

JED OLSEN

DESIGN AND
ILLUSTRATION

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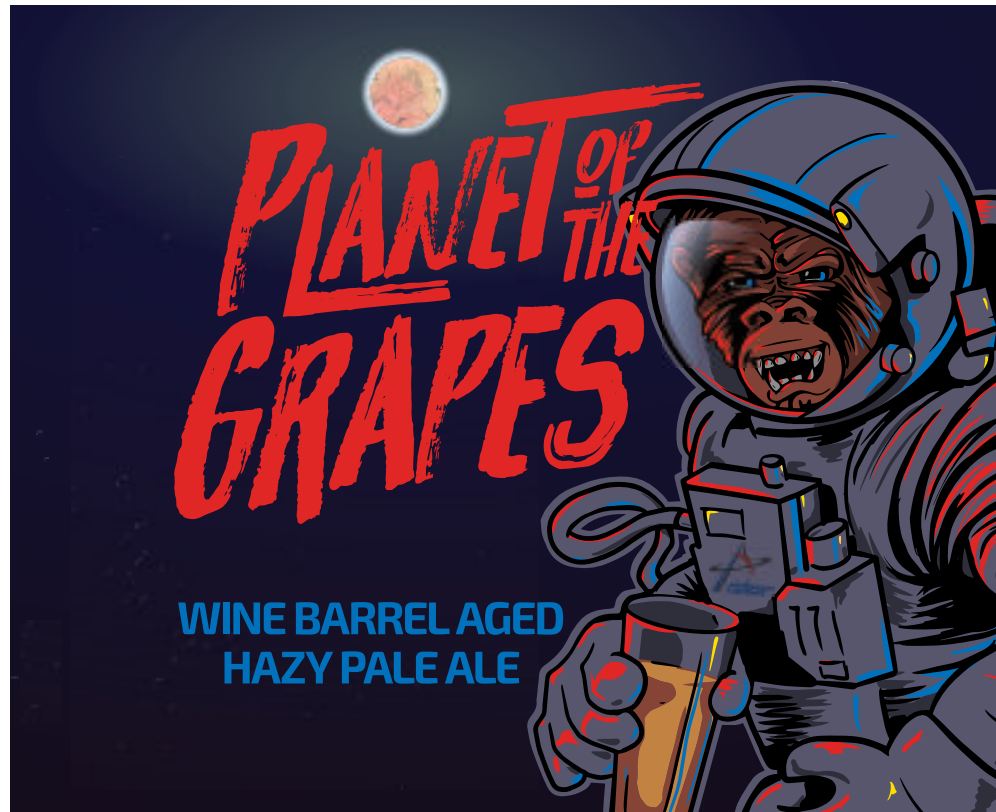
Astronomy Aleworks Brewery

Logo and Brand Identity

The client contacted me with a concept for a Sci-Fi themed craft brewery. The idea was to invoke a retro science-fiction look without being too cheesy. Being a Star Trek fan myself, I was excited by the project. We ended up with a visual concept that looks more like a JPL or NASA logo than typical Sci-Fi. This gave the brewery a professional feel while it maintained the retro theme.

As part of the brand identity, I also included on all their packaging “Proudly Brewed on Earth by Astronomy Aleworks.”

