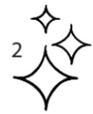




**grace**  
Elizabeth design





Hello! I'm Grace, a 22-year-old graphic design student driven by a deep passion for creativity and continuous learning.

I find joy in transforming ideas into visually captivating works of art. Whether it's crafting logos, designing posters, or creating immersive digital experiences, I am dedicated to the art of visual storytelling. With a strong desire to explore diverse artistic disciplines, I draw inspiration from photography and mixed media artwork.

Thanks for taking time to view my portfolio if you have any questions or suggestions feel free to contact me.

Grh45379@gmail.com



# About

## Branding 1 Brand Partnership Type & Image Brand The North Branding 2

LOGO DESIGN | DIGITAL APLICATIONS | BRAND CREATION

CONCEPT DEVELOPMENT | ADVERTISING CAMPAIGN

LAYOUT DESIGN | CONTENT STRATEGY

PRODUCT DESIGN | DIGITAL MARKETING | ADVERTISING

ART DIRECTION | MERCHANDISE DESIGN | REBRANDING

ENJOY!

# Branding 1

Create and develop a brand identity for my feng shui architectural design client, Harmony. In order to do this I had to gain an absolute understanding of what my client does and delve into ancient Chinese practices to ensure my design is accurate.

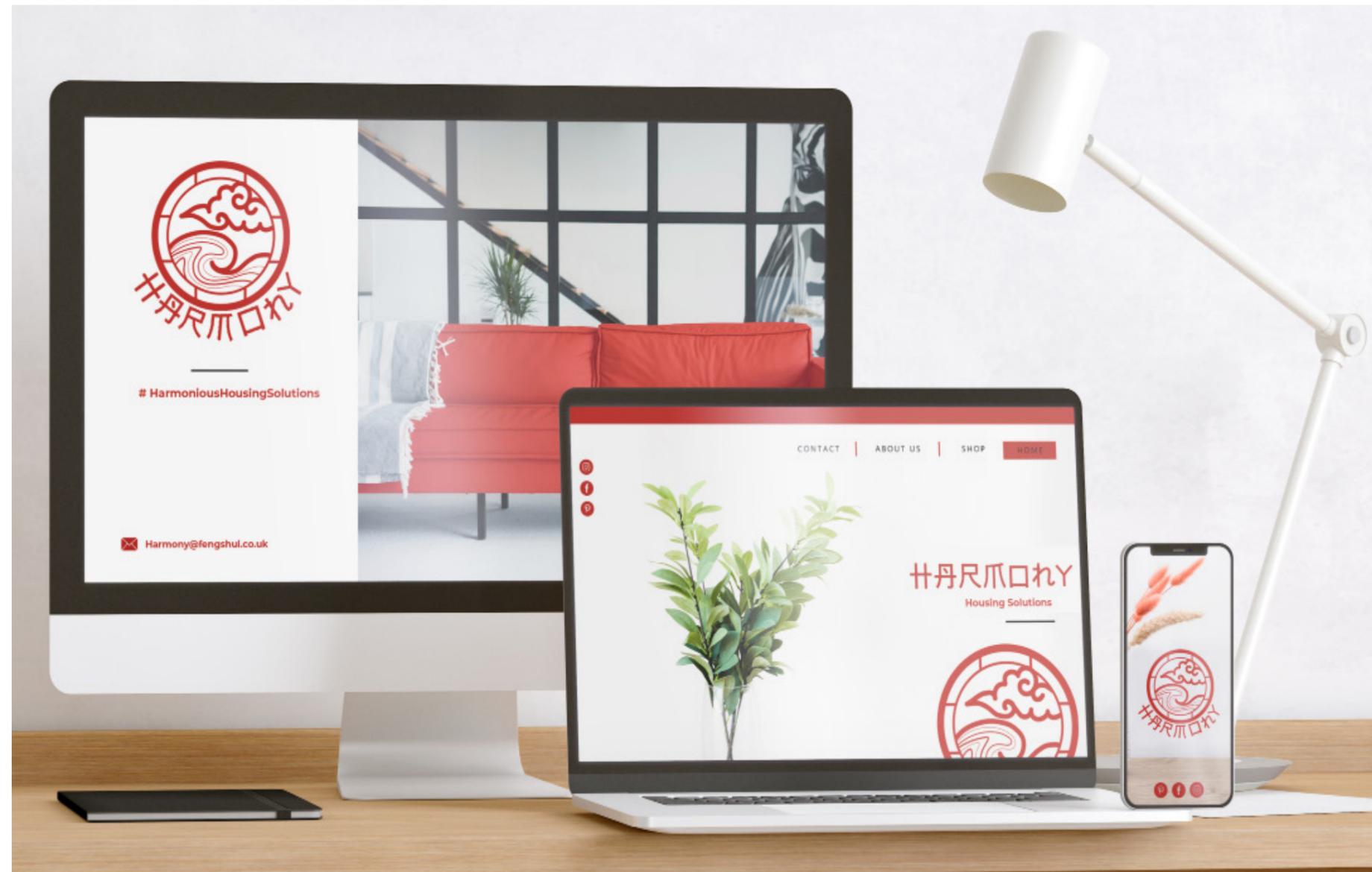


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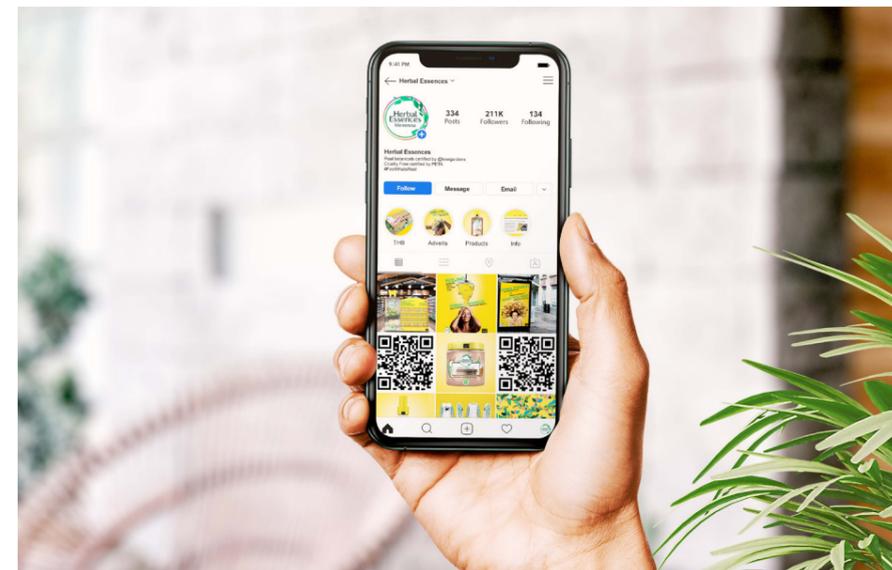


