

A N N N A
D E L O N G

PORTFOLIO

BREAKFAST AT TIFFANY'S

Illustration - Poster Design

This poster was designed for one of my favourite classic Audrey Hepburn movies: Breakfast at Tiffany's.



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SIMCOE BUSINESS SERVICES

Branding - Web Design

Simcoe Business Services is a local company that assists clients with bookkeeping and taxes.

Their primary goal is to provide friendly, hassle-free service.





WANDA BAKER

Branding - Logo Design

Wanda Baker is a game app featuring a superhero female chef who combats villains with exploding cupcakes.

Guidelines

Safe Zone

15% of x

| Color | RGB | CMYK | LAB |
|-------------------|-----------|----------------|-----------|
| Primary Colours | 255 89 89 | 0 80.2 58.4 0 | 63 66 38 |
| Secondary Colours | 255 164 0 | 0 42.25 100 0 | 76 31 82 |
| White | 0 148 144 | 86.5 20 48 1.7 | 55 -39 -9 |

Motion Picture

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
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
! ? () \$ % & #

Trebuchet MS - Regular

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
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
! ? { } \$ % & #

Trebuchet MS - Bold

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
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
! ? { } \$ % & #

Primary Logo

Alternate Logo For use at sizes smaller than 72 x 78.98 px or against a background

Do not use the primary logo against a background

Do not skew or distort the logo

Do not make additions to the logo

Do not use alternate colours for the logo

Do not use an alternate typeface

Do not reproduce the logo at low resolutions

Do not add a transparency to the logo

Do not place the logo on an angle

Do not change the position of the text

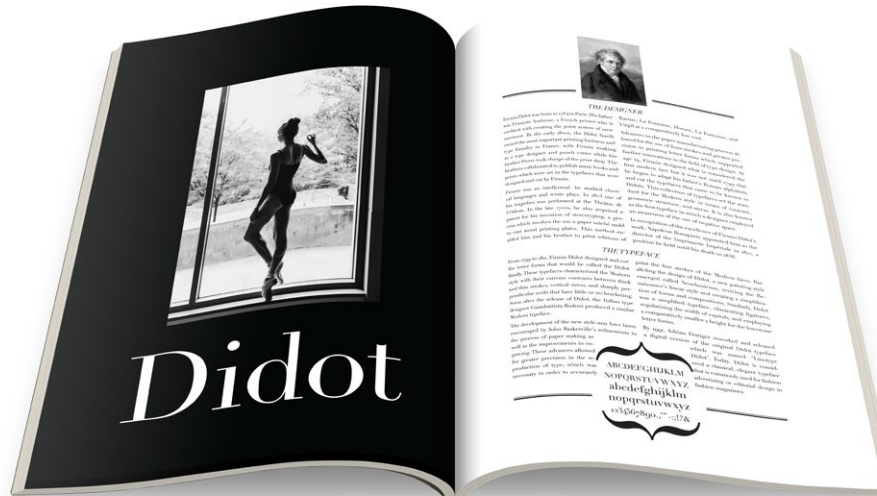
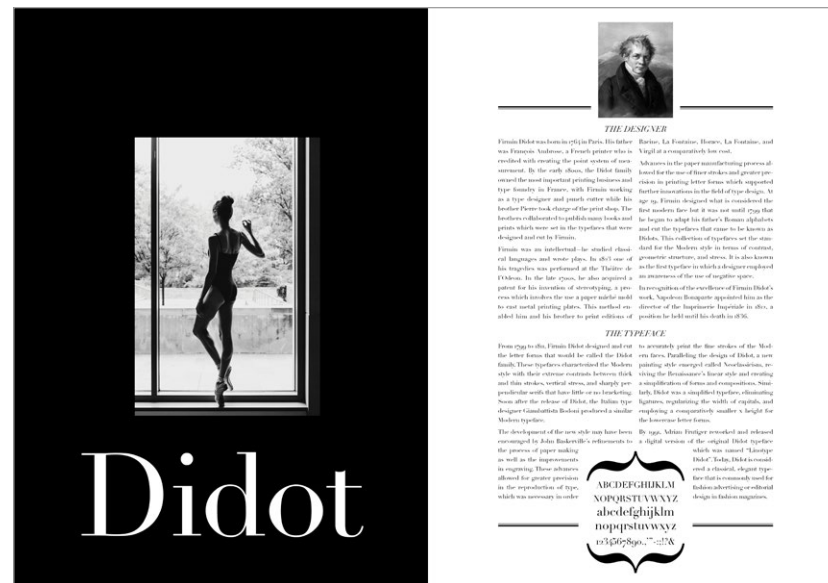
Do not change the spacing or size of the text

DIDOT TYPEFACE

Book - Editorial Design

Didot is a classic-modern typeface that is frequently used in fashion.

