GRAPHIC DESIGN PORTFOLIO

PETER N. TRINH

Graphic Designer / Illustrator

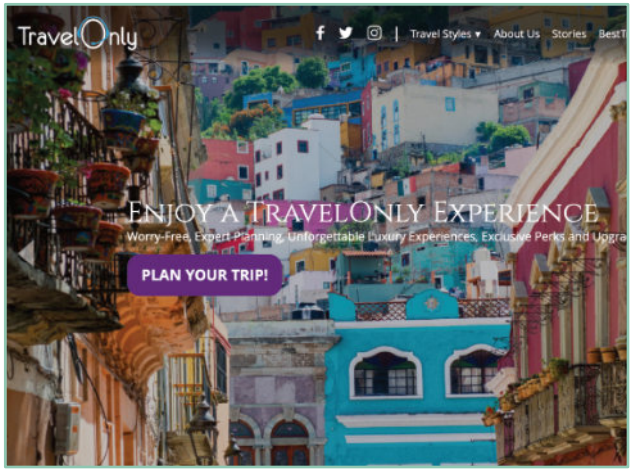












Grids & Gutters

Since high school, I've loved comics, be they long-form slice-of-life dramas, webcomics, or the occasional superhero trade. I am fascinated by illustrative artists who would show off their aesthetics and styles, and I love the way so many styles wear their hearts (and influences) on their sleeves.

The cartoonist **Scott McCloud** is my greatest inspiration. His art and design reflect a deep understanding of the human condition, and I admire the visual flow of his narratives. His book, *Making Comics*, formed the basis for my approach to illustration and graphic design. Primarily, this is through **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. While I do use many styles and aesthetics, his early influence remains a pillar of my work.



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. From 2017 to 2020, I produced event materials for their official awards ceremony, built to thank and reward their 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).













*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.

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











"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.

UNPHOGETABOWL FOOD TRUCK

Brand Identity / Email Marketing



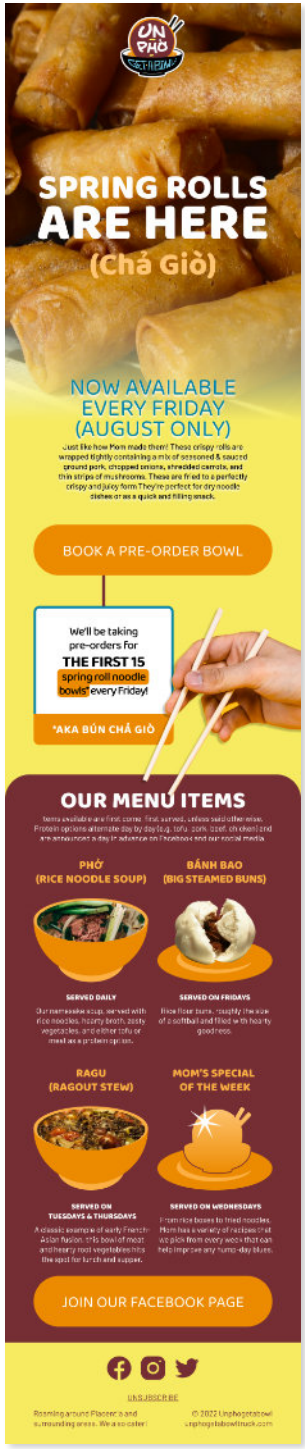
A Vietnamese food truck in Newfoundland (in this case, my older brother's food truck) needed a bold look to get the attention of a demographic that may have not seen a lot of Southeast Asian cuisine.

Playing off the idea of phở 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 and Baloo were very helpful typefaces that conveyed a "customer friendly" look. They 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.

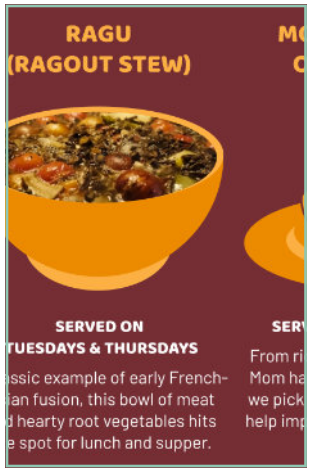


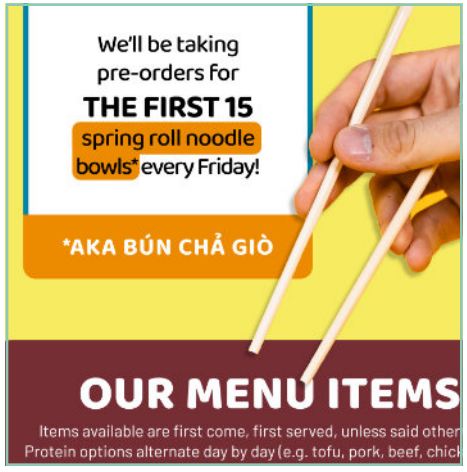
Services flyer (see above), including QR code and vector illustration of food truck



A tasty promotion!
Email marketing promo for a new menu item (see left and below).

