

IDENTITY.

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12.14

CONTENTS.

2-3	LOGO DESIGNS	13-14	SALTY SAILOR
3	LOGOS	15-16	FAB WORX
4-24	GRAPHIC DESIGN & BRANDING	17-18	ACADIA PARK
5-6	THE NOD	19-20	FUTURE FUNDS
7-8	JOE COFFEE AND ESPRESSO	21-22	SKINTILLATING
9-10	ILUMA	23-24	PERSONAL DESIGNS
11-12	IRONCLAD TRAILER	25-27	ABOUT ME

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01.

BRAND // MARKS // TYPE // IDENTITY.

VISUAL

LOGOS



ID: 118-92-L

IDENTITY CREATIVE STUDIO /// UTAH

LAT: 40.7608 N
LNG: 111.8910 W
SEC: 002-B

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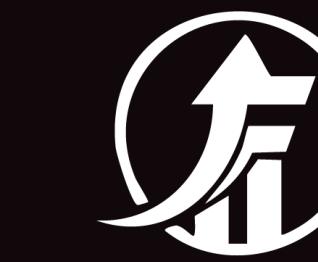
02.



Fab Worx



ACADIA PARK
EQUIPMENT CO.



FutureFunds

SA

SKINTILLATING
Aesthetics & Nails



ATWOOD
CREATIVE CO.

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03.

INTERFACE // PRINT // DIGITAL // IDENTITY.

VISUAL DESIGNS



ID: 884-X5-D

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04.

THE NOD

// RODEO TECH & APP DESIGN

The Nod approached Identity Creative to build the indispensable mobile platform for the professional rodeo circuit. Our mission was to centralize event logistics—from rider sign-ups and sponsor management to real-time scoring and contestant tracking—for riders, hosts, and industry partners. We engineered a powerful mobile experience that is ruggedly designed for the arena yet highly precise for managing live data, establishing The Nod as the definitive technology solution in the sport.

