

# Lily Peterson

Graphic Designer  
Portfolio

Hello! My name is Lily Peterson, I am a graphic designer specializing in branding and identity. While attending the Savannah College of Art and Design (SCAD), I learned a great deal about the field of graphic design as well as business. I have been freelancing since high school and have gained a wealth of experience. Below are just a few pieces that I have designed, enjoy!

## Works

1. **Six Two Design**
2. **Sun in my Belly Rebrand**
3. **Charlie Smith Design Premium Book**
4. **Recovery is Possible Campaign**
5. **Appearing Athletic Exhibition**
6. **Aid App**
7. **Destination Magazine**
8. **Dollar General Rebrand**
9. **Visit Saint Lucia**

## Six Two Design Design Narrative

This portfolio piece is a stationery identity branding project for Six Two Design, Inc. The design firm is their own business (created for the purpose of a project). The project consists of logo design, stationery design and layouts, and designing forms such as invoices and letterheads. The process for this project was pretty standard, starting with the logo design and then focusing on the stationery and forms followed by the responsive web design.

The logo design was a fun process of sketching and digitizing many ideas and narrowing down to the one chosen. The Six Two numeric logo is a 6 and a 2 in Baskerville font merged over one another. The type logo is just the company name written out also in the Baskerville typeface. For the color scheme on this project, they wanted to keep it very clean and simple so they decided to go with the classic black and white.

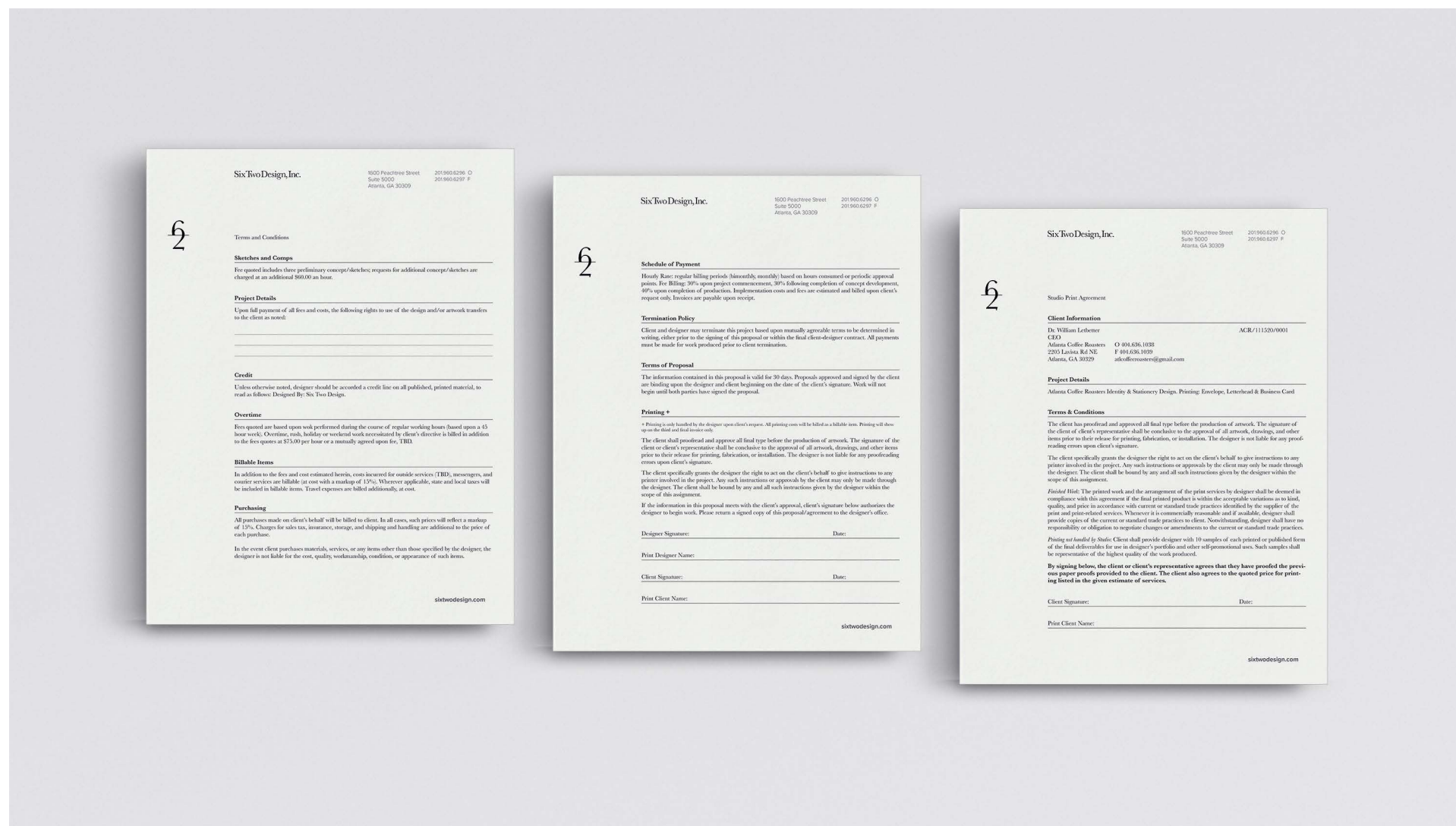
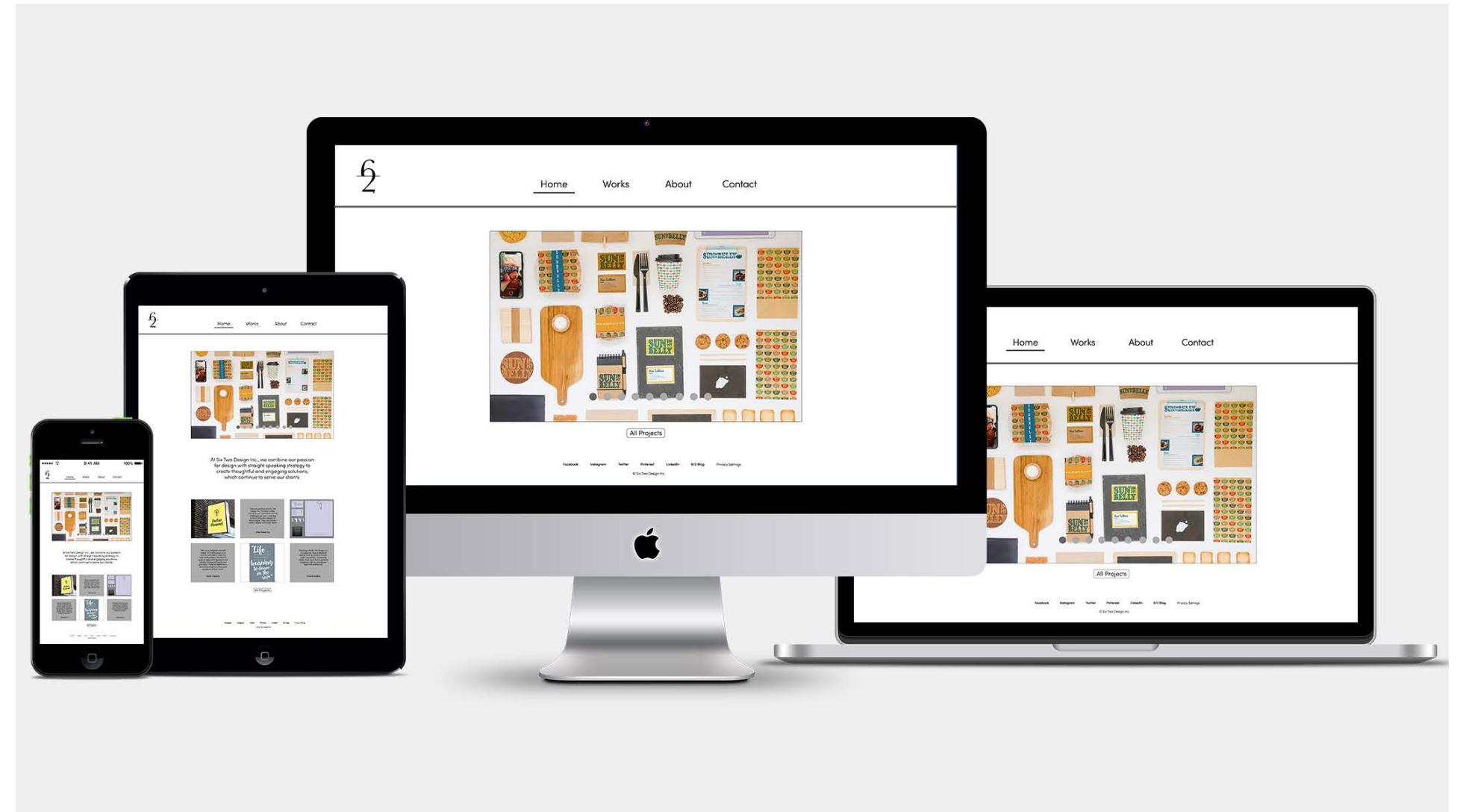
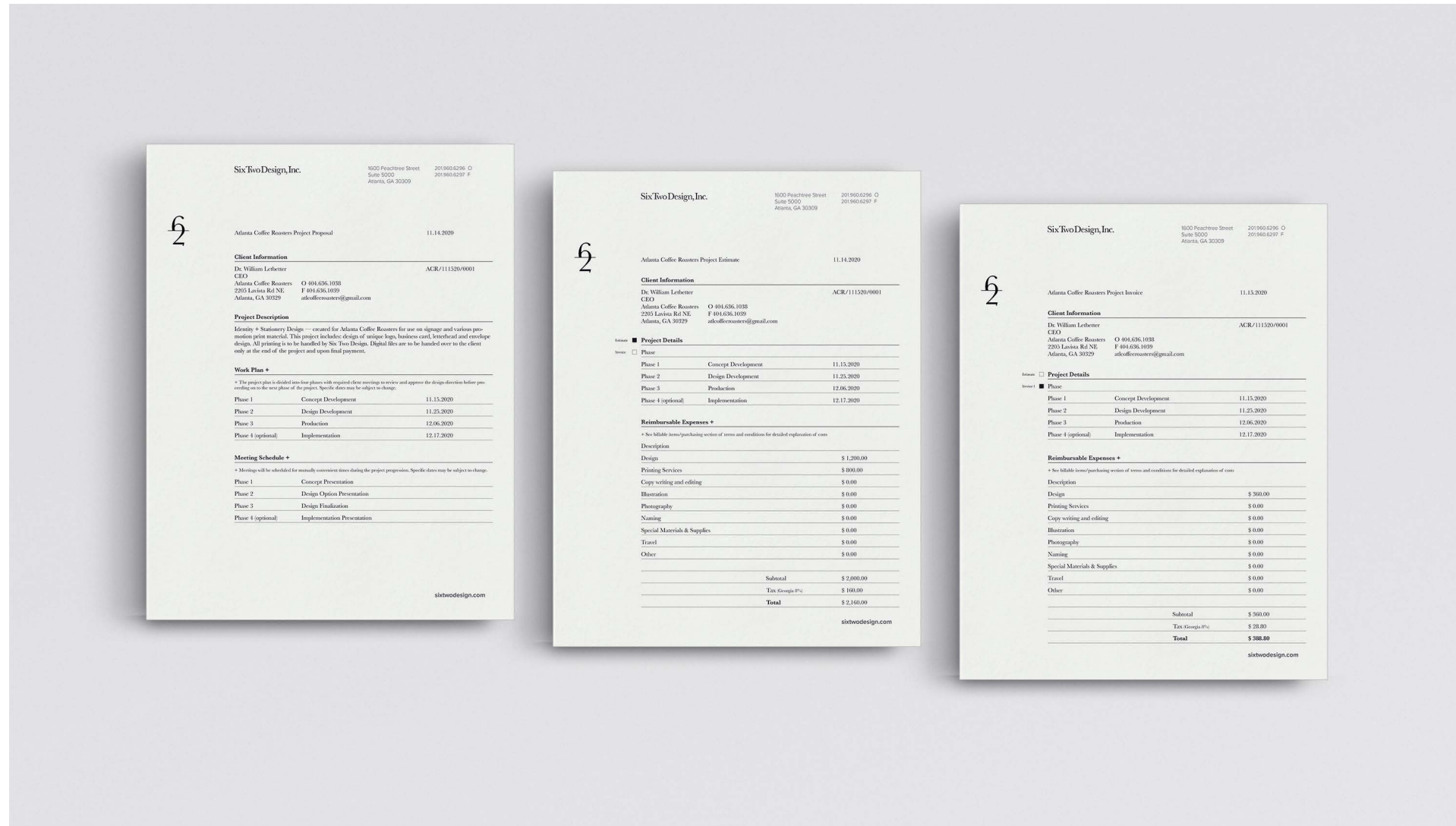
In regard to the stationery and form designs, they all follow a repeating pattern the with the numeric logo on the left of the design, the type logo on the top followed by the contact information and then the content below.

