

SHAYLYN EVANS-WENDLANDT

2023-2024

portfolio.

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howdy!

I'm Shaylyn, graphic designer and owner of [Kind Design Studio](#). Do you ever look at other designers portfolios and think "how am I supposed to stand out when all their work looks the same"? Well I'm proud to say versatility is my superpower and with years of experience I've worked with a variety of industries from public service, large corporations, startups and small businesses. There isn't much I haven't done and from slide decks to large scale campaigns my approach remains the same: collaborating with kind people to create strategic and beautiful work that stands out in a crowd and makes you excited about your marketing.

I truly believe I have the best job in the world. Helping clients solve creative problems and making them fall back in love with their business is what fuels my fire.

When I am not designing, you can usually find me gardening, traveling with my husband, or at a local dog park with Archie.

Thank you for checking out my portfolio, I can't wait to work with you!

branding.



logofolio



unbelts brand refresh case study

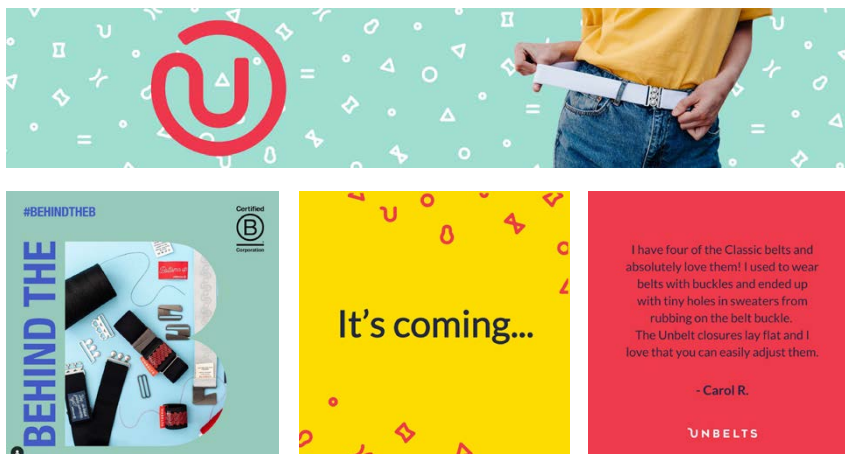
Unbelts is an inclusive, sustainable apparel brand that creates stretch belts in sizes from xs up to 4xl. Their belts are designed to fit now and in the future - wherever you may be.

Unbelts had outgrown their old visual branding and were looking for a refresh that communicated their brands message. It was important that their bold and expressive messaging and personality came through their brand.

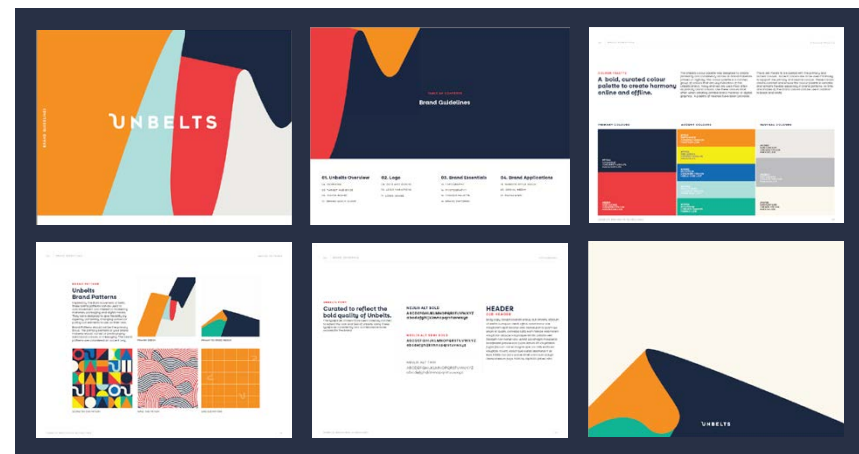
It was important that all the new brand components were flexible enough to be applied to their website, newsletter templates, social media, trade booths and packaging. Versatility offline and online was extremely important.

Unbelts previous visual identity included icons that were used solo or in a pattern. Their font system was minimal and lacked excitement and expressiveness.

Layouts for social media posts and their website were very simple and could be more dynamic to catch peoples attention. They had a limited colour palette of navy blue, yellow, pink and turquoises. Expanding on this colour palette was important for creating more versatility and a visual colour system in the future. In addition to adding more colour, it was equally important to add some neutrals that gave breathing room and white space.



