

PORTFOLIO

Kaylynn O'Neal

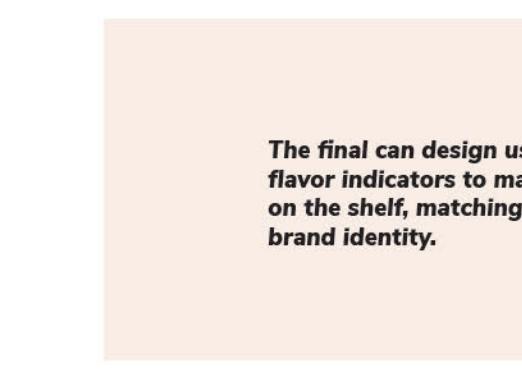
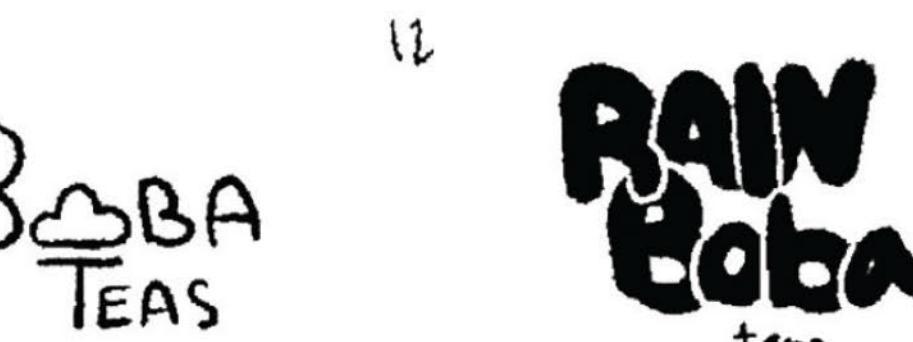
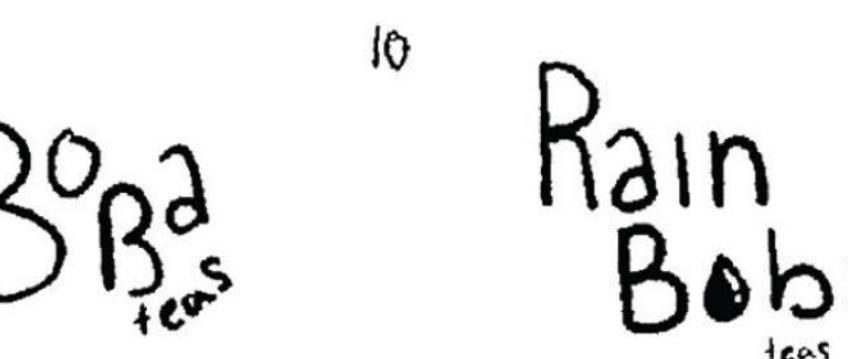
kaylynnoneal.com

RainBoba



The challenge for the spec brand RainBoba was to break into the busy ready-to-drink market. They wanted to appear fresh and convenient. The solution started with creating a logo that felt fun and trustworthy, paired with bright colors to suggest both freshness and flavor. I then designed packaging to clearly showcase what was inside and used visuals that stand out on a store shelf, making the brand appeal to consumers looking for an easy treat. I created a set of print ads and social media posts. The overall outcome was a complete, well-rounded brand identity that connects with customers' desire for a high-quality product that also gives back.

Skills: Logo Design, Brand Strategy & Identity, Packaging Design, Advertising Design (for print and social media) and Visual Storytelling



The final can design uses bright colors and clear flavor indicators to make the product stand out on the shelf, matching the fun and trustworthy brand identity.

Secondary Packaging: Cardboard Cases

This design shows the final mockup of the cardboard cases (secondary packaging) used to ship and display multiple cans of RainBoba tea. The cases were designed to be both strong for shipping and visually appealing for stacking and display in stores. The design is simple and uses the brand's key colors to clearly identify the flavor inside, even when the cans are in the cardboard case.



Digital Ad Campaign

This image shows three social media advertisements specifically designed for platforms like Instagram to showcase the three flavors and promote the brand's fun, refreshing identity to a online audience.



Outdoor (OOH) and Print Advertising

These designs transform the can packaging into large posters and smaller print ads, which focus on advertising the new ready-to-drink product to the public.



Outdoor Display (Left Page): This mockup shows a poster advertising the Vanilla flavor, designed to be hung up in a sidewalk frame or sign holder. The large, clean image of the can helps quickly advertise the product to people walking by.



Print Ads (Right Page): This ad focuses on individual flavor such as Brown Sugar or Matcha, using fun text and close-up of the can. This would be used in magazines, newspapers, or other print materials.

