

Bryan Morgan
Sr. Brand Designer

BMGD™



RELEASED IN

25



Howdy! I'm a designer working and living in Portland, OR. Since 2012, I've worked on agency and in-house teams building global brands from high level creative to final production. When I'm not designing, I'm usually spending my time outdoors, adventuring around the northwest and playing good ole fashioned rock-n-roll!

Bryan Morgan
Sr. Brand Designer
hello@bryanjmorgan.com



Freelance Cowboy
Sr. Brand Designer

Skylight Collective
Sr. Brand Designer

KEEN Utility
Sr. Designer

MANA
Designer

HERENOW Creative
Designer

Liquid Agency
Design Intern



FOCUS

Brand Design
Art Direction
Digital / UI / UX

BRANDS

NIKE, Xpansiv, Electronic Arts, KEEN Utility, Skullcandy, Microsoft, Riot Forge, Google, XBOX, Striking Distance Studios, Leanpath

DELIVERABLES

Brand Systems, Toolkits, Content Creation, Photography Directives, Digital Design, Front End Development, UI/UX, CRMs, E-mail, Event Design, Environmental Graphics, Signage, Packaging, Executive Presentations, DTC / Consumer Education, Marketing Collateral, Creative Production, Vendor Management, Asset Management

TOOLS

Adobe Creative Suite, InDesign, Photoshop, Illustrator, Lightroom, Figma, Google Suite, Microsoft Office, Keynote, Wordpress, CSS, HTML, Mailchimp, Powerpoint, Roblox Studio, Spreadsheets, Copiers, Silkscreens



NIKELAND

→ HELLO@BRYANJMORGAN.COM

KEY ART





NIKELAND

→ HELLO@BRYANJMORGAN.COM

IN-GAME CONTENT

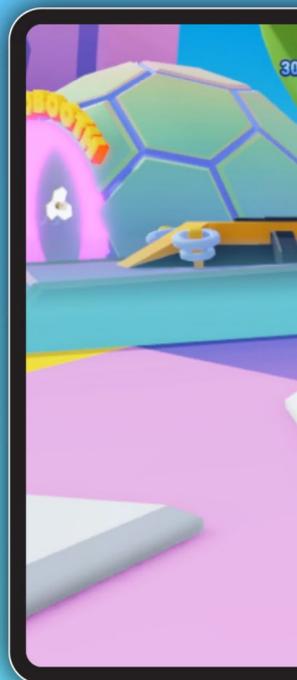
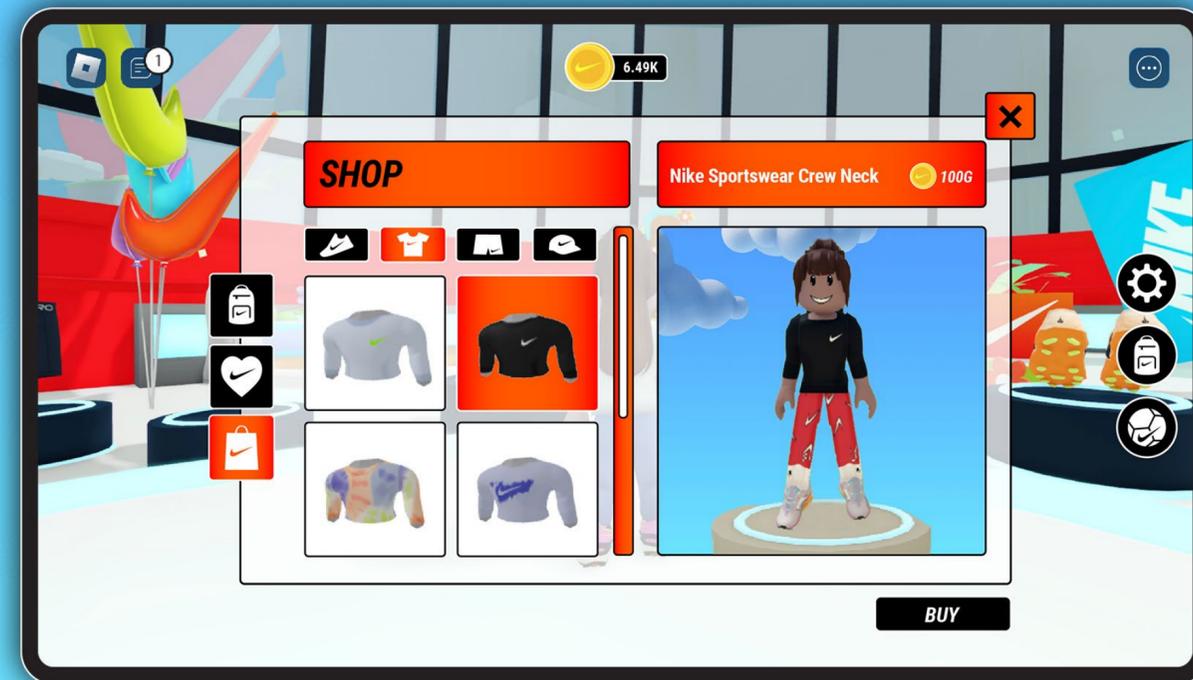
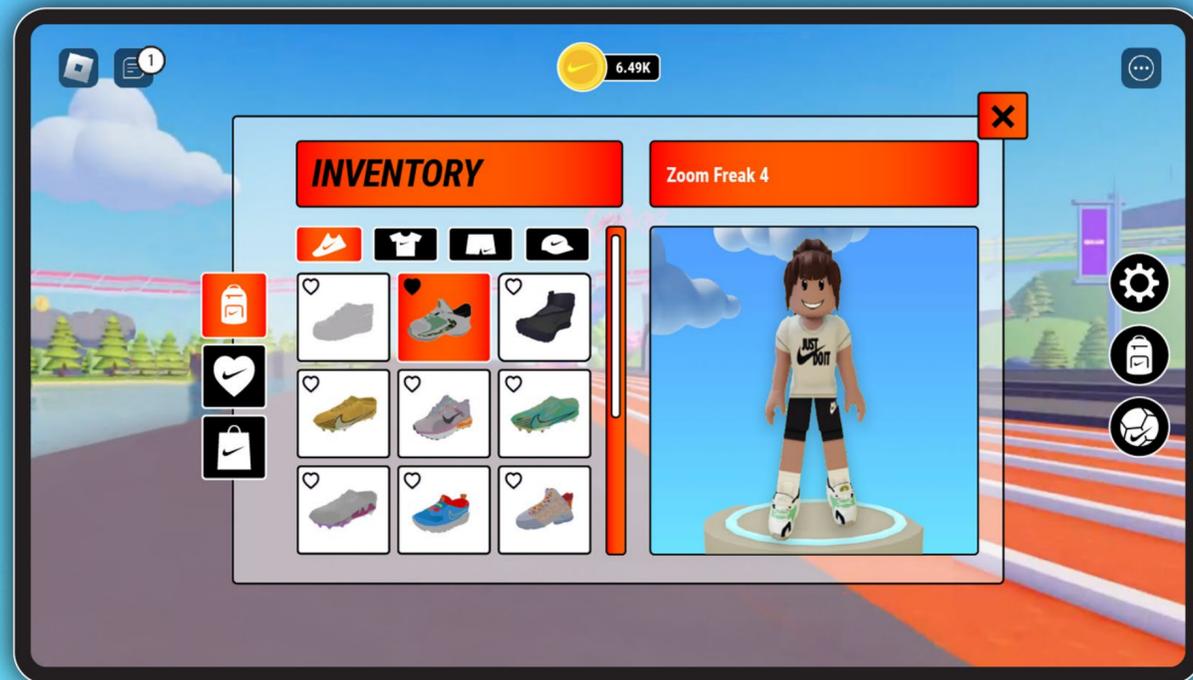
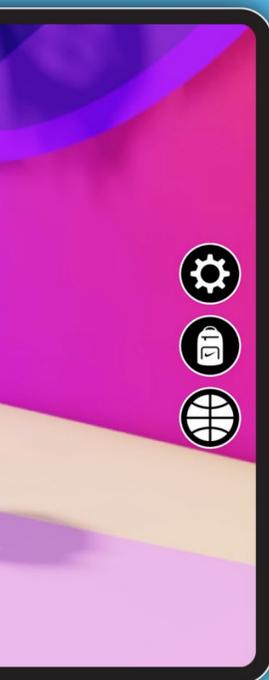




