Graphic Design

PACKAGING - ILLUSTRATION - WEB DESIGN - CORPORATE - EDITORIAL - GRAPHIC DESIGN

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College Assignment
Style Guide & Logo Concept: Nectar

Created a honey beer brand with the main goal of giving back to the bees that give the honey in the first place.

The literal look and fell of the company is bubbly and deliciously inviting.

The following content is pulled from Nectars Style Guide, showing the primary, secondary and other logo variations being used.

Software used in the process:

- *Illustrator*
- *InDesign*
- *Photoshop*

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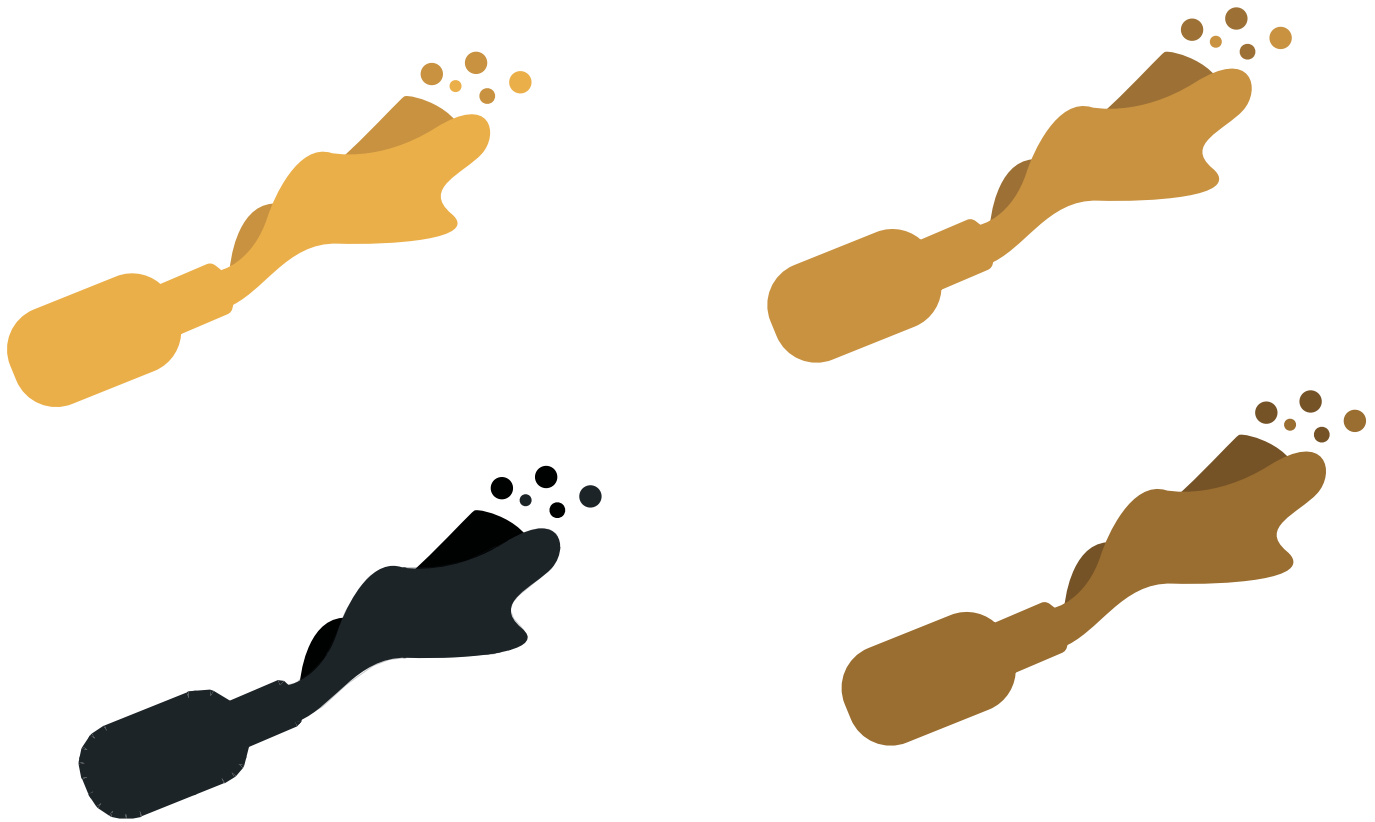

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Let's start giving back to the bees
SPIKED
HONEY
BEER
5% ALC / VOL
1 PINT


Nectar


Nectar

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College Assignment
Climate Change: Luisa Nevauer

Designed a magazine spread that clearly displays information in a well done and concise manner, chose reasonable typefaces to give the right amount of impact with the title and body copy.

