

**here are  
some examples  
of my work.**

***gregory david***

## BRANDING

# UNALOME DESIGNS

### TASK:

Create a sophisticated and luxurious looking brand for a sustainable clothing designer and fashion accessories outlet called Unalome Designs. The client wanted to use the Buddhist symbol (Unalome) that the company is named to represent her brand, so it became the main focus of the design.

The back of this card features a mandala that is printed in silver foil. This gives the luxurious look the client was after.

### DELIVERABLES:

- Logo & Logotype
- Business Cards featuring foil embellishment
- Box Inserts
- Stickers
- Web Design

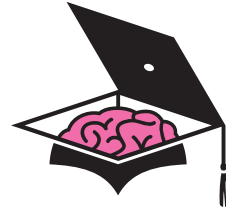
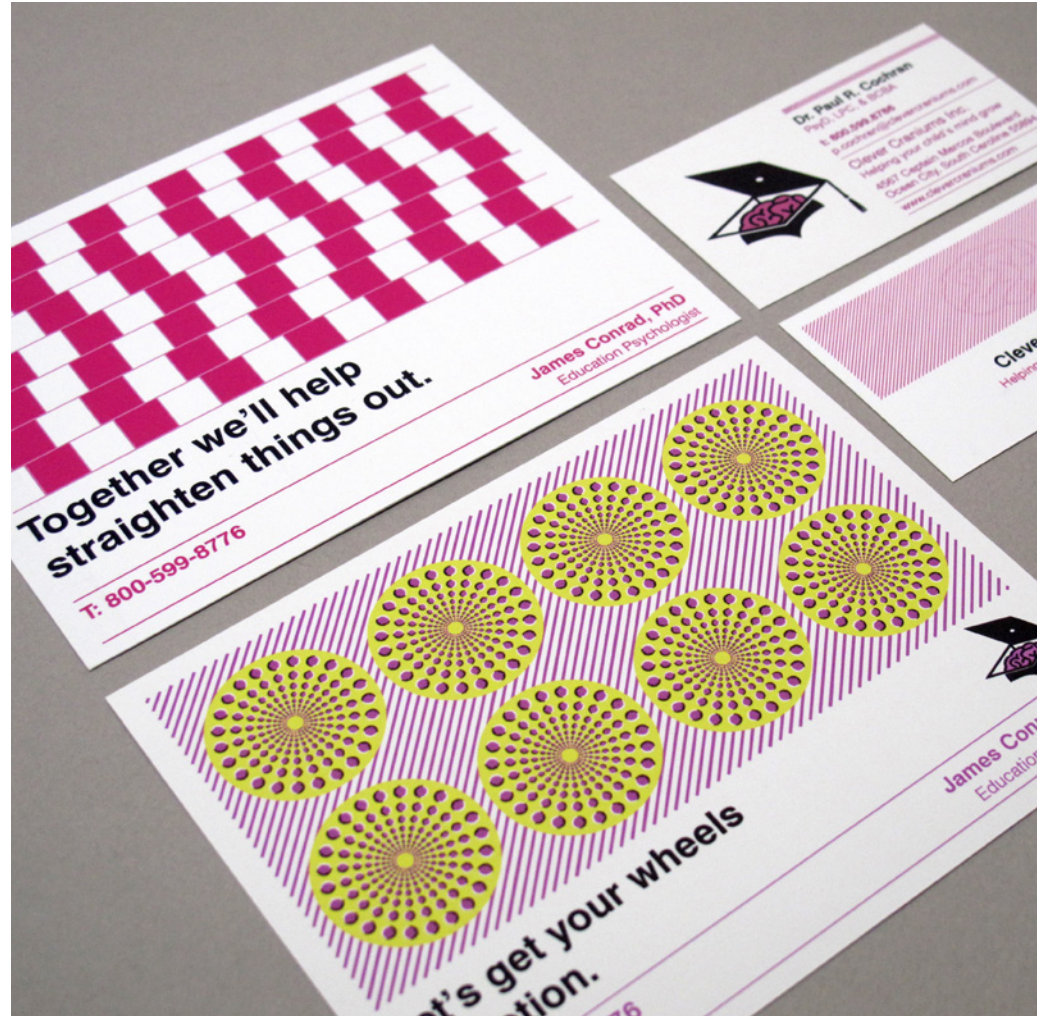


unalome & designs





# HIGH SCHOOL PSYCHOLOGIST



## TASK:

Create a business identity set meeting all the criteria specified in the brief by Vistaprint's internal clients. This particular brief called to create a business card with a logo, and that it must be appealing to high school students since the customer would most likely be a high school psychologist or guidance counselor. The brief requested a modern design with a hint of fun. I decided to use optical illusions to make the set more interesting and charismatic.

