

PHIONA ALADINA

Graphic Designer

Brand Identity Designer

Graphic Design Portfolio

2024

ABOUT ME

Hi, I'm Fiona A. Aladina, a passionate Brand Identity Designer and Creative Strategist.

I specialize in crafting unique visual identities that capture a brand's essence and connect with audiences.

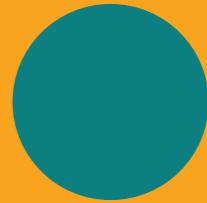
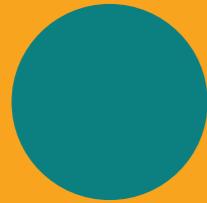
By blending creativity with strategy, I create designs that not only look great but also drive meaningful results.

When I'm not designing, I'm always learning new skills and finding ways to make a positive impact in the community.

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PUBLICATIONS

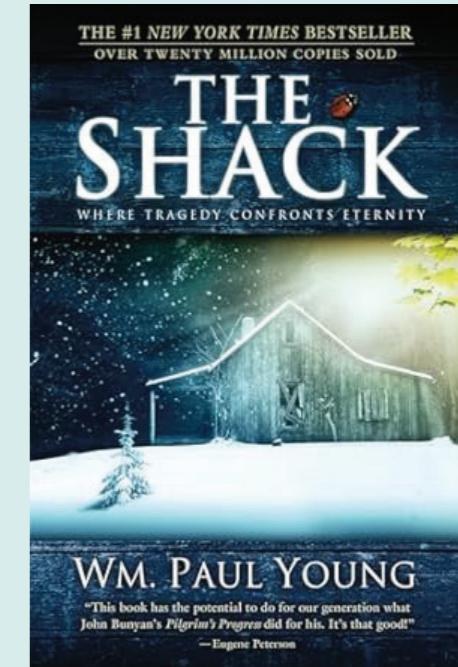
● Book Cover Redesign: The Shack

Project Description:

The redesign of The Shack cover aimed to modernize its visuals while preserving the book's deeply emotional themes of trauma, healing, and divine love, offering a fresh perspective on the novel's core messages.

William Paul Young is a Canadian author whose novel The Shack has touched millions worldwide. Born in Alberta and raised in Papua New Guinea, his upbringing in a missionary community deeply influenced his perspective on faith and life's challenges. Initially written as a gift for his family, The Shack became an international phenomenon, offering hope and healing through its moving exploration of loss, love, and forgiveness.

"A poignant story of hope and redemption that stays with you long after the last page."



William Paul Young is a Canadian author whose novel *The Shack* has touched millions worldwide. Born in Alberta and raised in Papua New Guinea, his upbringing in a missionary community deeply influenced his perspective on faith and life's challenges.

Initially written as a gift for his family, *The Shack* became an international phenomenon, offering hope and healing through its moving exploration of loss, love, and forgiveness.

"A poignant story of hope and redemption that stays with you long after the last page."

THE SHACK



THE #1 NEW YORK TIMES BEST SELLER
OVER TWENTY MILLION COPIES SOLD

THE SHACK

WHERE TRAGEDY CONFRONTS ETERNITY



"This book has the capacity to do for our generation what John Bunyan's Pilgrim's Progress did for his. It's that good!"

- Eugene Peterson

Design Choice

The front cover features a rustic shack set in a wintery, tranquil landscape, paired with the image of Jesus embracing a child, symbolizing comfort and spiritual restoration. This imagery aligns with the book's message of finding peace and love amidst pain.

The color palette combines Serenity Blue (#6C9FBF) for its calming and peaceful effect with earthy brown tones for emotional depth and connection to the rustic theme. White text was chosen for the title and other details to ensure readability and evoke purity and hope.

Color Pallette:



Typography

THE SHACK

THE SHACK

Thrive Magazine

This section features the Mental Health Magazine designed for Thrive Wellness Hub. The design integrates soothing colors and clear layouts to make complex mental health topics more accessible and engaging for readers.

