

GB ART

Graphic Design
PORTFOLIO



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A selection of creative projects exploring visual communication through typography, composition, color, and graphic experimentation.

From advertising campaigns and brand identities to promotional posters and print design, each project reflects a distinctive visual approach, combining artistic expression with purposeful design.

Bold concepts. Thoughtful composition. Distinctive visual identities.



World Elite Cup 2027

Sports event advertising built around a dynamic composition, bold typography, and strong visual hierarchy. Dramatic imagery, contrasting colors, and carefully structured information create an energetic promotional design that balances visual impact with readability.



Deublé | Winter Sportswear Campaign

A coordinated advertising campaign combining contemporary sportswear imagery, bold typography, and a high-contrast color palette. Consistent branding, image treatments, and dynamic layouts establish a cohesive visual identity across three complementary advertisements.

DEUBLÉ



DEUBLÉ combines **high-performance winter sportswear** with **bold contemporary design** and uncompromising **quality**. Technical protection, premium materials and a distinctive silhouette—built for those who push harder, ride faster and never follow.

Engineered for the cold.

Made to stand out.

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DEUBLÉ Fast Forward

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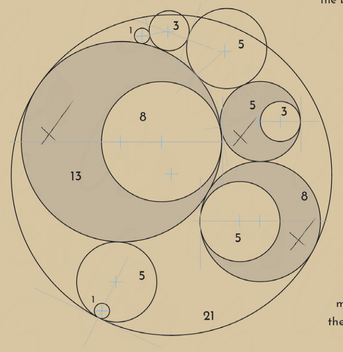
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DEUBLÉ Fast Forward

Logo construction

Each circle is precisely tangent to the adjacent circles and to the outer boundary defined by the largest circle. With the exception of the two upper circles that form the tree canopy, all circles are contained within the largest circle. This intentional extension beyond the boundary adds depth, dimension, and a sense of organic growth to the mark.



Three highlighted circles, emphasized through color or contrast across the brand elements, subtly form the initials C and S, creating a meaningful connection to the Canopy & Stone name.

The small circle at the base symbolizes a stone resting beneath the tree, visually connecting the two elements of the brand name—Canopy and Stone—into a single, cohesive identity.

The logo is constructed using a geometric grid based on the Golden Ratio and the Fibonacci sequence. The circles and their proportions follow this naturally harmonious system to create balance, unity, and a timeless visual identity.

Your Color Palette

Inspired by nature and timeless materials, the Canopy & Stone color palette reflects modern adventure, craftsmanship, and authenticity. Applied consistently across products, packaging, apparel, print, and digital media, it creates a cohesive and recognizable premium brand identity.

Primary

Forest Green
HEX #2F5D51
RGB 47, 93, 81
CMYK 81, 43, 67, 31

Copper
HEX #B87332
RGB 184, 115, 50
CMYK 23, 59, 93, 8

Warm Sand
HEX #D8C7A2
RGB 216, 199, 162
CMYK 15, 19, 38, 0

Secondary

Sage
HEX #A8B99B
RGB 168, 185, 155
CMYK 36, 18, 44, 0

Sky Blue
HEX #81B9E4
RGB 129, 185, 228
CMYK 47, 15, 0, 0

Neutral

Dark Spruce
HEX #183A2E
RGB 24, 58, 46
CMYK 83, 51, 73, 58

Deep Charcoal
HEX #2E3133
RGB 46, 49, 51
CMYK 73, 64, 61, 59

Stone Gray
HEX #A8A399
RGB 168, 163, 153
CMYK 36, 31, 37, 1

Graphite Gray
HEX #5D5D5D
RGB 93, 93, 93
CMYK 63, 0, 0, 0

Medium Gray
HEX #A1A1A1
RGB 161, 161, 161
CMYK 37, 0, 0, 0

White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Your Primary Vertical Logo



The wordmark is set at one-third the height of the mark with a clear space equal to one-eighth of the mark's height. It uses Semplicita Pro Medium, and its proportions and spacing are fixed to ensure consistent recognition across all applications.

