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Designer

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Pomelo – a skincare line with  
a clean, fresh, and fun feel –  
is the insta-worthy choice to  
get your skin **juicy**.





# Pomelo Skincare

## UX Design, Branding, Packaging

Pomelo Skincare helps you put your fresh face forward. Pomelo makes building a skincare routine simple and gives you a step-by-step break-down of all the products you need to make your skin glow. Through the app, you can take our quiz to figure out your skin type and what your problem areas are. Through that, we can build you a box with all the products you need to start. All of our packaging comes labeled with which skin types should use the

product, along with which step in the routine they belong.

Social media plays a big role in our advertising. we hope to build a community with our users, so creating content for Instagram is an important aspect of that. Pomelo's goal is to give customers a more personalized skincare experience while still remaining affordable.



Sphera ?



X sphira

X Spiro Skincare



\* Sapphire Skincare



fruit ?

papaya



peachy kem x

kumquat ?

x lemon

? melon



Gwara

melony

x leaf



Orange

\* pomelo



\* Saturn Skincare

CO2

jelly ?



Helio<sup>c</sup>



Helio-centric

Jam berry ?



## The Process

As I have gotten older I have become increasingly interested in skin care. I have my own extensive skin care regimen that I follow everyday. So I started to wonder about the skin care industry, and when we were allowed to pick our own final project for my packaging class, I decided this was my chance.

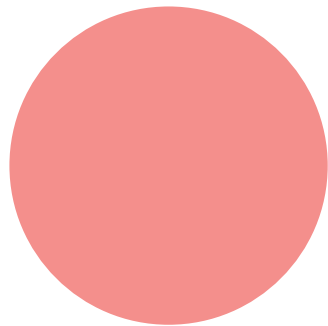
I began by researching skin care trends, and notice that many people are no longer buying their skin care in-store these days. With companies like Glossier and Curology all over Instagram, there has been a rise in online shopping for skin care. Also a market for more customizable skin care. Everyone's skin is

different, and no product will work for everyone. So I found my project: an Instagram worthy skin care line that was customizable while still remaining cost friendly.

I toyed around with different names and logos for my new company, and I was drawn to circle shapes. After trying a variety of different names and shapes (see figure) I decided on pomelo. As a child my mother would always have a pomelo for snack, and in Asian culture it is considered to be a lucky fruit.

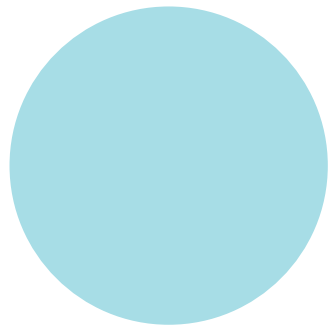
With my name picked out, I set to work on creating my system and building my brand.

# Brand Colors



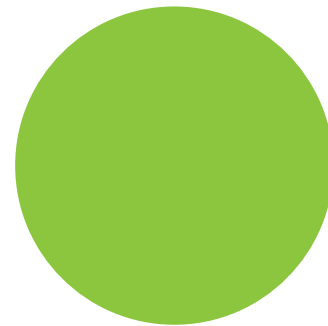
### Fruit Juicy

RGB: 245, 145, 140  
CMYK: 0, 54, 35, 0  
HEX: f5918c



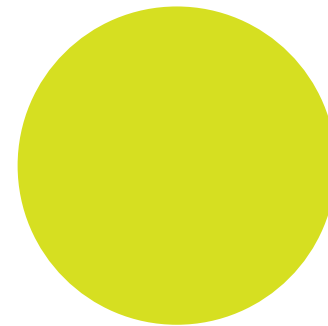
### Crystal Waters

RGB: 169, 222, 230  
CMYK: 32, 0, 9, 0  
HEX: a9dee6



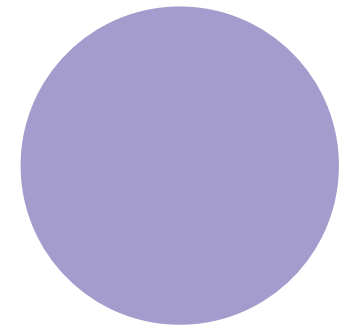
### Eat Your Green

RGB: 141, 198, 63  
CMYK: 50, 0, 100, 0  
HEX: 8dc63f



### Slice of Peel

RGB: 215, 223, 34  
CMYK: 20, 0, 100, 0  
HEX: d7df22



### Ladies in Lav

RGB: 163, 156, 204  
CMYK: 36, 37, 0, 0  
HEX: a39dcd

# Typography

### Headers

Mr Eaves XL Mod OT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz .,?!

1 2 3 4 5 6 7 8 9 0

### Body copy

Mr Eaves San OT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz .,?!

1 2 3 4 5 6 7 8 9 0

# Logo



## stay on brand

Pomelo has 5 key colors that are distinctive to our brand. All of our colors are bright, fresh, and fun, tying in with our brand well. Our typefaces are clean and rounded, much like our logo. Our simple logo has our pomelo mark and our name in Mr Eaves.

# Skin Types



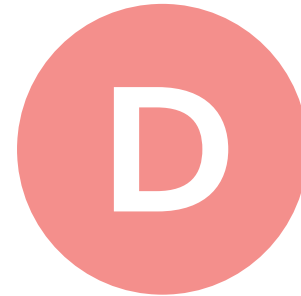
## Normal Skin

Even skin tone  
Small pores  
Smooth Texture



## Oily Skin

Shiny complexion  
Large pores  
Prone to acne



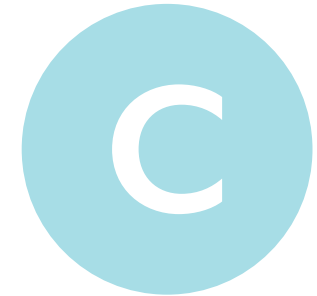
## Dry Skin

Rough & tight skin  
Itchiness / flaking  
Blotchiness



## Sensitive Skin

Product sensitivity  
Redness  
Burning



## Combination Skin

Oily T-zone  
Dry to normal cheeks  
Issues facing oily & dry

### 1 remove

takes off the makeup

### 2 cleanse

cleans off the dirt

### 3 exfoliate

cleans of the dead skin

### 4 toner

removes oil and hydrates

### 5 treat

clears your blemishes

### 6 serum

gives an extra boost

### 7 eye cream

refreshes under your eyes

### 8 moisturize

keeps you hydrated

### 9 face oil

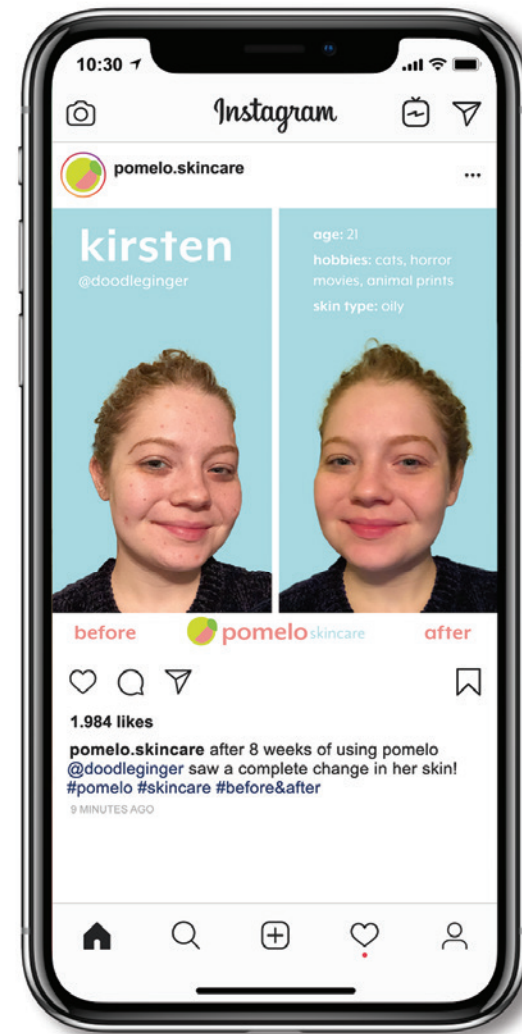
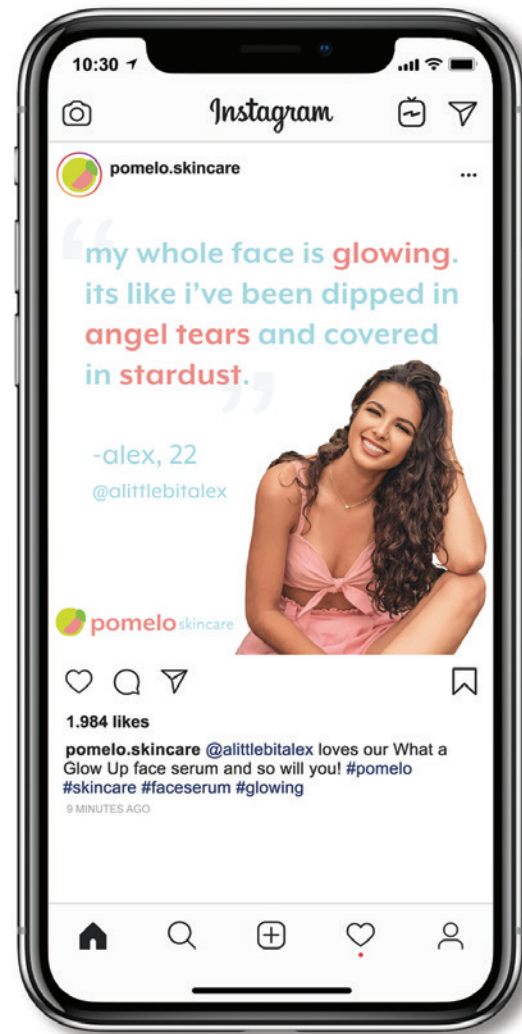
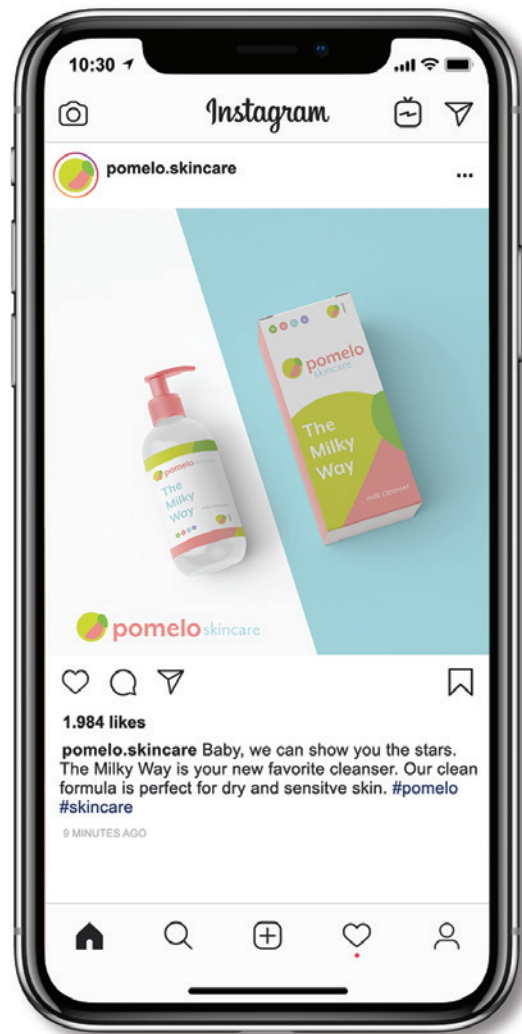
nourishes and locks in moisture

