Lenarduzzi
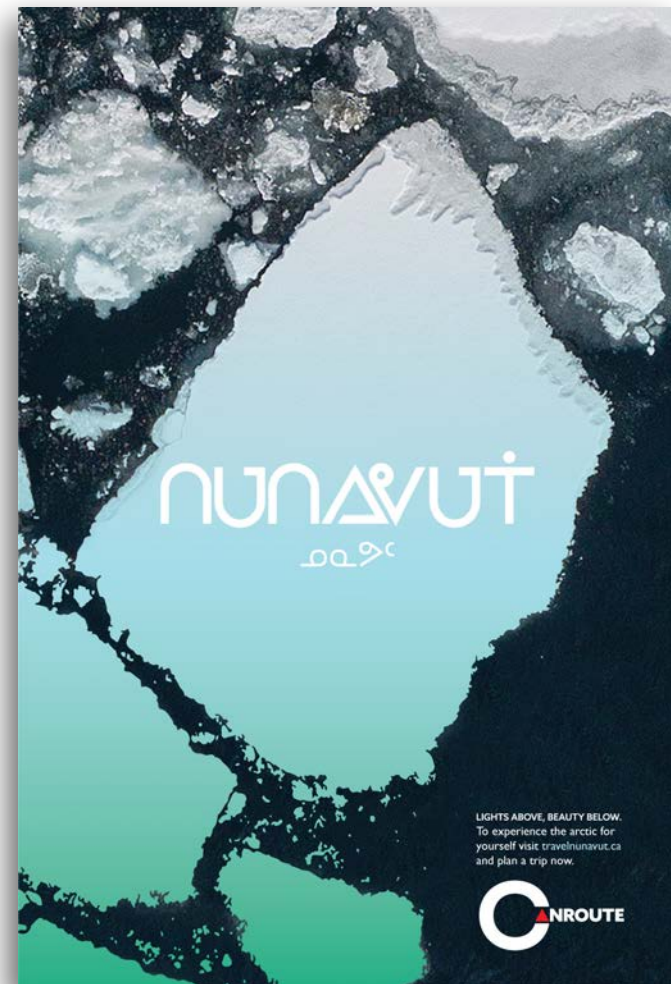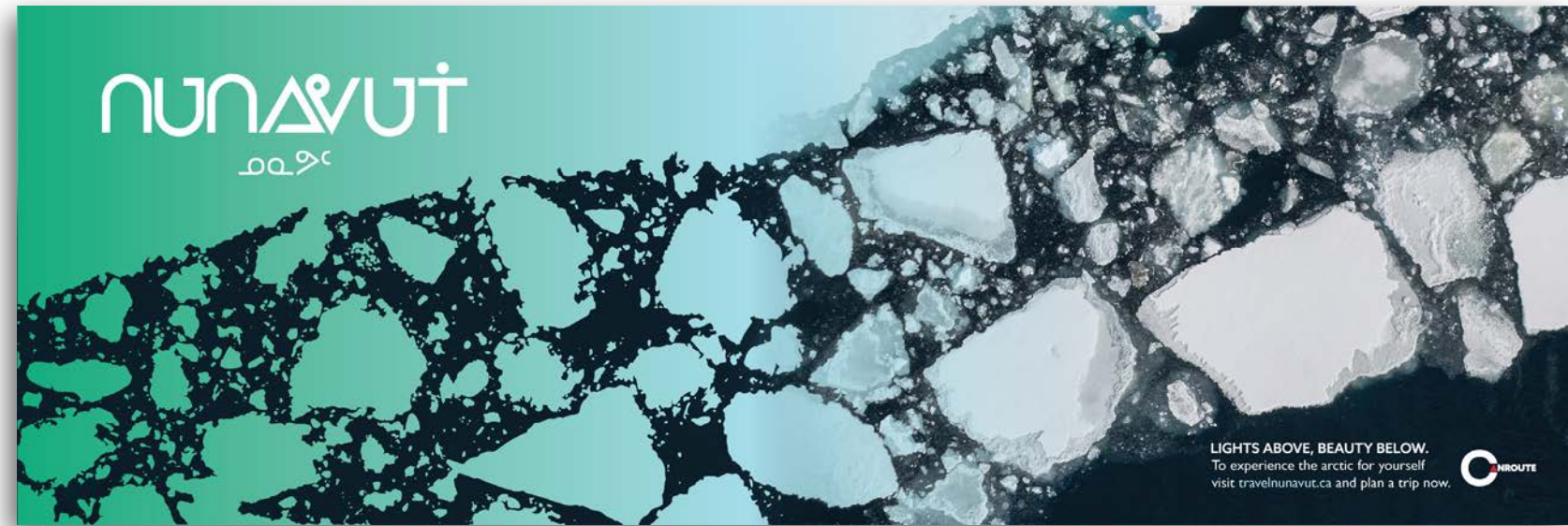
Andrew Lenarduzzi

alenarduzzi.gd@gmail.com

705.305.7476

BRANDING

Objective
Create a new brand identity for the Nunavut territory and show the utilization of the identity in the form of an airport mural, poster, magazine ad, and social media ads.