## Stationery Design

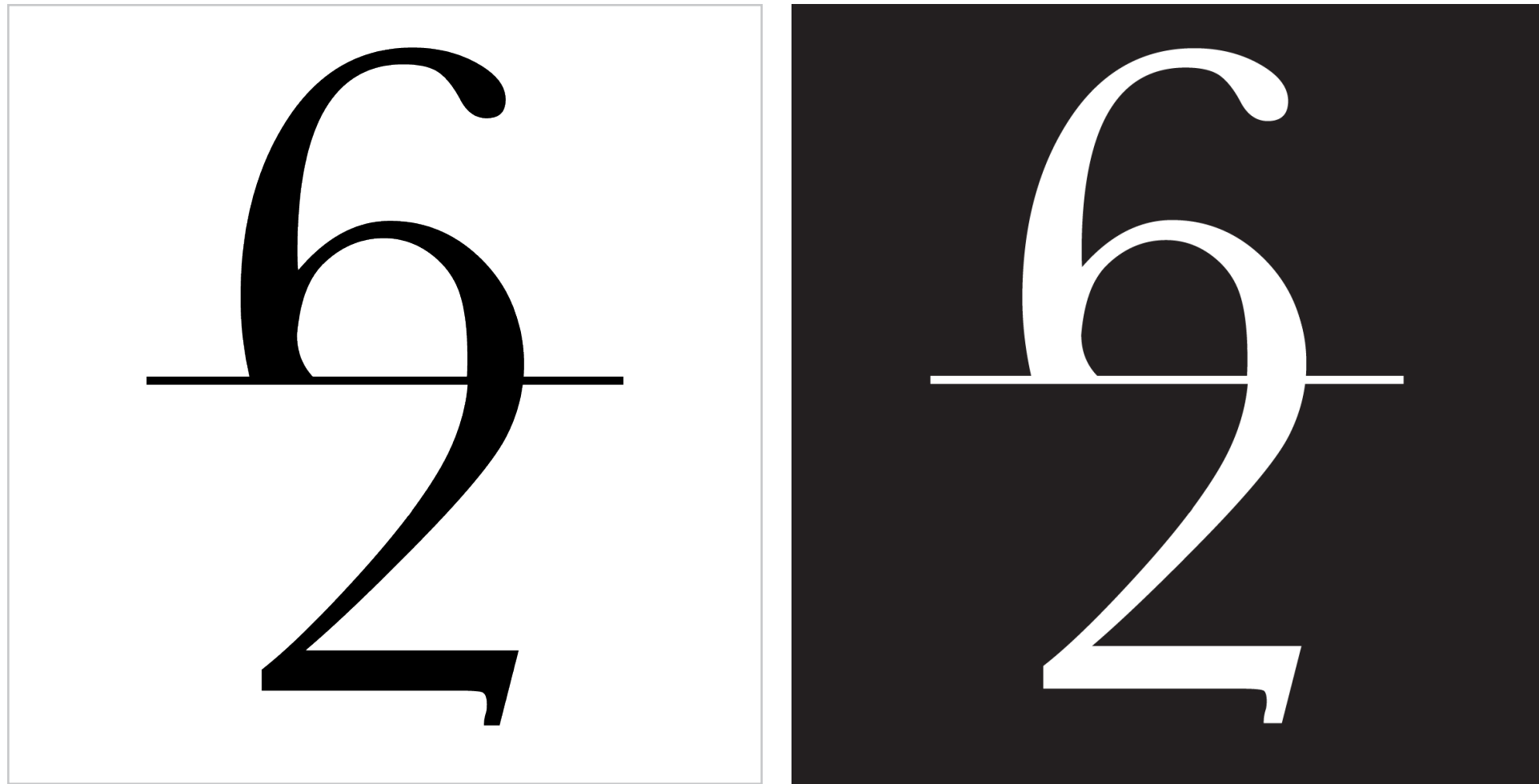


# Forms

# Responsive Web Mock-up



Logos



Six Two Design, Inc.

Promotional Products

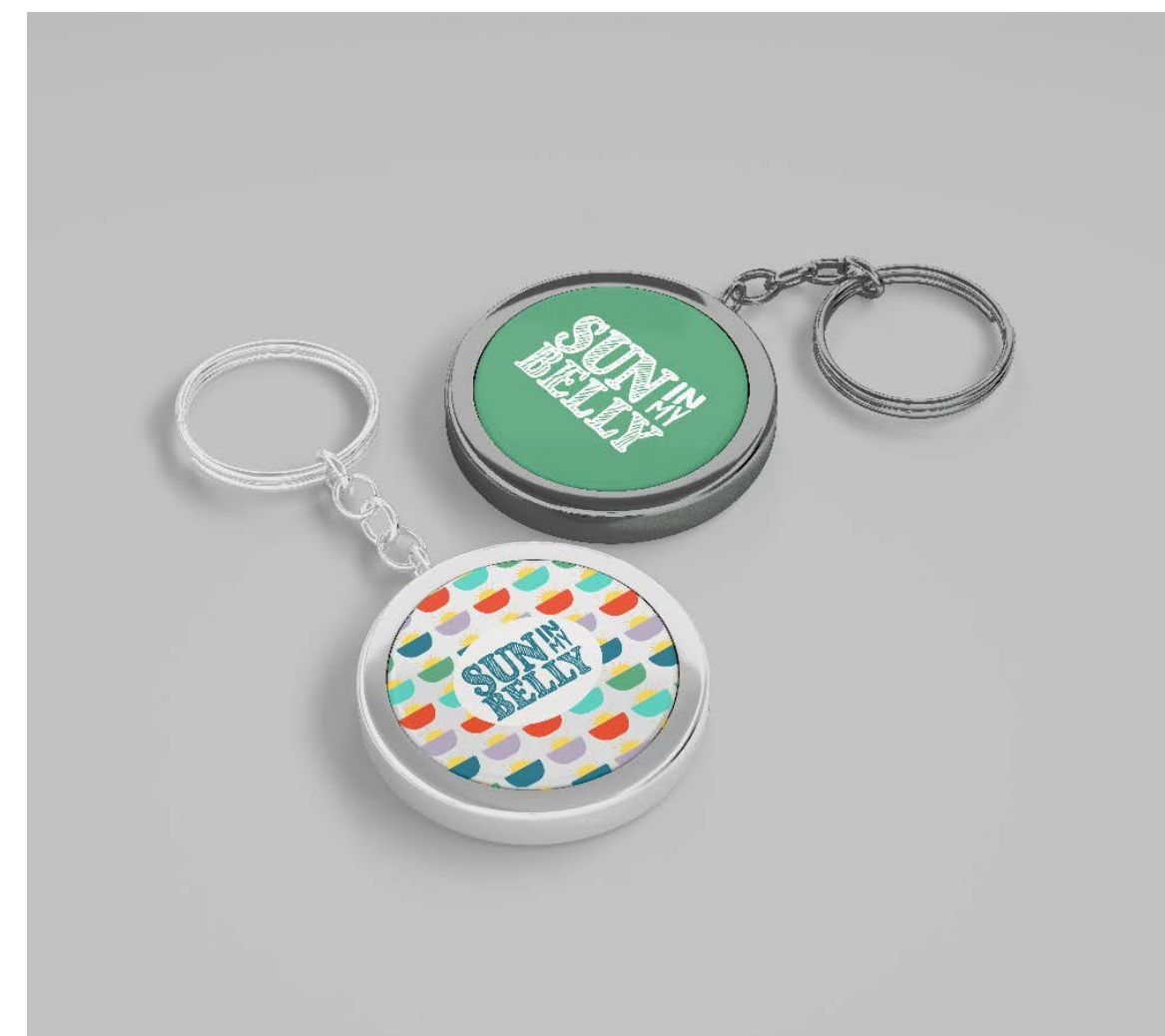




### Stationery



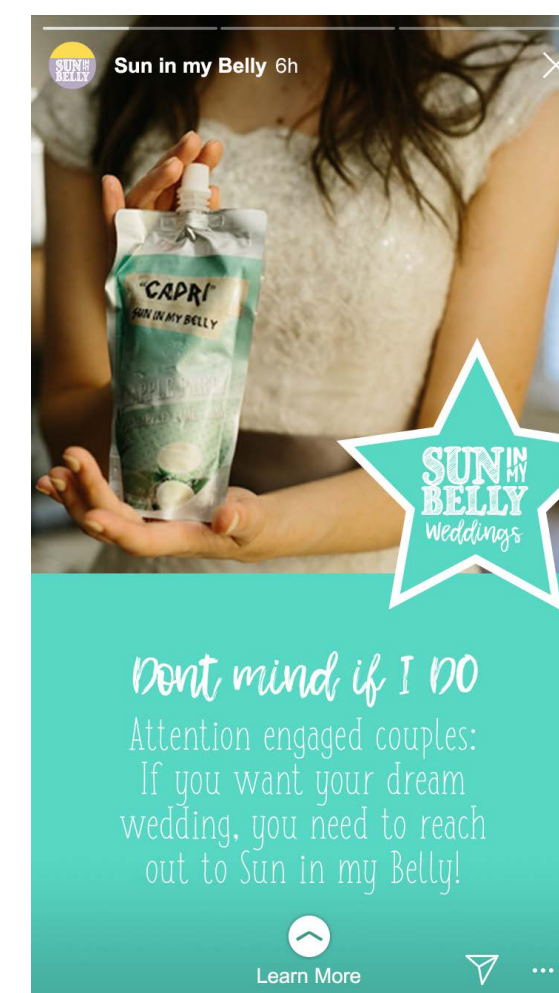
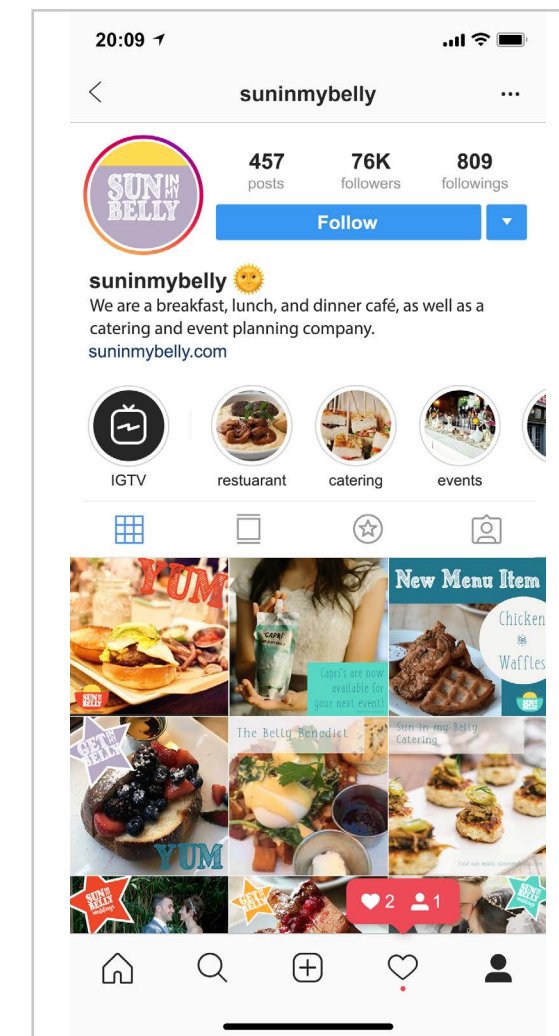
### Promotional Products