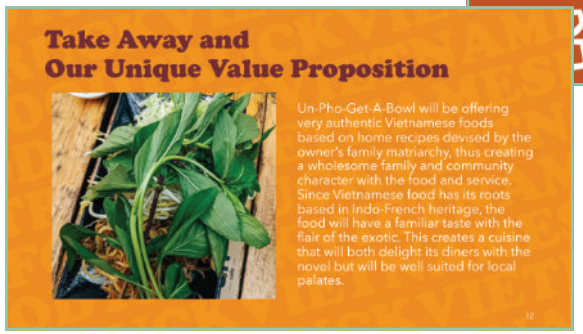
// Click here to view animated sample of email mockup











Samples of "Executive Summary" presentation slides



"Mom" the mascot
Concept sketches (see above), final artwork (see right).



TRINH TYPE SANS

Typography / Type Design



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.



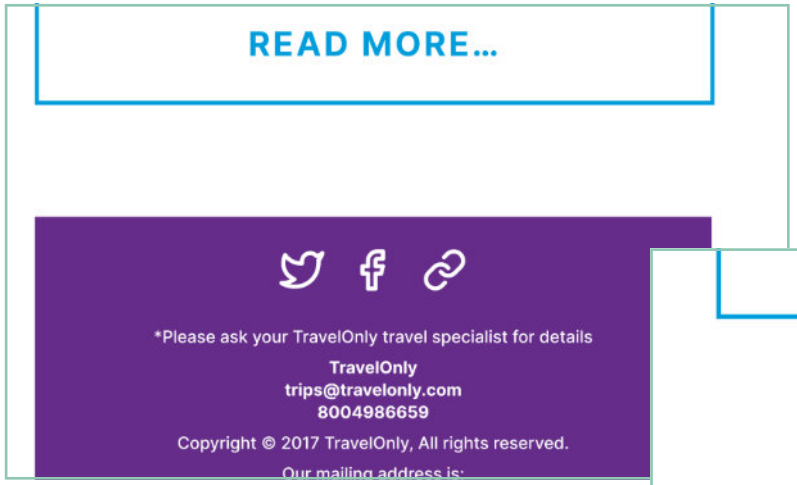
Font family includes:
Regular, Bold, Italic, Bold Italic type styles

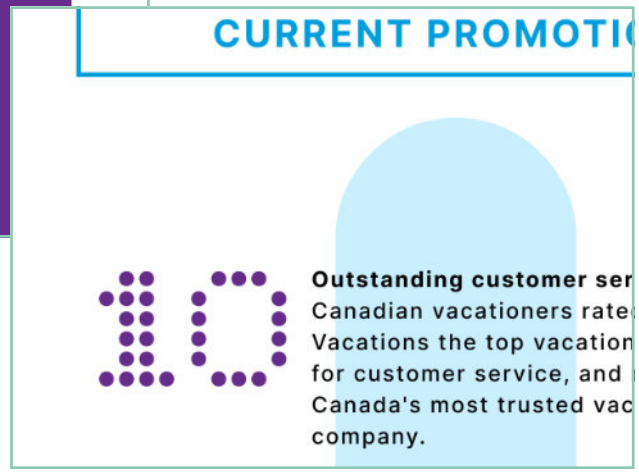


TRAVELONLY – "TOP 10" NEWSLETTER

Email Marketing

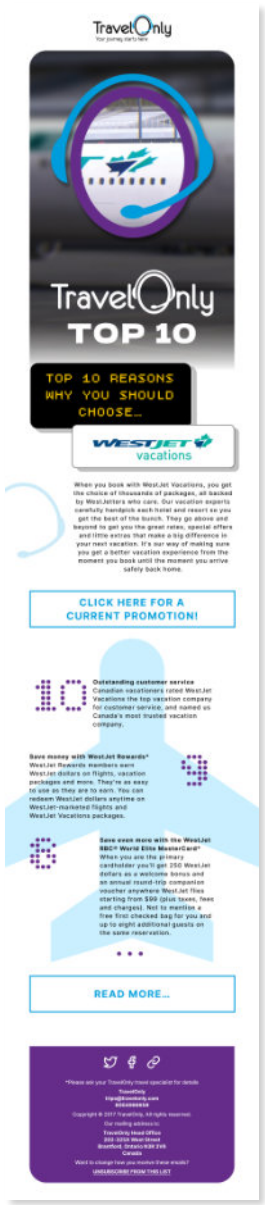






A significant part of my work at TravelOnly involved contribution to their email marketing campaigns. Every month, one of our travel suppliers would get a promotion spotlight in the form of a newsletter, detailing many of the options and current promos they could offer customers.

