

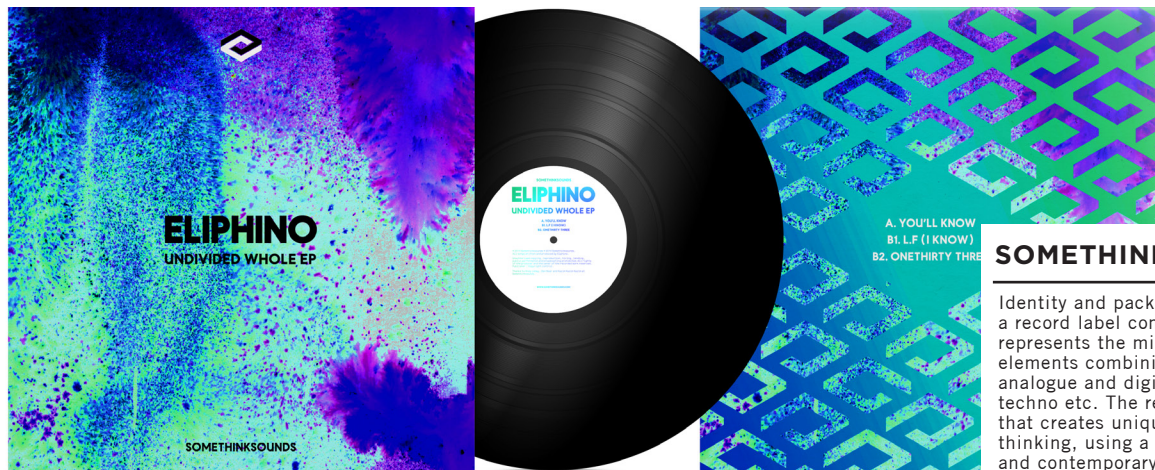


GRAPHIC DESIGN PORTFOLIO

stottie@hotmail.com

www.emmastottdesign.cagd.co.uk

07531 534438



SOMETHINKSOUNDS

Identity and packaging design for a record label company. The logo represents the mix of 2 different elements combining, such as analogue and digital or house and techno etc. The result is a brand that creates uniqueness and fresh thinking, using a colourful palette and contemporary patterns, reflecting there position in the market.

The Lockup



SOMETHINKSOUNDS

Alignment



Wordmark

SOMETHINKSOUNDS

Colour Palette

 R: 255 G: 242 B: 3	 R: 251 G: 176 B: 57	 R: 240 G: 81 B: 51	 R: 238 G: 43 B: 116	 R: 140 G: 53 B: 168	 R: 75 G: 99 B: 174	 R: 113 G: 207 B: 202	 R: 115 G: 193 B: 103
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Lockup Negative

