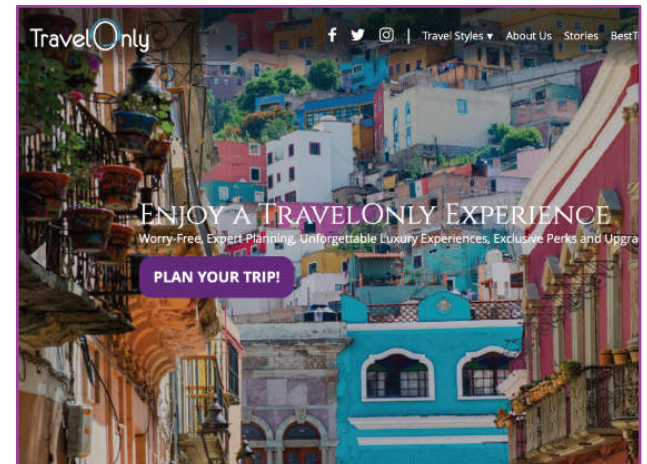




PETER  
N.  
TRINH

Graphic Designer / Illustrator



# Grids & Gutters

In my senior year of high school, I became a heavy reader of comics: long-form slice-of-life dramas, webcomics, and of course, the occasional superhero trade. I was getting into comics in an time where all sorts of illustrative artists were showing off their own aesthetics and styles while wearing their hearts (and their many influences) on their sleeves.

**For art and design, the cartoonist Scott McCloud is my greatest inspiration.** His comics depict examinations of the human condition and existentialism in both a narrative and visual standpoint. However, he also has comics that dive into how he creates his works and what makes his concepts so vivid and clear to understand. His book, *Making Comics*, formed a lot of my mind on what to use while I approach illustration and graphic design: **gestalt theory** as applied to comic panels and imagery, **composition, inspiration**, understanding viewpoints for a **visual narrative**, thinking about **the power of art**.

I owe a lot to Scott McCloud. And while I can own many styles and aesthetics when it comes to my work, every once in a while you can see me wearing his influence on my sleeve.



# UNPHOGETABOWL FOOD TRUCK

Brand Identity / Marketing



A Vietnamese food truck in Newfoundland (in this case, my older brother's food truck) needed a bold look to get the attention of a demographic that may have not seen a lot of Southeast Asian cuisine.

Playing off the idea of pho as "a soup that is a meal all on its own", I formed the logo using neon-bold colours with a complimentary orange/blue twist. The shape – an exaggerated meat tendon ball in a bowl of soup – evokes a street-art direction, which plays with the vendor being a food truck.

Cooper was a very helpful typeface that conveyed a "customer friendly" look. It looked hearty, just like the soup that the truck sold. That, combined with the mascot art that represented the home-recipe style dishes that were served,

helped draw crowds that would look forward to grabbing some food and coming back for more the next day the truck was open.



Services flyer (see above), including QR code and vector illustration of food truck





### "Mom" the mascot

Concept sketches (see above), final artwork (see below).



Samples of  
"Executive Summary"  
presentation slides

### Take Away and Our Unique Value Proposition

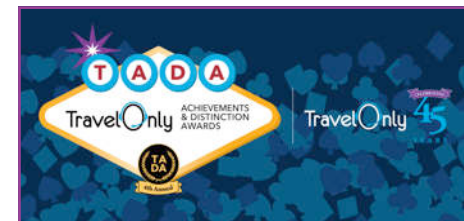
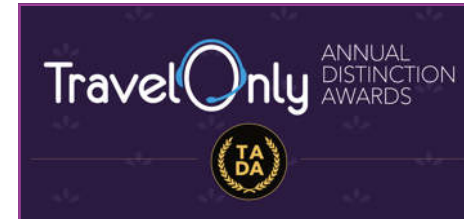


Un-Pho-Get-A-Bowl will be offering very authentic Vietnamese foods based on home recipes devised by the owner's family matriarchy, thus creating a wholesome family and community character with the food and service. Since Vietnamese food has its roots based in Indo-French heritage, the food will have a familiar taste with the flair of the exotic. This creates a cuisine that will both delight its diners with the novel but will be well suited for local palates.

# TRAVELONLY ACHIEVEMENTS & DISTINCTION AWARDS

Brand Identity / Event Marketing / Signage

TravelOnly is a family-owned travel agency made up of travel agents from across the country. Since 2017 to 2020, I produced event materials for their official awards ceremony, built to thank and reward all agents for their hard work and achievements. Each event explored a different theme, such as a Hollywood-like awards gala (2017), a nautical "dream cruise" feel (2018), a Mardi Gras look (2019), and a celebration of the company's 45th anniversary in Las Vegas (2020).



**Design elements:**  
event logos,  
invitations (e-mail &  
print), table tent  
cards, presentation  
slides, easel posters.

