TANNER WILSON | *PORTFOLIO 2024*

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The owners of Revery VR Bar contacted me in 2018 to help brainstorm, develop, and implement an entire visual identity system and brand package for their exciting new bar concept in Midtown Atlanta. At the start, the only designed assets that Revery had was a preliminary (rough) logo and a loosely drafted menu. We scrapped everything and went back to the drawing board to brainstorm a completely new look and feel. Revery in itself is a unique concept as it is a bar/music venue that also featured booths where one can purchase time to play different virtual reality games and environments.

My idea was to create a look and feel that was bold, cutting edge, and sleek (much like Mercedes, Chanel, Apple, etc.). I planned for the entire branding of Revery as well as the interior and exterior to give off a stylish and up-scale persona. As I created the first style guide (seen on the next page), the physical building itself started to come together as well with hand-painted murals, fun red lighting, and the famous striped design scheme throughout. It was a great experience to see everything start from a completely blank slate and transform into a thriving part of Atlanta's nightlife.
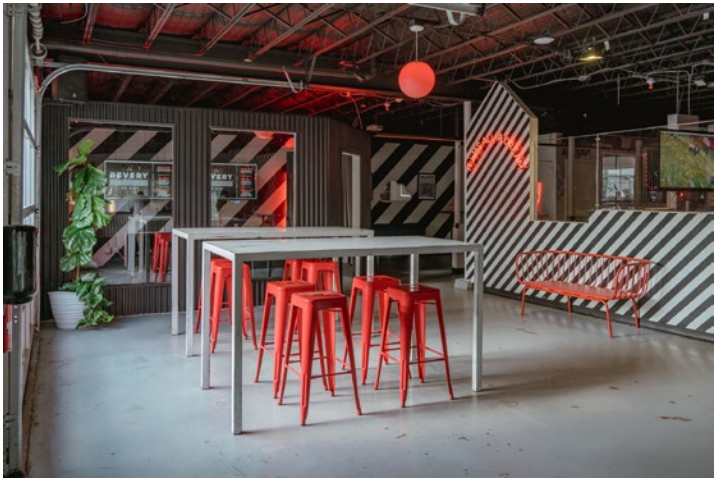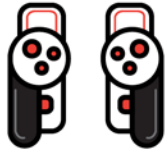
OLD IDENTITY

NEW IDENTITY

REVERY

VR BAR

LOGOS

REVERY
VR BAR

STRIPED PATTERN

ICONOGRAPHY

TYPE

ONE DAY

ABCDEFGHIJKLMNOPQRSTUVQXYZ
1234567890

OMNES

ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvqxyz
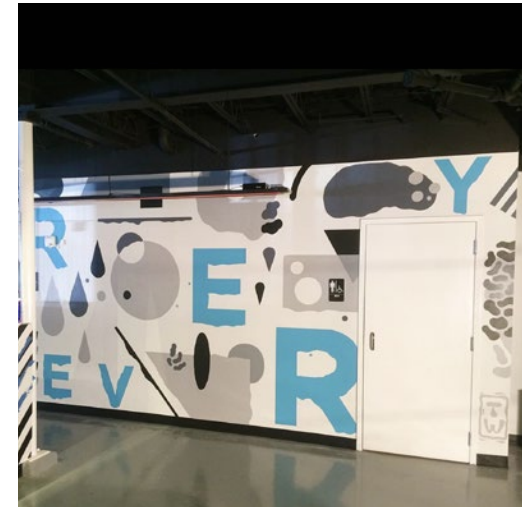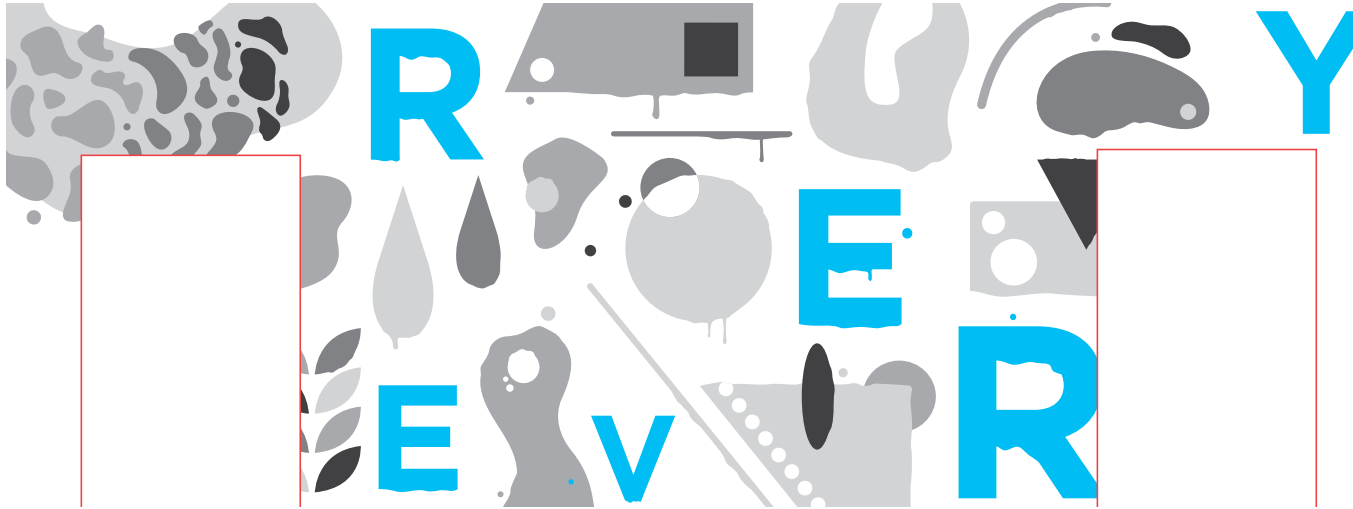1234567890