Phoenix Film Festival

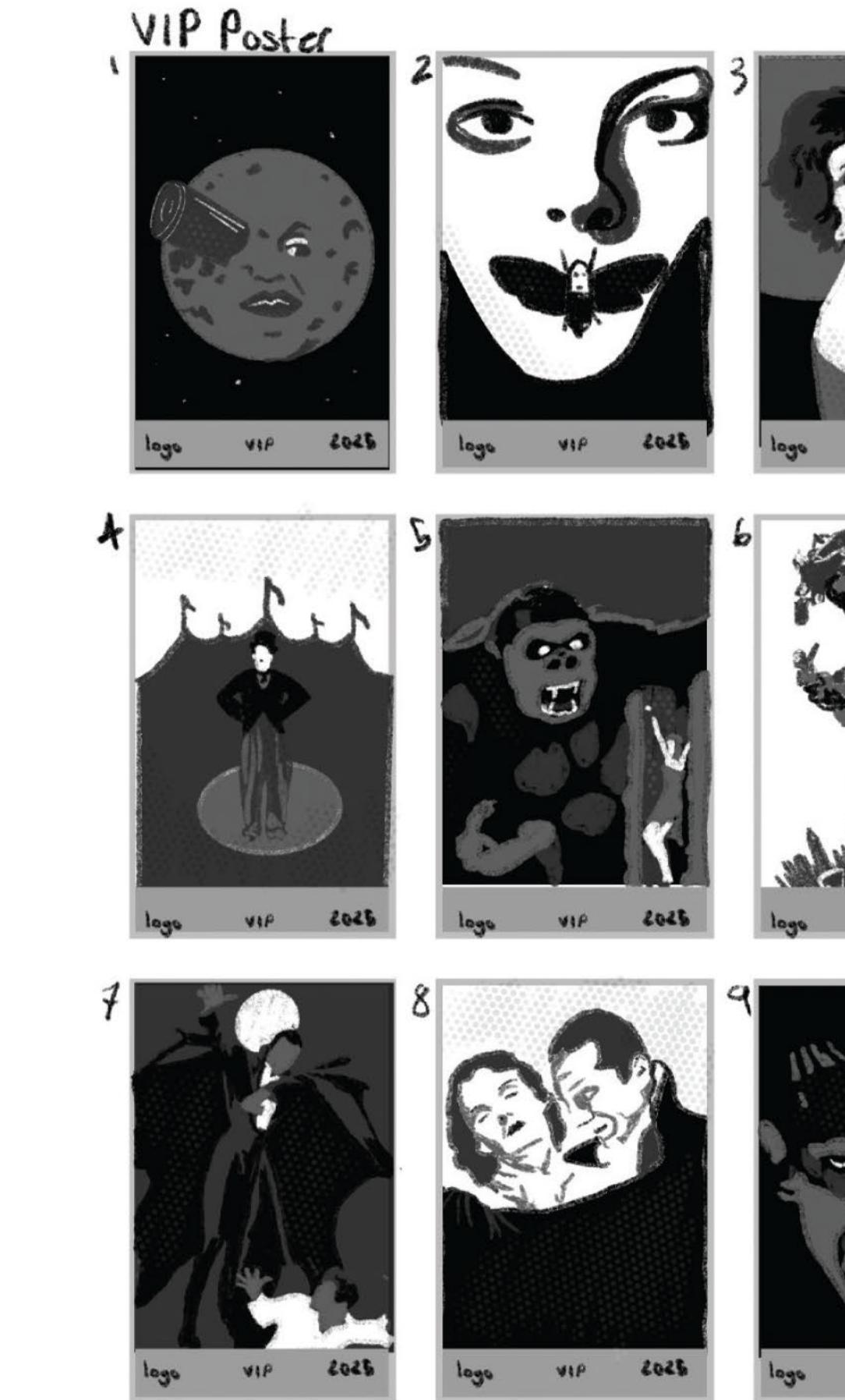


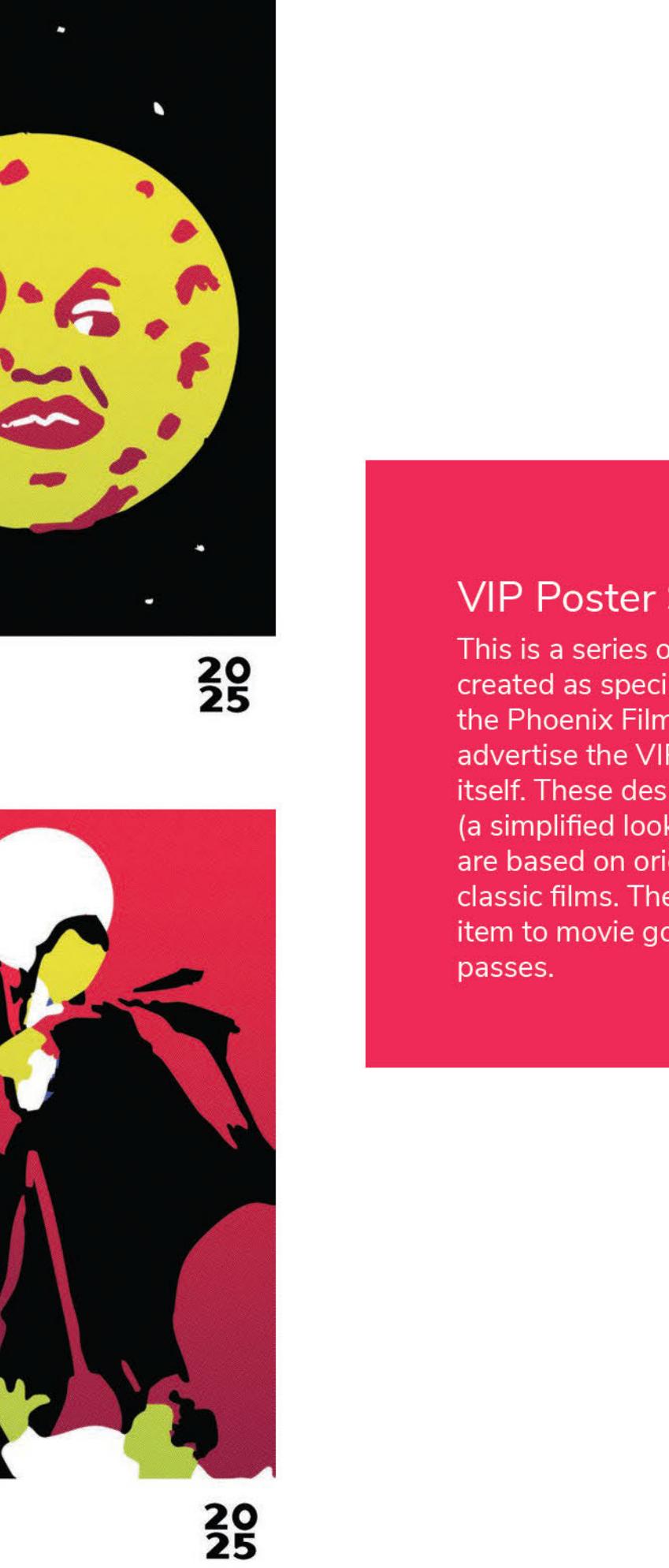
The main challenge was to design a cohesive brand for the Phoenix Film Festival's VIP experience that would make people feel like they were getting an exclusive, high-value access to the festival. To make the experience feel sophisticated and memorable, the solution involved creating a new, VIP-specific logo with a visual style inspired by vintage Hollywood glamour. I designed a unique poster and a collection of six swag bag items, all using the new vintage style. Finally, I created social media ads for all platforms, along with large out-of-home (OOH) billboards. The outcome was a complete design package to boost the perception of the pass as a premium ticket.

Skills: Brand Identity Design, Logo Development, Target Audience Analysis, Poster Design, Product/Swag Design, Advertising Design, and Visual Storytelling



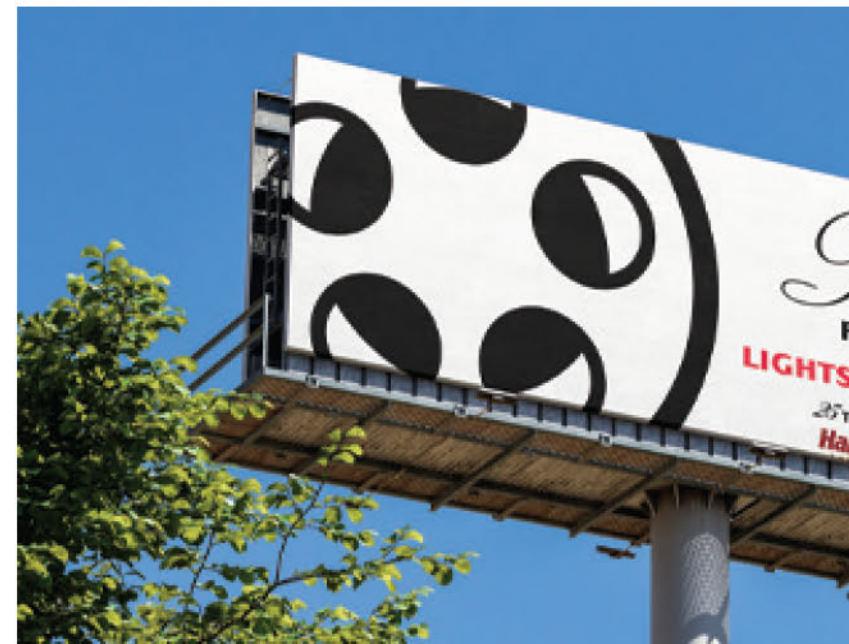
My work in progress sketches for VIP posters inspired by vintage but well-known movie posters with a posterized styled look.



