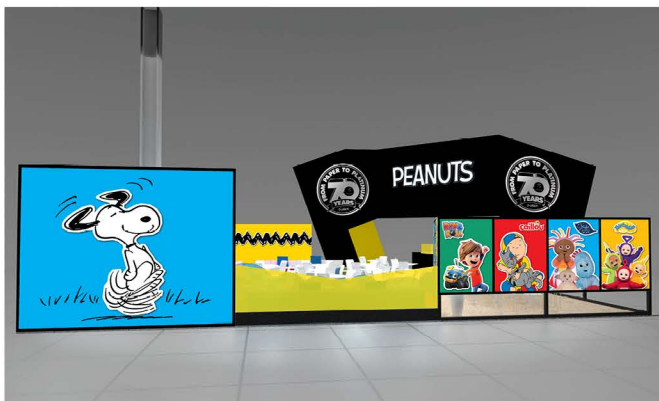
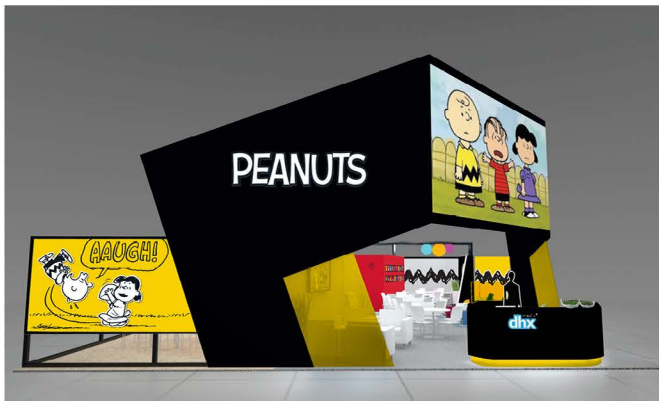
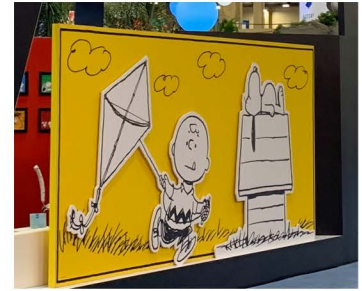
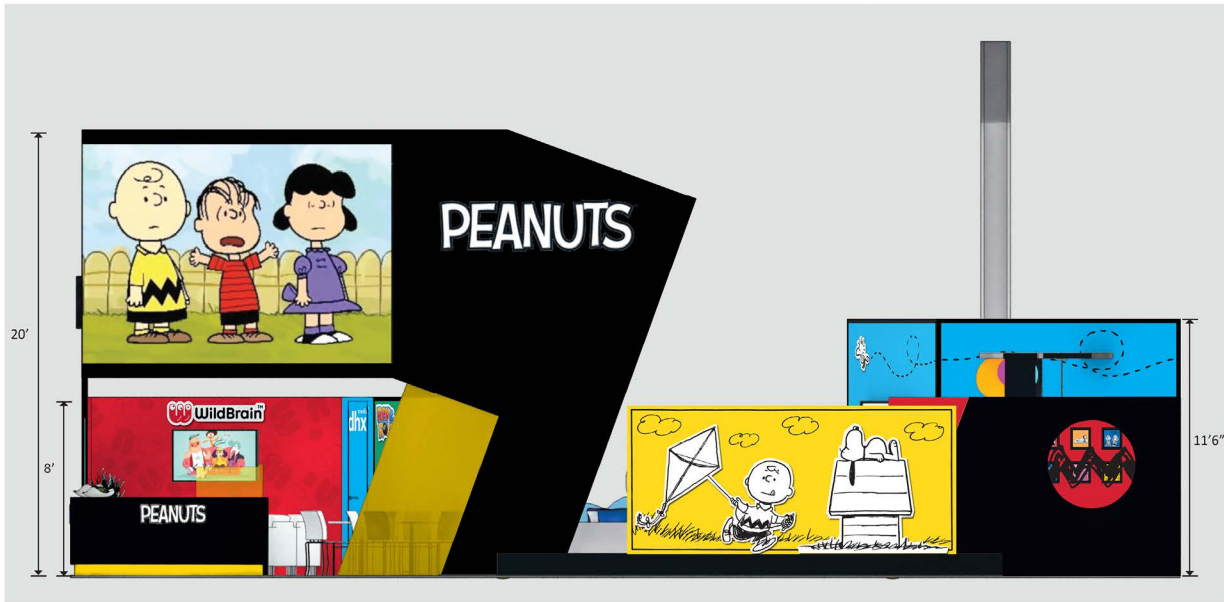


DESIGN

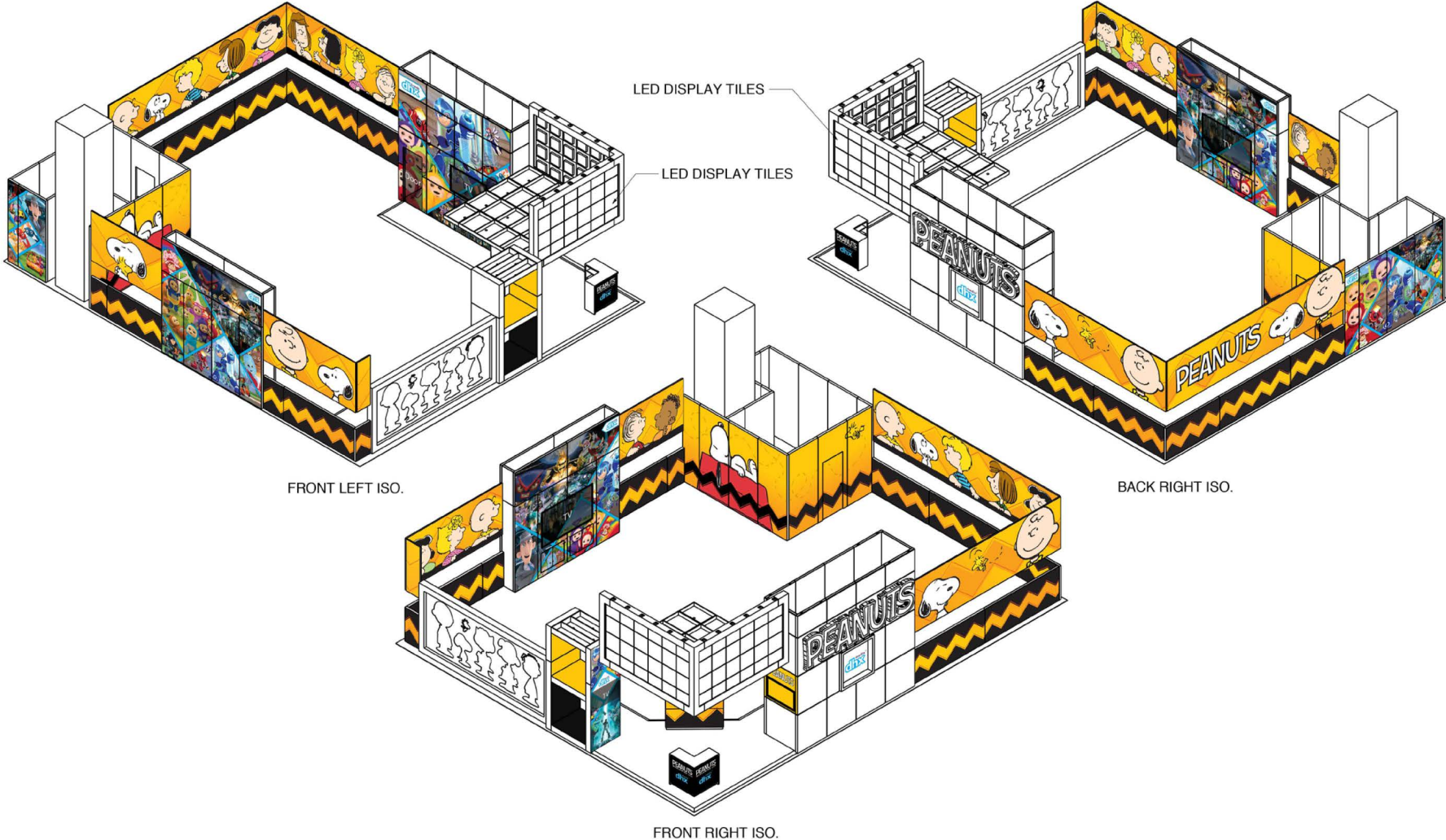
PORTFOLIO COLLECTION // // // // // MAYELA GUTIERREZ

