Damarís Haro

DESIGN PORTFOLIO

Greetings

My name is Damaris!

I will be graduating from Texas A&M University of Commerce in August with a BFA in Visual Communication and minor in Spanish. I like to ideate sketches when I sit on the floor, like play, always keeping an open mind. This play's foundation is to help bridge cultural and language boundaries, connecting people and transmitting information through visual storytelling. Branding involves crafting a personality for businesses, extending into several mediums, including environmental design, to immerse consumers in the brand's world, and enhance understanding and connection. When I am not designing, I enjoy reading comics, music, being a cinephile, and dancing

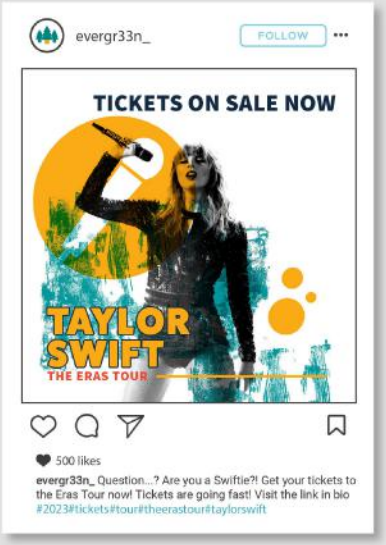
EVERGREEN

Branding Design

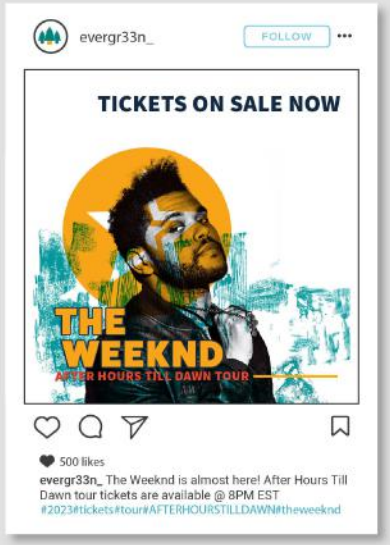
Evergreen is a fictional Event Ticket Exchange Service based in Seattle, Washington that exclusively sells music event tickets. Based in Seattle, the birthplace of the grunge music scene, rock music heavily inspires Evergreen. Yellow represents the fortune of finding the golden ticket of concert tickets, and green signifies the repurposing of the ticket through exchange, shown in the shifting movement of the lettermark. In the symbol logo, a triptych of evergreen trees with the central one's trunk makes up the idea of a golden ticket one finds on Evergreen. Black and white imagery helps convey the emotion of the subject, overlaid with a teal texture to represent the roughness of rock music, and its randomness conveys the fluidity of music. An icon system was made to represent different music genres.

Photography

Adobestock

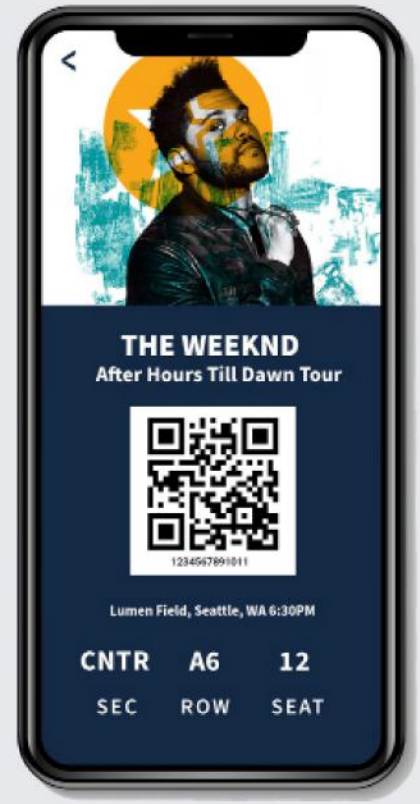

evergr33n_
FOLLOW
TICKETS ON SALE NOW
TAYLOR SWIFT
THE ERAS TOUR
500 likes
evergr33n_ Question...? Are you a Swiftie?! Get your tickets to the Eras Tour now! Tickets are going fast! Visit the link in bio
#2023#tickets#tour#theerastour#taylorswift

evergr33n_
FOLLOW
TICKETS ON SALE NOW
ARCTIC MONKEYS
NORTH AMERICAN TOUR
500 likes
evergr33n_Why don't you ever buy tickets when you're high?! Tickets to the Arctic Monkeys are now available! Link in bio
#2023#tickets#tour#northamericantour #arcticmonkeys

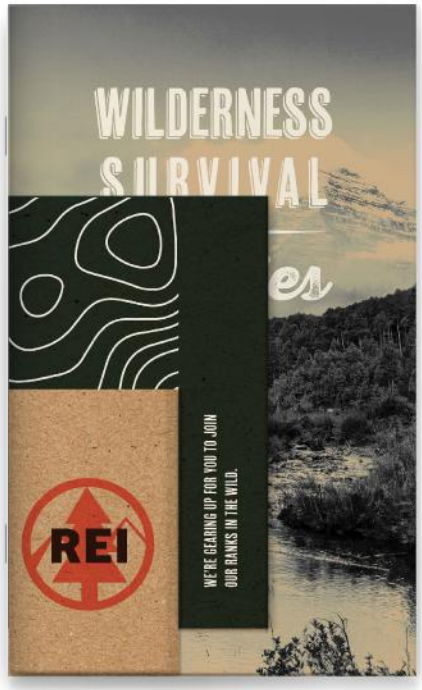

evergr33n_
FOLLOW
TICKETS ON SALE NOW
THE WEEKND
AFTER HOURS TILL DAWN TOUR
500 likes
evergr33n_ The Weeknd is almost here! After Hours Till Dawn tour tickets are available @ 8PM EST
#2023#tickets#tour#AFTERHOURSTILLDAWN#theweeknd

