



anita
rôse
design



Bluets Fine Tea Merchants

BRANDING & LOGO DESIGN

For this project, it was requested that I create a brand logo and package design for a luxury tea company. "Bluets" is the French word for cornflowers (a flower commonly used in black teas). I included a detailed illustration of a cornflower in this logo and selected a typeface with serifs almost as sharp and pointy as the petals themselves. To maintain a luxurious, simplistic feel, I maintained a very light, muted palette and stayed away from excessive imagery.





SECONDARY LOGO

A secondary logo created for more compact areas (ex, Tea bag tags, coffee cups, stickers, etc...)



ADDITIONAL PACKAGING

Another packaging option designed for holding tea bags rather than loose leaf tea.

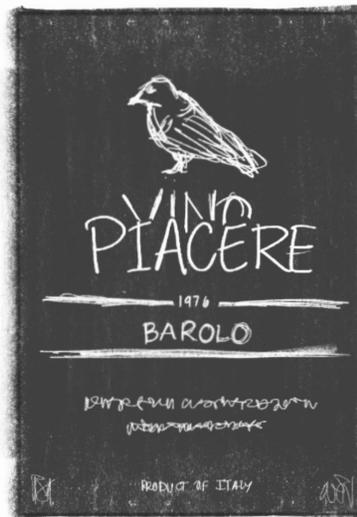


Piacheré Fine Wines (Italy)

LOGO DESIGN

I was instructed to create an identity and label design for a high-end winery located in central Italy. I utilized a unique typeface (Roserritta) to create an eye-catching logo and put a lot of focus on keeping the overall theme for the brand clean and luxurious

INITIAL THUMBS



DEVELOPED THUMBS & SKETCHES



Do I use the same label with different titles or do I design 3 different ones?
Different colours maybe?

VINO
PIACERE

PIA
CHERE
1976

Two labels, one with info on the back. Barcode



Wt down the amt. of little lines. Blocking?

GOLD FOIL OVER BLACK BKGND?



Oakwood Roasters

BRANDING & LOGO DESIGN

For this Ontario local coffee roaster, the main focus was to create branding that seemed “homegrown” and vintage in nature. To accomplish this, I created an image of an oak leaf and coffee bean that seems as though it has been carved into a woodblock stamp. I also selected a typeface that has a stamped look to it. This way, when the logo is placed on products, it seems as though it may have been hand-stamped rather than printed on.





ADDITIONAL ASSETS

I also designed a circular sub-mark to be used on business cards and coffee cups.



