



BRIANNA L. JONES
Capabilities Deck



LADY OF THE HOUSE ▶

I'm Brianna Jones, a graphic designer and creative director who has always been drawn to the intersection of art, technology, and storytelling. My approach to design was shaped long before I ever opened a design program.

I grew up spending summers, school breaks, and holidays at my grandparents' home on 273 Honeysuckle Lane, where I watched curiosity and creativity show up in everyday life. My grandfather used his hands as an engineer, building computers and solving problems through technology, while my grandmother shared her love of music and artistic expression. Their influence sparked my own appreciation for the relationship between creativity, innovation, and connection.

Even as a child, I was constantly creating; turning everyday objects into opportunities for exploration and expression. My grandparents encouraged me to pursue that curiosity, reminding me that if something called to me, I should commit myself to becoming great at it. Their resilience, imagination, and dedication continue to influence the way I approach every project.

House 273 is a reflection of that foundation: a creative practice inspired by the home that shaped me and the belief that every idea deserves thoughtful care, strategy, and expression.

BRI, WHAT'S THE 411? ▶

- I'm a mother FIRST & dope graphic designer immediately after.
- I've dedicated the last 10+ years of my life designing for dozens of businesses and individuals.
- In 2019, I earned my **BA in Fine Arts with a concentration in Graphic Design** from Norfolk State University – Go Spartans!
- I'm pursuing a Master's degree in **Lifespan & Digital Communication** from Old Dominion University!



HOUSE 273

BUILT ON A
FIRM FOUNDATION



House 273 is an independent creative practice founded by Brianna Jones, built around the belief that design is more than visual execution; it is a tool for communication, connection, and storytelling. Over the past seven years, House 273 has partnered with entrepreneurs, organizations, and creative communities to develop brands, campaigns, and experiences that help ideas connect with their intended audiences.

Through this work, Brianna has gained experience leading projects from initial concept and strategy through final execution, collaborating with clients, vendors, and multidisciplinary teams to bring creative visions to life. House 273 has become a reflection of her approach to design: understanding the purpose behind an idea first, then creating visuals that support the story it is meant to tell.



CREATIVECAPABILITIES



BRANDING AND EVENT ARCHITECTURE

Creative Direction | Visual Strategy | Brand Alignment
Experience Planning | Concept Development

EVENT EXPERIENCE & PRODUCTION*

Event Visual Identity | Concept & Theme Development
Event Graphics & Signage | Creative Direction

**Production Support (run-of-show logistics, vendor coordination, etc.) available, if needed.*

VISUAL IDENTITY SYSTEMS

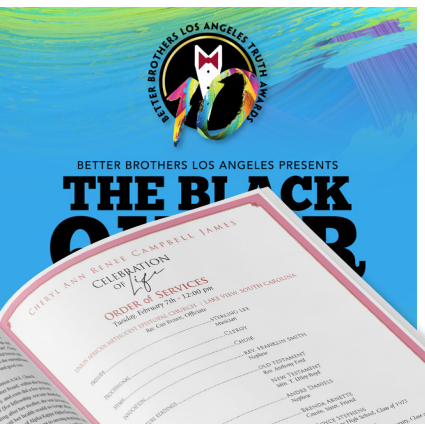
Logo Systems | Color & Typography | Brand Systems
Templates | Guidelines

CREATIVE AND STRATEGIC DIRECTION

Creative Direction | Campaign Direction | Visual Strategy

MARKETING & BRAND COLLATERAL *(think brand in action)*

Campaign Design | Social & Digital Assets
Presentation & Pitch Deck Design | Digital & Print Collateral





