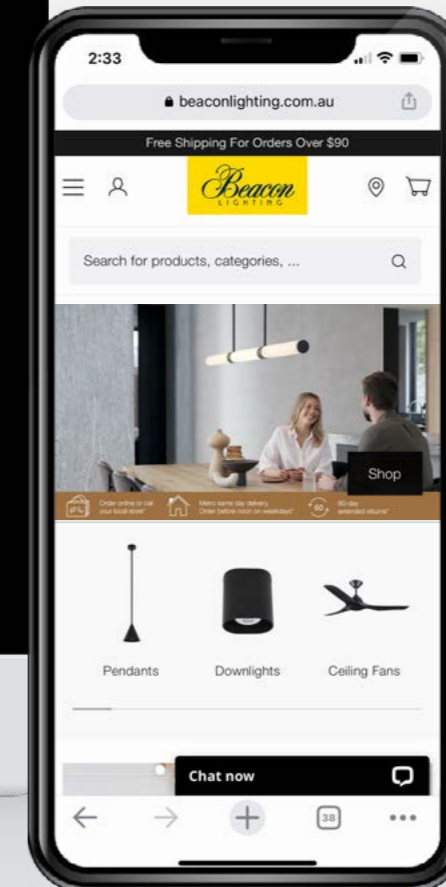
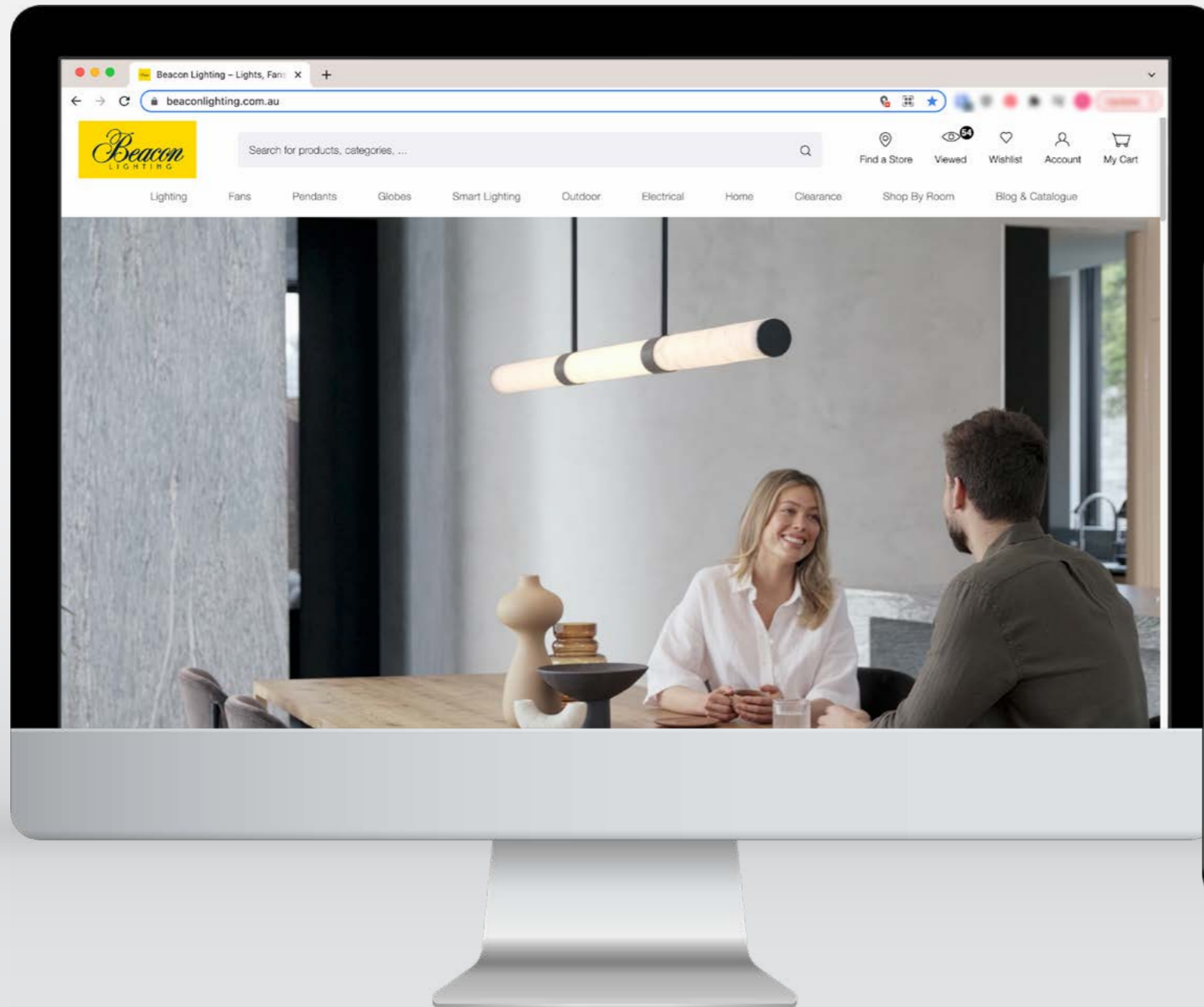


