

JOSHUA LARSON
DESIGN & ILLUSTRATION
PORTFOLIO \ 2026



SELECTED BRAND MARKS



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

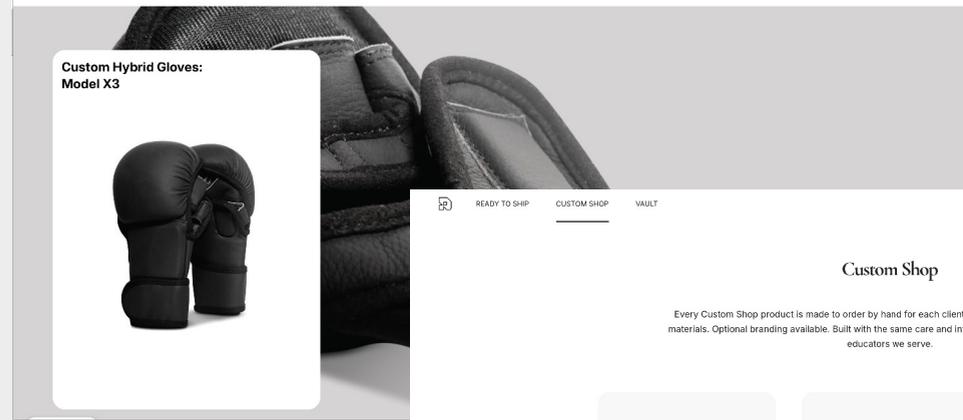
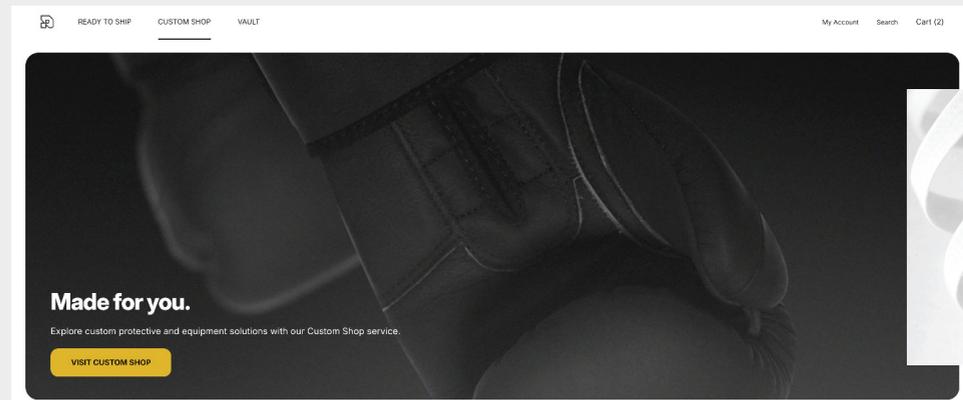
WEBSITE DESIGN

