

Jordan Stephensen

Portfolio
Branding & Typography

UX/UI portfolio available by request

Spring 2023



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Branding

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Sneath Projects

Client: Sneath Projects
Year: 2021

Scope:

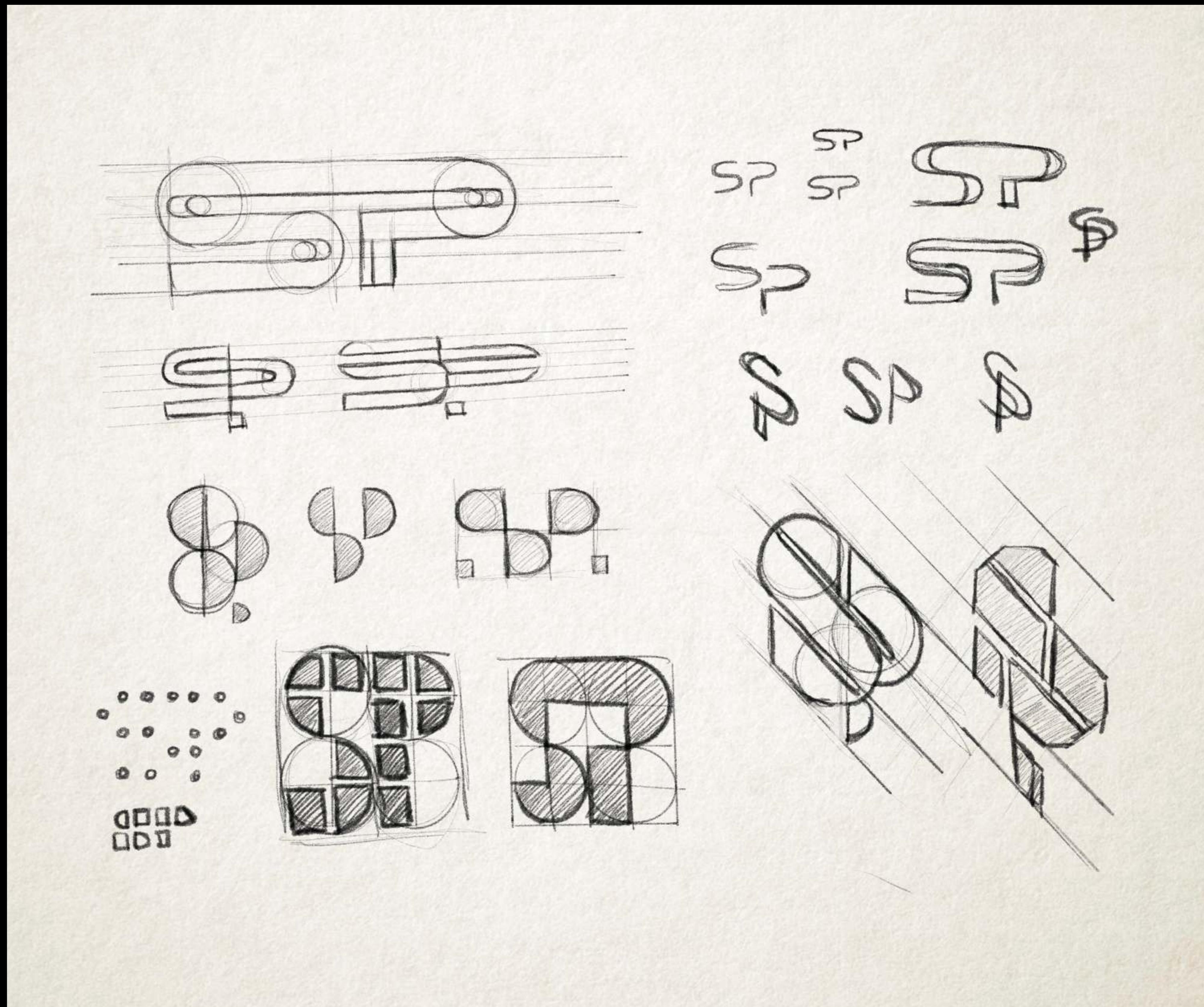
- Branding
- Brand Standards Guide
- Stationery
- eSignature
- Vehicle Wraps
- Garment Graphics

Employment: Personal Freelance Practice

Sneath Projects is a leading construction company in Brandon, Manitoba focused on creating quality construction for new and old buildings.

I worked with them in 2021 to deliver a logo and brand identity, as well as thorough implementation guidelines and several pieces of brand collateral including stationery, vehicle wraps, shirt graphics, and signage.

