

PORTFOLIO

ROUTE 66 LOGO

-Cut down GC video by 30 sec
side transition (left)

DOMONIQUE TRICE

GRAPHIC DESIGNER

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GREETINGS

The following projects make up my personal/professional portfolio. It showcases a culmination of skills I obtained through my degree program, working with past clients and my raw creative energy over the last 3+ years.

I am a multi-disciplinary designer and that will be highlighted throughout my portfolio. I create more than just logos. There are examples of **brand identification, publication formating, book design, social media marketing** and more. All of which were created using a combination of Adobe Creative Cloud programs.

ABOUT ME

My name is Domonique. I am a graphic designer, video editor and then some. It was all just a hobby until it was recognized as a talent and I officially began editing and designing in 2020. I loved it so much that I decided to go back to school and obtain my Bachelor's in Graphic Design & Media Arts. My love for the industry grows by the day and I established my company, DomoGraphix LLC, to become a one stop shop for all media needs. Explore my portfolio and don't forget to visit Domographix.com for additional content.



EST. 2023



Print Media Campaign



The Print Media Campaign consisted of a Tri-Fold Brochure highlighting historic information and current exhibits. The design doubles as a keepsake, originally designed with field-trippers in mind. The Social Media Campaign was centralized around the museums Genealogy Services and helpful ideas for researching your own family history.



The Coweta County African American Heritage Museum is a local entity where I volunteer through graphic design services. The objective is to help the museum establish a presence both within the local community and digitally through social media campaigns (see right) and print media (see left).



Social Media Marketing Campaign



PASTA AMORE

Pasta Amore was a program project primarily focused on the use of Adobe InDesign. A 2-sided restaurant menu, table tent and tri-fold brochure were created using the “client provided” brand guide, logo and color palette.

The design features an Italian country side and country flag as the backdrop to illustrate the concept of tradition as it was an important element to the brand.



2-Sided Restaurant Menu



Tri-Fold Brochure Exterior



Tri-Fold Brochure Interior



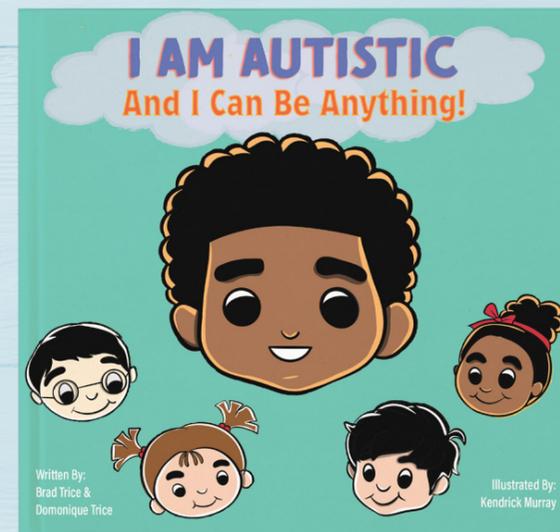
I AM AUTISTIC And I Can Be Anything!

I Am Autistic and I Can Be Anything was written and published by my husband and myself. Highlighted directly to the right is a snippet of the interior and back cover. Directly below that is the cover design.

The marketing material and social media carousel were created for additional promotional purposes.



Book Design (Interior/Back Cover)



Book Cover Design

Social Media Carousel Design



Marketing Post



Sticker Design



A magazine article layout formatting project primarily focused on the use of columns and margins in Adobe InDesign.



