

*Sandra
Hogue*

Portfolio 2011

Packaging

Saison Beverages, 1/1



Objective: Design a series of four bottles for a transparent, fruitbased beverage with premium pricing.

Media: Adobe Illustrator, Adobe Photoshop, Stock Photos

Fonts: Century, Bell Gothic

Comments: Fruit images and labels printed on transparencies. Top band printed on regular paper.

Packaging

Squeaky Clean, 1/1



Objective: Design an identity for a soap product targeted to children, but is also appealing to adults.

Media: Adobe Illustrator

Fonts: Lombriz, Futura

Comments: Packaging consists of a simple band around the soap with a custom die-cut at one end (around the mascot of each soap).

Packaging

Tea to my Heart, 1/1



Objective: Design a package for a moderately priced instant tea

Media: Adobe Illustrator, Adobe Photoshop, Stock Photos

Fonts: Freebooter Script, Garamond

Comments: Designed box template, layout, and set type in Illustrator, used Photoshop to edit stock photos and vintage wallpaper patterns.

Packaging

Trader Joe's (concept), 1/1



Objective: Design a series of boxes for three different kinds of cookies. Adhere to Trader Joe's identity standards

Media: Adobe Illustrator, Adobe Photoshop, Stock Photos

Fonts: Androgyne, Futura, Bodoni, Sudestada

Comments: I kept the boxes inconsistent to convey the sense of variety found in Trader Joe's stores, but retained some consistent elements to keep them united, such as vintage wallpaper textures and playful type treatments.



CURES Invites You...

to share in a by invitation only event

“How to Sustain Your Business in an Ever Changing Market”

Today's economy has forced every spa owner and manager within all facets of the industry to think outside of the box to increase revenue, attract new clients, and drive business to new heights.

It is crucial that we become innovative when we market our business. CURES by Avancé is committed to providing you with the necessary tools to sustain and grow your business in the future.

Dee DeLuca-Mattos, Vice President of CURES, offers proven effective programs implemented in some of the top spas in the world. Gain insightful ideas and a fresh approach to operating a successful business.

September 14, 2009, 10:00am - 12:00pm

**Académie of Aesthetics and Wellness
21-21 Broadway-Fair Lawn, NJ 07410
RSVP to Jennifer Utter
201.797.9101 ext. 280
jutter@curesbyavance.com**

Objective: Design an invitation for a CURES business seminar

Media: Adobe Illustrator, Stock Photos

Fonts: Agenda

Comments: Used circular imagery to reinforce the client's "circle of beauty" concept. The colors in the invitation were permitted to deviate from the usual brand colors to go with the summer season.



OUR COMPANY

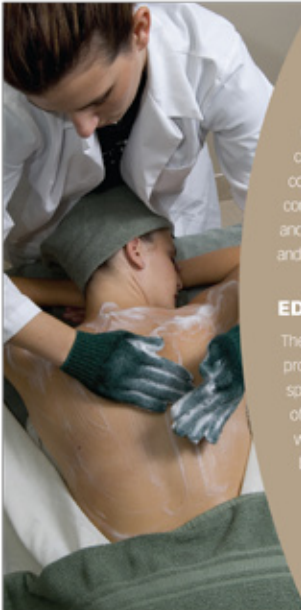
Founded by Carmen DePasquale, DePasquale Companies has a forty year history within the world of beauty, wellness and fashion. Headquartered in Fair Lawn, New Jersey, DePasquale Companies represents a "circle of beauty." DePasquale the Spa is one of the top five salons/spas in the country. DePasquale Salon Systems - a distributor of fine salon/spa brands. As a manufacturer we have created lifestyle collections that are embraced, not only by professional spas and salons, but also have transitioned onto the shelves of the finest retail boutiques in the world. ECRU - ECRU New York (a couture haircare collection), New York Streets (a hair culture collection), and Beauty Addicts (a boutique cosmetic collection). CURES, a curative and corrective approach to treating skin conditions. The Académie of Aesthetics and Wellness- a post graduate training facility dedicated to spa professionals. Artistic Academy - an accredited cosmetology school dedicated to raising the bar of our future salon and spa professionals. Both our Académie and cosmetology school use educational systems by CURES by Avancé.



