



SAM
EHLIS

2020

REPORT
FOLIO!



A little about me! I'm a graphic designer and illustrator. I'm a proud Filipino-American. I'm a firm believer in equality and human rights for everyone. I love my two weiner dogs. And drawing is something I've done all my life.

CONTACTS



marmalady.art



(509) 823-9746



samantha.ehlis@yahoo.com

EDUCATION

CENTRAL WASHINGTON UNIVERSITY 2020

Ellensburg, WA

YAKIMA VALLEY COLLEGE 2018

Yakima, WA

HOBBIES

Doodling, traveling, hiking,
exploring, concerts, music,
movies, animation.

ACHIEVEMENTS

LARSON GALLERY 2018

FEATURED STUDENT ARTIST

Yakima, WA

SARAH SPUREON GALLERY 2020

ILLUSTRATION AWARD

Ellensburg, WA

SKILLS

Adobe Illustrator



Adobe Photoshop



Adobe Indesign



Adobe Lightroom



Adobe XD



Procreate





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01 BRANDING

02 UX/UI

03 POSTERS

04 PRODUCTS

05 PACKAGING

06 ILLUSTRATION

07 TYPOGRAPHY



#ef383d



#f27561



#fad63d



#aedceb

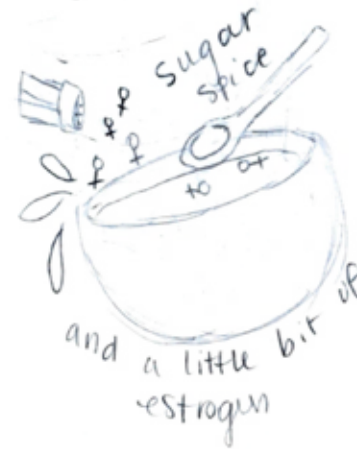


"Be your own soulmate"

vesica piscis
"meeting of the pairing worlds"
- womb of the universe
- creation, birth, joining of spiritual/physical



sugar spice and a little bit of estrogen



slay slay slay

**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

MARMALADY PLAYLIST

Lady Marmalade (Patti LaBelle), Lady Marmalade (Christina Aguilera, P!nk, Lil' Kim, Mya), Elastic Heart (Sia), Good As Hell (Lizzo), Primadonna (Marina & The Diamonds), God Is A Woman (Ariana Grande), We Can't Stop (Miley Cyrus), Praying (Kesha), Independent (Destiny's Child), Pretty Girl Rock (Keri Hilson), Run The World (Beyonce), Flawless (Beyonce), Juice (Lizzo), Formation (Beyonce), Tempo (Lizzo ft. Missy Elliott)

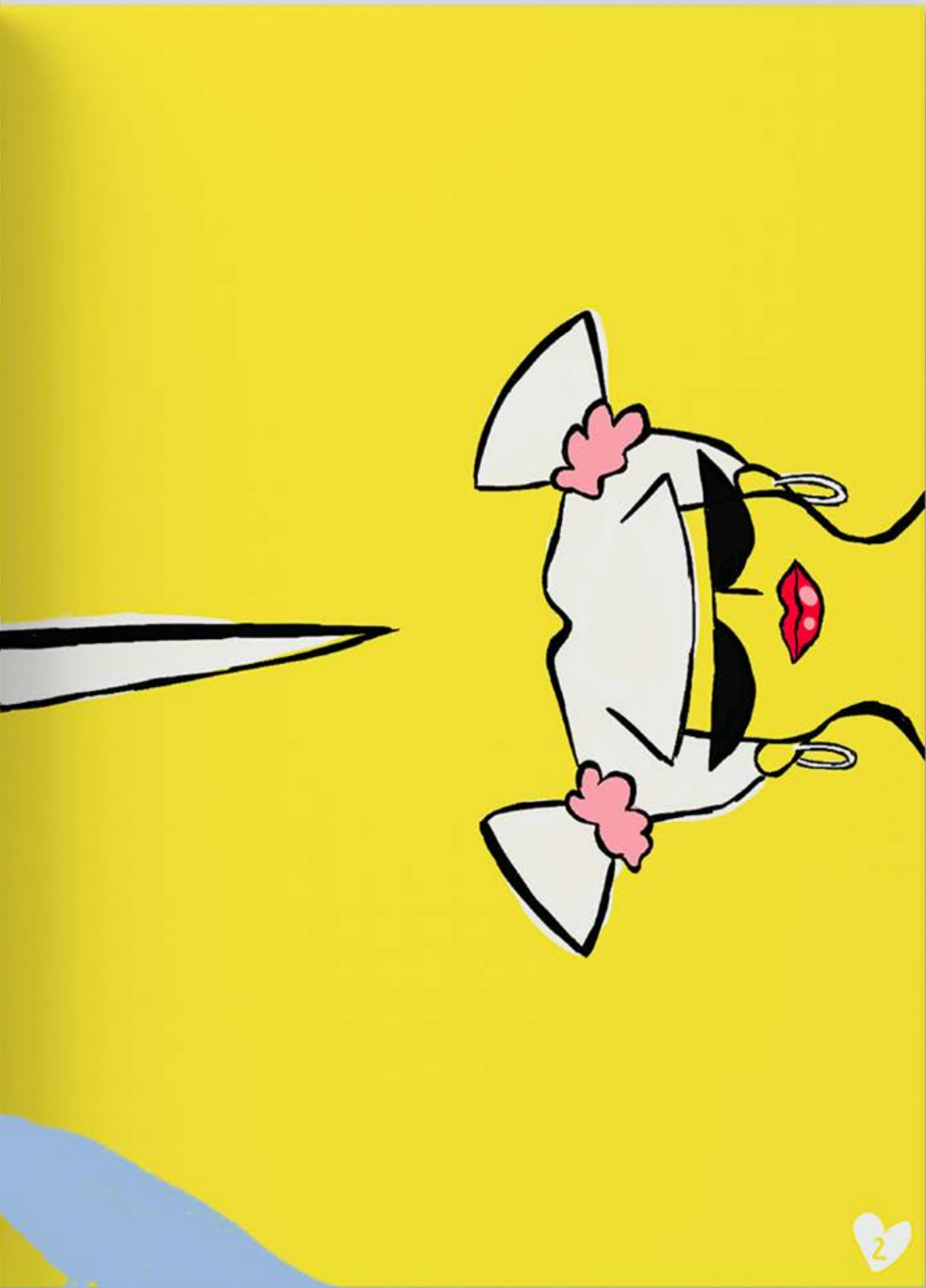
BRAND BRIEF

ABOUT

MARMALADY
AIMS TO
REPRESENT THE IMPORTANCE
OF
FEMALE
EMPOWERMENT.
IF YOU AREN'T FEELING
THE BEST ABOUT
YOURSELF, MARMALADY
IS HERE TO REMIND
YOU JUST HOW
BEAUTIFUL
+
POWERFUL
YOU ARE!

