



Joshua Worme

DESIGN PORTFOLIO

IDENTITY DESIGN | BRAND DESIGN | GRAPHIC DESIGN

There are 3 responses to a design - yes,
no and WOW! I always aim for

WOW!

adapted from
Milton Glaser



Barbados

A little about me ...

Hi there! My name is Josh and I am a designer from the island of Barbados. As you'll see in the following examples, I have experience in brand creation & revitalization, identity design, wider graphic design, web development, UI/UX design and everything in between. I'm truly in my happy place when I'm designing.

I pride myself on designing instantly recognizable brand identities that can be used to create the widest possible range of promotional material. Some areas of design that I really enjoy include information hierarchy, white space, lines, colour and typography. I can't wait to help take your brand to the next level!

Sincerely,



Joshua Worme



S H O W C A S E

Association of Caribbean Students

ACS | Introduction

The Organization

A student-run social club at the University of Waterloo dedicated to the promotion of Caribbean culture and organization of events designed to make Caribbean students feel at home.

The Project (Part A)

Create an entirely new visual identity for the club that more accurately reflects the Caribbean image, including a new logo, new design language for promotional material, and a new website.

The Project (Part B)

Create promotional material for events using the newly developed design language in a consistent manner to ensure brand recognition, increase event interest from members, and effectively communicate important event information.

ACS | The Project (Part A)