Your Identity Fonts & Guidelines

HEADING 1 (H1)
– MAIN TITLES

- Typeface & Weight: Josefin Sans, Bold
- Case Treatment: ALL CAPS ONLY
- Desktop Size: 48 px
- Desktop Line Height: 58 px (120%)
- Mobile Size: 32 px
- Mobile Line Height: 40 px
- Tracking / Letter Spacing: -1% (-0.48px)
- Paragraph Spacing Below: 24 px

HEADING 2 (H2)
– SUBTITLES & SECTION HEADERS

- Typeface & Weight: Josefin Sans, Regular
- Case Treatment: Sentence case
- Desktop Size: 36 px
- Desktop Line Height: 46 px (128%)
- Mobile Size: 26 px
- Mobile Line Height: 34 px
- Tracking / Letter Spacing: 0% (0px)
- Paragraph Spacing Below: 16 px

BODY TEXT
– PRIMARY COPY & PARAGRAPHS

- Typeface & Weight: Josefin Sans, Regular
- Case Treatment: Sentence case
- Desktop Size: 15 px
- Desktop Line Height: 24 px (160%)
- Mobile Size: 14 px
- Mobile Line Height: 22 px
- Tracking / Letter Spacing: +1% (+0.15px)
- Paragraph Spacing Below: 14 px

Accent Typeface
— Taglines & Expressive Callouts

- *Typeface & Weight: Sacramento Pro, Regular*
- *Case Treatment: Sentence case*
- *Desktop Size: 24 px*
- *Desktop Line Height: 30 px*
- *Mobile Size: 20 px*
- *Mobile Line Height: 26 px*
- *Tracking / Letter Spacing: 0% (0px)*
- *Usage Rule: Use exclusively for short inspirational taglines, marketing callouts, and expressive brand messaging. Apply sparingly to complement the primary typography and add warmth and personality. Never use for headings, body copy, navigation, or long passages of text. Maximum Length: Keep accent text to one or two short lines to preserve legibility and visual impact.*

TECHNICAL FALLBACKS & SYSTEM FONTS

When web fonts fail to load or when working within locked environments (such as internal email newsletters, Microsoft Word, or presentation slides), use these native system alternatives:

- Primary System Fallback: Century Gothic
- Universal Web-Safe Fallback: Arial, Sans-Serif

TYPOGRAPHIC BEST PRACTICES

THE DO'S
- Do flush-left align all body text longer than two lines to optimize readability.
- Do ensure high color contrast against backgrounds (minimum 4.5:1 ratio for body copy).
- Do implement responsive line heights on mobile screens to prevent layout overlaps.

THE DON'TS
- Don't compress, stretch, skew, or warp letterforms under any circumstances.
- Don't use the light or thin weights of Josefin Sans for body paragraphs, as it hurts legibility.
- Don't apply all-caps styling to long blocks of text; limit it strictly to Heading 1.

Canopy & Stone | Brand Identity

A cohesive brand identity developed through a considered combination of logo design, typography, color, and visual elements. The project explores the relationship between organic inspiration and contemporary aesthetics, establishing a distinctive and consistent visual language.

Selected highlights from the complete brand identity package.

Brand Applications



Canopy & Stone — Brand Applications

Brand identity applied across multiple formats, combining typography, color, and graphic elements to ensure visual consistency.

Selected highlights from the complete branding package.

Brand Applications





Faster

A sports-inspired composition exploring the visual representation of speed and movement. Dynamic imagery, directional elements, and expressive typography work together to create a sense of momentum, energy, and immediate visual impact.



UNSEEN

A conceptual poster exploring atmosphere, visual tension, and graphic storytelling. Layered imagery, controlled lighting, typography, and visual effects establish a distinctive mood while reinforcing the central message.



VYRO | Surf Apparel

A contemporary sportswear advertisement combining dynamic photography, vibrant electric blue, and minimalist branding. Strong image placement, visual contrast, and restrained typography create an energetic composition focused on movement and athletic performance.



Vérasol | Luxury Sunglasses

A luxury advertising concept emphasizing refined typography, carefully controlled composition, and warm gradient accents. The interaction between fashion photography, color, and negative space establishes an elegant, contemporary brand aesthetic.



Marché aux Fleurs

A decorative graphic composition combining expressive typography, floral elements, and a carefully coordinated color palette. The project explores visual rhythm, ornamental detail, and the integration of illustration within a structured layout.



WITCH, PLEASE! | Halloween Retail Campaign

A playful seasonal advertising concept combining cinematic imagery, expressive typography, and bold color contrasts. Dynamic composition, layered effects, and humorous visual storytelling create a distinctive promotional identity for a Halloween retail campaign.



Día de los Muertos

A vibrant cultural event poster integrating traditional Mexican-inspired decorative motifs with contemporary graphic design. Rich colors, ornamental floral compositions, expressive typography, and layered imagery create a celebratory visual identity.



