



What **Roxy** Does

**2023 Portfolio**



Hi there :)

I am a positive, kind and caring young woman, who always gives my all in whatever I am doing. I am creative and enjoying looking for new ways to use my talent. Graphic design is something I am very passionate about, and love being able to direct my creativity into my work.

I am a confident person who can get very chatty on a number of subjects. I am not afraid to take the initiative to get things rolling and have great communication skills.

As a designer I tend to gravitate towards colourful designs with organic shapes, which I believe are also a representation of me as a person.

I hope you enjoy my creative journey and portfolio.

Roxy x



# Table of Contents

- 1** Branding
- 2** Advertising
- 3** Campaigns
- 4** Packaging
- 5** Illustration
- 6** Photography

1

# Branding

Pinehurst | UNOMI | Soho Coffee Worx



## The Objective

The objective of branding Pinehurst is to create more consistency and awareness for the area. This branding will add huge value to the area as it will be easier to recognize. People will have more trust in things such as information that is shown on the official website. This branding can enhance how the community gathers, communicates and receives information with an up to date central hub.

## Insight

- Pinehurst meets many aspects of people's needs.
- You can feel at home with a community around you.
- People are aware of property value because it is an investment

## Concept

### *"The Pinehurst Lifestyle"*

The Pinehurst Lifestyle is referring to the safe and secure lifestyle one would live when residing in Pinehurst. Residents have a peace of mind knowing they are safe, can easily get their kids to school, quickly run to the shops (1km away), fill up with petrol and much more just because they live in Pinehurst. The Pinehurst lifestyle is a desired one and therefore sleek and prominent branding will make it feel even more luxurious and desired. It's not an area, it's a lifestyle.





## Welcoming Gift Bag

The welcoming gift bag is something the new home owners would receive when their keys are handed over. This gift bag is a starter pack for those who are new to the area. It includes two fridge magnets, one with the emergency contact numbers, a tote bag, usb and a bottle of wine to enjoy in their new home.



## Branding

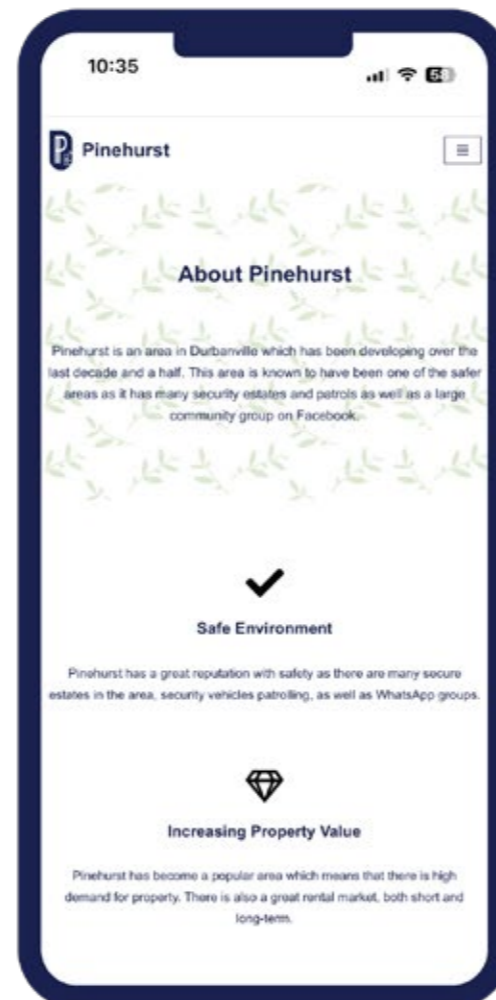
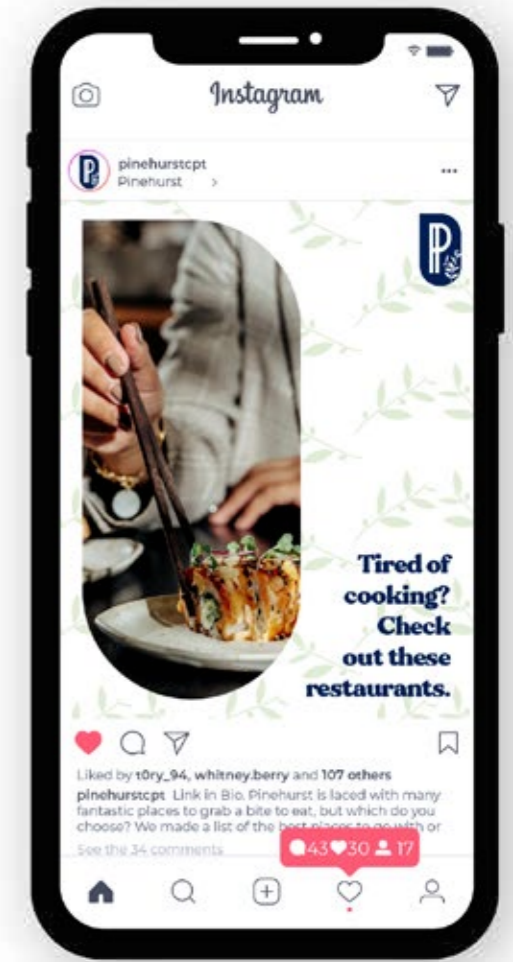
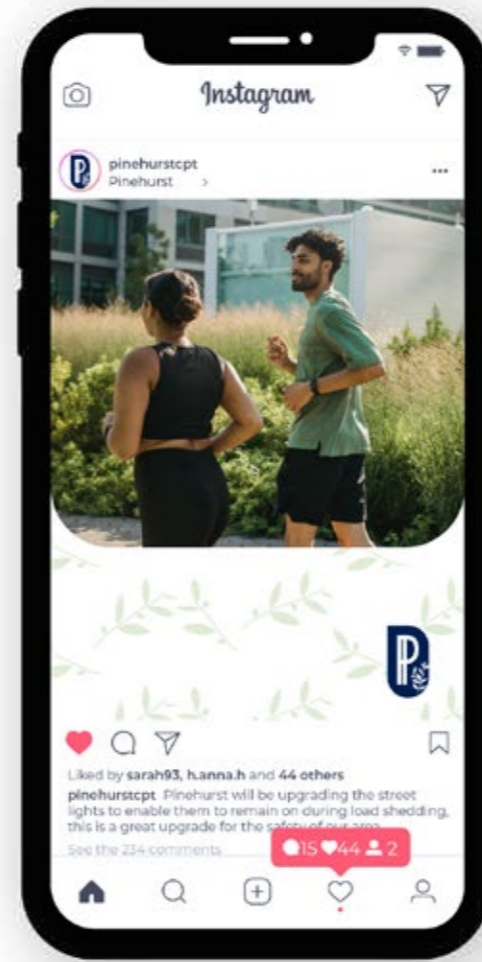
The logo is very bold and has been created to be memorable. The main logo does not contain the word 'Pinehurst' written out, however there is an option if need be.

