olivia ott

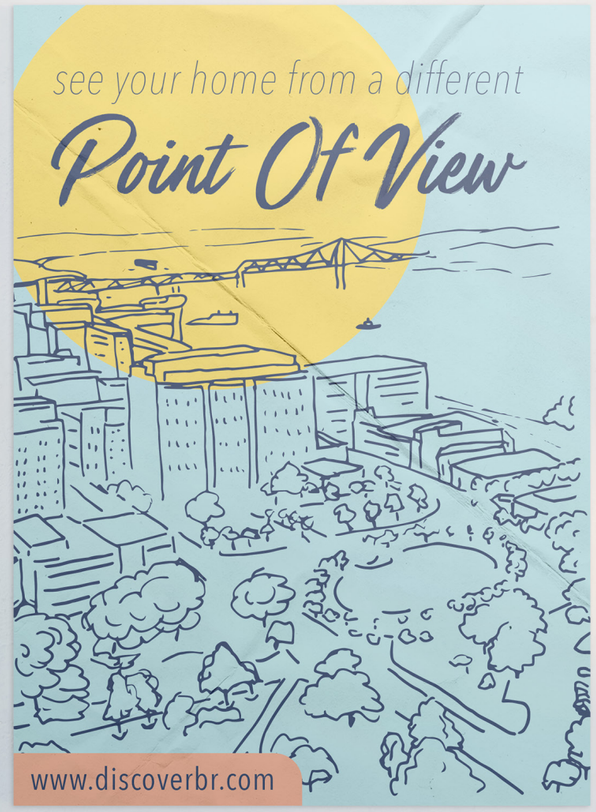
GRAPHIC DESIGNER | PORTFOLIO

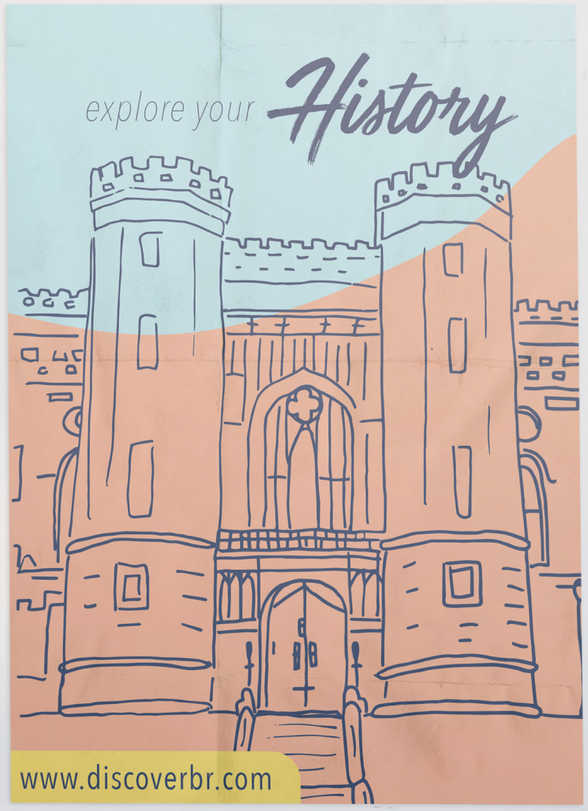
PROJECT 01

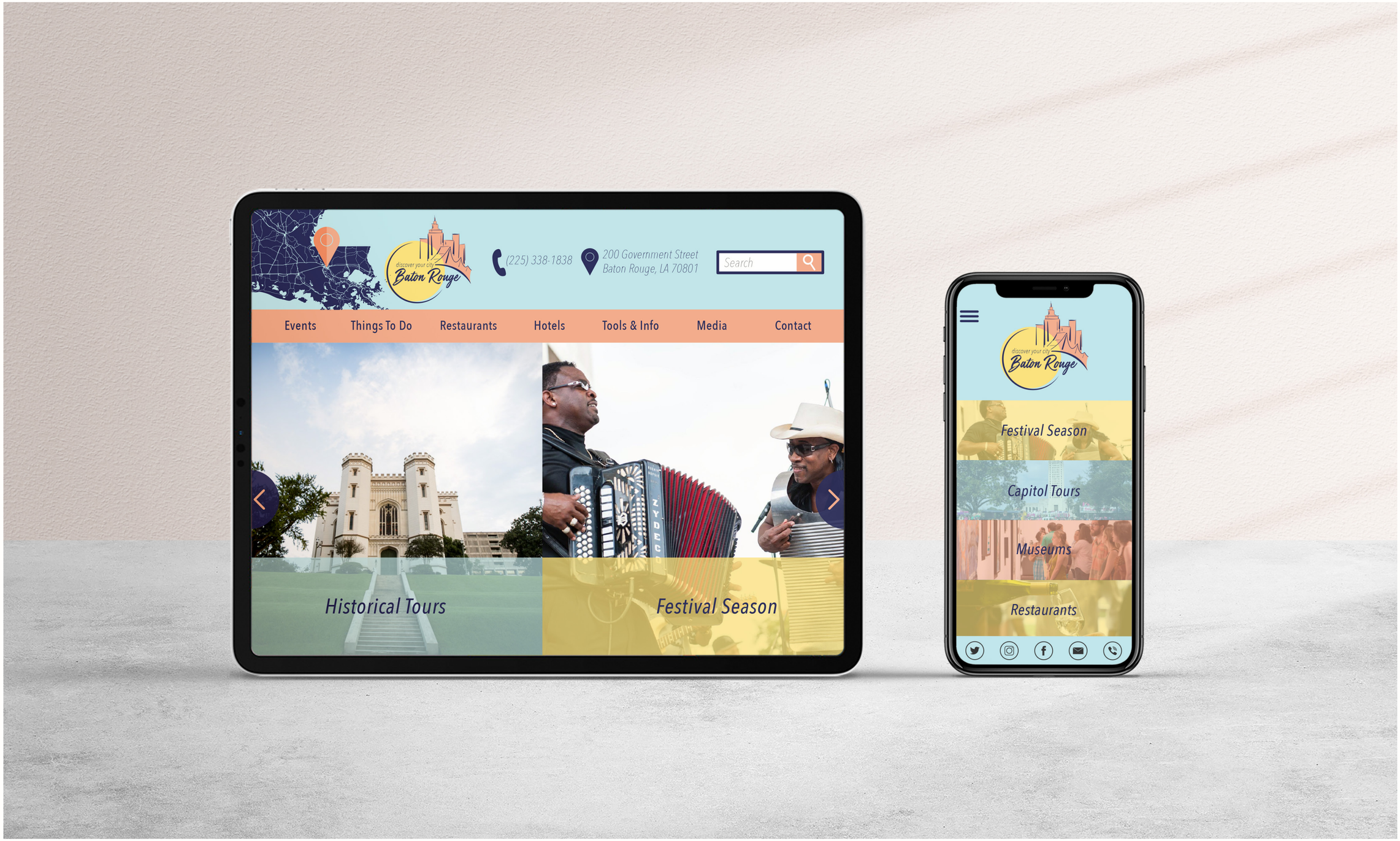
BATON ROUGE TOURISM CAMPAIGN

Discover Your City: Baton Rouge is a tourism campaign created to not only provide new information and opportunities for visitors, but also to encourage citizens of Baton Rouge to become more involved in their city and embrace their culture. Loose, simple illustrations are combined with a warm and welcoming color scheme to create a sense of modernity and youthfulness. Outdoor advertisements are sure to catch the eye of a passerby, igniting in him or her a sense of curiosity for what Baton Rouge has to offer.

your next adventure is
closer than you think.
visit www.discoverbr.com for more info.


see your home from a different
Point Of View
www.discoverbr.com


explore your History
www.discoverbr.com


discover your city
Baton Rouge
(225) 338-1838
200 Government Street
Baton Rouge, LA 70801
Search
Events
Things To Do
Restaurants
Hotels
Tools & Info
Media
Contact
Historical Tours
Festival Season
discover your city
Baton Rouge
Festival Season
Capitol Tours
Museums
Restaurants

PROJECT 02

SORELLAS BOUTIQUE

Sorellas is a quaint boutique located in Old Metairie, Louisiana. The shop's style is based on vintage finds and elegant patterns, and the owners wanted their logo and branding to reflect that. The golden sunburst combined with the deep purples and pinks in the text reflect both art deco styles and feminine fashion trends. The complementing pattern consists of simply illustrated fashion related icons to support the brand's detailed logo.

