



JESS REGAN
DESIGN PORTFOLIO

BandWith Chicago

Brand Research
Logo + Identity
Digital + Print Collateral
Environmental Design

TEAM

Jess Regan (*Project Manager*)
Ayla Walsh
Maria Garcia
Zach Carpenter

BACKGROUND

Founded in 2013, BandWith Chicago is a non-profit that provides students in underserved Chicago communities access to performing arts instruction.

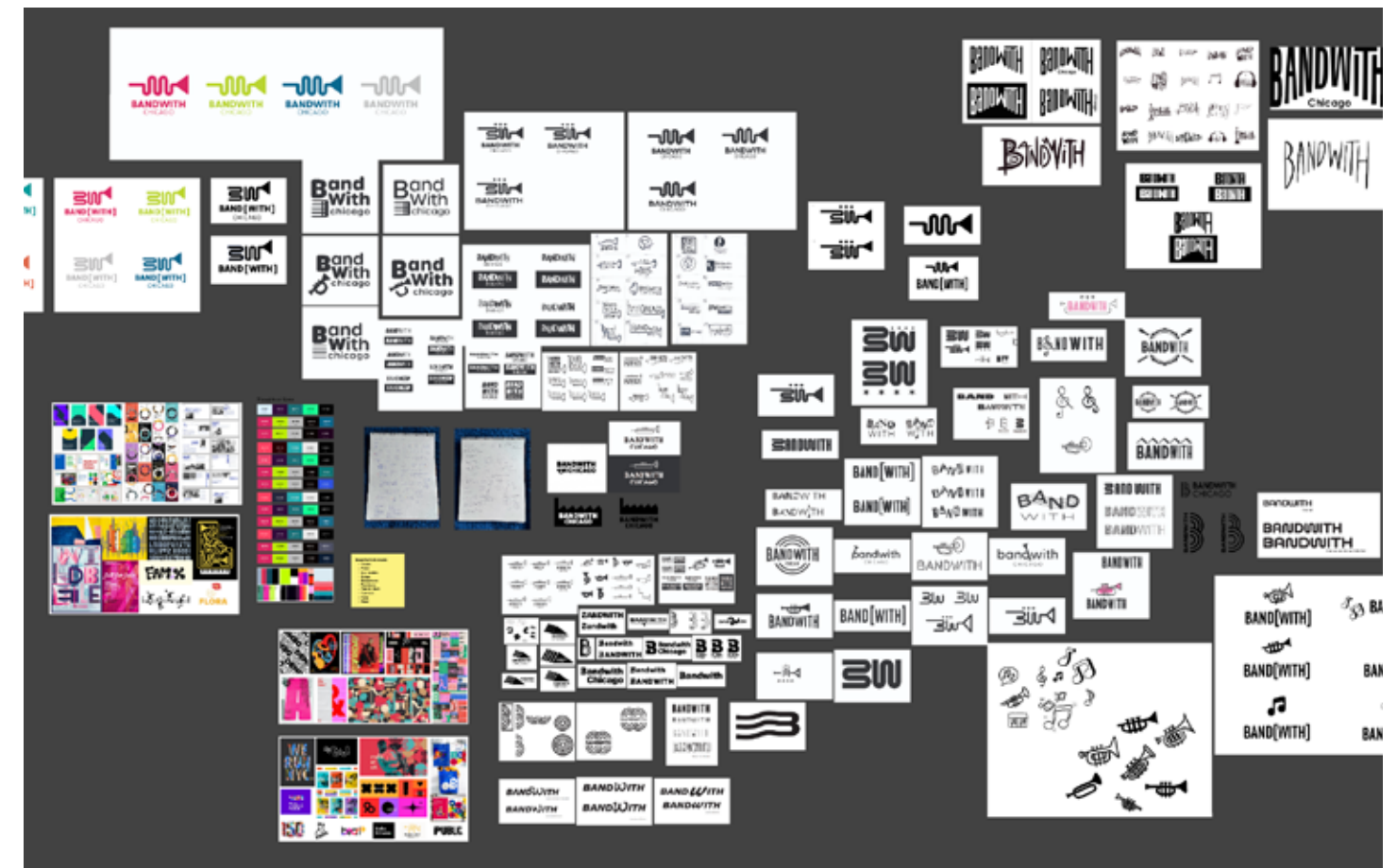
Thanks to donations and a community development grant from the City of Chicago, BandWith's free programs will be moving into a permanent home in East Garfield park, to open in the fall of 2024. Designed and built by Lamar Johnson Collaborative, the new facility will assist with attracting and retaining excellent instructors and provide ease of access to programming for community residents.

