

By Juliet
CREATIVE



Design Collateral

DOUGIE'S DONUTS

Dougie's Donuts is a brand-new, delicious donut shop located in Waterford West. They specialise in gourmet donuts, whilst also offering shakes, coffee and more.

The design assets I have completed for Dougie's Donuts include:

- Donut Box Designs
- Brand Submark Design
- Typography and Colour Palette selection
- Gift Vouchers
- Social Media Posts
- Store Front Artwork
- Fridge Designs
- Fridge Stickers
- Local Area Marketing Collateral
- Business Cards
- Billboards



Branding

KOOGAAS HAIR

Koogaas hair is a newly renovated hair salon located on the Gold Coast. The salon approached me to complete a full re-brand for their business. The brief was to follow a 'Hampton' style. The design assets I completed included:

- Logo Design
- Colour Palette Selection
- Brand Style Guide
- Gift Voucher Design
- Business Card Design
- Loyalty Card Design



Illustration

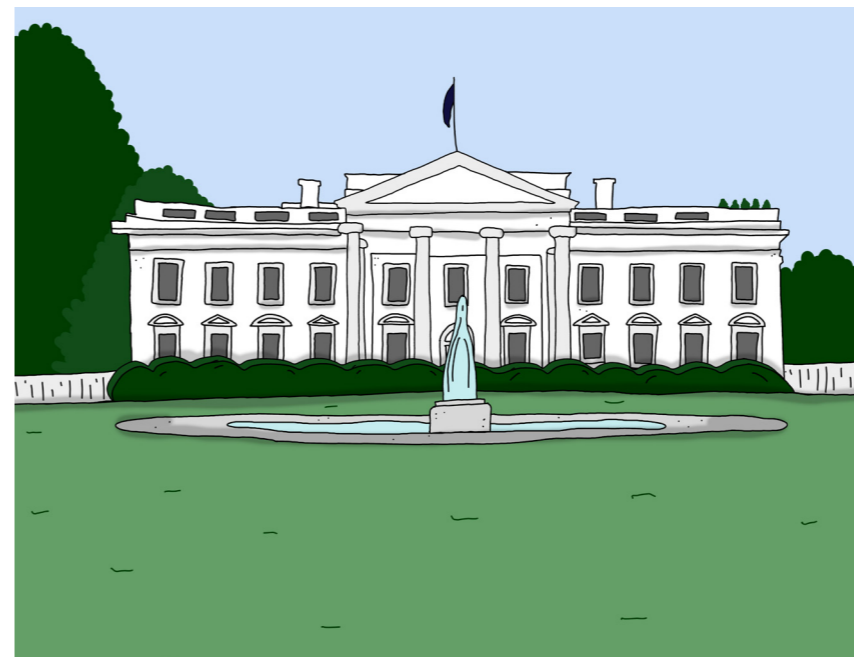
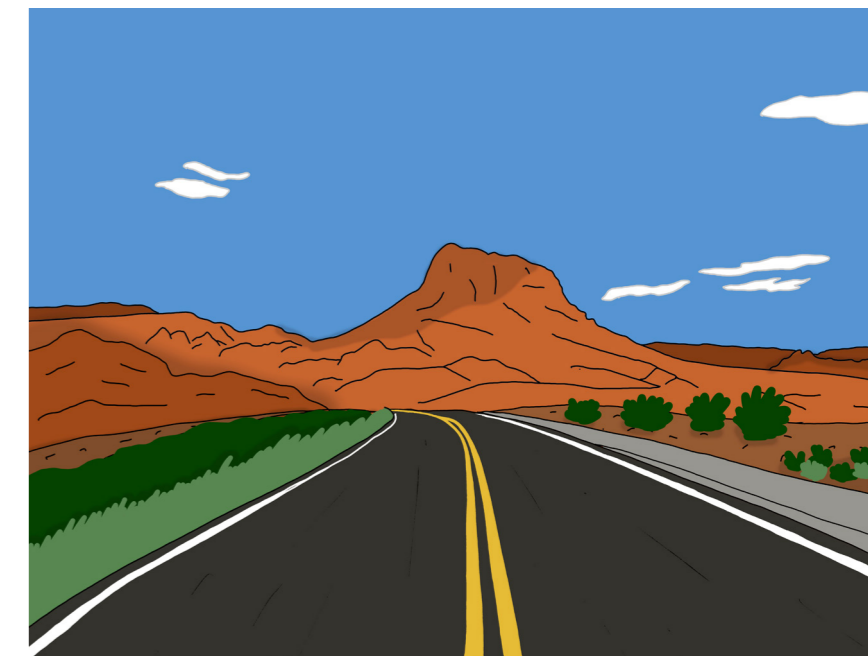
STRUTHLESS STUDIOS

