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Simran Singh

Artist and Graphic Designer

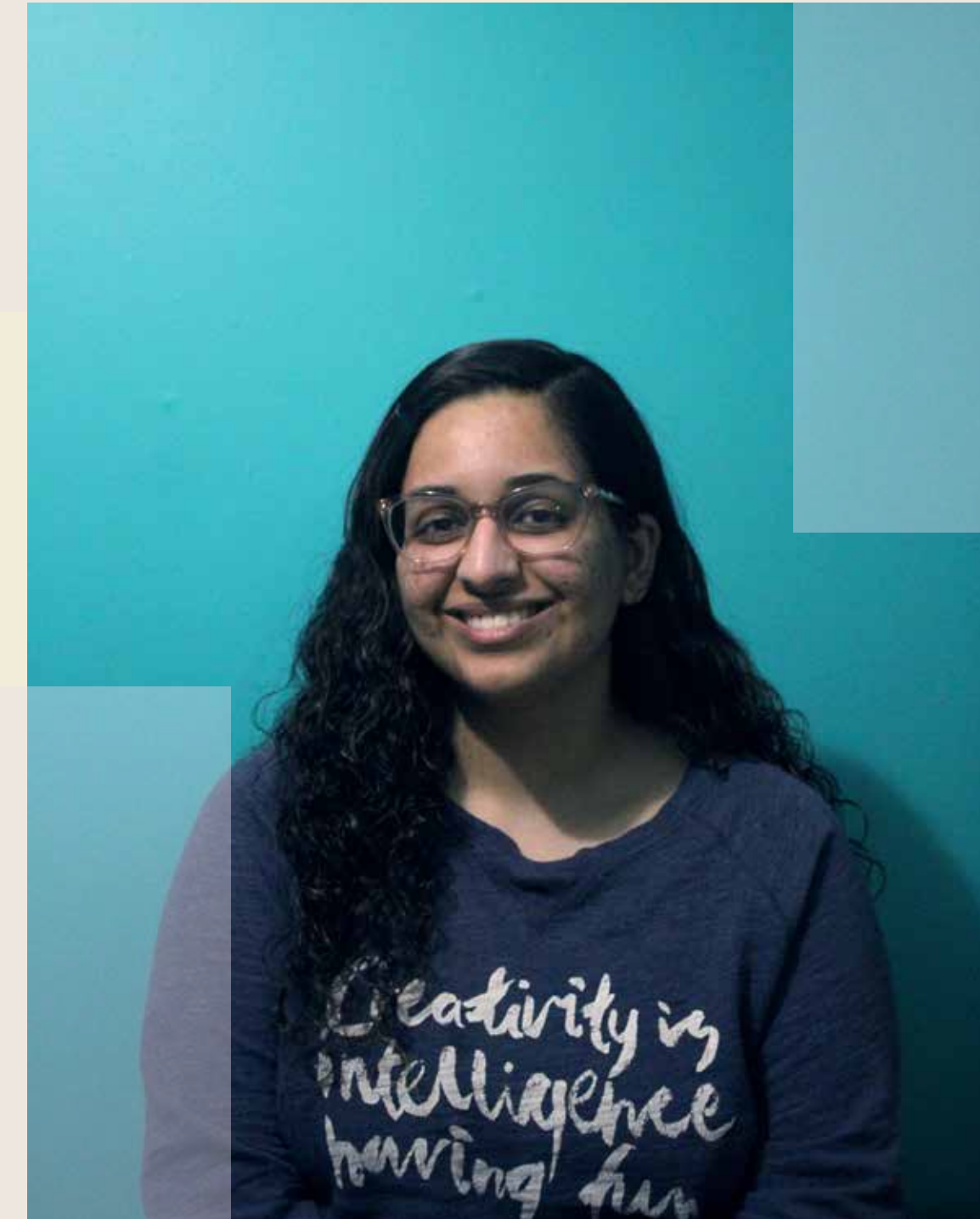
# Hello!

I'm a designer who loves to create ambitious brands. I've been passionate about art and design for years, you would always find me drawing, doodling, and illustrating. When I heard about graphic design, I was hooked and wanted to learn so much more about the field. I have graduated from the Graphic + Digital Design Program at UFV and I've learned so many new things, acquired so many new skills, and I am still passionate about the field and excited to enter the design world.

What are some of my goals as a designer? I aspire to always remain creative and always be on the look for new ideas and inspirations. I'm always looking to improve my skills and deliver the best content I can create. I also want to try new styles and step out of my comfort zone, this will get me to grow as a designer and understand different backgrounds, cultures and styles.

I want to be able to put all the skills I learned into good use and be able to design for others. I hope to learn, grow, and be the best I can be.

If I'm not working, you'll find me drawing, listening to music and painting, going out for drives, and spending time with friends and family!



