



**Beth Rowe Designs**

**Graphic Designer**



**H**ello! It is my pleasure to submit my portfolio to you for consideration, rem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum luctus non orci sit amet elementum. Vestibulum ac metus at magna feugiat venenatis id et magna. Mauris faucibus erat non porttitor suscipit. Etiam a lacus turpis. Nulla gravida est ut tellus vehicula elementum. Fusce nibh odio, molestie sed rutrum nec, facilisis eu enim. Vestibulum blandit elementum nisl non vehicula. Vestibulum semper vestibulum risus, vel tempus nisl volutpat non.

Ut elit eros, fringilla quis est ut, semper faucibus augue. Maecenas feugiat nec sit amet nisi. Mauris malesuada mi et feugiat aliquam.

**Founder of Beth Rowe Designs** // 2018 - Present  
**HE Diploma of Graphic Design** Billy Blue College of Design

**[bethrowedesigns.com](http://bethrowedesigns.com)** Full Portfolio  
**[bethrowedesignsonline.com](http://bethrowedesignsonline.com)** Online Apparel & Living Store

**0422 747 563**  
**[bethrowedesigns@outlook.com](mailto:bethrowedesigns@outlook.com)** **let's have a chat...**

**beth rowe**

h e l l o

⋮

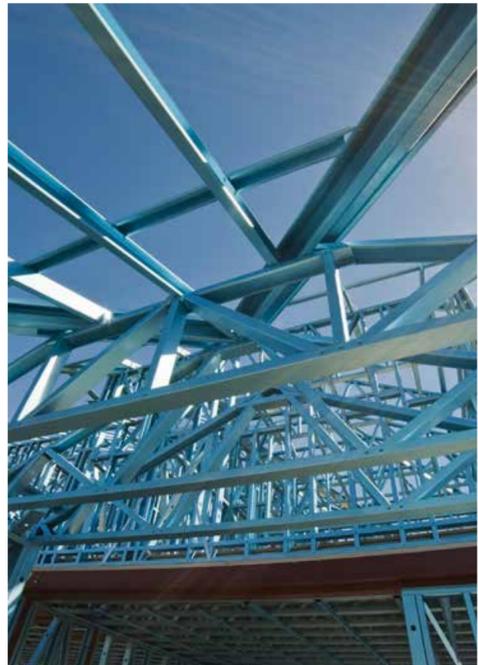
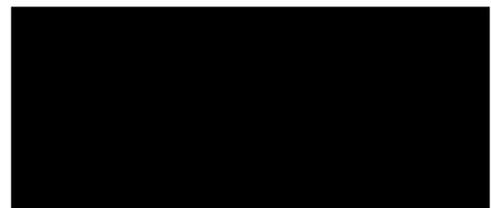
**b r a n d i n g**

⋮





1



# Eberones

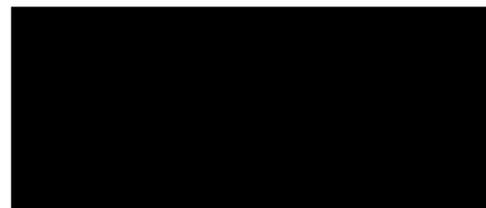
**Eberones Constructions**  
**INDUSTRY: CONSTRUCTION**

Logo • Branding Guidelines • Business Cards

Eberones' story is about two mates with impressive skills coming together to form a new business partnership. Focusing on both residential and commercial construction work, I found it important to incorporate both residential and commercial building silhouettes within their new logo while also attempting to incorporate both the owner's initials, turning the piece into a custom monogram.

The word Eberones is a clever blend of the owner's two last names: Eberhardt and Jones. Within the logo you can see the letters M (Max), E (Eberhardt) & J (Josh Jones). The letters are intended to look like beams which you would find within a worksite. The placement of the letters also symbolise the owners as being the strong foundation for their new business, much like the founding beams of a building made to last.

[See the full project](#)



# Crisp Carpentry

**Crisp Carpentry & Construction**  
**INDUSTRY:** CONSTRUCTION

Logo • Branding Guidelines • Business Cards • Website Design

With a strong focus on the craft of the trade and a pretty impressive skill set, I thought it important to include the tools of the trade in his logo.

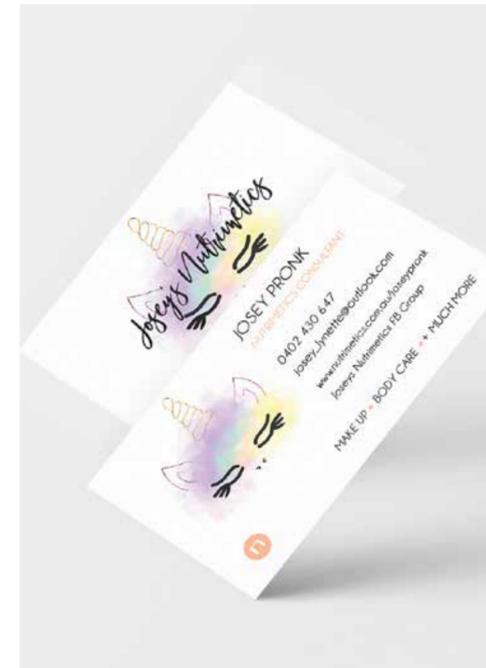
[See the full project](#)



