



Serious
PLAY

MATC Media & Creative Arts Portfolios
2026

Design by Autumn Fox

Logos

Primary Logo



Horizontal Spacing
equal to width of "u"



Secondary Logo



Vertical Spacing
equal to width of "i"



Logo Usage

Correct



Incorrect



Icons too close to logo—leave space



Do Not tilt logo—keep on horizontal

Department Icons

- Keep Icon and Typography pairs on horizontal axis
- Icons alone are free-floating and can be arranged to best fit the space



 GRAPHIC
Design

Interior 
DESIGN 

MUSIC 
Occupations 

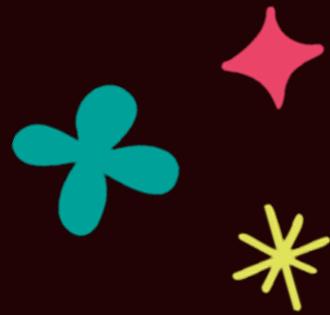


 PHOTOGRAPHY

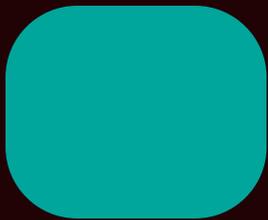
TELEVISION
& VIDEO
 Production

Web &
Digital MEDIA

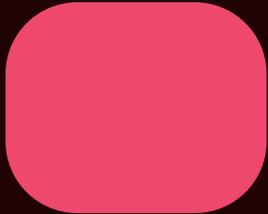

Color Palette



Primary Colors



CMYK: 79%, 12%, 45%, 0%
RGB: (0, 165, 156)
Hex: 00a59c

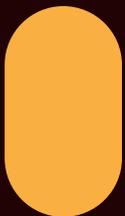


CMYK: 0%, 87%, 41%, 0%
RGB: (238, 72, 108)
Hex: ee486c

Secondary Colors



CMYK: 13%, 0%, 78%, 0%
RGB: (228, 230, 92)
Hex: e4e65c



CMYK: 0%, 35%, 84%, 0%
RGB: (250, 175, 65)
Hex: faaf41



CMYK: 1%, 96%, 86%, 0%
RGB: (237, 43, 51)
Hex: ed2b33



Text

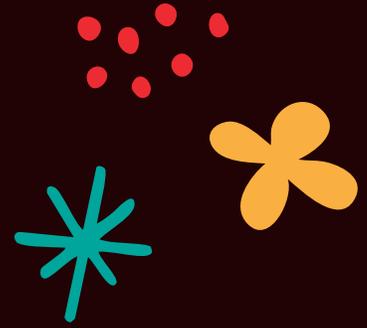
CMYK: 19%, 0%, 8%, 0%
RGB: (204, 237, 235)
Hex: ccedeb



Background

CMYK: 60%, 75%, 66%, 82%
RGB: (33, 3, 5)
Hex: 210305

Typography



Preferred Family: Futura

Headings: 48 pt

Leading: 58 pt

Bold

Sub Headings: 24 pt

Leading: 27 pt

Bold

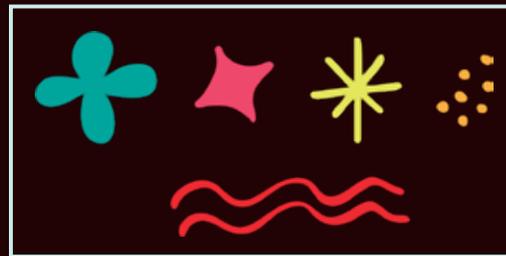
Body Text: 16 pt

Leading: 20 pt

Medium

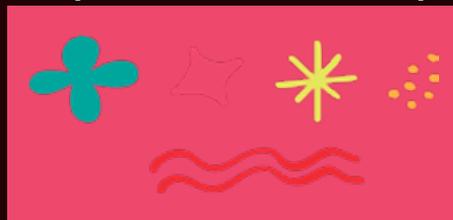
Color & Typography Usage

Correct



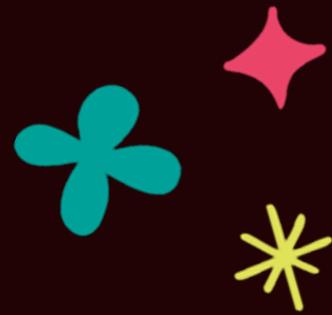
Incorrect

Do Not place artwork on primary or secondary colors



- Do Not use secondary colors for text
- Keep Headers in Bold
- Do Not use Italics

