

vs

07545848476

@vickisismoredesign

[www.vickisismore.com](http://www.vickisismore.com)

[vicki.sismore@hotmail.com](mailto:vicki.sismore@hotmail.com)

# Contents

<b>Packaging</b> Ginbucha	<b>01</b>
<b>Editorial</b> Iconic Women	<b>02</b>
<b>Branding</b> Spin	<b>03</b>
<b>Branding</b> Ola	<b>04</b>
<b>Children's Book</b> Coronavirus Superkids	<b>05</b>

## Hiya, I'm Vicki.

I am a fresh thinker, creator and designer. I try to see the positive in everything and complete every task I am faced with to my best ability, no matter how big or small. I am a Graphic Design graduate from Nottingham Trent University, in which I achieved an upper second class honours.

I enjoy creating eye catching designs and visual concepts that can stand out and really resonate with people. I appreciate your time and I hope that you enjoy taking a checking out my portfolio!

## Testimonial.

Like many 2020 Grads Vicki is facing an unprecedented challenge in landing her first dream job in an industry that she has oodles of passion for. She is a triple threat with Design, Illustration and Motion in her folio and couples this with a super switched on commercial approach. Perfect for any remote design and social needs that you need a fresh thinker for.

- **Emma Bartlett, Truffle Talent.**



# GINBUCHA

A LOT OF GOOD AND A LITTLE BIT OF BAD

## Ginbucha

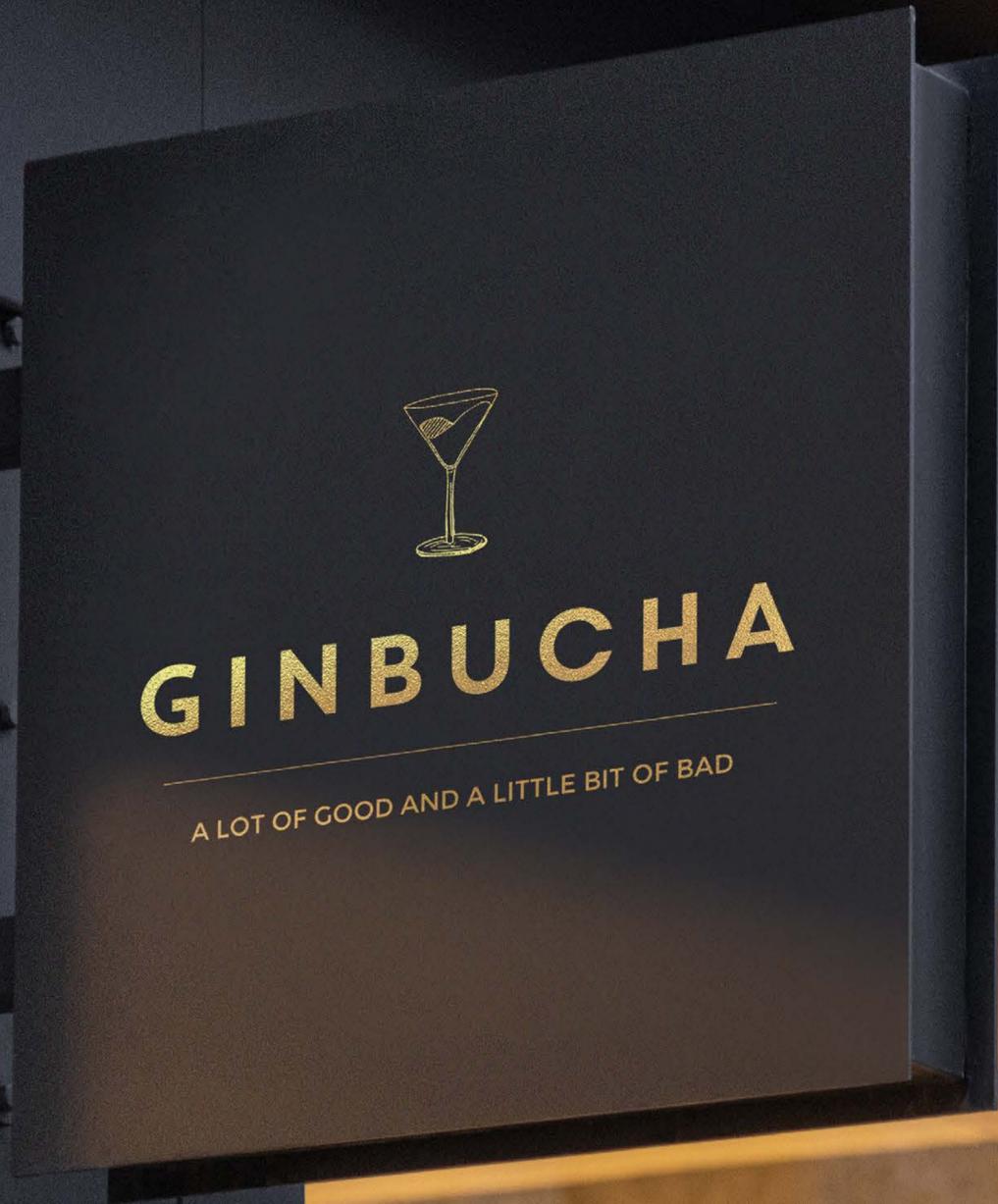
**Concept:** In the Middle Ages Alchemists were searching for 'The Elixir of Life,' this is what kombucha is described as today. Kombucha is a fermented tea that contains probiotics, antioxidants and several health benefits.

