



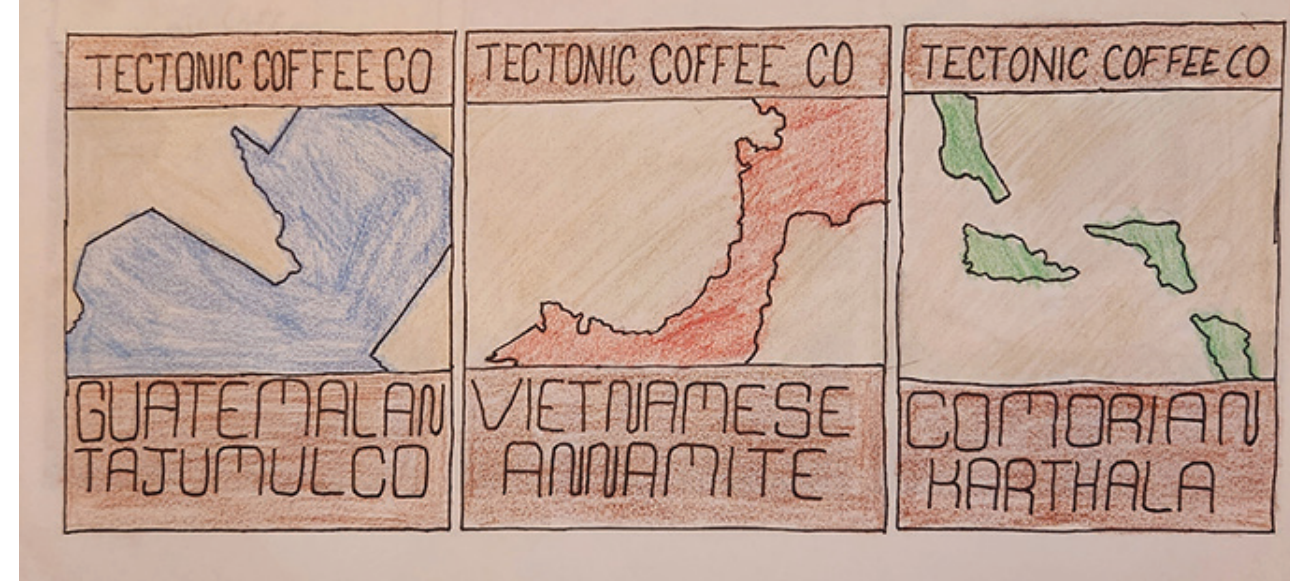
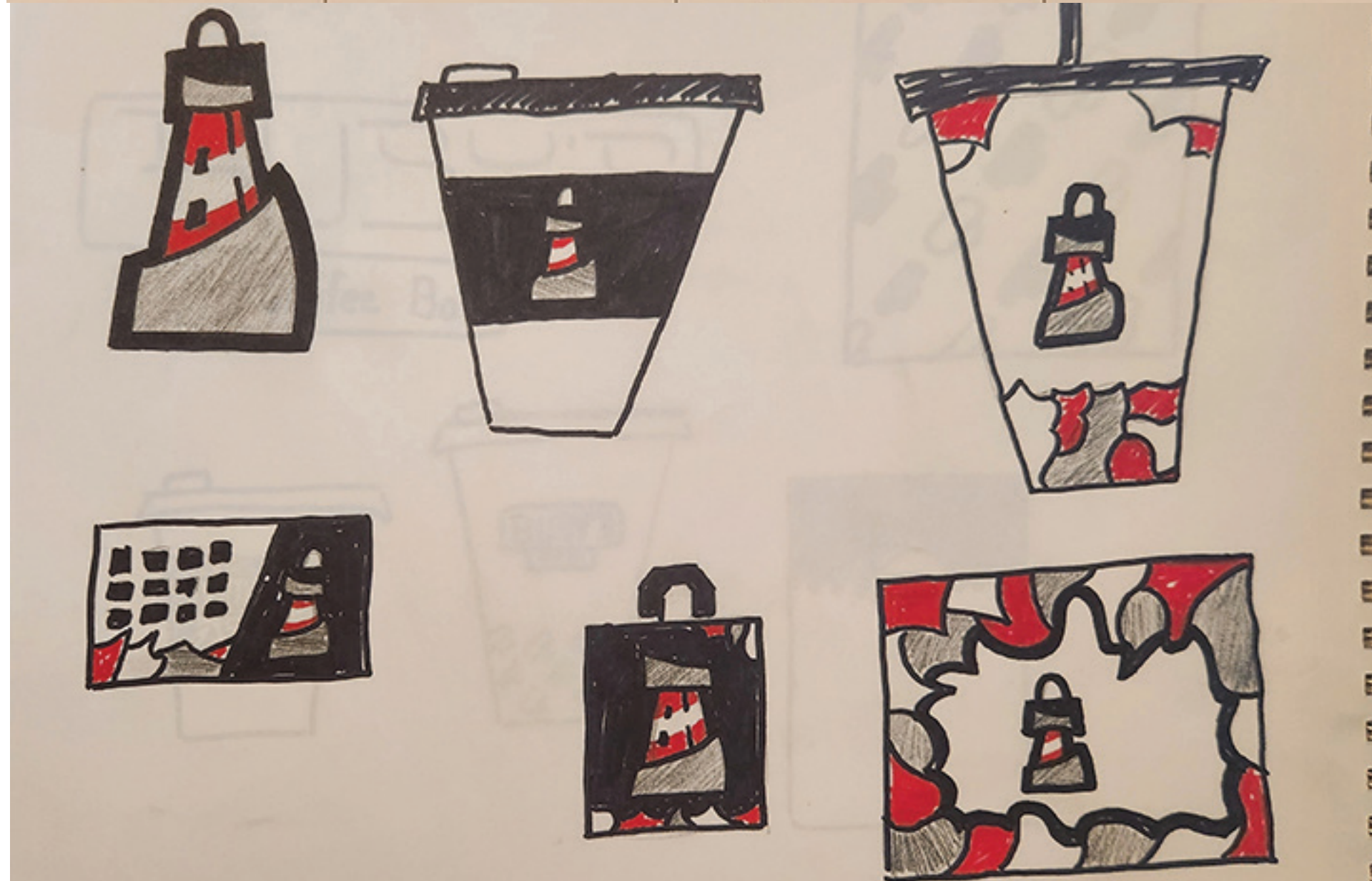
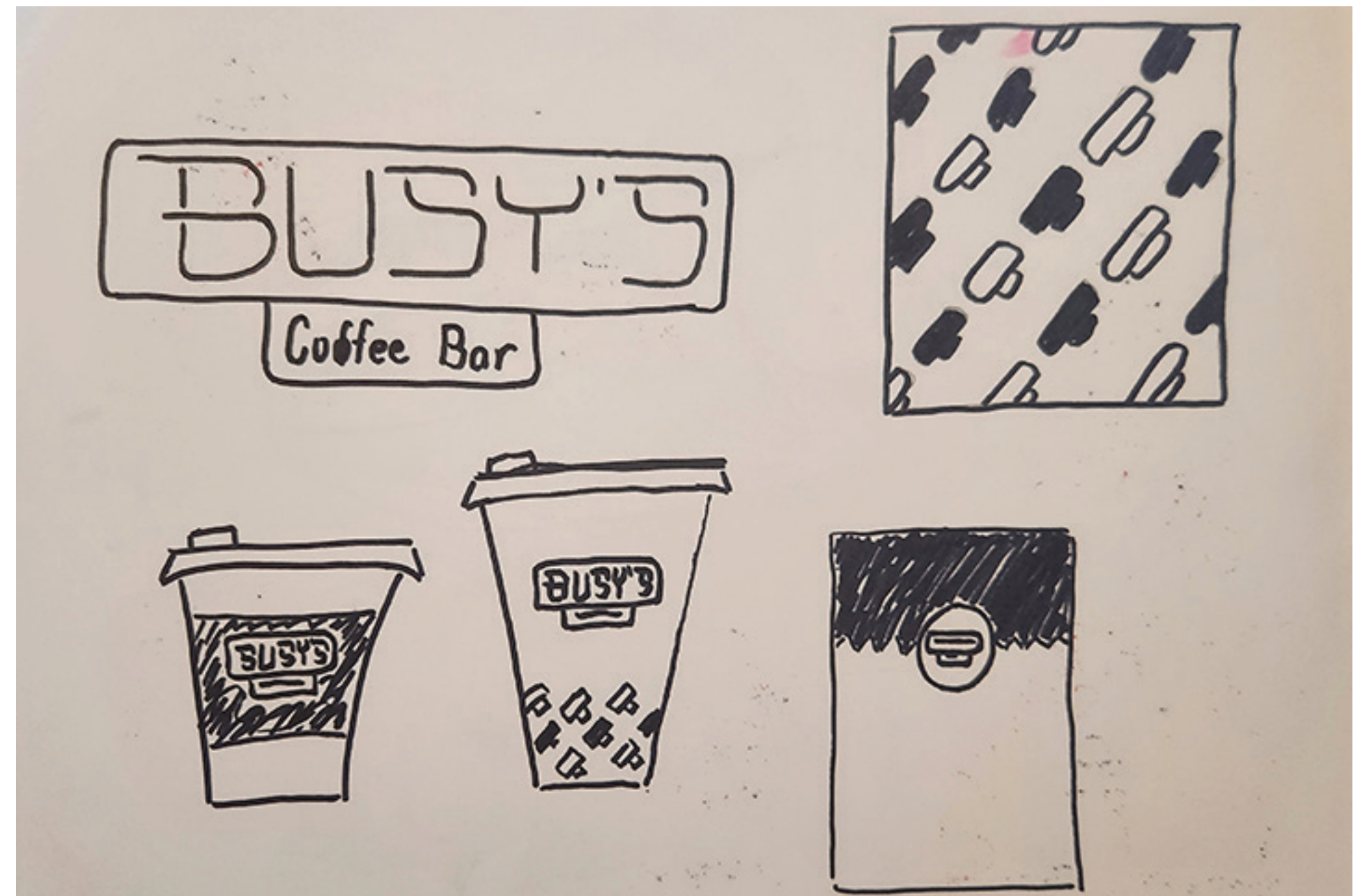
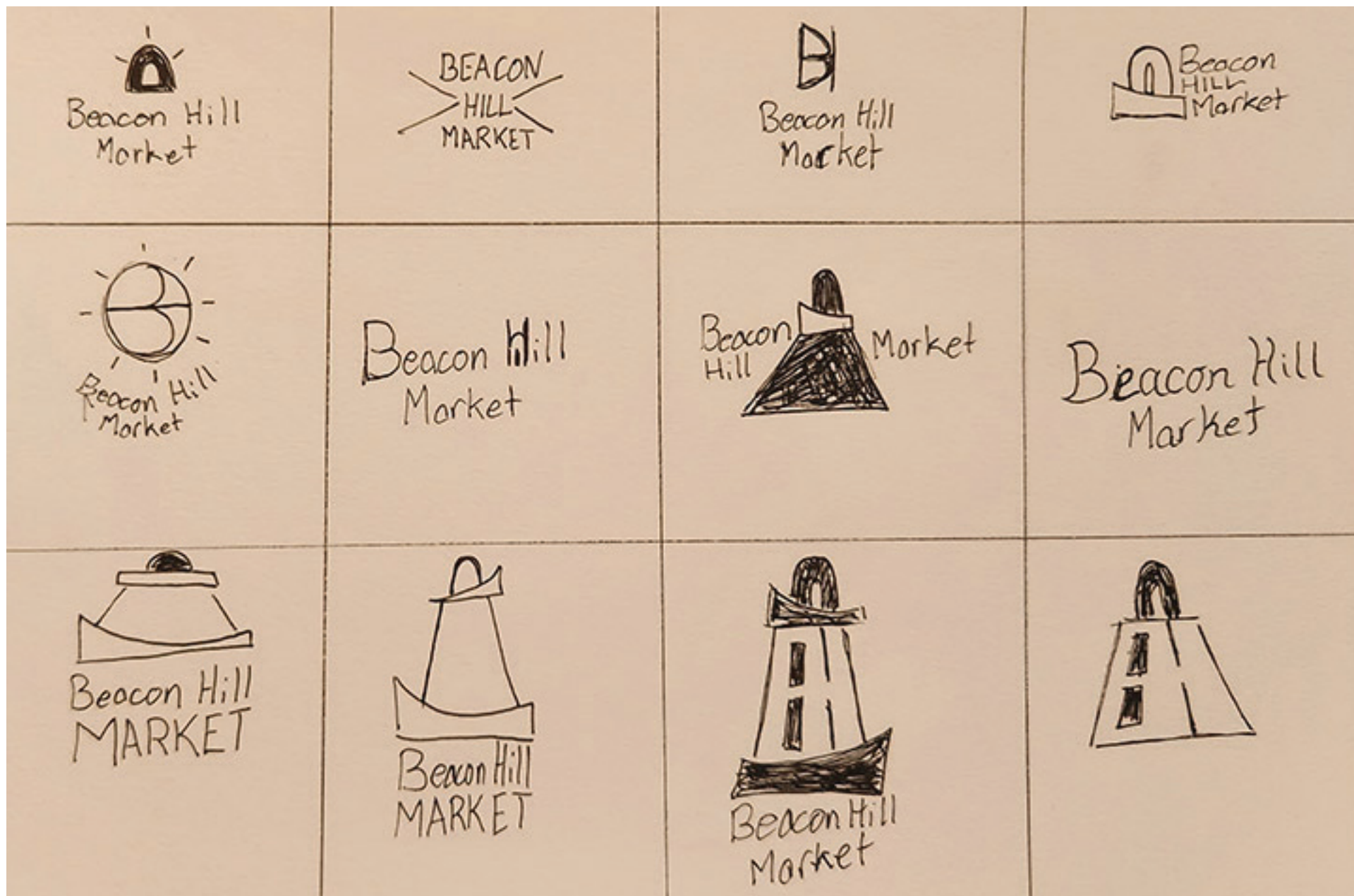
Beacon Hill Market
The Store that will Light up any Adventure

