

Elie Shabitai



TFO

LIO



Email: elie.shabitai@gmail.com

Instagram: instagram.com/elie.shabitai

Phone Number: 514-442-2135

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## About Me

Hi there! I'm Elie, an enthusiastic graphic designer specializing in Multimedia Integration, currently in my third year at Vanier College. I'm dedicated to creating captivating visual experiences that make a lasting impact. What sets me apart is my innate ability to generate innovative and practical ideas throughout the design process, leading to visually stunning and strategically significant creations. I strongly believe in design's transformative power to inspire connections and deeply influence people's lives. Together, let's embark on a journey to bring dreams to life, starting from conceptualization to realization!

# Sweet Leaf

## Brand Identity

### Project

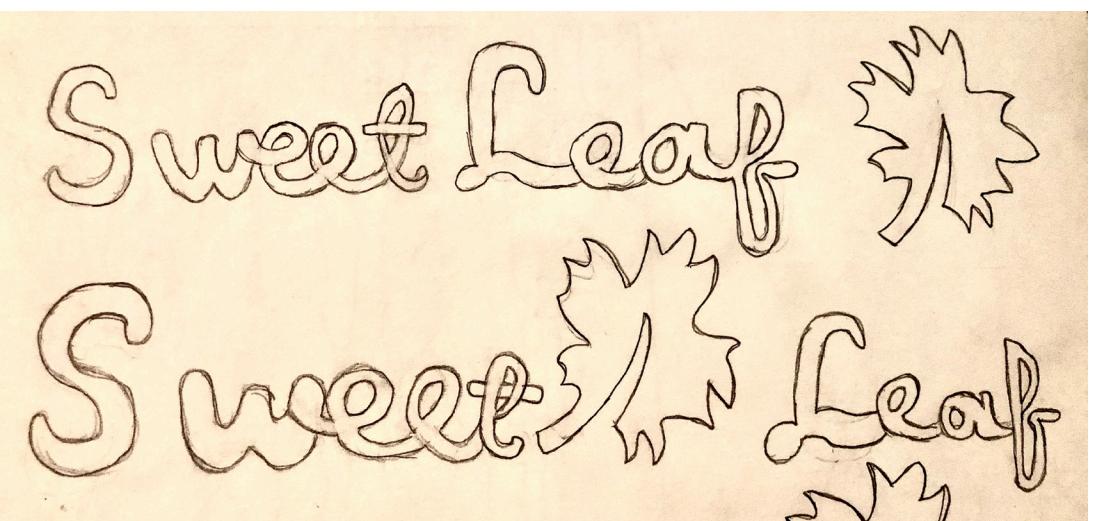
Establish a name, design a logo, and craft the visual identity for a new company. Software used: Adobe InDesign, Illustrator & Photoshop.

### Challenge

Designing a brand that clearly conveys its affiliation with a Canadian product, particularly maple syrup. Choosing appropriate fonts, colors, an iconic symbol, and determining their optimal placement within the brand identity.

### Solution

Conducting comprehensive online research, gathering inspiration from existing logos, curating a list of descriptive keywords. Generating multiple name options, systematically narrowing them down to the final choice, and experimenting with various fonts and colors to refine the selected brand name.



**Sweet Leaf**

# Taste the Leaf



## Savor the Sweet

## We are Sweet Leaf

This publication has been developed to guide users of our company's visual identity on how to use the logos and graphic material. This reference guide aims to guarantee consistency with the corporate image conveyed internally and externally that the company has been building. We take pride in ensuring that our brand's visual elements reflect the essence of our commitment to quality, tradition, and the rich Canadian heritage embodied in every drop of our maple syrup.

### Mission

At Sweet Leaf, our mission is to bring the pure essence of Canada to tables worldwide through our premium quality maple syrup. We are dedicated to honoring tradition while innovating our processes to deliver the finest, natural sweetness to our customers.