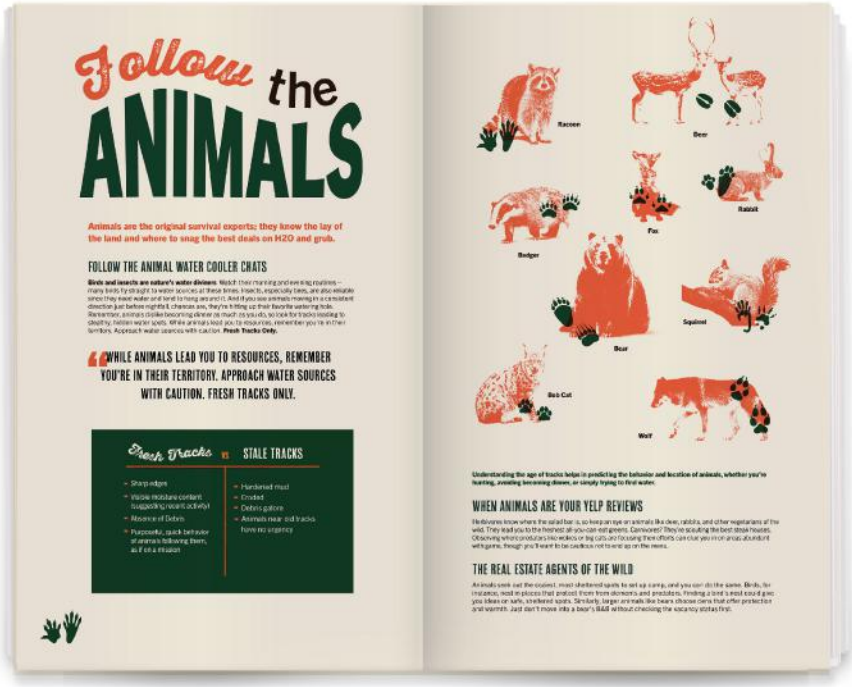
EVERGREEN

TAYLOR SWIFT
The Eras Tour
1234567891011
Lumen Field, Seattle, WA 6:30PM
CNTR 12B 9
SEC ROW SEAT


THE WEEKND
After Hours Till Dawn Tour
1234567891011
Lumen Field, Seattle, WA 6:30PM
CNTR A6 12
SEC ROW SEAT

ARCTIC MONKEYS
North American Tour
1234567891011
Climate Pledge Arena, Seattle, WA 6:30PM
CNTR 12B 9
SEC ROW SEAT





REI

Look Book

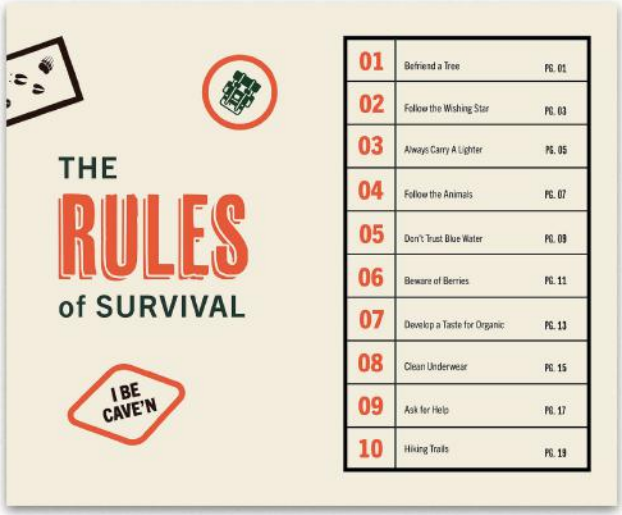
Recreational Equipment Inc. (REI) is a local outdoor co-op that provides top-quality gear and apparel, expert advice, and rentals. They believe that all life outdoors is a life well-lived; thus they make it their mission to inspire others to go outside. However, not everyone, the normies, know how to survive the outdoors; thus, the objective of the look book, using humorous language in a survival guide like Zombieland, is to help normies learn survival in the outdoors.

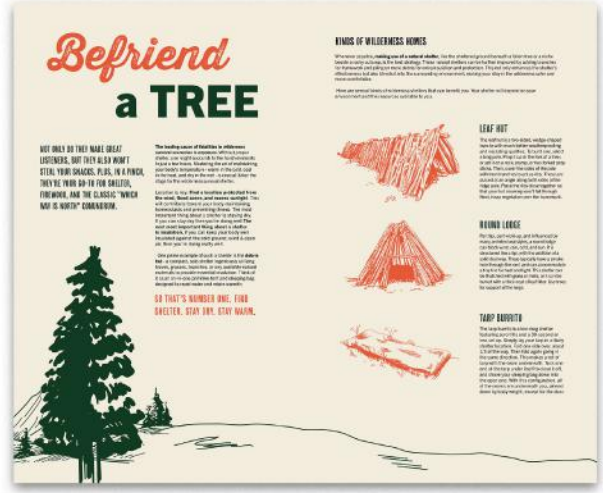
Photography

Adobestock

Sticker Page

Sticker Page


THE
RULES
of SURVIVAL
I BE CAVE'N
01 Befriend a Tree PG. 01
02 Follow the Wishing Star PG. 03
03 Always Carry A Lighter PG. 05
04 Follow the Animals PG. 07
05 Don't Trust Blue Water PG. 09
06 Beware of Berries PG. 11
07 Develop a Taste for Organic PG. 13
08 Clean Underwear PG. 15
09 Ask for Help PG. 17
10 Hiking Trails PG. 19


Befriend
a TREE
KINDS OF WILDERNESS HOMES
LEAF HUT
ROUND LODGE
TARP BARRITO
NOT ONLY DO THEY MAKE GREAT LISTENERS, BUT THEY ALSO WON'T STEAL YOUR SNACKS. PLUS, IN A PINCH, THEY'RE THIRD GO-TO FOR SHELTER, FIREWOOD, AND THE CLASSIC "WHICH WAY IS NORTH" CONNUNDRUM.
SO THAT'S NUMBER ONE. FIND SHELTER. STAY DRY. STAY WARM.

BRING A
LIGHTER
FIRE IS THE ORIGINAL NIGHT LIGHT, WHETHER IT'S TO SIGNAL FOR HELP, COOK YOUR GOURMET INSTANT NOODLES, OR FEND OFF THE CHILL OF THE NIGHT, FIRE IS YOUR BEST FRIEND.
3. HAND DRILL
WAYS TO LIGHT A FIRE
1. MATCHES (DUH)
2. USING LENSES

EMERGING ACTS

Event Poster

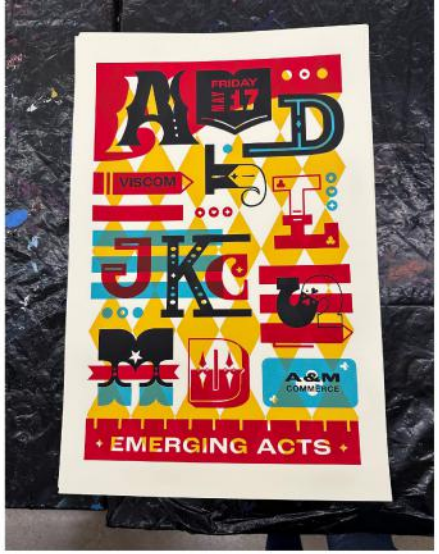
Texas A&M University - Commerce's senior exit show for the Visual Communications graduating class of 2024 focused on highlighting the emerging graphic designers of its program in a creative, quirky circus. Each student is an act, represented by their letter initial, of the circus, a place where unique and expressive individuals are in the spotlight showcasing their creative ideas, and together, put on a show. This reflects how often in the industry, designers must collaborate to design for a brand for its audience. Drawing inspiration from vintage circus typography, the Emerging Acts respect and are inspired from the old to design the new of today. This poster was screenprinted, and I am the lead designer of the design andart director of the event graphics.

