

MARKETING AND VISUAL DESIGN



Tiara Craig

CREATIVE PORTFOLIO

ABOUT ME



Tiara Craig is a Marketing and Visual Communications graduate from Wade College with visual merchandising and marketing professional experience in fashion retail, brand strategy, and in-store experience. During her studies she honed the ability to design visual concepts based on target audience, trend awareness and building on brand engagement.

Tiara Craig

BRAND BOARD

MAIN LOGO



MARKETING AND VISUAL DESIGN

COLOR PALETTE



16-1731



14-1318



ALTERNATIVE LOGO

TIARA CRAIG
MARKETING AND VISUAL DESIGN

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Marketing and Visual Design

SUBMARKS

Tiara Craig



FONT COMBINATION

HEADING:

abcdefghijklmnopqrstu
vwxyz

BODY TEXT:

abcdefghijklmnopqrst
uvwxyz

MOOD

Make yourself
A Priority

TRUST THE PROCESS

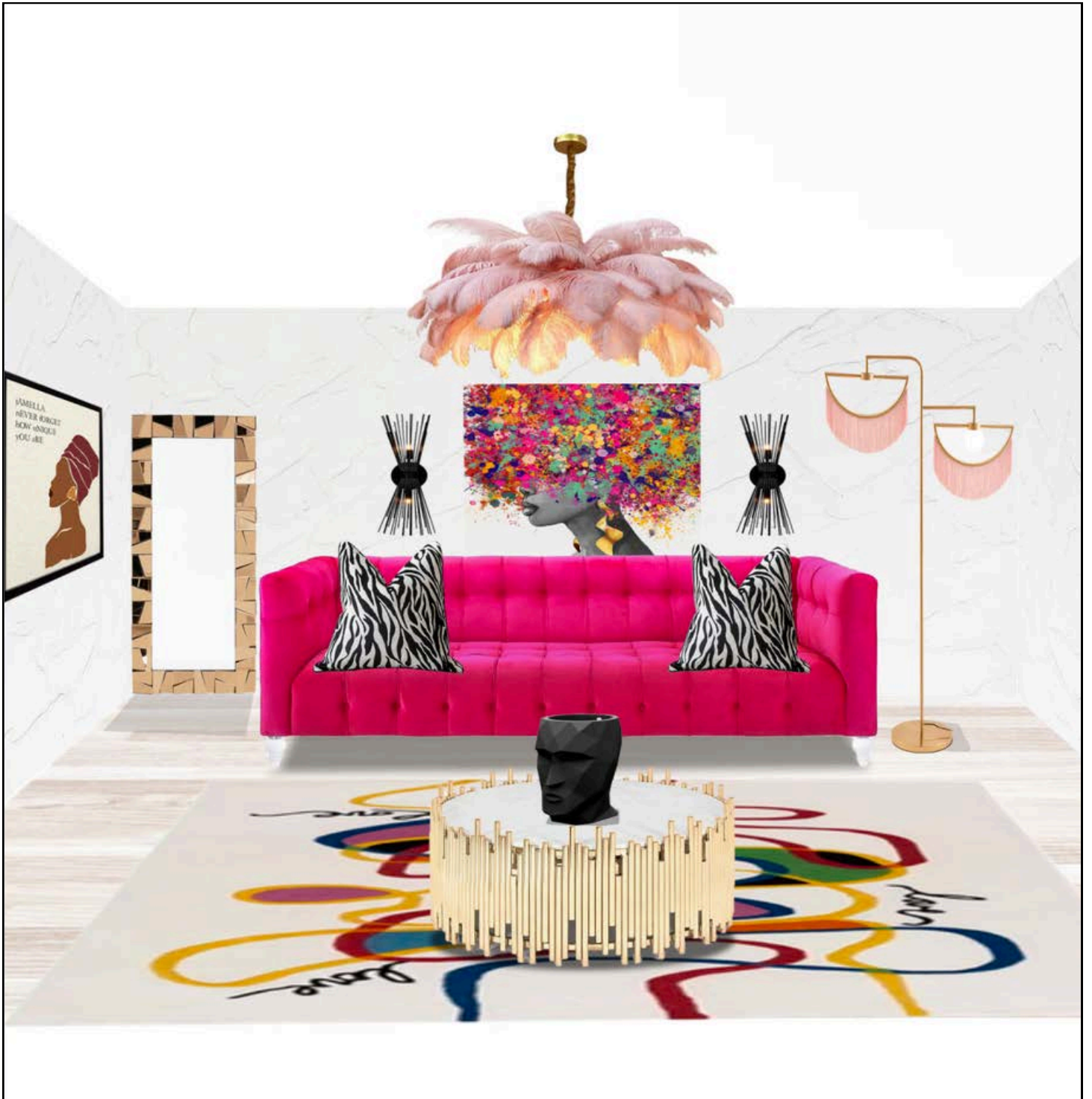


The creator created a Brand Board that represents overall style, color and font. Each feature visually compelling and curated for her.