// Click here to view animated sample of email mockup



LOONA WELLNESS

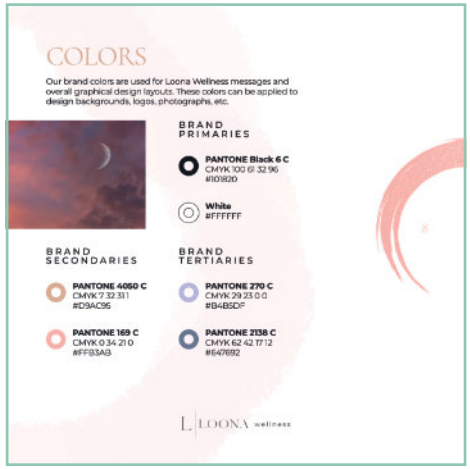
Branding / Email Marketing



LOONA
wellness



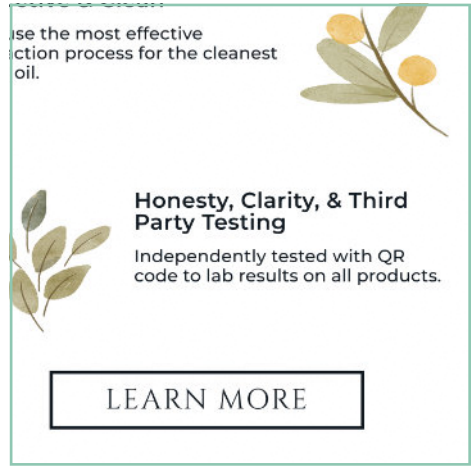
Loona Wellness' collection of CBD products is meant to have a feminine and serene look. To achieve this, I created a style guide that reflected a warm pastel colour scheme, crisp and humanist type, painterly strokes and arc/ circular visuals to reflect a moon-like feel to the brand.













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

REGULAR

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

Aa

MEDIUM

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

Aa

ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

Aa

// Click here to view animated sample of email mockup

LOONA wellness

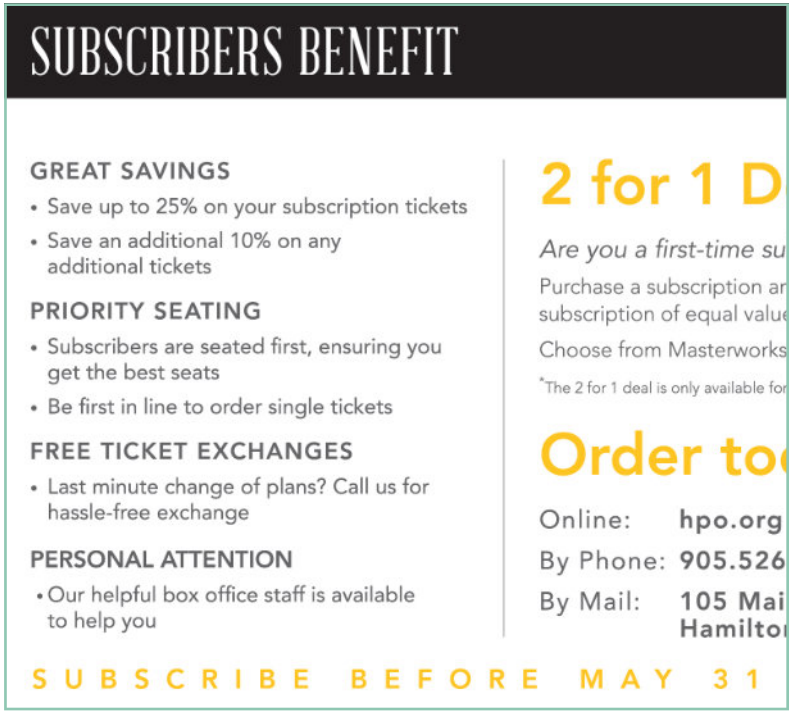
HAMILTON PHILHARMONIC ORCHESTRA (12.13 SEASON)

Branding / Event Marketing / Advertisement Design











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.