## Promotional Products (cont.)

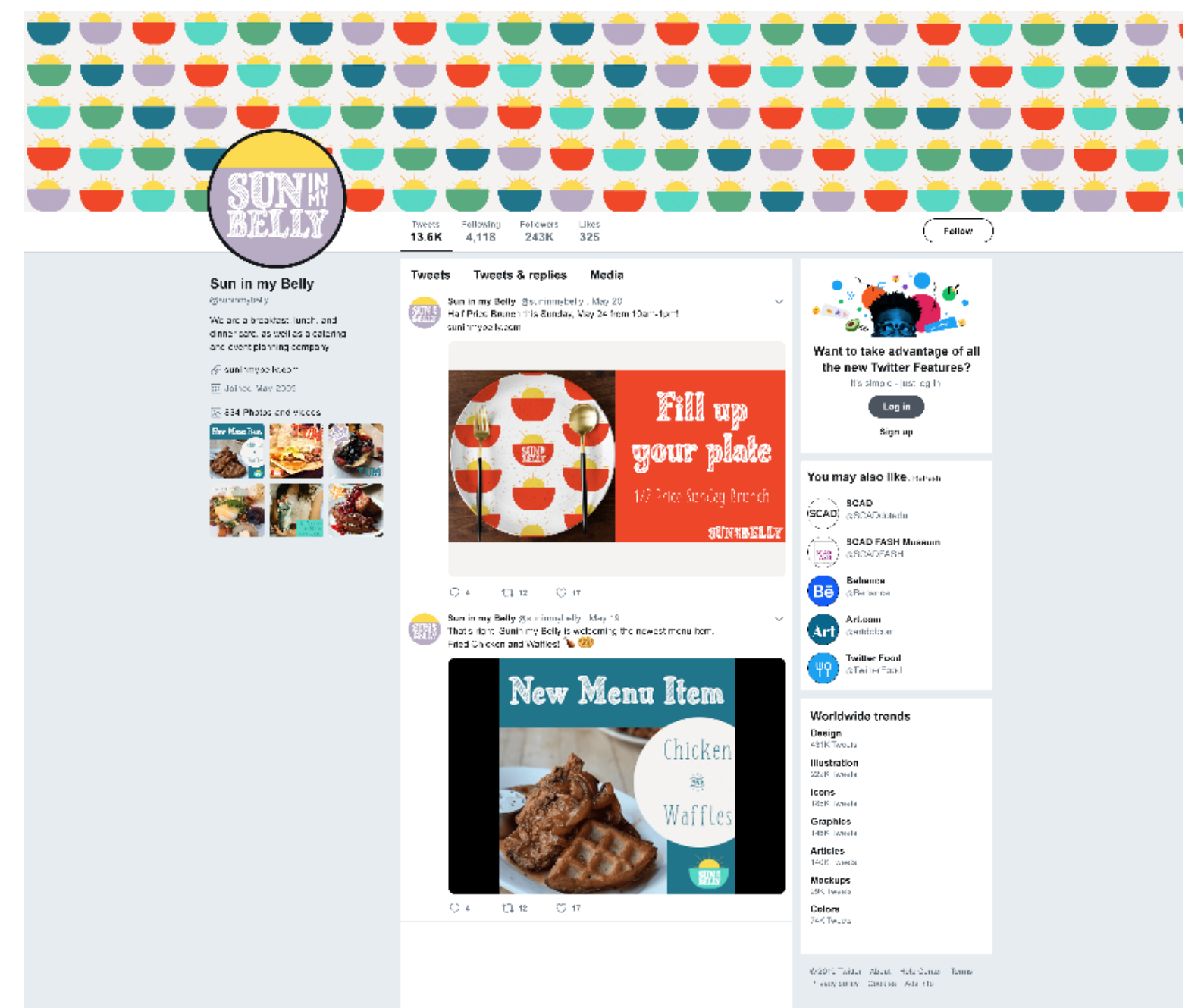
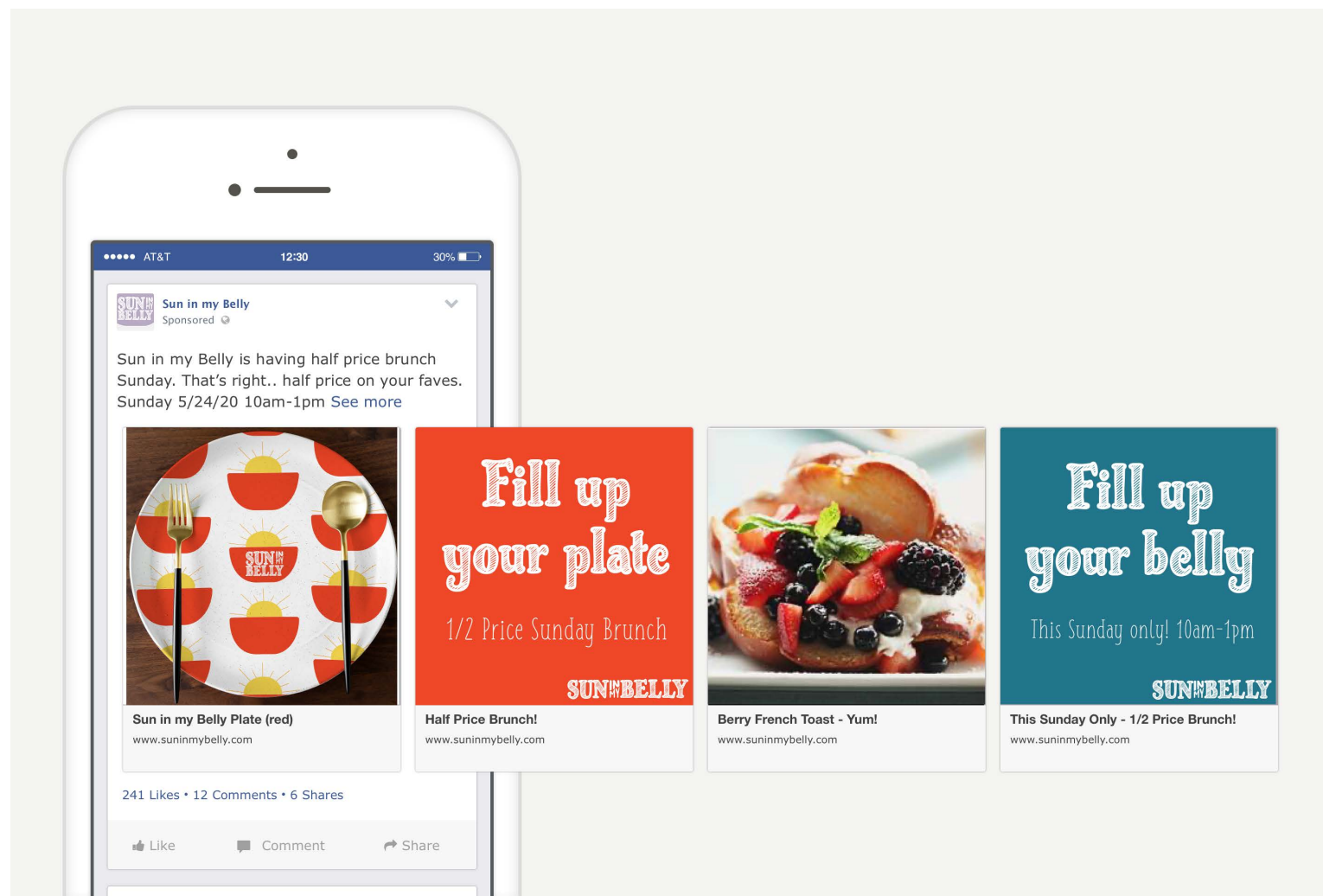
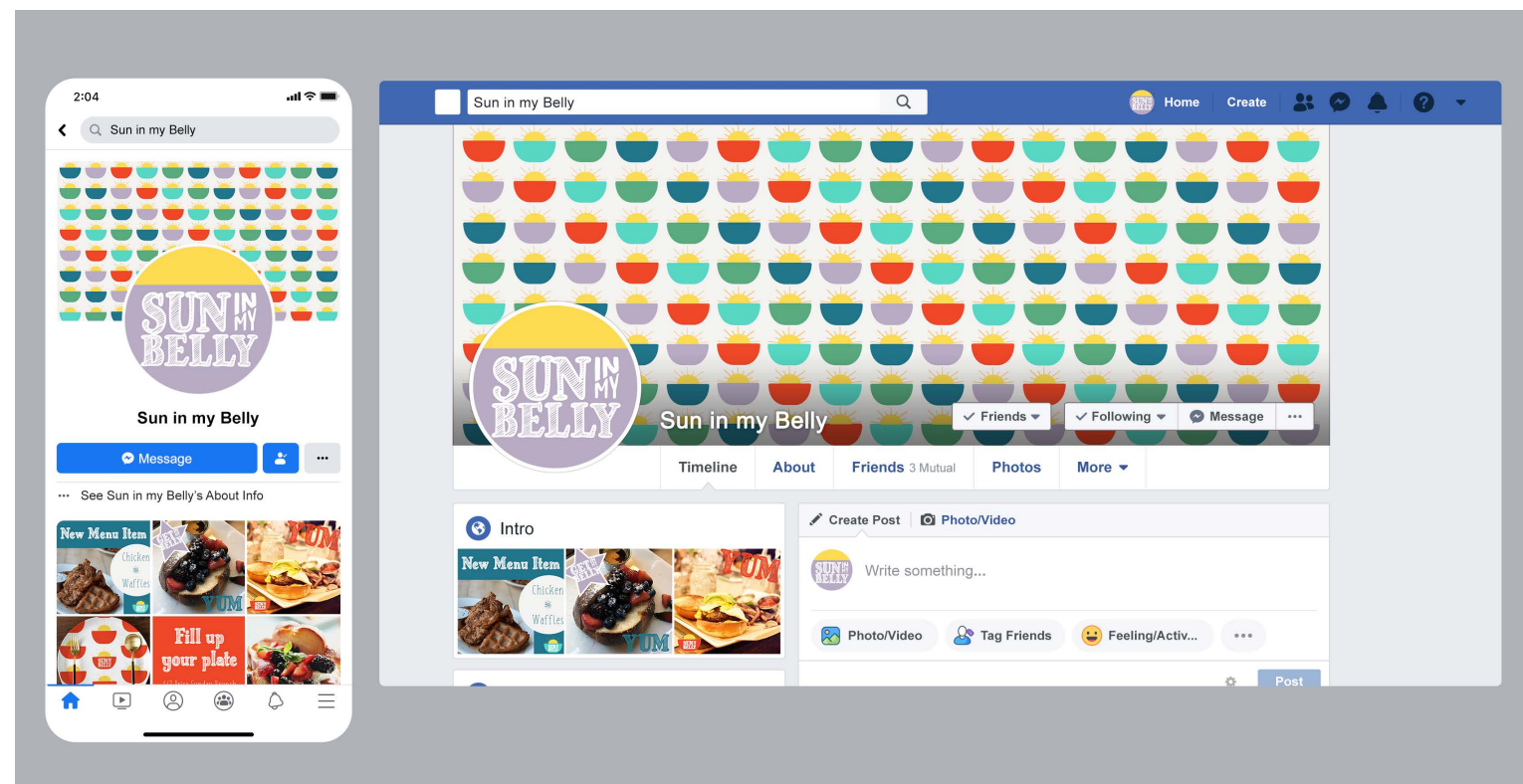


## Digital Products

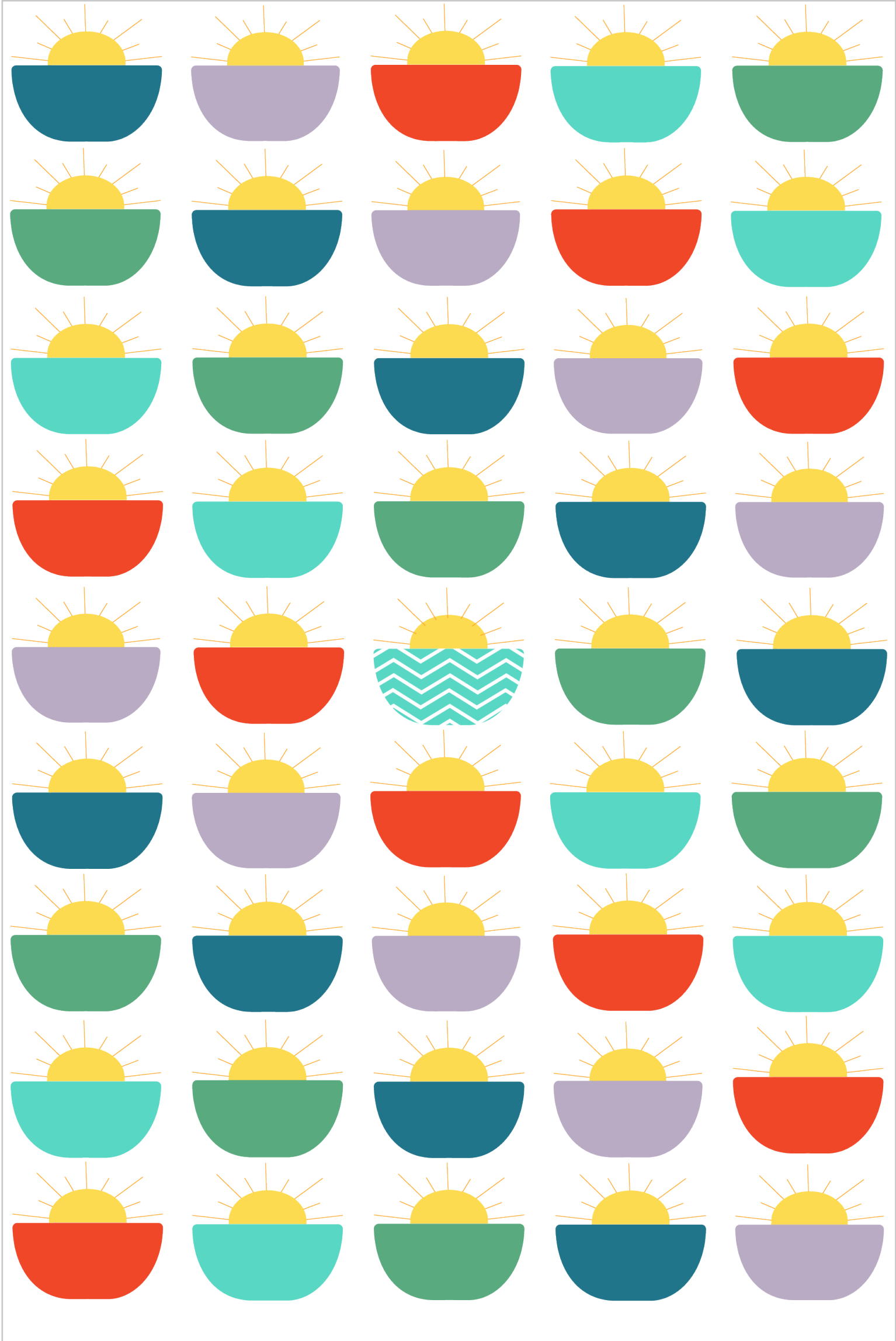




# Digital Products (cont.)



Logos & Patterns



## Charlie Smith Design Book Design Narrative

The purpose of this project was to create a book for a design. This book showcases the best works of the company, displays their current clients and talks about the background of the company and employees. They chose a London, England based company called Charlie Smith Design.

This is a smaller company with a tight knit team of designers. The owner Charlie Smith is a former designer at Pentagram. She has many years of knowledge in the field of design and she gained many clients by producing great work.

The main principle of the company is collaboration. For each project that they design, there are always two or more people collaborating. By working together, the team of designers ensures that each project is tirelessly worked on and that the art is the best work that can be produced. In this book there are many examples of design, some include stationery and others digital.

For the design of the book, they wanted to stay with their company style which is in gray scale. They use a modern sans serif typeface. The Peep is the name of their blog which goes against the company style. It is bright

and fun. The blog uses different eyes as a bit of personality for their page. By showcasing the brilliant works by Charlie Smith Design, they keep their clients and gain more. Of course, getting new clients brings in more money to the company. Since this business continuously puts out new work, new books should be put out every few years. This is a way for the company to keep showing their art and make some extra money.

## Book Design



## End Pages & Sleeve



## Spreads





## Recovery Is Possible Design Narrative

For this project, the task was to create a social media post for a cause. The chosen cause was addiction in the United States. The main idea behind this work is that addicts are puppets to addiction. The addict must cut the strings to addiction (get help) in order to be released as a puppet.

Since the subject matter is pretty dark, the color scheme is black, gray and white. The text is a basic sans serif font. Even the objects are simplistic. The reasoning for all of the elements being more on the simple side is so that it does not take away from the message of hope, that recovery is possible.

Throughout the series of four Instagram slides, there is another step of the message tackled. To get people engaged with this cause on social media, I created a hashtag (#recoveryispossible).

For additional information, I created a brochure to go along with the Instagram post. This give a more detailed explanation of addiction and recovery.

In addition to the brochure, they created a poster. The concept of the poster is to show all negative words associated with addiction

starting at the top, then “recovery” as the focal point, after recovery all of the words are positive. This shows that there is hope and positivity in recovery. The font used for this poster is a more unique one called “Strangelove Mix.”

## Main Slide



# Instagram Slides


19:30

Instagram

lily Savannah College of Art & Design

1/4

DON'T BE ADDICTION'S PUPPET.