**Solution:** With Ginbucha you can rebalance with a little bit of good and a little bit of bad. Ginbucha is a vegan, sugar free and low calorie health boost that is made up of gin and elderflower kombucha.



## Packaging





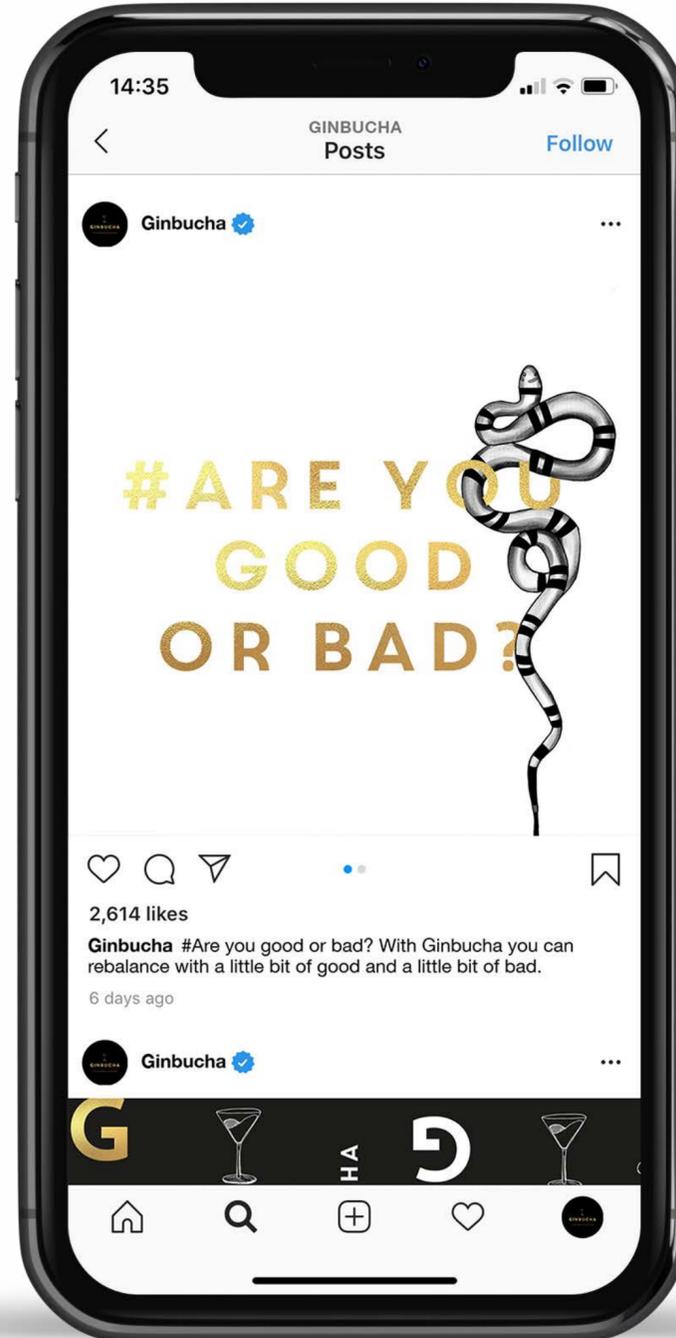
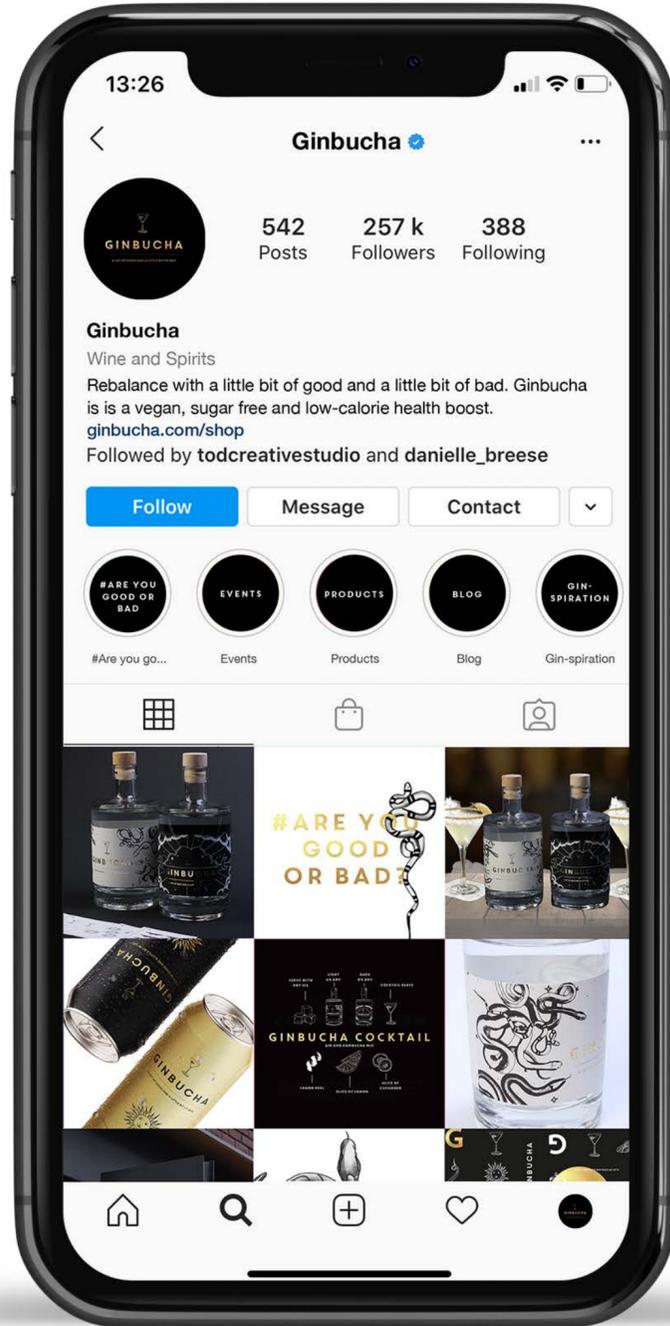
Ginbucha



