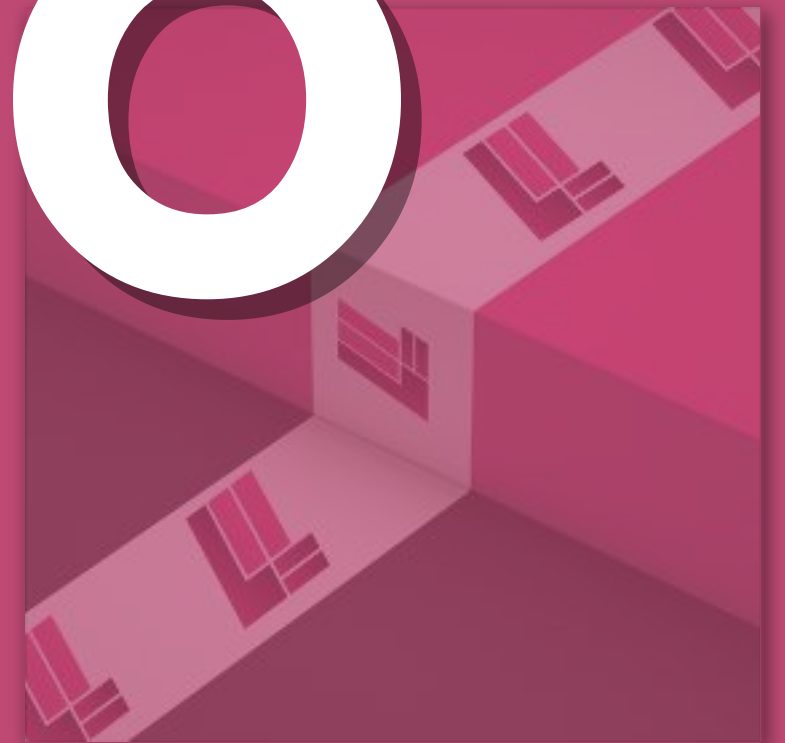
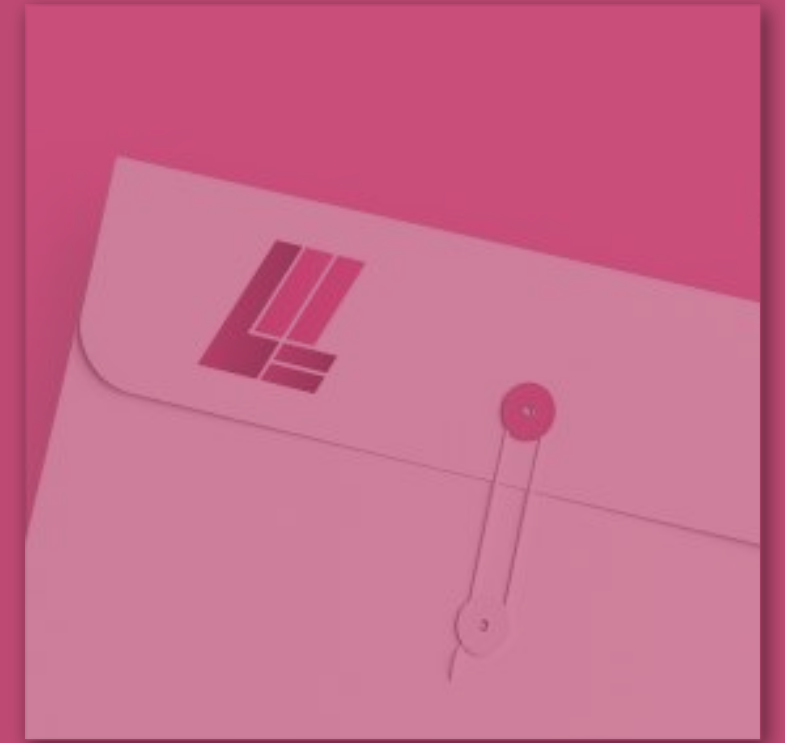


