

porto



folio

hello!



I'm Grace, a passionate communication designer who transforms ideas into captivating visual stories. Color fuels my emotions, and I use it strategically to set the mood and guide viewers on a journey. My academic background equips me with a strong foundation in design thinking, branding, and production. This, combined with my keen eye for detail, allows me to craft compelling brand identities and impactful digital experiences that resonate with audiences.



Table of Contents

01 Beyond the Silhouette

Campaign & Charity / 11-22

02 The Boog

Identity system design / 22-29

03 Fussion Feast

Packaging / 30-37

04 Sanitarium

Campaign / 38-45

05 Cabramata

Wayfindings / 46-55

06 Jaxjin

Packaging / 56-63

07 Epoquea

Branding / 64-71

08 SOS

Campaign / 72-83

BEYOND

the

SILHOUETTE

Beyond the Silhouette

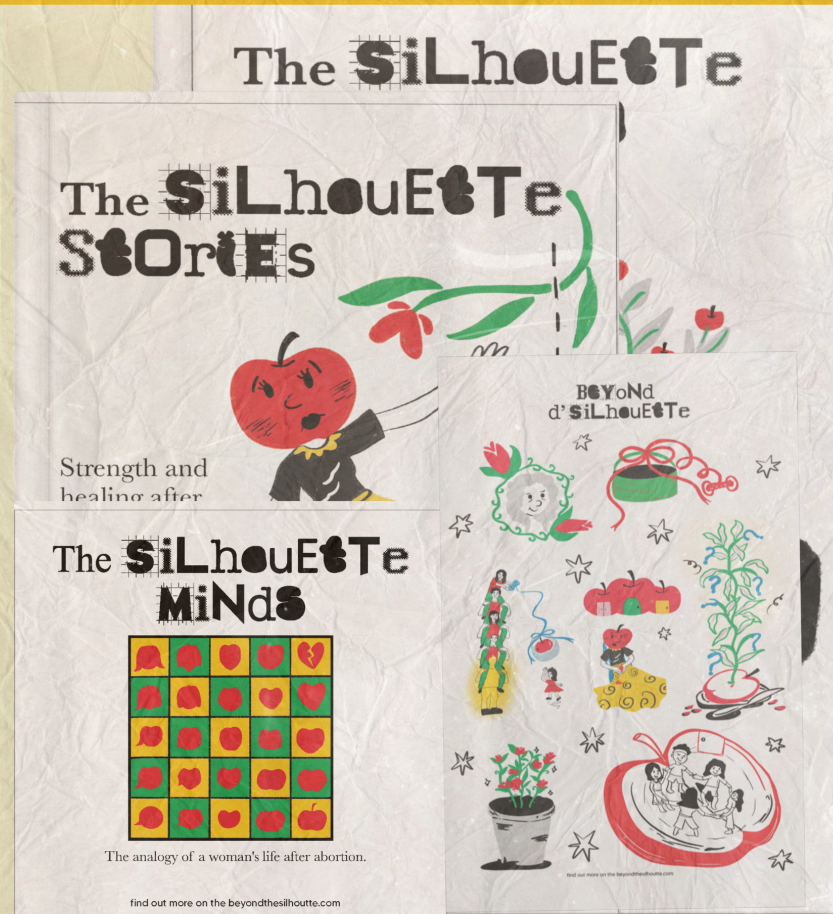
/ Campaign & Charity

Beyond the Silhouette is a non-profit organization dedicated to empowering women who have had abortions. We believe in the strength and resilience of these women and aim to create a safe space for them to share their stories, free from judgment. Our campaign uses the silhouette to represent the internal struggles women face, and the apple, interpreted as a memory or a symbol of loss, can be unlocked through support.

We strive to debunk stigmas and build a stronger support system from families, friends, and the broader community. Through donations, we directly support women in accessing essential post-abortion care. Together, we can create a space for healing and understanding.