Photography

Adobestock

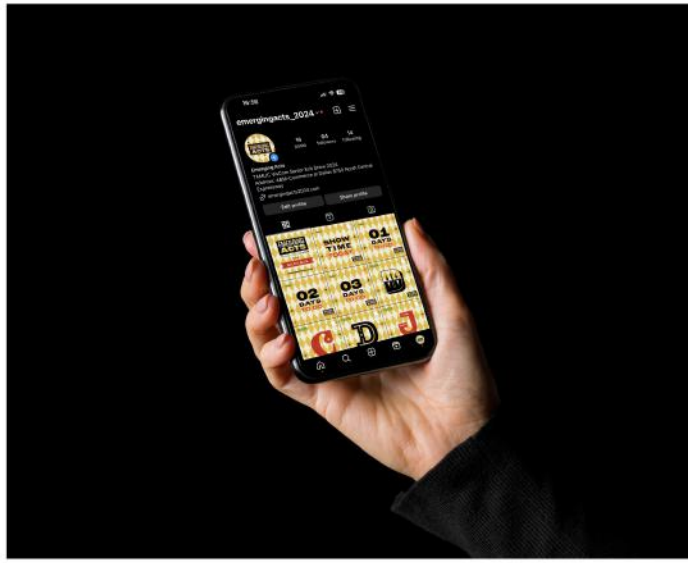
Screen Printers

Kianna Dallman
Jackelyn de Lara



Process

Letter initials design stage, and screenprinting.



CREDIT: JACKELYN DE LARA

STIRICIDE

Typographic Poster

Stiricide is a typographic poster that conveys the meaning of the dead word "stiricide". While ideating, I focused on how I could convey a verb, as "stiricide" means the ongoing action of falling icicles off a house. My solution was to make the letters homes. I used the isometric illustration style to create the illusion of three-dimensional buildings, designing different home styles as a home, while keeping the letter legibile. When deciding my color palette, I took inspiration from the understanding that heavy icicles normally form during the winter, when it has snowed. Thus, a monochrome teal-blue color scheme helps convey the mood of icy winter.

