



Emma Edwards
The Art & Design Collection

Portfolio



Emma I Edwards

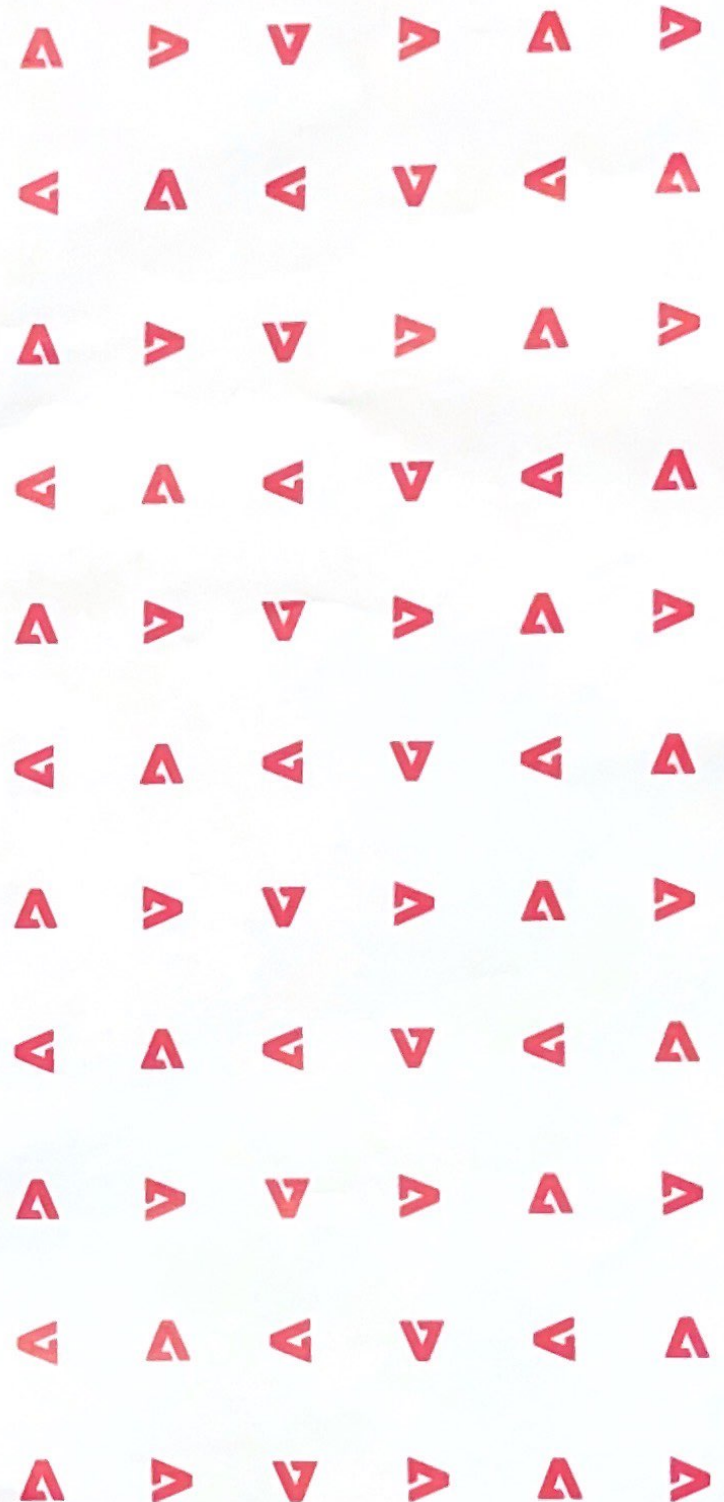
has successfully completed the requirements to be recognized as an

Adobe Certified Professional

Graphic Design & Illustration using Adobe Illustrator

Shantanu Narayen
Chairman, President and CEO
Adobe

verify.certipoint.com > 9BnW-sFWc
Completed on June 1, 2023



Cocaonauts Branding Design

Cocaonauts is a higher ended chocolate company. They are known for their usage of original Aztec chocolate recipes. The Aztecs were known for being one of the founding civilizations to discover chocolate. This earthy and rooted brand uses this background as a large part of their brand identity.

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The color choice may vary based on where the logo is applied. Any of the color palette options provide a strong color choice.

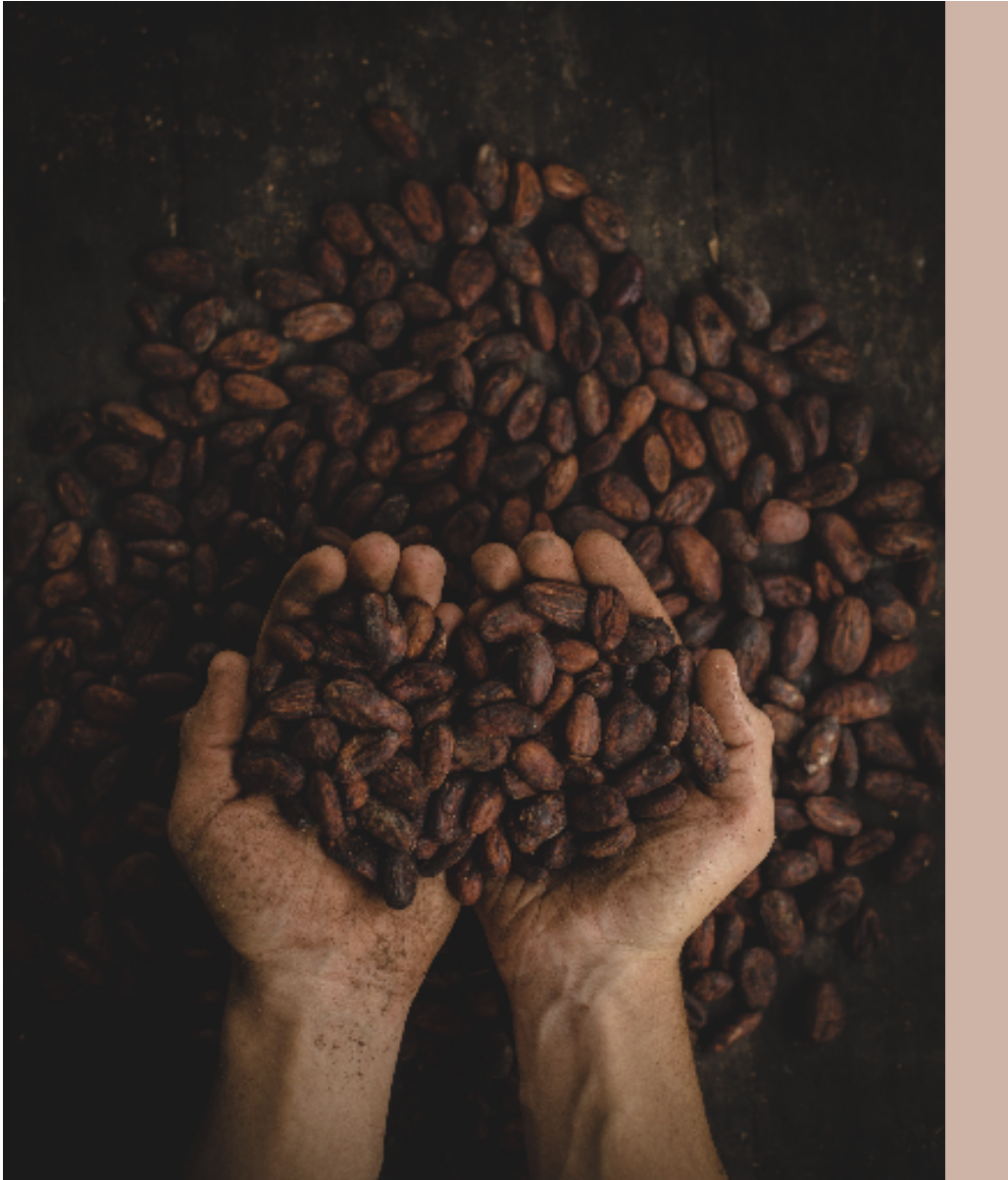
The graphic references the ancient art created by the Aztec civilization. It symbolizes the style and source of the businesses values. It can also work as a standalone landmark.



