

*Trevor McDougall*



**MONARCH**

**DESIGNS**

# Trevor McDougall MONARCH DESIGNS



## ALBUM COVER DESIGN

This was a project that I actually stumbled into doing my other job for the radio station I work for. I met this band to help push their debut EP to the world, but they had no artwork at the time. One thing lead to another, and I ended up making this for them.

They had the logo, but that's it. After a few prototypes, they loved the brightness, eye-catching colors, and simplicity of this design concept.

It's gone worldwide now, and they have hired me for their second upcoming second album as well.



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## CHARITY CAMPAIGN PROMOTION

It was an honor and privilege to work on the 2022 campaign for the Make-A-Wish Foundation.

This project included charity posters, social media posts for all designs, and office hangings to help raise funds for the charity.

The design is meant to represent a child looking towards the sky to make a wish like most kids do when they're younger. The placements here are completely on purpose, and the clients loved it.





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## MAGAZINE COVER DESIGN

Another self-made project of creating a magazine cover using a duo-tone effect as the primary look.

Educational to say the least because finding the correct imagery was just as important as the color usage. The blue tones, and the look on her face go hand in hand. Also stated in the main headline about the emotion, that it what is picture is meant to convey to the readers mind.



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## LAYOUT DESIGN

A fun project that almost made me gain 10 lbs. Pleasing to the eye, a simple layout, yet still effective. The large, appealing color picture is used to give a light and appetizing feeling overall.



### Tjarin pasta with butter and sage

#### Ingredients

##### PASTA DOUGH

- 400g of plain flour, plus more for dusting
- 200g of egg yolks
- 1 pinch of salt

##### SAUCE

- 100g of unsalted butter
- 6 sage leaves
- 80g of Grana Padano, grated

*This tjarin recipe sees silky thin strands of pasta doused in sage-infused butter – a classic recipe from Piedmont. Replace the Grana Padano with a similar hard cheese made with vegetable rennet to make this dish vegetarian.*

#### Method

1. Start by making the pasta dough. On a work surface, make a well with the flour and put the egg yolks in its centre. Beat the yolks with a fork, incorporating the flour a little at the time, until you see some lumps of dough coming together
2. Carry on with your hands, kneading the dough until you have a smooth ball it'll feel a bit harder than regular pasta dough. Flatten it into a disc, wrap in cling film and leave to rest for 1/2 hour
3. Divide the pasta dough into eight pieces and roll them out using a pasta machine. Hang the sheets of pasta onto a pasta hanger and allow them to dry ever so slightly. This really depends on the humidity in your room; the dough should be dry enough for it not to stick together when you cut it, but not too dry so as for it to crumble and break. Each sheet should be about 1 metre long
4. Fold the sheets upon themselves loosely. Using a sharp knife, cut the folded sheets into strands – about 3mm thick. Fluff up the strands to untangle them and place them on a wooden board dusted with flour
5. Bring a large pot of salted water to a rolling boil. Meanwhile, melt the butter in a large frying pan set over a medium heat. Add the sage leaves and have them infuse in the butter for a minute
6. Cook the tjarin in boiling water just until tender – about 1 minute. Drain and add to the frying pan with the butter sauce, tossing to coat
7. To serve, plate the tjarin, spoon some butter and a sage leaf on top, then serve them dusted in grated Grana Padano

[<BACK TO MENU](#)

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## REBRANDING

First off, the branding of a rock band isn't a simple task. Instead of one client, you have 4 or 5

That is five different aspects of what they think the finished product should be. Five different ways of thinking. Five different views and opinions on the presented options. This is where the skills of explanation, and psychology come into play.

In a group situation like this, it's best to arrive at a common goal and build on that. Take the common elements of the collective, and build on them.

That is what I've done here, and these are the final results.



WHERE WE STARTED



WHERE WE FINISHED





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## REBRANDING

One good way to show the band the versatility of the rebranding was to play to their egos. Spending quite a bit of time to create some good looking mock-ups did just that. Seeing their logo headlining over bands they looked up to in a poster, or a new album concept can really prove the versatility of a design in this field.

