



A COLLECTION OF WORK

**LINDSEY**  
**HERTLEIN**



A COLLECTION OF WORK

**LINDSEY**  
**HERTLEIN**

To Travis and Rhys. Without their love and support, I would not be able to commit to this degree and school. Thank you for sacrificing family time and dealing with my crazy schedule.

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Lindsey Hertlein / A Collection of Work

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Written, edited, designed and photographed by Lindsey Hertlein. Produced by Blurb.

Pages 6, 18, 34, 46, 56, 74: The images within these mashups were found via Google searches.

Pages 24, 28, 44-45, 62-73: These pages utilize resources from Freepik.com to show the project in context.

[www.lindseyhertlein.com](http://www.lindseyhertlein.com)

## THE PROJECTS

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## CONCEPT STATEMENT

**Diverse** designs  
are both **flexible**  
in interpretation  
and **technical** in  
their execution.



# TACTICAL FANCY

## Description

I was asked to design a skin care line for a company not known for skin care.

## Concept

After deploying twice to the Middle East, the need for proper skin care is essential, but mainly for men to match the Army's shaving standards. In that kind of environment, men are not the most delicate so the bottles are durable and tactical. They are designed with non-metallic paint with a touch of humor within the titles, since deployments are difficult and everyone needs a chuckle occasionally.

## Title

Black Rifle Coffee  
Company Skin Care

## Course

Packaging Design 3

## Instructor

Valerie Taylor-Smith

## Completed

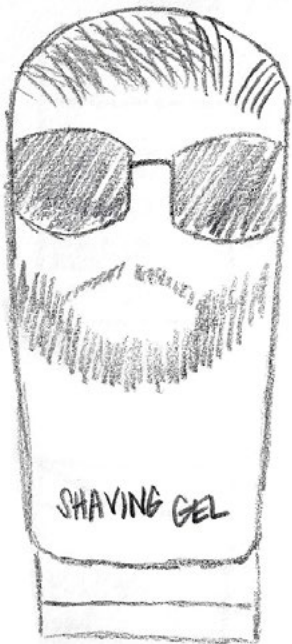
Spring 2018

## Discipline

Packaging, Branding



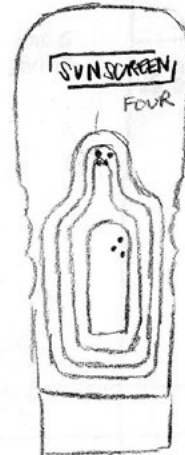
of man silhouette  
onto bottle



- hard plastic
- screw tops
- rounded / cylindrical bottle shape



FP is same color, but different finish (matte or satin)



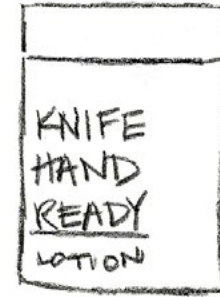
# is colored

shooting target silhouette - subtle shadow



top not see-through  
small stainless steel / aluminum bottle

Height of both plastic jars equals that of highest bottle in series



TOP VIEW



TOP VIEW



#s & icons combined

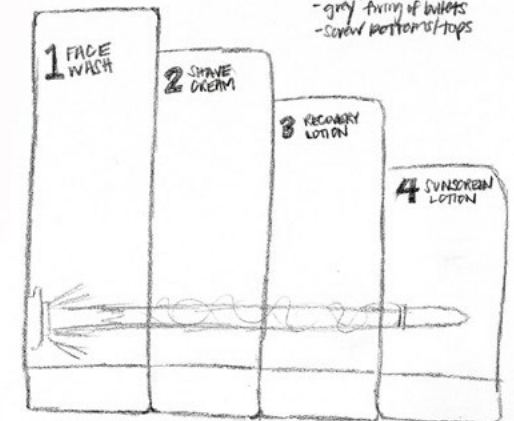


plastic bag great for traveling & saving space in packs

stackable  
contains w/grooves



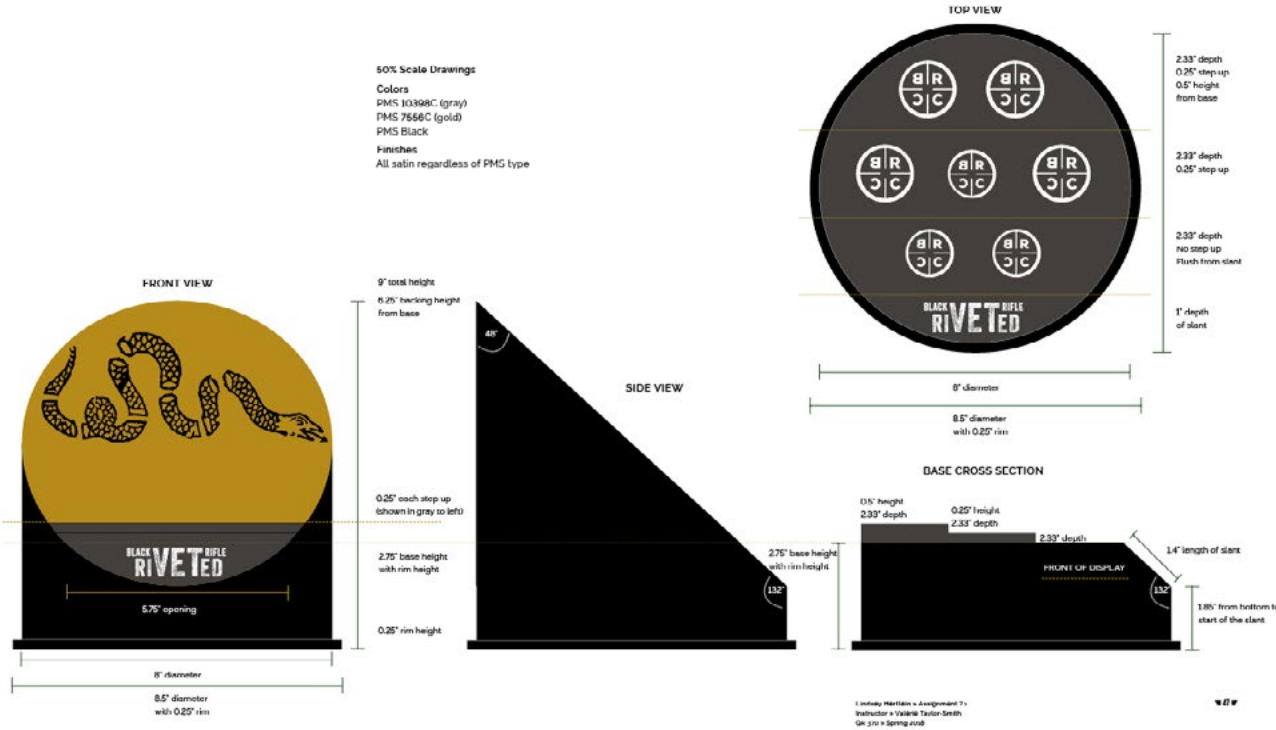
shape & color of a bullet - maybe just #



- cylindrical bottles
- black bottles
- grey lining of bullets
- screw bottoms / tops

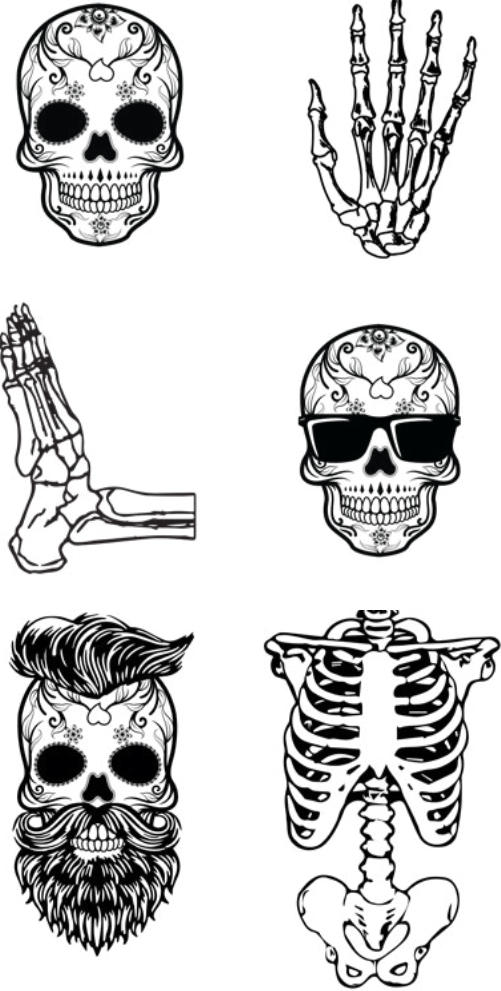


# BLACK RIVETED RIFLE















# TIME PERSPECTIVE

## Description

I was asked to develop a film festival based on a movie director integrating messaging across multiple mediums.