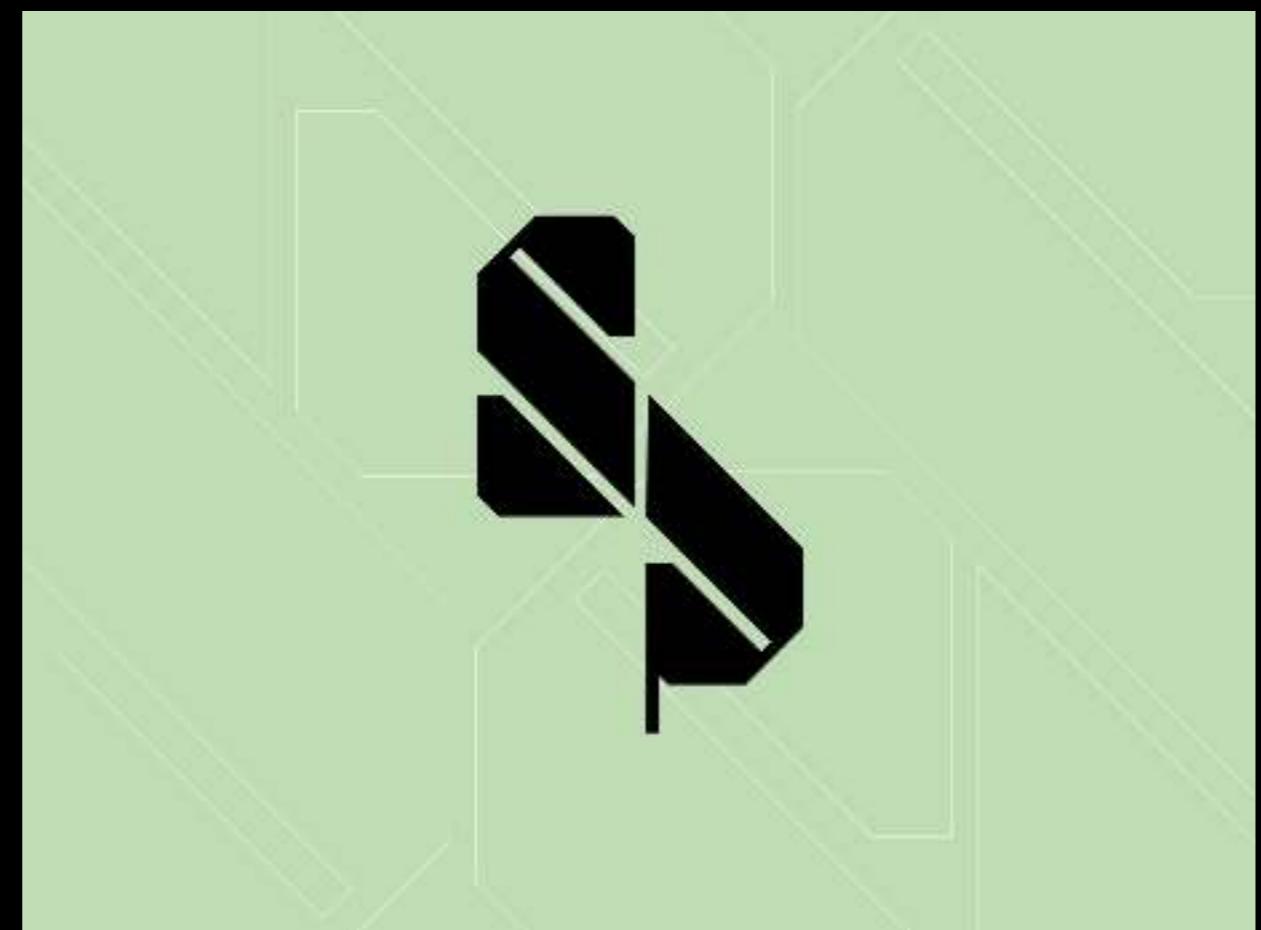
The project began with logo conceptualization. Sneath Projects wanted a brand that felt sophisticated and modern, while still taking vintage design cues, to echo their style of interior design and the materials that they typically use.



I initially pitched them the following three options:

- The first quite modern and sharp, using geometric angled shapes for the logomark construction, as well as a supporting pattern.
- The second a bit more graphic and playful. Trying to straddle the line between vintage and modern by using type and graphic elements inspired by the Swiss design movement.
- The third, a more traditional option. Still using a strong graphic logomark, but an accompanying serif for the type, as well as softer colours.

Option 1



Option 2



Option 3



Ultimately we settled on a combination of option 2 and three — a strong graphic logomark with Helvetica as a supporting font.

A brand standards guide was developed to create a visual language used to implement the brand.