Imagery & Illustration



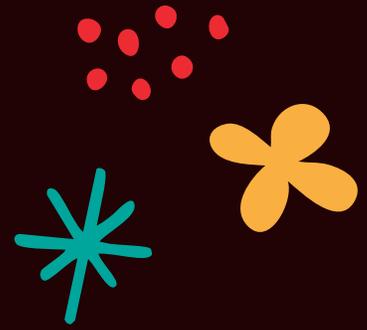
- Hand-rendered illustrations
- Loose, unapologetic, & whimsical
- Similar to a stylus or marker pen

 Animation

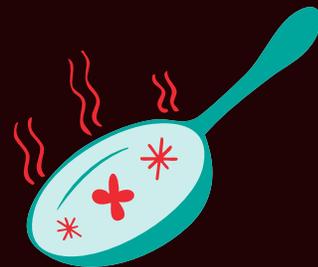
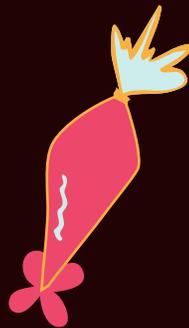
Television
& Video
Production



Brand Voice & Tone



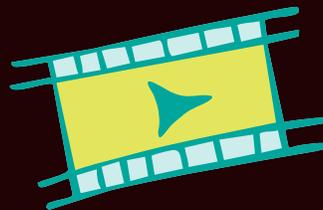
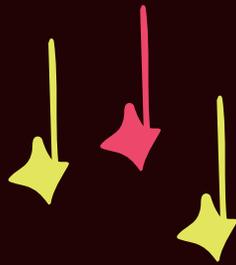
- Playful & confident, youthful & vibrant
- Homage to '50s-'60s retro
- Focus on quality, providing top service to target demographic
- Informal, ex: uses "&" rather than "and"

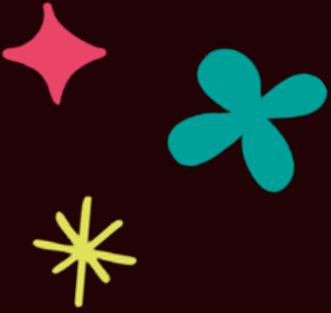


Brand Purpose, Vision, & Positioning

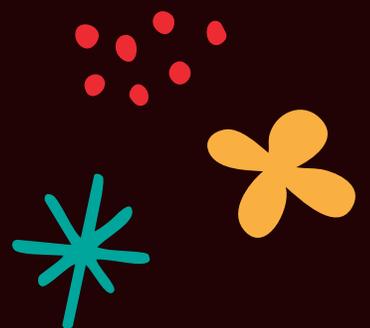
Attract current creative professionals to:

- Get a sense of new talent
- Create relationships with graduates
- Fill open positions





