

olivia ott
GRAPHIC DESIGNER | PORTFOLIO

PROJECT 01

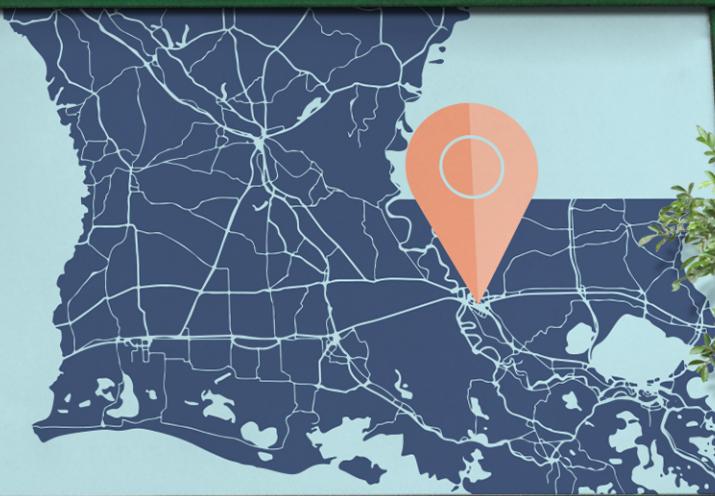
BATON ROUGE TOURISM CAMPAIGN

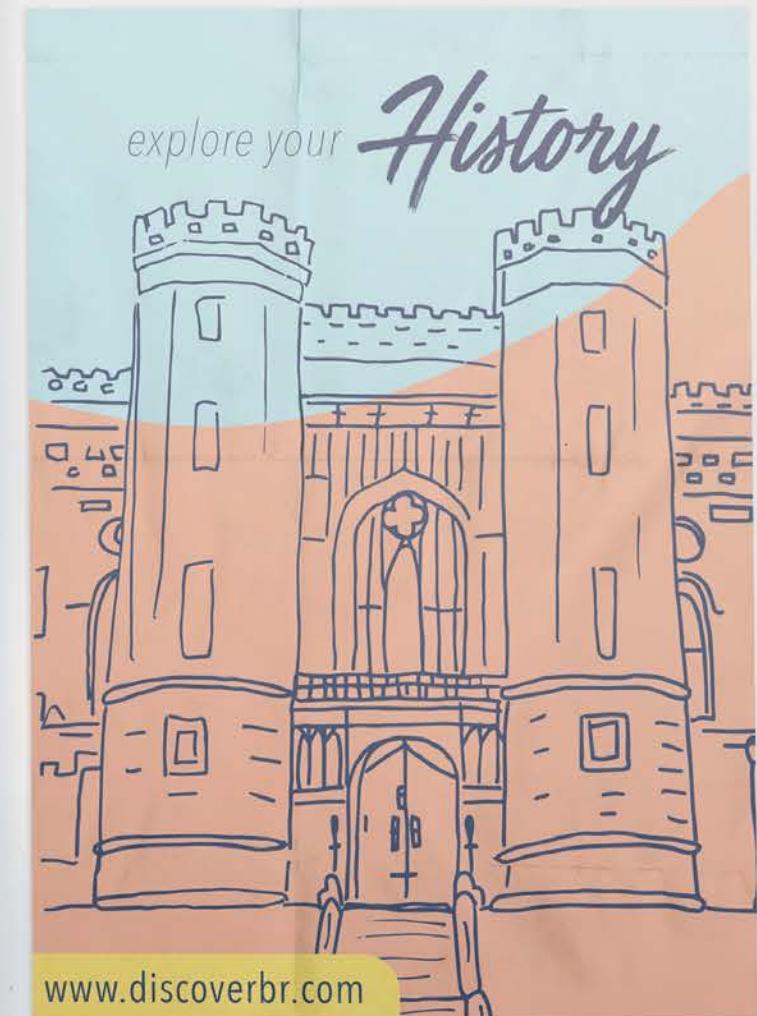
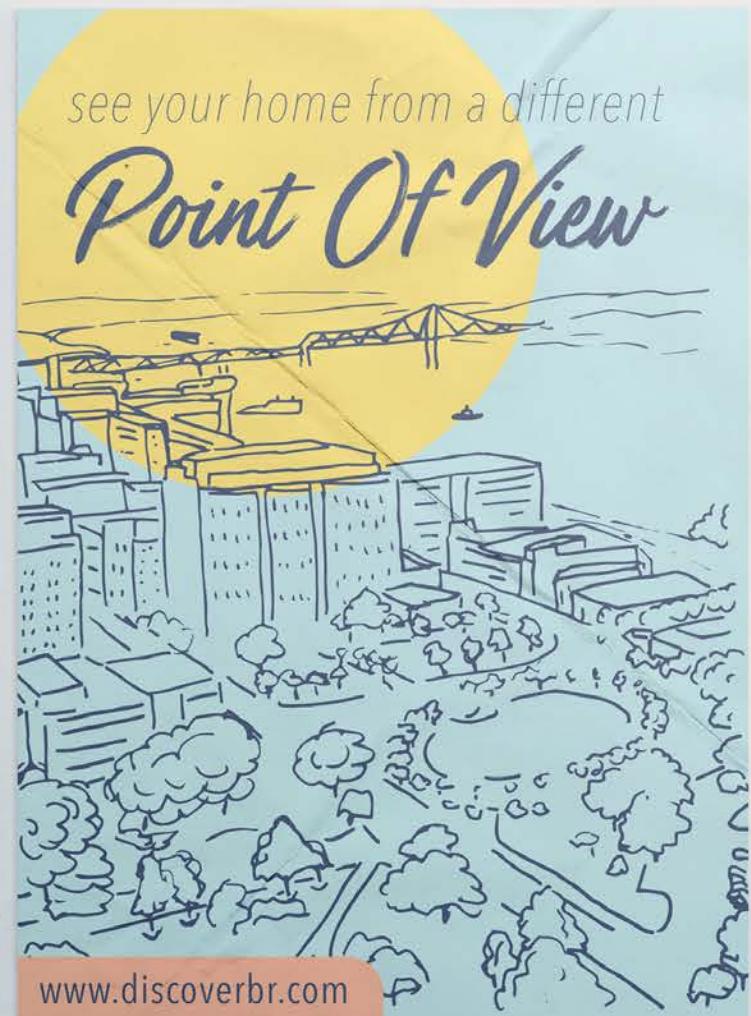
Discover Your City: Baton Rouge is a tourism campaign created to not only provide new information and opportunities for visitors, but also to encourage citizens of Baton Rouge to become more involved in their city and embrace their culture. Loose, simple illustrations are combined with a warm and welcoming 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.