## DELIVERABLES:

- Logo
- Business cards
- Postcards
- Postcard magnet
- Address labels
- Poster





# SILIDIPS



**TASK:**

Create a brand for a silicone glove company who's target customer segment focused on individuals and companies formulating cannabis concentrates.

**DELIVERABLES:**

- Logo
- Business cards with spot gloss
- Packaging
- Squarespace template design



## BRANDING

# BOSTON LIGHTHOUSE INNOVATIONS

### TASK:

Create the corporate brand for Boston Lighthouse Innovations—a next-generation subset of Mass General Hospital which provides bioinformatics analytic tools and reports in molecular pathology to provide specialized data for cancer patients and doctors.

The idea of the original Boston Light lighthouse being the first to guide the path for ships coming into the harbor is synonymous with what Boston Lighthouse Innovations is doing with cancer research. This is where they got the idea for the name of the company and ultimately decided they wanted a logo created from the shape of the original Boston Light lighthouse.

The spiral staircase going up the lighthouse is represented as a DNA strand to show they are in the biotech industry and that DNA and genomics is a huge part of their research and reporting.

### DELIVERABLES:

- Logo & Logotype
- Business cards with foil accent
- PowerPoint template
- Stationary



LOGOTYPE REGULAR

BOSTON LIGHTHOUSE

LOGOTYPE BOLD

BOSTON LIGHTHOUSE





## MARKETING

# GEOMETRIC CONSTRUCTION

### TASK:

Create a marketing set using a geometric layout and photography that would cater to a customer in the construction business. This particular brief wanted the marketing materials as the focus of the set. This was made as a template design for Vistaprint's website, so all of the text is editable and the photographs can be swapped out, as well as the logo.

### DELIVERABLES:

- Logo
- Business cards
- Postcards
- Brochures
- Flyers





## TYPOGRAPHIC FOCUSED POSTCARD

**TASK:**

This was part of a push to create more direct marketing postcards to be sold on Vistaprint's website. This particular brief requested that the phrase "See You Soon!" was to be featured on the postcard, and the design should be type focused.

**DELIVERABLES:**

- Standard postcard
- Oversized postcard





## MARKETING

# FOOD & BEVERAGE: VINTAGE LOOK

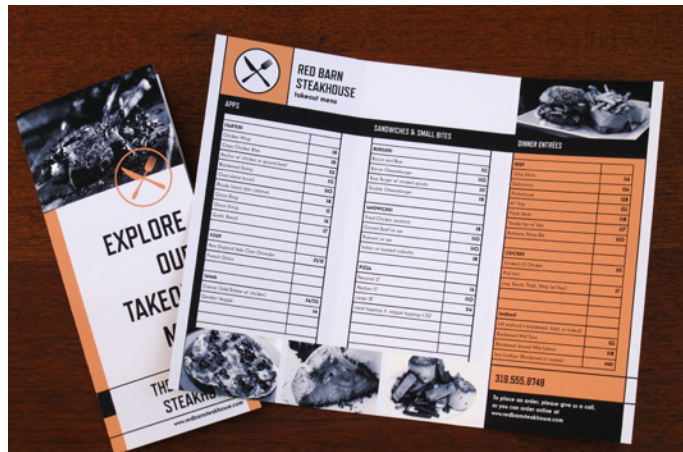
### TASK:

Create a marketing materials set for the food and beverage industry that had a vintage look to it. All images and text, including the logo are replaceable; as this is a template set designed for Vistaprint's website.

I wanted this set to have a modern looking layout but use colors that nodded to advertisements from the 50s. I used the images to the right as inspiration for this set.