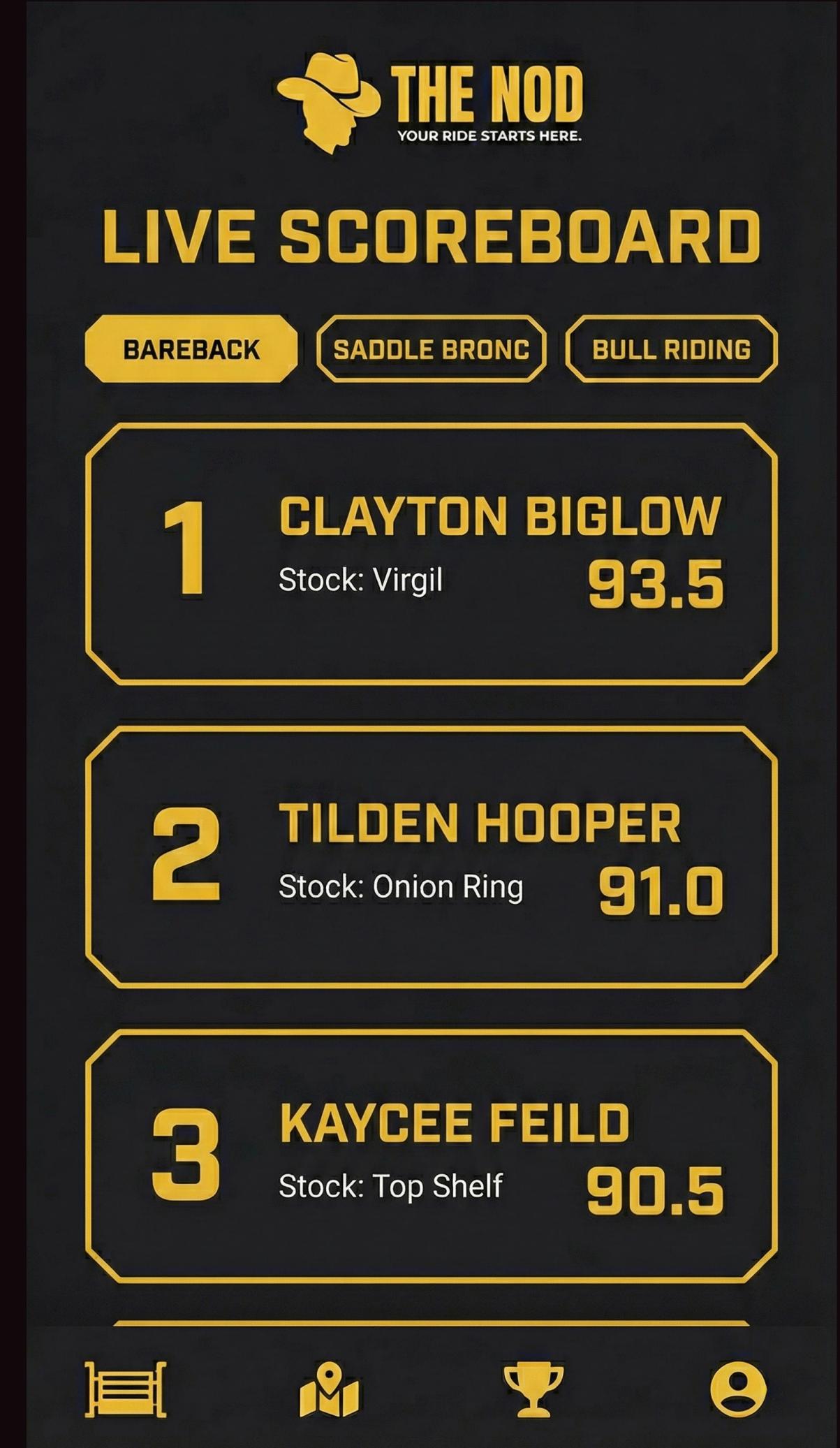
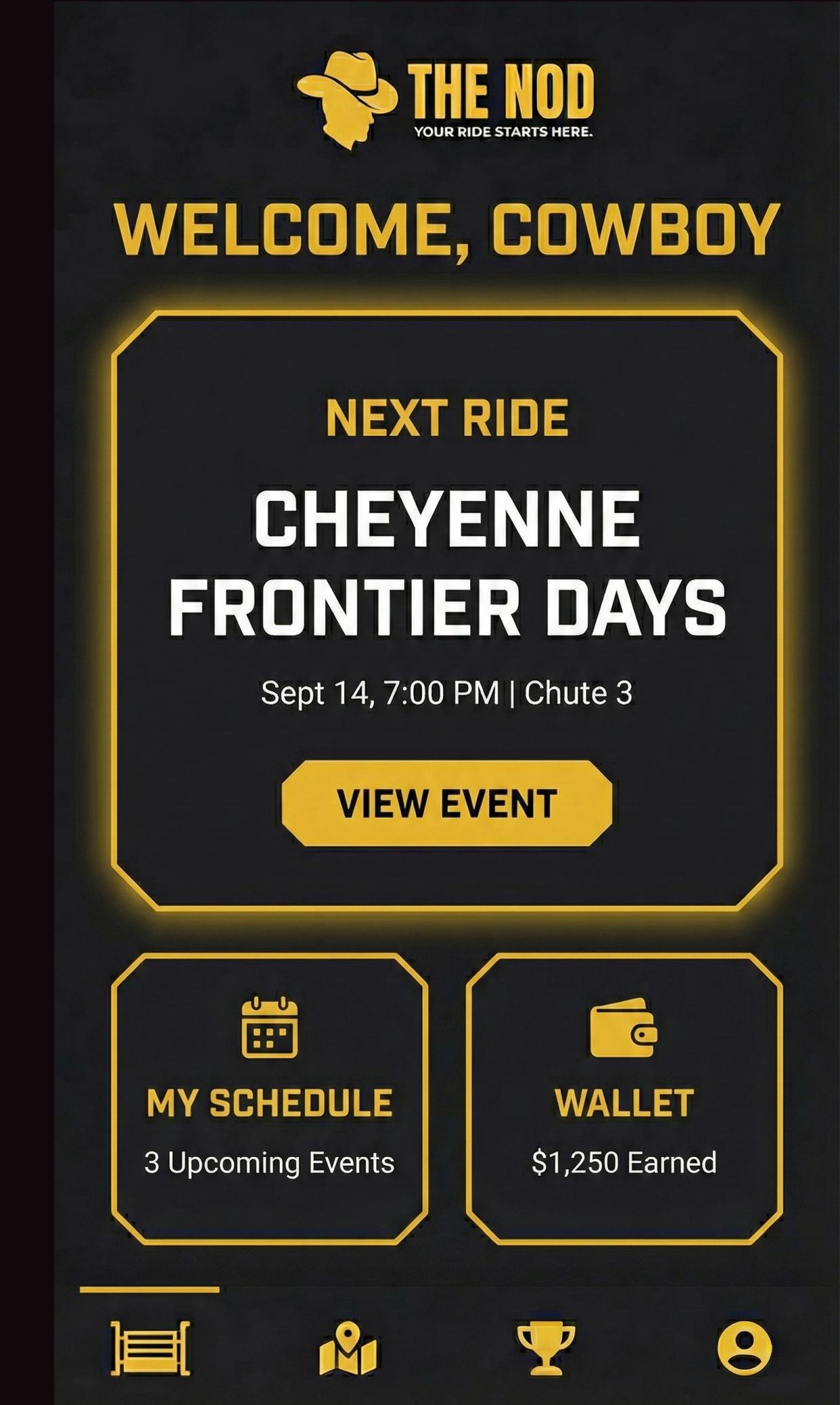


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06.

JOE COFFEE & ESPRESSO

// COFFEE BAR & HOSPITALITY BRANDING

Joe's Coffee required a bold, timeless brand identity that stood out in the saturated coffee market. We developed a personality rooted in vintage Americana and classic pin-up artistry, centered around the iconic 'Joe' pin-up on a stylized spade graphic. The project focused heavily on packaging, merchandise, and environmental design to ensure the brand's unique energy translated flawlessly across every touchpoint, from the espresso bar to apparel.