COCAONAUTS

The original typeface is strongly structured and semi-bold. The sans-serif font choice is reflective of the more earthy and natural visual identity Cocaonauts possesses.

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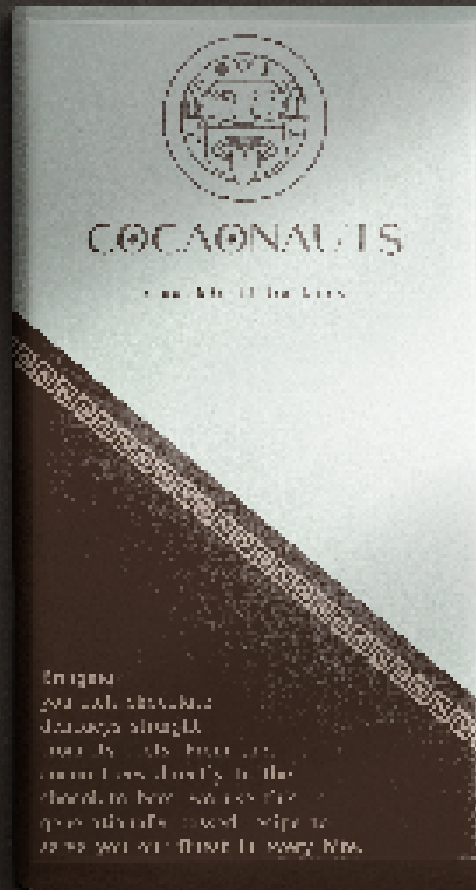
Color Palette

Fresh • Deep • Rich • Full Toned

This color palette is highly derived from the product itself. Dark, rich, chocolately values are bold points in this color selection. Their strength is balanced out with fresh, minty lighter color values. These are to be used as mainly accent colors.

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Chocolate fit for kings



Product Mockup

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Business Card Design

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Photography Direction

Photography should have a product focus. A dark and semi-luxury aesthetic should be applied.

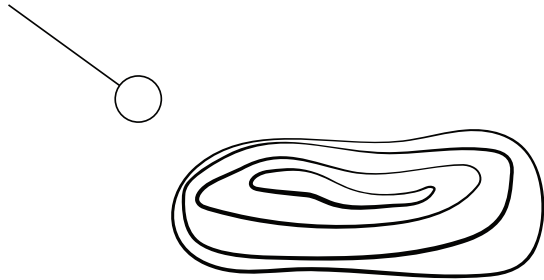
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Krafty Klay Branding Design

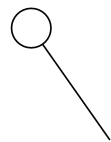
A high end pottery studio that specializes in homemade and tasteful original creations. The ceramic studio has a uplifted, yet earthy feel. It has a clean and simplistic aura as well.

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This logo design delves into the symbolic importance of clay and its earthy qualities. The simplistic linework creates a clean and aesthetically pleasing graphic. It also references topographic contour lines which are a symbol of earth's natural beauty and its diverse landscapes. This logo graphic also appears as an abstract pottery wheel, a key tool in these handmade craftsmanship products. The abstract take on this graphic is a solid mark for a creative company such as Krafty Klay.



Krafty Klay



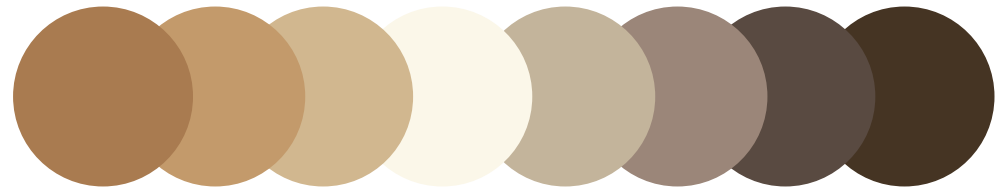
The original typography incorporated is the focal point of this design. It can be used as a standalone wordmark or with the graphic. The clean and stylized serif font is reflective of the elegant, minimalistic, yet creative personality the brand possesses. The exaggerated flourish on the 'K's show just enough of a playful flare to create visual interest while still maintaining a classy ambiance.



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Color Palette



A mainly neutral color palette with some warmth hints to the very earthy nature of the brand. It also provides a familiar look for many people, almost inviting. These colors also are in alignment with the very minimalistic and simple feel the company possesses.

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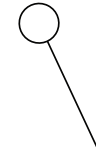
Mock-up examples show potential packaging and labeling options for products.

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4 • 18 • 23

Krafty Klay



Photography Direction:
Elegant, simple, and warmly toned photos should be utilized. Black and white grading for the simplistic, classic aesthetic is also a great way to create consistency in design style and remain compatible in color palettes.

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Stone Fox Branding Design

A luxury homeware store that focuses on sophisticated furniture and home decor items. Stone Fox has a very clean and modern take with ranging accent colors.

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This wordmark has a sleek, luxurious, clean aesthetic. Its simplicity is representative of its' products. This presents itself to the niche market of those looking for luxury homeware.



The stylized typography should be used on a solid color backgrounds for the correct effect. The slight curvature in the design, along with the thin nature of the lines create a high-end effect.

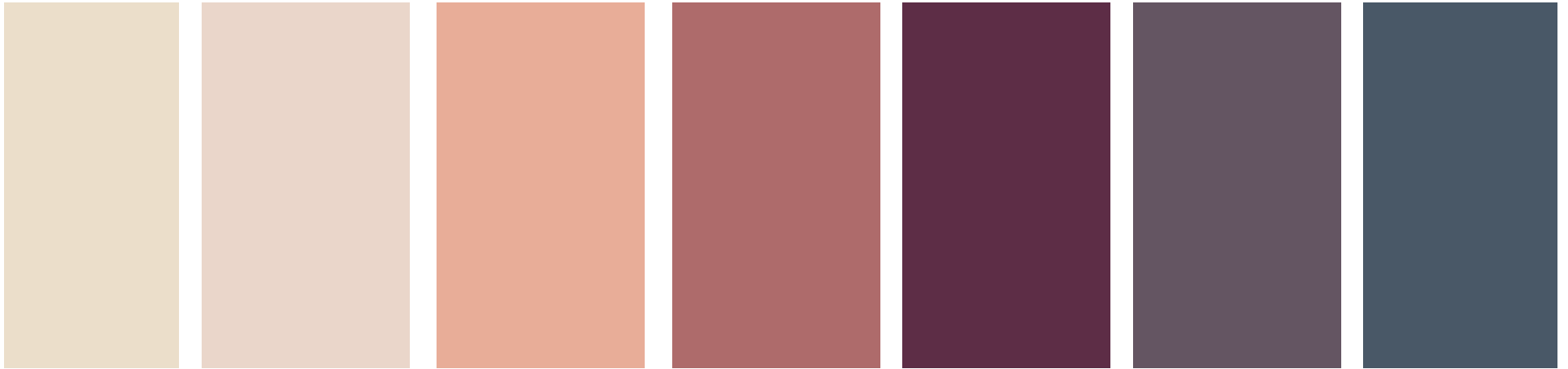


STONE FOX



A wordmark was chosen to avoid taking away from the clean cut brand image. Historically wordmarks have proven to be a characteristic of successful, high-end

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Color Palette

The color palette features a mainly neutral to warm selection. Deeper purples and blues are used as accent and contrast tones. The brand's purpose is to provide high end homeware for people to decorate and personalize their homes with. The warm shades in this palette are symbolic of the welcoming and cozy environment Stone Fox helps people create.