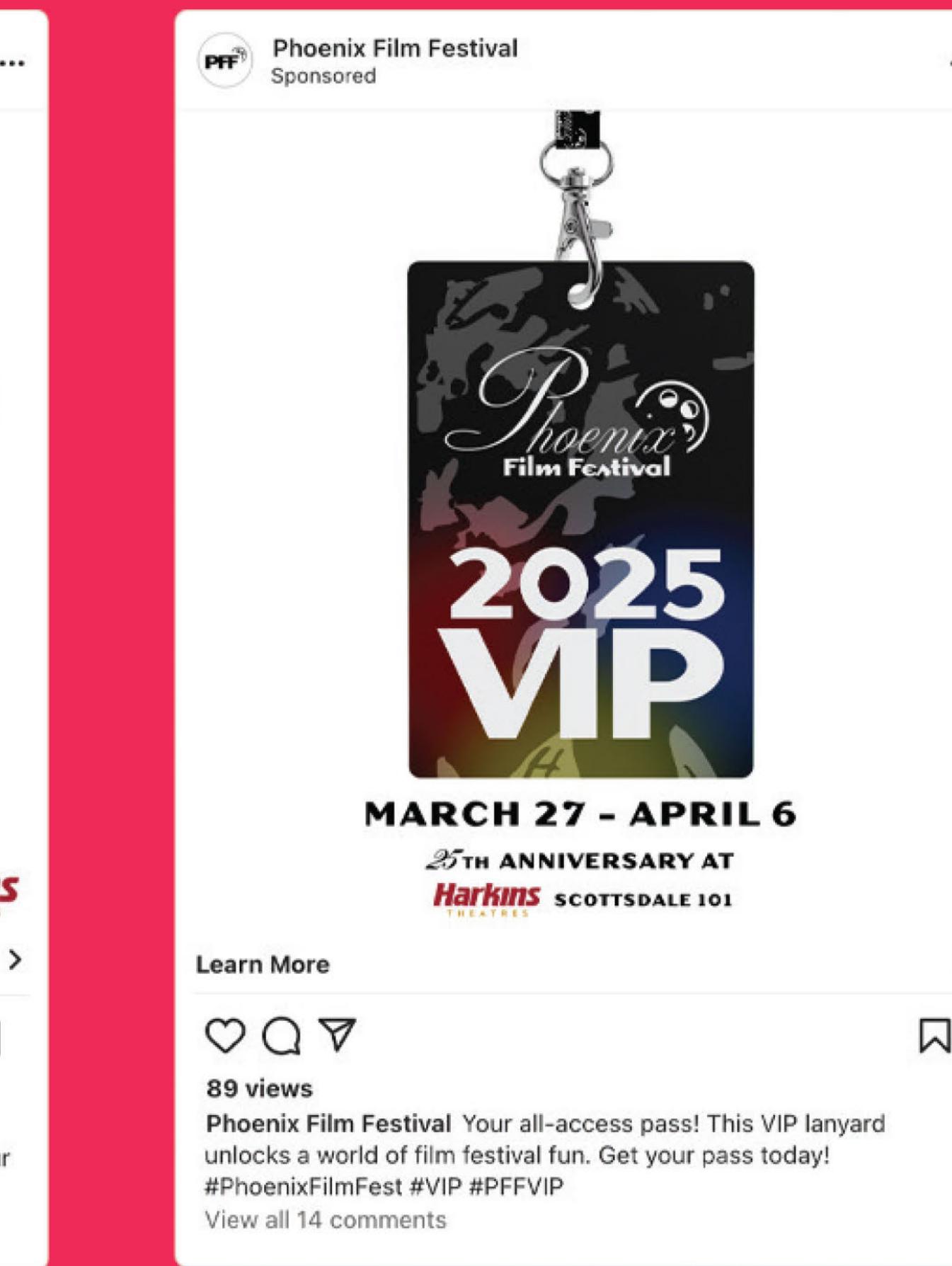
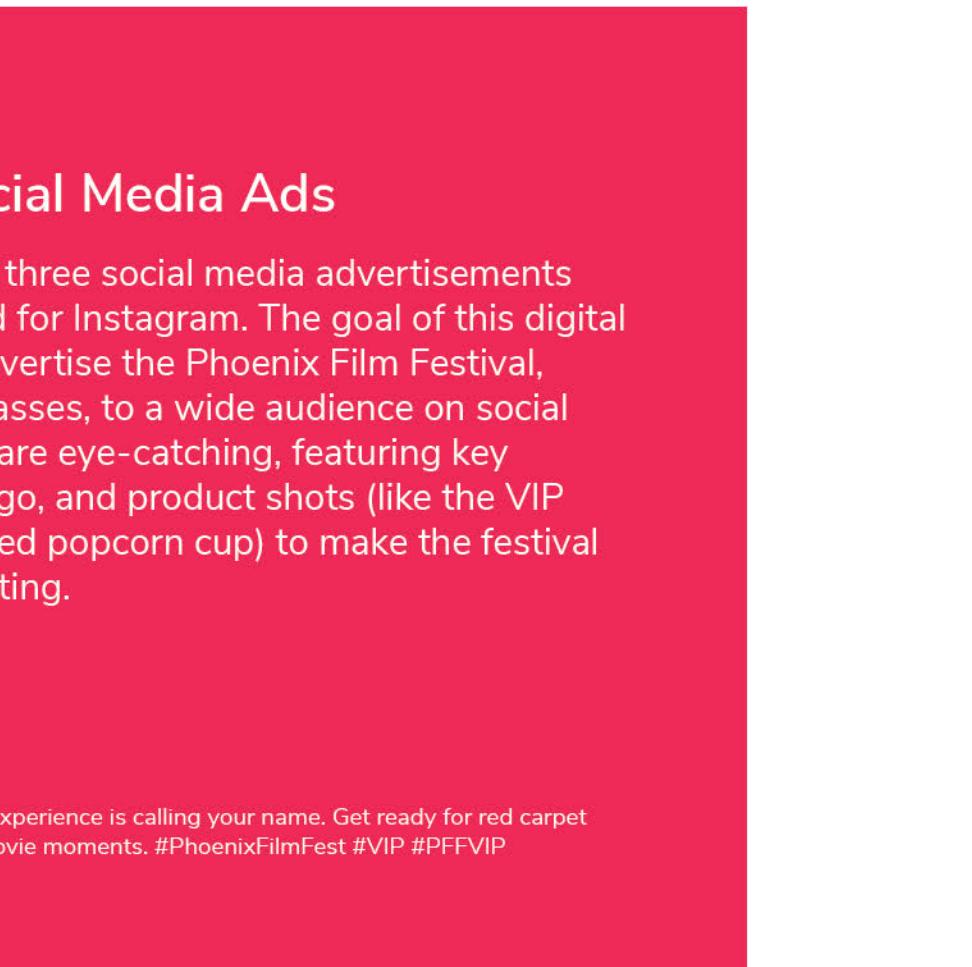
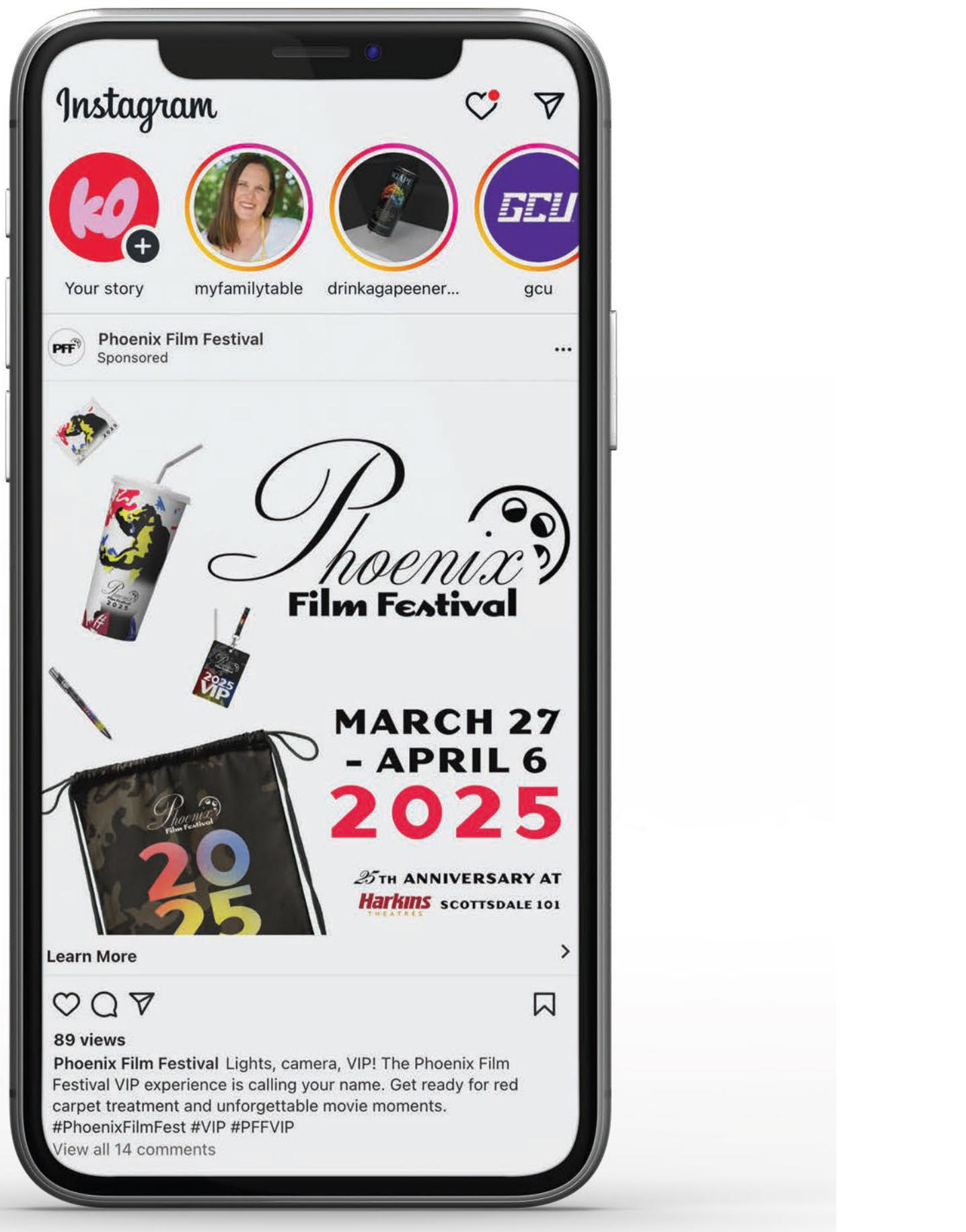


