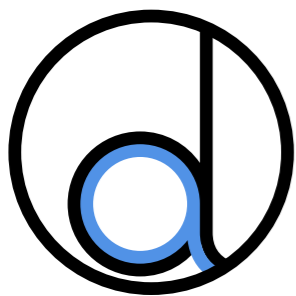




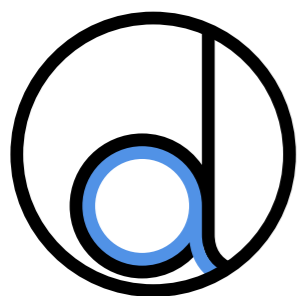
allisyn.dandridge@gmail.com •  
allisyndandridge.wixsite.com/portfolio •  
 @allisyndandridge •



## LOGO DESIGN

- A logo and donor card for an organ donation campaign. The goal of the campaign is to encourage adults aged 18-25 to join the organ donation program. Green is used in the logo to represent life and energy. An infinity symbol is used to represent the cyclical nature of life, with the break in the “n” exhibiting the place an organ donor can fill to complete the cycle.

SHALE  
SHALE  
SHALE



## BRAND DESIGN

- A logo and series of brand collateral for a brewery, Shale Ale. Designs use the brand colours of grey and yellow, and feature the signature cracked texture, which along with the style of the "A" in the logo, emulates the look of shale rock.



Newfoundland  
— Labrador —

EXPLORE NL

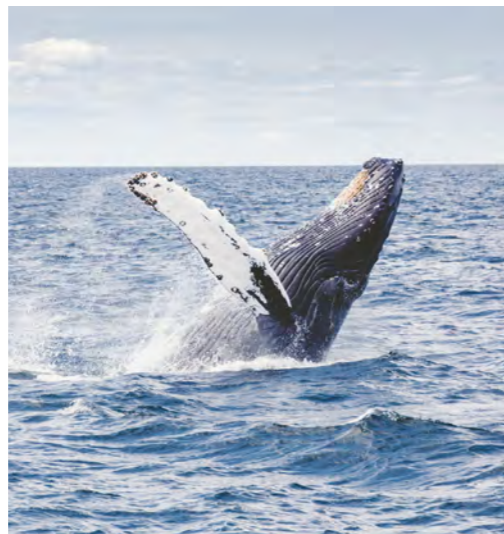
TRIP INSPIRATION

PLAN YOUR TRIP

SUPPORT

EXPLORE Newfoundland & Labrador

With dramatic coastlines,  
the natural beauty of  
Newfoundland & Labrador  
surrounds you at every turn.  
Welcoming people and a rich  
history combine to create a  
spectacular travel destination.



#### Raymond's Restaurant

Dine in style at the institution  
voted Canada's best restaurant,  
featuring dishes consisting of an  
array of the best locally sourced  
seafood, wild game, and produce.



Visit. Explore.

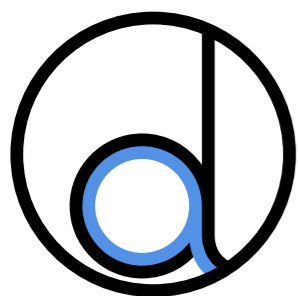
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## WEBSITE DESIGN

- A website interface design for Newfoundland & Labrador tourism. The website delivers the message of stress-free travel through easy organization offered by site features. The design is casual and fun and showcases stunning photos of locations and activities. Blue is used to represent the abundance of water surrounding Newfoundland.

