



JENNA HARTZELL

BRAND BOOK +
PORTFOLIO



Hi! I'm Jenna Hartzell,
AN ALL-AROUND CREATIVE

I'm an artist, surface designer, and creative entrepreneur living on California's Central Coast who finds peace, beauty, inspiration, and purpose through art-making, whimsical pattern designing, creative endeavors, and partnerships.

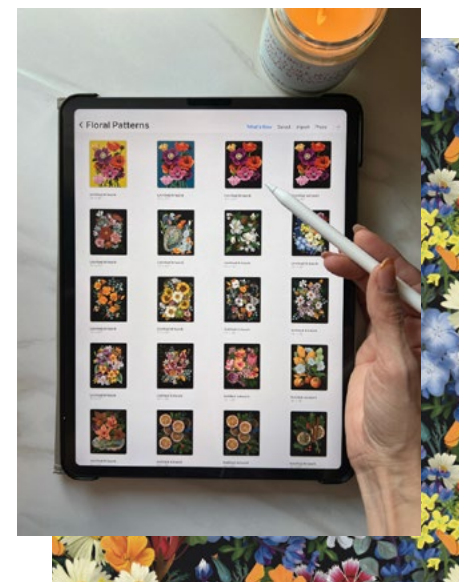
I use Procreate, the Adobe Creative Suite, and a pair of hiking shoes daily. My background in arts administration and marketing makes me a unique professional creative who excels at collaboration, community engagement, and entrepreneurship.

AS SEEN IN

Edible SLO | Publication (2020, 2021, 2022, 2023)

Atascadero Magazine | Publication (2023)

Big Wide World | Publication (2020, 2021, 2022)



OIL BOTANICALS COLLECTION

HOW I CREATE:

I create on my iPad in Procreate. These botanical elements are drawn with an oil brush as individual assets so that I can freely arrange them in bundles and patterns endlessly. You'll find an example of this on page three.

WHAT YOU SEE:

What you see here is a starting point! I thrive with collaboration and have more in my asset library than pictured in this portfolio, so let's chat about your vision. The bundle on the top shows the botanicals sans background. The black backgrounds were how each piece was originally created.



1



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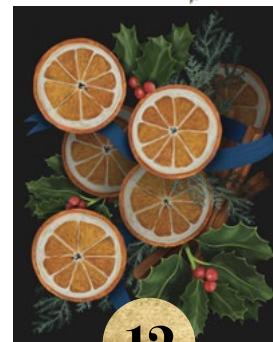
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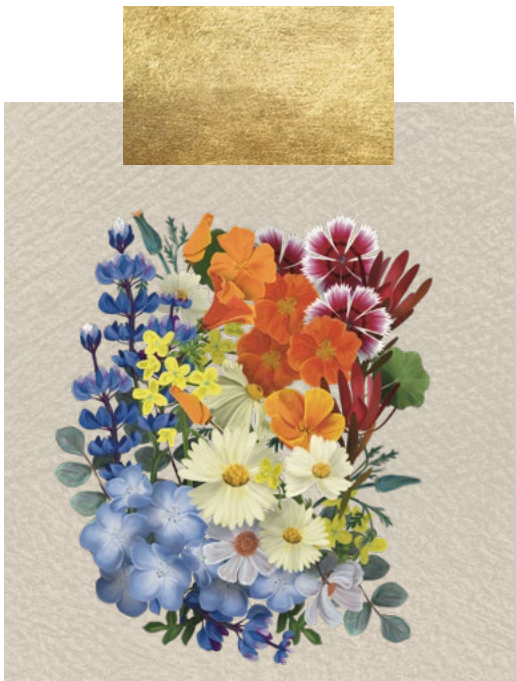
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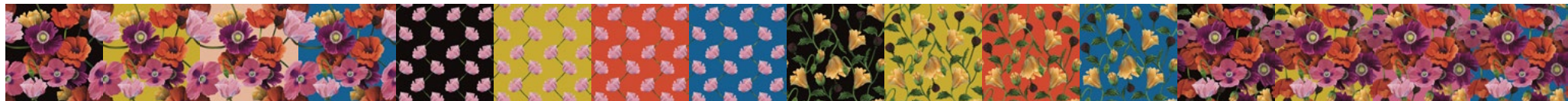


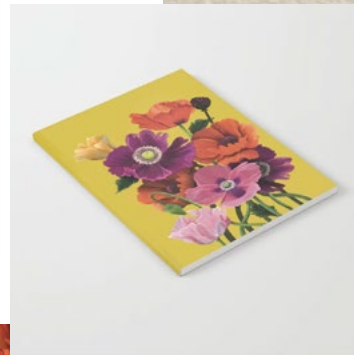
OIL BOTANICALS COLLECTION – WARM POPPIES



The Possibilities are Endless

FROM MY ORIGINAL BUNDLE I CAN CREATE ENDLESS
DESIGNS FOR ANY COLLECTION.

