



PORT FOLIO

The title 'PORTFOLIO' is rendered in a bold, orange, serif typeface, split across two lines. The word 'PORT' is on the top line and 'FOLIO' is on the bottom line. The text is surrounded by five stylized flowers: two orange flowers (one to the left of 'PORT' and one to the right of 'PORT'), one small pink flower (below the left 'PORT' flower), and two pink flowers (one to the right of 'FOLIO' and one below it).

Emma Marshall

GRAPHIC DESIGNER
& ILLUSTRATOR



Hello!

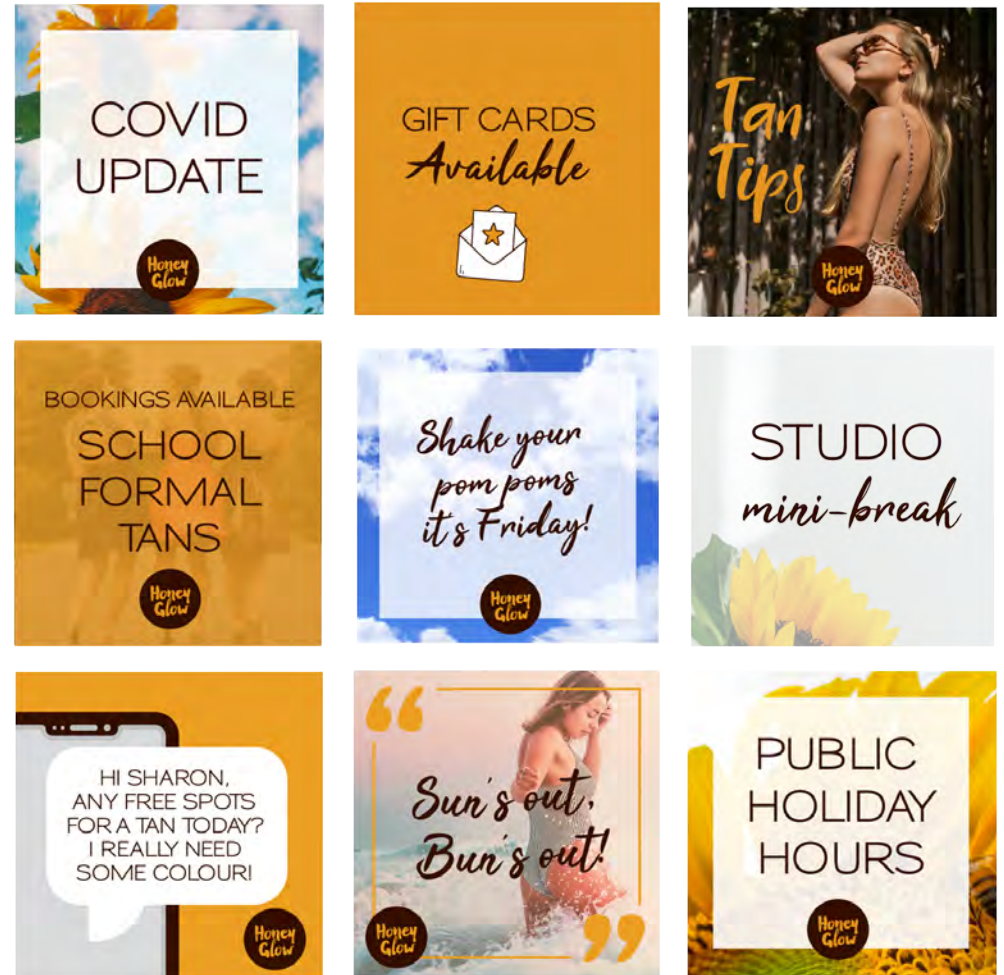
Hi, I'm Emma. I'm a graphic designer and illustrator based in Brisbane.

I have worked as a graphic designer for 10 years, working with well known Australian brands like NightOwl, Retravisio, Chempro, RBWH, SPAR, Castaway Food Packaging & Supercheap Auto. I have extensive experience in branding, packaging design, print, digital design, social media, product photography and marketing design.

SOCIAL MEDIA CONTENT

HONEY GLOW

Social media content creation. The client had an existing logo and wanted a suite of social media content. I built upon the existing branding by creating custom illustrations and developing a distinct personality for the brand.



