



Bobbi Hillman Design

Artist • Illustrator • Designer

branding
& logo design

clever bags

Clever design is a new bag company that was completely designed and branded from the ground up. The company started as smaller travel accessories, such as; wallets and phone cases, then grew to luxury bags. Each bag is cleverly crafted to fit the purchasers needs. There is a bag for the traveler, the office goer, and the luxury modernist.

The brand was designed around the fox, known for it's cleverness, including the names of some of the bags after different types of foxes.



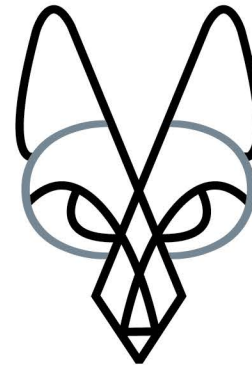
PRIMARY LOGOS



SECONDARY LOGO



ICON



MINIMUM SPACE TO EDGE OF DOCUMENT

MINIMUM SPACE TO DESIGN OBJECTS AND COPY



SIDES OF FOX FACE REPRESENT
"C" IN BRAND NAME CLEVER

BRAND COLOR PALETTE

TEXT

WEB #000000	WEB #ffffff
PMS Black	PMS White
CMYK 0, 0, 0, 100	CMYK 0, 0, 0, 0

PRIMARY COLORS

WEB #000000	WEB #758592	WEB #ffffff
PMS Black	PMS 7544 C	PMS White
CMYK 0, 0, 0, 100	CMYK 58, 41, 34, 4	CMYK 0, 0, 0, 0

SECONDARY COLORS

WEB #24272a	WEB #54565a	WEB #0075c9
PMS 426 C	PMS Cool Gray 11 C	PMS 3005 C
CMYK 74, 65, 62, 67	CMYK 66, 57, 51, 29	CMYK 100, 46, 2, 0

BACKGROUND

WEB #000000	WEB #ffffff
CMYK 0, 0, 0, 100	CMYK 0, 0, 0, 0

ARCTIC



ARCTIC

Exterior Features

- Removable Wet/Dry Bag with Waterproof Interior
- Corrugated EVA Mesh Backing and Straps
- Hidden Zippered Back Pocket
- Hidden Zippered Laptop Pocket on Back
- Hidden Card Pocket on Strap
- Hidden Zippered Cellphone Pocket on Wet/Dry Bag
- Custom Dye Cut Zipper Pulls
- YKK Zipper Pulls
- Expandable Zippered Left Side Pocket
- Mesh Right Side Pocket
- Elastic Umbrella Strap
- Elastic Bands on Bottom
- Silver Accents
- Embroidered Logo Features
- Raised PVC Logo on Wet/Dry Bag
- Vented Bottom on Wet/Dry Bag
- Removable Front Chest Strap

Interior Features

- Two Pen Slots
- Hidden Zippered Pocket
- Fleece Lined Sunglasses Pocket
- Double Stacked Universal Pockets
- Cellphone Pocket
- Charging Cord Port
- 1" Carabiner Key Hook
- Screen Print Icon

DARWIN



DARWIN

Exterior Features

- Denier Nylon
- Removable Adjustable Shoulder Strap
- Velcro Top Handle
- Hidden Zippered Pocket
- Zippered Water Bottle Pocket
- Backpack Straps
- Tight Woven Nylon Straps
- Custom Dye Cut Zipper Pulls
- Woven Logo Tag
- Embroidered Logo Details
- Corrugated EVA Mesh Padding
- Side Handles
- YKK Zipper Pulls

Interior Features

- Twill Lining
- Interior Mesh Zippered Pockets
- Expandable Mesh Water Bottle Pocket
- Screen Print Icon
- Removable Wet/Dry Bag
- Cotton Lined Shoe Bag with Cinch Drawstring Top
- Elastic Stretch Bands on Wet/Dry Bag
- Removable Strap for Wet/Dry Bag with Waterproof Interior
- Woven Logo Tags
- Custom Dye Cut Zipper Pulls
- Corrugated EVA Mesh Padded Strap
- 3" Gusset on Wet/Dry Bag