CHALLENGE

Design a new visual identity for BandWith Chicago to be used in the new community center's construction/design as well as to signify the non-profit as a world-class music education organization.

DELIVERABLES

Logo + Identity
Brand Guidelines
Interior/Exterior Signage
Digital + Print Collateral



Bicyclette

HEADER ONE

30pt Black

HEADER TWO

20pt Bold

Sub Header

18pt Regular

Body

12pt Regular

Sub Body

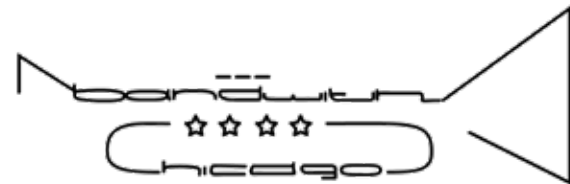
7pt Regular

Emphasis

12pt Bold

Photo Caption

12pt Italic



OLD LOGO



BANDWITH CHICAGO

NEW LOGO



EGGPLANT
#210e20
C: 73% M: 82% Y: 55% K: 75%
R: 33 G: 14 B: 32



BANDWITH PINK
#ee407f
C: 0% M: 89% Y: 21% K: 0%
R: 238 G: 64 B: 127



TANGERINE
#e06847
C: 8% M: 73% Y: 78% K: 0%
R: 224 G: 104 B: 71



GOLD
#fdb916
C: 0% M: 30% Y: 99% K: 0%
R: 253 G: 185 B: 22



PEACH
#fcd888
C: 0% M: 21% Y: 52% K: 0%
R: 253 G: 205 B: 136





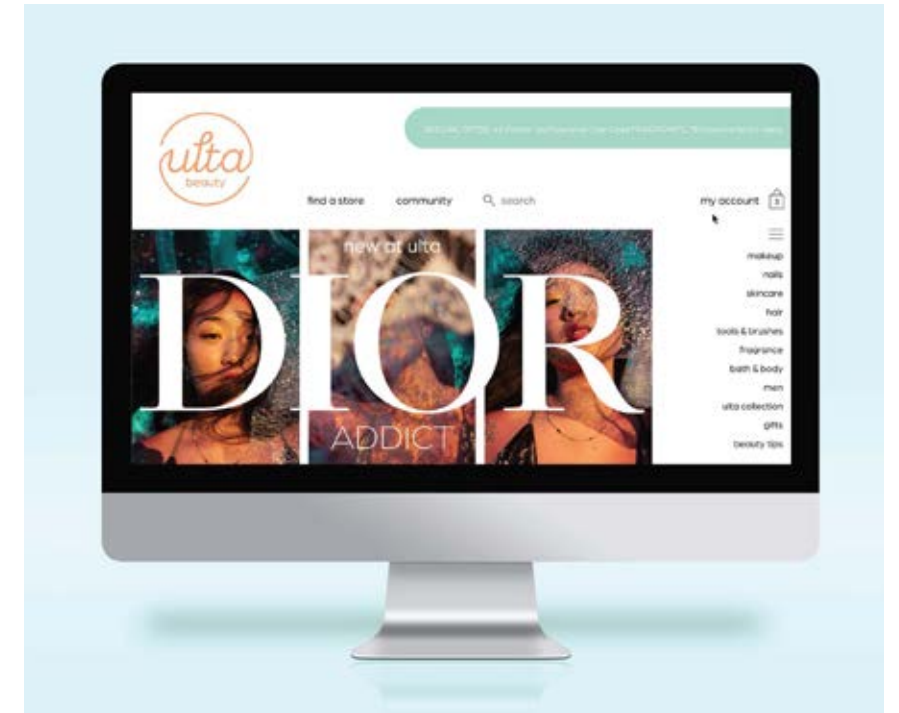
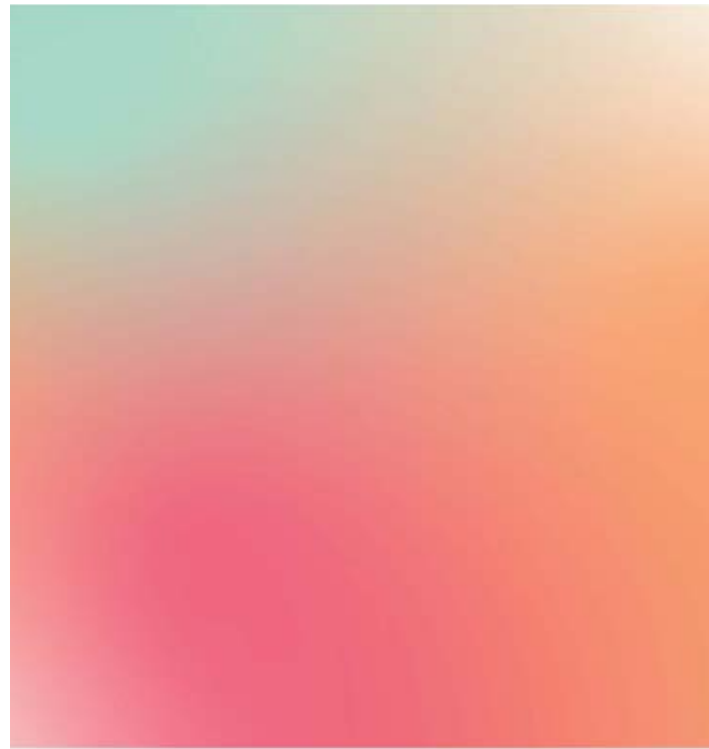
PANTONE 1565 C
 C: 0% M: 43% Y: 59% K: 0%
 R: 249 G: 163 B: 112
 #f9a370



