

**PHOENIX**



**PHOENIX WEST**  
GRAPHIC DESIGN PORTFOLIO

## BRANDING + PACKAGING

### **CIAO CAFFÈ**

Ciao Caffè is a charming Italian café that is renowned for its exceptional coffee and warm, welcoming atmosphere. Nestled in the heart of the city, the café's cozy ambiance transports you to the streets of Italy. The staff is always ready with a smile and a warm greeting, creating a sense of community that makes Ciao Caffè feel like home.



PRIMARY LOGO



SECONDARY LOGOS



TYPOGRAPHY

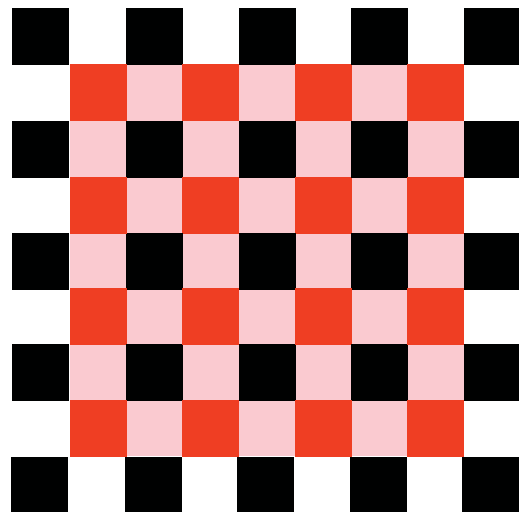
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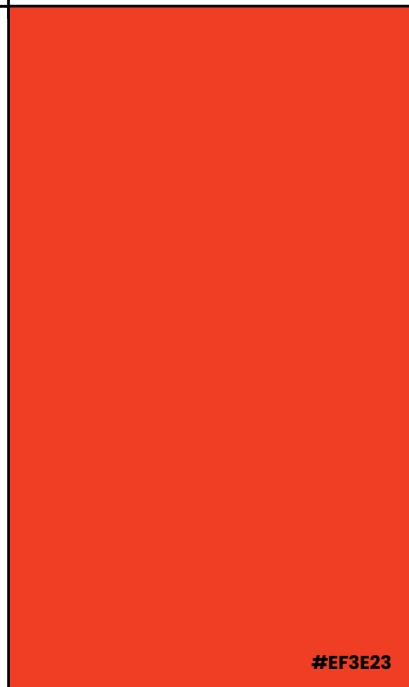
WORDMARK

CIAO

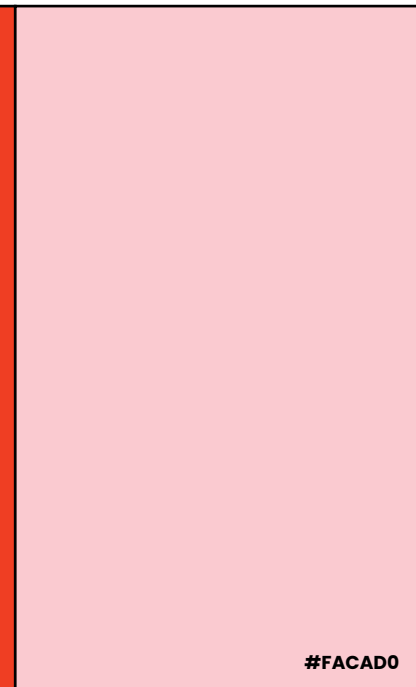
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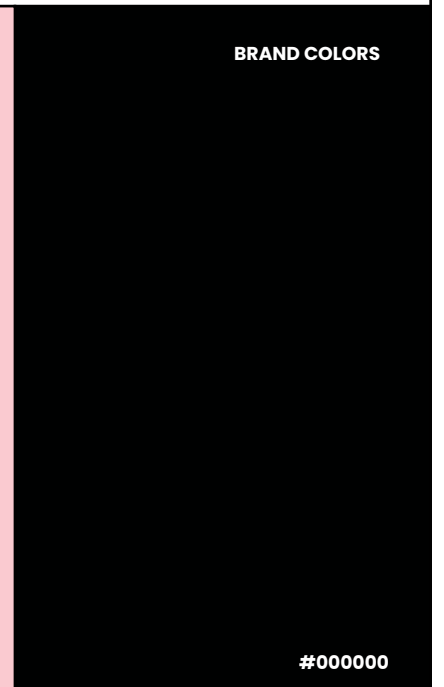
BRAND COLORS



#EF3E23



#FACAD0



#000000



# ciao caffè'



## caffè

### caldo

Caffè (Italian Espresso)  
Caffè Doppio  
Caffè Macchiato  
Espresso Doble  
Latte Macchiato  
Cappuccino

### freddo

Frapuccino Mocca  
Frappuccino Caramel  
Capuccino Frappe  
Americano Freddo  
Crema al Caffè  
Affogato al Caffè

