



ROMANA OSBORNE . PORTFOLIO





EDUCATION AND QUALIFICATIONS

- . BFA Graphic Design and Media & Communications, University of Fraser Valley
- . Professional Writing Diploma, Douglas College

WORK EXPERIENCE

- . Marketing & Communications Assistant, University of Fraser Valley
- . Communications Coordinator, Cummins Western Canada
- . Copy Editor | Designer Intern, Central 1 Credit Union
- . Communications Intern, Science World at Telus World of Science

PUBLICATIONS

- . Prague.tv
- . Alive magazine

HONORS & AWARDS

- . ThoughtFarmer's Best Intranet Competition 2014, Best Collaboration
- Honorable Mention

With background in communications combined with education in Graphic Design & Media Communications, I am looking to further my skill set in a team environment where I can learn and collaborate with others. My goal is to gain skills and knowledge in a position where I can apply strategic thinking to design.

SPECIALTIES: story telling, communication design, intranet management, project coordination, editing & proofreading, event management, comprehensive reading & research, creative and corporate writing, fluency in Czech language.





Frankly Fiona is a branding project where I was challenged to create a brand for a new cannabis edibles product. The project encompassed the creation of a visual identity including brand name, logo, package, website & social media assets.

This was a challenging and exciting project as I researched the ideal customer, market trends, rules and regulations, in Canada and the US. Ultimately I concluded there is a market gap and certain demographic is not targeted to its full potential. The challenge of marketing a cannabis product is in shaking its prior cultural vibe and re-identifying what it is and who it's for.





VISUAL IDENTITY . FRANKLY FIONA

Moodboard



Typography

Big Caslon FB *ABCDEFGHIJKLMNOPQRSTUVWXYZ*

fF

abcdefghijklmnopqrstuvwxyz123456789

DIN Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

fF

abcdefghijklmnopqrstuvwxyz123456789

Colours



Graphic Assets



Packaging



FRANKLY FIONA



FRANKLY FIONA



FRANKLY FIONA



Logo Variations

EXPLORE YOUR EXTRAORDINARY

Tagline

Instagram



franky.fiona

Edit Profile

280 posts

4k followers

437 following

CANNABIS INFUSED CONFECTIONARY

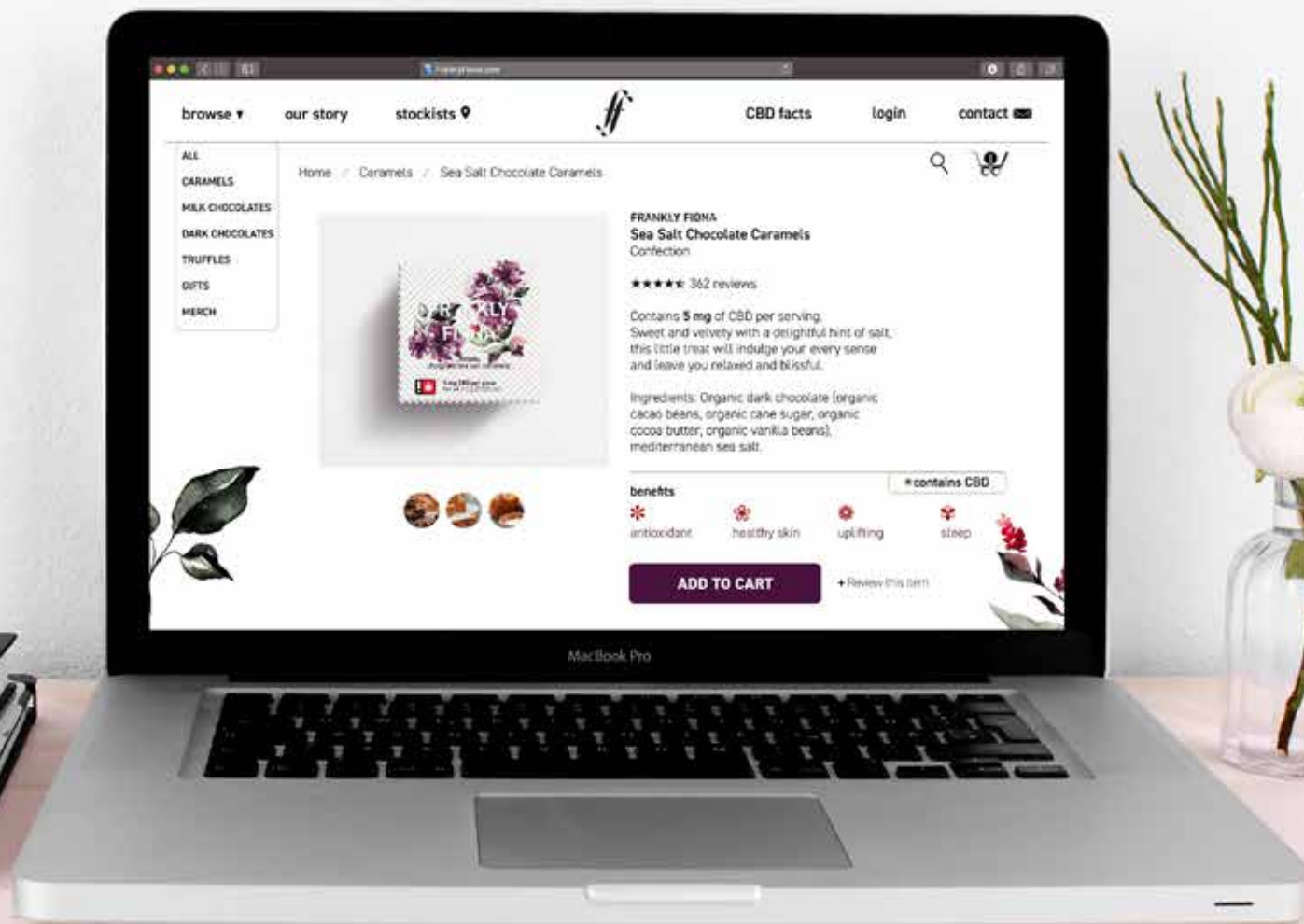
Artisan crafted, non-GMO, gluten-free edibles.
Explore Your Extraordinary
www.frankyfiona.com