# LICENSING EXPO 2019 BOOTH



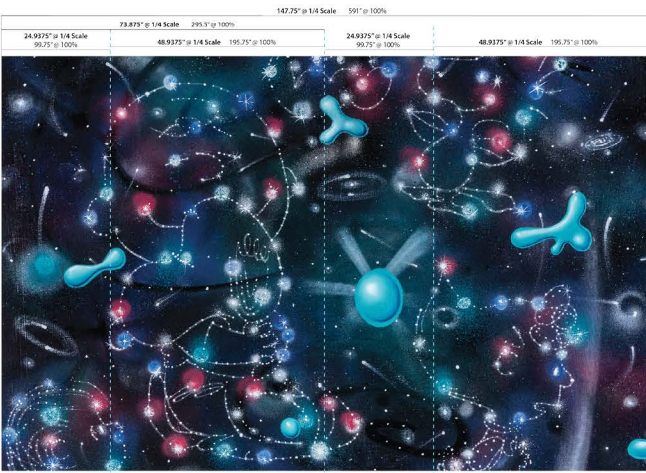
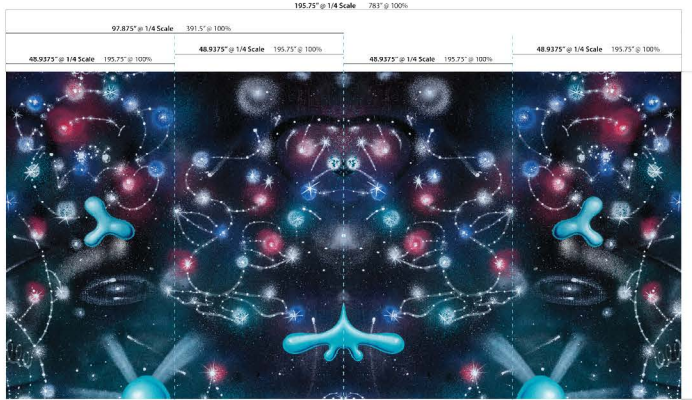
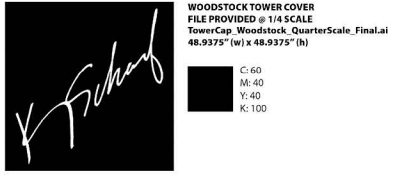
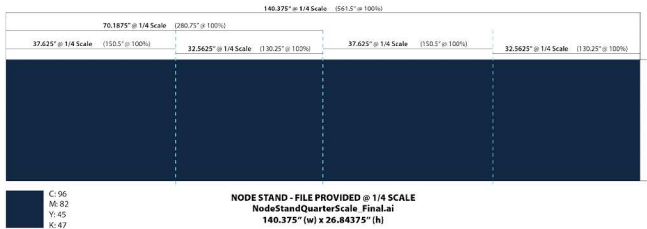
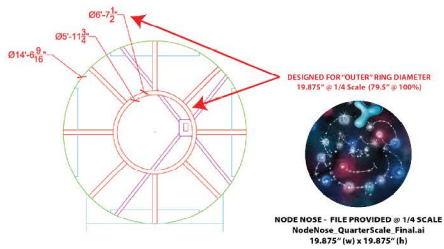
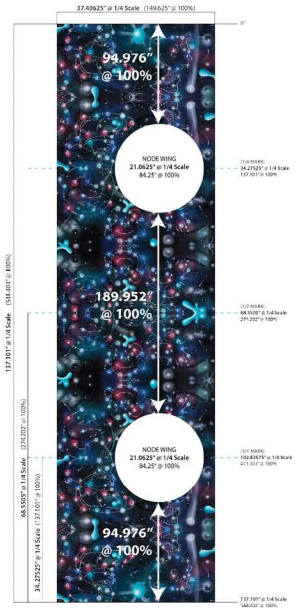
Collaborated with Exhibit Tree on a new booth build to accommodate Peanuts Worldwide and WildBrain (Formerly DHX Media) teams. Design and production of graphic skins showcasing key brands. Las Vegas Licensing Expo 2019, Las Vegas, NV.