US











TRAILER CAKES



#f067a6



#f5a0c5



#f5ccdd

BRAND BRIEF

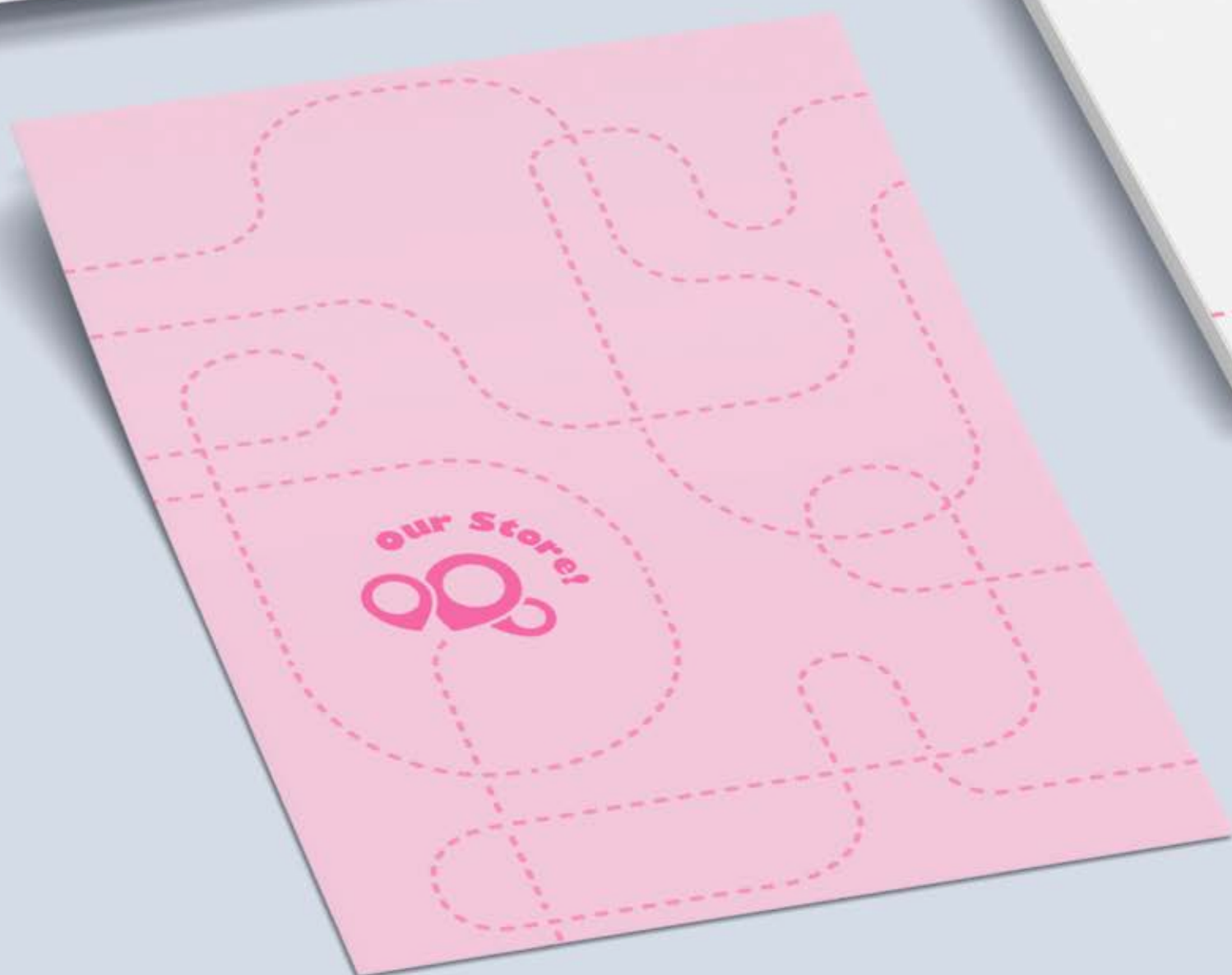
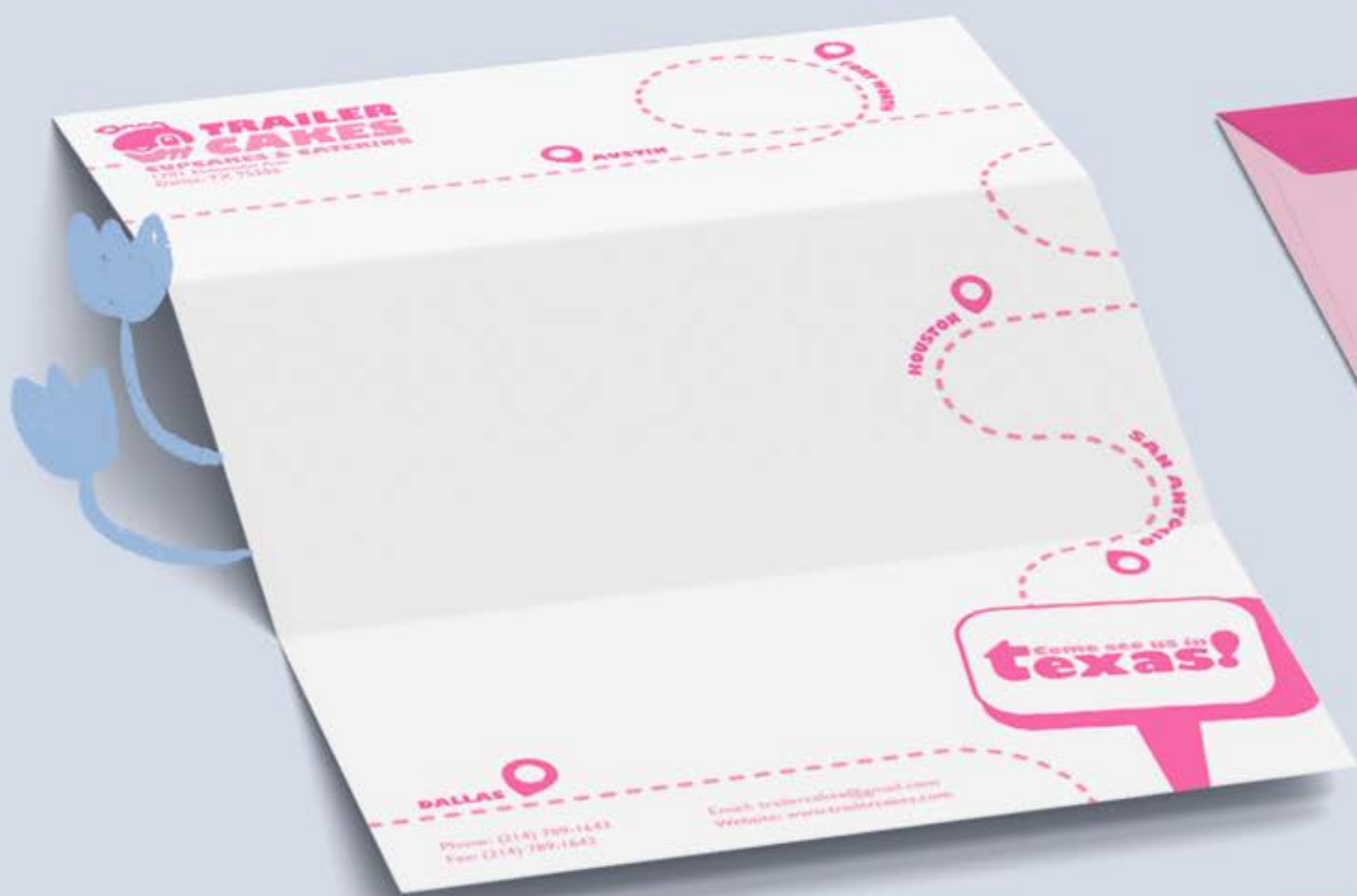
A redesign of a popular cupcake company called Trailer Cakes located in Dallas, Texas. Their original brand was very bright and bubbly, and I wanted my new branding to reflect that, just in a different way.

TYPE

Gill Sans Ultra Bold & Gill Sans 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**



STATIONARY



TRAILER CAKES



Happy Days



24 Carrot



Bananarama



Caramel Eileen



Who you callin' coconut



Cookie Monster



Hitched



Kermit



Welcome back Kotter



Oh my Ganache



PB & J



Pebbles and Bam Bam



RV



Slap your Mama chocolate



Stairway to Heaven



Strawberry Fields



Cookie Dough



Snoopy



Fonzie



Roll

Happiness is in the Frosting!





CUPCAKES & CATERING

TRAILER CAKES

OUR SPECIAL! THE TRAILER CAKE

TIE-DYE CAKE &
THE HAPPIEST FROSTING
YOU'VE EVER TASTED

CUP CAKES

HALF DOZEN 16.20
ONE DOZEN 32.40

2.70

HAPPY DAYS

WHITE CAKE W/ RAINBOW
SPRINKLES, WHITE
FROSTING W/ RAINBOW

24 CARROT

CARROT CAKE, COCONUT
CREAM CHEESE FROSTING

BANANARAMA

BANANA CAKE, CREAM
CHEESE FROSTING

CARAMEL EILEEN

CARAMEL CAKE, SALTED
CARAMEL FROSTING

WHO YOU CALLIN' COCONUT

WHITE CHOCOLATE CAKE,
COCONUT FROSTING

KERMIT

CHOCOLATE CHOCOLATE
CHIP CAKE, MINT
CHOCOLATE FROSTING

STAIRWAY TO HEAVEN

CHOCOLATE CAKE, PEANUT
BUTTER FLUFF FILLING,
CHOCOLATE GANACHE

COOKIE DOUGH

WHITE CAKE, COOKIE DOUGH
CENTER, COOKIE FROSTING

FONZIE

CHOCOLATE CHOCOLATE
CHIP CAKE, CREAM
CHEESE FROSTING

STRAWBERRY FIELDS

WHITE CHOCOLATE CAKE,
STRAWBERRY FROSTING

HITCHED

WHITE CAKE, WHITE FROSTING

WELCOME BACK, KOTTER

WHITE CAKE, CHOCOLATE
FROSTING, CHOCO SPRINKLES

LAVERNE AND SHIRLEY

CHOCOLATE CHOCOLATE CHIP
CAKE, WHITE FROSTING

PB & J

WHITE CAKE, GRAPE JELLY
CENTER, PEANUT BUTTER
FLUFF FROSTING

OH MY GANACHE

CHOCOLATE CAKE, CHOCOLATE
GANACHE FROSTING

PEBBLES AND BAM BAM

WHITE CAKE, MARSHMALLOW
FLUFF CENTER, WHITE FROSTING,
FRUITY PEBBLES

RY

RED VELVET CAKE,
CREAM CHEESE FROSTING

SLAP YOUR MAMA

CHOCOLATE CHOCOLATE CHIP
CAKE, CHOCOLATE FROSTING

ROLO

WHITE CAKE, ROLO AND
GANACHE CENTER, CARAMEL
FROSTING, GANACHE

SNOOPY

CHOCOLATE CAKE,
WHITE FROSTING

COOKIE MONSTER

OREO CRUST, WHITE CAKE,
OREO FROSTING

OTHER GOODIES & DRINKS

WATER 3.00

SWEET TEA 3.00

COKE ZERO 3.00

TAB 3.00

COCA COLA 3.00

SPRITE 3.00

PERRIER 3.00

LEMONADE 3.00

CAKE POPS & COOKIES 4 PACK 14.20

CHOCOLATE CAKE BALL 3.55

CHOCOLATE CAKE BALL DIPPED IN CHOCOLATE TOPPED
WITH SPRINKLES

BIRTHDAY CAKE BALL 3.55

FUNFETTI CAKE BALL DIPPED IN WHITE CHOCOLATE
TOPPED WITH SPRINKLES

SURPRISE ME CAKE BALL 3.55

WE PICK THE FLAVOR!

