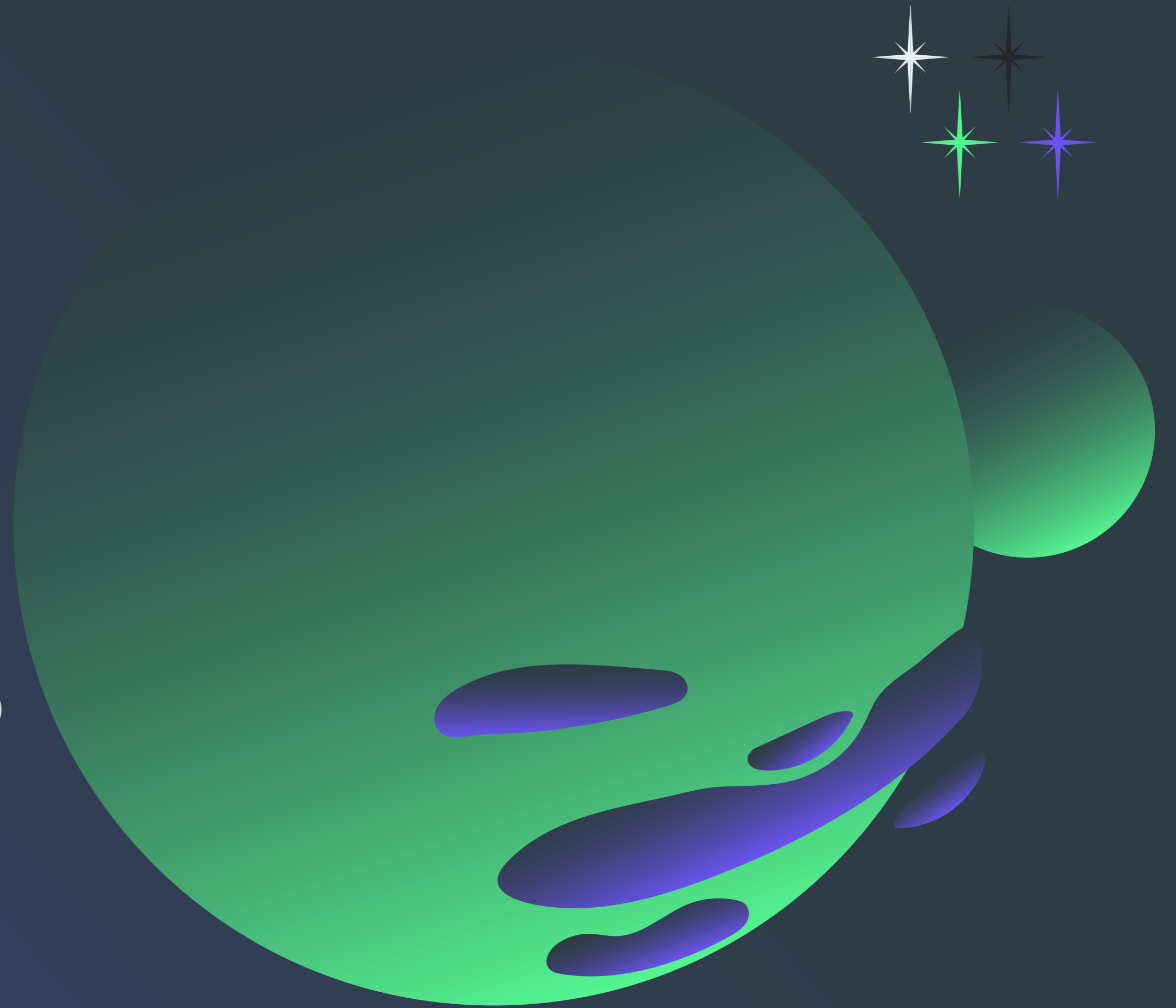


BLUR

Spring 2024
Creative Portfolio

Blur LLC © 2024





Blur is a web agency and creative studio.

Our multi-disciplinary team brings a perspective shaped by our careers in graphic design, web development, and content marketing. We have served a wide variety of clients – startups, local small businesses, and national enterprises.

We approach each client with a pragmatic spirit; seeking to discover, define, and solve their problems in a way that leverages our diverse experience to create solutions that truly fit their needs. The following is a sampling of our creative work.



Wiker Technology Consulting

Wiker Technology Consulting is a company based in Connecticut, providing small-to-medium sized businesses with an expert level of care as they grow into the need for dedicated IT resources.

PRIMARY MARK



BUSINESS CARD



Their core offering is the “CTO-as-a-service”, as their team draws on their considerable professional experience to advise growing businesses on technology decisions that accelerate growth without ballooning budgets.



We explored several directions with the client, before settling on a geometric reduction of the “W”. Simple but identifiable, this mark depicts the company as it truly is – a dependable workhorse that has the technical experience it takes to unlock business growth.