Awards & Recognition

Graphis New Talent 2024
Honorable Mention

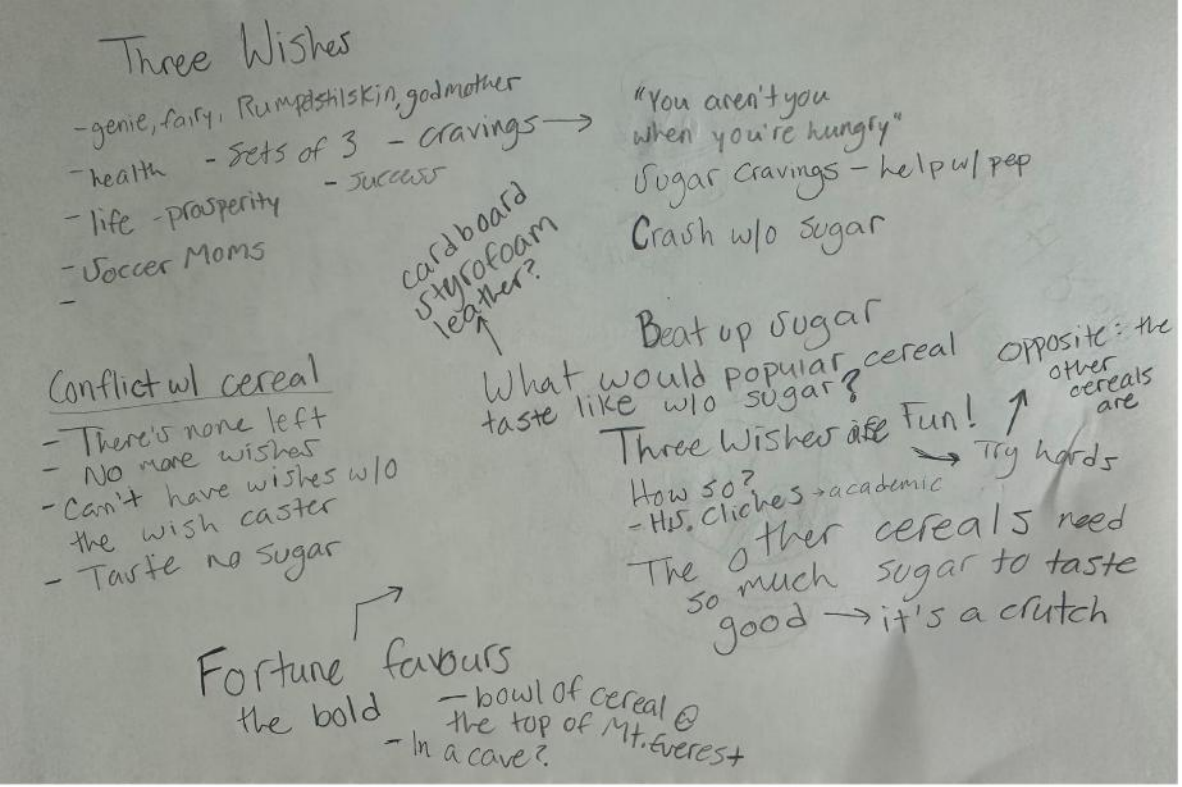
THREE WISHES

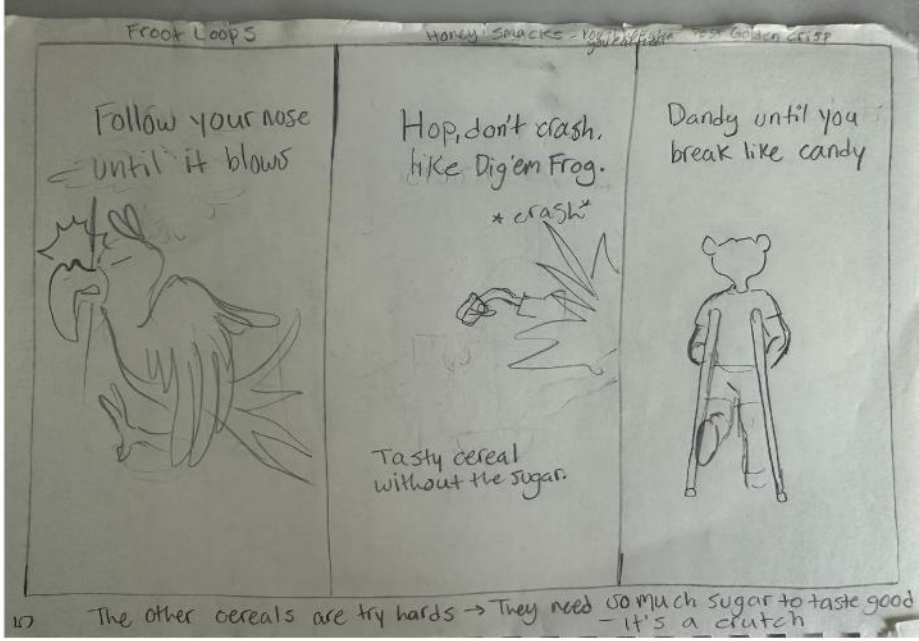
Advertising Campaign

Three Wishes cereal is grain-free, sugar-free, contains more protein, and tastes as sweet and flavorful as unhealthy breakfast cereal. The campaign solves the client's request to appeal to millennials by connecting to the target's nostalgia for sweet childhood play outdoors through the taste of Three Wishes being reminiscent of the sugary cereal they grew up eating. I accomplish this through the photography capturing happy young adults, wearing child clothing while, having fun on a kid-size tricycle, bounce ball, and tire swing, with key components of these outdoor playthings being made up of the cereal loop wishes. An interactive mural wall as my extension embraces having fun, engages people interactively, and will lead to traction on social media.

Photography

Adobestock
Damaris Haro

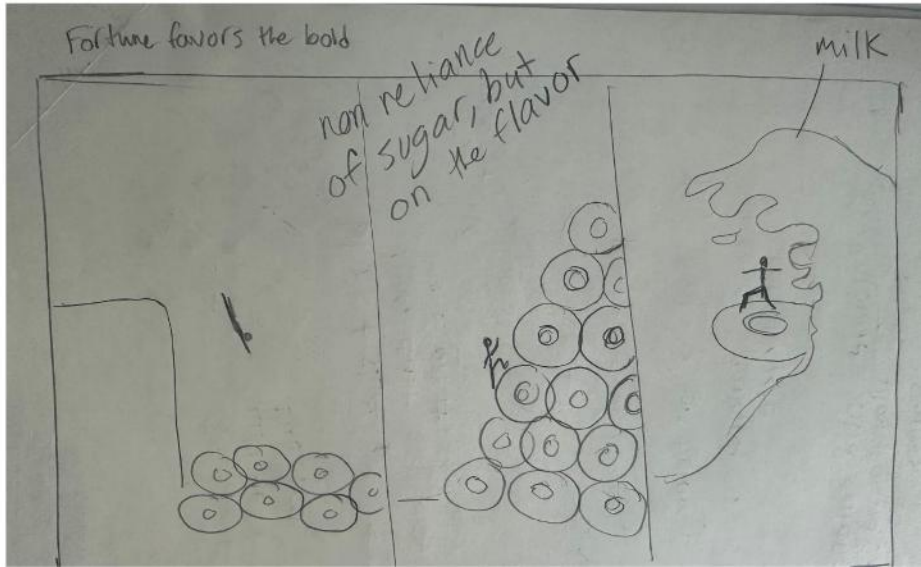




PROCESS

Showcased is some of my exploration that led to some of the main concept contenders for the campaign: "sugary cereals are try hards" and "fortune favours the bold." The campaign sought to focus on how Three Wishes has three grams of sugar, yet tastes delicious, so I reframed part of my exploration in a high school cliche setting by wondering who Three Wishes is in this context, and considered the opposite.

Another contender for the extension was an exclusive adult playground.



LA CANNOLERIA
SICILIANA

LA CANNOLERIA SICILIANA

Environmental and Branding Design

La Cannoleria Siciliana is a pastry shop based in Rome, Italy, that specializes in Sicilian cannolis and seeks to share artisanal goods. The objective was to revitalize the brand image to its Sicilian roots. My solution was to draw from the textile industry and mythology of Sicily. For the logo and pattern designs, I took inspiration from Sicily's textile industry as it is the heart of the textile industry in Italy, featuring geometric and floral patterns. The symbol logo draws from the Trinacria, the symbol of Sicily, that is a gorgon (like Medusa) with three legs and sprouts of wheat coming off the gorgon, which means to bring good luck, and favorable harvest. For the logotype, I took inspiration from Italian signage and type designer Louise Fili. In the color palette, red expresses the passion behind the artisanship and cuisine of Italy to honor tradition and deliver quality; blue conveys the knowledge of Sicilian goods; gold represents the purity of Italian ingredients and Roman mythology.

Photography

Adobestock
FreeMockUp World
Cafe Gelateria
Toa Heftiba
PIXPINE

Awards & Recognition

Graphis New Talent 2024
Honorable Mention

Creative Quarterly 75
Graphic Design Winner

MENÚ

Colazione Siciliana

Bull's Eye Sapori: Cioccolato, Marmellata, o Pistacchio	€2,00
Cestino de Mele	€3,00
Brioche Siciliana- Semplice +Vuoto, Crema de Pistacchio, Marmellata di albicocche, Ricotta, Cioccolato	€1,50
Crostatina Sapori: Marmellata o Cioccolato	€2,00

Sicilian Rotisserie

Arancini Sapori: Ragu, Burro, Norma, Cacio e pepe, Pistacchio, Zucca e speck, Pesce spada	€2,80
Pizzetta	€2,50

Caffe

Espresso	€2,00
Latte	€2,00
Latte Macchiato	€2,50
Capuccino	€2,00
Caffe Americano	€2,00
Caffe Ristretto	€2,80

Cannolo Siciliana

Cannolo Piccolo Sapori: Semplice, Cioccolato, Nocciolla, Pistacchio, Classico	€1,50
Cannolo Classico	€3,00
Cannolo alla Nutella	€3,50
Cannolo alla Nocciola	€3,00
Cannolo al Cioccolato	€3,00
Cannolo al Pistacchio	€3,00
Cannolo Pistacchioso	€3,50
Cannolo Senza Glutine	€4,00

Gelato

Cioccolato	Vanniglia
Fragola	Mango
Pistacchio	Nocciola
Ciliegia	Crostata
Arancini	Limon