Packaging







# Rosa



How Parks  
inspired the movement to end Civil Rights Movement

Great Women

Exploring the wo

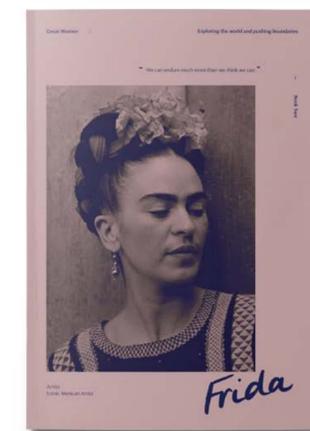
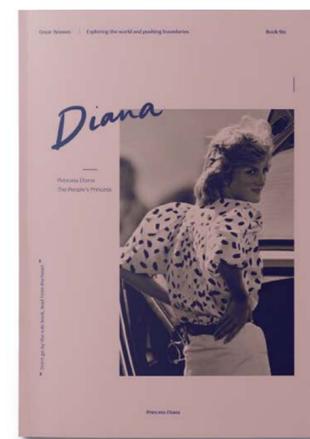
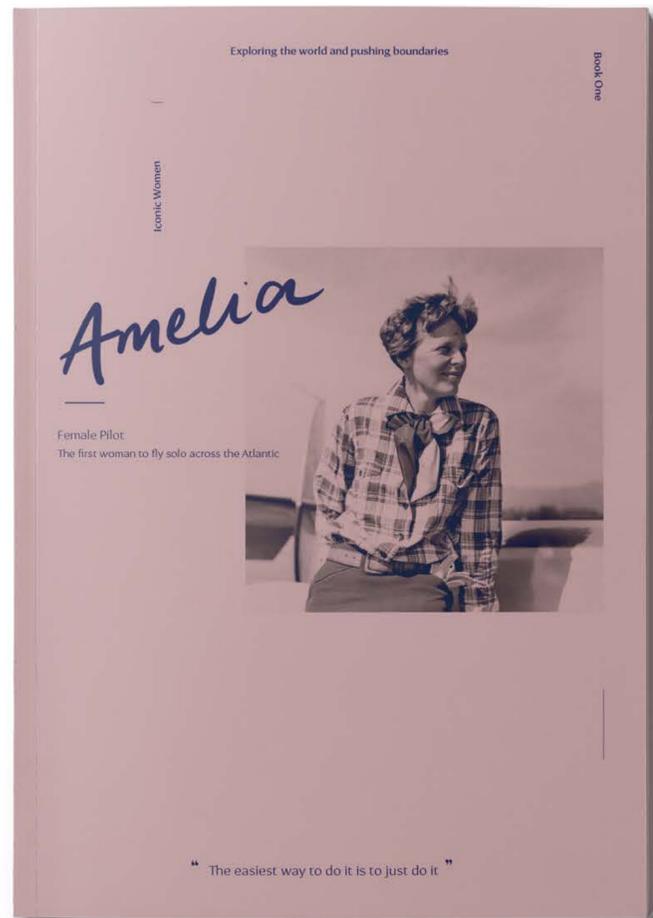
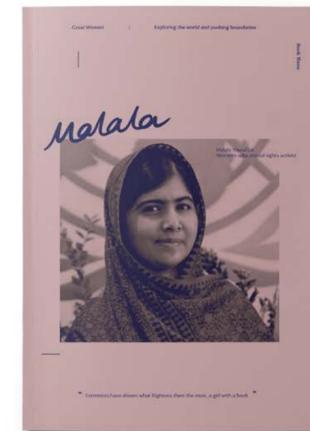
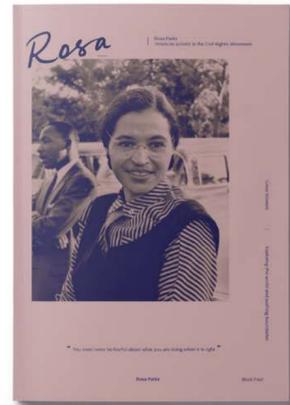
“ You must never be fearful about what you

## Iconic Women

**Problem:** There are several female empowering books for children but there is a less available for teenagers and young adults. Young women may have heard some of these women's names but not know their incredible life stories and the challenges that they overcame.

