



Julie
Patel

Portfolio '23

JULIE PATEL DESIGN

Campaign ONE

HALLEY'S MOUNTAIN INN BRANDING

Client: Halley's Mountain Inn is a historic craftsman style inn in Black Mountain, NC.

Problem: The client needed a brand refresh to reflect their grand reopening as a luxury boutique inn.

Solution: The assets include a logo set, key card and holder, drink coasters, and do not disturb door hangers. To convey the luxury feeling of the "new Halley's Mountain Inn," without losing the coziness of the mountain inn, a paired down, calming color scheme of warm blues was chosen. Additionally, a rustic, yet sophisticated typeface was chosen.





Campaign TWO

ARTANIST FLORAL STUDIO BRANDING

Client: Floristry studio of artist & botanist floral design couple, Fleur du Artanist, creates upscale bouquets and floral art pieces that tell a story,

Problem: The client's brand did not feel cohesive and their social media presence lacked focus and intention.

Solution: A series of logos were created to be used in varying situations so the brand remains strong throughout all print & web materials. The stationery (letterhead, business card, thank you note, and client folder) was created with the intention of establishing the brand identity beyond social media. Finally, Instagram assets (stories, profile cover, highlight covers, posts) were developed to guide the brand in their new social media strategy.





fleur du artanist



*you have a story to tell.
let's tell
your story.*

home@fleurduartanist.com fleurduartanist.com @fleurduartanist

home@fleurduartanist.com

fleurduartanist.com

@fleurduartanist



ARTANIST

*thank you,
for selecting
Fleur du Artanist*

*now,
let's tell your story*



fleur du artanist

home@fleurduartanist.com

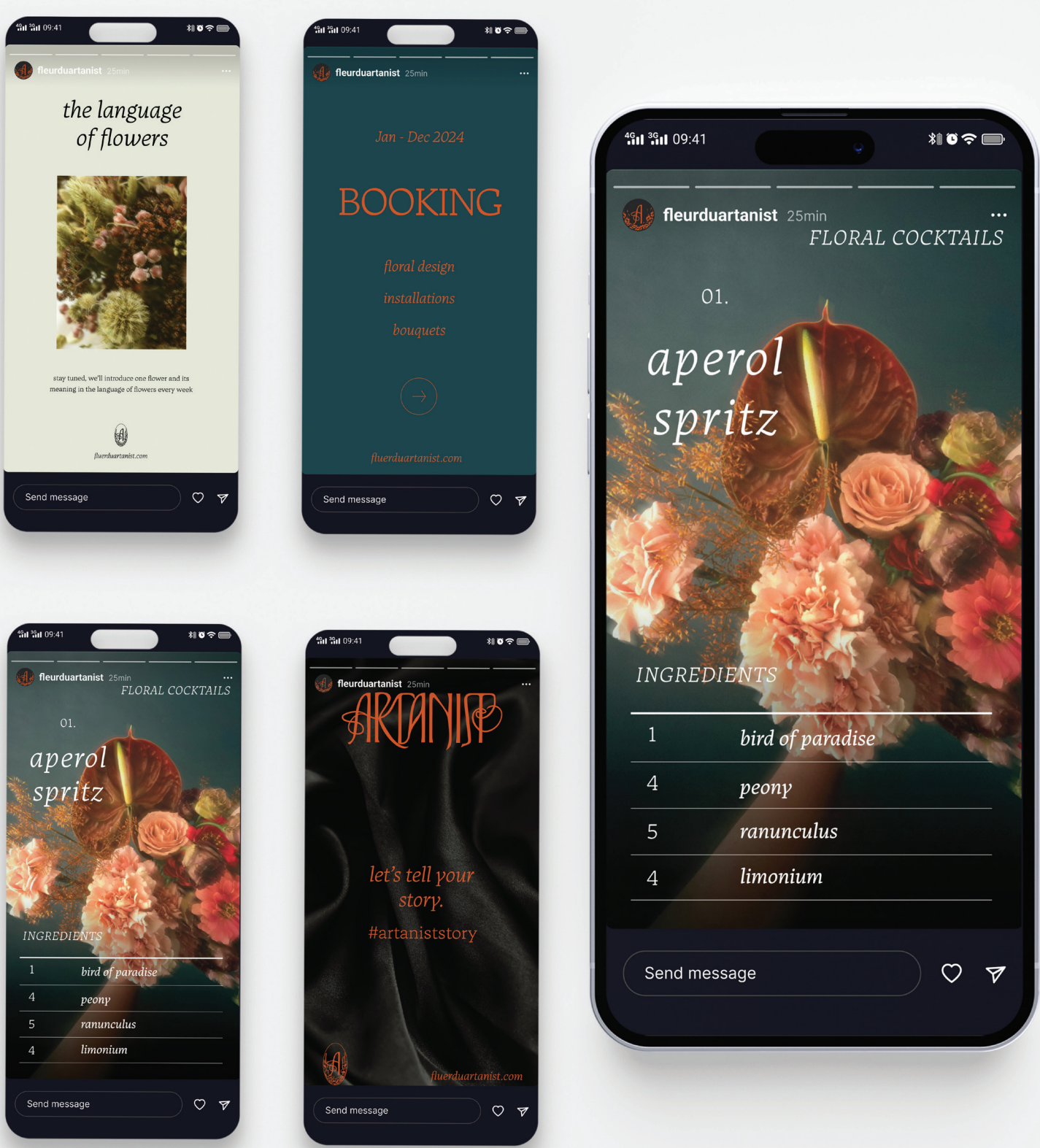
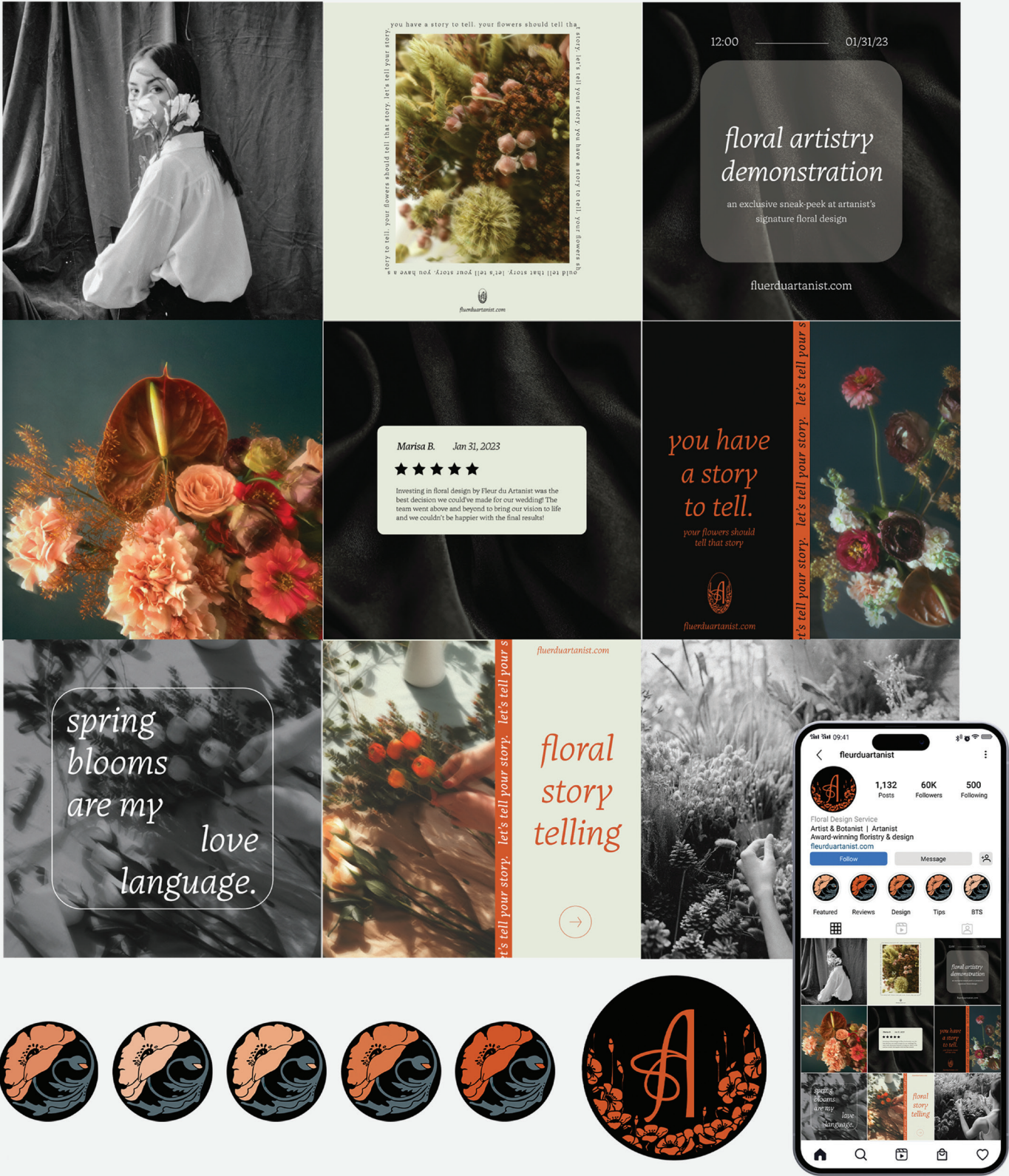
fleurduartanist.com