BEYOND the SiLhouETTe



This zines bridge the generational gap surrounding abortion. Aiming to raise awareness and build support for women's journeys, from contemplation to healing after abortion. .



Through powerful imagery and minimal text, these zines offer a unique perspective, fostering empathy and understanding for women facing this complex experience





The hands forming a wall represent the strength and safety net women receive from those who care



This poster challenges preconceptions about abortion.



Emphasizes empathy and understanding.

FUNDRAISER SHOP ITEMS



THE

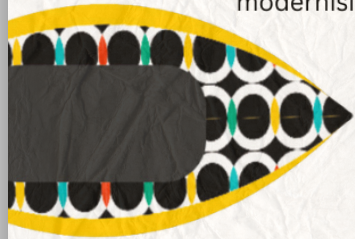
Boog



The Boog / Identity system design

An abandoned river site has been converted into a public service facility, historical landmark, and tourism destination. Attempting to make the river area more appealing to visitors by preserving its history involving aboriginal things by the river, and fitting the designs with some aboriginal characters and aspects into the identity symbols while modernising it.

In this project, I aimed to establish a new brand identity for the location based on typography. Attempting to make the river region more inviting to visitors by providing a sense of connectedness to its surroundings while maintaining a modern approach. By defining its brand mantra as playful, connection, freedom, and togetherness.





the
boog

the
boog

the
boog

the
boog



Since it is located on a river, there will be a particular canoe displaying the design of this place. This will be the uniform for the staff in charge of and working on the riverside.

There will also be items for this location, such as bottles, picnic mats, souvenir pins, and totebags, so that visitors can cherish a feature and experience of the site while also being reminded of the symbols that are part of the aboriginal history and conceptual design.



Fusion

Feast

Fussion Feast / Packaging

FussionFeast originated by splitting dog food packaging into dry and wet sachets. The ultimate goal is to make every meal a joyful and connected experience for pets and their owners with vibrant pink and blue colours that mix any gender of pet and entertaining illustrations of happy dogs.

In this project, I tried to create a colourful, playful, and engaging concept of dog food that includes both wet and dry foods so that our dogs have a variety of options for eating! There will be many illustrations of dogs, and I will design the packaging to be appealing to dog owners, including tips on how to teach their dogs (for beginners).





MERCHANDISES



SaNi

TA

rIuM

Sanitarium / Campaign

This campaign uses playful colors and leftover food imagery to remind viewers not to waste. The campaign emphasizes both logic (avoiding waste) and emotions (helping others) to inspire a movement of living waste-free. This approach encourages viewers to enjoy their food and avoid throwing it away.





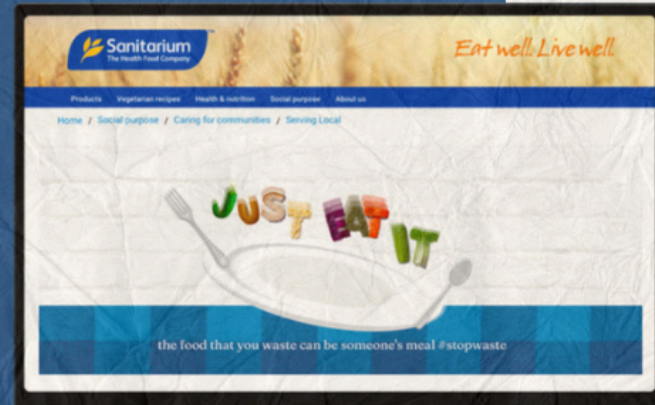
Sanitarium's campaign tackles food waste in a fun and colorful way! It uses simple pictures of delicious food to remind us not to throw it away. The message is super easy and clear:

ENJOY ALL YOUR FOOD AND AVOID WASTE!

The campaign encourages us to think about others too. We can all be happier and healthier with less waste, both for us and the planet! They use bright colors, especially blue and white, along with playful food images to make the message engaging and memorable.

*Brochure: that will be placed either inside or outside the product's box or package.