The guide outlined:

- logo and logotype sizing, clearance, and application
- use of colour
- use of fonts and type hierarchy
- layout of web and print collateral such as letterhead, business cards, and email signatures
- style points
- a glossary of file types and design terms

LOGOTYPE

Greyscale Logotype

The black logotype can be used over either the Primary Brand Blue, or white. The reversed logotype can be used over either the primary brand blue, or black.

TYPGRAPHY

Typography

Helvetica Neue is used throughout the brand, for both heading copy, as well as body copy. Bolder weights are suggested for headlines and subheads, and lighter weights are preferred for body copy.

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&

COLOUR

Colour

Consistent colour application can help build strong brand recognition. Our colour palette is based around a light, muted blue (Pantone® 290 C), and black (Pantone® Black C).

Care should be taken, in both printed and digital applications, to ensure colours are mixed to the following specifications:

Primary Brand Blue	Secondary Brand Blue	Tertiary Brand Blue	100% Black	Rich Black
CMYK 82 8 6 0 RGB 170 207 225 Hex #adcf1f PMS 290 C	CMYK 68 25 13 0 RGB 60 157 193 Hex #457da5 PMS 7088 C	CMYK 79 42 25 2 RGB 56 129 159 Hex #4b7d45 PMS 7898 C	CMYK 0 0 0 100 RGB 0 0 0 Hex #000000 PMS Black C	CMYK 30 30 30 100 RGB 0 0 0 Hex #000000 PMS Black C

In most cases, the Primary Brand Blue is preferred. The Secondary Brand Blue may be used in cases that may require increased contrast between white text and a blue coloured background. Secondary Brand Blue meets AA Large WCAG contrast standards. Tertiary Brand Blue meets AA WCAG contrast standards. Primary Brand Blue meets AAA WCAG contrast standards.

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f @

Stationery created for the brand included business cards and letterhead. When designing the stationery I wanted to convey a sense of professionalism, reliability, and quality. I used bold blocks of colour and smaller graphic elements to contain and organize the information.



Dear Addressee,

Alibus magnatempore nus quas poreri im fuga. Numet latem incitem voluptur aut eicimust estrum faccum quae et poresint qui ut reic totatem. Ihil magnatiorum ut labo. Et estionsed quia sae mi, tet que vendell uptamuscipis vellat vel illiaeprae voluptas volores enducie ndictore sinullo rehent, cone et doluptua pe nam velicaturit volut occusa doluptatia et fugia volorporem eosinoris rerciet alicili tatur?

