KELLIN
BASS

portfolio 2024


albany
CAROUSEL

ALBANY CAROUSEL

Logo design & branding

PROBLEM: Design two new logos and a brand guide for the Albany Carousel and their sub-brand, Carousel Cares, that appeal to both children and adults.

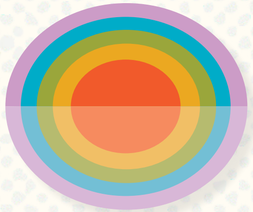
SOLUTION: Research, the creation of a moodboard, and sketching were my first steps in the design process. After vectorizing my two final logos, I developed a brand guide. I aimed to combine flat minimalism with mid-century modern nostalgia for the overall brand identity.

SOFTWARE:

- Illustrator
- InDesign
- Photoshop

albany CAROUSEL

carousel CARES



albanycarousel

HAPPY HOUR

Every Wednesday

3:00pm-4:00pm

$1 Carousel Tokens and
1/2 Priced Drinks

Join us for the happiest
hour of the whole week!

albany
CAROUSEL

Liked by **getoffmylawnyoumeddlingkids** and **others**

albanycarousel Join us this afternoon from 3PM to 4PM for the happiest hour of the whole week- it's Happy Hour at the Carousel brought to you by Bish's RV - Junction City, OR! Carousel tokens are just $1 and drinks in the Carousel Cafe are 1/2 price! Come on down and spend your afternoon spinning around with us!

Mockup image generated by Adobe Firefly.

SOLAR CLUB HOTEL

Logo design & branding

PROBLEM: Create a naming convention, logo, and brand identity for a boutique hotel that appeals to nature lovers and exhibits both modern and vintage aesthetics.

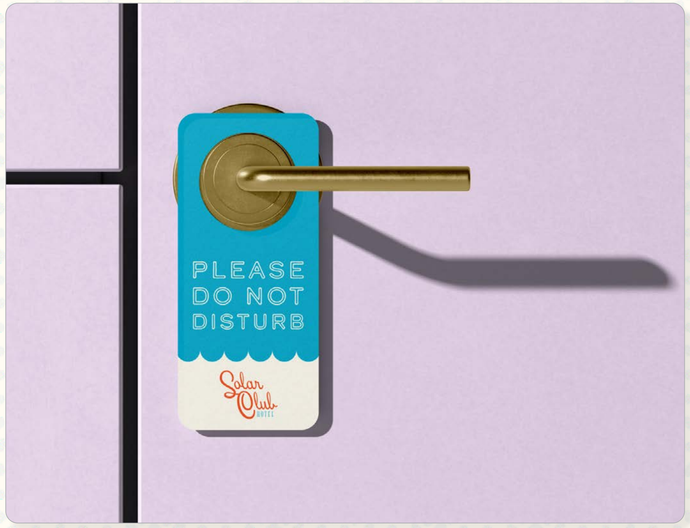
SOLUTION: After curating a moodboard and selecting a naming convention, “Solar Club Hotel,” I proceeded to sketch logo concepts. I vectorized my best logo and applied it to collateral I designed for the hotel. Inspired by Palm Springs, Solar Club Hotel is a concept boutique hotel in Santa Fe, New Mexico with a cultural twist.

SOFTWARE:

- Illustrator
- InDesign
- Photoshop

Solar Club HOTEL

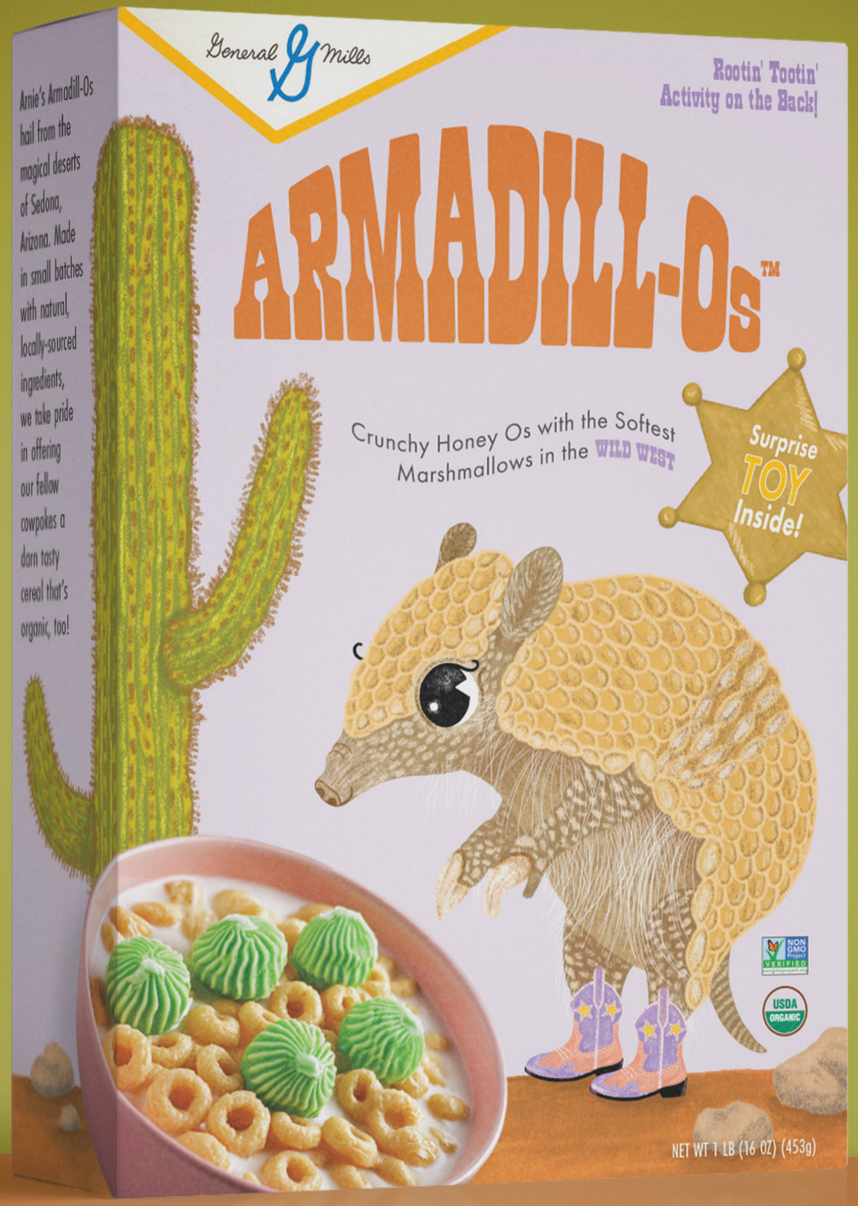

Solar Club
HOTEL


PLEASE
DO NOT
DISTURB
Solar Club
HOTEL


Solar Club
HOTEL


Solar Club
HOTEL


Solar Club
HOTEL
Solar Club
HOTEL


General Mills
Arnie's Armadill-Os hail from the magical deserts of Sedona, Arizona. Made in small batches with natural, locally-sourced ingredients, we take pride in offering our fellow cowpokes a darn tasty cereal that's organic, too!
Rootin' Tootin' Activity on the Back!
ARMADILL-Os™
Crunchy Honey Os with the Softest Marshmallows in the WILD WEST
Surprise TOY Inside!
NON GMO Project VERIFIED
USDA ORGANIC
NET WT 1 LB (16 OZ) (453g)

