

Peter Johnstone  
Art Director  
p2bilt.com

5300 Newhall Road  
Durham, NC 27713  
732.754.2186



### All About Beer

- Editorial art direction and concept development.
- Workflow strategy & platform delivery for print & digital
- Management of art & photo for on-brand creative
- Product rebrand & defining design strategy
- Establishing pathways for product growth
- Inventive typographic solutions

### Wine & Spirits

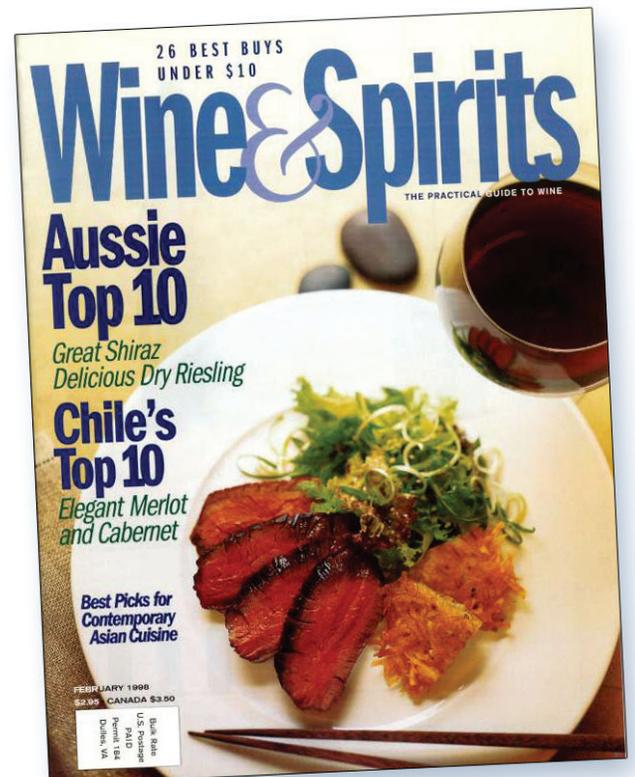
- Complete creative responsibility for all aspects of highly targeted lifestyle and collecting glossy, circulation 75,000+

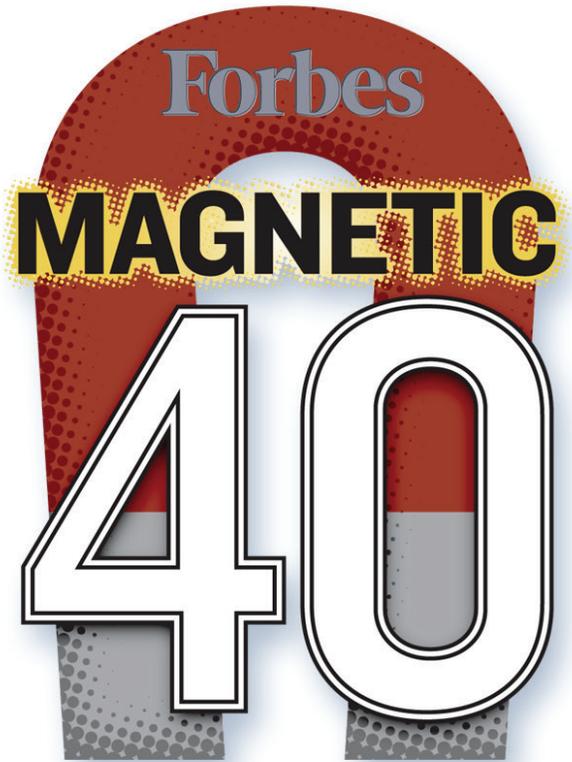
See More spreads, logo designs, illustration, and web at [p2bilt.com](http://p2bilt.com)



### Forbes Custom Communications

- Consulted on product-wide branding redesign, and implemented new visual decisions across all magazine and collateral materials
- Designed front-of-the-book, back-of-the-book, and feature well layouts, as well as corporate communications, logotypes, brochures, calendars, newsletters, CD and cassette covers, ads and promotional materials