Software used in the process:

- *Photoshop*
- *InDesign*

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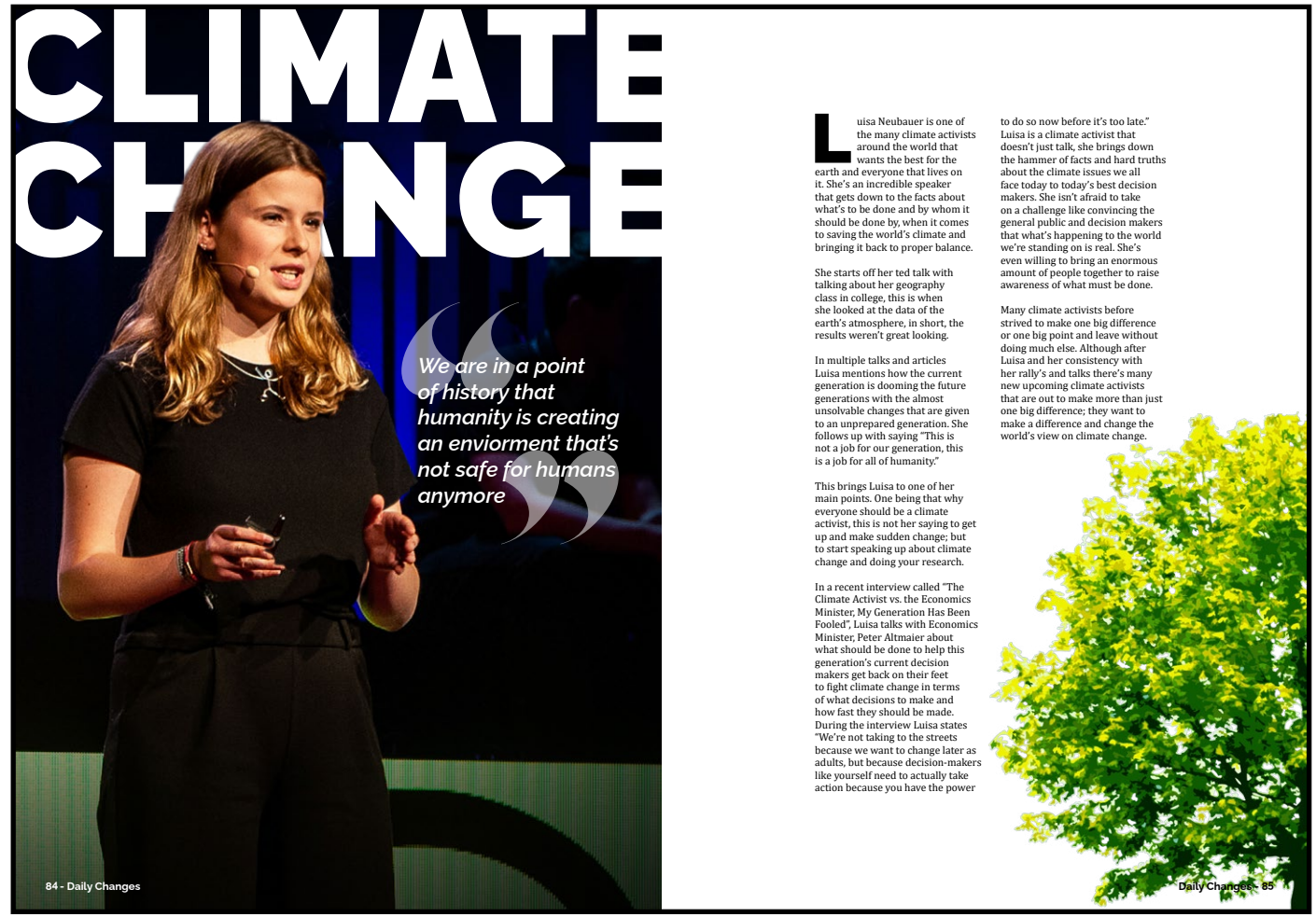

CLIMATE CHANGE

We are in a point of history that humanity is creating an enviorment that's not safe for humans anymore

Luisa Neubauer is one of the many climate activists around the world that wants the best for the earth and everyone that lives on it. She's an incredible speaker that gets down to the facts about what's to be done and by whom it should be done by, when it comes to saving the world's climate and bringing it back to proper balance.

She starts off her ted talk with talking about her geography class in college, this is when she looked at the data of the earth's atmosphere, in short, the results weren't great looking.

In multiple talks and articles Luisa mentions how the current generation is dooming the future generations with the almost unsolvable changes that are given to an unprepared generation. She follows up with saying "This is not a job for our generation, this is a job for all of humanity."

This brings Luisa to one of her main points. One being that why everyone should be a climate activist, this is not her saying to get up and make sudden change; but to start speaking up about climate change and doing your research.