Publications Article Layout

Publications Duelling Covers

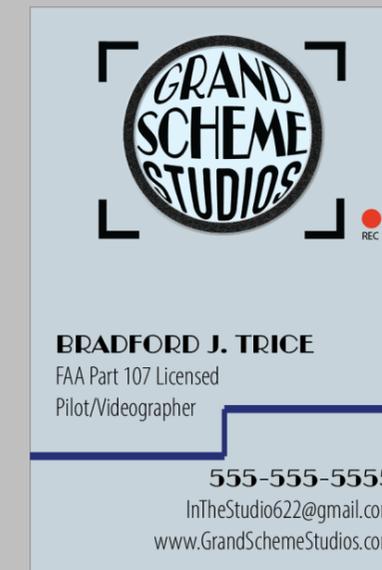
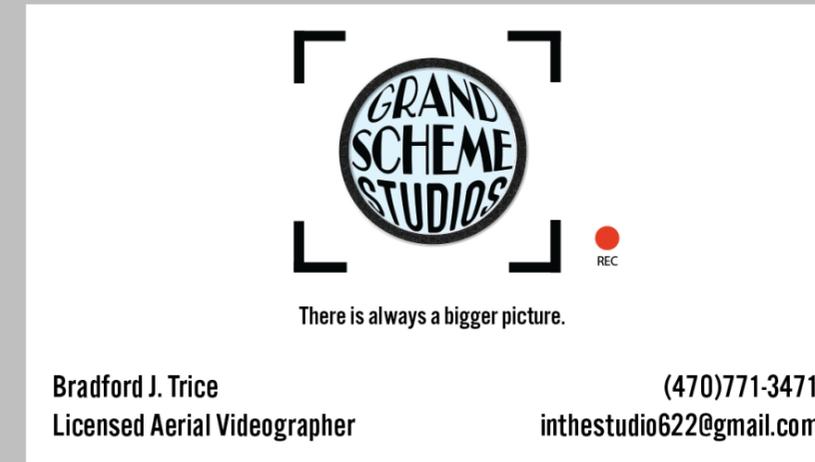


DUELING COVERS was a program project requiring that one image be used to create separate magazine covers

Stationary Design



Business Card Designs



Grand Scheme Studios LLC is a metro-Atlanta based studio that produces local commercials, provides aerial photography/videography services and more. Featured from left to right is the stationary suite designed for the company. As well as two of the final business card designs they selected.

GIF Banner Advertisement (Before)



GIF Banner Advertisement (After)



The Amethyst Bay Resort and Spa campaign was another program project which featured the creation of a GIF Advertisement banner and a full page magazine ad, highlighting the resort services.

The images to the left show a before and after of the GIF in still form. The image to the right is a full page ad created for the resort.

Summer of Spa Specials
Exclusive packages for couples including a cozy, fireside massage special for two. Customize your escape with a variety of add-on services.

Need to get away from it all?
Couples Spa Packages Available Now

Cozy, fireside massage for two with your choice of complimentary essential oil to enhance relaxation
60 min\$150
90 min.....\$175

Beachside massage for two with breathtaking views, exclusive to the resort. Enhanced with complimentary bottle of wine.
60 min.....\$250
90 min.....\$300

Book Your Visit Today!!!

AMETHYST BAY
Resort & Spa

Phone: 866-323-7070
Website: www.amethystbayresort.com
Address: 716 Amethyst Bay Boulevard
St. Thomas, VI 00802

Full Page Ad Design

KINGDOM NATION

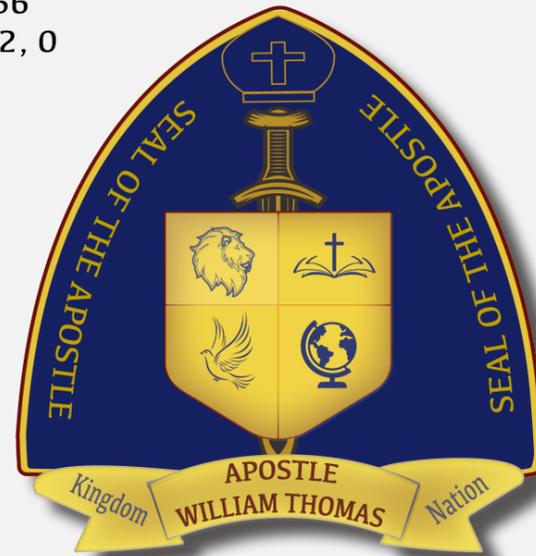
The Kingdom Nation project initially started as an event flyer request. It grew into the creation of official seals and an additional event flyer. Highlighted here are the final seal designs and their final color scheme. The remaining projects provided are the two event flyers which also doubled as social media posts