Logo Colourways



Internal - Primary



External

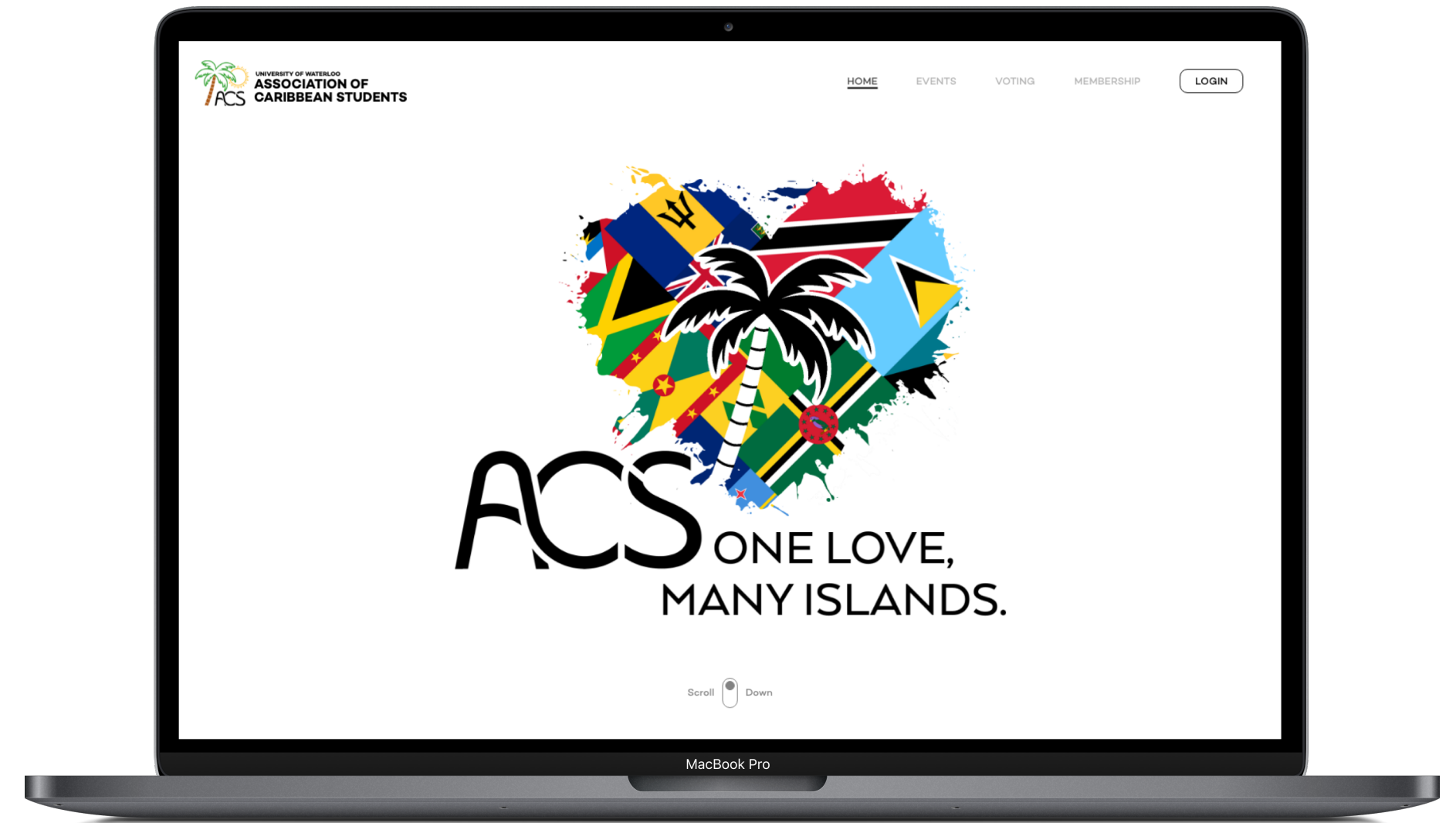


Internal - Monotone



Internal - Reverse

Website Redesign



[EXPLORE THE DESIGN →](#)

ACS | The Project (Part B)

Promotional Posters for ACAW Events



