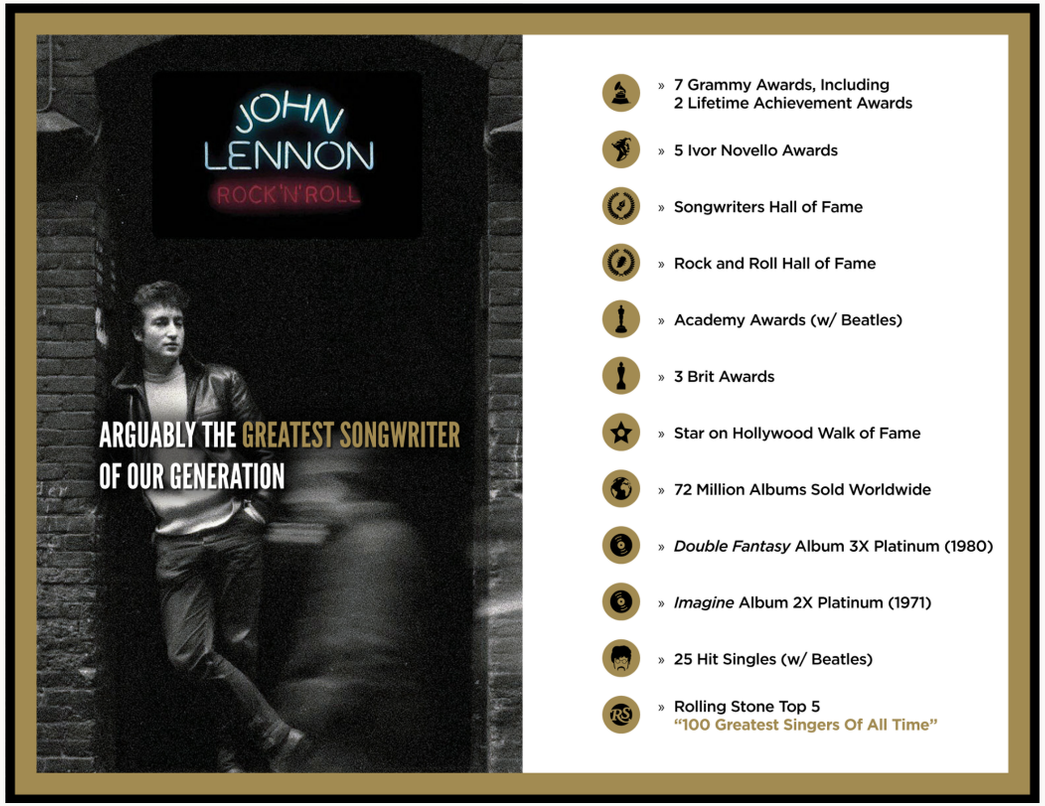
JOHN LENNON / BRAND GUIDE

Brand story and recognition

Portrait photography, editorial typography, and a consistent black-and-gold palette introduce the artist and organize key career highlights.



ARTIST PROFILE



CAREER HIGHLIGHTS

Selected pages 2 and 3 from the original brand guide. Presentation layout and visual storytelling.

JOHN LENNON / BRAND GUIDE

Global legacy

A visual overview of the artist’s cultural presence across locations and formats.

PROJECT CONTEXT

A world map anchors the page while photographs and short labels organize examples of public tributes. Supporting editorial content completes the narrative.

