

CHANEL

DINGLE

Portfolio By Chanel Dingle

www.chaneljdingle.com

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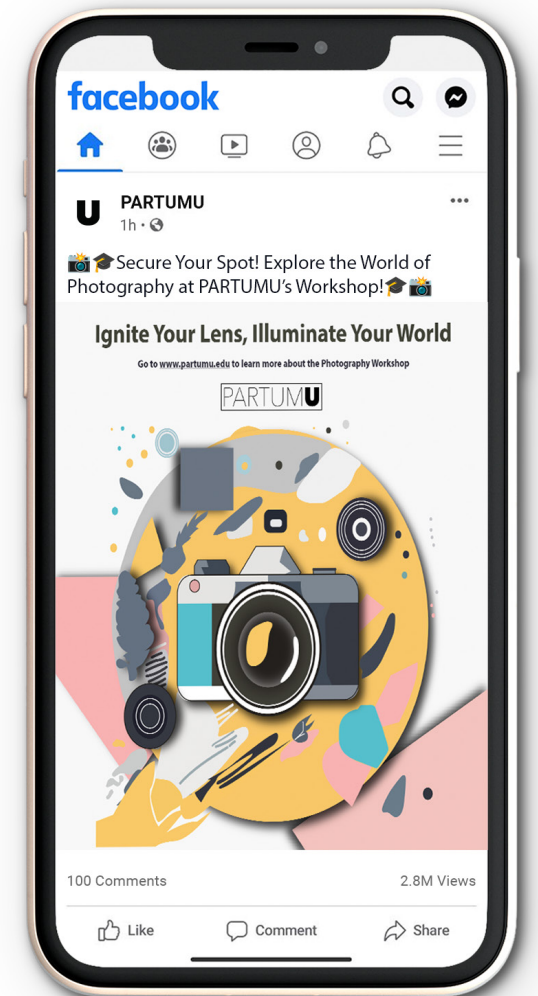
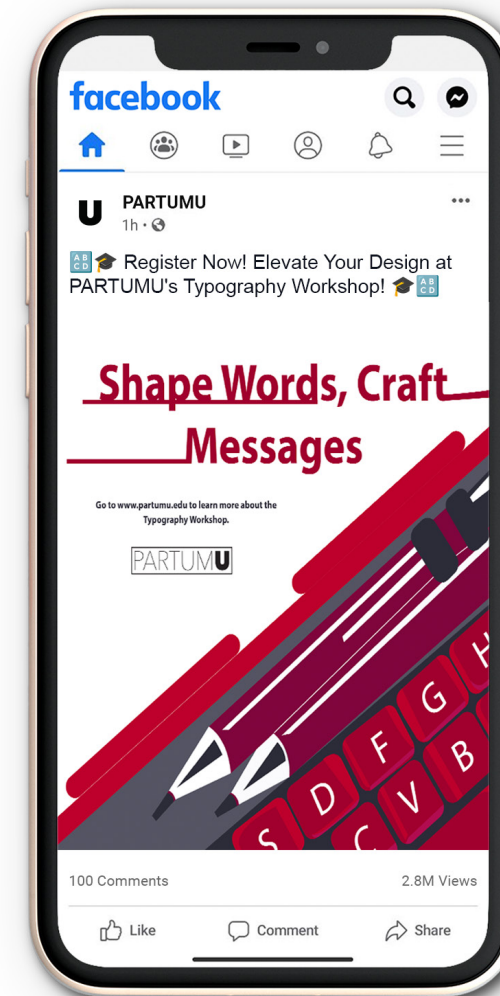
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Graphic Design Workshop Promotion Series

Fictitious Client: PARTUMU

3 Posters, 8 Stickers, 3 Social Media Posts

This was designed to promote the Graphic and Interactive Design workshop class courses and online registration of PARTUMU University for future students. Specifically, Typography, Computer Sciences, and Photography.



Vinyl Record Jacket - Cyber Motion

Fictitious Client: VOX Recording

Vinyl Record Jacket Sleeve, Label, Website Design, Poster

Vox Recording wanted to make a record that comprises of various songs from the "Vaporwave" genre. Aswell as other records available on their website for purchase along with custom vinyl jackets.



Crescendo Skyline Karaoke

Fictitious Client: Sky Serenade

Logo Variations, 2 Social Media Posts, Flyer, Horizontal Banner, Vertical Banner

Sky Serenade wants to share its love for late night karaoke with an amazing view. Atop a skyscraper in New York City is where you'll find their business.



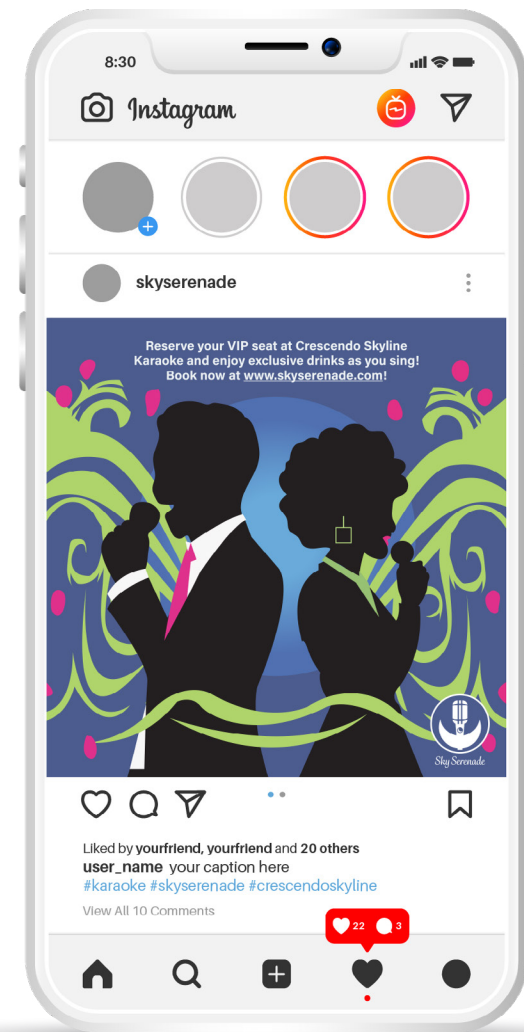
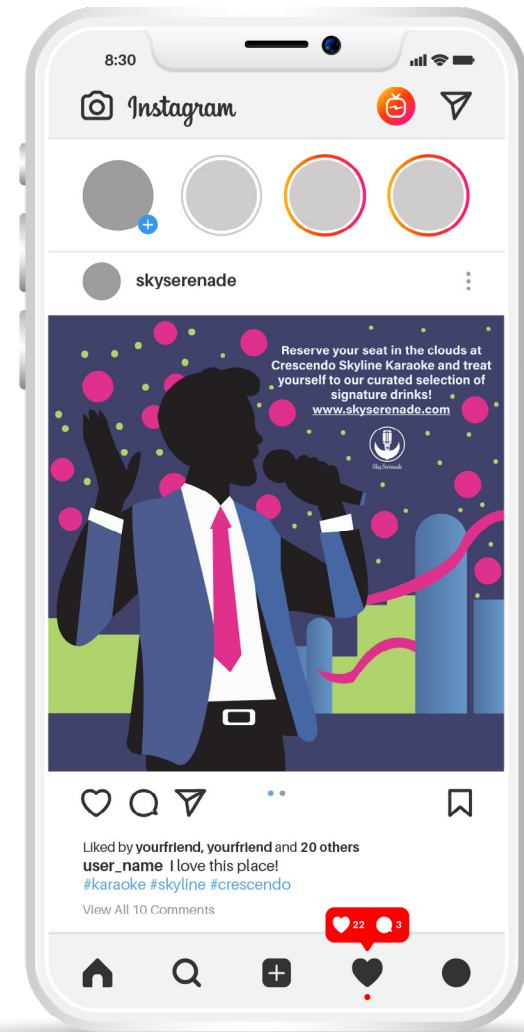
Sky Serenade