NIKELAND

IN-GAME UI/UX

→ HELLO@BRYANJMORGAN.COM

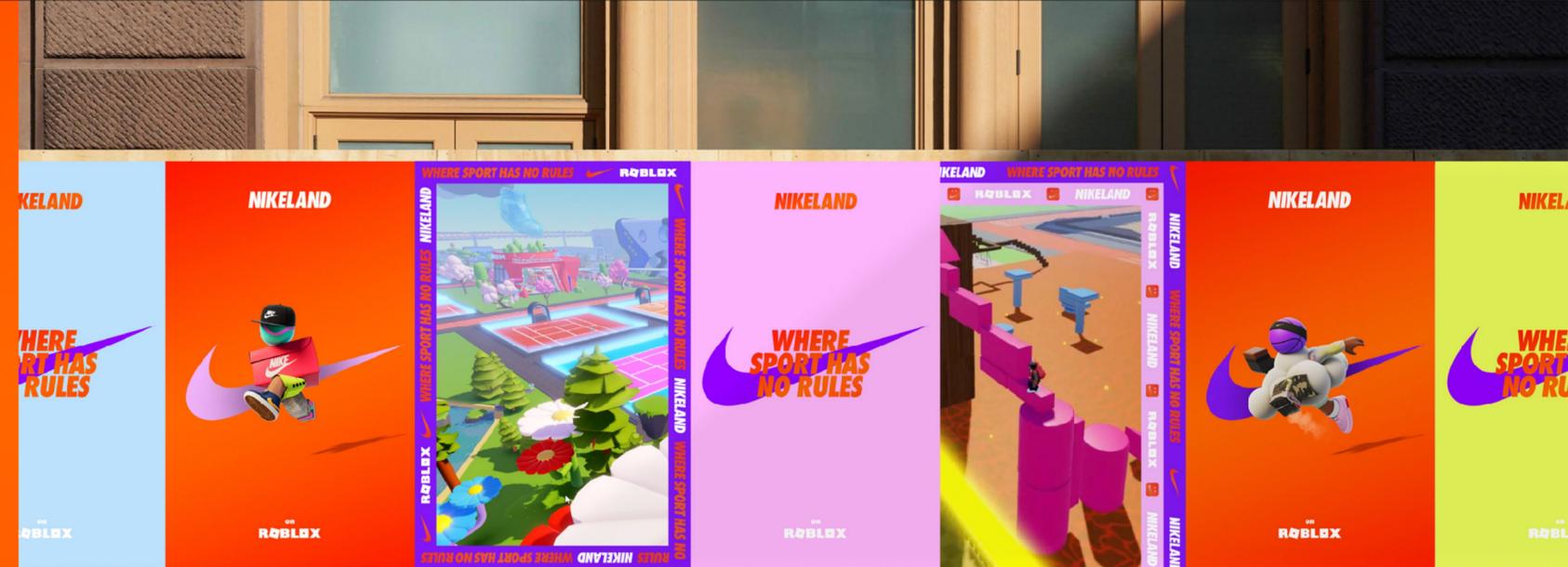




NIKELAND

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BRAND SYSTEM



POWER UP YOUR DUNK

WHERE SPORT HAS NO RULES



NIKELAND

WHERE SPORT HAS NO RULES



XPANSIV

BRAND DESIGN

→ HELLO@BRYANJMORGAN.COM



Xpansiv[®]





