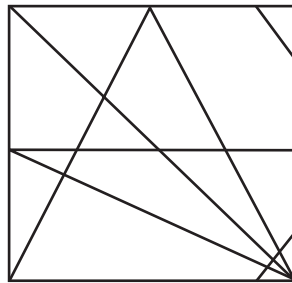
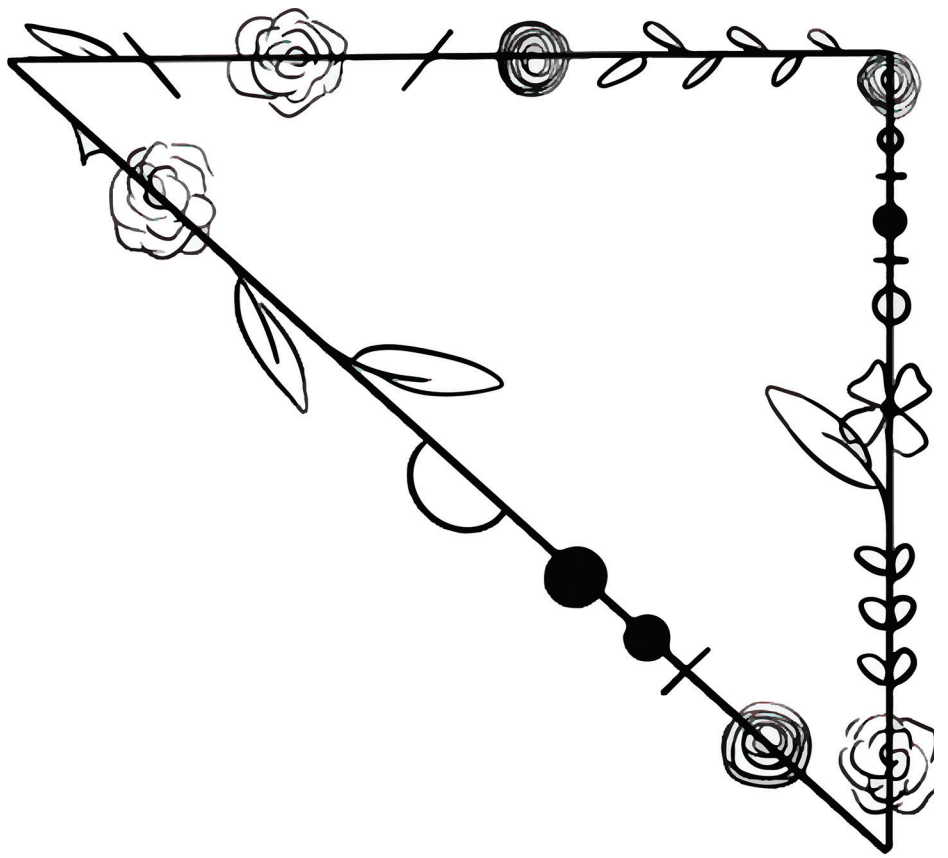
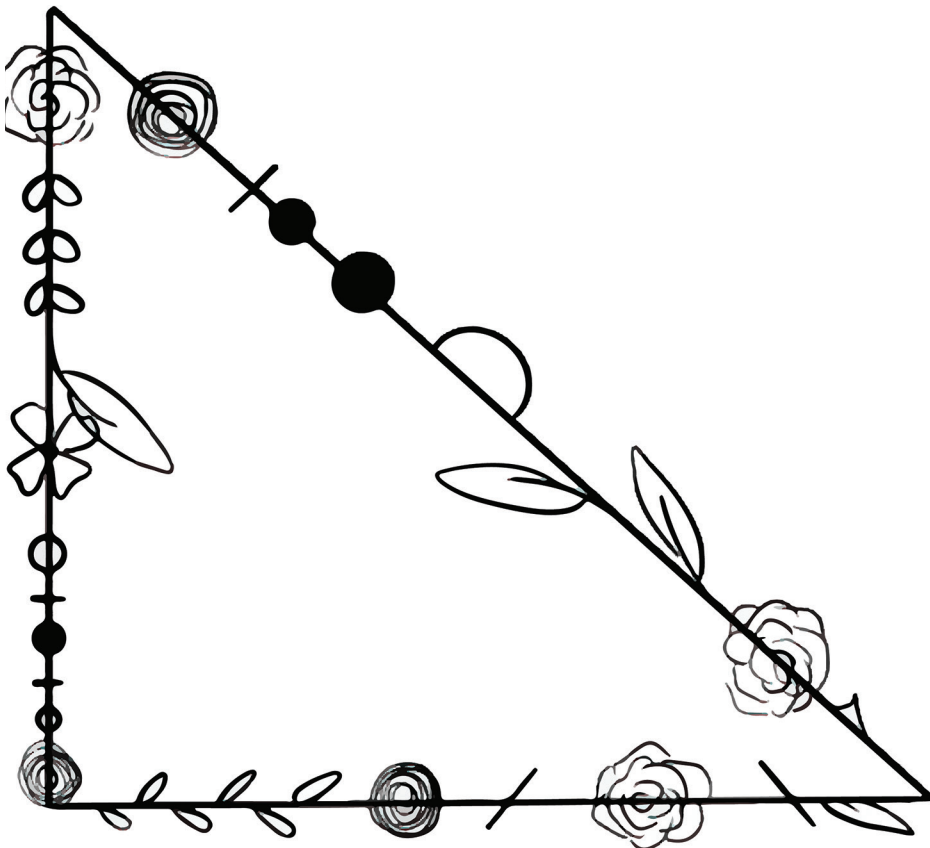