# Vancouver Writer's Fest

## BACKGROUND

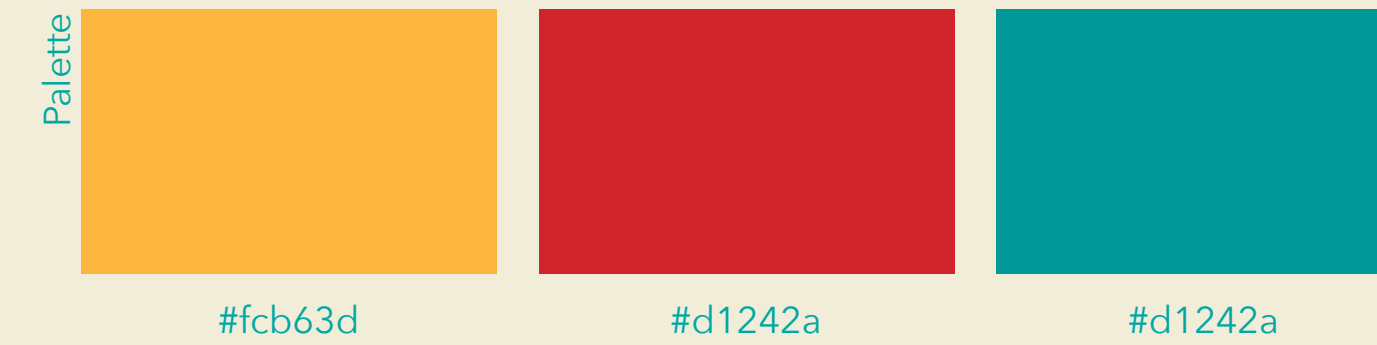
The Vancouver Writer's Fest is an event where people can explore new reads, discover new stories and perspectives, and meet authors and listen to them share stories about their career and creative processes.

## OBJECTIVE

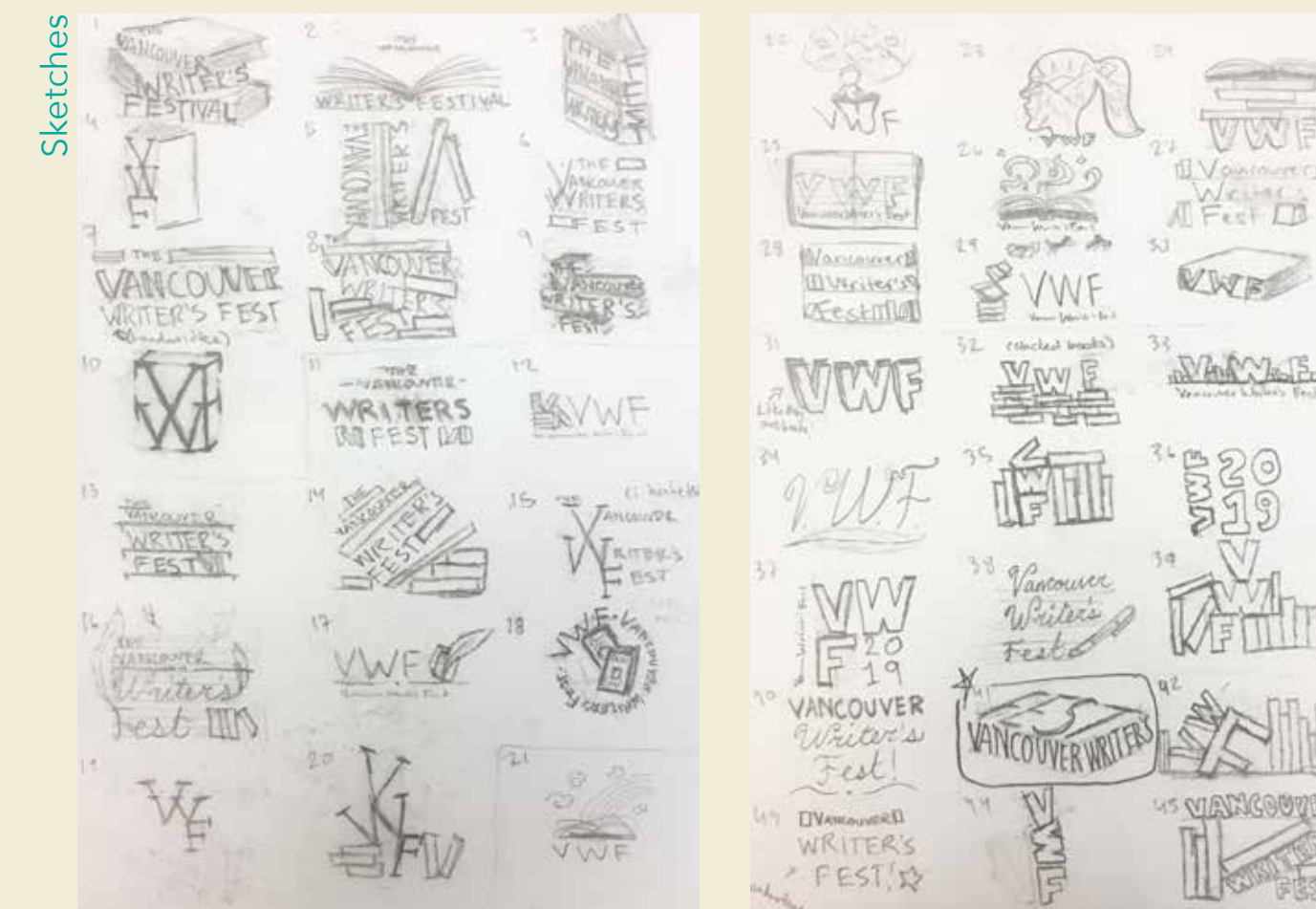
The objective of this project is to bring in a younger audience (Gen Z) and convince them that a reading festival can be exciting and eye-opening.