**Solution:** Six editorials for 16-24 year old girls about inspiring women including Amelia Earhart, Rosa Parks, Frida Kahlo, Malala Yousafzai, Princess Diana and Greta Thunberg. In order to educate, empower and inspire young women.





'Women like men  
should try to do  
the impossible.'

- Amelia



'If one man can  
destroy everything,  
why can't one girl  
change it?'

- Malala



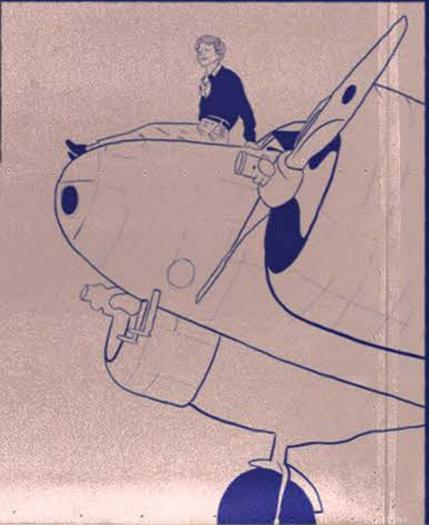
'We can endure  
much more than  
we think we can.'

- Frida



'Don't go by the  
rule book, lead  
from the heart.'

- Diana



'You must never be  
fearful about what  
you are doing when  
it is right.'

- Rosa



'I'm doing  
because  
adults are  
shitting on'

- Greta



*spin*  
RALEIGH

The logo features the word "spin" in a bold, italicized, lowercase sans-serif font, with a yellow dot above the 'i' and two curved lines to its right. Below it, the word "RALEIGH" is written in a bold, uppercase, sans-serif font. The entire logo is centered on a red background. A thick, light blue line curves across the bottom of the page, starting from the left and ending in a loop on the right.

## Spin

**Problem:** Nottingham's current bike hire scheme is under used, uninspiring and lacks a relationship and identity with Nottingham. Re-branding this scheme could help to get people involved and excited about cycling.

**Solution:** Spin is a retro inspired bike brand that brings Nottingham's 130 years of Raleigh's bicycle industry heritage back to life. Spin is quick, easily accessible and all about adventure to get people of all ages excited about cycling.



## Branding

notts in the palm  
of your hand

NOTTINGHAM-

meet me  
at the  
left  
lion

your new  
adventure

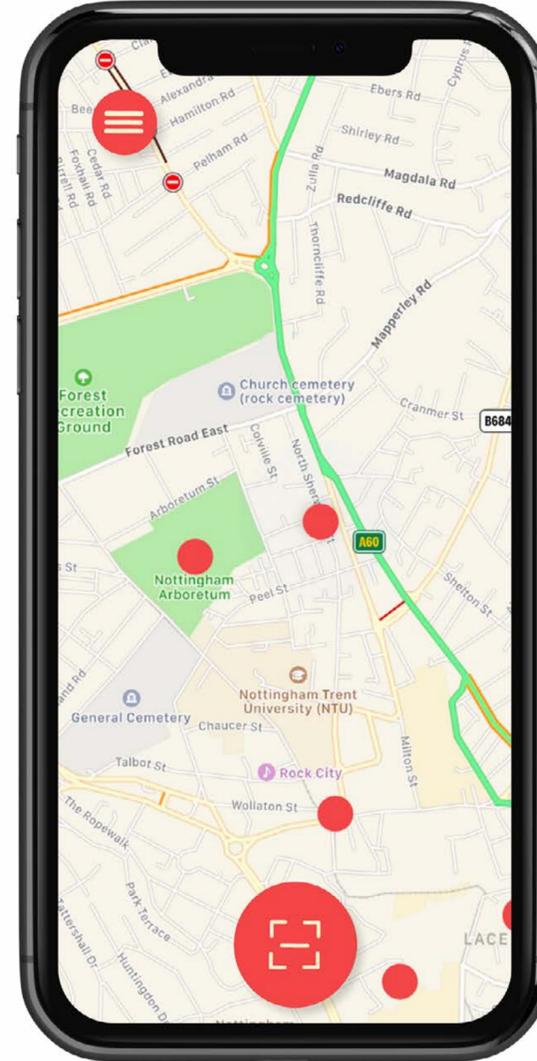
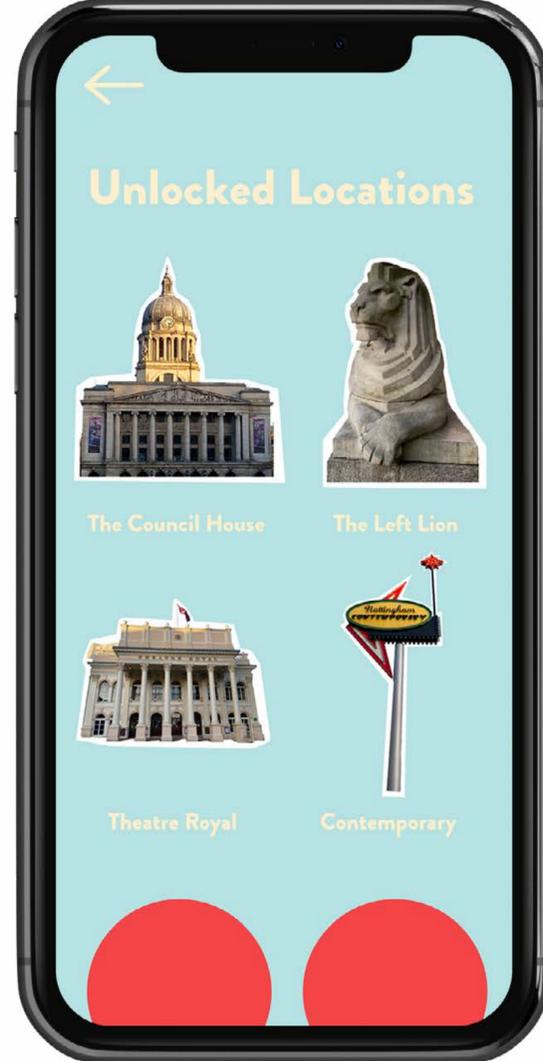
dive in  
nottin