HAPPY DAISY 5.00

SOFT SUGAR COOKIE, VANILLA ICING
AND SPRINKLES



TRAILER CAKES



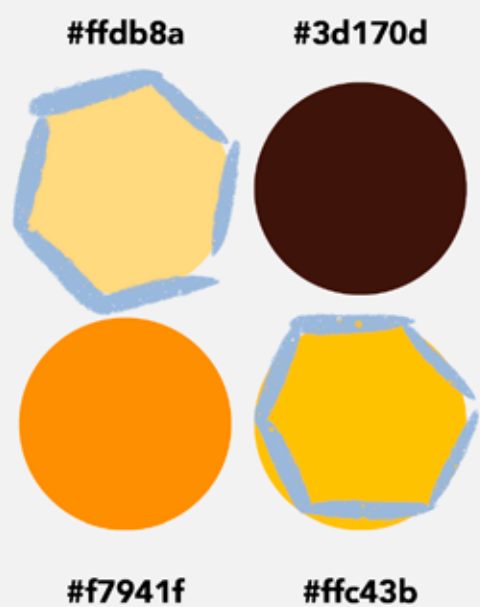
FREE
Cupcakes



-
- 01 BRANDING
 - 02 UX/UI**
 - 03 POSTERS
 - 04 PRODUCTS
 - 05 PACKAGING
 - 06 ILLUSTRATION
 - 07 TYPOGRAPHY

What is this app for?

This app was created to help people navigate through this strange new post covid world.



SAFEM

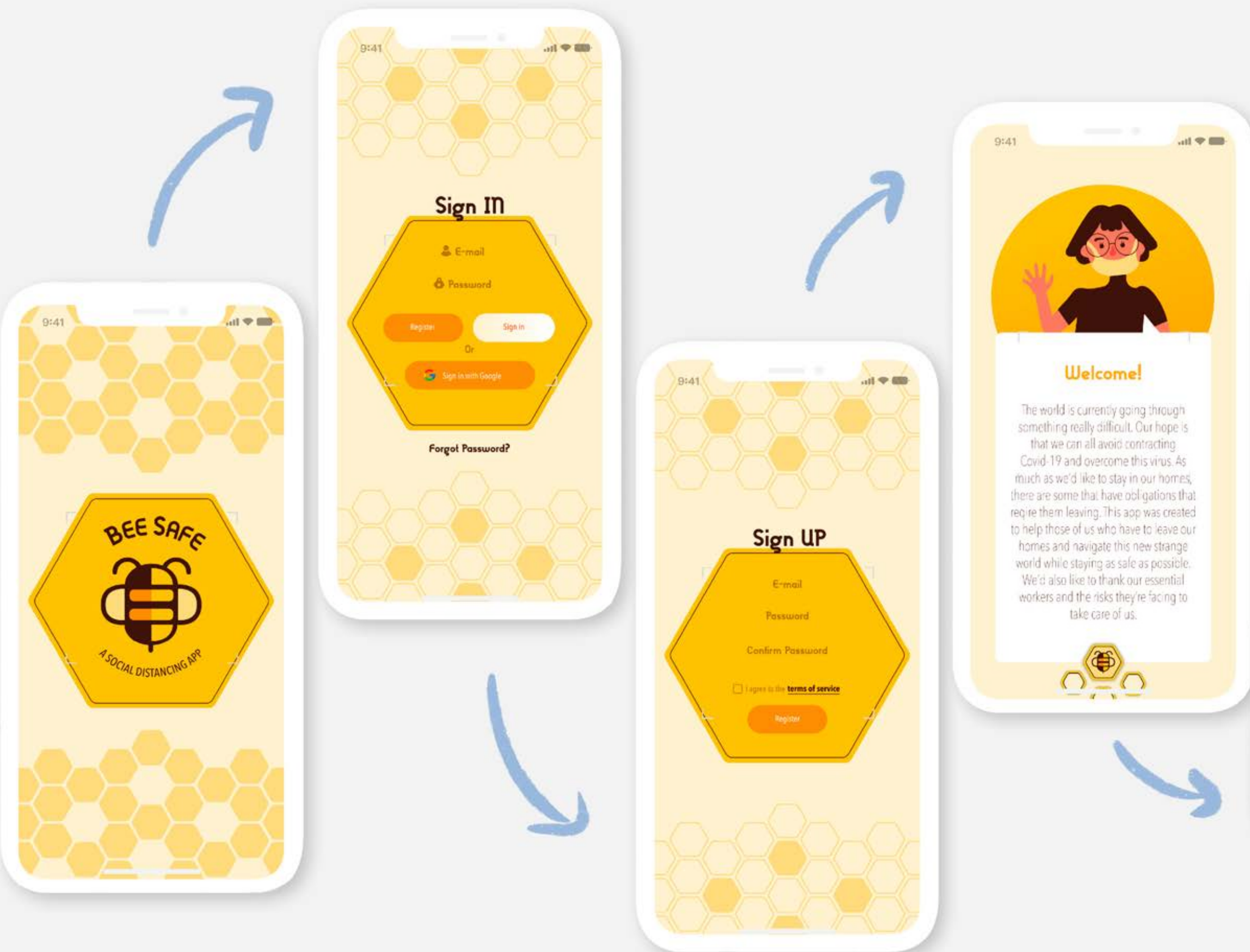


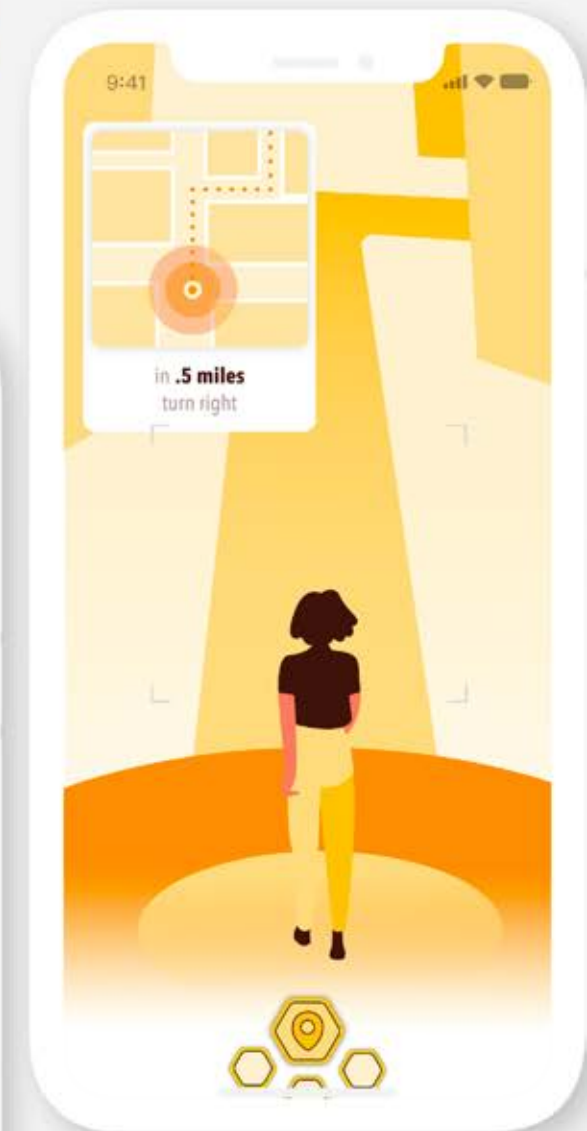
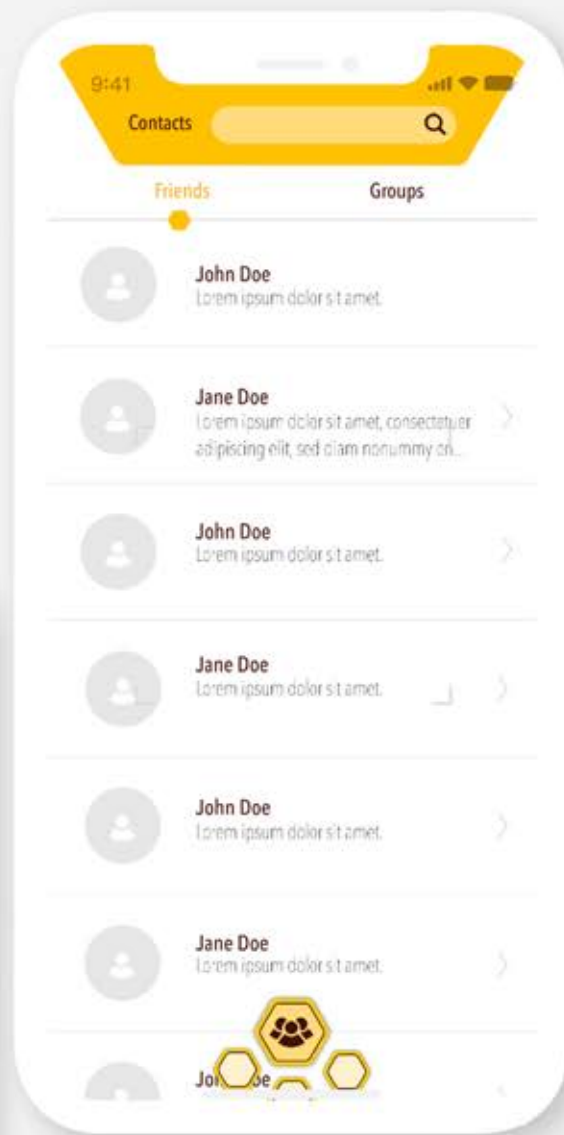
TANCING APP