The website provided further in-depth information about the problem, as well as details about how the Sanitarium company is working to minimise the amount of food that is wasted.



Australians waste around 7.5 million tonnes of food every year

Australia has a big problem with food waste, which hurts the economy, people, and the earth. It adds extra costs to homes and companies and makes it harder for people in need to get enough food. To solve this, we need to take steps to reduce food waste, such as planning meals, donating extra food, composting and recycling, raising knowledge, and putting in place policies and rules to reduce food waste. We can make sure everyone has access to the food they need, save money, and protect the environment if we do something to cut down on food waste.

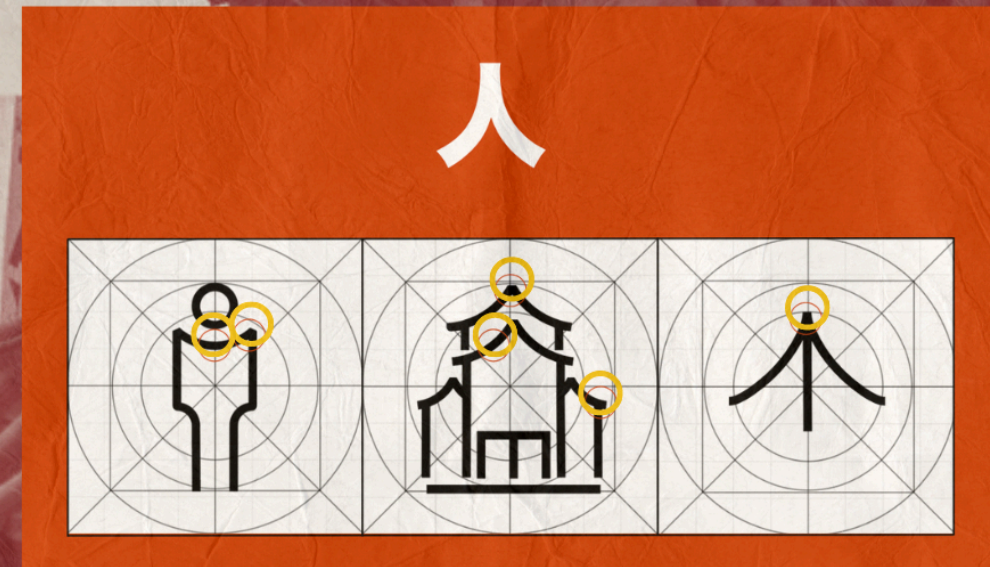


CaBrAMAtTA

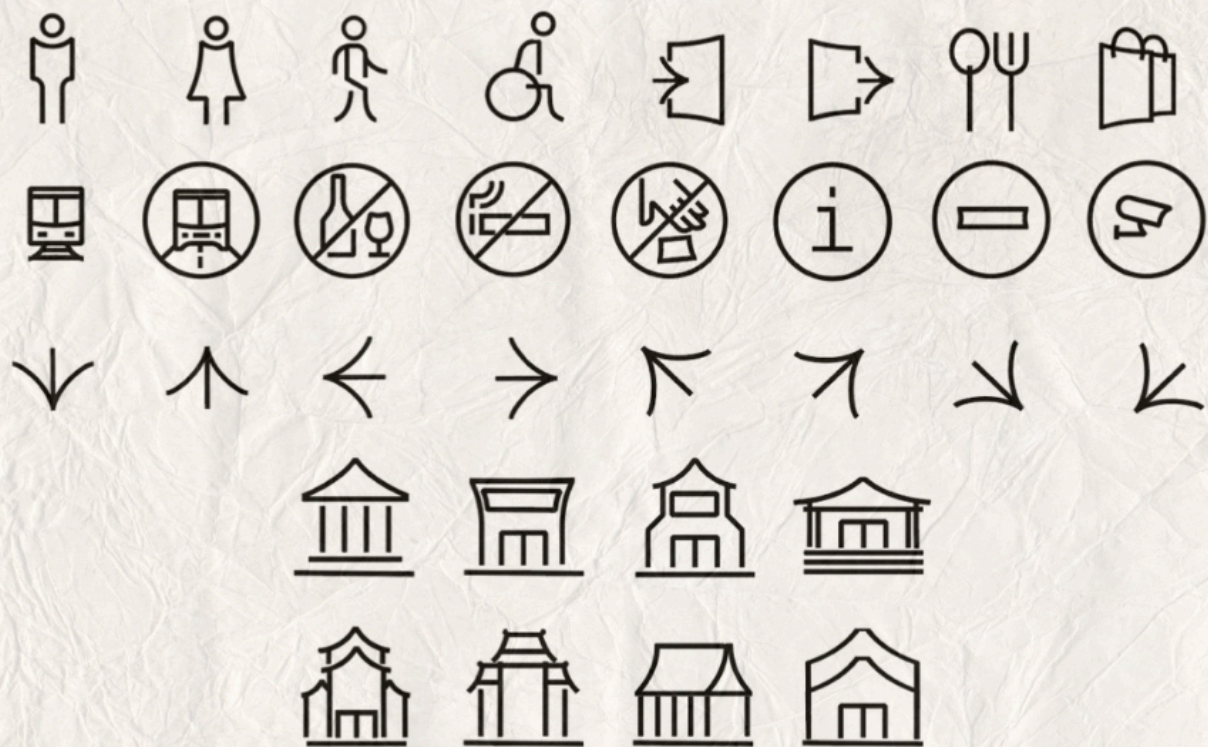
Cabramatta / Wayfinding

Creating a user-friendly and visually appealing navigational system for easier and more efficient wayfinding for visitors and residents specifically focusing on Cabramatta Town Centre located in the suburb of South-Western Sydney. This wayfinding system inspired by the Chinese character for “people”.

This wayfinding system inspired by the Chinese character for “people”. This include using colors that reflect the site's character and cultural influences, creating a visually appealing and memorable experience.



ICONS





TOILET



FREEDOM PLAZA



Discover

CABRAMATTA

卡布拉馬塔

A taste of Asia





MAX JIN

Jaxjin / Packaging

Jaxjin is the name of one of my clients, who sells gin. JaxJin aims to stand out in this vibrant and appetising section of the gin industry by combining high-quality ingredients with the allure of citrous sweetness. Essentially, they want to incorporate a design based on their backstory, which is about a husband and wife team distilling on a horse ranch in a hay shed named after their kid Jack.