Registries

Serving as the system of record, providing the core technologies powering environmental registries globally



Markets & Execution

Providing market access across spot exchange, auctions, and OTC execution



Power

Power scheduling and settlement software enabling wholesale market access



Asset Classes

- Electricity
- Carbon
- Water
- Fuels



Xpansiv® Connect™

Open Access Integration and seamless asset management across registries



Data & Analytics

Market data products supporting more informed market decision making



Aggregation

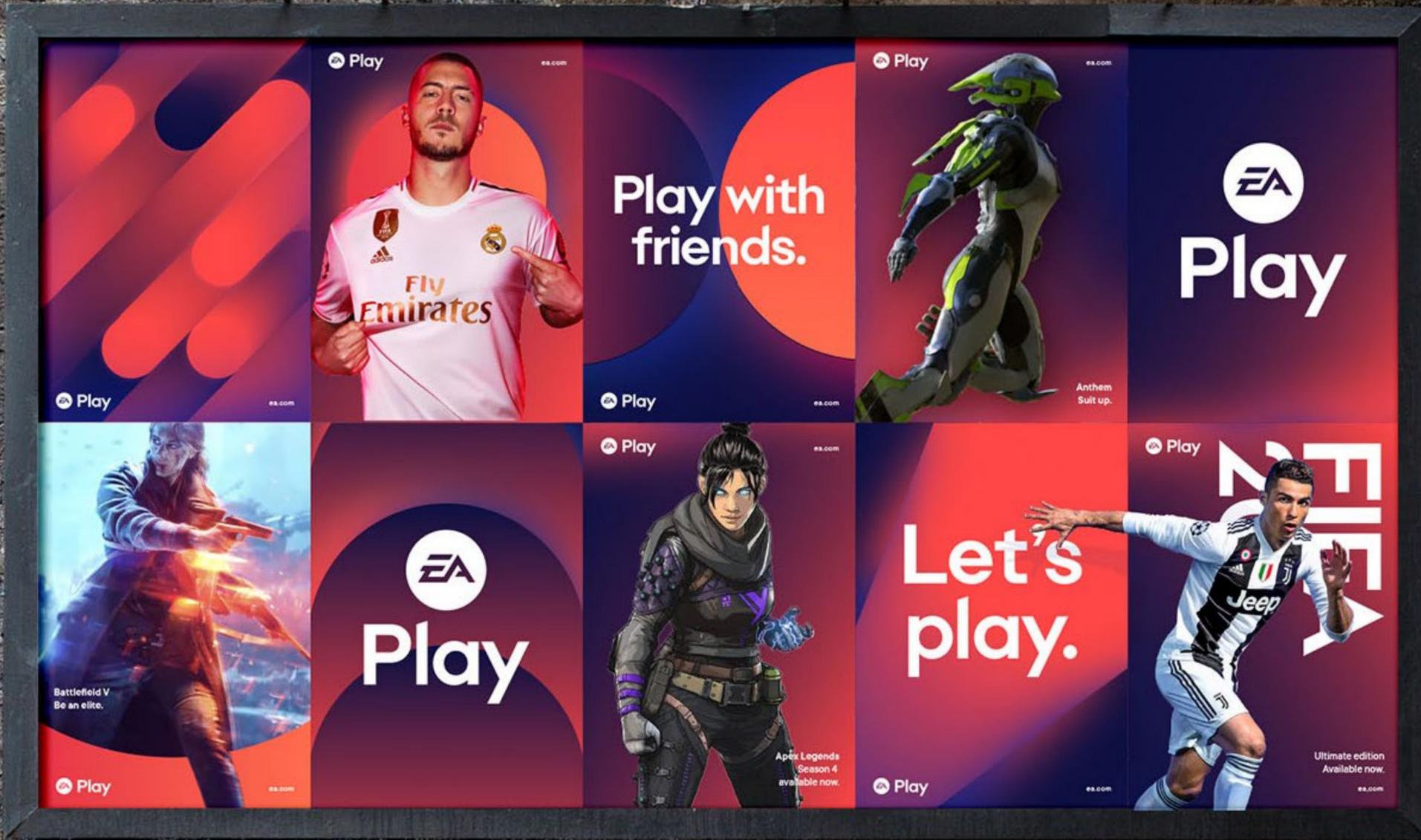
Market access for distributed producers of RECs and clean fuel credits



EA PLAY

BRAND DESIGN

→ HELLO@BRYANJMORGAN.COM





EA PLAY

BRAND STYLE GUIDE

EA Medallion

The primary expression of the EA brand mark is the single color, coral medallion. This can be used on both light and dark backgrounds.

If legibility is compromised due to insufficient contrast with a background, the white medallion can be used instead. This is especially true if a background is predominantly coral.

Our ecosystem is primarily dark so the secondary medallions on white will be used rarely.



Let's play.
Let's play.



Battlefield V

Srsly tho,
let's play.

Lorem ipsum vinyl narwhal pok pok biodiesel ut occupy qui, crucifix health goth salve yr blue bottle proident dreamcatcher distillery.



ea.com

Srsly tho,
let's play.

Lorem ipsum vinyl narwhal pok pok biodiesel ut occupy qui, crucifix health goth salve yr blue bottle proident dreamcatcher distillery.



Battlefield V

Inspire the
world to play.