Posters designed in collaboration with another club for African Caribbean Awareness Week (ACAW).

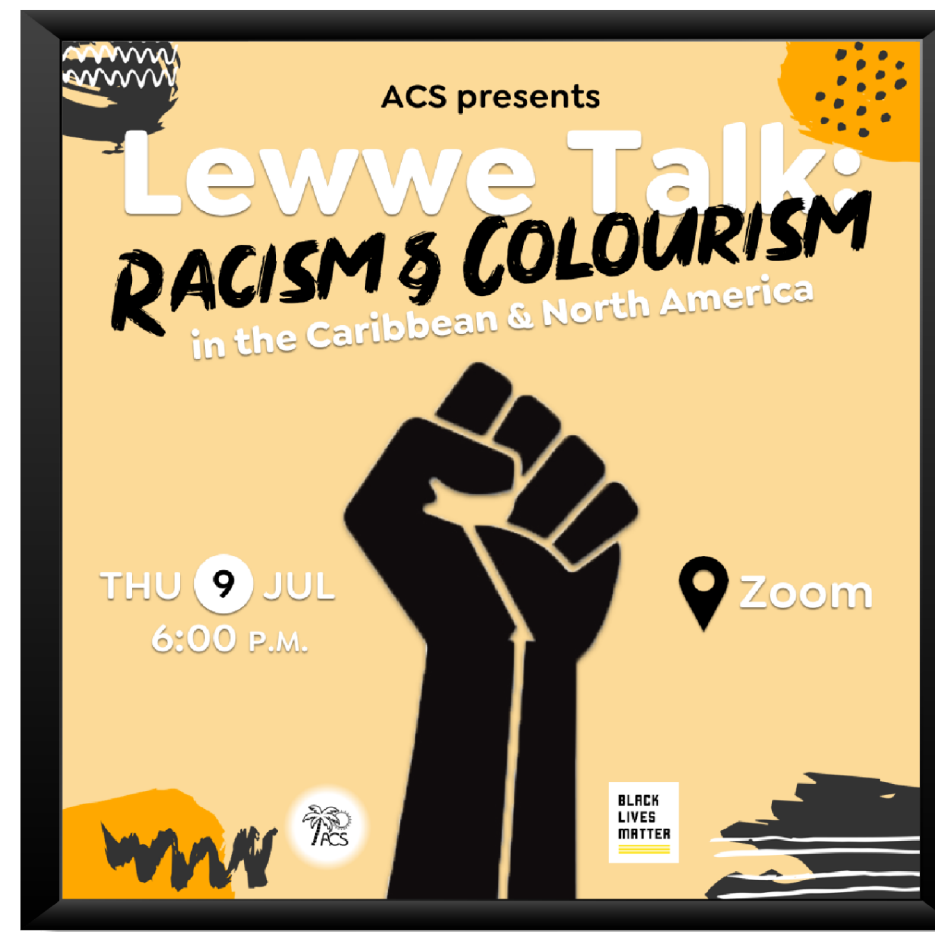
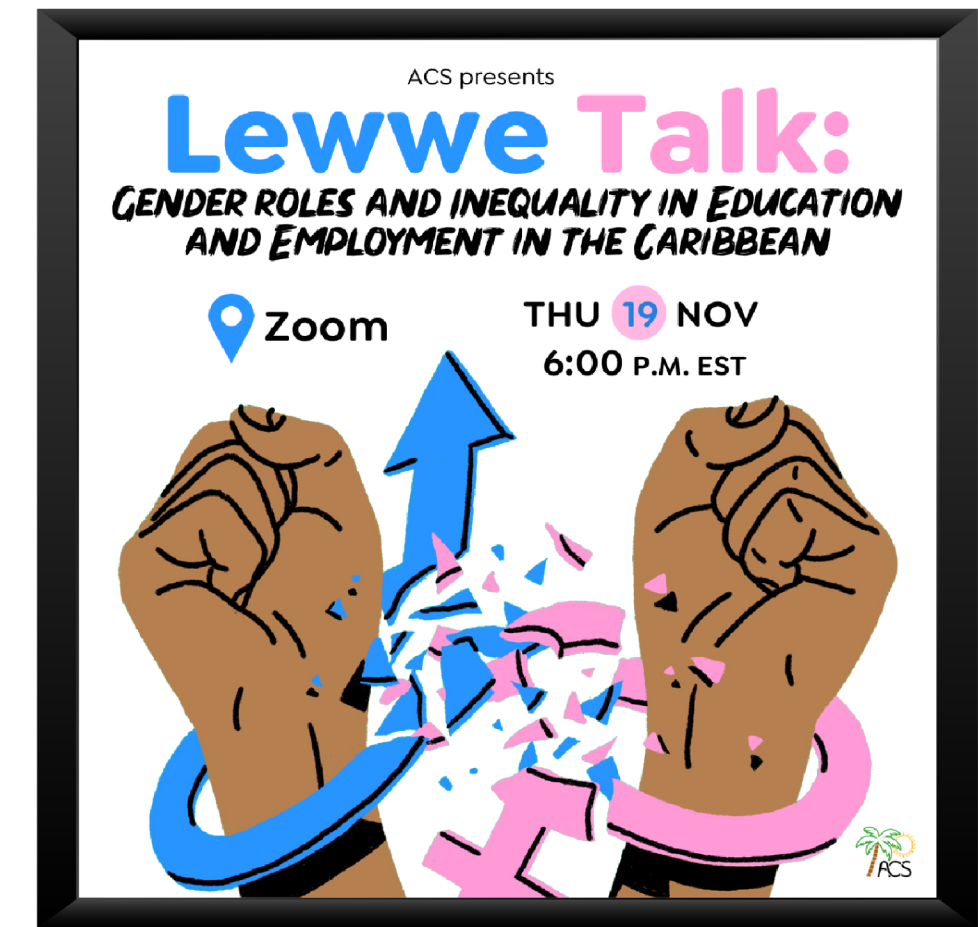
Skills displayed: Collaborative creativity | Ability to design a co-branded, multi-event series