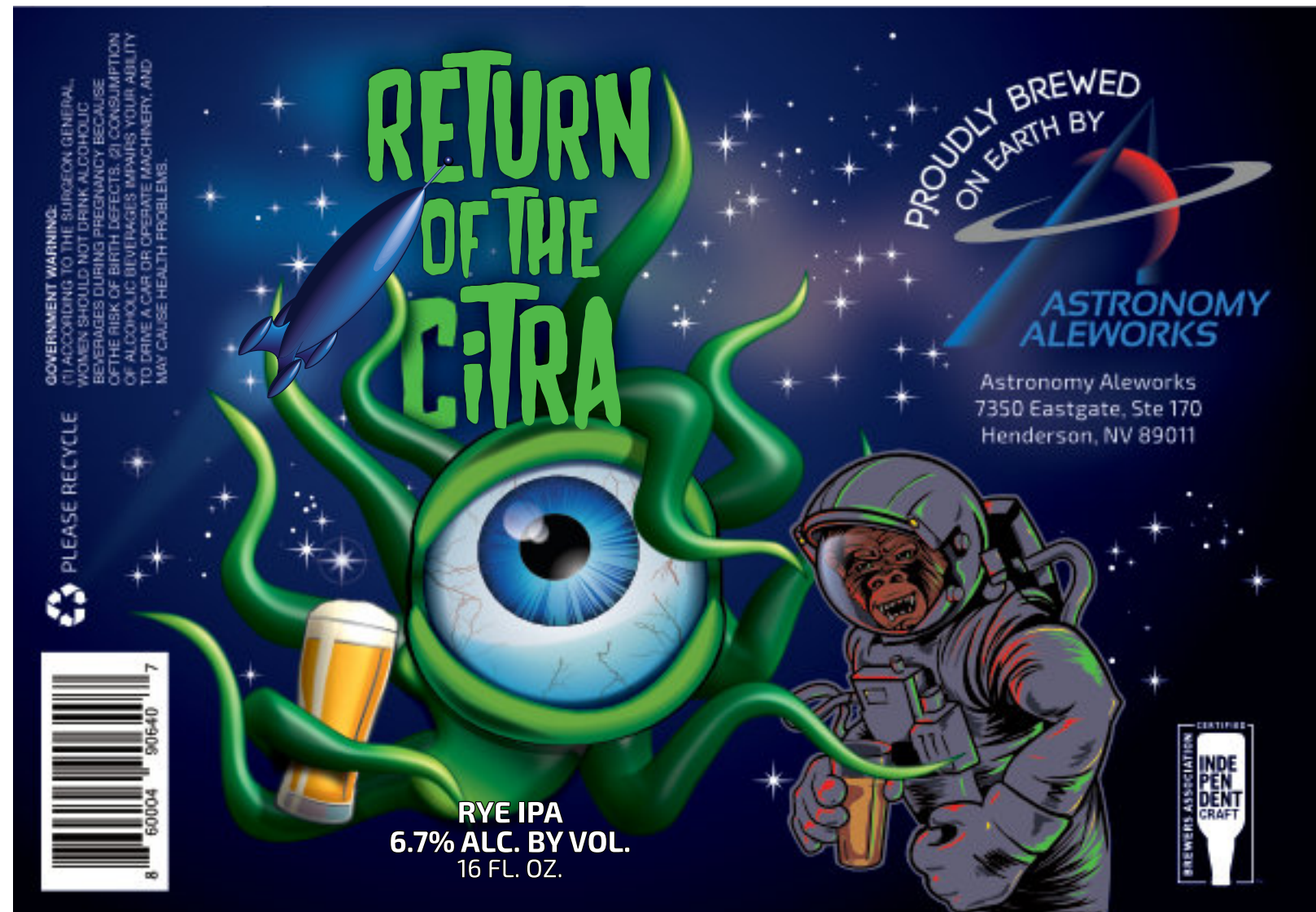




Astronomy Aleworks Brewery Bottle Labels

Astronomy Aleworks was bringing to market a limited-time offering of wine barrel aged beer. We dubbed it “Planet of the Grapes” as a tribute to the wine flavor, and the Sci-Fi theme of the taproom. I developed the “Space Ape” character as a play on the “Planet of the Apes” movie franchise. The bottles were a hit, selling out in just a few weeks.

