

**Joshua Moorhead**  
Design & Creative

# Print



**UTILITY WORKS**

**Creative Coworking Space**  
32 E BALTIMORE AVE, LANSDOWNE PA 19050

FOR MORE INFO:  
[www.utility.works](http://www.utility.works)  
[Debbie@LansdownesFuture.org](mailto:Debbie@LansdownesFuture.org)

Memberships now available.  
Studio spaces starting at \$125 a month.



ANDY KENNEDY  
Co-Founder, FoodLogIQ

He's tech. He's food safety.  
And now he's well-connected in produce.

We help Andy get the right global insights, education, and contacts he needs to connect with the fresh produce industry and grow his innovative business. Check out Andy's story at [PMA.com/stories/AndyK](http://PMA.com/stories/AndyK) and learn more about the resources we tailor to our members.

**pma** PRODUCE MARKETING ASSOCIATION  
ROOTING FOR YOU



**GROWING APPETITES**  
FOR EXCITING INTERACTIONS

PMA's Foodservice Conference & Expo unites national buyers and suppliers, world-renowned experts, celebrity chefs and over 1,800 peers and professionals. Join us at the forefront of the freshest ideas and insights in foodservice.

FRIDAY THROUGH SATURDAY  
JULY 26-27, 2019  
Monterey, California USA  
REGISTER TODAY [PMA.COM](http://PMA.COM)

**pma** FOODSERVICE CONFERENCE & EXPO  
Bringing everyone to the table to grow a healthier world.



Kith + Kin is excited to Partner With **UNLESS KIDS**

Unless Kids is a local and sustainable toy buying platform where you can buy the toys your kids want most and get rid of the toys they don't like in one easy solution. The toys listed here are just some of the toys you can buy and sell on the platform. But if your kid really loves the toy, you can purchase it right from the floor. Just ask a Kith + Kin staffer how!

			
<b>Astronaut Backpack Costume</b> \$35.99 \$10.49	<b>Assassin's Creed Game</b> \$25.99 \$12.49	<b>Butterfly Park and Play Toy</b> \$25.99 \$12.49	<b>LEGO Technic Toy</b> \$25.99 \$12.49
			
<b>Scrabble II Game</b> \$25.99 \$12.49	<b>Scrabble II Game</b> \$25.99 \$12.49	<b>LEGO Technic Truck</b> \$25.99 \$12.49	

**Why Choose Unless Kids?**  
Unless Kids is a local and sustainable toy buying platform where you can buy the toys your kids want most and get rid of the toys they don't like in one easy solution. The toys listed here are just some of the toys you can buy and sell on the platform. But if your kid really loves the toy, you can purchase it right from the floor. Just ask a Kith + Kin staffer how!

**Exclusive Offer Just for You:**  
Enjoy 25% Off Your First Purchase for being a member of Kith + Kin!  
Use Code: **KITHKIN25**

Quality & Convenience: our toys are highly curated, thoroughly tested and our return process is easy to complete through our store.



**SUBSTANCE HAS NEVER LOOKED SO GOOD**

"A journalism text should be written in plain English, and this one is."  
—Sharon O'Malley, University of Maryland University College

"This text actually teaches students how to write news stories. Coupled with coaching from a qualified instructor, it can help students make significant strides toward covering news and writing in forms that professionals use."  
—Vincent Arnold Mackowiak, Eastern Michigan University

"One of the market's top textbooks on news writing and reporting. It is thorough, and its exercises are excellent."  
—James E. Miller, Harding University

