

james|kbrown  
GRAPHIC DESIGN



**Alaska Red Fish Lodge**  
**Logo and Identity**  
**2009: Freelance**

This logo is intentionally busy in order to incorporate intricate Alaska Native art elements and the look of hand-tooled lettering for an old world feel. This approach helped the client to capitalize on the general Alaskan tourist market. Additional materials such as rack cards and various advertisements are regularly maintained.





**Taste of the Kenai**  
**Logo and Identity**  
**2010: KPTMC**

In-house branding project for an exciting fundraiser gala in support of the Kenai Peninsula Tourism Marketing Council that grew into an annual event—which has utilized the original artwork since inception. The approach with this design was to be exceptionally unique to the Kenai with a fun, unlikely mixture of formal and fisherman/woman.

# Taste of the Kenai

2010



Taste  
of the  
Kenai



ADMIT ONE

Taste  
of the  
Kenai

Fundraiser Gala for benefit of the Kenai  
Peninsula Tourism Marketing Council  
**FRIDAY, NOVEMBER 19, 2010**  
**6:30-10:00 P.M.**

Challenger Learning Center  
9711 Kenai Spur Hwy, Kenai, AK

Fill out information below for  
entry in door prizes at the event

Order number: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_



All proceeds from the Taste of the Kenai fundraiser benefit the Kenai Peninsula Tourism Marketing Council in its mission to market the Kenai Peninsula as a world-class, Alaska vacation destination.



**Tundra Tours, Inc.**  
**Updated Exhibit and General Print Collateral**  
**2014: Buzzbizz Creative**

Our relationship began with a one-off project to create new trade show banners that were in-line with their upcoming web redesign. Subsequently we created all-new print collateral including brochures, rack cards, comment cards, certificates and more. One of my final projects was the icon featured above which they use to entice guests to participate in their online surveys.

AT HOTEL



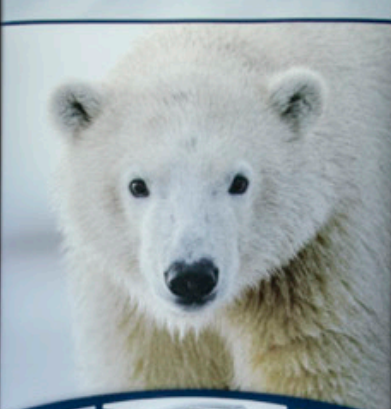
TUNDRA TOURS INC. COM

"WELCOME" PAĠLAN



TUNDRA TOURS INC. COM

TUNDRA TOURS INC. COM



TUNDRA TOURS INC. COM

STAY. DISCOVER. ENJOY.



TUNDRA TOURS INC. COM

SUMMER D



TUNDRA TOURS INC. COM



**Alaska Association of Realtors  
Logo and Website Design  
2015: Buzzbizz Creative**

Premise for the logo design was to be very clean and corporate while clearly symbolizing Alaska and real estate in general—both residential and commercial. The web design briefing was similar, with focus given to resources for real estate professionals. A sampling of other print products were provided as well, which helped continue the brand for a time.

## Chart your Cosmic Course

2015 Annual Convention  
*Land's End in Homer, September 29-October 3*

[MORE INFO](#)[REGISTER NOW](#)

### The Voice for Real Estate in Alaska

The Alaska Association of REALTORS® is the voice for real estate in Alaska. We serve our members by providing timely information, education opportunities, political advocacy, and promoting the REALTORS® Code of Ethics.

*Our objectives include:*

- Focus Association activities and programs in keeping with real property ownership and private property rights.
- Develop a political network to exert effectively a combined influence upon matters affecting Alaska real estate.
- Elevate the ethical standards of the real estate business and the professional conduct of persons engaged in real estate in Alaska through education and communication.
- Unite Alaska REALTORS® to strengthen our industry and give all Alaskans the opportunity to realize the American dream of property ownership.

Visit the [About AAR](#) section to learn about the history, mission and programs of the Alaska Association of REALTORS®; the Board of Directors, local boards, working groups, and more.





**Fat King**  
**Logo Design**  
**2015: Buzzbizz Creative**

This was a start-up that was cancelled just before launching. It was planned to be a fusion of gourmet burger and rice bowl combos. Just as the proprietors got shirts produced (pictured next page) they received an offer to lease their restaurant space for what we can assume was an amazing deal. Unfortunate as this is one of my all-time favorite logo designs.