SWIFT



SMITHEE



SWIFT

Exterior Features

- Distressed Leather
- Corrugated EVA Mesh Padding
- Custom Dye Cut Zipper Pull
- Hidden Zipper Laptop Pocket on Back
- Matte Black Accents
- Thick Decorative Stitching
- Hidden Zippered Back Pocket
- Embroidered Icon on Back
- Debossed Logo
- Water Bottle Pockets
- Tight Woven Nylon Straps
- YKK Zipper Pulls

Interior Features

- Cotton Suede Lining
- Expandable Mesh Water Bottle Pocket
- Two Pen Pockets
- Two Universal Pockets
- Debossed Logo

SMITHEE

Exterior Features

- Moisture-Resistant Ballistic Nylon
- Suede Accents
- Custom Dye Cut Zipper Pulls
- Corrugated EVA Mesh Padding
- Matte Black Accents
- Hidden Zippered Back Pocket
- Hidden Zippered Laptop Pocket on Back
- Debossed Logo
- Embroidered Icon on Back
- YKK Zipper Pulls

Interior Features

- Satin Lining
- Expandable Mesh Water Bottle Pocket
- Fleece Lined Hidden Zippered Pocket
- Cellphone Pocket
- Large Universal Pocket
- Two Small Universal Pockets



logo design

An exploration of different logo designs that have been custom designed. From re-branding to creating logos for brand new companies, each logo has a different look and appeal. They are all completely fit to the company and the clients individual needs.

The companies include: The Octopus, Beanie Besties, Shots n' Jiggles, K6, The BBQ Sauce Guys, and True Potential.

BID



THE OCTOPUS - logo design for a heating and cooling pad that has eight "arms" with a pocket for pad insert

beanie besties



BEANIE BESTIES - a plush doll company directed for children in the hospital; each doll comes with a matching beanie for the children to wear

Shots n' Jiggles

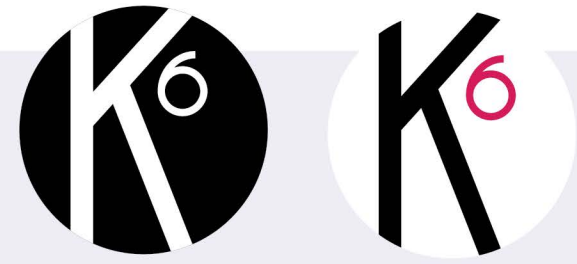


SHOTS N' JIGGLES - logo designs and mascot created for a jello shot company that does catering for parties and events

Kingsbury
MANAGEMENT

Kingsbury Enterprises

KINGSBURY - logo designs for a management and enterprise company that owns a smaller IP



K6 - logo design for a new company that sells girls high end dance apparel



THE BBQ SAUCE GUYS - redesign on a logo for a local start up barbecue sauce company

TRUE POTENTIAL
TP

TRUE POTENTIAL - logo design for a small custom t-shirt company

QiC
STAND

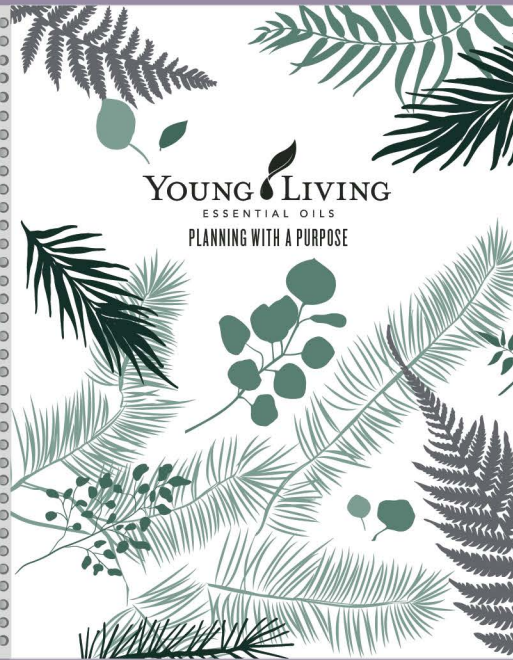
QIC STAND - logo and branding for a new wood Qi charging station, QiC (Kick) or Qi Charging Stand

