



Portfolio

Astrid Leeper

647-385-4524

astrid@fiveline.design

astridnutt.myportfolio.com



Avail

AVAIL LIFE SCIENCES

Logo, Brand Identity & Website

Avail Life Sciences is a company in the psychedelic space. I completed a brand sprint project introduced to me during my field placement.

The problem was to differentiate Avail and gain market share in a rapidly growing industry. The solution and art direction focuses on the methods of treatment used and end results of treatments on mind, body and spirit. The colour palette was inspired by the upper chakras and the overall feel was organic and soft.

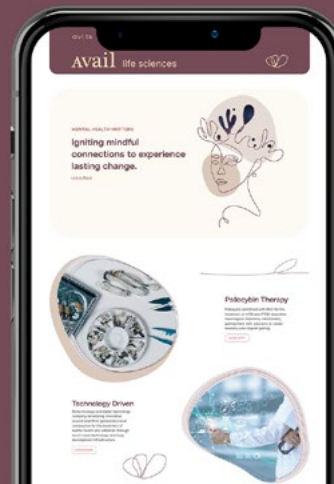
The result is a company that differentiates from the competition, making itself memorable and at the forefront of one's mind when thinking of psychedelics and therefore gaining market share.

Avail Presentation

Tools: XD, Photoshop, Illustrator, InDesign

Design Fields: Logo, Typography, UI, Branding

Date: February 2022









VSCAPE ESTATES

Package Design, Logo & Brand Identity

I branded and created a line of wines for Vscape Estates(a fictional winery). The challenge was to create a brand and packaging that is memorable in a saturated market.

The solution appeals to your senses. What’s your scape? Cityscape, oceanscape, mountainscape, escape? Large, crisp images in a beautiful monotone colour are used to identify with a type of wine. The images speak to you emotionally, transporting you to a location or moment where you can feel the environment around you.

The geometric typeface is crisp and clean with an even weight which supports the beautiful images. The letter mark logo parenthesis adds a subtle softness to the serif on the “V” creating a unified and balanced logo.

Tools: Photoshop, Illustrator, InDesign

Design Fields: Logo, Package Design, Branding, Typography

Date: February 2022







ENDHOUSE

Logo & Brand Identity

The challenge was to create an identity and brand for a high-end handyman-maintenance company who cater to upper income earners, luxury and cottage property owners in Simcoe County.

Design a logo (primary and secondary) brand guide, website homepage and other print and digital assets.

My solution was to use a modern sans serif typeface which embodies the professional, clean high-end work they do. The colour palette is modern and luxurious with golden yellow and rich blue which evokes a feeling of trust and sophistication.