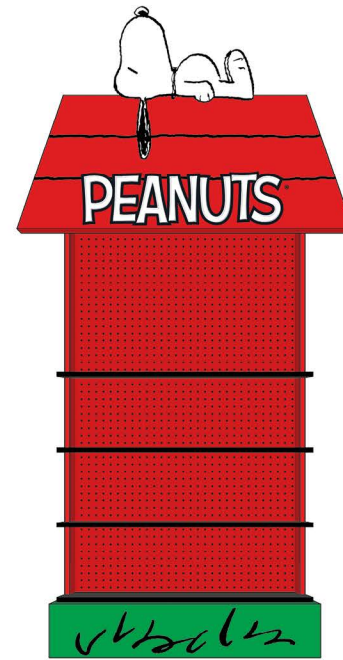
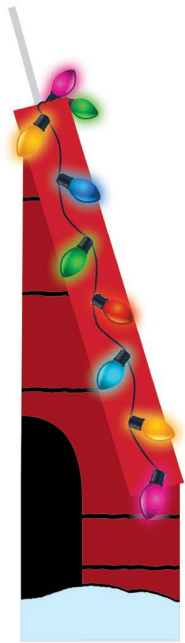
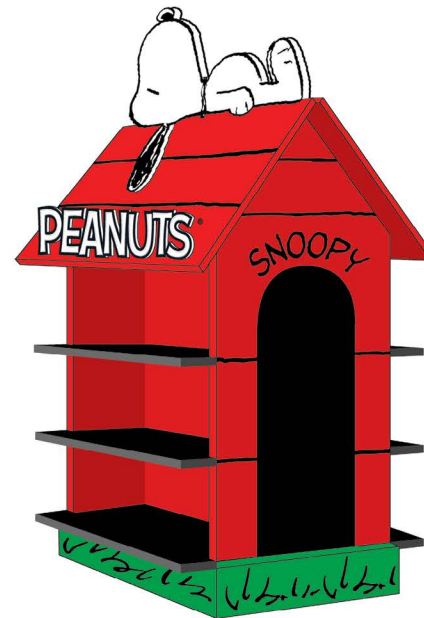
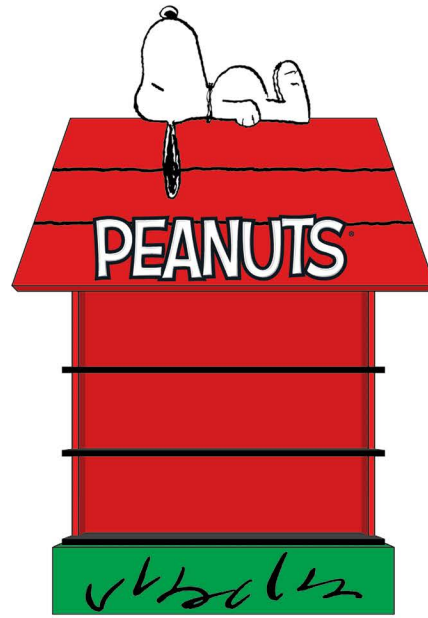
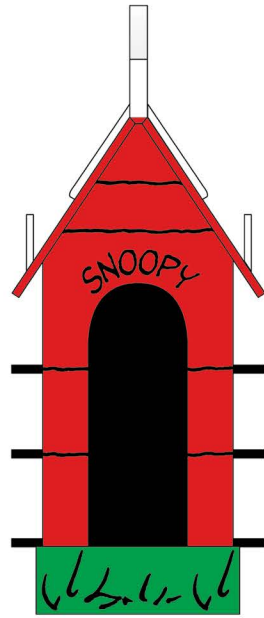
# LICENSING EXPO 2018 BOOTH



Design and production of graphic skins to cover an existing booth structure. Collaboration with Studio Concepts for Las Vegas Licensing Expo 2018, Las Vegas, NV.

# NASA NODE AND TOWERS DESIGN





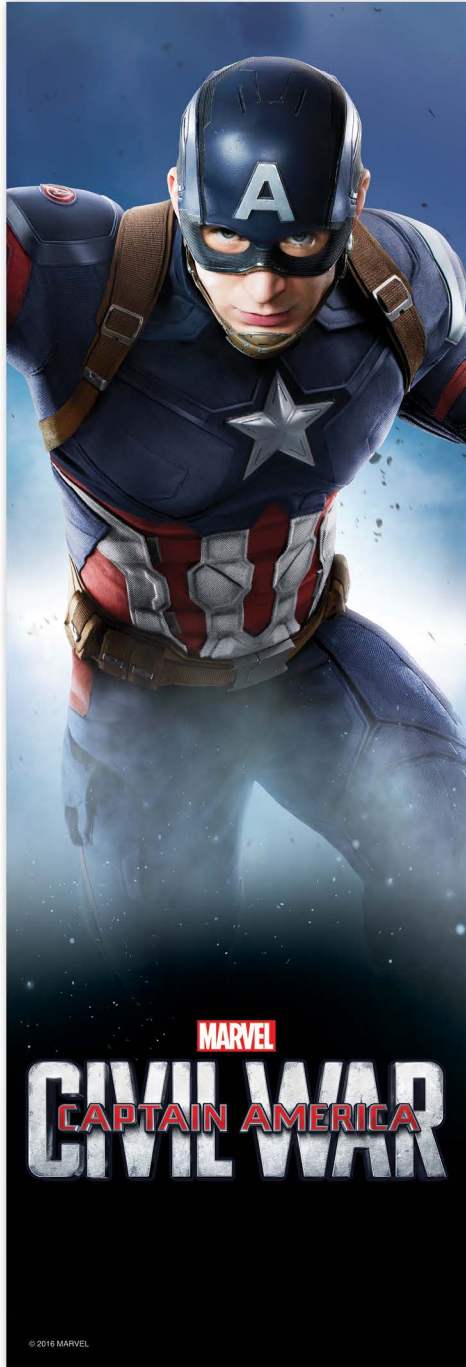




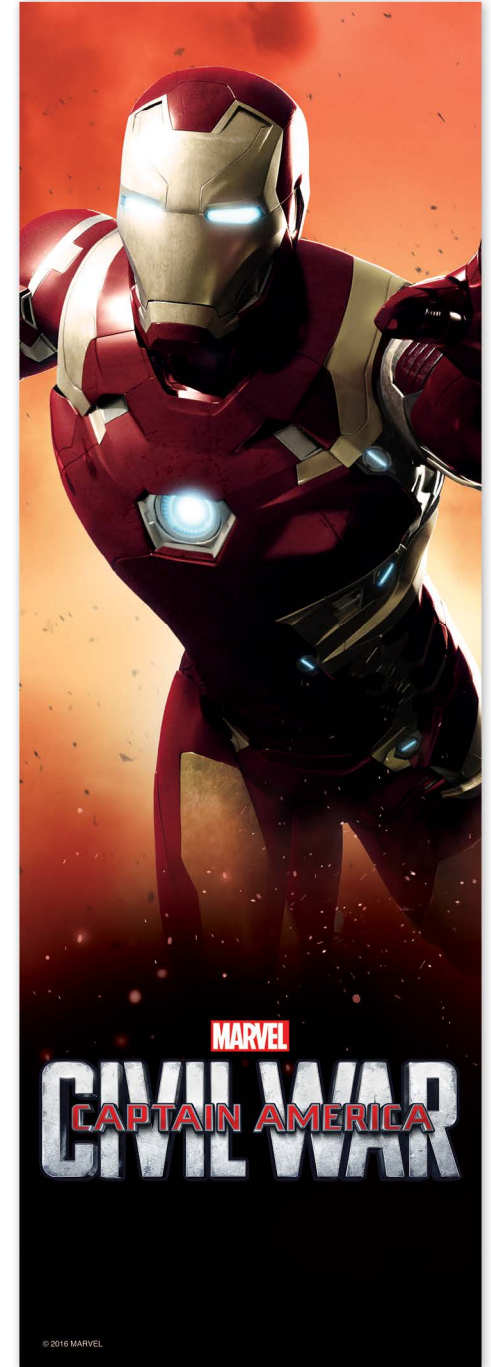




# RETAIL SIGNAGE



24" x 72" Panels



# RETAIL SIGNAGE



Wings 12" x 31"



Backer Paper 46" x 52"



Endcap 48" x 22"



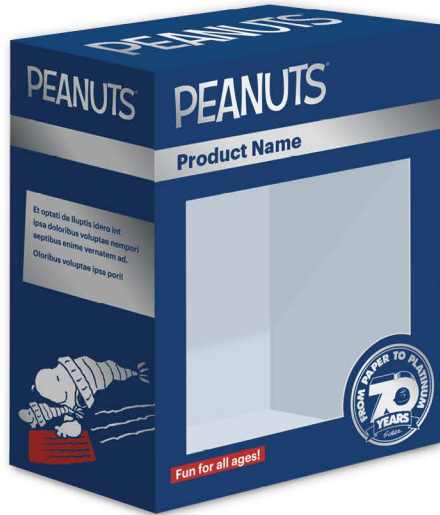
Gondola 146" x 15"