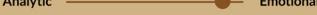
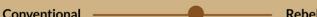
### Vision

Our vision at Sweet Leaf is to be recognized globally as the foremost purveyor of authentic Canadian maple syrup. We strive to uphold our heritage of excellence, continually expanding our reach while remaining committed to sustainability and the environment.

### Values

At Sweet Leaf, our values define us. We prioritize authenticity, upholding the rich Canadian tradition in every drop of our maple syrup. Integrity guides all our operations, from sourcing to service. Sustainability is embedded in our practices, promoting a greener future. Innovation drives us to blend tradition with modernity. Community is our cornerstone, fostering trust and respect while celebrating nature's gifts.

### Brand Personality

|              |                                                                                    |            |
|--------------|------------------------------------------------------------------------------------|------------|
| Niche        |  | Mass       |
| Analytic     |  | Emotional  |
| Serious      |  | Playful    |
| Conventional |  | Rebel      |
| Authority    |  | Friendly   |
| Classic      |  | Innovative |

**Logo**

A company's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it.

To preserve the integrity of the Sweet Leaf brand, its use must be managed through the standards set out in this guide.

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**Colour – positive version**

**Black – positive version**

The Sweet Leaf logo must be used in black only when production constraints do not allow the use of colour.

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**Negative version**

**X**  
Prescribed uses

The core components of the logo form an indivisible whole; symbol, colours, proportions and positioning of its different elements must not be modified in any way.

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[Graphic Standards Guidelines 5](#)

[Sweet Leaf](#)

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[Graphic Standards Guidelines 6](#)

## Buffer zone

To optimize its presence in any given space, the logo must include a buffer zone, i.e., a minimum area of protection, free of external graphic or textual elements.

The size of this area is based on a relative measurement, which can be applied in any context, and is equal to half the height of the letter "X" inside the word "Sweet Leaf".

1X [ X ] X [ 1X

1X [ X ] X [ 1X

## Minimum size

A minimum size for usage of the logo must be determined to ensure optimal visibility. The XXX logo must measure at least 0.75 inch wide (1.9 cm).

0.75 inch / 1.9 cm

## Colours

The official corporate colours for the visual platform, i.e., for all graphic elements used in support of the logo, are black and green. Technical specifications are detailed below.

| Primary colours                                   | Secondary colours                                |                                                  |
|---------------------------------------------------|--------------------------------------------------|--------------------------------------------------|
| #000000<br>RGB 0-0-0<br>CYMK 75%-68%-67%-90%      | #FFFFF<br>RGB 255-255-255<br>CYMK 0%-0%-0%-0%    | #F1E632<br>RGB 241-212-50<br>CYMK 2%-13%-100%-0% |
| #00944a<br>RGB 0-148-74<br>CYMK 100%-9%-100%-2%   | #ed1c24<br>RGB 237-28-36<br>CYMK 0%-96%-86%-0%   | #97b84b<br>RGB 152-184-73<br>CYMK 52%-7%-100%-0% |
| #8A5221<br>RGB 134-82-33<br>CYMK 30%-71%-100%-23% | #f79b4a<br>RGB 201-140-74<br>CYMK 12%-51%-64%-0% |                                                  |
| #bb9351<br>RGB 187-147-81<br>CYMK 21%-42%-82%-2%  | #cdca50<br>RGB 205-162-80<br>CYMK 13%-37%-83%-1% |                                                  |