EA Play Color Palette

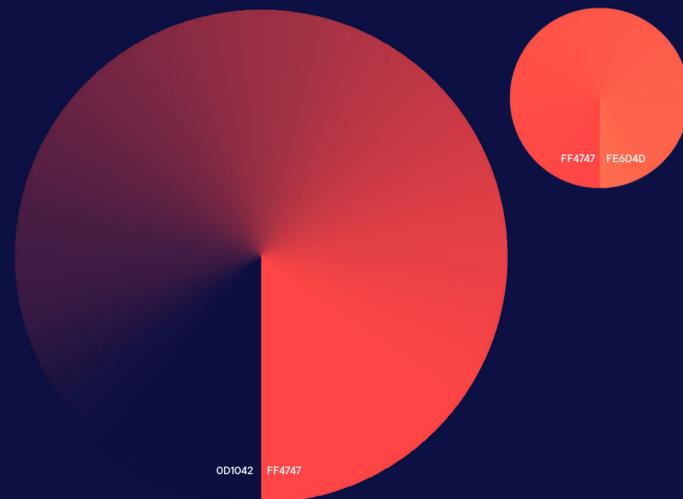
Consistent color usage ensures maximum brand recognition for EA Play. EA Play's primary colors and gradients are the foundation of the brand and should always be used properly to reinforce brand equity.

The primary palette and gradients should be used as a first line solution when making color decisions.

The secondary palette should be used only to help highlight, define a hierarchy or add depth to content as necessary.

Note: CMYK builds are still in progress.

Gradients



0D1042 FF4747

FF4747 FE6D4D

Primary Colors



Secondary Colors



Color Approach



Coral
EA Play is coral. As often as we can, we present ourselves as a coral brand. We are either coral on a high contrast deep blue or white, or we are white on coral.



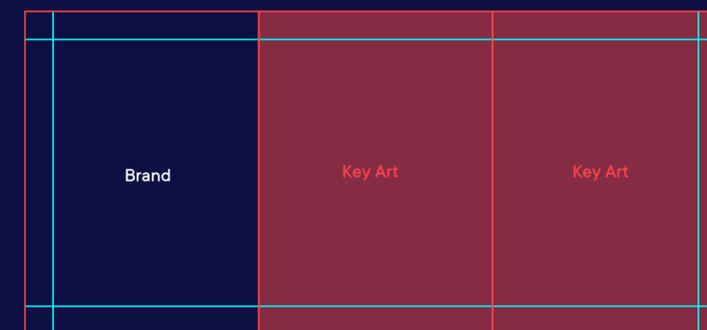
Gradient
EA PLAY and our sub brands leverage gradients to create distinction from the master brand, which utilizes flat colors.



Deep Blue
Our context and an echo of the product environment. As our primary base background it let's our light shine brightly.

ABC

White
Often, our marketing message needs to come through loud and clear. We leverage white to make sure it's got all the contrast it needs.





NEW



Multiplayer



Firestorm

Battle Royale



Combined Arms

New Co-Op Mode

PLAY PRO



War Stories

Early Access



Practice Range

Training

FAVORITE WEAPON	LAST AWARD	KDR
 ST44	 MARKSMAN	2.65
WINS	KILLS	DEATHS
150	500	25
 7	TIME	XP
87%	54H	3250
	LAST PLAYED	PLAYERS
	2/05/20	36-48