REVERY BLACK
#231F20

REV RED
#EE4036

BRIGHT WHITE
#FFFFFF

GRAY GREY
#D0D2D3

Above is the original rendering of a mural that I designed to paint on the hallway/bathroom wall within the venue and to the right of that is the completed painting. The subtle grays with a pop of the blue helped add a nice touch to the already well-designed interior. I also decided to add the striped pattern across the blank walls of the interior to tie everything back to the Revery brand.
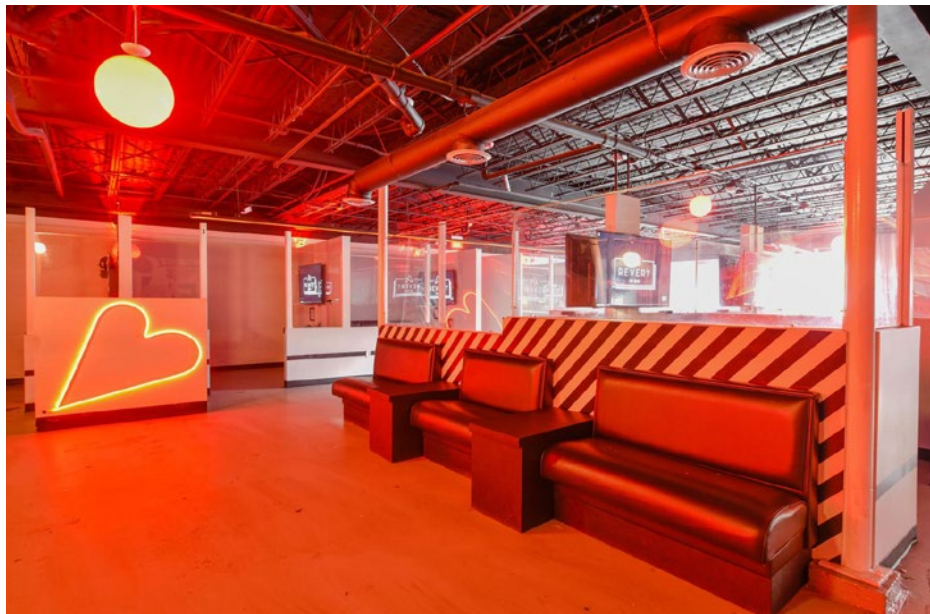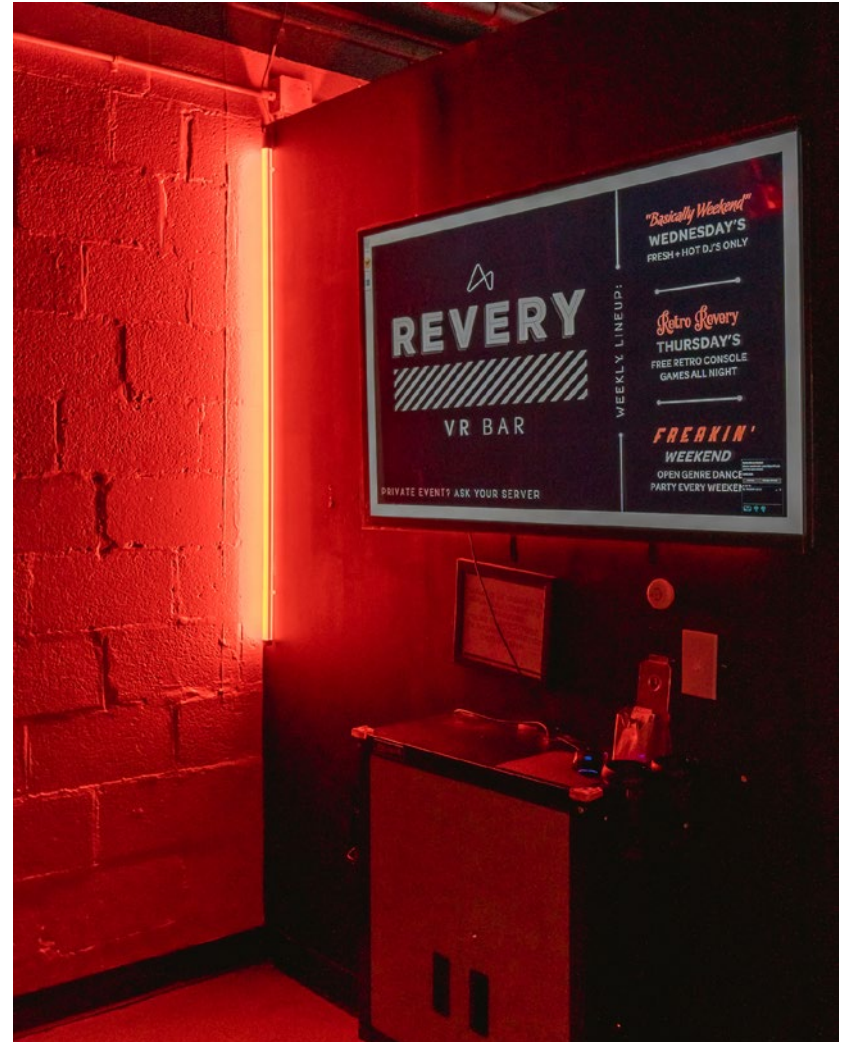
On the top left is a the DJ booth that sits in the middle of the venue. I designed and hand-pained a gray-scale mural on both sides of the booth to reflect the same style that I painted on the hallway wall. You will also see the desktop graphics that were designed to fit on each of the 12 large tv's that were in various booths around the bar. These were to be changed out almost weekly with new content.

REVERY
VR BAR
AROUND BACK!

Since the building was located behind a local mini-mall, it was sometimes difficult for patrons to locate. Multiple different signs had to be designed and developed for the front and the back in order to direct customers to parking. Since the main entrance was in the front but parking was in the back, I suggested that the sign have some sort of way-finding to alert customers. As well as the signs in the front, there were two more additional signs created that could be viewed when walking up to the bar.

Crybaby was formed in early 2023 and has become increasingly known as one of Atlanta's most popular Karaoke Lounges. I was asked to lead the direction for the development of the new brand as well as the entire visual identity system before their grand opening. When we got started, the only aspect of the brand that existed was the name - Crybaby. I knew that there was a lot that could be done with such an interesting name so I started to brainstorm ideas.

When developing the brand, I aimed to create something fun and reminiscent of the 1950's/60's greasers with slicked back hair and leather jackets. Movies like Grease, Crybaby, and a few others were a some of my references. The colors needed to pop because I wanted most of the imagery to be old black & white film stills. After a few renditions and revisions of the branding, I was able to come up with a strong visual identity system and brand package for Crybaby.

Main Logo Variations (Grape)
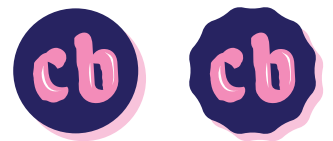
Main Logo Variations (Pink)
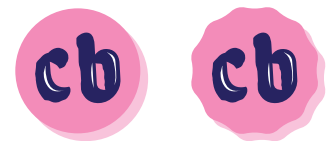
Iconography

Typefaces

OC Format Sans Extra Bold (Header Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Book (Body Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Grape (primary)

Pink (primary)

Sweet Pea (primary)

Gray (secondary)

White (secondary)

100% Black (secondary)

Images / Photography

Design Elements / Textures
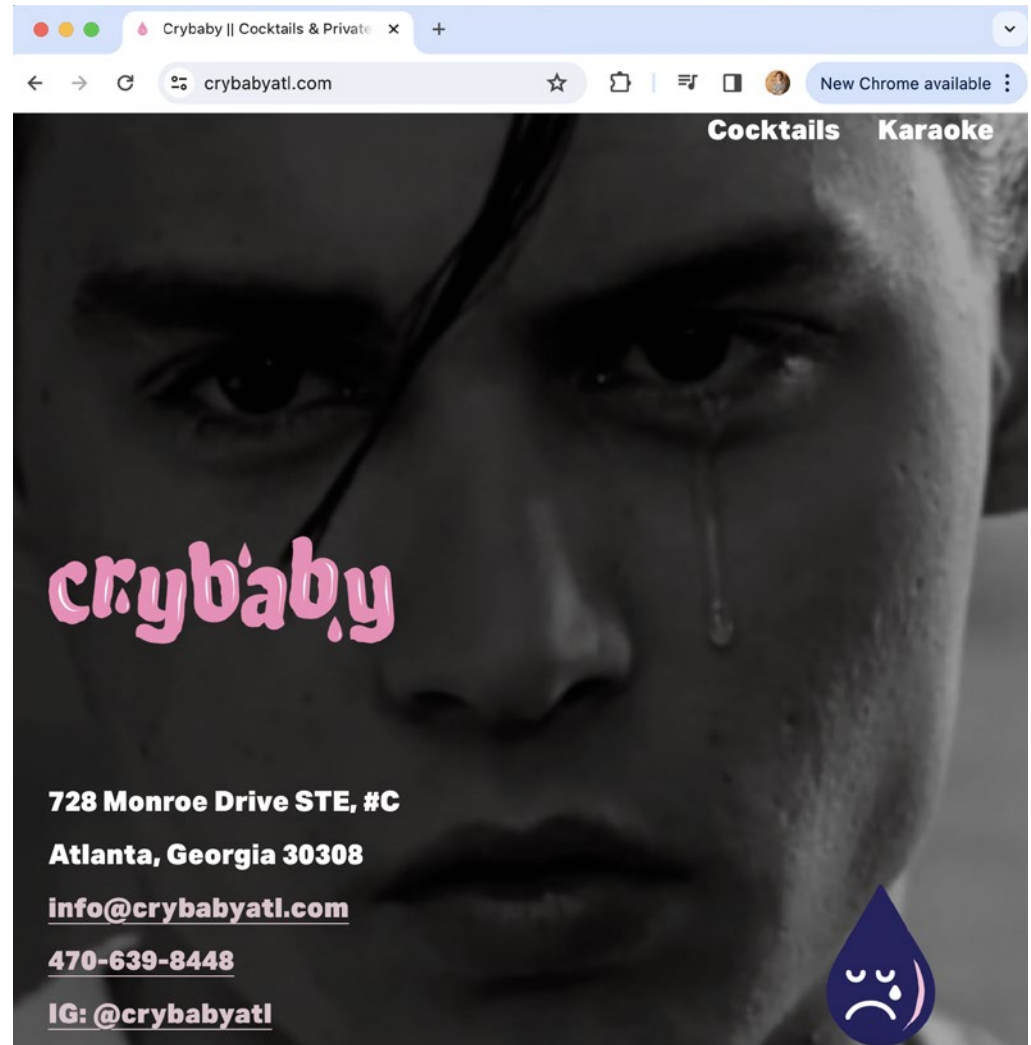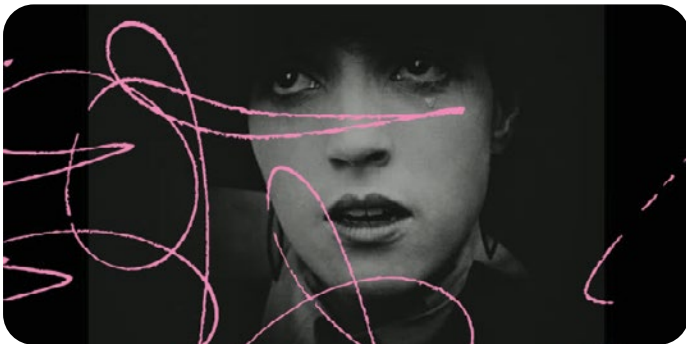
I chose to use black and white stills from older films to enhance the vibe of the 1950's and 60's. The black and white film in contrast with the vibrant colors and raw, graphic elements of the visual identity system really helped to create a unique brand. Above is part of a page taken from the style guide that I originally made for the owners to show how the images/graphics would compete. To the right of that image is a screenshot from Crybaby's website.