Design In: Canva, Pantone

Tiara Craig

DISPLAY

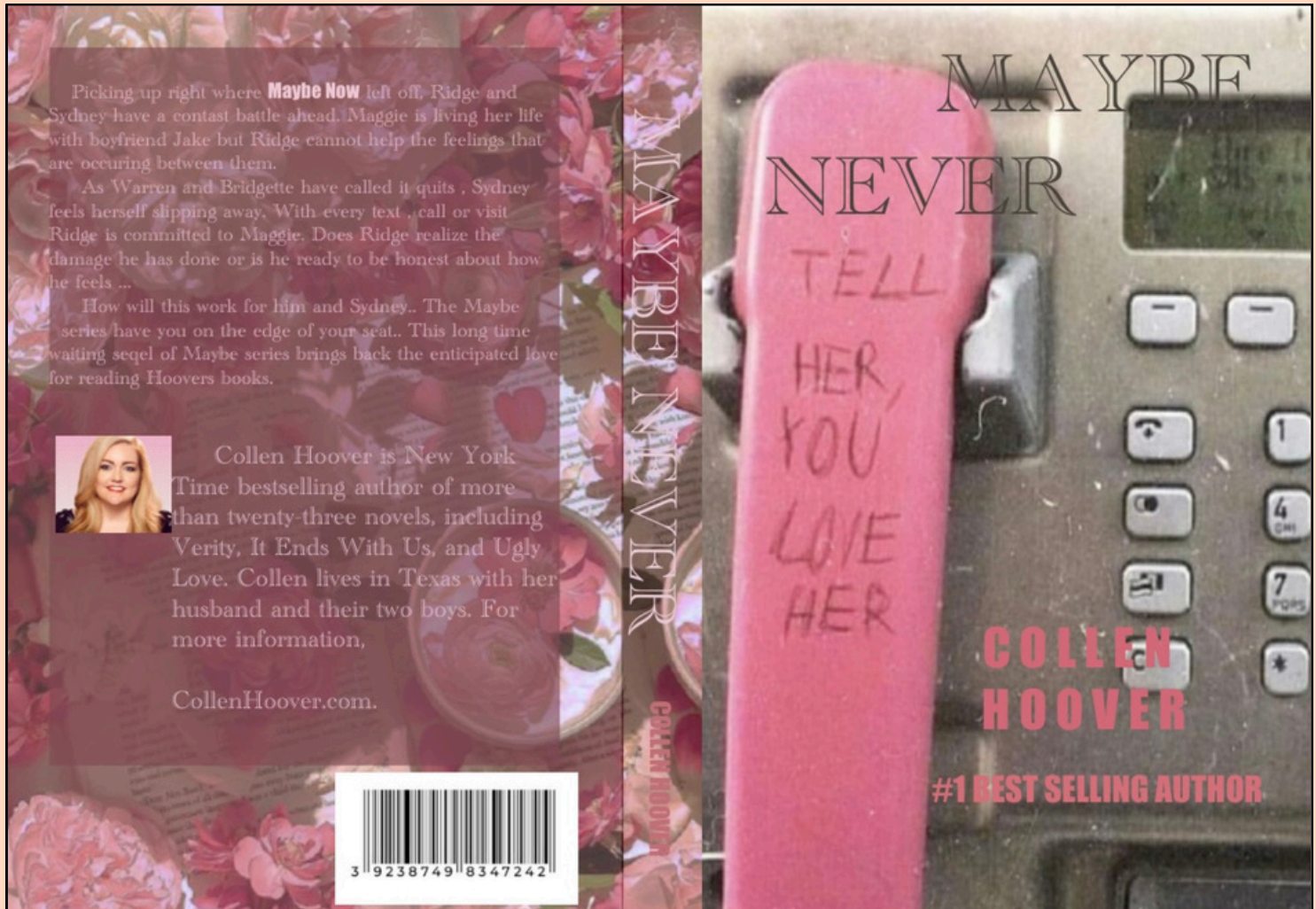


The creator used layer masks and blending modes to achieve smooth transitions between textures, while adjustment layers enhanced the overall color harmony.

Designed In : Adobe Photoshop

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BOOK COVER



The creator created this book cover using Illustrator focusing on a clean aesthetic layout and brand concept.

Designed In: Illustrator , Pinterest

Inspiration : Mood Board



LABEL DESIGN



This creator made this design using InDesign and real-life sculpting to create realistic features.

Designed In: Adobe InDesign & Pinterest

Inspiration: Mood Board



PROMOTION



This Creator using in store display curated to drive brand awareness and augmented virtual try on.

Designed In : AI
Generated

PROMOTION



TEXAS STATE FAIR
PRESENTED BY  KROGER

**1 FAMILY PACK OF
TICKETS = 15% OFF
GROCERIES**
FOR ANTI - ICE CAMPAGIN

SCAN TO BUY
YOUR TICKETS



YOUR TICKET PURCHASE
PROVIDES LEGAL FEES
AND SHELTER OF A
FAMILY MEMBER

AUGUST 24TH - SEPTEMBER 7TH

This creator used cross promotional promotions and themed campaign for eye catching details.

Designed In: Canva

Inspiration: Mood Board



CAMPAIGN

FOR IMMEDIATE RELEASE: December 6th, 2025

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Starbucks: Company Meets Community as "Community First Mornings"

Dallas, TX- Starbucks today announced the launch of **Community First Mornings**, a new monthly gathering series designed to reconnect customers, partners, and local neighborhoods through intentional, community-driven experiences. Beginning next month, Starbucks stores nationwide will host a community gathering at the start of each month—reviving the welcoming "third place" environment where people can come together, feel at home, and build meaningful connections.

"Starbucks has always been more than great coffee," said [Dominic Carr, Executive VP]. "It's been a place for conversations, creativity, and community. Community First Mornings allows us to lean back into that purpose—creating intentional spaces that bring people together in real, human ways."

While Starbucks remains committed to digital innovation and customer convenience, the company recognizes that technology should enhance not replace the spirit of community. Community First Mornings aims to intentionally balance both, creating predictable, in-person moments where customers can slow down, connect, and feel at home in Starbucks again.

The purpose of Community First Mornings is not just for Starbucks but also for the locals to have their spotlight, open table talks, nonprofits to have volunteer sign ups and of course each gathering will include a featured beverage or pairing to celebrate the event and encourage participation.

Community First Mornings will roll out at participating Starbucks stores beginning January 5th, 2026 with additional programming and collaborations planned throughout the year.

