

# Graphic Design

PACKAGING - ILLUSTRATION - WEB DESIGN - CORPORATE - EDITORIAL - GRAPHIC DESIGN



*email* : [info@purkdesign.com](mailto:info@purkdesign.com)

*phone* : 289.338.4843

*resume* : [click here to view](#)

*website* : [www.purkdesign.com](http://www.purkdesign.com)

---

## Style Guide & Logo Concept: Nectar

---

Created a honey beer brand with the main goal of giving back to the bees that give the honey in the first place.

The literal look and feel of the company is bubbly and deliciously inviting.

The following content is pulled from Nectars Style Guide, showing the primary logo and other variations being used.

*Software used in the process:*

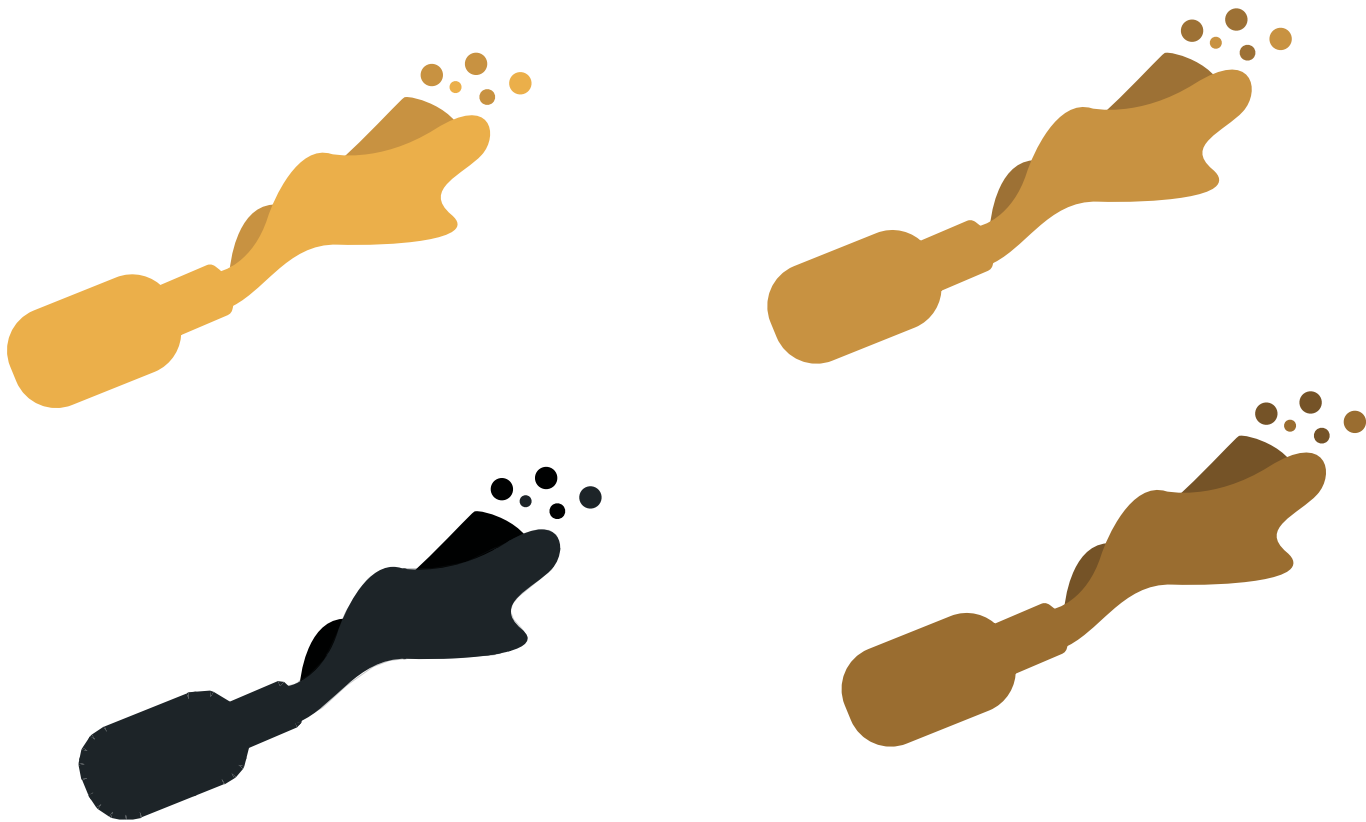
- *Illustrator*
- *InDesign*
- *Photoshop*