Pinewood Physiotherapy

LOGO, STYLEGUIDE, BROCHURE, WEB DESIGN

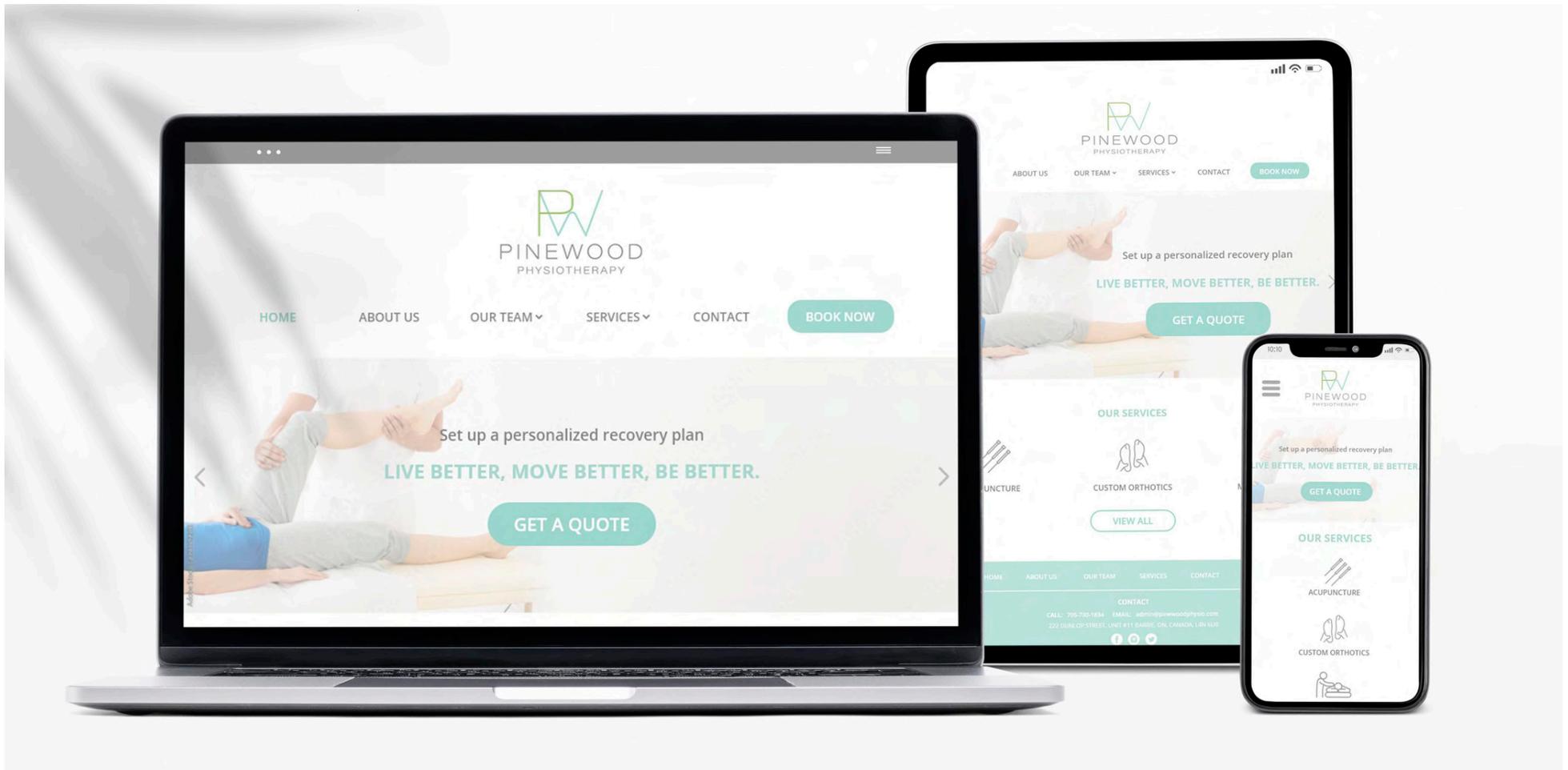
When I was introduced to this project, I was instructed to create a brand completely from scratch for a local physiotherapy clinic. In an attempt to stand out, I wanted to stay away from the flowing stick figures that are often used for these sorts of clinics. I stuck with sharp, simple lettering, and refreshing, natural colours that you would find in Simcoe County's outdoor nature.