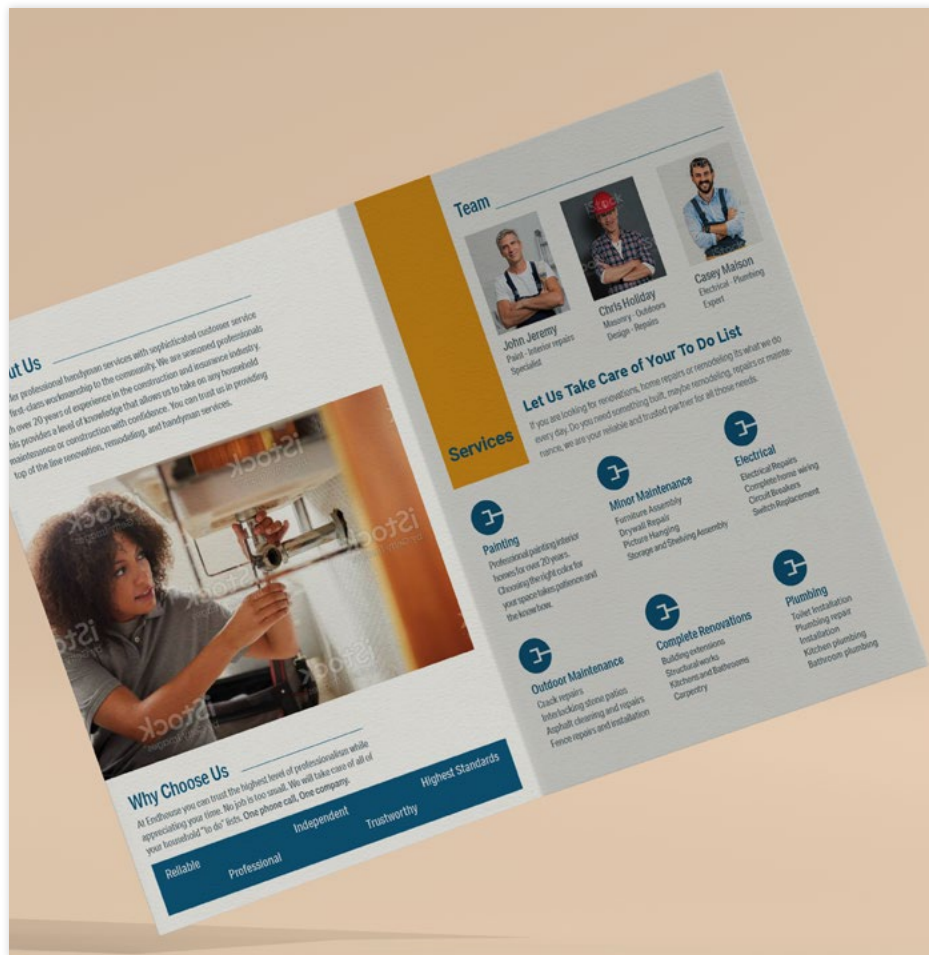
Tools: XD, Photoshop, Illustrator, InDesign

Design Fields: Logo, Typography, UI, Branding, Copy writing

Date: October 2021









CINQUE TERRE

Editorial

The challenge was to inspire people to bring travel into our kitchens through amazing food. Italy immediately came to mind. The colours are appetizing and represent the food made in the region. The modern, clean typography complements the crisp beautiful images of delicious food.

Implementing a grid and natural flow of information allows the reader to easily find the information they are looking for.

The introduction, and back cover were written by myself.

Tools: Photoshop, InDesign

Design Fields: Typography, Layout, Copy writing

Date: March 2021



Flavours of Liguria, Italy

Contents

- 5 'Authentic' Pesto
– use sweet, delicate basil
- 7 Ligurian Focaccia
– yields thick soft slices of delicious Italian bread
- 9 Ligurian cod
– salt cod with tomato and olive cream
- 11 Ravioli
– with sheep's milk ricotta, spinach, tomato sauce and basil
- 13 Fritto misto di mare
– swordfish, sea bass, tuna, and sardines
- 15 Mussels
– bounty of the Ligurian Sea
- 17 Pesto alla Genovese
– with basil pesto
- 19 Tegame alla Vernazzana
– anchovies of the Ligurian sea
- 21 Limoncello
– composed of the freshest lemon peels

On the Table – a taste of Italy



Photo credit: [unreadable]

SECOND

Mussels

– bounty of the Ligurian Sea –

Called 'cozze' in Italian—this simple recipe is a classic of the Ligurian coast. A heaping portion of well-prepared mussels is a delight, particularly with a sea breeze at your back.

INGREDIENTS

- 1 1/2 lb (0.7 kg) mussels
- 2 tbsp olive oil
- 1/4 cup Parsley and Garlic Baste
- Parsley and Garlic Baste**
- 1/2 cup Italian parsley, fresh
- 2 medium garlic
- 6 tbsp olive oil (enough to cover)

4

10-15 mins

A small food processor will be very useful to chop the ingredients.