print
& packaging

BACK COVER



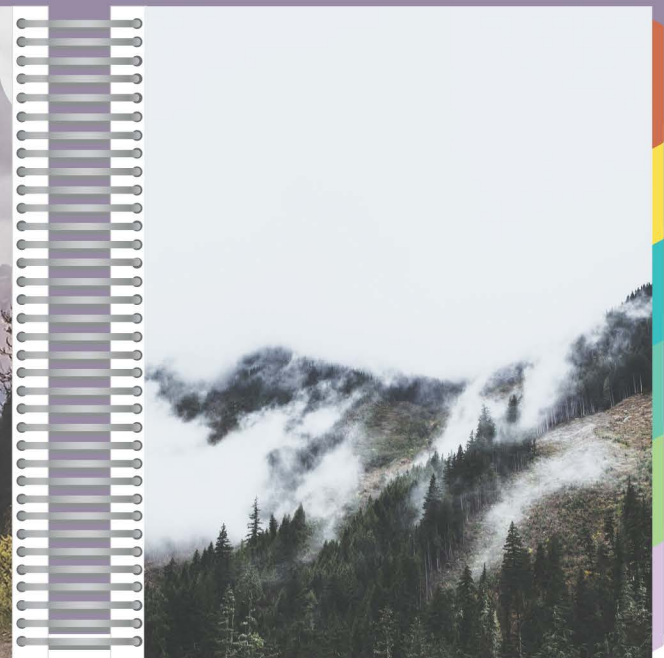
FRONT COVER



INTERIOR FRONT



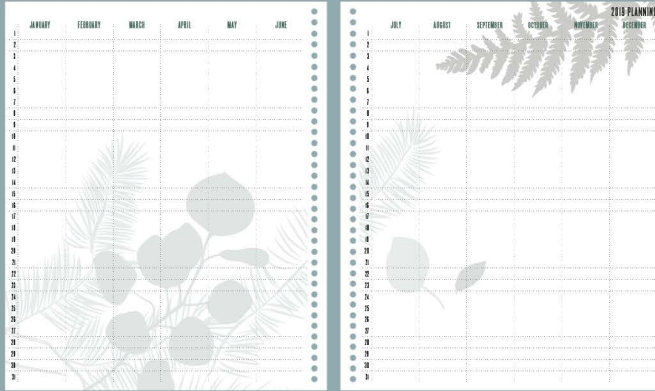
INTERIOR BACK



LIFE PLANNER

This Life Planner was created for keeping track of sales for those in the essential oil industry. The planner contains three years worth of pages to utilize, and is customized from beginning to end. With a botanical pattern that carries through each page that gives it an earthy look and feel.