In a recent interview called "The Climate Activist vs. the Economics Minister, My Generation Has Been Fooled", Luisa talks with Economics Minister, Peter Altmaier about what should be done to help this generation's current decision makers get back on their feet to fight climate change in terms of what decisions to make and how fast they should be made. During the interview Luisa states "We're not taking to the streets because we want to change later as adults, but because decision-makers like yourself need to actually take action because you have the power to do so now before it's too late." Luisa is a climate activist that doesn't just talk, she brings down the hammer of facts and hard truths about the climate issues we all face today to today's best decision makers. She isn't afraid to take on a challenge like convincing the general public and decision makers that what's happening to the world we're standing on is real. She's even willing to bring an enormous amount of people together to raise awareness of what must be done.

Many climate activists before strived to make one big difference or one big point and leave without doing much else. Although after Luisa and her consistency with her rally's and talks there's many new upcoming climate activists that are out to make more than just one big difference; they want to make a difference and change the world's view on climate change.


CLIMATE
CHANGE
We are in a point of history that humanity is creating an enviorment that's not safe for humans anymore

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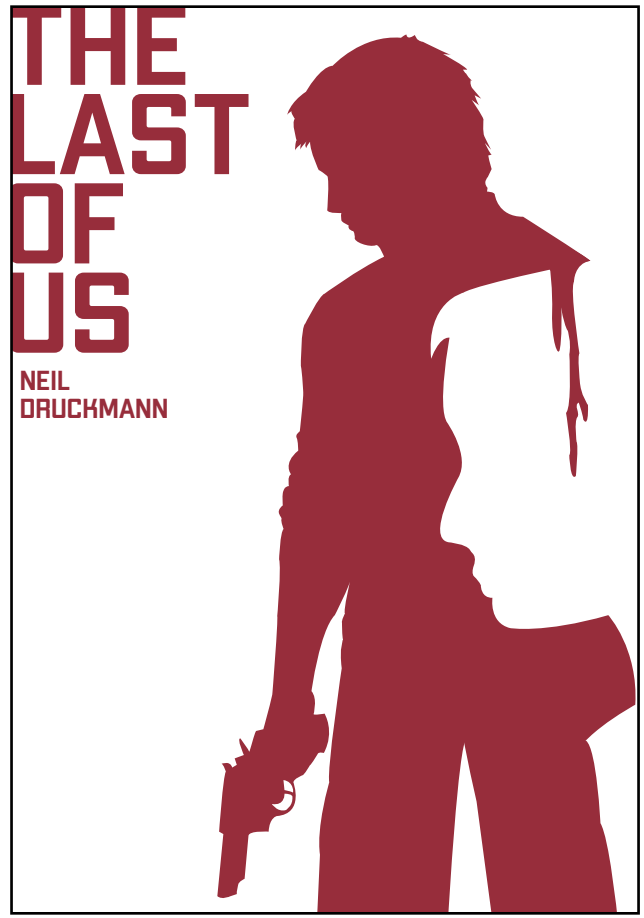
College Assignment
The Last of Us Book Cover

Designed a book cover that involved negative space as the main goal for the design, text and illustration compliment each other.

The cover is based on a video game called The Last of Us. A game based on a character named Joel, who fights and kills through an infected nation of bandits and zombies all for a character named Ellie; who has the cure to save humanity.

Software used in the process:
• Illustrator



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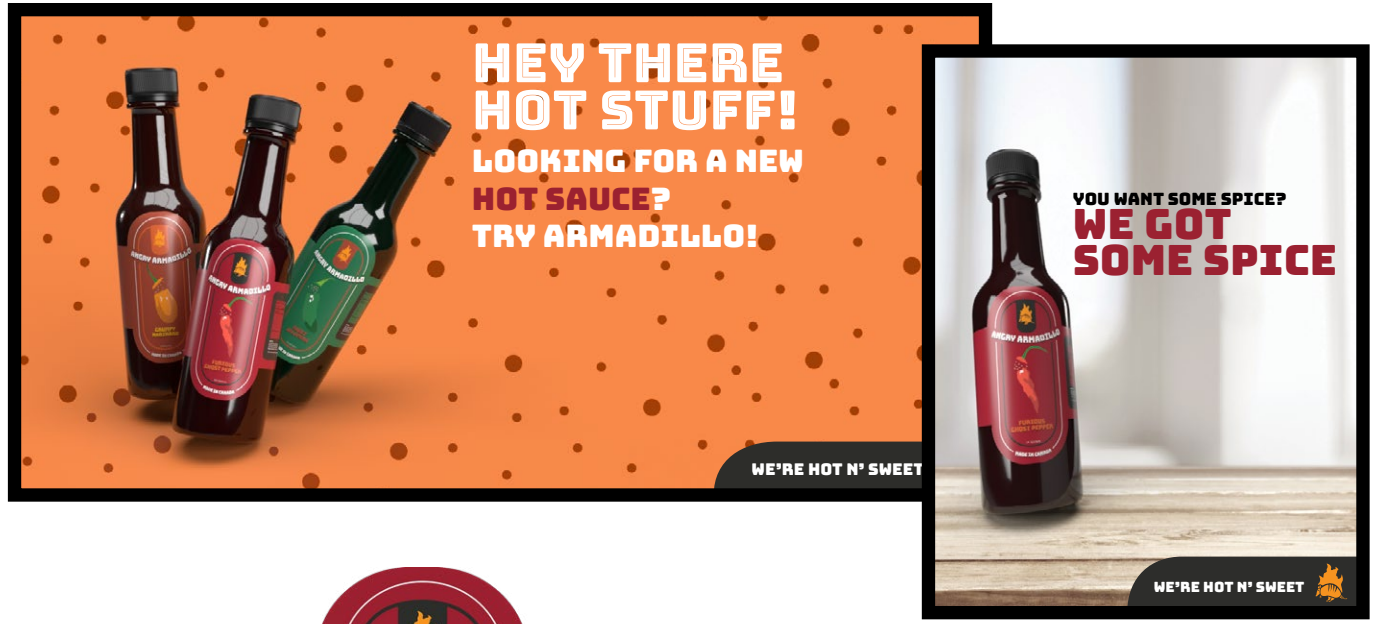
College Assignment
Hot Sauce Branding