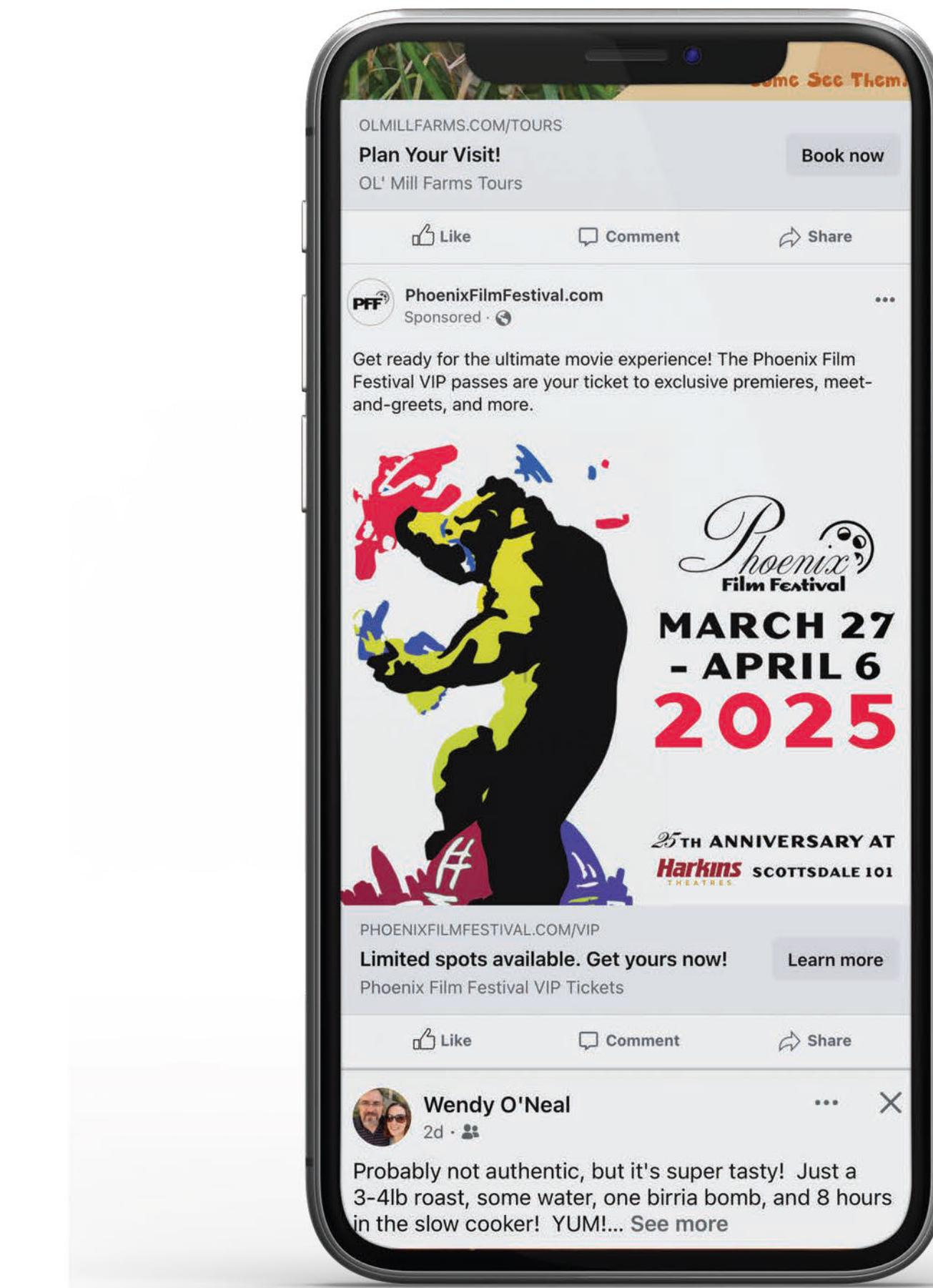
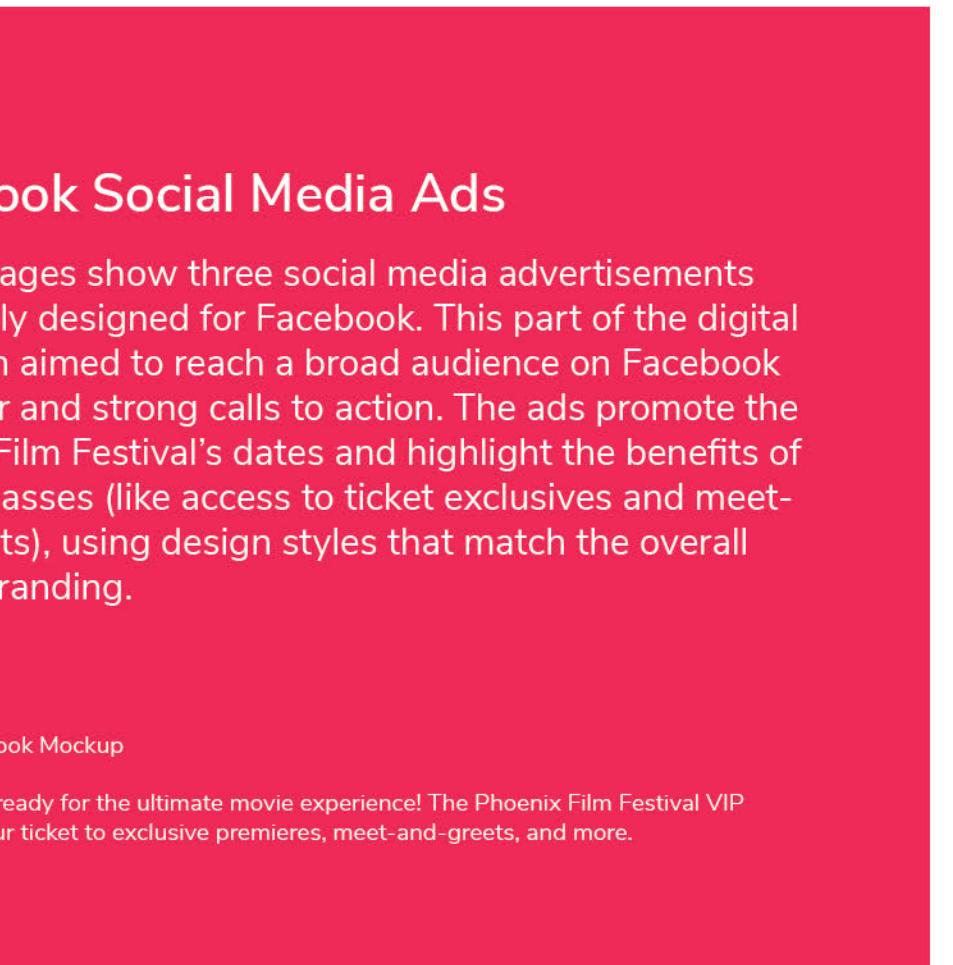
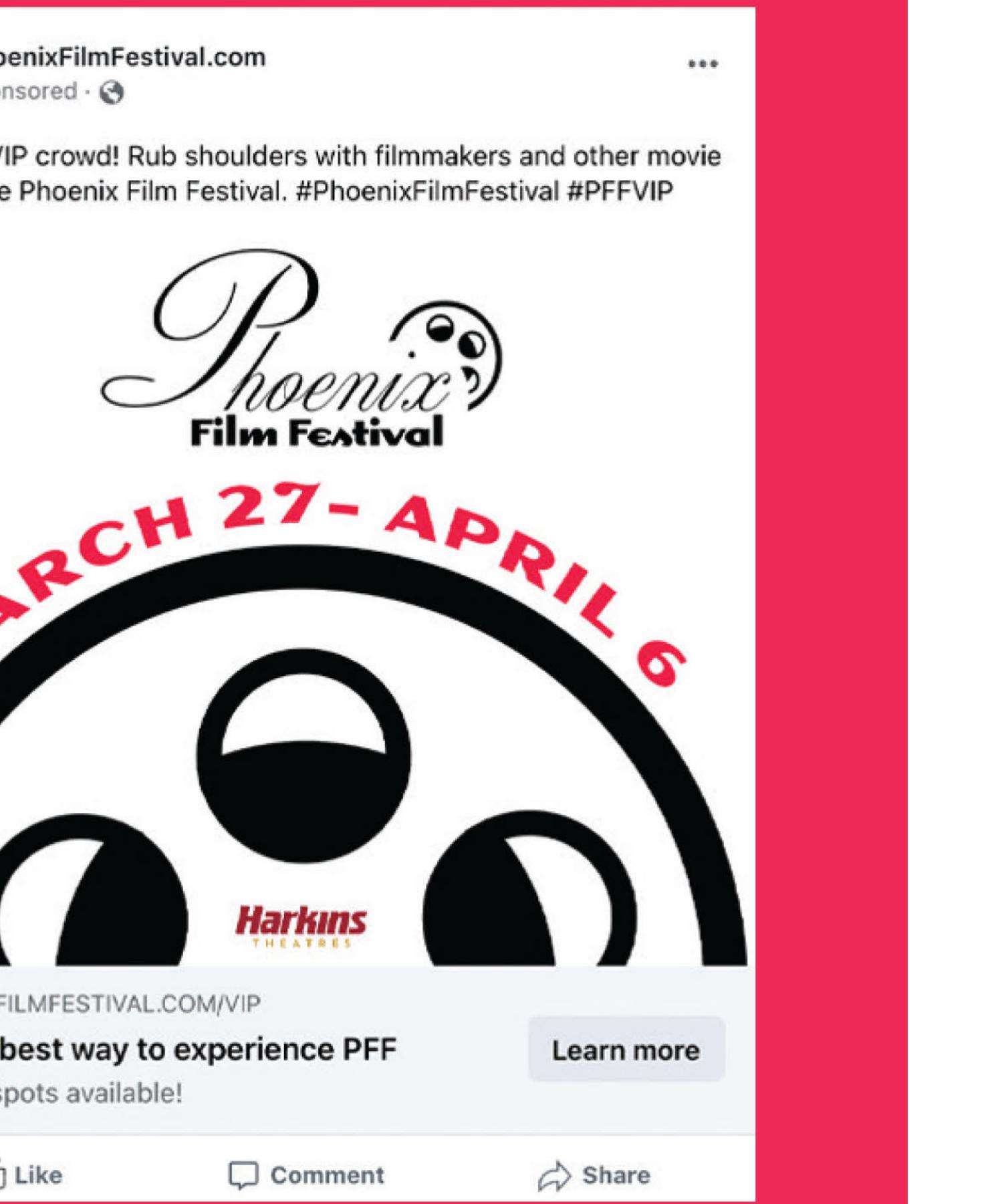
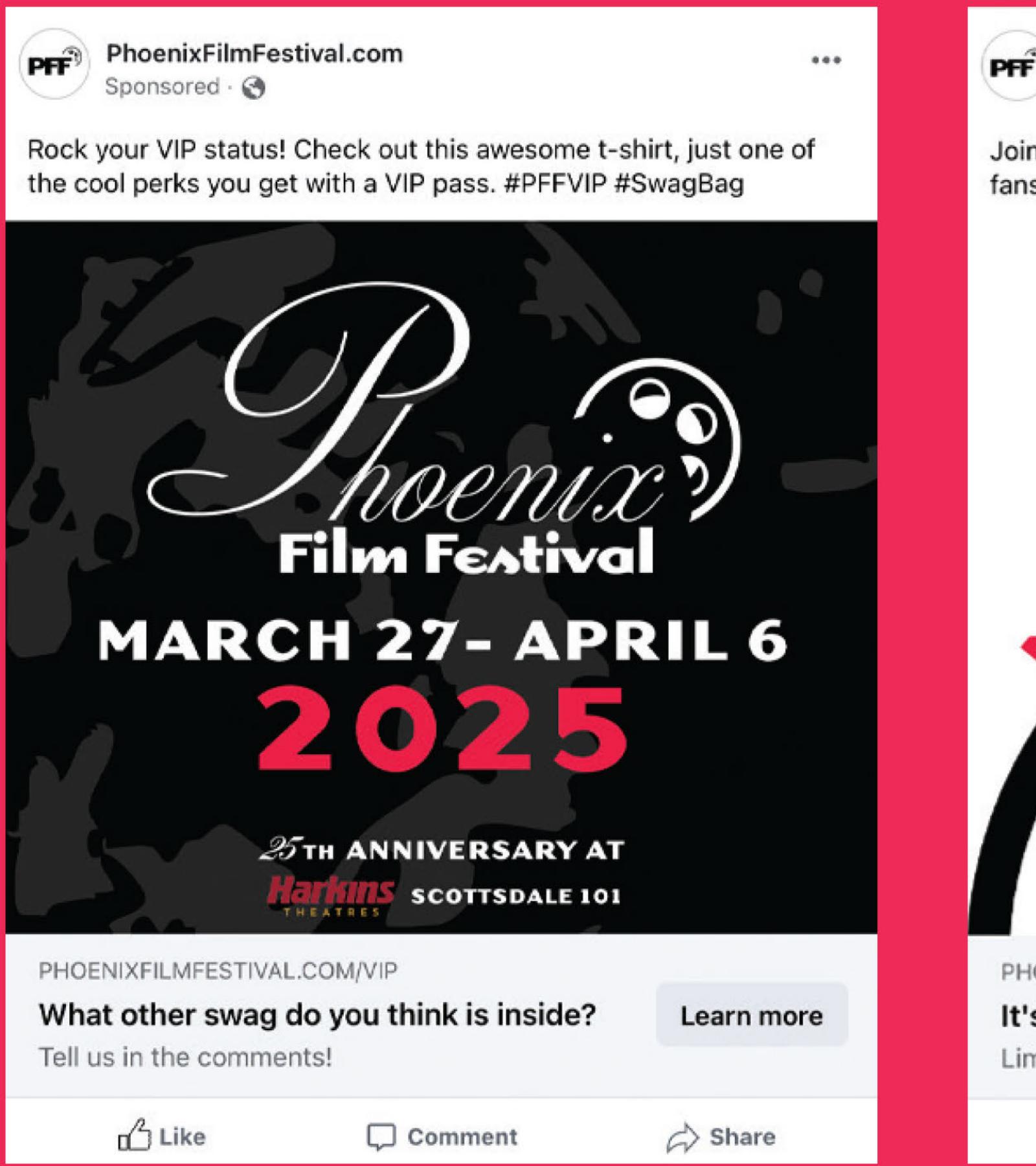
VIP Poster Series

This is a series of three poster designs created as special VIP giveaway items for the Phoenix Film Festival. The goal was to advertise the VIP passes and the festival itself. These designs use a posterized effect (a simplified look with flat blocks of color) and are based on original movie posters from cult classic films. They offer a unique, collectible item to movie goers who purchased VIP passes.



