

MEGHAN
PORTFOLIO

some contents

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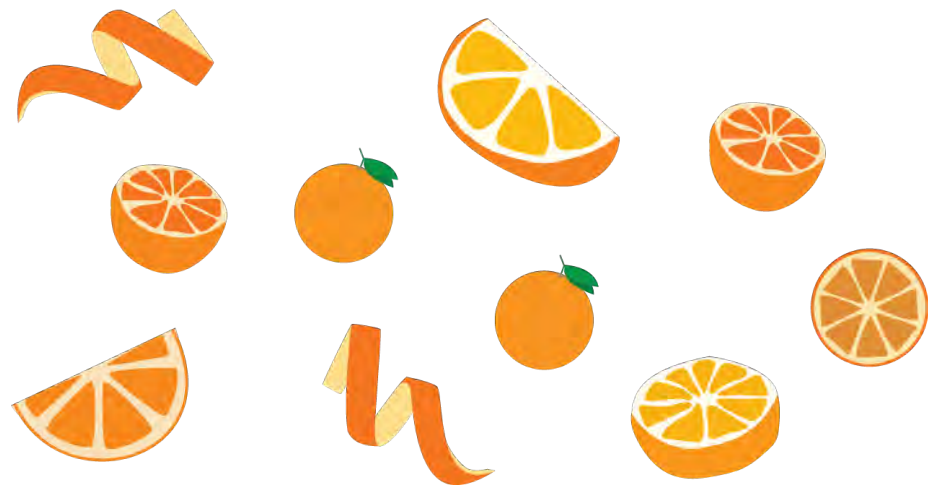
hey!

I'm Meg, an aspiring graphic designer, adventurer and go getter.

I thrive on designing with purpose and I'm always on the lookout for new opportunities & experiences to learn and grow as both an individual and designer. I'm an optimiser thinker who is passionate about creative innovation, baking and my dog, Rosie.

“When fear tries to hide and experience from you, it usually means that what you're looking for is right on the other side.” – Unknown

NO. 1

**Client**

Golden Circle Juice & Billy Blue College of Design

Brief

Embarking on a packaging design and branding project to create a compelling visual identity for our new product range. The goal is to establish a distinct sub-brand presence that reflects the essence of our brand, Golden Circle, while effectively communicating key information to the consumers.

Approach

The packaging concept was designed so that the product's market will be focusing on children aged 5 to 13 years old. The packaging represents bold, innovative and welcoming design towards the capability of being reusable at the end of its useful life. The packaging encompasses various vector graphics, using rich solid colours and playful icons to compliment.

Result

Final product was created with the colourful an eye-catching package, emphasised by the cartoon style graphics that easily captivate a child's view and interest. Even though the design is focused on children, it is simple and friendly to please adults as well. The packaging also focuses on sustainability in the beverage industry.