CASSANDRA LUPONIO





CONTENT



04

PACKAGING

Bambino Baby Shampoo

Tastic Energy Drink

08

PHOTOGRAPHY

The Lonely Umbrella

**A Journey Through
Montreal**

12

BRANDING

Sea to Sea Travel Agency

Topcoat Design

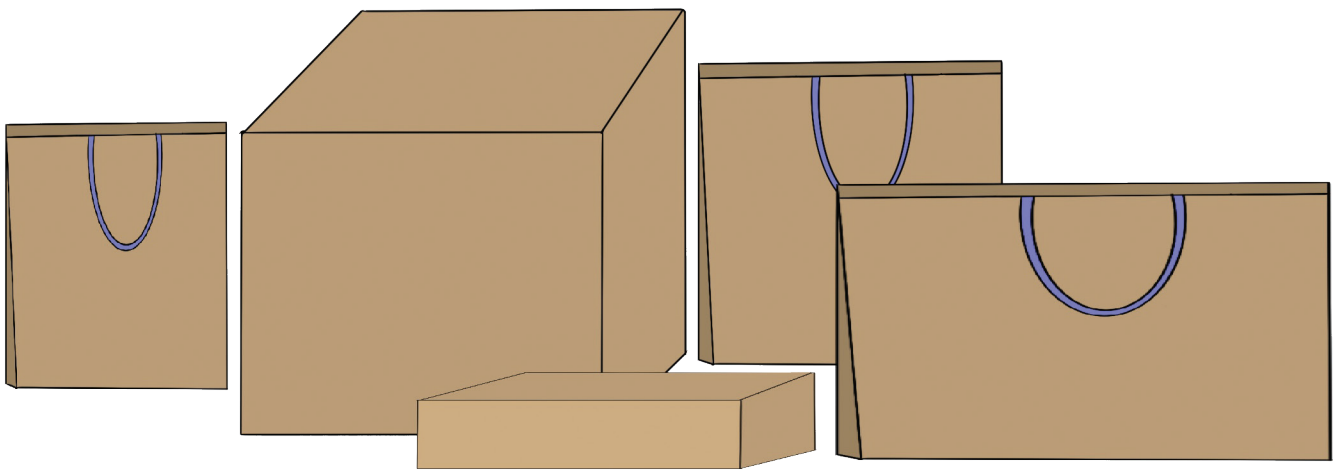
16

ILLUSTRATIONS

Vector Self-Portrait

Promenade Streetwear

PACKAGING





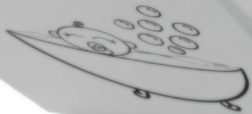
Shampooing
Doux



Sans Parfum
Sans Parabenes
Sans Colorant
Sans Phtalates

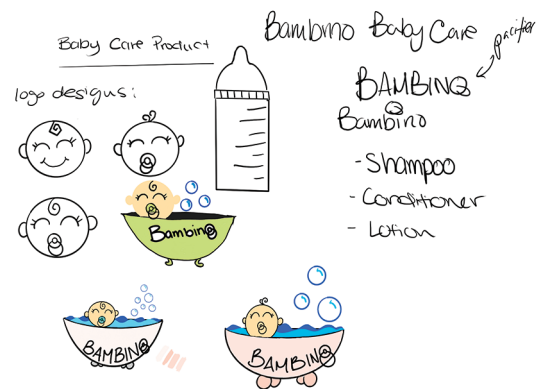
500ml

BAMBINO



Bambino Shampoo

With this packaging project came a decision between making a package for children's candy or a baby shampoo/soap product. My decision to choose a baby shampoo project was inspired by my baby cousin. It was one of the best days of my life when he was born and I thought it was only fitting I make something in honour of him. There were a lot of choices in the design process that were influenced by him and my family. Starting with the name which is the direct translation of baby in Italian, then came the logo of a baby in a bathtub. I went through a few different choices before landing on the final design, pacifiers, baby bottles or just the baby alone. I finally decided on the full scene because from the few times I've helped my aunt bathe my cousin I noticed that he likes trying to help or hold the shampoo, so I wanted to give babies something fun to look at. I also know from my aunt how important not having certain ingredients in shampoo or other baby products can be. An example of this is that my cousin has eczema and fragrances irritate his skin, making it important for my product not to have potentially harmful products in them. Finally my reasoning for choosing yellow as my packaging colour. I originally chose to use a baby blue but quickly decided against it based on how gendered colours have become in society. Yellow is a very vibrant and eye-catching colour that represents joy and happiness, which I believe would help attract parents to reach for my product in an aisle.





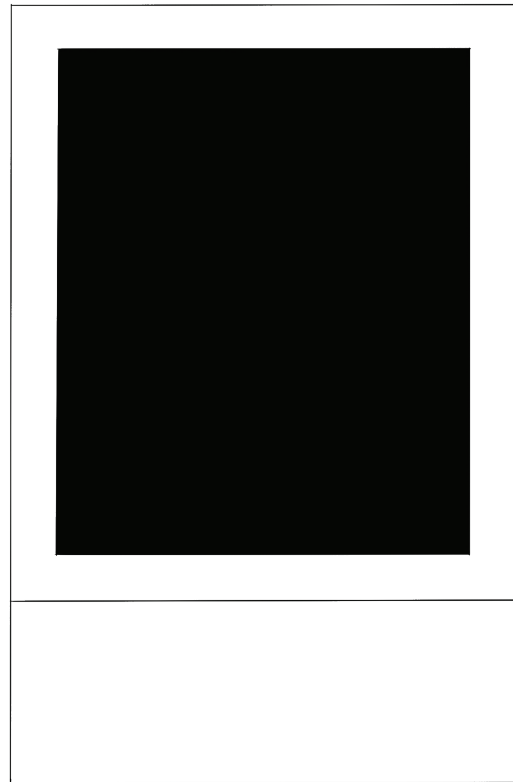
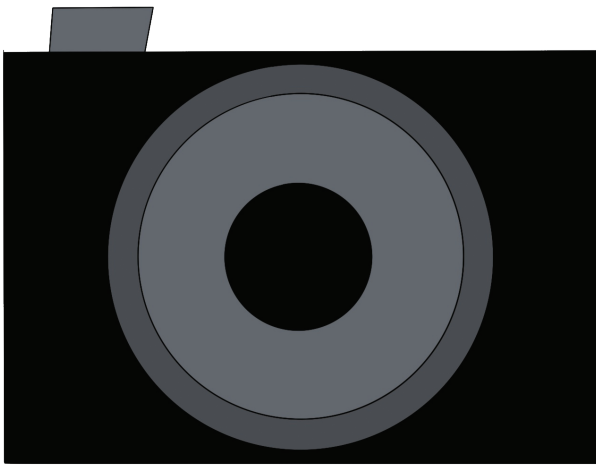
TASTIC ENERGY DRINK

