

## PORTFOLIO

**carolina  
lambert**  
GRAPHIC DESIGNER

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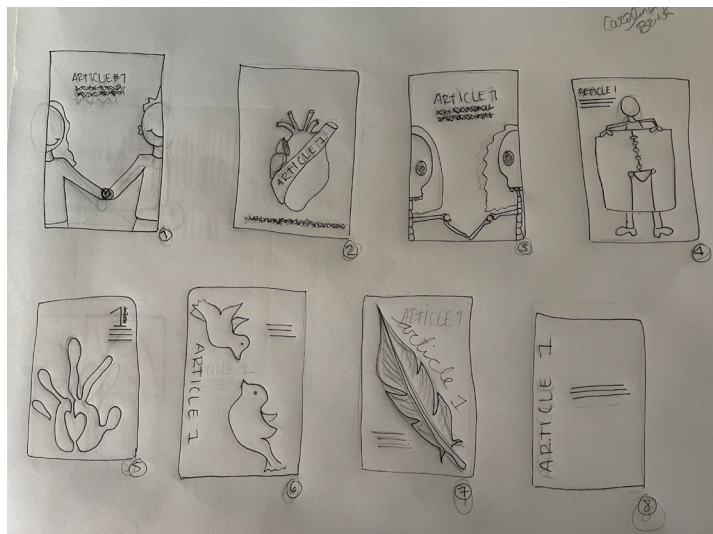
## EDITORIAL

Designed and created content based on research for a 2 double page spread article on female activist Luisa Neubauer.



## POSTER

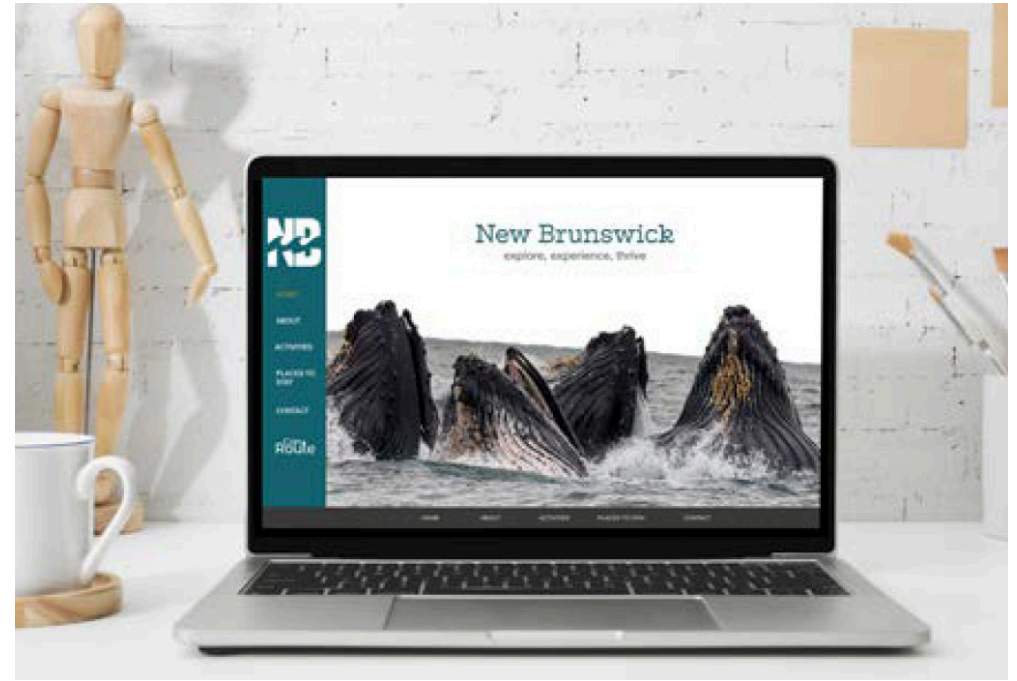
Designed a UN poster with my hand print.





## WEB DESIGN

Designed a website and moodboard based on research about New Brunswick.



New Brunswick  
Hatch Light

New Brunswick  
Helvetica Bold

New Brunswick  
Bree Serif (OTF) Thin

New Brunswick  
Real Text Pro Medium



## BRAND IDENTITY

Designed logos, style guide and mock-ups for made-up art and design company.



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lambert

## TABLE OF CONTENTS

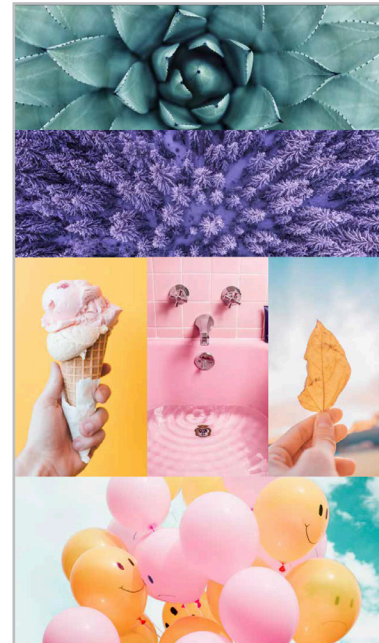
- Introduction
- Mood Board
- Primary Logo
- Secondary Logo
- Reverse Logo
- Safety Zone
- Logo Do's
- Logo Don'ts
- Colour Palettes
- Typography
- Textures
- Graphic Elements
- Brand Applications