Official Logo + Style



Font **HELVETICA NEUE**  
REGULAR • BOLD • BOLD CONDENSED





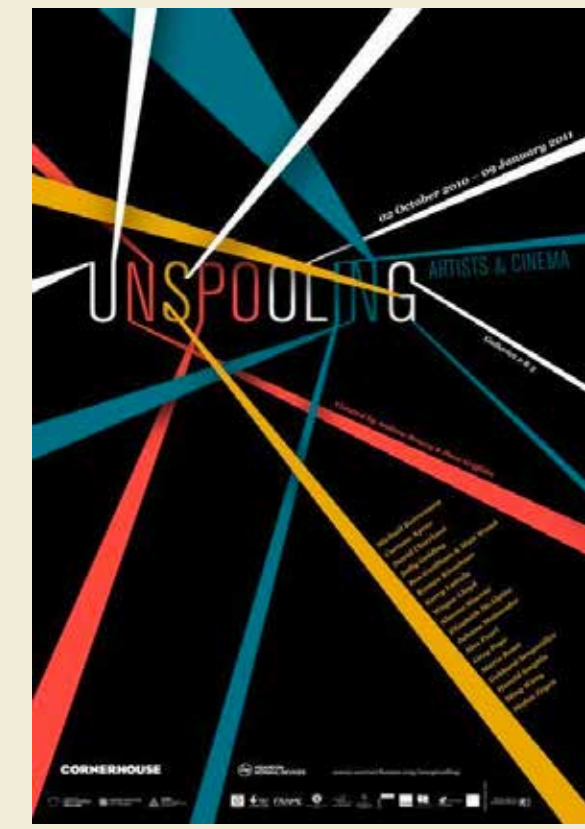
Bookmarks



Tickets



Buttons



VWVF



### RESEARCH

I looked up other competing literary festivals around the area to see how they cater to teens/young adults, and found bold and energetic pictures of stacked typography. I decided to go for a logo that resembled a book, and go for a theme that was minimal and bold, instead of neutral and stacked.

### SLOGAN

"Immerse yourself in a whole new world."



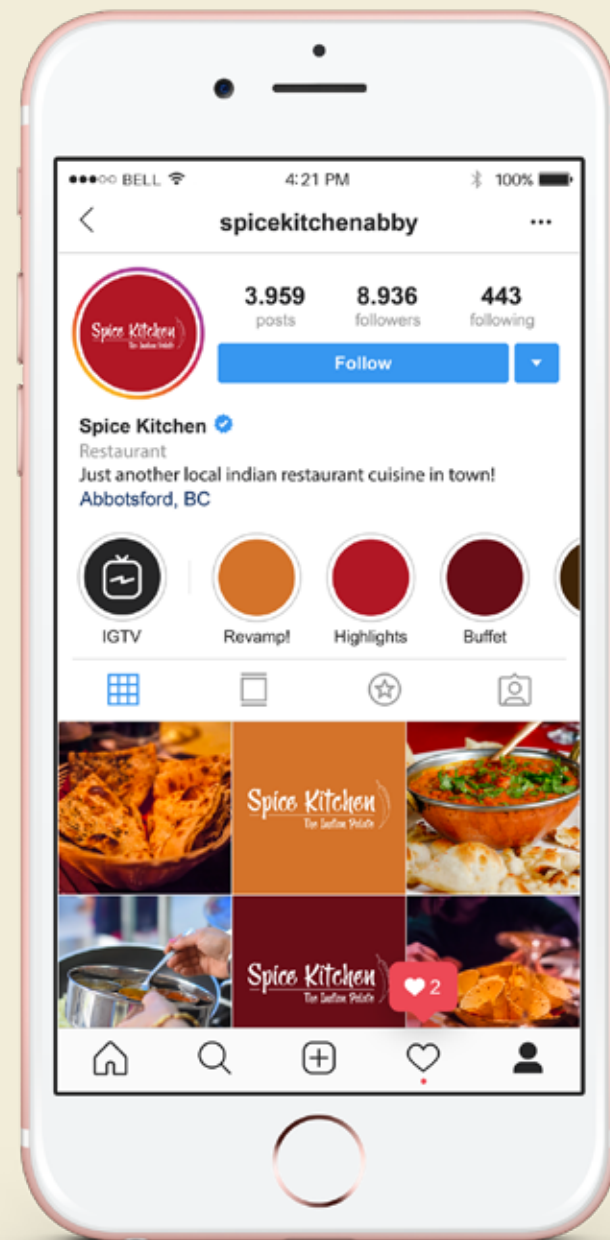
Posters





Final Logos

Instagram Pages



Business Cards

## RESEARCH

I looked up indian restaurant branding, and made a moodboard based off my findings. I also looked into the restaurant and noticed that they have a colour scheme. I took my inspirations, findings, and the colours and came up with the new look.

## END GOAL

It came out as well as I'd wanted. The restaurant now has identity, consistency, and better menus!