ARMADILL-Os CEREAL

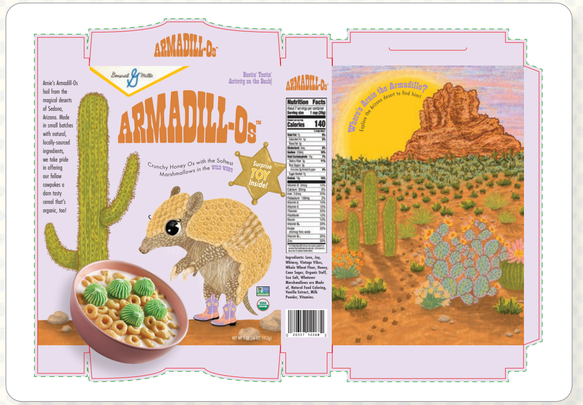
Packaging, branding, & illustration

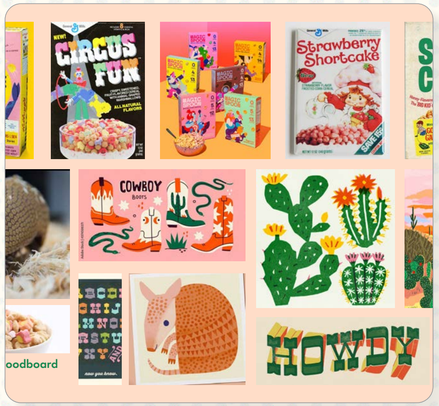
PROBLEM: Design the dieline and branding for a cereal box and construct a physical prototype. The box must include the brand story, nutrition facts, and an activity on the back.

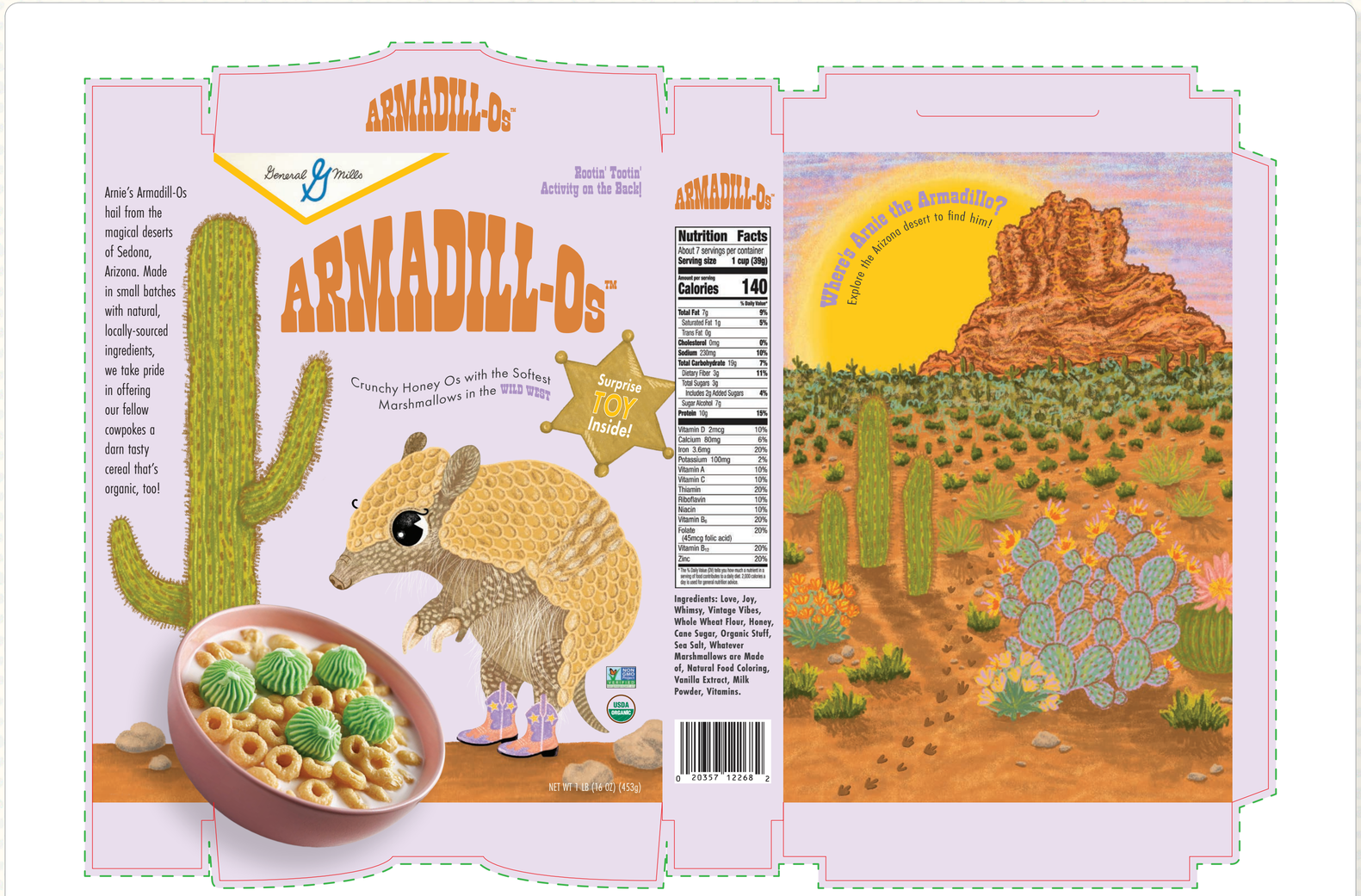
SOLUTION: I chose “Armadill-Os” for the name of my cereal and aimed to depict a vintage western theme, with Arnie the Armadillo as the mascot. All of the illustrations were done by me in Procreate and the cereal bowl was rendered using Adobe Firefly AI.

SOFTWARE:

