

Brandon Domalanta

School Projects

Introduction

These are a collection of what I believe are my best projects during my time studying at Vancouver Career College. I worked on a brand style guide, promotional posters, magazine covers, brochures and various booklets. These are what I believe are the best of what I designed.

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Brand Guide Booklet



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Brief History

1924	Founded by Adolf "Adi" Dassler with help of brother named "Dassler Brothers Shoe Factory"
1947	Brothers split up and company is renamed to Adidas
1967	First piece of apparel released known as the "Franz Beckenbauer tracksuit"
1970	Became Official Soccer Ball provider for FIFA World Cup
1978	Founder Adi Dassler passed away and his family inherits company
1989	Adi's son also passed away and Adidas becomes a Stock Corporation
1990	All members of the Dassler family sell their shares

Mission Statement



“To be the best sports company in the world. Every day, we come to work to create and sell the best sports and fitness products in the world, and to offer the best service and consumer experience – and to do it all in a sustainable way.”

Vision and Values

Adidas has 5 core value: Confidence, collaboration, creativity, sustainability and consumer-centric work.



“Through sport, we have the power to change lives.”

Logo

Adidas caters to a wide range of markets and for that, a versatile range of logos is needed. We employ a variety of logos according to the sub brand. The trefoil logo is currently used for Adidas Originals, symbolizes the three major continents they were sold in: North America, Europe and Asia. The logo used for the sports division of Adidas is the mountain logo, symbolizing the mountain athletes overcome to reach the top. Lastly, the horizontal logo which is a simple rendition of the classic logo with the three stripes placed to the left of the logotype.

Logo Clear Space



Logo sizes

0.5" minimum size



1" - 2" for social media logo



3" by 3" for shirts and caps



Logo Usage



Do not rotate



Do not deform



Do not use without trademark



Do not use without the logotype



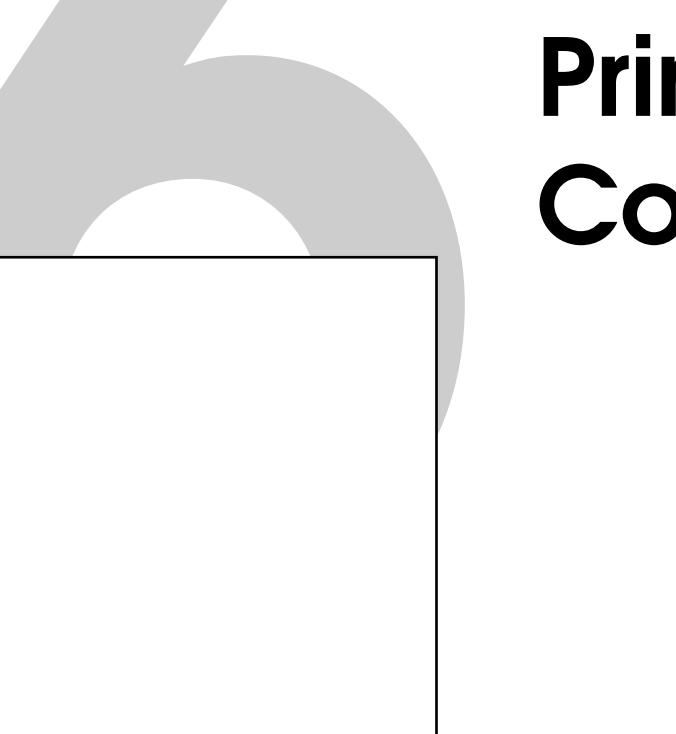
Do not use with low contrast

Colour

RGB 0 0 0
CMYK 0 0 0 100
HEX #000000



RGB 255 255 255
CMYK 0 0 0 0
HEX #fffff



Primary Colours



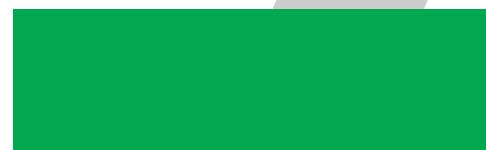
RGB 190 0 39
CMYK 0 100 100 0
HEX #be0027



RGB 207 142 47
CMYK 5 55 95 0
HEX #cf8d2e



RGB 229 234 51
CMYK 10 0 95 0
HEX #e4e932



RGB 229 234 51
CMYK 95 0 100 0
HEX #2c9f45



RGB 56 23 120
CMYK 100 100 0 0
HEX #371777



RGB 83 51 93
CMYK 70 85 30 20
HEX #52325d



RGB 81 20 120
CMYK 80 100 0 0
HEX #511378

Accent Colours

Typography

ITC Avant Garde Gothic Std Demi

A B C D E F G H I J K L M N O P Q R S T U V W X V Z
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Logo