Sky Serenade



Sky Serenade

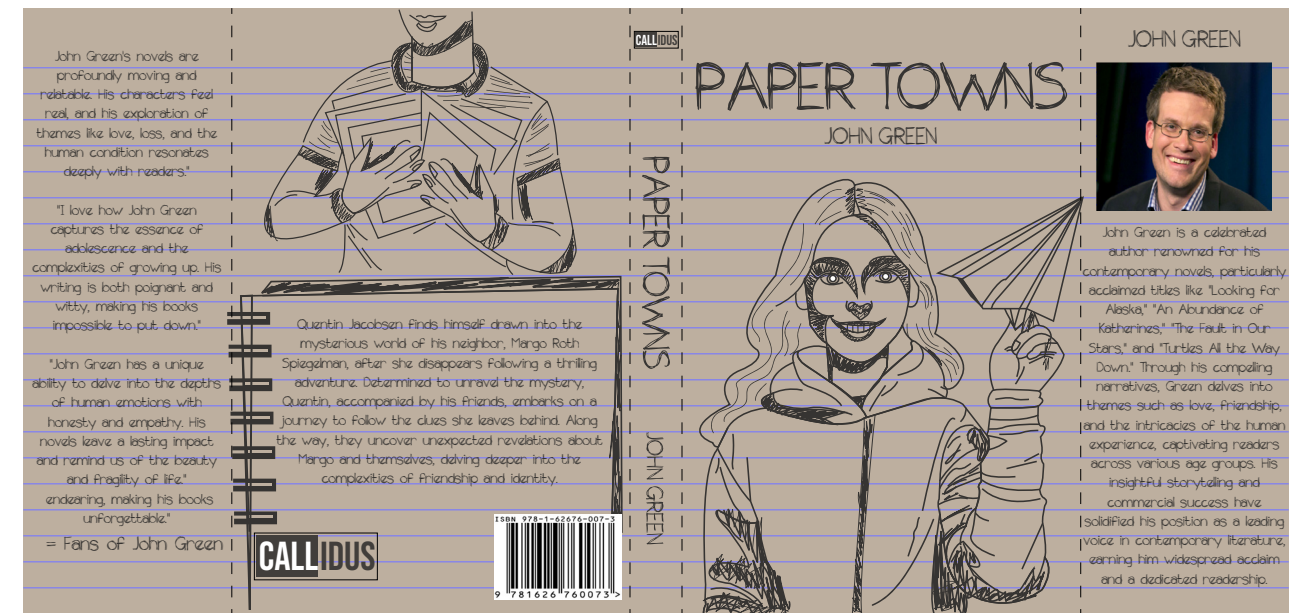
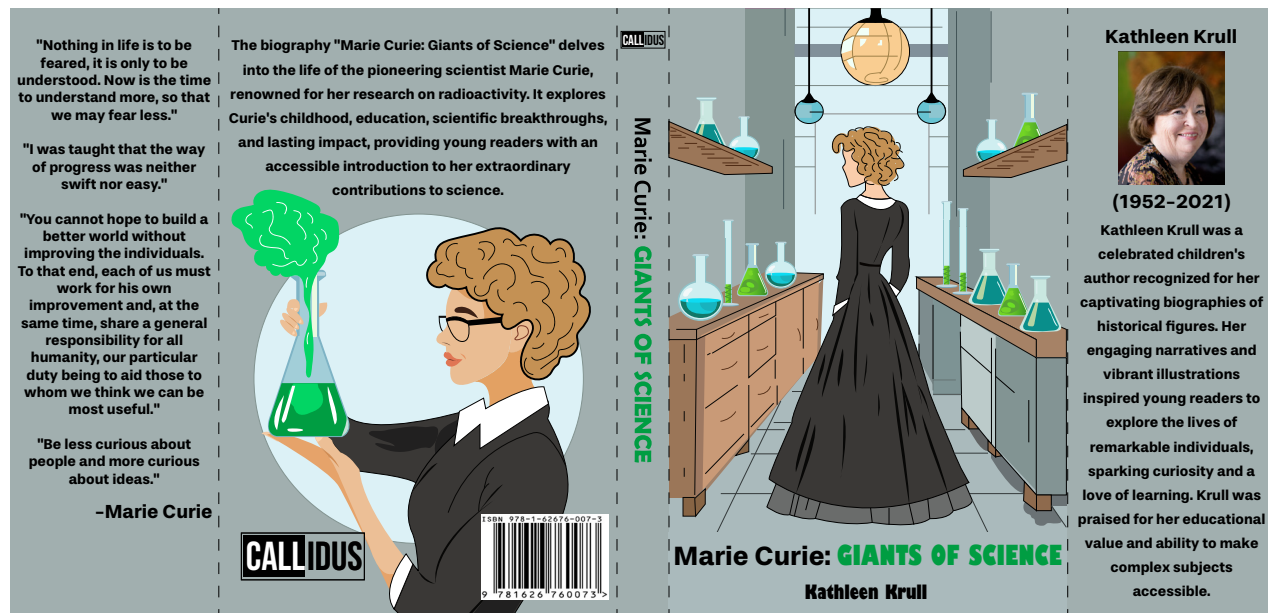


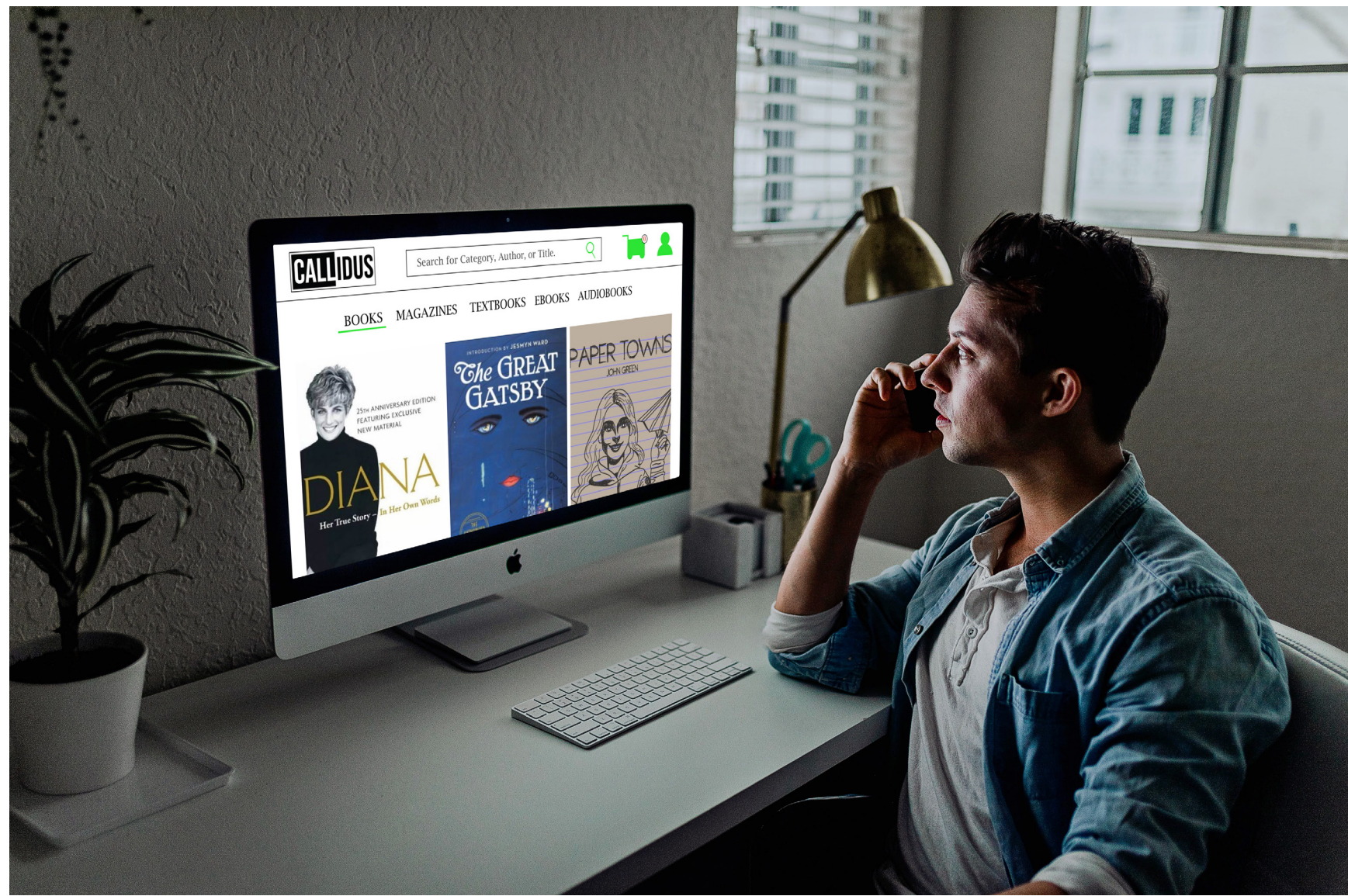
Dust Cover Book Jackets

Fictious Client: Callidus

2 Dust Cover Book Jackets, 2 Posters, Website Design, Sketches

Callidus wants to sell its custom dust book jacket along with the book of choice to its consumers. Various physical, e-books, etc. are available on their website.





PA Issue Awareness Campaign

Fictitious Client: Keystone Farming

Logo, 3 T-Shirt Designs, 2 Posters

Keystone Farming wants individuals to be aware of issue in Pennsylvania the Avian Influeza outbreak killing off poultry but, the issue is being solved thanks to grants being provided and funded by Governor Josh Shapiro to PA farmers.

