

DESIGN

I created this brand identity package for a visual communication design course assignment. I designed a logo, style sheet, magazine advertisement, and two product mockups for a fictional company, “H & G Home & Garden, Incorporated.”

Skills

- ~Visual communication design
- ~Research

Adobe Programs Used

- ~ Illustrator
- ~ Photoshop
- ~ InDesign

Brand Identity Package



Primary Font: **Coquette**; Secondary Font: Enzo OT

Color Palette:

R=246 G=7 B=31 #F6071F	R=81 G=76 B=46 #514C2E	R=133 G=117 B=2 #857502	R=65 G=56 B=3 #413803	R=232 G=204 B=183 #E8CCB7
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Style Sheet



Magazine Advertisement



Product Mock-ups