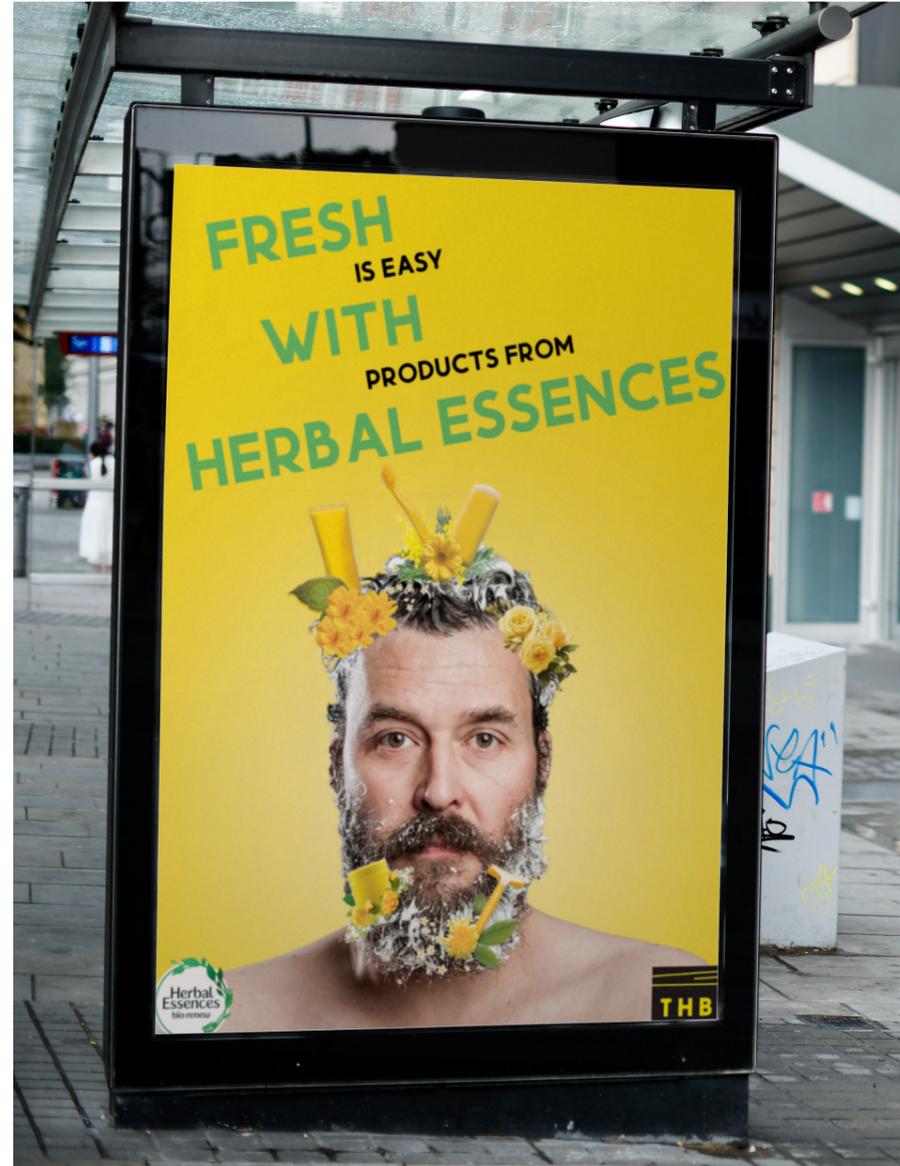
# Brand Partnership

Explore and develop the current brand of Herbal Essences and form a brand partnership with another organisation, charity or movement based on an appropriate connection or shared commonality with Herbal Essences.









# Type & Image

Consider the creation of design layouts using research gathered about the font, Helvetica, and it's history, details, personality and usage of the typeface.

Helvetica (originally Neue Haas Grotesk) is a widely used sans-serif font and is highly controversial amongst designers.

**Max Miedinger**

The man behind the font - Helvetica

Max Miedinger was born in Zürich in 1910, and became the in-house designer at the Haas Foundry in Switzerland. He was commissioned to produce a more modern version of the typeface Akzidenz-Grotesk, a typeface that the Swiss typographers favoured.

As a result in 1956 Miedinger designed Helvetica, which has become the most widely used sans serif typeface of the 20th century.

Helvetica, designed in 1957 by Max Miedinger, is a bold and unambiguous statement based entirely on rationality. The characters are closed, simplified in construction, and fit at 90 or 0 degrees. Logic presides throughout, providing an overall effect of monotony. Its cool efficiency of form (often the reason given by designers for choosing it) is at the expense of readability. But that was never as important as the bigger idea. Miedinger set out to design a neutral typeface and he achieved this admirably. Was it for this reason that Helvetica was chosen as the default typeface on most computers, making it (probably) the most used typeface in the world? Technology has cruelly distorted the old Shaker adage: 'That which in itself has the highest use, possesses the greatest beauty.'