DIGITAL BILLBOARD ARTWORK NIGHTOWL CONVENIENCE

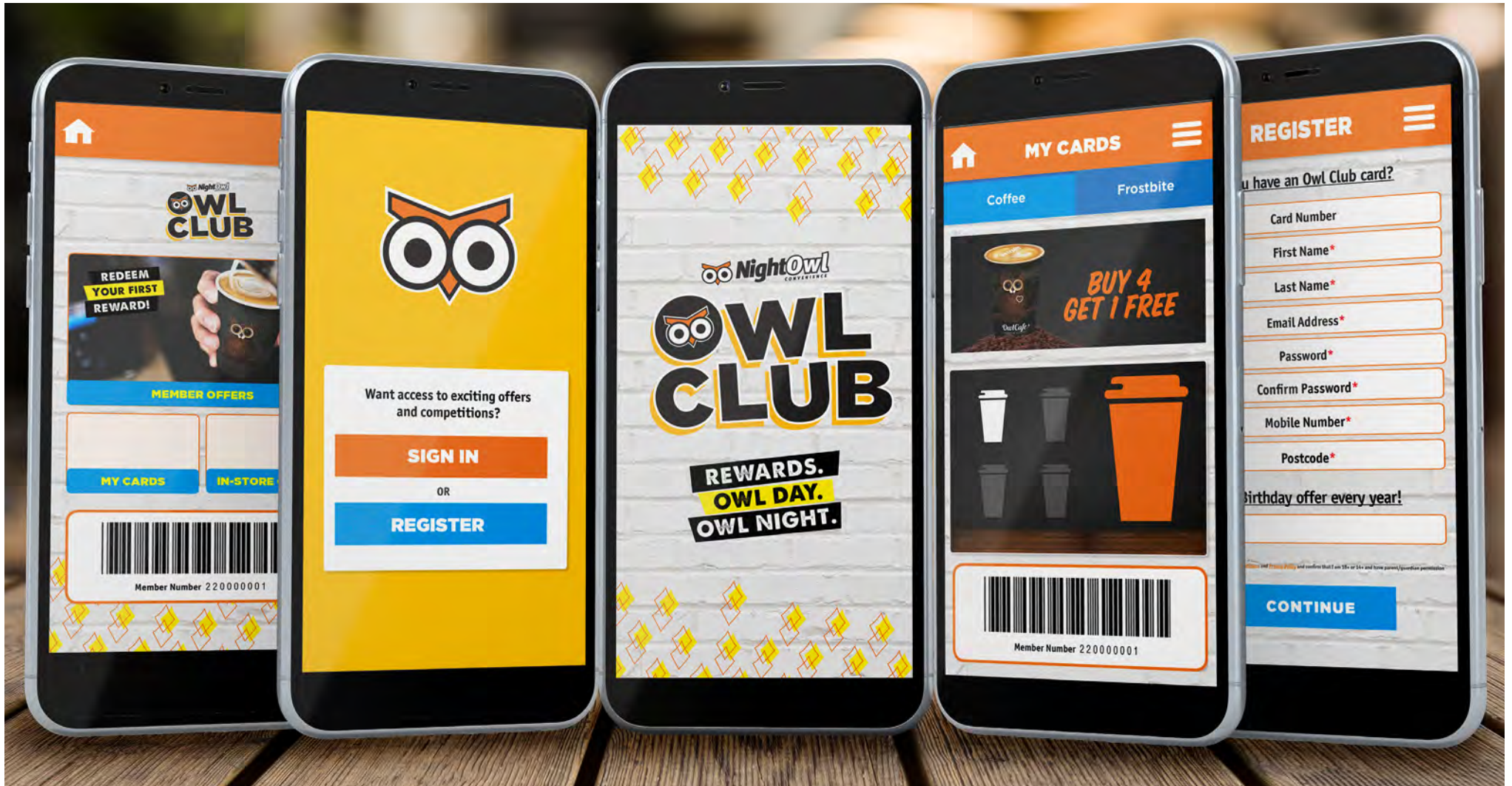
Static billboard artwork for digital billboards in a range of sizes. Working within established brand guidelines to create engaging weekly designs.



APP DESIGN

NIGHTOWL CONVENIENCE

I worked closely with developers to design a loyalty program and app. Using established brand guidelines and creating a distinct personality and visual identity for the product.



BANNER DESIGN CASTAWAY

Banner design for use at industry trade shows, using established brand guidelines. Composite image creation to showcase coffee cups.