ITC Avant Garde Gothic Std Demi

AdiHaus Regular

AdiHaus regular

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30pts / 40pts

Body
11pts / 16pts

Alt. Body
11pts / 16pts

Alt. Body
11pts / 16pts

Arial regular

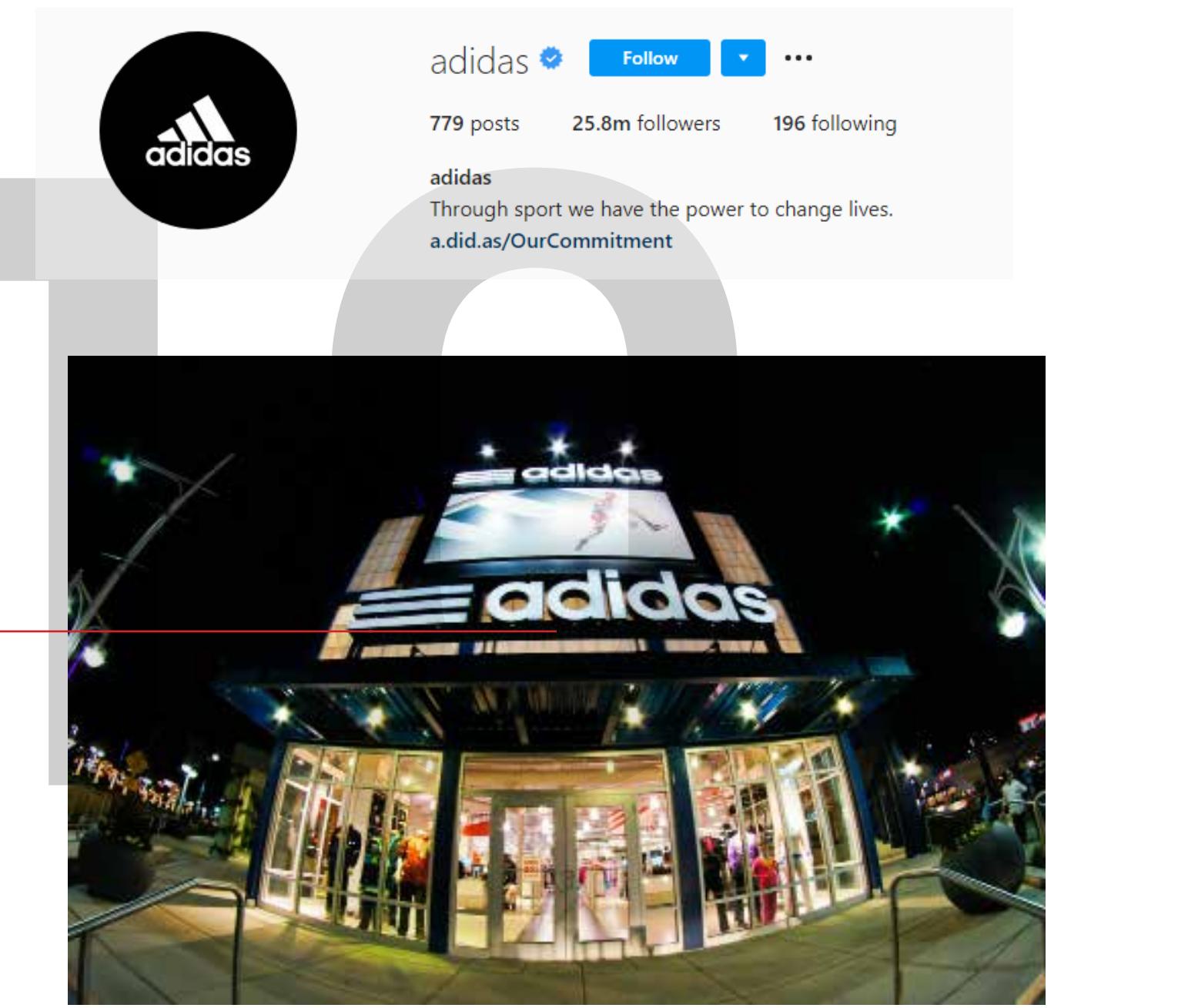
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Marketing and Treatment

Adidas sponsors major football teams and players, collaborate with well-known designers and celebrities to market their world-wide known brand. We also use a number of social medias and digital ads to reach customers across the world.



Shoes



Signature three stripes.

Gift Card



Tee

Logo on the right breast, sponsored players or teams may put their logo on the left.







Hololive 5th Gen.

**SHISHIRO
BOTAN**



HOU SHOU MARINE SENCHOU SOLO LIVE



Houshou Marine's
Birthday Live 2020!



Streaming live at:
live.nicovideo.jp

2021.07.30

Tsunomaki Watame

First Original Song
“Ai-mai Chocolate”

Monthly Fan Art
A-chan's top picks!

