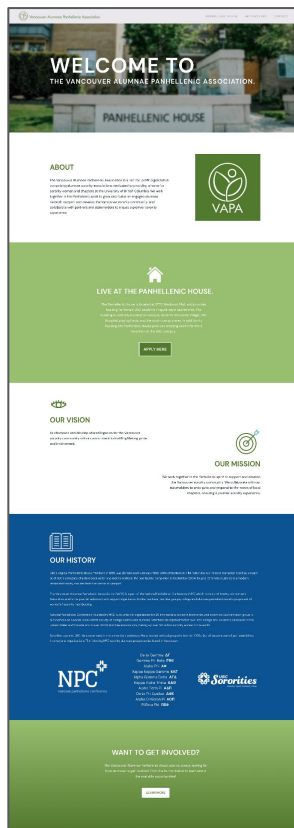# Design Portfolio

Ariel Cao © 2022

arielcao.com/digital_media.html

ARIEL CAO

Vancouver Alumnae Panhellenic Association Re-branding — 2021

Re-designed visual brand elements for the non-profit, including logo, colour palette, typography, style, and other design assets. Created brand guidelines and conducted interviews & research with stakeholders to customize for the organization needs. Built the website from the ground up and illustrated design assets such as building floor plans.

CLIENT
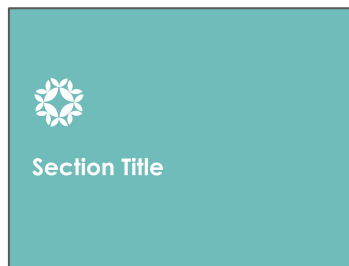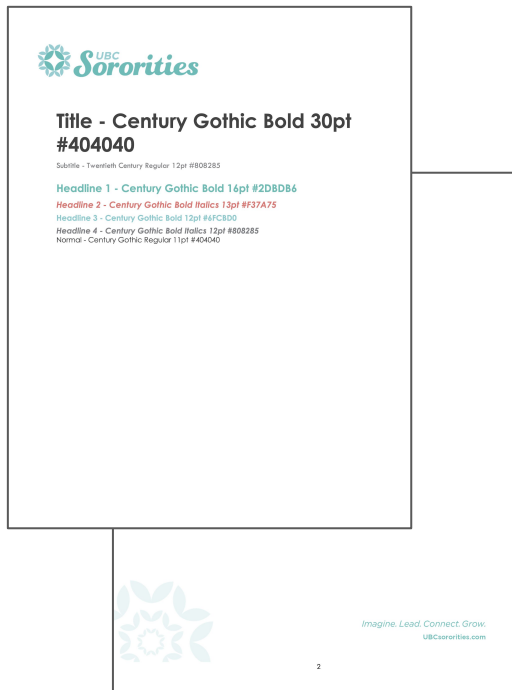Vancouver Alumnae Panhellenic Association (VAPA)

MY ROLE
Brand Identity Designer - Graphic Design with Adobe Photoshop & Illustrator

WEBSITE
vanpanhellenic.ca

UBC Sororities Brand Guide Updates — 2020

Took the initiative to outline details & more clarity on the font size/typeface for letterheads & powerpoints based on the original UBC Sororities Brand Guide, as the original guide had no guidelines on letterheads & powerpoint templates.
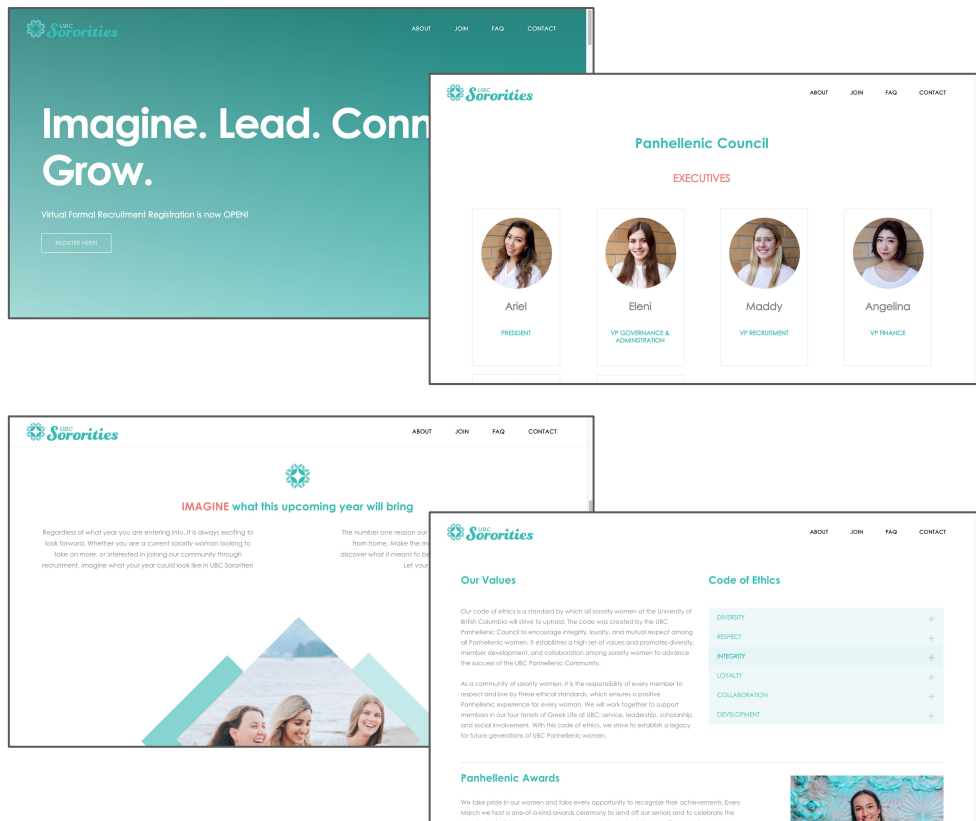
CLIENT
UBC Sororities

