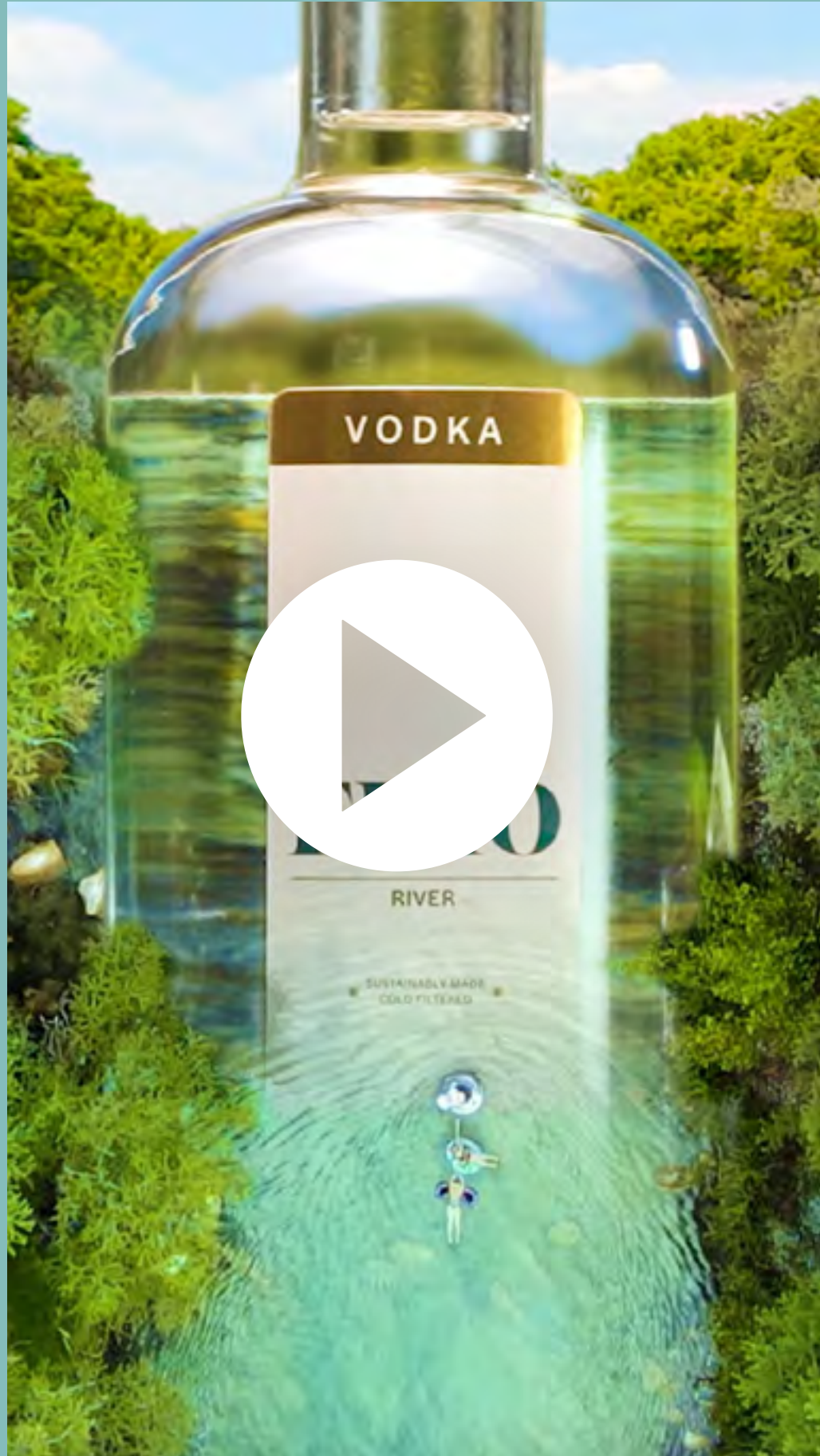


design by

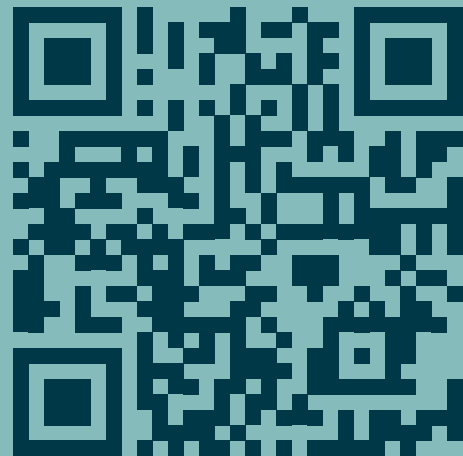
ME

*me design:
design by me.*

Mckenzie Elkins Cleghorn



Scan or click to
watch brand video



FRIO Vodka

Product Design • March 2023

I designed this brand from the ground up; from the bottle design to the brand identity. The image on the back of the bottle is the beautiful “Frio River” bed in Texas, making this vodka perfect for a refreshing mixed drink.

FrioVodka.com



Rio Agave Tequila

Product Design

I'm in the early stages of developing Rio Agave Tequila, the sister brand to FRIO Vodka. Drawing inspiration from FRIO's double-back label, I enhanced the design with a die-cut back label to create a striking visual impact. By collaborating closely with the production team, we introduced a clear wrap-around label concept that prevents peeling while showcasing the intricate agave cutout.