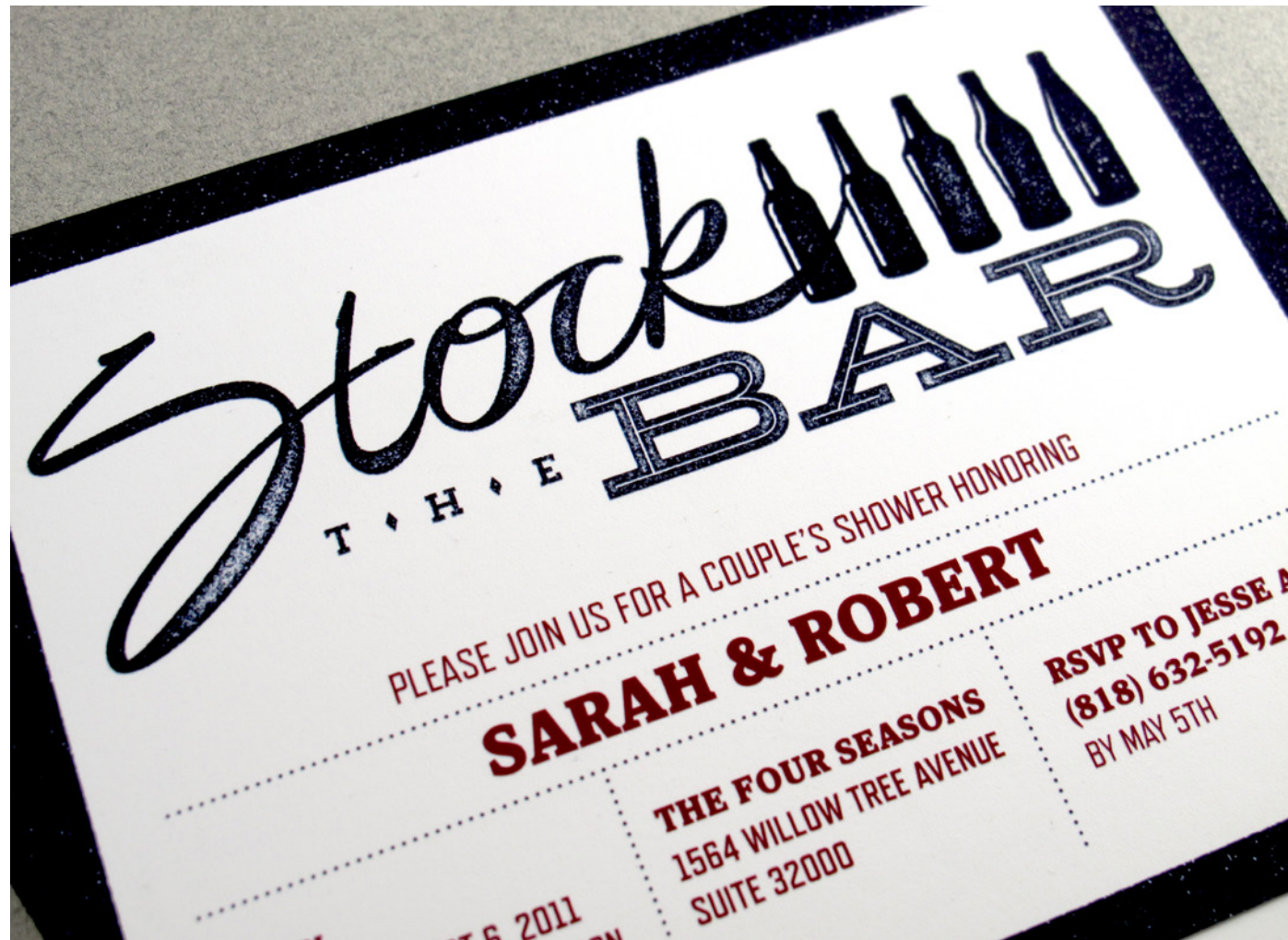
### DELIVERABLES:

- Business cards
- Brochures
- Letterhead/flyers
- Postcards
- Banners
- Rack cards





# COUPLE'S SHOWER INVITATION



**TASK:**  
Create a save-the-date card for a couple's shower that used the phrase "Stock the Bar". This design features hand-made lettering for "stock" combined with customized fonts. This is a Vistaprint template, so all of the text on the bottom half of the card is editable.

- DELIVERABLES:**
- 5x4 save-the-date card





# HOLIDAY PARTY INVITATION



**TASK:**  
This brief asked for a holiday card design that had a rustic animal theme to it. This is a template design on Vistaprint's website and all the text featured on this design is fully editable.

