

# PDF Portfolio



Pickering, ON

[jmb2001@rogers.com](mailto:jmb2001@rogers.com)

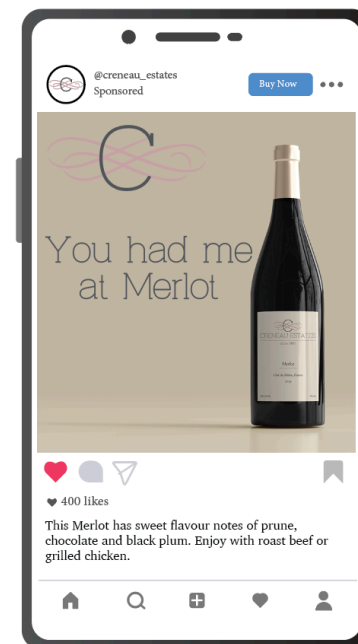
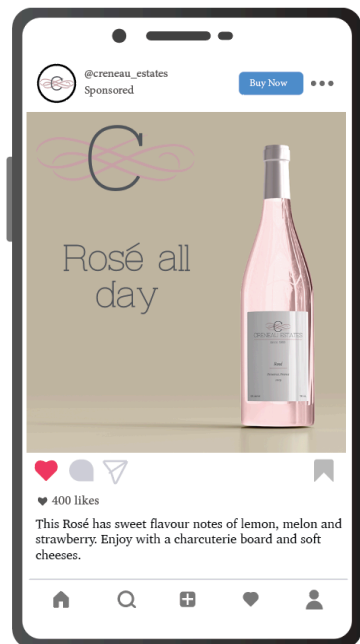
[www.jillianbourne.myportfolio.com](http://www.jillianbourne.myportfolio.com)



## Wine Labels

This design is for a line of wine bottles. I wanted a very minimalistic and elegant look, so I kept my design as simple as possible while still being effective. Each type of wine in the line differs with its colouring of the wine label. The logo for this brand was created in Adobe Illustrator, and the labels were created in Adobe InDesign. To further this project I included gift bags designed with the logo and branding, billboard ads, bus shelter ads, and a series of fun social media posts.