BATTLEFIELD



APEX

FIFA20

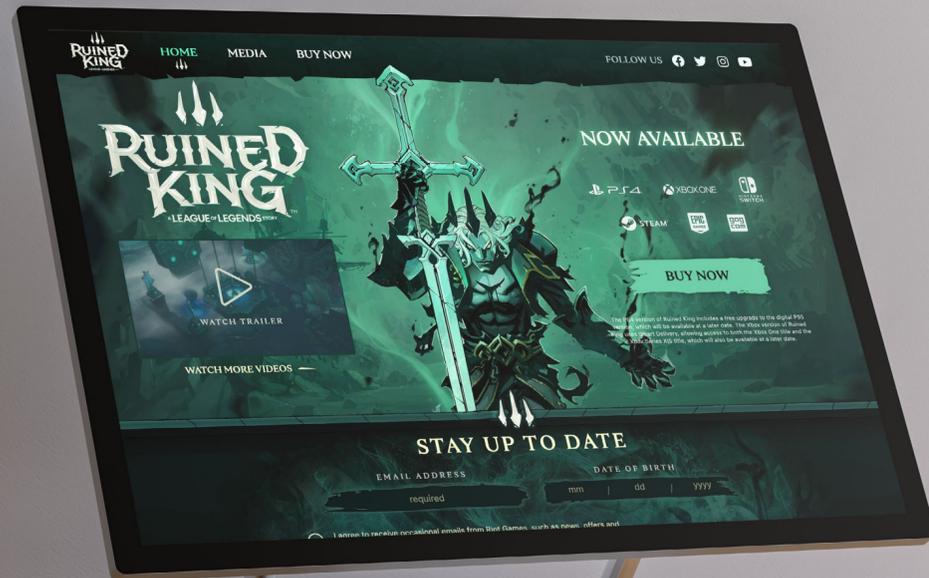
FIFA20



RIOT FORGE

BRAND DESIGN

→ HELLO@BRYANJMORGAN.COM

