



Serious
PLAY

MATC Media & Creative Arts Portfolios
2026

Design by Autumn Fox

Logos

Primary Logo



Logos

Secondary Logo



Logo Clearspace

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 clearspace at all times for legibility and hierarchy



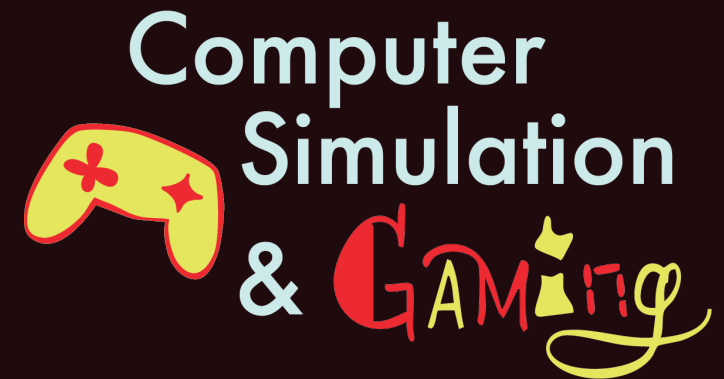
Do Not Tilt Logo—keep on horizontal for legibility and to anchor each piece



Do Not Stretch Logo—keep proportions the same as the original asset when resizing for legibility and continuity

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

 **PHOTOGRAPHY**

Interior
DESIGN 

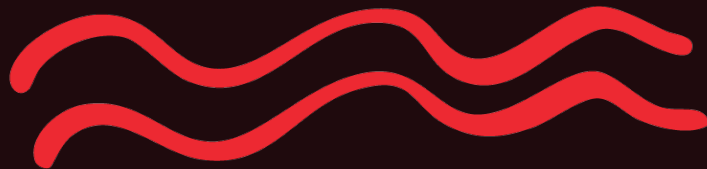
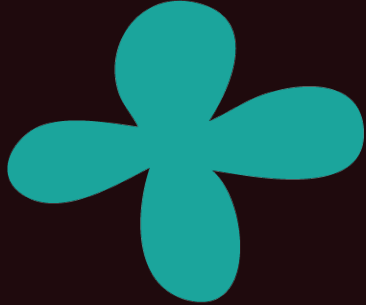
TELEVISION
 **& VIDEO**
Production

Music ↓ ↓ ↓
Occupations ↓

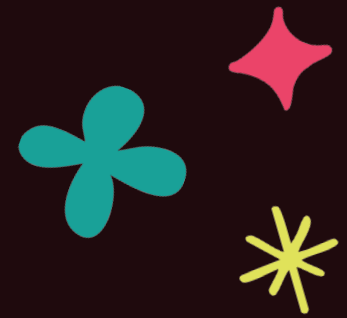
Web &
Digital MEDIA
< ** _ >

Supplemental Shapes

- Each shape can be any color, excluding Whisper and Sable
- Use for extra details, especially in corners or to accent white space
- Can be placed at an angle that best fits the space and orientation