Nectar



Nectar

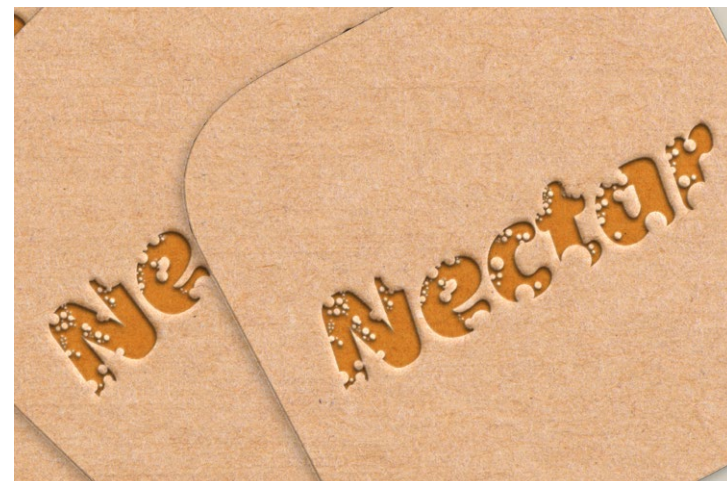


Nectar

Nectar



Purkdesign



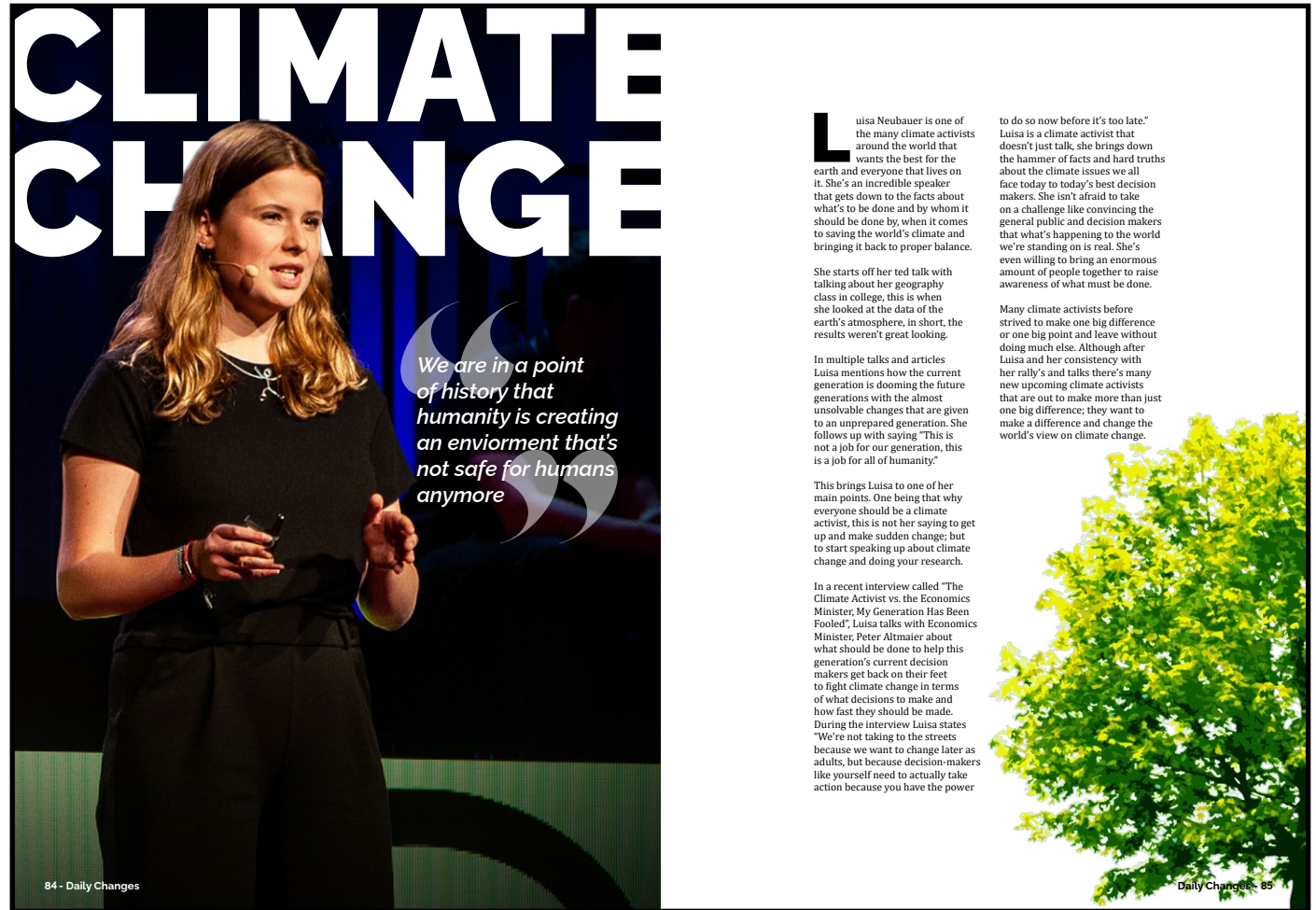


## Climate Change: Luisa Nevauer

Designed a magazine spread that clearly displays information in a well done and concise manner, chose reasonable typefaces to give the right amount of impact with the title and body copy.

