

Portfolio 2

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Contents

p. 3	Reflective Journal
p. 4	HTML and CSS
p. 6	Studio Shooting
p. 12	Information Design
p. 17	Branding and Packaging

Link to reflective journal.

HTML and CSS

A very cheesy website for a pizza restaurant.



HOME MENU ABOUT CONTACT

TAKE AWAY MENU

[Link to website.](#)

Studio Shooting

Studio photos and two posters for a web radio station.









INDIE GO

AN INDIE AND ELECTRONICA
RADIO STATION

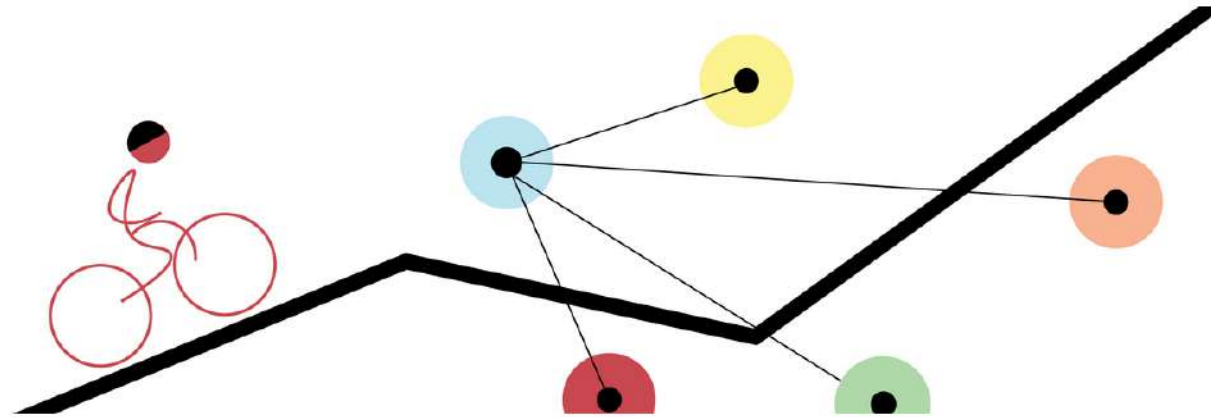
FOLLOW THE
MUSIC.



Information Design

Website, poster and interactive map for the fictional company
Bergen Biking.

BERGEN BIKING



Our routes

Whether you prefer to bike through the streets of a bustling city centre, or want to get as far away as that as possible.. We've got a route that fits you.

[Read more.](#)



About us

A short read about why we exist, how we got to where we are now and what our plans are for the future. Spoiler alert: This ride has been a wild one!

[Read more.](#)



Meet the crew

Here you'll get to meet all of us who currently work for Bergen Biking. We're a colorful gang, and we'd love for you to get to know us a bit better!

[Read more.](#)



Contact

Sometimes, us humans tend to have questions. That's why we've made it easy for you to contact us - either through mail or social media. Don't hesitate to drop us a note.