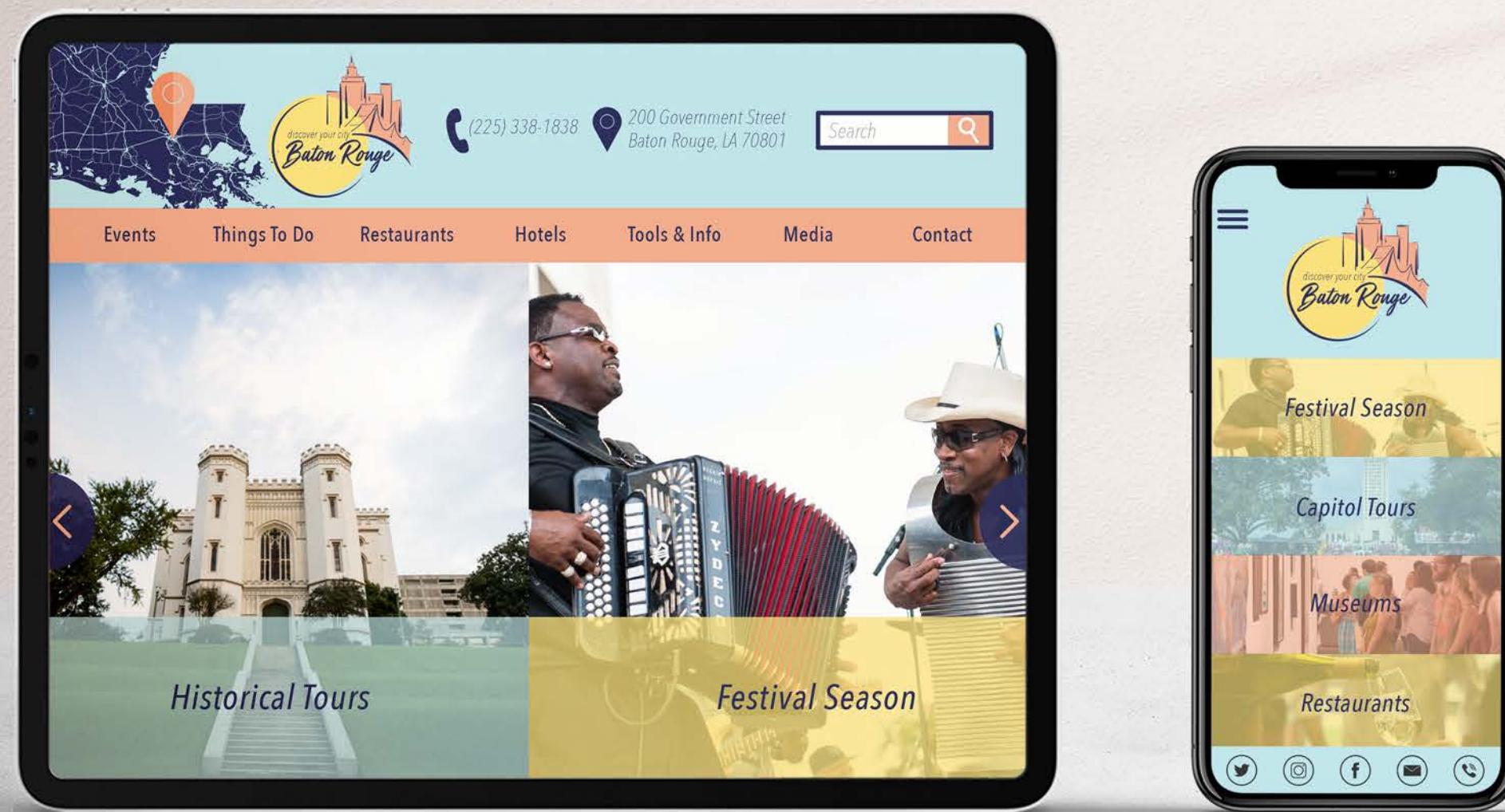


*your next adventure is
closer than you think.*

visit www.discoverbr.com for more info.







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.