Color Palette:



Typography

Thrive

Thrive

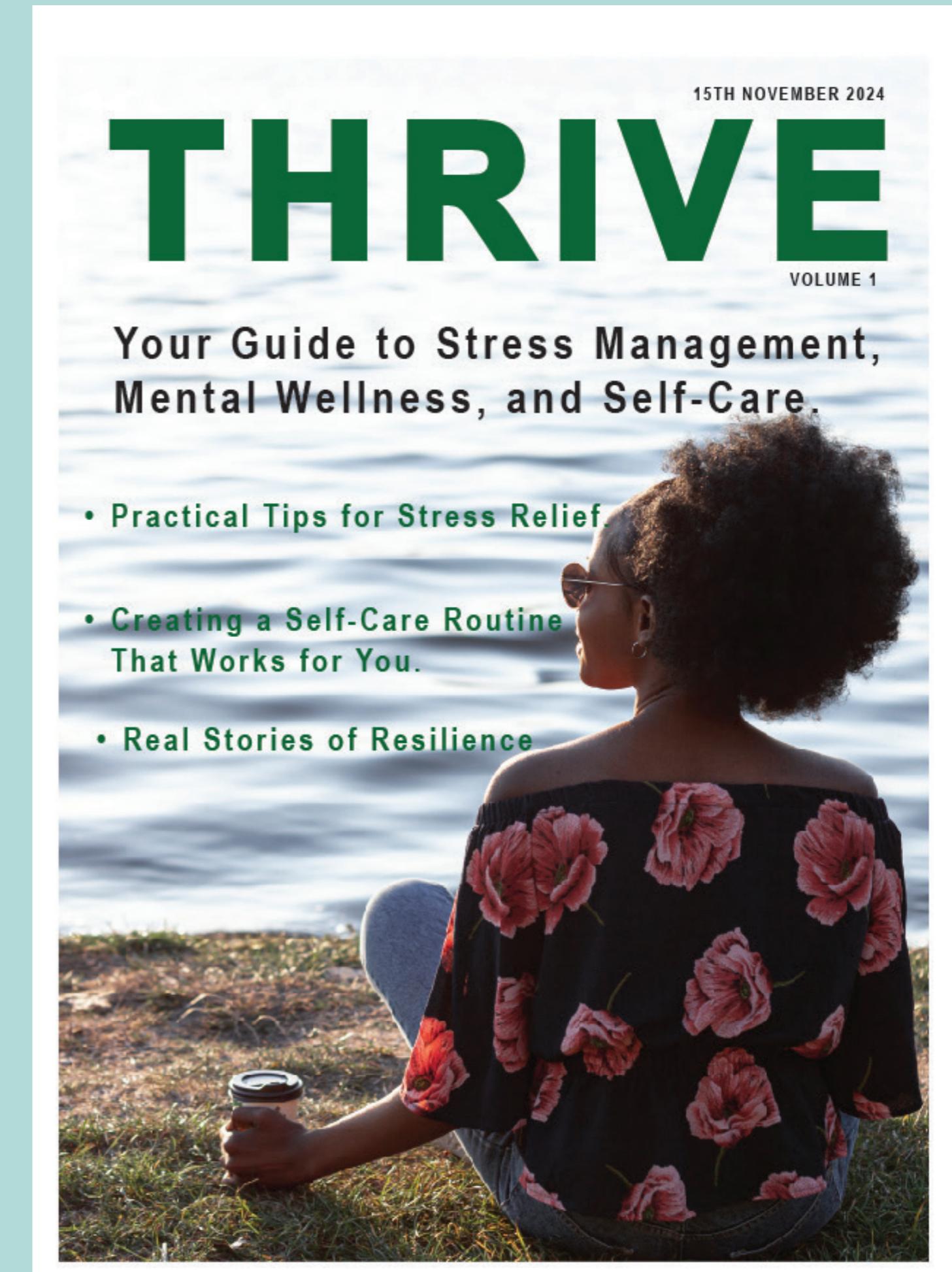
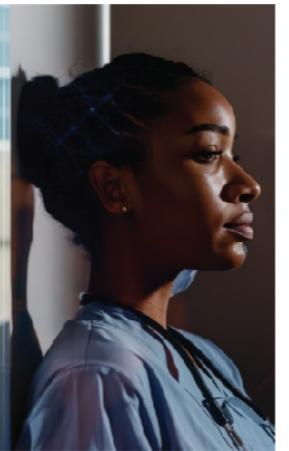