PANTONE 1777 C
 C: 0% M: 75% Y: 33% K: 0%
 R: 241 G: 102 B: 126
 #f1667e



PANTONE 572 C
 C: 35% M: 0% Y: 26% K: 0%
 R: 165 G: 217 B: 199
 #a5d9c7



OLD LOGO



NEW LOGO

logotype

Pauline Script Regular
 All lowercase
 Used for logotype and slogan only

Headings

Arboria Medium

SUBHEADINGS

Arboria Book
 All uppercase
 Tracking: 90

Body Text

Arboria Book



Well-Read Books

Book/Publication Design
Image Treatment
Data Visualization
Typography

BACKGROUND

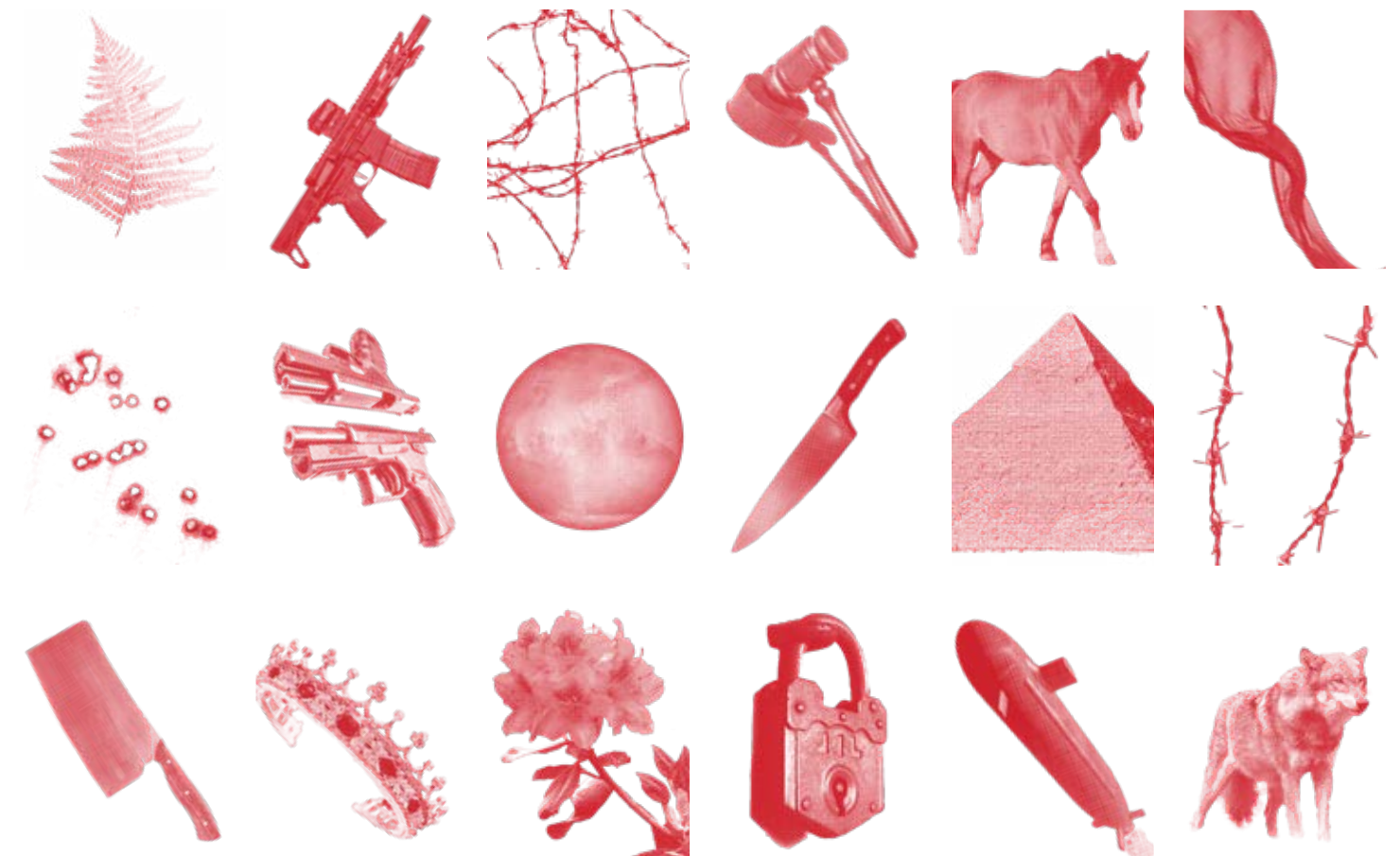
Georges Perec, a twentieth century novelist and essayist delighted in wordplay, puzzles, taxonomies and seeing the extraordinary in the everyday. "Brief Notes on the Art and Manner of Arranging One's Books" features Perec's writings on the simple task of arranging books and what it can reveal about life.