### 10 sunscreen

protects from sun damage

## systems go

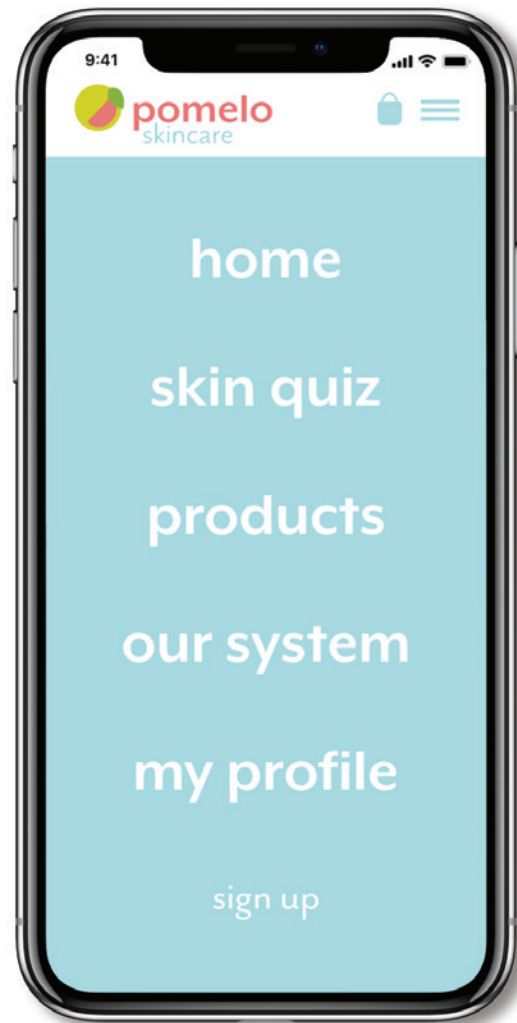
All pomelo products come labeled with their ideal skin type and which step in our routine they should be applied. Each skin type is color coded, making it easier to spot on our packaging.



## on the 'gram

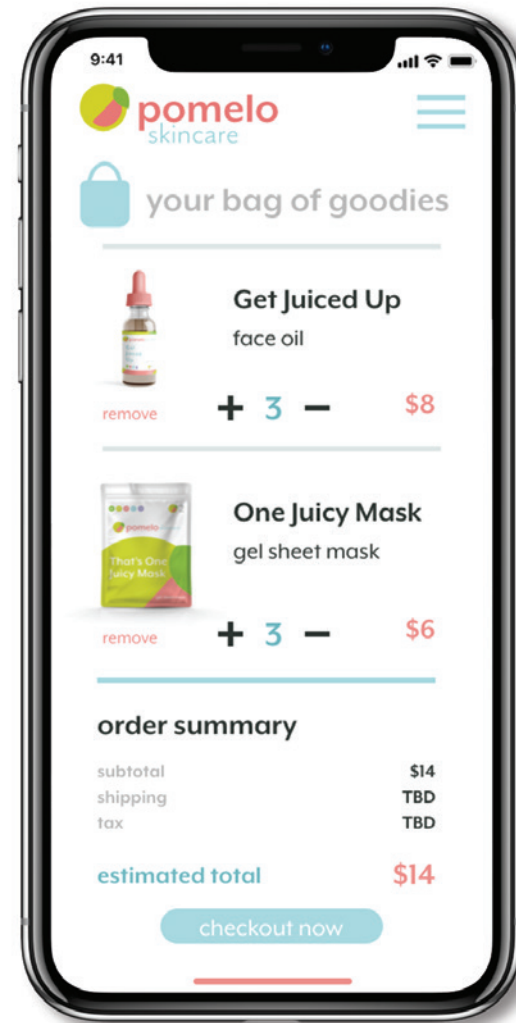
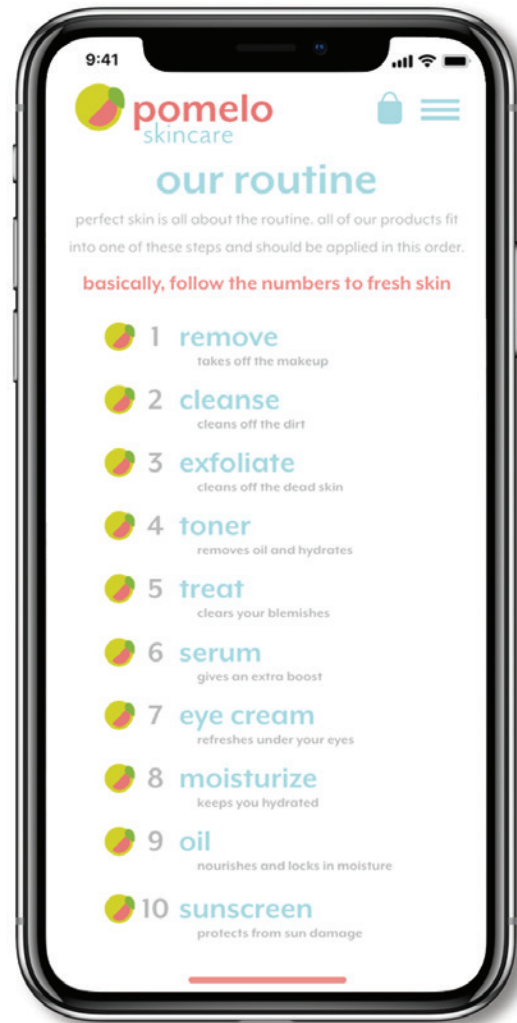
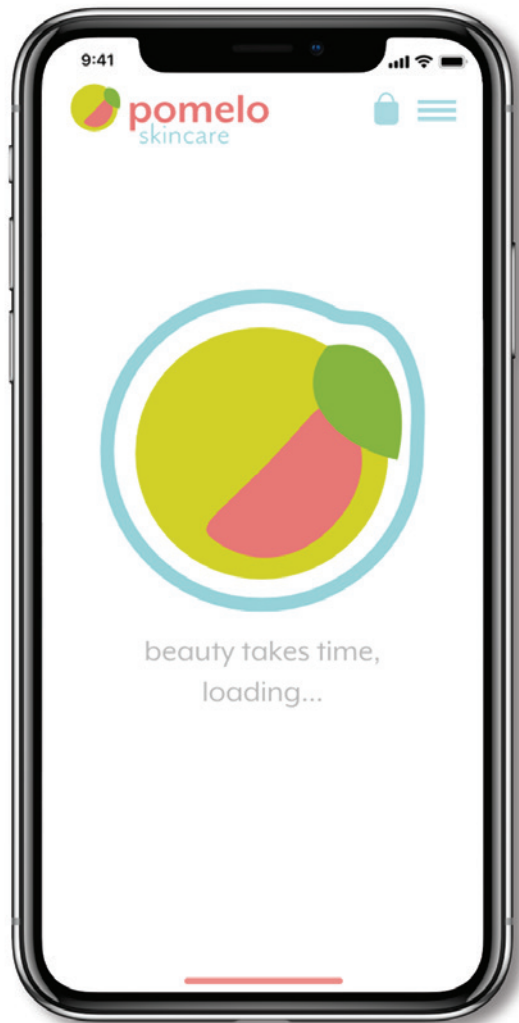
Pomelo relies on social media for the bulk of its advertising. Pomelo have an Instagram account for our customers to follow, as we as targeted ads on the platform. The posts will be a mix of our products and testimonials from our users.