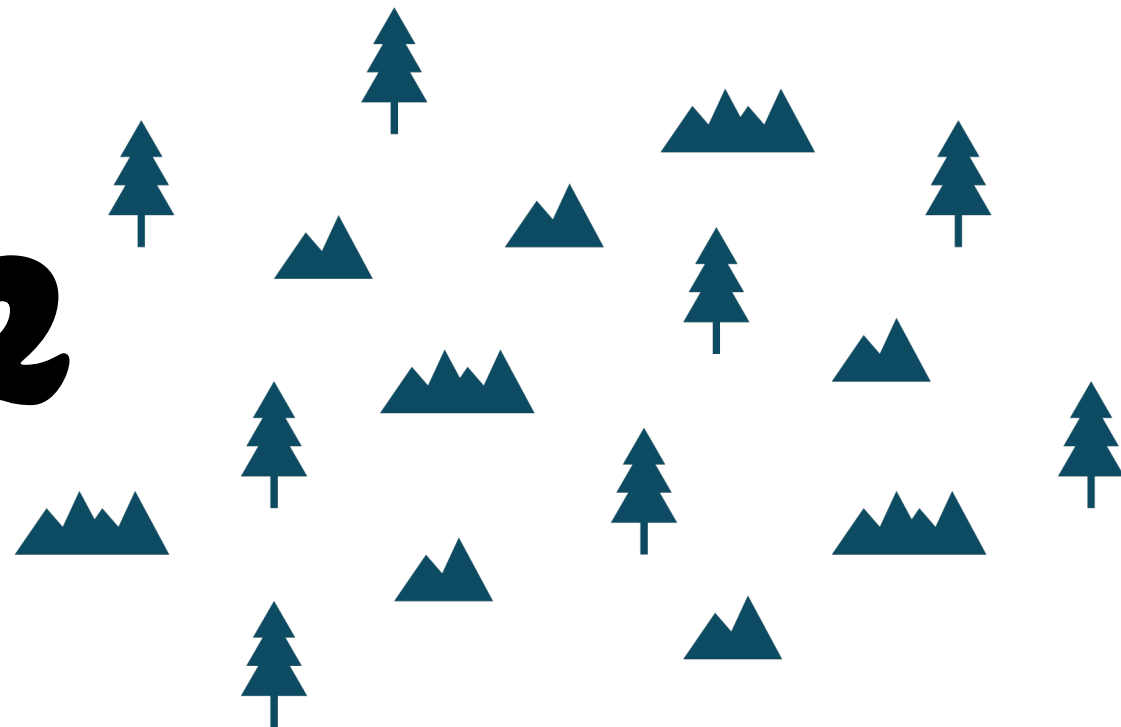




12

13

NO. 2



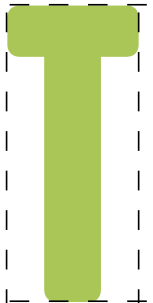
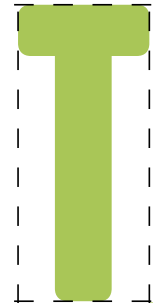
Client Kathmandu & Billy Blue College of Design

Project Group work with Rachel Z, 2023

Brief Kathmandu are looking for new and innovative ways to expand their business empire possibilities and consumer experience.

Approach Kathmandu has the potential to expand into more personal services such as travel expeditions, workshops, or the personalisation of its products. However, expanding into food and beverages, allows Kathmandu to occupy a gap in the market. Exploring the demand for substantial and sustainable products for the adventurous consumers that shop at Kathmandu.

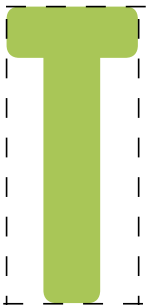
Result A new sub-brand, Trail Boost enabling individuals to meet all the require nutritional and health requirements in one compact item which fuel their adventures and keep them maintained for a long-lasting time.



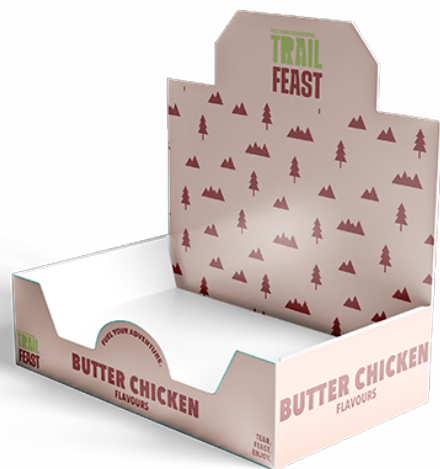
FUEL YOUR ADVENTURES.