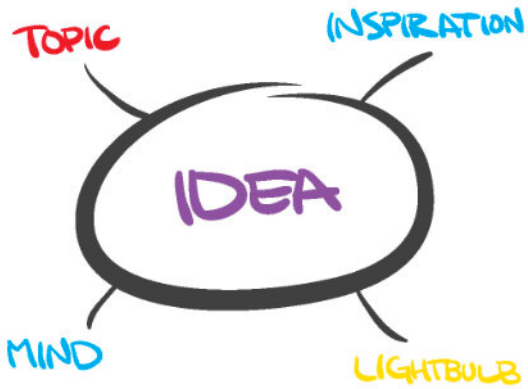


Specifications include:
8.5 x 5.5 in, program; 10.25 x 7.5 in, newspaper ads; 5 x 7 in, postcards; large digital display ads



WRITING DYNAMICS – WORKBOOK ILLUSTRATIONS

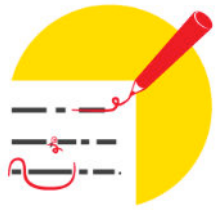
Illustration



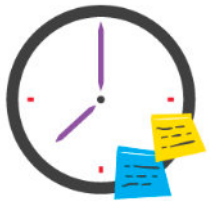














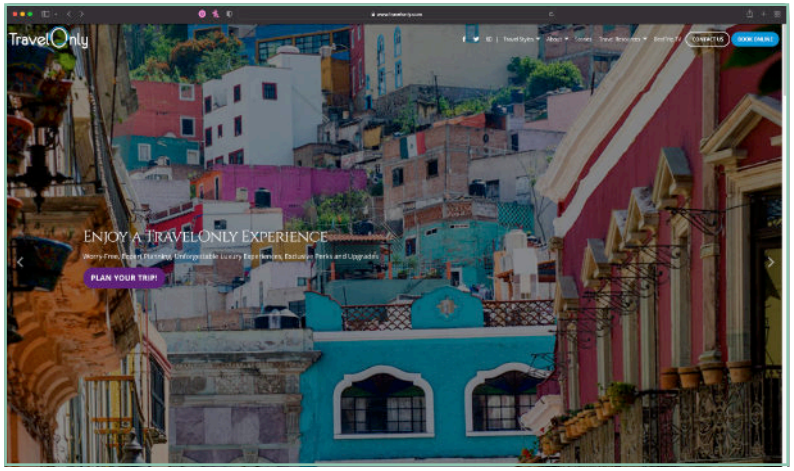
I was given the opportunity to create art for the Writing Dynamics workshop book for Think on Your Feet, a McLuhan & Davies Communications group. The job was to create "clip art" vector illustrations to go with the different sections of the book, such as "Outlining Techniques" and "Tips from the Professional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