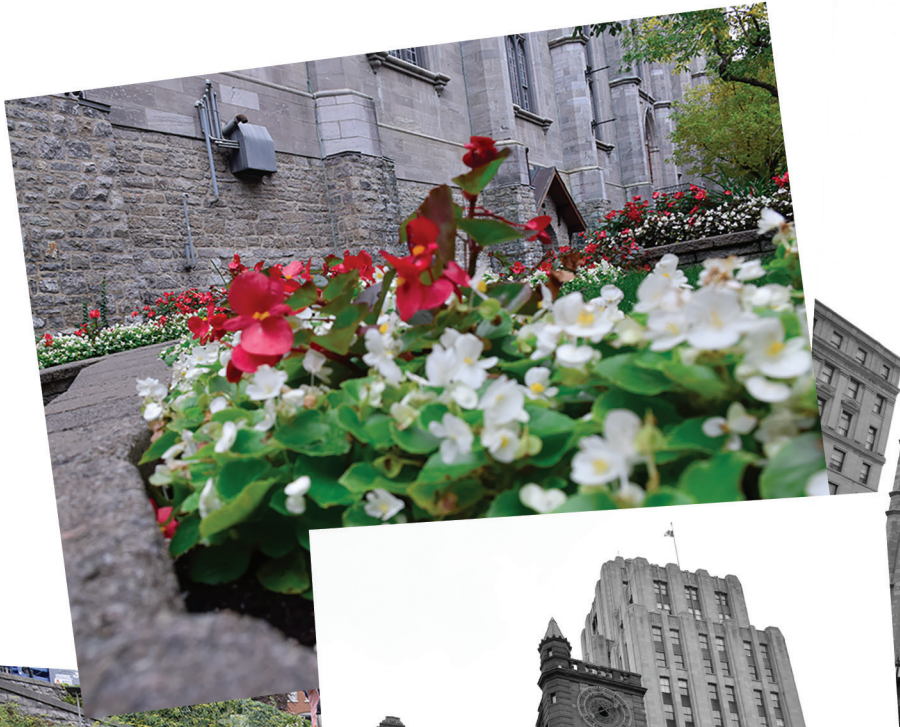
Flat Design

Getting started on this project required a bit more research on my part seeing as I don't normally consume energy drinks. What I noticed about a lot of companies was a consistent theme but depending on the drink flavour the can colour would change. With that information came my first design choice but I found the can plain so I started playing around and chose to do a two-tone theme. The next step was coming up with a name, once again I noticed that a lot of these companies have very simple strong names. I started trying to find words that flowed well with the word energy and fantastic stuck out to me. When I played around with different flavours the name wasn't really working as well and then I tried replacing the first half of fantastic with a flavour instead and Tastic became the name. I wanted to brand my drink as a bolt of energy and thus came the brand 'logo'.

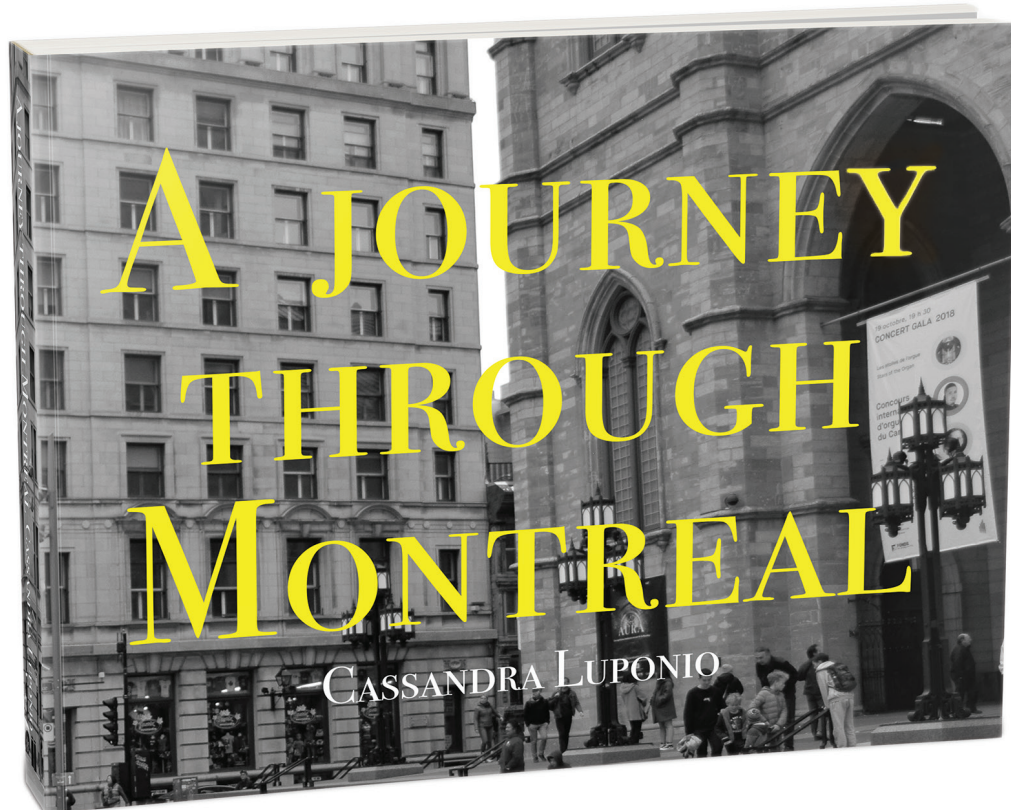


PHOTOGRAPHY









A JOURNEY THROUGH MONTREAL

Photo Book

I made this photography book as a sneak peek into our amazing city. It is for travellers all around the world who come to visit and can buy this book as a souvenir/memory of their trip. I also wanted to make this book for locals because I find that we get so caught up in our busy lives that we miss out on the beauty of downtown Montreal. I went out with friends for a day walking around and taking pictures and when I was scrolling through all the images and started noticing recurring themes. With this realization, I split the books into 3 separate chapters. The first chapter is city life, where I have images of the fast pace of downtown and the everyday life we live in. The second

chapter is urban nature where we explore all the amazing nature that hasn't been tainted by the buildings that monopolize this area. Lastly, I explore the architecture in the city because it's something to marvel at. When we see these structures every day you forget to appreciate the architectural beauty that they hold and I think it's important to think about. Overall this photo book is a dedication to Montreal and all the beauty that comes with it.