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- 1. Understanding Mental Health - Page 3**
Explore the foundations of mental health, its impact on daily life, and why nurturing it is essential.
- 2. Introduction to Self-Care – Page 4**
Learn the importance of self-care and how small, intentional practices can lead to a healthier, happier you.
- 3. Practical Stress Management Techniques – Page 6**
Discover simple, actionable ways to manage stress and regain balance in challenging moments.
- 4. Building a Self-Care Routine – Page 8**
Step-by-step guidance to create a sustainable self-care routine tailored to your lifestyle.
- 5. Mindfulness and Meditation – Page 10**
Dive into the benefits of mindfulness and how meditation can bring calm and clarity to your day.
- 6. Stories of Resilience – Page 12**
Be inspired by real-life stories of perseverance and the transformative power of self-care.

1.Understanding Mental Health

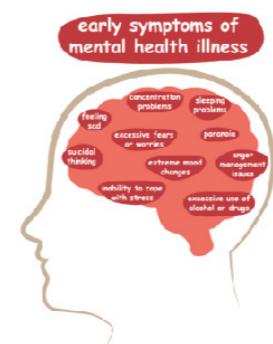


What is Mental Health?

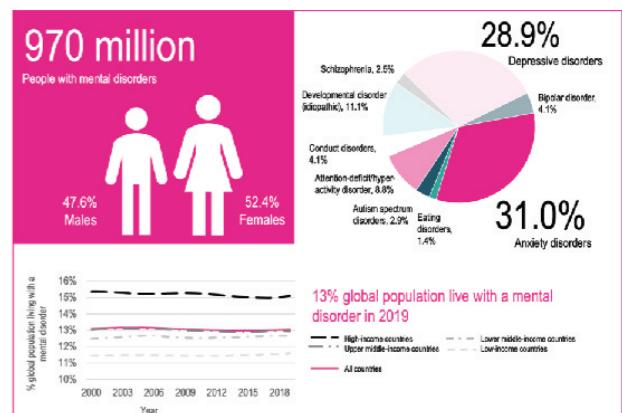
Mental health influences every part of our lives—from how we feel to how we interact with others. It's crucial to recognize that mental well-being is just as important as physical health, and neglecting it can have significant effects on daily functioning and overall happiness.

Common Challenges

Common mental health challenges include anxiety, depression, and burnout, but these issues can take many forms. Being aware of early signs, such as persistent fatigue, difficulty focusing, or mood swings, allows individuals to address problems before they become overwhelming.



3



The Importance Of Seeking Help

Seeking help is a proactive step that reflects courage, not weakness. Whether through therapy, counseling, support groups, or confiding in trusted friends or family members, opening up about mental health concerns leads to effective solutions.

By fostering a healthy mental state, individuals can build resilience, improve relationships, and achieve their full potential. Remember, prioritizing mental health is essential for thriving in all areas of life.

4

2. Introduction to Self Care



Types of Self-Care

1. Physical Self-Care:

Exercise, balanced diet, enough sleep, and routine health checkups. Activities like yoga or stretching can also improve flexibility and reduce stress.



3. Mental Self-Care:

Hobbies, learning new skills, or meditation. Reading books, solving puzzles, or practicing mindfulness can enhance focus and clarity.



4. Social Self-Care:

Quality time with loved ones and fostering strong relationships. Joining a community group or volunteering can also deepen your sense of connection.

What is Self Care?

