

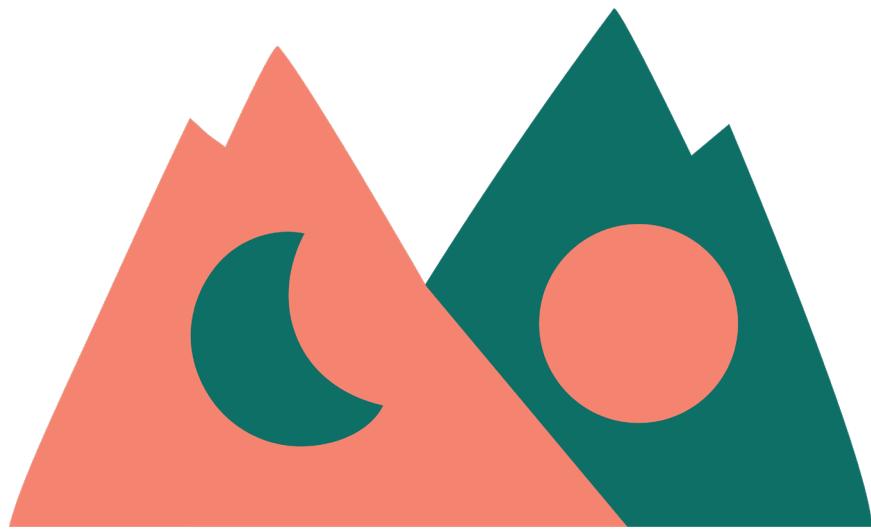


Carey de Victoria-Michel
Graphic Designer & Creative

Portfolio
March 2023

The Mentor Movement

Logo Design & Branding

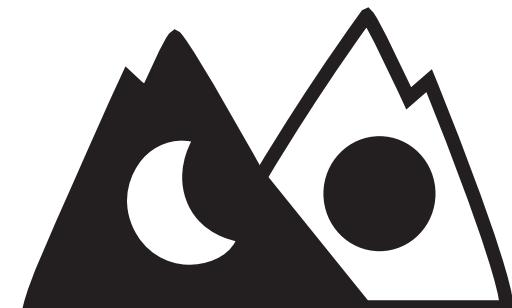


THE MENTOR MOVEMENT

The logo design for The Mentor Movement embodies themes of partnership, mutual support and growth in rock climbing environments. The moon and sun that sit within the peaks represent a balance and unity.

The Mentor Movement speaks to an active and outdoor driven audience. It is meant to speak to all genders and to represent inclusivity in the outdoor space. The colors are warm and welcoming. The typeface is youthful and approachable. The logo can be nicely utilized in different applications for the company, such as hats, stickers, apparel, patches and more.

UNIFYING
OUTDOORSY
BALANCED
APPROACHABLE









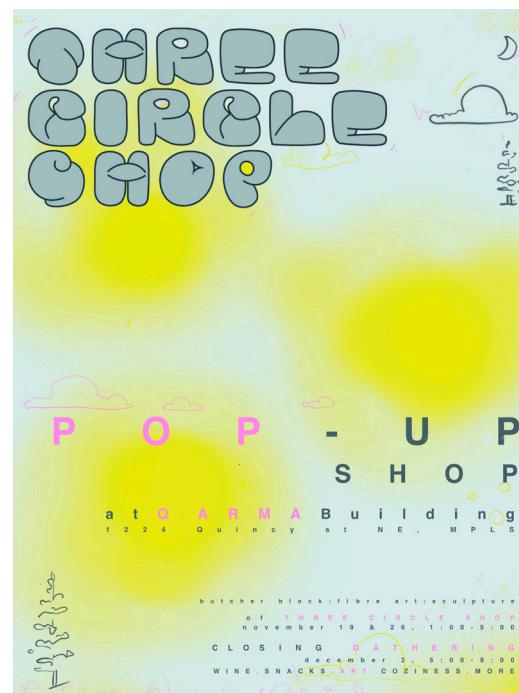
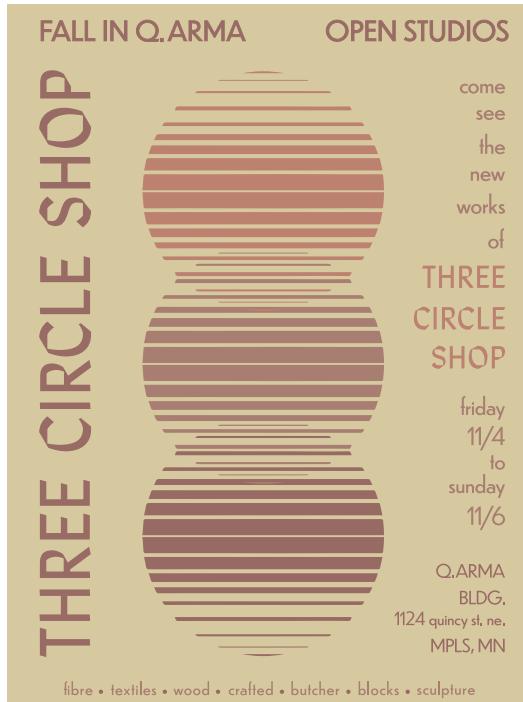
Save the Boundary Waters Apparel Design

