

GRAY & GRIT

strategy + design by

GRAYSON STALLINGS

GRAPHIC DESIGN & ILLUSTRATION

Portfolio of Experiences and Skills



GRAYSON STALLINGS creatings brands, user experiences, and various graphic designs for individuals and companies. He is currently collaborating with other creatives in building brands and visual identity in Shanghai, China.

For more then seven years Grayson has helped entrepreneurs, small businesses, and corporations create a visual representation of their goals, identity and vision. Grayson continues to hone his skills by pursuing daily projects that stretch his creativity while building habits of creating.

If you have questions or requiring more details please contact Grayson through the below details.

+86.137.6467.5090
design.gstallings@gmail.com
www.graysonstallings.com

BRANDS that Grayson Stallings worked with in Graphic Design, Illustration, Visual Identity Design, and Branding.



THE
UNION TRADING CO.



MADISON
KITCHEN
1414 HUAI HAI





WESTWOOD ALES

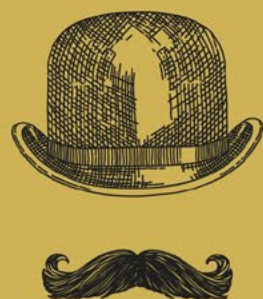
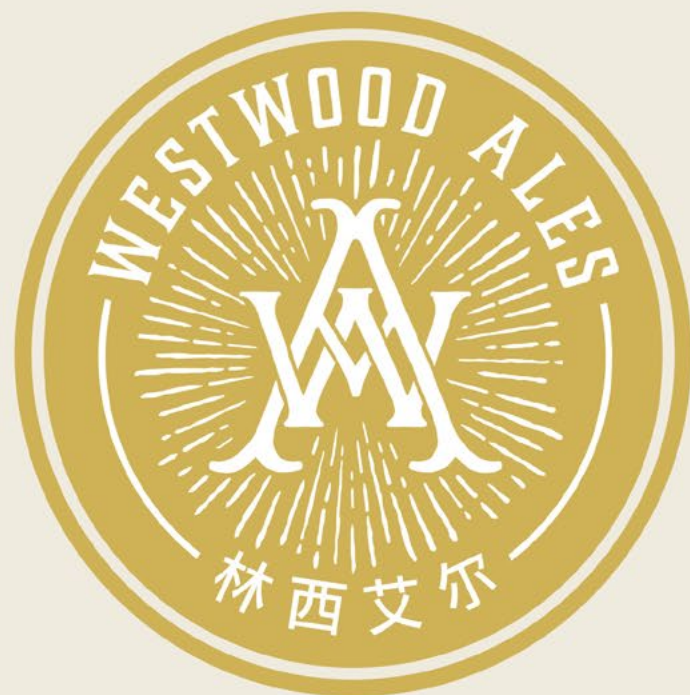
Branding and Art Direction

In 2014 I began partnering with the brothers of Westwood Ales as their Art and Brand Director. My roles included designing the visual identity all the way through to marketing the brewery as we built a brand from the ground up. The visual identity needed to capture their British heritage while containing an ale-ish folly. The monogram does just this with the slab-serif “W” capturing the Westwood family heritage and a clown-ish “A” capturing a joker-like spirit. The illustrated characters who appear on the labels also capture this with tongue-in-cheek references and circus blazon aesthetics.

Creative Direction and Design - Grayson Stallings

Label Illustration - Weronika Nosowicz

Photography - Stacey Wei and David Fox



VISUAL IDENTITY SYSTEM



VARIOUS COLLATERAL DESIGN



GRAPHIC DESIGN



WEBSITE DESIGN



TEPTIO

Visual Identity and Rebranding

The owners of Catina Agave wanted a fresh and vibrant concept to bring life to a classic corner in Shanghai, China. They sought to introduce various authentic Mexican flavors and dishes not featured in the Shanghai food spotlight. What we created was a chic, “older sister” brand that customers tired of trite branding and food from the Tex-Mex origin. Using bold aesthetics and vibrant colors I began to embody the characteristics and style choices that I imagined Catina Agave’s “older sister” would have. I wanted a sleekness to the brand contrasted with the natural flavors from the menu.

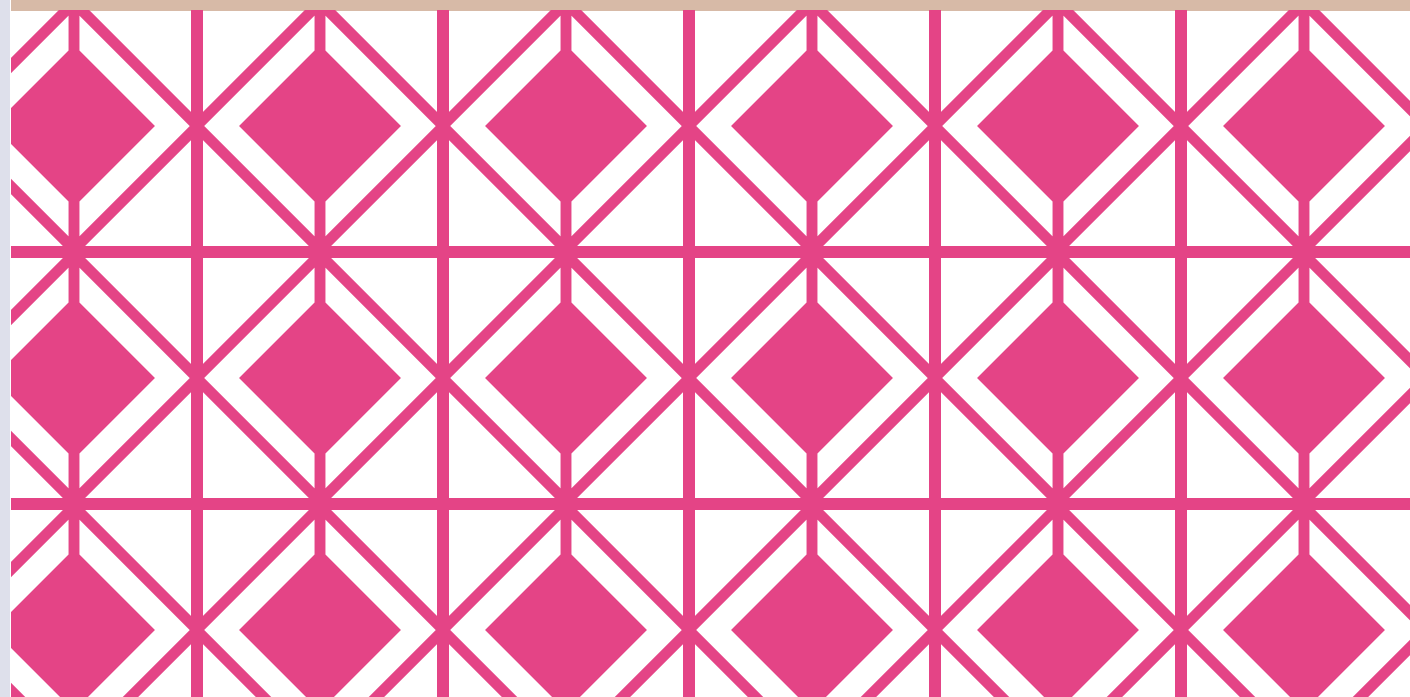
Visual Identity and Interior Support - Grayson Stallings