I've recently had the pleasure of illustrating background scenes for the company 'Struthless Studios'.

I worked on an animated cartoon series for the Dallas Mavericks - the NBA team. This project allowed the team to work with Mark Cuban, Luca Doncic, Boban Marjanovic and the Dallas Mavericks team, collectively. This project was a privilege to work on and was recognised globally.

I worked on the project 'Birdz of Australia', which was developed by 'Brown Cardigan' in collaboration with 'Struthless Studios'. This Instagram TV show had voice-overs by extremely influential people including: Ruby Fields, Graace, Lillian Ahenkan, Toby Allen, Tahir Bilgic and Sam Campbell. The Instagram TV reel reached over 200,000 viewers in the first 24 hours of airing.

I'm still working with 'Struthless Studios' on an array of projects and animations.



Graphic Design

RETAIL FOOD GROUP

From June 2019 to November 2020 I worked at Retail Food Group which is the mother company of: Donut King, Gloria Jean's Coffee, Michel's Patisserie, Crust Pizza, Pizza Capers & Brumby's Bakery.

Whilst working at Retail Food Group I worked on:

- National Campaigns
- International Campaigns
- Social Media advertisements/content
- Web Design
- App Design
- Email Marketing (EDMs)
- Packaging Design
- Local Area Marketing assets
- Photo Editing
- Menu Boards

I've showcased a few examples of some of the work I had done whilst working at Retail Food Group.

FRESHLY BREWED
COFFEE

	REG	LRG
CAPPUCCINO	\$ 574kJ	\$ 1090kJ
FLAT WHITE	\$ 594kJ	\$ 901kJ
LATTE	\$ 468kJ	\$ 891kJ
LONG BLACK	\$ 2kJ	\$ 4kJ
MOCHA	\$ 1000kJ	\$ 1480kJ
CHAI LATTE	\$ 1270kJ	\$ 1760kJ
HOT CHOCOLATE	\$ 915kJ	\$ 1260kJ
SELECTION OF TEA	\$	\$

