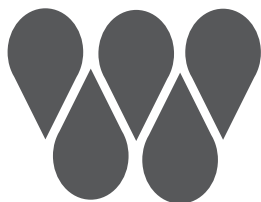
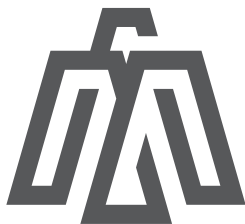


JORDAN LAVAUGHN ROBERTS

Art Direction & Deisgn | OLDEBONEZ.COM



IDENTITY

These identities were done for freelance and agency clients over the last few years. From restaurants, to mowers and a music festival, all started with a pencil and a sketchbook.

Art Direction
Design





MVP LEGENDS
Branding, Art Direction &
Promotional Video

Logo and branding for a fantasy draft app. Designed the indentity as well as look and feel for promotional vidoe announcing the launch that established the brand.

Art Direction

Deisgn

Copy

Video Direction

Cick image to view video



MOWHAWK ZTM
Naming & Branding for
Zero Turn Mowers

Naming, logo/branding, art direction lead
for a series of zero turn mowers.

Art Direction
Branding
Naming
Taglines





EMPIRIAN

Naming & Branding for
Skidsteer Attachments

Naming, logo/branding, art direction lead
for a series skidsteers and their attachments.

Art Direction
Branding
Naming





EMPIRIAN™

EMPIRIAN
Pioneering Commercial

Commercial introducing Empirian to the distributor market and general public

Directed

Art Direction

Hiring of Voice Talent

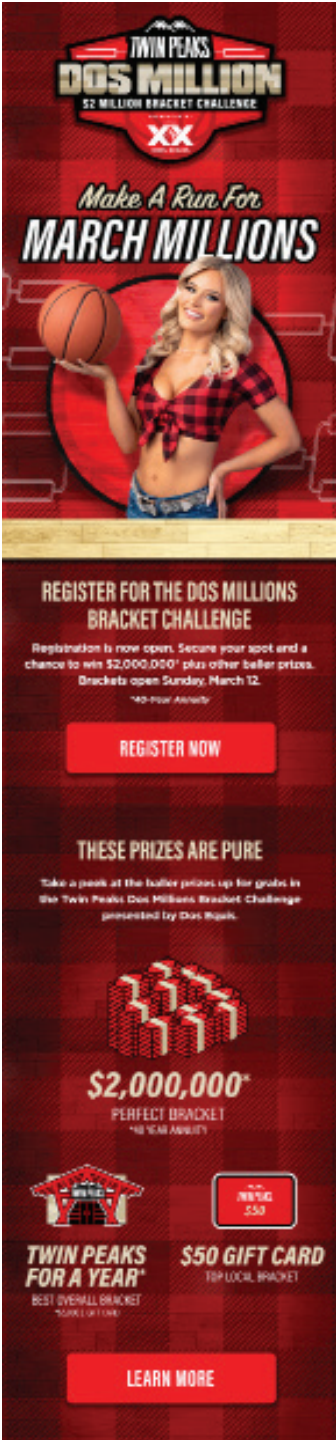


SMOOTHIE KING
Summer Ad Campaign &
Supporting Promotional Skateboard

Art direction for the launch of Smoothie King's Angel Food smoothie. The concept and promotional skateboard captured the essence of the season with ownable design.

Art Direction
Design
Copy





TWIN PEAKS

March Madness Social & Email Campaign

Badge lockup design as well as art direction for the 2023 Twin Peaks March Madness Bracket Challenge.

