

The title card is a white rectangle with a dark brown border, tilted slightly to the right. It is set against a teal background with a light green grid. Two dark brown diagonal lines cross the card: one from the top-left to the bottom-right, and another from the top-right to the bottom-left. The text is centered within the card.

Portfolio

2018 - present

Vicky Charles

Graphic Designer

8 Billion Minds

Branding Identity

The free online interactive learning platform volunteer-run 8 Billion Minds wanted me to create a new logo and a branding guidelines booklet. The branding they were aiming at was fun, creative and all-inclusive. Their goal was to attract interest before the launch and have the branding needed to develop their website.

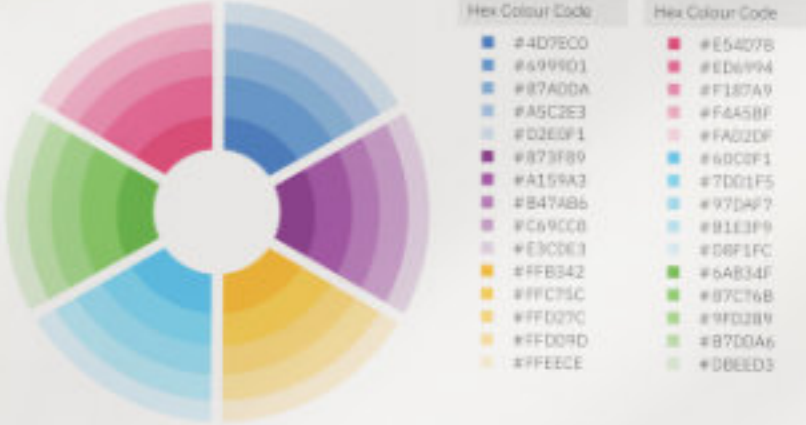
The solution was to have a palette of eight colours (including black) and a logo focused on a brain. For the branding, the images would be people-based as much as possible. Illustrations/ infographics would be in a flat vector style. The font needed to be easy to read, modern and intriguing.

The biggest challenge was figuring out the logo design. Once we narrowed down the concept to a brain, it was a case of figuring out a simple style for a logo that still looked like a brain. It took some trial, error, and research, looking into how to draw a brain in general and then simplify the drawing; I also tried drawing from different angles. The second challenge was the typography rules, to make the text enjoyable to read but have rules that could be universal; this involved experimenting with different weights. The end design for the logo was a vibrant brain with six sections and a eight in the middle. I then used the colours in the logo to create shades and tints for the colour palette.



Secondary colours

Our secondary colours are used to add fun to communications. They should be used sparingly, and ideally not all at once. The darkest shade should be used sparingly and should take up as little of the image/graphic as possible.



Our Primary Typeface

Our primary typeface is IBM Plex Sans, a sans serif typeface. It is used across all our communication.

IBM Plex Sans is a Google font and can be downloaded for free from:

<https://fonts.google.com/specimen/IBM+Plex+Sans>

K2D is a Google font and can be downloaded for free from:

<https://fonts.google.com/specimen/K2D>

K2D Extra light

for large headlines

K2D Thin

for smaller headlines

K2D Regular

for subheadings

IBM Plex Sans Light

for body copy

IBM Plex Sans Medium

for emphasis or bold copy

Fonts in practise

Here is an example of the typography principles applied to a heavy text document

Welcome to 8 Billion Minds

Who we are?

8 Billion Minds is a free online interactive learning platform for children and young people. We are a volunteer-run organisation that aims to provide a fun and engaging learning experience for all. Our mission is to help children and young people develop their skills and knowledge, and to provide a safe and supportive environment for them to learn and grow.

Why we are here?

8 Billion Minds is here to help children and young people develop their skills and knowledge, and to provide a safe and supportive environment for them to learn and grow. We are a volunteer-run organisation that aims to provide a fun and engaging learning experience for all.

Why do we do this?

8 Billion Minds is here to help children and young people develop their skills and knowledge, and to provide a safe and supportive environment for them to learn and grow. We are a volunteer-run organisation that aims to provide a fun and engaging learning experience for all.

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We went for a sans-serif for the font to give a modern feel, plus sans-serifs tend to work better on screens, and 8 Billion Minds plans on using very little printed media. We agreed on the Google Font IBM Plex Sans so that the developers could use the font for the website easily (as Google Fonts makes it easy to use its fonts in web design). Ultimately, we went for a more modern style for the typography guidelines, with the headline being the lightest weight.

Over the last few years, the developers and the marketing team have found it easy to follow the guidelines and create beautiful web pages and social media posts! The website is still in beta, preparing for its full launch.