The Lonely Umbrella



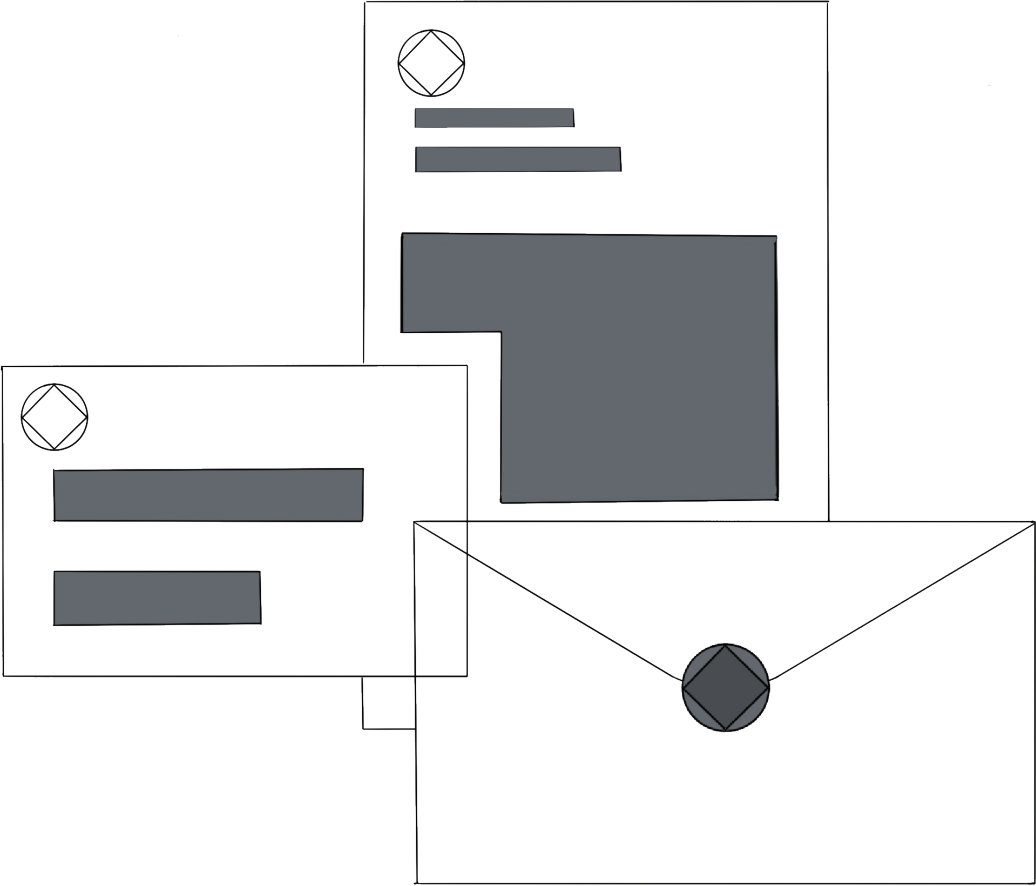
This image is one of my favourite pictures I've taken. This was a shot from my photography book *A Journey Through Montreal*. This was a close-up of a gated store that was closed at the time and I only realized when I was editing that there was an umbrella in the store-front. Since this shot was a part of the architecture section of my book I made it black and white to match. I liked the angle of the shot and the way the gate was constructed it had a real