# RETAIL SIGNAGE

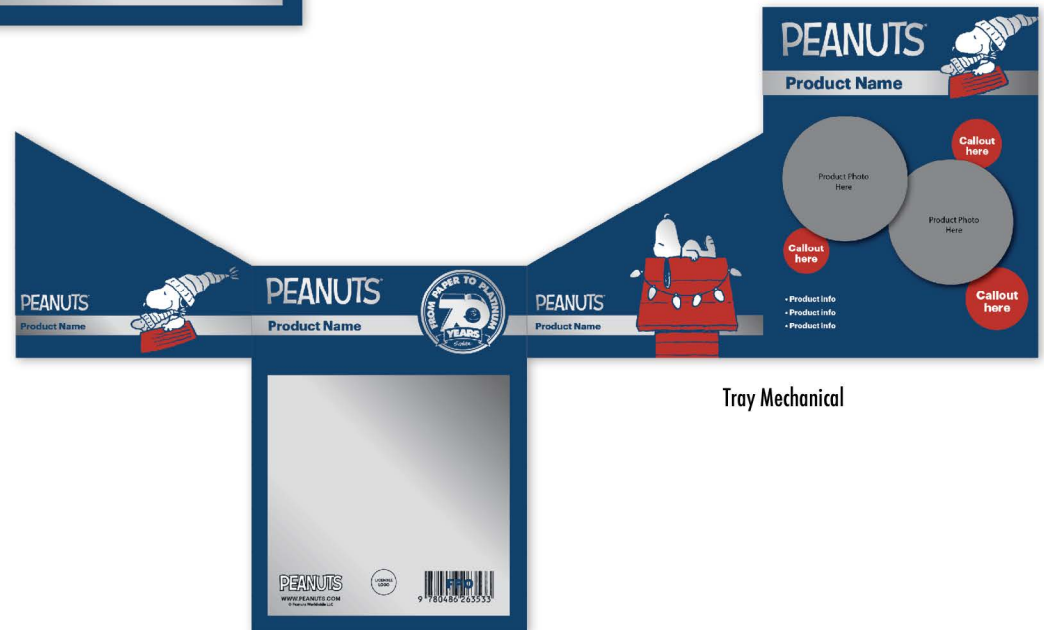
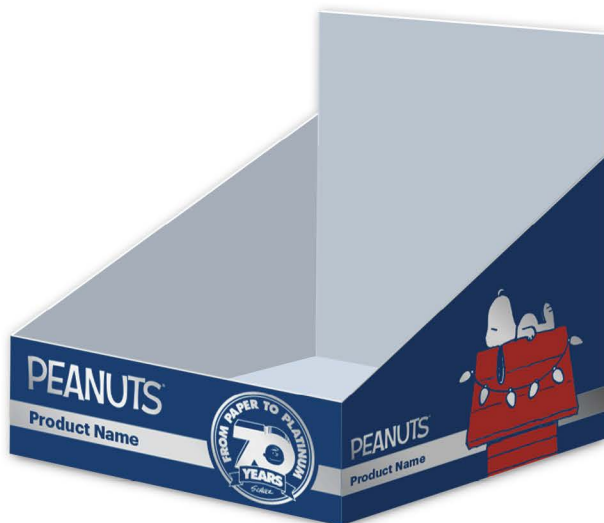


In-Store displays created using Adobe Photoshop for Best Buy (DVD display), and Walmart (Pallet)

# PACKAGE DESIGN



Window Box Mechanical



Tray Mechanical

Window Box Mechanical

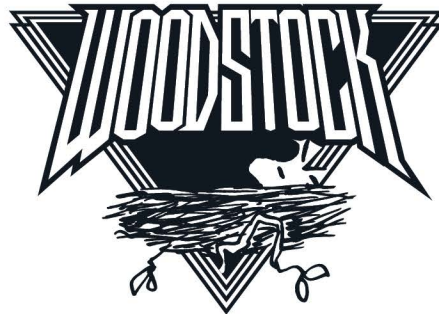


Header Card



Window Box

The style guide is presented in three stacked panels. The top panel features the word "Rock" in a stylized, jagged font with lightning bolts on either side, and "TEES" in a smaller font below it. The middle panel is titled "COLOR PALETTE" and shows a lightning bolt graphic with the text "PMS BLACK 6" and "WHITE" next to it. The bottom panel is titled "SPOT GRAPHIC" and features the word "WOOF" in a bold, blocky font with a small dog illustration integrated into the letter "O".

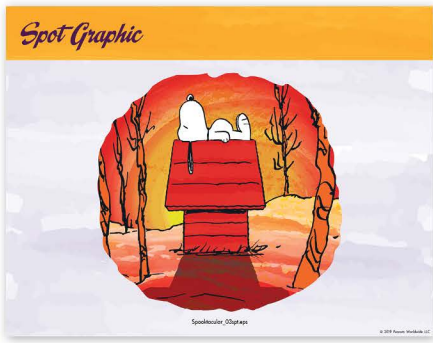




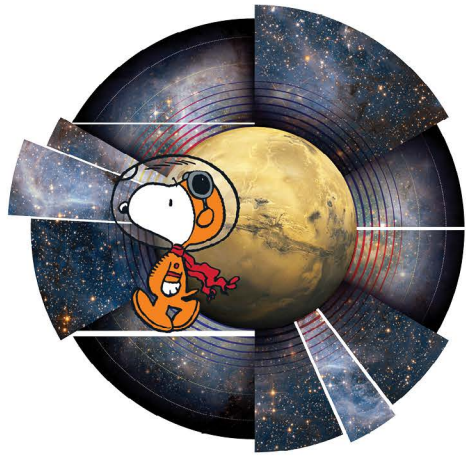
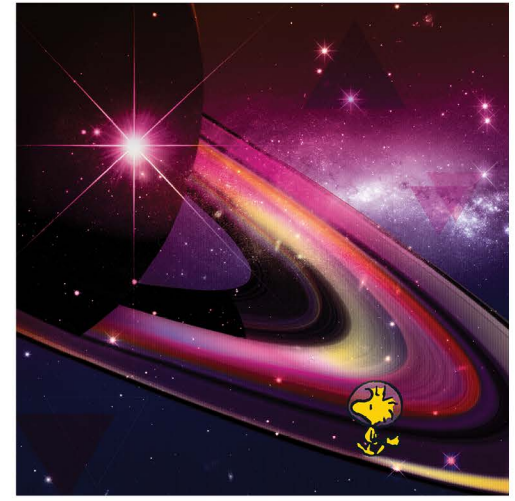
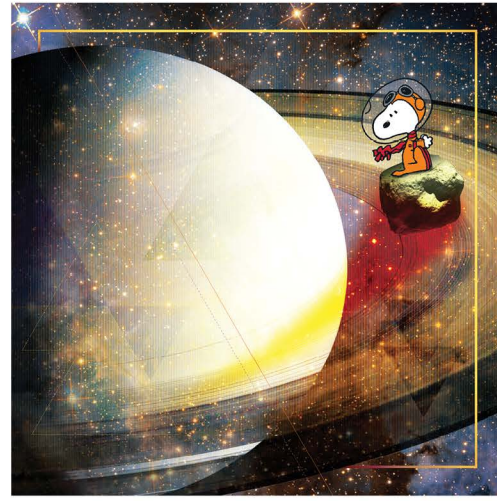
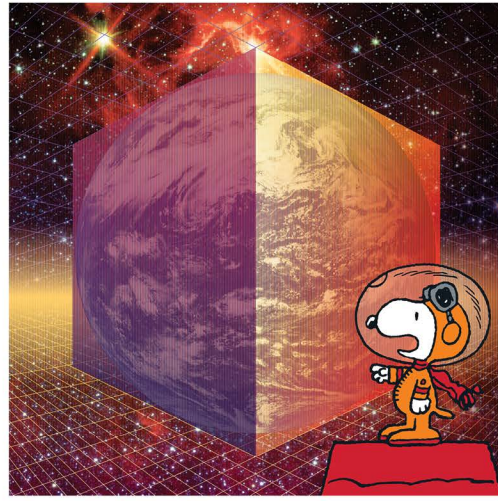
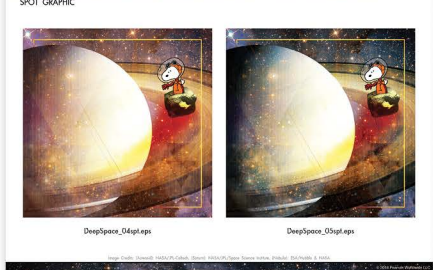
*Color Palette*