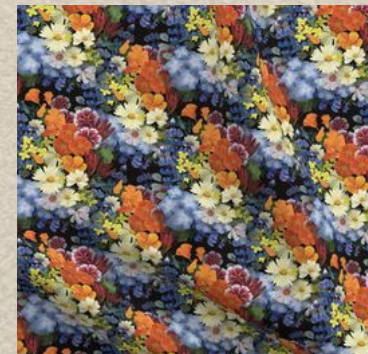




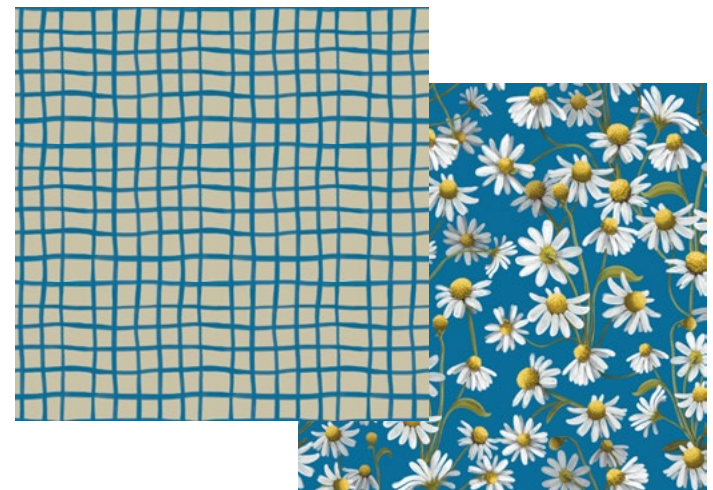
OIL BOTANICALS COLLECTION - HERBS



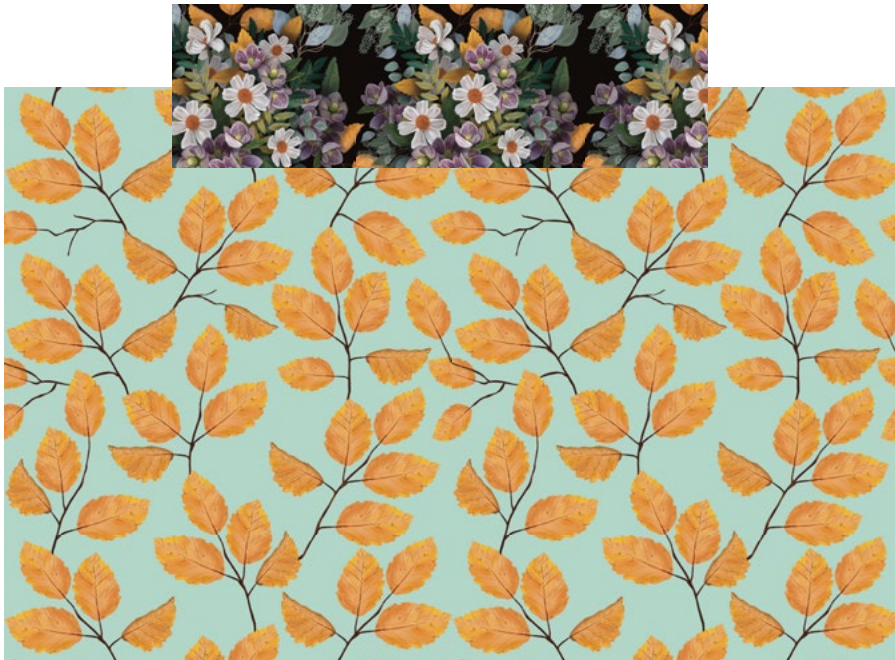
OIL BOTANICALS COLLECTION - CALIFORNINA WILDFLOWERS