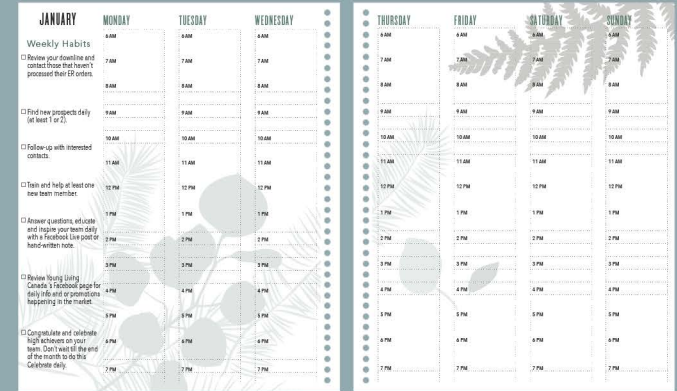
YEARLY PLANNING PAGES



MONTHLY PLANNING PAGES



DAILY PLANNING PAGES



CALENDAR



NOTES



DIVIDER QUOTE PAGES

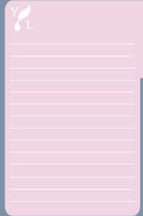
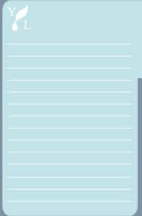
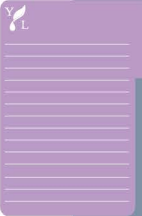
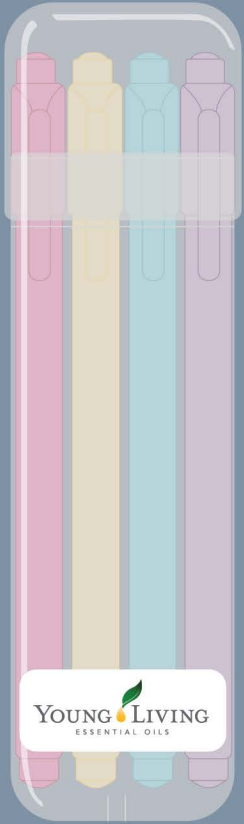


CUSTOM STICKER PAGES

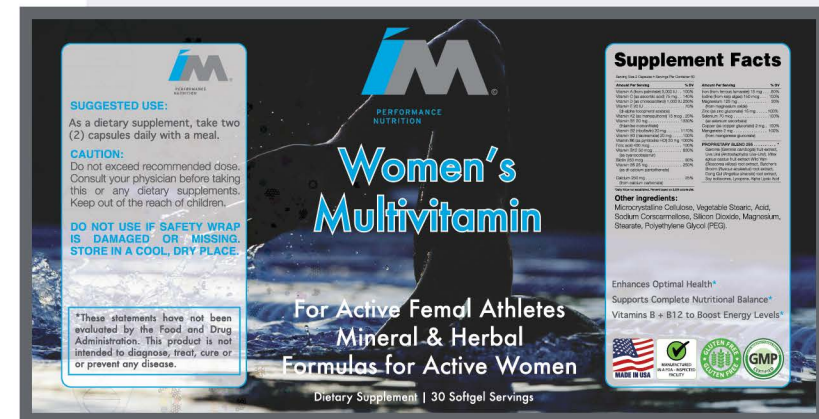


PLANNER PACK

The Life Planner comes with a planner pack that contains fully custom stickers, cards, markers and page markers. This pack is made of vegan leather with a matching botanical print. The backside contains an elastic strap so you can carry your pack with you where ever you go. Fully custom zipper pull and a stamped metal tag make this pack retail ready.

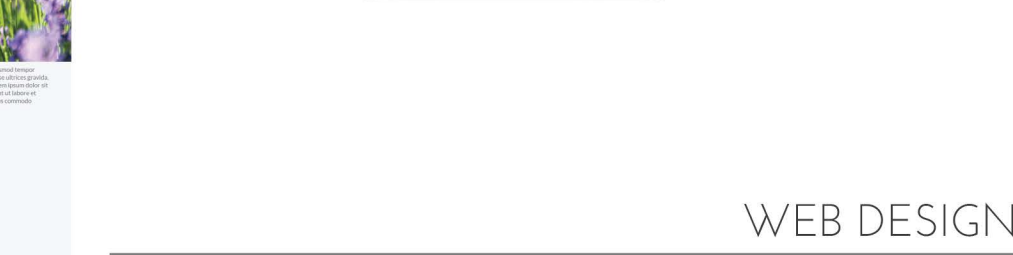
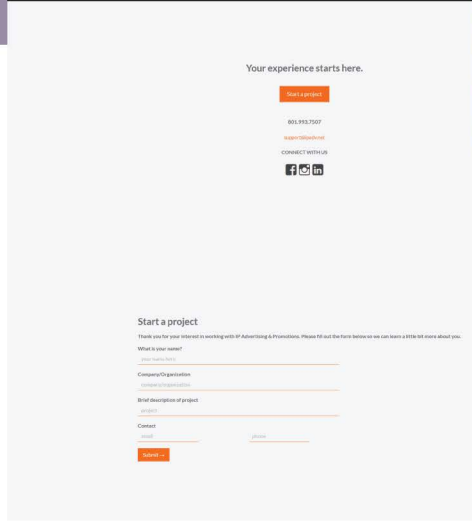






