

SM

**Sofia
Mairs**

Table of Contents

- 1 Branding**
Illustration, packaging
- 2 Print Design**
Photoshop, layout,
- 3 Packaging**
Layout, 3D modeling
- 4 Illustrative Van Wrap**
Illustration, Layout
- 5 PSA Campaign**
Layout, Photoshop
- 6 Marketing Campaign**
Branding, print design, storyboard

Brand Identity: Sunripe

Creating a new brand identity
for a small scale grocery store

Software

Photoshop, Illustrator, Analog Sketches

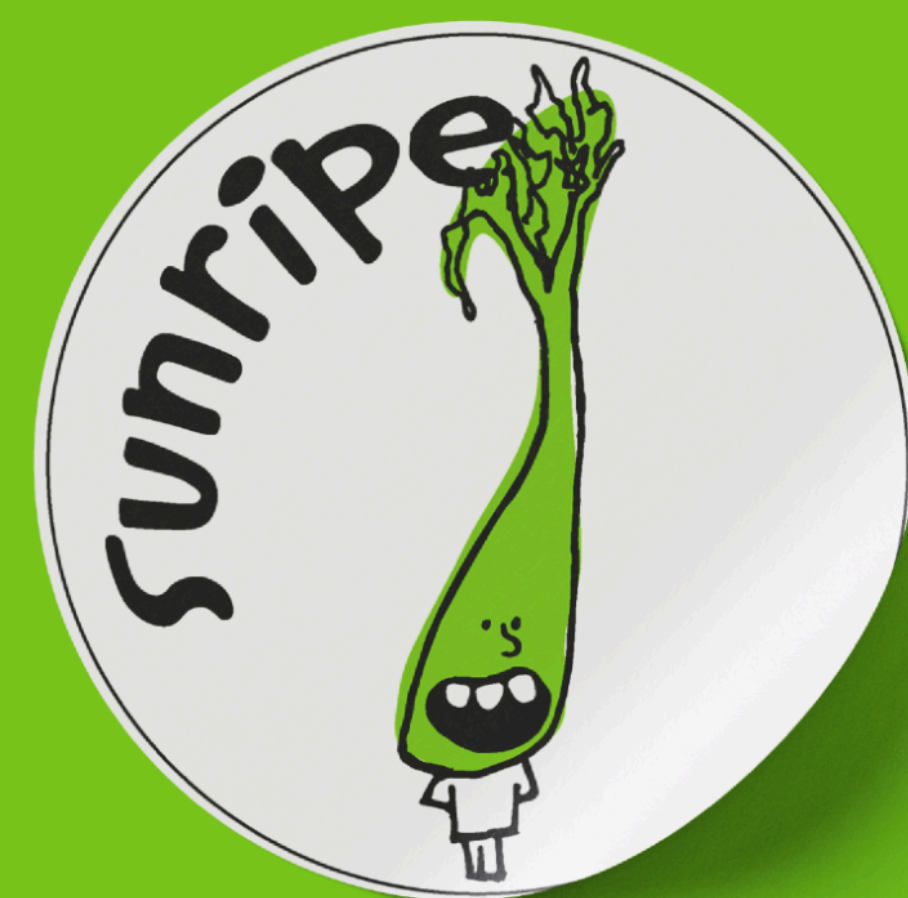
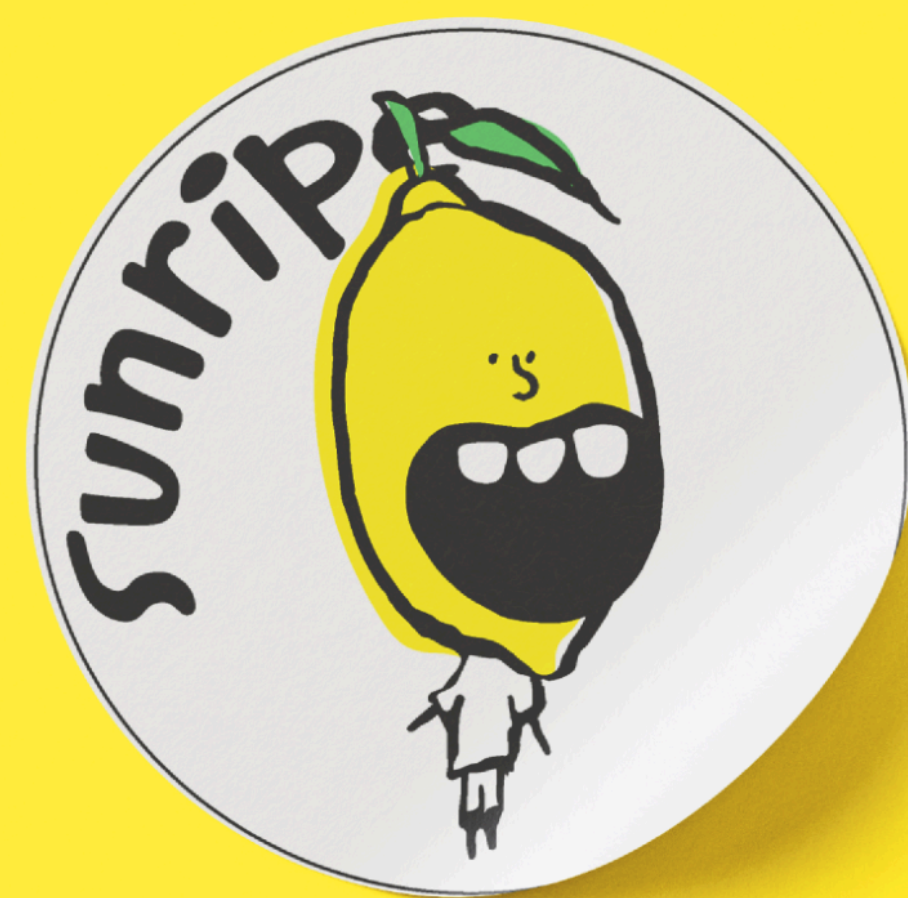
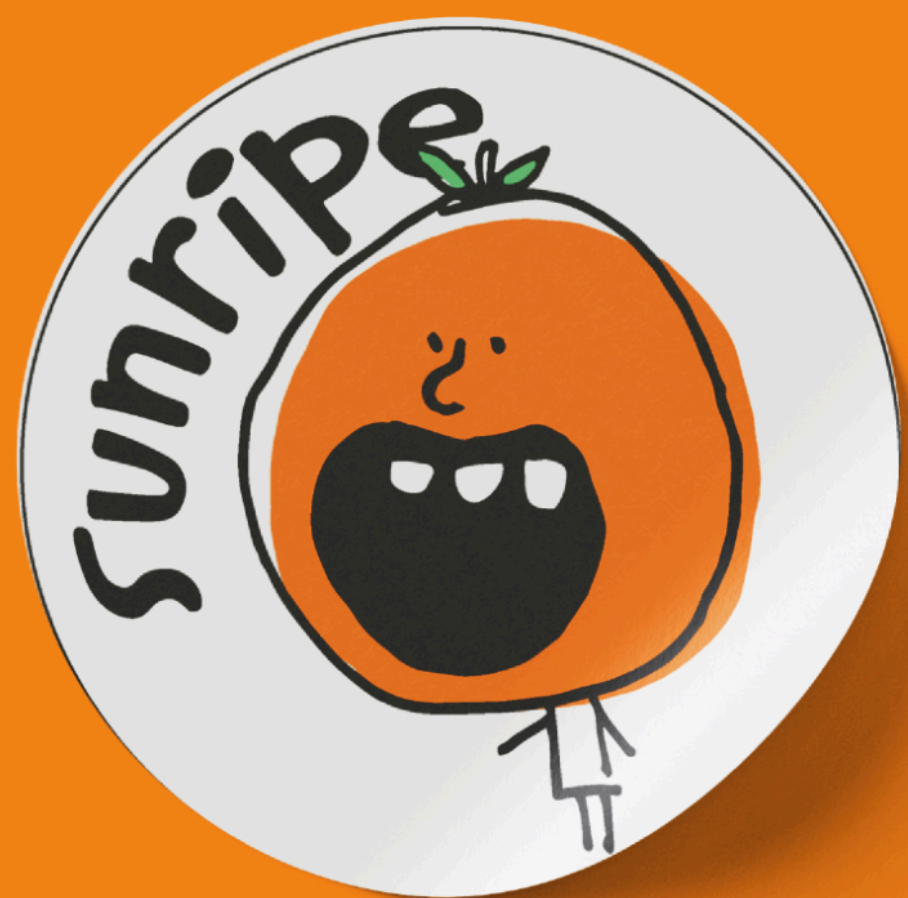
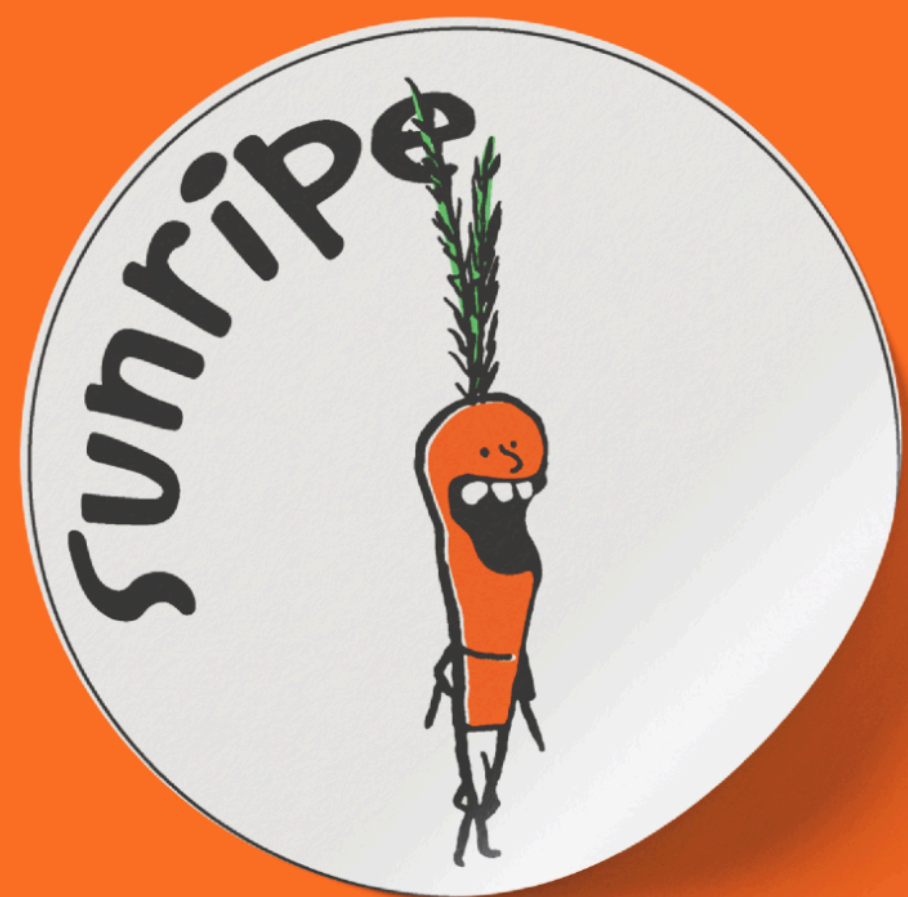
Work Done