There was a great opportunity to create some fun social media presence around Crybaby, especially now that the brand system had been developed. Crybaby's had a large amount of social media influence (posting daily updates), so I wanted to develop a look and feel that was strong but could also be easily changed and tweaked when pivots were needed.
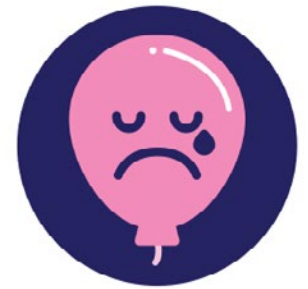
Above are a few photos taken of the interior of Crybaby Karaoke Lounge. The atmosphere was dark and moody while the pink lights that hung from the ceiling helped to tie the interior back to the brand. Around the interior of the bar were various back-lit signs featuring a few of the icons from the visual identity system that I developed. The two balloon signs hung behind the bar while the tear-drop sign was installed at the entrance of the building.

Marietta Injury Advocates is a personal injury law firm under the umbrella of Gentry Law Firm, based out of Marietta, GA. When the founders of the company reached out to our team at Orange Sparkle Ball to reconstruct their entire brand identity, we were more than happy to lead the creative direction. I started with drafting up mood boards containing reference materials to get a sense of the type of design theme they would prefer. After we chose the more friendly and approachable theme, we started to draft up the main logo options. I proposed a total of 3 different logo styles with 3 different options for each style. We gathered feedback from their team and created a final logo lockup on the bottom right.
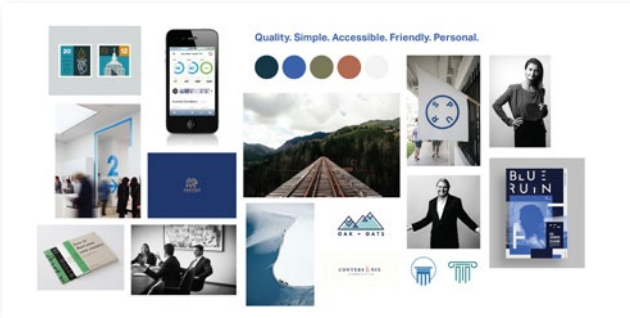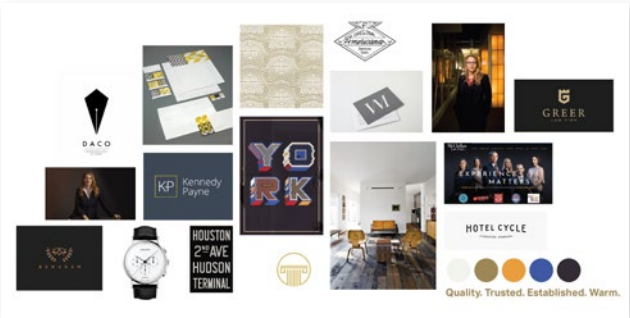
NEW LOGO

Gentry Law Firm (Marietta Injury Advocates)
Logo Design (FINAL)
Type / Iconography / Colors

Colors:

| Royal Blue | Cobalt Blue | Cad. Red | Stone Gray | Light Gray |

Logo Variants:

Royal Blue   Cad. Red   Black & White

MARIETTA
INJURY ADVOCATES

Black & White

Typefaces:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primetime Regular (ALL CAPS) 200 Tracking
When to use: Headers, headlines, big call-outs.

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham BOLD (Title Case) 50 Tracking
When to use: Subheaders

Gotham BOOK (Title Case) 50 Tracking
When to use: Body copy, descriptions, footers, etc.

Gotham BOOK ITALIC (Title Case) 50 Tracking
When to use: Small callouts, emphasis on wording, etc.

Iconography:

After the logo was chosen and finalized, the next step was building out the visual identity system around their chosen theme. Based off of our conversations and meetings, Marietta Injury Advocates wanted a brand that was friendly, trustworthy, and gave off a vibe of safety and security. Most of their clients were working class people who had been injured on a job, so I wanted to create a brand that was approachable and welcoming.

Gentry Law Firm (Marietta Injury Advocates)
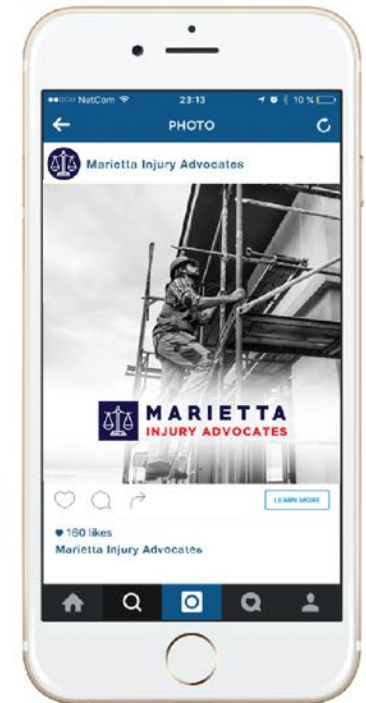Logo Design (ROUND 3)
Photography w/ Logos + Social Post

Photography w/ Logo: Social Media Example:

The next step was to see how the brand would translate across all aspects of the law firm including all social media platforms, printed assets, photography, website, etc. I suggested that the majority of the photography should be approachable and feature the everyday normal person - possibly even people featured at a work site. I also suggested staying away from over-polished, fancy photography that would look too curated.
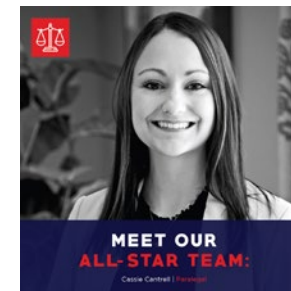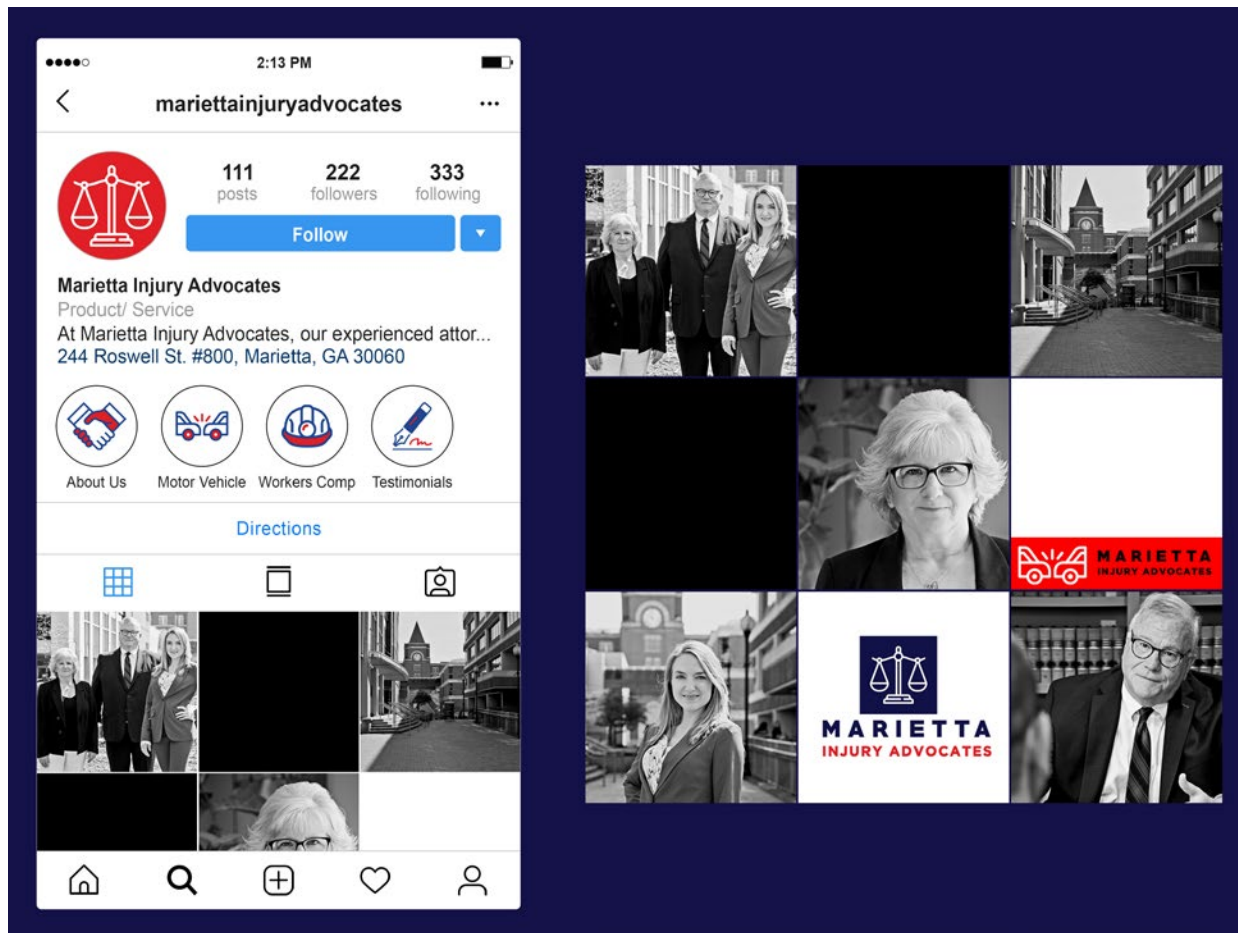
Gentry Law Firm (Marietta Injury Advocates)
Logo Design (ROUND 3)
Letterhead Example

Letterhead Example:

At first, Marietta Injury Advocates were hesitant to build up any social media presence as a law firm but I reiterated the fact that their clientele is most likely someone who is on Instagram or actively uses social media. While the content itself didn't have to be extremely robust, a well-designed and curated social media presence is much needed for successful companies in today's world. Luckily, the brand identity worked well across the entire social platform and presented Marietta Injury Advocates as a professional and cohesive brand.

Hatch / L300 was a building at the Chick-fil-A Support Center in Atlanta, Georgia that was home to many different teams within the company. I was part of team titled *Innovation* from 2015-2017 and we were located in this building. However - at the time of my arrival on this team, the building was brand new and barely had a fresh coat of paint on it. Our team was tasked with the complete conception of the space and were given free-reign to develop and execute our ideas.

The goal was to create a space that constantly moved and breathed. There were no assigned desks or stuffy meeting rooms with taupe-colored walls - everything was flexible and if you wanted to work in a bean-bag chair all day, you were free to do so. The term "Maker-space" was used frequently and our intention was to develop an area where employees felt free to kick their feet up, get messy, and hopefully get creative. Some of our best ideas come to us when we are the most comfortable and we wanted that same comfortability in Hatch / L300.

Supplies and design laid out before painting the interior wall.

"MAKE" mural designed and painted in the building before the grand opening of L300.
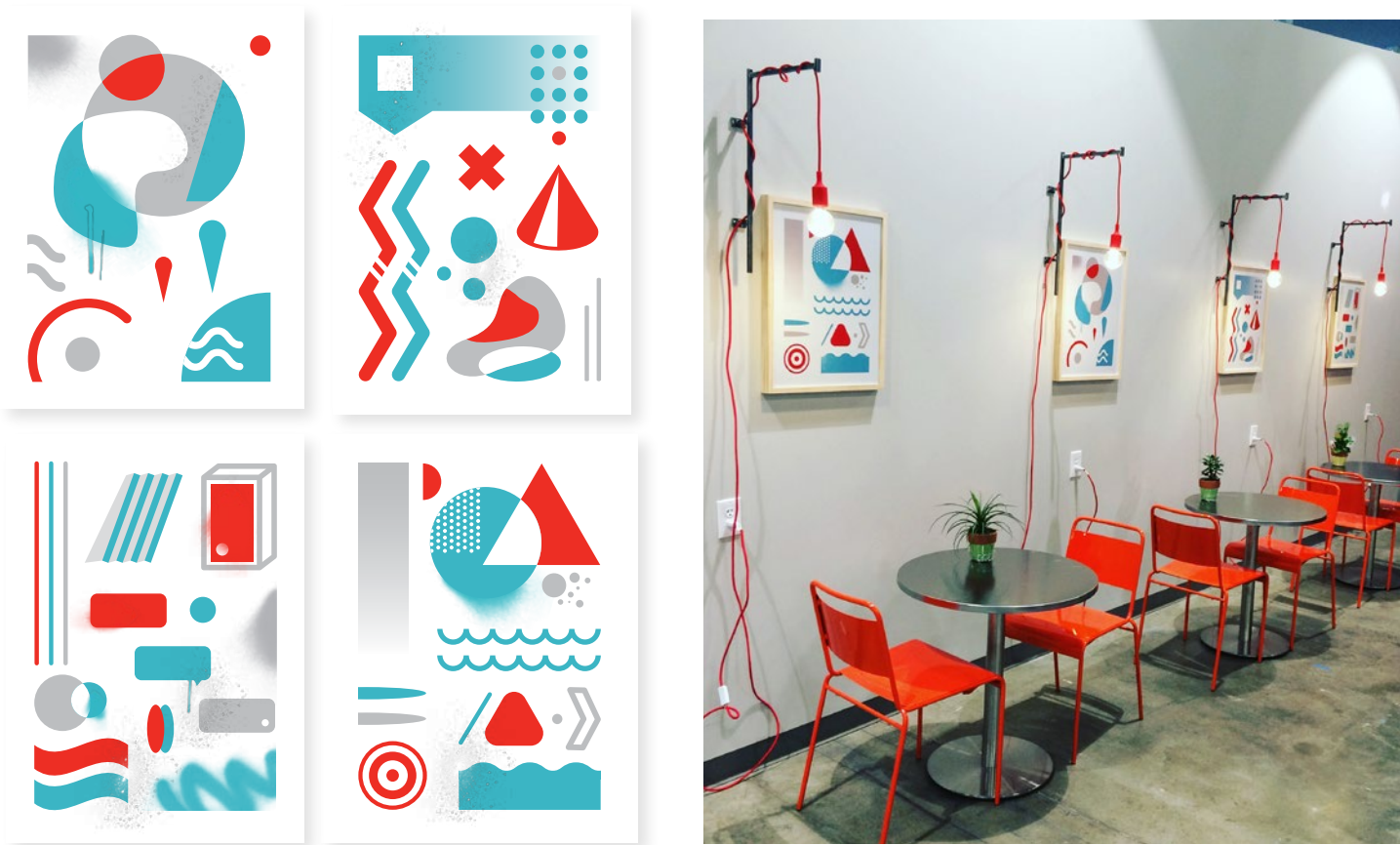
A collection of motif prints designed to accent the "MAKE" mural were hung in the lounge area. The prints are accompanied with a fun, creative lighting arrangement along with stylish chairs and table.
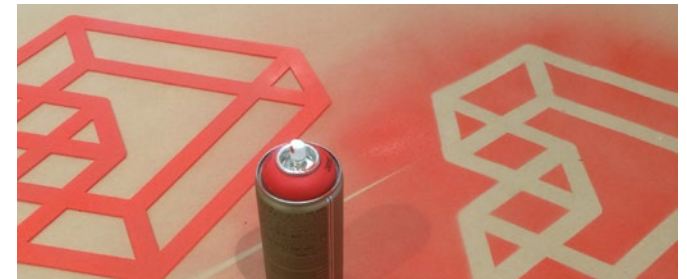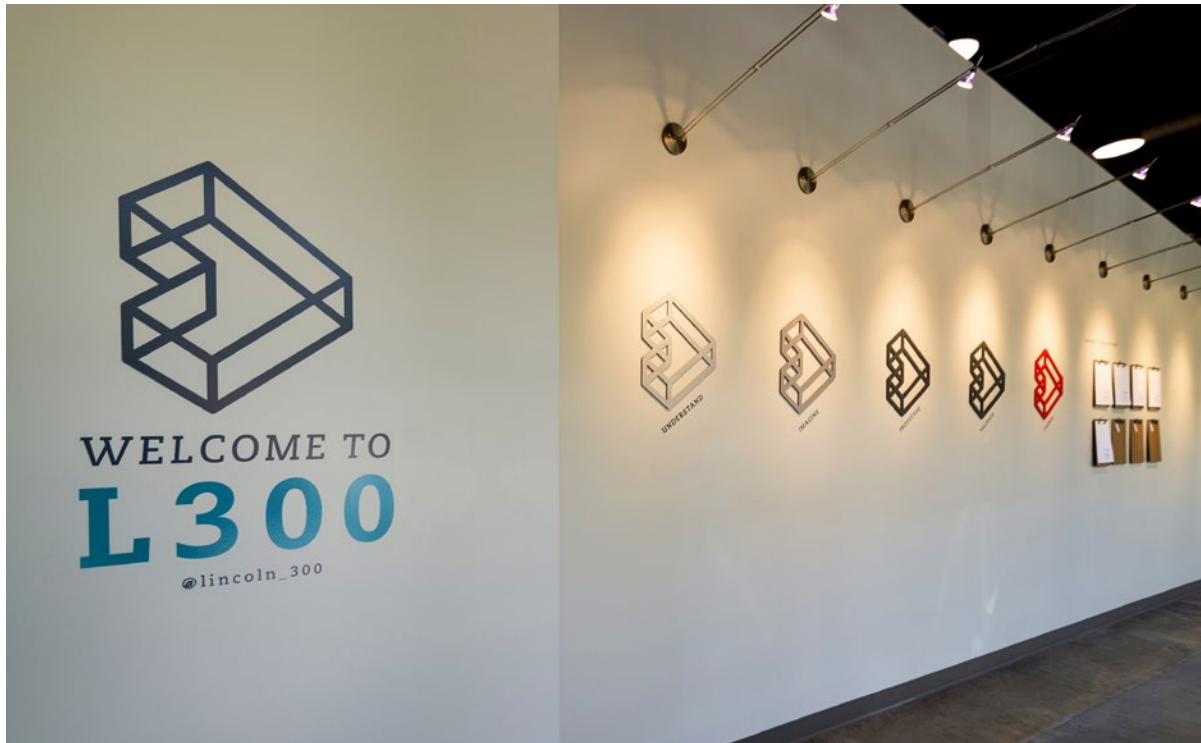

