
kodiak
boyer

GRAPHIC DESIGN

PORTFOLIO

Mino Bimaadiziwin

Mino Bimaadiziwin is a conceptual company dedicated to the cultural preservation and empowerment of Indigenous peoples. Its mission is to foster a deeper connection to heritage, traditions, and identity. The logo incorporates traditional Indigenous symbolism and is designed in the distinctive artistic style of the Salish, reflecting authenticity and cultural respect.



Mino Bimaadiziwin

Indigenous Wellness & Healing Center

Mino Bimaadiziwin Brand Guideline	705.321.9876 minobimaa@outlook.com
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● Brand Logo



Mino Bimaadiziwin
Indigenous Wellness & Healing Center

● Typography

Aa

Polymath
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Polymath was chosen for its clean, modern, and versatile design. Its well-balanced letterforms provide strong readability while maintaining a distinctive character.

● Specifications

The logo must not be filled, stretched, or resized below .4 inch in height to maintain legibility. Always use approved brand colours or designated alternatives without modification. Maintain clear space around the logo to avoid clutter and ensure visibility. Do not alter its proportions, apply effects, or place it on busy backgrounds that reduce readability.

● Brand Logo Monochrome



Mino Bimaadiziwin
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● Safe Space

The logo must always maintain a clear space equal to the height of the uppercase letter 'M' in the logo, which should scale proportionally when resized. To ensure legibility, the logo should never be reduced to less than 1.5 inch in height.



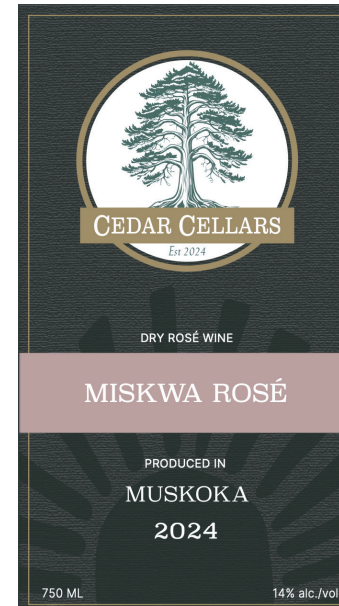
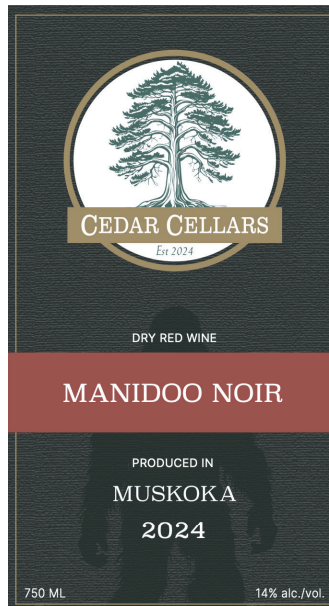
● Colour Palette

	HEX: 000000 RGB: 13, 13, 13 CMYK: 60, 40, 40, 100		HEX: C84032 RGB: 200, 64, 50 CMYK: 9, 96, 100, 1
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Cedar Cellars

Cedar Cellars is a branding project inspired by Indigenous culture, created to represent a mock wine company with a deep connection to the natural world. This project encompasses the development of a distinct brand identity, including the creation of three unique wine varieties, logo design, packaging, and mockups.



THE MAD YAM

The Mad Yam

The branding features a unique and memorable logo that encapsulates the quirky and bold character of The Mad Yam. The packaging design was developed to stand out on shelves, with vibrant visuals and clear product information, appealing to a wide audience.



Aiyana Beauty

Aiyana Beauty takes a clean, modern approach to self-care, blending simplicity with a touch of playfulness for a distinctive and memorable brand identity. The logo reflects this balance through its refined yet inviting design. A warm, cream-tan color palette enhances the brand's natural and sophisticated aesthetic.

Aiyana Beauty



TrueMeow

TrueMew

True Mew is a conceptual brand that embraces the playful and mischievous nature of cats, using sticker-inspired visuals to create a fun and engaging identity. The design appeals to a wide audience, capturing the joy and excitement of feline treats. Bright, bold colors enhance the brand's lively personality, reinforcing its playful and eye-catching appeal.



Stamp Show

The Stamp Show signage was designed to attract new customers by modernizing its visual appeal. While maintaining the familiar theme of postage, this design captures the essence of the Stamp Show in a way that is both simple and visually engaging. The result is a contemporary yet timeless look that reflects the event's core purpose while appealing to a broader audience.

