

KARL USCHOLD

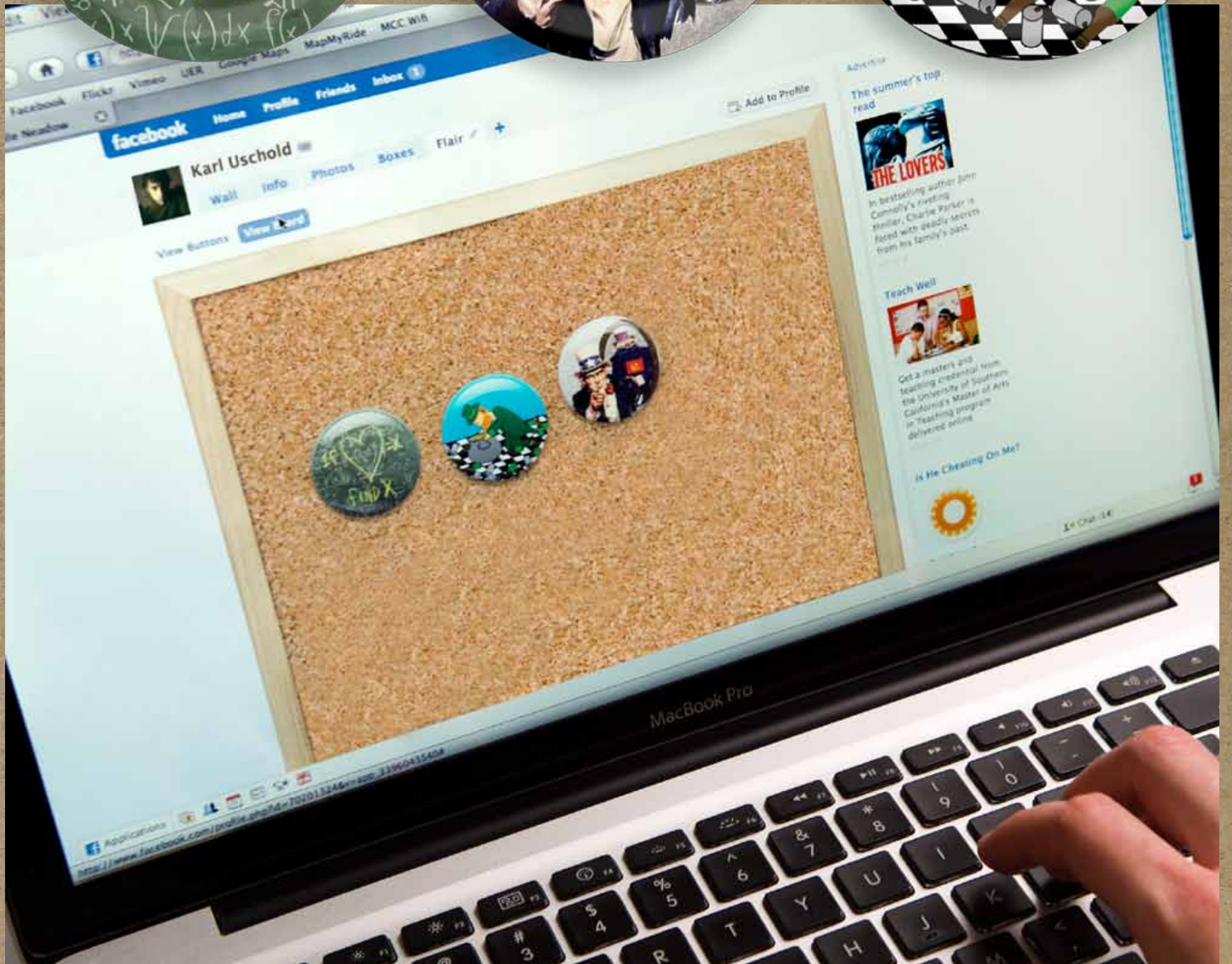
PORTFOLIO

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Buttons: Facebook Pieces of Flair

"Pieces of Flair" to express an emotion, a political idea, and a cultural event or holiday.



Brand Identity: Isis Power Tea


Carrier, logo, bottle, and point of sale display for an energy drink aimed at women with an active lifestyle.