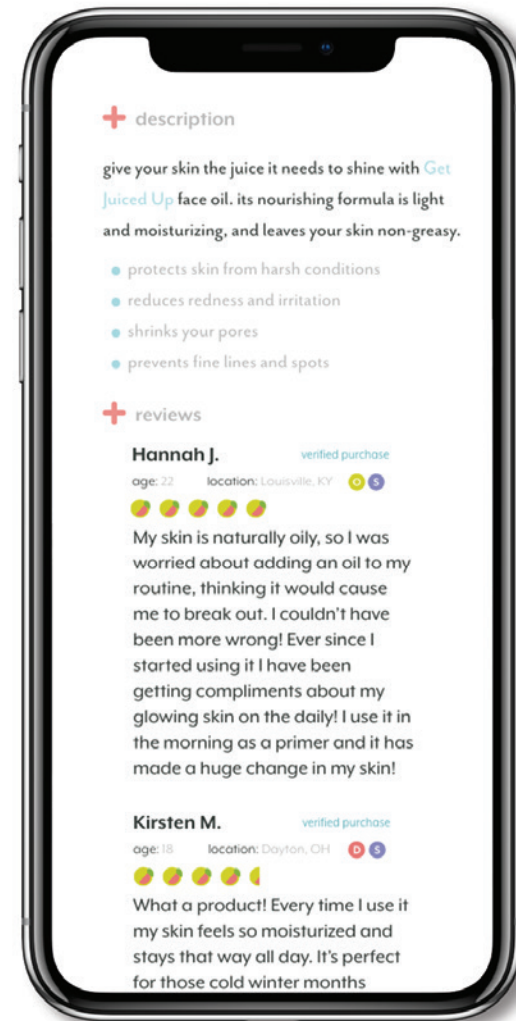
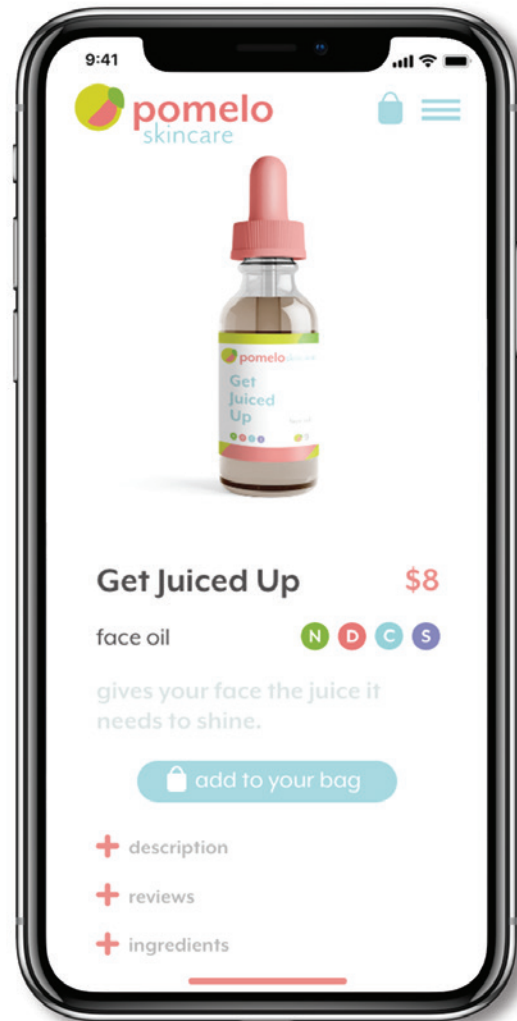
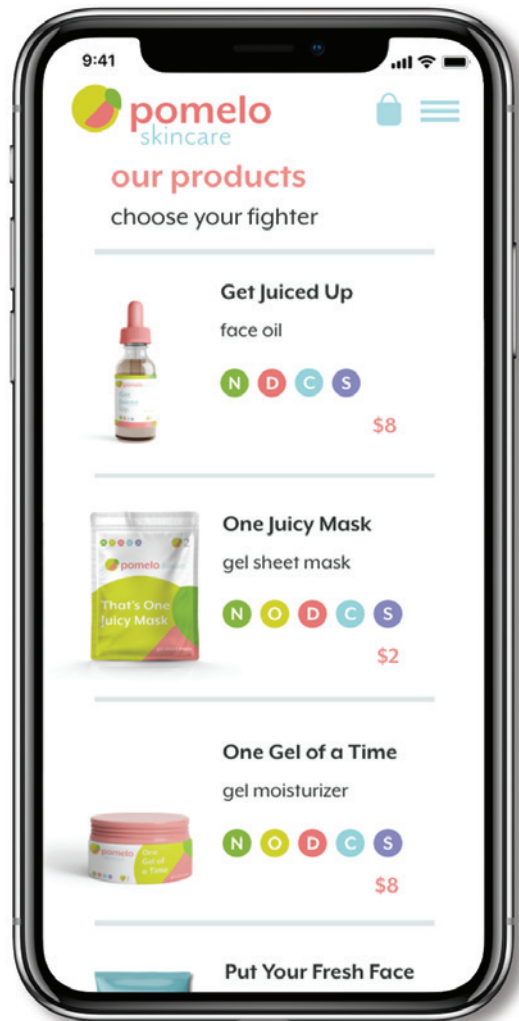




## try our free app

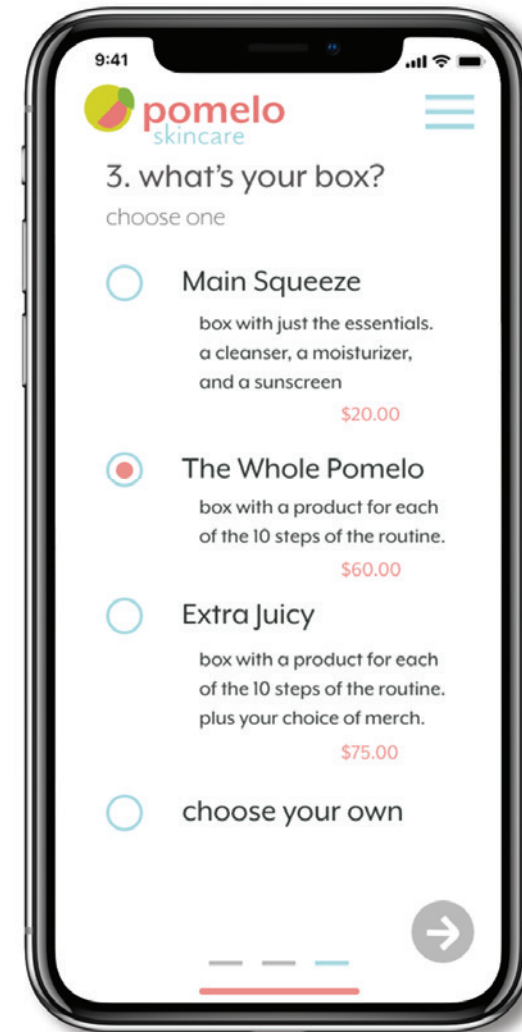
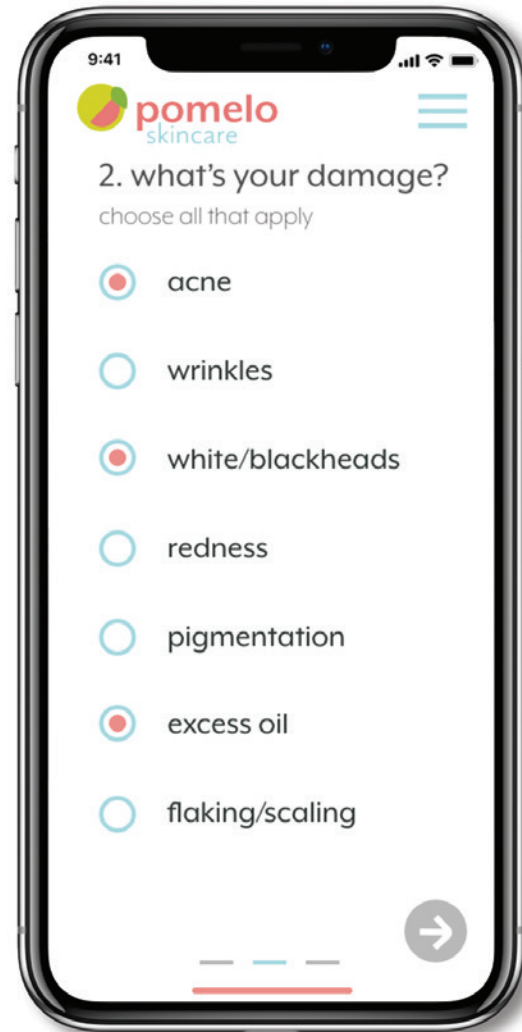
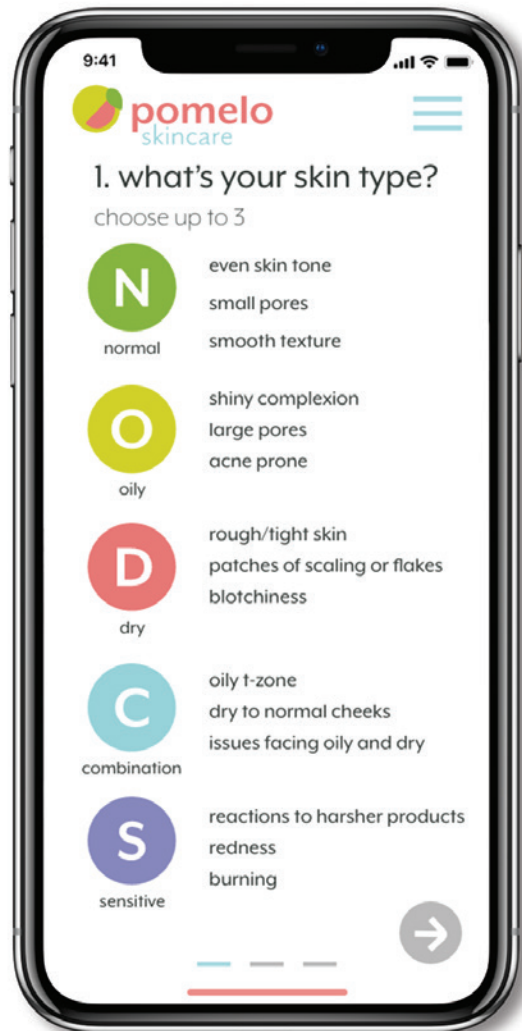
The pomelo app allows customers to access all our products from one convenient location. They can also personalize their profiles, take our skin quiz, and keep track of their previous or incoming orders.