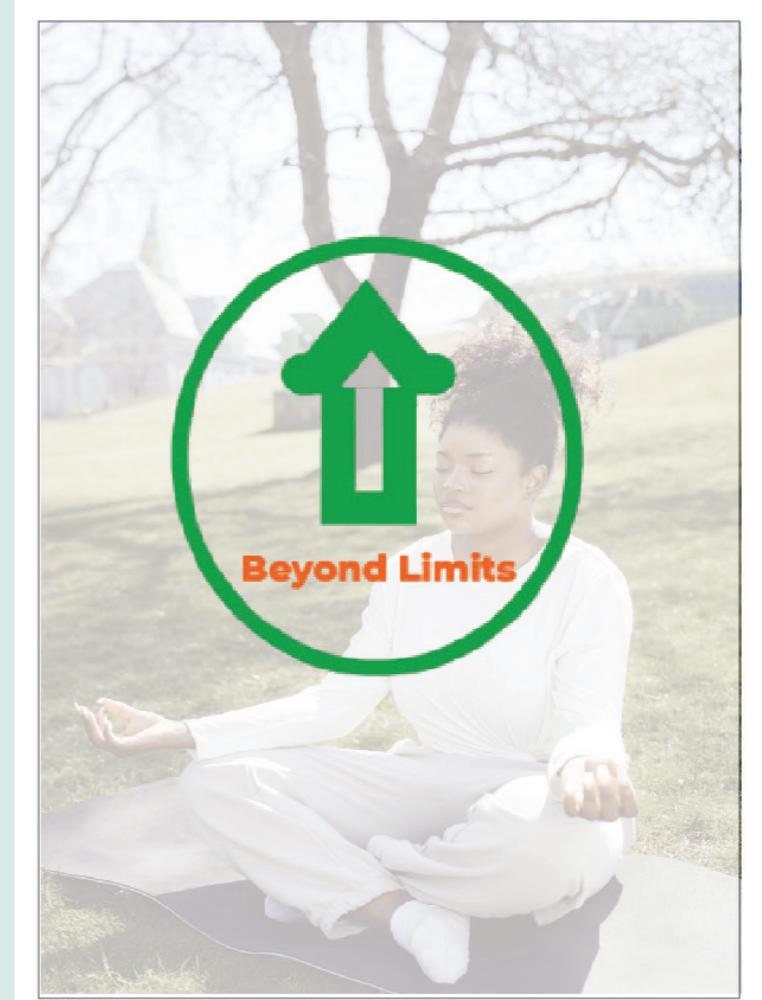
Self-care is the practice of taking active steps to protect and improve your mental, emotional, and physical health. In a fast-paced world, it's easy to neglect self-care, but it is an essential aspect of overall well-being.

Why Self Care matters

Self-care is not a luxury—it's a necessity. It helps to reduce stress, prevent burnout, and maintain balance in life. Prioritizing self-care enables individuals to recharge and show up as their best selves in personal and professional settings.

5

6



Newsletter Front Page

Designed the front page for Uganda Times. This edition was tech based.

Imagery: visuals of women in STEM to complement the main story.

Design Choices:

Typography:

- UGANDA TIMES
- UGANDA TIMES

Color Palette:

Primary Colors: Uganda's national flag colors, minimal white for readability.



VOLUME 12
20TH OCTOBER 2024

UGANDA TIMES

Your Weekly Digest of Uganda's News



EMPOWERING WOMEN IN STEM

A new generation of women is breaking barriers in Uganda's STEM fields.

Uganda is witnessing a transformative wave as more women break barriers and excel in Science, Technology, Engineering, and Mathematics (STEM). Initiatives focused on mentorship, scholarships, and community outreach are equipping women with the skills to innovate and lead in these traditionally male-dominated fields.

In this issue, we spotlight the inspiring stories of women reshaping Uganda's technological landscape and discuss the critical role of government and private sector collaborations in supporting gender inclusivity in STEM. Together, we're paving the way for a future where innovation knows no gender. *Read more on page 2.*

Inside this edition:

Tackling Malaria in Uganda
A community-driven approach. Efforts in vaccination and health outreach are reducing malaria cases. Explore how local heroes are making an impact. *Page 5*

AI in Healthcare
How Artificial intelligence is saving lives. Discover the latest AI breakthroughs revolutionizing healthcare delivery and diagnostics in Uganda. *Page 8*

Uganda's Startup boom
Tech startups are transforming industries. Learn about the tech entrepreneurs creating innovative solutions and boosting the economy. *Page 12*