SAMPLE PORTFOLIO

RACHAEL BROOKS





CLICK TO VIEW
HOME BANNER VIDEO

WEBSITE HOME BANNER - SUMMER 21 CAMPAIGN - BEACON LIGHTING

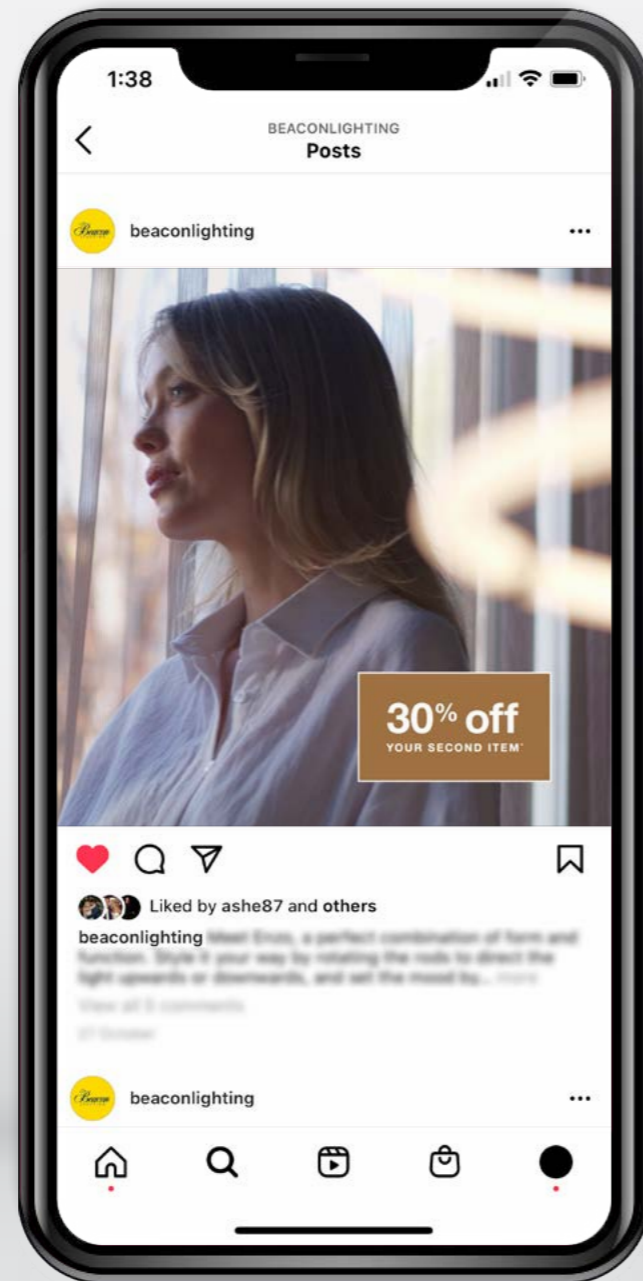
The brief was to create an extended cut of the campaign TVC as a video to be featured on the website homepage throughout the campaign.