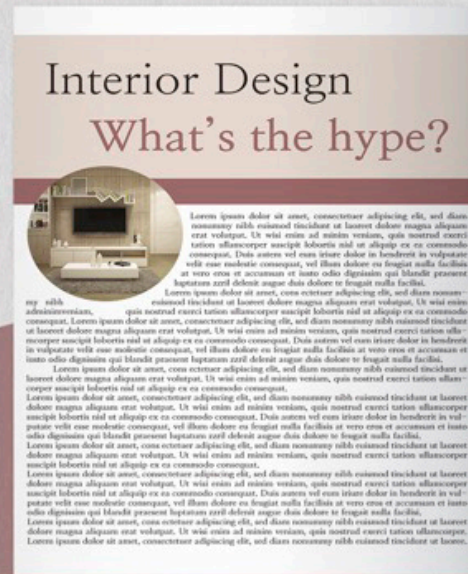


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Magazine Design



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STONE FOX



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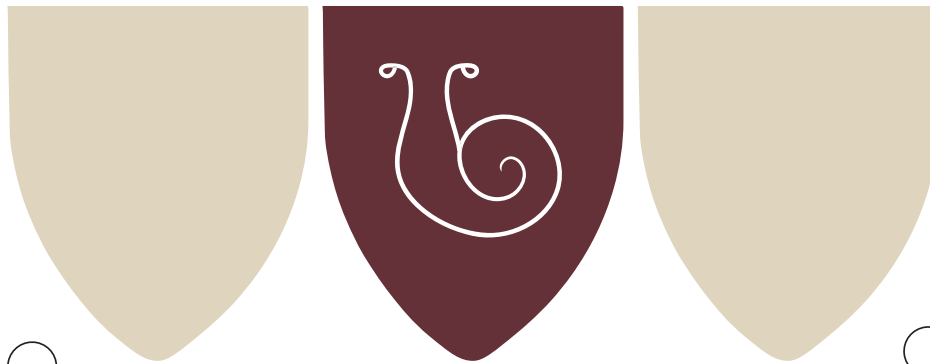
Petite Snail Branding Design

Petite Snail is a warm French bistro. Its' light, yet welcoming atmosphere invites all. This bistro focuses on specialty and unique dishes, that tend to be on the more experimental side of French cuisine.

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The thin, light script font in this logo provides an elegant and sophisticated feel for the restaurant.

Petite Snail



The color choices in this design add an inviting personality to the logo. The wine red color is linked to color psychology and evokes hunger, subconsciously increasing the appetite of customers.

The abstract snail brandmark is symbolic of the abstract dishes that Petite Snail creates. It is also directly references the name of the bistro.

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Main Accents



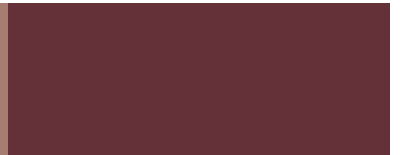
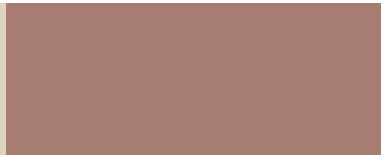
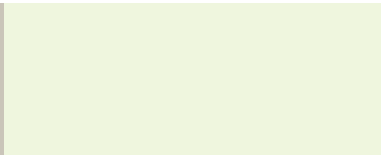
Gray Oak

Pale Celadon
Cream

Sand

Murky
Grapefruit

Wine
Stained



#CBC6BA

#EFF5DE

#E0D5BF

#A77D71

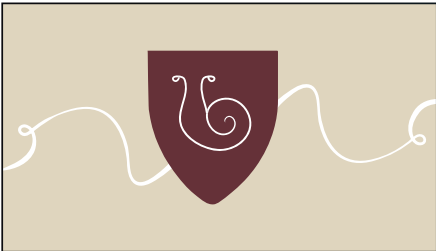
#663239

Color Palette

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Business Card Design



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Petite Snail



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Spearhead Lounge Branding Design

The Spearhead Lounge is an underground speakeasy, notorious for their use of deep, rich blues. It has a sleek, modern touch while maintaining a 1920s New York aesthetic.

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THE GRAPHIC IS A PLAY ON THE NAME OF THE BAR; THE SPEAR THE CHERRIES ARE ON. MARASCHINO AND SCOTCH CHERRIES ARE A STANDARD GARNISH TO MANY DRINKS, THEREFORE IT PROVIDES A RELEVANCE TO COMPANY.



The Spearhead Lounge



THE ORIGINAL TYPEFACE IN THIS DESIGN IS REFLECTIVE OF THE 1920S NEW YORK STYLE, WHILE STILL MAINTAINING MODERN QUALITIES. THE THIN NATURE OF THE FONT CHOICE PROVIDES A MORE SLEEK, SOPHISTICATED APPEARANCE.

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COLOR PALETTE

THIS LOUNGE IS WELL KNOWN FOR ITS' USE OF DISTINCTIVE, DEEP, RICH BLUES. THE ACCENT OF WARMER TONES COMPLIMENT THIS BLUE AND CREATES HIGH CONTRAST. TO BE NOTED THE WARMER COLORS SHOULD BE USED SPARINGLY, NOT OVERTAKING THE BLUE. GRAINY & CRACKING TEXTURES MAY BE APPLIED FOR VISUAL INTEREST.



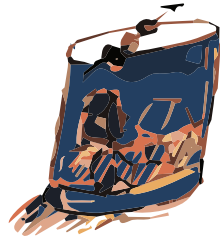
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ROSEMARY GREYHOUND



MANHATTAN



MARTINI



VODKA SOUR

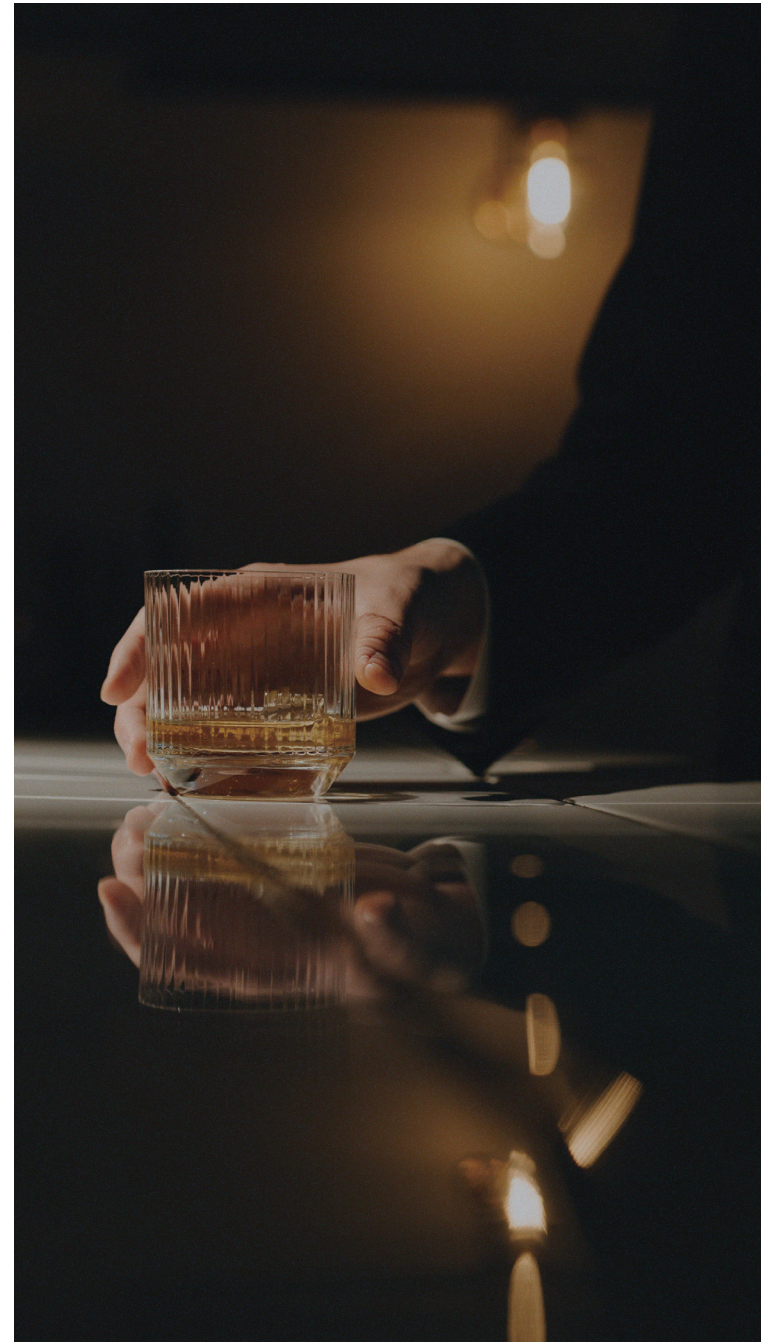


CLASSIC DAIQUIRI



MARASCHINO CHERRIES

MENU GRAPHICS



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Solace Branding Design

Solace is a tea company focused on creating experiences for its customers. Their home mixed tea blends bring moments of calm and decompression to the lives of their consumers.