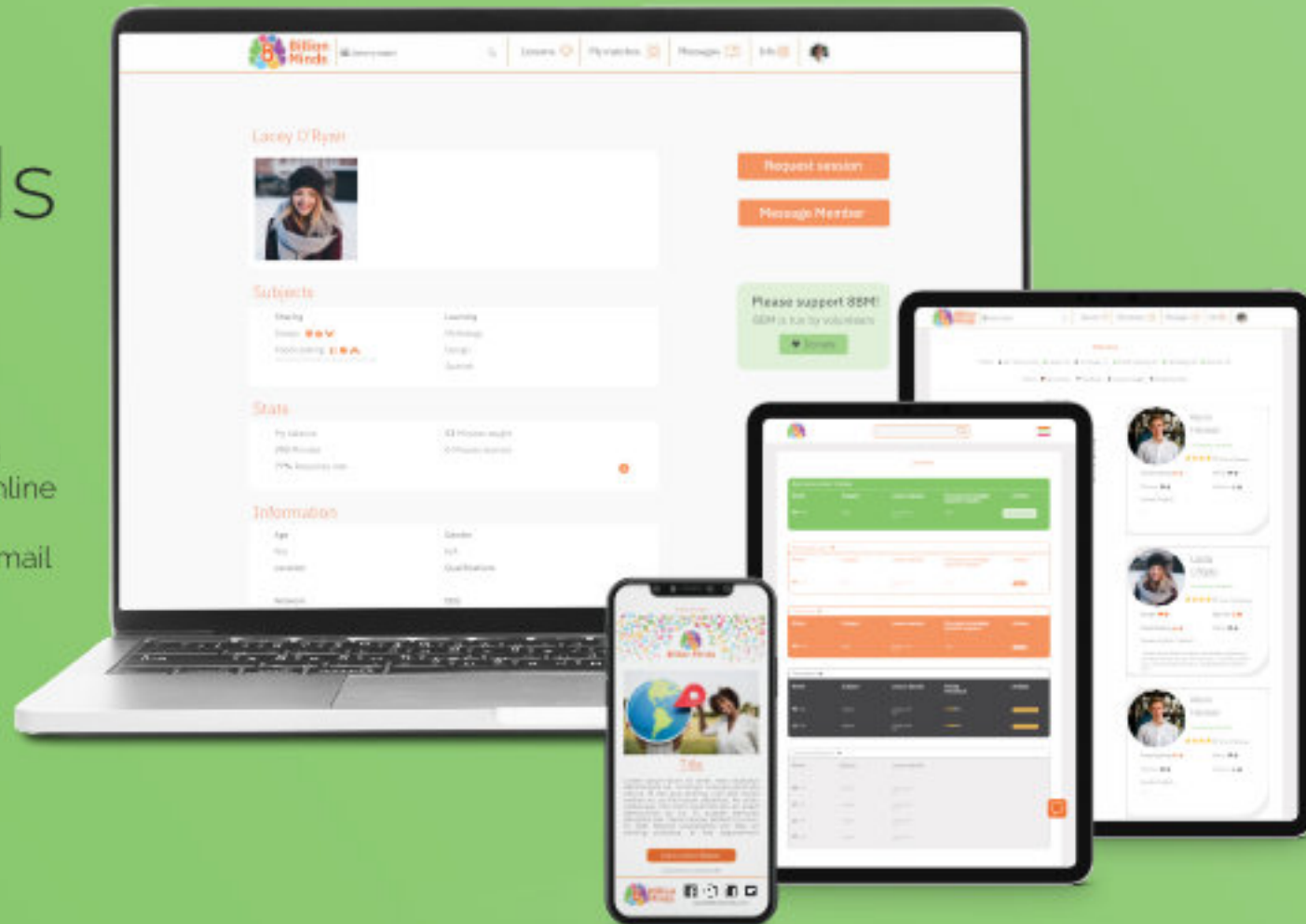
8 Billion Minds

Graphic Design

I worked on a wide range of digital projects for 8 Billion Minds, including designing parts of the online interactive learning platform itself. Some other assets I've worked on included the newsletter email template, social media, posts and banners for several social media platforms. These needed to stick with the branding while cooperating with the marketing and development team. Ensure the marketing and developing teams have all the assets to complete the rebrand and start the company's growth while sticking to the new branding.

