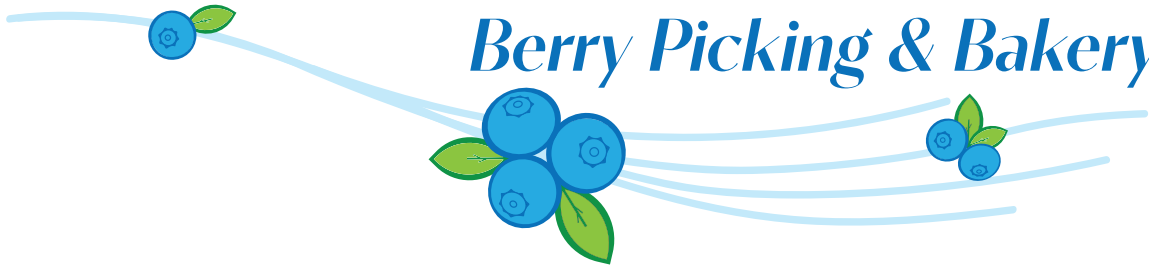


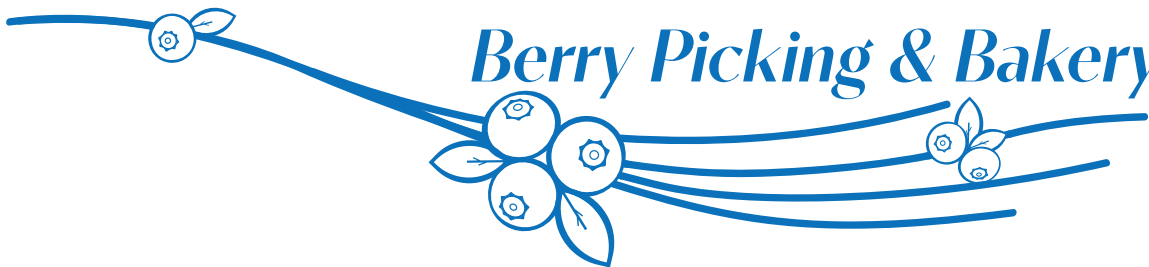
Blue Breeze

Berry Picking & Bakery



Blue Breeze

Berry Picking & Bakery



Case Rasmussen

Spring 2026

Capstone – Graphic design

Department of Art and Art History

Artist Statement:

This collection of works has been one of my favorite graphic design projects from this program. Spread across three assignments, this was a project about building a unique brand identity for a hypothetical business related to ecotourism. The first goal was creating a logo, as well as coming up with the business that the logo would be for. I started by making quick sketches of ideas, getting it all out onto paper. I eventually settled on the idea of a pick your own blueberry farm and bakery. I called it Blue Breeze because said fast it sounds a bit like blueberries. From that I built a design motif of blueberries on a breeze, which shows up throughout the brand. Next was the brochure, I again sketched out ideas, planning out layouts, how it would fold or open, and creating a rough mockup. Lastly, was creating packaging which I had a lot of fun with. I enjoy how the pastry bag and box both turned out, playing with repeating patterns in a way that looks nice but would also be practical for manufacturing. This project captured a lot of interesting design challenges for me, and I enjoyed working around them. The other project was a submission for the 2026 ACT film festival; I went with a motif of origami birds because birds often evoke ideas of peace or freedom and the origami makes it a creative element showing how creativity connects and furthers the ideals the ACT has.

As a Designer I've found that I am interested by type and vector-based illustrations. I enjoy creating custom logo type and doing layouts. As well I like making vector-based Illustrations, there nature of how it comes together clicks well with me and applies to my enjoyment of making custom type treatments too.

