

PORTFOLIO

JACK ANDERSON

2020

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BRANDING

PARKVIEW ESTATE BRAND IDENTITY

the client

‘Parkview Estate’ is a lifestyle village located in Pukekohe, Auckland. It caters to people aged 55 and above who want to keep living an independent life and still have a sense of community. They wanted a fresh re-brand for their village which would appear in their newsletters, business cards and email footers. The leaves on the logo represent the people and the branch represents the foundation of a community which come together to bring life and nature to the village.



PARKVIEW ESTATE

—— LIFESTYLE VILLAGE, PUKEKOHE ——

NAILED IT BRAND IDENTITY

the client

‘Nailed It Building LTD’ is a small building company based in Auckland City. They approached me to design a fresh and simple logo to represent their company while maintaining low costs. To battle this I designed them a black and white logo to cut down on printing costs.

NI **NAILED IT.**
BUILDERS LTD

N **NAILED IT.**
BUILDERS LTD

THOMAS ANDERSON
HEAD OF BUILDING

Email: thomas@nailedit.co.nz
Mobile: 027 5908 723
Telephone: (09) 238 2381

PUBLICATION

GENIUS MAGAZINE PUBLICATION

the brief

Genius is an American digital media company which focus mainly on music. Thier platform is currently only available online and I saw this as a perfect opportunity to design a magazine for their audience and possibly open up a new target audience for them.

sept

THE MONTH IN LYRICS/

Eminem & Machine Gun Kelly's beef dominated the month, but Kanye West, Lil Pump, & Lil Wayne also shined.

TOP ARTISTS

	VIEWS
1 Eminem	17,330,000
2 XXXTentacion	2,715,000
3 Lil Wayne	2,683,000
4 Machine Gun Kelly	2,591,000
5 Ariana Grande	2,354,000
6 Kanye West	2,221,000
7 Mac Miller	2,135,000
8 Drake	1,840,000
9 Travis Scott	1,626,000
10 BROCKHAMPTON	1,585,000

TOP ALBUMS

	AVERAGE VIEWS
1 'Kamikaze' Eminem	825,000
2 'BINGE' Machine Gun Kelly	272,000
3 'Sweetener' Ariana Grande	142,000
4 'Tha Carter V' Lil Wayne	96,000
5 'Nina Cried Power - EP' Hozier	88,000
6 'East Atlanta Love Letter' Olack	78,000
7 '17' XXXTentacion	77,000
8 'Iridescence' BROCKHAMPTON	76,000
9 'ASTROWORLD' Travis Scott	74,000
10 'Swimming' Mac Miller	69,000

ember

NEWS/

Skepta Pays Homage To DMX
& Scarface On A\$AP Rocky's
"Praise The Lord (Da Shine)"

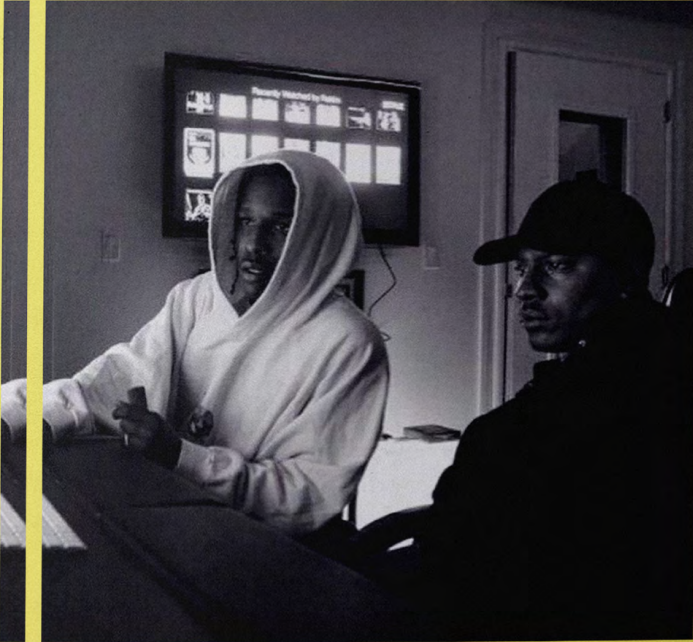
A\$AP Rocky returned with his third studio album TESTING in late May. On "Praise The Lord (Da Shine)," the Harlem MC reunites with Skepta, who handles production on the track and turns in a standout performance. On the London rapper's chorus and verse, he pays homage to DMX and Texas legend Scarface while also dropping a reference to the classic gangster flick Scarface.

