

edstar

graphic design



Graphic Designer Ashley Edgar



Avenir Editorial

This magazine layout is a biography about a famous Swiss typographer by the name of Adrian Frutiger. He is most known for creating the typeface Avenir. A photograph of a straw was manipulated to form an ampersand symbol. The weight of the straw imitates the style of the Avenir typeface.

Designed In:

InDesign
Photoshop

Typefaces:

Avenir





Graphic Designer
Ashley Edgar

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FCB040

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Adrian Frutiger Biography

Adrian Frutiger is a famous typographer who was born in Switzerland in 1928. He was known for creating well known fonts such as Avenir, Frutiger, Univers and Vectora. He was one of the most influential typographers in the world and his fonts can be found internationally.

He began his career by apprenticing as a typesetter. It gave him an edge in his career because he learned the fundamentals of setting letters by hand. This knowledge helped him when he began replacing typesetting with computerized type known as photo setting.

After Frutiger graduated from the School of Applied Arts in Zu he began training with Alfred Willmann and Walter Kach in Paris. He began working as a type designer for the font foundry created by Deberny and Peignot. The Co-owner Charles Peignot noticed Frutiger raw talent and had him create new typefaces for his company (Greisner, 2015).

Frutiger's most popular font he created was called Univers and was primarily used for advertising, Paris Orly Airport and the Olympic Games in Munich in 1972. He spent 40 years of his career working with professionals such as Stempel and Linotype and created a number of new fonts. He spent a most of his life invested them advice on how to improve on their work. He also spent a lot of his

career-teaching part time in Paris.

Adrian became less involved with typography after the passing of his two teenage daughters from suicide and got involved in a foundation for prevention in Switzerland in 1992. He died in 2008 at age 87 (Greisner, 2015).

The History of Avenir

Adrian Frutiger created Avenir in 1988 and he called this font his "masterpiece" (Adrian Frutiger, 2015).

He based Avenir off the fonts Futura and Erbar. Over the years Frutiger worked with a lot of sans-serif type and felt strongly about creating one that was thin and more legible to read. He wanted Avenir to have a clean look to it so he shortened the x-height vertically. He felt that the eye could read lines that are horizontal more easily (The Type Head Chronicles, n.d.).

He also paid close attention to white space around letters and made sure that Avenir had a neo-grotesques feel to it (Adrian Frutiger, 2015).

He created Avenir with different weights such as roman, medium, heavy and black (The Source Of The Originals, 2003).

Frutiger named Avenir after the font Futura which means future in French. In 1990 Frutiger spent sometime refining certain fonts he created such as Univers, Frutiger and Avenir. Later he teamed up with Akira Kobayashi to expand Avenir

to also have light weights, heavy weights and condensed. This was released as Avenir Next (Adrian Frutiger, 2015).

You can define some of the typeface characteristics by examining the letters. For instance the letter Q has a horizontal tail. The letters have flat tops and are vertical as you can with the letter M. Avenir looks very closely to futura and the letters A, M, N, V, W, have flat edges.

Avenir has been used with branding identification such as Alta Vista, Dallas-Fort Worth Airport and Blue Cross (The Type Head Chronicles, n.d.).

Reference's

Adrian Frutiger. (2015). Daily Telegraph (London), 29

Adrian Frutiger. (2015). Retrieved From: <http://www.historygraph icdesign.com/the-age-of-informa tion/the-international-typograph ic-style/176-adrian-frutiger>

Greisner, W. (2015, September 21). Adrian Frutiger Remembered. Sey bold Report: Analyzing Publishing Technologies. Pp. 7-10

The Type Head Chronicles.(n.d.) Retrieved From: <http://www.righttreading.com/ theadavenir.htm>

The Source Of The Originals.(2003, August 7). Retrieved From: <http:// www.linotype.com/2849/2003-08-07.html>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()





Graphic Designer
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Human Rights Poster

In 1948 the General Assembly of the United Nations came together to create 30 Universal Human Rights. This eye catching poster represents Article 13 which states that, "Everyone has the right to leave any country, including his own, and to return to his country" The many colors of the illustrated European Bird Eater portrays the multicultural of our planet and that ability to fly and move to other countries.