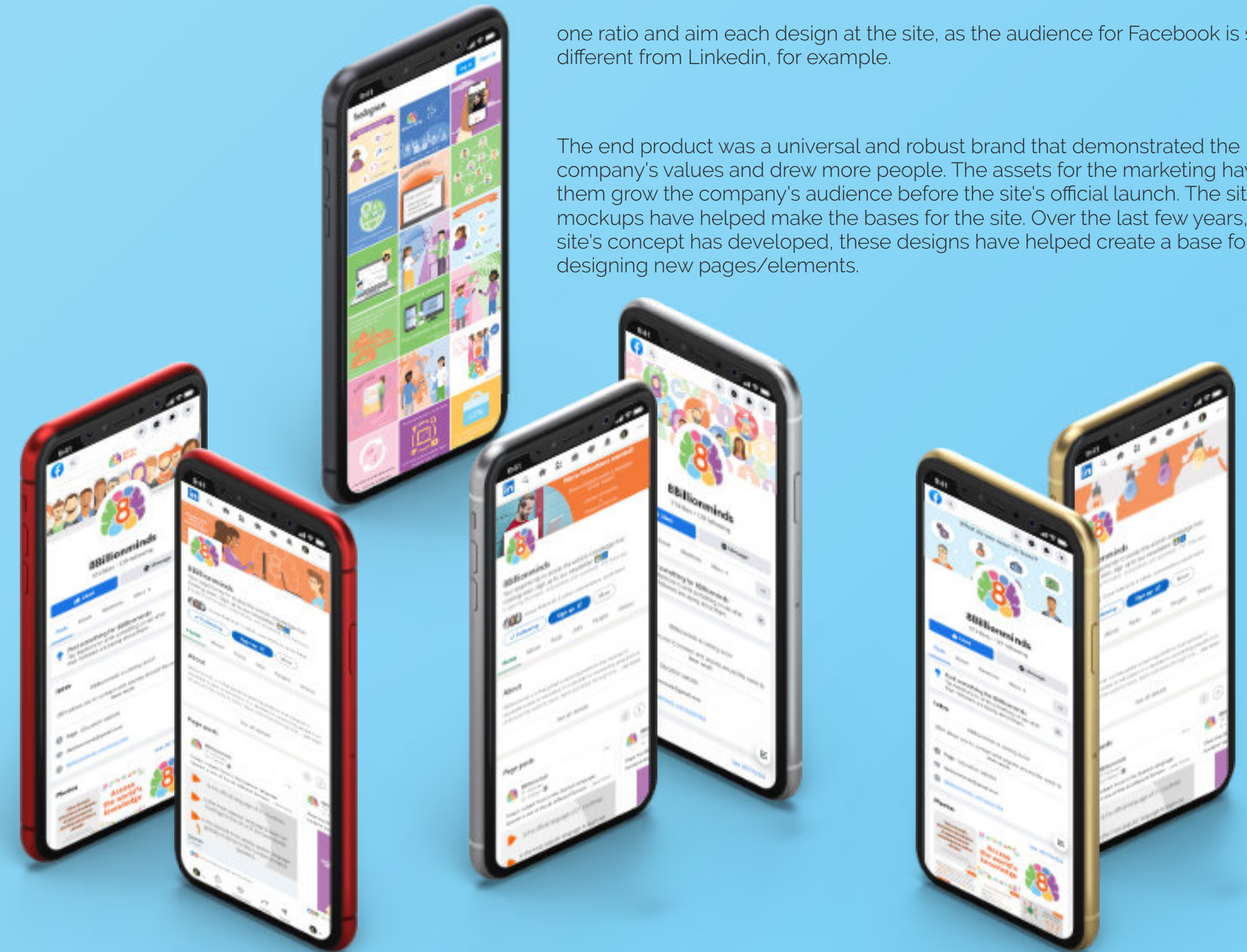
For each project, I researched what similar companies were doing before sketching concepts shown to the team for feedback before creating the design/mockups. We did the final design process for the website mockups on Figma, which meant the developing team could easily collaborate with the design. With the marketing team, feedback and re-drafting would be a back-and-forth until we were happy with the arrangement.

The social media banners were challenging, primarily due to the ratios between each site's banners. Trying to develop a design that worked for all of them, we agreed to create a banner for each site separately after talking with the marketing team. This decision meant that I could work with



one ratio and aim each design at the site, as the audience for Facebook is somewhat different from LinkedIn, for example.

The end product was a universal and robust brand that demonstrated the company's values and drew more people. The assets for the marketing have helped them grow the company's audience before the site's official launch. The site mockups have helped make the bases for the site. Over the last few years, as the site's concept has developed, these designs have helped create a base for designing new pages/elements.