**Put technology to work for your business,
not the other way around.**

FUTURA BOLD SAMPLE

Futura was chosen as the brand’s primary typeface; a famous 20th century classic that to this day holds a future-facing, yet respectable character. Its precise and mathematical geometry conveys a technical inclination that is well-suited to an IT company.

We also provided a typography scale and suggested type treatments as part of the complete brand guide.



STANDALONE LOGO



SECONDARY MARK

WIKER BLUE

#036FFF / 80% 58% 0% 0%

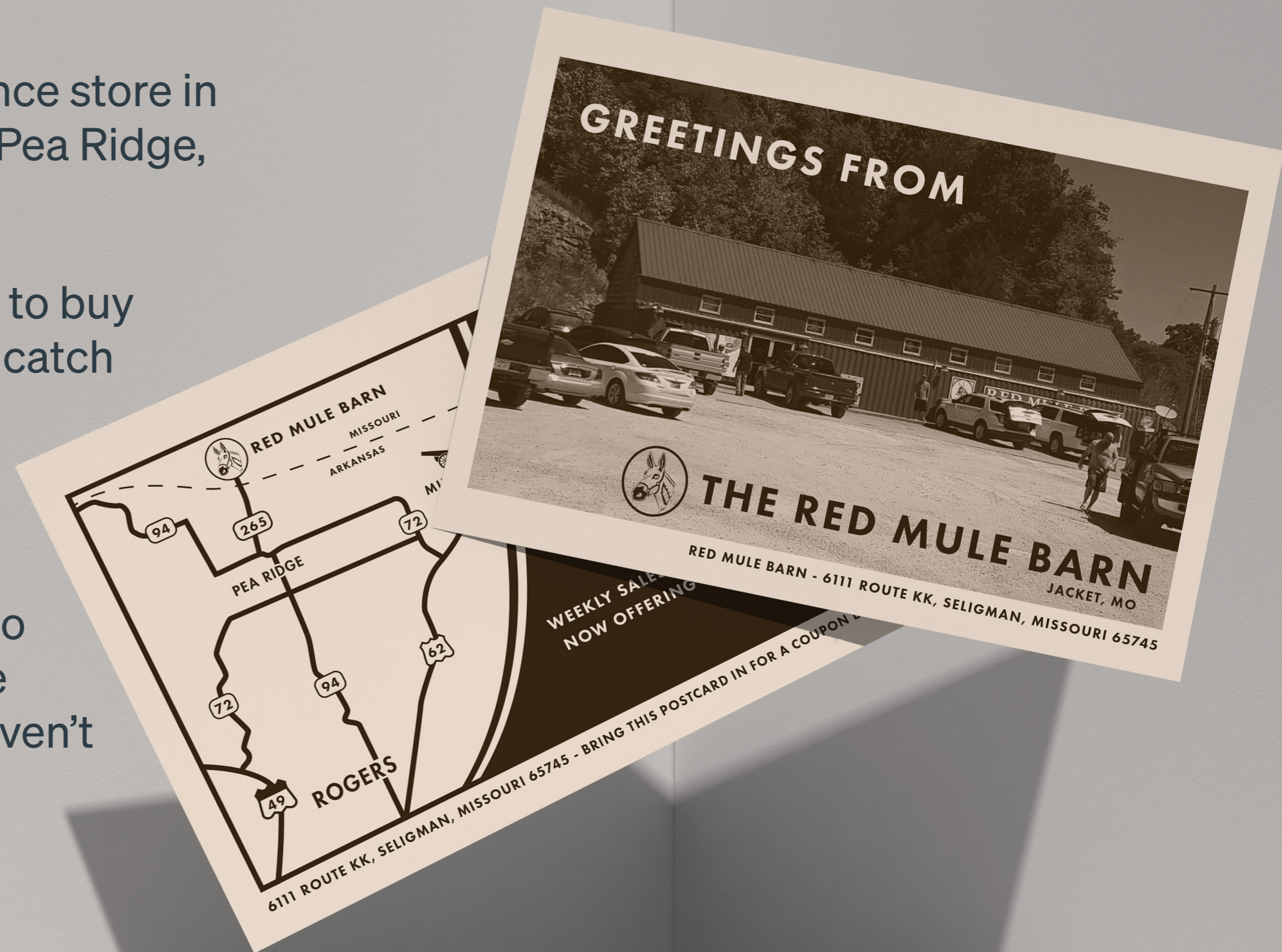


Red Mule Barn Postcard

The Red Mule Barn is a family-owned convenience store in Jacket, Missouri, just across the state line from Pea Ridge, Arkansas.

Many customers visit weekly (if not more often) to buy essentials and gasoline. More importantly, they catch up on the latest gossip and local news.

This simple mailer was designed to capture the hometown character of the business with a mid-century Americana flair. It includes a map to aid members of the community who may not be “tech-savvy” find their way to the store if they haven’t visited before.