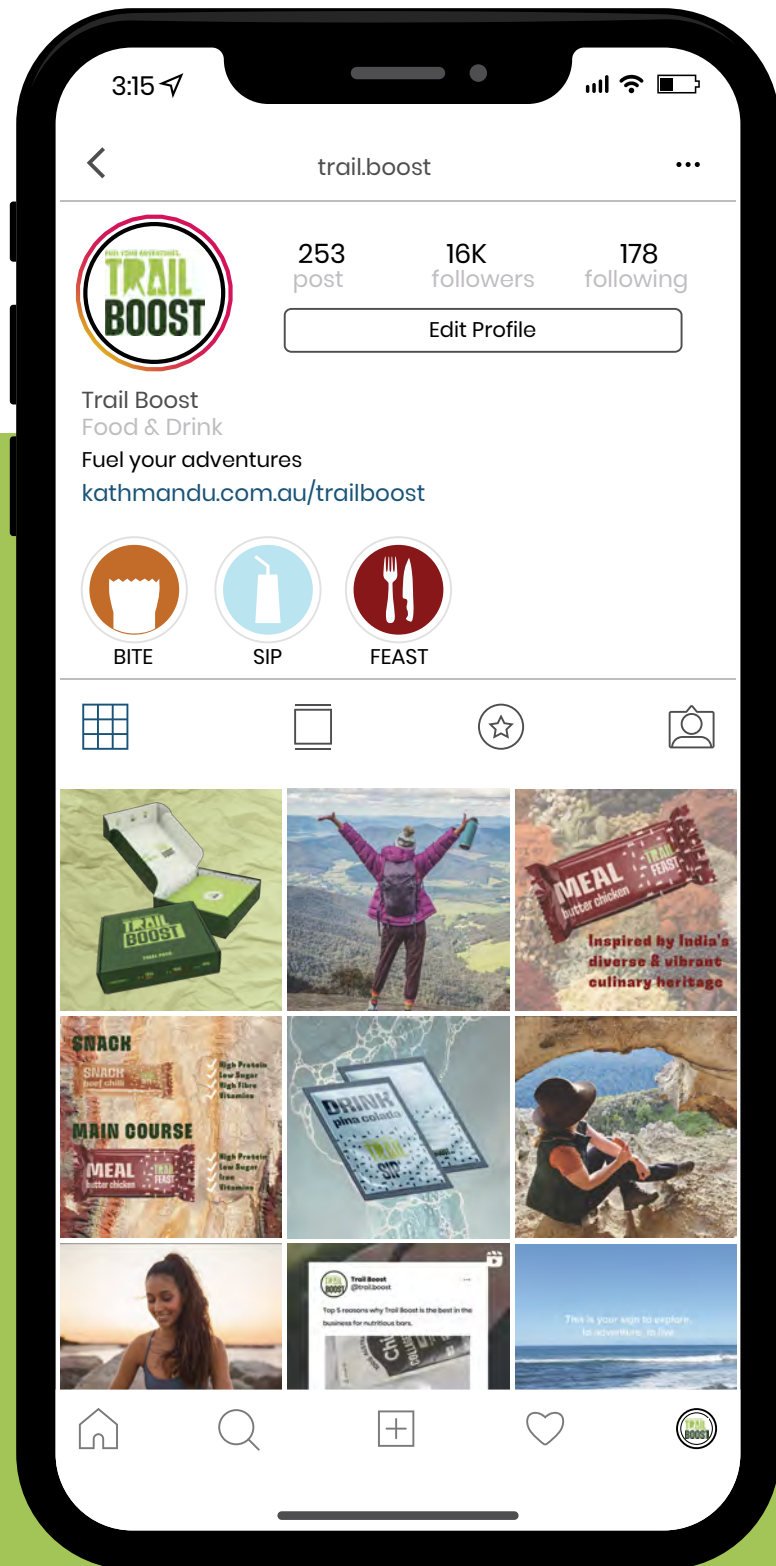
TRAIL

BOOST









SNACK
beef chilli

TRAIL BITE

MEAL
butter chicken

TRAIL FEAST

DRINK
pina colata

TRAIL SIP

NEW PRODUCTS!

FUEL YOUR ADVENTURES.

FUEL YOUR ADVENTURES
TRAIL BOOST

Kathmandu

SNACK
beef chilli

TRAIL BITE

MEAL
butter chicken

TRAIL FEAST

TRAIL BOOST

**ENJOY CUISINES
FROM AROUND
THE WORLD IN A
NUTRITIONAL
ON-THE-GO
PRODUCT**

NO. 3



Client	Self-directed & Billy Blue College of Design
Brief	A children's book that is made up of visuals and text that is easily understood. Contents must revolve around the theme of green, and how so much of our life interacts with the colour without realising.
Approach	Create a visually captivating book that explores the omnipresence of green in our daily surroundings; displaying the objects we see in our daily life but do not focus on them being green rather that they are a reoccurring entity in our lives. Throughout this project, showcase illustrative skills and enhance communication skills by integrating captivating visuals with a thoughtful exploration of the presence of these objects.
Result	Captivating short book that is well designed and illustrated with a simple yet fun written story accustomed to the audience. The book designed to be held by the audiences' small hands and understood by a range of ages.





Lila reaches up to the
green apples hanging
on a tree,
ready to be picked.