Initially called the **TravelOnly Annual Distinction Awards**, the name was later changed to the **TravelOnly Achievements & Distinction Awards**.

Fortunately, despite the change, the name was still able to hold the original "TADA" branding.





*"If you want to view paradise..."*

For VIP e-mail invitations to the ceremony, this "golden" graphic (see right; originally an animated GIF) was included to provide complimentary tickets via Eventbrite links.



Welcome to the  
Bienvenue à

# Travel Only

ANNUAL  
DISTINCTION  
AWARDS



This evening brought to you by:
























Special thanks to our partners:  

# TRINH TYPE SANS

Typography / Type Design

## TRINH TYPE SANS

This thin and tall typeface is meant to look a bit off-kilter, light, and zany. Great for headlines and body text, especially in comics!

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789/!@#\$%\*(){}[]

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789/!@#\$%\*(){}[]

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789/!@#\$%\*(){}[]

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789/!@#\$%\*(){}[]

Occasionally, I'll experiment with making fonts without planning based on my personal illustration style. The idea behind Trinh Type Sans was to create a tall font family that would work well as both large type and body type. As well, it works well as text for captions, both in article layouts and in caption boxes in comics.



**Font family includes:**  
*Regular, Bold, Italic, Bold Italic type styles*

## HEADL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odio nisi. Maecenas porttitor.

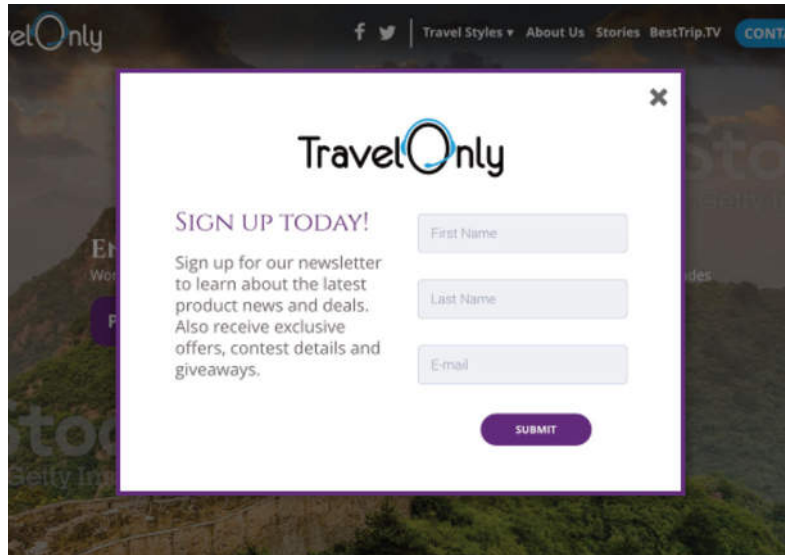
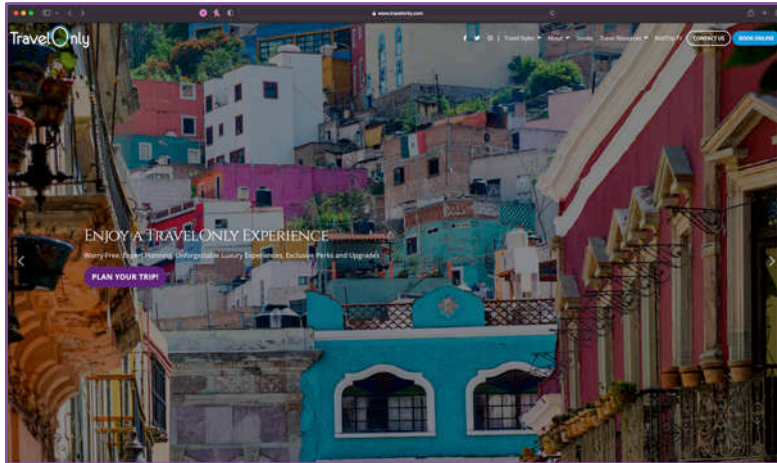
ETIAM NEC URNA AC TU

Mauris arcu purus, luctus a sapien et euismod sem, id vulputate liber lectus. Class aptent taciti socios nostra, per inceptos himenaeos. litora torquent per conubia nost placerat auctor augue.