Fonts: Helvetica

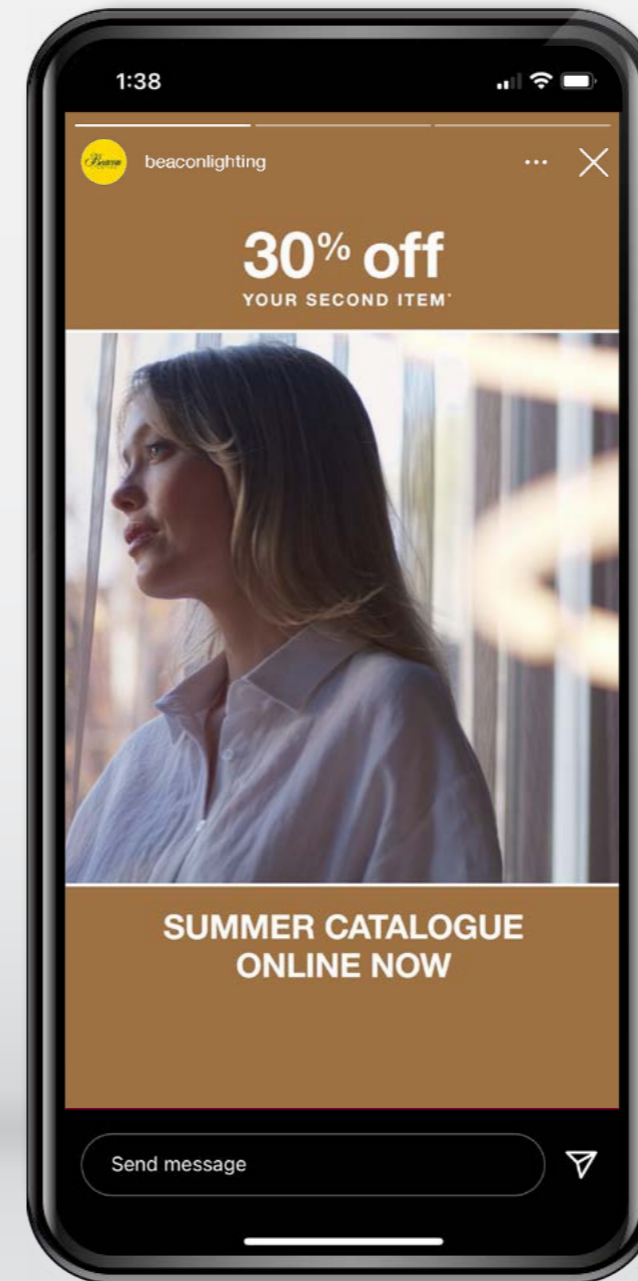
Software: PremierePro, After Effects



IN-FEED POST



STORY POST



CLICK TO VIEW
SOCIAL VIDEOS

PAID SOCIAL - SUMMER 21 CAMPAIGN - BEACON LIGHTING

The brief was to create videos for social based on the campaign TVC creative.

Fonts: Helvetica

Software: PremierePro, After Effects





PORTRAIT ILLUSTRATION - JESSICA LORRAINE

The brief was to design a simple line art illustration of a portrait of the musician Jessica Lorraine to be applied on merchandise like t-shirts and stickers.

