#### **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!

2

#### 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

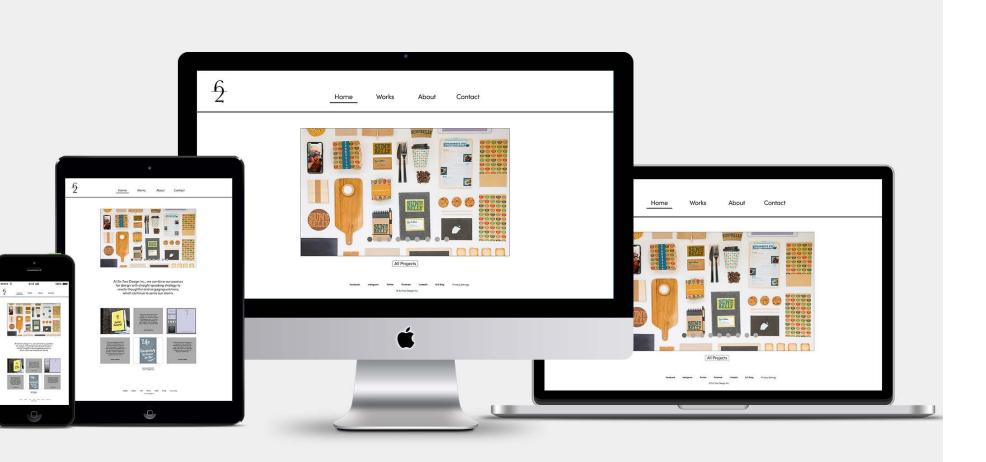


#### Forms

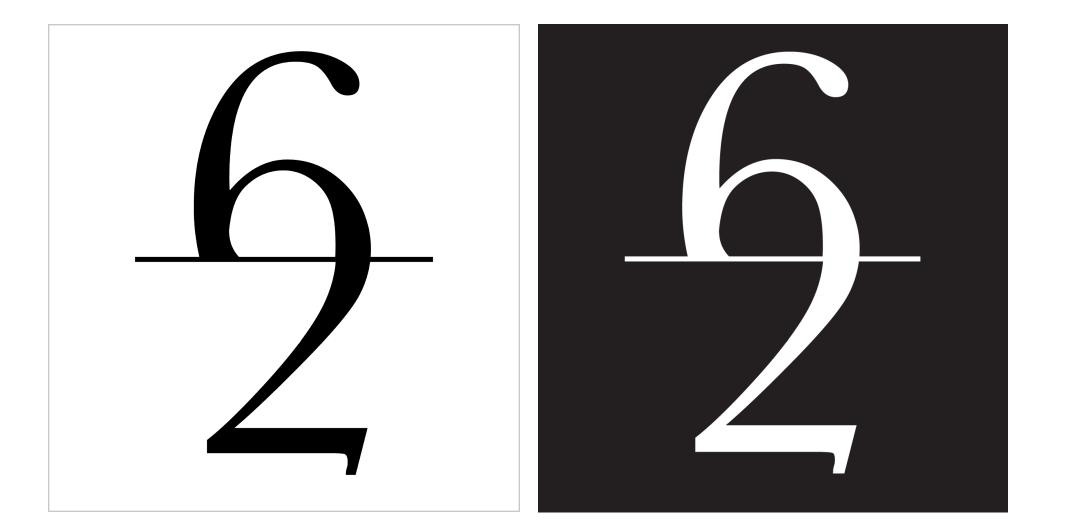


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5	Terms and Conditions					Six Two Design, Inc.	1600 Peachtree Street 201960.6296 0 Suite 5000 201960.6297 F
4	Sketches and Comps	5					Atlanta, GA 30309
	Fee quoted includes three preliminary concept/sketches; requests for additional concept/sketches are charged at an additional \$60,00 an hour.	Z	Schedule of Payment Hourly Rate: regular billing periods (bimonthly, monthly) bas	sed on hours consumed or periodic approval			
	Project Details	10.00	points. Fee Billing: 30% upon project commencement, 30% f 40% upon completion of production. Implementation costs a request only. Invoices are payable upon receipt.	following completion of concept development, and fees are estimated and billed upon client's	6	Studio Print Agreement	
	Upon full payment of all fees and costs, the following rights to use of the design and/or artwork transfers				4		
	to the client as noted:		Termination Policy		1.000	Client Information Dr. William Letbetter	ACR/111520/9801
			Client and designer may terminate this project based upon m writing, either prior to the signing of this proposal or within a must be made for work produced prior to client termination.	nunany agreeator terms to be electromiced in the final client-designer contract. All payments		CEO Atlanta Coffee Roasters O 404.636. 2205 Lavista Rd NE F 404.636.1	038
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	Unless otherwise noted, designer should be accorded a credit line on all published, printed material, to read as follows: Designed By: Six Two Design.		The information contained in this proposal is valid for 30 day are binding upon the designer and client beginning on the da begin until both parties have signed the proposal.	s. Proposals approved and signed by the client are of the client's signature. Work will not		Project Details Atlanta Coffee Roasters Identity & Stat	mery Design. Printing: Envelope, Letterhead & Business Gard
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	Billable Items In addition to the fees and cost estimated herein, costs incurred for outside services (TBD), messengers, and		prior to their release for printing, fabrication, or installation. errors upon client's signature. The client specifically grants the designer the right to act on t			The client specifically grants the design printer involved in the project. Any such the designer. The client shall be bound	r the right to act on the client's behalf to give instructions to any instructions or approvals by the client may only be made through y any and all such instructions given by the designer within the
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	Purchasing All purchases made on client's behalf will be billed to client. In all cases, such prices will reflect a markup	the price of	If the information in this proposal meets with the client's approval, client's signature below authorizes the designer to begin work. Please return a signed copy of this proposal/agreement to the designer's office.	roval, client's signature below authorizes the oposal/agreement to the designer's office.	1	quality, and price in accordance with ex- print and print-related services. Whene provide conies of the current or standar	rrent or standard trade practices identified by the supplier of the er it is commercially reasonable and if available, designer shall d trade practices to client. Notwithstanding, designer shall have no
	of 15%. Charges for sales tax, insurance, storage, and shipping and handling are additional to the price of each purchase. In the over effort nucleuse materials, areners, or say items other than those arenified by the designer, the		Designer Signature:	Date:	100	Printing not handled by Studie: Client shall	changes or amendments to the current or standard trade practices rovide designer with 10 samples of each printed or published for er's portódio and other self-promotional uses. Such samples shall of the work produced.
	In the event client purchases materials, services, or any items other than those specified by the designer, the designer is not liable for the cost, quality, workmanship, condition, or appearance of such items.		Print Designer Name:		1000		
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							sixtwodesign.com