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● BRAND IDENTITY ●

- Logos

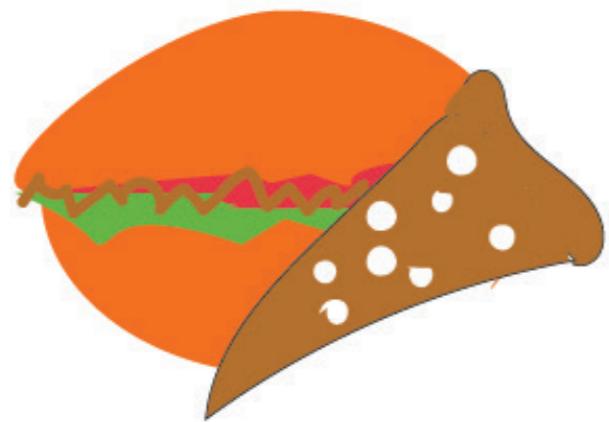
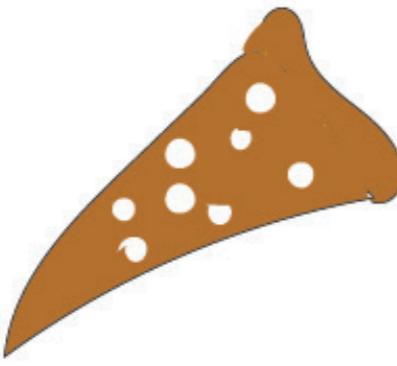
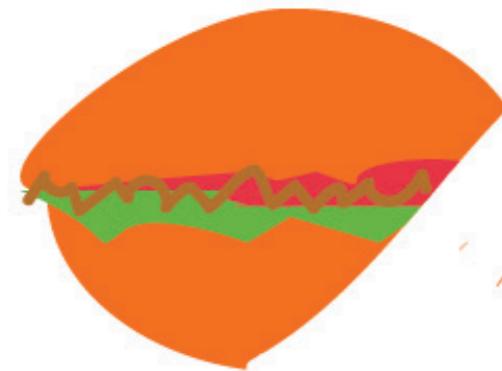
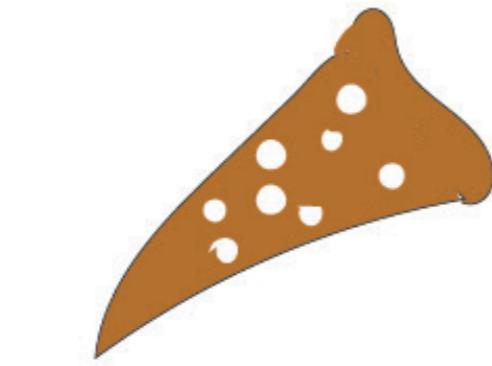
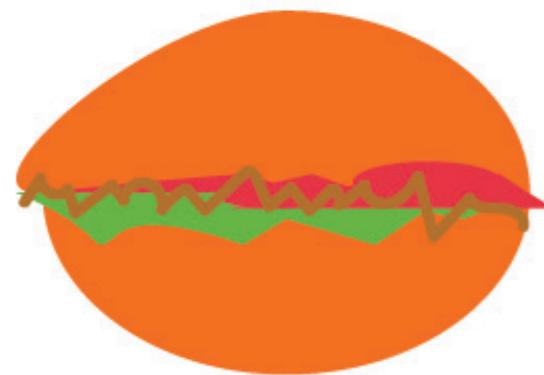


● The Food Hub Logo

Aimed to create a vibrant, energetic design that reflects the fast-food experience at the food hub, a new fast food restaurant. I chose Hot Orange for its appetite stimulating effect and energy, paired with bright red to convey warmth and comfort, then created tagline, "**Quick Eats, Big Smiles**", to emphasize the fast service and joyful dining experience.



