

Earthenwear

Briana Jensen – Fall 2020

Identity System

I originally started off with a wide variety of colors. Eventually I narrowed it down to these muted tones with subtle pops of color throughout other items.



EARTHENWEAR
HANDMADE CLAY JEWELRY



Dimensions
x1.75"



You can be featured!

We love seeing our customers wearing our products. Head over to Instagram and tag us @earthenwear or #earthenwear in the description. You may be featured on our page or website!



Product Packaging

Here you start to see a few more pops of color that can change year-round. Above is the mailer box, and to the right you see the earring holders and tissue paper.

Our brand discusses the eco-friendly benefits of our packaging on our website and catalogue.



Who we are.

Earthenwear is an eclectic and minimal clay jewelry company made for people from all walks of life. Each piece is designed and slowmade by Briana Jensen and Erin Bradford, with the core value of accessible, high quality craftsmanship in every design.

Briana and Erin's inspiration comes from modern architectural shapes and textures as well as the natural color palettes of the beautiful southeast. Each piece is designed, sculpted, baked, sanded, and packaged by hand with the utmost love and thought. All jewelry is created in their studio in the beautiful city of Memphis, Tennessee.

Handwritten Note

Since the business is smaller, I wanted to add personal touches. This note would be placed in mailer boxes. The choice would be random and what is written will always vary.



Thank you!
We like to throw in a handwritten note every now and then. Erin and I appreciate you supporting our business. With that said, please enjoy a \$50 dollar giftcard on us 😊
- Briana
Briana

