

BUCKI ROGERS ENVIRONMENTAL BRAND DESIGN PORTFOLIO



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RESIDENTIAL COMMUNITIES - FOOD TRUCK & POP-UP CAFE

CLIENT: HILLWOOD COMMUNITIES (UNION PARK, HARVEST, POMONA, WOLF RANCH & ADDITIONAL COMMUNITIES IN 2022)

GRILL
-n-
Around
Your Curbside
Community Cafe



THE TACTICS:

Logo Design • Brand Messaging • Website Design • Environmental Design & Installation • Realtor Sign Design(s) • Print Advertising Design
Event Graphic Design • Print Collateral & Coordination • Food Truck Branding, Design & Production • Marketing Support/Management
Copywriting • Mobile App Interface Design • Presentation Materials



HARVEST BY HILLWOOD COMMUNITIES • ARGYLE, TX

HARVEST IS A 1,000 ACRE MASTER-PLANNED MIXED-USE DEVELOPMENT, LOCATED IN RURAL ARGYLE, TEXAS. A TRADITIONALLY, FRESH-APPROACH TO MODERN TEXAS LIVING, STEEPED IN SUSTAINABILITY, HEALTHY LIVING WITHIN A GRASS-ROOTS COMMUNITY.



INITIAL CONCEPT DRAWING



FINISHED STRUCTURE



COMMUNITY GREENHOUSE BRANDING



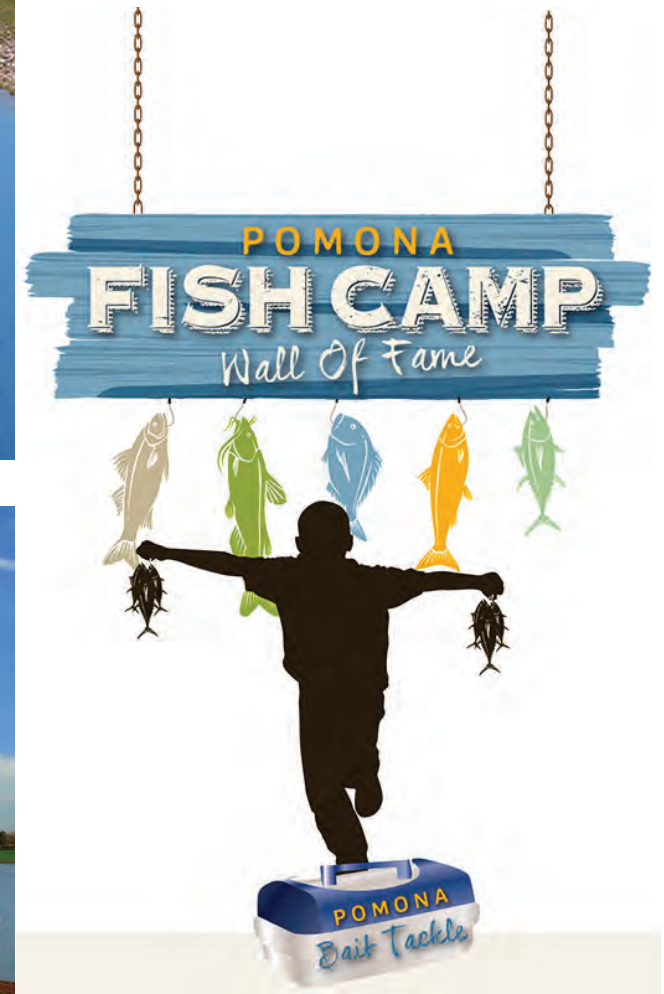
THE TACTICS:

Logo Design • Brand Messaging • Website Design • Environmental Design & Installation • Realtor Sign Design(s) • Print Advertising Design
Social/Digital Media Graphics/Management • Event Graphic Design • Print Collateral & Coordination • Sales Materials • Marketing Support/
Management • Copywriting • Mobile App Interface Design • Presentation Materials



POMONA BY HILLWOOD COMMUNITIES • MANVEL, TX

FISH SHACK AND DOCK FOR LOCAL RESIDENTS OF POMONA, HOME OF THE POMONA FISH CAMP.



