

MADE BY **möll**

COMPLETE CREATIVE WORKS

THE PRIVATE COLLECTION

2021

The Creative

Joy-Ann "Molli" Johnson, Founder and Lead Creative of Made By Molli - a boutique branding agency, is committed to luxury brand design and management. Serving only regally ingenious solutions, for the best and brightest brands, she is guided by the north-star: Breathe Luxury. Become Iconic.

BRAND DEVELOPMENT	★★★★★
ALL PRINT FORMATS	★★★★★
CAMPAIGN DEVELOPMENT	★★★★★

Strategic Planning | Concept Creation and Writing | Brand Model Development | Strategic Thinking | Visual Quality Control | Psychology-Driven Branding and Brand Growth is what I will deliver.

Ö

Thank you for viewing my complete Creative Works for the year 2021. This document divides my expertise into 5 categories :

Social Media/ Flyers, Branding, Magazines, labels, Magazines & Abstract/Iconic Art.

Happy viewing,



DISCLAIMER:

This document (including all images) contains confidential information and may also be LEGALLY PRIVILEGED and is intended for a specific individual and purpose. If you are not the intended recipient, please contact Joy-Ann 'Molli' Johnson, Brand Strategist & Designer by calling 1.876.793.7283 or by electronic mail and then delete this message from your system. Any disclosure, copying, or distribution of this message, or the taking of any action based on it, is strictly prohibited without the prior written consent of its author.

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SOCIAL MEDIA PORTFOLIO

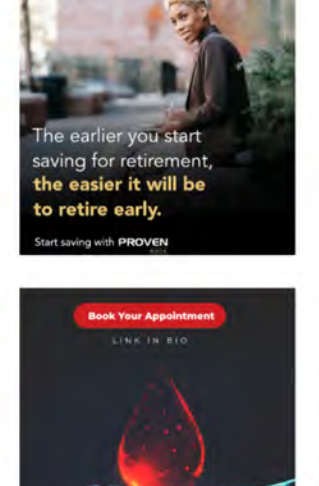
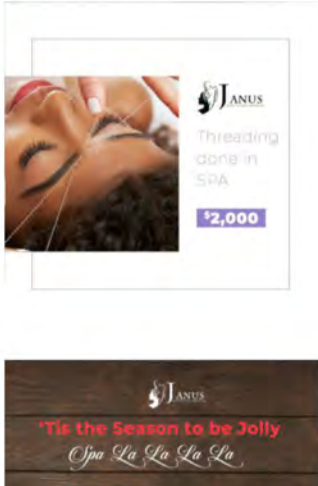
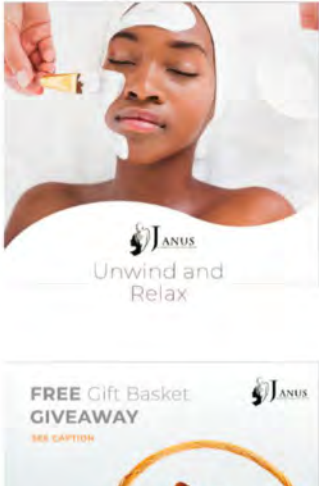
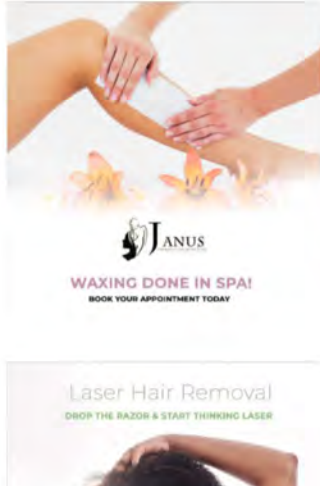
...dn mous

...in the world as your best, authentic self

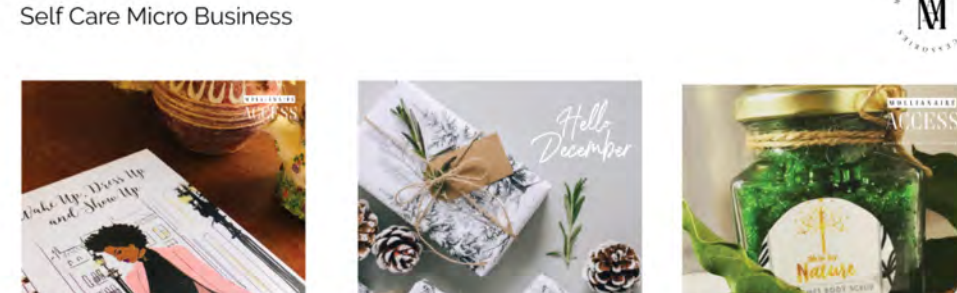
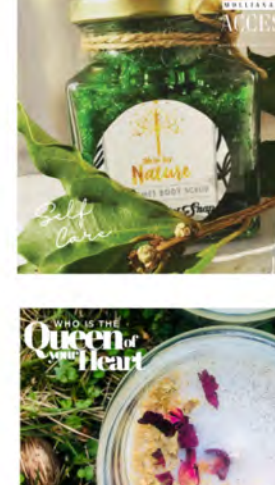
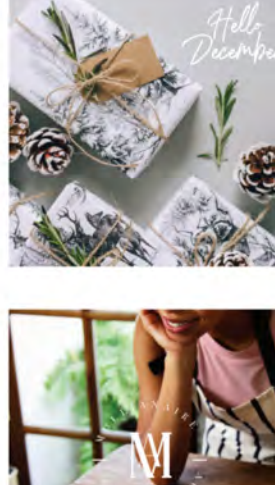
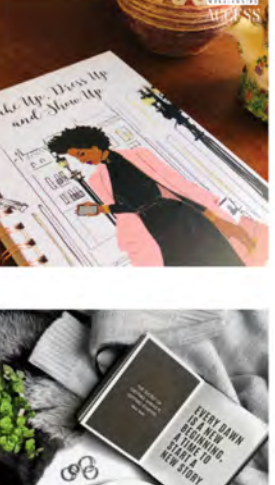
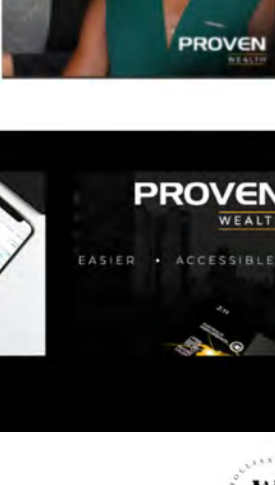
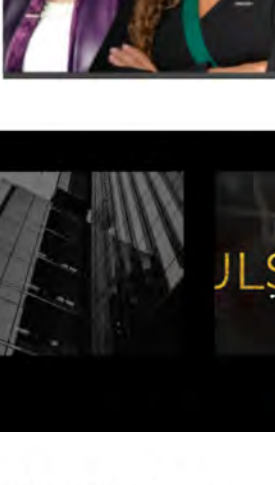
Digital Flyers / Social Media Posts

Could your business benefit from a monthly social media retainer? Made By Mölli has served clients in several industries in the digital space, including but not limited to: beauty, food, investments and e-commerce. My team and I continue to expand to serve even more audiences... and while I specialize in content creation, we can create packages for social media management as well.