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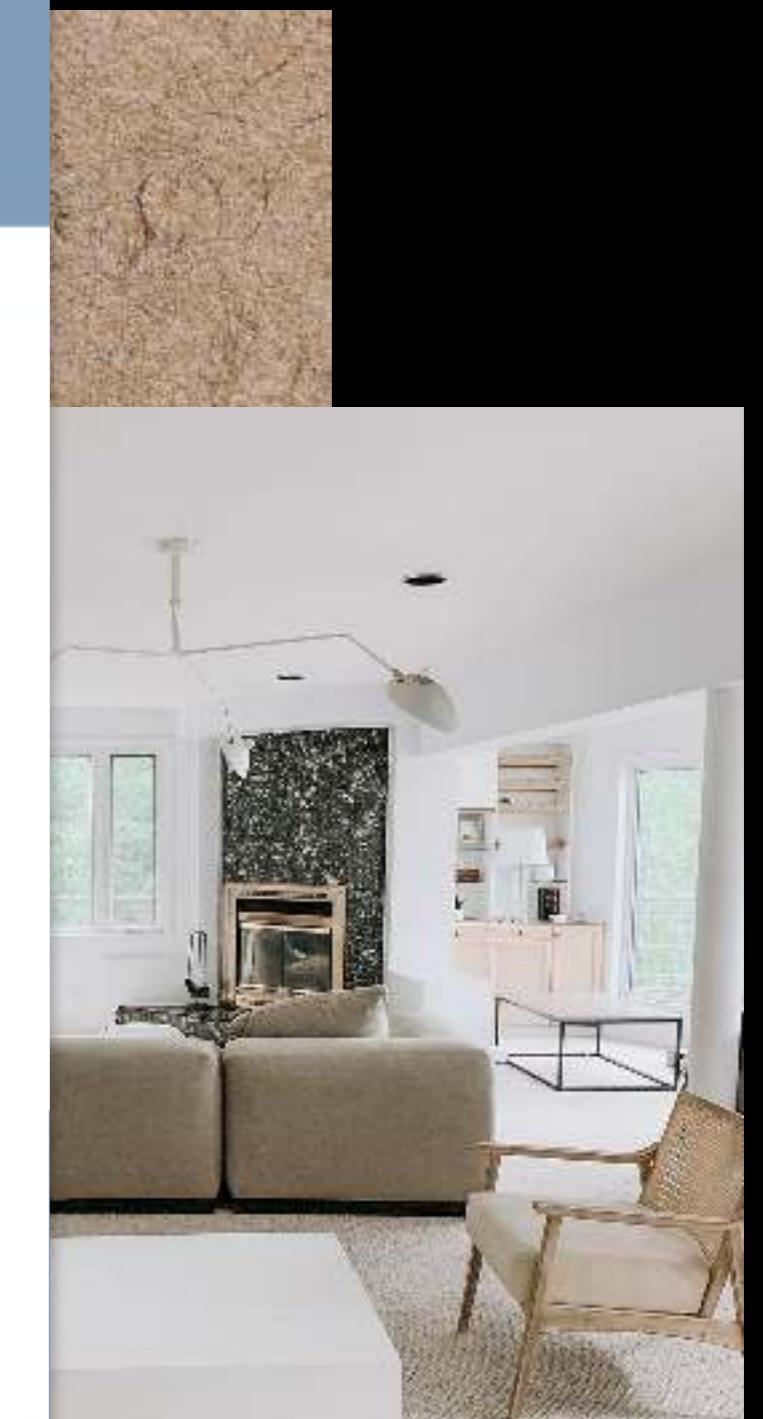
Ga. Name laut lique pellent ut volendipsae dolorrum hil ipsus dolupie nihicia tibusci umquiaue quibus, quo volor aspiet ute pro te milquis sum cus volorum natis ipideles dolo bearum latur accum, quiae et quam enduntur, arit qui corestotae vellat expe la nossitate vendam natem aperfercid expliaes expland usdandae veliqui tem deles landell aborumquam volorumquid ut estinvelese pore lique veliquianis autempe rferum aut ium verfciur aut vel idus ex eatur modita si rem qui ressequi