

# TODD HANSON



## DESIGN PORTFOLIO

A collection of work: Ad, book & magazine design,  
identities, logos, icons & illustrations.

## AD DESIGN



### HY-VEE AD

Styled photograph (steak above)  
Styled photograph (strawberries)  
Art Directed Photoshoot  
Published



### HY-VEE AD

Styled photograph (Products)  
Art Directed Photoshoot  
Published



### HY-VEE AD

Styled photograph (Fruit)  
Art Directed Photoshoot  
Published



### HY-VEE AD

Styled photograph (Steaks)  
Art Directed Photoshoot  
Published



## AD DESIGN

### HY-VEE AD

Styled photograph (Entire ad)

Art Directed All Photoshoots

Published



## BOOK DESIGN

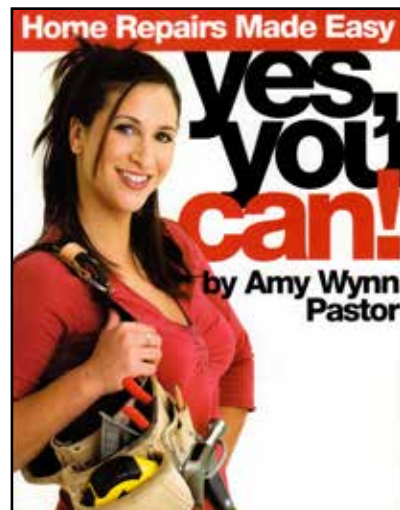


### HGTV DESIGN on a DIME

Book is a spin-off from TV show

Designed and Art Directed

Published



### AMY WYNN PASTOR

Home Repair book to cash in on her 15 minutes of fame.

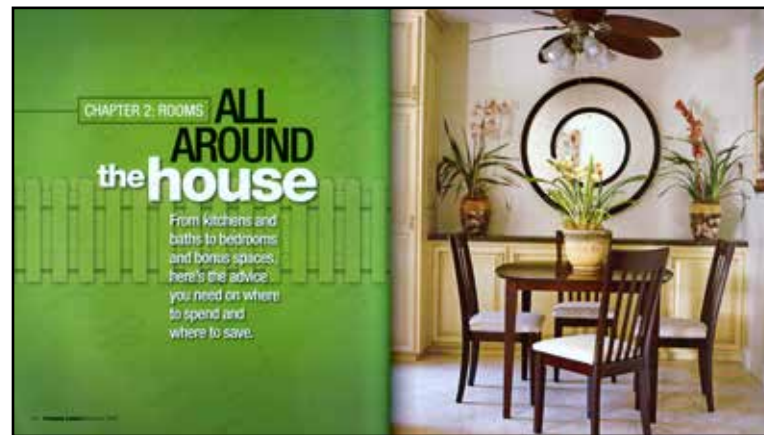
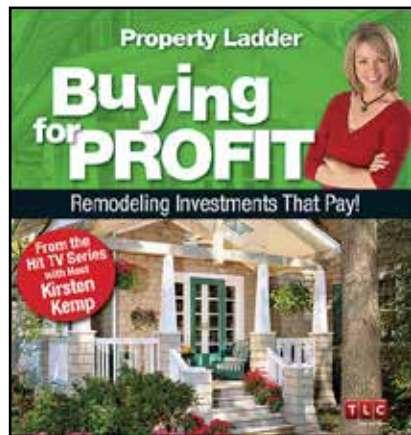
Carpenter from Trading Spaces popular TV show.

Art Direction concept to completion, Art Directed photography.

Published

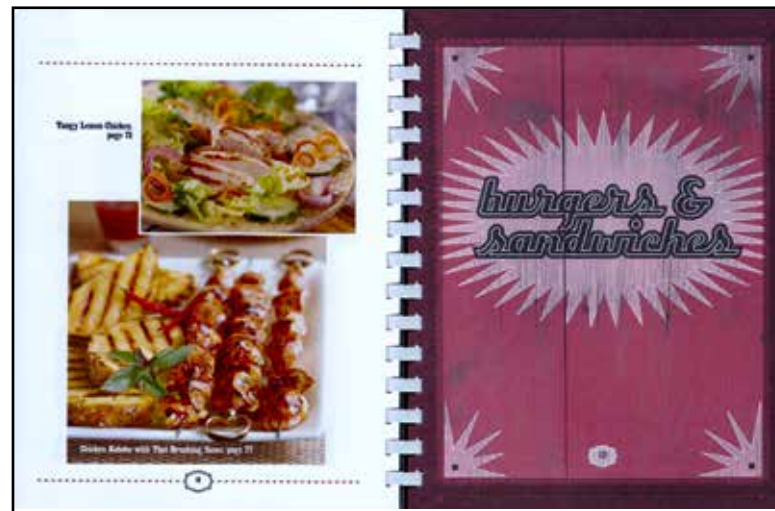
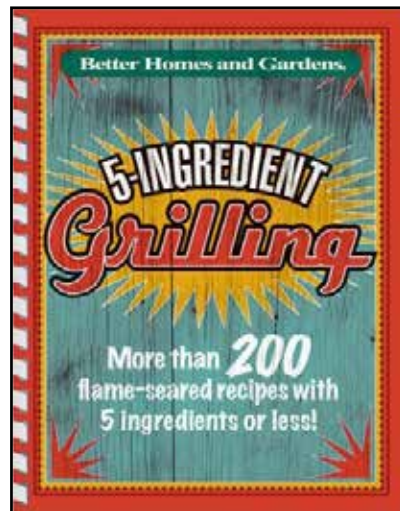