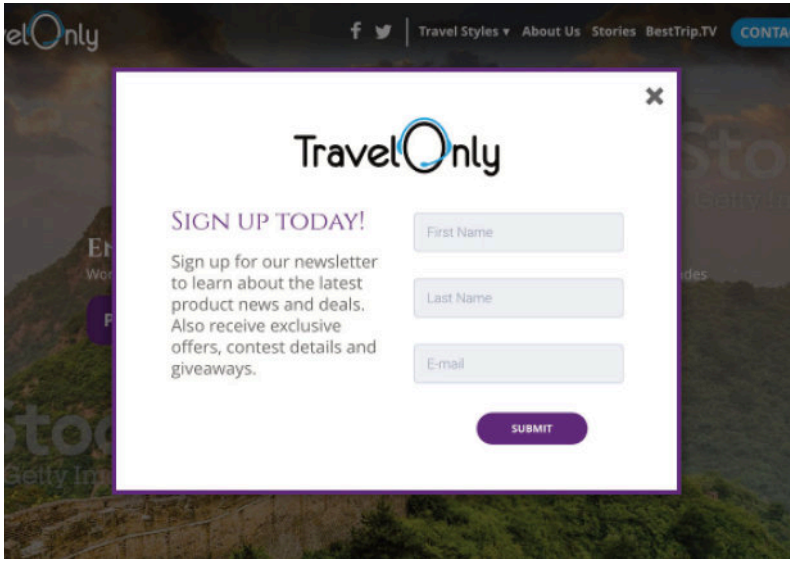




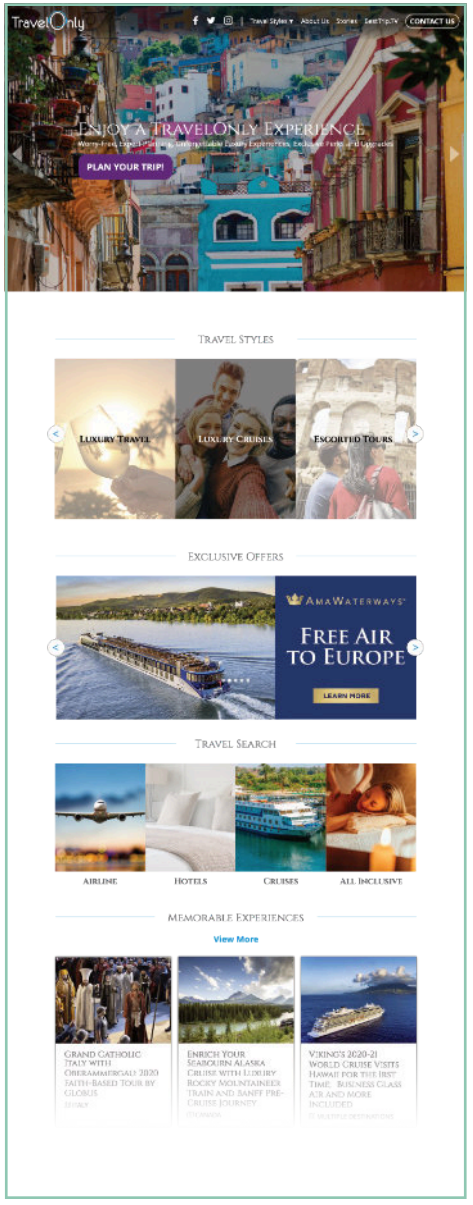
TRAVELONLY – COMPANY WEBSITE

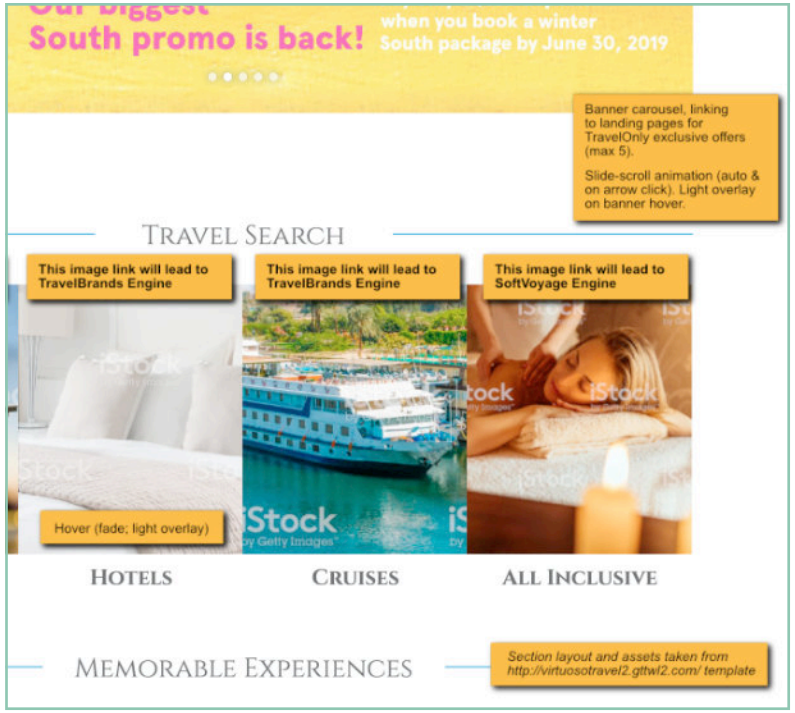
Web Design



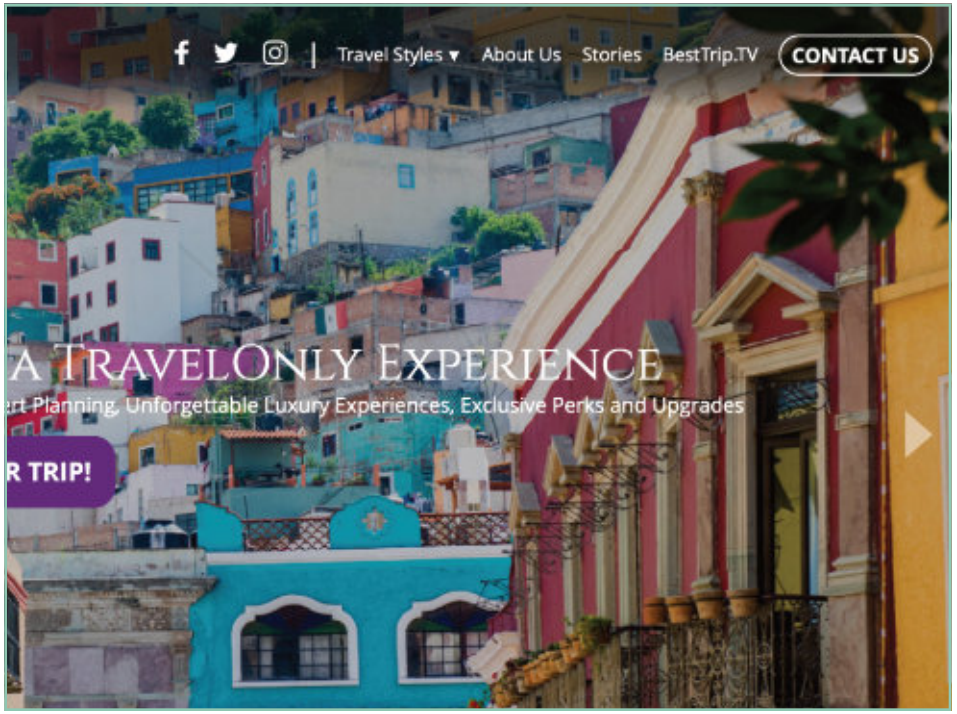


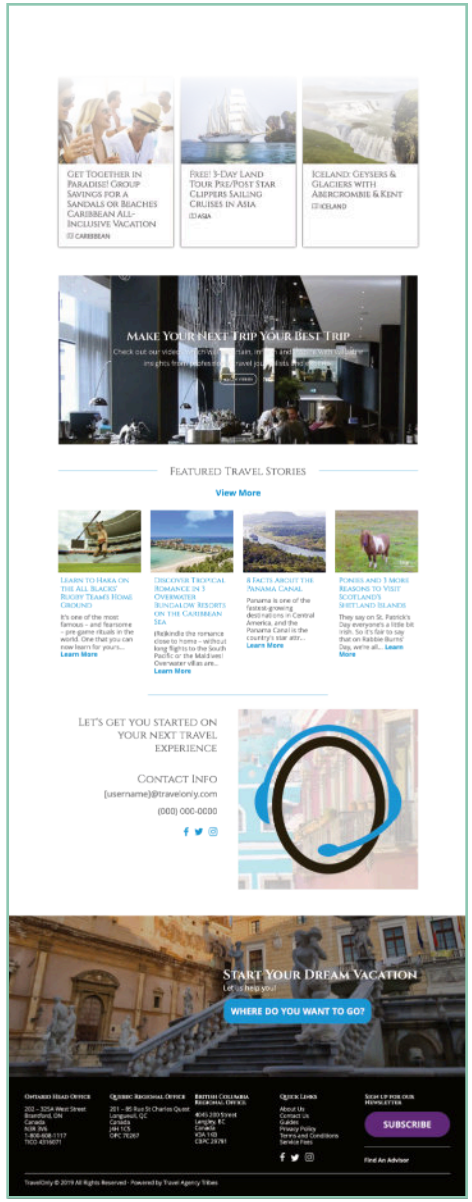
In 2019, a new responsive-design upgrade was required for the company website. I formed the initial look and personality of the new site's design, using clean and crisp elements to make it look friendly and luxurious. The main branding colours of cyan and violet served as accents, call-to-actions, and 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