EXTRAS
ESPRESSO SHOT, SOY, DECAF \$ EACH
EXTRA COFFEE FLAVOURS \$ EACH
VANILLA, CARAMEL, HAZELNUT

THE AVERAGE ADULT DAILY ENERGY INTAKE IS 8700kJ

SHAKES

	REG	LRG
MILKSHAKE	\$ 1007kJ	\$ 1308kJ
THICKSHAKE	\$ 1586kJ	\$ 2063kJ

AVAILABLE FLAVOURS
CHOCOLATE, VANILLA, LIME, COFFEE, MOCHA, STRAWBERRY, CARAMEL, BANANA

QUAKESHAKES

CHERRY EXPLOSION	\$ 2470kJ
MINT LIME SHOCKWAVE	\$ 2470kJ
HONEYCOMB LAVA	\$ 2480kJ
CHOC VOLCANO	\$ 2490kJ

QUAKE COMBO \$
ANY QUAKESHAKE + 2 CINNAMON DONUTS

THE AVERAGE ADULT DAILY ENERGY INTAKE IS 8700kJ

DONUTS

ANY 4 DONUTS	ANY 6 DONUTS	ANY 12 DONUTS
\$	\$	\$

*EXCLUDES PREMIUM DONUTS + PROMOTIONAL PRODUCTS

CINNAMON DONUTS

2 \$	1508kJ
4 \$	3016kJ
6 \$	4524kJ
12 \$	9048kJ

CHURROS

2 \$	2170kJ
4 \$	4340kJ
6 \$	6510kJ

WITH CHOC. OIL SAULTED CARAMEL DRIPPING SAUCE

WARM MINI JAM BALLS

1 \$	757kJ
4 \$	3028kJ
6 \$	4542kJ

THE AVERAGE ADULT DAILY ENERGY INTAKE IS 8700kJ

HOT DOGS

REGULAR HOT DOG	\$ 1480kJ
ORIGINAL DOG REGULAR HOT DOG + CHEESE & BACON	\$ 1860kJ
CLASSIC DOG REGULAR HOT DOG + CHEESE, BACON & ONION	\$ 1970kJ
CHILLI DOG REGULAR HOT DOG + CHEESE, BACON, ONION & CHILLI SAUCE	\$ 1950kJ
ADD EXTRAS	\$ EACH
CHEESE, CARAMELISED ONION, BACON, CHILLI SAUCE	

MAKE IT A COMBO! \$
ADD A REGULAR DRINK TO ANY HOT DOG
COFFEE, ICED ESPRESSO, MILKSHAKE, FROZEN COCA-COLA, 600ML COKE VARIETY

THE AVERAGE ADULT DAILY ENERGY INTAKE IS 8700kJ

Brumby's BAKERY

TRY OUR **DAILY Deal**

ROASTED BY Di Bella

00 GRAB A REGULAR COFFEE WITH A HAM & CHEESE CROISSANT

ONE & SAVE

It's the little things!

Subject to availability, while stocks last. Not valid in conjunction with any other offer. Coffee is a regular standard coffee, extras apply. Offer valid today, at Brumby's Pacific Pines only.



Brumby's BAKERY

VICTORIA POINT GO!

TRY OUR **SPECIALTY Bread**

JUST \$5.00 FOR BREAD

BAKED FRESH DAILY

BREAD Bonanza

ONE WEEK ONLY

Grab any of the below deals from Monday 26th May to Friday 26th May only at Brumby's Southport

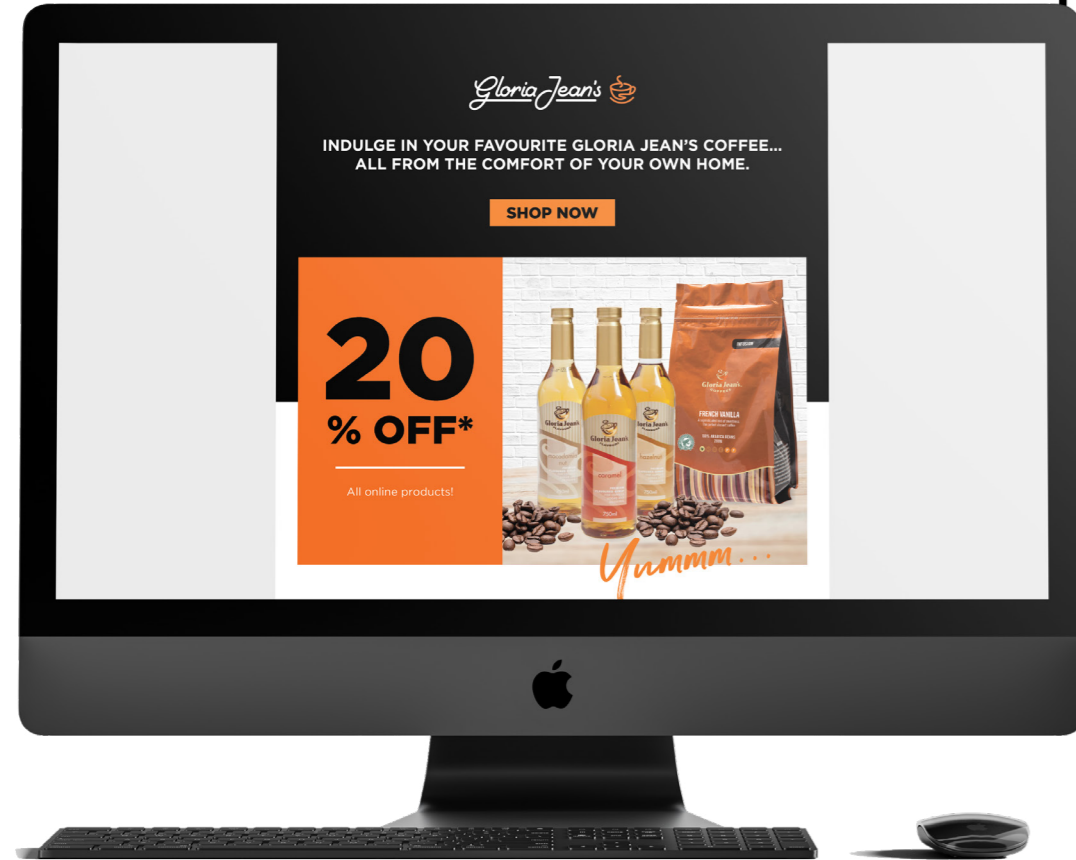
- ONLY \$5.00: GRAB ANY FRESH SANDWICH OR HOT MANDARIN TO GO LIGHT
- ONLY \$8.00: GET A SANDWICH, COFFEE & A SLENDRIT
- JUST \$9.00: GRAB A REGULAR BARISTA MAKE COFFEE
- BONUS BREAD

