

Paul Hanger

Art Direction +
Illustration

-

Résumé + Recent Work

Contact

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me@paulhanger.net

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235 E 105th St Suite 7C

New York, NY 10029

517 402 5962

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www.paulhanger.net

Education

-

Lawrence Technological University (LTU), Southfield, MI

Major: Imaging with a focus in Graphic Design

Skills

-

Extremely familiar with Mac and PC platforms. Proficient with Adobe Illustrator, Photoshop, and InDesign. Background in print design, branding, illustration, logos, web design, specialty and retail packaging, and print production.

Clientele

-

Aguayo & Huebener

AmRan

American Eagle

Champion Development

Croft

Elie Tahari

Füri

Gillian Schwartz

Ink'd

MediaCraft

The New York Times

Nixon

Office Of One

Opus Jazz

Product Red

Rachael Ray

Roanne Adams

Scientific American

Small Avalanches

Solar Fashions

Steven Alan

Uptown

Wallabout

WineShop

Wingspan Arts

YumYum

Experience

-

Roanne Adams

Junior Designer / Nov. 2006 - March 2009 / New York, NY

Assisted and worked under Roanne's direction on projects involving logos, packaging systems, branding, illustration, web design + HTML/CSS, and print production.

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AmRan Packaging

Senior Designer / Mar. 2007 - Present / New York, NY

Worked with existing artwork, branding guidelines + created original graphics for retail + specialty packaging for a wide range of clients, industries, and events

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Self Employed

Art Director + Illustrator / Sept. 2005 - Present / MI, CT, NYC

Currently run a small multi-disciplinary studio in the upper east side.

Projects range in diversity from logos, illustration, print design + production, branding, retail & specialty packaging + web design. Work with small start-ups and large, international brands.

-

Cambridge University Press

Promotions Assistant / Sept. 2006 - Mar. 2007 / New York, NY

Worked on design of direct mail pieces, book covers + print production.

Assisted in the production and design of biannual trade catalog. Designed and prepared ads for web + print.

-

FedexKinkos

Production Operator / Sept. 2005 - Sept. 2006 / New Haven + Orange, CT

Prepared all full-service work for production: stapling, folding, mounting, binding, cutting, large format, typographical layouts, as well as computer and printer troubleshooting.

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Uptown
-
Created new logotype
+ developed/produced
original retail bags
with AmRan Packaging.



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Bodyworship Boutique

-
Updated established brand
with new distressed mark,
developed + produced
retail bag with AmRan
Packaging.