- Illustrator
- Procreate
- Adobe Firefly



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General Mills
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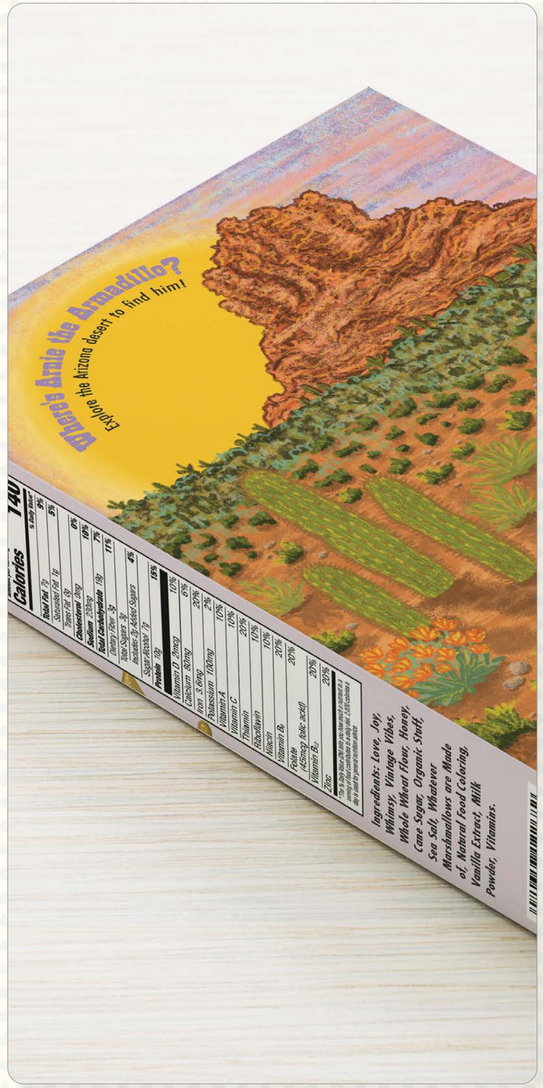
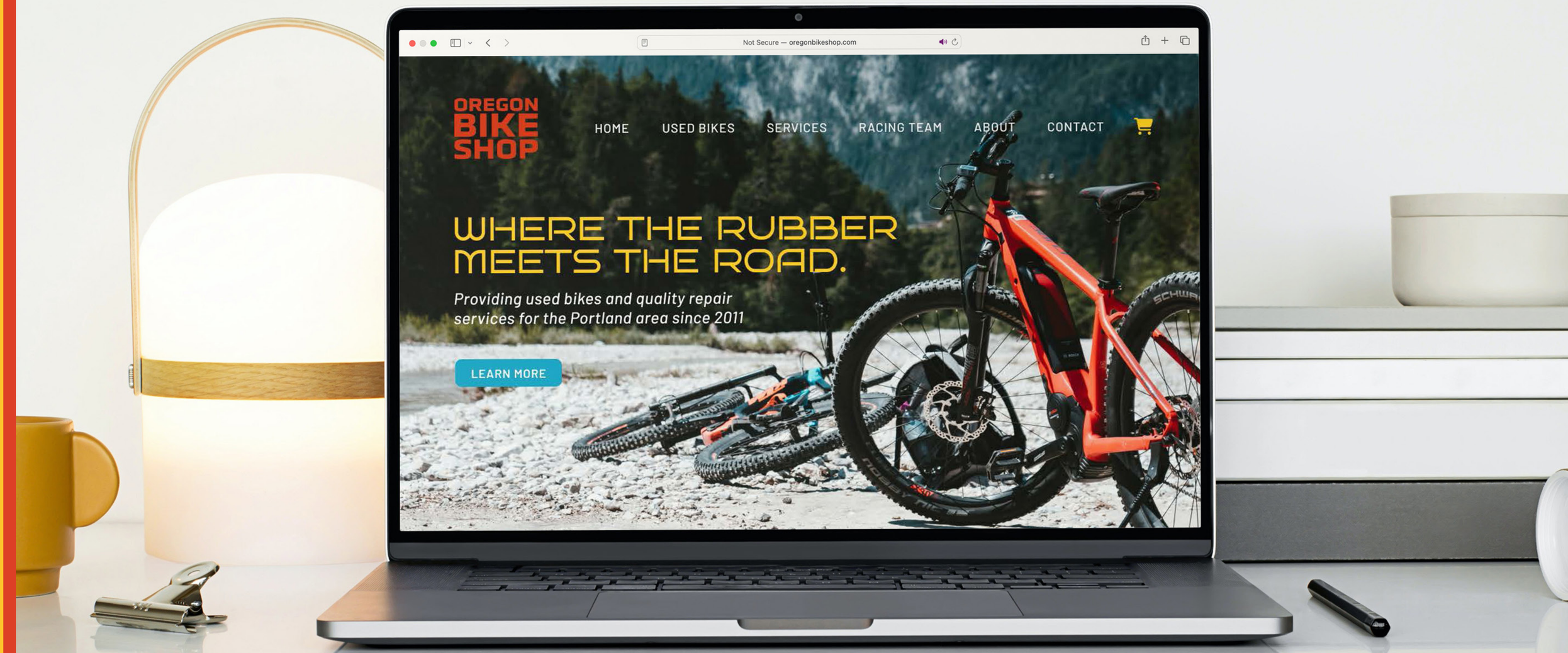
Arnie's Armadill-Os hail from the magical deserts of Sedona, Arizona. Made in small batches with natural, locally-sourced ingredients, we take pride in offering our fellow cowpokes a darn tasty cereal that's organic, too!
ARMADILL-Os™
Crunchy Honey Os with the Softest Marshmallows in the WILD WEST
Surprise TOY Inside!
NET WT 1 LB (16 OZ) (453g)
ARMADILL-Os™
Nutrition Facts
About 7 servings per container
Serving size 1 cup (39g)
Amount per serving
Calories 140
% Daily Value*
Total Fat 7g 9%
Saturated Fat 1g 5%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 230mg 10%
Total Carbohydrate 19g 7%
Dietary Fiber 3g 11%
Total Sugars 3g
Includes 2g Added Sugars 4%
Sugar Alcohol 7g
Protein 10g 15%
Vitamin D 2mcg 10%
Calcium 80mg 6%
Iron 3.6mg 20%
Potassium 100mg 2%
Vitamin A 10%
Vitamin C 10%
Thiamin 20%
Riboflavin 10%
Niacin 10%
Vitamin B6 20%
Folate (45mcg folic acid) 20%
Vitamin B12 20%
Zinc 20%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.
Ingredients: Love, Joy, Whimsy, Vintage Vibes, Whole Wheat Flour, Honey, Cane Sugar, Organic Stuff, Sea Salt, Whatever Marshmallows are Made of, Natural Food Coloring, Vanilla Extract, Milk Powder, Vitamins.
0 20357 12268 2
Where's Arnie the Armadillo?
Explore the Arizona desert to find him!


Where's Arnie the Armadillo?
Explore the Arizona desert to find him!
Calories 140
Ingredients: Love, Joy, Whimsy, Vintage Vibes, Whole Wheat Flour, Honey, Cane Sugar, Organic Stuff, Sea Salt, Whatever Marshmallows are Made of, Natural Food Coloring, Vanilla Extract, Milk Powder, Vitamins.


Not Secure — oregonbikeshop.com
OREGON BIKE SHOP
HOME
USED BIKES
SERVICES
RACING TEAM
ABOUT
CONTACT
WHERE THE RUBBER MEETS THE ROAD.
Providing used bikes and quality repair services for the Portland area since 2011
LEARN MORE

OREGON BIKE SHOP

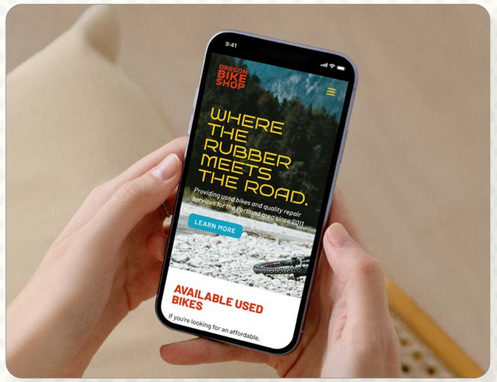
UI design & branding

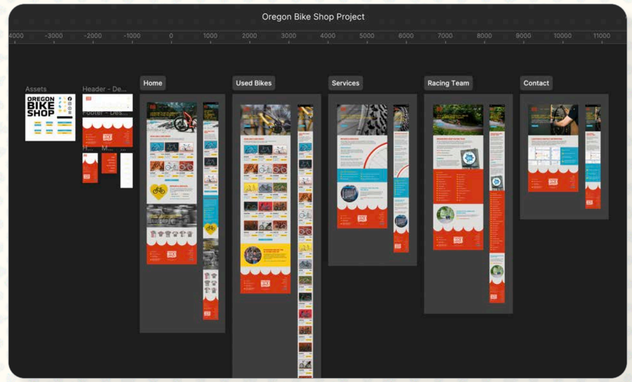
PROBLEM: Design a new website (both desktop & mobile versions) for the Oregon Bike Shop with functional prototyping in Figma.