Sorellas
CLOTHING. HOME. VINTAGE.

FARRAH LEFORT
Owner + Founder

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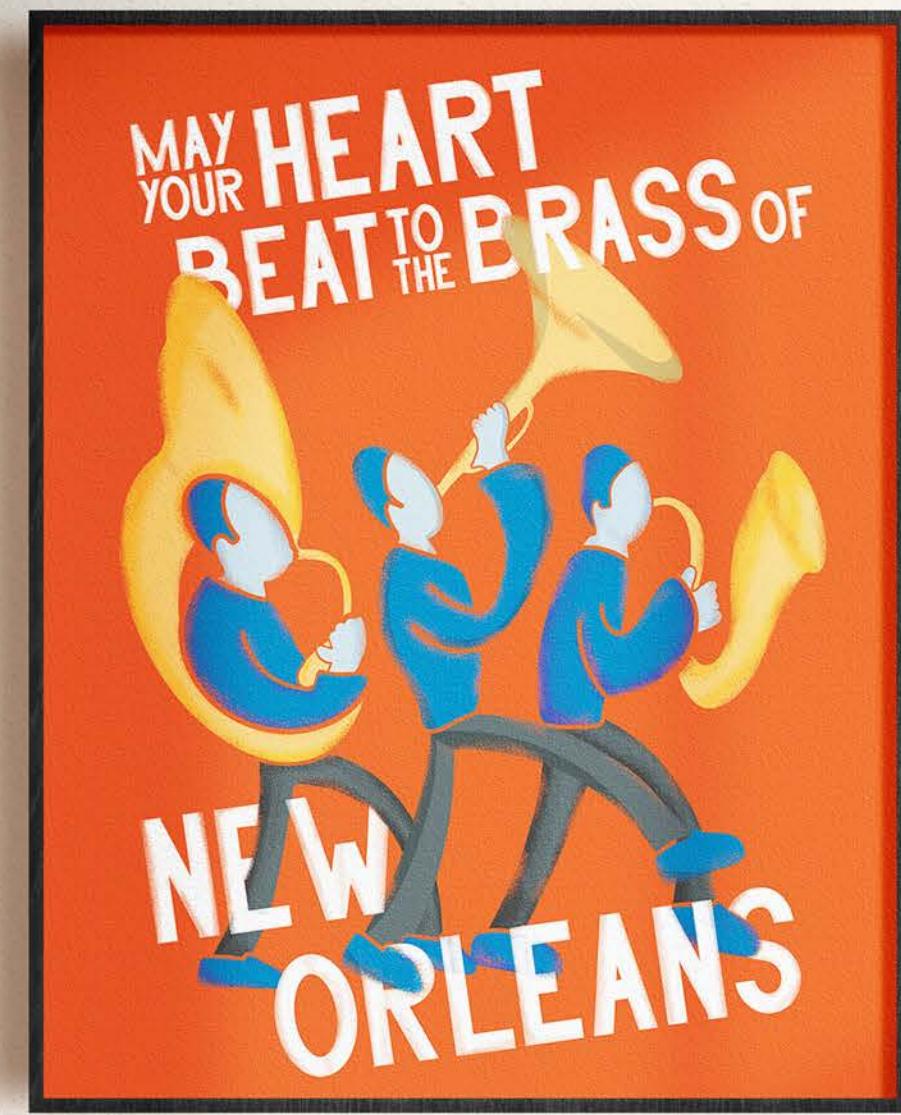
www.sorellasnola.com