DIRECTIONS

- 1 Only the parsley leaves are used, since the stems are too hard. Wash and spin-dry the leaves. Finely chop them together with the garlic cloves. Put this mixture into a glass jar, cover with a layer of oil to prevent air oxidation, then put the lid on. (The oil quantity indicated below is for reference only). Put the jar in the refrigerator.
- 2 Carefully rinse and brush the mussels to remove any sand. Drain. Discard any of the mussels that stay open, even after being tapped, because they are not edible.
- 3 Cook in a covered saucepan with the parsley and garlic base and oil over medium heat. After 7-8 min, all the mussels should be open and ready; discard any that are still closed.
- 4 Serve warm. Have a side bowl to collect the empty shells.





Photo credit: sea-food-is-coles-on-the-street-573002244-07e6486c9046a30022a203a

Fritto misto di mare
- swordfish, sea bass, tuna, and sardines -

Dressed only with a sprinkle of salt and a raised lemon on the side, the ocean monstrosity crunch with fresh, sea-side flavor for a singular essence that blends the brininess of the deep sea with a hint of natural sweetness.

INGREDIENTS
A mix of 2-2.5 kilos of mixed
insect, which should include:
Junco shrimp
Spit
... more of the follow
... tiny fish

one or more of the following:
fresh tankies or other tiny fish.

1 1/2 cups of flour (or more if needed)
2 cups of olive oil (or more if needed)

2 lbs
for serving
salt
lemon wedges

A-6

45 min

☀️ Cover it all in flour and fry the bounty in oil. That's it. No buttermilk or beer necessary.

DIRECTIONS

1 Prepping the seafood. The shrimp(s) should be shelled, but leave the crustaceans like crayfish(s) should be cleaned, then rinsed off. If you've bought fresh liquid already cleaned, then you can proceed to cut the liquid sacks into rings about 1 cm thick. The tentacles can be left whole. If using soft shell crabs, then cut them in half down the middle vertically. Detach scallops from their shells. Each crab makes four pieces. Between the scallop and shell, gently sliding the rock knife with the small fish. Remove the shell. You should lay out your prepared seafood on a plate. To soak up any excess liquid, you can place a paper towel to soak up any excess liquid. In a bowl, place my

2. Lightly fry your seafood. I like to do this by placing my seafood in a plastic bag, then spoon in 1-2 spoonfuls of flour, and shake the bag around until all the pieces are lightly coated. Then pour the contents of the bag into a colander. Shake the colander to eliminate the excess flour.

Heat your oil in a fryer or a deep cast iron pot until it is very hot. In a deep fryer, set the temperature to 375°F. If using a pot, heat until the oil is really hot (just before the oil begins to smoke). Deep fry the fish gently (just below the oil, until the seafood is just cooked through and a light golden crust has formed) on the outside. This should take no more than 2-3 minutes. Avoid overcooking the fish. Drain your fried fish on paper towels or a cooling rack as they are done.

4 Once all your seafood is cooked, transfer them to a serving platter (preferably lined with paper towels to soak up any excess oil). Sprinkle lightly with salt, and serve your tritto misto di mare with lemon wedges. The key is to serve fried foods as soon as possible after they're done, while they're still hot and crispy.





FIVELIME

Logo & Brand Identity

A logo and brand guide designed for a company of my choice. I chose to create and identity and brand for a lifestyle brand. The target market is modern, fresh, approachable 20-60 year old middle-upper income earners.