Designed hot sauce labels that consist of three different flavors/styles. Each label includes their own identifying colours and vectorized hot peppers.

Each of the labels were placed onto 3-D models that were used for advertisements.

Software used in the process:
- *Illustrator*
- *Dimension*



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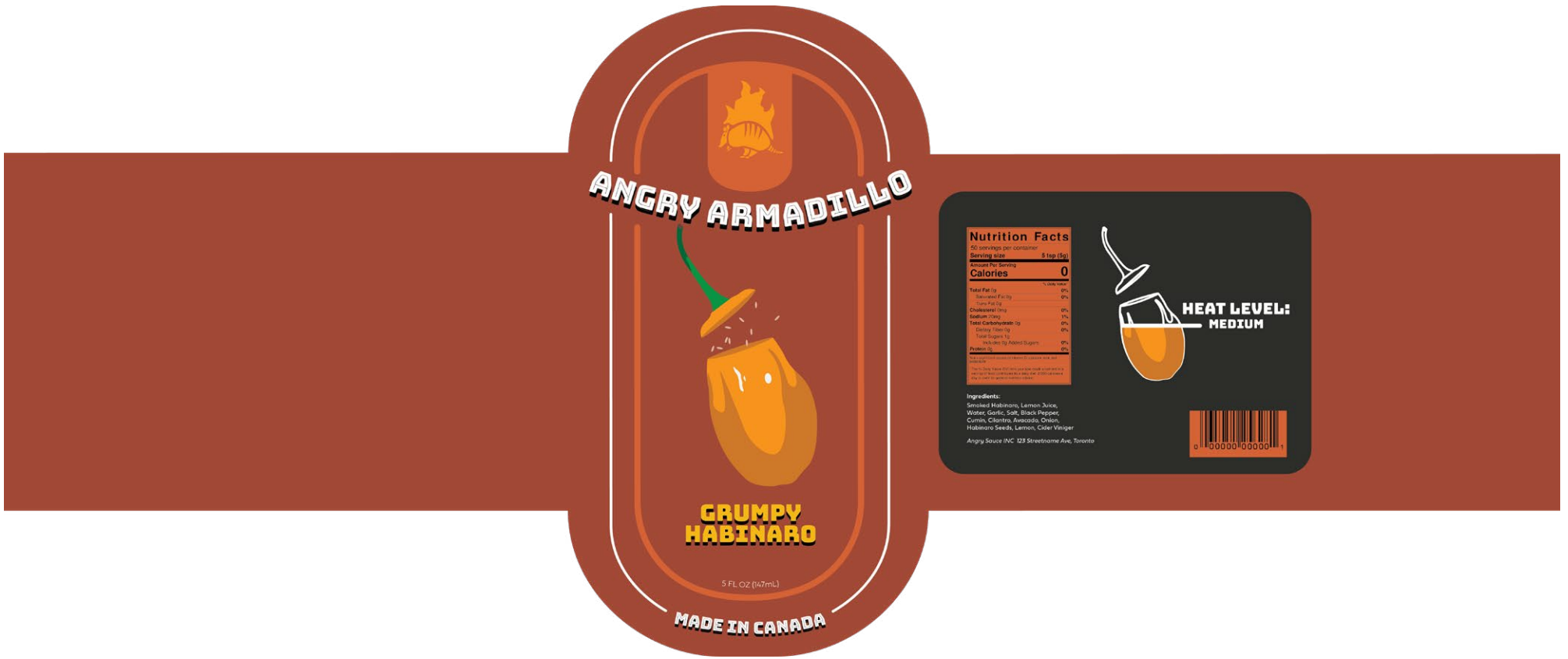
ANGRY ARMADILLO
GRUMPY HABINARO
5 FL OZ (147mL)
MADE IN CANADA
Nutrition Facts
50 servings per container
Serving size 1 tsp (5g)
Amount Per Serving
Calories 0
% Daily Value
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 10mg 1%
Total Carbohydrate 0g 0%
Dietary Fiber 0g 0%
Total Sugars 1g
Includes 0g Added Sugars 0%
Protein 0g 0%
HEAT LEVEL:
MEDIUM
Ingredients:
Smoked Habinaro, Lemon Juice, Water, Garlic, Salt, Black Pepper, Cumin, Cilantro, Avacado, Onion, Habinaro Seeds, Lemon, Cider Viniger
Angry Sauce INC 123 Streetname Ave, Toronto