Interior Design - Hannah Churchill

Photography - Stacey Wei

MEXICAN
Tepito
TAPAS / TEQUILA

MEXICAN
Tepito
TAPAS
龙舌兰
—小馆—



VISUAL IDENTITY SYSTEM



VARIOUS INTERIOR PIECES



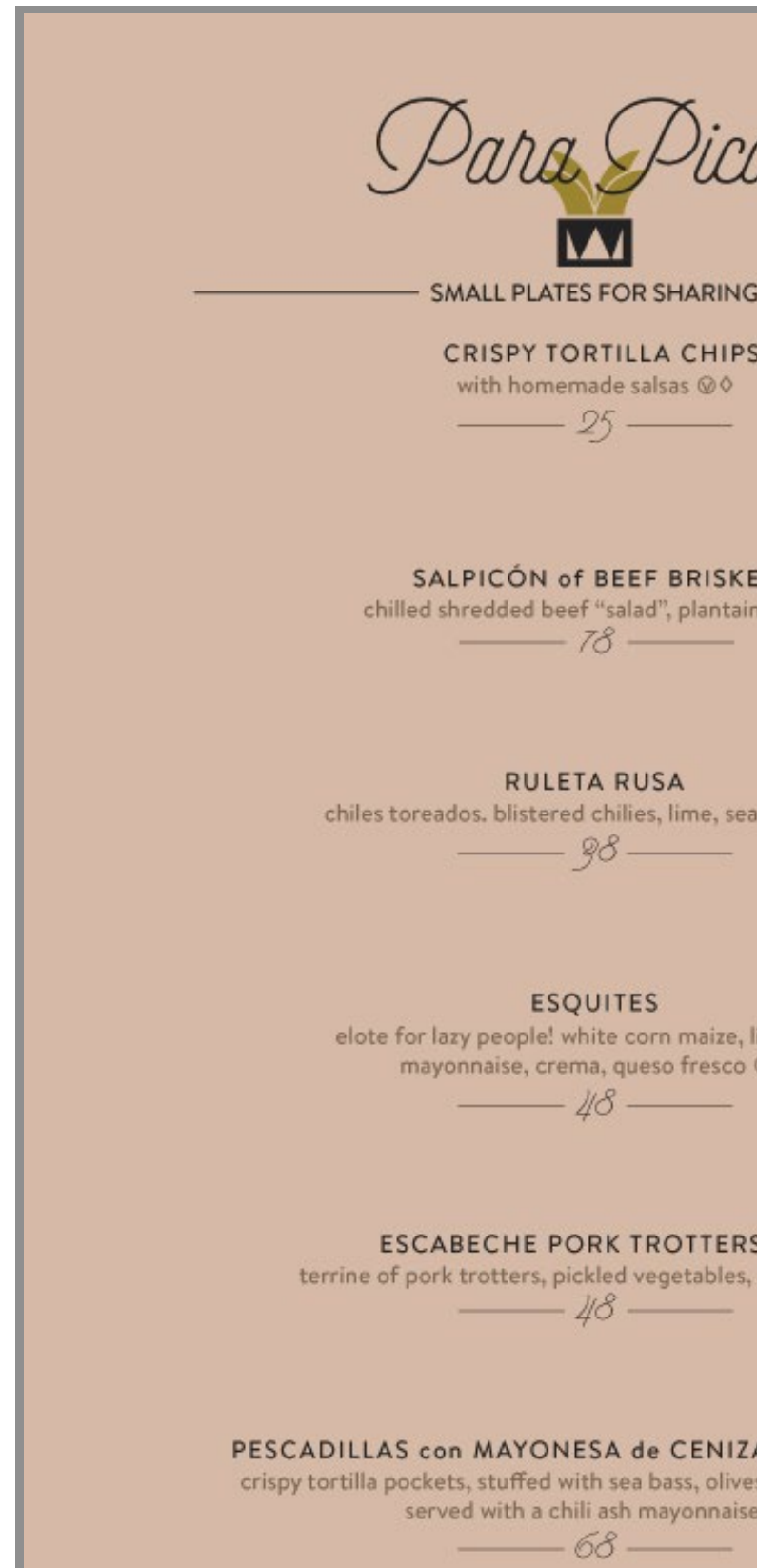


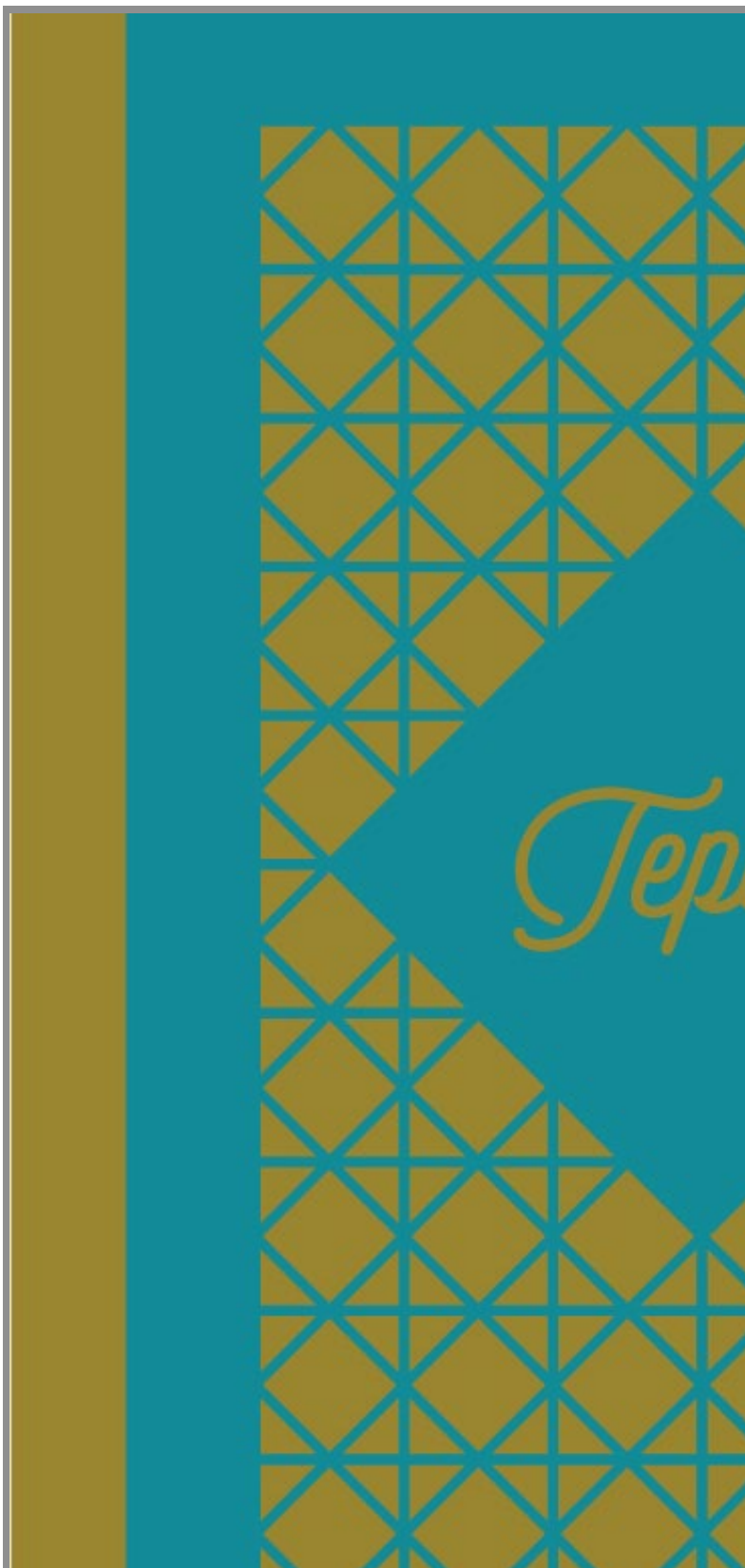
STATIONARY DESIGN





MENU DESIGN





MENU DESIGN

乐享小食

香脆玉米片
配特制沙沙酱 @ @
—— 25 ——

南美冰爽牛肉丝沙拉
新鲜冰爽牛肉丝沙拉配香炸糯
—— 78 ——

俄罗斯轮盘
要不要跟我们玩个游戏? 烧烤
(有的特辣, 有的不辣!) 配青柠,
—— 38 ——

墨西哥街头烤玉米
懒人的美味烤玉米, 青柠汁, 煎
蛋黄酱, 墨西哥芝士 @ @
—— 48 ——

猪蹄肉冻
美味猪蹄肉冻配泡菜, 配炸猪
—— 48 ——

酥炸鳕鱼饺
香炸玉米饼包裹美味鳕鱼, 水瓜榴, 青椒
—— 68 ——

Beer
BEFORE...
科罗那 —— 35

双X啤酒 —— 40

双X啤酒琥珀 —— 40

CRAFT BEER —— 50
ask server for selection

ALL PREMIU
HOUSE POU

必富达
坎特一
爱文山
哥罗里
蔗园三
黑方威

For Drive
AND LAME PEOPLE

冰红茶 —— 20 咖啡

牙买加冰洛 墨西哥
神花茶 —— 28

带汽矿泉

蔓越莓汁, 橙汁, 西柚汁, 菠萝
可乐, 健怡可乐, 雪碧, 雀巢



MADISON KITCHEN

Visual Identity and Branding

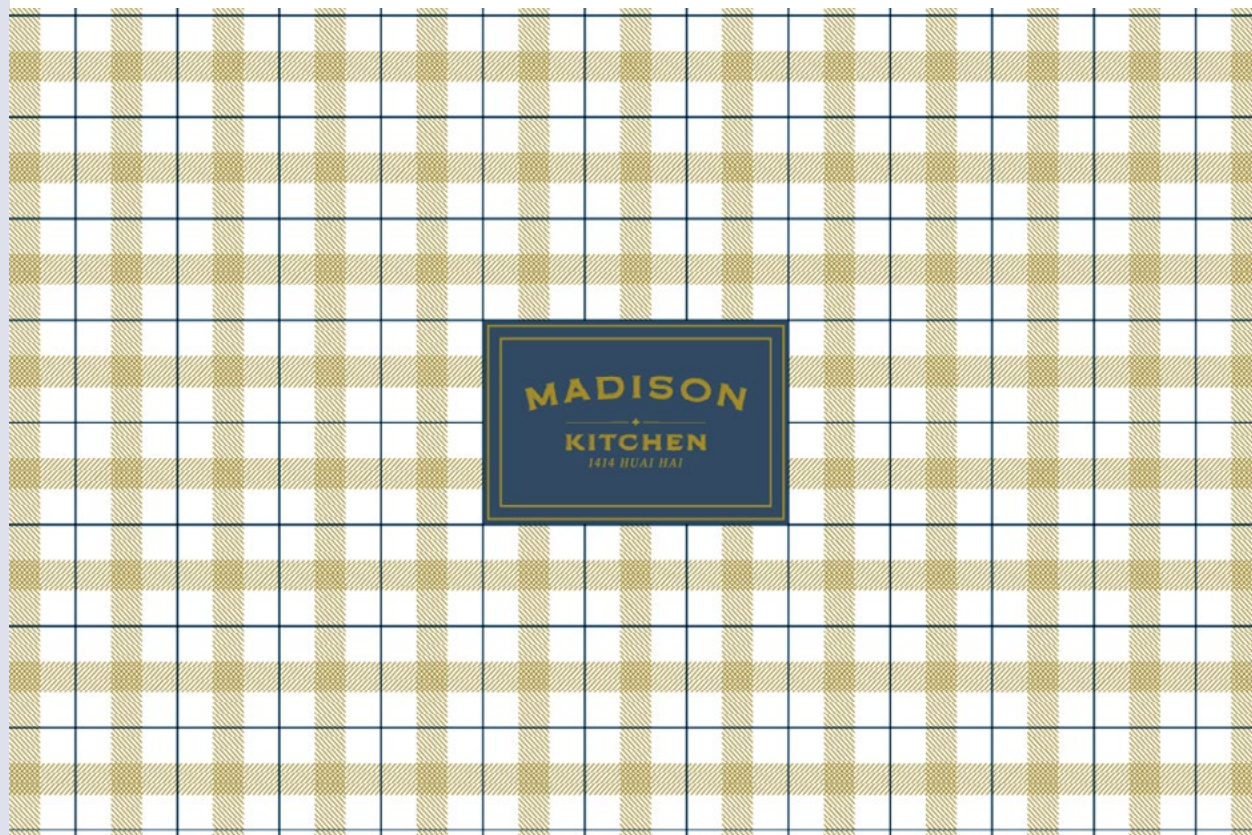
Austin Hu and the Madison crew approached me about creating a new concept that revolved around an American deli. I was quite intrigued. After hearing about their concept and the direction they wanted to take the business, I created a straightforward identity using butcher research and paired with the character of Austin Hu. I pitched the branding direction of “Life’s A Picnic” and the owners loved the nostalgia that it brought. The pattern created hints of this as I recreated a picnic blanket that my own grandma would have used. This concept is all about “good, honest food” and so the identity and branding had to carry this forward with strong typography, sparse embellishment, and straightforward presentation.

