

GRAPHIC DESIGNER



AKINJIDE AKINWALE

*Print & Portfolio*

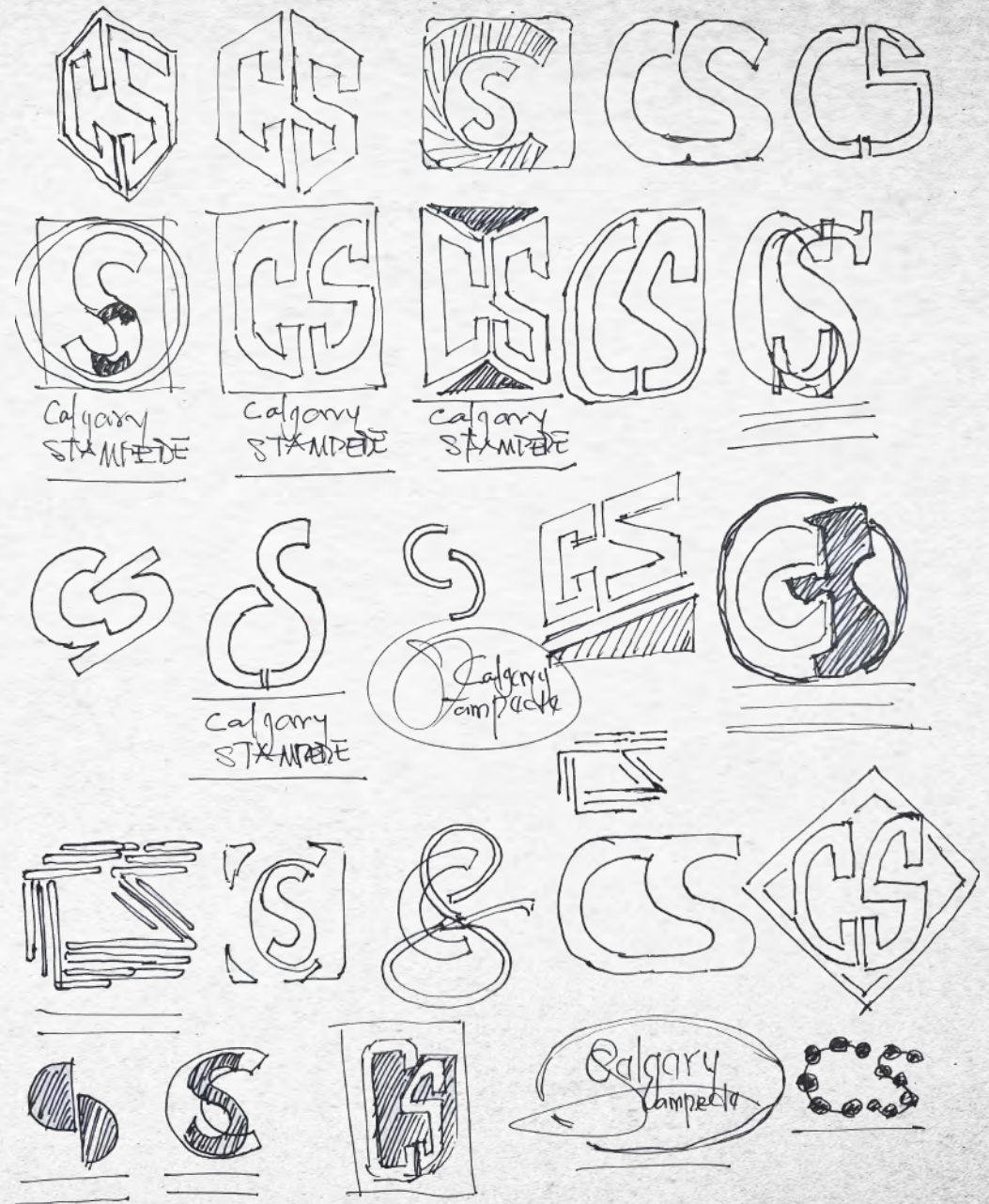
# LOGO THUMBNAILS

## Re-branding Calgary Stampede

Rebranding Calgary Stampede was a final year school project. The project entails designing a new logo and three different posters advertising the next Calgary Stampede show. I chose this brand to show my creative ability in graphic design.

All design work is fictional, including the date, as the poster will not be printed or distributed except for my portfolio objective. Hence, none of this design work will be in public space for advertising.

All images used for the poster are free to use under CCO licence.