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.

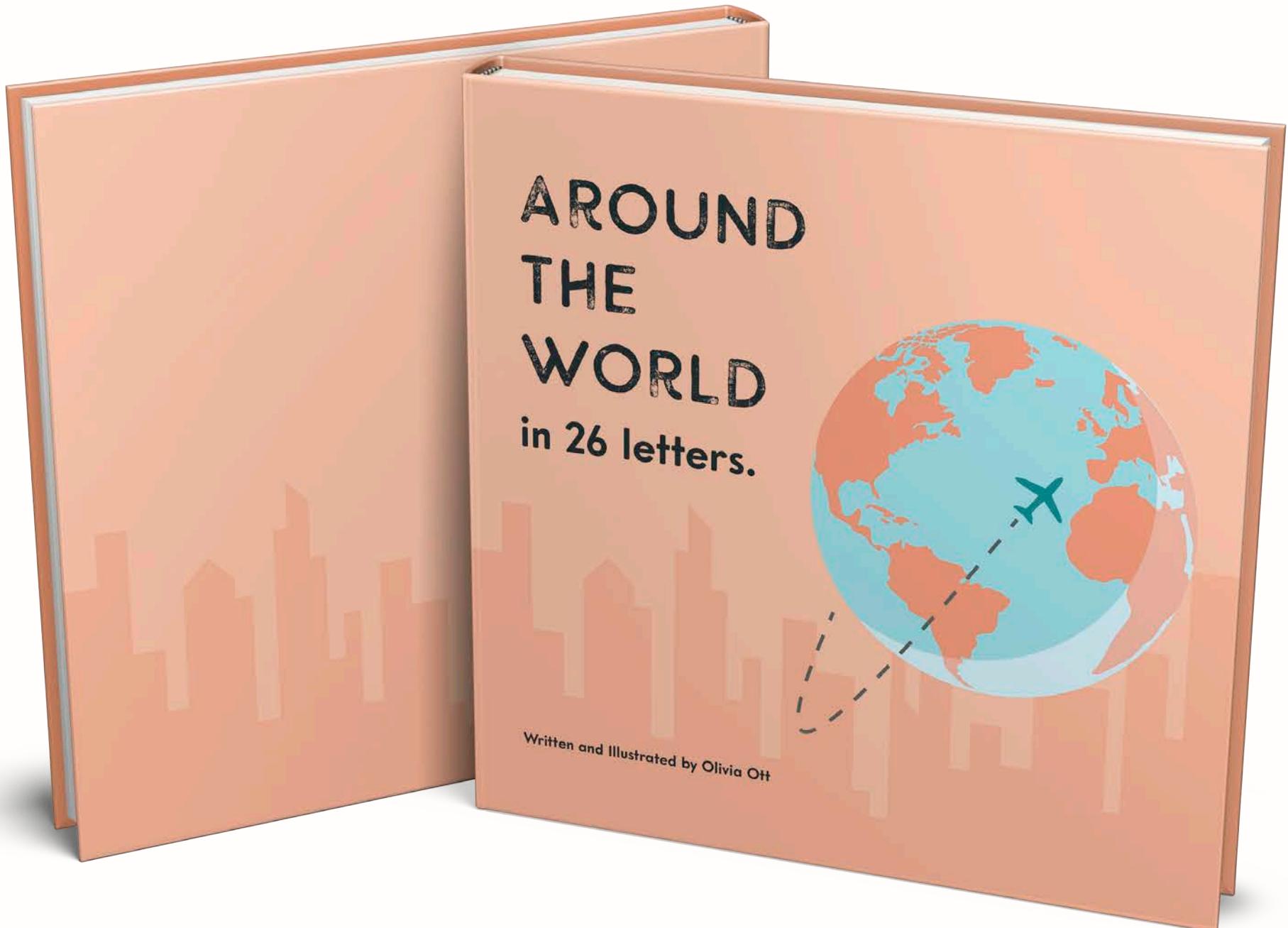




PROJECT 04

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.

