



> PORTFOLIO
RESUME
WEBSITE

web. justinarmula.com
tel. 705-717-0707
email. j.m.armula@gmail.com



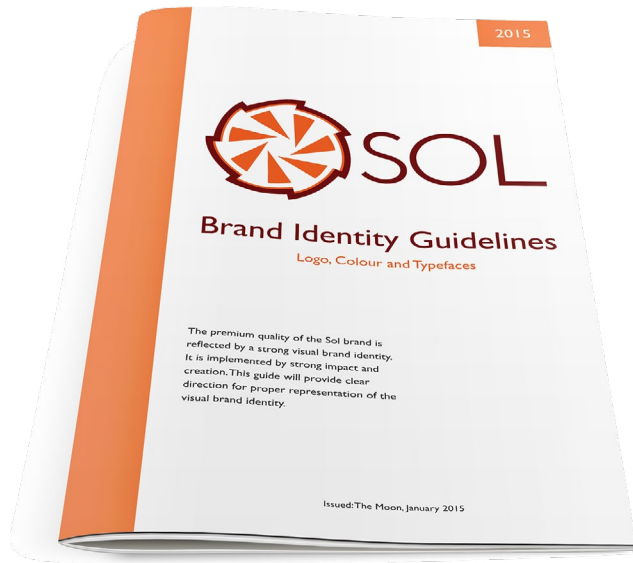
Editorial

Cover and doublepage spread for Muzik magazine.



Editorial (Digital Publishing)

iPad version of Muzik magazine.




2015

Logo Reconstruction


The Sol logo is the cornerstone of the identity. It is to be used correctly and consistently. When setting the logo, notice the tooth of the left-side outer stroke is set at 0°. The logo must remain readable therefore the minimum size of the primary logo may not be smaller than one inch. The alternate logo may not be smaller than half an inch. In order to prevent any interference with other elements, the exclusion zone must be 25% larger than the size of the logo. The primary logo's type is 50% smaller than the logo and is centered vertically. The typeface used for the word mark is Josefin Sans, Semi-Bold for the primary logo and Regular for the alternate. If this typeface is not available, Gill Sans Light is acceptable for both logo variations.

Colour

The colours used in the Sol identity are extremely important to the brand. The two colours are a fundamental part of the visual expression.



Pantone 1815 C
C:31 M:100 Y:00 K:45
R:113 G:15 B:17
Hex #F70F10



Pantone Orange 021 C
C:0 M:78 Y:100 K:0
R:241 G:95 B:34
Hex #F5822

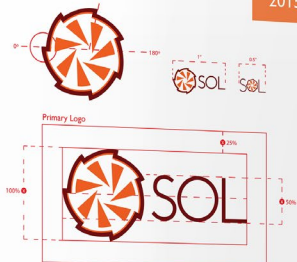
Logo Usage

The logo may be reproduced in black and white or using two different colour schemes. On a white background, burgundy over orange, and orange over burgundy are to be used. When producing a negative version, orange over burgundy is the only scheme acceptable. A negative version of the logo may be used on dark variations of gray. For any other backgrounds, only use black or white.


Unacceptable Usage



The logo may not be reproduced using any colours other than the two colours specified. The black or white version may not be colorized. No gradients or other effects such as drop shadows, glows, or 3D rendering may be used on the logo. Any other alterations such as skewing or stretching is unacceptable. Avoid rearranging the elements of the logo.

Primary Logo



Alternate Logo



2

Branding / Identity Design

Style guide for Sol Energy.