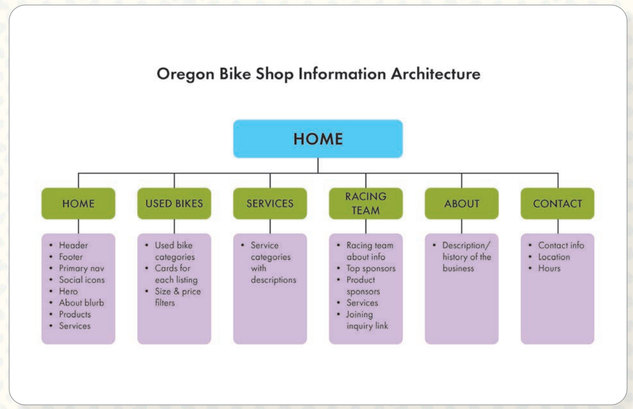
SOLUTION: After conducting competitor research, outlining the information architecture, and sketching thumbnails, I created a wireframe of the tentative desktop home page. I also redesigned and simplified the shop's logo and created a cohesive brand identity through UI design.

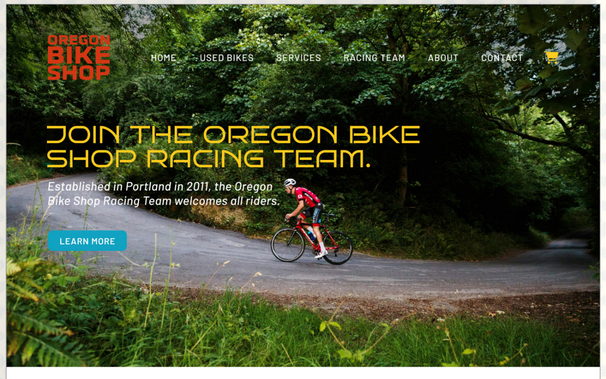
SOFTWARE:

- Figma
- Illustrator
- Photoshop









OREGON BIKE SHOP RACING TEAM

The Oregon Bike Shop Racing Team was founded in 2011 by a handful of avid riders: Sue Hanna, Jim Jonke, Jon Penfold, Bradley Buselli & The Kruegers. We've seen the team grow to as many as 30+ people over the years. Some of the original members still racing today.

We have a diverse group of people on our bike racing club team—from 9 years old to 60+ with everyone in between. Our main focus is mountain biking, short track racing, and cycle-cross racing in addition to gravel and road riding.

OUR MOTTO: *Bikes are for everyone!*

OUR MASCOT: *Rico the Chihuahua*

TEAM COLORS: *Red, black, yellow, and blue*

SPONSORS

Our team would not be possible without the many businesses that have helped support our racing. Monetary sponsorships from past and present supporters of the Portland and Montavilla communities, as well as products and services from local and nationally recognized enterprises, have sustained our team.

OUR SPONSORS:

- PHI CONSTRUCTION INC.
- REKREATE HOSPITALITY SERVICES
- ROSE CITY SPY
- PERSONAL BEAST
- FLYING PIE PIZZERIA
- ECO CAR WASH
- BIPARTISAN CAFÉ
- MONTAVILLA FARMERS MARKET
- HEART STICKER OREGON
- THE WELLNESS CENTER
- WARRIOR ROOM
- ROCKY MOUNTAIN BICYCLES
- HARO/MASI BIKES
- RIDLEY BIKES
- TRAIL NUGGETS
- LOAM COFFEE
- DR. WILL BAR
- ROSCOE'S
- FAT TIRE BREWERY
- COLUMBIA RIVER BREWING CO.
- STAN'S NO TUBES
- FSA
- VOLER APPAREL
- CASTELLI

INTERESTED IN JOINING OUR RACING TEAM?

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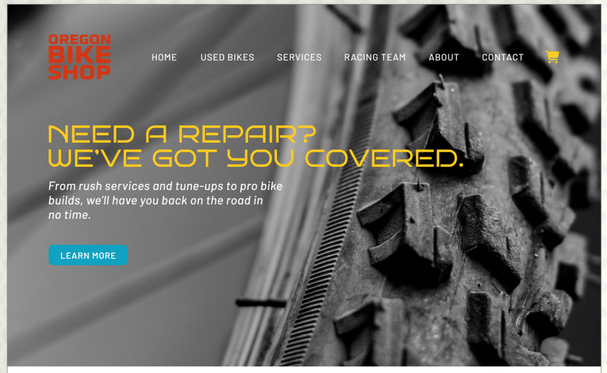


REPAIRS & SERVICES

When you roll your bike into our shop for service, we will put your bike in a work stand, and inspect your bike together. We offer four different types of services: rush services, basic tune-ups, overhaul tune-ups, and pro bike builds. Our friendly mechanic, Jimmy, can help you decide the best option for your bike.

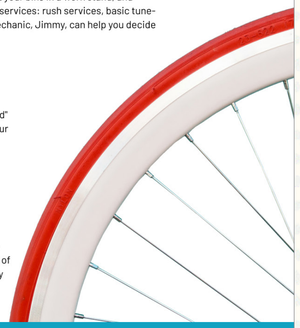
RUSH SERVICES

Rush service is available for everyone: commuters, racers, BMXers, tourists, and even strollers. Anyone "out on the road" with a flat, in most cases, are back on the road within an hour and sometimes sooner.

BASIC TUNE-UPS

When you come in for a tune-up, you can choose to meet with our mechanic Jimmy, or drop off your bike.

If you choose to meet Jimmy, he will put your bike in a work stand, inspect your bike with you, listen to your description of the problem, and ask a few questions. If your bike needs any additional parts, you will get an estimate on the spot.



A BASIC TUNE-UP IS $95 AND INCLUDES:

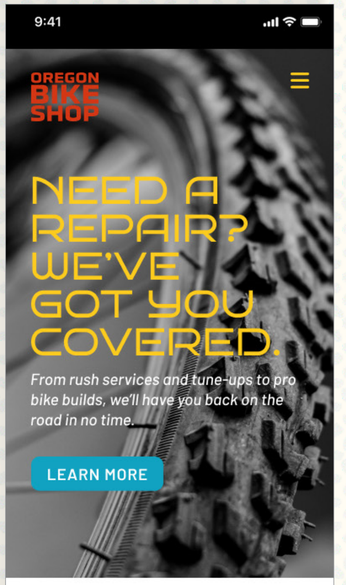
- AN ADJUSTMENT OF GEARS AND BRAKES
- CLEANED AND RE-LUBED DRIVE-TRAIN
- TRUE WHEELS
- AN INSPECTION FOR LOOSE OR WORN PARTS
- AN OVERALL SAFETY CHECK
- FINAL TEST RIDE FOLLOWING SERVICING

OVERHAUL TUNE-UPS & PRO BIKE BUILDS

Overhaul tune-ups are $150 and pro bike builds are $250. The included services vary depending on the bike. Please call or email the shop to speak with our mechanic and receive a general estimate.

Visit our **CONTACT** page to view our phone number and email address.

HOME
USED BIKES



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PHOTOGRAPH BY MEET THE...

"Claude Monet's gardens at Giverny are like his paintings — brightly colored patches that are messy but balanced. Flowers were a bit untamed and slapdash, but part of a carefully composed design."