Design process



TYPOGRAPHY CHOICES

THE FOOD HUB

THE FOOD HUB

THE FOOD HUB

THE FOOD HUB

Quick Eats. Big smiles

Quick Eats. Big smiles

Quick Eats. Big smiles

FINAL PICKS

THE FOOD HUB

Quick Eats. Big smiles

Final logo design



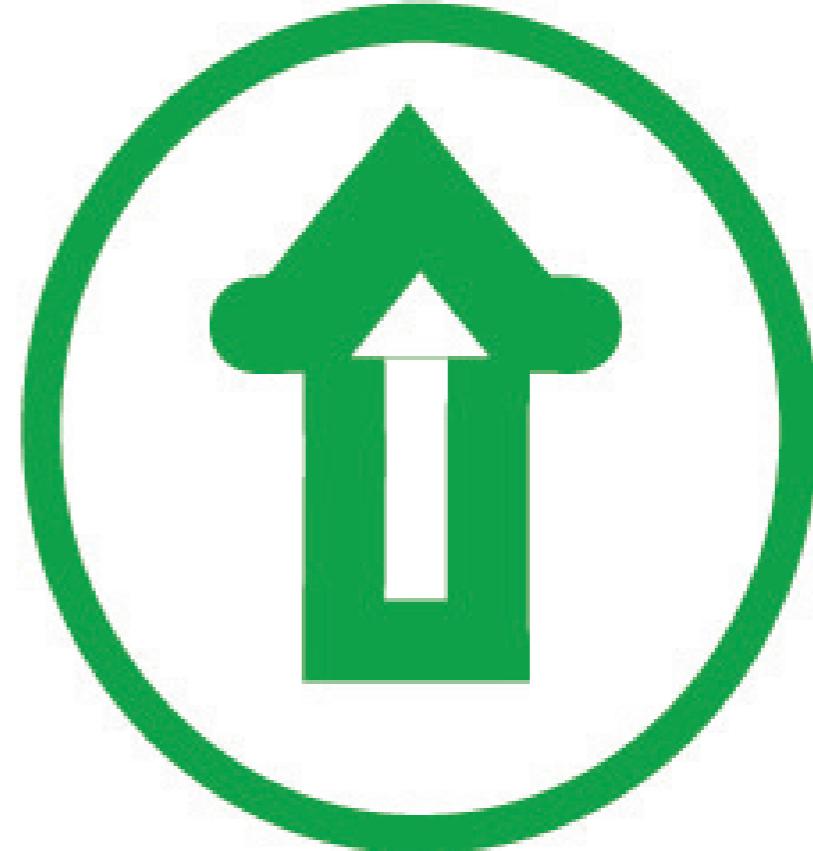
● Thrive Logo

For Thrive magazine's logo, I used green to symbolize vitality and an arrow to represent growth.

The tagline I came up with, "Beyond Limits," reflects the magazine's empowering message.

Two versions were created:

1. With Tagline: Emphasizes empowerment and growth.
2. Without Tagline: Offers a clean, minimalist design for versatile use.



Design process

Thrive

color palette



Typography



Final icons & typography



Final design





MARKETING MATERIALS

Flyers and Posters



THE FOOD HUB

Pop Street plot 234, opposite the Oval

Menu

Free Drinks for every order.

 BURGERS Hot, cheesy, and loaded with toppings! Vegan 20,000/= Beef 25,000/= Chicken 30,000/=	 PIZZAS Juicy, grilled, and packed with flavor! Vegan 30,000/= Beef 35,000/= Chicken 40,000/=	 TACOS Fresh, zesty, and perfectly seasoned! Vegan 8,000/= Beef 15,000/= Chicken 20,000/=
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Make an Order:
+256 778 345 889
+256 778 345 889
+256 778 345 889

Connect with us:
 @foodhubug
 @food_hub



Café Aroma
123 Main Street, Kampala

MUG & MINGLE

Latte Laughs, Lasting Bonds



When: Every Friday
Time: 3:00 PM – 5:00 PM
Phone: +256 700 123 456

MUNI OLD GIRLS ASSOCIATION

Annual Reunion Dinner

Experiencing closeness and love through a physical gathering that brings us together.

3PM 7th December 2024
LE TSUBA GRANDE HOTEL, ARUA.