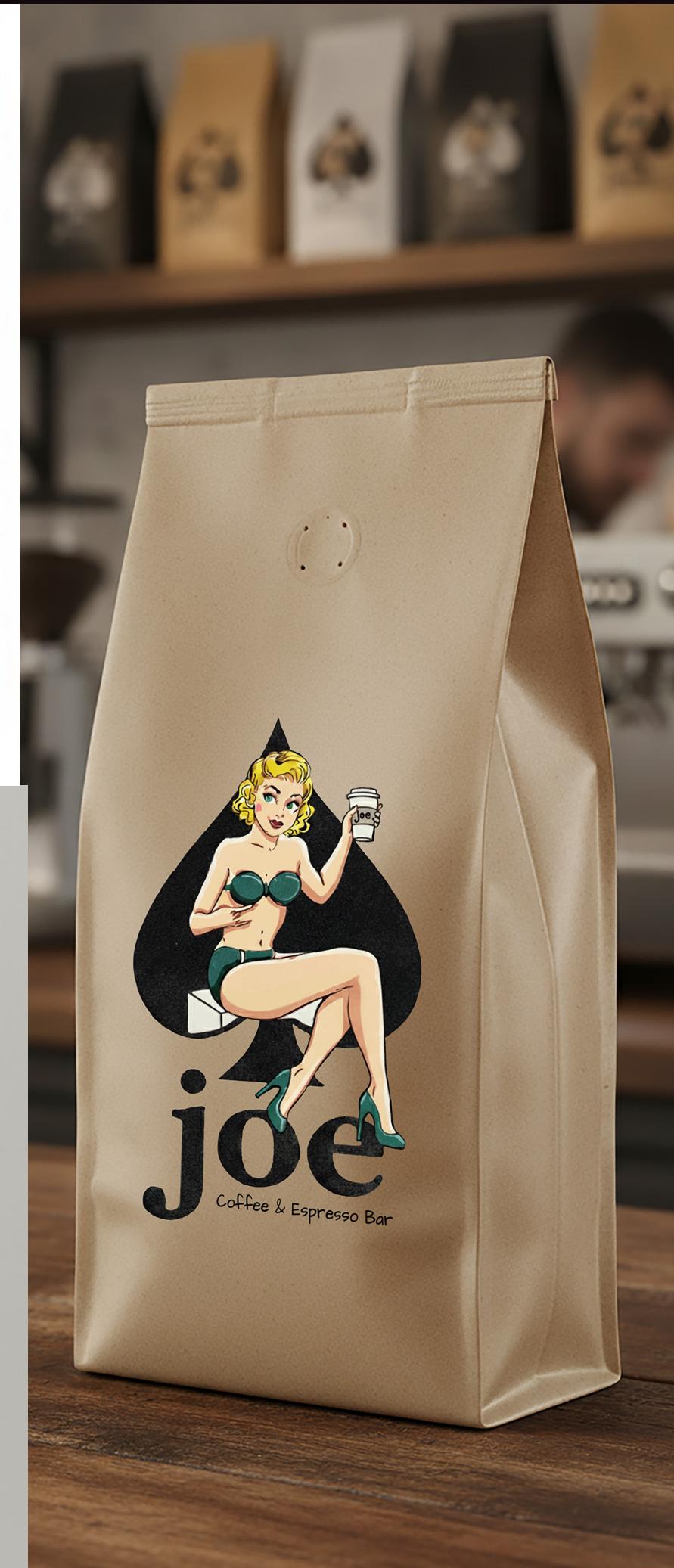
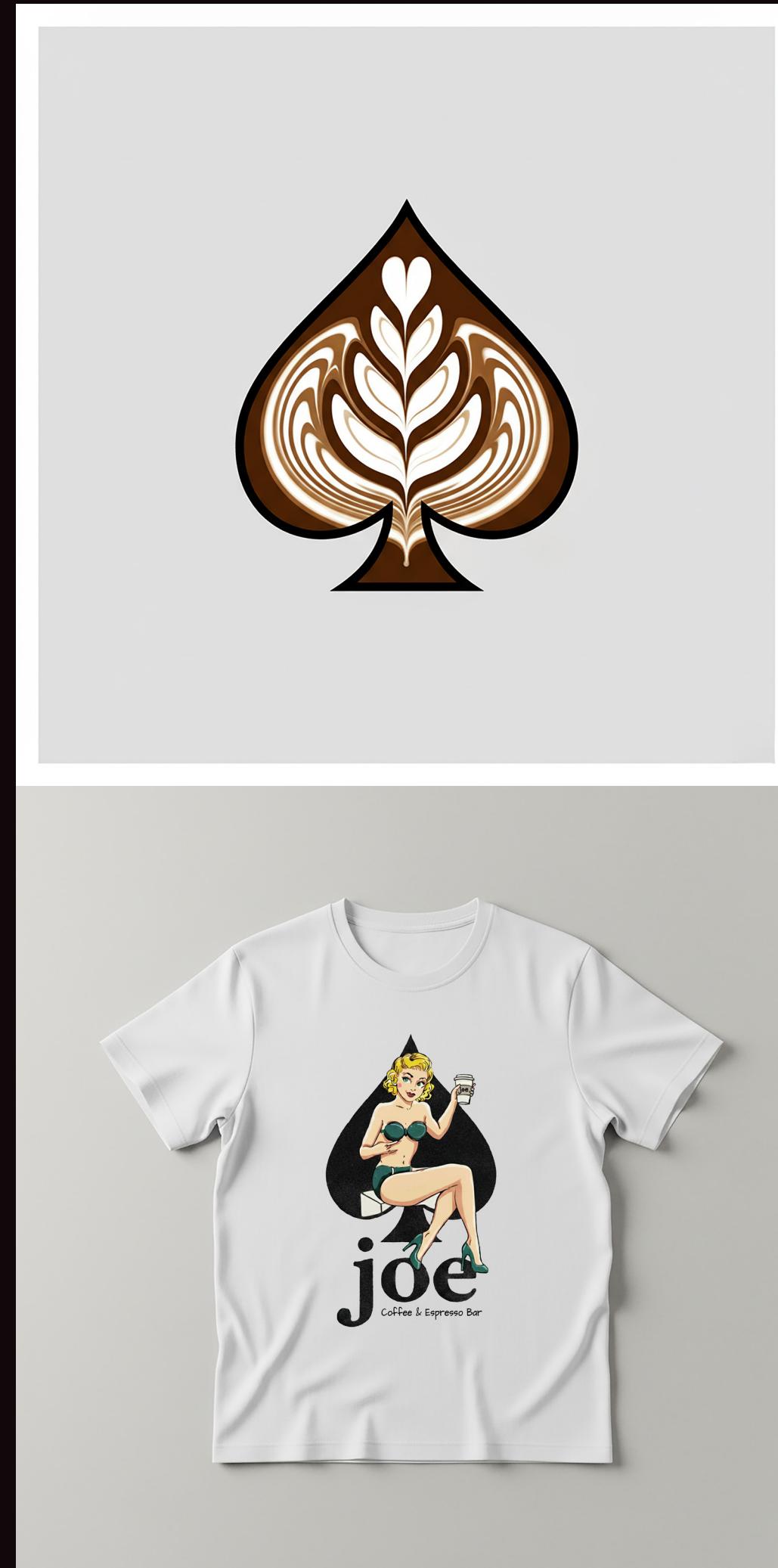