## Bean's Cafe Website Redesign 2015: Buzzbizz Creative

We had to start from scratch, reorganizing their sitemap and consolidating several different URLs into one cohesive site. The vision was to use parallax scrolling over full-screen background images on the home page to briefly touch on key services. The sub pages, with much more detailed information, were much more simplified by comparison.

[Empty Bowl](#)

[The Pour](#)

[Beanie Boxes](#)

[In the Community](#)



Feed the hungry and homeless without discrimination during the day:

**“So much more than  
a meal.”**

**SCROLL DOWN**

For more information about the services provided by Bean's Café  
and how you can help.

## *Vision and Mission*

Our mission is to feed the hungry and the homeless without discrimination during the day. We embody the values of compassion, dignity and respect for all who enter our doors.





Determine  
DESIGN

**Determine Design**  
**Logo and Identity**  
**2016: Freelance**

This small architecture firm wanted a logo that broke the traditional architecture mold. Boxy shapes were preferred in order to symbolize commercial projects as they typically do not work on residential properties. The nature of the design further symbolizes their ability work creatively on projects while larger firms aren't always as flexible on approach.





**Easterseals Alaska  
Laser Die-Cut Brochure  
2017: Buzzbizz Creative**

This was our solution to create a striking product while conforming to strict brand guidelines. We used the actual Anchorage Downtown silhouette against the Chugach Mountain backdrop and a combination of the Easterseals primary colors for added depth and impact throughout. The imagery and text layout was kept very neat to further enhance the custom shape.



taking on  
disability together

907.277.7325  
[www.easterseals.com/alaska](http://www.easterseals.com/alaska)

## Live

**In Home Services**—For children & adults, providing compassionate caregivers to assist with daily living skills. Allows individuals with disabilities to continue to live independently in a safe, clean and loving environment with dignity and respect.

**Personal Care Services**—Hands on personal care to assist with bathing, grooming, and any other self-care needs, which may include meal prep and light housekeeping.

**Living options**—Foster Care, Group Homes & Assisted Living Homes—Help children and adults alike to live well & independently, while providing support for growth and success.

**Chore Services**—Assist with light housekeeping, running errands such as doctor visits or grocery

## Work

**Employment & Training**—Developing programs for people with disabilities, older workers and veterans to find and hold meaningful employment. This may include job coaching and supported employment training. We're also proud to work with local and regional businesses to connect individuals with meaningful employment opportunities.

## Play

**Respite Services**—We offer short term or temporary care for loved ones so that their caregivers can take a much-needed break. Easterseals' qualified and friendly staff are able to provide a variety of activities while providing respite services.

## Easterseals Purpose Statement

To change the way the world defines  
and views disability by making  
profound, positive differences  
in people's lives everyday.





**Copper River Seafoods**  
**Brand Maintenance**  
**2017: Buzzbizz Creative**

Copper River Seafoods has a multitude of products that require reprints and occasional updates; as well as weekly promotions via e-mail and nearly as many regular updates for their website. While I did not establish the overall identity, I was charged with creating new artwork for both print and online that maintained their brand integrity.



From: Copper River Seafoods  
To: E-Mail Recipient



**20% OFF STOREWIDE**

★★★ PROMO CODE: JULY2017 ★★★



From: Copper River Seafoods  
To: E-Mail Recipient



*Now Available*





**International Powerlifting Federation  
Jr. Worlds Championship Identity  
2017: Buzzbizz Creative**

We wanted to make waves with the IPF Jr. World Championship held in Orlando. The approach was to have geo-specific visuals much like the Olympic Games with a mark that could be reinterpreted several different ways across different media. The radial movement evokes a tropical storm and the multi colored theme represents diversity.