The client's design goal is to develop packaging that reflects artisanal craftsmanship, family legacy, and Australian natural beauty. They strive to convey emotions such as nostalgia, warmth, a connection to nature and family, authenticity, and tradition.





JAX JIN

ORIGINAL BOTANICAL *batch*
NO. 15 WITH CINNAMONS



Somersby Citrus
GIN

40% ALC

700ML

Inspired by the profound connection between a parent and a child, I've crafted a captivating logo that features the elegant simplicity of one-line art, where a mother or father's hand lovingly clasps a child's hand. This touching representation is artfully blended with a majestic horse illustration, serving as an emblematic bridge to my client's enchanting horse barn.

JAX JIN

Rooted in the rich legacy of a family, JaxJin takes you on a journey through the heart of the Australian landscape. Our gin is a testament to tradition and innovation, where nature's finest botanicals meet the warmth of cinnamon, creating a flavor fusion like no other.

Named after our beloved son, Jack, JaxJin embodies the essence of growth, heritage, and family values. Just as our horses are a cherished part of our farm, our story is one of nature's wonders and timeless traditions, bottled for your enjoyment. With every sip, you taste the spirit of our land, the twist of modern creativity, and the grace of our equine companions.

Raise your glass to tradition and flavor, and join us in celebrating the extraordinary journey of JaxJin - where every drop is a sip of Australia's natural beauty, a salute to family heritage, and a nod to the noble horses that grace our farm.



Distilled by LOT 1 The Crown Distillery
Product of Sydney, Australia

This unique design embodies the essence of family, care, and the equine spirit, making it a truly memorable for them.

