

2023 portfolio

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#### **Contact Information**

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Thank you for respecting the hard work and creativity that went into the making of this portfolio book.



# Design is the silent ambassador of your brand

— Paul Rand



## Hey! I'm Ami

Creating Visual Magic in Vancouver as a Branding Specialist and Graphic Designer. I was born in Ontario with Portuguese heritage that runs deep, my journey is as colorful as my designs.

My personal branding, themed "Azulejos," is a declaration to my love of Portuguese tiles and my connection to my heritage. A proud graduate *with honors* from British Columbia Institute of Technology and Emily Carr University.

My professional journey started back in 2007 in the world of fashion production, collaborating with local independent designers and even orchestrating the back-stage chaos at New York Fashion Week (2009).

But my entrepreneurial spirit led me to create a collective in Gastown, a brick-and-mortar store that showcased my own clothing brand alongside creations from approximately 40 local designers and makers. It was here that I discovered my passion for nurturing other businesses, becoming a catalyst for their growth.

My transition into branding was a bold move, and a difficult one to make, but it was a decision rooted in my desire to help small businesses thrive.

Now a full-time freelance designer for many years, I received a nomination (2022) for Young Professional of the Year at the Tri-Cities Chambers. My portfolio show-cases partnerships with more than 75 brands, where I've brought their creative visions life. From independent artisans to major developers (who are literally building entire new towns!), I thrive on challenges and embrace a diverse range of projects.

Beyond the design studio, my personal passions include my Belgian Malinois, *Halo*, Traveling the world to broaden my creative horizons, with a special focus on extended stays in Europe whenever the opportunity arises, immersing myself in British Columbia's diverse nature, A huge futbal (soccer) fan (Portuguese National Team of course) and simple evenings at home with big coffee or glass of wine (vinho!) on my cozy patio.

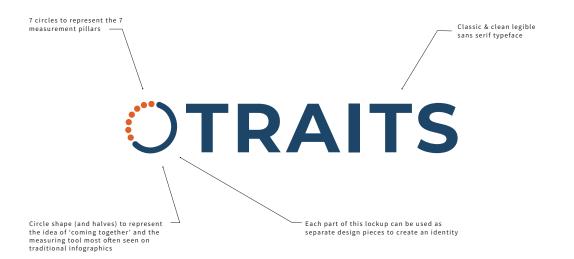
As a designer, I don't just create visuals; I'm a storyteller. I hope to craft visual brand stories that resonate. I look for ways to bring something special to the visual identity — and think outside the box.

ami#demelo

## STRAITS

**TRAITS** is a psychometric assessment tool for hiring, managing, and growing your team. Based in Alberta.

- Full brand design with flexible logo suite
- Colour palette and typography
- Stationery, Internal Documents, Binders and brochures
- Website banners, Photography treatments and graphics
- Digital Magazines and Lead Magnets
- Project Managed by Clear & Loud





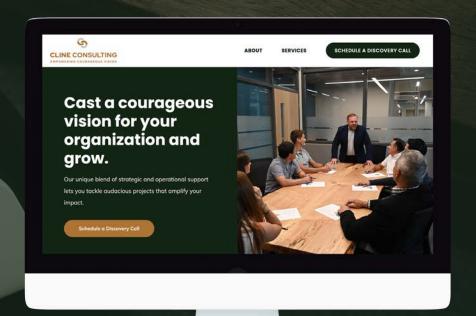




CLINE CONSULTING is based in Hamilton, Ontario. A consulting firm with a unique blend of strategic and operational support. Specializing in Nonprofits, Healthcare, Affordable Housing and Ministries.