**WRITING & REPORTING FOR THE MEDIA**  
JOHN R. BENDER, LUCY HALL & DANIEL P. MICHAEL, W. BRADY FREDERICKS  
OXFORD



**FAIR SQUARE**  
*Holiday Pop-Up*

**DEC. 12-15**  
**OCCASIONETTE**  
1825 E. Passyunk Ave

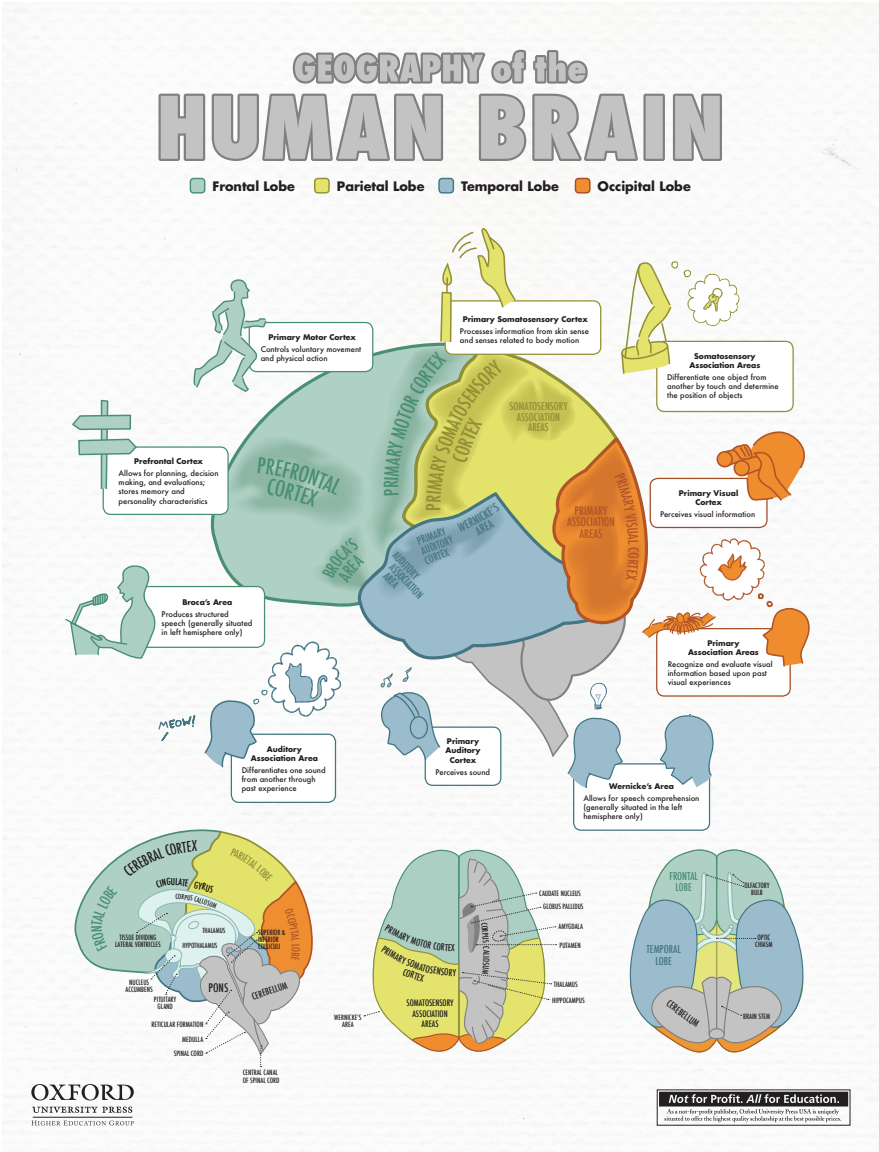
Illustration



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 3<sup>rd</sup> 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

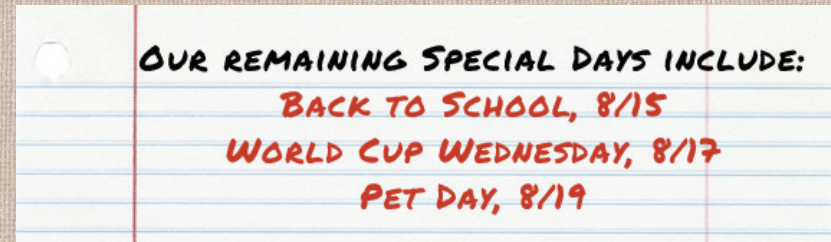
Founded nearly 70 years ago, Camp Tuscaloosa is a local institution in the South Jersey region with incredible brand equity. In response to a need for modern appeal and growth, a new brand identity was crafted mixing visual nostalgia with modern marketing techniques. In addition to a new website and 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.