CREDITS
UBC Sororities Logo/Assets & Brand Guide

MY ROLE
UBC Sororities President - Google Suite (Docs & Slides)

Imagine. Lead. Connect. Grow. (Website) — 2019

Re-did all 40-50 pages of UBC Sororities' website using Weebly templates, with customized fonts, elements, colours, & images according to UBC Sororities' brand guide.
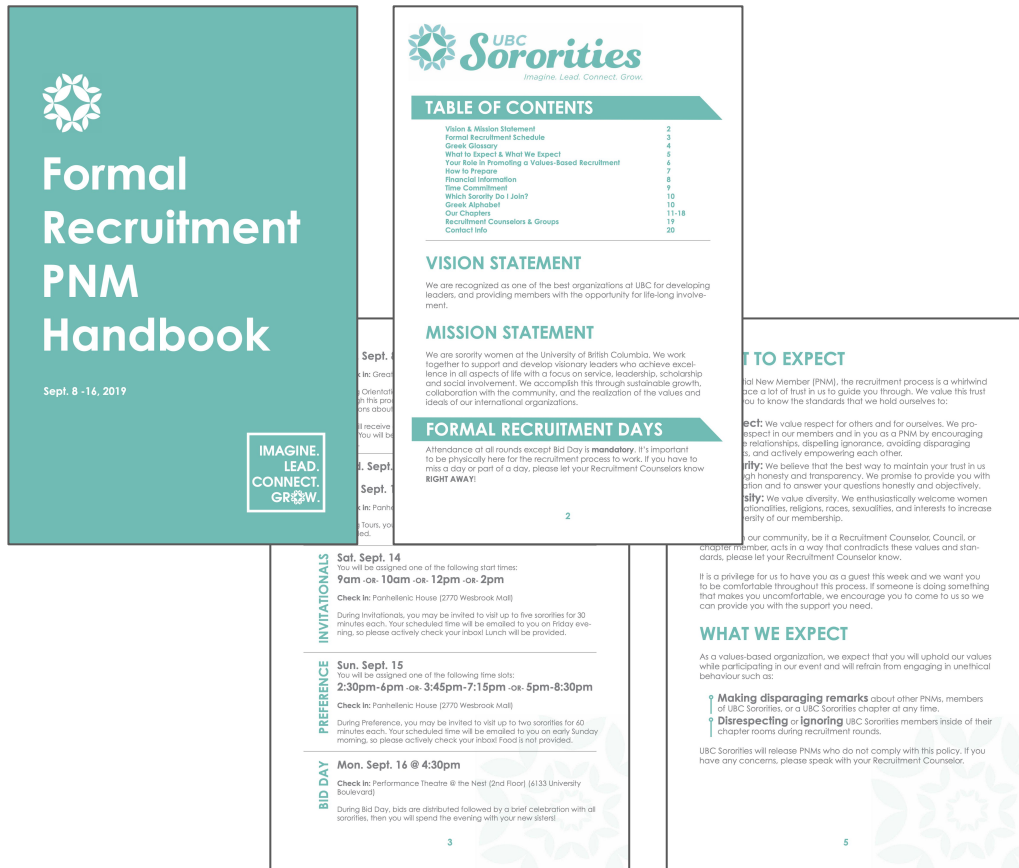
CLIENT
UBC Sororities

CREDITS
UBC Sororities Logo/Assets & Brand Guide

MY ROLE
UBC Sororities Vice President of Marketing - Weebly, CSS/HTML

Imagine. Lead. Connect. Grow. (Potential New Member Handbook) — 2019

Potential New Member Handbook for UBC Sororities Formal Recruitment 2019.

Followed UBC Sororities' brand guide and utilized logos & floral assets to create a 20-page handbook for Potential New Members coming through Formal Recruitment.

CLIENT
UBC Sororities

CREDITS
UBC Sororities Logo/Assets & Brand Guide

MY ROLE
UBC Sororities Vice President of Marketing - Graphic Design with Adobe InDesign

Imagine. Lead. Connect. Grow. (Freebies) — 2019

Stickers, buttons, phone wallets, and business cards for UBC Sororities Formal Recruitment 2019.