Designed In:

Photoshop
Illustrator

Typefaces:

Calibri





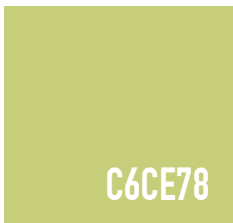
Graphic Designer
Ashley Edgar



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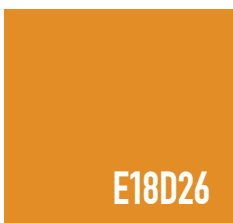
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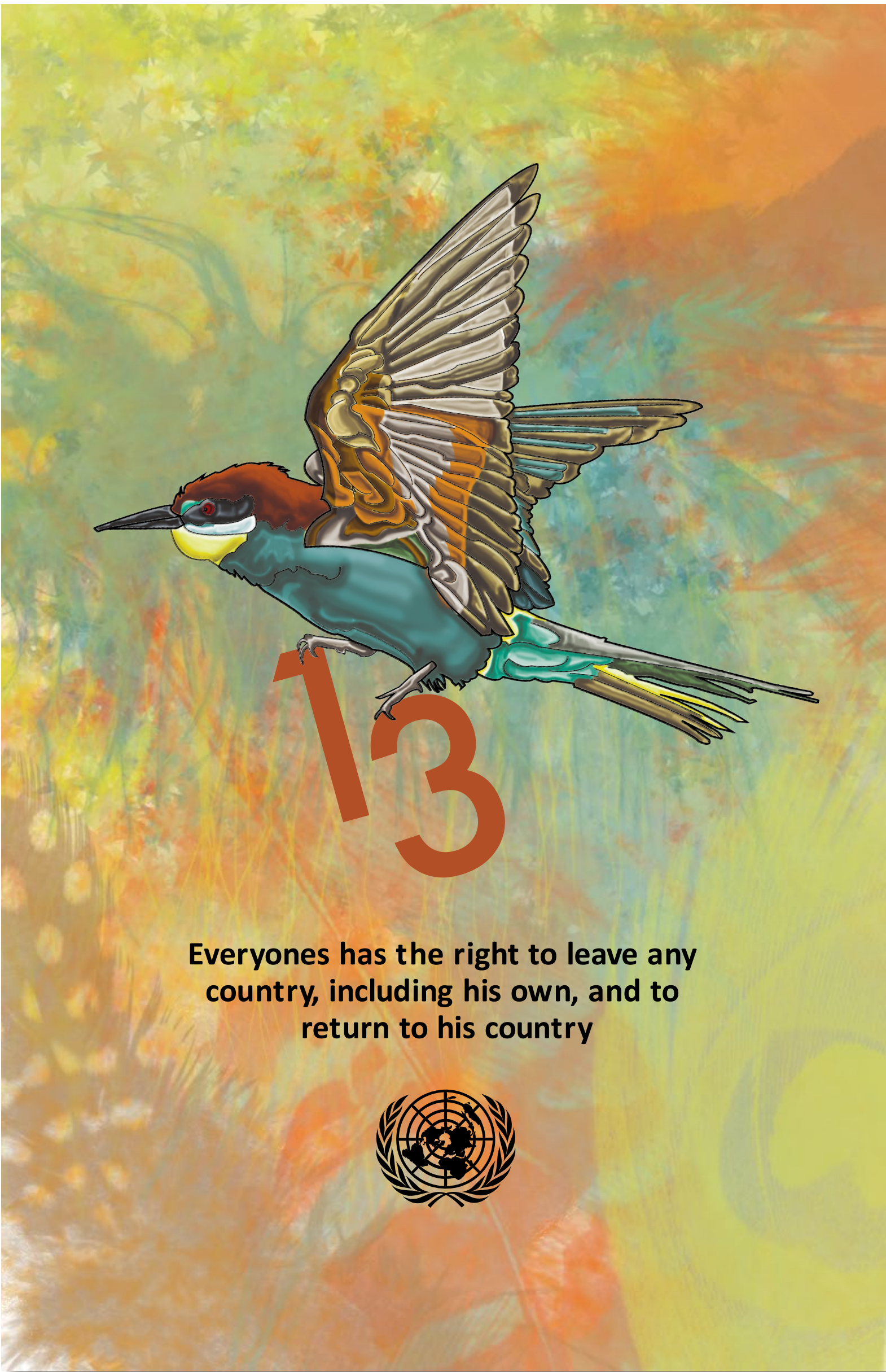
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Human Rights Poster