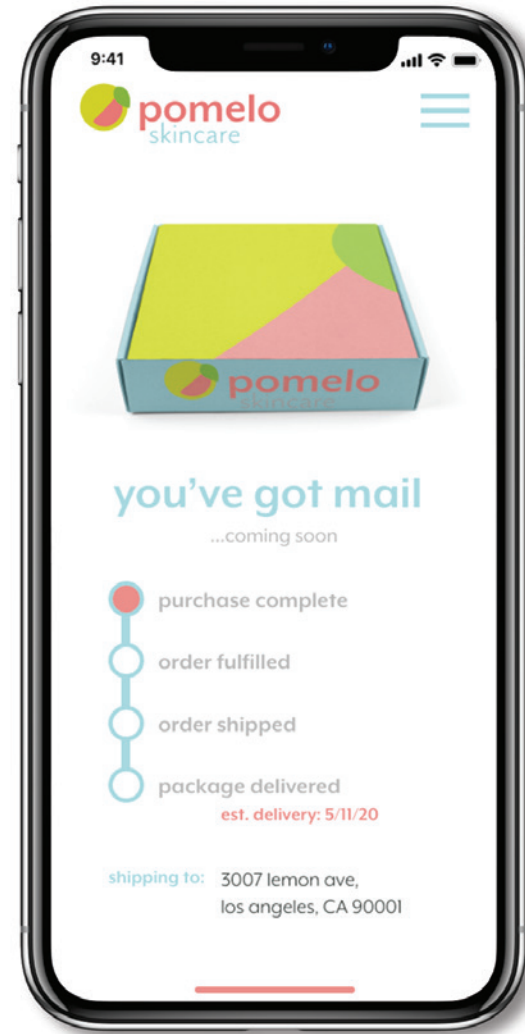
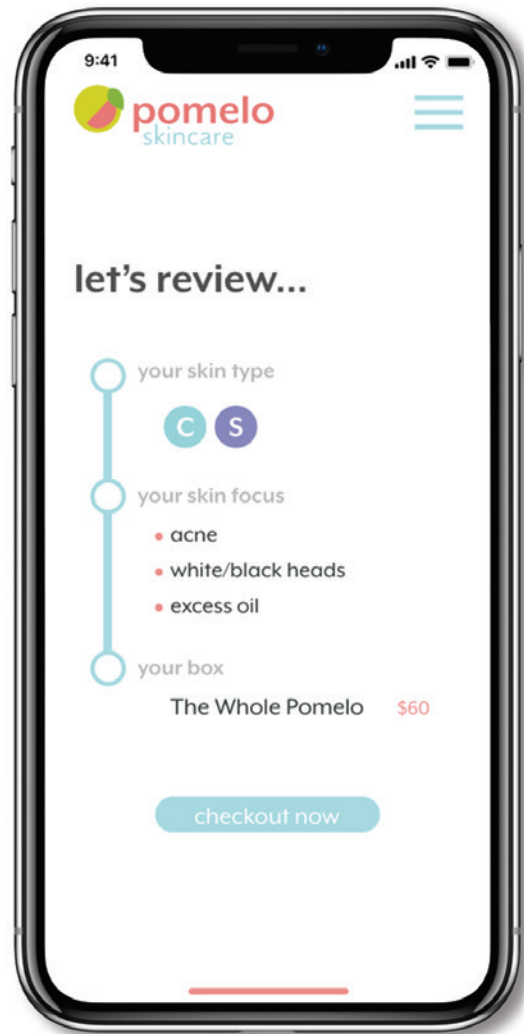




## shoppin' and droppin'

Each pomelo product on our app comes with a description, reviews, and the complete list of ingredients. All of the reviews are from verified customers, and provide the reviewers skin type so you can compare it to your own.





## the pimple pop quiz

The quiz feature on our app will help you build your personalized box. You can find out your skin type and pick your target skin issues. From there you can choose which box option is right for you, or you can build your own.



## the goods

These are a selection of our products. Each is clearly labeled with the ideal skin types that can use and benefit from this product. Also there is the routine number, which lets you know where in the routine order it belongs.



## box and bag it up

All of our products come in one of our mailing boxes and are shipped right to your door. For those who want to represent pomelo on the streets, we have a great reusable tote to carry everything you need.

**Jason Deep Sea Submersibles**  
– a personal submarine  
company – is ready to bring  
back the age of the **explorer.**





# Jason Submersibles

Brand Identity, Book Design, Content Writing

Over 95% of our planet's oceans remain undiscovered. Here at Jason Deep Sea Submersibles, we have a vision: to discover more. Jason sells personal submersibles to universities, researchers, and private owners. Combining the latest technology with the spirit of discovery, Jason seeks to bring back the age of exploration. Our top of the line ARGO

submersible will take you to the very depths of the ocean and back again.

Our brand standards manual guides you through our history, our branding, and some of our applications. Learn the variations in our iconic diver logo or learn more about our founders Elio and Claudette Plongé. Through Jason, you can Explore More.



These are a selection of our products. Each is clearly labeled with the ideal skin types that can use and benefit from this product. Also there is the routine number, which lets you know where in the routine order it belongs.



Halyard Display

**Bold**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890%&\$'(!,;?!)

**SemiBold**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890%&\$'(!,;?!)

**Medium**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890%&\$'(!,;?!)

**Book**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890%&\$'(!,;?!)


**ExtraLight**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890%&\$'(!,;?!)

Halyard Display is the main heading and body font for Jason. SemiBold should be used for headers, Medium/Book for body copy, and Book for captions.



Main Brand Colors

 Unexplored  
 HEX: 495776  
 RGB: 73 • 88 • 118  
 CMYK: 78 • 65 • 34 • 15

 Surface  
 HEX: 759aaa  
 RGB: 117 • 154 • 170  
 CMYK: 57 • 30 • 26 • 0

The two main colors for Jason are Unexplored and Surface. They are the most common combination for our logo and should feature often throughout Jason's branding.



**Recycled**

**Letter**

**Construction**

**Kraft**



## **dive deep**

The Jason logo is of an antique diving helmet. The mark itself is actually a hand carved stamp that I created. I then placed it on 4 different grains of paper to get the 4 different textures. I also made a simplified version for smaller scale images.



