

Limz

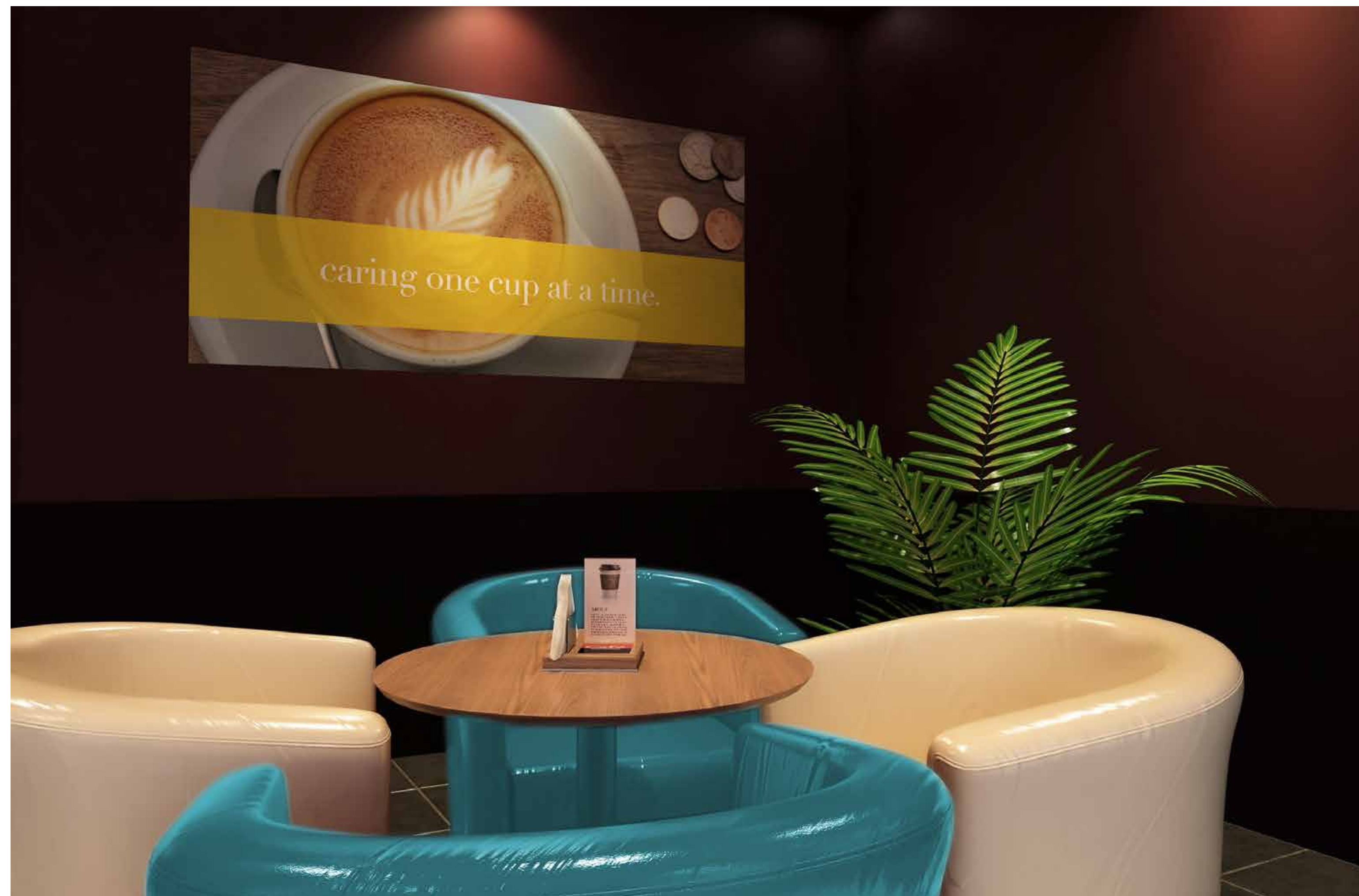
EMILY BUTLER

VISUAL INVENTOR & TYPE ENTHUSIAST



CAFE 250 | 2015

Cafe 250 is a coffee shop that donates to local causes to benefit the community that each individual shop is located in. The idea is that Cafe 250 offers every coffee or bakery item for \$2.50. 2.5% of every purchase and 100% of tips are donated to the specified local cause. Every Cafe 250 has applications available for organizations within a 50 mile radius. Organizations can apply to have Cafe 250 support their cause for a three month period; for a total of four local organizations per year, per shop.