FRONT



BACK



# Unicorn Josey

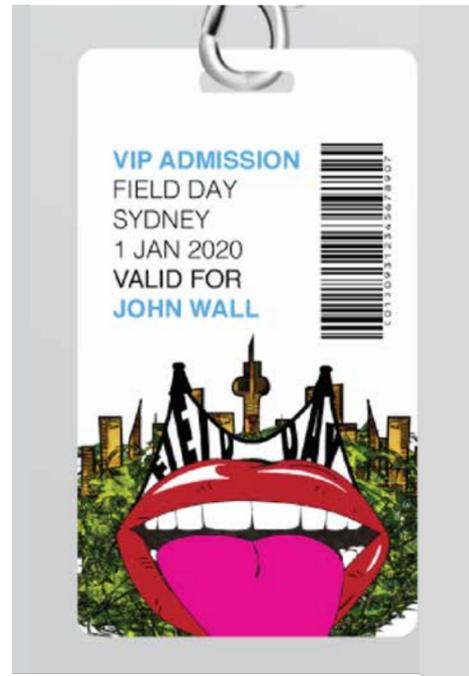
**Josey's Nutrimerics**  
**INDUSTRY:** BEAUTY

Logo • Secondary Elements • Business Cards  
Stickers • Custom Hoodie

Josey is a nutrimerics seller known by her clients as unicorn josey. She wanted a brand identity that resonated with her alter ego and to highlight the beauty achieved by the products she sells.

I achieved this by incorporating clouds of translucent colour which represents eye shadows and make up in general. The exaggerated lashes highlight that this is a brand about beauty and looking good.

[See the full project](#)



# Field Day

**Field Day Festival**  
**INDUSTRY:** MUSIC FESTIVALS / EVENTS

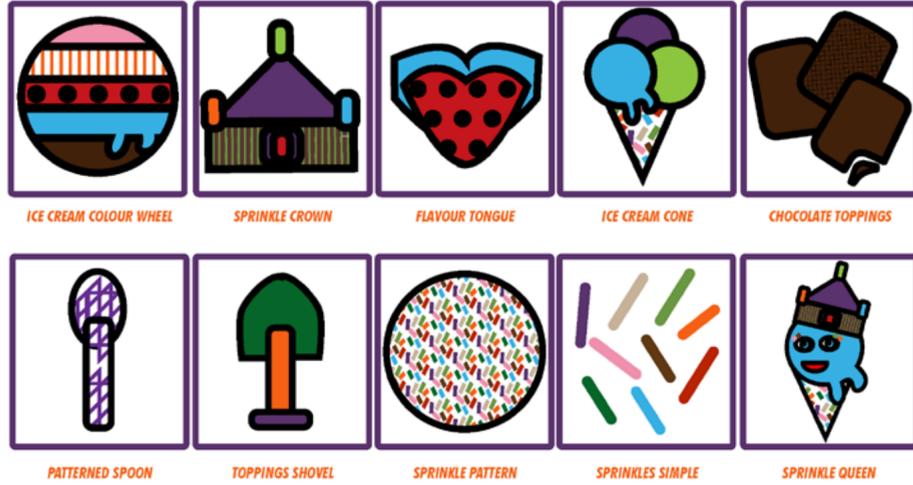
Re-brand • Secondary Elements • Merchandise

Field Day's unique selling point is that it's an alternative to a big night out on new year's eve. Their existing logo is the field day word mark and secondary elements play on the landscape of the Domain.

The aim of the new brand identity is to create more than just a word mark I wanted to create a icon. Something instantly recognisable and not reliant on just typography to convey the brand.

When you look at pictures of the festival, they all feature the large white tent, a sea of people, large green trees and the city skyline. The festival's landscape is such an important part of the target market's experience and because the destination is so unique, I wanted to capitalise on this by making it the key element in the new logo.

[See the full project](#)



# Sprinkle Queen

**Sprinkle Queen**  
**INDUSTRY:** RETAIL

Logo • Secondary Elements • Merchandise

Branding and name ideation for ice-cream parlour Sprinkle Queen, along with a full set of icons, a mascot and merchandise.

The concept of Sprinkle Queen is quite simple: you choose from a wide selection of toppings and pick them yourself. You then take them to the counter and then it is mixed into your chosen flavour.

The toppings are also available in take-home, retail packs. The attitude conveyed is bright and sweet, just like your new treat!

[See the full project](#)

**p r i n t**

⋮

⋮

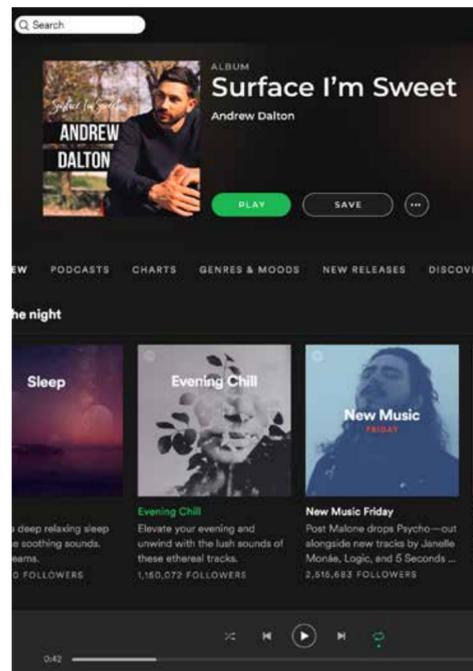
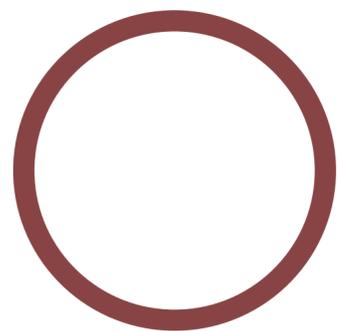




