

# ROBERTO

b a r r i e n t o s

Graphic Design Portfolio

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MARIO CAPASA  
ITALY

BRAND STYLE GUIDE

MARIO CAPASA – Brand style guide

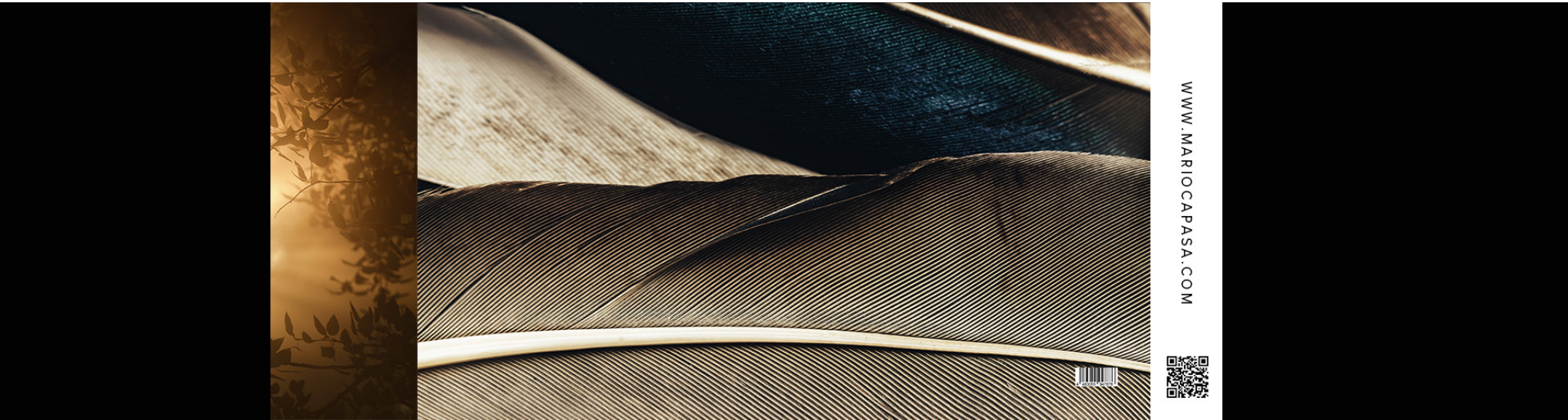


## MARIO CAPASA – Brand style guide

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%&'!?

