



REN LEE

artist + designer + creative

PORTFOLIO SAMPLE

BRANDING



BIG HEAD
PRODUCTIONS



BiG
HEAD
PRODUCTIONS

Client:

Big Head Productions

Project:

logo

Responsibilities:

illustration, design

Background:

Big Head Productions is a Small Press comic publisher. Asian owned, in regards to the Korean characters on the mark's forehead, which translates to, "dream". Both the name and Korean character inspired by the founder who reflects how as a kid got made fun of by the size of his head. In addition, always the dream to create art and stories as a career. Taking those elements to heart, built this creative around those ideas.



**BIG
HEAD
PRODUCTIONS**

#2
\$3.99

**RATED
MR**
SUGGESTED FOR
MATURE READERS.

LOST IN THE MIDDLE



**BIG
HEAD
PRODUCTIONS**

#2
\$3.99

**RATED
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**BIG
HEAD
PRODUCTIONS**

#1
\$3.99

**RATED
MR**
SUGGESTED FOR
MATURE READERS.

LOST IN THE MIDDLE

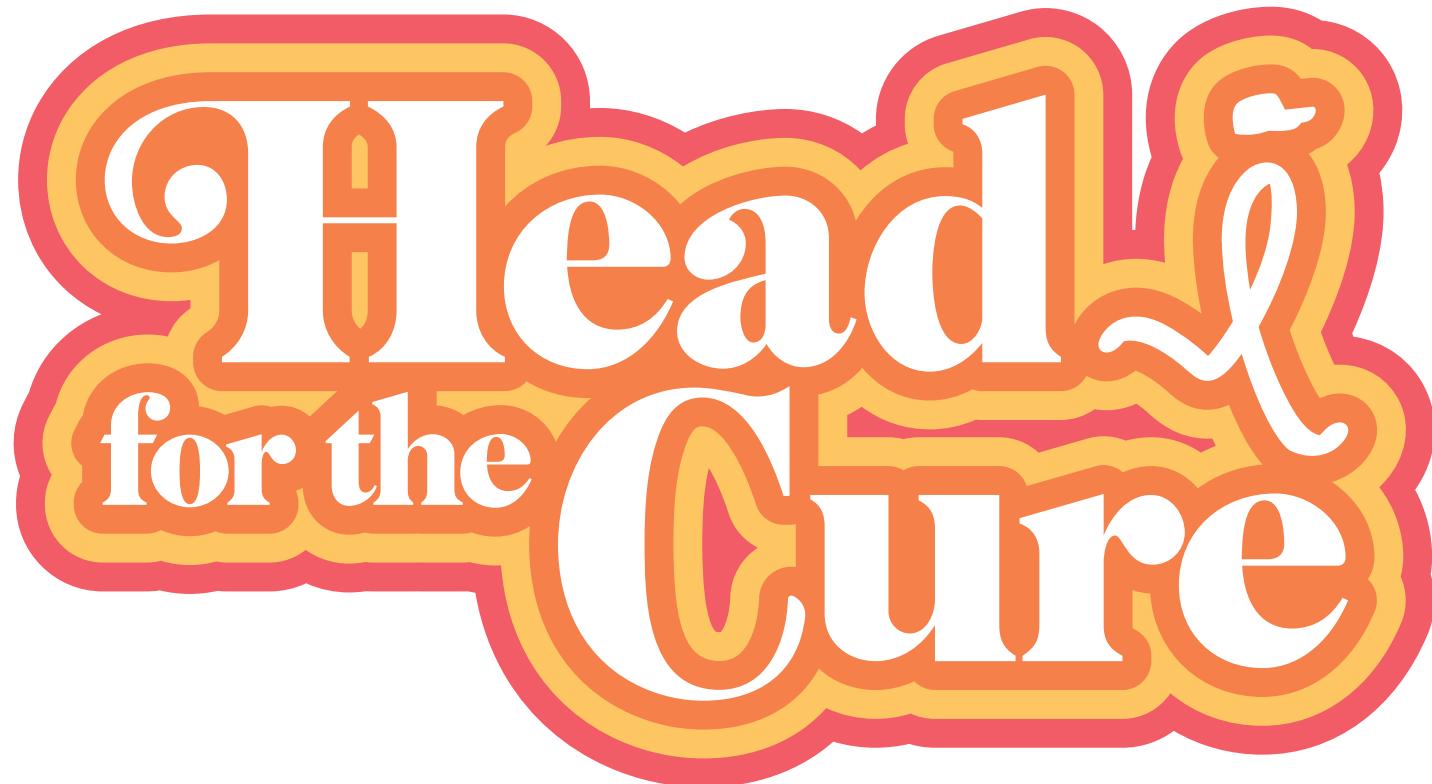


**BIG
HEAD
PRODUCTIONS**

#1
\$3.99

**RATED
MR**
SUGGESTED FOR
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LOST IN THE MIDDLE



Client:

Head for the Cure Foundation

Project:

Annual Branding

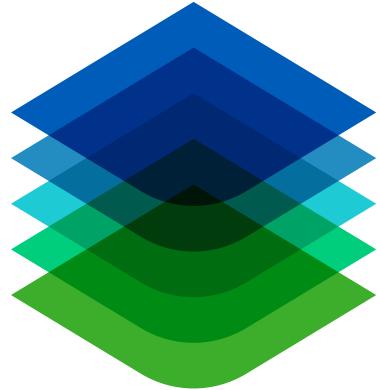
Responsibilities:

design

Background:

Every year the Head for the Cure Foundation creates an annual theme for the year's events and activities. This particular year, one member of the Client team spoke to how they envisioned something, "vintage".

From there, working with the Client, this was the result.



stackTM
powered by **ProMax**

Client:

ProMax Unlimited

Project:

'stack' product branding

Responsibilities:

design

Background:

ProMax was unveiling their new flagship product, Stack, their new CXM software for their industry. My responsibility was to take creative made and take it to approval. For my part, I tweaked the mark and the typeface. In regards to the typeface, what was initially presented to me was done a system font, and I pitched something where I thought the letter forms reinforced the idea of a "stack".



Client:

Ben Lee

Project:

'Korean Folklore' logo

Responsibilities:

branding, graphic design

Background:

The branding for my enamel pin series, Korean Folklore. Given the inspiration for the series, creating the brand for the product, brush strokes seemed appropriate & encapsulated the theme for the work.



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816.674.6024

benlee@yellowrant.com

www.yellowrant.com

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