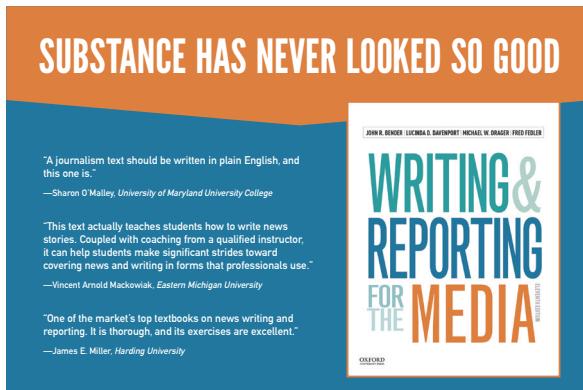
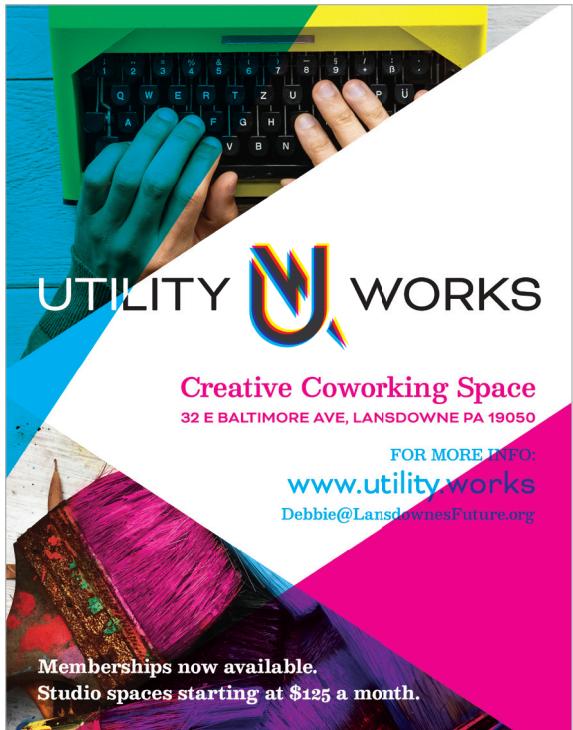
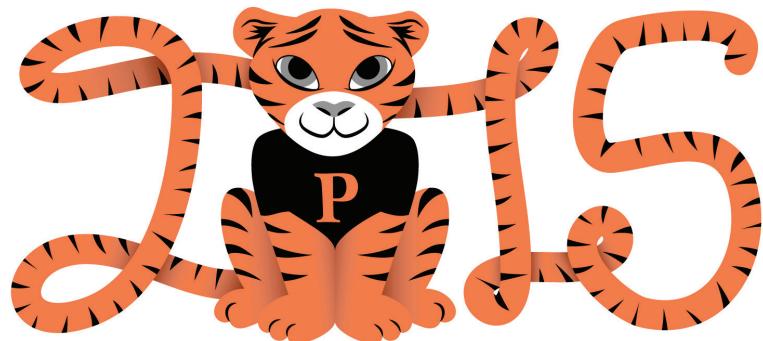