MARIO CAPASA  
MILAN, ITALY  
|000|-000-0000  
mariocapasa.com

# SOFA SLIP COVER



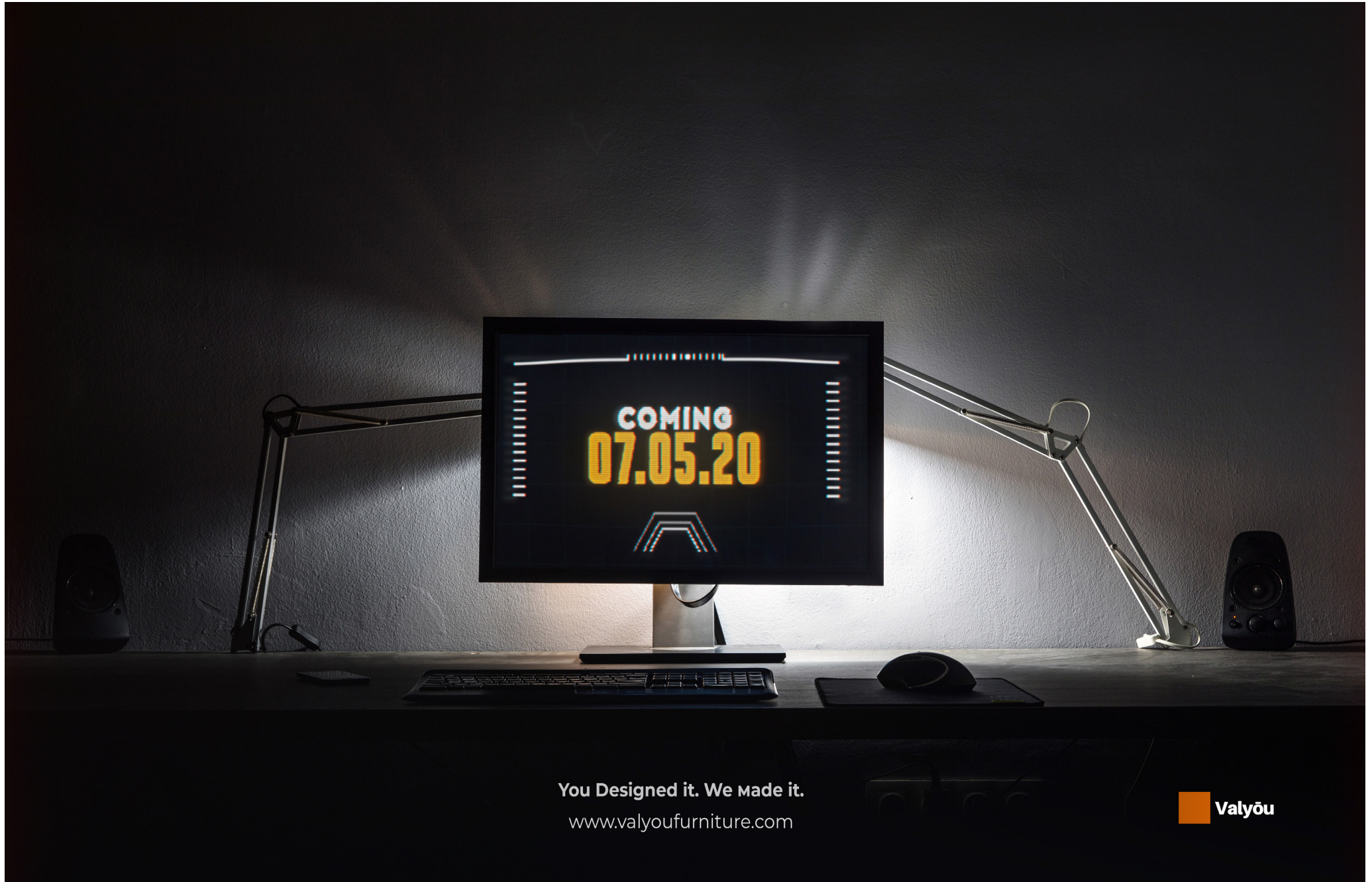


CAMPAIGN GRAPHICS





## CAMPAIGN HERO IMAGE





# BRANDING GUIDELINES



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LEMONS & ME – Brand style guide



## PRIMARY LOGO: VARIATIONS



1000

Logos will be either full black or white. Never any other color.  
Square backgrounds are just that and not part of the logo.

LEMONS & ME – Brand style guide

## BREATHING SPACE



Clear Space prevents type, imagery or other graphic elements from interfering with legibility of our logo. No graphic elements should encroach the border around the logo and on each side. Measure the clear space for primary logo and for full the height of the logo.

Page 4 LEMONS & ME – Brand style guide

LEMONS & ME – Brand style guide



## COLOUR PALETTE

|                      |                      |                      |                     |                     |
|----------------------|----------------------|----------------------|---------------------|---------------------|
| BLUE GREEN           | MYRTLE GREEN         | TAN                  | BROWN/SUGAR         | UPSCALE RED         |
| RGB: 29, 88, 78      | RGB: 65, 128, 126    | RGB: 208, 181, 144   | RGB: 180, 117, 76   | RGB: 173, 06, 57    |
| CMYK: 87, 00, 11, 85 | CMYK: 49, 00, 01, 49 | CMYK: 00, 01, 30, 18 | CMYK: 0, 35, 37, 17 | CMYK: 0, 96, 78, 13 |
| HEX: #1D5B4E         | HEX: #41807E         | HEX: #D0B990         | HEX: #B4754C        | HEX: #AC0625        |

|                      |                      |                      |                       |                      |
|----------------------|----------------------|----------------------|-----------------------|----------------------|
| DARTMOUTH GREEN      | CELADON GREEN        | BEAVER               | BLACK                 | SABLELINE            |
| RGB: 21, 115, 57     | RGB: 63, 120, 129    | RGB: 159, 126, 105   | RGB: 00, 00, 00       | RGB: 254, 244, 239   |
| CMYK: 81, 00, 30, 45 | CMYK: 51, 00, 00, 49 | CMYK: 00, 30, 33, 37 | CMYK: 00, 00, 00, 100 | CMYK: 00, 00, 00, 03 |
| HEX: #157339         | HEX: #3F8281         | HEX: #9F7E69         | HEX: #000000          | HEX: #F9F4E7         |

Page 5

## BRAND TYPEFACE

MR EAMES MOD OT LIGHT

FROM ITS BEGINNINGS, LEMONS & ME FAVOR STYLE AND INFUSES NEW TRENDS.

MR EAMES MOD OT REG

From its beginnings, Lemons & Me favor style and infuses new trends.