WELCOME TO
L300

Vinyl install on the entrance door.

UNDERSTAND   IMAGINE   PROTOTYPE   VALIDATE   LAUNCH

The Design Thinking Process was used constantly throughout the ideation of this building and in most of Chick-fil-A's work.


WELCOME TO
HATCH
@hatch_cfa

The entrance wall to L300 was carefully crafted to display the Design Thinking Process in 3D-printed cutouts as well as a section of curated clipboards to display the findings and data of Chick-fil-A's most recent simulations within the building.
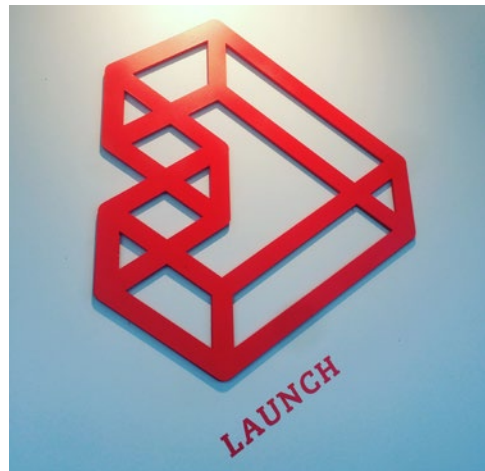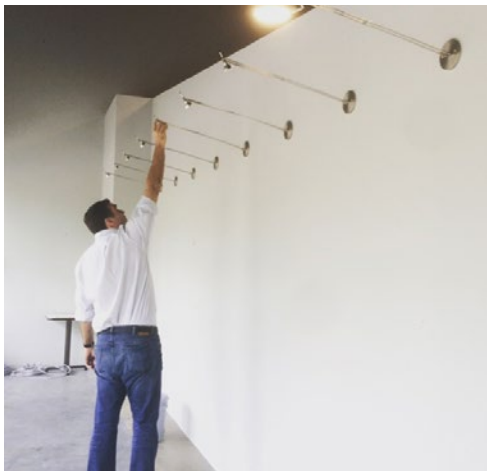
Construction, design, and application process photos.

The final mural, "HATCH", was designed, painted, and completed after the second half of the building opened up to the public.
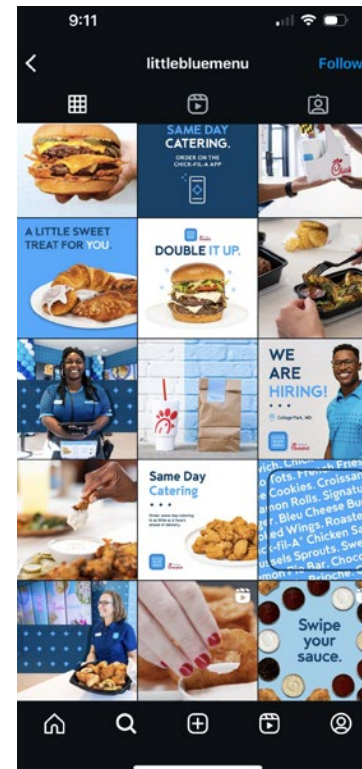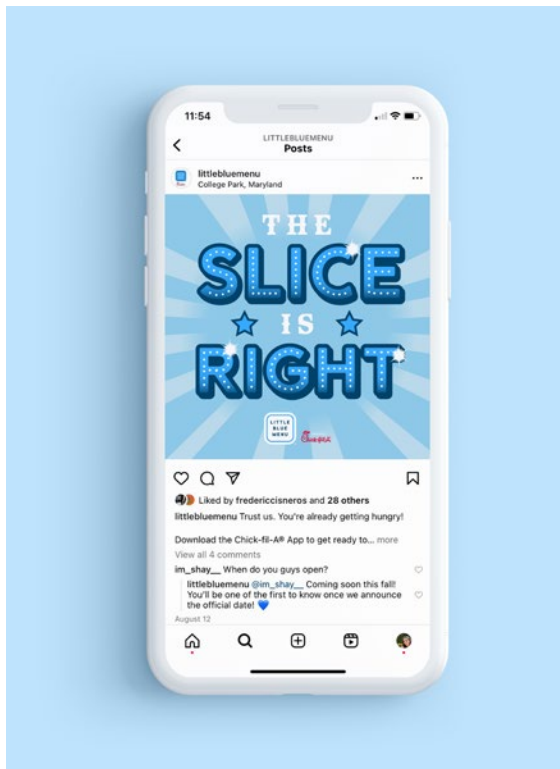The "HATCH" wall is located in the tool equipment area.
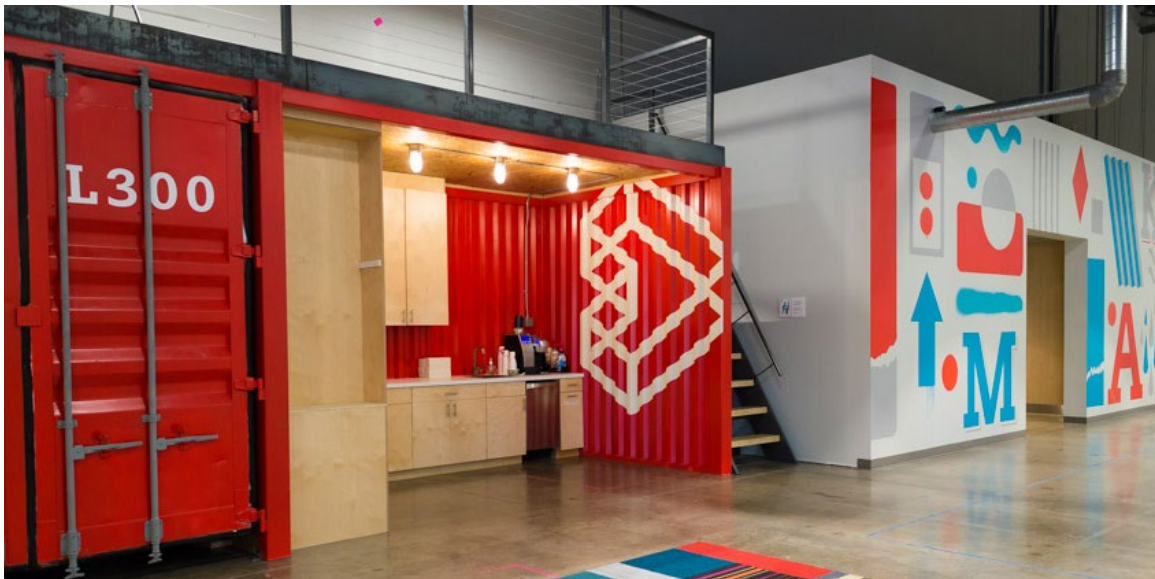
A shipping container was brought into the space and converted into a break-room. After the shipping container
was converted, I was tasked with painting the arrow logo and applying the "L300" vinyl.