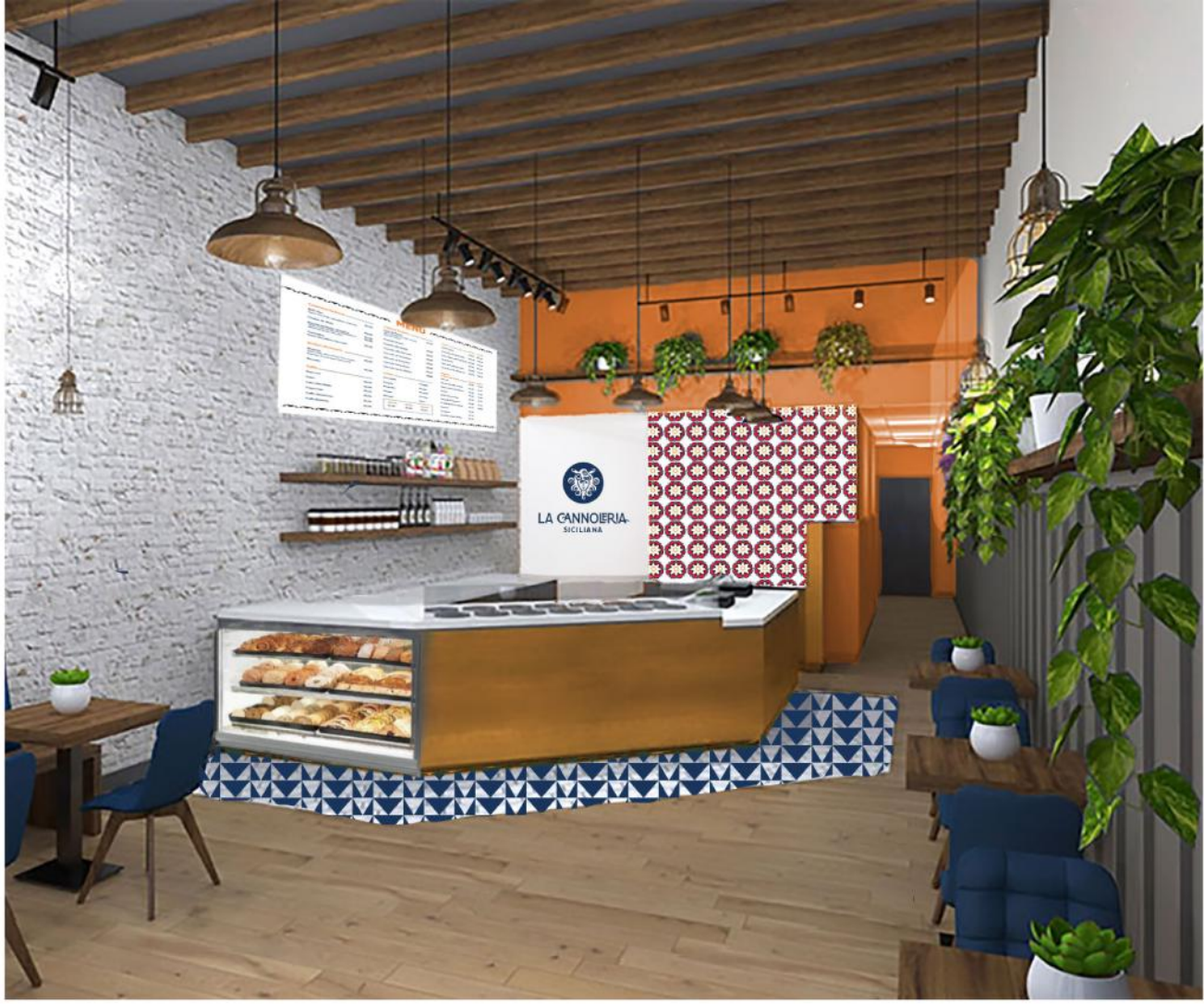
Piccolo	Media	Grande
€1,00	€2,00	€3,00

Torte

	Piccolo	Grande
Torta Cassata	€19,00	€32,00
Torta Cheesecake Fragola	€20,00	€32,00
Torta Cheesecake Frutti Misto	€23,00	€32,00
Torta Sacher	€17,00	€24,00
Torta Setteveli Cioccolato	€20,00	€32,00
Torta Setteveli al Pistacchio	€22,00	€38,00

Mignon e Monoporzioni

	Singola	Mignon
Cassata	€3,50	€1,50
Cheesecake alla Fragola	€2,80	€1,80
Cheesecake Frutti di Bosco	€3,00	€1,80
Sacher	€3,00	€1,80
Setteveli Cioccolato	€2,50	€1,50
Setteveli al Pistacchio	€3,00	€1,80
Tartelletta di Frutta Mista	€3,00	€3,00
Tiramisu	€3,00	
Tartelletta	€2,50	
Tartellata Senza Glutine	€2,50	



LA CANNOLERIA
SICILIANA

SMITTEN ICE CREAM

Packaging

Smitten Ice Cream is a small business based in San Francisco whose founder invented the Brrr ice cream machine to make smooth, fresh ice cream in 60 seconds. The main objective was to create a packaging the reflects the brand values. My objective was to express the joy ice cream brings to the world, bringing people closer, like young love, the ingredients making enjoyers smitten.

Photography

Adobestock

Smitten
ICE CREAM
ROASTED BANANA
ABOUT

Smitten
ICE CREAM
STRAWBERRY CREAM
ABOUT

Smitten
ICE CREAM
BROOKIES N' CREAM
ABOUT

ARAMIS RUGBY

Branding

Aramis Rugby is a rugby sports manufacturer based in the United Kingdom, holding various patents for rugby equipment. The goal for the rebrand was to elevate Aramis' presence among other sport merchandise manufacturers. Aramis is an innovator in the industry and wants to break the mold of being a “supplier”, by honing into the warrior aspect of rugby players while paying homage to the Aramis musketeer, the rebranding reimagines Aramis as a confident player. The layering of texture, referring to how dirty and rough Rugby is, and graphics, such as heraldry shields, on the imagery create a bold dynamic image. The pop of green contrasts with the blue and orange, representing the wisdom and expertise in rugby equipment and passion for rugby, conveying the energy and life that breathes spirit.

The logo is a dynamic "A" with the counter forming the illusion of a hand holding a rugby ball. This motion emulates a rugby player running with a ball, particularly as rugby players run across diagonally to be able to pass behind, Aramis being the player.

