

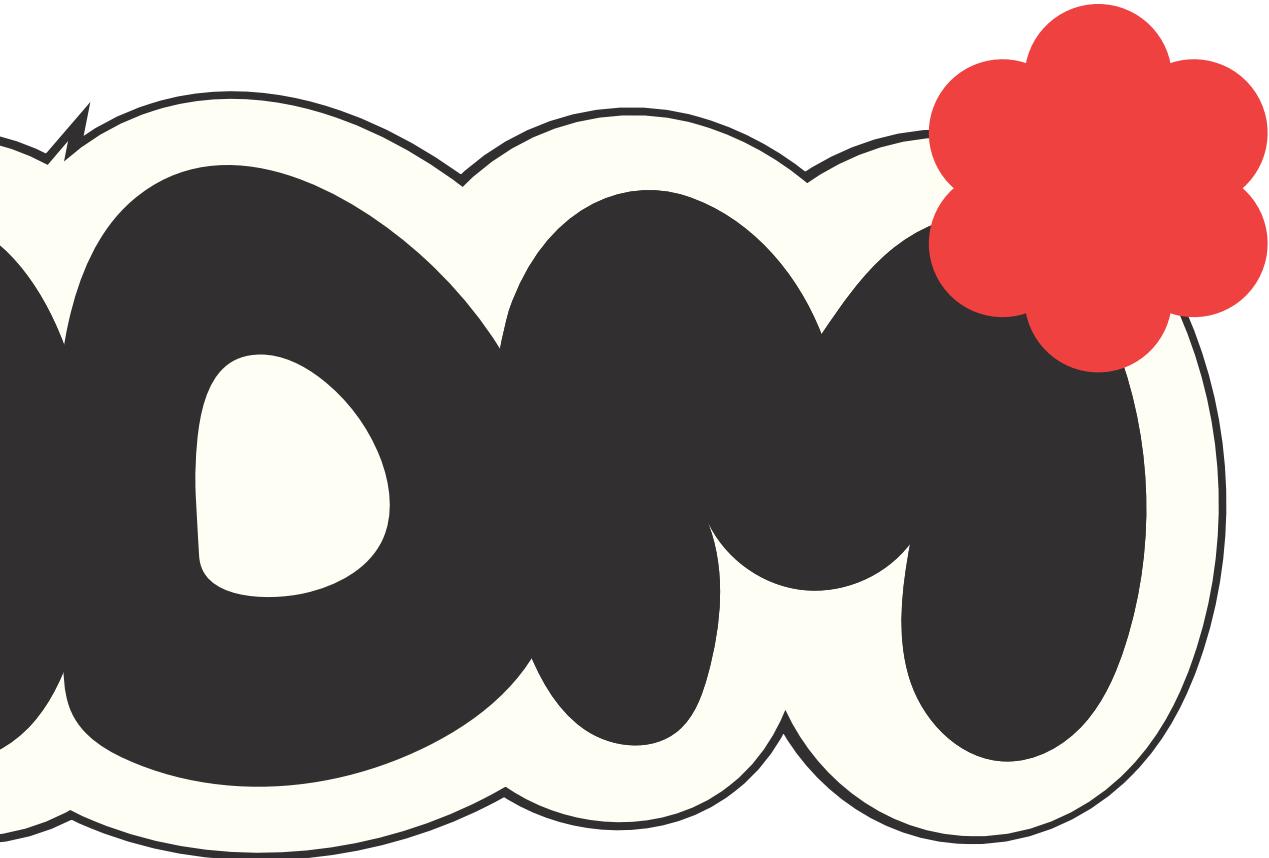
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PORTRAIT FOLIO

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Hi There!

I'm Maya De Marco,

a graphic and web design student from Montreal. My passion lies in translating creative visions into impactful designs, particularly in the realms of branding and packaging design. I emphasize meticulous attention to detail and a belief in the strength of simplicity. Guided by a design philosophy rooted in care and conceptual thinking, my goal is to create designs that deeply resonate on a human level.