Poster Design: Poetry In Motion

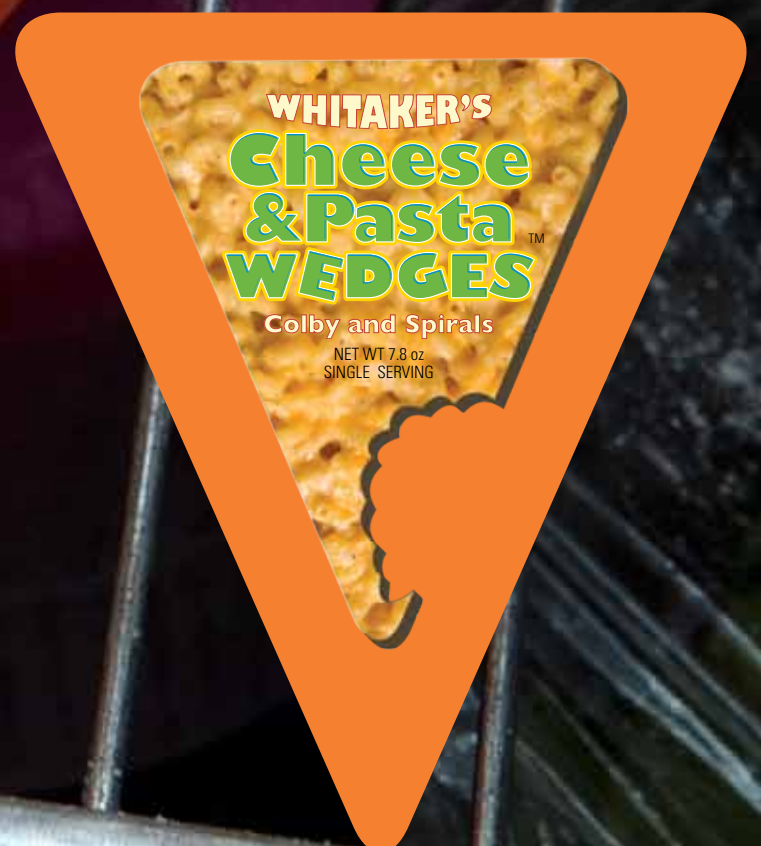
Poster to be displayed in public transportation areas and vehicles as entertainment for riders.



MY BEARD
grows
down to my toes
I never wears
no clothes
I wrap my
hair
around
my bare and
down
the road
I goes.