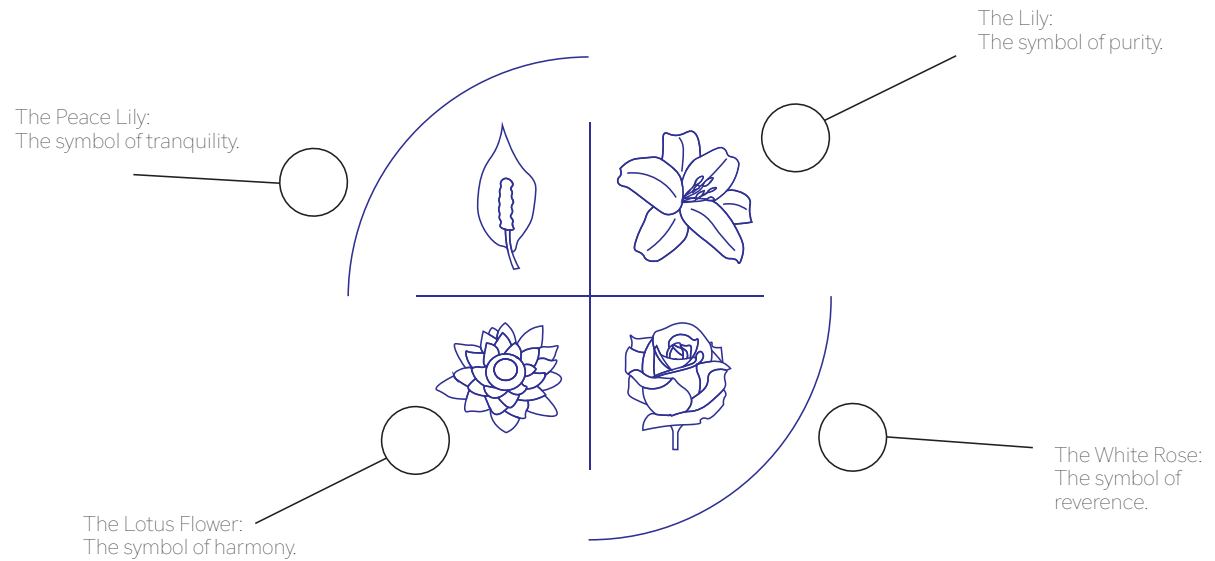
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Tea has been known throughout history for its peaceful and even healing nature. Tea also has 4 main virtues, cherished by many. These virtues are reverence, purity, tranquility, and harmony. Each virtue also has a floral symbolic element to represent it. These points come through in the design. The simplistic linework of these 4 symbolized virtues truly represent Solace as a whole and its products message; that our tea is the calming daily ritual you must add to your schedule. Feel better after just one sip.

The natural but elegant font choice shows how the brand is sustainably sourced and has an earthy connection, but not so much the brand doesn't come off as professional.

The dark blue color choice is backed by solid evidence in color psychology. Blue has a calming visual effect. A brand who is promoting calming products should have a color palette that reflects and supports this message.

The circle incorporated in the design is also to promote this tranquil brand identity. Smooth and rounded lines and shapes also have a visually calming effect and the way it is presented in the logo creates a harmonious feel as well as visual balance.



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Packaging Design:

options include a small tin packaging for loose tea, or teabags.

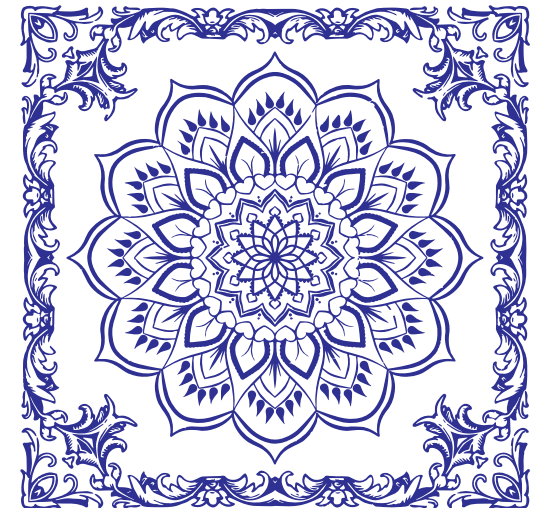
The same applies for the second option of a paper bag, a more sustainable and environmentally friendly choice.

Both designs incorporate the main logo colors of blues and tans. The bold, yet calming blue that takes up most the design will make it stand out on the shelf. The lack of overwhelming intricate designs, as seen in many other tea companies' packaging will also help it identify as unique and visually appealing due to this simplicity.

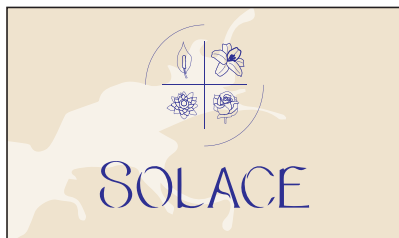
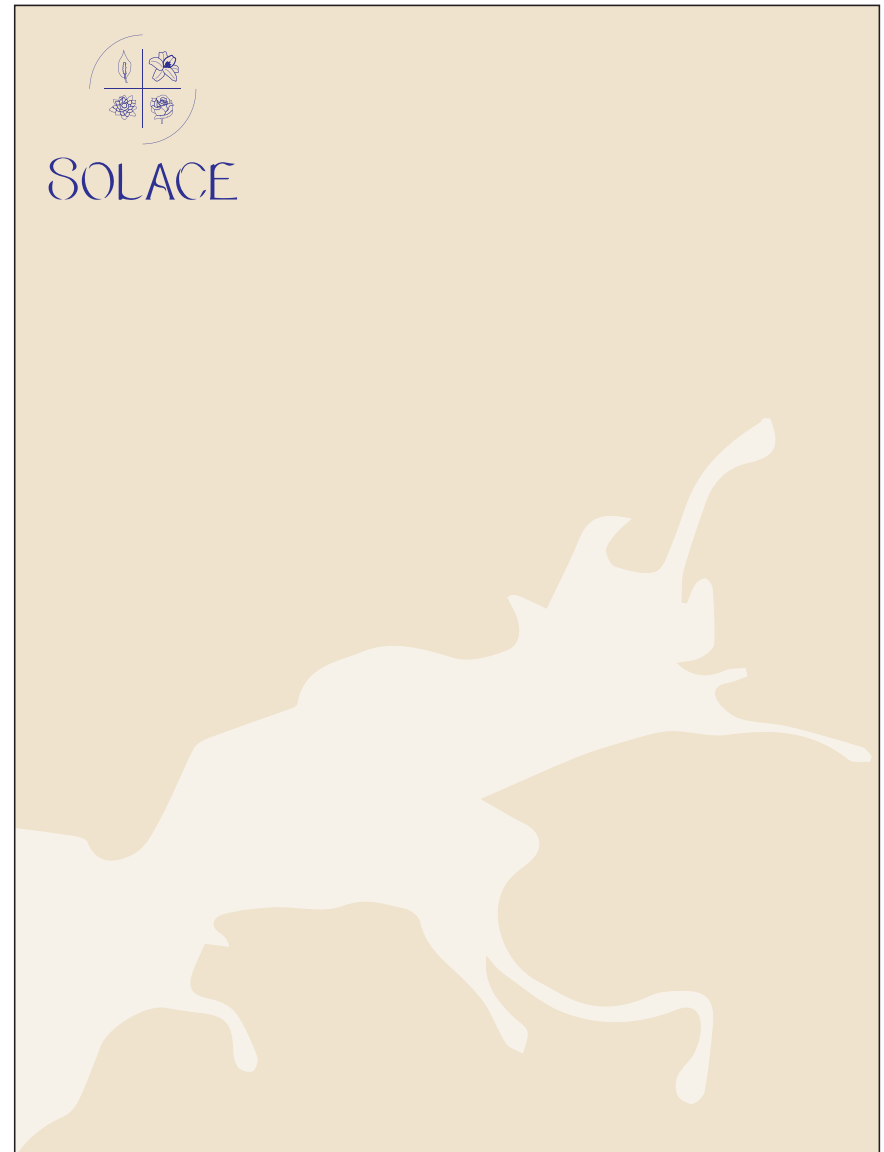