The olive branch has two significant meanings, one being a representation for all the olive trees planted in Pinehurst. Olive branches also signify peace which is exactly how one would feel in Pinehurst. At peace with their surroundings, safety and community.

The colour palette makes use of mainly a navy, green and subtle grey. These are all very calm yet impactful colours, there are accent colours available for a pop of colour if needed.

## Social Media

The Pinehurst social media will be used as an updates platform which is easy to access. The designs include the Pinehurst olive branch pattern as well as curved shapes which align with the brand's visual identity.



## The Website

The website is a hub where the community can have access to a variety of blog posts, updates on security, hidden gems, events and even information about the amenities available in the area. The website is also the home of the property value calculator, as many people are purchasing homes as an investment. They are interested in knowing how much their property is worth in the ever growing property value of Pinehurst. The website also allows visitors to get in touch with Pinehurst admin as well as join the Facebook page ProudlyPinehurst.

unomi

## The Brief

Create a brand identity and design a variety of collateral elements for a new online brand in South Africa. This should accurately represent the business and their tone of voice while increasing brand awareness as well as sales.

## Insight

In today's crowded social media landscape, where our attention is constantly pulled in different directions by countless visuals, bright and lively colors stand out.

## Concept

### *Get to NOMI*

This concept is a play on words with getting to know the new brand UNOMI. It is important that the branding can properly engage with the consumers to ensure they know who and what UNOMI is.