Software used in the process:

- Photoshop
- InDesign







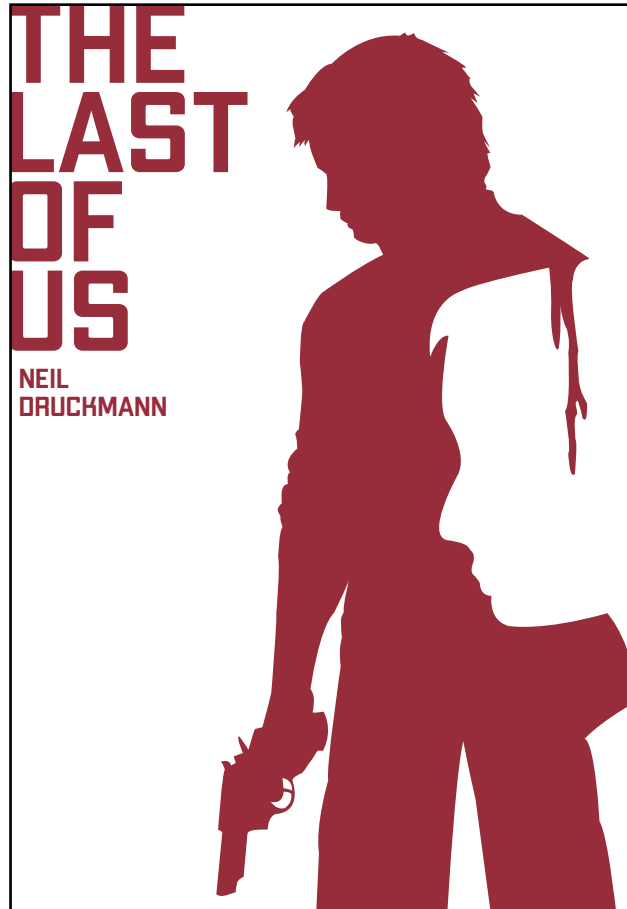
## The Last of Us Book Cover

Designed a book cover that involved negative space as the main goal for the design, text and illustration compliment each other.

The cover is based on a video game called The Last of Us. A game based on a character named Joel, who fights and kills through an infected nation of bandits and zombies all for a character named Ellie; who has the cure to save humanity.

*Software used in the process:*

• *Illustrator*



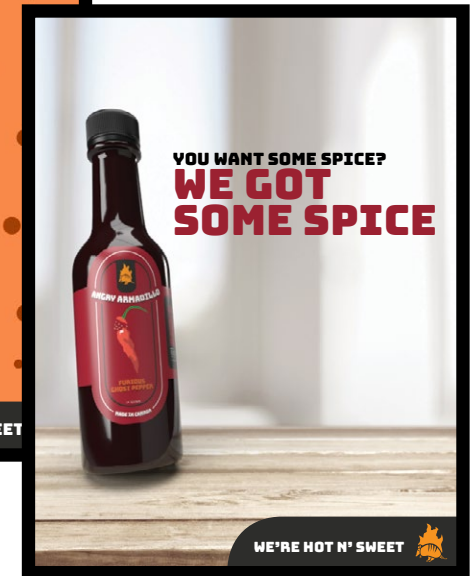
## Hot Sauce Branding

Designed hot sauce labels that consist of three different flavors/styles. Each label includes their own identifying colours and vectorized hot peppers.

Each of the labels were placed onto 3-D models that were used for advertisements.

Software used in the process:

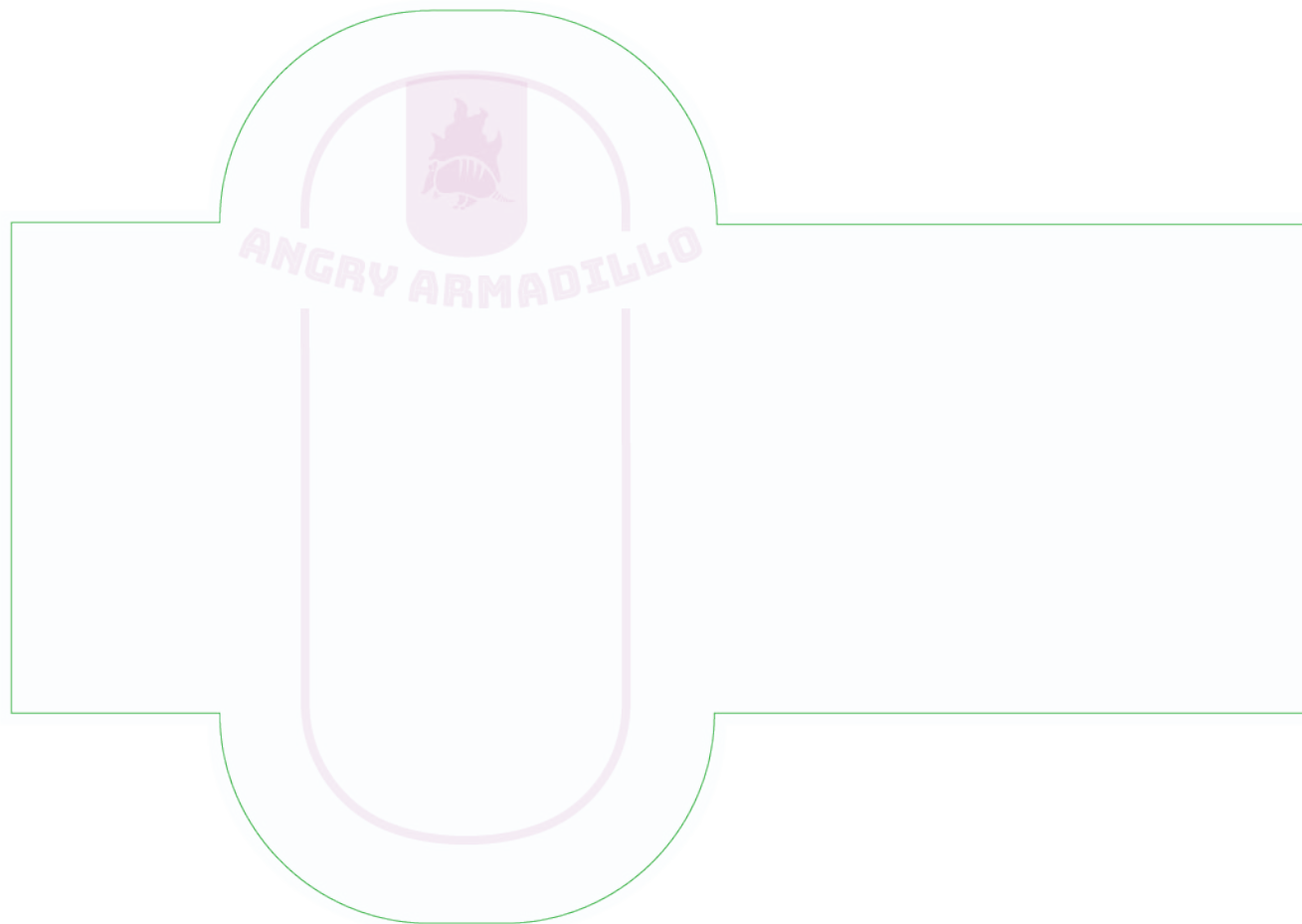
- Illustrator
- Dimension











- Matte Varnish



- Spot White



- Dieline

A matte varnish would be applied to the logo, title text and colour stroke. This will help give the consumer a want to touch and examine the bottle closer with the shine and feel of the brand and bottle.

A spot white will be applied to the 'background colour' in order to make all the colours pop properly.



## Wedding Consultant Brand Say Yes

---

Designed a wedding consulting brand that aims for a younger demographic that searches for accepting and affordable wedding planning.

Chose a colour palette that's more neutral and accepting to people of different race, sexual orientation and personal identity.

The following imagery shows pieces from the companies style guide.