Brand patterns:

Features many simplistic, calming shapes and lines to promote the brand's identity. Can be used on anything from website to packaging designs.

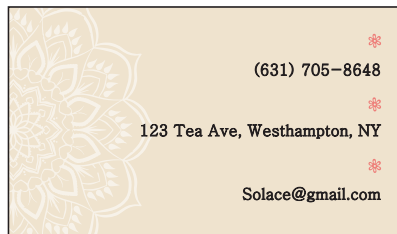


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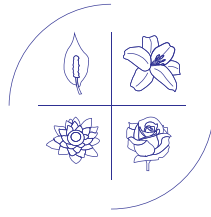


Branding Identity; itemized uses:

- Letterhead
- Double-sided business card design



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SOLACE

Where we have a brew for everyone.
so that our brand is your cup of tea.



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From Venus Branding Design

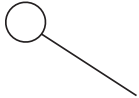
From Venus is a clean, sustainable skincare brand. It has a more modern, trendy, feminine, and beachy brand aesthetic. From Venus values providing products inclusive to all skin types and promotes diversity.

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The original typeface is a playful, yet beachy aesthetic. It embodies the tropical vibe the company possesses. The color choice can be in either of the two main accent colors, hot pink or sea foam.



FROM VENUUS



The interconnected m-v in the logo is a direct correlation to the sub mark. The sub mark can be used as a standalone brand mark as well.

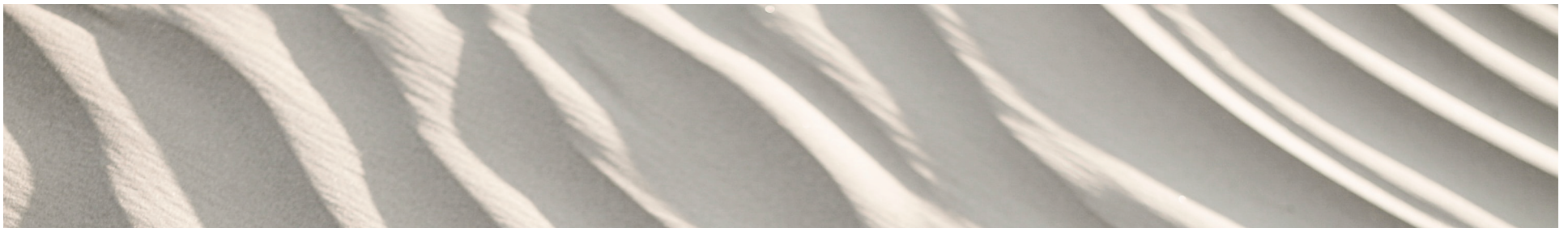


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Color Palette



The classic natural beach colors of a light tan and baby blue pair with more playful accents of sea foam and hot pink to create a color palette that represents the companys natural focus on sustainability combines with making skincare easy and enjoyable for all.



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FROM VENUS
FROM VENUS
FROM VENUS
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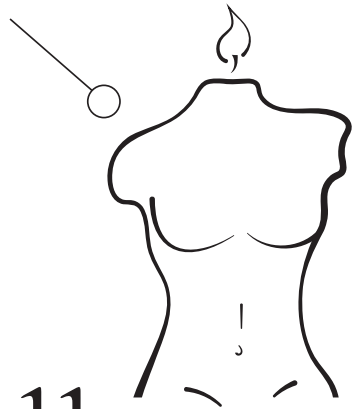
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Belle Epoque Branding Design

Belle Epoque is a small business focused on meshing the art and candle making worlds. Along with your typical candle, Belle Epoque offers hand crafted and unique bodice and other out of the ordinary candles. The brand primarily targets women who enjoy spicing up their office space or homes with these warming and uncommon candles.

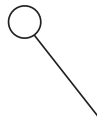
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The figure graphic is representative of the types of candles offered by the company. It is also symbolic of the company's feminine nature. This graphic could also be used as a standalone submark.



belle époque

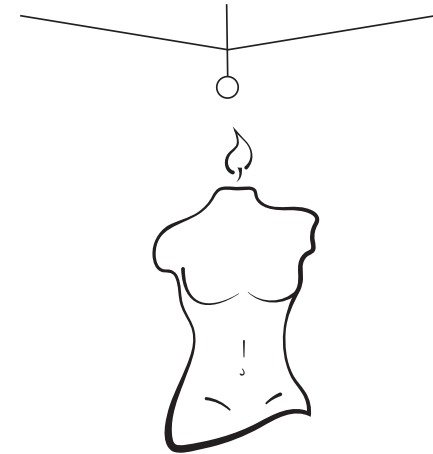
Unique & Renaissance inspired candles



The original typeface can be used as a standalone wordmark. The serif font is both elegant and bold to reflect the strong confidence this brand promotes in loving ones' body image. The elegance of the font still impersonates the feminine quality of the brand.

Submarks

- Brandmark • Wordmark • Submark



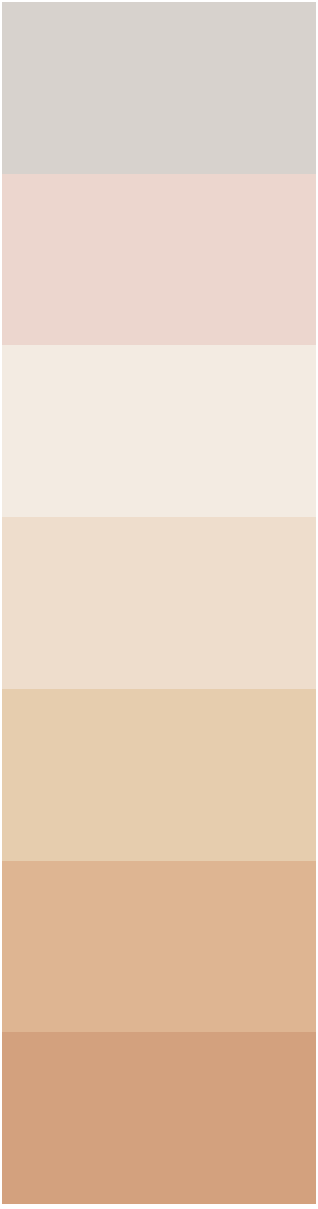
belle époque

bœ

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Color Palette



Pale blush tones to promote the brand's softness and femininity

A monochrome selection of sandy-terracotta hues. These will be the main brand colors to accent light creams and neutrals



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Typography

Hiragino Gothic (W0)

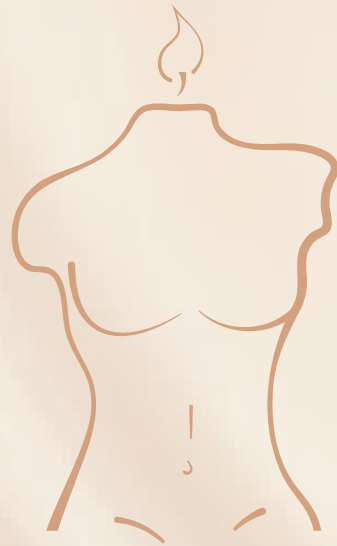
Shree Devanagari 714

Italic-Jane

Business Card Layout



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belle epoque

Unique & Renaissance inspired candles

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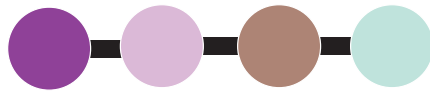


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Lalas Cafe Branding Design

Lalas Cafe is a small town cafe that has a focus on drawing in those who enjoy the small moments in life, and a quiet place to study or enjoy a meal. Lalas has a blend of British and Dominican culture.