Previous social media graphics



New visual branding guidelines

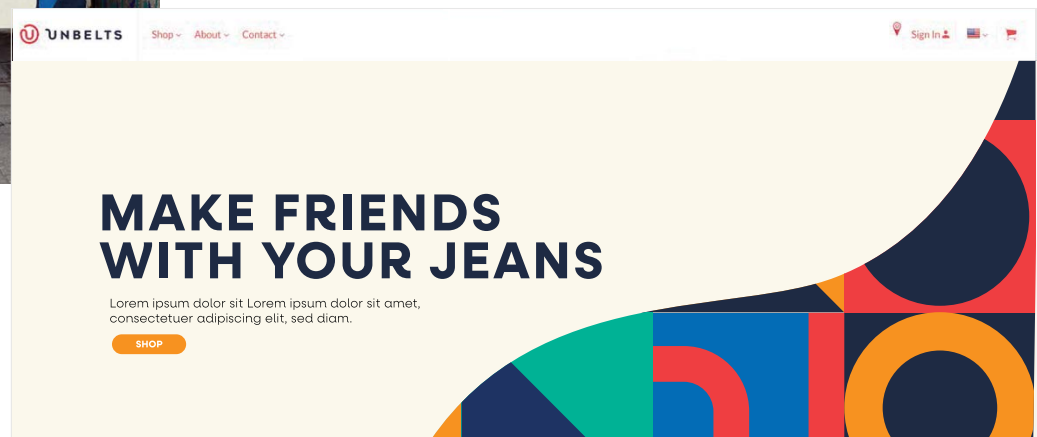
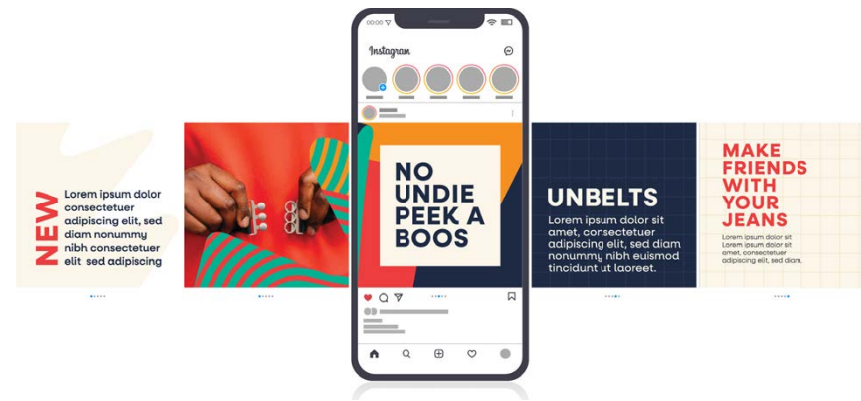
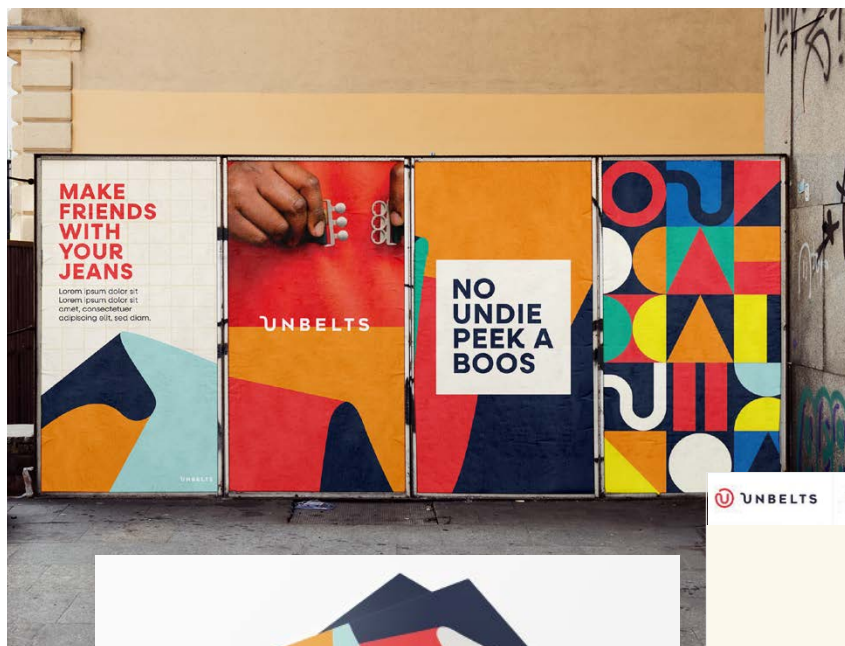
THE SOLUTION