MY PORTFOLIO



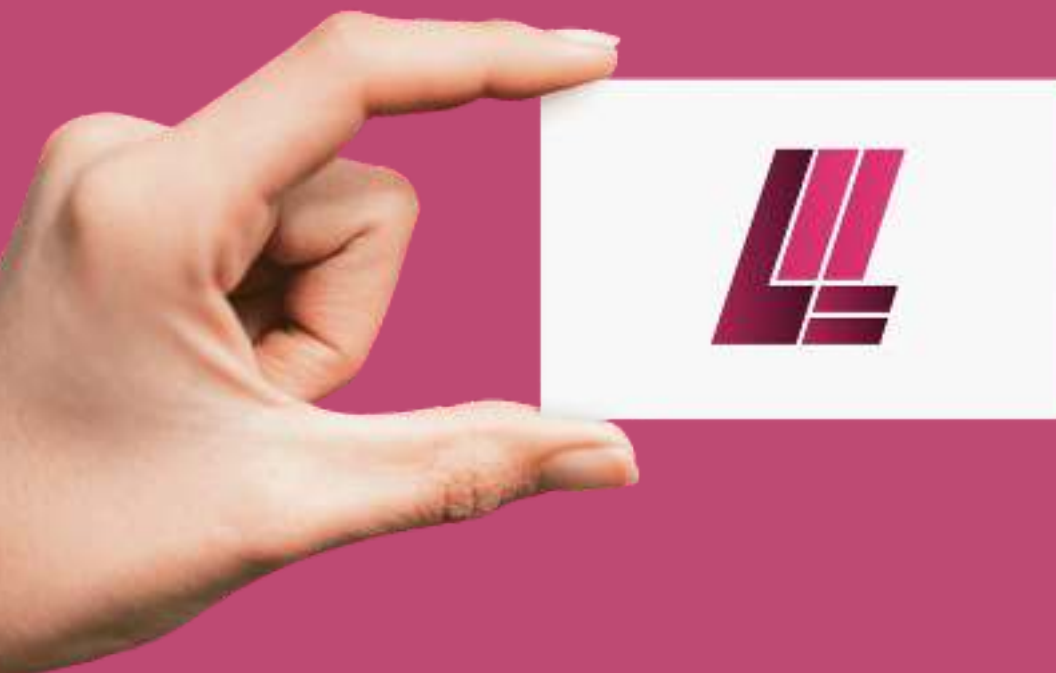
HI AM
LANIE

I can help take your business to the next level and give it the fresh look it needs. Let's make some magic ✨ happen and show the world what your brand is all about!

Let's make your brand the talk of the town .



About the logo



The logo consists of two “L” which stands for my initials, **LANIE LINDSTROM**.

The color I chose is color pink. A mix between red's passion and white's purity, pink symbolizes love, nurture and compassion. It evokes feelings of comfort, warmth and hope. Pink is also a sign of good health with the phrase “in the pink.” It symbolizes success in the expression that “everything is rosy” and happiness with “tickled pink.”



#FFFFFF #D8BDCB #BE4A73 #791C3D



Color palette

My Design Philosophy



The medium is the message, and form creates function. Every design is a chance to make a statement, to evoke a feeling, and to communicate an idea. That's why I pay careful and deliberate attention to symbolism, patterns, and intention when creating designs for clients. No project is too small for impact, and no design is too big for enduring relevance.