TO LEARN MORE, CALL OR VISIT
curesbyavance.com
1.800.877.skin



cures
by avancé®
EDUCATION PARTNERSHIP PROGRAM



OUR PHILOSOPHY

CURES is a curative and corrective collection of skin and body care products that focus on treating skin conditions. CURES has created treatments and services that treat the root cause of the condition, offering long-term results. As a company, we are committed to creating the most exceptional products, services, and educational programs that are simple for every client to use and understand.

EDUCATION

The Académie of Aesthetics and Wellness (AAW), enables spa professionals to receive further education on all aspects of spa services. Our education is designed to be interactive and offer all participants knowledge on the technical aspect as well as sales and marketing. Our school programs are the beginning in developing strong, knowledgeable and confident estheticians and spa owners.

PARTNERSHIP

Our goal is to create long-term relationships that support school partners through educating teachers and students alike. We offer post-graduate courses to promote continuing education and increase student enrollment.

OUR COMMITMENT

- "Special Guest Lectures" to offer unique learning experiences.
- Aid in the creation and coordination of a special event calendar to show your students the importance of promotional marketing.
- Official recognition as a "Premier CURES by Avancé" offsite campus and school partner.
- Press releases submitted to trade publications and promoted in our monthly "CURE-osity" e-newsletter.
- Two tickets to our annual educator update. The newest techniques, treatments and up-to-the-minute CURES information to stay ahead of the curve in Spa Trends.
- A unique point of difference that will keep you connected to your students even after they graduate through post-graduate education and training.
- Special "school partners" pricing on retail, professional products, and education.

WIRELESS TRAINING

CURES offers webinars on product training, services/techniques and business programs. Your students will have open access to any of our online seminars. This is a great way to bring your classroom together for an intimate online learning experience.

CURES ON CALL

24/7 access for all CURES protocols and DVD series are at your fingertips.



Objective: Design a brochure to provide an introduction to the CURES Education Partnership Program

Media: Adobe Illustrator, Stock Photography

Fonts: Agenda

Comments: Used curved elements to soften the layout, and reinforce the company's "circle of beauty" concept.

Posters

Q-Cafe, 1/1



Objective: Create a series of posters to emphasize the qualities of a specialized takeout lunch company based in large cities.

Media: Adobe Illustrator, Adobe Photoshop

Fonts: Hirogino W4, Hira-Kaku W8, Hand lettering

Comments: All photography and food arrangements made by me, hand-rendered some type. All posters are 26" x 20" (2 of 4 posters shown)



tomodachi

April 13th, 2010

Mr. Smith
123 A. Street
New York, NY 10018

Dear Mr. Smith,

Thank you for contacting Tomodachi about your customer experience. We are happy to hear that you had a great experience, and that your family enjoyed the featured recipe for Beef Stew with Napa this week. I am glad you found it to be tasty, quick, and easy to make. Each week, we like to highlight a particular ingredient that not everyone may be familiar with, and distribute recipe cards based around it. We hope that you will continue to visit Tomodachi International Grocery Stores for featured recipes every week.

We also appreciate your concerns about designing recipes around those with special dietary needs, including allergies to nuts, wheat, gluten, and dairy. Most recently, we have made efforts to include recipe cards each week for those who may be vegetarian or vegan. Although we currently do not supply recipes for all special dietary needs, we are currently making efforts to. Since you mentioned your child is lactose intolerant, we recommend you try some of our vegan recipes. If you are not sure how to modify a recipe, one of our associates will gladly help you modify the recipe and/or substitute ingredients. There is also a Recipe Exchange section on the forums at tomodachi.com, where users and shoppers can post recipes featuring Tomodachi ingredients.

Here at Tomodachi, we truly appreciate and welcome all of our customer interactions, and we love to hear back from our wonderful customers. As always, feel free to contact us at any time and for any reason. To thank you for your valuable feedback, we have included a \$10 gift certificate for you and your family. Thanks again for sharing your experiences with us. I hope you have a great day!

Best Regards,


Sarah Lynn Hart

707 Prince Street New York, New York 10012



NAPA is a versatile, nutritious Chinese cabbage that is used for making kimchi, salads, coleslaws, and a variety of other dishes. Here is a way to incorporate napa into a hearty beef soup.