#### Responsive Web Mock-up



Logos



## Six Two Design, Inc.





#### **Promotional Products**

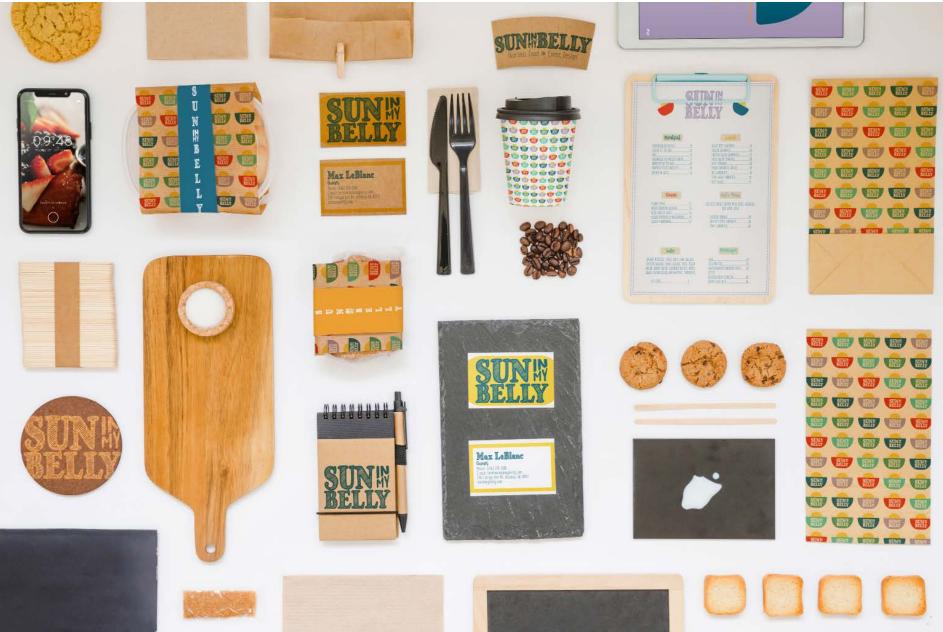
#### Sun in my Belly **Design Narrative**

This project is a rebrand project for restaurant, Sun in my Belly. This restaurant is local to Atlanta, GA. The project consists of logo designs, stationery design, digital rebranding, and designing take away items such as shirts and key chains. The process for this project is as follows; starting with the logo designs, both the text design and icon version. Then focusing on the stationery, digital content and promotional products.

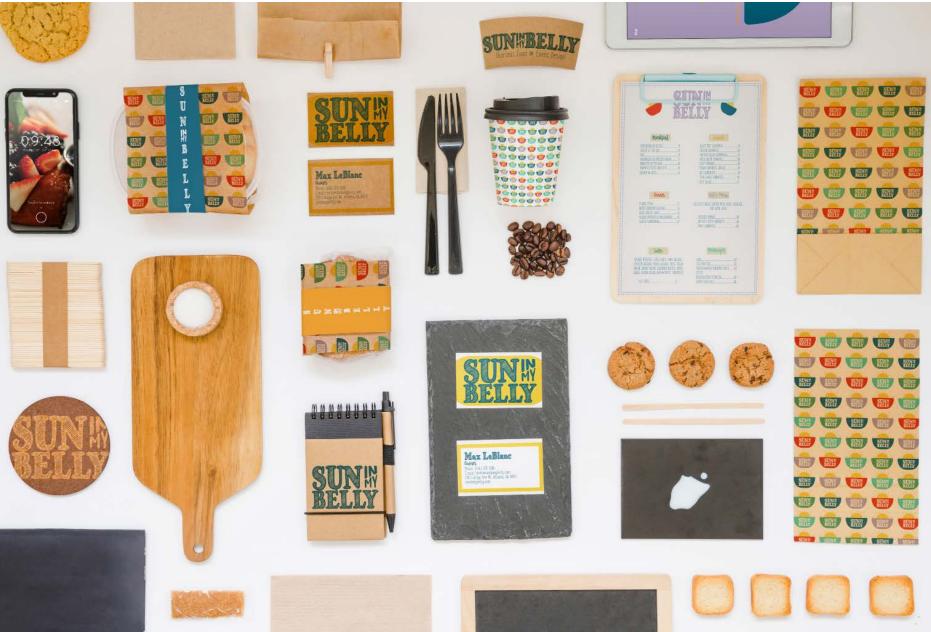
The logo design was a long process of sketching and digitizing a plethora of ideas until finally choosing the design seen in the project. The text logo is in a fun typeface called Just Mandrawn. The idea behind the icon was a literal representation of the business name. There is a sun coming out of a bowl. For the color scheme on this project, they went for a bright and airy palette using almost pastels. Purple, orange, yellow and white are the main colors however, there are many secondary colors to use.

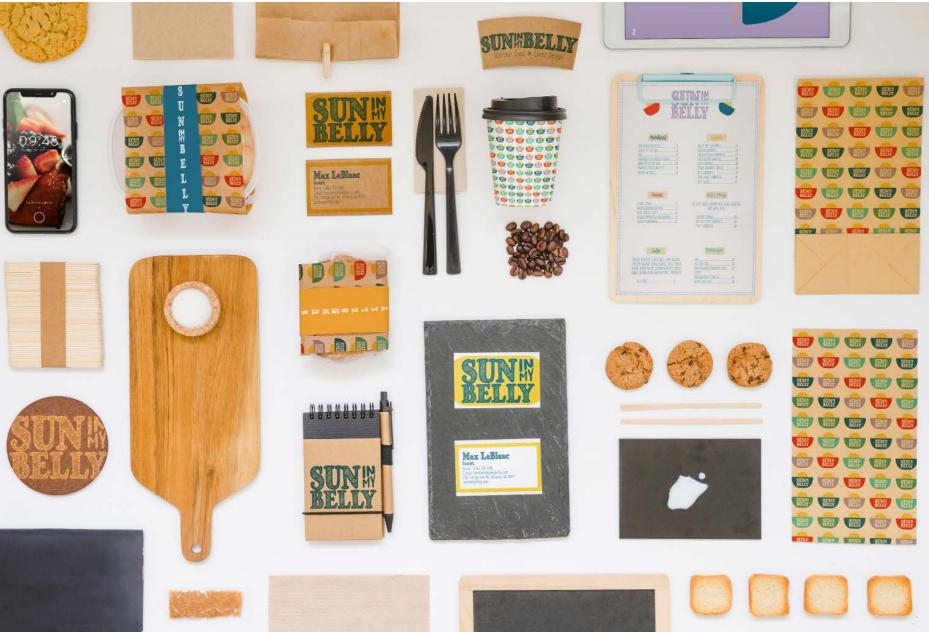
For the stationery, the colors used are from the secondary color palette. Keeping with the fun and airy idea, the stationery consists of bright colors and a unique mark at the bottom of the letter. Also for the cover sheet, they used images from the restaurant showing

their interior space and some delicious food they serve. After finishing the stationery, they focused on the take away items found in the picture to the right (top) as well as below in promotional products.