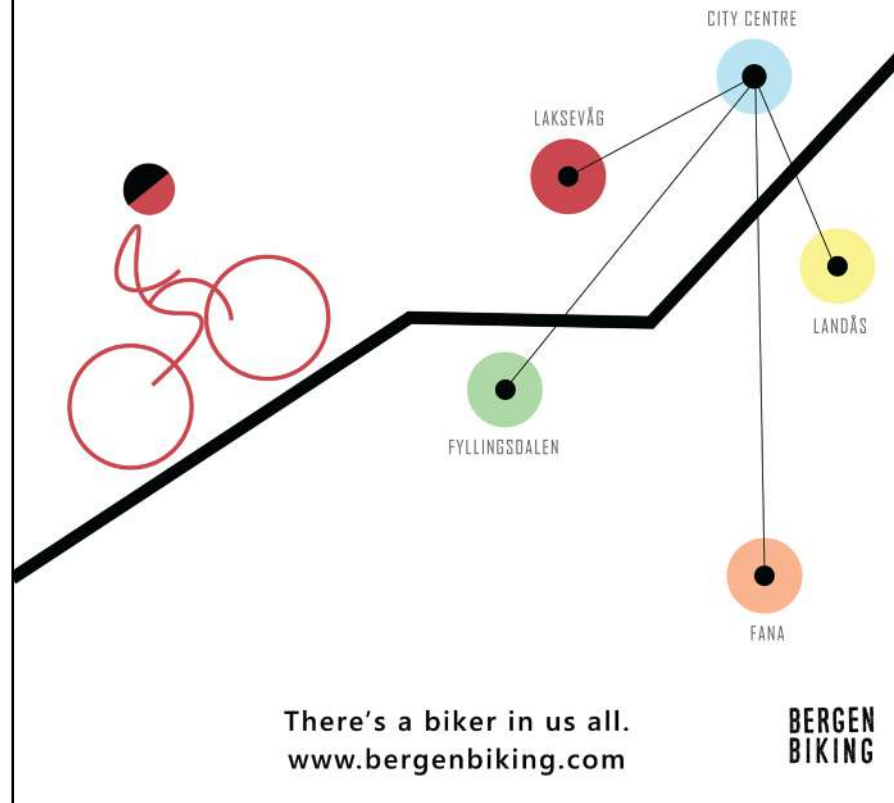
[Read more.](#)

[Link to website.](#)





WHICH ROUTE IS YOURS?



There's a biker in us all.
www.bergenbiking.com

**BERGEN
BIKING**

Branding and packaging

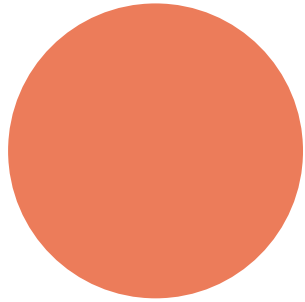
Branding and packaging elements for a fictional dog food company.

The following is the brand manual created for the company.

BRAND MANUAL

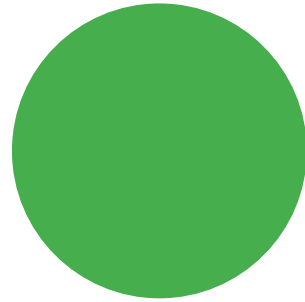
Happy Tails Co.

by minaes design



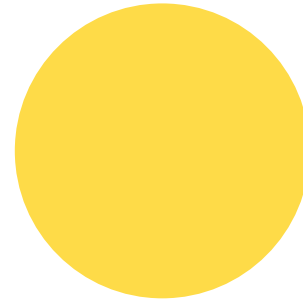
Happy Red

RGB: 236, 124, 90
CMYK: 2, 62, 64, 0
Hex: #ec7c5a
Pantone: 2434 C



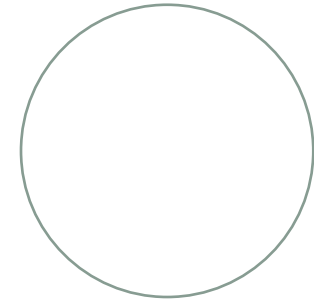
Spring Green

RGB: 70, 174, 76
CMYK: 72, 0, 88, 0
Hex: #46ae4c
Pantone: 7738 C



Wonderous Yellow

RGB: 254, 219, 72
CMYK: 2, 12, 79, 0
Hex: #fedb48
Pantone: 114 C



Shiny White

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Hex: #ffffff
Pantone: 11-0601 TCX

Omnes

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
 abcdefghijklmnopqrstuvwxyz
 1234567890

Black **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
 abcdefghijklmnopqrstuvwxyz
 1234567890

Logo and marks

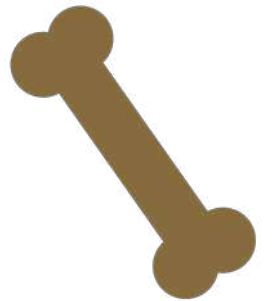
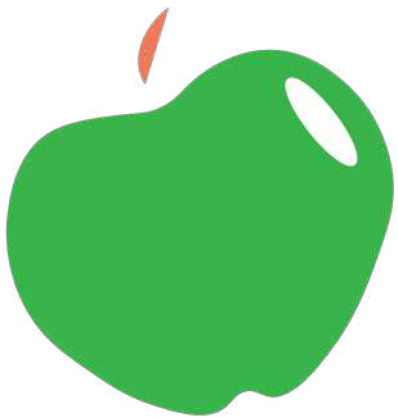
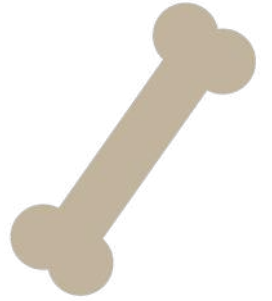


Logo should only be used on a white background.