Promotional material designed for "ultim8" and "ILLUMIN8" events as part of the "Project C[arnival]" series.

Skills: Ability to design a branded event series, displayed: Creative logo design & use of colour

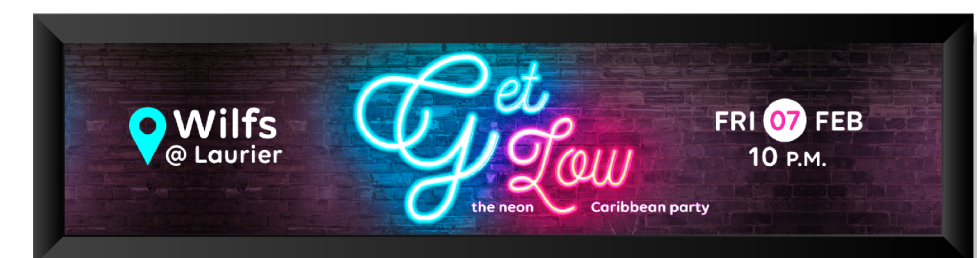
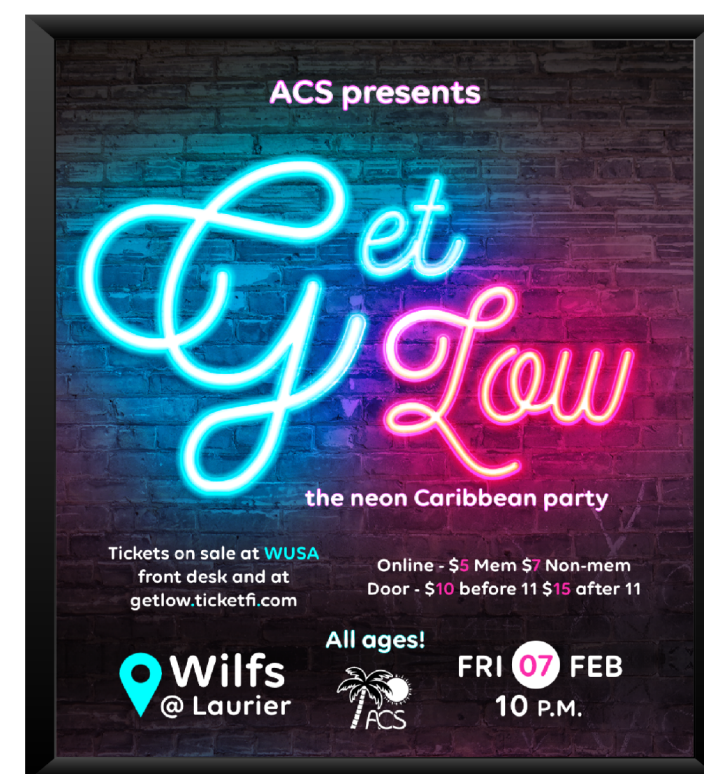
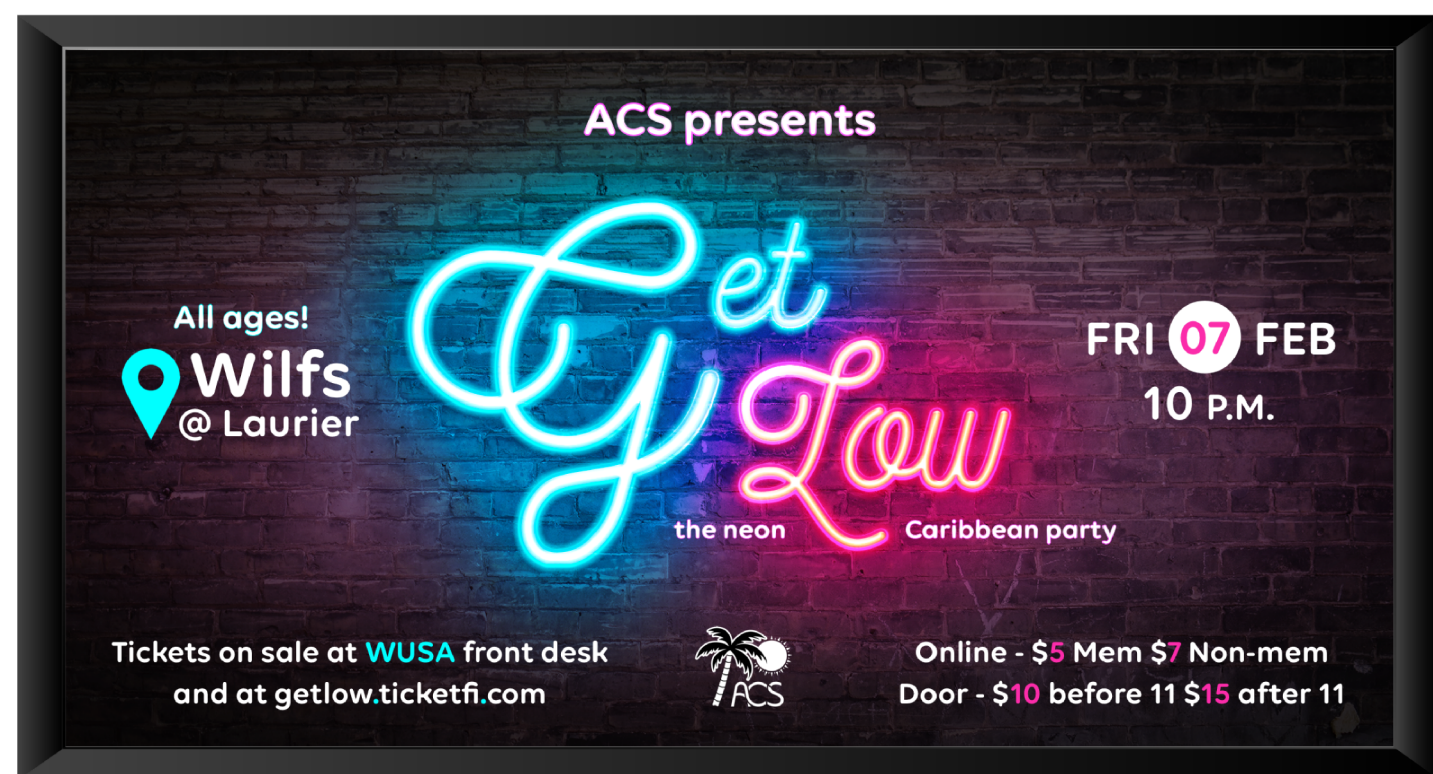
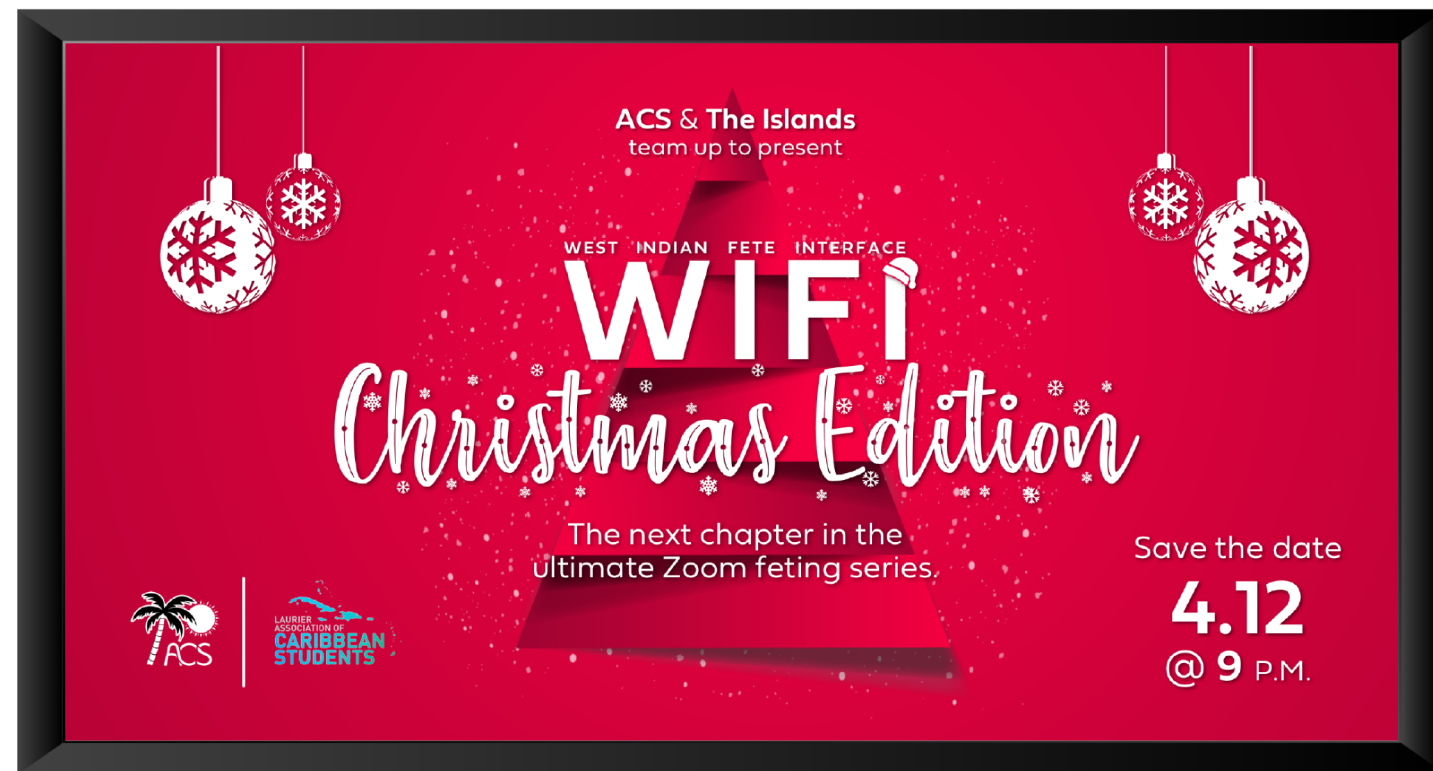