Tilly kicks the
winning goal
in her soccer
match.

I see green.

Do you see green?



Join Billy, Tilly and
everyone else on a
colourful journey
through our world
of green.



Written and Illustrated
by Meghan Gravemade

Everything is

GREEN



NO. 4

**Client**

Billy Blue College of Design

Brief

Design a unique label that captures the soul of the Noosa coastal lifestyle for the launch of Billy's Brew's new signature craft beer, Wild Betty the India Pale Ale (IPA).

Approach

To create a visually appealing beer label that stands out on the shelves of IPA beers, emphasising that beer is for sharing and that Billy's Brew is a binding force bringing people together.

Result

The label features hand-illustrated graphics and icons, that has a connection to a 'locals only' spot within Noosa bringing everyone together. Spot UV varnish gloss embellishment is utilised on the lighter coloured water ripples to captivate the audience and use the condensation on the beer to its fullest advantage.





NO. 5


Client

Billy Blue College of Design

Brief

Create a counter-culture campaign and organisation aimed to normalise euthanise, stating that preventing someone to be euthanised is just prolonging their pain and suffering, when they know they can no longer live life well.

Approach

Cantered around raising awareness through thought-provoking and unconventional mixed-media visuals. Making humane connections and asking the question of 'what if this was you' or getting the audience to understand why someone wants to rest via their story.

Result

The final campaign provides a minimalistic and unique physical branded experience that showcases the lives of people who have been euthanised and unravels why people wish to follow the route of euthanasia, in an unbiased way. The messages that are delivered to the audience come in a range of different medias, and are targeted towards those who believe euthanasia is wrong and shouldn't be practiced.



A Right to Rest:
Our Choice,
Our Farewell

“We can choose to euthanise our dog, Toby, who has liver failure

BUT

I can't choose to be euthanised after three years of uncessceful chemotherapy” – John, 84

Allow John the right to rest

RR A Right to Rest: Our Choice, Our Farewell **#R2R**

BOTH HAVE HEART FAILURE:

One is euthanised as the humane thing to do

The other is questioned and left to suffer

RR A Right to Rest: Our Choice, Our Farewell **#R2R**

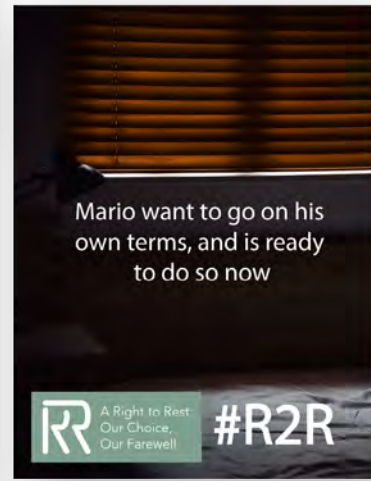
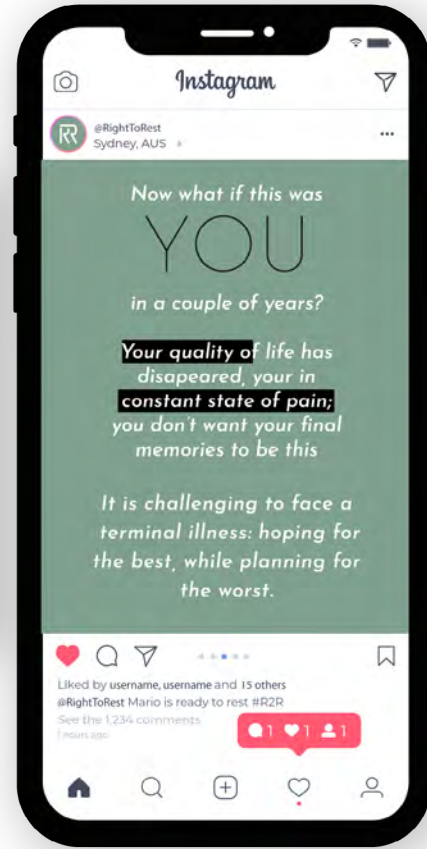
“I put my 14-year-old cat, Shelly, out of her misery last month