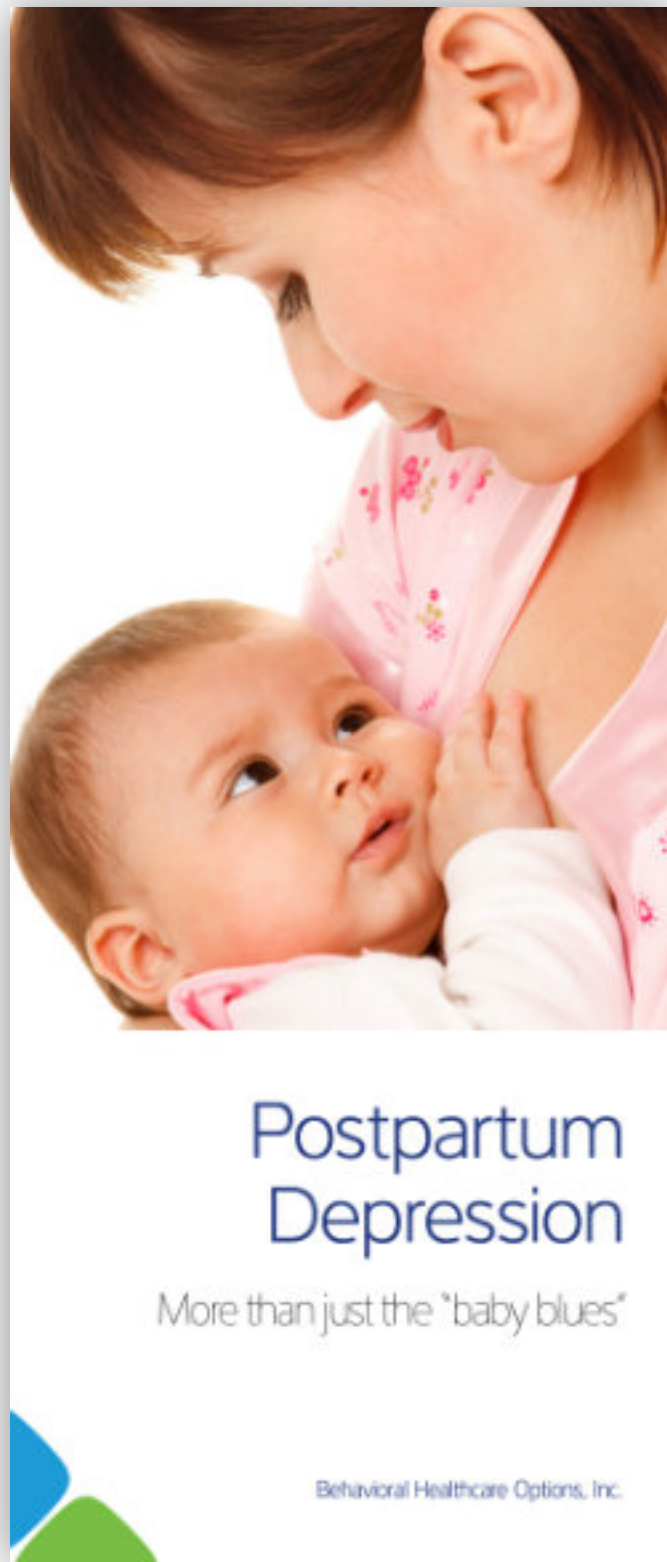




Astronomy Aleworks Brewery

Return of the Citra 16oz can label

“Return of the Citra” was Astronomy Aleworks’ first beer released in cans. We kept the sci-fi theme going with a label that is reminiscent of a movie poster. Our “Space Ape” was such a beloved character, we decided to keep him on the cans as the company mascot.



United Healthcare Behavior Health Options brand refresh



Behavioral Health Options (BHO) needed a new visual branding system. The old colors consisted of bright green, yellow, and orange. The photography depicted people suffering from behavioral health issues. My research into the effect of color on mental health led me to choose a cooler palette of blues and green. The photography I chose is more aspirational, including images that depict recovery.

The old graphic system consisted of several different stripes, swooshes, and random decorative graphics. I simplified this into one consistent element. The soft edges suggest "reassurance" to potential clients, compared to the aggressive look of the old graphics.

The new system was welcomed as a much-needed update that satisfied the professional in charge of BHO, as well as their clients and members.



Before redesign





How do I get help?

Please contact us at:

**702-364-1484 or
1-800-873-2246, TTY 711**

Do you have questions for your doctor? Would you like to talk to your doctor about your questions? Write them down here. Please use additional paper if necessary.

Take this brochure to your appointment. Tiene derecho a recibir ayuda e información en su idioma sin costo. Para solicitar un intérprete, llame al número de teléfono gratuito para miembros que se encuentra en su tarjeta de identificación del plan o los documentos de su plan.


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Psychotherapy What to Expect

Behavioral Healthcare Options, Inc.

? What is Psychotherapy?

Psychotherapy is the same as "talk therapy." When we feel stuck, anxious, stressed or depressed, or our career or relationships are not working, therapy can help us to take control of our lives, and rebuild feelings of happiness and satisfaction. One of the biggest misconceptions about therapy is that seeing a therapist is a sign of weakness. In fact, quite the opposite is true. Recognizing the need for help, and seeking professional therapy, is a sign of both strength and your determination to live a more productive and meaningful life. Psychotherapy helps us identify what situations make us feel positive or negative. It also helps us look at our feelings and ways of thinking so we can become better at coping with difficult situations.

💡 When to Seek Therapy

Sometimes you need to talk to someone who can help you when:

- you feel like you can't do it alone
- you feel trapped
- you feel like there is nowhere to turn
- you worry all the time and never seem to find the answers
- the way you feel is affecting your sleep, eating habits, job, relationships and everyday life
- advice offered by family or friends doesn't really make you feel any better

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✓ Developing New Skills

Recognizing the need for professional help is a good first step towards improvement. Therapy not only helps identify problem areas, it also helps you develop new skills for learning to cope with them. Your therapist may utilize a blended approach to therapy, drawing on elements of different schools of psychotherapy. There is no simple answer as to which type of psychotherapy works best. You might do better with one type of therapy than with another.