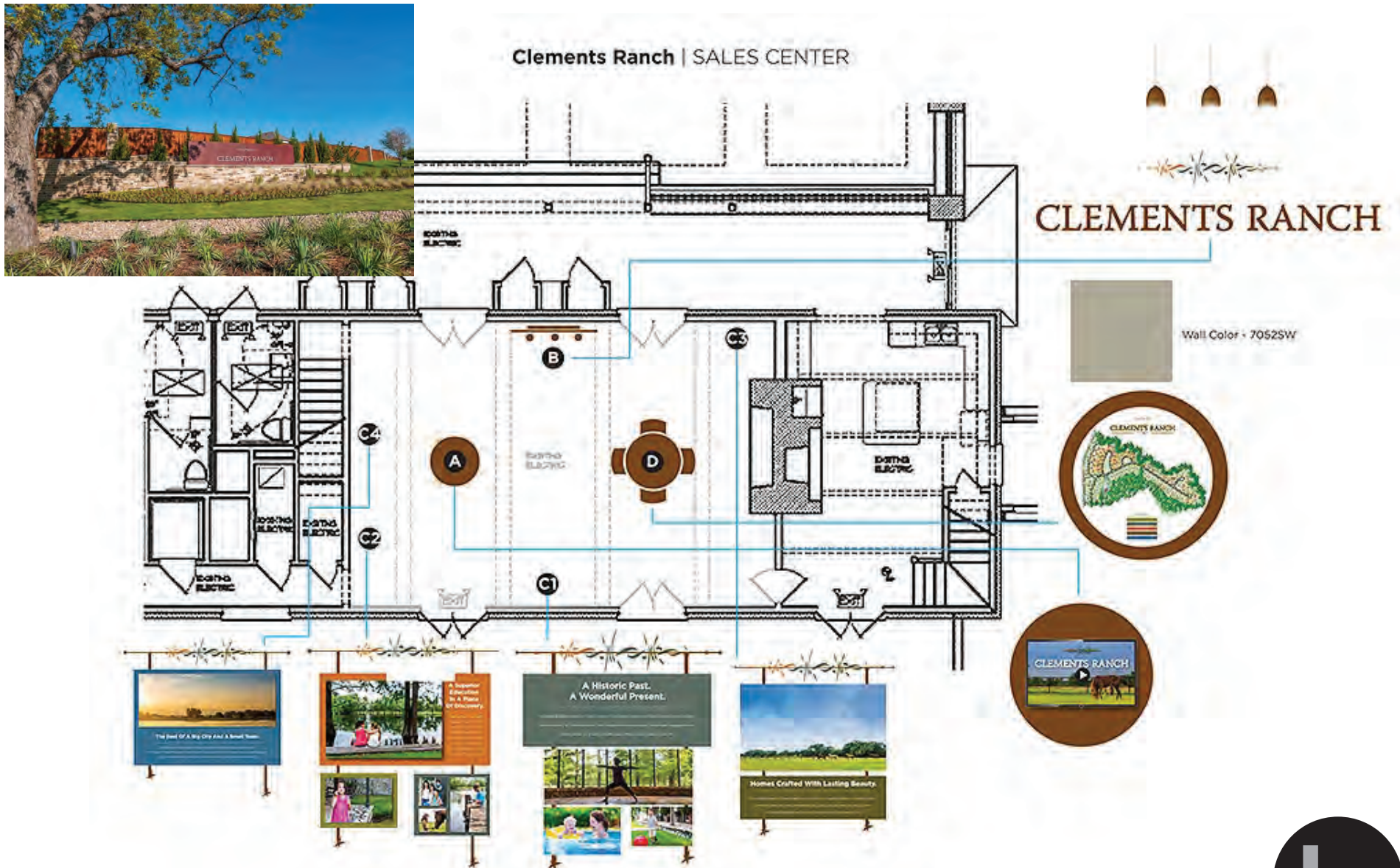
THE TACTICS:

Environmental Design • Brand Strategy Coordination • Photo Art Direction • Construction, Sign & Installation Coordination • Print Advertising Sales Collateral Design • Presentation Materials



CLEMENTS RANCH • FORNEY, TX

UPSCALE \$1 MILLION+ HOMES, BUILT ON THE LAND OF FORMER GOVERNOR OF TEXAS' BILL CLEMENTS' RANCH.
THE PROPERTY IS BEING DEVELOPED IN 5-PHASES AND INCLUDES AN EQUESTRIAN CENTER AND FULLY STAFFED STABLES.



THE TACTICS:

Logo Design (McSam Award Winner 2020) • Sales Center Print Collateral Design • Environmental Design • Sales Center Signs Design
Photo Art Direction • Copywriting • Print & Sign Production Coordination • Presentation Materials



PARK CITIES SELF STORAGE • DALLAS, TX

SELF STORAGE BUILDING EQUIPPED WITH A WINE STORAGE, CIGAR STORAGE AND AUTO COLLECTOR STORAGE FACILITY.



THE TACTICS:

Logo Design • Brand Strategy • Environmental Design • Way-Finding Design • Marketing Display Graphics • Marketing Support
Print Collateral Design/Management • Advertising • Sign Production & Installation Coordination



VINTAGE OAKS COMMUNITY • NEW BRAUNFELS, TX (TEXAS HILL COUNTRY)

A 3,900+ ACRE COMMUNITY BUILT IN THE HEART OF THE TEXAS HILL COUNTRY, COMES EQUIPPED WITH ITS VERY OWN LAZY RIVER AS WELL AS CHILDREN'S PLAYGROUNDS, FIVE MILES OF MAINTAINED TRAILS, BALL FIELDS, SPORT COURTS AND A TUSCAN CLUBHOUSE.



