Zachary K. Ruffin

DESIGN PORTFOLIO

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MUSEUM OF FAILURE

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BRAND IDENTITY

The Museum of Failure is a pop-up exhibit founded by psychologist Dr. Samuel West that aims to inspire onlookers to acknowledge and learn from failure through its showcase of over 100 failed innovations; in doing so, they would grow such that they could achieve future success. Through analyzing the museum's digital presence, I theorized that its lackluster branding and marketing was the reason for poor online engagement in spite of its unique value proposition.

Consequently, I designed a new brand strategy with novel visuals, typography, and style that would emphasize the museum's mission to inspire while attracting a wider audience.



Red Hat Display

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Red Hat Display Light Red Hat Display Regular Red Hat Display Medium Red Hat Display SemiBold Red Hat Display Bold Red Hat Display ExtraBold Red Hat Display Black

Improvement Product Exhibition FAILURE

STYLE GUIDE: TYPOGRAPHY

DES 253: BRAND IDENTITY AND DESIGN



STYLE GUIDE: COLOR PALETTE

DES 253: BRAND IDENTITY AND DESIGN

MUSEUM OF FAILURE

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MERCHANDISE

To increase the museum's revenue, I designed several items of merchandise for patrons. Each product is intended to either highlight the existing items featured in the exhibit or spread the messaging of continual growth in the face of failure.









MUSEUM OF FAILURE

3/3

MARKETING

This ad campaign concept emphasizes some of the infamous design choices from products that were once synonymous with pop culture. The nostalgic quality behind these items would make these advertisements ideal for digital subway kiosks and wall banners, where they could be seen by countless families and millenials on a regular basis.



1/1

ECOCOIN

I partnered with Lehigh's Office of Sustainability to reduce plastic waste found in the campus bookstore. I designed a service centered around a wooden token called an EcoCoin. When chosen over a plastic bag, this token incentive raised money for student organizations. The campaign also included marketing and branding assets such as business cards.

The creation of these design assets resulted in increased awareness of campus sustainability initiatives as well as two student organizations each earning over \$500 in funding; additionally, the bookstore reported a 15% decline in the use of plastic bags.





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1/1

SUSTAINABILITY PLAN

I also partnered with the Bethlehem Farmer's Market to create a booklet that could inform audiences about the organization and their current initiatives, as well as their future plans for strengthening the local community and improving the environment. This, in turn, would bring more attention to the brand and increase the amount of participants for their regularly scheduled events.

Alongside other promotional materials I designed for the market, my redesign generated an increase in the attendance of students and vendors.







Overview

nem Farmers' Market operates as a community resource hborhoods surrounding Lehigh University on the f Bethlehem, Pennsylvania. The goals of the market are to pand food access and nutritional diversity in an identified

offer a place for the community to engage and interact

unity about nutrition

Mission

unity partne

or small businesses and farms



ed a food desert as an "area in the United States with e and nutritious food, particularly such an area composed of ne neighborhoods and communities." (Title VI, Sec. 7527) arch Service - Access to Affordable and Nutritious Food - Measuring frs and Their Consequences: Report to Congress. June 2009

The Bethlehem Farmers' Market, located in Bethlehem, Pennsylvania, provides a safe and clean venue where local farmers and producers are able to sell their products to the local community with minimal cost to the vendor.

The Bethiehem Farmers' Market was a 2005 initiative of the Community Action Development Corporation of Bethiehem (CADC-B) to provide locally grown produce and fruits to residents of the City of Bethiehem. The market's original location was in South Bethiehem, near the Banana Factory off of Third Street. After consideration of patron feedback, the CADC sought out a new location.



Lehigh University offered Farrington Square as a new home for the market with the hope of establishing a more

with the hope of establishing a more accessible location for residents and local patrons. The market enjoyed a successful 2006 season and has found a permanent home there ever since.

Under the stewardship of Lehigh University, the market actively recruits vendors who offer products that both appeal to our customers and abide by the guidelines** of Buy Fresh, Buy Local of the Greater Lehigh Valley, of which the market is a member. The Bethlehem Farmers' Market supports Lehigh's Sustainability Strategic Pian 2030.