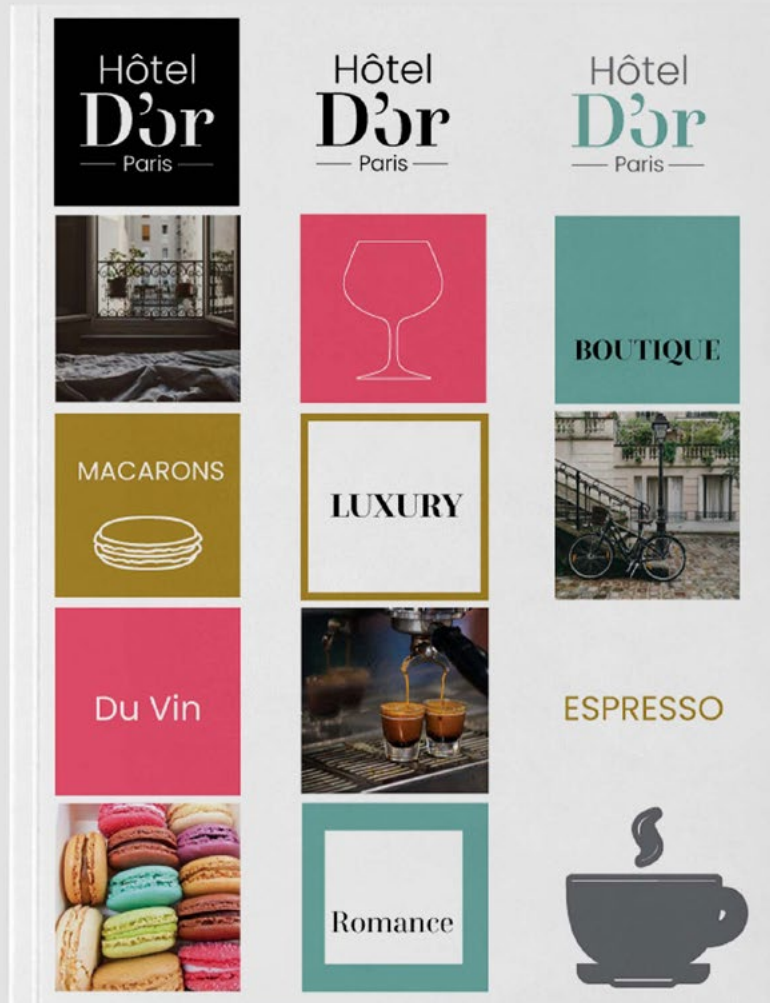
The solution evokes a feeling of modern sophistication with a fun edge in the small details. A sense of style that brings your attention to the feeling it evokes . The way the letters go together seamlessly gives it a unified feeling. The curvature of the "l" and the "f" make the logo feel unique. The shade of green is fresh and modern. The logo feels unified and has longevity.

Tools: Photoshop, Illustrator, InDesign

Design Fields: Logo, Typography, Branding

Date: April 2021





HOTEL D'OR

Logo & Brand Identity

Hôtel D'or is a modern, chic boutique hotel in Paris. The target audience is in their late 20's-60's and middle-upper class who are there for business or leisure. The challenge was to reflect the company essence and target audience which embody the feeling of modern and chic but also have drive and a sense of adventure with an appreciation of the finer details.

The logo is unique. It embodies modern and luxury with elements of the romance of Paris. "D'or" is made up of the serif typeface which feels luxurious. "Hôtel and Paris" are made from a modern, geometric, even weight sans serif that quietly compliments the eye catching "D'or".

The company's colour palette was inspired by the French dessert-macarons. The primary color blue gives a modern, luxurious feel. The shade of blue is calm, refreshing and sophisticated. Blue promotes relaxation. The logo's color choice will stand the test of time. The dark Grey is elegant and compliments the blue.

Tools: Photoshop, Illustrator, InDesign

Design Fields: Logo, Typography, Branding

Date: March 2021







CARAVAN



CARAVAN

Editorial

Caravan is a modern, minimalist furniture company based in Canada that also ships Internationally.

The challenge was to create and identity and set the brand apart from other minimalist modern furniture companies such as Ikea or Urban Barn.

Caravan catalogue evokes a feeling of modern sophistication. Caravan reminds me of the desert and how it feels expansive and only what is required to survive exists. This is representative of minimalist, expansive and modern furniture.

The logo uses a sans serif typeface. The contrast and detail of each character stands out against a stark white background. The typeface gently softens the contrast giving the design a modern, clean feel. All content and body copy were written by myself and I sourced and edited all images.