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Pasitea

Brand Identity, Packaging Design

Project

Pasitea is a Montreal based CBD-infused tea brand that promotes relaxation and wellness. This was a branding, packaging, and logo design project.

Challenge

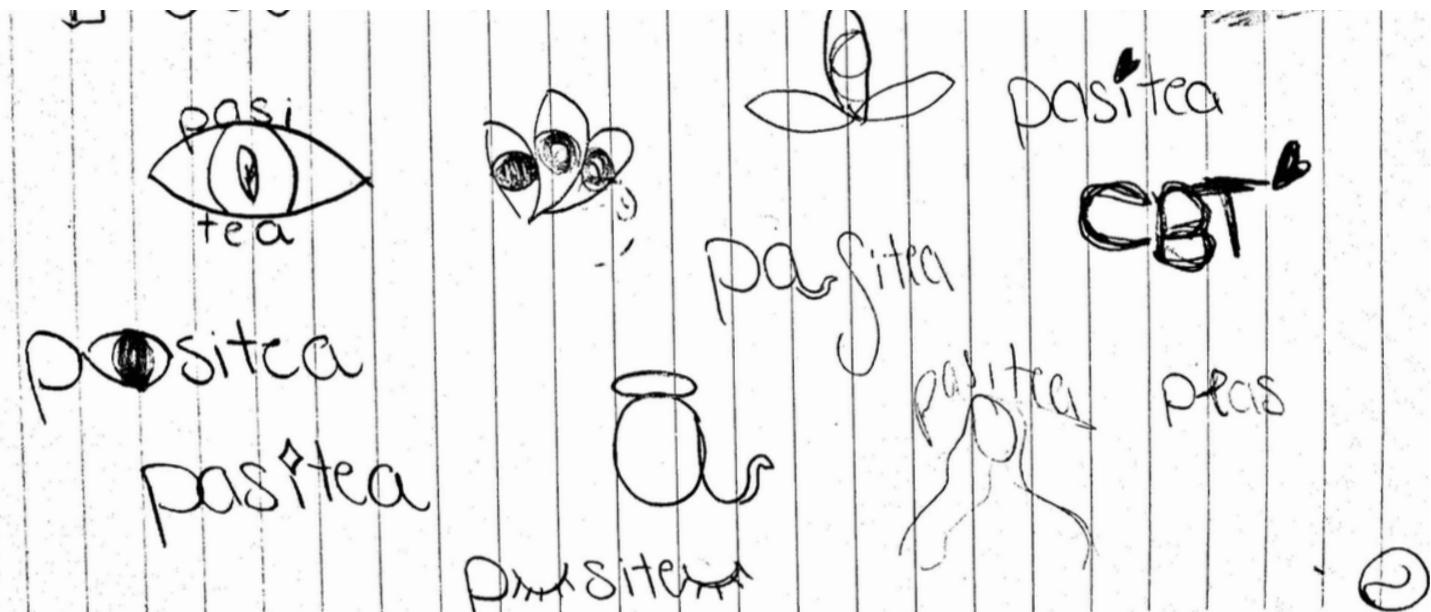
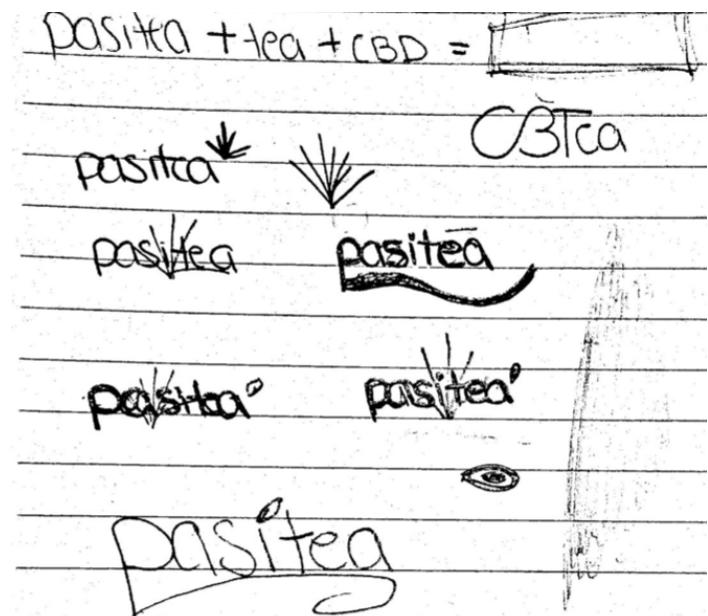
To create a brand and come up with a name for the brand. To design a logo that encapsulates the brand essence and values. To design different communications using the brand elements and deploy them through different applications and formats.