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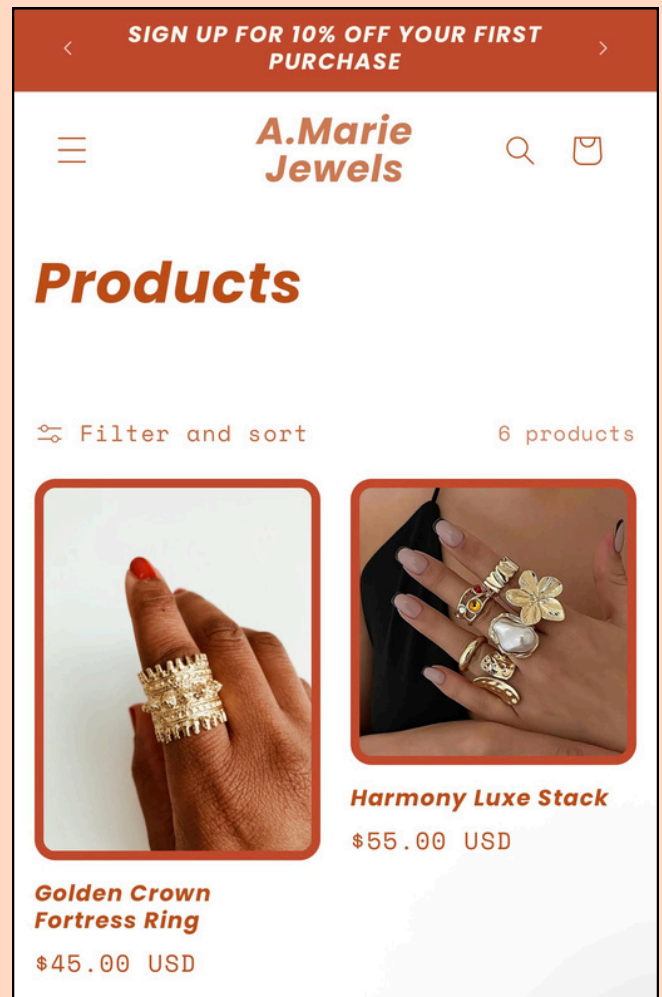
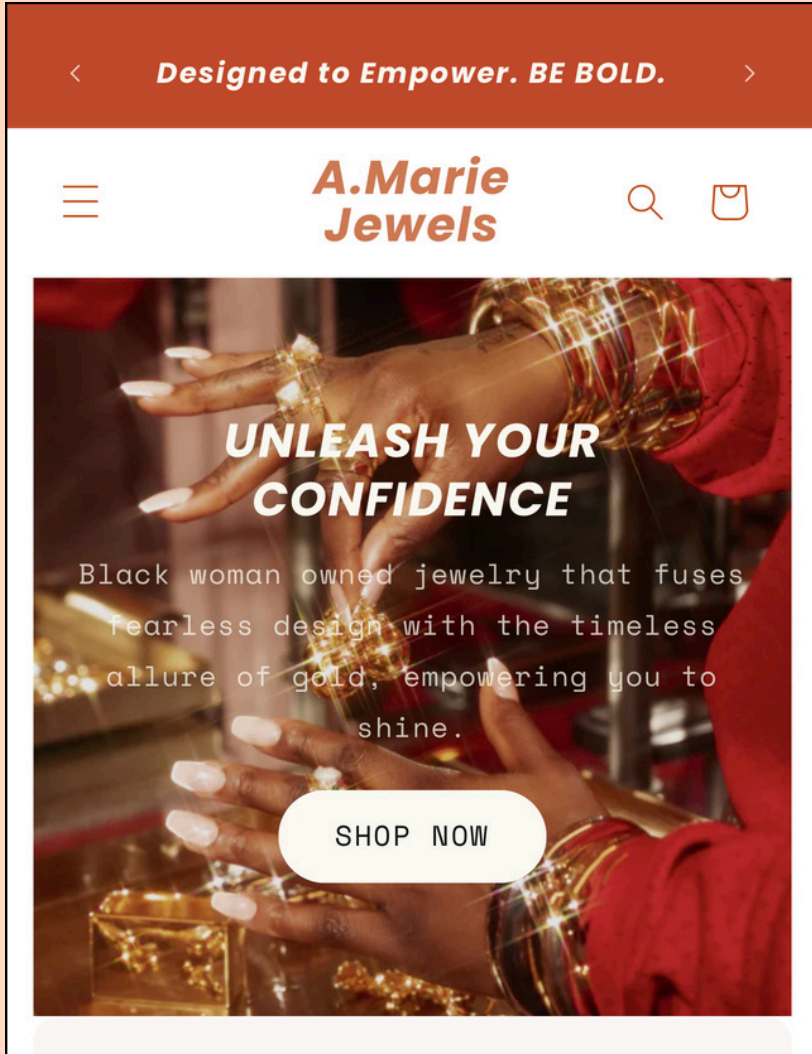
The poster features the Starbucks logo at the top left, followed by the text "STARBUCKS" in a large, bold, sans-serif font. Below this is "COMMUNITY FIRST MORNINGS!" in a similar bold font, with the tagline "CONNECTING OVER COFFEE" underneath. The event details are listed: "Every First Sunday of the Month!" and "8AM - 2PM". A large "30% OFF" is prominently displayed, with "MONTHLY FEATURED DRINKS!" to its right. Below the discount, it says "PLUS! FREE CAKE POP WITH ANY PURCHASE!". The bottom section of the poster includes "THERE WILL BE GAMES AND AN ART SHOW!" and a QR code. At the very bottom, the slogan "BUILDING COMMUNITY • SHARING COFFEE • MAKING MEMORIES" is written. The background of the poster is a light, textured beige, and it features illustrations of a Starbucks drink, a cake pop, a paint palette, and board game pieces.

