



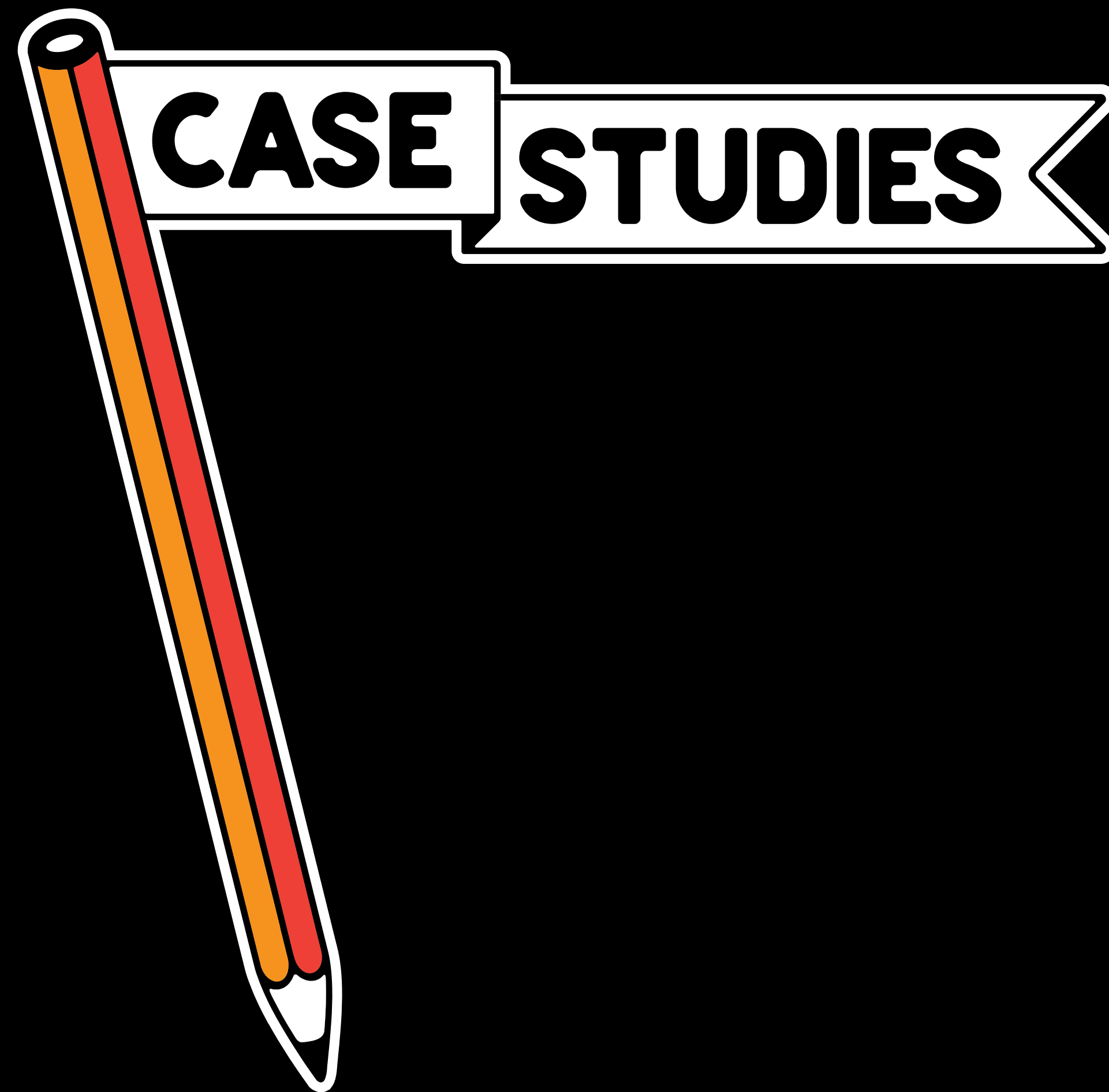
A COLLECTION OF
CREATIVE WORK

BY ROBERT
WILDERMUTH



BRANDING BROUGHT TO LIFE





01
02
03
04

NODA BREWING
LIL BOOK CLUB
HOME COURT
ALTRUIST

NODA BREWING

Tasked with creating a distinctive label for NoDa Brewing Company's double IPA, Vampire Walrus, I was given full creative freedom to develop the concept and execution. I crafted a custom illustration of a vampire-inspired walrus, balancing quirky personality with bold visual appeal. The design was paired with hand-drawn typography to complement the character and enhance shelf presence.