This apparel design was done to support the work of a non-profit called Save the Boundary Waters. The shirts were designed to help raise awareness of the effort to protect a wilderness area in Northern Minnesota that is at risk. The area is a sought after region for toxic copper mining that would destroy pristine waterways.

The shirts have a central illustration of tree rings in a bright yellow to catch attention. They highlight nature in a modern way. The illustrations are original works inspired by the forested lands of the Boundary Waters Canoe Area.

ENVIRONMENTAL
EYE-CATCHING
COMMUNITY-BASED





Three Circle Shop

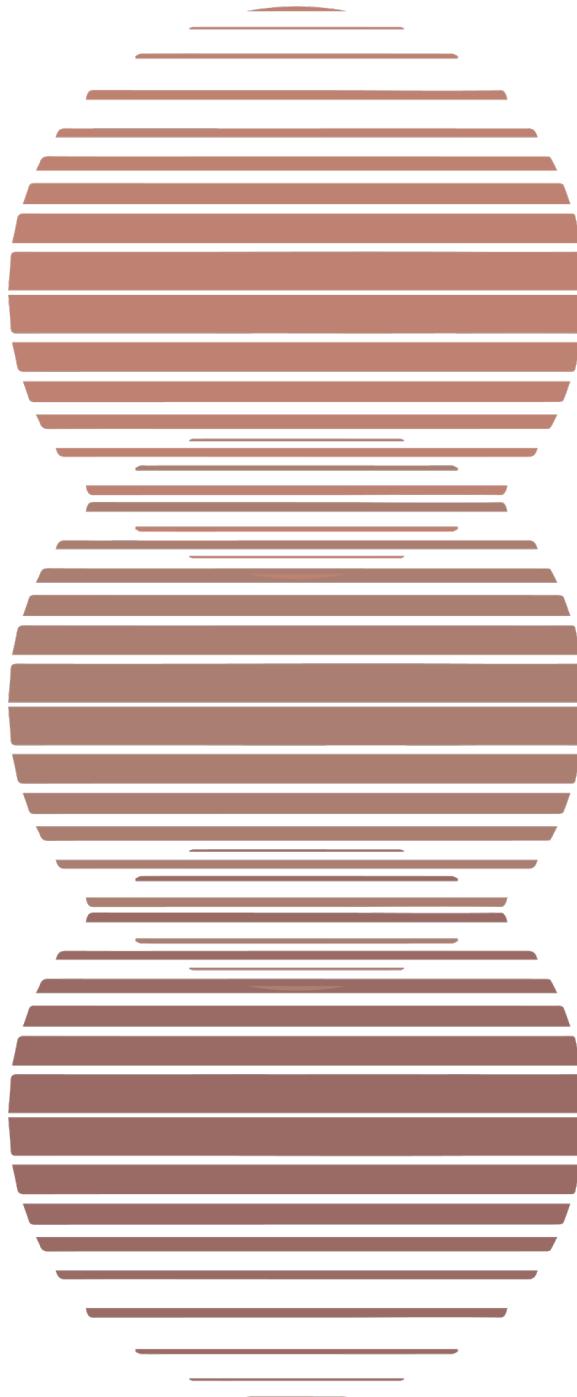
Poster Design

Three Circle Shop is a creative shop run by two wood sculpture artists and a fiber artist. Their work was born out of the pandemic and is unafraid of existing outside the box. All of their work is handmade and rooted, yet wild.