PRESENTATION FOCUS

Information design
Map-based storytelling
Image and text hierarchy



Global legacy overview

Selected page 4 from the original brand guide

JOHN LENNON / BRAND GUIDE

Album art library

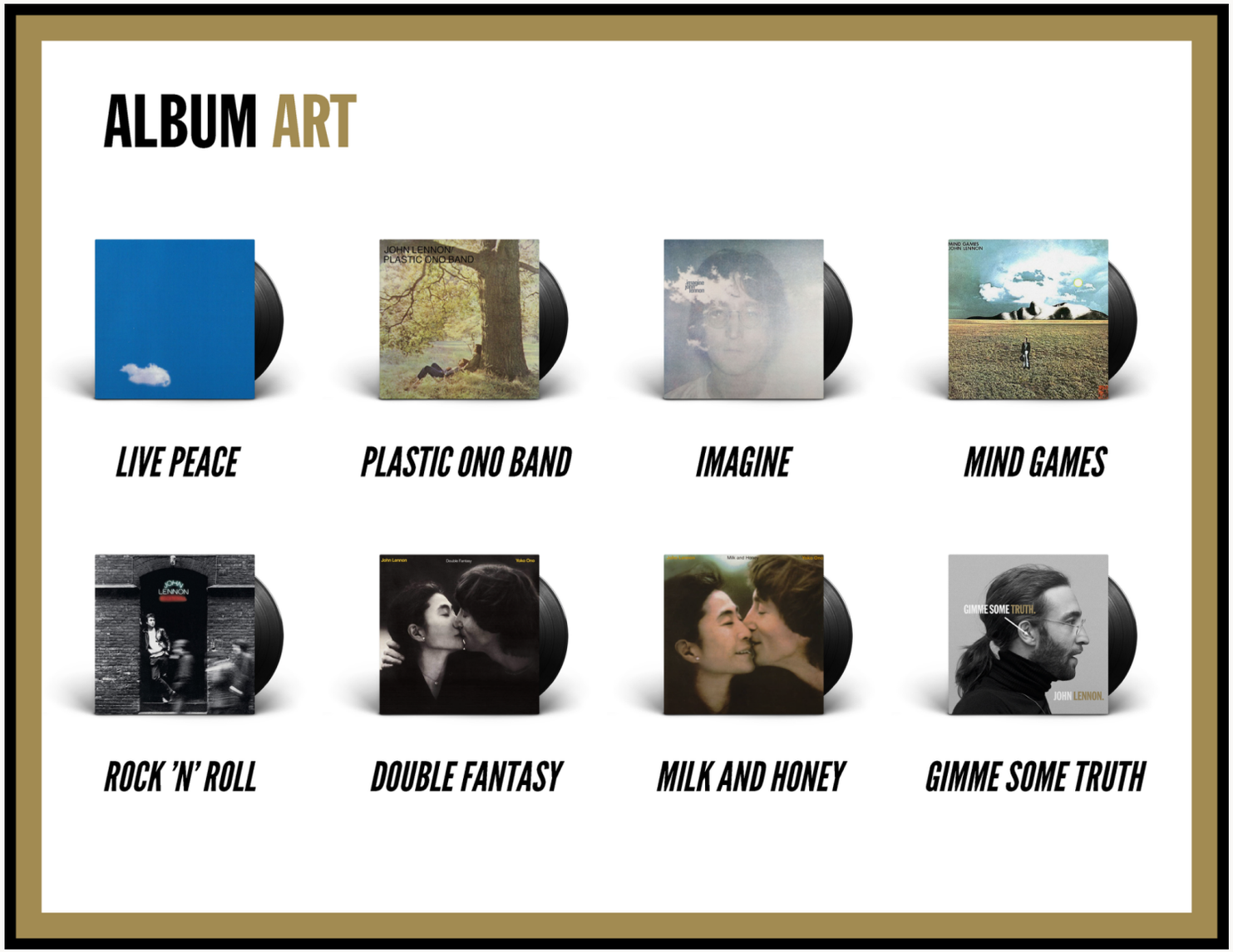
A reference page organizing album artwork within the brand guide.

PROJECT CONTEXT

A consistent grid, repeated image scale, and clear labels help viewers compare the catalog while preserving the identity of each album cover.

PRESENTATION FOCUS

Reference layouts
Consistent image scale
Typography and spacing



Album artwork reference

Selected page 17. Album covers shown as reference assets within the guide.

MATTEL / MONSTER HIGH

Brand and characters

The opening slide introduces the Monster High packaging review through its full character lineup.

PROJECT CONTEXT

A bold logo, character photography, and recurring icons establish the brand personality and set the visual direction for the presentation.