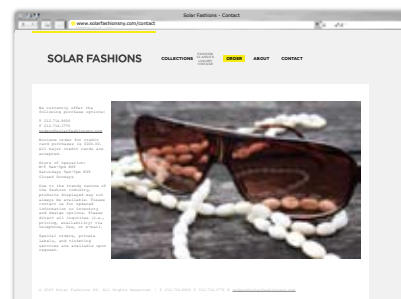
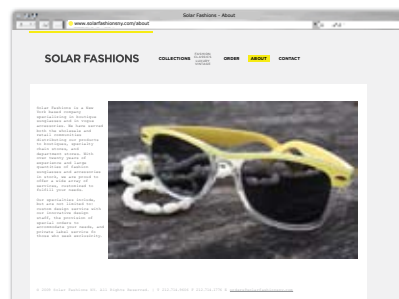
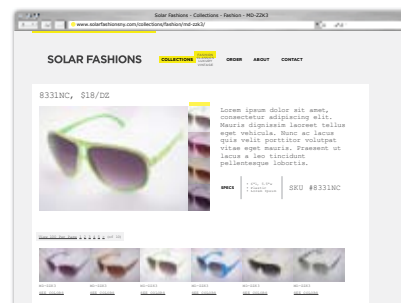
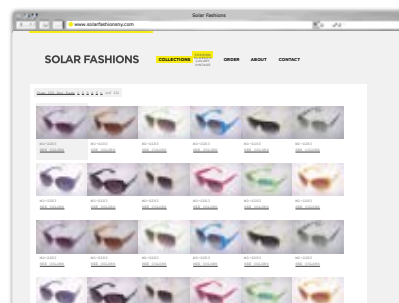
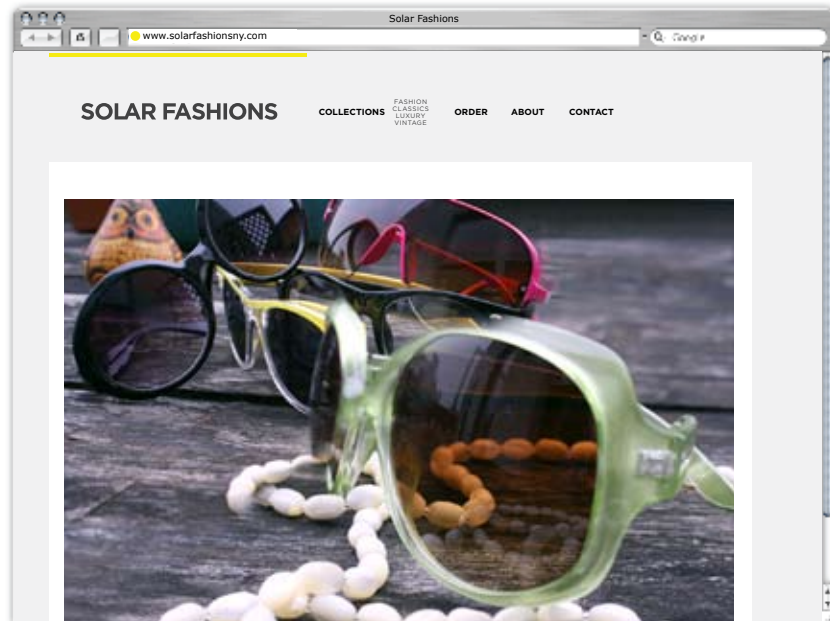
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Solar Fashions

-
Developed new logotype,
shot product photography
+ created utility driven
online catalog for a
sunglasses wholesaler.

-
solarfashionsny.com

SOLAR FASHIONS



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Opus Jazz

-
 Developed original
 logo, donation request
 brochure, micro site
 + illustrations for a
 Jerome Robbins revival
 adapted to film by Sean
 Suozzi + Ellen Bar.