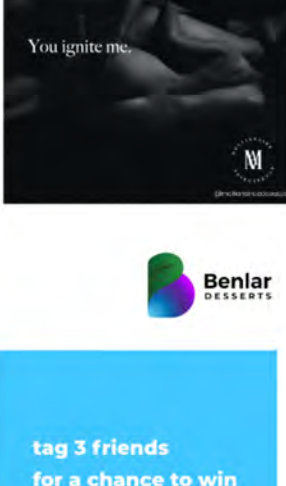
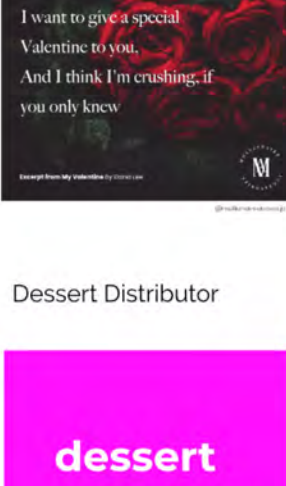
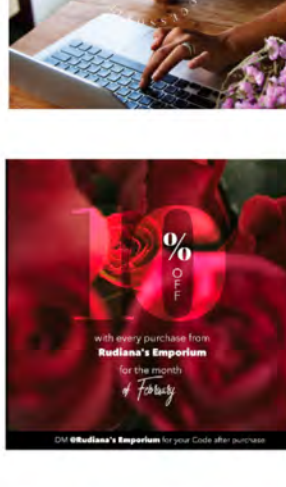
Cosmetic & Medical Spa



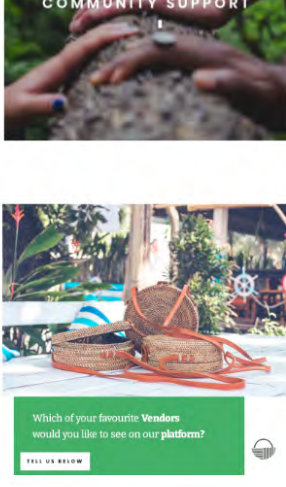
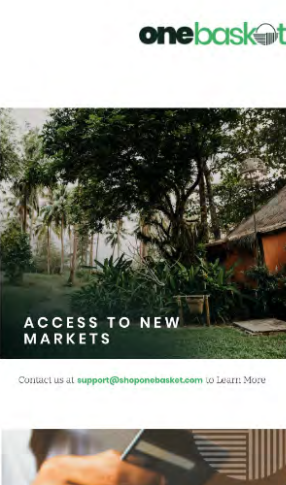
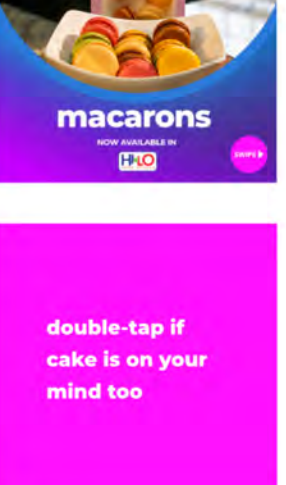
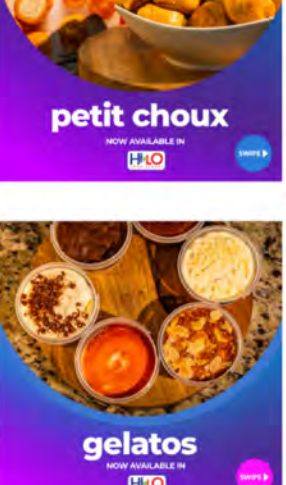
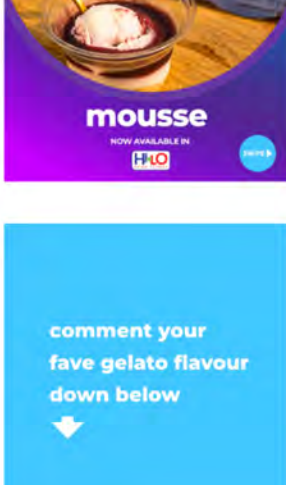
Investment Corporation



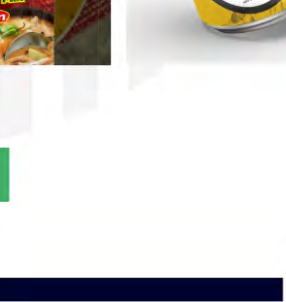
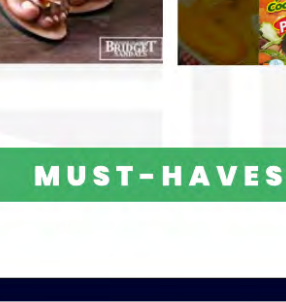
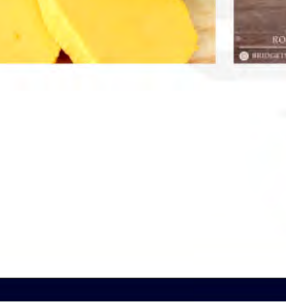
Self Care Micro Business



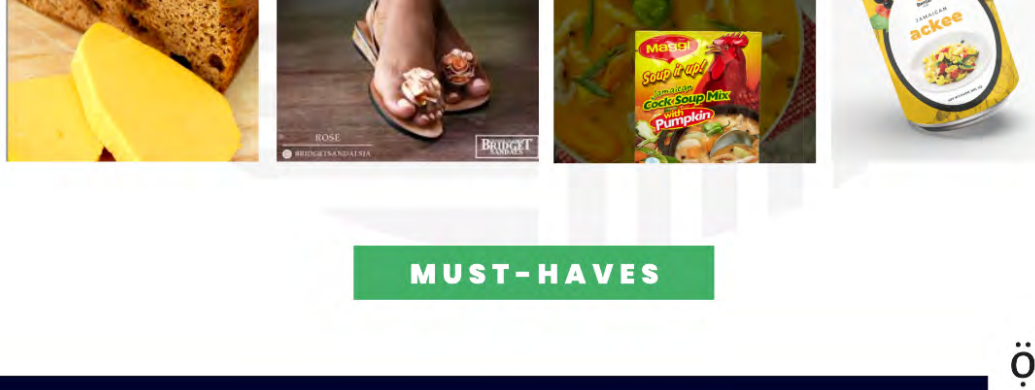
Dessert Distributor



Online Marketplace



MUST-HAVES



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PRODUCT LABEL/PACKAGING DESIGN PORTFOLIO

To innovate is...

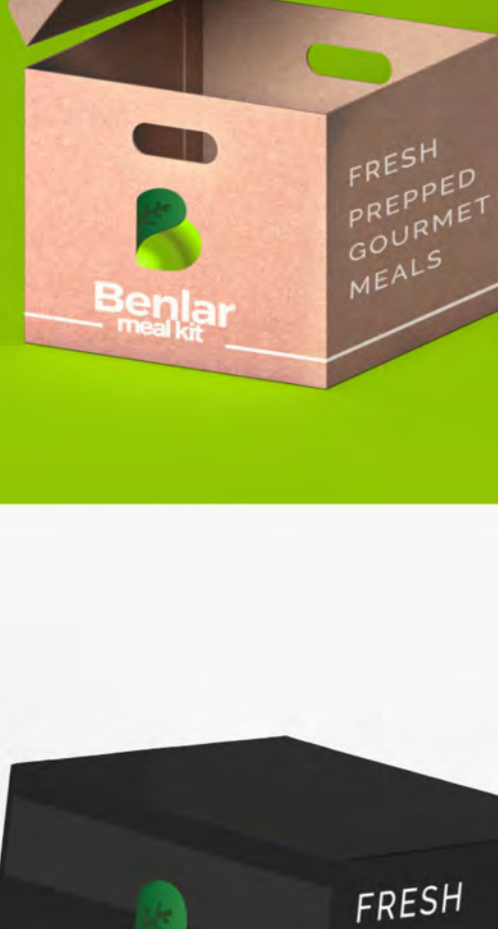
To be set apart.
To become an
ICON.

PRODUCT LABEL / PACKAGING DESIGN

Miss Birdie Product Concept Art



Benlar Meal Kit Product Concept Art



MADE BY möll

BRANDING PORTFOLIO

Are you Ready...

To entirely re-discover and revolutionize your brand?

Brand Strategy & Design

Made By Molli creates compelling brand strategy and imagery that inspires desire and demand within our clients' target audiences, and command respect in their respective industries. Made By Molli is the brand for brands.

RELAX & POST

Background:

Relax & Post is your dependable guide to hassle-free website development and online web presence creation; headed by a written communications whizz, who's decade-long expertise in web development, has catapulted her into the world of e-commerce. Relax and Post provides luxurious and aesthetic web spaces.

Status:

Re-Launched & Operational

Final Deliverables:

Logo & Icon Design, Color Palette Development, Brand Storytelling

Icon



Logo



Visual Treatment

Brand Mood:



Challenge:

Though the brand dream was understood, the cohesive telling of the brand story was not present, and therefore the ideal clientele could not be communicated to.

