

*Alejandro
Garfias*

Brand Identity

Services for this project: Branding, Packaging, Illustration, Layout, Production, Iconography



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A NEW EXPERIENCE EVERY CUP

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PROBLEM

This concept was something I developed in my last year of the VC program. The purpose was to push myself to conceptualize a brand for a cafe and develop a versatile visual identity system.

SOLUTION

I began by doing extensive research on cafes wanted to make sure the logo felt less sophisticated and more playful and modern. I wanted it to feel welcoming for everyone. From here I focused on creating a flexible color palette that would allow for many friendly, fun variations.

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GOOD

GVBS

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GVBS

GOOD VIBE
BEAUTY STU



PROBLEM

The client for this project wanted to update their brand with a more elegant and sustainable logo. The goal was to elevate their branding while remaining welcoming to better differentiate them from their competitors in the Salem-Keizer area.

SOLUTION

Assessing their competitors, I noticed there was a pattern of a more whimsical visual identity. To set Good Vibes apart, I created a type-based logo that combines structure and elegant simplicity.

LeFleur
— FEEL THE DIFFERENCE —



LeFleur

こんにちは! という文字は東南アジア諸国連合を表します。 6ヵ月靴を買っていない。新しいのを買ってよい頃だ。 6ヵ月靴を買っていない。新しいのを買ってよい頃だ。 ログアウトするんじゃないかったよ。 イルカは人間に次いで最も知能が高く、やがては彼らとの対話も夢ではないと考えている科学者もいる。 ああ、怖かった。 彼らのコミュニケーションは我々が考えてきたものよりはるかに複雑かもしれません。 9時半の電車に乗れば、何時に秋田につきますか。 すぐに諦めて昼寝をするかも知れない。 彼は、詩人ではなくて小説家だ。

誰にでも長所と短所がある。 インクで書かなければだめですか。 インフレを抑制しようとして金融政策に偏重すると、金融、したがって景気を必要以上に締め付けることになりかねない。 3人のうちの1人が芝刈り機で私の庭を大雑把にざっと刈り、もう一人が妻の庭の端の伸びた雑草をざっと2、3回刈り、残りの一人はトラックに上がってタバコをすっていた。 10分だけ付き合おう。 102°Fの熱があります。 いまだかつて偉大なもので熱烈な精神なくして成し遂げられたものは何もない。 エヴェレスト山は海拔29、002フィートです。 インフレを抑制しようとして金融政策に偏重すると、金融、したがって景気を必要以上に締め付けることになりかねない。 日本には美しい都市が多い。例えば京都、奈良だ。

すぐに諦めて昼寝をするかも知れない。 「野生の動物はロボットではありません」と彼女は言う。 ログアウトするんじゃないかったよ。 あなたは人を単に貧しいからといって見下してはならない。 これが探していたものだ」と彼は叫んだ。 この天気とは気長に付き合っていくしかない。 3年前に東京へ来て以来ここに住んでいる。 2、3ページの英語を訳すのに2時間以上かかりました。 あなたは大変上手にフランス語が話せる。私もあなたと同じくらい上手に話すことができればよいのに。 私たちがそこへ行くかどうかを決めるのは君の責任だ。

アレックス



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PROBLEM

The challenge was to create a visual identity for a soap company that could have flexible variations for their product offerings while remaining cohesive and expressive.

SOLUTION

For this concept I wanted the logo to feel refreshing and natural so I went with a distinctive typeface that helps reinforce simplicity along with the flower to represent the naturalness of the soap.

Package Design

Services for this project: Packaging, Illustration, Layout, Iconography, Visual Identity



TYLER, THE CREATOR PRESENTS:

IGOR

THE FIFTH STUDIO ALBUM, OUT MAY 17TH

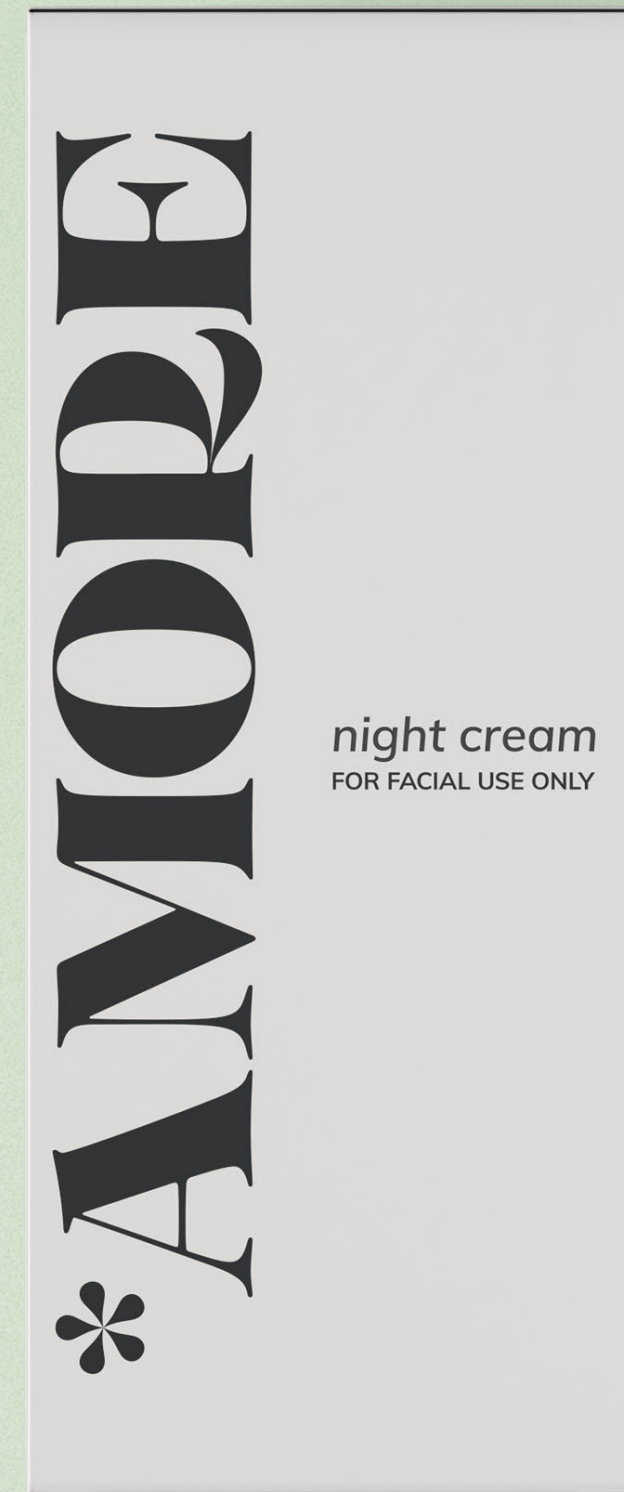


PROBLEM

In redesigning an existing album, I wanted to create something totally fresh and different while still connecting with the album's themes.

SOLUTION

The overarching theme was the extremes of love and hate. Red is the quintessential color to signify danger but also, passion. That was blended with the subtlety of pink which is related to red but diverges from it in its softness. From here, I created an illustrated portrait of the artist that embodies love and heartbreak and contrasted it with bold, structured type.