Billboard advertisements created to promote the Phoenix Film Festival and its VIP pass program. The designs use bold, minimal text and high contrast to ensure the message is clear and effective for diverse audiences.





The Custom Crust

Ai **Id** **Ps**

The challenge for this faux brand was to show consumers that this wasn't a standard pizza joint, but a place designed specifically for those with dietary needs. The solution was a complete brand package built around this core idea. I created the entire brand identity, designed an easy-to-read menu highlighting the different custom crusts, and designed a loyalty punch card to encourage repeat business. To ensure the brand experience was consistent, I designed the look for the uniforms, the main pizza box, and an email newsletter template to keep customers updated on new specialty pies and safety practices. The goal of all these pieces was to sell a perfect, worry-free meal every time.

Skills: Brand Identity Design, Menu Design, Packaging Design, Uniform Design, Email Newsletters, Print Design, and Customer Experience Design



The Custom Crust

The Perfect Pie, Every Time.

Print Menu Design for The Custom Crust. This menu was created with a clear, organized layout to present specialty pizzas and a step-by-step custom order form, make it easy for customers to navigate the choices.





Pizza Box Design

This image shows the final design mockup for The Custom Crust pizza boxes. The boxes use a natural, kraft cardboard texture, which gives them an authentic, rustic feel. The design features a bold logo and branding on the top and sides, making the pizza instantly recognizable when stacked or delivered. The simple, clean design focuses entirely on the brand's identity.



Customer Punch Card Design created to build loyalty and encourage repeat business. This small card features the brand's graphic elements and serves as a simple reward system for frequent customers.



The Custom Crust Uniform Design

This image shows the design for The Custom Crust employee uniform shirt. The simple, clean design features the brand's logo embroidered on the chest. The consistent use of the brand's colors (orange and blue) help create a professional and recognizable look for employees, reinforcing the brand identity every time a customer interacts with staff.



Outdoor A-Frame Sign mockup. For sidewalk placement with a bold, inviting message to capture the attention of passersby and promote the restaurant's quality and custom ordering experience.

The Custom Crust

Hey Custom Fam!

We heard you! Sometimes, you need a safe, delicious pie right now and you don't want to leave the house. That's why we're thrilled to announce that The Custom Crust is officially offering delivery to the Mesa area!

No more settling for limited, unsafe options. Now, you can build your Perfect Pie, whether it's Keto, Gluten-Free, or Classic and have it delivered right to your door.

The Perfect Pie, Delivered.

Forget the guesswork. Just click the link below, select your custom crust (Cauliflower, Keto, GF, or Classic), load it up with your favorite toppings, and we'll handle the rest.

Try Delivery Today and get 15% off your first delivery order!
Use code MESA15 at checkout.

Order Delivery Now:

THECUSTOMCRUST.COM/DELIVERY/MESA15

We're so excited to bring the ease of The Custom Crust home to you.

Happy eating,

The Team at The Custom Crust

Email 1: Local Delivery Announcement

Subject: Great News, Mesa! The Custom Crust Now Delivers!

Description: This email newsletter features a major service update: local delivery in the Mesa area. The email's goal is to inform the community, explain the new delivery process, and encourage a first-time online delivery order. The design features a clear call-to-action button to start an order.

The Perfect Pie, Delivered.

Forget the guesswork. Just click the link below, select your custom crust (Cauliflower, Keto, GF, or Classic), load it up with your favorite toppings, and we'll handle the rest.

Try Delivery Today and get 15% off your first delivery order!
Use code MESA15 at checkout.

Order Delivery Now:

THECUSTOMCRUST.COM/DELIVERY/MESA15

We're so excited to bring the ease of The Custom Crust home to you.

Happy eating,

The Team at The Custom Crust

The Custom Crust

Congrats Class of 2026!

The caps have flown, and the hard work is done! Whether you're a recent graduate or you're celebrating one, we think every grad deserves a feast, especially one that fits their specific dietary needs.

From all of us at The Custom Crust, congratulations to the Class of 2026!

Graduation Discount: 20% Off!

We're making party planning easy and delicious. Show your student ID or your graduation program at checkout (or use the code below online) to get a special discount just for celebrating.

Here's the Deal:

- 20% OFF your entire order (pizzas, sides, and drinks!)
- When: All month long, May 2026!
- Code: CONGRATS20

Dietary Safe Parties
Treat the whole family or friend group to the Perfect Pie without worrying about cross-contamination. We've got the Keto, GF, and Vegan options covered!

We can't wait to help you celebrate this huge milestone!

Cheers,

The Team at The Custom Crust

Email Marketing Campaign

This section displays three email newsletter designs created for The Custom Crust. Email marketing engages customers directly, announces new offerings, and promotes limited-time deals to increase orders.

The Custom Crust

Hey Custom Fam!

Your perfect meal at The Custom Crust just got a little sweeter! We're thrilled to introduce our brand new, totally customizable Cookie Skillet.

A warm, gooey cookie, baked fresh and served right in a skillet, topped exactly how you want it. Best of all? We have options for everyone!

The Perfect Dessert, Every Time. Just like our pizzas, we make sure everyone can enjoy this new treat:

- **Custom Cookie Base:** Choose from our Classic Chocolate Chip, Gluten-Free Chocolate Chip, or delicious Vegan Oatmeal Raisin base.
- **Pick Your Toppings:** Add a scoop of creamy vanilla ice cream (dairy or dairy-free!), a drizzle of chocolate, or chopped pecans.

It's the ultimate way to finish your meal or share with friends.

Ready to try it?

- Cookie Skillets start at \$6.0!
- Add one when you check out online or mention it when you call!

Stop by the store or order delivery tonight and taste the difference!

Happy customizing,

The Team at The Custom Crust

THE CUSTOM CRUST

The Custom Crust - 1033 N Dobson Rd #104, Mesa, AZ 85201
Unsubscribe Manage preferences

Barter N' Trade

Ai **Id** **Ps**

The goal for this project was to build a complete and recognizable brand from the ground up. Since the market was just starting, it needed a look that was appealing and made the community feel excited. The solution involved first designing a cohesive brand identity that suggested fresh, local goods, and a friendly atmosphere. I developed a complete set of marketing and informational materials to support the launch. This included a main banner and web ads to capture attention, a professional business card for networking, and a trifold brochure to explain what the market has to offer. I also created a direct mailer to reach potential shoppers right in their homes.

Skills: Brand Identity Design, Logo Concept & Development, Print Design, Advertising Design, Layout and Typography



This Print Ad is for display in community areas to attract new visitors.



Mesa Convention Center Parking Lot,
263 N Center St, Mesa, AZ 8520

Barter N' Trade
Farmers' Market
Fresh Faces, Fresh Finds

Every Saturday from 6 AM - 4 PM



Follow us on Instagram!



Business Card Design

This design is for a business card, which is small enough for people to easily carry and share. The cards are to be placed on the market's main tables and left in local spots like coffee shops to encourage word-of-mouth promotion among friends and family.



Business Card Design

This piece is a direct mailer, it will be sent to people in the neighborhoods near the farmers' market. Its main goal is to introduce the event and get people interested in attending.



Direct Mailer Design

This piece is a direct mailer, it will be sent to people in the neighborhoods near the farmers' market. Its main goal is to introduce the event and get people interested in attending.



HOME ABOUT RECIPES

HOEMAKING

CELEBRATIONS

TRAVEL

COOKBOOKS

SHOP



Tiger Butter Fudge (Keto, Sugar Free)

My keto
you ne



It's your favorite local farmers market, right here in Mesa!
We're packed with fresh fruits and veggies, handmade goods, delicious baked treats, and unique items you won't find anywhere else.

Barter & Trade
Farmers' Market

It's your favorite local farmers market, right here in **Mesa**!

[Follow us on Instagram!](#)
click here to learn more!

Wendy's Table

[Follow us on Instagram!](#)
click here to learn more!

Friends!!!