As noted by Genius contributor vndre4, Skepta interpolates DMX's flow from his 2001 song "Who We Be" by breaking up each line into four phrases. While doing so, he acknowledges the legendary New York rapper's influence:

" I listened, to X, I peeped, the bars (yeah)
The snakes, the rats, the cats, the dogs

"Who We Be" is the second single from DMX's fourth studio album The Great Depression. It received a Grammy nomination for Best Rap Solo Performance and features production by Black Key. The track peaked at No. 60 on the Billboard Hot 100. On the track, DMX raps about the problems faced by people in low income neighborhoods of the greater New York City area:

" The funerals, the wakes, the churches, the coffins (uhh!)
The heartbroken mothers, it happens, too often (why?!)
The problems, the things, we use, to solve 'em (what?!)
Yonkers, the Bronx (uhh!), Brooklyn, Harlem (c'mon!)



SKEPTA X A\$AP ROCKY

WEB

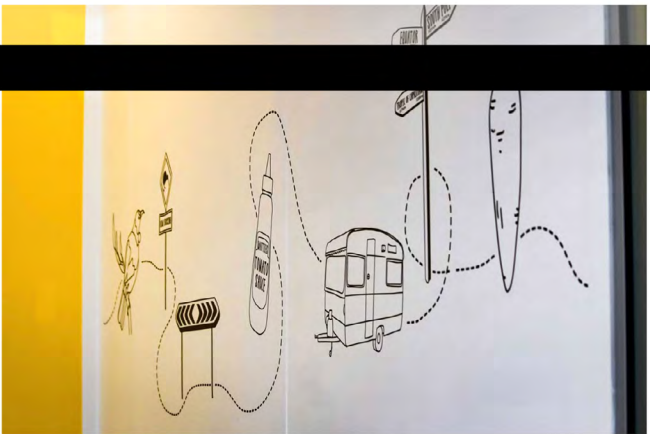
AUTOBAHN CAFE WEB DESIGN

the client

‘Autobahn Cafe’ is a small local business in the franklin region of Auckland. They have two different locations and they needed their outdated and unresponsive website updated and revamped. The website was developed with Word-press and is responsive on both mobile and desktop.

About Us

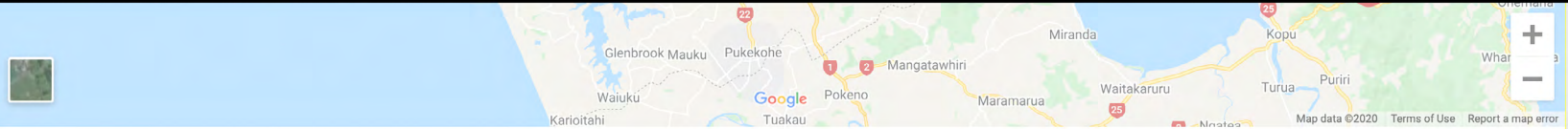
Welcome to Autobahn Cafe – we have two easy access locations with ample parking at both Bombay and the Papakura sites. We provide a friendly environment with fabulous food, made fresh, daily on site. Our Cafe's are a popular destination for locals, business people, families, travellers and international tourists. Whether it be for work or pleasure, the Autobahn Cafe is the ideal place to stop and quench your thirst and satisfy your appetite.



Join Our Loyalty Club!

Autobahn offers a loyalty club for the most loyal of customers. Simply, buy any of our meals off the menu, drinks, coffees or cabinet food and you will earn points. Start earning today!

[SIGN UP HERE](#)



Locations

Our hours

6:00 AM – 10:00 PM
Monday – Sunday

Papakura – BP Service Centre
State Highway 1
Papakura, Auckland 2113

Contact us

Papakura – Phone: 09 296 2299
Bombay – Phone: 09 326 0060



Menu available **6:00am - 10pm**, 7 days
Everything available as takeaway
Papakura **09 296 2299**
Bombay **09 236 0060**

Breakfast - served all day

Our “Most Popular” Mixed Breakfast sausage, bacon, egg, toast & baked beans	\$10.90
“BIG” Monster Breakfast bacon, eggs, tomato, hash brown, toast, sausages & baked beans	\$20.90
Bacon Breakfast bacon, eggs, tomato, hash brown & toast	\$18.50
Sausage Breakfast sausages, eggs, tomato, hash brown & toast	\$17.90
Farmers Style Omlette filled with spinach, onion, ham, tomato & cheese, toast & hashbrown	\$17.90
Eggs Benedict with Bacon toasted muffin topped with bacon, eggs, hollandaise & hashbrown	\$17.90
Homemade Savoury Mince on Toast served with an egg on top	\$16.90
French Toast with bacon & banana, maple syrup & cinnamon sugar	\$15.50
Continental Breakfast toasted muesli, fresh fruit, yoghurt with toast & preserves	\$16.90
Pancakes with bacon & banana OR fresh fruit and yoghurt - served with cinnamon sugar	\$15.50
Smashed Avocado on wholegrain toast sprinkled with feta cheese & tomato	\$15.90
Eggs on Toast 2 eggs – either scrambled, poached or fried	\$9.90
Porridge with brown sugar	\$7.50
Fresh Fruit Salad & natural yoghurt	\$8.50
Toast & Preserves	\$4.90

Extras				
Sausage \$2.90	Bacon \$2.90	Egg \$2.50	Hash brown \$2.70	Tomato \$2.70

Menu as of November 2019 Our Bombay location is fully licensed Menu is subject to change

Sandwiches, Wraps, Bagels & more.....