BROCHURE DESIGN

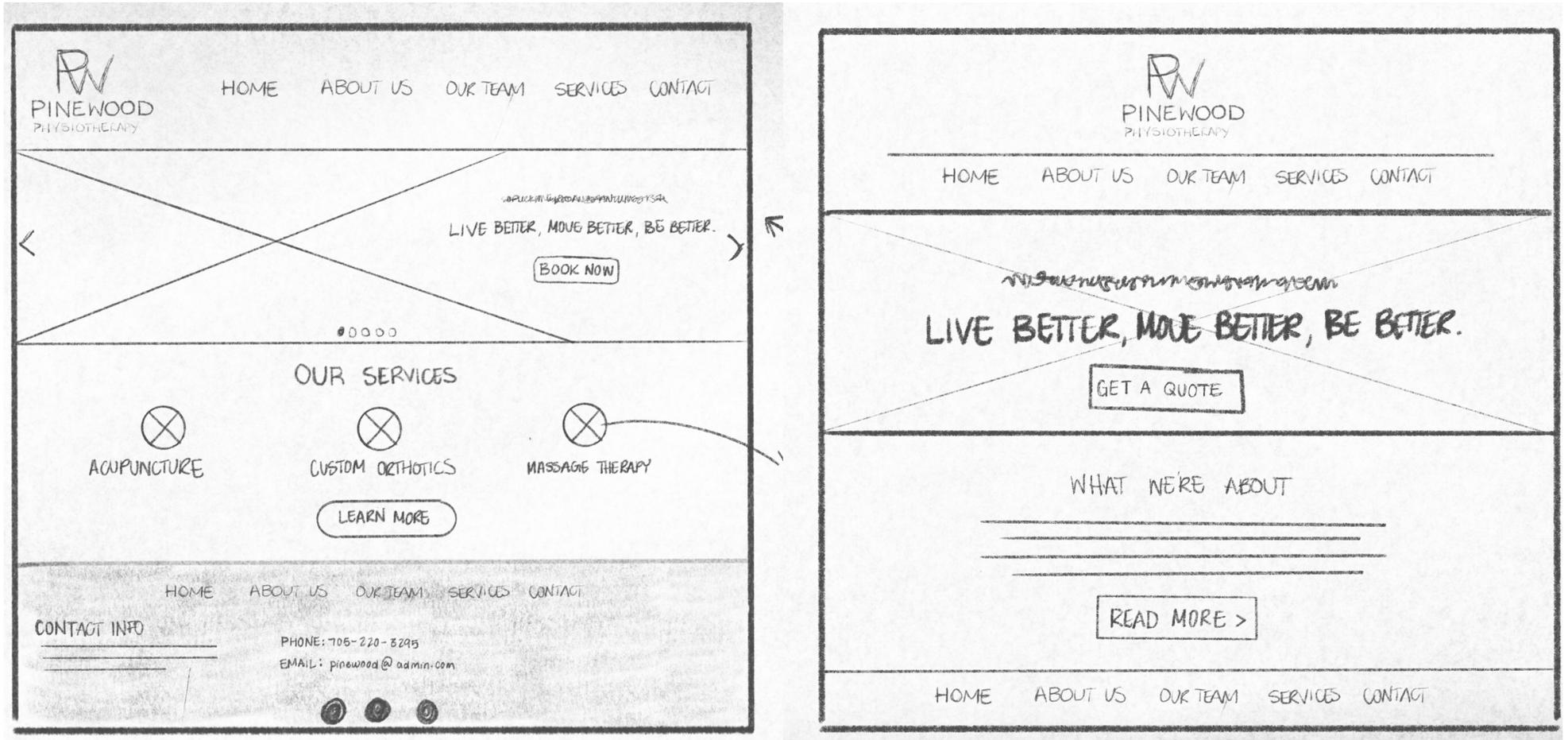
After completing the brand guideline, I was also asked to create a brochure for the company that advertised their services and pricing breakdown. Of course, I utilized the brand guideline to ensure that the company's identity was clearly present in their advertising.