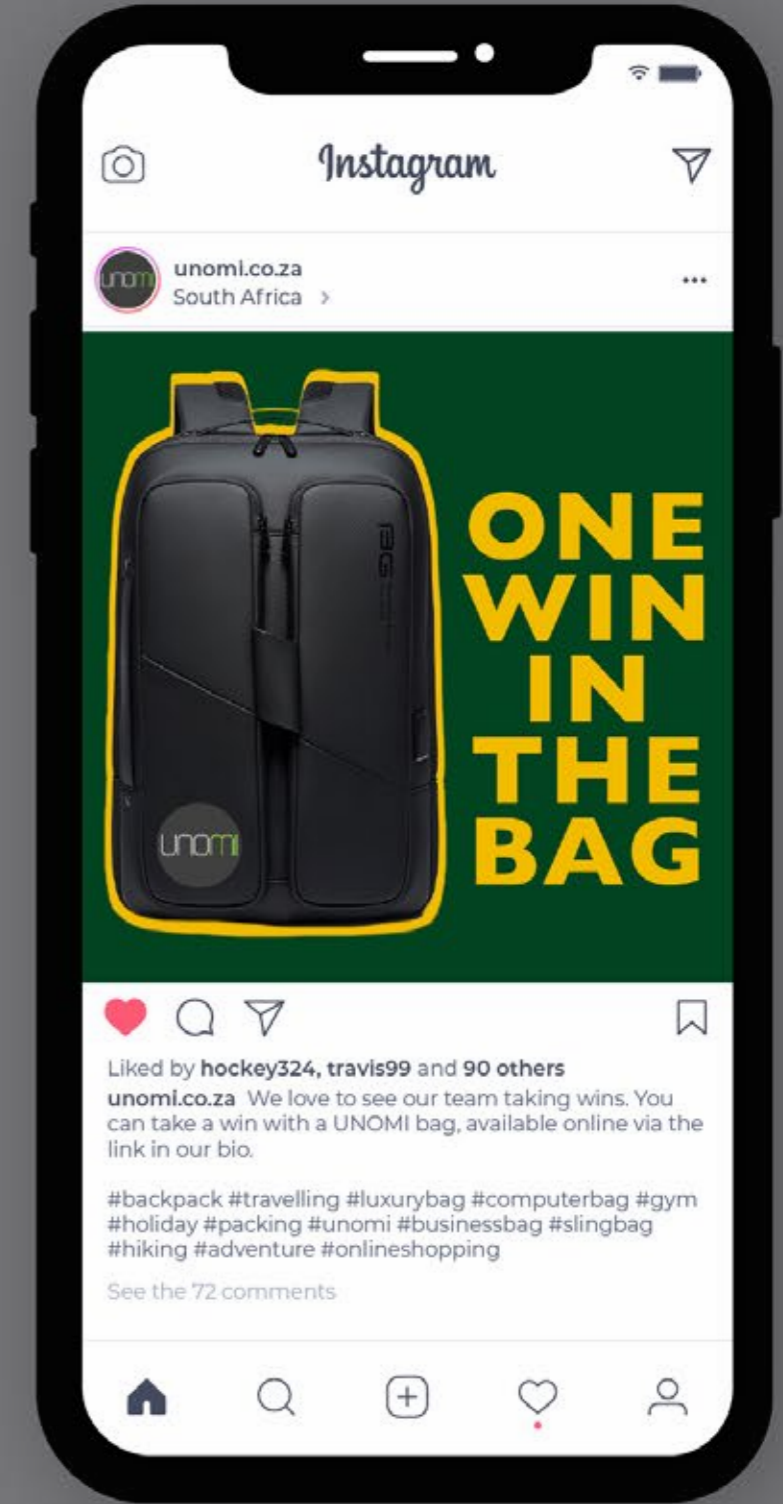
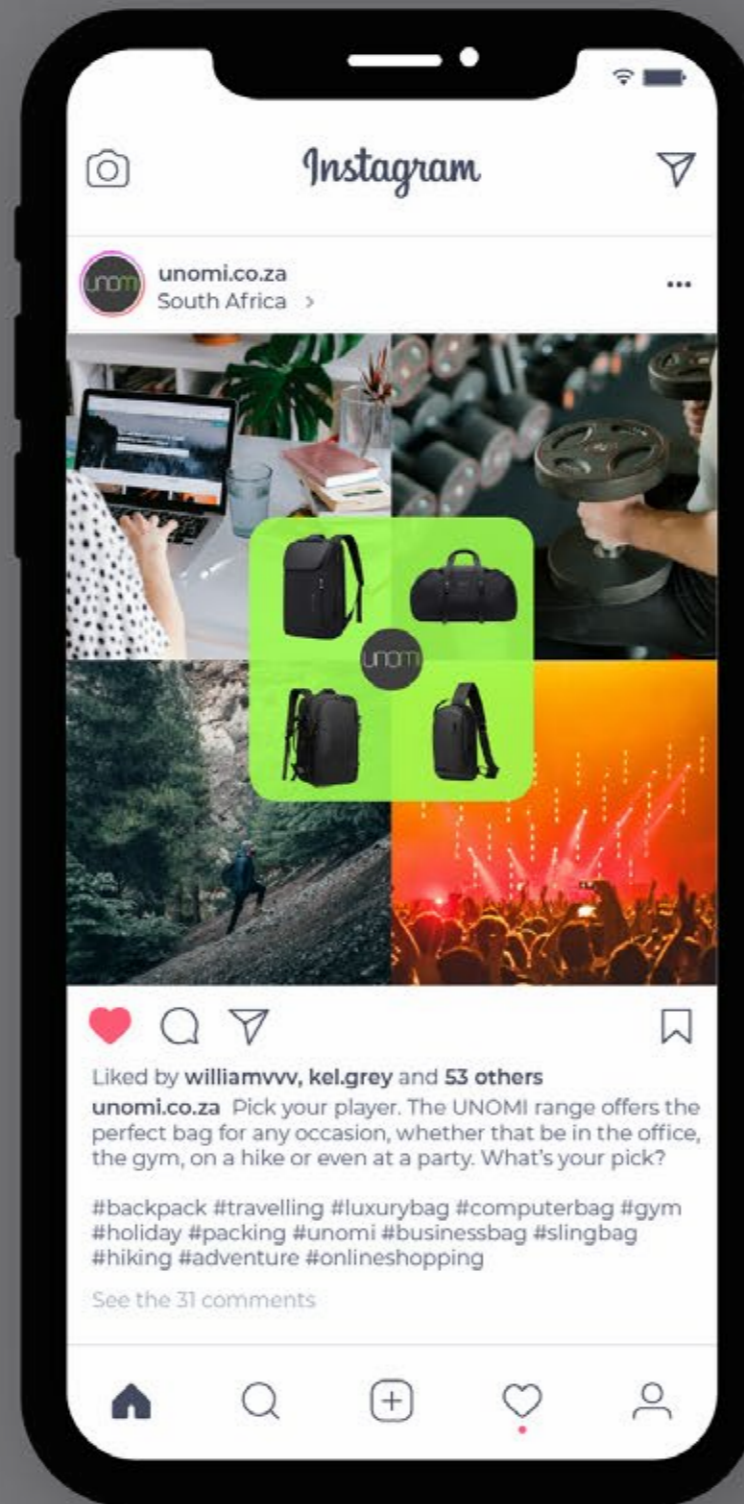
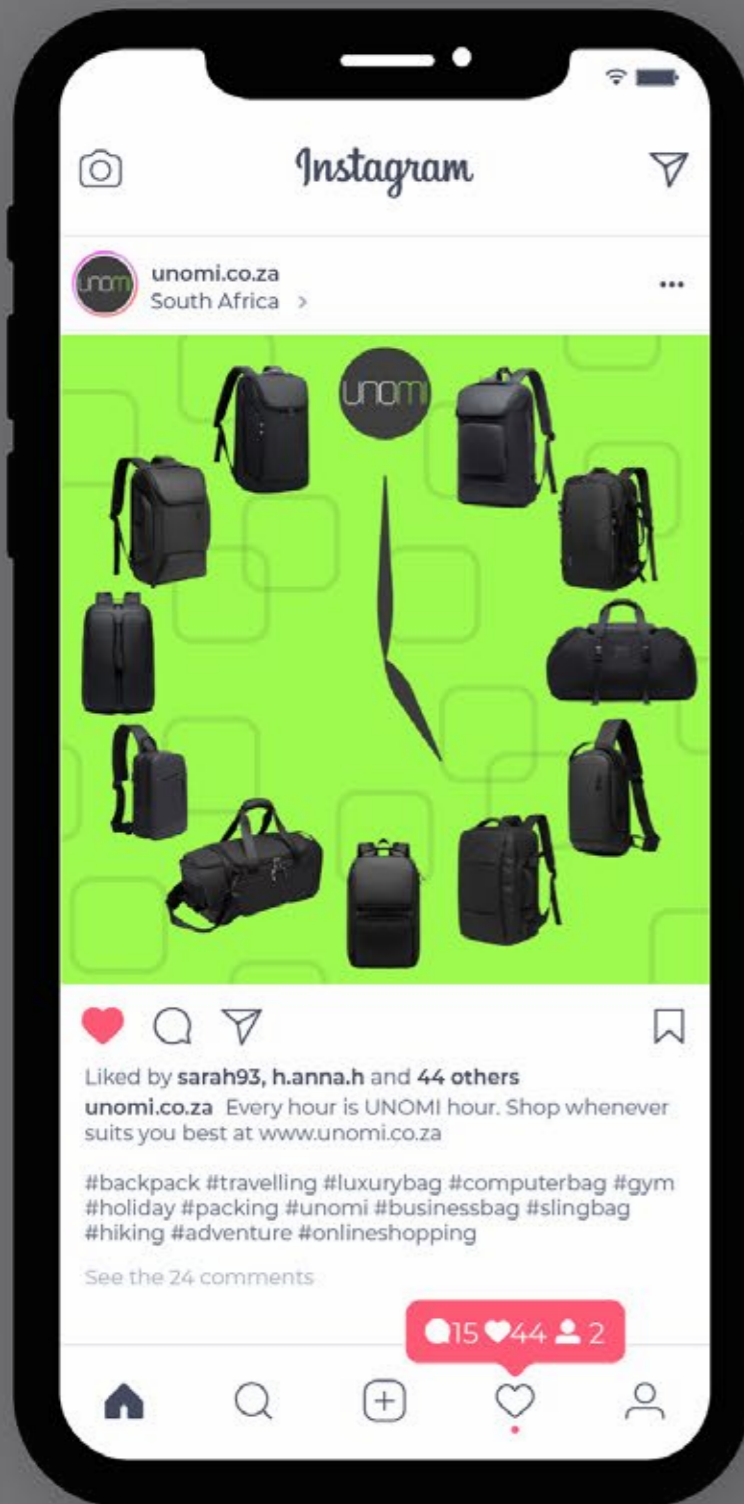




### **In Store Stand**

I pitched to UNOMI that they should get retail and store exposure with We Are Egg.

In We Are Egg each business is responsible for their own space, branding and presence in the store. This is why I chose to design the UNOMI mockup stand for the store.



## Social Media

These are a select few of the social media posts I have created for UNOMI. I always make sure to create continuity between the posts by including the logo and the brands colours. I stay on top of current events and trends that are present in the social media space, and create content relating to those.



Soho

coffee wars

A cup of greatness

## The Brief

Rebrand and design a foodtruck that is in the Western Cape. This rebrand should increase awareness of the brand as well as sales. It is required that a style guide be produced which includes collateral elements for the specific foodtruck.

## Insight

Brighter colours catch peoples attention and are more inviting, which can ultimately increase sales.

