

GRACE PATTON

Welcome to my creative world! I'm excited to share my passion for both graphic design and photography through my portfolio. With a keen eye for aesthetics and a strong sense of storytelling, I've honed my skills in both disciplines to create visually compelling and memorable designs that capture the essence of a brand or moment in time. From dynamic logos and impactful branding materials to fun action shots and candid portraits, my portfolio reflects my dedication to creating stunning visual experiences. Through a blend of artistic vision, technical expertise, and attention to detail, I strive to bring my clients' visions to life and create meaningful connections with my audience. Join me on this visual journey as we explore the intersection of graphic design and photography, and discover the world of creativity through my lens!



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BRAND

IDENTITY

1

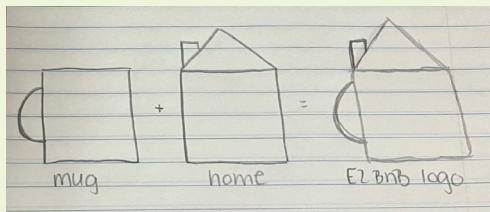
EZ BNB

Logo Design

About the Brand

EZ BnB is a mobile app concept to find short term rentals for vacations all over the world. The goal of the brand is to provide this information in a simple way. The complete branding package includes a logo, color palette, typography fonts and guidelines, as well as an app design following the brand identity.

The Process



Official Logo



EZ BNB

Color Palette

Pakistan Green
#29361B
R41 G54 B27
C72 M52 Y89 K63

Earth Yellow
#DEA25F
R223 G162 B94
C12 M29 Y72 K0

Cornsilk
#FCFBE3
R252 G251 B227
C1 M0 Y713 K0

75%

75%

75%

55%

55%

55%

35%

35%

35%

15%

15%

15%

Primary Typeface

NUNITO

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

@ # & “ < > %

Typography Guidelines

Page title (unscrolled) **24 ExtraBold**

Page title (scrolled) **18 ExtraBold**

Paragraph text, buttons,
text input controls 16 Regular

Secondary text, captions 12 Regular

EZ BNB

Icon Library



Home



Saved



Location



Inbox



Profile



Search



Rating



Mail



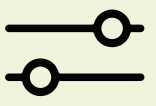
Password



Phone



Wifi



Filter



Booking Confirmation



FAQ's



Terms of Service



Safety



Help



Host an Experience



Add a Listing



Refer a Host



Gift Cards



Privacy Policy



Golf



Shops



Queen bed



Bunk bed



Single bed



Sight seeing



Kitchen



Parking



TV



Washing Machine



Sauna



Farm



Brewery



Restaurants

EZ BNB

Mobile Execution



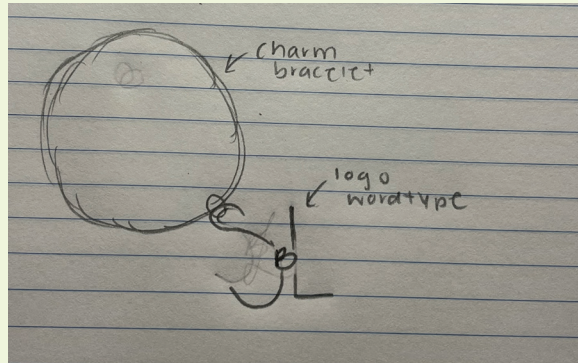
STACKED BY LELE

Logo Design

About the Brand

Stacked by Lele is a jewelry business located in Columbia, South Carolina. The goal of the rebrand was to create an eye-catching and seamless identity to attract audiences of all ages.