MR EAMES MOD OT BOLD

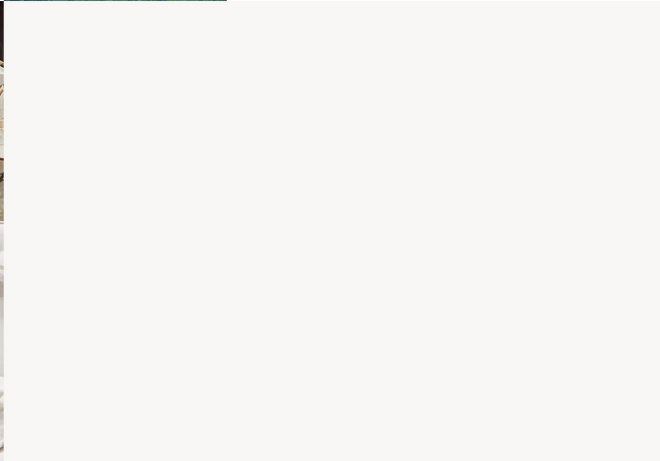
From its beginnings, Lemons & Me favor style and infuses new trends.

MR EAMES MOD OT Brand Typeface is the result of a collaborative effort between the creative for Lemons & Me, and the client.

LEMONS & ME – Brand style guide



LEMONS & ME – Brand style guide





FURNITURE PRICED RIGHT - HAWAII, USA

## RENEWED STYLE

*"Combining fresh, new essentials in your home with statement pieces and functional furniture alike, you have the power to create a home you love."*




**Valyōu**

(808)359-2775  
91-5431 KAPOLEI PKWY, KAPOLEI, HI  
VALYOUFURNITURE.COM

**Valyōu**

**THE DOUGLAS**  
\$380.00  
USE PROMO CODE: HOMEBOY20




**FREE DELIVERY**  
EXPIRES APRIL 30TH 2020


**BUY ONE, GET ONE  
15% OFF**  
OF EQUAL OR LESSER VALUE  
(LIMITED TIME OFFER)

USE PROMO CODE:  
**HOMEBOY20**


**PUFFY CHAIR W/CHASE**  
\$399.99



**FERM PILLOWCASE**  
\$19.99



**THE TIANA**  
\$349.99



Comfort is key, but for many of us, style is just as important. Elegantly express your style through each room, from the living areas to your bedroom and everything in between. There's nothing more refreshing than an updated space that breathes new life into the time you spend at home.

From Eames-inspired silhouettes to Scandi-inspired designs and materials, you'll find pieces at Valyōu that complement and add comfort to any stylish home. Your home is your retreat from life, and it deserves only the best!


By embracing the mid-century style of Charles and Ray Eames, the beauty

of the golden age of Scandinavian design, and the light, airy palettes of Nordic design these designs come to life in your home.

Where affordable meets luxury, this line truly stands out. From luxe marble finishes to cozy fabrics - from sleek metal to warm wood - our furniture is made with care, elevating your home into a comforting escape from the outside world.


**CRAFTED  
WITH  
STYLE**

Bring your home to life this spring with the perfect pieces for lounging, living, and enjoying.