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08.

ILUMA

// PHOTOGRAPHY & VISUAL ARTS PARTNER

Iluma is Identity Creative's official photography partner, specializing in capturing high-end, emotive visual narratives across portraiture, lifestyle, and fine art. The project involved creating an organic, yet refined identity that speaks to the essence of light and composition—a concept reflected in the brush-stroke 'enso' logo mark. The extensive work showcased here is a blend of powerful brand application and high-impact finished photographic pieces, demonstrating Iluma's mastery of the visual medium.



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10.

IRONCLAD TRAILER CO.

// INDUSTRIAL BRANDING & ASSET DESIGN

Ironclad Trailer Rentals required a brand identity that immediately conveyed durability, strength, and reliability—essential traits in the heavy equipment and rental industry. We designed a mascot-based logo system featuring a fierce bulldog to serve as the brand's badge of quality. The project focused on developing robust decals, apparel, and digital assets that stand up against rugged environments, ensuring the brand maintains a tough, professional presence across all industrial applications.



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SALTY SAILOR BREWS

// CRAFT BREWERY & PACKAGING DESIGN

Salty Sailor Brews needed an identity as bold and memorable as their craft beers. We designed a vintage nautical brand centered around a detailed illustration of a kraken and a weathered sailor, merging classic maritime grit with the rebellious spirit of craft brewing. The core challenge was translating complex illustration and custom tentacled typography across small-format packaging and labels while ensuring maximum shelf appeal. The result is a brand that tells a rich story the moment it hits the cooler.



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FAB WORX

// INDUSTRIAL BRANDING & SIGNAGE DESIGN

Fab Worx, a leading welding and industrial fabrication company, required an identity that communicated strength, heritage, and precision. We developed a visual system using a bold, distressed mark reminiscent of ancient Roman columns to symbolize foundational reliability and permanence. The project focused on applying this robust identity across large-scale assets, including warehouse signage, vehicle wraps, and protective work apparel, ensuring the brand commands authority across any job site.



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16.

ACADIA PARK

// OUTDOOR APPAREL AND GEAR

Acadia Park Equipment Co. required a brand identity rooted in heritage, craft, and the wild spirit of the outdoors. We developed a comprehensive system utilizing hand-drawn, vintage-inspired illustrations for their patches and apparel, centered around iconic emblems like the moose, campfire, and hiking gear. The project scope covered everything from a full e-commerce website design and mobile user experience to final production-ready files for embroidered hats, printed tees, and marketing collateral.

