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# Caravan & Co. 2022

Canadian Home Furnishing Goods



## EDITORIAL DESIGN

### CARAVAN & CO.

This catalogue designed to advertise the products by being primarily visual based. When designing the page layouts I went with more of a collage look to make the most use of the 8.5x11 size page. I chose the page size based off what is easier to browse while walking through the store and realistic to fit into a small bag. I used a neutral colour palette so it doesn't distract from the images. The colour palettes on each page is for the customer to use as reference when designing a room. It offers them a range of colours that would compliment the furniture being sold.

### Sofas & Loungers

**A. The Alora Sofa** \$4,569

A beautiful and comfortable love seat that will add elegance to your space. Made with the highest quality offered in Canada. Real brass legs which will ensure no tarnishing or scratching of product.

**B. Vassey Vases** \$60.99

A modern ceramic vase that adds elegance to a space and makes for a great floral display.

**C. Golden Bowl** \$27.75

A classic candy jar to have on hand for those nights hosting gatherings.

**D. Throw Pillows** \$25.99

Starting at \$25.95

**A. The Allegra Lounger** \$7,876

An exceptionally comfortable sectional that seats 4 adults with space to lounge. Has storage compartment under lounge cushions for blankets and pillows.

**B. Crafted Coffee Table** \$186.95

A modern coffee table that adds a beautiful focal point to the space.

**C. Dusted Area Rug** \$1086.95

A braided wool area rug that ads comfort to any space.

**D. Quaint Ceiling Light** \$456.95

A modern interior light that brightens the space at all hours of the day.

**E. Throw Pillows** \$25.99

Starting at \$25.95



# LOGO DESIGN

## WAGS TO RICHES

Designed this logo for a local groomer. The objective was to design a logo that would represent her brand with a simple and clean concept. This logo needed to be designed to work on all platforms and print jobs. I decided to go with a simple paw print and scissor illustration as it is not specifically a dog groomer, she also offers nail clippings for cats and bunnies.







## LOGO DESIGN

### FOLIAR HORTICULTURAL SERVICES

When designing this logo I wanted to create something that was versatile for all platforms. The full logo works wonderfully in a header but the logo can also be simplified by using just the 'F' design to fit perfectly into a profile icon. The approach for this logo was to create something that would represent his company very clear. When a potential client sees the logo at a quick glance, it's obvious what type of company it is. I also use typefaces that would appear bold and clean on all print jobs.



# GREETING CARDS

## CYSTIC FIBROSIS HOLIDAY CARDS

The objective of this design was to create a holiday card that would be appropriate for all holidays celebrated in the month of December. The card is to show the organizations gratitude and wish happy holidays to all donors, volunteers, members and individuals affected by Cystic Fibrosis. The card was distributed throughout Canada which is why I believed the snow theme was appropriate to represent all holidays during December since it snows country wide this time of year. All colours used were taken from their style guide which was great to incorporate into both designs to stay true to the organizations brand.