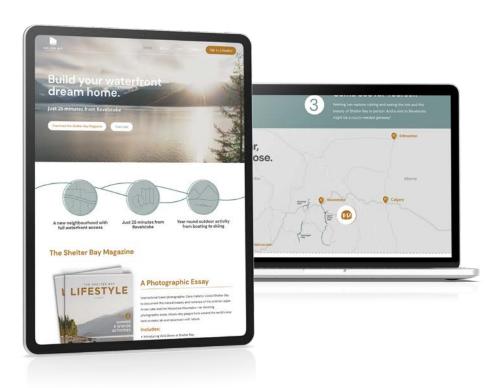
- Full brand design with flexible logo suite
- Colour palette and typography
- · Website by LB Media
- Project Managed by Clear & Loud

























## KINDRED

PHOTOGRAPHY





kin·dred noun. one's family and relations.

penguins
a symbol of love, devotion, and community. Every year, penguin couples search for their mates, reuniting to continue their family line.



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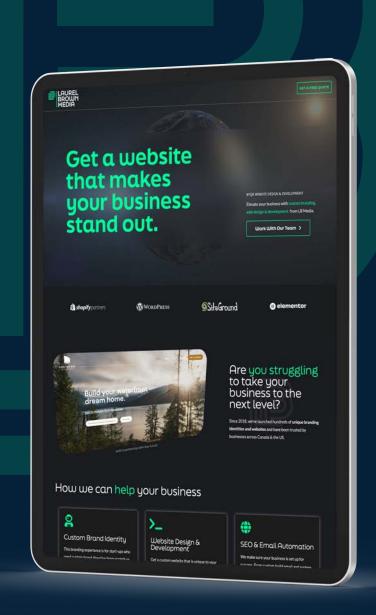
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**LB MEDIA** is a my official website partner. Specializing in custom development of websites in any complexity. We primarily work with Wordpress, Shopify and Kajabi.