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

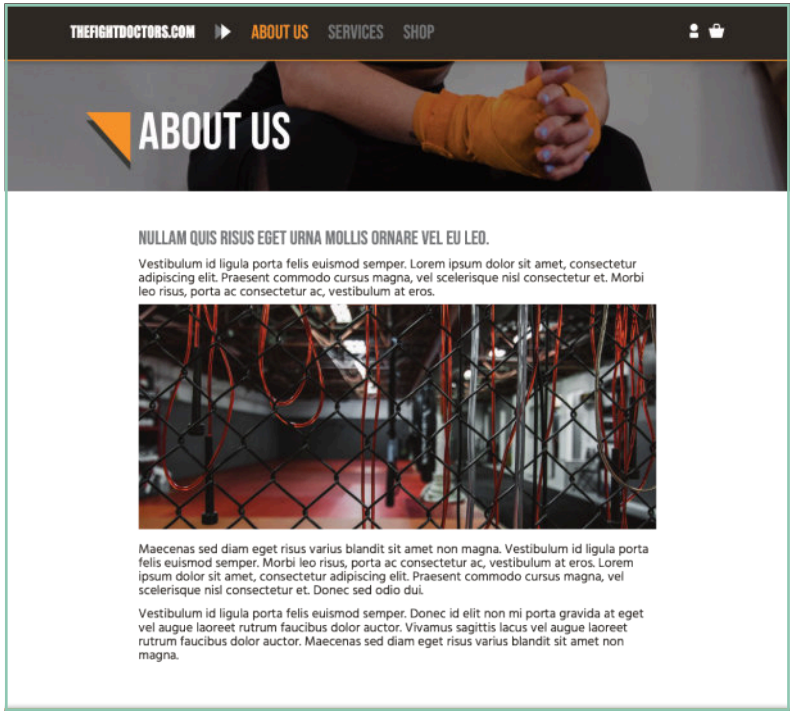

Did Google's algorithm change
throw off your rhythm?
internet marketing
GEEKS

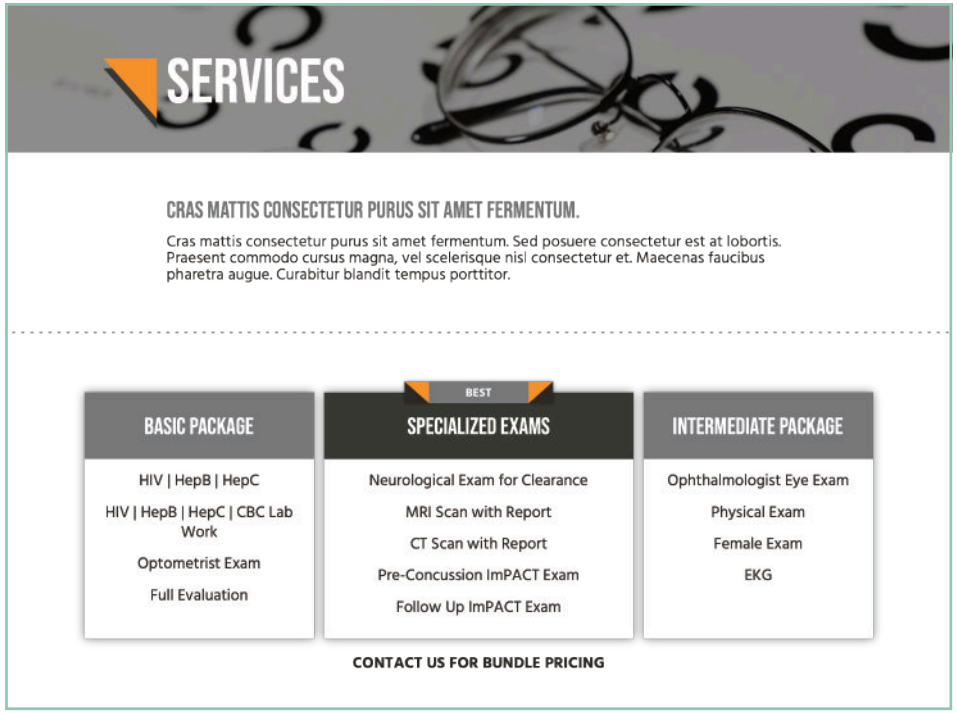
THEFIGHTDOCTORS – COMPANY WEBSITE

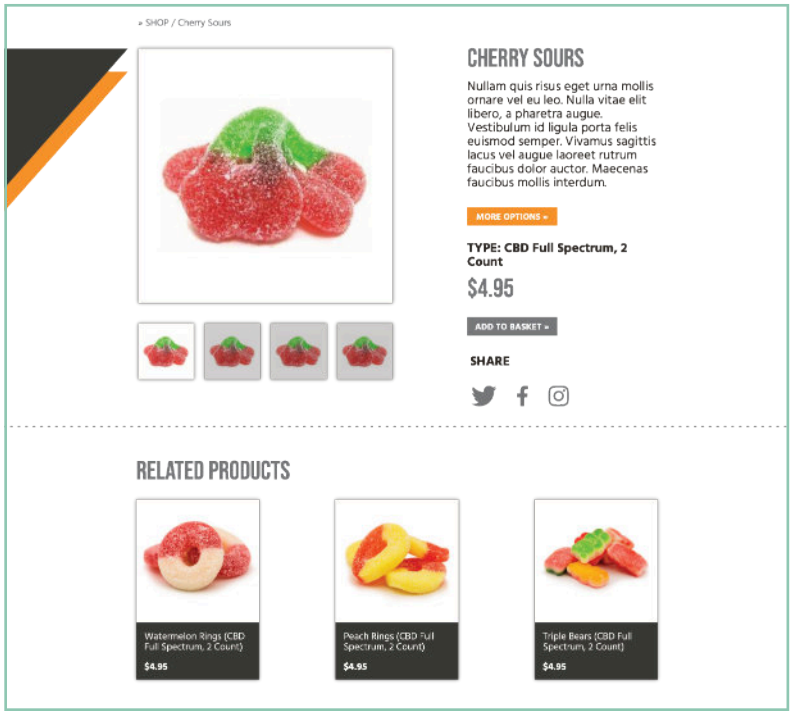
Web Design

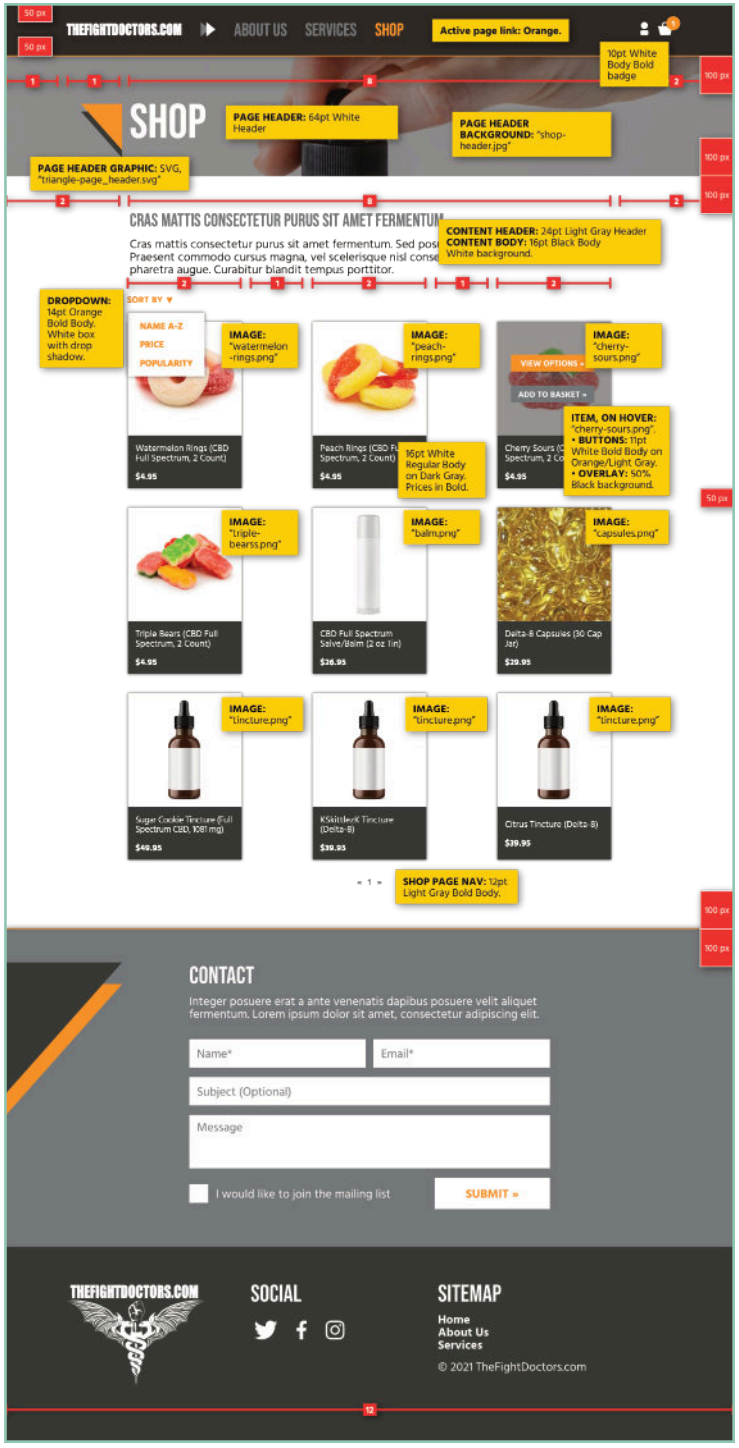


An important element to include in THEFIGHTDOCTORS.COM's website was the brand's use of triangles to portray strength, which fits well with their fitness and MMA-fan demographic. As such, I included right-angle triangles in much of the frame motifs and main page headers. Other than the CBD product photos, 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
HIV | HepB | HepC
HIV | HepB | HepC | CBC Lab Work
Optometrist Exam
Full Evaluation
BEST
SPECIALIZED EXAMS
Neurological Exam for Clearance
MRI Scan with Report
CT Scan with Report
Pre-Concussion ImPACT Exam
Follow Up ImPACT Exam
INTERMEDIATE PACKAGE
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
Watermelon Rings (CBD Full Spectrum, 2 Count) $4.95
