irisheyesdesign


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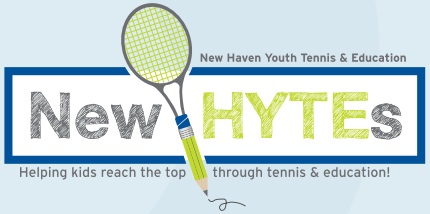
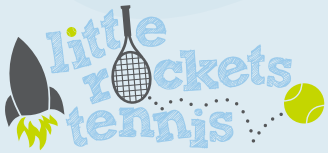




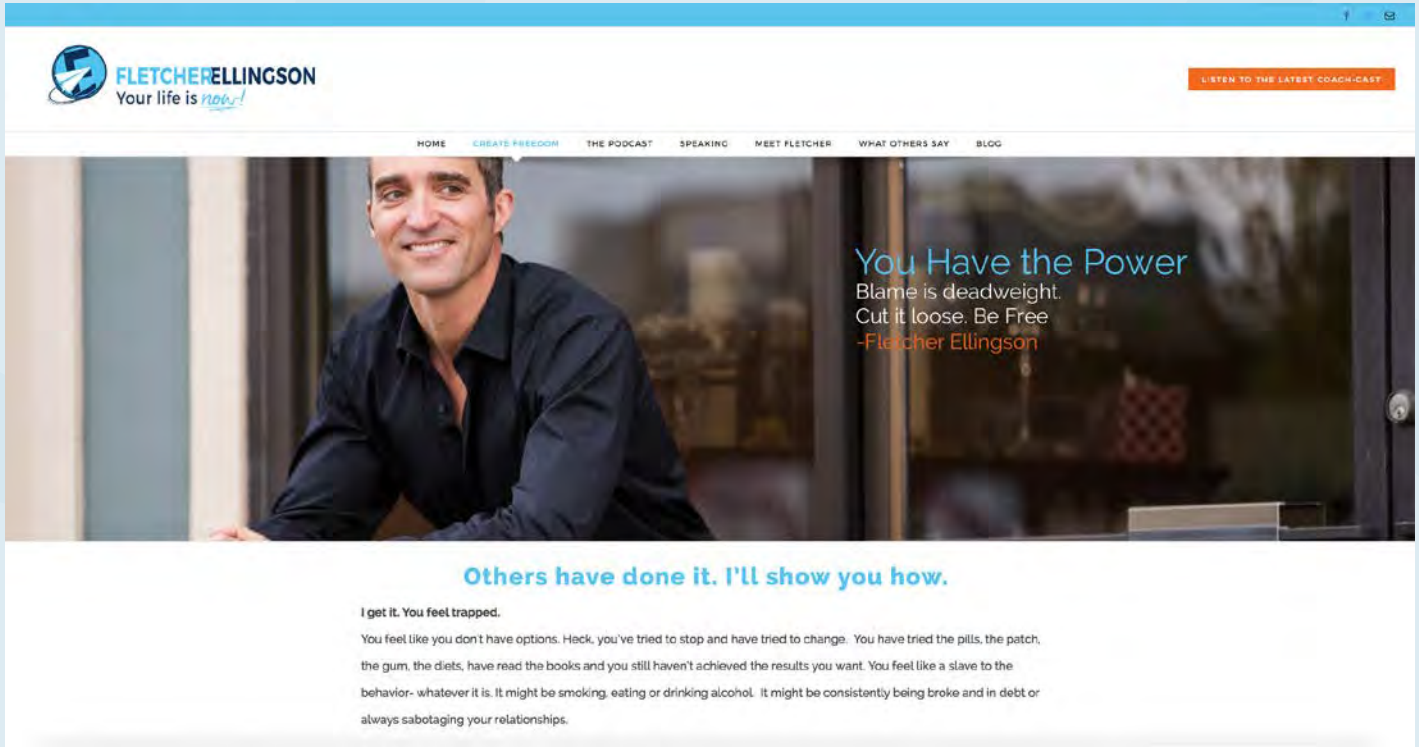
# LOGOS

Honest, clear communication
is key to understanding a project
& delivering a logo that works.

How will a logo be used?