Tools: Photoshop, InDesign, Illustrator

Design Fields: Advertising, Typography, Layout, Copy writing

Date: November 2021

MODERN MINIMAL FURNITURE

Curves™ retail company strives to provide modern, minimalist, furniture to those who appreciate a clean space and value form in its purest intent. We value the feeling and beauty of spaciousness. We carry intentionally curated designs for our customers who trust in our design philosophy. Our home should give us the space to breathe. Curves™ has select showrooms across the country and a presence online to fulfil your needs.



Contents

Sofas	05
Armchairs	10
Dining Chairs	15
Dining Tables	18
Media Storage	20
Side Tables	25
Coffee Tables	30
Lighting and Accessories	35



Dining Chairs



Anika Chair
W20 D22 H38 (in)
W42 D42 H48 (out)
\$499.00



Piper Chair
W16 D20 H29 (in)
W28 D42 H48 (out)
\$289.00



Greta Chair
W20 D22 H38 (in)
W42 D42 H48 (out)
\$499.00



Chloe Chair
W20 D22 H38 (in)
W42 D42 H48 (out)
\$499.00

Our Home Should
Make **Space**
To Breathe



CARAVAN
MODERN.MINIMAL.FURNITURE

Shop
www.caravan.com

@caravan





BUONI BISCOTTI

Identity & Package Design

My design challenge was to create a brand for biscotti that would sit on the shelves of Loblaws. The target market is middle upper income earners, ages 25-60 who enjoy specialty treats and food.

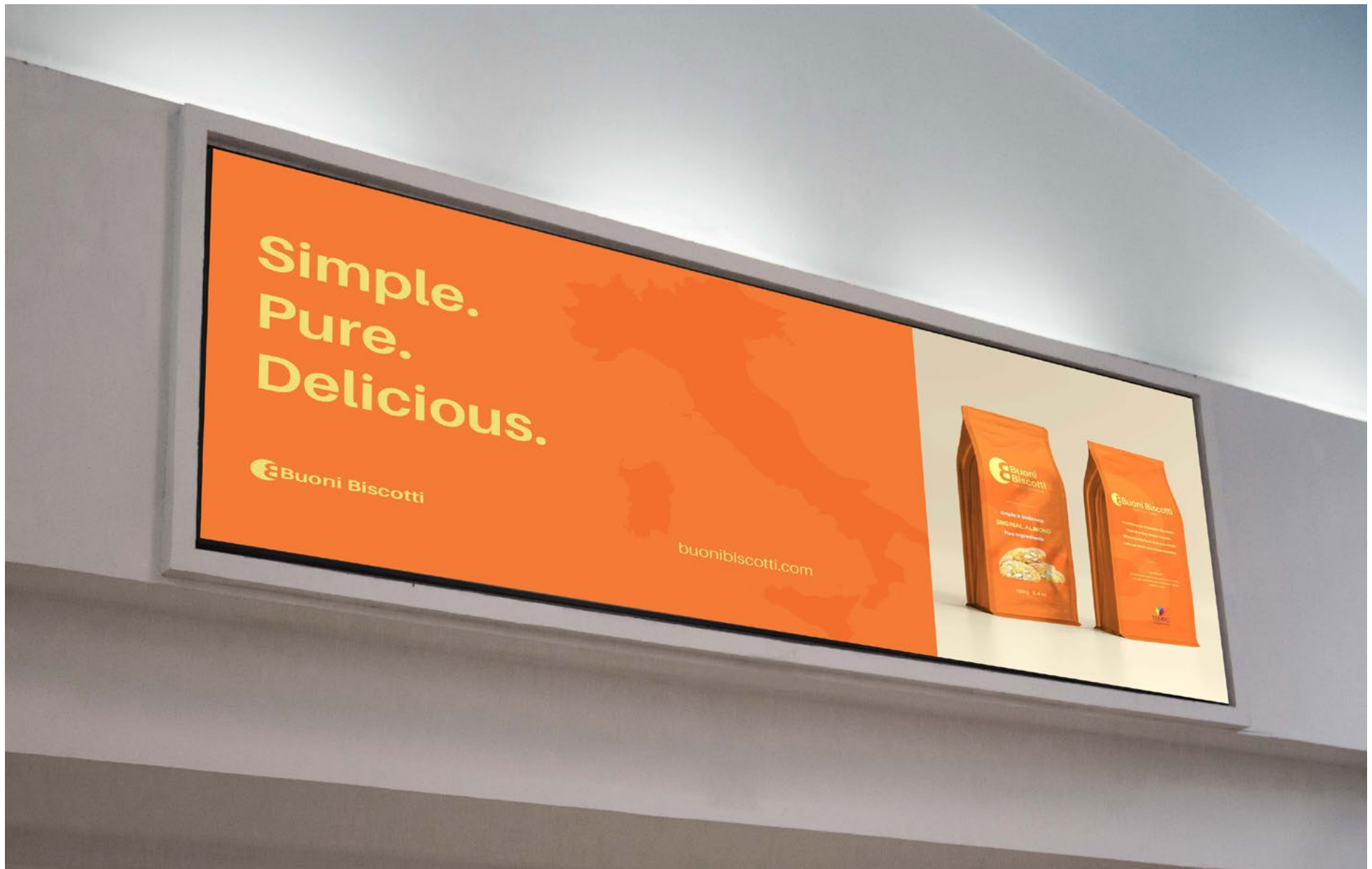
I Created Buoni Biscotti, a memorable brand. The modern typeface gives the brand a sophisticated identity and the serif slogan hints at the tradition of a nonnas home cooking. The colours(modern orange and almond yellow) are visually appealing, appetizing and will stand out on the shelves.

