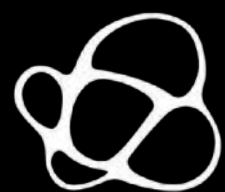




808 Designs

Portfolio of Bob Jordan
Art Direction // Design

www.808designs.com



BOB JORDAN // 808 Designs

Bob Jordan, based in Brooklyn, NY, is an accomplished art director and designer specializing in branding, identity development, and consumer packaged goods for lifestyle brands. His approach involves thorough research, strategic insights, and seamless integration of creative direction across platforms.

With experience as an art director in New York City and globally, Bob excels in projects for boutique and multinational brands, leaving a lasting impact on businesses and products. He ensures a cohesive outcome throughout the design process, resulting in a consistent brand presence across print, digital, and environmental design.

Throughout his career, Bob has enhanced brands like YAHOO, Pepsi, and MAC Cosmetics, showcasing his innovative and strategic design abilities.

Oath:
A Verizon company

BLUE
Bikes
Louisiana

PEPSICO

sidlee

▲ L V M I N A

A | X
ARMANI EXCHANGE



KENTUCKY
DERBY



MAC



KENNETH COLE
NEW YORK

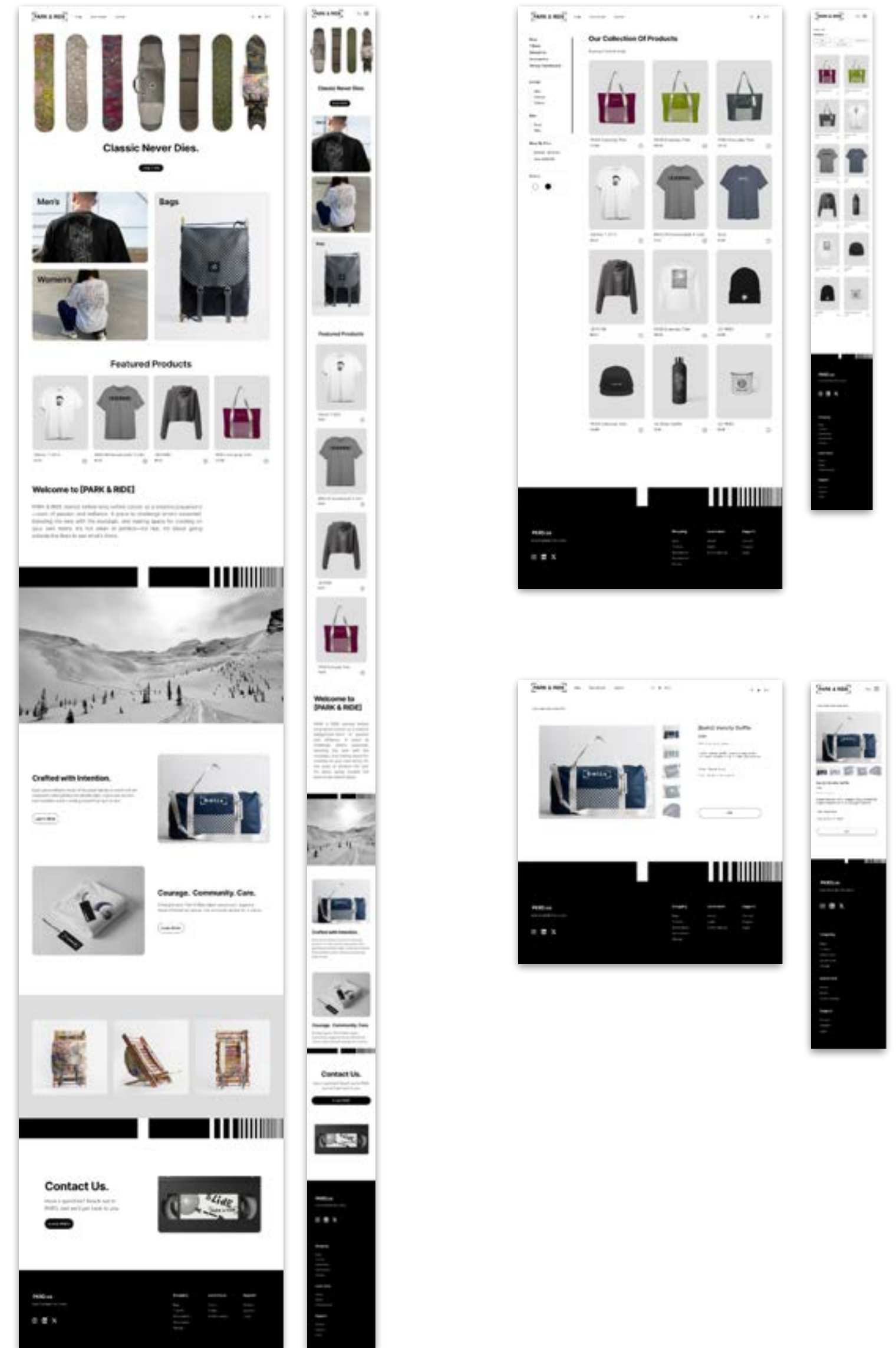
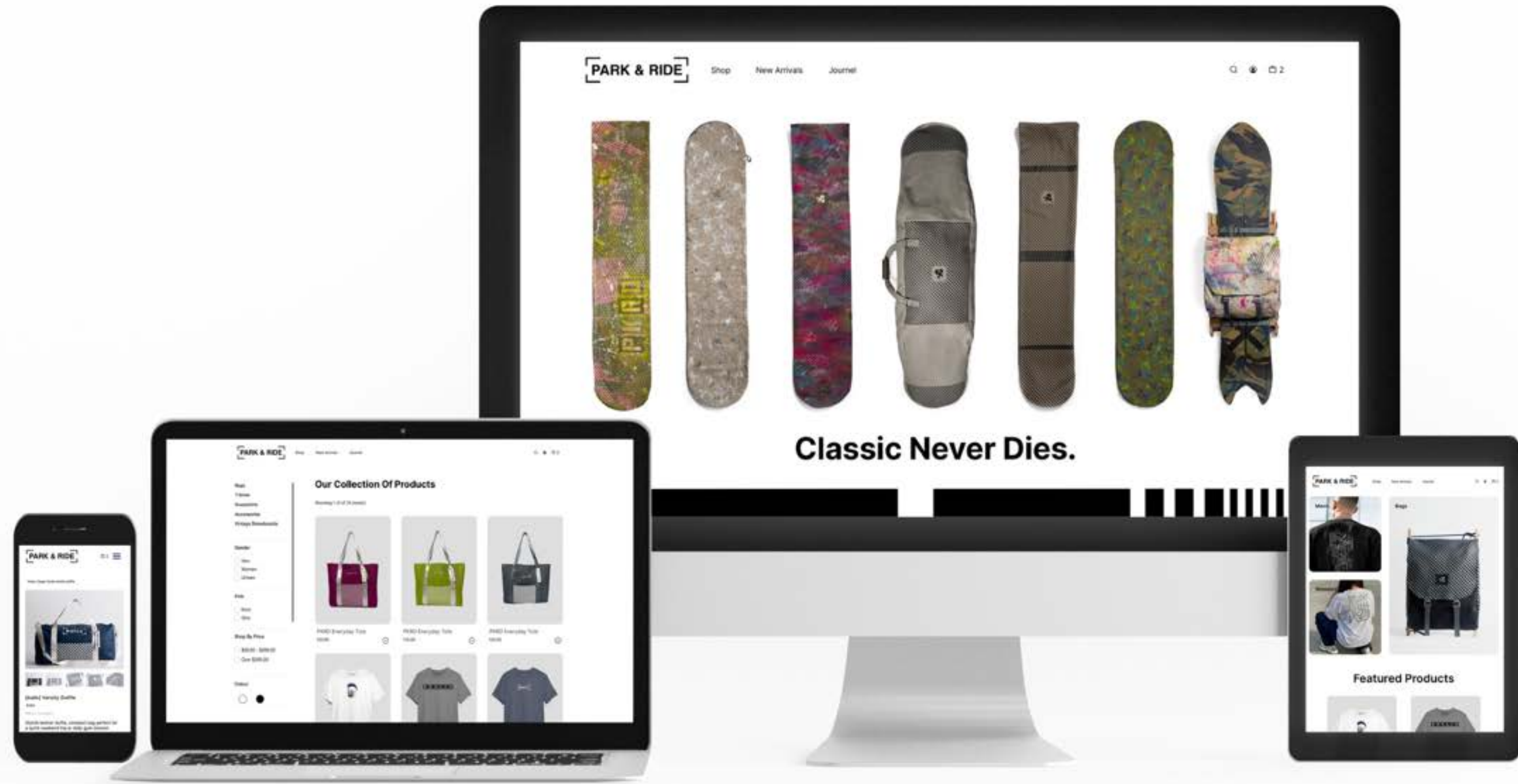
PARK & RIDE

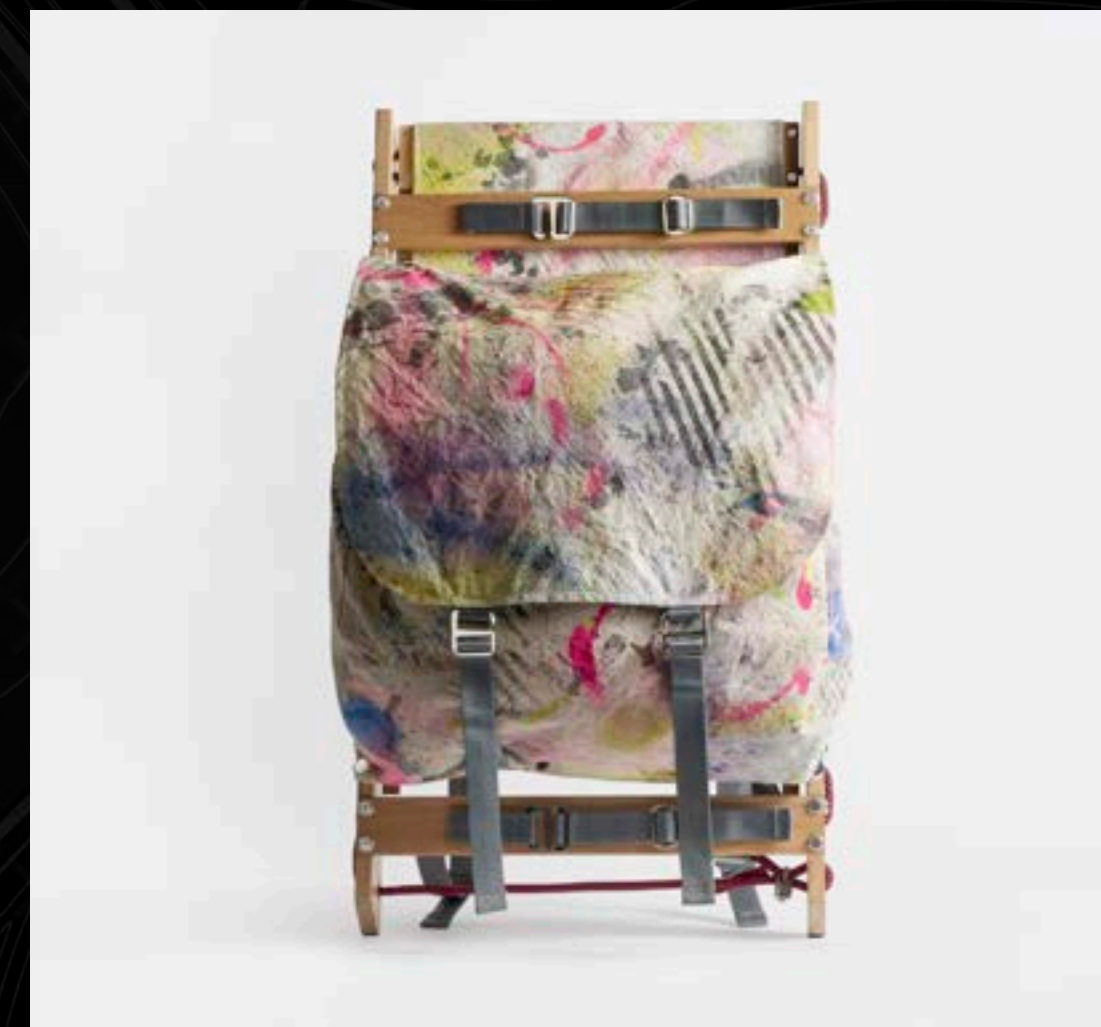
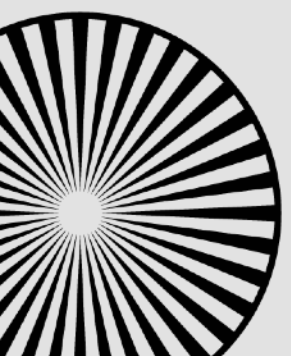
GRAPHICS // COLOR & CONCEPT // FABRICATION

OBJECTIVE

PARK & RIDE presents a meticulously crafted collection of snowboard gear accessories, conceived and produced by designer Bob Jordan. Infusing his lifelong passions for both crafting and snowboarding, Jordan seamlessly merges his two beloved pursuits into one. Rooted in his familial legacy, this line embarks on a journey of inventive materials, techniques, and production methods. Reflecting his core values, it offers a glimpse into Jordan's identity as both a designer and an individual.



