

**TOMMY**  
**TORRES**

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PORTFOLIO

# 01

## TORMENT & DARKNESS COFFEE CO.

2022 // Branding // Packaging

### THE APPROACH

Torment & Darkness is a coffee company out of Austin, TX. The name represents the agony we have when we haven't had our first cup of joe yet, plus the idea that their coffee is the richest & darkest available. Who else could brew the darkest cup of coffee other than the Prince of Darkness himself?

### THE AESTHETIC

Obviously, the use of a devil character was the focus of the brands' visual theme. However, to lighten the approach to a dark subject, the visuals pulled inspiration from the 1950's, particularly the oil tin-cans from that era, to help lift the mood of the brand to be more of fun temptation than demonic or evil.

### THE DELIVERABLES

Torment & Darkness requested a full branding for their business. This included the name, logo, and brand style to incorporate into their coffee shops and as part of the packaging of their products (coffee bags, cold brew bottle labels, and aluminum can designs).



# Torment DARKNESS

WE DEALT WITH THE DEVIL, SO YOU DONT HAVE TO









# 02

## M.C. ESCHER CUSTOM TYPOGRAPHY

2020 // Typography // Illustration

### THE APPROACH

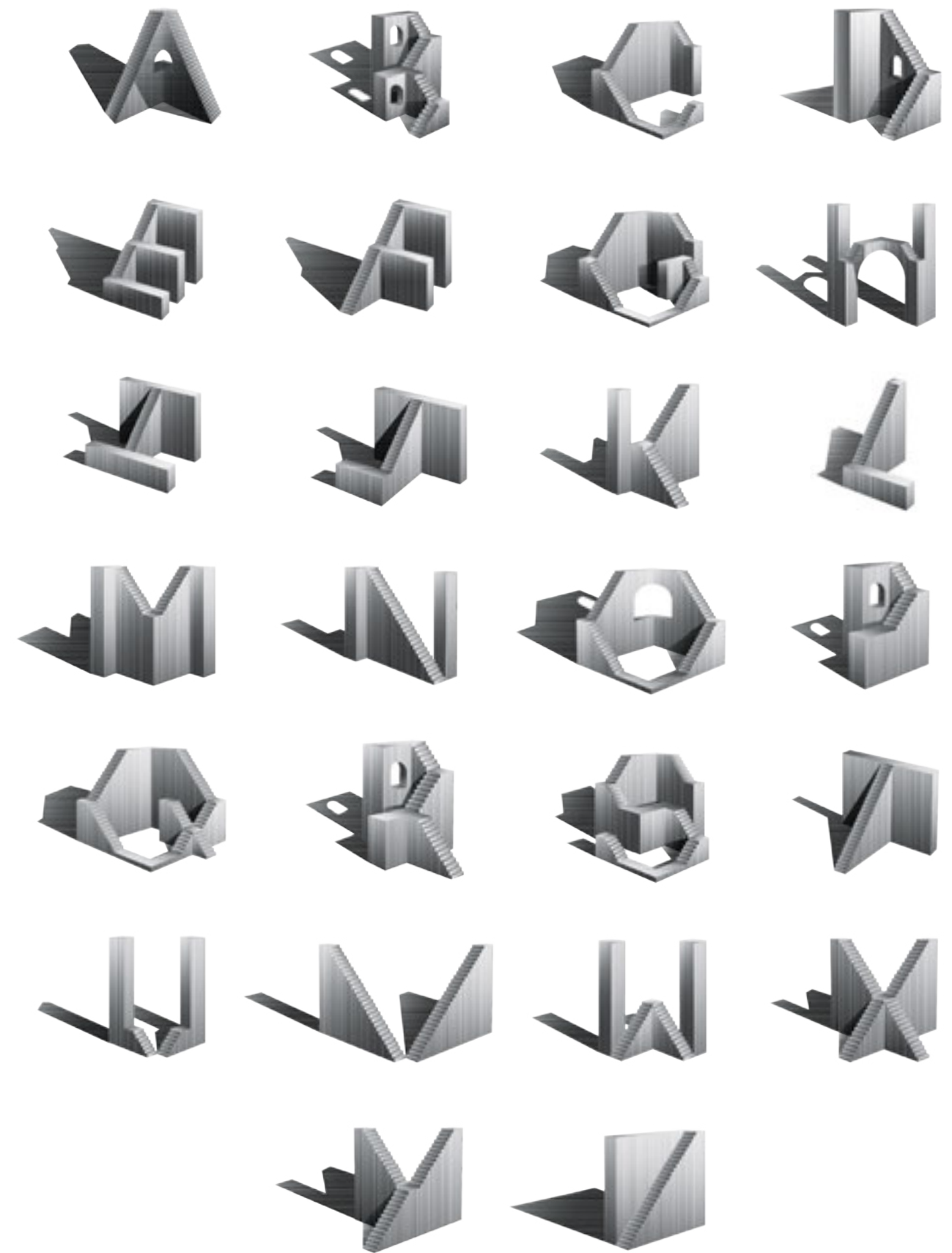
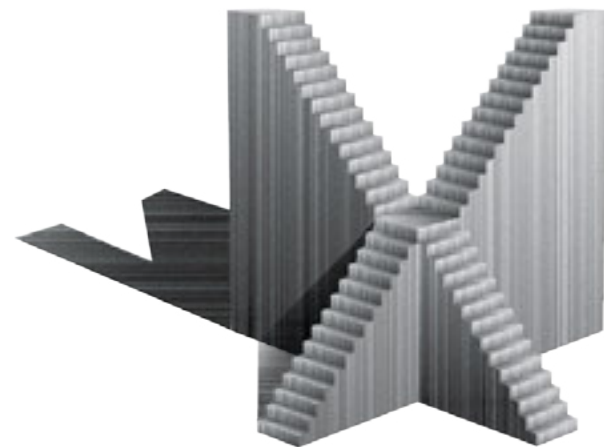
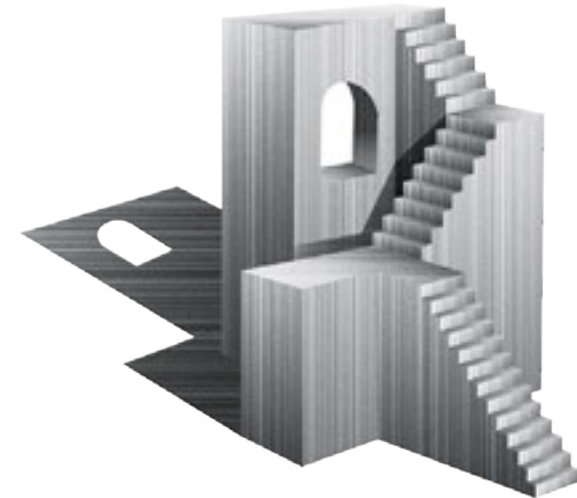
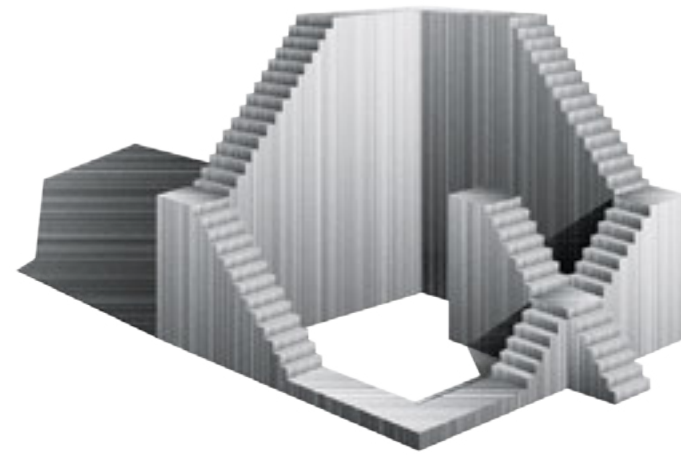
As a creative exercise, commonly known as '36 Days of Type', design a unique alphabet that is cohesive but pushes the boundaries of what we think could be considered typography.