Web Advertisements

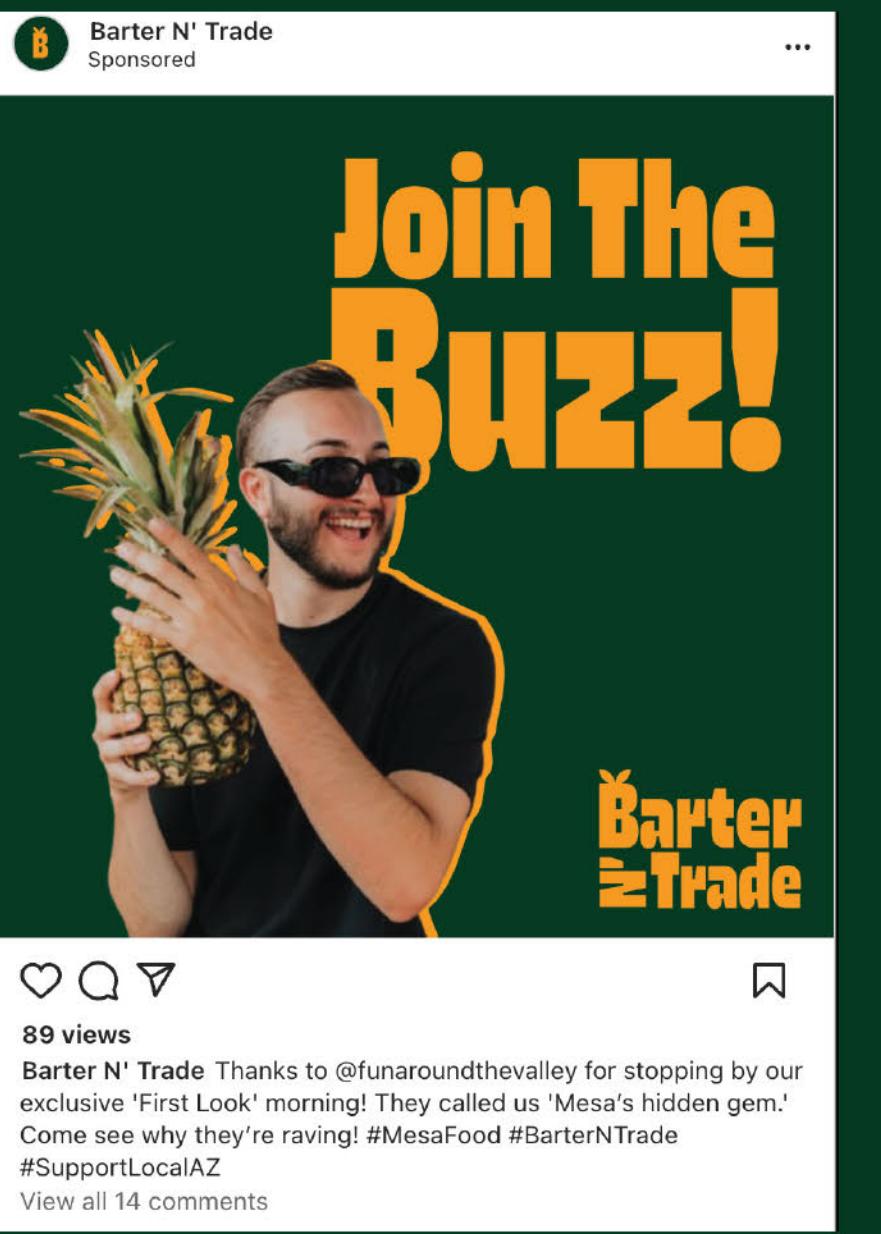
These images show digital banner ads placed on a local food blogger's website, "Around My Family Table." This placement targets people already interested in cooking and local food, which helps drive traffic and interest to the farmers' market. The ads are designed to stand out on the blog page and lead users directly to the market's information.



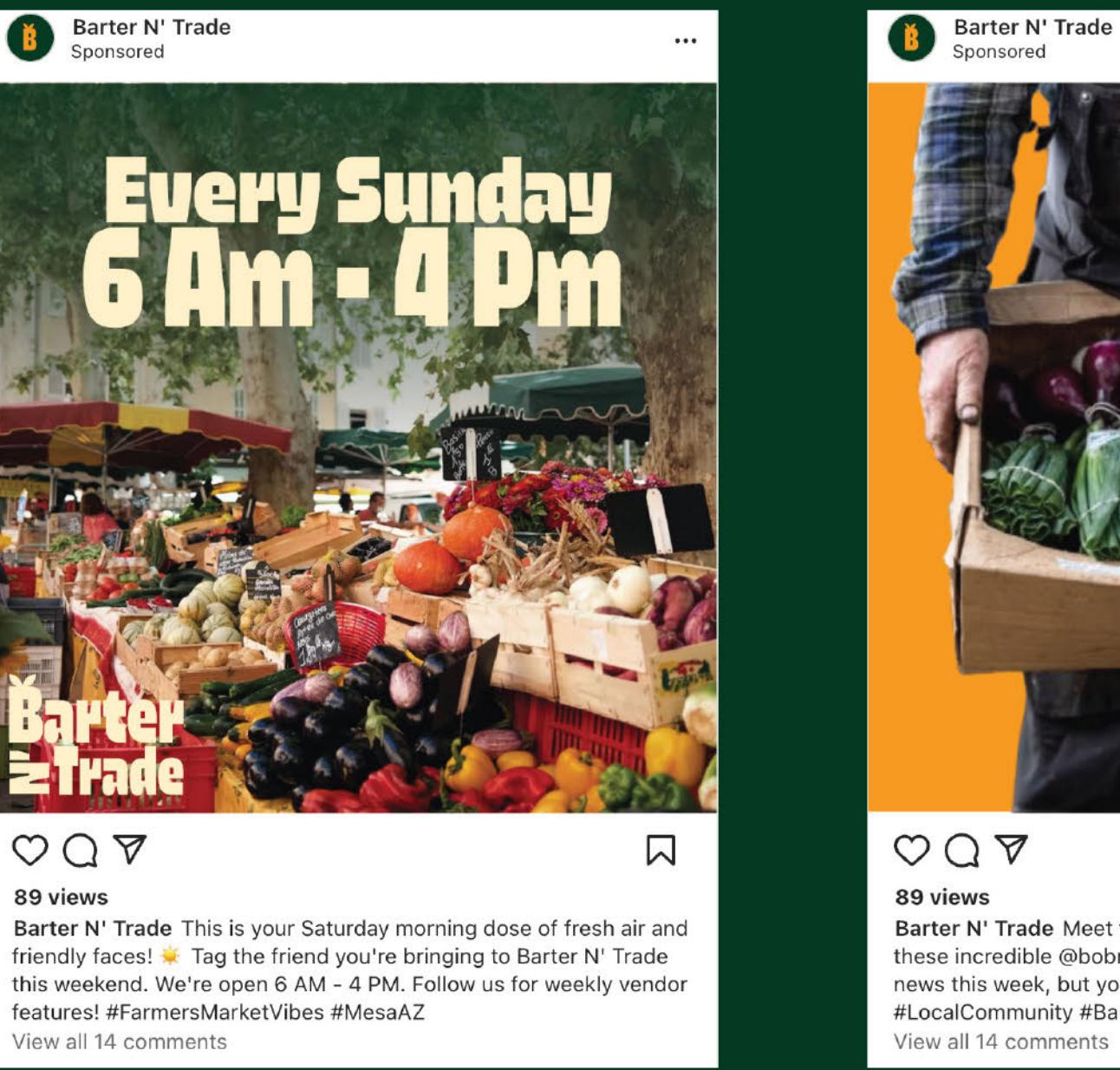
Trifold Handout design. This detailed brochure is to be given out to potential customers, providing a comprehensive overview of the farmers' market, its mission, and all necessary event details.



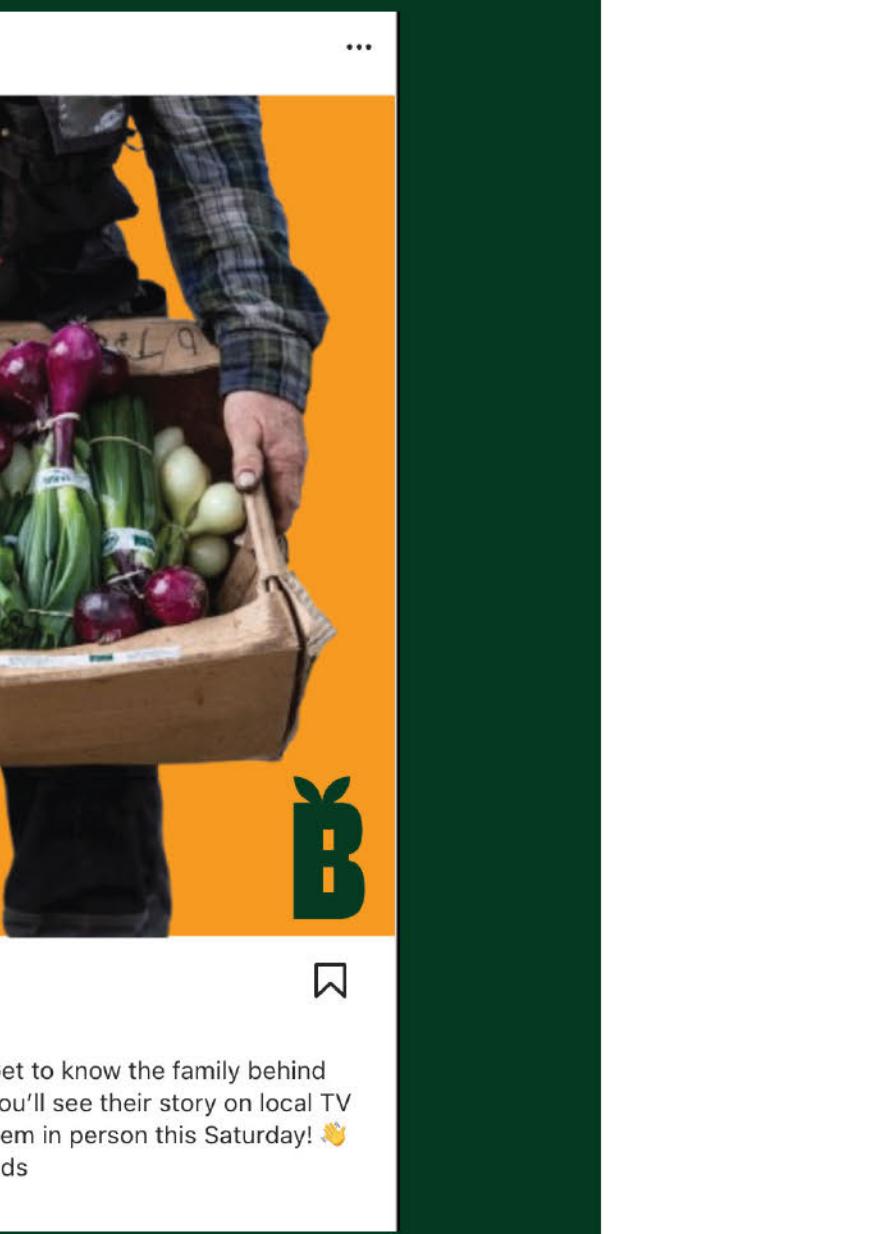
Large Event Banner designed to be displayed at the farmers' market location. The banner serves as a key piece of visual branding and is highly visible to people attending the event.