Little Blue Menu® is an innovation kitchen brand from the minds of Chick-fil-A® that was created to test different menu items like burgers, wings, and pizza alongside classics from Chick-fil-A®. While Little Blue Menu® originally started out as a 4 separate brands (not related to Chick-fil-A®), it has now transformed into its own Restaurant (previously in Nashville, TN but has now moved to College Park, MD) that offers digital orders for pick-up, delivery, and catering.

Our team was initially asked to help out with their marketing materials: social media campaigns, promotions, printed campaigns, mail offers, packaging, and in-Restaurant signage. While working on these projects, we noticed a deep need for alignment across the visual identity of the brand. After pitching an entire "Brand Reimagining", we were able to cohesively tie everything back together in a nice package. Our role with Little Blue Menu then transitioned to that of a strategic advisor while still executing all marketing materials and social campaigns (including graphics, captions, Airtable management, and physical posting).

Little Blue Menu® College Park, MD opening day.

A sample of some of the social media campaigns and management - featuring a look of the Instagram feed.

Above is a high-level summary that I put together to show the visual identity of the brand. At the time, there were some problems with consistency across the board so this was part of a 12 page Visual Identity System document that explored all aspects of the brand.

I was asked to create a few different renderings for a new Chick-fil-A® Freestanding Restaurant that was set to open in Las Vegas, NV. My approach was to create three (3) different sign options that reflected the energetic and colorful lights of Las Vegas while still staying on-brand.

The Little Blue Menu® food truck in Louisville, KY was equipped with a stand-alone A-Frame menu as well as an interior menu display that needed to be updated monthly with new items and/or retired items. I was tasked with creating both menus for the Food Truck as well as keeping up with monthly updates.
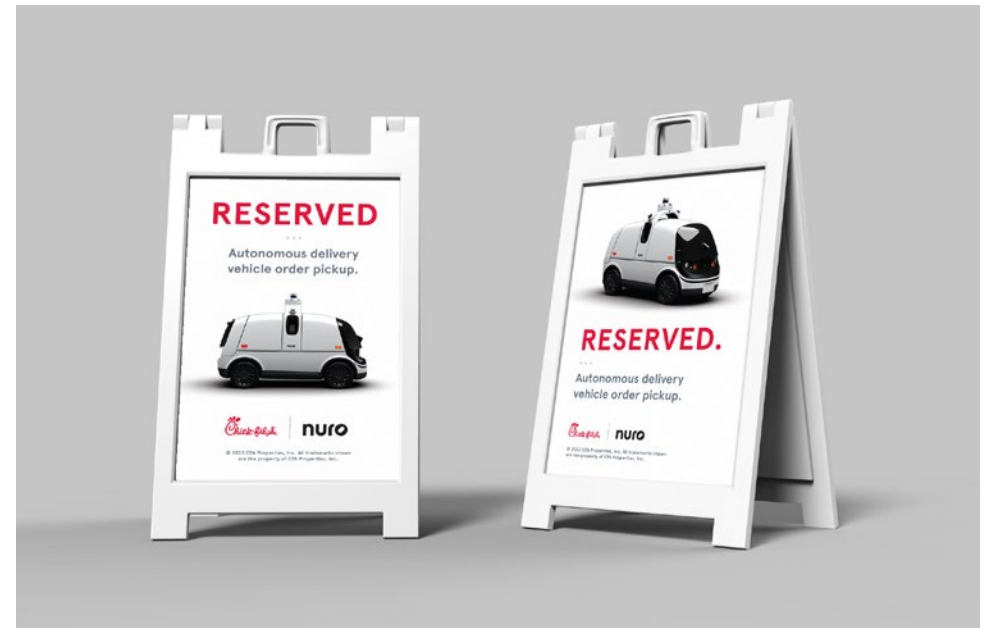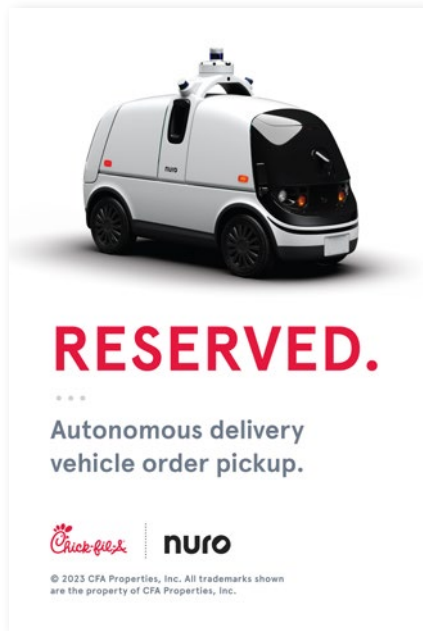
Chick-fil-A® and Nuro recently partnered to pilot autonomous vehicle delivery at a few different locations in the US.
I was asked to create the exterior signage that would be displayed in the parking zone of the autonomous vehicles.

After Chick-fil-A® unveiled the compacting trash receptacles, I was asked by the Interior Designs team to
develop a few renderings of the receptacle in additional styles that better suited the "heritage design" theme.
This was soon developed and placed in multiple Chick-fil-A® locations around the US.

If you live in Atlanta, GA then there is a good chance that you have heard the phrase, "What'll Ya Have?" This friendly greeting was made popular by none other than The Varsity. The Varsity is a downtown Atlanta staple and just happens to be the World's Largest Drive-in Restaurant. Known for their chili dogs, onion rings, and the well-known Frosted Orange (an orange blended vanilla shake) - the Varsity currently has six different locations in the US.

Our team was tasked with updating The Varsity's infamous Walking Box - a to-go box available in multiple sizes that holds everything from a chili dog and onion rings to a hamburger with french fries. Before we started our designs, the box had not been edited and/or changed in a few years. We didn't want to take away from the "classic" look that The Varsity is known for but we knew that a new, refreshed design would be beneficial.

Recently, Chick-fil-A® partnered with Apex Order Pickup Solutions and Orange Sparkle Ball to pilot a smart locker system at a location in Miami, FL. This new system would safely hold a customer's pick-up order while they are en route to the restaurant. Our team was tasked with designing the look and feel of the locker system as well as traveling to the location to film the experience, interview the crew, and gather feedback on how the system was performing.