Resin Repository

Branding Identity

The esty store Resin Repository asked me to create a branding package (including logo, colour palette, font, watermark and signature) for their shop opening and a design for a Thank You Card. As the shop was organising its launch, this gave me flexibility with the designs, but I also wanted to make use of it having flexibility for the future. Their goals were to attract customers and have a high amount of sales.

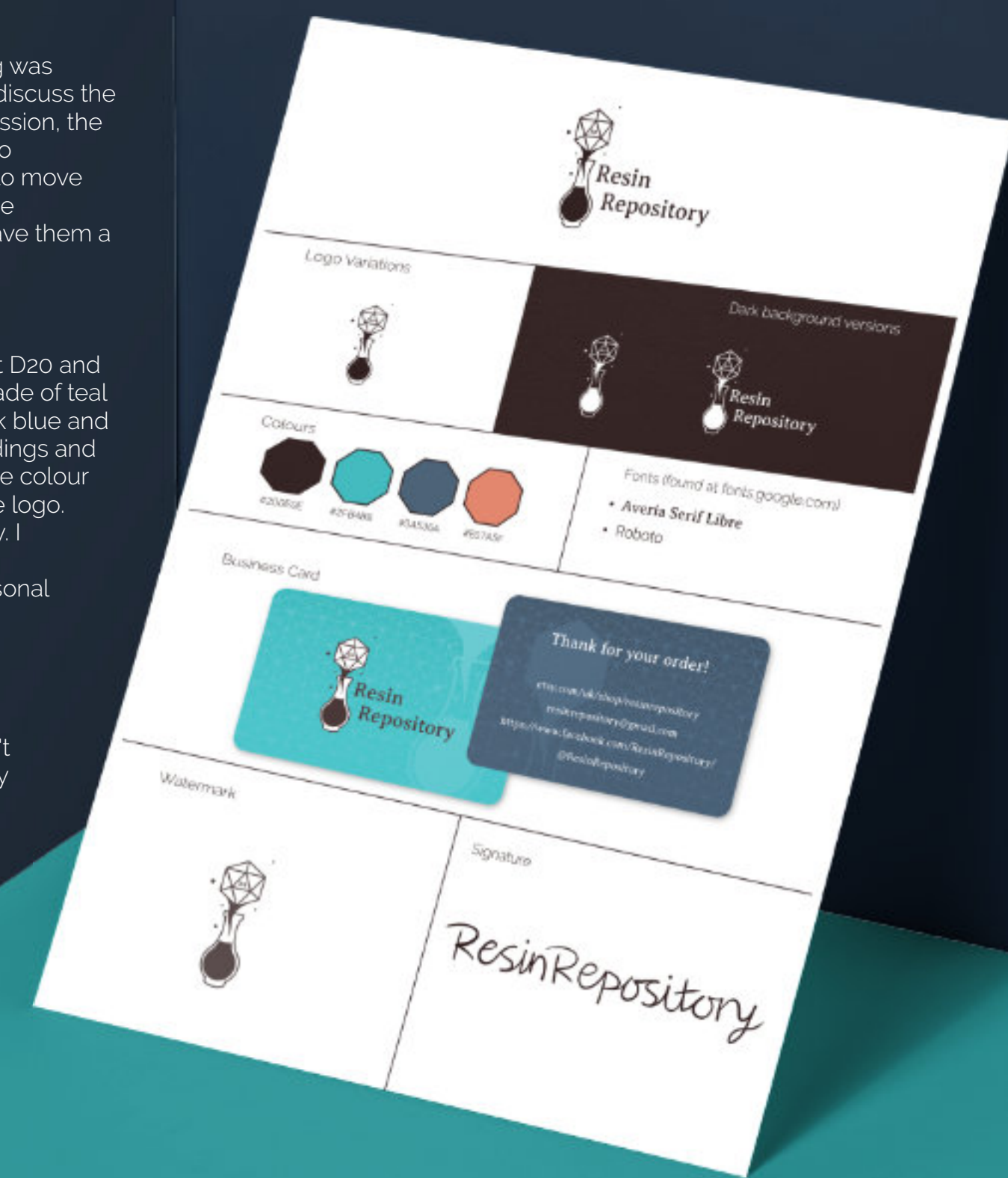
The solution for the theme of the branding was to focus on their products, which were resin fantasy-themed jewellery and dice sets—so concentrated mainly on D20 dice, scrolls and potions. After mind-mapping some ideas, I created several logo concept sketches for the client to choose from and then discussed how to develop the desired concept further. For the font, I looked at Serif fonts to help give the brand a fantasy feel for the primary font. For the choice of colour palettes, I focused on a range of pastel colours for the fantasy angle and a nearly black to give the option of a more mature feel. Once we settled on the branding, I started designing the Thank You Card theming around the D20 to create an exciting background that doesn't outshine the content.