I worked with them to create two posters for art showings. They wanted two distinctly different feels with the shared theme of three circles. The first design showed three circles that influence each other yet stand as individuals. The second poster is illusive and was designed off of one of their mottos to 'pursue wild ideas'.

CREATIVE
EXPRESSIVE
THEMATIC

THREE CIRCLE SHOP



FALL IN Q.ARMA

OPEN STUDIOS

THREE CIRCLE SHOP



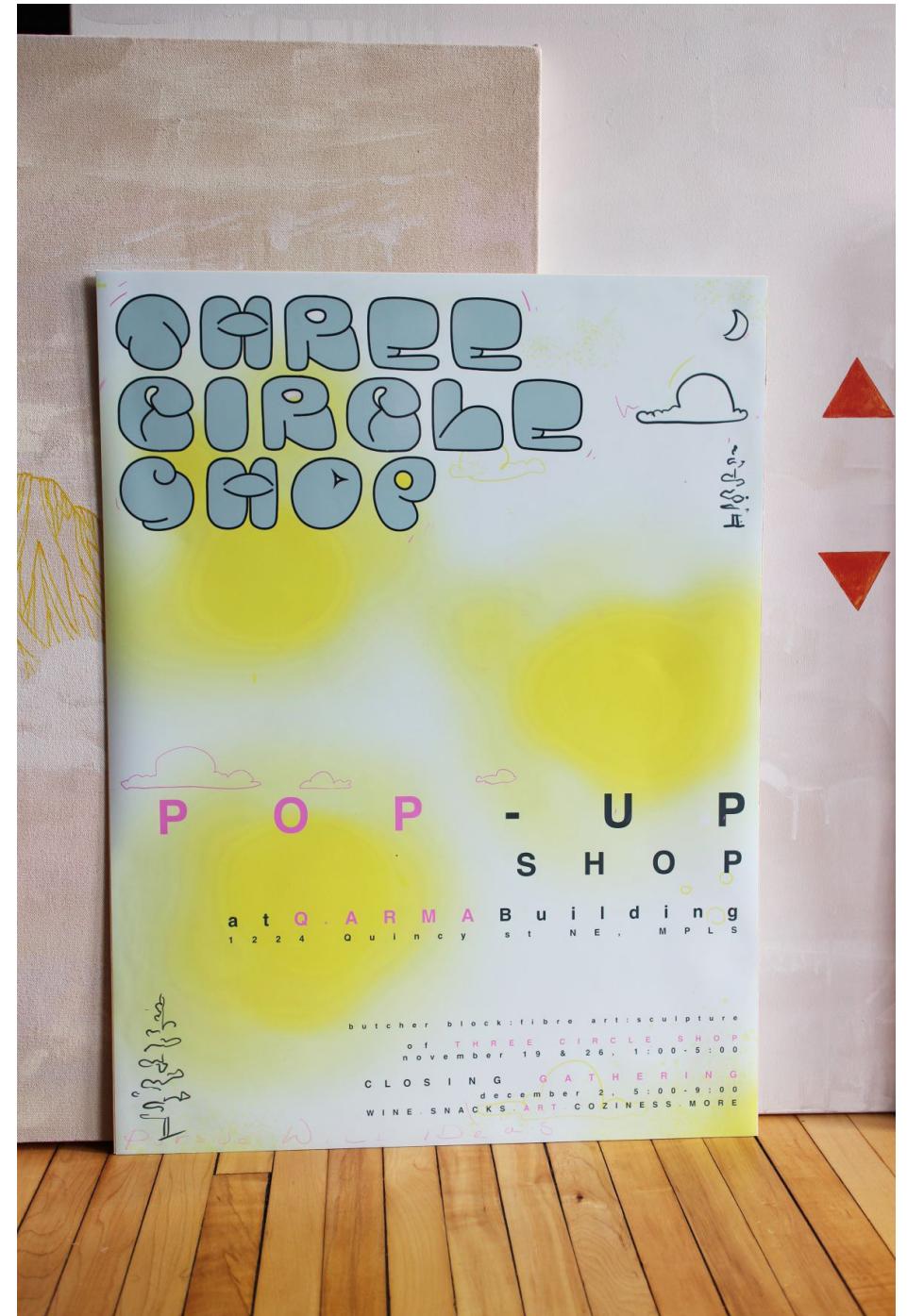
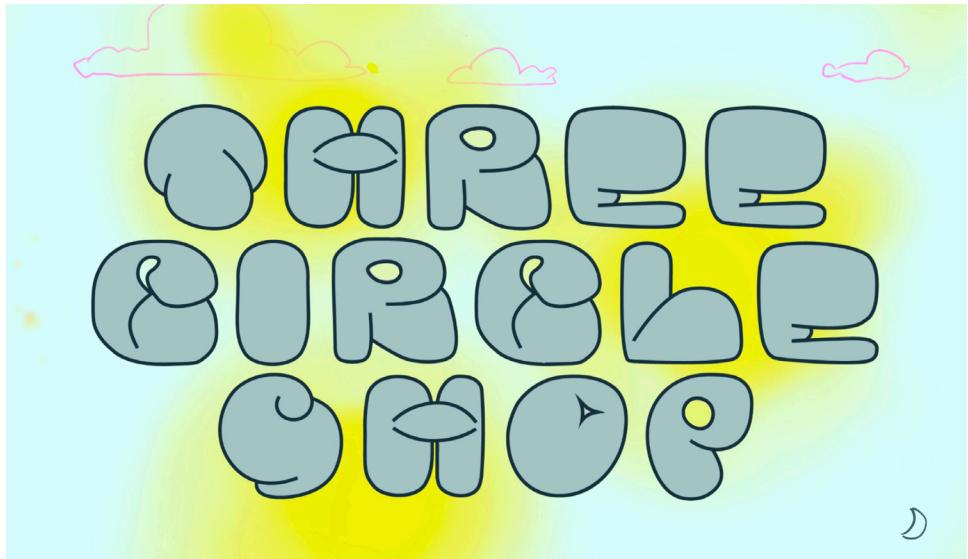
come
see
the
new
works
of