Branding, product packaging, and stickers

Overview

For my brand, I focused on building a brand identity that's unique and memorable. I wanted to create something that feels familiar, yet hasn't been done before.







☺

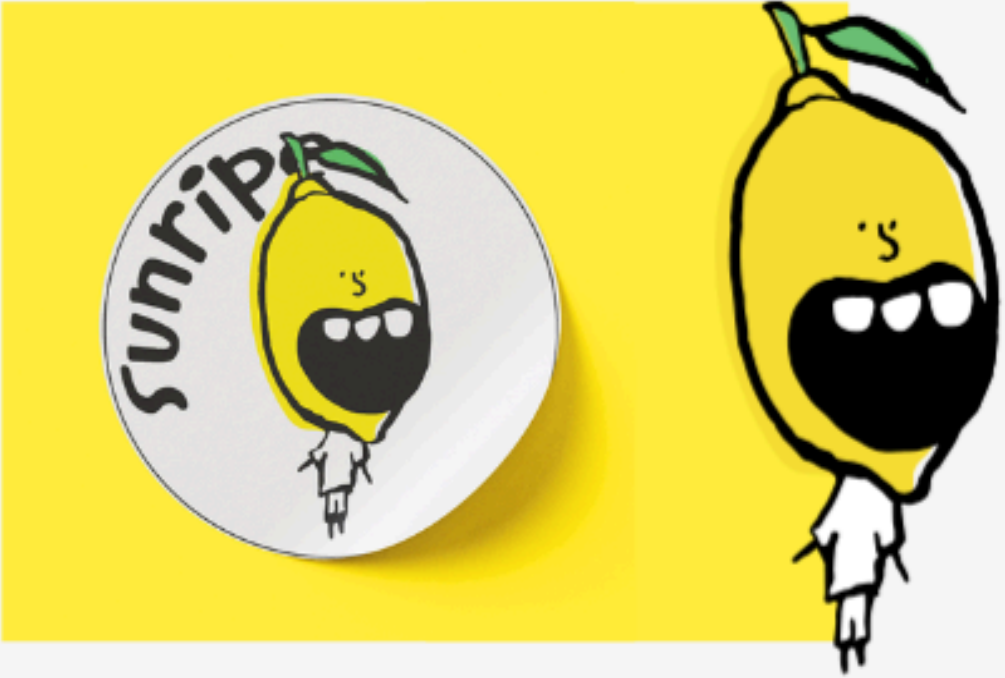
Organic
**Caramel Apple
Protein Bar**
Simple, clean ingredients

Sunripe

☺

Organic
**Mint Chocolate
Protein Bar**
Simple, clean ingredients

Sunripe



Sunripe

EVERY BITE IS THE BEST BITE



Book Cover Design: Wonder

Book cover redesign for hit movie and novel, Wonder.