I designed several brand patterns that were versatile enough to be applied to templates, packaging, and social media. These patterns were inspired by the movement of the elastic belts. These patterns add interest and energy to creative as well as strengthening brand recognition.

Using shapes from the patterns, I created image frames for social media posts and their website.

The addition of navy, orange, teal, gray and tan creates a colour palette that is extremely flexible and gives endless possibilities for a future visual system for products or packaging.

The font system was updated to still have be a modern san-serif but Neulis gives a fun twist. The R in the typeface has a slight curve similar to the U in their logo. Project completed under creative direction of Lianne Charlene Creative.

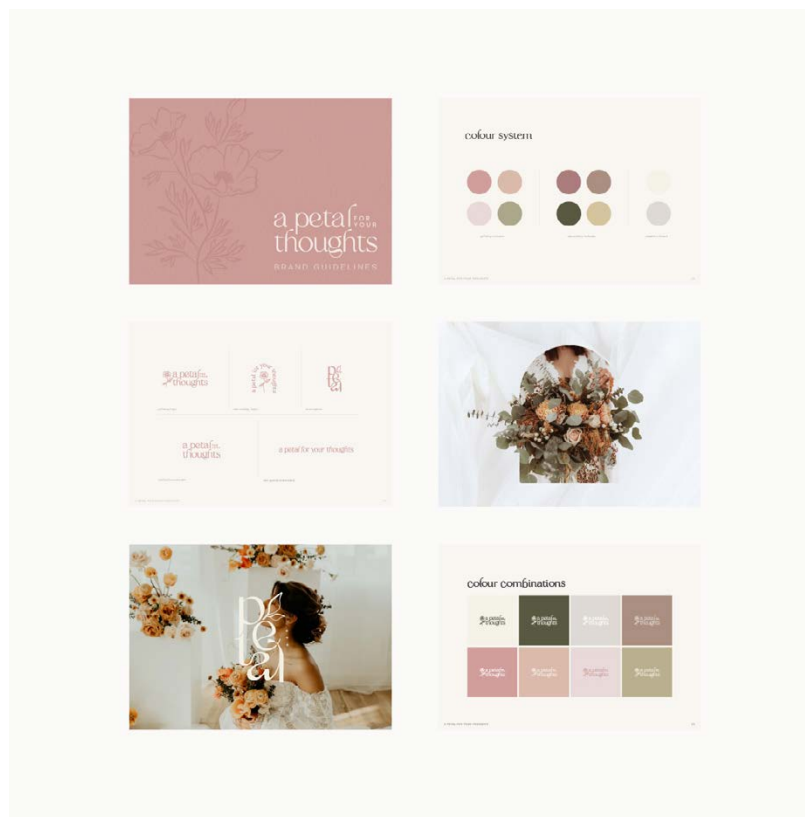


a petal for your thoughts brand refresh

A Petal For Your Thoughts is a boutique floral studio that creates bespoke, modern floral designs. They had outgrown their existing brand and needed a refresh that would meet where they were at and could scale with their growth.

The goal was to create a visual identity that really highlighted the expertise and creativity of A Petal For Your Thoughts while standing out from their competitors. I achieved this by doing competitor

research and developed a robust brand strategy that guided my design choices. I chose a modern typeface with loops and curls like a flower stem and using a lowercase font makes the brand friendly and soft. The colour palette is inspired by floral tones and is colourful but still neutral. A suite of illustrated flower icons were created to be used as a pattern or watermark on social media and stationery to strengthen the brand's visual impact and memorability.



packaging.



Photo Credit: Prairie Soap Shack



Photo Credit: Prairie Soap Shack



Photo Credit: AnnieRue Ice Cream



Photo Credit: Salted.



Photo Credit: Salted.