**JASON**  
explore more

3483 Argonauts Avenue  
Ocean Shores, WA 98569

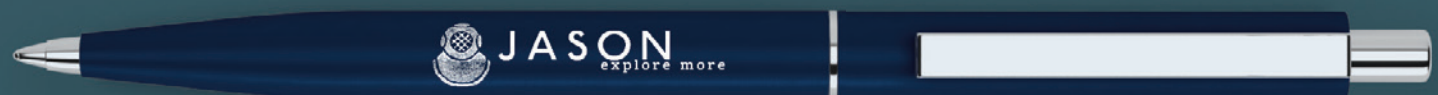
(782)627-4637  
explorejason.com



**JASON**  
explore more



**JASON**  
explore more

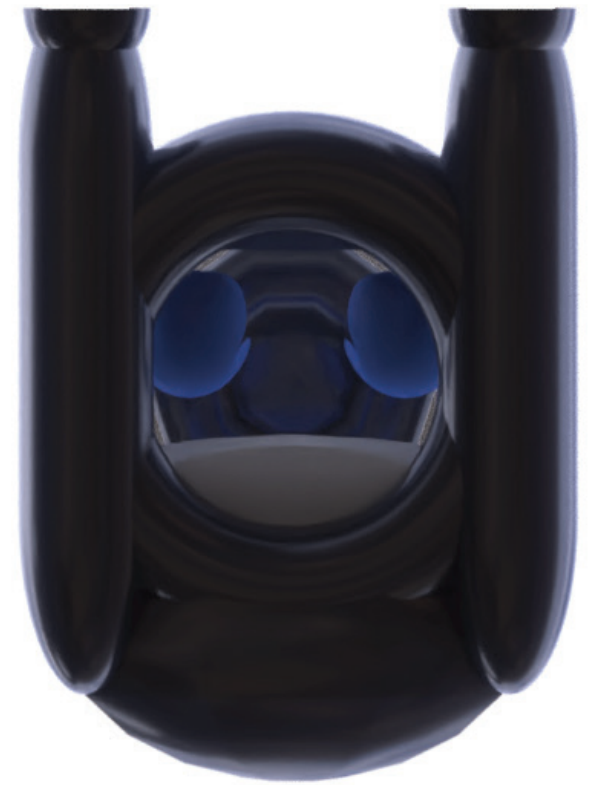






nomics





A cookbook of recipes  
straight from my mother's  
kitchen. Welcome to the  
flavors of the **Philippines.**



# Filipino Cookbook

Book Design, Content Writing, Photography

I grew up in a half Filipino household, which meant I was surrounded by delicious Filipino cuisine. As I got older I realized that there is much for the general public to learn about the food of my childhood. Most people can't even think of a Filipino dish, let alone have eaten one, so I decided to share some of my mother's recipes with the world through a cookbook. Inside these pages, you will find all of my favorite recipes with easy to follow instructions

on how to cook them.

This was a real passion project for me, and I enjoyed working with my mother to collect these recipes and cook them together. I did all the food photography myself, something I had never tried before. Through this book, I hope that people will discover how delicious Filipino food can be, and learn more about our culture.

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# A THOROUGHLY FILIPINO COOKBOOK



A GUIDE TO FILIPINO CUISINE BY A TRUE FILIPINO AND HER HALF-BREED CHILD



## ta•ga•log

Despite having a mother that is fluent, I never learned to speak Tagalog myself. In order to get the phonetics of Tagalog down, I called my mother and asked her to say certain words. I then attempted to recreate her pronunciation with various noises. Test if I got it right, I would send my father the list and ask him to pronounce the words on the page back to me.

## ARROZ CALDO

### WHAT YOU'LL NEED

3 cups rice  
Spring onion  
Garlic  
1 tbsp Ginger paste  
1½ lbs Chicken  
4 Lemons  
4 Chicken broth boxes  
Eggs boiled

### WHAT TO DO

1. Rinse and drain the rice, then set aside.
2. Cut the chicken into cubes.
3. Put oil in a pot over 3-4 heat, then add garlic and cook until it turns golden brown.
4. Then add the chicken, and cook until no longer pink.
5. Add the rice to pot and stir for 1 min, then add one box of broth. Watch.
6. When rice starts to look cooked and starts to thicken, add another box of broth and stir.
7. When it starts to boil and rice is cooked, add another broth and add the ginger. Stir. Taste and add as needed.
8. Squeeze half of a lemon into pot, and season with pepper as needed.
9. Stir to prevent rice sticking. If needed, add 1 broth to ensure soupiness.
10. Put pot on simmer.
11. For the toppings, cut up spring onions, fry flattened garlic until golden, boil and slice up some eggs, and slice lemon wedges.



ARROZ CALDO





#### WHAT IS IT?

Arroz Caldo is a typical Filipino breakfast but can be eaten at any time of day. Perfect for a cold winter's day, or when you're feeling under the weather, this rice and chicken broth is sure to warm your heart and your soul.

#### MARISSA'S HANDY HINTS

To make sure the seasoning is correct, especially after adding the ginger, be sure to taste test your broth. Also make sure that your rice is fully cooked, no one wants to bite into raw rice when they are expecting fluffy deliciousness. Toppings are key, so be sure to make plenty extra since they tend to go fast.

## PANCIT PALABOK

### WHAT YOU'LL NEED

1 pouch of *Mama Sita's Oriental Gravy (Palabok) Mix*  
2 1/2 cups water  
1 package rice noodles/pancit  
*lug lug*  
1 tsp minced garlic  
1 tbsp cooking oil  
2 cups of small shrimp  
Crushed pork rinds  
Green onion  
Lemon  
Fried garlic  
Boiled egg

### WHAT TO DO

1. Dissolve mix in water and set aside.
2. In a medium sauce pan, cook garlic in cooking oil over medium heat till golden.
3. Add water to sauce pan, and bring to boil. Stirring until thick.
4. Add shrimp to mix. Simmer for 5 minutes.
5. While shrimp is cooking, follow instruction on the package to cook noodles.
6. Drain noodles, and plate. Add the sauce on top.
7. For toppings add the crushed pork rinds, green onions, fried garlic, lemon juice, and sliced boiled egg.



PANCIT PALABOK 



### WHAT IS IT?

Pancit Palabok is a noodle dish with a bright orange sauce with shrimp, topped with pork rinds and lemon juice. This colorful dish is perfect for dinner or lunch, since the rice noodle is particularly light.

### MARISSA'S HANDY HINTS

Pancit Palabok is a polarizing dish. Some people love it and some people can't eat it, much like my own father. The key is to add plenty of lemon juice on top. Traditionally, you would use calamansi, a citrus fruit native to the Philippines, instead of lemon juice. However, since calamansi isn't readily available in the States, lemon makes a suitable alternative.





The Mythical Undiscovered  
Creatures Alliance is here to  
protect our mystical and shy  
friends and **stop bullying.**



# M.U.C.A.

## Web Design, Content Creation

Deep in the woods of Washington state, there are creatures who are suffering. Everyday Sasquatches in this country are subjects of harassment and something needs to be done. The Mythical Undiscovered Creatures Alliance (M.U.C.A.) has decided to step in on behalf of Sasquatches everywhere. M.U.C.A. has created a campaign to help, not just Sasquatches, but all mythical creatures who sure from bullying.