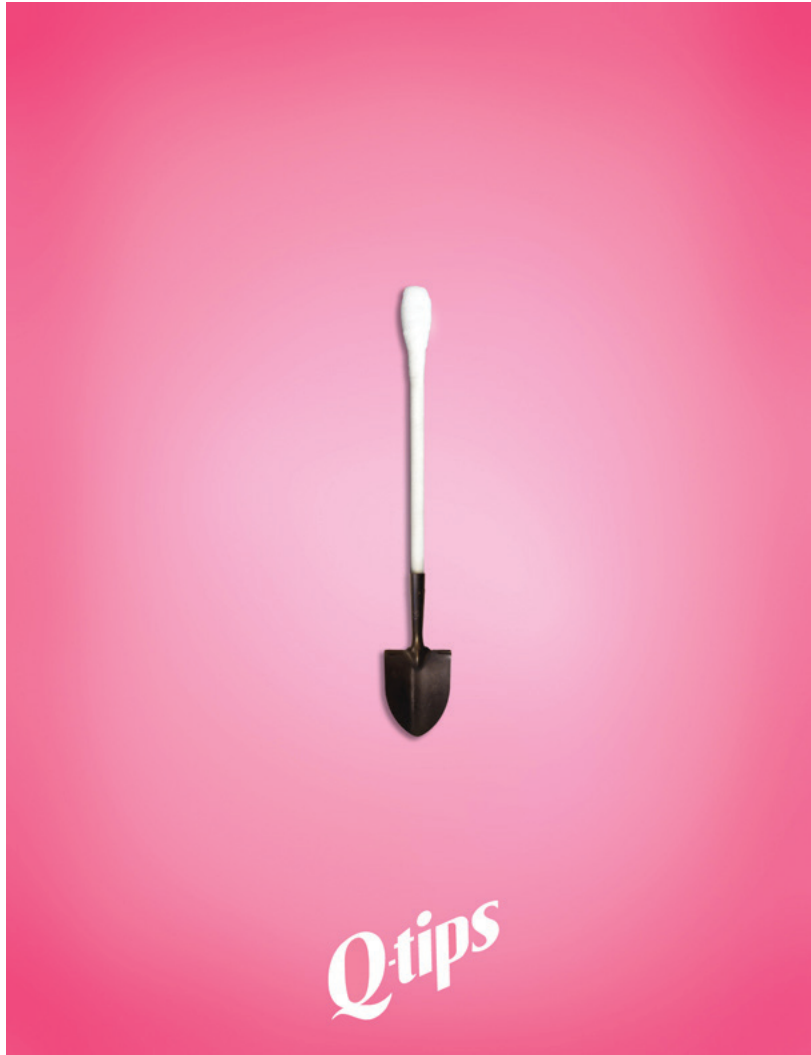
Art Direction Lead
Design



TWIN PEAKS
Fantasy Draft Online
Promotional Campaign

Art Direction for the 2023 Twin Peaks
Fantasy Draft campaign.

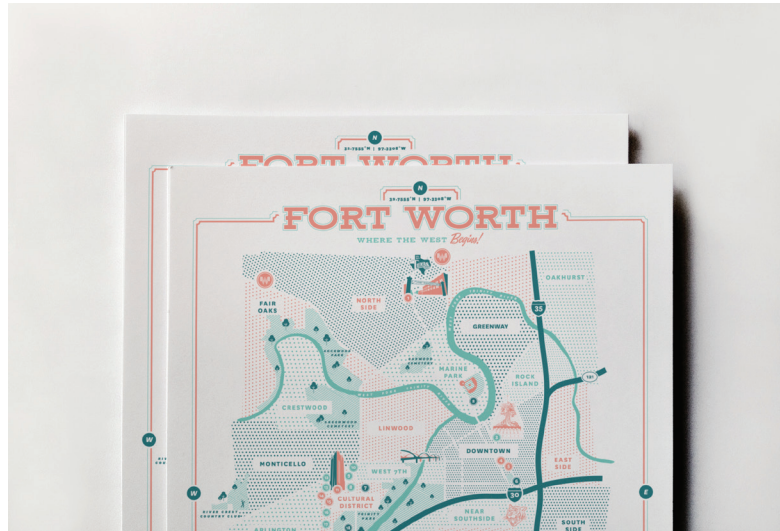
Art Direction Lead
Design



Q-TIPS
Multi-Purpose Cotton Swabs

Q-tips: Clean up and remove dirt. A straightforward ad campaign requiring no headline or copy to deliver its message.