What Does Psychotherapy Treat?

Psychotherapy is used for treating many different issues. The most common ones are:

- Addiction
- Anxiety
- Behavioral problems
- Bipolar disorder
- Depression
- Eating disorders
- Emotional crises
- Low self-esteem
- Marriage and family problems
- Obsessive-compulsive disorder
- Personality disorders
- Post-traumatic stress
- Problems stemming from childhood trauma
- Schizophrenia

🧠 Approaches to Therapy

Therapy may be provided in different formats -- like family, group, and individual. Your therapist will decide which approach to use and may use a combination of approaches.

Individual Therapy involves only you and your therapist.

Group Therapy is when two or more individuals participate in therapy at the same time. Participants are able to share experiences and learn that others feel the same way and have had similar experiences.

Family Therapy may be considered since the family is a key part of the team that helps people with mental illness get better. It may be helpful for family members to understand what their loved one is going through, how they themselves can cope, and what they can do to help.

📞 Who Provides Talk Therapy?

Talk therapy may come from a wide variety of disciplines and may be a psychologist, marriage and family therapist, licensed clinical social worker, counselor, psychiatric nurse, or psychiatrist. Make sure you call Behavioral Healthcare Options (BHO) at 1-800-873-2246 or 702-364-1484 to obtain the best referral for you and your needs. Think of your relationship with your therapist as a partnership. The two of you will work together to help you identify the issues, set clear goals, and make real progress toward helping you feel better.



Jacob Fred Jazz Odyssey

New Year's Eve Event Poster

JFJO's music is mostly in the traditional jazz idiom, but sometimes it is quirky, eccentric, and abstract. They draw influences from hip hop, funk, and rock music.

I chose to present the Tulsa New Year's Eve event with a quirky vintage jazz graphic look. The poster was well received at this fun community event.



Preservation Hall Foundation Fundraiser Event Décor Banner

In 2011, the Preservation Hall Foundation, New Orleans, commissioned artists to create jazz-themed banners to celebrate this much lauded fundraiser. I had the pleasure of being accepted into this exhibit.

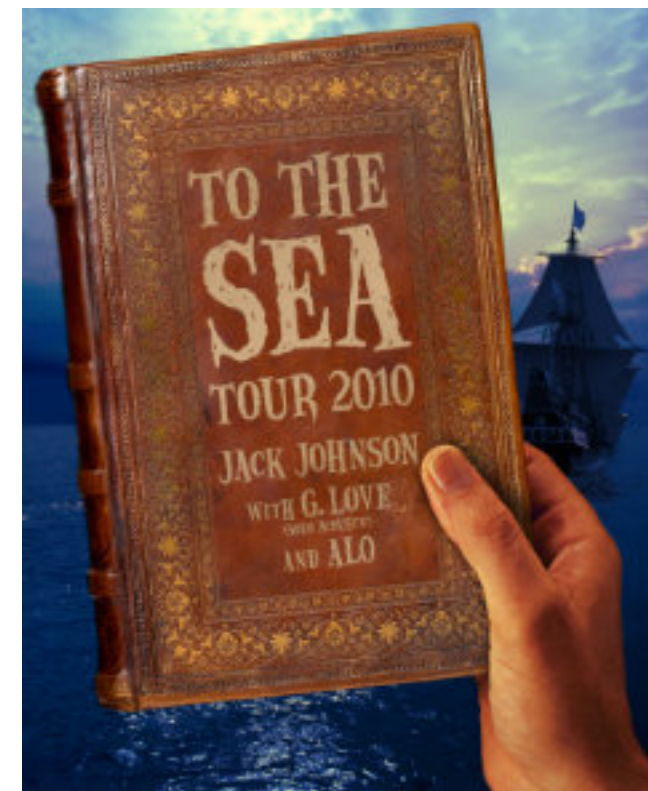
I shot all the reference photos of my friend, Matt, with his upright bass, and turned it into a piece of digital art that was then printed locally for the event.



Jack Johnson “To The Sea” Tour Event Graphic for Posters, T-Shirts and other collateral

Jack Johnson branded his 2010 tour “To The Sea.” I did several ideations of this “sea” theme including an old sailing ship and an old “captains log” before I landed on this “koi” design.