JAX JIN

Rooted in the rich legacy of a family, JaxJin takes you on a journey through the heart of the Australian landscape. Our Gin is a testament to tradition and innovation, where nature's finest botanicals meet the warmth of cinnamon, creating a flavor fusion like no other.

Named after our beloved son, Jack, JaxJin embodies the essence of growth, heritage, and family values. Just as our horses are a cherished part of our farm, our story is one of nature's wonders and timeless traditions, bottled for your enjoyment. With every sip, you taste the spirit of our land, the twist of modern creativity, and the grace of our equine companions.

Raise your glass to tradition and flavor, and join us in celebrating the extraordinary journey of JaxJin - where every drop is a sip of Australia's natural beauty, a salute to family heritage, and a nod to the noble horses that grace our farm.



Distilled by LOT 1 The Crown Distillery
Product of Sydney, Australia



ЭРОСНА

Epocha / Visual Brand Identity

The word "Epocha" comes from the word "epoch," which means an important time in history or in a person's life. It shows that the festival's goal is to honour important moments in the past of music and fashion by giving attendees unforgettable experiences that mark important points in their lives.

The Epocha is an open-air festival featuring 1970s, 1980s, and 1990s music that took place in Tumbalong Park Sydney. It features the music styles that marked each era, from disco and funk to new wave, rock, and early hip-hop. Live performances, tribute bands, and DJ sets honour the past while also making it relevant to today's listeners.



All of these color palette combines the vibrant, bold colors of the 70s and 80s with the more subdued tones of the 90s, reflecting the diversity of the epochs celebrated.