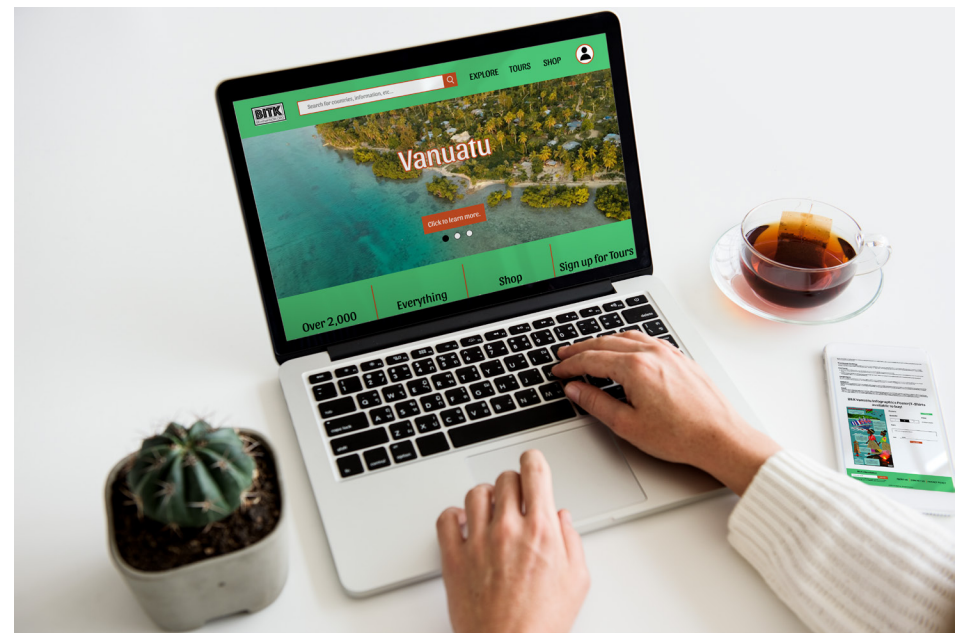


Vanuatu Infographics Campaign

Fictitious Client: BelnTheKnow

Infographics Poster, 3 T-Shirts Designs, Website Design

BelnTheKnow wants to give information about numerous underrepresented countries to give knowledge about their language, culture, food, etc. to its website's visitors.



Critique Magazine Campaign

Fictitious Client: Critique

Magazine Cover, 2 Page Spread Layouts, Poster, T-Shirt Design

Critique wants to inform individuals of how diversity can make a workplace/business much more successful and organized by displaying an Pamela Newkirk's article 'Diversity is A Booming.'



Wine Labels Campaign - Fizz Apple Fusion and Orange Glitz Gala (Sparkling Wine)

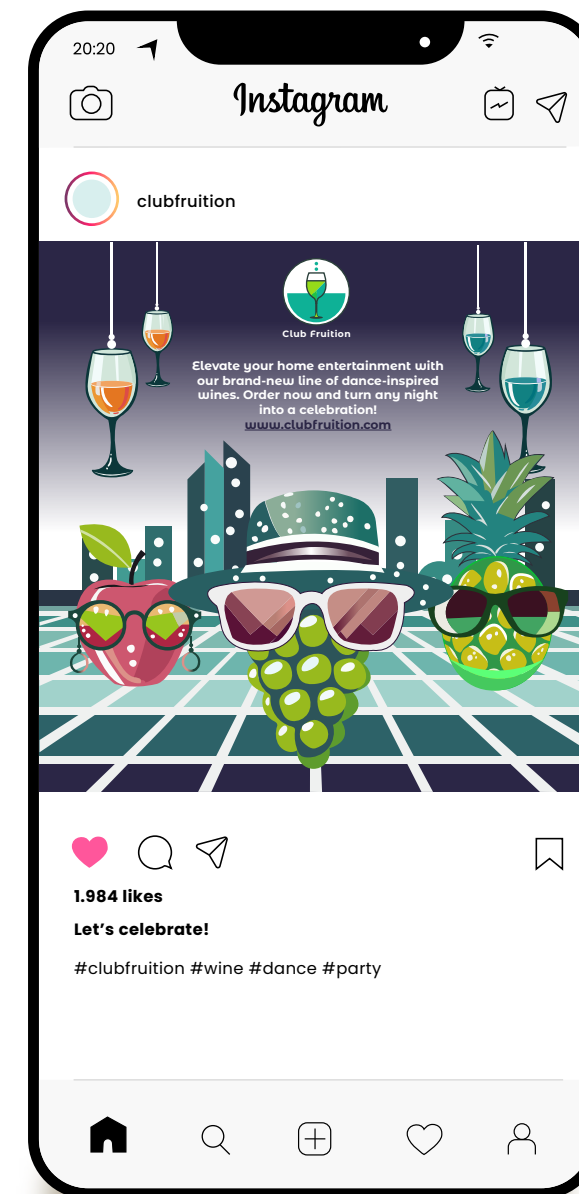
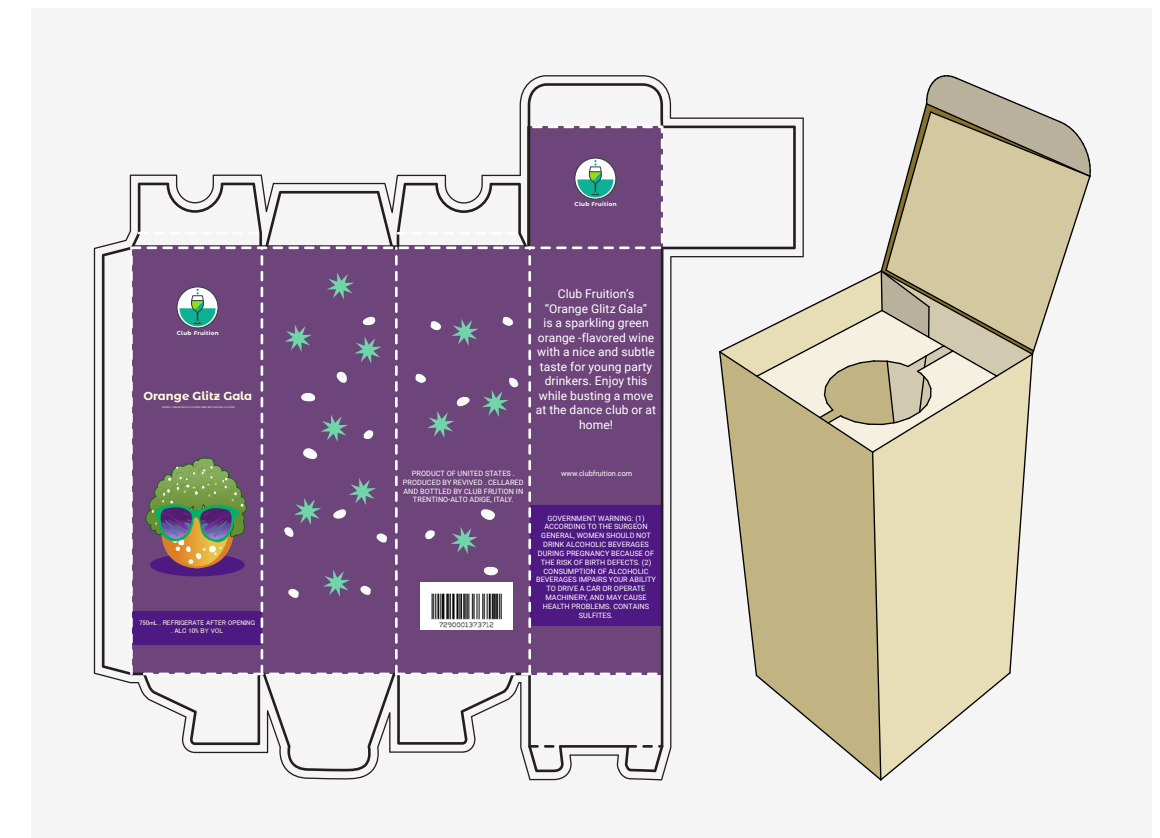
Fictitious Client: Club Fruition

Logo, 2 Front Labels, 2 Back Labels, 2 Top Wrapping Labels, Social Media Post, 2 wine Package Boxes

Three elderly friends from highschool are promoting their wine company to young drinkers of 21-24 to the world of alcohol by providing their wines to numerous dance clubs. Buying the wine for home is also an option.



Club Fruition



Floral Delights Brand

Fictitious Client: Floral Delights

Logo, 9-Page Brand Guide, Social Media Post, Website

Floral Delights is an online flower-selling service for social or personal events such as anniversaries, funerals, graduations, etc.



Logo Structure

The shape of the Primary Logo of "Floral Delights" can easily be determined by the shape of the very top of its combination mark. Aligning the shape to the top of the "F" in "floral" will determine that the combination mark with the primary logo is.

The structure for the Secondary Logo follows a similar rule. The space between "floral" and "delights" can be identified by the same shape of the combination mark.