# #OurFVPlaces

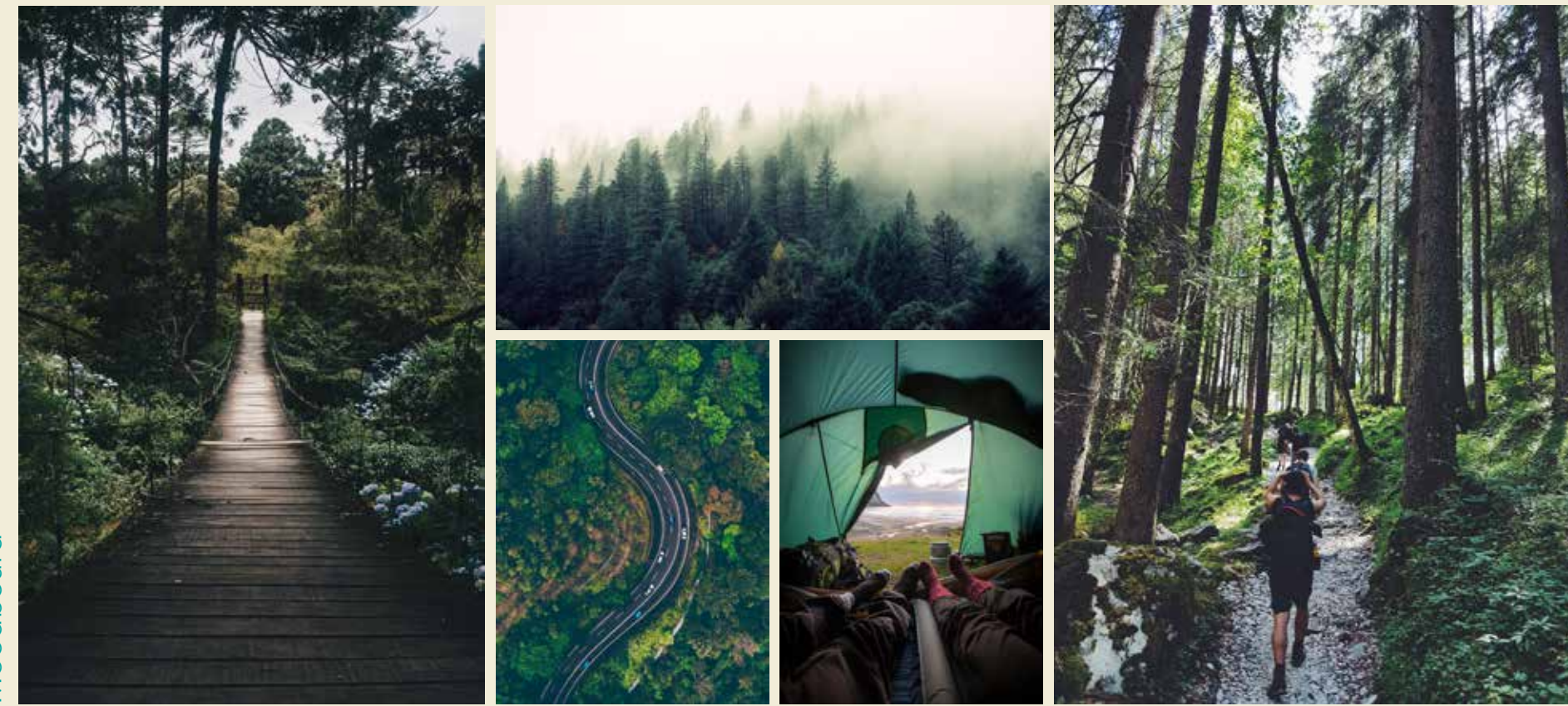
## BACKGROUND

#OurFVPlaces is a Fraser Valley brand campaign. This explores the best sights and places of the valley, and allows people to share their favourite spots and discover more.

## OBJECTIVE

The objective of this project was to make a brand identity for the Fraser Valley and show what makes the community special.