Who is this app targeting?

This app is directed towards essential workers, college students, and anyone else who needs to venture out into the world.







#80ab40



#bae5b0



#d4e5d4



#c7ada3



#e8dbde



#ffffff

PLANTR

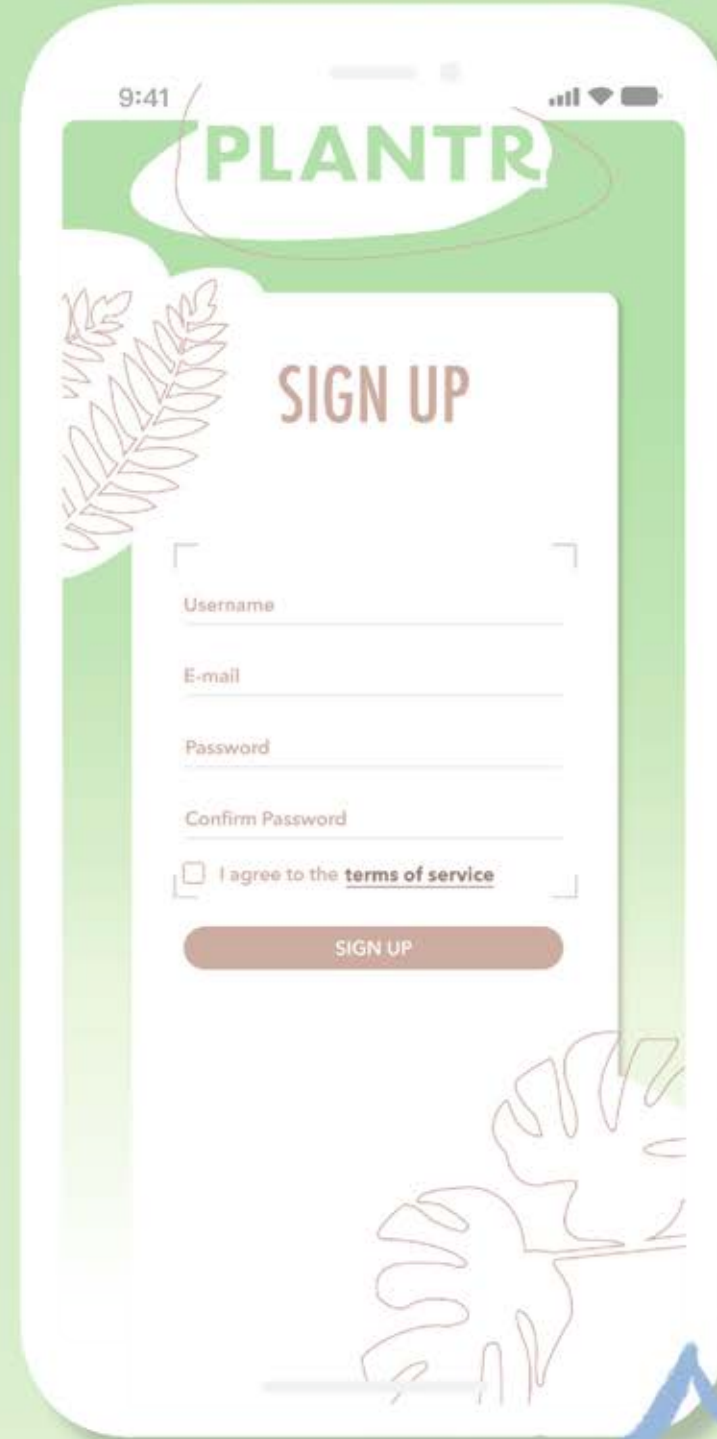
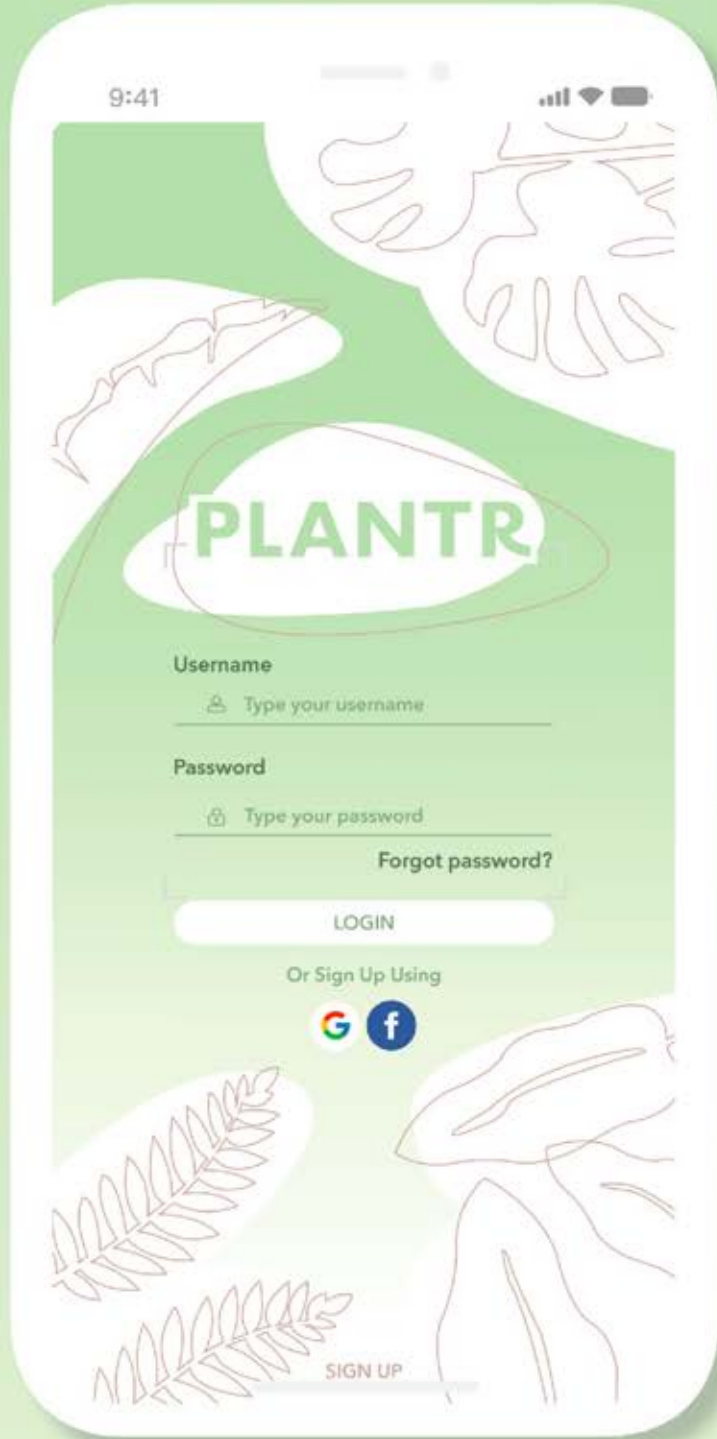
Finding the perfect plant for you