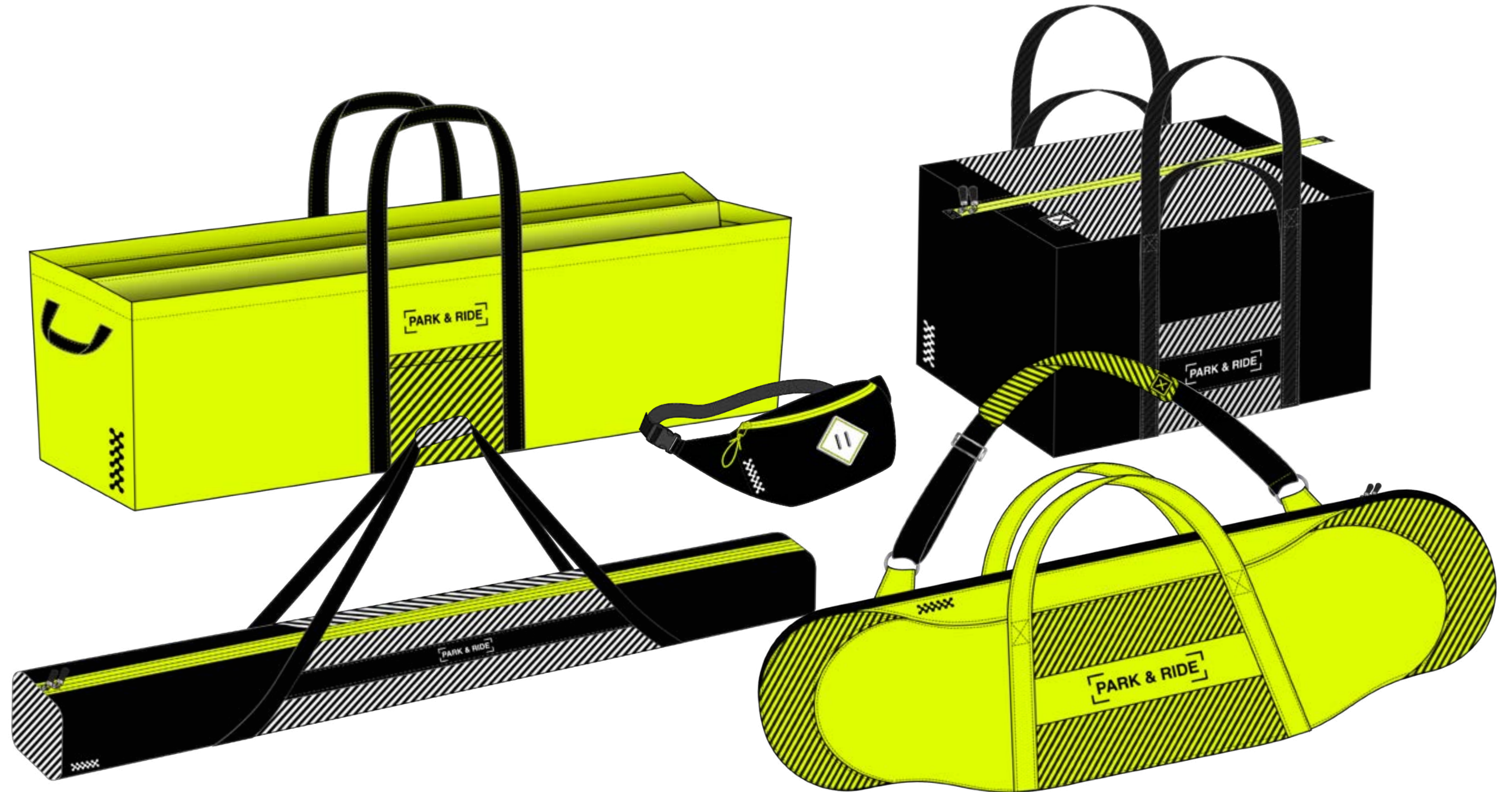
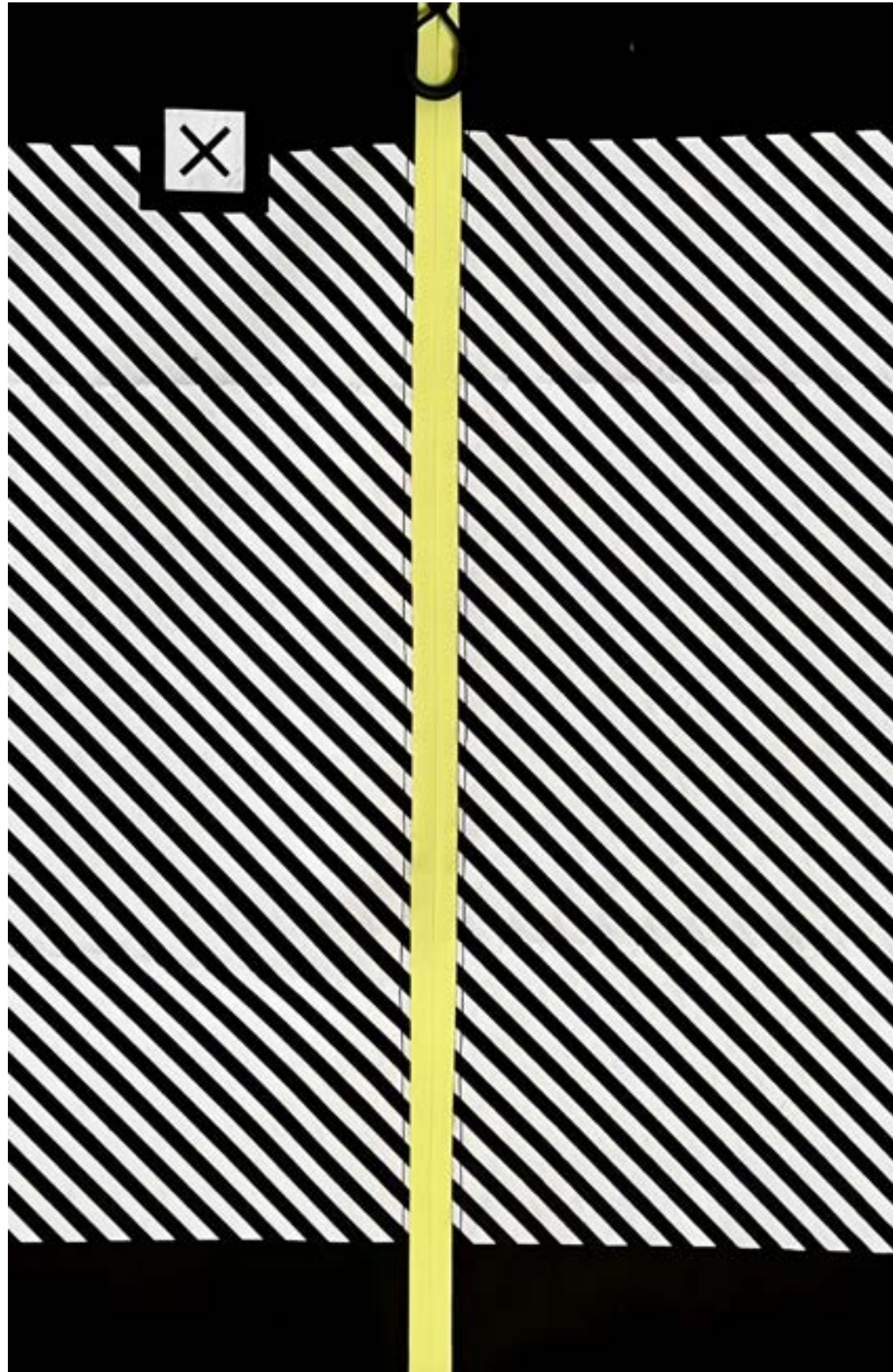