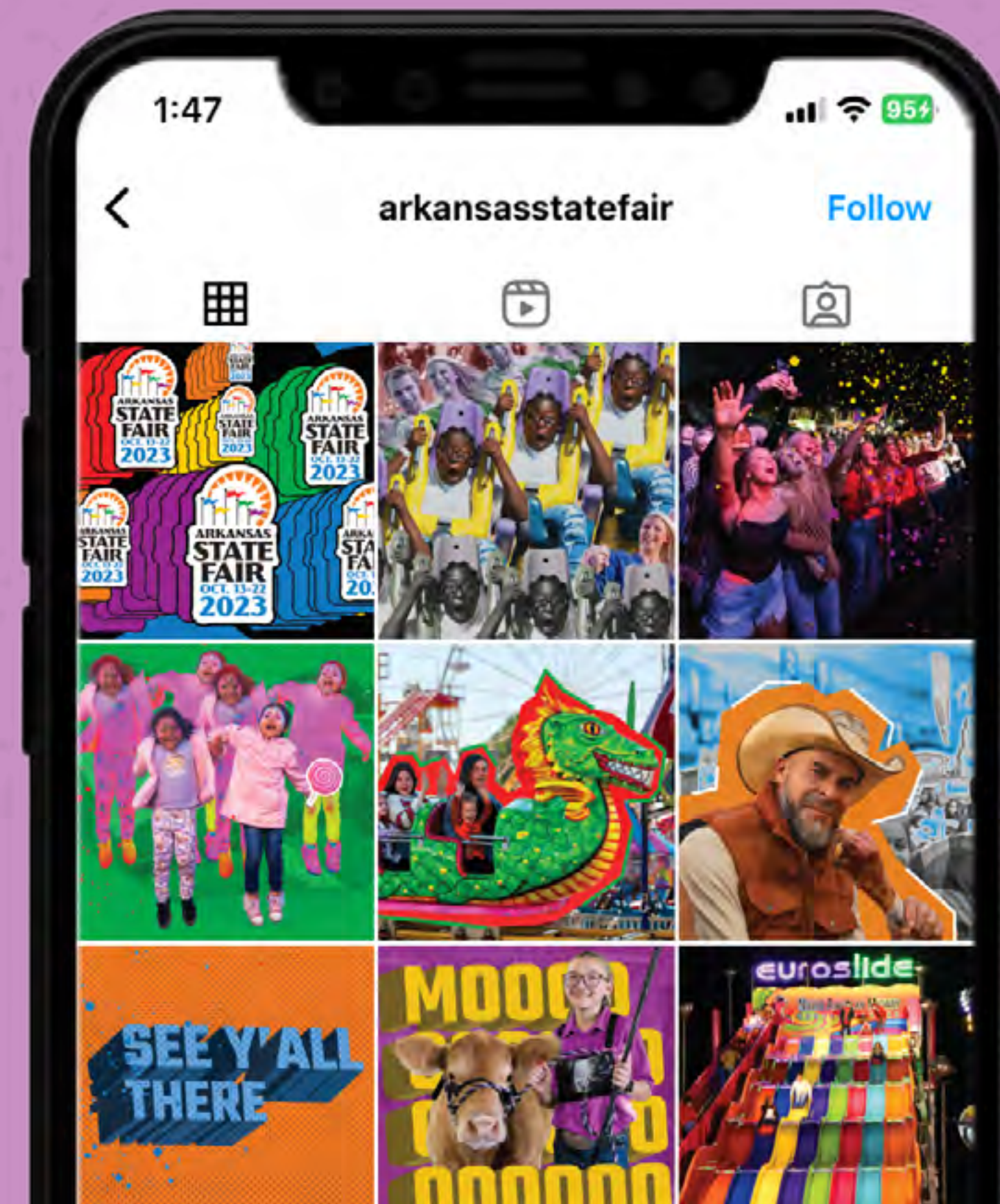


2023 Arkansas State Fair

Branding • May-Oct 2023

For this project, I re-branded and created a variety of assets for the Arkansas State Fair. This theme was inspired by 80's pop art and video games. I was the lead designer for all assets this year, from print invitation for animated digital ads.