■ RGB : 21, 32, 96
CMYK: 100, 97, 32, 25

■ RGB : 41, 106, 16
CMYK: 33, 96, 100, 49

■ RGB : 229, 196, 56
CMYK: 12, 19, 92, 0



Event Flyer

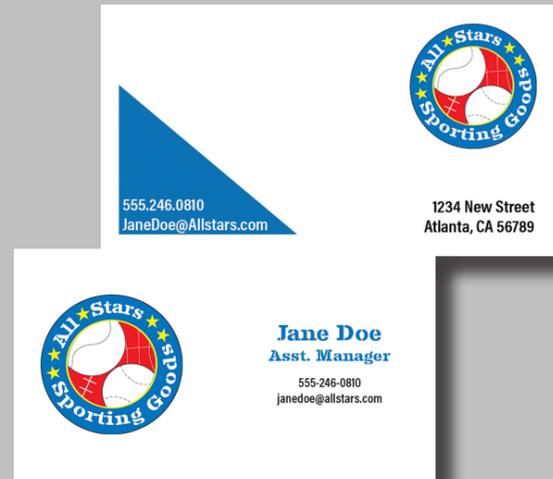
Event Flyer





All Star Sporting Goods is a fictitious company created as part of a program project. We were given the responsibility of developing the entire brand identity for the company.

Stationary Design



Business Card Designs



Merchandise Polo Shirt w/Logo



Merchandise Baseball Cap w/Logo



Merchandise Bag w/Logo



Overview

All Stars Sporting Goods was established in 1925 and is known as a well-respected retail store. They aim to provide good quality sports products and a memorable shopping experience to all of their customers; new and existing. When visiting All Stars Sporting Goods, you will be impressed in the shopping experience by trying out products in simulated scenarios with their certified and trained staff.

Logo Design

Logo Color



Logo Black and White



Type Specifications

Albiona Heavy Stencil

Color Specifications



RGB : R237, G28, B36
CMYK : C0, M100, Y100, K0

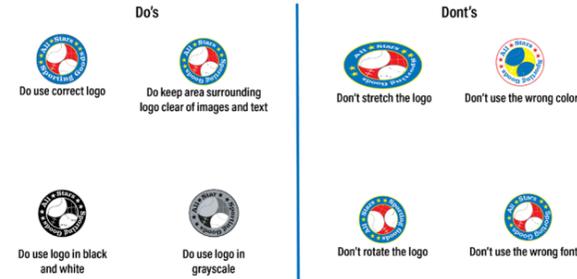


RGB : R0, G114, B188
CMYK : C99, M49, Y0, K0



RGB : R255, G241, B0
CMYK : C0, M0, Y100, K0

Logo Usage



Brand Identity Development

Rationale

The simplicity of the round shaped badge like design falls in line with contemporary design request of the client. Building the lettering around the design gives the logo a badge like feel. The font was selected to tie in to the brand's tradition of being a well respected retail store in the athletic retail space since 1925, with a classic locker number, stencil style.

The five "gold" stars incorporate their exceptional customer service, as the number symbolizes "5 -Star treatment" received when you shop with this brand. The color yellow was used to symbolize that "gold", however it needed to stay an alignment with the split complementary color scheme.

The color red which among many things symbolizes energy and passion here. The energy and passion to provide exceptional customer service and a memorable shopping experience. The red is the exclamation point of the logo and what draws the eyes in.

Lastly, the color of blue signifies strength and reliability, qualities customers look for in a brand, especially when dealing with sporting equipment. Dependability is often times tied to safety and that's what customers should think about when they see this brand.

Brand Identity Development

THANK YOU FOR VIEWING

CONTACT ME

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METRO ATLANTA, GEORGIA