Red Mule Barn Postcard

RED MULE BARN

MISSOURI
ARKANSAS

PEA RIDGE

MILITARY PARK

ROGERS

THE RED MULE BARN

**MAKE US YOUR
REGULAR STOP FOR
GASOLINE, SNACKS,
AND MORE!**

**WEEKLY SALES ON SELECT ITEMS
NOW OFFERING ORDER PICKUP**

6111 ROUTE KK, SELIGMAN, MISSOURI 65745 - BRING THIS POSTCARD IN FOR A COUPON BOOK!

GREETINGS FROM

THE RED MULE BARN
JACKET, MO

RED MULE BARN - 6111 ROUTE KK, SELIGMAN, MISSOURI 65745



Slow Berner Farm and Distillery is a family-owned farm on 10 beautiful acres in Washington state. The famous mascot is the family's late Bernese Mountain Dog, Jaeger.

Through multiple collaboration meetings with the client, we arrived at an important objective with the design – to communicate the juxtaposition of Jaeger's goofy personality with his breed's sense of decorum and grace.

The warm palette and heritage-inspired typefaces tie the logo back to the land that will soon be growing lavender and hops as the farm operations expand.

Slow Berner Logo





Licensed Patch and Badge Designs

Our team members have had the opportunity to work with a number of licensed intellectual properties throughout their careers, many in the outdoor space. In many cases this involved designing embroidered or printed patches for headwear sold at major national retailers.





Dogwood Junction Logo and Illustration

We had the opportunity to do some work for a local bike and trike shop in Siloam Springs. Business was booming, and it was time to create new brand assets to help create a stronger sense of identity for the business as its reputation grew.

To this end, we worked with the owner to develop a new modern logo, in addition to a more detailed and retro-flavored illustration that could be used on banners and other large format resources.



BLUR

Dogwood Junction Logo and Illustration





Rampart Property Solutions

Rampart Property Solutions is a real estate restoration company based in Bentonville, Arkansas. They specialize in saving historic homes that might otherwise be destroyed, by remedying structural problems and others that make the properties difficult to sell in the general market.

As a new business in a competitive market, it was important to make Rampart look lively, with a mark equal parts modern and professional. We kept the typography clean, and opted for an aggressive primary color.



PRIMARY MARK



SECONDARY MARK

#CF3423 / 5% 100% 100% 1%

Spring 2024 Creative Portfolio



Kikflip is an internal product we are developing. It is an app to make it easier to manage inventory and records when selling in secondary markets, aka “flipping”.

Naturally, as an in-house developed digital product, we get to work on both the technical side, as well as the creative side. The following page is a high fidelity landing page mockup of the prototype currently under development.

Because the demographics for “flippers” and resellers skew young, we are aiming for a fresh, rebellious spirit for this brand, inspired by the skateboarding play on words in the product’s name.

Kikflip Concept

BLUR

Kikflip Concept

kikflip



the tool for flippers,
pickers, and resellers

What is it?

kikflip keeps track of your flips (sales), so you can focus on making money instead of filling out spreadsheets.

How does it work?

When you buy something to flip or resell, just snap a quick photo with your phone, give it a name and purchase price, and hit "Save"!

It's that easy?

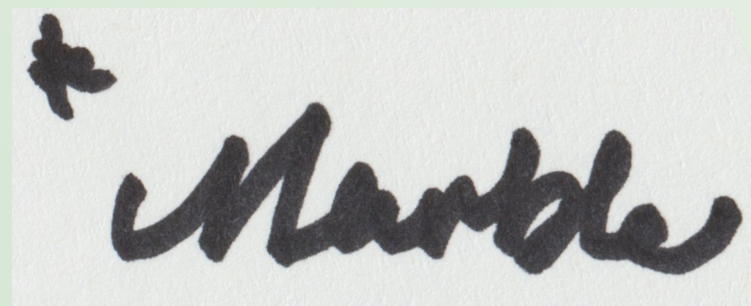
Your items are instantly synced to the cloud. You can come back later to add more details instead of filling out a form while trying to shop.



NWA Marble Logo

This project afforded us the opportunity to give a local business a little extra TLC as part of a small job. We were tasked with creating a logo to match the style of a sister company's logo.

Rather than reach for an off-the-shelf script font like the previous designer did, we decided to do a little hand lettering. After plenty of refinement, it turned into a solid mark with lots of hometown personality.



INITIAL LETTERING SKETCH

SISTER MARK REFERENCE

FINAL LOGO



A Few Character Pieces

Various projects for fun and glory. Pro-bono work and projects for friends and partners. There's a lot more we didn't show.



PATCHES



STICKERS



POSTERS



Conclusion

That's all folks.

Thank you for taking the time to look over our work. Many examples have additional supporting assets like brand guides, mockups, etc that were omitted for the sake of brevity. Please reach out if you have any questions; we love to talk.

You can reach us at hello@blur.works,
or via the form on our site (<https://blur.works>)

We hope to work with you soon!