The structure for the combination mark has a very symmetrical build if you follow this box and see the endpoints of each shape. Each is perfectly even.

Colors

RGB: 232, 24, 24
CMYK: 2, 100, 100, 0
#E81818
PANTONE: 485 C

RGB: 143, 0, 159
CMYK: 55, 100, 0, 0
#8F009F
PANTONE: 2602 C

Colors Usage

- Using the colors of the original logo of their shapes is permitted.
- The entirety of either of the two colors is allowed as well.
- Of course there will always be a black and white version of the logo too.

- You CANNOT put the logo on a background that is the same color as the original.
- You CANNOT use different colors for the logo other than what was stated previously.
- You CANNOT switch the colors of the shape of the logo.
- You CANNOT put the logo on a background whose color is very to the logo. The color contrast must make it so the logo is visible.
- You CANNOT use spaces for the logo.

Typography

Berlins Sans RB (Regular Weight)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Edwardian Script ITC (Edwardian Script ITC)
Poplar Night

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography Usage

- DO NOT change the weight of the fonts.
- DO NOT change the font.
- DO NOT remove letters.
- DO NOT add spaces in the letters.
- DO NOT stretch or make fonts bigger.
- DO NOT make everything capital letters.
- DO NOT squeeze words or letters together.
- DO NOT remove words.
- DO NOT add effects to words.
- DO NOT add a drop shadow.
- DO NOT put words or logos in general in front of a photograph.

Conclusion

In wrapping up, these brand guidelines are like our roadmap, guiding us through the colorful world of Floral Delights with confidence and style. They're not just a bunch of rules; they're the heart and soul of what makes us, well, us!

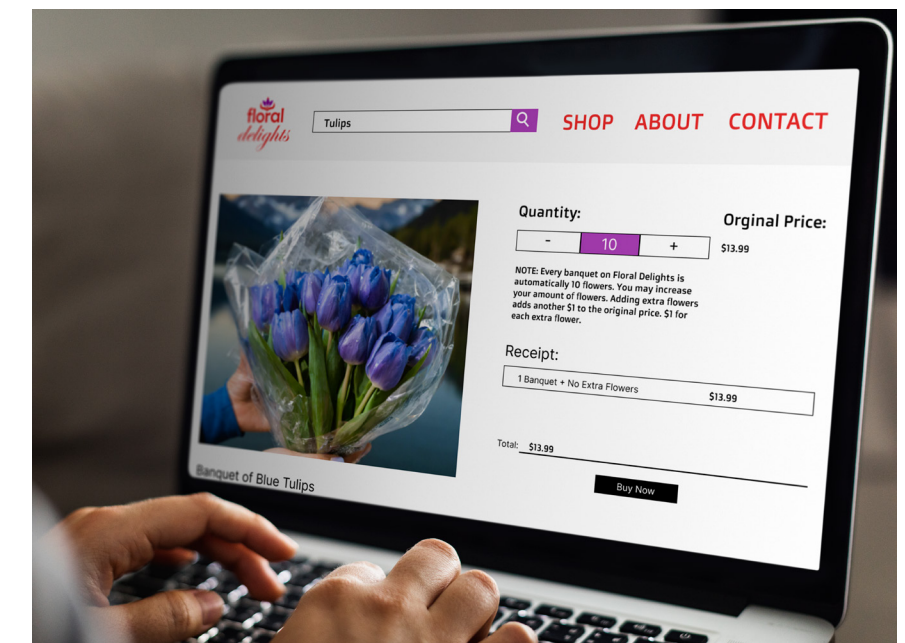
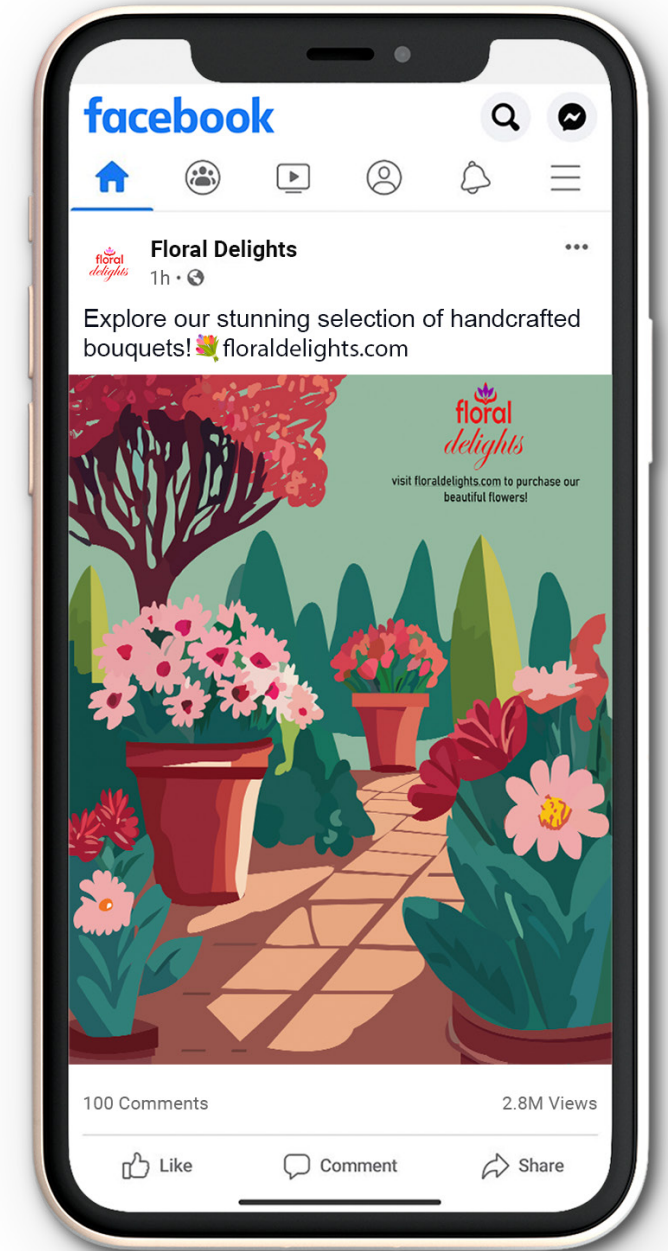
Our logos? They're the face of Floral Delights, reflecting the beauty and charm of our blooms in every curve and petal. Whether it's our main logo on the tan variations, each one tells a story - our story. And by sticking to the guidelines, we keep that story consistent, making sure everyone sees us at our best.

And then there are our colors - oh, those gorgeous hues! From vibrant shades to softer tones, they're like little bursts of happiness in every bouquet. By using them just right, we create experiences that speak straight to the heart.

Let's not forget about typography - our secret weapon in the language of flowers. With the right fonts and styles, our messages bloom with personality and grace, just like our floral arrangements.

As custodians of the Floral Delights brand, it's up to all of us to live and breathe these guidelines. They're our compass, guiding us as we spread joy, love, and a little bit of magic with every single stem.

So here's to keeping things blooming beautiful, one petal at a time. Thanks for being part of the journey!