White	PMS 100 C	PMS 1233 C	PMS 155 C	PMS 442 C
PMS 179 C	PMS 143 C	PMS 7537 C	PMS 302 C	PMS 2823 C
PMS 3405 C	PMS 3238 C	PMS 297 C	PMS 3005 C	PMS 256 C
PMS 338 C	PMS 7475 C	PMS 5825 C	PMS 7093 C	PMS Black 6 C

© 2018 Neume Media LLC



# STYLE GUIDE

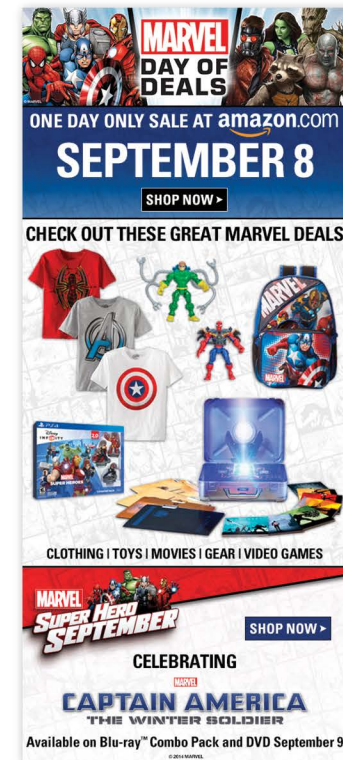




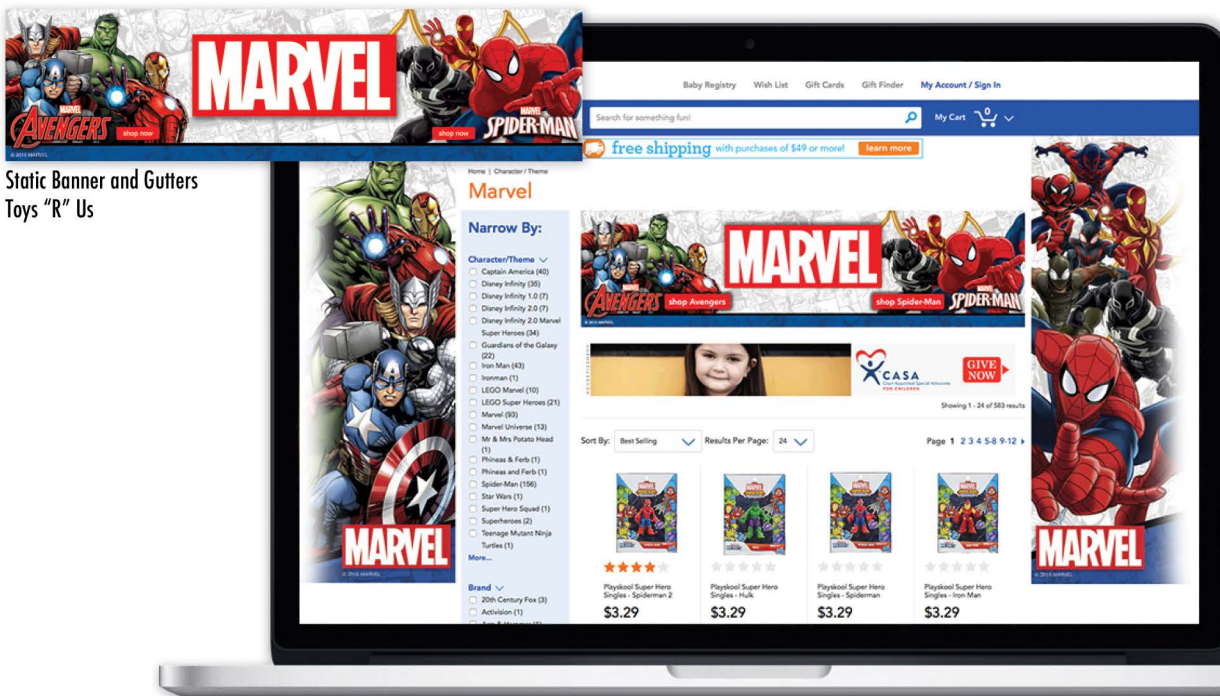




Wall Backdrop  
Walmart



Email Blast - Amazon



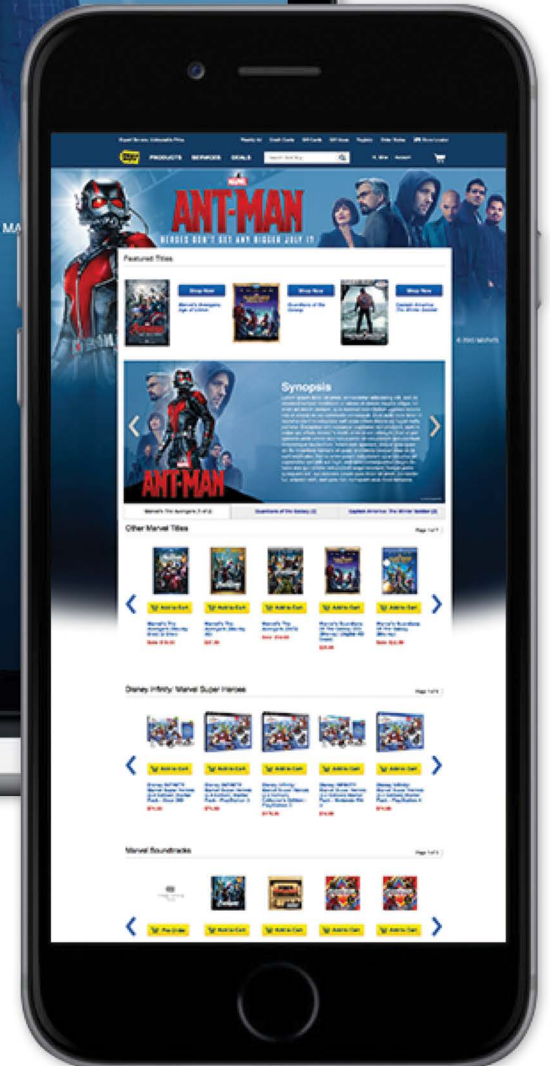
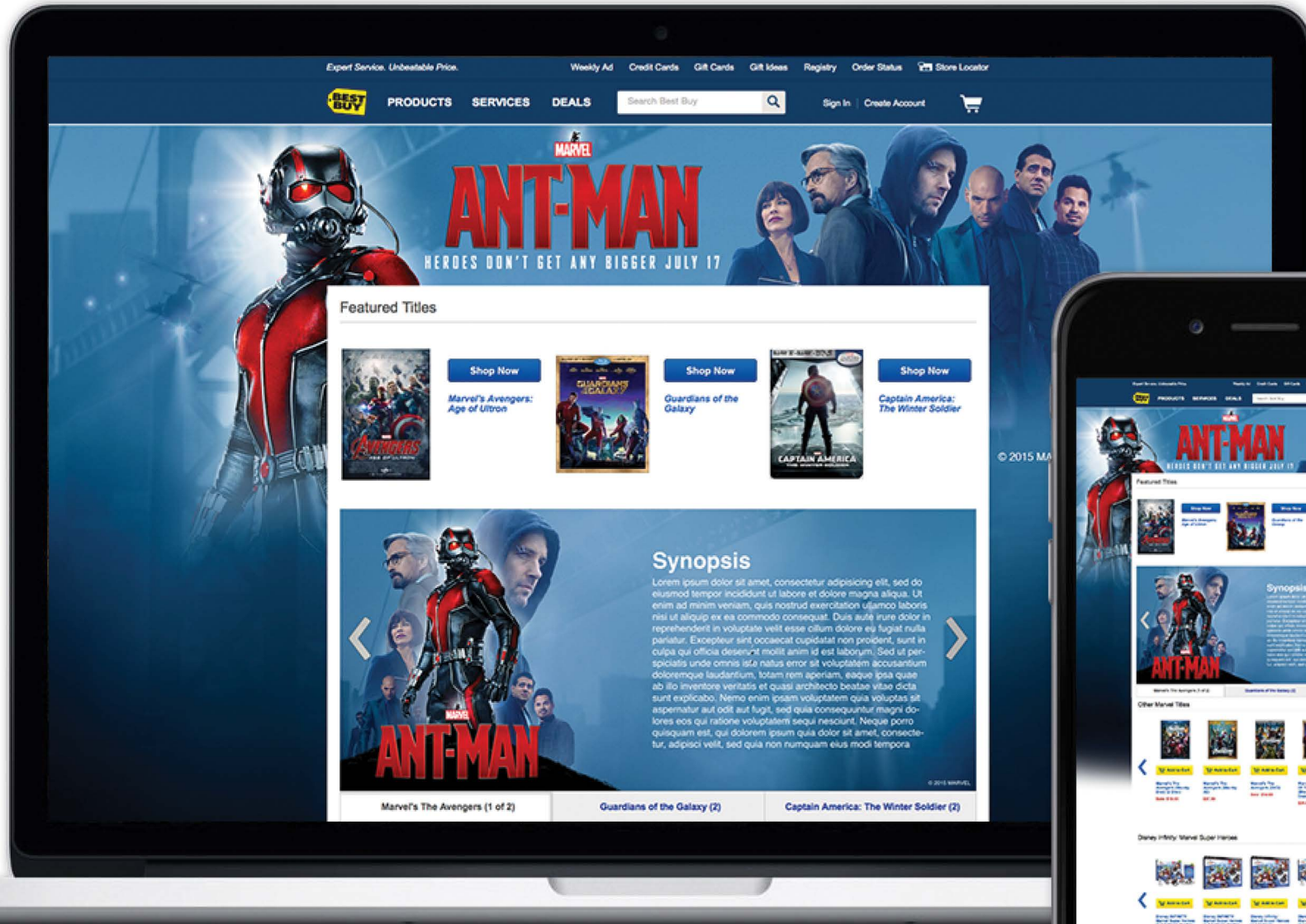
Static Banner and Gutters  
Toys "R" Us