My Mockup Samples

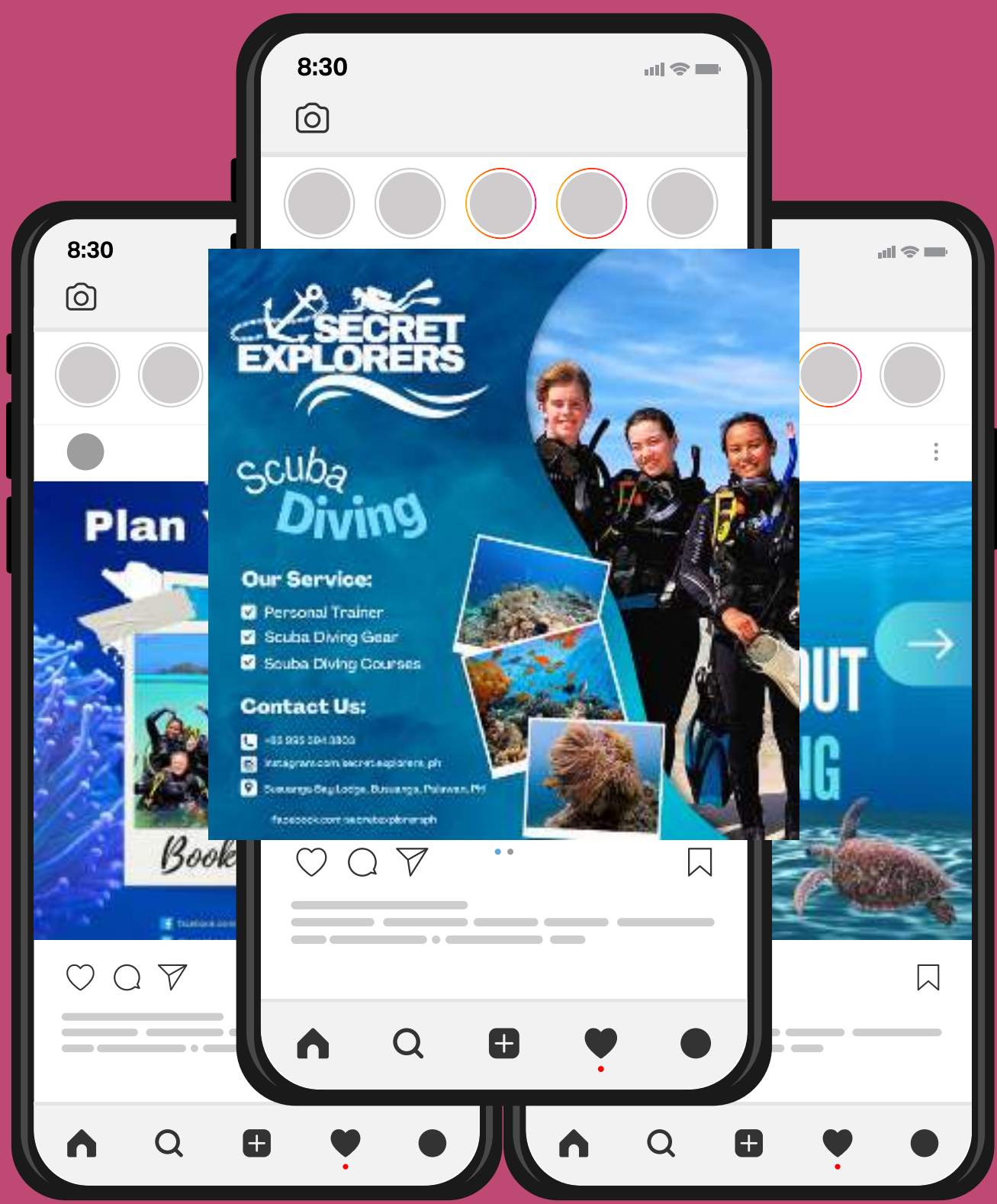


Packaging & Mockup





Posters and Flyers





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