Joshua Moorhead
Design & Creative

Print



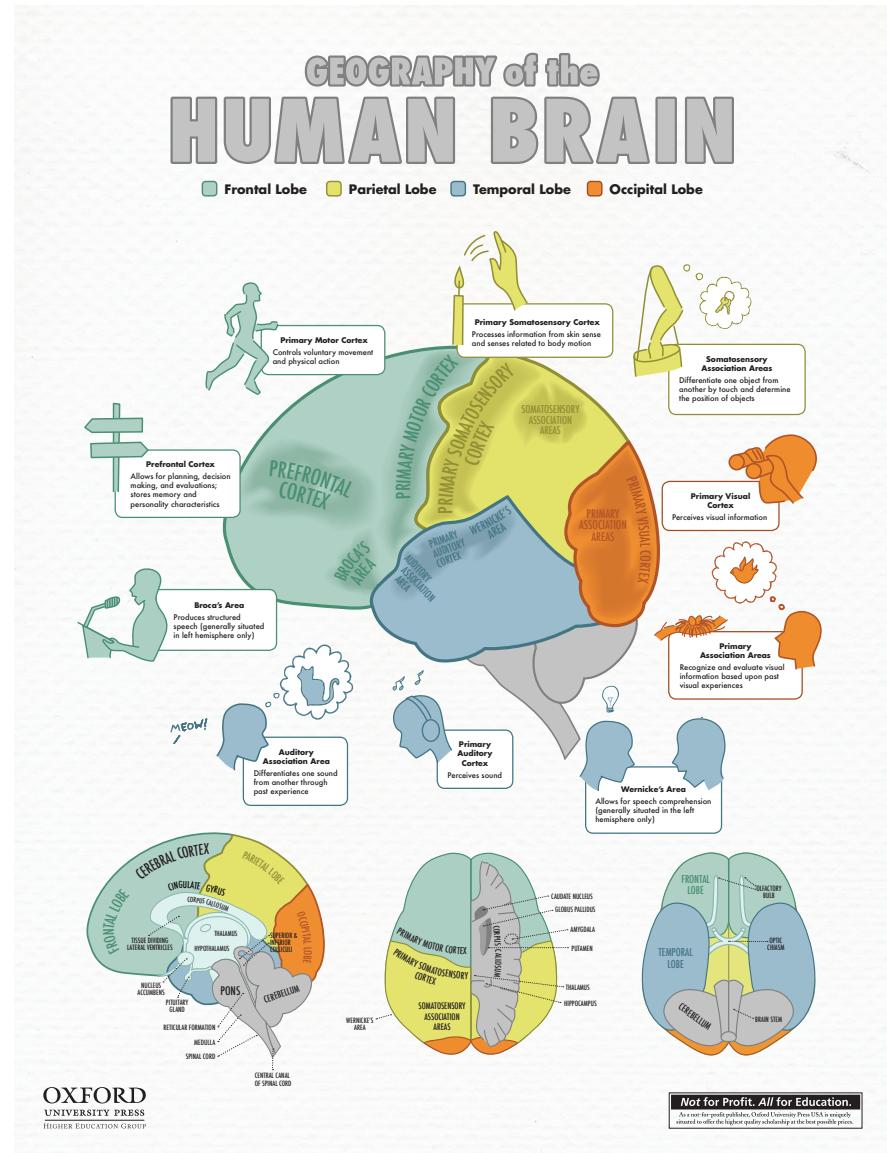
Illustration



Princeton University



PMA Foodservice Conference



Oxford University Press

Lettering



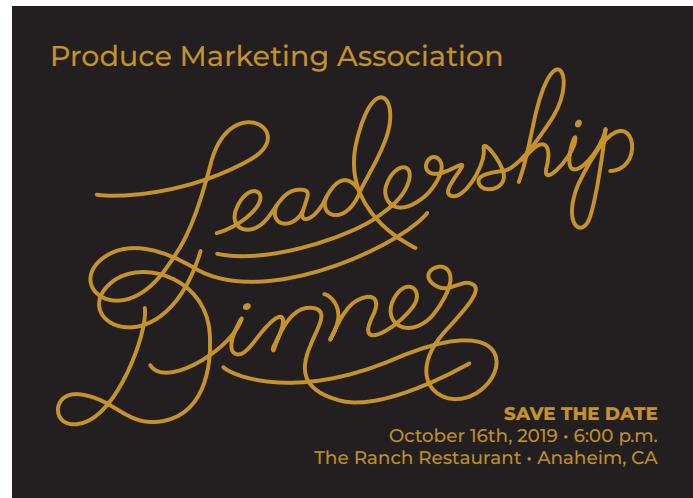
Tuck School of Business at Dartmouth - Holiday Card



Center for Growing Talent - Women's Fresh Perspectives



Cigna Health



PMA Leadership Dinner at Fresh Summit

Identity



Princeton Mathematics

Identity Design

The Princeton University Mathematics department boasts the best graduate program in the country, and the 3rd ranked in the world.* But it was lacking an identity. This concept was born out of the mathematical equation “P(x)” which, simply put, means “the possibility of x.” Using their custom typeface Princeton Monticello, the identity was designed to inspire confidence in Princeton’s prominence in the field, while also conveying the awe-inspiring reach of math’s applications.