The Bethlehem Farmers' Market seeks to leverage community assets to build and foster sustainable long-term relationships to address inequities in food access and nutritional diversity in the South Bethlehem community, which includes the Lehigh University student body.

¹ To be eligible to become a BFBLGLV Partner, you must own, operate, or otherwise represent a usiness that is in or around the Greater Lehigh Valley and sells locally grown food, primarily for onsumption in this same region. Locally grown food is defined as food or other products grown in or round the Lehigh Valley or products made from Lehigh Valley grown products. 1/1

THE IDENTITY OF MAN

To attract new readers, I redesigned the cover of a philosophical novel published in the 1960s by Jacob Bronowski called The Identity of Man. Bronowski's novel analyzes the complex nature of human identity and relationships through the lens of science.

THE IDENTITY OF MAN

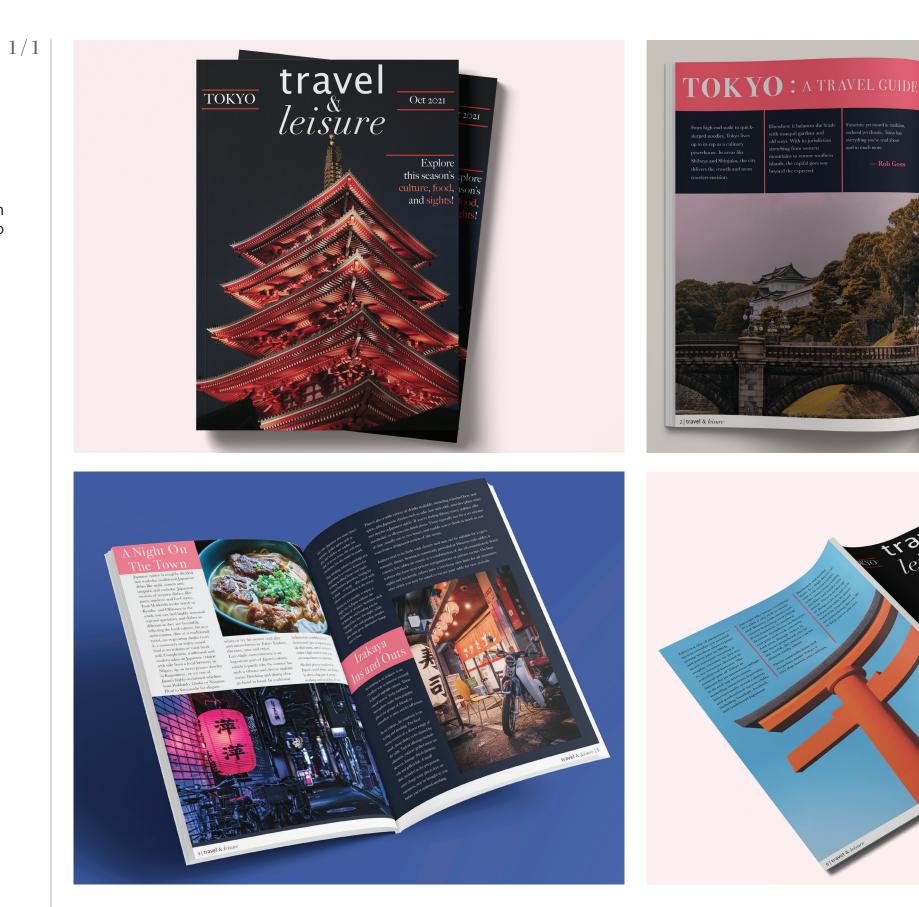
J. BRONOWSKI



TRAVEL EDITORIAL

MAGAZINE DESIGN

During the pandemic, it was easy to forget about the beauty present in areas we couldn't immediately experience. As such, as travel started to become a viable option again, I felt it was necessary to remind audiences about why they should visit foreign destinations like Japan—a location that's also on my travel list. This led me to conceptualize a travel magazine that promoted several aspects of Tokyo's scenery and culture in an attempt to stimulate global tourism.







Thank you for your consideration.