Working with Resin Repository to create their branding was relatively straightforward, with the regular meeting to discuss the next steps of the process. I made sure that for each session, the design was ready for the next set of decisions (e.g. logo concepts, colour options and fonts) for them to make; to move the process along. Figuring out where best to place the company name on the logo was a little finicky, but I gave them a couple of options, and they found the one they liked.

The result was a simple style magic potion and a giant D20 and mini versions floating around in an off-black, with a shade of teal as the second primary colour of the palette with a dark blue and salmon hue. We decided on Averia Serif Libre for headings and Roboto for body text for the font choices. I switched the colour to white for a dark-coloured background version of the logo. The watermark was the logo, but I lowered the opacity. I experimented with a couple of arrangements for the signature, all hand-drawn on my tablet, giving it a personal touch.

The shop did fantastically in its open week and its first year. As the products flew off the shelves, they couldn't make them fast enough to keep up! The dice set rarely lasted a day after restocking. They also received many custom orders throughout the year. Resin Repository also used the logo files to get custom stickers made holographic stickers for their packaging, which was fantastic!

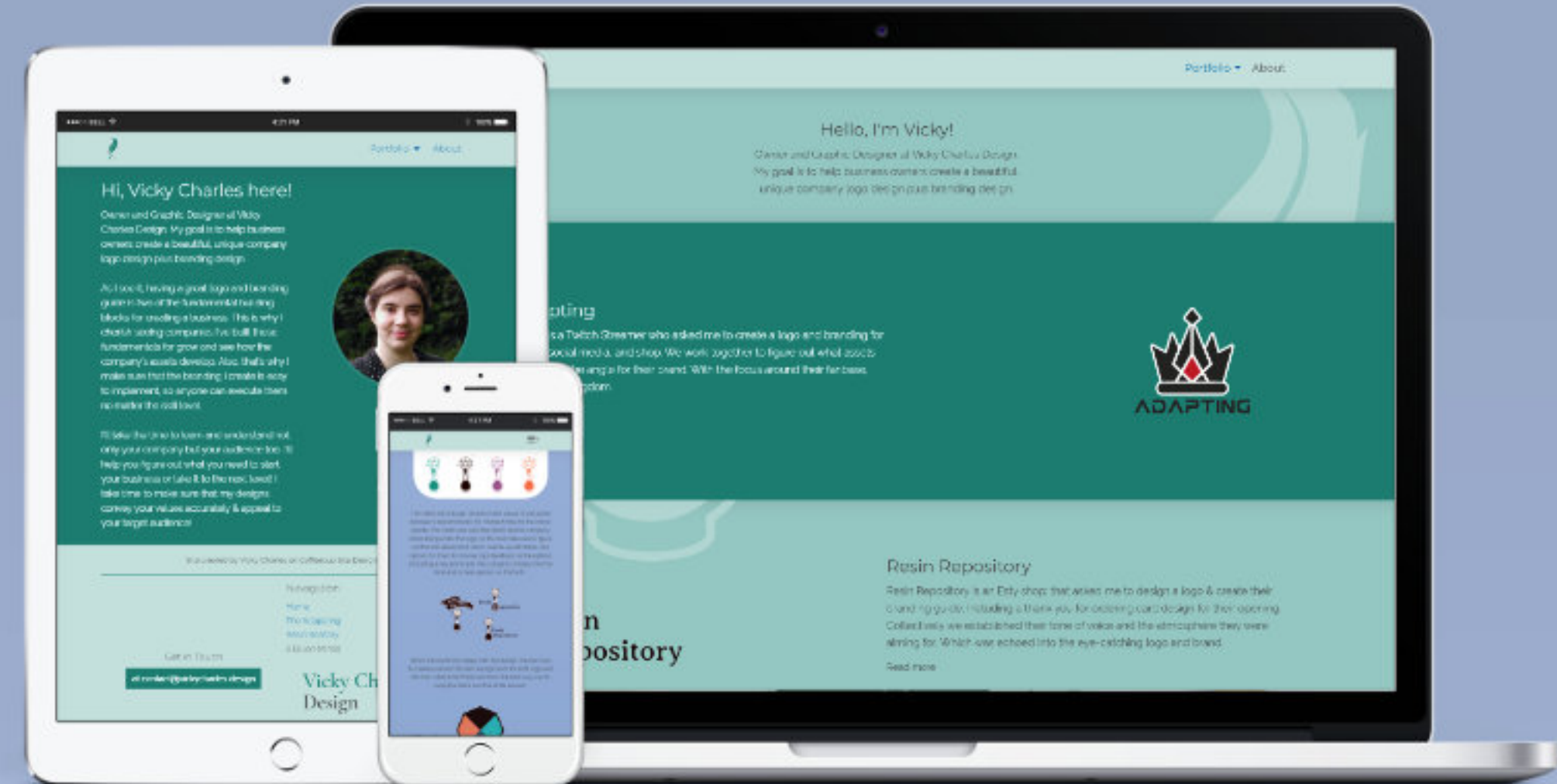
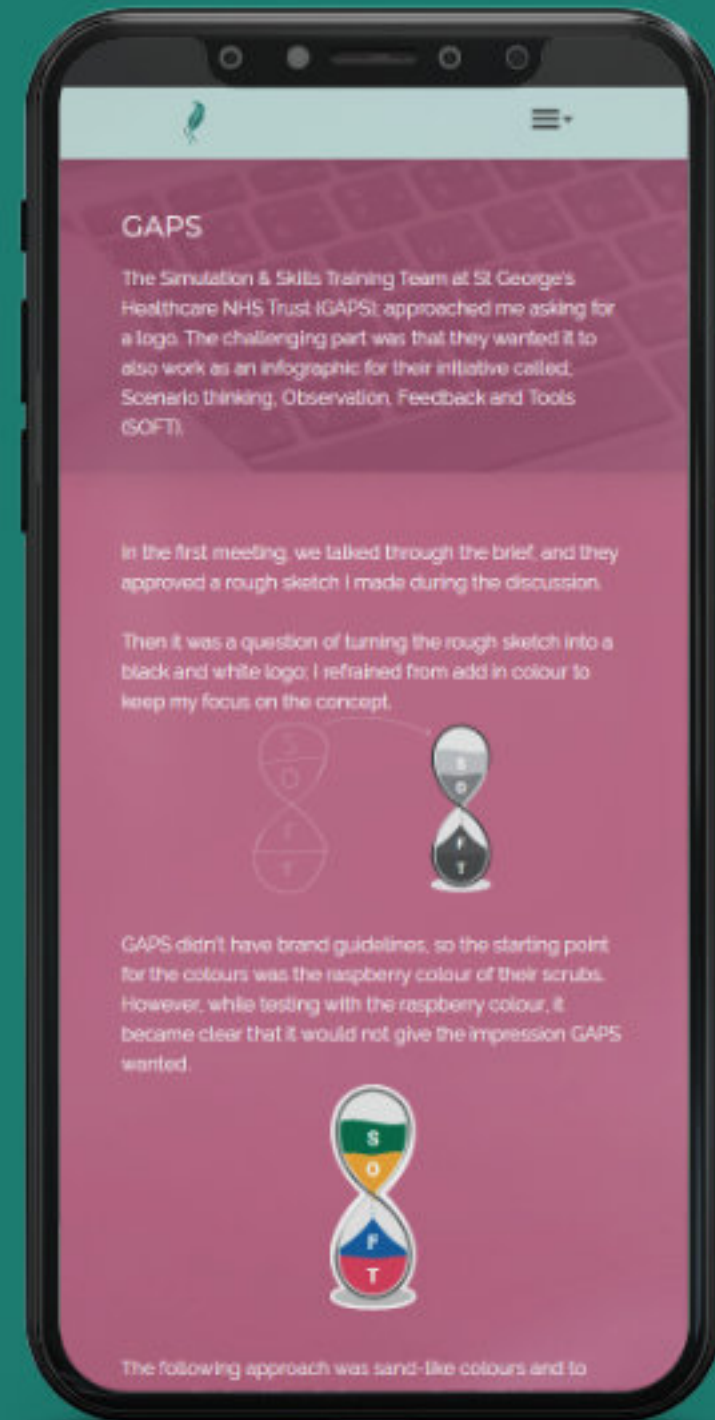


Vicky Charles Design

UI/UX Design

From scratch, I created my web portfolio, www.vickycharles.design, focusing on the UI(User Interface)/UX (User Experience). This site was going to be version one of this site while I learnt to code the site from scratch; that way, I could remove all restrictions from the designs apart from the core code itself. This goal was to create an easy-to-use site while showing off my previous projects. I also wanted complete control of the process and the website afterwards, so I wanted a static site, compared to something built on Square Space or Wix, for example.