The logo designed uses the Inuit language's (Inuktitut) alphabet as inspiration for the type design in order to make something that represent Nunavut's prominent Inuit culture. An icy blue and an aurora green gradient was used through out the branding to represent the beautiful nature of Nunavut.

Software Used
Adobe Illustrator
Adobe Photoshop
Adobe Indesign

CARAVAN

EDITORIAL DESIGN

Objective
Design a logo and catalogue for a furniture company.

The goal was to keep the furniture catalogue sophistacted but playful. The sophistication was achieved by keeping the typography simple and structured. Bright images and incorporating circles as a design element throughout the catalogue provides playfullness.

Software Used
Adobe Indesign
Adobe Illustrator
Adobe Photoshop
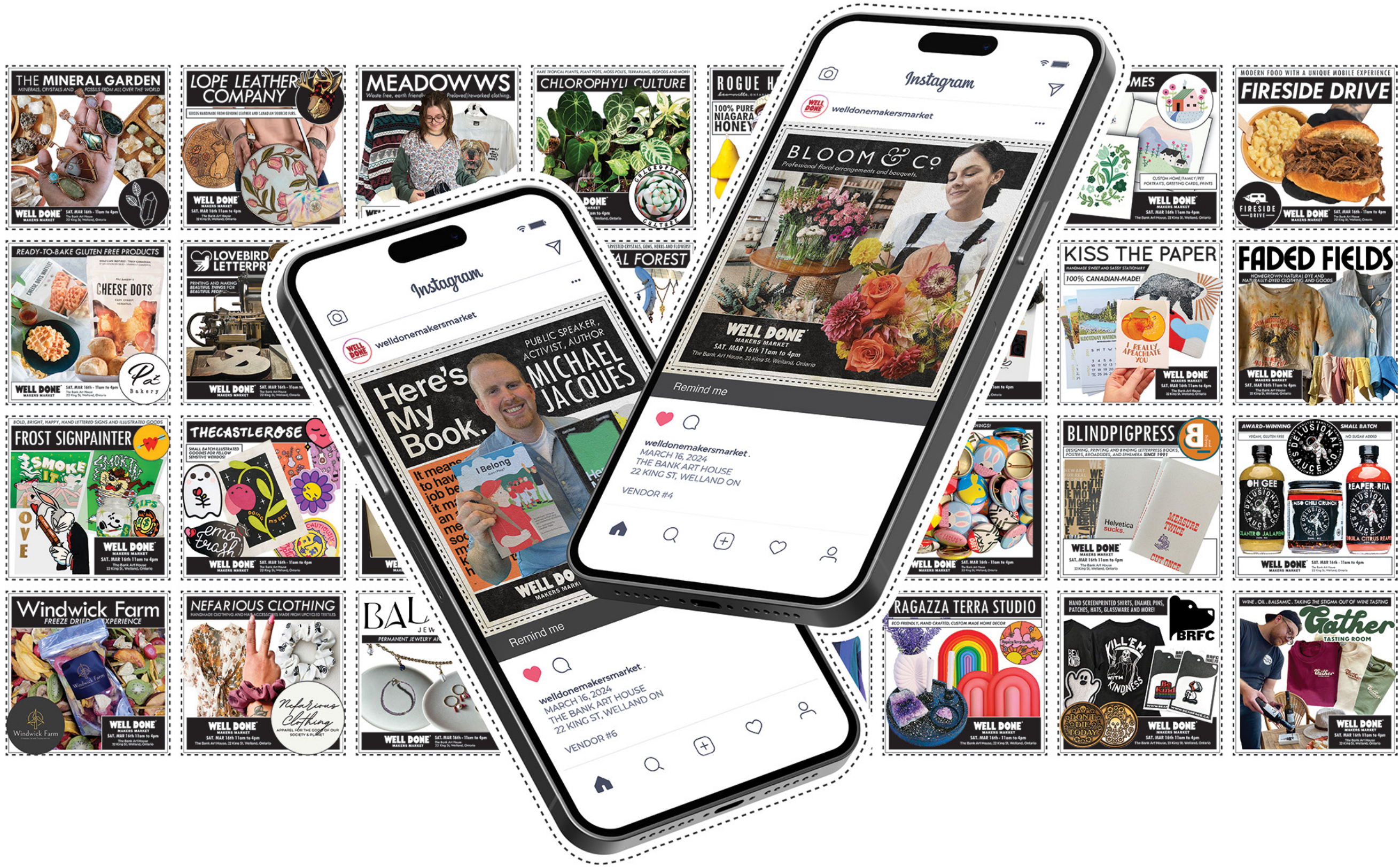
SOCIAL MEDIA