Art Direction
Photography
Design

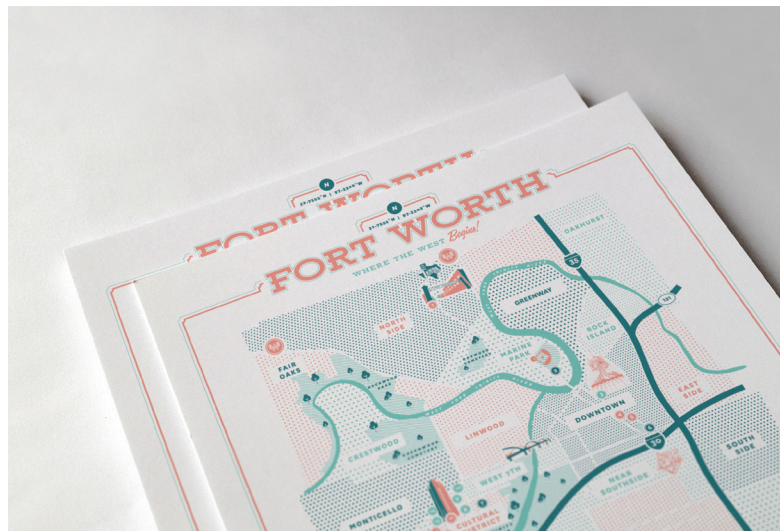


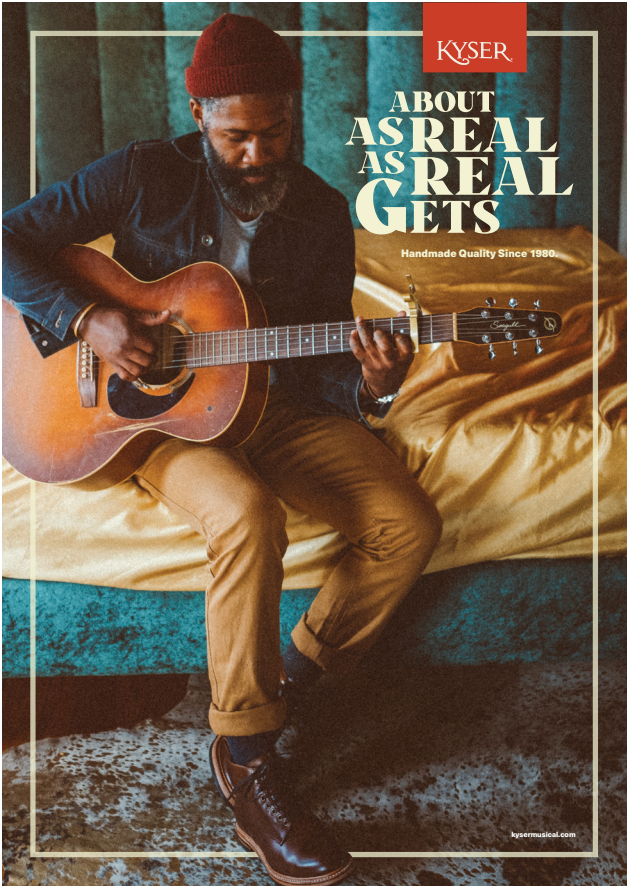
FORT WORTH, TEXAS

18x24 Silk Screen Poster

An illustrated map of my hometown featuring various cultural and historic sites...oh and where every What-A-Burger is located.

Art Direction
Copy Writing
Illustration
Design





KYSER MUSICAL PRODUCTS

Print & Digital Ad Assets

An ad campaign I art directed and designed for Kyser Capos.

Art Direction
Copy Writing
Design

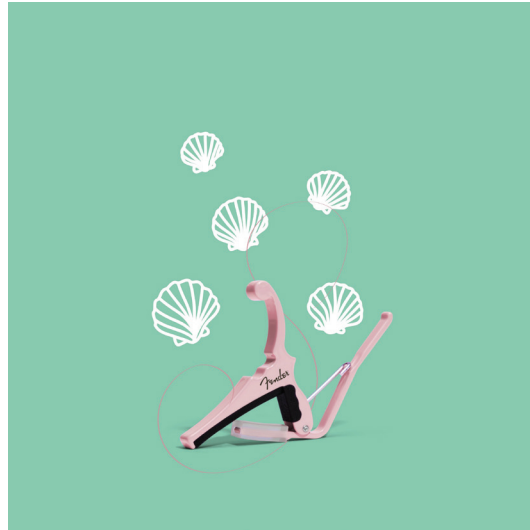
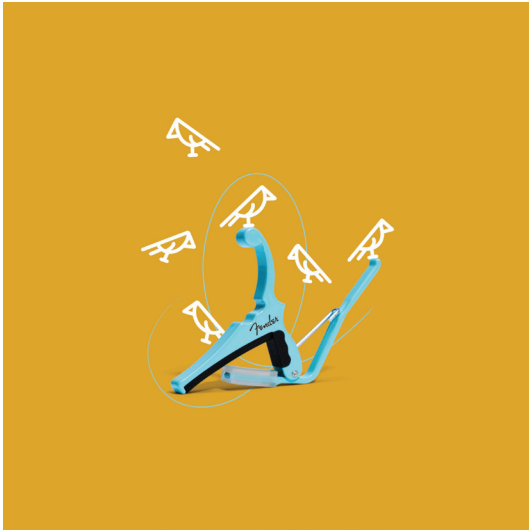


FENDER x KYSER Capo Collaboration

Provided art direction and design for a line of capos based on classic Fender guitar colors. The look and feel was modern retro with a bit of texture to break things up as to not be so precious.