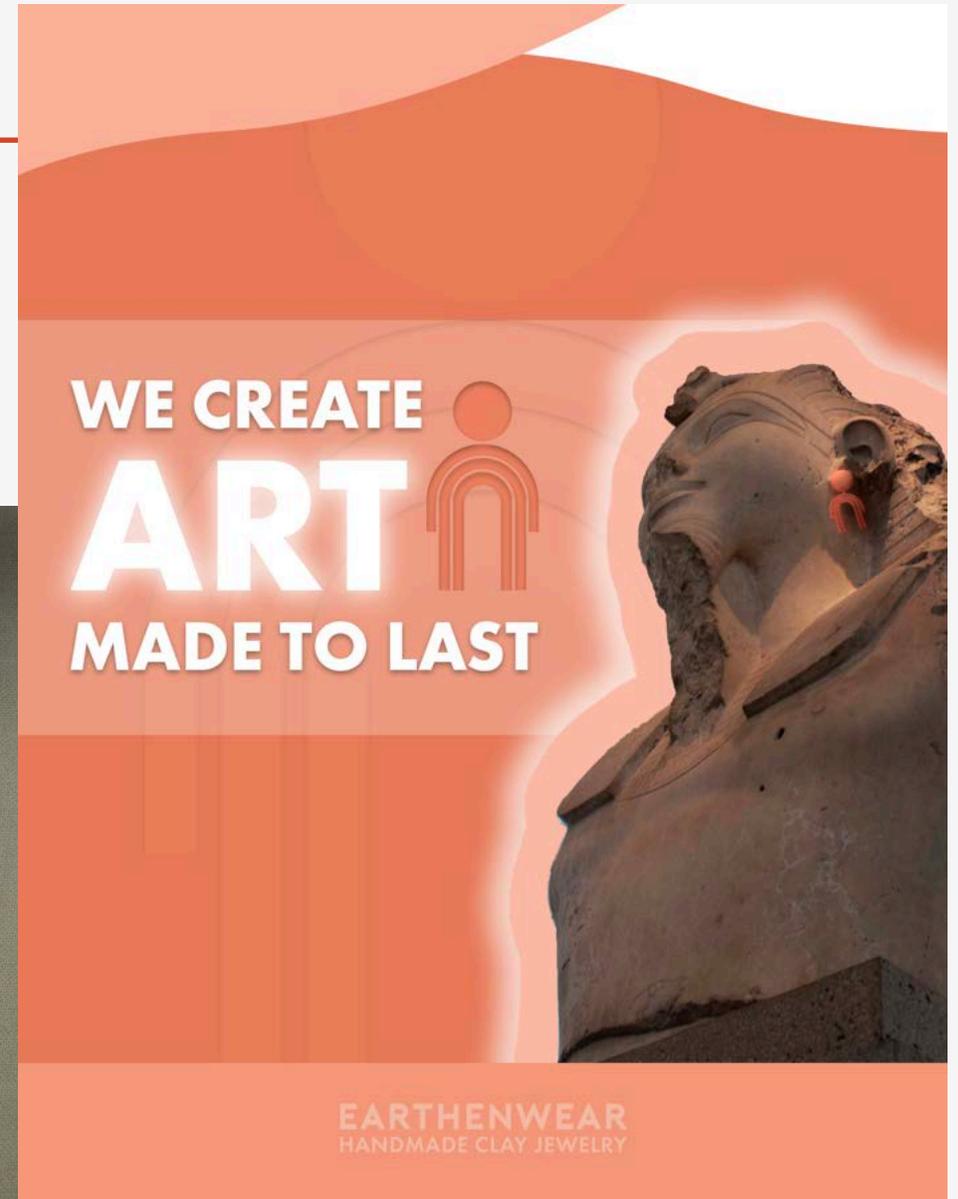


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Briana

Print Ad

Here you see a brighter orange. Once again, colors can vary throughout everything. If this were a series, the color would just continue to match the color of the earrings chosen. This print ad also leads into a motion ad.

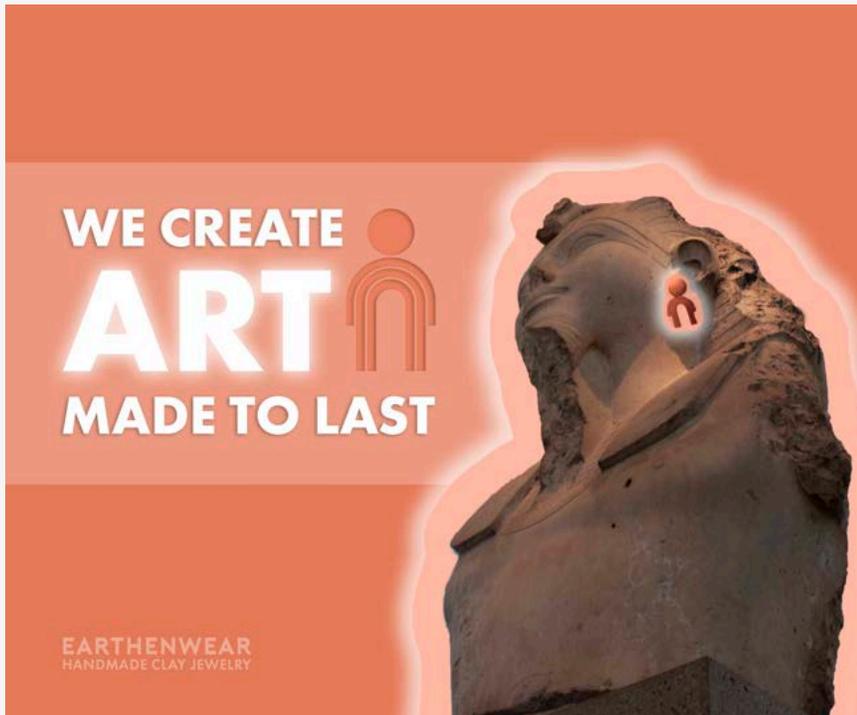
The left of the mockup is just a placeholder image.



Social Media Ad

Once the video is played, you'll see a glowing effect that is used to catch the viewers attention. It leads their eye towards the text and the earring.

Below is just a still version (like the print prior).