B.L.T bacon, lettuce, tomato, toasted w mayo, BBQ sauce & fries	\$15.90
Steak Sandwich steak, lettuce, tomato, onion toasted w BBQ sauce & fries	\$15.90
Chicken & Cheese Club Sandwich on brown bread, lettuce, tomato, mayo, apricot sauce & fries	\$15.90
Chicken & Kumara Wrap toasted & filled with assorted vegetables & plum sauce	\$14.90
Roast Lamb Brioche Bun filled with coleslaw, homemade gravy & onion rings on side	\$14.90
Hashbrown & Creamy Mushroom Melt on a brioche bun with cheese & spinach	\$14.90
Smoked Salmon & Spinach Bagel toasted with smashed avocado & a mini salad	\$17.90

Small Bites

Our famous “Seafood Chowder” served with garlic bread	\$15.50
Beef Nachos mild beef chilli mince, melted cheese & sour cream <i>-vegetarian option available</i>	\$15.50
Creamy Garlic Mushrooms served on wholegrain toast	\$14.90
Crumbed Chicken Tenders with a plum dipping sauce, rice & a mini salad	\$16.90
Lemon Pepper Calamari served with a mini salad and fries	\$16.90
Chicken Satay grilled & served on a bed of rice with satay sauce	\$15.90
Sweet Corn Fritters with streaky bacon, mini salad, sour cream & sweet chilli sauce	\$17.90
Soup of the Day Check board for soup - served with garlic bread	\$10.90

Hunger Busters – just as it sounds!

Steak, Eggs & Chips 220g rump steak	\$22.90
Ham Steak, Eggs & Chips	\$16.90
Sausages, Eggs & Chips	\$17.90
Fish & Chips	one piece \$13.90 two \$17.90

Sides

Spicy Wedges with sour cream	\$8.90
Loaded Wedges topped with cheese, bacon, aioli, sweet chilli & sour cream	\$15.90
Curly Fries with aioli sauce	\$9.90
Kumara Fries with sour cream or garlic butter	\$9.90
Garlic Bread	\$5.50
Bowl of fries	\$ 5.90

Desserts

Ice Cream Sundae topped with cream nuts and your choice of sauce	\$9.90
Banana Split topped with cream nuts and your choice of sauce	\$9.90
Deep Fried Banana with icecream, cream and caramel topping	\$9.90
Sticky Date Pudding with butterscotch sauce, icecream & cream	\$9.90
Warm Chocolate Brownie served with icecream & cream	\$9.90

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Coffee Selection

all med & large coffees are double shots

Flat White	Small	\$4.20	Med	\$4.90	Large	\$5.50
Cappuccino		\$4.20		\$4.90		\$5.50
Hot Chocolate		\$4.20		\$4.90		\$5.50
Mocha		\$4.30		\$5.00		\$5.70
Latte				\$4.90		\$5.50
Chai Latte				\$5.00		\$5.70
Long Black / Short Black		\$4.00				
Filter Coffee		\$3.70				
Tea		\$4.20				
Kids Fluffy		\$1.50				

Extra shot \$.70	Decaf \$.50	Soya /almond /coconut milk \$.70	Cream \$.70
Coffee Flavours - Vanilla / Caramel / Hazelnut \$.70			

Yoghurt Based Smoothies - \$7.90

topped with cream if desired

Peach & Passionfruit • **Mixed Berry** • **Banana** • **Fejoa & Apple** • **Mango**

Iced Frappes - \$7.90

topped with cream if desired

Coffee • **Chocolate** • **Mocha** • **Chai**

Milkshakes - \$6.50

Thickshakes - \$7.90

Chocolate • **Orange** • **Vanilla** • **Lime** • **Banana** • **Caramel**
Strawberry • **Spearmint** • **Creaming Soda** • **Raspberry**

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NOURISH GROUP ONLINE ASSETS

the client

‘Nourish Group’ is a hospitality company which owns many restuarants and cafes around New Zealand. I was assigned a freelance task to design the function packs for the websites of these restuarants. I followed strict brand guidelines to successfully convey the information I was given.



...one of the oldest...
...in-house fishmonger...
...premier seafood restaurant...
...the fact that this historic...
...and sparkling tableware...
...the broad-ranging, com...
...facing the harbour belie...
...Crisp white tablecloths and...
...the spacious dining room. On...
...the seafood stands out.