## pane

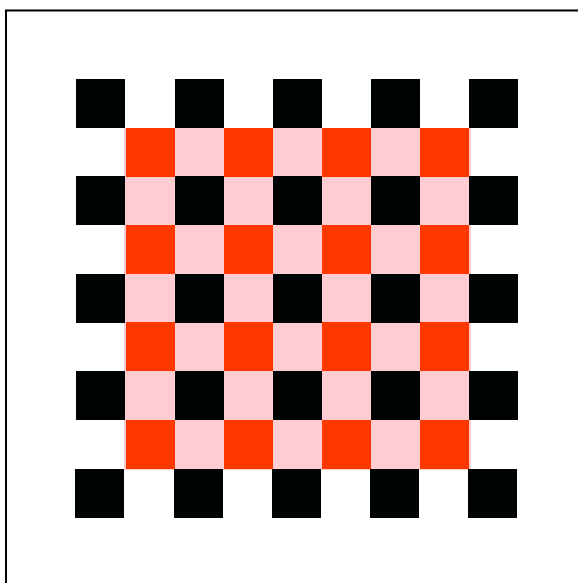
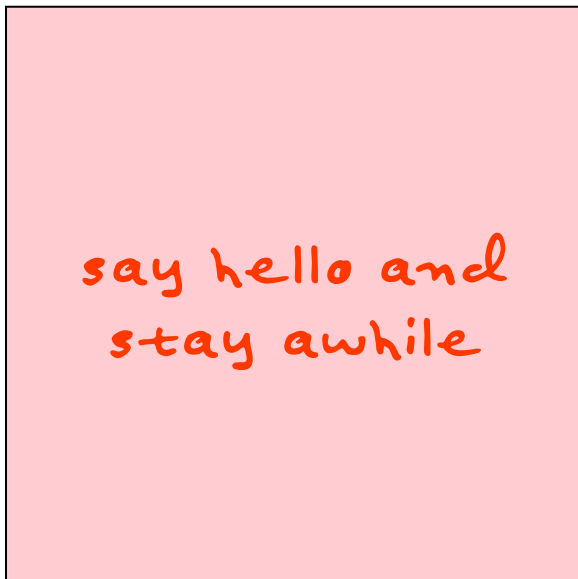
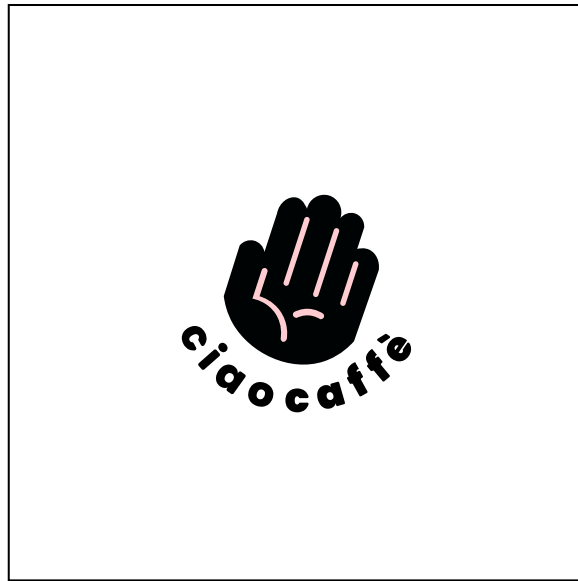
Focaccia  
Pane Toscano  
Coppia Ferrarese  
Ciabatta  
Grissino



## dolci

Cannoli  
Maritozzo  
Chiacchiere  
Pasticciotto













CIAO CAFFÉ  
9544 EAST AVE, LOS ANGELES  
CALIFORNIA  
310(660-9756







# GOOD! MORNING COMRADES



THE STORYTELLERS OF CUBAN CIGAR FACTORIES

WRITTEN BY J. BENNETT ALEXANDER



# GO

to any cigar rolling room today and you'll find rollers listening to music from any number of small personal devices. Or there will be a radio blasting everyone's favorite music. But back in the day, beginning around 1865 in Cuba, cigar factories had a human being reading to the torcedores (rollers). The lector sat on an elevated platform and read from sources selected by the workers, from Cuban and American newspapers to classic literature such as Don Quixote and The Count of Monte Cristo. If a reading was particularly well-received, the workers would rap their knives on their cutting boards as a form of applause. The reading materials often had a socialist or leftist bent, which led to friction with the factory owners, who were not particularly keen to have their employees pondering class struggle and economic justice. If a lector read material that an owner deemed too radical, he was forced out. The workers would then respond with strikes or slowdowns. Today, the lector or lectora still exists in Cuban cigar rolling factories, and continues to read aloud.



PHOTOGRAPHY BY BETTMANN

"A GOOD CUBAN CIGAR  
CLOSES THE DOORS TO THE  
VULGARITIES  
of the  
WORLD"







Today the tradition

**"A GOOD HAVANA IS ONE OF THE BEST PLEASURES I KNOW."**

**Feeding the Ears** When rollers make cigars, they are using mainly their eyes and hands. And muscle memory. There's not a lot of chatting going on. It can get pretty tedious. So it was that in 1865 Saturnino Martínez, a great cigar aficionado, journalist, and poet came up with the idea of creating a journal for the working class that was used principally to enlighten those working in the cigar industry. Martínez thought it would be useful to read to the people as they worked. After all, their ears were unoccupied. The first organized readings took place at the El Figaro cigar factory in Havana. The journal was called La Aurora, or, in English, the dawn or daybreak. (Coincidentally, the Dominican La Aurora Cigar factory is the last non-Cuban operation to use lectores.)

**The Lector** The information read aloud to the rollers was done by a reader, a lector, who was supposed to follow strict guidelines. As Araceli Tinajero wrote in her book, *The Cigar Factory Reader*, there were workshops for the lectors that created a set of behavioral rules and schedules. Silence among the rollers and good manners were also included. "Readers and artisans (rollers) had to wash their hands in the morning," Tinajero wrote, "make the sign of the cross, offer their work to God and then started working." Today, the tradition lives on in Cuban cigar factories. Yoandra Rodríguez began reading in the Partagás factory when she was 20 years old. "My passion is reading," she told *Cigar Aficionado*, "I begin at 9 a.m. and I read newspapers until 10:30 or 11. Afterwards, we listen to a play on the radio for an hour. The rest of the day, I read novels." Early on, the reading material had

to be approved by the factory lest seditious material got in. Remember, Cuba was unhappily under the rule of Spain. After a quick start, lectors were actually banned for several years and did not safely resume until after the Spanish-American War in 1898. Later, the books were usually selected by the cigar workers themselves. The choice of books is varied and can include a political treatise, poetry from Edgar Allan Poe, or works by Gabriel García Márquez. The more popular books, however, are thrillers and detective stories. The more action, the better. Occasionally, if the author is local, he or she will visit and do the reading from their own work. The readers will eventually consider themselves interpreters of the works they present. Jesús Pereira also read for the Partagás factory and considered himself a performer. "My pleasure is reading and reading out loud," Pereira explained. "Sometimes, I believe I am an actor. I act out the voices of all the characters. For example, when reading [some works] I play 15 different characters with different voices: men, women and children."

