



Wild Bear Graphics - Brand Identity & Apparel System

Role: Founder & Lead Designer
 Tools: Illustrator, Procreate, Photoshop, Printful
 Scope: Logo system, apparel graphics, packaging, marketing

The Challenge

Wild Bear Graphics needed more than a logo — it required a cohesive brand system that reflected its faith-based mission, American-made pride, family-friendly creativity and business design.

The challenge was building a bold, outdoor-inspired identity that remained polished, scalable, and consistent across graphic tees, marketing materials, and digital platforms.

Strategy

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| Target Audience: <ul style="list-style-type: none"> Families Young adults Small business supporters Patriotic customers | Brand Personality: <ul style="list-style-type: none"> Bold Wholesome Fun Honest Strong | Visual Direction: <ul style="list-style-type: none"> Strong typography Clean vector illustration Scalable logo system Print-ready production |
|--|--|---|

Process

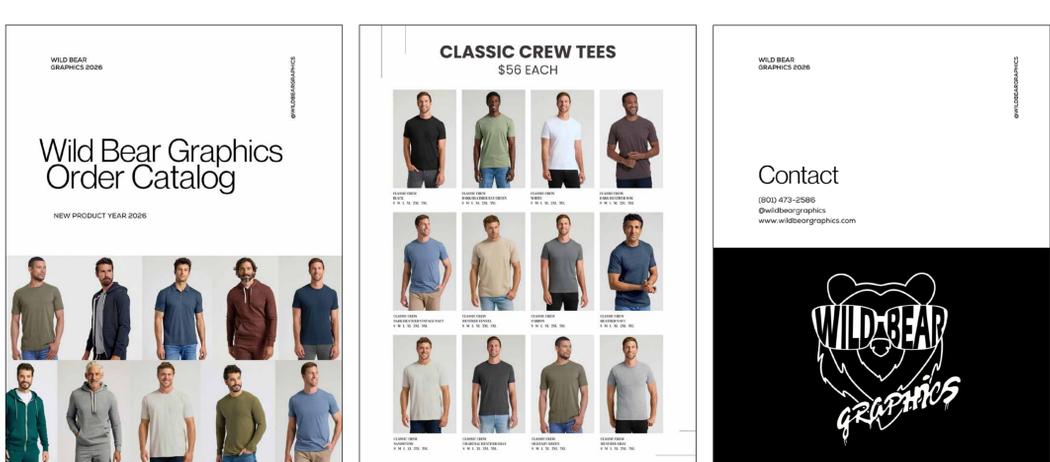
This stage focused on ensuring every design could scale for:



- Initial bear icon sketches
- Badge-style logo exploration
- Apparel layout testing
- Print scaling for 16x20 production
- Packaging mockups
- T-shirts
- Hoodies
- Hats
- Water bottles
- Booth displays

Final Identity System

Deliverables Included:



- Primary logo + variations
- Apparel design series
- Product mockups
- Event booth branding
- Marketing graphics
- Ads & flyers
- Catalog creation

Results

Wild Bear Graphics now operates as a scalable apparel brand with:

- Cohesive visual identity
- Professional print-ready artwork
- Multi-product adaptability
- Clear brand mission alignment

This project strengthened my ability to merge creative design with real-world production logistics and business strategy.