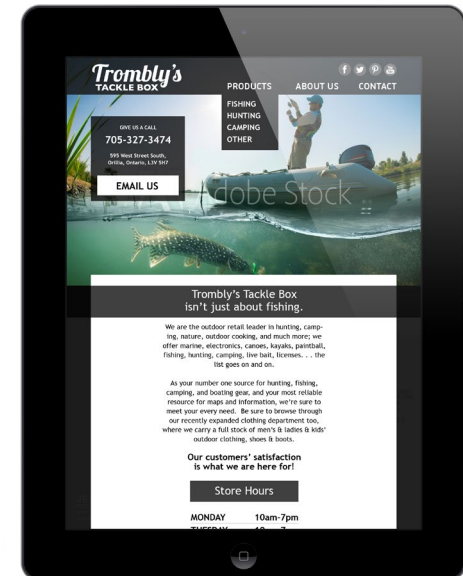
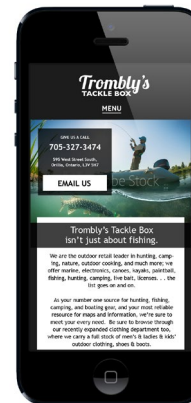
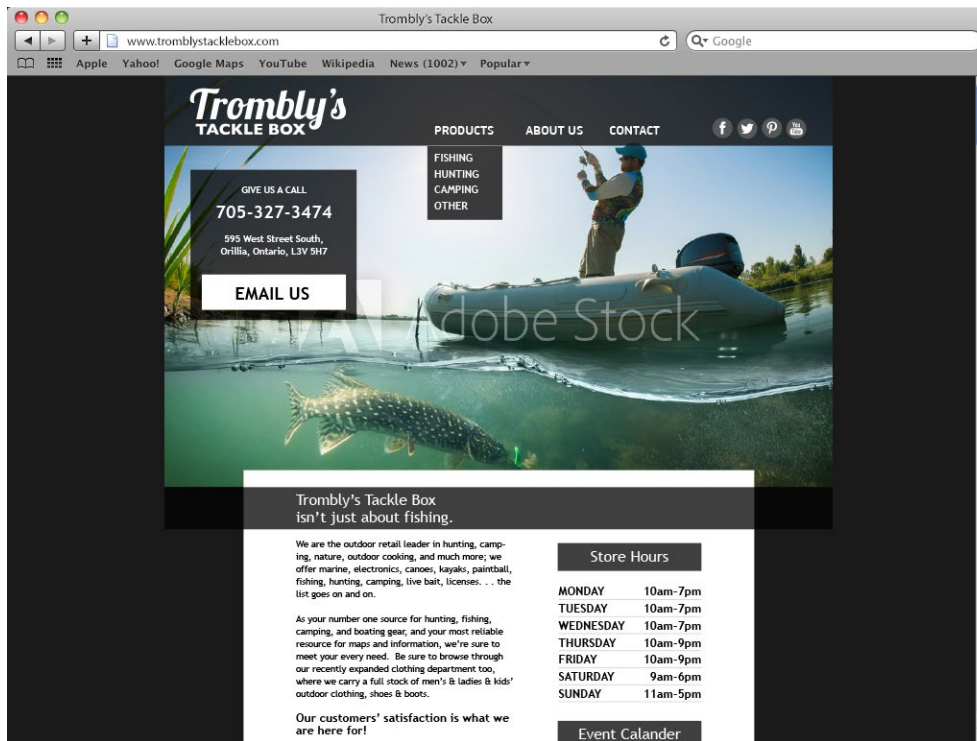