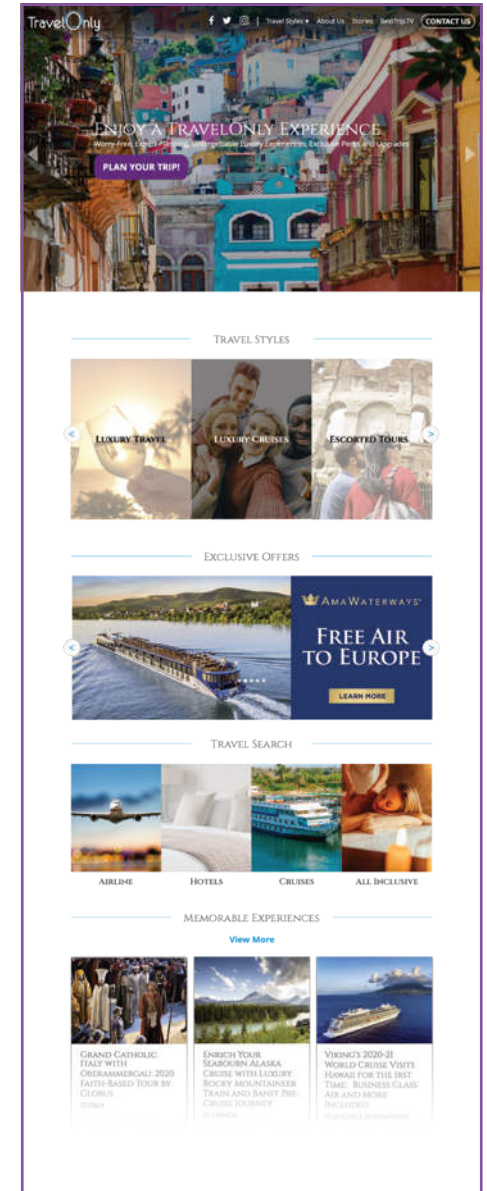


# TRAVELONLY – COMPANY WEBSITE

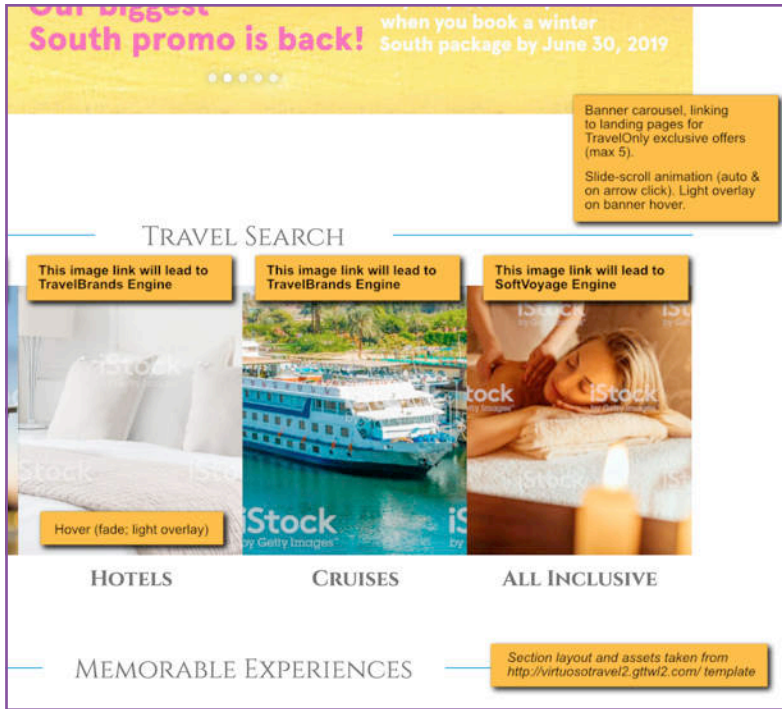
## Web Design



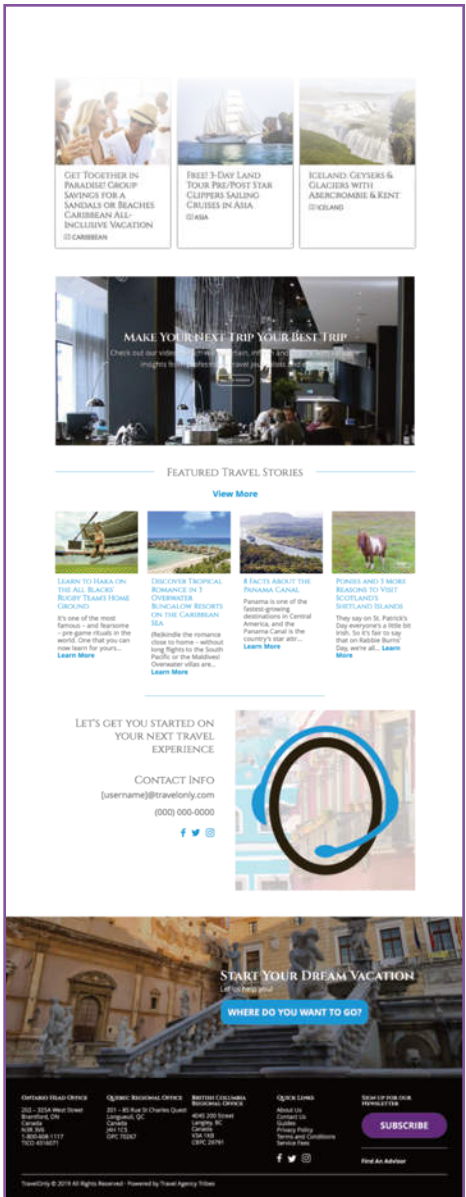
In 2019, a new responsive-design upgrade was required for the company website. I formed the initial look and personality of the new site's design, using clean and crisp elements to make it look friendly and luxurious. The main branding colours of cyan and violet served as accents, call-to-actions, and links around the layout. The use of fonts Cinzel and Open Sans helped the fun-and-luxury combination come together, and they complimented the bold and bright photos of all the exotic locales and destinations that are featured.