Moodboard



Palette



#807867

#e0dec8

#88ad83

#7da07a

Font

# HELVETICA NEUE

LIGHT • REGULAR • BOLD

Final Logo

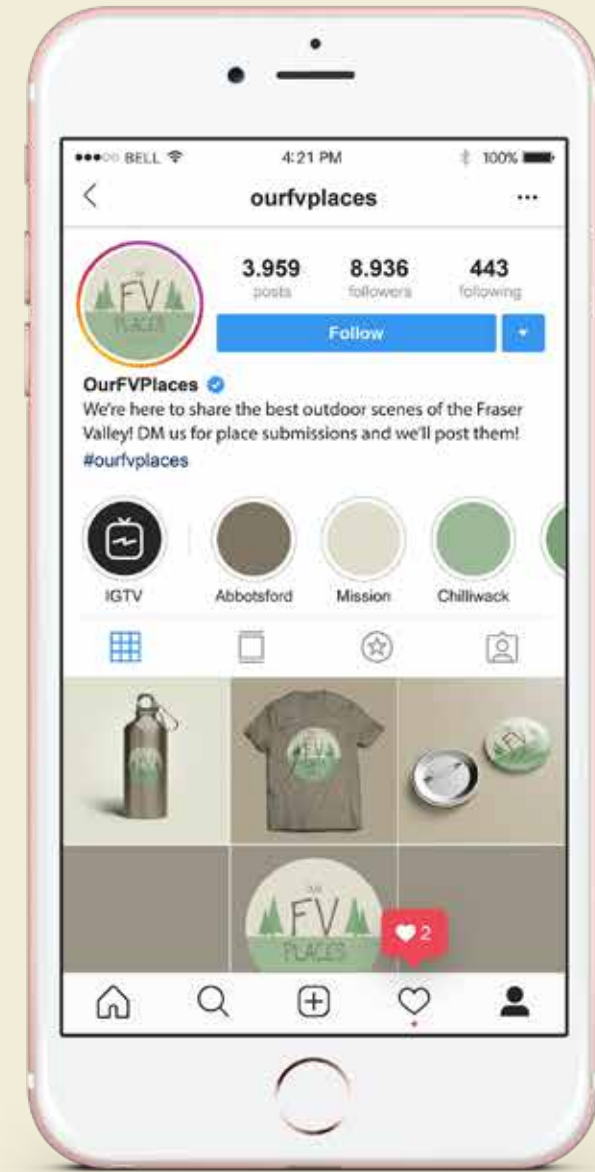


#### RESEARCH

I researched what the Fraser Valley was and looked up popular restaurants, parks, sceneries, etc. I also looked up other city campaigns for ideas. My target audience are adults in their late 20s to mid 30s. The Fraser Valley has a lot to offer when it comes to the outdoors, lots of sceneries, so it was a good idea to base my campaign off that.

#### END RESULT

It turned out well. It's neutral, simple, and reminds you of nature!