## Concept

Through five award-winning films, director Christopher Nolan takes his audiences on a journey to another reality told through the manipulation of time. The logo is indicative of his directing style and is continued through the other applications by changing the perspective consistently. Each deliverable conceptually relates to time differently and having a memorable experience.

## Title

Out of Time, Navigating the Alternate Realities in the Films of Christopher Nolan

## Course

Integrated Communications

## Instructor

Erin Kristine Canoy

## Completed

Spring 2018

## Discipline

Branding, Environmental, Digital, Packaging









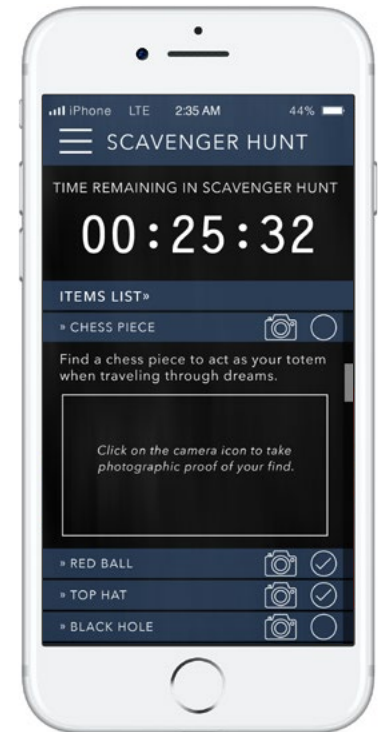
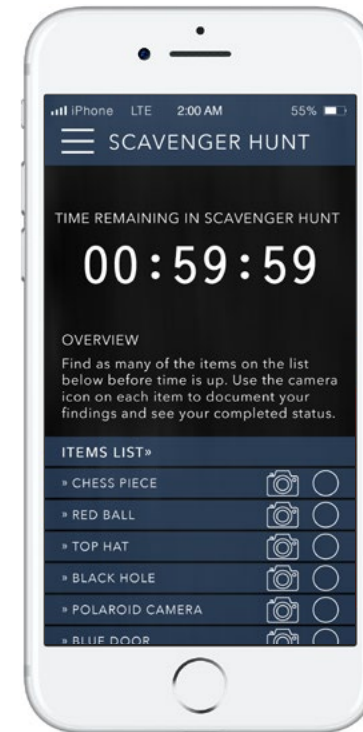
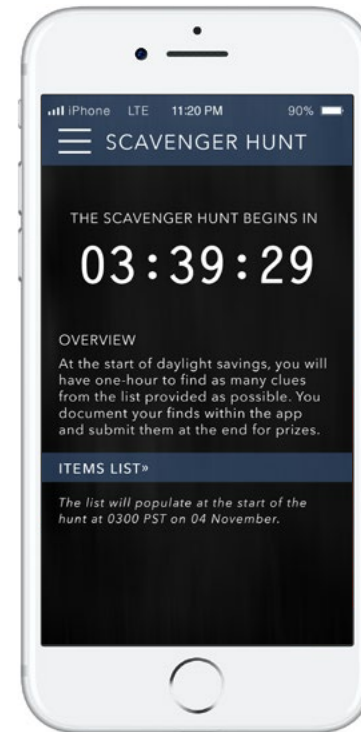






















# HISTORY ARTISTRY

## Description

I was asked to create a book based on an artistic theme using type as a main design component.

## Concept

Being married to a history buff has its advantages. My husband admires the work of an artist specializing in recreating battle scenes from World War II. It ended up being a perfect subject for a book highlighting the battle's timelines, the units, the artist, and the artwork itself. This book focuses on using typography to create captivating pages and takes the reader into the lives of the men on the battlefield.