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www.opusjazz.com



Paul Hanger

Art Direction +
Illustration

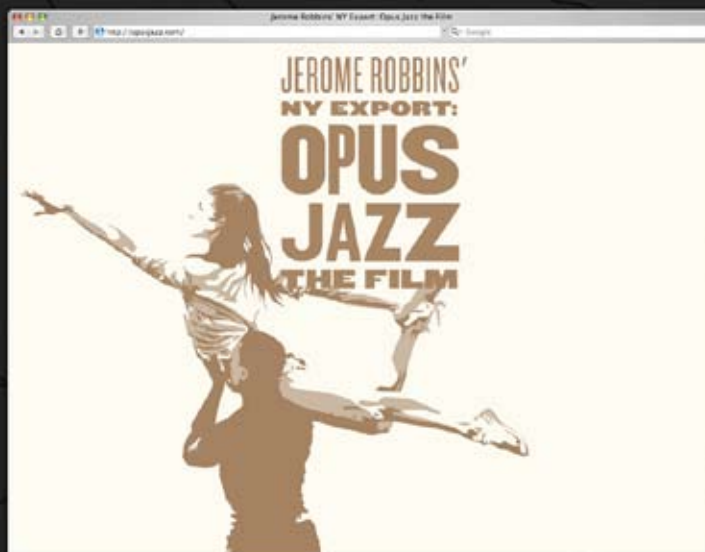
Résumé + Recent Work

Opus Jazz

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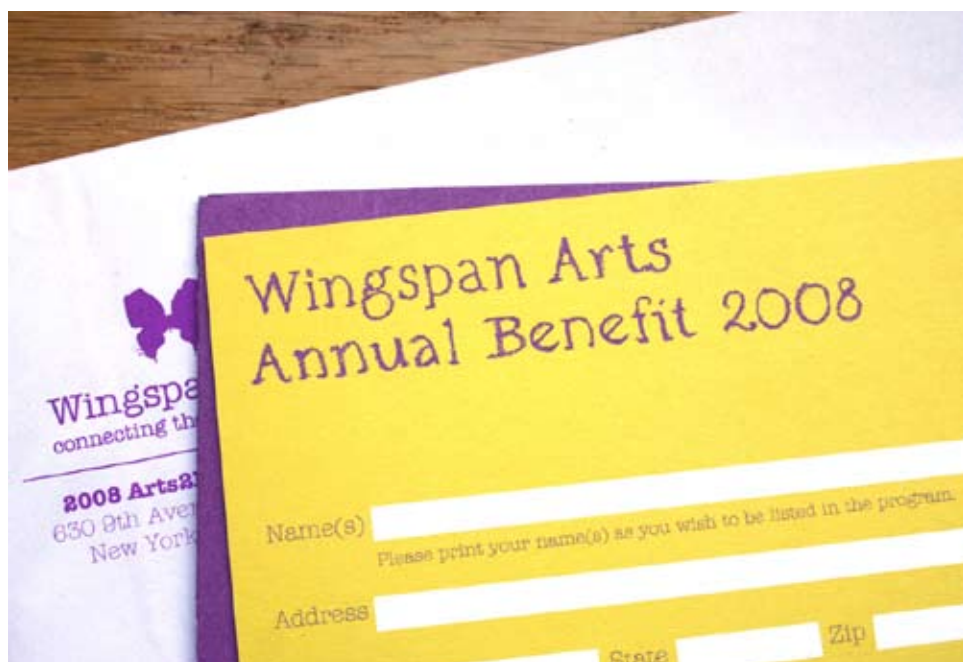
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Wingspan

-
Created invitation
package + original,
hand-drawn type elements
for a non-profit company
that exposes young
audiences to all forms
of the performing,
visual, media and
literary arts.



Rachael Ray

-
Developed basic,
packaging + non-profit
branding guidelines,
packaging system,
web design, stationery
+ office signage.

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rachaelray.com

TRADEMARK RULES

RACHAELRAY™

The height of the "™" should be equal to the height of the "Y" serif when the height of RAY is equal to or larger than 1/6" (12px).

RACHAELRAY™

The height of the "™" should be double the height of the "Y" serif when the height of RAY is less than 1/6" (12px).

The RR logo should always have a ™ symbol. Always use Helvetica Bold. The ™ should be the "T" width away from the "Y" in RAY. When the height of RAY is 1/6" (12px) or larger, the ™ should be the same height as the thickness of a serif in the "Y". When RAY is smaller than 1/6" (12px), the ™ should be double the height of the "Y" serif.