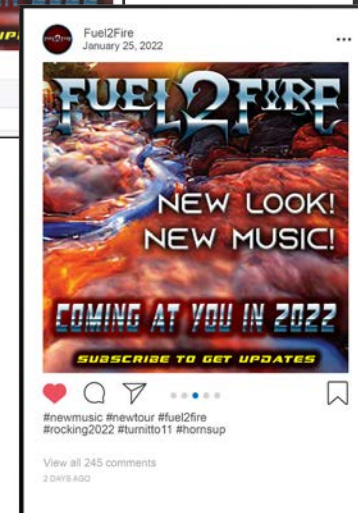
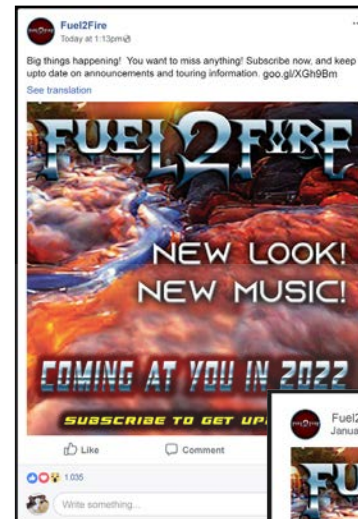


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## REBRANDING

In today's day, social media is a very important tool to any artists. Also showcasing the rebrand in this manner can also help sell the concept of the rebrand.





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## LOGO DESIGN

A project where I immediately knew where I wanted to end up.

Creating a symbol that universally represented music was a bit of a challenge at first. However, after taking a step back, and turning on some music to clear my head for a bit, the answer presented itself on my laptop....Sound waves!!

Known worldwide, and spans any genre of the music industry, this was the answer.

Music really does speak many languages.



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## T-SHIRT DESIGN

The station needed some cash flow. I showed them how the logo could be used on other things like shirts, T-Shirts, hats, etc to help generate some income as well as word of mouth.

Vectorizing the logo was important here to keep the integrity. The lightning had to be also done separately because if you added them both at the same time the logo didn't center properly on the shirts.



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## BROCHURE DESIGN

Proper imagery, colors, and typeface is the most crucial thing in creating a brochure. After having all those the layout was next.

Proper placement, but not overdoing it. Allowing breathing room, and proper hierarchy is key to making it look appealing to get the target audience to take the time to actually read it.





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## MENU DESIGN

A fun project where I created a fictional coffeehouse, designed a logo and name, then made a menu design for it.

A fun undertaking, but still also had its difficulties. One issue was the typography. Another one was to use leading lines or not.

After making both and trying many different typefaces, I decided on this simple, classic yet elegant look.

100 % Fair Trade  
Coffee  
&  
100% Organic



Come join us  
inside or enjoy the  
outdoors on our  
patio!



**EXPRESSO**

Mocha.....\$3.00  
Latte.....\$4.00  
Cappuccino.....\$3.50  
Americano.....\$4.50  
Espresso.....\$4.25  
Macchiato.....\$4.00  
Vanilla.....\$3.75

**ICE BLENDED**

Caramel.....\$4.25  
Coffee Latte.....\$3.50  
Frappe.....\$3.75  
Mocha.....\$4.00  
Mint.....\$5.00  
Matcha Cream.....\$4.50

**TEA**

Jasmine Tea.....\$3.75  
Green Tea.....\$4.50  
Earl Grey.....\$4.00  
English Tea.....\$3.75

**HOT & SWEET**

Hot Cocoa.....\$4.50  
White Hot Cocoa.....\$4.55  
Dairy Free Hot Cocoa.....\$4.75  
Mocha Macchiato.....\$5.00  
English Tea.....\$3.75

Dine in or Take  
Out available. Just  
ask your server.



Feel free to contact  
us for any of your  
future needs or  
concerns.