Promotional material designed for 3 editions of the “Lewwe Talk”.recurring event.

Skills displayed: Ability to design a themed, recurring event





Promotional material designed in various sizes for the “Get Low (Glow)” and “WiFi: Christmas Edition” parties.

Skills displayed: Ability to design content for multiple aspect ratios

S H O W C A S E

Bajan Apparel



Bajan Apparel | Introduction

The Brand

A clothing brand I created to identify the wearer as having Barbadian roots or sharing Barbadian values (“Bajan” is slang for Barbadian) without being seen as “tourist clothing”.

The Project (Part A)

Create a visual identity for the brand including a logo, wordmark and design language for all t-shirt designs that is distinctive and highlights the most notable “Bajan visual elements” - the black, yellow and blue colours of the flag and the Trident.

The Project (Part B)

Create t-shirt designs that accurately capture the essence of “being Bajan” and are instantly recognizable by anyone who is familiar with the culture as being something that only a true Bajan would know.

Bajan Apparel | The Project (Part A)



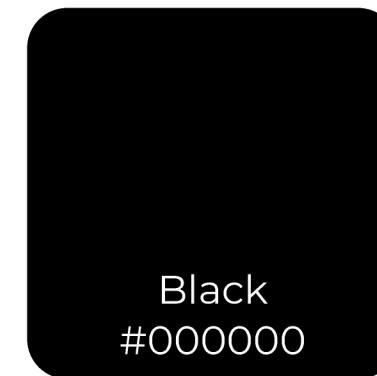
Contextual Logo



Official (Full) Logo



The flag of Barbados



Bajan Apparel | The Project (Part B)

Launch T-Shirt Design

Clothing Tags



Initial t-shirt design inspired by the Barbados flag and local slang for “work hark, play harder”, and the attached personalized tags thanking the buyer and denoting its limited edition number.

S H O W C A S E

Rogers Stationery



Rogers Stationery | Introduction

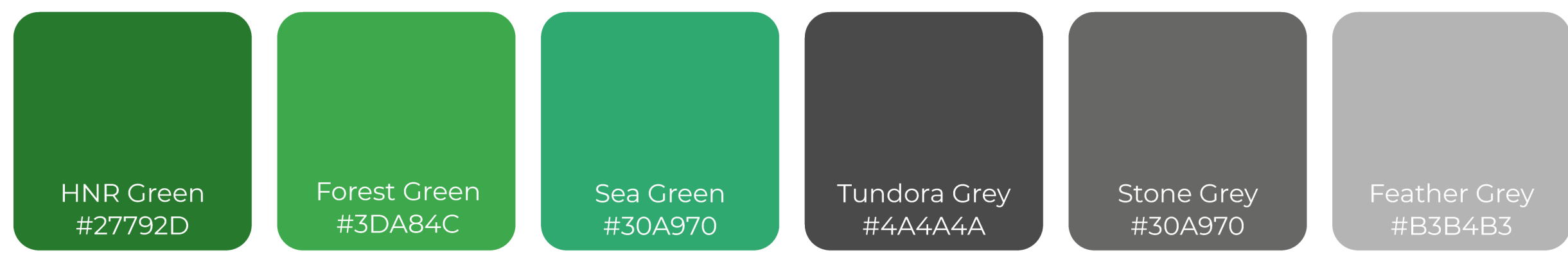
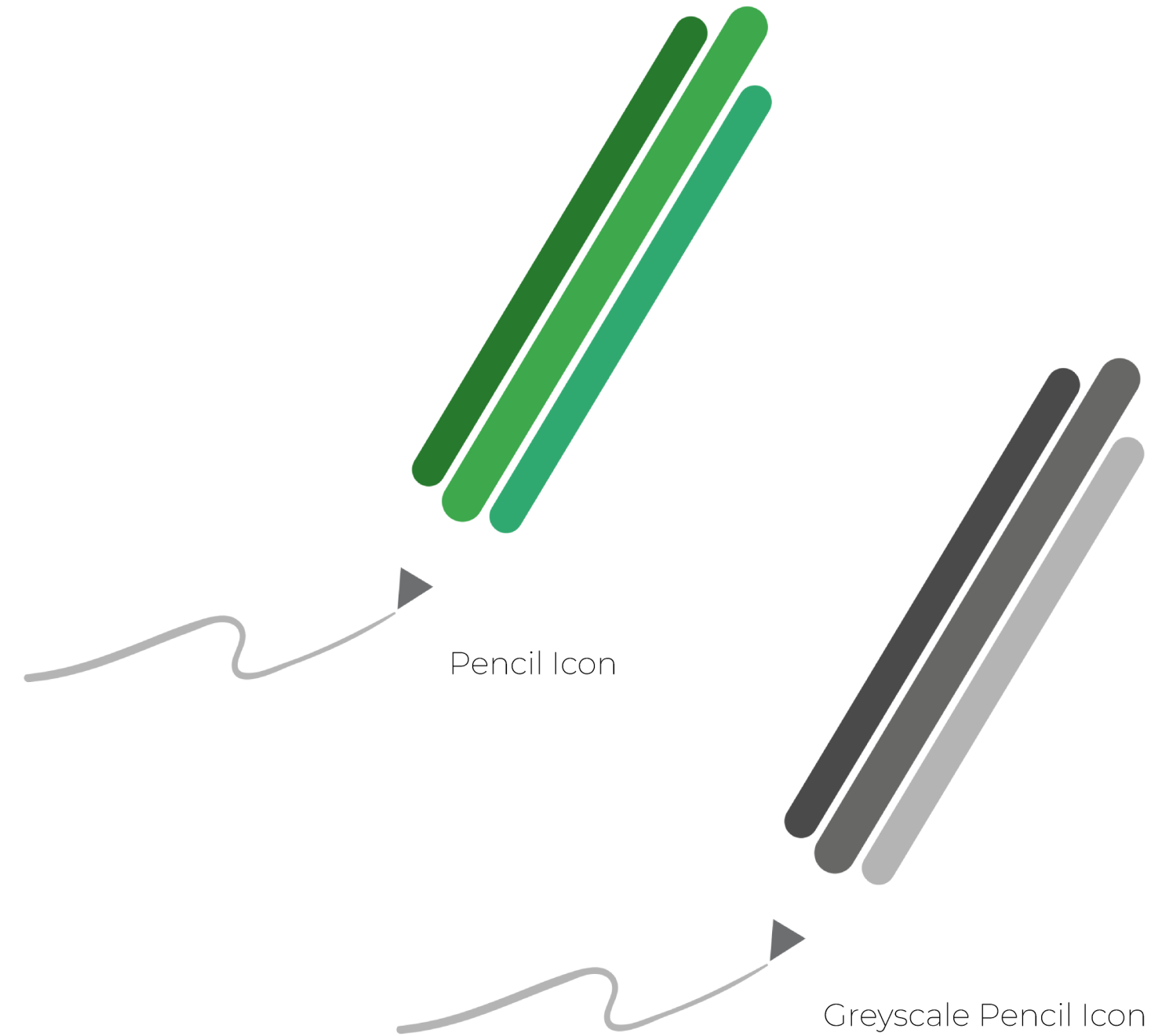
The Company

