

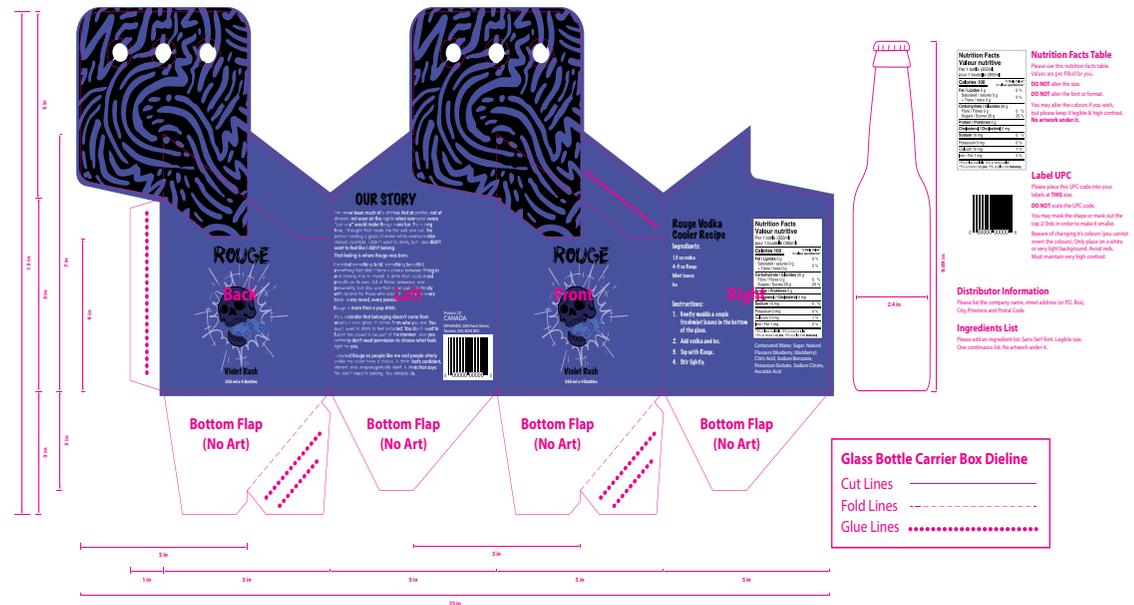
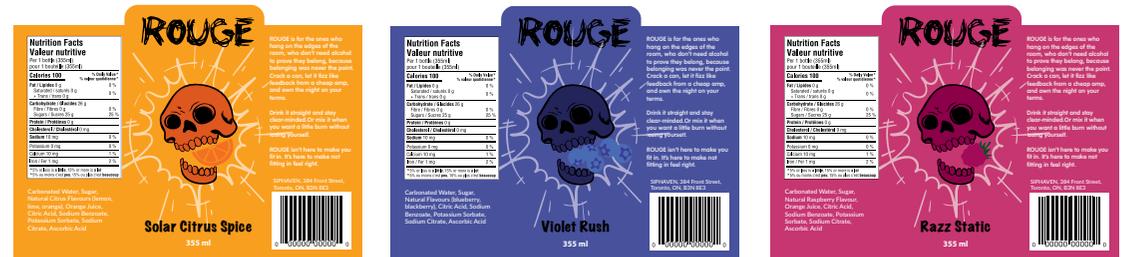
Madeline
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Rouge Label and Carrier Packaging

Rouge is a carbonated soda available in a variety of fruity flavours. For the design, I wanted something that reflects the fun, bright character of the drink similar to other eye-catching sodas on the market, while also incorporating a more illustrative, grungy style that fits the beer and party scene. The goal was to create something bold, versatile, and suitable for different drinking scenes.

Package Design
Logo Design
Illustrations



Rouge Advertisement

For the advertisement, I texture into the backdrop to heighten visual interest and create a strong contrast against the clean, vibrant colours of the drink. This contrast helps draw the viewer's eye directly to Rouge, ensuring the drink remains the clear focal point of the composition.

Advertisement



Citrus Crave

Citrus Crave is a chocolate bar brand that combines chocolate with a variety of citrus ingredients. Its brand identity and packaging are designed to be vibrant and engaging, using playful illustrations to convey freshness and creativity.

The bag packaging adopts a bolder visual approach than the standard wrapper. This allows for more striking graphics that stand out in public settings, strengthening brand recognition and attracting potential customers wherever.

Brand Identity
Package Design
Illustrations



Meowchievous Cat Treats

Meowchievous is a cat treat brand built around the humorous reality that cats are naturally troublemakers. To reinforce this brand personality, the packaging design features light-hearted illustrations that showcase typical feline antics.

On the front, a cat is caught in the act of knocking over a fishbowl. This not only adds charm and humour, but also helps the product stand out visually on shelves.

On the back of the packaging, the narrative continues with the same mischievous cat scratching at the UPC code.

Package Design
Logo Design
Illustrations

MEOWCHIEVOUS



Current Magazine

Current is a consumer lifestyle magazine that educates its audience on a wide range of topics unified by a single thread: pop culture. Each monthly issue features recurring themes, including fashion, entertainment, arts & culture, travel, and food & wine, which are all presented through a modern, seasonally inspired lens. The magazine's design uses generous amounts of white space, allowing both imagery and information to stand at the forefront and creating an engaging reading experience.