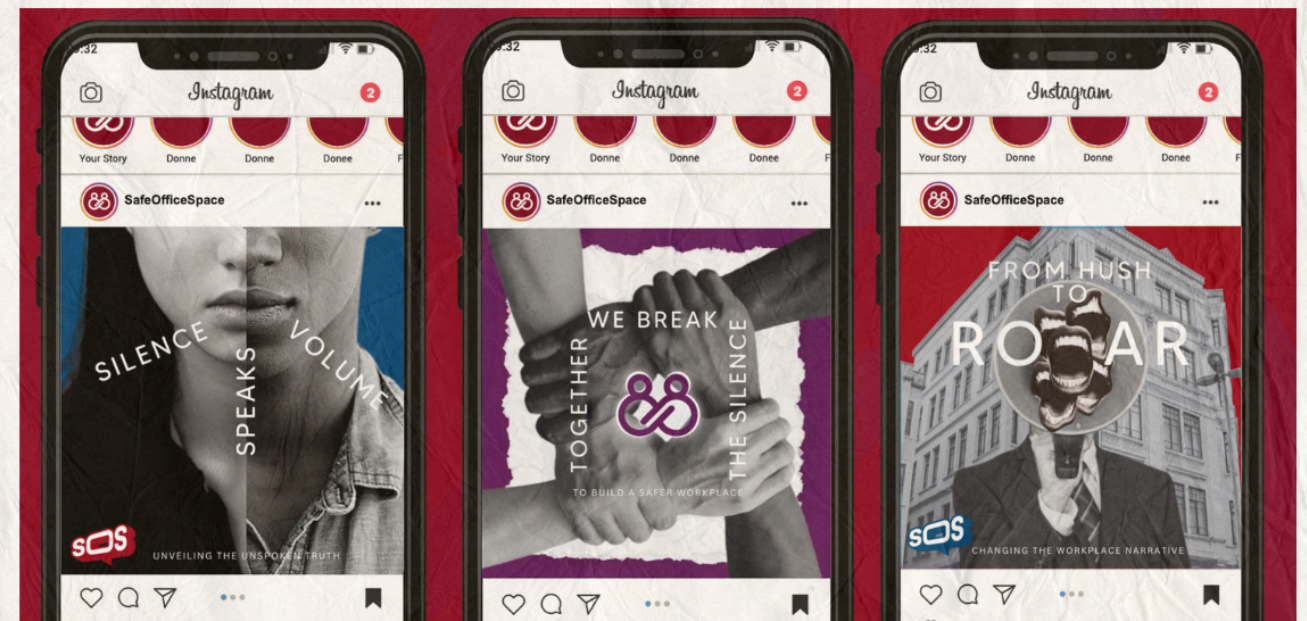
soS

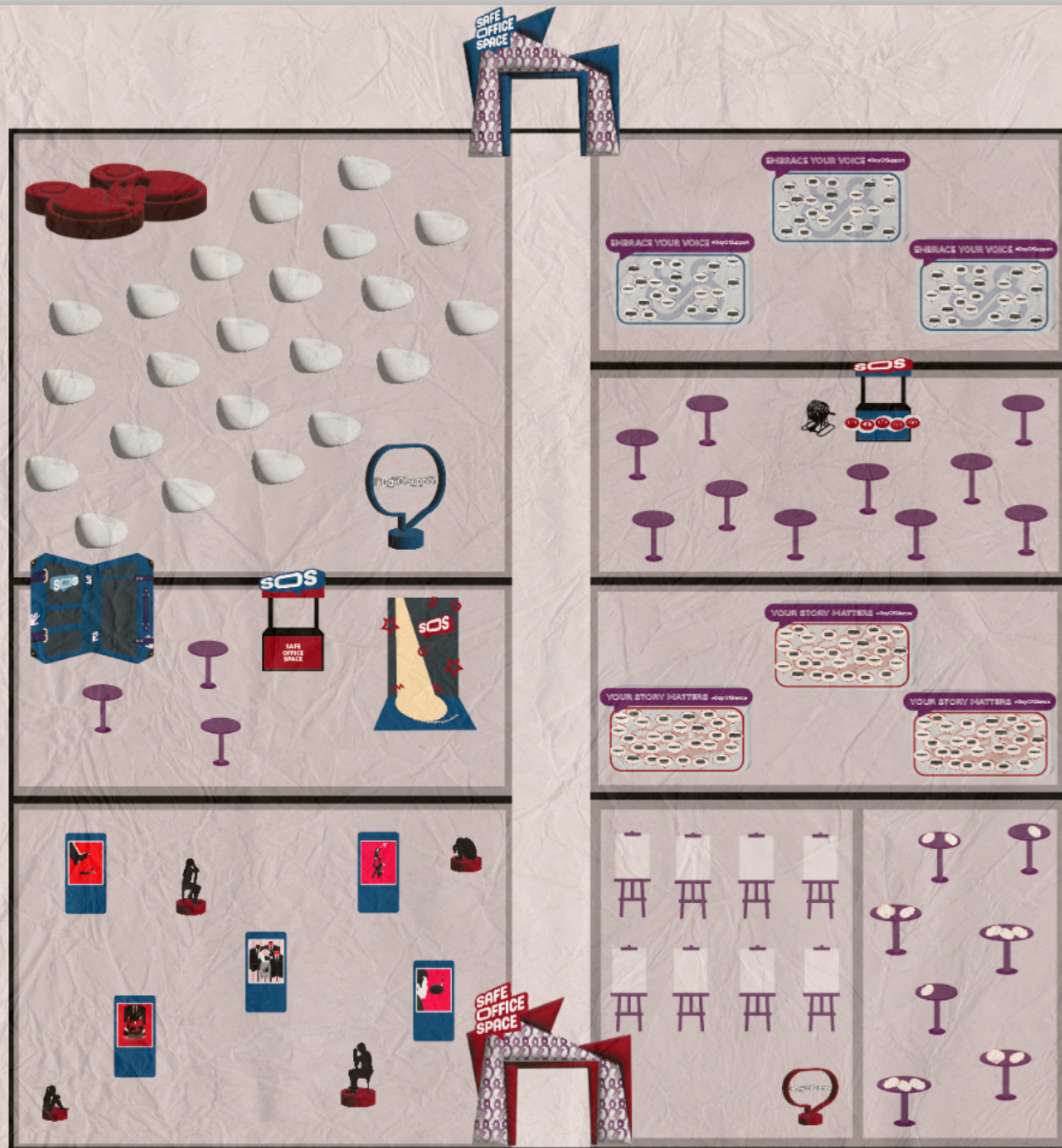
SAFE OFFICE SPACE

SOS / Campaign

Many people nowadays may ignore or minimise the importance of workplace harassment. Some people may not understand how to respond to and prevent harassment. Others may be hesitant or scared to speak up or support victims. The "Safe Office Space" logo serves as a powerful emblem of unity and support within workplace environments

By organising a two-day event of the campaign, beginning with 'Silence Speaks Volumes' on the #DayofSilence to represent