@fleurduartanist



fleur du
ARTANIST

@fleurduartanist
fleurduartanist.com



Campaign THREE

CHILDREN'S CHARACTER ILLUSTRATION

Client: Funky Friends is a children's entertainment company that creates collectable character surprise boxes. The surprise boxes contain a code for kids to scan and register their new character on the Funky Friends website, where they can then play games that are unlocked with each character.

Problem: Funky Friends needed a new character design for "The Strange 8-Legged OGREBOT" to add to their collection.

Solution: A dynamic character illustration was designed with multiple expressions that are easily recognizable by children. Additionally, a sticker sheet and introduction booklet was crafted to go inside the character's mystery box. The landing page for character registration was designed to be bright, accessible, and not overly complicated for a child to navigate.

Ai

Ps





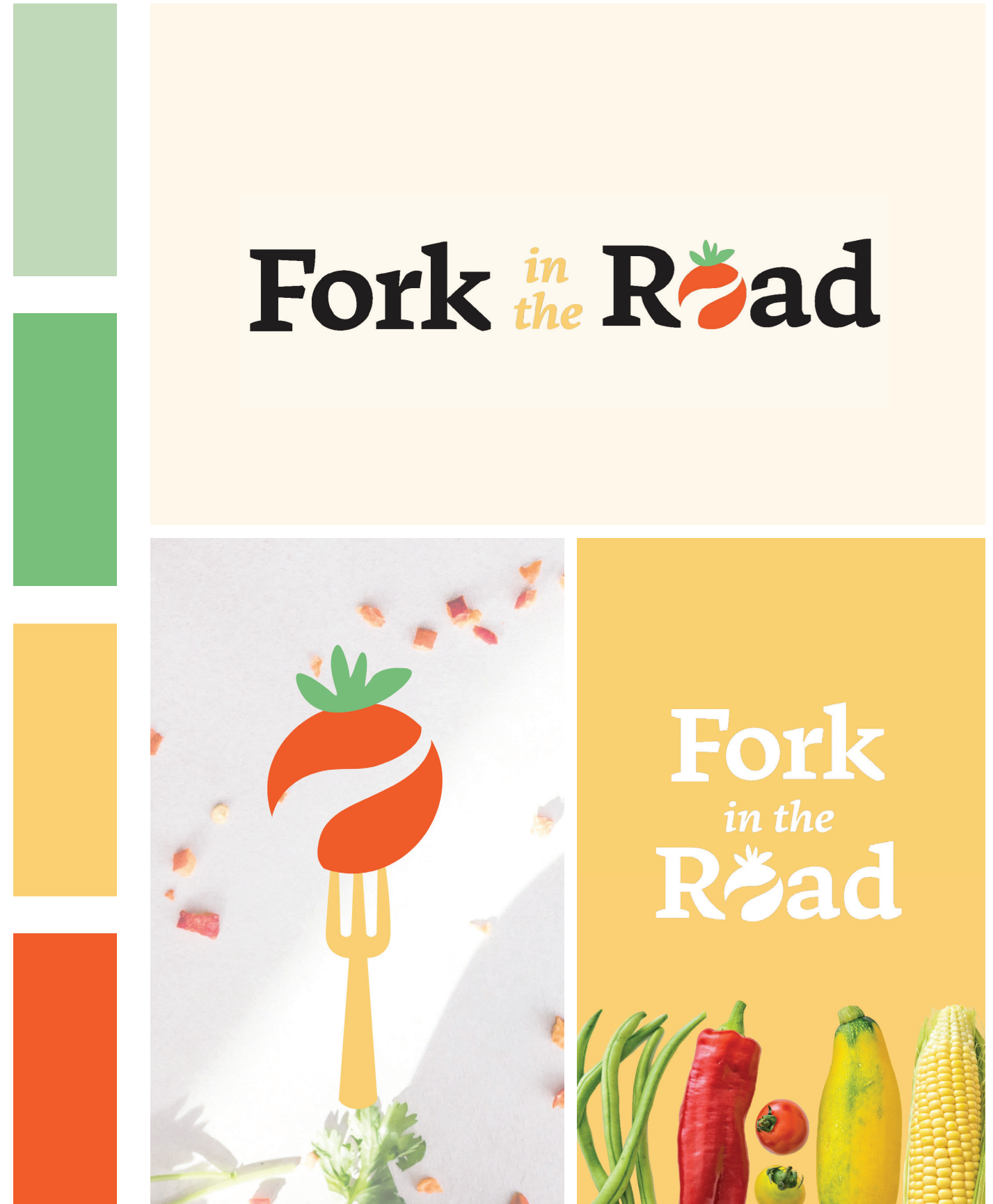
Campaign FOUR

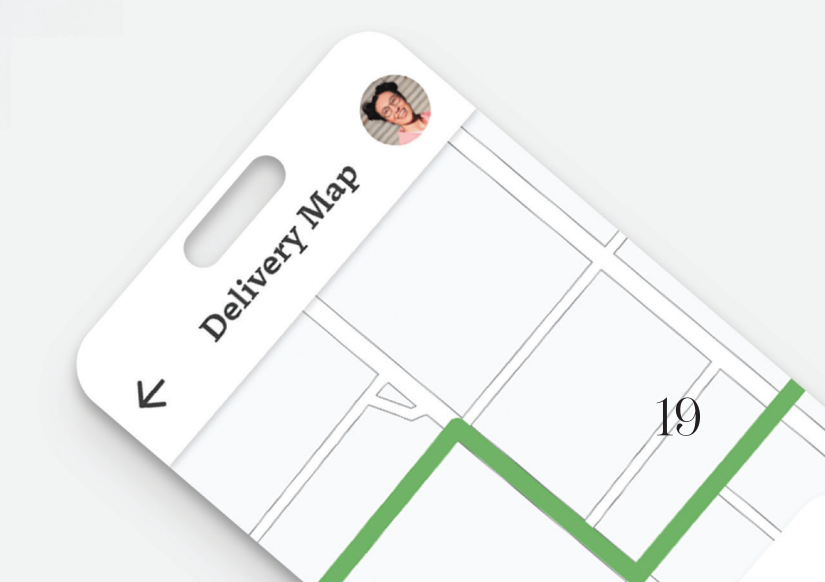
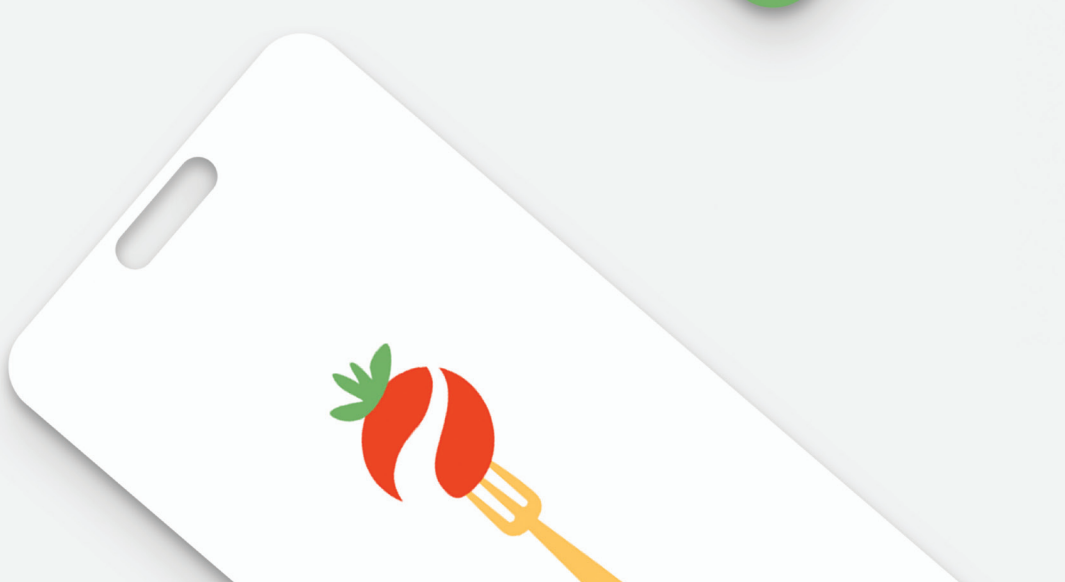
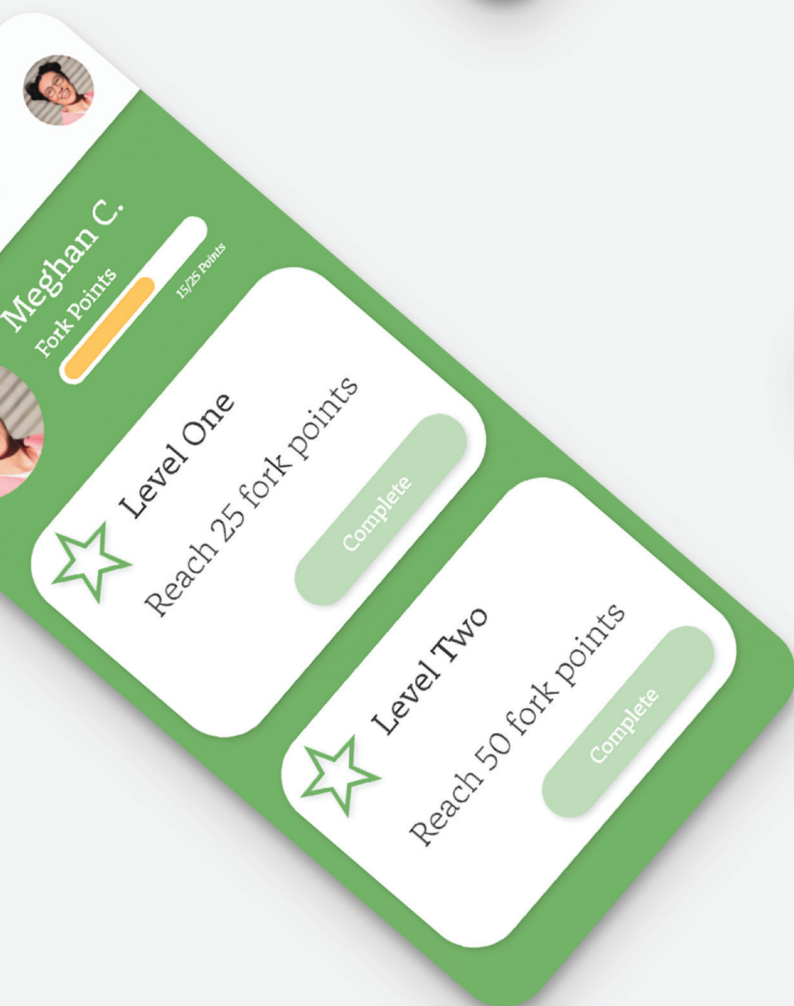
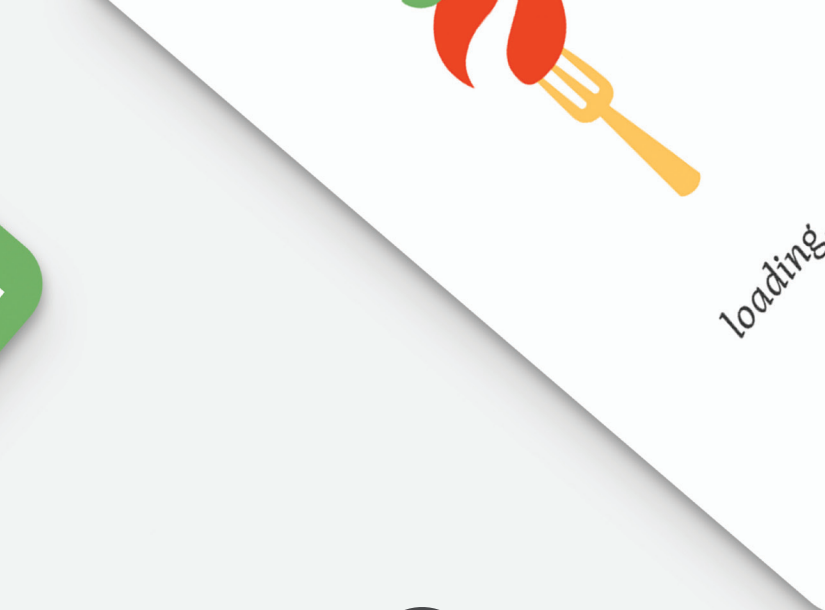
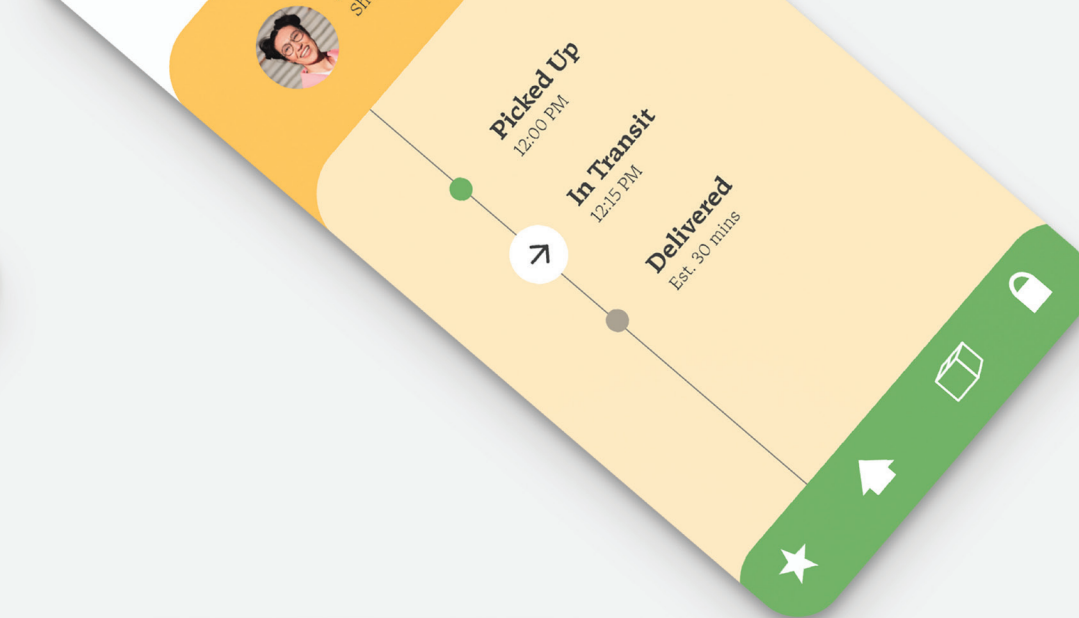
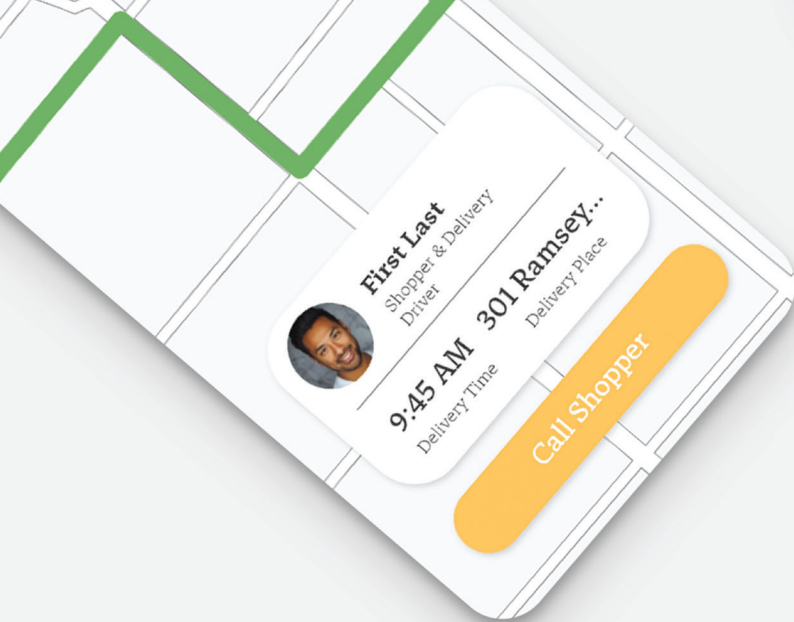
FORK IN THE ROAD BRANDING & APP DESIGN

