

creative
intentional
timeless



MADISON HOUGE



GRAPHIC DESIGNER



Brand Identity • Packaging • Illustration



SELECTED WORKS

2026

BRAND IDENTITY



Happy Trails

OUTDOOR GOODS

BRAND OVERVIEW

Happy Trails is an outdoor lifestyle brand inspired by slow mornings, hiking adventures, camp coffee, and the simple joys of exploring the outdoors.

MISSION

To create quality goods that bring comfort to every adventure.

VISION

To inspire more people to get outside, slow down, and find joy in the little things.

AUDIENCE

- Campers
- Hikers
- National Park lovers
- Coffee lovers
- Outdoor adventurers



LOGO SYSTEM

PRIMARY LOGO



SECONDARY LOGO



BADGE LOGO



MASCOT



PAW MARK



COLOR PALATTE



#283b2e



#6f8a5e



#ae4e13



#6e3e17



#d3bea2

TYPOGRAPHY

HEADING FONT

RECOLETA

ABCDEF FHIJ KKMOPDEESVWWXYZ
01234S6789

BODY FONT

MONSTREET

ABCDEF FHIJ KKMOPDEESVWWXYZ
01234S6789

MEET BENNY

Benny is the heart of Happy Trails. He loves the outdoors, a good cup of coffee, and encouraging everyone to enjoy the little adventures.



MERCHANDISE



STICKER COLLECTION





LOVE MADS

BRANDING

BRAND OVERVIEW



THE BRAND

Love Mads is a modern stationery brand inspired by handwritten notes, meaningful gifting, and thoughtful everyday moments.

THE OBJECTIVE

Create a stationery system that feels timeless, elegant, and personal.

DELIVERABLES

- ♥ Notebook
- ♥ Envelope
- ♥ Notepad
- ♥ Sticker Seal
- ♥ Stamp
- ♥ Brand Pattern



