



# KRISTEN COATS

Print Portfolio - 2022



## ABOUT THIS BRAND NERD

I am a graphic designer who specializes in brand and digital marketing. I love designing for clients in the art, music, and technology industry.

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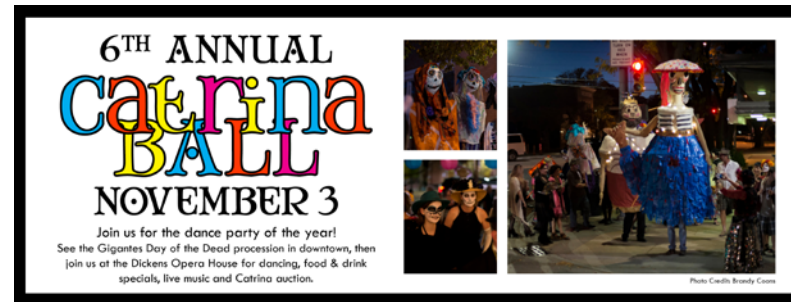
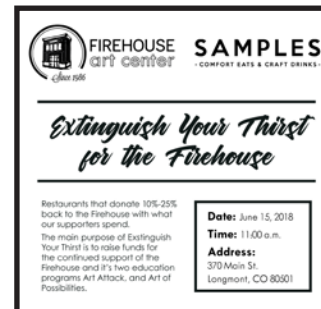
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# CLIENT: FIREHOUSE ART CENTER

## Description:

For a couple years I had the honor of working with the non-profit Firehouse Art Center. They did a lot of art events and youth programs that helped support the people in their city. I did a lot of photography and event promotion work for them during my time there. A couple events to note were the Chalk Festival, Catrina Ball, Canvas Carnival, and the Art Gala.



# CLIENT: CHALK FESTIVAL

City shut down main street for two days and drew their hearts out. We put promoted the event via our website, magazine adds, and posters around the city. Each attendee were given tickets and food/drink vouchers.



**LONGMONT  
CHALK ART  
STREET FAIR  
& BIN MARKET**  
SEPT 30<sup>TH</sup> - OCT 1<sup>ST</sup>, 2017

**When?**  
Saturday Free: 9-6 p.m.  
Dinner & Libations Dust Off  
Dining Alfresco & Artist Meet  
and Greet: 6-10 p.m. \*Tickets Available  
Sunday Free: 10-5 p.m.

**Where?**  
Downtown Longs Peak Ave  
Longmont CO, 80501

**Want More  
Information?**  
LongmontChalkArt.Com

Grab your friends and family for the new exciting event of the year! Bring your creativity with you as we chalk up the town!

- 26 Street Vendors
- 36+ Chalk Artists
- Featuring 4 Celebrity Chalk Artists
- Live Music
- Food, Wine & Beer Tastings
- Food Trucks
- Saturday Night Farm to Table Dinning Under The Stars

BYRCE WIDOM

MARIO OLIVERA

GRACE GUTIERREZ

JOHN CROSS

**SPONSORS**

BIN NO 46 WINE BAR & RESTAURANT

FIREHOUSE ART CENTER

Produced by Bin No. 46 Wine Bar & Restaurant. Proceeds benefit the Firehouse Art Center.

**LONGMONT  
CHALK ART  
STREET FAIR  
& BIN MARKET**  
SEPT 30<sup>TH</sup> - OCT 1<sup>ST</sup>, 2017

LONGMONTCHALKART.COM

**LONGMONT  
CHALK ART  
STREET FAIR  
& BIN MARKET**  
SEPT 30<sup>TH</sup> - OCT 1<sup>ST</sup>, 2017

**DINNER & LIBATIONS DUST OFF**  
Dining Alfresco & Artist Meet & Greet

BIN NO 46 WINE BAR & RESTAURANT

FIREHOUSE ART CENTER

Saturday, September 30<sup>th</sup>, 2017  
6-10 p.m.

Learn More



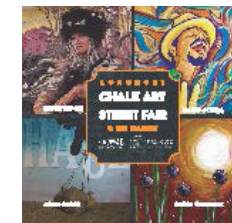
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LONGMONTCHALKART.COM

BIN NO 46 WINE BAR & RESTAURANT

FIREHOUSE ART CENTER





# CLIENT: SPECTRA LOGIC

Spectra Logic announced both an internal and external program called SpectraLIVE and SpectraLIVE Customer Edition. During the virtual events, people head firsthand from Spectra customers about their unique use cases, workflows and implementations. Customers from varying industries shared their challenges, roads to success and how Spectra helped them reach their end goal.

View the website [here](#).