PRESENTATION FOCUS

Opening slide design
Character composition
Brand identity



Packaging Review Cover

Selected slide 1 from the original packaging review deck

MATTEL / MONSTER HIGH

Visual system

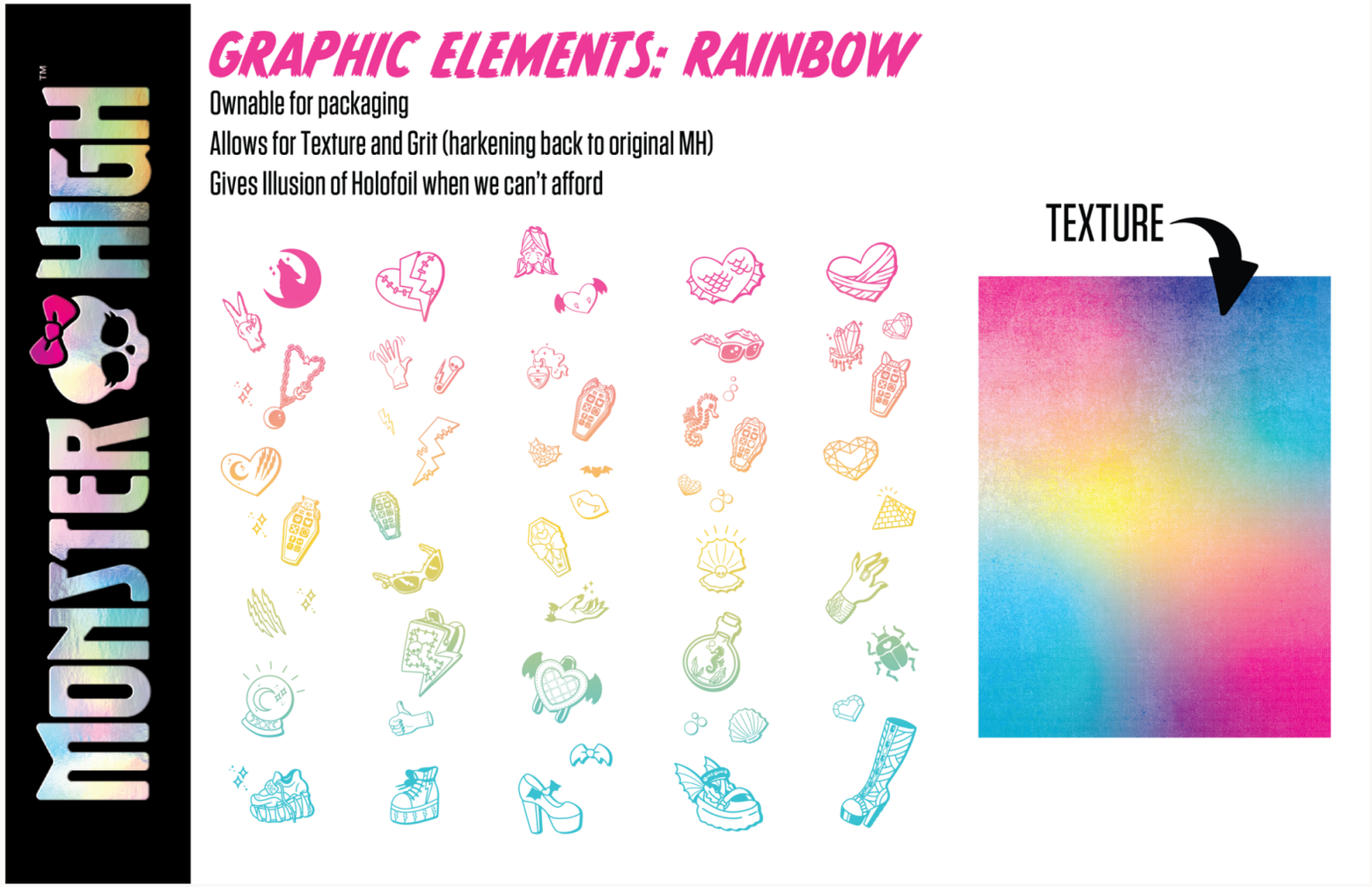
A packaging review presentation for the Monster High brand relaunch.

PROJECT CONTEXT

A clear visual framework brings recurring icons, rainbow color, and texture into one consistent brand language.

PRESENTATION FOCUS

Brand guidelines
Visual hierarchy
Graphic systems



Graphic Elements: Rainbow

Selected slide 5 from the original packaging review deck

MATTEL / MONSTER HIGH

Visual storytelling

A concept review showing how entertainment content informs packaging artwork.

PROJECT CONTEXT

A simple source-and-interpretation layout makes the creative direction easy to follow, connecting a scene reference to its packaging application.

PRESENTATION FOCUS

Reference to concept
Comparison layouts
Creative rationale



Storytelling Art

Selected slide 8 from the original packaging review deck

MATTEL / MONSTER HIGH

Finished design

A product review section showing the packaging system across multiple characters.

PROJECT CONTEXT

A consistent image grid organizes finished pack photography, making character differences and shared brand elements easy to compare.

PRESENTATION FOCUS

Image organization
Product presentation
Consistent layouts



Final Packaging

Selected slide 14 from the original packaging review deck

Diana Leto

Illustration, Experiences & Consumer Products

Pitch & Corporate Decks

AEROSMITH / WALMART

50th anniversary retail pitch

Music, merchandise and promotion

CREATIVE FOCUS

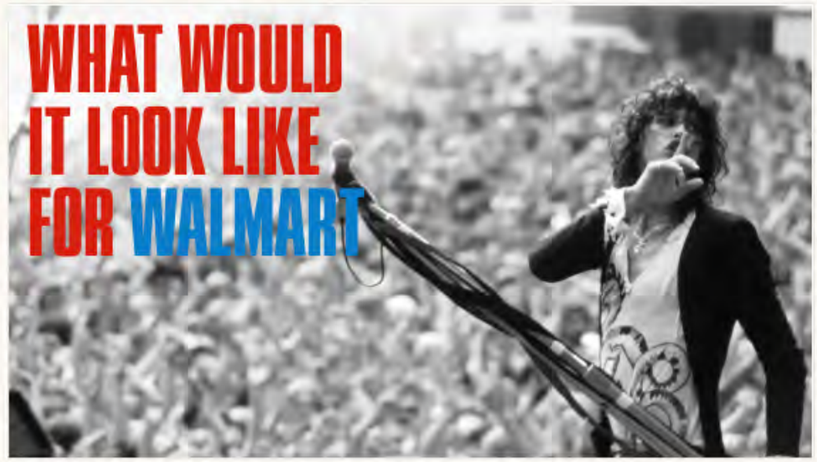
Retail partnership storytelling

Licensed product concepts

Campaign and display design



BRAND STORY



RETAIL PARTNERSHIP PITCH





Diana Leto

Illustration, Experiences & Consumer Products

Pitch & Corporate Decks

THE JIM HENSON COMPANY

Corporate profile presentation

Brand story and capabilities

CREATIVE FOCUS

Presentation design

Corporate storytelling

Visual systems and hierarchy



CORPORATE PROFILE



CREATIVE AFFAIRS & PRODUCTION



