

Portfolio

Portfolio

GRAPHIC DESIGN | LOGO DESIGN | EDITORIAL DESIGN | GRAPHIC ILLUSTRATION



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Editorial Design

Here the Swiss typeface, *Helvetica* is represented by a watch which is iconic in Switzerland. The watch merges into the second page showing unity and guides readers into the article for further knowledge.



Who invented Helvetica?

Helvetica or "Helvetica" was born in Switzerland, so it seemed logical to name it after Switzerland, of course not directly because it would seem unusual to name it after a country, so something that is close and makes reference to 'The Swiss' is suitable, hence "Helveti-c-a" (Hustwit, 2016). The typeface was introduced in the 1950s, it became global for many reasons. For one, it is simple and a unit where all letters work in harmony together. Large corporations became obsessed with it because the neutral typeface can adapt to any setting. In other words, Helvetica blends in, is part of the social club and most importantly, it is "safe" and accessible. Not only that, the characters in the typeface were designed to look identical, giving it the feeling of conformity. It is no wonder why it came out during the postwar. Simply, there was need for structure, smoothness, and stability and Helvetica was the typeface that gave reassurance and represented those feelings. It even became so popular that a clone typeface, called Arial, was designed. There are ways to distinguish the difference between Helvetica and Arial with a trained eye, specifically in the characters: Q R and G G R and 3 - Can you tell which is which? Hint - Helvetica type has vertical and horizontal strokes, especially in the terminals. Some other things to consider about Helvetica is that it manipulates the negative space surrounding it. Meaning the background is just as much important as the typeface itself. The contrast of Helvetica holds firm to the background and controls space. It sometimes contradicts order by acting rebellious in showing mastery over the surrounding space and becomes 'boss' of where to be placed on the grid. Luckily, for this typeface, influenced by 'monotype', anything works because it has so much rhythm and flexibility. However, be aware that many designers argue that Helvetica is slow and boring. Carson says, "Just because it is legible does not mean it communicates effectively" (Hustwit, 2016). It really depends how it is used, the font can be clear and safe, at the same time it can be a gamble or unsafe because it risks losing the overall message (Hustwit, 2016).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (/ ? < @ & # \$ % ' ! * :)

WAL MART Jeep

References:
Hustwit, S. (producer). (June 17, 2016). Helvetica [Television broadcast]. Retrieved from <http://www.youtube.com/watch?v=helvetica>
Multimedia man. (May 11, 2013). Max Miedinger and Eduard Hoffmann. Retrieved from <https://multimediaman.wordpress.com/tag/max-miedinger/>
Webdesigner Depot Staff. (January 20, 2019). The simplicity of Helvetica. Retrieved from <http://www.webdesignerdepot.com/2019/01/the-simplicity-of-helvetica/>



Magazine Design

This is an editorial spread for “Foodie” magazine. The images use colours that offer appetite and pleasure. The typeface wraps around the bowl making it inviting..



Jackie
Pastyn

Magazine Design TBC

This is a continuation spread for “Foodie” magazine. Here is a table of contents (TBC) for the magazine. The images contrast each other making it more intriguing to viewers.



Magazine ads

The ads for “Fruit Roll-Up” are demonstrated to be fun and energetic which is shown with the 3D-like effect of the roll-up snack. It is catered to children and families who want a bit of rhythm in life.



The illustrations create a fun world which offer more interest to the public. The audience look at the different scenes they see and try to relate to it from life scenarios they might have experienced.