Nottingham  
CONTEMPORARY

spin

The Spin app allows people to unlock locations to win points. Bikes would be unlocked by scanning a QR code on the handlebars. You would cycle to each location on the map in order to find out what attraction or landmark is there. Once you have unlocked a location, the app will tell you more information about that

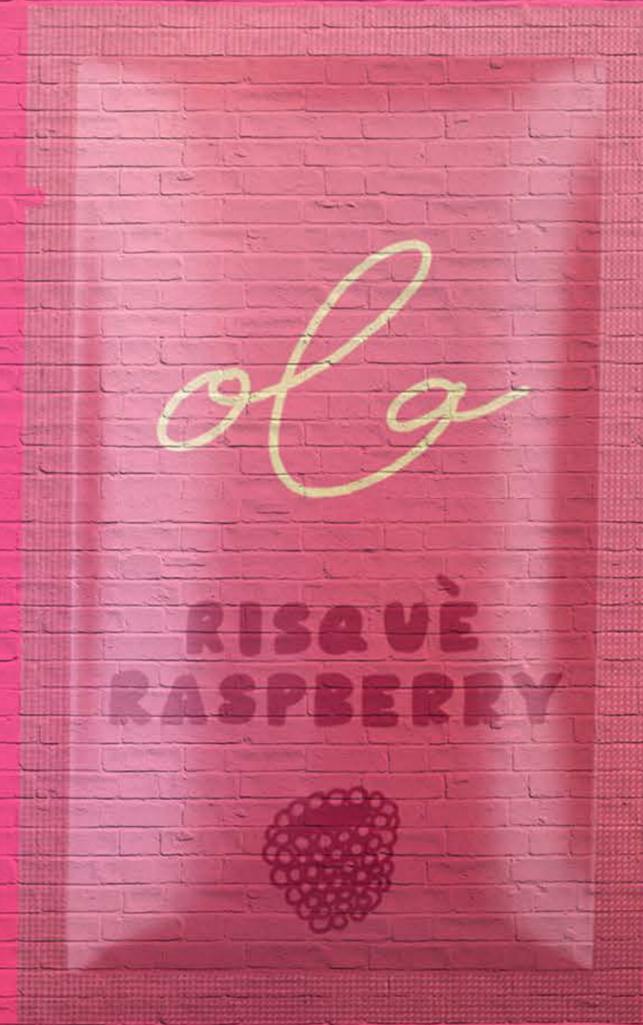
place. This can be done in groups, alone or even as a race against others to see who can get the most points. Within the app there is also a page all about Raleigh's bicycle heritage in Nottingham.