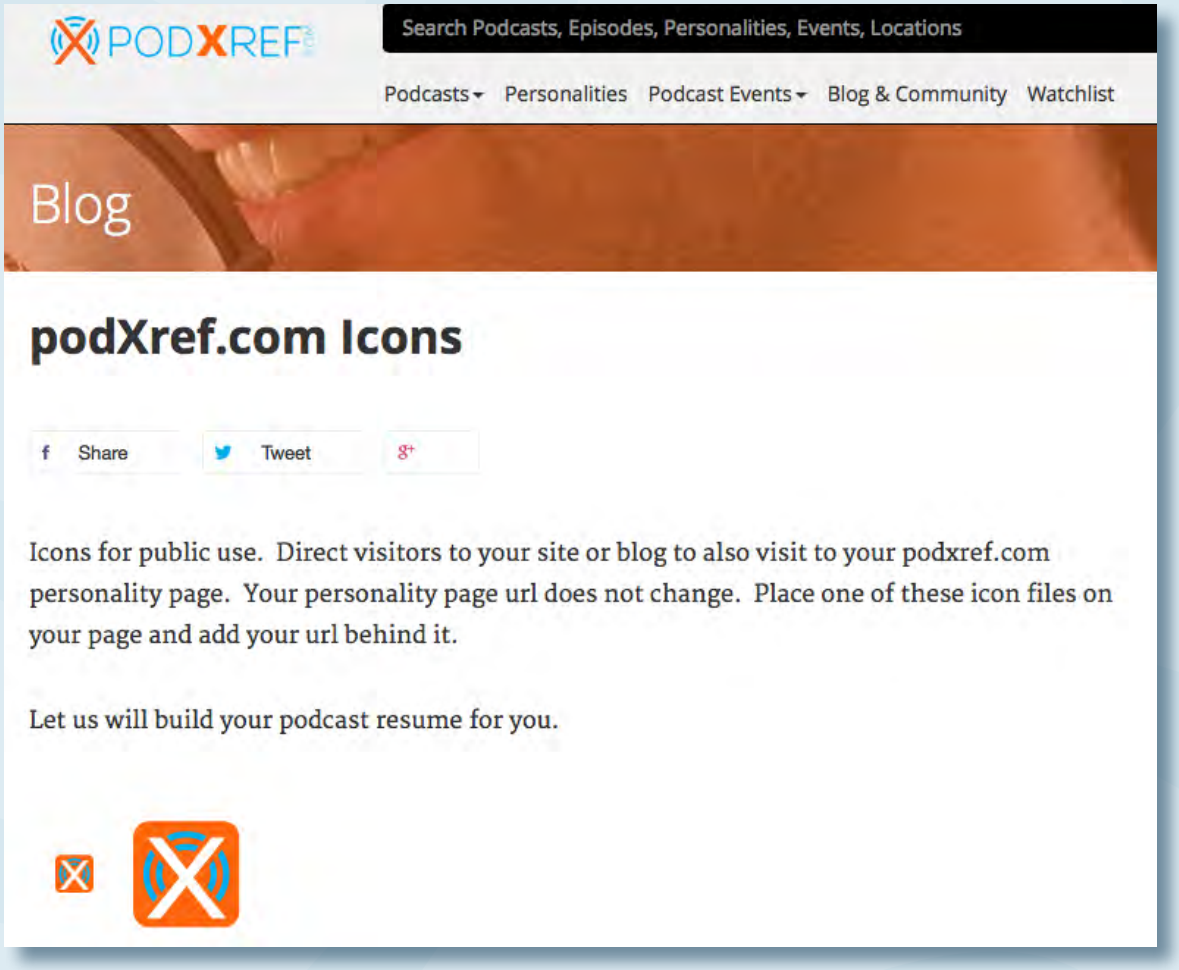
This friendly logo has created a recognizable and approachable presence within our community, across a variety of platforms.