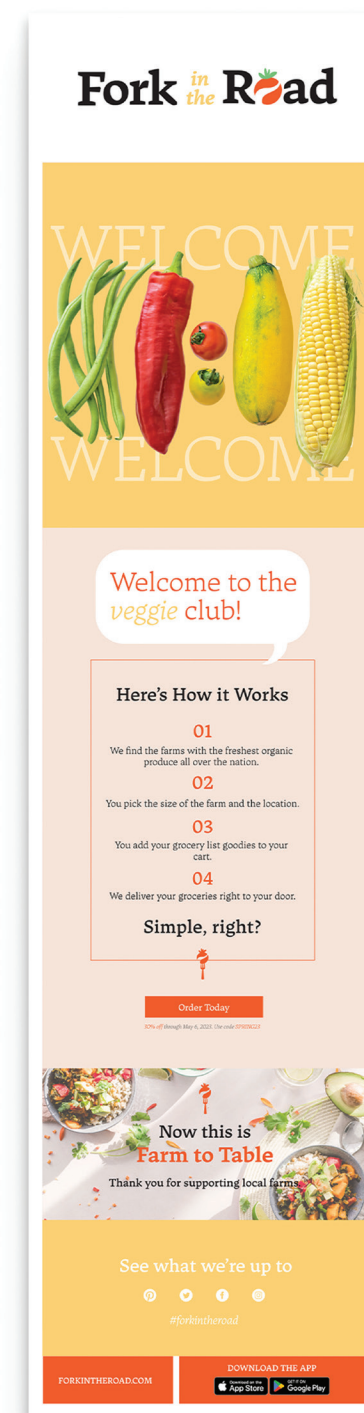
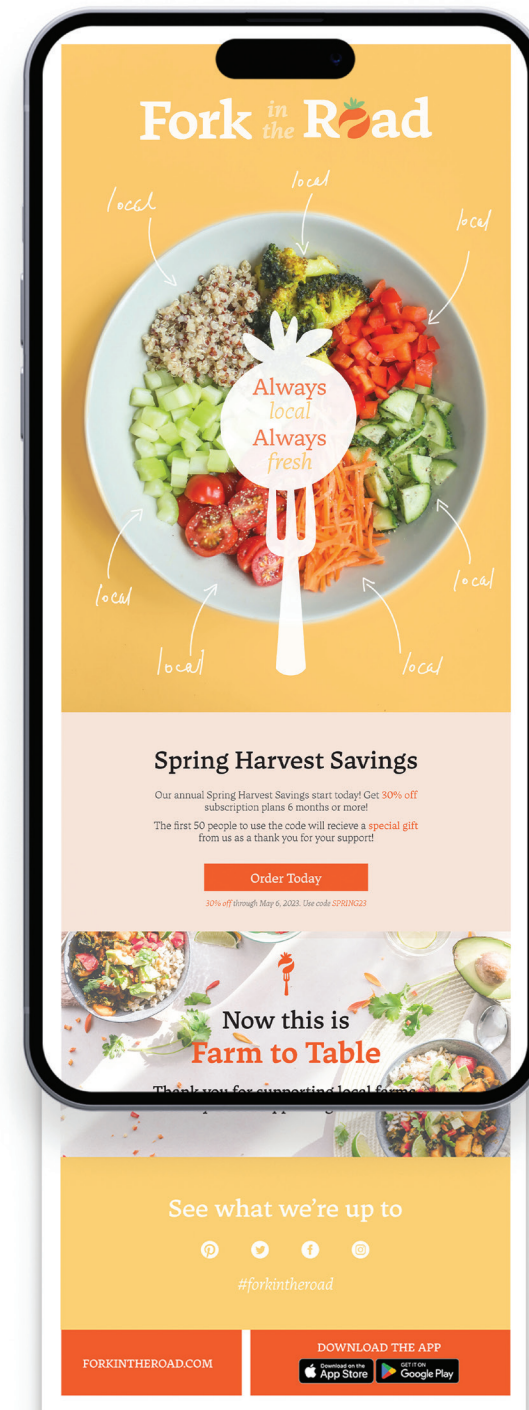
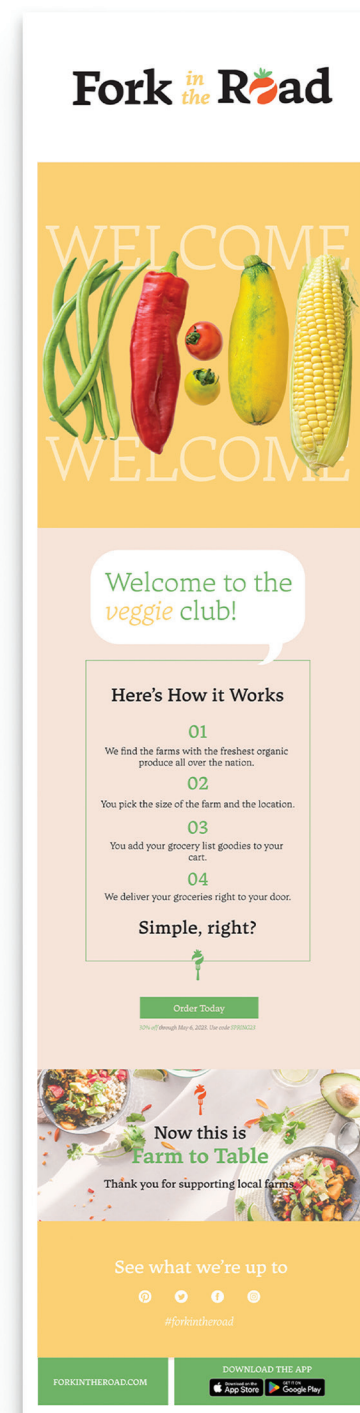
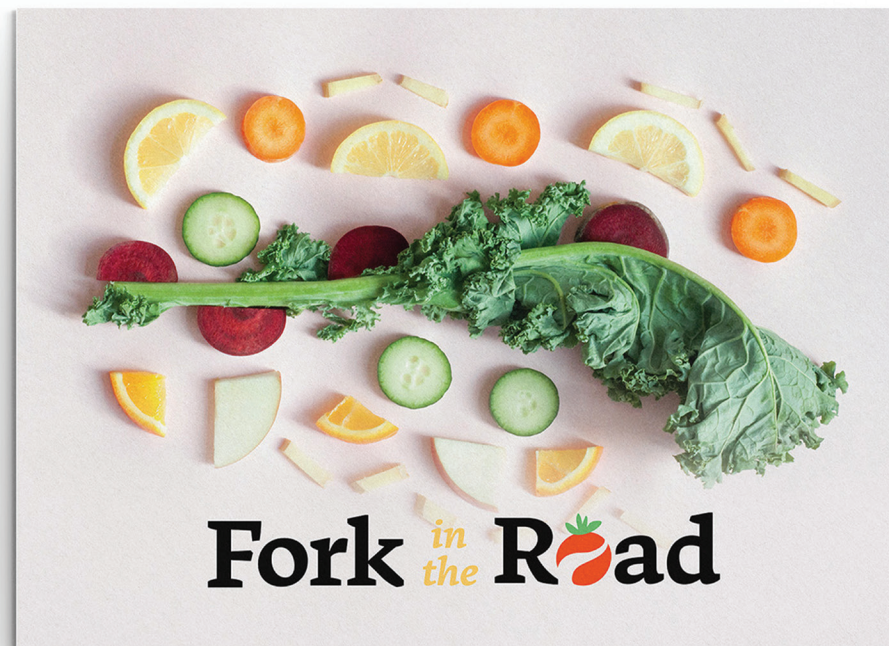
Client: Fork in the Road is a produce delivery app created to connect concious consumers with local farms and the freshest organic produce.