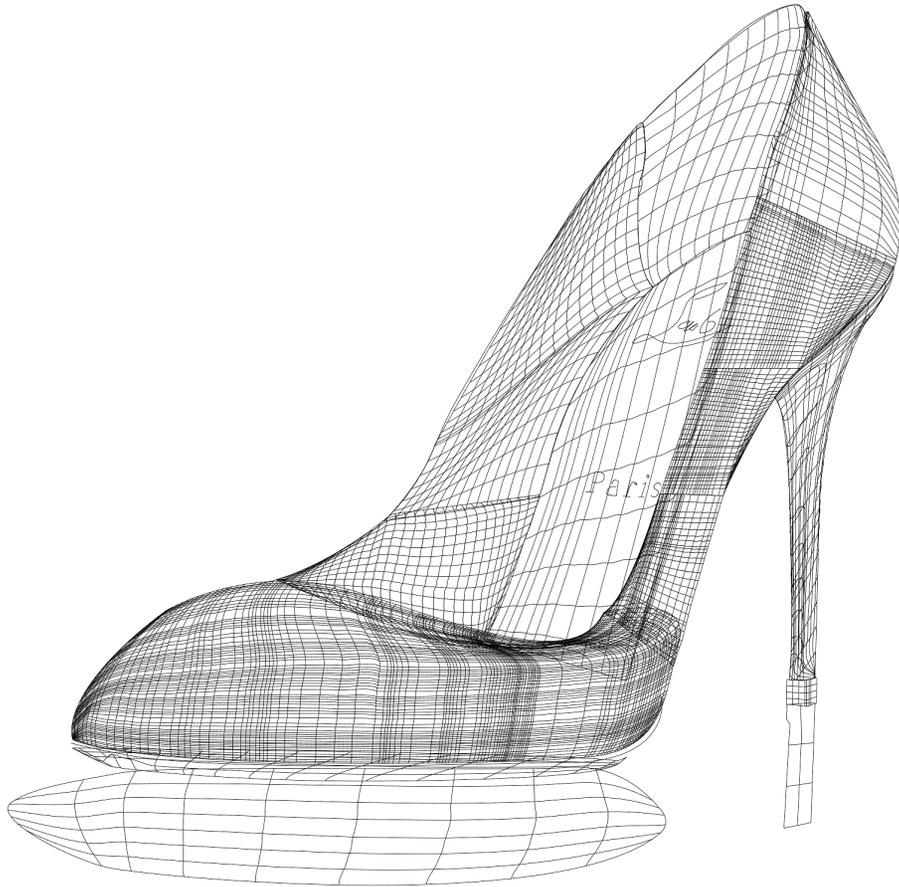


WEB DESIGN

I was also instructed to build a website based on the brand guideline I created for the local physiotherapy clinic. The site would need to be responsive to a number of devices. Creating a bold and fresh user-friendly format was the focus for this project. Again, maintaining that recognizable identity was also critical.

DEVELOPED THUMBS FOR HOMEPAGE DESIGN





Louboutin High Heel

VECTOR ILLUSTRATION

Through the use of the gradient mesh tool, I was able to create a realistic vectorized illustration of this Louboutin high heel.



Iconoclast Coffee Shop

LOGO AND MENU DESIGN

This project was based around a fictional local coffee shop that was being targeted towards the "art scene". I was told to design an identity and menu based on the target audience provided. Customers value the importance of fair-trade and organic ingredients so I really wanted the brand to portray that. I stayed far away from fake, plasticky colors and stuck to warm browns and beiges.

COMPLETED MENU

m e n u

fairtrade coffee

espresso	2	/	/
americano	3.25	3.75	3.50
cappuccino	4.25	4.50	4.75
machiatto	3.25	3.50	4.00
latte	4.25	4.50	5.00
mocha	4.25	4.50	4.75
flat white	3.50	4.00	4.25
dark brew	3.00	3.25	3.50
medium brew	3.00	3.25	3.50
light brew	3.00	3.25	3.50

flavour shots

vanilla	maple	gingerbread
caramel	hazelnut	peppermint
toffee	irish cream	brown sugar
mocha	pumpkin	coconut

add flavour shots to any beverage for \$0.50

sandwiches

classic chicken club \$9.50
mouthwatering grilled chicken with applewood bacon, our signature barbeque sauce, fresh lettuce and a whole lot of colby-jack cheese

italian caprese \$11.50
fresh italian mozzarella, sweet basil, tomatoes and olive oil all on our freshly-baked olive focaccia bread

grilled mac \$10.50
our take on the classic american grilled-cheese. our secret 4 cheese mac and cheese sandwiched between two slices of bread and grilled to perfection

the mediterranean \$9.50
sweet piquant peppers, cucumbers, tomatoes, red onions, cilantro hummus, salt and pepper on our gluten-free 4-grain sourdough

organic teas

- earl grey 3
- jasmine 4
- oolong 4
- english breakfast 3
- classic green 3
- ginger 3
- chamomile 3
- mint 3
- lemon balm 3
- hibiscus 3