Sweet Leaf

Graphic Standards Guidelines 7

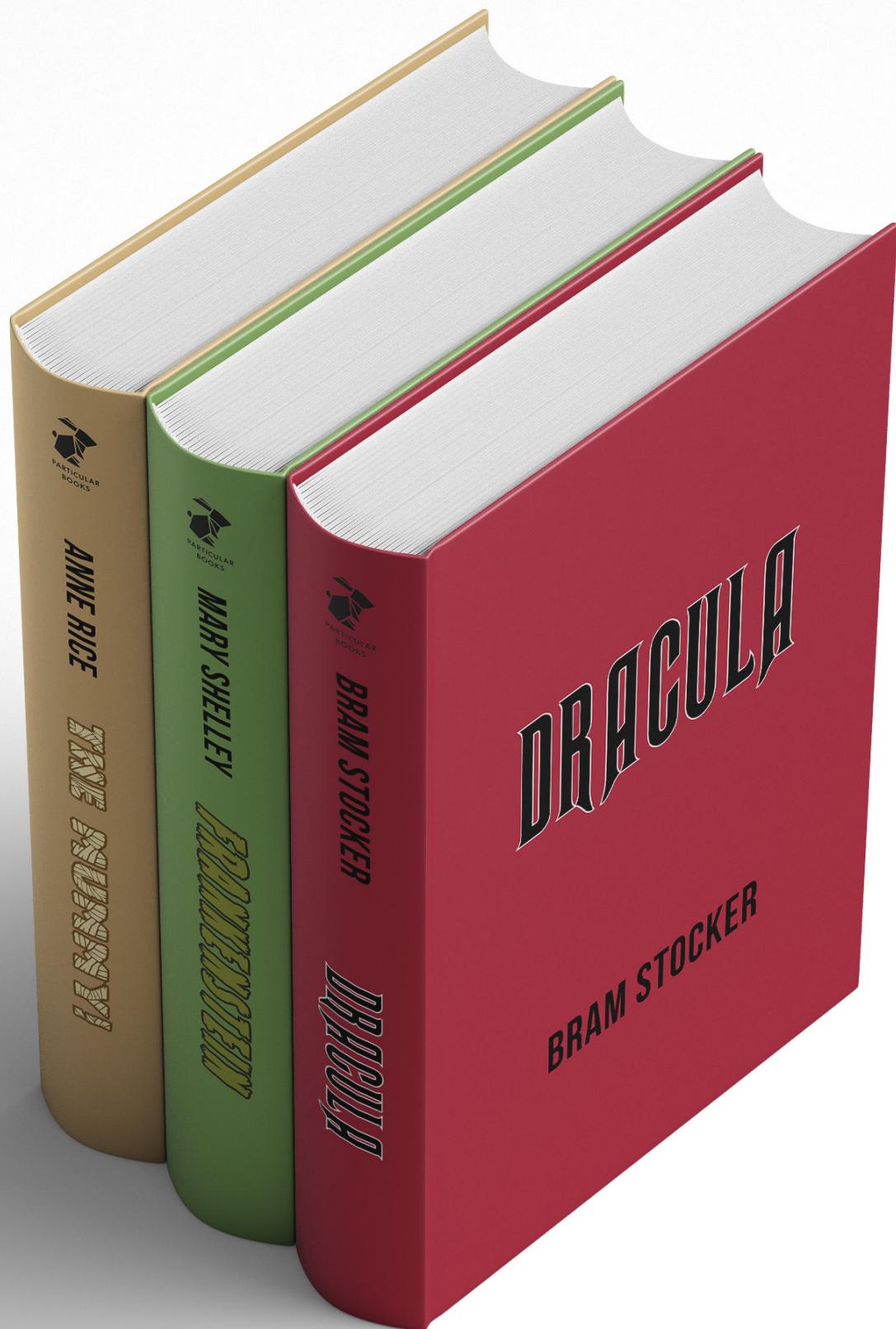
Sweet Leaf

Graphic Standards Guidelines 8

This section illustrates the visual identity of Sweet Leaf. On the left, under 'Graphic elements', there is a collection of icons: a red maple leaf, two green leaves, a jar of yellow honey, a wooden spoon with honey, and an orange autumn leaf. On the right, under 'Application examples', a smartphone displays a promotional image for 'Pure Bliss, One Drizzle' featuring pancakes with syrup and berries. The phone is set against a green background.



apshots of the detailed brand style guide established for Sweet Leaf.