Platform

Photoshop, InDesign, Analog Sketches

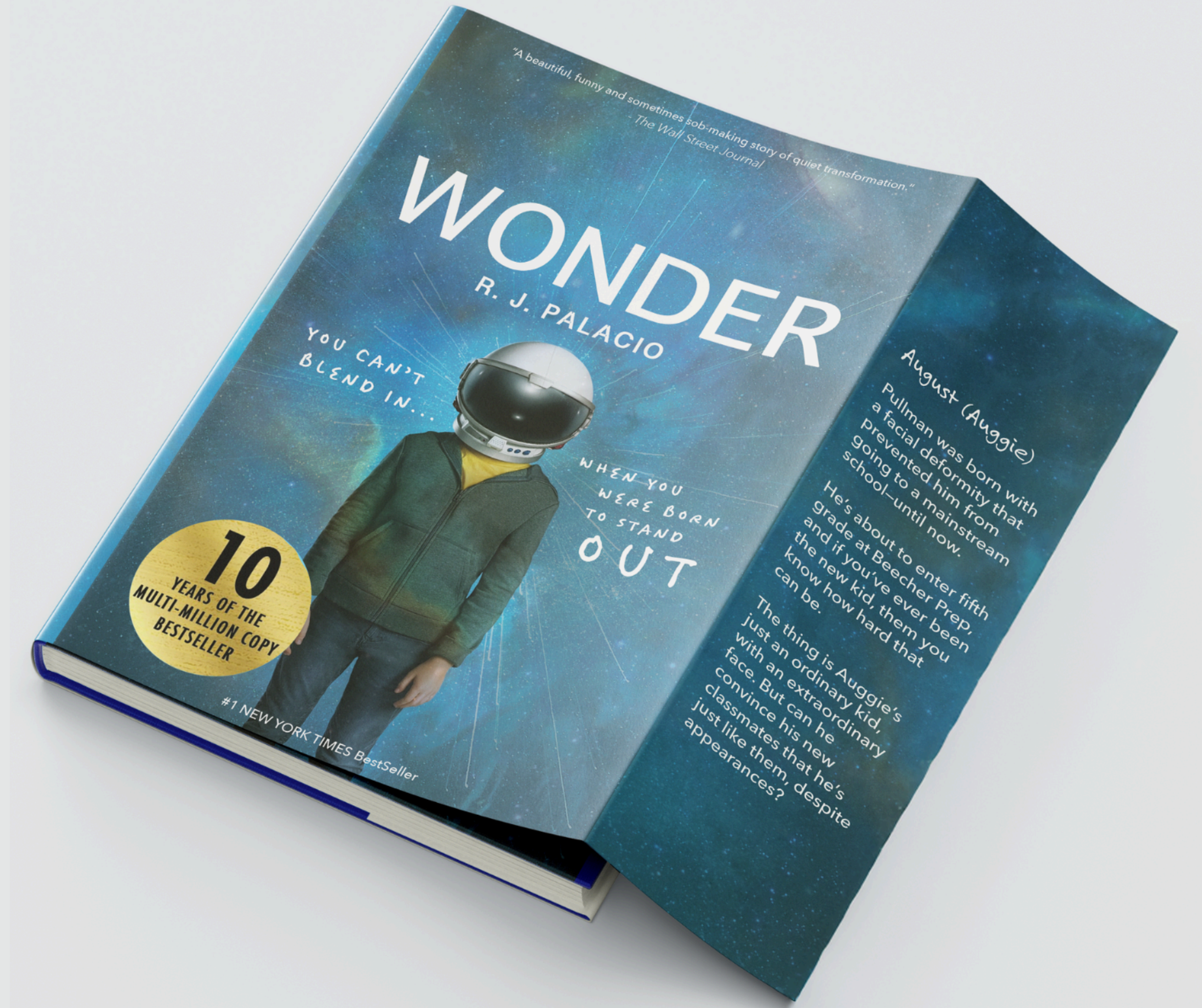
Work Done

Book cover art and Adobe Indesign layout

Overview

My goal for this project was to help portray the visual identity of the movie through the cover design. I used the theme of space, as it is key for the protagonist in the story.





Product Packaging

Packaging for a pre-existing brand; Somedays

Platform

Photoshop, Illustrator

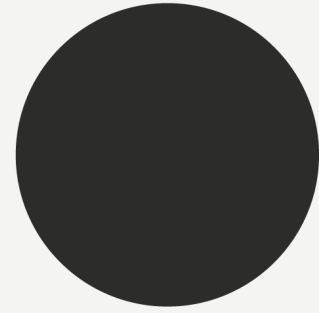
Work Done

Handoff PDF with specs, and packaging design

Overview

In this project, I used an existing brand identity to create a packaging design. I created this box design to fit their style of branding using their simple and natural look.





somedays

Product : Cramp Cream 300ml

Experience 10 plant based ingredients for their discomfort relieving and congestion-reducing properties.


Packaging: Compostable kraft paper material and recycled India ink

Details + How To Use


Apply Cramp Cream generously on any (external) area of your body for instant relief lasting up to 3 hours.

Ingredients

Purified water, Emulsifying wax NF, Gaultheria procumbens leaf (wintergreen) oil, Cinnamomum camphora (camphor) bark oil, Arnica montana flower extract, Ricinus communis (castor) seed oil, Anthemis nobilis flower (chamomile) oil, Helianthus annuus (sunflower) seed oil, Calendula officinalis flower extract, Pelargonium graveolens flower (geranium) oil, Origanum majorana flower (marjoram) oil, Cupressus sempervirens leaf (cypress) oil, Eugenia caryophyllus (clove) leaf oil, Stearic acid, Optiphen Plus Preservative

Vegan & Cruelty Free 

Paraben Free 

Made in Canada 

Key Ingredients

Experience 10 plant based ingredients for their discomfort relieving and congestion-reducing properties.

Wintergreen: Known for its soothing properties.

Camphor Bark: Provides a cooling sensation and helps reduce congestion, offering relief from cramps.

Arnica Flower: Known for its anti-congestion properties, it helps reduce discomfort and swelling.

Castor Oil: Contains ricinoleic acid, which has discomfort-relieving and anti-congestion effects.

Chamomile: Known for its calming effects.

Geranium: Assists in relieving joint/muscle discomfort and promoting relaxation.

Marjoram Flower: Known for its soothing properties, it helps relieve muscle cramps and discomfort.

Cypress: Helps improve circulation and reduce fluid retention, providing relief from cramps.

Clove Leaf: Contains eugenol, which acts as a natural antioxidant

Fragrance Notes

Invigorating wintergreen essential oil provides a mood lift, while calming chamomile and clove help ground the senses.

Artificial Fragrance Free.



This Package is Completely Recyclable

Cramp Cream

Fast-acting period pain relief

somedays | 300 ml

Illustrative Van Wrap

Compelling van wrap for whole foods

Platform

Photoshop, Illustrator, Analog Sketches

Work Done

Illustration, mockup design

Overview

In this project, I used an existing brand identity to create a van wrap for Whole Foods. It was important to me to keep the flow and colours they already use, and to match illustration style.