Helvetica

1957

Helvetica is the most famous and popular typeface in the world. It lends an air of lucid efficiency to any typographic message with its clean, no-nonsense shapes. The original typeface was called Neue Haas Grotesk, and was designed in 1957 by Max Miedinger for the Haas'sche Schriftgießerei (Haas Type Foundry) in Switzerland. In 1960 the name was changed to Helvetica (an adaptation of Helvetia, the Latin name for Switzerland).

Over the years, the Helvetica family was expanded to include many different weights, but these were not as well coordinated with each other as they might have been. In 1983, D. Stempel AG and Linotype re-designed and digitized Neue Helvetica and updated it into a cohesive font family. At the beginning of the 21st Century, Linotype again released an updated design of Helvetica, the Helvetica World typeface family. This family is much smaller in terms of its number of fonts, but each font makes up for this in terms of language support. Helvetica World supports a number of languages and writing systems from all over the globe.

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The swiss typeface

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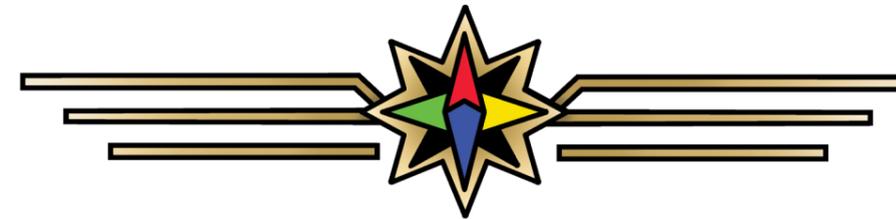
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# Industry Brief

In the fictional situation that England has a revolution and the North votes to split from the South, to form a new independent country the task of this project is to brand the North country.

INDUSTRY BRIEF





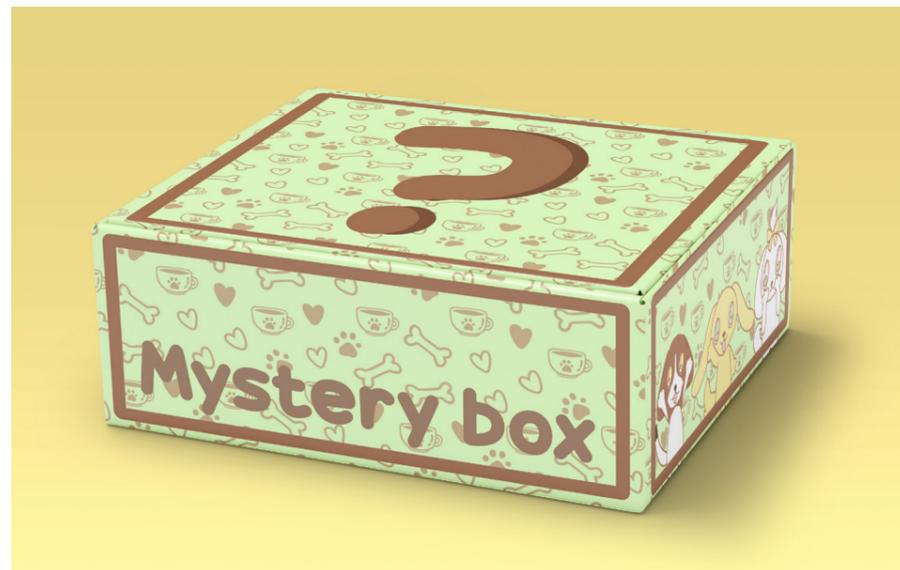


# Branding 2

Create and develop a brand identity for a company using understand on what the client does. Then creatively position it, give it personality, and then create a distinctive and unique identity.









**Thank you  
for viewing my  
portfolio.**

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