

CHELSEA KERNOHAN

DESIGN & ILLUSTRATION

PORTFOLIO

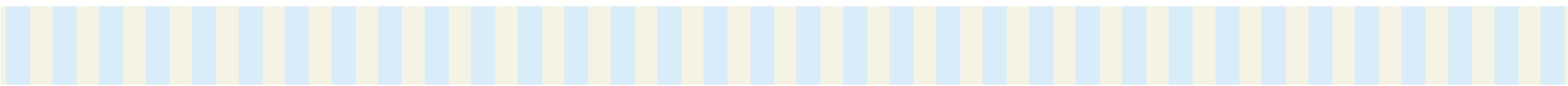
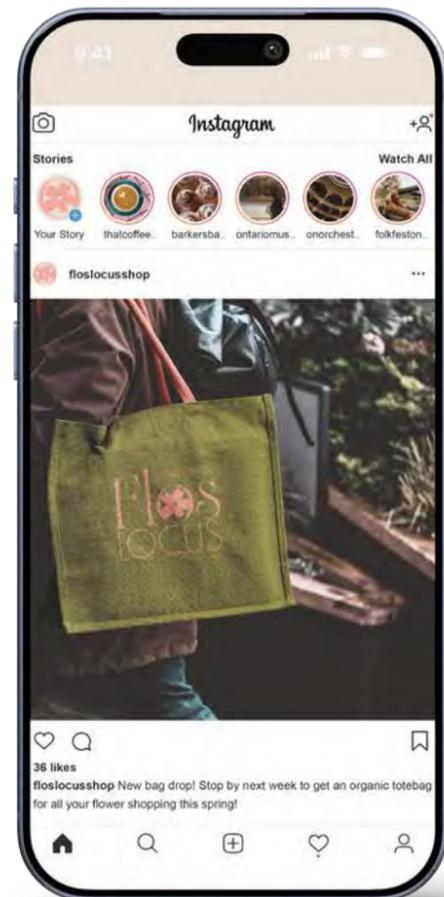
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FLOS LOCUS

Social media and branding project done for Flos Locus, a small, independent flower shop. I wanted to create a soft, spring-vibe for this business, that stood out against competitors that tend to either lean in a clean, minimal style, or an overly cartoon and bright style. The goal was to keep it classy, but handcrafted; a business that feels like you're already friends with the owners.

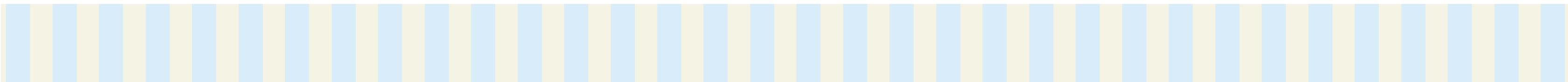
FLOWER SHOP
FLOS
LOCUS



LEAF & DEW

Leaf & Dew is a sparkling tea brand, made of natural and organic ingredients I wanted to highlight the handcrafted care of Leaf & Dew and their products, and so I found hand drawn illustrations suited it best. Using procreate, I drew the botanical illustrations on the cans, and textured them by hand as well. The line is meant to be cohesive, and should be noticed as the same line of products. The subtle illustrative fruit changes, and colour swapping, captures the attention of the consumer, as well as differentiates the flavours.