The Process



The Official Logo



STACKED BY LELE

Color Palette

Cardin Green
#143226
R20 G50 B38
C87 M27 Y56 K0

Cinnamon Sand
#B78054
R183 G128 B84
C22 M55 Y78 K5

Eldar Flesh
#EDC188
R237 G193 B136
C3 M27 Y56 K0

75%

75%

75%

55%

55%

55%

35%

35%

35%

15%

15%

15%

STACKED BY LELE

Typography

Primary Typeface

LORA

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Typography Guidelines

H1 - Lora Bold Italic

H2 - Lora Bold

Secondary Typeface

ROBOTO

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Typography Guidelines

Body - Roboto Regular

Tertiary - Roboto Light

STACKED BY LELE

Marketing

Digital




Print Catalog



STACKED BY LELE

Packaging





**GENERAL
DESIGN**

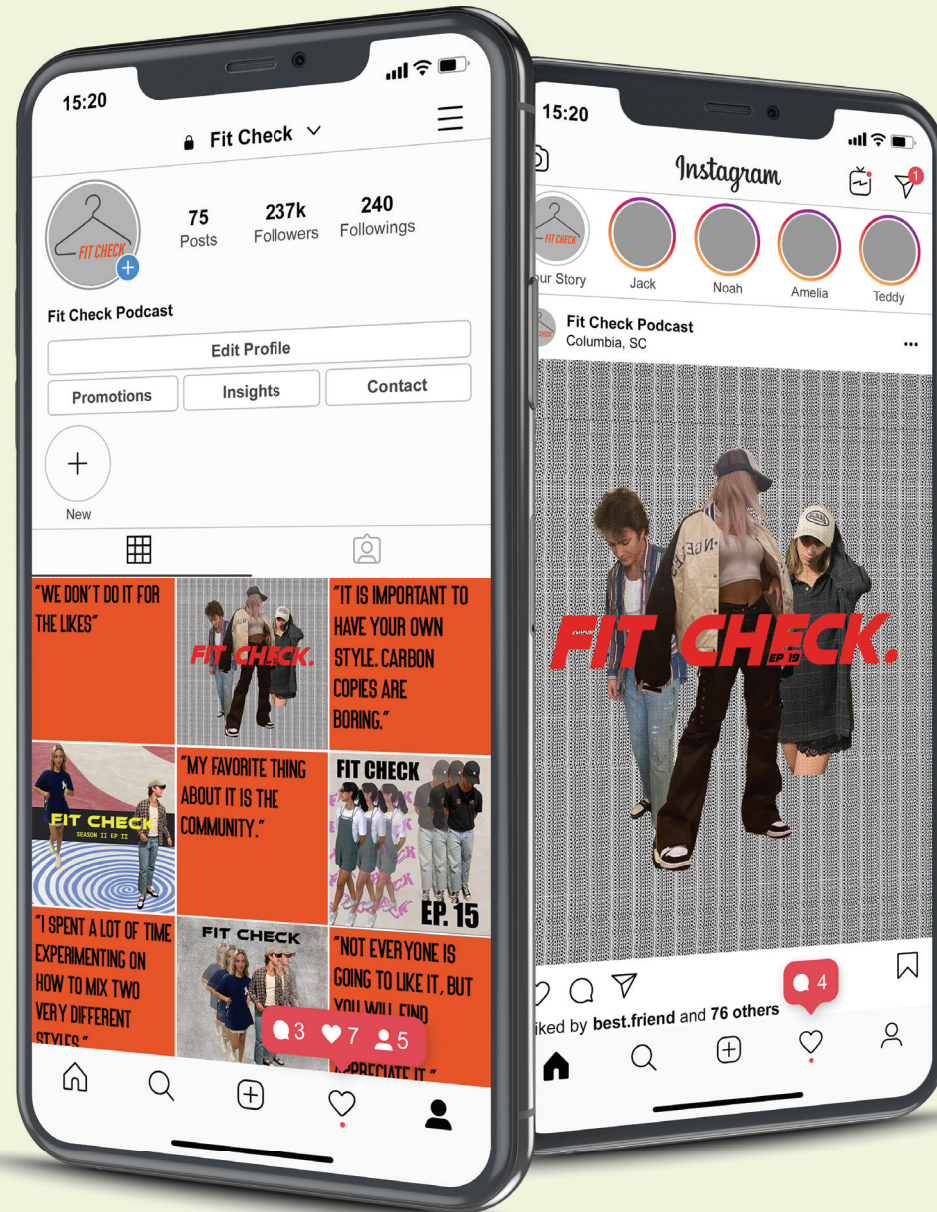


The purpose of this project was to create a simple, easy to read informational graphic. The company Expedia specializes in comparing flights (among other things having to do with travel.) As the designer, I chose primary colors to make the simple graphics pop without feeling overwhelming. I chose bold, easy to read fonts to make the information clear and easy to consume.

FIT CHECK PODCAST

Promo Graphics

Fit Check is a podcast about personal style and the stories behind them. Each week, a special guest is invited on the show to share their fashion journey. The graphics that are released with each episode are unique to each guest, meant to reflect their style and aesthetic. Because these graphics are curated for a specific person, they are all different styles, fonts and colors. To make these unique graphics cohesive on the social media profile, they are broken up by posts that contain quotes from episodes. These posts reflect the podcast's own brand identity.



**MOTION
DESIGN**



SPOTIFY

Logo Animation



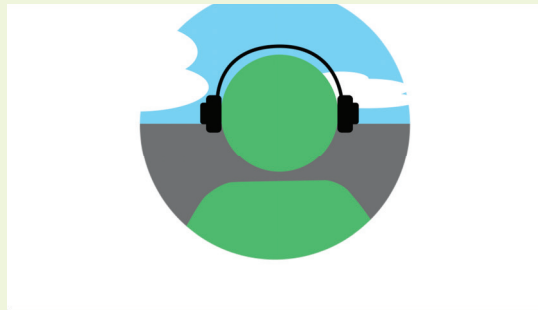
The opening begins at a concert.