OUTSIDE DINING

COCKTAIL MAXIMUM • 55 SEATED MAXIMUM •

FULL VENUE EXCLUSIVE

MAXIMUM • 400 COCKTAIL MAXIMUM

• 220 SEATED MAX

FUNCTIONS AT ANDIAMO

neighbourhood spots, from milkshakes and a fresh apple pie to soups, dishes and coffee. In the evenings, with Stewart, showcases ingredients such as housemade pastas and the very best cuts of fresh meat.

COCKTAIL MAXIMUM

• 30 SEATED MAXIMUM • 60 COCKTAIL

EXCLUSIVE FULL VENUE

• 70 SEATED MAXIMUM • 150 COCKTAIL MAX

CRAB SHACK

ENTRY



OTHER •

note, anything additional may incur an extra charge.

any and all additional requirements must be finalised no later than 14 days before the event. Outside of this time we can only cater for changes to ordering and preparation.

Deposit – 10% of the food arrangement fee must be paid no later than 30 days prior to the event. All pre-arranged food must be paid for in advance. No cash or check payments will be accepted at the conclusion of the event. Payment required at the conclusion of the event.

...can be made by either client.
...the food arrangements to be paid up.
...enged food must be paid for no later than 7 days p
...es - payment required at the conclusion of your function.

TERMS AND CONDITIONS

bookings - if, after 7 days, the full deposit has not been received, the enquiry date will be released. Please a booking if, after reasonable attempts, we are unable to contact the client.

- CONTACT US**
bookings@thebrit.co.nz
+64 9 374 3952
1 Britomart, A

bookings@the...
+64 9 374 3952
22, Quay Street, Britomart, Au

PACKAGING

MILK 2.0 PACKAGING

the client

‘Milk 2.0’ is a local company in Auckland who make plant based almond milk with flavour. They wanted a new look for their brand and packaging to reach an undiscovered target audience. I followed the direction of naked and pure, showing exactly what the ingredients of the product are. This would suit a health conscious target audience who are also lactose intolerant or vegan. This was a live brief for university.



PURE

MILK 2.0

ALMONDS
CASHEWS
PUMPKIN SEEDS
HIMALAYAN SALT
RAW CACAO POWDER
VANILLA BEAN
AND DATES

100% PLANT BASED
HANDMADE IN NEW ZEALAND

250ml



INGREDIENTS

Filtered Water, Almonds (8%), Pumpkin seeds (8%), Cashews (55), Raw Cacao Powder (4%), Dates, Vanilla Bean, Himalayan Salt

UNPASTUERIZED NUT MILK

Keep refrigerated,
store between 1 to 4oC,
Shake well, naturally separates.

CONTAINS:

Tree nuts (Almonds and Cashews), may
contain traces of sesame seeds.

NUTRITIONAL INFORMATION

Servings per package | Serving size : 250ml

**recommended Dietary Intake*

	Quantity per serving	Quantity per 100ml
Energy	1210kJ	484kJ
Protein	10.5g	4.2g
- Gluten	0g	0g
Fat, total	1.8g	7.1g
- Saturated	3.5g	1.4g
Carbohydrates	22.6g	9.1g
- Sugars	12.7g	5.1g
Dietary Fibre	6.4g	2.6g
Sodium	7.5g	3mg
Vitamin E	6mg (60% RDI*)	2.4mg
Iron	4.9mg (41% RDI*)	1.9mg

Made from local and imported ingredients. | Milk 2.0 Ltd., 57 Rakich Place, Auckland, 0612

EVENT

OUTLIER FESTIVAL

the scenario Outlier is a music festival I worked on for a university assignment. It is a day long festival which is targeted towards music fans who are aged between 18 and 30. The keywords for the festival are; Bold, friendly, social and warm. I have used colour and type to accommodate to these keywords and my target audience.

outlier

music festival 2019
Albert Park, Auckland, November 20

PUSHA T PASSION PIT
FREDDIE GIBBS METRIC
DEATH GRIPS JOYWAVE
THE PRESETS RATATAT
YEAHSAYER JURASSIC 5
!!! FUJIYA & MIYAGI
YACHT GENESIS OWUSU

tickets on sale now
outlierfest.co.nz









15 ACTS
3 STAGES
3 GENRES
1 DAY

OUTLIERFEST.CO.NZ



Welcome to **outlier** at
the beautiful Albert Park.

Map Key:

-  Toilets
-  Food
-  Emergency exit
-  Information
-  Merchandise
-  Bar
-  Free water
-  First aid



Outlier Festival

@outlierfestnz

Home

Posts

Reviews

outlier

music festival 2019
Albert Park, Auckland, November 20

tickets on sale now
outlierfest.co.nz

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THE PRESETS RATATAT
YEAHSAYER JURASSIC 5
YACHT GENESIS OWUSU
!!! FUJIYA & MIYAGI

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+ Add a Button

ILLUSTRATION