Left Gutter



Right Gutter



Ant-Man Digital Takeover



600x300



760x200



760x350



760x350



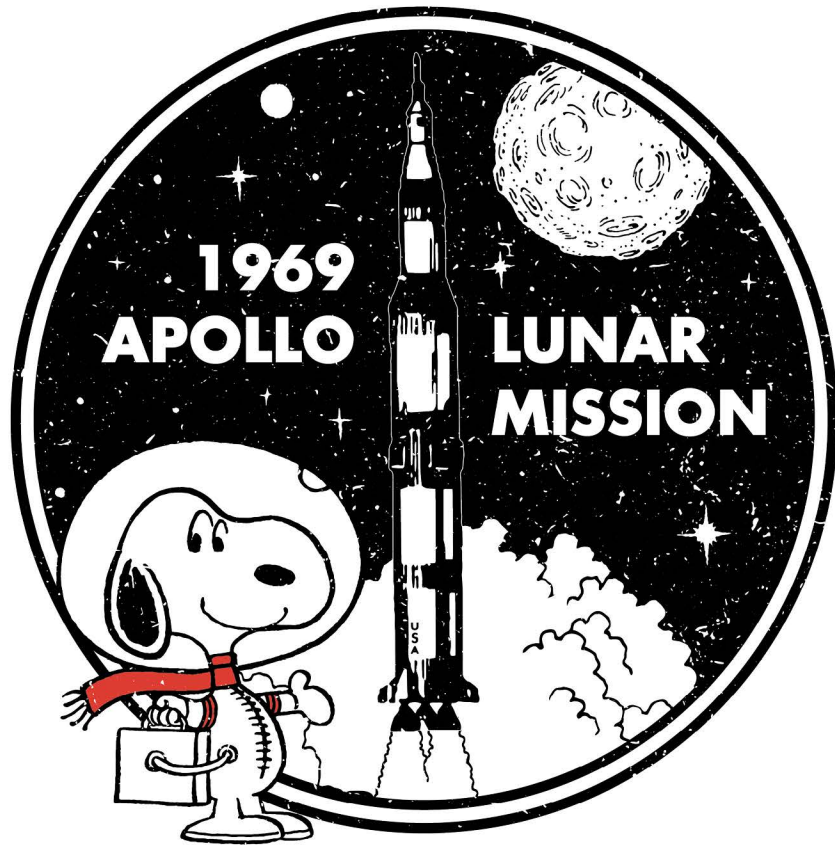
1456x400

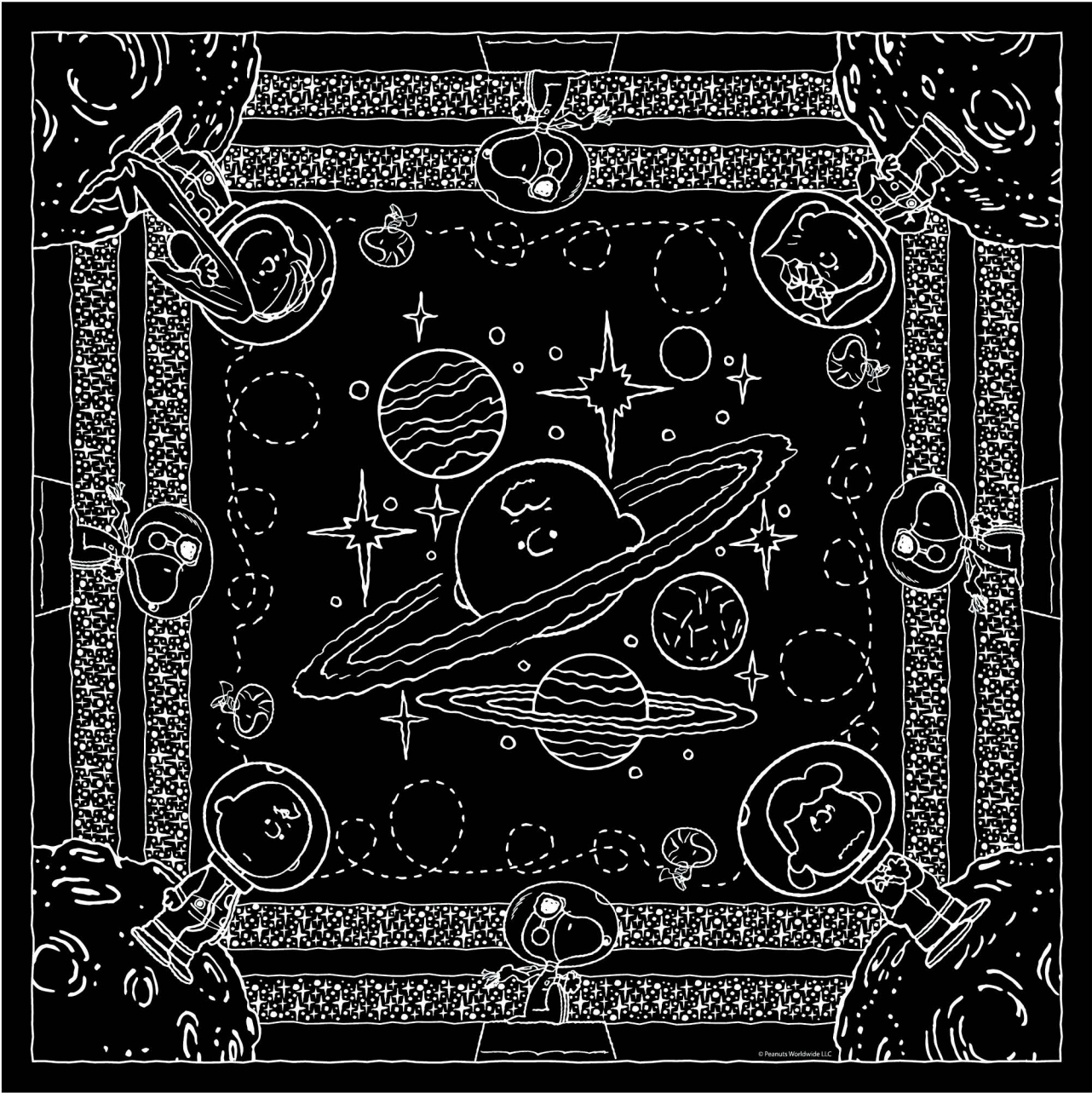


1600x410



160x600





Limited edition bandana, pins, and pop sockets