#RECOVERYISPOSSIBLE

Learn More

1,871 Likes

lily #recoveryispossible

3

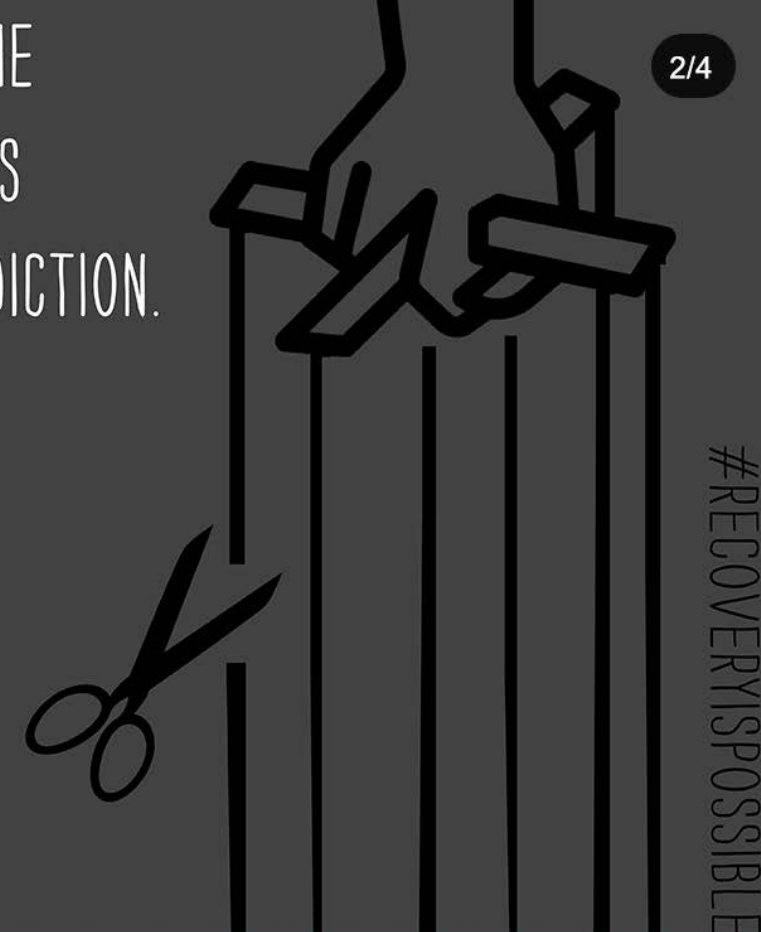
19:30

Instagram

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2/4

CUT THE STRINGS OF ADDICTION.



#RECOVERYISPOSSIBLE

Learn More

1,871 Likes

lily #recoveryispossible

3

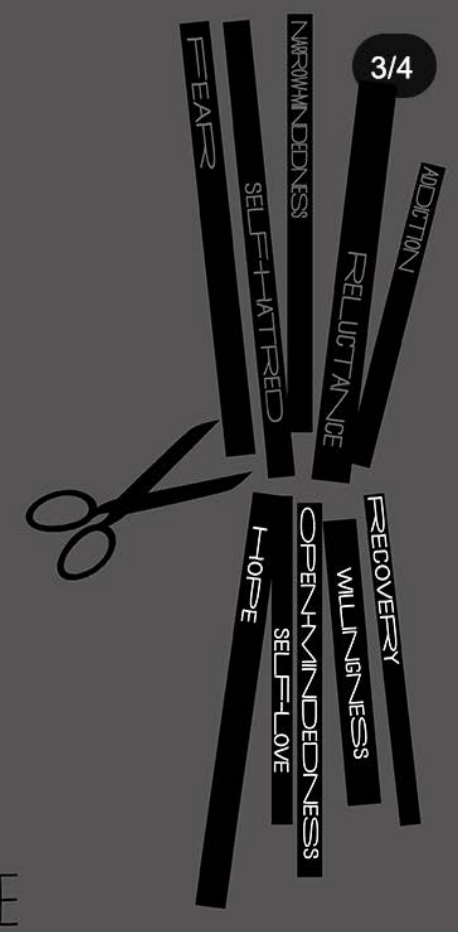
19:30

Instagram

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3/4

DESTROY THE STIGMA. LEARN THE FACTS. RECOVERY IS POSSIBLE FOR ANYONE, ESPECIALLY YOU.



#RECOVERYISPOSSIBLE

Learn More

1,871 Likes

lily #recoveryispossible

3


19:30

Instagram

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4/4

DON'T CONTINUE TO LET ADDICTION CONTROL YOUR LIFE. TAKE ACTION, GET CLEAN. RECOVER.