Software: Illustrator



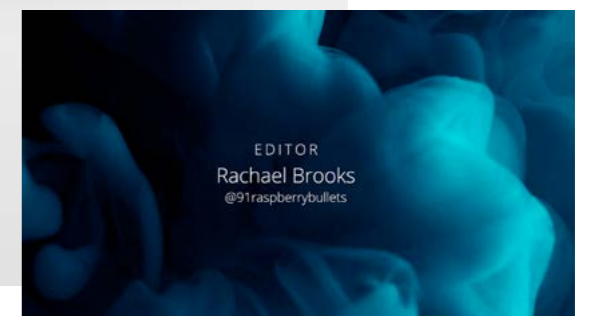


BUNCH ILLUSTRATION & APPLICATION - JESSICA LORRAINE

The brief was to create a simple line art illustration to be a branding design element to be used on merchandise like t-shirts and stickers.

Software: Illustrator, Photoshop, inDesign





DANCE INK - MIXKIT COMPETITION ENTRY
The brief was to create a video using any of the assets in the Mixkit library.
Fonts: Open Sans
Software: Premiere Pro





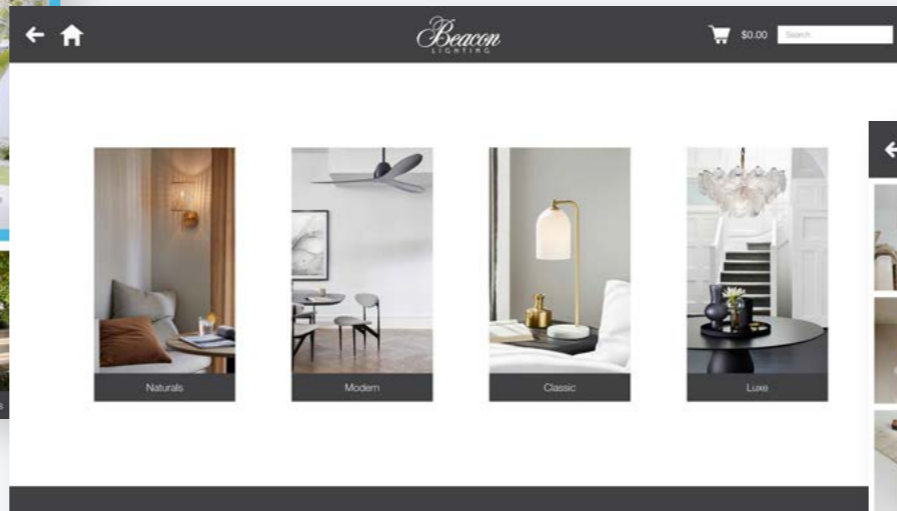
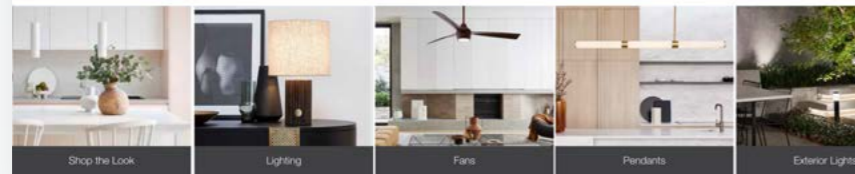
TUTCH INTERFACE - INTERACTIVE IN-STORE DISPLAY - BEACON LIGHTING

The brief was to design touch screen layouts to fulfill a series of customer journeys with a beautiful user experience.