Color Palette



Primary Colors

Totally Teal

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

Poppin' Pink

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

Secondary Colors

Sunshine

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

Citrus

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

Cherry

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

Whisper

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

Sable

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

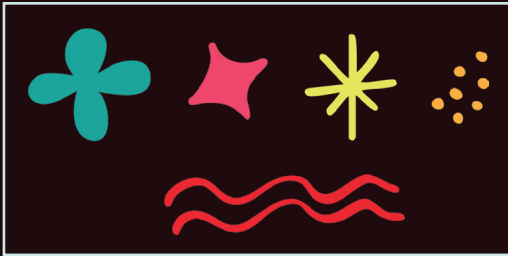
Medium

**Ommosantia corpores
atendeliquis magnimi**

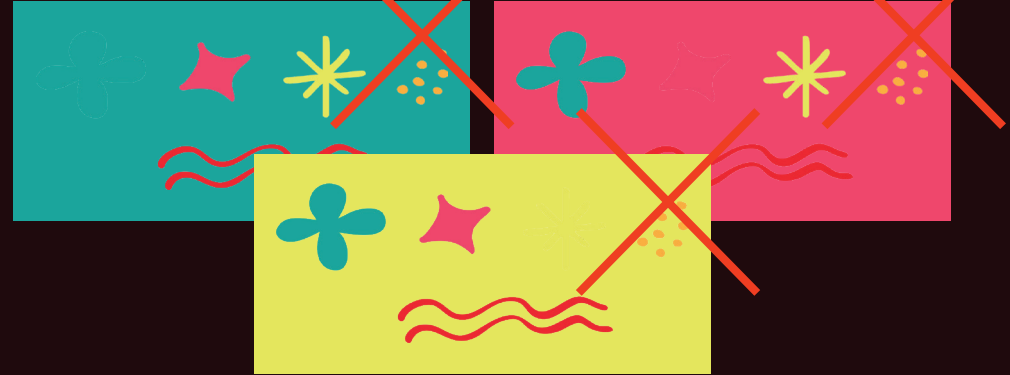
Ommosantia corpores atendeliquis magnimi, quiasita
vels ad mintestem quid eum re, cus ut officid molut
lab inciam quas dessintiis minciam reres volectur aute
nihilis nusam esti te nis sanctio qui unt, ut pa int.
Cea nobis int elloris ad qui a comni reperum volupta
quamusae nihitius andit excepta sum aut lam

Color & Typography Usage

Correct



Incorrect

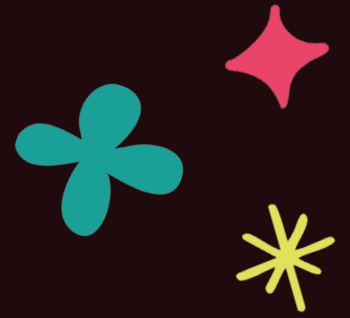


Do Not place artwork on primary or secondary colors—place on Sable or Whisper for legibility and to allow colors to pop



- Do Not use secondary colors for (sub) headers—primary colors are best
- Keep Headers in Bold to maintain hierarchy
- Do Not use Italics—limit changes in font to bold

Imagery & Illustration



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

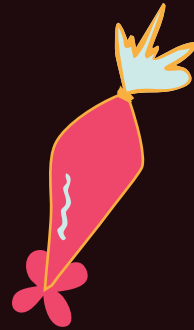
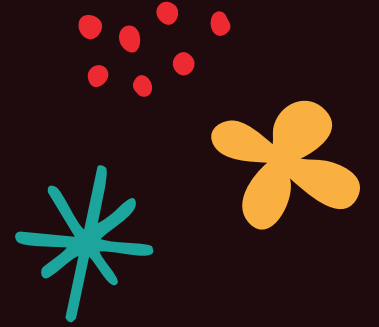
 Animation

Television
& Video
Production



Brand Voice & Tone

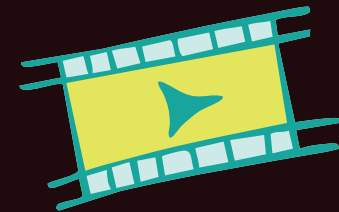
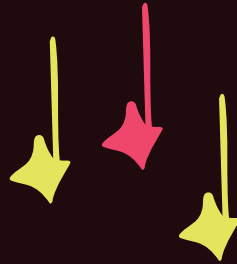
- Playful & confident, youthful & vibrant
- Homage to '50s-'60s retro
- Focus on quality, providing top service to target demographic
- Informal, ex: uses "&" rather than "and"



Brand Purpose, Vision, & Positioning

Attract current creative professionals to:

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



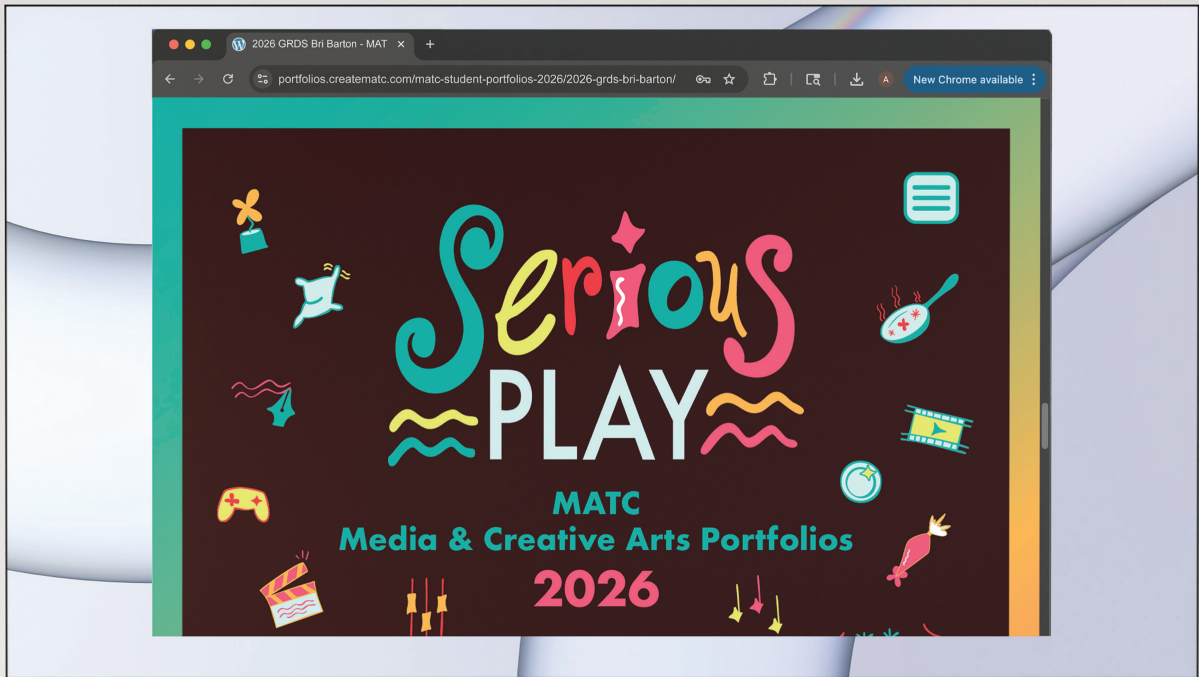


Mockups

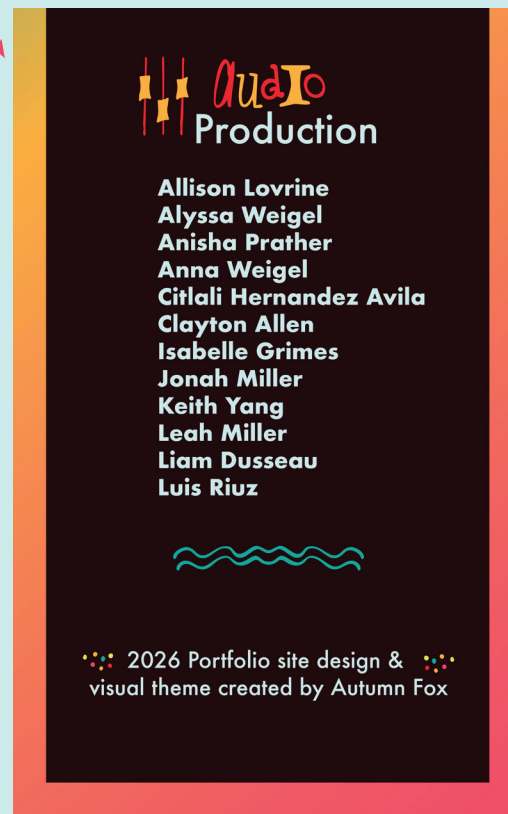


Website: Home Page





Website: Home Page Mobile





Bri Barton

Hi, I'm Bri! I'm a long time multi-creator 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