FUTURA CONDENSSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

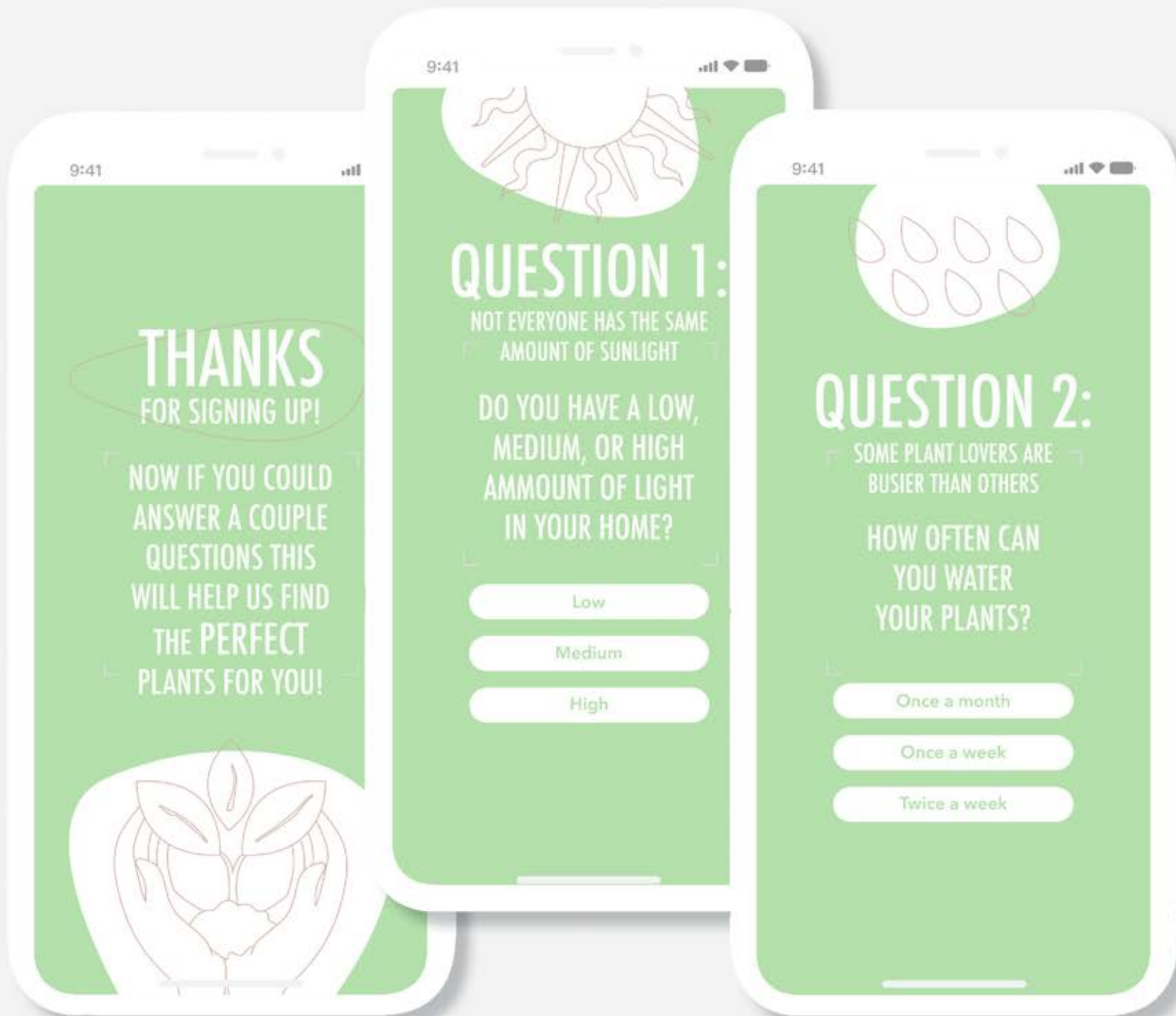
AVENIR NEXT DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ



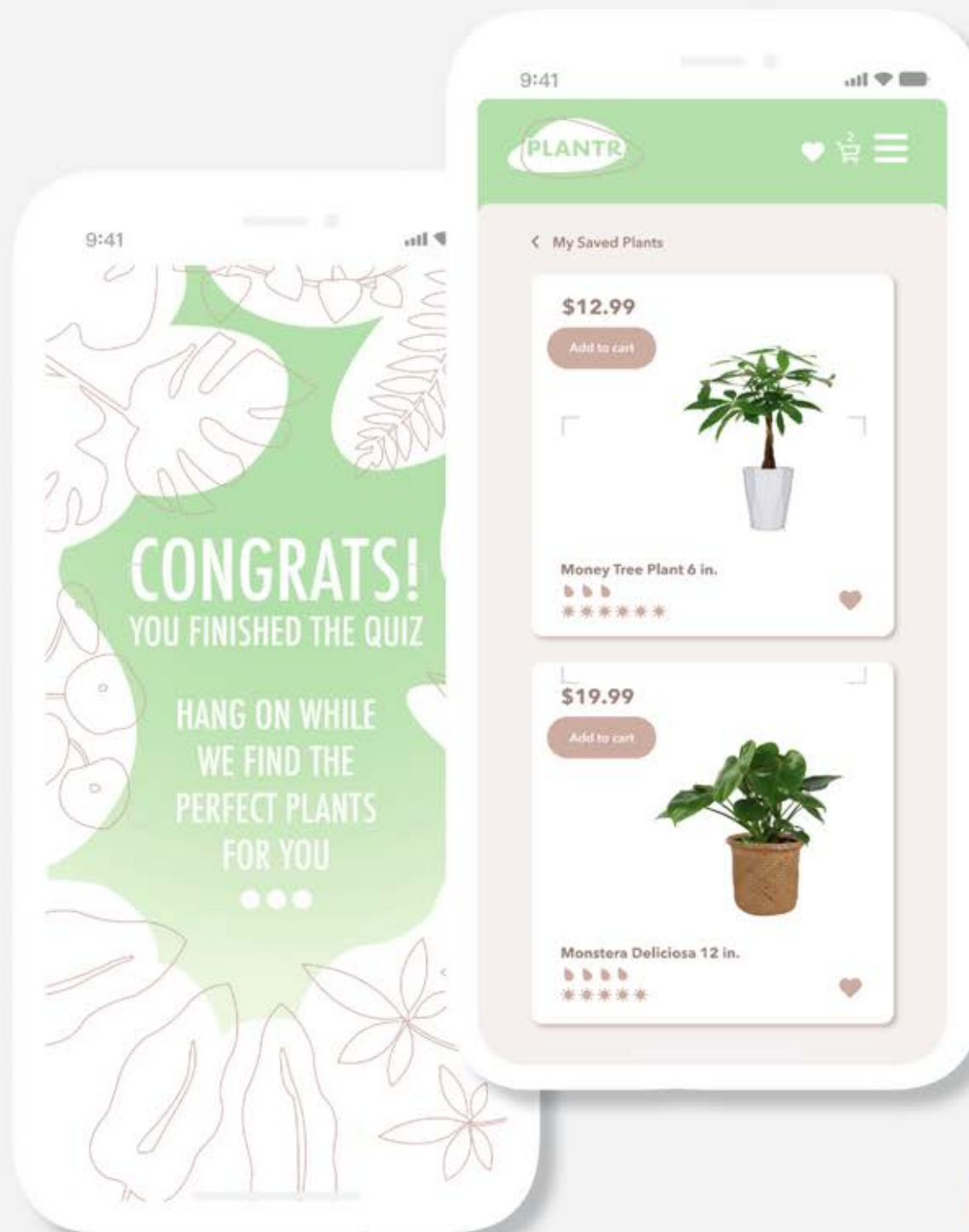
What does this app do?

This app finds the perfect plants for you and your home based on a quiz each user takes.



Who is this app targeting?