INGREDIENTS

(Serves 4)
1 lb pork spareribs, cubed
2 cups napa, torn
2 cups udon noodles
2 tbsp vegetable oil
6-8 green onions, sliced
2 tbsp ginger, sliced
1 cup soy sauce
3 tbsp cooking sherry
3 tbsp sugar
2-3 whole star anise
water

DIRECTIONS

1. Boil water, and add pork. Cook pork thoroughly, drain, and rinse pork.
2. Heat oil in saucepan, and saute ginger and green onions until fragrant. Add pork and saute for a few more minutes until pork is browned. Add soy sauce, sherry, sugar, anise, and enough water to cover ingredients. Bring contents to a boil, then reduce to simmer. Cover and simmer for 1 1/2 hours or until pork falls off the bone.
3. Add udon noodles to soup and boil 12 minutes or until noodles are slightly undercooked. Add napa and cook for remaining 3 minutes or until noodles are done. Serve warm. Enjoy!



tomodachi



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New York, NY 10012

tomodachi

Mr. Smith
123 A. Street
New York, NY 10012

Objective: Design an identity system for a low-priced grocery store specializing in international products.

Media: Adobe Illustrator, Adobe Photoshop, Photos, Stock Photos

Fonts: MS PGothic, Hiragino Kaku Gothic

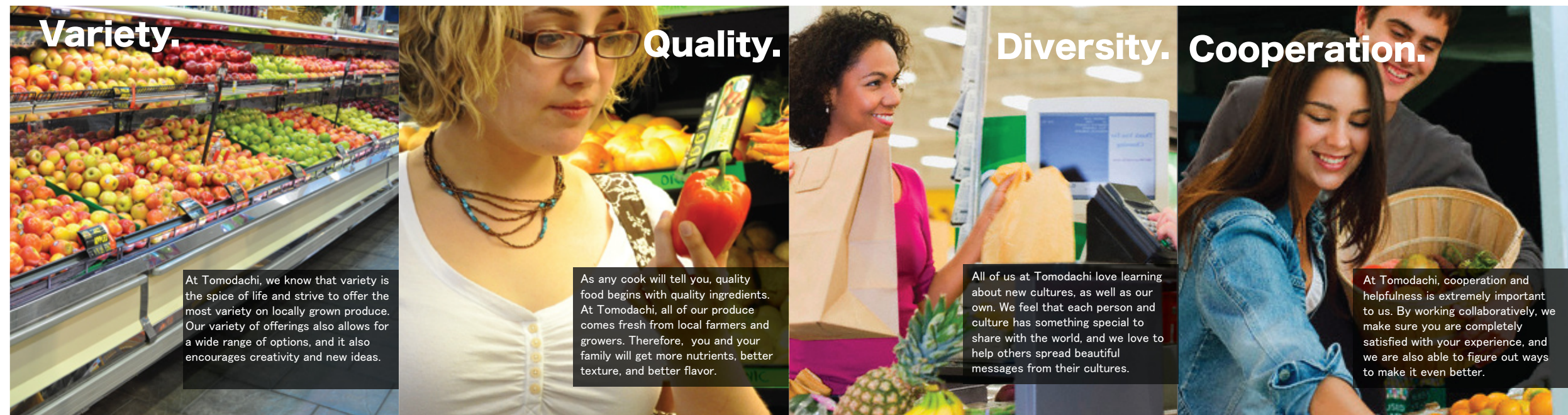
Comments: Developed concept, visual identity, and branding for a grocery store specializing in international foods.



Front

Back

Opening Spread



Inside Spread

Objective: Design a spirit guide to present the main values of an international grocery store

Media: Adobe Illustrator, Adobe Photoshop, Photos, Stock Photos

Fonts: MS PGothic, Hiragino Kaku Gothic

Comments: Took photos and designed a booklet as a spirit guide for an international grocery store.



Objective: Create a special edition children's book based on the Legend of Momotaro (Peach Boy), a Japanese folk tale

Media: Adobe Photoshop, Marker Illustrations, Japanese Stab-Binding, Bookboard, Various Fabrics

Fonts: Hand Lettering

Comments: Illustrated and rendered all images and text by hand, created a curved box that resembles a peach to hold the book.



**THANK YOU
FOR LOOKING**