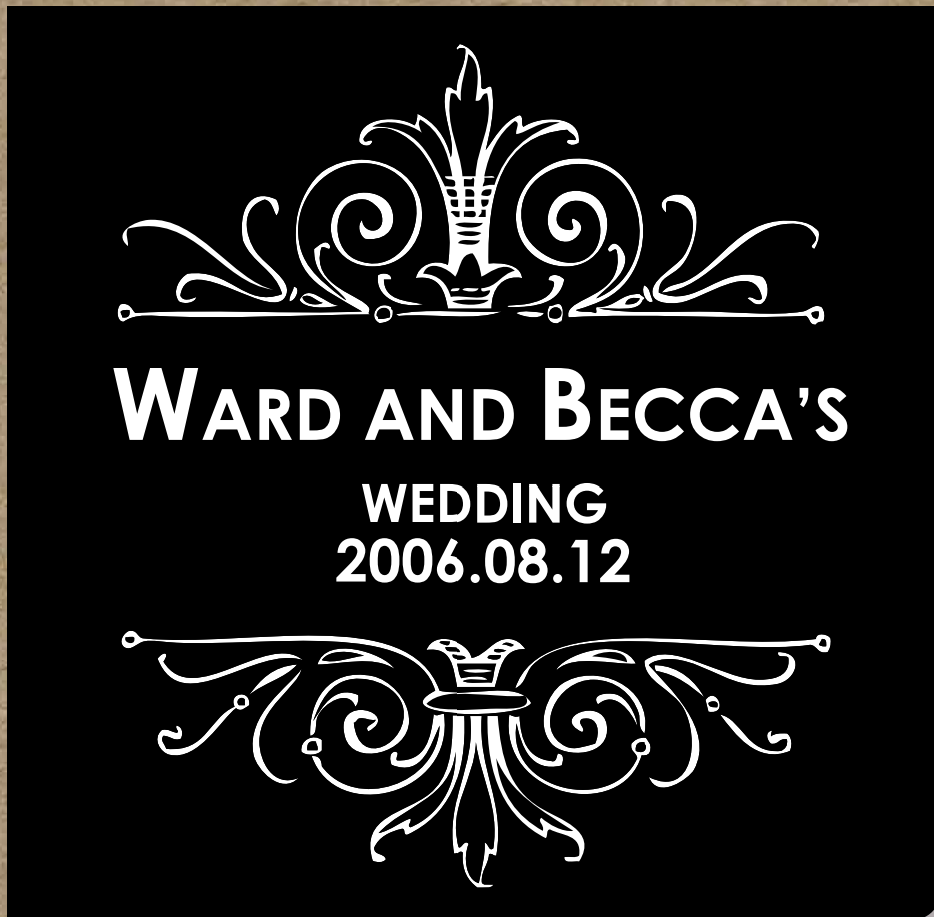
Brand Label: Cheese & Pasta Wedges

Package and brand lock up for an easy to prepare snack.



CD Packaging: Whittiker Owens

Cover and CD label design for wedding photography proof images.



Typography: Self Portrait

Stylized self portrail made completely with Futura characters.



Post Cards: Valentine Greetings

Annually designed post card greetings for friends and family; 2007, 2008, 2009, 2010



Mail Art: Cheesy Trap

This post card was durably constructed to survive its journey through the Postal Service.



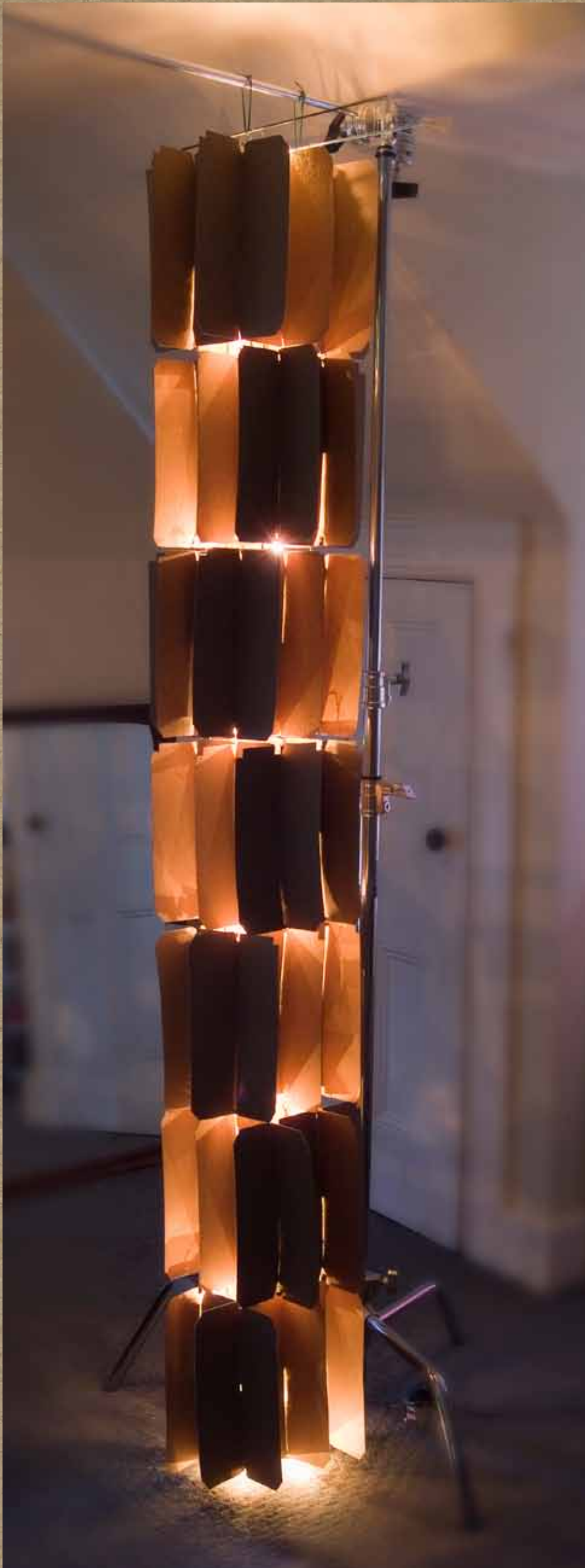
Interactive Sculpture: Mutoscope

This moving sculpture takes its audience on a circular journey through a silhouette world using a hand-powered internal gear.



