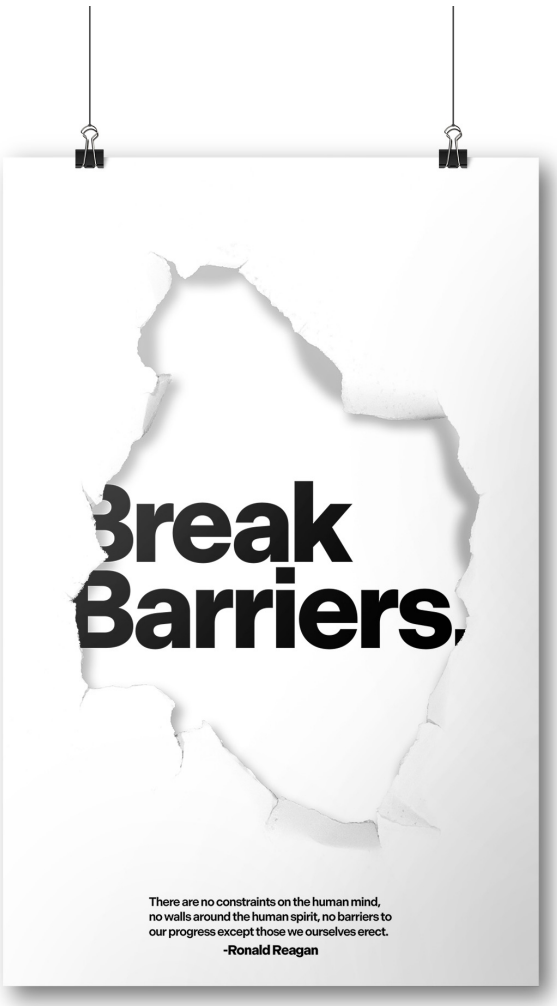
PETER HUMPHRIES

PORTFOLIO

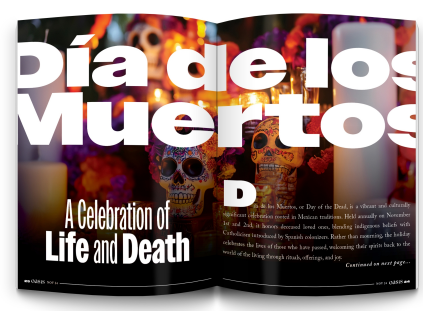
EDITORIAL & INFORMATION DESIGN



Many designers can experience a creative and/or motivational block. The goal of this series

Break Barriers

of posters was to inspire and create an impact, while delivering a motivational message in a memorable way. The imagery represents breaking though your barriers and thinking outside the box, while also representing that there will be additional barriers behind the first that the you must continue to break through to continue growing.



Oasis Magazine

Oasis is a pop culture magazine for the curious, with recurring themes such as fashion, entertainment, arts & culture, travel, and technology.

Aimed primarily towards a millennial audience, Oasis was designed to be bold, and progressive, featuring eye-catching imagery, diverse cultural representation, all while pioneering modern contemporary design.

Working in a modern, dynamic Swiss Style, utilizing bold typography and imagery while

DUST

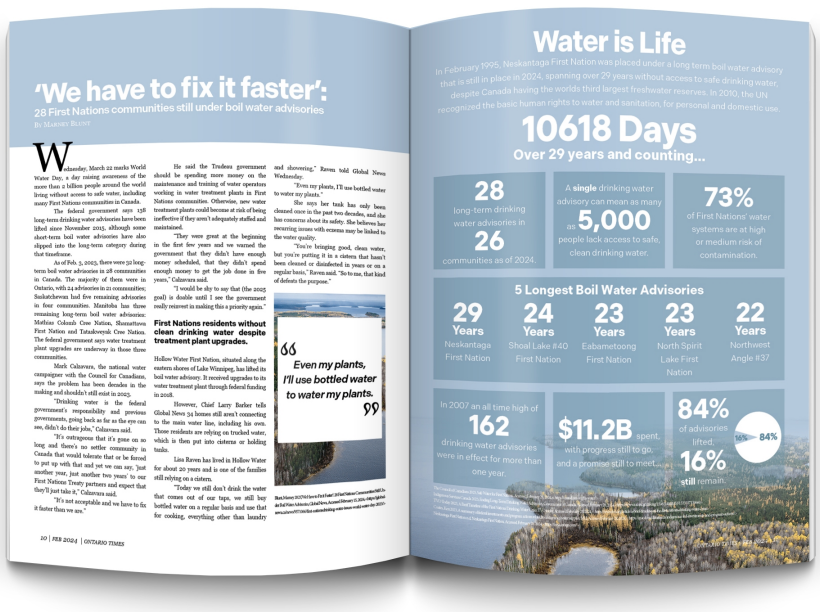
maintaining an easy to understand showing poster for DUST, a live theatrical performance.