Photography

Adobestock

HITTING THE FIELD
SPRING 2024
ARAMIS
CONTACT US

TRY FOR THE SCRUM

MATCH RICE KNIT
£22.50
ROAD CLUB KNIT
£34.50
CLUB PEA KNIT
£22.50
PRO LYCRA KNIT
£34.50
ARAMIS

WE'RE THE GREATEST CHAPS
ARAMIS

ARAMIS
BRAND GUIDELINES
Brand Guidelines

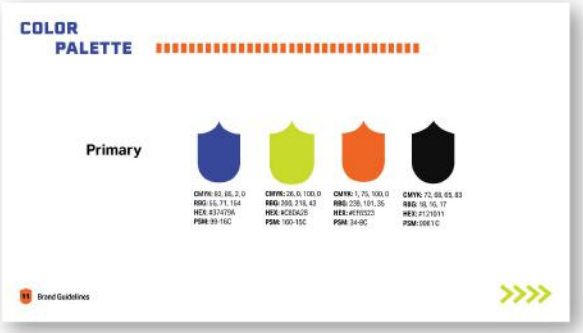
POSITIONING
STATEMENT
Provide quality and innovative gear to help Rugby athletes improve and fulfill their goals with confidence and cool.
Brand Guidelines

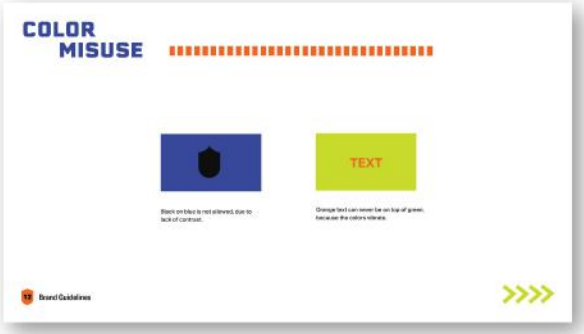
KEY
MESSAGES
Don't TRY, TRY for the SCRUM.
Brand Guidelines

BRAND
STATEMENT
One for the scrum, and all for the athlete.
Brand Guidelines

BRAND
ARCHETYPE
The HERO
Aramis Rugby strives to help Rugby athletes train. We commit to supporting athletes on their goals to completion with durable equipment that lasts for the journey, boasting confidence to improve for the scrum.
Brand Guidelines

TARGET MARKET
PERSONA
NAME
Michael Roberts
AGE
36
LOCATION
Brighton, England, UK
INCOME
£55,000
OCCUPATION
Financial Analyst
Part-time Youth Coach
BELIEFS
Michael believes everyone should be accountable for their actions and decisions. He is an Athlete, so he thinks one should make the best of their life and enjoy what's important to them.
VALUES
1. Treating others respectfully
2. Accountability
3. Health and harm prevention-safety in equipment
DESIRES
1. Career Progression
2. To build up confidence.
3. Create an environment where players feel comfortable, supported, and have the opportunity to develop individually as well as collectively.
SOCIALIZING
Michael seeks to spend time with his lads, family, and his wife. He likes to work out with his lads, playing Rugby. With his wife, Michael likes to go to the beach and eat fish and chips. He also enjoys going to brewerlean and listening to rock music while jogging, such as Franz Ferdinand.
LIFESTYLE
Homeowner
Car: Volkswagen Golf GU Vacation
Vacation Spots: Wales & the Scottish Highlands
Leisure: Listen to Sport Analysts, jogging, and play rugby on an amateur Rugby team on Sundays.
BUYING
Levi's
ARKET
adidas
THE NORTH FACE
PERCEIVED RELATIONSHIP TO COMPANY
BENEFITS OF PRODUCT
Aramis produces the best, durable equipment and gear at a reasonable price. He appreciates the approachable tone of Aramis, and their investments into innovating rugby equipment further.
PAIN POINTS OF PRODUCT
The presentation is lacking. Lack of information about the actual making of the clothing and gear.
Brand Guidelines

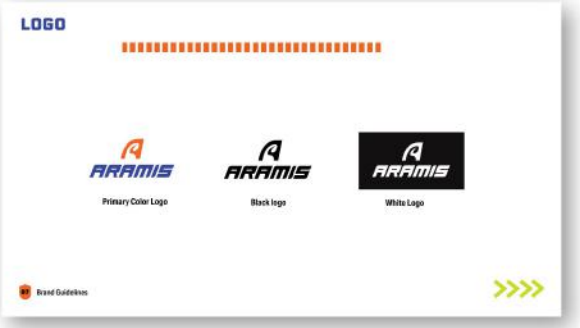

COLOR PALETTE
Primary
CMYK: 83, 85, 2, 0
RBG: 55, 71, 164
HEX: #37479A
PSM: 99-16C
CMYK: 26, 0, 100, 0
RBG: 200, 218, 43
HEX: #C8DA2B
PSM: 100-15C
CMYK: 1, 75, 100, 0
RBG: 238, 101, 35
HEX: #EF6523
PSM: 34-9C
CMYK: 72, 68, 65, 83
RBG: 18, 16, 17
HEX: #121011
PSM: 0061C
11 Brand Guidelines

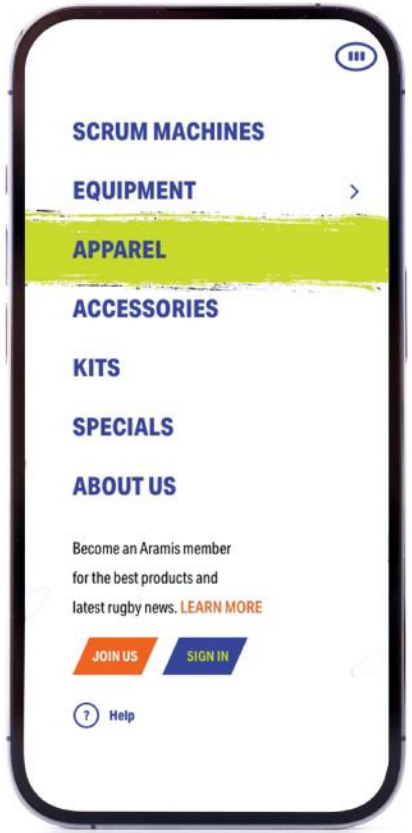

COLOR MISUSE
TEXT
Black on blue is not allowed, due to lack of contrast.
Orange text can never be on top of green, because the colors vibrate.
12 Brand Guidelines

TYPO GRAPHY
BRANDED HEADER
A Branded Header, consisting of broken up text and words, includes Hero Image text on website pages, web banners, social media posts, and on posters.
NORMAL HEADER
A Normal Header is to be used for sales and normal content.
Display and Callout
Erbaum
Used only as a visual element for large text and numbers. Used chiefly in all caps.
Callouts
Aktiv Grotesk Condensed
Used for small numbers, buttons, hyperlinks, subheads.
Text
Aktiv Grotesk
Used for body copy.
13 Brand Guidelines