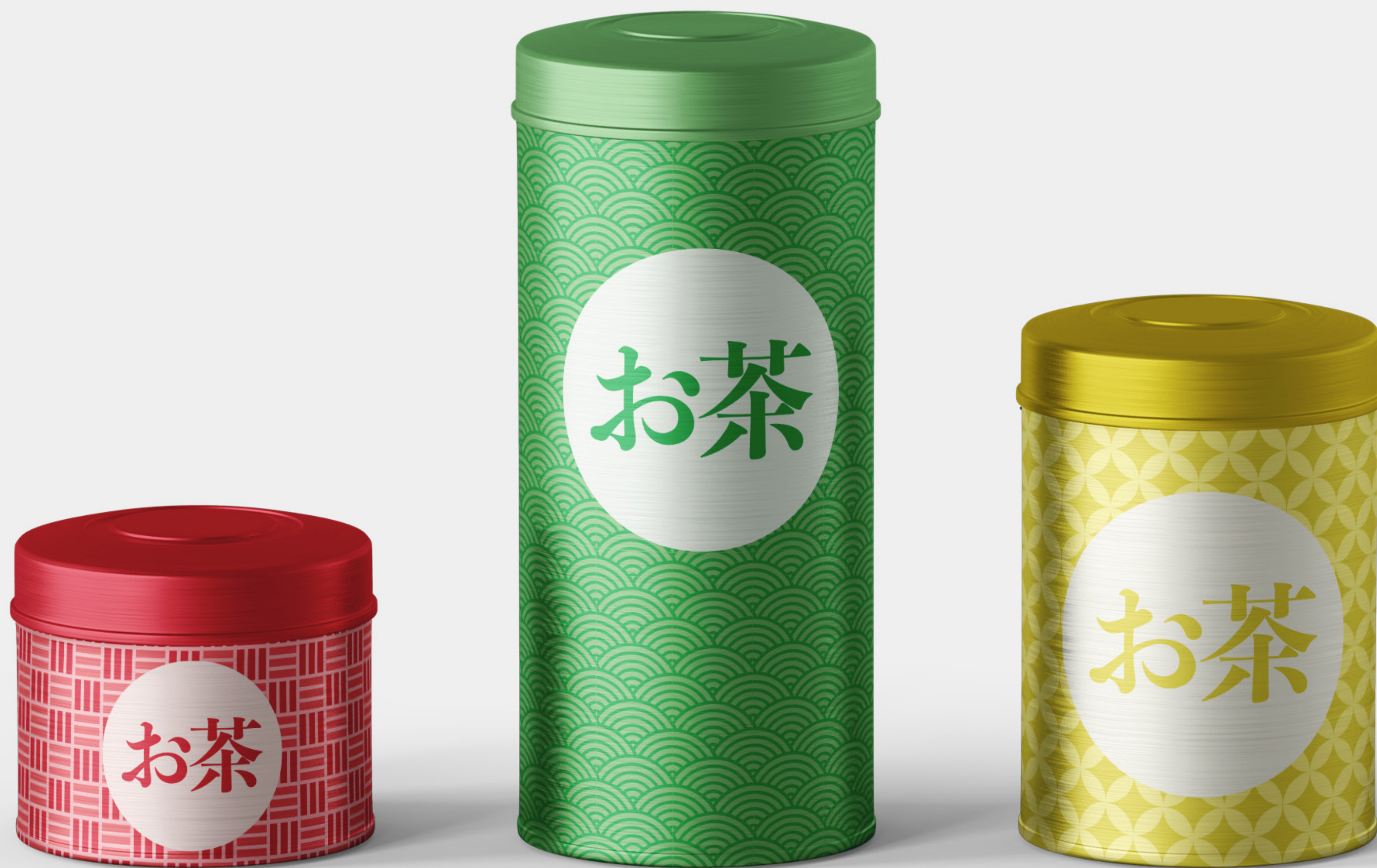


PROBLEM

The core idea behind this concept was to create a system that made cosmetics seem more approachable and recognizable for what they are.

SOLUTION

The first thing I did was to create an icon system that allows the user to know what each item is. What follows next is the typography, I made sure that it was bold and created a nice contrast but complemented the icons.





PROBLEM

お茶 (Ocha) means Tea in Japanese. The concept behind this company was to develop elements that related to the tea history from Japan but also portray a premium and minimalist identity.

SOLUTION

My research and concept process led me to create a few traditional patterns along with patterns for the ingredients used in the tea. This simplistic approach allowed the beauty of the type to stand out furthermore which allowed the brand to look premium and simplistic.

Logo Design

Services for this project: Illustration, Iconography

the creative co.

kraftworks
B R E W E R Y

PROBLEM

As with any other project the idea behind these logos was to create something that was adaptable, revitalizing and spoke true to the brand.

SOLUTION

My solution for each project differed but throughout the process I made sure that I researched the industry along with the competitors and tweaked my designs to be versatile or what it called for.

Illustration

Services for this project: Illustration





PROBLEM

Throughout my time in VC there were many projects that needed visuals to be eye catching.

SOLUTION

These are some of the illustrations I have done over the past few years for some of my classes. As you can see I have explored different styles over time. Some of these have been used on campus and some have recognized at The Gretchen Shuette Art Gallery.

Thank You