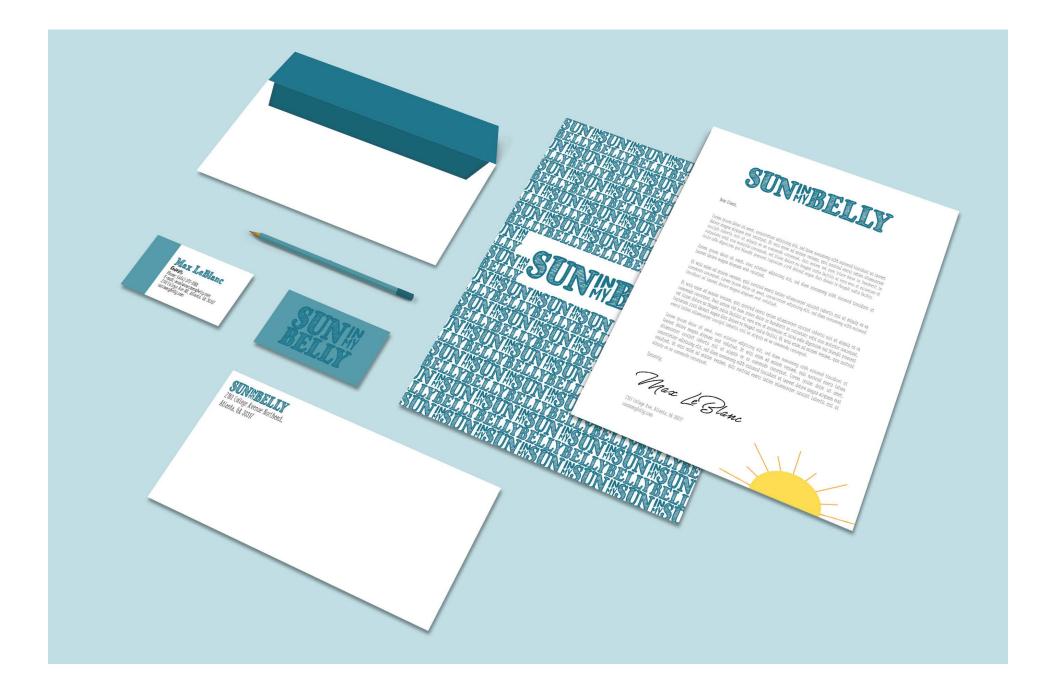






#### **Restaurant Stationery Design**

#### Stationery



#### **Promotional Products**



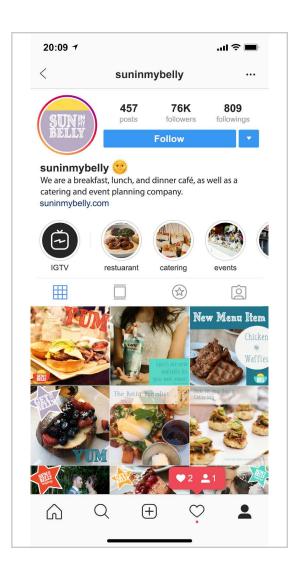


#### Promotional Products (cont.)



<b>SU</b> <b>BE</b>	NK 🍝	
Breakfast         KIRKWOOD BREAKFAST       11         OUICHE OF THE DAY       10         PBLI       11         SCRAMBLED EGG PRESSED PANINI       11         OMELETTE OF THE DAY       10         PIMENTO CHEESE OMELETTE       10         SHRIMP # GRITS       13	Lunch         ROAST BEEF SANDWICH	
Dinner           FLANK STEAK         14           MEDITTERANEAN SALMON         14           HERB CRUSTED TROUT         14           HERBED PORTOBELLO MUSHROOMS         10           CLASSIC CARBONARA         12	TUNA SALAD SANDWICH	
<b>Sides</b> Hashed potatoes, cheese grits, pork sausage, chicken sausage, veggie sausage, fruit, plain bacon, honey bacon, lavender biscuit, house salad, caesar salad, macmcheese, tabbouleh All sides	SODA	

#### **Digital Products**







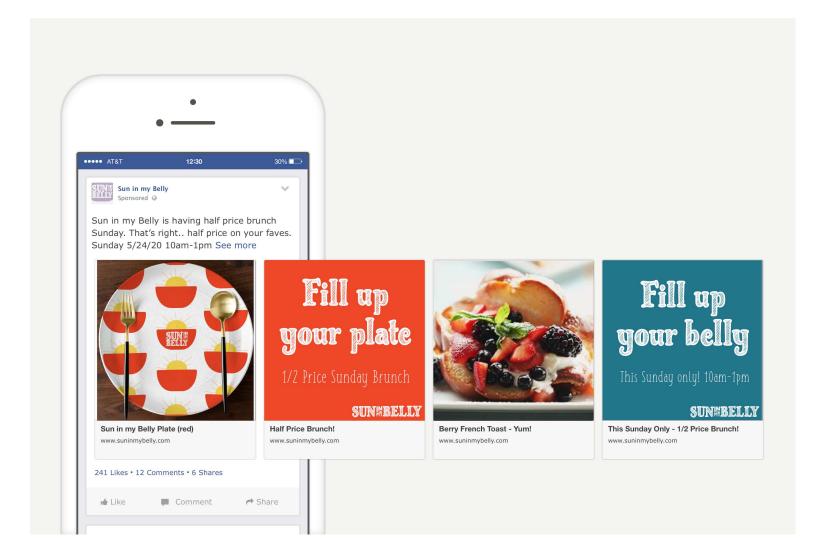
**Dont mind if I DO** Attention engaged couples: If you want your dream wedding, you need to reach out to Sun in my Belly!

