

Portfolio

2023

Adele Packer



Hello!

Welcome to my portfolio. Make yourself at home.
Can I get you a drink?

My name's Adele. I'm a graphic designer with a strong interest in branding and design for the arts and culture sector, who is passionate about promoting community, not commodity.

I've collaborated with clients ranging from small businesses to fashion brands to major arts organisations.

My design embraces bright colours and eccentric type to create bold and edgy, yet accessible and fun outcomes.

Go ahead, check me out.

I acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to lands, waters and communities. Always Was, Always Will Be Aboriginal Land.

The Cad Factory

Brand Identity



For artist led organisation, The Cad Factory.
A balancing act that's edgy, yet joyful, light and playful.

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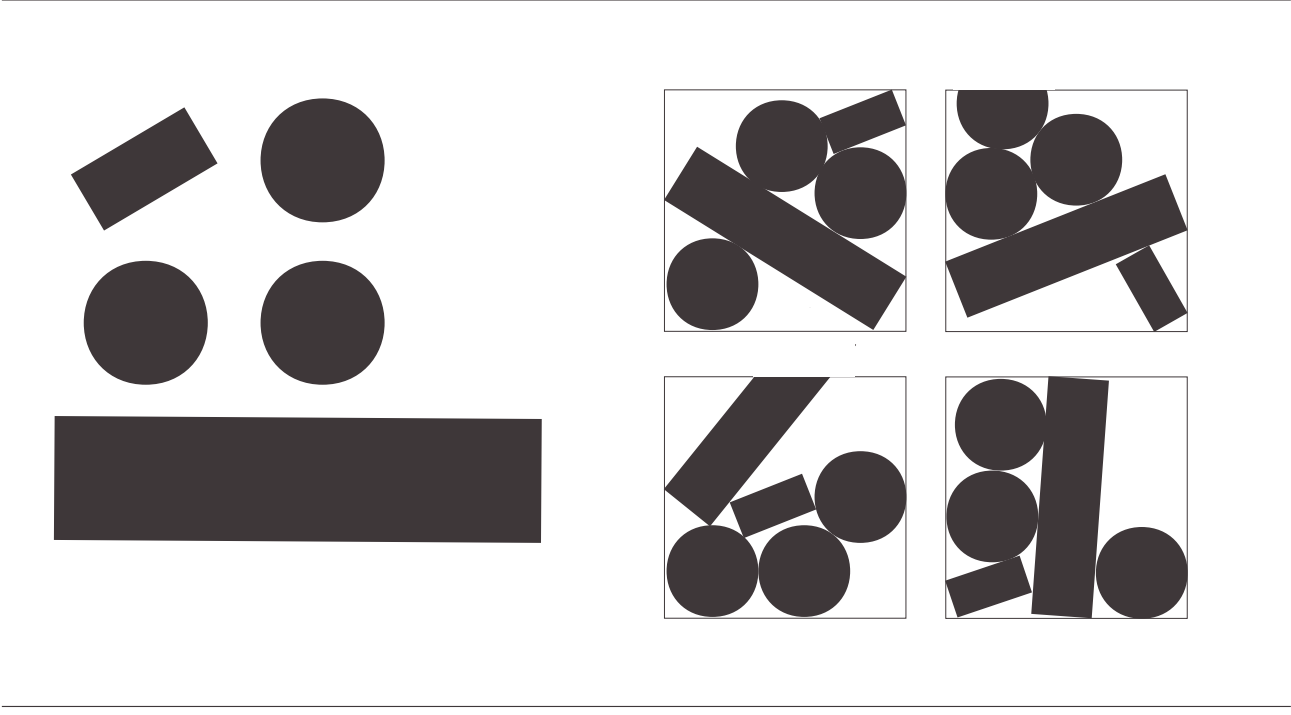


Logo Elements

The shapes in the logo can be viewed as building blocks that can be deconstructed and presented in endless contexts and configurations.

These elements create movement with a joyful awkwardness and provide great versatility in supporting collateral.

1.1



Logo Scale

The logo has no maximum size and can be scaled up where necessary.