**The Audience** The rollers never look at the faces of the lectores, always concentrating on the cigar. The readers say the praise comes from the silence of their audiences. Technically, no one was allowed to interrupt the reading. The rollers, though, were the ones who paid the lector. Each roller contributed and could be suspended if they didn't pay. So, a lector had to perform, or too many rollers would balk at paying for them. Many lectors lost their jobs because they did not please their audiences.





O

Often, when the readers finish their presentations, the audience continues the experience by discussing what was read. This has sometimes led to passionate discussions among the rollers and, at least once, a violent resolution. At the end of the Spanish-American War, two Cuban rollers fled the volatility of the island and reset-

tled in Tampa, Florida. There, they resumed their careers in the cigar business. In 1903, however, the two became enemies as they disagreed over a work that was to be read during a rolling session. Jesús Fernández, one of the rollers, thought the book contained obscene passages that would offend the women rollers in the room. Enrique Velázquez, the other roller, objected to Fernández's objection. To settle the matter? Pistols at dawn! Both men were hit and Velázquez died five days after being shot. (To be clear, I'm not sure there was a formal duel, but both men did pull firearms and shoot each other.) With the onset of radio in the 1920s, the job of the lector was challenged. The tradition remained so popular, however, that the readings were continued. A lector would start off the morning and the radios would be turned on later in the day. You can still see the practice in most Cuban factories today, though there are many fewer than in the early 20th century. Among the more popular works still is *The Count of Monte Cristo*, by Alexandre Dumas. After all, it's the book that gave the name to what is arguably Cuba's best cigar, the Montecristo No 2.



*lives on*

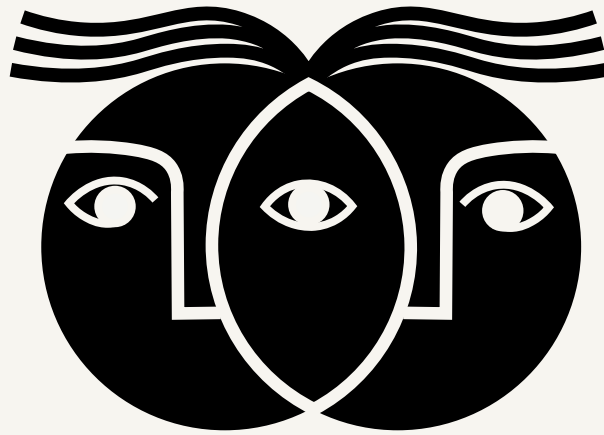
## **BRANDING + PACKAGING**

### **BOOK PEOPLE**

Book People is an innovative online subscription service based in Austin, Texas that is dedicated to providing book lovers with a curated selection of the latest and greatest books on the market. With a simple subscription, Book People will send subscribers a new book each month right to their doorstep, making it easier than ever to stay up-to-date with the latest releases. Book People is dedicated to providing a convenient and hassle-free experience for its subscribers with easy online booking and fast, reliable shipping.



PRIMARY LOGO



*book*people

TYPOGRAPHY

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

SPACE MONO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

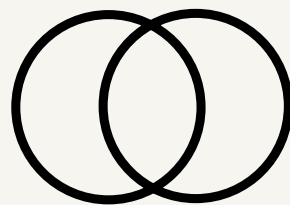
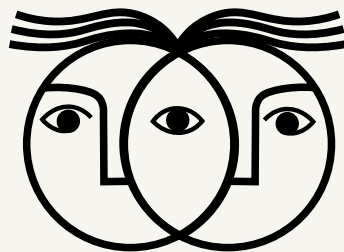
SPACE MONO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

WORDMARK

*book*people

ADDITIONAL SYMBOLS



BRAND COLORS

#AE7EB7

#555EAB

#D0DF5E

bookpeople



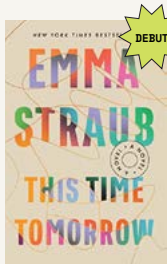
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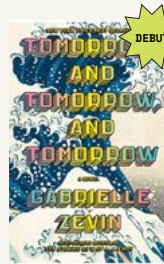
## february picks



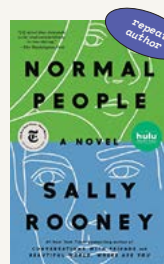
Time Travel Fiction



Historical Fiction



Coming-of-Age Story



Psychological Fiction

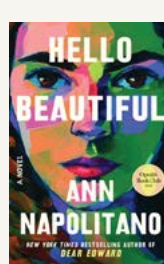
## popular picks



Thriller



Mystery Thriller



Literary Fiction



Historical Fiction

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# bookpeople

noun

a group of people who have a love for books and especially of reading



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february

all books

how it works

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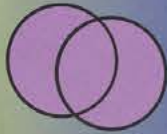


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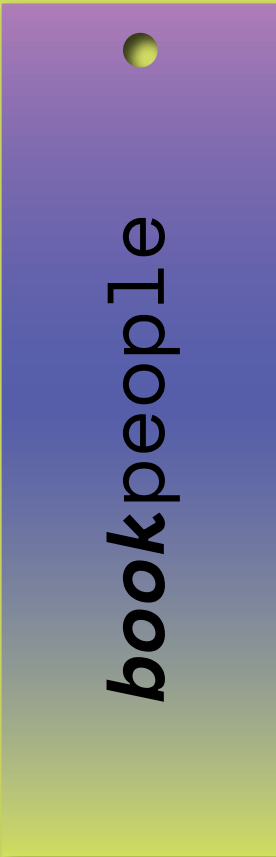