Problem: The client required a brand and app design that appealed to their specific target audience of socio-economic and green-concious consumers in their mid 20s to late 30s.

Solution: A trendy rounded serif and simple, yet inventive, illustrations were utilized for the logo; care was taken to avoid overly cliched design that would put off the audience. A bright and easy to use app design with interactive animations was designed to promote app usage and invoke user delight. Promotion material (email newsletter and mailer) was also created to further establish brand identity and voice.







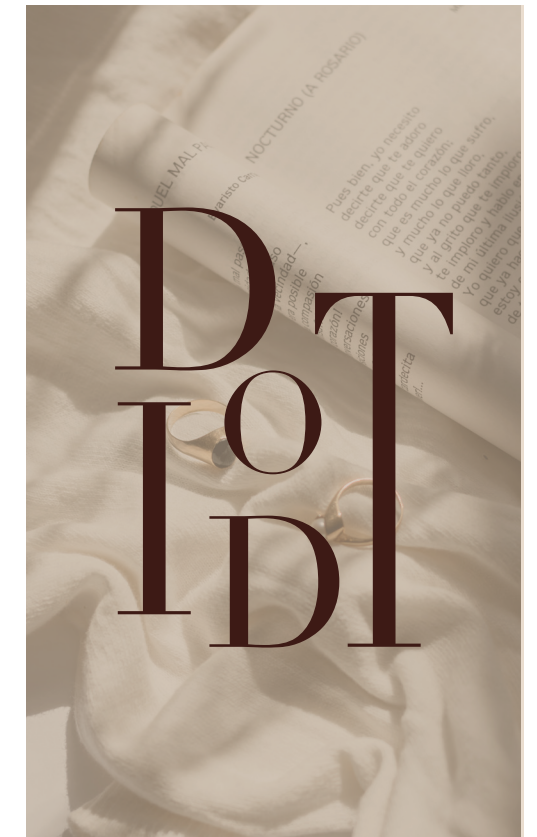
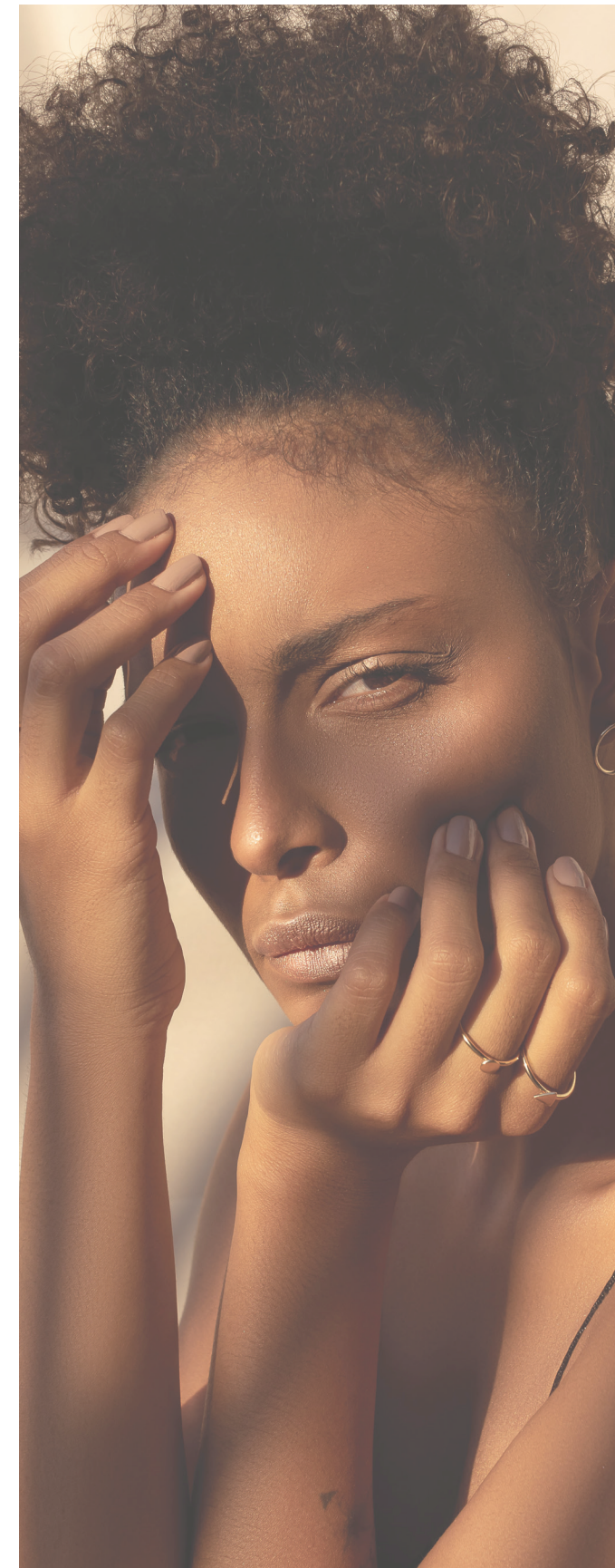
Campaign FIVE

DIDOT EDITORIAL SPREAD

Client: The Typography Edit is a typography focused editorial magazine.