Creator used articles and market research for campaign press release and AI concepts to build visual.

Designed in: AI Generated

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E-COMMERCE



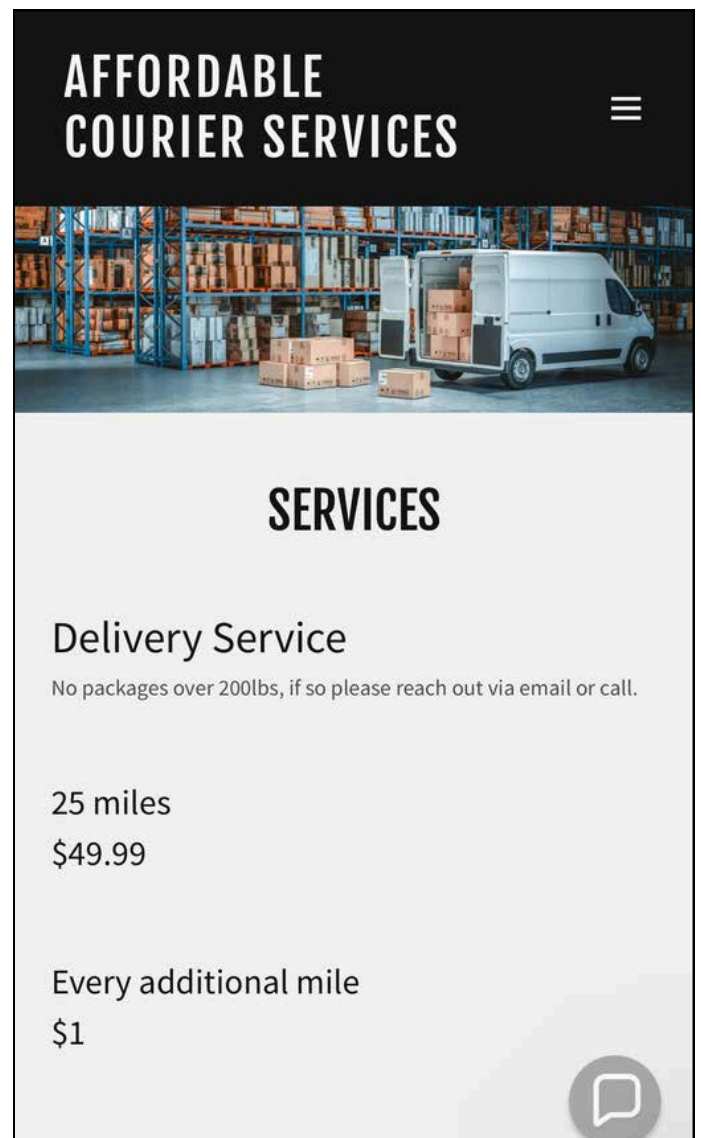
This Creator used bright colors and aesthetically pleasing photography to create chic e-commerce shopping.

Designed In: Shopify

<https://y10vvp-nd.myshopify.com>

Tiara Craig

E-COMMERCE



Creator used masculine features and Call to Actions button for assertive communication.

Designed In: Go Daddy

<https://affordablecourierservices.net/services>

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VISUAL MERCHANDISING



This creator used bright and soft colored accessories and clothing to tell a story for target customers.

Showcased: Tyler's Dallas

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VISUAL MERCHANDISING



This creator used masculine features such as dark colors and fixtures to bring brand awareness to target customers.

Showcased: Tyler's Dallas

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CONTACT PAGE

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