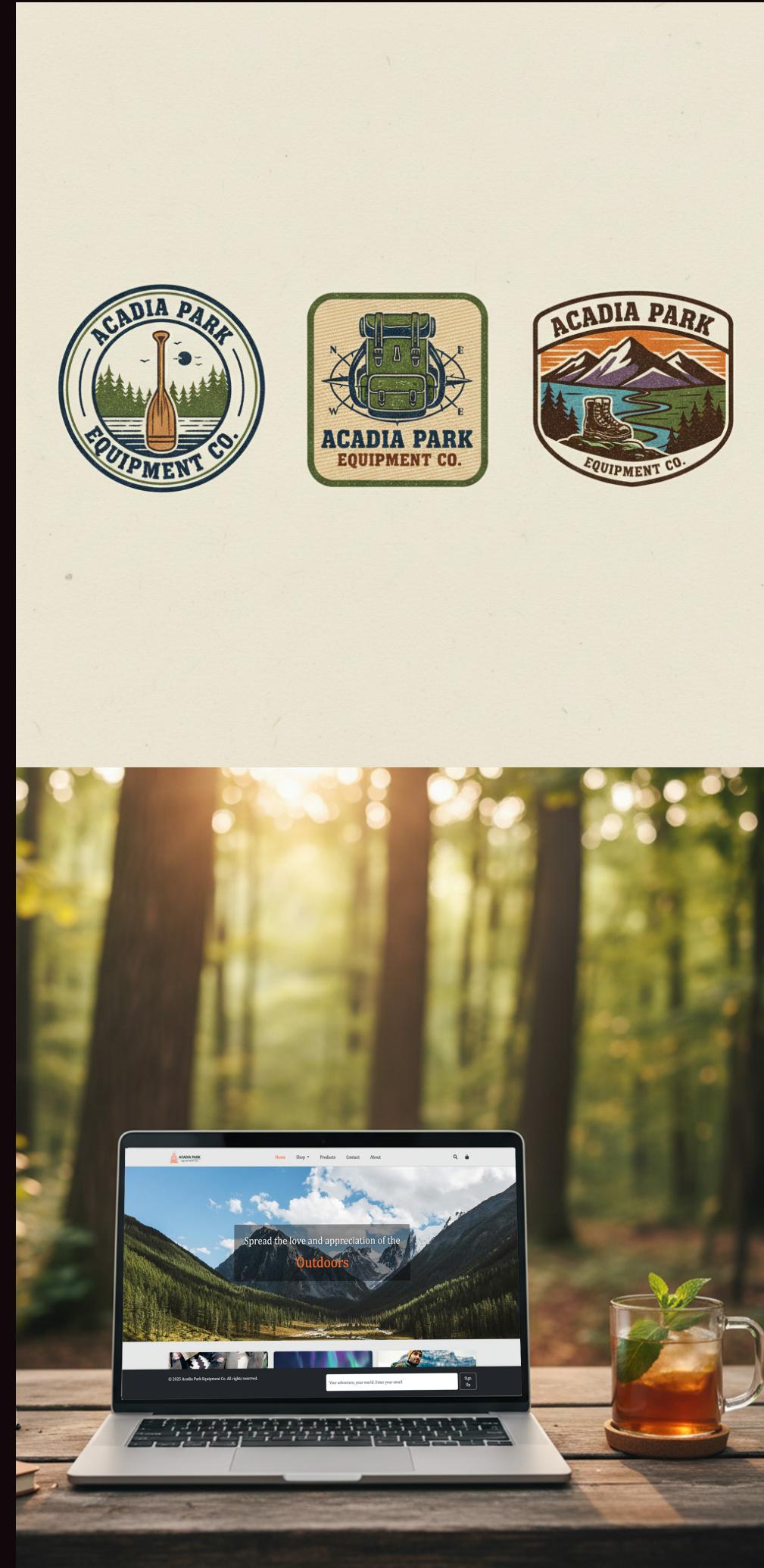


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17.



ACADIA PARK EQUIPMENT CO.

Home Shop Products Contact About

Get 10% Off!

Enter your email for a discount code valid on your first full-priced order!

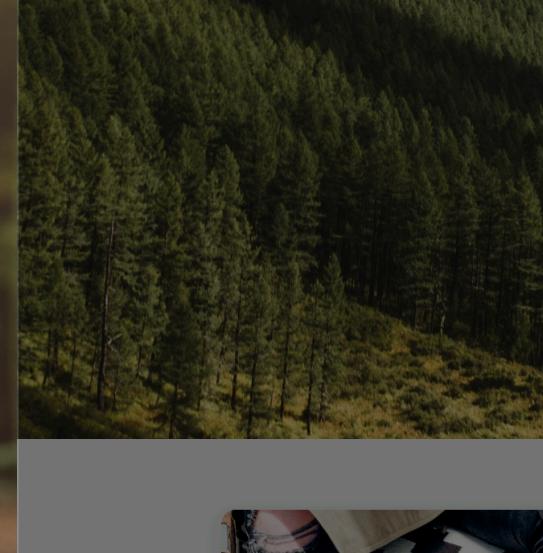
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By submitting your email, you agree to receive marketing communications. You can unsubscribe anytime.

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FUTURE FUNDS

// INVESTMENT FIRM & FINTECH BRANDING

Future Funds sought a digital identity that resonated with trust and forward movement in the competitive investment sector. We engineered a sharp, modern visual system utilizing clean lines and a vibrant green growth arrow in the logo to symbolize upward trajectory and financial vitality. The project emphasized clarity and authority across all digital platforms, ensuring complex investment strategies are presented with accessible confidence and professionalism, from the corporate website to large-scale marketing applications.

