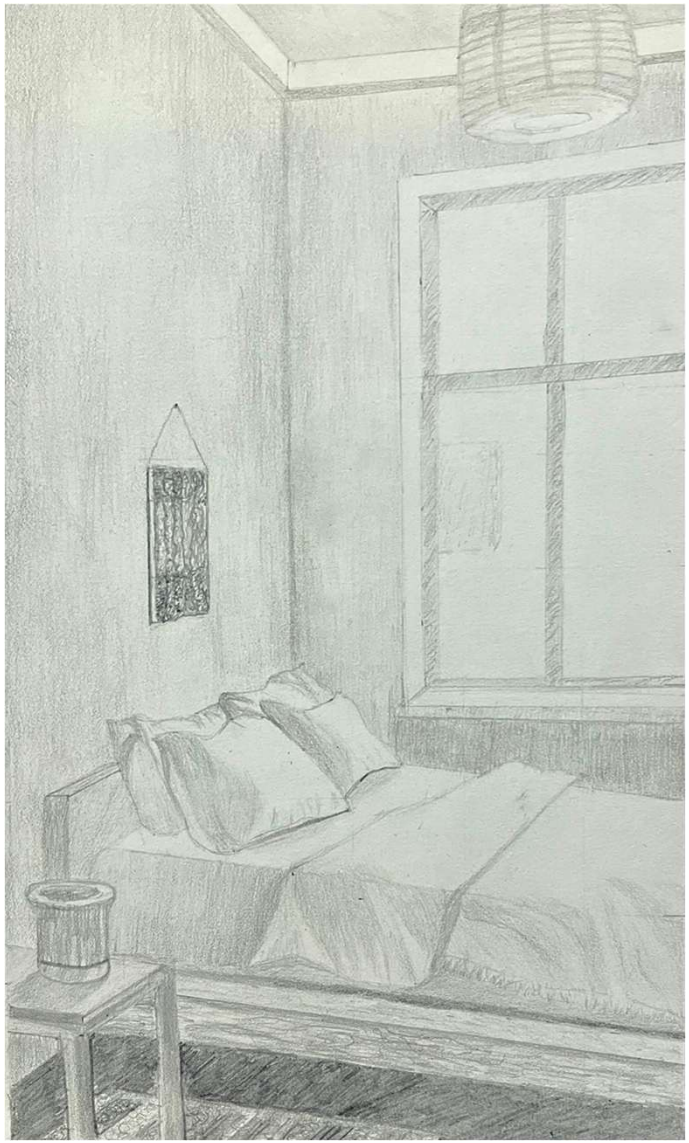
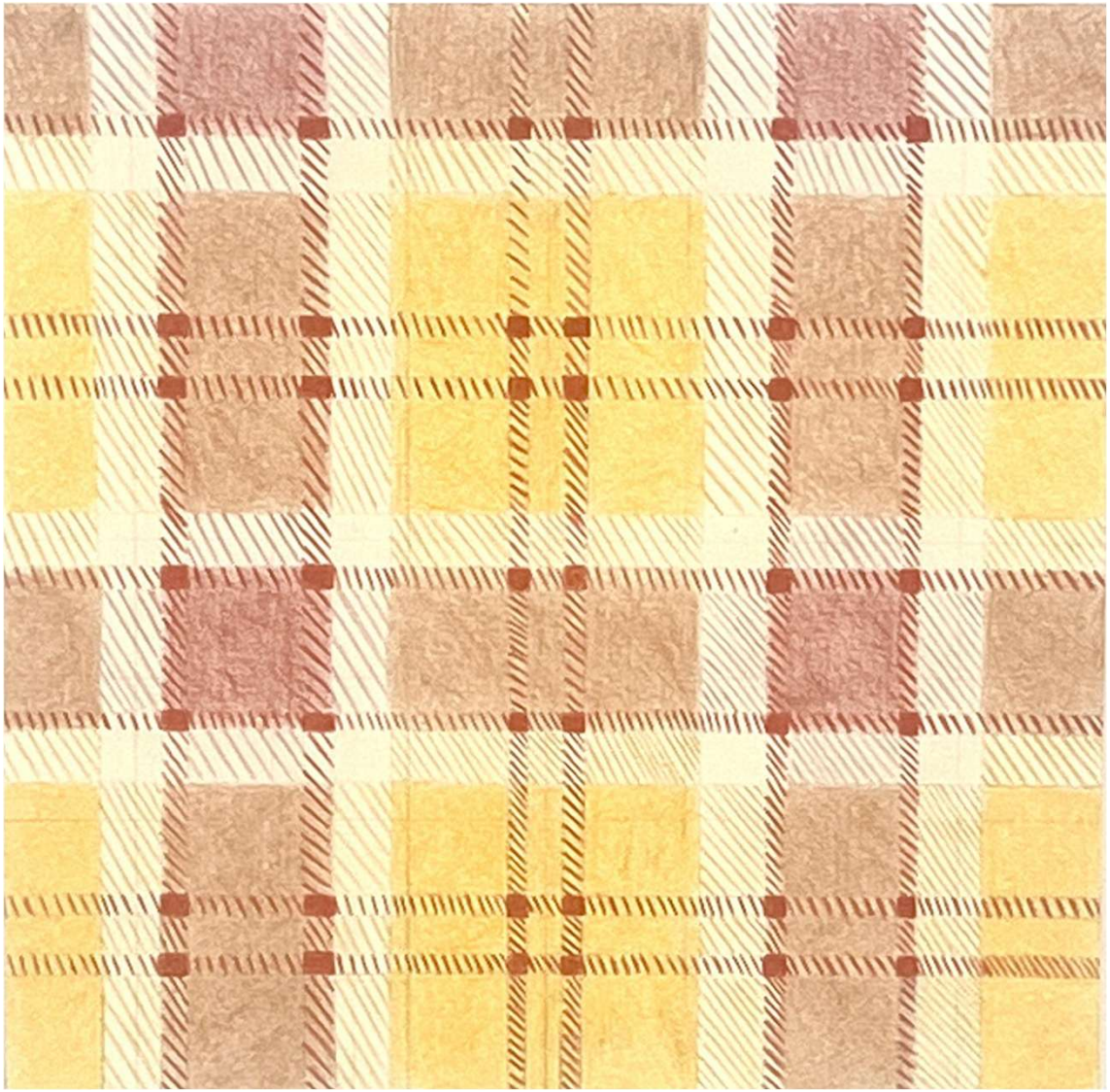
Creating a sucessful and unique letterform takes time. It all begins with step 1, creating a series of 72+ cropped letterform thumbnails.

STEP 2:
Black and White Enlarged Roughs



Enlarging the most sucessful cropped letterforms to 7" x 7" each helps to narrow down and go more into detail.

Picking the most unique and sucessful cropped letterforms out of 75 thumbnails was difficult.



Instant
Coffee
HONEY
Mustard
Colman's
Mustard
HEINZ
TOMATO
KETCHUP
ORGANIC