designed with Adobe Illustrator. Sold exclusively at San Diego Comic-Con in 2018.



# PRODUCT MOCK-UPS

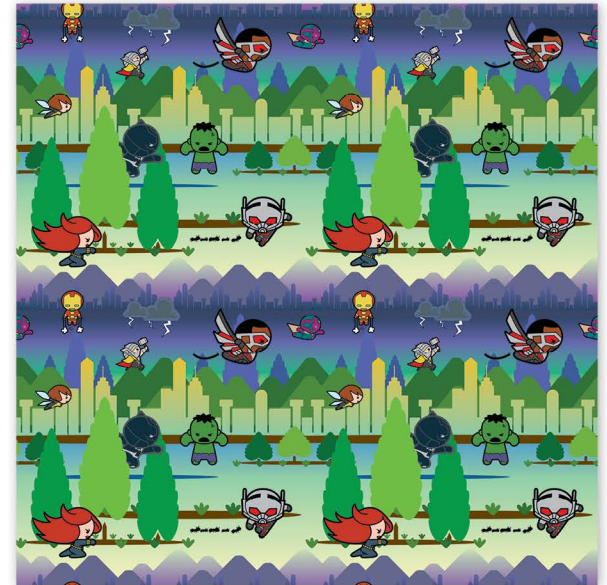
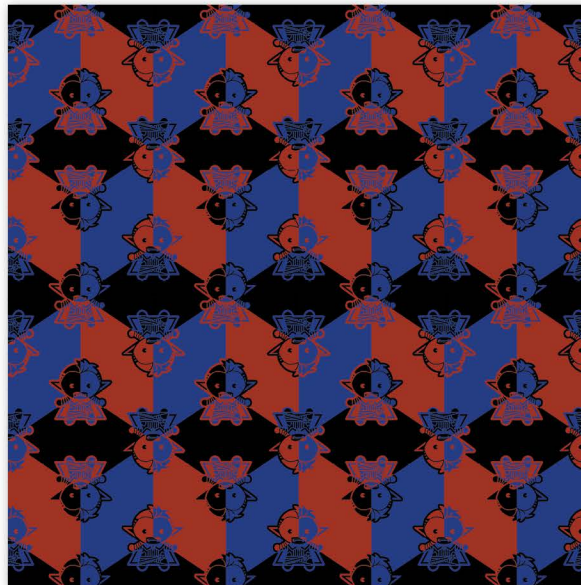
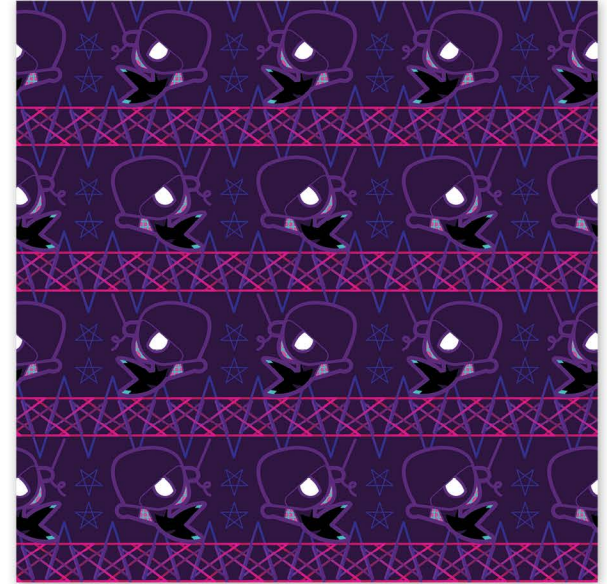
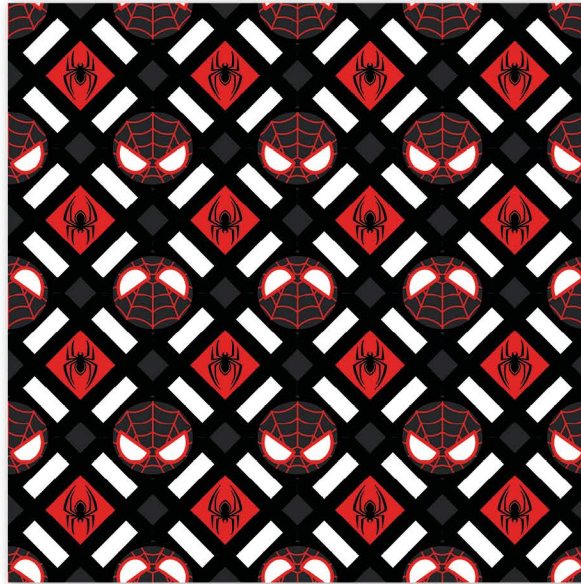