FRONT



BACK



# Andrew Dalton

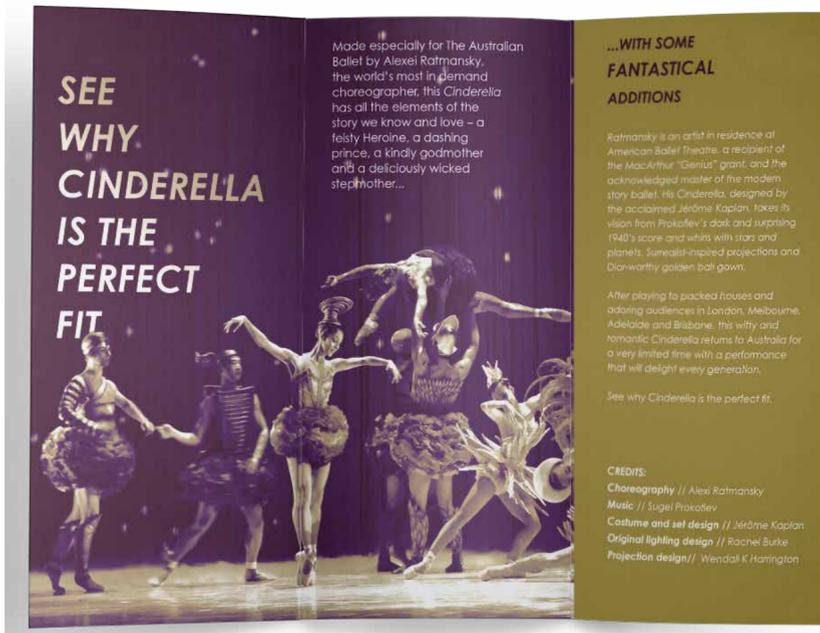
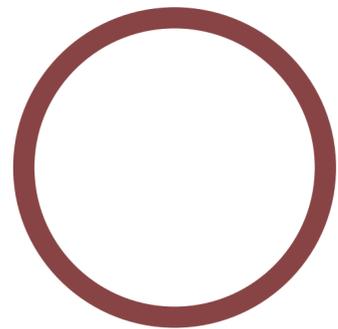
**Surface I'm Sweet / Andrew Dalton**  
**INDUSTRY:** MUSIC

Album Cover Artwork • Merchandise

I had the pleasure of working with up and coming artist Andrew Dalton for his new release: Surface I'm Sweet.

The process included experimenting with a range of styles and finishes before landing on a stripped back, raw version

[See the full project](#)



# Cinderella

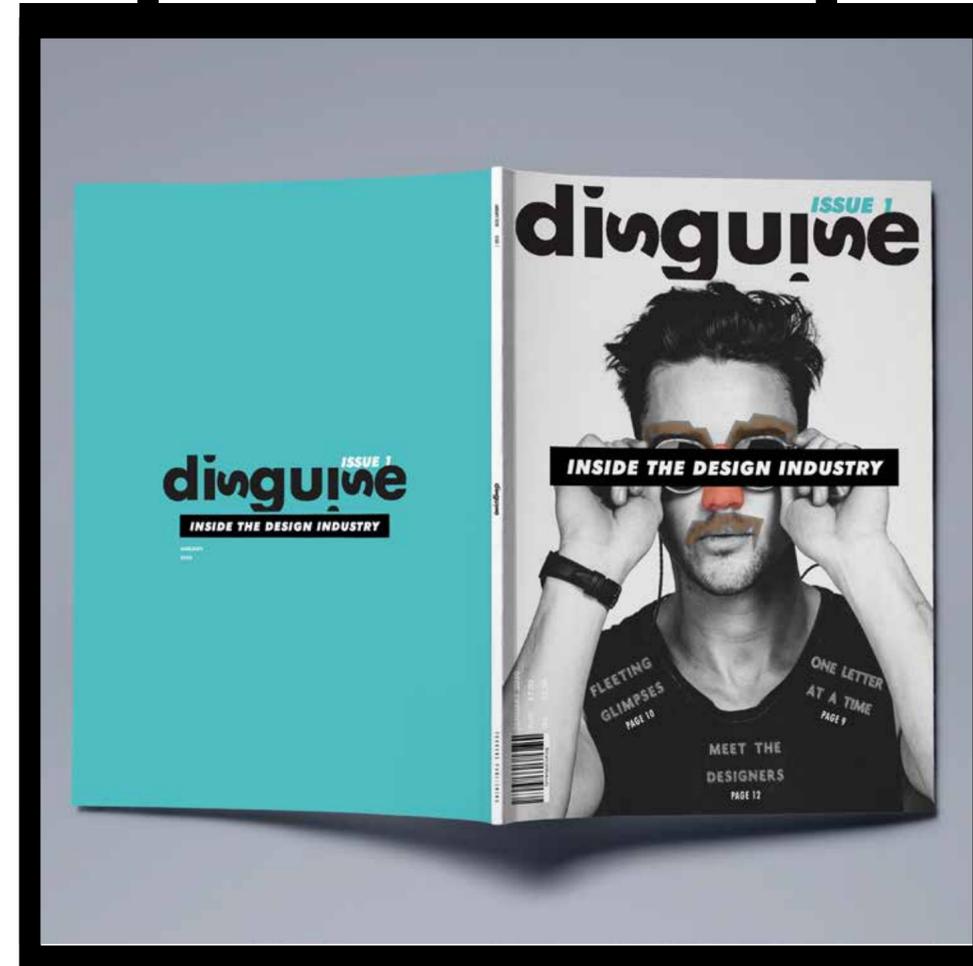
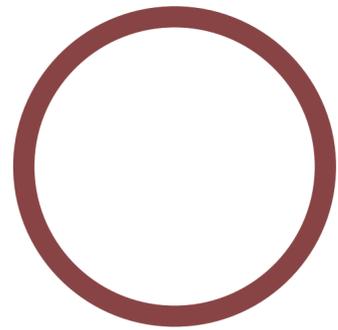
The Australian Ballet Company  
INDUSTRY: ENTERTAINMENT

