PALMER SPENCE

Welcome to my portfolio.

Here you will find a selection of my best work that highlights my approach to design and showcases my abilities. Every design was made and curated by me.

Ginger Garlic Redesign

Objective

Redesign the outdated website of Ginger Garlic, a local Regina restaurant, to modernize its online presence and improve user experience

Role

Led the design process, including a design journal, wireframes, mockups, and iterative improvements using Figma, informed by peer feedback.

Highlights

• Clean, modern and responsive design
• Simplified navigation and new visual
• Presented at 2024 Student Showcase

Challenges

Balancing brand consistency with a modern approach, solved through research and iterative feedback.

Digital Media Marketing for Mackenzie Art Gallery

Objective

Create and implement a digital media marketing campaign to promote MacKenzie Art Gallery's family-friendly programs and workshops, increasing community engagement and participation.
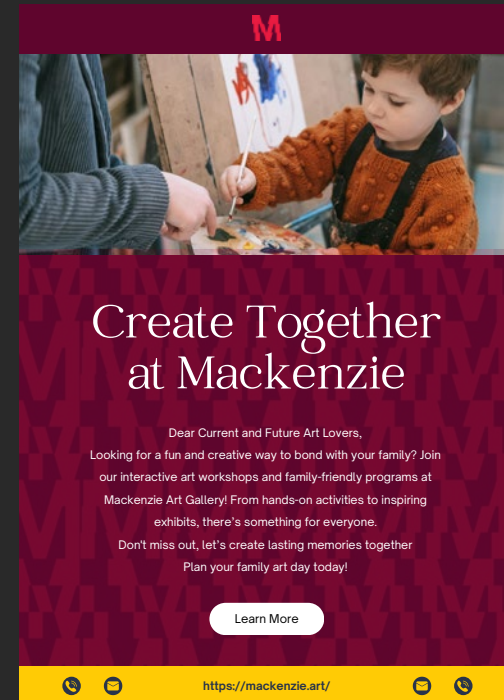
Role

I developed a comprehensive strategy that included keyword research, Google Ads campaigns, email marketing, and display advertisements to drive awareness and traffic to the gallery's programs.

Highlights

• Targeted SEO with popular keywords like "Family Art Workshops."
• Designed Google Ads and video campaigns for families.
• Created an engaging email newsletter to boost participation.

Challenges

Ensuring consistency in messaging across all platforms while appealing to a diverse audience of families and individuals interested in art.

Create Together at Mackenzie

Dear Current and Future Art Lovers,
Looking for a fun and creative way to bond with your family? Join our interactive art workshops and family-friendly programs at Mackenzie Art Gallery! From hands-on activities to inspiring exhibits, there's something for everyone.
Don't miss out, let's create lasting memories together
Plan your family art day today!

Learn More

https://mackenzie.art/

MAG FAMILY ART WORKSHOPS

JOIN TODAY

CREATE TOGETHER AT MACKENZIE!

LEARN MORE

Songs of Summer Vinyl Cover

Objective

Create a visually appealing vinyl cover using a preselected set of photos, transforming them into an engaging and cohesive design that captures the essence of summer.

Role

I conceptualized and designed the cover, combining the provided imagery with bold typography and a vibrant color palette to evoke a chic and sunny summer vibe.

Highlights

• Layered imagery to create depth and focus on the subject.
• Playful pastel gradients that convey warmth and nostalgia.
• Elegant typography for a modern, high-fashion aesthetic.

Challenges

Blending the preselected images seamlessly while maintaining a polished, cohesive design.

Teddy Toys Style Guide

Objective

Develop a branding style guide for Teddy Toys, a fictitious children's toy brand, focusing on creating a playful, cohesive, and professional identity centered around the tagline, "The Gift of Play."

Role

I created the branding guide, designing the logo, selecting fonts and colors, and developing guidelines for logo usage, typography, and graphic elements to ensure a consistent visual identity.

Highlights

• Playful circular bear logo in vibrant red and orange.
• Friendly colors like Cherry Friendship Red and Sunny Hug Orange.
• Whimsical Baloo 2 fonts paired with Quicksand for readability.

Challenges

Balancing childlike playfulness with professionalism to create a branding style that appeals to children and their families.

Branding Style Guide: Logo

Our Logo:

Our logo is a whimsical embodiment of Teddy Toys' essence and the very spirit of play. The curious circular bear, adorned in a delightful blend of light brown and orange against a vibrant red background, is a visual celebration of our commitment to providing "The Gift of Play."

Branding Style Guide: Colour Scheme

Colour Scheme:

In crafting the colour palette for Teddy Toys, every hue has been carefully selected to evoke a sense of warmth, playfulness, and joy. The harmonious combination of colors serves as the visual foundation for our brand, creating a vibrant and inviting atmosphere that resonates with both children and their families.

Primary Colours:

RGB: R:236 G:32 B:39
CMYK: C:0 M:86 Y:83 K:7
Cherry Friendship Red

RGB: R:251 G:176 B:58
CMYK: C:0 M:30 Y:77 K:2
Sunny Hug Orange

RGB: R:252 G:207 B:139
CMYK: C:0 M:18 Y:45 K:1
Buttercream Dream

Secondary Colours:

RGB: R:78 G:194 B:193
CMYK: C:60 M:0 Y:1 K:24
Teal splash

RGB: R:140 G:100 B:76
CMYK: C:0 M:28 Y:46 K:45
Fuzzy Bear Brown

Branding Style Guide: Font/Typography

Font/Typography:

At Teddy Toys, our font choices are a carefully curated ensemble designed to mirror the brand's vibrant personality and commitment to a whimsical play experience. Each font serves a specific purpose, contributing to the overall visual identity and reinforcing the essence of "The Gift of Play."