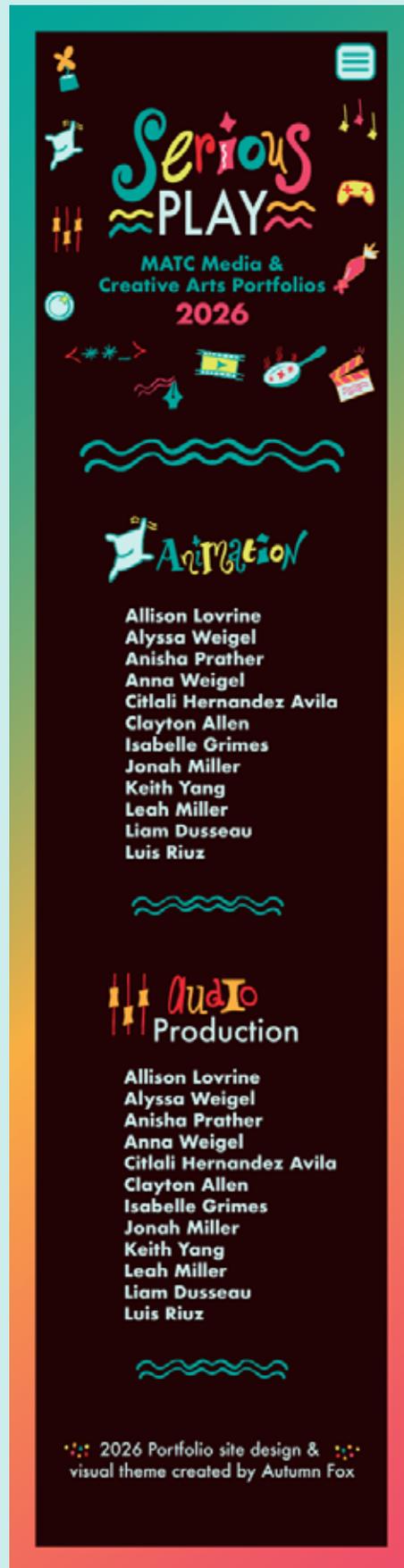
Mockups



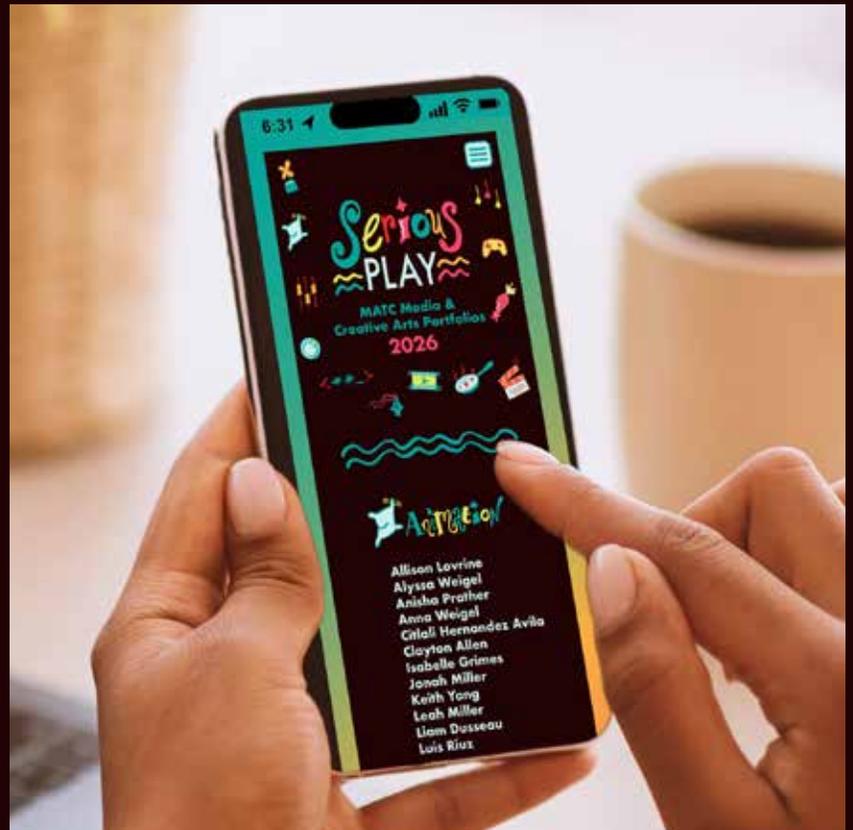
Website: Home Page



Website: Home Page Mobile



Website: Home Page



Website: Student Bio

Serious Play

Graphic Design



Bri Barton

Hi, I'm Bri! I'm a long time multi-creative and visual designer. As a kid, I found a love of storytelling through writing and photography, and I later studied English & Creative Writing at Cleveland State University, where I completed my B.A. A few years ago, I started building and designing houses in the Sims 4, which is where I fell in love with visual design. That led me to digital illustration, and eventually, studying graphic design at MATC. My style is playful, imaginative, and charming, and I'm most passionate about editorial design and typography.