Problem: The next issue of the magazine contains a piece on the typeface, Didot.
The client asked for a typography forward editorial magazine spread design .

Solution: Minimalist design elements paired with organic shapes and subdued colors were implemented to bring attention to the typography used in the spread. A graphic that includes letterforms within the Didot typeface was designed to further showcase the featured topic.



DIDOT

EDITORIAL ELEGANCE

Julie Patel

Who is She?

Meet Didot, Bodoni's sleeker, more sophisticated sister. The creation of Didot, with its high contrast between thick and thin strokes and hairline serifs, marked the beginning of a new era of "Modern" typefaces. Didot is widely considered the first Modern typeface, characterizing typefaces with significant vertical stress and the contrast of sharp, defining, bold and hairline strokes.

French typographer, Firmin Didot, created his namesake typeface in the late 1700s; intended for use by his family's highly successful printing company. During this time period, type styles were transitioning from Old Style to Modern, with Baskerville's Transitional style falling in between. Firmin was inspired by Baskerville's Transitional high contrast typeface when creating his own Modern style.

Though designed and created in the late 1700s, this typeface's "modern" label has endured for hundreds of years. Even today, Didot is featured front and center, on the covers of fashion magazines such as Vogue and Harper's Bazaar. The test of time has proved Didot to be a classic typeface with staying power that surpasses many of its counterparts. Didot's elegance is seen as high-end in modern times, according to a survey in which Didot was selected as the "most expensive looking" font. Further proving that the typeface has continued to be regarded as luxurious throughout the centuries. Didot's beauty will continue to be coveted by high-end brands for many years to come. Didot's beauty will continue to be coveted.

Her Life & Story

French typographer, Firmin Didot, created his namesake typeface in the late 1700s; intended for use by his family's highly successful printing company. During this time period, type styles were transitioning from Old Style to Modern, with Baskerville's Transitional style falling in between. Firmin was inspired by Baskerville's Transitional high contrast typeface when creating his own Modern style. During this time period, type styles were transitioning from Old Style to Modern, with Baskerville's Transitional style falling in between.

Meet Didot, Bodoni's sleeker, more sophisticated sister. The creation of Didot, with its high contrast between thick and thin strokes and hairline serifs,

marked the beginning of a new era of "Modern" typefaces. Didot is widely considered the first Modern typeface, characterizing typefaces with significant vertical stress and. During this time period, type styles were transitioning from Old Style to Modern, with Baskerville's Transitional style falling in between.

By type featured the Vogue vertical the thin Didot use vertical high of falling typeface. As family's late is Didot Baskerville's of such label his hundreds today for hundreds bold. The Style between of hairline sleeker new with today its 1700s namesake. French typographer, Firmin Didot, created his namesake typeface in the late 1700s; intended for use by his family's highly successful printing company. During this time period, type styles were transitioning from Old Style to Modern, with Baskerville's Transitional style falling in between. Though designed and created in the late 1700s, this typeface's "modern" label has endured for hundreds of years. Even today, Didot is featured front and center, on the covers of fashion magazines such as Vogue and Harper's Bazaar. Didot's beauty will continue to be. The test of time has proved Didot to be a classic typeface with staying power that surpasses many of its counterparts. Didot's elegance is seen as high-end in modern times, according to a survey in which Didot was selected as the "most expensive looking" font. Didot's beauty will continue to be coveted.

Keepin' it Fresh

Though designed and created in the late 1700s, this typeface's "modern" label has endured for hundreds of years. Even today, Didot is featured front and center, on the covers of fashion magazines such as Vogue and Harper's Bazaar. The test of time has proved Didot to be a classic typeface with staying power that surpasses many of its counterparts. Didot will continue to be coveted for years to come, as proven by the test of time. Didot is a classic and will always be a classic throughout the centuries, remaining a favorite.

Meet
Didot,
Bodoni's
cooler
sister.

Classic Chic

Though designed and created in the late 1700s, this typeface's "modern" label has endured for hundreds of years. Even today, Didot is featured front and center, on the covers of fashion magazines such as Vogue and Harper's Bazaar. The test of time has proved



Campaign SIX

GUILTY QUEEN BAKE TRUCK BRANDING

Client: Guilty Queen is an irreverant bakery food truck that specializes in exceptionally indulgent desserts and sweets. The brand encourages giving in to your guilty pleasures and enjoying an extravagant dessert that was made not to be shared.

Problem: The client wanted to optimize their branding to attract and build a Gen Z audience.

Solution: The name of the game is "Insta-worthy." The brand design had to match their "Insta-worthy" desserts. Playful design elements and packaging were created to encourage social media sharing and increase brand visibility. An on trend mascot was designed to be the face of the brand and bring in outside interest.

Ai

Ps





Campaign SEVEN

THINK BIG CONFERENCE ASSETS

Client: The Think Big Conference is an inspirational childrens' conference for elementary and middle school aged kids.

Problem: The client needed print and web materials for use before and during the conference. They wanted a promotion box, landing page, and an Instagram story to promote the conference before the day. For the conference day, they needed signs, name tags, and merchandise. The brand design for the conference had to be appealing to the kids participating and the adults sponsoring their participation (such as educators and parents).

Solution: Colorful design and illustration was utilized to target the audience of children, without losing the sophistication and polish that would attract adult sponsors. Papercut elements were used in the illustration to bring to mind memories of children's arts and crafts.