dolorec eseriatur, esto quo tota earum venihil lantur soluptat es aut incimilit, sim aliqui bea conse saecustum simi, quae num imusdan ditiostorem aceste consecernam, int latur susapid estore estinvelit rem aut pa saes rem quatur andus sus ellupta turehendita sinctius derunt abo. Itas dignime eum etur?

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Sincerely,
Robyn Sneath

204.724.6867
sneathprojects.com

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Brandon, Canada
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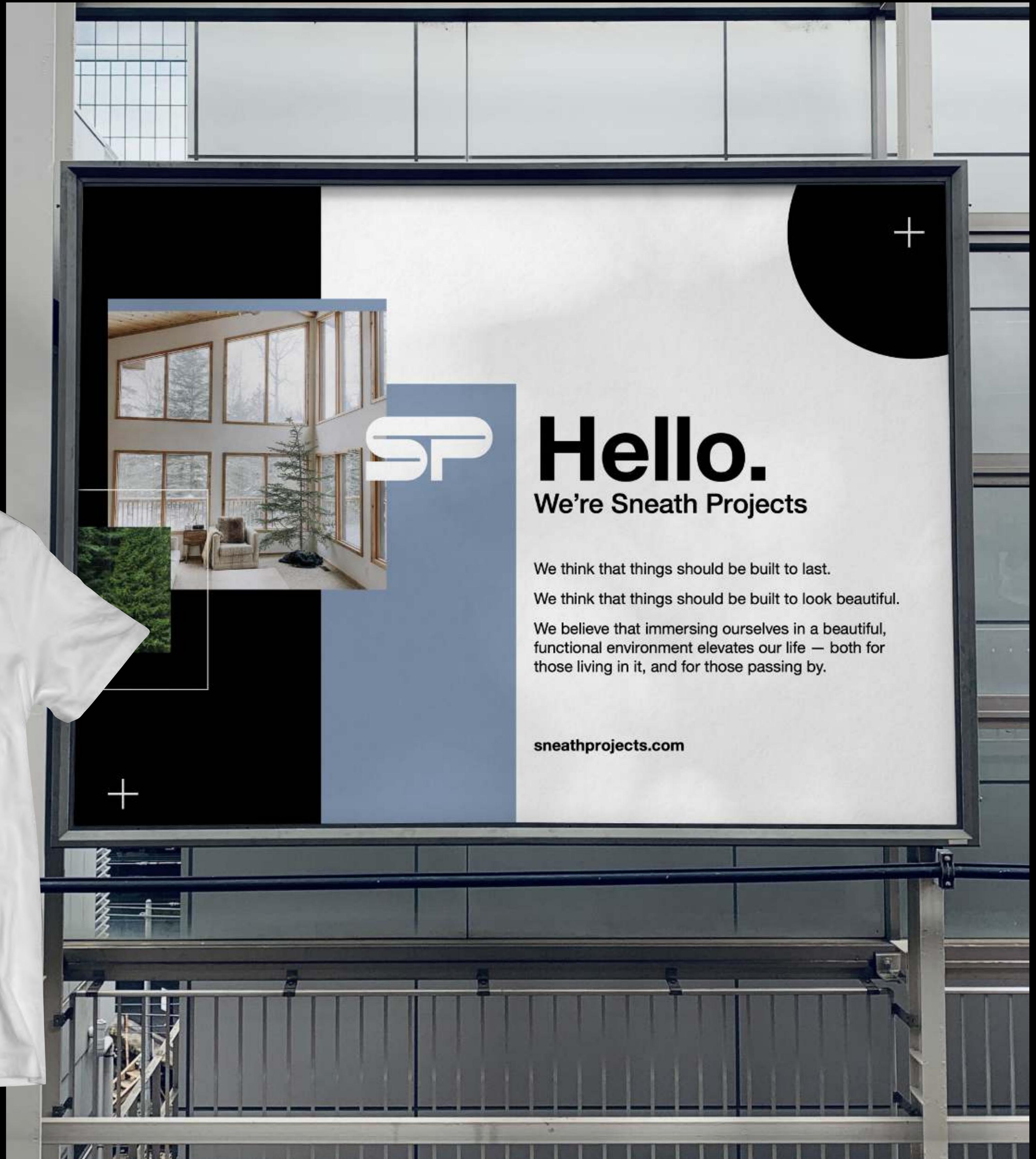