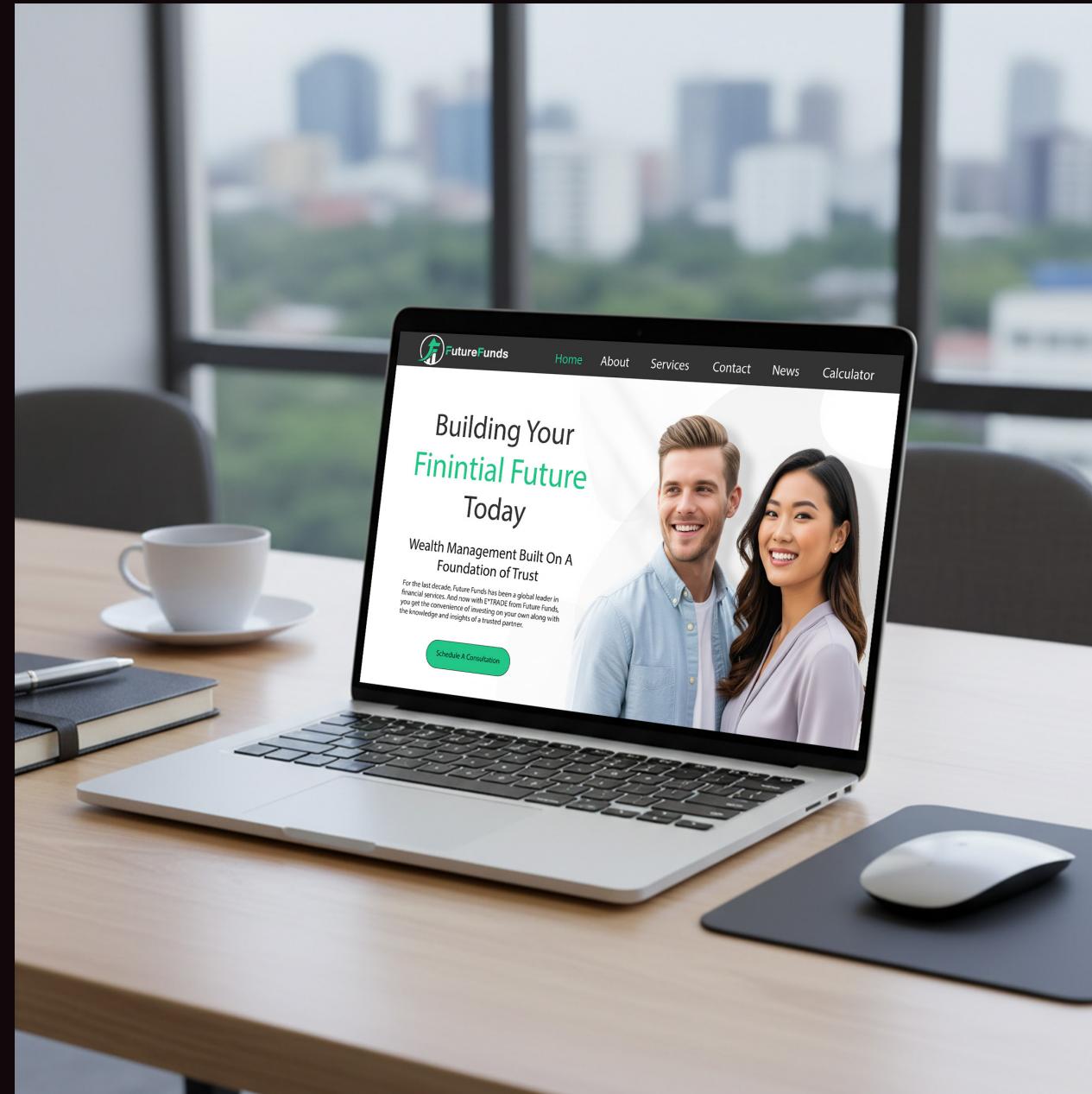


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19.



RETIREMENT PLANNING



INVESTMENT STRATEGY



SAVINGS GOALS

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20.

SKINTILLATING

// COSMETOLOGY & SPA BRANDING

Skintillating Aesthetics and Nails required a premium, minimalist identity to appeal to a high-end clientele seeking specialized cosmetic and spa services. We designed a precise, geometric wordmark paired with subtle supporting graphics to convey clinical cleanliness and luxury. The project focused heavily on physical collateral—from product labels and gift bags to privacy signage—ensuring a cohesive, polished, and trustworthy brand experience across every touchpoint within the clinic and online.