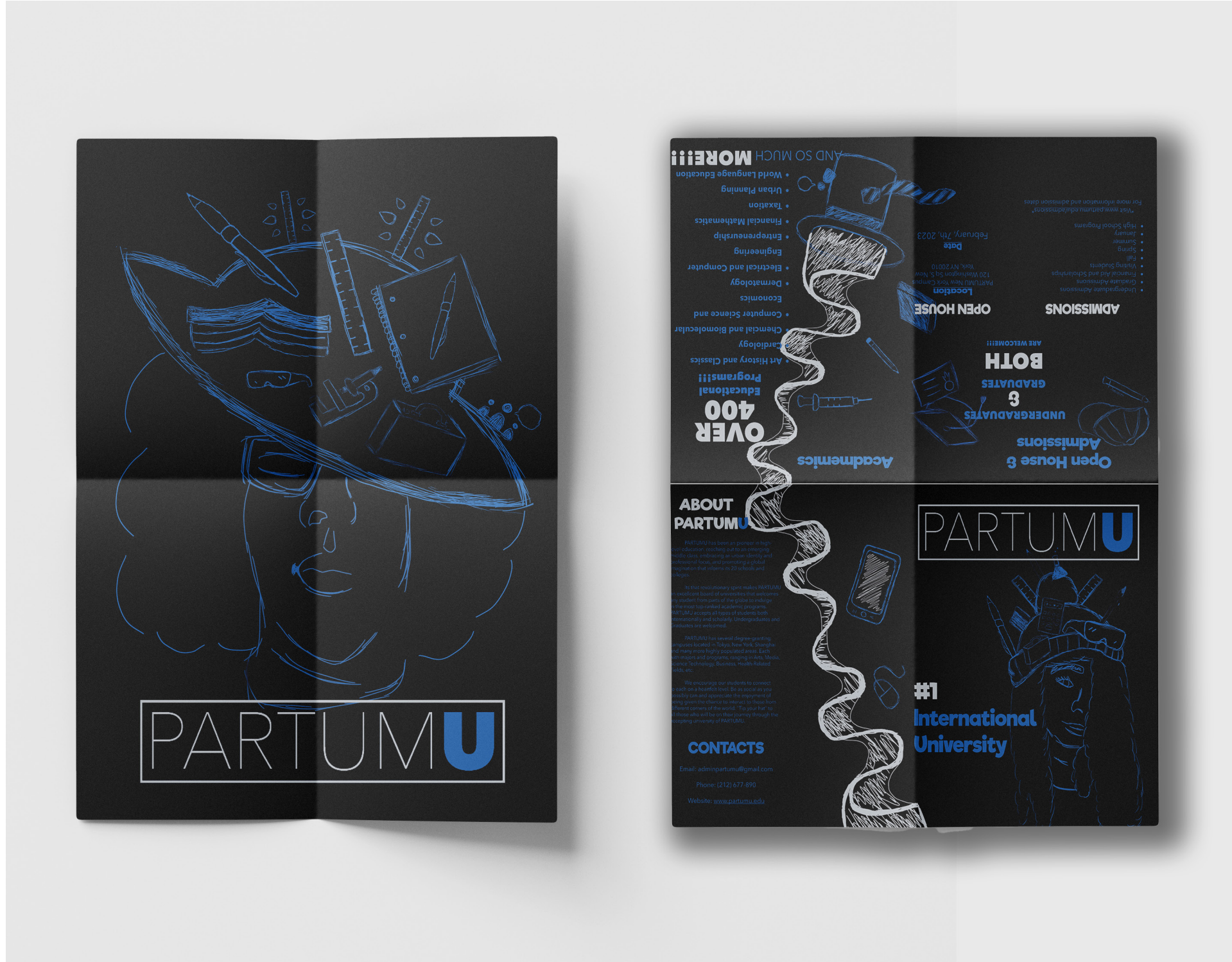


College Open House

Fictious Client: PARTUMU

Double-Sided-Poster/4-Fold Brochure, Social Media Post

PARTUMU once again wants to give people who are interested in their classes but, this is for their general educational programs. This poster/brochure is meant to given out during open house sessions at the university for visitors looking forward for registration and a tour of the university. The Poster is on one side and the brochure is on the other.

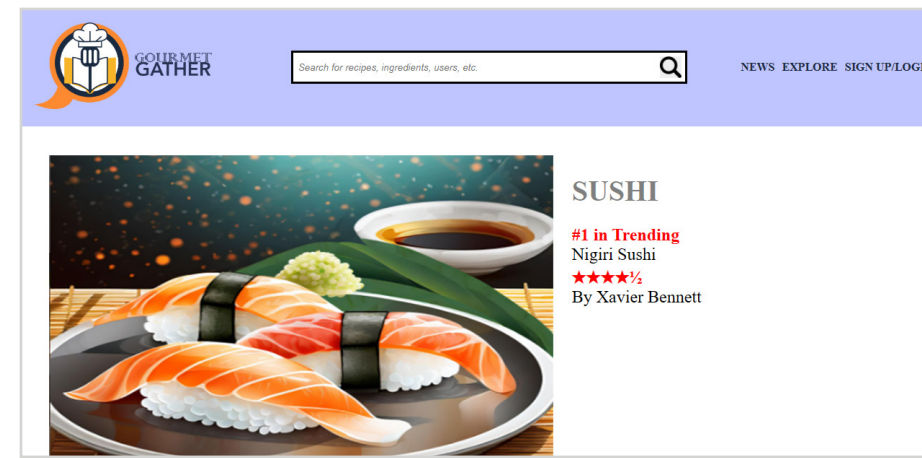


Food Recipe Post Website

Fictious Client: Gourmet Gather

Logo, Some Responsive Webpages (Home Page, My Profile, Nigiri Sushi Page, Sign Up Page, Log In Page.)

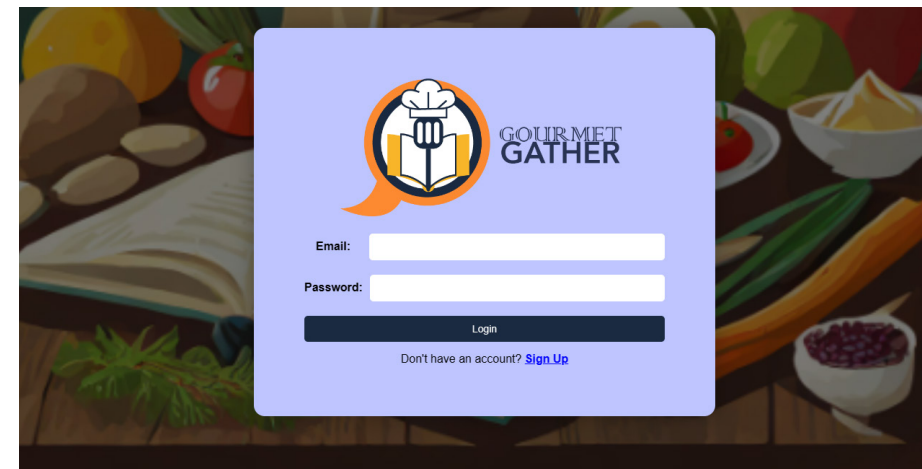
A website created to like, comment, and upload recipes to other visitors of the site. This website is a prototype. Its not a fully functional website, there is some responsiveness. Your information doesn't have to be fully entered in the log in to get to the Profile page just random text with with @ symbol in the center and then click "Login"