CHALLENGE

Design a book to incorporate Georges Perec's "Brief Notes on the Art and Manner of Arranging One's Books" with an chosen list of books and data collected from Amazon. The selection should be described and ordered in some way that responds to the Perec text and possibly comments on a

DELIVERABLES

Data Collection
Print Book



Gopher Coffee

Logo + Identity
Packaging Design
Typography
Presentation Design

BACKGROUND

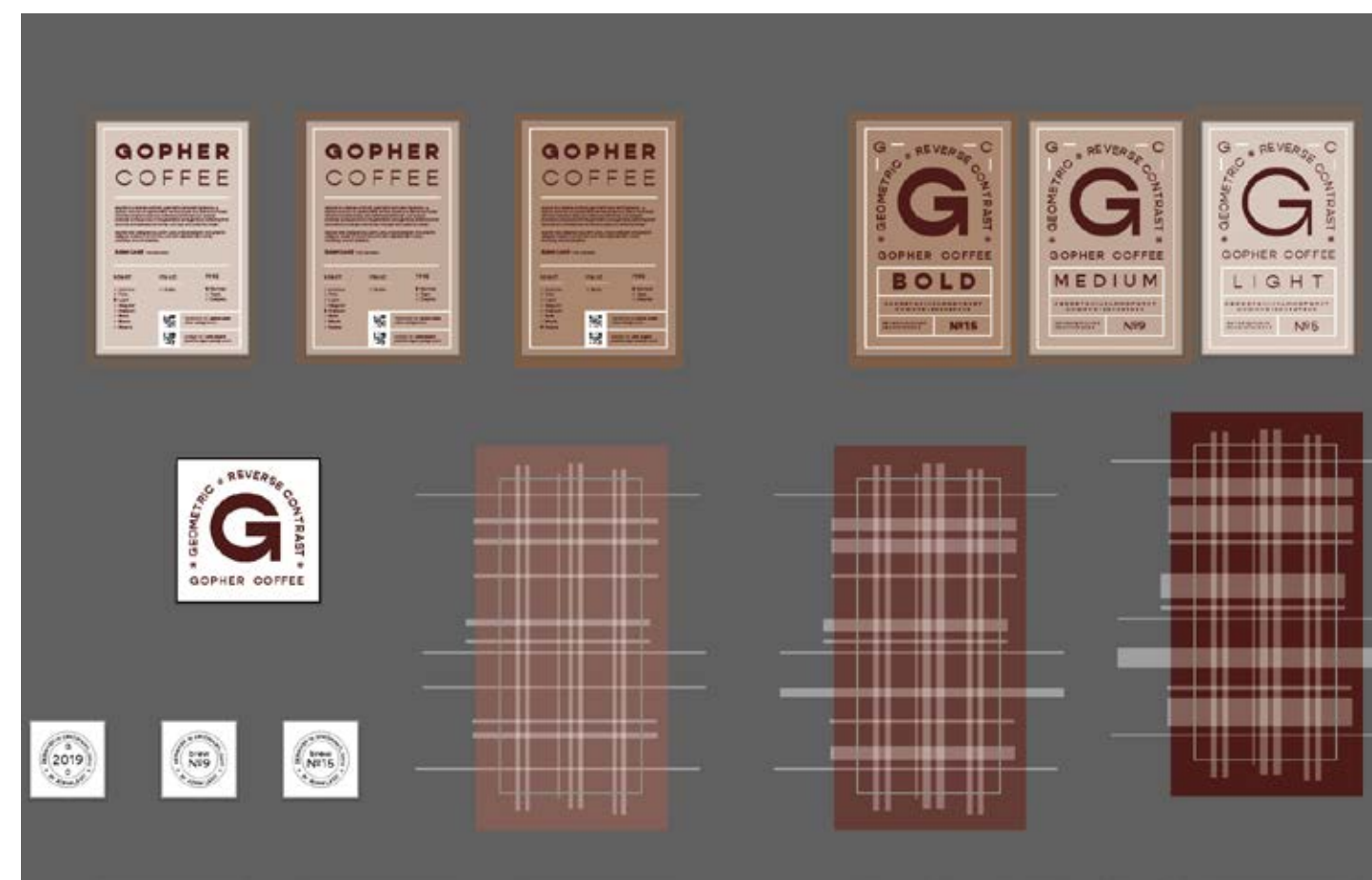
When I realized there was a striking parallel between light, medium, and dark roast coffees and light, medium, and bold weight fonts, I set out to create a unique type specimen for Gopher (Adam Ladd) in the form of a coffee brand. I designed labels for the corresponding weights/roasts, as well as created custom plaids for each.

