

JEFF JIRON



THE NORCAL CONNECTION

DESIGN PORTFOLIO

# BATTLEBORN HOCKEY SCHOOL

## LOGO DESIGN

THIS DESIGN WAS FOR A NEVADA BASED HOCKEY SCHOOL. THEY WILL BE HOLDING CAMPS IN MULTIPLE STATES AND WANTED A LOGO THAT REPRESENTED NEVADA BUT WASN'T A STRICTLY NEVADA THEMED LOGO. THE SHIELD REPRESENTS BATTLE WITH THE CROSSING HOCKEY STICKS WHILE USING THE BLUE FROM THE NEVADA STATE FLAG. BATTLE BORN IS THE STATE SLOGAN.



# THE NORCAL CONNECTION LOGO DESIGN

THIS WAS A DESIGN THAT I CAME UP WITH FOR MY SMALL BUSINESS. I WANTED A LOGO THAT GAVE THE IMAGE OF A CANNABIS COMPANY FROM NORTHERN CALIFORNIA. THE IDEA BEHIND THE NAME WAS THAT "IF YOU KNOW, YOU KNOW". NOT HAVING TO USE THE WORD CANNABIS IN THE NAME, BUT KNOWING THAT WE WERE IN THE INDUSTRY.



THE NORCAL CONNECTION

# GREENWOLF X GREENDAWG COLLAB



GREENDAWG  
CULTIVATORS

THIS DESIGN WAS MADE TO GO ON A MYLAR BAG FOR CANNABIS PACKAGING. THE TWO COMPANIES INVOLVED WERE GREENWOLF COLLECTIVE AND GREENDAWG CULTIVATORS. I USED THE COLORWAY FOR GREENWOLF BECAUSE THEY WANTED THAT BRAND AS THE FOCAL POINT.



# MAINSTAGE X 7 LEAVES COLLAB



SEVEN LEAVES

THIS DESIGN WAS MADE TO GO ON A MYLAR BAG USED FOR CANNABIS PACKAGING. MAINSTAGE IS THE DISTRIBUTOR WHILE SEVEN LEAVES IS THE GROWER. THE FOCUS WAS TO BE ON THE SEVEN LEAVES BRAND.

# MAINSTAGE X PAPER PLANES COLLAB



FOR THIS DESIGN THE CUSTOMER WANTED AN AIRLINE THEMED MYLAR BAG FOR CANNABIS EXTRACT. I DECIDED TO MAKE A BAG IN THE SHAPE OF AN AIRLINE TICKET WALLET USING THE COLORS FROM PAPER PLANES AND LOGOS FROM BOTH COMPANIES.



# MAINSTAGE X SHESBAKED COLLAB



She's  
BAKED



THIS DESIGN WAS DESIGNED FOR 10 CANNABIS  
INFUSED GUMMIES. IT WAS A COLLAB BETWEEN  
MAINSTAGE DISPENSARY, SHES BAKED AND TERP  
EMPIRE. CUSTOMER WANTED A LEMONADE STAND  
THEMED DESIGN.

# MAINSTAGE X GREENDAWG COLLAB



GREENDAWG  
CULTIVATORS

THIS DESIGN WAS MADE TO GO ON A MYLAR BAG FOR CANNABIS PACKAGING. THE TWO COMPANIES INVOLVED WERE MAINSTAGE DISPENSARY AND GREENDAWG CULTIVATORS. THEY WANTED A NINETIES THEME FOR THIS SPECIFIC DESIGN.



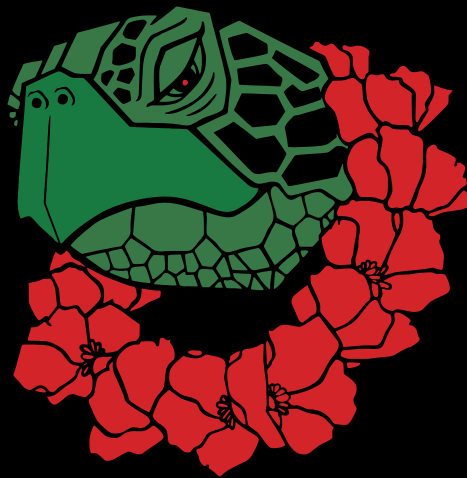


# MAINSTAGE X TERP MANSION COLLAB



THIS DESIGN IS A HALLOWEEN THEMED PACKAGING FOR A COLLABORATION BETWEEN MAINSTAGE DISPENSARY AND TERP MANSION. THIS PACKAGING WAS MADE TO FIT 10 CANNABIS INFUSED GUMMIES. I BASED THE SIZE OFF OF THE OVERALL PACKAGING AREA OF PREVIOUS BAGS USED.