FARRAH LEFORT
Owner + Founder
200 Metairie Road
Suite 102
Metairie, LA 70005
504.432.8579
sorellasnola@gmail.com
www.sorellasnola.com
Sorellas
CLOTHING. HOME. VINTAGE.

PROJECT 03

NEW ORLEANS POSTER ILLUSTRATION

This poster was illustrated for the Baton Rouge office of the Louisiana Division of Administrative Law. The client was in search of a Louisiana themed poster that was reflective of the WPA era; therefore, the illustration includes simple shapes combined with vibrant colors. The free flowing figures and my original copy represent the carefree atmosphere of New Orleans, one of Louisiana's most important cities.

may your
HEART
beat to the
BRASS
of
NEW
ORLEANS
MAY
YOUR
HEART
BEAT
TO
THE
BRASS
OF
NEW
ORLEANS

PROJECT 04

AROUND THE WORLD IN 26 LETTERS

Around the World in 26 Letters is a book and postcard collection created to encourage travel and exploration among a wide audience. The book contains illustrations and descriptions for 26 different cities from various countries, with one city for each letter of the alphabet. The project includes postcards for each individual city as well. The alphabetical aspect and engaging illustrations cater to younger audiences, while the informative descriptions provide geographical and cultural insight for more mature audiences.

SYDNEY

AUSTRALIA

Sydney is one of Australia's largest cities, and its most recognizable landmark is the Sydney Opera House. The surrounding harbor makes Sydney a hub of coastal culture as fresh fish markets and seafood restaurants fill the city.

HAVANA

CUBA

Havana, Cuba's capital city, is covered with Spanish colonial architecture and has an overall historic style. Vintage cars line the streets and salsa music flows from local clubs and restaurants.

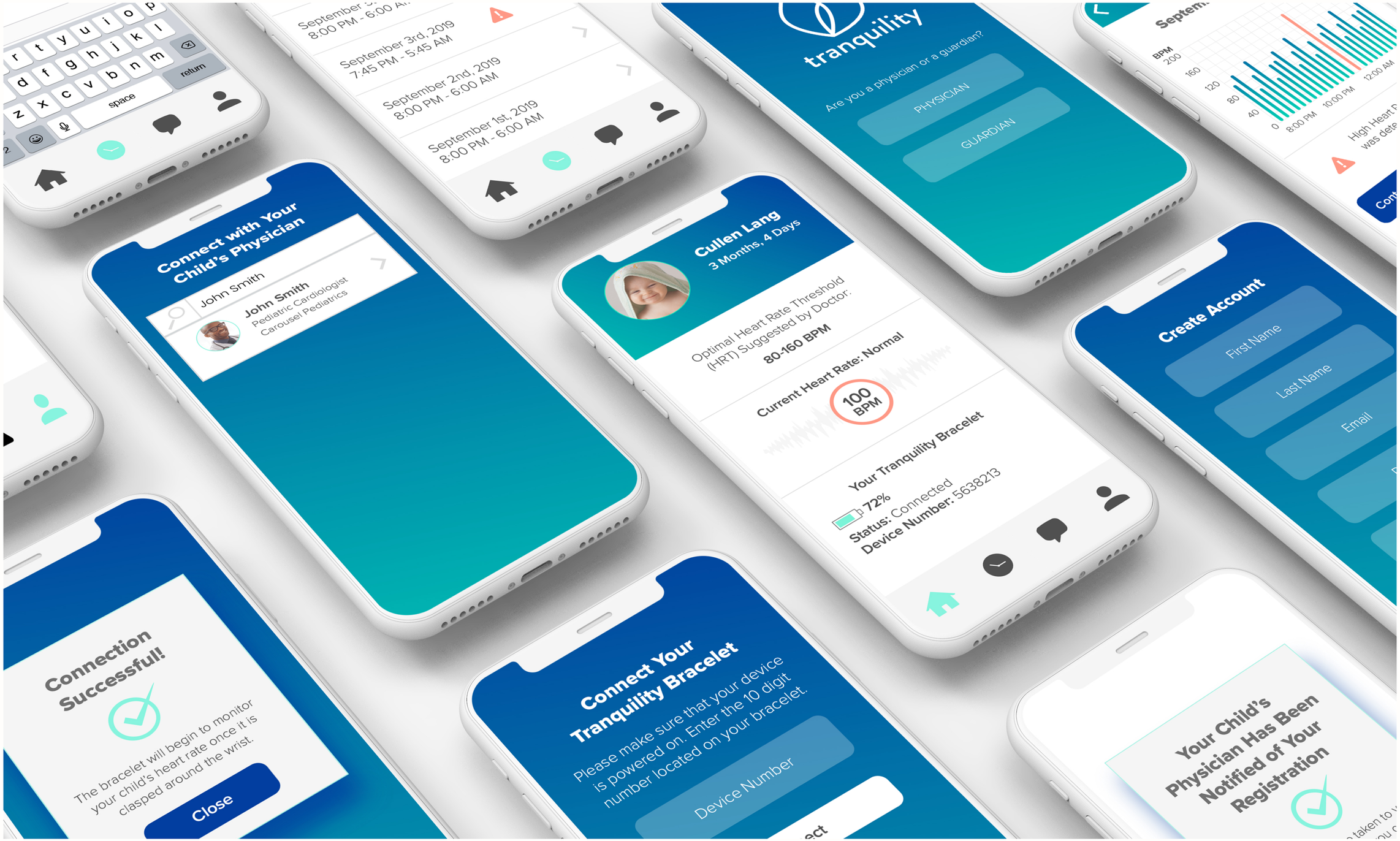
GREETINGS FROM
QUEENSTOWN
TO:

GREETINGS FROM
GENEVA
TO:

PROJECT 05

TRANQUILITY APP

Tranquility is an app that allows parents and guardians of infants and young children to monitor their child's heartrate with a registered bracelet. The app includes a role for the parents and a role for the child's physician. The physician can set his or her patients' recomended heart rate threshold, and the parent is notified when their child's hear rate is out of the set range. Seamless communication between physician and parent and 24/7 monitoring provides new parents and caretakers peace of mind while protecting the health and well being of their children.


September 3rd, 2019
7:45 PM - 5:45 AM
September 2nd, 2019
8:00 PM - 6:00 AM
September 1st, 2019
8:00 PM - 6:00 AM
tranquility
Are you a physician or a guardian?
PHYSICIAN
GUARDIAN
Connect with Your Child's Physician
John Smith
John Smith
Pediatric Cardiologist
Carousel Pediatrics
Cullen Lang
3 Months, 4 Days
Optimal Heart Rate Threshold (HRT) Suggested by Doctor:
80-160 BPM
Current Heart Rate: Normal
100 BPM
Your Tranquility Bracelet
72%
Status: Connected
Device Number: 5638213
Create Account
First Name
Last Name
Email
Connection Successful!
The bracelet will begin to monitor your child's heart rate once it is clasped around the wrist.
Close
Connect Your Tranquility Bracelet
Please make sure that your device is powered on. Enter the 10 digit number located on your bracelet.
Device Number
Your Child's Physician Has Been Notified of Your Registration

PROJECT 06

CHASE HOMES

Chase Homes, LLC is a construction company based in Metairie, Louisiana. Looking to upgrade their branding, they were in search of a modern style that reflected the residential construction industry. The logo consists of a "C" and "H" built together with clean lines. The overall shape of the logo resembles a house, and the vibrant yellow accent color was chosen to reflect the builders' hard hat.

CHASE HOMES
GENERAL CONTRACTORS
chasehomes.com
steven@chasehomes.com
(504) 234-2193
et, consectetuer adipiscing elit,
smod tincidunt ut laoreet dolore
t. Ut wisi enim ad minim veniam,
lamcorper suscipit lobortis nisl ut
equat. Duis autem vel eum iriure
te velit esse molestie consequat,
ulla facilisis at vero eros et
issim qui blandit praesent
duis dolore te feugait nulla facilisi.
cons ectetuer adipiscing elit, sed
d tincidunt ut laoreet dolore
t. Ut wisi enim ad minim veniam,
lamcorper suscipit lobortis nisl ut
equat.
consectetuer adipiscing elit, sed
d tincidunt ut laoreet dolore
CHASE HOMES
GENERAL CONTRACTORS
STEVEN CHASE
OWNER +
FOUNDER
chasehomes.com
steven@chasehomes.com
(504) 234-2193