#### **DELIVERABLES**

• Full brand design and on-going design partnership



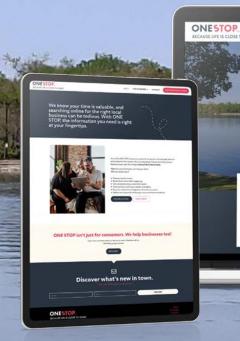


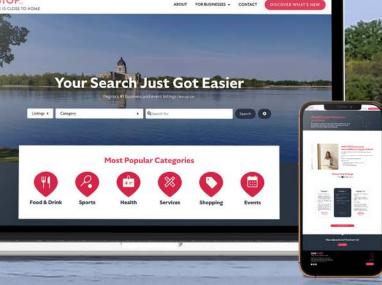


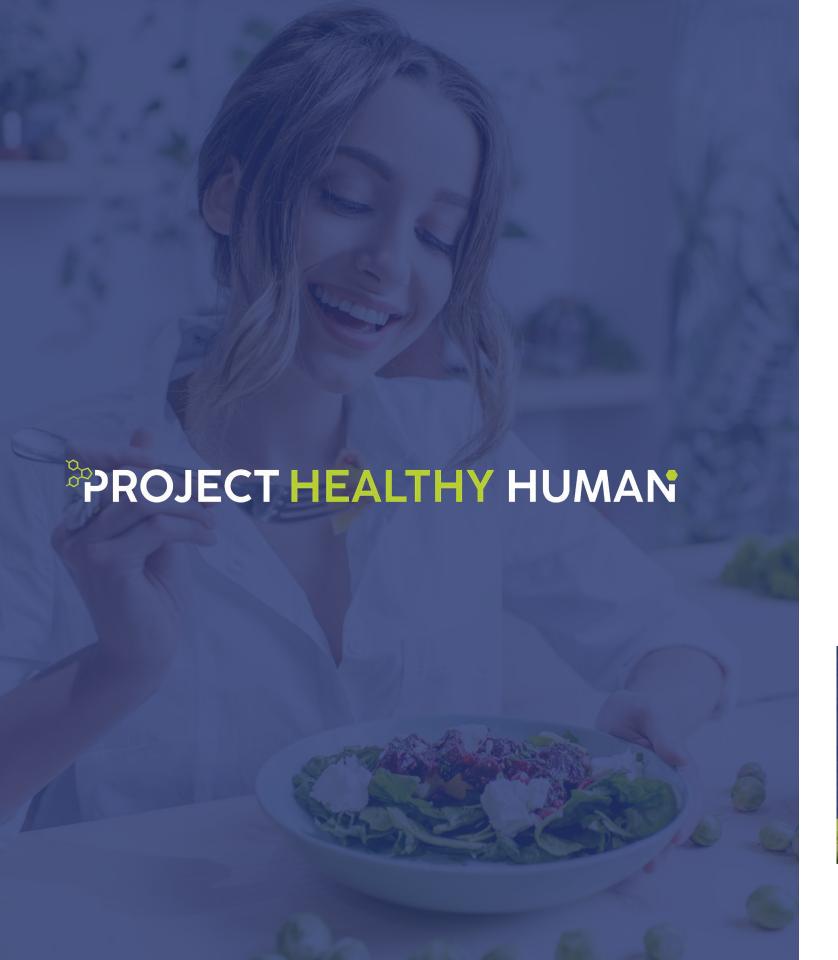


ONESTOP YQR is an online events and advertising database in Regina, Sk with plans to expand in other provinces.

- Full brand design with flexible logo suite
- Eye catching colour palette and typography kit
- Custom Business Cards
- Website by LB Media







Project Healthy Human is an initiative by Dr's and Scientists to streamline and certify food products helping and educating consumers on healthier choices. Based in Vancouver, BC.

- Full brand design with flexible logo suite
- Website Design
- Multiple Sub-Brands including beFUSED, a podcast and PEQISH GROUP
- Multiple Print and marketing applications including postcards, brochures, social media
- Trade-show booth design and activation implementation
- T-shirts and merchandise









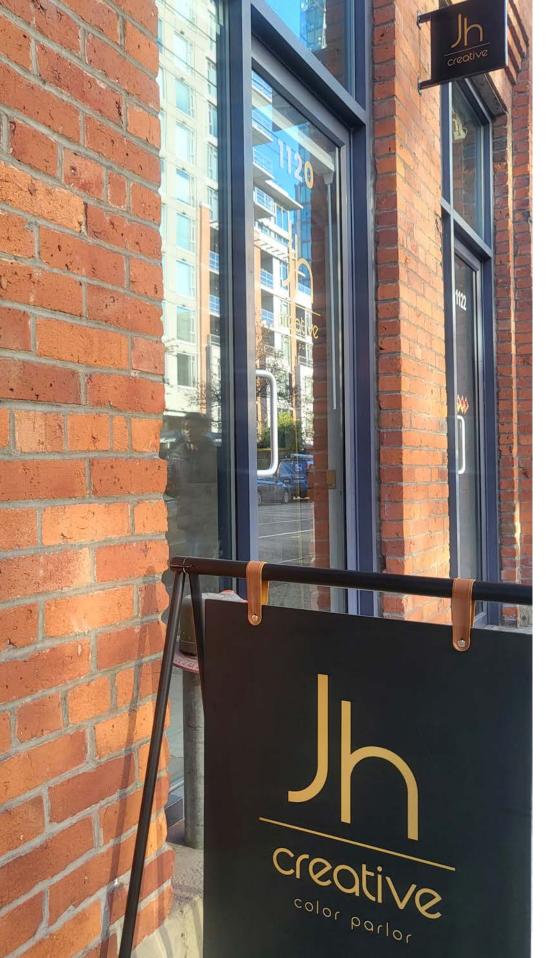




the MANE project is a Langley, BC based hair stylist specializing in texture, events and film. Having worked on many TV and movie shows as a local texture specialist.