Website: Student Bio

The screenshot shows a website for 'Serious Play Graphic Design'. The header includes the logo 'Serious Play' and 'Graphic Design' with a hamburger menu icon. A blue profile picture of Bri Barton is on the left. To the right, her name 'Bri Barton' is followed by a bio: 'Hi, I'm Bri! I'm a long time multcreative 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.' Below the bio are links for 'bribartondesign.com' and LinkedIn. A central gallery shows various design projects, including book covers for 'Veldae', 'DARK LORE', and 'BLACK CATS', and two 'scoop' posters mounted on a wall. At the bottom, a list of names is displayed: Angela Metzger, Bri Barton, Chloe McBroom, Erika Rangel, Jessica Payne, Juan Mejia, Julian Pellam, Kurt Berens, Olivia Stich, and Tamesha E. Moore. The website has a dark background with colorful wavy lines and a fountain pen nib icon.

Serious Play Graphic Design

Bri Barton

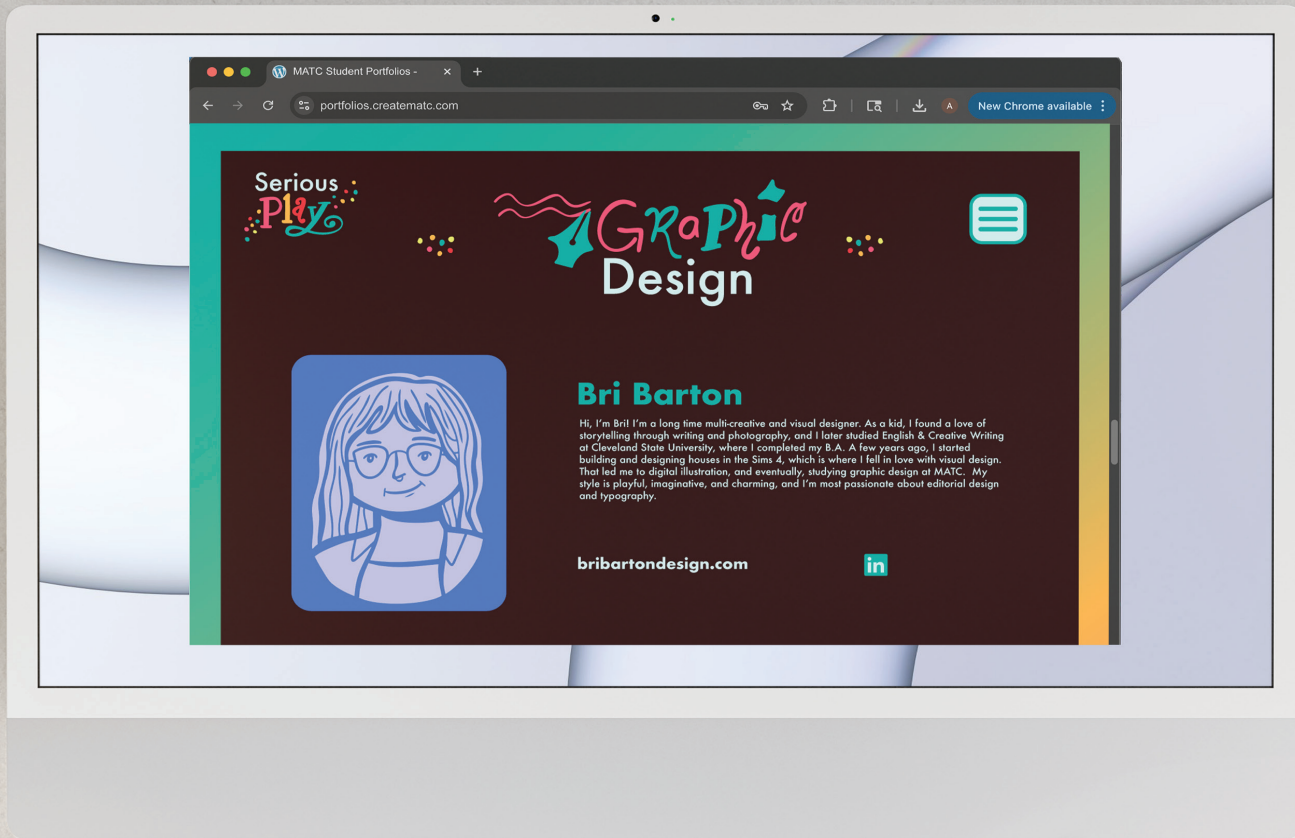
Hi, I'm Bri! I'm a long time multcreative and visual designer. As a kid, I found a love of storytelling through writing and photography, and I later studied English & Creative Writing at Cleveland State University, where I completed my B.A. A few years ago, I started building and designing houses in 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