**DELIVERABLES:**  
• 5x4 invitation card



# HOLIDAY CARDS



## SECULAR HOLIDAY CARD

5x7

This is a Vistaprint template that called for a secular design using the phrase "Furry & Bright". This design features custom typography.



## CHRISTMAS CARD

6x9

This is a Vistaprint template that features custom edited fonts to create a subtle whimsical look.



# HOLIDAY CARDS



## NEW YEAR'S CARDS

6x9 (Left)

Vistaprint New Year's holiday card that called for a simple and clean look.

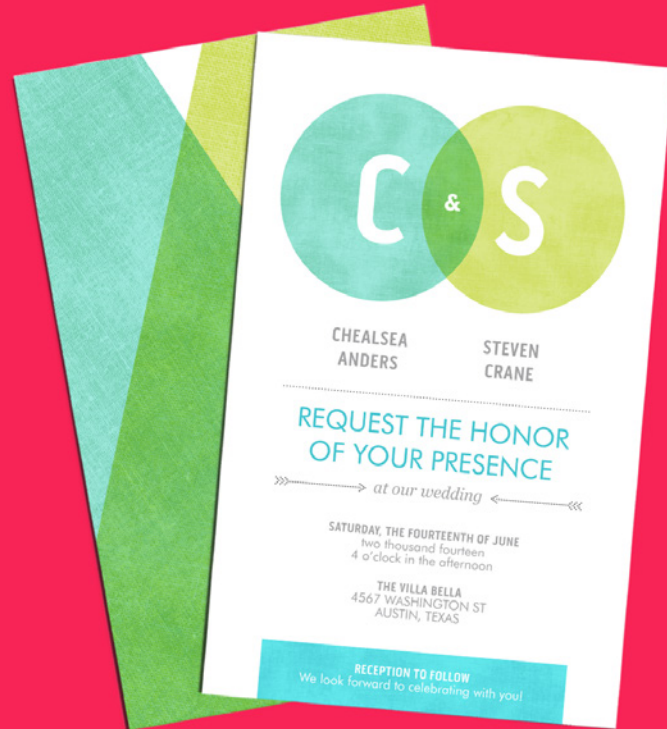
5x7 (Right)

Vistaprint New Year's holiday card featuring hand-drawn type. This request asked for a fun and cheerful looking design.





# WEDDING INVITATIONS



## VENN DIAGRAM

6x9

Modern looking with a hint of craft, this colorful wedding invite uses a Venn diagram theme for a playful yet clean look.



## DESTINATION WEDDING

6x9

This wedding invitation uses a postage theme to show this couple will be having a destination wedding. This theme allows for this template to work for a wedding destined for any location.



SIGNAGE

# A COLLECTION OF POSTERS



## YOGA RETREAT

11x17

This poster is a template I designed for Vistaprint. It is meant to appeal to someone who runs a yoga studio or organizes yoga retreats. Since all the text is editable, this design could be used for anything that calls for a modern look with a serene calming theme. The photograph is also interchangeable so the customer could upload their own photo to whatever they'd like.



## SUMMER FILM FESTIVAL

**THE THEATER CO.**  
www.theaterco.com

### ABOUT US

We're a collective of movie buffs, actors, playwrights, and anything that has to do with film, production, and theater. Join us on July 17th for our 5th annual film festival. Day showings will be held at 1475 Main St, Webster, MA. Night showings will be held across the street on the common. Free admission day or night.

## SPONTANEOUS COMBUSTION

11x17

This poster is for weekly Jazz musical sessions of music at the Spot Underground in Providence, RI. Spontaneous Combustion consists of a few Jazz musicians who encourage other artists sit in with them and play music or perform. It's meant to be improvisational and open to anyone.



*meet  
mingle  
listen  
play &  
make  
something  
new*

## spontaneous COMBUSTION

**mike tanaka & friends**  
WITH SPECIAL GUESTS

**wednesdays**  
STARTING MAY 6TH

**the spot underground**  
6-10PM

**everyone plays**

Free, weekly jazz sessions, open to everyone, with no limits on musical background or technical level.

Any and all instrumentalists are encouraged to participate, including vocalists and spoken word artists such as poets and rappers, as well as expressive artists such as dancers.

**expect THE unexpected**

## FILM FESTIVAL

11X17

This is a template poster design for Vistaprint. It is meant to be used by anyone who would need a poster relating to movies, for instance a film festival or someone having a backyard movie showing.