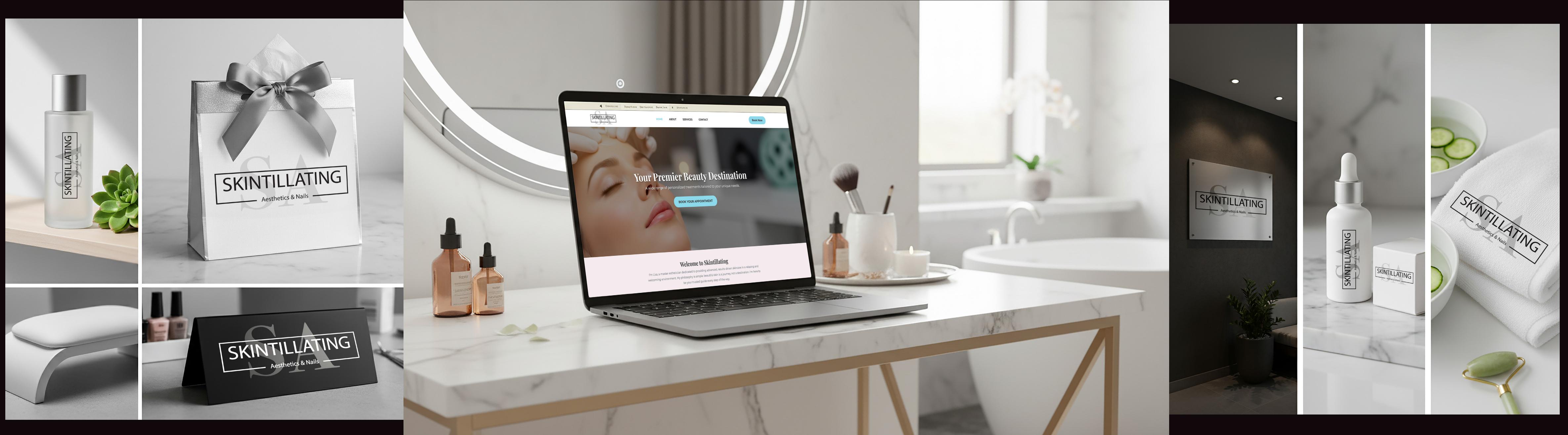


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PERSONAL DESIGNS

// FREELANCE & EXPERIMENTAL ART

This section showcases highly conceptual and personal visual works. These pieces represent advanced exploration into texture, typography, and complex visual theory, driven purely by artistic curiosity rather than client briefs. This experimental approach serves to sharpen foundational design skills, demonstrating mastery over diverse mediums and providing a source of inspiration and innovation for all client-facing projects.