The design and type elements could be rearranged and formatted to a variety of mediums and shapes giving it maximum flexibility for whatever purpose may arise during the tour.





HealthPlan of Nevada Member Magazine “Health Matters”

HealthPlan of Nevada found that the informational mailers sent to its members were not being widely read. We decided a magazine format would be more likely to get noticed over a form letter from the insurance company. This allowed us to promote healthy lifestyle choices within the pages of the magazine. “Health Matters Magazine” became the vehicle to achieve this.

The magazine was such a success that it won silver in Healthcare Marketing Reports annual Healthcare Advertising Award in each year it was entered.



“Health Matters” typical inside page layouts





Lovelady Brewing Company Package Design

A local craft brewery needed a unique visual identity for their retail cans. Each can needed to relate to the brand as a whole while showing off the distinctiveness of each beer. I created a design that would incorporate the company's iconic "heart and arrow" logo while showcasing each beer's unique flavor. The background colors were set to match the color of each particular beer. The heart logo contains illustrations that reflect the personality of each beer.

These designs created a recognizable shelf presence for the Lovelady Brewing Company while being expandable for future brewery products.



Lovelady Brewing Company Package Illustrations

“Outbock” featured an illustration that is reminiscent of a 1950’s style travel poster, but instead of the Australian Outback, the scenery behind the character is Red Rock Canyon reflecting the local scene of the brewery.

In “State of Change IPA” each batch has a different hop and malt profile. The slot machine graphic evokes the “State of Change” concept. Purchasers of “State of Change” can go to the Lovelady website to find a complete listing and description of every batch.



Sample page from the franchisee branding and marketing guide book



Capriotti's Sandwich Shops Brand Identity and Marketing

While working at Capriotti's Sandwich Shops, a 100+ restaurant chain, I updated the visuals to move the brand from a quick-serve 'mom and pop' sandwich shop to a fast-casual dining experience. This required new menu designs, new packaging, new in-shop product posters, point of sale displays, 'local color' photography, and wall graphics. I also rolled out a new logo design at the beginning of this process. The new-look communicated a high-quality fast-casual establishment.





Capriotti's Sandwich Shops Mascot

I designed a new mascot for Capriotti's. The mascot consisted of a tom turkey dressed in a sports jacket, vest, slacks, and Chuck Taylor shoes. He symbolized a young, affluent demographic while also maintaining a family-friendly look. He was dubbed "Robert Cole Turkey." We first introduced him to Las Vegas with a pub crawl that coincided with the 21st anniversary of Capriotti's in Las Vegas. We called the event "21 in Vegas" and it proved to be a successful launch of the brand mascot.





Able Baker Brewing Marketing Graphic

Able Baker Brewing took a rye-based French Farmhouse Saison, cultured it with Brettanomyces, aged it in bourbon barrels, and called it “Swimming with Debré.”

To promote the new beer, Able Baker Brewing asked for a graphic that told the story of the French Minister of Defense’s famous PR stunt in 1970. Michel Debré and the French government were embroiled in damaging controversies regarding the safety and long term effects of their nuclear testing in the Pacific. To offset these concerns, Debré stripped down and swam in the Mururoa Lagoon just six hours after the 914 kiloton nuclear test, code-named *Licorne*. The final illustration depicted the story and added some fun elements that tie back to the brewery’s existing branding.



Carney **CD Release Poster**

Carney The Band released their debut CD "Mr. Green Volume 1" with a vintage carnival look and feel. I capitalized on this vibe by choosing an image of a carousel horse with a distressed look on its face, and giving the poster an aged look.

COCKTAILS AND CREATIVES



American Institute of Graphic Arts AIGA, Las Vegas Event Identity

Our local AIGA chapter needed a new graphic identity for their long-running monthly networking events. The primary use would be in digital advertising and social media posts, event directional posters, and possibly t-shirts or other event swag. I chose a typographic treatment as the primary visual to keep it easy to identify on small screens and directional posters.

These monthly events were so well-attended an additional event was added for student members, "Coffee and Creatives."





Mountain Sports Festival Event Poster

The Mountain Sports Festival is an all-inclusive event featuring music, running, mountain biking, canoeing and kayaking, triathlon, and lots more outdoor sports activities. With so many different activities at one location, I chose to focus on one to keep the poster from getting too cluttered. The low angle of the runner illustration, together with the askew type, conveys a sense of motion. The poster was such a success that the event organizers used the same design for multiple years.



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