Plant lovers! And anyone interested in buying plants for their home





01 BRANDING

02 UX/UI

03 POSTERS



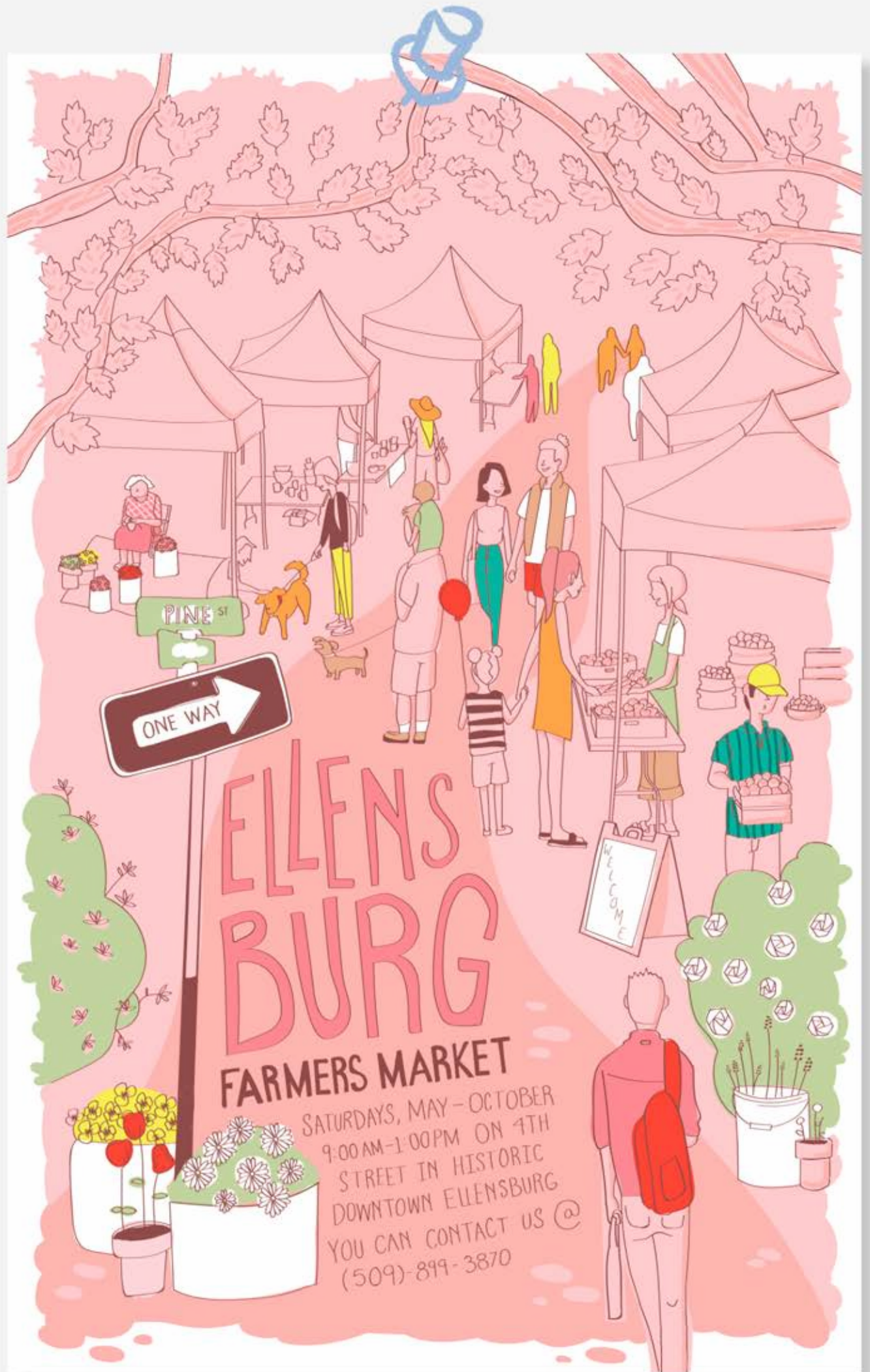
04 PRODUCTS

05 PACKAGING

06 ILLUSTRATION

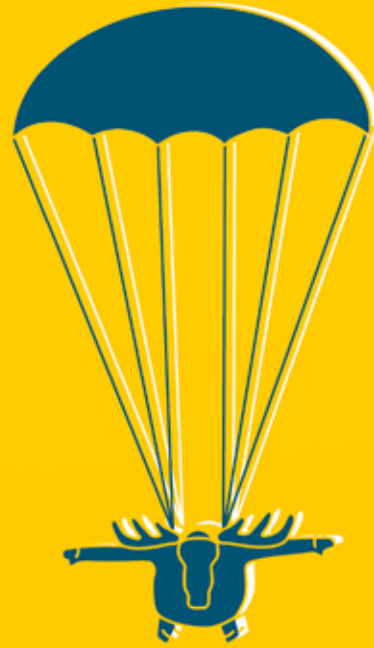
07 TYPOGRAPHY

NON-PROFIT



GIG POSTER





In Alaska, did you know
it's illegal to push a moose
from a plane?

EXPERIENCE ALASKA

(and their moose).

ALASKA AD CAMPAIGN

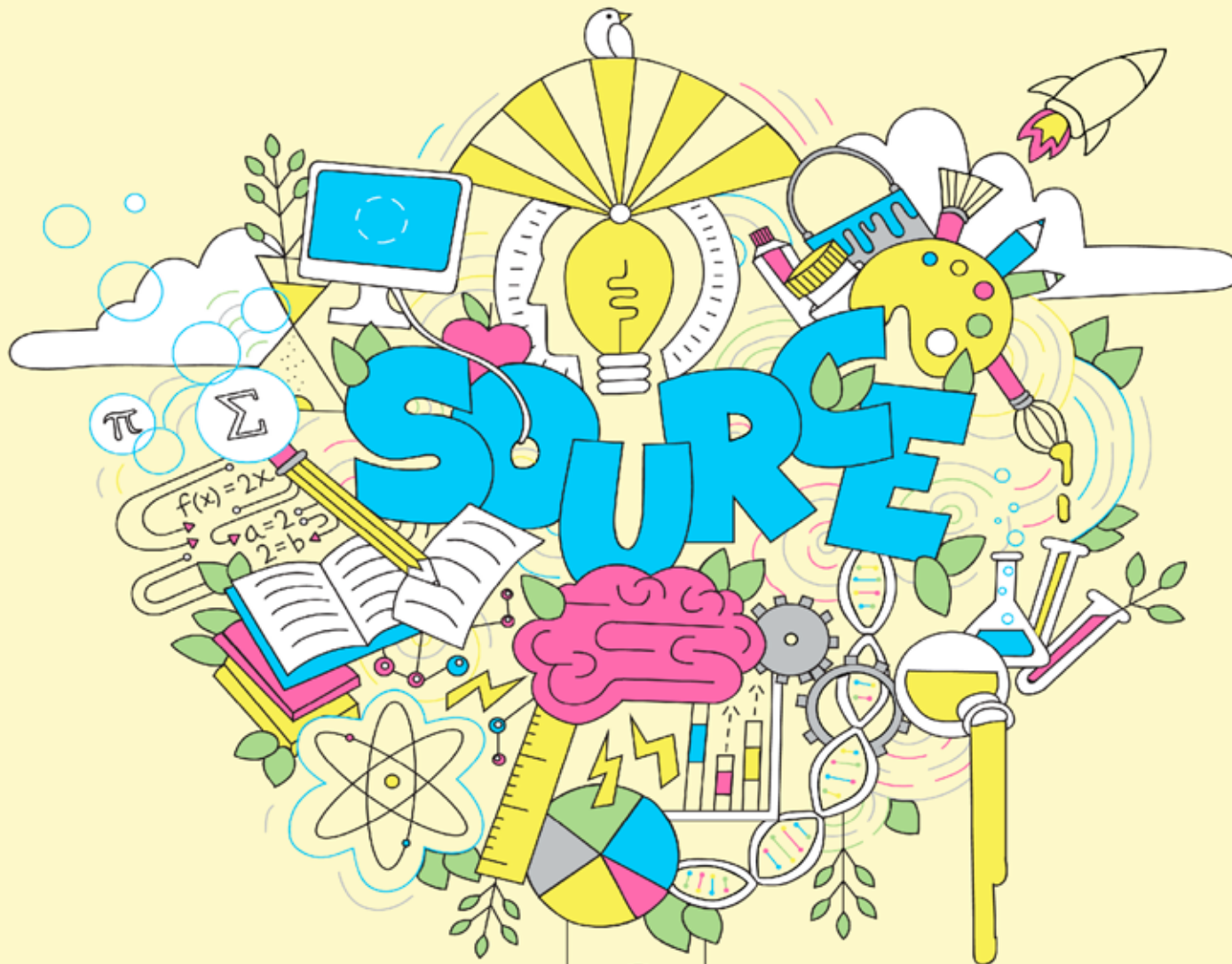
EXPERIENCE ALASKA

(and their moose).

In Alaska, did you know it's illegal
to give a moose a beer?



**SYMPOSIUM OF UNIVERSITY RESEARCH
AND CREATIVE EXPRESSION**



2022

**DE MOINES
CAMPUS:**

**MAY
12**



**ELLENSBURG
CAMPUS:**

**MAY
13 & 14**

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MAY
13-14**



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The Office of Undergraduate
Research will be accepting
abstract submissions starting
Monday, February 24th and
ending Friday, April 3rd at 5pm.

DATES

Ellensburg:
May 13, 2020
May 14, 2020
Des Moines:
May 12, 2020

YOU CAN SUBMIT YOUR ABSTRACT HERE:

www.cwu.edu/undergrad-research/abstract-submission

FOR MORE INFORMATION:

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SOURCE (Symposium for University Research and Creative Expression)



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PRODUCT BRIEF

Wine labels for a fake company Dionysus.
Each label focuses on a different powerful
greek goddess and their symbols.