Title**Original Format**

Figure 1: Blue Breeze Logo

Illustrator, 6.7 in x 3.25 in

Figure 2: Blue Breeze Brochure

Illustrator, 8.5 in x 11 in

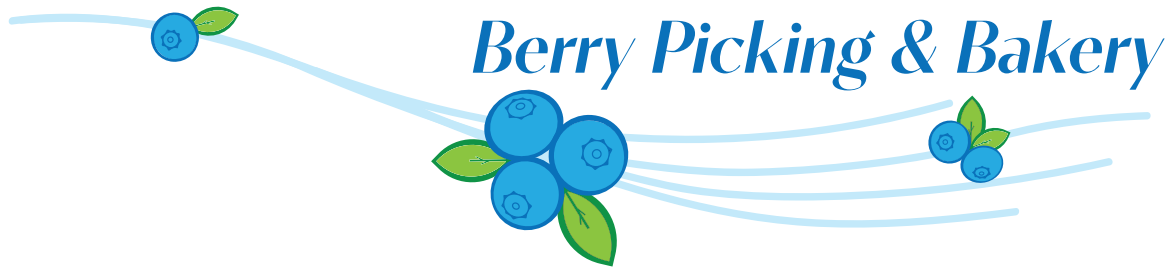
Figure 3: Blue Breeze Packaging

Illustrator, Photoshop

Figure 4: ACT Film Festival Poster

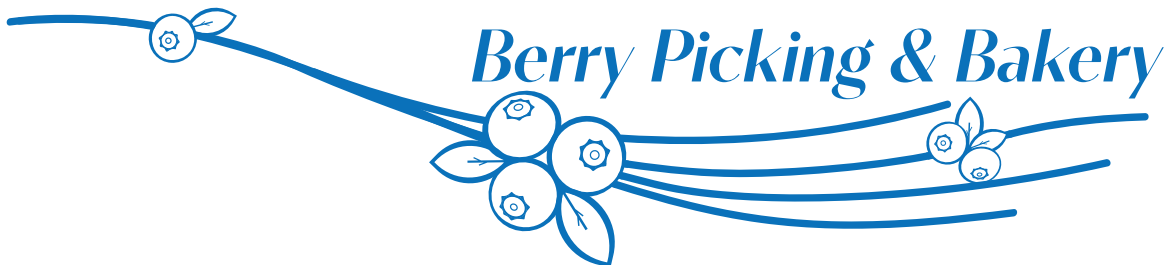
Illustrator, 11 in x 17 in

Blue Breeze



Berry Picking & Bakery

Blue Breeze



Berry Picking & Bakery

Figure 1: Blue Breeze log



Baking & Jam Classes

If you're looking to learn how to make blueberry treats yourself, then take one of our classes. Learn to make a homemade pie or delicious jam, enjoy small group sizes in a professional kitchen with kind and knowledgeable instructors. Everything you'll need is included with the price of the class and along with something freshly baked you'll get to take home a complete recipe packet with thorough instructions to bake on your own. Classes fill up fast so be sure to schedule one ahead of time on our website to secure your spot.

Berry Picking

It's berry picking like you've always known it! A fun filled activity for any age, just grab a bucket and pick to your heart's content. When you're done, you can bring it to the farm stand and pay by the pound. We accept cash, card, and contactless payment for your convenience. If you're taking one of our classes, bring those berries to it and make some yummy treats from your own hard work.

Bakery

Looking for a sweet treat? Stop by our bakery after you've had your fill of berry picking and enjoy a sweet treat. Try a slice of pie with our specialty blueberry ice cream or beat the summer heat with a refreshing blueberry lemonade. We offer take-home options for all our treats too so you can enjoy them whenever you like!

Farm Tours

Looking for something a bit lower stakes? Join in on a tour of the grounds and learn all about the history of the area. We might not have been around since the olden days, but the land has been. Will tell you how it started out and how it came to be the farm you see today.



@BlueBreeze



(258)-3273-3932



www.Bluebreezefarms.com
BlueBreezeFarms@mail.com

2583 W Wind Ave
Farington NH 60522

BlueBreeze
Berry Picking & Bakery

Welcome!

Welcome to Blue Breeze Farms, the perfect destination for blueberry picking, fresh baked treats and classes to learn how to bake them yourself. We strive to offer an experience for those of all ages and ranges of ability. Whatever you're visiting for, you'll be sure to have a fun and unique experience that will last a lifetime.