The solution was to design a static site so I would have full access to the files after launch. I used Figma to mock up the design for the site, including the site layout, which helped me figure out most of the details. I used CoffeeCup software to create the site, which I had to learn to use, but I could export all the files and launch the site when I had finished building it.



The main challenge was learning the Coffeecup software, figuring out its limitations, and working around them. I ensured the site was responsive and worked on all screen sizes and all browsers. The main thing the software didn't allow me to do was to add curves to the rows on the home page, so they had to be straight lines in version 1.

The result was a clean and creative website that worked on all screen sizes and browsers. And the UI is friendly and straightforward, creating an easy UX.

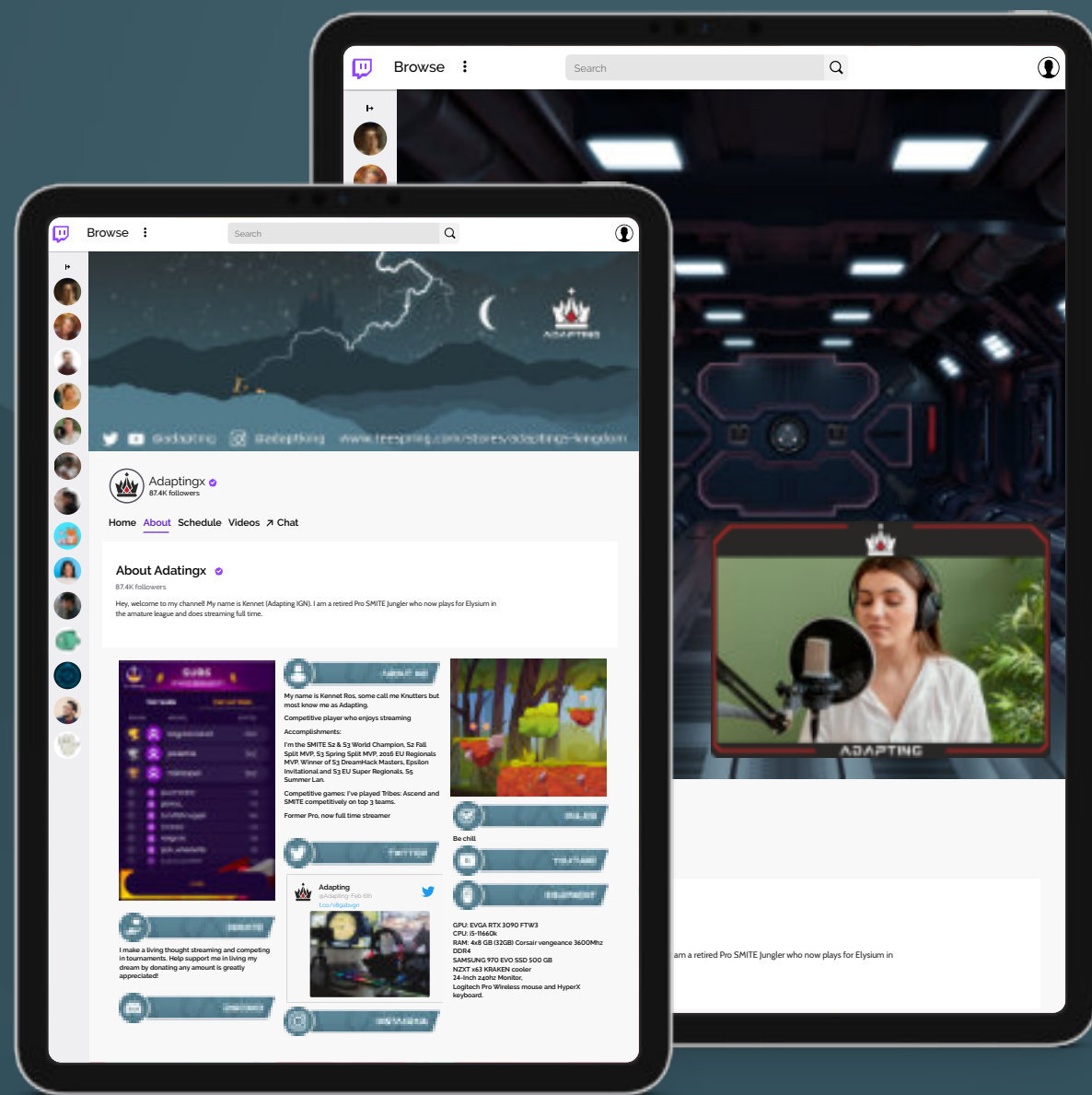
The Adapting

Branding Identity

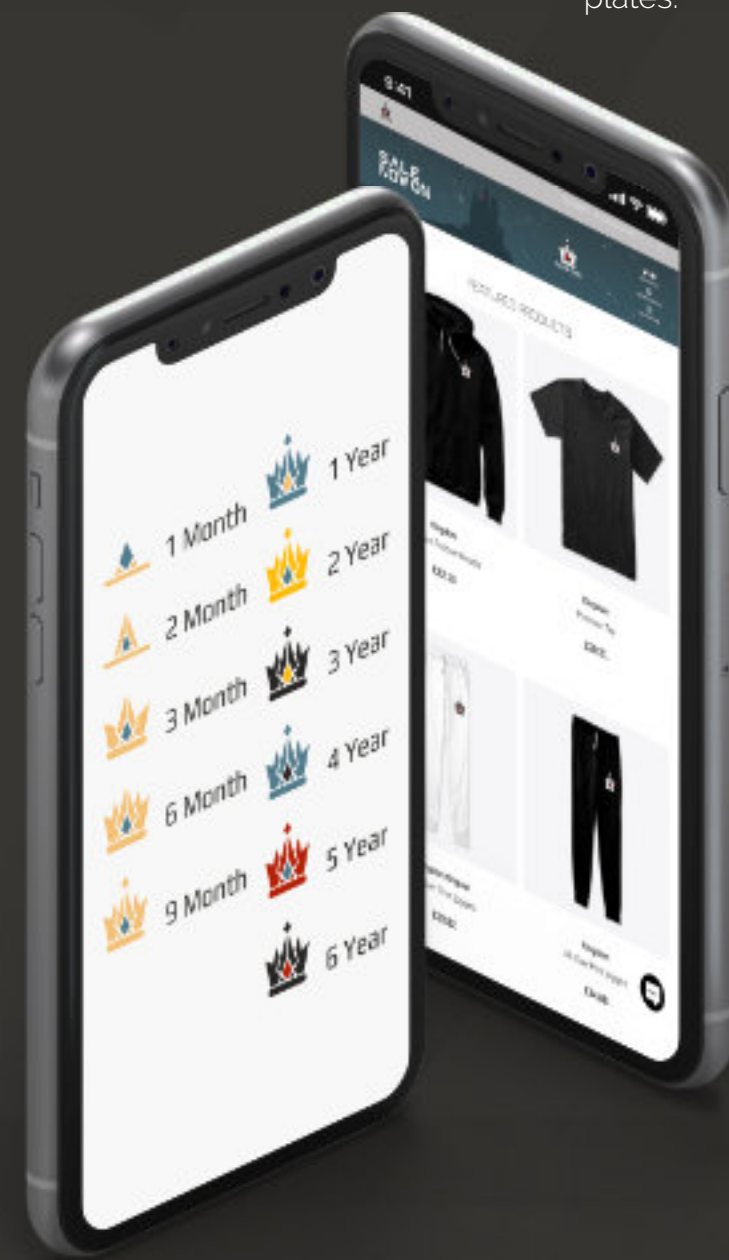
The Twitch Streamer The Adapting asked about developing a brand for his channel to increase his number of followers. He didn't have much in the way of a brand so far; I only had to work with his streamer name and the kingdom theme the channel and discord server had. By the end of the discussion, we decided what he needed was;

- Branding Package
 - a logo, colour palette, a chosen font/s, watermark, signature,
- Home Banner
 - for Twitch, Twitter, Youtube, Teespring Store,
- Banners for his Twitch channel's about page,
- Camera overlay,
- Sub badges.