bribartondesign.com 



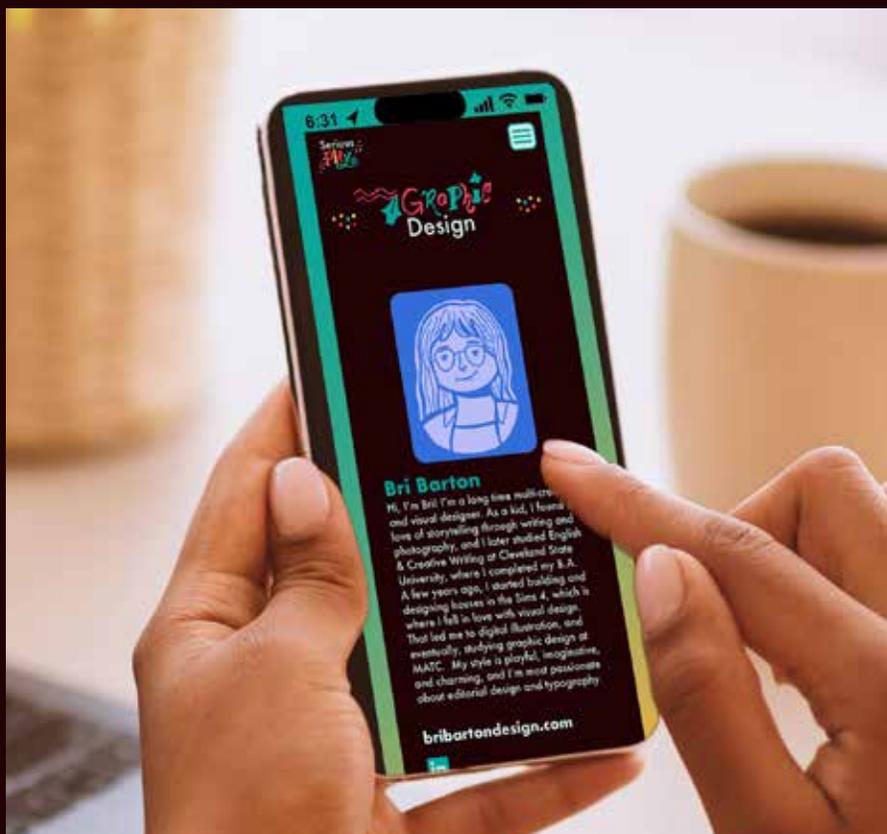
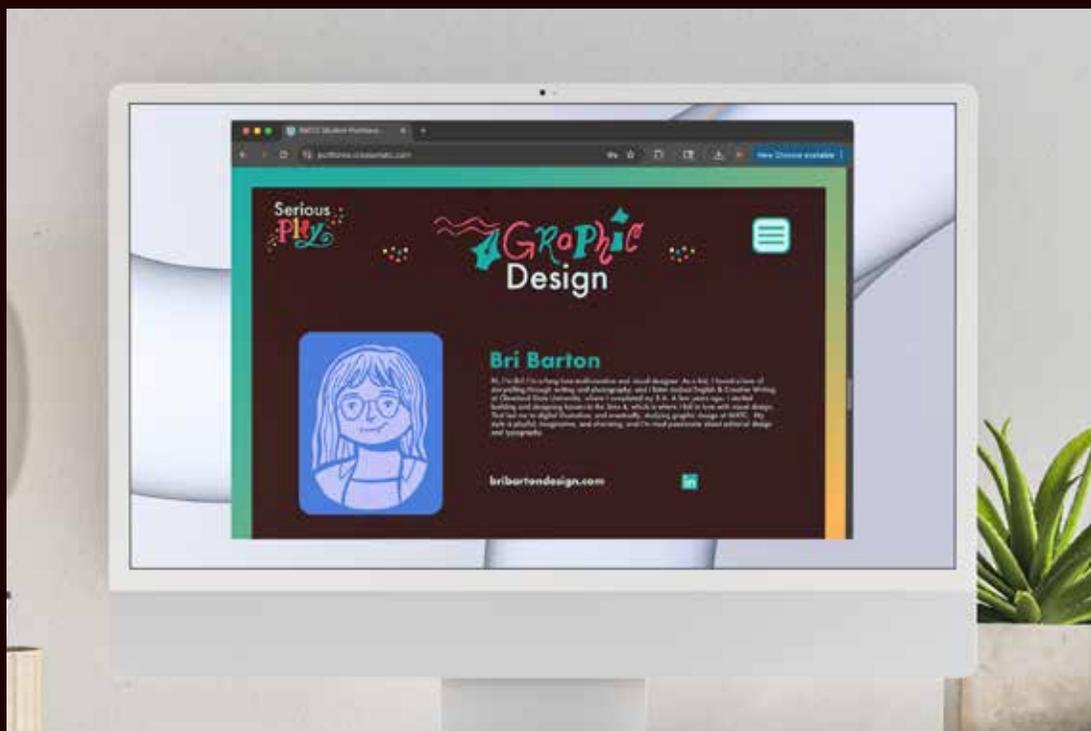
Angela Metzger
Bri Barton
Chloe McBroom
Erika Benzel
Jessica Payne