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Lala's Cafe logo in Black & White format.

Typography

Headlines:
 Headline text should have font choices that are playful and/or bold in some manner. They should be outstanding in comparison to the body copy. Adobe fonts are listed below as examples. Readable scripts and bold sans-serifs are acceptable.

Body copy:
 Body copy should be readable and simplistic in style. The fonts Adobe Std M and Baskerville are shown below as examples. Body copy such as these should be used in any large text sections, such as on the menu, magazine ads, coupons, etc. San-serif and simple serif fonts are acceptable. There should be no extensive character or flourishes on this type.

Example fonts:

Body Copy *Headlines*
 Body Copy **Headlines**
 Body Copy



An original typeface is incorporated to create a distant and unique character flare to the company, and helps to stand out against competition. The san-serif choice of font variation creates a welcoming and unintimidating feel. This will add to the warm environment a new cafe on main street should have as it's just starting up and wants to attract new customers.

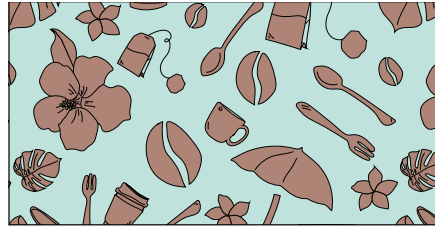
The arch 'Lala'sCafe' creates is in the shape of a half-circle. Circular and smooth shapes tend to put people at ease, creating a calming effect. This is defiantly more of the vibe Lala's Cafe wants to cultivate, a beachy, calming environment for people to share a nice cup of coffee or grab a bite to eat together. These relationships are also referenced by this design aspect, as circles are symbols of togetherness.



The muted blue in the background of the logo is to bring the connection from the main color theme of blues and tans, also seen in the tea cup, and incorporate these into the logo to create consistency throughout the brand. This beachy color palette is accented with the more bold purples to compliment and create contrast in the logo.

The logo graphic holds a large amount of significance in the brand identity of Lala'sCafe. As a Dominican and British themed cafe the logo should reflect both of these cultures. The Bayahibe Rose is the national flower of the Dominican Republic. The teacup that holds it is a reference to the popularity of tea in British culture.

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Branding Patterns

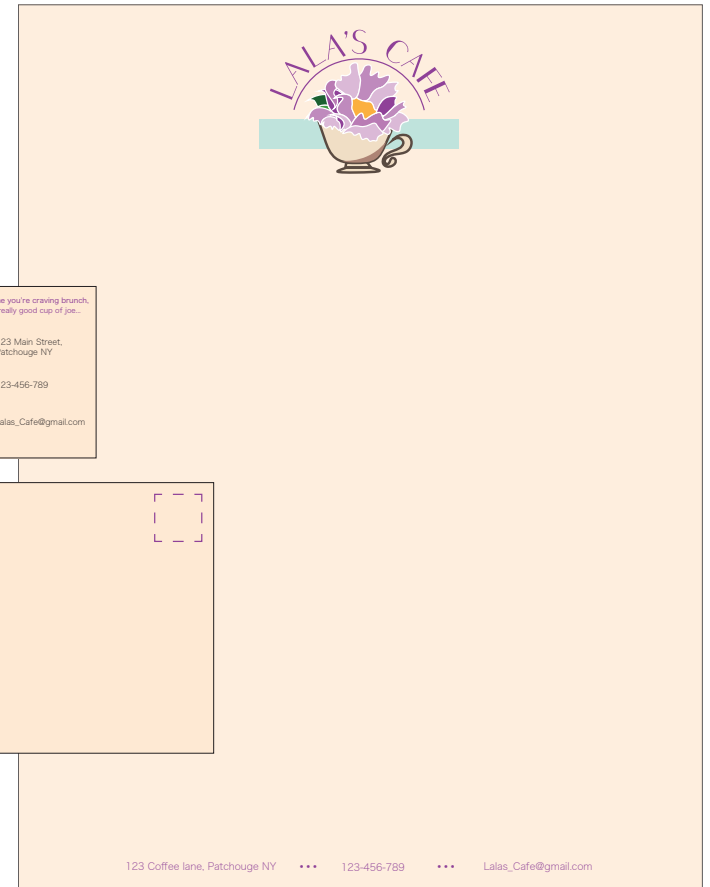


Victorian style pattern, to be used as an accent.

Beach & coffee brand pattern, representative of the company's brand identity, to be used on packaging, decor, etc.



Letterhead, envelope, and business card (single sided) designs.



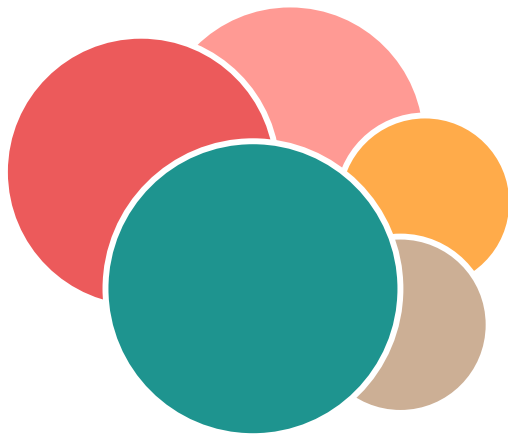
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Wags & Wheels Branding Design

Wags & Wheels is a company that creates wheelchairs and other aides for dogs with disabilities. They wanted a fresher, more bright and uplifting brand vibe.

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Wags @ Wheels



| #1E9792 | #EF5A5B | #FF9D97 | #FFAE4A | #CFB298 |
|---------|---------|---------|---------|---------|
| C - 80% | C - 1% | C - 0% | C - 0% | C - 19% |
| M - 21% | M - 80% | M - 48% | M - 37% | M - 29% |
| Y - 46% | Y - 60% | Y - 30% | Y - 80% | Y - 40% |
| K - 1% | K - 0% | K - 0% | K - 0% | K - 0% |

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Welcome to Wags & Wheels!

At Wags & Wheels we pair the priority of animal comfort and assisting products with all our appliances. Every pup has a story we want to tell, and we help tell it through our custom wheels. Since every pet is different, we cater their order to their specific needs and sizings. Choose Wags & Wheels to get your canine excited and ready for play, or even just a walk!



With Wags & Wheels getting started is as easy as 1, 2, 3...



[Get my wheels...](#)

Fill out a quick survey to help us find your pups perfect fit!



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Wags @ Wheels



Now introducing... the Honda Hound

Just kidding, but really...

**if you've got a buddy who needs a
buggy, we're here to help.**

Contact us at...