Produce Spotlight Ad. Is to be visually appealing, this post focuses on the freshness and quality of the seasonal produce available at the Barter & Trade Farmers' Market, driving interest in the current offerings.



Market Information Post. This content clearly communicates the market schedule (Dates, Time, Location), ensuring the local community has the necessary information to plan their visit.



Community & Lifestyle Post. This post promotes the atmosphere of the event and showcases the social and community-driven aspects of the Barter & Trade Farmers' Market.



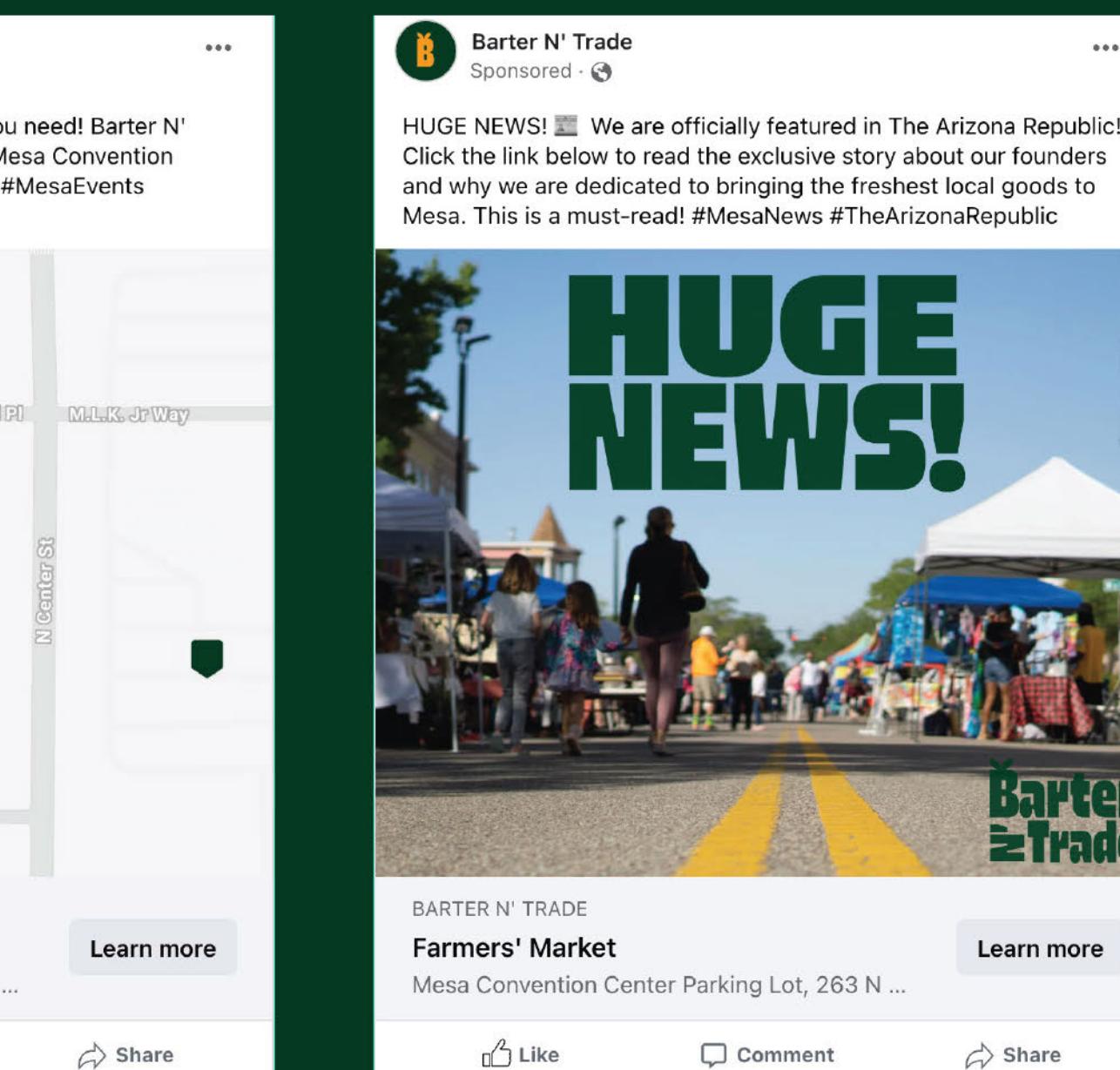
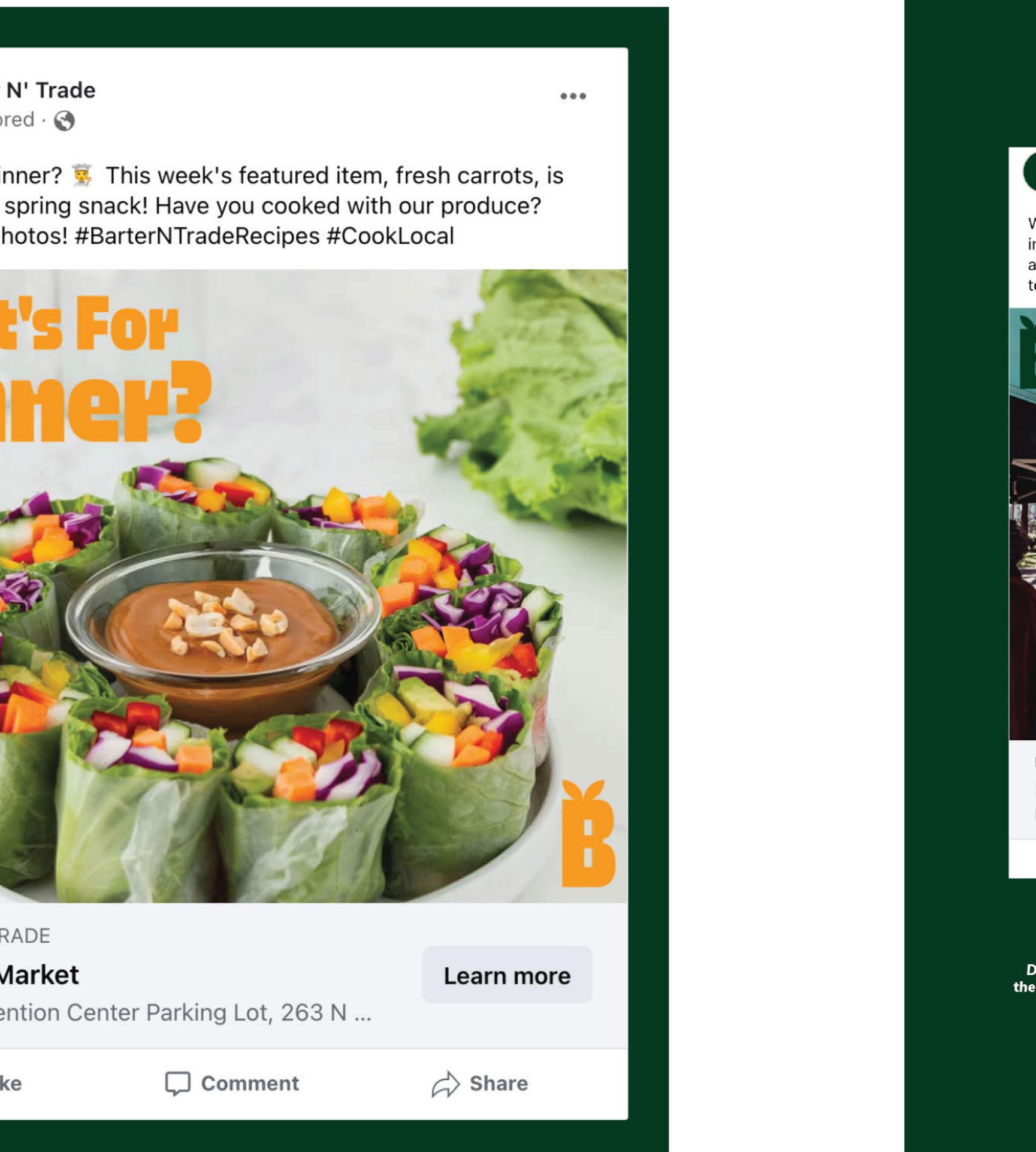
89 views
Barter N' Trade A little beauty for your feed. ✨ Everything you see here is grown or made within 50 miles of Mesa! Which display is your favorite? Tell us in the comments! #ArtisanGoods #FreshProduce

Instagram Advertisements

This page features a set of Instagram content designs to promote the Barter & Trade Farmers' Market to local, online audience. The campaign uses clear, colorful photography and simple graphics to highlight the freshness, community, and variety available at the market.

Facebook Advertisements

This section displays three Facebook advertisements created for the Barter & Trade Farmers' Market. The Facebook campaign reaches a broader, older audience in the local community, promoting the market as a weekly destination for fresh goods and family fun.



Redeemer Christian School



RCS had an outdated logo that looked tired and didn't work well or scale when used on various platforms. The main challenge was to update the logo to feel similar, yet refined. The solution was a complete brand update. I designed a cleaned main logo and then created a set of different versions. To make sure everyone at the school used the new look correctly, I assembled a detailed brand style guide that explained the correct colors, fonts, and how to proper use of the logo. I also designed a full set of stationery items to show the new brand assets in action. The outcome is a unified, professional look for the school that makes them look as good as their education is.