Solution

I brainstormed concepts, values, and keywords to shape the brand, facilitating the discovery of a fitting name and visual elements aligned with the brand's mission, vision, and values. Additionally, I crafted a brand guide to ensure consistent deployment, representing the brand image and core aspects.

Name Ideas:

- Pasitea: greek goddess of relaxation, meditation and all other altered states of consciousness + pas - si - the: stays tradition (FR)
- Leef: leaf + green, weed, steep
- Cannellia: camellia sinensis (tea leaf) + cannabidiol (CBD)
- Serensis: serene + Sinensis
- CBT/CBTea: CBD + Tea (+)



MINT TEA | THÉ À LA MENTHE

pasitea

Puffin' Peppermint



10 Bags | Sachets

4g (0.14oz) per Bag | par Sachet

40mg CBD per Bag | par Sachet

THC Free | Sans THC

Brand Guide

The detailed brand guide that I've created for Pasitea, ensures clarity and representation of the company's visual identity. It covers the brand's mission, vision, values, and personality. The guide also includes logo usage instructions for readability and consistency across visual communications, along with guidelines for typography, colours, visual elements, and tone of voice.

Colour Palette

The chosen vibrant and bright color palette aims to energize and attract consumers, ensuring visibility on crowded shelves. The main colours—off white, black, and green—represent freshness, naturalness, health, and peacefulness. Secondary colours like red, orange, yellow, and blue help differentiate tea types and flavors for quick consumer recognition.

Fonts

I chose All Round Gothic and Neulis Cursive as brand fonts for their rounded properties, which impart a soft, calm, and friendly aesthetic that aligns seamlessly with the brand's personality.



Buffer Zone

To optimize the presence of the Pasitea logo in any given support, it must include a buffer zone, i.e., a minimum area of protection around the logo, which is 1 inch (25 mm) wide.

The size of this one is based on a relative measurement, which can be applied in any context, and is equal to the entire width of the logo plus the distance from the bottom of the p to the top of the leaf mark.

Colours

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

Primary Colours

#FFF000
RGB 255-255-0
CMYK 0-0-3-0
HUE 192-U

#26A429
RGB 34-164-41
CMYK 76-47-64-74
HUE 179-U

#B7D1E1
RGB 183-209-225
CMYK 23-24-11-100-U
HUE 303-U

Secondary Colours

#87754E
RGB 135-117-78
CMYK 14-37-79-0
HUE 46-U

#A9769C
RGB 227-158-14
CMYK 24-74-93-0
HUE 30-U

#F7D5E6
RGB 241-214-94
CMYK 10-59-75-77-U
HUE 37-U

#BFB4E9
RGB 183-184-188
CMYK 41-29-29-1-88-U
HUE 354-U

Minimum Size

A minimum size for usage of the logo must be determined to ensure optimal visibility. The Pasitea logo must measure at least 1 inch wide (25 mm).