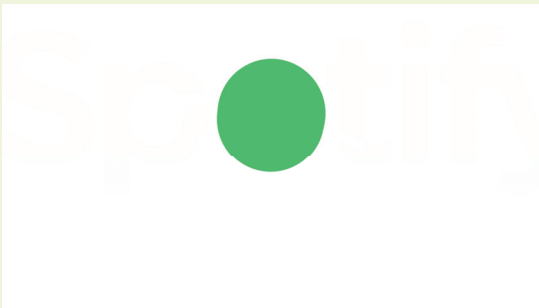
The screen encloses around the consumer's head.



The three green guys' show the popularity of Spotify.



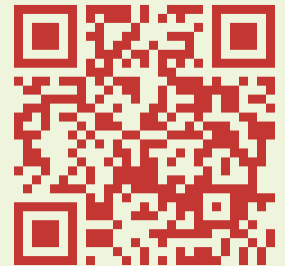
The transition leaves the screen with only a green circle.



The screen encloses on the "green guy's" head.



The green circle then transitions into the Spotify logo and wordmark.



The message behind this logo animation was to convey the essence and ease of streaming service, while staying within the strict guidelines of their brand identity.

SPARTANBURG GIVES

Logo Animation



This animation was for a non-profit organization located in Spartanburg, South Carolina. This project was made for the organization's YouTube channel to be used for intro and outro frames.



The opening begins on a white screen. A purple liquid swirl quickly appears on the screen.



The liquid swirl lands in the center and splashes revealing the organization logo.



The closing screen reveals the complete logo along with the organization website.

GARNET & GUN

Explainer Animation



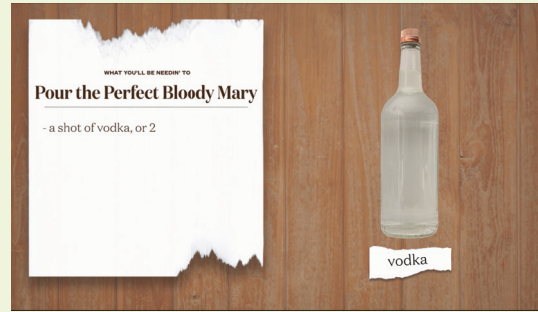
The opening screen shows a title screen template given by the magazine.



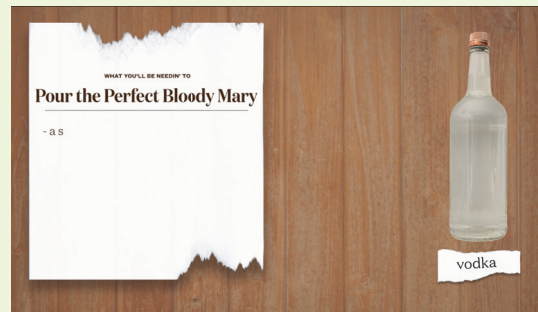
The title screen fades revealing a cup of coffee being drank shown with stop motion images.



After the stop motion is complete, a torn piece of paper folds onto the page, becoming the ingredient list.



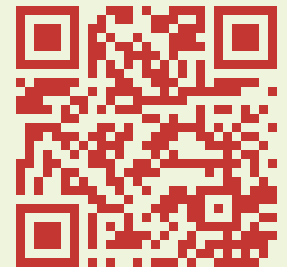
The featured ingredient is presented with a piece of torn paper as a label for the ingredient.



The ingredient then "slides" off the bar before the next one is revealed with the same transitions.



The last scene is a stop motion of the "perfect bloody mary" being consumed.



The purpose of the project was to create an explainer video for one of the magazine's articles, *How to Pour the Perfect Bloody Mary*.

**PHOTO +
VIDEO**

4

HOT SPOT

Journalistic Photography



These photographs captured a few special moments at the local skatepark named "Hot Spot" in Spartanburg, South Carolina. A group of local skateboarders meet at the park daily to practice (and show off) their skills. On this particular day I was able to capture a few new tricks the skaters have mastered.

HOW TO

Tutorial Video



This video features a tutorial on how to play the song *Freaking Out the Interstate* by Mac Demarco.



Wide shots are used for when the subject is speaking.



This view is used to show how the strumming correlates with what chords to use.



Close-up shots showing the neck of the guitar are used when explaining what chords to play.

HEADSHOTS

Portrait Photography



This photoshoot features my roommate who is trying out for various NFL cheerleading teams. The goal of the shoot was to make the headshots convey her personality.

JAYA THE TIGER

Documentary



Jaya is a Malaysian tiger whose home is the Jacksonville, Florida. This documentary explores what it is like to build a relationship and care for one of these beautiful animals.



**THANK
YOU!**

Phone: **(516)547-7286**

Email: **gracepattonbusiness@outlook.com**

Instagram: **gracepattonmedia**

Website: **gracepatton.com**

