

GRAPHIC DESIGN PORTFOLIO

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Sombre

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SOMBRE BRAND IDENTITY DESIGN

Brand and logo development for a vegan bakery called Sombre.
Styleguide for logo showing primary and secondary logos, both
in colour, and black and white.

Typeface used: *Trebuchet MS*

Sombre





WOOD BE HERO LOGO DESIGN

Logo development for a skateboard company called Wood be Hero.
Logo shown in full colour, black and white, and reversed out. A mock
up of the logo in context is also shown.

Typeface used: Modula OT



ASPIRIN PRINT ADS

Print ads for Aspirin in a Canadian Lifestyle magazine. Two concepts and taglines developed for the same product, using brand colours.

**Don't Panic.
It's Not Good
For Your
HEART**



When it comes to your heart, panicking isn't necessary
THE WONDER DRUG. Our proven formula has been safeguarding hearts for generations, reducing the risk of heart attacks. Recommended by healthcare experts worldwide, Bayer Aspirin offers everyday assurance, allowing you to prioritize what matters most while knowing your heart is in good hands. Choose the smart path to heart health with Bayer Aspirin - because protecting your heart is a decision worth making.
[Visit aspirin.ca](http://www.aspirin.ca) for more information.

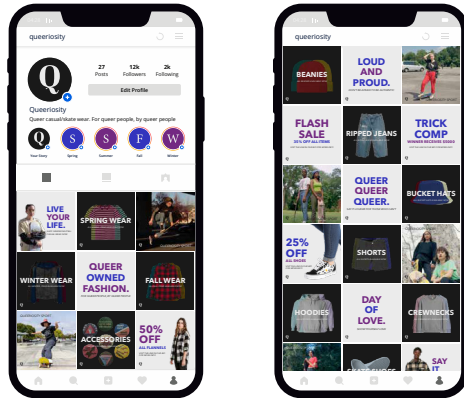


**Your
Heart
Deserves
Love Too**



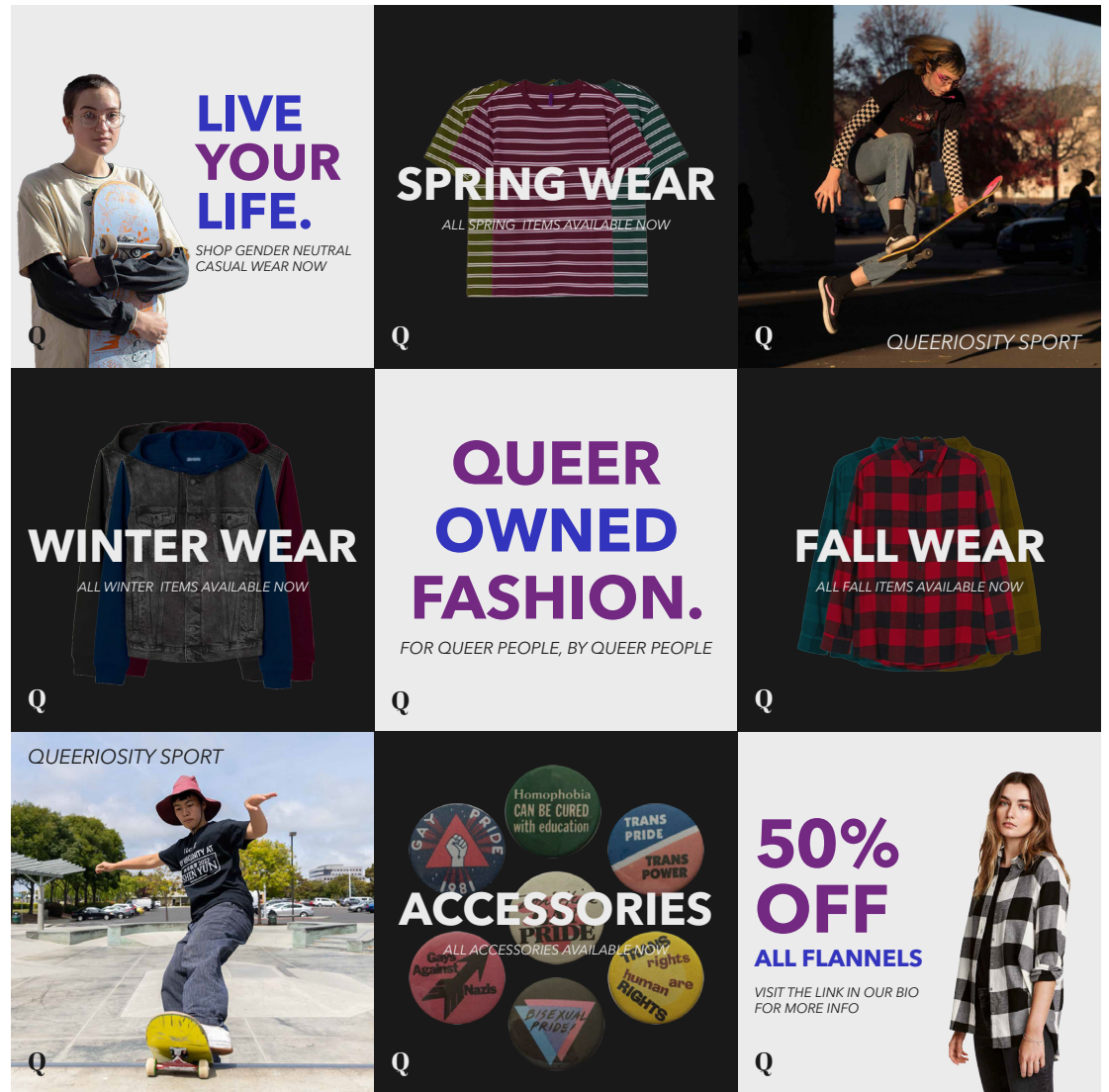
Self love is important, and that includes your heart
THE WONDER DRUG. In a fast-paced world, it's easy to overlook what matters most, but with Bayer Aspirin, you can prioritize your heart health effortlessly. Our time-tested formula, trusted by leading healthcare professionals, is designed to support heart health, reduce the risk of heart disease, and promote overall cardiovascular wellness. Make the loving choice for your heart; choose Bayer Aspirin and show your heart the care it truly deserves.
[Visit aspirin.ca](http://www.aspirin.ca) for more information.