### THE AESTHETIC

Inspired by the Dutch illusionist artist M.C. Escher and his staircase lithographic print *Relativity*. The letterforms are created by an illusion of individual staircase structures combined with a particular perspective that imitates the effect of a 24mm lens from an elevated position.

### THE DELIVERABLES

A poster showcasing the letterforms of the typography. In this case, only the uppercase letters of the alphabet were designed and not any numbers or lowercase letters.





# 03

## SAINT MOTEL

2022 // Web Design // Digital Imaging

### THE APPROACH

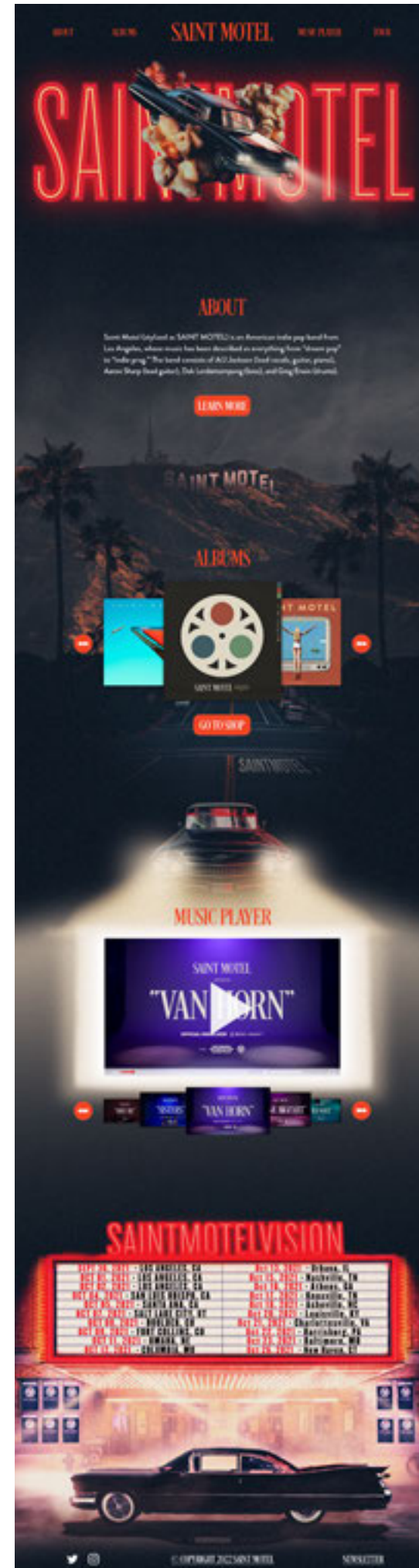
SAINT MOTEL is a dream-pop band from Los Angeles, California. Their latest studio album, titled "The Original Motion Picture Soundtrack", is meant to be a cinematic experience and sound as if the songs belong in a movie.

### THE AESTHETIC

To capture the idea of a cinematic experience, we wanted to tell a story by mixing the band's existing use vintage cars, particularly Cadillacs, along with the vibe of 1970's movie theaters with the marquee and lights, located in their hometown of Hollywood, CA.

### THE DELIVERABLES

A single long-scroll landing page that was required to display the bands albums, biography information, tour showings, and video player incorporated in the design of the site.





# 04

## LOCAL GOAT DISTILLERY

2022 // Branding // Packaging

### THE APPROACH

Local Goat Distillery is a small distillery and bar located in Grandbury, Tx. Known for their experimental blends of gin, vodka, rum and more. Local Goat is a great place for the locals and travelers to gather.

### THE AESTHETIC

Avoiding direct symbolism of a goat was key when it came to the development of the brand. Instead, there was focus on combining clean retro design with a small influence of Texas typography. The only symbolism of a goat is done abstractly on the bottle labels referencing a goats eye.

### THE DELIVERABLES

Local Goat Distillery, as part of their rebrand, requested a logo, stationary, and bottle labels for their house made alcohol beverages.