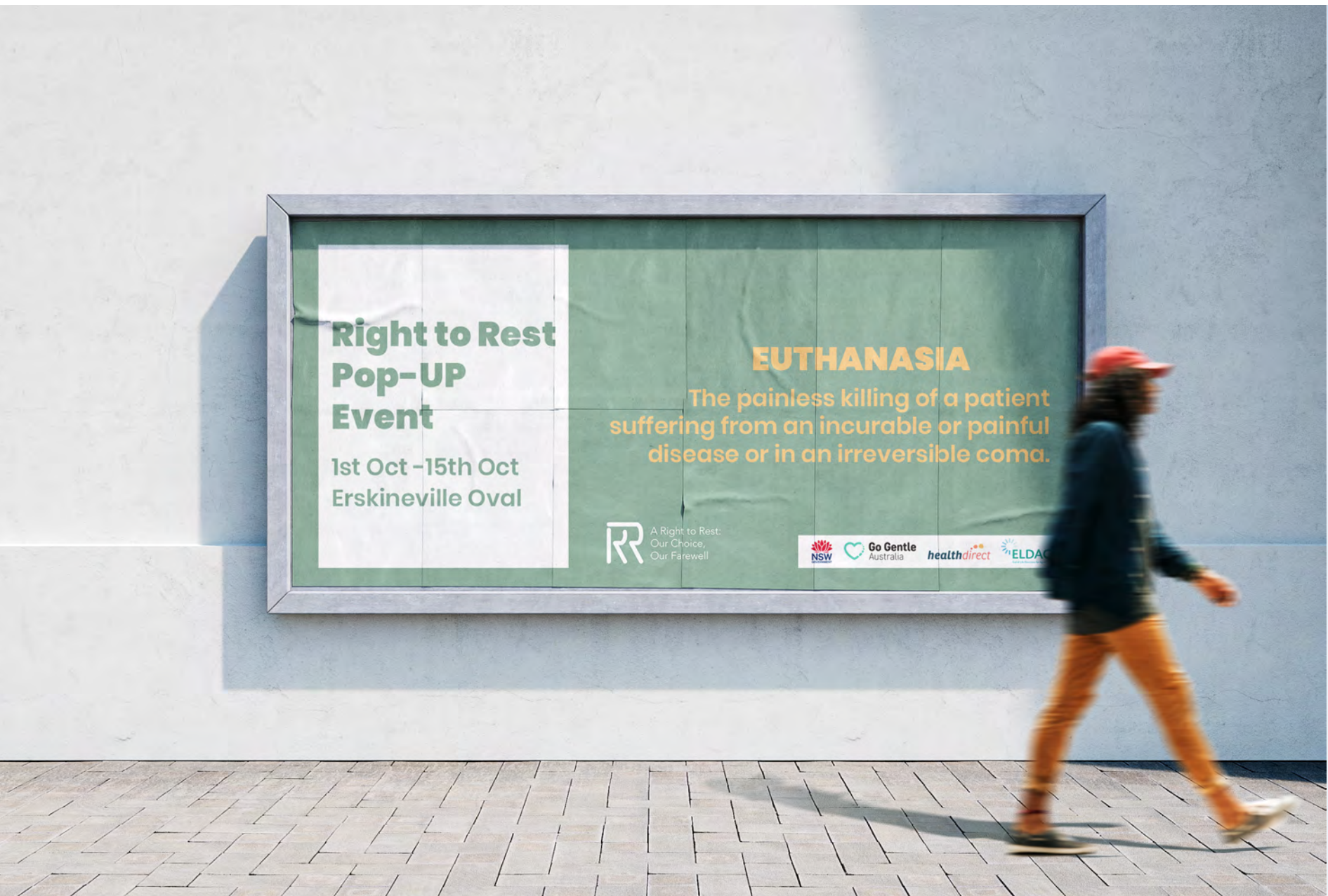
BUT

my mum can't choose when to end her painful suffering”

Open the conversation on euthanasia

RR A Right to Rest: Our Choice, Our Farewell **#R2R**



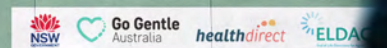


Right to Rest Pop-UP Event

1st Oct -15th Oct
Erskineville Oval

EUTHANASIA

The painless killing of a patient
suffering from an incurable or painful
disease or in an irreversible coma.