Baloo 2 ExtraBold (Primary):
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()-_=+[]{}|;:'",.<>?/`

Baloo 2 Bold (Headings):
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()-_=+[]{}|;:'",.<>?/`

Baloo 2 SemiBold (Subheadings):
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()-_=+[]{}|;:'",.<>?/`

Quicksand regular (Body Text):
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()-_=+[]{}|;:'",.<>?/`

Movie Poster Design

Objective

Design a cinematic movie poster for Crazy Horse, inspired by Indigenous heritage and storytelling. The goal was to create a visually compelling piece that honors the spirit of resilience and cultural significance while appealing to a modern audience.

Role

As an Indigenous designer, I approached this project with a focus on authenticity and cultural representation. I crafted the visuals using minimalist elements, bold typography, and a dramatic color palette that reflects the tone of the story.

Highlights

• Nods to Indigenous storytelling through imagery and composition.
• Modern typography and balanced composition.
• Vibrant gradients and reflections.

Challenges

Ensuring the design felt both culturally respectful and visually impactful through careful research and iterations.
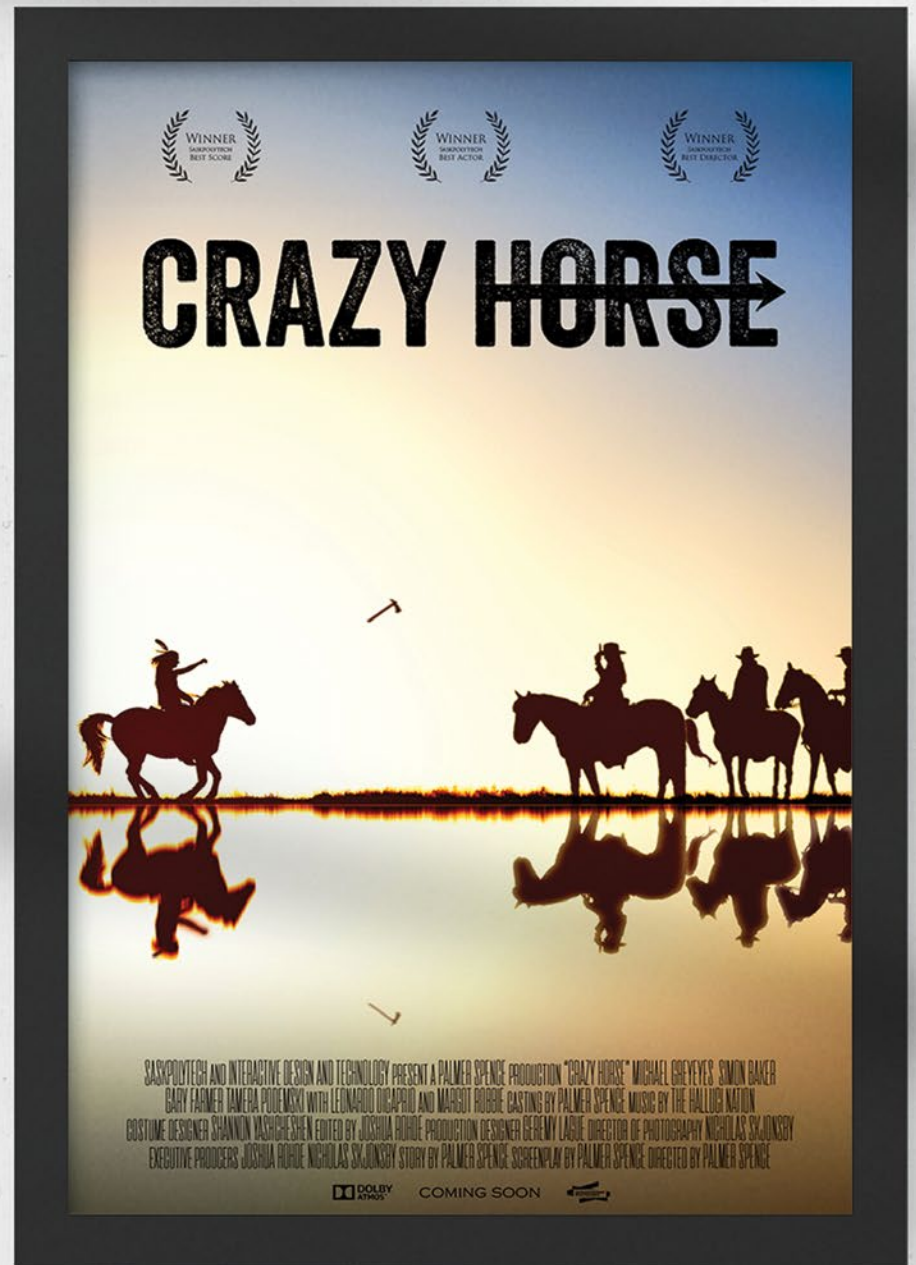
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