Top row: Packaging for Prairie Soap Shack with illustrated box patterned box and sleeve.
Bottom Left: Pint labels for Annie Rue Ice Cream
Bottom Right: Salted naughty or nice caramel advent calendar sleeve.

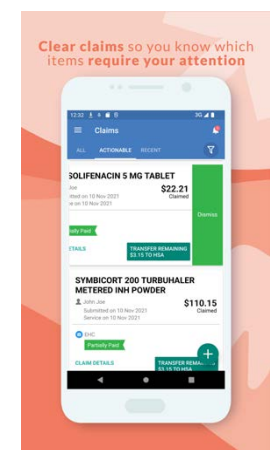
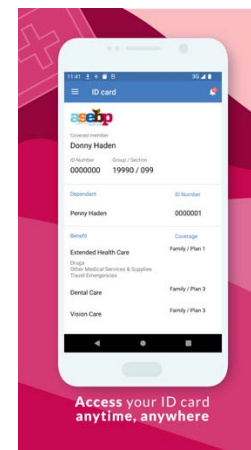
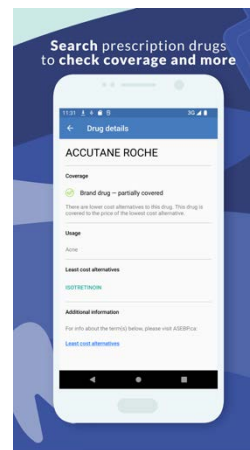
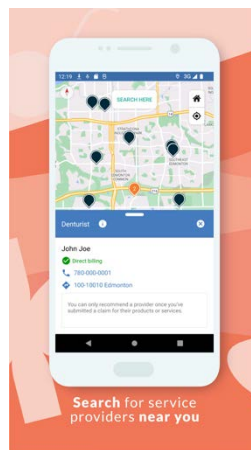
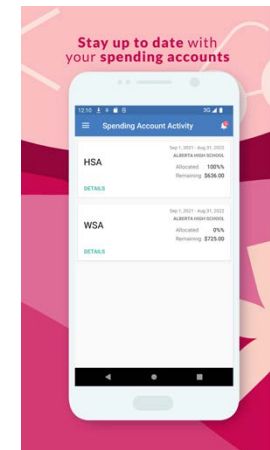
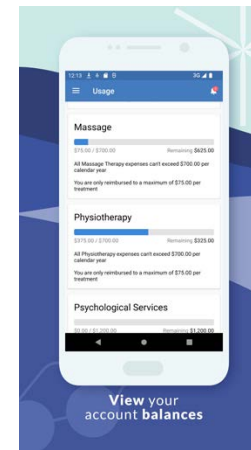
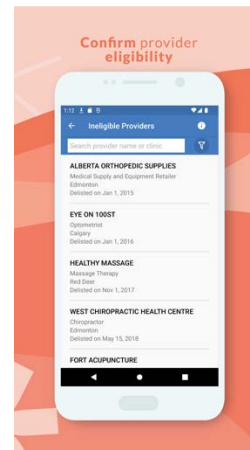
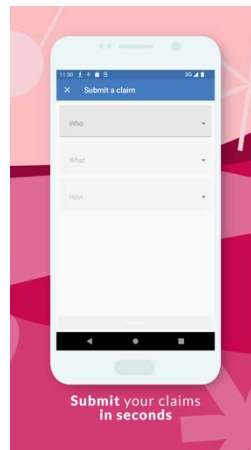
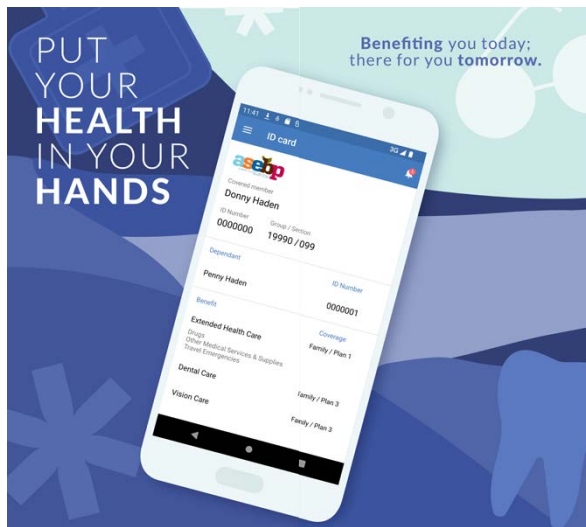
Projects completed under creative direction of Lianne Charlene Creative

digital media.