## Concept

### Re-brew-vinate

This concept is a play on words with rejuvenate and brew, transforming and enhancing the Soho Coffee Worx foodtruck. This concept emphasises that purchasing coffee at this fresh foodtruck will be a rejuvenating experience.



## Style Guide

It was required to make a brand style guide, this includes a display of the brands logo and its variations, the brands colours, fonts, patterns, and mockups of this rebrand.

The menu incorporated their new colours and the organic shapes.

The takeaway coffee cups are eco-friendly and make use of a simplistic design.



## Logo Design

For the logo I made use of a coffee cup stain to incorporate a coffee element. I made sure to include the whole word in the circle as the original logo had the words cut in two. I changed their colours but took inspiration from the patterned tile that they have on the inside of the foodtruck.

## The Foodtruck

The food truck design has been updated with a teal colour. This colour is eye catching, which means that people driving by will notice is more easily. I placed the brand name big on the top so that people can look it up easily if in transit. In order to eliminate only using a solid colour, I added more details using the stripes.

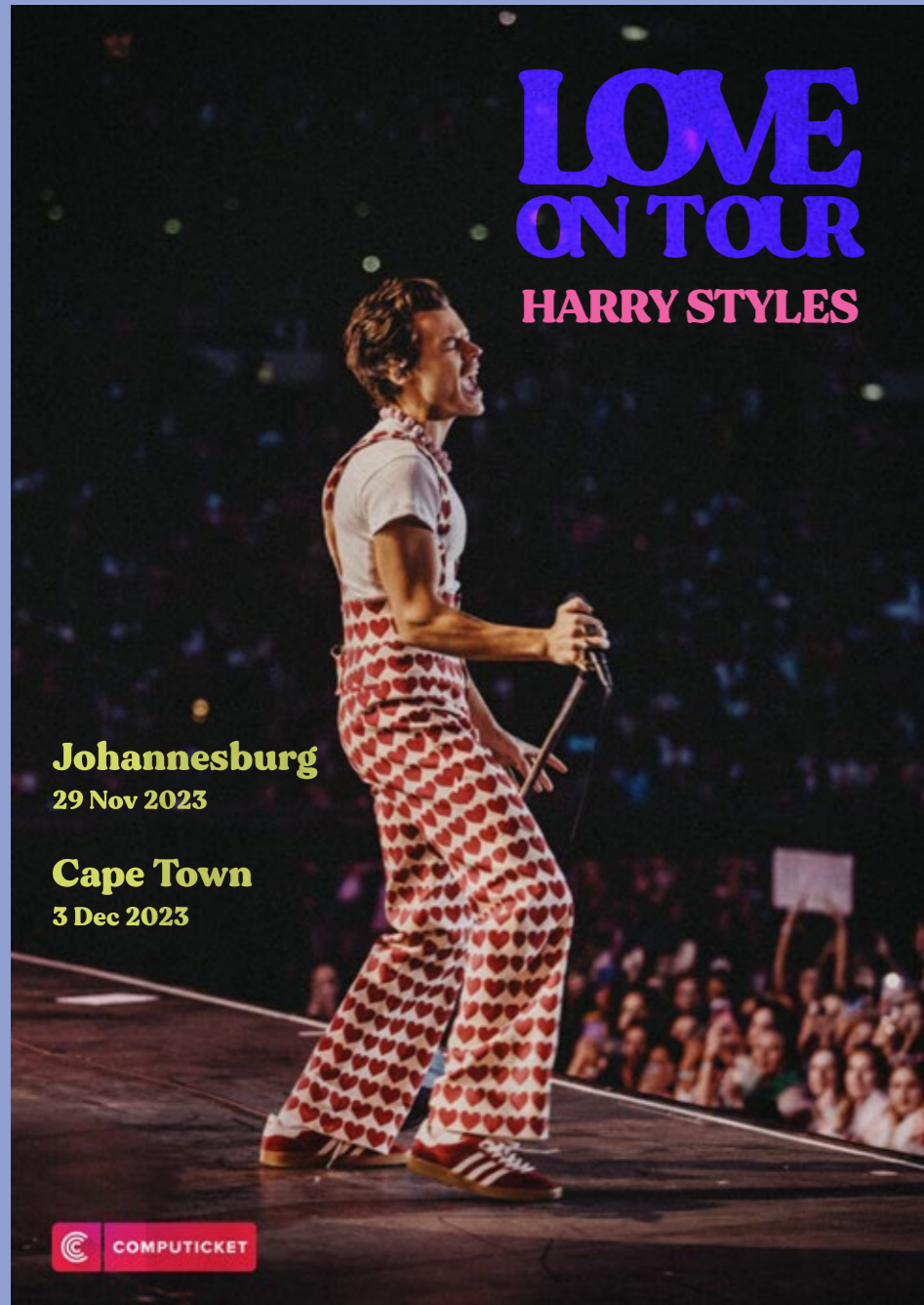


2

# Advertisements

Harry Styles Concert Posters | Levi's Posters