Followed by kelly, hwood, and 15 others



Not Your Basic Chocolate







Mister tea was a project that required the creation of a wordmark and packaging that reflects the company values and addresses key market issues.

Mister Tea is a fictional community-minded company, owned locally with stores in BC and Ontario. Brand essence is organic, strong, sustainable and local.

Design needed to target urban, working middle class consumers between 18-35 year old, and the product positioned to compete with coffee and energy drink market.



VISUAL IDENTITY . MISTER TEA

Moodboard



Typography

Eurostyle Heavy ABCDEFGHJKLMNOPQRSTUVWXYZ

mT abcdefghijklmnopqrstuvwxyz123456789

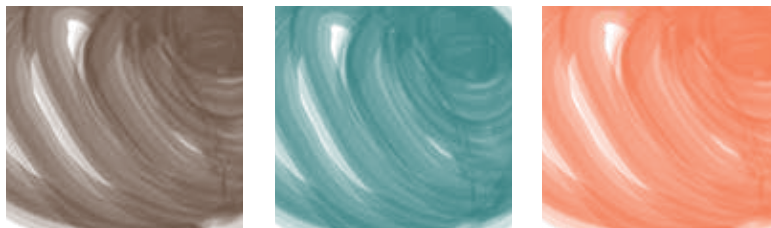
Helvetica ABCDEFGHJKLMNOPQRSTUVWXYZ

mT abcdefghijklmnopqrstuvwxyz123456789

Colours



Graphic Assets



Packaging

Mister Tea

Logo

there is strength in our tea.

Tagline





NO NAME . LARGE MARSHMALLOW

The challenge for this project was to take an existing package in the marketplace and redesigned it using spot and process colors plus a special treatment. I chose to redesign No Name brand large marshmallows package. No Name uses an effective banding strategy with limited color palette and widely used helvetica font to communicate to its target market the no nonsense affordability of their products. No Name is know for their bright mustard yellow for packaging and black for font and No Name logo.

Staying within the yellow color range of the No Name brand I redesigned using more sophisticated shades to elevate the feel. I chose a fun, bold font and design elements reminiscent of a circus combined with an embossed pattern.

I thought about the target customer, a modern thinking individual with a sense of nostalgia for times gone by. A vector of an elephant mounting the header font plays on the vibe of 'BIG' as these marshmallows are the large size plus reinforces the circus feel. Keeping in that direction I renamed the Large Marshmallows header present in the original package to Big Marshmallows. The package sides are designed in a sunbursts pattern, reminiscent of the circus scene, but also giving movement to the design. Overall the design is fun, but elevated version of the original.