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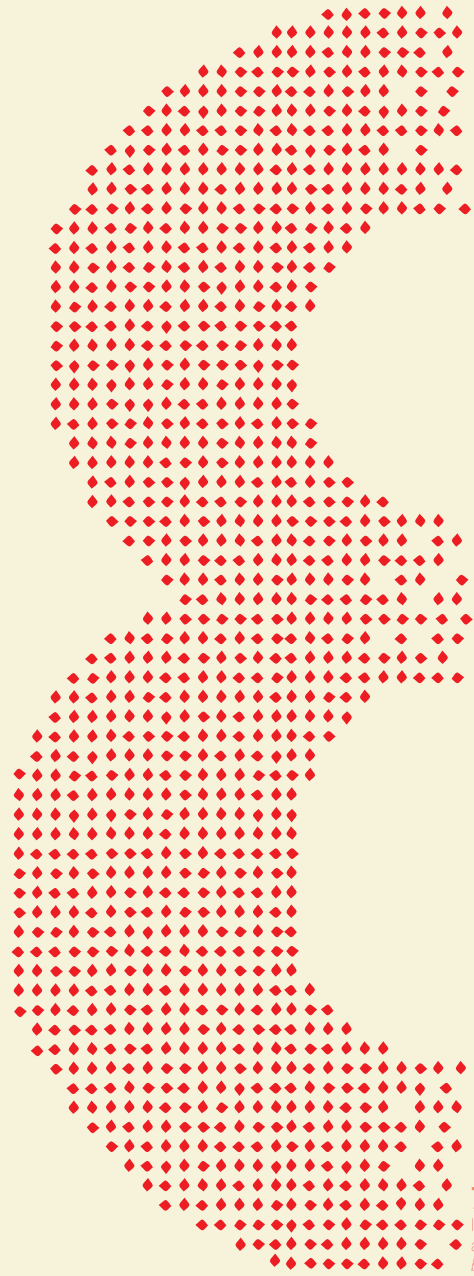


# The New York Times Magazine



**THE 8TH AMMENDMENT:**

Excessive bail shall not be required, nor excessive  
fines imposed, nor cruel and unusual  
punishments inflicted.



## 04. GLORY DAYS

newt gingrich tries to keep his moment from slipping away.  
*by lisa robinson*

## HOPEFUL TO HOPELESS

the story of dennis hope and his 27 years of solitary confinement.  
*by adam liptak*

## 18. OFFICE DETECTIVES

also: trip tip; free samples.  
*by betsy stevenson*

## 24. AT FIRST GLANCE

a lifetime of eye problems leads to an odd question from a specialist.  
*by lisa sanders, md*

## 36. GYM RAT

thrift-store thrill seeker.  
*by chuck klosterman*

## 43. SUCH A CHOWDER!

straight from the appetizing counter, a smoked salmon chowder that tastes of old New York.  
*by adam davidson*

## 62. COMING TO AMERICA

are illegal immigrants actually detrimental to the US economy?  
*by adam davidson*

## 78. THE ORACLE AT LUDLOW

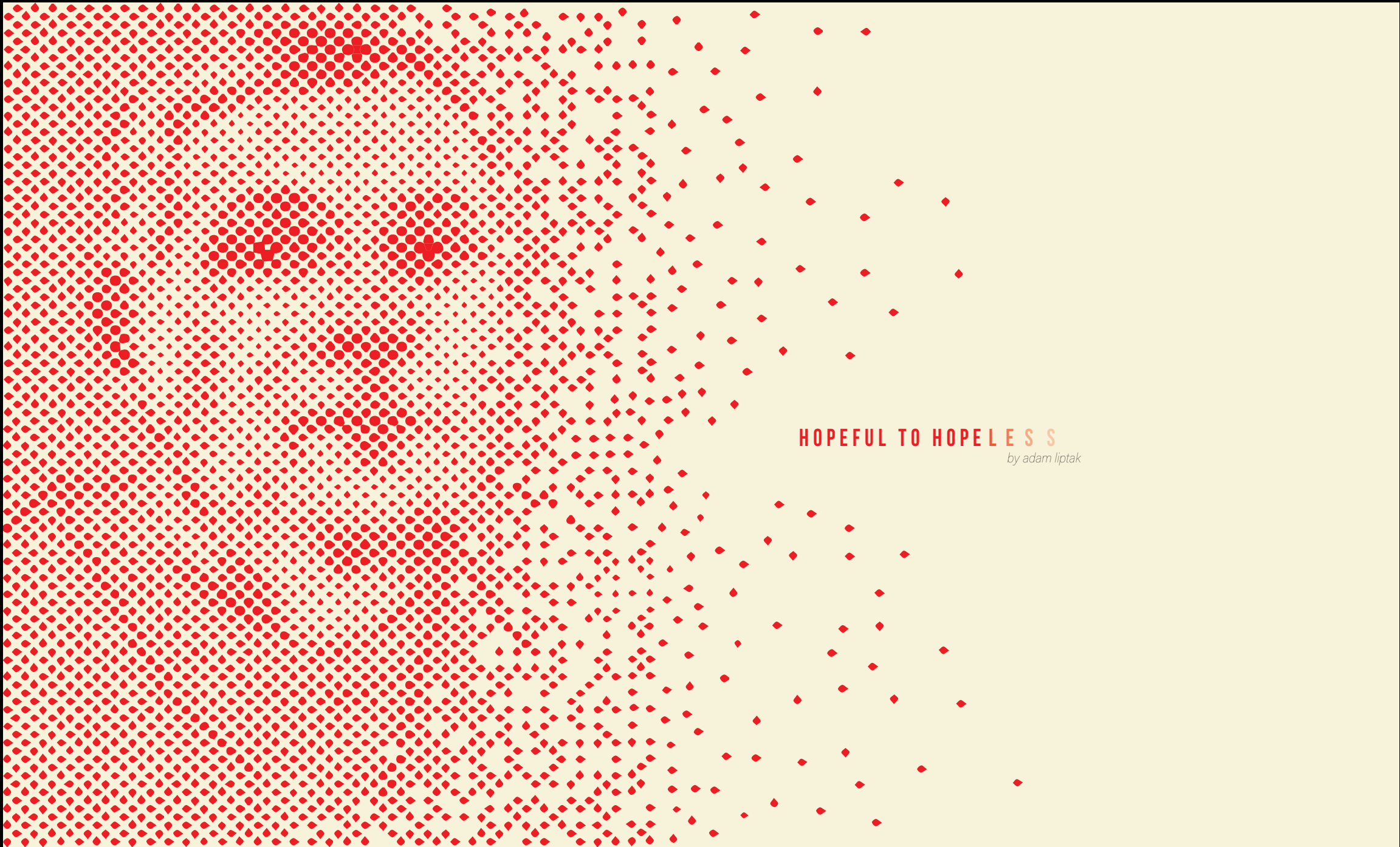
he was drinking whiskey, neat. And reading my mind.  
*by edith zimmerman*