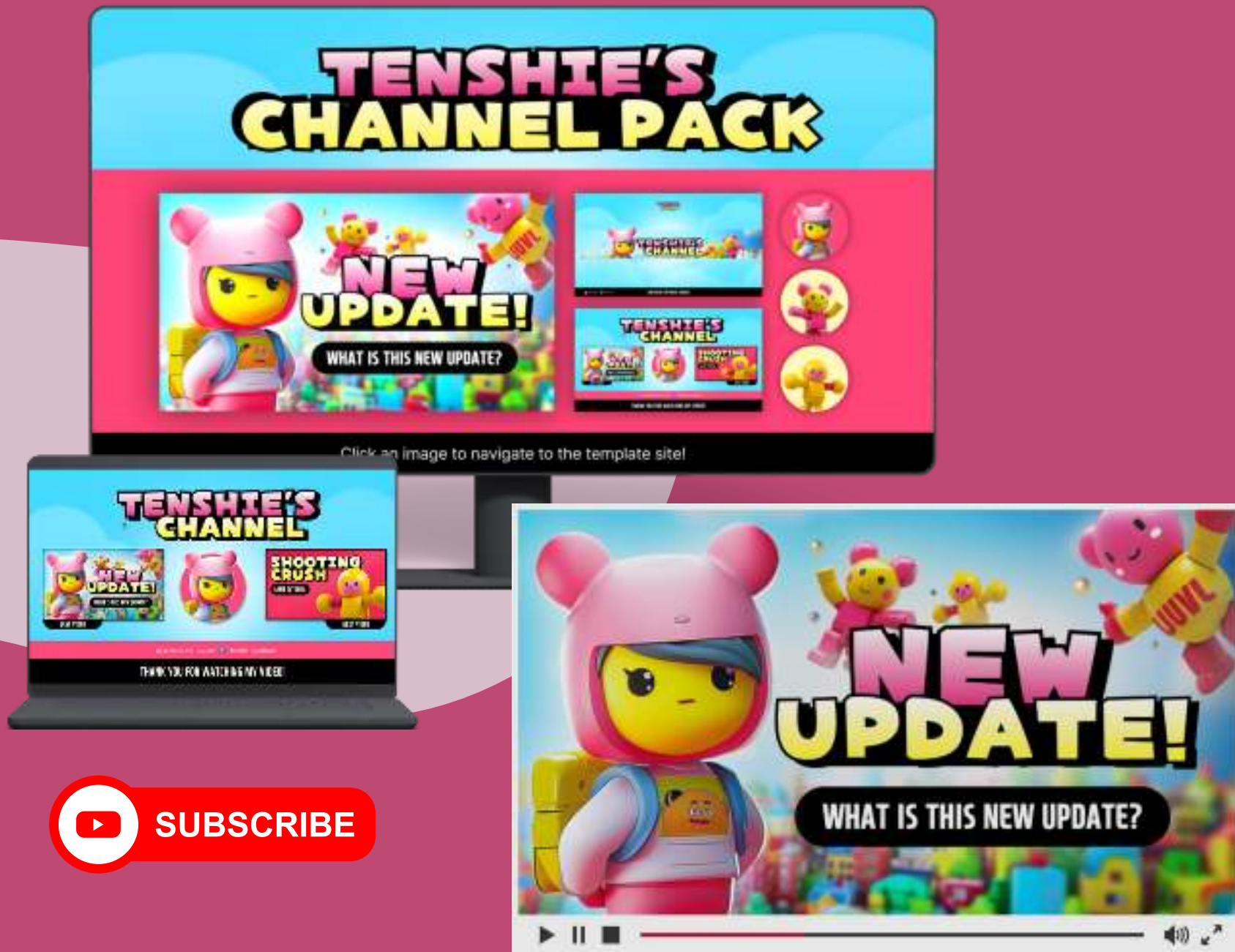
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Youtube Thumbnail