## Book Set

### Book Cover Design

#### Project

Design book covers for three separate classic books titles (not a part of series or written by the same author). Apply a consistent and recognizable style across all original concepts. Software used: Adobe InDesign, Illustrator & Photoshop.

#### Challenge

Creating an ideal layout design tailored for each horror-themed book, incorporating suitable images, colors, and fonts.

#### Solution

Engaging in extensive online research, gathering inspiration from established novels. Sketching layout ideas and compiling descriptive keywords for each book, carefully selecting imagery that vividly embodies the essence of the horror figures portrayed in the stories.



# Magazine Cover

## Editorial Design

### Project

Developing an idea for a publication and creating a sample cover involves designing essential components such as the publication name, masthead (wordmark), cover image, dateline, coverlines, plugs, etc. Software used: Adobe InDesign & Photoshop.

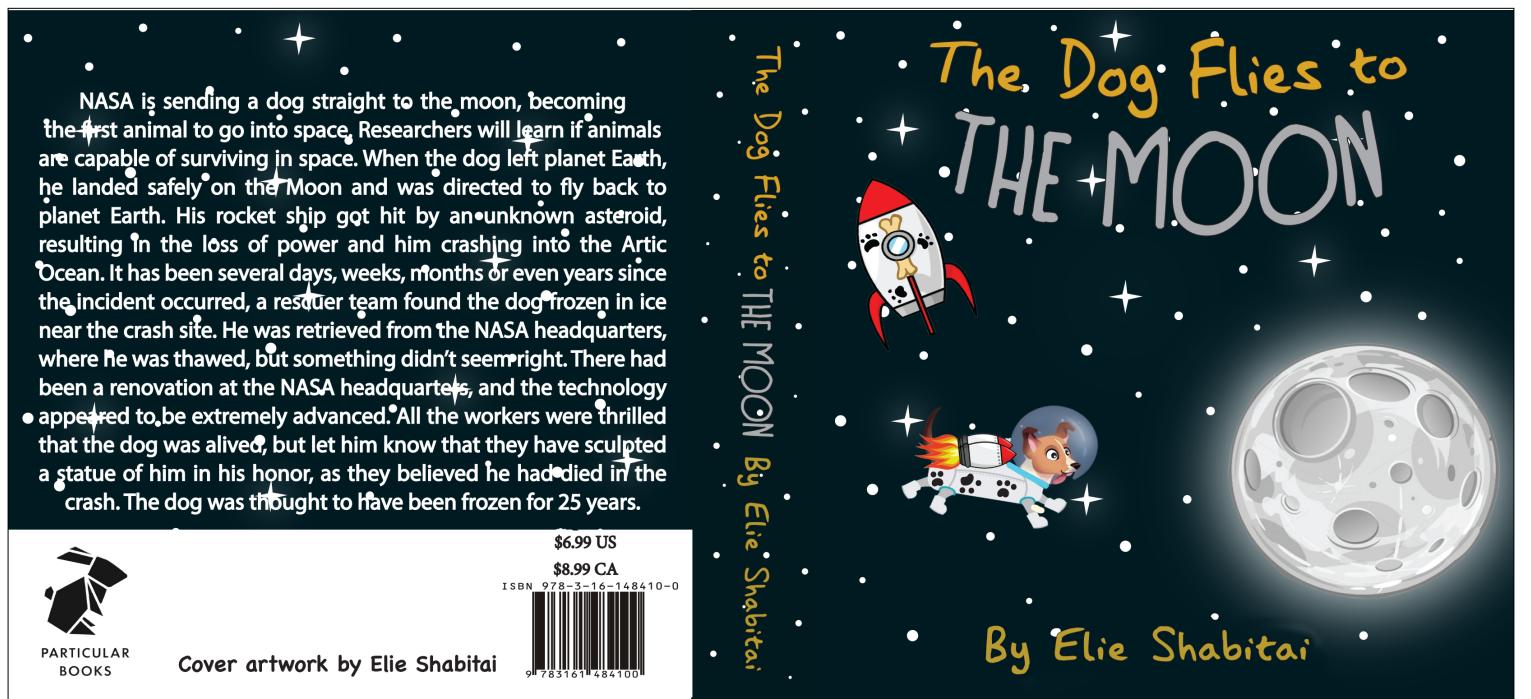
### Challenge

Crafting an ideal publication name for a magazine centered around automobiles. Selecting a suitable cover image, color scheme, coverlines, plugs, and overall layout to captivate the audience and align with the magazine's theme.

### Solution

Immersing in thorough online research, drawing inspiration from established magazines. Generating numerous potential publication names and exploring diverse font options through brainstorming sessions to find the most fitting and engaging combination.





