

Graphic Design by Christopher Parrish

Solace O J'Lamp, a young Photographer from Nigeria needed a watermark for his budding photography business. He requested a mark that was beautiful, using his business name “Solace Image” and asked if I could possibly incorporate something with a crown.



A College project, the idea was to design a logo for startup business created by my partner based on a short creative brief. The business was an Icecream parlor named PNW Creamery. His keywords were Industrial, Pacific Northwest, and Icecream with a color palette incorporating blues and greys.

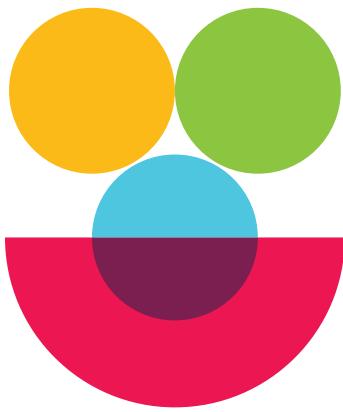


I designed four finished pieces for him to choose from.

This was his final choice.



This was a college assignment done with a team of three other students. Here we identified a local business that was in need of rebranding. We chose Yumberrybowl, the company had an excellent product but was badly in need of a cohesive identity. We defined their main target audience as 15 to 25 year-old females, then came up with a suitable color palette, reworked their logo, business cards, website and also provided mock-up ideas for some schwag



Yumberry Bowl

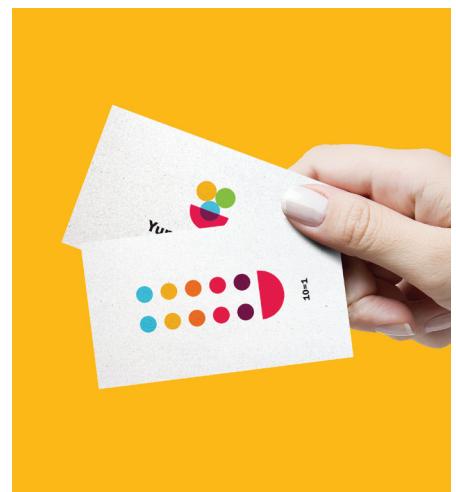


HOME MENU ABOUT



The Yumberry Bowl Way

Craving a healthy alternative to fast food? We've got the tastiest blends of superfruits to curb your sweet tooth and nourish your body! Dairy free, refined sugar free, vegan, artificial additives free and gluten-less options makes Yumberry Bowl the perfect choice for young and old alike. Many of our ingredients are organic and every bowl is made fresh to order.



For a capstone design project I ran an identity campaign for a fellow student named Independence Duffy. This student did not have a business concept so we started from scratch. I determined that he wanted to be viewed as a well rounded designer and wanted his brand name and logo to represent professional, clean, simple design work. He liked the idea of incorporating geometry into his logo with a two to three color businesslike palette.

Creative Brief Summary for Identity Design

Campaign Goals:

Client would like the brand identity to be easily recognized and convey a sense of visual creativity and clean, precise professional artwork covering a broad field of graphic services. The target audience for this campaign is young to middle age business owners and professionals.

Key Words:

- Professional
- Clean
- Geometric
- Simple

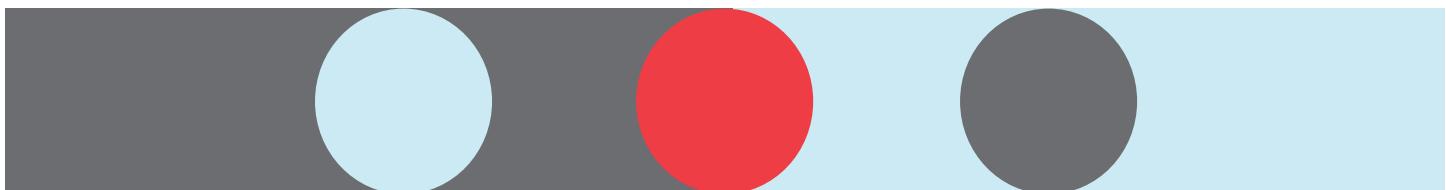
Creative considerations:

Client would like the use of geometric shapes in the logo and a simple two to three color palette with a black and white option

Typography:

- Typeface Candara Bold should be used for all primary text e.g. clients name, the word “design” in logotype and any headers
- Typeface Garamond should be used for all secondary text and paragraphs

Color palette: Urban Summer



C:19, M:0, Y:4,
K:0

Summer Sky
Background logo
color or primary
logo and logotype
color when used
in conjunction
with “Wet
Concrete”

