



Blake Judson

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Portfolio

About me

Hi, I'm Blake Judson, a graphic designer based in Tauranga.

My passion for design started young and was shaped by growing up around art, music, and creativity. That early influence turned into a strong drive to create work that connects with people, whether it is for myself or for others.

I enjoy collaborating with individuals and brands to bring ideas to life and turn them into something exciting and visual. Alongside design, I am also into photography, music, acting, and singing, all of which influence how I think and create.

My work sits where creativity meets storytelling, and I am always looking for the next project to build something meaningful.

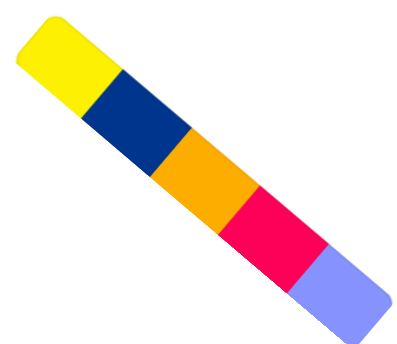
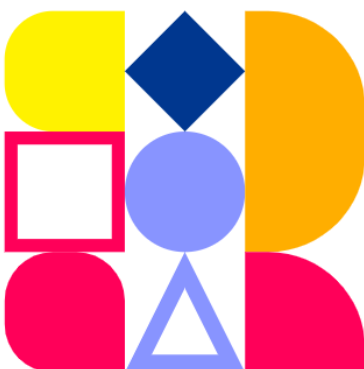
✉ blakeloyalty@gmail.com

📷 [blake.judson](https://www.instagram.com/blake.judson)

🌐 [blakealexanderjudson.com](https://www.blakealexanderjudson.com)



Favorite Colors



What is in my toolset?

My toolset includes Adobe Creative Suite such as Photoshop, Illustrator, InDesign, Premiere Pro, and Acrobat, along with design and prototyping tools like Figma, FigJam, and Canva. I also work with web and CMS platforms including WordPress and Wix, and I use Lightroom for photo editing and CapCut along with Premiere Pro for video editing. For 3D and motion work I use Blender, and for collaboration and workflow I rely on Discord and monday.com.



S C E N D E N T



Scendent is a Mental Health Brand based out of Auckland. The founder of this brand, Ryan Michael Collier, asked me to work for him on his team to design the brand kit for his company. In the end, I signed a short-term contract as Assistant Creative Director.

- *Scope of the work: Brand Kit Creation, Indesign, Clientale Communication.*

IMAGES OF WORK.

Scendent Logomarks

- Black Logo (Standard Use)**

This is the black variation of the Scendent logo. It is suitable for use across a wide range of media and provides strong contrast on light backgrounds.
- Green Logo (Primary Logo)**

This is the primary Scendent logo in green. It is the preferred version and is intended for use across all major brand applications.
- White Logo (Limited Use)**

This is the white version of the Scendent logo. It should be reserved for special use cases, such as placement on dark or photographic backgrounds, and is not intended for primary use.
- Green Logo (Black Border)**

This bordered version of the Scendent logo is for special use cases. Use it on green or low-contrast backgrounds where other logo versions don't stand out clearly.

Primary Logo
The bold green "S" mark placed on a black circular background. This is the primary logo and should be used across all major branding materials including digital, print, and social media. Best for posters, merchandise, website headers, and social profile icons.

Inverse Logo
A clean white "S" mark centered in a black circle. This version is used when the primary green version would clash with background colors or when a monochrome look is preferred. Best for watermarks, minimalist packaging, and formal documentation. Do not tint the white or replace with off-white or cream.

Alternate Logo
A reversed version featuring a black "S" on a neon green circle. This is an accent variation, best used sparingly for high-impact designs or vibrant marketing. Best for event branding, social media highlights, and limited-edition merchandise. Do not use as the default logo or over highly textured backgrounds.

White Logo
A clean white "S" mark designed for high contrast on dark or richly colored backgrounds. Use the white logo when placing it over dark backgrounds to ensure visibility and brand clarity. Best for dark-themed graphics, black or dark grey backgrounds, photography with dark overlays, and social media profile icons with dark backgrounds. Do not use on light backgrounds, pale colors, or white areas, as this will reduce visibility and compromise brand recognition.