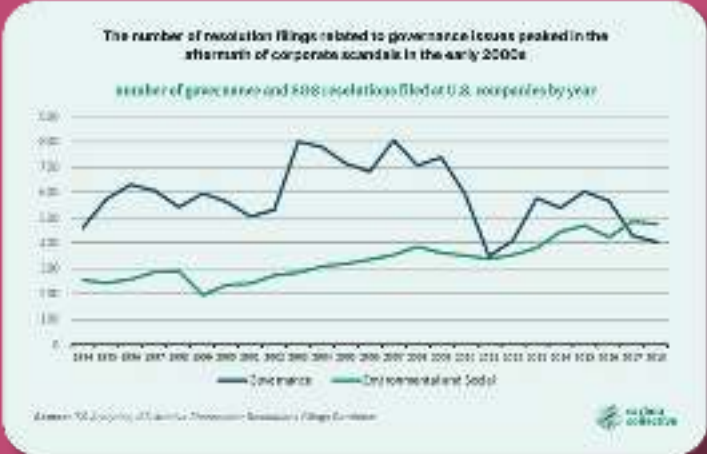
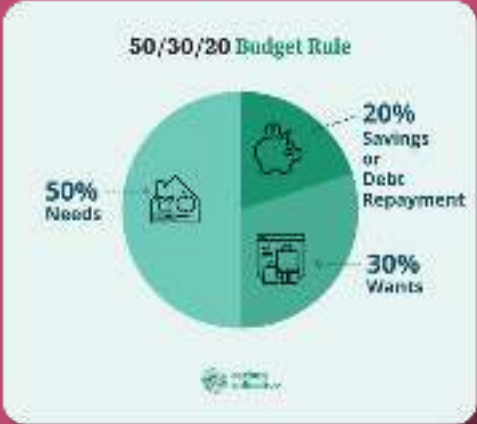
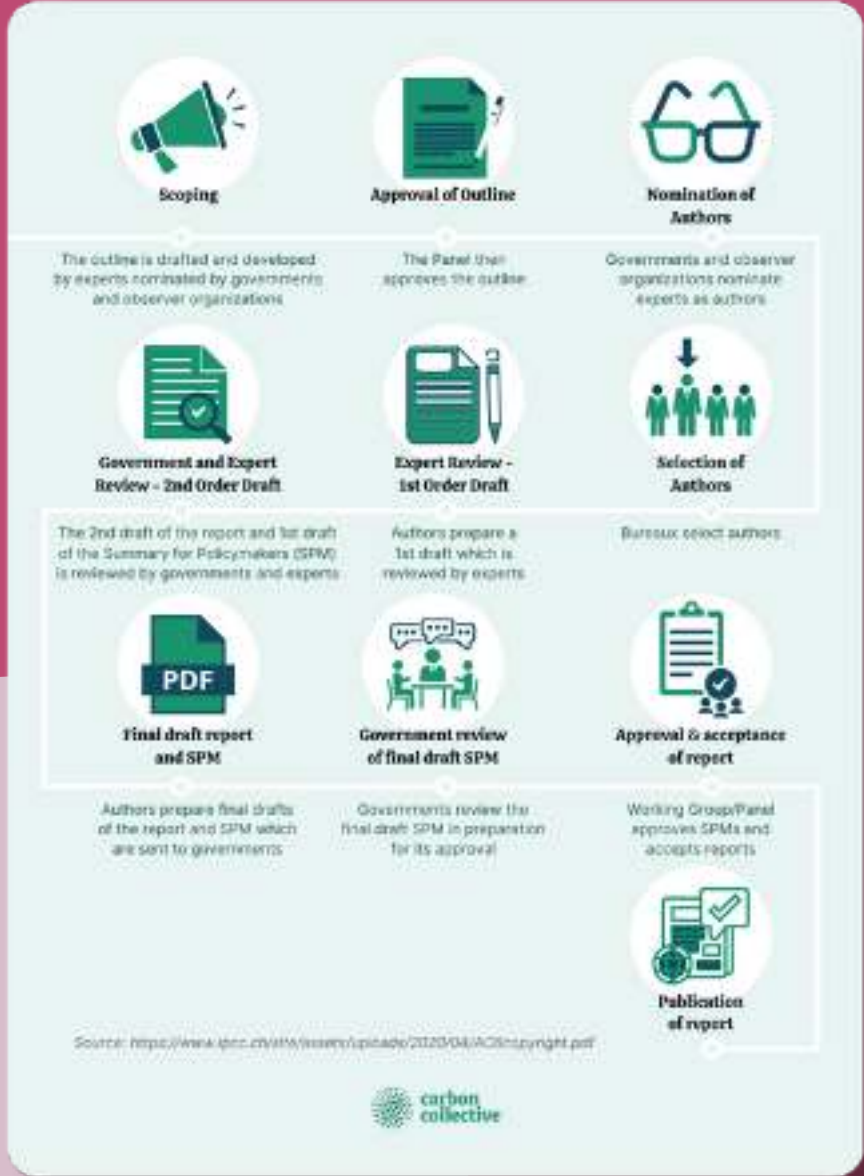
Infographics Project 1



Flyer/Brochure



Infographics Project 2



Department of Energy

A table showing energy production and consumption data for the United States from 2010 to 2020. The table is organized into columns for different energy sources and rows for different years.