QUEERIOSITY INSTAGRAM FEED

Instagram feed for a fictional clothing brand called "Queeriosity". One page of nine posts shown. A mockup of the feed in context is also shown.





QUEERIOSITY MAGAZINE DESIGN

A double page spread and a cover for a magazine called "Queeriosity" that discusses queer issues and pop culture.

Typefaces used: Abril Display Bold and Semibold for headings and subheadings. Corble regular for body copy.



Anti-Trans Rhetoric Grows in North America

How transphobia fuels violence

The FBI recently detained a man who had made threats to kill a doctor in Boston who treats transgender children in a way that supports their gender identity. When members of two far-right groups, the Patriot Front and the Proud Boys, gathered outside a Unitarian church in Columbus, Ohio, the following day, a drag queen story hour was canceled. These incidents occurred just a few weeks after a mass shooting at the LGBTQ+ club Club Q in Colorado Springs. Club Q was going to host a drag performance to honor Transgender Day of Remembrance. These attacks are part of a startling uptick in threats and acts of violence directed at Queer people across the U.S. The U.S. Branch of Equity reports that, starting in 2020, approximately one out of every five hate crimes committed in the United States were motivated by discrimination against LGBTQ+ individuals. "The fuel for much of this violence has been far-right rhetoric spread by white nationalist groups, extremist influencers and conservative politicians," asserts Yotam Oghir, an assistant professor at the University at Buffalo studying misinformation. "It's become pretty clear that the LGBTQ+ community is now at the heart of the new iteration of the culture wars that we have been unfortunately going through in recent years," he says. Sophie Bjork-James, an assistant professor of anthropology at Vanderbilt University, expert on religious white nationalism, says that this rhetoric is tied to white nationalist and evangelical Christian movements. Both movements are based on patriarchy, which says that men and women must exist in a hierarchy. The patriarchy is challenged by queer identities. Evangelicals and white nationalists backed Donald Trump in the 2016 election, bringing extremist views that were once fringes to the mainstream politics of the GOP.