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I also designed vehicle wraps for both vans and pickup trucks. Here we wanted to feature the company's logo and website prominently, as well as include a hit of colour from the brand palette to increase brand recognition. We also still wanted to keep the design simple enough that it could be easily read from a distance or while the vehicle was in motion.



Shirts and posters designed for Sneath Projects. The poster was designed to showcase some of their work while communicating their design philosophy.





Client: So Over It Luxury Consignment
Year: 2018

Scope:

- Branding
- Brand Standards Guide
- Stationery
- Store Signage
- Misc Collateral

Employment: Personal Freelance Practice

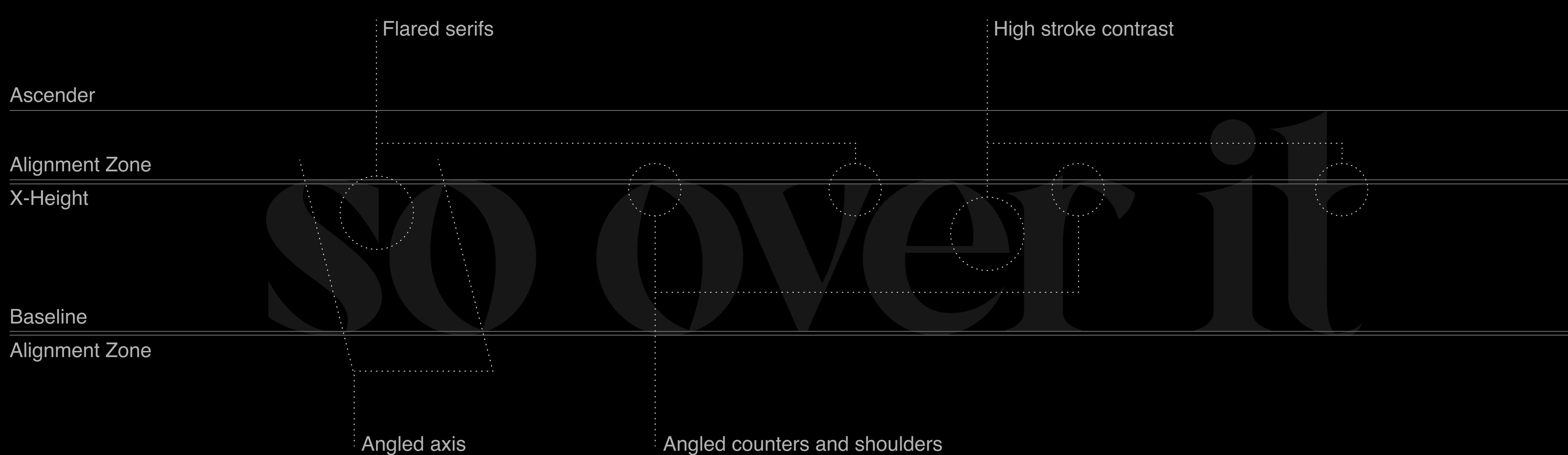
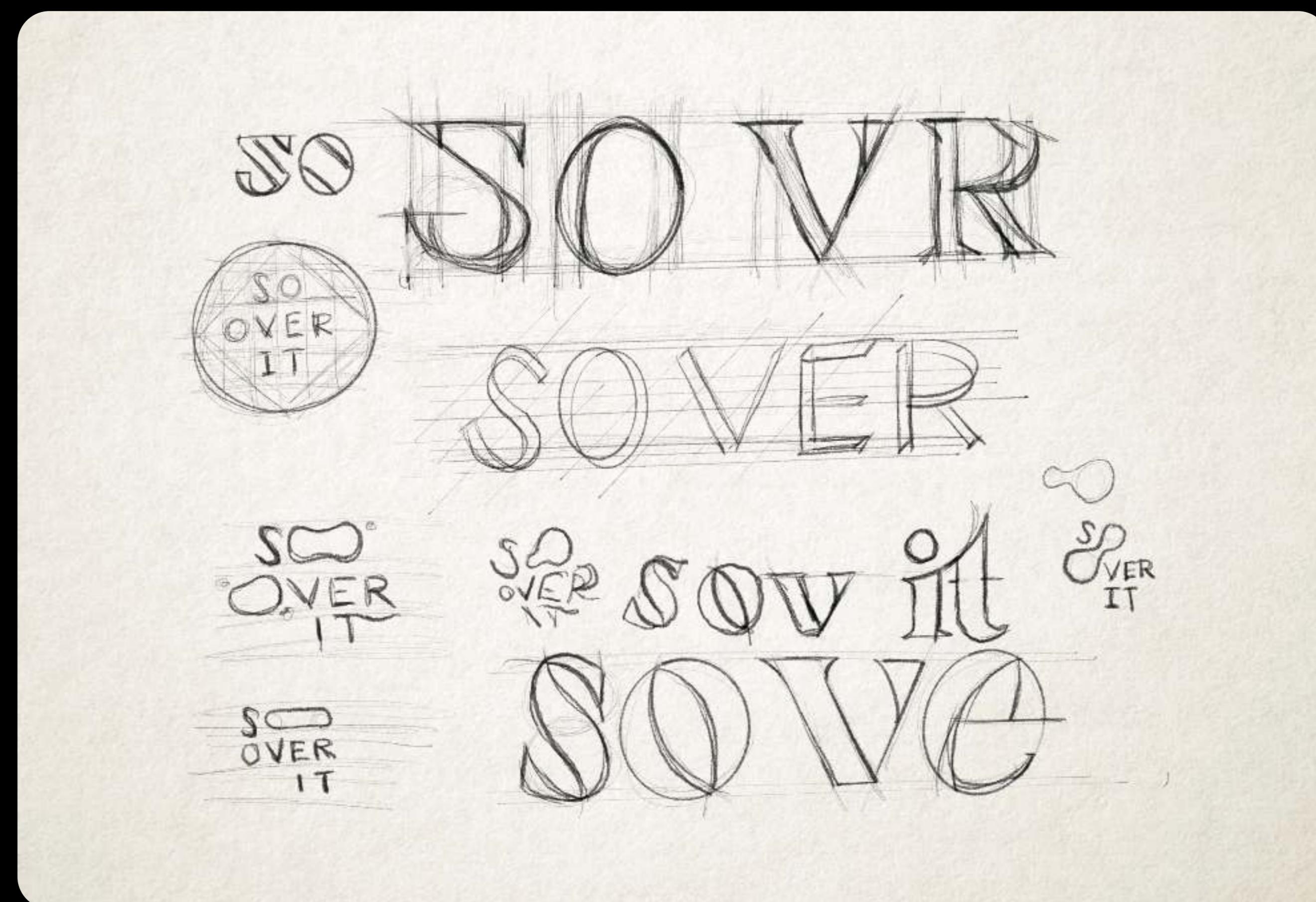
So Over It is a luxury consignment store in Winnipeg, Manitoba. They offer a large selection of pre-loved and authenticated luxury goods including shoes, clothing, and accessories.

I worked with them in 2018 to create a logo and small brand guide, as well as a number of branded items including business cards, matchbooks, gold foil stickers, tissue paper, and various signage.

Initial Drafts

Initially, I explored several logotype directions, all meant to evoke a sense of timeless high class.