## BOOK DESIGN



### TLC PROPERTY LADDER

Book is a spin-off from TV show. Designed and Art Directed  
Published



### 5-INGREDIENT GRILLING

BH&G Cookbook Illustrated cover, Art Direction cover to cover,  
concept to completion.  
Published

# MAGAZINE DESIGN



## KRAFT FOOD & FAMILY

Quarterly magazine produced for Kraft Foods  
Art Director of photography and story design.  
Published

## COMIDA FAMILIA

Kraft hispanic language version of Food and Family magazine.  
Art Director of photography and story design.  
Published



# MAGAZINE DESIGN



## KRAFT FOOD & FAMILY / KRAFT WHAT'S COOKING

Quarterly magazine produced for Kraft Foods, 4 language versions.

Art Director of photography and story design.

Published

## IDENTITY DESIGN



### Andrew's Roofing Company

Logo, Truck graphics, Colateral materials and  
Convention booth

Art Director/Designer on the project





**ANDREW'S  
ROOFING  
COMPANY**

### New Roof Installation

New roofing installation starts with hiring the right contractor. We focus on providing the very best customer service. Our sales representatives are the roofers, too. We'll consult with you to explain our process and exactly what you can expect from a new roofing installation.

We never subcontract our roofing installations. When you hire Andrew's Roofing, you'll be working directly with the owner of the company. Your roof will be supervised from the ground up by experts in the roofing field. Anytime you have questions, just call and speak directly to the owner for answers.



### Got Hail Damage?

**How to identify hail damage**

- Random damage throughout, not in pattern formation
- Black spots are a sign that hail hit
- Loss of granules, can expose roof felt
- The shingles and/or mat may now look shiny
- Shingles will have soft spots like bruises on fruit







## IDENTITY DESIGN



### **Broadway Builders Inc.**

Re-Branding for company, hats and t-shirts

Art Director on project

Current use



## IDENTITY DESIGN



**Mi Lindo Mexico** Logo, Truck graphics

Grattas project for a local Taco truck!.

Art Director/Designer on the project



**The Hot Peppers Mexican Grill** Logo, Truck graphics

Project for another local Taco truck.

Art Director/Designer on the project



## IDENTITY DESIGN

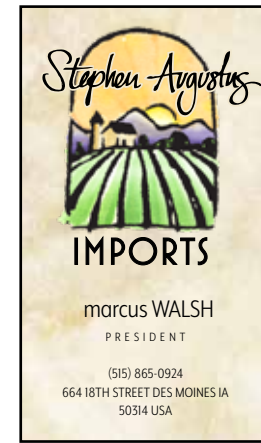


### STEPHEN AUGUSTUS IMPORTS

Logo, website prototype, business cards

Art Director/Designer on the project

Current use



## IDENTITY DESIGN



### OTTUMWA REGIONAL HEALTH CENTER

Project began as just a brochure design and client evolved into rebranding for entire health center. Managed project from concept to completion as Art Director and Designer.



### HICKLIN POWERSPORTS

Designed logo, icons and sign (store front)  
Created business card, letterhead, t-shirts, racing team pit shirts occasional ads.





## IDENTITY DESIGN



### HAVEN PROTECTION

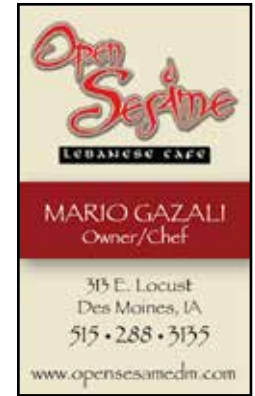
Logo creation, patch design, ID badges, all collateral materials, website consulting.  
Art Director/Designer on project



### CORY HARSTAD SUCCESS STRATEGIST

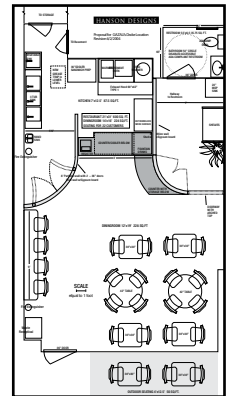
Logo, website design, business cards, Facebook graphics  
Art Director/Designer on project

## IDENTITY DESIGN



### OPEN SESAME

Logo, Signage and some interior design consulting, back bar build-out.  
Art Director/Designer on project



### GAZALI'S MEDITERRANEAN SPECIALTIES

Logo, menus as well as interior design and build out.  
Art Director, designer, interior designer, interior build-out contractor on project.