P(*mathematics*)
at PRINCETON UNIVERSITY

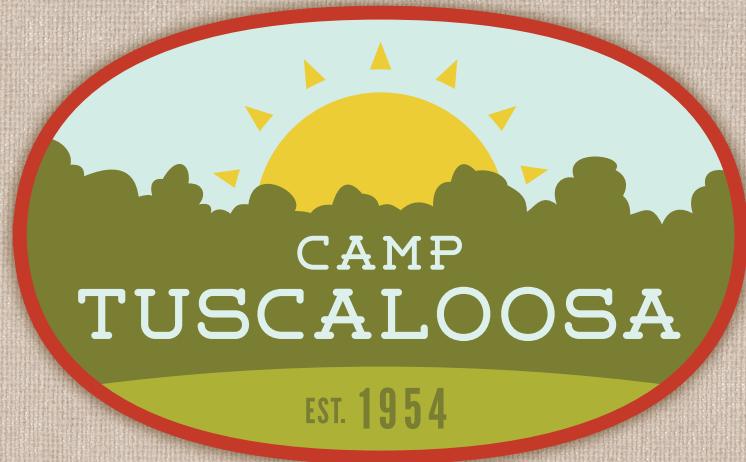
Countless possibilities.

P(*m*)

Camp Tuscaloosa

Rebranding • Web Design • Social Media

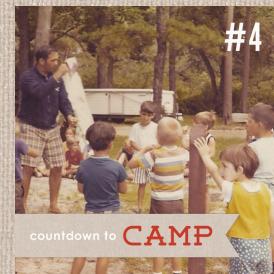
Founded nearly 70 years ago, Camp Tuscaloosa is a local institution in the South Jersey region with incredible brand equity. In response to a need for modern appeal and growth, a new brand identity was crafted mixing visual nostalgia with modern marketing techniques. In addition to a new website and logo inspired by outdoor activities and vintage scout badges, social media campaigns were launched to encourage campers of past and present to share their favorite memories of their days at Camp Tuscaloosa.



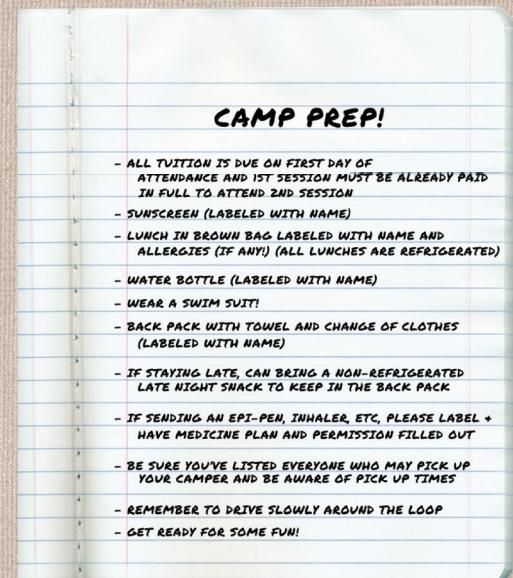
Brand Identity



Logo Alternate/Supporting Graphics



Digital/Social



Sterilox

Art Direction • Large Format Graphics • Packaging Design • Brand Extension

In 2013, Sterilox was rebuilding its marketing department, and looking to define its image in the food safety industry. Beginning with the corporate visual identity and a style guide that contained little more than Pantone swatches, the look of the brand had to be completely reconstructed. Evoking the freshness their products provide, I designed an array of materials for use at tradeshows, sales meetings, and any situation where Sterilox Fresh would need to demonstrate the quality and reliability of their solutions.