asebp app store template

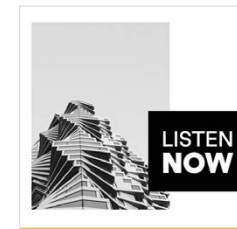
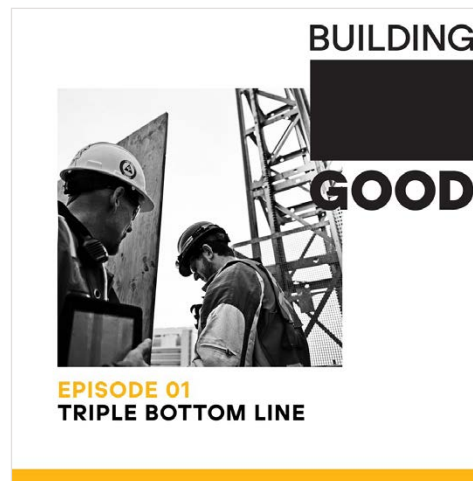
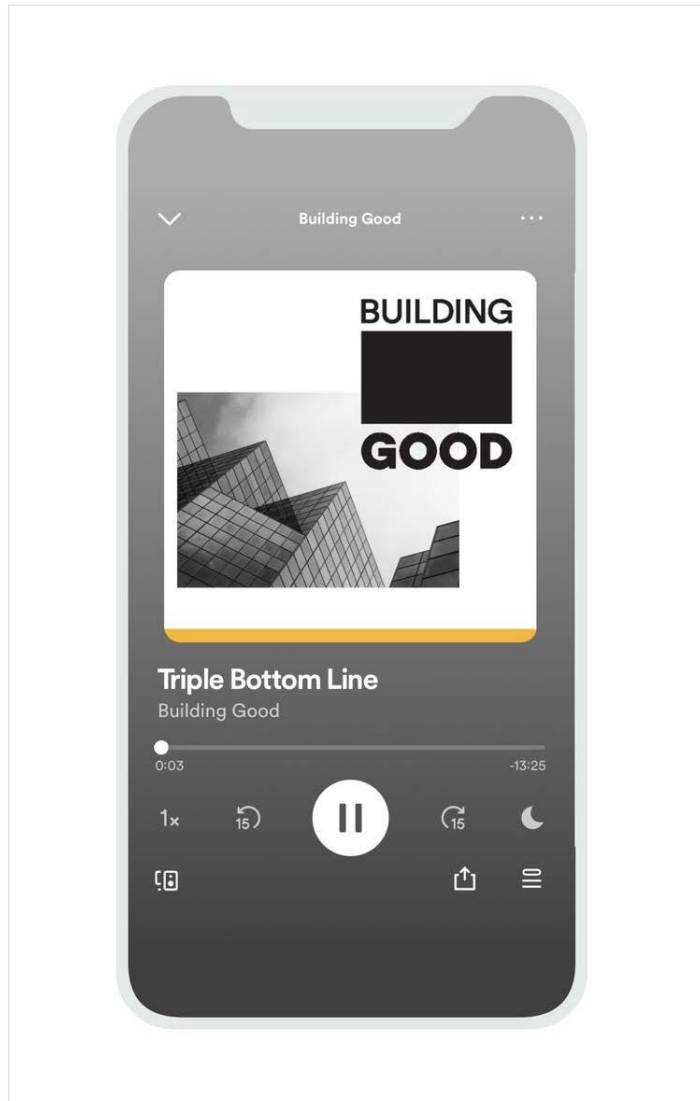
ASEBP developed an employee's benefit app and required a 10 page template for Apple/Android app stores. The designs had to follow both app store specifications and the designs had to be modern and tech inspired while following the ASEBP brand guidelines.

Using a scrolling outdoor landscape background to symbolize a healthy, active lifestyle. I created icons related to health, such as glasses, teeth and a first aid kit. As the user swipes, more of the landscape is revealed. I utilized only tints and shades of the ASEBP brand colours allowing the mockups to be the main focus and avoiding overwhelm. Each template was recreated in Adobe InDesign to allow for easy future edits by a staff member.



Project completed under creative direction of Lianne Charlene Creative

CHANDOS BUILDING GOOD PODCAST



Project completed under creative direction of Lianne Charlene Creative

apparel.



