



AVINTAGETHOUGHT

THE STUDIO OF ALXNDR JONES

ILLUSTRATOR. DESIGNER. CHAMPION OF THE THIRD IDEA

AVINTAGETHOUGHT.COM



PROJECT: HOT DASH BRAND REFRESH & ACTIVATIONS

CLIENT: IN-HOUSE @ TWIN CITIES IN MOTION

INFO: FOR THIS PROJECT, I UPDATED AND MODIFIED THE EVENT BRANDING FOR HOT DASH, A MINNESOTA THEMED 5K/10K. I UPDATED THE LOGOMARK AND BRAND COLORS TO LEAN INTO THE BLUE COLLAR, MINNESOTA DUSTY DIVE BAR FEEL THAT IS PRETTY CULTURALLY SIGNIFICANT FOR THE AREA THE EVENT TAKES PLACE, NORTHEAST MINNEAPOLIS. I ALSO CREATED A PHOTO BACKDROP WITH A VARIETY OF IMAGINED POSTERS, EMULATING A DIVE BAR BATHROOM WALL, AND GRAPHICS FOR PULL-TABS, A MINNESOTA STAPLE, AT THE EVENT.

ORIGINAL

REFRESH



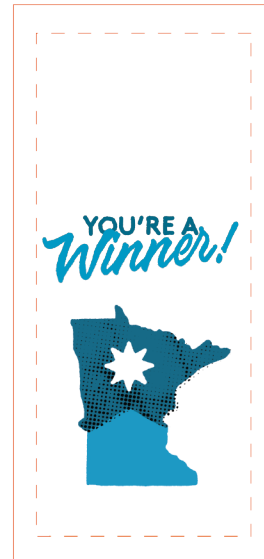
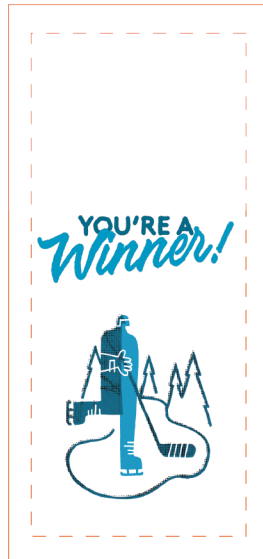
HOT DASH - PHOTO BACKDROP