Repurposed Material: Light Column

Prototype mood lighting constructed out of recycled wine bottle packaging and Christmas lights.



Repurposed Material: Lamp Shade

This prototype is constructed out of paper towel tubes and is designed to light up and out for a subtle ambient effect.



Interactive Packaging: Gift Card Bread

The receiver of this Gift Card Box was provided with a knife and instructed to cut on the oated line to find their present.



Packaging: Nathaniel Square

Customizable label for beer bottle carrier to allow for multiple combinations of brews, promotional flier, deli menu/order slip.



MIXED 6
NATHANIEL SQUARE
CORNER STORE
585.325.1150
496 South Ave.
Rochester NY 14620



◆Hand Selected Micro Brews◆

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Smuttynose
Southern Tier
Sierra Nevada

Stone
Anchor
Brooklyn
Blue Point
Ommegang
Great Lakes
and 187 more!

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NAME

EGG & CHEESE BREAKFAST SANDWICH

Includes 2 Eggs and American Cheese on a Hard Roll

- ☐ **Basic \$2.75**
- ☐ with **Potatoes \$3.25**
- ☐ with **Bacon \$3.50**
- ☐ with **Sausage \$3.50**
- ☐ with **Turkey \$3.75**
- ☐ with **Ham \$3.75**

BREAKFAST MELTS

Includes 2 Eggs and 3 Slices of Cheese on Sourdough Bread.

- ☐ **Basic \$3.75**
- ☐ **Potato:** Potatoes, Cheddar Cheese **\$4.25**
- ☐ **Cheese Steak:** Shaved Steak, Mozzarella Cheese, Grilled Peppers and Onions **\$4.75**
- ☐ **Bacon:** 3 Slices of Bacon, American Cheese **\$4.50**
- ☐ **Sausage:** 2 Sausage Patties, American Cheese **\$4.50**
- ☐ **Turkey:** Grilled Turkey, Swiss Cheese **\$4.75**
- ☐ **Ham:** Grilled Ham, Swiss Cheese **\$4.75**

SANDWICH & MELT OPTIONS

- Switch Cheese for 25¢**
- ☐ Cheddar
 - ☐ Mozzarella
 - ☐ Swiss
- Extras:**
- ☐ Potatoes add **50¢**
 - ☐ Bacon add **75¢**
 - ☐ Sausage add **75¢**
 - ☐ Turkey add **\$1.00**
 - ☐ Ham add **\$1.00**
 - ☐ Meat Hot Sauce add **50¢**
 - ☐ Jalapenos
 - ☐ Franks Red Hot Sauce
 - ☐ Switch Eggs to Homemade Tofu Scramble
 - ☐ No Cheese

See the other side
for more choices...



BREAKFAST BURRITOS

All Include Salsa, 3 Eggs, Cheddar and Mozzarella Cheese, Peppers, and Onions in a Flour Tortilla

- ☐ **Basic \$3.75**
- ☐ with **Potatoes \$4.50**
- ☐ with **Bacon \$4.75**
- ☐ with **Breakfast Sausage \$4.75**
- ☐ with **Chorizo Sausage \$6.25**

Burrito Extras:

- ☐ Potatoes add **75¢**
- ☐ Jalapenos
- ☐ Meat Hot Sauce add **50¢**
- ☐ Franks Red Hot Sauce
- ☐ Switch Eggs to Homemade Tofu Scramble
- ☐ No Cheese

OTHERS

- ☐ **The Elvis:** Peanut Butter, Banana, and Bacon on Toasted Sourdough Bread **\$3.50**
- ☐ Side of Potatoes **\$1.25**
- ☐ Bagel **\$1.50**
- ☐ Bagel with Butter **\$2**
- ☐ Bagel with Cream Cheese **\$2**
- ☐ Bagel with Peanut Butter **\$2**
- ☐ Grilled Hard Roll **\$1**

SPECIAL REQUESTS

NATHANIEL SQUARE CORNER STORE

495 South Avenue, Rochester, NY 14620
585-325-1150