PROJECT HIGHLIGHTS



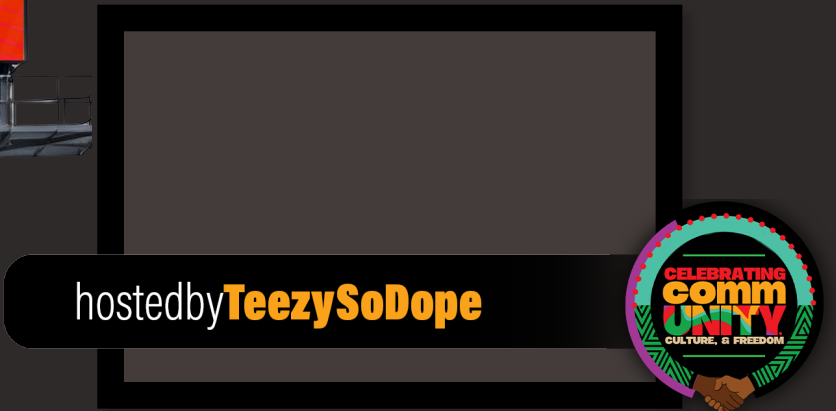
Brand Identity | Marketing | Art Direction | Event Design



BETTER BROTHERS LA | "TRUTH AWARDS" | EVENT DESIGN AND BRANDING



THE URBAN LEAGUE OF HAMPTON ROADS | "JUNETEENTH FESTIVAL" | EVENT BRANDING



DEAR BLACK GIRL, WYD | "FEARLESS FRIDAY" | VIRTUAL EVENT BRANDING

FEARLESS FRIDAY is a dynamic panel discussion featuring phenomenal women from diverse backgrounds. Each panelist uniquely represents THE "Essence of Black Womanhood." This discussion took a deep dive into Black History Month's Theme, "Black Health and Wellness." Discussion topics included work/life harmony, financial wellness, holistic development, etc.



We were tasked to create the signature look for this event. In harmony with our theme, we've chosen a palette of browns and earth tones. These colors not only reflect the richness and diversity of African American skin tones but also symbolize our deep roots and connection to the earth. Browns and earth tones evoke a sense of grounding and strength. These hues celebrate our heritage and honor the natural beauty of African American skin, creating an inclusive and warm environment.

We've carefully chosen organic shapes to fill the background of our design. These shapes represent the unique qualities of each panelist, symbolizing their individuality and dynamic contributions. Just as organic shapes are fluid and varied, so too are the experiences and insights of our esteemed panelists.

RESPONSIBILITIES INCLUDED:

- Design of Event Logotype and Branding
- Backup Technical Support for Event Curator
- Promotional Collateral Design for all social media placements and panelists



FEATURED PANELIST:
KAMIA HAYES | RAVENSYMONE SIMON | EBENY BLAND | SHANDREA LASCO
MODERATED BY: CIERA YOUNG
MARCH 25, 2022 | f y :DEARBLACKGIRLSHOP | 2 PM

