

# Josh Cleland

Designer/Illustrator

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503.349.6940



## SPAGHETTI REX: RESTAURANT CONCEPT

Goal was to create a complete brand for a fictional family Italian restaurant. Branding includes exploration, logo design, illustration, typography, menu design, signage, and more.

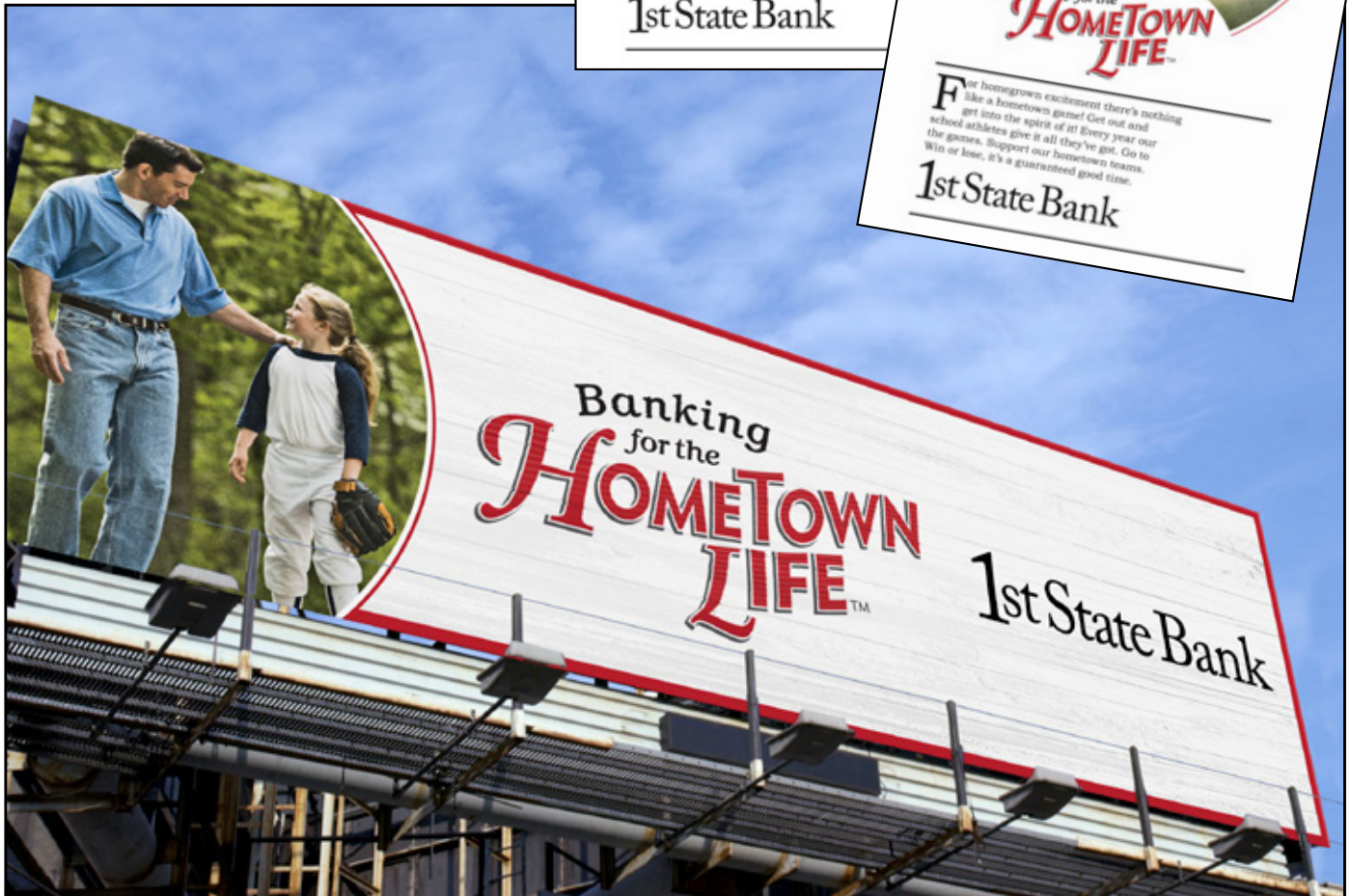
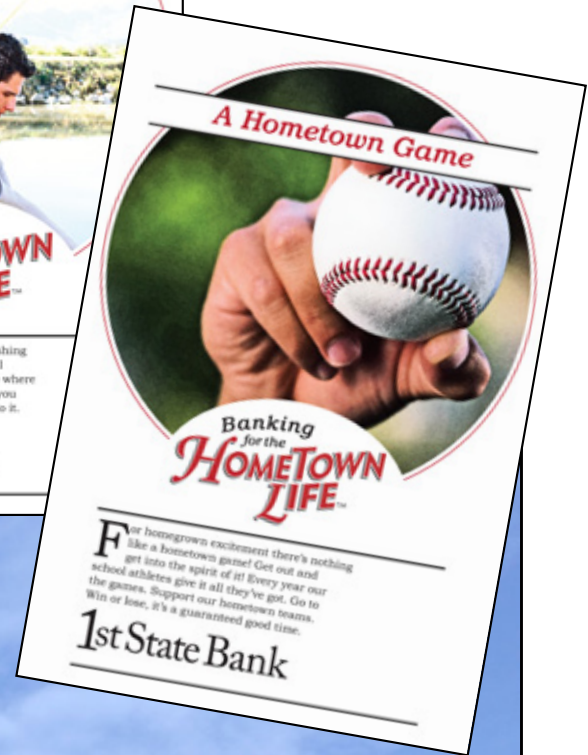
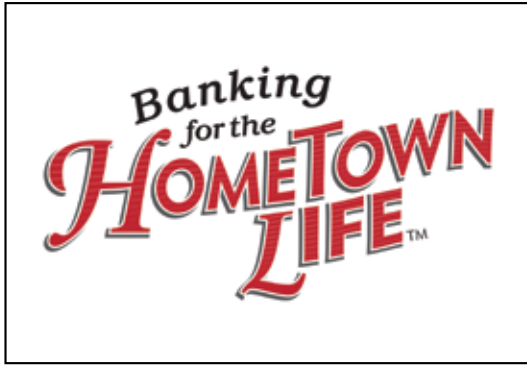
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## BANKING FOR THE HOMETOWN LIFE