# FLETCHERELLINGSON



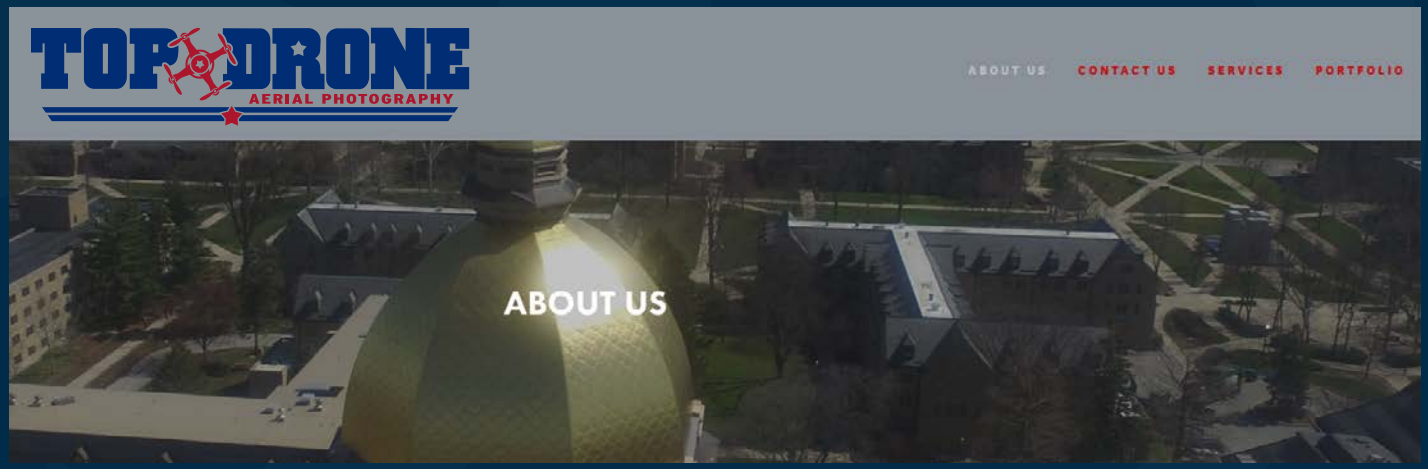

"Can you create movement?
Let's use my name and/or initials.
Approachable…but assertive."

Listening to the needs of the client, searching for a spark of inspiration, and understanding the principles of design…that's where the magic happens!



PODXREF.COM

A bold, modern icon
to be used at a variety of sizes.



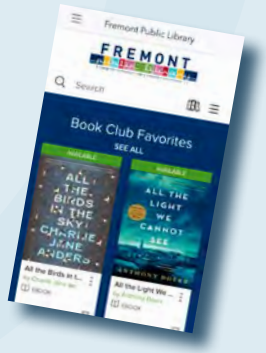
TOP DRONE
AERIAL PHOTOGRAPHY

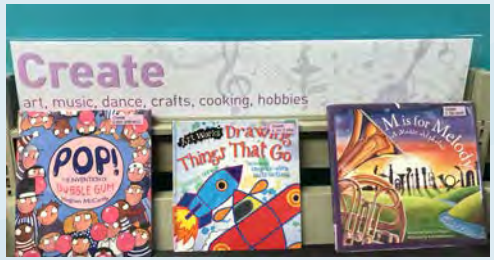
Top Drone requested that we draw inspiration from the Top Gun logo.

How do you think we did?