# 05

## L'UTIMA TRIDICI CUSINA D'TALIA

2022 // Branding // Packaging // Ephemera // Illustration

### THE APPROACH

L'ultima Tridici is an upscale Italian restaurant located in New York City. The name L'ultima Tridici translates to "The Last 13" and represents the 13 attendee's of Leonardo Da Vinci's painting "The Last Supper".

### THE AESTHETIC

A renaissance inspired name also meant renaissance inspired visuals. A period of art and design that could only match the level of elegance the restaurant should have. However, it was executed in a sleek black on black and gold foil finish to give it more of a modern flare to a highly recognizable art style.

### THE DELIVERABLES

L'ultima Tridici requested a logo and stationary set along side ephemera such as plates, glasses, employee uniform, wine label design, and to-go food bag designs.



NEW YORK

# L'UTIMA TRIDICI

CUSINA d'TALIA









# 06

## OPEN PRESS PROJECT

2022 // Editorial Design // Information Visualization

### THE APPROACH

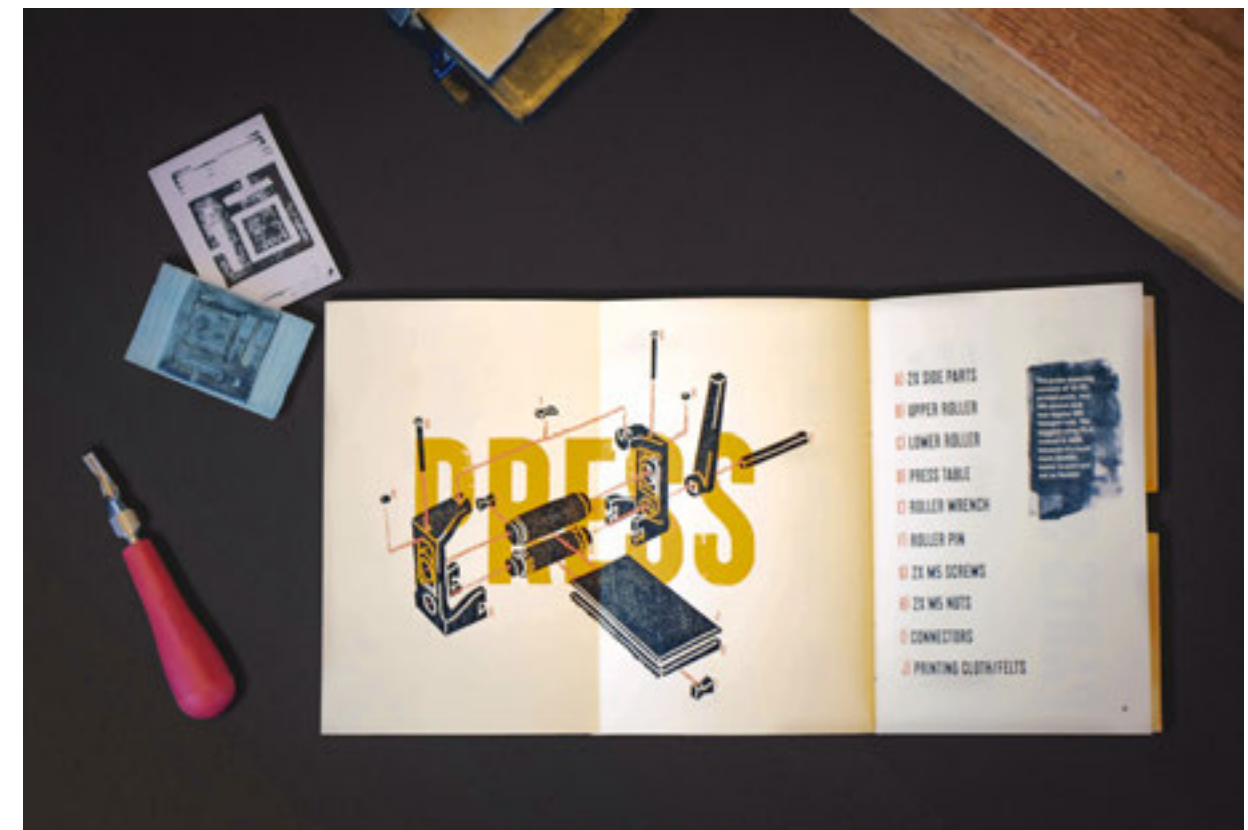
Open Press Project is tiny 3D-printed etching press that will let you use a variety of printmaking techniques in your living room, outdoors, or studio. They have free 3D parts for an individual to print themselves or they can purchase directly from OPP.