WHOLE FOODS
MARKET

MD 123 434

WHOLE
FOODS
MARKET

PSA Campaign: Kids Help Phone

Longer description to entice portfolio readers to learn a bit more context and continue reading

Platform

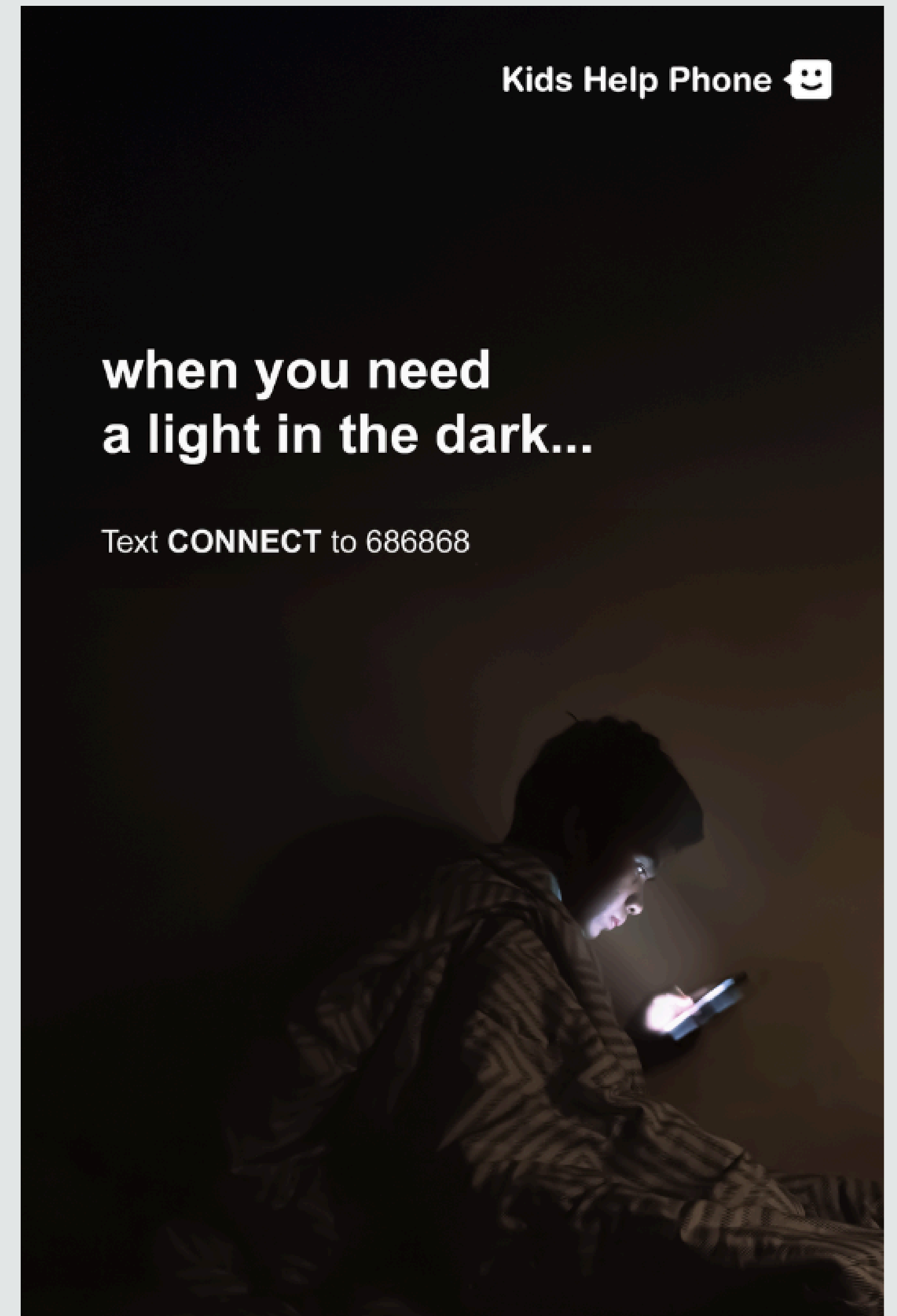
Photoshop, Analog Sketches, InDesign

Work Done

TSA, brochure, and full page spread

Overview

In this project, I created a powerful PSA for the organization Kids Help Phone. I designed something that everyone can resonate with, feeling alone in the dark, and needing a light to guide you out.





Marketing Campaign & Logo

Branding and campaign for an Australian Netflix comedy show, based on a book.

Platform

Photoshop, Illustrator, Analog Sketches

Work Done

Logo, storyboard, promotional campaign, posters, two page spread

Overview

In this project, I completely reimagined the identity of the hidden gem that is Wellmania. I created something to mirror the tone of the show; funny, bold, and colourful.