**SPECTRA LIVE**  
CUSTOMER EDITION

**REGISTER NOW**

**SPECTRA LIVE CUSTOMER EDITION**

SpectraLIVE is excited to announce SpectraLIVE Customer Edition. During the virtual event you will hear firsthand from Spectra customers about their unique use cases, workflows and implementations. Customers from varying industries will share their challenges, roads to success and how Spectra helped them reach their end goal. The conference bridge will be open for the duration of the program, so come and go as your schedule permits!

**REGISTER NOW**

**WHAT IS IT?**

SpectraLIVE Customer Edition is Spectra's first-ever customer-focused virtual conference. You'll hear directly from end users on their storage workflows and implementations. You will be able to come and go as you please because the conference bridge will remain open all day.

**WHY SHOULD I ATTEND?**

You'll be the first to hear directly from Spectra end users about their storage implementations. Hear about their use cases and how their storage platforms enable them to achieve their corporate goals.

**WHAT TOPICS WILL BE COVERED?**

Topics will include industry-specific use cases that detail a myriad of customer challenges in various environments and how these customers worked with Spectra to solve some of their most pressing data storage problems.

**\*\*STAY TUNED FOR UPCOMING AGENDA\*\***

**WIN BIG!**

**ENTER TO WIN!**

First 200 registrants receive a SpectraLIVE Customer Edition T-Shirt. Attend live for a chance to win. We'll also have in session giveaways during our LIVE session.

**amazon.com gift card \$250**

**ATTEND & WIN BIG**

Register and attend to be entered to win a \$250 Amazon Gift Card.

**amazon.com gift card \$50**

**PARTICIPATE AND WIN BIG!**

\$50 Amazon Gift Card Prize Drawing During Each Session for Participants

**SPECTRA LIVE**  
CUSTOMER EDITION

**VIRTUAL CONFERENCE**  
October 20, 2020 | 8:30 a.m. - 12 p.m. MT

**AGENDA**  
All times listed in MT

**LEARN MORE**

8:30 a.m. - 8:35 a.m.	Welcome to the SpectraLIVE Virtual Conference Customer Edition with Betty Chong, VP of Marketing, Spectra
8:35 a.m. - 8:55 a.m.	Imperial War Museum (IWM) with Ian Gilmour, Chief Information Officer and Rob Tyler, IT Infrastructure Manager
9:00 a.m. - 9:20 a.m.	National Oceanic and Atmospheric Administration (NOAA) with Alan Hall, Operations Manager/System Owner
9:25 a.m. - 9:45 a.m.	University of Notre Dame with Scott Fincher, Director Broadcast & Streaming Technologies and Dr. Dennis, Digital Media Asset Program Manager
9:50 a.m. - 10:10 a.m.	Simons Foundation with Jonathan Tachio, Storage Engineer, SCC
10:15 a.m. - 10:35 a.m.	Homel Institute with Jeffrey McDonald, Ph.D., Director of IT
10:40 a.m. - 11:00 a.m.	SRP Companies with Mark Uney, Director of IT
11:05 a.m. - 12:00 p.m.	Exascale Archive Panel with Robin Goldstone, Senior Principal HPC Strategist, Lawrence Livermore National Laboratory and James Thompson, HPC Systems Archive Administrator - Los Alamos National Laboratory
12:45 p.m. - 1:15 p.m.	Homel Institute with Jeffrey McDonald, Ph.D., Director of IT
1:15 p.m. - 2:00 p.m.	SRP Companies
2:00 p.m. - 2:05 p.m.	Exascale Archive Panel with guests: Lawrence Livermore National Laboratory and Los Alamos National Laboratory

Session recordings will be made available after the webinar has concluded.

**WEBINAR**

**SpectraLIVE Customer Edition**

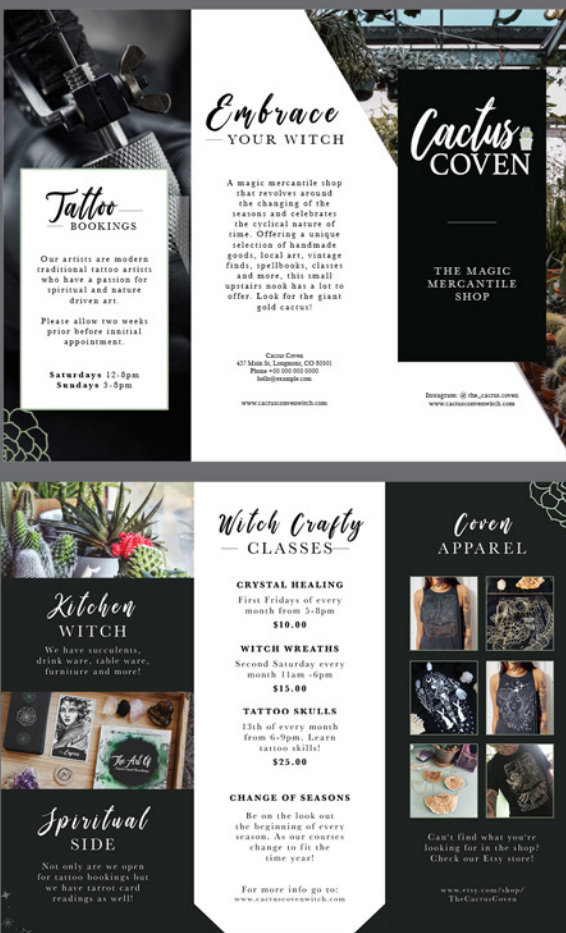
**October 20, 2020**  
8:30 a.m. - 11:30 a.m. MT