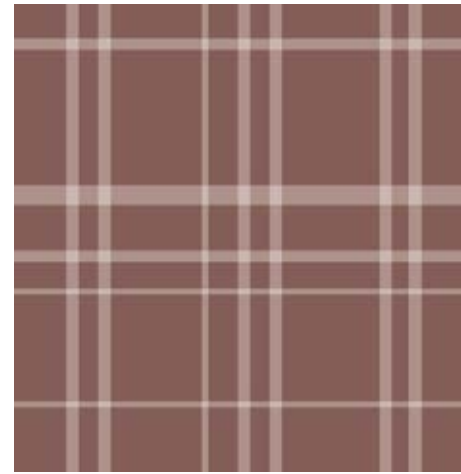
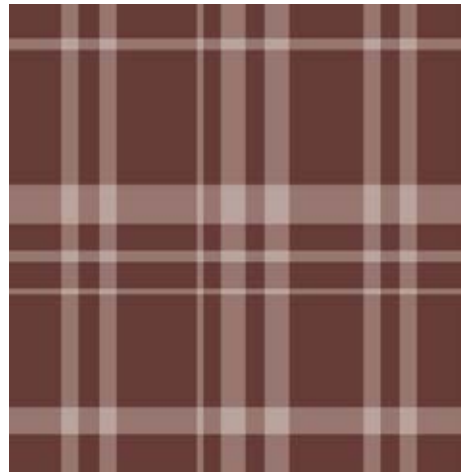
CHALLENGE

Research and choose a typeface to highlight in a type specimen. The specimen may take any form/ media. The piece should demonstrate the range of a selected typeface applied to text in a variety of weights and sizes, showcasing its unique qualities.

DELIVERABLES

Type Specimen
Logo
Packaging/Labels





Gopher was designed by Adam Ladd, a type designer and graphic designer based in Cincinnati, Ohio with experience in fonts, branding, and art direction.

Adam Ladd TYPE DESIGNER

ROAST	ITALIC	TYPE
<input type="radio"/> Hairline	<input type="radio"/> Italic	<input checked="" type="radio"/> Normal
<input type="radio"/> Thin		<input type="radio"/> Text
<input type="radio"/> Light		<input type="radio"/> Display
<input type="radio"/> Regular		
<input type="radio"/> Medium		
<input type="radio"/> Bold		
<input type="radio"/> Black		
<input checked="" type="radio"/> Heavy		

Typeface by **Adam Ladd**
ladd-design.com

Design by **Jess Regan**
jessicaregandesign.com

GEOMETRIC * REVERSE CONTRAST

G

* GEOMETRIC * REVERSE CONTRAST *

GOPHER COFFEE

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz
NOPQRSTUVWXYZ

No15

GEOMETRIC * REVERSE CONTRAST

G

* GEOMETRIC * REVERSE CONTRAST *

GOPHER COFFEE

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz
NOPQRSTUVWXYZ

No9

GEOMETRIC * REVERSE CONTRAST

G

* GEOMETRIC * REVERSE CONTRAST *

GOPHER COFFEE

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz
NOPQRSTUVWXYZ

No5

GOPHER COFFEE

Gopher is a reverse contrast, geometric sans serif typeface. A typical contrast for typefaces is vertical (sides and stems are thicker and the horizontal tops and bottoms are thinner), but Gopher provides a unique look to the geometric sans genre by switching that contrast so the sides are thinner and tops and bottoms thicker.