After researching the channel and the industry to understand the client's needs better, I started brainstorming ideas for logo concepts for the brand. From the meeting, we agreed that a crown would be the central idea of the logo. The rest of the branding focuses on the crown, red lighting (based on the channel's most played game SMITE, mainly he plays as Thor and Fenrir), and again kingdom. The home banner



needed to be exciting and suitable for a background, so the solution was an illustration of a mountain range with a castle in the background and lighting. I pulled inspiration for the logo concepts from the lighting; however, the idea that the client liked best-pulled inspiration from the pattern on Thor's shoulder plates.



This project had two main challenges: figuring out an intriguing crown design and not a generic-looking crown; the other challenge was figuring out the right font for the logo; for the body text, we agreed on Google Fonts Play, but that didn't fit the logo 100%. For the logo font, I created a font from scratch, which I also used on the twitch banners; the font itself that The Adapting could also use in designs in future. Another challenge was selecting a colour for the twitch banners that worked well in light and dark modes. The secondary colour was red, which was too in your face in the dark mode, so we went for shades of the branding blue.

The result was a bold brand with a set of striking illustration banners; an interesting overlay with red lighting effects on the border. The overlay doesn't detract from the stream but makes it feel like a more professional production. The sud-badges for the followers slowly build up into the logo, the months building up the shape and the years rotating colours till it lands on the right combo. The Adapting was delighted with how the branding turned out.