Objective
Make customized instagram posts using images provided by vendors for a makers market.

Following a coupon like style throughout the project, supplied images were edited in Photoshop and posts were constructed in Illustrator.

Software Used
Adobe Illustrator
Adobe Photoshop

PACKAGE DESIGN

Objective
Design a logo and packaging for a bakery.

An outer space theme was used for the bakery and packaging in order to make something that would allow a lot of "space" to be creative. High contrast eye catching colours were used to make the packaging stand out on shelves and to also represent the excitement felt when eating cookies.

Software Used
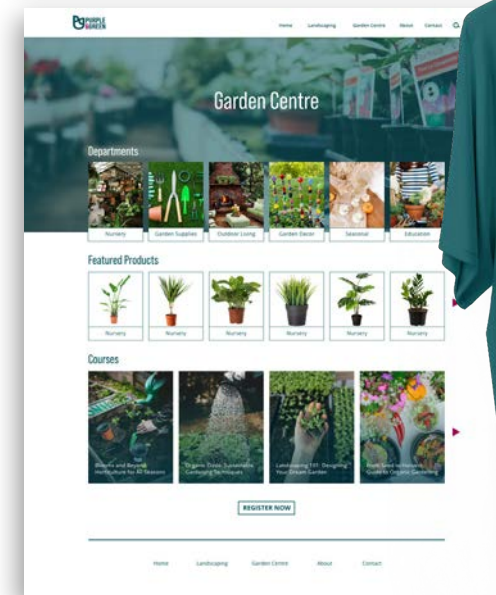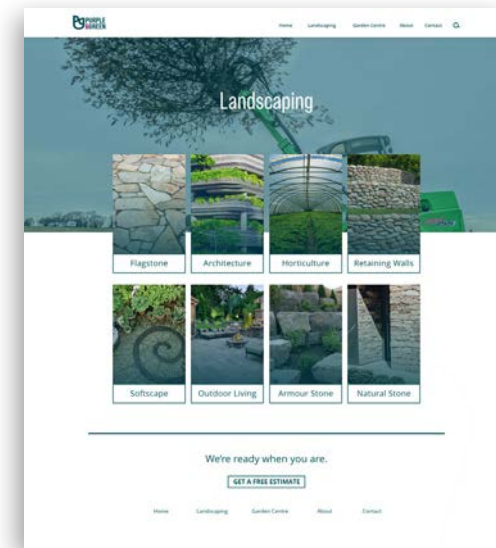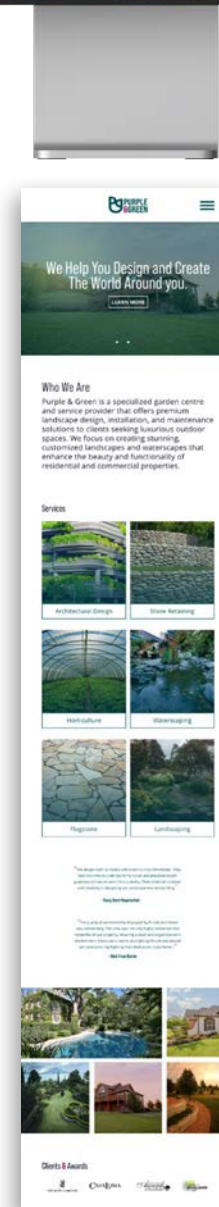Adobe Illustrator
Adobe Photoshop
Adobe Dimensions