LOGO SUITE

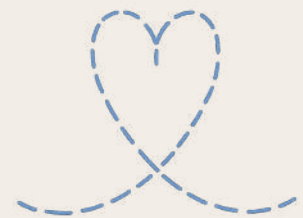
PRIMARY LOGO

Love Mads 

SECONDARY LOGO

Love
Mads 

LOGO MARK

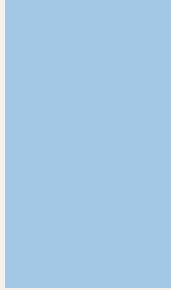


ICON

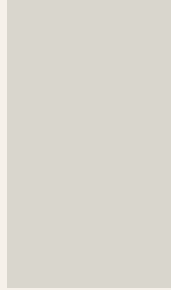


COLORS & TYPOGRAPHY

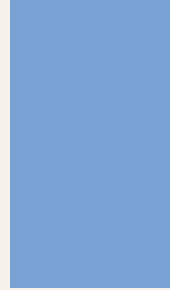
COLOR PALETTE



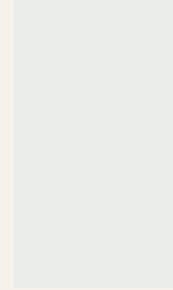
#a7c6e6



#d9d6cd



#6ea4f6



#eeedea

TYPOGRAPHY

HEADING/LOGO

love mads script

ABCDEFHIIJKKMOPEESVWWXYZ
01234S6789

BODY/COPY

POPPINS REGULAR

ABCDEFHIIJKKMOPEESVWWXYZ
01234S6789

INDIVIDUAL STATIONARY



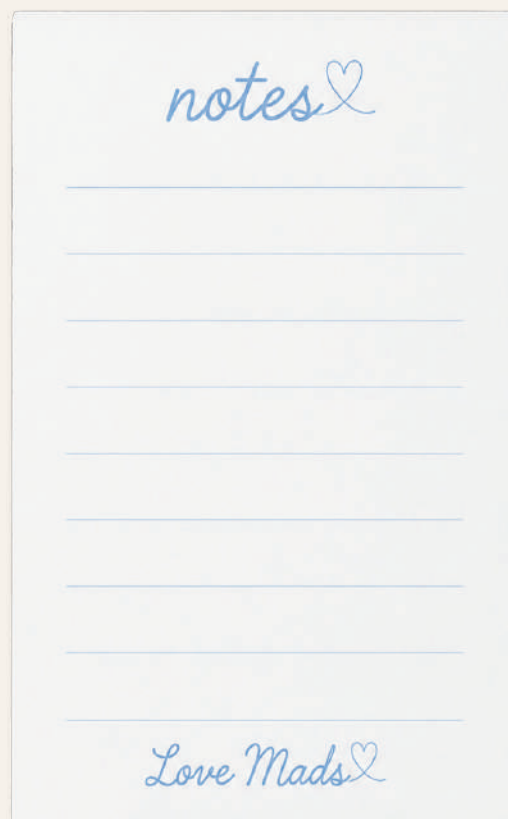
NOTEBOOK



ENVELOPE



STAMP



NOTEPAD

BRAND DETAILS



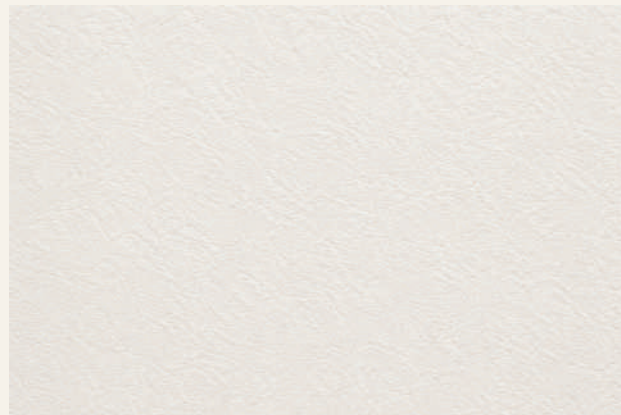
EMBOSSSED LOGO



STICKER SEAL



HEART TRAIL



TEXTURED PAPER



GOLD ACCENTS



RIBBON DETAIL



01

LILAC

Beauty



BECAUSE YOU'RE WORTH IT

PACKAGING DESIGN





BRAND OVERVIEW



Lilac Beauty is a luxurious body care brand that celebrates natural ingredients, self care and confidence.

Inspired by the calming beauty of lavender, each product is crafted to nourish the skin and elevate your everyday routine.



NATURAL INGRIDIENTS

Made with
clean, effective
ingridients.



SELF CARE

Encourages
intentional
self-care daily.



ELEVATED ESSENTIALS

Simple, thoughtful
essentials for
beautiful skin.



CONFIDENCE

Feel confident in
your own skin,
every day.

TARGET AUDIENCE

Women 20-40 who value clean,
effective ingredients and enjoy
intentional self care rituals.

KEYWORDS

Luxury • Botanical • Soft
Feminine • Minimal • Calming



03

PACKAGING SYSTEMS



Thoughtfully designed packaging that reflects the beauty within. Clean, calming, and crafted to care.

PACKAGING DETAILS



BOTANICAL ILLUSTRATION



LABEL TYPOGRAPHY



PUMP TEXTURE



MATTE FINISH



PACKAGING PATTERN

BRAND APPLICATIONS



STORE SIGN



GIFT BOX



SHOPPING BAG



TISSUE PAPER

BOTANICAL ASSETS



FLORAL CORNER



DIVIDER



ICON



PATTERN DETAIL





COWGIRLS & ANGELS

PACKAGING



A premium packaging system designed for a modern western boutique, combining elegant typography, custom illustrations, and thoughtful print details to create a memorable unboxing experience.

PROJECT OVERVIEW

★ THE BRAND

Cowgirls & Angels is a modern western boutique that blends timeless western influences with refined femininity.



★ THE OBJECTIVE

Create a cohesive packaging system that feels premium, memorable, and gift-worthy.

★ DELIVARABLES

Shopping Bag
Mailer Box
Hang Tag
Sticker
Tissue Paper
Custom Pattern



PACKAGING SYSTEM

SHOPPING BAG



MAILER BOX



HANG TAG (FRONT & BACK)



STICKER



TISSUE PAPER



DETAILS



PATTERN & GRAPHICS



BOOT ILLUSTRATION



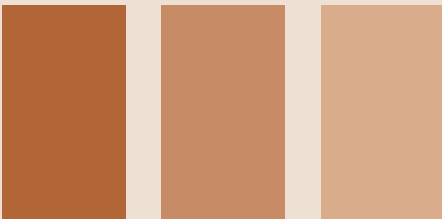
STARS



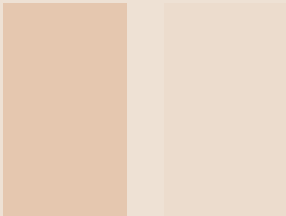
BOTANICAL ELEMENTS



COLOR PALATTE



#b56a39 #c78d63 #d5aa88



#e3c6ac #edddcd

Hue & You

BRAND IDENTITY
SOCIAL MEDIA
DIGITAL PRODUCTS



Logo System

PRIMARY LOGO



SECONDARY LOGO

HUE & YOU
COLOR YOUR WORLD

ICON



TYPOGRAPHY

HEADING/LOGO

NECTARINE

ABCDEFHIIJJKMOPDEESVWWXYZ

0123456789

BODY/COPY

POPPINS

ABCDEFHIIJJKMOPDEESVWWXYZ

0123456789

COLOR PALATTE



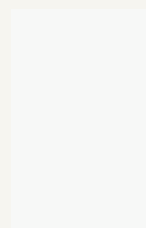
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#aa8ed6