## 84. HIS BROTHER'S KEEPER

no matter what his father gave back to his family in pakistan, it was never enough  
*by rosie dastgir*

## 78. INSECT ENTREES

larry ellison's fantasy island; a shootout with che.  
*by mark bittman*



HOPEFUL TO HOPELESS

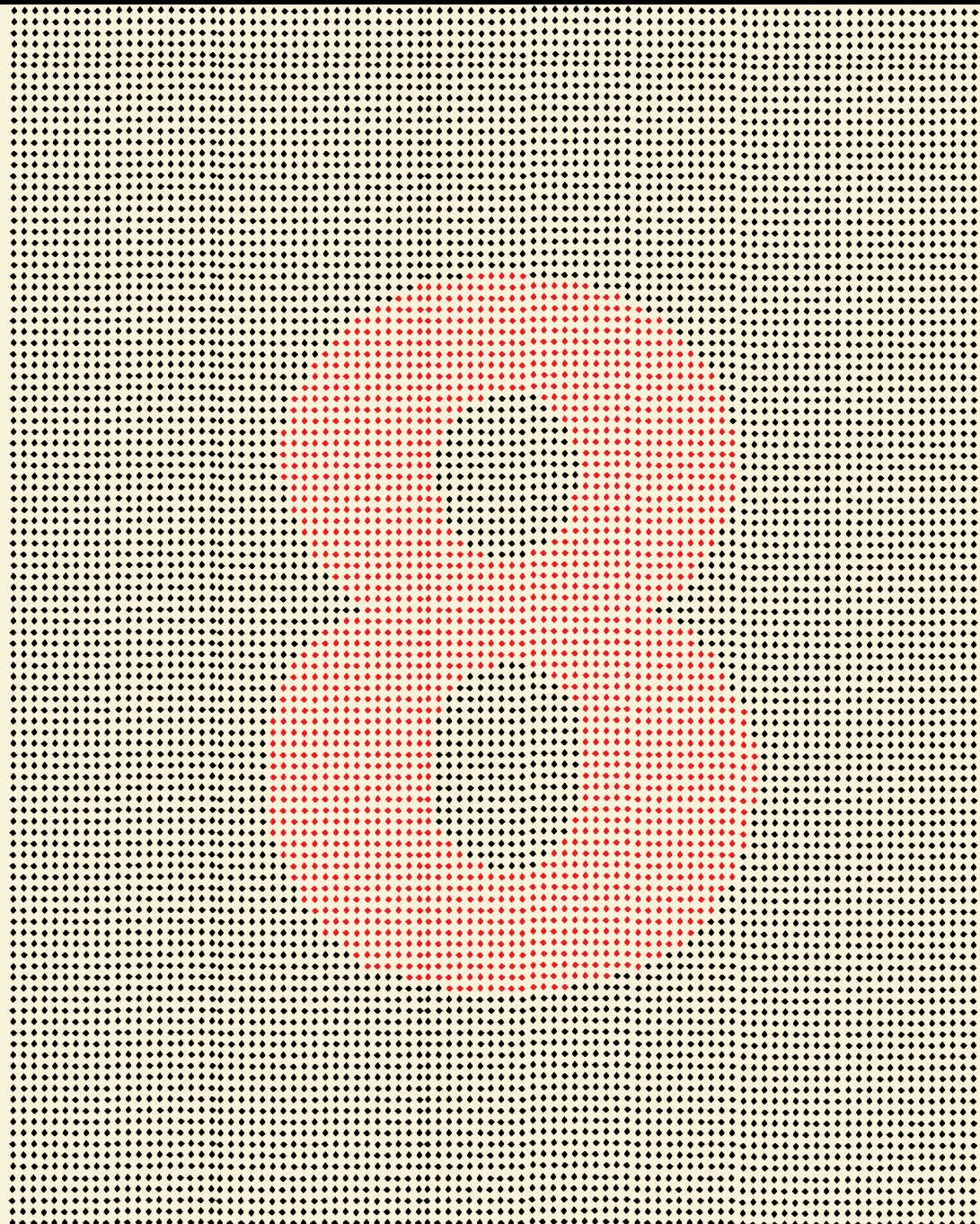
*by adam liptak*

# DENNIS HOPE HAS SPENT 27 YEARS IN SOLITARY CONFINEMENT

*Dennis Hope has spent 27 years in solitary confinement in a Texas prison, in a cell that is 9 feet long and 6 feet wide — smaller than a compact parking space.*

*"It's three steps to the door and then turn around and three steps back," Mr. Hope, 53, wrote in a recent letter to his lawyers.*

*Last month, Mr. Hope asked the Supreme Court to consider whether such prolonged isolation can violate the Eighth Amendment, which bars cruel and unusual punishments. In their appeals court brief, the officials wrote that "Hope has no plausible Eighth Amendment claim."*



## BRANDING + PACKAGING

### **FESTI BESTI**

Festi Besti is a cost-effective health care solution that can be conveniently purchased at festivals via vending machines. It is a lightweight, portable box that can be easily carried around. The product is specifically designed to provide festival attendees with all the necessary health products required for emergencies that would otherwise require a trip to a pharmacy. The boxes are tailored to cater to different needs, such as products for men, women, menstrual cycles, and weather-related emergencies.