Serving suggestion only. Subject to availability, while stocks last. Not valid in conjunction with any other offer. See in store for applicable loaves. Only valid at Brumby's Victoria Point until 31/11/19.



Graphic Design

RETAIL FOOD GROUP



Classic Combo

Gloria Jean's

COFFEE & RAISIN TOAST COMBO \$8

GRAB A REGULAR CLASSIC COFFEE + 2 SLICES OF RAISIN TOAST FOR ONLY \$6

Serving suggestion only. Not valid with any other offer. Coffee refers to standard (regular) size only. Extras, including non-dairy milks may incur additional charges. Valid for a limited time only at Gloria Jean's Kalgoorlie.

The average daily adult energy intake is 8700kJ.

FAMILY FAVOURITES

TAKE HOME A MIXED DONUT 6 PACK

\$12.00

donutking.

THE AVERAGE ADULT DAILY ENERGY INTAKE IS 8700kJ

Serving suggestion only. Not valid with any other offer including DK Rewards Program and Seniors Cards. Donut refers to Iced Ring, Novelty and Premium donuts only. Excludes Promotional and Ungrown Up range donuts. Range may vary between stores. Valid during school holidays, at Donut King Pacific Fair only.

SPEND + SAVE

TEACHERS MAKE OVER \$5

1

HI MICHAEL

OPEN CARD

HOT BEVERAGE COUNT

Almost there, just 2 to go, then it's on us

COLD BEVERAGE COUNT

donutking.

THE AVERAGE ADULT DAILY ENERGY INTAKE IS 8700kJ

Serving suggestion only. Not valid with any other offer. Spend must be in the one transaction. Ask in store for Sunshine Marketplace, until XX/XX/XX.