ACASTEMICS | BRAND IDENTITY DEVELOPMENT

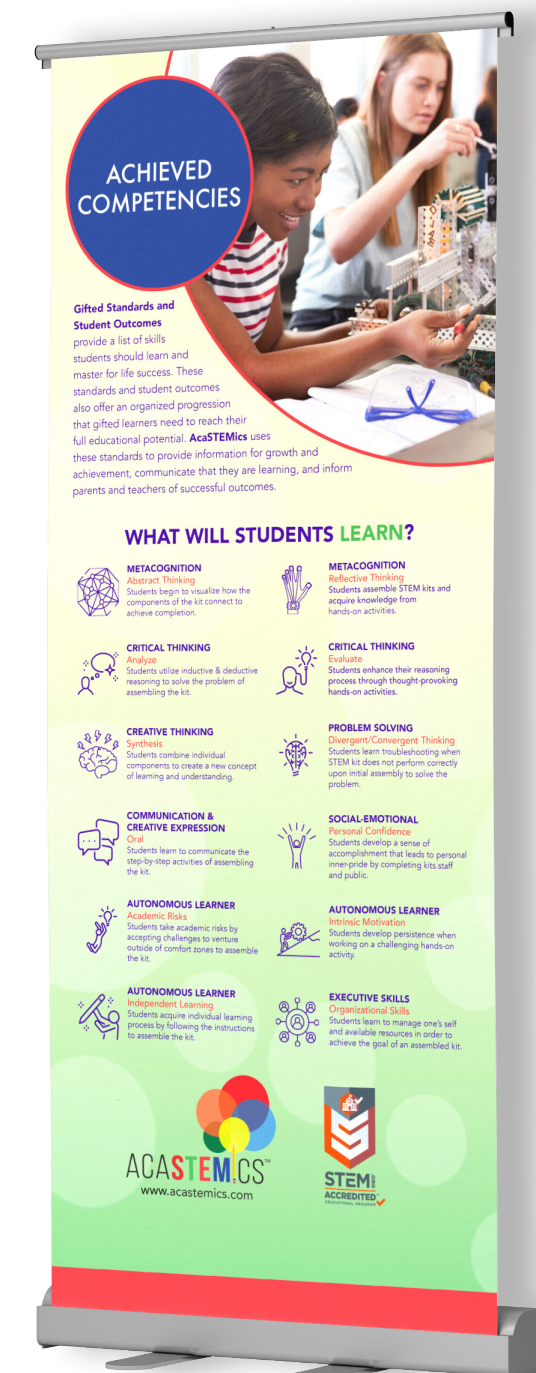
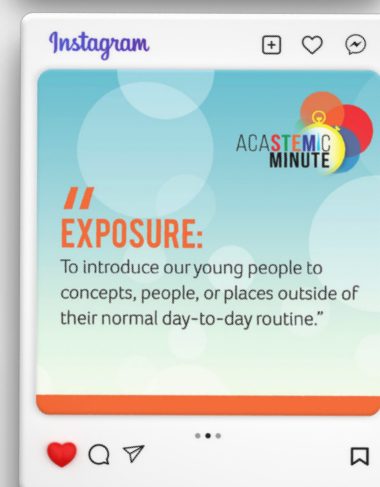
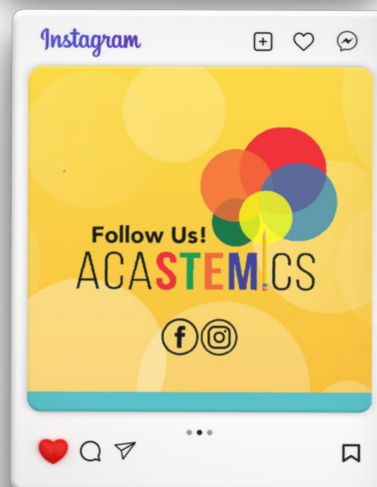
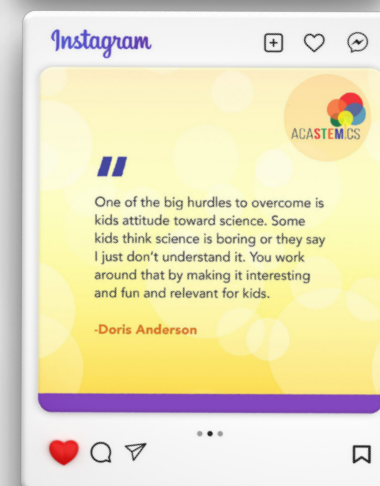
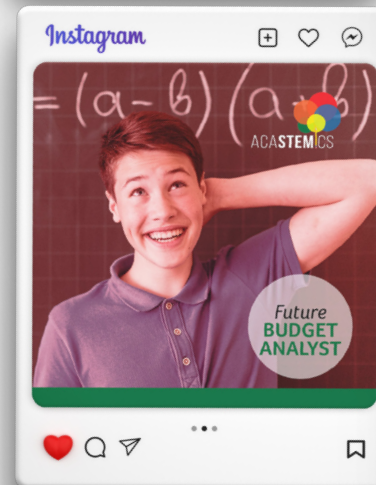
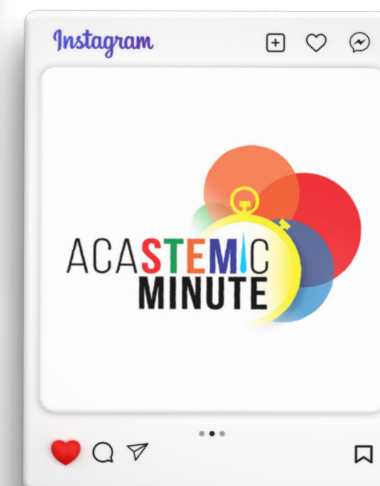
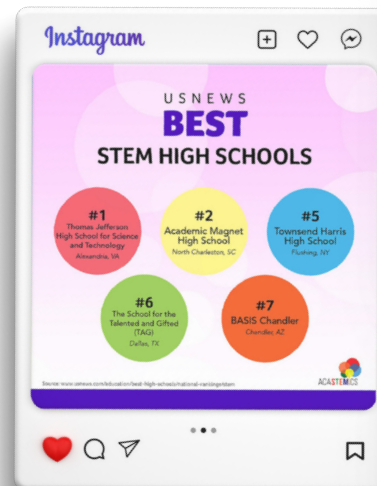
AcaSTEMics is a dynamic and forward-thinking brand dedicated to revolutionizing STEM education for the next generation. House 273 was contracted to develop the branding (print and digital), launch strategy, website design, and initial social media content.

