



**ILLUSTRATION for events**

From the series of Howard Meats & Poultry: For several years I had the joy of creating promotional graphics for various food trade events. Golf tournaments, food shows and trade booths. Kim and Debbie made it super fun every time. All I had to do was take the hot dog with wheels icon they had used for decades and get it updated and much more exciting. You might ask "Why a hot dog on wheels?" and I would reply "Super fast wholesale food delivery of course!" Then we might talk about the even bigger questions, like ARE hot dogs really 'food'? And can we actually EAT the wheels. The Howards campaigns went well, with the design going onto banners, flyers, posters, tote bags and T shirts.

Design note: When possible I stay clear of using black for illustrated outlines, choosing instead to use a theme color for more impact.



NOTE: This project sample sheet is provided for reference only. Artwork, logo, theme of design and layouts are owned by the client (Howards Meats) Plummer Design + Illustration | 503-806-4505 | mail@plummerdesign.com