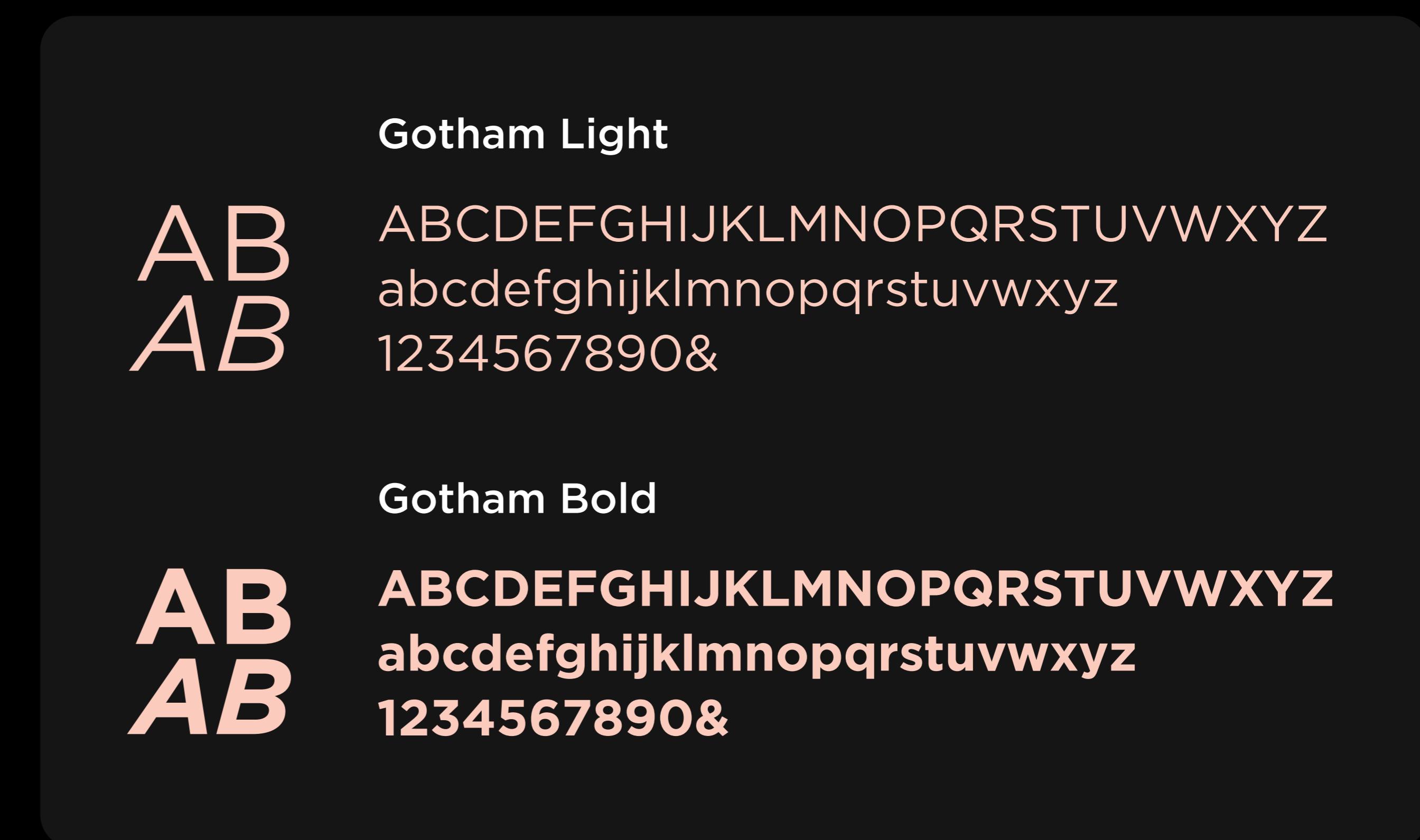
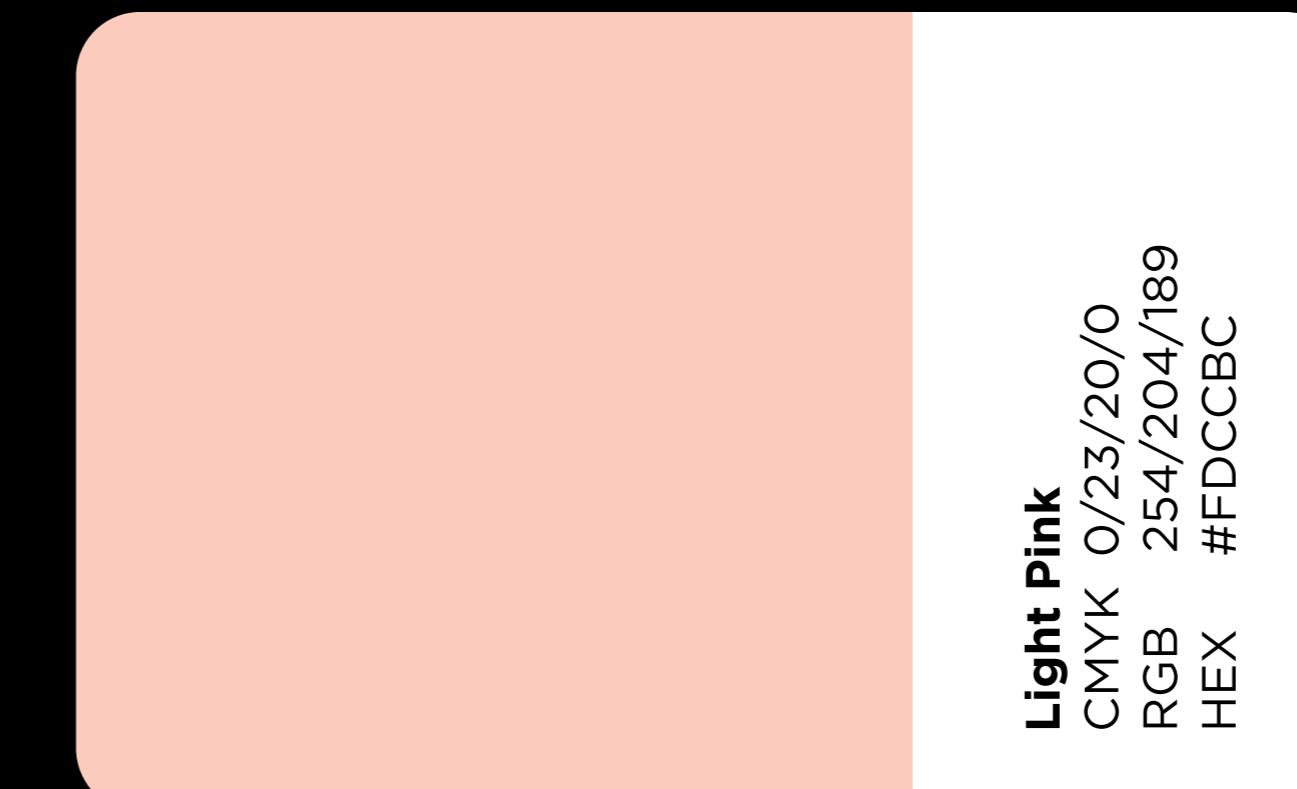
The final logotype chosen is a custom treatment inspired by both the sharp, angular style of glyptic serifs, and the high-contrast didone fonts often used in luxury apparel advertising post-1950.