EMAIL DESIGN

PRODUCT PHOTOGRAPHY

PHOTO PROCESSING

PORTFOLIO 2026

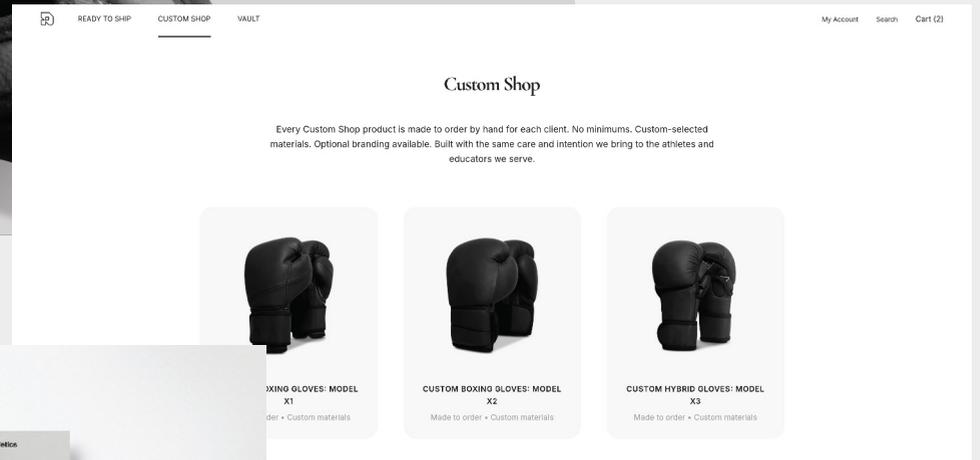


HOME PAGE

DEFENSEATHLETICS.COM



PRODUCT PHOTOGRAPHY AND POST PROCESSING



CUSTOM SHOP PAGE