This editorial spread was designed to explain the origins of the typeface and the background of the designer.



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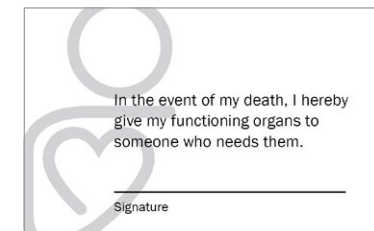


MY DONATION

Branding - Logo Design

My Donation is a non-profit organization that promotes organ transplants.

Their goal is to increase the number of donors by raising awareness.

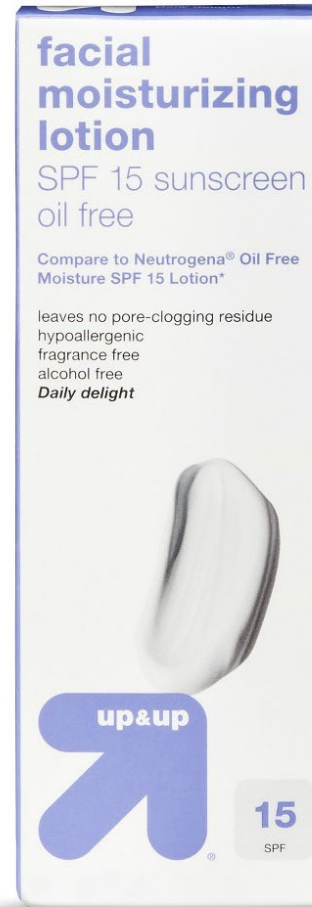


UP & UP MOISTURIZER

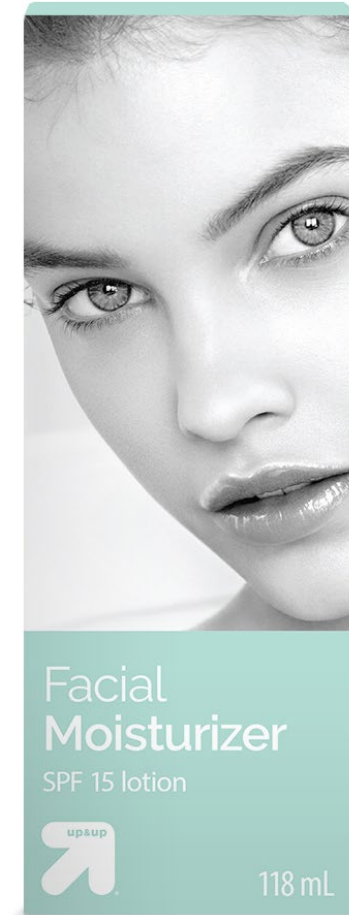
Package Design

This package was created for Up & Up facial moisturizer.

The intent of the redesign was to increase the perceived value of the product while maintaining the integrity of the brand.



BEFORE

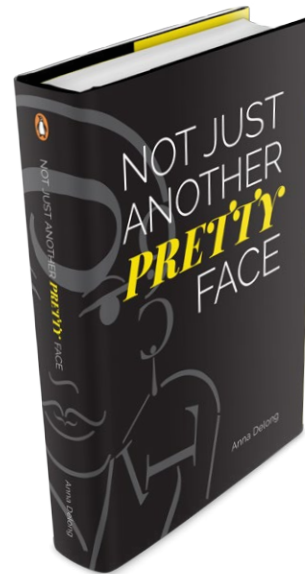


AFTER

NOT JUST ANOTHER PRETTY FACE

Book - Editorial Design

This book showcases the work of some of the most famous type designers including Carol Twombly, the designer of Myriad Pro.




Carol Twombly

Designers who enjoy using the graceful characters found in typefaces such as Trajan and Charlemagne should be thankful that Carol Twombly strayed from her initial artistic endeavors.