FEE: 500k: Table of 5
75k: Individual

R.S.V.P Lekuru Jessica - Treasurer
0777095725
0751345678

Zainabu Abwooli - Welfare
0777233725
07513456666



ENROLL TODAY

OFFERINGS

- Cardio & Strength Training
- Personalized Training Programs
- Group Fitness Classes
- Nutrition & Wellness Advice
- Modern Equipment
- Clean Facilities

SESSIONS

- Morning: 6:00 am – 10:00 am
- Afternoon: 12:00 pm – 3:00 pm
- Evening: 5:00 pm – 9:00 pm

Plot 50, Acacia Avenue
+256 392 177 230
@revivewellnesshub



● Food Hub Menu

This flyer showcases the FoodHub Fast Food Menu, designed to present the restaurant's offerings in an appetizing and organized way. The layout highlights key menu items with vibrant visuals, making it easy for customers to browse and decide.

Design Elements: Bold colors and enticing visuals to highlight menu items.



The image shows a vibrant orange Food Hub menu flyer. At the top right is a logo with the text "THE FOOD HUB" in red and a stylized orange and brown graphic of a sandwich or burger. Below the logo is the slogan "Quick Eats. Big smiles". The address "Pop Street plot 234, opposite the Oval" is also listed. A large, bold "Menu" title is centered below the address. A subtitle "Free Drinks for every order." is written in a smaller, italicized font. The menu is organized into three main sections: "BURGERS", "PIZZAS", and "TACOS", each featuring a large image of the food item. Under "BURGERS", there are three options: "Vegan" (20,000/=), "Beef" (25,000/=), and "Chicken" (30,000/=.). Under "PIZZAS", there are two options: "Vegan" (30,000/=) and "Beef" (35,000/=.). Under "TACOS", there are three options: "Vegan" (8,000/=), "Beef" (15,000/=.), and "Chicken" (20,000/=.). At the bottom, there are sections for "Make an Order:" with three phone numbers, "Connect with us:" with social media links for Facebook (@foodhubug) and Instagram (@food_hub), and a small "Share" icon.

THE FOOD HUB
Quick Eats. Big smiles
Pop Street plot 234, opposite the Oval

Menu

Free Drinks for every order.



BURGERS

Hot, cheesy, and loaded with toppings!

Vegan	20,000 /=
Beef	25,000 /=
Chicken	30,000 /=



PIZZAS

Juicy, grilled, and packed with flavor!

Vegan	30,000 /=
Beef	35,000 /=



TACOS

Fresh, zesty, and perfectly seasoned!

Vegan	8,000 /=
Beef	15,000 /=
Chicken	20,000 /=

Make an Order:

+256 778 345 889
+256 778 345 889
+256 778 345 889

Connect with us:

 @foodhubug
 @food_hub

Cafe Aroma

This flyer promotes Cafe Aroma's new mug collection and the weekly Friday Coffee Catch event.

The design uses warm colors and bold typography to highlight the café's cozy atmosphere and invite customers to join the weekly gathering and a welcoming vibe.



Café Aroma
123 Main Street, Kampala

MUG & MINGLE

Latte Laughs, Lasting Bonds



When: Every Friday
Time: 3:00 PM – 5:00 PM
Phone: +256 700 123 456

● MOGA Flyer

This flyer promotes the MOGA Annual Reunion Dinner, showcasing an elegant design to reflect the event's formal atmosphere.

It highlights key details such as the date, venue, and RSVP information.



● Thrive Wellness Hub

This flyer promotes Thrive Wellness Hub, focusing on their fitness programs and services. The design emphasizes energy and motivation, with dynamic visuals and clear details to encourage potential clients to join the gym.



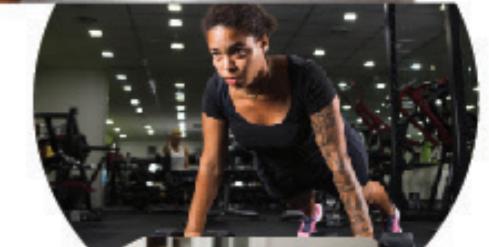
Revive Wellness Hub

ENROLL TODAY



OFFERINGS

- Cardio & Strength Training
- Personalized Training Programs
- Group Fitness Classes
- Nutrition & Wellness Advice
- Modern Equipment
- Clean Facilities



SESSIONS

- Morning: 6:00 am – 10:00 am
- Afternoon: 12:00 pm – 3:00 am
- Evening: 5:00 pm – 9:00 pm

📍 Plot 50, Acacia Avenue

📞 +256 392 177 230



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