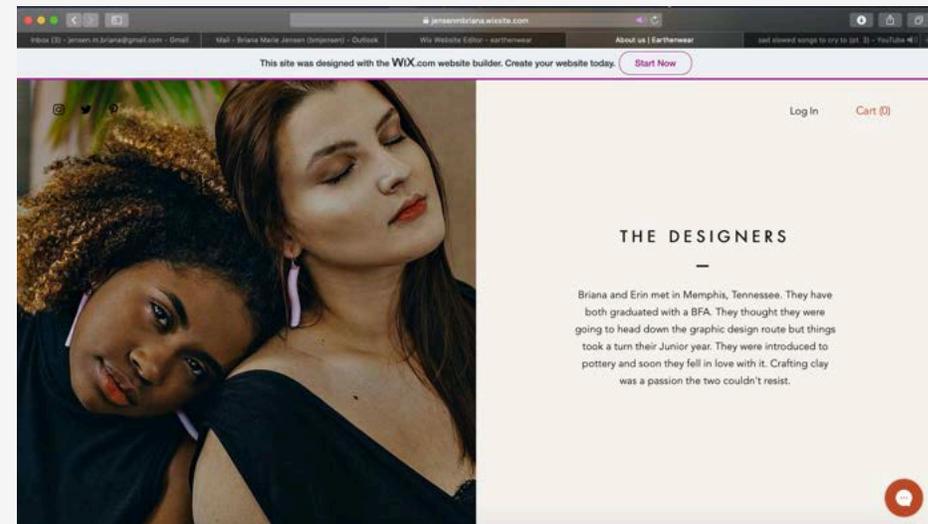
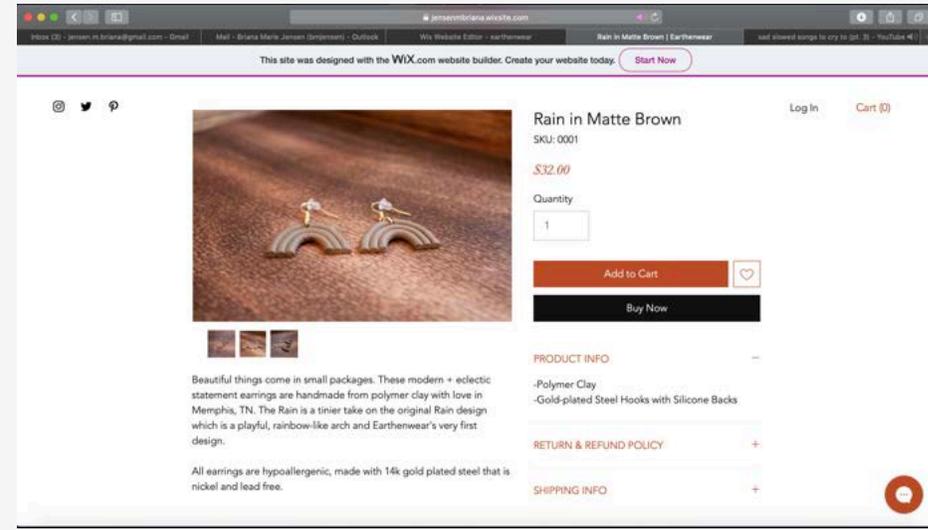
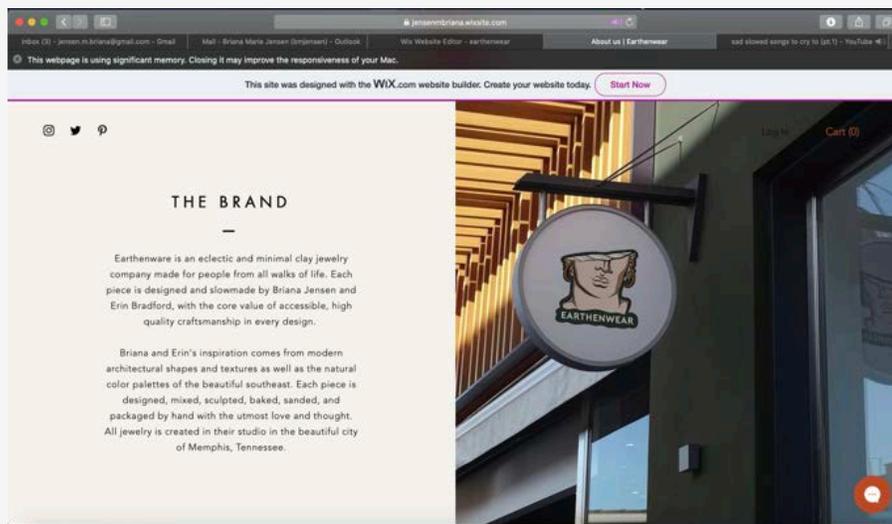
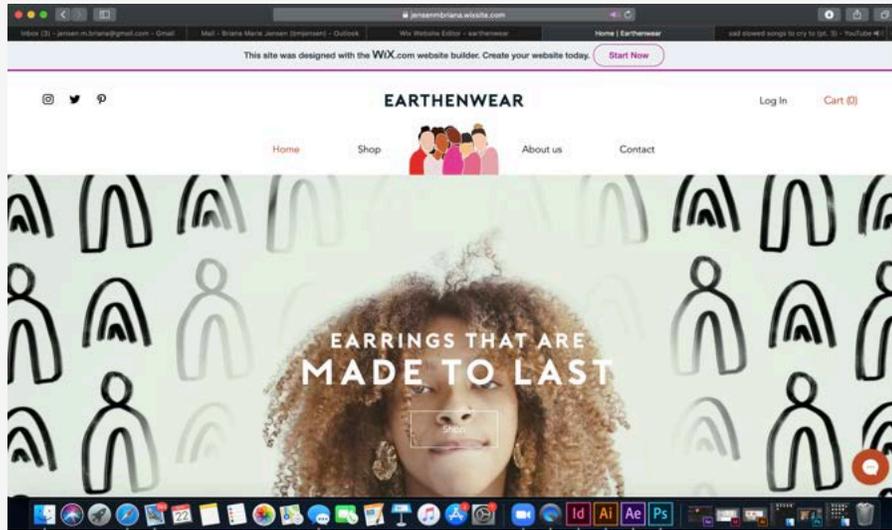
Motion Graphic

Fun video with elements of our abstract design appearing throughout.