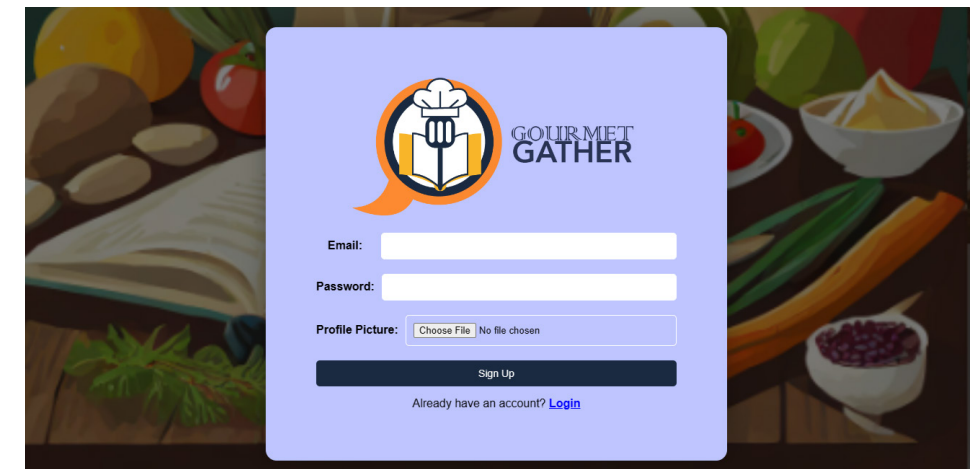
Home Page



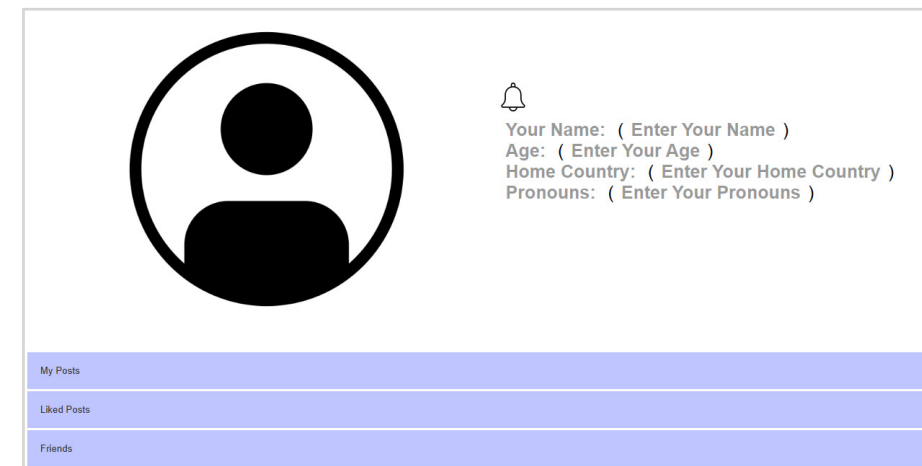
Sign Up/ Login Page



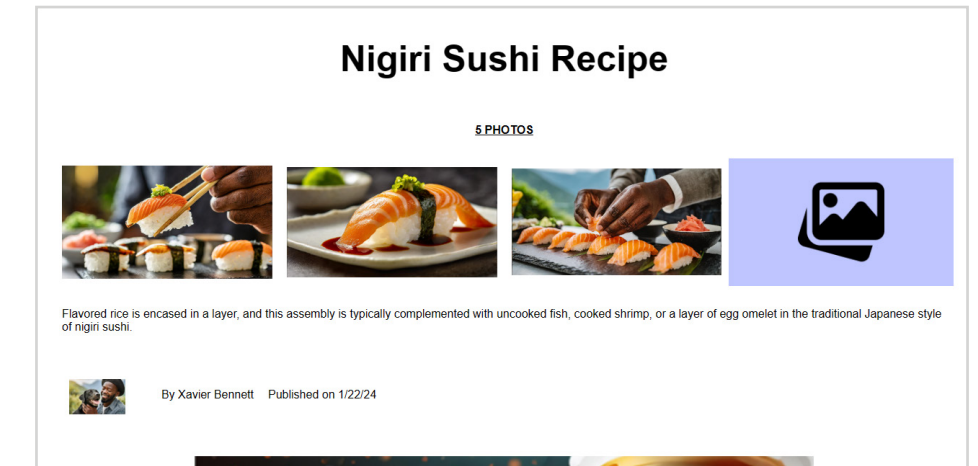
Login Page



Sign Up Page



My Profile Page



Nigiri Sushi Page

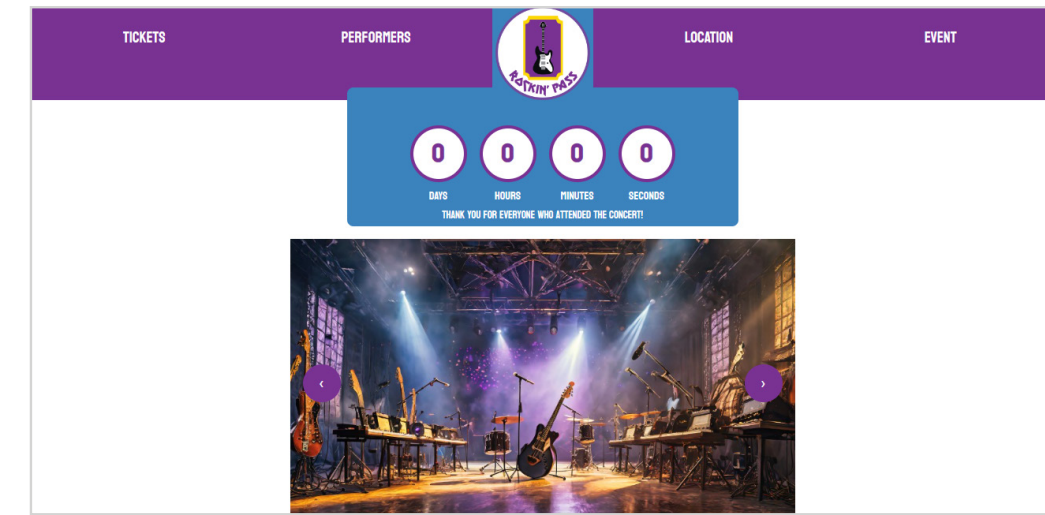
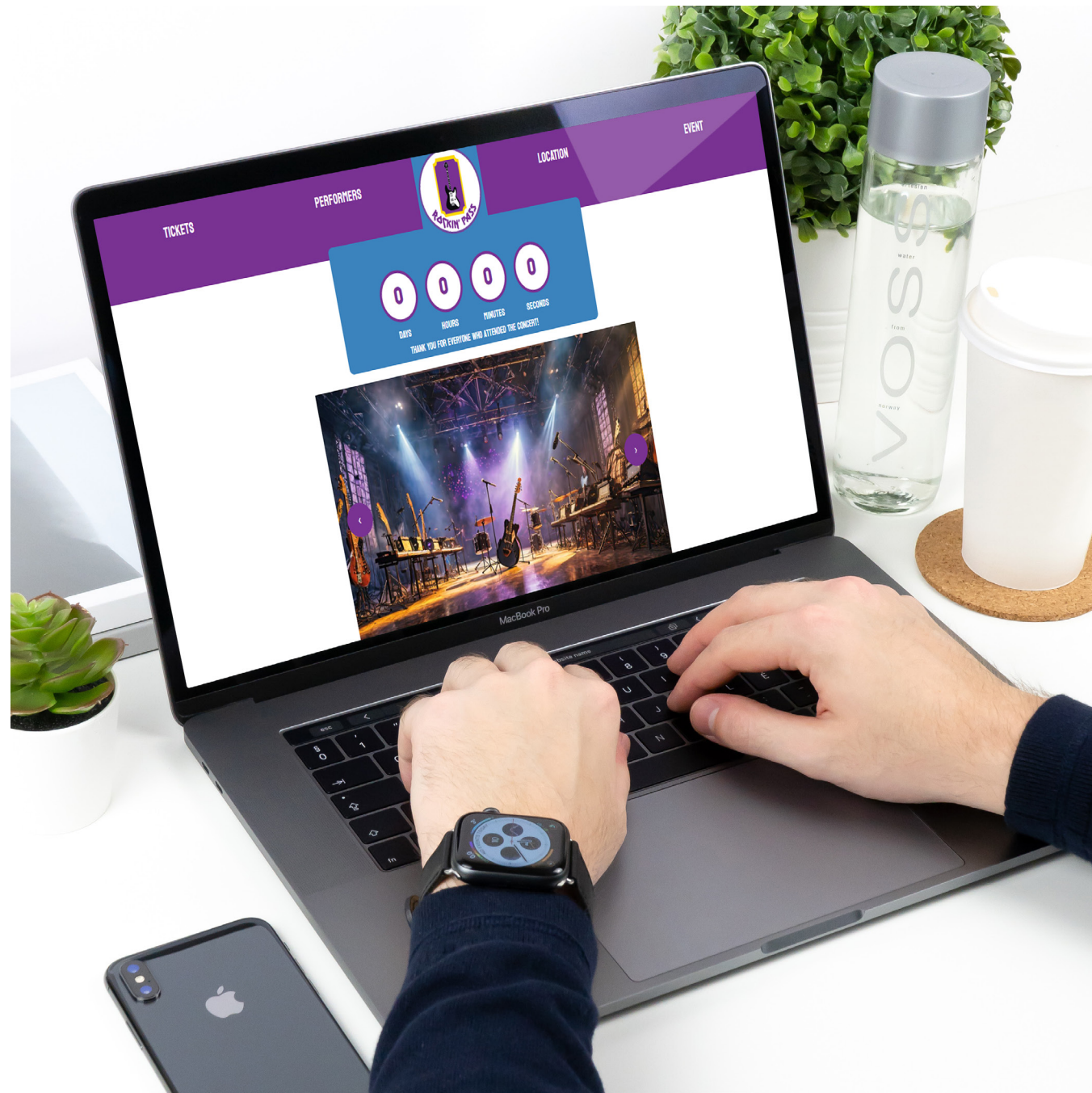
<https://www.chaneljdingle.com/projects/project-1/>

Event Promotion Website

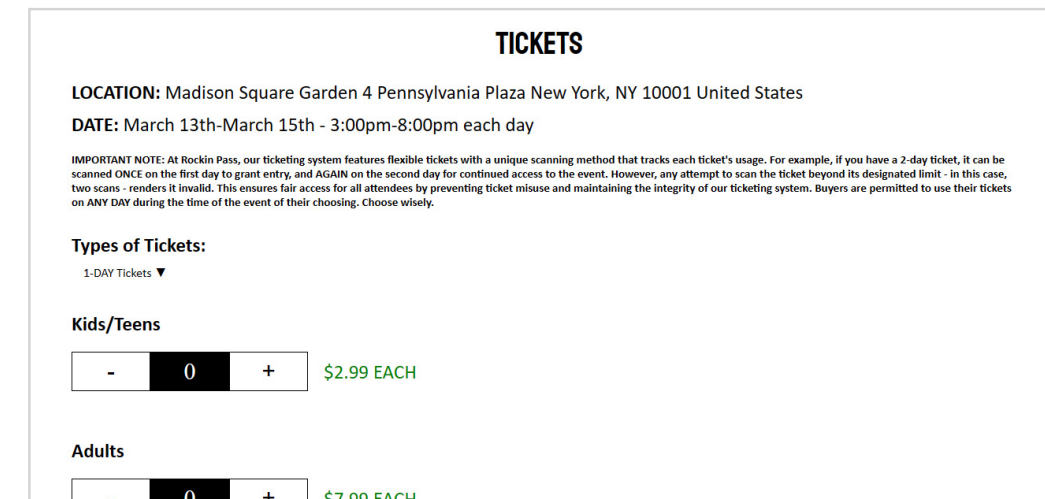
Fictious Client: Rockin' Pass

Logo, Some Responsive Webpages (Home Page, Tickets Page, Performers Page, Location Page)