1245 HWY 177 E
Dorest, Ontario, POA 1E0
tel: 705 247 2391
lakehouseproperty.com



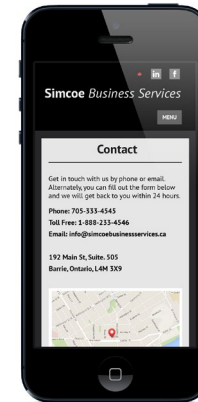
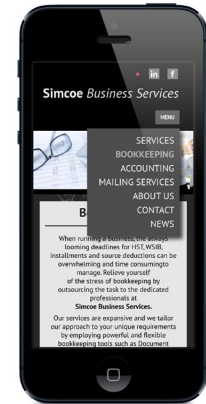
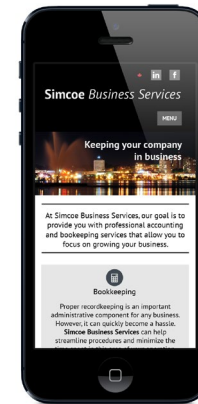
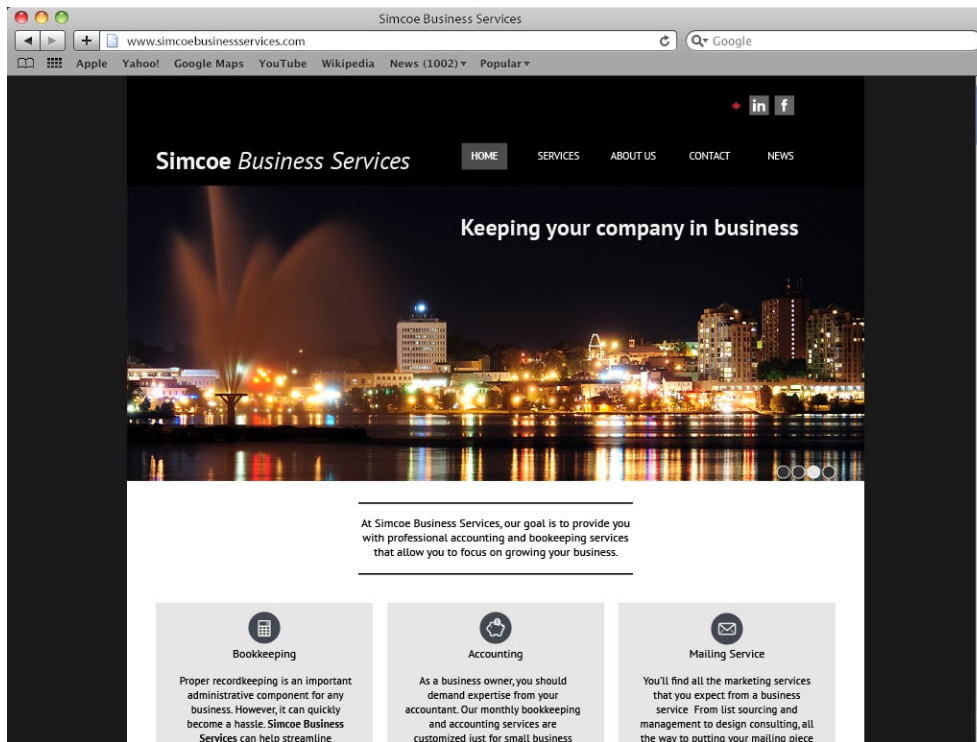
Branding / Identity Design

Stationery Package for Lakehouse Property Management



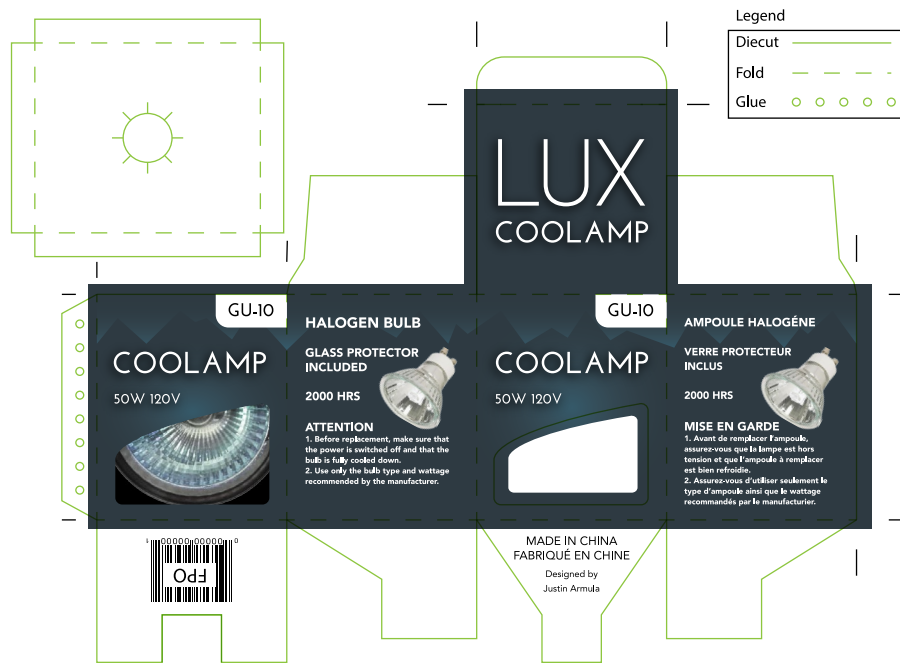
Web Design

Homepage redesign for Trombly's Tackle Box.



Web Design

Homepage redesign for Simcoe Business Services.



original



Package Design

Redesign of LUX Halogen Bulb package.



Dear ad department...

Sorry, this is best we can do. Maybe next time don't send us actual **Purina® Dog Chow®** to the photo shoot.