ANDREW LENARDUZZI

Founder & CEO

—

(123) 456-7890
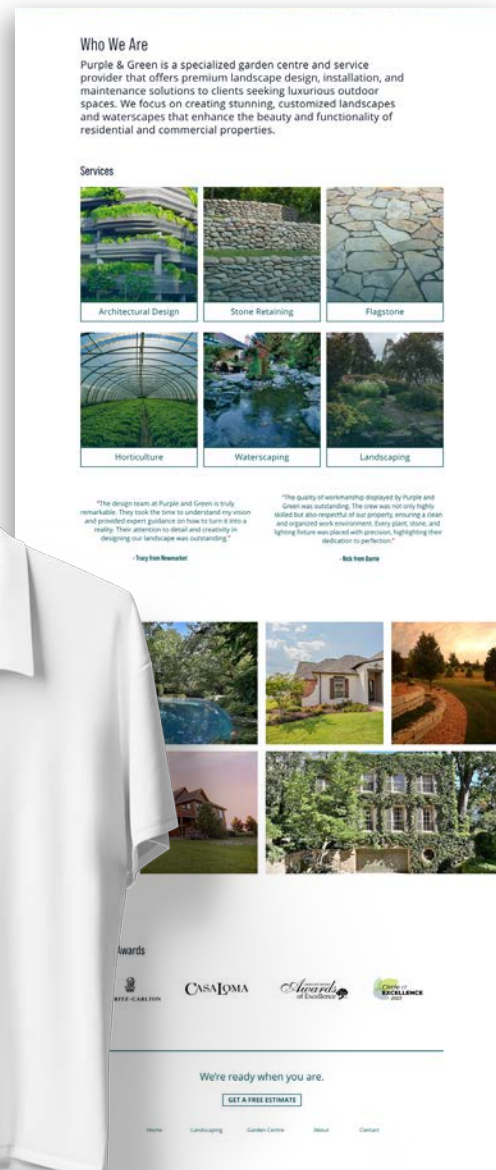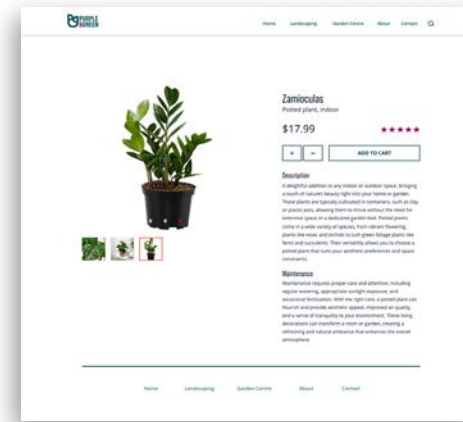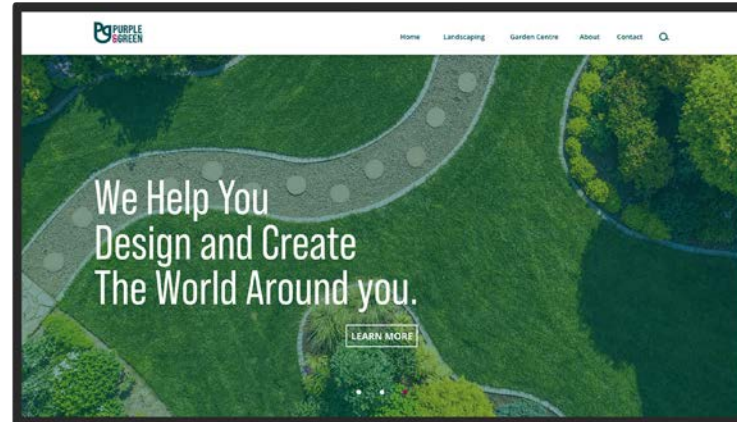CONTACT@NECTRSKINCARE.COM
NECTRSKINCARE.CA

nectr

PACKAGE DESIGN

Objective: Create a logo and label for a high quality skin care brand.

The primary wordmark utilizes a morphing style to make the type feel organic and varying stroke widths were used to make it sophisticated, like a serif typeface. The secondary logo uses flower petals to play into the organic theme, and was designed using the same techniques as the wordmark. Light green was used as the primary colour to signify health and nature.

Software Used
Adobe Illustrator

nectr

PAPAYA ENZYME
GENTLE EXFOLIANT

EXFOLIANT DOUX AUX
ENXYMES DE PAPAYE

100ml (3.4 fl oz)

nectr

SOY HYDRATING
FACE CLEANSER

NETTOYANT HYDRATANT
POUR LE VISAGE AU SOJA

100ml (3.4 fl oz)

nectr

NIACINAMIDE + ZINC
CLARIFYING FACE SERUM

SERUM VISAGE CLARIFIANT
NIACINAMIDE + ZINC

30ml (1 fl oz)