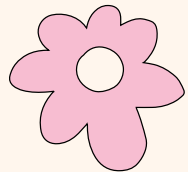
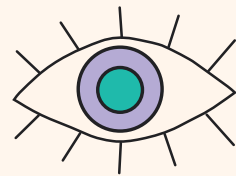
PRIMARY LOGO



SECONDARY LOGO



SYMBOLS



BRAND COLORS

#FFF5EC

#F8BDD4

#B7ACD4

#23BBAB

#327BBF

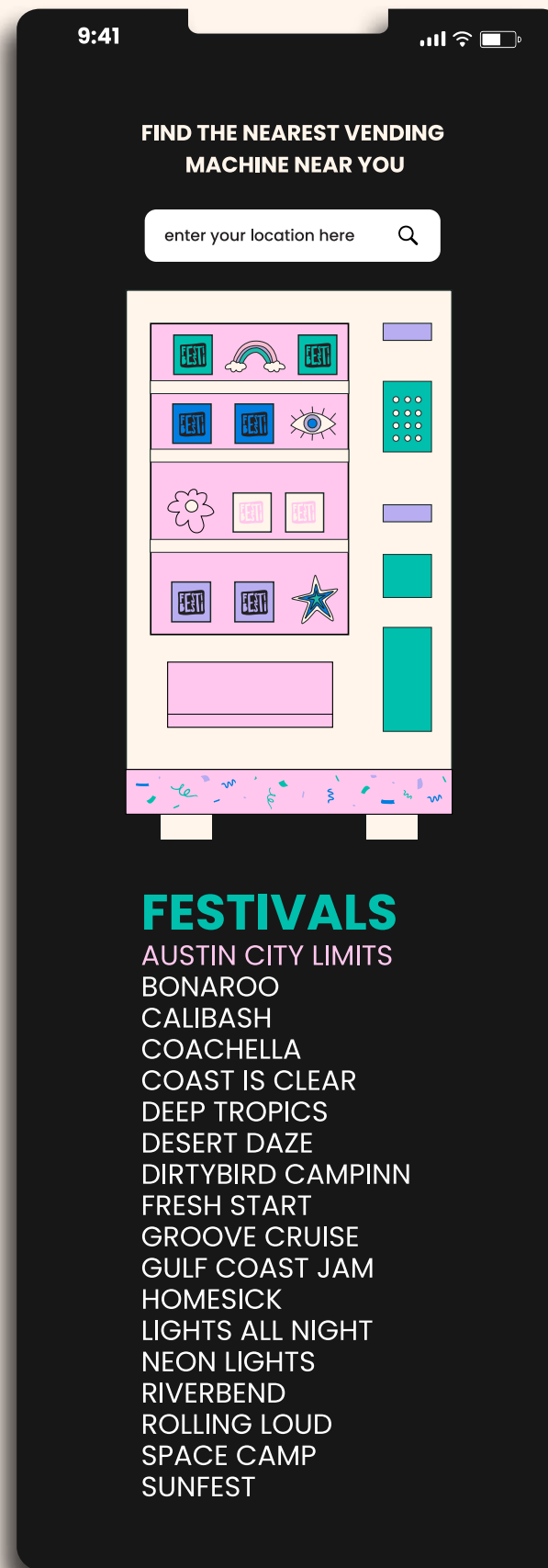
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ABOUT

PRODUCTS

CLUB BESTI

LOCATION



*The Club Besti festival package includes limited edition items for members only.*

**CLUB BESTI**  
\$15 monthly subscription



ADD TO CART

**CULT NEW YORK**

Cult New York is a film festival that celebrates the unique works of the production company A24. The festival takes place in the heart of New York City and showcases three of the most thought-provoking horror films of recent times: Hereditary, Midsommar, and The Lighthouse. Cult New York festival provides a rare opportunity to see them on the big screen in all their glory.

PRIMARY LOGO

**ONY.**

HAND LETTERING

**CULT  
NEW  
YORK**

TYPOGRAPHY

GOPHER  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ACUMIN VARIABLE CONCEPT WIDE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

WORDMARK

**CULT NEW YORK**

#FDF4D4

ADDITIONAL SYMBOL



BRAND COLORS

#D4C12D

#00A89E

#EE2030

2018  
**HEREDITARY**

WRITTEN AND DIRECTED BY **ARI ASTER**  
/ MADE IN YEAR **2018** / STARRING **TONI COLLETTE ALEX WOLFF MILLY SHAPIRO ANN DOWD & GABRIEL BYRNE**





**A24**

NEW YORK CITY, NEW YORK  
JUNE 24TH 2022  
31 WEST 27TH STREET  
NYC THEATER

ANNUAL CULT NEW YORK  
FILM FESTIVAL  
WWW.CNY.COM

A24 FILM FESTIVAL  
CULT CLASSICS

**CNY.**



2019

## MIDSOMMAR

WRITTEN AND DIRECTED BY **ARI ASTER** / MADE  
IN YEAR **2019** / STARRING **FLORENCE PUGH JACK  
REYNOR VILHELM BLOMGREN WILLIAM JACKSON  
HARPER AND WILL POULTER**