On our website you can learn more about

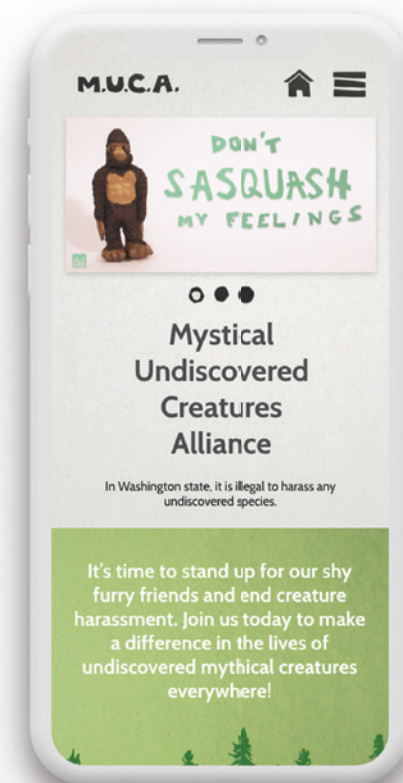
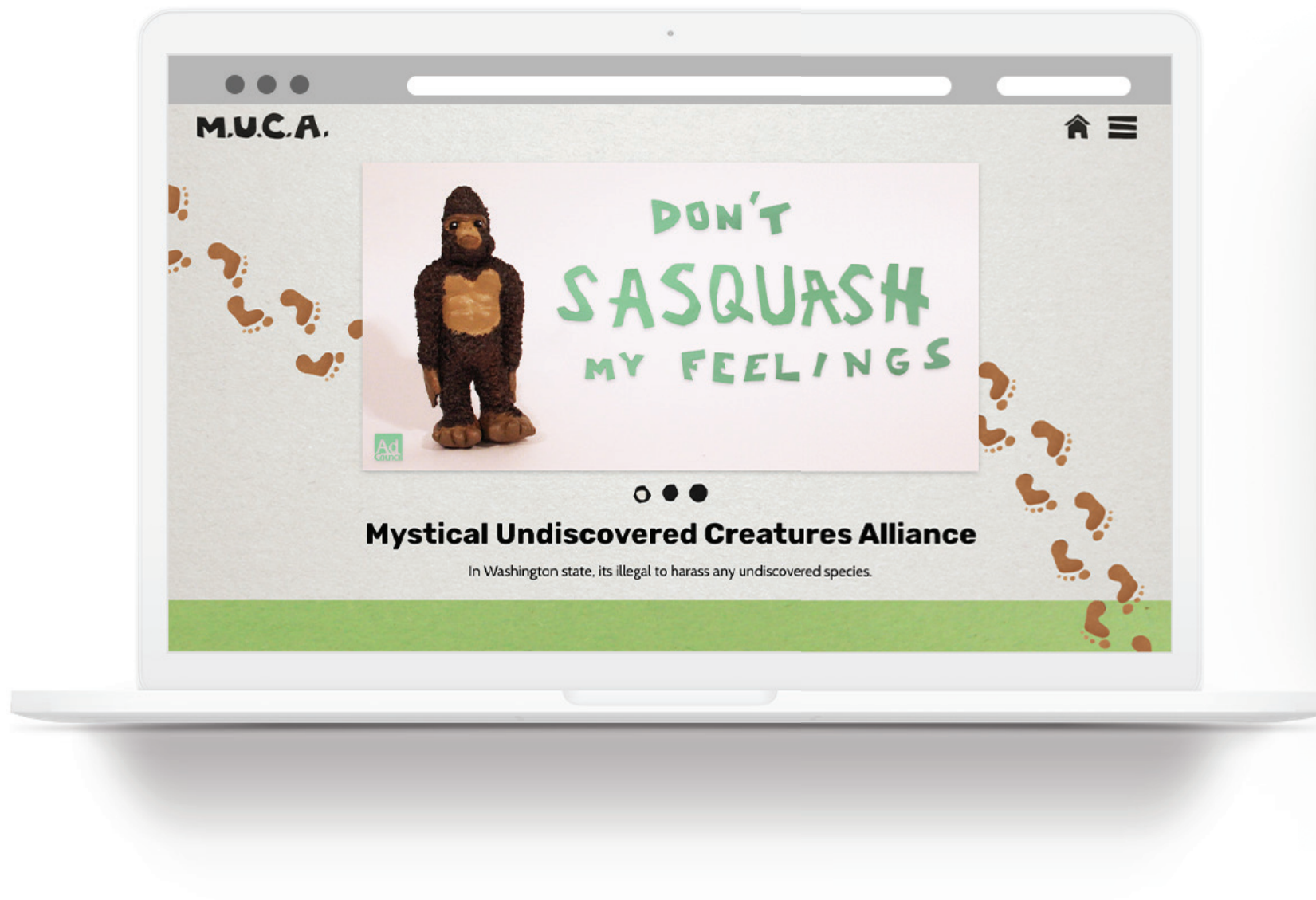
ordinance 1984-2, and what it means for Sasquatches and their sub-species. You can also meet the victims of this harassment, and find support.

M.U.C.A. has also championed Nessie, the Loch Ness monster, and Gnomes everywhere. Their campaign billboards can be seen all over the world, wherever they are needed.



## one hunky boy

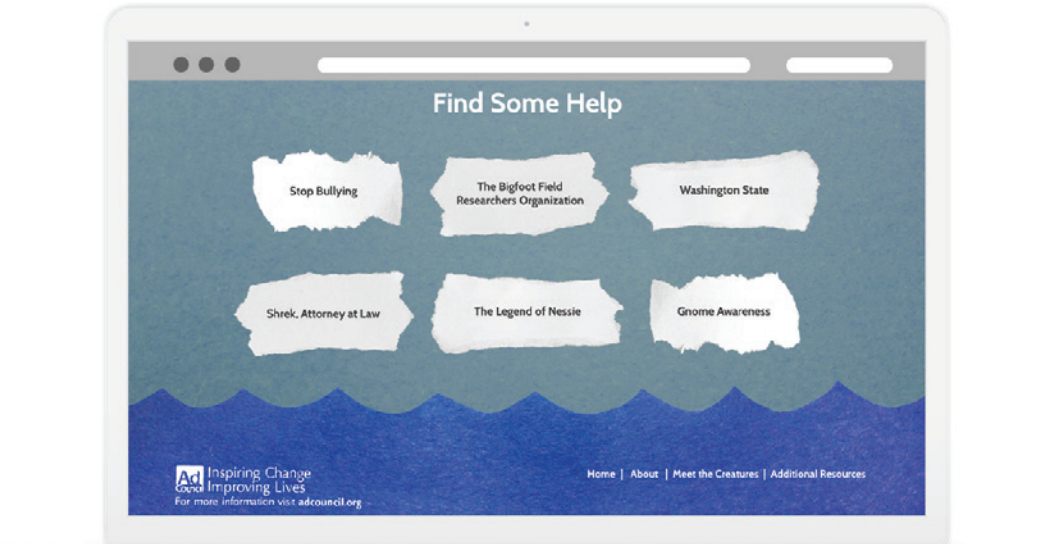
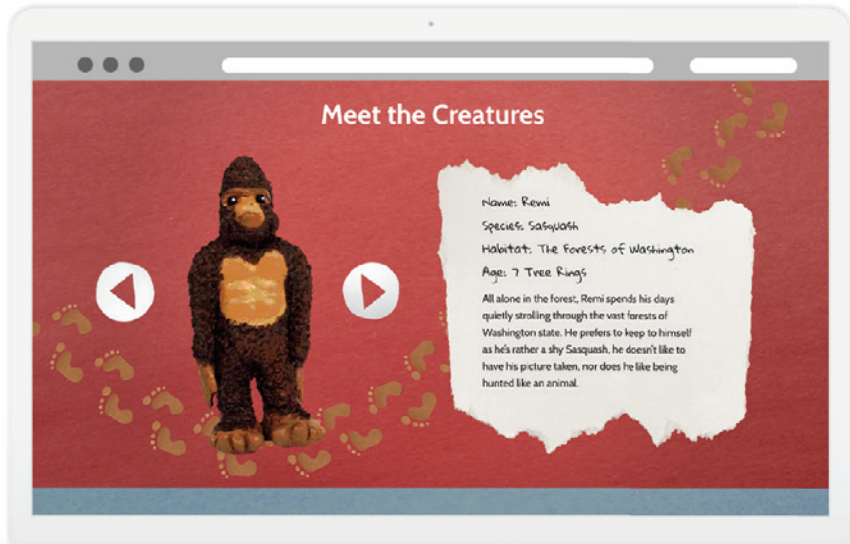
This handsome fellow you see on the billboard here is Remi and he is the face of M.U.C.A.'s Sasquatch campaign. He was hand molded with clay and then painted. He enjoys solitude and cross-stitch, among other things.



## getting crafty

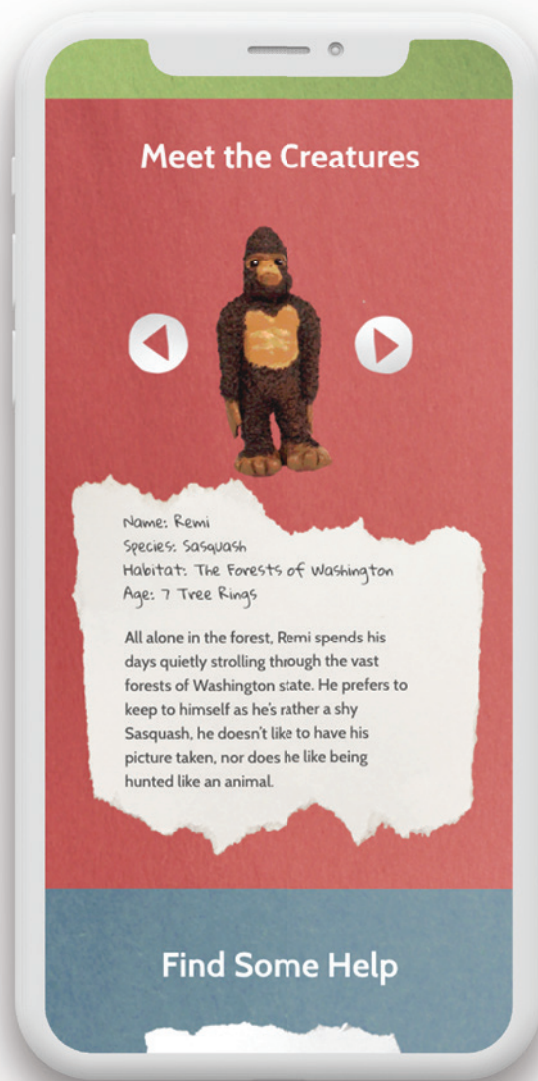
Almost everything on the website and billboards was hand crafted. All the large letters were cut out of construction paper, the same goes for any buttons and the footprints. All the backgrounds are construction paper texture.