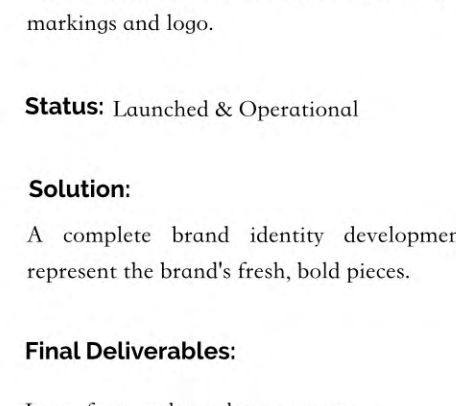
Solution:

Made By Molli developed the brand dream into a brand story that could now be communicated to the ideal clientele. By creating a visual system which weaved the value proposition into the visual presentation, the brand could now inspire confidence, class and consumer trust. As a result the client was able to increase her rates to match the new perceived brand value, maximizing sales and resting comfortably within her intended market space.

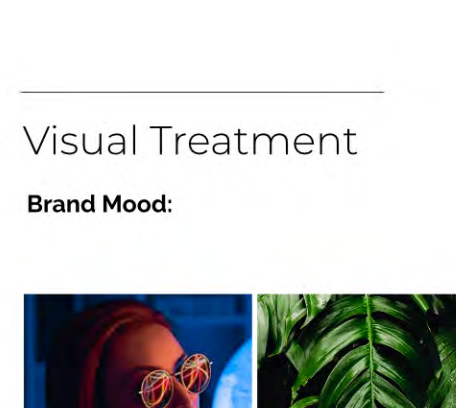
Brand Application:



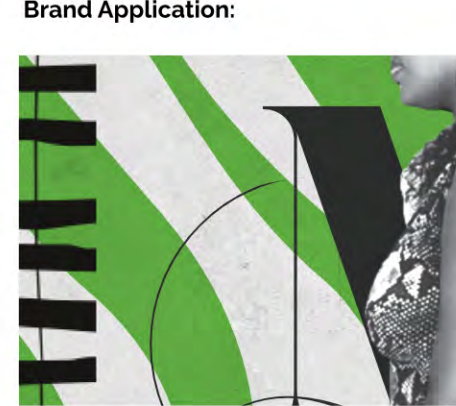
Visual Application:



Brand Application:



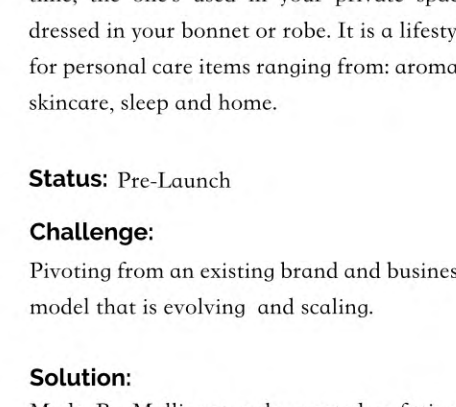
Visual Application:



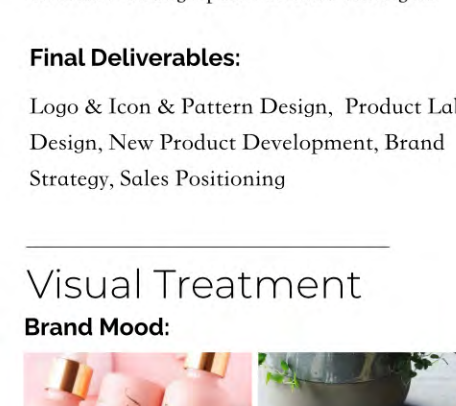
Brand Application:



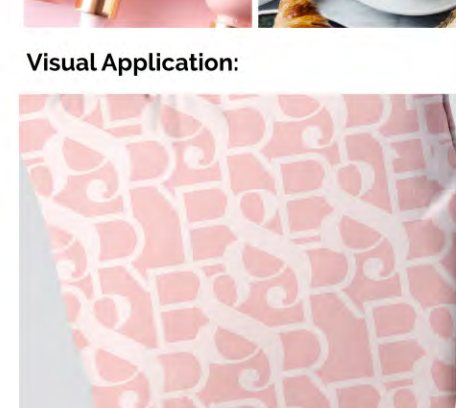
Visual Application:



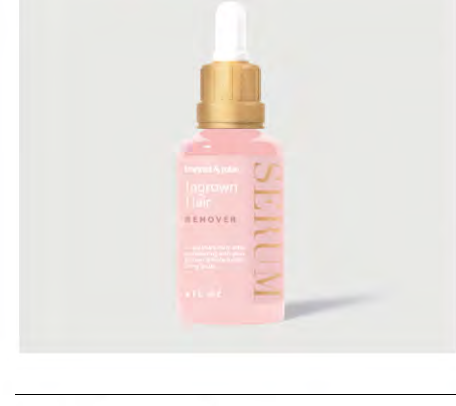
Brand Application:



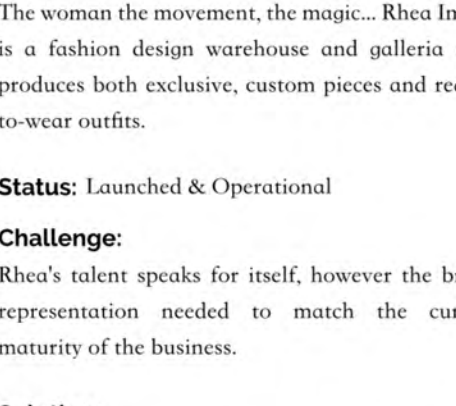
Visual Application:



Brand Application:



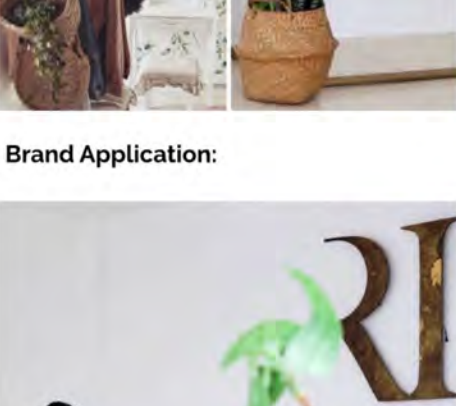
Visual Application:



Brand Application:



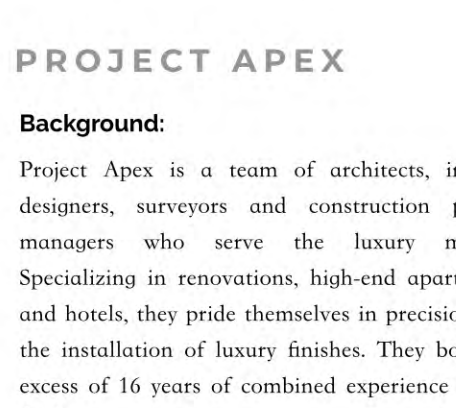
Visual Application:



Brand Application:



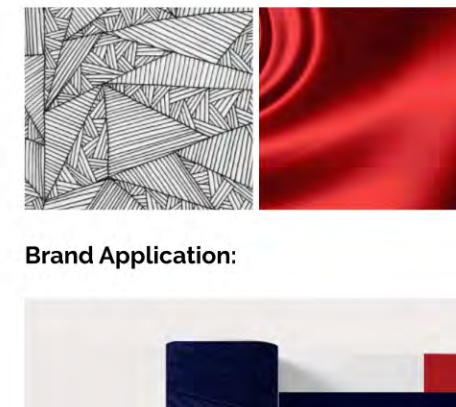
Visual Application:



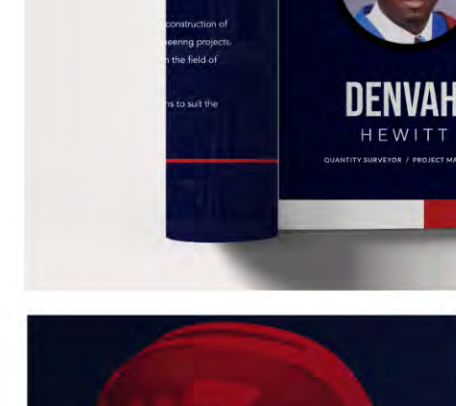
Brand Application:



Visual Application:



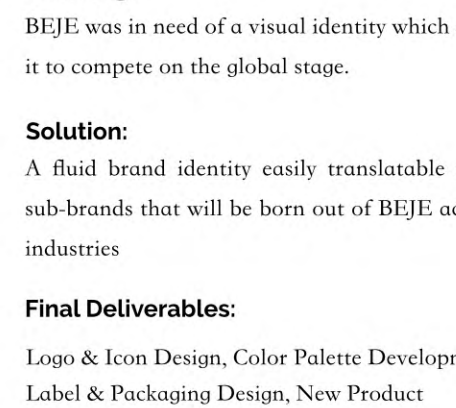
Brand Application:



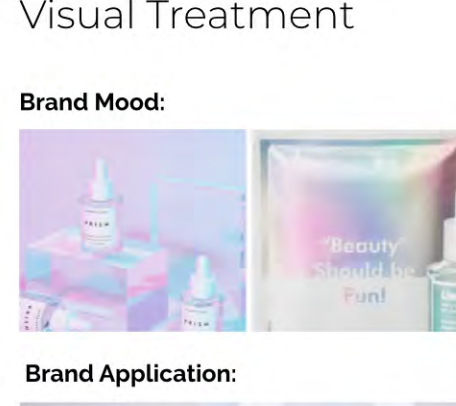
Visual Application:



Brand Application:



Visual Application:



Brand Application:



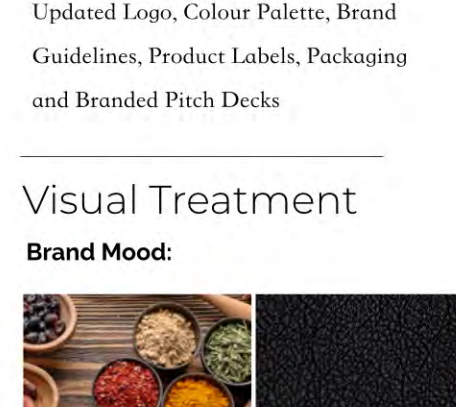
Visual Application:



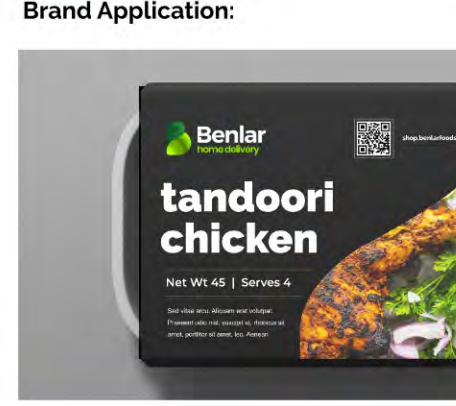
Brand Application:



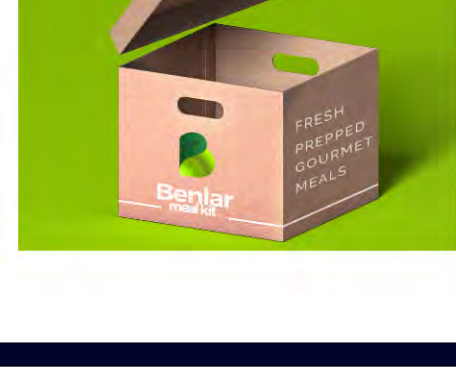
Visual Application:



Brand Application:



Visual Application:



ONE BASKET

Background:

One Basket is the jewel of Caribbean e-commerce. This online platform bridges the cape between sellers in the West Indies and buyers overseas, that otherwise would not have access to authentic, Caribbean-made products.

Status:

Launched & Operational

Challenge:

The absence of a brand identity that can communicate internationally in order to convert sales in a global market.

Solution:

In collaboration with One Basket's web development team, Made By Molli built out a complete digital brand deck of international standards.

Final Deliverables:

Logo & Icon Design, Color Palette Development, Web Banners, Social Media Styling and Email Footers

Icon



Logo



Visual Treatment

Brand Mood:



Brand Application:

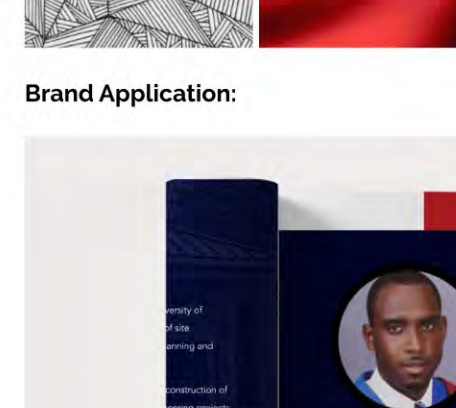


Visual Treatment

Brand Mood:

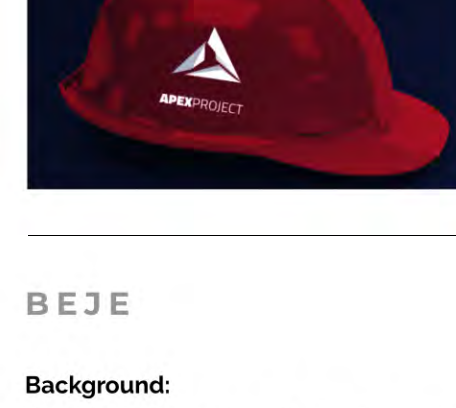


Brand Application:

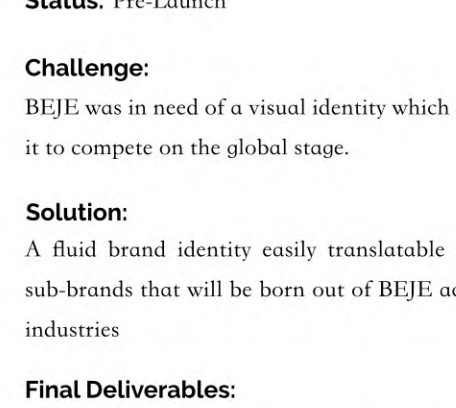


Visual Treatment

Brand Mood:

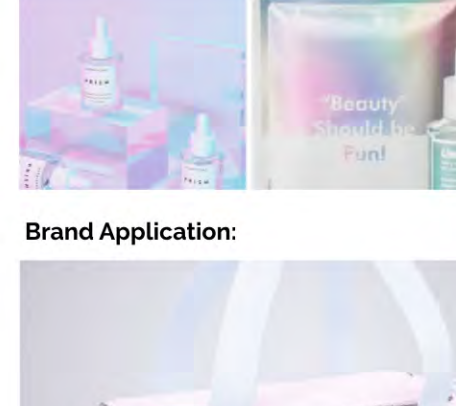


Brand Application:



Visual Treatment

Brand Mood:

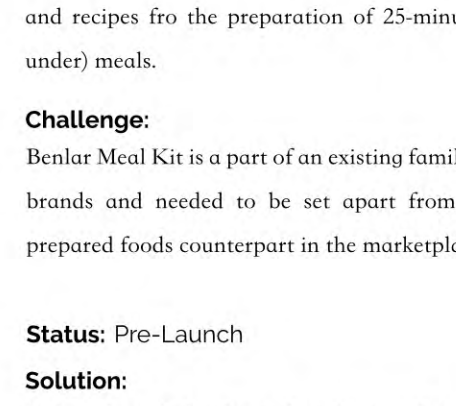


Brand Application:

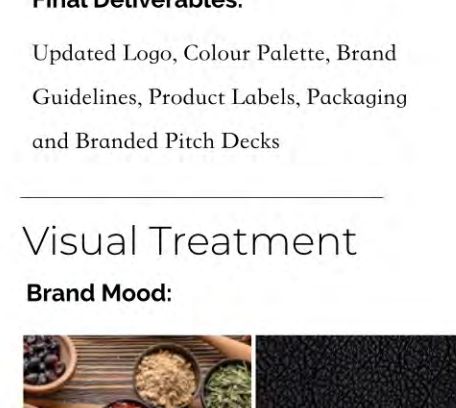


Visual Treatment

Brand Mood:

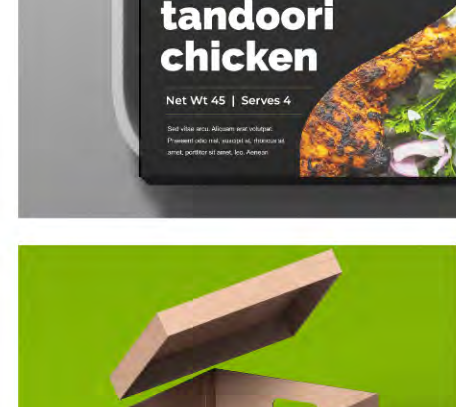


Brand Application:



Visual Treatment

Brand Mood:



Brand Application:



NIRE ERA

Background:

Nire Era is a boutique line which designs signature pieces for the modern woman.