These labels were made custom for a new nutrition brand that was in the process of releasing a re-brand of their products. They are currently on the market today.

web
design



New build for a product design company, who works with multiple different large corporations and MLM's. They needed a new site that showed more of their creative side and customization. Website build, layout, animation, photography and development all managed and created.

bags
& apparel

IRIDESCENT TOTE BAG

This iridescent tote bag is a two in one. The interior is made of recycled polyester so that it is light and easy to carry. The exterior is an iridescent EVA shell, so that is fun and eco friendly. The print on the interior tote can be seen through the shell, so it can be customized with a logo or design. A soft silky woven tag has been added to the shell so the whole bag can have it's brand. The shell can be removed easily by unclipping the top handles and sliding off the polyester tote. Take both or separate for more carrying room.

Recycled Polyester
Iridescent EVA
48 cm x 33 cm



FANNY PACK

A high fashion vegan fanny pack, made of vegan leather and recycled nylon. This fanny pack is meant to be worn with casual everyday wear. With a simplistic exterior, this fanny pack gets its color bright from its brightly colored interior. A vegan leather tag on the inside allows for a debossed logo. The exterior front pattern can be changed to any debossed style. A heavy industrial belt clip makes for long lasting wear.

25 cm x 16 cm x 6cm



BELT BAG

This lovely belt bag was designed to be worn anywhere. Made of high grade vegan leather, with a large brass push clasp, and adjustable belt; this bag looks and feels high fashion. With the vegan leather carried over into the interior, this bag is also easy to keep clean and neat. A raised vegan leather tag on the inside allows for a debossed logo.

18 cm x 14 cm x 5 cm





TRAVEL SET

This beautiful travel set is made from high grade ballistic nylon. Designed for a women's weekend travel, this set will hold all of the essentials. With a hidden hanger in the toiletry bag, it can be hung all weekend to use your make-up and bathroom necessities. The travel duffel has an additional padded strap to easily throw over your shoulder and go. Both bags have extra storage with expandable mesh pockets, that will stretch to fit and additional items. The bags are lined with a shiny satin, that has a custom tone-on-tone screen print floral design. Meant to travel in style, these bags are sure to catch attention.

Ballistic Nylon

Duffel - 48 cm x 29 cm

Toiletry Bag - 22 cm x 19 cm x 11 cm



WOMEN'S PACKABLE WINDBREAKER

A bright color blocked windbreaker for women, that is stylish and light. This windbreaker has the ability to be packed away in the front pocket into an easy small carry bag. With a nylon strap, this windbreaker can easily be clipped to any bag and taken anywhere. The windbreaker has a nice flare fit bottom to suit any women's body.

100% Lightweight Polyester

MEN'S PACKABLE WINDBREAKER

This color blocked windbreaker is meant to suit any man. Just pack it away in the front pocket into an easy small carry bag. With a nylon strap, this windbreaker can easily be clipped to any bag and taken on any trip. With loose fit shoulders and a half zip front, this windbreaker will fit any man.

100% Lightweight Polyester



MOMMY BLOGGER SWEATSUIT

This Mommy Blogger Sweatsuit, is designed to fit any body type flawlessly. The top fits loosely around the tummy but fitted to the shoulders, and a thick high waisted tapered bottom. The bottoms have the option to have a full logo or saying screen print down the side, and have a soft silky woven tag on the back for icon placement. For the top there is a place to screen print along the brim of the hood, and have a 3D heat transfer logo placed left chest. The material has a gradient dip dye so the pieces can be worn separate, but still look good as a full ensemble. Made from soft organic material.