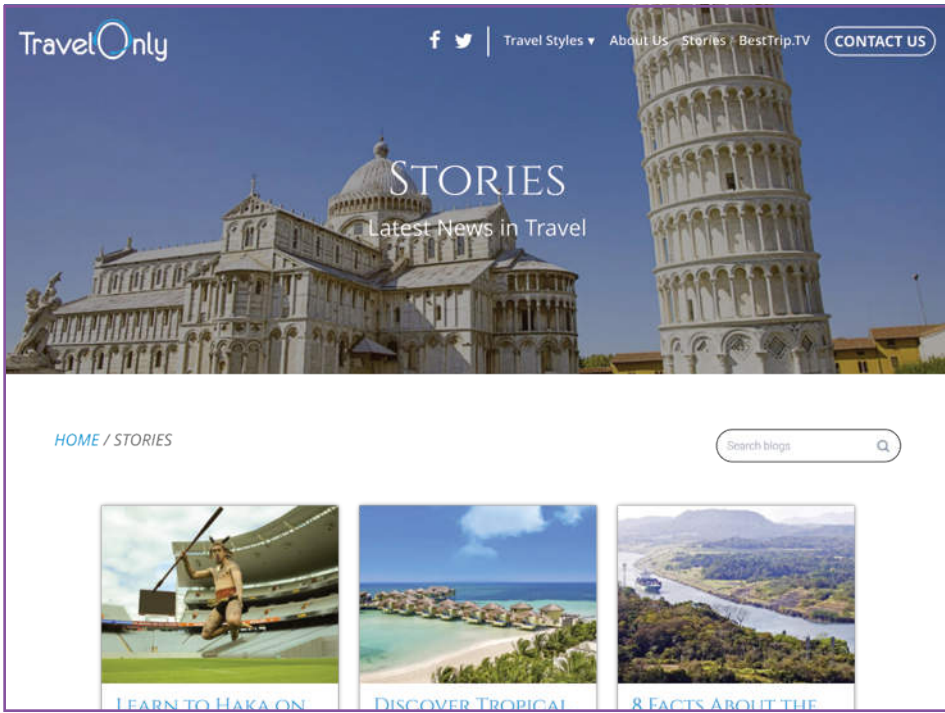




**Pictured on left:**  
Detail of an early mockup draft, with stock image placeholders and annotations.

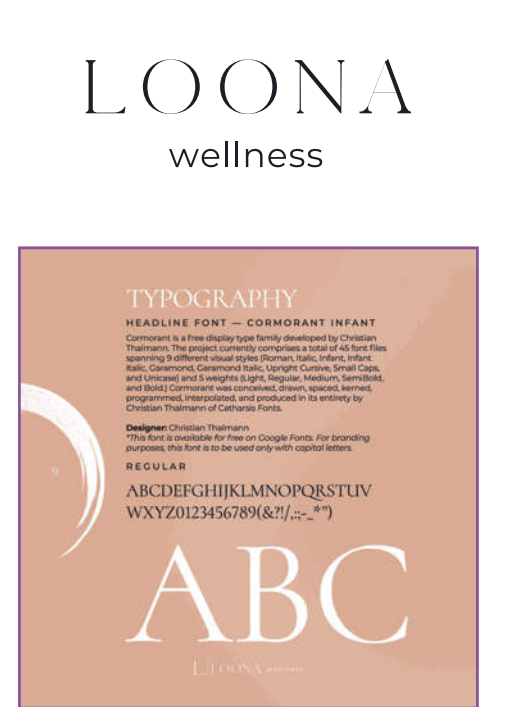


**Specifications:**  
Mockups, built for vacation-based travel site providing trip offers and experiences



# LOONA WELLNESS – STYLE GUIDE

## Branding



Loona Wellness' collection of CBD products is meant to have a feminine and serene look. To achieve this, I created a style guide that reflected a warm pastel colour scheme, crisp and humanist type, painterly strokes and arc/circular visuals to reflect a moon-like feel to the brand.

### COLORS

Our brand colors are used for Loona Wellness messages and overall graphical design layouts. These colors can be applied to design backgrounds, logos, photographs, etc.