FLYER DESIGN

CASTAWAY FOOD PACKAGING

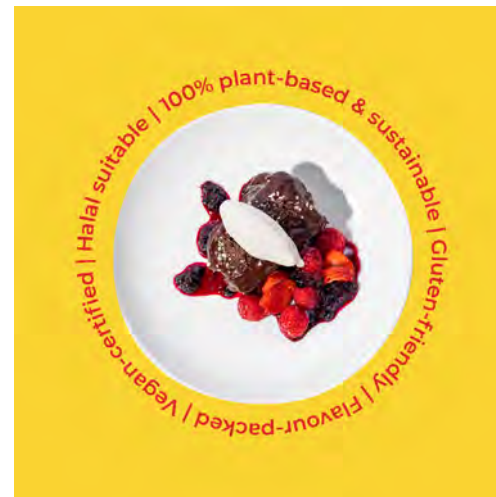
Flyer designs. Utilising established brand guidelines I designed B2B marketing flyers for a range of products. This included product photography and composite image creation.



SOCIAL MEDIA TILES

FLAVE

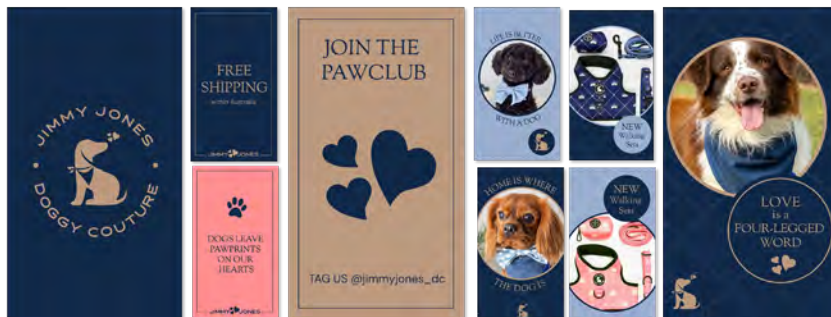
Carousel of images using existing photography, to be used on social media or in a gif.



SOCIAL MEDIA CONTENT

JIMMY JONES DOGGY COUTURE

Social media content creation. The client had an existing logo and I built on that to create a branded suite of social media images, including illustrations



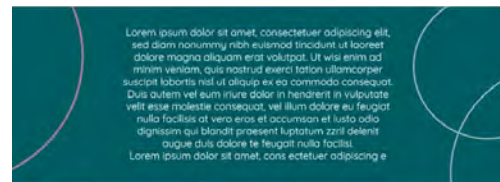
BRANDING, WEBSITE & DOCUMENT DESIGN JILL KERSWILL PHOTOGRAPHY

The brief was to develop a brand identity for an established photographer. Jill's photography is empowering and inclusive and particularly known for creative portraiture

Jill and I talked about how important balance and natural light is in her photography. Accessibility was also an important consideration so we landed on a typeface that is very readable. From there I used the circles featured in the type to expand the brand, and reference Fibonacci spirals in a subtle way. This adds interest to the logo type as well as setting up the circle as a recurring element throughout the branding.



JUST BE YOU.
THE WEIRDER, THE BETTER.



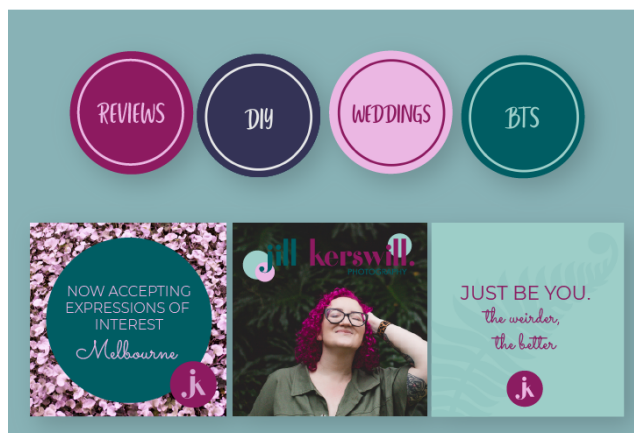
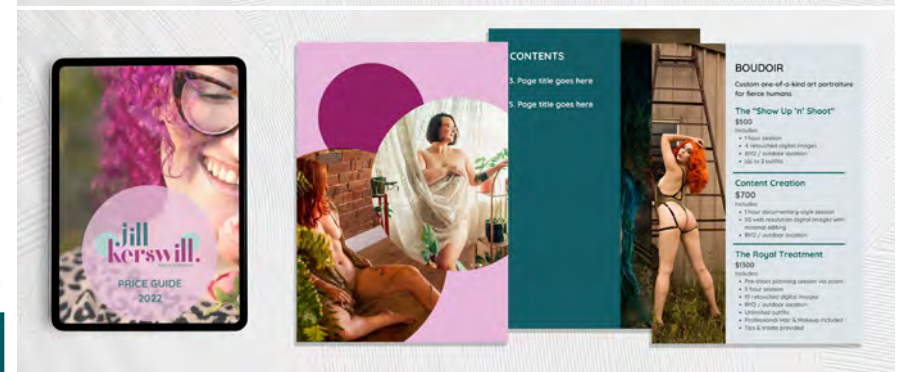
Hi, I'm Jill!