For the most immersive experience, we recommend making the journey to Monet's house in Giverny, which is 50 miles outside of Paris. Visitors can explore the enchanting gardens in addition to the home's historic interior.

According to travel expert Rick Steves, Giverny pulls back the curtain and reveals a glimpse of the man behind the Impressionist legend. He shares, "Claude Monet's gardens at Giverny are like his paintings — brightly colored patches that are messy but balanced. Flowers were his brushstrokes, a bit untamed and slapdash, but part of a carefully composed design."

WINDING THROUGH RENOIR'S MONTMARTRE

The final stop on our tour brings us back to the lively Parisian district of Montmartre. As an integral figure of the Impressionist movement, Pierre-Auguste Renoir (1841-1919) was a true master of plein air painting.

In 1876, Renoir set up his easel and oil paints at Le Moulin de la Galette, a windmill in Montmartre with an outdoor area that frequently functioned as a social gathering spot for working-class locals. Drinking, eating, dancing, and conversing were common past times at Le Moulin de la Galette.

During his visit, Renoir painted the Bal du moulin de la Galette, which subsequently received critical acclaim and became one of the most revered pieces of Modernist Impressionism. Renoir's oil painting captures the joyous atmosphere and culture of Le Moulin de la Galette through active brushstrokes and carefully rendered refractions of light.

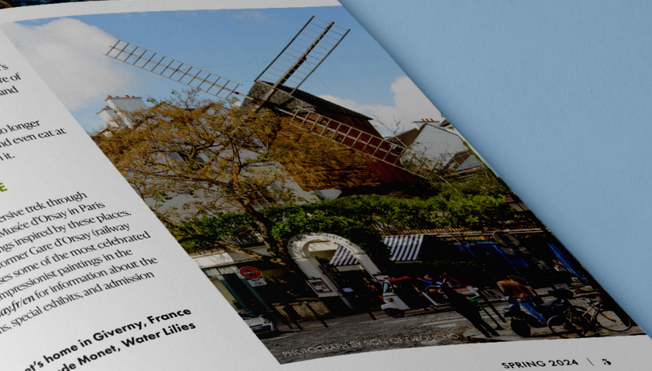
While the windmill at Le Moulin de la Galette no longer operates, visitors can still meander the area and even eat at the restaurant inhabiting the space beneath it.

LA DESTINATION FINALE

We recommend ending your immersive trek through France with an excursion to the Musée d'Orsay in Paris, where you can view the paintings inspired by these places. Founded in 1986 inside of a former Gare d'Orsay railway station, the museum houses some of the most celebrated Impressionist and Post-Impressionist paintings in the world. Visit *musee-orsay.fr/en* for information about the museum's collections, special exhibits, and admission rates.

TOP LEFT: Monet's home in Giverny, France
BOTTOM LEFT: Claude Monet, Water Lilies (1915), oil on canvas

TOP RIGHT: Pierre-Auguste Renoir, Le Moulin de la Galette (1876), oil on canvas
BOTTOM RIGHT: Le Moulin de la Galette in present-day Montmartre, Paris



PHOTOGRAPH BY SCOTT D / ADOBE STO...

BON VOYAGE MAGAZINE

Layout, typography, & illustration

PROBLEM: Design two full-page spreads for the Spring 2024 France Edition of Bon Voyage, an American travel magazine. Create and source all of the content within the spreads.

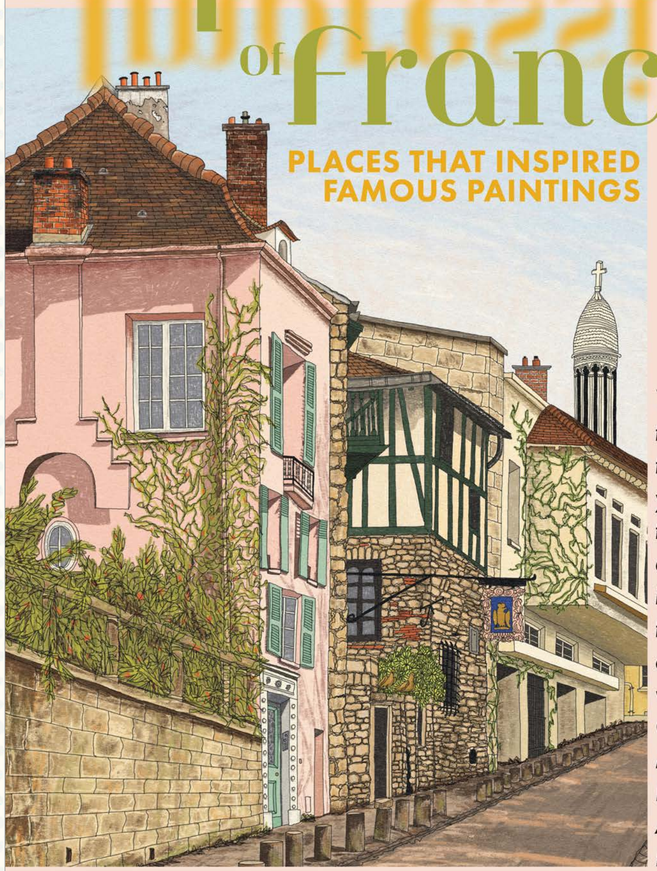
SOLUTION: First, as art director of the project, I created the style guide for the whole magazine. Afterward, I wrote a feature article and sourced the imagery for the spreads. I produced an illustration for the introduction of my article as well. I then designed the layout in InDesign and applied the style guide to all typographic elements.

SOFTWARE:

- InDesign
- Procreate

An Impression of France:

PLACES THAT INSPIRED FAMOUS PAINTINGS



Travel through time on your trip to France and follow in the footsteps of Vincent van Gogh, Claude Monet, and Pierre-Auguste Renoir.

By Kellin Bass

ILLUSTRATION BY KELLIN BASS

rban streets of
rtre in Paris to
ezy French Riviera,
n still visit several
cal locations painted
istorical masters. We
e compiled a selection
the best real-life sights
ut on your walking
b a snack (we suggest a
astry, yum), and step into
the world's most famous
gs. Allons-y!

HE GOGH IN FRANCE: PARIS
PROVENCE

ile van Gogh's Paris apartment was not the direct
bject of any of his works, the surrounding neighborhood
provided much inspiration to the Post-Impressionist
painter. In 1887, he created three separate paintings based
on the view from his apartment, two of which are titled
View of Paris from
Vincent's Room in
the Rue Lepic.

Located in the 18th arrondissement (district) of Paris, Montmartre is a very walkable area with much to see and experience, including van Gogh's apartment and neighborhood (interior tours are only offered on certain days of the week, so be sure to check the schedule you decide to pay

Vincent van Gogh, Café Terrace at Night (1888),

restaurants, shops, and nightclubs. Montmartre truly embodies the bohemian spirit of Paris and is a must-see destination for any art lover.

"It was in Arles that van Gogh painted some of his most celebrated works, like the Cafe Terrace at Night (1888)."

In 1888, Vincent van Gogh left Paris for Arles, a French city in the southern region of Provence. It was in Arles that van Gogh painted some of his most celebrated works, like the Café Terrace at Night (1888). The building featu in his painting still exists today in the Place du Forum (Forum Square) of Arles, although the café operati inside appears to have closed within the past ye poor food quality and service, according to Tr Nevertheless, you can explore the historic pl and stand where van Gogh stood when h Café Terrace at Night.

