

C O N T E N T S

CECILIA BURGHARDT
GRAPHIC DESIGN PORTFOLIO

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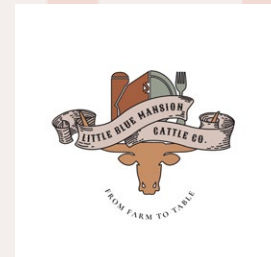
Plant Bar



Tea Twist



Turkey Point Surf Co.



LBM Cattle Co.



Holistic Huddle



Everly Green



Dan The Electrical Man

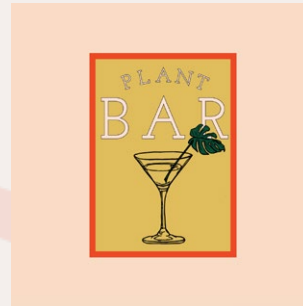


Grown Cosmetics



Octo-Tongue IPA

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SUMMARY

This is, to date, my favorite logo and branding I have designed yet. The business concept is a bar full of plants. The concept started with the desire to make something very “palm springs” and alluring to the public. The brand icon is a martini glass with a monstera leaf in place of the olive toothpick garnish. There is an alternative color version, as well as a secondary format with the double glasses. The kit included a color palette, an icon, 2 logos (one primary, and one secondary), a one-sheet, and menu design.

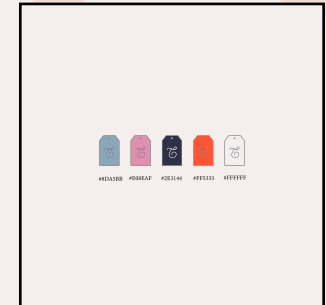


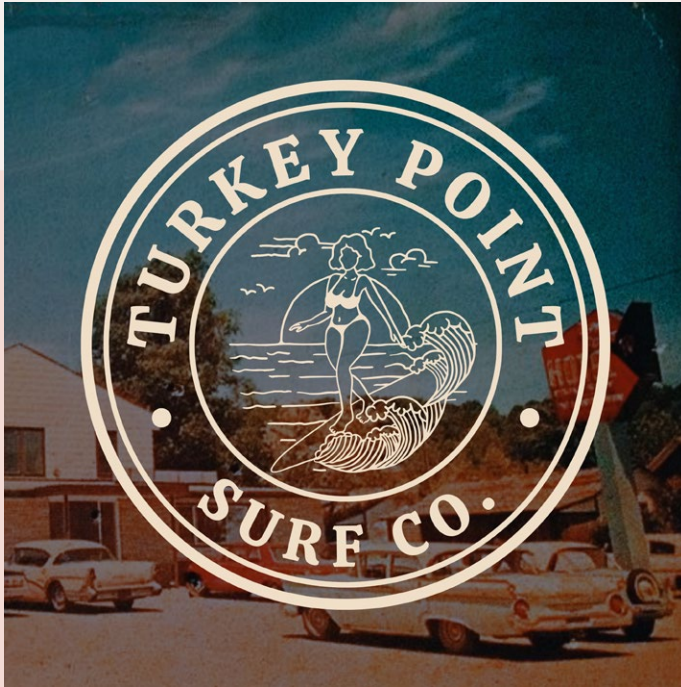


SUMMARY

Tea Twist was an interesting project for me as it challenged me to produce something on the more feminine side. I typically sway towards edgy, masculine, and bright design. This logo and brand kit is my interpretation of this challenge. We knew that the demographic we were marketing towards was mostly women, 30+, and this brought me to creating a design that was elegant, but still bright and alluring.

Included in this package were a primary logo, a secondary logo, a pattern print, a font selection, and a color palette.





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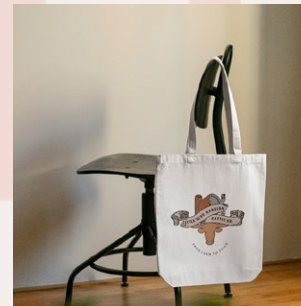
The Turkey Point Surf Co. is a clothing brand in Turkey Point, Ontario, Canada. This place is the definition of a beach town, and the logos needed to match that. I worked a balance between 50's pin-up and old-school surf influence. This project included two logos with the same hand-drawn graphic with two separate layouts and fonts.





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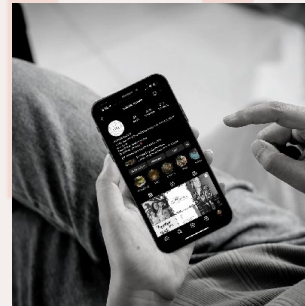
The Little Blue Cattle Mansion Co. is a company that sells food straight from farm to table. They originally had a very simple logo. The design concept was based around the farm, the bull, and a general old farmhouse aesthetic. This is a great project to display my process. I start with a very rough sketch, then bring it into Adobe Illustrator to work on a perfect design.