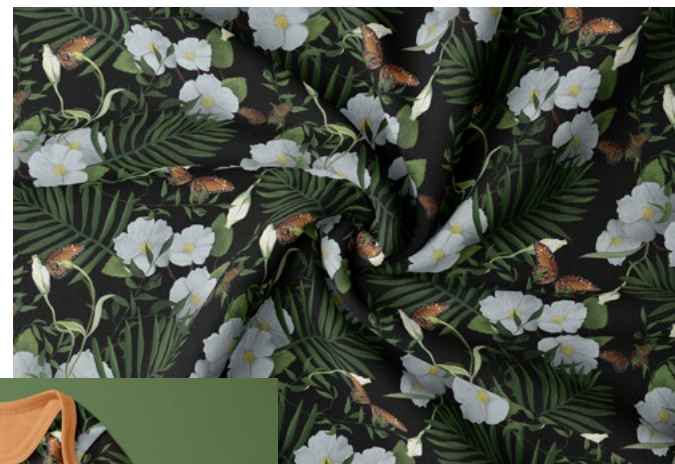
OIL BOTANICALS COLLECTION – TINY DAISIES



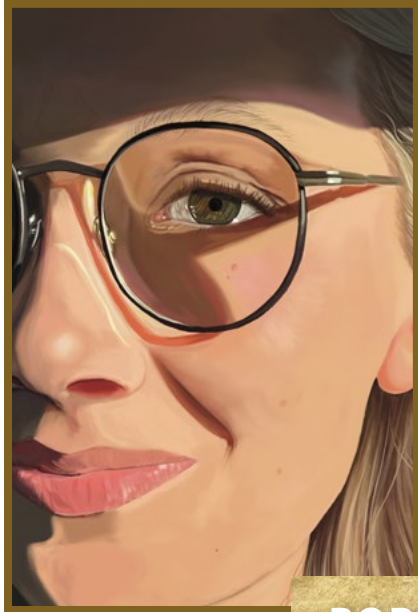
OIL BOTANICALS COLLECTION - AUTUMN COSMOS



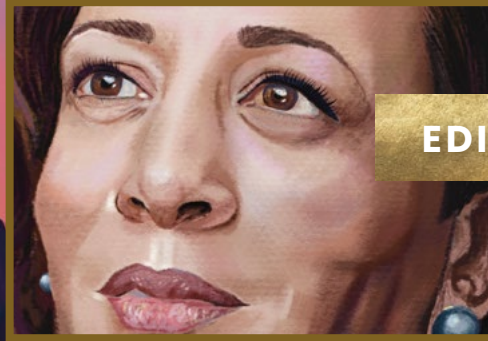
OIL BOTANICALS COLLECTION - CAYUCOS ABALONE



BEYOND BOTANICALS



PORTRAITS



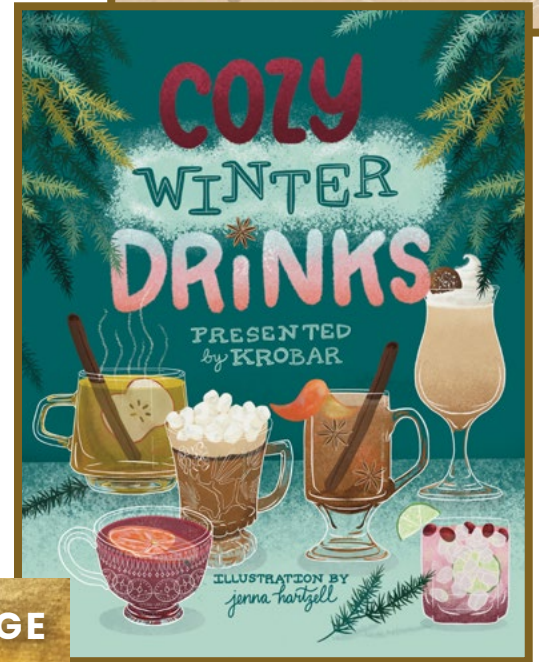
EDITORIAL



HAND LETTERING



WATERCOLOR



FOOD & BEVERAGE



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LET'S CHAT!

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Thanks for browsing my portfolio.
I LOOK FORWARD TO HEARING FROM YOU!

*Let's schedule a coffee chat over zoom sometime soon
to connect and talk about your project.*

In the meantime...

FOLLOW ALONG:

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honeyjocreativeco.com

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