Updated Logo:

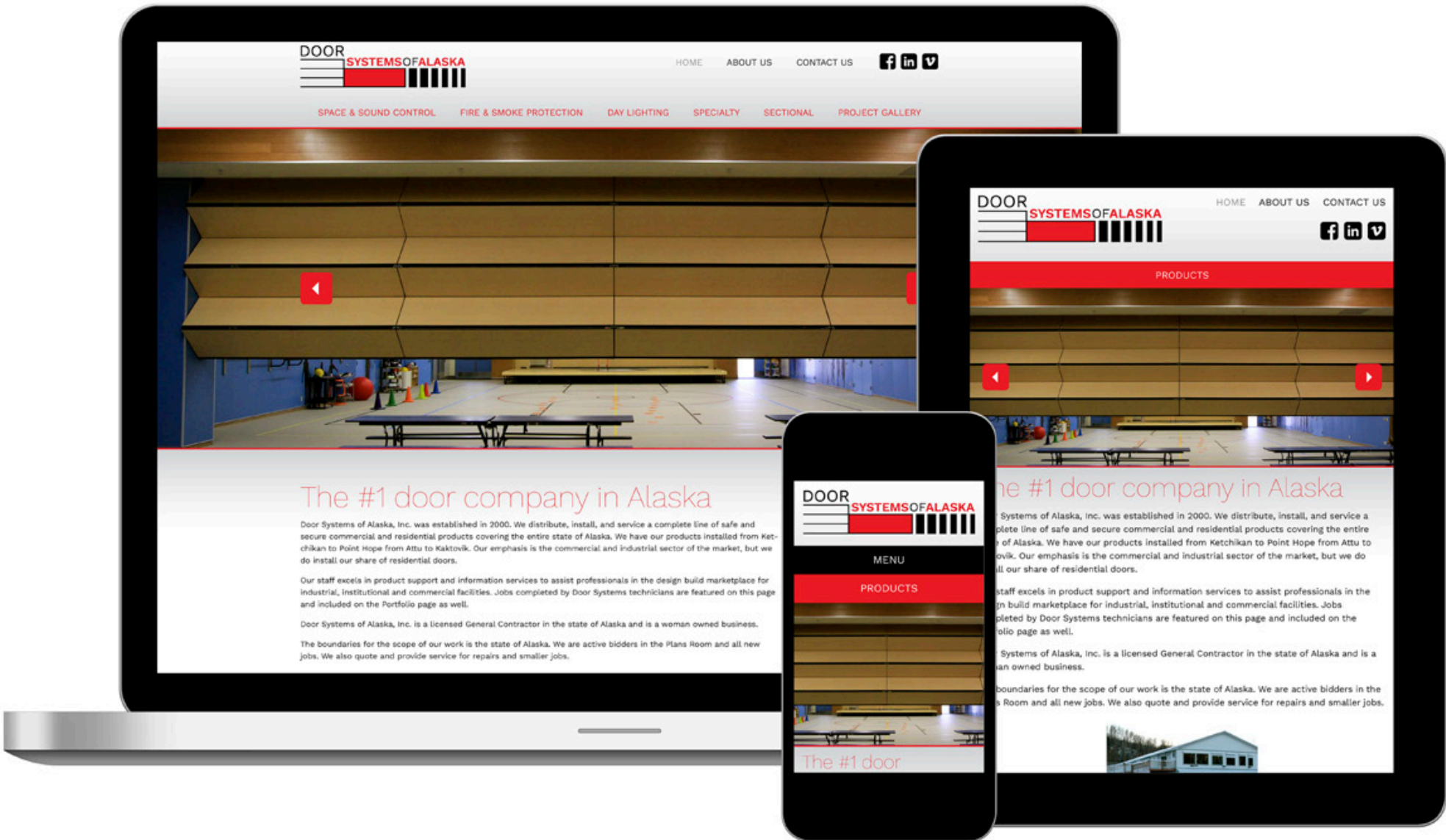


Original:



**Door Systems of Alaska  
Website Redesign  
2017: Buzzbizz Creative**

Door Systems of Alaska had an established logo which they could not part with, however, I was able to update it slightly while working on the new website design as they were unable to furnish an existing digital copy in proper format. They required a straight-forward, modern site layout in order to appeal to preferred clients such as architects, engineers and contractors.



Updated site proofing standards were implemented in 2017 as well. The new visual mock-ups have been key in explaining responsive design to clients.



**TGI Fridays Alaska  
Brand Maintenance  
2012-2017: Buzzbizz Creative**

In early 2017, our local Friday's tried rebranding their bar. Unfortunately, TGIF corporate would not allow it and the rebrand only lasted a matter of days. However, the product came out great and I provided an incredible amount of work for over five years while employed at Buzzbizz Creative—including summer menus aimed primarily at the tourism market.