Pumpkin Patch

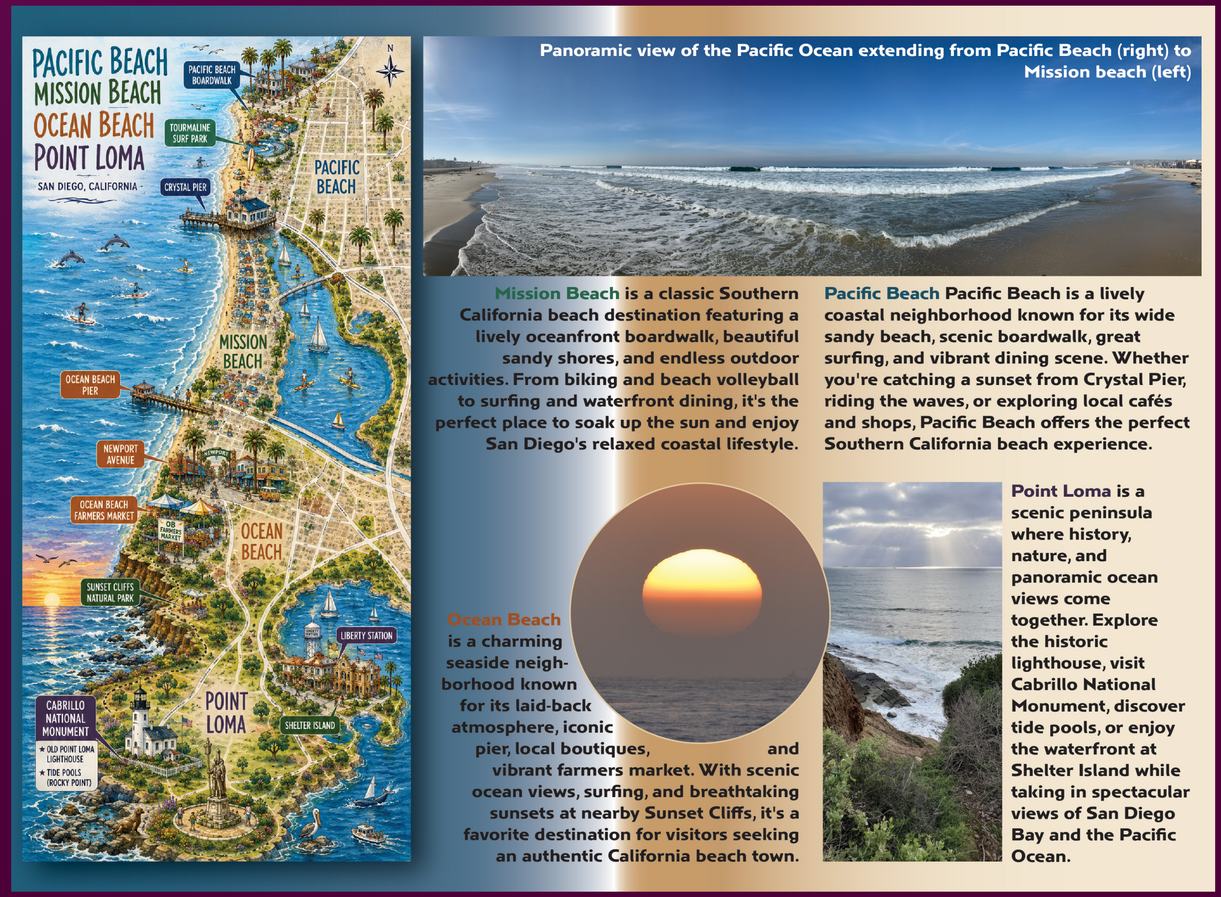
A playful autumn composition combining exaggerated perspective, vibrant seasonal colors, and expressive typography. Dynamic imagery, dramatic foreshortening, and layered visual effects create an immersive, energetic design with a touch of surreal humor.



VOICES

A conceptual graphic design project exploring the relationship between typography, imagery, and visual communication. Composition, contrast, and hierarchy are used to strengthen the message and establish a distinctive visual identity.





Trifold Brochure

A print design project focused on information architecture, editorial layout, and typographic hierarchy. Structured content, consistent alignment, and balanced spacing support readability while maintaining a cohesive visual presentation across multiple panels.





Real Estate Flyer

A commercial print design emphasizing clear information hierarchy, structured layout, and professional visual presentation. Typography, image placement, spacing, and color are coordinated to communicate property information effectively.



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gbartchrys.com

gbartchrys@gmail.com

Pacific Beach | San Diego | California