COLOR PALETTE

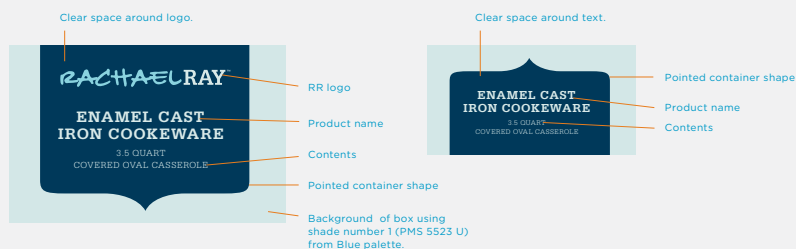
	<p>PMS 581 U / 581 C</p> <p>C 2 B 71 M 0 Y 100 B 0 K 12</p> <p>WEB (RGB HEX) #468100</p>		<p>PMS 384 U / 7491 C*</p> <p>C 38 B 144 M 0 Y 100 B 0 K 31</p> <p>WEB (RGB HEX) #90B000</p>		<p>PMS 382 U / 376 C*</p> <p>C 29 B 91 M 0 Y 100 B 0 K 0</p> <p>WEB (RGB HEX) #83FF00</p>		<p>PMS 386 U / 386 C</p> <p>C 6 B 240 M 0 Y 100 B 0 K 0</p> <p>WEB (RGB HEX) #FFFF00</p>	
	<p>PMS 1545 U / 1545 C</p> <p>C 0 B 71 M 53 Y 100 B 0 K 12</p> <p>WEB (RGB HEX) #F72200</p>		<p>PMS 1595 U / 1595 C</p> <p>C 0 B 240 M 59 Y 100 B 0 K 5</p> <p>WEB (RGB HEX) #FF2E00</p>		<p>PMS 130 U / 137 C*</p> <p>C 0 B 255 M 50 Y 100 B 0 K 0</p> <p>WEB (RGB HEX) #FF8300</p>		<p>PMS 7402 U / 7403 C*</p> <p>C 0 B 255 M 56 Y 100 B 0 K 0</p> <p>WEB (RGB HEX) #FFD800</p>	
	<p>PMS 547 U / 547 C</p> <p>C 100 B 0 M 19 Y 0 B 84 K 75</p> <p>WEB (RGB HEX) #003440</p>		<p>PMS 304 U / 315 C*</p> <p>C 100 B 0 M 0 Y 0 B 100 K 30</p> <p>WEB (RGB HEX) #0053A2</p>		<p>PMS 3105 U / 3105 C</p> <p>C 45 B 145 M 0 Y 0 B 255 K 0</p> <p>WEB (RGB HEX) #99FF00</p>		<p>PMS 5523 U / 5523 C</p> <p>C 15 B 220 M 0 Y 0 B 255 K 3</p> <p>WEB (RGB HEX) #00FF00</p>	
	<p>PMS 497 U / 497 C</p> <p>C 70 B 16 M 100 Y 0 B 0 K 0</p> <p>WEB (RGB HEX) #8B0000</p>		<p>PMS 484 U / 491 C*</p> <p>C 0 B 191 M 95 Y 0 B 0 K 29</p> <p>WEB (RGB HEX) #8B0000</p>		<p>PMS 486 U / 486 C</p> <p>C 0 B 255 M 41 Y 0 B 150 K 0</p> <p>WEB (RGB HEX) #FF0000</p>		<p>PMS 489 U / 488 C*</p> <p>C 0 B 255 M 15 Y 0 B 227 K 0</p> <p>WEB (RGB HEX) #FF0000</p>	

Keep in mind that the CMYK and web conversions are not exact. The four color spaces are not the same resulting in potentially dissimilar colors when viewed in the same color space. We are still in the color testing phase, so please alert us regarding any discrepancies. Look forward to future guideline updates.

*Noted color shift

COOKWARE PACKAGING

"POINTED" CONTAINER SHAPE RULES



Design approach 1 places RR logo, product name, and contents inside this "pointed" container shape. This shape should signal to the customer that it is an RR product. It should become like her logo, a trademark for her brand. If using a container shape, the RR logo should always be inside of that container shape. All content inside the "pointed" container shape must be centered. The background of the box should use shade number from its color palette, or white. Give product name and contents

comfortable clear space around each. Font size of product name and contents should not overpower RR logo. Set type with a comfortable amount of leading and kern modestly. Product name should be set in SERIFA BOLD and contents should be set in SERIFA BOOK, both in ALL CAPS. Only use the two colors chosen for RACHAEL and RAY for any other text on the same background color (do not add a fourth color unless it is outside the container shape).

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Rachael Ray

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packaging + non-profit
branding guidelines,
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+ office signage.

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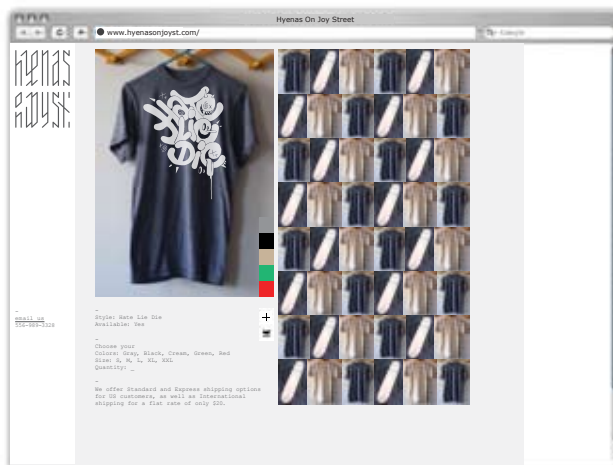
rachaelray.com



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Hyenas On Joy Street

-
Created original logo,
illustrations + website
for tshirt + skate decks.



Résumé + Recent Work

Small Avalanches

Created micro site
+ developed original
illustration for indy
film applied to poster,
packaging + DVD.

smallavalanches-film.com