Created as a marketing campaign for small community banks. The campaign is licensed to banks across the country. The visual identity has been described as Norman Rockwell meets American past-time baseball, giving the campaign a quaint spirit. The campaign includes art for newspapers, direct mail pieces, billboards, and posters. My responsibilities included visual branding design, logo design and illustration, image research, and graphic production.

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**LOOK  
FORWARD,  
REACH  
HIGHER™**



**THE FUTURE  
IS COMING  
SOONER THAN  
YOU THINK**

There's no question about it. Having a new baby definitely starts you thinking about the future. We're looking forward, reaching higher, finding new ways to help you meet your family's growing needs. From savings and investing to retirement planning, we have a full range of investment options available to you.

**Valley**  
NATIONAL BANK  
Member FDIC

*"Looking forward, reaching higher"*



**LOOKING  
FORWARD,  
REACHING  
HIGHER**

Step by step, that's the way...building tomorrow today. We're looking forward, and reaching higher finding better, smarter, faster and easier ways to serve the financial needs of our area hometowns and communities.

**Valley**  
NATIONAL BANK  
Member FDIC

*"Looking forward, reaching higher"*



**LOOK FORWARD,  
REACH HIGHER™**

**Valley**  
NATIONAL BANK  
Member FDIC

## LOOKING FORWARD, REACHING HIGHER

Created as a licensed marketing campaign for community banks and credit unions. The campaign is licensed to banks across the country. With signs of the recession diminishing, the campaign focuses on a positive future ahead, and how the financial institution can be a part of that future. My responsibilities included visual branding design, logo design and illustration, image research, and graphic production.

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## MAKING THINGS GROW

Licensed marketing campaign designed for hospitals. Responsibility included logo development, layout, art direction, image research, and art production.