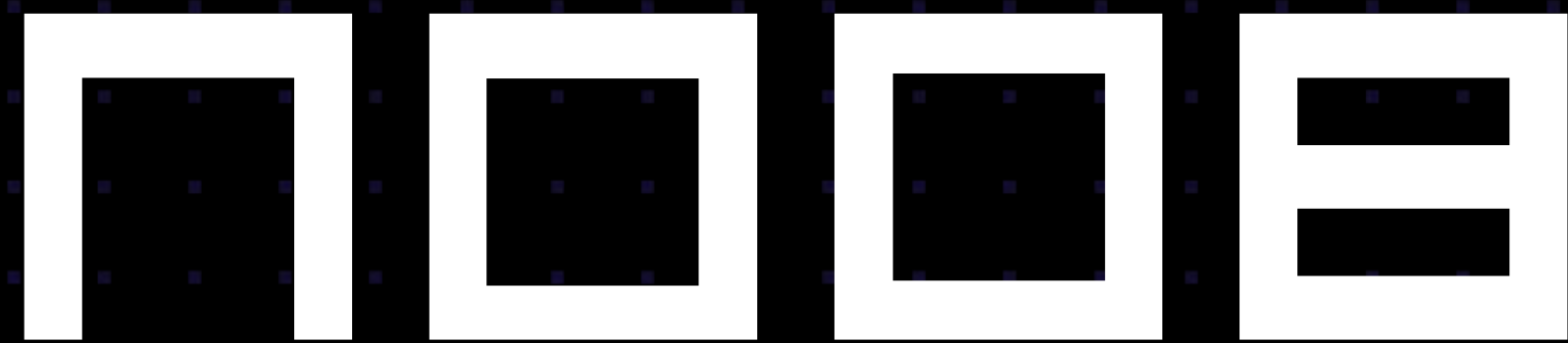






WG_10

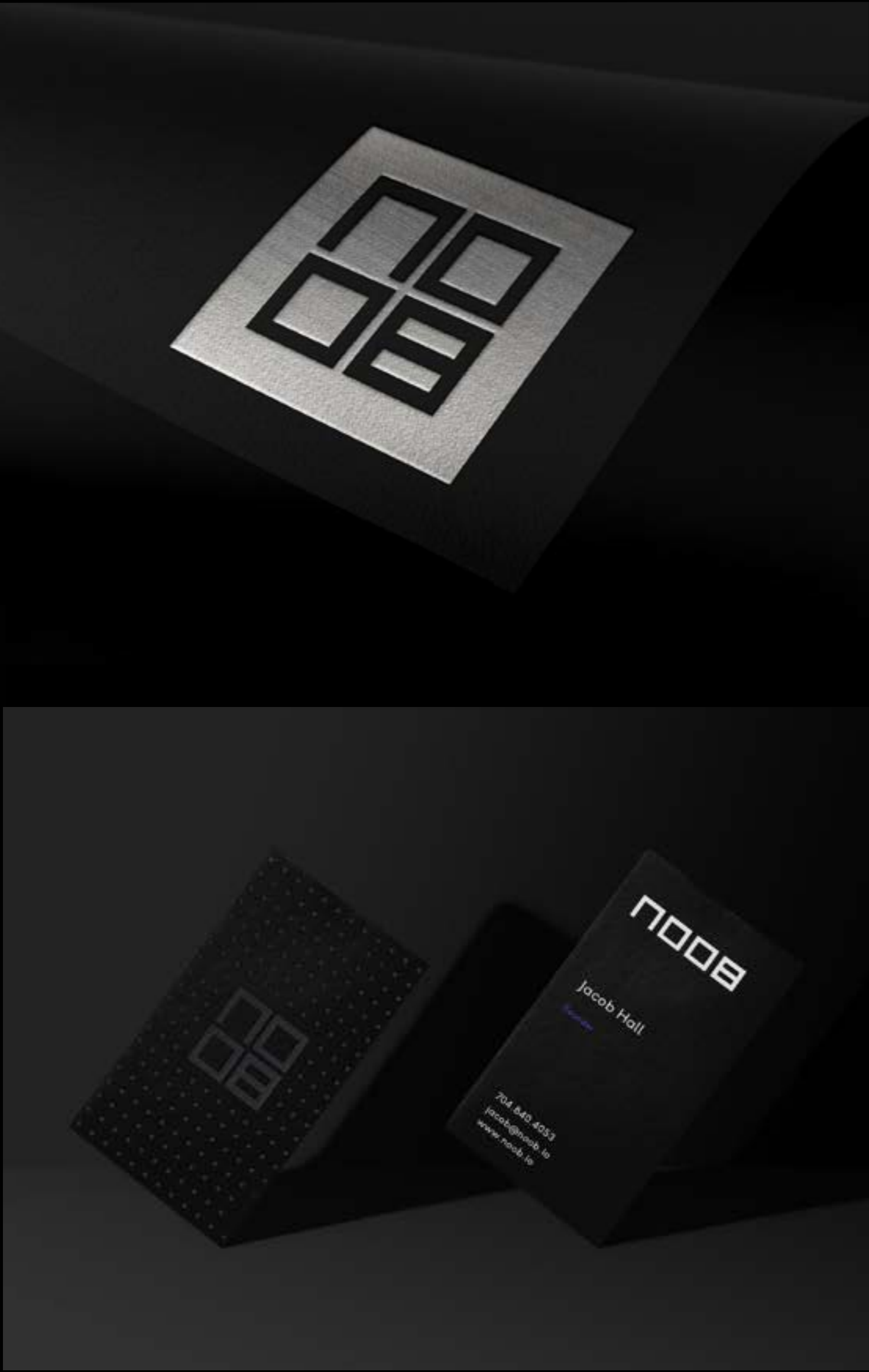




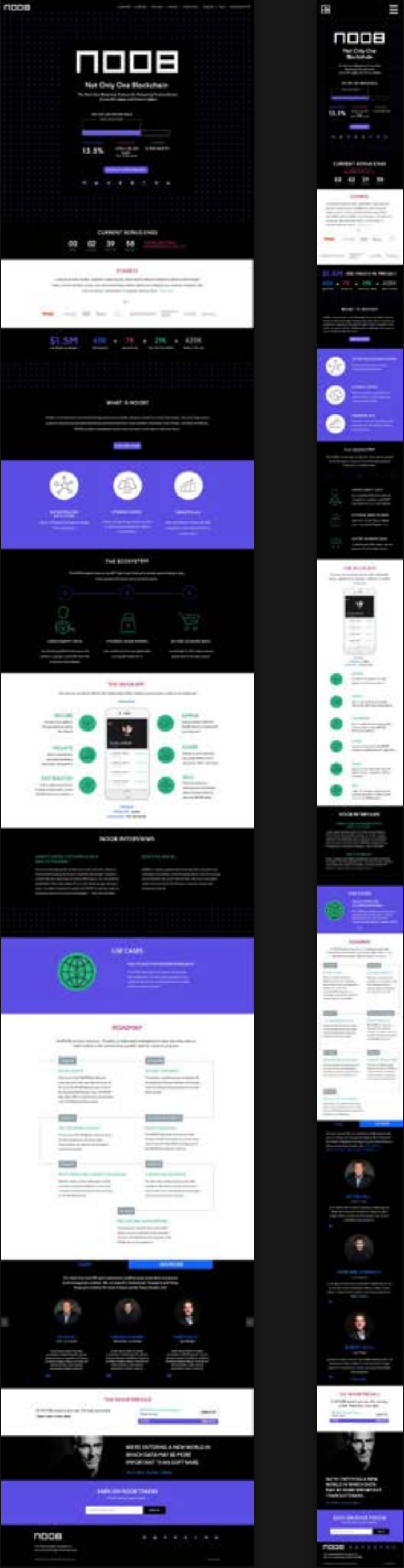
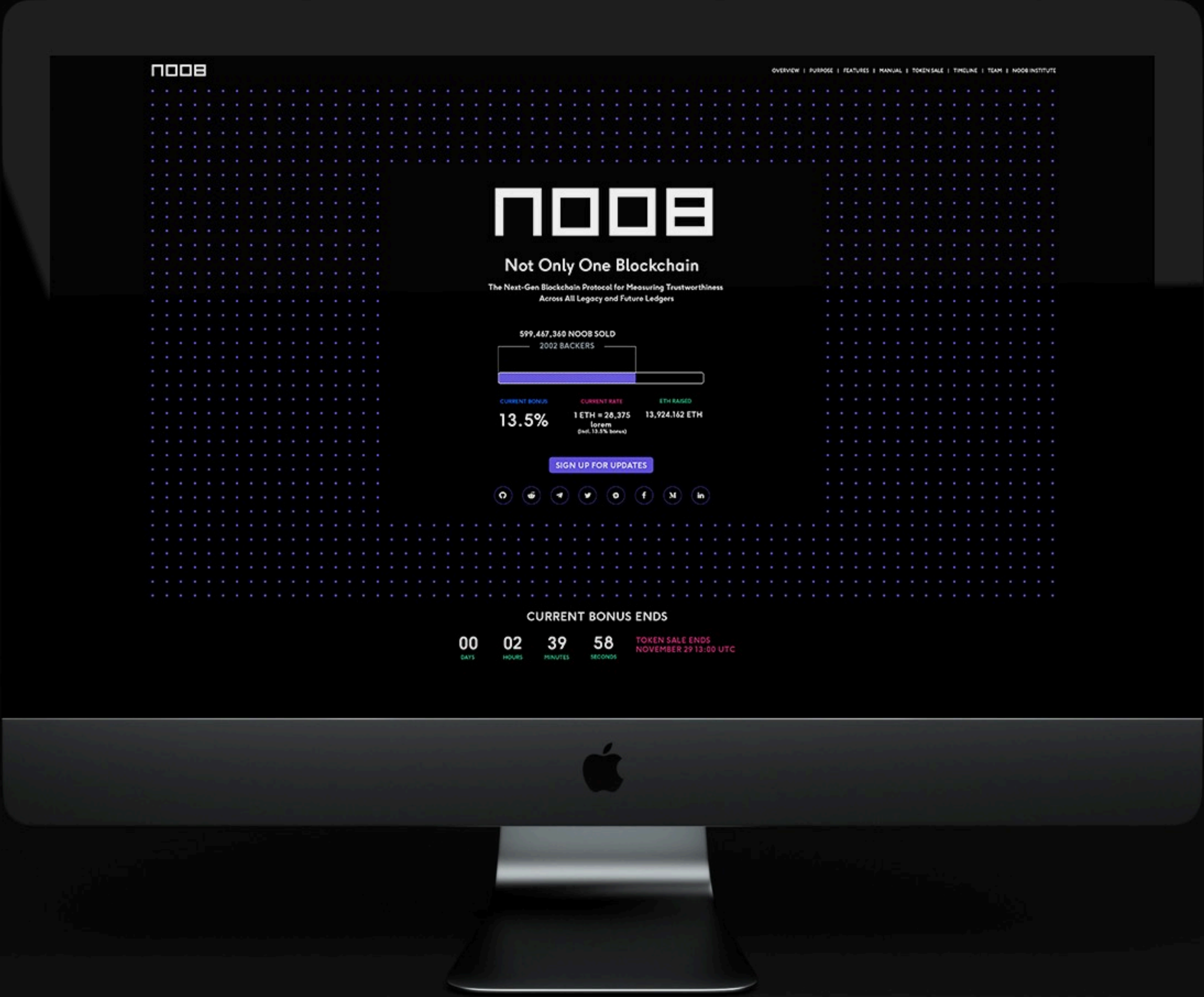
BRANDING // WEB DESIGN BLOCKCHAIN // CRYPTOCURRENCY

OBJECTIVE

Developed a comprehensive branding identity for a blockchain project and designed the complete website, creating a cohesive and user-friendly platform that allows users to securely access, manage, and interact with the blockchain's staple coins.



NOOB

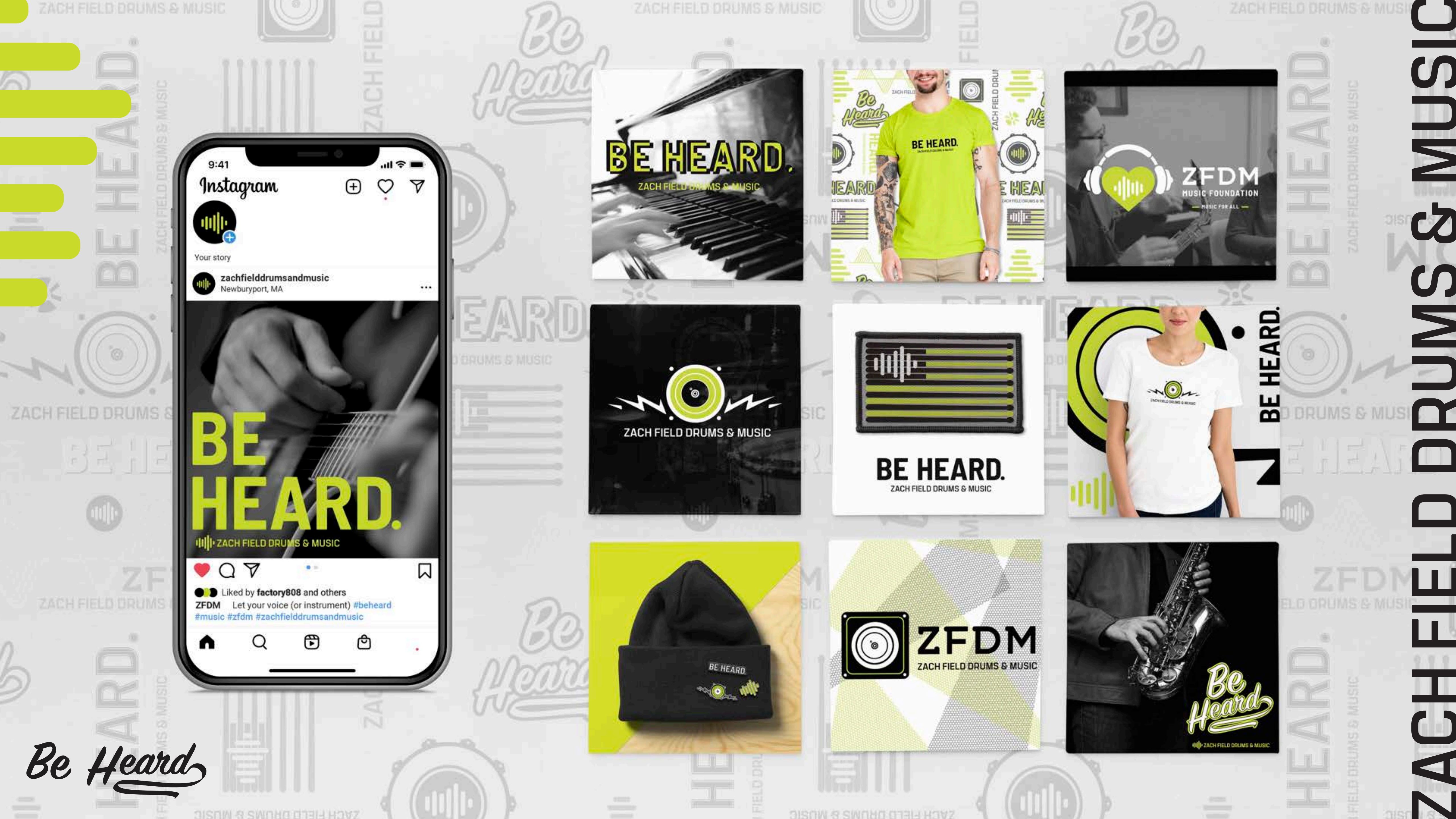




SOCIAL MEDIA STRATEGY // MERCHANDISE

OBJECTIVE

Zach Field Drums and Music wanted to add some flavor and attitude to their music school's brand, they knew exactly where to look. A simple question was presented to them, "how do you want to be heard?" From that point on, ZDFM adopted the tagline #BeHeard which has inspired a world of possibilities.



Be Heard







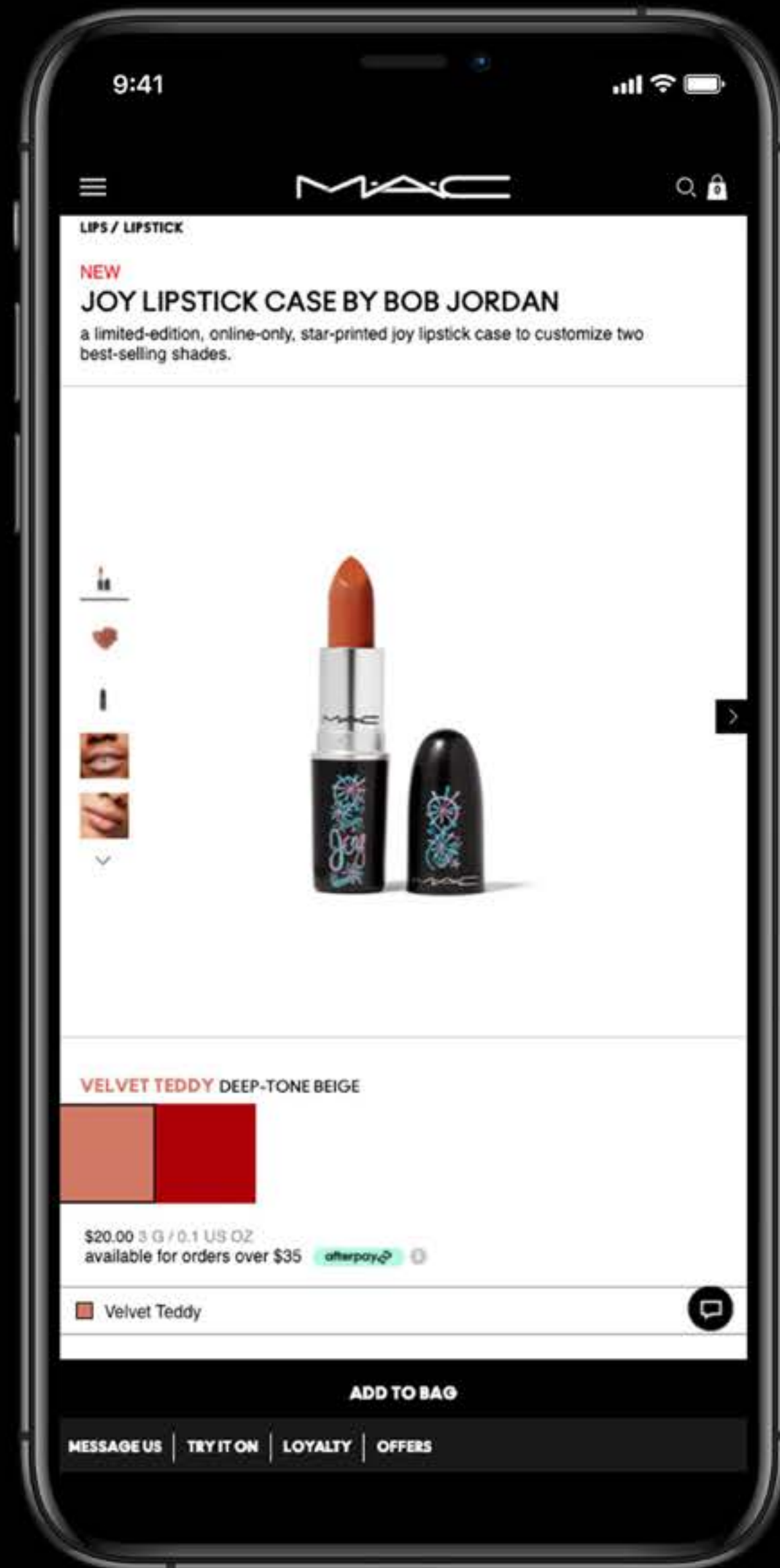
M•A•C COSMETICS x 808 DESIGNS LIMITED EDITION COLLABORATION

OBJECTIVE

For the 2020 holidays, Bob Jordan partnered with M•A•C Cosmetics to bring some Peace and Joy to the holiday season. This limited-edition, exclusive collaboration included a set of lipsticks and palettes sold online and on Instagram. These products were available in both the US and Canada.