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<input type="radio"/> Medium		
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<input type="radio"/> Black		
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<input type="radio"/> Black		
<input type="radio"/> Heavy		

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ladd-design.com

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jessicaregandesign.com



Confidential Client

Proposal Package Branding

01 **BRONZEVILLE LAKEFRONT**
PLANNING STUDY

OPTION 1: A playful theme with a clear athletic feel. Expanded Bears color palette with neon shades to enhance contrast and modernity.

ACCENT/#
TITLES
SUBHEADINGS
Body Text

1ST DOWN
R=255 G=130 B=31

SCOREBOARD
R=198 G=229 B=48

1986
R=0 G=169 B=208

SOLDIER FIELD
R=209 G=208 B=213

BRONZEVILLE LAKEFRONT
PLANNING STUDY

OPTION 2: A more classic, minimal approach with hand-drawn accents to mimic plays drawn out on paper.

1986
R=0 G=169 B=208

1ST DOWN
R=255 G=130 B=31

PRE-SEASON
R=255 G=255 B=255

STADIUM
R=90 G=90 B=90

TITLES
SUBHEADINGS
Body Text

Hyundai

Proposal Package Branding

LAMAR JOHNSON COLLABORATIVE

HYUNDAI

CPG



01

TYPE TREATMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

CONFIDENTIAL

LAMAR JOHNSON COLLABORATIVE

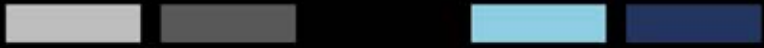
01 02 03 04 05 06 07 08 09

HYUNDAI

CALIFORNIA PROVING GROUNDS

NIGHT COMES TO THE DESERT ALL AT ONCE, AS IF SOMEONE TURNED OFF THE LIGHT.

JOYCE CAROL OATES



TYPE TREATMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

01 02 03 04 05 06 07 08 09

HYUNDAI CPG

LAMAR JOHNSON COLLABORATIVE

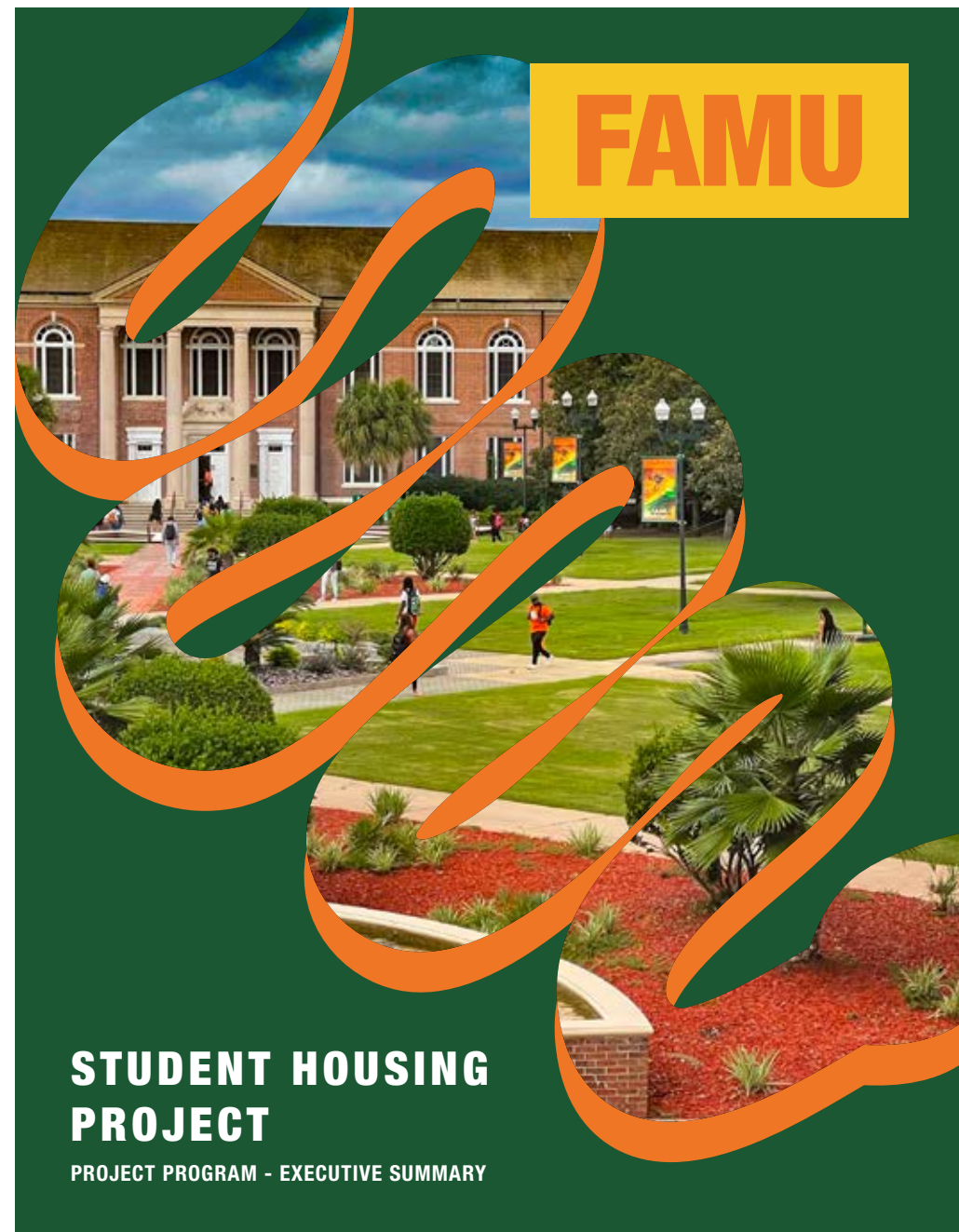
NIGHT COMES TO THE DESERT ALL AT ONCE, AS IF SOMEONE TURNED OFF THE LIGHT.