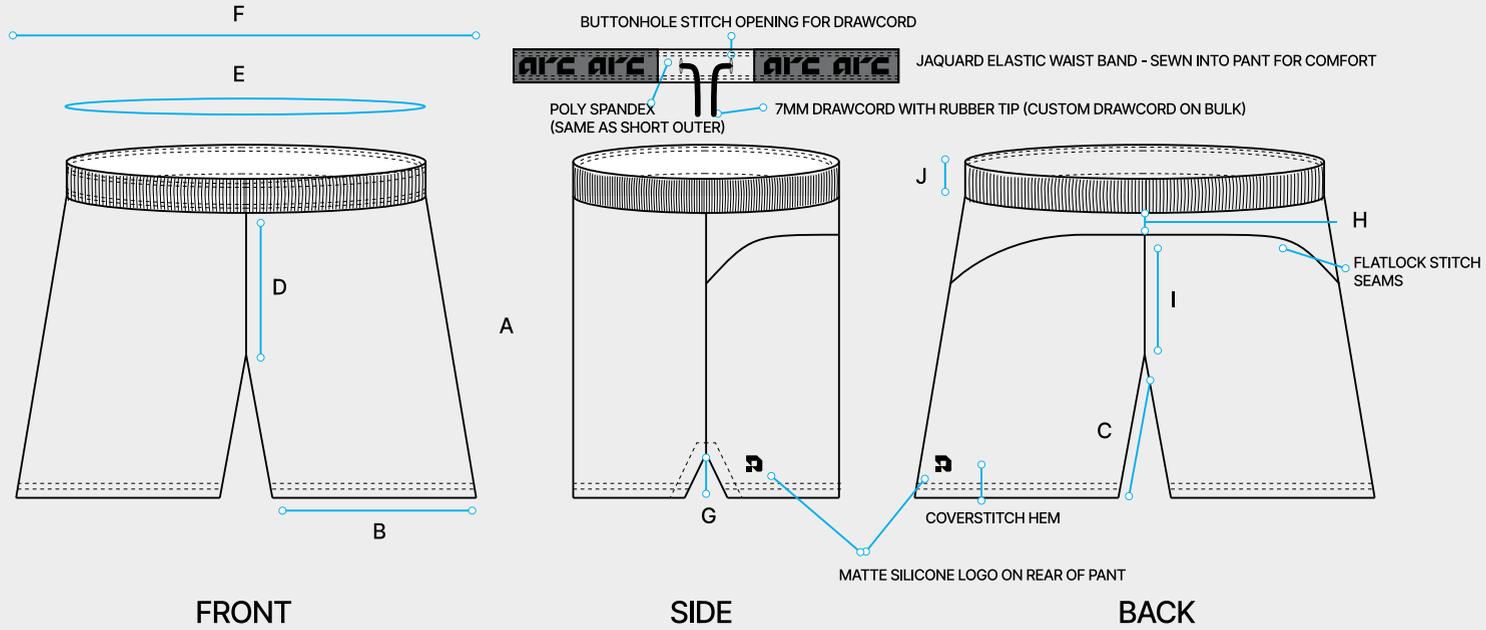


CUSTOM JOB CARDS

LARSON

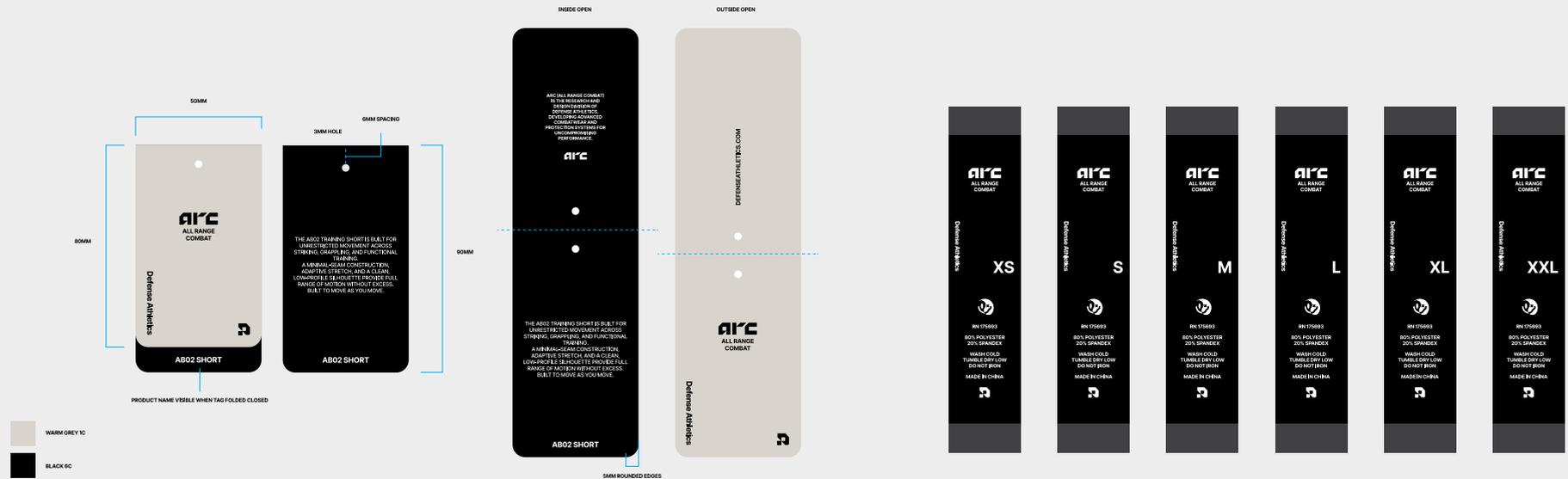
TECH PACK

DESIGN



HANG TAG

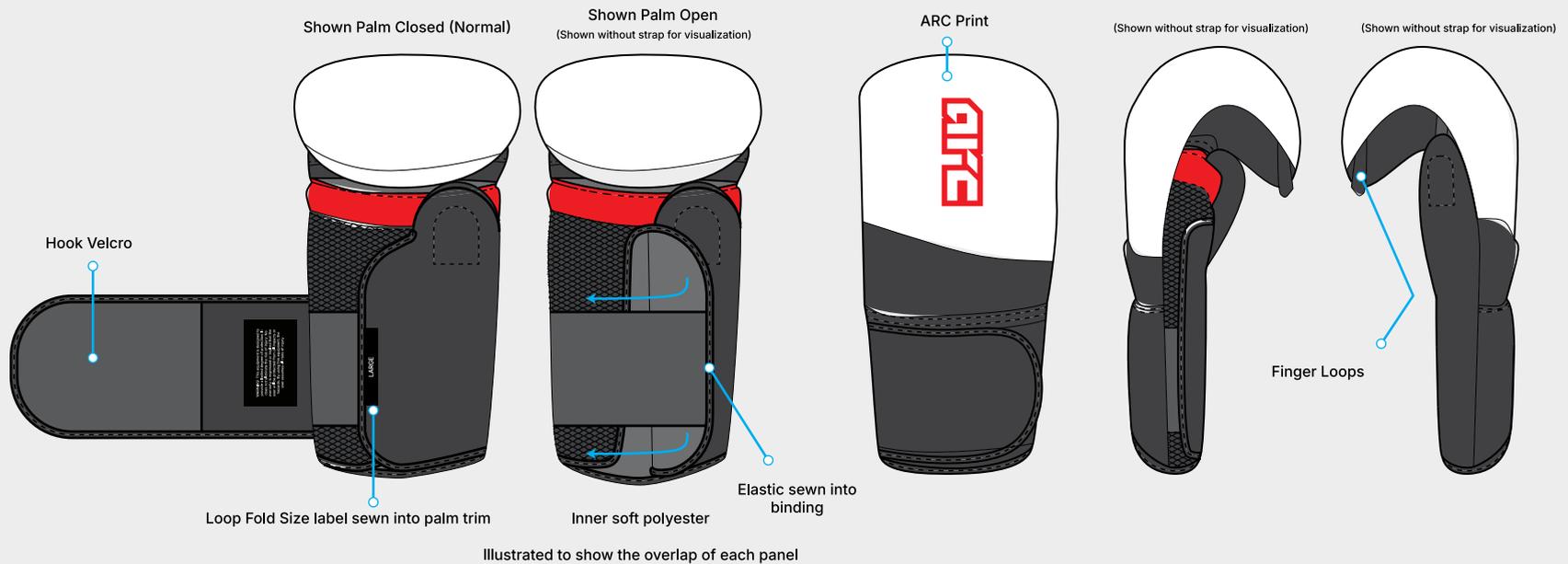
SPEC LABEL



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