The logo can only be scaled down to a minimum of 30mm wide in print applications, and roughly 85 pixels wide in digital applications (excepting social media avatars).

1.2



Typography

Stabil Grotesk Family is the primary typeface used across all collateral.

Stabil Grotesk Bold is to be used for header copy and Stabil Grotesk Regular is to be used for body copy and large amounts of copy.

3.0



Waybali Murruway - Weaving Paths

Exhibition Identity & Catalogue



An exhibition of image, story and weaving by Wiradjuri communities,
exploring culture and caring for Country.

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Waybali Murruway

Weaving Paths





Waybali Murruway
Opening Ceremony

Saturday 10 September





Waybali Murruway
Artist Talks

Sunday 11 September





Waybali Murruway
Community Workshops





Weaving Paths

Free Exhibition
September 10 - November 20

An exhibition of image, story and weaving by Wiradjuri communities, exploring culture and caring for Country



Exhibition Identity & Catalogue

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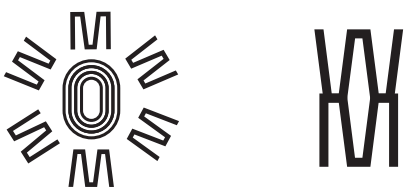
Style Guide



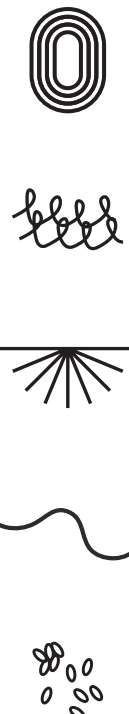
Logos



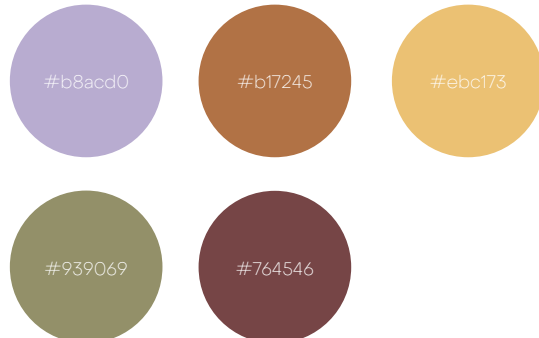
Additional Logos



Icons



Colour Palette

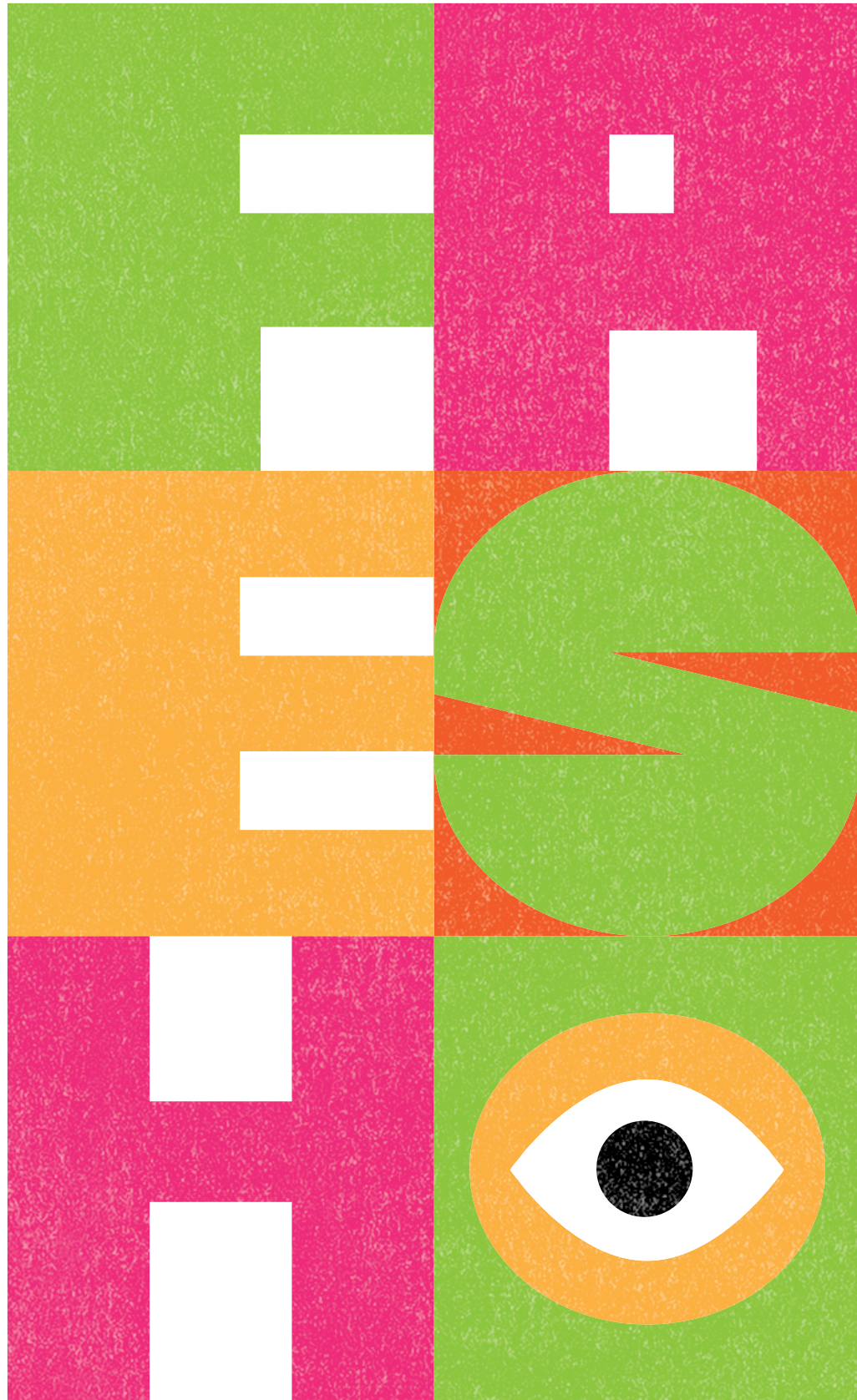


Typography



FRESH 2023

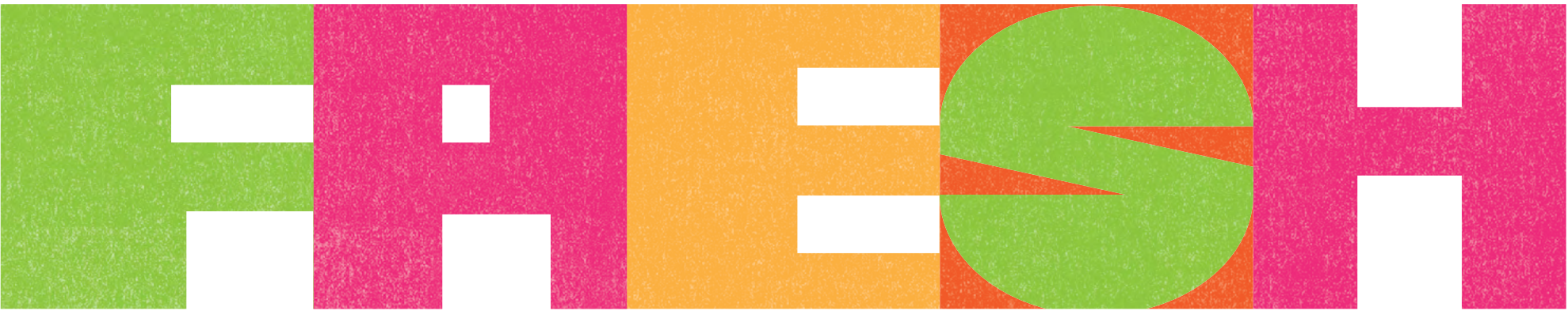
Event Identity



For an intergenerational program curated by Wagga Wagga City Council.
Blending new and old through form, colour and texture.