Challenge:

Nire Era was in need of a signature color palette, markings and logo.

Status:

Launched & Operational

Solution:

A complete brand identity development to represent the brand's fresh, bold pieces.

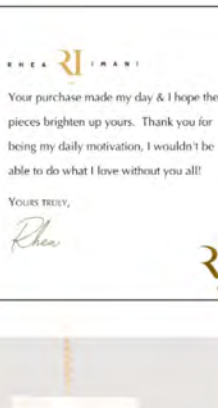
Final Deliverables:

Logo, fonts, color palette, patterns.

Pattern



Logo

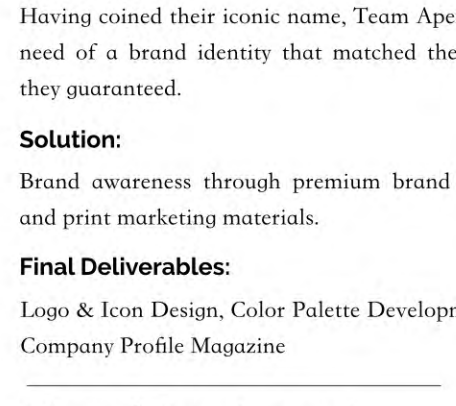


Visual Treatment

Brand Mood:

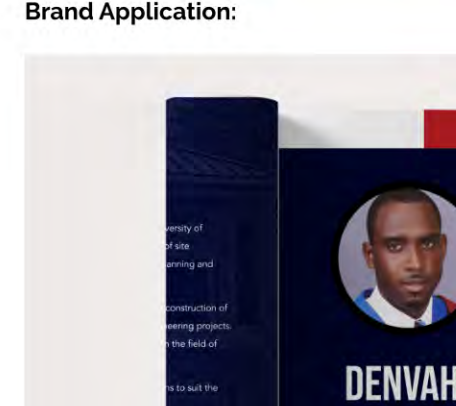


Brand Application:



Visual Treatment

Brand Mood:

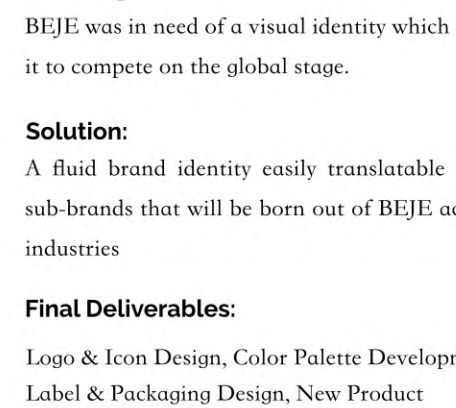


Brand Application:

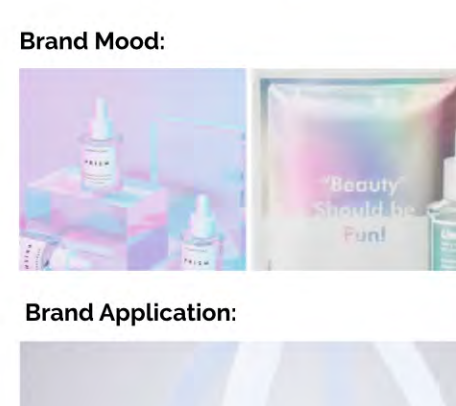


Visual Treatment

Brand Mood:



Brand Application:

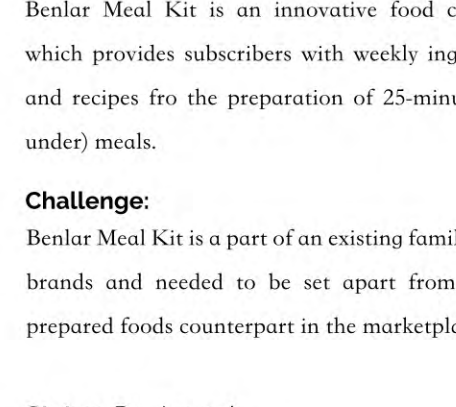


Visual Treatment

Brand Mood:



Brand Application:

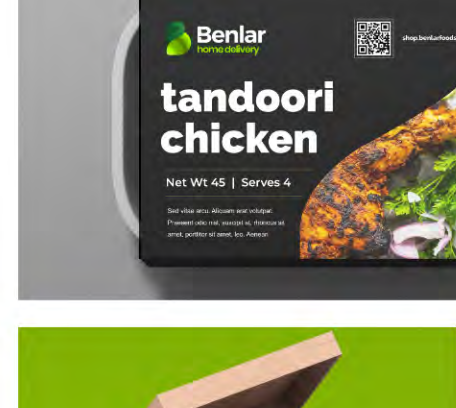


Visual Treatment

Brand Mood:



Brand Application:



Visual Treatment

Brand Mood:



BONNET & ROBE

Background:

B&R is the re-brand of an Instagram self-care store. It typically provides products for an individuals "me" time, the one's used in your private space, likely dressed in your bonnet or robe. It is a lifestyle brand for personal care items ranging from: aromatherapy, skincare, sleep and home.

Status:

Pre-Launch

Challenge:

Pivoting from an existing brand and business model that is evolving and scaling.

Solution:

Made By Molli not only created a fitting brand identity and product label design, but also assisted in pivoting the business into a more sustainable structure through point of sales strategies.

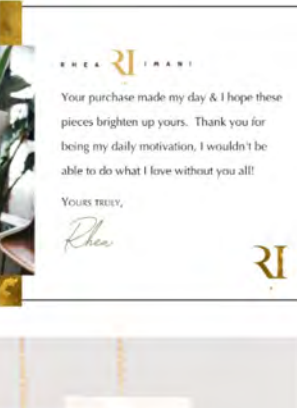
Final Deliverables:

Logo & Icon Design, Pattern Design, Product Label Design, New Product Development, Brand Strategy, Sales Positioning

Icon



Logo

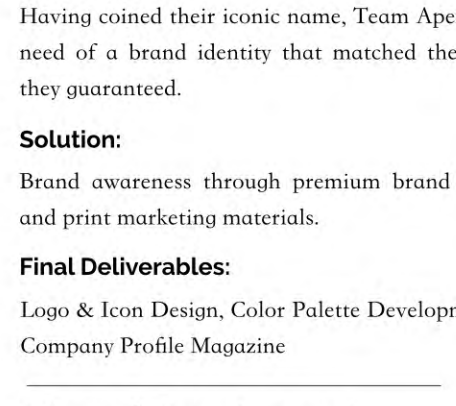


Visual Treatment

Brand Mood:

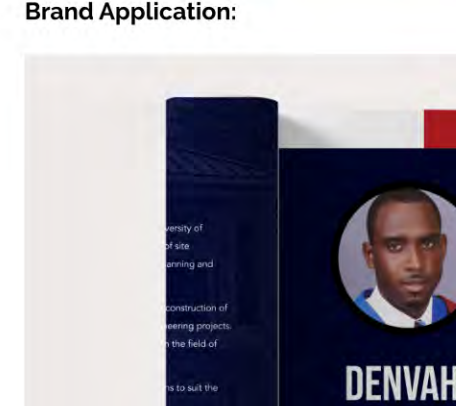


Brand Application:



Visual Treatment

Brand Mood:

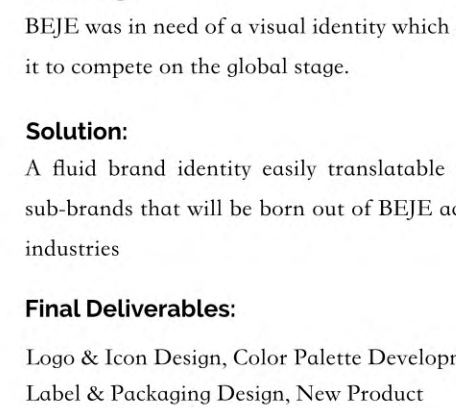


Brand Application:

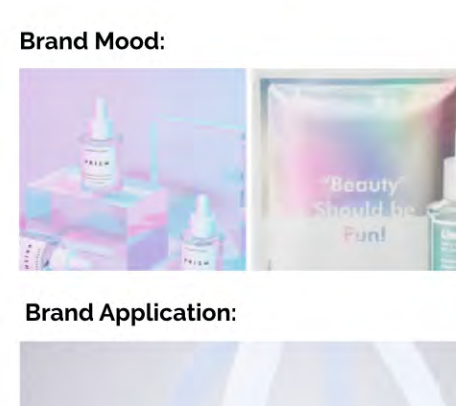


Visual Treatment

Brand Mood:



Brand Application:

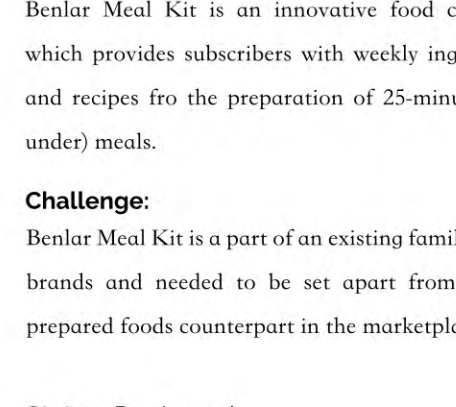


Visual Treatment

Brand Mood:



Brand Application:

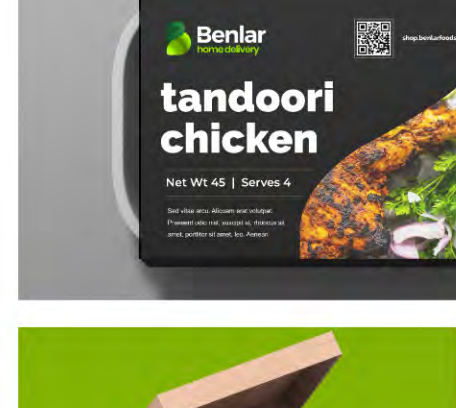


Visual Treatment

Brand Mood:



Brand Application:



Visual Treatment

Brand Mood:



RHEA IMANI

Background:

The woman the movement, the magic... Rhea Imani is a fashion design warehouse and gallery that produces both exclusive, custom pieces and ready-to-wear outfits.

Status:

Launched & Operational

Challenge:

Rhea's talent speaks for itself, however the brand representation needed to match the current maturity of the business.

Solution:

Made By Molli procured a complete brand re-design, developing an icon and a texture that could be easily recognized everywhere as well as easily translatable across clothing tags, signage and all business communications

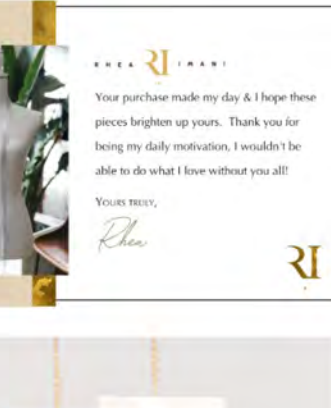
Final Deliverables:

Logo & Icon Design, Brand Texture, Social Media Template, Bag & Tags Design, Customer Postcard Design, Gift Certificate Design, Business Card Design, Wall Decals Design

Icon



Logo

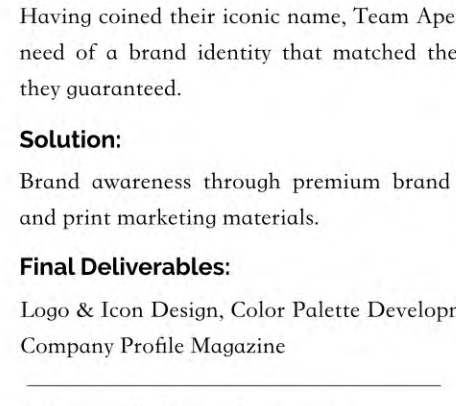


Visual Treatment

Brand Mood:

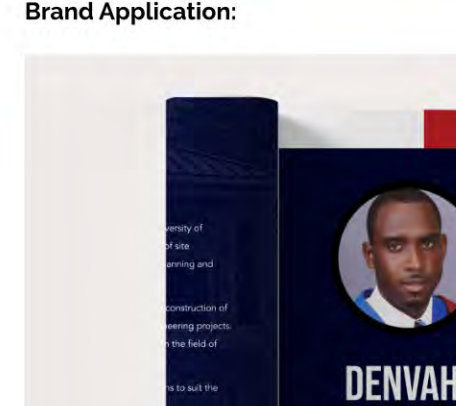


Brand Application:



Visual Treatment

Brand Mood:

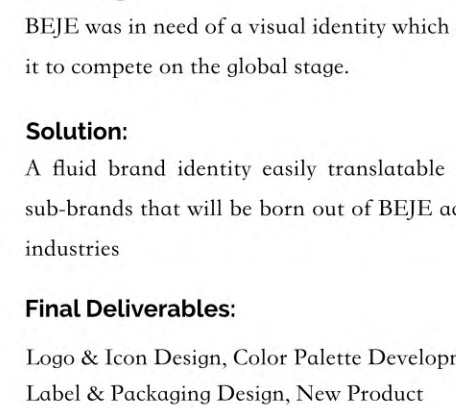


Brand Application:

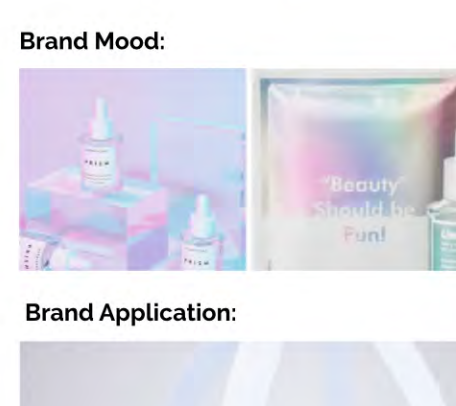


Visual Treatment

Brand Mood:



Brand Application:

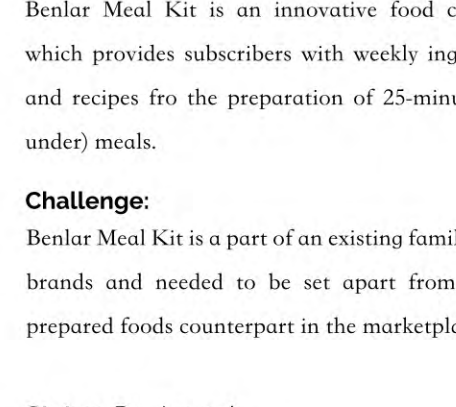


Visual Treatment

Brand Mood:



Brand Application:

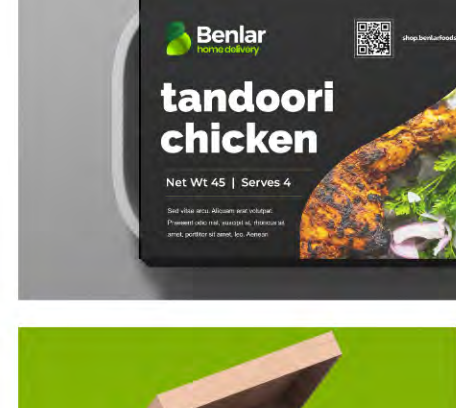


Visual Treatment

Brand Mood:



Brand Application:





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ICONISM

Exit the world of realism...