## Title

James Dietz and His  
World War II Artwork

## Course

Type Systems

## Instructor

Lian Ng

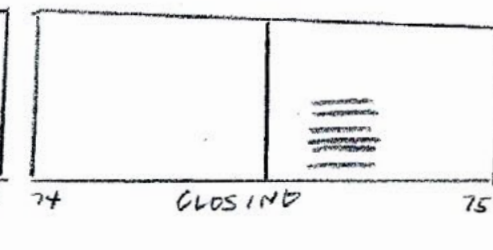
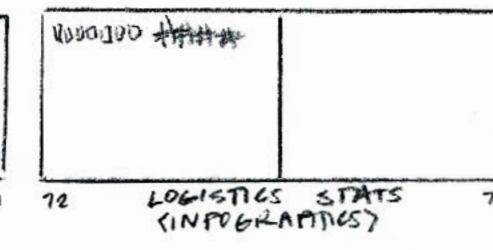
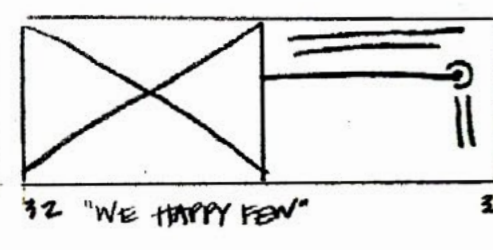
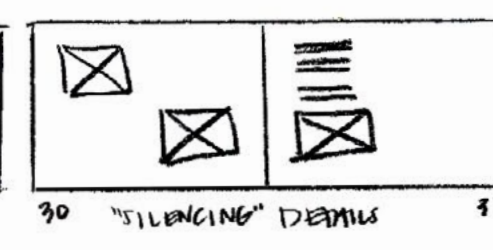
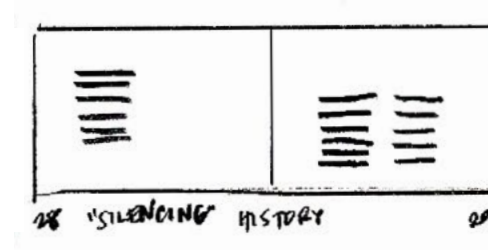
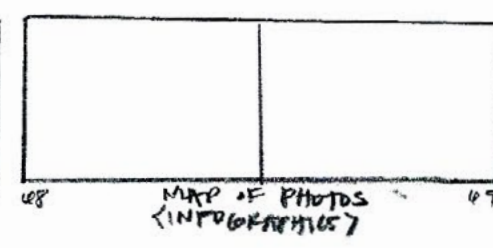
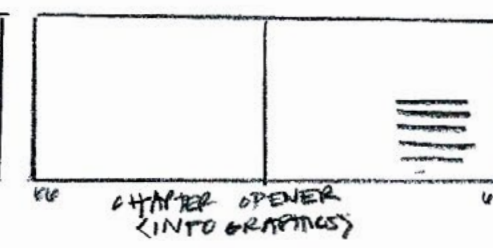
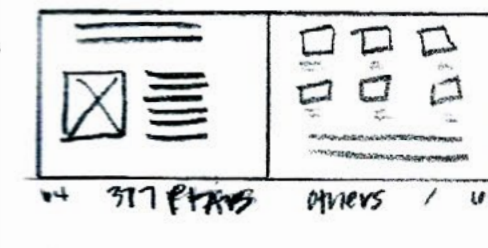
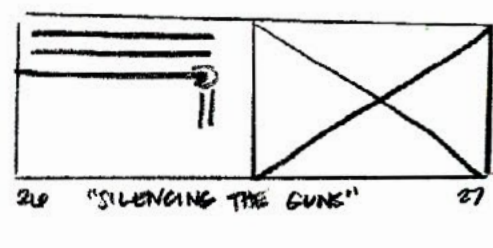
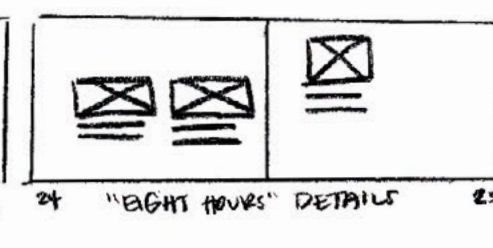
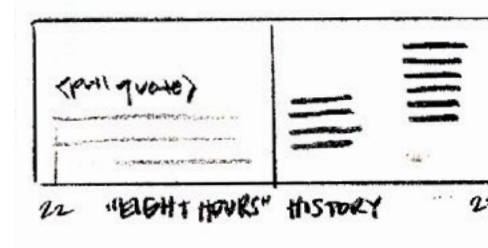
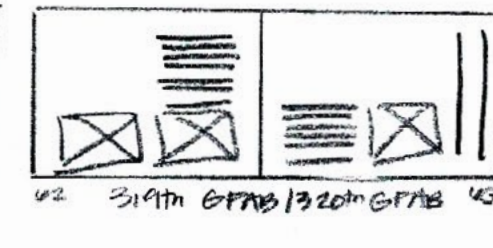
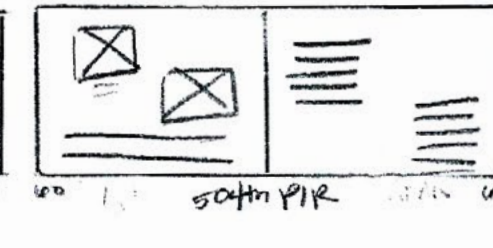
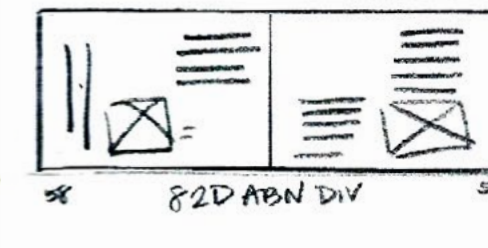
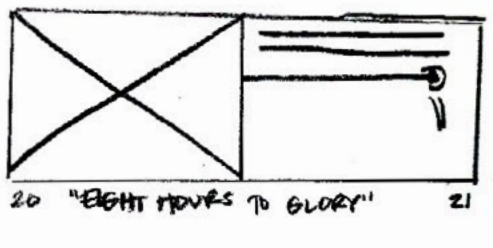
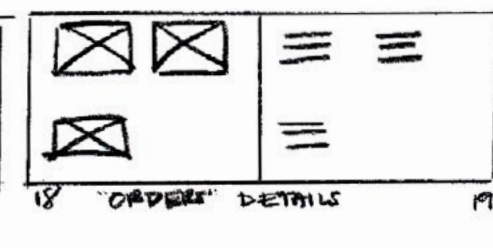
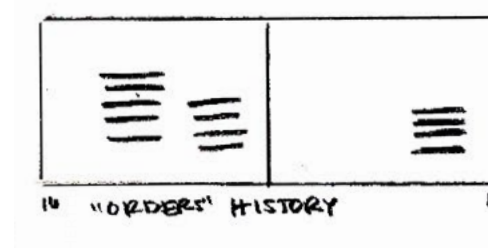
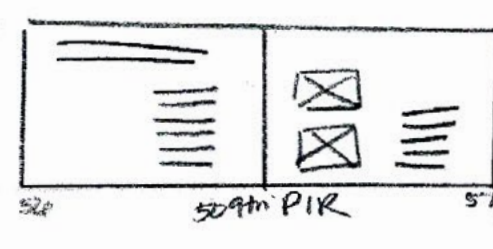
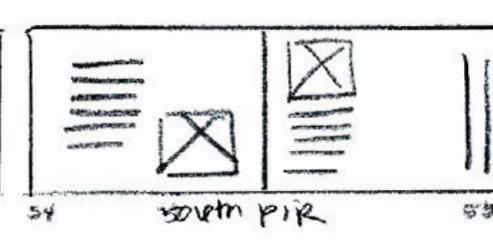