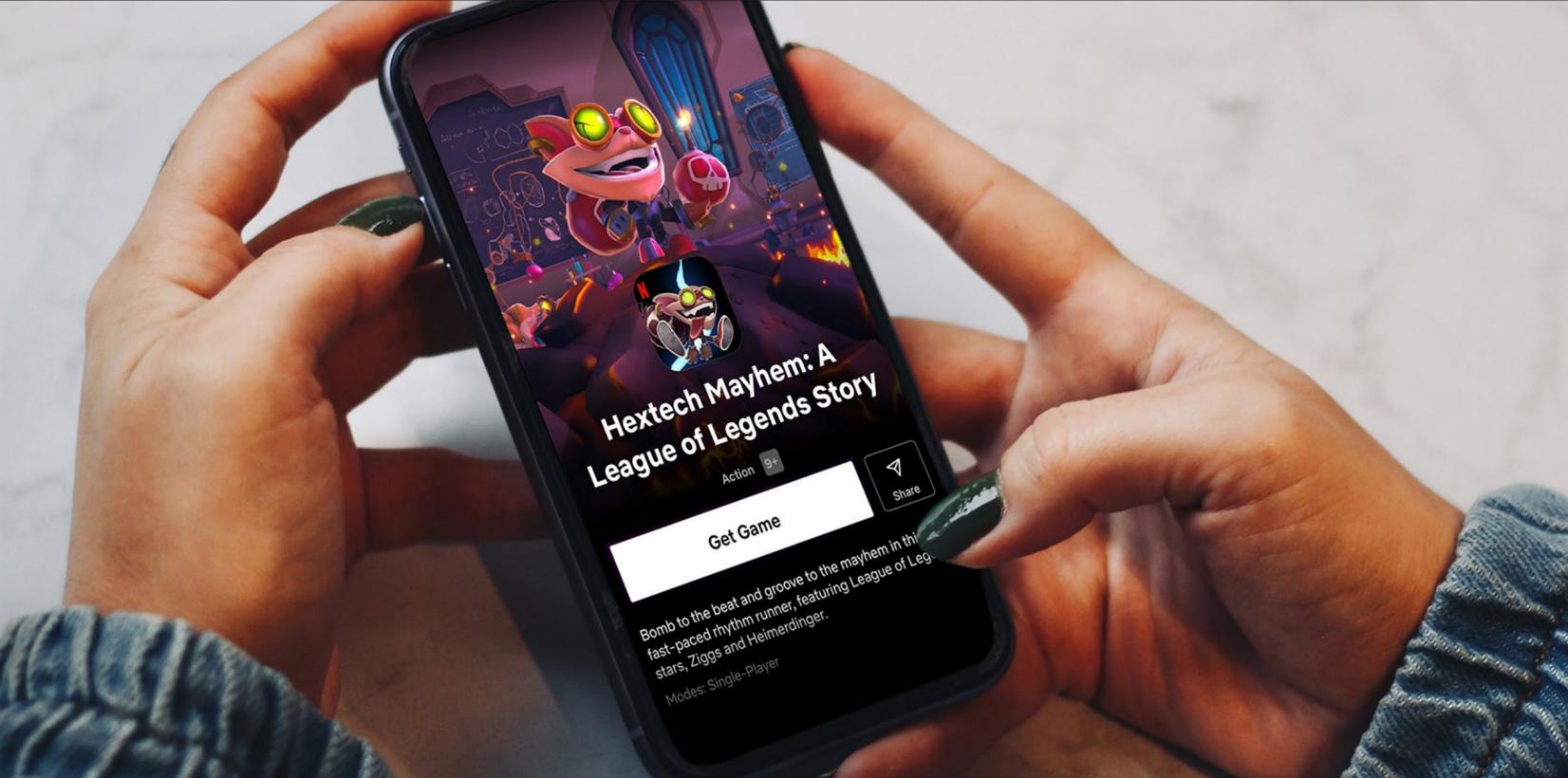




RIOT FORGE

BRAND DESIGN

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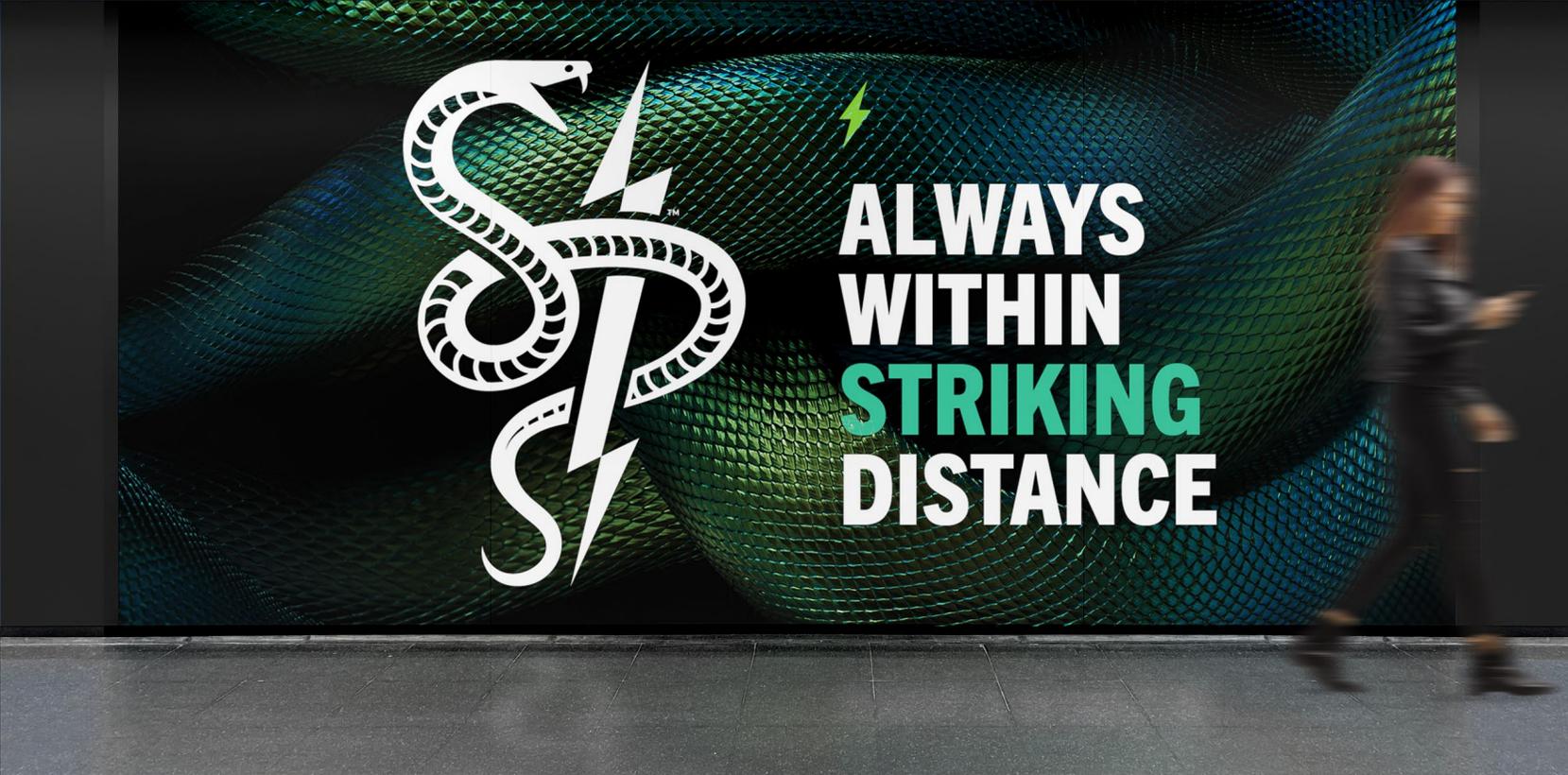