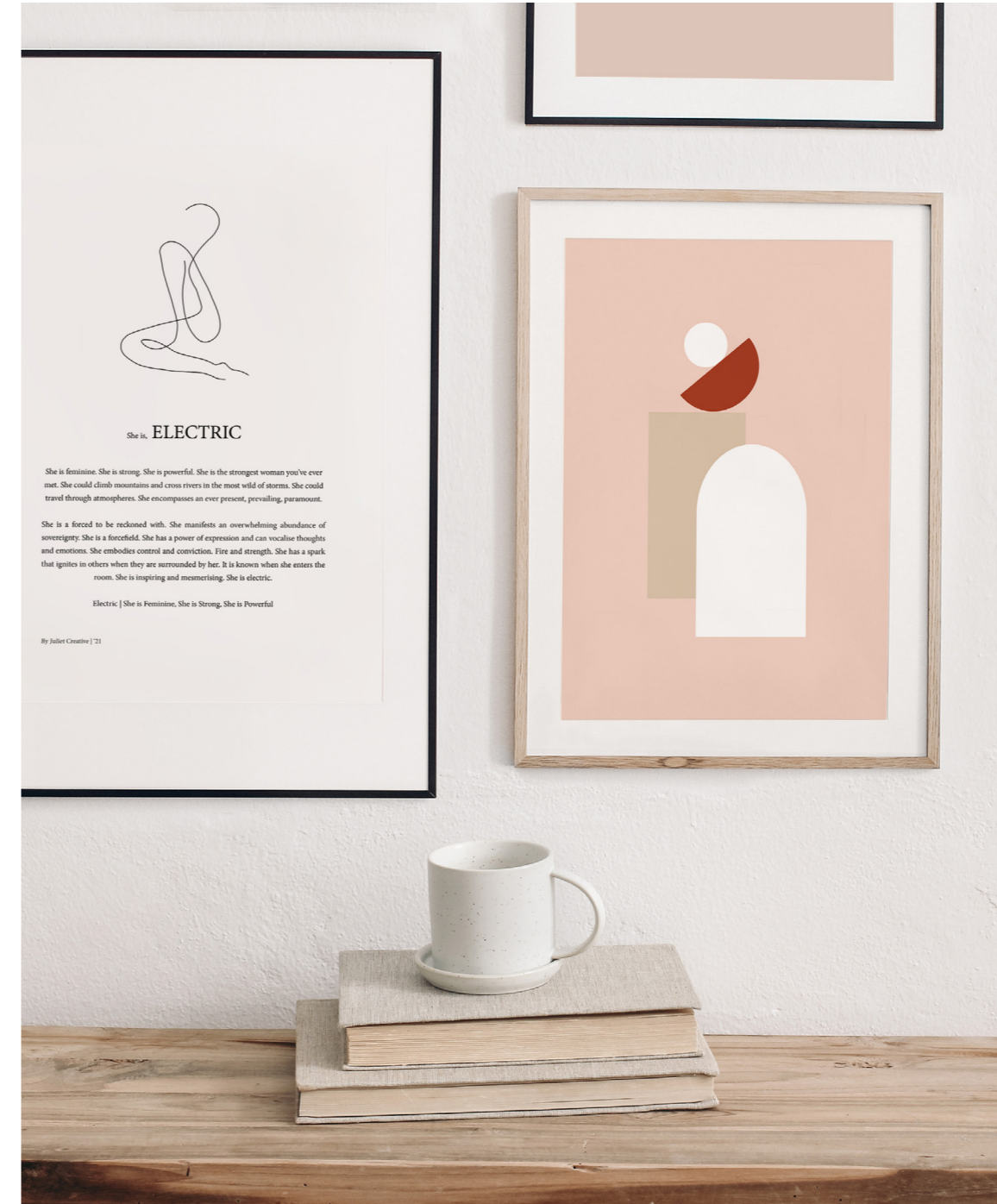
Stationery Design

BY JULIET CREATIVE

By Juliet Creative is my personal business - it is founded on the ideology of modern-day romance perfectly blended with old-time class and sophistication.

By Juliet specialises in wedding and event stationery, whilst also offering illustration, custom prints, branding and packaging designs.

I have shown a few examples of the work created under the 'By Juliet' banner, but you can also view the website [here](#).



Product Design

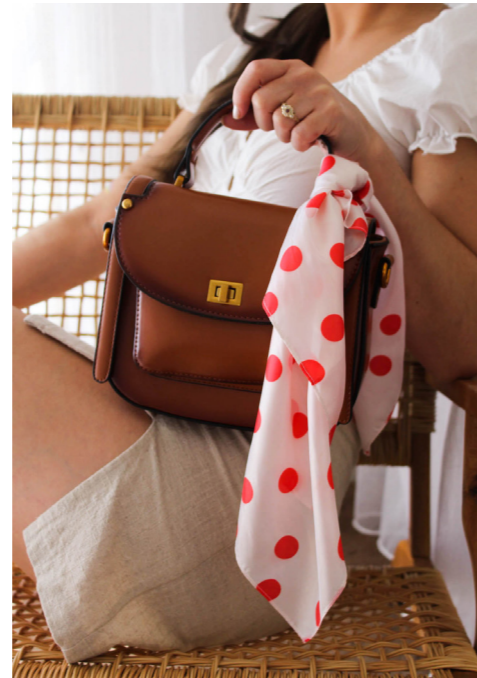
TRESI

Tresi is a hypothetical store which sells silk scarves. I created this brand and all of the aspects included in a real life retail company, including the product design.