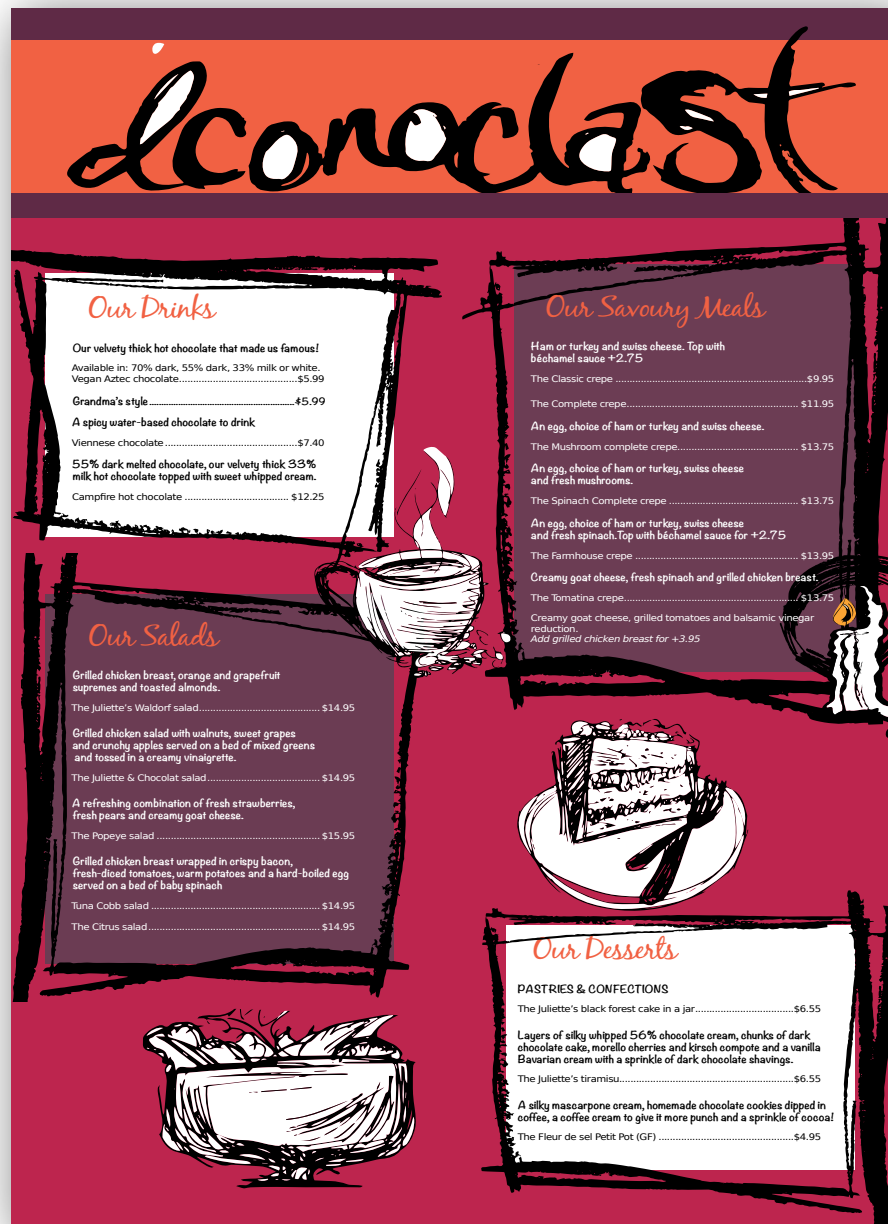
22



Everyone, as a member of society, has the right to social security and is entitled to realization, through national effort and international co-operation and in accordance with the organization and resources of each State, of the economic, social and cultural rights indispensable for his dignity and the free development of his personality.

Menu Design

The “Iconoclasts” menu is made to appear bohemian and organic, making it welcoming to anyone who want to be in an atmosphere that’s hip and laid back.



Logo Stylesguide

The logo was designed by hand, giving it personality and a human touch. The circle conveys community and eternity. While the flame symbolizes spirituality and personal growth.

Brand Statement

The circle around the figure stands for Community. While the flame represents an evolving person. The Serif typeface, 'STIXGeneral' shares similar features to the curvy and flickering flame in the logo. Meanwhile, the Sans Serif 'FranklinGothic condensed' calmly conveys trust and reassurance to those who seek light. The green colours in the logo offer feelings of serenity, humility and life.

Logo Usage

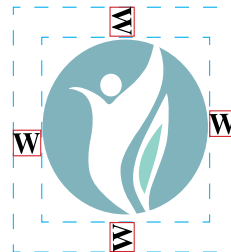
Make sure to use the measurement of the 'W' (size 30pt) from the logo, surround it with a square, at the most outer curves of the figure. This space works as the isolation zone around the logo.
Do not change the colour of the logo as it changes the identity and symbolism. Make sure that the icon sits above the wordmark, "Wellington Street Pentecostal Church". Do not stretch or change the arrangement of the logo.



Wellington Street
Pentecostal Church



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Pentecostal Church

Colour Specifications

Pantone: 7578 C
RGB Hex code: #81b3bd
R = 129% G = 179% B = 189%
C = 50% Y = 16% M = 22 K = 0%

Pantone: 3135 C
C = 42% Y = 0% M = 25% K = 0%
RGB Hex code: #91d2c8
R = 145% G = 211% B = 201%

Pantone: Black
C = 0% Y = 0% M = 0% K = 100%
RGB Hex code: #000000
R = 0% G = 0% B = 0%

Wellington Street Pentecostal Church Typefaces

WSPC

WSPC

WSPC

FranklinGothic (Book) - This typeface is used for web body copy to offer easier reading. This typeface is the same type family as the Sans Serif type in the logo. The difference is that this type is wider and set in its original state for legibility and continuity purposes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
*>!\$?/<@{|&%

Book; Book Italic; Medium; Medium Italic; Demi; Demi Italic

STIXGeneral - This typeface is used in the logo. The characters share some similar features to the icon from the various weights and curves. This typeface remains as the identity, so to create familiarity and consistency. It also gives it a traditional feeling.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
*>!\$?/<@{|&%

Regular; Italic; Bold; Bold Italic

FranklinGothic Condensed - This typeface is used in the logo. In a subtle way, the typeface says reassurance and calmness as it is displayed loosely rather than harshly. Especially when faith comes naturally within. It also plays with the other typeface as it offers a bit of a modern edge. This typeface comes in four weights.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
*>!\$?/<@{|&%

Book; Book Italic; Demi; Demi Italic

Jackie
pastyn



Wellington Street
Pentecostal Church



Wellington Street
Pentecostal Church

Thank you

Thank you

[See Resume here](#)



created using...

- Illustrator
- Photoshop
- InDesign