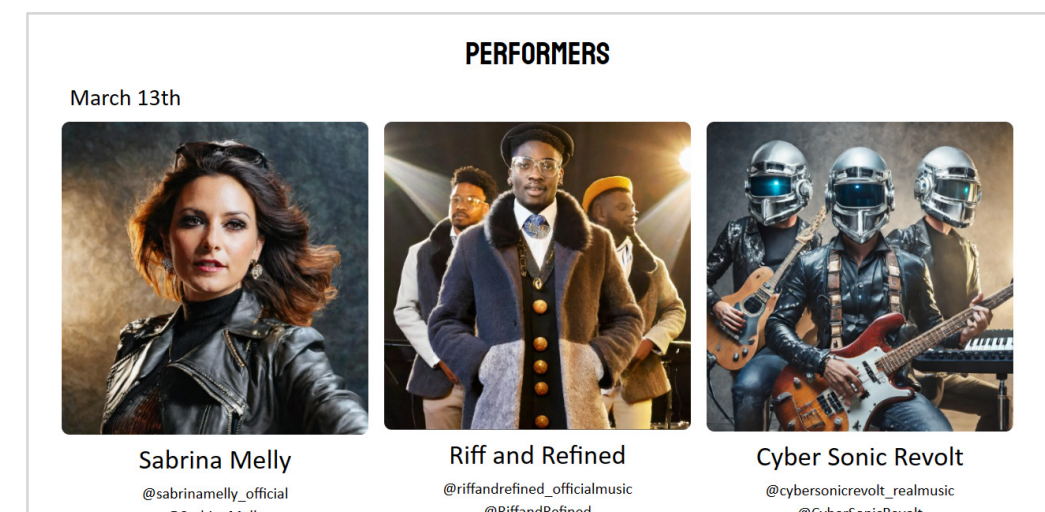
A website promote a fictional rockin n roll concert where you are able to purchase tickets for the event, each ticket is a different price depending on a person's age group. This website is a prototype. Its not a fully functional website, there is some responsiveness. The timer is expired as the "event's date" passed on March 13th, 2024. Location Page is blank.



Home Page



Tickets Page



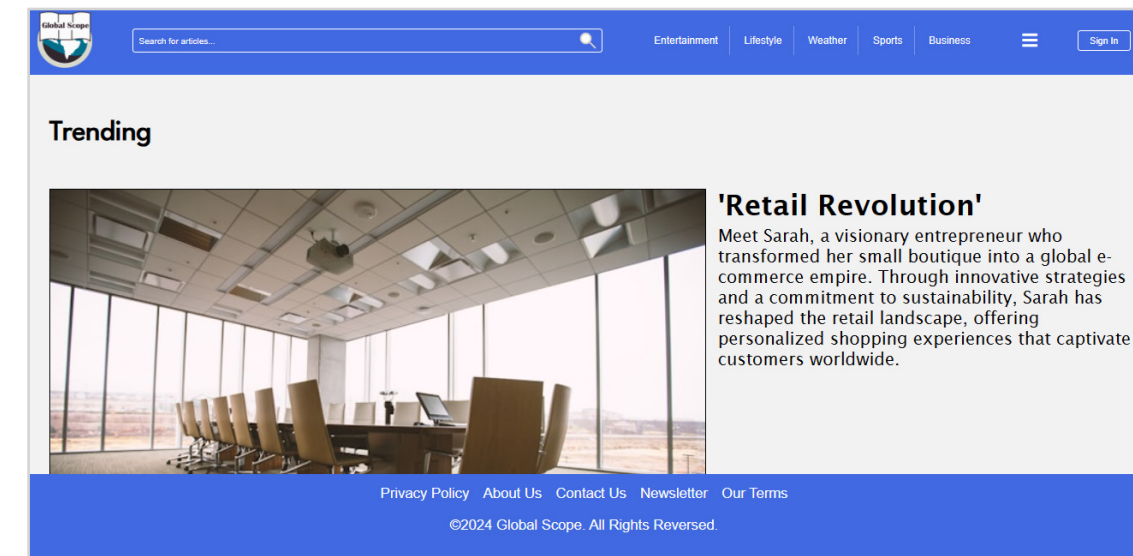
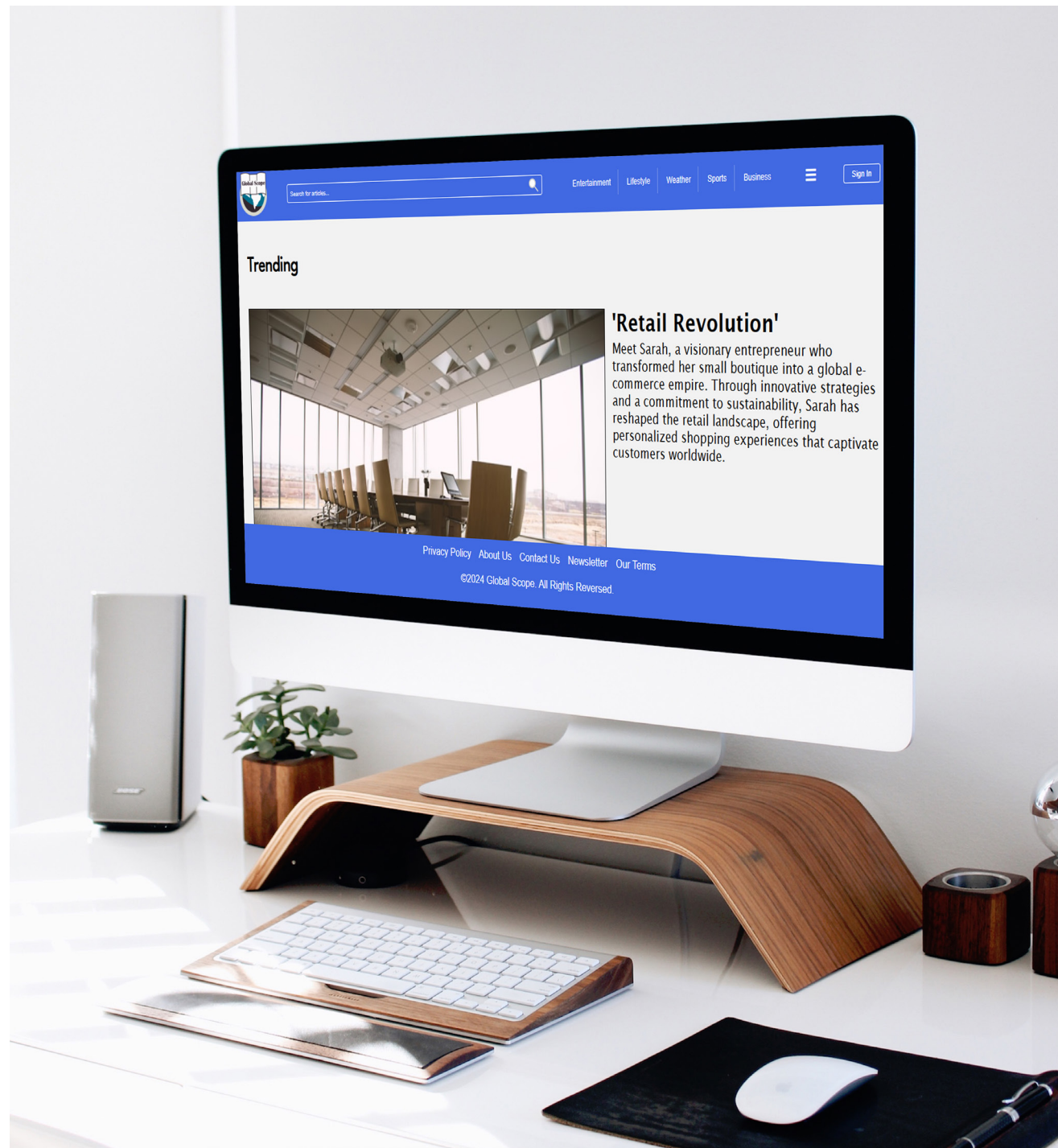
Performers Page