Followed UBC Sororities' brand guide and utilized logos & floral assets to create freebies for campus-wide distribution during Formal Recruitment.

CLIENT
UBC Sororities

CREDITS
UBC Sororities Logo/Assets & Brand Guide

MY ROLE
UBC Sororities Vice President of Marketing - Graphic Design with Adobe Illustrator

Imagine. Lead. Connect. Grow. (Apparel) — 2019

Promotional Team long sleeve t-shirt, Recruitment Counsellor short sleeve t-shirt, tote bag, and clipboard design for UBC Sororities Formal Recruitment 2019.

Followed UBC Sororities' brand guide and utilized logos & floral assets to create recruitment volunteers' apparel during Formal Recruitment.
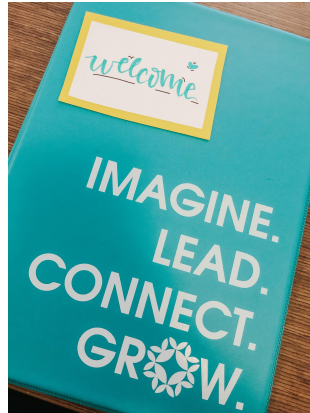
CLIENT
UBC Sororities

CREDITS
UBC Sororities Logo/Assets & Brand Guide

MY ROLE
UBC Sororities Vice President of Marketing - Graphic Design with Adobe Illustrator

Victoria's Secret PINK GRL PWR Campaign — 2019

Phone wallet, scrunchy hangtag, Instagram graphic, and magnet design for VS PINK's girl power campaign. Winning design of VS PINK's Campus Rep phone wallet/scrunchy hangtag challenge 2018/19. Printed & distributed to schools across PINK Campus Rep programs in North America.

Inspired by Beyoncé's hit song, "Run The World (Girls)" through a fun collegiate lens.

CLIENT
Victoria's Secret PINK

CREDITS
Victoria's Secret PINK logos

MY ROLE
Graphic Design with Adobe Illustrator

Orchard Commons Rebranding — 2017

Re-designed logo after organization rebranding. Pull-up banner, digital signage graphic, print-out photo banner, socks, and apparel for UBC Orchard Commons Residence Association 2017/18.

Logo was inspired by the shape of a fruit, as the residence was named "Orchard Commons", with two buildings named "Bartlett" pear and "Braeburn" apple.

CLIENT
UBC Orchard Commons Residence Association (OCRA)

CREDITS
Photography by @leejohnny_

MY ROLE
OCRA Marketing Coordinator - Graphic Design with Adobe Photoshop

(Cont') Orchard Commons Rebranding — 2017

LOGOS

OCRA logo.
Please use this logo as first choice.

Reversed on green coloured background.
Please use this for all residence print material, when posters require a specific coloured background.

Stacked option with full name.
Please use this logo for life-size displays (eg. TV, banner, etc.)

Reversed on blue coloured background.
Refrain from using this unless absolutely necessary.

COLOUR SWATCHES

	Colour	CMYK	HEX	Pantone
	Black	0/0/0/100	000000	Black C
Logo & Typical Print Colours	Charcoal	0/0/0/73	444444	446 C
	White	0/0/0/0	ffffff	-
	Green	20/0/41/40	679a31	7737 C
Campaign Colours (only use 1 per campaign)	Blue	69/35/0/25	1067bf	285 C
	Orange	0/44/93/7	ed7c00	138 C

FONTS

ABCDEFGHIJKLM
abcdefghijklmno
1234567890

Beyond The Mountains
Headings
The font is best used for short headlines and display type. It is not meant for body copy.

ABCDEFGHIJKLM
abcdefghijklmno
1234567890

Modeka
Visuals, Body Copy
The geometric font is best used for body copy for visual designs & posters.

ABCDEFGHIJKLM
abcdefghijklmno
1234567890

Montserrat Regular
Digital & Web, Body Copy
The normal font is great across all web platforms & large bodies of text for official documentation.

LOGO USAGE

Minimum Size
0.3"
0.25"
Minimum size of use: 0.25" wide x 0.3" high

Clear Space
Maintain a minimum clear space around the entire logo that is around half of its width.

Logo Usage Don'ts

X Do not change the logo's colours. Only black, charcoal, and white are acceptable.

X Do not change the size & shape of the logo's elements.

X Do not change the logo's orientation.

X Do not stretch or scale disproportionally.

X Do not add effects to the logo. (eg. glow, fade, shadow, outline, etc.)

APPLICATIONS FOR EMAILS & SOCIAL MEDIA

FirstName LastName (Pronouns)
Position Title, Orchard Commons Residence Association
The University of British Columbia | Vancouver Campus | Musqueam Traditional Territory
name@mail.com

Orchard Commons Residence Association

Email Signature
This template is used for all executives' email signatures.

orchard commons
residence association

Official Social Media Cover Photo
This cover is used on official Facebook page, official Facebook group page, and LinkedIn.