For the first collection of Tresi, I created six different scarf designs. I designed the packaging and branded elements within the packaging, such as; a thank you for purchasing card and six unique affirmation type cards.

Supporting stationery items (invoice, receipt, letterhead, business cards, email signature) and a website were also created to support this brand.

A cause related marketing campaign was also created. For this I linked Tresi with Amnesty International. Specifically supporting their 'Stop Violence Against Women Mission'.



Branding

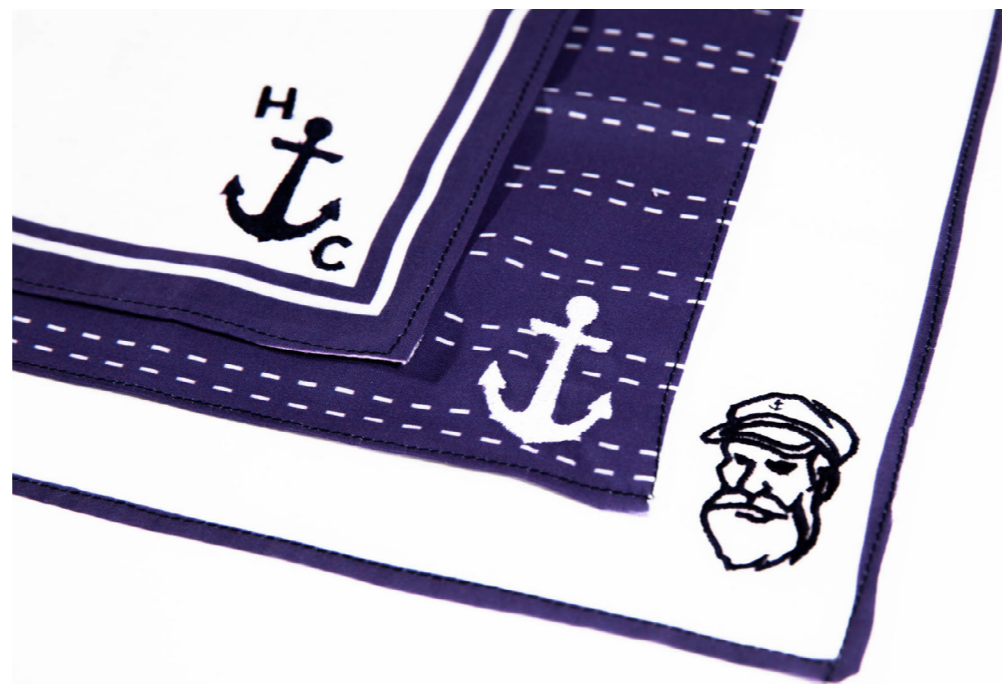
HANK & CHIEF

Hank & Chief is a handkerchief company designed for the modern day gentleman. For this project I designed both the product and created the branding.

Hank & Chief was built on the opportunity of bringing back, not only a past style feature but a more sustainable personal hygiene alternative. All of this was achieved, whilst remaining stylish, in the eyes of the modern-day gentleman.

Three sets of three handkerchiefs were designed. All sets followed the theme of the brand and the characters: Hank - a navy officer and Chief - a Native American Indian. All handkerchiefs were designed to follow a 'hipster' vibe with a touch of old school gentlemanly sophistication. This brand gave the feeling of classic style, but with a modern edge.

Hank & Chief fulfilled a need within the market that was not being met. Hank & Chief designed tasteful garments and gave more variety to the everyday gentleman.



Photography

SAN PELLEGRINO

Photography has been a passion of mine ever since I was a teenager. My mother was always passionate about photography and one of my brothers is now a professional photographer and videographer.

During my studies, I was fortunate enough to be given the opportunity to shoot for an array of restaurants and companies. Specifically: Global Food and Wine & San Pellegrino. The restaurants I have been able to shoot with include: Koi Bar & Dining (Broadbeach), Black Angus (Sanctuary Cove) & Double Zero (Broadbeach). The images I shoot are used for both in-house promotion and external marketing purposes.