Conservatives fear the United States becoming less white and less Christian. These factors have contributed to the rise of far-right media figures like Matt Walsh and Tucker Carlson. Far-right media figures work by targeting audiences already prone to violence and hate. Walsh and Carlson recently spread a fearmongering lie that Boston Children's Hospital's gender-affirming health care clinic was performing hysterectomies on children. This directly led to the hospital receiving multiple bomb threats. In truth, gender-affirming hysterectomies are not performed by anyone under 18 years old. Research from more than a dozen studies show that gender-affirming care in children leads to better mental health and a decrease of suicidal thoughts. Most of which is not surgical. The perpetrators of this lie refused to comment when questioned. These lies perpetuated by far-right politicians and media personalities directly provoke stochastic terrorism against Queer individuals. In short, vilifying a group of people directly leads to violence being committed against those people. An individual claim has a low chance of causing violence, but it is the consistent exposure to those claims that increase those chances. LGBTQ+ hate speech has also influenced conservative lawmakers. Walsh's social media outrage against Vanderbilt University Medical Centre, which provides gender-affirming care, inspired the Tennessee bill to prohibit gender-affirming care for trans children. Walsh also helped organize a rally in support of this bill in October, which saw members of the Republican Party, including Tennessee's Republican Senator Marsha Blackburn and the state's Senate Majority Leader, Jack Johnson. The midterm elections also saw Republican politicians strongly supporting anti-Queer.



ICONOCLAST CAFE MENU

Double sided menu for the European style bohemium cafe, Iconoclast. A mockup of the cafe packaging using the logo is shown.

ICONOCLAST

Coffees

Original Roast Coffee	\$4.00
<i>Savour a rich, fair-trade brew, satisfyingly simple and full of flavour.</i>	
Decaf Coffee	\$4.00
<i>A caffeine-free option that retains the robust taste without the buzz.</i>	
Dark Roast Coffee	\$4.00
<i>Bold, intense coffee with a deep flavour profile for true connoisseurs.</i>	
Espresso	\$3.80
<i>A shot of pure coffee essence, packing a bold punch in a small package.</i>	
Americano	\$4.30
<i>A harmonious blend of rich espresso and hot water, delivering a smooth and satisfying coffee experience.</i>	
Cappuccino	\$4.80
<i>A harmonious blend of espresso, steamed milk, and foam for a creamy delight.</i>	
Latte	\$4.80
<i>A comforting and creamy coffee, made by combining a shot of espresso with steamed milk.</i>	
Mocha	\$5.00
<i>Coffee meets hot chocolate in a perfect blend in this sweet treat.</i>	

Teas

Earl Grey	\$4.00
<i>A fragrant tea with a hint of bergamot, perfect for afternoon relaxation.</i>	
Chai	\$4.00
<i>A spicy, black tea blend for a warm, exotic sip.</i>	
Orange Pekoe	\$4.00
<i>A classic black tea with a bold, comforting flavour.</i>	
Green Tea	\$4.00
<i>A light and refreshing tea to rejuvenate your day.</i>	
Peppermint Tea	\$4.00
<i>A soothing herbal option with a cool, minty taste.</i>	
Chamomile	\$4.00
<i>Relax with calming chamomile tea, perfect for moments of serenity.</i>	

Hot chocolates

Original Hot Chocolate	\$5.00
<i>Creamy and rich chocolate, a sweet escape from your day.</i>	
White Hot Chocolate	\$5.00
<i>A twist on a classic favourite. Made with white chocolate.</i>	

Sandwiches

Breakfast

Egg and Bacon Sandwich	\$8.75
<i>Fluffy eggs and crispy bacon on a toasted English muffin for a hearty breakfast.</i>	
Egg and Avocado Sandwich	\$8.75
<i>Creamy avocado, poached eggs, fresh herbs on a whole-grain roll for a wholesome start to your day.</i>	

Lunch

Club Sandwich	\$10.00
<i>Roasted turkey, crispy bacon, lettuce, tomatoes, and mayo on multi-grain bread.</i>	
BLT	\$8.75
<i>Bacon, lettuce, and tomato on toasted white bread. A classic breakfast.</i>	
Ham and Cheese Melt	\$9.00
<i>Premium ham and cheddar on grilled sourdough, for a melt-in-your-mouth experience.</i>	