**SPECTRA LIVE**  
CUSTOMER EDITION

**SPECTRA LIVE**



Create a brand from the ground up based off of an existing company. I chose Cactus Coven in Longmont because they ran their shop out of etsy and barely had a logo. Created brand guidelines, advertisements, website pages, and 3D Mockups. Used InDesign, Photoshop, Illustrator & Dimension. \*Tattoos and merchandise artwork is sole property of Cactus Coven.



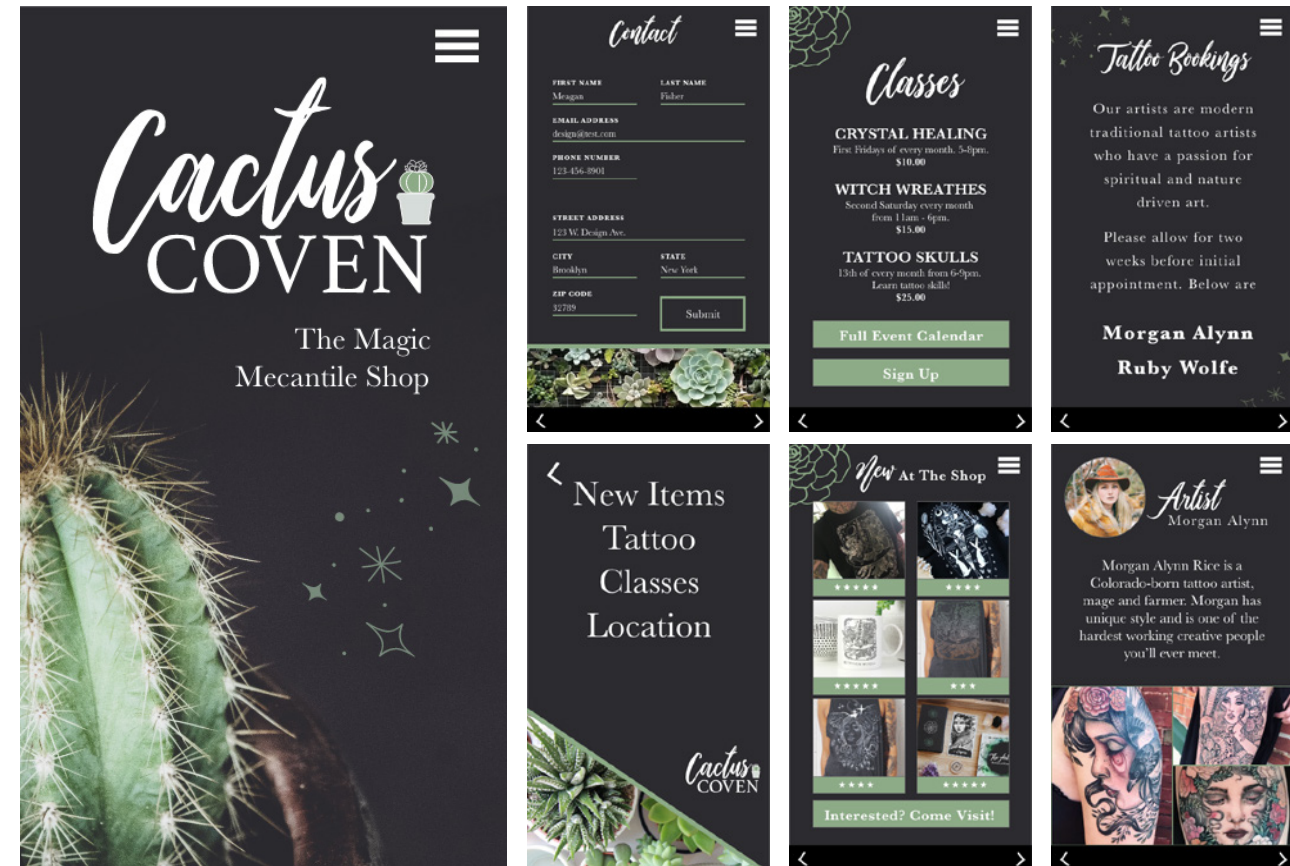




## PROJECT: CACTUS COVEN PROTOTYPE

Take website content and create working mobile prototype. Had to add navigation and minimize content while keeping main messaging. \*Tattoos and merchandise artwork is sole property of Cactus Coven.