Photo Credit: @Amarjeet-Sohi



Photo Credit: The Branded Good



Photo Credit: The Branded Good



Photo Credit: The Makers Keep

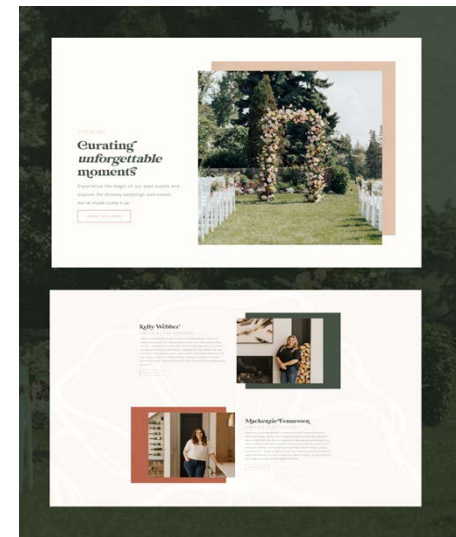
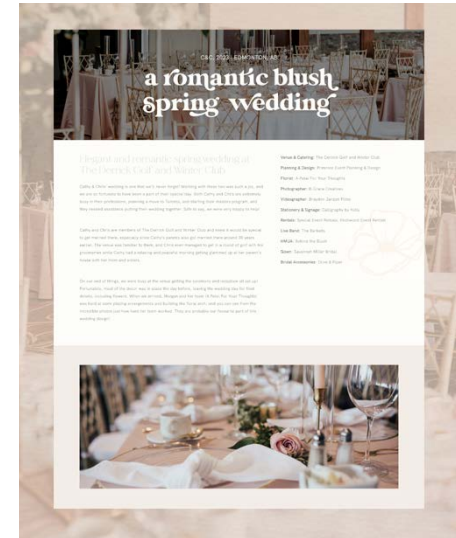
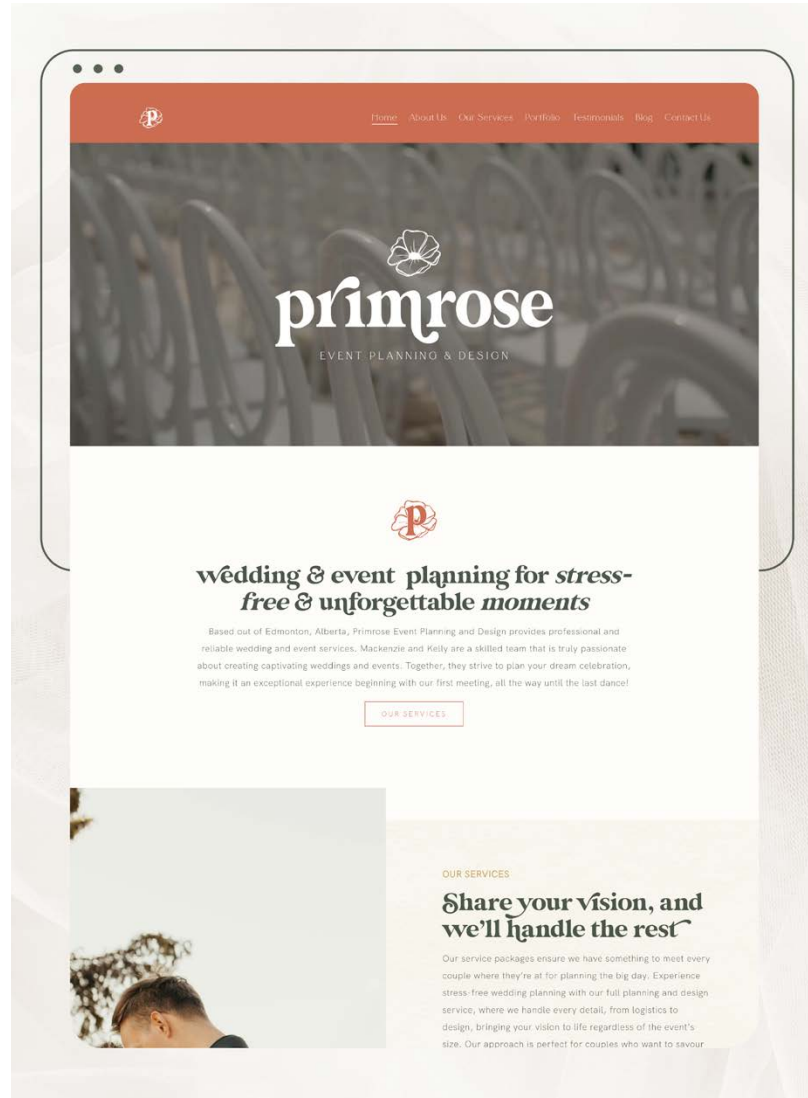
All projects completed under creative direction of Lianne Charlene Creative.