AcaSTEMics fosters a community of passionate learners and educators. By leveraging eye-catching visuals and engaging storytelling, AcaSTEMics positions itself as a leader in STEM education, dedicated to making learning accessible, exciting, and impactful for all.

The brand identity was built on vibrant, energetic colors that evoke curiosity and enthusiasm, aimed at inspiring young minds to explore the realms of science, technology, engineering, and mathematics. Through a robust social media strategy, AcaSTEMics engages with a diverse audience, sharing captivating content that ranges from interactive experiments and educational resources to spotlighting young innovators and their groundbreaking projects.

RESPONSIBILITIES INCLUDED:

- Design of Logo, Brand Identity, Website, and Promotional Items
- Strategic Planning and Implementation of Social Media Campaign
- Design and Art Direction for all educational and product materials
- Video editing for all on-line 'AcaSTEMic Minute' episodes
- Script writing, acquiring talent, creative direction and producing of AcaSTEMics Commercial



GOODSTOCK | BRAND IDENTITY UPDATE

GOODSTOCK Consulting is a firm of organizational strategists that focus on redefining the policies, practices, and community and culture of agencies to create a greater impact. Their goal is to improve structures, communities, and rewrite the future with equity at the center. GOODSTOCK was in search of an updated visual brand to refresh their company for their fifth anniversary.

The incorporation of fingerprints into the logo stems from their origin story. GOODSTOCK is rooted in family, equity, identity, and the concept of being made of good stock, offering a powerful and symbolic representation of its core values. Fingerprints, with their unique and intricate patterns, serve as a universal symbol of individuality and identity, emphasizing the company's commitment to recognizing and valuing each person's uniqueness. The shape of fingerprints was used to create a unique 'stamp' approach to represent the intertwining of the G+S in GOODSTOCK.

We worked alongside a marketing agency to closely design and accurately articulate the cultural references and intricate relevance of this brand.

RESPONSIBILITIES INCLUDED:

- Redesign of Logo and New Brand Identity
- Implementing new brand in Updated Website Design
- Advertisement design for various media placements
- Art Direction assistance for photography



BIG PHISH COLLECTIVE | "DA ART OF STORYTELLIN'" | EVENT DESIGN + PRODUCTION

For the iAmTeezySoDope album release, Big Phish Collective (a collective created in partnership with TeezySoDope and I) designed and executed a fully branded event experience that brought her music to life by way of our event, 'Da Art of Storytelling'."

Da Art of Storytelling' is an interactive experience that unravels the dynamic journey behind the creation of art across all mediums; from graphic design to photography, music, and more. Through storytelling, this event takes audience members on a journey through how various creative forms are born, exploring the intricate process behind each piece and the vision of the artist. Da Art of Storytelling' emphasizes the relationship between sound and imagery, bridging artistic expression with hip hop culture.

Each chapter offers a unique and collaborative experience between 'honoree' and audience. The Big Phish team work collaboratively to design and narrate every story to have accompanying visuals.

