

PATRICIA HAMMOND

Advertising &
Marketing Design

pathammond.net

1. LOOK BOOK

PROJECT BRIEF

Develop a look book for a photographer to promote her brand photography services.

Tools: Scribus, Inkscape, Marq.com

Photographer's Look Book | Editorial Direction & Publication Design

I selected images from the photographer's extensive archive, concentrating on one client's gallery to demonstrate how professional photography creates a consistent brand identity across multiple marketing channels. I combined photography, concise copy, and intentional white space to create a cohesive, visually engaging presentation.

Powerful stories for your business

Brand Management Photography



Allegra Boverman Photography
allegraboverman.com



Bow Auto Parts

Let your brand shine

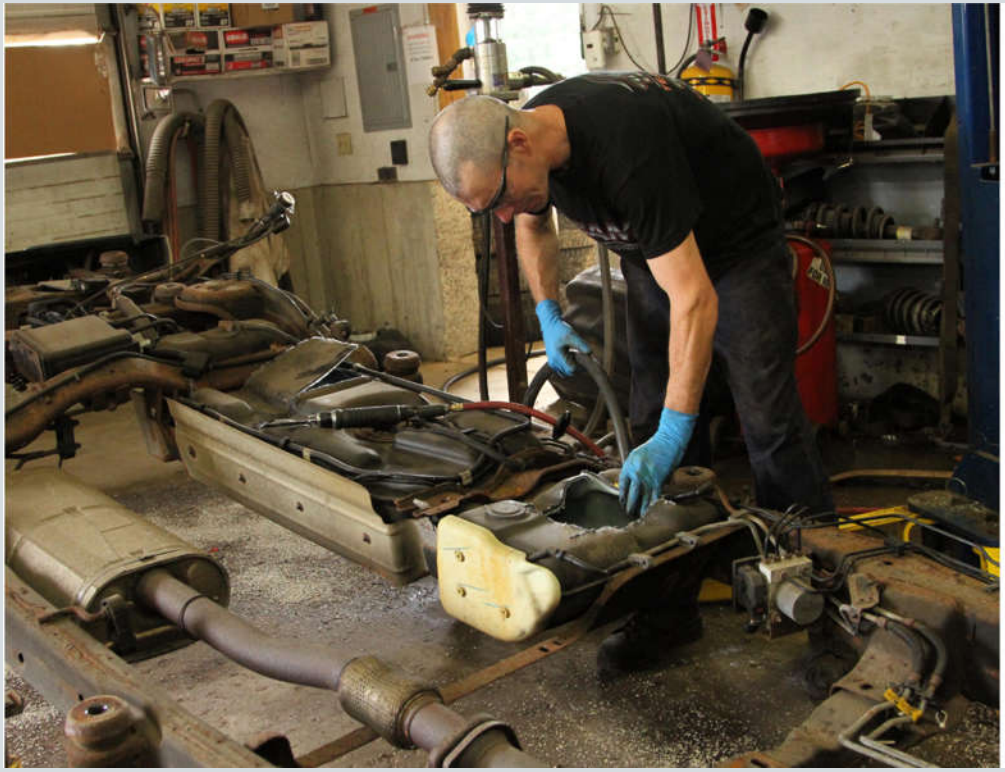
With a high-resolution image, you can take a small element and use it as a background image to highlight your brand for social media, websites, and print.

In this example we pulled three feature images from one photo.





Digital Look Book, Brand Photography for Allegra Boverman Photography



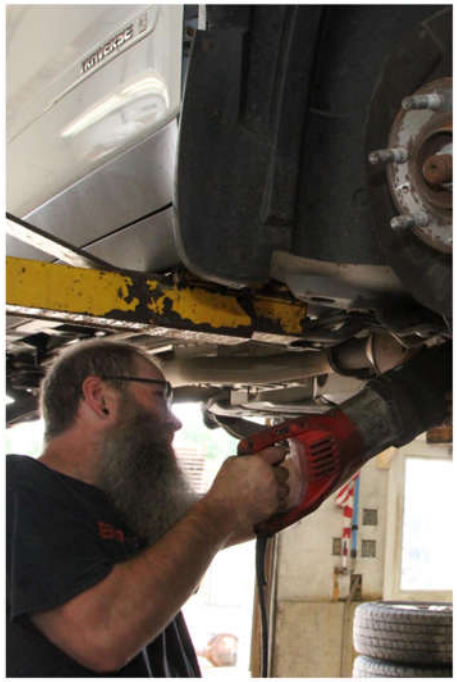
Personalized headshots, environmental, and work culture portraits

Customers don't just want to see what they are buying, they want to know who they are buying from.

When you use branded images you give customers the ability to:

- Get to know your employees
- See your workplace culture
- Visualize your team working with their business

And that makes them ***feel like they already know you*** before they walk through your front door.



13

Bow Auto Parts | People

Employee photos make it easy for customers to connect



Bow Auto Parts | 2018
Workplace/Employees

Whether they are used on your website, in blog posts, or on social media, professional employee photos help give your brand a clean, consistent appearance. you can't achieve with selfies or stock photos.



14

Coordinated the end-to-end publishing pipeline for a 26-page strategic look book designed to pitch the client's commercial photography services to regional corporate accounts.

Rather than a conventional portfolio gallery, I designed the look book as a narrative-driven case study demonstrating how brand photography supports a consistent, professional business identity.

Allegra Boverman, Brand Management Photography (PDF)

2. FULL-PAGE ADS

PROJECT BRIEF

Designed full-page advertisements for clients in healthcare, insurance, and business services. Each advertisement was developed for digital publication, with separate files supplied for print use.

Tools: Scribus, Inkscape, Marq.com

Multi-Industry Ad Trio

These examples represent local, regional, and national clients from three distinct industries.

One advertiser had a specific design request, the other two asked me to develop the design concept based on their brand and goals.

The digital version of these ads included live links to websites, promotions, and contact info.



John Morgan, Virtual Assistant

The client is a Boston-area Virtual Assistant looking to expand his services into New Hampshire.

The challenge was to incorporate specific elements from his existing website—colors, wordmark, and copy—while creating a compelling visual hook that illustrated a familiar problem for his target audience.

The ad included a link to the client's website and a separate link to his 30-day trial offer.



Planstin Insurance

The goal was to create a compelling, informative ad promoting an alternative form of insurance during open enrollment. The design needed to communicate stability, reassurance, and the reliability customers expect from a health insurance provider.



The Leddy Group

The Leddy Group is a large, well-established regional staffing and human resource agency. The goal was to build an ad that duplicated the look and feel of their website. The client specifically requested a banner using the same images and layout from their website, but I had some latitude for the rest of the presentation.

PATRICIA HAMMOND
Publishing & Production Coordinator

CONTACT INFO

Phone: (603) 264-3182
Email: pat@pathammond.net
LinkedIn: /in/patriciahammond
URL: pathammond.net

TOOLS & PRODUCTION SKILLS

- Scribus (DTP, Layout)
- Inkscape (Vector, Print)
- Marq (Digital Delivery)
- Adobe (Photoshop, Illustrator)
- Production Pipelines
- Client Management

Visit my website

THANK YOU

Thank you for reviewing my portfolio.

I bring more than 20 years of experience in publishing, design, content development, and production coordination.

From initial concept through final delivery, I combine creative problem-solving with practical production management to deliver effective print and digital communications.

Let's connect!

Patricia Hammond