## The Dog Flies to The Moon

### Children's Book Design

#### Project

Design a children's storybook cover for a fictional book. Include a title, author, publisher logo, ISBN code, and optional elements like testimonials, reviews, or a book summary. Use your name as the "Author" or "Illustrator" of the book. Software used: Adobe Photoshop.

#### Challenge

Devising the comprehensive story concept, encompassing its genre, characters, color palette, fonts, visual imagery, and the layout design for a cohesive narrative experience.

#### Solution

Diving into extensive online research, seeking inspiration from established children's books. Sketching layout ideas and brainstorming multiple potential titles while exploring a diverse range of fonts and colors to enhance the visual and textual appeal of the book.





## Toy Master

### Children's Book Design & Brochure

#### Project

Design an approximately 8-page digital children's book, poetry (slam), or comic book. Software used: Adobe InDesign, Illustrator & Photoshop.

#### Challenge

Devising the comprehensive story concept, encompassing its genre, characters, color palette, fonts, visual imagery, and the layout design for a cohesive narrative experience.

#### Solution

Diving into extensive online research, seeking inspiration from established children's books. Sketching layout ideas and brainstorming multiple potential titles while exploring a diverse range of fonts and colors to enhance the visual and textual appeal of the book.

# Isometric Room

## Isometric Illustration

### Project

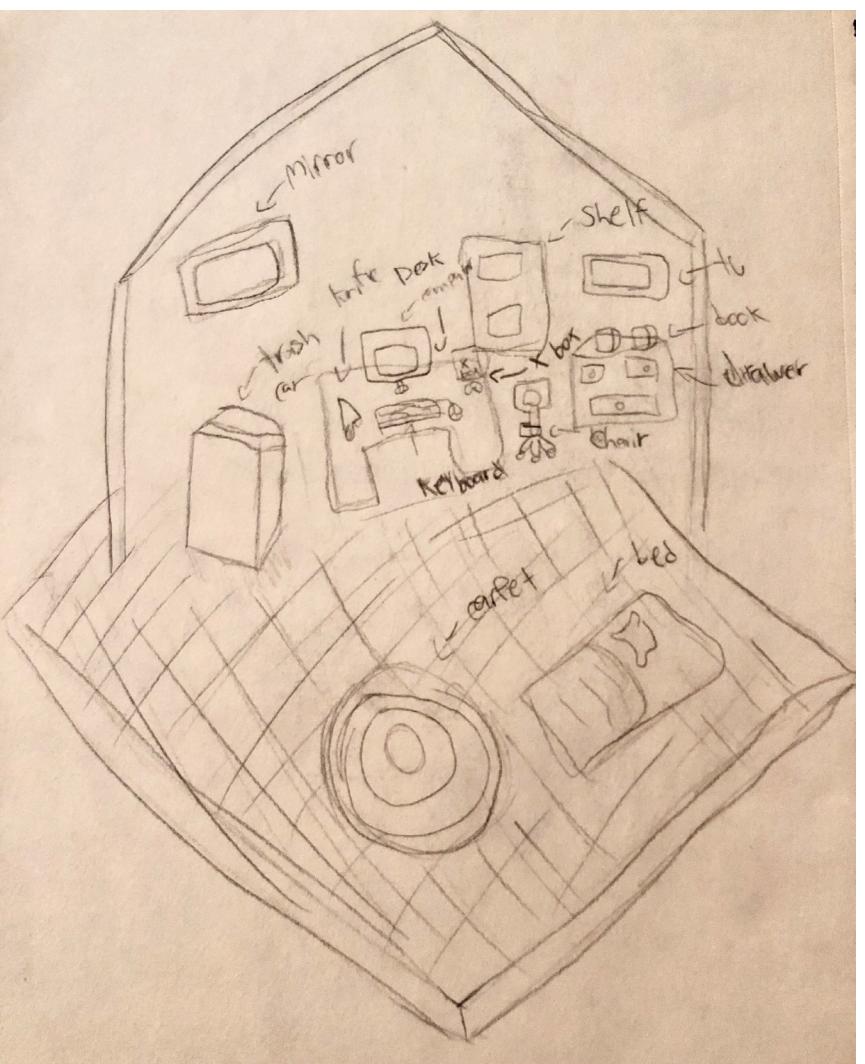
Creating an isometric illustration requires skillful use of color tints, shades, and gradients, crucial elements that greatly enhance the 3D perspective effect. Software used: Adobe Illustrator.