Instagram Pages



Water Bottle



Pin Buttons



T-Shirt

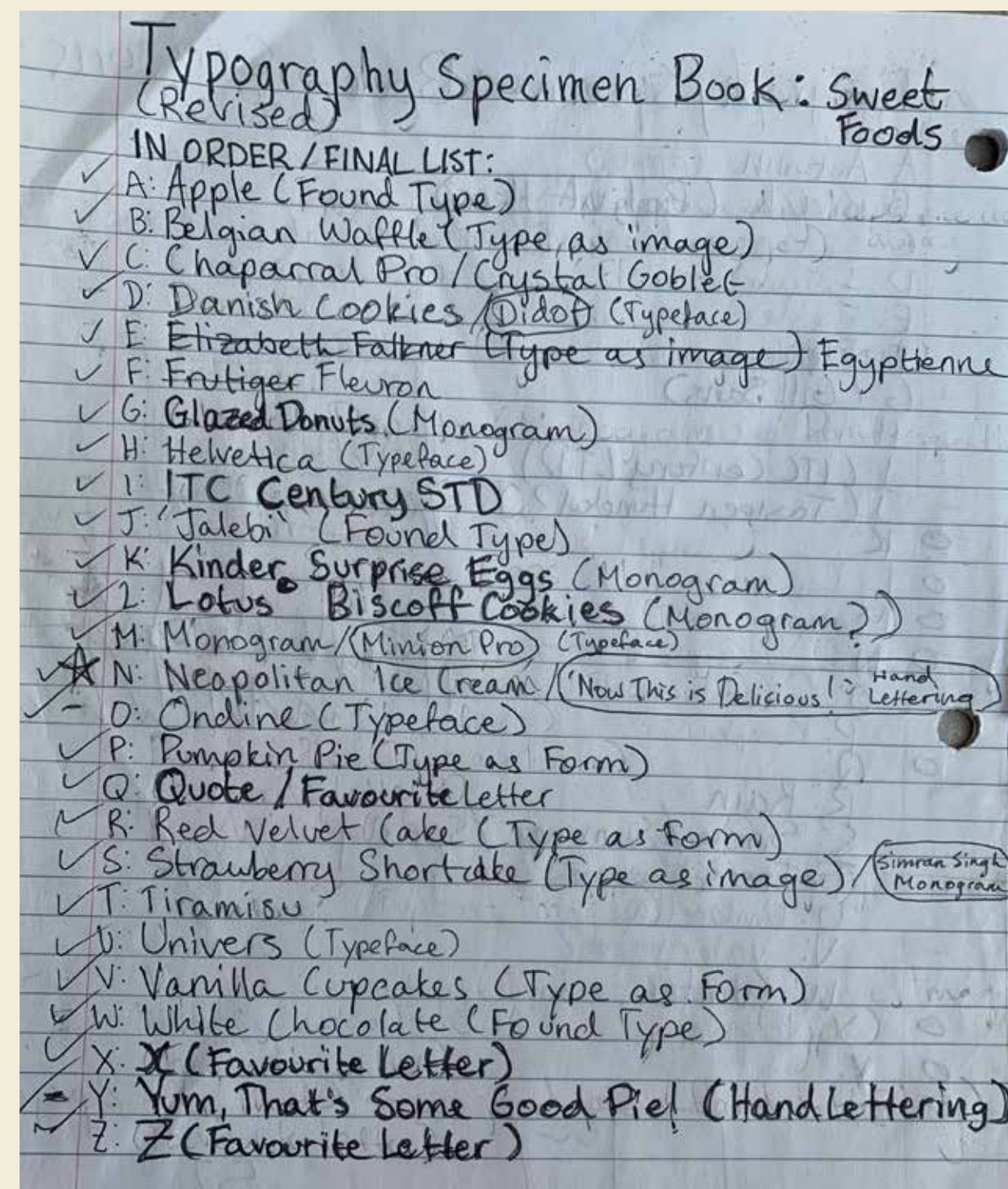
# Sweet Foods

## BACKGROUND

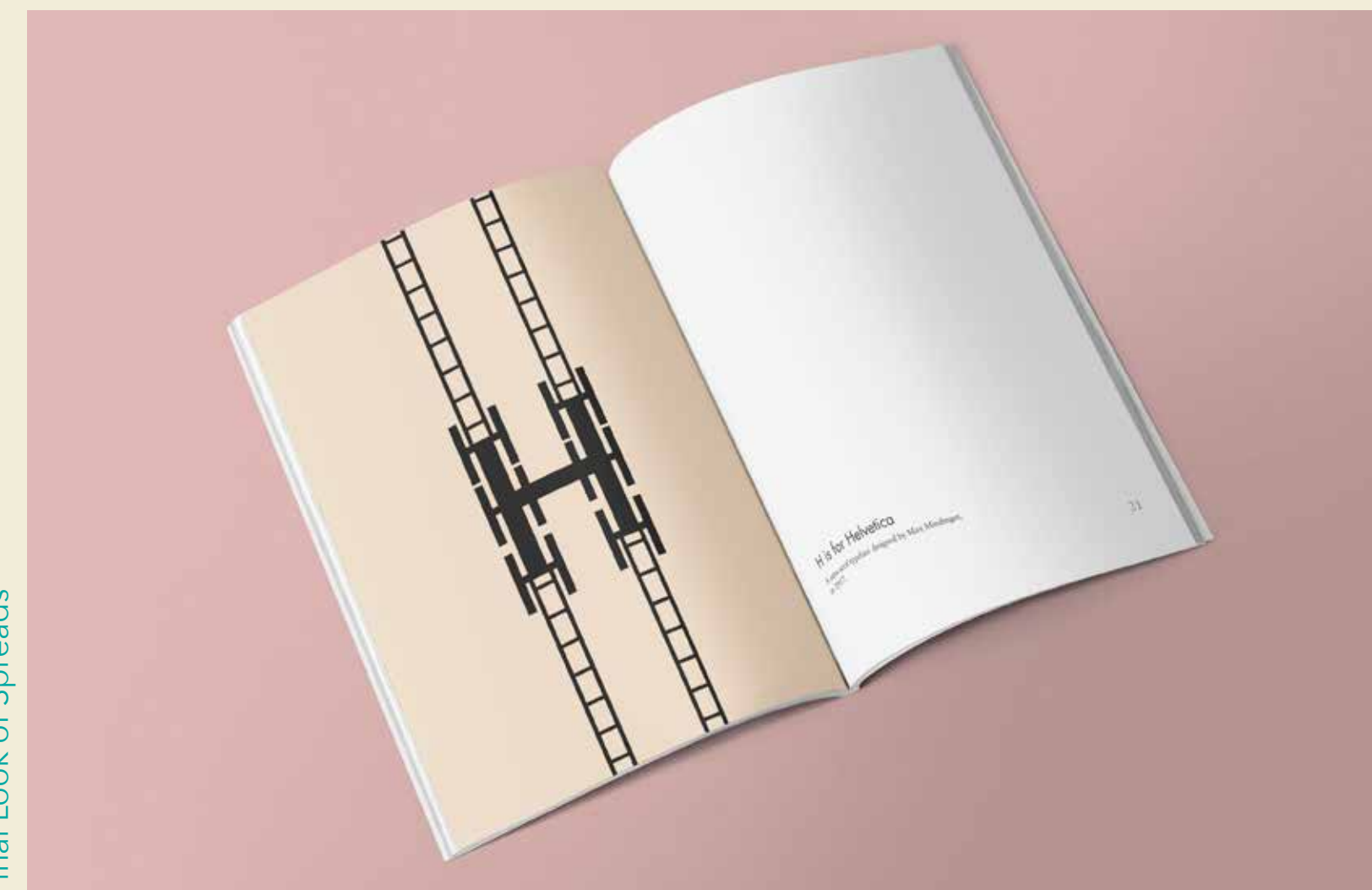
Sweet Foods is a typography specimen book I made back in the first year of the GDD Program.

## OBJECTIVE

The objective of this project was to take all the type elements that were learned throughout the semester and incorporate them into the specimen books.



Spreads Plan



Final Look of Spreads

Final Look of Spreads