- Full brand design with flexible logo suite, colours, typography
- Brand Pattern and illustrations
- Instagram grid design and templates
- Website Design, by LB Media





JH Creative is an upscale hair salon in the heart of Yaletown, Vancouver

- Full brand design with flexible logo suite
- Colour palette and Typography System
- Signage and window treatments
- Business Card





## BOX H FARM

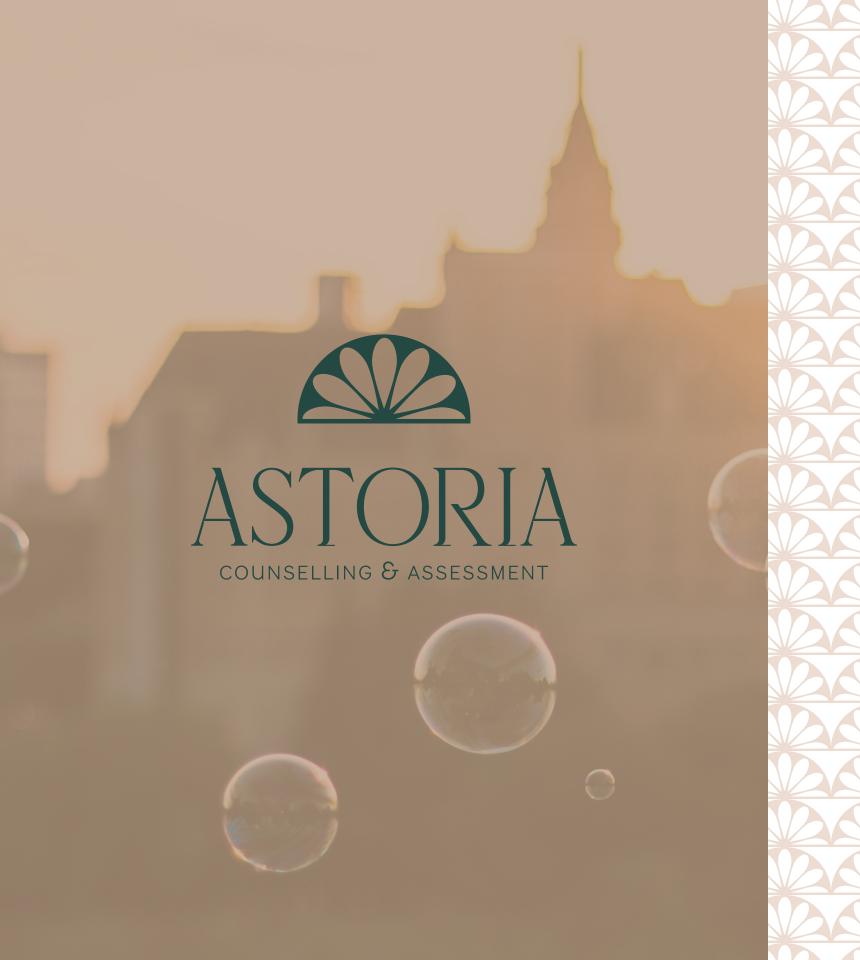
REAL FOOD. RAISED RIGHT.



Box H Farm is a family run farm in Southern Saskatchewan with a focus on sustainability and regenerative farming practices.

- Full brand design with flexible logo suite, colours, typography
- Brand Pattern and illustrations
- Packaging Direction
- Website Design, by LB Media











Astoria Counselling & Assessment is a private counselling & assessment practice in Saskatoon

- Full brand design with flexible logo suite, colours, typography
- Brand Pattern and additional Design Elements
- Brick & Motar Signage and window treatments
- Website Design, by LB Media
- Business cards and Brochure





ADMIN@THEFOUNTAINHEADNETWORK.COM

We are convienietly located on the Coquitlam and Port Coquitlam border, just a short walk

204-3242 Westwood St, Port Coquitlam

from Coquitlam Center Mall

Brochure and marketing collateral for The Fountainhead Network



digital marketing







### Thank You

If you would like to work with me, please feel free to reach out!

hello@amidemelo.com | amidemelo.com