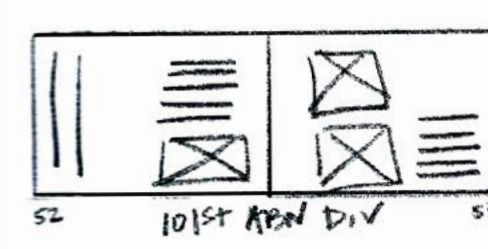
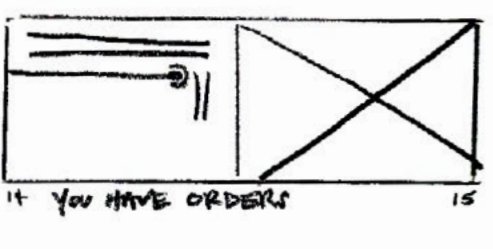
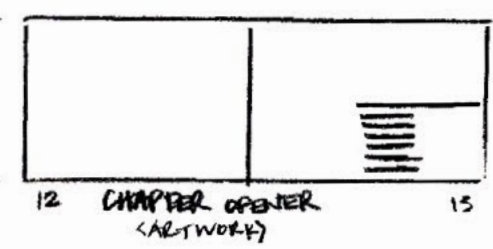
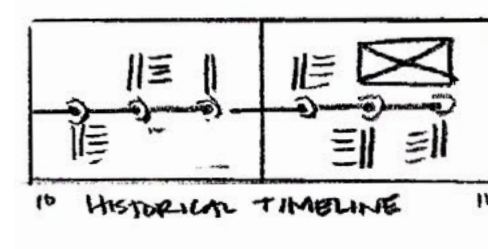
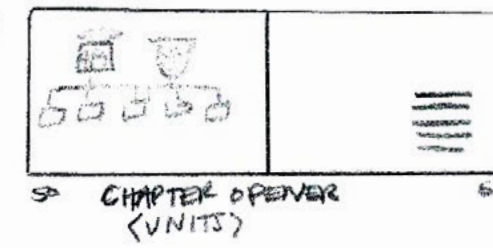
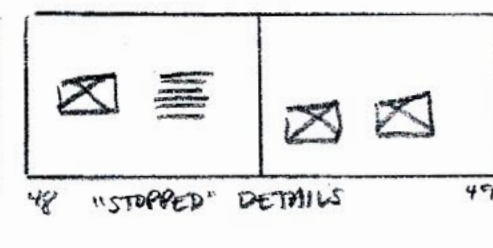
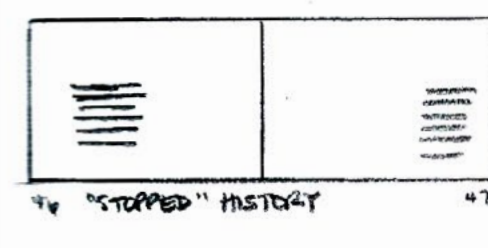
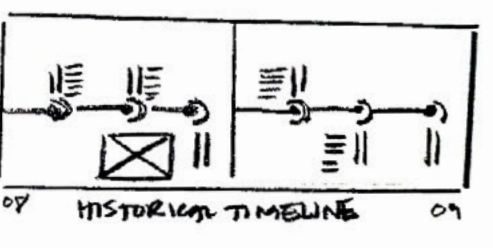
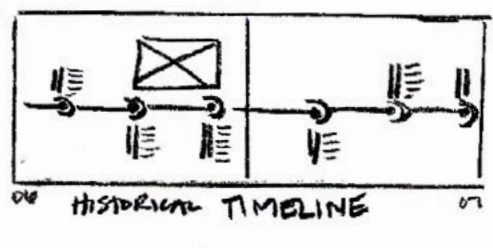
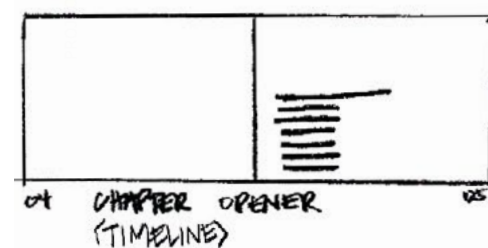
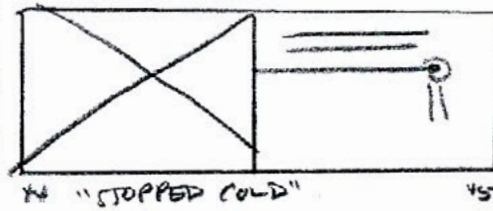
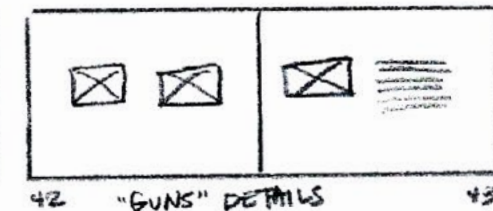
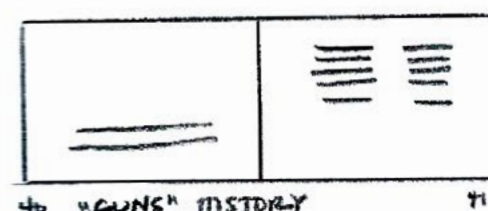
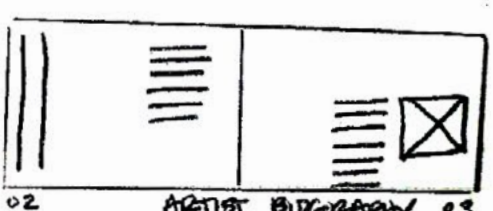
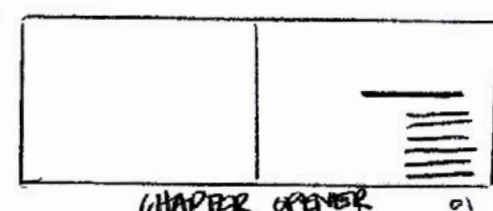
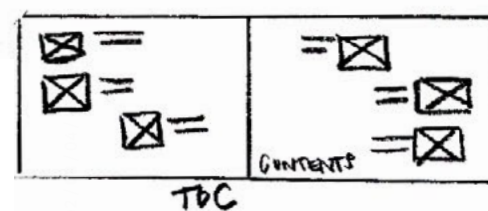
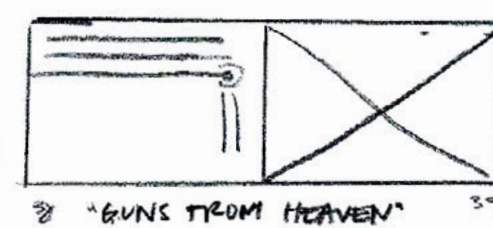
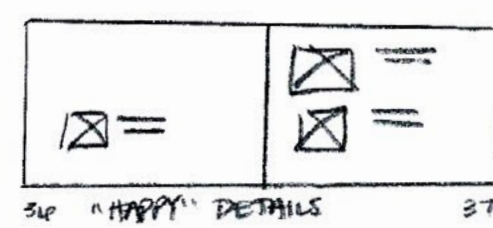
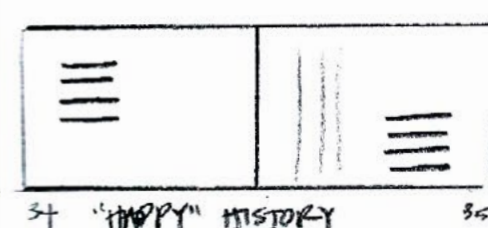
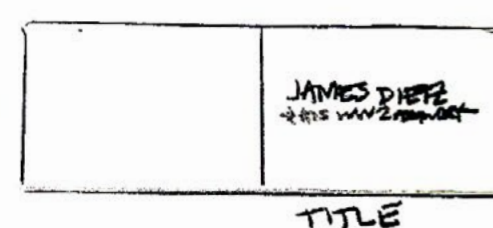
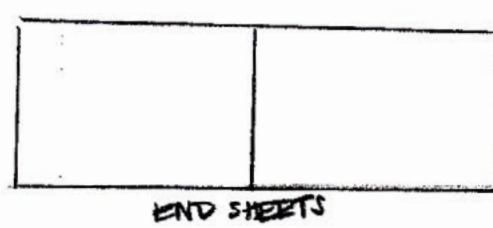
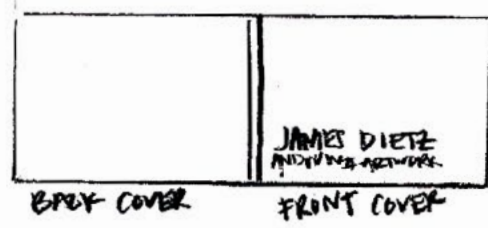
## Completed