The project began with rough sketches, which quickly evolved into a refined concept after just one round of revision. The client was thrilled with the final design and approved it without any changes. The label was printed and distributed widely across the East Coast, helping the beer stand out in a competitive craft market.

PROJECT: Packaging Design

DELIVERABLES: Label design for a 16oz beer can

TIMELINE: 3 WEEKS



ROBERT WILDERMUTH
PORTFOLIO







ROBERT WILDERMUTH
PORTFOLIO



NODA BREWING

Partnering with NoDa Brewing Company and the Charlotte Humane Society, I designed the Rescue Brew beer can as part of a fundraising campaign to support the Humane Society's new facility. I was tasked with illustrating custom pet portraits of the two contest winners, whose pets became the official faces of the Rescue Brew label.

Beyond the artwork, I collaborated on the visual identity of the campaign and helped shape the social media contest strategy. The first annual contest raised over \$67,000 in just two months, a testament to the campaign's success and community engagement.

The project went through a couple of thoughtful revisions, and the final result was met with enthusiastic client feedback. The two winning pet owners also received their custom portraits as keepsakes.

PROJECT: Packaging Design & Pet Portrait Illustration

DELIVERABLES: Label design for a 16oz beer can

TIMELINE: 3 WEEKS



ROBERT WILDERMUTH
PORTFOLIO







ROBERT WILDERMUTH
PORTFOLIO

NODA BREWING

To celebrate the special small-can release of NoDa Brewing Company's flagship beer, Hop Drop & Roll, I was commissioned to create an exclusive Grogu-themed t-shirt design. The concept merged the beloved Star Wars character with the brewery's bold, hop-forward identity.

I began with exploratory sketches, presenting a few playful options. The client immediately loved the first concept and approved it for final development. I illustrated the piece by hand using Procreate and Adobe Sketch on the iPad, bringing character and energy to the final artwork.

The shirt was released as a limited-edition drop and sold out online within one week, making it one of the brewery's most successful apparel launches to date.

PROJECT: Apparel Design

DELIVERABLES: Design for May the 4th

TIMELINE: 3 WEEKS





LIL BOOK CLUB

Lil Book Club is a community-based program that promotes early literacy and social-emotional learning through curated books, art kits, and custom songs. I was tasked with creating a playful, kid-friendly brand identity, followed by a responsive website and simple packaging design.

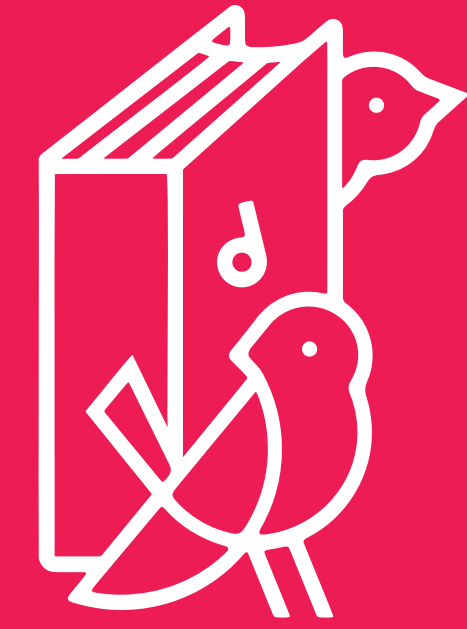
Starting with sketches and client feedback, I developed a visual system that reflects the heart of the program—creative, warm, and connection-focused. The final result gave Lil Book Club a much-needed upgrade and a cohesive, professional presence.

PROJECT: Visual Identity Design

DELIVERABLES: Logo/Website/Merch/Booklet/Subscription Box

TIMELINE: 4 WEEKS





our mission

To help children develop into kind and empathetic humans who will grow to inspire others and recognize every story matters.



If you find yourself wanting more resources to connect with the feelings topic, you're in luck! Here's some links for read alouds about feelings:



My Many Colored Days by Dr. Seuss

The Color Monster by Anna Llenas

The Bad Seed by Jory John and Pete Oswald

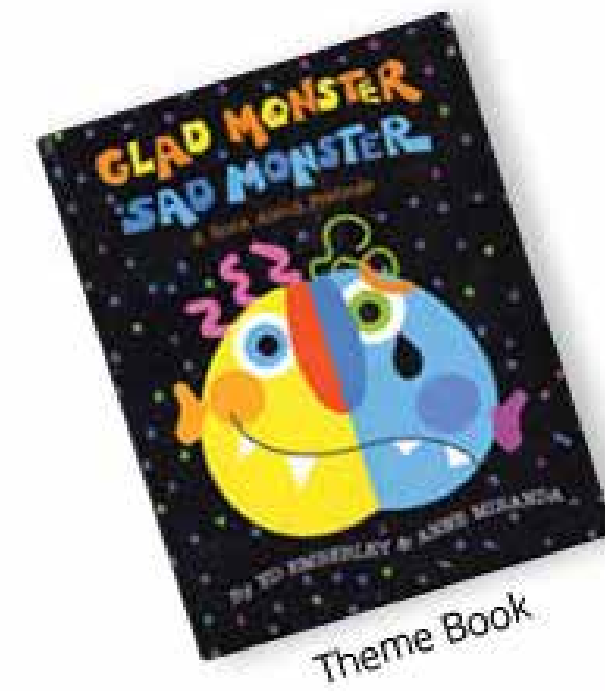
The Feelings Book by Todd Parr



BOOK CLUB THEME: **Feelings**

ANCHOR BOOK: *Glad Monster, Sad Monster* by Ed Emberley and Anne Miranda

IN THE BOX:



Theme Book



Guide Booklet



Creative Project Materials



Colorful Scarves

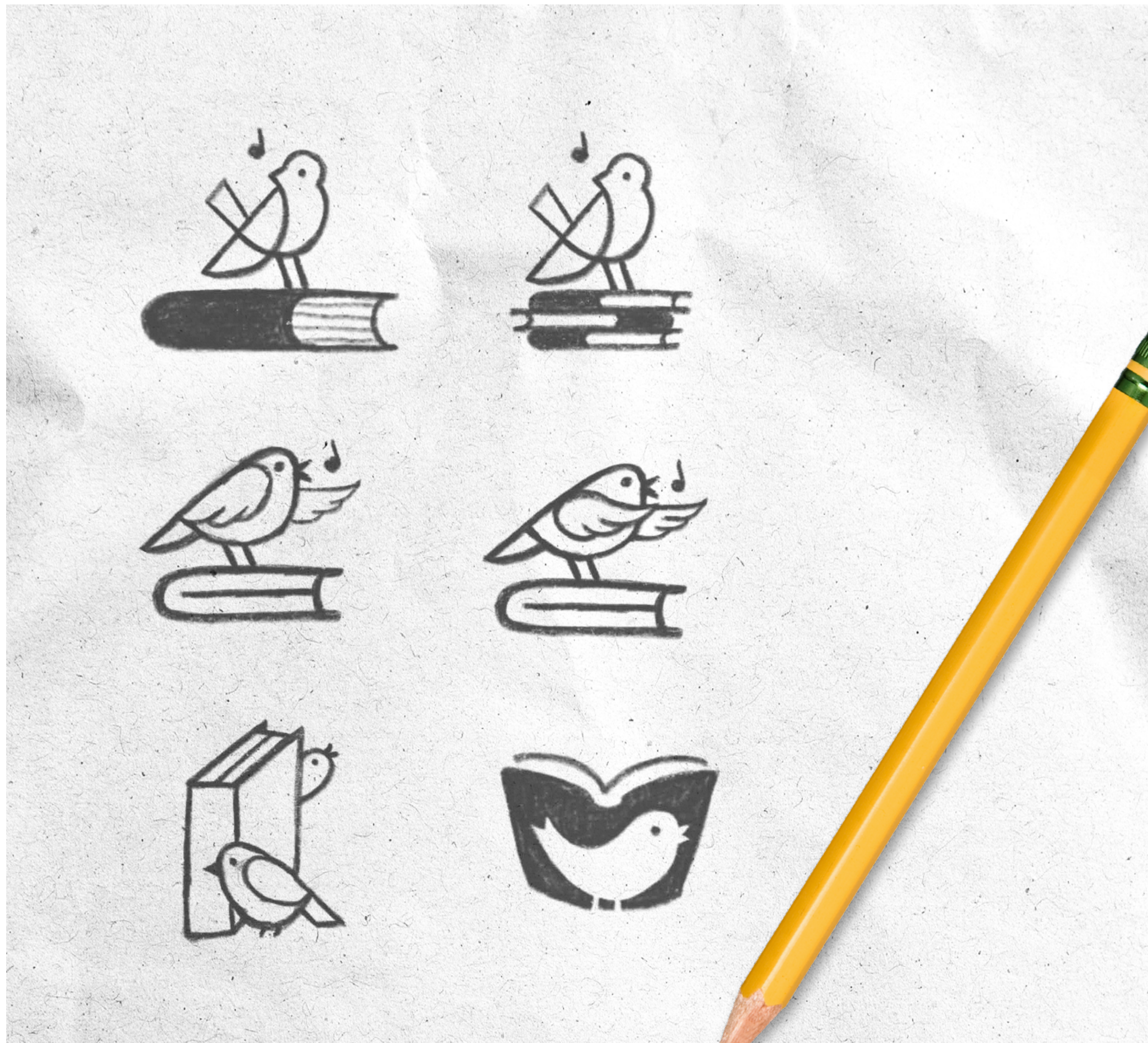


Packing Material
(use it in your art or
save for later)



Creative Project
Template



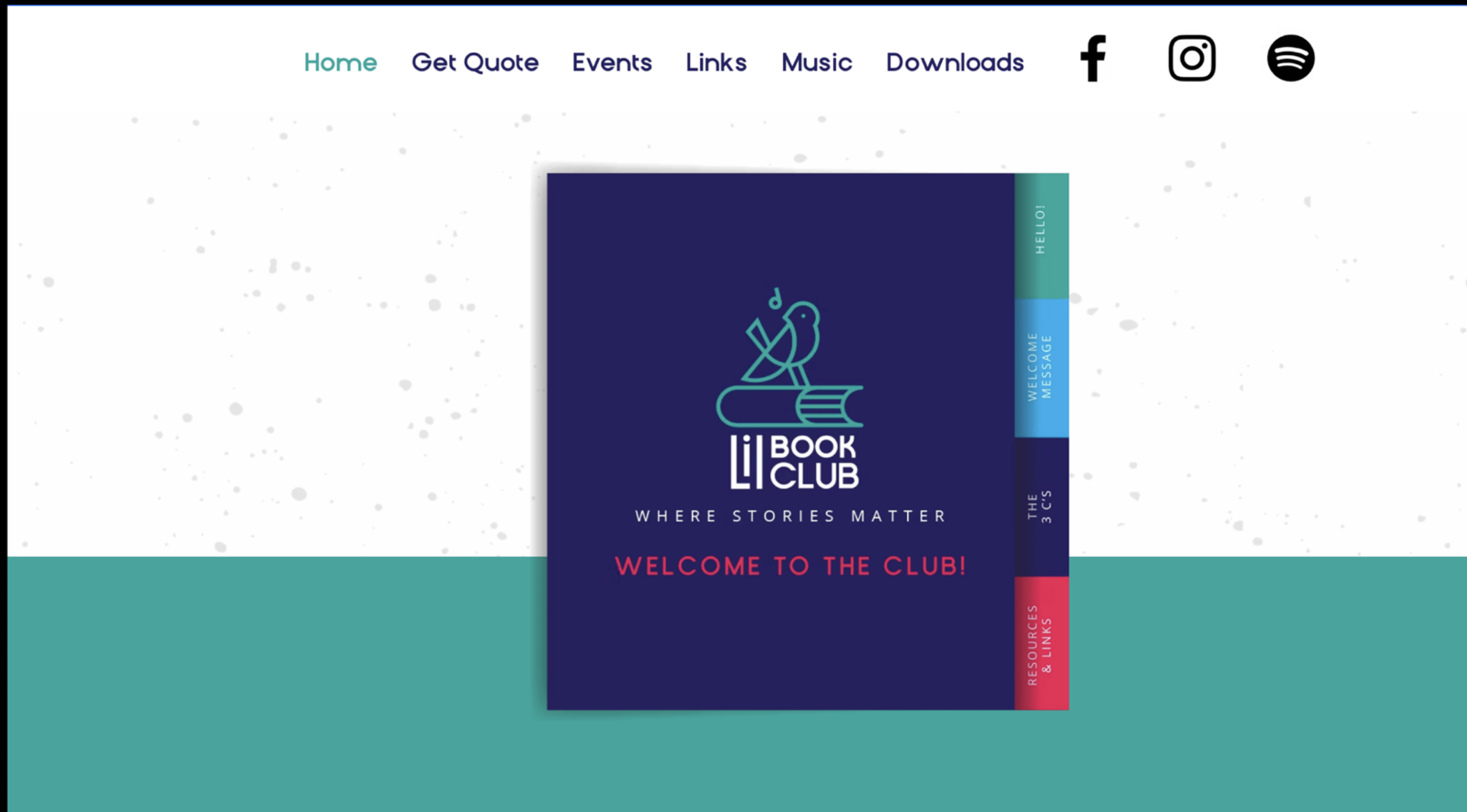


EARLY SKETCHES

In the early stages of the Lil Book Club identity, I explored a series of hand-drawn logo concepts centered around the idea of a songbird—a symbol of learning, growth, and creativity. The bird not only sings, but also builds, mirroring the program’s focus on helping children develop emotionally and intellectually through storytelling, art, and music.

