

JOSHUA LARSON
DESIGN & ILLUSTRATION
PORTFOLIO \ 2026

SELECTED BRAND MARKS



arc

Webb's

w



flyers

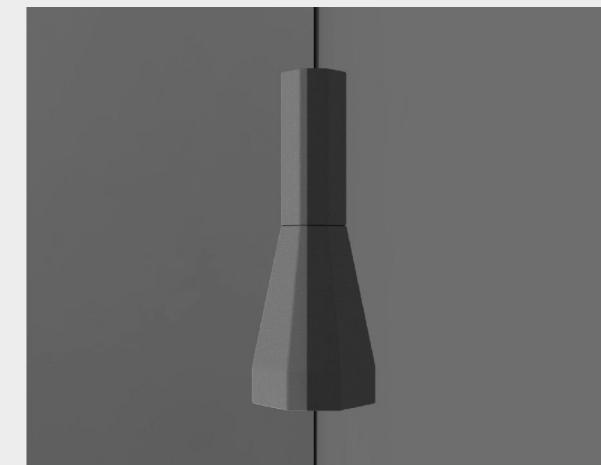
PILLAR

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

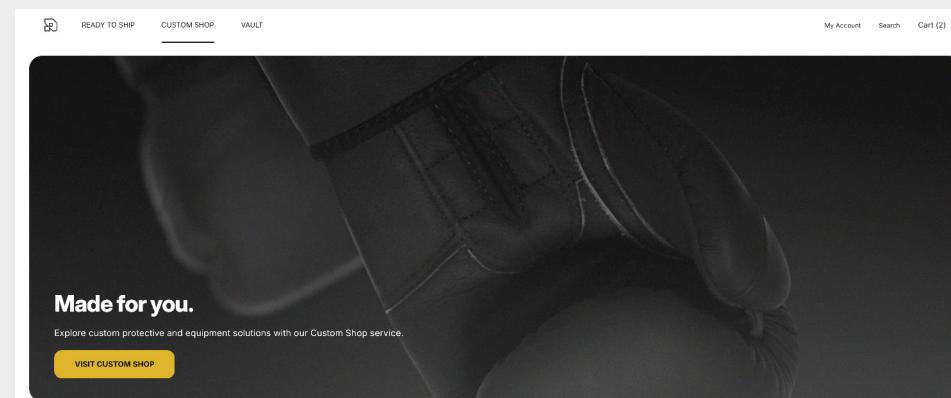
PACKAGING AND PRINT