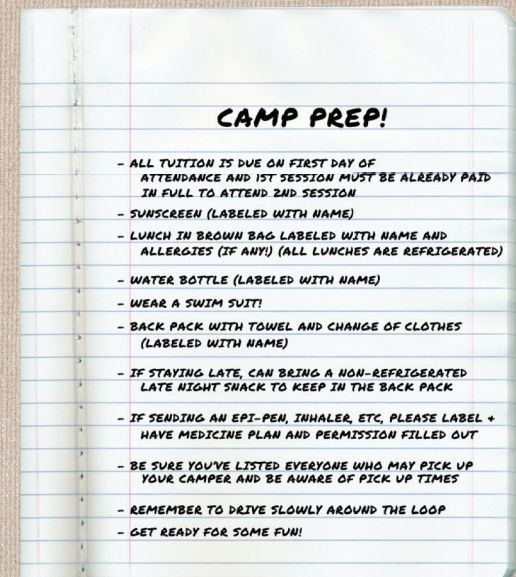
Brand Identity



Logo Alternate/Supporting Graphics



Digital/Social





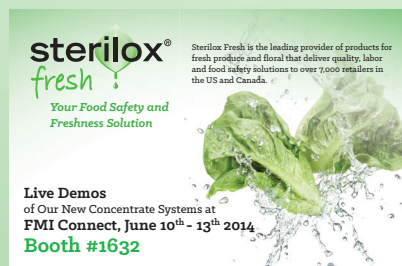
# Sterilox

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

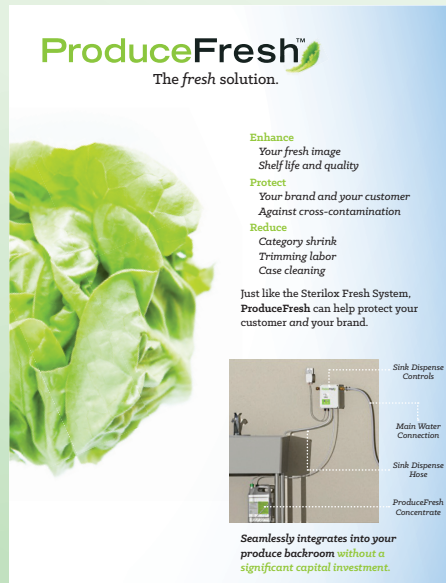
In 2013, Sterilox was rebuilding its marketing department, and looking to define its image in the food safety industry. Beginning with the corporate visual identity and a style guide that contained little more than Pantone swatches, the look of the brand had to be completely reconstructed. Evoking the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



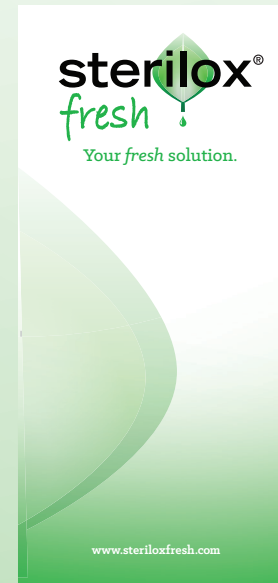
Digital



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.



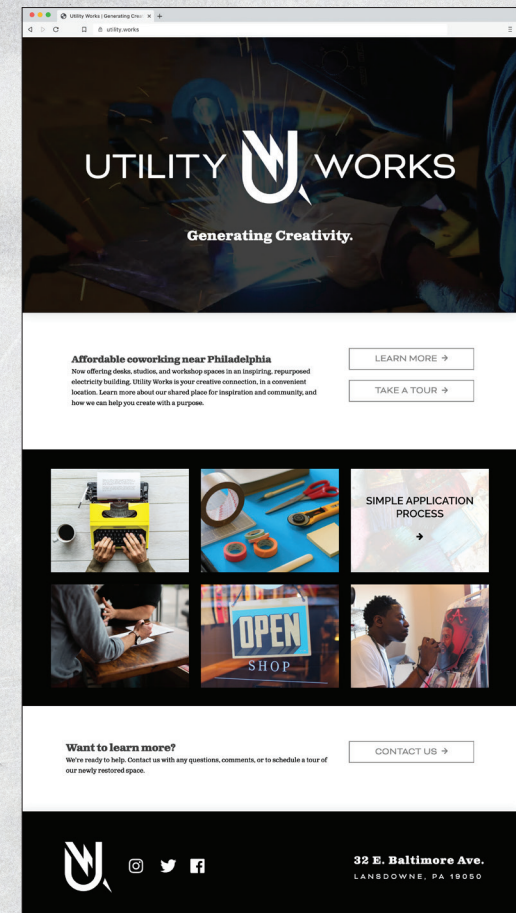
Brand Identity



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