

JOSHUA LARSON  
DESIGN & ILLUSTRATION  
PORTFOLIO \ 2026



## SELECTED BRAND MARKS



ARC

Webb's

W



Flyers



# PILLAR

DESIGN | PROTOTYPING

DEVELOPED THE CONCEPT AND REAL-WORLD PROTOTYPE FOR PILLAR - A MINIMALISTIC STRIKE TRAINING TOOL WITH FULL TOP-TO-BOTTOM STRIKE SURFACE AND ERGONOMIC CONTOUR BASE.



RENDER - OUTER SHELL



RENDER - INNER CORE



PILLAR

V1.1



# BRAND DIRECTION

## WORD MARK

Defense Athletics

## LOGO MARK

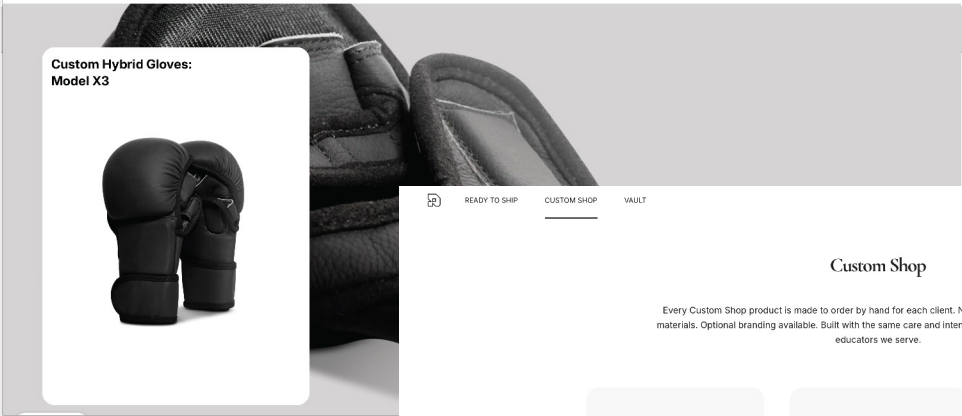
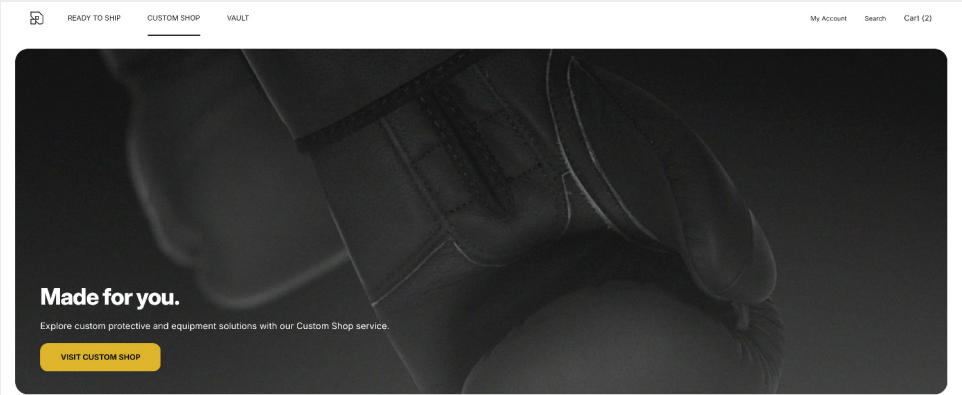


## DELIVERABLES

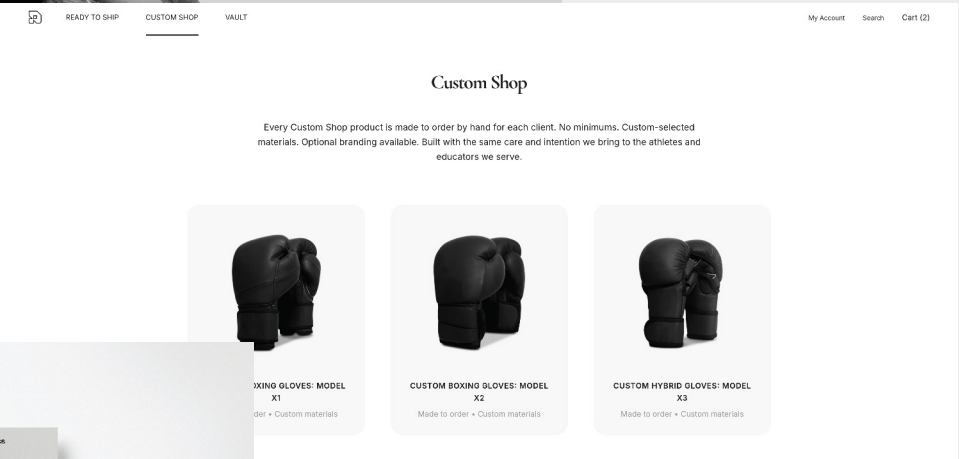
- BRAND IDENTITY
- PACKAGING AND PRINT
- WEBSITE DESIGN
- EMAIL DESIGN
- PRODUCT PHOTOGRAPHY
- PHOTO PROCESSING