VISUAL IDENTITY . LARGE MARSHMALLOW

Moodboard



Typography

Blenny Black A B C D E F G H J I K L M N O P Q R S T U V W X Y Z
b m a b c d e f g h j i k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9

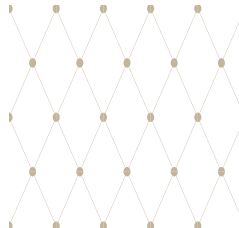
Helvetica

A B C D E F G H J I K L M N O P Q R S T U V W X Y Z
m T a b c d e f g h j i k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9

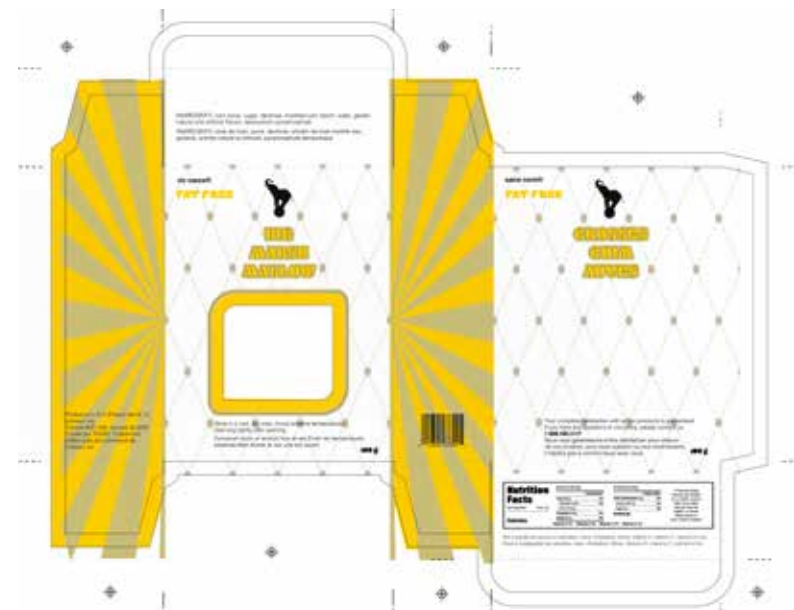
Colours



Graphic Assets



Packaging



Package Dieline



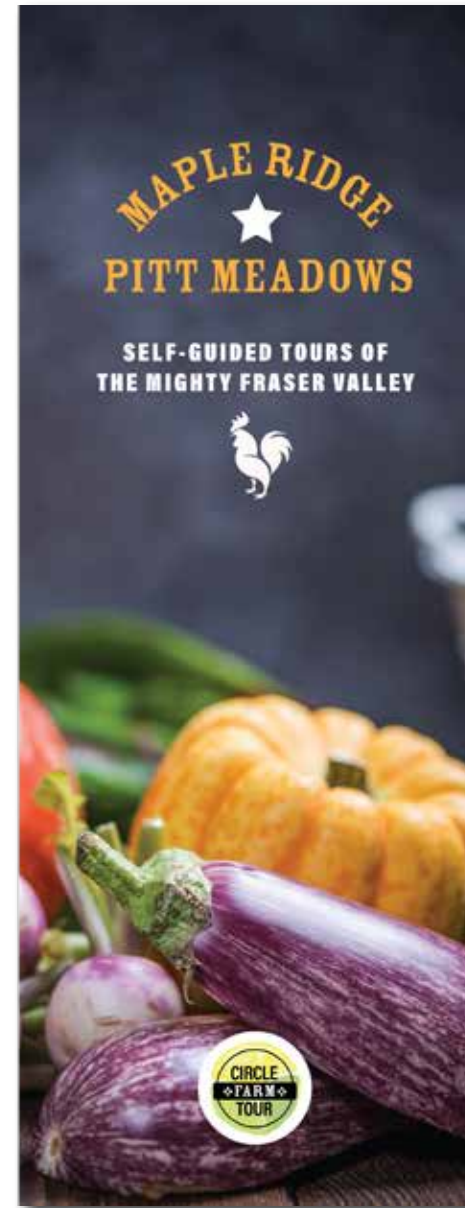


CIRCLE FARM TOUR . BROCHURE

The Regional Circle Farm Tour is a self-guided tour of participating agriculture partners within 5 communities in the Fraser Valley, British Columbia: Langley, Abbotsford, Chilliwack, Agassiz and Harrison Mills, Male Ridge and Pitt Meadows. CFT seeks to establish a marketing partnership to showcase the diversity of quality agri-tourism and related businesses in Mighty Fraser Valley.

The CFT Brochure needed an overall update to appeal to the agri-tourism market in Metro Vancouver.

The brochure was designed to evoke the rural, do-it-yourself, grass root feel, while retaining a modern edge. The brochure redesign appeals to target market with its simplicity, while on trend. All unnecessary elements were removed, directions for social media and website visit were highlighted. The synopsis of what CFT was added on the back panel, which was missing before. CFT website already describes adequately what the benefits are and it was simply repeated here. Logo was redesigned for a greater appeal due to its simplicity and relevance.