Art Direction
Copy Writing
Illustration
Design



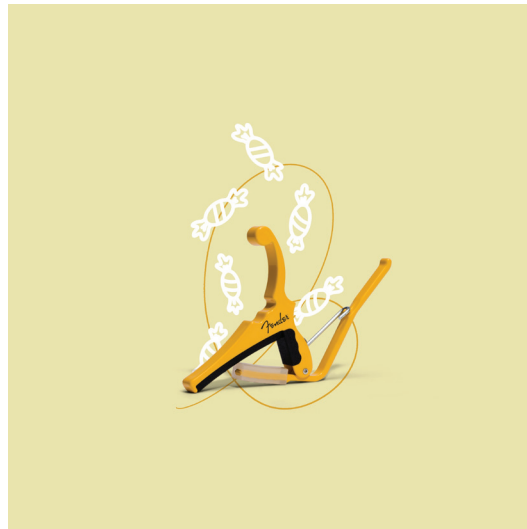
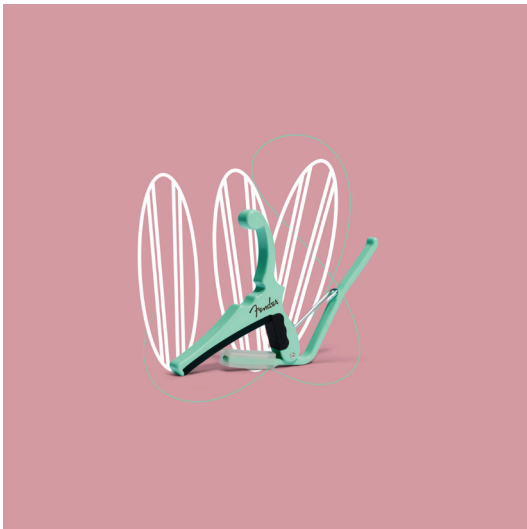


FENDER x KYSER

Capo Collaboration

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*Art Direction
Copy Writing
Illustration
Design*





KYSER MUSICAL PRODUCTS
PRINT & EDITORIAL

A sampling of a few different multi-page reports, catalogs, and presentations for clients such as iProspect, Dentsu Aegis and Kyser Musical Products. I acted as art director, designer and layout artist for each.

Art Direction
Layout Design



WEDDING INVITE

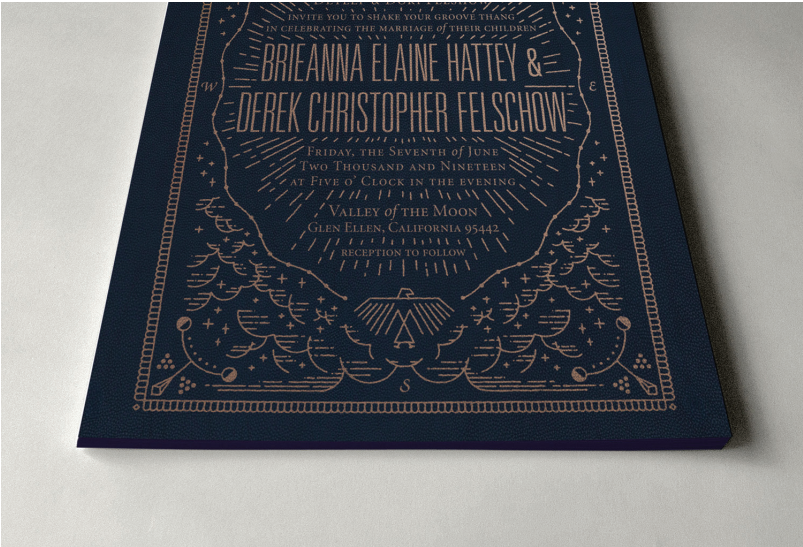


Illustration
Design



GAS MONKEY GARAGE

Branding & Identity Set

Various identities and logos for a massive apparel pitch for the Fast & Loud, Dallas based, Gas Monkey Garage.

Illustration
Copy Writing
Design



HEWLETT PACKARD ACCESSORIES

This was a redesign exploratory project for HP. They wanted to see how their accessories line would change if the price point was higher and the materials were green/eco friendly.

*Art Direction
Packaging Design*



INTEL 8K VISUAL ACCELERATOR

For this design I wanted to showcase the housing shape that Huge Design had come up with for the unit itself. This design is about quiet confidence that speaks volumes with very little.