primrose website refresh

After their re-brand in 2023, Primrose had a beautiful brand ready to go but their website needed some love. The wedding industry is extremely competitive and it's important to create an online presence that stands out.

I re-designed their website by following their new brand guidelines and incorporated the primrose motif as icons and watermarks. Being in the wedding industry, they had no shortage of beautiful portfolio images, so I incorporate several galleries and banners in a modern and contemporary layout. Best practices were used to ensure images were an appropriate size, and correct use of tags and page descriptions improved SEO, website traffic and their Google ranking.

The final website is functional, elegant and captures the fun and professionalism of working with Primrose. To view the full website [click here](#).

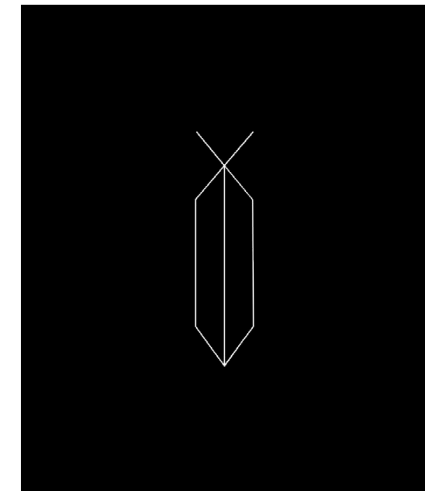


chef vinh tran brand + website

Vinh Tran is a luxury sushi chef and owner of the Omakase Room at Mercedes Benz. He required a personal brand as well as single page website for his business.

The goal was to make the brand extremely minimalist and luxury. I designed a wordmark by subtly manipulating the type and created an icon of a fish inspired by the shape of two Japanese chefs knives. The colour palette is simply black and white, and I opted to use textures to create interest such as stone and granite.

The website has a blacked out background making photography seamlessly the focus. The site features dynamic layering of icons and images and as you scroll it shares Vinh's story and how you can experience the Omakase Room. This project was successful and shows that you can have successful and impactful branding while staying extremely minimal. To view the website [click here](#).



Project completed under creative direction of Lianne Charlene Creative.

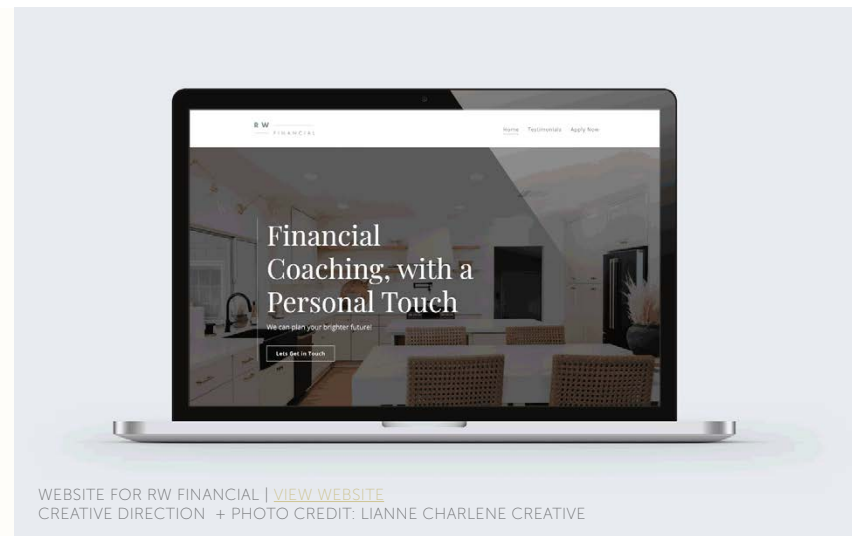


illustration.





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