Spring 2017

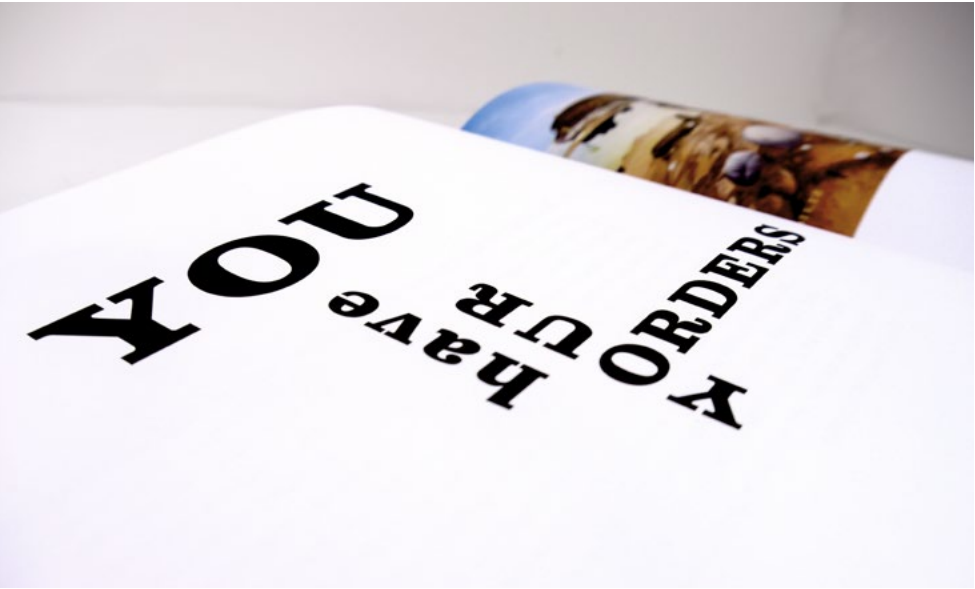
## Discipline

Typography, Book Design





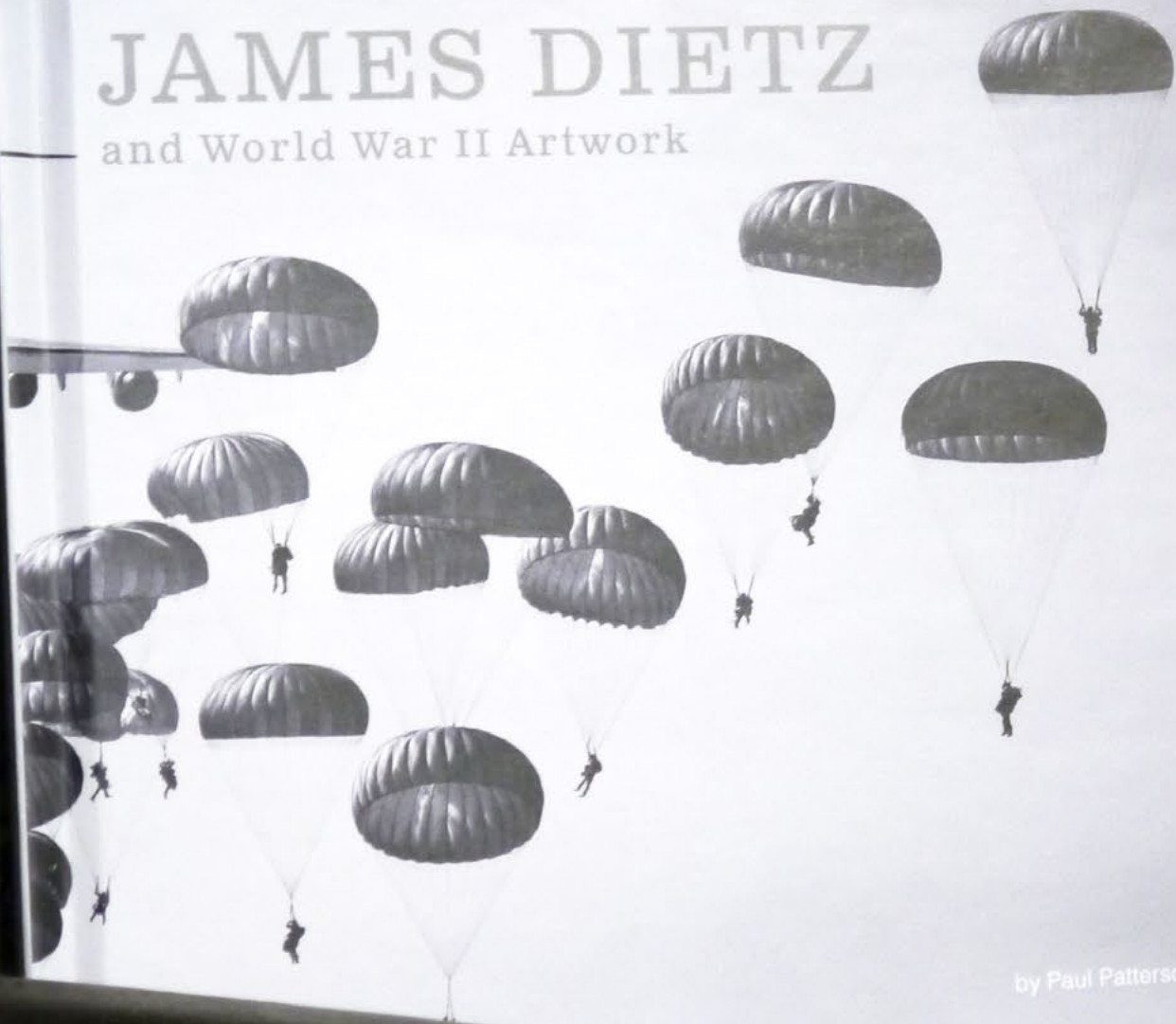






# JAMES DIETZ

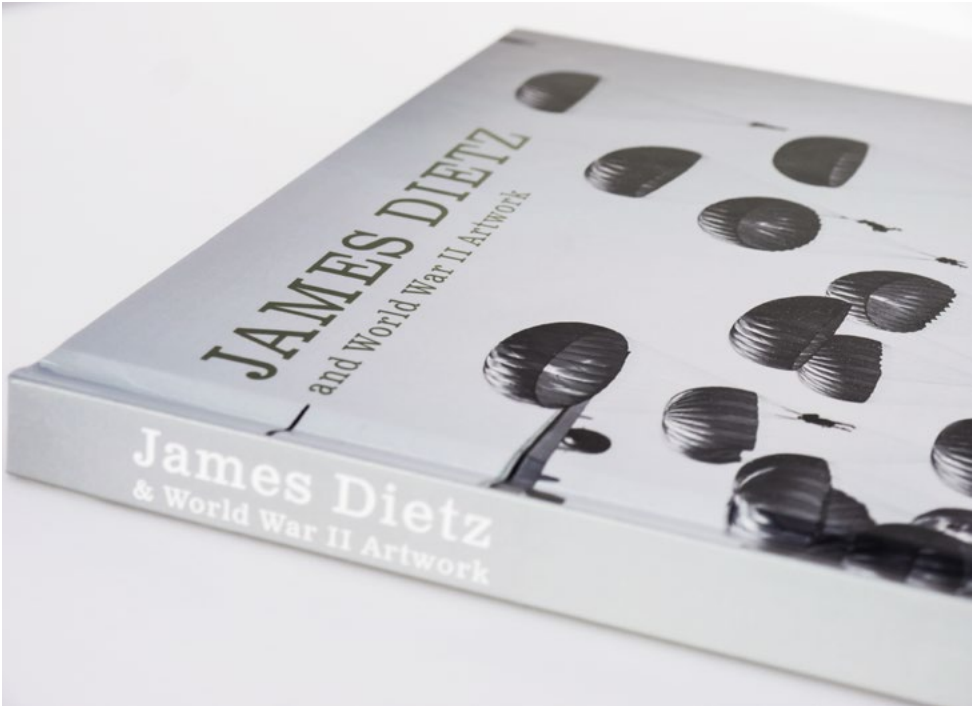
and World War II Artwork



by Paul Patterson







[illegible]

# 3

## Chapter Three · The Artwork

**THROUGH HIS METICULOUS ATTENTION TO DETAIL AND HISTORICAL RESEARCH, JAMES DAVIS CONSIDERS EVERY ASPECT OF THE TIME AND PLACE that have shaped our culture, incorporating historically sound art history and findings in his stories from the past. According to him, a historical painting doesn't tell us how well it depicts the story it is attempting to illustrate, and how convincing it continues the people, their actions, conditions, and meanings and atmosphere in an appropriate composition. A great historical painting uses all of these elements to tell the major story and perhaps a second story. But he does so by first relating the viewer to the fact that what is attempting to occur. And the viewer needs to be a great painting because in story and often a deeper chord, one that deeply motivates and changes on the viewer understands the art and more. In the chapter there are six of James Davis's artwork, the historical relevance from which the image is derived, and focuses on a variety of past painting to which Davis's historical accuracy**

[illegible][illegible]

eight Hours to GLORY

Produced by ROBERT H. COOPER  
Directed by JOHN H. AUSTIN  
CASTING BY JAMES H. HANCOCK

[illegible][illegible]

STOPPED  
COLD

[illegible][illegible]

# 377<sup>th</sup> Parachute Field Artillery Battalion

## *Gunslingers*

On April 14, 1945 the 377<sup>th</sup> Parachute Field Artillery Battalion was activated at Fort Ord, California. The battalion was composed of soldiers from the 377<sup>th</sup> Parachute Infantry Battalion, the 377<sup>th</sup> Parachute Infantry Regiment, and the 377<sup>th</sup> Parachute Infantry Division. The 377<sup>th</sup> Parachute Field Artillery Battalion was the only parachute field artillery battalion in the United States. It was the only parachute field artillery battalion in the United States. It was the only parachute field artillery battalion in the United States.



The 377<sup>th</sup> Parachute Field Artillery Battalion was the only parachute field artillery battalion in the United States. It was the only parachute field artillery battalion in the United States. It was the only parachute field artillery battalion in the United States.



1st Cavalry Division



2nd Cavalry Division



3rd Cavalry Division



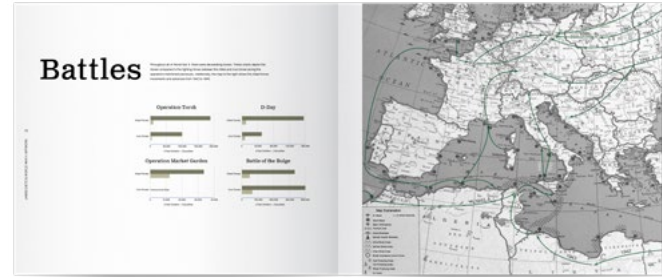
4th Cavalry Division



5th Cavalry Division



6th Cavalry Division



7,031  
A  
I  
R  
P  
L  
A  
N  
E

# Logistics

9,585 TANKS demolished

49 SHIPS destroyed during Pearl Harbor

20 BILLION BULLETS USED

A historical painting  
stands or falls as how well it  
depicts the story. It is attempting to illustrate,  
and how successfully it contains the people,  
their actions, costumes, and surroundings is  
an appropriate composition. A good historical painting uses all of these elements to  
tell the major story and perhaps  
a second subplot. Both are driven by how interesting the  
situation is that the artist is attempting to render.