Consequently, th
are entire websites
dedicated to the
places van Gogh
lived, visited, and
painted in Arles
that one can visit.
We recommend
vangoghroute.com
for planning your
trip, which includ
maps, photogr
and informa
about each
place va
and w

canvas


SWEET waves

SWEET WAVES

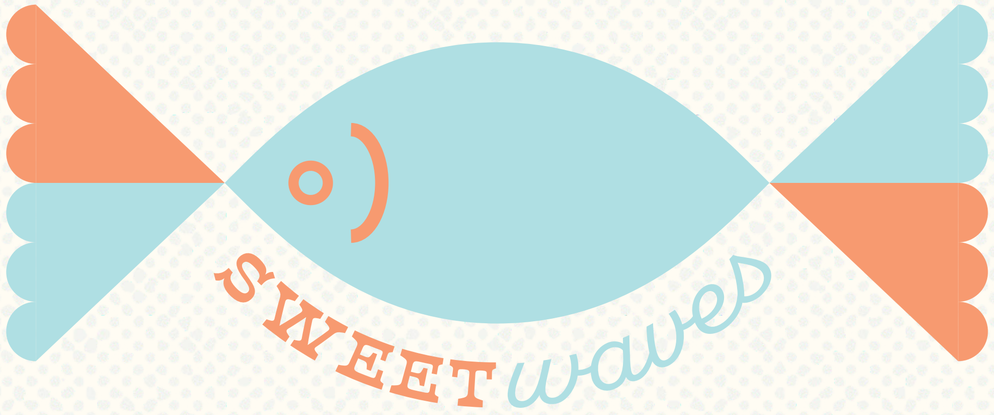
Logo design & branding

PROBLEM: Select a food truck business from a list and design a logo for the company. I chose “Sweet Waves” which is a saltwater taffy truck on the coast in Newport, Oregon.

SOLUTION: There are many saltwater taffy businesses on the Oregon coast, so I wanted to design a logo that is modern and nostalgic but also unique. After creating a moodboard and sketching ideas, I decided to combine a fish and a taffy wrapper for a fun, minimalist combination logo with a soft coastal color palette.

SOFTWARE:

- Illustrator
- Photoshop




FRESH SALTWATER TAFFY
SWEETwaves
10:00AM
TO
6:00PM


SWEETwaves


Not Secure — oregonbikeshop.com
Escape Fiction
HOME
BOOKS
POLICIES
ABOUT
CONTACT

ESCAPE FICTION

UI design, logo design, branding, & illustration

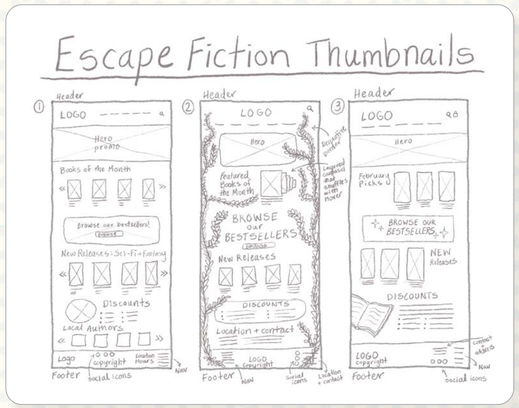
PROBLEM: Design a new website for Escape Fiction, a local bookstore, with functional prototyping in Figma.

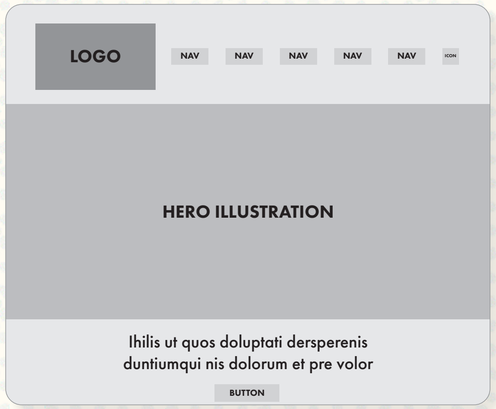
SOLUTION: First, I conducted competitor research, sketched thumbnails, and created a wireframe of the tentative desktop home page. I created custom illustrations and a new logo for the website as well. I aimed to create a playful, modern yet nostalgic identity with an organized UI design.

SOFTWARE:

- Figma
- Illustrator
- Procreate

Escape Fiction





Escape Fiction

HOME BOOKS POLICIES ABOUT CONTACT

Escape with a good book and browse our February favorites.

BROWSE

New Releases

FOURTH WING
Rebecca Yarros

STARLING HOUSE
Alex E. Harrow

THORN HEDGE
T. Kingfisher

A CROWN OF IVY AND GLASS
Claire Legrand

ASSISTANT TO THE VILLAIN
Hannah Nicole Maehrer

THE BOOK OF DOORS
Gareth Brown

Browse Our Bestsellers

From sci-fi and fantasy to thrillers and romance, we've compiled a list of our customers' most beloved book titles.

BROWSE

Sci-fi and fantasy

THE CITY OF STARDUST
Georgia Summers

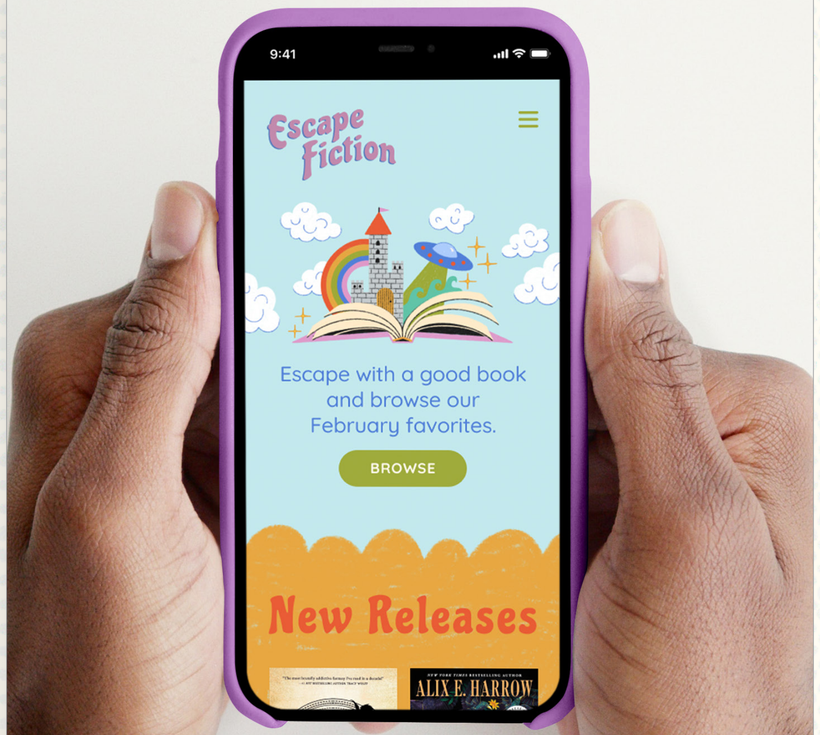
A COURT OF WINGS AND RUIN
Sarah J. Maas

THE LOST BOOKSHOP
Evie Woods

TRESS OF THE EMERALD SEA
Brandon Sanderson

READY PLAYER ONE
Ernest Cline

THE BOOK OF LOVE
Kelly Link



Escape Fiction

HOME BOOKS POLICIES ABOUT CONTACT

Books

Explore our in-store offerings online.
For pricing information, visit our policies page.