Packaging Design



Blue&Yellow

B&Y &

Blue & Yellow **Sustainable Apparel**

Blue & Yellow is a sustainable clothing brand whose mission is to change the environmental disaster that is fast fashion. I serve as the company's creative director but also as a minority stakeholder actively raising money through investors. Our clothing is made from recycled cotton that is spun into new yarn as well as "deadstock" textiles that we re-purpose for new silhouettes.

I was asked to join the company to name, brand, art direct and design every part of our marketing efforts. I also lead the direction of our tone of voice for all copy.

The name I came up with was a simple solution derived from the mixing of two colors to create a new one. We make new clothing from recycling preexisting materials, hence Blue & Yellow Make Green.

blueandyellowproject.com

Creative Direction
Branding/Naming
Art Direction
Copy
Illustration
Design



Take Comfort, In Comfort.

Our recycled cotton **Muir Fleece Pullover**.
Consciously Crafted for a clear conscience.

Blue&Yellow
blueandyellowproject.com



Take Comfort, In Comfort.


Our rescued **Tomales Canvas Coverall**.
Consciously Crafted for a clear conscience.

Blue&Yellow
blueandyellowproject.com


Blue&Yellow

MENWOMENOUR PURPOSEOUR MATERIALS

Repurposed & Recycled. Responsible Apparel.




MEN




WOMEN


Best Sellers



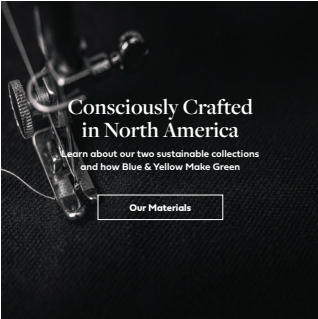
Muir Crew Socks | \$18
3 Colors ●●●



Muir Fleece Sweatshirt | \$130
3 Colors ●●●

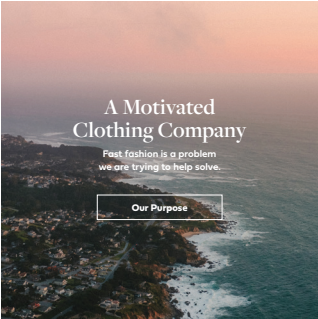


Muir Fleece Pullover | \$135
5 Colors ●●●●●




**Consciously Crafted
in North America**
Learn about our two sustainable collections
and how Blue & Yellow Make Green.

Our Materials




**A Motivated
Clothing Company**
Fast fashion is a problem
we are trying to help solve.


Our Purpose



Free Shipping
Enjoy Free Shipping on
Orders of \$150 or More



30 Day Returns
Return Your Order Up to
30 Days After Purchase



**1% FOR THE
PLANET**
— partner —

B&Y

CONTACT US

415 808 8907
hello@blueandyellowproject.com

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Email Address


SUBSCRIBE



Blue&Yellow

MENWOMENOUR PURPOSEOUR MATERIALS

MEN/CHORE COAT



Tomales Canvas Chore Coat

\$160



Our vintage inspired chore coat is as rugged as they come. Crafted from re-
vived US-milled canvas, this heavy-duty coat is relaxed, comfortable and
keeps looking better with age. Count on years of sturdy, sustainable service –
even if the only thing on your to-do list is looking sharp.

COLOR — Olive
●●●●

SIZE
S M **L** XL XXL

ADD TO CART

BUY NOW WITH **PayPal**



Details

Model
Model is 6' and is wearing a size Large

Feel
Durable Construction
Relaxed Fit

Features
Shank Buttons
Utility Patch Pockets
Inside Right Chest Pocket

Origin
Made in The USA

Fabric

Revived & Reborn™
Revived non-stretch US-milled canvas. 100% upcycled cotton. 11 oz.

Care
Cold wash inside out with like colors in mild detergent and air dry. Show your
really care by washing as little as possible. Help maintain original color and
shape by hanging in an airy space to refresh.

Size Guide

The Tomales Canvas Chore Coat has a structured, straight fit, perfect for lay-
ering. [Men's Size Chart](#)

Return Policy

Your satisfaction is our top priority. Plain and simple.

If you need to return your online purchase for whatever reason*, we will be
happy to issue a full refund for unworn, undamaged, and tagged items within
30 days of purchase ON US.

To start the return process for an order, please click below to initiate your re-
turn and retrieve your complimentary return shipping label.

[Start A Return](#)

Please allow 2-3 business days for processing and receipt of refund confirma-
tion via email. Refunds may only be made to the original form of payment and
may take 1-3 business days to reflect depending on your financial institution.

B&Y

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