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Gorman

Art Direction & Graphic Design



For the iconic Australian fashion label Gorman.
Think bold, think print, think colour!

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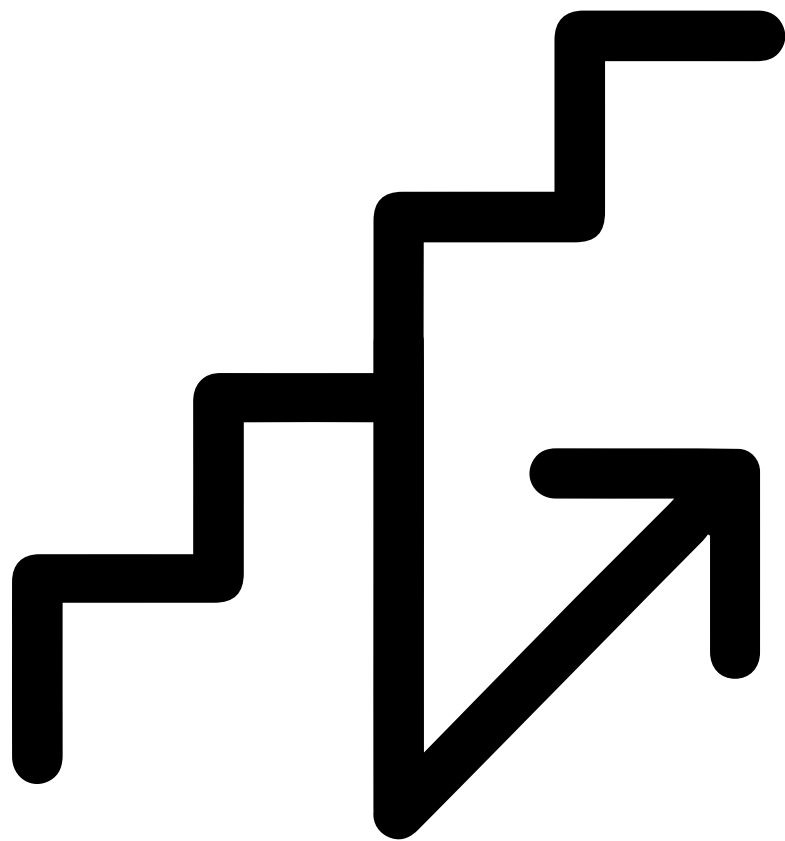
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For the iconic Australian fashion label Gorman.
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Wagga Wagga Art Gallery