ArkansasStateFair.com





Logo Designs

ProCreate, Illustrator

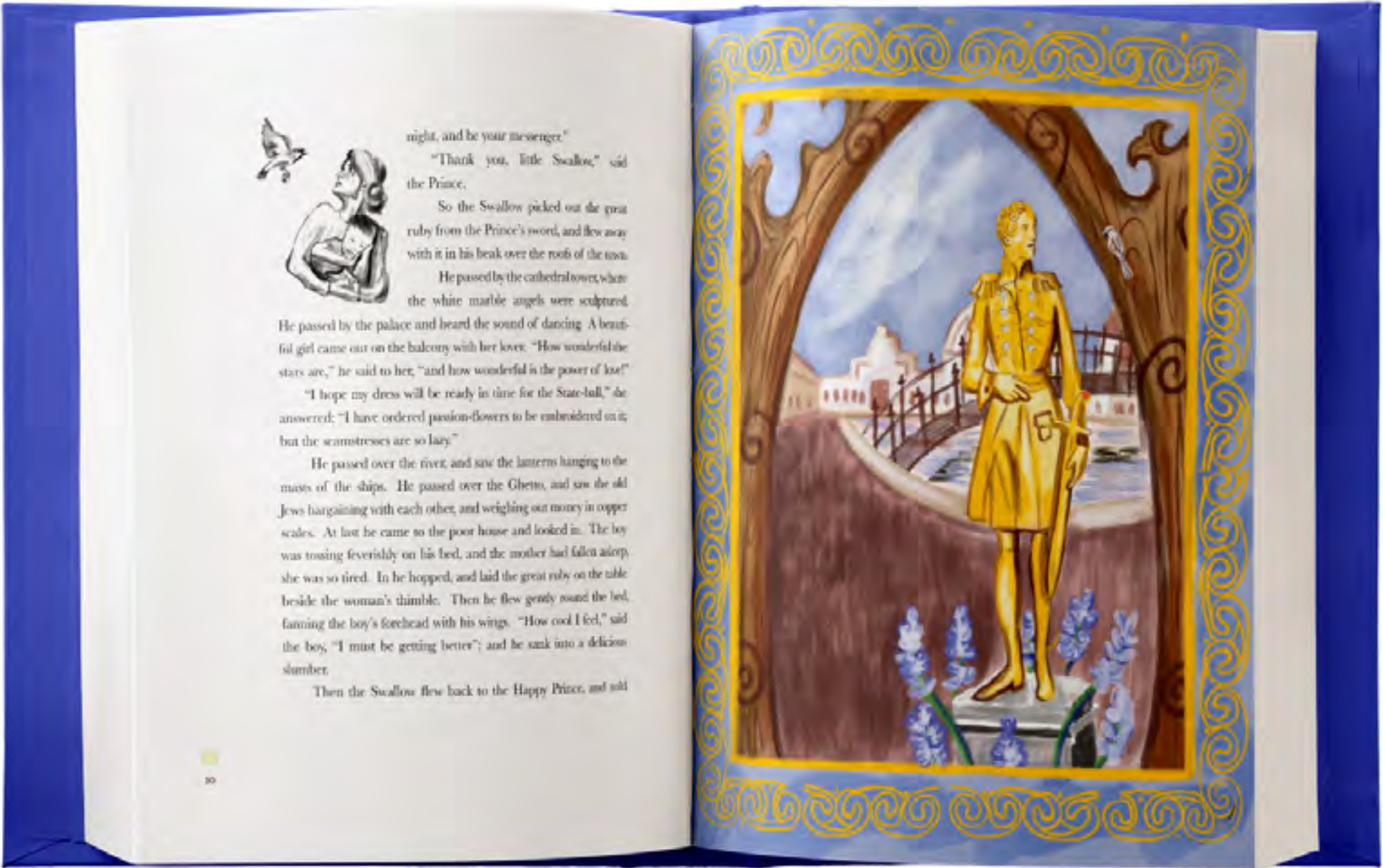
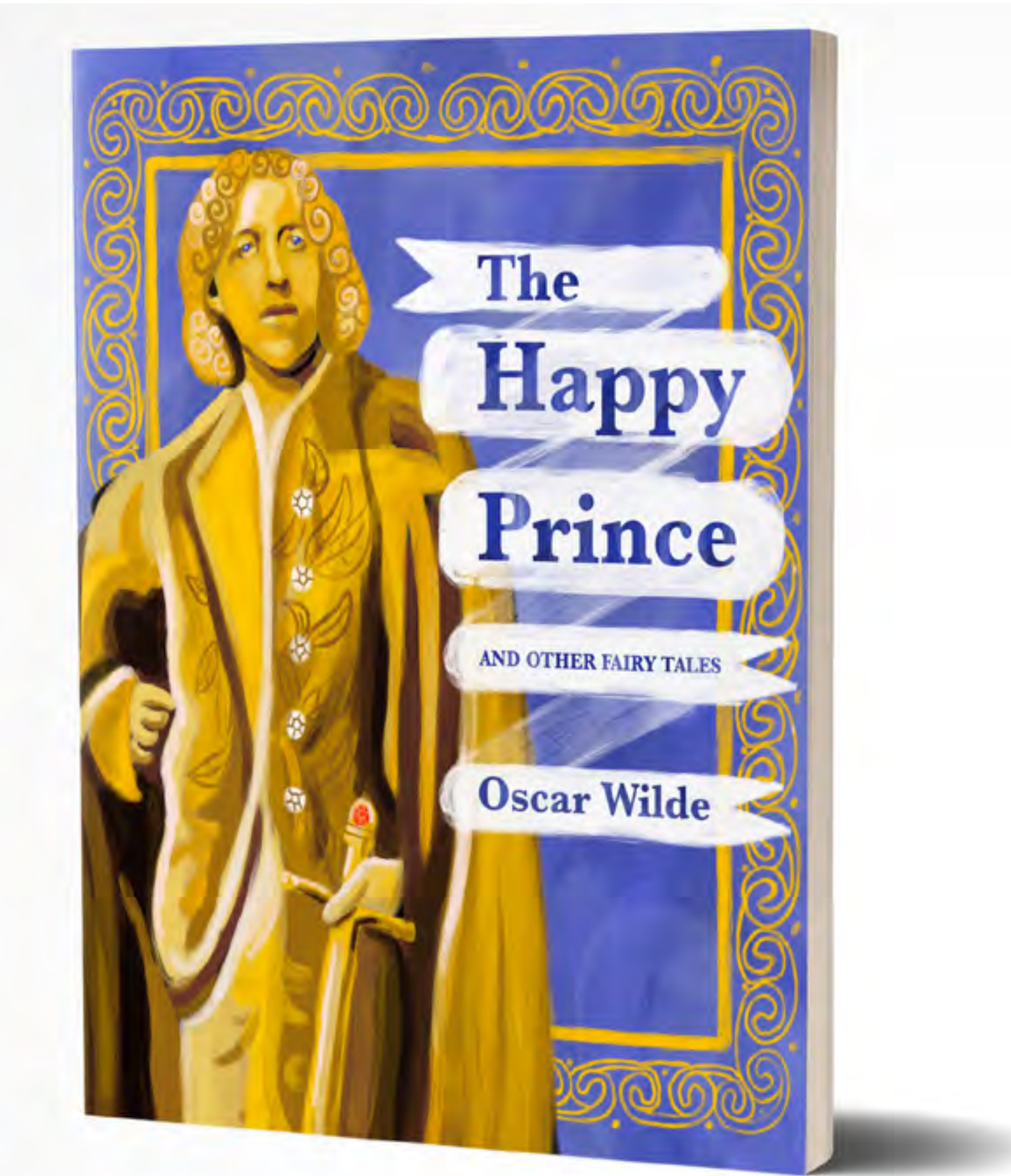
I specialize in designing logos across a variety of industries, including healthcare and events. With strong illustration skills, I create distinctive, one-of-a-kind designs that make a lasting impression.