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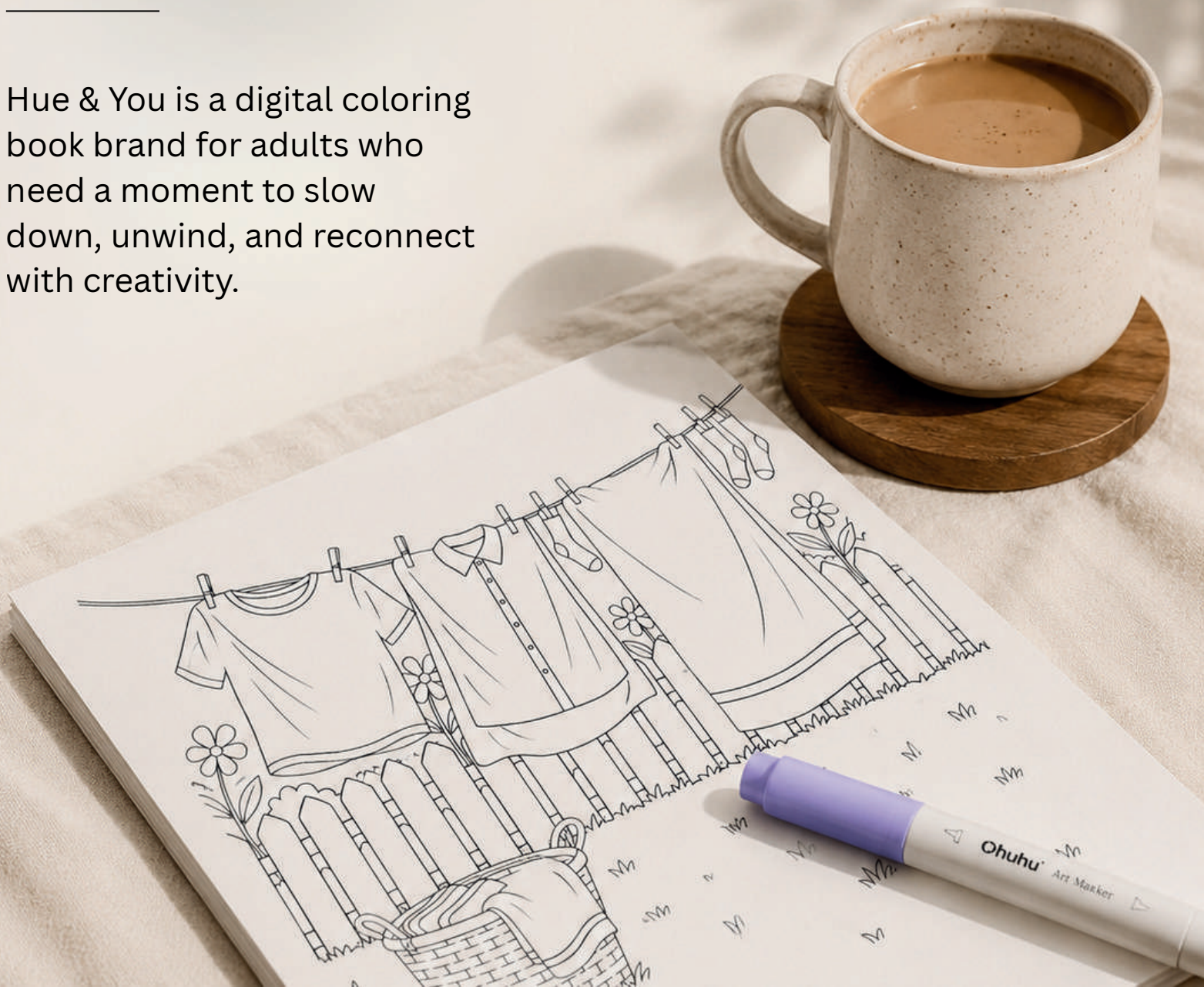
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#100f0d

Color outside the noise.

Hue & You is a digital coloring book brand for adults who need a moment to slow down, unwind, and reconnect with creativity.

