

Aubrey Ward **AW**

Print Portfolio
2024



MSU DEPARTMENT REBRANDING

This rebranding of the Mississippi State University Department of Wildlife, Fisheries, and Aquaculture incorporates both the organic shapes of animals and clean lines—marrying both science and nature.





DEATH WISH COFFEE: WAKE THE DEAD

Death Wish Coffee is a brand known for its strong coffee and dark branding. This ad campaign plays with these by suggesting that the coffee will bring already dead people back to life.

STRONG ENOUGH TO

Available now at your local grocery stores or at DeathWishCoffee.com



WAKE THE DEAD



STRONG ENOUGH TO



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WAKE THE DEAD



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WAKE THE DEAD

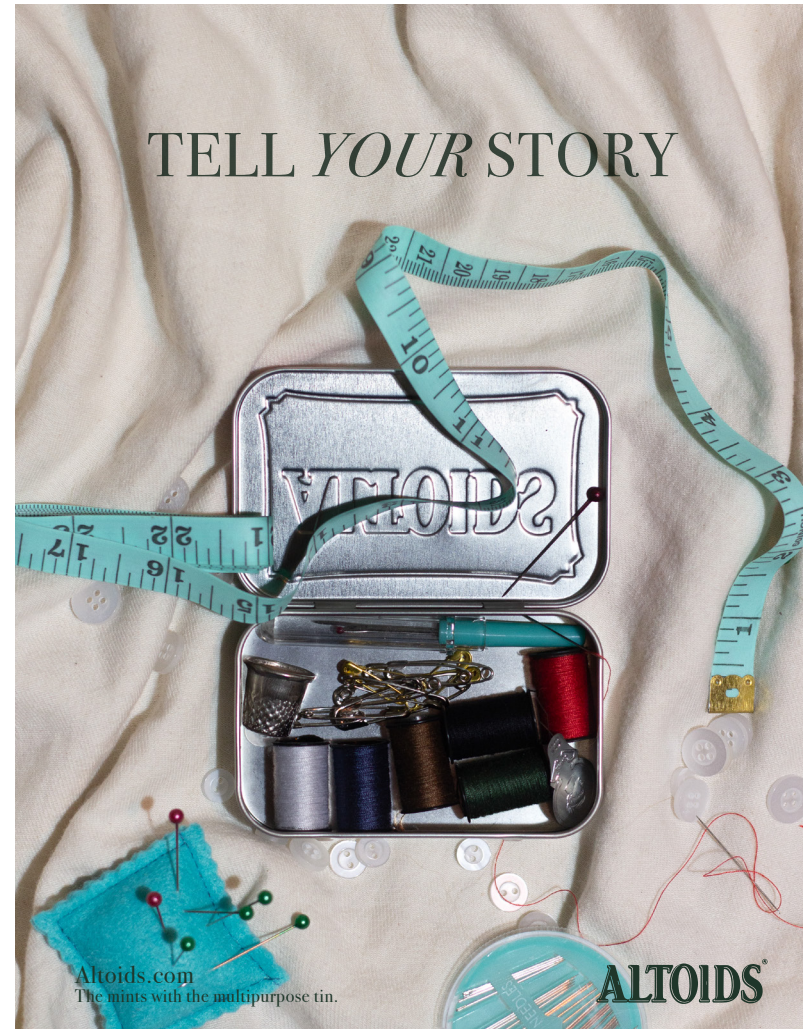


ALTOIDS®

ALTOIDS: TELL YOUR STORY

Altoids is a well established brand known for its “curiously strong mints,” but this ad campaign instead focuses on the highly recognizable tin that can become an extension of a person. Through the use of photography and subtle type, each tin tells a specific story.

TELL *YOUR* STORY



Altoids.com
The mints with the multipurpose tin.