The Happy Prince

Book Design • Dec 2021

In this project I designed the typography, book cover, and illustrations for The Happy Prince.





The Wild Boy

Book Illustration

I illustrated this short story that is soon to be published.



Magazine Ads

Magazine Design • 2023-2024

I design magazine ads for several clients including Lumber1, Design1, and Arkansas State Fair.





14:1

STUDENT TO FACULTY RATIO



1189

ENROLLED STUDENTS



Southeast Arkansas College

Brand Refresh • Oct 2023

For this project, I re-branded and created a variety of assets for SEARK. I streamlined their ads to better communicate each campaign as shown to the right.



Scan or click to watch brand video



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER





Radiant Wellness

Brand Refresh • Oct 2023

I gave this brand a facelift by adding lots of textures, colors, patterns and shapes. This brand needed to be elevated and chicque while still showcasing their wholistic approach to wellness.



Scan or click to
watch brand video




2022 Arkansas State Fair

Various • May-Oct 2022

For this project, I re-branded and created a variety of assets for the Arkansas State Fair. I worked in collaboration with my team at GWL for all ASF related projects.

ArkansasStateFair.com






Grand Savings Bank

LOGIN | SAVINGS | BLOG

WELCOME, MARY!

At Grand Savings Bank, exceptional service is our standard, not an exception. We're here to make your financial journey a seamless and personalized experience, designed and tailored for your exact needs.

Contact Us Today →



personalized experience, designed and tailored for your exact needs.

Contact Us Today →



MORTGAGE LOANS MADE Easy

Get Approved Today →



GrandSavingsBank.com

AGENCY@GWL



SEE Y'ALL THERE!

It's official! Planning for the Arkansas State Fair has begun. For the third year, Agency GWL is the fair's official ad agency. Last year saw a record 559,677 attendees. This year promises new attractions, including a 3-night Concert Series. Stay tuned for details, and we hope to see y'all there!

LEARN MORE >



GWL FIELD DAY 2024

The GWL team took a quick break for some fun and friendly competition at our annual field day event! To say this group is competitive would be an understatement. Click below to see who won!


SEE MORE >

GWL & GSB
Eblast Design • 2024

I design eblasts for Grand Savings Bank and GWL while also facilitating their contacts on Mailchimp.

attendees. This year promises new attractions, including a 3-night Concert Series. Stay tuned for details, and we hope to see y'all there!


LEARN MORE >



GWL FIELD DAY 2024

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SEE MORE >



MEET GARRETT!

We are excited to welcome Garrett Jenkins into the Agency GWL family! Click below to learn more about Garrett and the experience he's bringing to GWL.

LEARN MORE >



SEE SPOT RUN PRODUCTIONS

Did you know that Agency GWL has its own in-house production company? We use our knowledge, expertise, and creativity to not only produce engaging content, but also develop strategies across mediums and platforms that get you exceptional results.

LEARN MORE >



FIN

Thank You

for taking the time to look at my portfolio.

318 542 3769

elkinsmck@gmail.com

medesigncleghorn.com