Meet your  
new squeeze

*Ola*

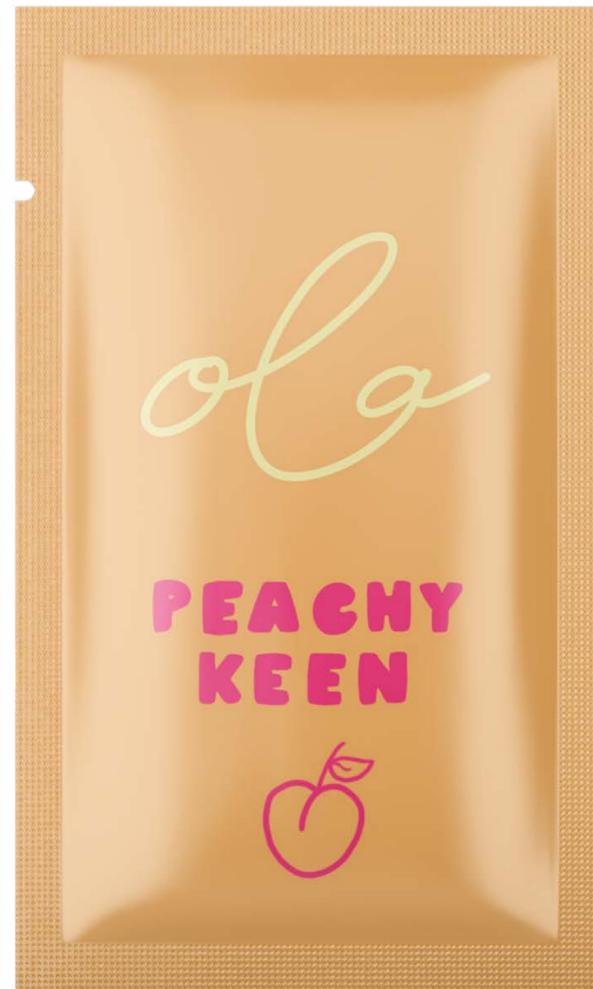
contraceptive yoghurt



Ola

**Problem:** Create an ownable brand from a headline about the first contraceptive pill being made available in 1961, the packaging format of a yoghurt pot and the brand application of a mural.

**Solution:** Ola is a contraceptive yoghurt brand that is delivered weekly, with fresh new flavours directly to your door. In order to make contraception more fun, less of a taboo and to help women in countries that do not have good access to contraception.





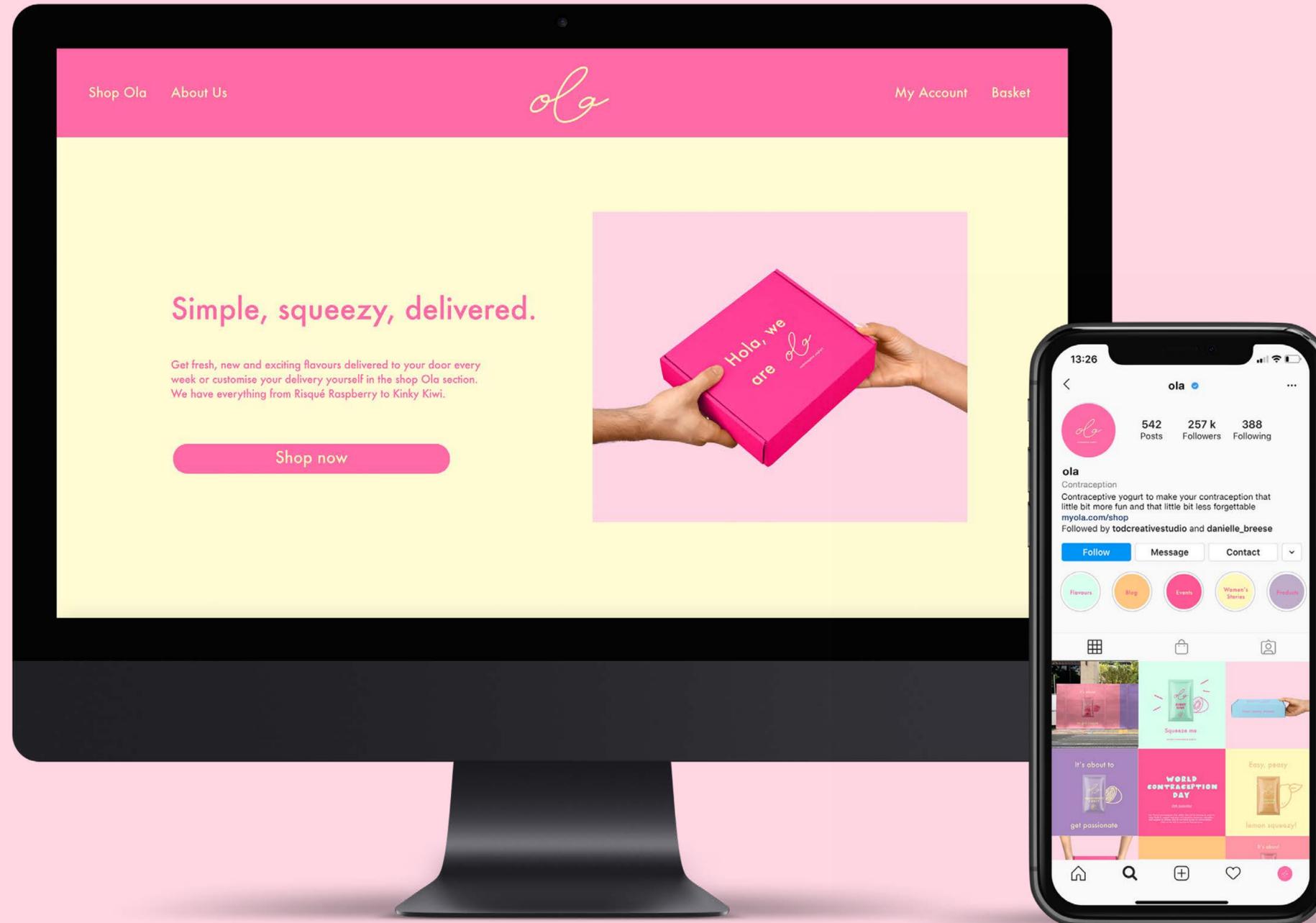
Nice to meet you  
We're Ola.