DEFENSEATHLETICS.COM



HOME PAGE



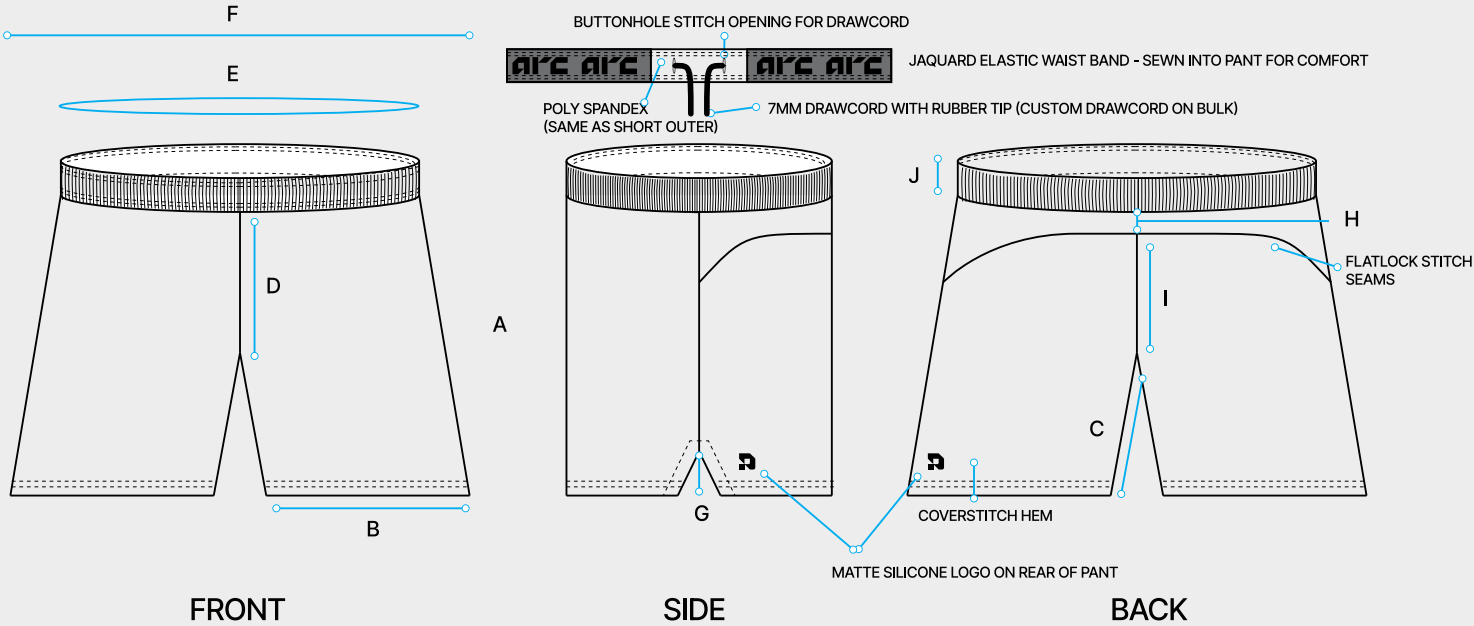
CUSTOM SHOP PAGE



CUSTOM JOB CARDS

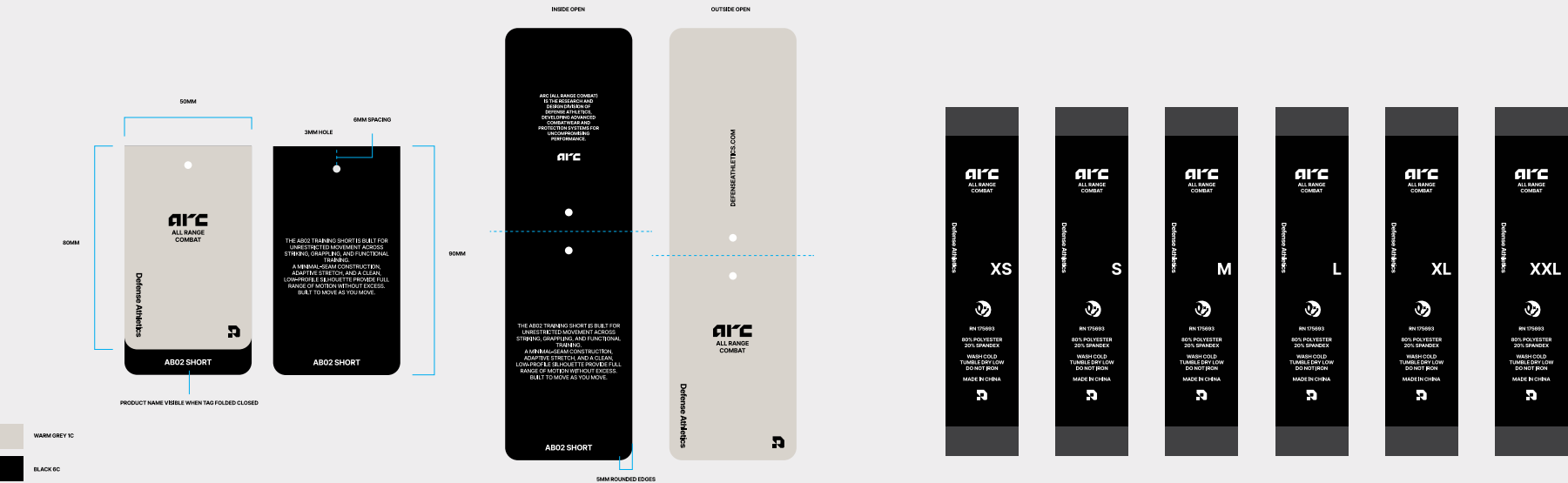
TECH PACK

DESIGN



HANG TAG

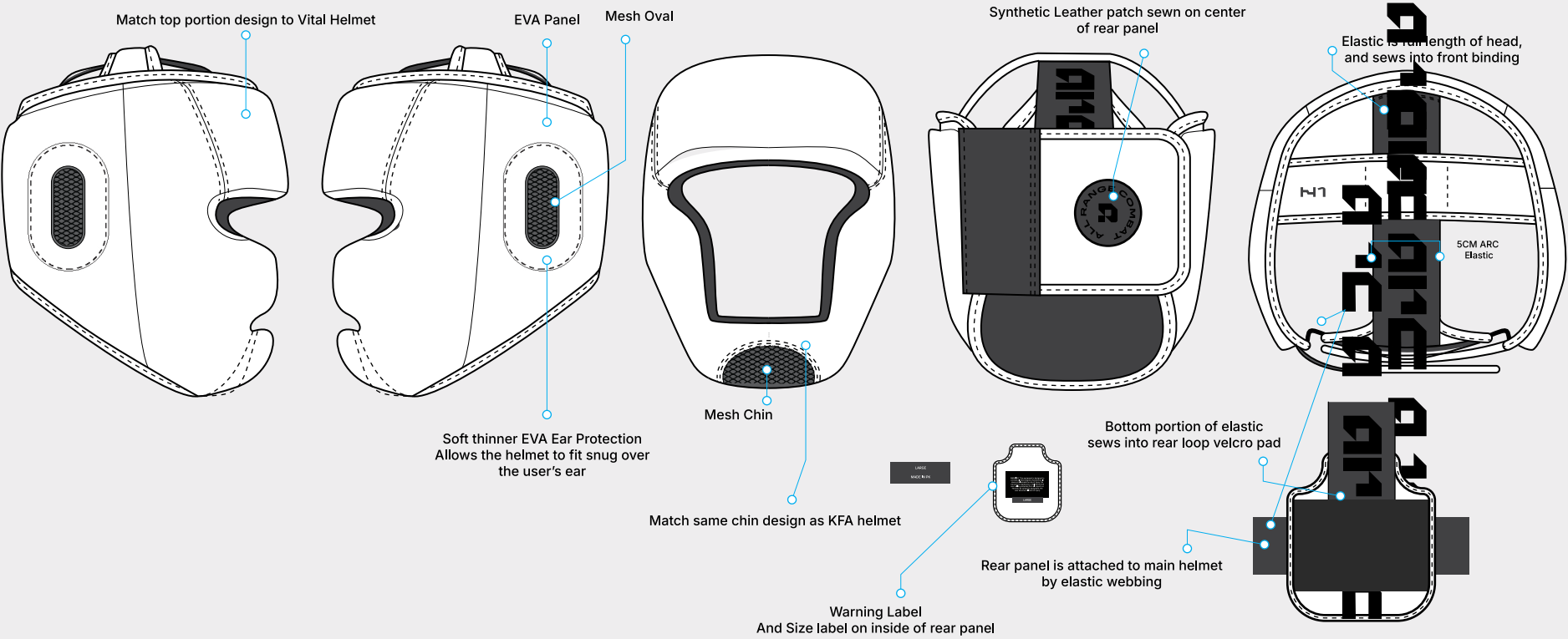