the power of quiet and anonymous sharing of experiences. Transitioning to 'From Silence to Support' on the #DayofSupport to promote open talks and workshops that will turn quiet into action.





DAY ONE AND TWO JOURNEY MAP CAMPAIGN

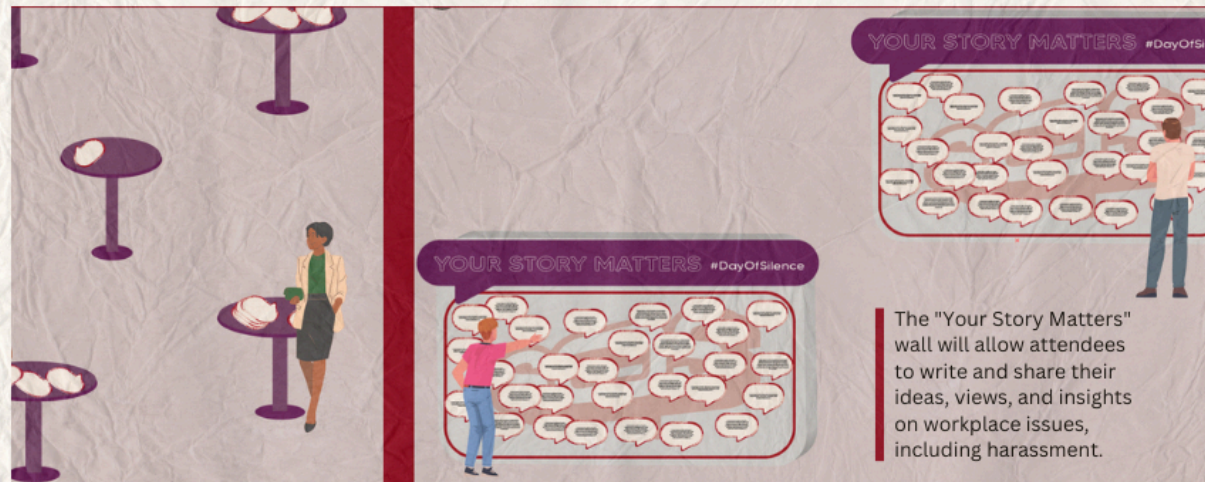
The SOS poster strategically adorns public transportation buses, acting as a beacon of awareness and invitation to the wider public.

Placed prominently, it encourages individuals from all walks of life and ages to attend the event, emphasizing inclusivity and the importance of community engagement



