

ALLAN

PETERS

- Allan Peters is a Creative Director, and Graphic Designer
- He is from Minnesota
- He has his own graphic design Company called Peters Design Co. which is co-owned by his wife

BIOGRAPHY

- Peters likes to have his designs simplified by using minimalism
- He sometimes likes to add more elements in his designs even when they don't belong there
- He usually uses negative space to unify his designs

DESIGN STYLE

- Peters also creates badge designs
- He once went to old antique shops to find inspiration for his designs and that inspiration went into his work
- He created a hashtag called #badgehunting.
the way to use the hashtag is that people have to find old logos, old packaging designs and old type, take a picture of it and share it on social media

BADGE HUNTING

BADGE DESIGNS





- In college, Peters was a drawing major
- He decided to switch over to graphic design since he loved drawing and design, and so he managed to do both

EARLY LIFE

- He has worked for clients such as Target, Amazon and Patagonia
- As a a young designer, Peters has always been inspired by Targets Dept. store logo. He loved how simple the logo was.
- He worked at target for five years

CLIENTS



Designs for Target