Peach Rings (CBD Full Spectrum, 2 Count) $4.95
Triple Bears (CBD Full Spectrum, 2 Count) $4.95


THEFIGHTDOCTORS.COM
ABOUT US
SERVICES
SHOP
Active page link: Orange.
SHOP
PAGE HEADER: 64pt White Header
PAGE HEADER BACKGROUND: "shop-header.jpg"
PAGE HEADER GRAPHIC: SVG, "triangle-page_header.svg"
CONTENT HEADER: 24pt Light Gray Header
CONTENT BODY: 16pt Black Body White background.
DROPDOWN: 14pt Orange Bold Body. White box with drop shadow.
NAME A-Z
PRICE
POPULARITY
IMAGE: "watermelon-rings.png"
IMAGE: "peach-rings.png"
IMAGE: "cherry-sours.png"
ITEM, ON HOVER: "cherry-sours.png". • BUTTONS: 11pt White Bold Body on Orange/Light Gray. • OVERLAY: 50% Black background.
16pt White Regular Body on Dark Gray. Prices in Bold.
IMAGE: "triple-bearss.png"
IMAGE: "balm.png"
IMAGE: "capsules.png"
IMAGE: "tincture.png"
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.
Name*
Email*
Subject (Optional)
Message
I would like to join the mailing list
SUBMIT »
SOCIAL
SITEMAP
Home
About Us
Services
© 2021 TheFightDoctors.com