- Sci-Fi
- Fantasy
- Mystery & Thriller
- Romance
- Horror
- True Crime
- Historical Fiction
- Westerns
- Manga

Sci-fi

READY PLAYER ONE
Ernest Cline

READY PLAYER TWO
Ernest Cline

TENDER IS THE FLESH
Agustina Bazterrica

THE MIDNIGHT LIBRARY
Matt Haig

DUNE
Frank Herbert

THE ONE: A NOVEL
John Marrs

BROWSE ALL

fantasy

ENCYCLOPEDIA OF FAERIES
Heather Fawcett

THE ASSASSIN'S BLADE
Sarah J. Maas

PIRANESI
Susanna Clarke

THE ECHO OF OLD BOOKS
Barbara Davis

BOY OF CHAOTIC MAKING
Charlie N. Holmberg

TWO TWISTED CROWNS
Rachel Gillig

BROWSE ALL

Mystery & Thrillers

NONE OF THIS IS TRUE
Lisa Jewell

ALL THE LITTLE RAINDROPS
Mia Sheridan

FIRST LIE WINS
Ashley Elston

THE STILLWATER GIRLS
Minka Kent

THE GIRL WHO WAS TAKEN
Charlie Donlea

WRONG PLACE WRONG TIME
Gillian McAllister


LIMITED EDITION
Bean
ORGANIC
COLD
BREW
50
lavender vanilla
Bean
ORGANIC
COLD
BREW
50
sweet cream
Bean
ORGANIC
COLD
BREW
50
sea salt caramel

BEAN COLD BREW

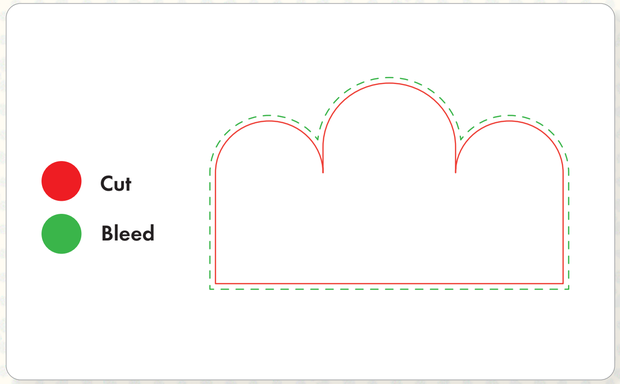
Packaging & branding

PROBLEM: Develop a line of beverages that includes three unique flavors with one as a limited edition. Design the branding, dieline, and packaging for all three beverages.

SOLUTION: I decided to create an organic bottled cold brew brand called “Bean.” I assembled a moodboard, sketched concepts, and purchased a physical bottle to base my dieline off of and use as a prototype. I aimed for a clean, modern look with bold colors and friendly typography.

SOFTWARE:

- Illustrator
- Photoshop




LIMITED EDITION
Bean
ORGANIC
COLD
BREW
50
lavender vanilla


LIMITED EDITION
Bean
ORGANIC
COLD
BREW
50
Bean Organic Cold Brew is bold, smooth, and handcrafted by artisans in Portland, Oregon.
Try our other flavors:
Sweet Cream
Sea Salt Caramel
Brown Sugar Oat
Nutrition Facts
1 servings per container
Serving size 1 Bottle (450ml)
Amount Per Serving
Calories 50
Ingredients: ORGANIC COLD BREW, VANILLA, LAVENDER
CAFÉ QUALITY, ON THE GO.
lavender vanilla
MADE IN OREGON
Distributed by Bean, Inc.
Portland, OR 97035


Bean
ORGANIC
COLD
BREW
50
sea salt caramel


Bean Organic Cold Brew is bold, smooth, and handcrafted by artisans in Portland, Oregon.
Try our other flavors:
Sweet Cream
Lavender Vanilla
Brown Sugar Oat
Bean
ORGANIC
COLD
BREW
50
Nutrition Facts
1 servings per container
Serving size 1 Bottle (450ml)
Amount Per Serving
Calories 50
Ingredients: ORGANIC COLD BREW, CARAMEL, SEA SALT
CAFÉ QUALITY, ON THE GO.
sea salt caramel
MADE IN OREGON
Distributed by Bean, Inc.
Portland, OR 97035


Bean
ORGANIC
COLD
BREW
50
sweet cream


Bean Organic Cold Brew is bold, smooth, and handcrafted by artisans in Portland, Oregon.
Try our other flavors:
Sea Salt Caramel
Lavender Vanilla
Brown Sugar Oat
Bean
ORGANIC
COLD
BREW
50
Nutrition Facts
1 servings per container
Serving size 1 Bottle (450ml)
Amount Per Serving
Calories 50
Ingredients: ORGANIC COLD BREW, CANE SUGAR, CREAM
CAFÉ QUALITY, ON THE GO.
sweet cream
MADE IN OREGON
Distributed by Bean, Inc.
Portland, OR 97035

5

Advice from a Caterpillar

The Caterpillar and Alice looked at each other for some time in silence: at last the Caterpillar took the hookah out of its mouth, and addressed her in a languid, sleepy voice.

"Who are you?" said the Caterpillar.

This was not an encouraging opening for a conversation. Alice replied, rather shyly, "I—I hardly know, sir, just at present—at least I know who I was when I got up this morning, but I think I must have been changed several times since then."

"What do you mean by that?" said the Caterpillar sternly. "Explain yourself!"

"I can't explain myself, I'm afraid, sir," said Alice, "because I'm not myself, you see."

"I don't see," said the Caterpillar.

"I'm afraid I can't put it more clearly," Alice replied very politely, "for I can't understand it myself to begin with; and being so many different sizes in a day is very confusing."

"It isn't," said the Caterpillar.

"Well, perhaps you haven't found it so yet," said Alice; "but when you have to turn into a chrysalis—you will some day, you know—and then after that into a butterfly, I should think you'll feel it a little queer, won't you?"

"Not a bit," said the Caterpillar.

"Well, perhaps your feelings may be different," said Alice; "all I know is, it would feel very queer to me."

"You!" said the Caterpillar contemptuously. "Who are you?"

Which brought them back again to the beginning of the conversation. Alice felt a little irritated at the Caterpillar's making such very short remarks, and she drew herself up and said, very gravely, "I think, you ought to tell me who you are, first."

"Why?" said the Caterpillar.

Here was another puzzling question; and as Alice could not think of any good reason, and as the Caterpillar seemed to be in a very unpleasant state of mind, she turned away.

"Come back!" the Caterpillar called after her. "I've something important to say!"

This sounded promising, certainly: Alice turned and came back again.

"Keep your temper," said the Caterpillar.

"Is that all?" said Alice, swallowing down her anger as well as she could.

"No," said the Caterpillar.

Alice thought she might as well wait, as she had nothing else to do, and perhaps after all it might tell her something worth hearing. For some minutes it puffed away without speaking, but at last it unfolded its arms, took the hookah out of its mouth again, and said, "So you think you're changed, do you?"

"I'm afraid I am, sir," said Alice; "I can't remember things as I used—and I don't keep the same size for ten minutes together!"

"Can't remember what things?" said the Caterpillar.

"Well, I've tried to say "How doth the little busy bee," but it all came different!" Alice replied in a very melancholy voice.