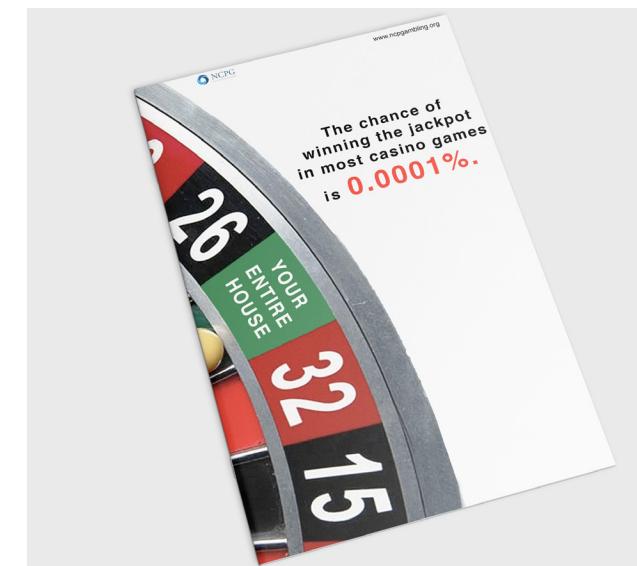
### Challenge

Devising a cohesive design concept tailored to complement a room's ambiance, selecting necessary objects, determining color palettes, and orchestrating the overall layout for a harmonious and balanced design scheme.

### Solution

Immersing in comprehensive online research to draw inspiration from established isometric illustrations. Sketching layout ideas and meticulously selecting colors that align with the original design, integrating appropriate shadows to enhance depth and fidelity.