*Software used in the process:*

- *Illustrator*
- *InDesign*
- *Photoshop*



### **Mauvelous**

HEX : #F495B0

### **Danube**

HEX : #5CA0D5

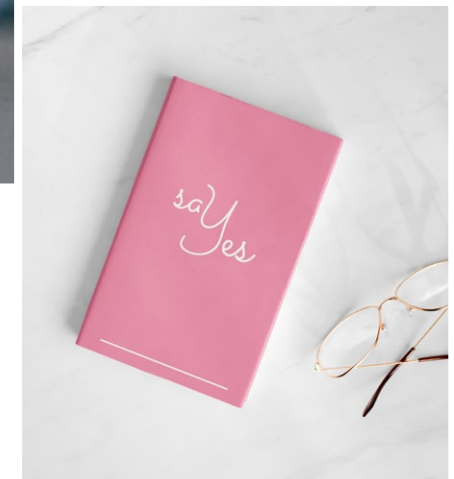
### **Wisp Pink**

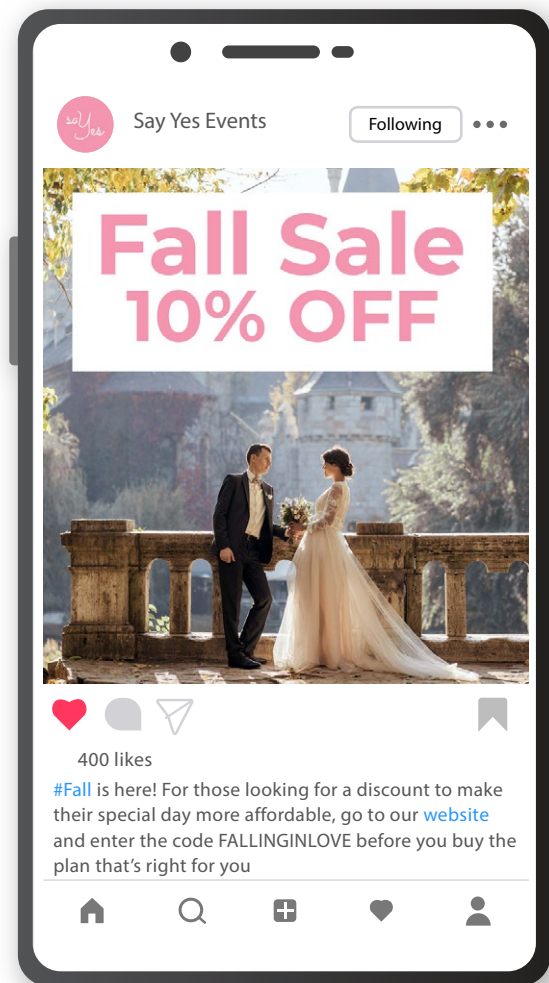
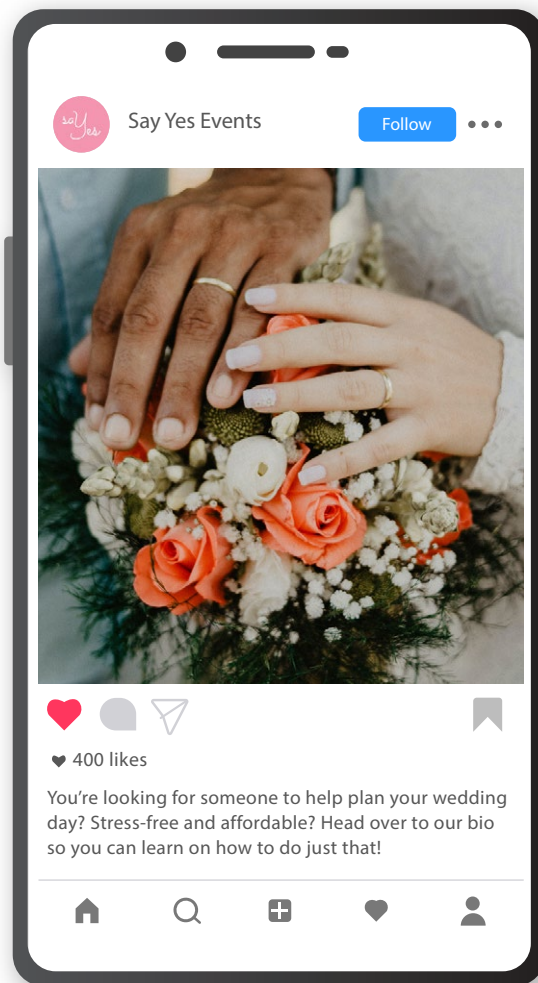
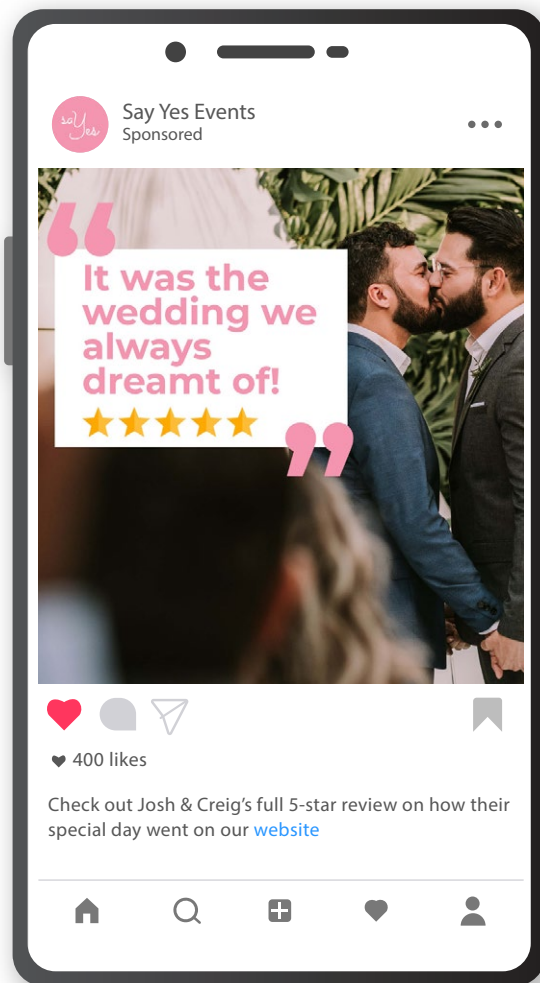
HEX : #FCE3EE