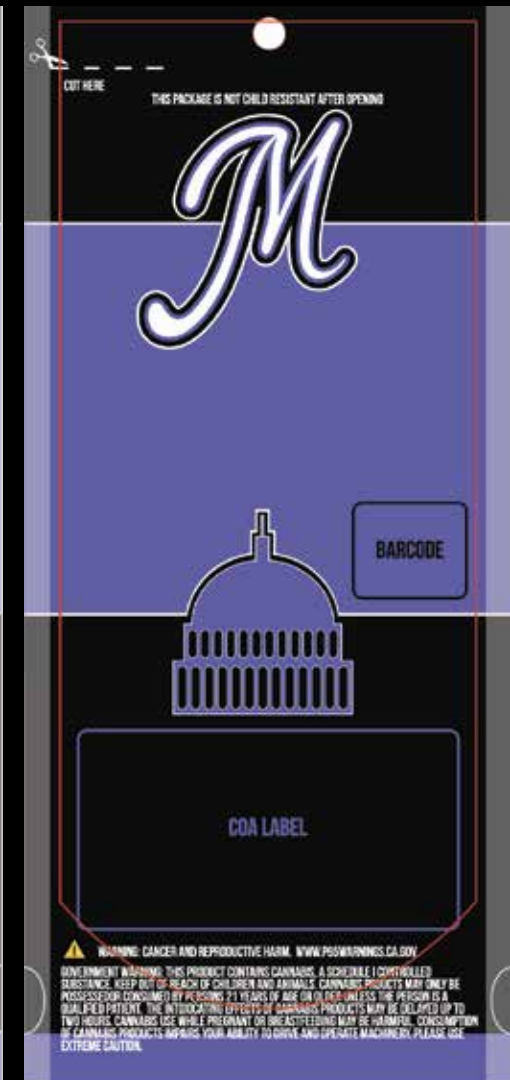
# MAINSTAGE X GREENDAWG COLLAB



THIS DESIGN WAS MADE TO GO ON A MYLAR BAG FOR CANNABIS PACKAGING. THE TWO COMPANIES INVOLVED WERE TURTLE PIE CO. AND GREENWOLF COLLECTIVE. I USED THE FONT LOGO AND TURTLE LOGO, PLACED INSIDE OF THE GREENWOLF CIRCLE, REPLACING THE WOLF HEAD.

# MAINSTAGE BAG DESIGN

FOR THIS VAPORIZER CARTRIDGE BAG DESIGN, THE CUSTOMER WANTED IT TO BE SACRAMENTO THEMED. I CREATED ART FOR THE SACRAMENTO RIVER BRIDGE AND THE STATE CAPITOL BUILDING. I ALSO USED COLORS SIMILAR TO THOSE OF THE SACRAMENTO KINGS. THE BAG NEEDED A HANG HOLE AND NEEDED TO BE MEET CHILD RESISTANT GUIDELINES. TO MEET THE GUIDELINES THE BAG NEEDED TO BE HEAT SEALED AFTER THE PRODUCT WAS INSIDE, THE BAG COULD NOT HAVE ANY TEAR NOTCHES NEEDED TO HAVE THE PHRASE "THIS PACKAGE IS NOT CHILD RESISTANT AFTER OPENING".



# LUMPY'S FLOWERS

## BOX DESIGN

THIS WAS A BOX DESIGN, MADE TO HOLD A 5ML CHILD RESISTANT GLASS JAR FOR CANNABIS CONCENTRATE. THE BOX NEEDED TO ADHERE TO STRICT LABELING REQUIREMENTS, INCLUDING SIZE 6PT. FONT AND GOVERNMENT WARNINGS AND SYMBOLS. THE CUSTOMER WANTED THE WEBSITE ON THE BOX AND WE HAD TO USE THE GREEN AND PURPLE COLORS FROM THE BRAND.



# COOKIES

# BAG DESIGN

THIS DESIGN WAS FOR A DISPENSARY CALLED "COLLECTIVE EFFORTS" IN SACRAMENTO WHO WAS IN A PARTNERSHIP WITH "COOKIES". THE DESIGN WAS TO PACKAGE CANNABIS FROM COOKIES TO BE SOLD IN DISPENSARIES. THIS DESIGN WAS FOR A POUND OF CANNABIS FLOWER. THE CUSTOMER WANTED THE LOGO IN A REPEATING BACKGROUND BEHIND A LARGER LOGO.