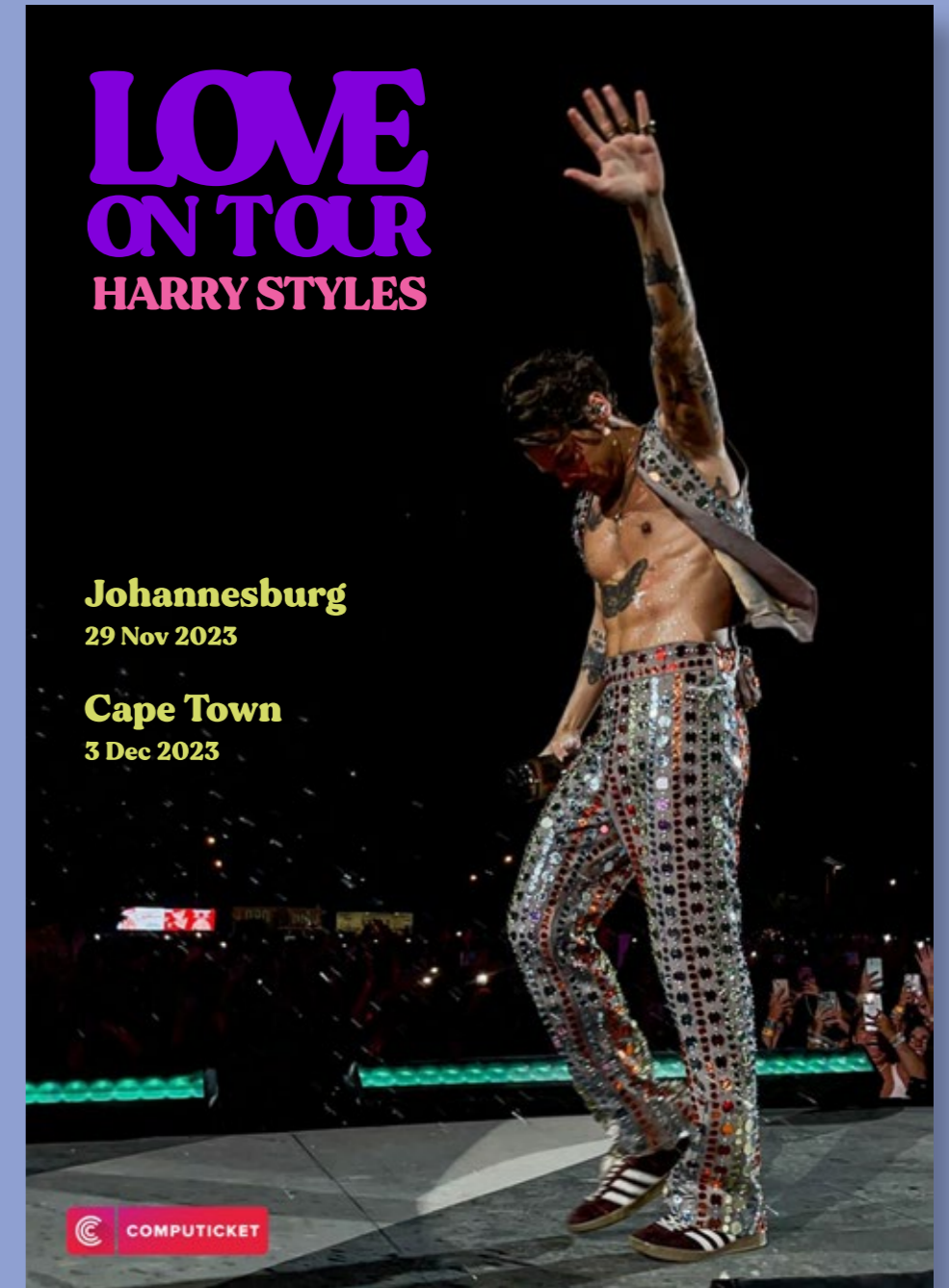
# Harry Styles Concert Posters



Harry Styles Poster 1



Harry Styles Poster 2

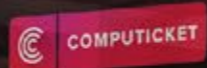


Harry Styles Poster 3

# LOVE ON TOUR HARRY STYLES

**Johannesburg**  
29 Nov 2023

**Cape Town**  
3 Dec 2023



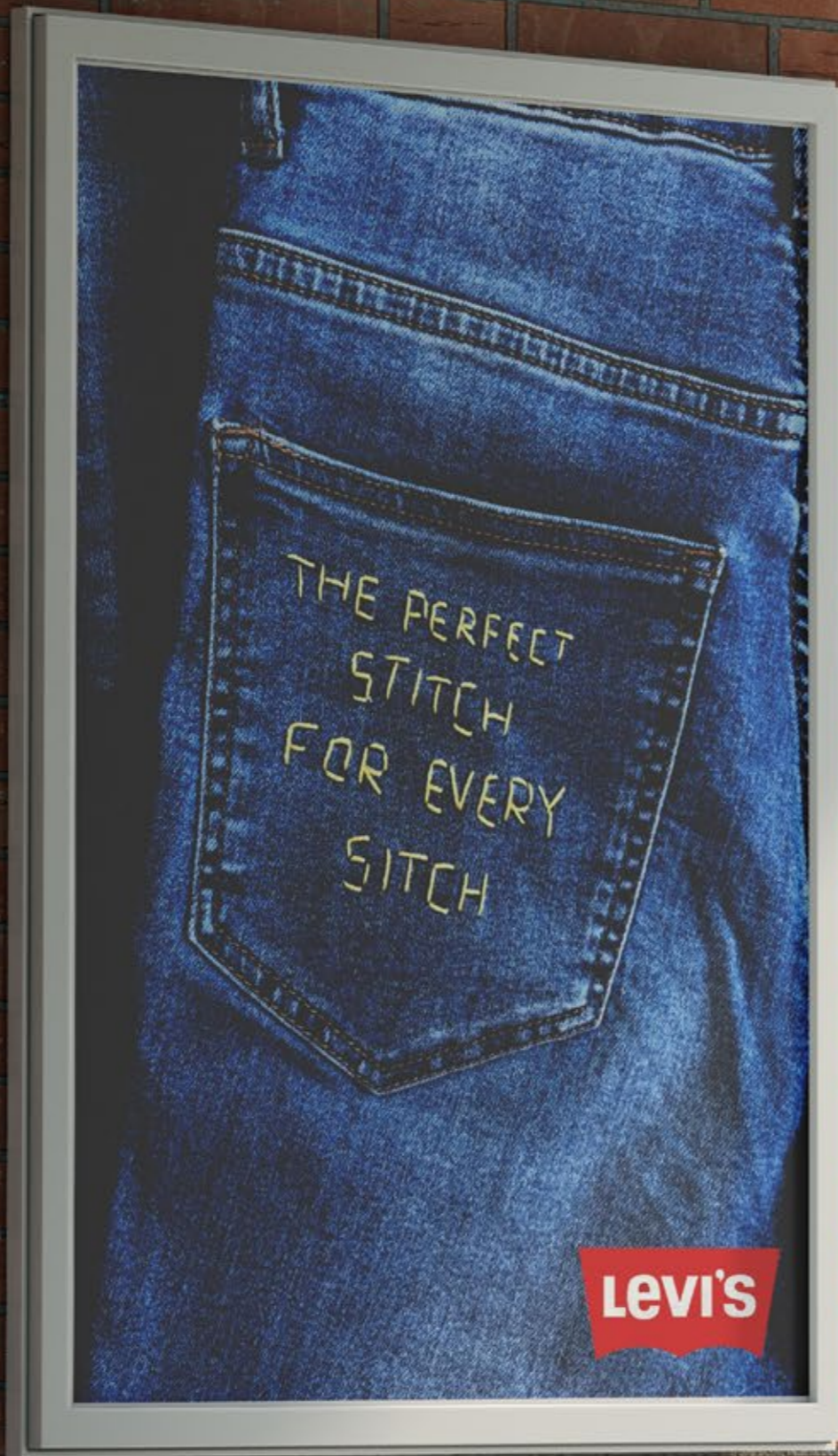
# Levi's Posters



The Only Blues You Need on a Sunday - Paint on Denim



The Perfect Stitch for Every Sitch - Thread on Denim



THE PERFECT  
STITCH  
FOR EVERY  
SITCH

Levi's



3

**Campaigns**

House of Thembiso

## The Brief

In a perfect world all babies and children have loving families who can care for them, unfortunately we do not live in a perfect world. This means that there are many babies who are in the system and looking for a new family. These babies all have different backgrounds and reasons as to why they are in search for a new family, however the one thing that these babies have in common is that they can be saved if placed into the right hands. House of Thembiso is a halfway house for babies up to the age of two. They get assigned a social worker who works on their adoption so that they can be placed into the perfect family for them. The aim is to promote House of Thembiso to ensure they receive donations and support to continue their great work in these babies lives.