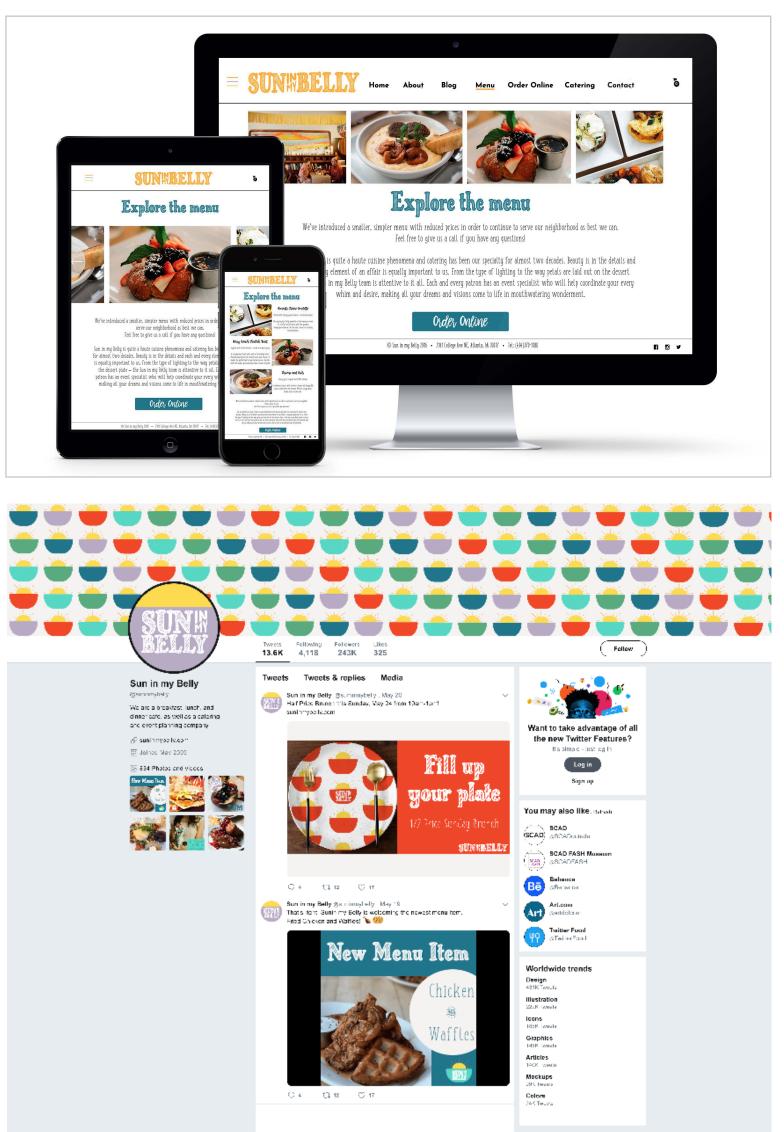
Contraction Learn More



#### **Digital Products (cont.)**





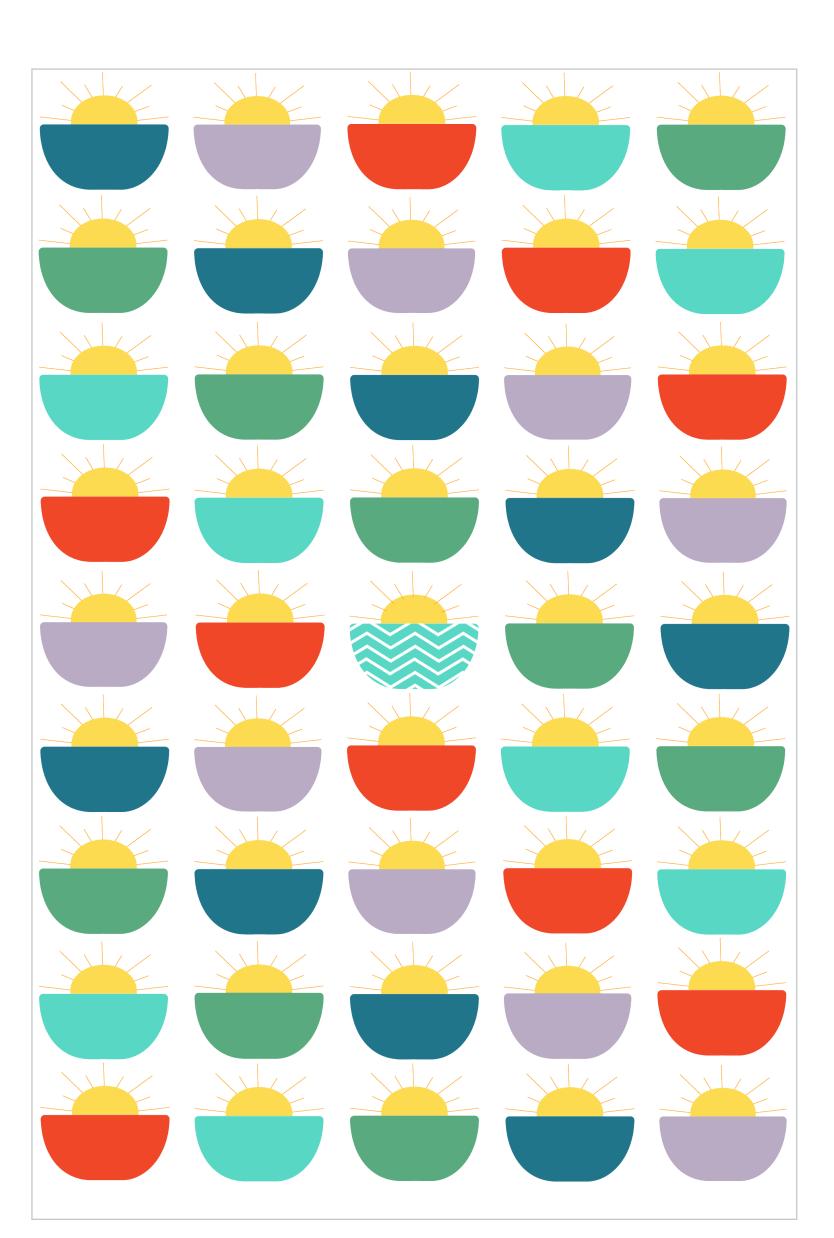


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#### Logos & Patterns







#### 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









The illustration was teamed with a more classic logotype, the combi-nation of the design and finishes aimed to be timeless, premium and luxurious, reflecting the intricate and unique jewelery pieces.











#### **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 are positive. This shows that there is hope main idea behind this work is that addicts are puppets to addiction. The addict must cut the for this poster is a more unique one called 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).

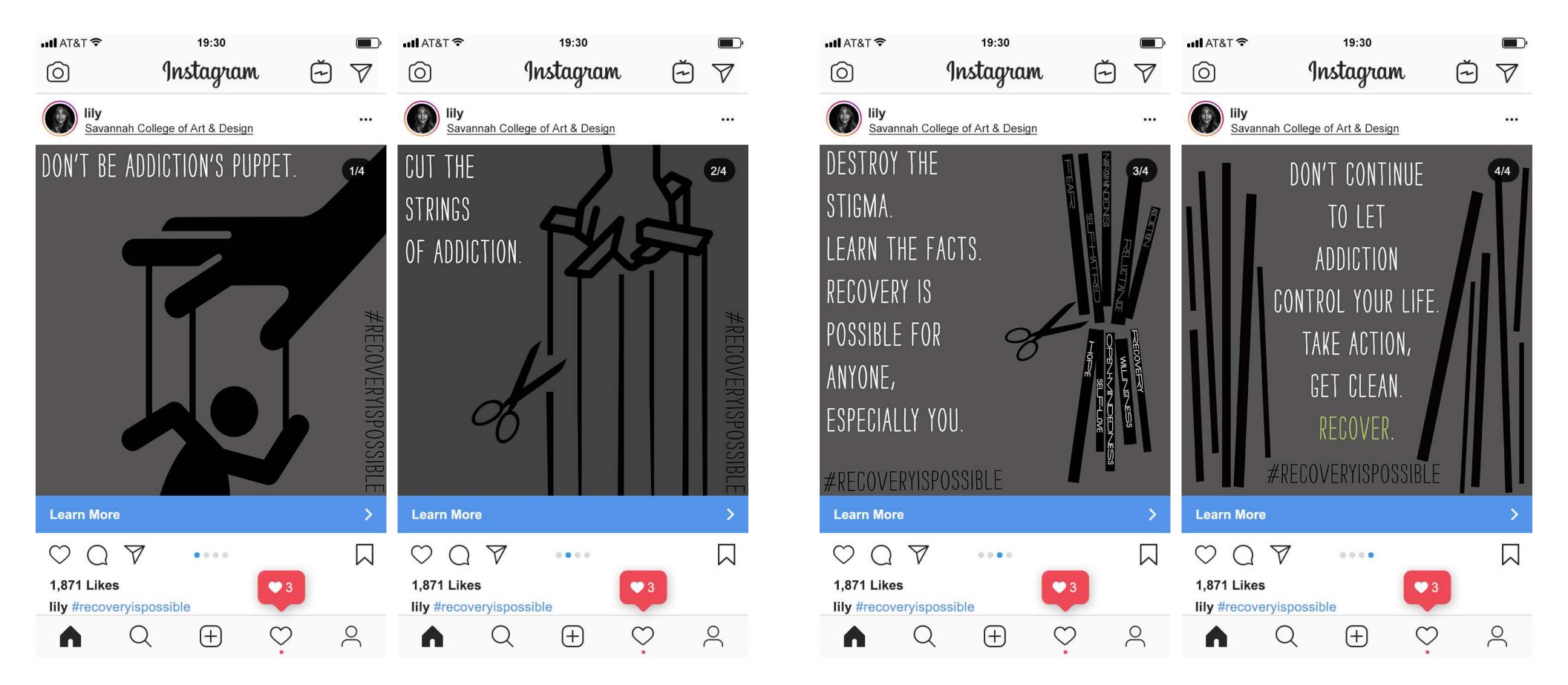
For additional information, I created a brochure to go along with the Instagram post. This give a more detailed explanation of addiction and recovery.

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 and positivity in recovery. The font used "Strangelove Mix."