If Happy Red, Spring Green or Wonderous Yellow is used as a background color, the logo should either have a splash of white underneath it, or the Happy Paw.

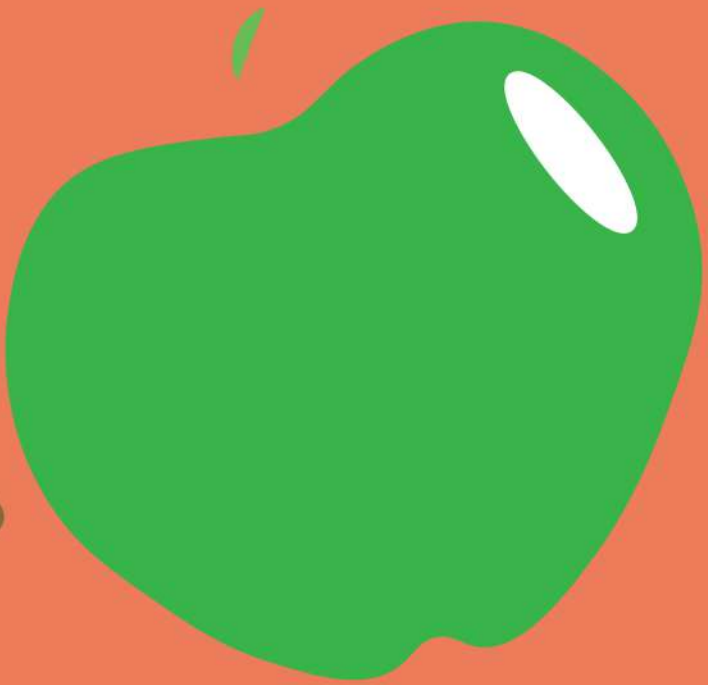
No color tweaks or other tweaks should be done with the logo itself. However, background colors and the colors as well as the opacity of the Happy Paw, the Happy Steps, the Happy Tail and the Happy Bone may vary as long as you outgo from the color scheme. Other colors should be used very sparingly and only for a good reason. Black can be used as body text in brochures and the likes of it, but should otherwise be avoided.

The Shiny Apple should always be green. However, the stem may be either green or red depending on the surroundings and circumstances.





**TRY US TODAY
TO SEE A HAPPY TAIL
ON YOUR BEST FRIEND.**



**HAPPY
TAILS**

**TASTY
DOG
TREATS**

We are so glad that you have discovered our brand!

All of us here at Happy Tails care deeply about dogs, and every day we put forth our best efforts in order to create quality products for dogs of all types and sizes. The Tasty Dog Treats is our very first release, and you can be sure that it won't be our last.

Why should I give my dog a Happy Tails snack?

We are proud to be able to present both quantitative and qualitative research which shows that presented with the choice of a Happy Tails snack or a snack from another established dog food brand, most dogs do not hesitate - they want Happy Tails!

But is it healthy?