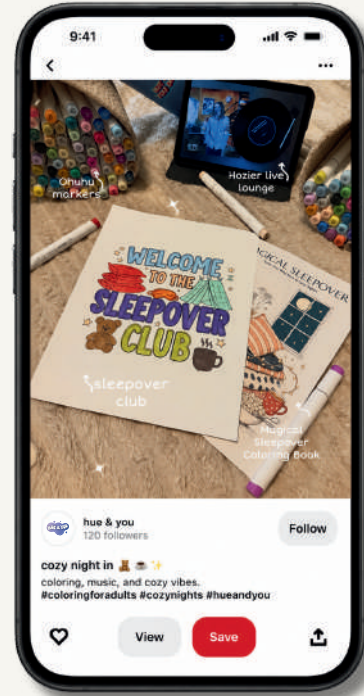


SOCIAL MEDIA SYSTEM

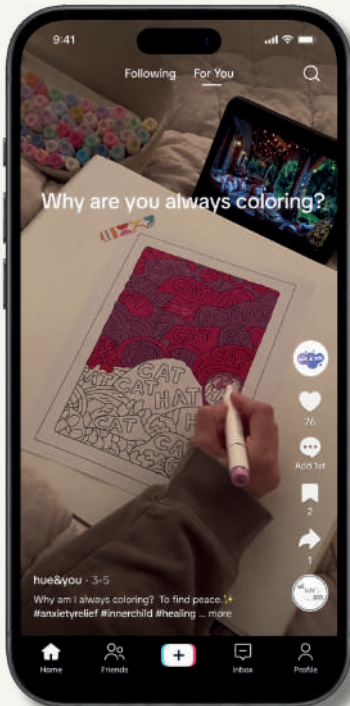
INSTAGRAM



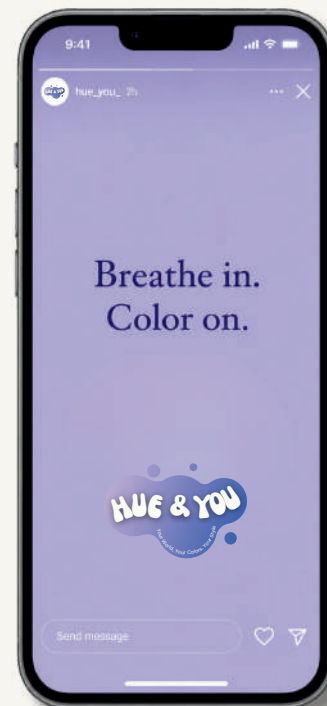
PINTEREST



TIKTOK



STORIES



MARKETING MATERIALS

THANK YOU CARD



ETSY INSERT



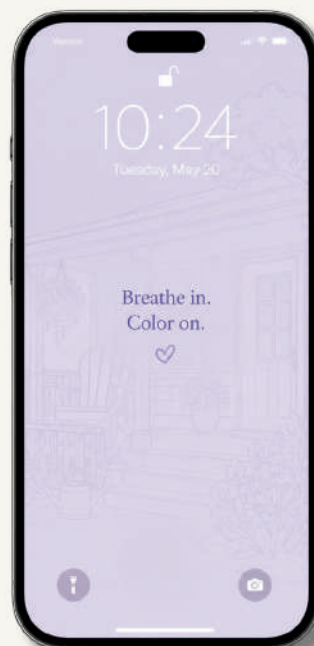
EMAIL HEADER



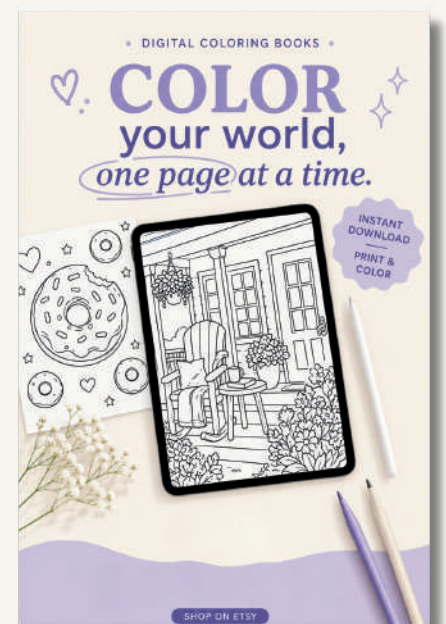
STICKER



PHONE/WALLPAPER



PIN DESIGN



DIGITAL PRODUCT EXPERIENCE

DISCOVER



Find us on Etsy,
Instagram, or Pinterest.

PURCHASE



Instant Digital
Download.