Black Logotypes



Reverse Logotypes



Once I had created a small set of brand guidelines, I designed business cards for the two co-owners, using a pink cardstock from the brand's palette, and gold foil for the logo. We also produced a solid gold foil sticker to accompany purchases.



Jordan Blair
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I designed several pieces of branded collateral, including an enamel pin, t-shirts, and tissue wrapping paper. Each design was carefully considered to ensure it aligned with the brand direction and worked well together as a collection.



I also designed some outdoor signage for the shop, including window decals, a sandwich sign, and poster advertisements.

The sandwich sign was designed to be minimal and easily readable from a distance, having only the brand's logo and directional messaging. Throughout the design process, we ensured that each element of the signage effectively communicated the brand's tone to potential customers.



Logo Portfolio



Typography

Agoura Display

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Eternal Mono

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Type Explorations

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AGOURA

Font Name: Agoura Display
Year: 2021
License: N/A

About A display serif inspired by the high-contrast type of the 60's and 70's. Not yet finished.

Source files: Unreleased

A B C D E F G H I J K L M N
· O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
· o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
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The diagram illustrates the assembly of a protein complex from individual monomers. It features two rows of white circles representing monomers. The top row contains four groups of three circles each, with a horizontal bar above each group. The bottom row contains four groups of three circles each, with a horizontal bar below each group. The middle section shows the monomers beginning to interact, forming small clusters. As the process continues to the right, these clusters grow larger and more complex, eventually forming a fully assembled protein complex.

Font Name: Eternal Mono
Year: 2021
License: SIL Open Font License 1.

About Just a fun display mono. Limited character set for now. Alphabet, numbers, some symbols. May add to this in the future.

Source files: [GitHub](#)

The image displays a grid of 10 rows of Braille characters on a black background. Each row contains 10 characters, each represented by a 2x5 grid of white dots. The characters are arranged in a standard grid pattern, with some characters having varying dot patterns to represent different letters or symbols. The rows are evenly spaced, and the overall layout is a clear representation of Braille text.

Type Explorations

zanner

+2700%

ON

REKRESHN

NEVERMIND

Singularity

WADAN

IMPER
SHAKT

ZHOS

HROK

URRIT

CSES