M·A·C



Illustrations // Packaging



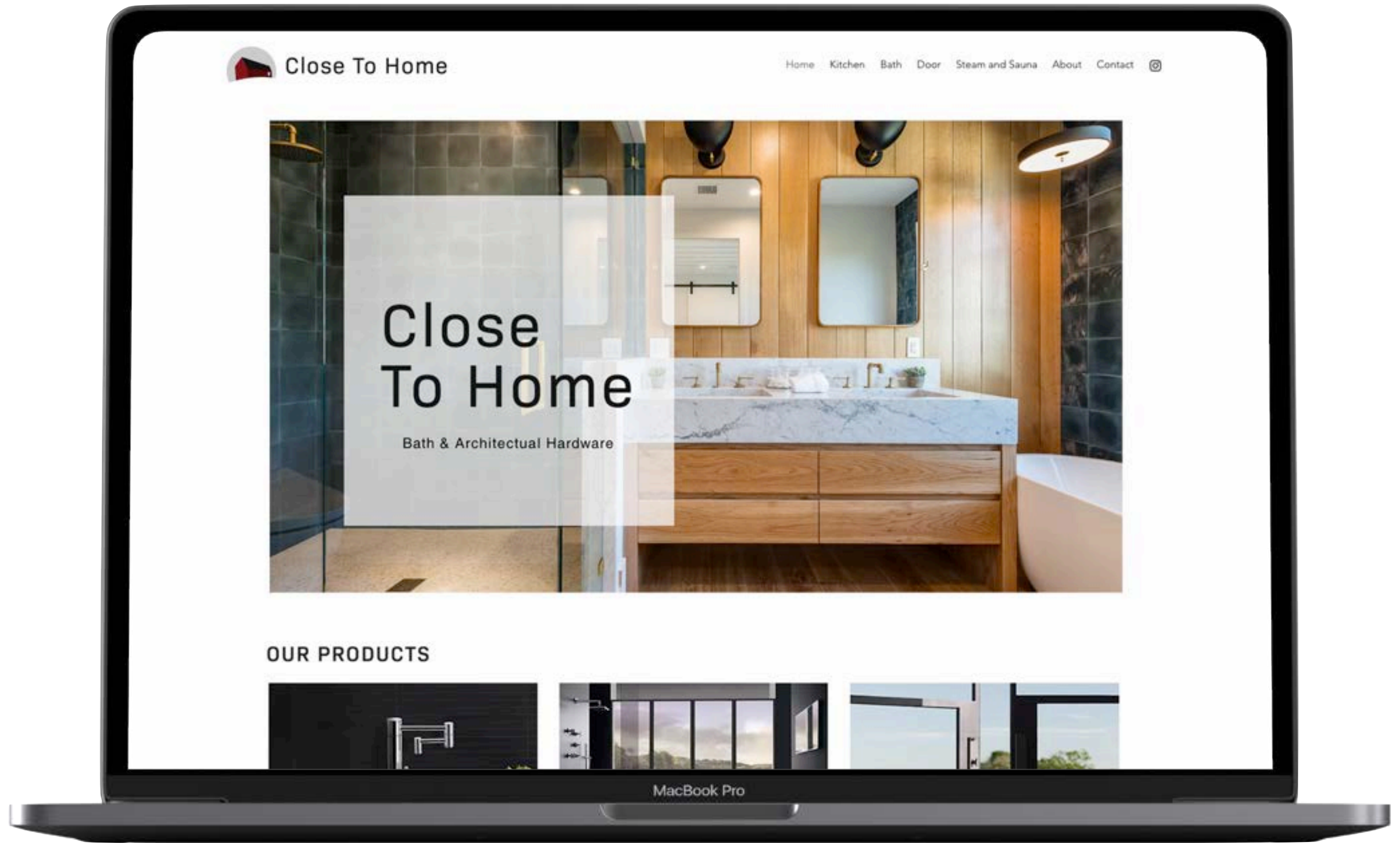


BRANDING // DIGITAL // O.O.H.

OBJECTIVE

Close To Home in Burlington, VT was rebranded into a modern, high-end kitchen and bath destination that embodies the essence of Vermont luxury living, with a new logo rolled out across digital channels, updated signage, and a cohesive out-of-home advertising campaign.







TAVERN SQUARE

BRANDING // SIGNAGE // TOUCHPOINTS

OBJECTIVE

Tavern in the Square is a popular chain of bars and restaurants in the New England area. While the brand identity needed to be rock solid, each individual location needed a spotlight as well. 808 Designs accepted the challenge and created an eye catching, cohesive visual identity.









TELL ME
something
GOOD



bar
restaurant
patio

T



IN
THE
SQUARE



North Station



TAVERN
SQUARE

drink
local



TAVERN
SQUARE

community



TAVERN
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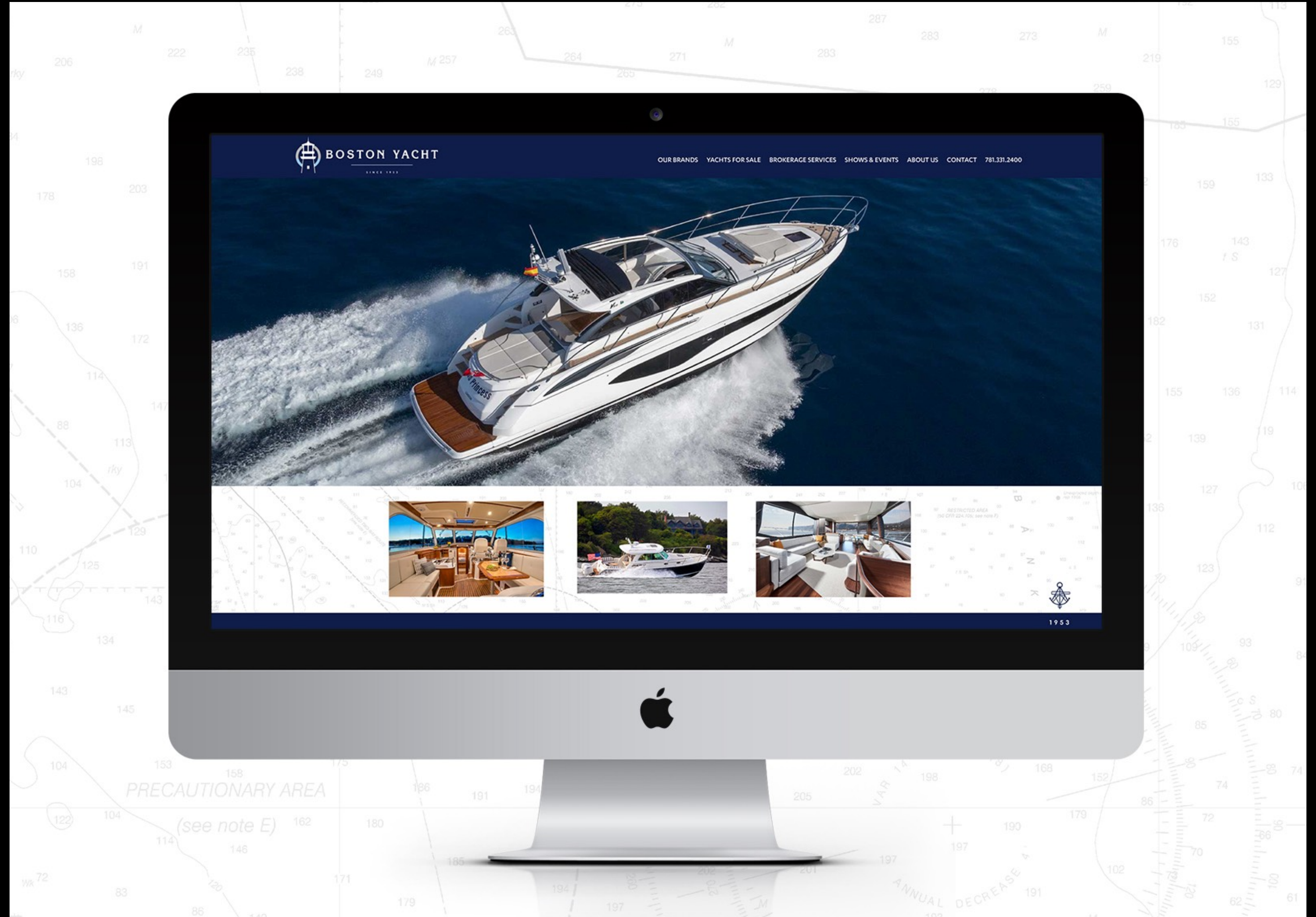
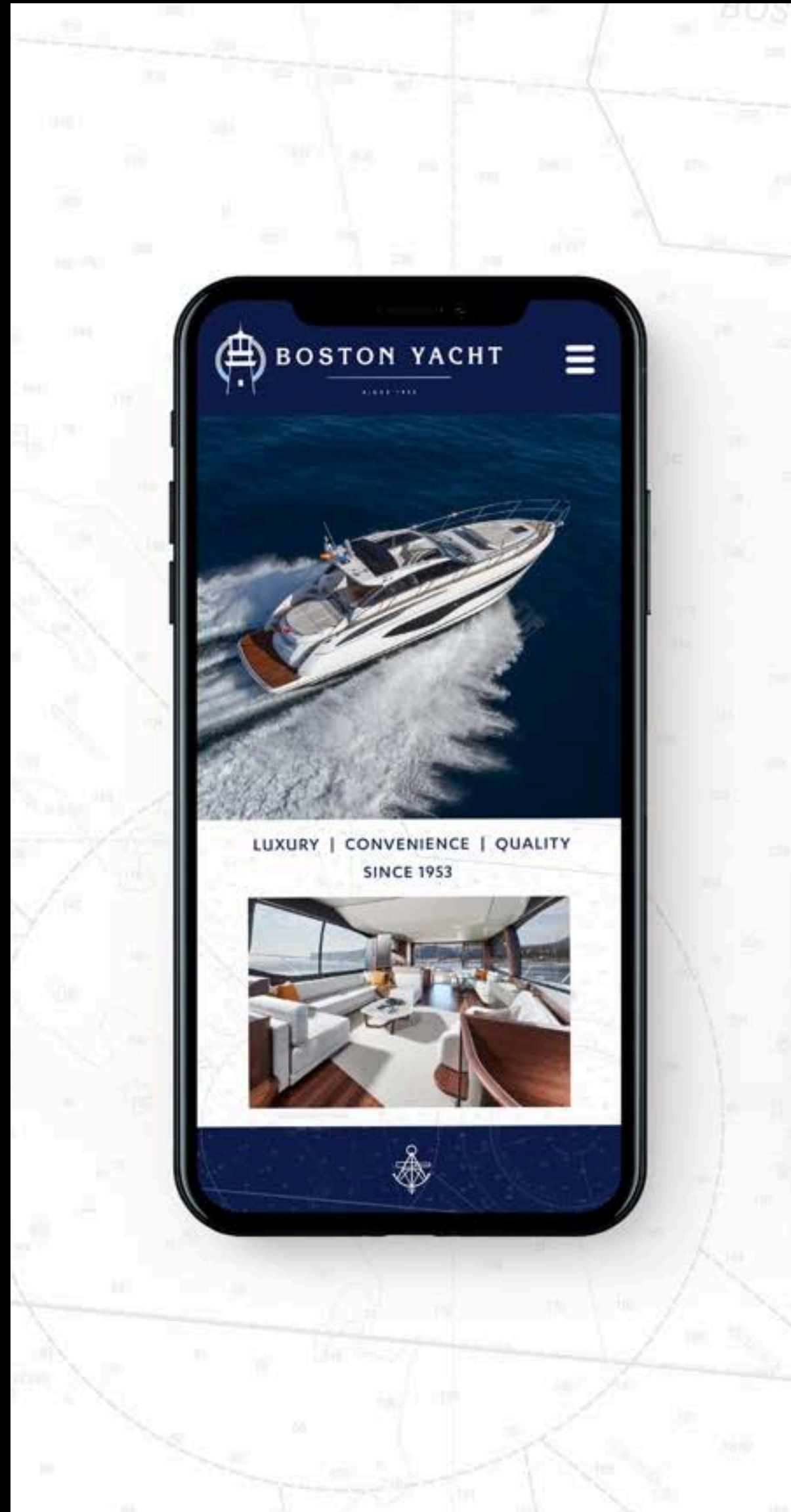
BOSTON YACHT

SINCE 1953

BRANDING // TRADESHOWS // DIGITAL

OBJECTIVE

In 2018 Boston Yacht approached 808 Designs for a complete rebrand of the company. Since 1953 Boston Yacht has been an industry leader in luxury yacht sales and service. With its origins in the Boston area, inspiration for this project came from the Boston Harbor and Minot's Ledge Lighthouse. This nautical theme has been executed throughout the brand and all its assets.