Juan Mejia
Julian Pulliam
Kurt Berans
Olivia Stich
Tanasha E. Moore

Website: Student Bio Mobile



Website: Student Bio



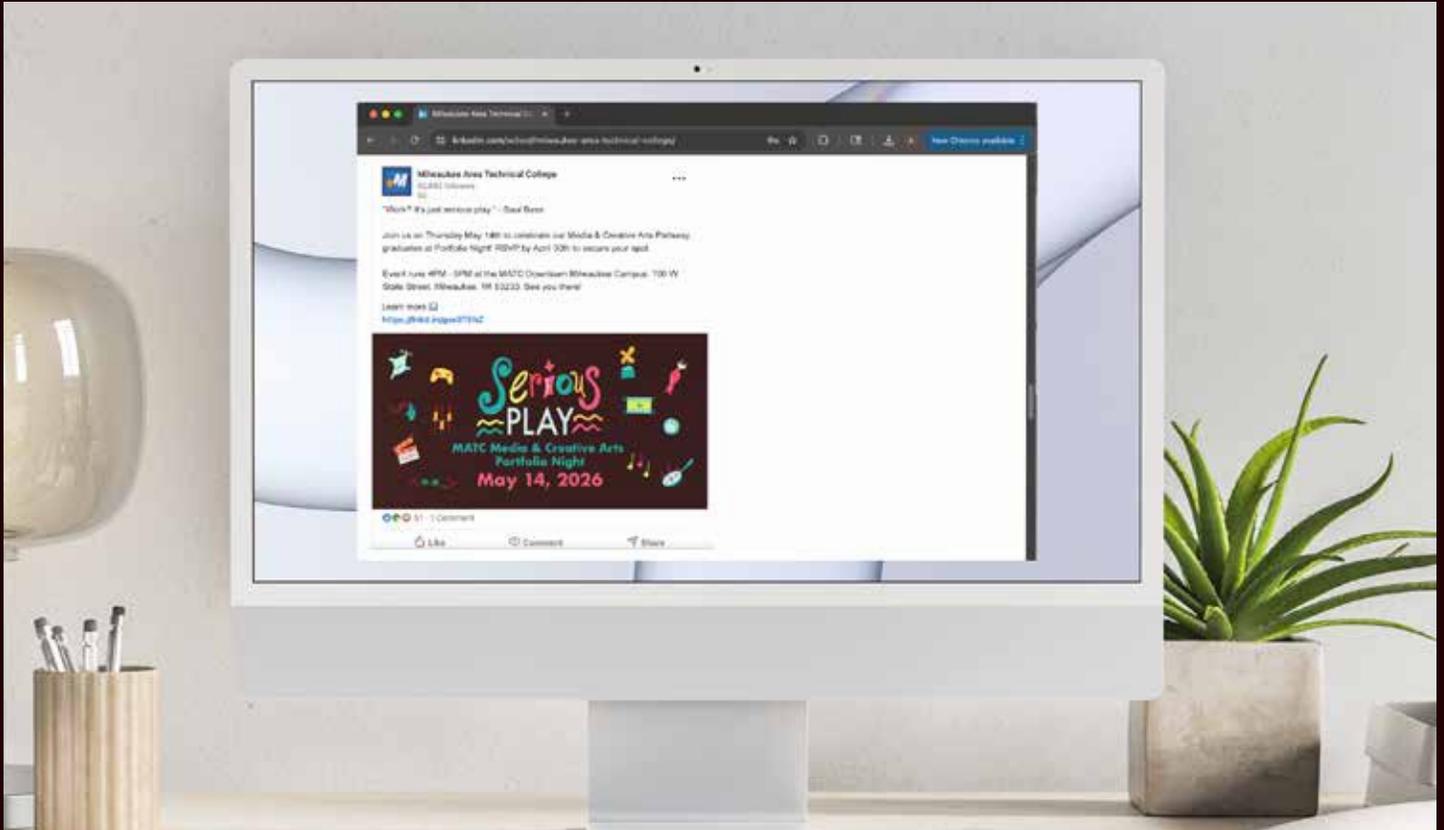
Instagram Posts



Instagram Posts



LinkedIn Post



Facebook Event



Facebook interface showing the event details for 'MATC Media & Creative Arts Portfolio Night'.

Events

- Events
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- MATC Media & Creativ...
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- Hosting 2

[+ Create Event](#)

MAY 14 **MATC Media & Creative Arts Portfolio Night**
Event for [Graduating Pathway Students](#) • Hosted by [MATC](#)