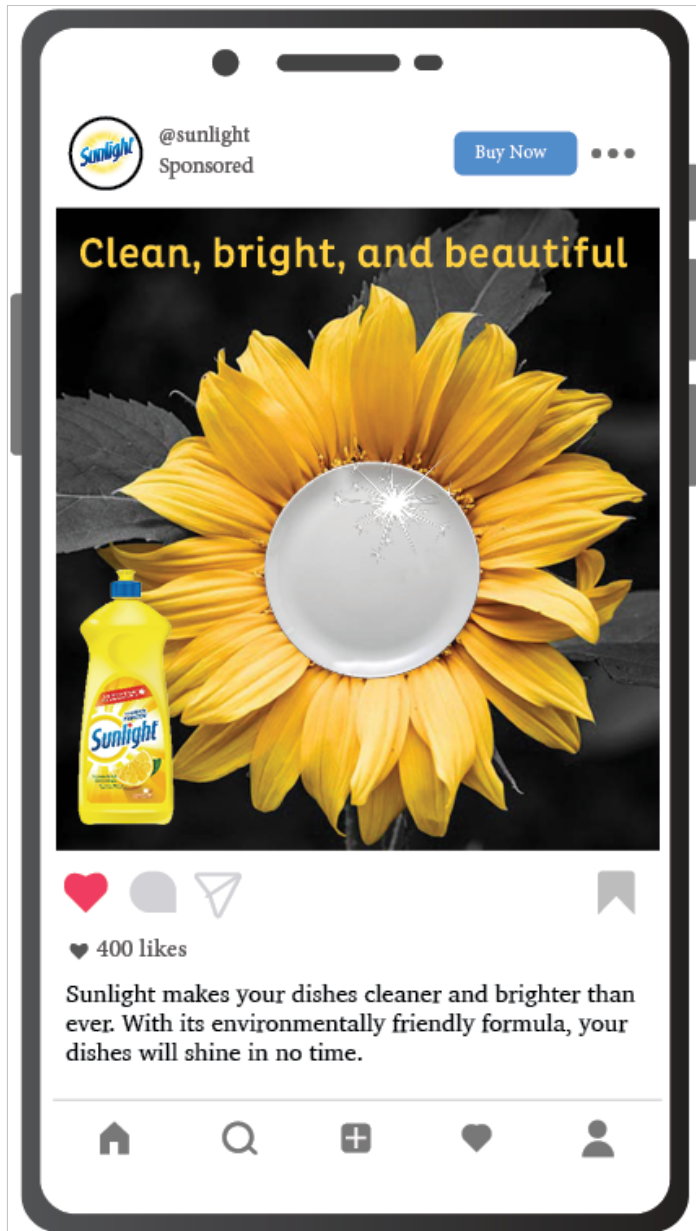


## Sunlight Advertisement

For this piece I had to design an advertisement for a given company. I was given Sunlight dish soap, and I wanted to focus on its cleaning ability and environmentally friendly formula. Using Photoshop to manipulate some of the images and InDesign for the ad layout, I created an ad that would capture the attention of the target audience. I then created a social media post to expand on this piece.







**Social Media Post**



**Advertisement Mock-up**

# Apple AirPods



Wireless.  
Effortless.  
Magical.

## Apple Advertisement

With the task to create an advertisement based on a photograph of my own, I chose to do an Apple ad. Using natural lighting, I photographed AirPods and used Photoshop to professionally retouch the image and add a drop shadow. Finally I used InDesign to make the layout of the ad as similar to a real Apple ad as possible.





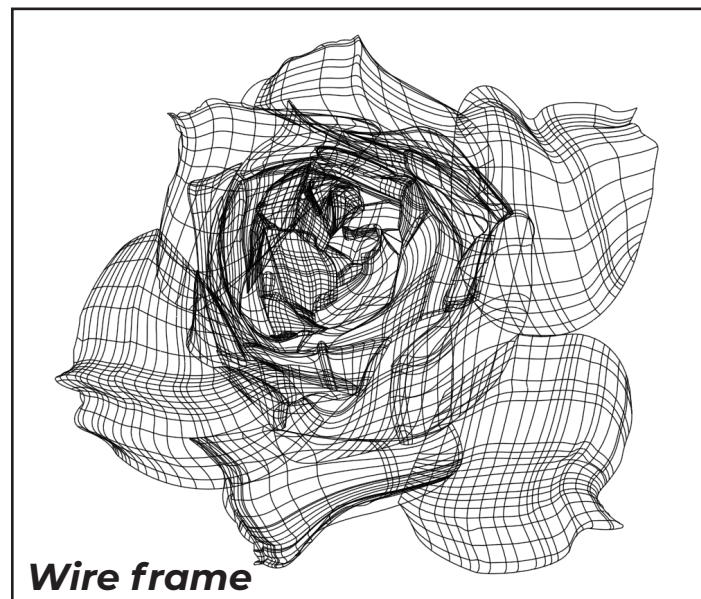
## Vector Drawing

For this piece I was to recreate a photograph in Illustrator using the gradient mesh tool. Each petal of the rose is its own shape, with its own gradient mesh placed on top. The goal of this was to take an existing image and, convert it to a vector object, while still making it look realistic.