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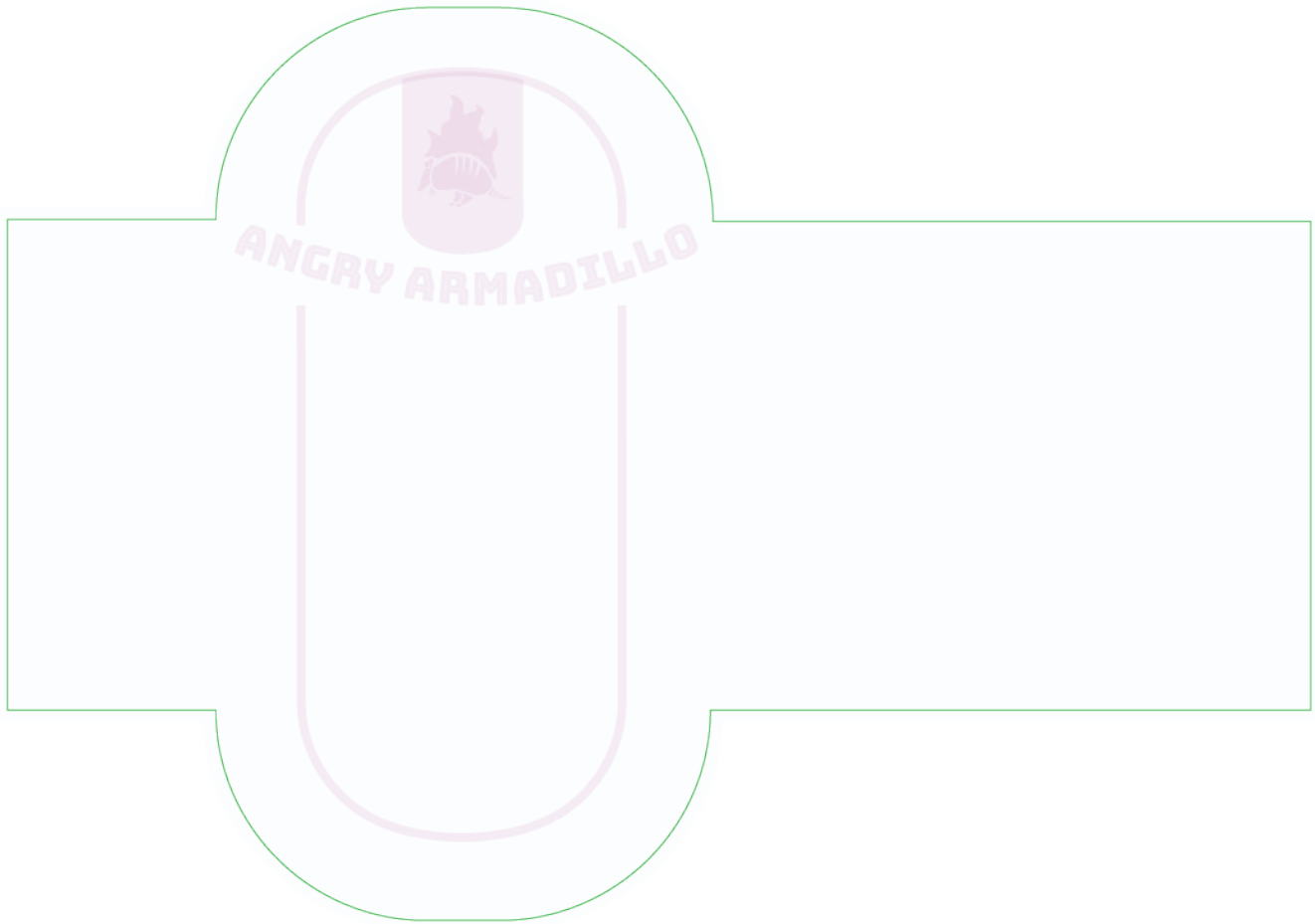

- Matte Varnish

- Spot White

- Dieline

A matte varnish would be applied to the logo, title text and colour stroke. This will help give the consumer a want to touch and examine the bottle closer with the shine and feel of the brand and bottle.

A spot white will be applied to the 'background colour' in order to make all the colours pop properly.