Creative Direction and Design - Grayson Stallings



LIFE'S A
PICNIC

VISUAL IDENTITY SYSTEM

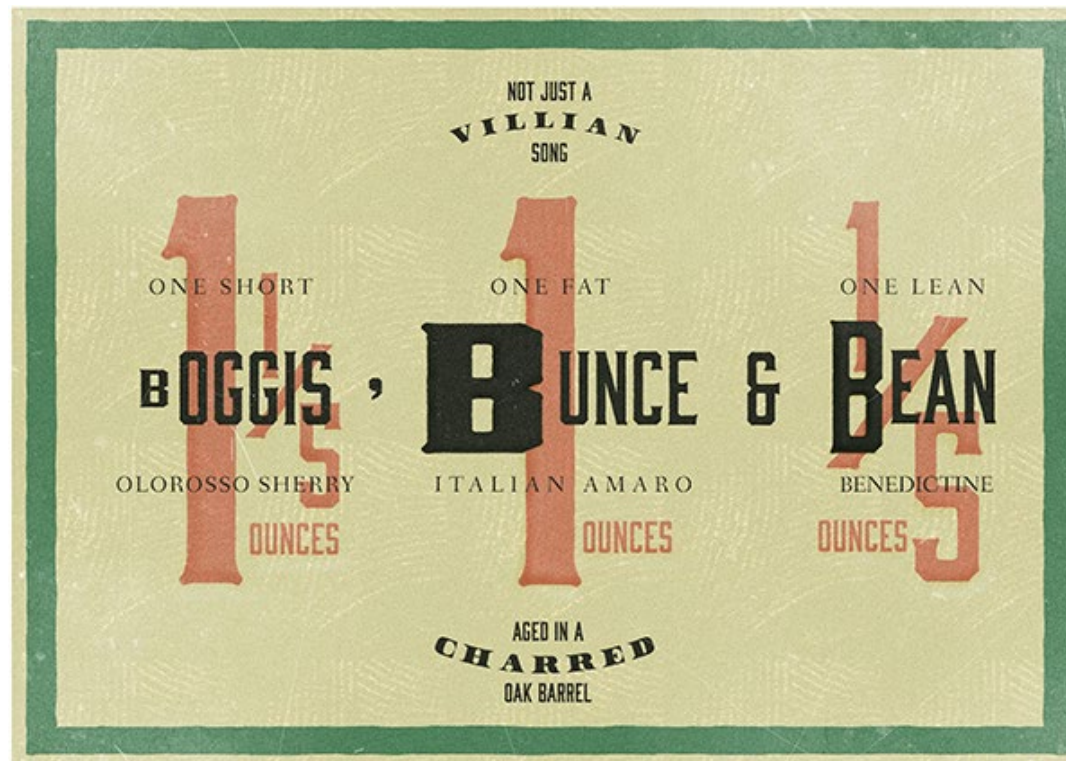


BRAND STORY



VARIOUS COLLATERAL DESIGN



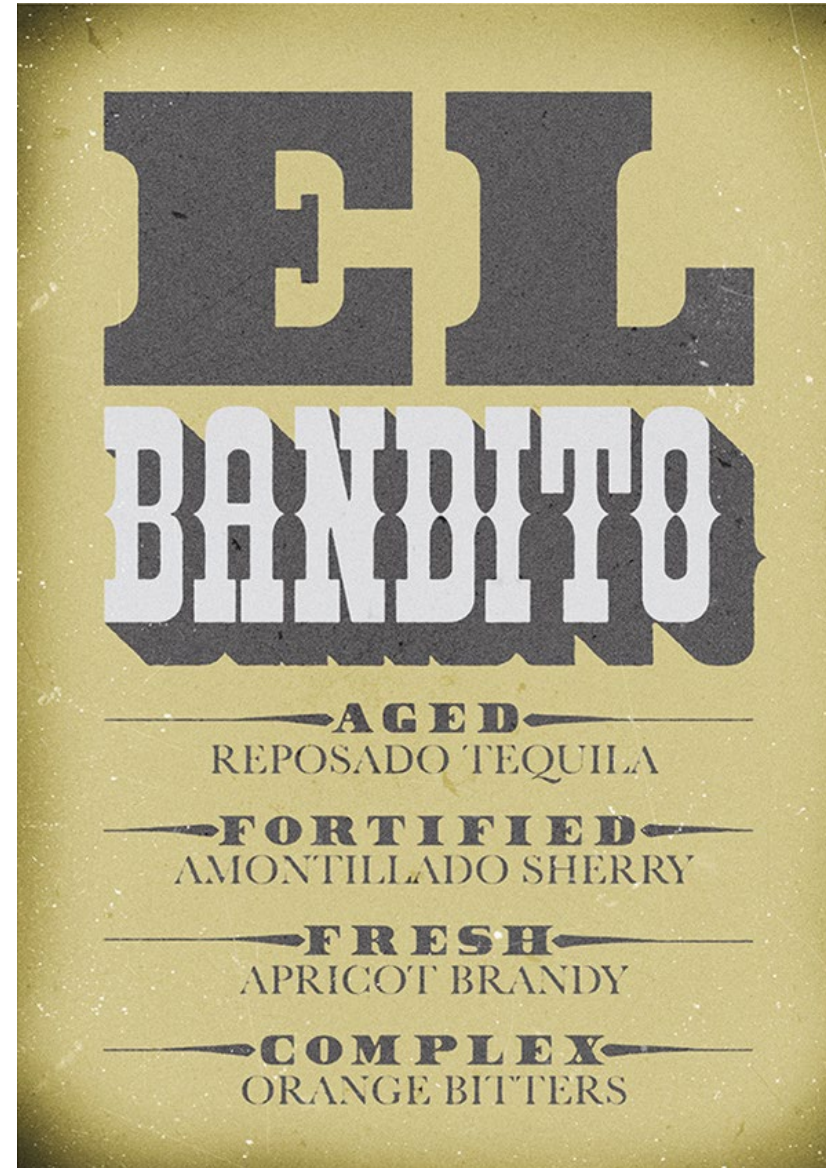