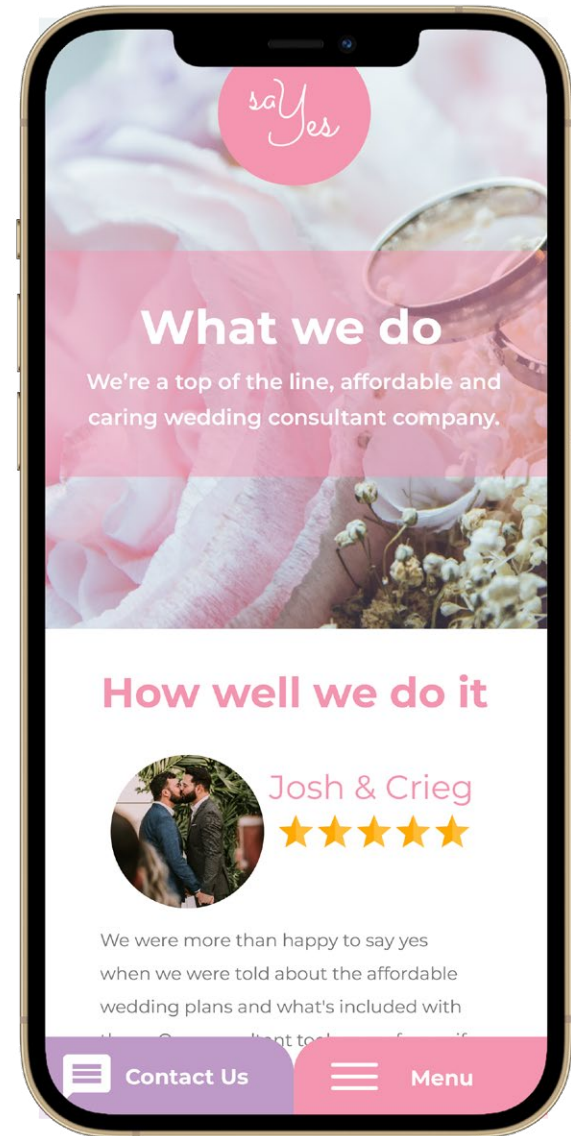
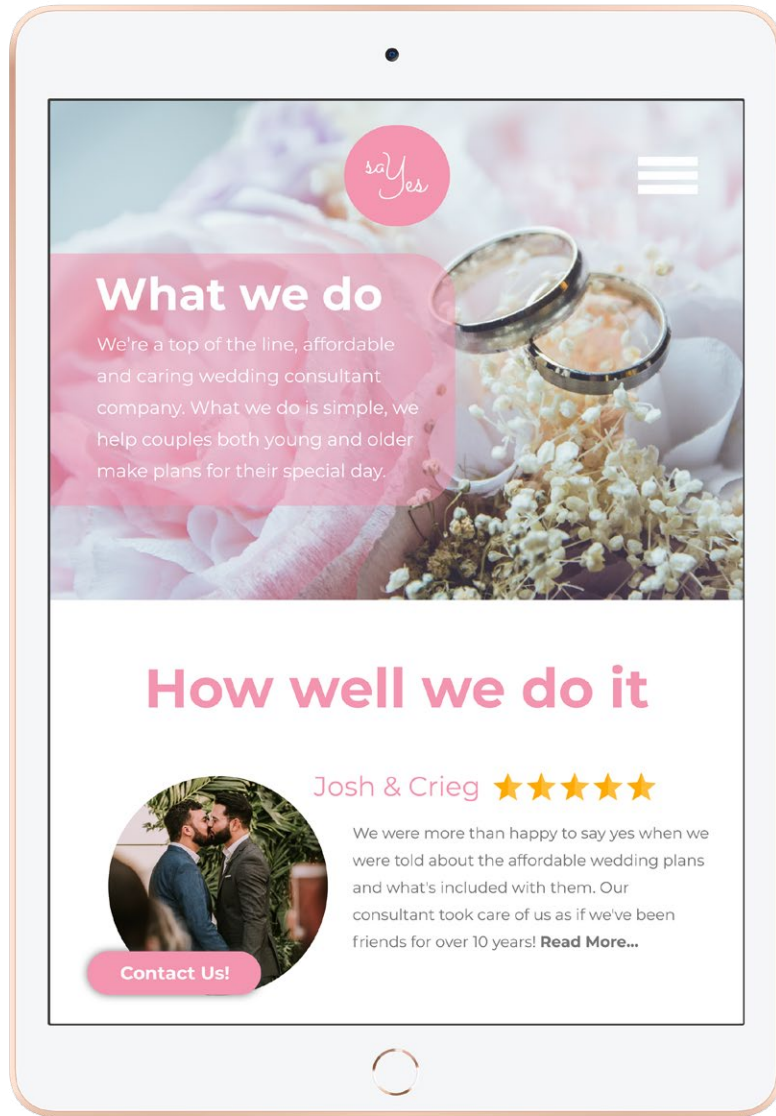
### **London Hue**