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ANGRY ARMADILLO
GRUMPY HABINARO
MADE IN CANADA
ANGRY ARMADILLO
FURIOUS GHOST PEPPER
MADE IN CANADA
ANGRY ARMADILLO

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College Assignment
Wedding Consultant Brand
Say Yes

Designed a wedding consulting brand that aims for a younger demographic that searches for accepting and affordable wedding planning.
Chose a colour palette that's more neutral and accepting to people of different race, sexual orientation and personal identity.

The following imagery shows pieces from the companies style guide.

Software used in the process:
- *Illustrator*
- *InDesign*
- *Photoshop*

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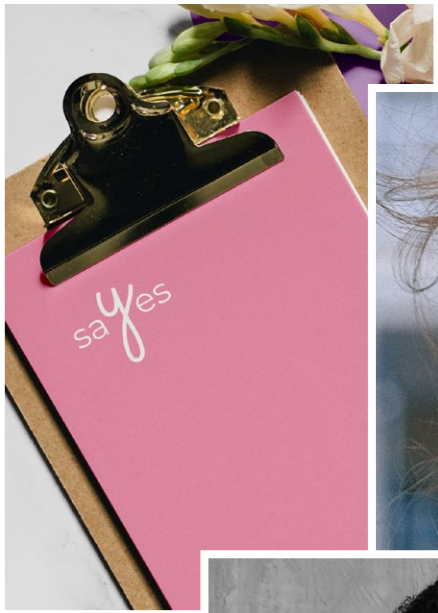
Mauvelous
HEX : #F495B0

Danube
HEX : #5CA0D5

Wisp Pink
HEX : #FCE3EE

London Hue
HEX : #BF9AC8



sayes

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Say Yes Events
Sponsored

400 likes

Check out Josh & Creig's full 5-star review on how their special day went on our website

Say Yes Events
Follow

400 likes

You're looking for someone to help plan your wedding day? Stress-free and affordable? Head over to our bio so you can learn on how to do just that!

Say Yes Events
Following

400 likes

#Fall is here! For those looking for a discount to make their special day more affordable, go to our website and enter the code FALLINGINLOVE before you buy the plan that's right for you

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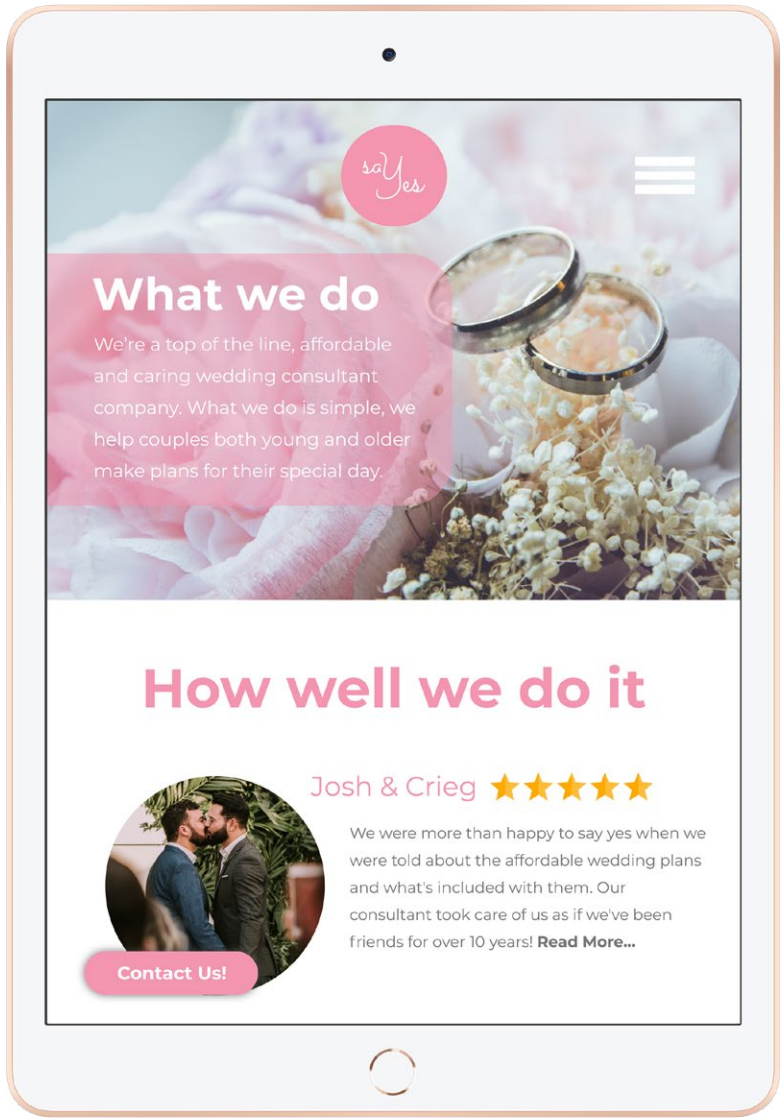
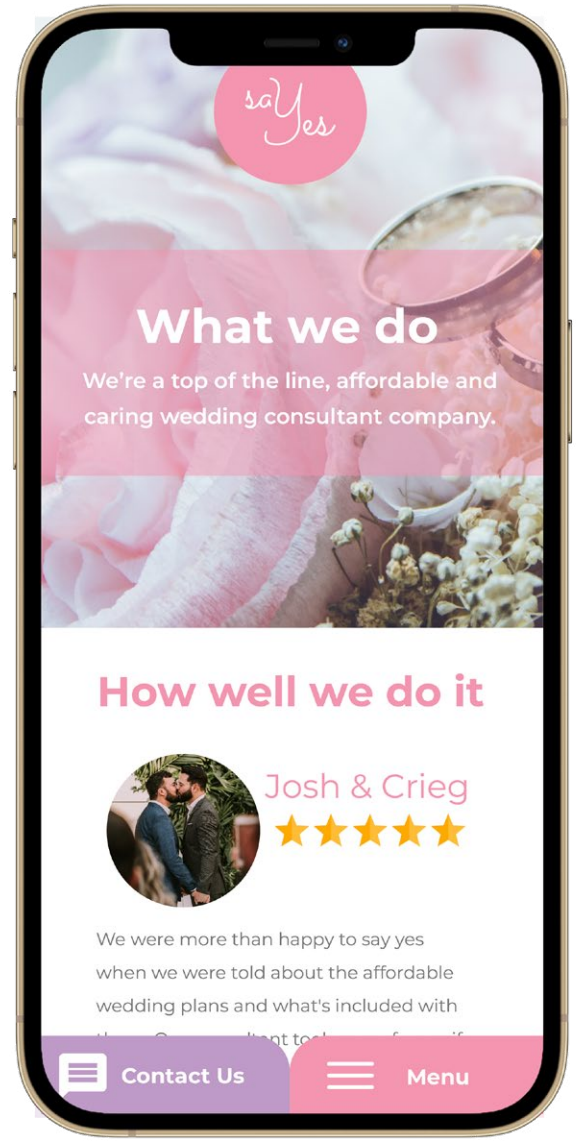