A pint-sized professional photographer hailing from Brisbane, Queensland.

I live for capturing authentic, honest portraits.

Whether you're looking to show up authentically for your business or learn to see yourself in a new light, I'm your gal.

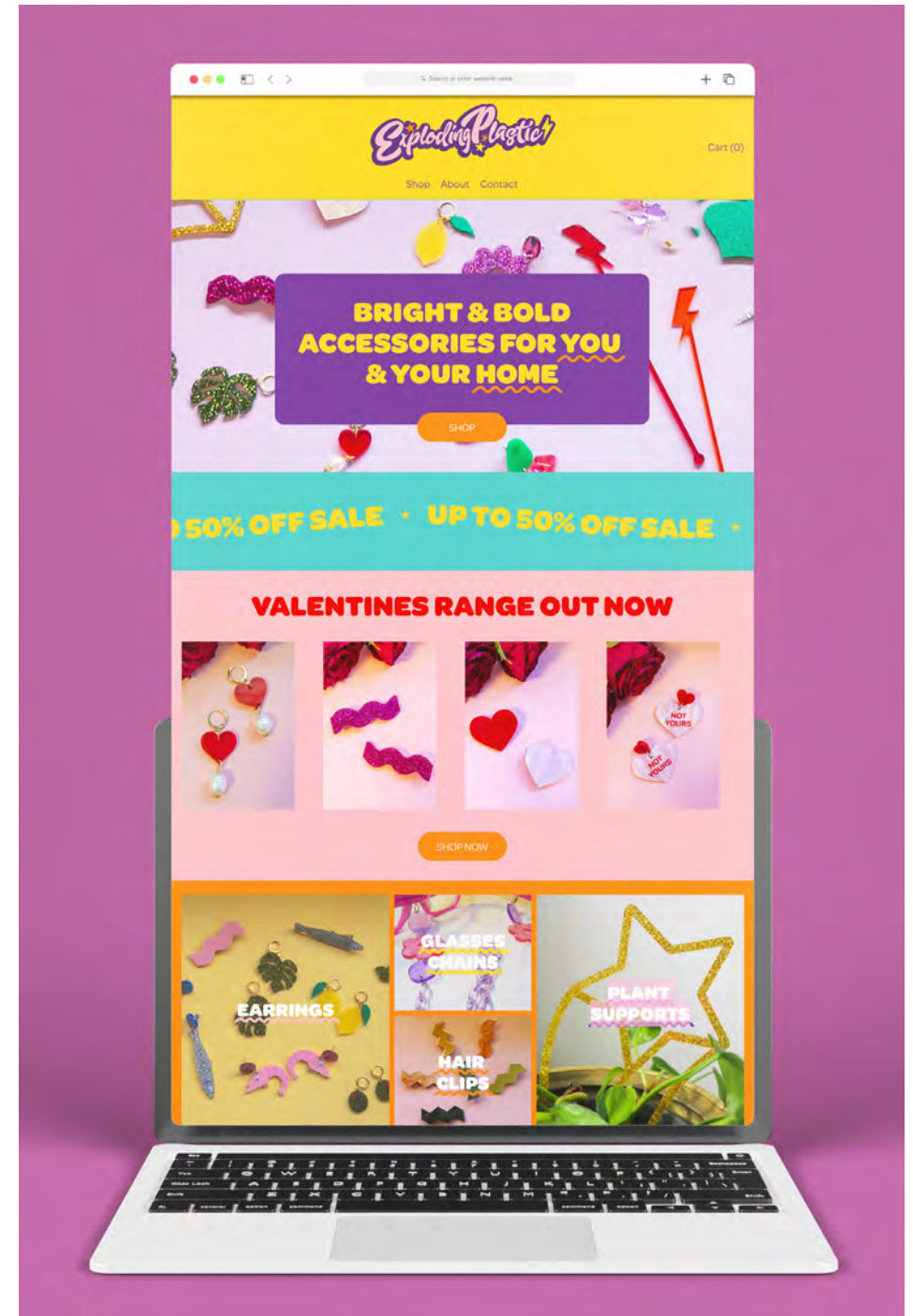
Conqueror of awkwardness.
Inflator of egos.
Cuddler of pets.