Fonts: Helvetica Neue LT Std

Software: Acrobat, InDesign, Photoshop





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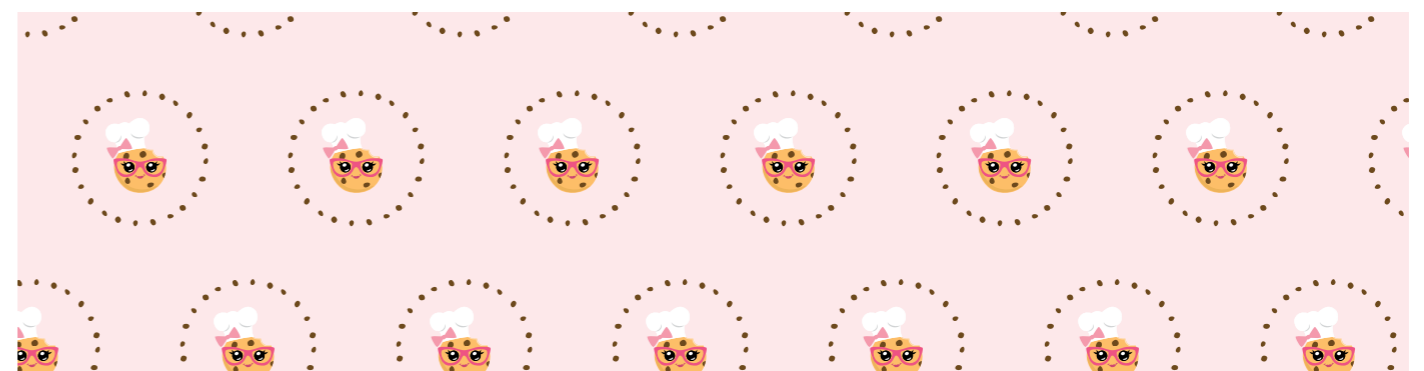
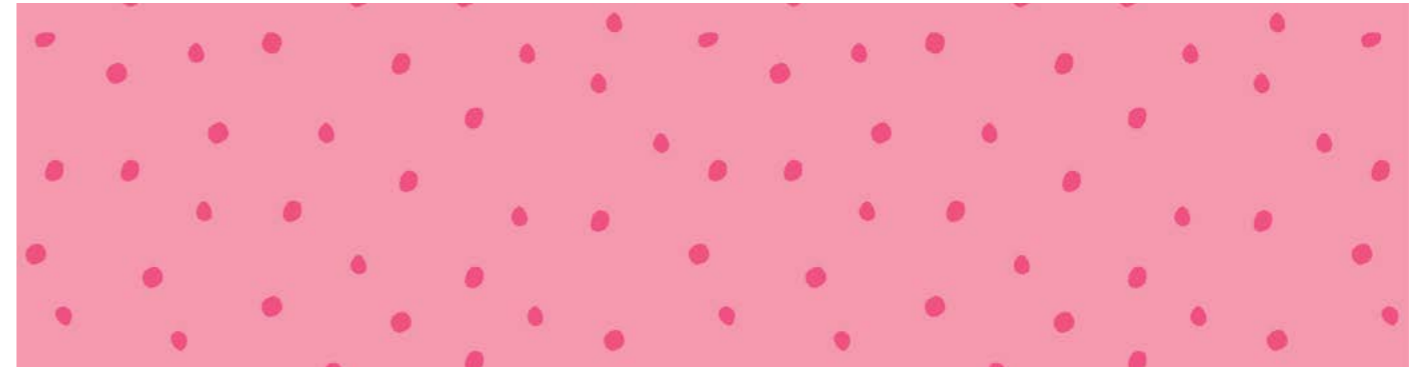


LOGO DESIGN - MISS COOKIELICIOUS

The brief was to create a logo that included the creation of this cute Miss CookieLicious character.

Fonts: The Treasured Years Display
Software: Acrobat, InDesign, Illustrator





BRAND APPLICATION - MISS COOKIELICIOUS

Miss Cookielicious brand applications across cooking aprons, prints, stickers and cards.

Fonts: The Treasured Years Display
Software: Acrobat, InDesign, Illustrator





LOGO DESIGN - VISION ELECTRICAL & DATA

The brief was to create a logo and branding look and feel with a bold and clean style for a licensed electrician starting a small business.

Fonts: Interstate
Software: Illustrator





BUSINESS CARD DESIGN - VISION ELECTRICAL & DATA

The brief was to create a logo and branding look and feel with a bold and clean style for a licensed electrician starting a small business.