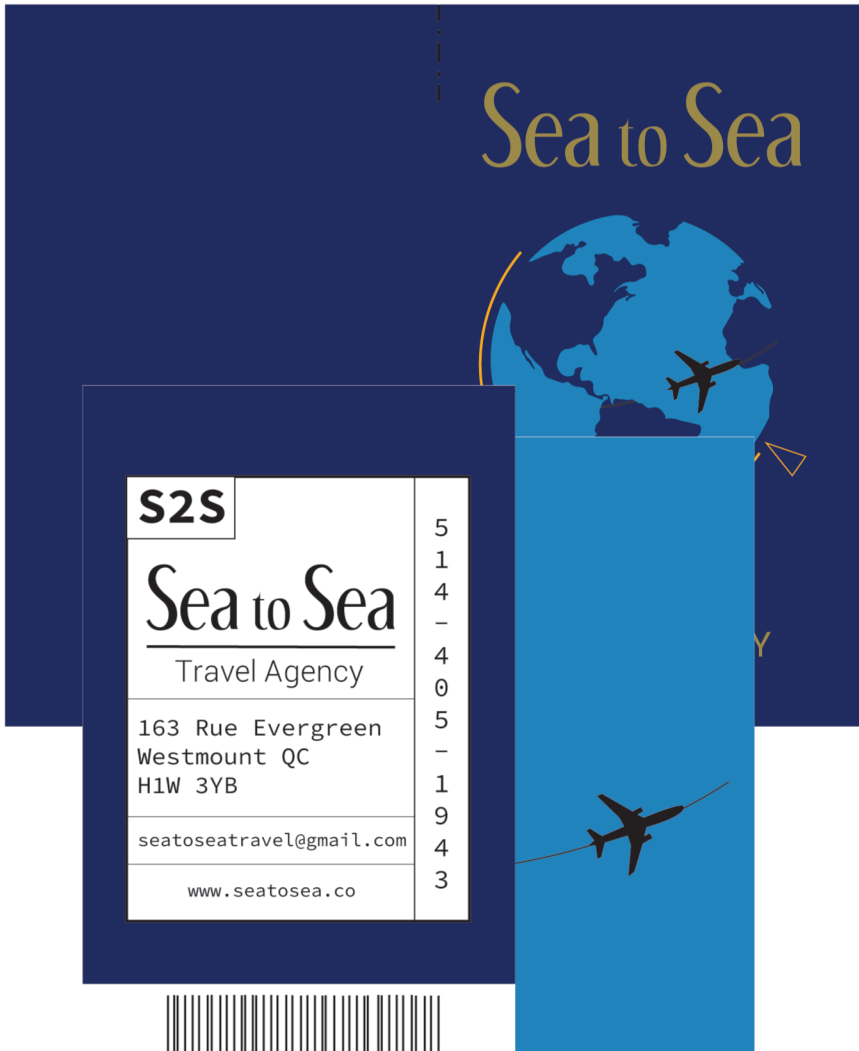
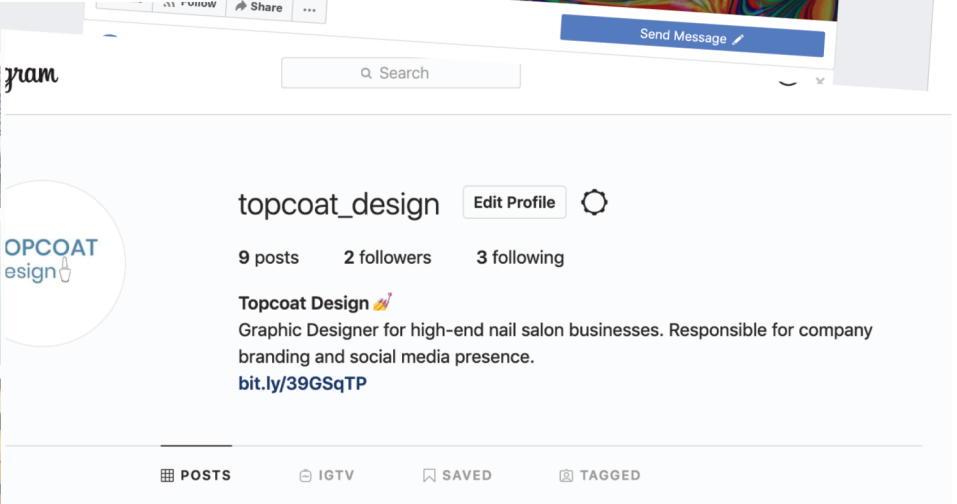
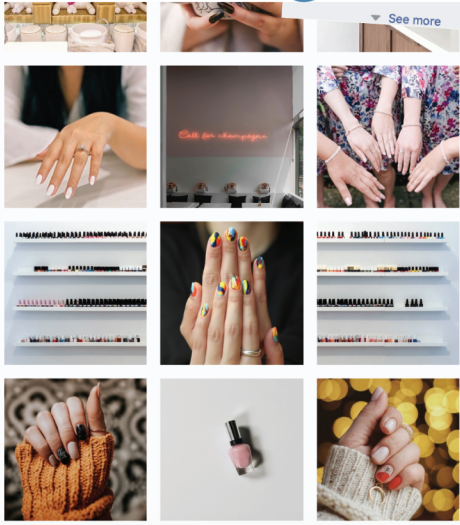
beauty to it. I wanted there to be a focal point in the shot that would draw attention and the umbrella was intriguing for me. When I changed the image to black and white the umbrella got lost so I had to take the brush and brighten that spot up. I was proud of how it turned out and it's one of my favourites to this day.

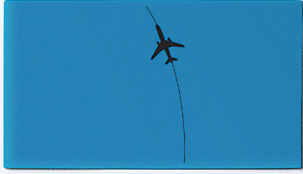


Before

BRANDING







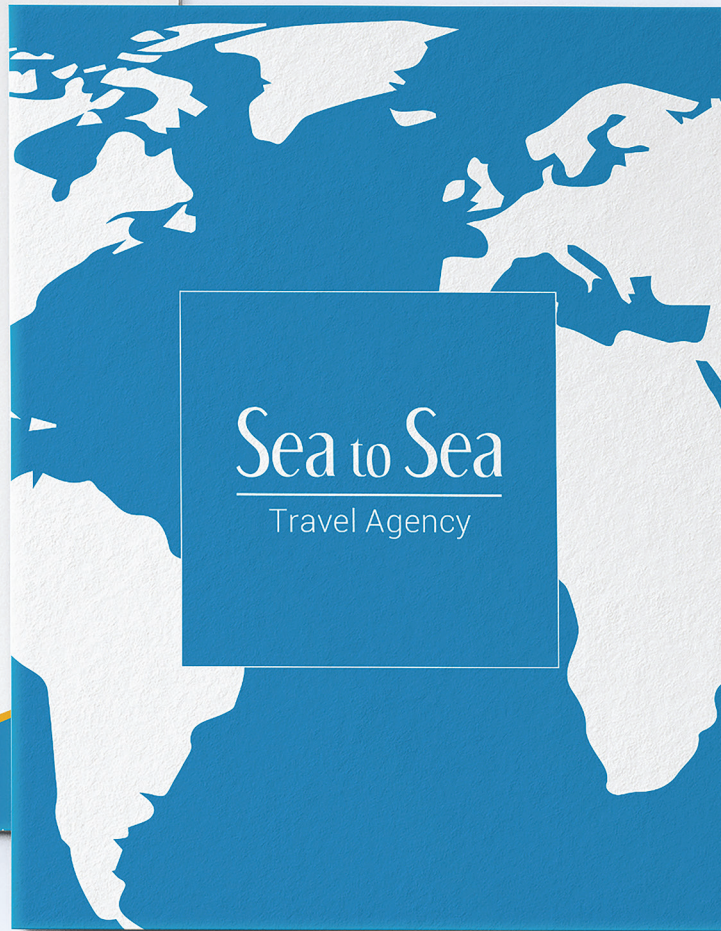
(514) 405-1943
seatoseatravel@gmail.com
www.seatosea.co
163 Rue Evergreen
Westmount QC
H1W 3YB