RESPONSIBILITIES INCLUDED:

- Co-developed event concept, theme, and on-site visuals
- Integrated album and event visuals into a unified narrative
- Co-curated and designed interactive elements of the event; such as QR codes, guided web pages to tell each story, etc.
- Edited and produced video content, including event highlights, BTS footage, and motion graphics.
- Collaborated for logistics, run-of-show, and vendor management
- Designed branded merchandise or giveaways



House 273 was contracted for the album release for:

- ARTWORK -
- MARKETING -
- ROLLOUT -



MISCELLANEOUS | VARIOUS PROJECTS



SHORT TERM RESIDENTIAL THERAPEUTIC PROGRAM

St. Anne's Family Services Short Term Residential Therapeutic Program (STRTP) offers supportive housing and comprehensive support services to pregnant or parenting 13- to 18-year-olds who are in the foster care system.

AT A GLANCE

- Therapeutic treatment environment in Westlake/Rampart area of Los Angeles
- Education and employment resources
- Counseling, childbirth and parenting classes
- Daily programming focused on holistic health & wellness
- Independent living skills
- Support team therapists and support staff
- Transitional Housing Program for Non-Minor Dependents

BASIC PROGRAM

- Females 13-18 years old
- Pregnant and/or parenting*
- In the foster care system
- No more than two children
- Engaged in a daily routine of productive activities.
- Attending school or obtaining a high school diploma/GED

* We can also accept a small percentage of non-pregnant/parenting 13-18 year olds.

TO EXPEDITE YOUR REFERRAL, PLEASE PROVIDE:

- Most updated court reports
- Health education passport
- History of placement
- Contact number for client interview

How Do I Find Out More?

Call our 24-hour referral line: (213) 393-0421

For general information: stannesstrtpintake@stannes.org (213) 381-2931 ext. 337



155 N. Occidental Blvd. | Los Angeles, CA 90026 | (213) 381-2931 | www.stannes.org

OUR WOMEN MAKING

HER STORY



MIELLE



CÉCRED



Honey Pot



FENTY



GLOW + FLOW
BEAUTY SUPPLY

FEED YOUR SOUL PRESENTS

HAPPY BIRTHDAY BIG

Notorious B.I.G.

CURATED BY:
DJ CHEF DRO
@chef_dro

\$5 Entry Fee

MAY 21ST | 8PM - 1AM | KINGS HOOKAH LOUNGE
2720 N MALL DR, VIRGINIA BEACH

PORTSMOUTH@WORK Urban League of Hampton Roads, Inc. MARITIME TRAINING SYSTEM WAVES OF OPPORTUNITY

GRAB GROW & W

MARITIME SUMMER SERIES

JUNE 21ST - AUGUST 29TH | 11 a.m. - 1 p.m.

Dive into the vast possibilities of the **Maritime Industry** with our exclusive Grab & Grow Series! Discover the exciting career opportunities that await you in this dynamic field, from shipbuilding and logistics to marine engineering and environmental protection.

Our **expert speakers** will provide invaluable insights into the skills and qualifications needed to thrive in maritime professions. Network with industry professionals, gain a competitive edge, and chart your course toward a rewarding maritime career.

Don't miss this chance to **SET SAIL** on a journey to success!

GRAB
Grab a bite and discover the opportunities for free training and careers in submarine construction within the Maritime industry.

CONNECT
Connect with us to discover rewarding career opportunities.

GROW
Celebrate your accomplishments and growth in the Maritime Industry with exclusive event in Fall 2024.

NORFOLK
Every Tuesday***
JUNE 25TH - AUGUST 27TH
* No Class July 23rd

HAMPTON
Every Wednesday*
JUNE 19TH - AUGUST 28TH
* No Class Wednesday, July 21

PORTSMOUTH
Every Thursday***
JUNE 27TH - AUGUST 29TH
* No Class July 4th & July 25
** Add'l Class on Fri, Jun 21st, Mon, June 24th

To register, visit ULHR.ORG or scan our QR code.





COURTNIE'S CLEANING AND CUSTOMS



Key Elementz



BIG
PUSH



BLACK PROFESSIONALS ASSOCIATION

ERPi, an ECS Company



CONNECTIONGURU



HOUSE 273