VISUAL IDENTITY . CFT BROCHURE

Moodboard



Typography

BLENNY BLACK A B C D E F G H J I K L M N O P Q R S T U V W X Y Z
CFT A B C D E F G H J I K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9

Helvetica A B C D E F G H J I K L M N O P Q R S T U V W X Y Z
mT a b c d e f g h j i k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9

Colours



Graphic Assets



Brochure

COASTAL PIPELINE

Land Titles

Part of reconciliation efforts are focused on recognizing & implementing Wet'suwet'en title, rights, laws & traditional governance across the territory. Hereditary chiefs are title holders of the land, control access & what happens on their territory.

Approvals

Coastal Gaslink needs approval from band council is not hereditary chiefs. Tribal council is not recognized as the final authority within traditional Indigenous governance. First Nations are divided on the issue as the benefits to the Indigenous communities along the pipeline route are substantial.

1876

Under the Indian Act, rules are set out how reserves can govern themselves.

1997

Supreme Court of Canada recognizes Wet'suwet'en governance, rights & titles.

2004

Supreme Court of Canada recognizes that Indigenous nation has not established title or rights in court, their title & rights exist.

2019

BC passes a bill to implement UNDRIP



GOVERNANCE

MAIN ISSUES

ECONOMY

CLIMATE

\$900 M

in economic benefits are promised to First Nations through pipeline construction & operation.

\$20.88

MILLION in annual property tax benefits will support community services.

131,000

Indigenous British Columbians represented by all the band councils support the agreement.

20

Band councils along the route have signed agreements with Coastal Gaslink.

7.9%

of methane levels released by natural gas escape into atmosphere.

80x

methane traps heat in the atmosphere about 80 times more efficiently than carbon dioxide.

LONG TERM

Oil spills endanger eco systems. The oil & gas sector are Canada's largest producer of carbon dioxide emissions. Reliance on oil has a long term impact on global warming. Poses a threat to drinking water in nearby communities.

SHORT TERM

Construction may damage sacred Indigenous burial grounds. Construction may cause water contamination to wildlife & habitat disturbances. Poses a threat to nearby ecological areas.

UNDRIP

United Nations Declaration on the Rights of Indigenous Peoples. Key component is free, prior and informed consent, but B.C. government votes the law as non-remedial because not retrospective & does not abide by UNDRIP.

PRIOR INTEREST IS STRONGER

Under Canadian Law prior interest is stronger, hereditary chiefs therefore assert they have the power to make decisions over their land not Band councils as Wet'suwet'en traditional legal system precedes the Canadian one.

PIPELINE

Pipeline ensures Canada can keep up with supply & demand in the global market. Pipeline is safer, quicker & cheaper than rail. Liquefaction terminal creates future jobs in the region. Pipeline transports natural gas which evaporates in case of a leak rather than spill. Unrestricted safety oversight is in place to ward off a breach.

VS

RAIL

Rail has a bigger environmental footprint, lacks unrestricted safety oversight. Rail runs through populated areas increasing the impact of spills. Rail can easily adjust to levels of demand by adding & subtracting cars as needed. Infrastructure is already in place. Rail cannot efficiently deliver to meet demand in high markets.



COASTAL PIPELINE . INFOGRAPHIC

Ongoing and currently incapacitating dispute over the Coastal Pipeline is viewed as one of crisis for Canada. Historical infringement on the rights of indigenous peoples surface as the needs of the oil industry and supply demands clash.

This is a complicated issue with many views and sides.

This infographic seeks to not take sides but outline the pros and cons of the issue through the lens of each position.



VISUAL IDENTITY . COASTAL PIPELINE

Moodboard



Typography

Abril Titling

cP

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz123456789

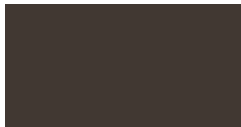
Fira Sans

cP

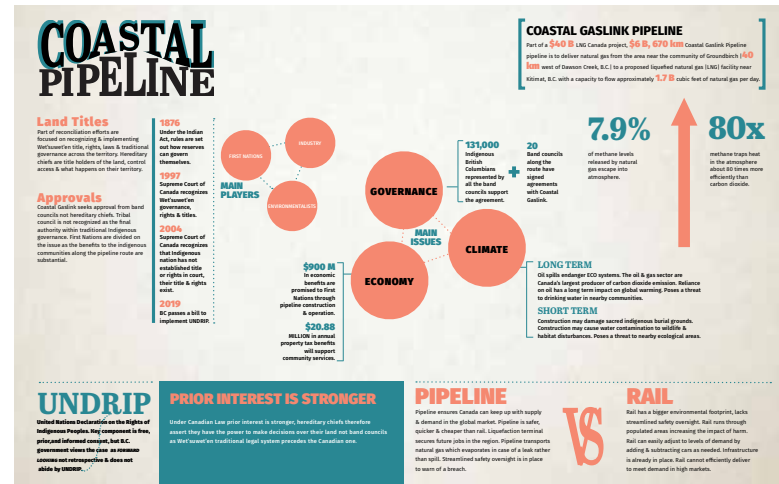
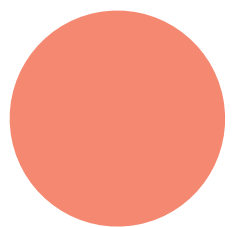
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abcdefghijklmnopqrstuvwxyz123456789

