

abigail lohnes

Portfolio

GRAPHIC DESIGN

BRANDING • UX/UI • PACKAGING • EDITORIAL

branding

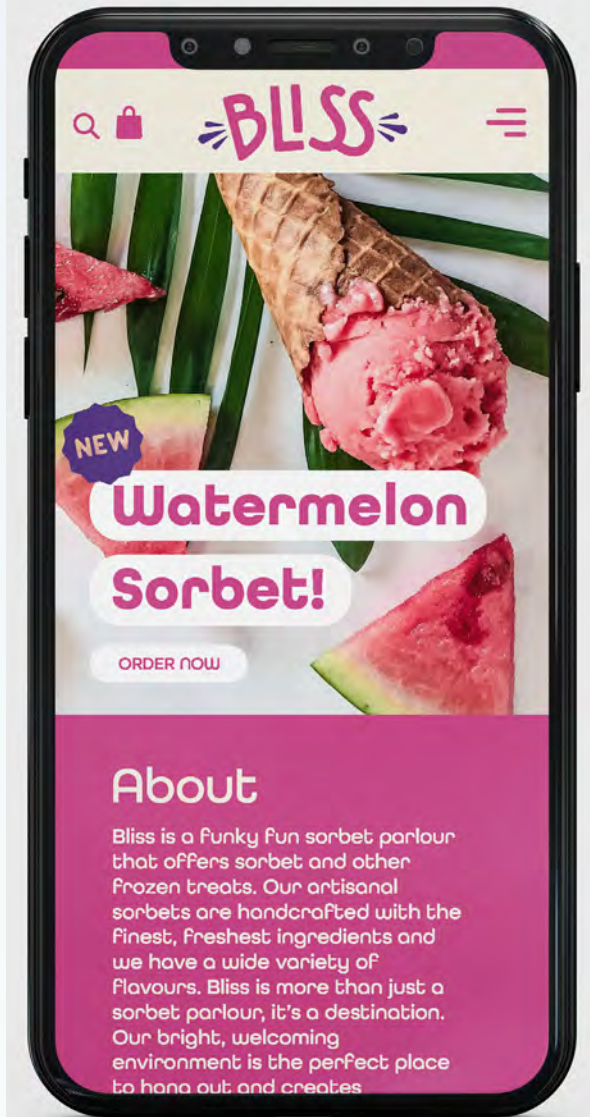
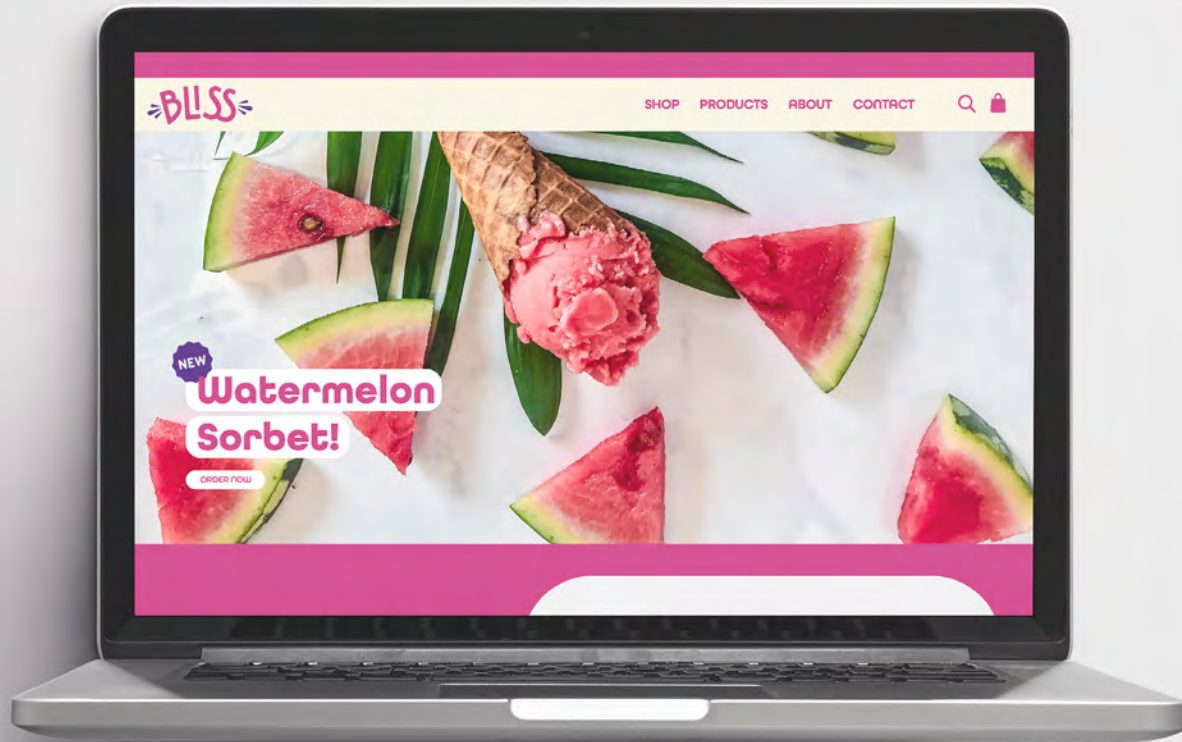


Bliss

The purpose of this project was to design a logo, brand identity, and website for a high end sorbet company called Bliss. The brand is supposed to feel fun, fresh and funky. The brand requested a fun colour scheme featuring purple and magenta.

Software:

- InDesign
- Illustrator
- Adobe XD



branding



Iconoclast

The goal of this project was to design an identity, and menu for a European Café. My interpretation of a European Café is something that feels fresh, trendy and chic.

Software:

- Indesign
- Illustrator



Rovers Rewards

This project was in collaboration with Tempo Flexible Packaging. The goal was to design packaging for Sweet Potato Dog Chews. I decided to use a colour palette consisting of a variety of orange, and cream to signify the Sweet Potato flavour. The dog illustration was drawn to create a fun, lively sentiment, and engage the customer.

Software:

- Indesign
- Illustrator
- Procreate

ROVERS REWARDS

ALL NATURAL DOG CHEWS

BLACKHEART



Blackheart

The objective of this project was to create a product line of hot sauces. I wanted to make Blackheart feel bold, and distinct. I opted to utilize a “Sailor Jerry” style throughout the designs because I feel it represents the product. Like hot sauce, this style is bold, intense, and edgy.

Software:

- Illustrator
- Dimensions



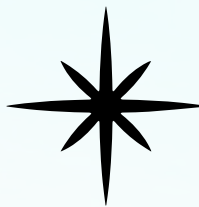
NWT Tourism

This collaborative project centered around a travel campaign targeting adventure seekers, aiming to entice them to explore the Northwest Territories. I was responsible for a brochure, magazine ad and logos.

Software:

- InDesign
- Illustrator
- Photoshop

NORTHWEST TERRITORIES



CanRoute

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[Resume](#)

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