Fonts: Interstate

Software: InDesign, Illustrator, Photoshop





VEHICLE SIGNAGE - VISION ELECTRICAL & DATA

The brief was to create a logo and branding look and feel with a bold and clean style for a licensed electrician starting a small business.

Fonts: Interstate

Software: Illustrator, Photoshop





LOGO DESIGN - BAKING BY BEK

The brief was to create a logo and brand assets for a small baking business.

Fonts: Aguset, Neuzeit Grotesk

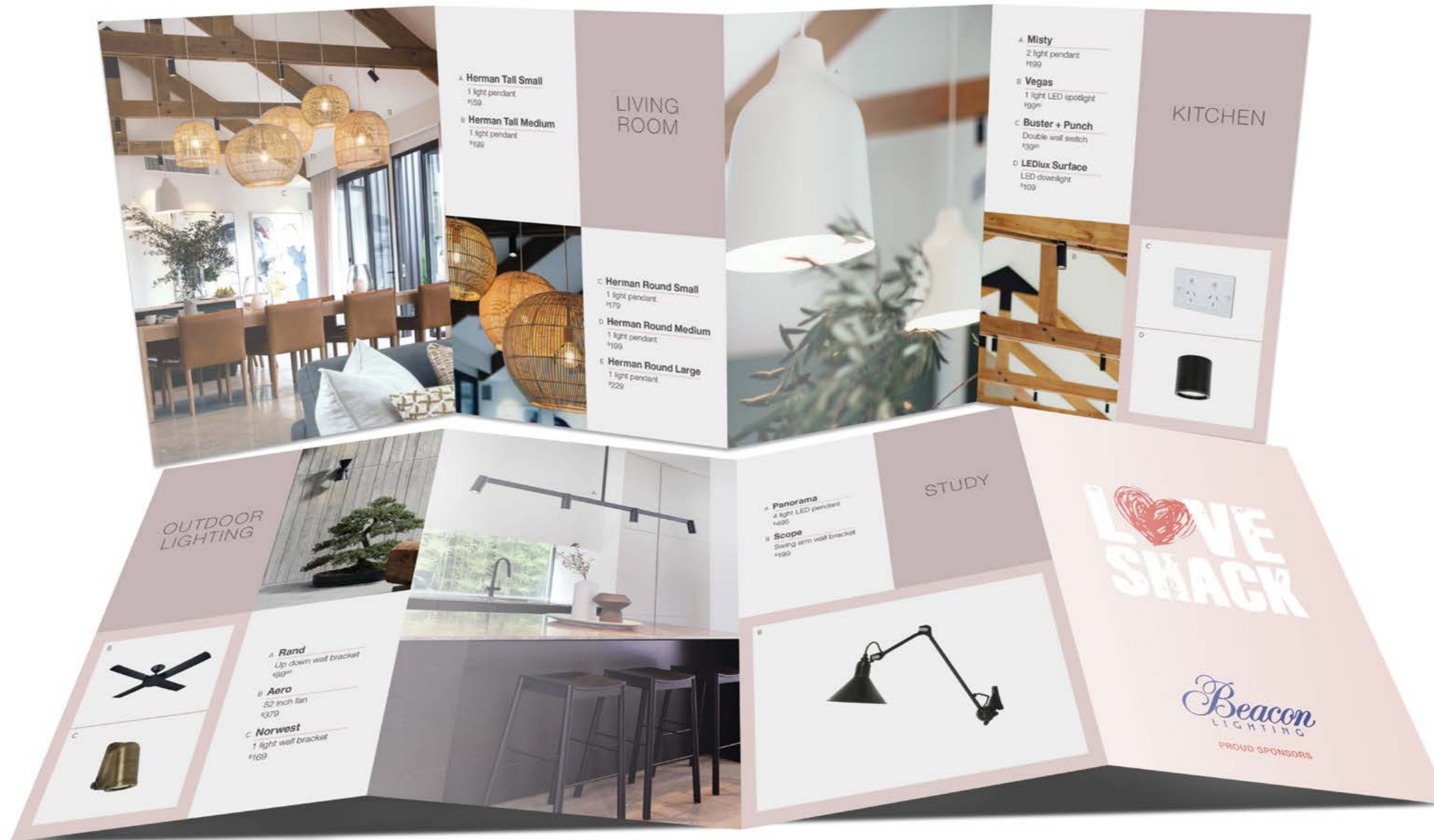
Software: Illustrator





BRAND APPLICATIONS - BAKING BY BEK
Business cards, thank you postcards and assets to be used online.
Fonts: Aguset, Neuzeit Grotesk
Software: Illustrator





SPONSORED "LOVE SHACK" BROCHURE DESIGN - BEACON LIGHTING