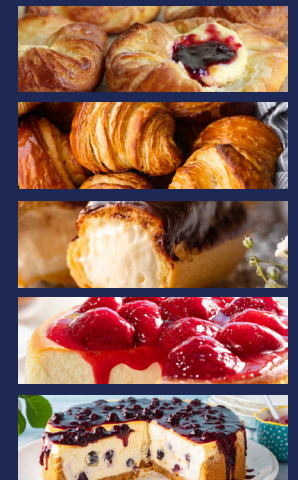
Desserts

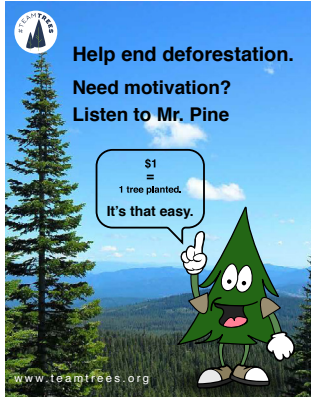
Pastries

Danish	\$4.50
<i>Flaky pastry filled with fruit or custard, a sweet and satisfying treat.</i>	
Croissant	\$4.00
<i>A buttery, golden pastry perfect for pairing with your coffee or tea.</i>	
Pain au Chocolat	\$4.25
<i>A delightful mix of buttery croissant and rich chocolate.</i>	
Éclair	\$5.25
<i>A decadent dessert filled with cream and topped with chocolate icing.</i>	

Cheesecakes

Strawberry Cheesecake	\$6.00
<i>Creamy cheesecake with a sweet strawberry twist.</i>	
Blueberry Cheesecake	\$6.00
<i>Tangy blueberry topping over classic cheesecake.</i>	
Chocolate Cheesecake	\$6.50
<i>A velvety, chocolate-infused cheesecake.</i>	
Caramel Cheesecake	\$6.50
<i>Creamy cheesecake drizzled with sweet caramel.</i>	





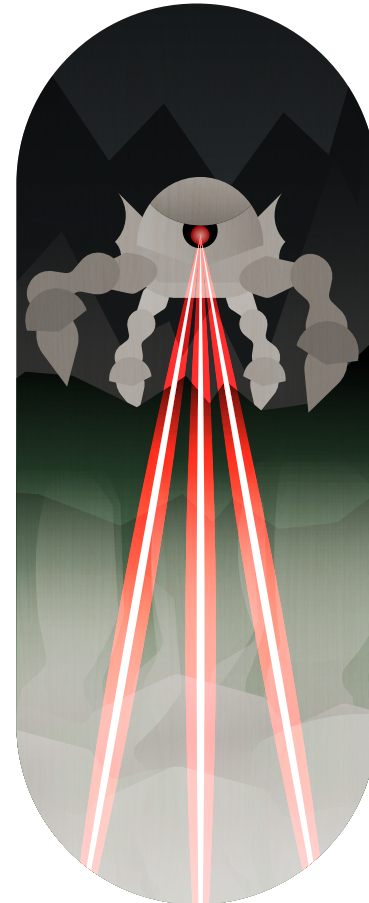
MASCOT DESIGN

Mascot design to be the face of an anti deforestation campaign. The mascot is named Mr. Pine. An ad to show the mascot in context is shown.



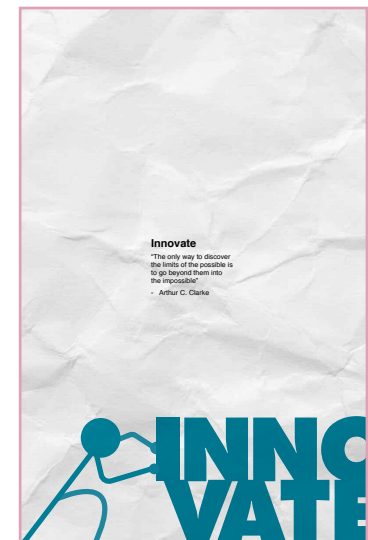
SKATEBOARD DESIGN

Three separate skateboard designs that are unique but share a common theme: Sci-fi. The three boards tell a story of alien invasion, the destruction of humanity, and nature persevering.



ONE WORD POSTER DESIGN

One word poster design for the word "Innovate".
Three posters: One uses just typography, one
uses just imagery, and one uses both. This
design plays with the concept of "breaking
outside the medium" or thinking outside
the box.



THANK
YOU