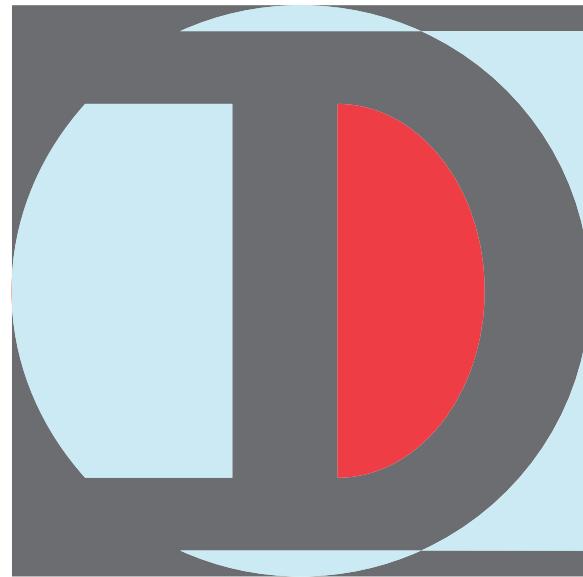
C:0, M:90, Y:74,
K:0

Watermelon
Primary logo color
or highlight color
when used with
“Wet Concrete”
background.
Primary logotype
color when used
in conjunction
with “Summer
Sky”

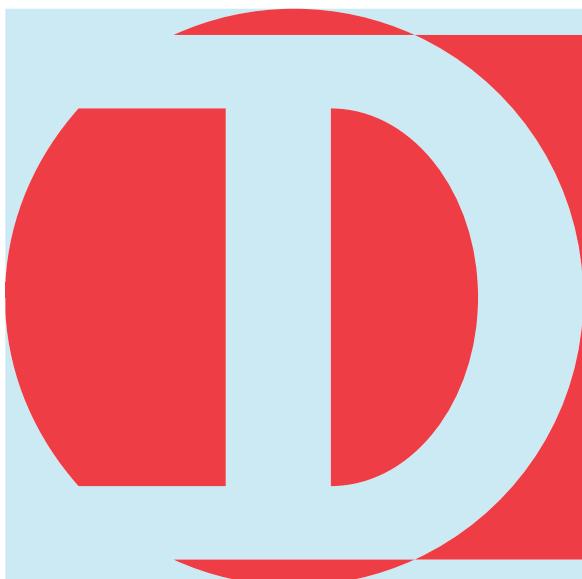
C:0, M:0, Y:0,
K:70

Wet Concrete
Background color
or text color
when used in
conjunction with
“Summer Sky”
background

Logo



Primary

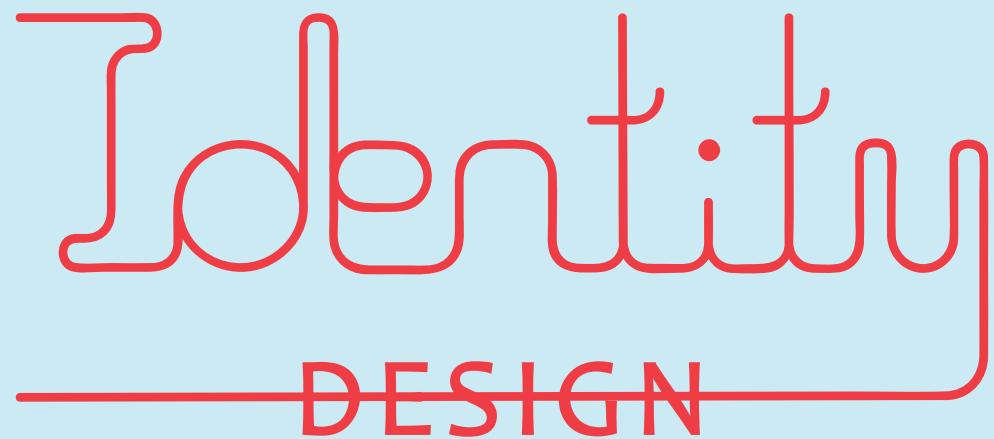


Alternate



Black and White

Brand Name



Business Cards





Letterhead

Indy Duffy
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831-295-1289
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Promotional Items and Schwag



Another college assignment, here I was tasked with reworking a company logo and putting together a stationary package for them. The client in this case was OARS rafting and adventure trips, if you have never heard of them , check them out. I personally cannot wait to take one of their trips after researching this project.

Logo



Postcard



Business Card



T. Edward Nickens
Adventure Guide

Newsletter Frontpage

The newsletter frontpage layout includes the OARS logo at the top left. To its right is a large headline "River Rafting ADVENTURE Newsletter" followed by the date "February 2019". On the far right is a small image of a person rafting. The layout is divided into three main sections by vertical lines: a left column with an article about vacation time, a right column with an article about rafting with a daughter, and a bottom section with an article about the last wild river.

(p.2)
Find out why Taking Vacation Time is More Important Than You Think
BY ANNETTE BENEDETTI

(p.3)
Braving the Rapids: A Trip Down the Lower Salmon With My Daughter
BY ANNETTE BENEDETTI

(p.6)
The Last Wild River
BY EMILY NUCHOLS