While there were many graphic applications created for the Apex Smart Lockers - I was able to take on more of a strategic role for this project. The entire project required numerous iterations of testing and a lot of communication between the restaurant, Apex, and Chick-fil-A®.
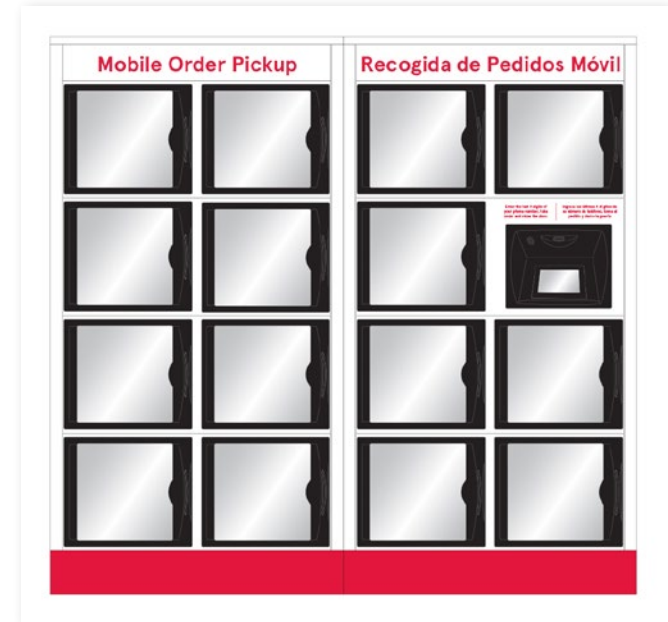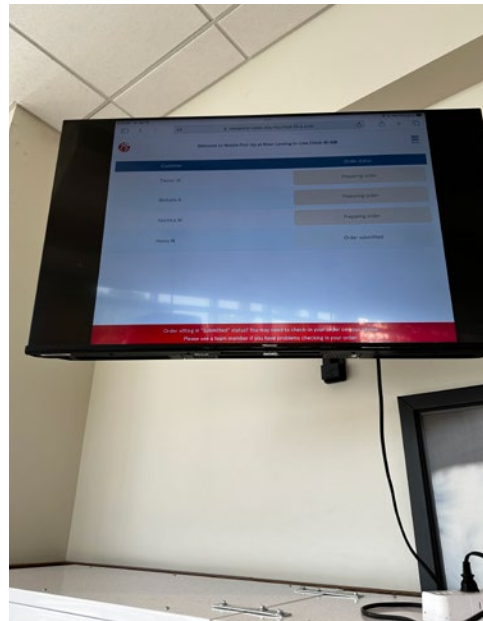
Above are a few in-person photos of the Apex Smart Lockers within the restaurant as well as the order interface screen and the digital mock-up that I created for before installation.

Innovation and Design Day was a bi-annual event that the Chick-fil-A Support Center, specifically the Innovation Department, would throw for their employees. The event would highlight innovation within other well-respected companies and how Chick-fil-A can learn and benefit from these insights. For this particular event, we invited David Rowan (Editor of Wired Magazine UK) to come and be a keynote speaker in our Hatch building.

For this particular I&D Day, we were tasked with creating a physical installation to be displayed in the Atrium of the Support Center as well as ads, bus clings, postcards, and other printed materials to bring awareness to the event. I drafted up a moving, working concept that would show the WIRED logo in 3 different design treatments as the user spun the boxes. The display would also show all of the times/locations of each event during I&D Day. It was so great to see the idea through from conception to completion.
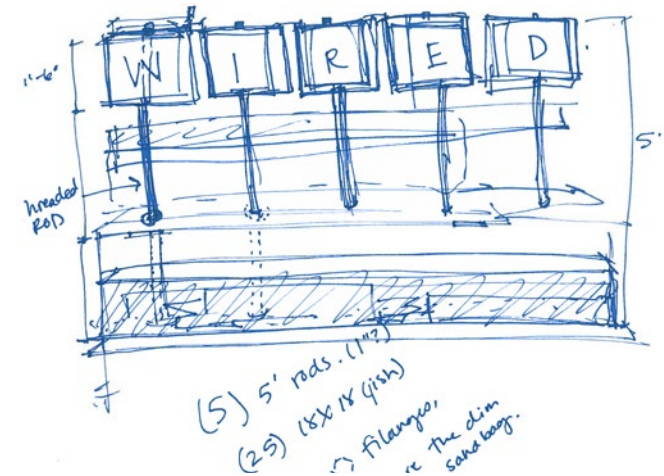
Original concept sketch for the Atrium installation.

The final result of the Atrium installation. Each of the boxes on top spun around to show 4 different treatments of the Wired logo: a 2-color design, a sign-painter treatment, a stencil treatment, and a floral treatment.

3 of the total 4 Wired Logo treatments that I designed for the Atrium installation. Pictured on the right is the installation completed and on-view in the Atrium.
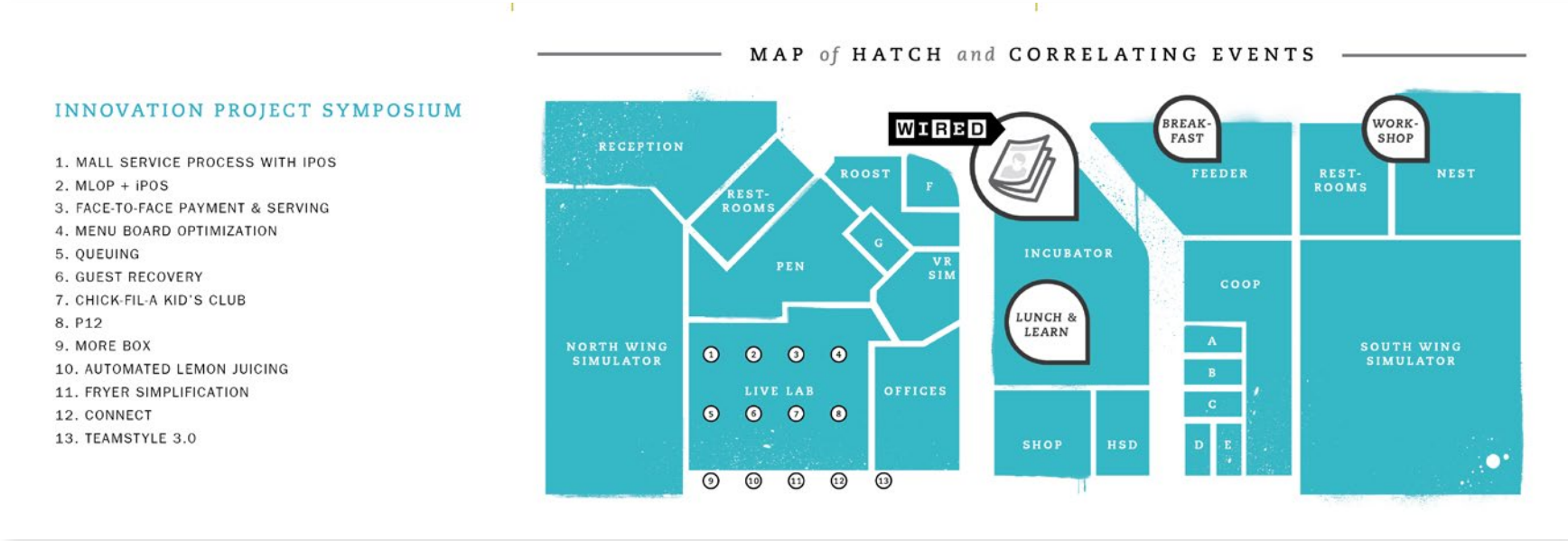
A map designed to show visitors where each symposium was located throughout the building.

Printed flags featuring the Wired logo stencil treatment for each pie during lunch in the Cafe.

There were also stamps created that laid out the entire schedule for the day - these were distributed out to every employee in the Chick-fil-A Support Center.

A digital "Save The Date" email blast that went out to every employee in the Chick-fil-A Support Center.

The flags in the top right corner were also designed, printed, and hung up for that day to help with way-finding.

Consumer Packaged Goods is a team that handles any sort of Chick-fil-A® product that will be available to the consumer in non-Chick-fil-A® stores. For example: Chick-fil-A® has recently made all of their dipping sauces available for purchase at most grocery stores. The entire process of getting these into stores and packaging them correctly is handled by the Consumer Packaged Goods team.

I was asked to conceptualize and design a handful of packaged goods, specifically: a smoothie, a snack box, and a potato chip bag. These were all supposed to be Chick-fil-A®-branded, but also available for purchase within stores. Below are just a few options out of many that were presented to the team.

Above are a few digital renders of possible Consumer Packaged Goods options for the team.

Food Safety is a large team within Chick-fil-A that is responsible for ensuring that the company is serving safe, quality food that protects the customer and Chick-fil-A's good name. There is a food safety presence in every single restaurant and location, so the work touches many different aspects of the company. When I first started with the Food Safety team, my first responsibility was developing a Visual Identity System that could be used universally across documents, reports, presentations, etc. This particular section contains a large amount of informational design.

