



Hello! I'm

**DEANNE**

...pronounced DEE-ANNE

**GRAPHIC DESIGN**

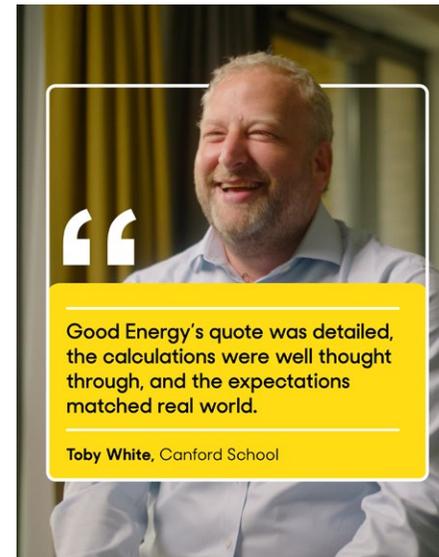
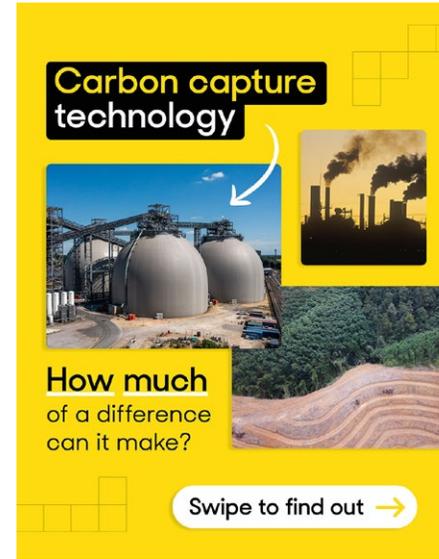
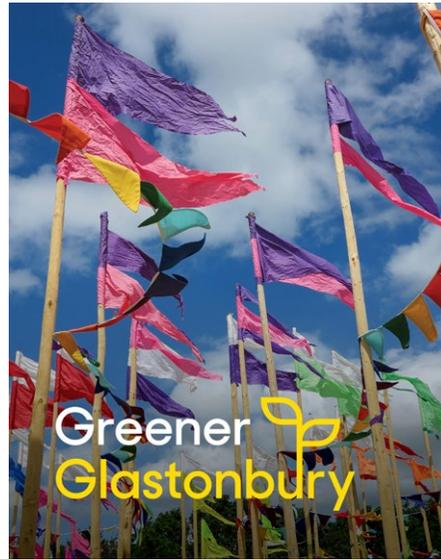
**PORTFOLIO**





# SOCIAL MEDIA

A selection of posts I created for the Good Energy social media.



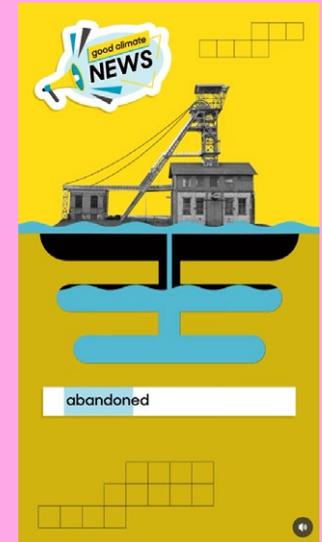


# VIDEO & ANIMATION

Videos and animations I created for the Good Energy social media.

To watch, download the PDF from my website (button above) and click any image.

PORTFOLIO







# STYLE GUIDE DESIGN

This is the style guide and brand kit I created for Reuse A World, to be applied across social media, the website and marketing materials.



## REUSE A WORLD : Logos

The Symbol



The Name

# REUSE A WORLD®

Whilst the symbol can always be used independently, the name should never be used without the accompanying symbol.

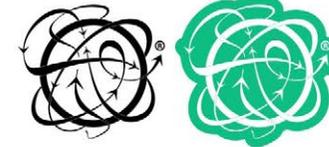
In instances of limited colour use, the 3 tabs can be made black. **REUSE A WORLD®**

With shadow



For use on website, sales, social media, marketing and promotional purposes.

Without shadow



Use in either black or white on packaging and care labels. Minimum height: 7mm

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## REUSE A WORLD : Colours

For SCREEN use (e.g. website, social media, web stores, etc)

|   |  |  |   |
|---|--|--|---|
| <b>BLACK</b><br>Hex #: 000000<br>R: 0<br>G: 0<br>B: 0 | <b>GREEN</b><br>Hex #: 0FBE82<br>R: 15<br>G: 190<br>B: 130 | <b>BLUE</b><br>Hex #: 3838C6<br>R: 56<br>G: 56<br>B: 198 | <b>WHITE</b><br>Hex #: FFFFFFFF<br>R: 255<br>G: 255<br>B: 255 |
|---|--|--|---|

Colours are not to be altered in any way. No other colours are to be added to the palette.

For PRINT use (e.g. business cards, leaflets, magazines, etc)

|   |  |   |  |
|---|--|---|--|
| <b>BLACK</b><br>C: 40<br>M: 40<br>Y: 40<br>K: 100 | <b>GREEN</b><br>C: 72<br>M: 0<br>Y: 60<br>K: 0 | <b>BLUE</b><br>C: 90<br>M: 65<br>Y: 0<br>K: 0 | <b>WHITE</b><br>C: 0<br>M: 0<br>Y: 0<br>K: 0 |
|---|--|---|--|

## REUSE A WORLD : Fonts & Illustration

Lead font (from Google fonts)

**Signika Bold**

Alternate weights

Signika Light

Signika Regular

Signika Medium

Signika SemiBold

Signika to be used on larger, more focal text areas.

Supporting font (a system font)

Calibri Light, *Light Italic*

Calibri Regular, *Italic*

Calibri Bold, *Bold Italic*

Calibri to be used on smallest text areas.

Imagery

Style 1



Use Style 1 for narrative and decoration. Be inclusive. Use Style 2 for infographics and diagrams (single colours) Add smooth waves and bands of colour for backgrounds.

Style 2



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# WEBSITE DESIGN

This was a first concept proposal for the home page of the Reuse A World website.



The branding has since evolved to be more photographic than illustrative.



We also decided to not use the accent blue.



# SOCIAL MEDIA - REUSE A WORLD

A selection of posts I created for the Reuse A World social media.

Click the bottom four images to watch their corresponding video or animation.



CLICK ON ANY OF THE BOTTOM FOUR TO WATCH THE VIDEO