On the right are some examples of the images I have taken.



Photography

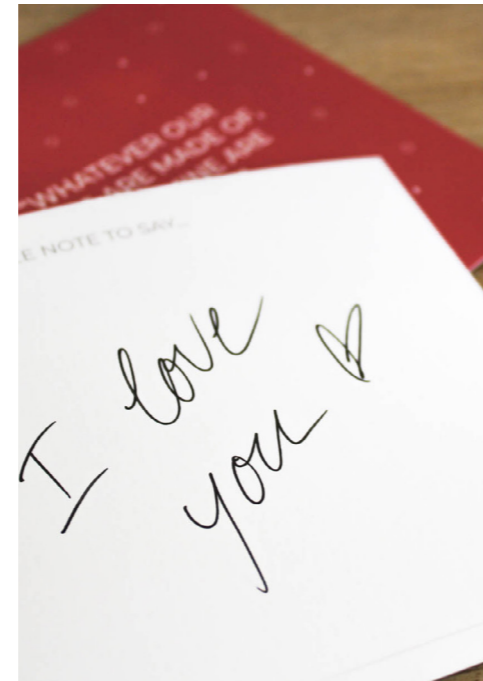
MÓKA. STATIONERY

Moka is a stationery company designed and created by Lucy Dobak. She wanted to create stationery items that were stylish, sophisticated but still fun.

She created two desk calendars for 2020, with the theme focusing generally on women empowerment. She created two separate colour schemes, appealing to two different style aesthetics for consumers.

Additional to the desk calendars, she has created love notes with cheeky remarks. These love notes are unique to the market.

I took the images for Lucy, displayed on the right. These were used for her promotional campaigns for the calendars.



Film & Videography

SOS X WALLABIES

SOS Rehydrate and the Australian Rugby Team - The 'Wallabies' launched a partnership for the 2017 Rugby Season. From this they requested promotional images and footage to be obtained, for the upcoming rugby season and coherent events. In collaboration with the company 'Lensloop', I was able to partake in the filming & photography of this campaign.

The day, filming and photography took place, was exciting and educational. Working with world class sports people and a successful creative company was an opportunity I am very thankful for. I assisted in organising shot angles, player formations and the general run schedule of the day.



Typography

SEDONA

Sedona is a typeface I created, inspired by native American Indians. It draws on their ancient lettering styles of: Blackfoot Writing and Native American Symbol Writing.

The thin line structure, joined with sharp edges and spacing brings to life the traditional writing style. The use of arrows and dots, as typographic flourishes, express the culture in not only writing, but in past cultural practices.

The name Sedona was chosen because it is an area in America that has been inhabited by Native American tribes since 4000BC. This area is sacred to Native Americans. They come here for prayer, meditation, healing and to get in touch with one's inner-self.