555) 123-1234



**PASTERIES**

Croissants.....\$1.50  
Pies.....\$2.00  
Danishes.....\$2.25  
Macarons.....\$2.25  
Éclairs.....\$2.50  
Strudels.....\$2.50

**CHEESECAKE**

Lemon.....\$4.25  
Chocolate.....\$4.50  
Strawberry.....\$4.25  
Blueberry.....\$4.50  
Cherry.....\$4.75

**SANDWICHES**

**The B.L.T.** - Bacon, Lettuce,  
Tomatoes, on a homemade  
brioche bun.....\$4.75

**Grilled Cheese** - Grilled cheese  
of your choice, tomatoes,  
onions, and relish.....\$4.15

**The Corleone** - Sun dried  
tomatoes, mozzarella, and  
pesto.....\$4.50

**Pastrami** - Swiss Cheese,  
Beef Pastrami, Lettuce and  
Mayo on a White or Whole  
Wheat Bun.....\$4.85

**Classic Tuna** - Fresh Tuna  
Salad on White or Whole  
Wheat bread.....\$3.75

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## CLING / STICKER DESIGN

Non-marking window clings that can be placed on the inside of a glass window, also supports and showcase the radio station in a different way.

We started with the dark version, but after making those as bumper stickers, they were getting dirty and illegible. So, we went with inside clings and did a white version for those who may have tinted glass.

They get added into giveaways on the station, and at concerts or festivals that our sponsors host.





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## BUSINESS CARD DESIGN

This was almost part of another rebranding, to be honest. A decision was made to re-brand the stations name, logo, and tagline. We also did a new domain name as well because this station originally started as a podcast, and the URL showed that.

With a new Name and URL comes the need for new Business Cards to hand out to attract sponsorship, listeners, and guests.

We added the QR code Scanner on the back to allow anyone to see the complete platform Online. With all that it was decided to revamp my personal Business cards as well.



With a more modern design, sleek look, and eye catching colors, it worked well on both cards.



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## BANNER DESIGN

This is a promotional 4' x 6' vinyl banner that displays the station's sponsorship, and also ways to listen. Lots of work, here, but very satisfying. This is right from scratch, and the marbling background was probably the hardest to get, and still make it all "Pop" with the items in front of it.

This had to be approved by our main sponsor (Iron Maiden Beer Canada) before it could be legally hung for display.

This now hangs in the Rockpile club In Toronto, Ontario.



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## WEBSITE DESIGN

Website design for any brand is crucial in this digital age. Making a website that is attractive, appealing and accessible on all mediums available is very important. Also making it with ease of use, and interactive is also key.

Showcasing the prototype to any client gives them a sense of how their clientele would view it.