## MOODBOARD

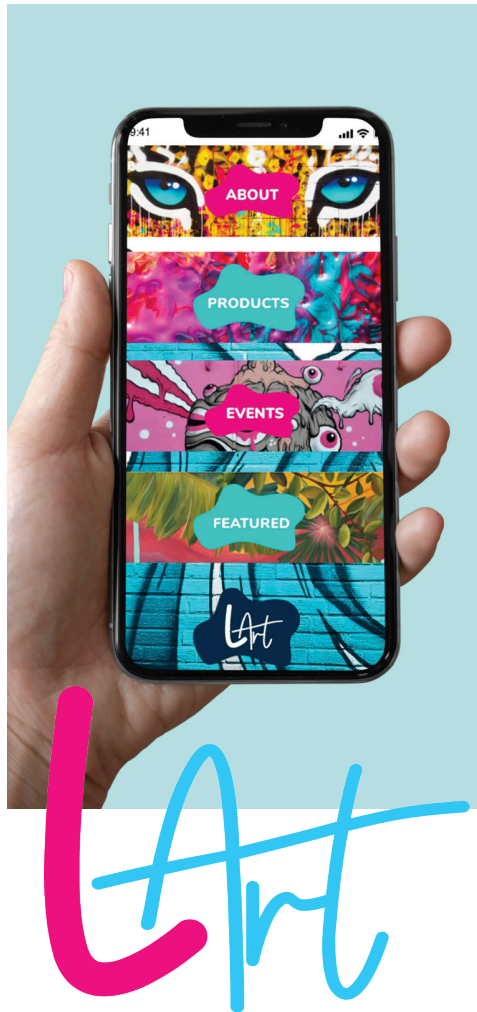
**la carola's** core values are freedom and family, the two F's. The company relies on freedom to allow to create the BEST pieces. **la carola** also strongly believes that if clients are treated like family, they will be able to provide the best possible services. **la carola** is a company that will work seamlessly, professionally and efficiently, while maintaining a personable relationship that allows an open space for communication and expression.

*creative artistic refreshing*



## UI DESIGN

Created an identity, logo and application for an online art gallery.





## SURF BOARD DESIGNS

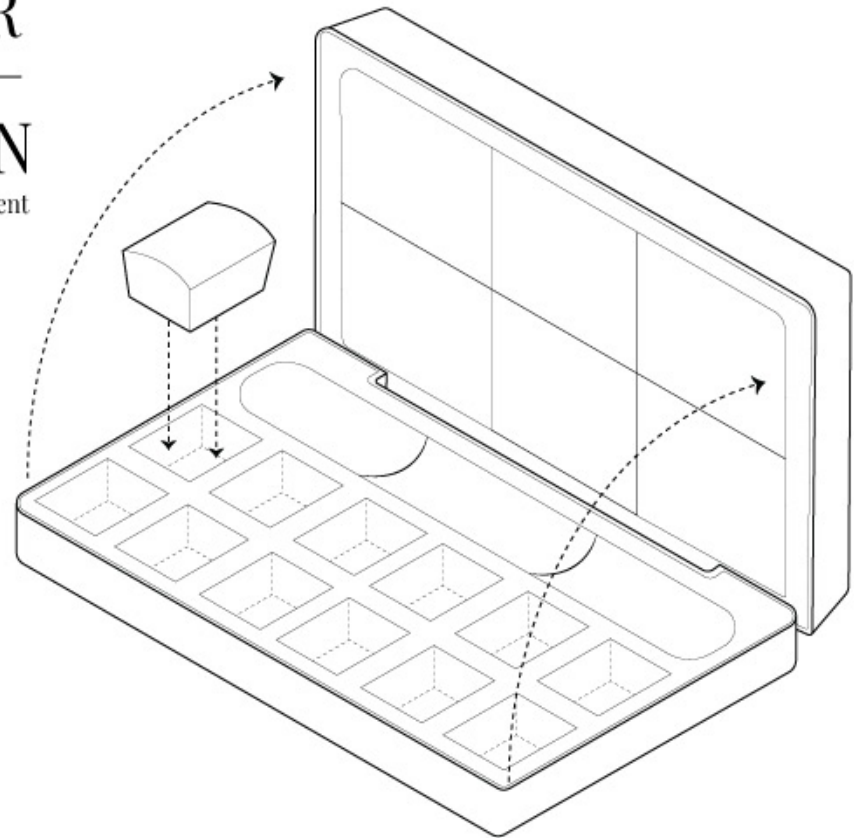
Illustrated three different surfboards  
inspired by cephalopods.  
Illustrated in Procreate.



WINSOR  
— & —  
NEWTON  
Watercolor Replacement

ISOMETRICS

Created an accurate watercolour  
package from "Winsor and Newton".





## MASCOT CREATION

Created an identity, mascot and logo for a coffee shop. With that mascot and logo, I developed an advertisement poster.



**CAFE LIBRA**

**Cafe Libra**

Cafe Libra



## PACKAGE DESIGN

Produced printing document with spot colours and varnished, and designed a coffee flat bottom package for Tempo Plastics.

*\*WON THIRD PLACE*