Many of the sketches combined the bird with book elements—open pages forming wings, perched birds on books, or nest-like shapes built from story pages. These visual metaphors helped connect the name "Lil Book Club" to its mission: helping young learners build, sing, and grow through curated, heart-led experiences.





BOOK CLUB IN A BOX

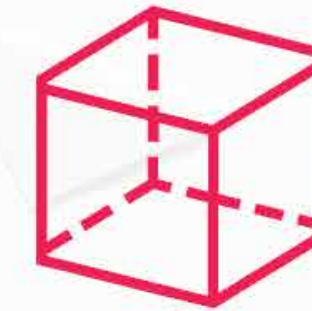
A complete, joyfully designed kit for meaningful social-emotional learning. Each box includes a beautifully curated children's book, a guided lesson plan, hands-on art activities, and original songs—everything needed to spark conversation, creativity, and connection.

From the moment you open it, the playful, colorful packaging sets the tone for a warm and engaging experience. Thoughtful details, soft shapes, and friendly illustrations make the kit just as delightful for teachers and caregivers as it is for the kids. Whether you're in a classroom or at home, Book Club in a Box makes learning feel approachable, personal, and fun.

Book Club in a Box is...



A quarterly subscription
box that comes directly
to your classroom



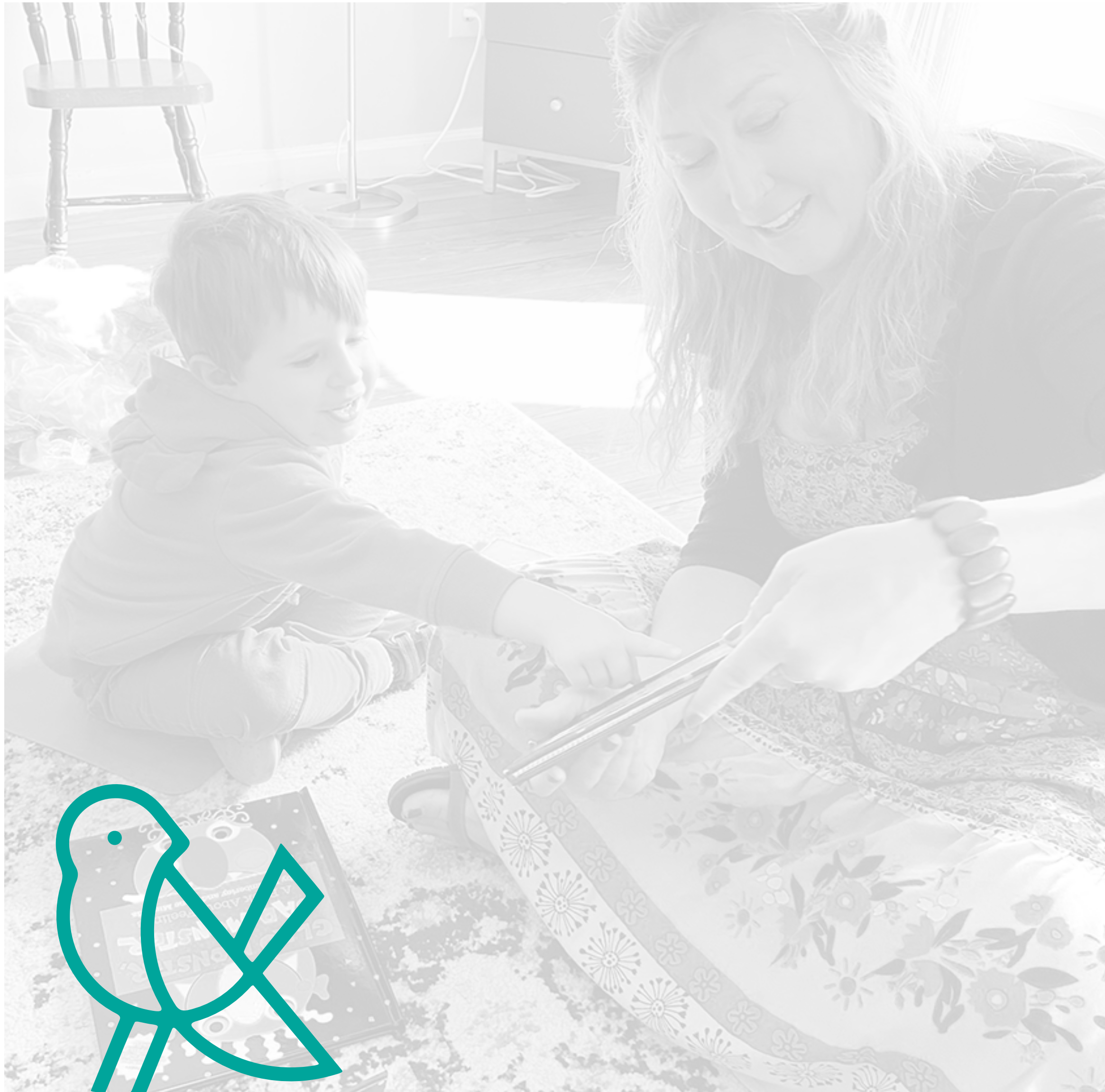
Filled with relatable
books, original music,
and creative art projects
for TK and grades K
through 3.