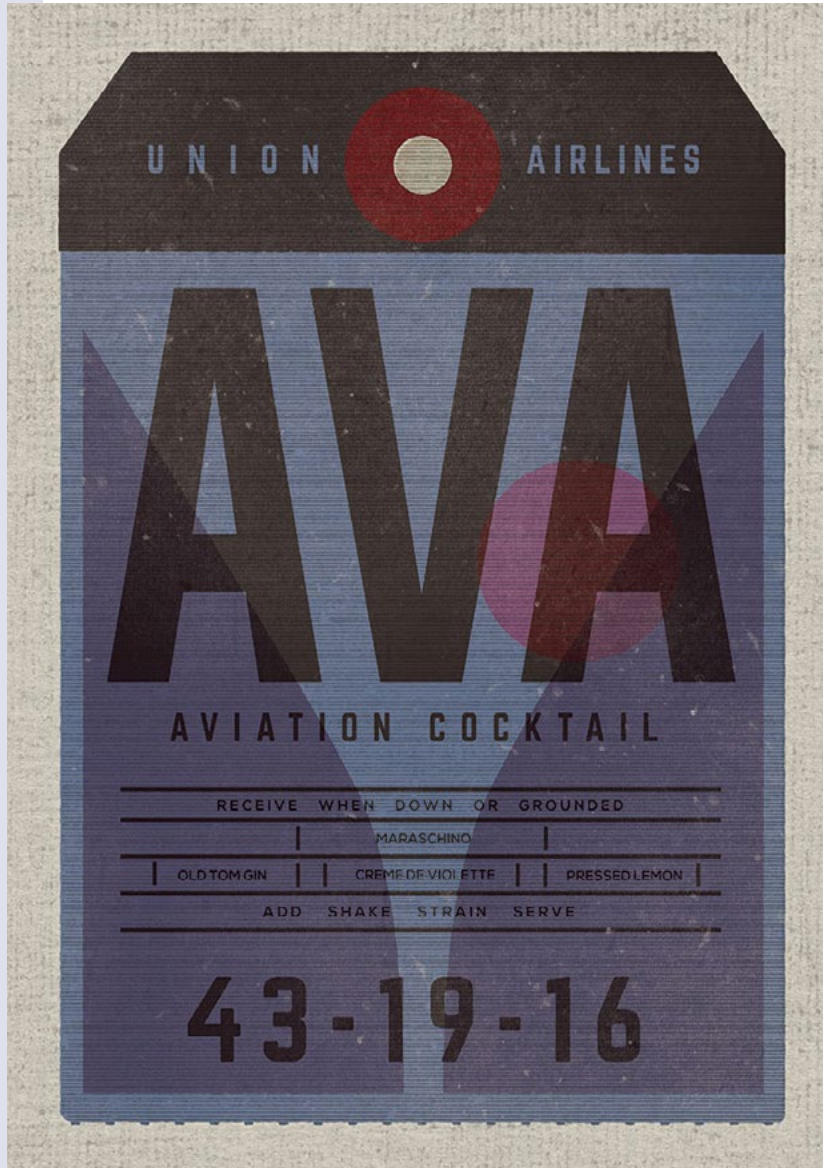


UNION TRADING CO.

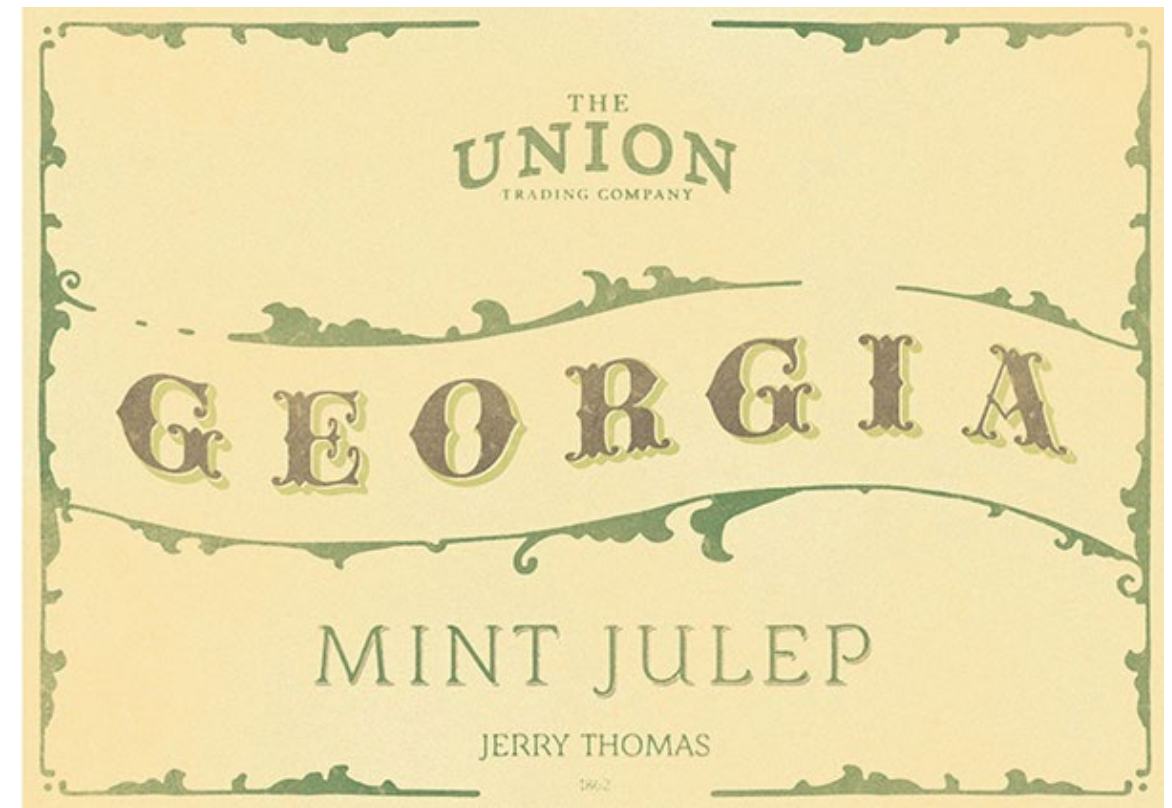
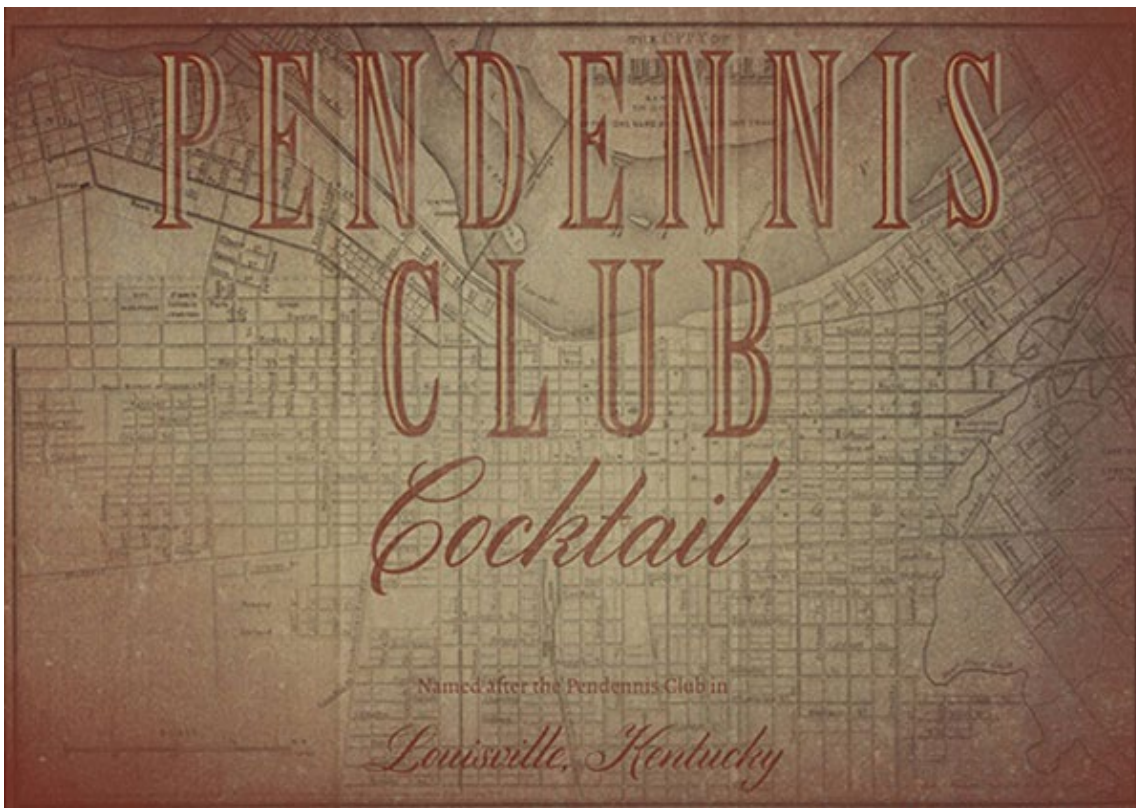
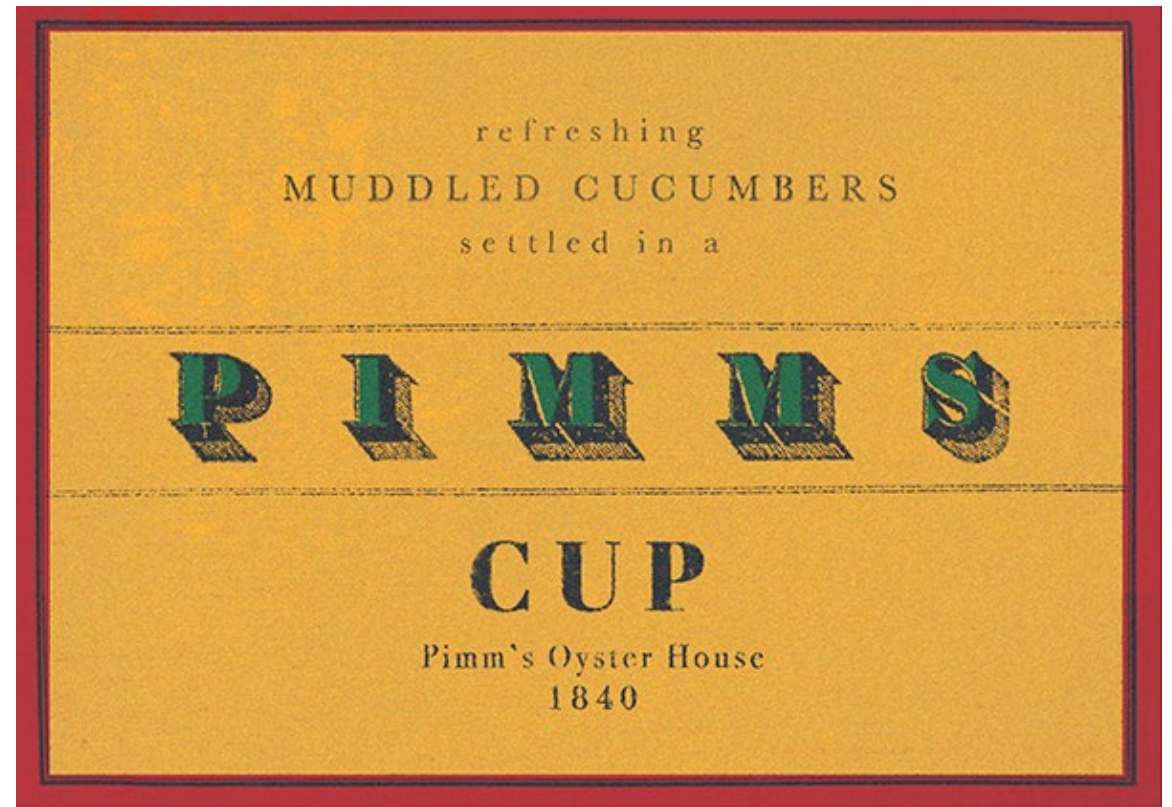
Giving a Visual Face to Cocktails