## LOGO DESIGN



### XTREME SPORTS

Logo for action sports company  
Art Director/Designer on project



### IOWA MUFFLER AND BRAKE

Logo and business cards.  
Art Director/Designer on project



### FLAGSTAFF NUT HOUSE

Logo and business cards.  
Art Director/Designer on project



### WESTSIDE AUTO PROS

Logo, vehicle graphics.  
Art Director/Designer on project



### ADONIS BISTRO

Logo, menu design and interior design.  
Art Director/Designer on project



### VOILAMED

Logo and business cards.  
Art Director/Designer on project



### LUMAFIN

Identity package and collateral pieces for financial company.  
Art Director/Designer on project



### MIDWEST RE-CON

Logo, business cards and apparel.  
Art Director/Designer on project



### LIZ'S LUXURIES

Logo and business cards.  
Art Director/Designer on project



## LOGO DESIGN



### PETTIECORD RESTORATION

Logo and shirt design.  
Art Director/Designer on project



### ALTERNATIVE RAIN

Logo for irrigation company.  
Art Director/Designer on project



### SJS CATTLE COMPANY

Logo and series of ads.  
Art Director/Designer on project



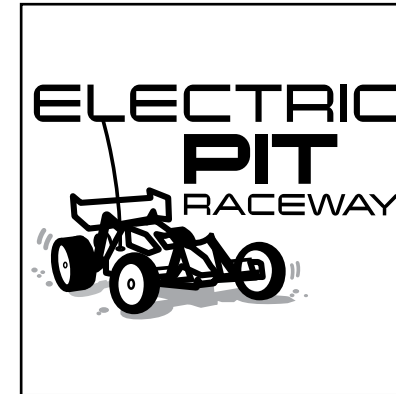
### RAGE GRAPHICS

Promotional Graphic  
Sign and Screen Printing Shop  
Hand type  
Art Director/Designer on project



### TRUE DEMOCRATS

Logo Design and collateral pieces for political start-up.  
Art Director/Designer on project



### ELECTRIC PIT RACEWAY

Logo for local RC track  
Art Director/Designer on project

## LOGO&ICON DESIGN



### JOSHUA HAKE

Logo for freelance food stylist  
Art Director/Designer on project



### SOS CARES

Designs for T-shirt company. Company mission was to raise funds and give back to soldiers, green projects and charities.  
Art Director/Designer on project



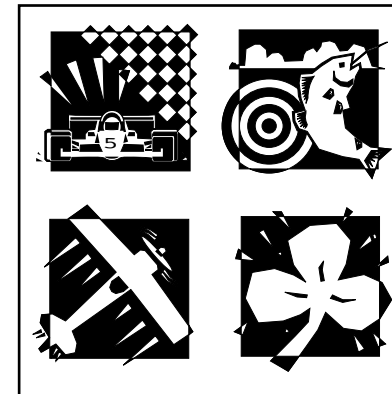
### REZEN8 RECORDS

Logo for record label  
Art Director/Designer on project



### DES MOINES REGISTER

Icons for sections in Datebook.  
Illustrator, done while on staff.  
Featured, DM Register Datebook



## ILLUSTRATION



### DES MOINES REGISTER

Illustration for Datebook cover story on the skywalk golf tournament

Illustrator, done while on staff.

DM Register Datebook Cover

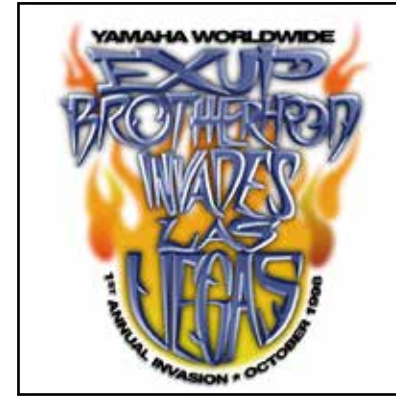


### DES MOINES REGISTER

Illustration for Datebook cover story on best place for karaoke in Des Moines.

Illustrator, done while on staff.

DM Register Datebook Cover



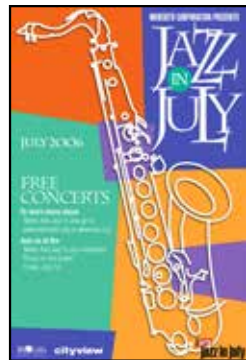
### EXUP BROTHERHOOD

T-shirt design for internet motorcycle club annual meeting in Las Vegas.

Art director, illustrator.

Printed on t-shirts

### original ENTRY



### METRO ARTS ALLIANCE

Contest to design poster and collateral for Jazz in July

Last minute entry and (won contest)

Designer, Illustrator.

Poster, brochure, and T-shirts printed and sold out.



### FINAL



### METRO ARTS ALLIANCE

T-shirt Design



## CONTACT INFO



**Thank you** for taking the time to review some of my work.

If you have a question about any of the projects contained within this PDF, I would be happy to follow up with you and welcome any questions and/or comments.

I can be reached by phone/text at 515.480.2165

Also by email  
[todd.hanson@hansondesigns.com](mailto:todd.hanson@hansondesigns.com)