pastries

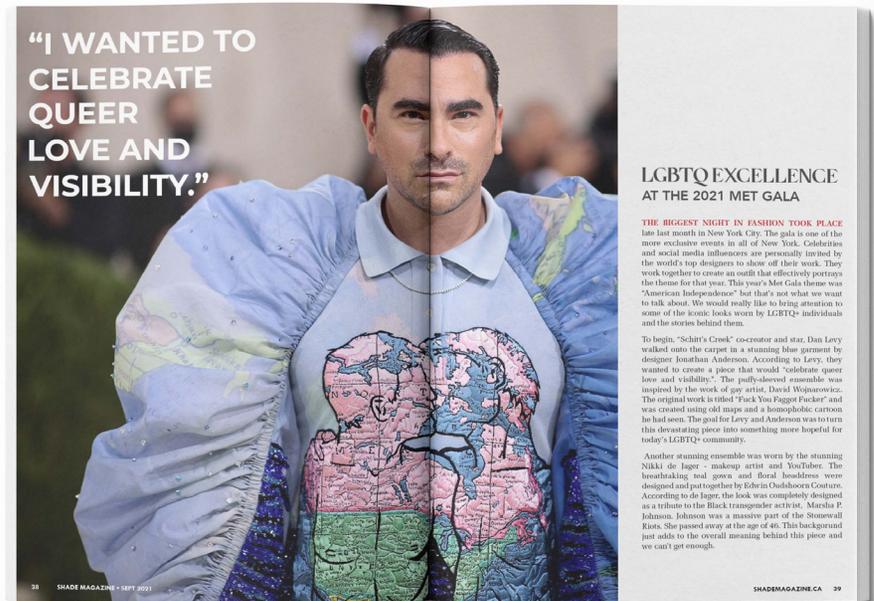
- croissant 4
- pain au chocolat 4
- pain aux raisins 4
- palmyers 3
- madeleins 2
- morning bun ☉ 4
- almond croissant 4
- brioche bun ☉ 3
- cinnamon bun 5
- toffee brownie ☉ 4

cheesecakes

- classic ☉ 10
- sugar free classic 10
- triple chocolate 11
- oreo cookie 12
- lemon raspberry ☉ 10
- salted caramel 11
- peanut butter 11
- birthday cake ☉ 13
- s'mores 12
- toffee crunch 11

gf gluten-free
v vegan
♥ fan faves





MET GALA 2021 ARTICLE MAGAZINE SPREAD DESIGN

For this project I was instructed to write an article about a current pop-culture event and then create two double-page editorial spreads based on that article. I wanted to put a large focus on imagery, as the article was widely focused on a fashion event. I wanted readers to be able to really see the details that were being discussed in the article. I stuck with crisp typefaces to give the typography a modern feel, and used red in the body copy to create a sense of visual separation.

CLEAR ORGANIC MARKET

THE BENEFITS OF EATING LOCAL

Healthy living isn't just about the food you're putting into your body. A massive part of eating healthy has to do with where your food is coming from. At Clear Organic Market, we visit all of our farmers to ensure that your food isn't being poisoned with harsh chemicals or being genetically modified in any way. Our quality assurance team knows the importance of organic, sustainably sourced food and we want you know how it benefits you.

BENEFITS INCLUDE:

1. Your food is ALWAYS fresh. No toxic preservatives that can harm your body!
2. More nutrients for your body! Fruits and veggies often lose nutrients during transportation and processing. Our locally sourced produce is always farm-to-table, ensuring that you're getting everything the earth has to offer.
3. Knowing how your food is grown! Eating locally puts a face to the food. In most cases, you can even chat with your local farmers about the food you're eating.
4. Contributing to your local economy. Why pay big corporations for lower quality food when you can support your local farmers and small businesses? It's a no-brainer!

50% OFF STOREWIDE PURCHASE

Valid in store only. This coupon for use by original recipient only. Limit one coupon or offer per guest. Void if altered, transferred, purchased, sold or prohibited by law. Item(s) may not be available at all stores. Coupon value may not exceed value of item purchased. No cash value (Expires 31/12/2021)



EAT HEALTHY, EATING LOCAL.

CLEAR ORGANIC MARKET

DIRECT MAIL AND BUS AD DESIGN

When instructed to design a direct mail campaign and bus stop advertisement for a local organic grocery store, I knew straight away that I wanted to stick with earthy colours. Bright, neon colours are not typically found in nature, so I stayed far away from those and stuck to browns and greens.

CLEAR ORGANIC MARKET

EATING HEALTHY, EATING LOCAL.

BUS STOP ADVERTISEMENT



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