## Gambling Addiction

### Ad Campaign

#### Project

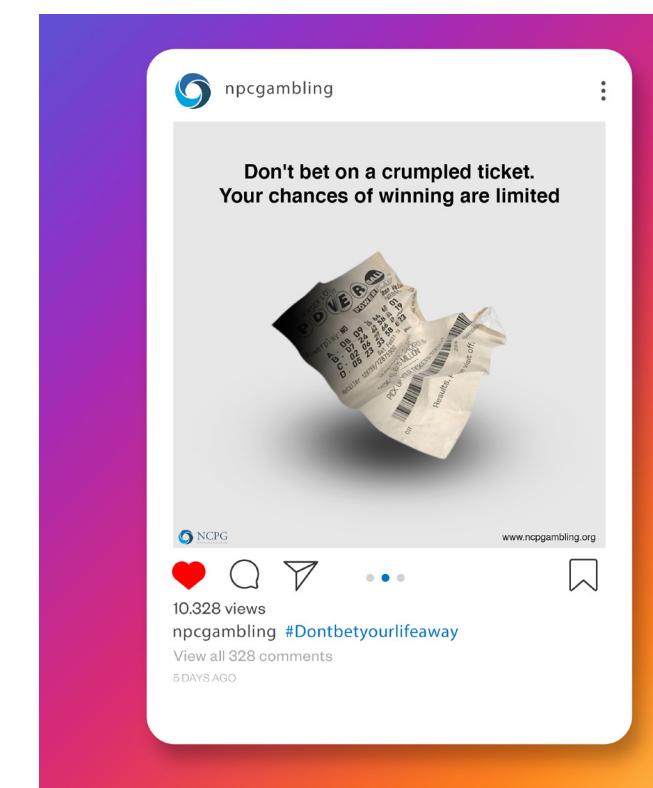
Gather essential information and visuals from past campaigns on the topic. Develop an original concept using a metaphor or advertising appeal, integrating key messages, statistics, slogans, and the related organization's logo and website. Software used: Adobe Photoshop.

#### Challenge

Creating impactful messages, unique imagery, and suitable mockups for diverse ad campaigns. Designing comprehensive layouts with fonts, colors, and statistics integration.

#### Solution

Conducting thorough online research for insights from established ad campaigns. Brainstorming impactful messages, defining the target audience, selecting imagery, fonts, and establishing cohesive color schemes to design engaging layouts.



# LA SEMAINE DE LA FRANCOPHONIE

2023

## LA MAGIE DE MOTS!

DU 3 AU 6 AVRIL

LOCAL: A-103 AUDITORIUM

CONTACT: MIO DE STÉPHANE GIROUX

VENEZ  
VOUS  
AMUSER  
AVEC  
NOUS!

GRAPHISME:  
ELIE SHABITAI



**VANIER**  
CÉGEP/COLLEGE

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CÉGEP/COLLEGE

LA SEMAINE DE LA  
FRANCOPHONIE 2023

## LA MAGIE DE MOTS!

## La Semaine de la Francophonie 2023

### Poster & Banner Design

#### Project

Design an original poster to promote "La Semaine de la Francophonie" at Vanier College, employing a visual metaphor for effective communication. Software used: Adobe Illustrator & Photoshop.

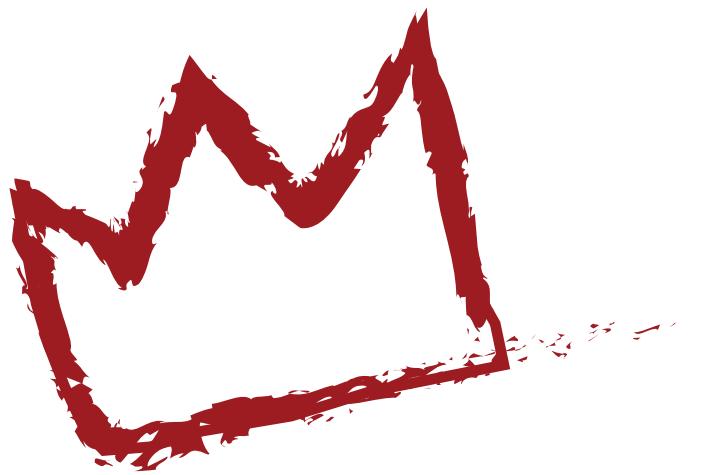
#### Challenge

Developing a comprehensive design theme incorporating color schemes, fonts, imagery, and the overall layout design.

#### Solution

Delving into extensive online research to gather insights from established event posters. Sketching various layout ideas and defining the ideal thematic concept. Carefully selecting fonts, colors, and imagery to create a cohesive design that aligns with the chosen theme, ensuring a well-crafted overall layout design.





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