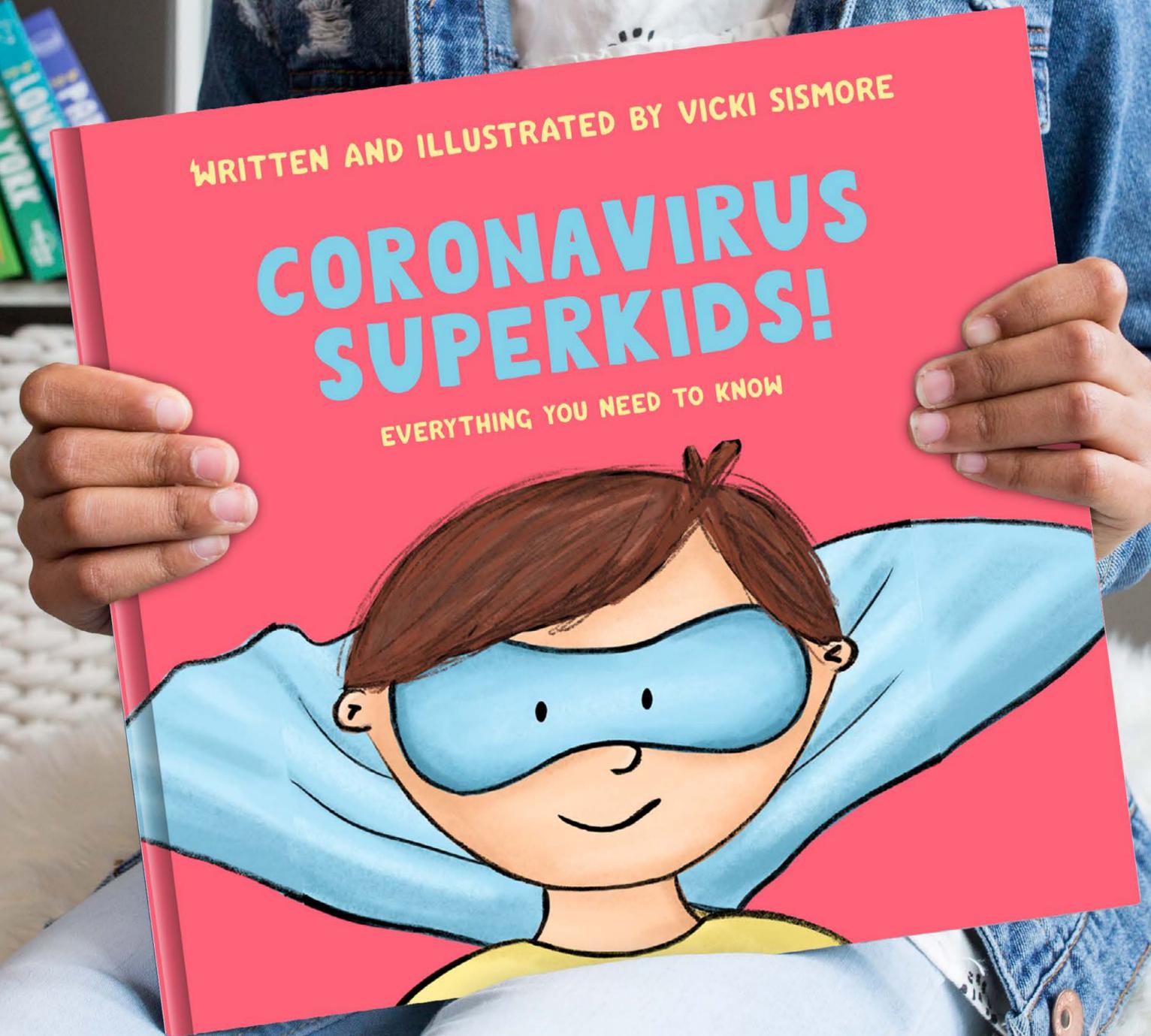
women's contraceptive yoghurt

Thank you!

by purchasing from Ola, you have provided support, education and resources for women in countries where they do not have easy access to contraception.