<b>BRAND PRIMARIES</b>	<b>BRAND SECONDARIES</b>	<b>BRAND TERTIARIES</b>
<ul style="list-style-type: none"> <li><b>PANTONE Black 6 C</b> CMYK 100 63 32 96 #000020</li> <li><b>White</b> #FFFFFF</li> </ul>	<ul style="list-style-type: none"> <li><b>PANTONE 4050 C</b> CMYK 7 32 311 #D9AC95</li> <li><b>PANTONE 169 C</b> CMYK 0 34 21 0 #FFD3A8</li> </ul>	<ul style="list-style-type: none"> <li><b>PANTONE 270 C</b> CMYK 29 23 0 0 #5485D3</li> <li><b>PANTONE 238 C</b> CMYK 62 42 17 12 #647692</li> </ul>

LOONA wellness

### PERSONA #1: ERIN

Erin is a Public Relations executive for a famous industrial chemical applications company, and is from Wilmington, DE. Direct and straight to the point, Erin has spent enough time as a mother and career woman to see through the puff and know when she's being sold something. She's very concerned about her health and the health of her family and seeks natural solutions for wellness.

**Age:** 42  
**Family:** Married with children  
**Total Household Income:** \$230k per year  
**Education Level:** College degree  
**Personality Type:** Extrovert

**Brand Loyalty:** Though considered loyal to brands, Erin will gladly abandon brands she feels emphasizes profit over value. Will gladly buy Medlocks and Ethos for her and her family but thinks her \$30 Dolly does just as much as a \$300 Apple TV.

**Tabacco User:** No  
**Motivation to Buy:** Erin likes products that "solve problems" in her life, is a fan of discounts and promotions, and will usually stick to favorite brands. She'll buy other brands if it offers a similar experience to her favorite brands.  
**Political View:** Politically agnostic with liberal leanings, especially when it comes to environmental views and health.

**ENGAGEMENT CHANNELS**  
**Mobile vs. Desktop:** 85% mobile  
**Social Media:** Facebook, Instagram, Twitter - Uses Twitter mostly to keep up with news, celebrities and influencers.  
**Other Influencing Ad Types & Reviews:** Podcasts, satellite radio, music streaming services. Heavily influenced by online reviews especially when it comes to customer service.  
**Life Goals:** Erin is hoping to leverage investments and business opportunities to expedite a comfortable retirement.  
**Frustrations:** Erin is trying to raise her children and balance her career. She makes healthy decisions for her family, and she makes natural and environmentally friendly decisions. She is worried about her kids' education and her retirement.

PEVAL 2020 score

LOONA wellness



# HOW TO USE THIS GUIDE

This guide has been created to help our internal teams, as well as external partners, to understand our brand and present it in a consistent manner. Our brand identity system makes it easier to bring our brand to life.

Using the principles outlined in this document makes our work more tightly integrated, more consistent and perhaps more beautiful. This guide is not meant to stifle creativity, but to allow for more creativity, within the bounds laid out in the subsequent pages.

This guide is meant to be used often. You should refer to it frequently to memorize its contents. It is an encapsulation of how we experience us and our business.

We encourage anyone reading this guide in preparation for representing the Loona Wellness brand to spend time with the section detailing the most important parts of the brand, especially the user personas. We want to ensure that these user personas are well understood and we want to ensure that these user personas are well understood and we want to ensure that these user personas are well understood.

L | LOONA wellness



**Designer:** Julieta Ulanovsky (principal)  
*\*This font is available for free on Google Fonts.*

## REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
 PpQqRrSsTtUuVvWwXxYyZz0123456789(&!/,;:- \*")

Aa

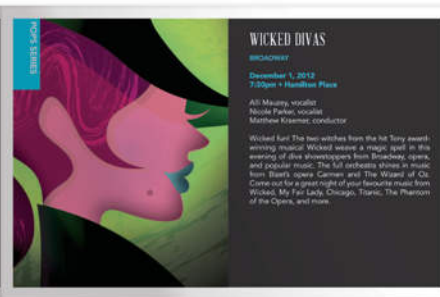
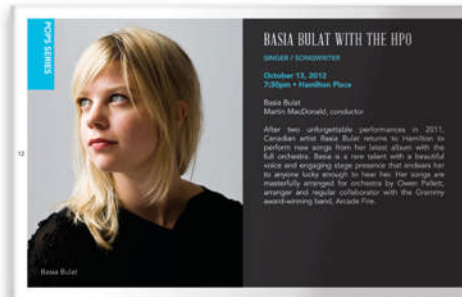
## MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
 PpQqRrSsTtUuVvWwXxYyZz0123456789(&!/,;:- \*")

Aa

# HAMILTON PHILHARMONIC ORCHESTRA (12.13 SEASON)

Branding / Event Marketing / Advertisement Design



## SUBSCRIBERS BENEFIT

### GREAT SAVINGS

- Save up to 25% on your subscription tickets
- Save an additional 10% on any additional tickets

### PRIORITY SEATING

- Subscribers are seated first, ensuring you get the best seats
- Be first in line to order single tickets

### FREE TICKET EXCHANGES

- Last minute change of plans? Call us for hassle-free exchange

### PERSONAL ATTENTION

- Our helpful box office staff is available to help you

## 2 for 1 Deal

Are you a first-time subscriber? Purchase a subscription and a single ticket of equal value. Choose from Masterworks or Pops.