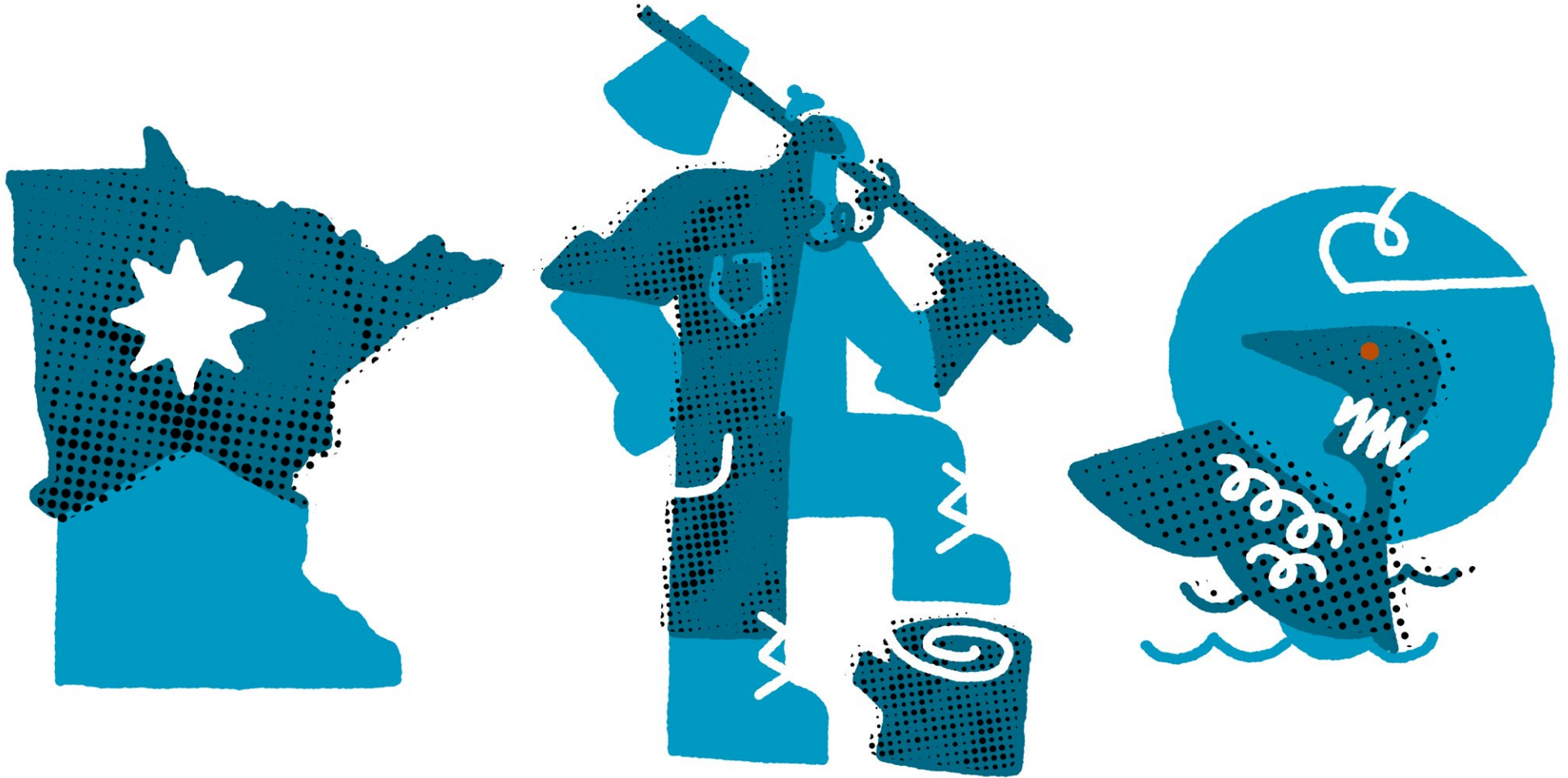






HOT DASH - PULLTABS







PROJECT: NO HEARTED NA IPA CONCEPT

CLIENT: PERSONAL PROJECT

INFO: IN MAY OF 2023, I GAVE UP DRINKING ALCOHOL TO FOCUS ON TRAINING FOR MY FIRST ULTRA MARATHON. AS A FORMER CRAFT BEER BREWER, THIS WAS QUITE THE SHIFT IN ROUTINE, BUT LOOKING BACK, THE ONLY BEER THAT I "MISSED" WAS BELL'S TWO HEARTED AMERICAN IPA, A BEER I HAVE LONG PROCLAIMED TO BE THE PERFECT BEER. TAKING INSPIRATION FROM THE LINE UP OF "HEARTED" IPAS FROM BELL'S, I CREATED THE PACKAGING, ILLUSTRATION, AND ADVERTISING FOR THE BEER I WISH EXISTED. ON THE INTERNET, THIS CONCEPT GAINED A BIT OF TRACTION WITH QUITE A FEW FOLKS "DARING" BELL'S TO MAKE IT REAL.