JOYCE CAROL OATES



Florida A&M University

Proposal Package Branding/Publication Design



Architect of Record
Nathaniel O. Clark
 Principal in Charge
Marc Johnson
 Project Manager
Giovanni Reese
 Project Manager
Marta McClelland
 Project Architect
Adrian Warner
 Project Designer
Kimberly Turner
 Interior Designer

Lamar Johnson Collaborative 7

Mike Emerson
 Principal Planner
Jessica Statz
 Principal
Marissa Swanson
 Project Architect
Matt Kirschner
 Project Architect



Civil Engineering & Landscape Planner
Chad Mason
 Senior Civil Engineer
Joell Moore
 Civil/Environmental Engineer
Thomas Kotiewicz
 Landscape Architect



Mechanical/Electrical/Plumbing Engineers
Scott Craig, Jr.
 Principal
Matthew Scaringe
 Electrical Engineer



Structural Engineering Consultant
Darlen Sykes
 Lead Project Engineer
Phillip Girvan
 Project Manager



Constructability/Cost Planners
Sachin Arunkumar
 Cost Planner



Labette Community College

Logo Design



LABETTE
COMMUNITY COLLEGE

Lume Wellness

Digital Advertising

LUME

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PACKAGES STARTING AT
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Lyda Fire/PayPal

Presentation Design

PayPal



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30.9K Employees

100%

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- Parental Preparedness Assistance
- Global Wellness Days
- Paid Sabbaticals
- No-fee Financial Education & Coaching
- Free Wellness Coaching
- and More!

AWARDS

We've Had Much to Celebrate.

- America's Most JUST Companies, 2022
- Fortune World's Most Admired Companies, 2022
- HRC Best Places to Work for LGBTQ+ Equality, 2022
- Fast Company Best Workplaces for Innovators, 2021
- Forbes World's Best Employers, 2021



Partytrick

Digital Advertising

Email Campaign



Instagram Story Ad



Paid Ad



Moodboard



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