### PROCESS

I wanted to base mine on sweet foods because I have a sweet tooth and I'm pretty fond of them! My process is simple: I made a list that got updated overtime, I asked for constant feedback on my worked, and I kept refining until I got what I wanted.

### END RESULT

I love how it turned out. The best part of all this is the use of white space, I really just played around with my spreads, as I was running out of ideas, and I ended up getting great results.

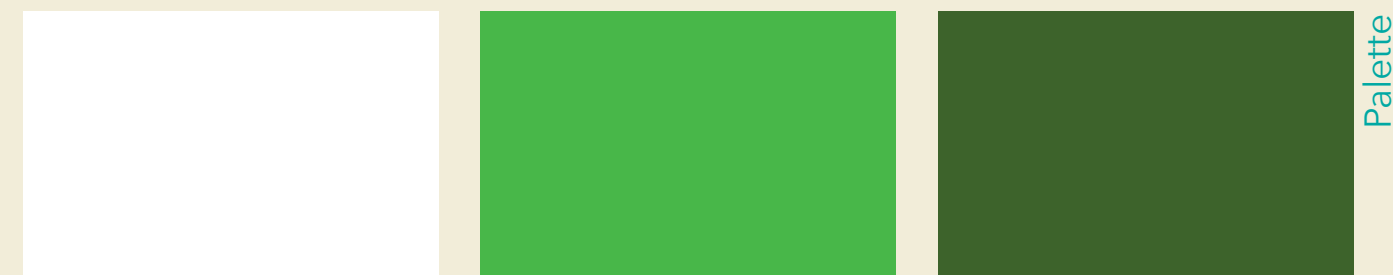
# FreshFinds

## BACKGROUND

FreshFinds is a bakery company I designed from scratch in one of my GDD classes.