Duo tone Brochure Design • Photo Treatment

DL Roll Fold Brochure experimenting with a duo tone 2-ink only design featuring interactive typography that weaves gracefully between the lead ballerina.

[See the full project](#)

disguise



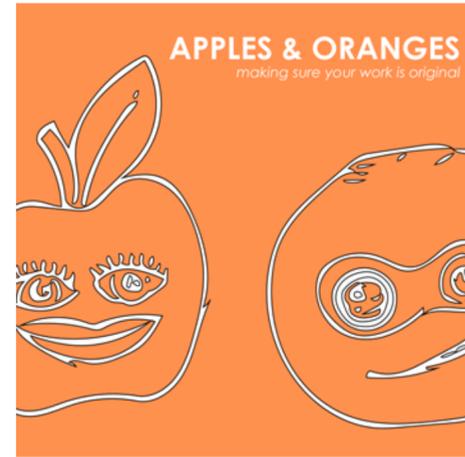
# Disguise

Disguise Magazine  
INDUSTRY: PUBLICATION

Magazine Layout • Logo Design

DL Roll Fold Brochure experimenting with a duotone, 2-ink only design featuring interactive typography that weaves gracefully between the lead ballerina.

[See the full project](#)



**APPLES & ORANGES**  
making sure your work is original

**INTELLECTUAL PROPERTY IN THE INTERNET AGE**

**AGDA** Seminar 3/3  
AGDA.COM.AU

**SYDNEY**  
August 12th 6pm  
Australian Museum

**MELBOURNE**  
August 19th 6pm  
RMIT City Campus Building 80

**BRISBANE**  
August 27th 6pm  
State Library Queensland



**BRING HOME THE BACON**  
making sure your income is secure

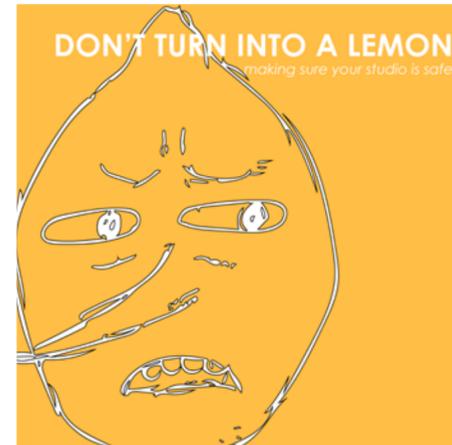
**LEGAL REQUIREMENTS: KEEPING YOU AND YOUR CLIENT SAFE**

**AGDA** Seminar 1/3  
AGDA.COM.AU

**SYDNEY**  
July 22nd 6pm  
Australian Museum

**MELBOURNE**  
July 25th 6pm  
RMIT City Campus Building 80

**BRISBANE**  
July 30th 6pm  
State Library Queensland



**DON'T TURN INTO A LEMON**  
making sure your studio is safe

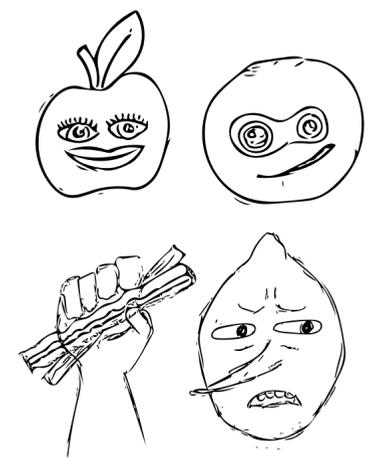
**SAFE WORK PRACTICES IN THE GRAPHIC DESIGN STUDIO**