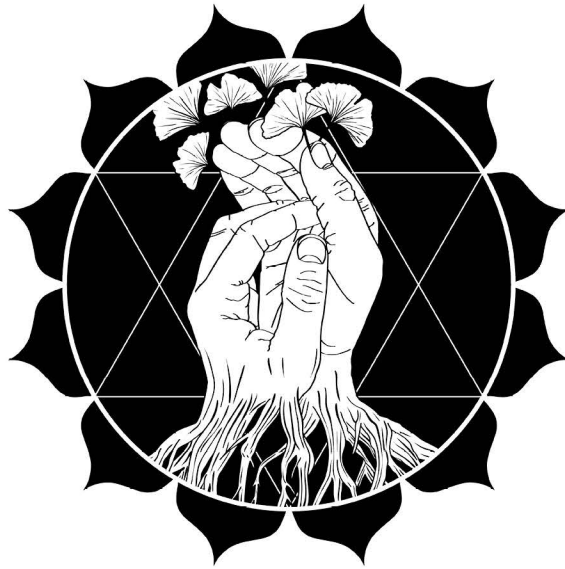






# REPEATING PATTERNS





## BELEZA BEAUTY SPA

### MEMBERSHIPS AVAILABLE

INQUIRE ABOUT OUR MEMBERSHIP BENEFITS

## BELEZA BEAUTY SPA

### MEMBERSHIPS AVAILABLE

INQUIRE ABOUT OUR MEMBERSHIP BENEFITS

Wax		Bikini Area Add On		Package: Body Treatments	
Brazilian / Bikini	\$65.00	Bikini Area Tinting (Dying) (15 min)	\$35.00 & Up	Deep Cleansing Back Treatment	\$145.00 \$154.17
Brazilian / Bikini With Swarovski Crystal Tattoo	\$90.00	Ingrown Hair Treatment (10 min)	\$10.00	Weight Reduction	\$95.00 \$79.17
Eyebrow	\$45.00	Swarovski Crystal Tattoo (15 min)	\$15.00	Body Sculpting & Toning	\$95.00 \$79.17
Under Arm	\$25.00			Body Detox	\$95.00 \$79.17
Half Leg	\$80.00			Body Lymphatic Drainage	\$95.00 \$79.17
Full Leg	\$45.00				
Arm	\$35.00				

### NEW CLIENT SPECIAL

## 15% OFF

ANY OF OUR SPA SERVICES FOR FIRST TIME CLIENTS.

### REFERRAL BONUS

EARN \$50 TOWARD YOUR NEXT SERVICE WHEN YOU SEND US THREE NEW CLIENTS.

### BELEZA BEAUTY SPA SPECIAL DRAWING

GET A CHANCE TO WIN A BEAUTY DAY VALUED AT \$350.00 AT THE END OF THE YEAR.

CHECK-IN THROUGH SOCIAL MEDIA EVERY TIME YOU ARE AT BELEZA BEAUTY SPA TO ENTER OR INCREASE YOUR CHANCES OF WINNING.

\* THE DRAWING TAKES PLACE ON DECEMBER 30th.

Come to experience authentic Brazilian Beauty.

ÉMINENCE AUTHORIZED STORE

Spa Hours:  
Monday - Saturday  
9:00 am - 8:00pm

162 West 56th Street  
(56th St. & 7th Ave.)  
New York, NY 10019  
Suite 406  
917-543-7501

WWW.BELEZABEAUTYSPA.COM

Call For An Appointment Today!  
917-543-7501

## Manicure & Pedicure

### Special Offer

Relax & beautify with Beleza Beauty Spa

## 15% OFF

Manicure & Pedicure

Bring in this postcard to receive 15% off your Manicure and/or Pedicure service.

Call Now!  
917-543-7501  
appointment@belezabeautyspa.com  
www.belezabeautyspa.com

## Manicure & Pedicure

### Special Offer

Relax & beautify with Beleza Beauty Spa

## 15% OFF

Manicure & Pedicure

Bring in this postcard to receive 15% off your Manicure and/or Pedicure service.

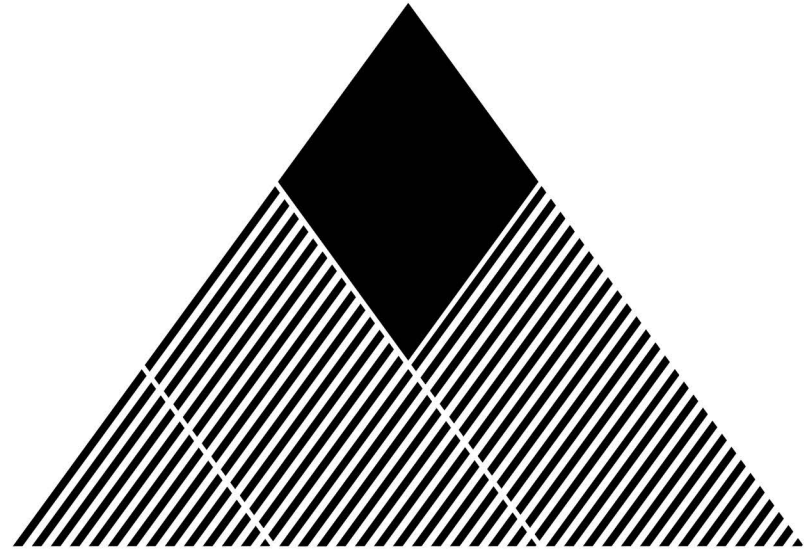
Call Now!  
917-543-7501  
appointment@belezabeautyspa.com  
www.belezabeautyspa.com

"Beleza is simply the BEST place to go for your beauty needs... If you haven't tried them, you haven't experienced the ultimate. Not only does it look fantastic when done, but you can skip one in between they just do the most perfect job. The place has a wonderful relaxing atmosphere and makes you want to ONLY go there!! (1/13)"

"... The space is clean and cozy. I have been there a couple times and plan to continue to come back. Definitely would recommend!! (1/13)"

## MEMBERSHIPS AVAILABLE

WAX • FACIALS • MANICURE • PEDICURE • ORGANIC PRODUCTS



DESIGN

THANK YOU