## Order today

Online: [hpo.org](http://hpo.org)  
 By Phone: 905.526.5266  
 By Mail: 105 Main Street, Hamilton, ON L8N 1B1

SUBSCRIBE BEFORE MAY 31

SERIES PRICING		12.13 Season	
Subscribe by May 31 for the early bird price			
<b>FOUR CONCERT SERIES MASTERWORKS OR POPS</b>			
PRICING LEVELS	BOX	A	B
Adult	252 261	210 222	168 178
Senior (65+)	243 252	200 212	159 168
<b>FLEX FIVE CHOOSE ANY 5 CONCERTS</b> Same seating not guaranteed			
PRICING LEVELS	BOX	A	B
Adult	315 326	262 278	210 223
Senior (65+)	304 315	250 265	198 210
<b>ALL EIGHT</b>			

I was involved in kitestring's marketing campaign for the Hamilton Philharmonic Orchestra 2012-2013 season. The program was designed using contemporary, geometric type, and used a colour palette to coordinate every event by category, from solo music performances to stage acts. As well, a number of advertisements were created to compliment the design of the season program, such as promotional postcards, ads for the Bay Observer publication, and digital display banners.



A VERY SPECIAL EVENING WITH

# MARTIN SHORT

AND THE HPO

A FUNDRAISING CONCERT FOR THE  
HAMILTON PHILHARMONIC ORCHESTRA

**JUNE 21, 2012 · 7:30 PM**  
**THE GREAT HALL at HAMILTON PLACE**

Don't miss your chance to see one of the funniest men on the planet live. Hamilton's favourite son Martin Short joins the Hamilton Philharmonic Orchestra for a great night of comedy and music in support of the HPO.

**PERFORMANCE and SPECIAL VIP RECEPTION \$200**  
Reception begins at 6:30 pm in the Studio Theatre.

**PERFORMANCE ONLY \$100 / \$75 / \$50**

**LIMITED AVAILABILITY**



**HPO HAMILTON PHILHARMONIC ORCHESTRA**

boxoffice@hpo.org 905.526.7756 | facebook.com/HamiltonPhilharmonic | twitter.com/H\_P\_O



### Specifications include:

8.5 x 5.5 in, program; 10.25 x 7.5 in, newspaper ads; 5 x 7 in, postcards; large digital display ads

### 12.13 Season

### HAMILTON PHILHARMONIC ORCHESTRA

First-time subscriber? Make friends with our great 2-for-1 subscription deal!

#### POPS SERIES:



Basia Bulat with the HPO  
October 13, 2012



Wicked Divas  
December 1, 2012



Diana Panton  
and the HPO  
February 9, 2013



The Last Night  
of the Proms...Ever  
March 23, 2013

#### MASTERWORKS SERIES:



Mozart & Beethoven  
September 22, 2012



Ravel & Shostakovich  
November 10, 2012



Dvořák & Liszt  
March 2, 2013



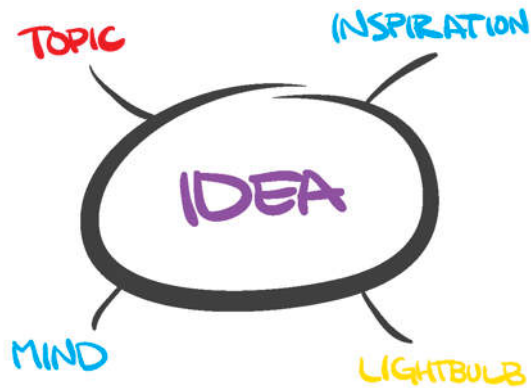
Fiesta!  
April 20, 2013

Music this moving deserves to be shared.

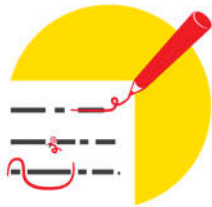
First-time subscribers, purchase a subscription and receive a second one of equal value free!

# WRITING DYNAMICS – WORKBOOK ILLUSTRATIONS

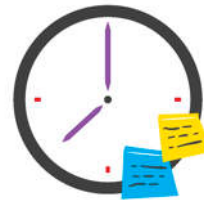
Illustration



And  
But



**NOUN**

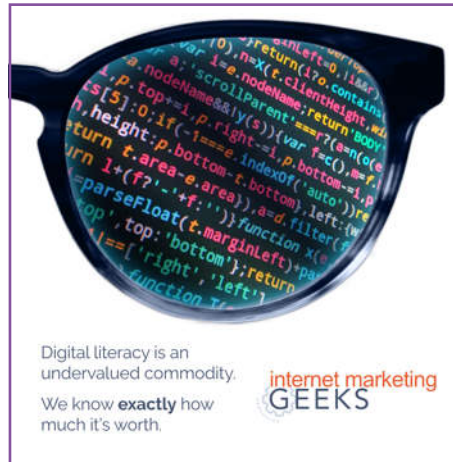


I was given the opportunity to create art for the Writing Dynamics workshop book for Think on Your Feet, a McLuhan & Davies Communications group. The job was to create “clip art” vector illustrations to go with the different sections of the book, such as “Outlining Techniques” and “Tips from the Professional Writer”. I stuck with a six-swatch colour scheme that looked both bold and friendly.