LADY LANGDON | 2015

Kristine Hartman, a Phi Mu, and Langdon Butler, a Delta Upsilon, attended college at Clarkson University in upstate New York. Soon enough, Kris charmed all the men of Delta Upsilon and became Sweetheart. The Delta Upsilon men loved whiskey. Lang even began to make his own whiskey. But, Kris did not enjoy the dry, harsh taste of Langs whiskey. To solve this, Kris would place a cinnamon stick in his home made whiskey and allow it to infuse for a couple days. This produced a spiced whiskey with a whole new taste. Lang tasted Kris' infused whiskey and fell head over heels. Kris and Lang are now married and have two children. Langs classic hand crafted whiskey is the base to our monthly infusions that Kris has been inspiring for years.





DING DONG

THE SLEEK BLACK BOX IS HAND
DELIVERED TO YOUR DOOR THE
FIRST OF EVERY MONTH. IT'S A

SURPRISE

WHAT YOUR WHISKEY CREATION
WILL BE FOR THE MONTH . . .

EVERY BOX

INCLUDES ALL YOU NEED TO
START INFUSING LIKE A PRO

ORIGINAL WHISKEY BASE

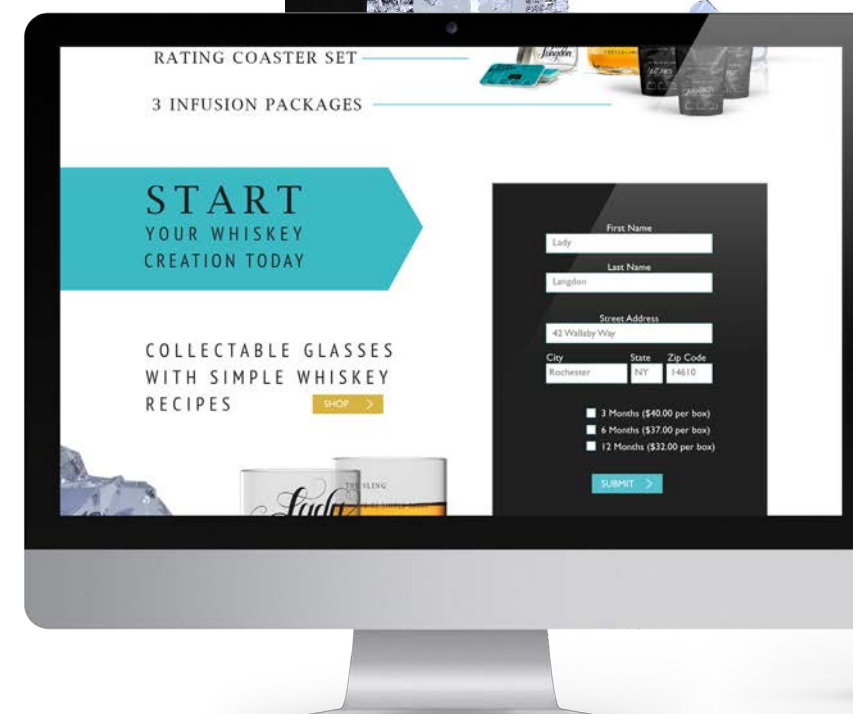
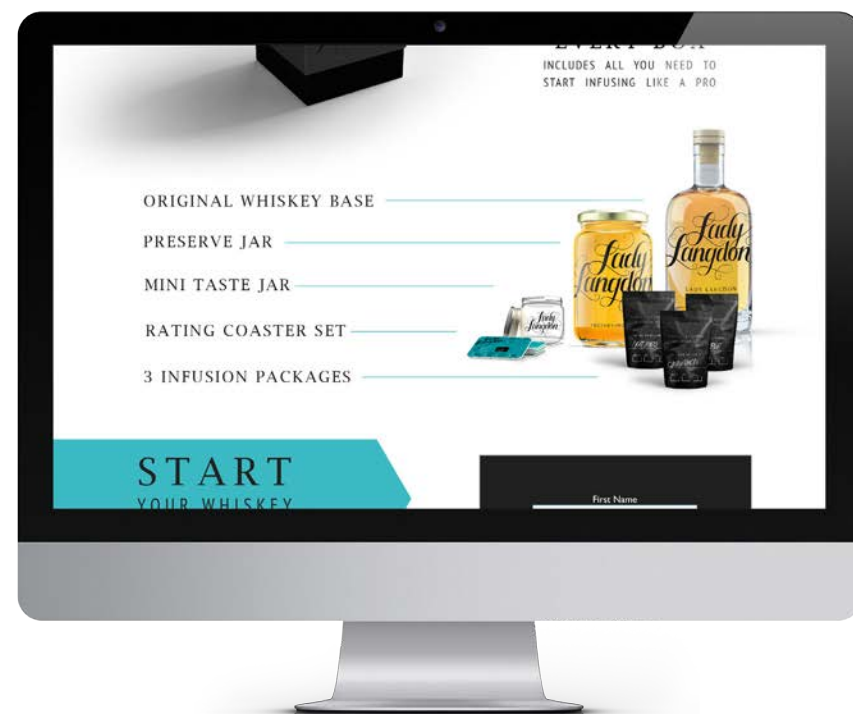
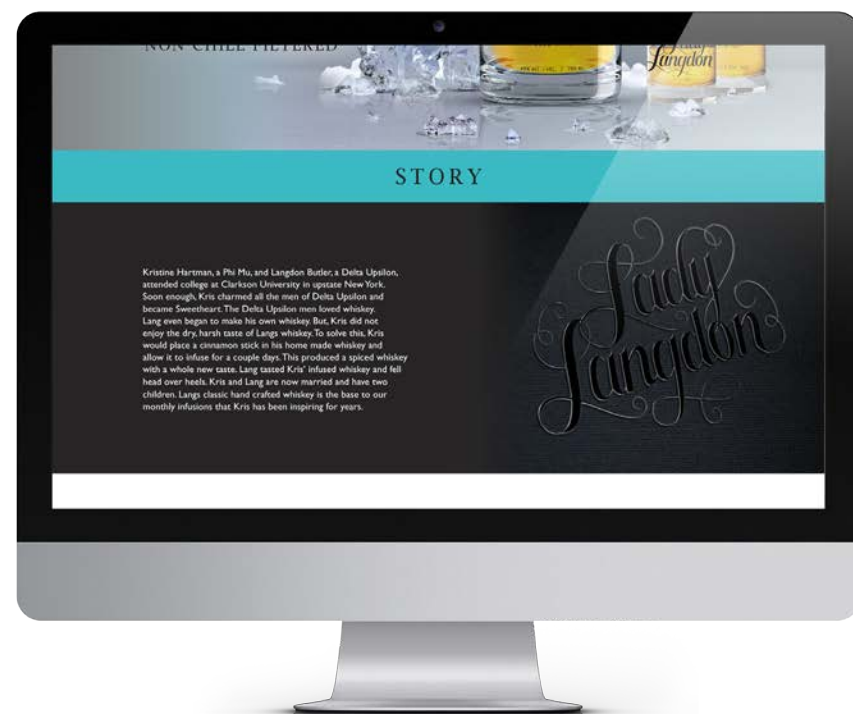
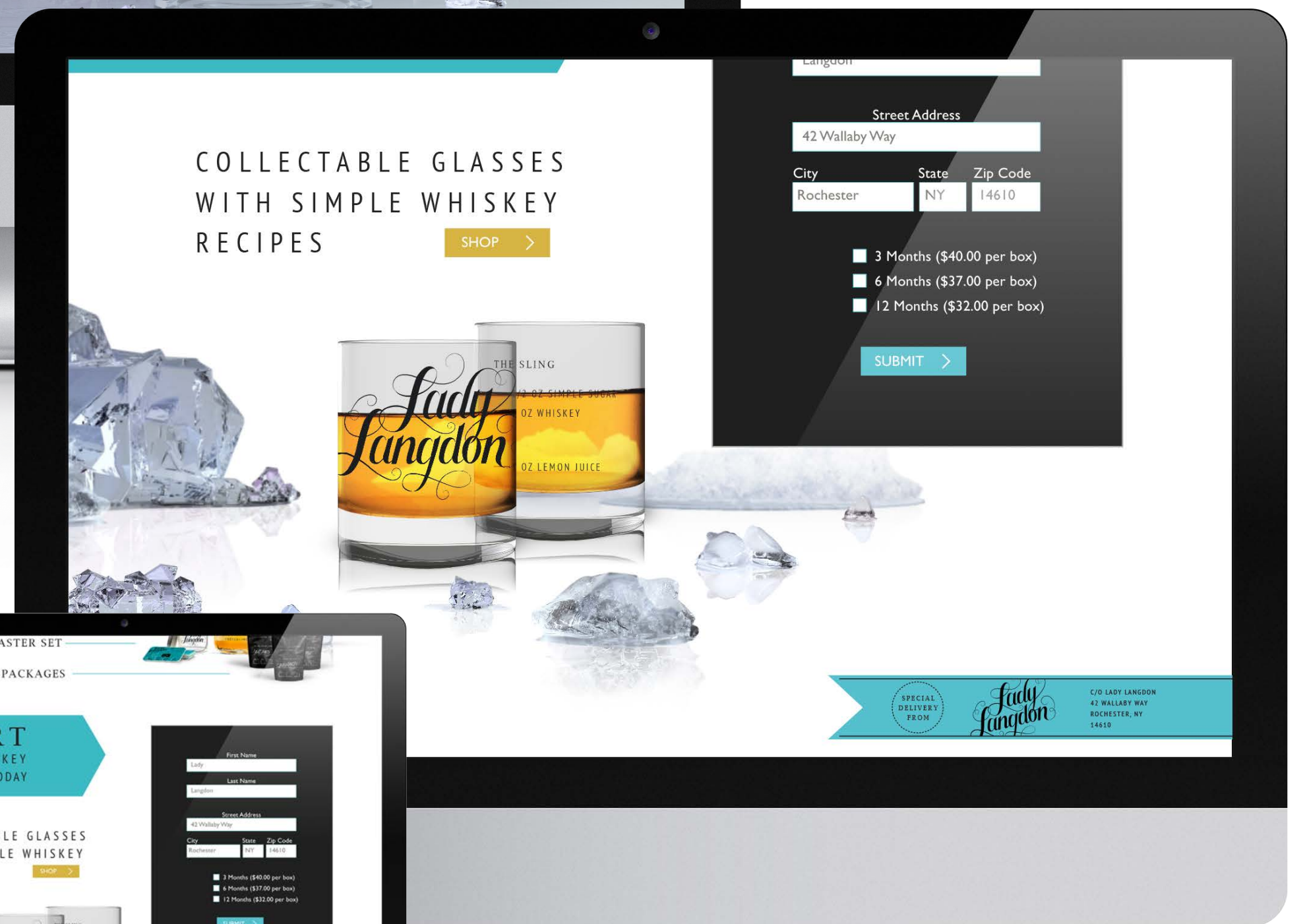
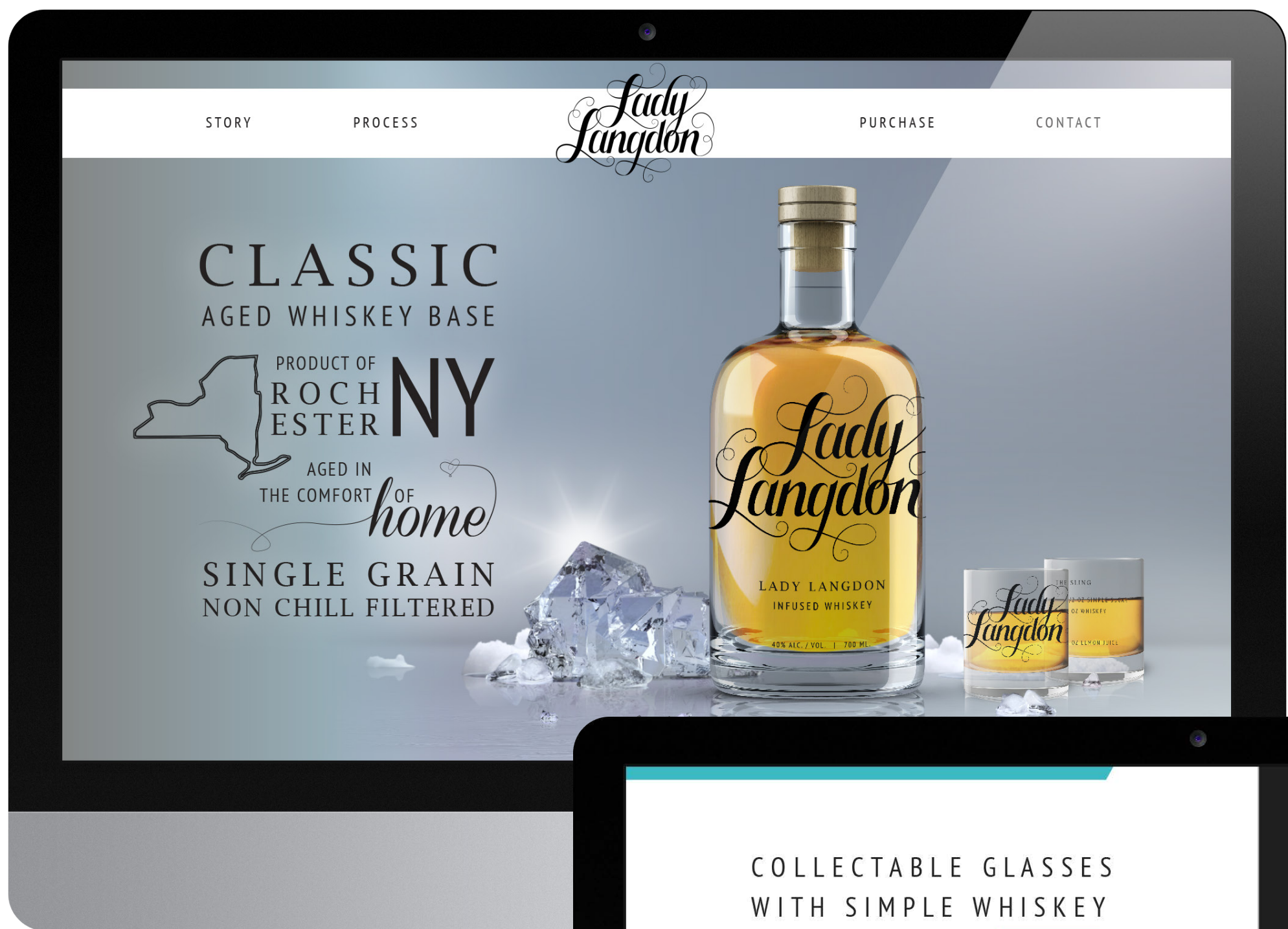
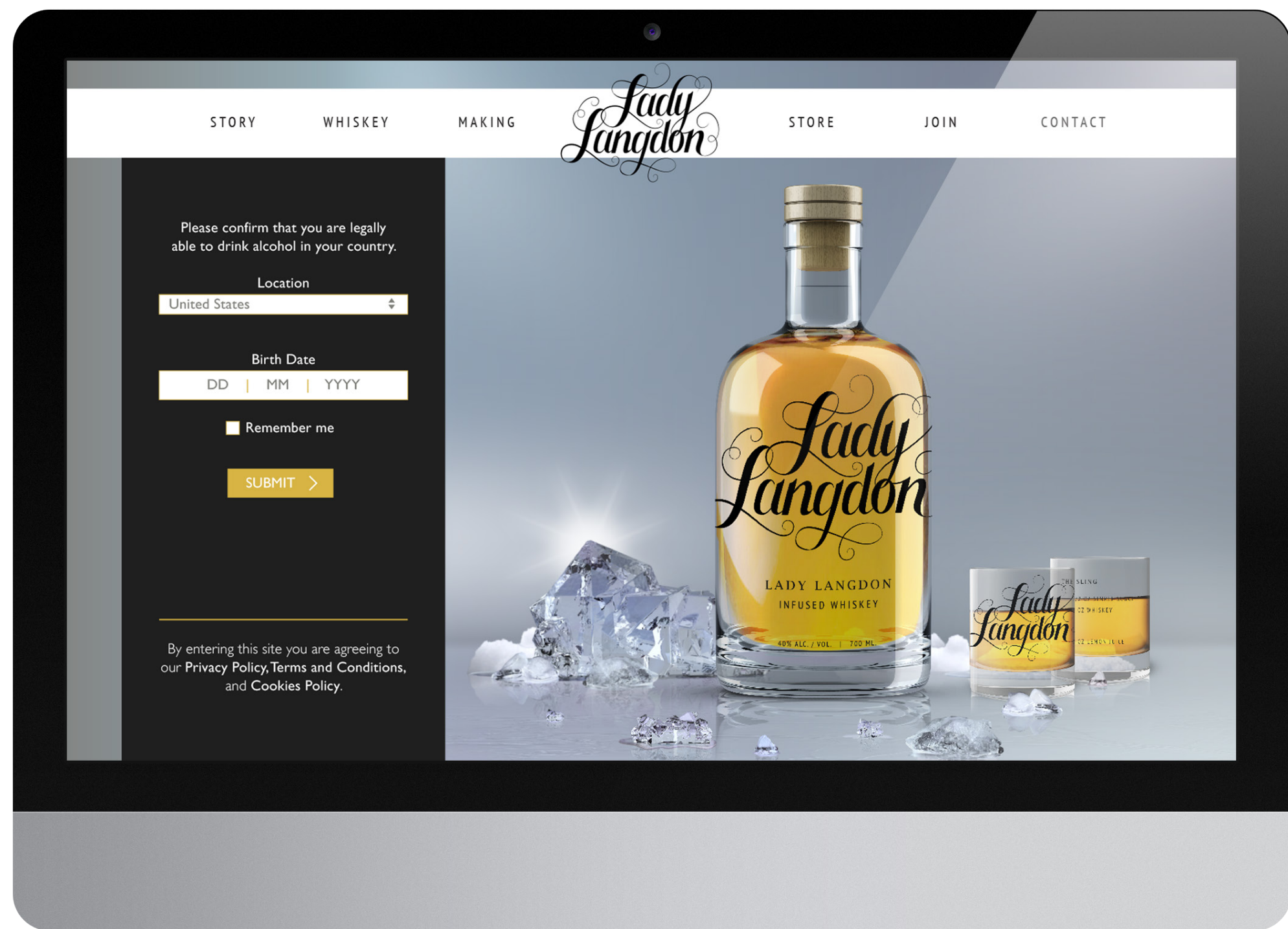
PRESERVE JAR