BRANDING, WEBSITE DESIGN, PRODUCT DESIGN & PHOTOGRAPHY, SOCIAL MEDIA EXPLODING PLASTIC

A personal creative project designing acrylic jewellery and homewares. This also includes creating an ecommerce website (Squarespace) and all social media marketing material. I have designed all products and branding, as well as taking styled product photos.

www.explodingplastic.com.au



MENU DESIGN

NEWSTEAD BREWING

Menu layout design using existing branding. This includes custom illustrations for Queensland Seafood, Queensland Beef and Fruit & Veg.

NEWSTEAD			
LOCALLY PRODUCED WINES			
	150ml	250ml	Bottle
SIRROMET PINOT GRIGIO Ballandean, QLD	15.9	19.9	55
SIRROMET SAUVIGNON BLANC King Valley, VIC	15.9	19.9	55
SIRROMET CABERNET SAUVIGNON Granite Belt, QLD	15.9	19.9	55
SPARKLING WINE	12.9		58
CRAIGMOOR SPARKLING Pemberton, WA	12.9		58
AURELIA PROSECCO Multi Regional, SA			
WHITE WINE	13.9	18.9	55
GIESEN SAUVIGNON BLANC Marlborough, NZ	13.9	18.9	55
MONTROSE CHARDONNAY Mudgee, NSW	14.9	19.9	57
MARQUIS DE PANNAUTIER ROSE France, EUR	11.9	15.9	45
CHAIN OF FIRE SAUVIGNON BLANC Mudgee, NSW			
RED WINE	15.9	21.9	62
ROBERT OATLEY SIGNATURE PINOT NOIR Yarra Valley, VIC	11.9	15.9	45
SEVEN RINGS SHIRAZ, 2018 South Eastern Australia			

Follow us @newsteadbrewingco

SMALL/SHARED PLATES

FRIED CALAMARI
Herb mayonnaise, lemon

CORN RIBS (v) (gf)
Hot sauce, coriander

BUG SLIDER
Beer battered bug, pickled cucumber, coral lettuce, special sauce

CRISPY BEER BATTERED CAULIFLOWER (v)
Herb citrus mayonnaise

LOADED FRIES (gf)
Beef brisket, cheese, chipotle mayo

CHICKEN BAO
Chilli pickled cucumber, coriander, chilli mayo

NEWSTEAD FRIED WINGS (8)
Pinks redhot sauce, blue cheese dipping sauce

SALADS

CAESAR SALAD (gfo)
Lettuce, bacon, parmesan, croutons, Caesar dressing

GRILLED CHICKEN SALAD (gf)
Chicken, avocado, green goddess dressing

16

15

20

15

17.9

16.9

16.9

16

4

18

NEWSTEAD

BURGERS All served with chips

ANGUS BEEF BURGER (gfo) 22
100% Angus beef, lettuce, tomato sauce, onion, pickle, mustard
+ Make it a double 5

CHICKEN SCHNITZEL BURGER (gfo) 22
Crispy chicken, pickles, slaw, aioli

BBQ BRISKET BURGER 22
Creamy slaw, onion rings

CRISPY MUSHROOM BURGER (v) (gfo) 22
Lettuce, grilled capsicum, truffle aioli

CLASSICS All served with chips & salad

300GM RUMP STEAK 34
60 day grain fed Qld beef
Your choice of sauce: Mushroom or Béarnaise

CHICKEN PARMIGIANA 28
Mozzarella, Napoli sauce, ham

BEER BATTERED FISH & CHIPS 26
Newstead beer battered, lemon, herb mayonnaise

FOR THE LITTLE PEOPLE

12

CRUMBED CHICKEN BREAST, CHIPS & TOMATO SAUCE

BATTERED FISH, CHIPS & TOMATO SAUCE

MEAL DEAL

ANY SHARE PLATE & A BEER / \$25

PARMI & A BEER / \$30



(v) vegetarian (gf) gluten friendly (gfo) gluten friendly option

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ILLUSTRATIONS

NIMBLE

A range of digital illustrations to be used to represent the businesses core values. The goal was to create a simple and repeatable style of illustration that had a sense of personality to match Nimble's brand.