nectr

PRIMING MOISTURIZER FACE CREAM

CRÈME HYDRATANTE POUR LE VISAGE

20ml (0.70 fl oz)
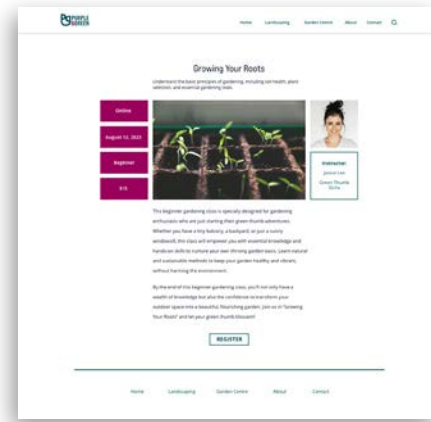
WEB DESIGN

Objective
Design a logo and website for "Purple & Green", a high end landscaping company.
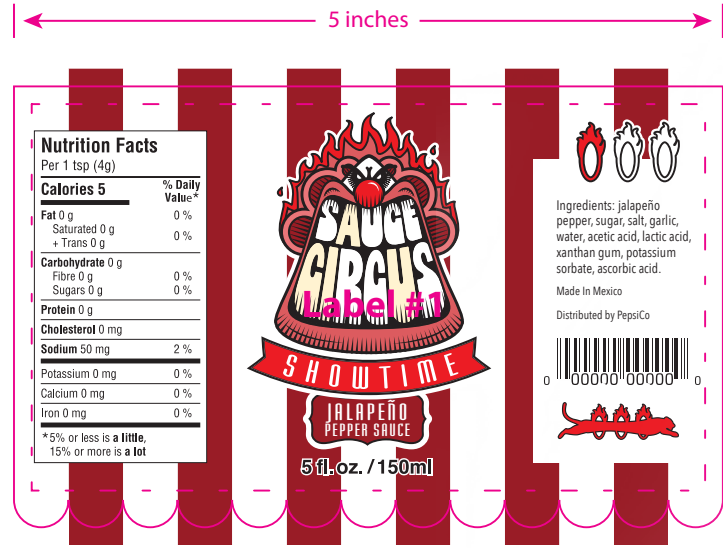
The logo created takes the P and G from the company name and combines them into a flower/tulip shape to emphasize the outdoor nature of landscaping. The overall design is minimal and clean to follow suit with Purple & Green's work.

Software Used
Adobe XD
Adobe Illustrator
Adobe Photoshop

5 inches

3.11 inches

Nutrition Facts
Per 1 tsp (4g)

Calories 5

	% Daily Value*
Fat 0 g	0 %
Saturated 0 g	0 %
+ Trans 0 g	
Carbohydrate 0 g	
Fibre 0 g	0 %
Sugars 0 g	0 %
Protein 0 g	
Cholesterol 0 mg	
Sodium 50 mg	2 %
Potassium 0 mg	0 %
Calcium 0 mg	0 %
Iron 0 mg	0 %

*5% or less is **a little**,
15% or more is **a lot**

Ingredients: jalapeño pepper, sugar, salt, garlic, water, acetic acid, lactic acid, xanthan gum, potassium sorbate, ascorbic acid.

Made In Mexico

Distributed by PepsiCo

SAUCE CIRCUS
Label #1
SHOWTIME
JALAPEÑO PEPPER SAUCE
5 fl. oz. / 150ml

0 00000 00000 0

SAUCE CIRCUS

GRAND FINALE
HABANERO PEPPER SAUCE

SHOWTIME
JALAPEÑO PEPPER SAUCE

GRAND FINALE
HABANERO PEPPER SAUCE

SECOND ACT
SERRANO PEPPER SAUCE

SAUCE CIRCUS

PACKAGE DESIGN

Objective
Design a hot sauce brand.

The goal for this design was something that was weird and wild. The product is a circus clown logo that has bright and eye catching colours with the label utilizing stripes to mimic circus tents.
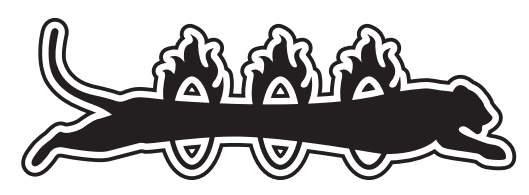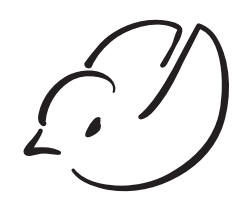
Software Used
Adobe Illustrator

PG PURPLE &GREEN

PG

noPlug

SAUCE CIRCUS

NUNAVUT

NT

CARAVAN

VITE D'ACQUA

nectr

Sprout - of - Hand

Faraway Baking CO.

Andrew Lenarduzzi

alenarduzzi.gd@gmail.com

705.305.7476

Thank You!