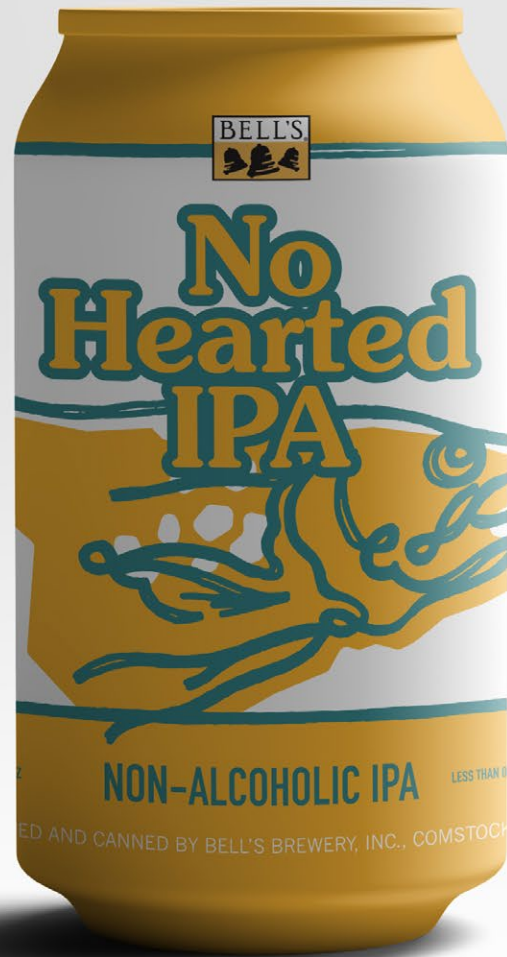


12 OZ

NON-ALCOHOLIC IPA

LESS THAN 0.5% ABV

BREWED AND BOTTLED BY BELL'S BREWERY, INC., COMSTOCK, MI





**100% Centennial.
0% Alcohol.**

BELL'S NEW NON-ALCOHOLIC IPA
CONTAINS LESS THAN 0.5% ALCOHOL BY VOLUME

NO HEARTED IPA® AND BELL'S® ARE TRADEMARKS OF BELL'S BREWERY, INC.