"Repeat, "You are old, Father William,'" said the Caterpillar.

Alice folded her hands, and began:

"You are old, Father William," the young man said,
"And your hair has become very white;
And yet you incessantly stand on your head—
Do you think, at your age, it is right?"

ALICE IN WONDERLAND

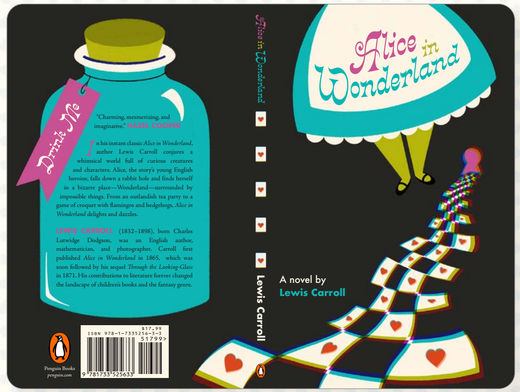
Layout, typography, & illustration

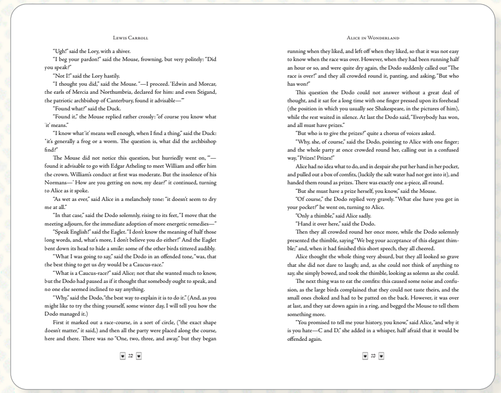
PROBLEM: Select a book in the public domain, and redesign the front and back covers in addition to the interior.

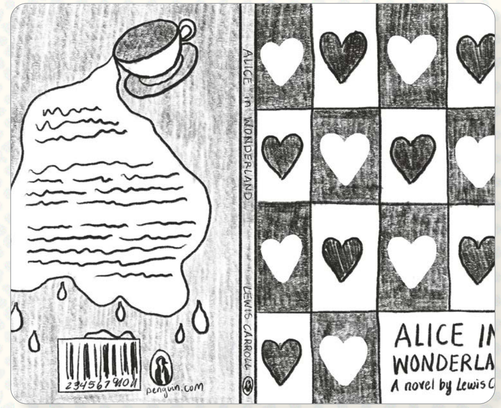
SOLUTION: I chose Lewis Carroll's Alice in Wonderland as my book. Then I compiled a moodboard inspired by Mary Blair's concept art and other design influences from the 60s and 70s. I drew the exterior illustrations in Procreate and produced some typography in Illustrator, while the interior was done entirely in InDesign.

SOFTWARE:

- InDesign
- Illustrator
- Procreate








Alice in Wonderland
A novel by
Lewis Carroll


Drink Me
"Charming, mesmerizing, and imaginative." HAZEL COOPER
In his instant classic *Alice in Wonderland*, author Lewis Carroll conjures a whimsical world full of curious creatures and characters. Alice, the story's young English heroine, falls down a rabbit hole and finds herself in a bizarre place—Wonderland—surrounded by impossible things. From an outlandish tea party to a game of croquet with flamingos and hedgehogs, *Alice in Wonderland* delights and dazzles.
LEWIS CARROLL (1832–1898), born Charles Lutwidge Dodgson, was an English author, mathematician, and photographer. Carroll first published *Alice in Wonderland* in 1865, which was soon followed by his sequel *Through the Looking-Glass* in 1871. His contributions to literature forever changed the landscape of children's books and the fantasy genre.
Penguin Books
penguin.com
$17.99
ISBN 978-1-7335256-3-3
51799>
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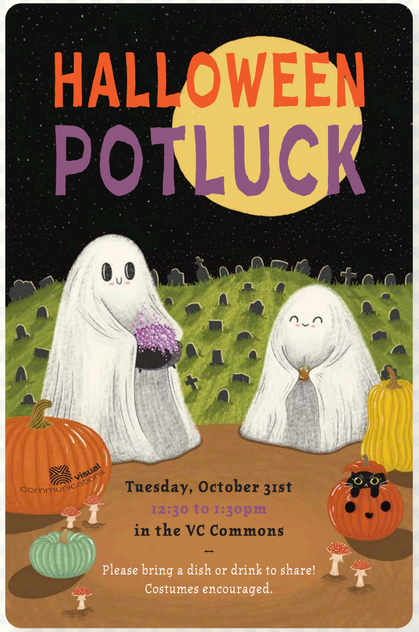
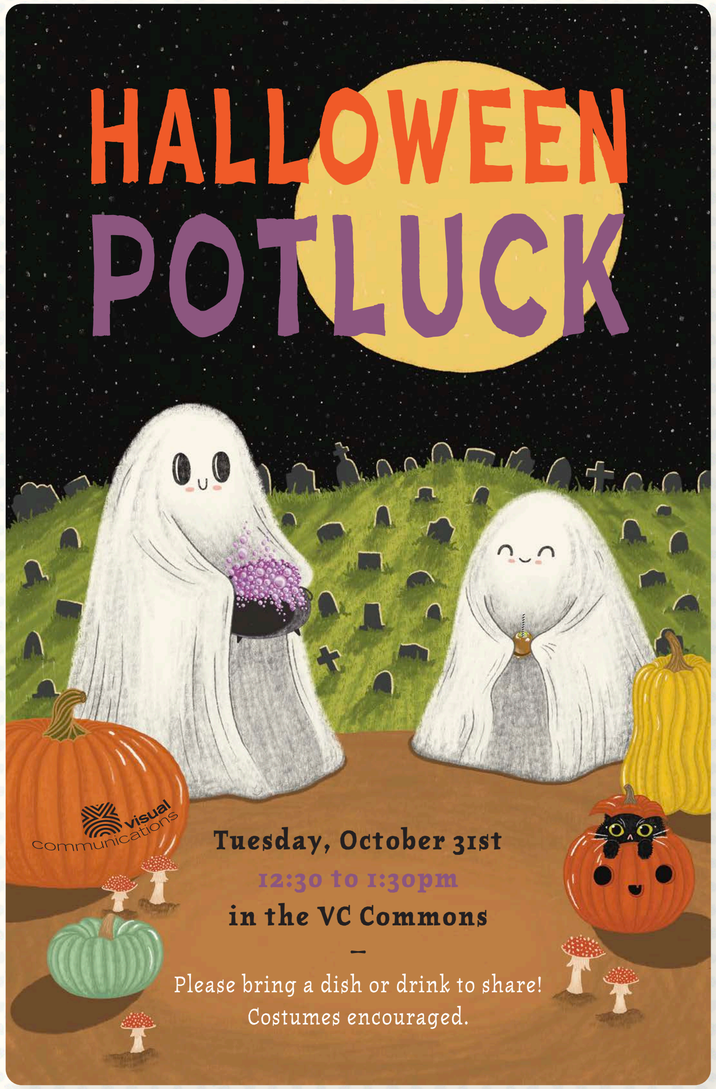
ILLUSTRATION




SaLEM


KELLIE BASS


HALLOWEEN
POTLUCK
visual
communications
Tuesday, October 31st
12:30 to 1:30pm
in the VC Commons
–
Please bring a dish or drink to share!
Costumes encouraged.


visual
ommunications
Tuesday, October 31st

THANK YOU!

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