**AGDA** Seminar 2/3  
AGDA.COM.AU

**SYDNEY**  
August 5th 6pm  
Australian Museum

**MELBOURNE**  
August 11th 6pm  
RMIT City Campus Building 80

**BRISBANE**  
August 20th 6pm  
State Library Queensland



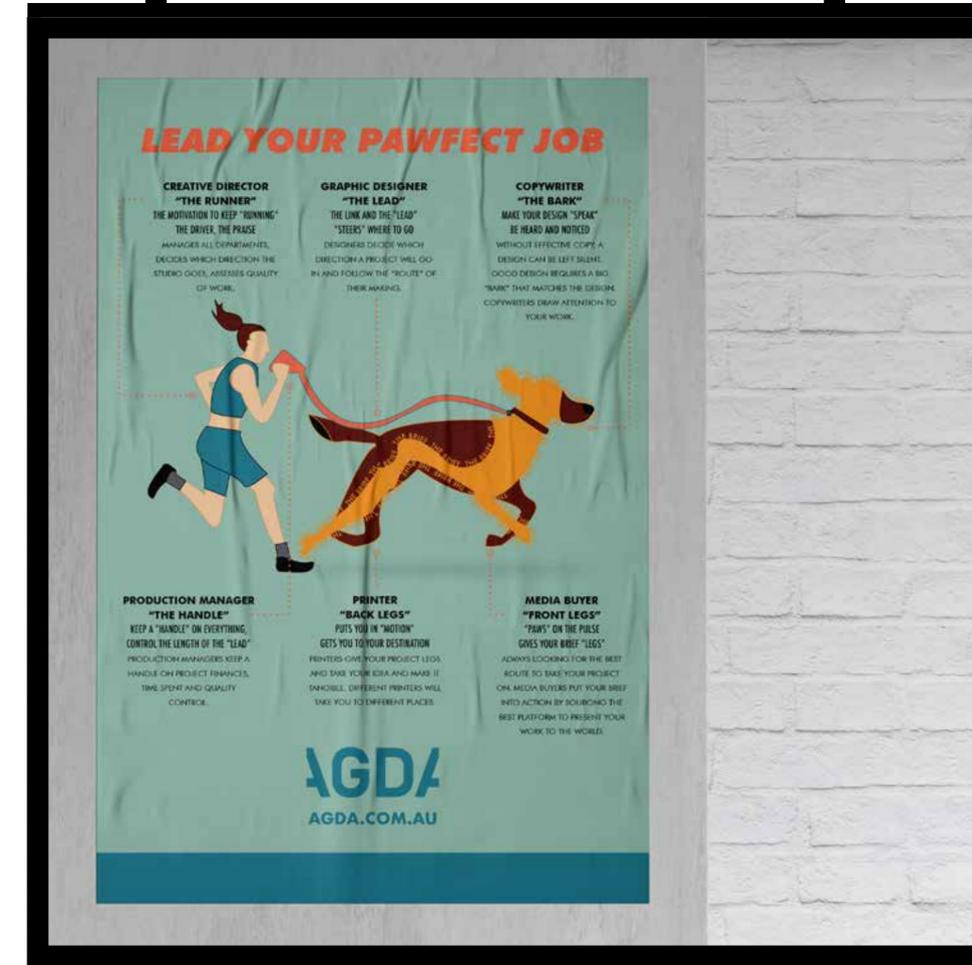
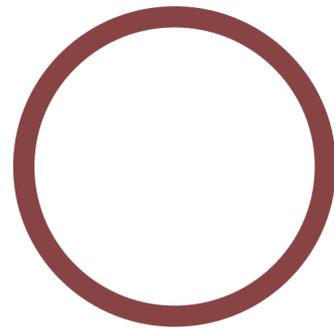
# AGDA

**AGDA Seminar Posters**  
**INDUSTRY: NATIONAL ORGANISATION**

Custom Illustrations • Ad shell Design

Using Puns to educate on important topics as a Graphic Designer in the Industry, I created 3 posters to advertise AGDA Seminars for large format print.

[See the full project](#)



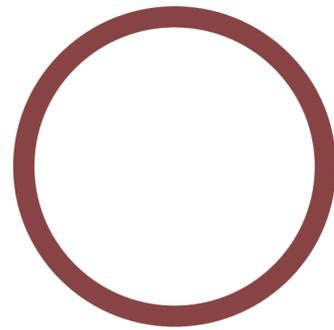
# AGDA

**AGDA Infographic**  
**INDUSTRY: NATIONAL ORGANISATION**

## Infographic Design

Using Puns to educate on important topics as a Graphic Designer in the Industry, I created an infographic poster on the production process.

[See the full project](#)



# Self Care

Typography Poster  
PERSONAL PROJECT

Poster Design • Merchandise

Sometimes it is easy to get caught up in a stressful existence. Amid lockdown and while working from home I made this poster of some self care things.

I then designed a full range of apparel on my online store to match.

[See the full project](#)

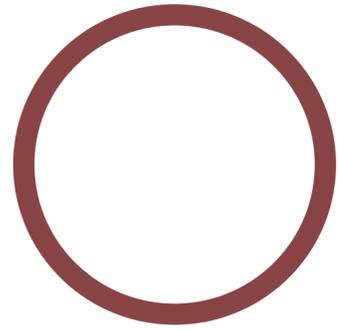
**packaging**

⋮

⋮



vibe:ON



BACK



DIY STAND



# Vibe:On

**Vibe:On Headphones**  
**INDUSTRY: RETAIL**

Logo Design • Packaging Design • Marketing Collateral

I had the pleasure of working with up and coming artist Andrew Dalton for his new release: Surface I'm Sweet.