Paying close attention to hierarchy of information is key when designing posters so that readers can digest information in an order that makes sense and captivates a call to action.

Article 20

Representing Article 20 of the UN's 'Universal Declaration of Human Rights', this poster brings to light the harsh reality of peaceful assembly, and is a call for change.

Designed to spark an emotional response in the viewer and promote change in how this article is enforced, the imagery speaks for itself...



An Everlasting Advisory

This editorial article was designed while keeping indigenous cultures and beliefs in mind. Colours were chosen with cultural meaning, and typography was kept non distracting from the serious topic at hand.

Designed in a modern style to appeal to audiences outside of the indigenous community, while keeping water and natural earthy ideals at large. The infographic also highlights important statistics in an engaging and appropriate manner.

ADVERTISING, MARKETING & BRANDING

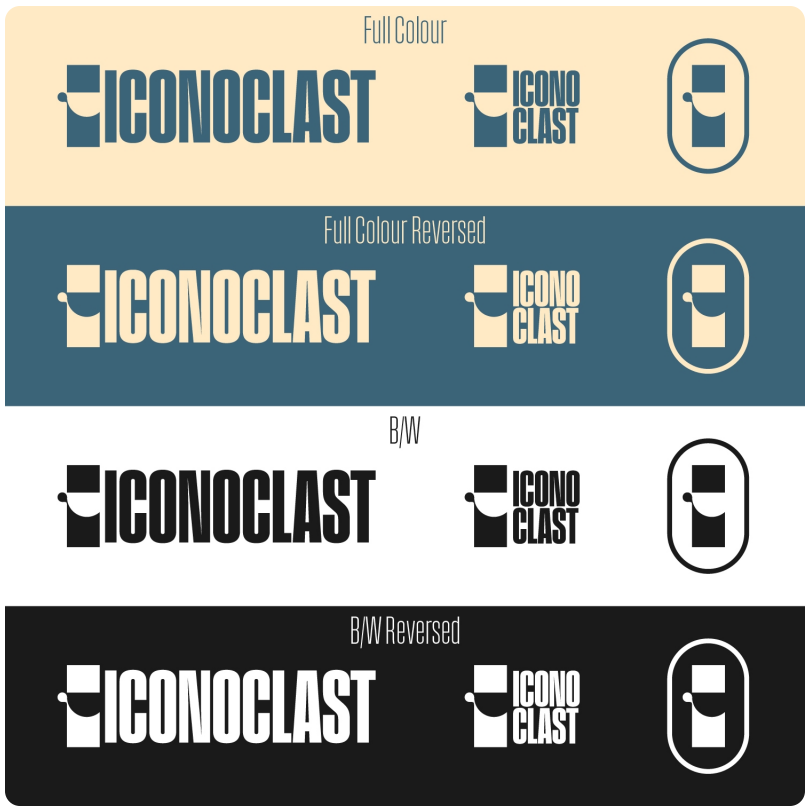
Banting Robotics

A full rebrand of the Banting Robotics Team, including a website, banners, posters, social media and a 19 page branding styleguide. Keeping a consistent and professional brand for the team helps them manage $35,000+ a year in sponsorships. I also help to mentor students on the team who are interested in going into the graphic design/media fields, teaching them basic knowledge about the industry standard software and practices. If you can explain it, you understand it.

Inspired by Castrol's 2023 identity rebrand, and iconic logos such as Mobil 1, I decided to update Pennzoil's brand identity and products to fit into the ever evolving oil industry.

Pennzoil

Updating brand identities for such iconic brands can be a tricky task. Creating something fresh while maintaining brand equity and recognizability is a must. Confusing potential customers is the last thing you want from an identity rebrand. Therefore, the hierarchy of information, colour scheme, and overall layout of the labels has been kept true to the original in many ways.



Iconoclast

Iconoclast is a laid back European style café with bohemian roots. A perfect spot for a meetup with friends, or grabbing a quite bite to eat.

It is quite easy to over-design menus, keeping function over form is a must while maintaining brand identity. Colour theory was applied in the palette to create a calm, and down to earth brand identity, while maintaining a modern, artistic vibe to appeal to the restaurants customers.

Tenuta Humphries, Italian for "Humphries Estates", is a high end winemaking brand serving

Tenuta Humphries

international retailers, with a selection of classic, and unique flavour profiles to choose from.

Appealing to a sophisticated audience, the brand identity has been developed in a modern sophisticated style, with a unique twist. Each label features Tenuta Humphries', signature logo along the side, with a die cut portion to allow the colour of the wine to show through the label, and "fill" the wine glass featured in the negative space, a touch sure to draw the attention of a keen eye.

THANK YOU

WWW.PETERHUMPHRIES.COM

@PHUMPHRIESDESIGN

HUMPHRIESPETER66@GMAIL.COM