The following prints were among 20 plus pieces commissioned by Yao Lu and Austin Hu for The Union Trading Co. for interior decoration and brand placement. The speak-easy styled bar features 120 drinks that includes their own concepts alongside classic cocktails. I enjoyed collaborating with Yao and getting to know the process, ingredients, and flavors of his creations. I found inspiration in vintage labels, type, and graphics.

Creative Direction and Design - Grayson Stallings



PRINT AND LABEL DESIGN



PRINT AND LABEL DESIGN



FAMA

Rebranding a Chinese Company

The following examples show my work rebranding a condom company aimed at providing a secure product to the modern Chinese consumer in a subtle but vibrant manner. For this project I focused on designing the letters to demonstrate the attributes and the experience the product offers to the consumer. My inspiration came from looking at the experience concerts create through the use of sound and color. FAMA specializes in creating customized condoms within customized packaging to fit the individual needs of the consumer. With this in mind I created a set of logos that emphasized the different qualities of the individual letters within a uniformed manner. A visual identity system, brand guidelines, and package designs were created for this project.

Creative Direction and Design - Grayson Stallings



VISUAL IDENTITY SYSTEM



CUSTOMIZED LOGOS



PACKAGING DESIGN

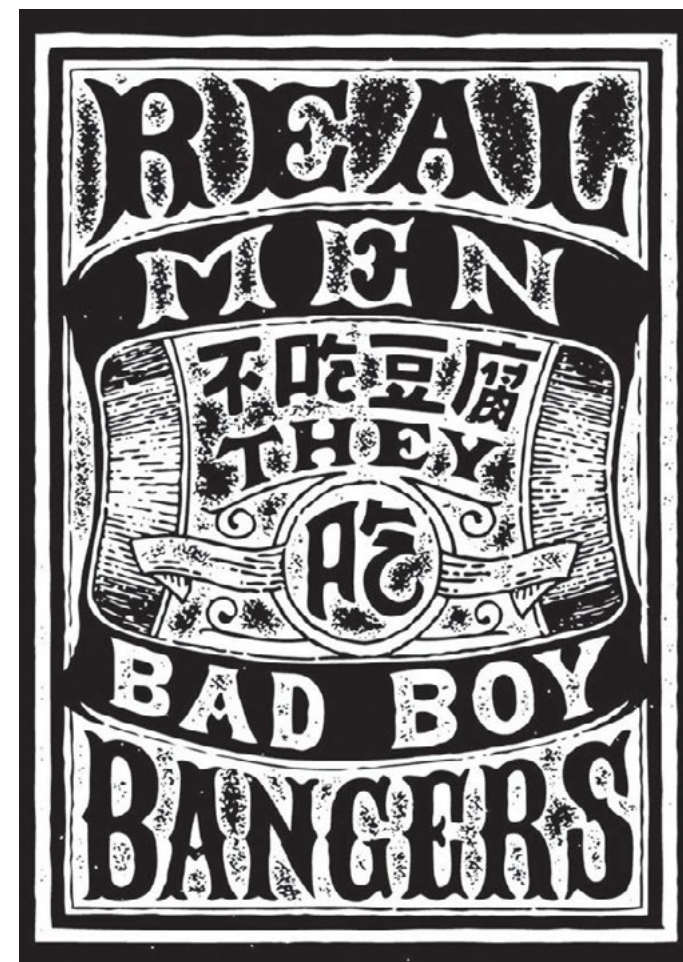


BAD BOY BANGERS

Vintage Lettering Paired with a Smirk

I enjoyed collaborating with Deji Odunlami in the designing of three t-shirts for his business Bad Boy Bangers. Deji enjoys crafting authentic British sausages in Shanghai, China. While juggling a full time job, Deji still finds time to make traditional or Asian spiced bangers, attending festivals, and selling products online. Using creative word play in Chinese we were able to produce shirts that can grab attention with vintage lettering and leave a smirk on the faces of bilingual speakers.

