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# PORTFOLIO.

Hi, my name is Aoibhne, pronounced Ave-na!

I am a highly creative & professional Graphic Designer & Illustrator with 15+ years in both freelance & in-house experience. My experience spans over many industries & but my main areas have been within the Hospitality, Events & Interiors industries. I am drawn to these because they allow room for extra creativity & pushing beyond the familiar space. I work a lot on branding, illustration packaging & typography. Conceptual thinker, I love the collaboration, research & immersive thinking for the vision & market when creating brands. I am excellent at absorbing what the client wants, aligning with them & bringing out their personal ambition, resulting in a unique design or brand solution each time. I thrive in a fast-paced environment & have years of experience with tight deadlines.

**Specialities:**

Branding / graphic design / packaging / illustration / typography / interior design collaboration / art / fit-out art / photography / Adobe Creative Suite.

Please enjoy a browse of an overview of recent work.

Stella Steakhouse - a Rebrand  
 branding | signage | menus

# STELLA STEAKHOUSE

# STELLA STEAKHOUSE

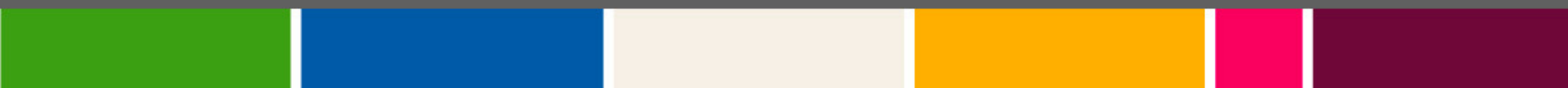
Restaurant entrance & signage:



Use of logo & monogram:



# STELLA STEAKHOUSE



Chloe's Restaurant Brand  
brand | icons | menus | signage

A French bistro style with a Mediterranean twist was the brief, but based in Dublin

# chloë's

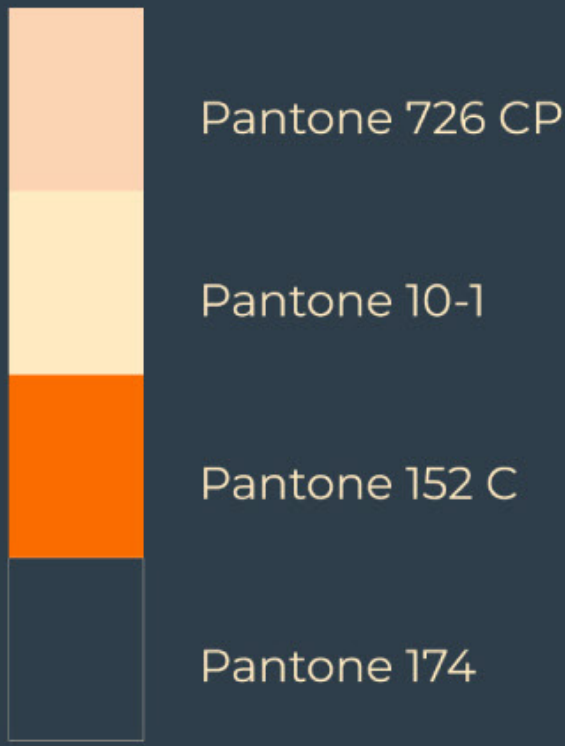
RESTAURANT



# chloë's

RESTAURANT





# ABOVE GROUND

• SPECIALITY COFFEE BAR •

## Creative process with logo variations

this is a good showcase of my exploration with brands & icons, different possibilities over print or media



# ABOVE GROUND

• SPECIALITY COFFEE BAR •

# CORE

BUILDING PROVIDERS

Rebrand for CORE building providers  
brand | icons | signage

gradient	100%	70%	30%
	<b>CORE BLUE</b> Pantone: 7527 CP C: 96 M: 29 Y: 21 K: 67 R: 0 G: 64 B: 83 Hex: 004053		
	<b>ACCENT ORANGE</b> Pantone: 27 C: 0 M: 83 Y: 97 K: 0 R: 239 G: 101 B: 17 Hex: FB158e		
	<b>PALE CORE</b> Pantone: 1-9 C C: 0 M: 0 Y: 6 K: 1 R: 252 G: 250 B: 237 Hex: D7D7D7		