Pasitea
1inch / 25 mm

Graphic Standards Guidelines V1 | 8

Pasitea

Graphic Standards Guidelines V1 | 9

Typography	Graphic Elements
<p>The official typefaces to be used in corporate and marketing communications. For printed or electronic documents, one All Round Gothic (For mainly all text) and Neuvis Cursive (For flavours on packaging and other special uses). They're produced by Adobe creative and can be found on Adobe Fonts.</p> <hr/> <p>Primary</p> <p>All Round Gothic</p> <p>ABCDEFHJKLMNOPQRSTUVWXYZEOE abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyzffI 0123456789!@#\$%^&*()</p> <p>{\v-+-->} {\t^m@&@t} {\t^m@&@t}</p> <p>Medium Medium Oblique Demi Demi Oblique</p> <hr/> <p>Secondary</p> <p>Neuvis Cursive</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZEOE abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyzffI 0123456789!@#\$%^&*()</p> <p>{\v-+-->} {\t^m@&@t} {\t^m@&@t}</p> <p>Regular Medium Medium Italic Semi Bold Semi Bold Italic</p>	<p>The official graphic elements encompass brief visual information about illustrations, tone of voice, scaling, and layout.</p> <p>These elements are to be used in all visual communications. For both print and digital, to ensure consistency and to respect the brand's image.</p> <hr/> <p>Cropped Leaf Mark</p> <p>The main graphic element to be used in the left margin of the page. This element needs to be cropped in half to make it look as if the second half of the mark goes beyond the border. It can be used above or with the logo. The mark is to be used in a light green shade for visual communications. However, for book end titles or other faces, the mark is to be cropped on the left side, its width is to be reduced to 1/3 of the original size and very slightly.</p> <p>The lower part of the logo needs to stay to the bottom corner (either right or left), it is mostly to be used in the brand's green, but it may also be used in one of the brand's secondary colours.</p> 
<p>Potheo</p>	<p>Graphic Standards Guidelines V1 10</p> <p>Potheo</p> <p>Graphic Standards Guidelines V1 10</p>

pasitea



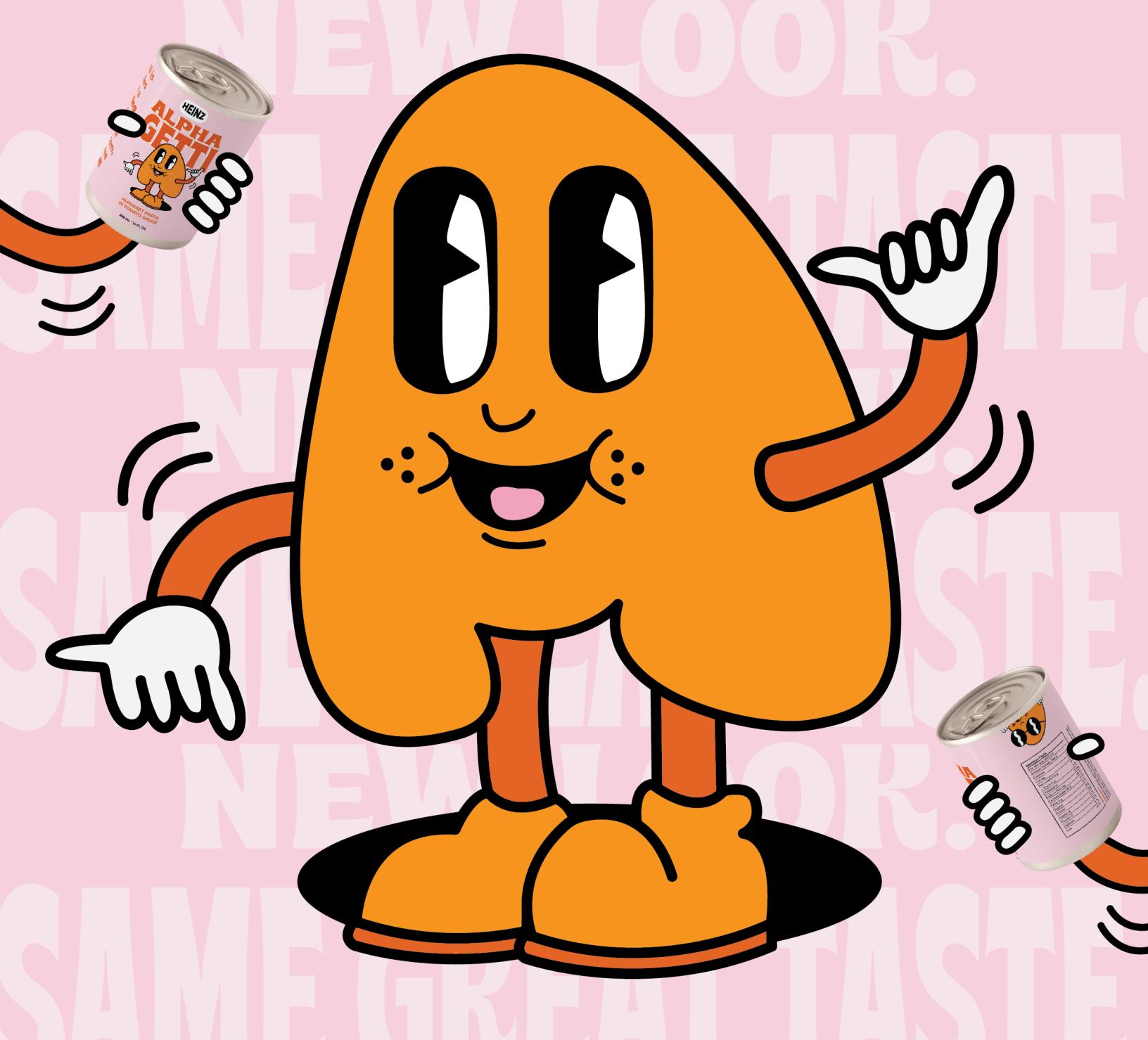
Btw, It's
Legal Now!