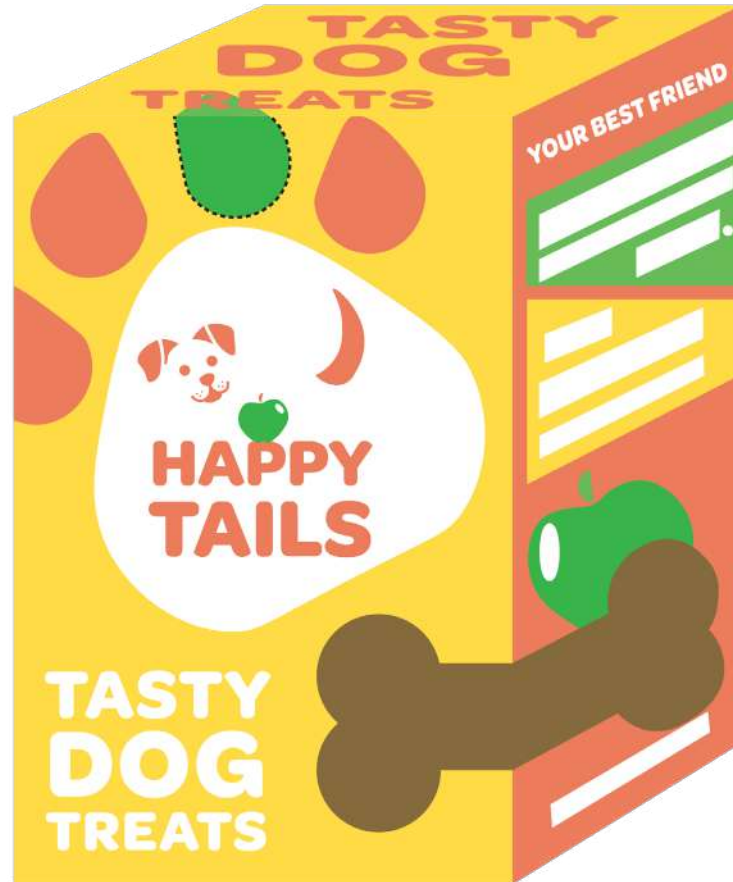
Our snacks are full of delicious, natural ingredients, that will provide your dog with about 10% of what should be its daily calorie intake. On the next page you can see exactly how much Happy Tails snacks your dog should eat in a day, as compared to the necessary nutritional intake of dogs.

Where can you find us?

The Happy Tails snacks will be sold in all major retail stores across Scandinavia, so don't worry: If your dog gets hooked, you'll easily be able to grab a new pack!



Product packaging



TASTY DOG TREATS

A GOOD DOG IS A HAPPY DOG.

And a hungry dog is seldom happy. Neither is a dog who gets enough food but not the right one. And navigating the dog food aisles in the supermarket isn't all that easy considering that many products seem very similar to each other.

LET US HELP YOU WITH THAT!

Our snacks are full of delicious, natural ingredients that will provide your dog with about 10% of its optimal daily calorie intake. And guess what, that is exactly the amount of snacks a dog should eat in the course of a day!



TASTY
DOG
TREATS

YOUR BEST FRIEND

DESERVES ONLY THE BEST.
That is why we at Happy Tails
do what we do.

*"Woof woof woof woof
Woof woof woof woof woof!"
- A happy customer*

NUTRITION INFORMATION

Serving size: 1 tbs (10g) Servings per package: 25

	per serving	per 100g
Energy	20kJ	400kJ
Protein	4g	40g
Fat - Total	3.6g	36g
- Saturated	1g	10g
Carbohydrate	2g	20g
- Sugars	1g	10g
Sodium	100mg	1g
Calcium	300mg	3g

INGREDIENTS: dried apple (23%), oats (20%), peanut butter (20%), plain yoghurt (17%), dried banana (10%), dried cranberries (10%).

MAY CONTAIN traces of egg, soy and cashew nuts.

SHOULD BE STORED in a dry cupboard which keeps a temperature between 10 and 17 degrees celsius.

PRODUCED AND PACKED IN NORWAY, by Happy Tails CO.