Enter the worlds of dreams

Welcome to the world of Digital Fine Art

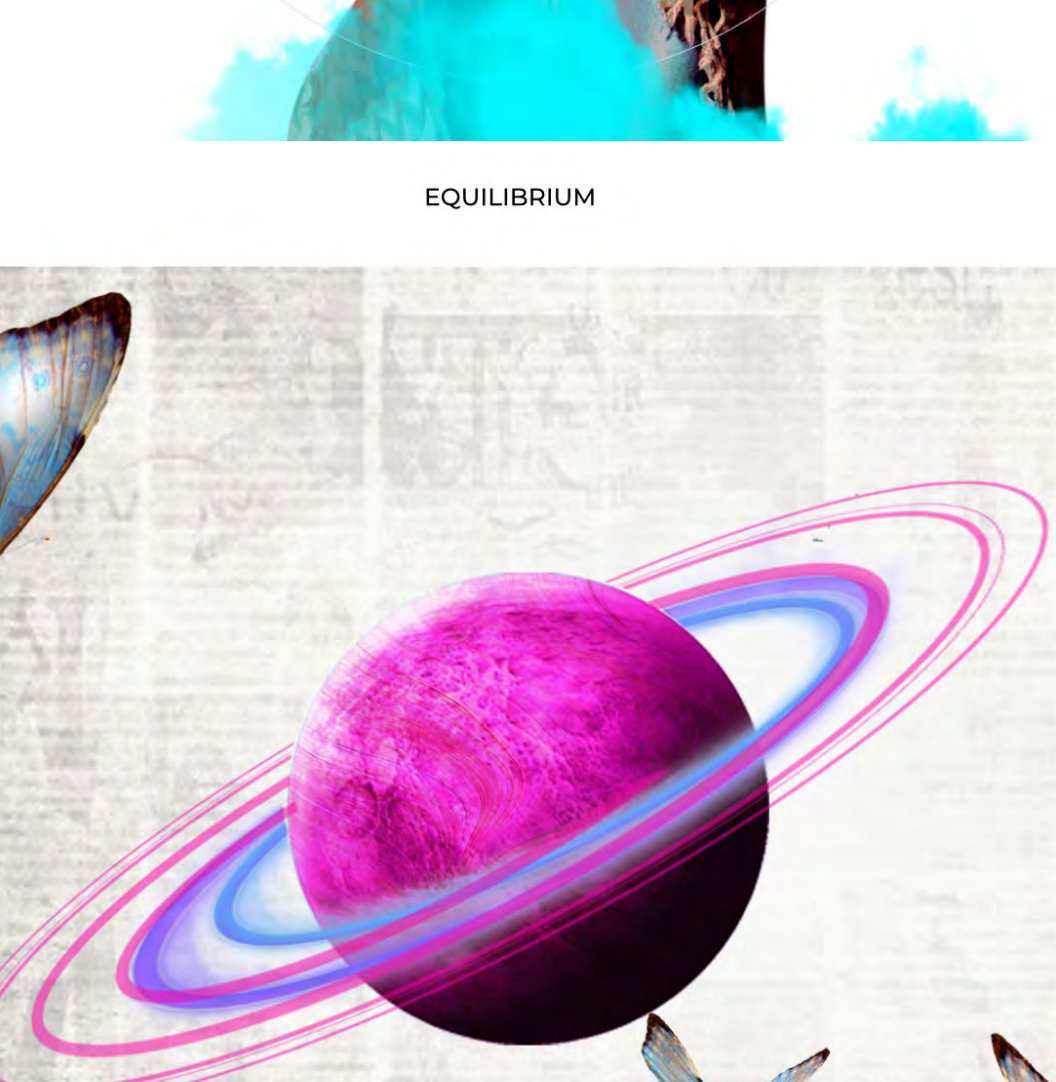
"Art should comfort the disturbed, and disturb the comfortable..." (Cesar A. Cruz)

This adage defines what Made By Mölli recognizes as ICONISM. In iconism, there are no rules, no defining lines or expectations, just dreams as far as the imagination can stretch. Here, the spirit roams free and the imagination wanders unattended.

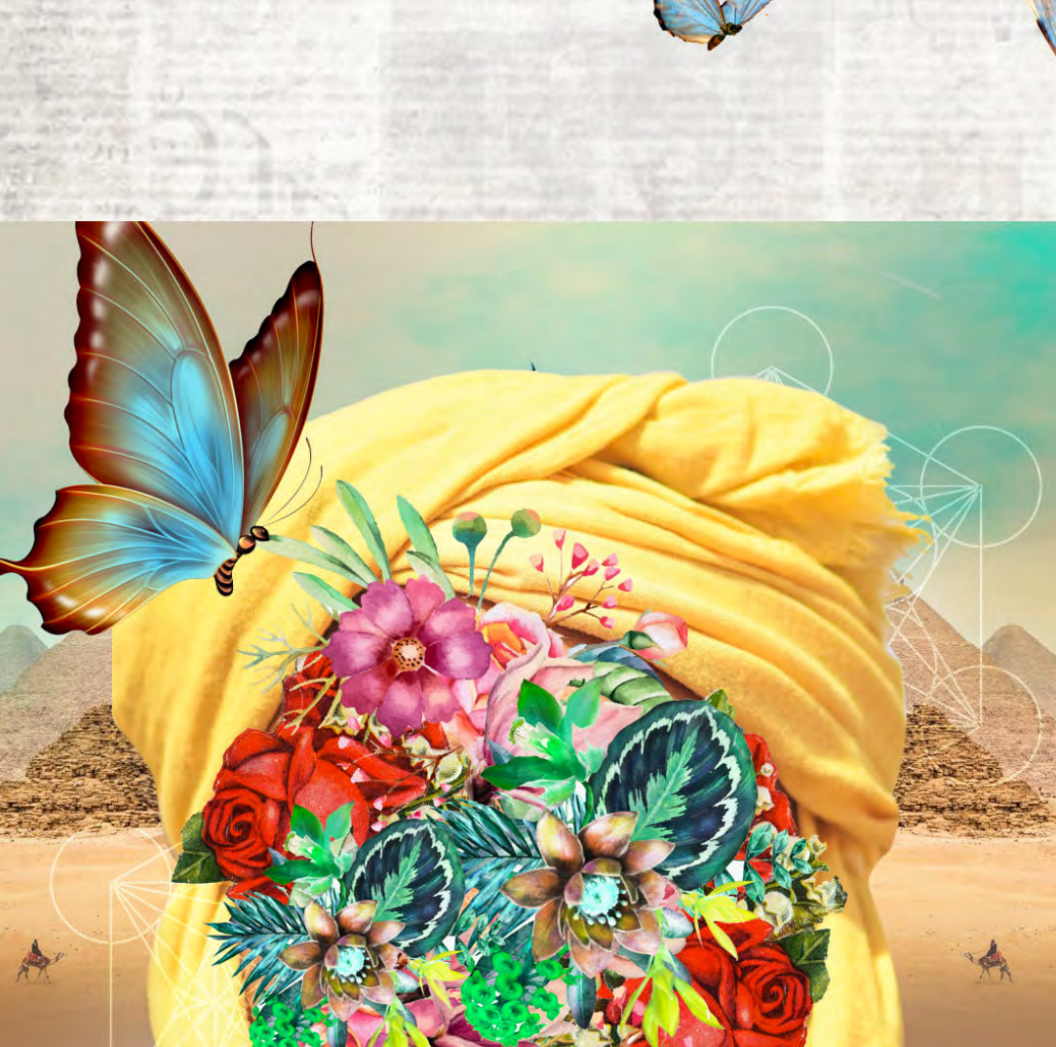
This is the world of creative liberty, where you may request your own piece of art as per your needs...interior decor...merchandise...art direction or to mine as your very own NFT (Non-Fungible Token).