Erbaum
Aa
Erbaum Black
AVBGDFHNJM,MVJGHLDYRTEWI
123456789@#$!~%^&*()_+/<>?":/.,
Abo. Et vella volor sus aut quia volorum
Erbaum Bold
AVBGDFHNJM,MVJGHLDYRTEWI
123456789@#$!~%^&*()_+/<>?":/.,
Abo. Et vella volor sus aut quia volorum
Erbaum Medium
AVBGDFHNJM,MVJGHLDYRTEWI
123456789@#$!~%^&*()_+/<>?":/.,
Abo. Et vella volor sus aut quia volorum
14 Brand Guidelines

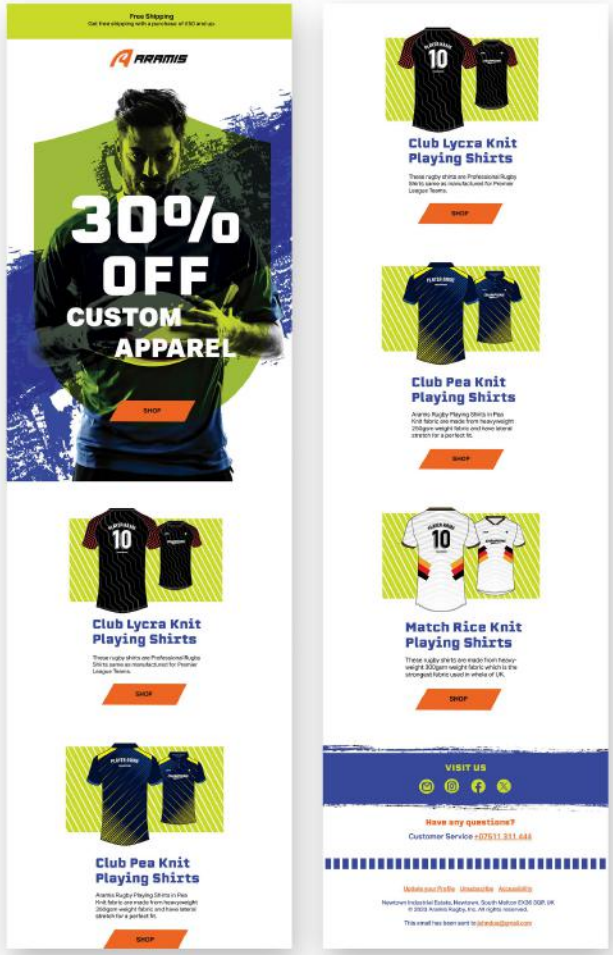
Aktiv Grotesk
Aktiv Grotesk Regular
AVBGDFHNJM,MVJGHLDYRTEWI
123456789@#$!~%^&*()_+/<>?":/.,
Abo. Et vella volor sus aut quia volorum
Aktiv Grotesk Medium
AVBGDFHNJM,MVJGHLDYRTEWI
123456789@#$!~%^&*()_+/<>?":/.,
Abo. Et vella volor sus aut quia volorum
Aktiv Grotesk Bold
AVBGDFHNJM,MVJGHLDYRTEWI
123456789@#$!~%^&*()_+/<>?":/.,
Abo. Et vella volor sus aut quia volorum
Aktiv Grotesk Black
AVBGDFHNJM,MVJGHLDYRTEWI
123456789@#$!~%^&*()_+/<>?":/.,
Abo. Et vella volor sus aut quia volorum
15 Brand Guidelines


LOGO
ARAMIS
Primary Color Logo
ARAMIS
Black logo
ARAMIS
White Logo
17 Brand Guidelines


SCRUM MACHINES
EQUIPMENT
APPAREL
ACCESSORIES
KITS
SPECIALS
ABOUT US
Become an Aramis member
for the best products and
latest rugby news. LEARN MORE
JOIN US
SIGN IN
Help

SPIRIT
IN EVERY
STICH

HOME | SHOP | APPAREL | Pro Lycra Knit 231
PRO LYCRA KNIT 231
£29.50
CHAMPIONS


Free Shipping
Get free shipping with a purchase of £50 and up.
ARAMIS
30% OFF
CUSTOM APPAREL
SHOP
Club Lycra Knit Playing Shirts
These rugby shirts are Professional Rugby Shirts, same as manufactured for Premier League Teams.
SHOP
Club Pea Knit Playing Shirts
Aramis Rugby Playing Shirts in Pea Knit fabric are made from heavyweight 250gsm weight fabric and have lateral stretch for a perfect fit.
SHOP
Club Lycra Knit Playing Shirts
These rugby shirts are Professional Rugby Shirts, same as manufactured for Premier League Teams.
SHOP
Match Rice Knit Playing Shirts
These rugby shirts are made from heavy-weight 300gsm weight fabric which is the strongest fabric used in whole of UK.
SHOP
VISIT US
Have any questions?
Customer Service +07511 311 444
Update your Profile Unsubscribe Accessibility
Newtown Industrial Estate, Newtown, South Molton EX36 3QP, UK
© 2023 Aramis Rugby, Inc. All rights reserved.
This email has been sent to jakedue@gmail.com

30% OFF
CUSTOM APPAREL
Club Lycra Knit Playing Shirts

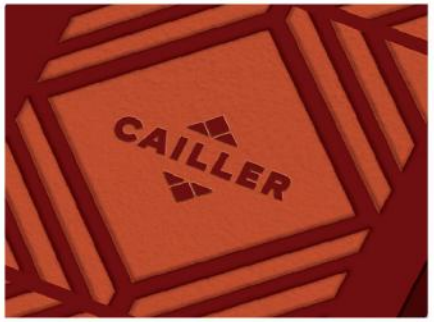
CAILLER

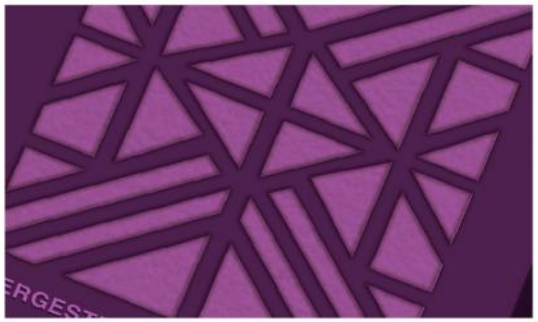
Packaging

Cailler is the oldest chocolate brand in the world. The objective was to redesign the chocolate bar packaging. Given its history and connection to the Swiss Alps, I made the packaging reflect Swiss culture. The idea for the diecut packagaing takes inspiration from Swiss papercut, Scherenschnitt ("Scissor Cutting") a traditional folk art. Traditionally Swiss papercuts capture a theme, landscapes, or traditions, and I chose to capture the theme of the chocolate through geometrical patterns, drawn from folk clothing, while drawing inspiration from linework in Art Deco and architecture that emulate each chocolate flavor. From left to right, the flavors are Almond Milk Chocolate, Alpine Milk Chocolate, Hazelnut Milk Chocolate, and Dark Chocolate.