Colours



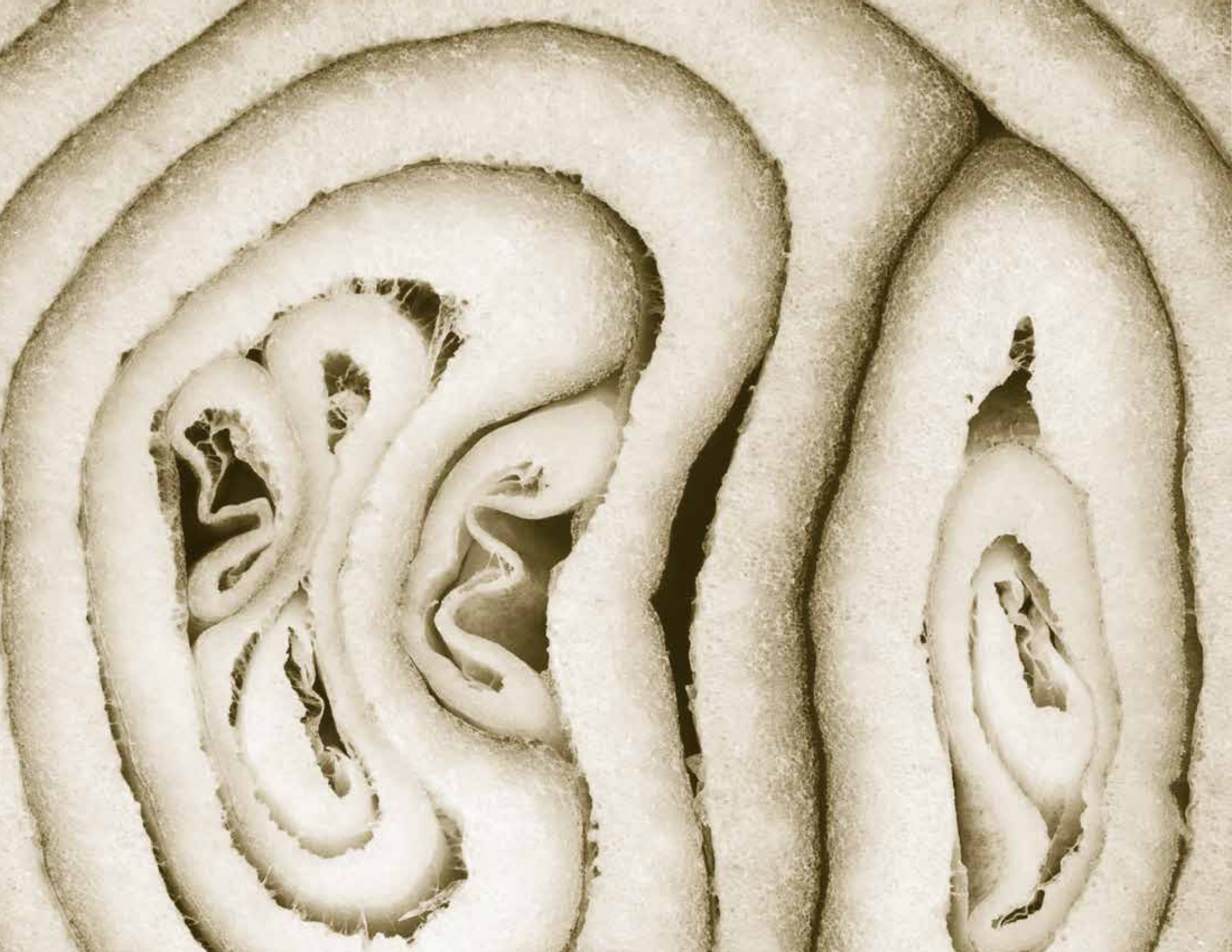
Graphic Assets



Infographic

COASTAL PIPELINE

Wordmark





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