## Insight

- Covid has changed how people live and their general routine.
- People have preconceived ideas about safe houses and orphanages.
- People don't know that House of Thembiso is a safe house by the branding.

## Concept

### *The Future Formula*

This concept refers to the fact that not only do these babies now have a future because they were saved by House of Thembiso, but these babies are the future and next generation. The community coming together to donate, volunteer and support this organization, can create a better future for the babies. To do that, one must follow a formula and those variables can lead to the end goal.



# Bike **4**. Babies

**4 November 2023**

## **The Cycling Event**

The Cycling Event would be the first event that House of Thembiso will be holding post-Covid. This event has three races, the 10km fun ride, the 20km intermediate race and the 40km expert race. This event will raise money through the entry fee, sponsorships and selling a few branded items at the event, and the week prior to the event.

This flyer will be handed out at the main intersections in Durbanville, posted onto Facebook and handed out at the local churches.



**10km**

**20km**

**40km**

House of  
**thembiso**  
Safe haven for infants

Scan  
to make a  
difference





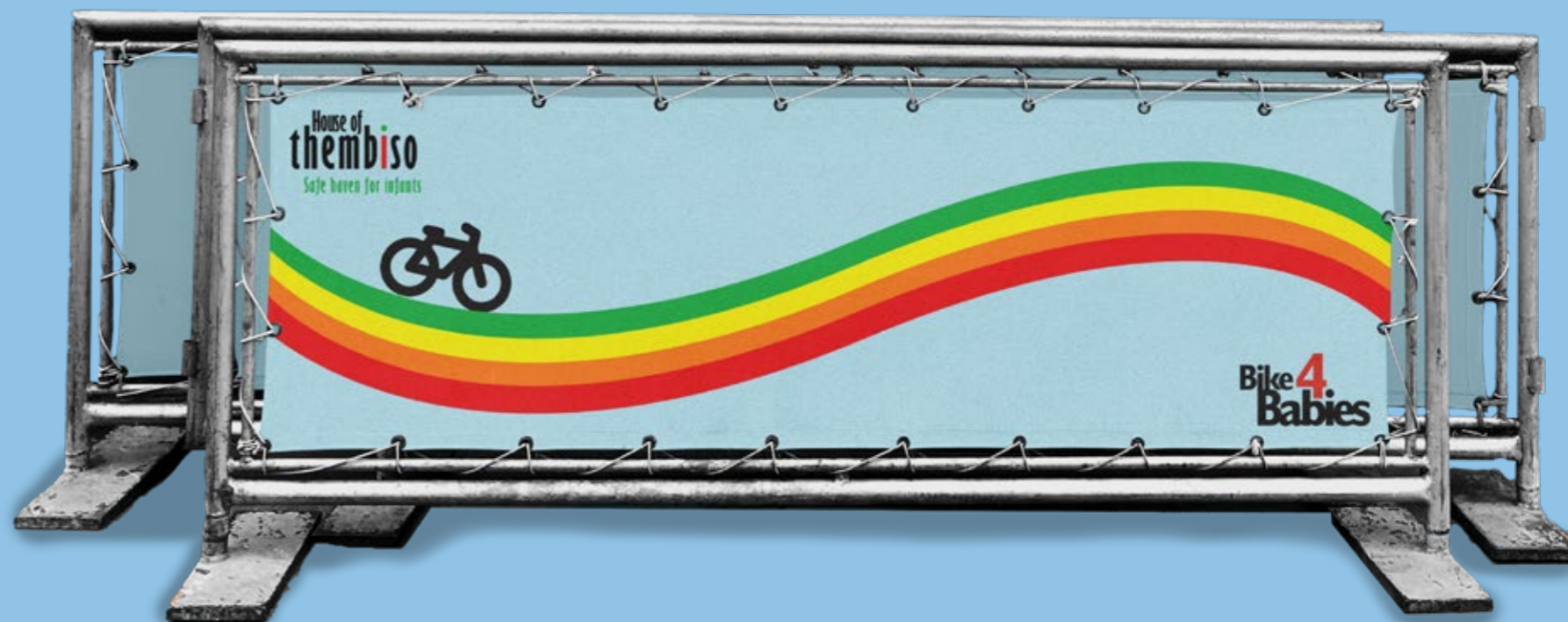
## Event Wearables

Each rider is gifted a shirt upon registration, colour dependant on which race you will be competing in. The grey shirt is available for those who did not compete but still want to support the event and organization.

The socks and wristbands are also available to be purchased by the public and those that are racing, it is also a great way to advertise even after the event has finished. All the money raised will go to House of Thembiso.

## Event Banners

These banners will be along the different courses and at the finish line. This is great advertising to those passing by and will also be used for safety and guiding the riders.





House of thembiso  
Safe haven for infants

4 September 2023

Happy to announce we had 2 babies take their first steps this week. We love experiencing their milestones with them.



4 September 2023

Urgently need Nan HA 2. Running low on electricity units. Meter no. 01076632460

House of thembiso  
Safe haven for infants



4 September 2023

House of thembiso  
Safe haven for infants



House of thembiso  
Safe haven for infants

4 September 2023

Our 18 month old little girl was admitted to hospital this morning with a tight chest and cough. Please pray for a speedy recovery.



House of thembiso  
Safe haven for infants

4 September 2023

We are currently looking for for extra volunteer per day for this week as our current nurses are on maternity leave or sick. Please get in touch we would greatly appreciate it.

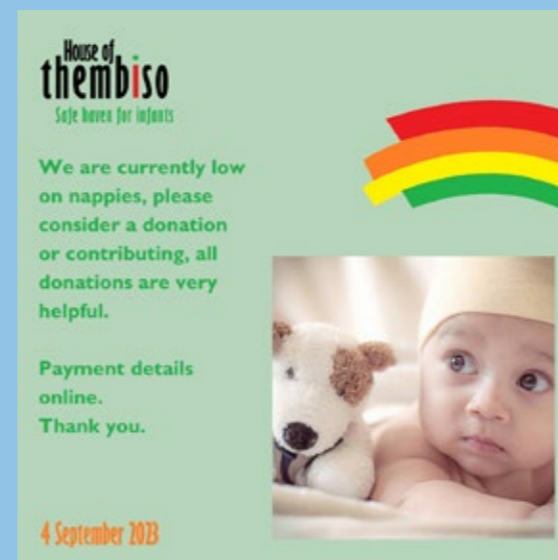
082 567 3118



House of thembiso  
Safe haven for infants

4 September 2023

Thank you! 250 babies since 2007!