<https://vimeo.com/486813537>



Website <https://jensenmbriana.wixsite.com/earthenwear>

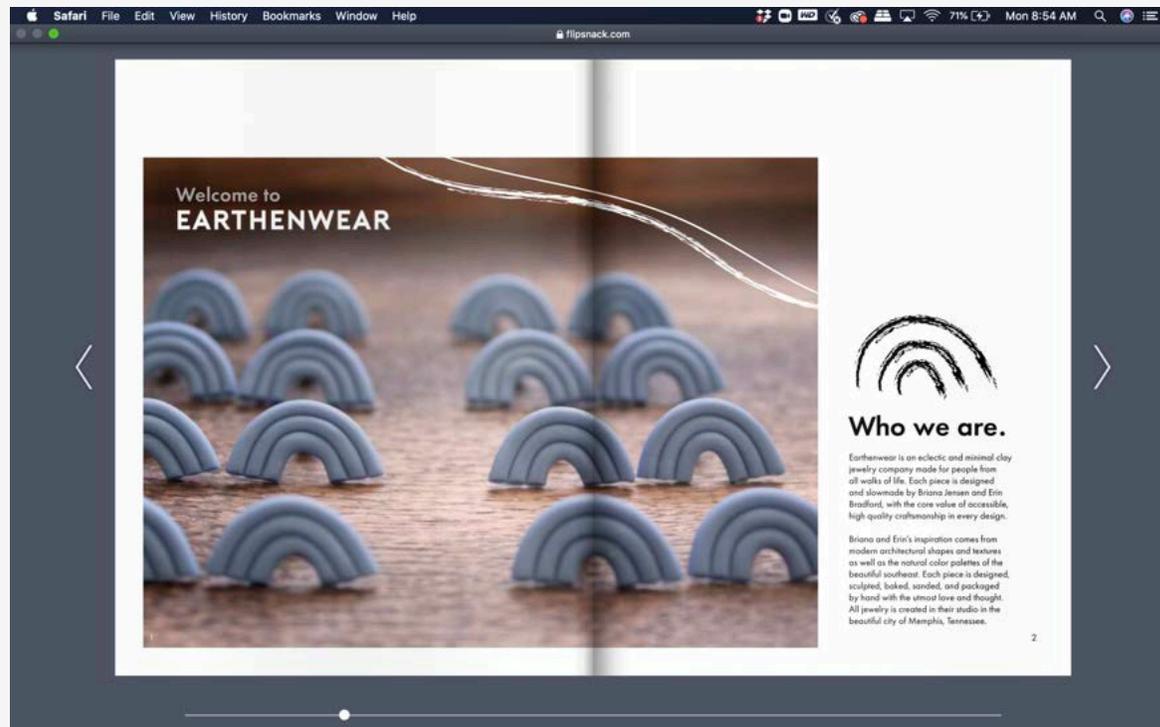


Catalogue

To the right you see the cover of the catalogue. Our business will send out 4 a year, one for each season (Spring, Summer, Fall, Winter).

Here is a link to flip through the catalogue:

<https://www.flipsnack.com/brianajensen/earthenwear-catalog.html>



FALL 2020



Poster

I'm unsure of the reaction that people may have when viewing this poster. Again, I wanted everything to catch a viewer's eye. I've had people say they see hand cuffs and others say they see a women's body. Both of those work for the message in the poster.

It discusses data reported from the EEOC. The topic is "women disproportionately report sexual harassment in male-dominated industries."

NOW THAT WE HAVE YOUR ATTENTION

WOMEN DISPROPORTIONATELY REPORT SEXUAL HARASSMENT IN MALE-DOMINATED INDUSTRIES



LET'S PUT AN END TO THIS

Paid partnership with EEOC - Please visit
www.eeoc.gov / www.earthenwear.com



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● = women ● = men

LET'S PUT AN END TO THIS

Paid partnership with EEOC - Please visit www.eeoc.gov/ www.earthenwear.com

Contact Information

Attaching this in case I no longer have access to my university email.

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