For total care and nutrition for your dog, Purina® Dog Chow® brand has protein for strong muscles, is nutritionally balanced for a dog's body systems and has 100% of the essential vitamins and minerals that help keep your dog healthy. Oh, and it's made with delicious taste and texture dogs love.

purina.com
PURINA

Trademarks owned by Société des Produits Nestlé S.A.

NOVEMBER 2015

BIG BOLD BEAUTIFUL
British Columbia

Know when you visit a destination, you get that feeling of not wanting to leave? This is one of those places.

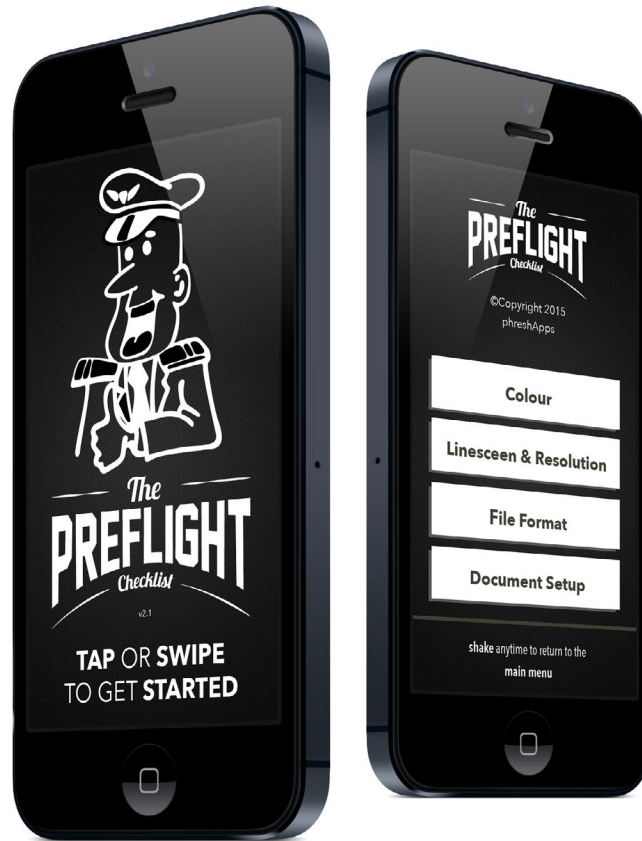
Be amazed by the breathtaking beauty of British Columbia and the Canadian Rockies with its prestigious lakes, glaciers, waterfalls, wildlife and snow covered peaks.

visit CAN.TRAVEL.ca to book your next adventure

FEEL THE RUSH
SEEING THE LIFE IN WHICH WE LIVE

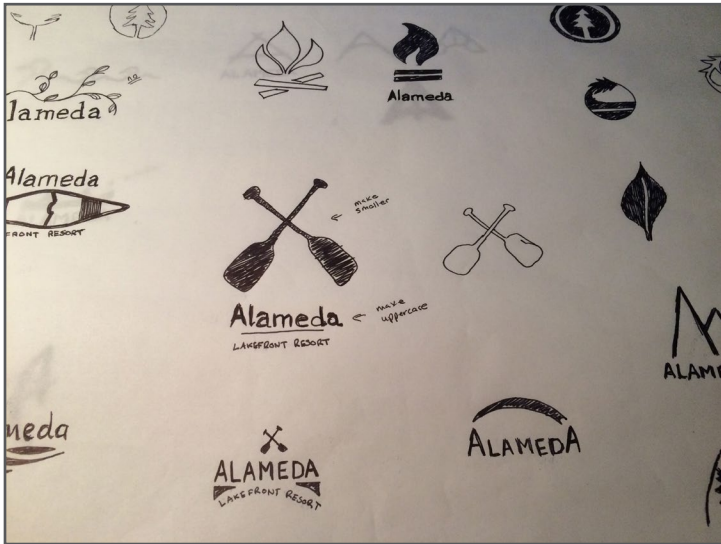
Advertising Design

Full page ads for Premium Saltine Crackers, Purina Dog Chow and British Columbia tourism.



Digital Publishing

Preflight checklist app on the iPhone 5.



Logo Design

Process work and final logo for Alameda Lakefront Resort.



Branding / Identity Design

Logo & menu layout for Iconoclast Cafe