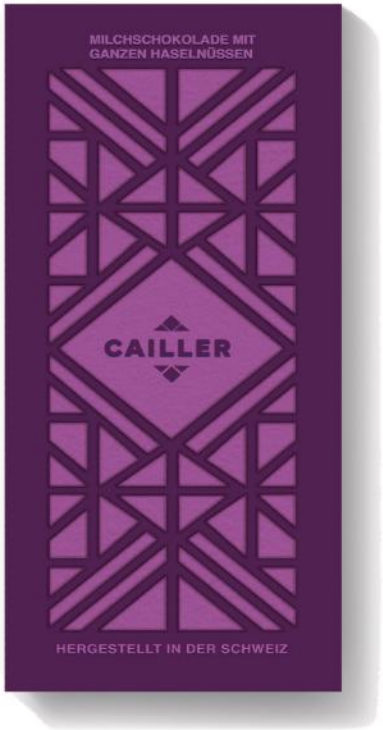
Photography

Adobestock





HERGESTELLT IN DER SCHWEIZ
APFELMILCHSCHOKOLADE


MILCHSCHOKOLADE MIT
GANZEN HASELNÜSSEN
CAILLER
HERGESTELLT IN DER SCHWEIZ

Teilen Sie die Leidenschaft
Gönnen Sie sich die exquisite Harmonie der Schweizer Traditionsschokolade von Cailler, bei der jeder Bissen eine Einladung ist, das Erbe der Leidenschaft und Handwerkskunst zu teilen, das Herzen zum Schmelzen bringt. Es geht um die Momente der Verbindung und der Freude, die sich entfalten, wenn jedes Stück angeboten und angenommen wird.
Nährwert Information
Pro 100g
Energie
Fett
Davon gesättigte Fettsäuren
Kohlenhydrate
davon Zucker
Ballaststoffe
Eiweiss
Salz
ZUTATEN
cailler.ch
Hergestellt in der Schweiz

LEMON SHARK POKE BAR

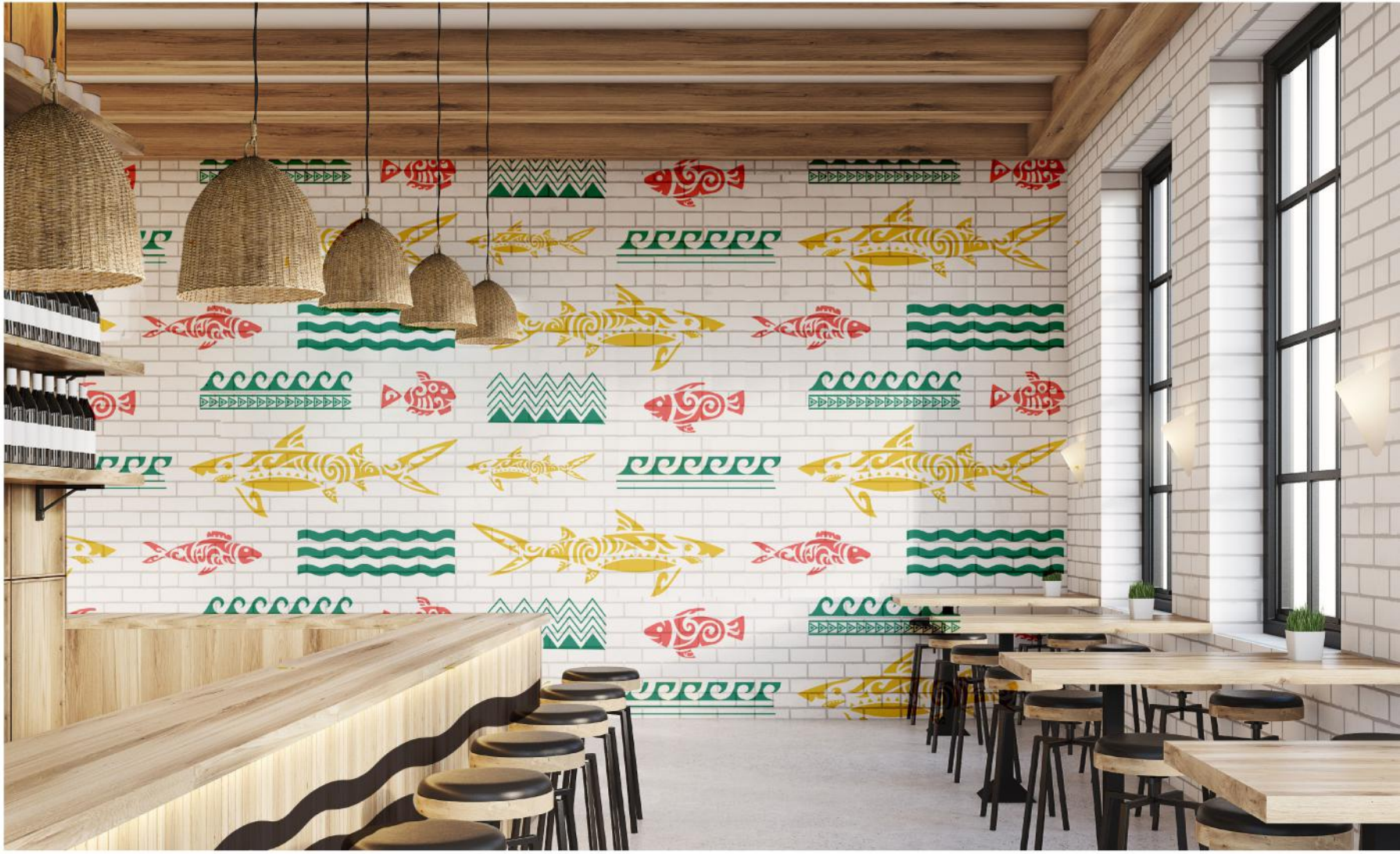
Environmental Design

Lemon Shark Poke is a Hawaiian cuisine restaurant founded by childhood friends passionate about Hawaiian culture and is inspired by the social lemon shark that is particular about its fish. The client sought to rebrand their image. Currently, their image is more reflective of LA and Miami. My objective was to elevate the image of the brand to be Hawaiian-refined and reflect the brand mission to deliver quality ingredients in a welcoming environment to facilitate socialization to reflect the social nature of Hawaii. To accomplish this, I took inspiration of the Maoi aesthetic and used wood to refine the brand as a neutral and used a vibrant color palette to reflect freshness.

Photography

Adobestock

Lemon Shark
POKE BAR



Lemon Shark
POKE BAR

Lemon Shark

Lemon Shark

THANK YOU FOR YOUR TIME

Let's Talk!

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