THE GREAT ALASKAN  
**BEER HUNTERS**  
 PUB  
 ANCHORAGE T.G.I. FRIDAYS

SHOWCASING *Alaskan* BREWERIES

Fresh Summer  
**ALASKAN FLAVORS**



**HALIBUT TACOS \$16.00**

TENDER, DELICIOUS GOLDEN BROWN ALASKAN HALIBUT IN AN ALASKAN FREE RIDE APA BATTER. SERVED IN FLOUR TORTILLAS, SHREDDED LETTUCE, PICO DE GALLO, WITH A SIDE OF RICE.

**REINDEER SAUSAGE AND SMOKED SALMON QUESADILLA \$13.00**

AN ALASKAN PRISING: MINCED REINDEER SAUSAGE AND SMOKED SALMON, MELTED CHEESE, WITH A SOFT FLOUR TORTILLA. SERVED WITH PICO DE GALLO, SOUR CREAM AND GUACAMOLE.

**ALASKAN BEER BATTERED FISH AND CHIPS \$20.00**

GOLDEN BROWN, DELICIOUS HALIBUT, COATED IN AN ALASKAN FREE RIDE APA BATTER WITH YOUR CHOICE OF FRIES OR ONION RINGS.

**ALASKA BOURBON SALMON \$22.00**

A FILLET OF SOCKEYE SALMON, HICKORY SEA SALT BLEND AND BOURBON SEASONING, COOKED TO PERFECTION. SERVED ON A MAPLE WOOD PLANK, SOAKED IN ALASKAN OUTLAW BOURBON FOR THAT SMOKY TASTE. WITH A KICK! COMES WITH YOUR CHOICE OF TWO DINNER SIDES.

**REINDEER SAUSAGE FLATBREAD \$13.00**

WHAT A GREAT COMPLEMENT TO YOUR ALASKAN BEER! REINDEER SAUSAGE, PEPPER AND ONION MEDLEY, GARDINERA, SEVERAL TYPES OF CHEESE ALL MELTED TOGETHER ON FLATBREAD. IT'S NOT PIZZA... BUT PRETTY CLOSE!

**SMOKED SALMON FLATBREAD \$13.00**

SMOKED ALASKAN SALMON, MELTED CHEESE, ONIONS, PEPPERS, A SPECIAL BLEND OF SPICES AND ALFREDO SAUCE, ALL THIS GOODNESS IS BAKED ONTO FLATBREAD FOR COREY GOODNESS.

**ADULT MAC 'N' CHEESE \$15.00**

A BOWL OF HEAVENLY GOODNESS. OUR T.G.I.F. ADULT MAC 'N' CHEESE, MIXED WITH ALASKAN REINDEER. YOUR TASTE BUDS WILL THANK US.

T.G.I. FRIDAYS



ALASKAN BREWING  
 SUMMER  
 SCH-STYLE ALE

PILOT SERIES  
 10 EDITION SPECIALTY BEER

295



## AIA 2017 Conference Event Identity 2017: Freelance

This was a charitable contribution for 2017 as my spouse was on the planning committee. Initially a poster was designed along with a series of themed facebook images to promote guest speakers and exhibits (left). A tri-fold brochure and five-panel exhibit display (featured on the next page) were created upon receipt of the event schedule.