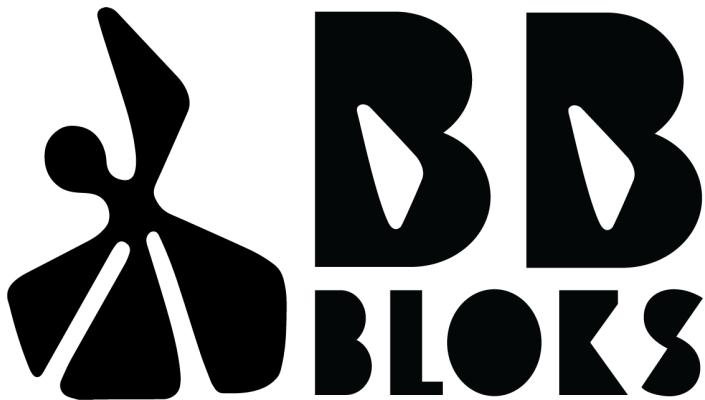
THREE
CIRCLE
SHOP

friday
11/4
to
sunday
11/6

Q.ARMA
BLDG.
1124 quincy st. ne.
MPLS, MN

fibre • textiles • wood • crafted • butcher • blocks • sculpture





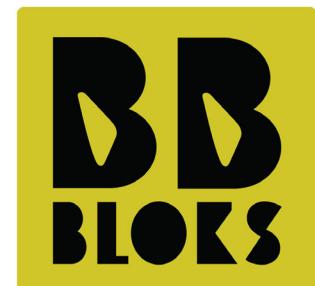
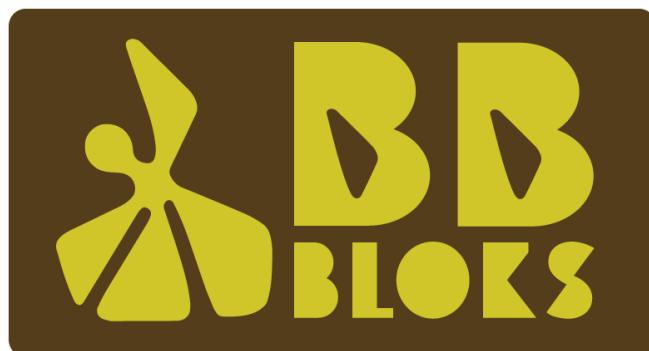
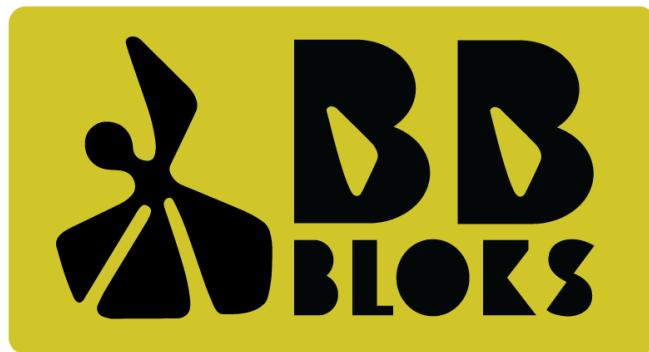
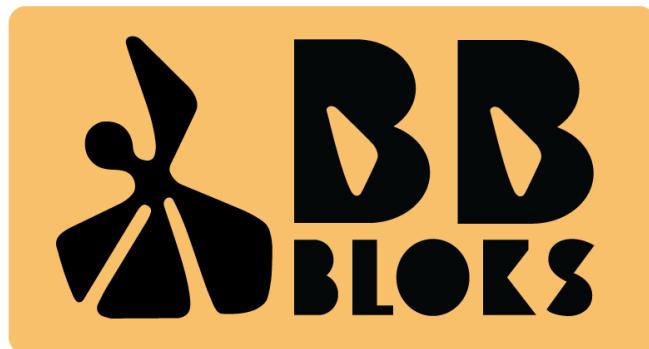
BB Bloks Logo Design

BB Bloks is a small handcraft business appealing to the climbing community. The logo is designed so that any climber might see themselves in the illustration. Whether they are tall, short, male, female, big, or small. The blocks are crafted by wood and are meant for strength training in climbing. The logo expresses training in the climbing world as something that can be fun.

The logo is playful and relatable. It is fairly youthful in nature. The branding of BB Bloks is made to bring joy to the sometimes serious attitudes in strength training.

PLAYFUL
RELATABLE
BRIGHT
NATURAL







BB
BLOKS

BB
BLOKS



SISU campers.

Logo Design & Branding



SISU campers is a small, woman owned, queer business offering services in camper van building, renovations, and consultation. The design is based off of its Finnish origin. SISU is a Finnish word that translates to strength and perseverance in challenging circumstance. It fits with the company's mission to empower other women and queer identifying individuals to take on their own camper van adventures.

The logo design features a woodgrain illustration sitting behind a treeline. The woodgrain also resembles a glowing sky. The scar in the woodgrain represents the difficulties we overcome as individuals to continue growing.