Sakura Miko
Going on hiatus due to health

January Birthdays

Watson Amelia
Usada Pekora
Ayunda Risu
Uruha Rushia
Omaru Polka

Azur Lane Second Collab
Exciting collaboration with the
popular mobile game!

Discount code inside for
use in Hololive booth!



January 2021

HOLOLIVE

Nonstop Story

First Live Concert from Hololive's Talents!

January 2021



Monthly Fan Art
T-chan's top picks!

Akai Haato
Going on hiatus

January Birthdays

Watson Amelia
Usada Pekora
Ayunda Risu
Uruha Rushia
Omaru Polka

Azur Lane Second Collab
Exciting collaboration with the
popular mobile game!

SAPPORO

The City in The Snow



About Us

We provide various planning services from hotel bookings to creating the perfect itinerary! We'll take the load of planning a vacation off your shoulders so you can enjoy an amazing vacation.

We employ local residents of Japan's tourist destinations for the best local advice you can get.

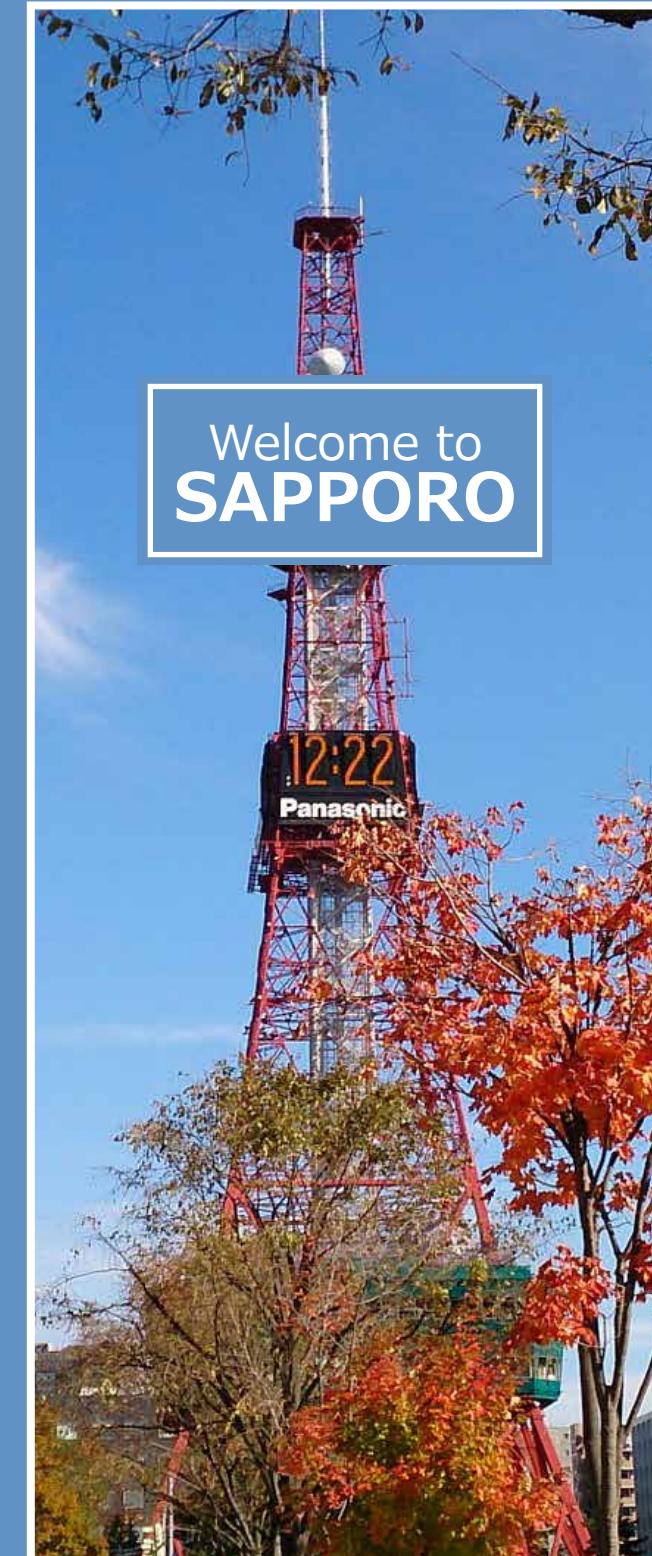
Contact us today to get started on planning on next vacation around the beautiful land of the rising sun.

Sunrise Travel
+81-9044089730

1-6-1 Kaga, Chuo-ku,
Sapporo, 173-0003



Welcome to
SAPPORO





Sapporo Snow Festival

If you're visiting during the winter months, the sapporo snow festival is a definite must see during your stay in Sapporo City. It features a spectacular array of snow and ice sculptures, attracting millions of visitors from across the world.