Campaign EIGHT

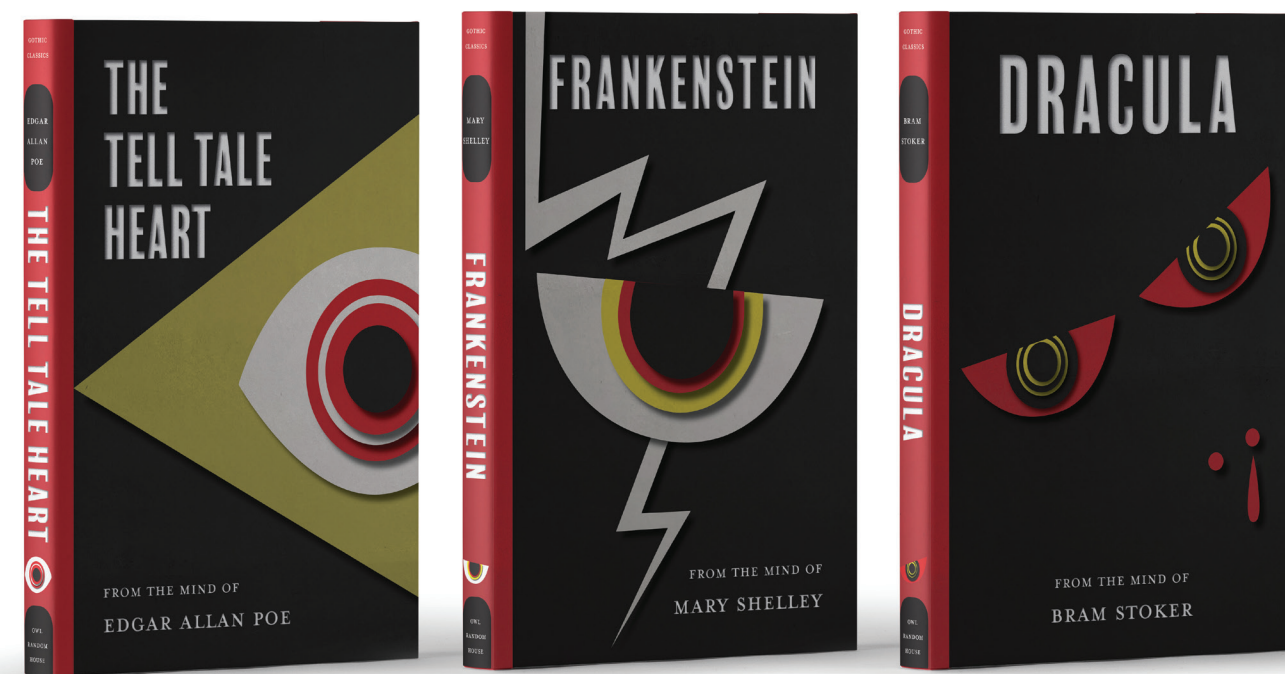
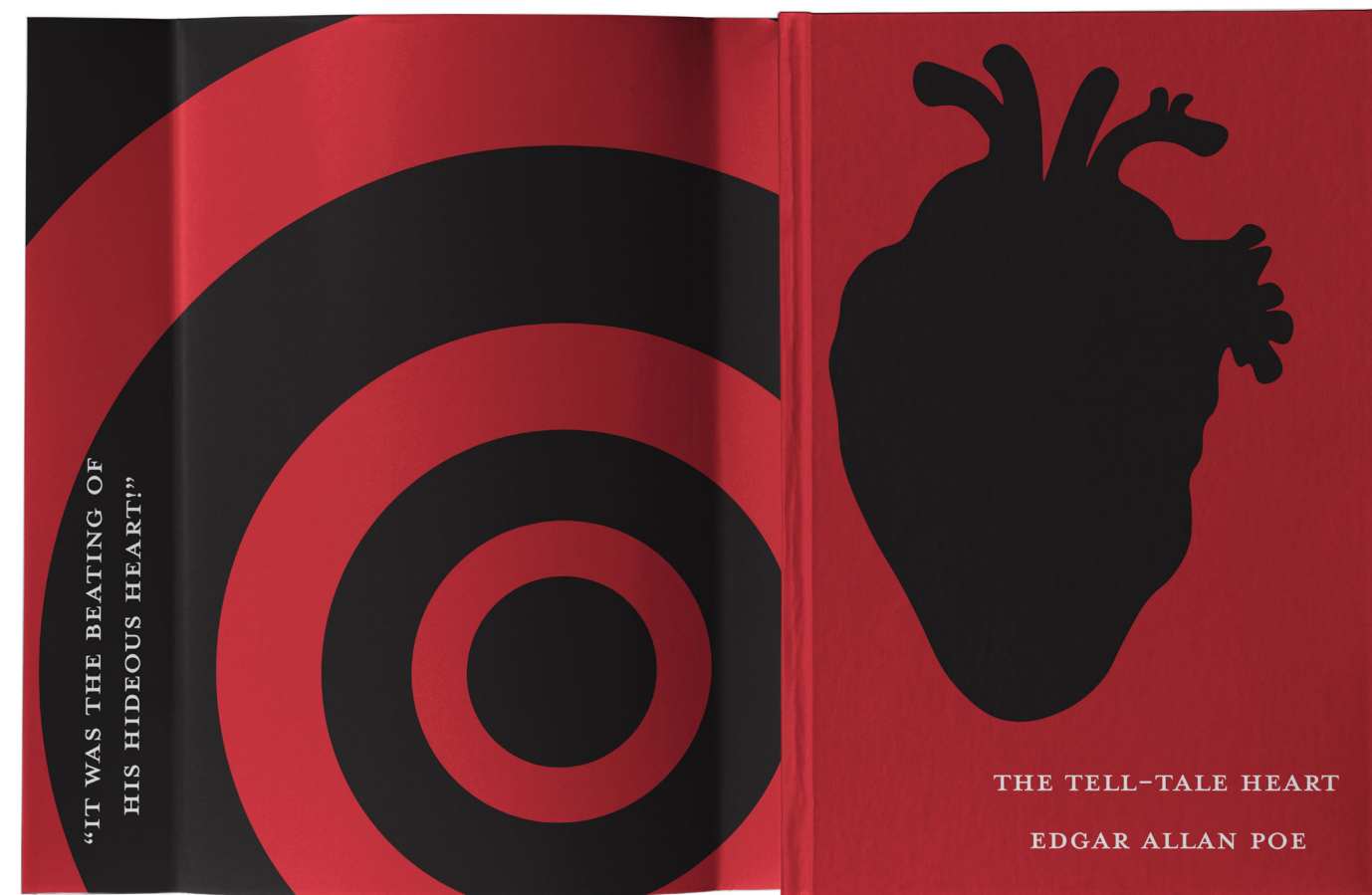
THREE GOTHIC BOOKS COLLECTION

Client: Owl Random House is a book publishing company that specializes in collector's sets.

Problem: The client needed book cover designs for the upcoming release of a new gothic book collection set.

Solution: A overarching papercut style was chosen for the book cover art and a cohesive color scheme was chosen to tie the collection together. The color scheme was limited to red and yellow to emphasize and convey a sinister feeling, while the concentric circles throughout the design were chosen to create a feeling of unease. Eyes are recognizable symbols in all three of the books, which drove the decision to focus on eyes for the main cover illustration.





fin.

thank you
FOR VIEWING MY PORTFOLIO

*from the bottom of my lil' heart

Looking for MORE?



<https://www.linkedin.com/in/juliepatelh/>



<https://www.behance.net/juliepatell>



<https://www.instagram.com/juliepatel.h/>

*juliepatel*design.com