#### **Instagram Slides**

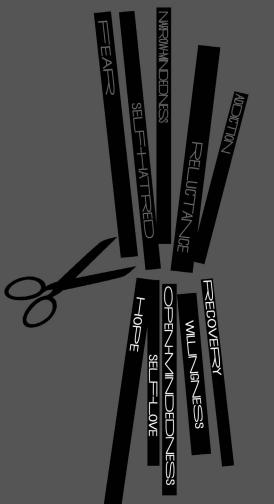


Close Ups





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



#RECOVERYISPOSSIBLE

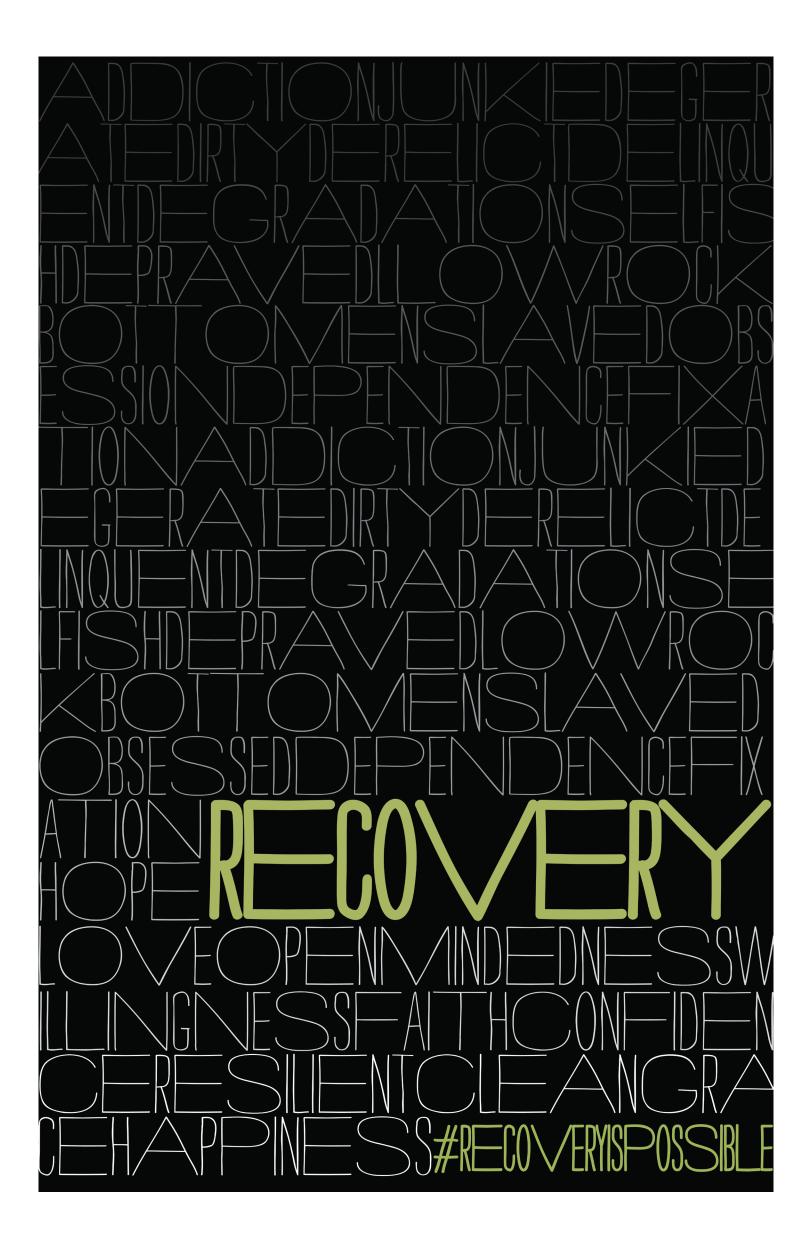


#### Brochure





#### **Related Poster Design**



#### **Transit Shelter**





#### Subway Poster

#### Appearing Athletic Design Narrative

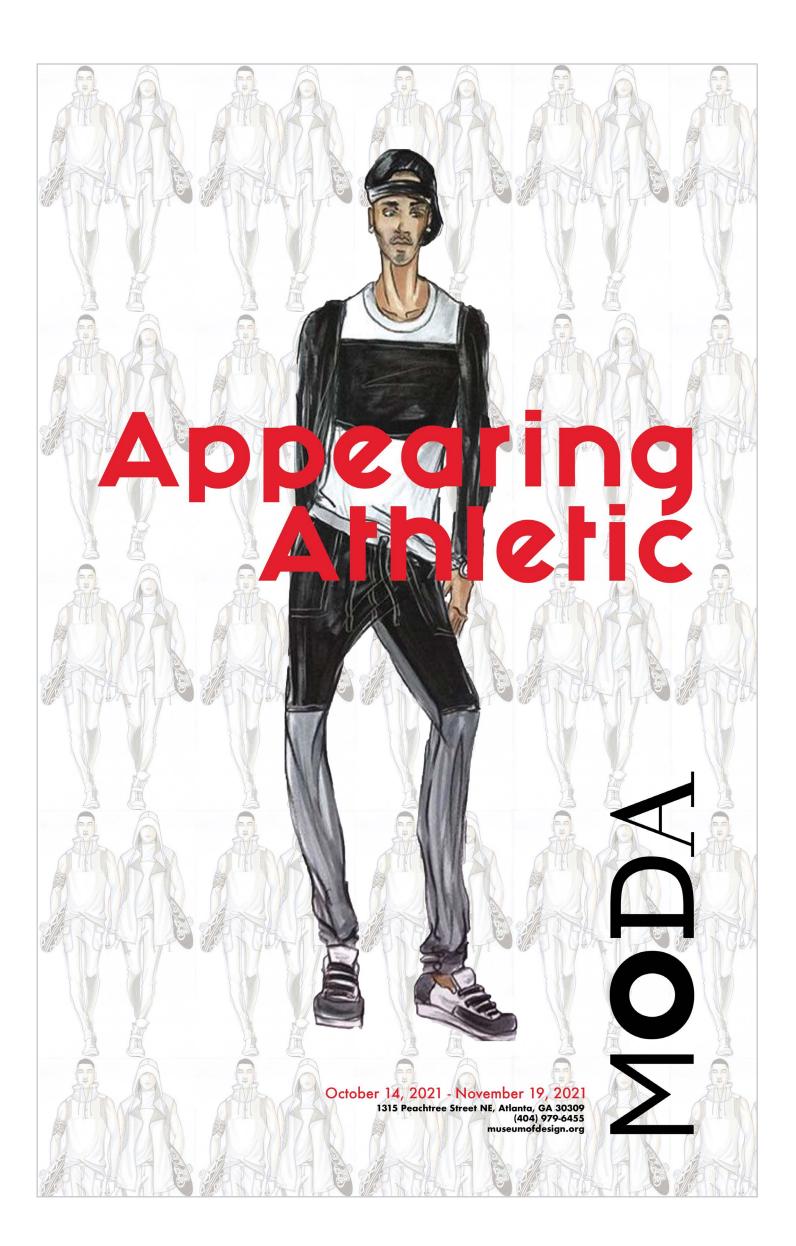
The basis for this project is to design and promote an exhibition at MoDA (Museum of Design Atlanta) about a random topic chosen literally out of a hat. The topic that they picked out was sports uniforms. To make this more fashionable than an exhibit on actual sport uniforms, they adapted this into athleticstyle 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.