How the viewer reacts to a great painting, then,  
enriches its immediate story and strikes a  
deeper chord, one that hopefully  
evolves and changes as the viewer contemplates the art over time. In his  
portrayal of events in the 16th and 17th  
Centuries, he labors to achieve that rare  
combination of historical fact and the  
romance, adventure and color of fiction.





# FLORAL SANITIZED

## Description

Create a line of sustainable cleaning supplies as a sub-brand for a company not known for cleaning supplies.

## Concept

LUSH is known for their aromatic, brightly colored store fronts while maintaining sustainable packaging. They pride themselves on “naked” packaging for their soaps and cosmetics, but how to do it with cleaning supplies? The bottles are the same materials as their black pots so they can be recycled through their internal recycling program. The vibrant, floral patterns on the outside mirrors the natural look of their bath soaps and cosmetics, as well as the punchy names of their products.

## Title

LUSH Cleaning Supplies

## Course

Packaging Design 3

## Instructor

Valerie Taylor-Smith

## Completed

Spring 2018

## Discipline

Packaging, Branding

1A



paper bag

1B



wrap to be reused

removable label w/ product info

2A



product info on top or vice versa

2B



black bottle w/ bright label

3A



smoked colors

3B



5A



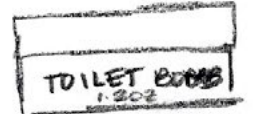
twisting top to expose holes

5B



knives off to make scoop

6B



TOP →



7A



7A



7B



4A



pop top wipe dispenser

4B

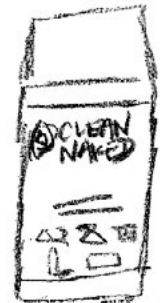


(top view) wipe refill people

8A



8B

















# BANKING SCHOOL

## Description

I was asked to rebrand a dead or dying company by creating a new position for the company to operate. I needed to develop a brand book, visual guidelines, business applications, business system, and three brand extensions.

## Concept

Washington Mutual is known as the biggest bank failure in history, and it was also my first bank. After understanding the long, prominent history of Washington Mutual, I repositioned them on financial education instead of banking. I updated the name to Northwest Mutual, and it received a brighter orange color for younger audiences to gravitate towards. With the brand extensions, I created a digital piggy bank, workshops for financial education, and a budgeting app to use while shopping.

### Title

Northwest Mutual

### Course

The Nature of Identity

### Instructor

Thomas McNulty

### Completed

Fall 2018

### Discipline

Branding, Book Design, Environmental, Digital





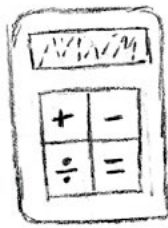
dollar sign



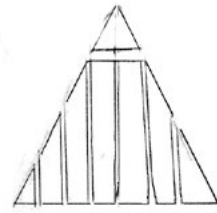
pencil



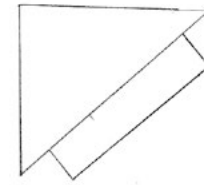
list



calculator



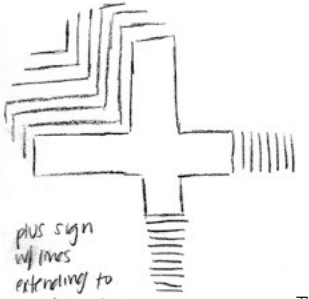
graphical depiction  
of a mountain



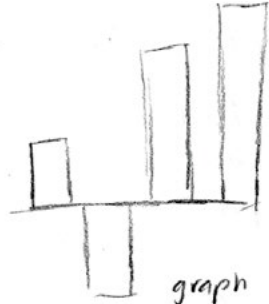
looks like arrow that's  
folded w/ money



cornucopia  
with items from NWM  
- symbolizes wealth/plenty



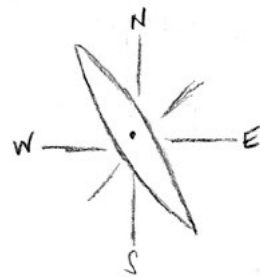
plus sign  
w/ lines  
extending to  
NW direction



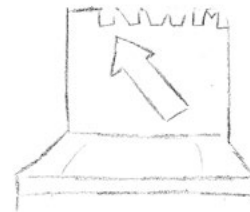
graph



arrows



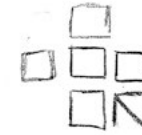
light  
bulb



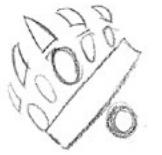
chair tip w/ arrow  
and legs cut out on top



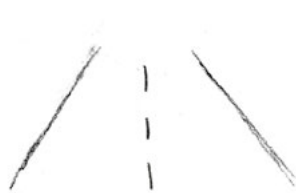
book laying flat w/  
pages looking like  
arrows



boxes for  
to-do list &  
line indicates  
direction



bear claw w/  
division sign  
incorporated



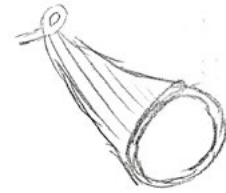
road



mountain



bear



cornucopia  
→ Greek God of  
wealth given it  
to represent wealth



North West Mutual  
mountain w/ initials  
making up snow cap



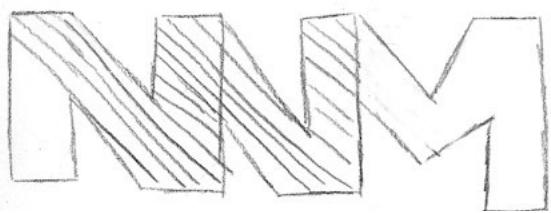
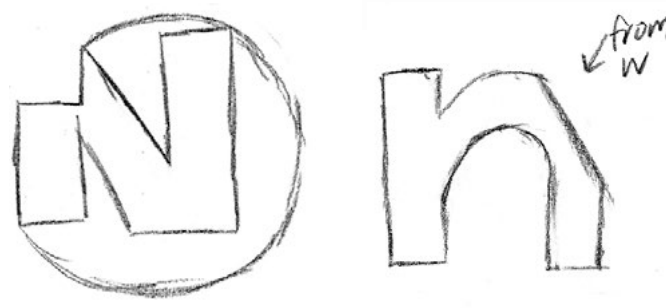
light bulb  
w/ initials making  
filament



road leading  
towards NWMutual



river making  
up stroke of N  
in NW direction



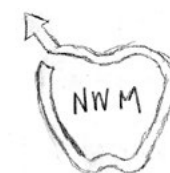
dollar sign on  
side showing route  
of business w/ new



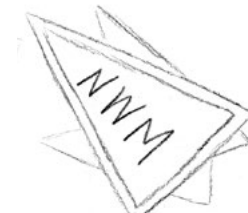
bear representing the NWM  
in between N&W while  
looking in NW direction