2019  
**THE LIGHTHOUSE**

WRITTEN AND DIRECTED BY **ROBERT  
EGGERS** MADE IN YEAR **2019** / STARRING  
**ROBERT PATTINSON & WILLIAM DAFOE**



**A24**

NEW YORK CITY, NEW YORK  
JUNE 24TH 2022  
31 WEST 27TH STREET  
NYC THEATER

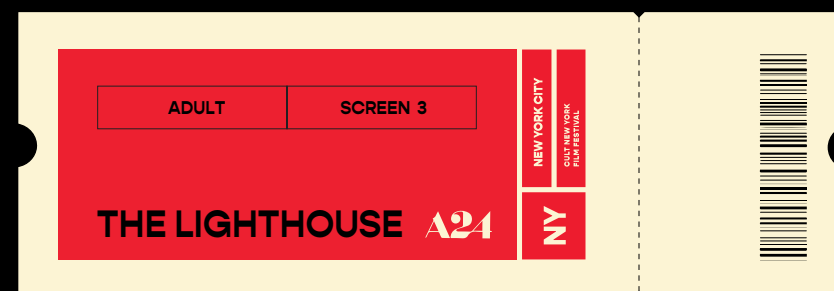
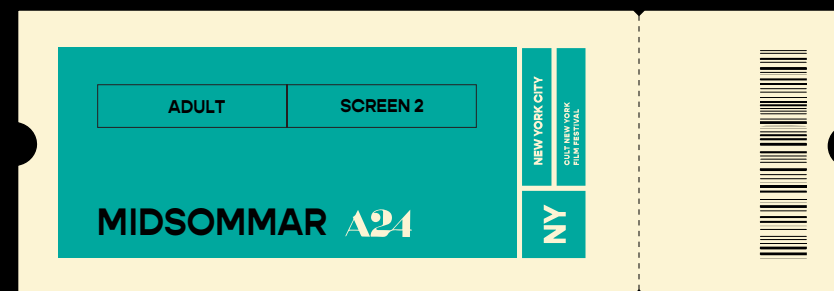
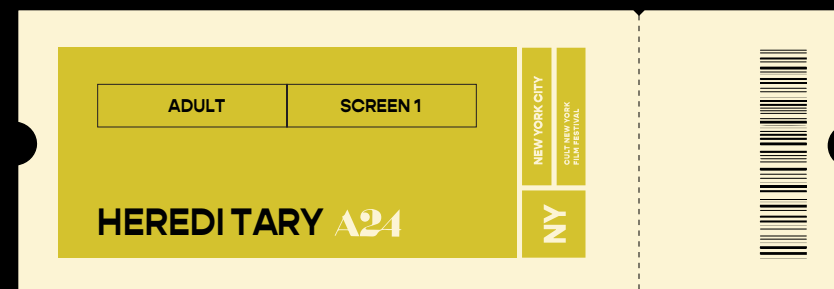
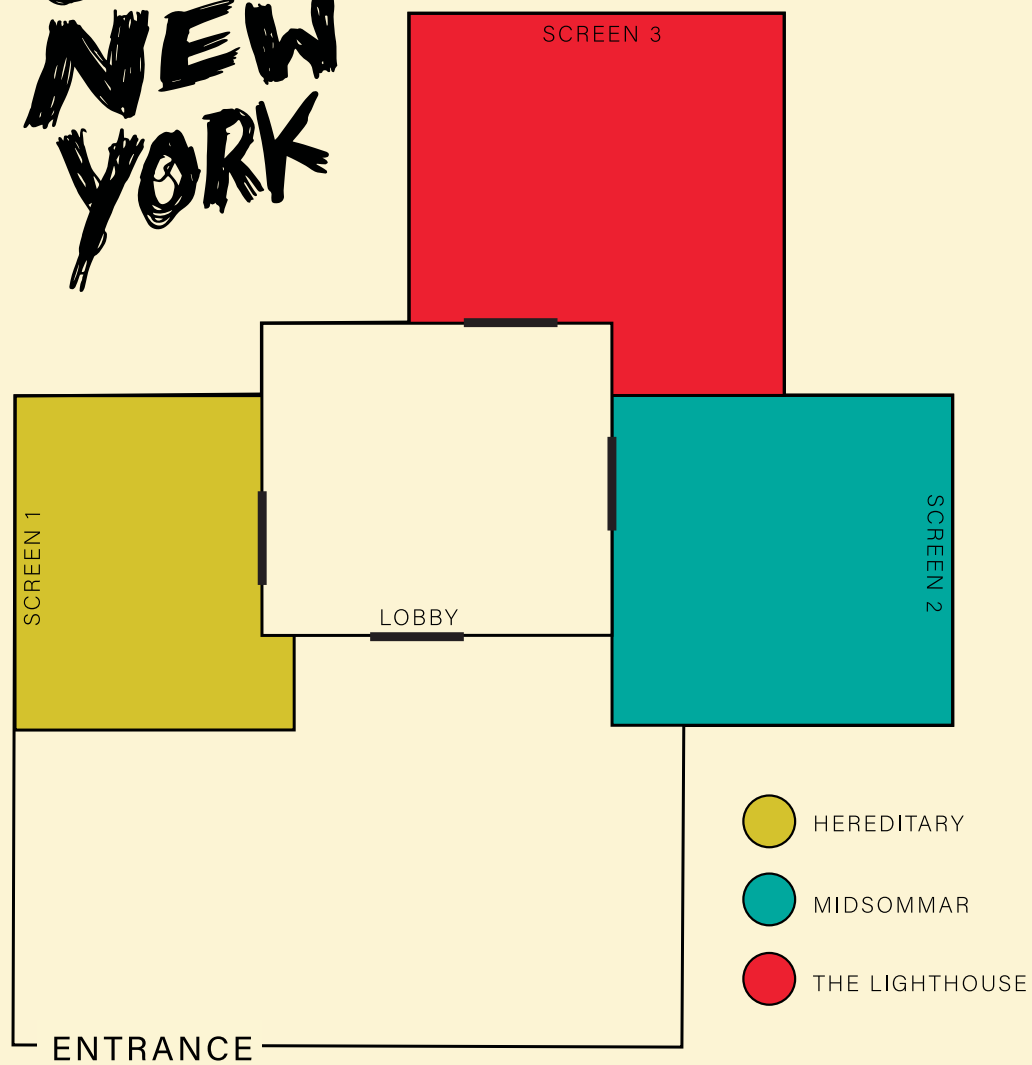
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**ony.**



# CULT NEW YORK





NEW YORK CULT NEW YORK  
CULT NEW YORK CULT NEW YORK



**CULT NEW YORK**  
**GUEST**  
**WEEKEND PASS**  
NEW YORK CITY, NEW YORK  
JUNE 24TH 2022

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**STAFF**

**CULT  
NEW  
YORK**

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## **BRANDING**

### **WESTERN GARDENS**

Western Gardens is a plant nursery located in Tucson, Arizona, offering a wide variety of high-quality plants to the local community. The family-owned business has been providing exceptional service to gardeners and landscapers for over 20 years. Western Gardens is renowned for its extensive inventory of native Arizona plants, which are ideal for creating a sustainable and drought-tolerant landscape.