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GENESIS



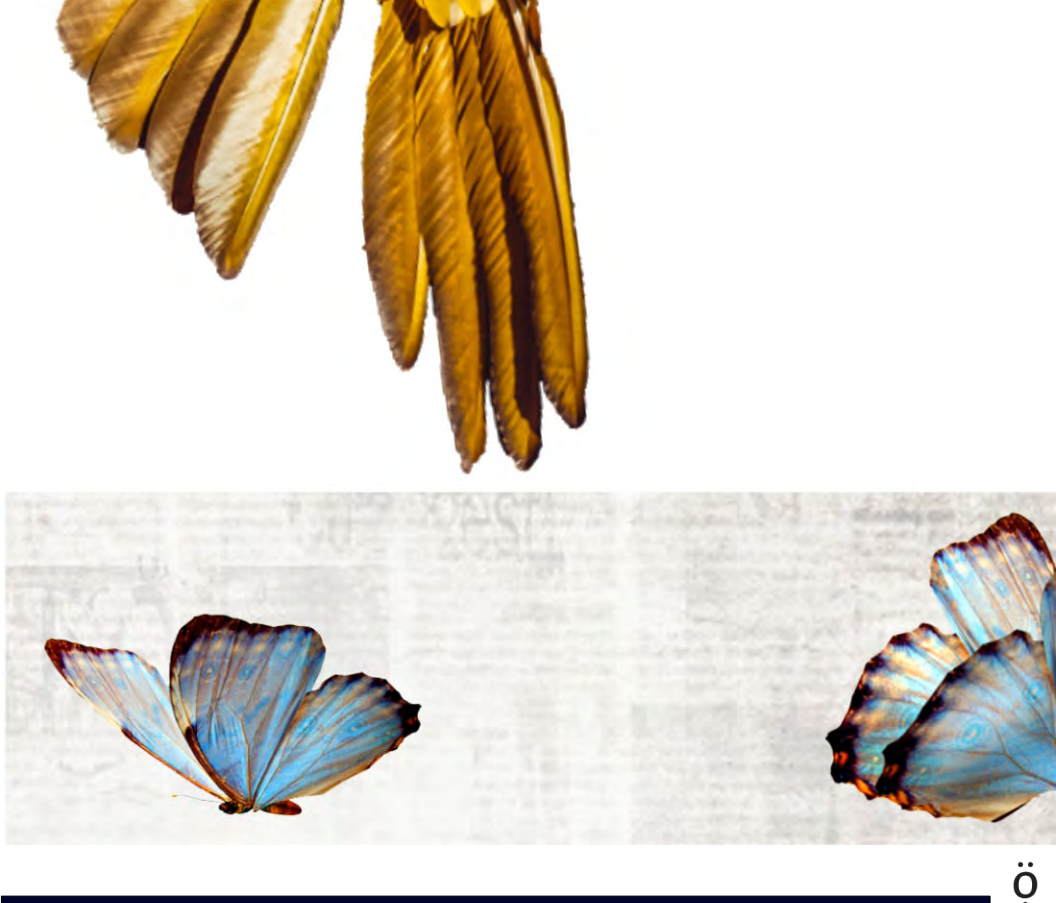
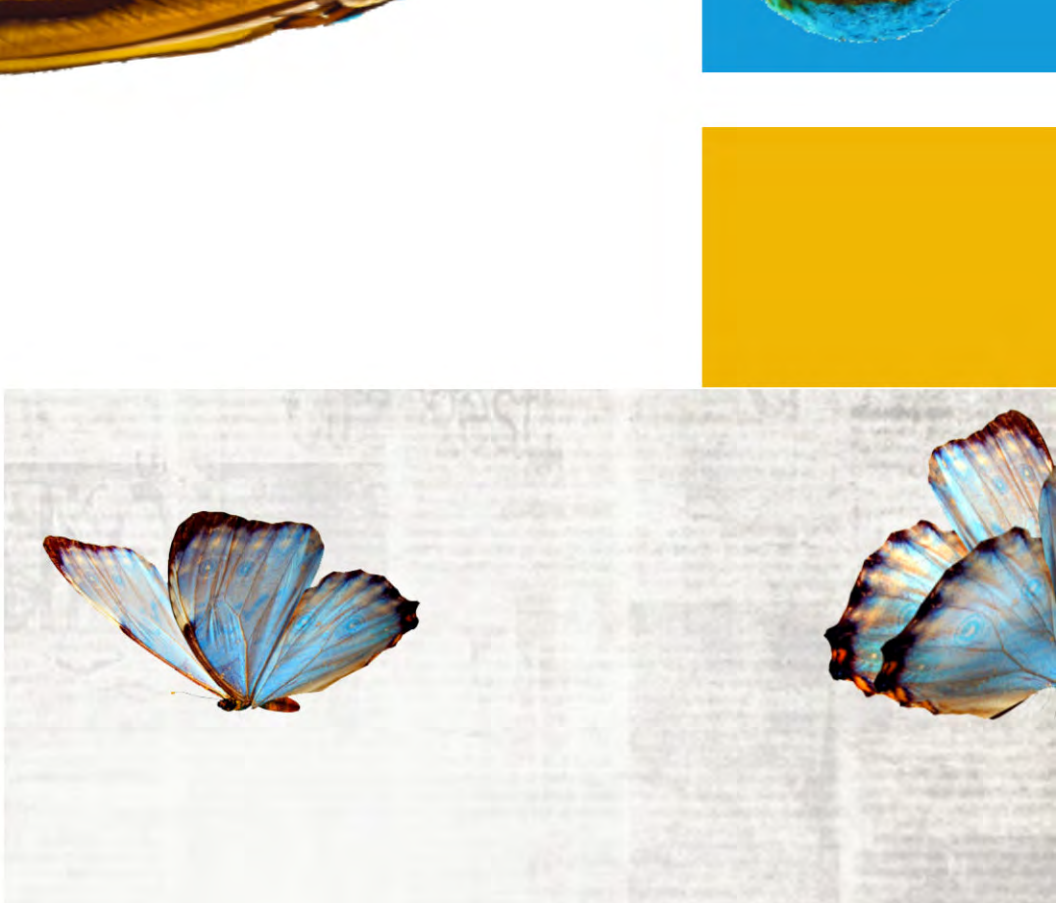
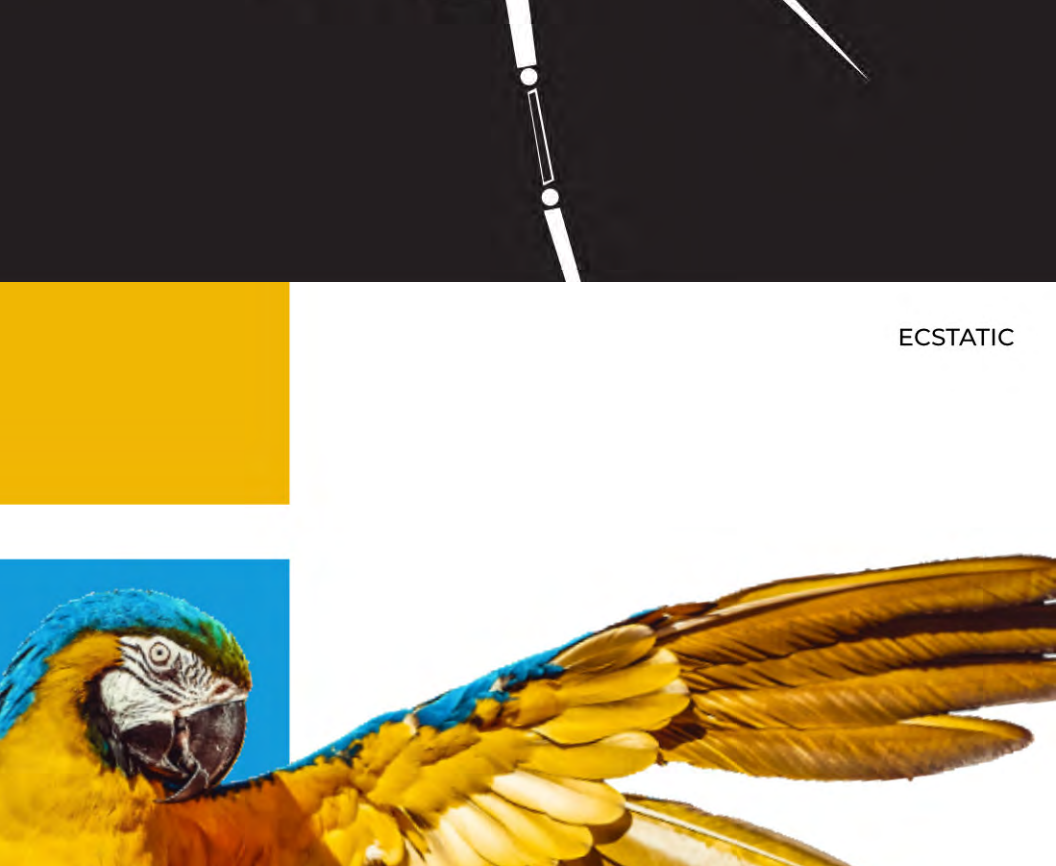
EQUILIBRIUM



MONO



ECSTATIC



MADE BY **möll**

We have come to the end for now...

THANK YOU FOR VIEWING MY PORTFOLIO.

To begin a project with me, don't
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