**Find us
in Eastern
New Hampshire**

Figure 2: Blue Breeze Brochure



Figure 3: Blue Breeze Pacakaging

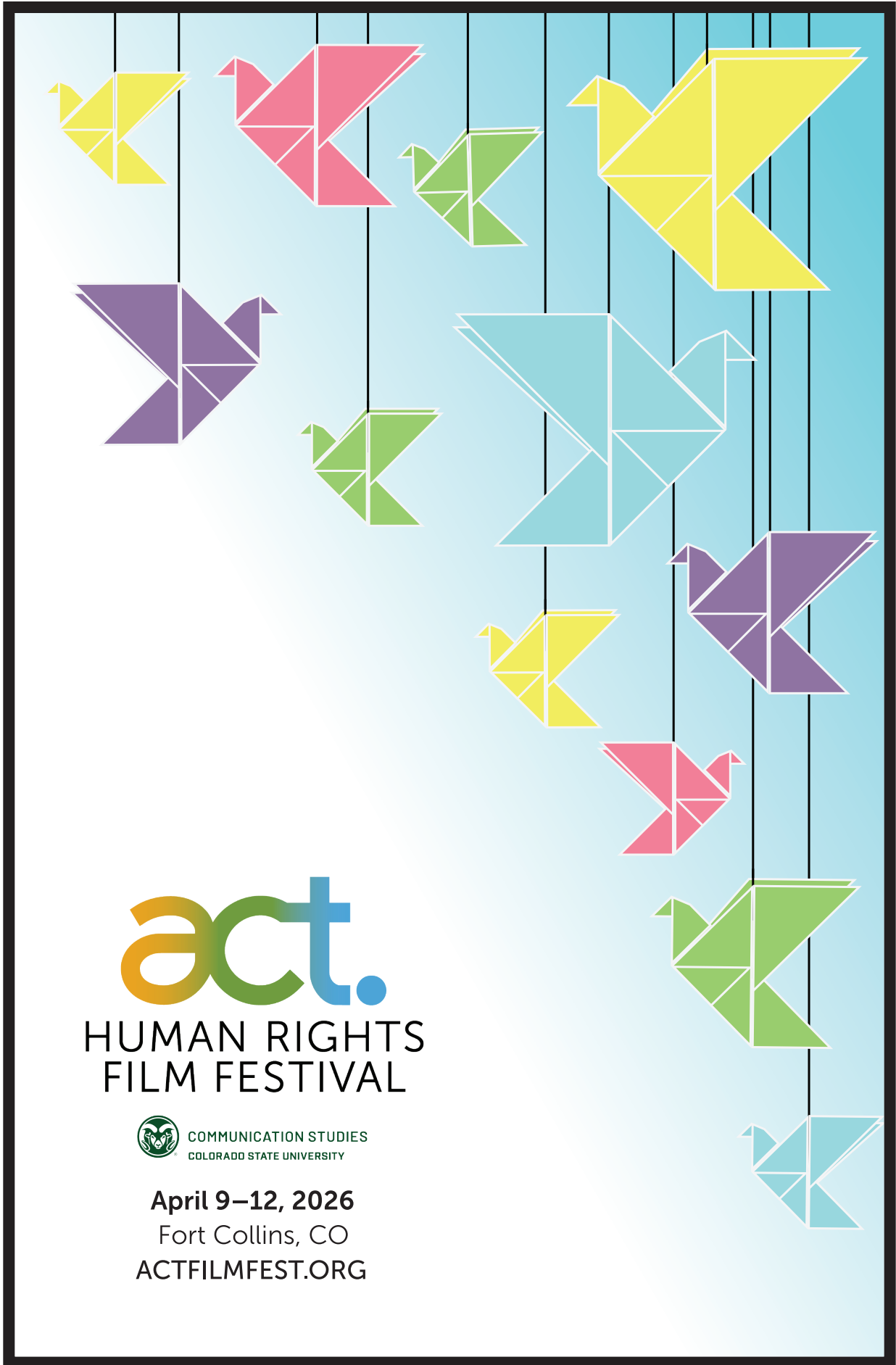


Figure 4: ACT Film Festival Poster