# PeerNetBC

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The PeerNet Association of BC (PeerNetBC) is a non-profit and charitable organization local to so-called ‘Vancouver, BC’ and supports the capacity building of multiple networks and partners by providing training, workshops, intergenerational mentorship, consultation, community collaboration, and a variety of community engagement initiatives focusing on lived and shared experience. They use anti-oppressive, intersectional, peer-support based, and decolonizing values to guide their work.

Working at PeerNetBC is both a pleasure and an honour. I’ve witnessed the organization shift and evolve over the years and in turn, nurture and grow my skill in visual and graphic design. My time at PeerNetBC encompasses the flexing of several different skills: research, facilitation, copywriting, illustration, and design as well as deepening my knowledge of community engagement, social impact, and the nonprofit sector.

**BRANDING BOOK SPREAD**

**ANNUAL REPORT SPREADS**

Rebranding and introducing visual identity: translating and honouring a legacy

* **Tension Spots**
  + **Outdated assets:** Design assets from more than 30 years ago, some of which still included their old organization name affect perception of activity and relevance within the community.
  + **Irrelevant values:** Key messaging and values no longer align with the current iteration of PeerNetBC and its team, and therefore are not reflected in the visual identity of PeerNetBC.
  + **Discomfort around change:** Hesitation around the connotation of ‘branding’ and traditional ideas of ‘marketing’ in an organization that prides itself on being fluid, adaptable, and heart-centered. There is a resistance in committing to change in case it alienates existing relationships.
* Considerations
  + No logo change.
* **Process: understanding not just PeerNetBC, but why it exists**
  + Making research interactive, participatory, intentional, and fun.
    - Through working with the team, I learned not only how to communicate to PeerNetBC’s audience, but effectively to other members at PeerNetBC. I asked myself: how do I conduct research in a way that matches the current working atmosphere of the organization? How can I bring in voices from everyone on the team in a way that feels exciting and fun, instead of extractive?
    - I decided to get to know PeerNetBC by:
      * Facilitating ‘Look & Feel’ workshops using PeerNetBC’s own facilitation practices of experiential tactile learning. I created activities that involved movement, reflection, and play to drive team members to open up what PeerNetBC means to them and hopes for the future.
      * Created an idea wall where staff, board members, and community partners could add to it at any time during the research process that asked the “Who, “What,” “Why,” and “How” of PeerNetBC audience and programming.
      * Conducted interviews with staff, board members, and community partners.
    - This informed my approach to design and language at PeerNetBC for many years to come, letting me venture into different areas of responsibilities at the organization beyond communications and design.
  + Revising mission and vision

Outcomes:

* Social media graphics slideshow.
* Shot of PeerNetBC revised website.

Long term-design sustainability:

* My love and care for the organization is reflected in the ways that I’ve set up future iterations of PeerNetBC for success. Beyond setting brand guidelines
  + A library for images and resources for anyone at peernetbc to pull from for use on Google Slides and Canva to ensure usability by a diverse range of team members.

# Personal Projects

**From My Notes App**

A stitch bound zine that debuted for Glued: a BIPoC Zine & Art Fair. The zine featured typography and digital remixes of my photography to accompany some of my favourite personal poetry.

**Migraines and Other Reasons Why I Can’t Hangout**

A traditional 6-panel zine exploring the invisible disability that is having migraines and other brain/head related issues with some of my personal remedies inside. The zine is inspired by a common migraine symptom which is ‘aura’ that tends to blow out colours, blur edges, and give a dazed fairytale quality to everything. The zine was distributed for sale at Glued: a BIPoC Zine & Art Fair.

**Bumble Bunny Balentines**

A Valentine's Day zine/card hybrid about falling in love and music, with custom illustration and a silly western-retro feel. This was given out to friends at an event.

# Scentuals

Scentuals is a Vancouver based woman-owned skincare brand focused on producing high quality, ethically sourced, natural and organic products.

Elevating the Brand / Creative Direction

* Taking existing brand guidelines…

Scentuals felt that their direction was stale, and wanted to bring a literal “fresh” look and feel to the brand. Reflecting Scentuals’ mission to be natural and organic, Scentuals pushed for a more contemporary, modern feel to the company’s assets.Photos for print and promotion, See Scentuals gallery ︎

See Opagee gallery ︎, for art direction & brand feel