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Scendent Brand Kit
A Comprehensive Guide

2025 Designed for Ryan Collier

Created by
Blake Alexander Judson

Brand Colors

Primary

Scendent Green Scendent Black

Scendent Lime Scendent White

Scendent Red Scendent Blue

Utility

Scendent Grey Scendent Off-Black

Brand Colors Identification

	HEX #00ff00 RGB 0, 255, 0 CMYK 100, 0, 100, 0 HWB 120, 0, 0 HSL 120, 100, 50	Scendent Green
	HEX #000000 RGB #000000 CMYK 100, 0, 100, 0 HWB 0, 0, 100 HSL 0, 0, 0	Scendent Black
	HEX #44d62c RGB 68, 214, 44 CMYK 68, 0, 79, 16 HWB 112, 17, 16 HSL 112, 67, 51	Scendent Lime
	HEX #ff0000 RGB 255, 0, 0 CMYK 0, 100, 100, 0 HWB 240, 0, 0 HSL 0, 100, 50	Scendent Red
	HEX #0000ff RGB 0, 0, 255 CMYK 100, 100, 0, 0 HWB 120, 0, 0 HSL 240, 100, 50	Scendent Blue
	HEX #31353d RGB 49, 53, 61 CMYK 20, 13, 0, 76 HWB 220, 19, 76 HSL 220, 11, 22	Scendent Grey
	HEX #1f2329 RGB 31, 35, 41 CMYK 24, 15, 0, 84 HWB 216, 12, 84 HSL 216, 14, 14	Scendent Off-Black

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Qtelli Limited

Qtelli is a dementia and aged care support brand that contacted me directly through my website to develop a new logo for their business.

- *Scope of the work: Logo design & Clientale Communication, Adobe Illustrator.*



IMAGES OF WORK.



IMAGES OF WORK.

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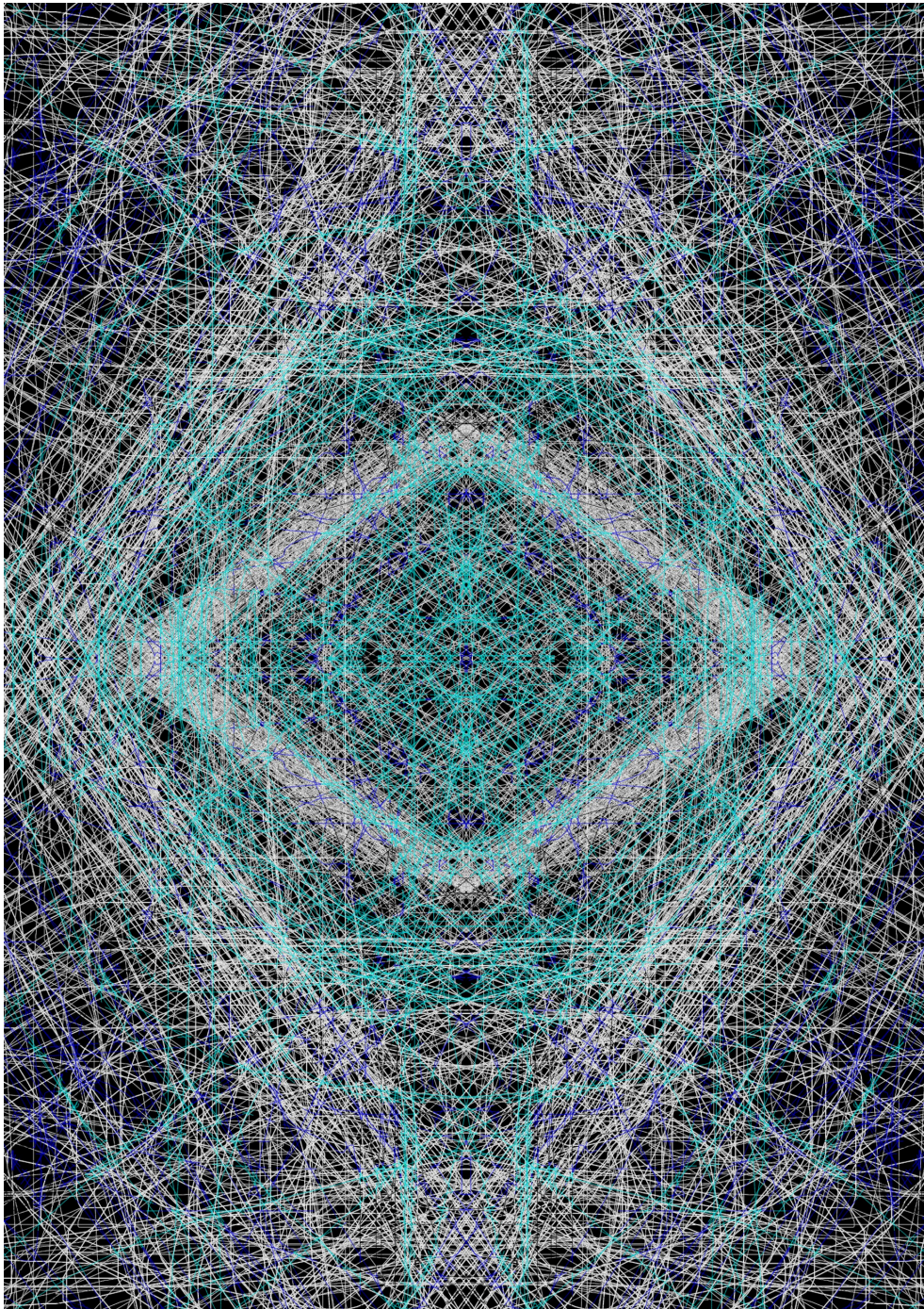
Submit now
Grades posted
Due today
Who's watching?
Not enough
Still behind
Forgot to submit
Almost due
Everyone's ahead
WHAT DOES ANXIETY LOOK LIKE?
Anxiety comes in many forms.