Graphic Designer
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Sleepy Bear Lodge Brochure

A gate folded brochure that promotes rustic style cabins for rent in the heart of Muskoka. The objective of the brochure is to promote information about the lodge such as what services they provide, rooms, activities close by, reservation and contact information. Included are enticing photos of what the rooms look like. The pillows and the mug that are displayed are items that can be found inside the room with the company's logo on them.

Designed In:

InDesign
Illustrator
Photoshop

Typefaces:

Majel
Futura





Graphic Designer
Ashley Edgar



Sleepy Bear Lodge Brochure



Graphic Designer
Ashley Edgar

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SLEEPY BEAR LODGE

Come relax at the rustic style cabins at Sleepy Bear Lodge situated in the heart of Muskoka. Enjoy the scenery with activities such as canoing, fishing, swimming or wind down for the night at one of our campfire pits.

Get away on an adventure for two and nestle up in one of our cozy beds and watch the stars. Only twenty minutes east of Algonquin Park.



RESERVATIONS

Can be made by phone or email.
Regular check in at 3:00 PM.
Checkout 11:00 AM on day of departure.

CANCELLATIONS

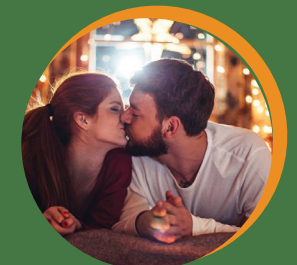
A 50% refund will be given prior to 24 hour advanced notice. In event of a no show total cost will be billed to your credit card.



Cozy up by the fire with a glass of wine for and let your worries melt away.



Come snuggle up in one of our peaceful cabins in the heart of Muskoka



Come for a romantic getaway and explore the many trails, wildlife and rivers near by.



Enjoy a coffee while watching the sunrise by the dock in one of our Muskoka Chairs.

CONTACT

- A** 27 Oxtongue Rd.
Dwight ON.
POA 1H0
- P** (705) 635-9798
- E** SleepyBearLodge@outlook.com
- W** www.SleepyBearLodge.com



Sleepy Bear Lodge Brochure



Graphic Designer
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Crayola Ad

"Change the Colour of Your Imagination" is a fun full-page advertisement for Crayola found inside of a magazine. Crayola's selling point is the variety of colours they can produce. The chameleon symbolizes the assortment of colours that you will find in each box and that you can create any colour you imagine. Also created for an iPhone to view the ads in different dimensions.

Designed In:

InDesign
Photoshop


Typefaces:

Chalkboard SE
Arial






Graphic Designer
Ashley Edgar




CHANGE THE
COLOUR OF YOUR
IMAGINATION

Create a
masterpiece
from any colour
of the rainbow



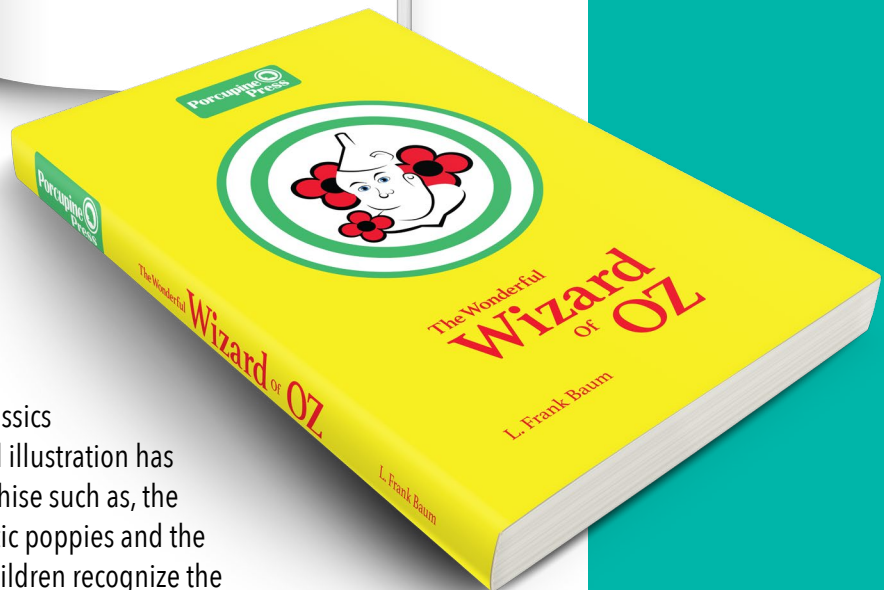
OVER 64 COLOURS
TO CHOOSE FROM



crayola.com



Graphic Designer Ashley Edgar



Book Cover

A redesign of one of literature's beloved classics "The Wonderful Wizard of Oz". This updated illustration has elements that are recognizable of the franchise such as, the tin man, yellow from the brick road, hypnotic poppies and the colour green from the Wizard. This helps children recognize the series and entice them to explore an old classic they may not have known they had an interest in before.

Designed In:

InDesign
Photoshop
Illustrator

Typefaces:

Athelas
Britannic Bold





Graphic Designer
Ashley Edgar

44B96D

EC1B32

F7EF24



Discover Magic and Wonder in a Land Called Oz

Originally published in 1900's, this is the book that inspired both the successful 1902 Broadway play and the 1939 film, which is one of the most beloved movies all time. The Wonderful Wizard of Oz is the American classic that follows Dorothy Gale through the Land of Oz to the Emerald City to find her way back home to Kansas. As she journeys along the yellow brick road she befriends the scarecrow, the tin man, and the cowardly lion and has many adventures. The collectible edition is unabridged and includes 24 color illustrations by W.W. Denslow.