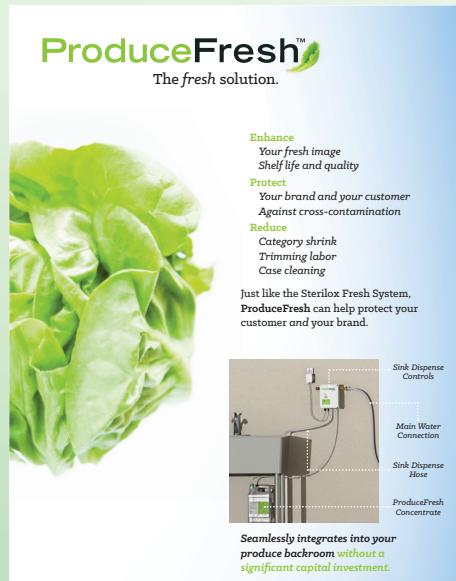
Digital



Protect your customer
and your brand with
ProduceFresh



Mailers



Sell Sheets



Tradeshow Banners



Utility Works

Naming • Brand Development • Identity Design • Web Design

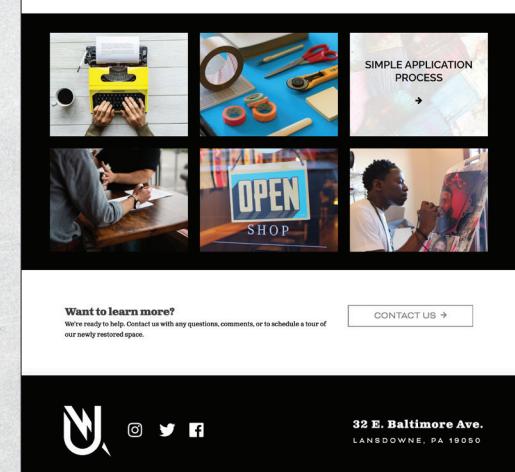
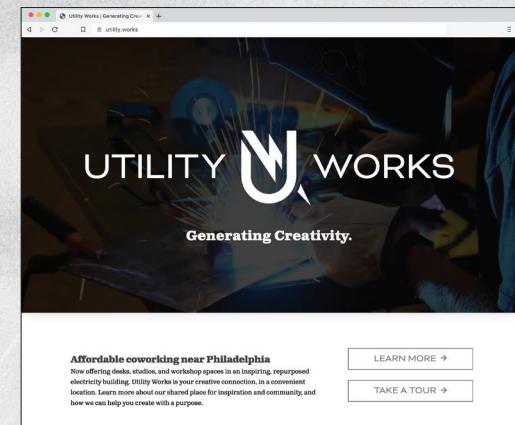
The Lansdowne Economic Development Corporation (LEDC) was looking to brand a new space opening in the community to be used by artists and makers. Adjacent to the bustling art communities in West Philadelphia, and housed in a former local office for PECO, themes of creativity and energy gave birth to the identity for Utility Works. Strong, lively, industrial inspired. Pulling process CMYK tones in as the brand colors, the bright hues represent the vibrant components of creativity.



Brand Identity



Promotional Items



Digital/Social



Website

PMA Foodservice 2020

Art Direction • Illustration • Large Format Graphics • Tradeshow Design

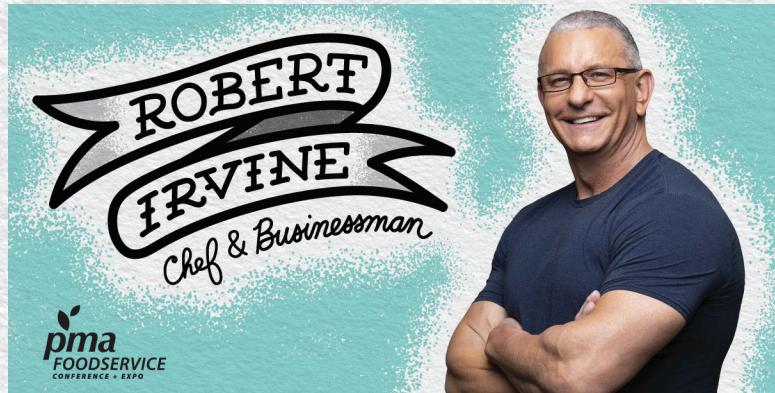
Foodservice Conference is PMA's annual gathering for every segment of the foodservice industry, from growers and suppliers to restaurateurs and franchisees. The 2020 concept playfully focused on foodservice's capacity to both create and respond to culture. Attendees were invited to "Challenge your menu. Challenge your appetite. Challenge the industry." Artwork was inspired by chefs like Sean Brock and Michael Solomonov who wear the food they love as ink on their bodies, emphasizing the passionate commitment of those working in foodservice.



Main Artwork



Exterior Signage



Social Media Promos