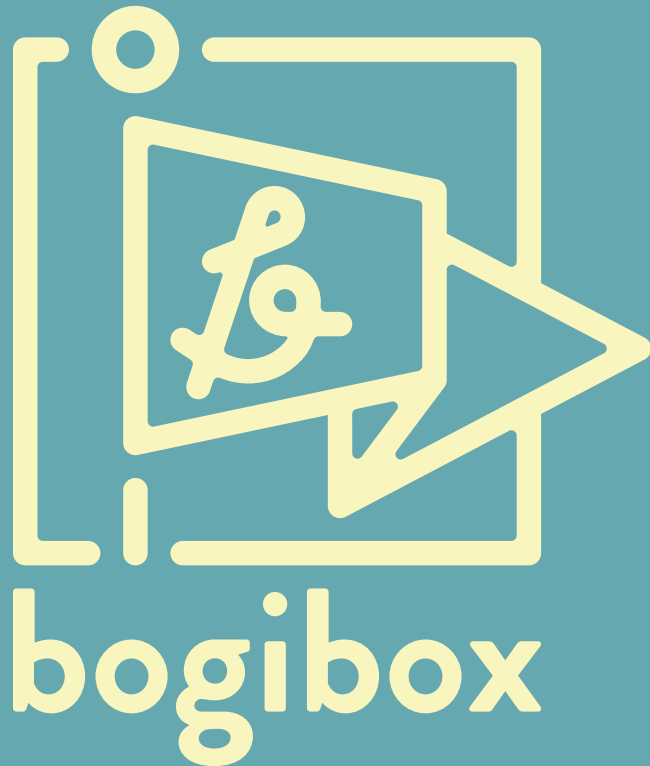




PROJECT: BOGIBOX BRANDING & MISC BRANDED GEAR

CLIENT: LIINA & CO

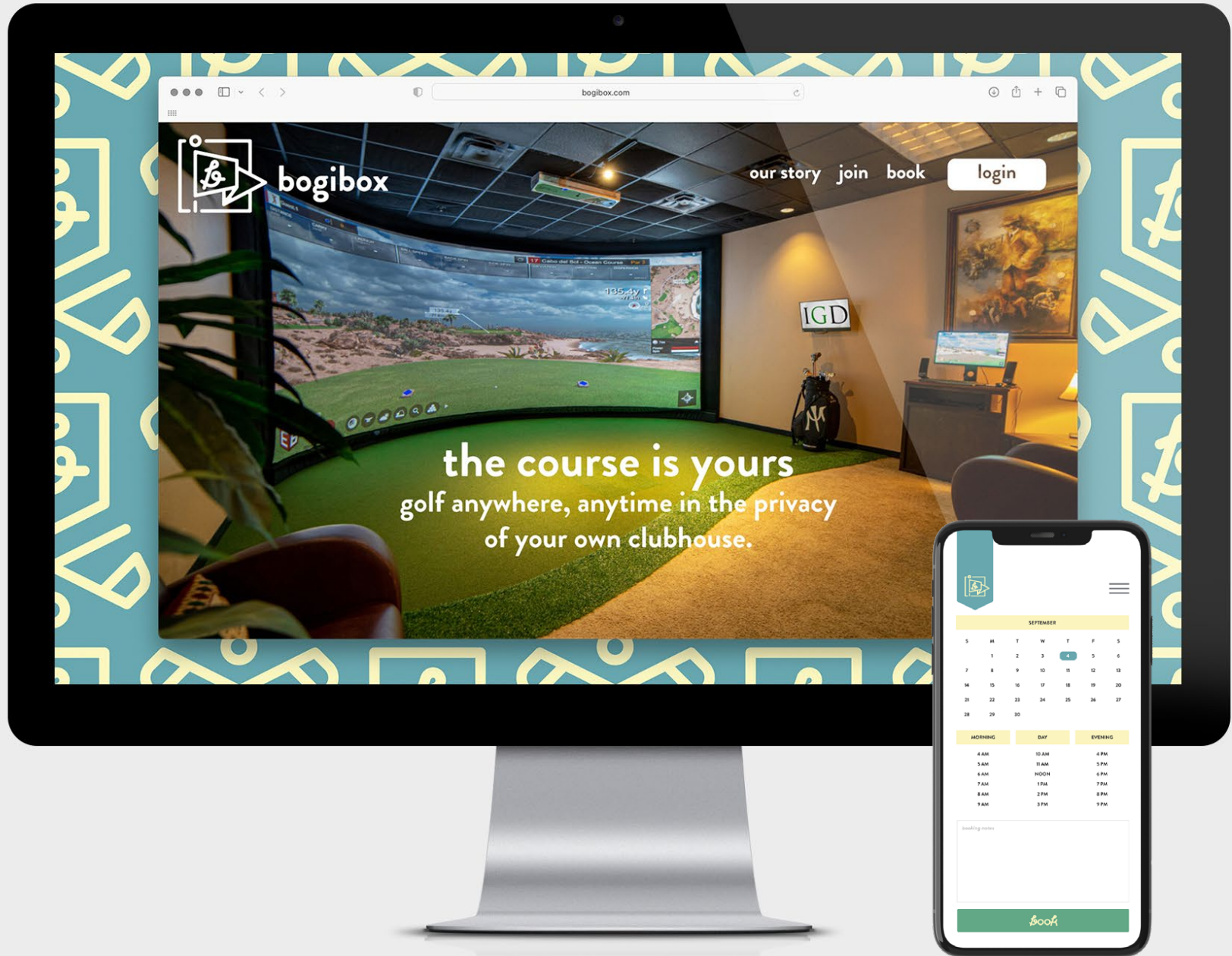
INFO: LIINA & CO WAS APPROACHED TO CREATE A BRAND FOR A NEW GOLF-SIMULATOR-HANG-OUT-CHILL-ZONE-THING. I WAS BROUGHT ON TO CREATE AN ADDITIONAL BRAND DIRECTION BECAUSE MY COUSIN IS A PROFESSIONAL GOLFER AND I LIKE DOING BRAND WORK. I CREATED A LOGOSUITE AND SOME BRANDED GEAR FOR LAUNCH. THIS DIRECTION WAS NOT CHOSEN BY THE CLIENT, MAKING ME 0 FOR 2 ON BRANDS THAT I HAVE PITCHED A "LETTER B IN A FLAG" AS THE MAIN LOGOMARK.