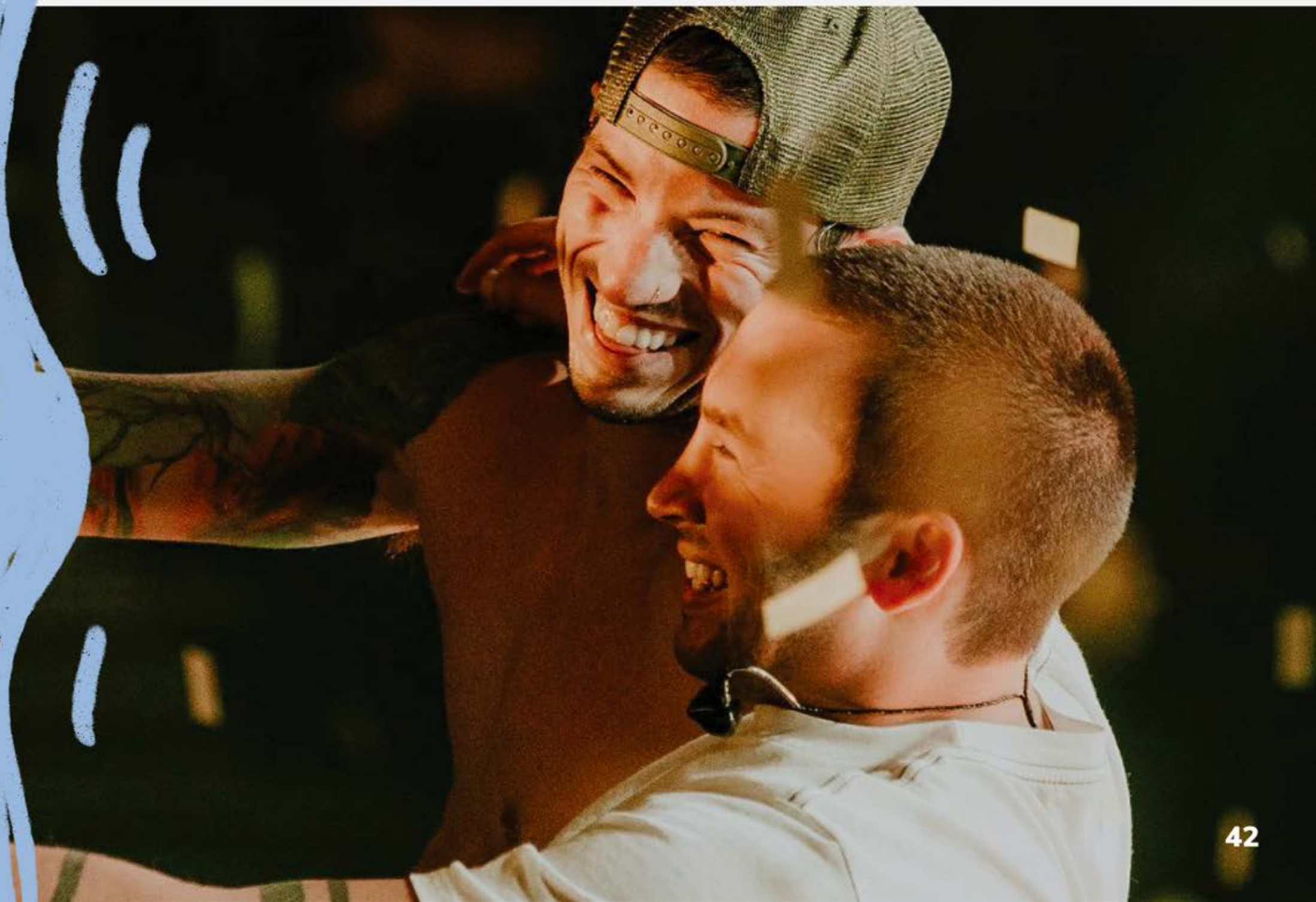






PRODUCT BRIEF

Record label redesign for Twenty One Pilots' debut self titled album. This band is really important to me, and their first album holds a special place in my heart.



PRODUCT BRIEF

Book cover redesign for the young adult novel, "Perks of Being a Wallflower," by Stephen Chokosky. This book is an impactful, coming of age story, that for many has had a big influence on their own lives.





man. And while he's not the biggest geek is by no means popular. Shy, introspec- beyond his years yet socially awkward, he caught between trying to live his life and m it. Charlie is attempting to navigate his charted territory: the world of first dates family dramas and new friends; the world of The Rocky Horror Picture Show, when all is that perfect song on that perfect drive to feel infinite.

stay on the sideline forever. Standing on s of life offers a unique perspective. comes a time to see what it looks like from the dance floor.

Being a Wallflower is a deeply affecting story that will spirit you back to those wild roller-coaster days known as growing up.

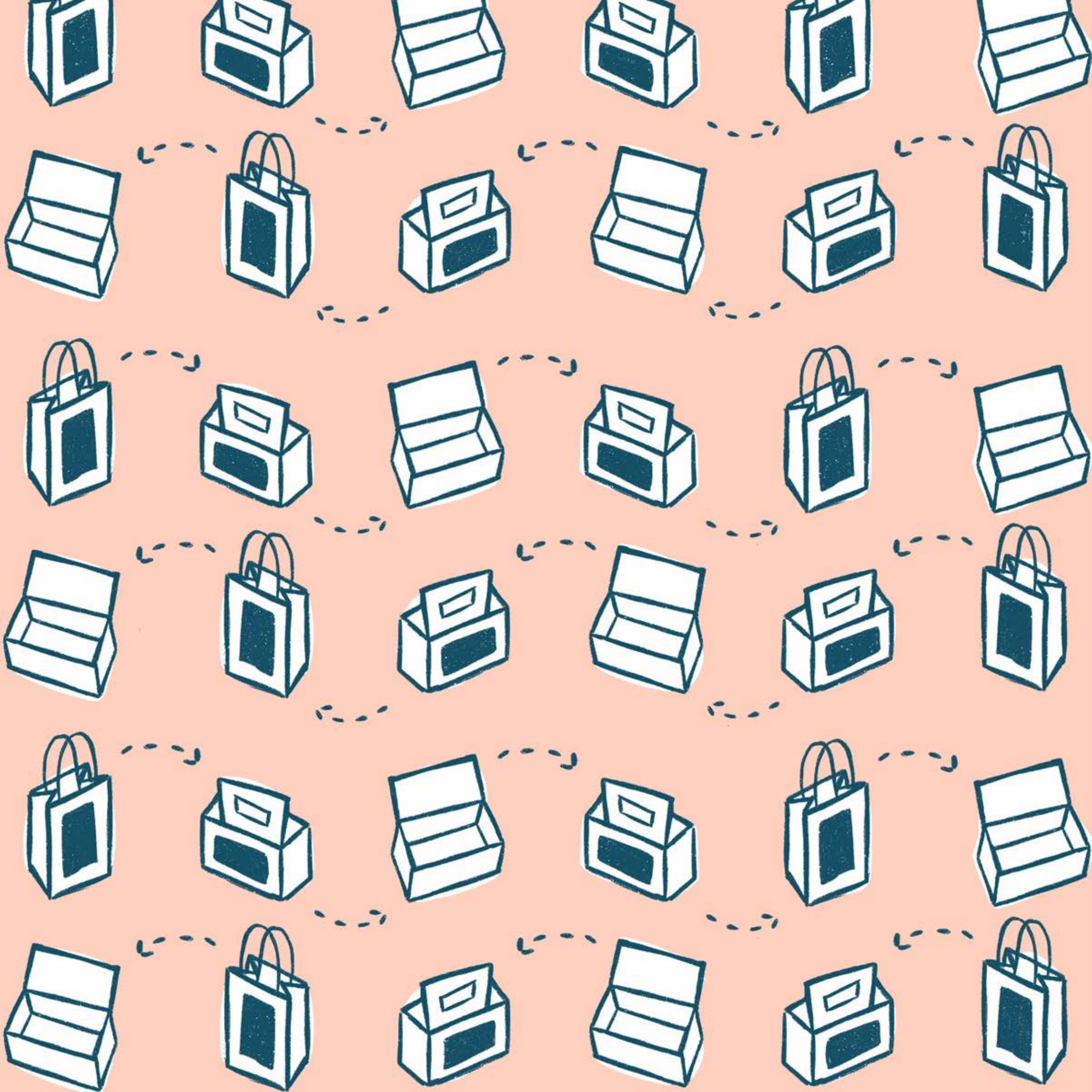
Stephen Chbosky is an American novelist, screenwriter and film director best-known for writing The New York Times bestselling coming-of-age novel *The Perks of Being a Wallflower*, as well as for writing and directing the film version of the same book, starring Logan Lerman, Emma Watson, and Ezra Miller.