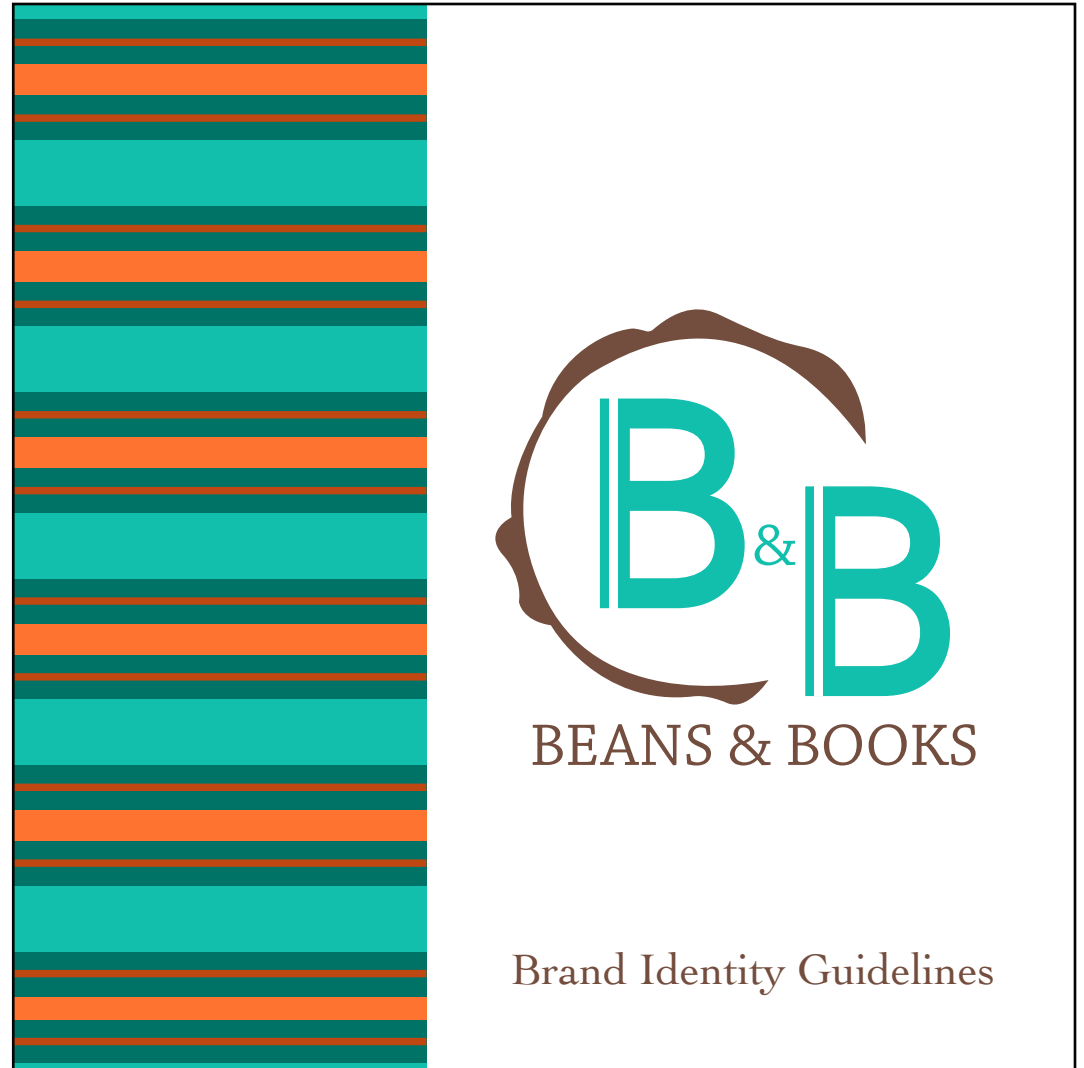
***Rose Mock-up***



***Wire frame***

## Branding

For this piece I created brand identity guidelines based on a fictional company. Beans & Books is a trendy book store and coffee shop. For this brand I wanted to create a look that was fun and welcoming. Using Adobe Illustrator I created the logo by utilizing a coffee stain to bring the coffee shop idea to life, and then using InDesign I created the style guide itself. This fictional company is all about sustainability so I created assets to showcase that value as well.





This logo is a combination mark that includes the Beans & Books name as well as a coffee stain surrounding the initials. The 'Bs' are designed to look like book spines to encompass the whole brand.



BEANS & BOOKS



## COLOUR USAGE

When the logo is in colour the correct primary colour codes should always be used. The logo is only to be in white when placed on a dark background or the other brand colours.



BEANS & BOOKS



BEANS & BOOKS



BEANS & BOOKS

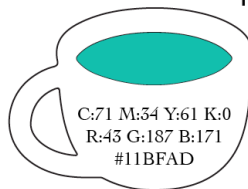


BEANS & BOOKS

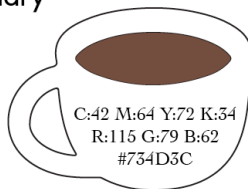


The logo is to be used with the primary colour exclusively. The secondary colours are to be used for additional graphics and elements in all other designs.

## Primary



C:71 M:34 Y:61 K:0  
R:43 G:187 B:171  
#11BFAD



C:42 M:64 Y:72 K:34  
R:115 G:79 B:62  
#734D3C

## Secondary



C:87 M:34 Y:61 K:17  
R:10 G:115 B:104  
#007367



C:18 M:83 Y:100 K:8  
R:191 G:75 B:39  
#BF4811



C:0 M:69 Y:88 K:0  
R:243 G:114 B:52  
#FF7230



## TYPOGRAPHY

All typography within the brand should be limited to these two branded typefaces. All headings use Noir STD Regular, and body copy uses Cochin Regular.