April 18, 2019

er adipiscing elit, sed diam nonummy nibh
gna aliquam erat volutpat. Ut wisi enim ad
on ullamcorper suscipit lobortis nisl ut aliquip
vel eum iriure dolor in hendrerit in vulputate
dolore eu feugiat nulla facilisis at vero eros et
landit praesent luptatum zzril delenit augue

er adipiscing elit, sed diam nonummy nibh
gna aliquam erat volutpat. Ut wisi enim ad
on ullamcorper suscipit lobortis nisl ut aliquip

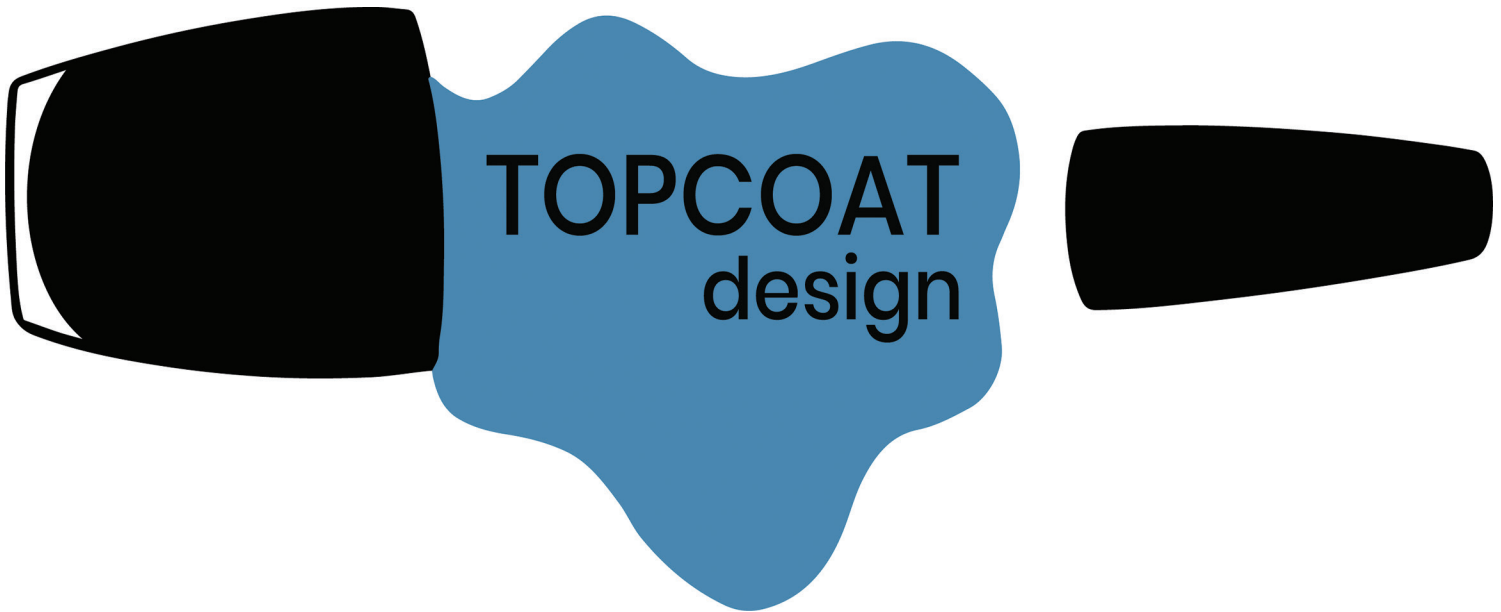
er adipiscing elit, sed diam nonummy nibh
gna aliquam erat volutpat. Ut wisi enim ad
on ullamcorper suscipit lobortis nisl ut aliquip



The goal of this branding project was to create a company with another person that we thought would be beneficial for a target audience. So being in the age range where we are always planning trips with friends we decided to base our company on travelling. Since we are also usually the ones in our friend group to make the plans we understand all the stressors that come with the process. That is where the idea for Sea to Sea came from, we wanted to create a one-stop-shop where people could go to plan everything little detail for their travel adventures. Our company also has emergency services for all the possible mishaps that could occur like the dreaded lost luggage and the occasional cold. We also recommend different attractions and

restaurants travellers should check out wherever they decide to travel to and we offer different packages. Our three most popular packages are the round trip package which books plane tickets for to and from the destination. Cruise packages, which take care of finding your rooms and the cruises with the best travel stops. Lastly, backpacking packages where we take care of all the travel stops that are either set by us or chosen by you and we also take care of all the essential travel needs that come with an extended trip like that. Our goal is to make the travelling process and experience more enjoyable by removing the controllable stressors from the person planning.

TOPCOAT DESIGN



Joslyn Addams



AGE:

30-35

GENDER:

Female

LOCATION:

West Island

OCCUPATION:

Nail Salon Owner

PRIMARY LANGUAGE:

English/French

GOALS

Joslyn is the owner of a nail salon in the West Island and has built up a small clientele that remains inconsistent. She'd like to get more clients into her salon and hopefully have them become regular clients. She also wants to create a strong social media presence to attract clients and build a relationship with them.

ONLINE TIME

She spends her time using Facebook and Instagram to look for inspiration from other high end salons. She also looks to competing salon websites and spends time looking at her reviews and theirs. Joslyn also takes inspiration from interior design companies and sites.

FRUSTRATIONS

She hasn't been getting as much traffic as she would like. She isn't getting a lot of new clients but there is also a lack of regulars. She's also been noticing her bad store reviews come from the stores aesthetic and comfort.

WHO SHE FOLLOWS

@nailson7th

@salon_design_interior

@modernpampersalon

@emmanuelgarguilo.nailsalon

Allan Ferguson



AGE:

40

GENDER:

Male

LOCATION:

West Island

OCCUPATION:

Nail Salon Owner & Technician

PRIMARY LANGUAGE:

English/French

GOALS

Allan currently has a good clientele and consistent customers. He'd like to reach new clients and create more trust in his salon. Most of his customers are locals who walk in but, he wants to have a wider audience by promoting on social media. Would like to know how to reach male audiences better.

ONLINE TIME

As an owner Allan spends a lot of his time online looking at Instagram pages and other competing company websites. It is also important for him to keep up to date with reviews and customer service. Twitter is another good place for him to spread the word about his salon and quickly reply to customers about experience. As a nail tech he spends his time mostly between Instagram and Youtube so that he can find inspiration for nail designs.