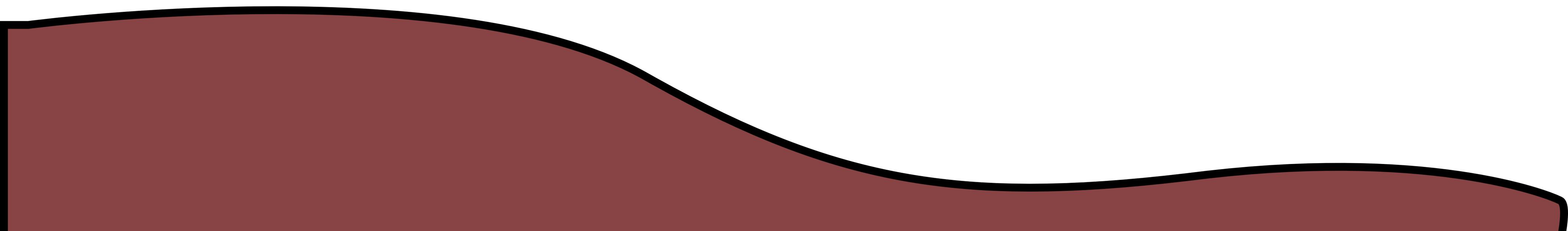
The process included experimenting with a range of styles and finishes before landing on a stripped back, raw version

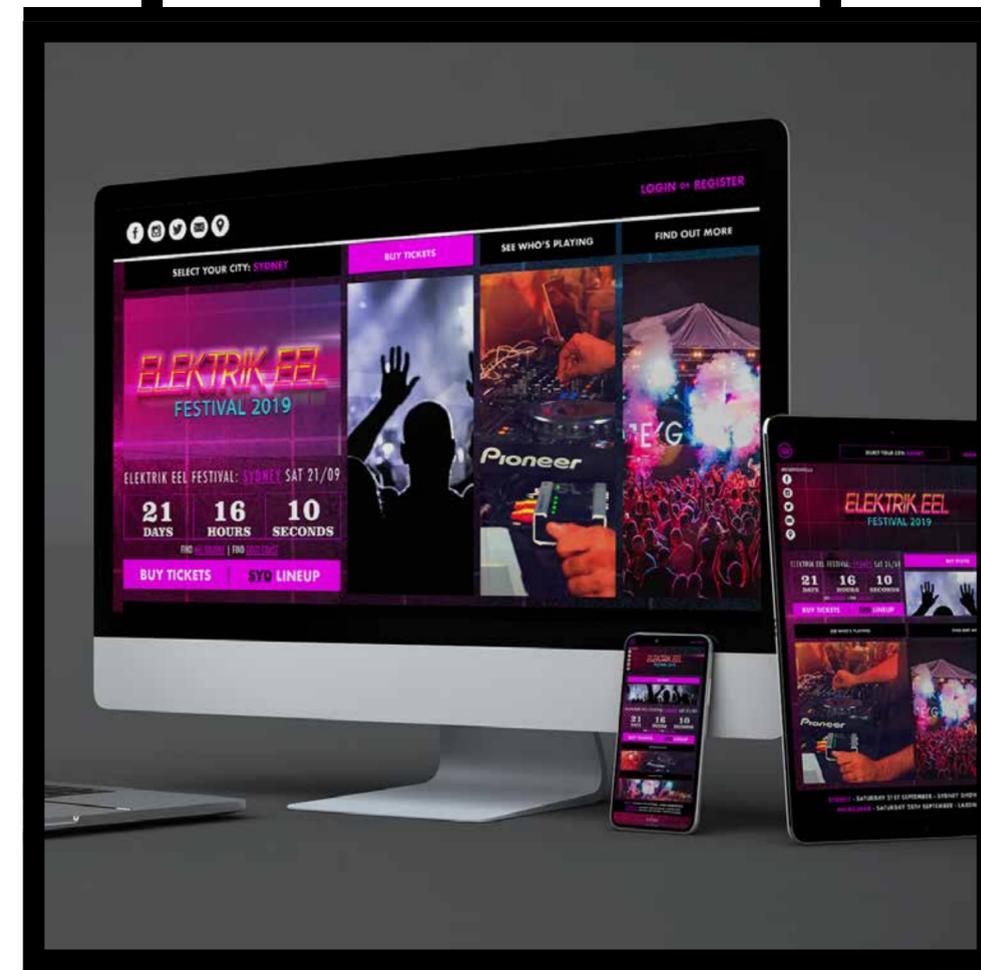
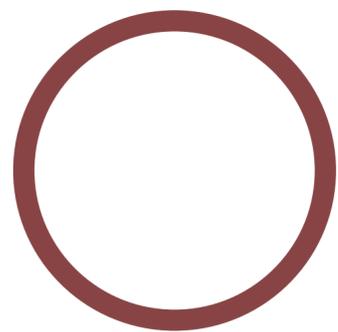
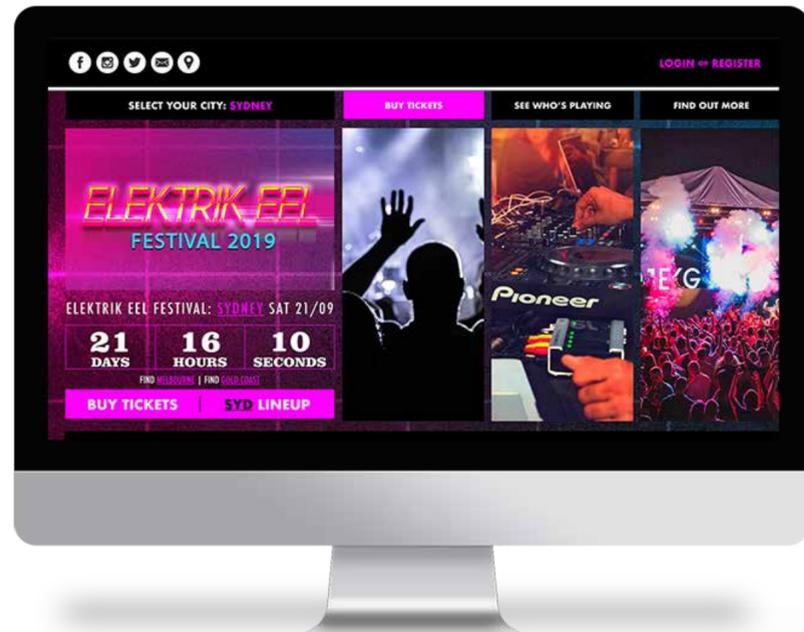
[See the full project](#)