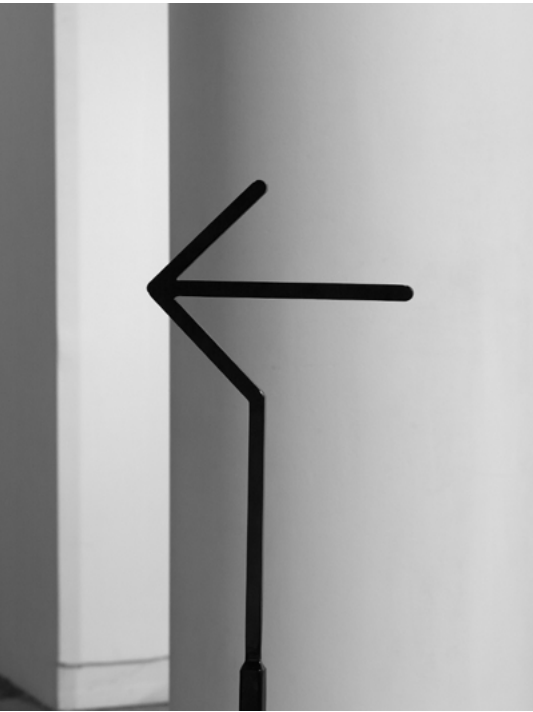
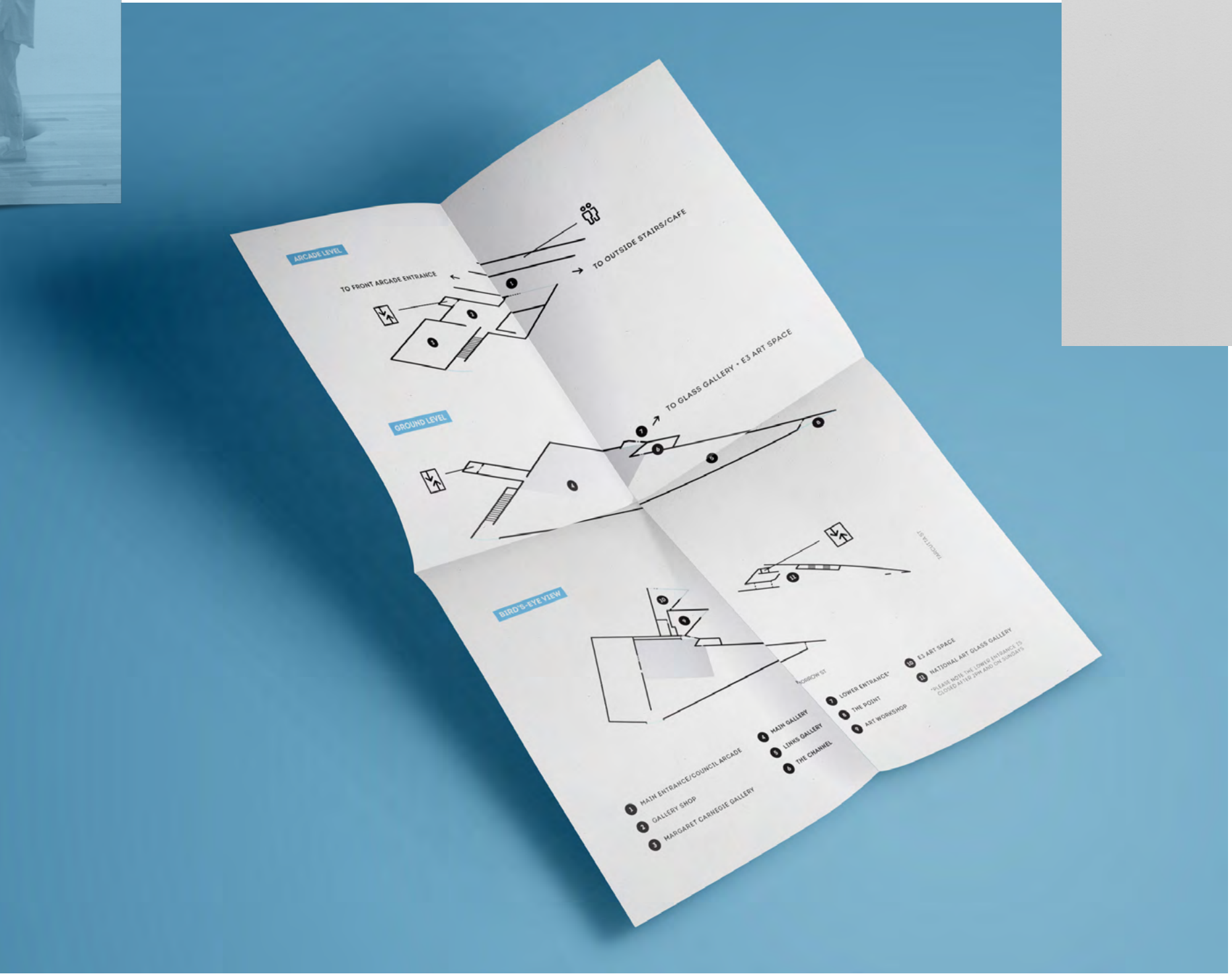