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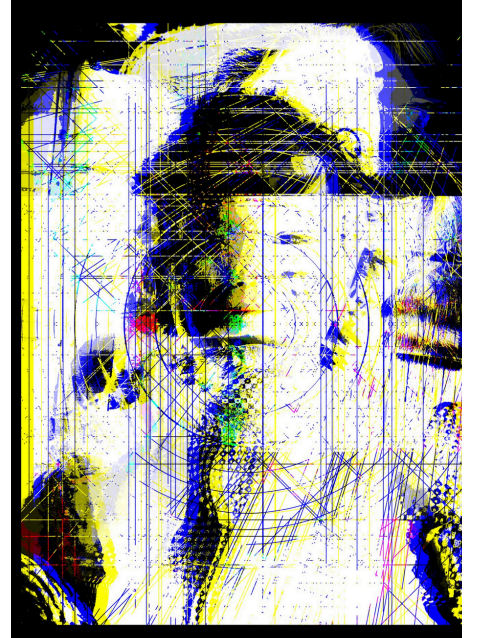
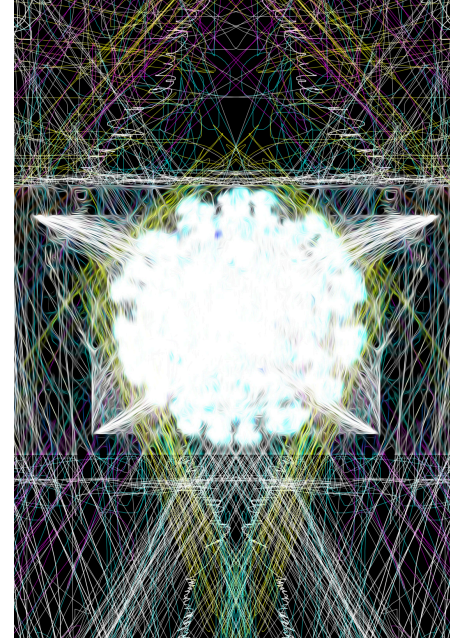
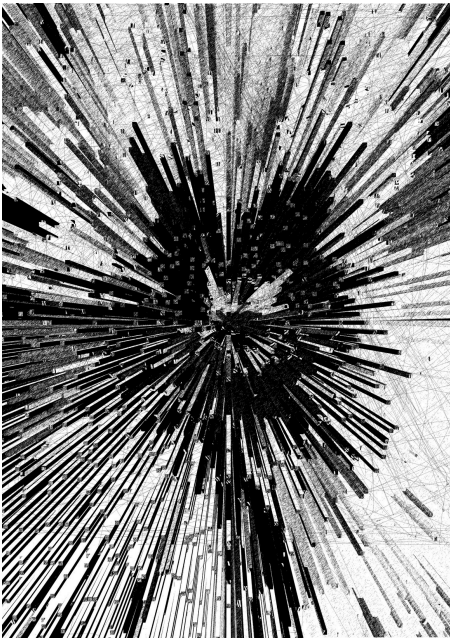
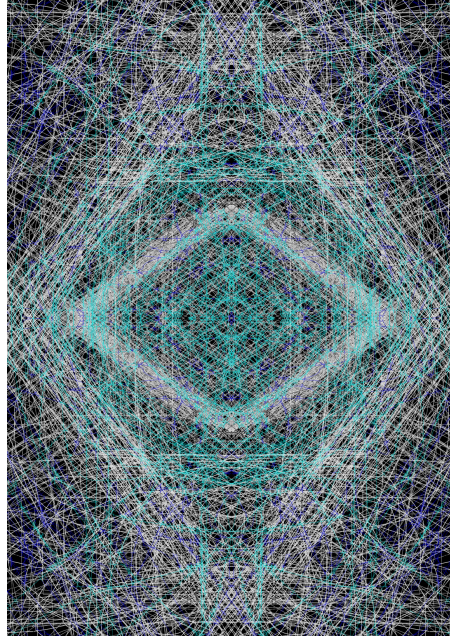
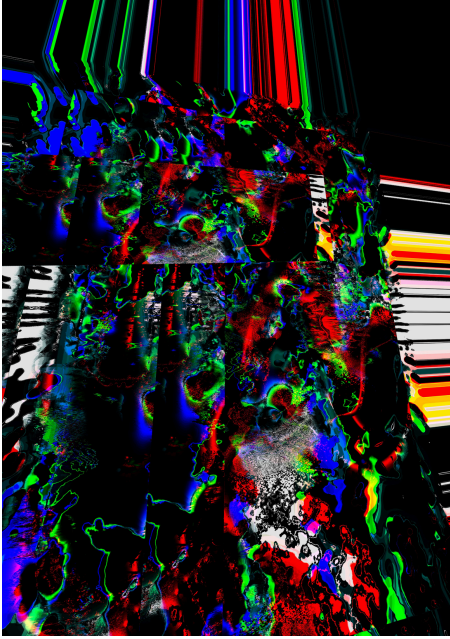
Personal Abstract Art Project