**Valyōu**

(808)359-2775  
91-5431 KAPOLEI PKWY, KAPOLEI, HI  
VALYOUFURNITURE.COM




SOFA

**VALBED V2.0**

~~\$750.00~~ \$649.99


■ ■ ■



LAMP

**WALNUT FLOOR TRIPOD**

~~\$200.00~~ \$149.99




CHAIR

**VALMES CHAIR-SET OF 4**

~~\$175.00~~ \$149.99

■ ■




TABLE

**VALTIM TULIP TABLE**

~~\$199.99~~ \$179.99

■




SOFA

**PUFFY SOFA COUCH**

~~\$599.99~~ \$399.99


■ ■



TABLE

**VALUE DINING TABLE**

~~\$499.99~~ \$179.99



CHAIR

**VALTIK CHAIR - SET 2**

~~\$275.00~~ \$249.99

■ ■

VALYOU 91-5431 KAPOLEI PKWY, KAPOLEI, HI VALYOUFURNITURE.COM (808)359-2775

VALYOU 91-5431 KAPOLEI PKWY, KAPOLEI, HI VALYOUFURNITURE.COM (808)359-2775



# Valyou

CRAFTED WITH STYLE

Puffy Sleeper Sofa

Puffy Sleeper Sofa

VALYOU FURNITURE

**\$399.99**

*Original price \$599.99*

COLOR



QUANTITY

-

1

+

Professional Assembly by Valyou

☒ Assembly +\$19.99

☐ No Assembly

ADD TO CART



**Valyōu**

CRAFTED WITH STYLE

**FROM BUSY BODIES  
TO HOMEBODIES  
& EVERYONE  
INBETWEEN**

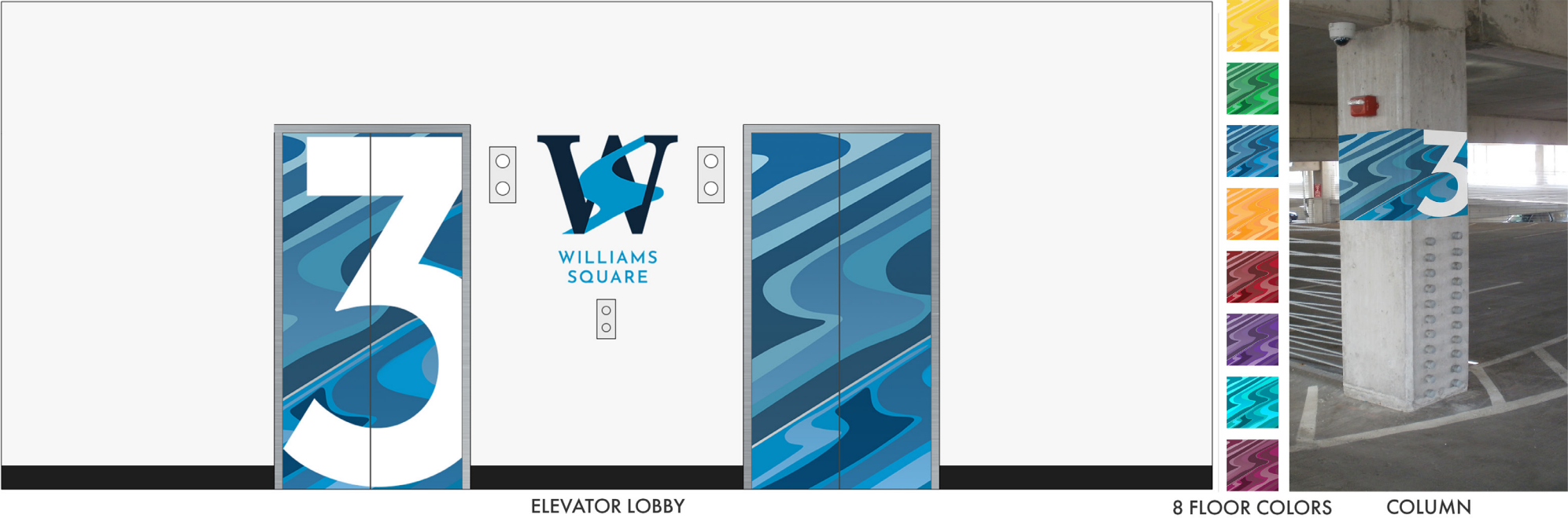


Puffy Sleeper Sofa