Skills: Logo Design, Branding & Identity Design Iteration and Client Communication



O'Neal - Page 34



Original Logo (Before). This is the outdated logo design for Redeemer Christian School. Its complex details caused issues with clarity and consistency when used on various digital and print materials.



Redesigned Logo (After). This is the final, refined logo created for Redeemer Christian School. The design is a clean and more professional, providing unified look that is easily adapted across all the school's various platforms and materials.

O'Neal - Page 35

Main Vertical Logo Colors

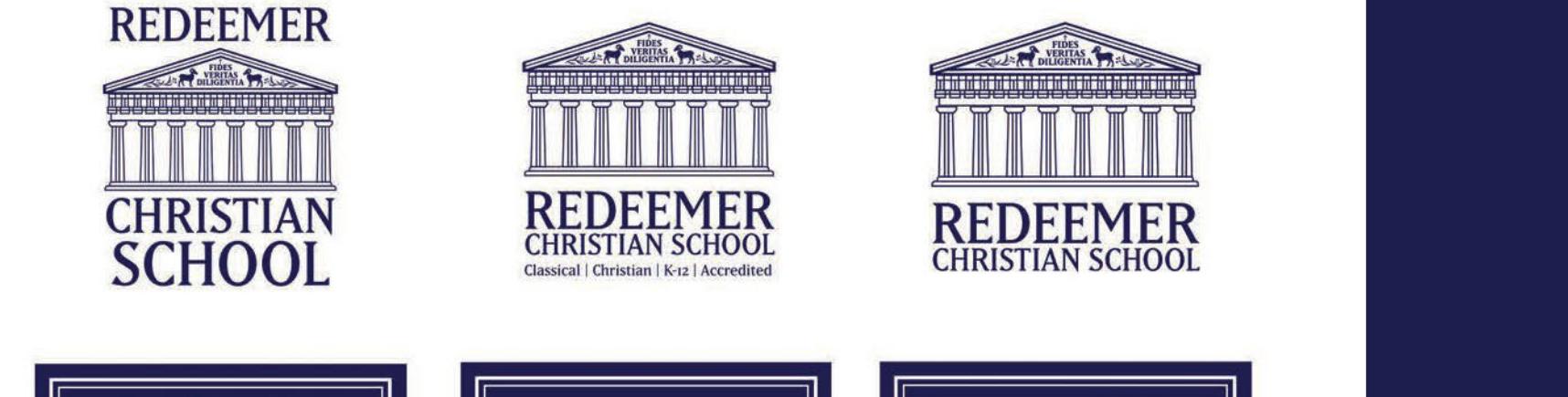
To maintain brand consistency across all mediums, the Main Vertical Logo must only be rendered in one of the following approved color lockups: White for dark backgrounds (Navy Blue, Black, Grey), or the Primary Navy Blue for white/light backgrounds. This strict palette ensures maximum legibility and reinforces the authoritative and clean aesthetic of the brand.



Redeemer Christian School Brand Style Guide

Vertical Logo Variants

These are the approved variations of the Main Vertical Logo designed for specific uses. They include options with added text elements (like "Classical | Christian | K-12 | Accredited") for contexts needing more descriptive information, and options with a simplified frame or adjusted typography for high-impact or smaller applications. These variants ensure the logo is visually strong and legible across diverse materials while maintaining strict brand consistency.



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Brand Style Guide: Main Vertical Logo

This section of the brand style guide demonstrates the approved color variations for the primary vertical logo. It outlines the specific colors (e.g., navy blue, black, and various grays) to be used, ensuring the logo maintains a consistent, professional appearance whether it is placed on a dark background, a light background, or used in a single color. This guide helps all school staff use the logo correctly.

Primary Typefaces

Matrix II OT

Matrix II OT is the formal, serif typeface that anchors the classical and scholarly aesthetic of the brand. Its structured, authoritative design is essential for conveying the school's commitment to academic rigor and tradition. This font is primarily reserved for headings, titles, formal branding elements, and the REDEEMER portion of the logo, where its classical gravity can reinforce the brand's identity.

The quick brown fox jumps over the lazy dog

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

Matrix II OT Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Matrix II OT Regular Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Matrix II OT Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Matrix II OT Bold Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Matrix II OT Extra Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Aa Bb Cc

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Secondary Typefaces

Arial

Arial serves as the secondary typeface for Redeemer Christian School. As a clean, legible, and universally accessible sans-serif font, it is the standard choice for all body copy, web content and emails. It clearly ensures ease of reading across all platforms and electronic documents, providing a professional and accessible counterpart to the formal serif primary font.

The quick brown fox jumps over the lazy dog

A B C D E F G H I J K
L M N O P Q R S T U

Arial Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Arial Regular Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Arial Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Arial Bold Italic
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Official Stationery Mockup. These are for the Redeemer Christian School letterhead and envelope, applying the new, refined brand identity to create a professional and unified appearance for all formal communications.



Social Media Brand Integration Mockup

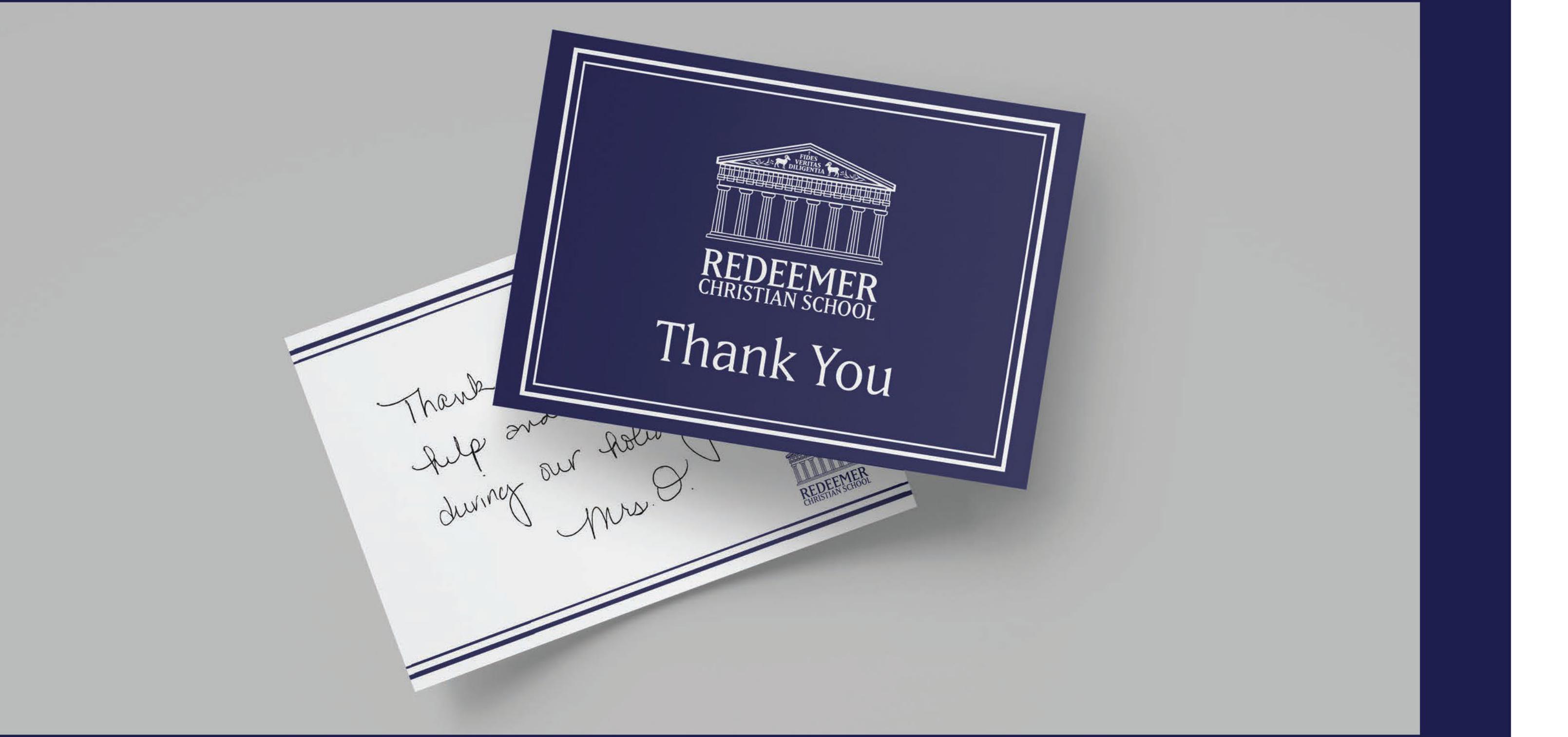
This image is a mockup of the Redeemer Christian School Facebook page, demonstrating the successful integration of the newly redesigned brand identity into a major social media platform. The new, lean logo is used for the profile picture and is displayed prominently in the cover photo, reinforcing the professional and unified brand look across digital communication channels.



Student Uniform Design.
This design uses the
newly redesigned logo on
a professional polo shirt,
reinforcing the school's
brand identity and creating a
cohesive look for all students.

Staff ID Card and Lanyard
Design. This item uses the
new logo and brand colors
to create a professional ID
system, and easy recognition
for all school staff.





Thank You Card Design

This image displays the design for the official Thank You Card. This card will be used by the school administration and faculty to express appreciation. It features the new logo and brand colors prominently on the outside, and a simple, professional layout on the inside for a handwritten note. It ensures that even small, personal gestures maintain brand consistency and professionalism.



Notepad/Memo Pad Design. This stationery piece uses a clean layout with the school's branding, ensuring consistency for internal communications and everyday office use.



Business Card Design. A professional design for the Principal, applying the new logo and brand typography to a clear, easy-to-read, extremely-facing print asset.

THANK YOU