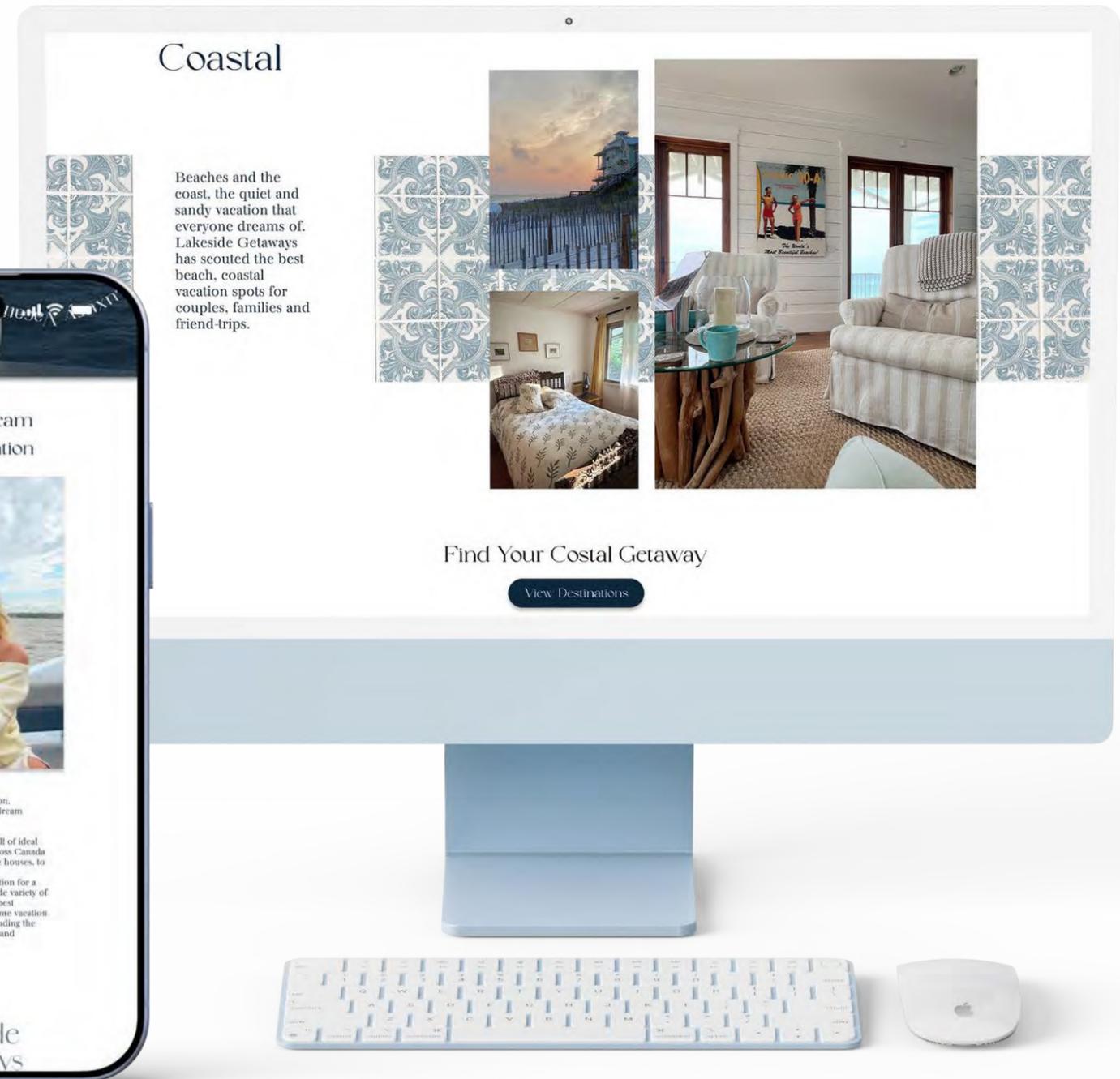
Leaf & dew



LAKE SIDE GETAWAYS

A website design for water-focused travel. Utilizing clean blues and whites to communicate a luxury-costal vibe. The blue and white tile accent is used throughout the site to enhance cohesion and elevate visual interest. The website is to convey a care-free, elegant and fun feel, all wrapped up in one.

Lakeside Getaways



NATURALLY WILD

Naturally Wild is a skincare and haircare brand for all genders.

They pride themselves on their minimal, clean and natural ingredients.

For their brand, I kept the earth tones to reflect their natural ingredients and commitment to being eco-friendly and sustainable. I also included some vectored line art imagery to really connect with the target audience.



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THANK YOU

Feel free to reach out for any collaborations, inquiries or opportunities!

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