# INTERNET MARKETING GEEKS – POST GRAPHICS

## Social Media Marketing



From 2021 to 2022, I was responsible for a number of projects for Internet Marketing Geeks, a digital and online agency. One role I had with them was to create square-post style images that would go alongside their Facebook page. I mainly stayed close to the company's style—colour, type, general branding vision—but I made sure to add a nice “pop” to anything that needed it, such as matching colours to holiday-related posts.



# HOW HOLIDAYS CAN IMPROVE BACKLINK STRATEGY



internet marketing GEEKS

Internet Marketing Geeks  
January 5, 2022

We'll help you stick to your business resolution! Start 2022 with a plan to grow and improve with IMG.  
#business #newyeargoals #newyearsresolutions #resolutions

## IS YOUR RESOLUTION TO BUILD OR IMPROVE YOUR BUSINESS?

# START 2022 STRONG!

internet marketing GEEKS CONNECT WITH US TO ACHIEVE YOUR BUSINESS RESOLUTIONS!

Like Comment Share

Write a comment...

## ARE YOU READY FOR GOOGLE'S COOKIEPOCALYPSE?



internet marketing GEEKS

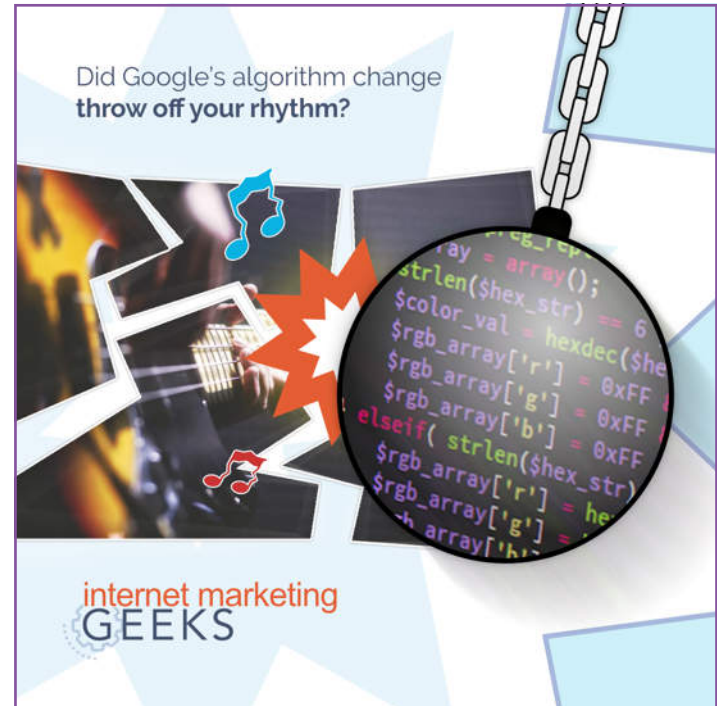
## MAGNIFY YOUR VISION

Let us help you bring clarity to your image



internet marketing GEEKS

## Did Google's algorithm change throw off your rhythm?



internet marketing GEEKS

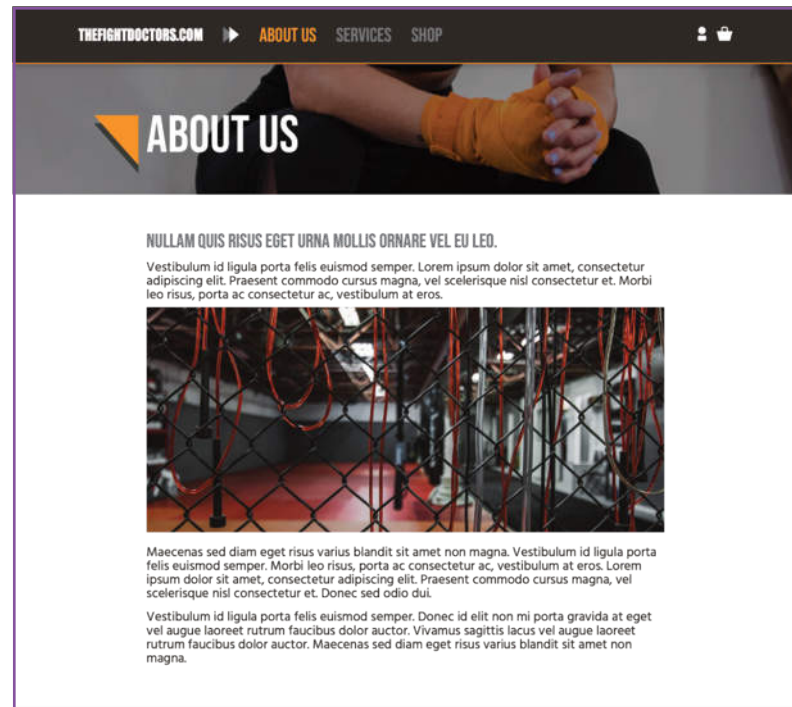


# THEFIGHTDOCTORS – COMPANY WEBSITE

## Web Design



An important element to include in THEFIGHTDOCTORS.COM's website was the brand's use of triangles to portray strength, which fits well with their fitness and MMA-fan demographic. As such, I included right-angle triangles in much of the frame motifs and main page headers. Other than the CBD product photos, I included photos and imagery with subjects related to physical health management and personal physique.



# SERVICES

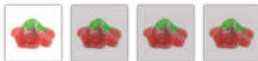
CRAS MATTIS CONSECTETUR PURUS SIT AMET FERMENTUM.

Cras mattis consectetur purus sit amet fermentum. Sed posuere consectetur est at lobortis. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Maecenas faucibus pharetra augue. Curabitur blandit tempus porttitor.

BASIC PACKAGE	BEST SPECIALIZED EXAMS	INTERMEDIATE PACKAGE
HIV   HepB   HepC HIV   HepB   HepC   CBC Lab Work Optometrist Exam Full Evaluation	Neurological Exam for Clearance MRI Scan with Report CT Scan with Report Pre-Concussion ImPACT Exam Follow Up ImPACT Exam	Ophthalmologist Eye Exam Physical Exam Female Exam EKG