⋮

**UX design**

⋮





# ElektriK Eel

**ElektriK Eel Music Festival**  
**INDUSTRY:** MUSIC / EDM

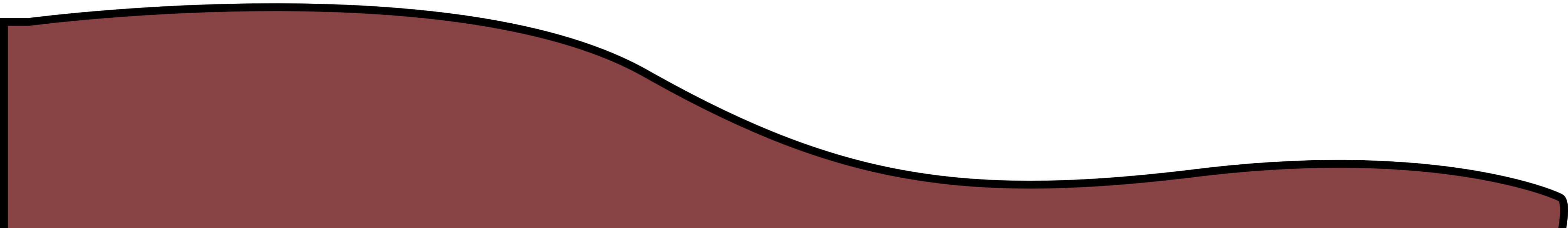
Logo Design • UX Website Design

ElektriK Eel is an EDM Festival who were in need of a website that was both exciting and easy to use. I designed the overall look and feel as well as the information hierarchy. The website was designed for desktop, mobile and tablet for a seamless user experience.

[See the full project](#)

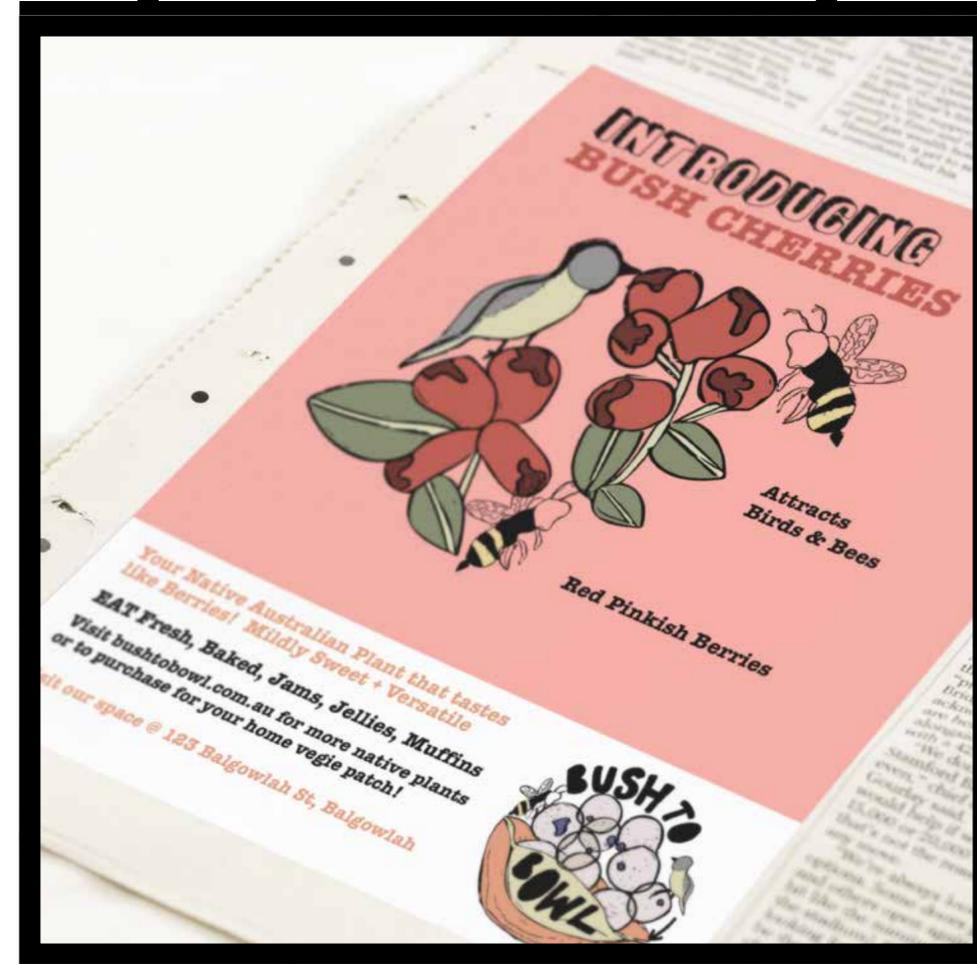
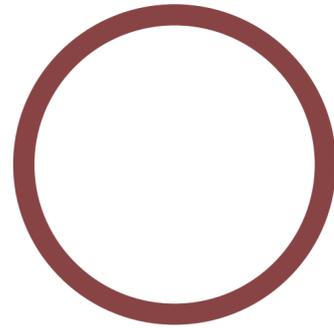
•