FRUSTRATIONS

There is a lot of stigma surrounding his salon because he is a man and his sexual orientation. He also noticed that the majority of his clients are female, which he wants to change. Allan wants to create advertising that breaks the cliché of nail salons being exclusively female.

WHO HE FOLLOWS

@nailson7th

@salon_design_interior

Nail Career Education (Youtube)

@matuzewska

@silberia_salon

Branding Identity

LOGO



VARIATIONS



BRAND STORY

Welcome to Topcoat Designs, the go to nail salon branding agency. My agency is there for all your business needs, we create a full brand identity that will be carried out through every outlet we provide. Topcoat takes care of logos, business cards, advertising, websites, newsletters, and social media. We also take care of the interior decorating/layout. Our goal is to take your brand and create a consistent and cohesive look, that will bring you new traffic and popularity. Topcoat Designs differs from other branding agencies because we focus solely on salons and know all the ins and outs, we also take your company to the next level and help create a lasting experience for your customers!

OUR MISSION

Topcoat design is to bring a community to our customers, to create a loving and inclusive brand that welcomes people from every walk of life. Building a brand for someone is not just a design thing for us, we want to help them evolve their brand to become something people look forward to and feel like family there. We want to create a high-end experience for all their customers.

COLOURS

PRIMARY



#2589BD
60, 20, 0, 26



#000000
100, 100, 100, 100



#F5F5F5
4, 4, 4, 0

SECONDARY



#A3B4A2
7, 0, 7, 29



#187795
49, 12, 0, 42



#38686A
20, 1, 0, 58

TYPEFACES

MAIN

Poppins: Medium & 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

SECONDARY

PLAYFAIR DISPLAY SC: BOLD & 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

TERTIARY

Oswald: Light

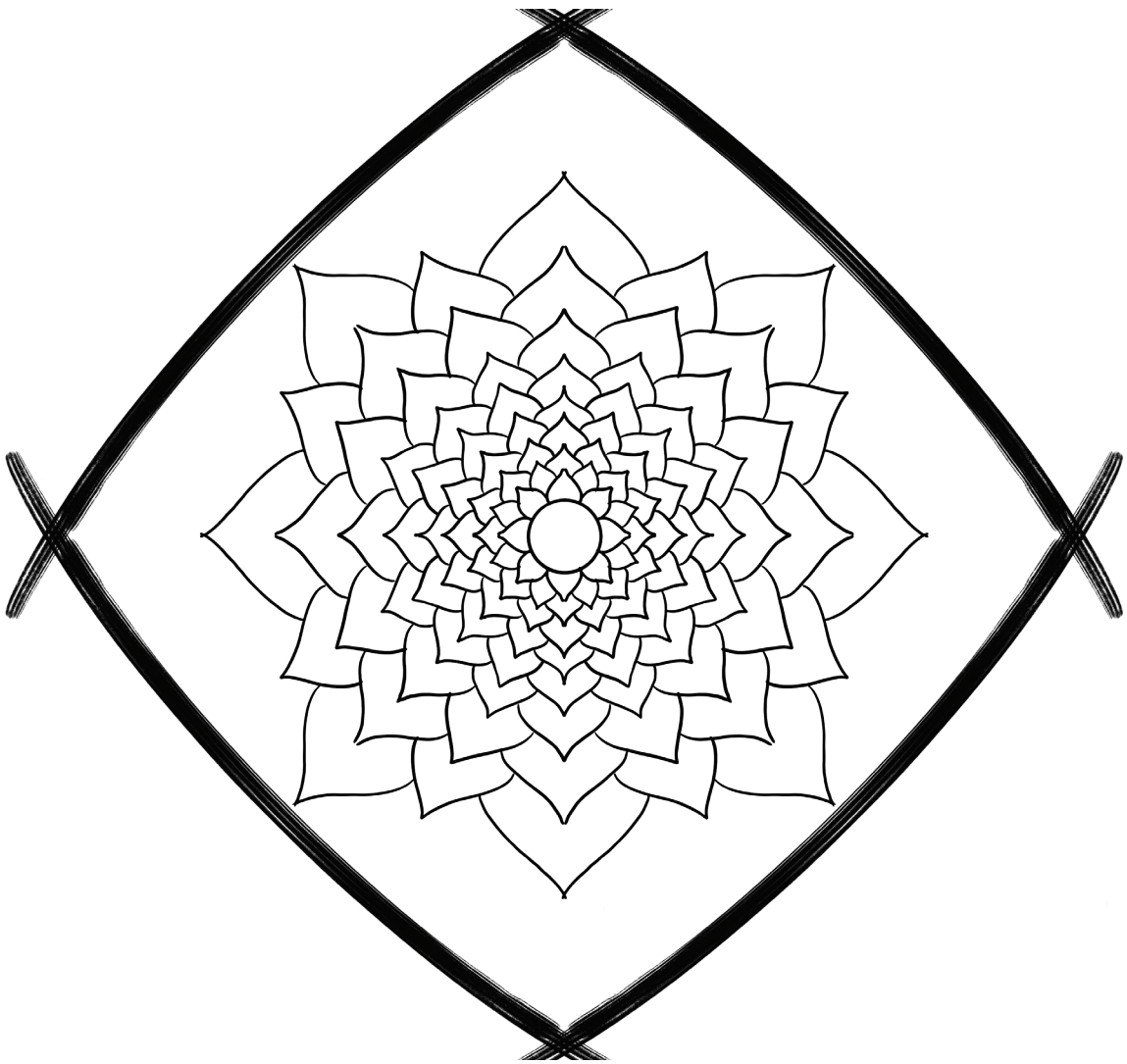
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