The snow festival is held on Odori Park, Susukino and the Tsu Dome. The Odori Park location can be viewed from the Sapporo TV Tower at the eastern end of Odori Park.

Nijo Market

From fresh vegetables to seafood, this market is frequented by tourists and locals alike. The market is about one city block long and has many restaurants among the shops.



Miso Ramen

Sapporo ramen is famous for it's miso ramen. The broth is rich, oily and made pork bones flavoured with miso, making a healthy soup.



Sapporo Beer Museum

Once operated as the Sapporo Brewery, it was renovated and officially reopened as the Sapporo Beer Museum in July 1987. The exhibits are filled with a number of historical records, tools and documents used in the old factory. Tour through three floors full of history of the world famous Sapporo Beer, no entrance fee required.

Adjacent to the museum is the Sapporo Beer Garden, consisting of a few restaurants. Featuring beer balls with all you can drink beer and all you can eat mutton BBQ known as jingisukan (named after the mongolian ruler Genghis Khan).



A WEEK IN

SAPPORO



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Things to Know & Prepare

Things to know

- Smoking is banned all over the central districts of the city and streets, designated smoking areas in some restaurants and establishments
- Exchange currency to yen beforehand for optimal exchange rates
- Do not tip restaurants
- Order a SIM card or portable wifi

Things to bring

- Passport (be sure it has 6 months or more left before it expires)
- Visa (if required – see Ministry of Foreign Affairs for more info)
- Proof of airline tickets/reservations/boarding passes
- Customs forms and documents
- Verification of hotel reservations
- Transportation information and tickets
- Credit cards, cash, traveler's checks, and other currency
- Identification documents, such as your driver's license
- Maps and guide books
- Translation guide and/or travel apps on your smartphone
- Travel medical insurance

Restricted items for planes and customs

- Fruits and vegetables, soil, and many plant species
- Animals or animal products
- Items made from endangered species
- Counterfeit or stolen products, bootlegs, or knock-offs
- Weapons and ammunition
- Uncensored pornography
- Illegal drugs

Trip Highlights



Odori Park

Located in the center of Sapporo, it separates the city into north and south. The park stretches a kilometer and a half. At the eastern end of Odori Park stands the Sapporo TV Tower with an observation deck with an amazing view of the park.



Botanical Garden

A botanical garden belonging to Sapporo's Hokkaido University, it primarily serves as a scientific and educational purpose.



Mount Moiwa

One of the several forested mountains southwest of central Sapporo. It is a popular sightseeing destination known for its spectacular view of the city. The summit features an observation deck and a restaurant. It is accessible via the Mt. Moiwa Ropeway that climbs from the base of the mountain and requires a transfer to a mini cablecar two thirds of the way up.



Jozankei Onsen

Located in a town an hour away from central Sapporo, it's a popular side trip from the city. The resort features bathing facilities with gender separated baths.

Ropeway

Streetcar

Nanboku
Subway
Line

Toho
Subway
Line

Tozai
Subway
Line

Moerunuma Park

A large park in the outskirts of Sapporo and surrounded by a marsh. With a circumference of about four kilometers, the grounds are covered in green space with massive features, making the park a unique public area.



Beer Museum

Once the brewery of the world famous Sapporo beer, it has since been turned into a museum. It features 3 floors filled with historical tools among many other things. It doesn't require an entry fee and has a tour showcasing the building. Beside it are a number of restaurants and beer halls with all-you-can-drink and all-you-can-eat lamb called jingisukan.



Japan Rails (JR)

Nijo Market

From fresh vegetables to fresh fish, this public market occupies an entire city block. It is also full of restaurants and a few drinking places along a narrow corridor called Noren Yokocho.



Susukino

Japan's largest entertainment district north of Tokyo. It is packed full of stores, bars, restaurants, karaoke, pachinko parlors and some red light establishments.



Transportation Map
of Sapporo

Detailed Itinerary

Day 1 Odori Park

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Day 2 Moerenuma Park

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Day 3 Susukino Nijo Market

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Day 4 Mount Moiwa

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Day 5 Beer Museum

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Day 6 Morning Botanic Garden

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Day 6 Evening Travel to Jozankei Onsen

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Day 7 Jozankei Onsen

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**Thank you for visiting the beautiful city of Sapporo!
We hope you enjoyed your stay, come back soon!**



About us

We provide various planning services from hotel bookings to creating the perfect itinerary! We'll take the load of planning a vacation off your shoulders so you can enjoy an amazing vacation.

We employ local residents of Japan's tourist destinations for the best local advice you can get.

Contact us today to get started on planning on next vacation around the beautiful land of the rising sun.

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