#RECOVERYISPOSSIBLE

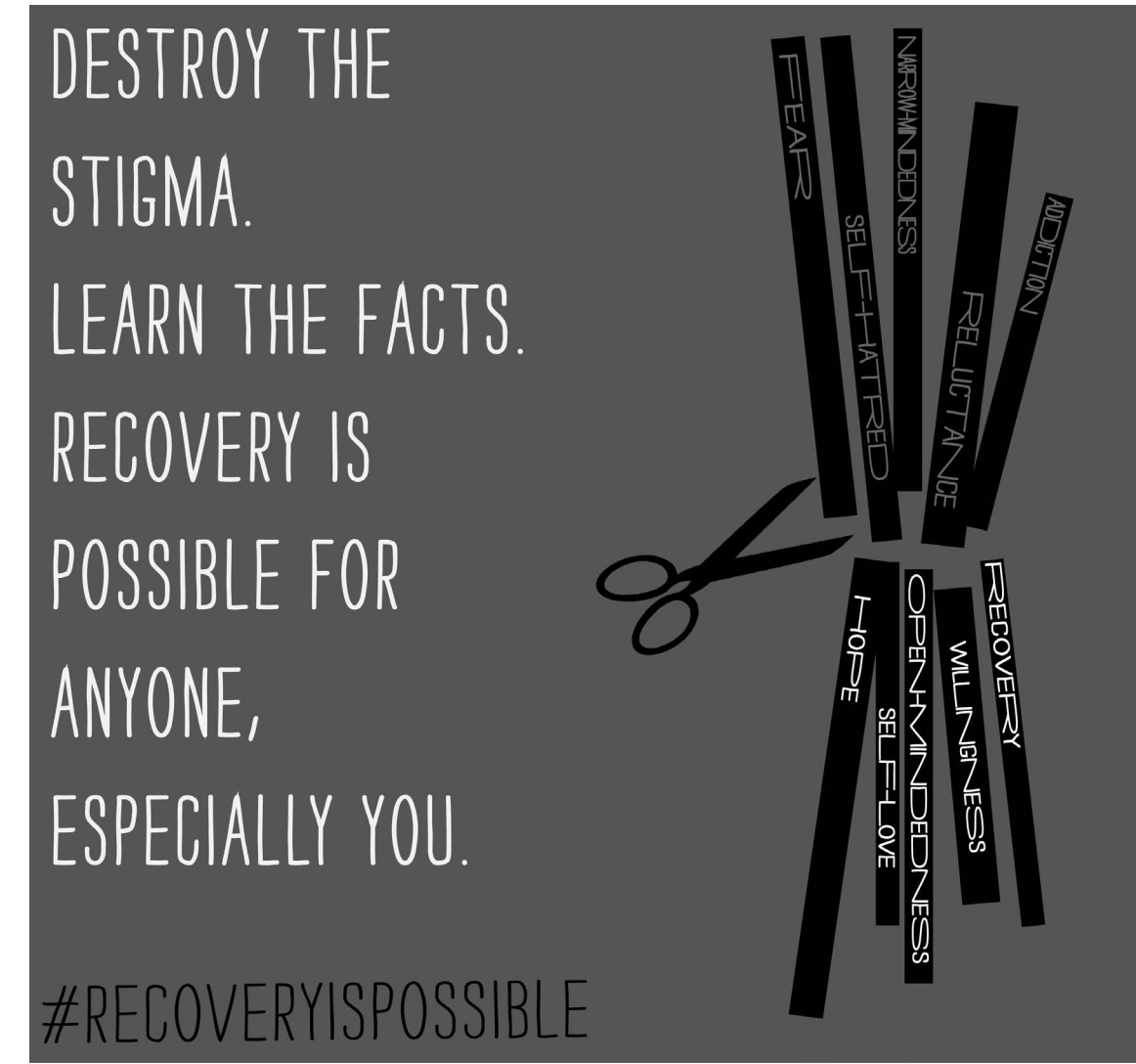
Learn More

1,871 Likes

lily #recoveryispossible

3

Close Ups

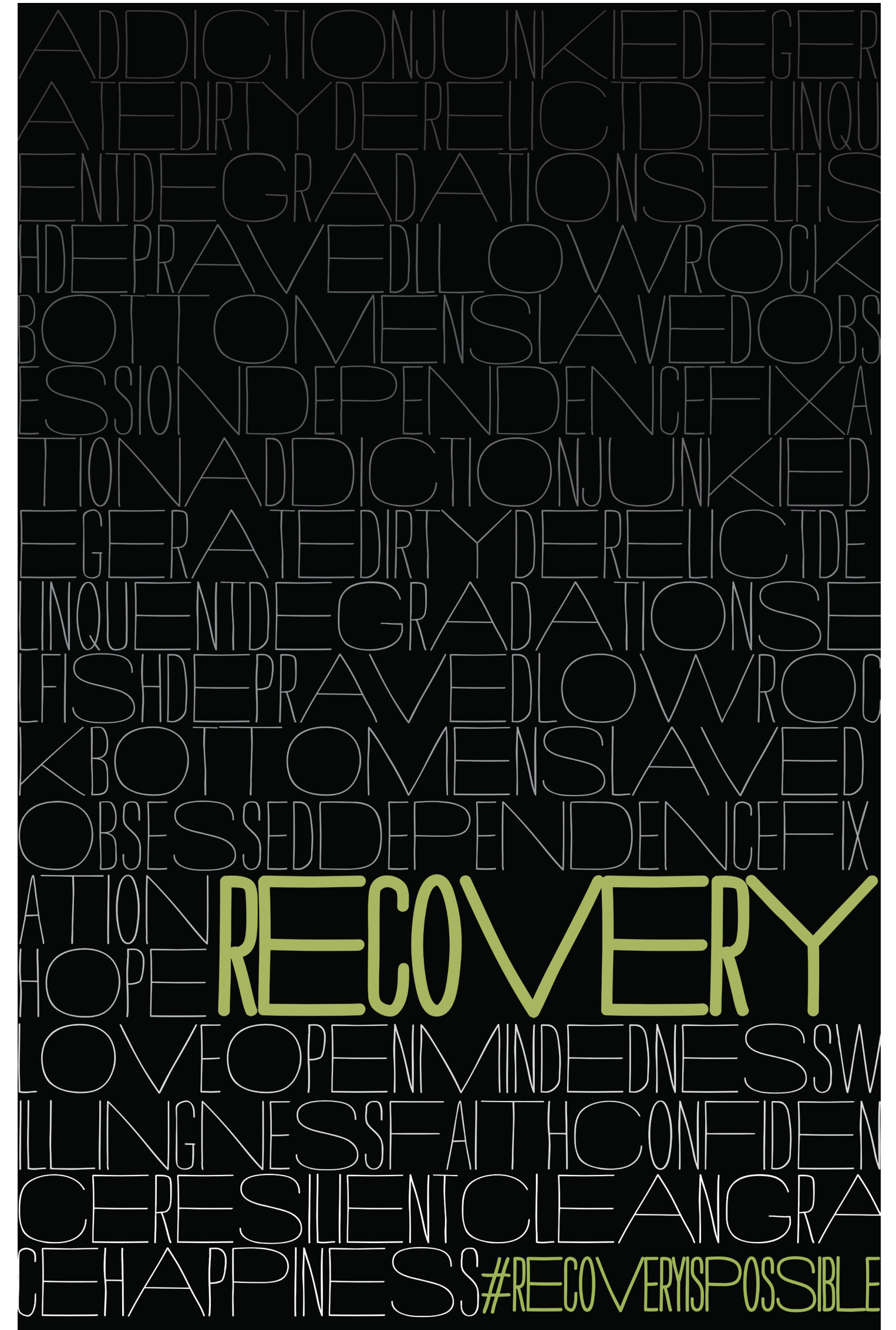




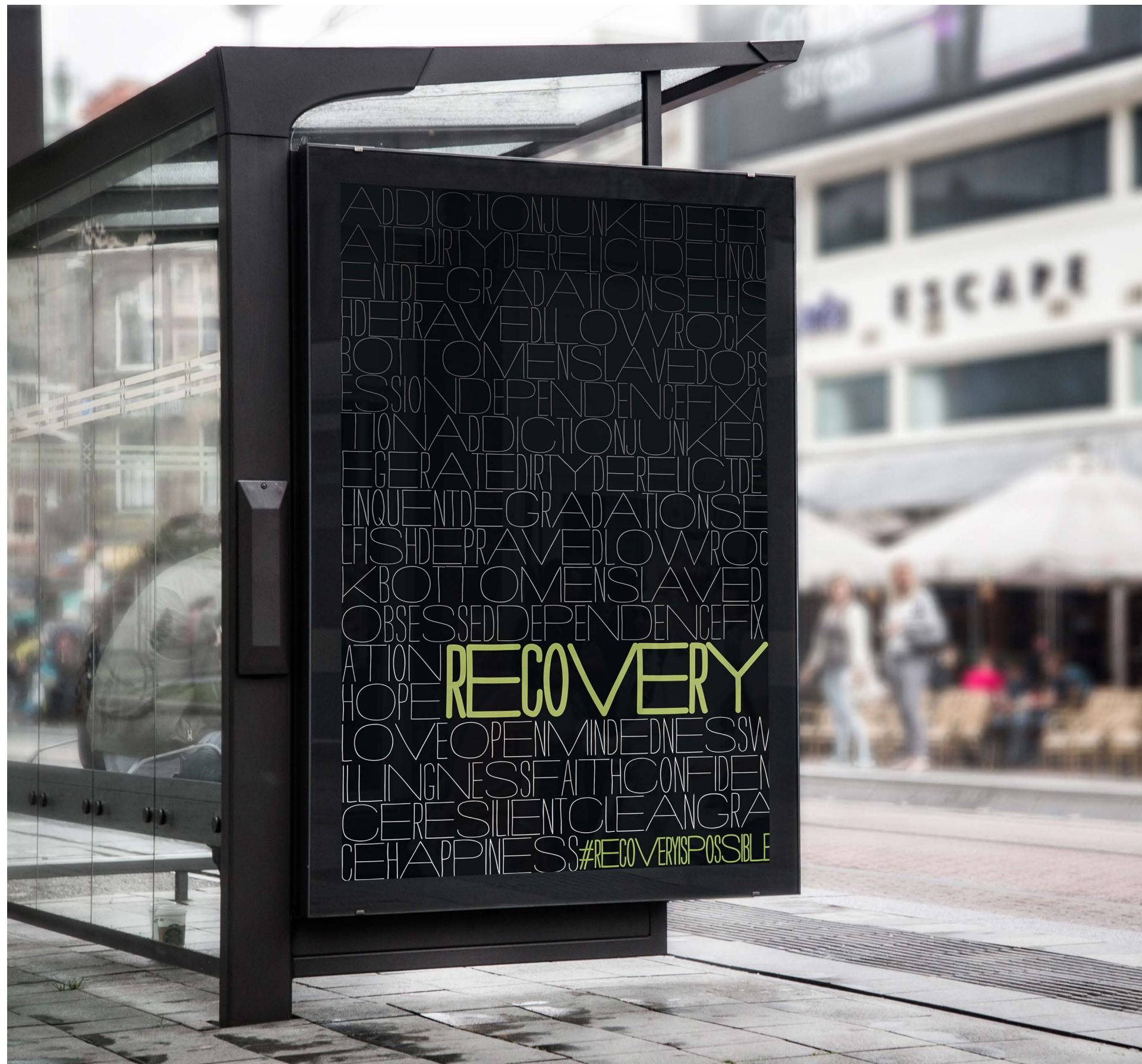
Brochure



Related Poster Design



Transit Shelter



Subway Poster



## Appearing Athletic Design Narrative

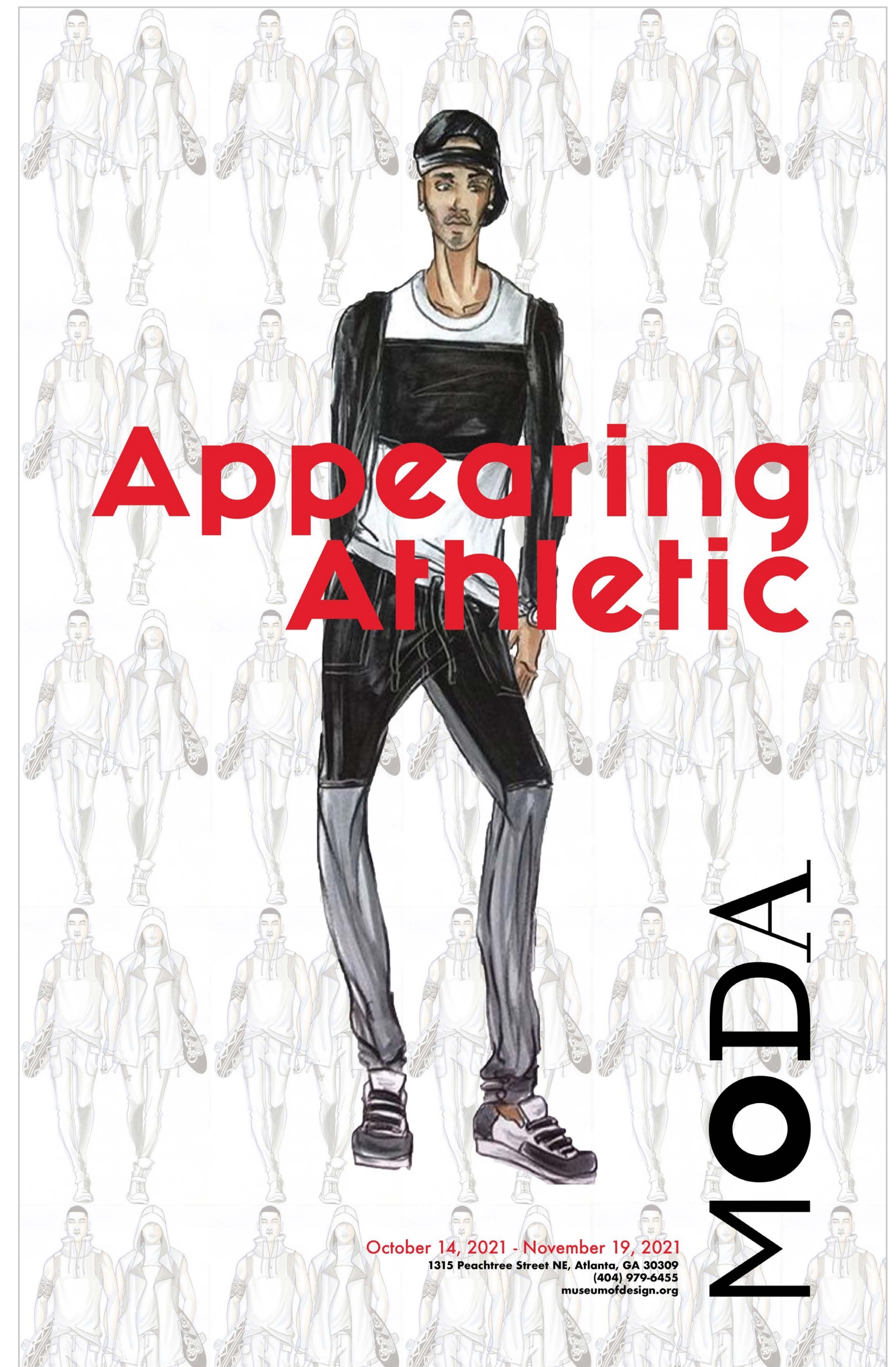
The basis for this project is to design and promote an exhibition at MoDA (Museum of Design Atlanta) about a random topic chosen literally out of a hat. The topic that they picked out was sports uniforms. To make this more fashionable than an exhibit on actual sport uniforms, they adapted this into athletic-style clothing. In a few countries including the United States, “athleisure” clothing is very popular and can be produced by high end fashion companies.

The title of this exhibit is “Appearing Athletic” and showcases athleisure in high fashion. This exhibit displays famous people wearing athleisure clothing. The target audience for this exhibit is 18-30 year olds who enjoy popular culture and fashion.

To add intrigue and increase the admissions on opening night of the exhibition, they created a campaign ran by MoDA and Saint Laurent. This collaboration between the museum and fashion company would give attendees a discount on a Saint Laurent purchase. Additionally, there are multiple take aways for the exhibition given out on opening night. There are also items for purchase in the gift shop.

The gifts given out on opening night consist of MoDA and Saint Laurent branded joggers (for men), leggings (for women), a fanny pack, and a skateboard. The items for sale as the gift shop are a t-shirt, a pin, and a hat.

## Main Exhibit Poster



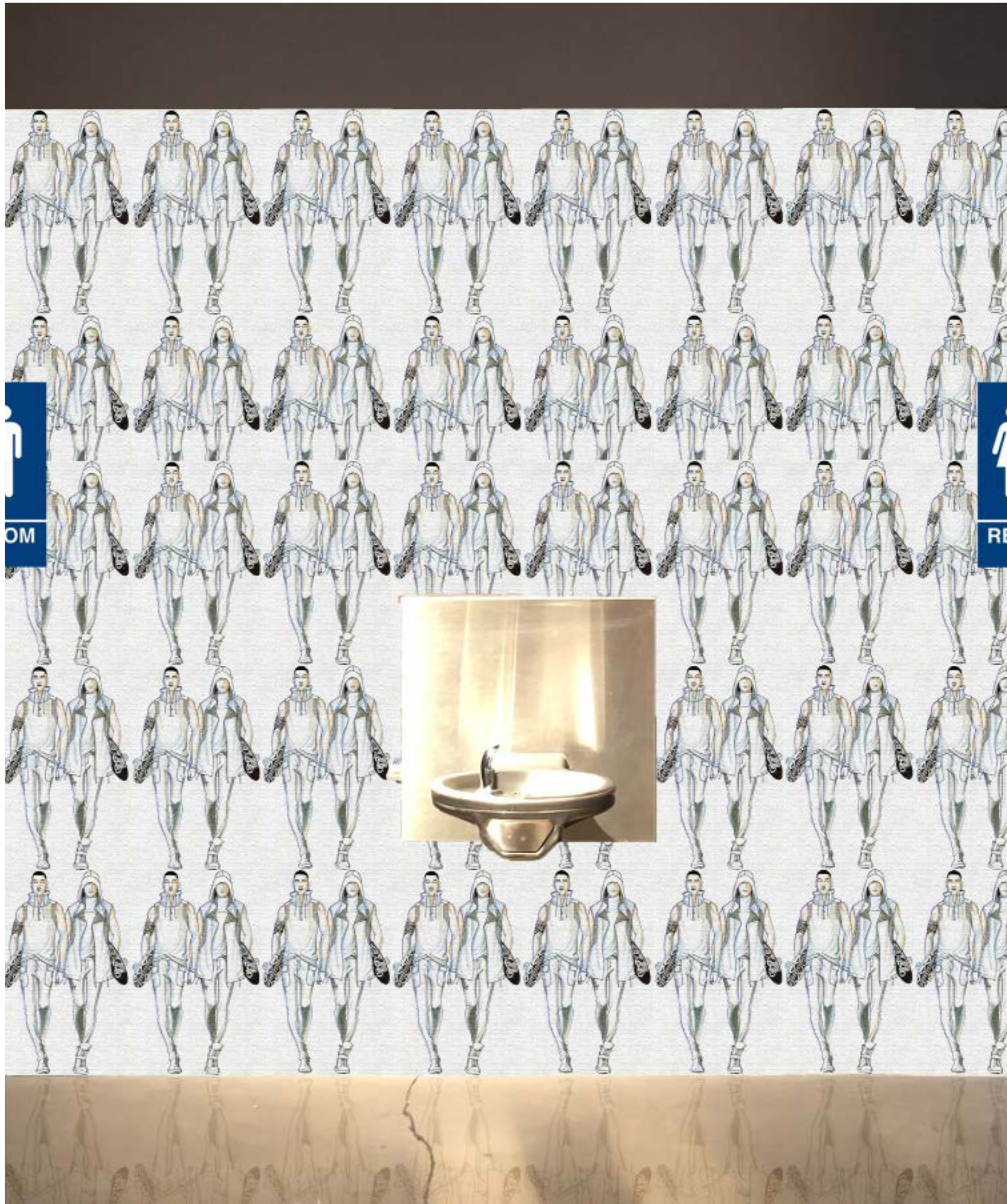
Exterior Advertisement of Exhibit



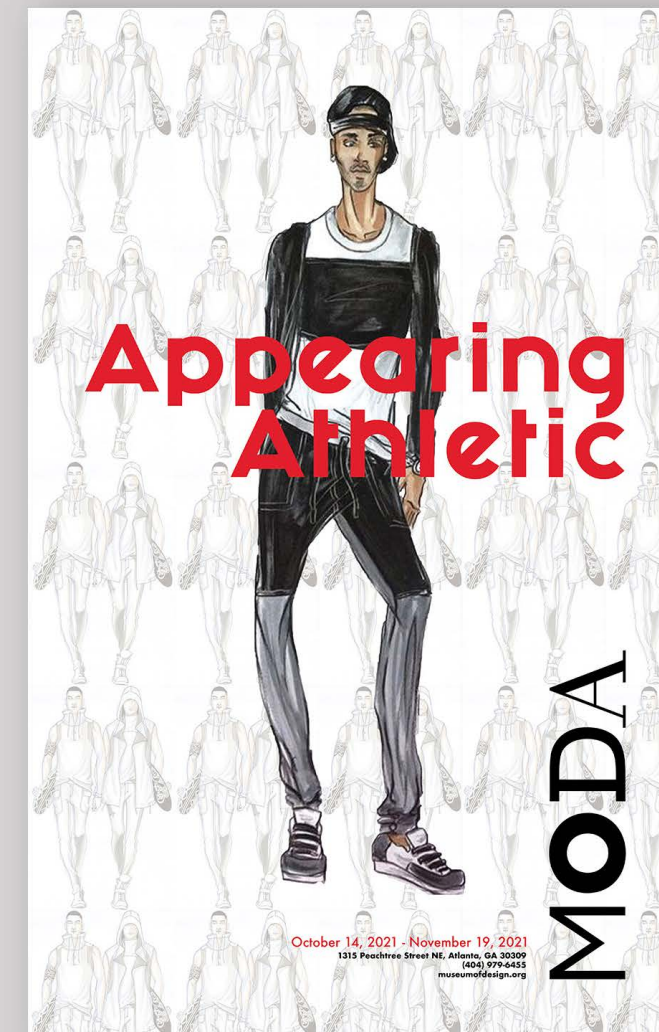
Main Hall



Water Fountain with Exhibit Branding



Thank You Cards



**Thank you for attending the opening night of Appearing Athletic.**

For this exhibition, MoDA teamed up with fashion powerhouse Saint Laurent to give you a night filled with entertainment, fashion, and relaxation. Saint Laurent provided goodie bags in the form of belt bags with some trendy yet comfortable items!

**MODA**  
SAINT LAURENT

Gift Shop Items



Limited Edition MoDA & Saint Laurent Items



Deck Under View

Deck Top View



## Aid App Design Narrative

Aid App is a project they worked on for elderly people. The idea behind the app is that all things needed by elderly people would be in one application, a one-stop shop! Since advanced technology may be difficult for elderly people, they went with a simple design that is legible and has a large font.