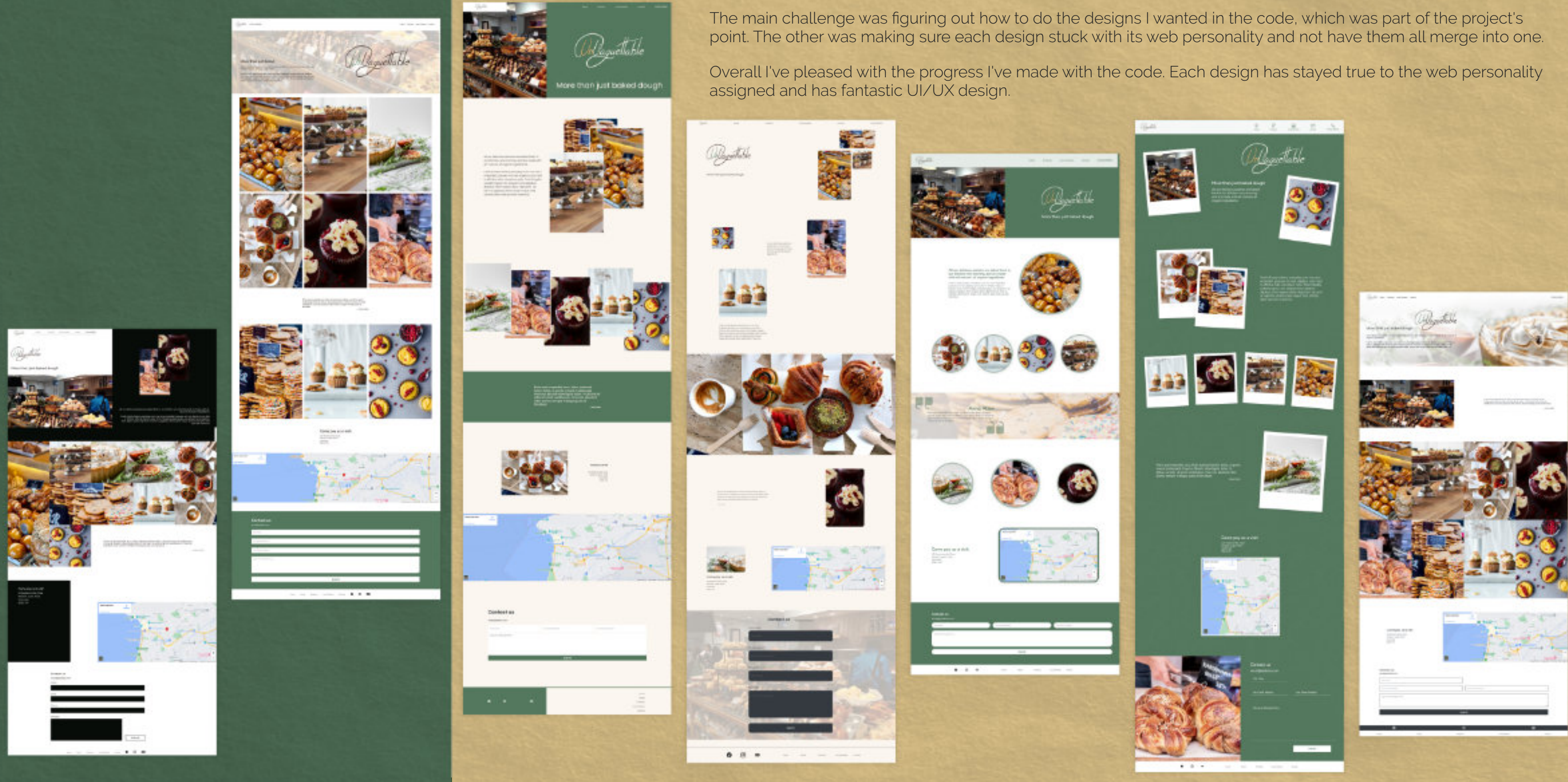
Case Study

UI/UX Design

This project was to create a home page for the fictional cafe UnBaguetteable. I worked on this project to test and develop my HTML & CSS coding skills for building version 2 of my portfolio site. Also, it allowed me to exercise my UI(User Interface)/UX (User Experience). Each is based on a different standard web personality while using the same content, with only minor changes (e.g. the ratio of the images I changed when needed for the design). The different personalities were (in order shown);

- Serious/Elegant
- Minimalist/Simple
- Bold/Confident
- Clam/Peaceful
- Startup/Upbeat
- Playful/Fun
- Plain/Neutral
(common in big corporations)

Before designing a page, I looked up various sites with the same personality to get some ideas, aiming for sites in the same industry. For each design, I started with drawing a wireframed, laying out the plan for the content of each page. I used a set of font sizes and spacing for the design, which scaled up for each page, which helped make the design more consistent, and made creating the layout in code much more straightforward.



The main challenge was figuring out how to do the designs I wanted in the code, which was part of the project's point. The other was making sure each design stuck with its web personality and not have them all merge into one.

Overall I've pleased with the progress I've made with the code. Each design has stayed true to the web personality assigned and has fantastic UI/UX design.

Open Circle

Branding Identity

The social club Open Circle approached me about their rebranding. They gave me a brief asking for a new logo plus an easily used template for their monthly posters. Their goals were to attract more members and gain a higher percentage of male members. They also wanted to keep the technology simple and easy to use. I agreed to keep all technology needed to the minimum and clearly write down what they need, plus walk them through it.

The solution was to redesign the logo entirely but keep the circler gesture, pulling inspiration from nature and the local countryside. In our catch-up meeting, I presented the four initial ideas to the client to get feedback and direction for the final design. In the next meeting, I showed several colour options for us to debate over when I created a black-and-white logo version. After we had set on a logo and discussed the easiest way for them to edit a poster template, I made one on Google Docs, balancing usability and design.

One of the challenges I encountered was the Mac font Apple Chancery, as the client was adamant that they wanted to keep it as part of the brand. To work around this font's lack of usability on non-Macs (especially Google), I looked through Google Fonts for a similar font to replace. There wasn't one similar, so I went to plan B and found a couple that complimented it for the client to decide on; in the end, we used Neuton. The other challenge was making an eye-catching poster on Google Docs; it gave me many limitations for the design.



The result was a logo of a circler tree with leaves blowing in the wind, using a shade of green and two shades of purple as the colour palette. The fonts used were Apple Chancery for the logo and Neuton for the body of the text on the poster. I exported the logo and an icon version of the design in multiple formats they might need in future (E.g. JPG, PNG & SVG). I explained which format is best for their records in an email and talked it through in person. I also did versions of all the formats in RGB & CMYK and explained the difference.

After a few months, it was great to hear Open Circle has already started seeing its goals become a reality! The number of members has increased with the percentage of males rising.