45 Doggy lane,
Westhampton Beach, NY



(631) 405-7428



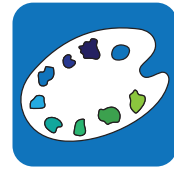
Wags&Wheels@gmail.com

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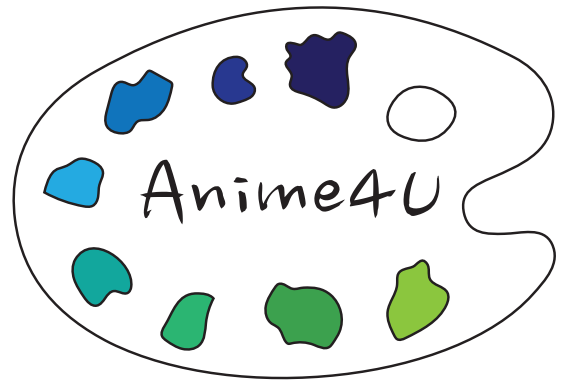
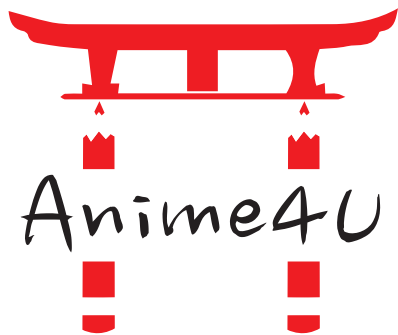
Anime4U Logo Concepts

Anime4U is an animation studio. They focus on appealing to industry partners instead of releasing their own films for fan consumption.

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Anime4U

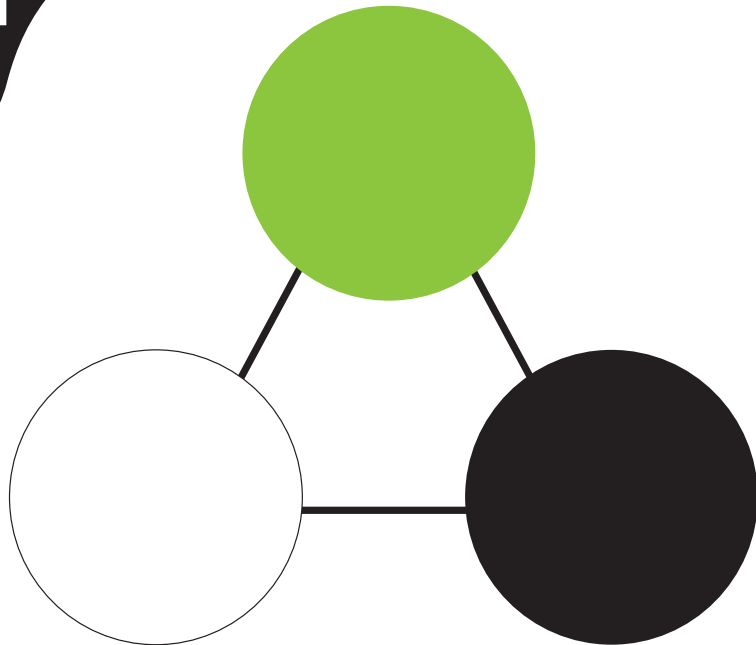


Anime4U



Emerald Arch Logo Concepts

Emerald Arch is a nonprofit organization focused on preservation in the Amazon and preventing deforestation.



These logo options are based off the main focus location of Emerald Arch; the Amazon rainforest. This is highlighted through the simple silhouette of South America, with a spotlight on the Amazon. the color choice of green is utilized due to its recognizable link to nature and growth.

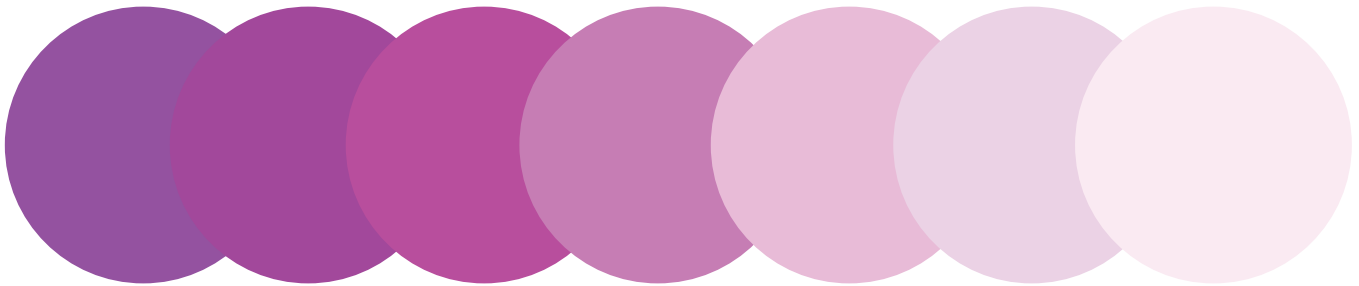
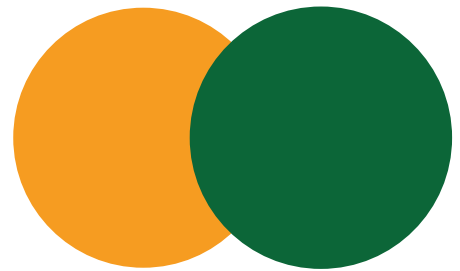
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Emerald Arch

Emerald



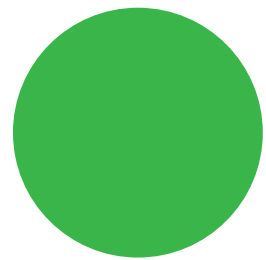
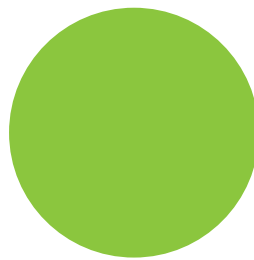
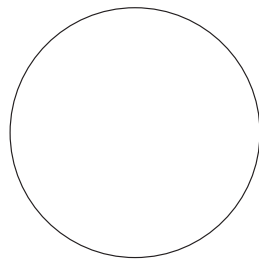
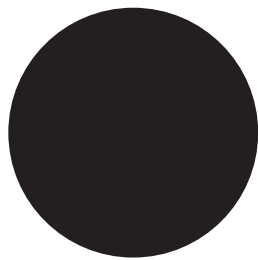

Arch



These logo designs reference the national flower of the Amazon; the Brazilian corsage orchid. The green color of the text is symbolic of the environmental consciousness that Emerald Arch possesses.

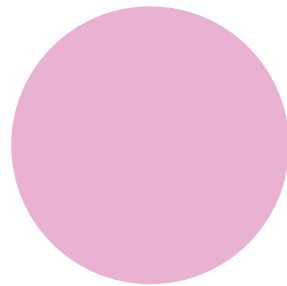
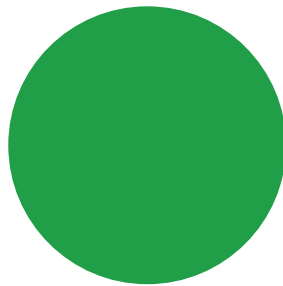
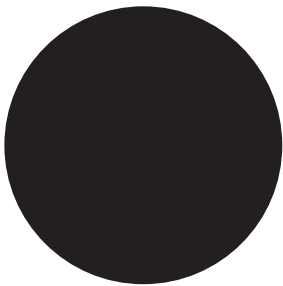
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Emerald Arch