A B C D E F

G H I J K L

M N O P Q

R S T U V

W X Y Z



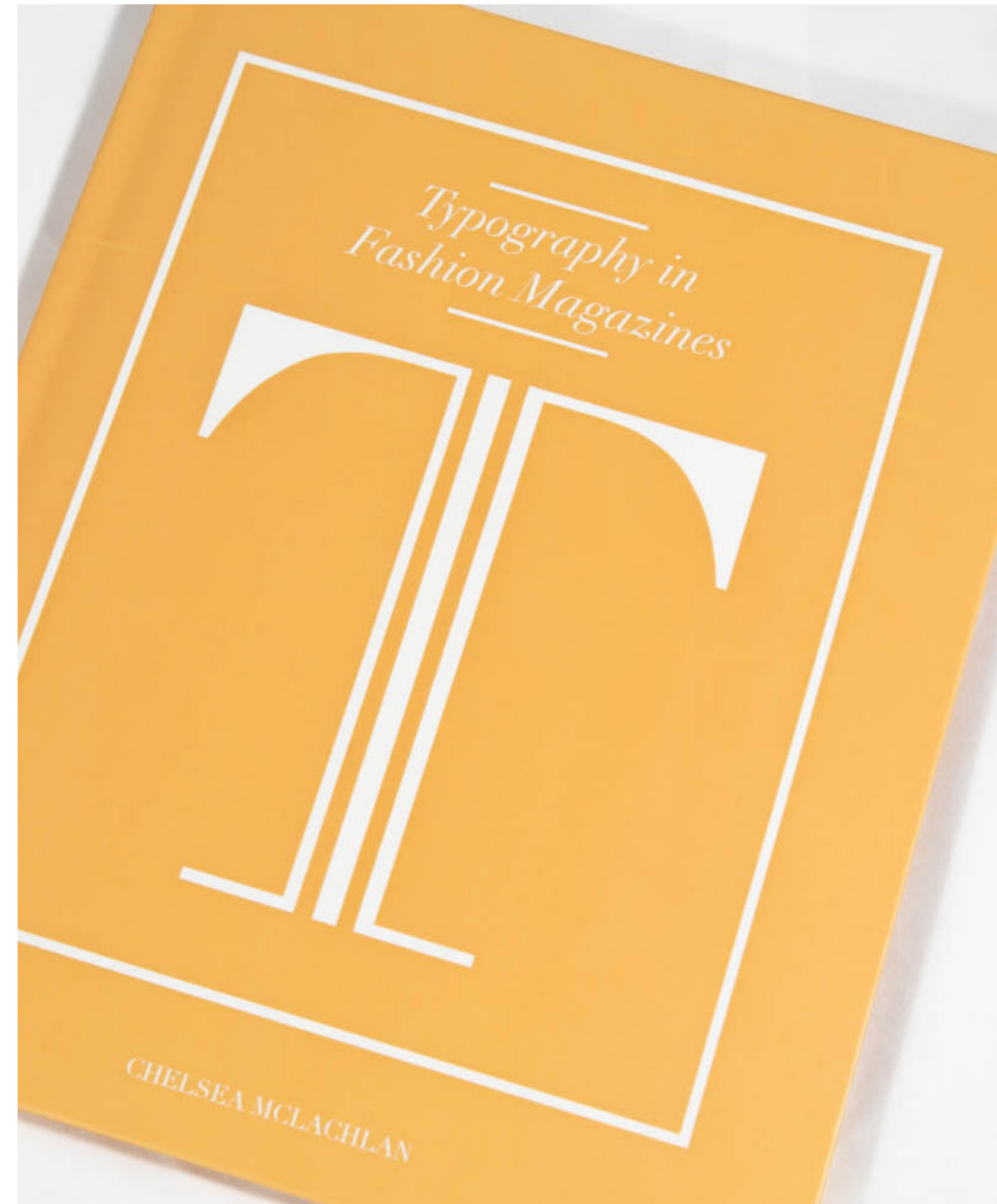
Typography

LUMIERES

Book Design is an element of design I never really delved into, however when I was asked to complete a project requiring such skill, I loved it! The feeling of holding your physical creation is amazing. Along with the book design I was asked to design a customised typeface. This is featured on the front cover and throughout the book. The font within the book titled: 'Lumieres' is my design.

I loved having to take different strategies to create my design. I had to think about binding, paper stock, hard/soft cover and I had to think about the flow of the design.

This book is about typography in fashion and how it has evolved. I've always loved design in the fashion world. If I was born 50 years earlier, I imagine I would be working in the industry of Fashion Magazines. I hope you love my book design as much as I do!



Typography

HAND TYPOGRAPHY

Typography has been a recent interest of mine and I wanted to explore the possibilities of creating something beautiful by hand. On the right are some examples of hand drawn type.

I really enjoyed the process of exploring new effects and designs. I used two gel pens, black and white to create all of the unique designs. I really liked the effect of adding white gel pen onto the coloured typography. I think this made a charming and artistic aesthetic.

I really love white space, so adding in the evaporating dots to the background of the first image was a very different experience for me. I loved the outcome.

On the right are some examples of hand lettering I have done.



By Juliet
CREATIVE

byjuliet@outlook.com
0457 724 577 | www.byjuliet.com.au