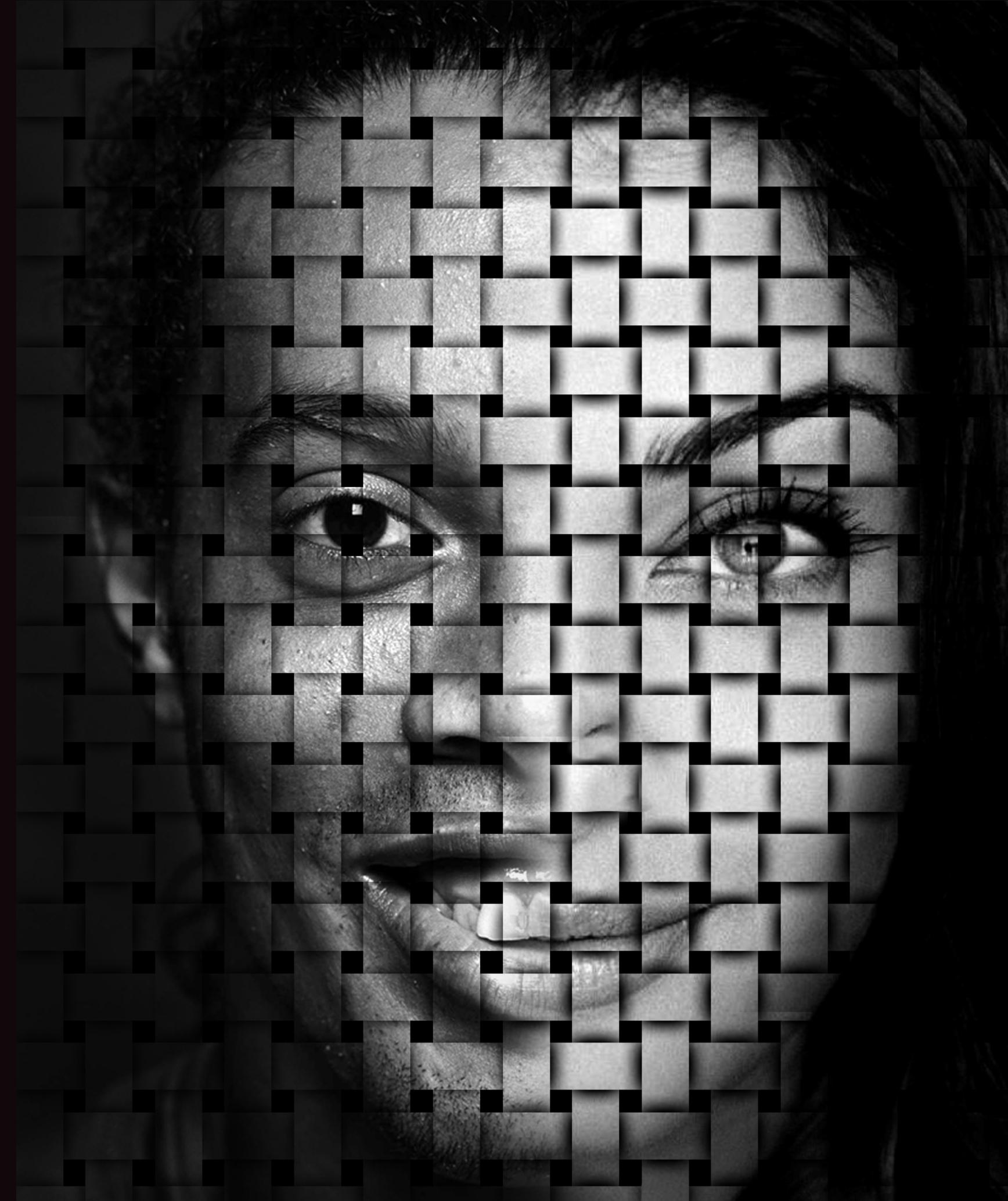


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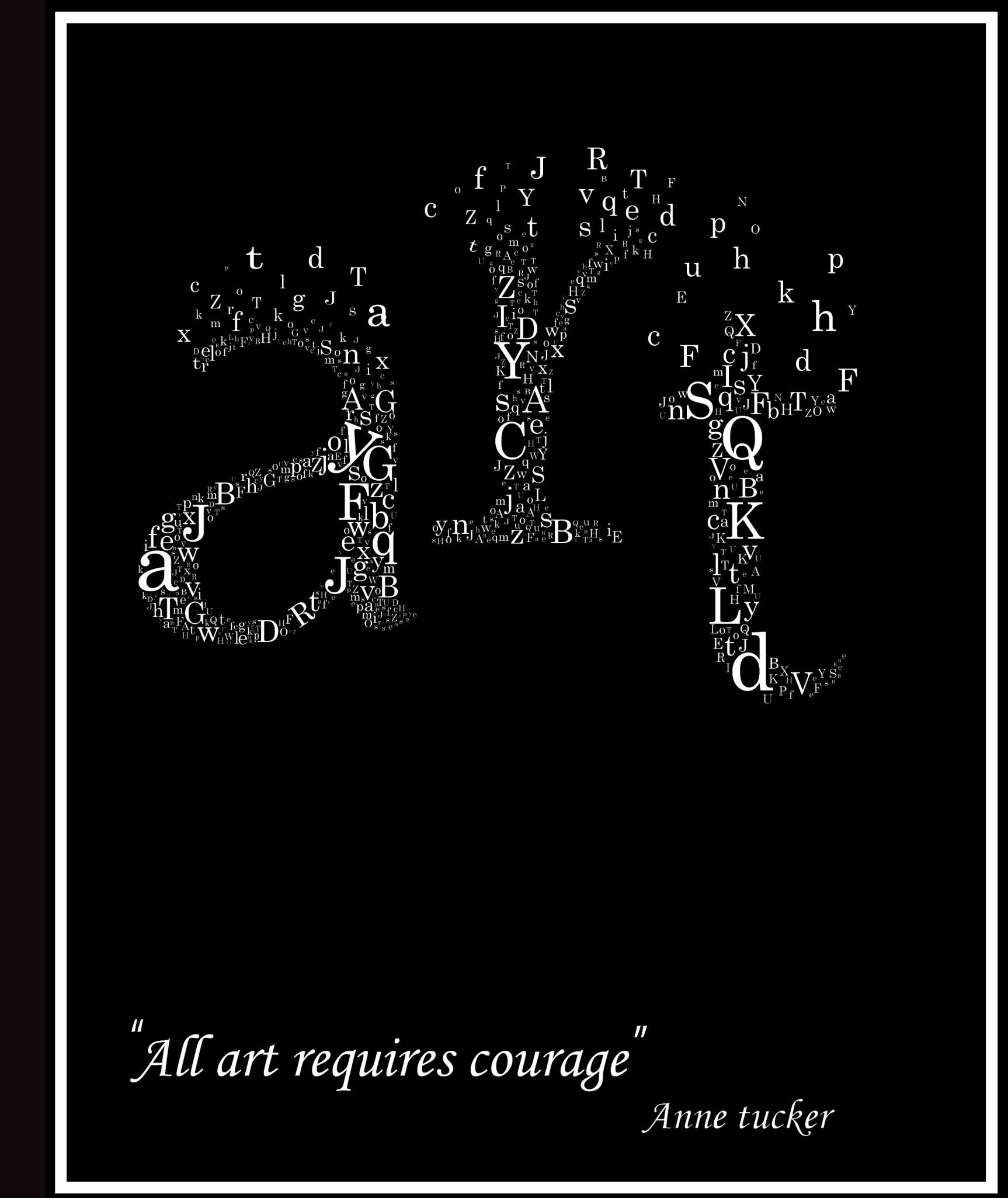
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CORE VALUES // PRECISION // ENGINEERING // FLOW

MY MISSION

DEFINING IDENTITY.



LOC: 001-ABOUT

LAT: 40.7608 N
LNG: 111.8910 W
SEC: 002-A

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25.



PARKER ATWOOD

// MY METHODOLOGY

My journey as a creator began behind a camera lens, where I first learned the power of light and composition to tell compelling stories—a storyteller's eye I now bring to the visual and digital worlds. My passion lies in the details, from capturing the perfect shot to creating the ideal brand identity and writing the code that brings it all to life.

I founded Identity Flow Creative on the principle that exceptional brand work is a result of precise engineering and relentless curiosity. I specialize in translating timeless design and photographic principles into responsive, human-centered websites and impactful visual content.

My methodology fuses high-end visual artistry with data-driven strategic planning to deliver disruptive clarity. As the lead director, I personally guide every project from initial concept through final delivery. This ensures your vision receives my direct, singular focus and meets the highest standards of strategic precision and visual excellence across all mediums.

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26.

RESUME

// CORE COMPETENCIES & SKILLS

WEB DESIGN

- HTML, CSS, JavaScript
- Bootstrap & jQuery
- Responsive Design
- UI/UX Principles & SEO
- Figma

GRAPHIC DESIGN

- Adobe Photoshop
- Adobe Illustrator & InDesign
- Typography & Layout
- Logo & Print Design
- Branding & Identity

PHOTOGRAPHY

- Event & Landscape
- Portrait & Studio Lighting
- Composition & Framing
- Photo Editing & Lightroom

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27.