**BOSTON
YACHT**

SINCE 1953

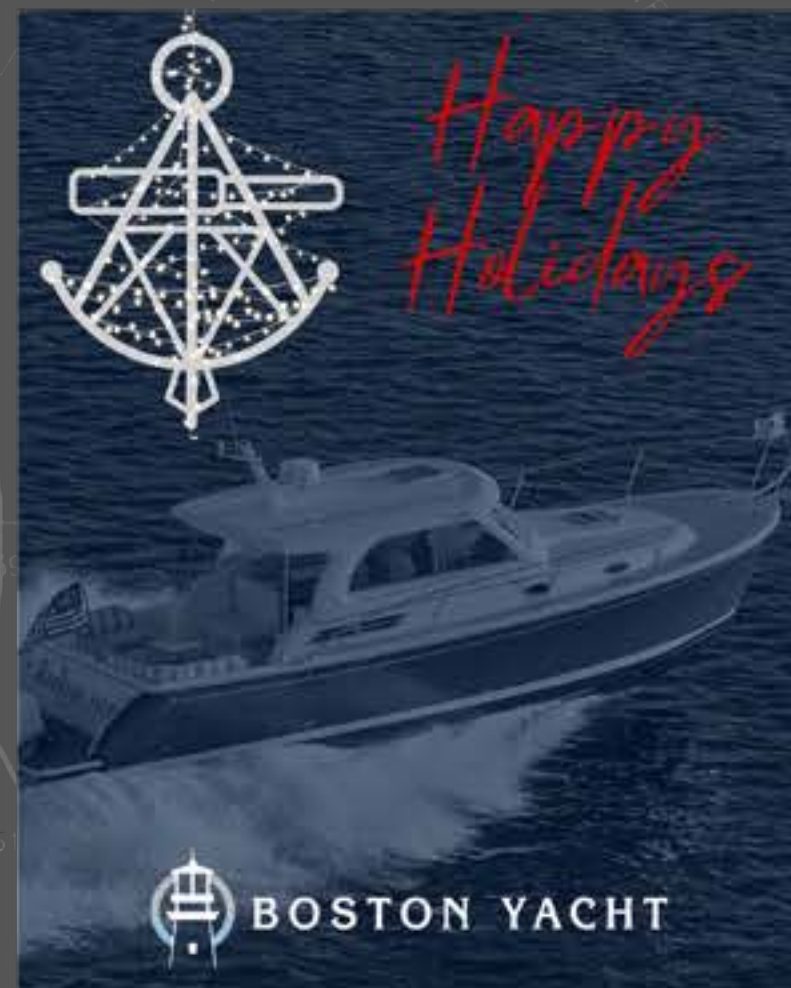
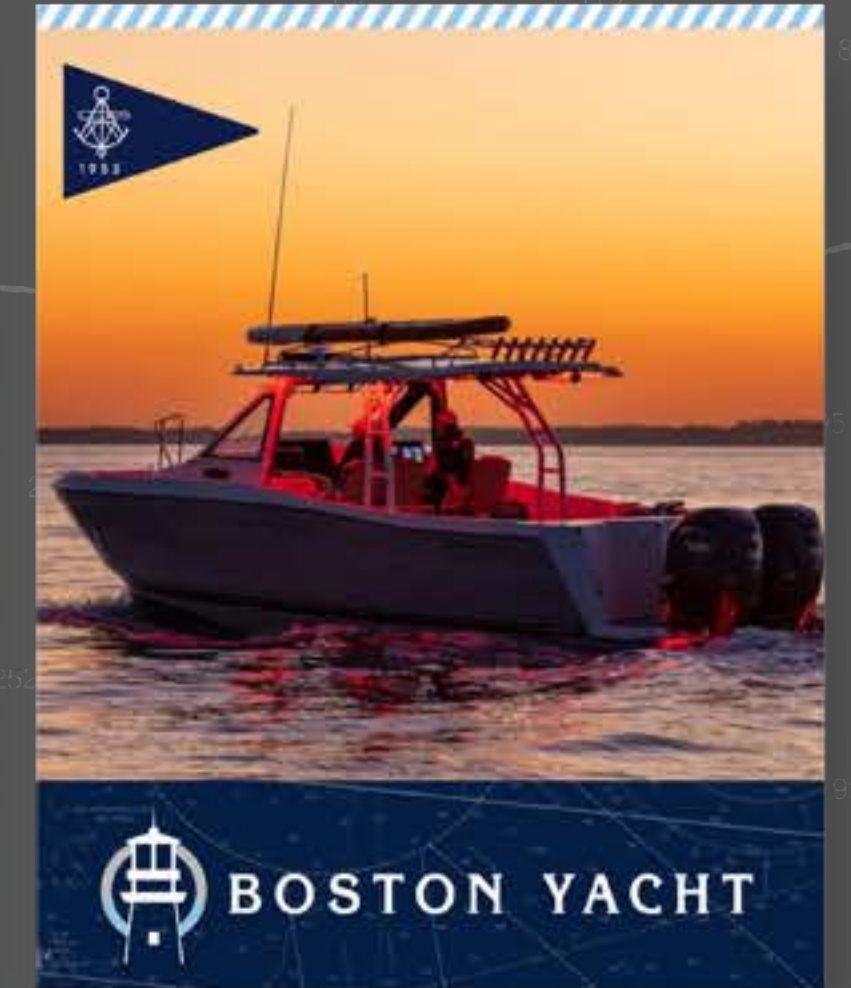
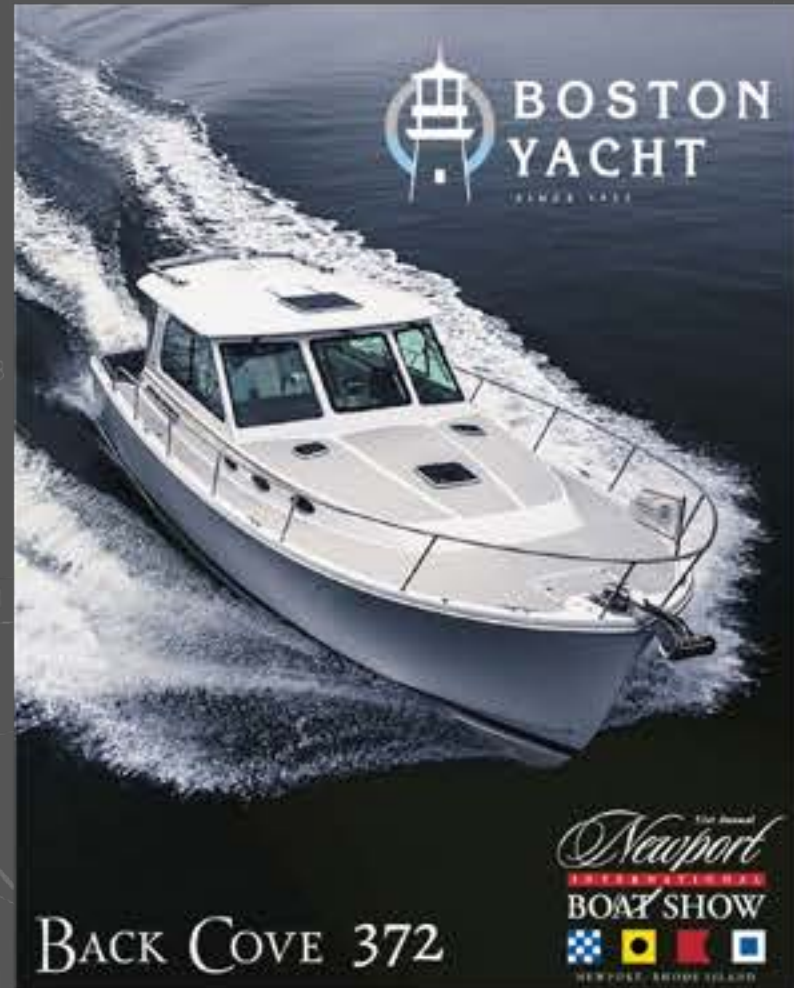


1953



**BOSTON
YACHT**

SINCE 1953



BLUE *Bikes*



Louisiana

BRANDING // ILLUSTRATIONS

OBJECTIVE

808 Designs teamed up with JUMP Bikes, Blue Cross Blue Shield of Louisiana and the city of New Orleans to launch a city-wide bike share program. The goal was to capture the soul of the city by representing it's communities and traditions.