saYes
What we do
We're a top of the line, affordable and caring wedding consultant company. What we do is simple, we help couples both young and older make plans for their special day.
How well we do it
Josh & Crieg
We were more than happy to say yes when we were told about the affordable wedding plans and what's included with them. Our consultant took care of us as if we've been friends for over 10 years! Read More...
Contact Us!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Contact Us
Menu

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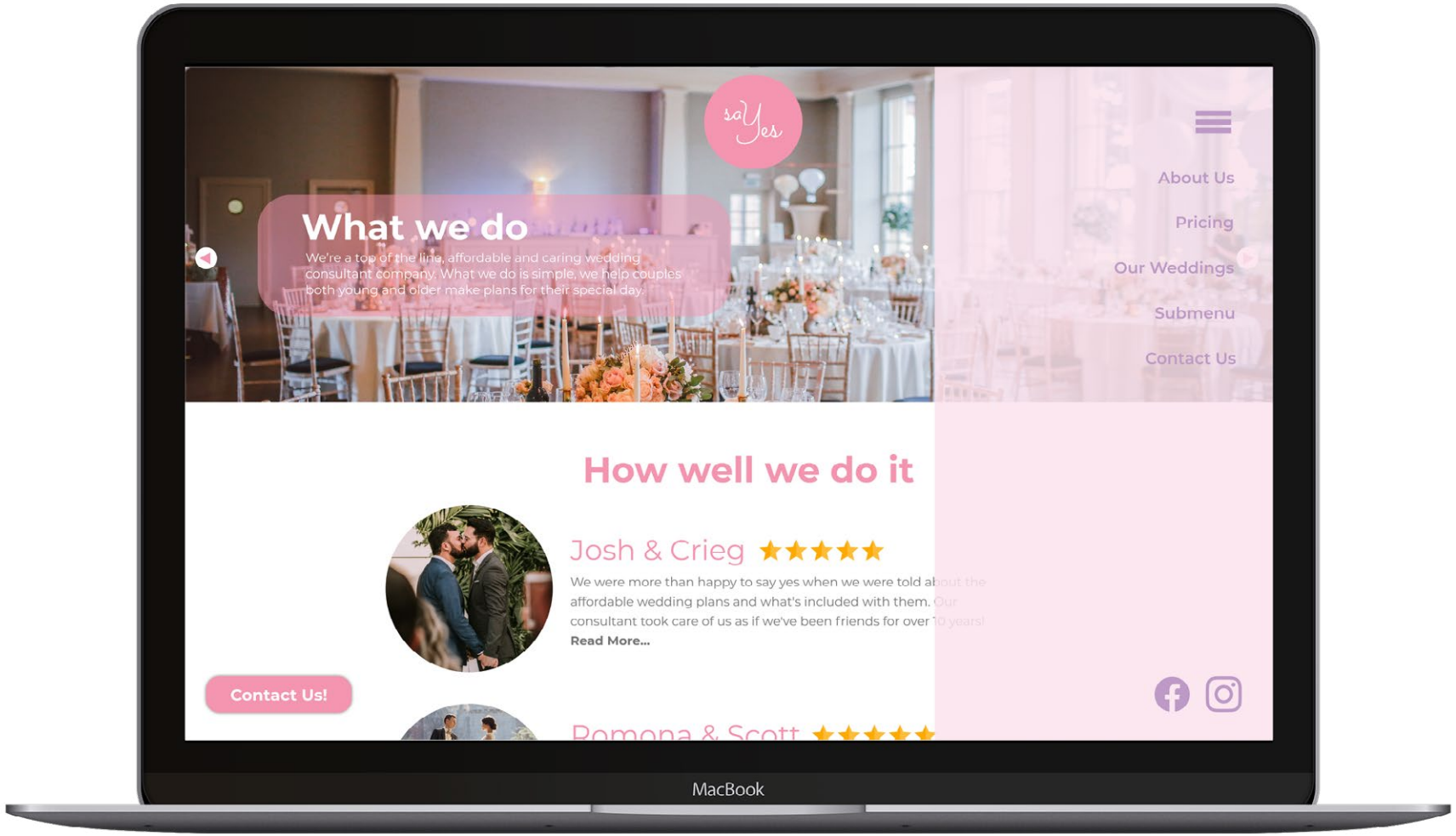
What we do
We're a top of the line, affordable and caring wedding consultant company. What we do is simple, we help couples both young and older make plans for their special day.
About Us
Pricing
Our Weddings
Submenu
Contact Us
How well we do it
Josh & Crieg
We were more than happy to say yes when we were told about the affordable wedding plans and what's included with them. Our consultant took care of us as if we've been friends for over 10 years!
Read More...
Contact Us!
MacBook