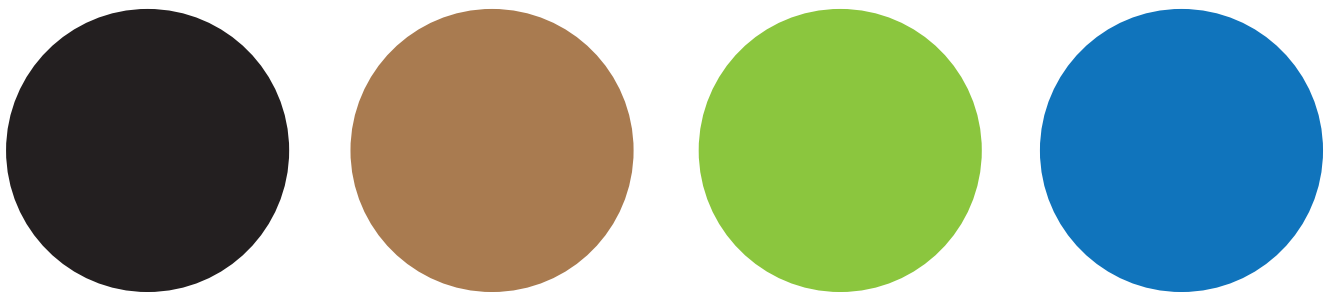
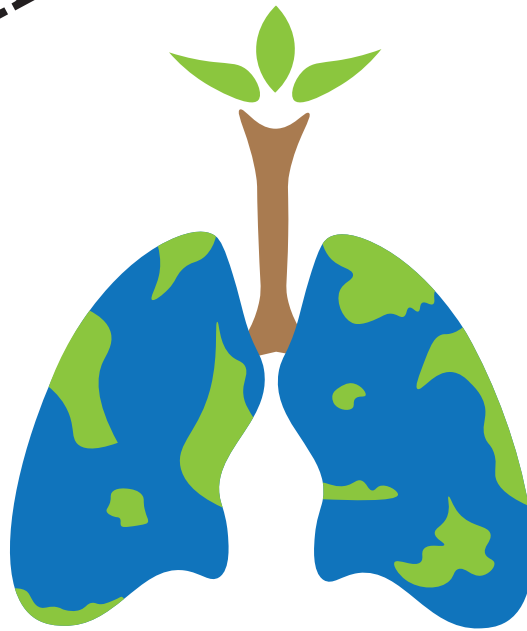
Part of the request for the logo brief was having Amazonian wildlife be represented. This design accommodates this by focusing on an anaconda on a tree branch, a breed of snake that is native to the Amazon. In many cultures, the anaconda is viewed as a source of life. The Anaconda also serves as a metaphor for the Amazon river in many myths, and therefore truly embodies the Amazon.

— Emerald  Arch —



The design in this logo concept highlights the Amazon river dolphin, also native to the Amazon. This endangered species is a strong reminder that rainforest life is disappearing, which is a message that Emerald Arch takes pride in and is an issue they work to spread awareness about. Throughout history, arrows have been known as a symbol of sustainability of life, and the green color is a hint to nature and preservation.

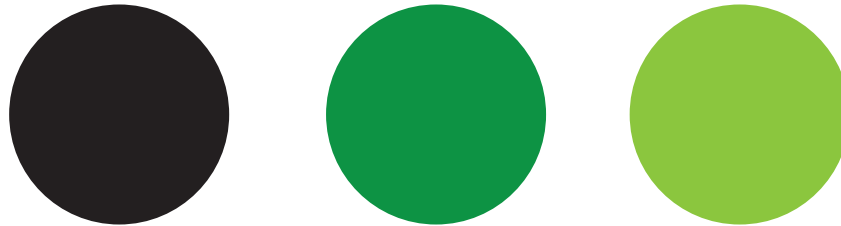
Emerald Arch



Rainforests, especially the Amazon, are known as the ‘lungs of the earth.’ With this in mind this graphic logo highlights that concept, and also calls attention to a sprouting tree as well. Trees are symbols of prosperity and growth, two things that are important to keep in mind while paving the way to nature preservation, which is Emerald Arch’s focus.

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Emerald  Arch



Emerald  Arch

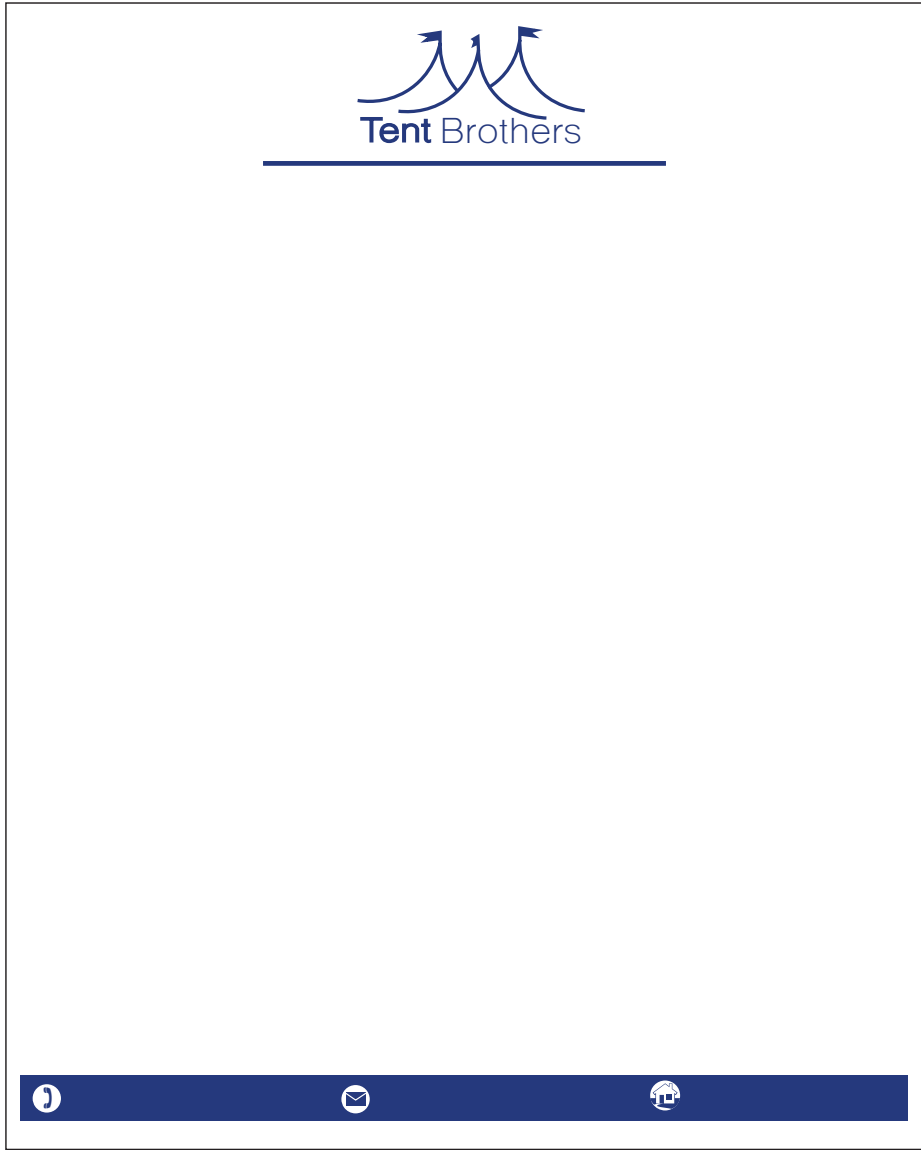


With another reference to Amazon wildlife, these logo concepts focus on a jaguar pawprint. Jaguars are a symbol of protection. A big part of Emerald Archs' mission is to protect and preserve the Amazon rainforest and wildlife, and this concept projects this. The green color choices, again, embody the nature preservation theme. The arrows incorporated in the first design are again symbols of sustainability of life.

Tent Brothers Brand Design

Tent Brothers was a client who was starting up a tenting business for people to rent tents for parties or events.

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Emma Edwards
Client: Tent Brothers
Job: Logo Design



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Competition Work

I competed in SkillsUSA Regional, State, and National competitions for advertising design. Below is some of my work from said competitions.

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Competition: Advertising Design



PANTONE P 113-14C



PANTONE P 1-1C



PANTONE P 93-16C

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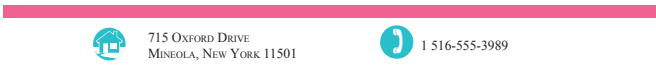
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BUSINESS CARD



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POSSIBLE LETTERHEAD EXAMPLE

CLIENT: SWEET SENSATIONS BAKERY AND CUPCAKERY

JOB: TRADEMARK DESIGN

CREATED BY: CONTESTANT #4

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