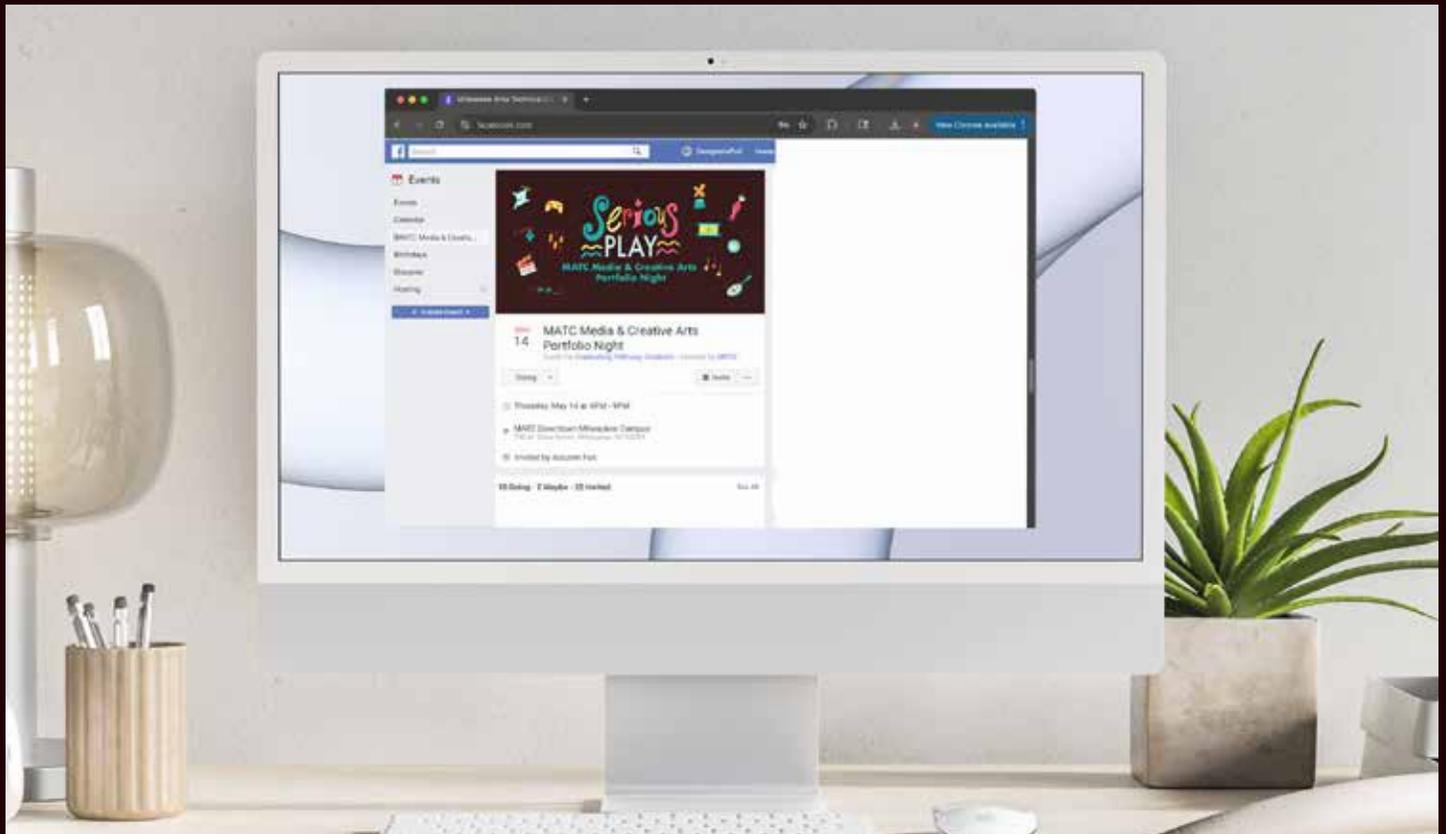
Thursday, May 14 at 4PM - 9PM

MATC Downtown Milwaukee Campus
700 W. State Street, Milwaukee, WI 53233

Invited by Autumn Fox

18 Going · 2 Maybe · 25 Invited [See All](#)

Facebook Event