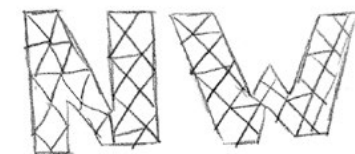
compass close  
up of NW corner



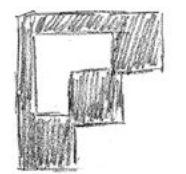
in perspective  
& on perspective



overlapping triangles/  
arrows w/ transparency



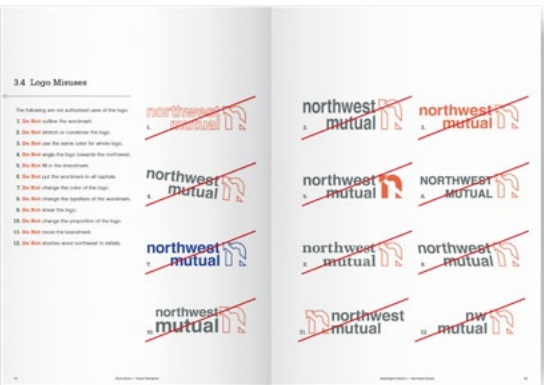
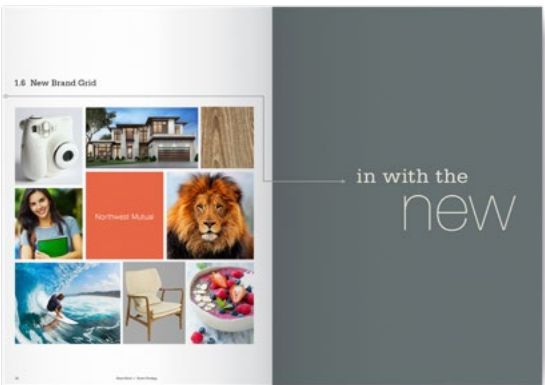
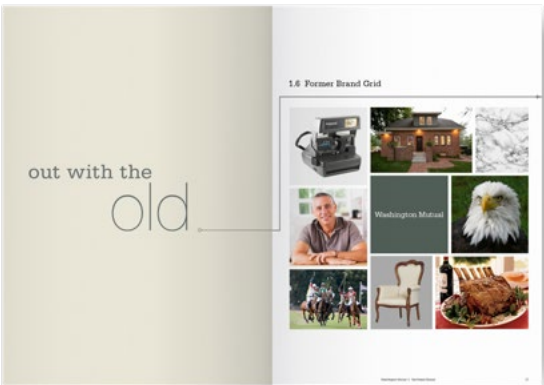
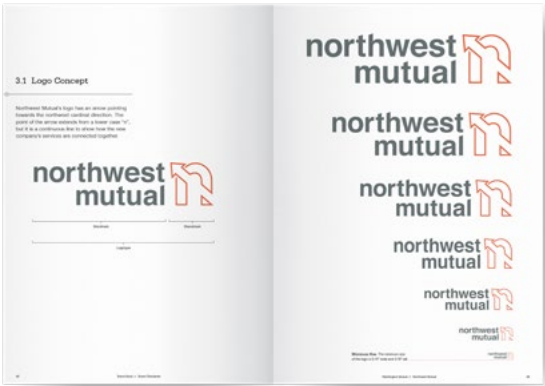
prism of triangles  
and diamonds

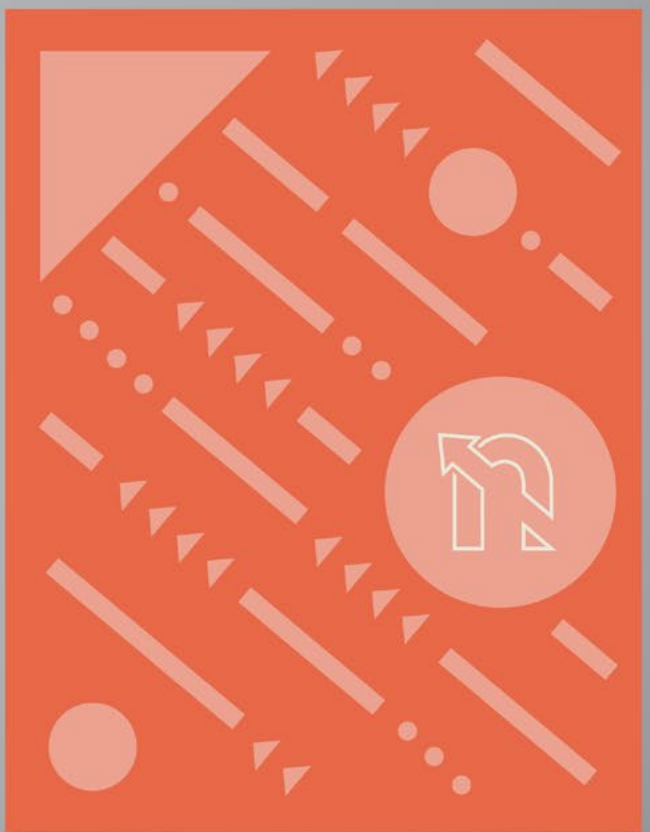
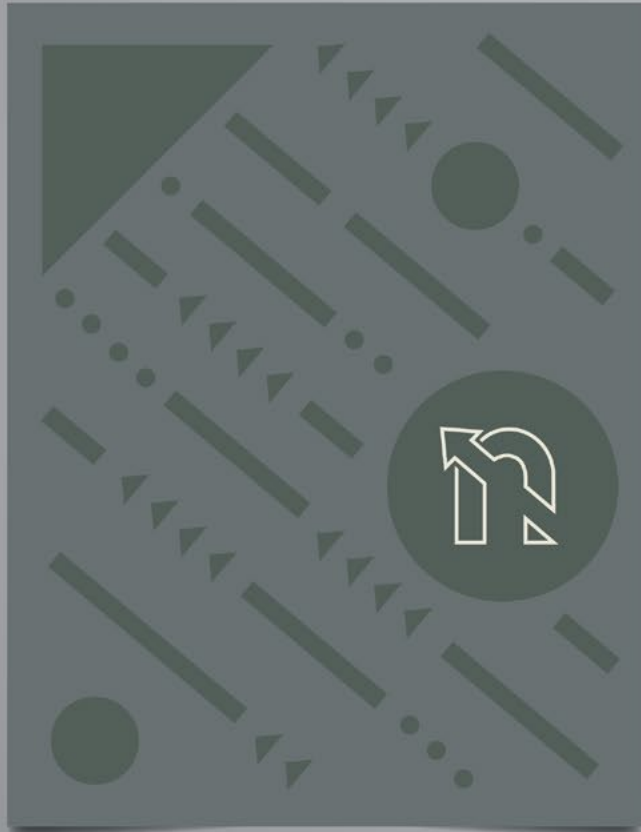
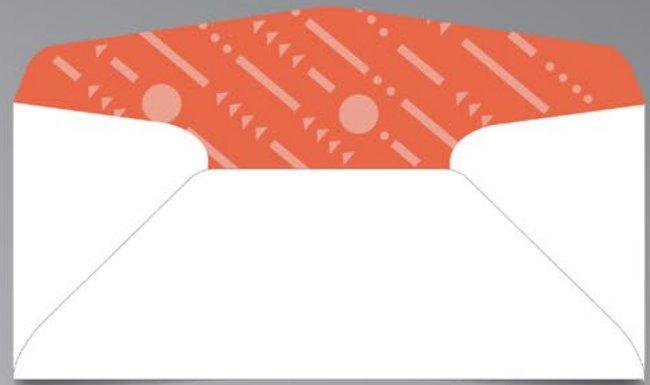
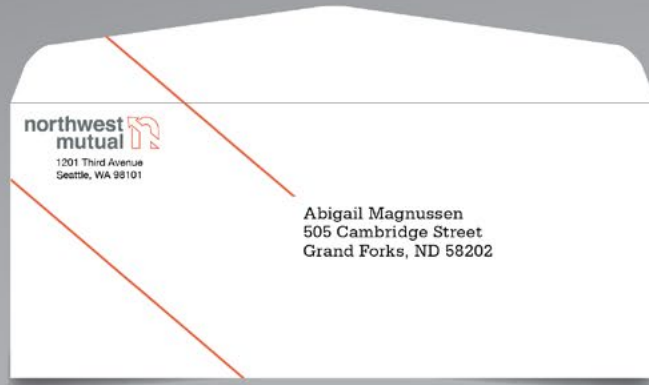