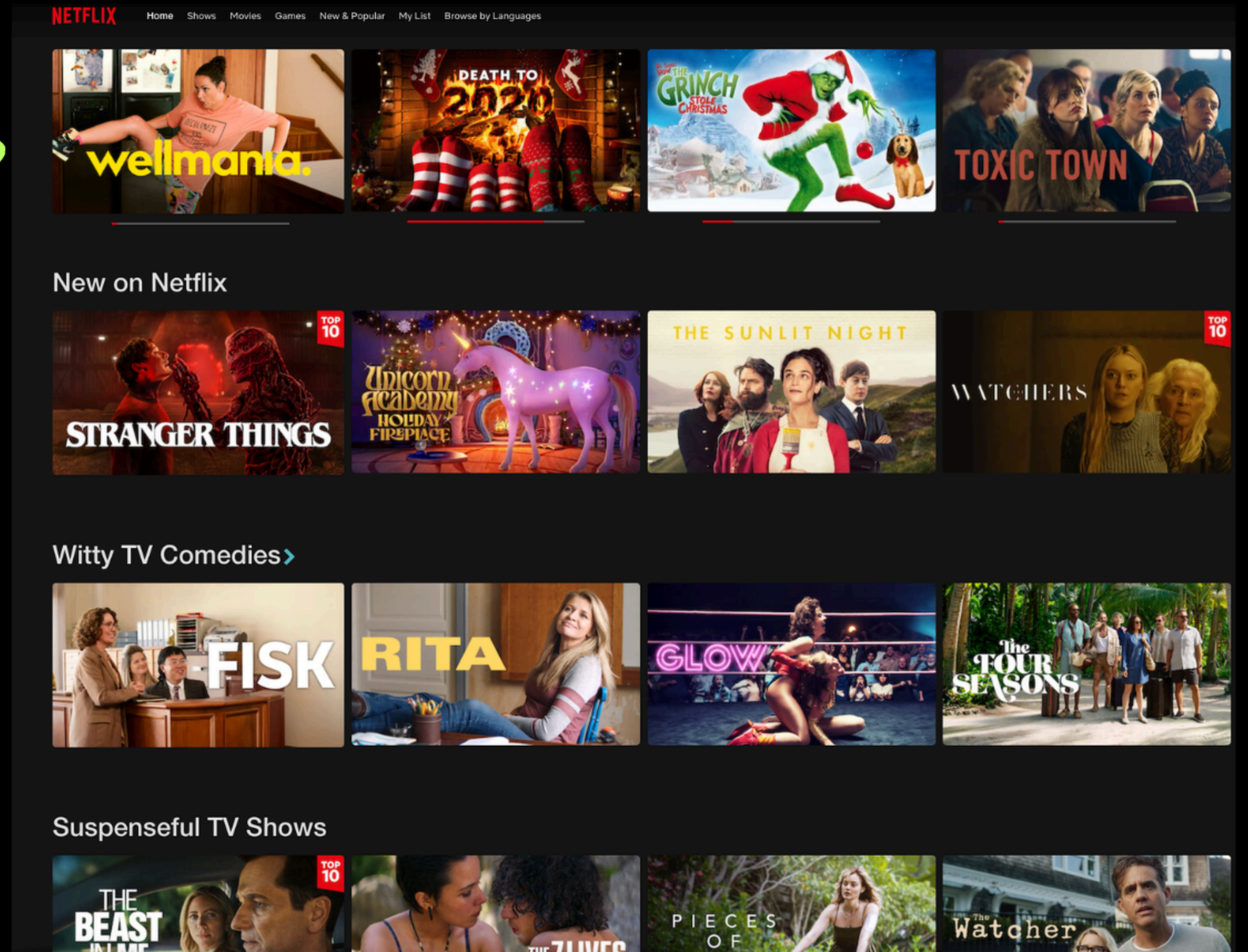


Wellmania

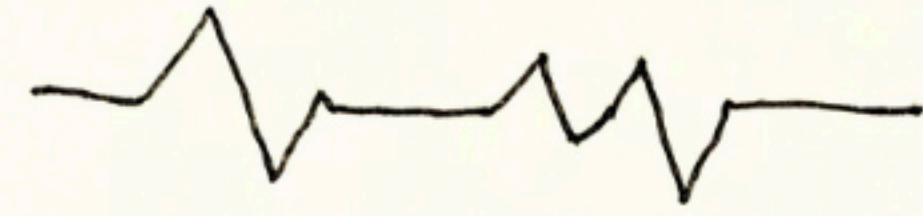
Case Study

Problem

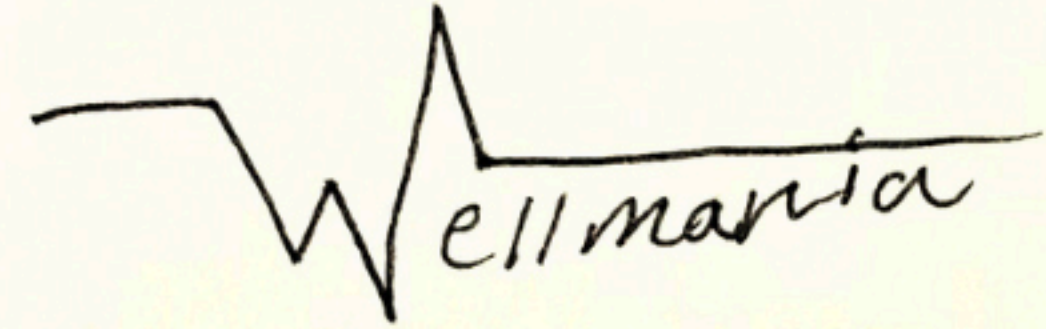
- Isn't reflective of the show
- Doesn't stand out, causing low views