DAY 1 #DAYOFSILENCE

ART MUSEUM OF EMPATHY



"YOUR STORY MATTERS" WALL

EXPRESSION THROUGH CANVAS



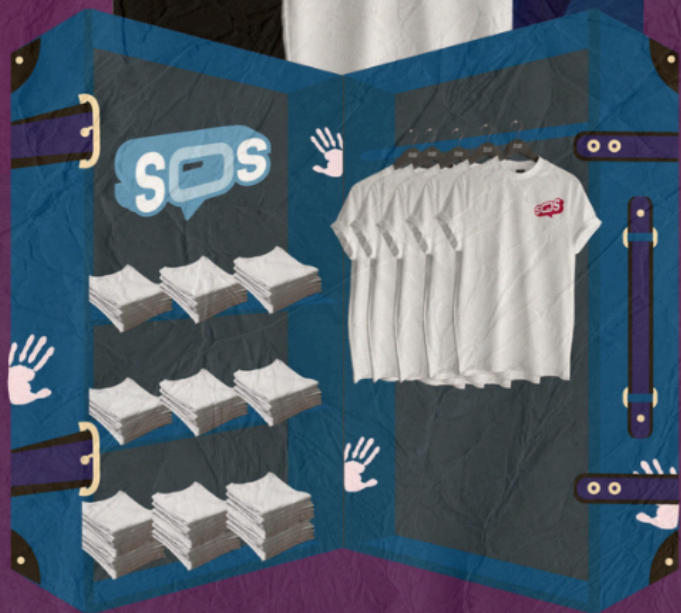
This space serves as a collective art installation, capturing the raw and varied expressions of attendees, creating a powerful visual representation of solidarity and shared commitment against workplace harassment.



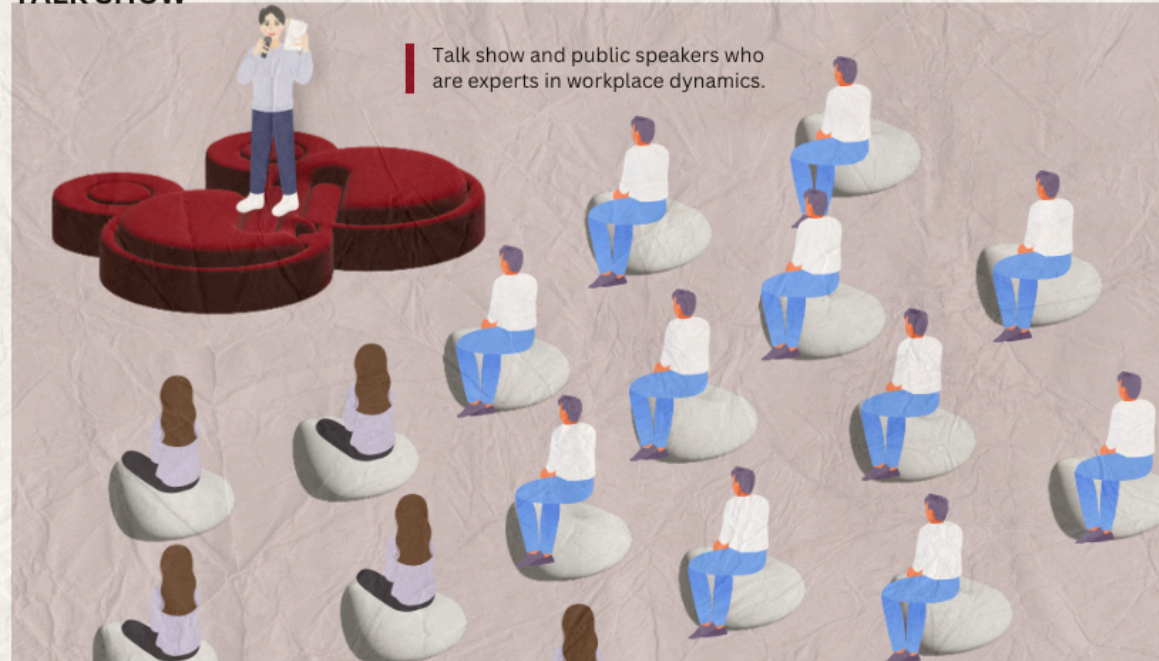
By distributing the red tape, the ushers initiate a non-verbal dialogue, inviting people to experience the event's branded environment on the #DayOfSilence, fostering awareness and encouraging silent participation in the campaign against workplace harassment.



DAY 1 & 2 MERCHANDISES



TALK SHOW



BINGO GAME





by Grace Julia Santoso
gracejsantoso07@gmail.com