**CORE**

**PRIMARY TYPEFACE:**

**MONTSERRAT BOLD**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

BUILDING PROVIDERS

**MONTSERRAT SEMI BOLD**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

TRADE & DIY RENTAL EXPERTS

**SECONDARY TYPEFACE:**

**OSWALD DEHBOLD**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz



**CORE**  
 PLANT & TOOL HIRE  
 TRADE & DIY RENTAL EXPERTS

COLLECTED BRAND GUIDELINES

# Collected

COLOUR PALETTE



FONTS

PRIMARY WORD MARK

Plain Germanica Regular

SECONDARY FONT

Acumin Pro Wide Light



5-star reviews



historical



gemstones



# CONSCIOUS CONVERT



candles

CONSCIOUS CONVERT  
*An Irish Company*



Blue Lavender  
scented candle

CONSCIOUS CONVERT  
*An Irish Company*

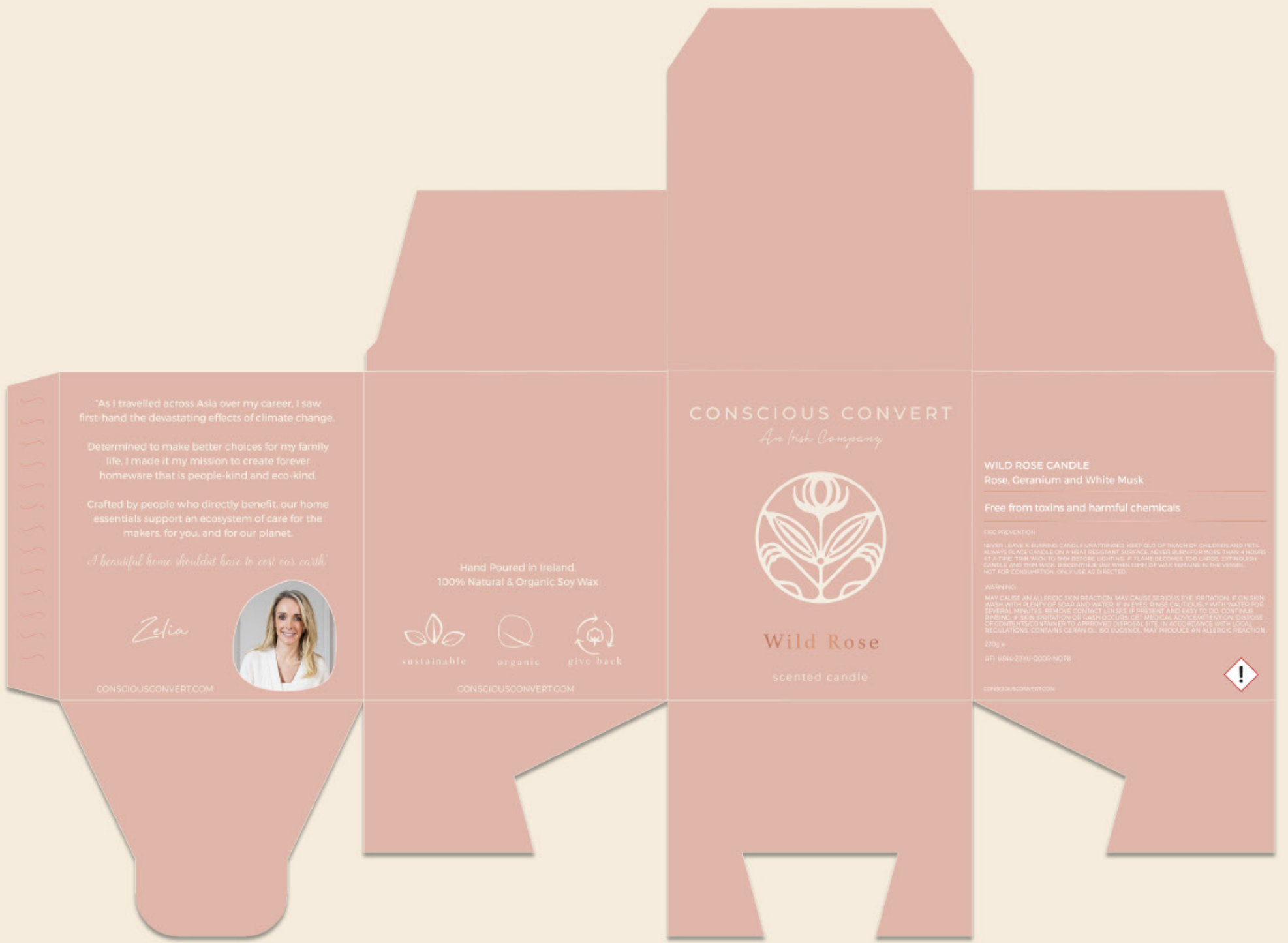


Wild Rose  
scented candle

CONSCIOUS CONVERT  
*An Irish Company*



Winter Green  
scented candle



**ACUPLUS**  
ACUPUNCTURE + TCM



*No 7*  
**HEDDON STREET**



**officebubble**  
SILENT PHONE & MEETING PODS



**XICO**  
BAGGOT STREET

**CK**  
CLAIRE KELLEHER

**FOND of NATURE**  
Botanical Fragrance



**BASH & CO.**  
INTERIOR DESIGN



**one four three**  
BAGGOT STREET

*fd*  
**FUSION**  
GRAPHIC DESIGN

**PHARMACIA**



CONSCIOUS CONVERT  
*An Irish Company*

**ABOVE GROUND**  
SPECIALITY COFFEE BAR

**one eleven**  
BAR · ONE · ONE · ONE

SIVE O/B



**OCEANBONE**  
broth

**TARA WALKER FOOD**



**CORE**

**THE COLLINS CLUB**



**STELLA STEAKHOUSE**



# Thank you