User friendly and easy
to implement

**You just open it up and have a book club.
It's that simple!**





HOME COURT APPAREL CO.

As the lead designer for Home Court Apparel Co., I developed the brand identity and product mockups for a high-end sports fashion line aimed at athletes and enthusiasts of all ages. The goal was to create a sophisticated, versatile look that balances modern athletic style with timeless design appeal.

The branding system and visual assets were crafted to support investment efforts and build momentum ahead of the planned launch in 2026. Through refined typography, sleek logos, and polished product mockups, the brand presents a confident and aspirational presence that resonates across generations.

PROJECT: Visual Identity Design

DELIVERABLES: Logo/Website/Merch

TIMELINE: 4-5 WEEKS



ROBERT WILDERMUTH
PORTFOLIO





THE LOGO

The logo was crafted to strike a balance between modern aesthetics and a vintage feel, reflecting the brand's blend of contemporary sports fashion and timeless style. Starting from hand-drawn sketches based on original concepts, I refined the design to create a bold, memorable mark that feels both fresh and classic.

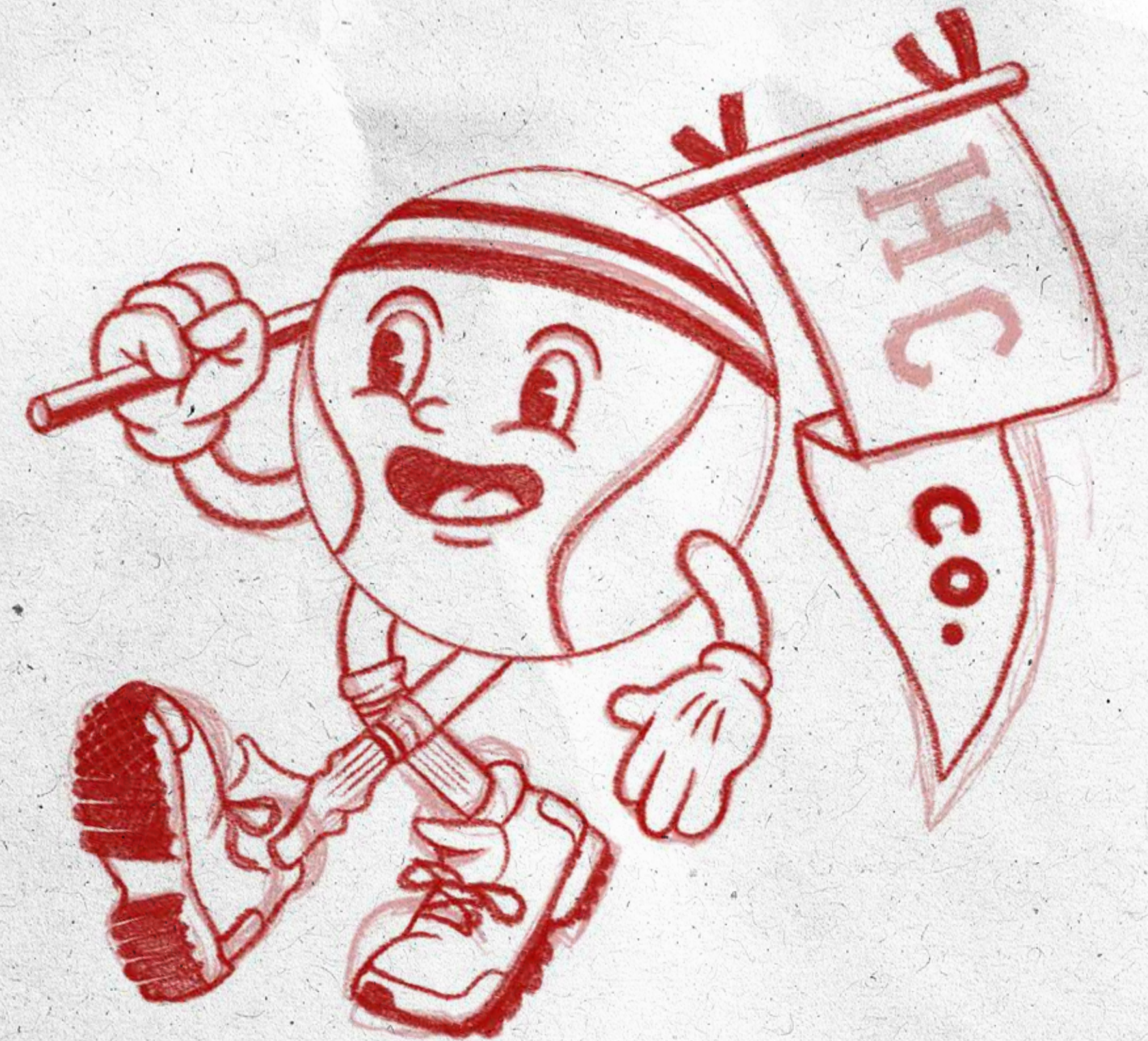




MEET CHUTZPAH

Chutzpah is a lively tennis ball character wearing a retro sweatband, perfectly capturing the brand's vintage-inspired yet approachable vibe. Designed to appeal to both younger and older audiences, Chutzpah brings a fun, memorable personality to Home Court Apparel Co.

Beyond the logo, Chutzpah plays a key role in marketing campaigns and merchandise, appearing on apparel tags, social media content, and limited-edition products. This mascot helps build brand recognition and fosters a playful connection with customers, making the high-end sports fashion line feel welcoming and engaging.









Featured

Apparel

Bags

Accessories

About

Sale



Courtwear that just hits different.

Let's Shop



Courtwear that just hits different.

Let's Shop



ALTRUIST WEALTH MANAGEMENT

I was tasked with developing a brand identity for Altruist Wealth Management that felt simple, modern, and approachable—a fresh alternative for clients seeking transparent, values-driven financial guidance. Through rounds of sketching and exploration, we landed on a bold, clean design that symbolizes clarity, guidance, and trust.

The final identity features bright, confident colors and strong typography to support brand recognition and reflect Altruist's mission: delivering fee-only, fiduciary-based financial advice that helps clients make clear, tax-smart decisions.

PROJECT: Visual Identity Design

DELIVERABLES: Logo/Ads/Business Card

TIMELINE: 3-4 WEEKS



ROBERT WILDERMUTH
PORTFOLIO







ADVERTISING CAMPAIGN

The ad campaign for Altruist Wealth Management centers around the brand's four-point star logo, a symbol of guidance and clarity. In select layouts, the star transforms into a rocket, reinforcing the message of launching your financial journey to the next level with Altruist.