# LOGO DESIGN



Calgary Stampede



Calgary Stampede



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Stampede



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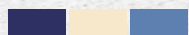
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STAMPEDE



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Stampede



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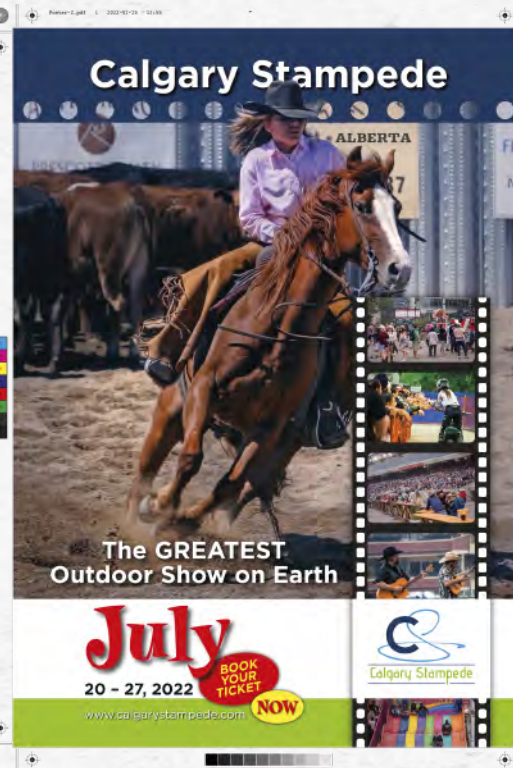


Calgary  
Stampede





# POSTER DESIGN



## Primary Colours

Pantone: 534 C	Pantone: 485 C
R: 28 G: 53 B: 94	R: 225 G: 37 B: 27
C: 100 M: 82 Y: 35 K: 27	C: 2 M: 95 Y: 94 K: 0
HEX: #1c355e	HEX: #e6332a



## Secondary Colour

Pantone: 116 C
R: 255 G: 205 B: 0
C: 0 M: 20 Y: 96 K: 0
HEX: #ffc000



## Primary Colours

Pantone: 534 C	Pantone: 299 C
R: 28 G: 53 B: 94	R: 0 G: 160 B: 223
C: 100 M: 82 Y: 35 K: 27	C: 81 M: 15 Y: 0 K: 0
HEX: #1c355e	HEX: #00a0df



## Secondary Colour

Pantone: 368 C
R: 118 G: 188 B: 33
C: 60 M: 0 Y: 100 K: 0
HEX: #76bc21



## Main Colours

R: 227 G: 6 B: 19	R: 0 G: 159 B: 227
C: 0 M: 100 Y: 100 K: 0	C: 100 M: 0 Y: 0 K: 0
HEX: #e30613	HEX: #009fe3
R: 28 G: 53 B: 94	R: 0 G: 160 B: 223
C: 100 M: 82 Y: 35 K: 27	C: 81 M: 15 Y: 0 K: 0
HEX: #1c355e	HEX: #00a0df



## Calgary Stampede

CMYK samples and logo's colour details



# OUTDOOR ADVERT



Poster mockups



# PRODUCT ADVERT

Re-deigning a product advert.

Bag Lady is another school assignment where I picked a not-too-good advert and re-design it. The sour taste advert was too graphic, I'm not sure if this was real, but I found it online.

To portray the product for its intended purpose, I sourced a female model on Pixel (Photo credit below). I worked on the image and colour code to match the background and the product brand standard.



Photo by Andres Ayrton from Pexels



# PHOTOSHOP EFFECT

## Unbelievable (Photoshop)

Setting the camera on a tripod and using a remote, I created an 8-bit RGB file, 4 inches by 6 inches, with a resolution of 300 pixels, combining four different images of the same person (me) taken at

the same spot/background. I concentrated on making each element blend with the background image. I used different adjustment layers to edit the images combined in one to achieve this result.





# IMAGE MANIPULATION

## Photo editing

These are recent class assignments using a mirrorless camera in a manual setting. The images were shot in camera RAW setting; I manipulated the colours and exposure using Adobe Lightroom and

created adjustment layers in Photoshop to retouch the skin and reduce the facial blemishes of the talents. Below are the before and after.



Before



After



Before



After



Before



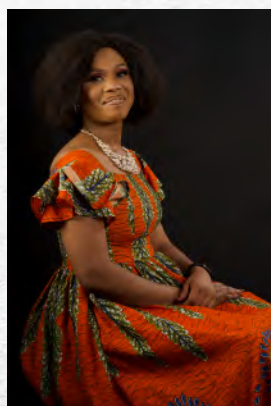
After



Before



After



Before



After



Before



After



# SOCIAL MEDIA BRANDING

## Instagram mockups

Product advert on social media using the Instagram platform. These product advert mock-ups entail advertising for a brand using original images. All the photos were

taken using a DSLR camera and shot in camera RAW settings.