DOWNLOAD



PDF files ready
to print.

PRINT



At home or
your local print
shop.

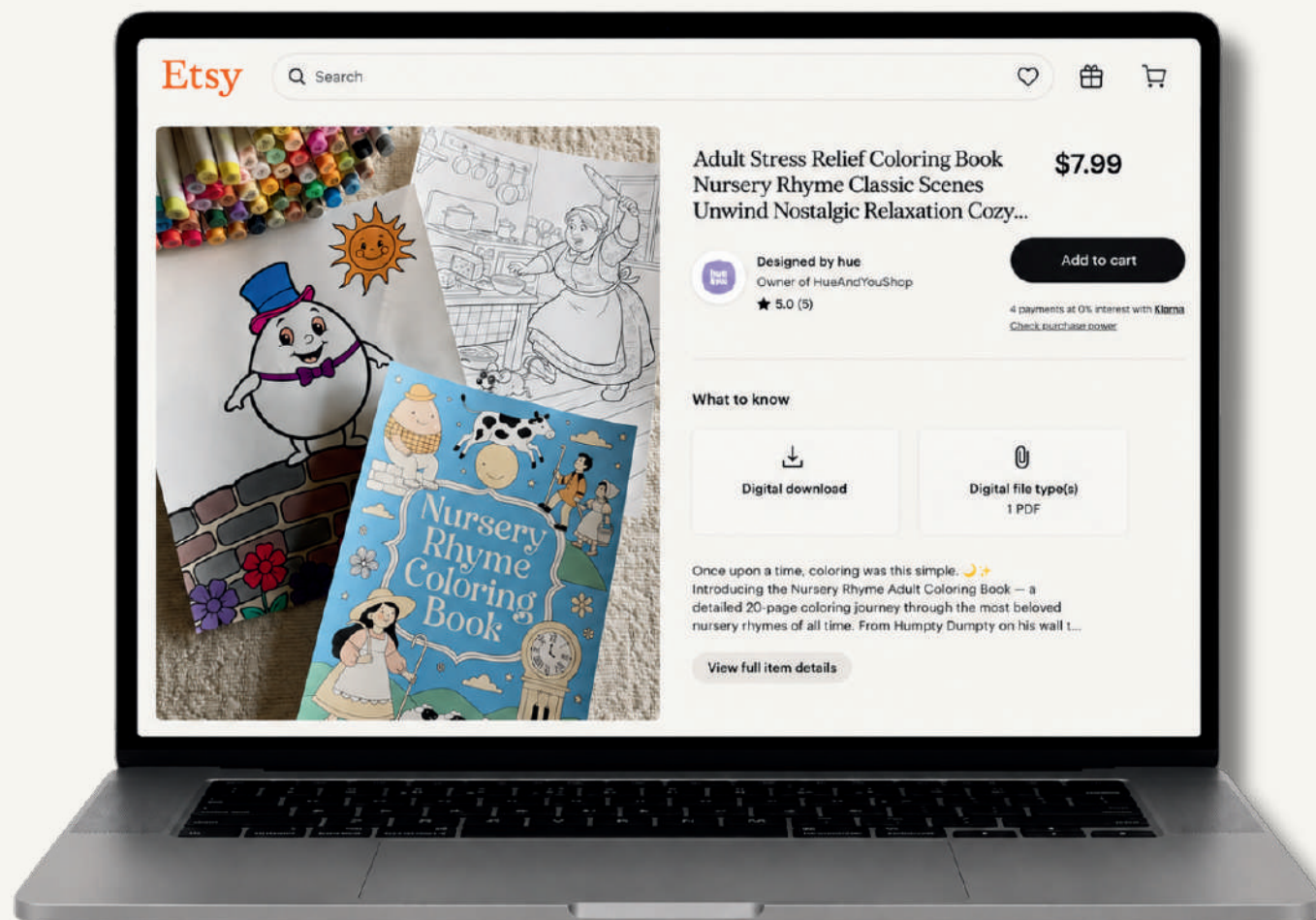
RELAX



Unplug, color and
enjoy your time.



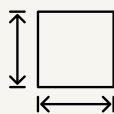
ETSY EXPERINCE



1 PDF FILE



20 PAGES



8.5 X 11 IN



INSTANT ACCESS



"I'm in love with my purchase from Hue and You Shop! The designs are so unique and aesthetic, and the quality is incredible. It made my whole day opening my email."

*creative
intentional
timeless*



THANK YOU

*for taking the time
to view my work.*



MADISON HOUGE

GRAPHIC DESIGNER

Brand Identity

Packaging

Illustration



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