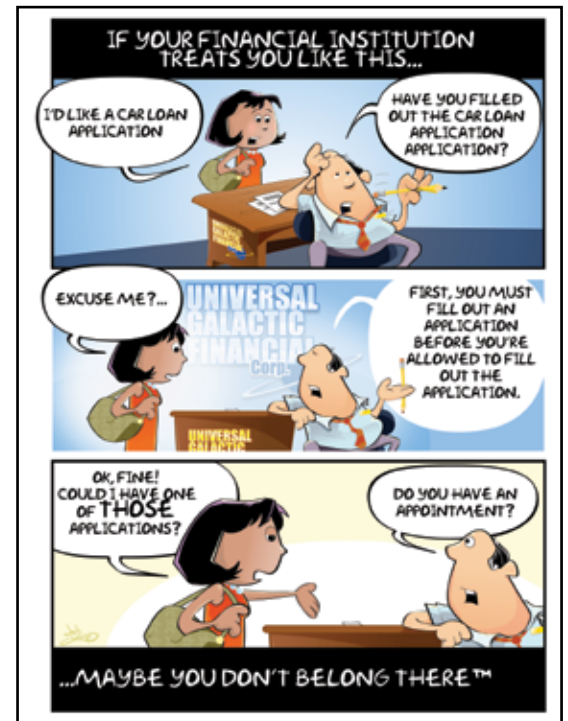
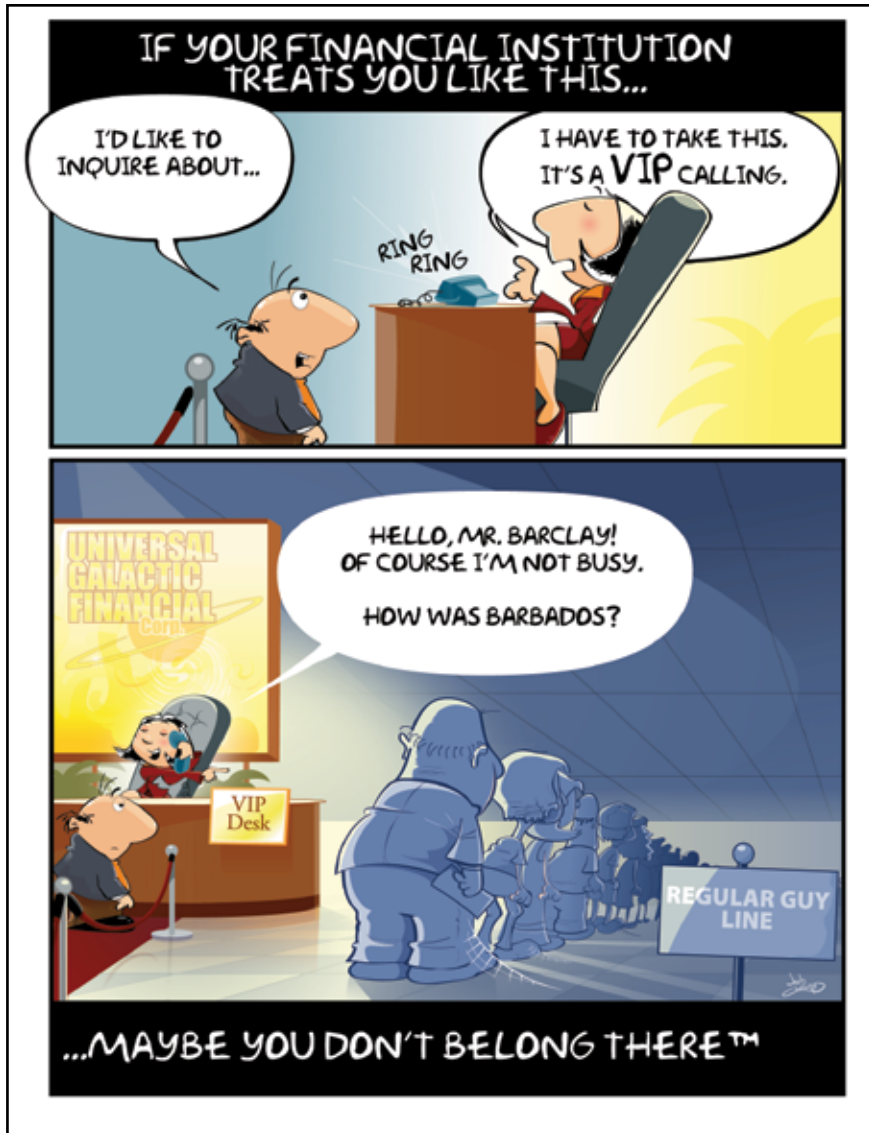
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## MAYBE YOU DON T BELONG THERE

Created as a marketing campaign for small community credit unions and banks. It delivers a message that big banks do not always equal big customer service. The campaign is licensed to small financial institutions across the country, and includes art for five newspaper ads. My responsibilities included visual branding design, illustration, copy editing, and graphic production.

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