

# Branding





Branding

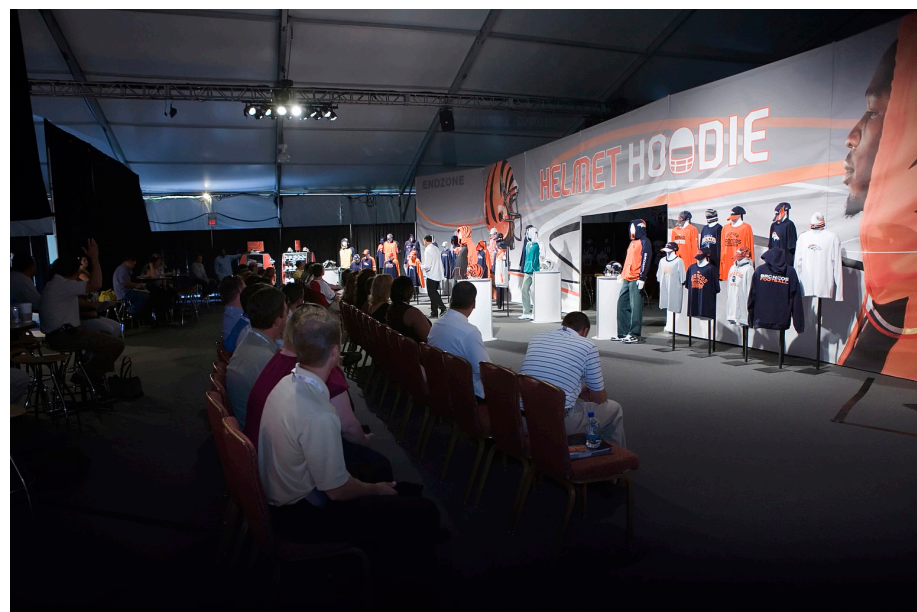
NFL / Helmet Hoodie

When Reebok was the official outfitter of the NFL, our mission was to design and put forward the best on and off field product possible. Our team was responsible for developing, branding, and implementing all the integrated marketing behind this product.

Jason Weeks / Art Direction / Design

Mark Mann / Photography

Client / NFL / Cincinnati Bengals





Branding

NFL / Helmet Hoodie

# HELMET HOODIE





Branding

NFL / Helmet Hoodie







Branding

Sony / PS2 / Amplitude

Amplitude is a music video game developed by Harmonix for the PlayStation 2. a.d.d Marketing + Advertising was hired by Sony to develop the visual id look and feel of this music centric video game. As the Senior AD/Designer on this project, I led a team in developing the final visual product.

[https://en.wikipedia.org/wiki/Amplitude\\_\(video\\_game\)](https://en.wikipedia.org/wiki/Amplitude_(video_game))

Jason Weeks / Art Direction / Design





Branding

Sony / PS2 / Amplitude





Branding

Sony / PS2 / Amplitude



JWEEKS CREATIVE