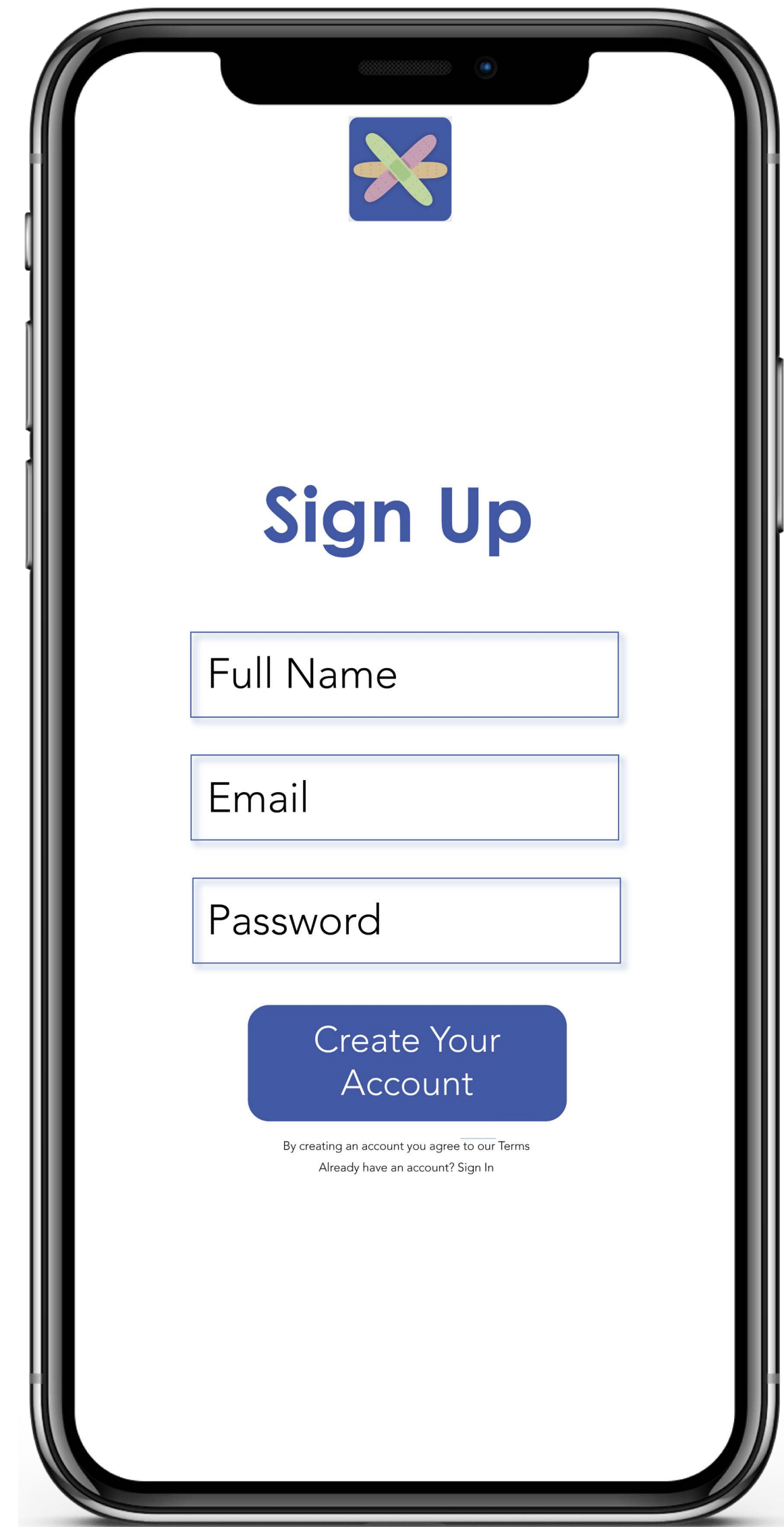
With this application being an all-in-one place, the app includes a daily dashboard with that day's tasks, it also shows upcoming tasks. There is also a reminder for medications. The "Medical I.D." page displays useful information such as the medications they take with pictures, their doctors, how to contact their doctors, and their diagnoses. Having all of this readily available is crucial.

Another feature is medication and grocery delivery. This is extremely useful for the user because they can refill prescriptions and get any food items they need at the same time. The best part is that they don't have to go in person, the items get delivered directly to them. With a shopping feature, of course the user would save their credit card to the account, after the first time they do this it would be there until they remove it.

This would allow for more efficiency from the second use on. In addition to deliveries, the app allows them to pay bills and has reminders for the bills that are approaching.

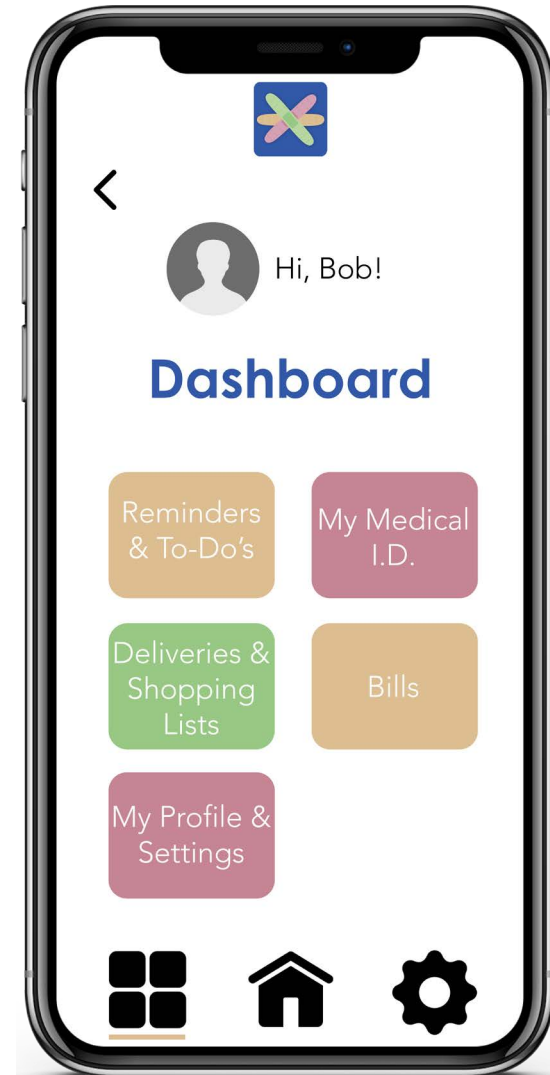
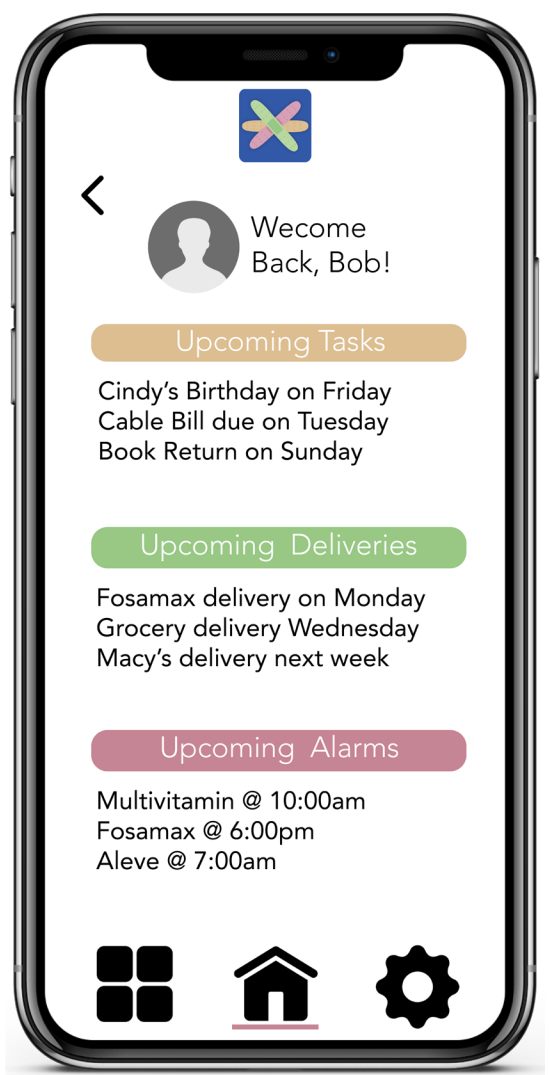
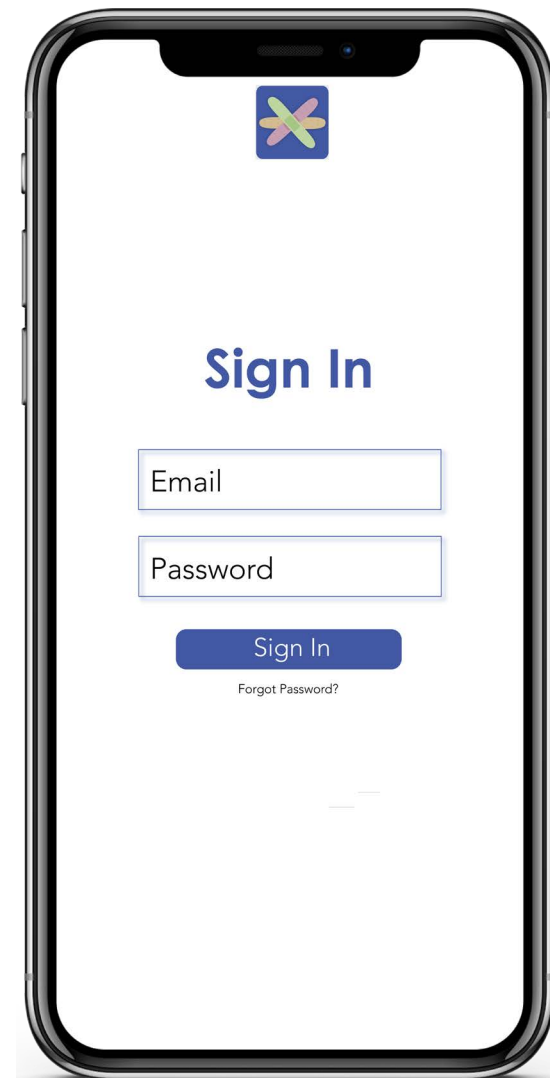
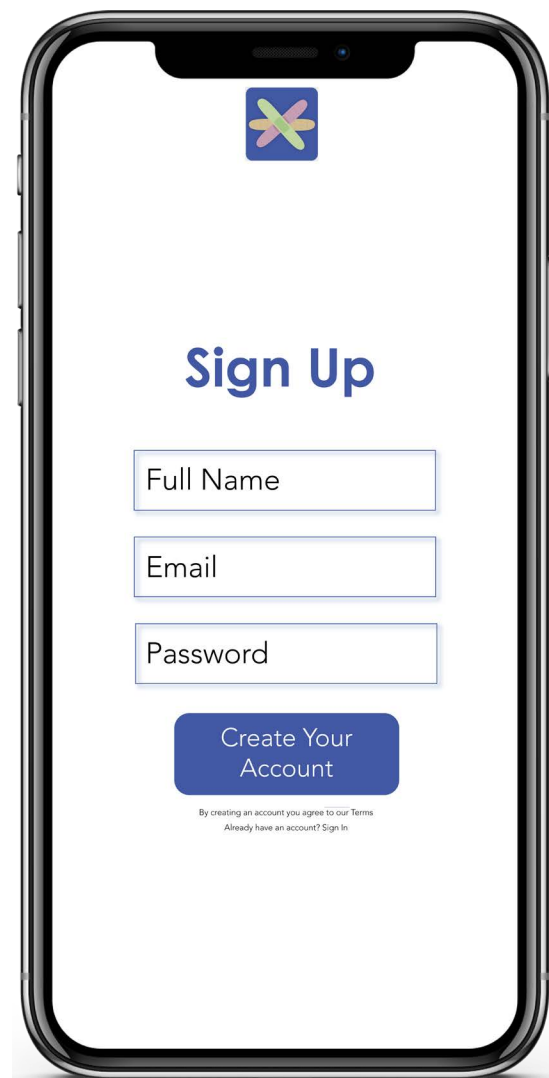
With the Baby Boomer generation getting older, there will be more and more seniors who need this kind of app. Having an application like Aid App readily available would allow the elderly to be self-sufficient and not feel like a burden on their families.

## Main Screen

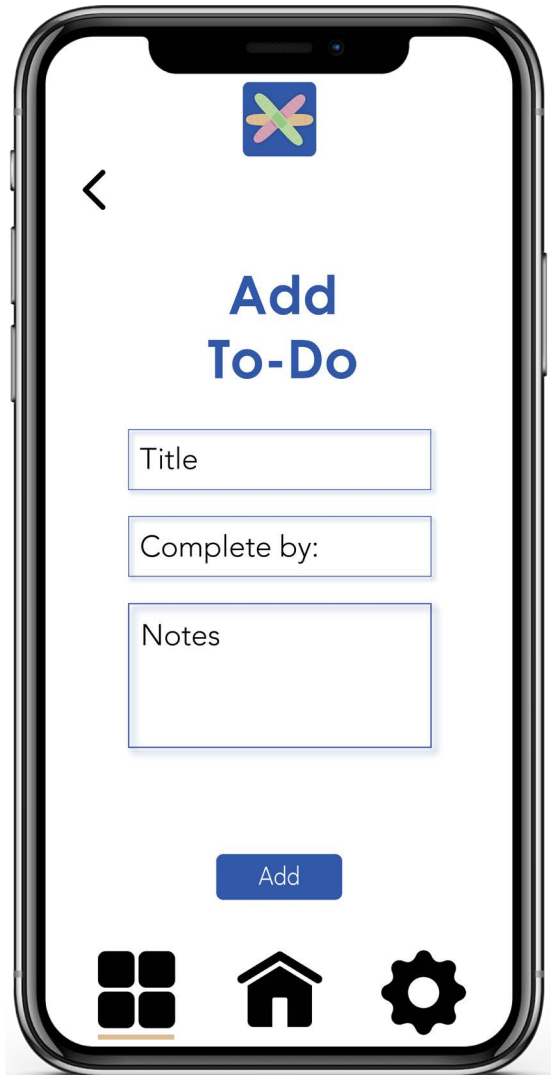
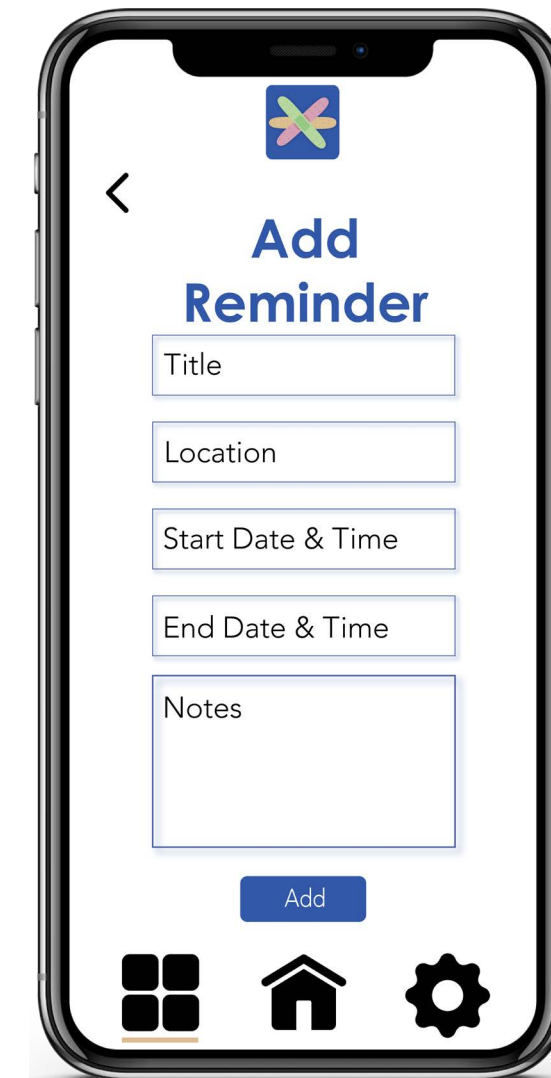
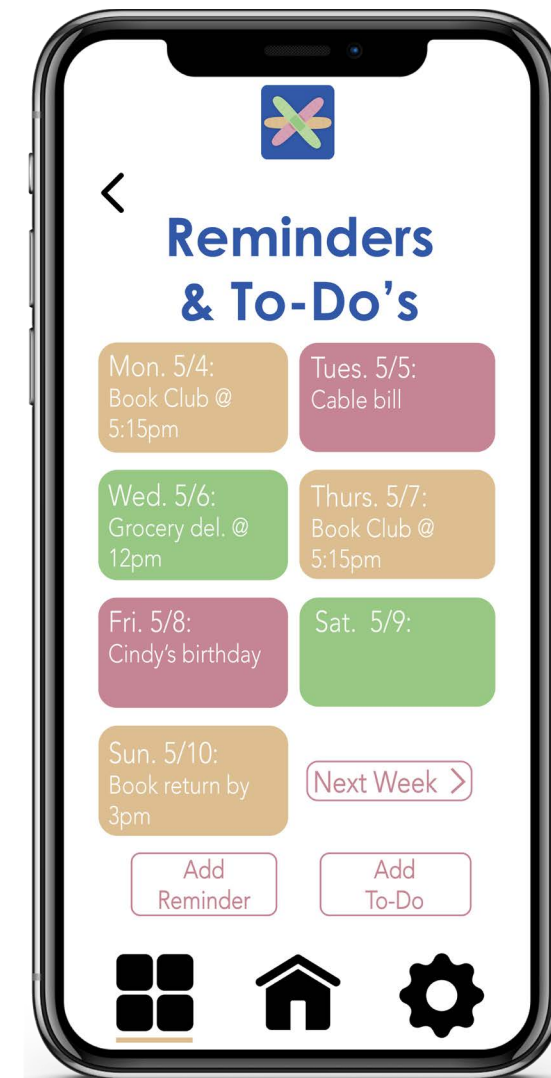