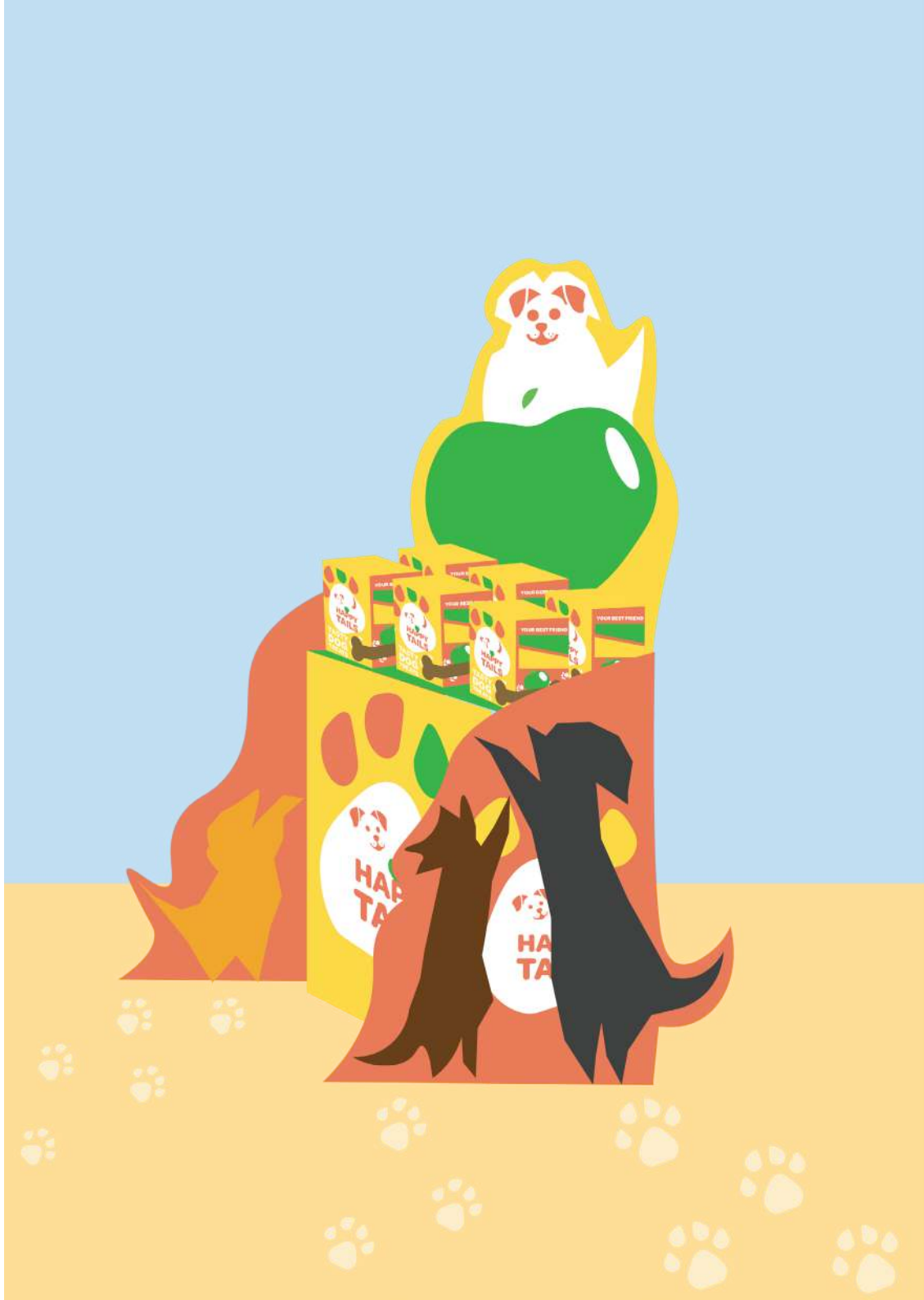
Net weight: 250g

COMPANY ADDRESS: Skåtadalen 24, 6010 Ålesund

Point of sale

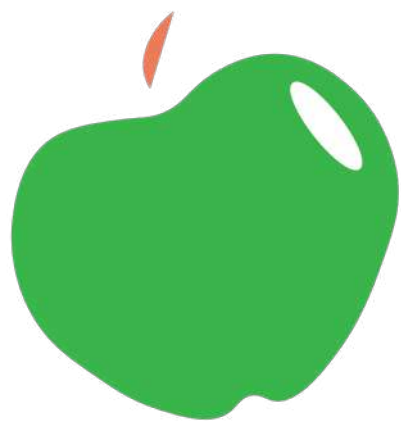












fin.