CONTACT US FOR BUNDLE PRICING

» SHOP / Cherry Sours



## CHERRY SOURS

Nullam quis risus eget urna mollis ornare vel eu leo. Nulla vitae elit libero, a pharetra augue. Vestibulum id ligula porta felis euismod semper. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Maecenas faucibus mollis interdum.

MORE OPTIONS »

TYPE: CBD Full Spectrum, 2 Count

\$4.95

ADD TO BASKET »

SHARE



## RELATED PRODUCTS



THEFIGHTDOCTORS.COM ABOUT US SERVICES SHOP Active page link: Orange

## SHOP

CRAS MATTIS CONSECTETUR PURUS SIT AMET FERMENTUM

CONTENT HEADER: 24pt Light Gray Header  
CONTENT BODY: 16pt Black Body White background.

CRAS MATTIS CONSECTETUR PURUS SIT AMET FERMENTUM. Sed posuere consectetur est at lobortis. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Maecenas faucibus pharetra augue. Curabitur blandit tempus porttitor.

**DROPDOWN:** 14pt Orange Bold Body. White box with drop shadow.

**PRICE:** 12pt Black Body on Dark Gray Prices in Bold

SORT BY ▼

**NAME A-Z**

**POPULARITY**



Watermelon Rings (CBD Full Spectrum, 2 Count)  
\$4.95

**IMAGE:** "watermelon-rings.png"



Peach Rings (CBD Full Spectrum, 2 Count)  
\$4.95

**IMAGE:** "peach-rings.png"



Triple Bears (CBD Full Spectrum, 2 Count)  
\$4.95

**IMAGE:** "cherry-sours.png"

VIEW OPTIONS  
ADD TO BASKET »

ITEM, ON HOVER: "cherry-sours.png"  
• **BUTTONS:** 11pt White Bold Body on Orange/Light Gray  
• **OVERLAY:** 50% Black background.

Cherry Sours (CBD Full Spectrum, 2 Count)  
\$4.95

**IMAGE:** "triple-bears.png"



CBD Full Spectrum Salve/Balm (2 oz Tin)  
\$26.95

**IMAGE:** "balm.png"



Delta-8 Capsules (30 Cap Jar)  
\$29.95

**IMAGE:** "tincture.png"



Super CBDs Tincture (Full Spectrum CBD, 1001 mg)  
\$49.95

**IMAGE:** "tincture.png"



K1011001 Tincture (Delta-8)  
\$39.95

**IMAGE:** "tincture.png"



Citrus Tincture (Delta-8)  
\$39.95

» 1 » SHOP PAGE NAV: 12pt Light Gray Bold Body

## CONTACT

Integer posuere erat a ante venenatis dapibus posuere velit aliquet fermentum. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Subject (Optional)

Message

I would like to join the mailing list



THEFIGHTDOCTORS.COM

SOCIAL



SITEMAP

Home  
About Us  
Services

© 2021 TheFightDoctors.com