HEX : #BF9AC8

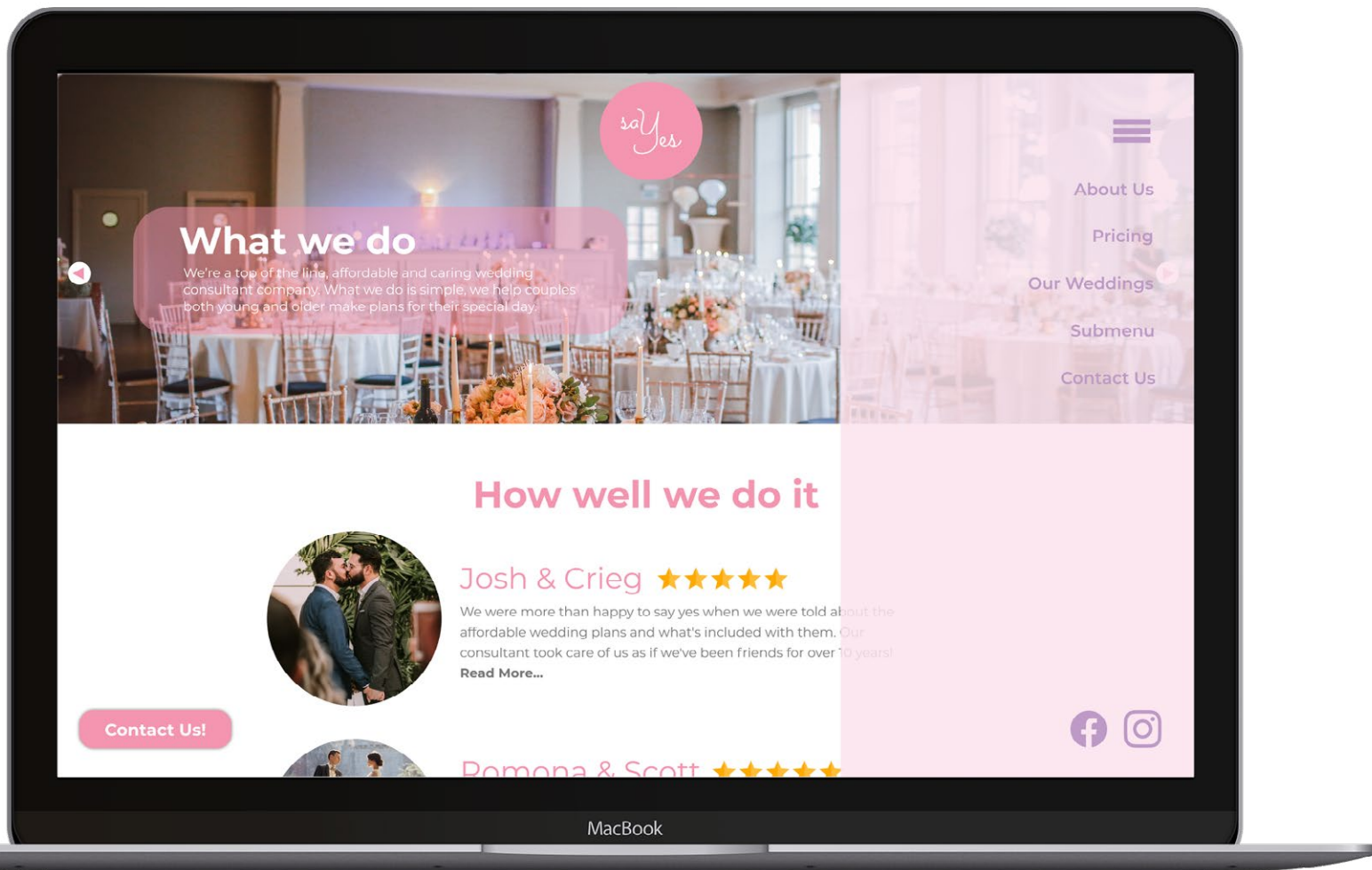












## Personal Logo & Branding

Taking a step into the working world requires a personal identity, in this case, I reworked my first logo that I had made in college and decided to apply branding to it to help make it look more legitimate.