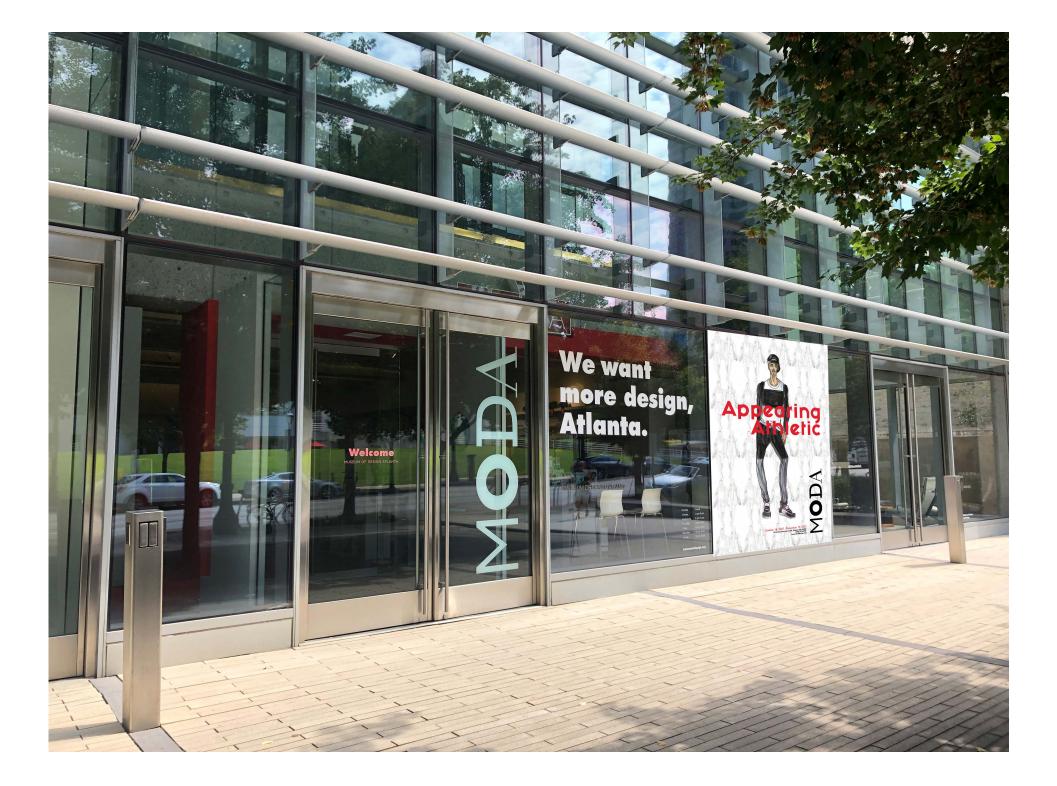
To add intrigue and increase the admissions on opening night of the exhibition, they created a campaign ran by MoDA and Saint Laurent. This collaboration between the museum and fashion company would give attendees a discount on a Saint Laurent purchase. Additionally, there are multiple take aways for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