ALTOIDS

TELL *YOUR* STORY



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ALTOIDS

TELL *YOUR* STORY



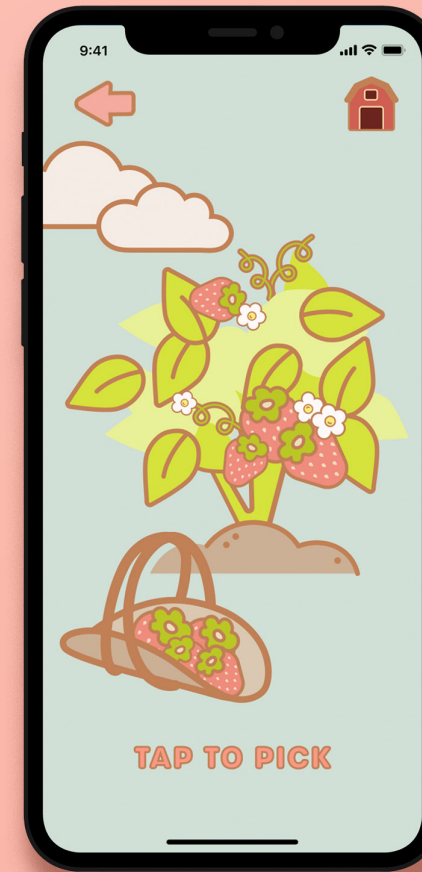
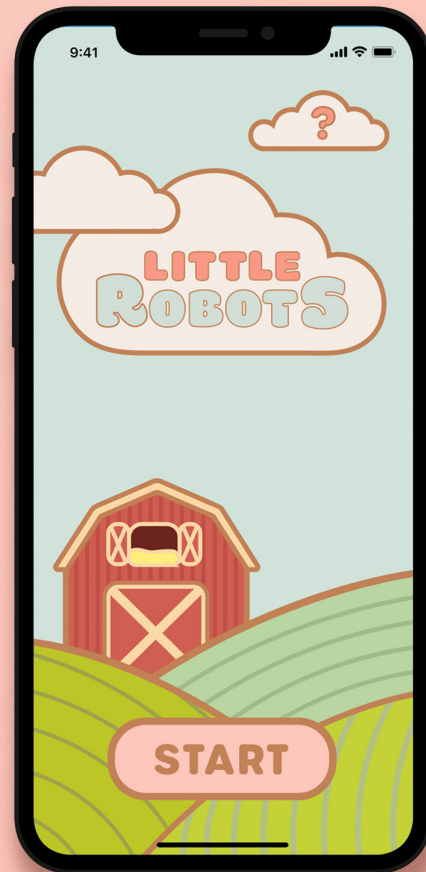
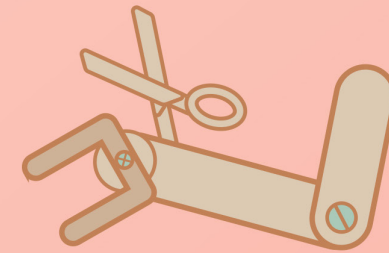
Altoids.com
The mints with the multipurpose tin.

ALTOIDS

LITTLE ROBOTS

LITTLE ROBOTS: CHOOSE YOUR OWN ADVENTURE APP PROTOTYPE

Little Robots is a collaborative educational choose-your-own-adventure style mobile game prototype. The fun and simple layout of the app is juxtaposed by fun colors and illustrations, leading to an application that can be visually appealing for both children and adults who seek to learn more about agricultural robots and their uses.

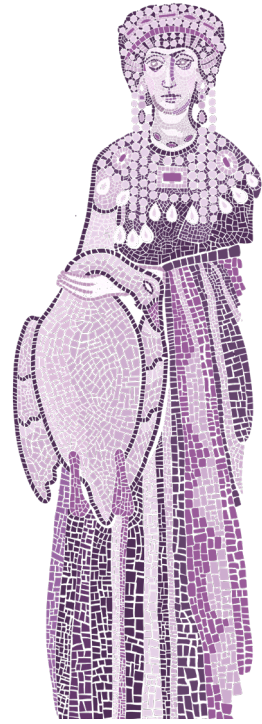




CURSED AFFIRMATIONS

The packaging for this card deck is a play on the expected aesthetics of an “affirmation card deck.” These affirmations are instead, unsettling, and the vintage inspired illustrations and the muted color work in tandem to further the ominous feeling.





EMPRESS THEODORA SKATEBOARD DECK

A skateboard deck that commemorates the life of one of history's most bad-ass women, Empress Theodora.





SENTIMINT

Sentimint is a tea company that specializes in different varieties of mint tea. The packaging explores vintage inspired illustrations and bright colors while still keeping a clean and wholesome aesthetic—just like the tea they create.



Thank you! **AW**

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