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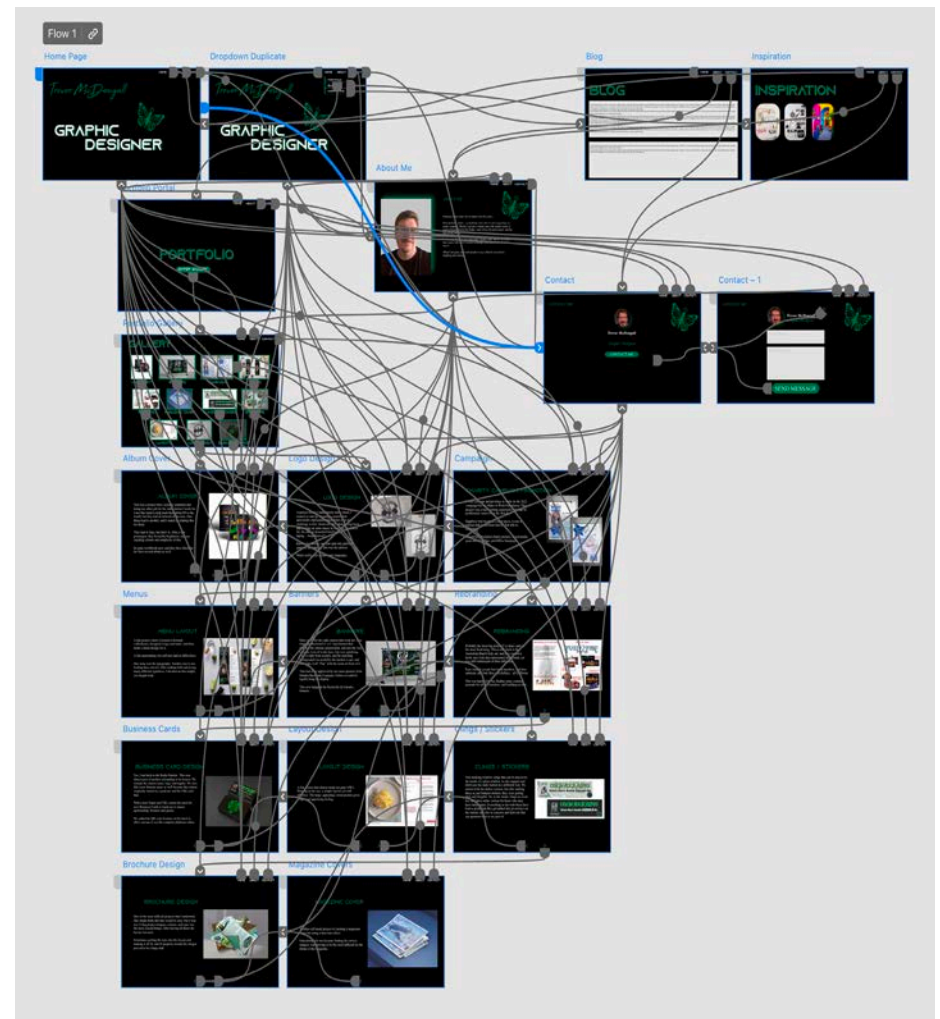
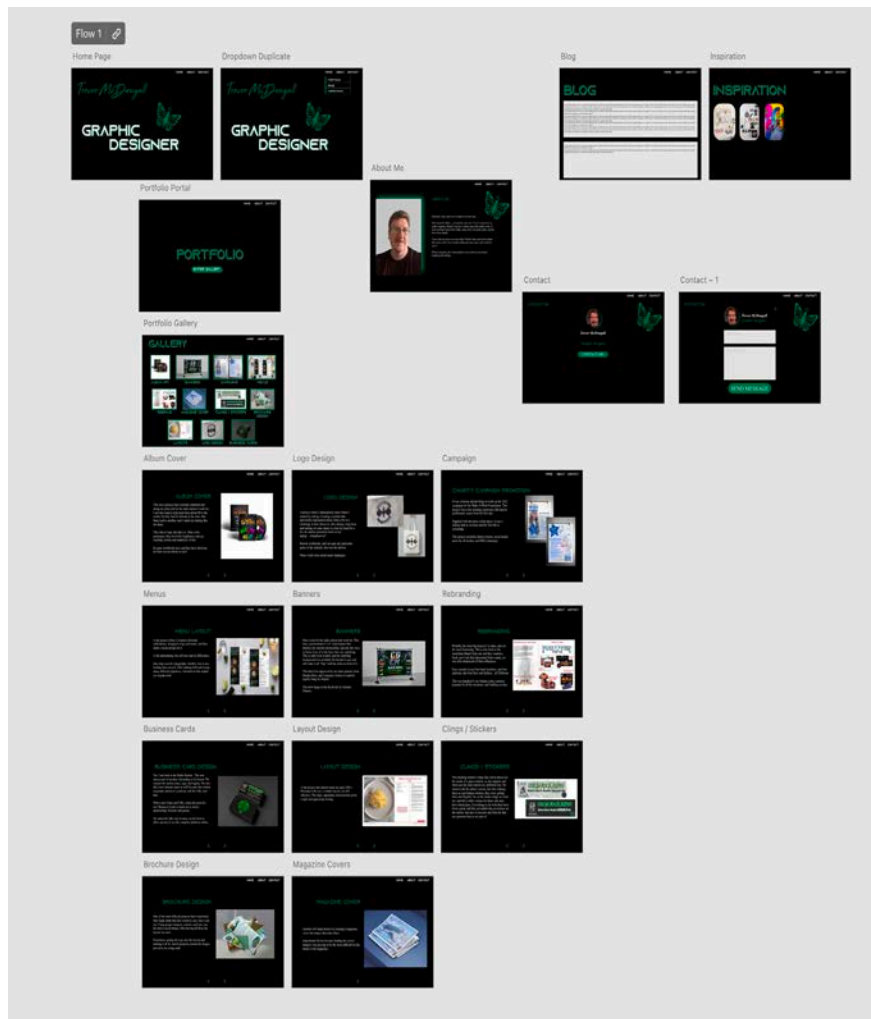
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## WEBSITE DESIGN

Showing the webflow to any client can make it easy to explain how a website is pieced together, and how it flows from one click to another.