## Coronavirus Superkids

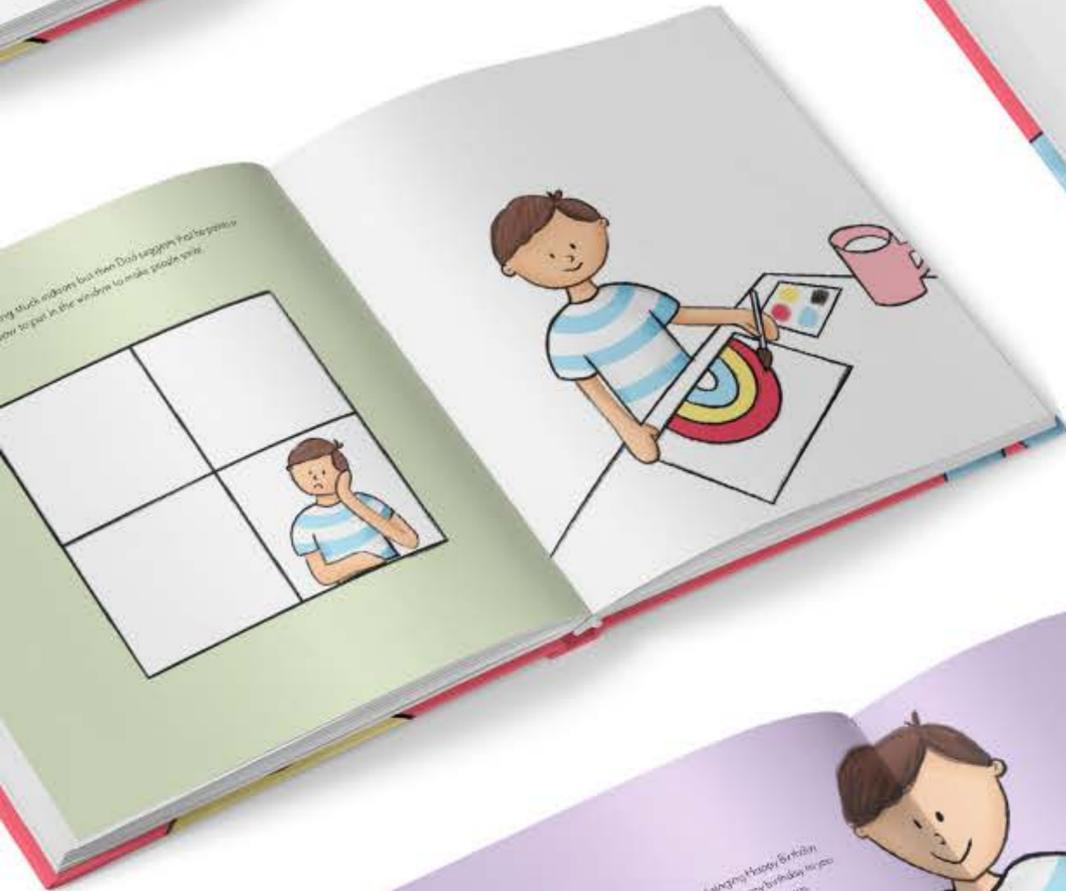
**Problem:** Living through a global pandemic is a very confusing and unsettling time for children. They are experiencing a lot of change in their lives. They might not understand why these changes are happening or what coronavirus is.

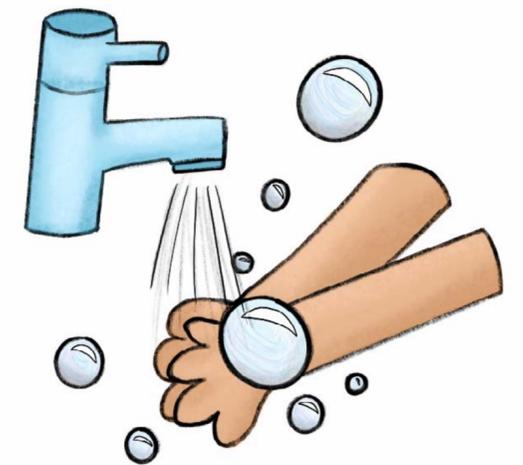
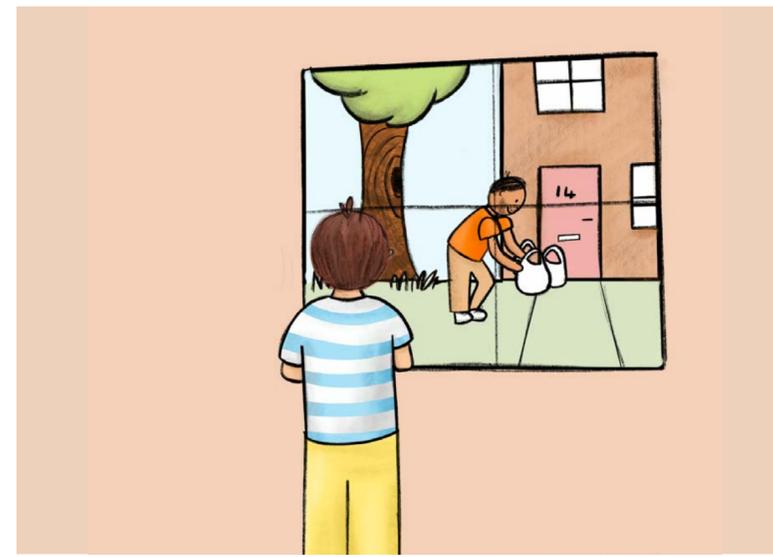
**Solution:** A children's book to help children understand coronavirus, the symptoms and how to reduce it spreading. By staying at home each child is an individual superhero because they are helping to save lives. It is a free downloadable resource for children since bookstores and libraries are unavailable during lockdown.



# CORONAVIRUS SUPERKIDS!

BY VICKI SIMONE





# SAY HELLO

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07545848476

@vickisismoredesign

[www.vickisismore.com](http://www.vickisismore.com)

[vicki.sismore@hotmail.com](mailto:vicki.sismore@hotmail.com)