MINI TASTE JAR

RATING COASTER SET

3 INFUSION PACKAGES








FINGER LAKES FREEZE | 2014

In two teams of five, interns at Dixon Schwabl for the summer of 2014 branded Finger Lakes Freeze Girls Hockey Club. Our team planned promotional events, designed a logo, created promotional items, advertisements, commercials, and presented a marketing plan to the Finger Lakes Freeze Coaches Committee. One logo was selected to be used as an official logo for the team. My teams logo and promotional items are currently being utilized today. Our logo encompasses the ties the team has with the current boys team; The Canandaigua Knights. This logo also emphasizes the strength and empowerment the team provides young women with while playing hockey.



WHAT'S FUN, FAST-PACED & BUILDS STRONG GIRLS INTO STRONGER WOMEN?



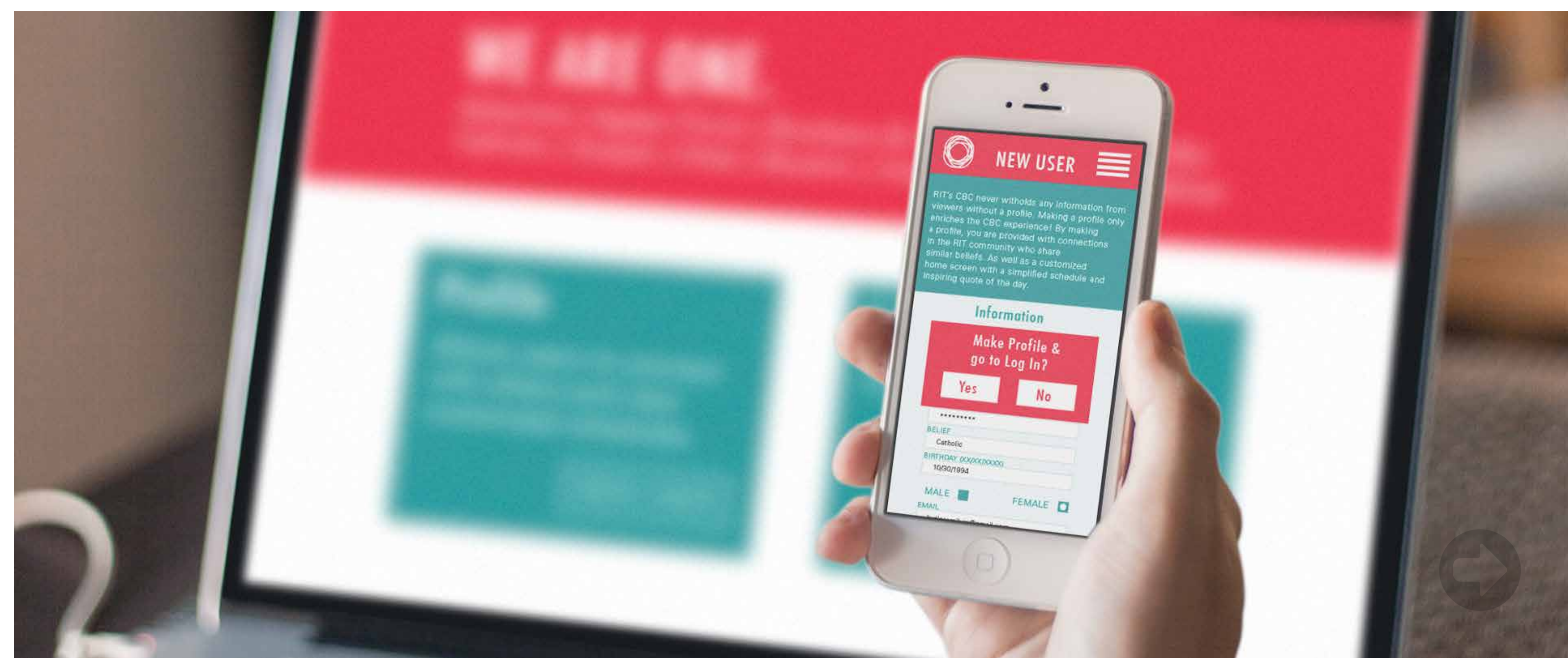
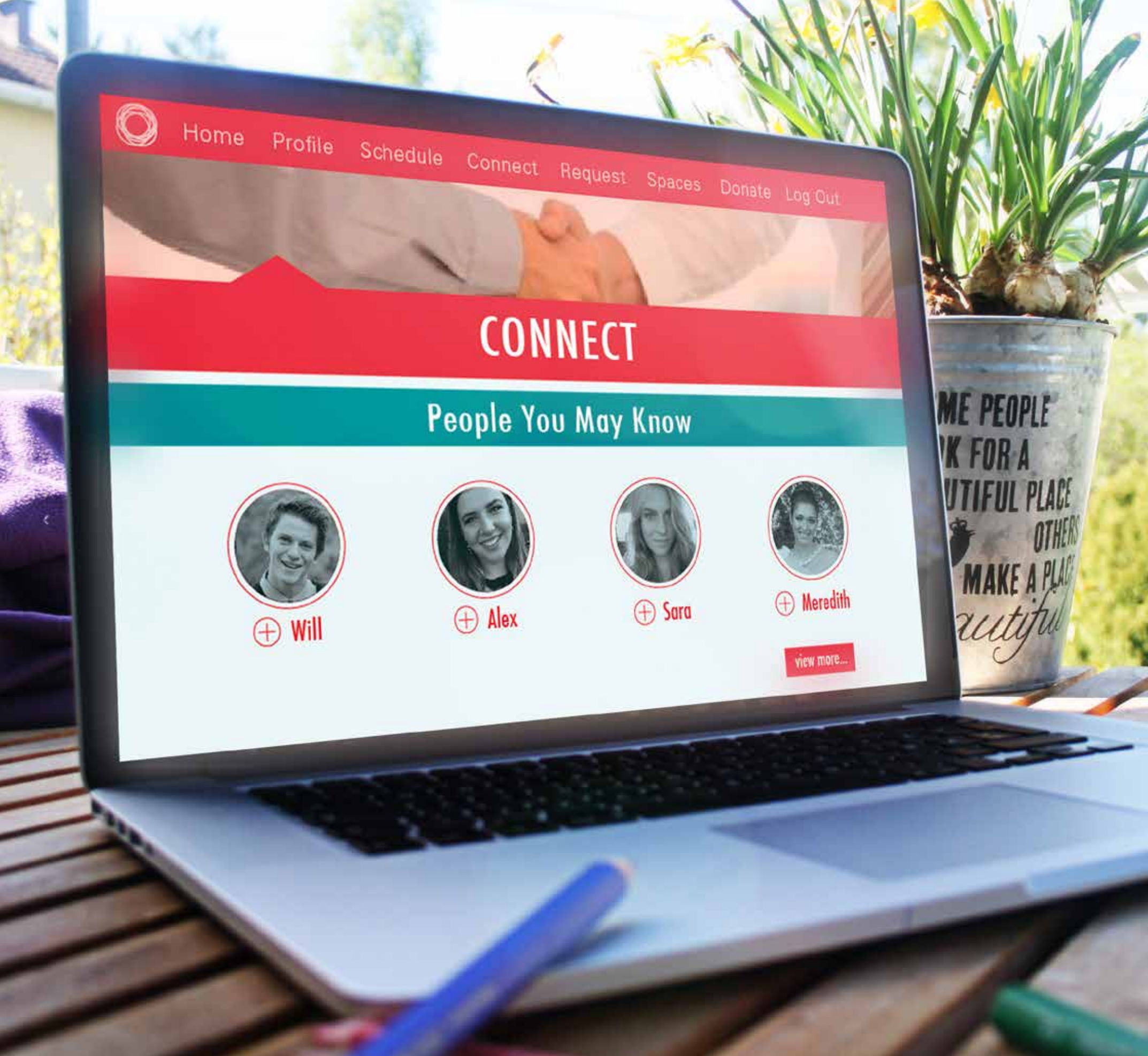
THE FINGER LAKES FREEZE IS AN ALL GIRLS HOCKEY CLUB THAT IS ACCEPTING NEW SKATERS. WHETHER YOU ALREADY PLAY HOCKEY OR ARE INTERESTED IN LEARNING, CONTACT US NOW!