STRONG
APPROACHABLE
GROUNDED





cerca

Package & Product Design

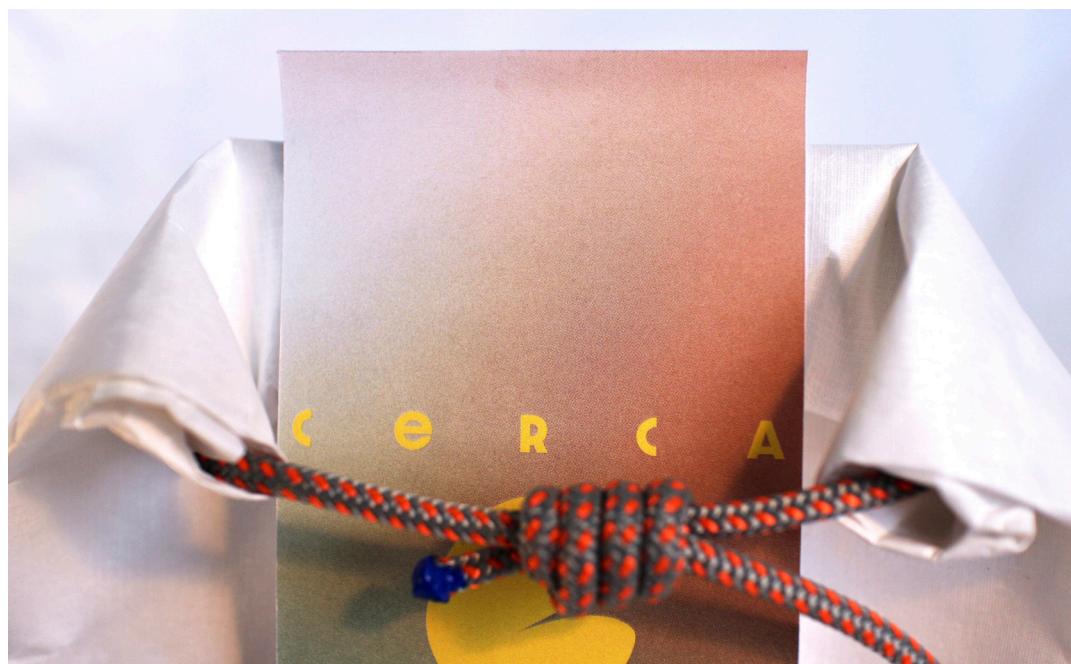
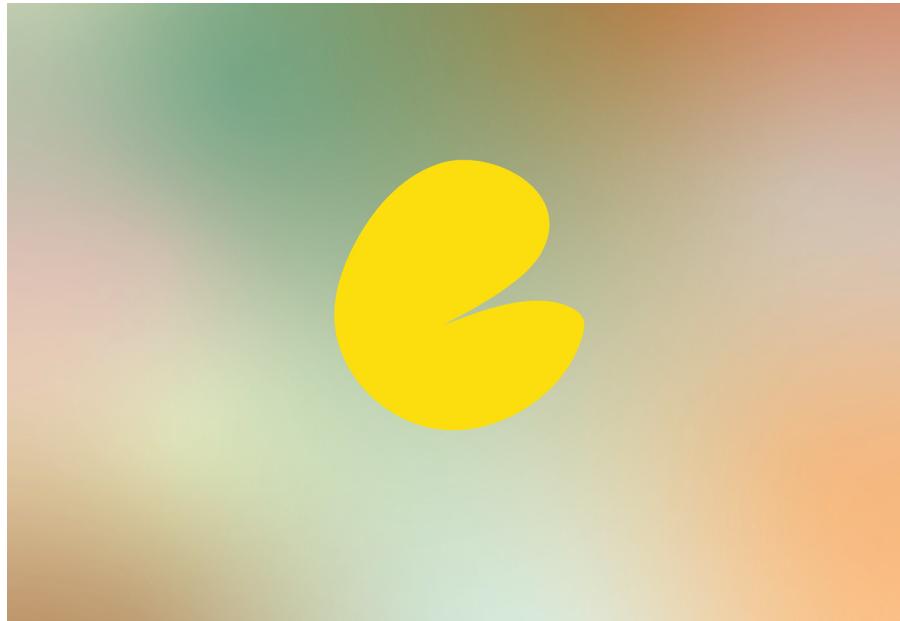
cerca is a design that was originally created in Barcelona during a package design course at Elisava. Designer, Milou Sprokel and I teamed up to make a contemporary and sustainable package design for coffee.

A year later, while living in Minneapolis, I worked to re-create **cerca** as a product here. **cerca** can fill a gap of needed reusable packaging in the city. The look was redesigned to appeal to environmentally minded people in American cities.

I sourced materials and made the pouch functional through lots of experimenting. The materials are sustainable yet durable. The end product holds its handcrafted yet quality look. The pouch expresses sustainability with a contemporary feel.

CONTEMPORARY
SUSTAINABLE
HANDCRAFTED
INSPIRED









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CliffandSky.com