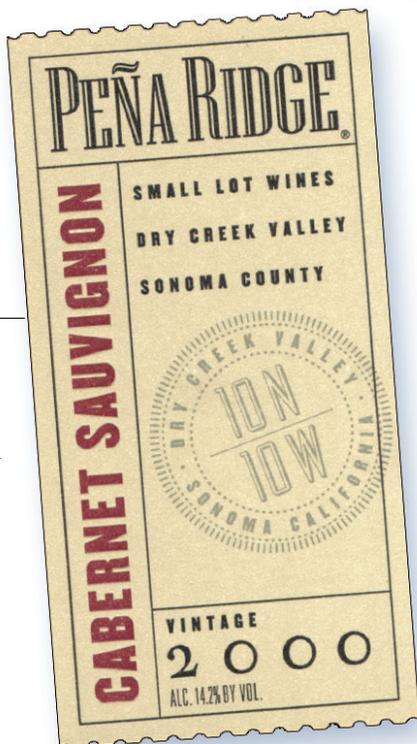


### Freelance Package Design

- Following my work on Wine & Spirits, I have designed and consulted on a wide variety of package branding initiatives for the wine industry.



- Argyle is a pioneering Oregon winemaker who wanted a redesign of their 80s-era labels, to reflect their newfound premium status while being widely adaptable across all of their varietals. I responded with die-cut textured paper, embossed foil inlay, and a strong branding effort across all of their packaging.



- The Lantana project was a special release limited edition from Penfolds to celebrate the Australian theatrical release of Lantana, a mystery thriller, in which the crucial clue is a single shoe from a missing woman.

- Peña Ridge is a small, artisanal winery nearly 1,000 feet high in the mountains surrounding Sonoma valley. They contracted me to create a distinctive label which captured their exclusive concentration on estate-grown wine of low yield and high quality.

- Intelliscan Wine Collector marries the old-world packaging traditions of vintage wine with a high-tech product aimed at serious collectors.



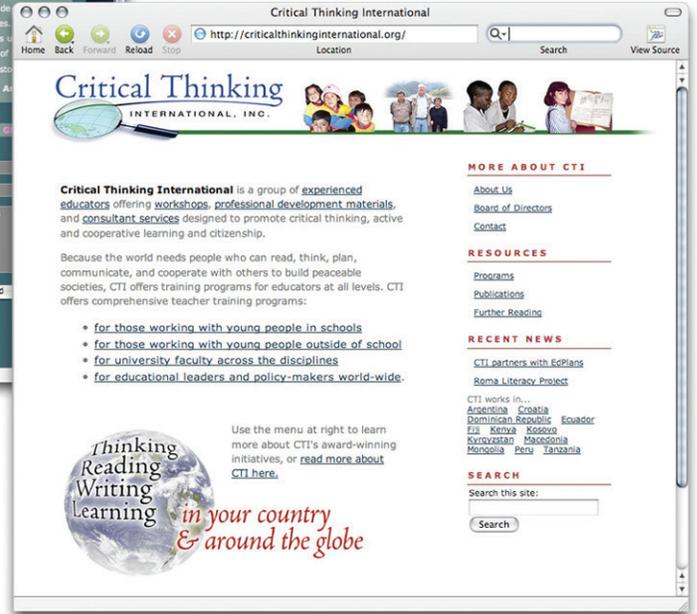
**Peter Johnstone**  
**Art Director**  
 p2bilt.com

5300 Newhall Road  
 Durham, NC 27713  
 732.754.2186



## Web Design

- Lead Designer for the launch of Beach Dream magazine, and its promotional website, in fully valid XHTML and CSS.
- Recruited by the University of Missouri-St. Louis for their international and inter-collegiate Critical Thinking project. The educational site is built on top of an open-source CMS, making new posting, self-administration and upkeep a snap.



## Flash

- Besides hundreds of hours of instruction on flash design, I've built several sites, educational tools and ancillary animations for a wide variety of clients.

## Direct Mail

- Promotional campaign for Progressive AE, an award-winning architecture, engineering, construction, and consulting firm.