People supporting Euthanasia

Your
name
here

People supporting Euthanasia

Your
name
here

NO. 6



Client Self-directed & Billy Blue College of Design

Brief To create a typeface of my liking; taking on the appearance of circles and utilising the circular shape as a structure for all letters, numbers and punctuations.

Approach Utilising both pen & paper and Adobe Illustrator, while considering issues of readability, legibility and versatility, a new typeface was created. Based upon the synonyms of; bubbles, clouds, circle, ball and playful, the new typeface is dynamic and soft.

Result A newly generated typeface that is innovative and has a high usability. The typeface is able to express its sense of soft and playfulness, ready to be used by a local café or a kid's toy business. The finalised typeface exceeds the full alphabet, numerals and basic punctuation needs.

2, 4, 5
0, 3, 6, 8

sphero

perception
attention

What?
Why?
How?
When?
Where?
Who?
What?
Why?
How?
When?
Where?
Who?

a b c

z n x

**abc defg
hijklm
nopqrst
vwxyz**



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shop front
coffee



NO. 7



Client	Barrmarranny (live client) & Billy Blue College of Design
Brief	Assisting in the development of branding and collateral for a local Aboriginal business, Barrmarranny and their sub-brand Barrmarranny Scents, including the delivery of business cards, logo design, candle and likewise packaging and social media content.
Approach	Working with a live indigenous client for brand design and business packaging for a newly start up business that will match with already finalised branded designs and cultural experiences.
Result	The delivered design and concepts were highly rated by the client and ready to be put in use for the two business. The business continues to grow and develop in use of the designs that include 160 candle and similar product packaging labels, business conference collateral, branded logo, information cards and similar.

Barmarrany is an indigenous-owned company focused on offering genuine Aboriginal experiences rooted in lived experiences and stories in line with Indigenous social and emotional well-being.

Our initiatives aim to enlighten the broader community about an Indigenous family's journey through trauma, healing, and recovery. We strive to share narratives and insights on how we can all thrive, coexist harmoniously, and form meaningful connections within Australian society.

BARRMARRANY
CONNECT WELL • LIVE WELL • HEAL WELL

- Waagay** Candle products
Healing packs
- Ngaarlu** Performances
Yidaki
- Gurrinn** Learning and
teaching sessions
- Marrall** Wellbriety
Language

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Ben Morris, Sybil Alcock & Rachelle Home - Udo Bacher Image 2022