ORION

the PERKS of being a WALLFLOWER





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BRAND EXTENSION PACKAGING

Brand extension packaging for a poopouri line at LUSH cosmetics



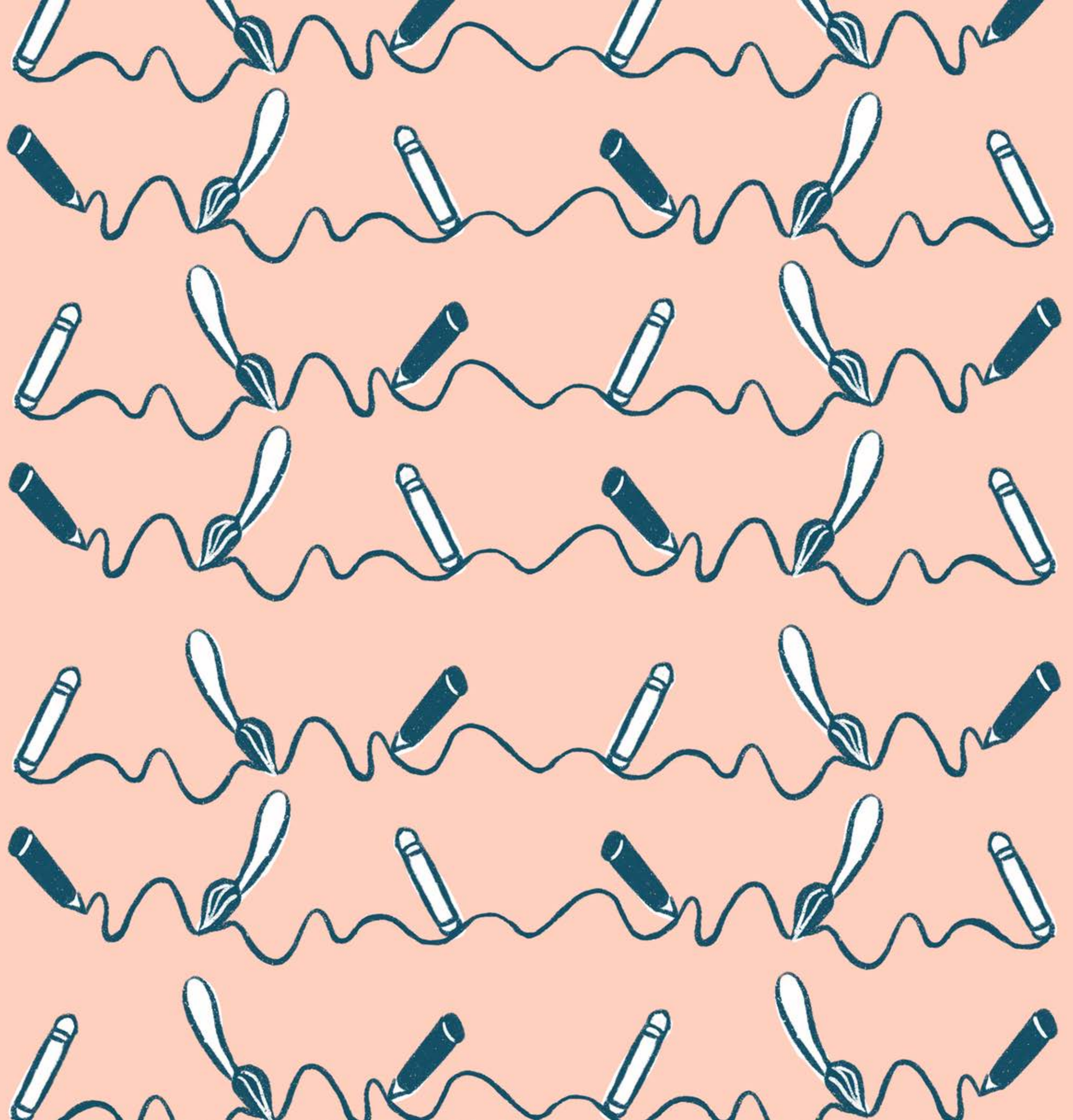




BRAND EXTENSION PACKAGING

Brand extension packaging for an eyeshadow palette from Taco Bell.





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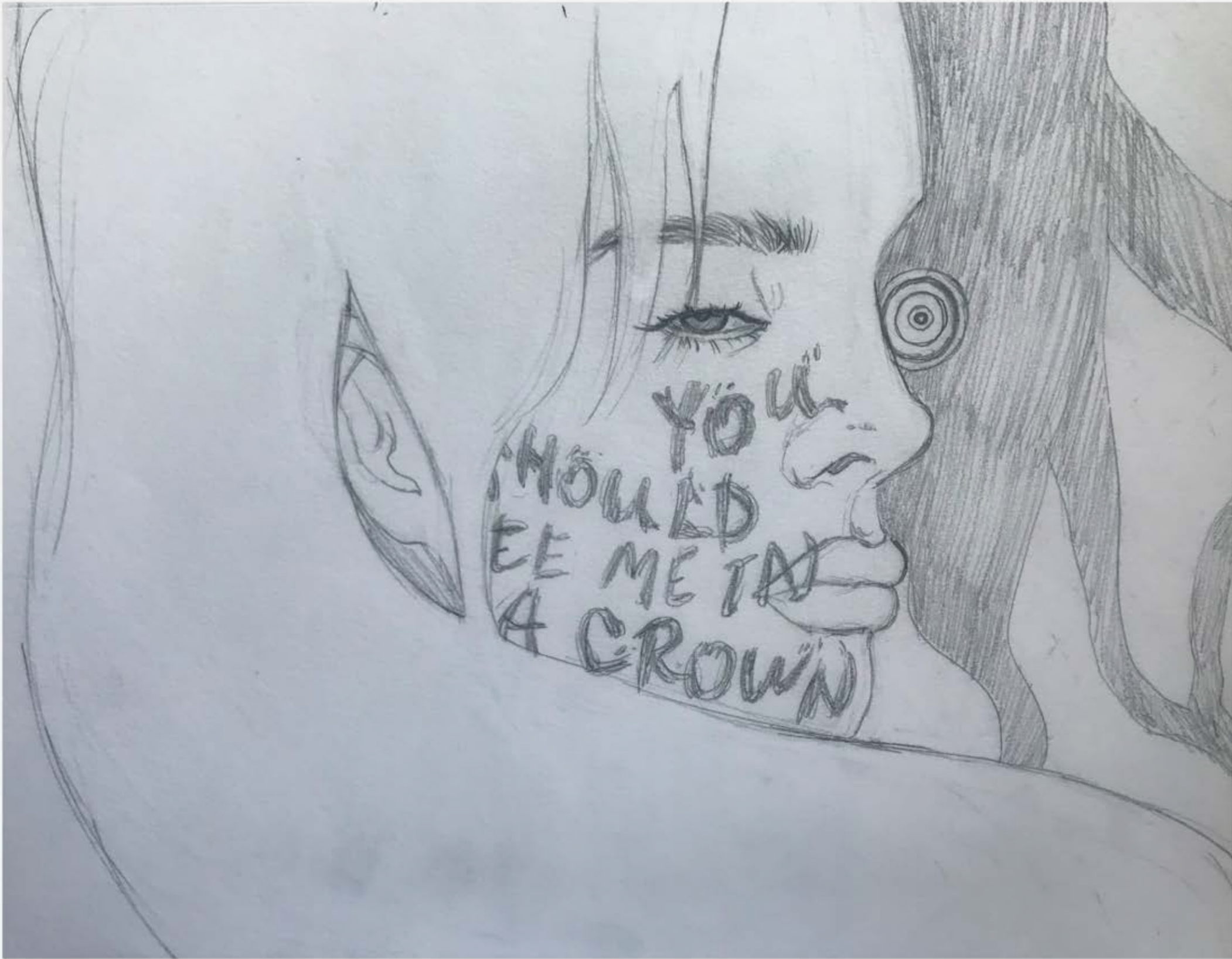
06

ILLUSTRATION

07 TYPOGRAPHY









A a

Z z

A a

Z z

A a

V v

Σ σ

V v

Σ σ

V v

A a

Z z

A a

Z z

A a

V v

Σ σ

V v

Σ σ

V v

A a

Z z

A a

Z z

A a

V v

Σ σ

V v

Σ σ

V v

A a

Z z

A a

Z z

A a

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FUTURA

"The typeface of today and tomorrow"

A geometric sans-serif typeface designed by Paul Renner and released in 1927. It's based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period. It's appearance designates **efficiency** and **modernism** much like the modern idiom that the Bauhaus followed.

A large, light blue background featuring the letters 'A' and 'a' in the Futura typeface. The letters are white and have a thin blue outline. Below the letters, there is a small grid of lowercase letters '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' and a row of numbers '1 2 3 4 5 6 7 8 9 0'.

FUTURA

A large, light blue background featuring the word 'FUTURA' in the Futura typeface. The letters are white and have a thin blue outline. The background is filled with a repeating pattern of the word 'FUTURA' in a smaller, lighter blue font.

Anatomy & Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Designer

Paul Friedrich August Renner (9 August 1878 – 25 April 1956) was a typeface designer. In 1927, he designed the Futura typeface, which became one of the most successful and most used types of the 20th century. He was born in Wempegerode, Germany, and died in Hildingen.

He had a strict Protestant upbringing, being educated in a 19th-century Gymnasium. He was brought up to have a very strong sense of duty and responsibility. German sense of duty and responsibility. He was a member of the Bauhaus, a school of modern culture, such as jazz, cinema, and dancing. But equally, he admired the functionalist strain in modernism.

That, Renner can be seen as a bridge between the traditional (19th century) and the modern (20th century). He attempted to fuse the classic and the roman

"The typeface of today and tomorrow"

A geometric sans-serif typeface designed by Paul Renner and released in 1927. It's based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period. It's appearance designates **efficiency** and **modernism** much like the modern idiom that the Bauhaus followed.

60