SPEC LABEL



# TECH PACK

MODEL: H1

VERSION: 01



PACKAGING: 3MIL POLY BAG

# TECH ART

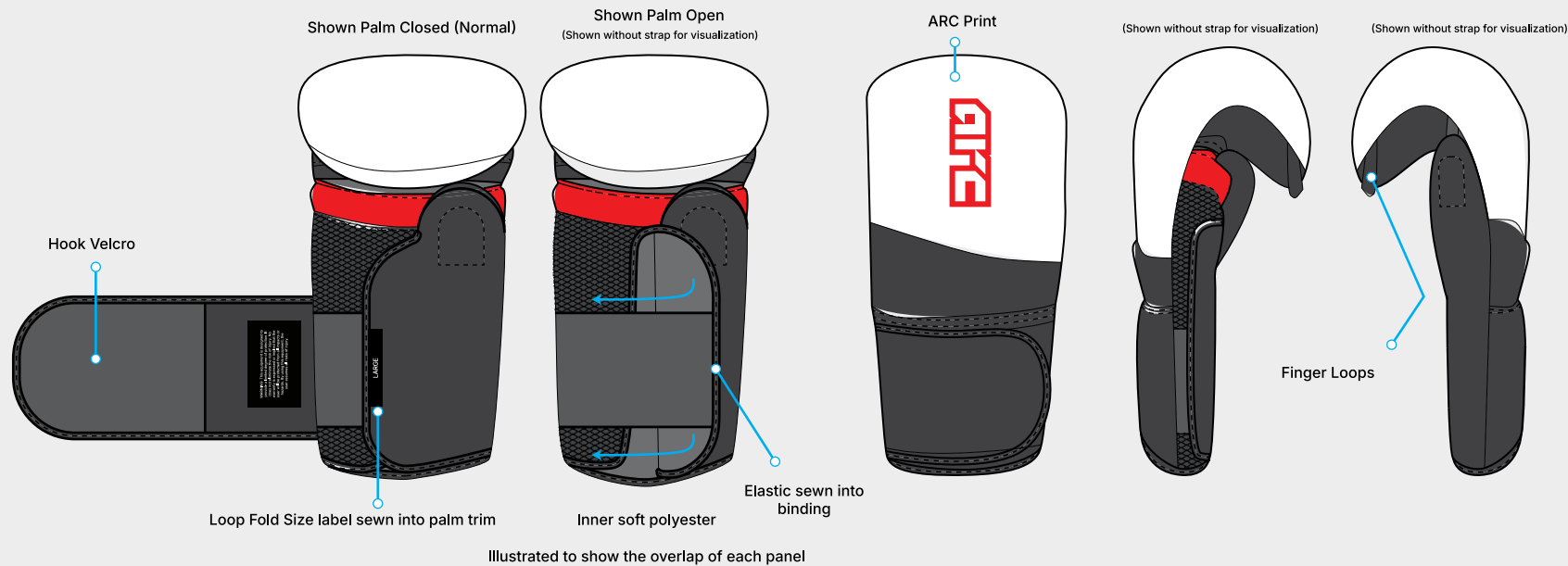




# TECH PACK

MODEL: X6

VERSION: 01



PACKAGING: 3MIL POLY BAG

# TECH ART





## PRINT DESIGN | BOTTLES AND CANS



WEBB'S PORTOLA WHISKEY  
LABEL DESIGN AND ILLUSTRATION



WEBB'S PURLOINER  
LABEL ILLUSTRATION



WEBB'S COAST IPA  
CAN DESIGN AND ILLUSTRATION