Can be accessed [here](#).



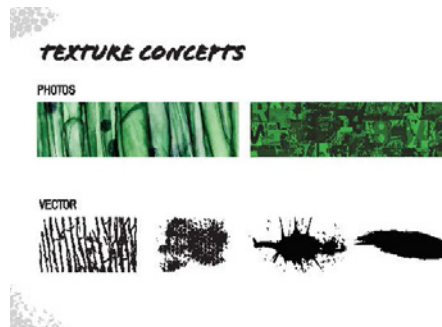


# CLIENT: DAVD GENETICS

## Description:

Brand guide for Davd Genetics. A cannabis company in Colorado that goes against Instagram ready cannabis strains for top quality product instead. Davd wants to rebel against the pretty strains. The ones that look off are usually better so *Let's Get Weird*.

Logos were done in Illustrator, mockups in Photoshop, and the brochure was crafted in InDesign. Design inspired by 90's grunge rock imagery.







## CLIENT: SERIOUS FITNESS

### Description:

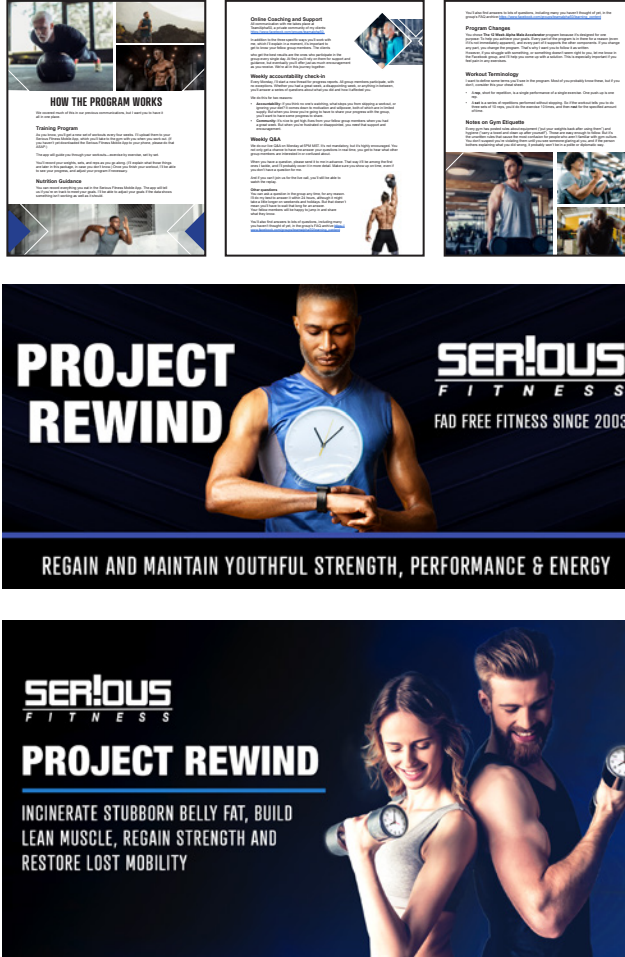
Created program brochure and social media graphics targetted to 30-50 year olds wanting to get in shape and feel young again. Wanted designs that were friendly and non intimidating to prospective clients looking into the program.



**SERIOUS  
FITNESS**

**PROJECT REWIND:**

TIMELESS TRAINING STRATEGIES FOR THE DISCERNING MAN WHO WANTS  
TO REGAIN & MAINTAIN YOUTHFUL STRENGTH, PERFORMANCE & ENERGY



**SERIOUS  
FITNESS**

**PROJECT REWIND**

REGAIN AND MAINTAIN YOUTHFUL STRENGTH, PERFORMANCE & ENERGY

**SERIOUS  
FITNESS**

**PROJECT REWIND**

INCINERATE STUBBORN BELLY FAT, BUILD  
LEAN MUSCLE, REGAIN STRENGTH AND  
RESTORE LOST MOBILITY





## PROJECT: PHOTOSHOP COMPOSITE STUDY

A series of Photoshop composites put together by at least 4 or more stock photos to create a story. Challenge to create composites that were book cover worthy.



[WWW.KCCKGRAPHICS.COM](http://WWW.KCCKGRAPHICS.COM)