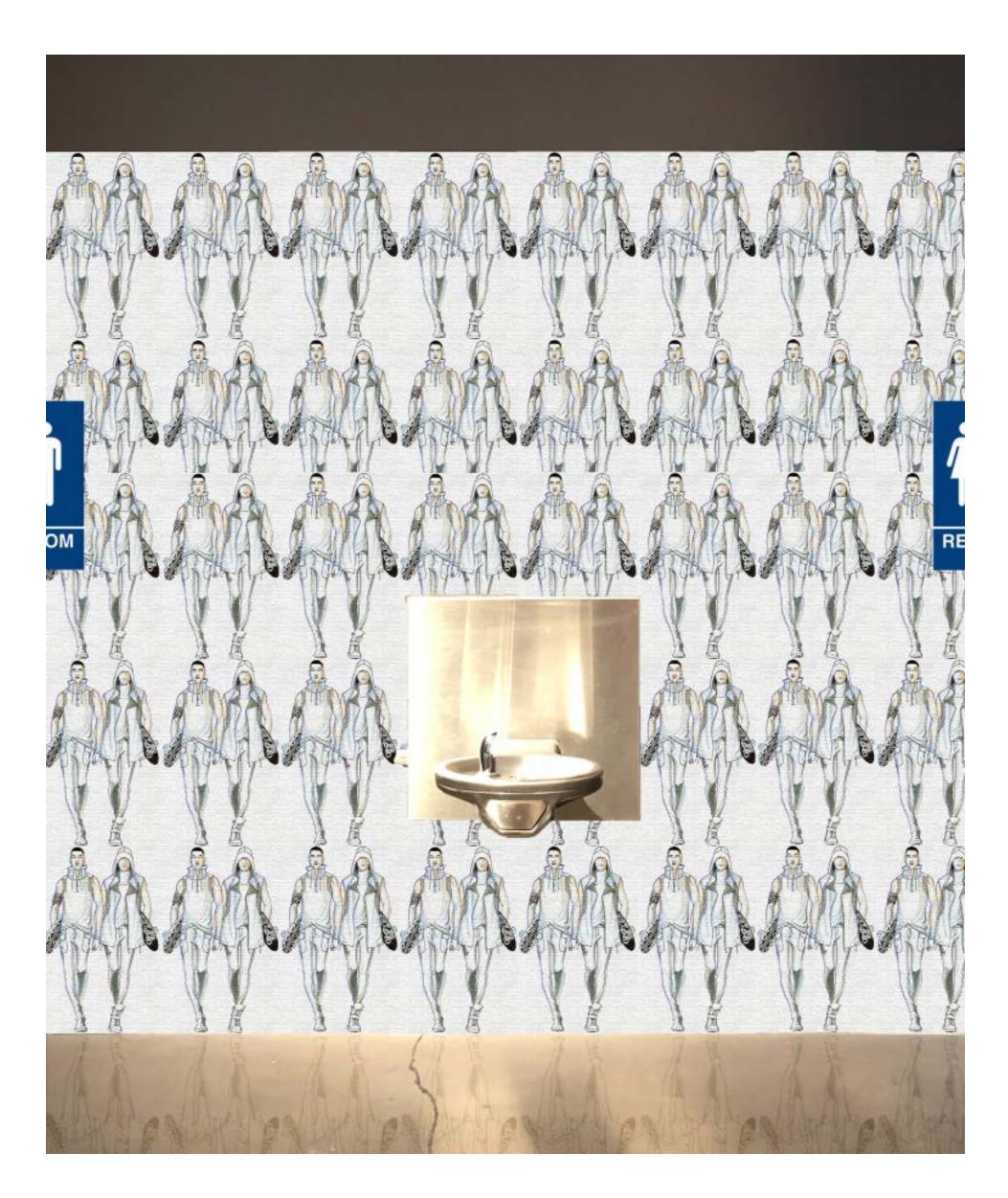




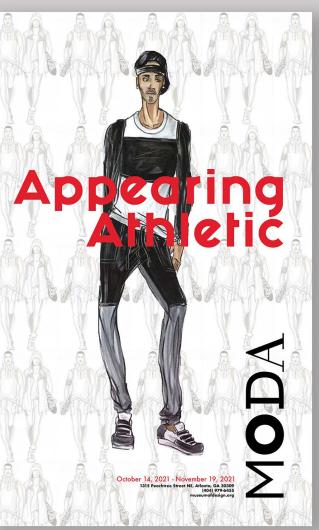
#### Main Hall



#### 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!



#### Gift Shop Items

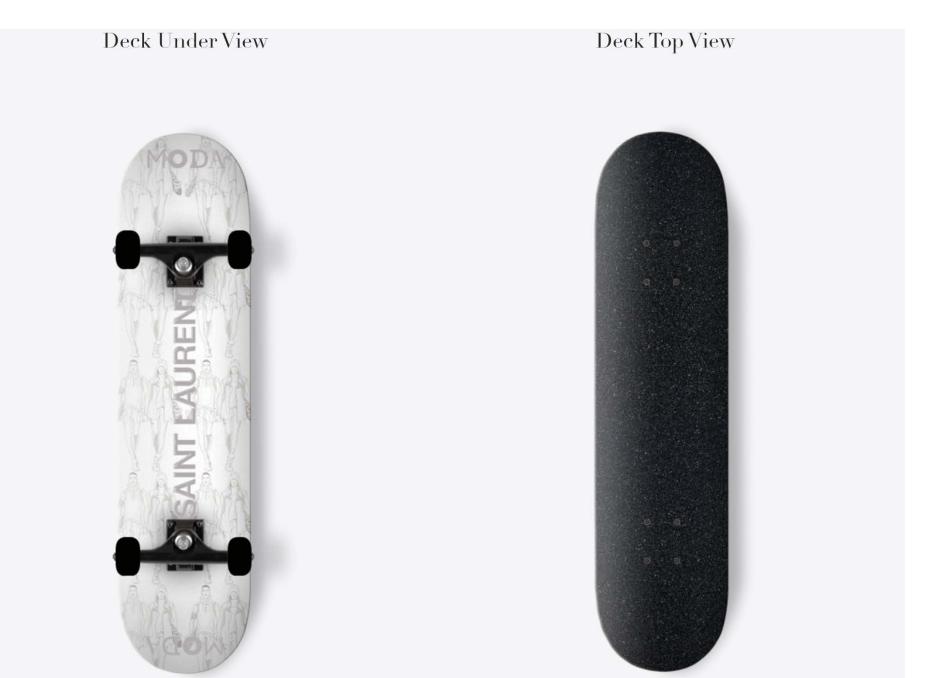






#### Limited Edition MoDA & Saint Laurent Items









#### Aid App Design Narrative

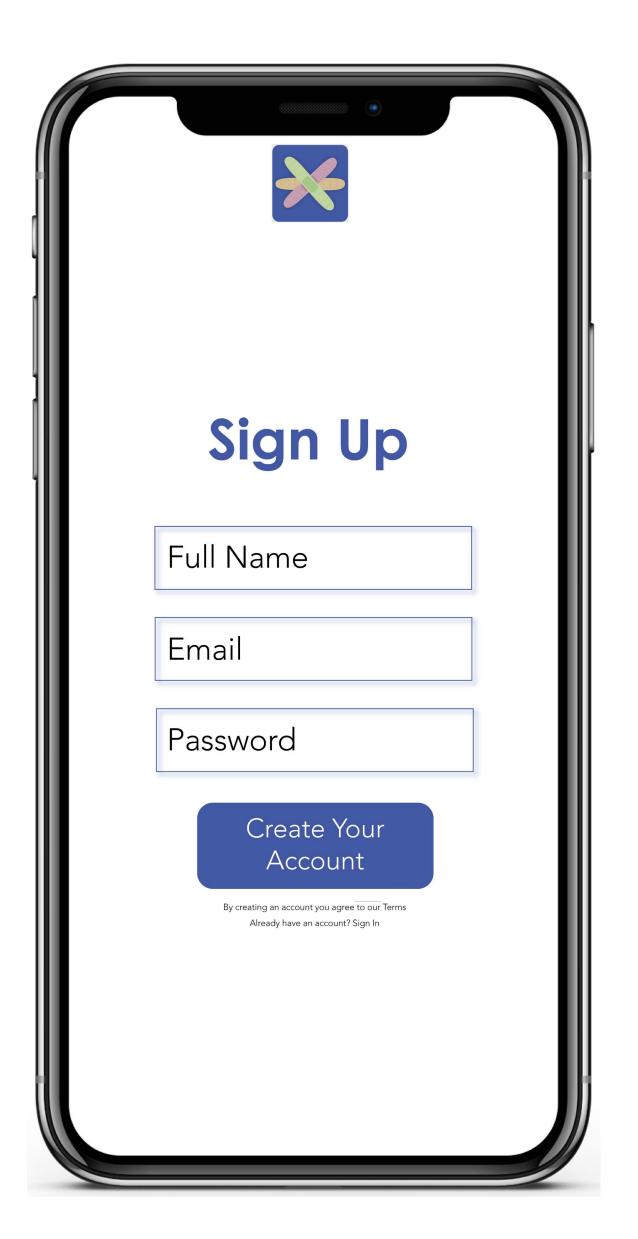
Aid App is a project they worked on for elderly people. The idea behind the app is that all things needed by elderly people would be in one application, a one-stop shop! Since advanced technology may be difficult for elderly people, they went with a simple design that is legible and has a large font.

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.

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. 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



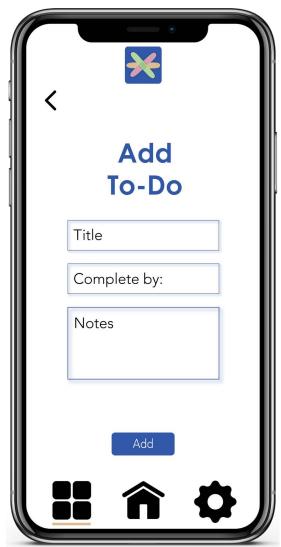
#### Login and Main Pages





#### Reminders & To-Do List

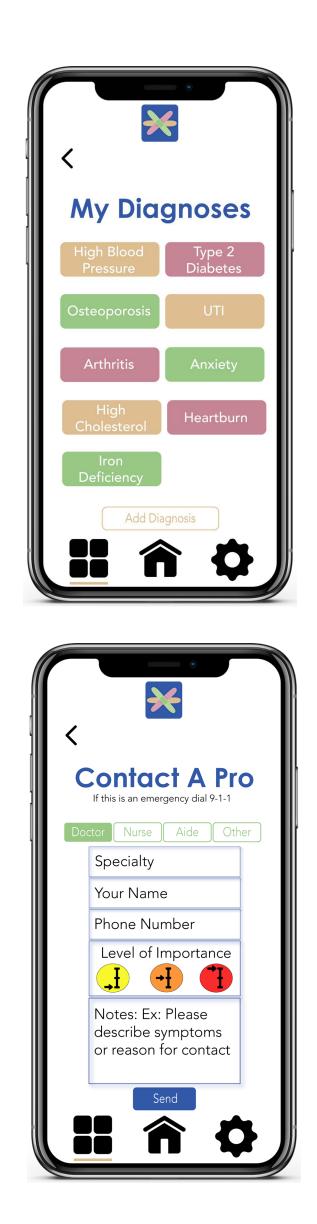




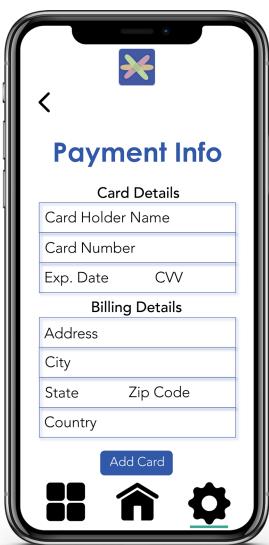


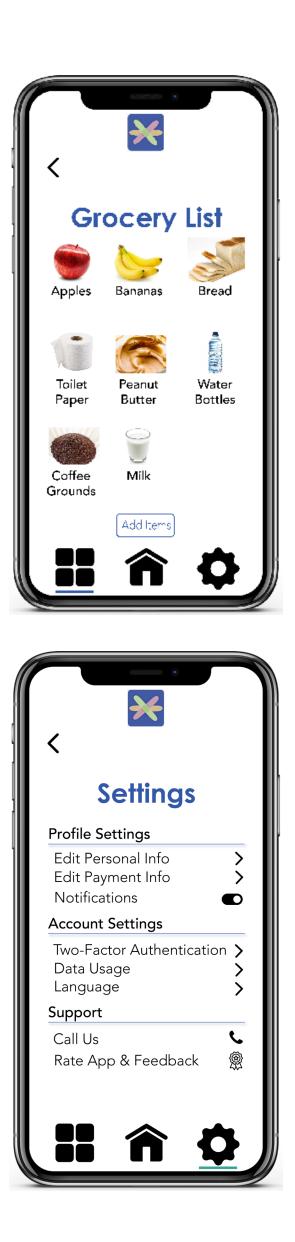
#### **Medical Information**











#### 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.

### DESTINATIONS magazine

#### Tips & Tricks

Book a travel agent! Travel agencies that specialize in destination weddings can match you up with a location that fits your vision. They'll also negotiate with venues to get you the best pricing, perks, and upgrades! - Page 3

