

[mikael.fiesel@gmail.com](mailto:mikael.fiesel@gmail.com)

[www.mjfdesign.ca](http://www.mjfdesign.ca)

(705) 279-1326

Barrie, Ontario

**[Click to View Resume](#)**



MIKAEL J. FIESEL • GRAPHIC DESIGN

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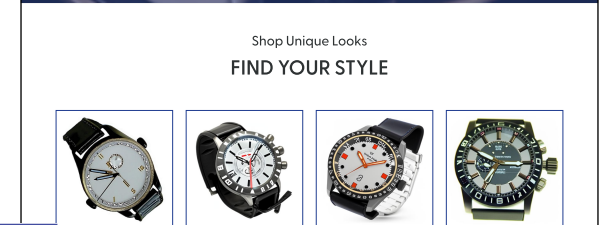
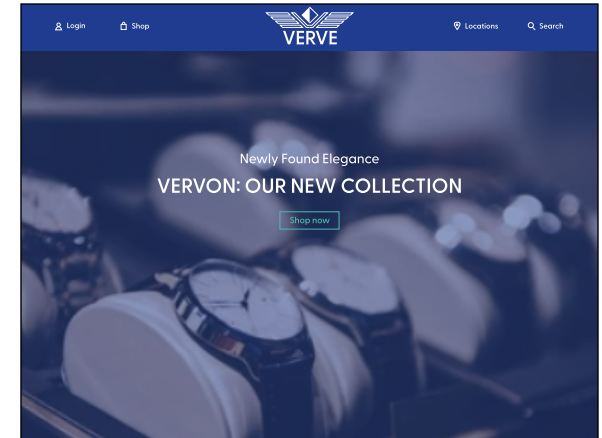
# Verve

Branding, Style-guide, & Website

Verve is a watch company that strives to break through gender boundaries by delivering quality and high-end watches for him and her.

Creating a brand identity, including a logo and style-guide, from scratch, as well as creating a home page for both web and mobile devices was involved in this work.

Typeface(s) Used:  
Greycliff CF



07

08

CLASSIC BLUE #414291 R: 65 G: 75 B: 159 C: 87 M: 32 Y: 0 K: 0	SLEEK CYAN #57C4BB R: 89 G: 196 B: 187 C: 61 M: 0 Y: 32 K: 0	MODERN GREY #344243 R: 61 G: 64 B: 67 C: 70 M: 6 Y: 59 K: 45
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11

CLASSIC BLUE #414291 R: 65 G: 75 B: 159 C: 87 M: 32 Y: 0 K: 0	SLEEK CYAN #57C4BB R: 89 G: 196 B: 187 C: 61 M: 0 Y: 32 K: 0	MODERN GREY #344243 R: 61 G: 64 B: 67 C: 70 M: 6 Y: 59 K: 45
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12

GREYCLIFF CF (DEMI BOLD)  
HEADINGS (ALL-CAPS)  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

03

04

**PRIMARY LOGO**

The primary logo of Verve was carefully and masterfully created to reflect our company's objectives, as well as our characteristics. We go for a modern, sleek, and easily recognizable look while still appealing to our target audience. The wings speak for our more luxurious side, while the diamond complements them. Our logo incorporates our primary, secondary, and accent colours.

**SECONDARY LOGO**

Our secondary logo incorporates the diamond and places more emphasis on it, as well as the first initial of our name, Verve. The colour used are both our primary and secondary colours. The diamond itself stands for our sustainable designs while also emphasizing our leadership. This secondary logo can be used to complement our primary or can be used on its own.