Beacon Hill Market is a made-up company in Portland Maine. Originally created when I was attending Susquehanna University, I took this project as an opportunity to see how well I could improve on a previous project. The primary goal of this project was to create a brand for a grocery store & café while creating a variety of applications to go along with it.

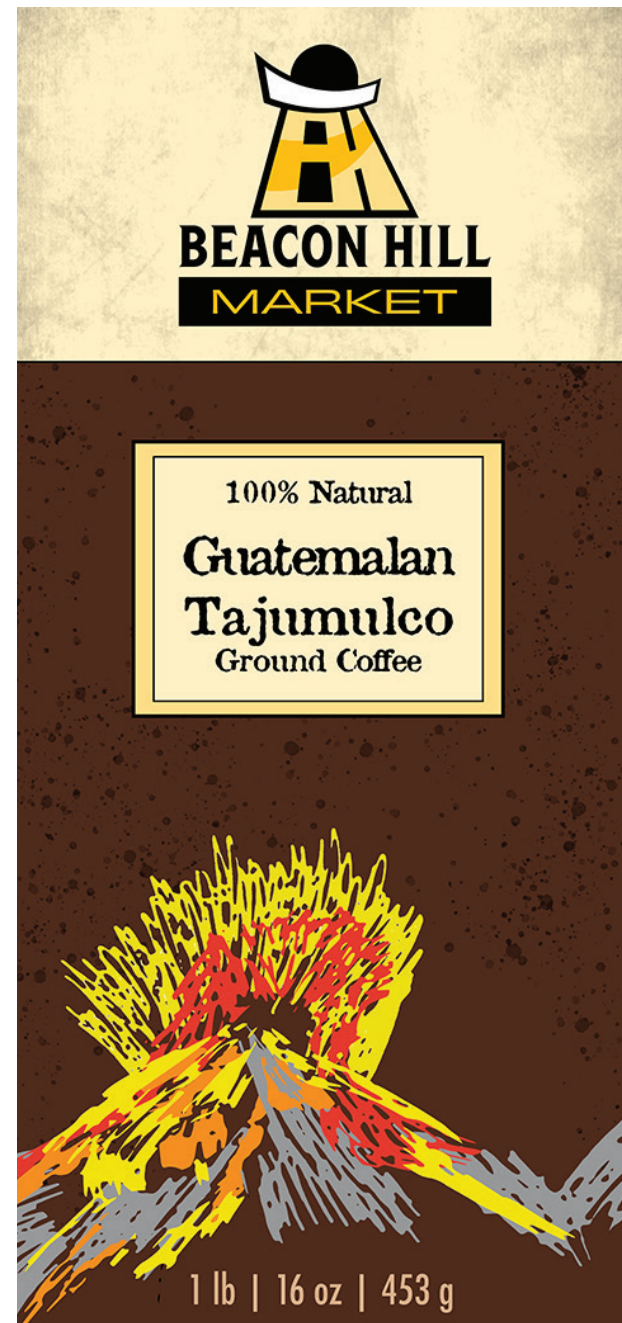
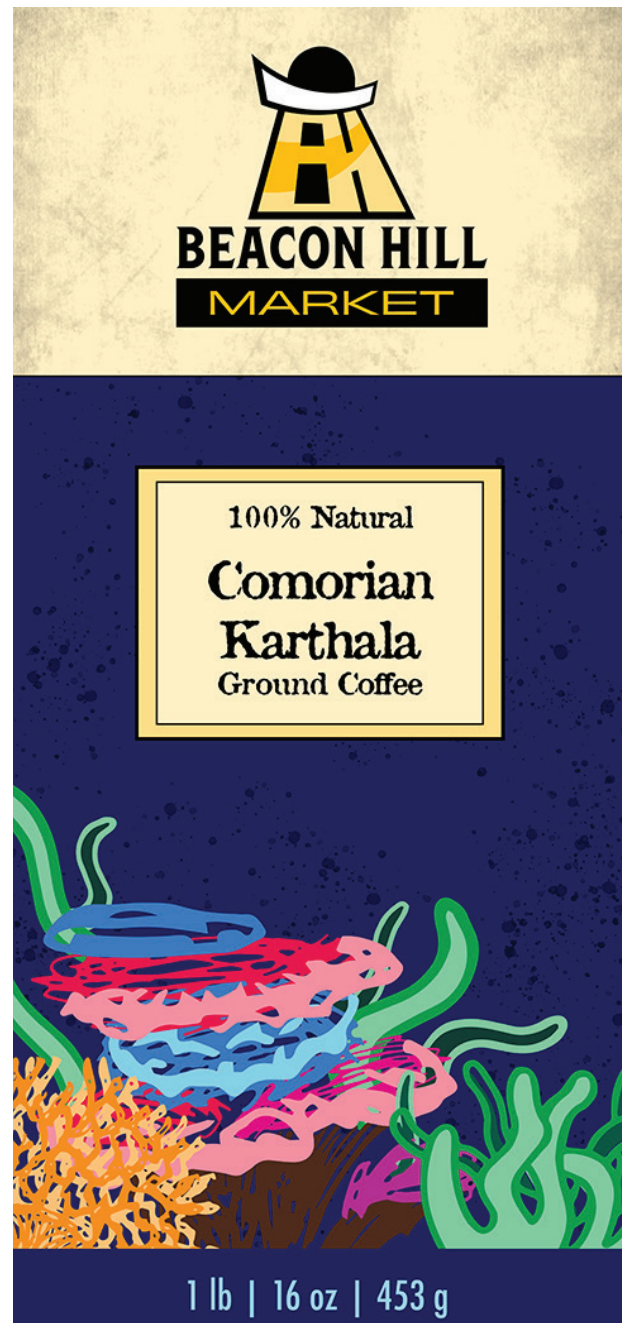
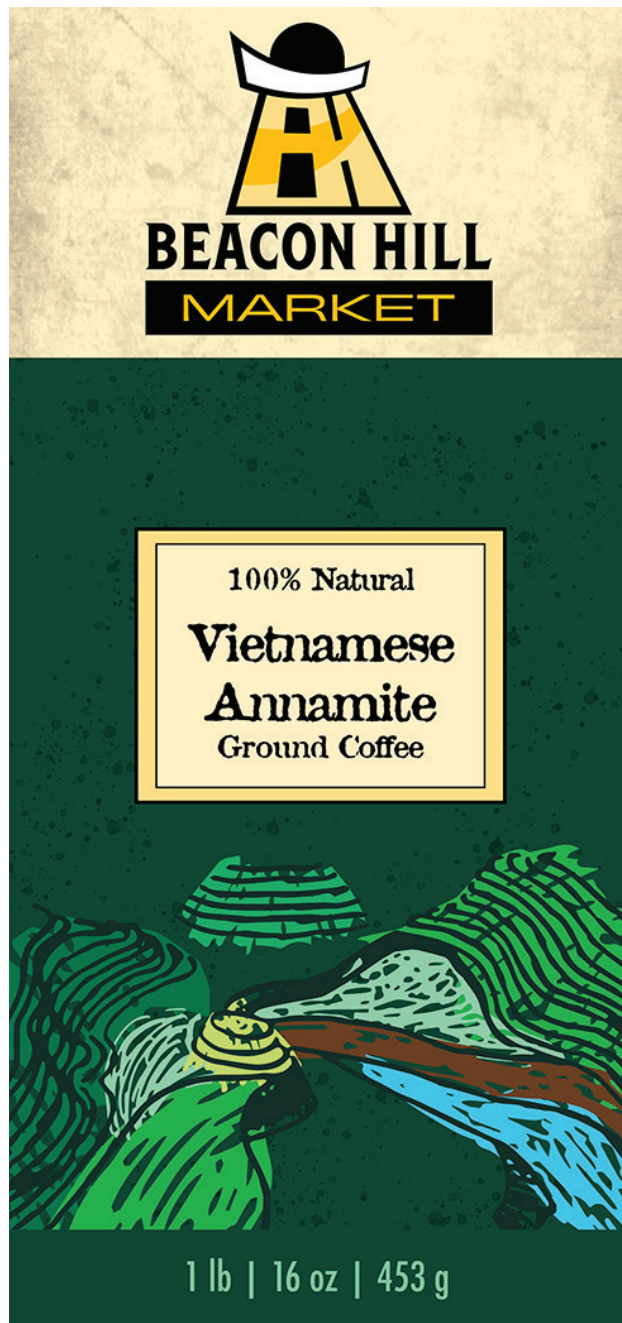
While producing an idea for this project, the name "Beacon Hill" inspired the idea of