WAYFINDING GRAPHIC



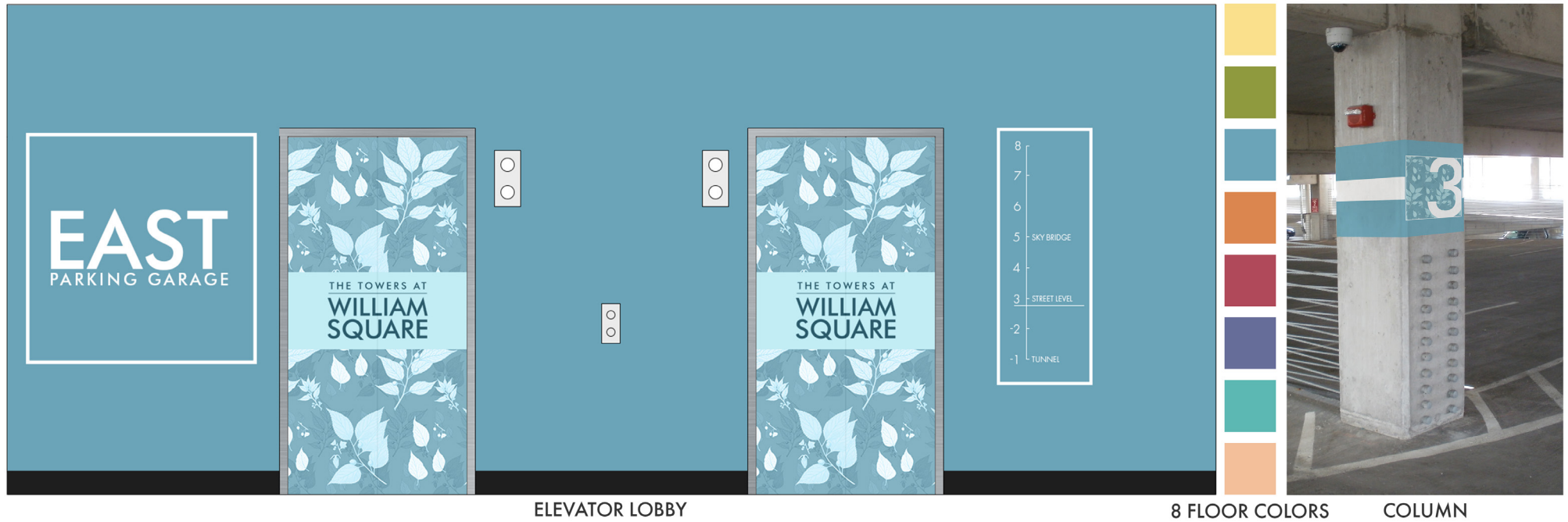
ELEVATOR PORTAL



DRIVE UP



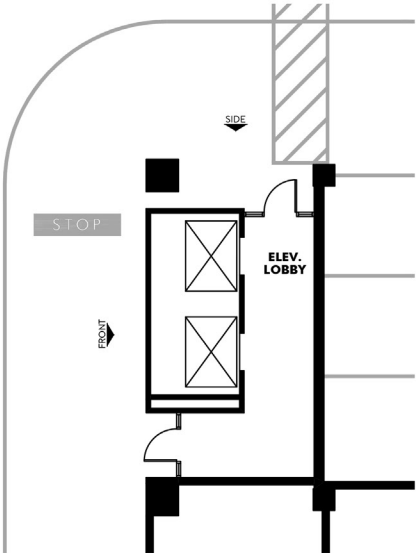
# WAYFINDING GRAPHIC



# WAYFINDING GRAPHIC



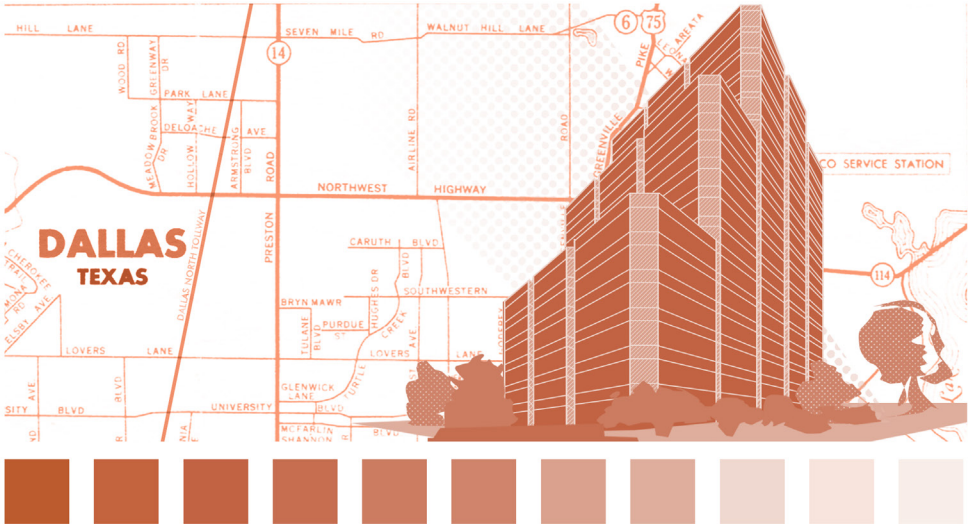
FRONT ELEVATION



PARTIAL FLOOR PLAN



SIDE ELEVATION



WALL GRAPHIC DESIGN





# CAMPAIGN GRAPHICS

SENIORITY RULES  
CRAFT CLASSES  
FINANCIAL PLANNING  
MECHANIC INCENTIVE  
ENFORCING 9.5 RIGHTS  
HIGHER WAGES FOR PART TIME  
24/7 UNION MEMBER SUPPORT  
ACCESSIBLE WEBSITE  
GRIEVANCE PROCESS EDUCATION  
CONTRACT UPDATES

**FRED DAVIS**  
MEMBERS UNITING FOR A STRONGER 767

**U.VOTE**


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**PARRISH MCELVAIN** SECRETARY/TREASURER  
**STETRON HILL** TRUSTEE  
**KATRINA CRAVEN** RECORDING SECRETARY  
**JOEY CARTER** TRUSTEE

MEMBERS UNITING FOR A STRONGER 767

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UNITY VISIBILITY OPEN COMMUNICATION TRANSPARENCY EDUCATION



**FRED DAVIS** PRESIDENT

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EDUCATION