Bogibox









PROJECT: MEDTRONIC TC 10 MILE 25TH ANNIVERSARY BRAND

CLIENT: IN-HOUSE @ TWIN CITIES IN MOTION

INFO: THE MEDTRONIC TWIN CITIES MARATHON WEEKEND INCLUDES THE LEGENDARY "SHORTCUT TO THE CAPITAL" AKA THE TC 10 MILE. FOR THE 25TH ANNIVERSARY, I CREATED A SPECIALITY LOGO AND LOGO SYSTEM FOR THE WEEKEND THAT INFORMED ON-SITE BRANDING, DIGITAL ACTIVATIONS, PARTICIPANT APPAREL, AND FINISHER MEDALS. AS LUCK WOULD HAVE IT, THE EVENT WAS CANCELED AT THE LAST MINUTE DUE TO RECORD HIGH TEMPERATURES AND HUMIDITY. NONETHELESS, THE MEDALS WERE DISTRIBUTED AT VARIOUS RUN CLUBS, SHIRTS ARE STILL WORN ALONG THE TRAILS, AND A GIANT POSTER SITS IN MY STUDIO.

STANDARD BRAND

ANNIVERSARY BRAND



MEDTRONIC
TC 10 MILE





TWIN CITIES IN MOTION - MEDTRONIC TC 10 MILE 25TH ANNIVERSARY - PARTICIPANT GEAR



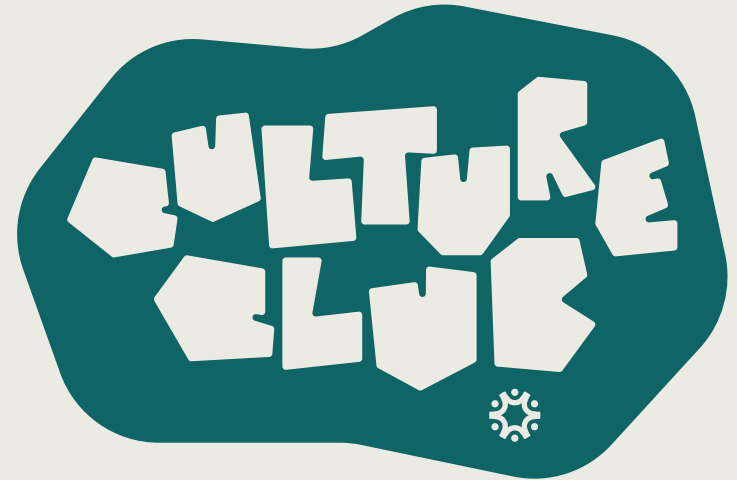


NEAT!