The brief was to create a print piece that would highlight Beacon Lighting products that were featured on the Love Shack TV series on the Nine Network. This was a handout at the Love Shack open house event.

Fonts: Helvetica Neue
Software: InDesign

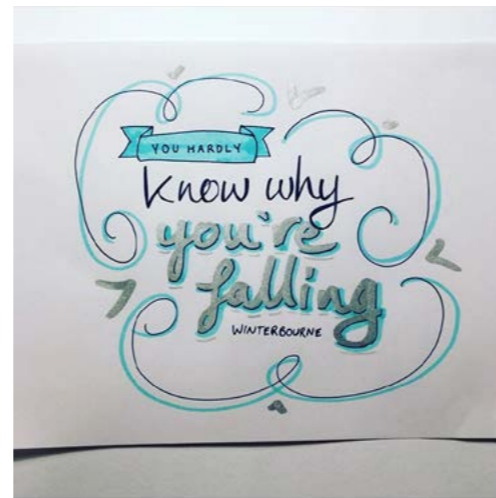
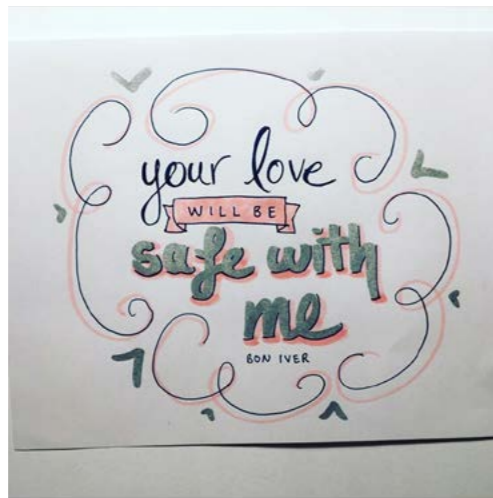
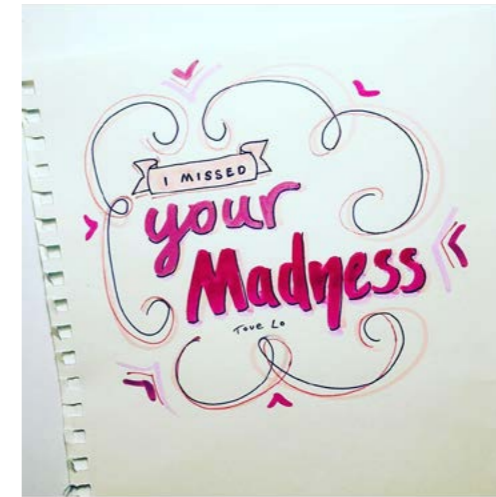




SPONSORED "LOVE SHACK" BROCHURE DESIGN - BEACON LIGHTING

Fonts: Helvetica Neue
Software: InDesign





LIKE A LYRIC

Personal project creating a handlettered typography piece of some of my favourite lyrics each week for my Instagram.



Do you like what you've seen?

Thanks for taking the time to look at my portfolio.

Let's work together!

rachkatbrooks@gmail.com

0427 662 788