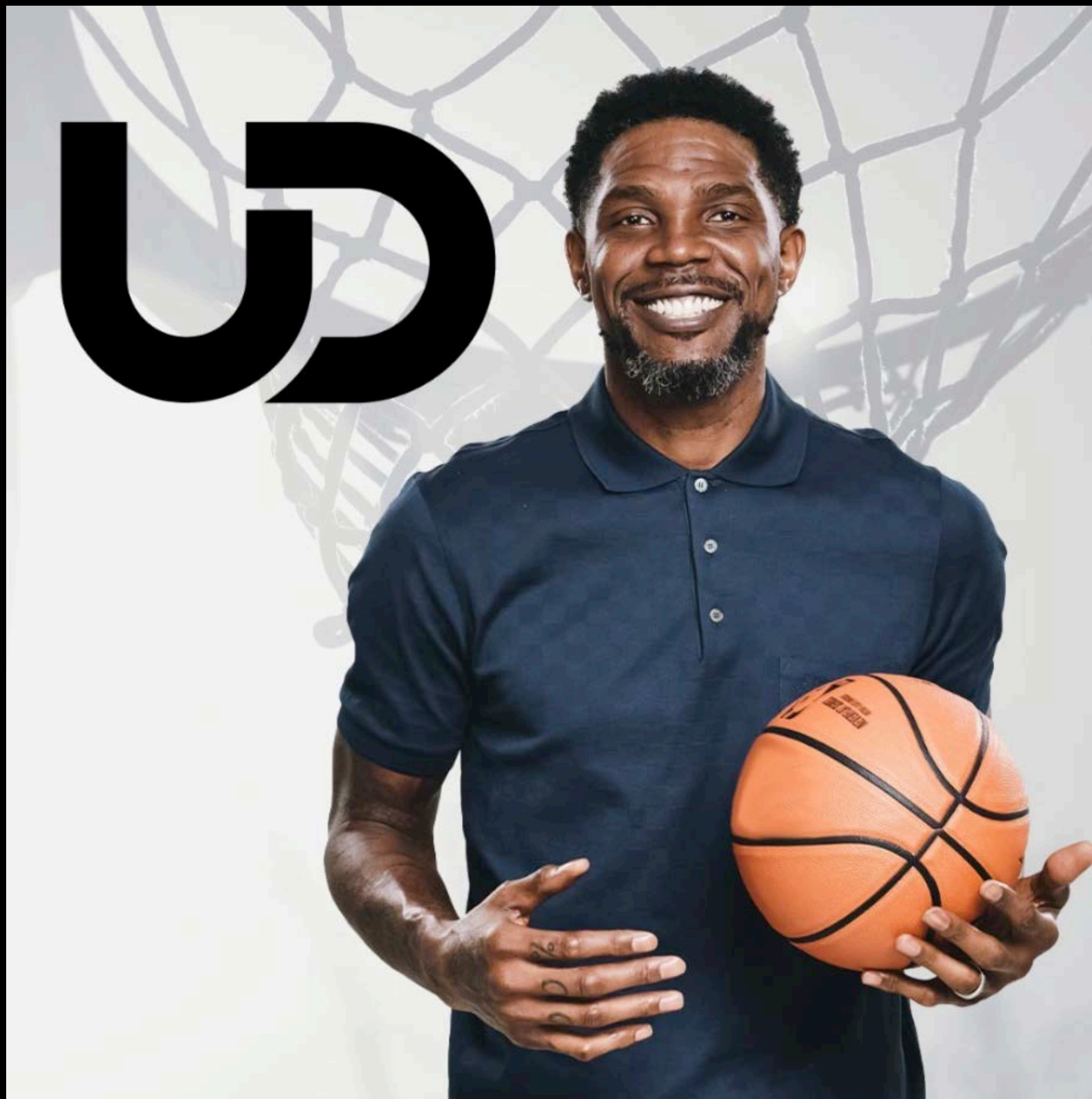


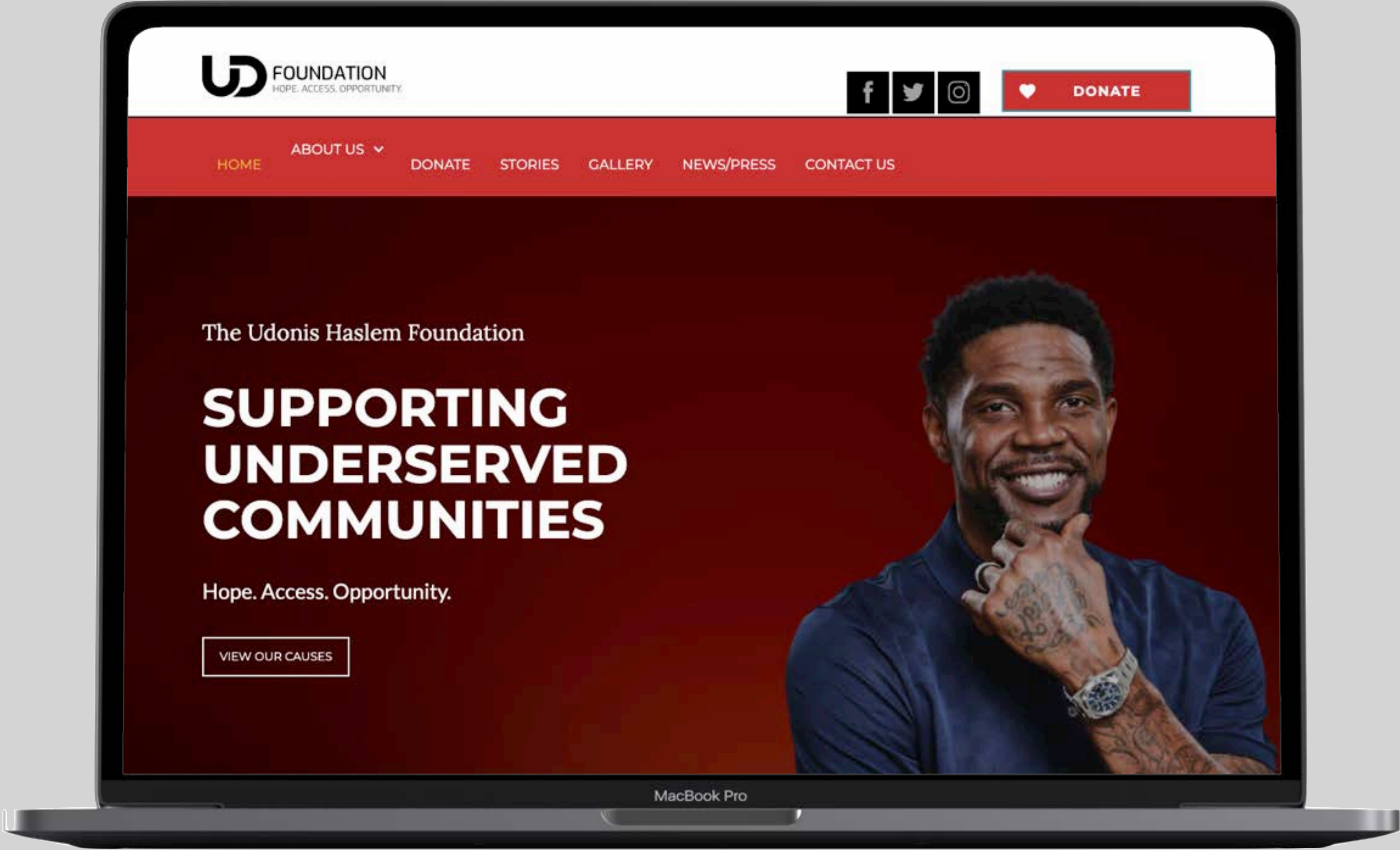


LOGO FOR NBA's UDONIS HASLEM BRANDING // PACKAGING // MERCHANDISE

OBJECTIVE

Udonis Haslem stands as a true legend within the NBA. He has been an exemplary leader throughout his remarkable 20-season journey with the Miami Heat, a tenure that boasts numerous championship victories. A native Floridian, UD's deep-seated love for his home state is palpable, evident from his collegiate basketball days at the University of Florida to his career with the Miami Heat. 808 Designs had the distinct honor of contributing to his ongoing legacy by crafting a branding strategy, logo, and identity that will play a pivotal role in shaping his future endeavors.







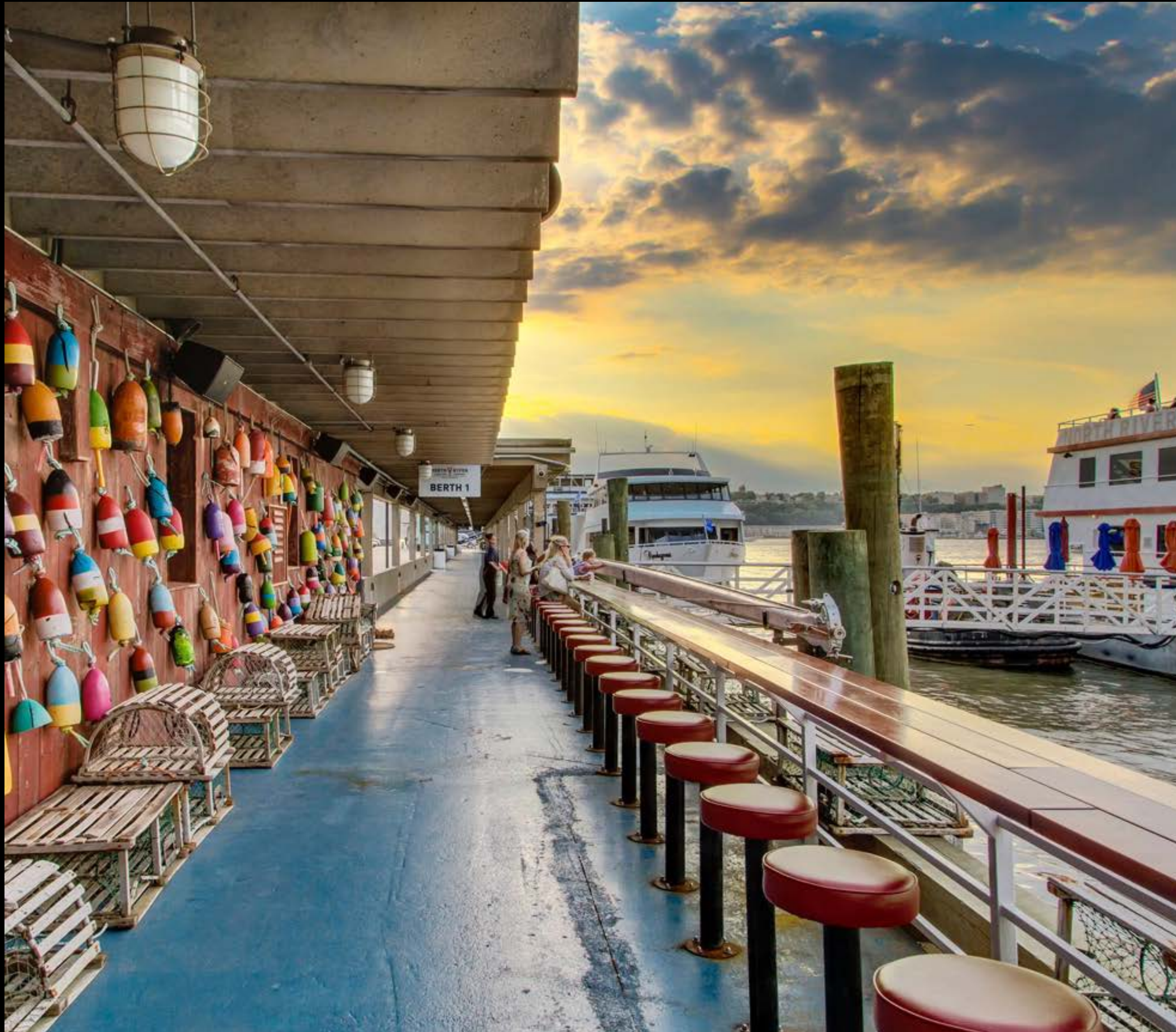


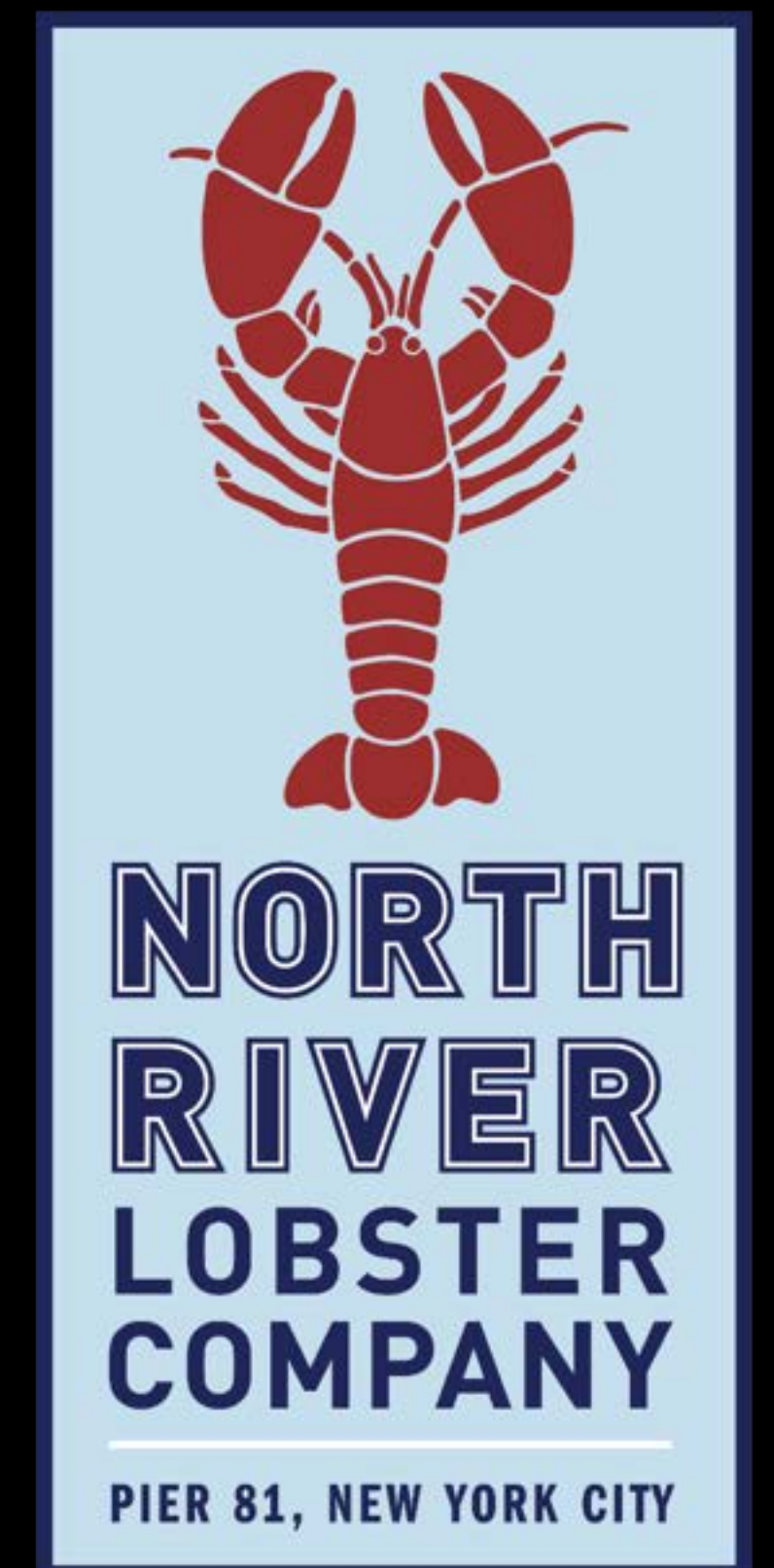
BRANDING // SIGNAGE // PACKAGING // TOUCHPOINTS

OBJECTIVE

Working with Circle Line, Factory 808 created a revolutionary branding and identity concept, as well as signage and environmental design for a lobster boat at Pier 81 in Manhattan. Factory 808's designs for North River Lobster Company have been used across all marketing platforms.











BRANDING // ENVIRONMENTAL DESIGN // ARTWORK

OBJECTIVE

For the NFL's return to Mexico City, 808 Designs worked with the NFL to create a complete game day and Fan Fest experience. Graphics were used across all media and marketing channels, and throughout Mexico City.