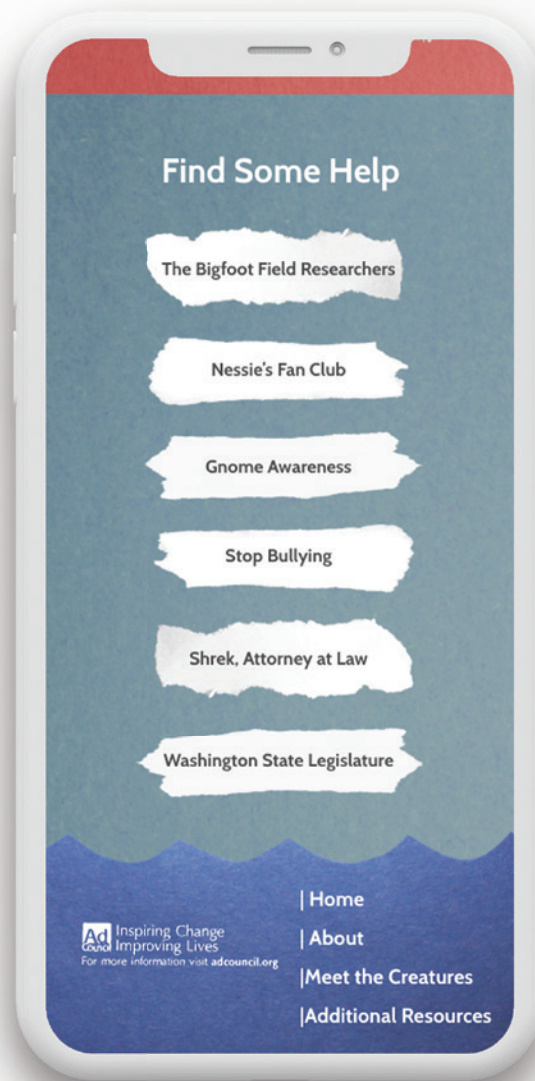
## Meet the Creatures



Name: Remi  
Species: Sasquash  
Habitat: The Forests of Washington  
Age: 7 Tree Rings

All alone in the forest, Remi spends his days quietly strolling through the vast forests of Washington state. He prefers to keep to himself as he's rather a shy Sasquash, he doesn't like to have his picture taken, nor does he like being hunted like an animal.

Find Some Help



## Find Some Help

The Bigfoot Field Researchers

Nessie's Fan Club

Gnome Awareness

Stop Bullying

Shrek, Attorney at Law

Washington State Legislature

 Inspiring Change  
Improving Lives  
For more information visit [adcouncil.org](http://adcouncil.org)

| Home

| About

| Meet the Creatures

| Additional Resources

Don't Ness with me

Ad  
Council



WE WON'T TAKE  
GNOMORE

Ad  
Council

Savon is a new French inspired  
typeface. The look is classic  
and clean, just like its name,  
which is Français for **soap**.



# Savon Typeface

## Font design

I have long had a love of French culture. As I was listening to Édith Piaf during my Handlettering and Font design course, I was inspired to create a font inspired by early 1900s French advertisements for soap. Its from there that I got the name 'Savon' which means soap in French.

Savon is a condensed serif. It has a very high x-height and has both high and low crossbars.

There are only two widths of line for the entire font and most letters are identical in size.

Since the name was so fitting, I created a line of bar hand soaps from the letters. I combined watercolor backgrounds and vintage drawings of women and flowers with my letters to created a feminine and soft design for mon savon pour ses mains.



a b c d e f g h  
i j k l m n o p q  
r s t u v w x y z









Evolve KY is Kentucky's  
eclectic electric car group.  
They want to spread the news:  
it's time to drive **electric.**



# Evolve KY

## Illustration, Identity, Social Media

### Team Members

Susan Pallmann

Sean Riley

Ash Stone

Taylor Shaw

Maddie Kapfhammer

Evolve KY is a Louisville based electric vehicle group dedicated to driving awareness about electric vehicles in the community. Their members range from environmentally conscious drivers to tech-loving Tesla owners. They also have an adopt-a-charger program where they work with local businesses to install free to use EV chargers in the area

As part of this project, our team was tasked with updating their look, including introducing

some new branding, building a new website, and providing them with new print materials and more. I was the organizer for the group and acted as communication between the client and the team, as well as created a social media guide and plan for Evolve to follow to manage their various platforms. I also did some of the illustrations and designed several of the pieces like signs and the member badge.



Original Logo



Additional Mark



### Spacing

When using the logo, be sure to allow for an appropriate amount of negative space surrounding each mark to ensure that it maintains enough visual weight. To help judge this negative space, consider using the "KY" from the longer word mark and the uppercase "E" from the additional mark as rough measurements for negative space.



### Layering

When using the logo on top of other brand colors, be sure to consider the above guide for the most appropriate way to layer these elements. Note that the mark should never appear in any color but the original brand blue and white. This allows for the highest contrast and visual presence.

## Characters



## Vehicles



## Supporting Elements



### Illustration & Usage


The brand illustrations are meant to be energetic and colorful, so use them accordingly. For the best possible outcomes, consider the colors used in the illustrations themselves and how they might interact with a given background color. These illustrations make up much of the visual identity of the brand, so it is imperative that these remain at their highest quality.

## branded for life

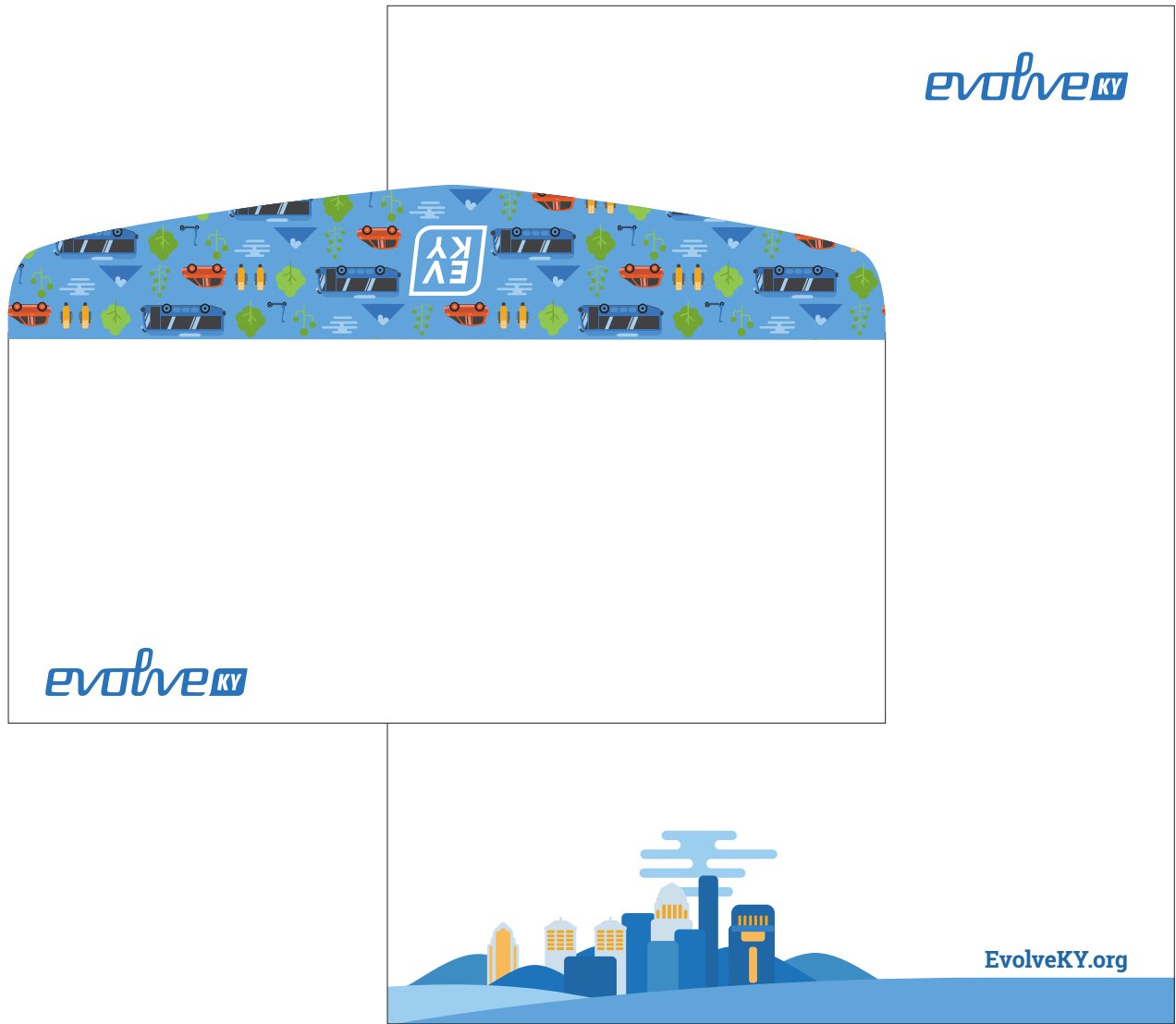
As we passed over our work to Evolve, we made sure to give them a detailed Brand Standards Guide. This way they can stay on brand with their new look. Inside was rules on the logo and mark, color, type, and illustrations.