STRIKING DISTANCE

BRAND DESIGN

→ HELLO@BRYANJMORGAN.COM





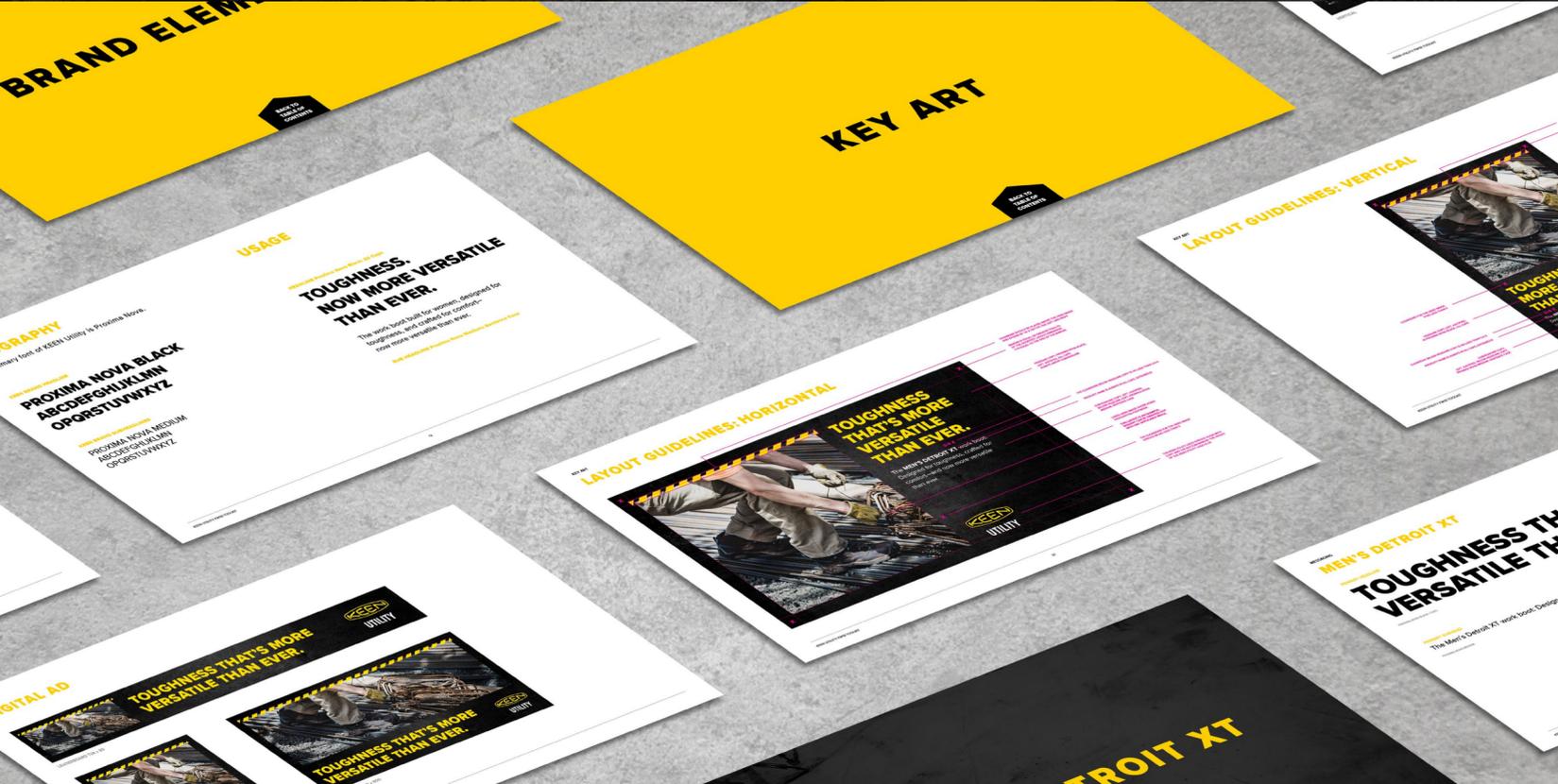
KEEN UTILITY

→ HELLO@BRYANJMORGAN.COM

BRAND DESIGN



UTILITY





SKULLCANDY

→ HELLO@BRYANJMORGAN.COM

ART DIRECTION





EA PLAY LIVE

EVENT PRODUCTION

→ HELLO@BRYANJMORGAN.COM





GOOGLE

→ HELLO@BRYANJMORGAN.COM

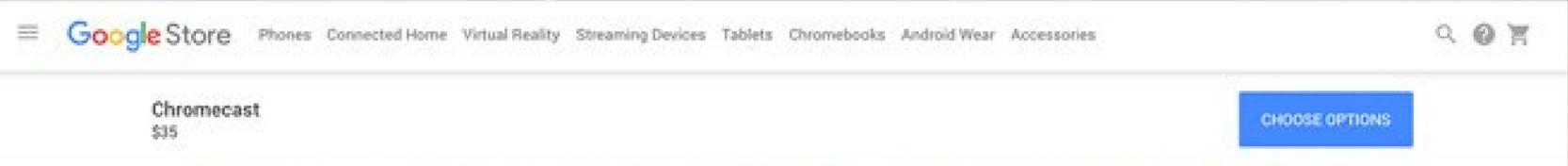
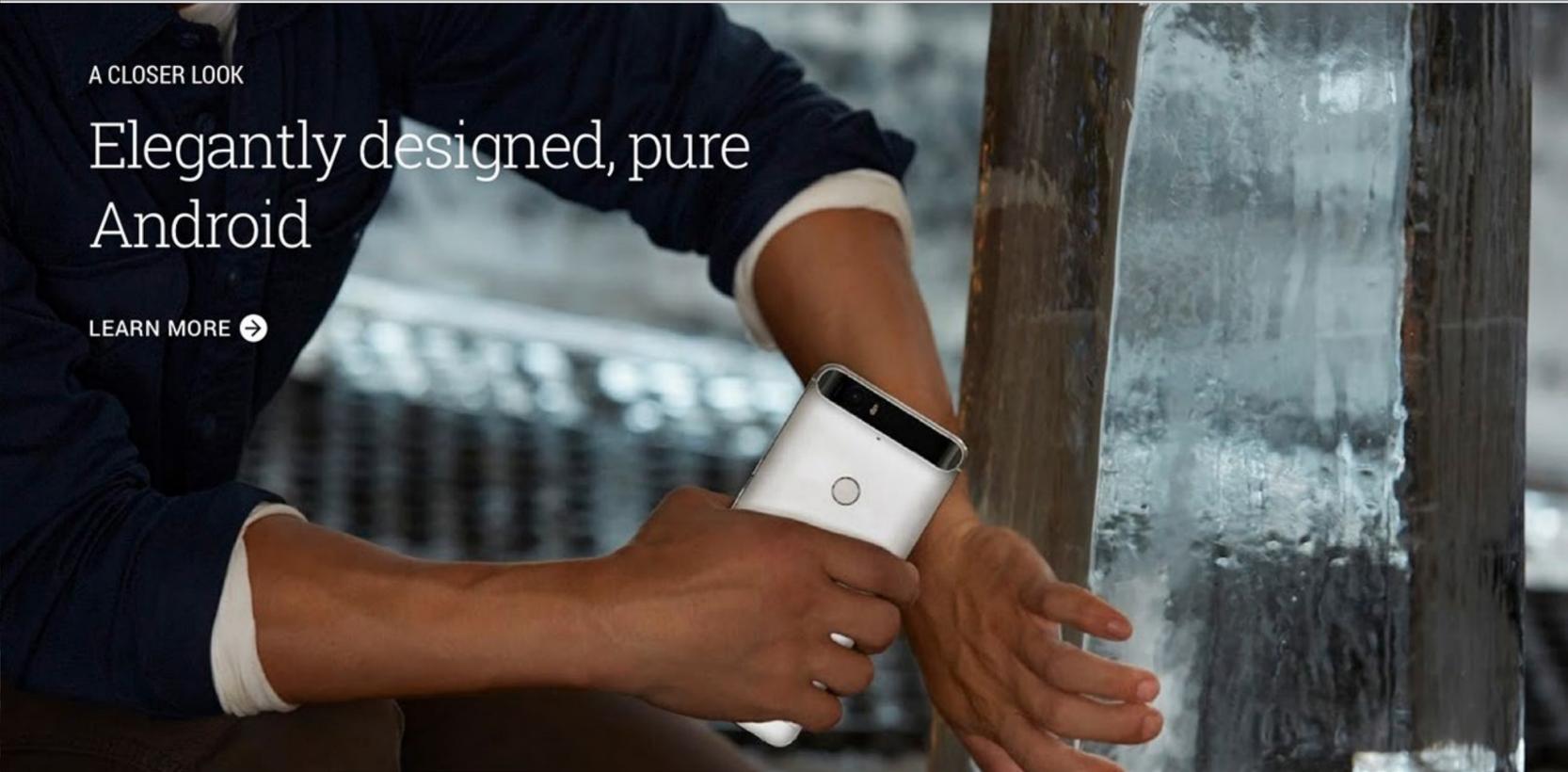
PRODUCTION DESIGN