*Software used in the process:*

- *Illustrator*
- *Photoshop*

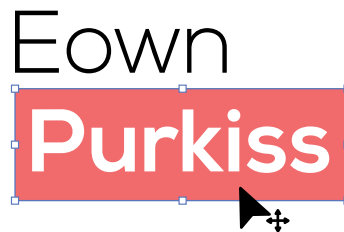


HEX : # f26b6c  
CMYK : 0,73,49,0



HEX : # 333333  
CMYK : 69,63,62,58

OLD

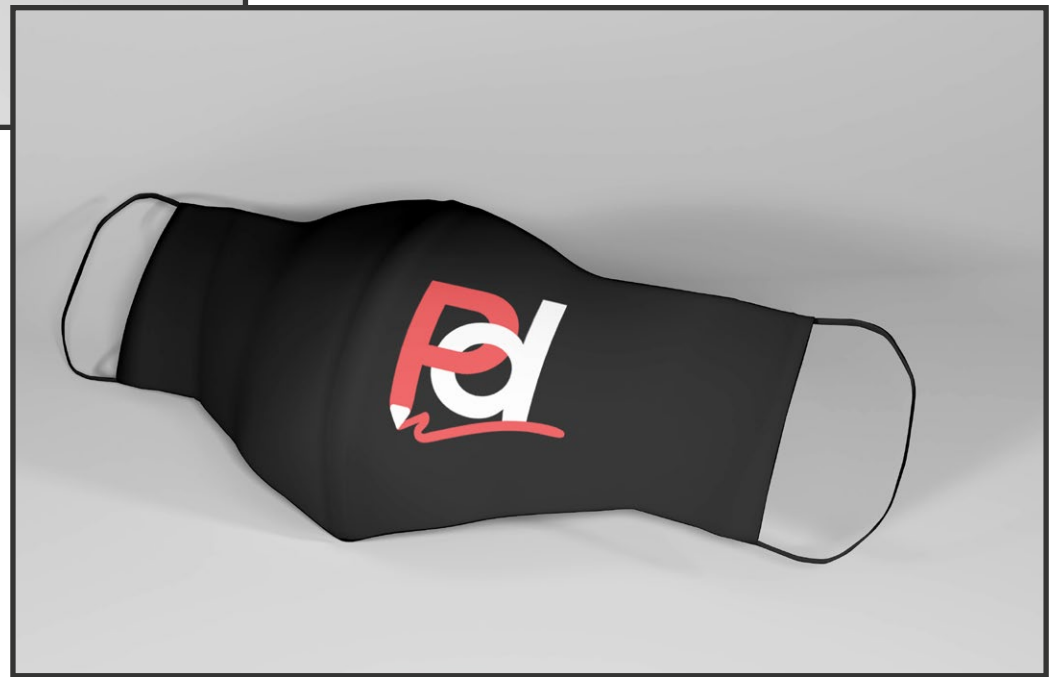


# Purk design

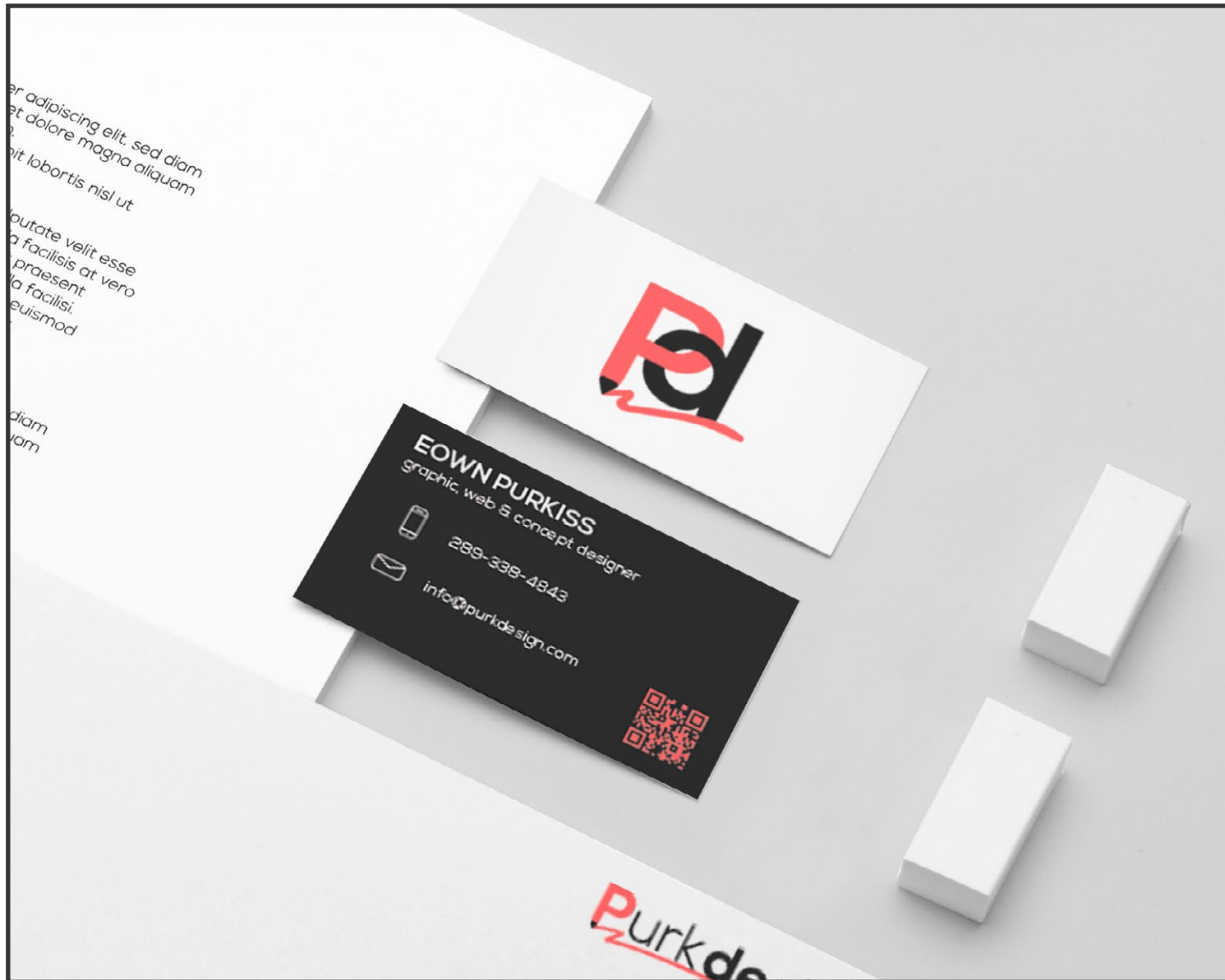
---











THANK  
YOU