Projects shown: Veldae, DARK LORE, BLACK CATS, scoop posters.

Angela Metzger
Bri Barton
Chloe McBroom
Erika Rangel
Jessica Payne

Juan Mejia
Julian Pellam
Kurt Berens
Olivia Stich
Tamesha E. Moore



Website: Student Bio Mobile





6:31

Serious Play

Graphic Design



Bri Barton

Hi, I'm Bri! I'm a long time multi-creator 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 MAATC. My style is playful, imaginative, and charming, and I'm most passionate about editorial design and typography.

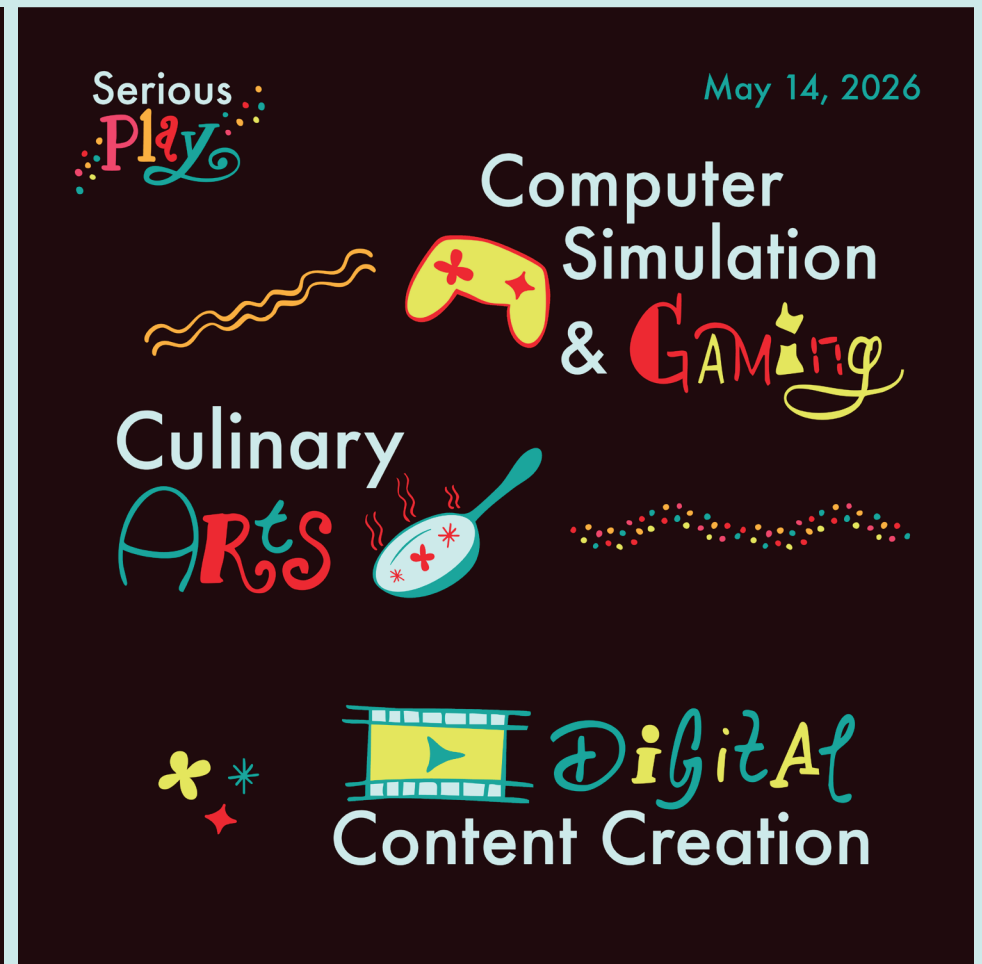
bribartondesign.com



Instagram Posts

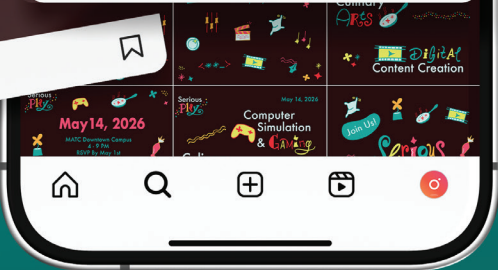


Instagram Posts



Instagram Posts





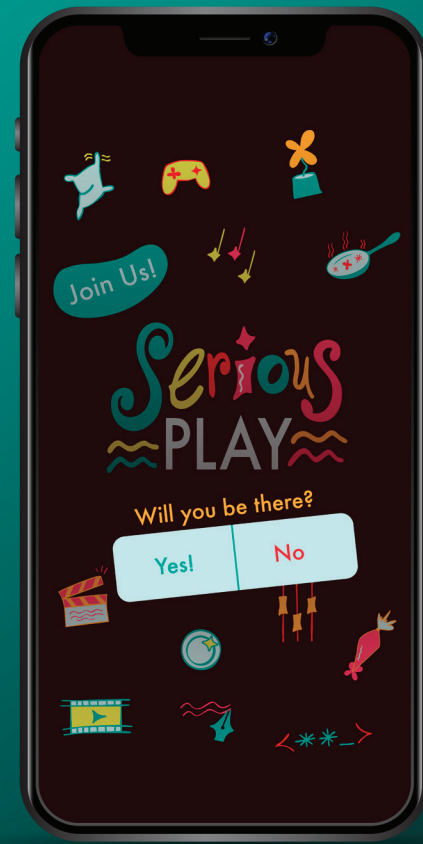
Instagram Story



State 1



State 2



LinkedIn Post


The screenshot shows a LinkedIn post from Milwaukee Area Technical College. The browser address bar displays the URL `linkedin.com/school/milwaukee-area-technical-college/`. The post header includes the college's logo, name, 62,893 followers, and a timestamp of 5 days ago. The main text of the post is a quote by Saul Bass: "Work? It's just serious play." Below the quote, the post invites users to join a Portfolio Night event on Thursday, May 14th, at the MATC Downtown Milwaukee Campus. The event details specify a time of 4PM to 9PM and the address 700 W State Street, Milwaukee, WI 53233. A "Learn more" link is provided with the URL `https://lnkd.in/gsx9TEhZ`. The post features a large, colorful graphic with the text "Serious PLAY" in a stylized font, surrounded by various icons representing creative arts and media. Below the graphic, the text reads "MATC Media & Creative Arts Portfolio Night" and "May 14, 2026". At the bottom of the post, there are engagement metrics showing 51 likes and 1 comment, along with icons for Like, Comment, and Share.


Milwaukee Area Technical College
62,893 followers
5d

"Work? It's just serious play." - Saul Bass




Join us on Thursday May 14th to celebrate our Media & Creative Arts Pathway graduates at Portfolio Night! RSVP by April 30th to secure your spot.

Event runs 4PM - 9PM at the MATC Downtown Milwaukee Campus: 700 W State Street, Milwaukee, WI 53233. See you there!