A CLOSER LOOK

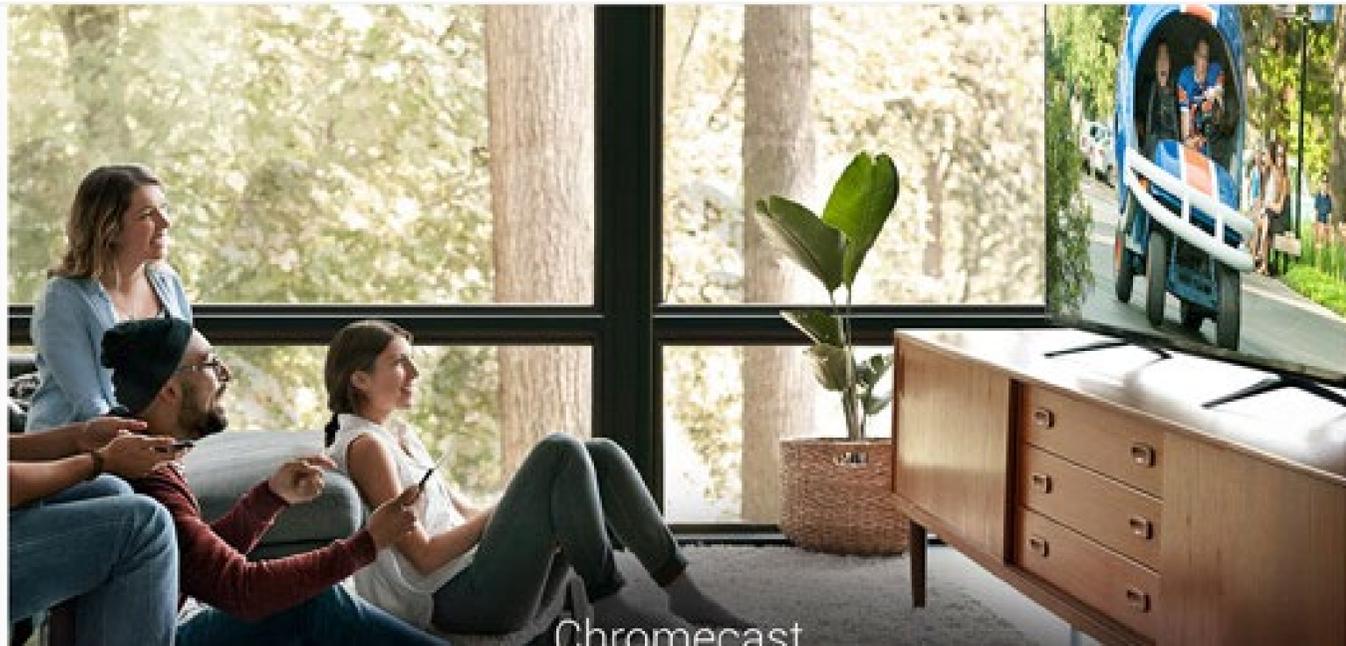
Elegantly designed, pure Android

LEARN MORE →



Chromecast
\$35

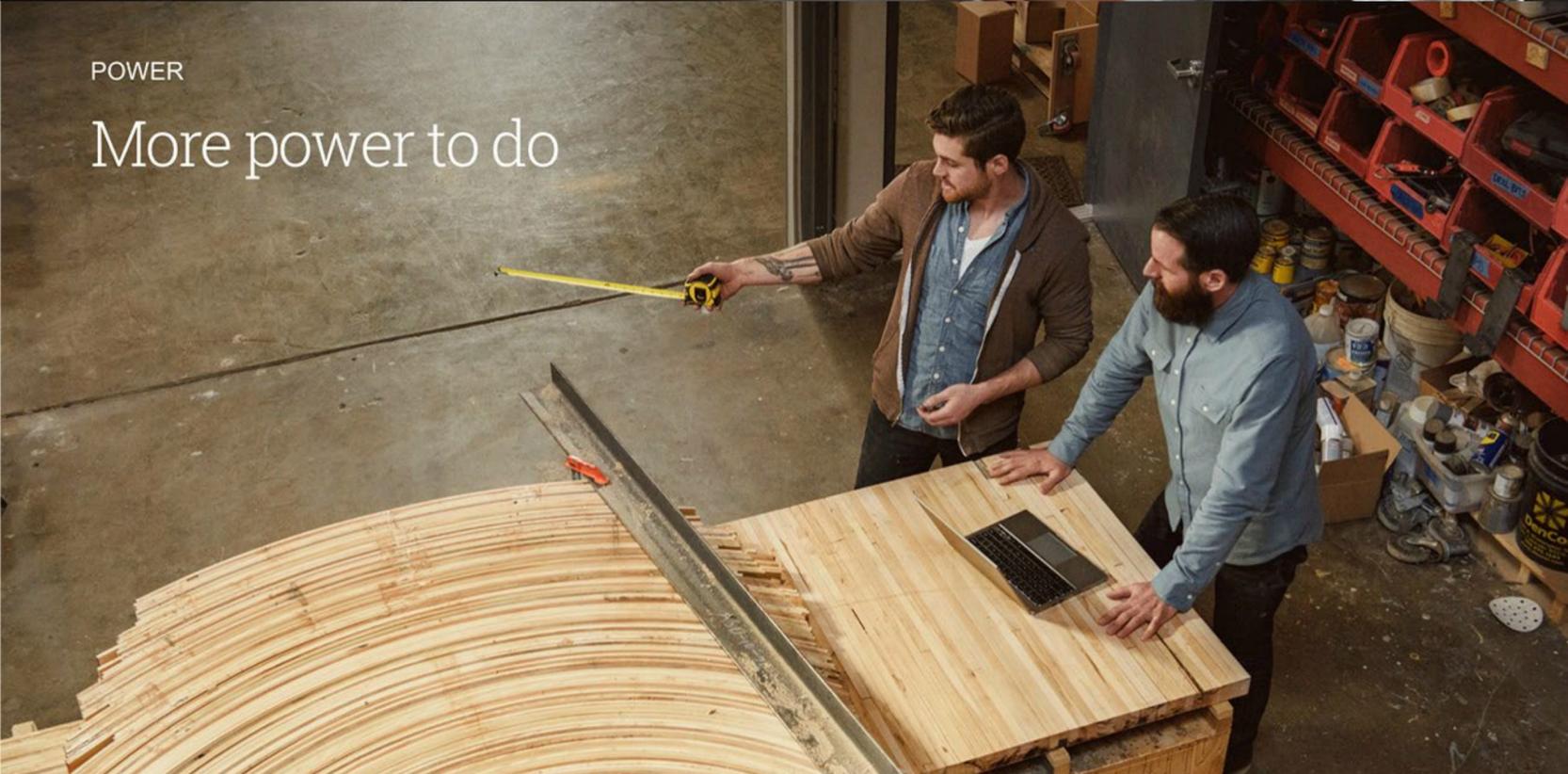
CHOOSE OPTIONS



Chromecast

POWER

More power to do



THANKS!