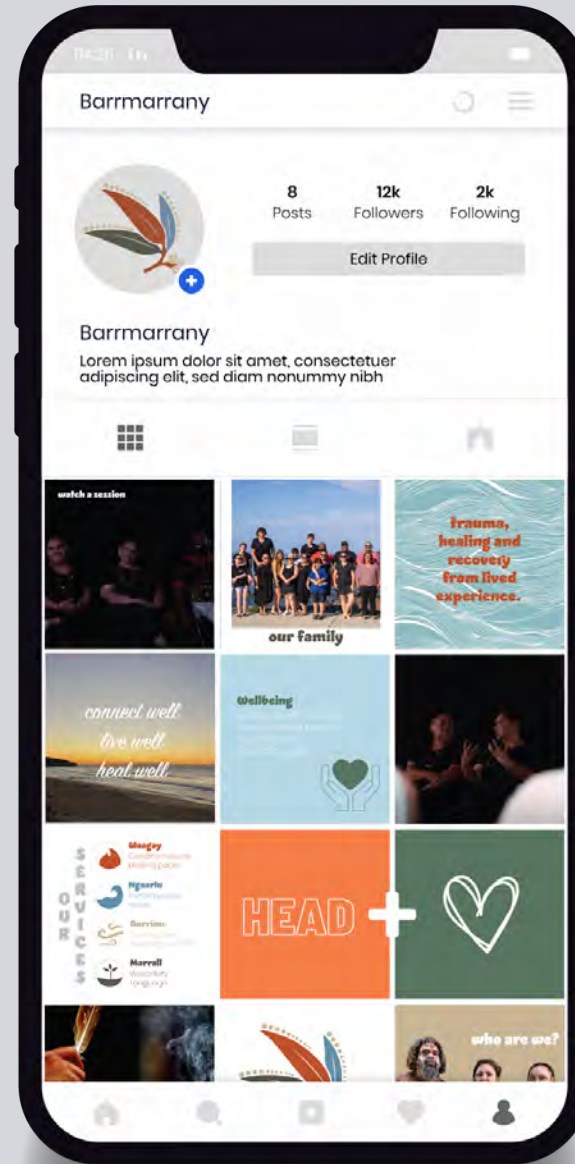
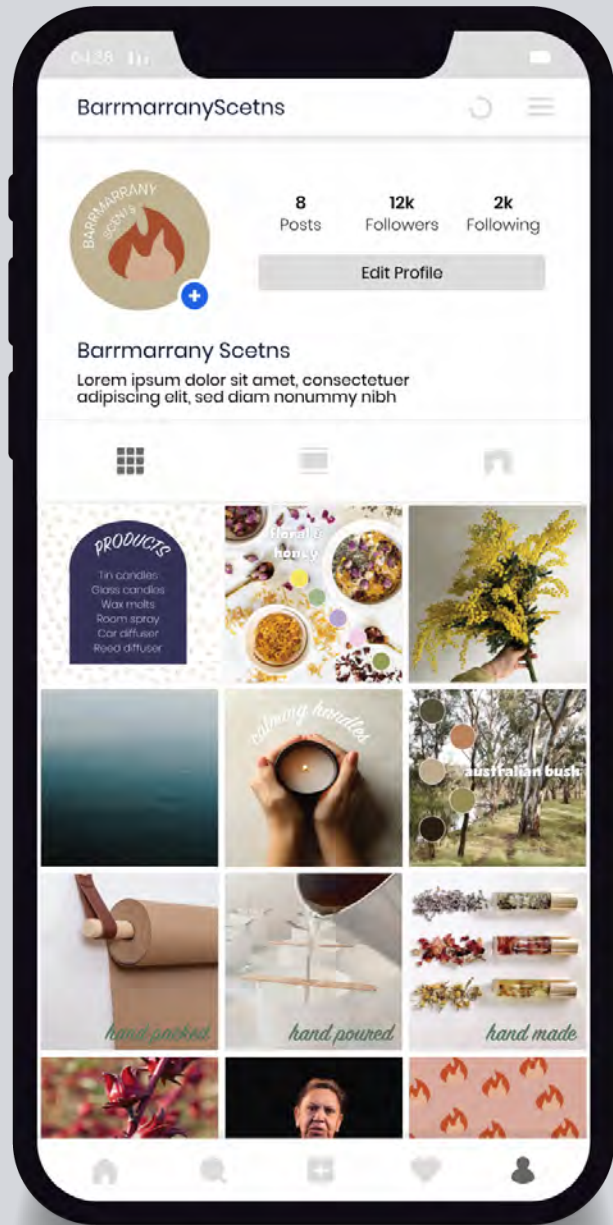
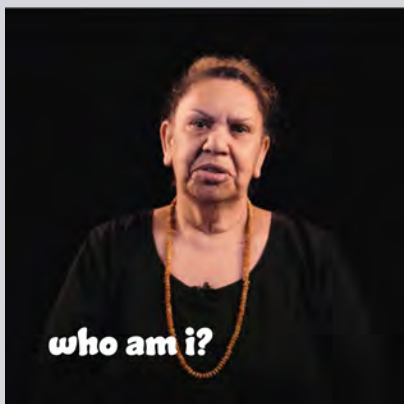
BARRMARRANY
CONNECT WELL • LIVE WELL • HEAL WELL

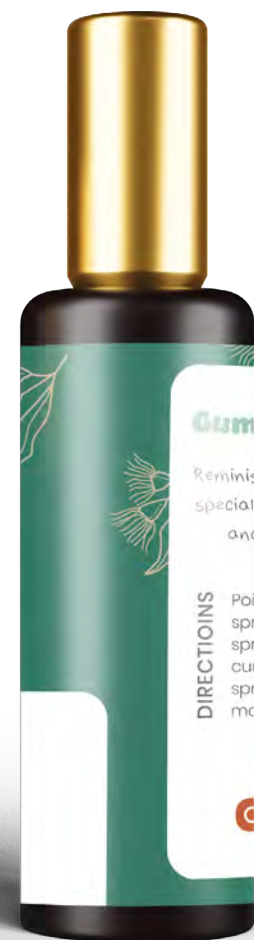
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BARRMARRANY SCENTS

BARRMARRANY
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