House of thembiso  
Safe haven for infants

4 September 2023

We are currently low on nappies, please consider a donation or contributing, all donations are very helpful.

Payment details online. Thank you.

## WhatsApp Template

House of Thembiso sends out weekly WhatsApp messages with updates. By sharing what their latest news or current needs, they ensure the donations are what is needed. However, they lacked the correct applications to create easy to read and eye-catching images. I created a template on Canva which is free for them to use and simple to update images and information.

## The Car Decal

House of Thembiso originally had a car with their number and old logo, however many people did not know that it was a safe haven for infants. I added that to their logo. I wanted to bring in a more striking design that was still relevant and simple to keep the cost down.



4

**Packaging**

Miks | Relief

## The Brief

Create unique packaging, and the branding for a product, which solves a problem. The objective of this flour brand will be to provide users with a product that is packaged in a revolutionary way, in which they can open and reseal the product with ease and no mess.

## Insight

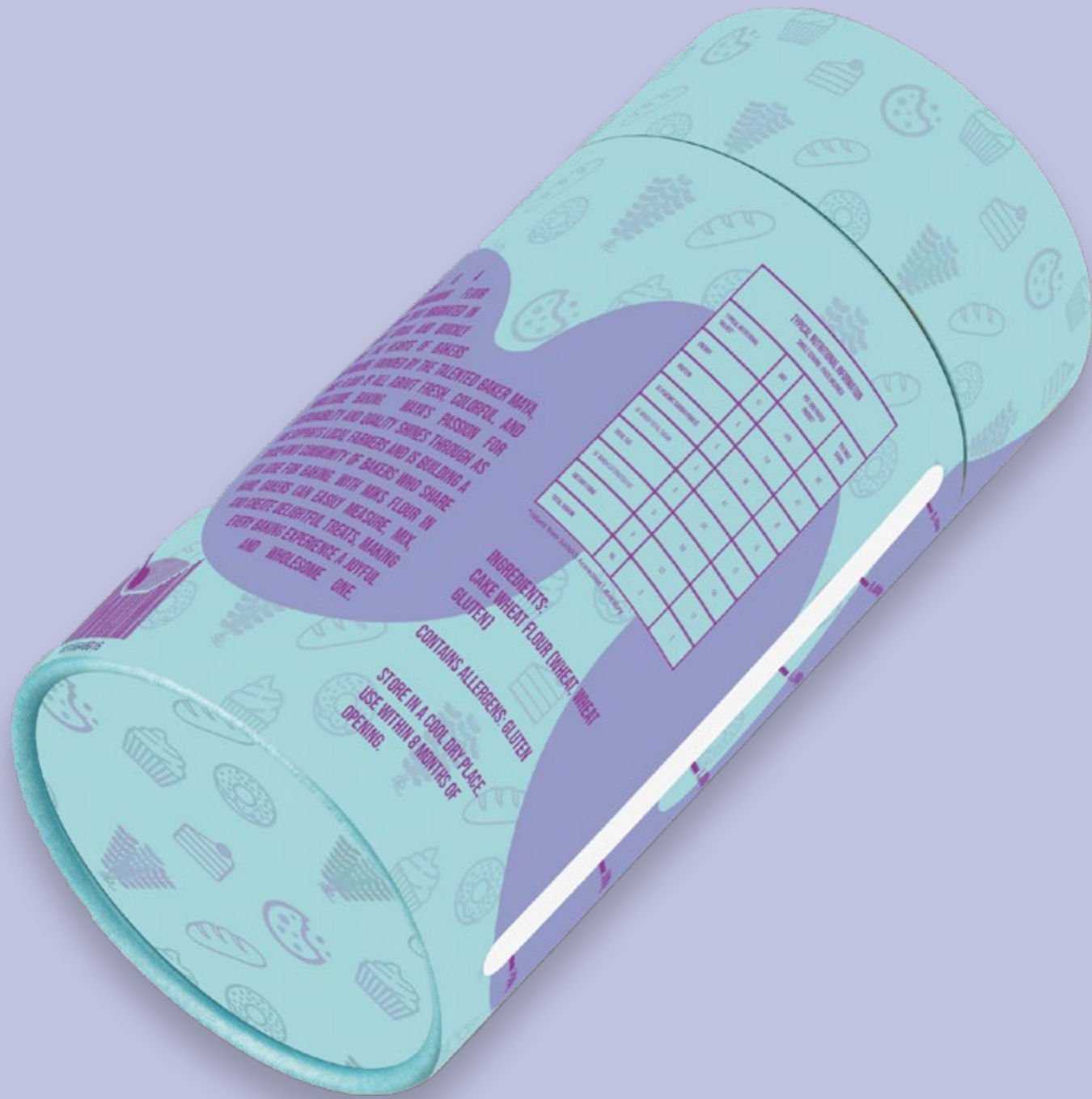
The very first interaction the users have with flour and the brand is a negative one because the flour falls out of the fold.

## Concept

### *The Closure You Need*

This packaging is all the consumer needs to have an easier experience in the kitchen. There is no comparing to how the competitors have packaged their products. Consumers will instantly feel and see the difference in ease of use. The concept title is referring to the fact that this packaging will really bring a design that is easier and less frustrating to open and reseal. "The closure you need" is referring to how this product will change your life and you will never look back on that old packaging, giving you closure.