Editorial Design



Iconoclast Menu

Iconoclast is a clean yet eclectic European-style cafe that's laid-back, bohemian, and visually warm.

With this in mind, my research led me toward a palette of teals and terracotta colours often found in bohemian textiles. I also incorporated a sun and moon design into the logo, drawing inspiration from the patterns commonly used.

While bohemian aesthetics can sometimes appear busy, a menu needs clarity. To achieve this, I created a midpoint between both, creating a design that does not feel crowded and resembles the European style.

Brand Identity
Logo Design
Illustrations



Moral Equivalence Album Cover

“Moral equivalence” is a flawed argument that falsely treats two or more actions, situations, or groups as equally good or bad, overlooking the fundamental differences in their moral weight. It’s a logical fallacy often used to downplay responsibility, appear neutral, or justify a particular position by presenting a misleading equivalence.

With this definition as the basis for the band name, I aimed to design a cover that reflects the extremity and heaviness of the concept, while also making the musical genre immediately recognizable through the typography and imagery.

Package Design

Logo Design

Illustrations



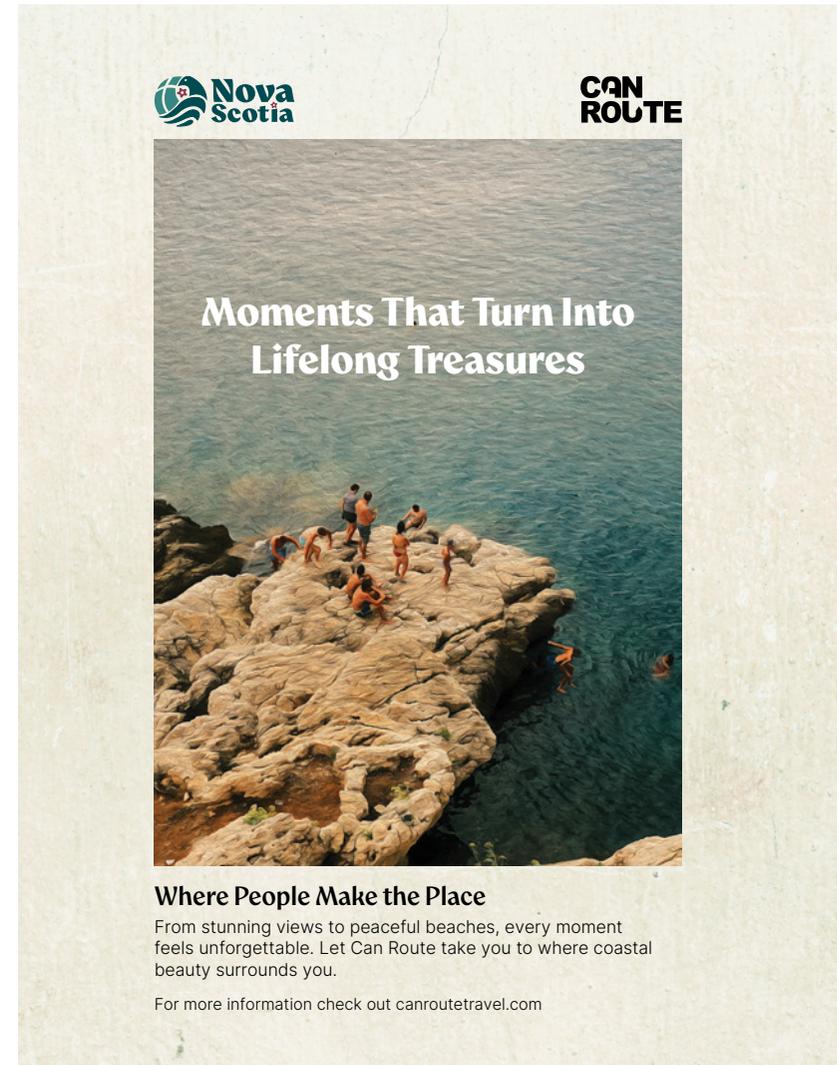
Nova Scotia Tourism Magazine Ad

CanRoute is a tourism company dedicated to inspiring travellers to discover Canada.

For this campaign, the focus is on promoting Nova Scotia. Our creative direction draws from textures similar to vintage postcards and scrapbooks. To support this theme, warm imagery is used to evoke a sense of timeless charm.

Because Nova Scotia is known for its strong sense of community, we intentionally incorporated this into the visuals. Highlighting this presence reinforces the province's welcoming atmosphere as a key selling point for travellers.

**Advertisement
Editorial**



Nova Scotia Logo

The emblem's shape draws inspiration from crests commonly seen throughout Nova Scotia's history, creating a visual connection to the province's heritage. The design incorporates key symbols: the osprey, Nova Scotia's provincial bird; the mayflower, its provincial flower; a sail, representing the province's rich maritime history; and ocean waves, which also form the osprey's wings.

To complement these curved, flowing shapes, the typography was chosen to harmonize with the emblem, creating a cohesive and visually balanced design.

Brand Identity
Logo Design
Illustrations



Nova Scotia Logo The Process

Thumbs to Roughs



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