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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.

16







GREETINGS FROM
GENEVA

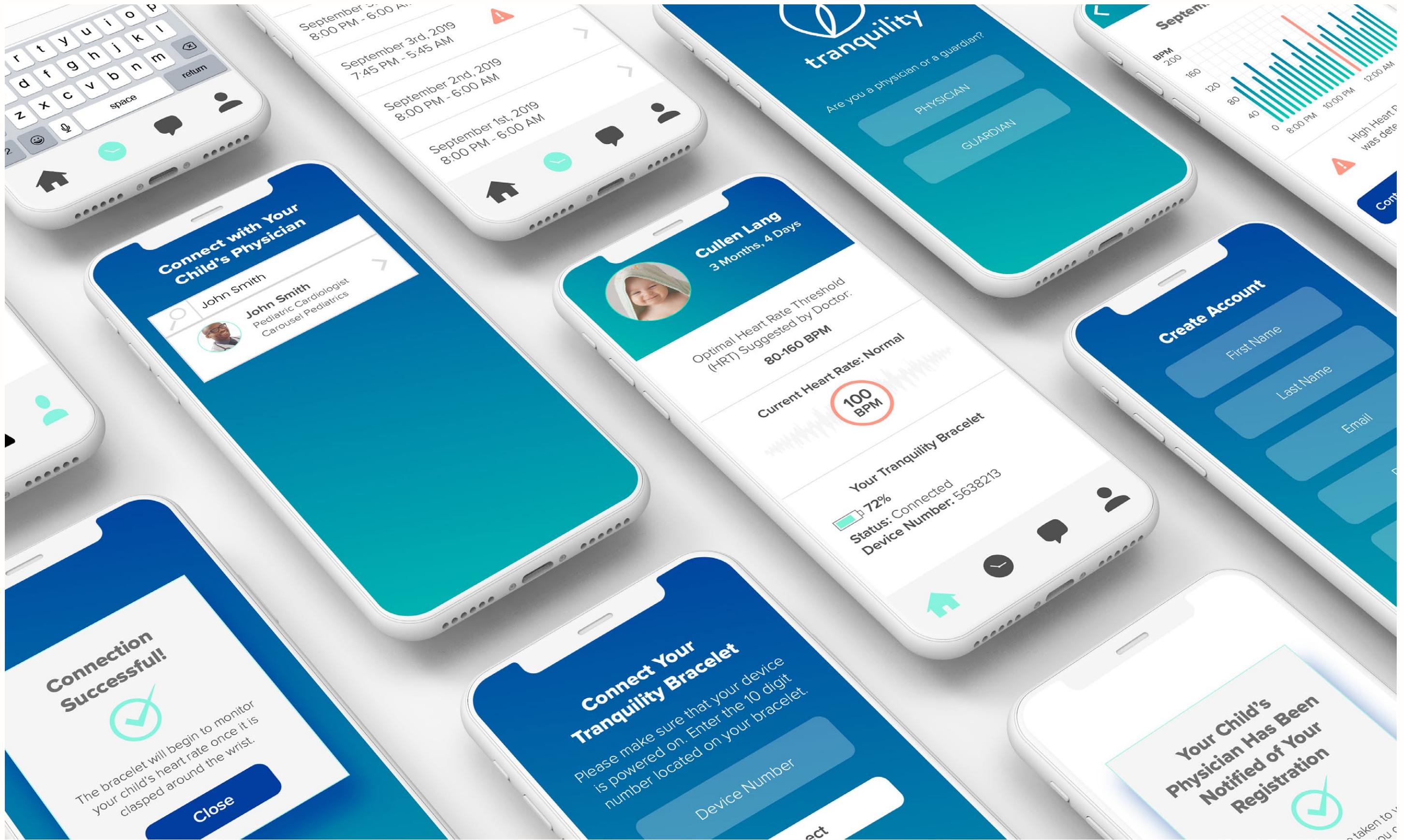
TO:

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' recommended 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.





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.