This designed package was a challenge presented by Tempo Plastics. We had to prepare the dieline technical files appropriately and have them print ready. Tempo has a new flat bottomed pouch and wanted a new design to try on the new press. Buoni Biscotti is a delicate treat for the coffee connoisseur.

I placed second in the competition.

Tools:	Photoshop, Illustrator
Design Fields:	Advertising, Typography, Layout, Dielines
Date:	November 2021

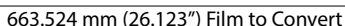






120mm (4.724") x 612.727 mm (24.1231")

120mm (4.724") x 612.727 mm (24.1231")



Hi Tempo- This is such a great project!

The Image:

<https://media.istockphoto.com/photos/biscotti-with-nuts-on-a-white-background-selective-focus-picture-id616861500?s=612x612>

Front and bottom panels are coated in a matte varnish. This gives a modern, high-end feel to the product.

Back panel—The cut out of the B logo is to take on the sheen of the bag. All of the text and the logo are matte.

Typeface- Aileron. The logo and all other type

Tinos- The Italian Cookie

The company Buoni Biscotti appeals to the coffee aficionado. The target audience are 20 somethings to 60, male and female who have an appreciation for the details in life. Those who love the texture of a great cookie and the aroma of an well great shot of espresso. Individuals who enjoy fashion and travel. Snacking on a biscotti while sipping as espresso and enjoying the moment.

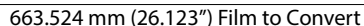
Biscotti is a staple in Italy. Buoni Biscotti - good cookie- has a modern and high end feel to it. This will fit well on the shelves of stores like Loblaws and the clientele they attract.

The main typeface is a bold geometric sans serif that feels modern and sophisticated. The supporting type is a clean serif which used with the logo to support the modern geometric typeface and bold colours.

The orange and cream colours are appealing to the senses and make you want to choose this package of biscotti. Orange stimulates the senses and emotions creating a lasting positive association with Buoni Biscotti. The cream is natural and appealing to look at.

120mm (4.724") x 612.727 mm (24.1231")

120mm (4.724") x 612.727 mm (24.1231")



h

Front and bottom panel- spot white and matte varnish on these panels to give a modern, high-end design.

Back panel- The cut out of the B logo is to have the sheen of the bag. All text and the logo is matte.





Contact

647-385-4524

astrid@fiveline.design

astridnutt.myportfolio.com