## OBJECTIVE

The objective of this project was to create a new bakery company; come up with a new name, logo, colours and types, look and feel.



#ffffff

#48b749

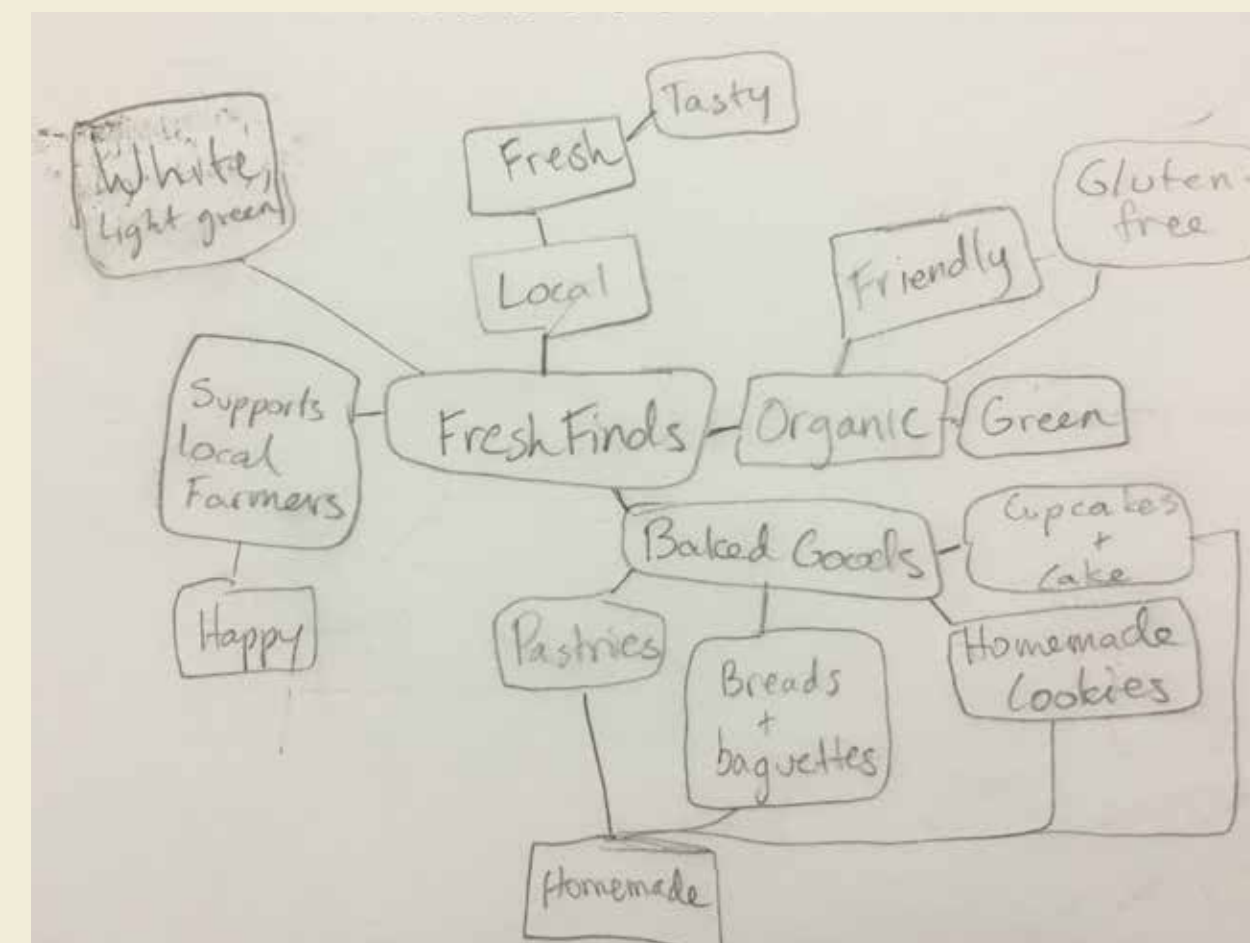
#3c622b

Palette

# Futura PT Book

Font

Sketches

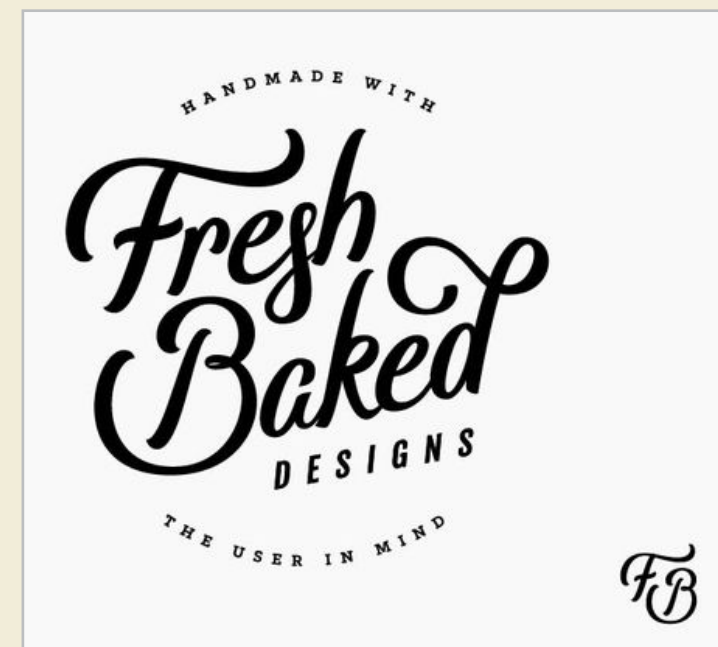
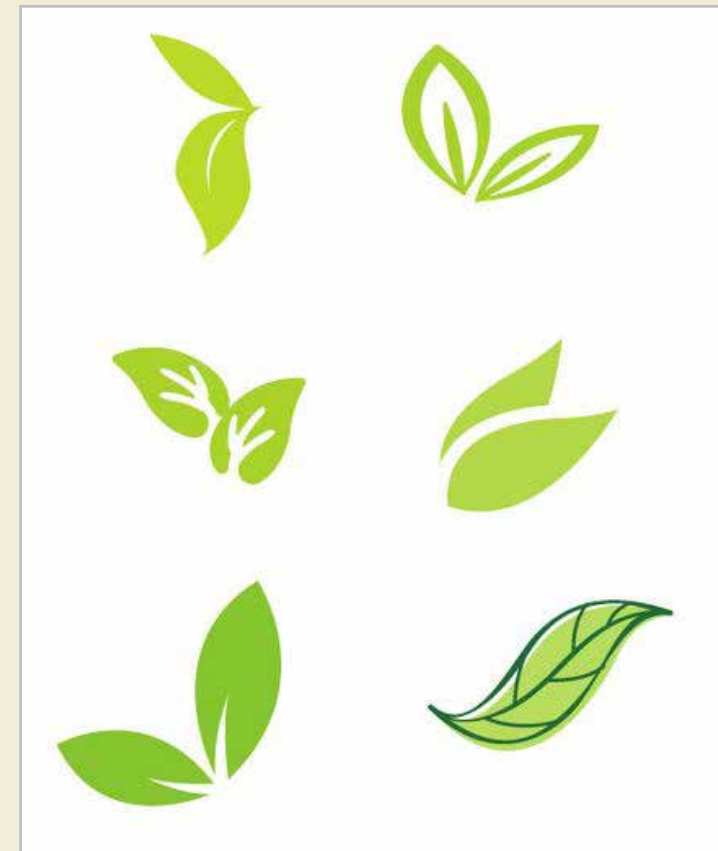
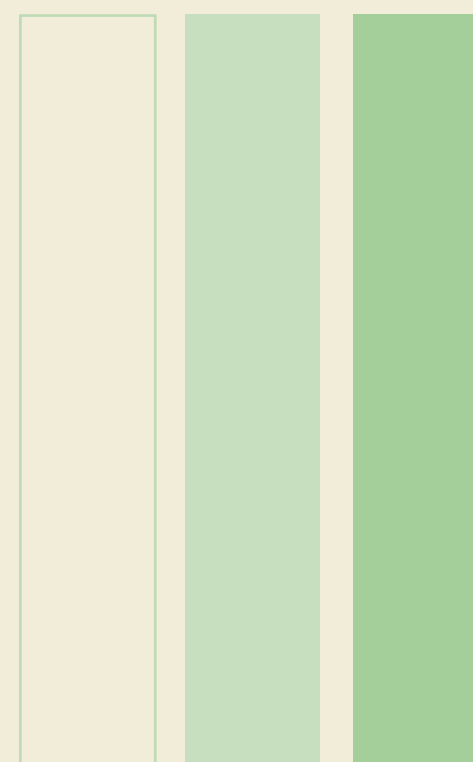


## BRAND SUMMARY

- Green, organic feel
- Minimal, simple
- Sans-serif, condensed
- Friendly
- Cursive accent
- Palette: white, green



Logo Moodboard



## STYLE SUMMARY

- White exterior & interior
- White cabinets, wooden counters & tables
- Chalkboard wall
- Small plants on dining tables
- Modern approach



Store Moodboard



Cup Sleeve



Bread Bag

Cake/Cupcake Takeout Box



Final Logo

### RESEARCH

I searched up some ideas for what my bakery logo aesthetic would be, and also looked up some ideas for the actual bakery shop. I created 50 thumbnails and picked the one I liked the most.

### END RESULT

It came together really nicely! The name speaks for the company itself and the bakery has lots of options for folks with allergies, and dietary restrictions.

### **CONTACT**

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### **CHECK OUT SOME OTHER WORKS**

<https://www.simransinghdesign.ca/>

instagram: [@simransinghdesign](https://www.instagram.com/simransinghdesign)

<https://www.behance.net/simransingh21>

**Thank you.**