pasitea



NEW LOOK. SAME GREAT TASTE.



Alphaghetti

Packaging Redesign, Illustration



Project

To redesign the logo and visual elements of the Alphaghetti Alphabet Pasta can by Heinz. I approached this project by creating a smiley and playful mascot shaped as an "A".

Challenge

To create a label and make sure that the elements present on the label are readable, clear, and capture the playfulness of the product. To create a nutrition facts table for the product that respects the government norms.

Solution

I used a real can to envision the label dimensions and sizes of the visual elements on the label. I printed the label and placed it on the can which helped ensure the readability of my text and how my colours would look once printed.

BPD Campaign

PSA Campaign, Mixed Media



Project

This is a Public Service Announcement Campaign (PSA) named: "Don't Let It Tear You Down". This slogan ties into the symptoms that can be seen behind the subject, as they are tearing them down, connecting them to the statistic shown in the visuals for the campaign.

Challenge

To create a campaign for the Depression and Bipolar Support Alliance (DBSA) to raise awareness for bipolar disorder (BPD) and inform people on the signs and symptoms. This campaign also informs people on when and where to seek help.

Solution

To represent BPD, I used a specific colour palette consisting of black, white, blue, and orange. Black and white are the official colours for BPD as they show the two extremes. Similarly, I used blue and orange, complementary colours, to reinforce the concept of duality. The combination of these neutral and bright colours represent the dull vs the manic side. The visuals for this campaign were also adapted in a dozen different formats for print and digital deployment.

Materials and Process

I created a mixed media project by combining a portrait image of a girl with other images such as a fish eye, monster mouth, and clown nose. These added whacky elements were intended to make the manic side of BPD stand out. The paper tear is used to represent how BPD and its symptoms can "tear a person down" and it is ripped at the half mark to play on the duality in the word "bi"polar. The more closed off and dull side of BPD is represented by the other half of the girl that is in black and white.



The image is a composite of two contrasting faces of a woman. On the left, a dark, shadowed version of her face is shown, appearing somber or distressed. On the right, a bright, well-lit version of her face is shown, looking more neutral or slightly weary. A vertical tear runs down the center of the image, revealing a cartoonish, smiling mouth with yellow teeth. An orange arrow points from the text above to the tear, highlighting the contrast between the two halves of the face.



DON'T LET IT TEAR YOU DOWN.

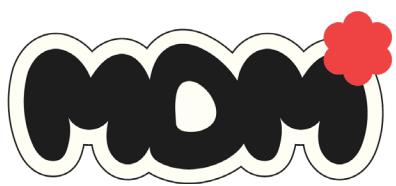
Those with bipolar disorder face up to ten years of coping with symptoms before getting an accurate diagnosis, with only one in four receiving an accurate diagnosis in less than three years.



Bipolar Disorder

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