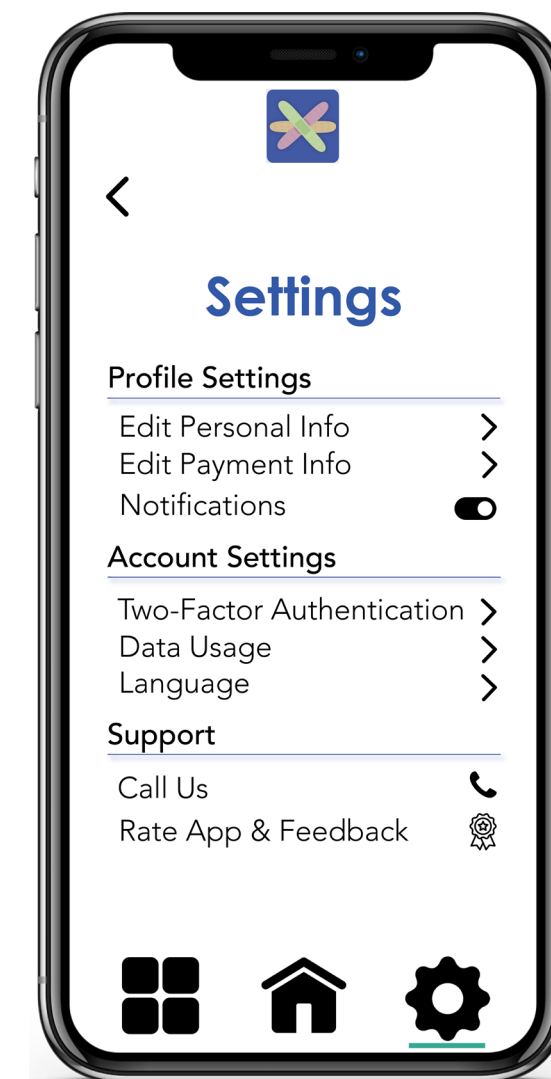
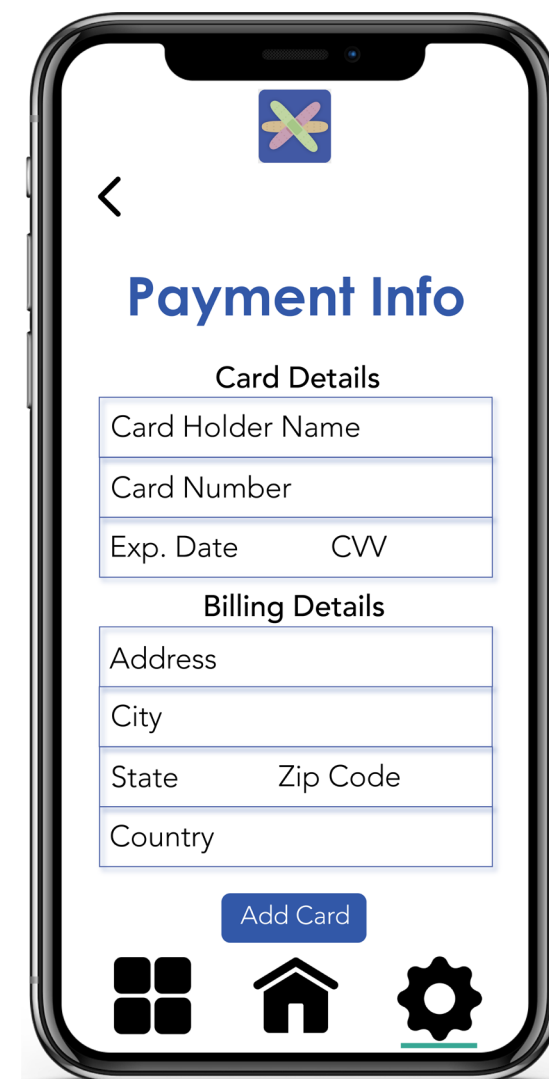
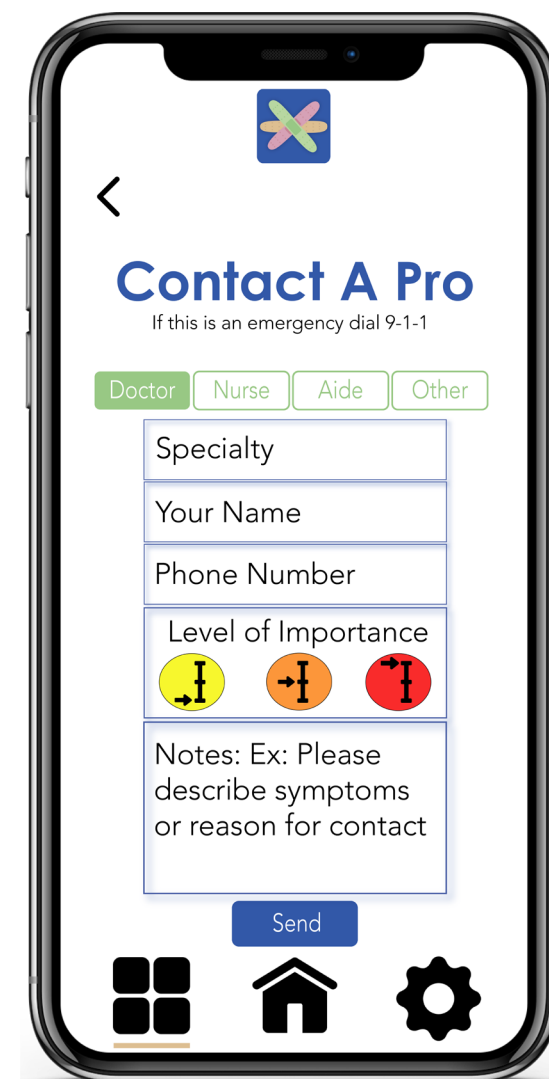
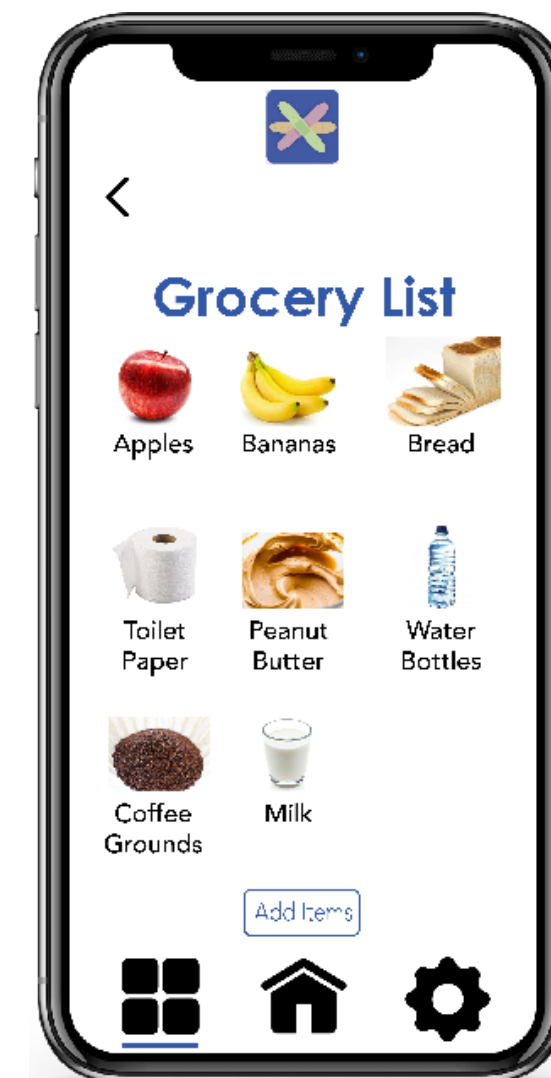
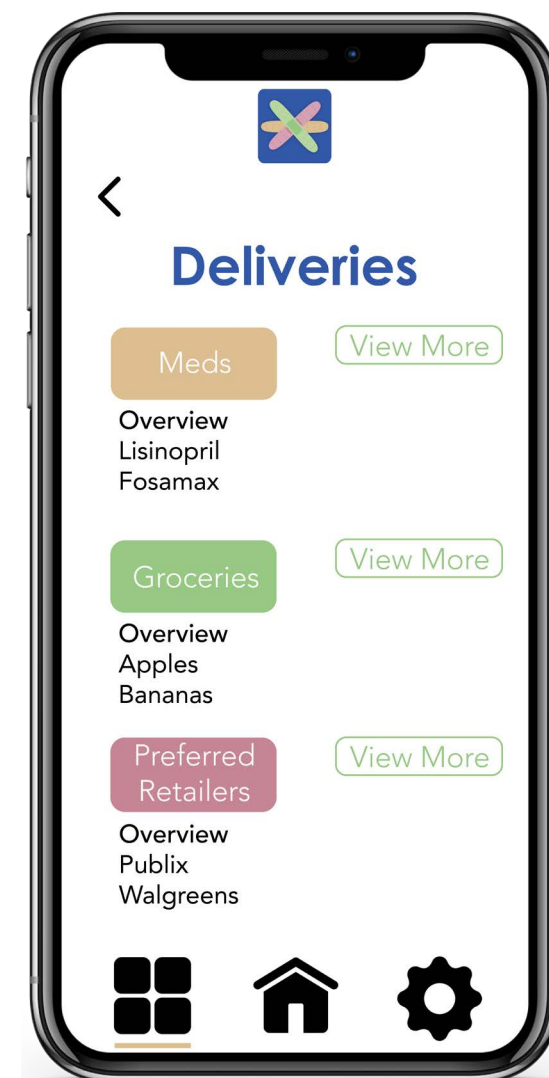
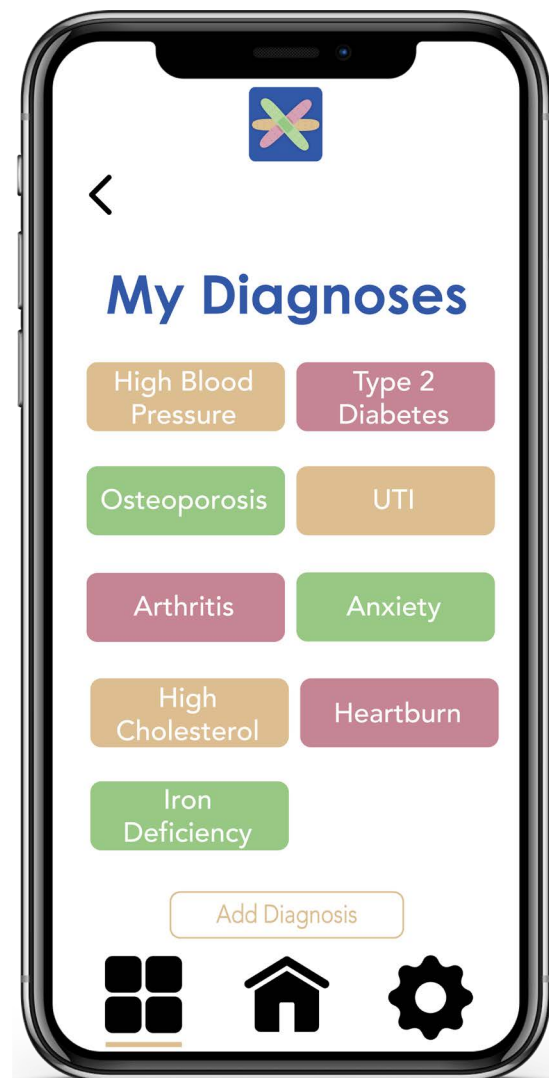
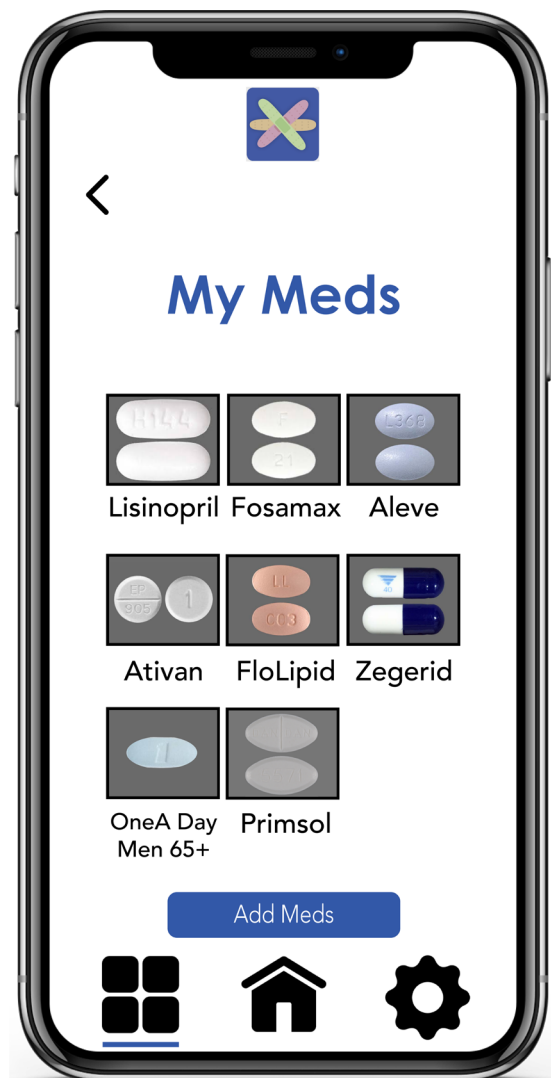
Login and Main Pages