Light Pole Banner



Light Pole Banner



Sandwich Board



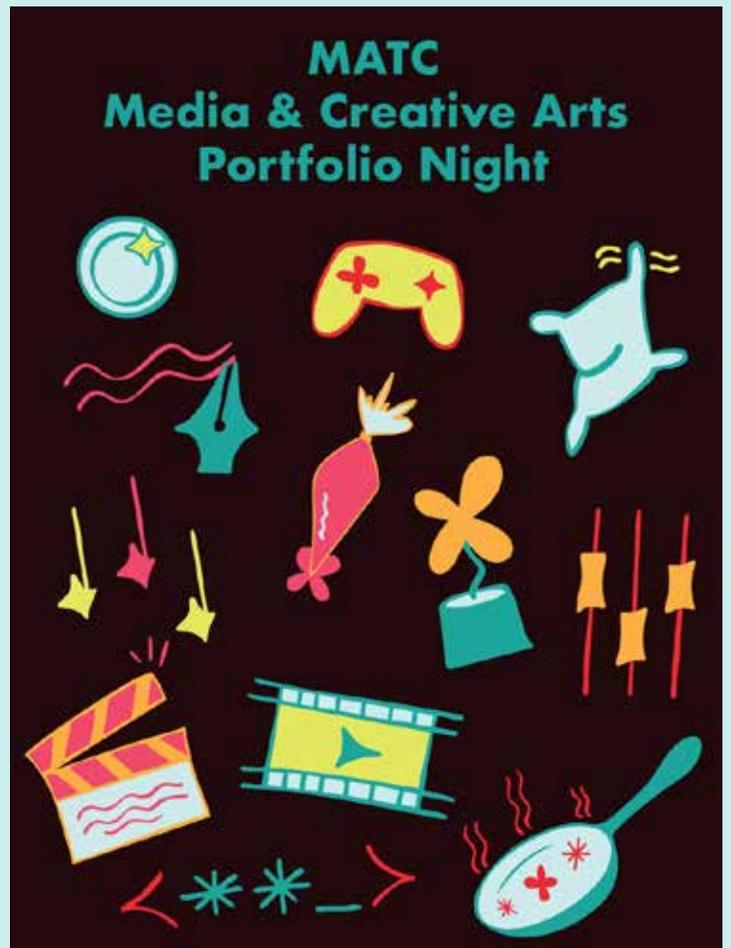
Sandwich Board



T-Shirt



Front



Back

T-Shirt



T-Shirt



Tote Bag



Tote Bag



Tote Bag



Tote Bag



Stickers