# FREMONT public library

engage the community • inspire creativity • enrich minds



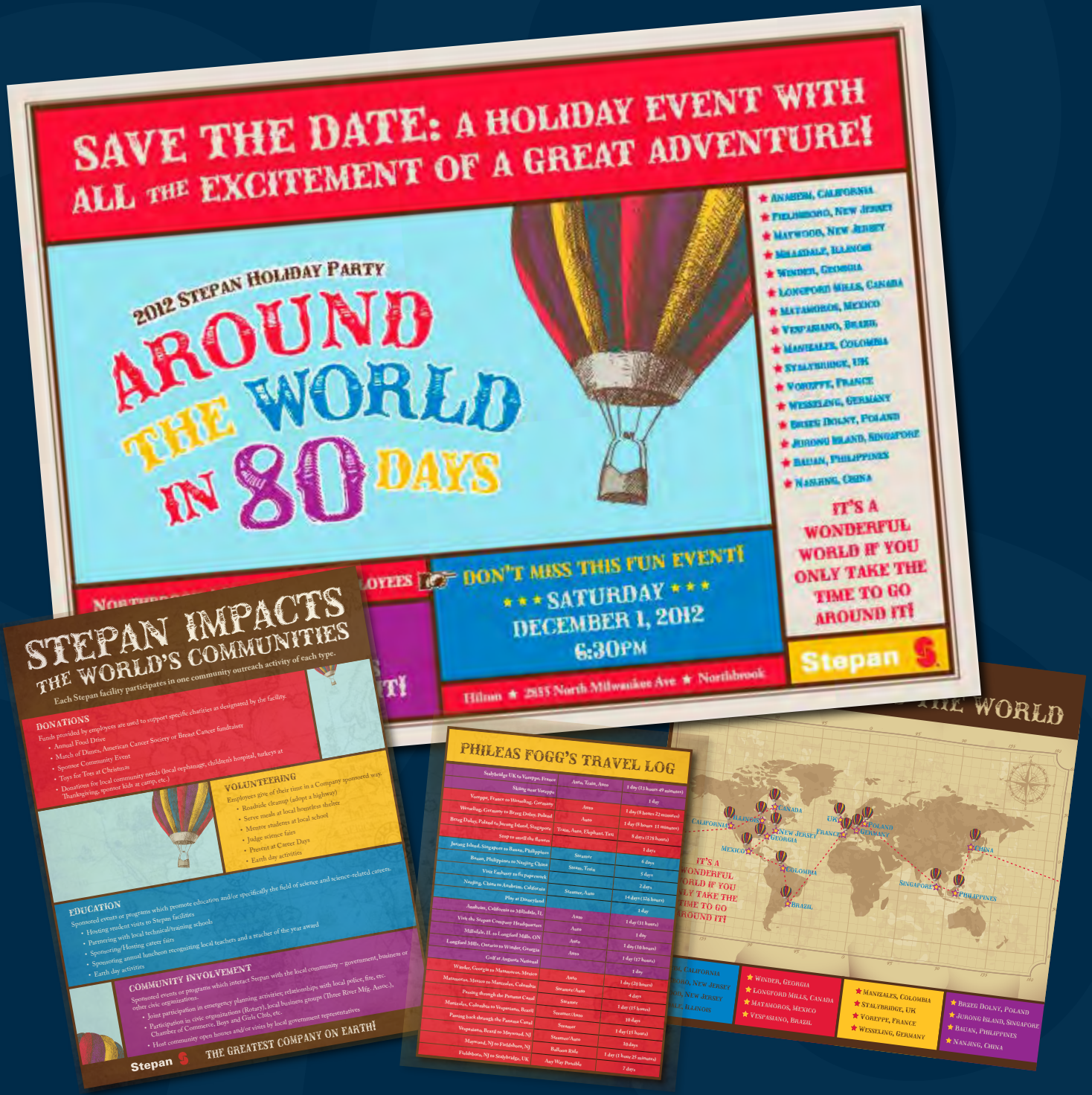



1000 BOOKS Before Kindergarten

A library needs to meet their patrons on a wide array of platforms. The new branding system established a consistent color palette and the elements for multiple logos, creating a unified & refreshed environment.

# FOXPOINT

FoxPoint regularly needs to implement their existing logo in a variety of ways: a postcard or a one sheet to reach potential customers, the layout for a new book, or a banner for an upcoming tradeshow. Each time, we explore ideas and hone in on what is necessary to achieve the desired result as we present a consistent brand.




# STEPAN

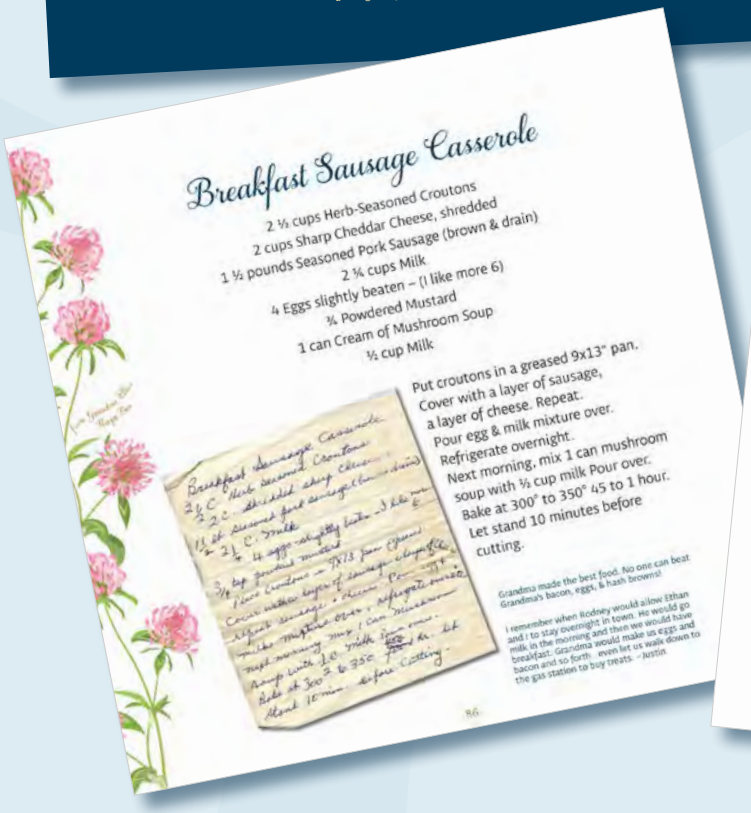
Stepan throws an annual holiday party and attends to every detail for the event. Working on these graphics was both challenging and fun. Creating a consistent palette and adhering to a theme that was engaging & purposeful.

# SMdP

St. Martin de Pores Prepatory School needed to establish an upsclale presence within the community. A variety of printed pieces served to create a consistent look as they connect with their donors.

# ST MARY

When you want to raise a million dollars, you need to present the image of knowing what you are doing…so, we did! Each piece of this capital campaign flowed together seamlessly, met deadlines, and presented a clear message.



# BOOK DESIGN

This cookbook assembled the family recipes and memories into a single compilation that is sure to become an heirloom.

Establishing styles unifies a book or brochure and provides the framework for variety within a consistent set of parameters.

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