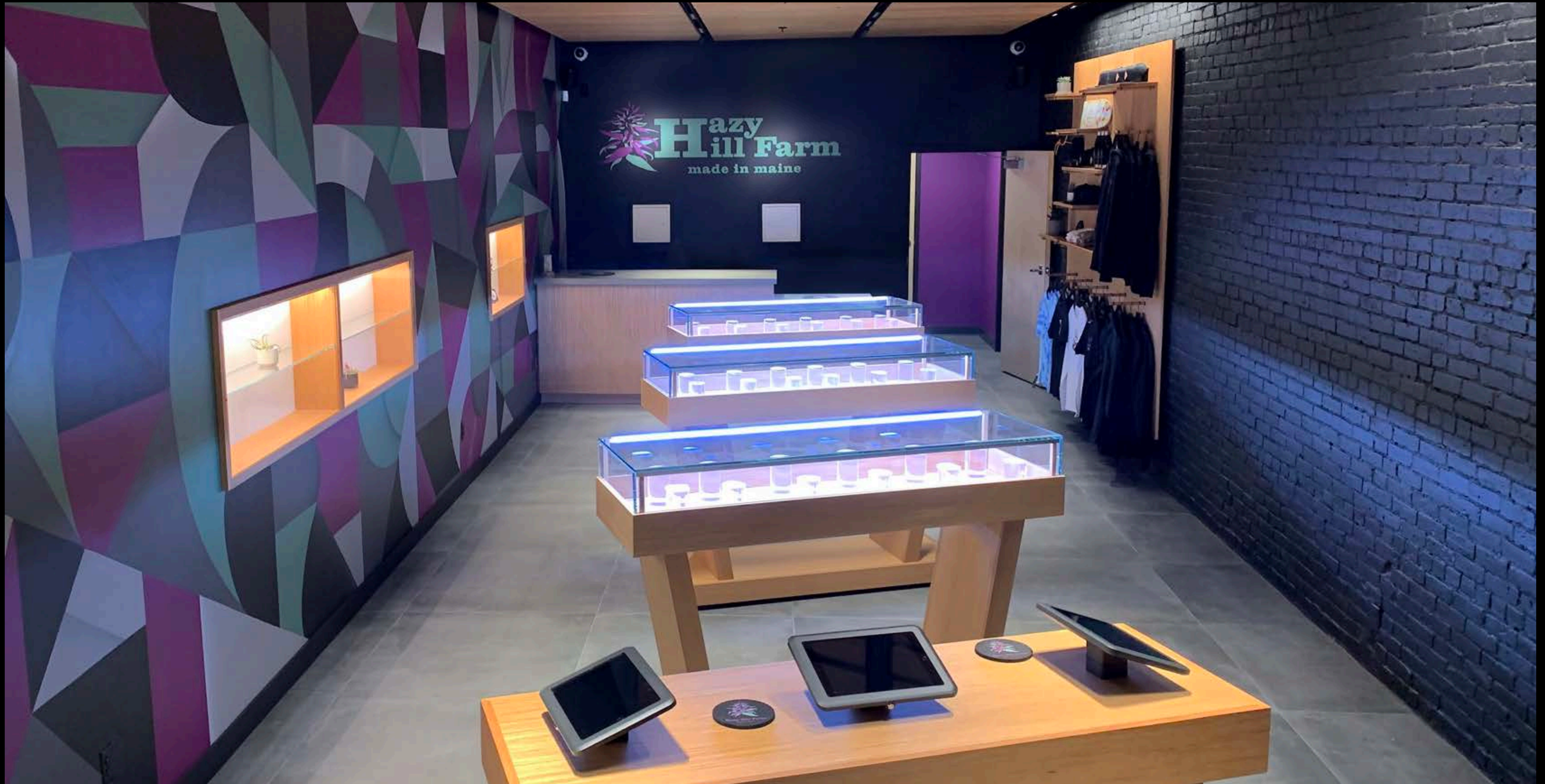


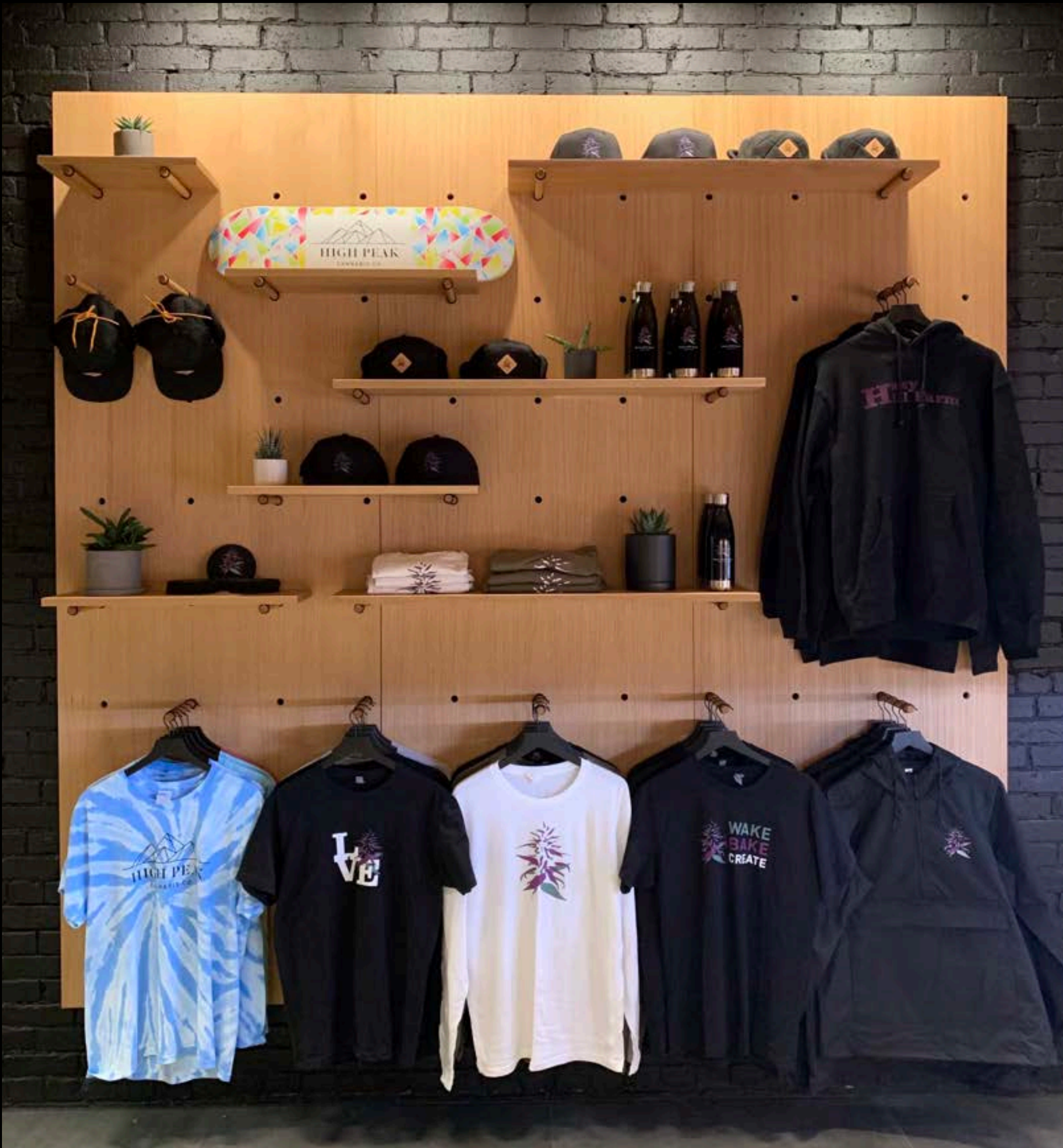


BRANDING // PACKAGING // RETAIL DESIGN // MERCH

OBJECTIVE

The legalization of cannabis has opened up a myriad of opportunities in design and packaging. Something that's long been considered taboo is now a regulated GPG. Hazy Hill Farm is a leader in the Maine cannabis scene, delivering a high-quality craft cannabis. Needing a brand and packaging that would comply with all state and local regulations was a must. We've shown them to be a cut above the rest.



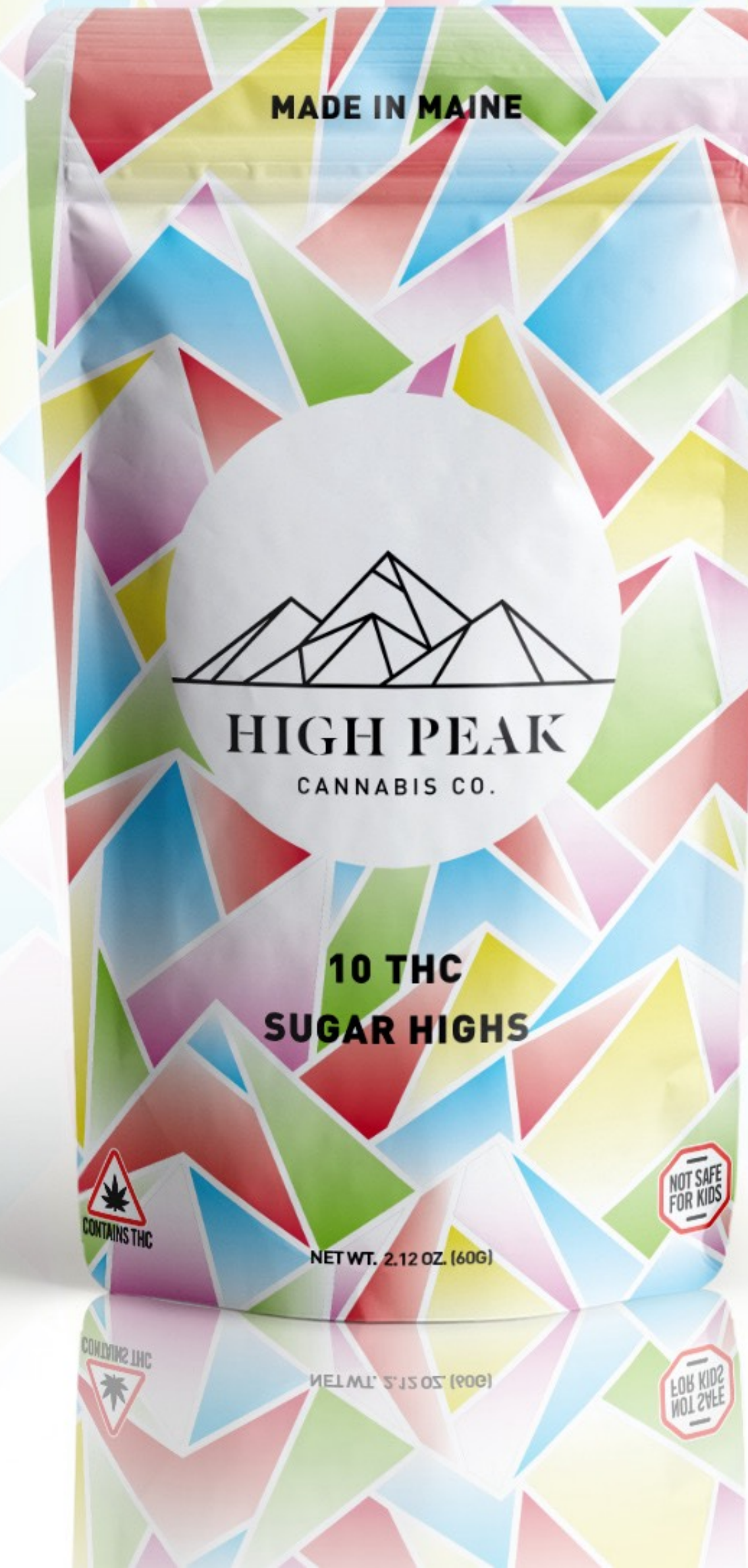
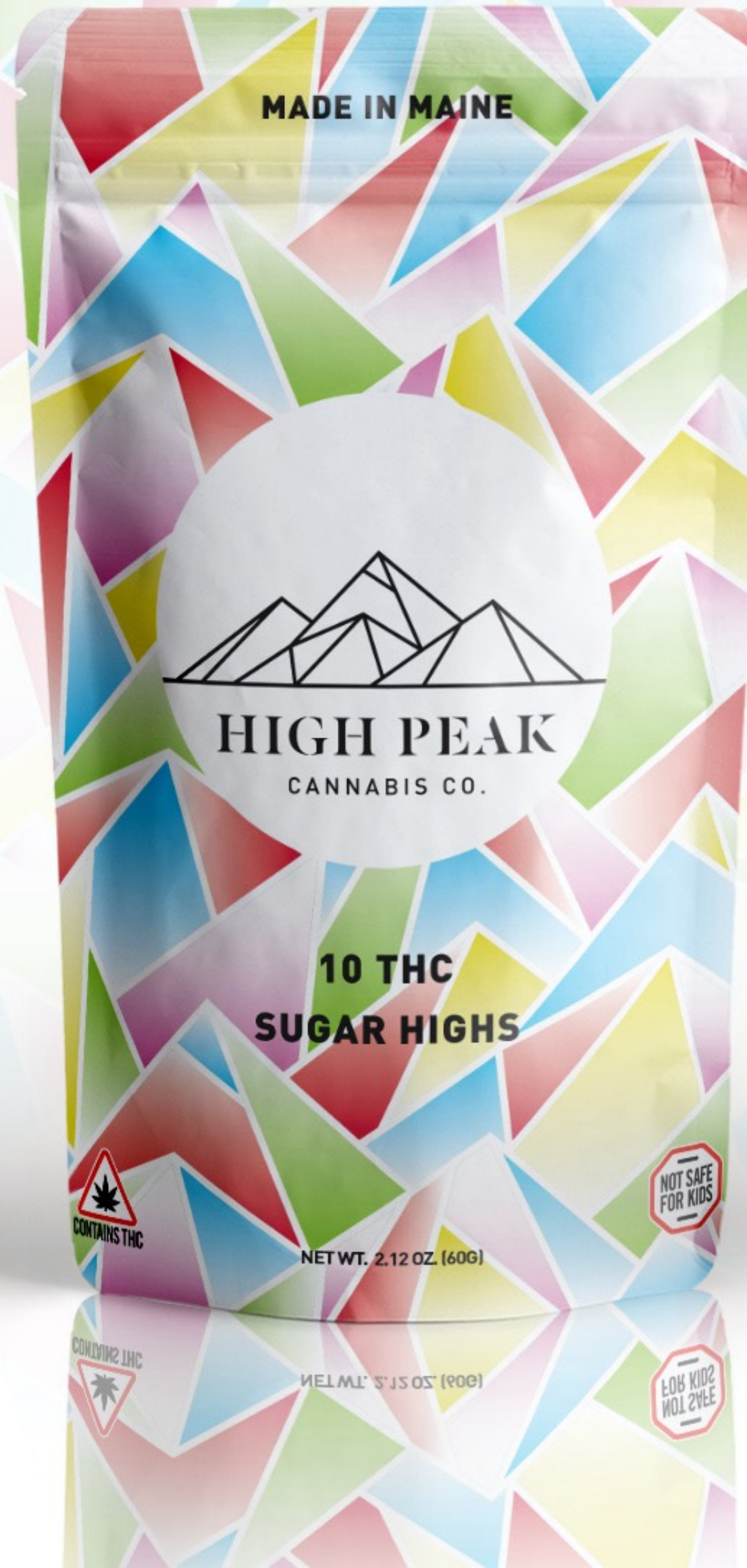




BRANDING // PACKAGING // ARTWORK

OBJECTIVE

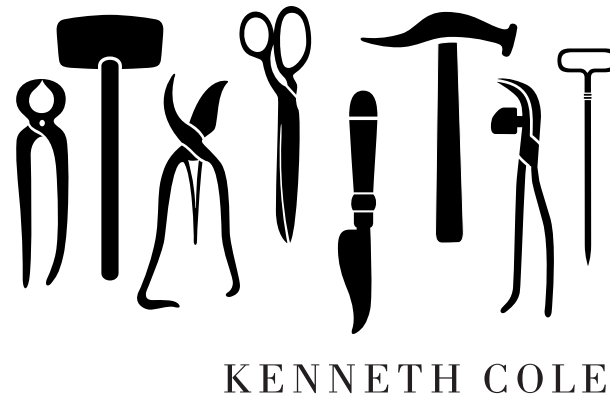
Cannabis edibles have quickly emerged as a top product in the cannabis marketplace. High Peak Cannabis Co. has decided that a high-quality product that is coupled with eye-catching design is how they will stand out in this highly competitive industry. 808 Designs has created a line of biodegradable, child-proof packaging that meets all state and FDA regulations.