I was also on the Food Safety team at the time of the Corona-virus outbreak and throughout the entirety of the pandemic - even during lock-down. The work ramped up very quickly and we had to be very flexible and reactive to constantly changing health policies/guidelines. Numerous documents, infographics, procedures had to be updated and revised quickly with the new Visual Identity System.
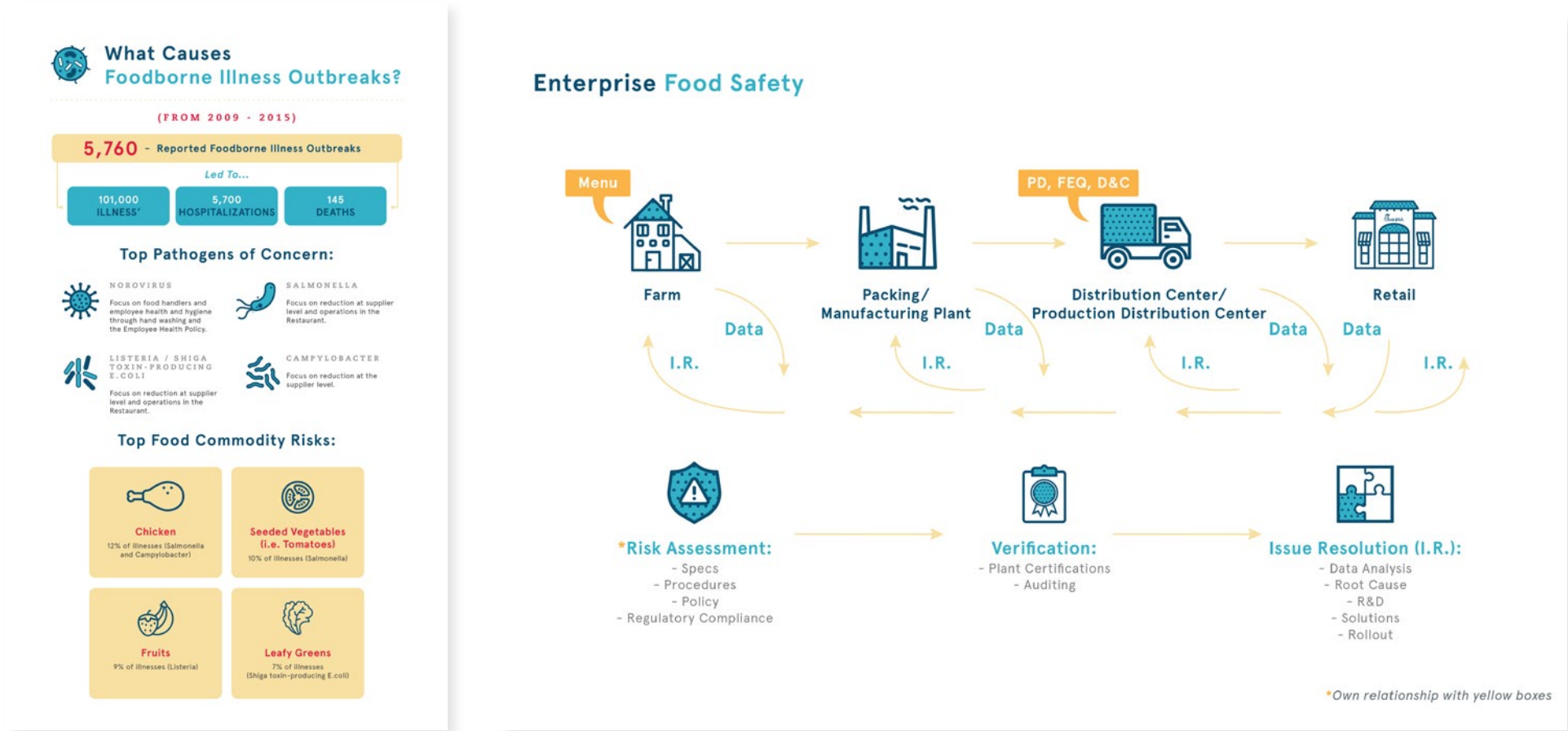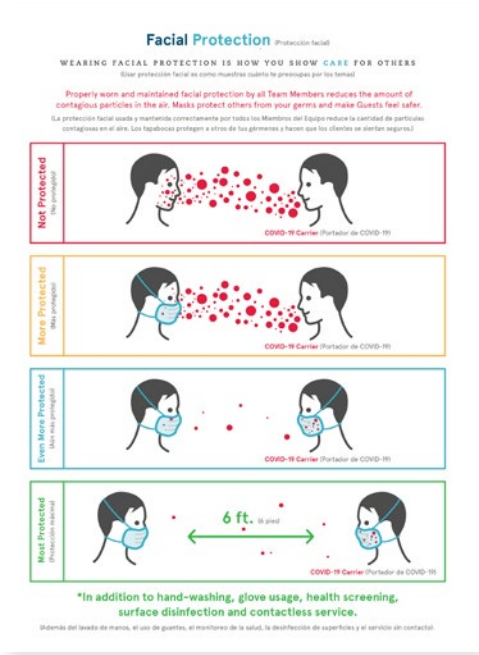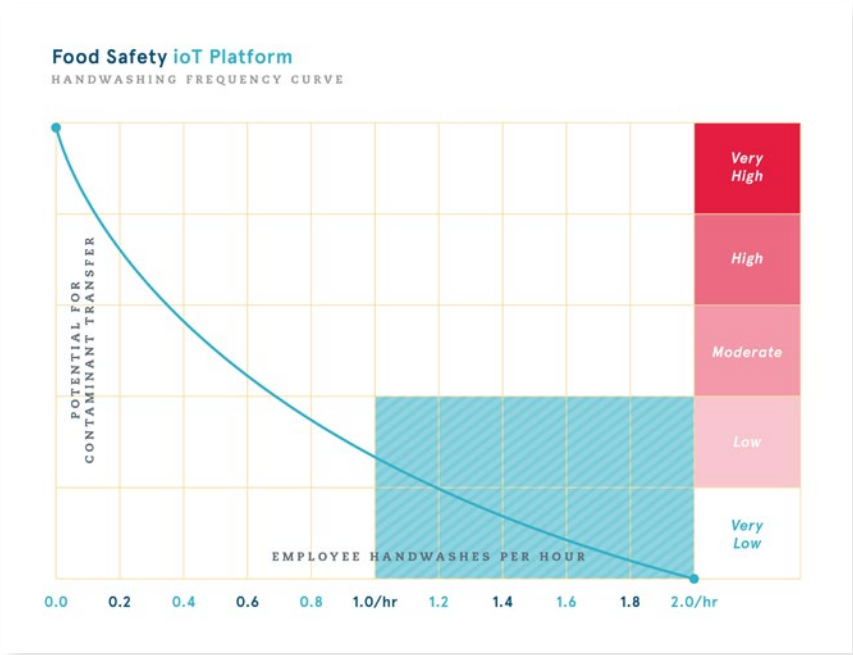

Above is the Food Safety Icon Family that I developed for the Food Safety team. These were approved and distributed amongst the team for use in presentations, emails, social media, etc.

Above is an assortment of Food Safety documents, infographics, and icons. To the right is an on-site vinyl installation in a break room at the Chick-fil-A Support Center.

A collection of documents and graphics that I designed at the height of the Corona-virus outbreak. These documents were available for all employees and Team Members of Chick-fil-A and were distributed in the US, Canada, and Puerto Rico.
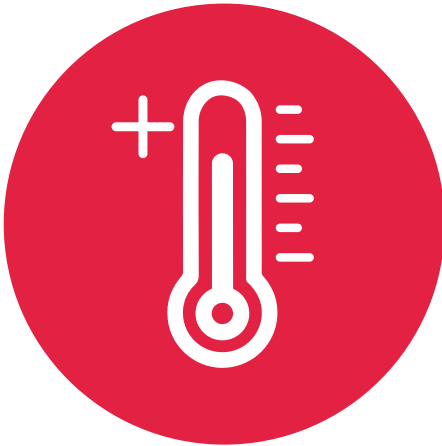
Here is a few COVID-19 "Symptom" icons that I developed for the Food Safety team. These were used across multiple platforms and communication pieces within Chick-fil-A.