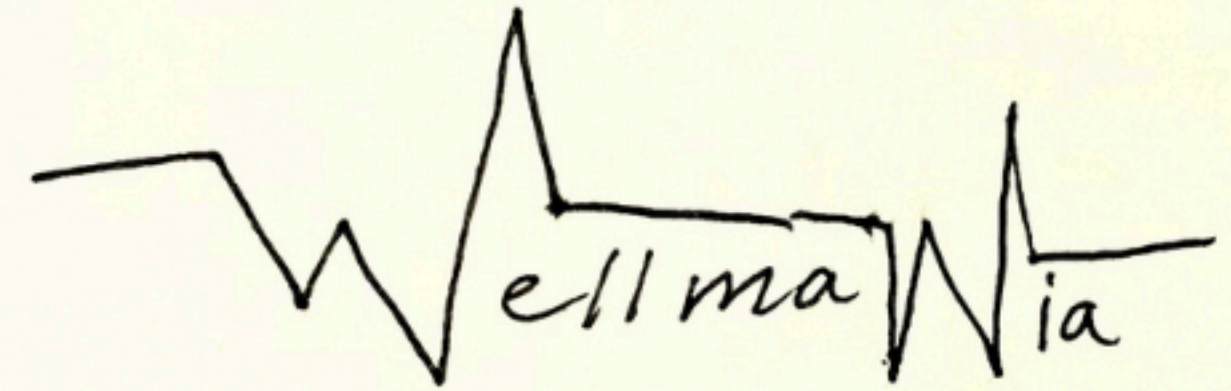
Heart pulse



"W" in the pulse...
but looks too serious

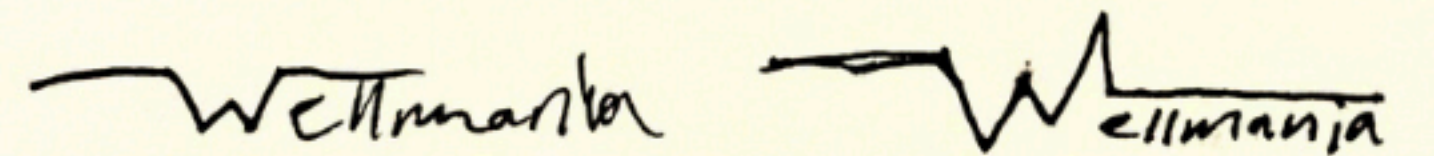
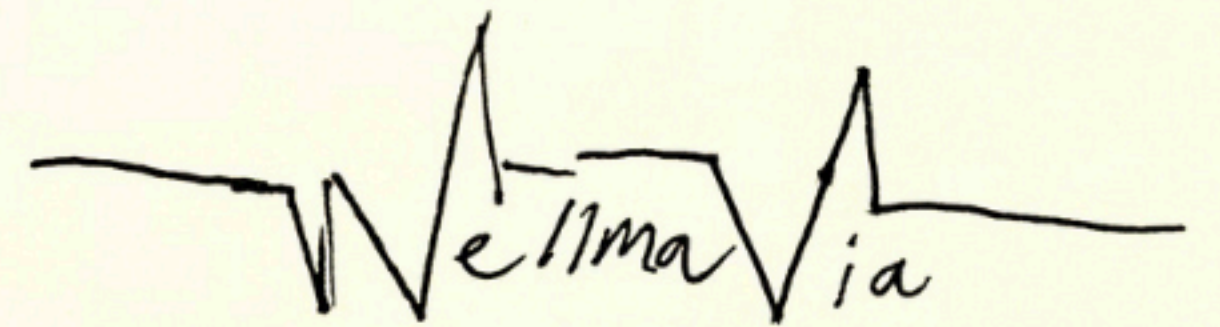


"W" and "M"... too much



initial roughs

Process



heart line for her
heart health scare
(leading plot point)

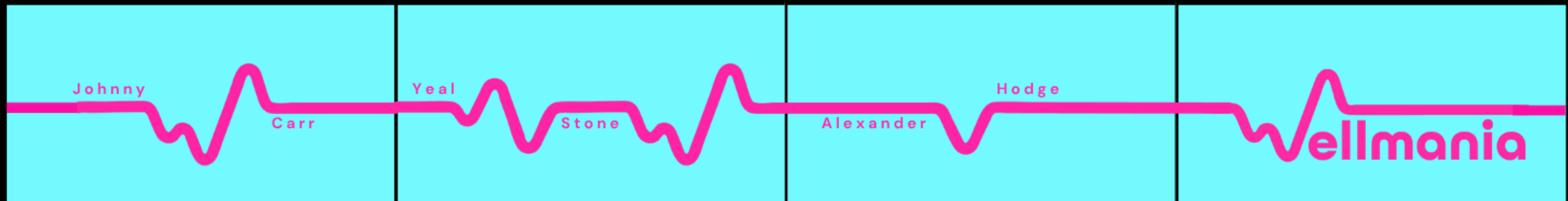
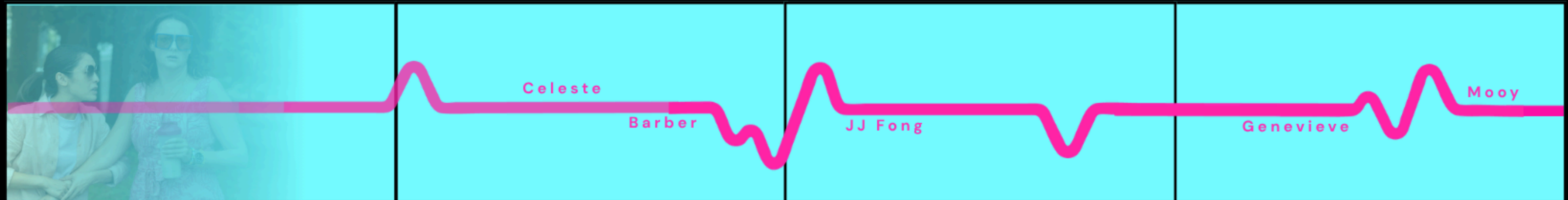
curved corners for
less of medical feel
and more fun