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PACKAGE  
DESIGN

Make a fictional product, and make a label or package, and then make an advertisement for that product. I finally am very pleased with this look of my hot sauces.

The balance, and hierarchy of the labels was very important here. Also the imagery used needs to truly represent what each flavor was meant to taste like.



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## MARKETING

Marketing is always multi-layered project. From Socials, Sell-sheets, right down to the Packaging. The look needs to be clean, appealing, and cohesive to represent the branding, and each particular possible flavor in that brand if required.



### MONTREAL BRAND *Bagel* HOLES

*Introducing...*  
*The next generation of the all-time  
classic bagel and cream cheese.*

#### **Montreal Brand Bagel Holes**

The deliciously inventive, pre-filled bite-size bagel your customers will love. Montreal Brand Bagel Holes have all the taste of a classic favorite and come in a variety of flavors to savor. Perfect for a quick munch, served with an elegant brunch, tucked into a lunch or inhaled by a ravenous bunch. Anytime. Anywhere. Any excuse at all. Just about anything goes with Montreal Brand Bagel Holes

#### **The Novelty**

- An exciting NEW category entry
- A versatile and "wow" premium product
- Classic and unique flavors your customers will love
- Variety, the perfect partnership

#### **The Convenience**

- Awesome when thawed, unbeatable when heated
- Pre-baked, just thaw as needed
- Simple heat & serve preparation
- Freezer to toaster/oven convenience

#### **The Versatility**

- "Just have to have it" bite-size portion control
- Ideal for lunches, meetings, parties and get-togethers
- Serve for breakfast, lunches, dinner, appetizers or snacks



### MONTREAL BRAND *Bagel* HOLES

Right at home in a variety of retail sections including appetizers, breakfasts and snacks. Ideal for breakfast, lunches, dinners and snacks, any time of day.

- Variety of flavors
- Thaw and serve
- Zero trans fats
- Certified kosher no added preservatives
- Authentic New York style
- Produced in a nut-free facility



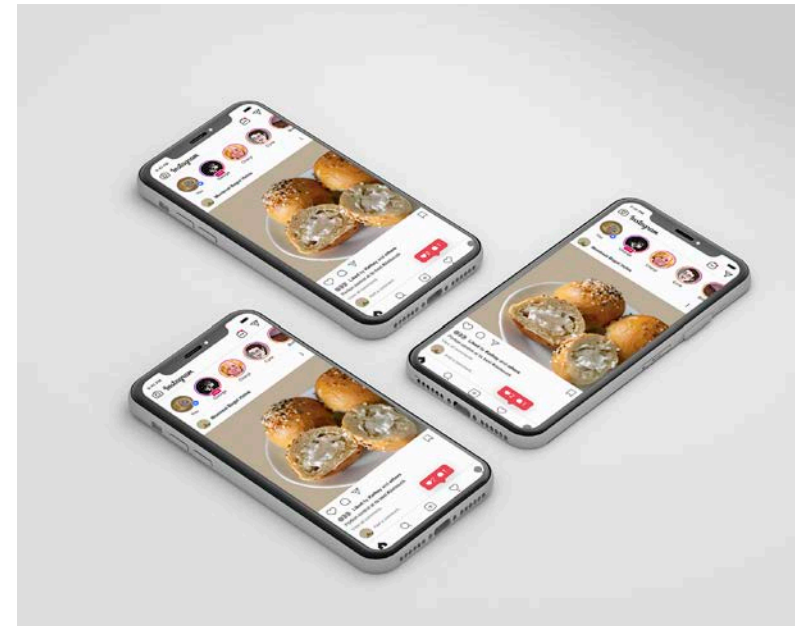
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## MARKETING

Showcasing to the client how their product will look, appeal, and seem to a potential buyer makes them look at things in a different light.







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THANK YOU