



Brand Refresh

(3 Month Progress)

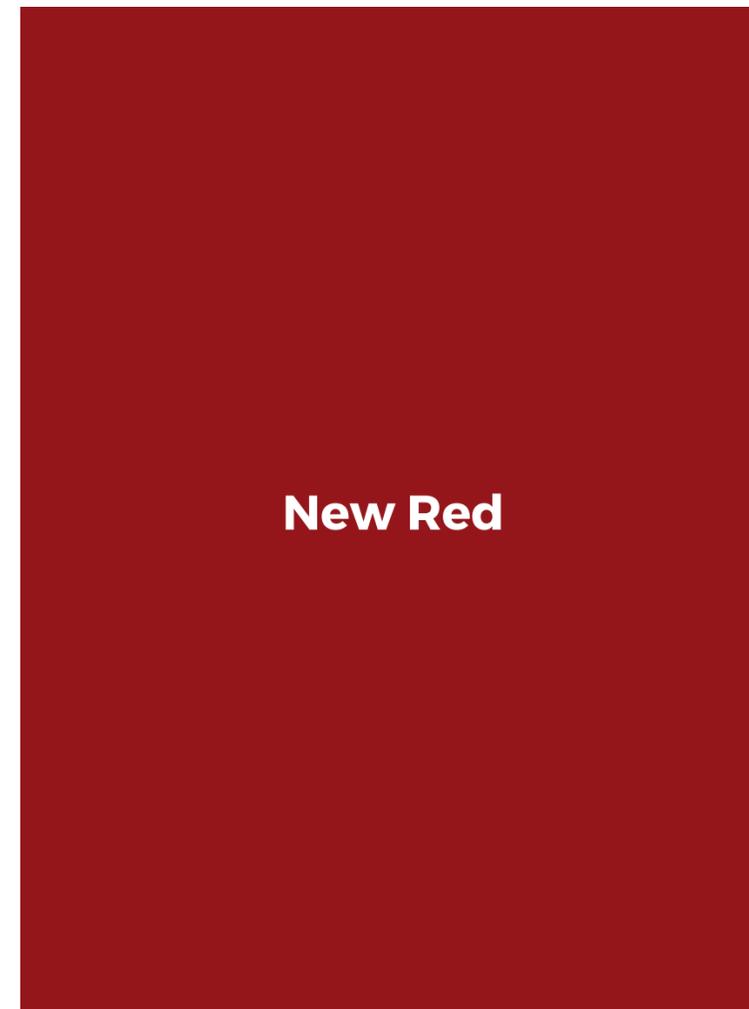
Modern Logo

The idea was to stay true to Stonefire's roots and keep the recognizable font. We updated the secondary font and changed the hanging bar into a border to make it look modern while not straying too far.



Color Refresh

We wanted to go away from a burgundy, which we felt dated the brand, and instead opted for a brighter red to give it more life.



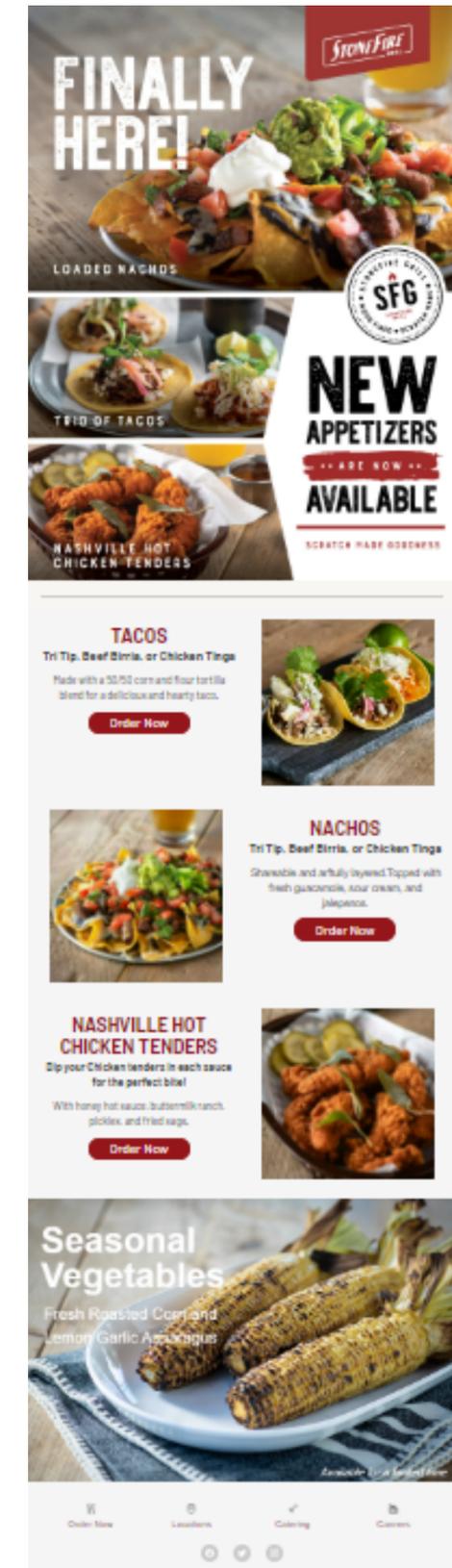
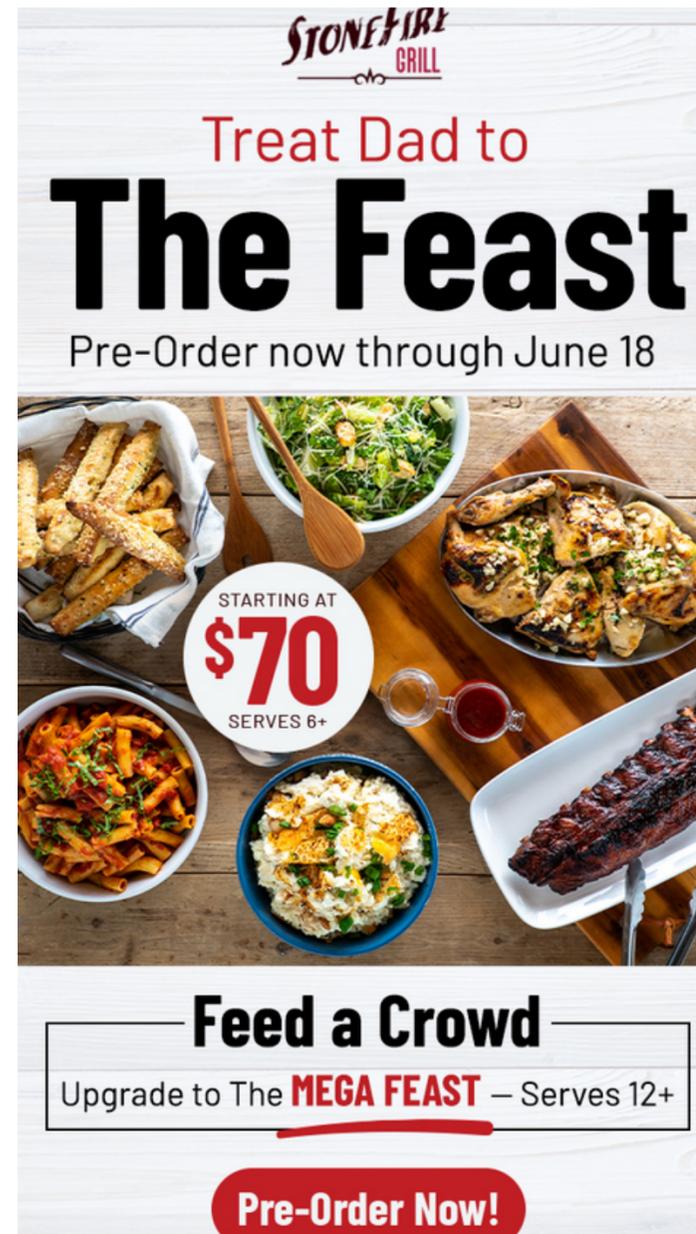
Catering Vans