Ebook Edition Also Available

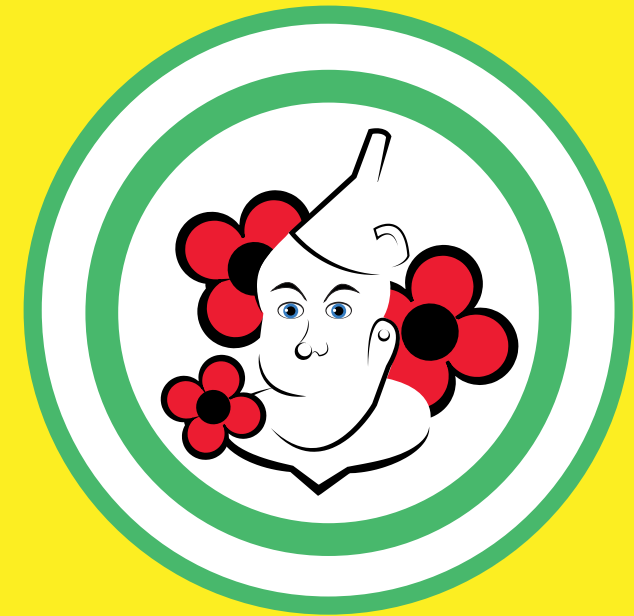


Porcupine
Press

The Wonderful
Wizard of OZ

L. Frank Baum

Porcupine
Press



The Wonderful
Wizard
of **OZ**

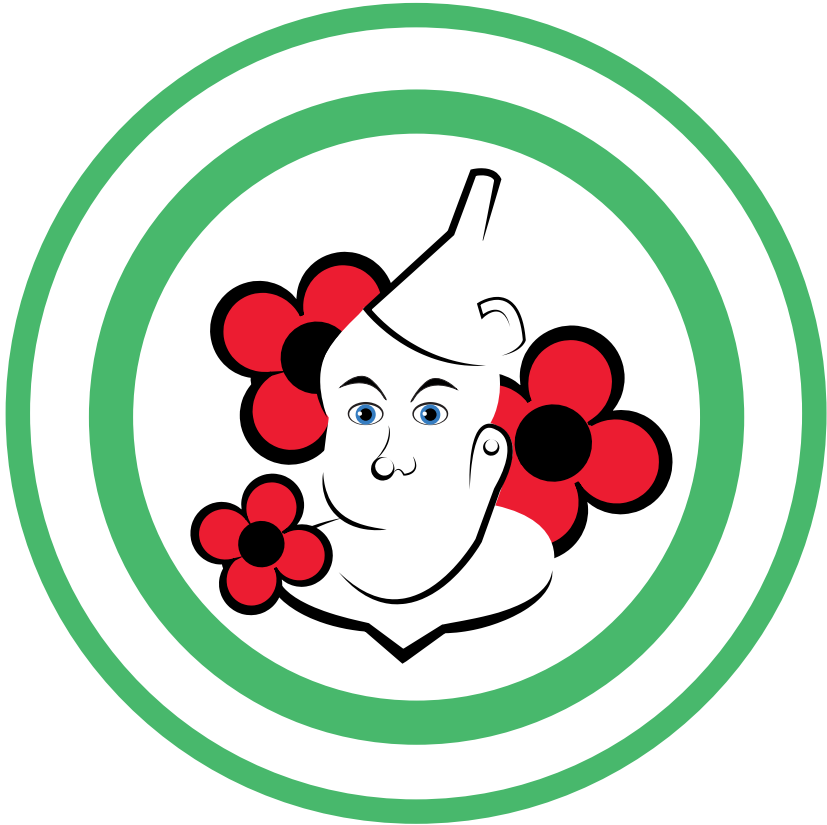
L. Frank Baum

Book Cover



Graphic Designer

Ashley Edgar



Chapter 1

Dorothy lived in the midst of the great Kansas prairies, with Uncle Henry, who was a farmer, and Aunt Em, who was the farmer's wife. Their house was small, for the lumber to build it had to be carried by wagon many miles. There were four walls, a floor and a roof, which made one room; and this room contained a rusty looking cook stove, a cupboard for the dishes, a table, three or four chairs, and the beds. Uncle Henry and Aunt Em had a big bed in one corner, and Dorothy a little bed in another corner. There was no garret at all, and no cellar except a small hole dug in the ground, called a cyclone cellar, where the family could go in case one of those great whirlwinds arose, mighty enough to crush any building in its path. It was reached by a trap door in the middle of the floor, from which a ladder led down into the small, dark hole.

When Dorothy stood in the doorway and looked around, she could see nothing but the great gray prairie on every side. Not a tree nor a house broke the broad sweep of flat country that reached to the edge of the sky in all directions. The sun had baked the plowed land into a gray mass, with little cracks running through it. Even the grass was not green, for the sun had burned the tops of the long blades until they were the same gray color to be seen everywhere. Once the house had been painted, but the sun blistered the paint and the rains washed it away, and now the house was as dull and gray as everything else.

When Aunt Em came there to live she was young, pretty wife. The sun and wind had changed her, too. They had taken the sparkle from her eyes and left them a sober gray; they had taken the red from her cheeks and lips, and they were gray also. She was thin and gaunt, and never smiled now. When Dorothy, who was an orphan, first came to her, Aunt Em had been so startled by the child's laughter that she would scream and press her hand upon her heart whenever Dorothy's merry voice reached her ears; and she still looked at the little girl with wonder that she could find anything to laugh at.

Uncle Henry never laughed. He worked hard from morning till night and did not know what joy was. He was gray also, from his long beard to his rough boots, And he looked stern and solemn, and rarely spoke.

It was Toto that made Dorothy laugh, and saved her from growing as gray as her other surroundings. Toto was not gray; he was a little black dog, with long silky hair and small black eyes that twinkled merrily on either side of his funny wee nose. Toto played all day long, and Dorothy played with him, and loved him dearly.