Learn more 
<https://lnkd.in/gsx9TEhZ>



51 · 1 Comment

 Like  Comment  Share

Milwaukee Area Technical College


62,893 followers

"Work? It's just serious play." - Saul Bass

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Learn more <https://lnkd.in/gsx9TEHZ>



51 - 1 Comment

Like Comment Share

The image shows a computer monitor displaying a LinkedIn post from Milwaukee Area Technical College. The post features a quote by Saul Bass, an event announcement for Portfolio Night on May 14, 2026, and a colorful graphic with the text 'Serious Play MATC Media & Creative Arts Portfolio Night May 14, 2026'. The monitor is on a desk with a pen holder and a potted plant.

Facebook Event

The image shows a screenshot of a Facebook event page. At the top, there is a search bar and the user's profile 'DesigneriePod'. On the left, a navigation menu includes 'Events', 'Calendar', 'MATC Media & Creativ...', 'Birthdays', 'Discover', and 'Hosting'. The main content area features a colorful graphic with the text 'Serious PLAY' and 'MATC Media & Creative Arts Portfolio Night'. Below the graphic, the event details are listed: 'MAY 14 MATC Media & Creative Arts Portfolio Night', 'Event for Graduating Pathway Students • Hosted by MATC', and a 'Going' dropdown menu. The event is scheduled for Thursday, May 14 at 4PM - 9PM at the MATC Downtown Milwaukee Campus. The page also shows '18 Going · 2 Maybe · 25 Invited' and a 'See All' link.

Search

DesigneriePod Home

Events

Events

Calendar

MATC Media & Creativ...

Birthdays

Discover

Hosting 2

+ Create Event

Serious PLAY
MATC Media & Creative Arts
Portfolio Night

MAY 14 MATC Media & Creative Arts
Portfolio Night
Event for Graduating Pathway Students • Hosted by MATC

Going

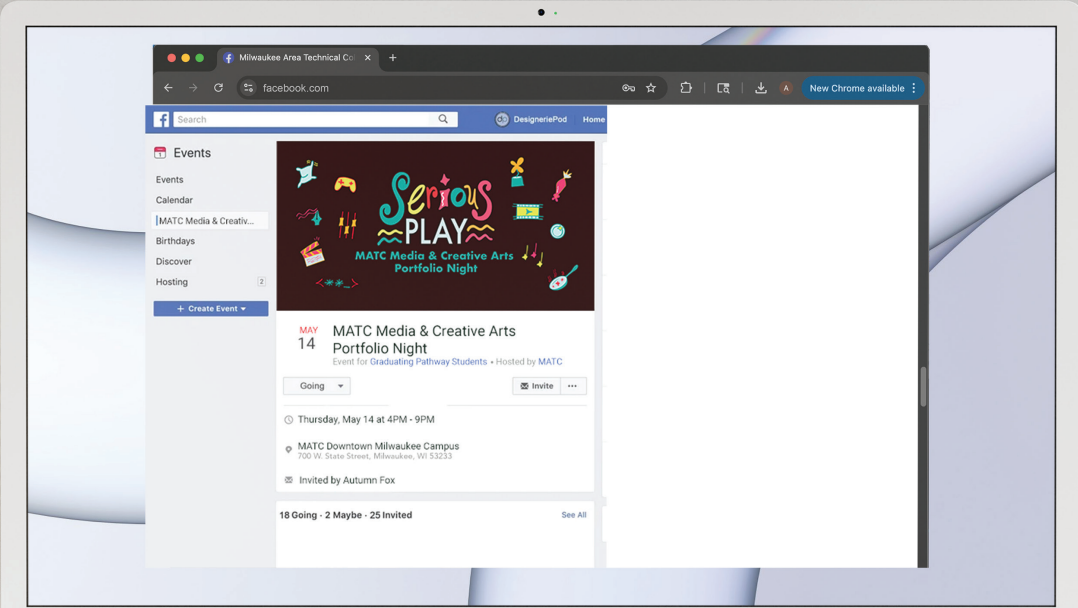
Invite

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



Light Pole Banner





Sandwich Board





Serious PLAY

MATC
Media & Creative Arts
Portfolio Night

T-Shirt



Front



Back



Serious
PLAY
2026

MATC
Media & Creative Arts
Portfolio Night



Hat





Tote Bag









Stickers





Mug