This project was a personal one where i decided to test the limits of my photoshop skills and design artworks based around hyper-reality and quantum space.

- *Scope of the work: Adobe Photoshop, Design contextualised artworks.*



IMAGES OF WORK.



Packaging & Print

This is a packaging and print project where I screen printed my typeface I designed onto hoodies as part of a collaborative project. The work explores translating a digital typeface into a physical garment, testing how typography functions in a wearable, real-world context.

- *Scope of the work: Screenprinting, Type design, Colaboration, Marketing.*



IMAGES OF WORK.



Website Project

This is my personal website project, designed and built to showcase my portfolio and creative work, providing a platform for potential clients to explore my projects and get in touch with me.

- *Scope of the work: Logo design, Website design, Wixsite, Design a website portfolio.*

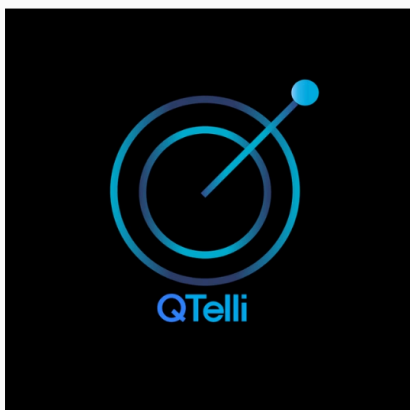


INNOVATIVE GRAPHIC DESIGN

Explore Blake Judson's artistic journey, where creativity meets professionalism in graphic design and digital arts. Discover his unique style that resonates with modern marketing needs.

PORTFOLIO

This is a portfolio showcase that highlights and presents my creative projects and work.



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IMAGES OF WORK.



INNOVATIVE GRAPHIC DESIGN

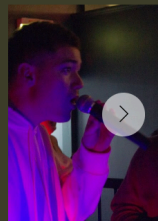
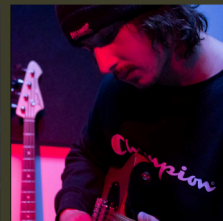
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FOLLOW

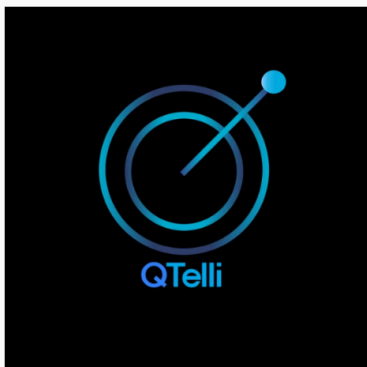


- Home
- My designer CV
- Contact
- Portfolio
- Instagram

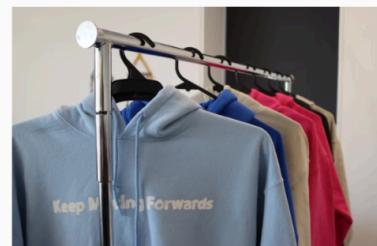


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BLAKE JUDSON