During her childhood in New England, Carol spent much of her time exploring various artistic disciplines. Settling on sculpture, Carol followed her architect brother to Rhode Island School of Design (RISD). Once there, however, she decided that graphic design would be a more practical course of study. About this decision Carol says, "I discovered that communicating through graphics - by placing black shapes on a white page - offered a welcome balance between freedom and structure." Though graphic design became her career focus, Carol hasn't abandoned her other artistic pursuits, which include basket-weaving, drawing, painting, and jewelry making.

One of her RISD professors, Chuck Bigelow, and his partner, Kris Hahnen, gradually introduced Carol to the world of type design. Working during summer months in their studio, she began to understand the intricate process of designing type. In addition to editing



1984 Mirzae

1989 Charlemagne

1989 Lithos

1989 Trajan

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<http://www.adobe.com/products/type/font-designers/carol-twombly.html>

letters numerically "hands-on" drawing apps weren't around yet) on an early digital type design system, she gained valuable experience by drawing outline letters on vellum, inkling them in, and then locking them to a wall where she would view them through a reducing glass.

After graduation from RISD and a year spent working in a Boston graphic design studio, Carol accepted an invitation from Bigelow to join a small group of students in a newly formed digital typography program at Stanford University. The program, since discontinued, awarded Carol and her colleagues Masters of Science degrees after two years of study in computer science and typographic design. Carol continued to work for the Bigelow and Hahnen studio for the next four years and, during this time, entered her first type design in an international competition sponsored by Morikawa Ltd., a Japanese manufacturer of typesetting equipment. To Twombly's surprise and delight, she won first prize in the Latin font category, and Morikawa subsequently licensed and marketed her design under the name Mirzae™. Soon after, Carol began working for Adobe Systems and in 1988 became a full-time type designer in the Adobe Originals program.

During her eleven years with Adobe, Carol has designed a number of very popular text and display typefaces. Designs like Trajan,

Charlemagne, Lithos, and Adobe Caslon are inspired by classic letterforms of the past - from early creek inscriptions, circa 600 B.C., to William Caslon's typefaces of the 1800s. Designs like Viva and Nueva explore new territory while maintaining traditional roots. In 1994, she received the Charles Peignot award from the Association Typographique Internationale for outstanding contributions to type design. She was the first woman and only the second American to receive this prestigious honor.

Since leaving Adobe, Carol has continued to explore other non-computer-based arts including weaving, natural-object sculpture, silk painting, and making gourd skeletons (hand-held African percussion instruments, with which to accompany her fellow conga players. She lives quietly in a small community in the Sierra foothills, practicing Qi Gong and Atsimelem drumming, tiling, volunteering locally.

1990 Adobe Caslon

1992 Myriad Pro

1993 Viva

1994 Nueva

2000 Chaparral

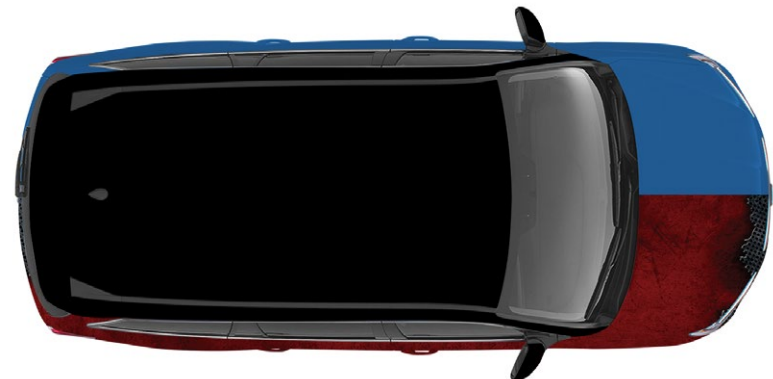
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MARIO DESIGN

Vehicle Wrap Design

This vehicle wrap was created to advertise the services of *Mario Design*, a company in Barrie that specializes in vehicle wraps and large format printing.



PRINGLES LIGHT

Advertising

This ad from *Canadian Living* magazine promotes Pringles Light by emphasizing that they have 0% fat and 53% less calories than Pringles Original.



Shape is important



Indulge in the great taste of Pringles without the guilt!

Our new Pringles Light crisps contain 0% fat and 53% less calories than Pringles Original. Because what matters to you matters to us.

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Thank you for viewing!



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For more information, see my **Resume**