LEARN MORE TODAY

✉ FREEZE.INFO@CKHOCKEY.ORG

f [FACEBOOK.COM/FINGERLAKESFREEZE](https://www.facebook.com/FingerLakesFreeze)





COMMUNITY BELIEF CENTER | 2014

This re-brand was done in my User Experience Design class at RIT. My group chose to re-invent the way RIT sees beliefs on campus. By opening the campus chapel, we allowed for a more unified experience to all students and staff. Our interactive site and application connects users through profiles, beliefs, and hobbies. The mobile, tablet, and computer site will provide users with an experience that simplifies the current need for a connection between beliefs on campus.





FRAN'S UNDERGROUND BAKERY & CAFE | 2014

Local Victor, NY resident, Fran Snavelly, opened a bakery and cafe on Main Street in December of 2014. Her branding provides customers with a personalized experience. Her own signature creates the word "Fran's". For locals, Fran has always been the food guru of the area. Therefore, having a logo with her name on it was of great importance to the fame of the bakery and cafe. Here color scheme is inviting as well as non-gender specific. Overall Fran's logo and branding has added to the success of her bakery and cafe.





ANGEL LOVE DESIGNS | 2014

All natural handmade soap fresh out of a small kitchen in NJ. This branding encompasses the natural ingredients that make up Sonya's organic soaps. The colors are feminine but focus on the loving aspect of her brand. The heart shaped twigs beneath her brand name lead customers eyes straight into the soap type. Complementing typefaces allow for a more natural and organic theme. This brand allows the naturality of the brand to speak before the label.



The **ms** 2015 **3** SUMMER PICNIC

August
13 3 TO 7 PM

BENEFITTING UNITED WAY

@SOUTH FIELD

raffle - food - games
auction - pie a pm



CHANGE THE WORLD.
CHANGE YOUR COMMUNITY.



MIRROR SHOW MANAGEMENT | 2015

During the summer of 2015, I worked with Mirror Show Management as a co-op. I was able to help in the brain storm process, as well as experience design being produced from digital to three dimensional. I also worked along side account managers, art directors, interior designers, and engineers. I was assigned projects with hand lettering and typography as a main component and given the opportunity to see projects through to the end result.







Find Your Piece

Autism Therapy Center

5200 HOSPITAL ROAD

FIND YOUR PIECE WAYFINDING | 2015

Find Your Piece is a new center for individuals with autism. This project embraced wayfinding for individuals with autism. Through research, it became apparant that these individuals face unique needs and challenges. There are many ways to design for those with autism. Researching allowed me to better understand the importance of design in an environment and develop and design a successful wayfinding system allowing individuals with autism to easily navigate.