# CONNECTED CANNABIS BOX DESIGN

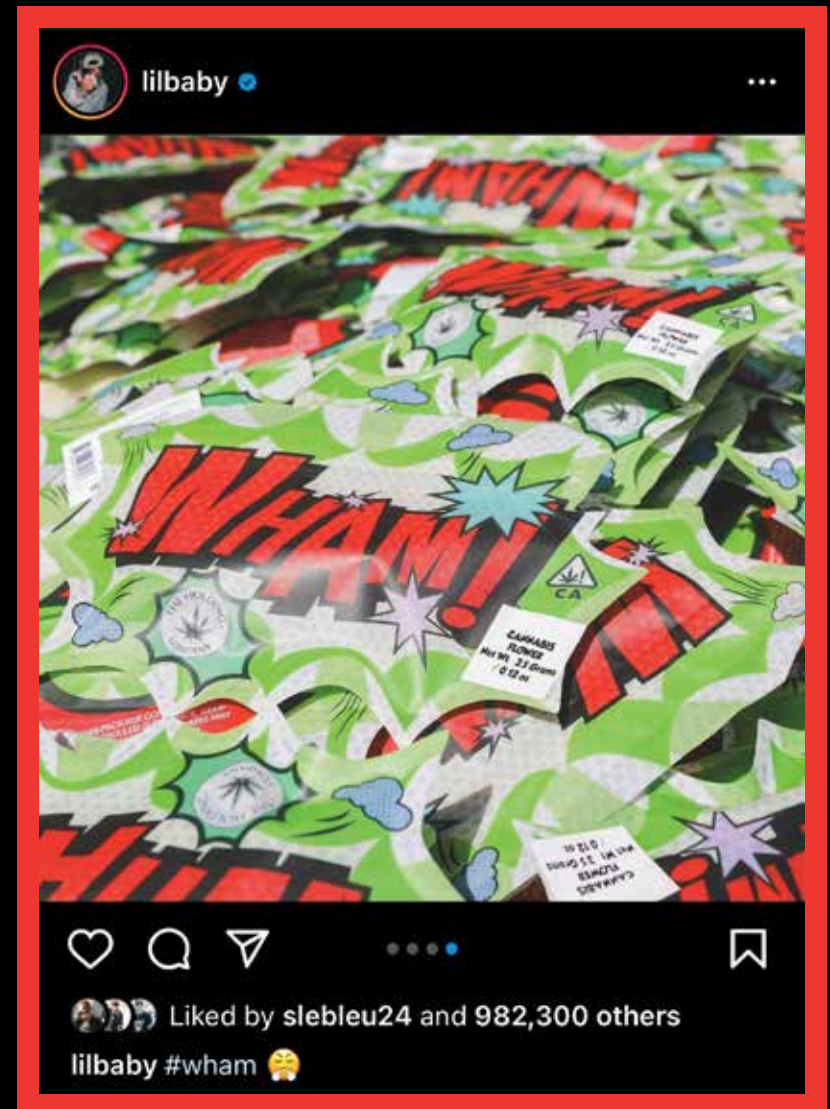
THIS BOX DESIGN WAS MADE FOR CONNECTED CANNABIS COMPANY. THE BOX WAS DESIGNED TO HOLD A ONE GRAM VAPORIZER CARTRIDGE HELD IN A CHILD RESISTANT TUBE. THE CUSTOMER WANTED A HANG HOLE AND I DESIGNED THE BOX TO SHIP TO THEM LAYED FLAT AND PRE GLUED FOR EASY SET UP. THE BACKGROUND ART WAS A DESIGN THAT I CAME UP WITH FOR PREVIOUS PACKAGING.






# THE HOLDING COMPANY LOGO DESIGN

THIS WAS ONE OF MY FIRST CUSTOM SHAPED CANNABIS BAG DESIGNS. THE CUSTOMER "THE HOLDING COMPANY" IS PARTNERED WITH "WHAM!" WHICH IS THE RAP STAR LIL BABY OWNS. THEY WANTED THE DESIGN TO LOOK LIKE THE OLD "BANG" "POW" IMAGES FROM THE OLD BATMAN TV SHOW. MY DESIGN WAS THE FLAGSHIP PACKAGING FOR HIS BRAND LAUNCH. ONCE DEBUTED ON LIL BABY'S INSTAGRAM, THE BAGS RECEIVED OVER 900,000 LIKES.



# BATTLEBORN DASHER DESIGN

THIS ADVERTISEMENT WAS FOR A DASHER, WHICH IS WHAT THE BOARDS AROUND AN ICE RINK ARE CALLED. THE DESIGN IS FOR A HOCKEY SCHOOL AND WILL BE PLACED IN ICE RINKS WHERE THE SCHOOL WILL TAKE PLACE. THE AD FEATURES THE WEBSITE, SOCIALS, NAME AND SLOGAN AS WELL AS THE LOGO THAT I DESIGNED.



## BATTLE BORN HOCKEY SCHOOL

***“BORN TO BATTLE”***

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**SUMMER HOCKEY CAMPS**    **WWW.BATTLEBORNHS.COM**



# SF CANNA

## BOX DESIGN

I DESIGNED THIS BOX FOR "SF CANNA". WE DESIGNED THE BAGS GOING INTO THE BOX AS WELL. THE BAGS HOLD 3.5 GRAMS OF CANNABIS FLOWER AND THE CUSTOMER NEEDED A POINT OF PURCHASE BOX / MASTER CASE TO HOLD 16 BAGS FILLED WITH CANNABIS. I HAD THESE PRODUCED USING FOIL STAMPING IN BLACK AND GOLD VERSIONS. THEY WANTED A VERY CLEAN AESTHETIC DESIGN.



# PONDEROSA TATTOO LOGO DESIGN



PONDEROSA



CUSTOMER WANTED A VERSION OF THEIR LOGO THAT RESEMBLED THE SANTA CRUZ SKATE COMPANY LOGO. THIS PROJECT WAS A QUICK AND SIMPLE DESIGN AND THE CUSTOMER WAS VERY PLEASED WITH THE OUTCOME.