fun groovy round font to
reflect the tone of the show

intro sequence Storyboard

Fade in (Music: Good time girl by sofi tukker and Charlie Baker)

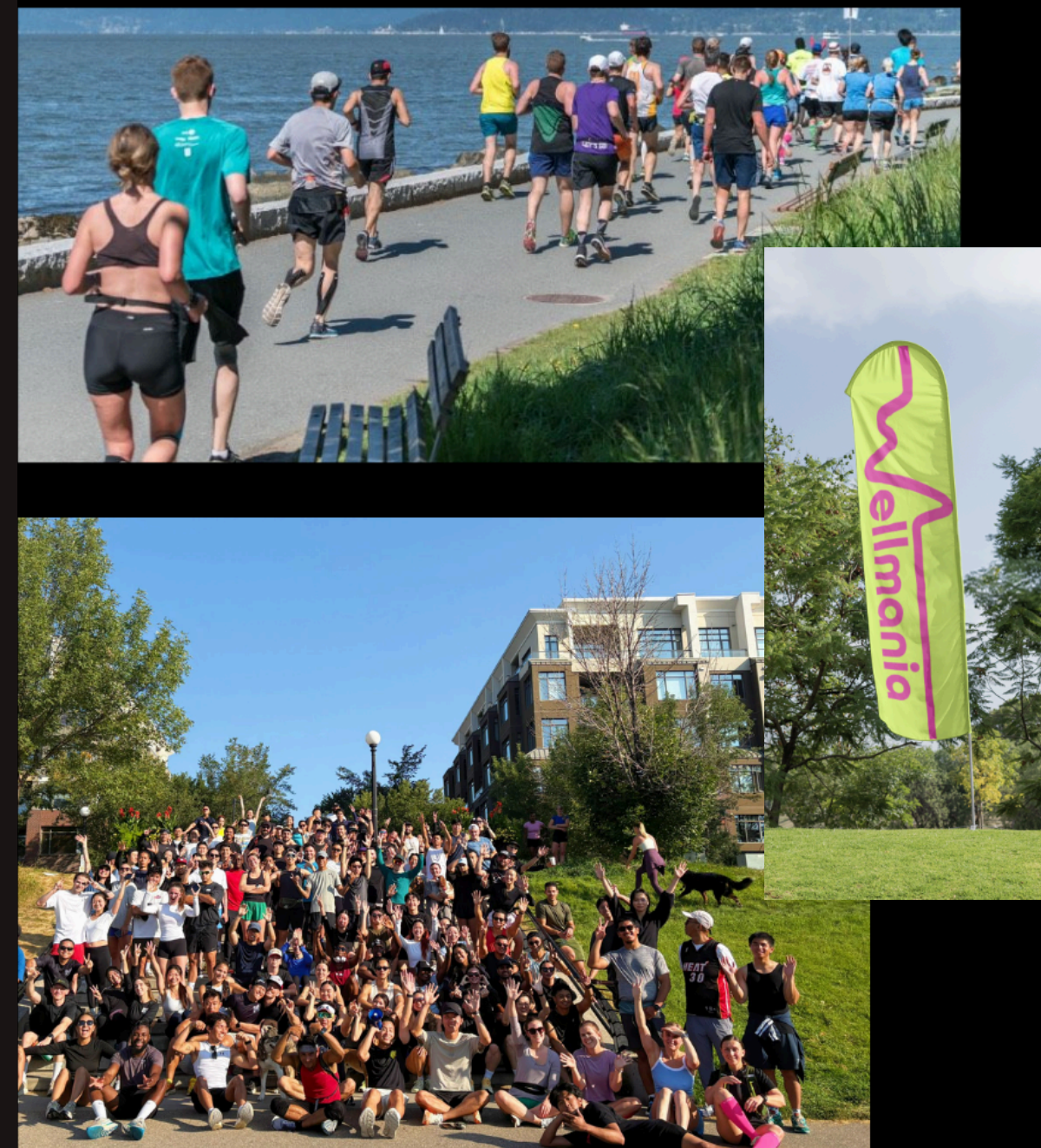


Fade out

non traditional Campaign

Celebrating messy progress

- A fun weekend activity to do before the show is released
- Target audience: women, but everyone welcome
- Partner with local fitness groups to have info booths on where you can join in the community
- Major visibility with branded pinnies



BROUGHT TO YOU FROM NETFLIX



Wellmania
get well wellmania marathon

Olympic Blvd, Melbourne, Australia
10 am - 1 pm March 10th
+ merch prizes and smoothies



Magazine Ad



Wellmania

Let's create together

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