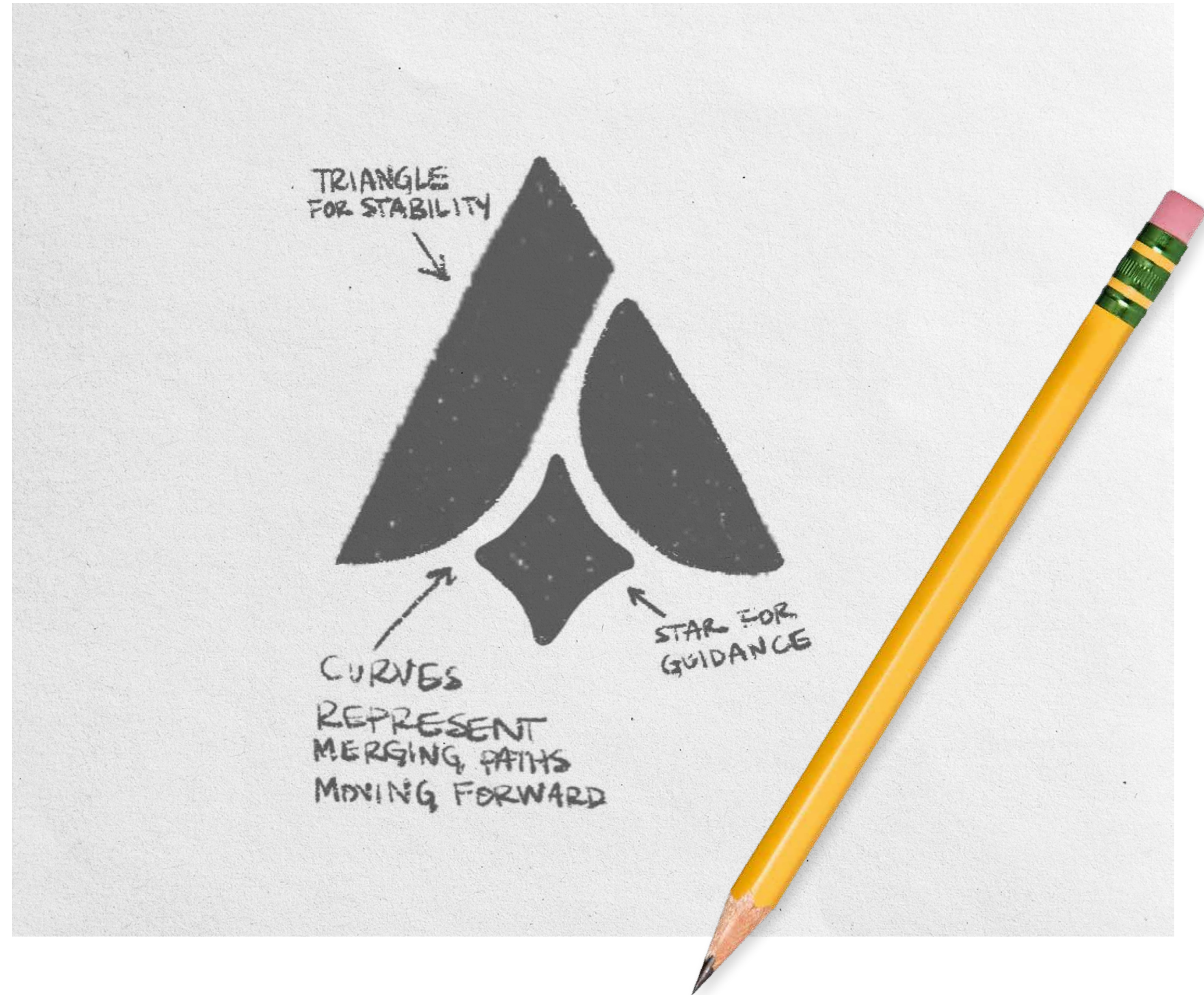
Using eye-catching color palettes and short, confident headlines, the ads are designed to stand out in both digital and print spaces—conveying trust, momentum, and a modern approach to wealth management at a glance.



THE LOGO

The Altruist logo began as a series of hand-drawn sketches exploring themes of guidance, clarity, and forward movement. The final mark features a four-point star, symbolizing direction and trusted advice, while the surrounding curved forms represent merging paths—a nod to the collaboration between client and advisor on a shared financial journey.

The logo's clean geometry and purposeful curves strike a balance between professionalism and approachability, embodying Altruist's mission to simplify wealth management and empower confident, tax-smart decisions.





The advertisement is a rectangular poster with a black border, mounted on a wall of white subway tiles. The background of the poster is dark with a starry space pattern. On the left, a green outline of a rocket ship is shown launching upwards, with blue flames and white smoke at its base. The bottom of the poster features a green horizontal band with a repeating pattern of small white diamonds and upward-pointing chevrons. The text is in white, with the main headline in a large, bold, sans-serif font. The Altruist logo, consisting of a small green diamond followed by the word 'Altruist' and 'WEALTH MANAGEMENT' in smaller letters below it, is positioned in the lower right. The website address is printed in white on the green band at the bottom right.

**Elevated wealth
management
designed for you**

Flat fee fiduciary financial planning
built for investors nationwide.

Altruist
WEALTH MANAGEMENT

altruistwealthmanagement.com



TO BE CONTINUED...

Have a big idea or a bold vision? I'd love to help bring it to life. Get in touch to learn more or hire me for your next project—whether it's branding, illustration, or creative strategy, I'm here to make it happen.

Email: robert@robertbobbyart.com

Social: [@robertbobbyart](https://www.instagram.com/robertbobbyart)