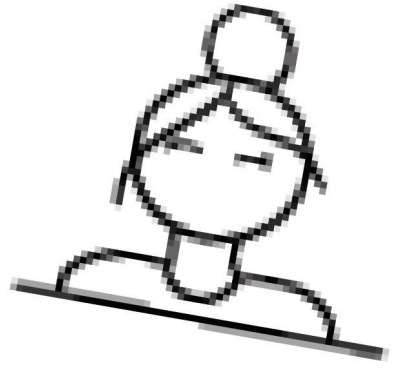
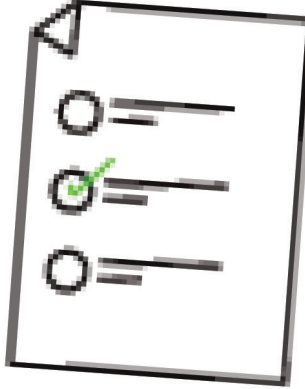
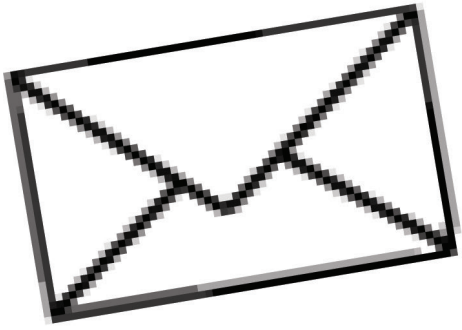
a b c d e f g h i j k l m n o p q r s t u v w x y z

Welcome to Topcoat Designs, the go to nail salon branding agency. My agency is there for all your business needs, we create a full brand identity that will be carried out through every outlet we provide. Topcoat takes care of logos, business cards, advertising, websites, newsletters, and social media. We also take care of the interior decorating/layout. Our goal is to take your brand and create a consistent and cohesive look, that will bring you new traffic and popularity. Topcoat Designs differs from other branding agencies because we focus solely on salons and know all the ins and outs, we also take your company to the next level and help

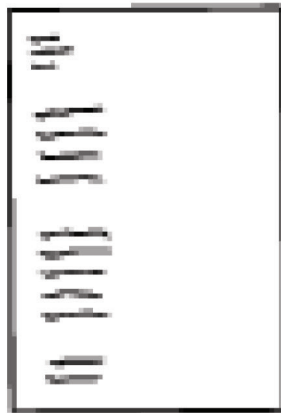
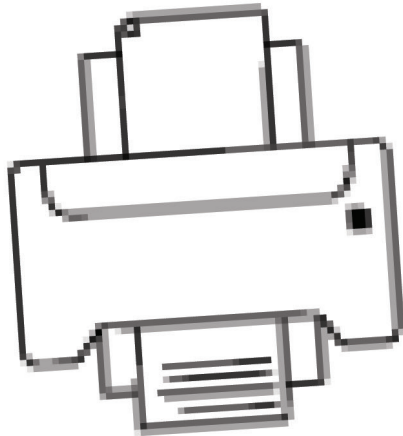
create a lasting experience for your customers! Topcoat design is to bring a community to our customers, to create a loving and inclusive brand that welcomes people from every walk of life. Building a brand for someone is not just a design thing for us, we want to help them evolve their brand to become something people look forward to and feel like family there. We want to create a high-end experience for all their customers.

ILLUSTRATIONS





Cassandra Lupino





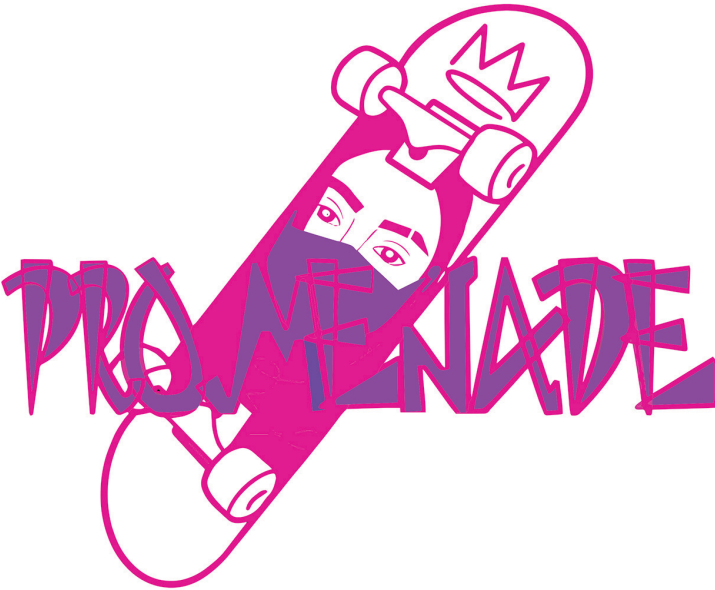
SELF-PORTRAIT

Original



The goal for this project was to take an image of ourselves and create a colour vector illustration of it. I originally started with a black and white image because I knew that if it was in colour I would want to keep the colour palette as accurate as possible. This way I got to play around with all the looks and colours until I found the one I liked the most. I chose to make the illustration as realistic as I could because I felt like making it more like a cartoon would take away from the complexity in my features such as my eyebrows, eyes, eyelashes and hair. I wanted the focus and forefront to be the portrait itself which is why I chose to do a dull corral/pink for the background but I found just the colour to be plain. I'm not sure what drew me to them, maybe nostalgia, but I decided to use the bikini bottom flowers from Spongebob because they were a nice extra element but they aren't so detailed that they take away from the focal point.

PROMENADE STREETWEAR



Pink & Purple



Purple & Orange



This streetwear clothing company was a challenge for me in the beginning because I wasn't sure which direction to go with it. The first thing I did for this project was to choose the company name so that I could have a beginning point to start rolling ideas off of. Since I live in Montreal I wanted to choose a more french name that would still sound similar in the English language like Versace and Louis Vuitton. I also took inspiration from the word streetwear and wanted to find a similar word in French, which is where I came up with Promenade. The next step was to create a design which is where the challenge came in.

There was a lot of trial and error before I got to the final result. The word promenade in the design was my unique play on graffiti which is highly associated with street style. When I think street style there is an immediate association with skaters and skateboards, which is why the final result is a skateboard. I didn't want to keep the bottom of the board plain because it was boring, so I used an image of myself and created this art piece for the bottom of the board which I think adds a cool touch to the overall aesthetic of my design.

CASSANDRA LUPONIO