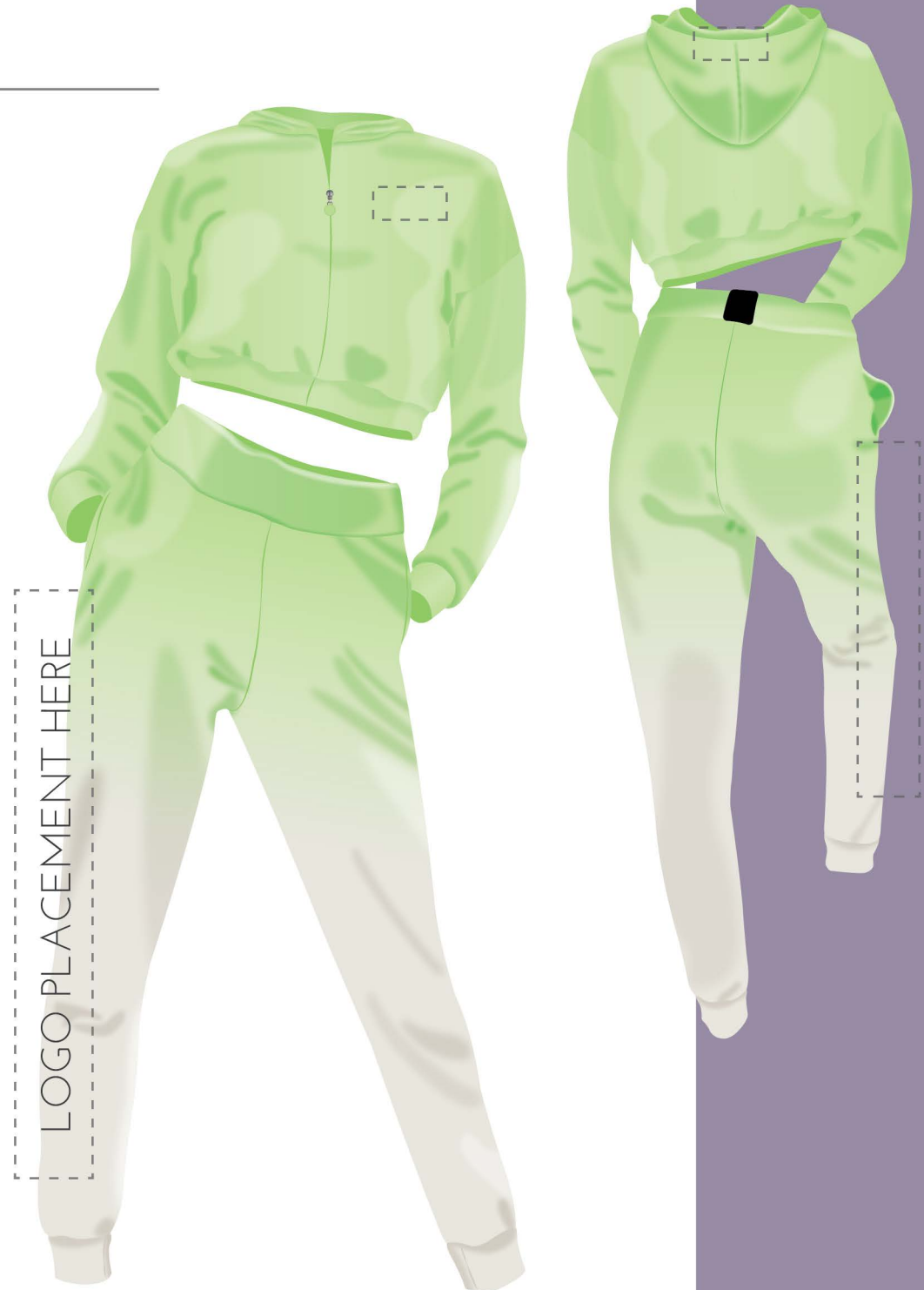
Material - Organic Cotton & Bamboo

Custom Silicone Zipper Pull

4" High Waist Band

Tapered Bottoms with 4" Tight Fitted Ankles

Gradient Dip Dye



to view past work please visit
bobbihillmandesign.com