Energy Source	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Total	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Coal	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000
Natural Gas	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Oil	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Renewable	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000

carbon collective



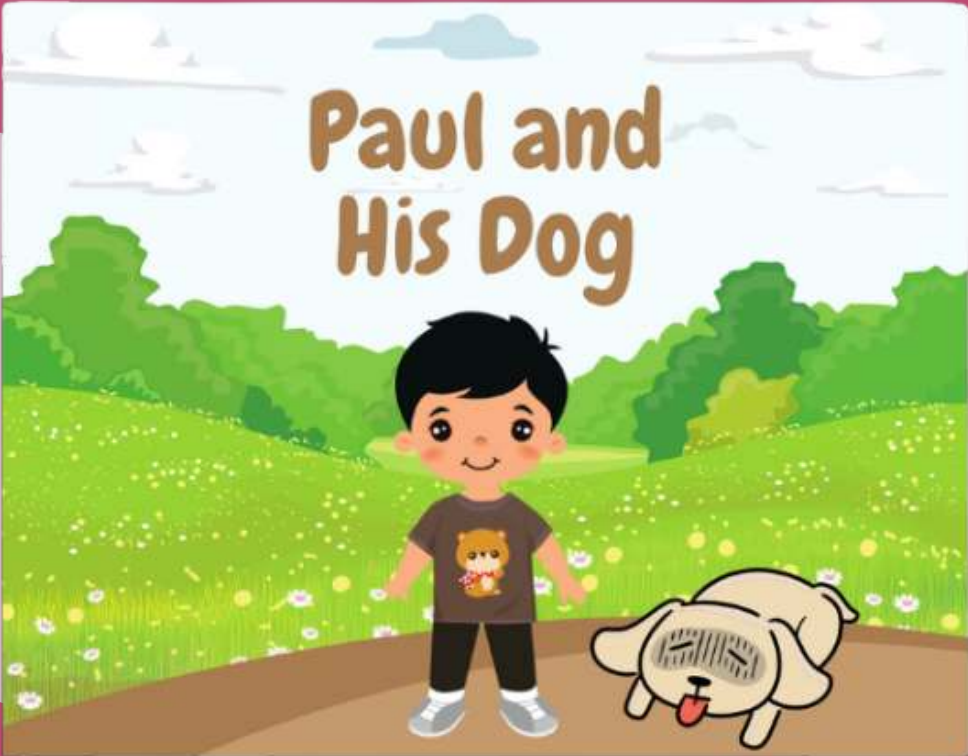
Children's short book



Paul had to haul a saw to the woods. The man had a maul, but had left his saw at his Paw's.



Paul took his pet dog, Saul, who had a sick paw and claw.



It was bad luck for Saul who had been in a brawl with a dog that had a strong jaw.



Poor Saul had to crawl to get around. Paul called the law about the bad dog.



They said it was Paul's fault because his fence had a flaw. This fence let the bad dog get onto Paul's land and claw Saul.

Menu Design



Perfume Ad



Branding



FONTS
Nunito Nunito Light

COLOR PALETTE





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Logo Design



Instructions from Client:

"A combination of Brain, AI, 3D Shape, geometrical would be ideal but if you have something in mind that you think would be best, feel free to modify, as long as you lean towards the part where it represents AI, or virtual assistant with a touch of AI and brain. "



Digital Illustrations



Gym Poster Ads



Poster Ads



YouTube Thumbnail



Company Branding



LOGO EXPLANATION

Color Selection

The navy blue and gold color scheme is inspired by the Alaskan flag, representing the location where the business is based and the primary target market.

Navy blue conveys trust, professionalism, and reliability, key attributes of a strong digital marketing service.

Gold symbolizes success, growth, and premium quality, reflecting the brand's commitment to helping businesses thrive.

Typography & Branding

The word "digital" is in a smaller, yet noticeable font, emphasizes the industry focus.

The word "COHERENCE" is in bold, uppercase letters to represent strength and stability, assuring clients of the brand's reliability.

The Letter "C" & Growth Concept

The bold "C" is the initial of Coherence, reinforcing brand identity.

The upward arrow signifies growth, progress, and success, illustrating that businesses that utilize digital Coherence services will see an upward trajectory in their digital presence.

The swooping curve around the "C" represents connectivity and movement, symbolizing how digital marketing connects businesses to their target audience effectively.