## Headings

Noir STD Regular

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

## Body Copy

Cochin Regular

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

## Sample Spreads

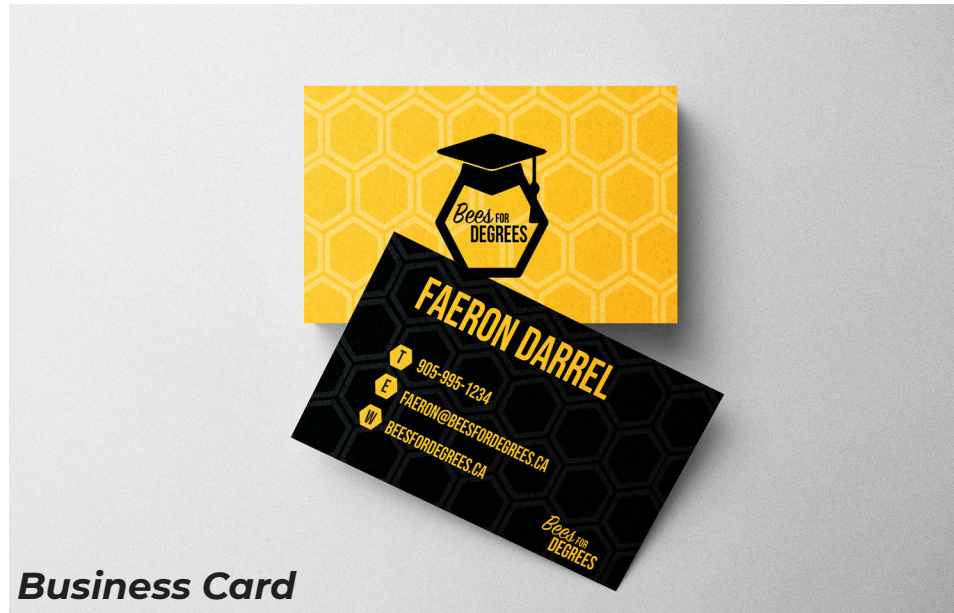
## Logo Design

This logo was designed for a company that makes honey and uses beeswax to create environmentally friendly products. Since it is a company that has been created to help with a university degree, the graduation cap was an important aspect of the design to showcase the main idea of the company. The honeycomb and colour scheme was chosen to reflect the idea of products created from bees. The logo was created using Illustrator.

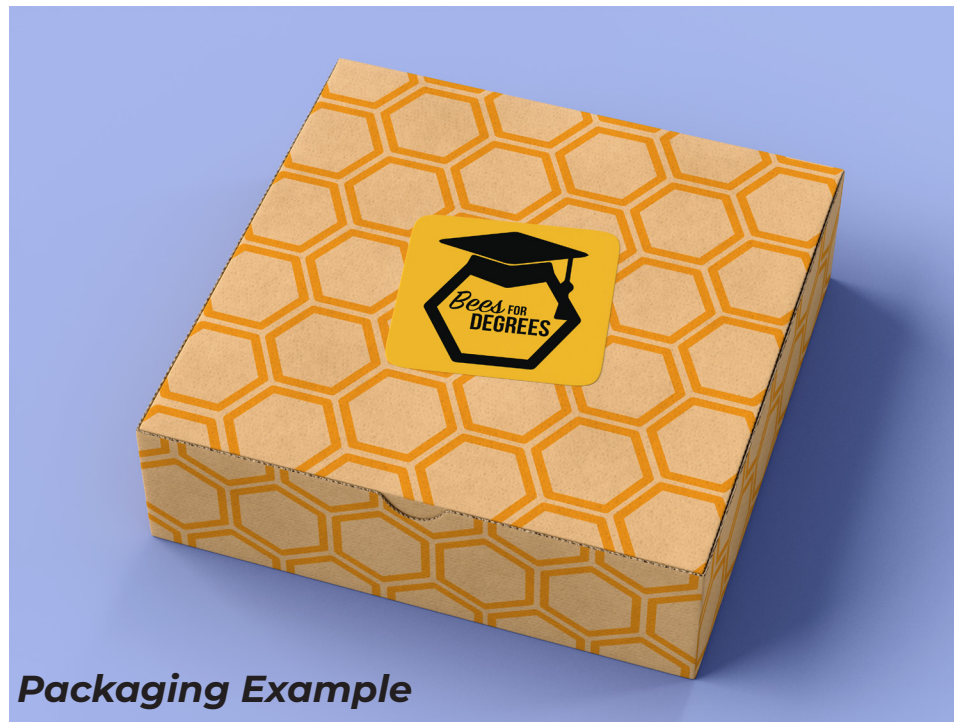


*Bees* FOR  
DEGREES





**Business Card**



**Packaging Example**