Purchase your airline ticket those early bird deals! - Page 5

Read tips from newly weds that had destination weddings. See the mistakes and the successes. - Page 6

Say YES to the dress! But keep in mind that you'll want to carry it onto an airplane, so a poofy ballgown may not be such a goo idea. - Page 10

Summer 2020 01 9 771234 567898

Photo taken by Lily DeLuisa verlooking the clay cliffs at Gay Head ah, Martha's Viheyard, Massachusetts

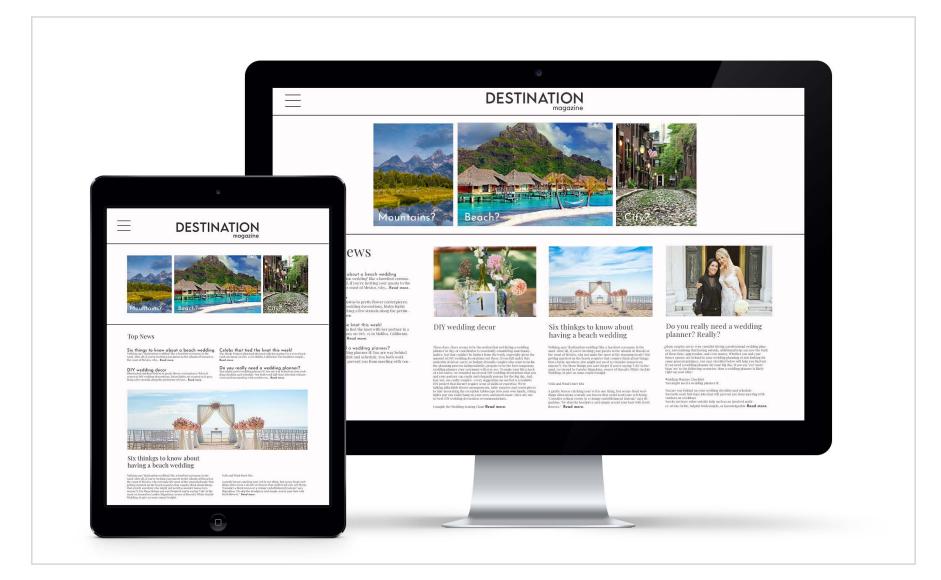












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#### DESTINATION



#### Top News

Six things to know about a beach wedding Nothing says 'destination wedding' like a barefoot ceremony in the sand. After all, if you're inviting your guests to the islands of Hawaii or the coast of Mexico, why... Read more.

DIV wedding decor Illuminated outdoor bistros to pretty flower centerpieces: When It comes to DPV wedding decorations, bistro lights are as good as it gets. Hang a few strands along the perimeter of your... Read more.

Celebs that tied the knot this week! The Mindy Project alum tied the knot with her partner in a sweet backyard ceremony on Oct. 23 in Malibu, California. The longtime couple... Read more.

Do you really need a wedding planner? You might need a wedding planner if: You are way behind on your wedding checklist and schedule. You both work full-time jobs that will prevent you from meeting with vendors on... Read more.



DIY wedding decor

planner or day-of coordinator is essentially committing matrimory malice, but that couldn't be farther from the truth, especially given the anomit of DIY wedding decorations out there. If you fall moder this umbrelia of decor-savy or hudget-friendly couples who want to tackle the planning process independently, prepare to be the best temporary wedding planner your ceremony will ever sec. To make your fife a heck of a lot easier, we counded up several DIY wedding decorations that you and your partner can easily and elegantly proves for the big day. And, fear not, un-crafty couples-every suggestation on our list is a realistic task decarring the ever plane ta not a skills or expertise. Were takking affordable flower arrangements, table runners and enstreptieces to lack decorating the reception tablescape into your owe hands, string lights you can easily nang on your even, and much nore. Here are our to best DT vectoding decoration recommendations. Compile the Wedding Seating Chart **Reed more**.



Six thinkgs to know about having a beach wedding

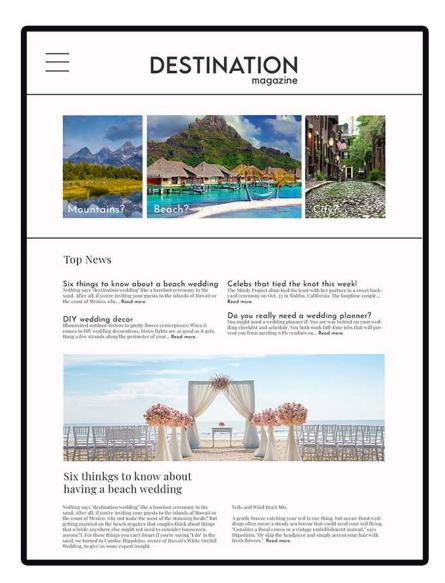
Nothing says "destination wording" like a harefoot eccremony in the sand. After all, if you're inviting your guests to the islands of Ifawail o the coast of Mexico, why not make the most of the stamma locate? Bu getting married on the beach: requires that couples think about things that a bride anywhere else might not need to consider (sumcreen, myone?). For those things you can't essying "j do' in the

Veils and Wind Dort Mix A gentle breeze catching your veil is one thing, but ocean-front weildings often mean a steady sea breeze that could send your veil dying. Consider a fourier torwise ar studinge enablishment instead, 'asys HIgashino, 'Or skip the headpiece and simply accent your hair with fresh flowers.' Recal more.



Do you really need a wedding planner? Really?

ner, not realizing that lawing outside, additional help can save the both of them time, agreration, and even money. Whether you and your future spoose are behand in your working planning or just looking for it, you need a working planner for your hej day. It, you save yvement han nev to the following scenarios, then a wedding planner is likely right up your alley! Wedding Planner Checklist You angist need a workding planner lf: You are way behind on your wedding checklist and schedule You hout work full-time jobs that will prevent you from meeting with vendors on weeklays You do not have other outside help such as an involved mother-of-the-fulle, helpful briteriands, or knowledgenshe Read more.



#### 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.

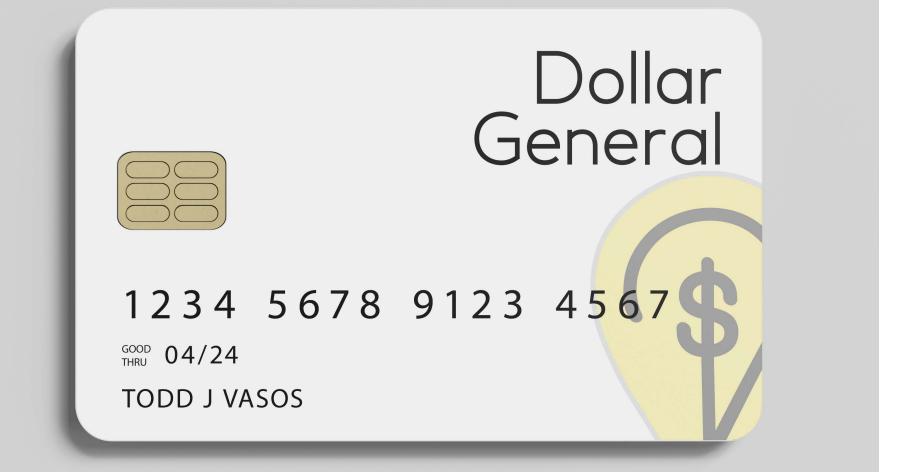
Their idea behind the rebrand was to incorporate a similar color scheme but with a more modern feel. In order to achieve this, they created an icon logo and integrated a softer gray color. The text logo is also more modern, they added an italic and decorative font. This new font is much less harsh, and 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.

# Dollar General

## **Solution**

















#### 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.