ENTRY BRAND SIGN



WELCOME - NEAR CLUBHOUSE



DIRECTIONAL



COMMUNITY/TRAIL MAP



LOCATION/AMENITIES



CLUBHOUSE PARKING

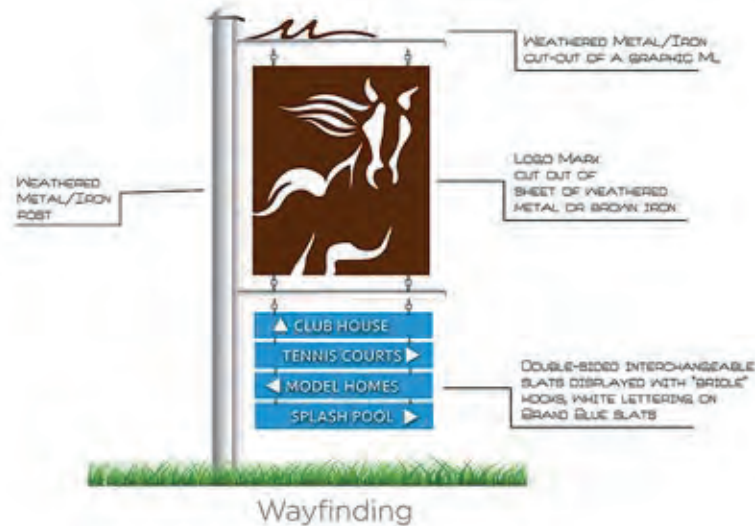
THE TACTICS:

Logo Design • Brand Messaging • Environmental Design • Way-Finding Design • Display & Event Graphics • Presentation Materials



PARK CITIES SELF STORAGE • DALLAS, TX

SELF STORAGE BUILDING EQUIPPED WITH A WINE STORAGE, CIGAR STORAGE AND AUTO COLLECTOR STORAGE FACILITY.



THE TACTICS:

Logo Design • Brand Messaging • Environmental Design • Way-Finding Design • Display & Event Graphics • Copywriting • Marketing Support/Management • Sign Production & Installation Coordination • Presentation Materials



HOME TOWN BY DOLCE LIVING • CONCEPT

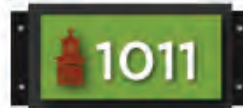
MULTI-USE COMMUNITY FOR LIVING THAT INCLUDES RETAIL, RESTAURANTS AND OFFICE SPACE. THE CONCEPT TO CREATE AN ALL INCLUSIVE STYLE COMMUNITY IN RURAL LOCATIONS IN THE SOUTHEAST.



EXTERIOR MAIN ID



AMENITY



INDIVIDUAL RESIDENTIAL



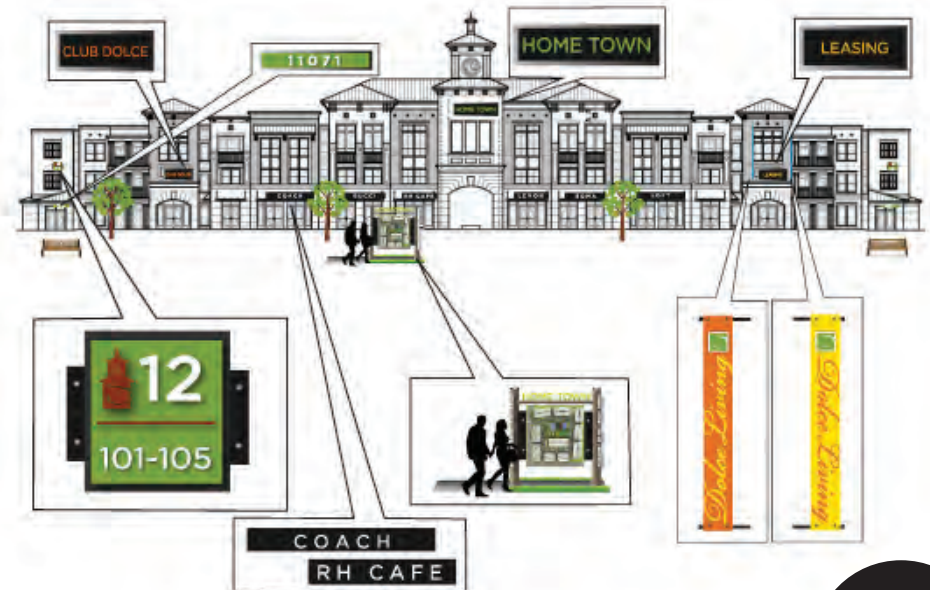
EXTERIOR BUILDING



DIRECTIONAL



COMMUNITY AMENITIES



THE TACTICS:

Logo Design • Brand Graphic Design • Environmental Design • Way-Finding Design • Display & Event Graphics • Presentation Materials