Graphic Design - Grayson Stallings



GRAPHIC DESIGN AND LETTERING

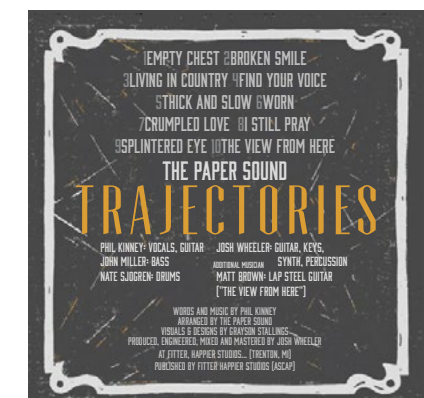
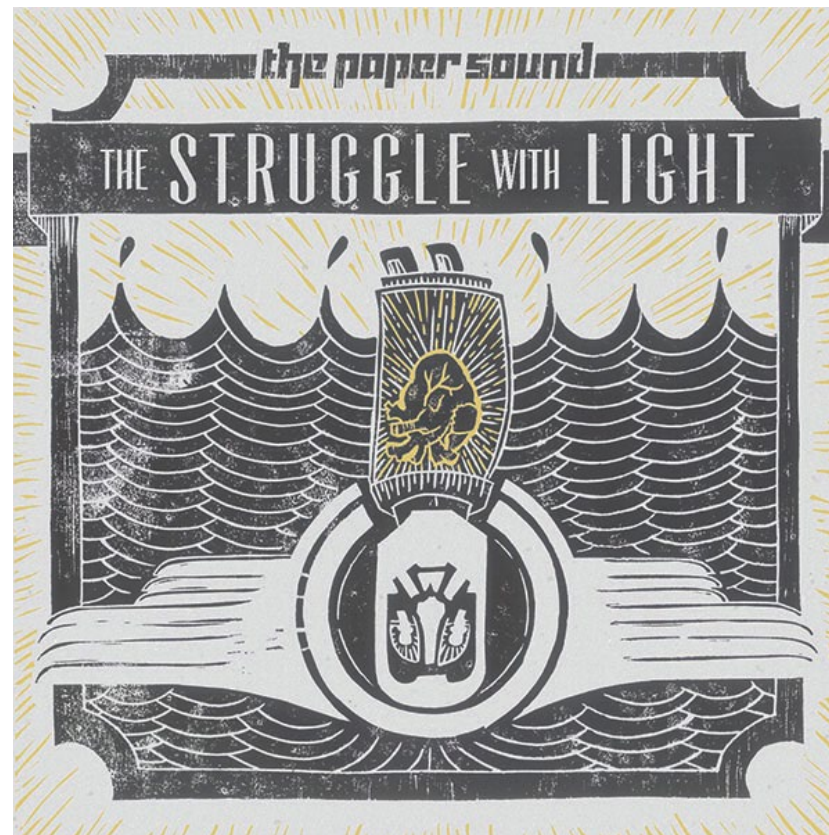


THE PAPER SOUND

Giving a Band a Visual Voice

Close work was done with the lead singer of The Paper Sound; a moody, Americana-influenced indie rock band, to produce pieces for two albums. These pieces were narrative in nature so as to complement the deep lyrics of each album. Lino-block prints produced raw and weathered visuals. These images gave form to the lyrics and also gave birth to a new set of narratives that the user could interpret while listening to the albums.

Creative Direction and Design - Grayson Stallings



GRAPHIC DESIGN AND ILLUSTRATION



DOC GUTHRIE'S

Hand Painted Signage

The owners of Doc Guthrie's approached me to create hand painted signage on wood and glass. Instead of printing and installing vinyl signage they desired a visual representation to the barber craft they practiced in their shop. The final product was exactly what they wanted: a crafted and man-made signage that took their branding to all spectrums of their business and movement.

Signage Design - Grayson Stallings



SIGNAGE





REVERSE GLASS SIGNAGE





REVERSE GLASS SIGNAGE

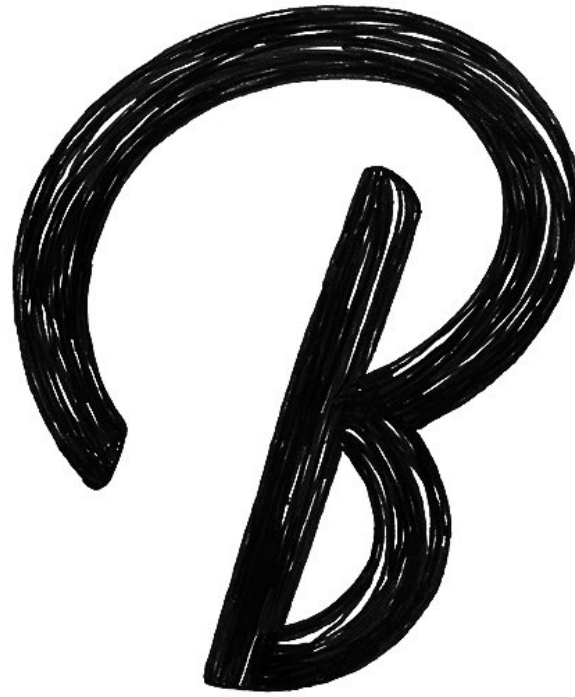
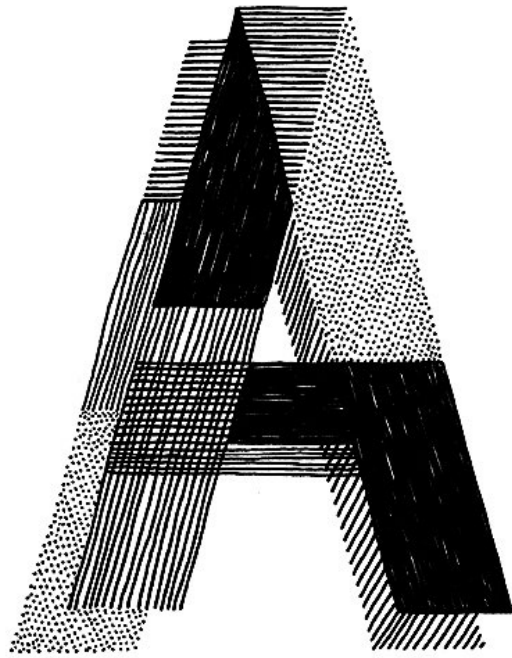


LETTERING

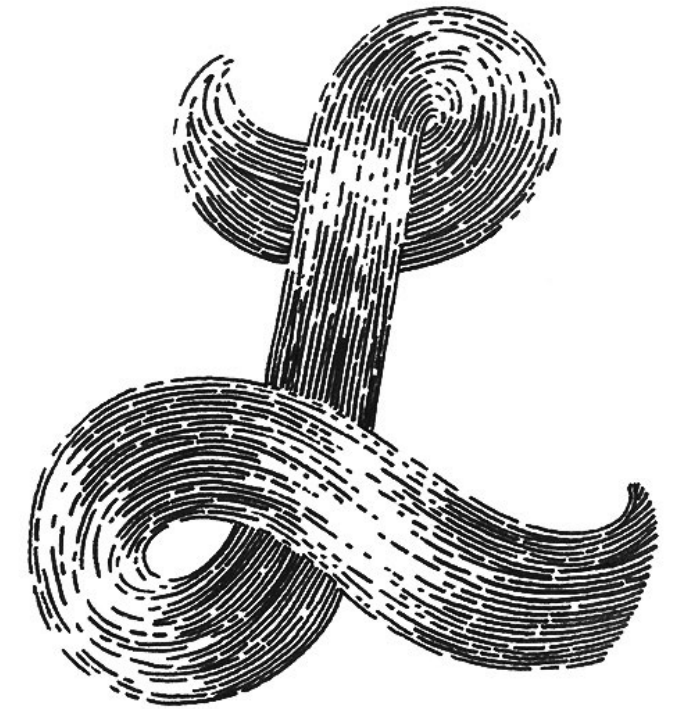
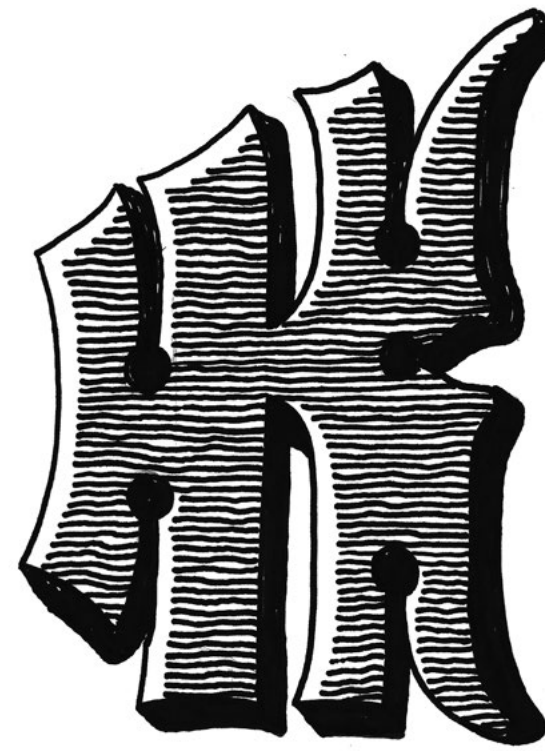
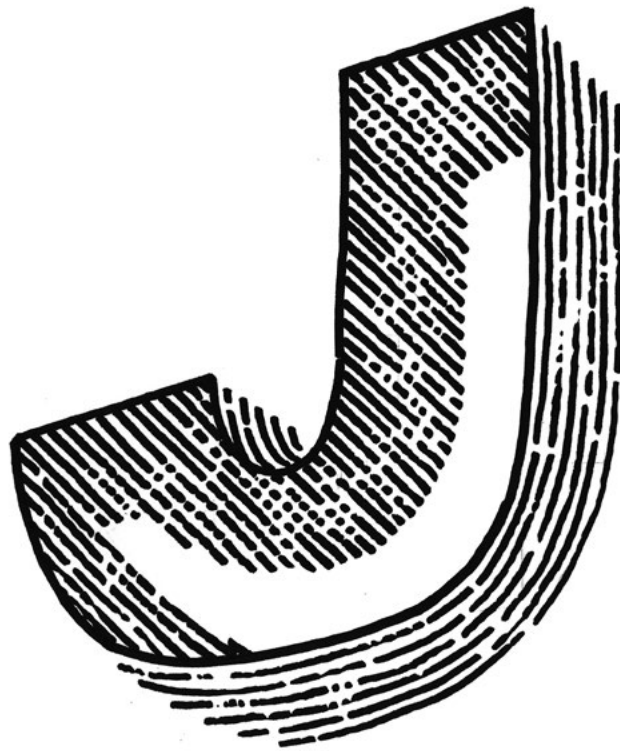
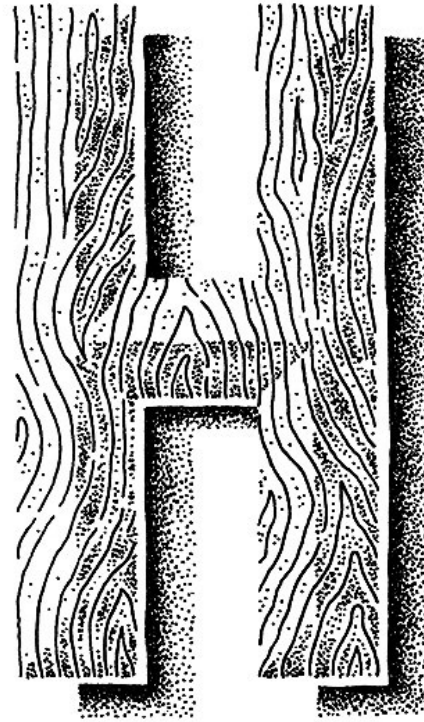
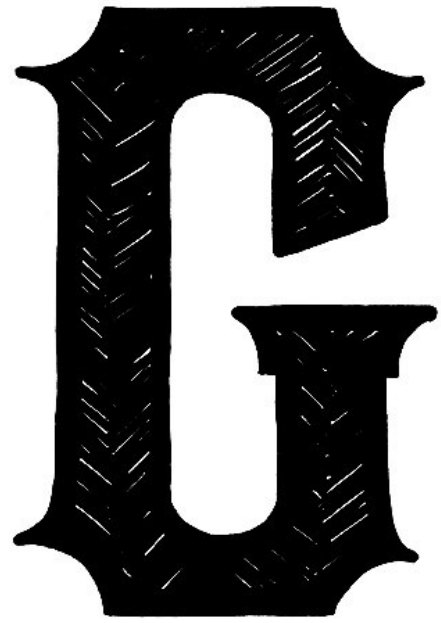
365 Day Project - Dropcap Series