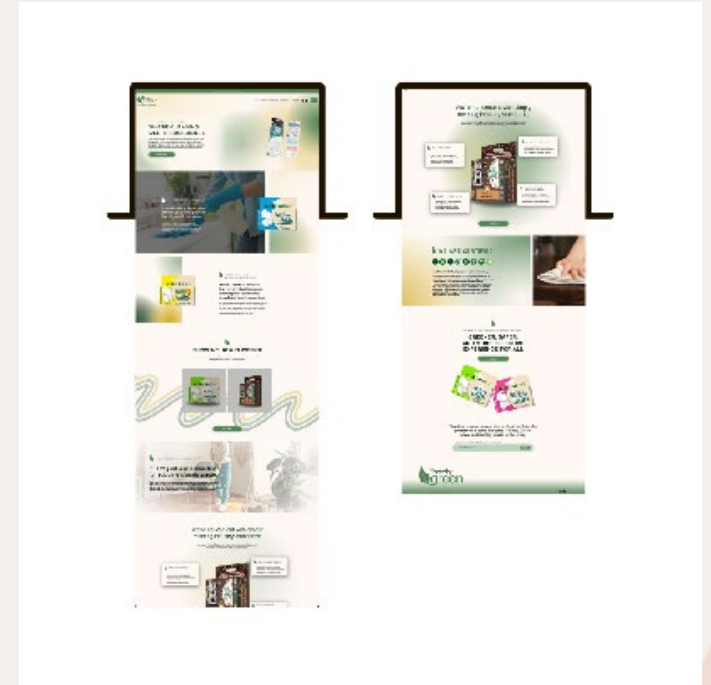
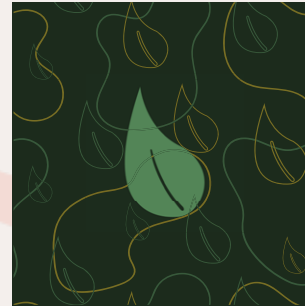




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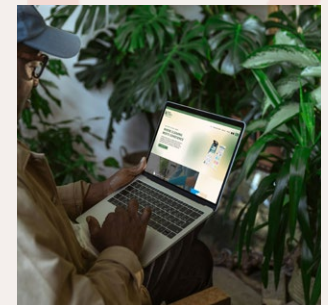
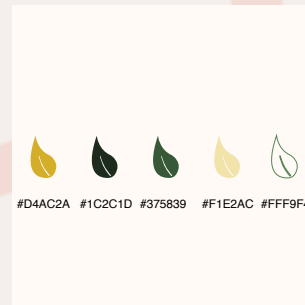
Holistic Huddle is a women's group created with the purpose of bringing strong women together to heal. I was tasked with the logo for this brand. It required a lot of tricky vector design work creating hands holding each other in a circle. This logo has two variations, one with the hands and one without.

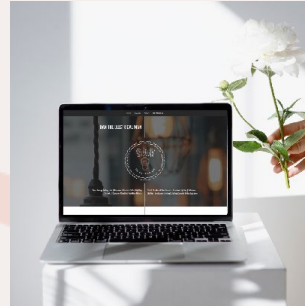
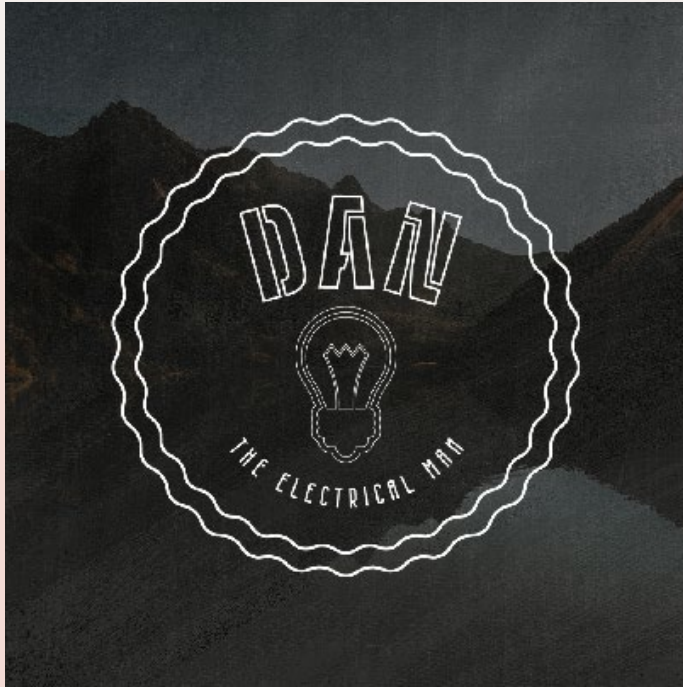




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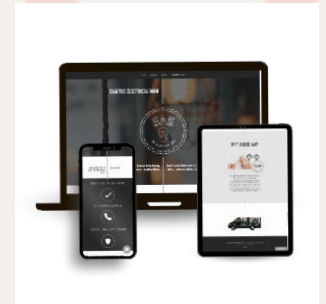
When the owner of Everly Green Eco Tabs first came to me, they had a very bare-bones website and an old logo. This project required a logo revamp, icon creation, secondary logo creation, color palette, brand new web design and build, and pattern creation. The aesthetic approach was something fun and bright, attention-grabbing, clean, crisp, and earthy.





SUMMARY

Dan The Electrical Man was a brand logo and design that speaks for itself. The aesthetic approach was industrial, masculine, clean, and fun. This project includes a logo, a website, a van mockup, business card design, and a one-sheet.





SUMMARY

This is a beer can design I created for the brand Flamingo's and Chinos. I also created the brand logo. Octo-Tongue consists of a funky graphic with 90's colors. I didn't have any direction for this other than the name and the plan to create something fun.