PRIMARY LOGO



SECONDARY LOGO



TYPOGRAPHY

**FUTURA BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**ROCKWELL BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

WORDMARK

**WESTERN**  
GARDENS

ADDITIONAL SYMBOLS

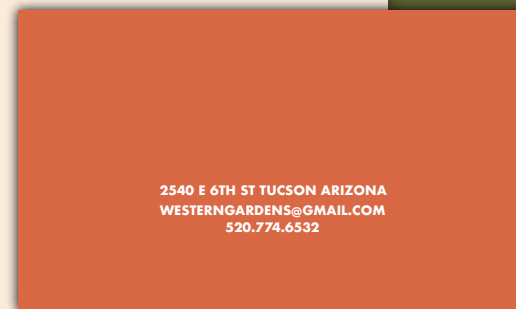
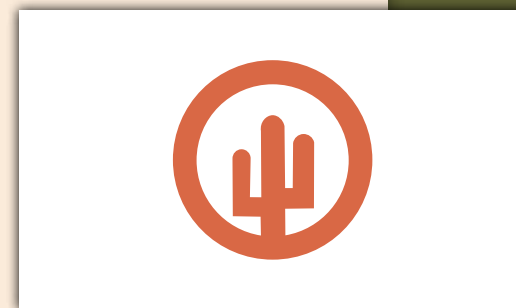


BRAND COLORS

#D86645

#606334

#000000



2540 E 6TH ST TUCSON ARIZONA

520.774.6532

WESTERNGARDENS@GMAIL.COM









welcome

TUCSON ARIZONA  
EST. 1999

**WESTERN**  
GARDENS

A stylized illustration of a cowboy with a beard, wearing a long-sleeved shirt and pants, standing on a large, spiky cactus. The cowboy is holding a wide-brimmed hat aloft in his right hand. The entire scene is rendered in a light, sketchy style against a dark olive green background.

welcome

TUCSON ARIZONA  
EST. 1999

**WESTERN**  
GARDENS

## BRANDING + PACKAGING

### **BONES HARD CIDER**

Bones is a hard cider company that is dedicated to crafting unique ciders inspired by the traditional process of fermentation. By using only the finest ingredients and traditional fermentation techniques, they are able to produce ciders that are rich in three unique flavors, original apple, rosé, and pear. In addition to their commitment to quality, Bones is also dedicated to sustainability. They use only environmentally-friendly practices in their production process and source their ingredients from local farmers to support their community.



PRIMARY LOGO



TYPOGRAPHY

WORDMARK

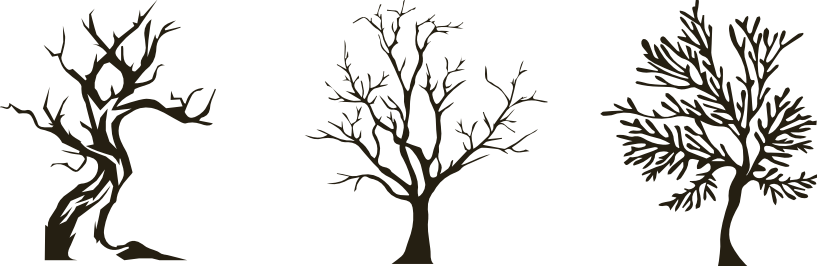
**GASTROMOND**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy*

**FUTURA BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy*

**BONES**

ADDITIONAL SYMBOLS

BRAND COLORS



#AA867D

#B4B56C

#251F12



# BONES

HARD CIDER

6.50%



ALC/VOL

ASSORTED FLAVORS  
ROSÉ ORIGINAL PEAR

NATURALLY GLUTEN FREE  
NO ADDED SUGARS

FERMENTED  
WITH LOVE

we use only environmentally-friendly  
practices in our production process and  
source all of our ingredients from local  
farmers to support their community.





**BONES**  
ORCHARD & CRAFT CIDERY



**BONES**  
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(209) 632 883

**BONES**  
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## MENU

### ALL DAY BREAKFAST

Tomato Tarts with Carmelized Onions | 9  
Salmon and Asparagus Fritata | 12  
Breakfast Panzanella | 12  
Caprese Eggs Benedict with Vegan Hollandaise | 14

### BITES

Avacado Hummus | 9  
Crispy Calamari | 14  
Bruschetta Rustica | 14  
Thyme and Fig Goat Cheese Spread | 10

### VEGETARIAN

Whipped Ricotta with Honey and Mixed Berries | 10  
Blueberry PannaCotta | 12  
Pear and Pecan Salad | 12  
Chickpea Salad Wraps with Avacado Dill Sauce | 12

### LUNCH + DINNER

Squash Lasagna | 18  
Lemon Caper Buerre Blanc Salmon | 32  
Bourbon Pecan Chicken Breast | 25  
Baby Beet and Flank Steak Salad Dijon | 25  
Chicken with Marsala Risotto | 25  
Baked Eggplant Parmesan | 18  
Honey Roast Duck | 25  
Roasted Oysters on the Grill | 18

### ON TAP

Original Bone's Hard Cider  
Rosé Bone's Hard Cider  
Pear Bone's Hard Cider

boneshardcider

5.27.23  
live music Saturdays

Liked by phoenixwest and others

Can't wait to have our first live music Saturday with some of our favorite local bands. See you there!

boneshardcider

Liked by phoenixwest and others

Come join us this evening for some cider and good times! Caraffes are \$15 from 3 to 9pm!

boneshardcider

Liked by phoenixwest and others

Our brand is committed to using environment friendly practices for our fermentation process.

boneshardcider

Liked by phoenixwest and others

Join us this Saturday 6-9pm for live music, drinks, and food.

boneshardcider

Liked by phoenixwest and others

Introducing our new flavors! Stop by this evening and grab your own bottle of pear or rosé cider.

boneshardcider

Liked by phoenixwest and others

You don't want to miss out on our new flavor! Bottles of our rosé will be sold in store this evening.



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