Reminders & To-Do List



# Medical Information



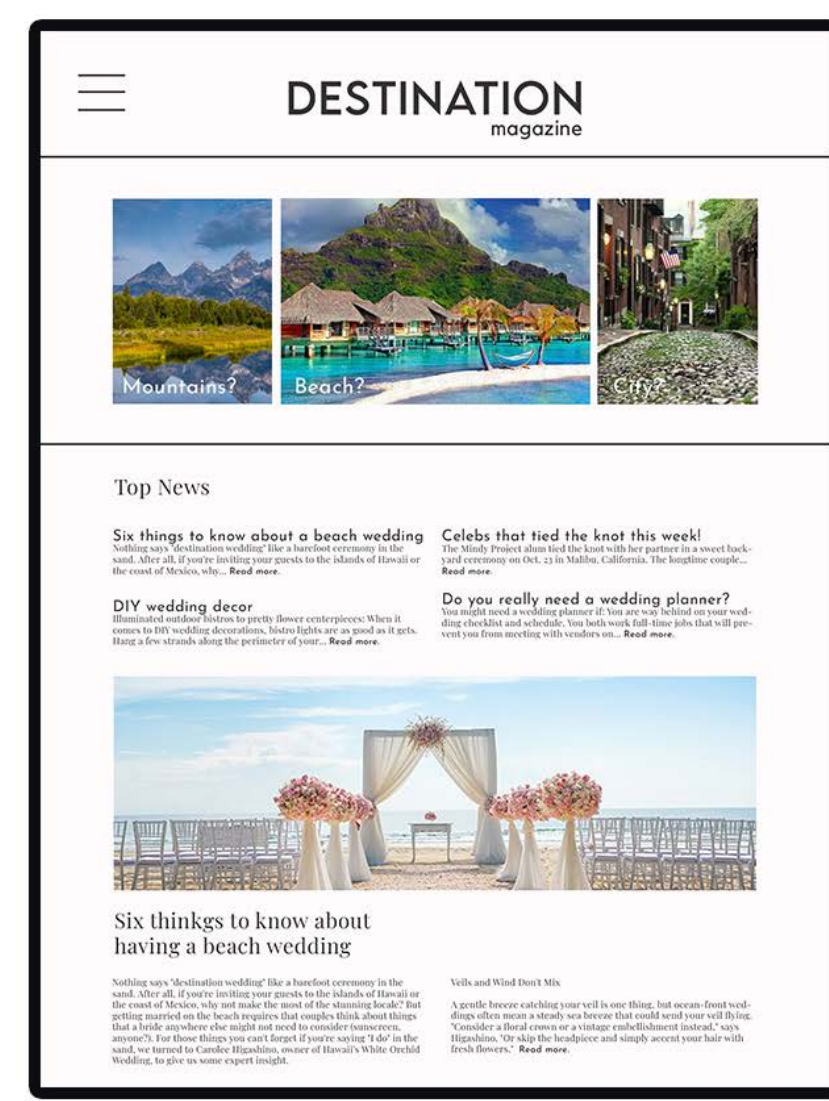
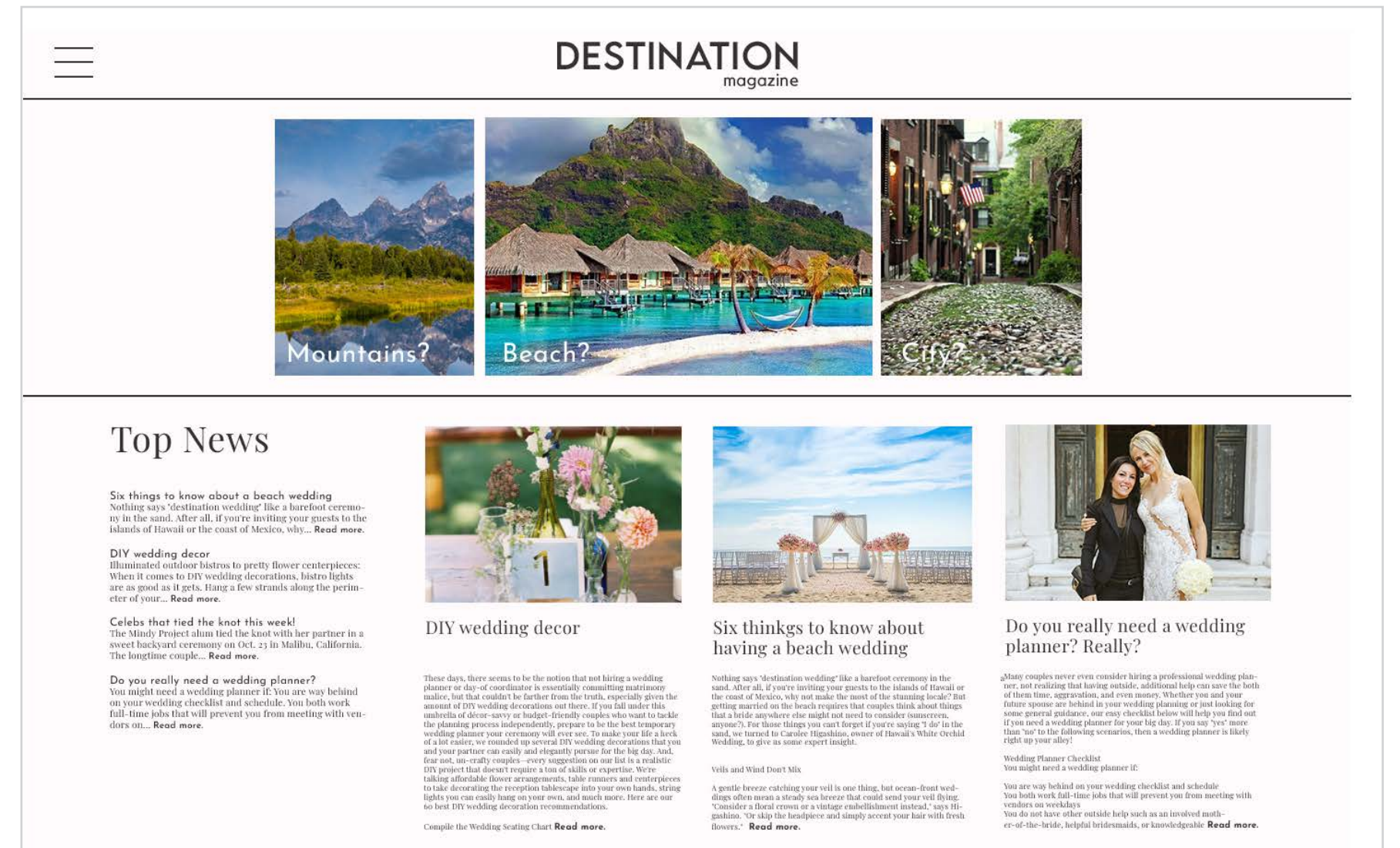
## Wedding Magazine Design Narrative

The purpose of this magazine design is to give information to engaged peoples that are looking into a destination wedding. The design is meant to give off a relaxing feeling as the task of planning a wedding is very stressful. Featuring images of different landscapes helps the viewer to see the different options for their future wedding.

The typeface used, Apple Chancery, is supposed to give an elegant ambiance. The magazine follows either a two-column or three-column layout, displaying information in an organized manner.





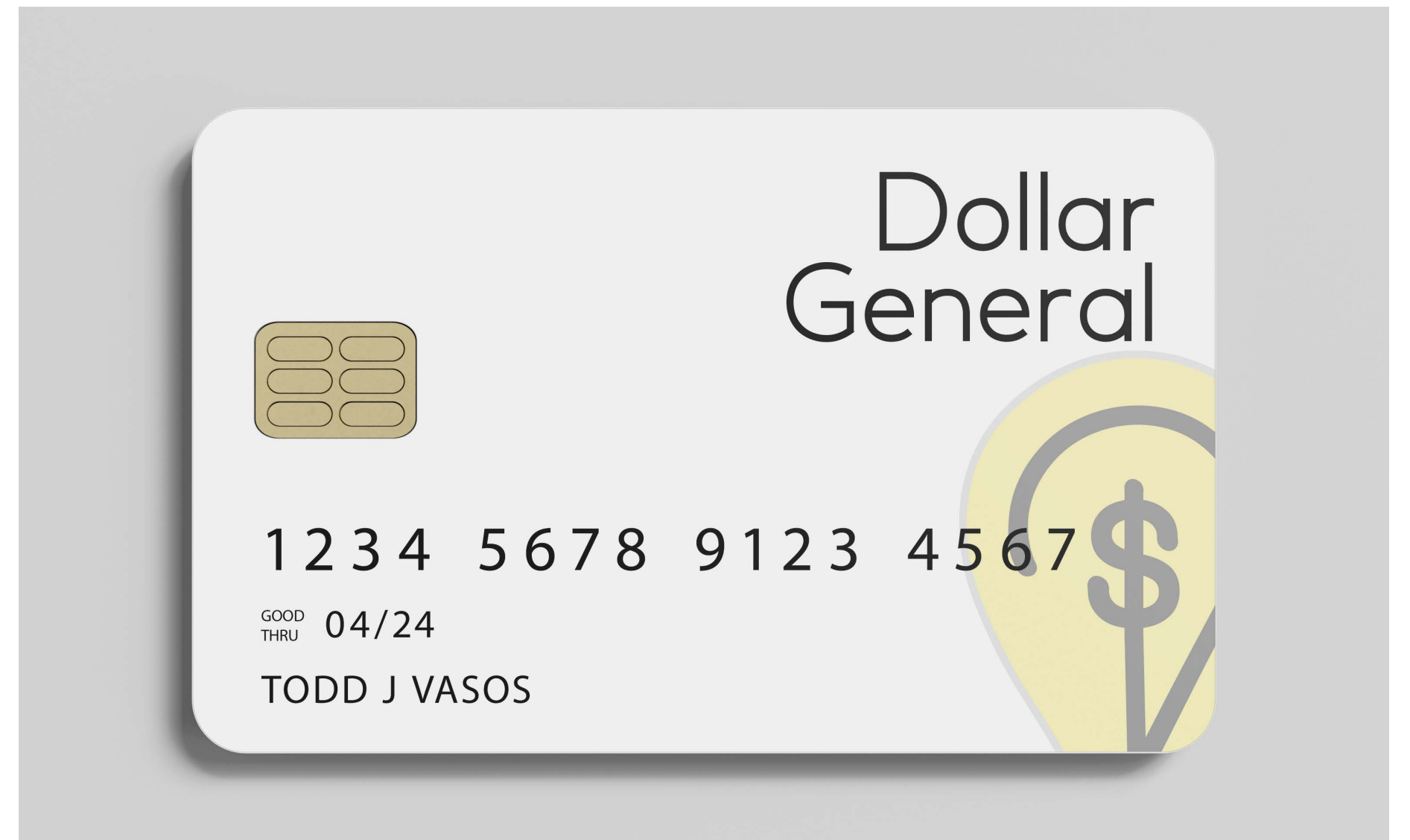


**Dollar General Rebrand  
Design Narrative**

The intention of this project was to rebrand a large company. They chose to rebrand Dollar General. The current logo and overall branding of Dollar General is very dated and quite jarring.

Their idea behind the rebrand was to incorporate a similar color scheme but with a more modern feel. In order to achieve this, they created an icon logo and integrated a softer gray color. The text logo is also more modern, they added an italic and decorative font. This new font is much less harsh, and it is also more feminine. The softer color is less blinding. For the stationery, they wanted to keep the logo at the forefront. They have included the logo in multiple places across the stationery.









## Fleur de Lis Champaign Design Narrative

For this project, the idea was to create an elegant and bright label for a champaign bottle. The font is a classic bold script. This ties in with the logo of the four fleur de lis.

There are two bottles, one is the classic green bottle with a gold coiffe. The second bottle is clear with a green coiffe. Since champagne is a French alcohol the intention was to embrace that and name the brand Fleur de Lis a well-known symbol of the French. This classic label and style of bottle brings an element of quality and prestige.