### THE AESTHETIC

To emphasize the idea of printmaking from anywhere, we wanted to utilize the press print effect in the display typography and diagram illustrations. Felt was used for the cover as a reflection of the felt required to distribute pressure between the paper and the press roller during the actual printmaking process.

### THE DELIVERABLES

Open Press Project needed a single instruction manual that informed the reader step-by-step on how to create their own personal 3D printed press. In addition to a brief guide on the different printing techniques and how they can be done correctly.





# 07

## FANTASMA KITCHENS

2021 // Packaging // Illustration

### THE APPROACH

Fantasma Kitchens, named after the Mexican luchador Fantasma, is a restaurant located in Fort Worth, Texas. The restaurant operates as a ghost kitchen where it serves online orders of classic fajitas, fried chicken, and Mexican style pizza plus their own house created to-go cocktails and cervezas.

### THE AESTHETIC

Pulling inspiration from old Mexican luchador posters with their naturally weathered paper. Each cocktail label has their own persona with a custom luchador mask, color scheme, typography treatment, and an illustration based on the flavor profile of the cocktail.

### THE DELIVERABLES

Fantasma Kitchens requested a series of bottle labels to be used on their current inventory of disposable to-go bottles in addition to a branded glass growler for cerveza.





# 08

## WIROWAC LANES & LOUNGE

2022 // Branding // Ephemera // Interior Design

### THE APPROACH

Wirowac Lanes & Lounge is an upscale bowling alley located in Redwood City, California. Just outside of San Francisco, in what is called the entertainment hot spot of the bay area. A small social bowling alley that has a retro sophistication to its ambiance.

### THE AESTHETIC

The look and feel of the Wirowac brand is all about the idea of "retro sophistication", meant to be upscale and represent bowling's heritage at its finest. All the while imitating designer fashion, where the design elements of the brand are simple but still bold enough to make a memorable impression upon a glance.

### THE DELIVERABLES

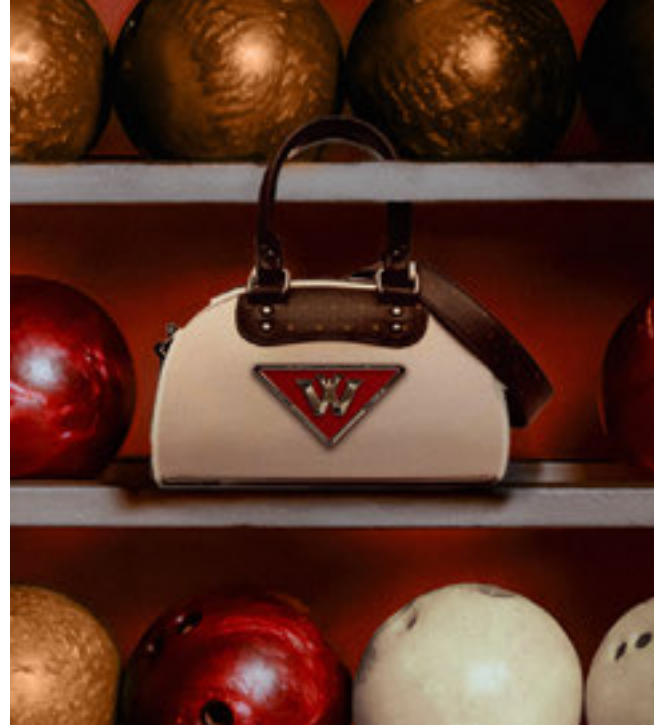
Wirowac requested a full branding for their bowling alley and bar. This included the logo, stationary, merchandise, interior space, advertisements, and other ephemera such as bowling balls and scorecards.



**W**  
**WIROWAC**  
LANES & LOUNGE









## CONTACT

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