Native American symbol  
for good prospect









ABIGAIL MAGNUSSEN  
505 Cambridge Street  
Grand Forks, ND 58202

DATE: \_\_\_\_\_ 1025

PAY TO THE ORDER OF \_\_\_\_\_ \$ \_\_\_\_\_

DOLLARS

MEMO: \_\_\_\_\_

1025

northwest mutual

Melissa Taylor  
Chief Financial Officer  
melissa.taylor@nwmutual.com

206.763.4100 1201 Third Avenue  
nwmutual.com Seattle, WA 98101



northwest mutual

Samuel Reynolds  
President + CEO  
sam.reynolds@nwmutual.com

206.763.4100 1201 Third Avenue  
nwmutual.com Seattle, WA 98101



KURT HARRISON  
3201 Seventh Street  
Evanston, IL 60202

DATE: \_\_\_\_\_ 1025

PAY TO THE ORDER OF \_\_\_\_\_ \$ \_\_\_\_\_

DOLLARS

MEMO: \_\_\_\_\_

1025

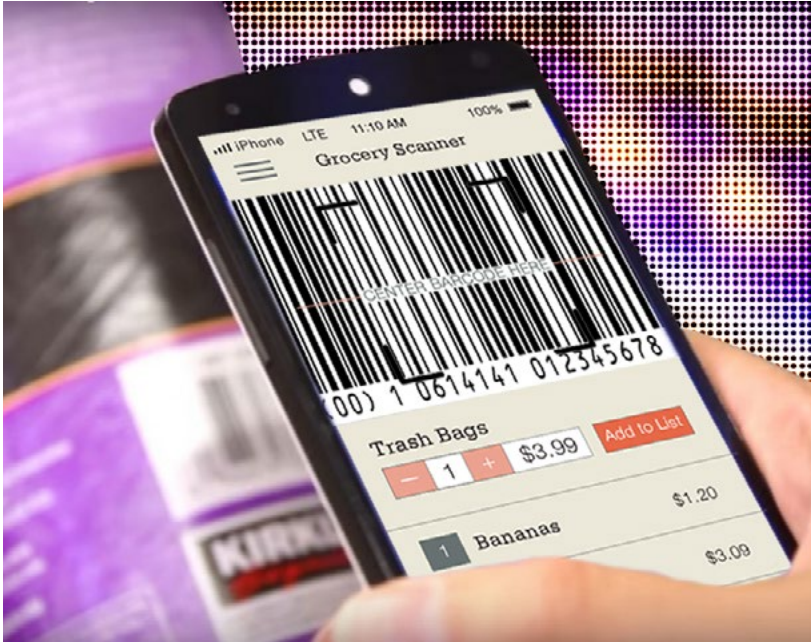




















# PURPLE SPECTRUM

## Description

I was asked to design nine experimental, typographic posters that represent a concept of a color of my choosing.

## Concept

When deciding on a color, it was in my nature to do one that no one was thinking of picking, and one that would also be challenging. I picked the color purple after exploring potential ideas because those ideas resonated with me on a personal level. One of those ideas was to represent “purple heart,” which is an award given in the military when you are injured in combat. Luckily, this never happened to me, but is symbolic to my service in the military. The other eight posters range from experiences while in school to inside jokes with friends to certain foods I like to eat.

## Title

Purple, A Spectrum  
the of Color

## Course

Type Experiments

## Instructor

Lian Ng

## Completed

Fall 2017

## Discipline

Typography

A KADABRA  
BRA  
ABRA KADABRA

ABRA KADABRA

ABRA KADABRA

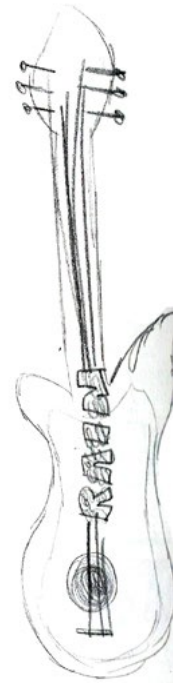
ABRA KADABRA

ABRA KADABRA

PURPLE  
RED

SEX

RED



ONE  
EYED

ONE  
EYED

ONE  
EYED

ONE  
EYED

ONE  
EYED

ONE  
EYED

PEOPLE  
EATERS

CAISS

ONE EYED

heart ROOT

HEART

HEART

DRANK  
DRANK

DRANK

DRANK

DRANK

PURPLE MATTRESS

PURPLE

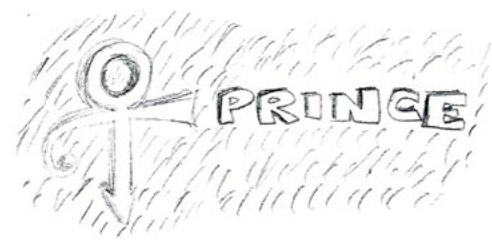
PURPLE

KISS  
THE  
SKY

SLEEP  
COMFY

COMFY

COMFY



PRINCE

RAIN

RAIN

KISS  
THE  
SKY

ROOT

WIG

SKY

HIGH

ROOT

ROOT

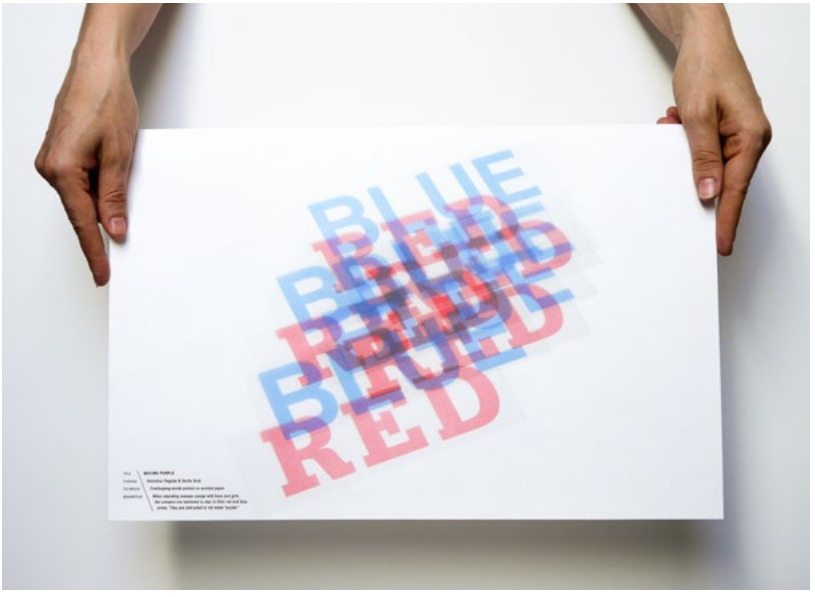
KISS

THE

SKY











TITLE **PURPLE DRANK**  
 TYPEFACE Condensed Silicone Tray  
 TECHNIQUE Clear gelatin, dyed purple then set into mold  
 DESCRIPTION Purple drank is a slang term that references a drink made out of cough syrup and prescription drugs. This represents the disheveled look after having a drink.



**PURPLE MATTRESS**  
 Ministry Medium  
 Cardboard base; pillow stuffed; wrapped in mattress pad  
 This is in reference to the popular company known for producing very comfortable mattresses. The letters are meant one of their plush mattresses.



TITLE **PURPLE PEOPLE EATER**  
 TYPEFACE Fira Sans Regular  
 TECHNIQUE Foam board letters; purple spray painted cotton balls  
 DESCRIPTION There is a popular children's song about a one-eyed monster called a purple people eater. These letters represent the bones and the hair of the monster.



TITLE **PURPLE HEART**  
 TYPEFACE Helvetica Narrow Bold  
 TECHNIQUE Adhesive bandages; paint; Karo syrup mixture  
 DESCRIPTION The Purple Heart is awarded to those wounded or killed in action. These letters represent the bandages, blood and injuries sustained by the recipients of this award.





**PURPLE HEART**  
TYPE Helvetica Narrow Bold  
TECHNIQUE Adhesive bandages, paint, Karo syrup mixture  
DESCRIPTION The Purple Heart is awarded to those wounded or killed in action. These letters represent the bandages, blood and injuries sustained by the recipients of the award









TITLE / PURPLE HAZE  
TYPEFACE / Raleway  
TECHNIQUE / Yard weeds; spray painted purple; slightly dried  
DESCRIPTION / Jimi Hendrix and his popular song Purple Haze  
revolved around getting high on marijuana. Weed  
is a common term to reference the illegal substance.

# PURPLE

## A SPECTRUM OF THE COLOR

This project showcases nine posters of typographical experimentations revolving around the color of purple. Each poster represents a different concept inspired by the idea of purple.



# PURPLE

## A SPECTRUM OF THE COLOR

by Lindsey Hertlein



**“You can’t use up creativity.  
The more you use, the more  
you have.”** MAYA ANGELOU