Today, however, they were not playing. Uncle Henry sat upon the doorstep and looked anxiously at the sky, which was even grayer than usual. Dorothy stood in the door with Toto in her arms, and looked at the sky



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Ashley Edgar



Scholarship show

This is a poster that highlights an event held for the top students at Georgian College who are invited to compete for an Art Scholarship. The illustration of a heart with an eye expresses that regardless of what type of medium you choose to use, art is felt with the heart. Art is not limited and can be expressed in many different ways that others can see and experience.

Designed In:

InDesign
Photoshop
Illustrator

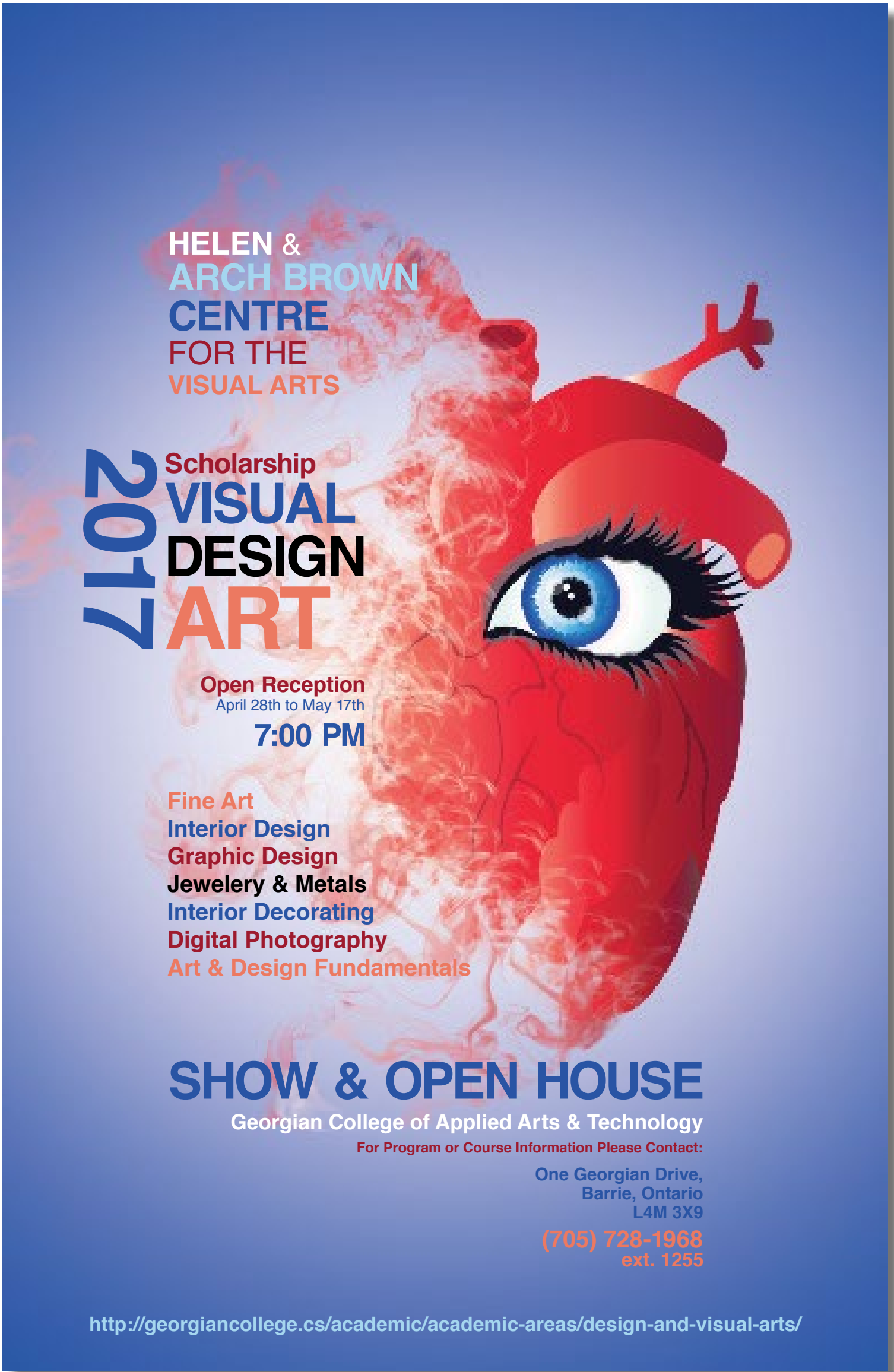
Typefaces:

Helvetica





Graphic Designer
Ashley Edgar



Scholarship Poster



Graphic Designer
Ashley Edgar



Skateboard and Apparel

This skateboard design series is called "Infectious Consciousness". The unisex board is geared for teens that are looking for an edgy design that will make them stand out. Being a teen is about finding yourself and expression. What better way to do this than with a killer design that incorporates a matching t-shirt and helmet. This board appeals to all sexes that love the sport.

Designed In:

Photoshop
Illustrator

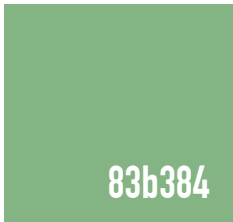
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Cornish
DIN Condensed Bold

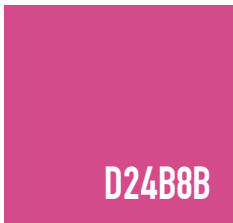




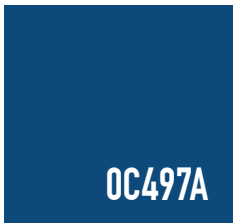
Graphic Designer
Ashley Edgar



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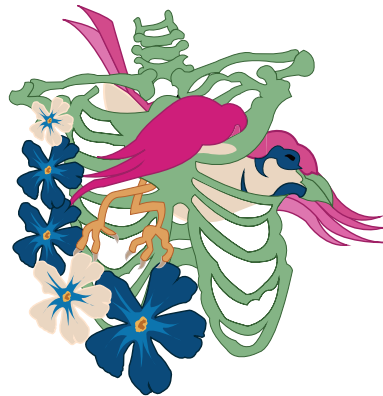
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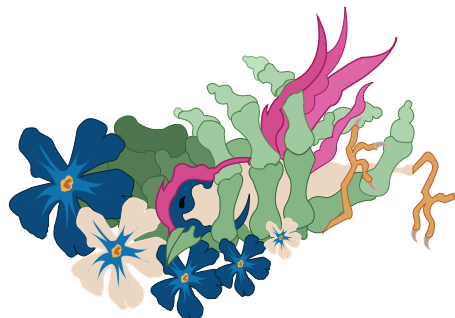
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infectious
Consciousness



infectious
Consciousness



infectious
Consciousness





Graphic Designer
Ashley Edgar



Dylec Branding

Dylec Commercial Cleaning knows how important it is to have a clean environment that creates a lasting impression on customer service as well as using green friendly products. I used their core beliefs for the inspiration behind their brand. From the leaf of their logo to the serious pigment of the gray, it communicates to its clients that they take pride in professionally creating an atmosphere that looks, feels and smells fresh.

Designed In:

Photoshop
Illustrator

Typefaces:

DIN Condensed Bold
Avenir





Graphic Designer
Ashley Edgar



Marcel Mignault
Operations Manager

Marcel@DylecInc.ca
(226) 975-6847

7F7F80

ABCF37



OFFICE: Marcel@DylecInc.ca

EMAIL: (226) 975-6847

GET A QUOTE

We know the importance of a clean environment that creates a lasting impression on customer service. With over ten years experience Dylec Commercial Cleaning knows what it takes to keep your building smelling fresh with our green friendly products. We save you time and money so you can focus on what matters. Get your free quote today!

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- . Ceilings
- . Windows
- . Walls
- . Kitchen
- . Bathrooms

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WE ARE THE KEY TO CLEAN

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Dylec Branding