**i l l u s t r a t i o n :**





BUSH  
TO  
BOWL



# Bush To Bowl

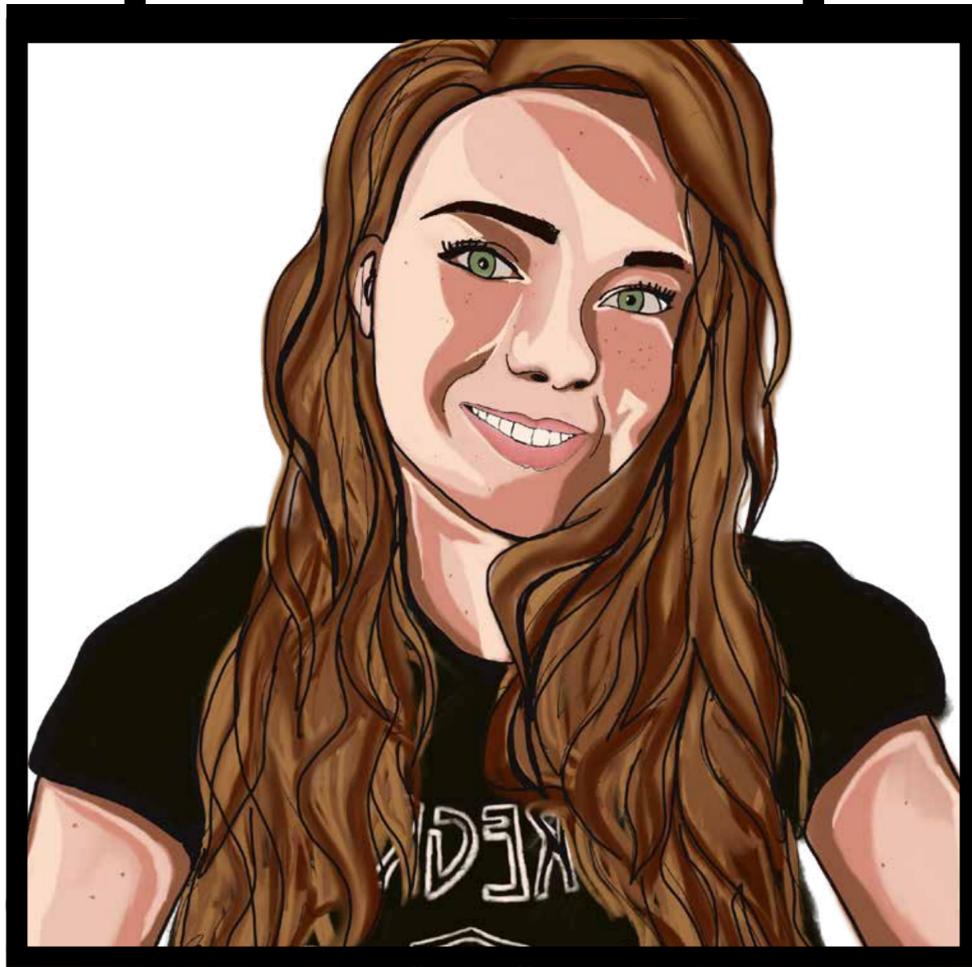
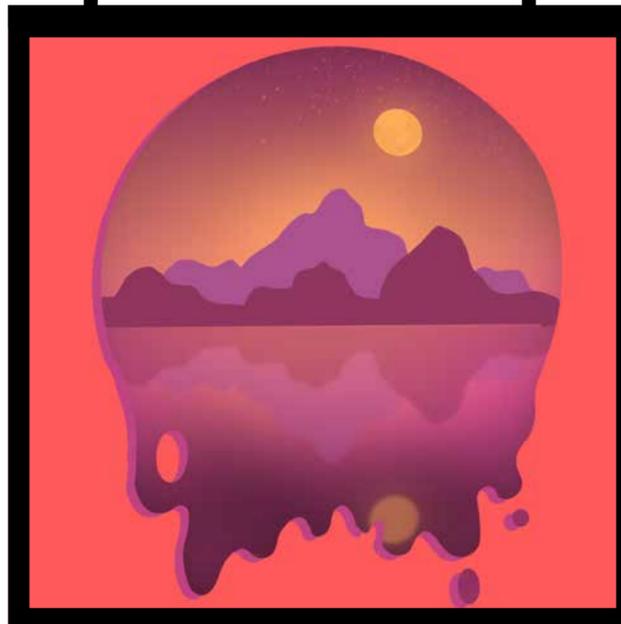
**Bush To Bowl**  
**INDUSTRY:** RETAIL

Logo Design • Hand Drawn Illustrations • Marketing Collateral

Bush To Bowl is a new brand looking to make an impact on the Balgowlah Heights Community through the sale and guided education about Australian Native Plants and the importance of connecting with the Traditional Aboriginal owners of the land.

Brief included full branding - logo, style guide, secondary elements and some marketing collateral.

[See the full project](#)



# Illustrations

[See my full portfolio](#)

[BONUS READ - Emojis : Needless or Genius?](#)

Beth Rowe

0422 747 563

[bethrowedesigns@outlook.com](mailto:bethrowedesigns@outlook.com)

[bethrowedesigns.com](http://bethrowedesigns.com)

[bethrowedesignsonline.com](http://bethrowedesignsonline.com)



*Thank  
You*