EXTRAS

LOGOS, APPAREL GRAPHICS, INFOGRAPHICS



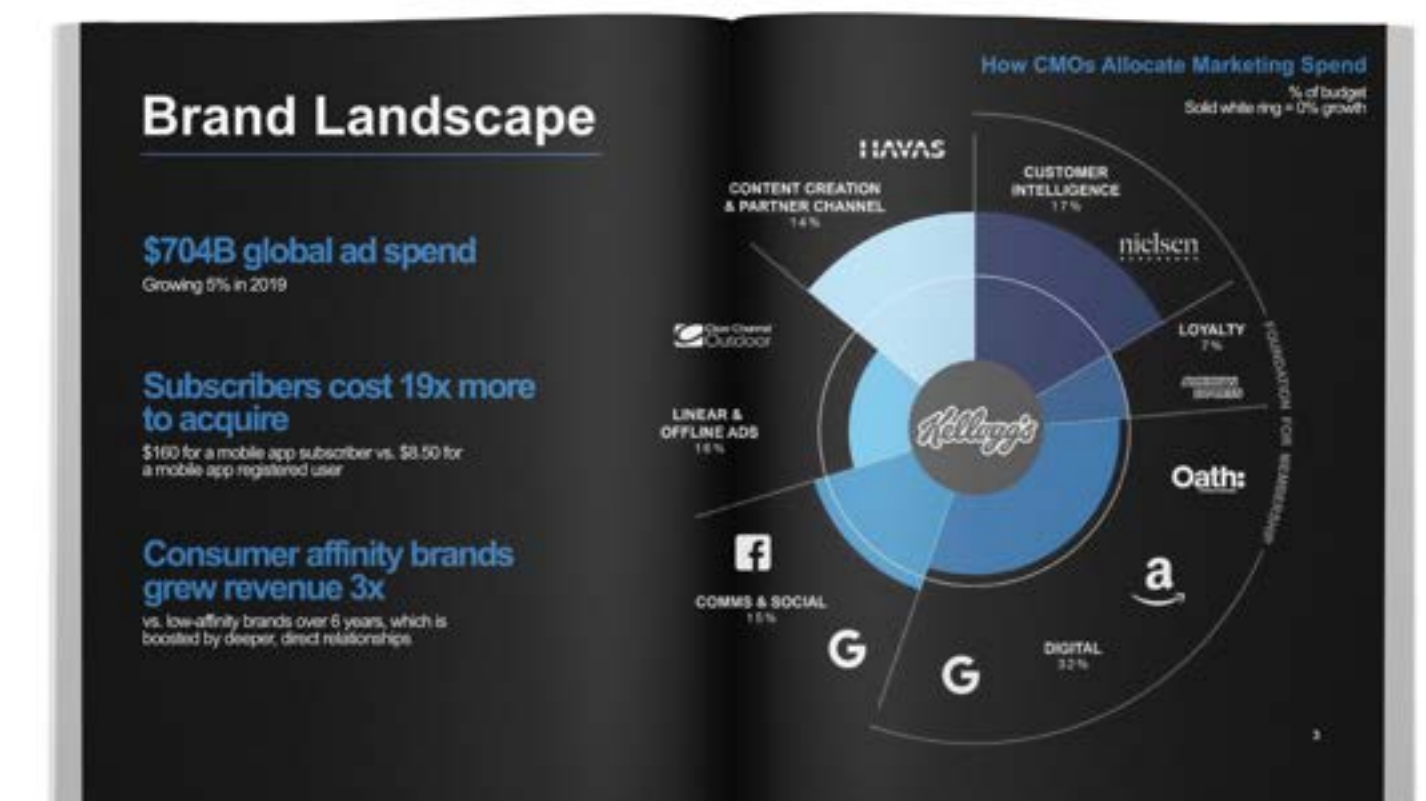
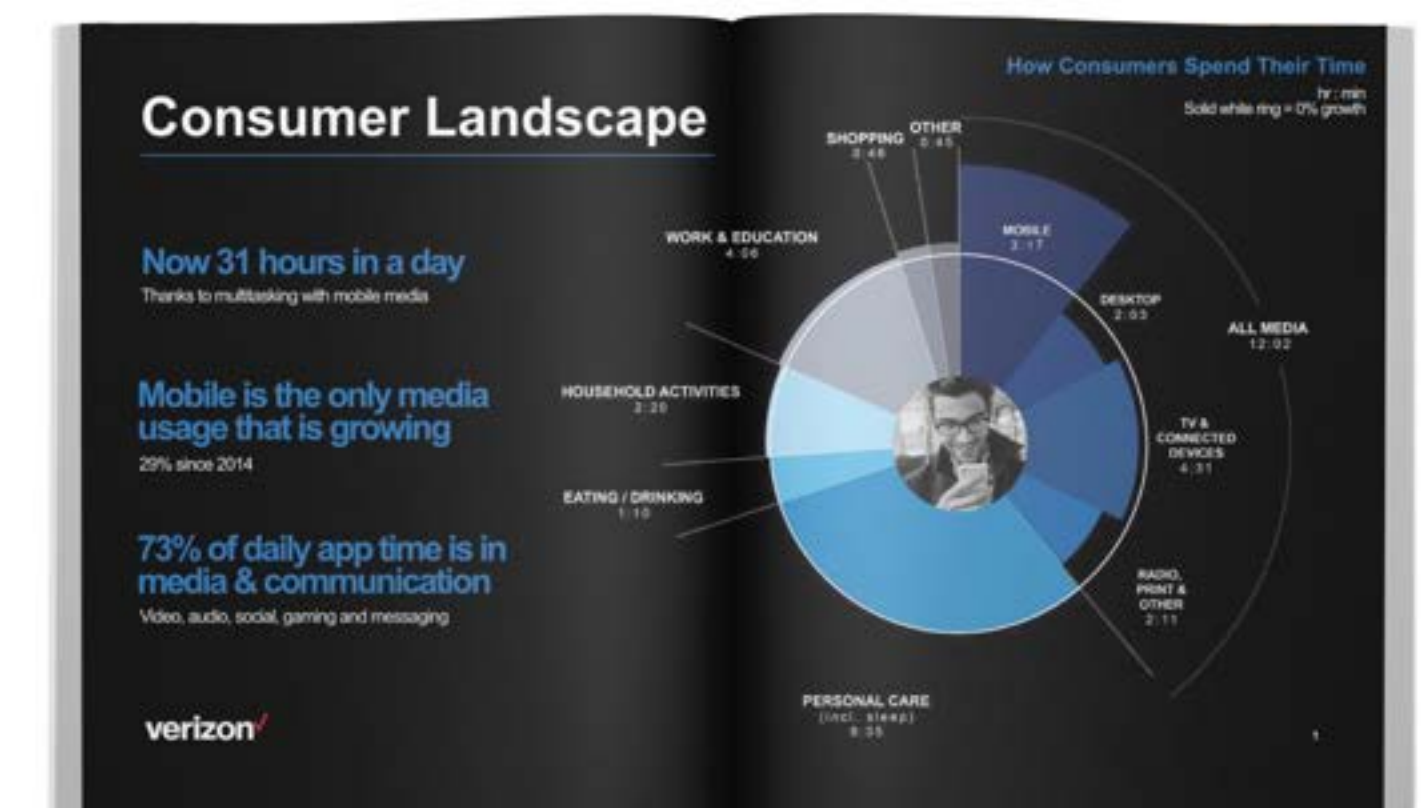
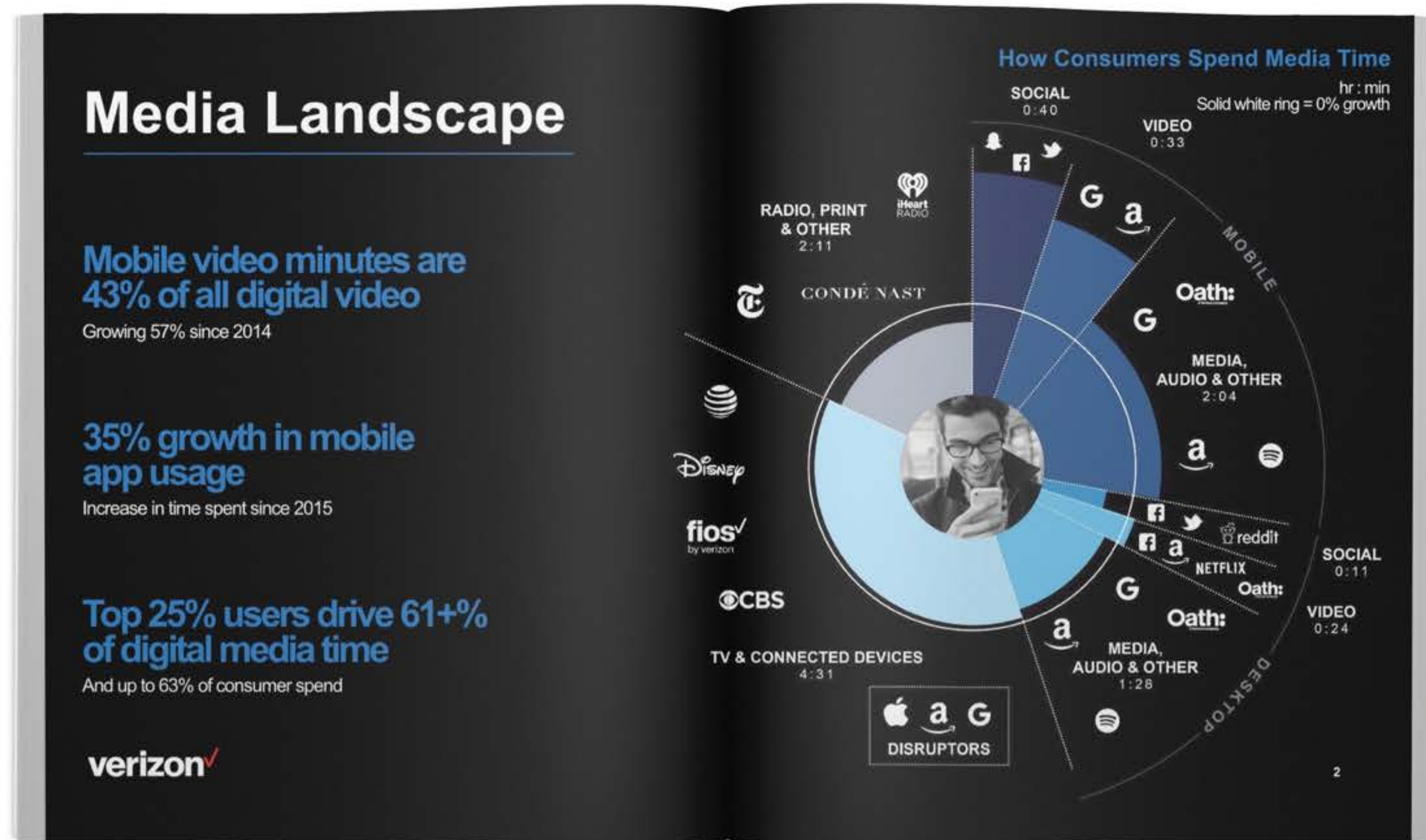




ARMANI EXCHANGE

Apparel Graphics

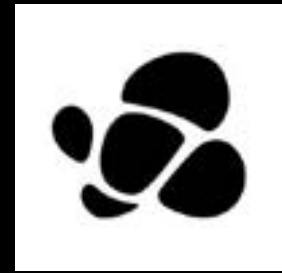




OATH: A Verizon Company

Infographics for the CEO & Executive Team of OATH.

Thank you.



808 Designs

*Portfolio of Robert Jordan
Art Direction // Graphic Design*

www.808designs.com