ILLUSTRATIONS & SOCIAL MEDIA CONTENT GIVE BACK HEALTH

The client requested an infographic style image to use on LinkedIn and their website, providing clear information to educate practitioners of product benefits.

Additionally, the client requested proposed ideas to add interest to their social media visual identity. I created a series of organic illustrations of some ingredients, using their brand colours.



Nicotinamide Riboside Chloride (NRC)



Nicotinamide riboside chloride is highly indicated to assist with fertility optimisation. The way it does this is by increasing NAD⁺ in the body



Required for accurate DNA replication



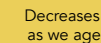
Plays key roles in energy pathways in the mitochondria

Plays a critical role in genomic stability (which is required to transfer DNA to the offspring)

How does NAD⁺ aid in healthy conception and pregnancy?



Plays an essential role as an antioxidant in the body



Decreases as we age

Affects compounds known as sirtuins, which are required for healthy conception and a viable pregnancy

GIVE BACK HEALTH


Following existing brand guidelines and catalogue style guide, I interpreted a supplied brief to design multiple catalogue pages. this included designing hero images for featured products.

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EVENT MARKETING MATERIAL SUPERCHEAP AUTO



Following existing brand guidelines, I designed various marketing collateral for an in-store event. This included poster, EDM and signage.



CAR CARE CAMPAIGN

LAUNCH EVENT

12.00PM	Guest Arrive
1.00PM	Presentation & speeches
1.30PM	Car Gallery opens
2.00PM	Pub Trivia - Round 1
2.30PM	Pub Trivia - Round 2
3.00PM	Pub Trivia - Round 3
4.00PM	Event Ends

CAR CARE SUPER NIGHT

CLUB MEMBER EXCLUSIVE EVENT

We're thrilled to extend a personal invitation to our upcoming CAR CARE SUPER NIGHT - an event crafted exclusively for Supercheap Auto Club Members!

EVENT DETAILS


WEDNESDAY, 17TH JANUARY
6.00PM - 8.00PM
SUPERCHEAP AUTO
752 STAFFORD ROAD, EVERTON PARK

STORE LOCATION

Join us for a night dedicated to supercharging your car care routine. Explore a curated collection of products & accessories to make car care


SUPER SATISFYING

SUPER REFRESHMENTS





ENJOY COMPLIMENTARY REFRESHMENTS & CONNECT WITH FELLOW CAR ENTHUSIASTS

SUPER GIVEAWAYS



& YOUR CHANCE TO WIN PRIZES





SUPER ADVICE

CONSULT WITH OUR SUPER CAR CARE EXPERTS
MEGUIAR'S FOR RECOMMENDATIONS & TIPS




CAR CARE + SUPER NIGHT

WEDNESDAY, 17TH JANUARY 6PM-8PM
SUPERCHEAP AUTO 752 STAFFORD RD, EVERTON PARK

ENJOY FREE* BURGER & DRINKS



*FIRST 200 CUSTOMERS

SUPER GIVEAWAYS



& YOUR CHANCE TO WIN PRIZES





SUPER ADVICE

CONSULT WITH OUR SUPER CAR CARE EXPERTS FROM
MEGUIAR'S FOR RECOMMENDATIONS & TIPS

HUGE SAVINGS ON OUR LEADING RANGE OF CAR CARE


















SAVE THE DATE

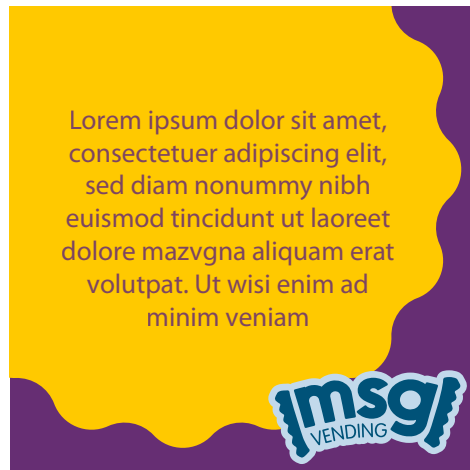


Scan to view our Facebook event

BRAND DESIGN

MSG VENDING

Branding for a new snack food vending machine business. The brief was to create something modern and playful. The client potentially plans to expand the business, so it needed to have scope to grow and possibly apply to sub-brands. I also created a range of illustrations that can be used across marketing material.





Thanks so much for taking the time to review
my portfolio.

You can see more of my work at
www.coffeecatcreative.net