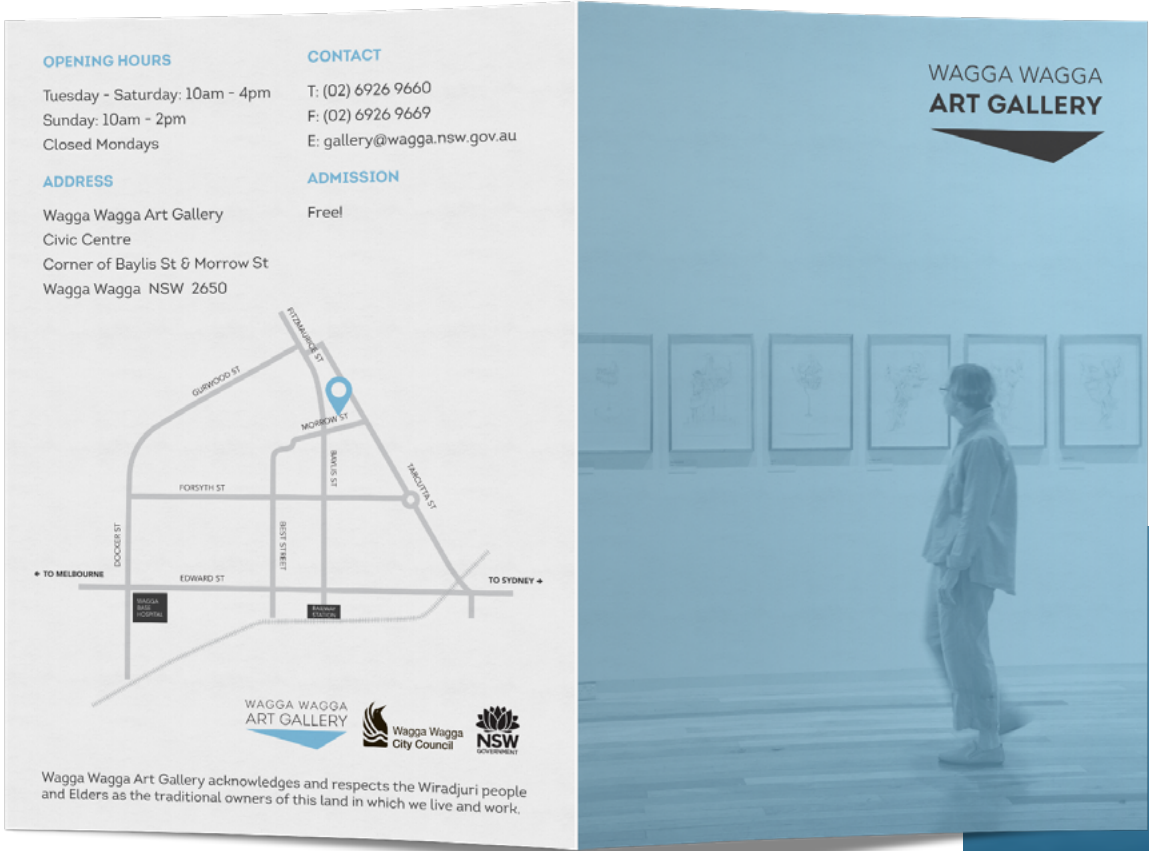
Wayfinding