using a lighthouse as the company logo. Since the original project was in Seattle, Washington, I first tried to create an icon with elements of graffiti, so I created an asymmetrical lighthouse icon that strategically forms a "B" & "H." Through the refining process I moved the company to Maine since I have many fond memories of visiting the coast as a kid. I had the idea to use a grunge texture on a lot of the different applications to give the brand a weathered look that reflects many lighthouses aesthetics.

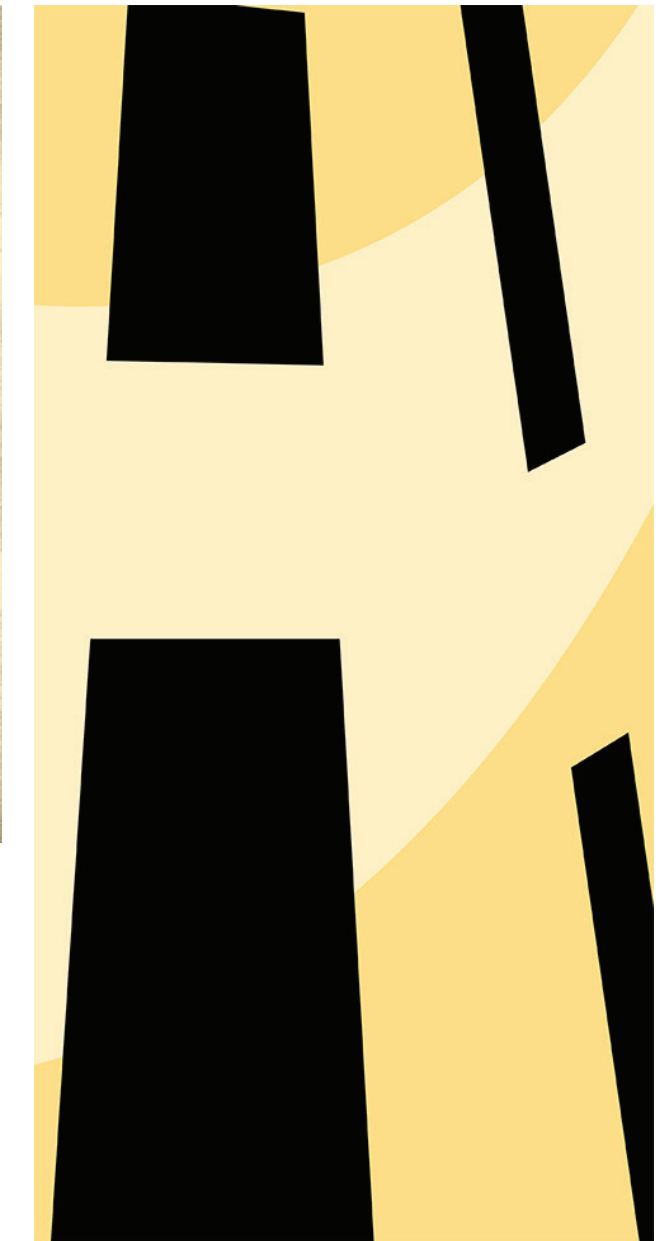
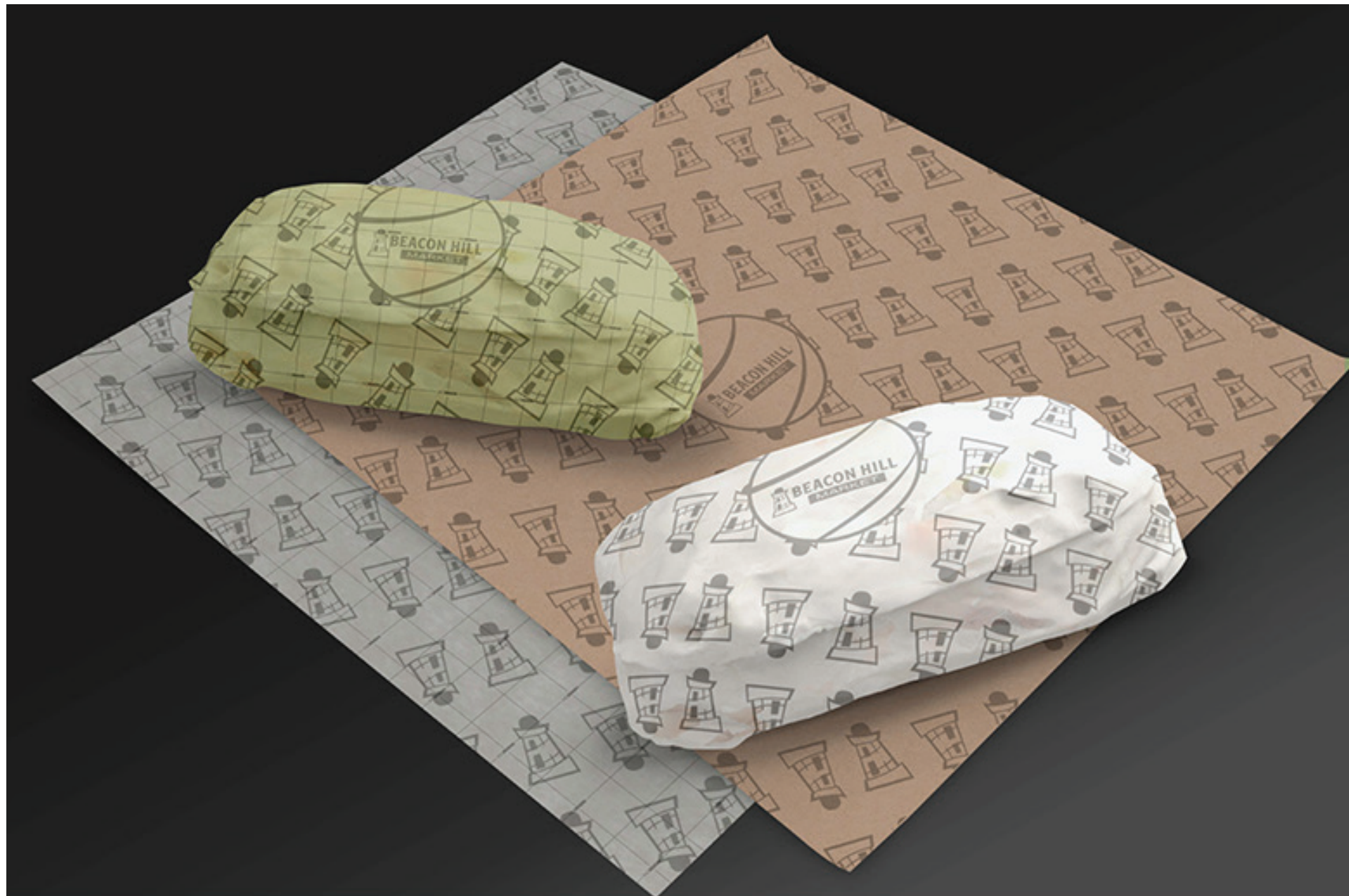
Turning my focus towards the applications, I first started with designing a menu for the market's café & deli. I then focus on creating secondary applications including butchers wrap, coffee cups, gift bags, and employee uniforms. Lastly, I created a coffee bag system that could be expanded upon into three separate coffee bag designs.











BEACON HILL MARKET

Buy 12 Drinks to Get a FREE Donut and Coffee!!

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