WEBSITE DESIGN

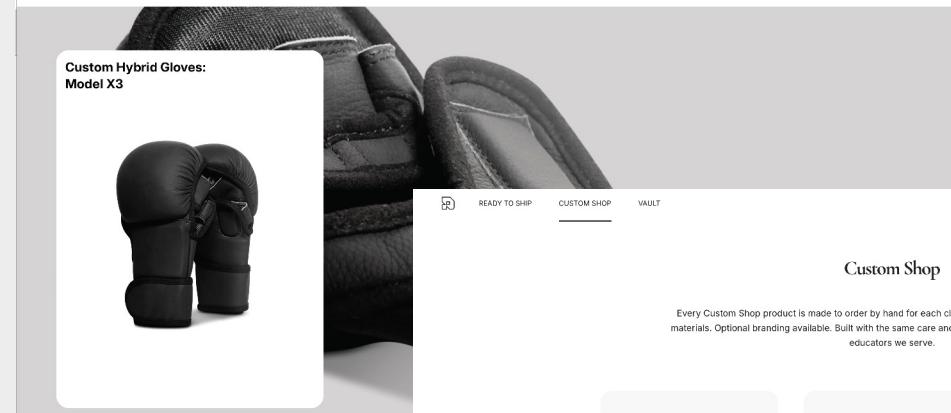
EMAIL DESIGN

PRODUCT PHOTOGRAPHY

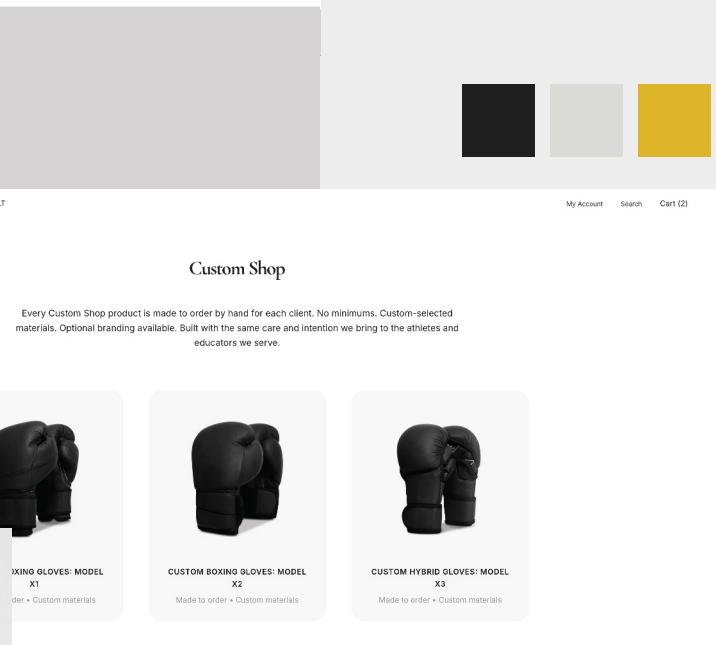
PHOTO PROCESSING



DEFENSEATHLETICS.COM



HOME PAGE



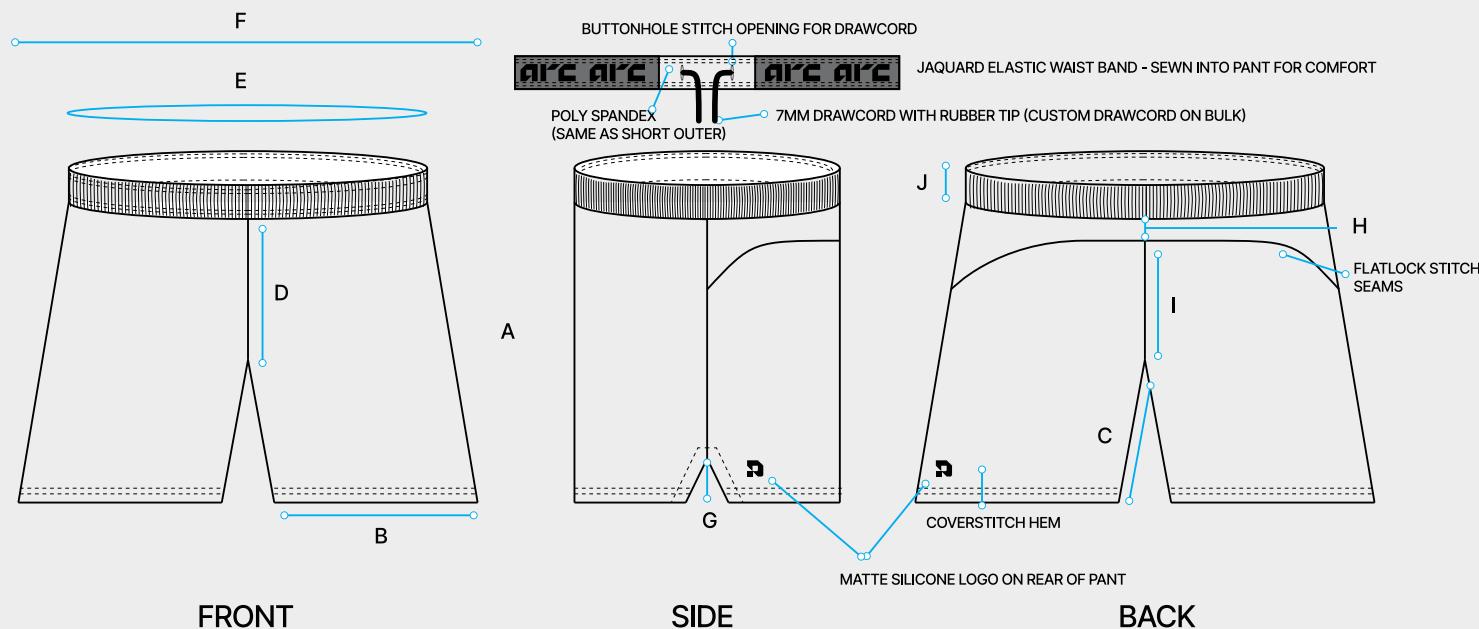
CUSTOM SHOP PAGE

CUSTOM JOB CARDS