In my pursuit of skill mastery in lettering and typography I completed a year's worth of daily drawings. With each day I explored different styles and effects that I could give to the individual letter. Through this I learned and applied my daily exercises to numerous projects and continue to receive commission projects.

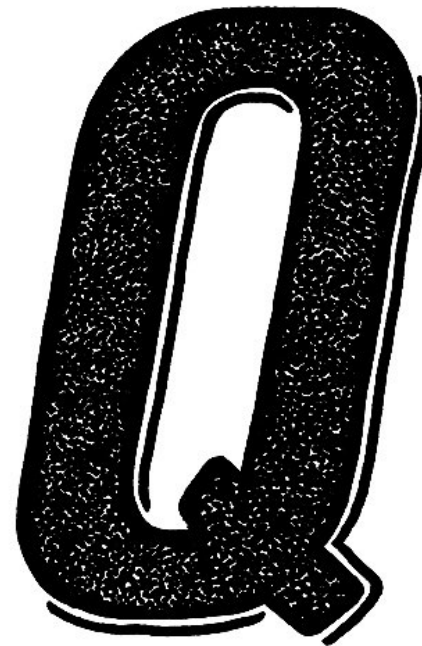
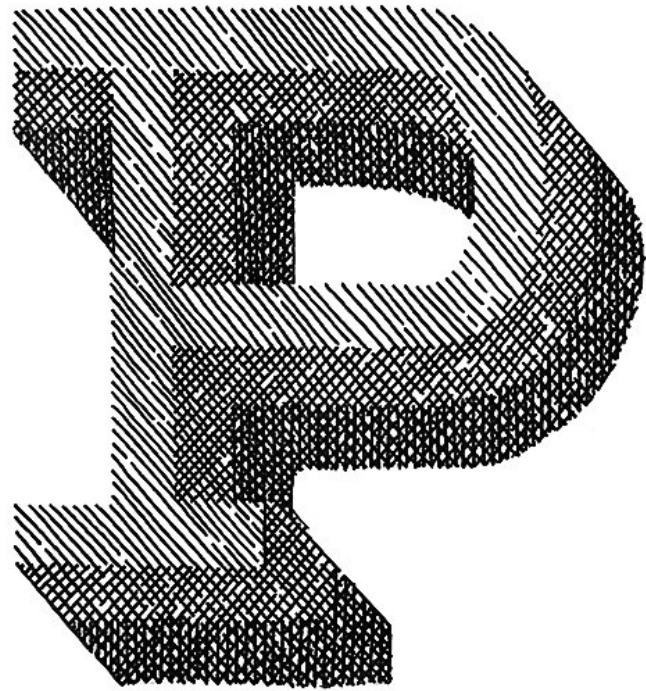
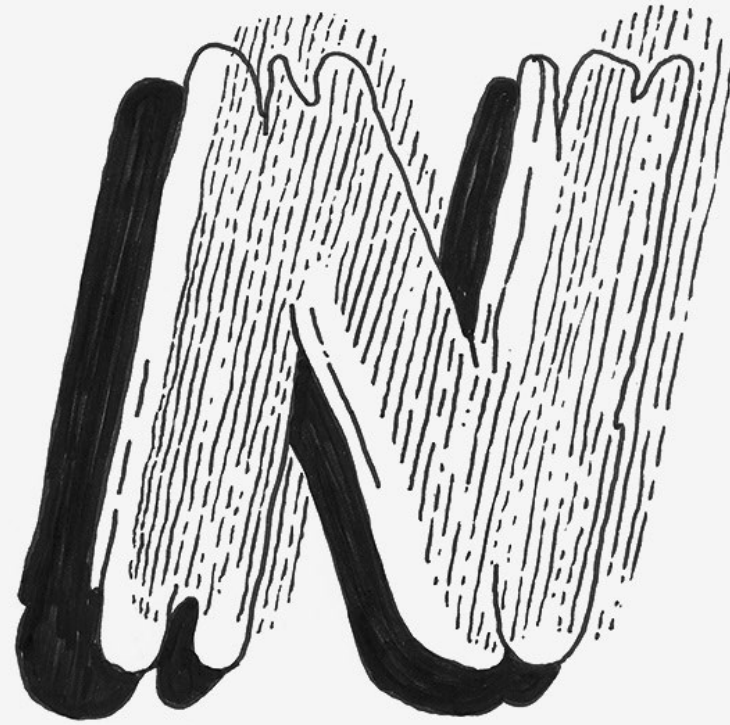
Creative Direction and Design - Grayson Stallings