Newfoundland  
— Labrador —

EXPLORE NL

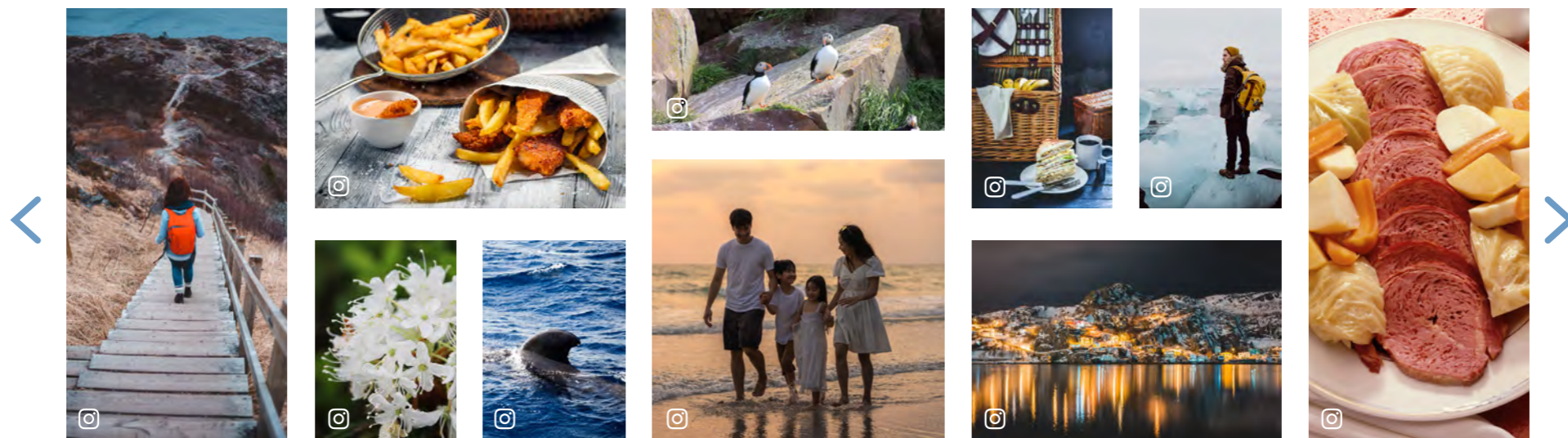
TRIP INSPIRATION

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FIND INSPIRATION

Browse our curated  
gallery of stunning  
Newfoundland & Labrador  
locations for inspiration  
while planning your trip.



Visit. Explore.

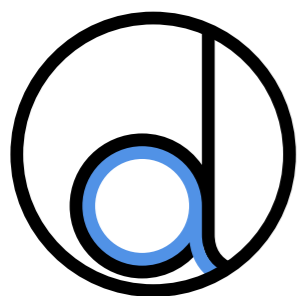
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## WEBSITE DESIGN


- A website interface design for Newfoundland & Labrador tourism. The website delivers the message of stress-free travel through easy organization offered by site features. This page features an image gallery of curated social media posts from other tourists to help travellers plan their trip by giving them ideas for destinations and activities.



## Build A Trip









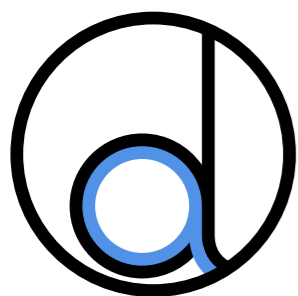
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Trip Inspiration

Plan Your Trip

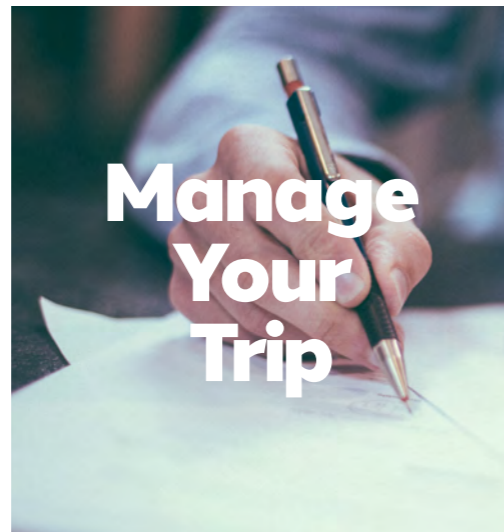
Support



## WEBSITE DESIGN

- A website interface design for Newfoundland & Labrador tourism. The website delivers the message of stress-free travel through easy organization offered by site features. On this page, potential travellers are assisted by an automated planning form and interactive map.

# CUSTOMER SUPPORT



Search



CAN  
ROUTE

Contact Us



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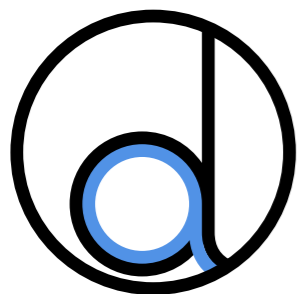
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Trip Inspiration

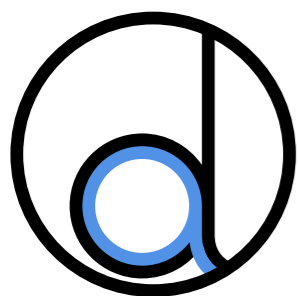
Plan Your Trip

Support



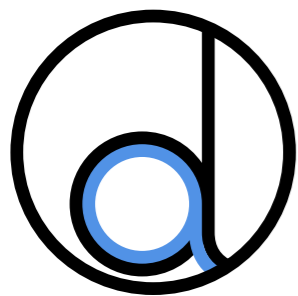
## WEBSITE DESIGN

- A website interface design for Newfoundland & Labrador tourism. The website delivers the message of stress-free travel through easy organization offered by site features. This page is for customer support, with buttons to sub-pages to additional help, frequently asked questions, and company contact.



## EDITORIAL DESIGN

- A cover redesign for each book in the “Percy Jackson and the Olympians” series. The designs use a flat vector style artwork to keep the designs simple and bold to appeal to the series’ target audience of 10-14 year-olds. An array of bold colours were chosen to be eye-catching, and consistent fonts and layouts give the designs cohesion across the series.



## POSTER DESIGN

- A collection of posters using the same theme, meant to offer support and encouragement to young designers. The theme focuses on the word “inspire” and uses a colour scheme of yellow, black, and white to be energetic and eye-catching. The photographic element evokes wonder and the idea that inspiration can often be found in nature.