## Friday Schedule

- 7:30-8:00 a.m. ● Registration in Harbor Room
- 8:00-9:00 a.m. ● Breakfast with guest speaker Neal Fried, State of Alaska Economist: *Alaska's Economic Outlook*
- 9:00 a.m. ● Exhibit displays open in Harbor Room
- 9:15-10:15 a.m. ● **SB 87, An Act Relating to Energy Efficiency and Standards for School Construction** presented by Craig Fredeen, Cold Climate Engineering, LLC
- *Walking the Progressive Path* presented by Bruce Johnson, Shaw Contract Group (HSW)
- 10:20-11:20 a.m. ● **How Structural Silicone Spacers Contribute to Sustainable Window Design** presented by Tony Thiret, Edgetech IG, Inc. (HSWSD)
- **Design Innovation using Fiber Cement in Commercial Construction** presented by Linda McCandless, Nichiha (HSW)
- 11:25 a.m.-12:25 p.m. ● **What Does it Take to Become FAIA—Demystifying Fellowship** presented by AIA Alaska Fellows
- **Architectural Licensing—AXP, AREs and More** presented by Jason Arnold, AIA, Architectural Licensing Advisor (HSW)
- 12:30-1:30 p.m. ● Lunch with guest speaker Bryan Hawkins, Harbormaster: *History of the Homer Spit*
- 1:30-3:35 p.m. ● **Panel Discussion: Marijuana Facility Design and Regulation Issues in Alaska** presented by Brandon Emmett, Marijuana Control Board; Jill Roberts, State Fire Marshal; Joseph Notkin, AIA (2HSW)
- 1:30-2:30 p.m. ● **The Brutal Truth About Mechanical Engineering** presented by Craig Fredeen, Cold Climate Engineering, LLC (HSW)
- 2:35-3:35 p.m. ● **The Evolution of Self Leveling Technology** presented by John Gallup, Schonox HPS (HSW)
- 3:40-4:00 p.m. ● Break, visit exhibitors
- 4:00-5:00 p.m. ● **Wrap-up Session: Fire Protection and Life Safety 101** presented by Scott Twele, Coffman Engineering (HSW)
- 5:00-6:00 p.m. ● AIA Alaska Membership Meeting
- 6:00 p.m. ● Exhibit displays close
- Reception and dinner begin  
Sponsored by Malarkey Roofing Products
- 6:30 p.m. ● Dinner with keynote speaker Stein Halvorsen, Arkitekt AS: *Traces in Snow—Own Projects in Relation to Nature, Climate and Light: Part 1*

● Harbor Room ● Chart Room ● Quarterdeck 1 ● Quarterdeck 2 ● Combined Quarterdeck



## AIA Alaska 2017 Conference



Shaw Contract Group  
Joseph Notkin, Architect  
Colin Maynard, PE

### Thank You for Your Support

## Saturday Schedule

- 7:30-8:00 a.m. ● Registration & exhibit displays open
- 8:00-9:00 a.m. ● Breakfast with guest speaker Ron Hyde, President & CEO of PRL Logistics: *Logistics Technology—Hybrid Airship*
- 9:05-10:05 a.m. ● 2015 IBC Changes presented by David Gramlich and Steven Dannaway, Coffman Engineering (HSW)
- Preserving Alaska: South Naknek Cannery, Historic Fairbanks, and High Definition Laser Scanning presented by Grant Crosby, AIA Alaska Historic Resources Committee (HSW)
- 10:10-11:10 a.m. ● Using Stone in Today's Architecture presented by Jerry Cunningham, Coldspring (HSW)
- Innovative Moment Frames - An Alaskan Firm's Experience presented by Colin Maynard, BBFM Engineers (HSW)
- 11:10-11:30 a.m. ● Break, visit exhibitors
- 11:30 a.m.-12:30 p.m. ● Cold Liquid Applied Roofing & Waterproofing Systems presented by George Pfeiffer, Kemper Systems (HSW)
- Air Barrier Testing & Design from the Perspective of a Thermographer presented by Emmett Loeffel, Alaska Thermal Imaging (HSW)
- 12:30-1:30 p.m. ● Lunch with guest speaker Beau Wilder, VP of Innovation at Plantronics: *Habitat Soundscaping—Making Open Offices Work, Naturally* (HSW)
- 1:30 p.m. ● Exhibit displays close for break-down
- 1:35-2:35 p.m. ● Bio Printing—Designing with Biomaterials presented by Dr. Philippe Amstislavski, UAA Professor (HSW)
- 2:35-3:45 p.m. ● Wrap-up Session: Integrating Renewable Energy into Alaska Architecture presented by Andy Baker, Your Clean Energy, LLC (HSW)
- 3:45 p.m. ● Meet in lobby to board bus
- 4:00-5:00 p.m. ● Tour of Islands and Oceans Visitor Center (HSW)
- 5:00-6:00 p.m. ● Closing Reception Sponsored by Kuchar Construction
- 6:15 p.m. ● Dinner with keynote speaker Stein Halvorsen, Arkitekt AS: *Traces in Snow—Own Projects in Relation to Nature, Climate and Light: Part 2*

● Harbor Room ● Chart Room ● Quarterdeck 1 ● Quarterdeck 2 ● Combined Quarterdeck

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Design



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