News Website

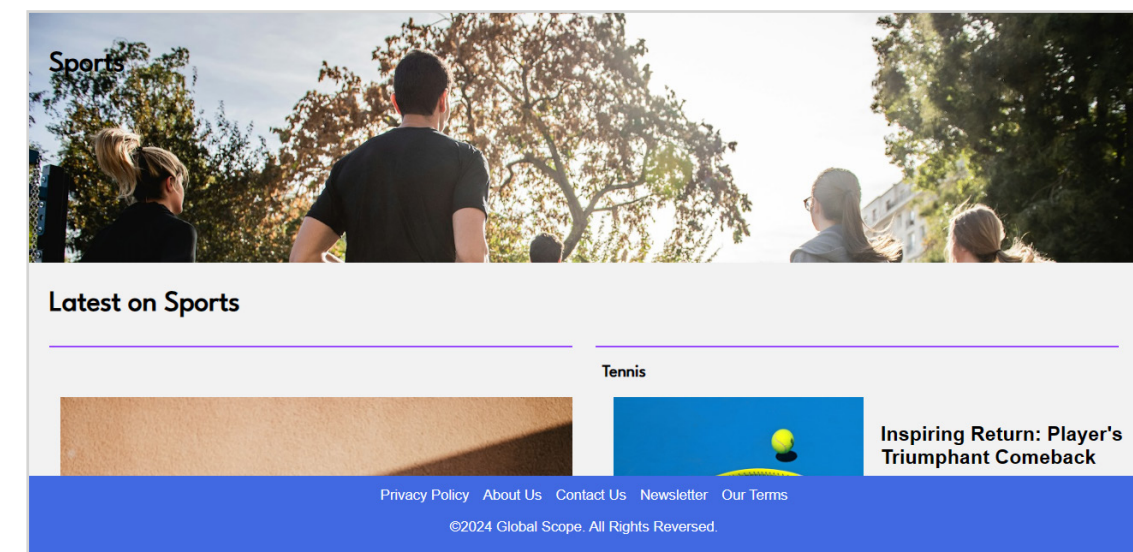
Fictitious Client: Global Scope

Logo, Some Responsive Pages (Home Page, Sports Page, Alex Johnson Article Page)

A website that posts fictional articles about different categories such as Entertainment, Lifestyle, Weather, Sports, Business and many subcategories. Its meant to keep people informed of almost any topic of interest. This website is a prototype. Its not a fully functional website, there is some responsiveness. There is a dropdown menu in the home page. All articles in the website are not REAL.



Home Page



Sports Page



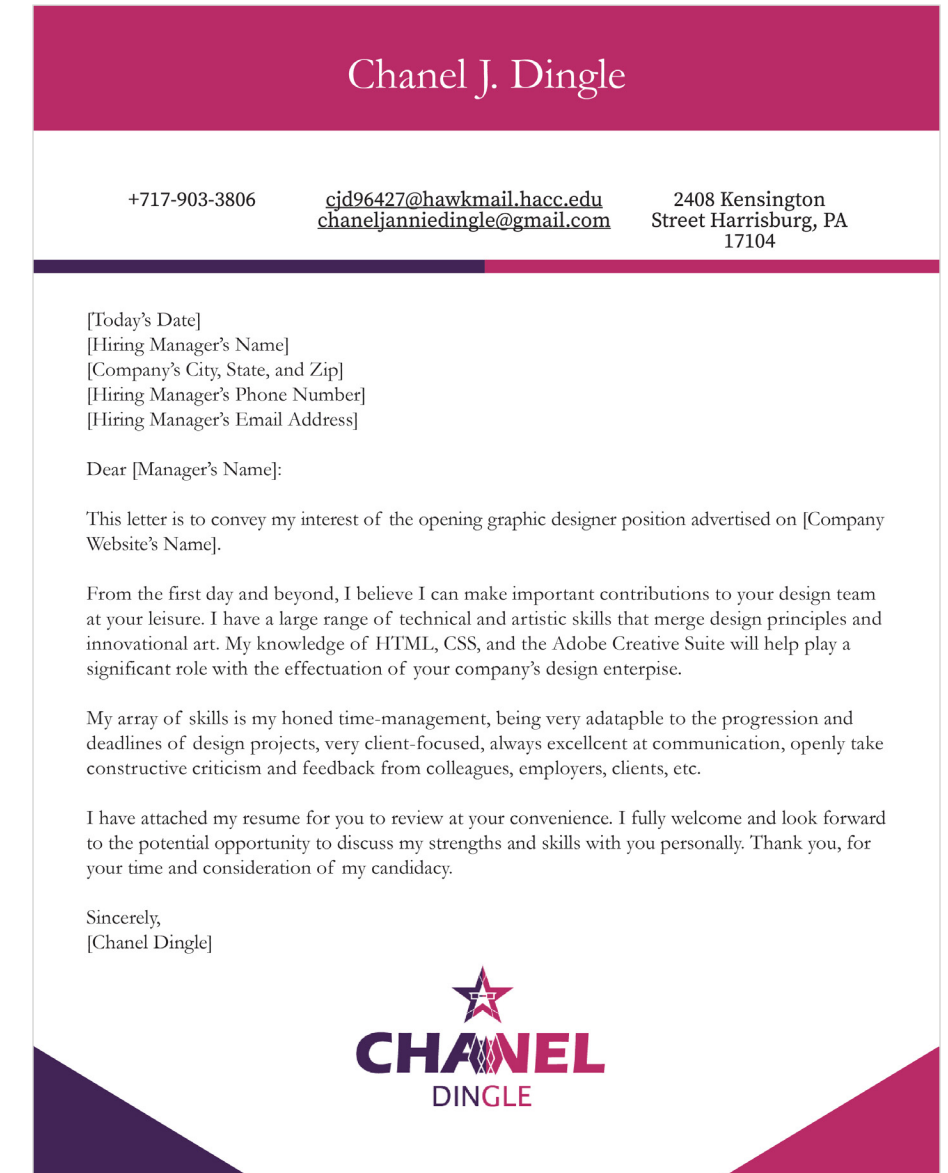
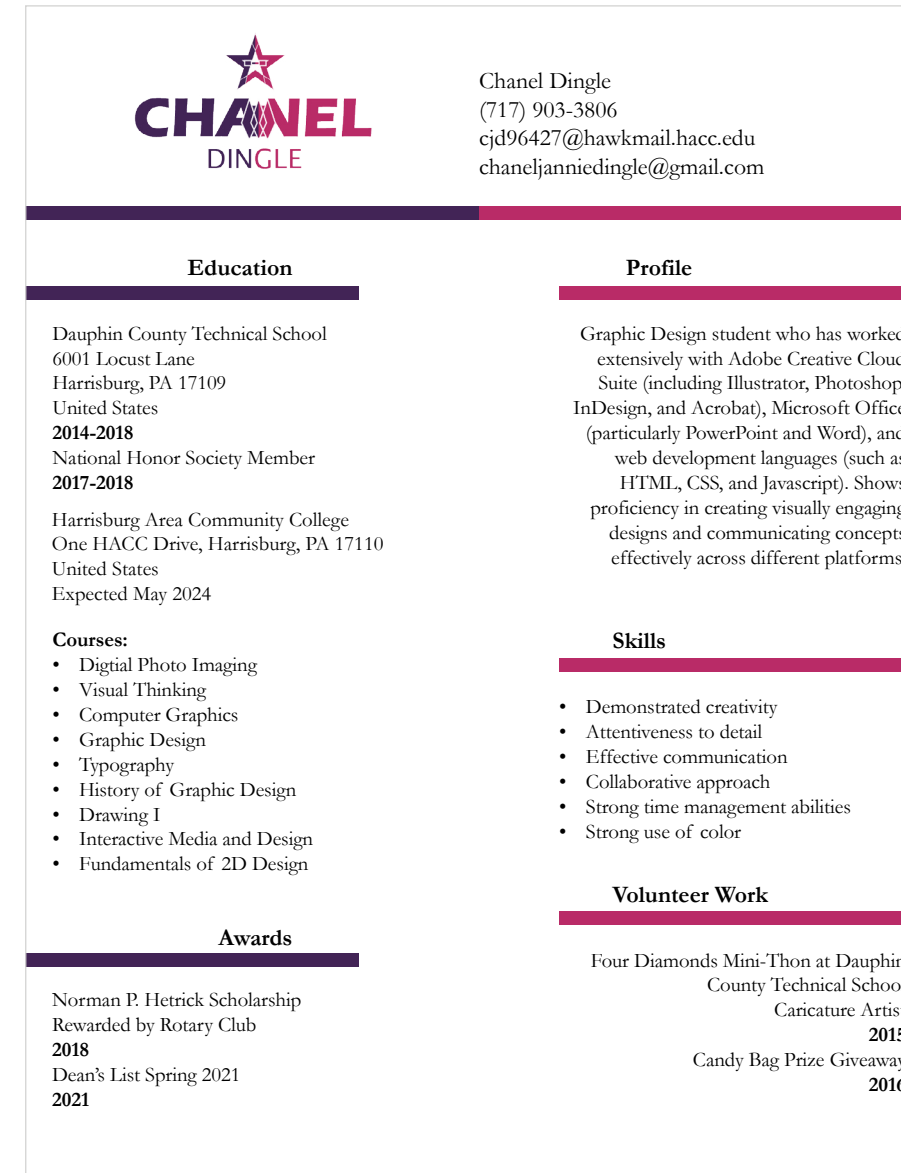
Alex Johnson Article Page

Personal Branding

Business Card, Logos, Resume, Cover Letter

My own personal brand is combination of my style and love of eye-catching colors and structure.

My brand reflects myself and how I portray my designs.



**Thank you for
looking at my
Portfolio!**

- Chanel Dingle