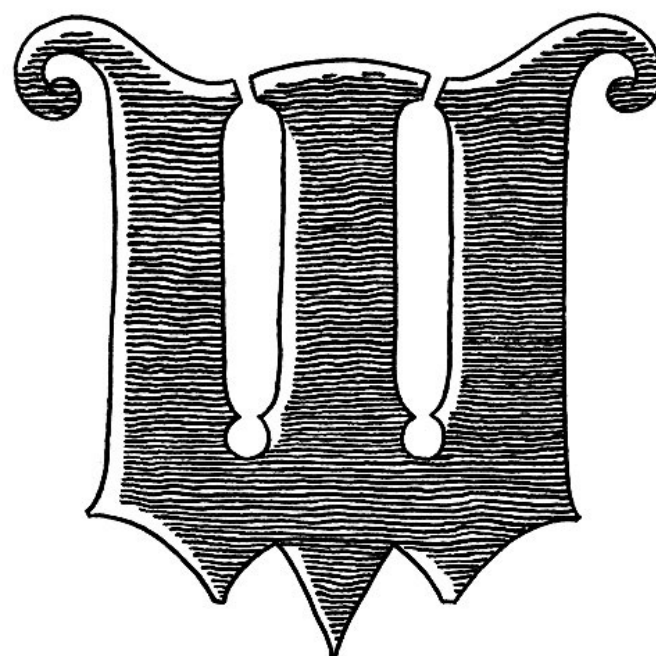
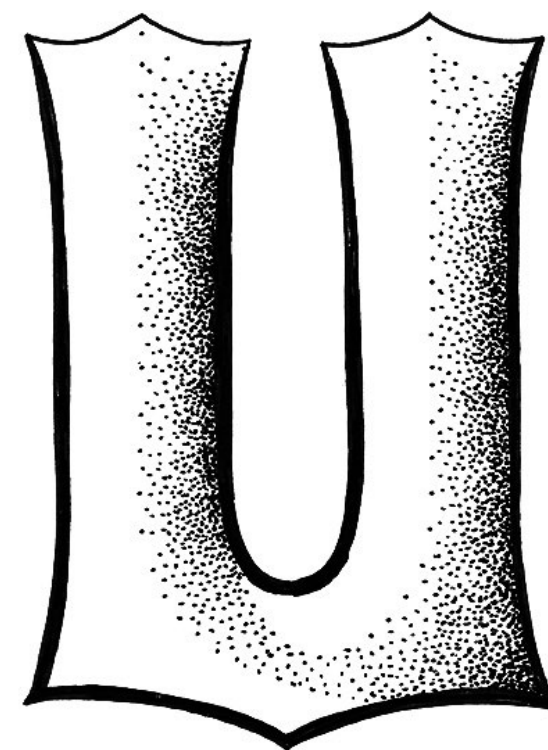
SELF INITIATED LETTERING PROJECT



SELF INITIATED LETTERING PROJECT



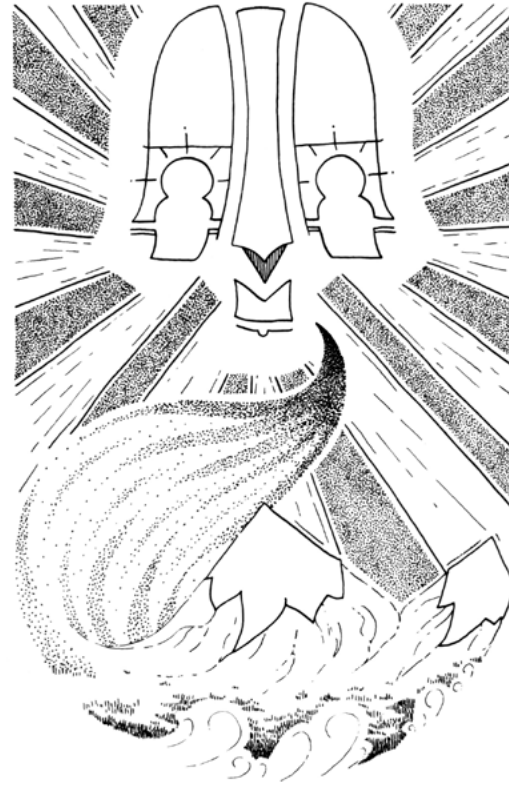
SELF INITIATED LETTERING PROJECT



SELF INITIATED LETTERING PROJECT



SELF INITIATED LETTERING PROJECT

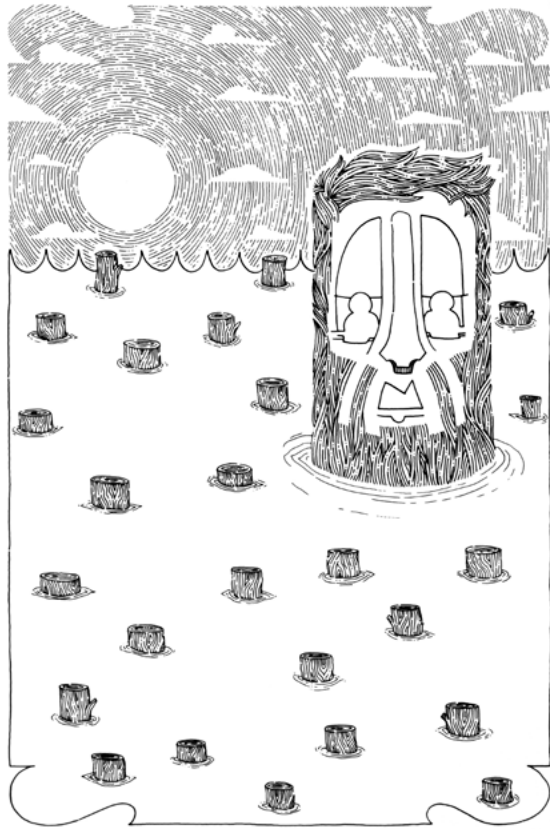


LINEAR NARRATIVE

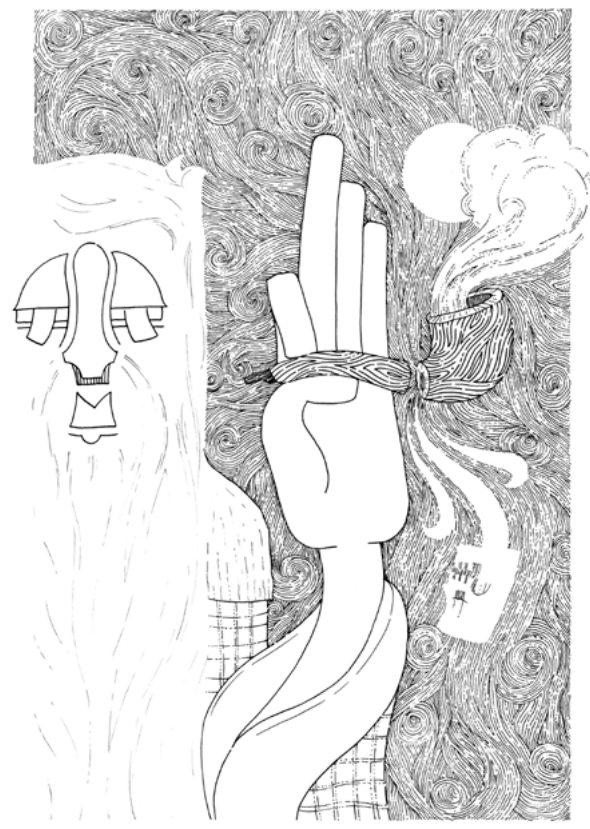
Creating Symbolism and Stories All With Lines

As a designer I value creative routines that can stimulate client work. The selected pieces demonstrate how I used illustration to focus on story-telling, which I believe is important to my work in graphic design, branding, and giving creative direction.

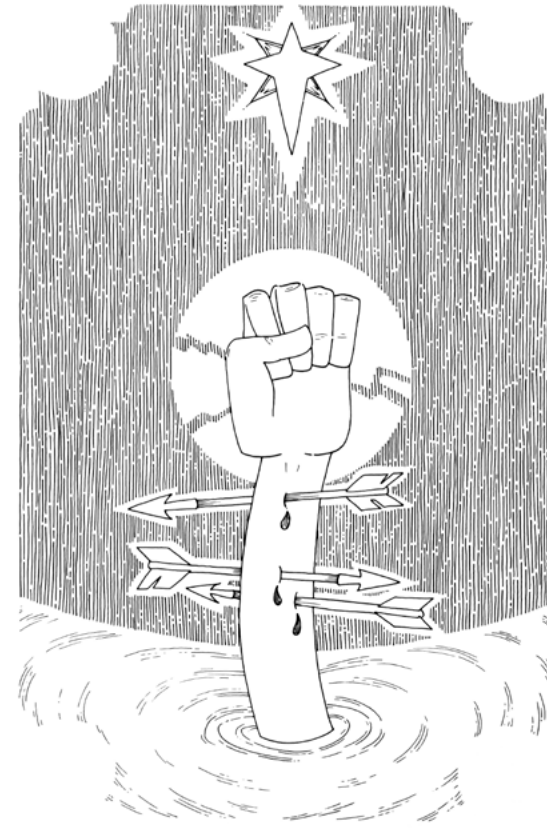
My work displayed in “Linear Narrative” addresses spiritual themes and ideas using physical media. Primarily using the sharp, design-influenced tools of clear-cut, resolute black lines, I combine patterns and textures within my own lexicon of symbols to embody these stories. These visual cues indicate such concepts as an open soul, growth, and brokenness, among other life themes that have roots in my own spiritual experiences and growth as a man. Narratives should not only entertain and explain, but also challenge and prompt the audience to action in order to have true artistic value.



Floating in Renewal



Lingering Death



Pierced for Withholding



Seeking in a Sea of Death

ILLUSTRATION

THANK YOU

For more examples of my work in both graphic design
and design management please visit my website.
I look forward to hearing how we could collaborate
and create together.

GRAYSON STALLINGS

www.graysonstallings.com

design.gstallings@gmail.com

+86.137.6467.5090