Purkdesign

Personal Logo & Branding

Taking a step into the working world requires a personal identity, in this case, I reworked my first logo that I had made in college and decided to apply branding to it to help make it look more legitimate.

Software used in the process:
- *Illustrator*
- *Photoshop*

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OLD

Eown
Purkiss

Eown
Purkiss

NEW

HEX : # f26b6c
CMYK : 0,73,49,0

HEX : # 333333
CMYK : 69,63,62,58

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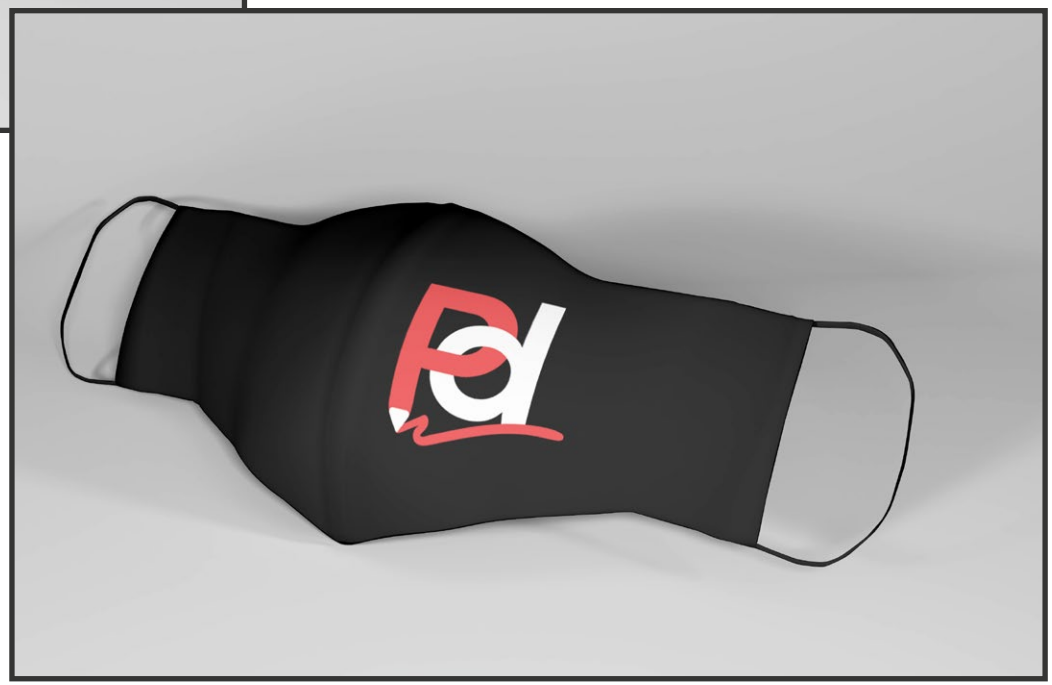

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Sincerely,
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THANK YOU

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