PORTFOLIO 2026

LARSON

TECH PACK



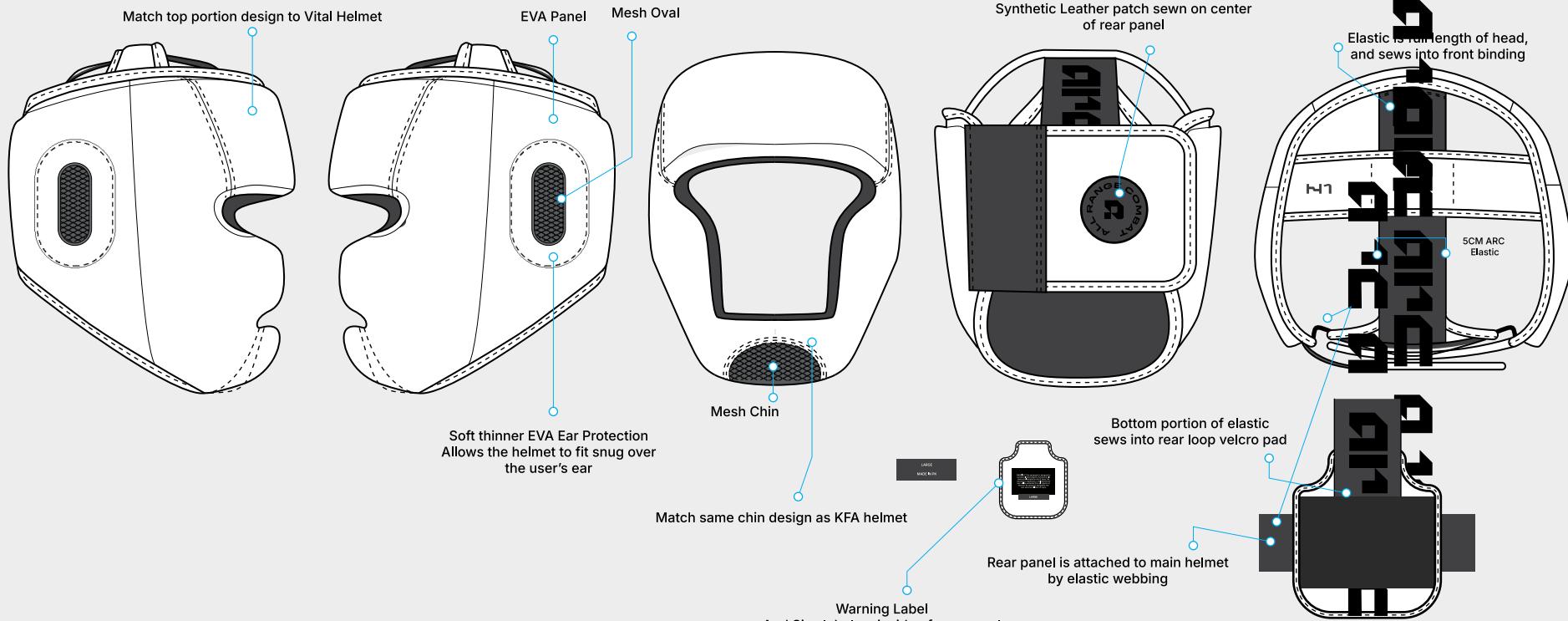
HANG TAG



TECH PACK

MODEL: H1

VERSION: 01



PACKAGING: 3MIL POLY BAG

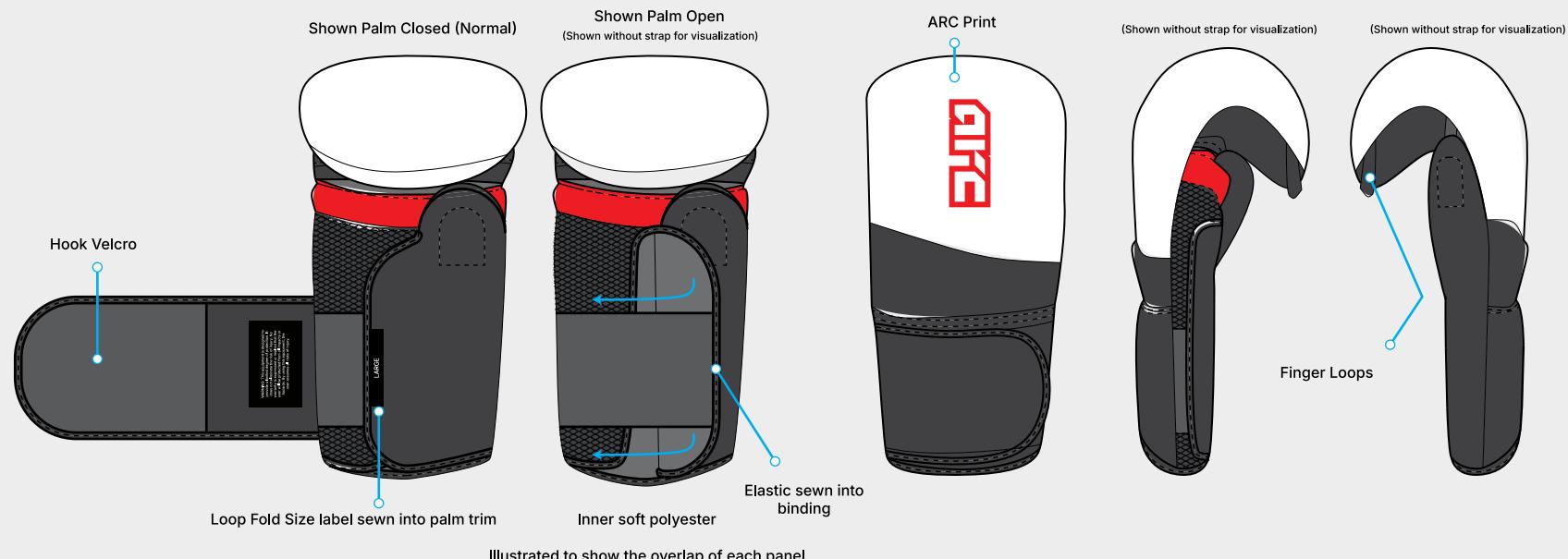
TECH ART



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