**John Smith**  
 Title  
 JohnS@EvolveKY.org  
 502.123.4567

Evolve KY  
 P.O. Box 22055  
 Louisville, KY 40252  
 www.EvolveKY.org




**evolve** KY  
 EvolveKY.org



**evolve** KY

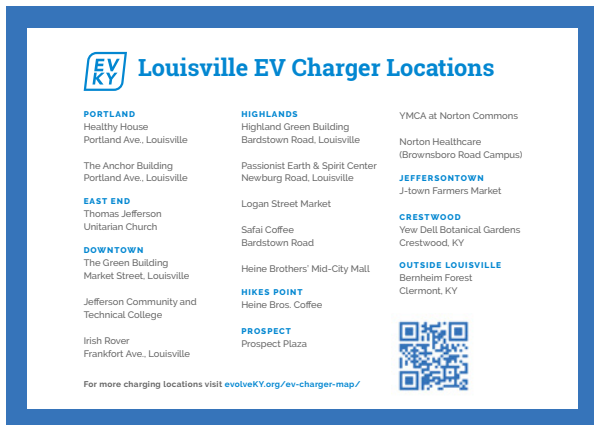
**evolve** KY  
 EvolveKY.org

**EvolveKY.org**



**EV KY Louisville EV Charger Locations**


Prospect Plaza, YMCA Norton Commons, Norton Healthcare, Thomas Jefferson Unitarian Church, The Anchor Building, Healthy House, The Green Building, The Irish Rover, Logan Street Market, The Highland Green Building, Safai Coffee Shop, Heine Brothers' Mid-City Mall, Passionist Earth & Spirit Center, Heine Brothers' Hikes Point, J-Town Farmer's Market.



**EV KY Louisville EV Charger Locations**

<b>PORTLAND</b> Healthy House Portland Ave., Louisville	<b>HIGHLANDS</b> Highland Green Building Bardstown Road, Louisville	YMCA at Norton Commons Norton Healthcare (Brownsboro Road Campus)
The Anchor Building Portland Ave., Louisville	Passionist Earth & Spirit Center Newburg Road, Louisville	<b>JEFFERSONSTOWN</b> J-town Farmers Market
<b>EAST END</b> Thomas Jefferson Unitarian Church	Logan Street Market	<b>CRESTWOOD</b> Yew Dell Botanical Gardens Crestwood, KY
<b>DOWNTOWN</b> The Green Building Market Street, Louisville	Safai Coffee Bardstown Road	<b>OUTSIDE LOUISVILLE</b> Bernheim Forest Clermont, KY
Jefferson Community and Technical College	<b>HIKES POINT</b> Heine Bros. Coffee	
Irish Rover Frankfort Ave., Louisville	<b>PROSPECT</b> Prospect Plaza	

For more charging locations visit [evolveky.org/ev-charger-map/](http://evolveky.org/ev-charger-map/)



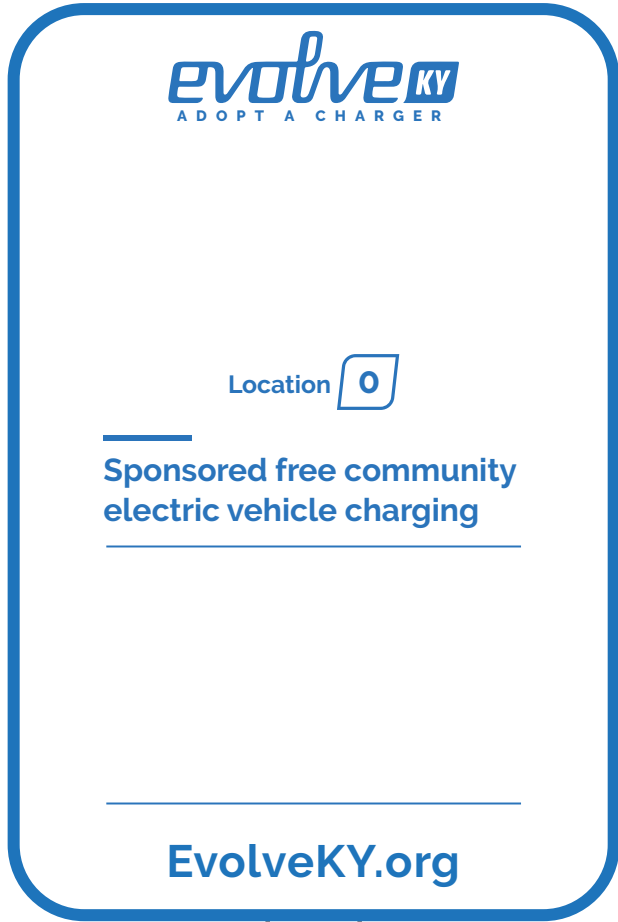
## paper works

We designed Evolve a full stationary set, with a letterhead and envelope. We also created business cards for their leadership. One of the more unique paper pieces we created was the charger location card. There is a map of the most popular chargers, as well as a QR code to the online version.



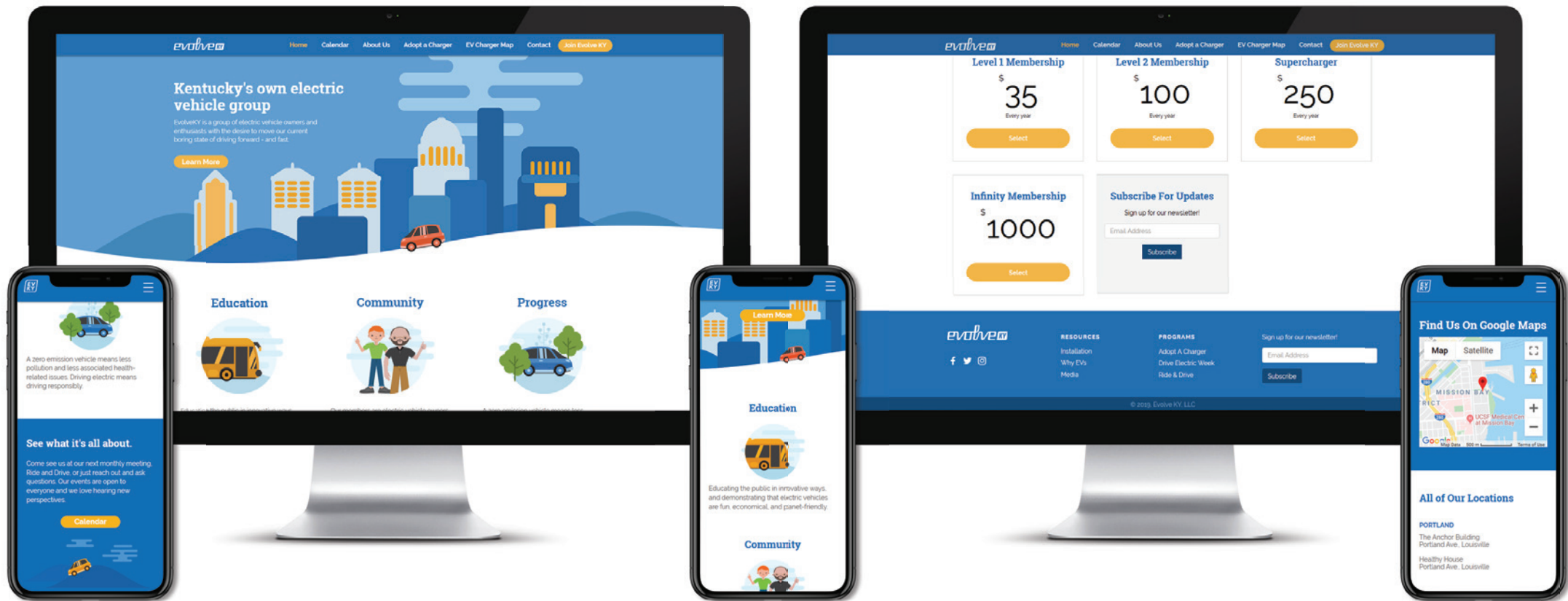
## members only

Every member of Evolve KY gets their very own bamboo member badge. So with our redesign we created a new template for them to use. Both the Evolve logo and their mark are on the badge, as well as some personal information about the member.



**it's a sign**

Through their adopt-a-charger program, Evolve KY puts up free EV chargers all around the state. These parking spots need signage to designate their purpose, along with a parking spot template. Since these chargers are sponsored, they also need a sign to honor the businesses that made it possible



## caught on the web

Before we took over designing for Evolve, they had a very outdated website that didn't match their message. So a major aspect of our rebrand was creating a whole new site. We worked with the client to ensure they could maintain the website we built for them, as well as taking cost into account. In the end Susan did a great job translating our look to web.



Did you know?  
An **Electric Vehicle** can save a family \$800 a year on gas alone.

**EV KY** evolveky.org

**Electric Cars** are 3x more efficient than their gas powered counterparts.

**EV KY** evolveky.org

The Average **Electric Car** can travel 100 miles on a single charge.

**EV KY** evolveky.org

Did you know?  
An **Electric Vehicle** costs half as much to drive as a gas powered car.

**EV KY** evolveky.org



## how to be an influencer

I created a social media guide for Evolve to help them stay on message with their social media posts. I want to introduce color blocking to their feed. I also created various templates for them to post with on Instagram, including fun illustration posts and blank Instagram story posts.



This book was printed on a Canon imagePRESS C850 at UofL Print and Mail Services, with the printing costs underwritten by Canon Solutions America.