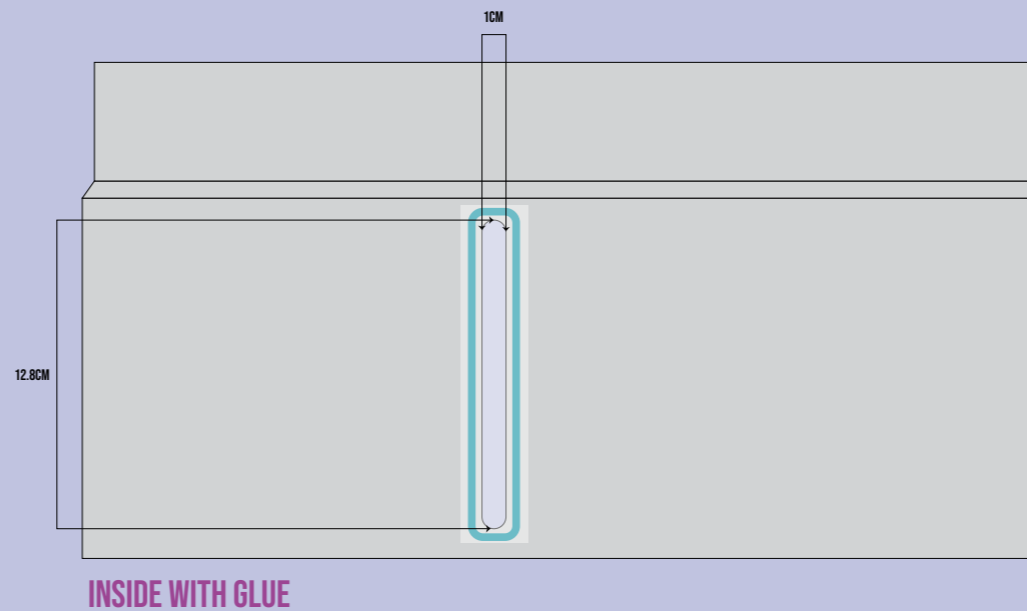




I chose to use colours that are completely different to anything that is currently on the market. I chose this because even though this product has great features, it needs to stand out and catch the consumers attention while in store. For my branding I chose use with the pattern which consists of lovely treats which are made with flour. Another secondary graphic is the wavy line which connects perfectly around the tube. Visually this will be satisfying to the user as you can spin the tube and it will flow endlessly. This shape is very organic which ties in well with the brands efforts to only use local farmers and eco-friendly recyclable materials.



The packaging houses this small window with units next to it to indicate how much of the product is left. This feature is not only helpful for measuring but also makes it easier to see when you are running low. The small window is made from materials that can be easily recycled after use.



## The Brief

Create a unique packaging design for a product of our choice. Create a brand and find the frustrations, truths and perceptions of the existing products. Then solve these issues and create something better for the users and consumers.

The aim of my brand is to provide pain relief medication, in a convenient and easily accessible box for users on the go.

## Insight

- People find it extremely frustrating when they open the wrong side of the box.
- It takes too long for people to grab a specific amount of pills.
- The packaging is inconvenient to open and close.

## Concept

### *Unexpectedly Convenient*

When your day has already been tough, there is nothing better than at least one thing going smoothly.





On my main cover, I chose to create lines that are similar to those in geography called contour lines. These contour lines show represent the wave of relief you will feel. I find them fitting to the brand and how it feels easy and calming. I also used some shapes on the inside of the packaging to visually represent how it feels to have relief after being in pain.

I used a very simple design to show the dosages as it can be a frustration looking through the long pamphlet to find the correct amount you should take. The pamphlet with all the medical information is found behind the dosage info in a little pocket, ensuring it doesn't get in the way.

My packaging is designed to be very easy to carry around and stores the pills perfectly. There is only one opening which eliminates all the consumer's frustrations.



5

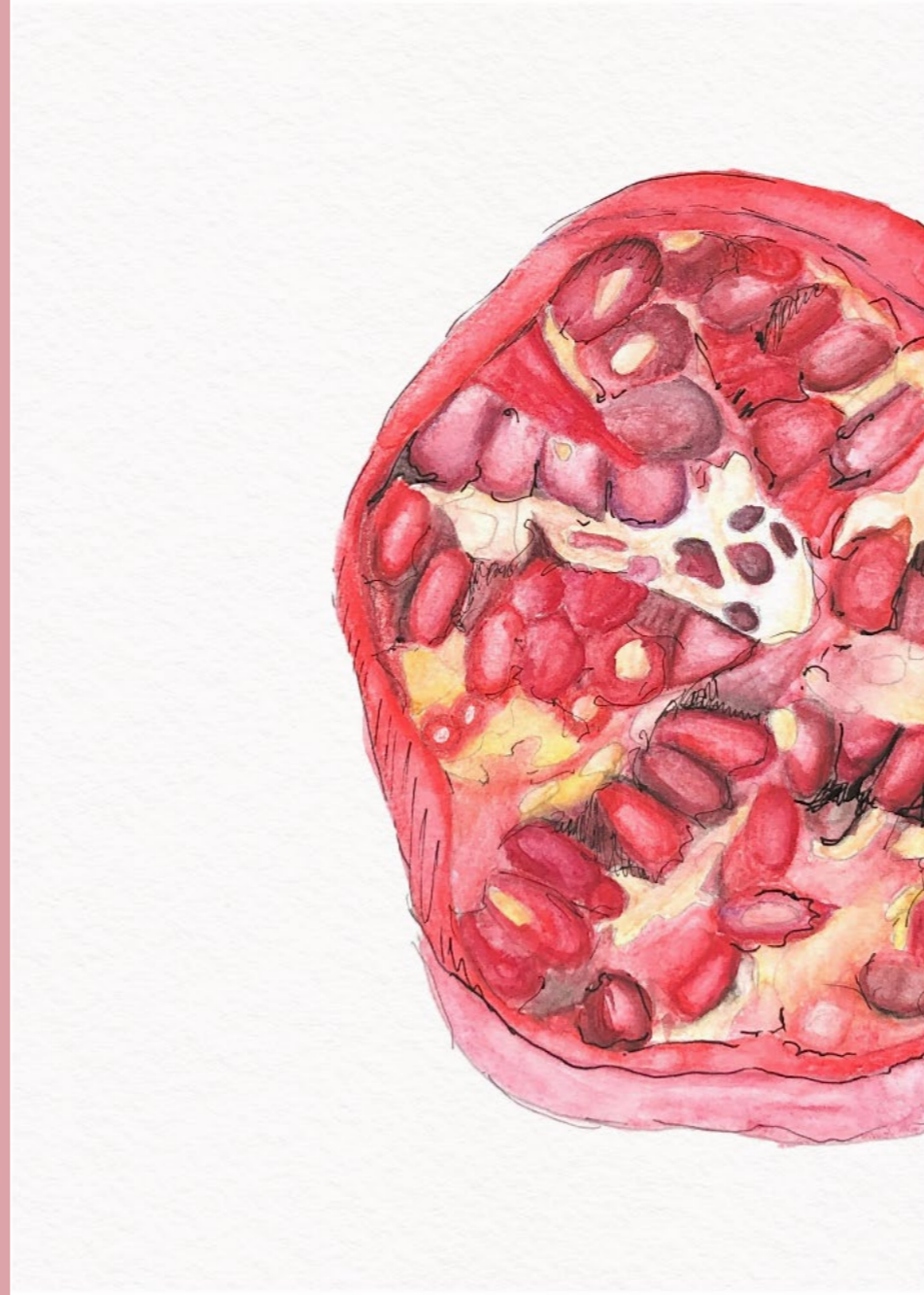
# Illustrations

Food Series | The Lemon Tree

# Food Series



Naartjie in Watercolour



Pomergranate in Watercolour



Red Onion in Watercolour

# The Lemon Tree

## Hello Spring

Which flowers are best to plant in Spring?  
HGTV Star Sarah Williams walks us  
through her own garden and shows what is  
best to be planted in this wonderful season



Issue no. 54  
September 2023

Flower Garden Teapot in Watercolour

6

# Photography

Portraits | Products



**Portraits**







**Products**