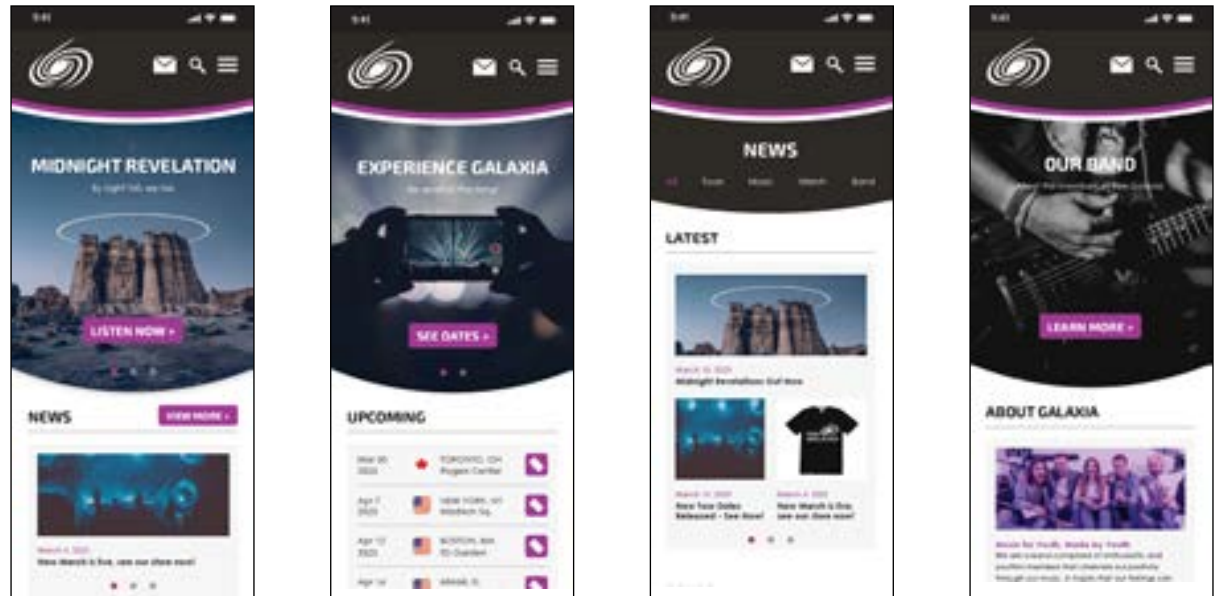
MJF

# Rise Galaxia Mobile Site

UI/UX Design

The modern rock band Rise Galaxia needed an easy to use and intuitive website that their fans could use to discover information such as their music, tours, merch, and news about their band itself. This involved creating both a brand and a mobile website that helps the brand serve its purpose.

Typeface(s) Used:  
Century Gothic, Exo



MJF

# Rock-On!

Editorial Design

Rock-On! is a magazine publication that emphasizes its design around whichever featured article is in the respective publication. This one is dedicated to rock legend Chris Cornell's life and legacy.

Typeface(s) Used:

Noka, Rockwell, Arial





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# Deutschland Recipe Book

Instructional Recipe Book Design

The Deutschland Recipe Book is an easy to follow cookbook that is meant for those who wish to explore German cuisine. Each page includes some extra information such as the region of Germany the dish originates from, difficulty (out of 3), time to prepare, and the yield of each dish.

**Typeface(s) Used:**

Franklin Gothic Demi, Californian FB, Calibri



MJF

# Personal Identity Logo

Branding/Lettermark Design

The creation of a personal logo is an important and time consuming process. A variety of different concepts were experimented on before arriving at the lettermark that is used in this portfolio for my personal branding, the MJF logo, which is an initialism of my full name, Mikael Johann Fiesel.

**Typeface(s) Used:**

Raleway (customized)

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1. Thumbnails



2. Concept rendered in black



3. Final in Colour & B/W



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# Das Mosel Wine

## Package Design

Das Mosel is a wine company that is dedicated to bringing only the finest wines from the Mosel river in Germany. This included creating a logo and brand identity, label design for three different wine types, and package design for each wine bottle design, respectively.

### Typeface(s) Used:

Latino Gothic Variable





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# Clear Organic Market

Direct Mail Design

Clear Organic Market, an and coming produce market, needed a series of direct mail advertisements and a Transit Shelter Advertisement (TSA) to promote their grand opening and their overall objectives as a grocer, so that they would stand out and be different from their competitors.

Typeface(s) Used:

Charter, ITC Avant Garde Gothic Pro

**DID YOU KNOW?**

**Healthy Body = Healthy Mind**

Choosing healthier and greener foods is scientifically proven to increase your mental health and help you think more clearly.

Also, it can help improve your concentration and attention span! If you are feeling groggy, try switching up your diet!

**Clear Organic MARKET**  
705-635-9000 - clearorganic.ca

Eating healthy can reduce stress, anxiety, and depression.

Healthy food choices will also improve your ability to exercise!

**\$2 OFF**  
Any Dairy Purchase  
Expires: 1/22/23  
Coupon Code: UB9C1F

**\$5 OFF**  
Any Grocery Purchase  
Expires: 1/22/23  
Total must exceed \$50 for coupon to be applicable  
Coupon Code: M64T84



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# Outshine

Advocacy Poster Design

New students starting in Georgian College's graphic design program need some kind of inspiration to get their year started off right. The purpose of this poster is to encourage students to outshine their peers in their own way without becoming arrogant.

Typeface(s) Used:  
Acumin Variable Concept



MJF

# CHEETAH! Hot Sauce

Packaging and Advertising Design

Cheetah! Hot Sauce is a brand that isn't afraid to deliver spicy sauces to the public. This is reflected in the overall branding for the company, through both the name itself and the logo artwork. The logo is also flexible in that it can be used to promote whatever hot sauces are currently popular, as seen in the examples.

Typeface(s) Used:

Noka, Nexa Rust Script



MJF

# Skateboard Deck Designs

Illustration Design

This design consists of three iconic guitars. Each guitar and the type was created by hand in Illustrator with references of the original guitars. Variety for each board was achieved by using different colours and arrangements of each subject matter.

**Typeface(s) Used:**

Custom-made





# THANK YOU!

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