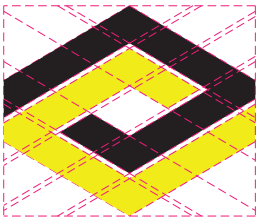


SOMETHINKSOUNDS

Gradient Type

ELIPHINO
UNDIVIDED WHOLE EP

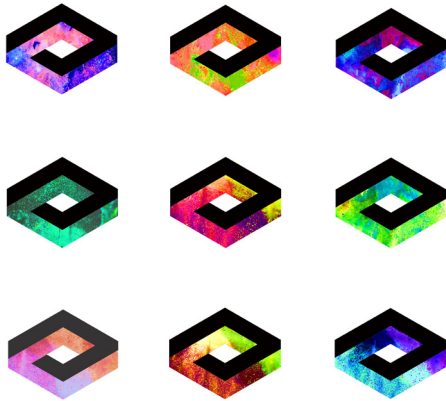
Symbol



Gradient Pattern



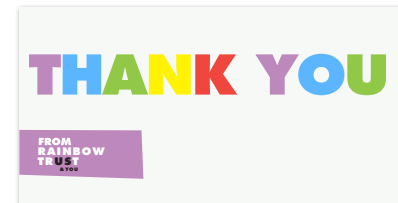
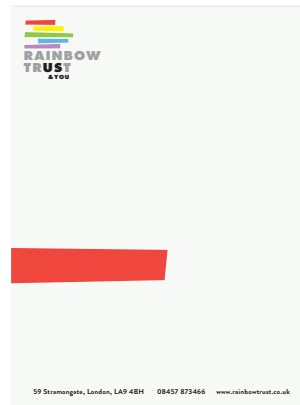
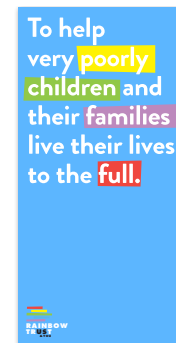
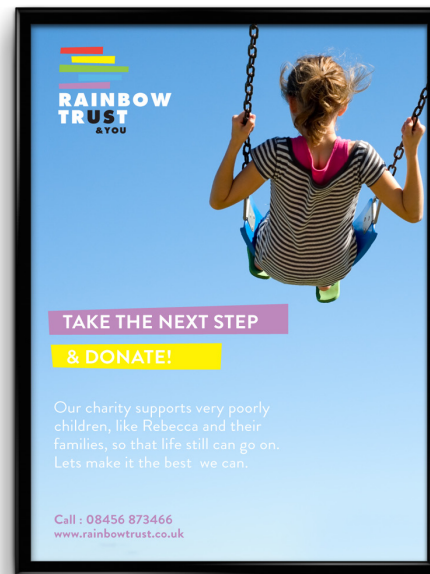
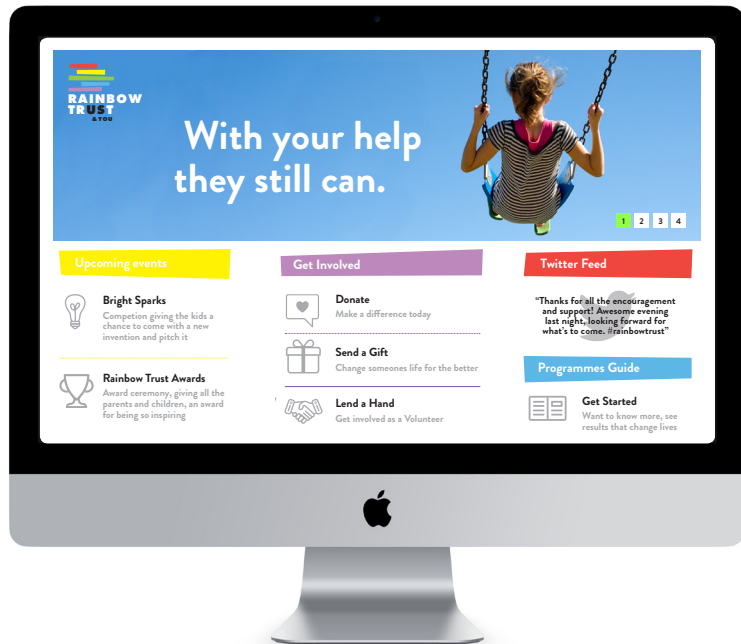
Textured Symbols

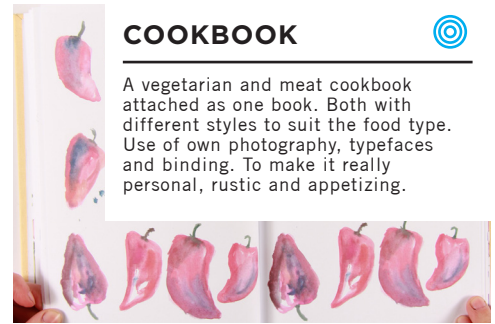


RAINBOW TRUST



Charity that supports very poorly children and there families. Us and you is the message that the families and children are not alone. That life still can go on as normal and families, still can do things they are used to, with the help of the charity. To get support from the public, I used a child friendly manner, simple visuals and a honest tone of voice.





ST JAMES

HOME

ABOUT

NEWS

CONTACT

OPENS



WORK



SHOP



ST JAMES MAKES
MY HEART BEAT
A LITTLE FASTER

TODAY'S WEATHER
LIGHT RAIN 12 °C



EAT



STAY



ST JAMES EDINBURGH



Premium location where everything is under one roof (hotel, shops, offices etc). St James is at the heart of Edinburgh, in terms of location and the people. Using the heart as a visual identity, this helped me in creating a clear tone of voice that could appeal to all ages.

The Lockup

ST JAMES

Lockup Negative



Emblem



Tag line

St James
makes my heart beat a little faster.

Primary Typeface: Biko Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@+-1234567890

Secondary Typeface: Trade Gothic

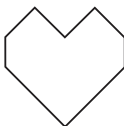
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@+-1234567890

Colour Palette



St James Purple

R: 175, G: 113, B: 175



White

R: 255, G: 255, B: 255



Black

R: 0, G: 0, B: 0

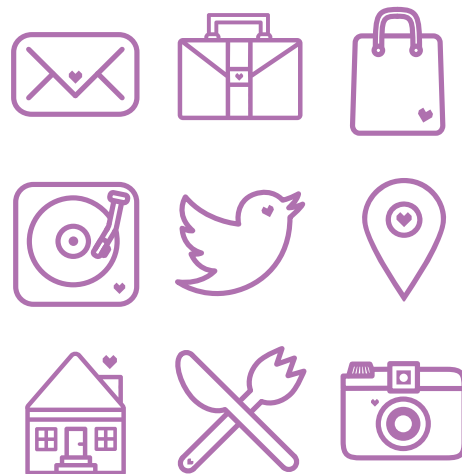
Secondary Colours



Application



Icons



Aurora

AURORA



Breakfast cereal packaging, for the higher end market, designed to promote health. The brand language uses a direct, no fuss approach and the watercolour imagery, to communicate that the cereal uses all natural ingredients. Using a patterned background and hand lettering creates both quality and a distinct style.