Conclusion

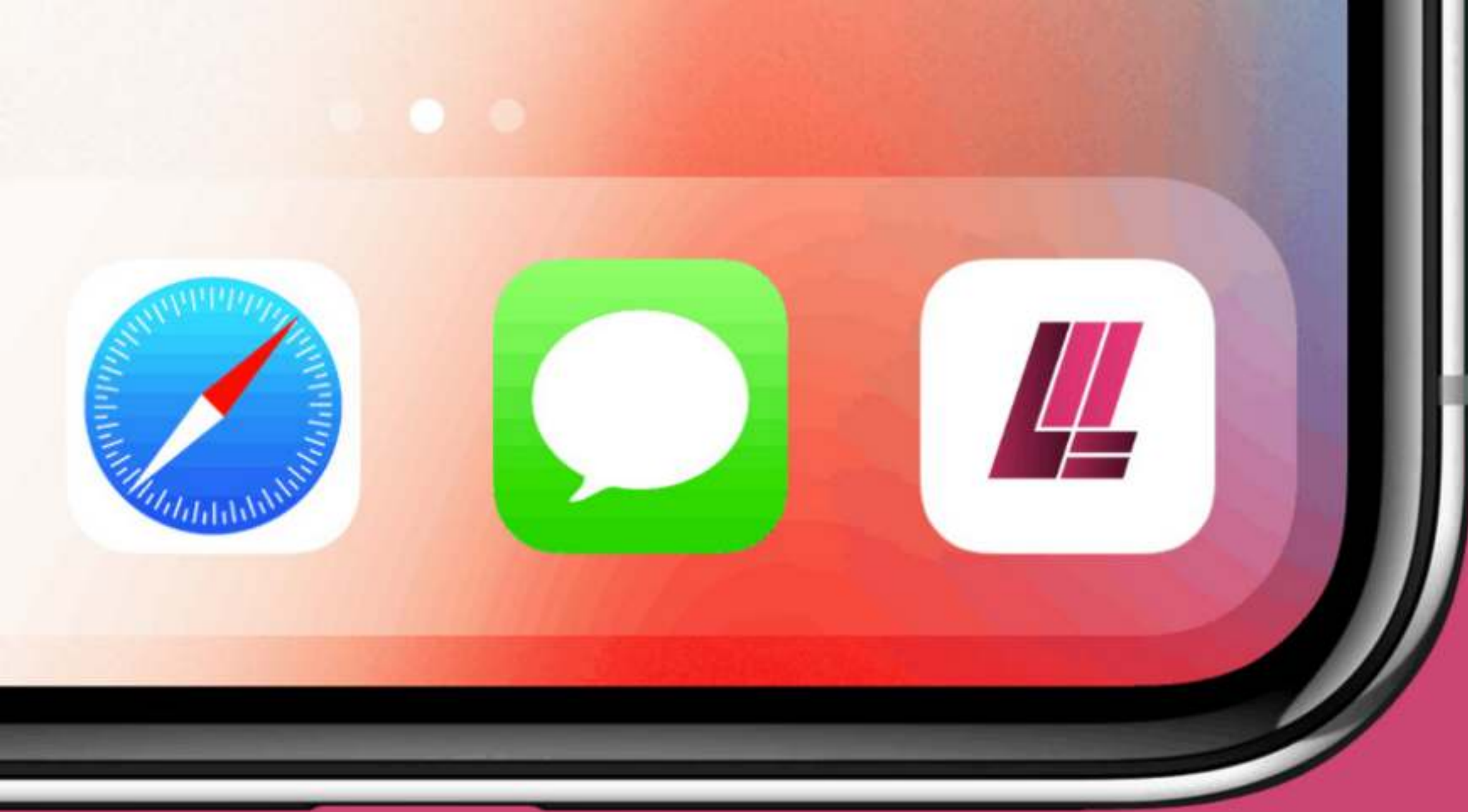
This logo is more than just a design, it encapsulates the mission and values of Digital Coherence. It reflects trust, success, and strategic growth, aligning with the business's goal of helping clients enhance their digital presence and achieve measurable results.

Color Palette

#002E50	#D4A017	#1C1C1C	#F4F4F4	#E0E0E0

Business Card





Every client brief is a *story*
waiting to be told.

Designed *to* Sell

I'll take care of the little things so you can focus on the big picture..