For a hard to navigate art gallery.
Flexible and fixed signage in harmony with a simple map.

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Halfway Print Fest

Event Identity



For an independent publishing fair.
Fluffy, floaty and fabulous.

Event Identity

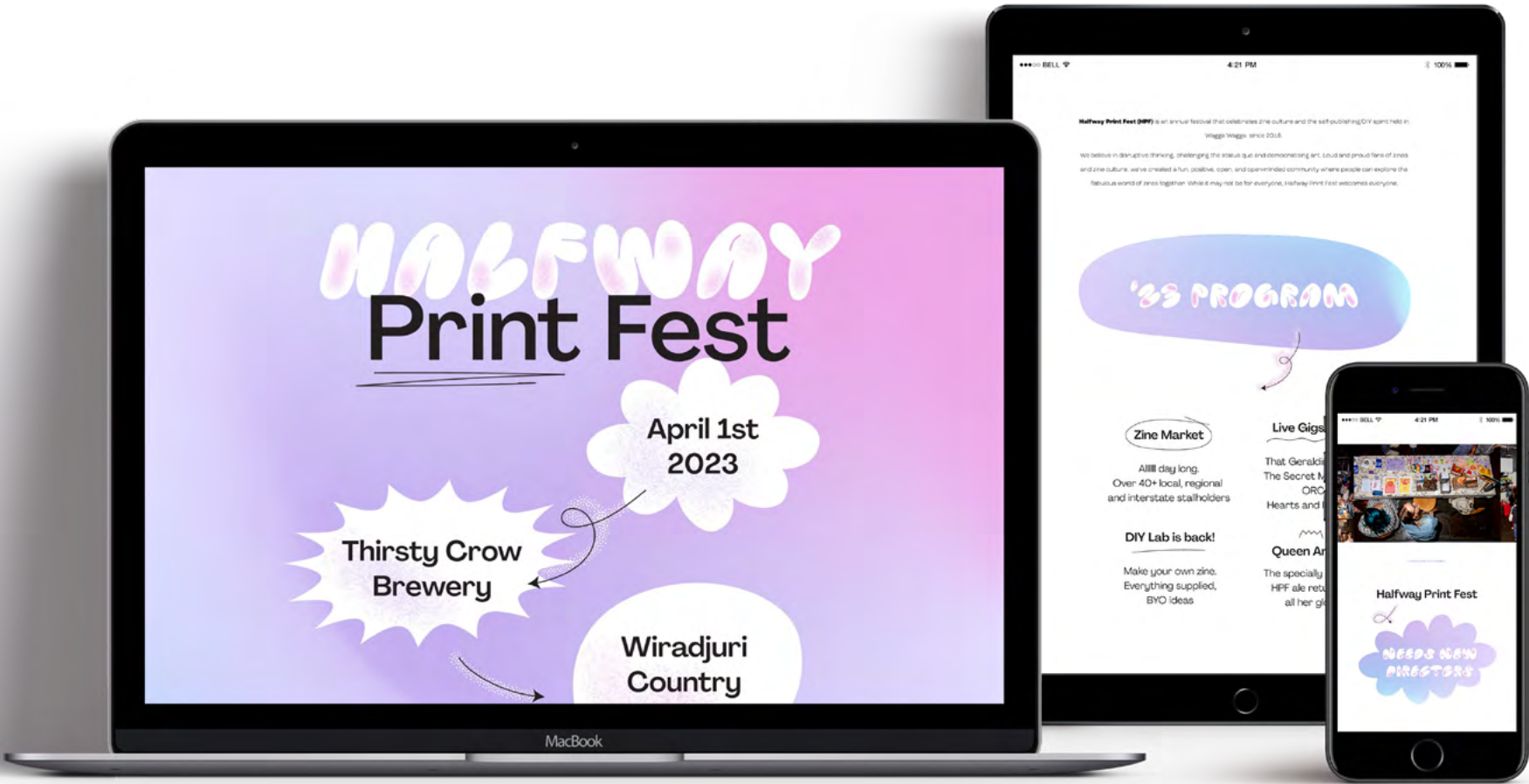
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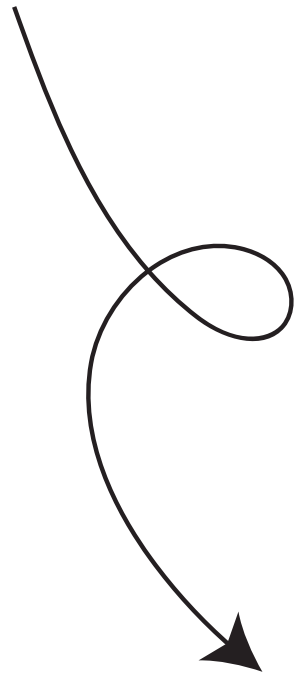
DIY Lab is back



Feat. Live Gigs



Zine Market



Recipes I've Loved Before

Brand Identity



For a recipe recommendation newsletter by Sonya Gee.
A mouthful of colour, fun and cheekiness.

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For a recipe recommendation newsletter by Sonya Gee.
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TO ALL THE
**Recipes I've
Loved Before.**



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