This project started with outsourcing and providing creative direction, but with a deadline quickly approaching, I took over and designed the vans from scratch utilizing Adobe Creative Cloud.



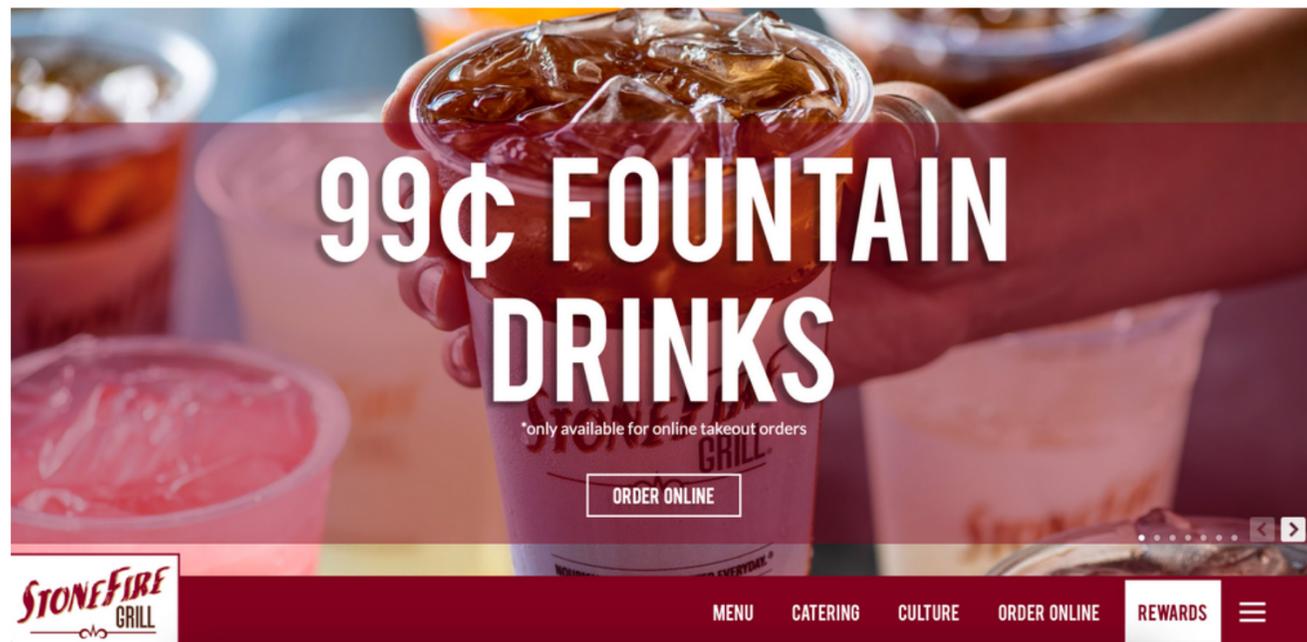
Email Designs

Part of this brand refresh was an update to all guest-facing communications. The first step was updating the email designs to look fresh and modern.



Website Coming Soon

We worked with an agency to create a website that was more modern, easier to navigate and reflected the new brand update. New website launched September 2022.



Photos

(before my creative direction)



Photos

(after my creative direction)