PROJECT: MISC ILLUSTRATION & LOGOS

CLIENT: VARIOUS

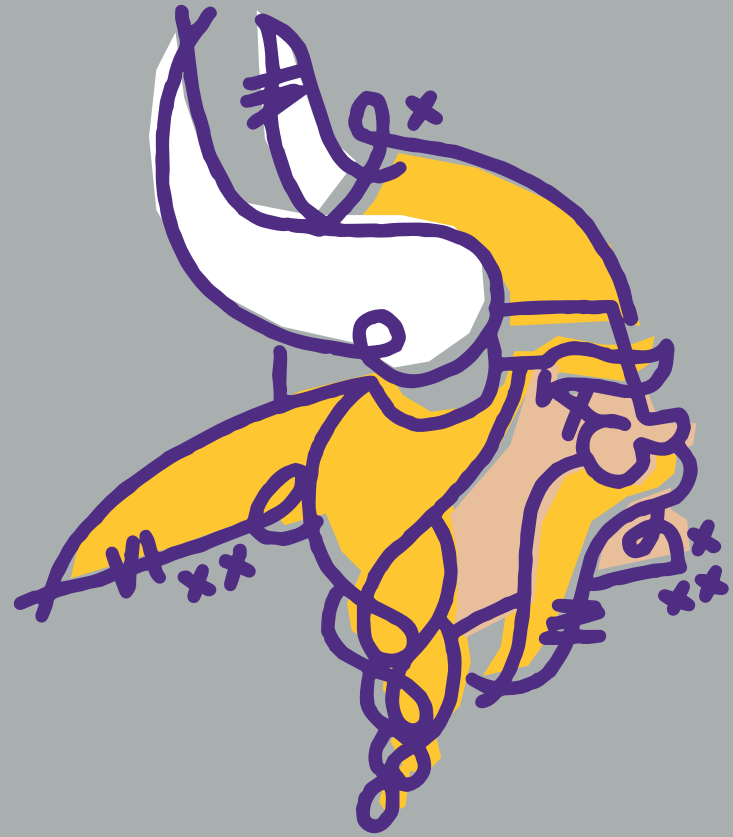
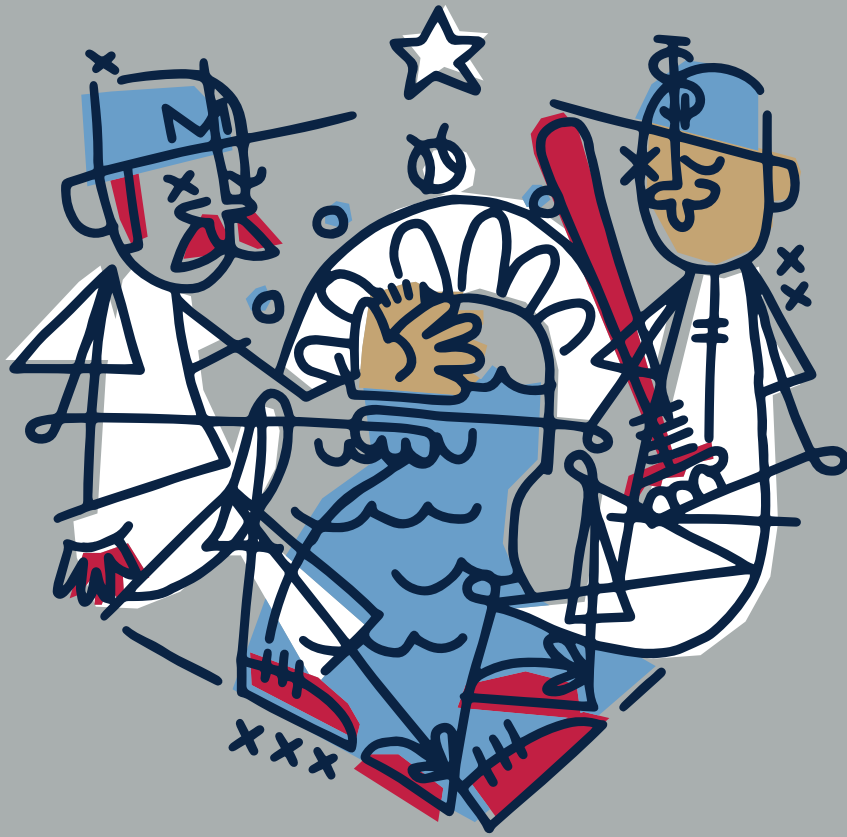
INFO: A SMATTERING OF VARIOUS ILLUSTRATION AND LOGOMARKS I HAVE MADE FOR A FEW DIFFERENT ORGANIZATIONS OR FRIENDS OR FAMILY OR SELF-INITIATED PROJECTS OR JUST FOR SHOOTS AND GIGGLES. THESE ARE SOME PIECES THAT DON'T FIT ANYWHERE ELSE OR DON'T HAVE A FULL CAMPAIGN BEHIND THEM. BUT I THINK THEY ARE RAD AND WANT THEM TO BE ENJOYED AS MUCH I ENJOY THEM.



DIANE & ALAN PAGE
COMMUNITY CHEER
CHALLENGE

MISC PROJECTS - LAST PODCAST ON THE LEFT MERCHANDISE CONCEPTS













PARTY PACE AT THE BACK OF THE RACE!