The leading B2B stationery and office supplies company in my native Barbados with a 50 year history of going above and beyond to deliver exceptional, friendly, personalized service.

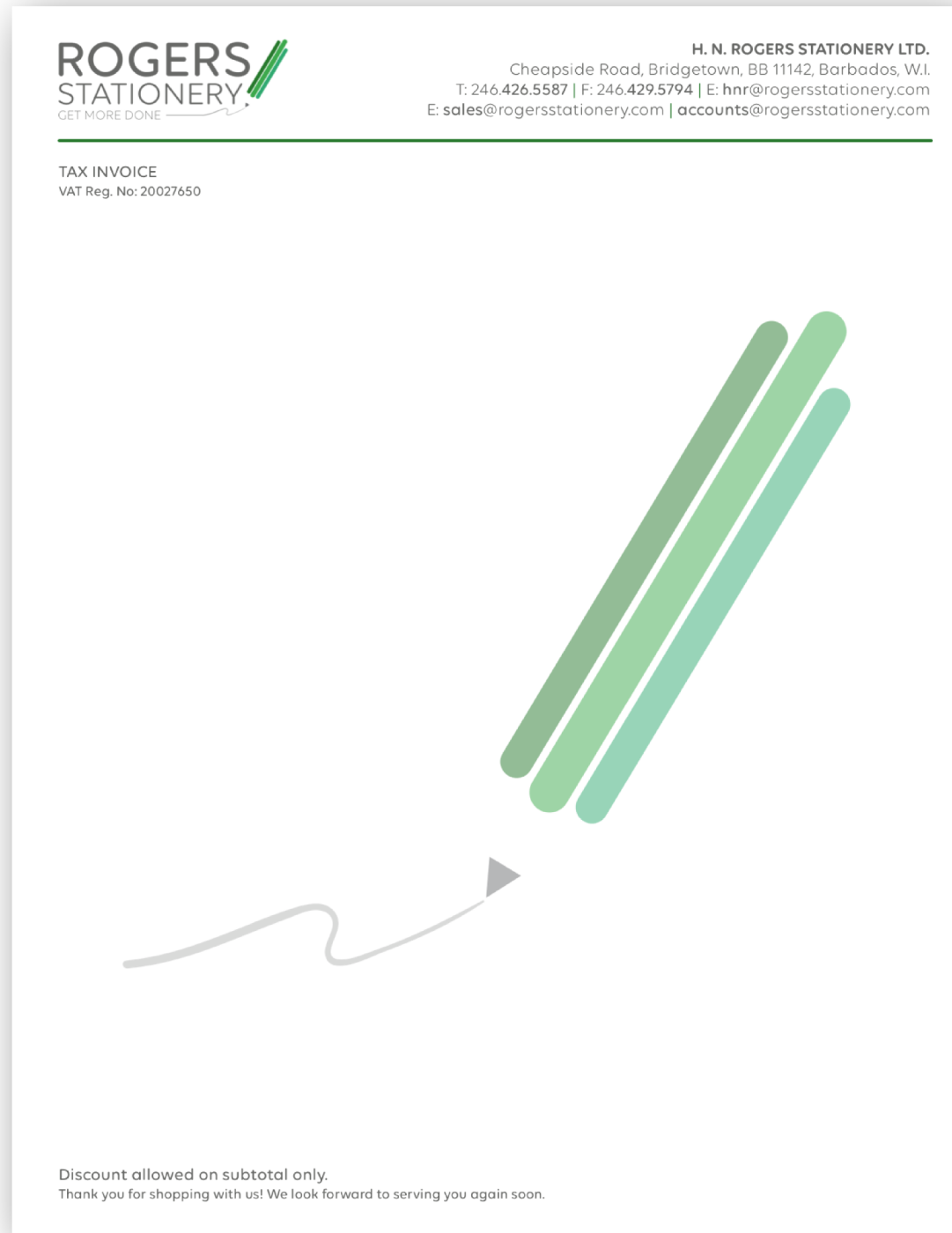
The Project

Create an extensively refreshed visual identity that retains enough of the key elements of the old identity to remain unmistakably “Rogers” while modernizing it enough to bring it into the 21st century.

Rogers Stationery | The Project



Rogers Stationery | The Project



Template Invoice with the Icon Watermark



Business Card Front



Business Card Back



Delivery Van Side Profile



Delivery Van Rear Profile

S H O W C A S E

2 Icy Consulting



2 Icy Consulting | Introduction

The Company

A group of students brought together by Laurier's Integrated Case Exercise (ICE) business competition, forming a pseudo-consulting firm tasked with designing a solution to a business' real-world problem and presenting it to a board.

The Project (Part A)

Craft a creative name for the group, incorporating our group number (2), and design a limited visual identity including a company logo and business cards for the group members.

The Project (Part B)

After being tasked with the above, I took the initiative and extended the visual identity by creating a colour palette and design language to aid in the creation of the mandated PowerPoint slide deck.

2 Icy Consulting

The Project (Part A)



Square Logo



Horizontal Logo



Business Card Front



Business Card Back

2 Icy Consulting | The Project (Part B)

Slides from the Board Presentation

COMMUNITECH

2 ICY
CONSULTING

SMARTERLOO PROPOSAL

DECISION CRITERIA

- Realize Outcomes for Residents
- Linkage with Communitech Data Hub
- 12-Month Plan to Show Proof of Concept
- Financially Self Sustainable
- Leverage Waterloo's Assets

SMARTERLOO PROPOSAL COMMUNITECH

IMPLEMENTATION PLAN

IMMEDIATELY

3-9 MONTHS

9-12 MONTHS

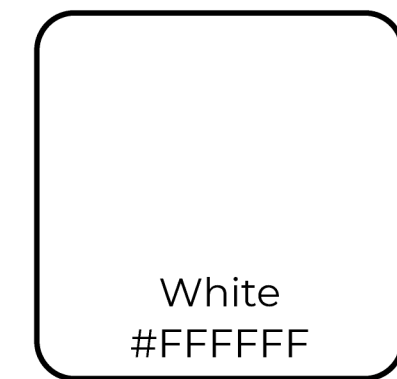
AFTER YEAR 1

SMARTERLOO PROPOSAL COMMUNITECH

A BIG THANKS FROM US AT

2 ICY
CONSULTING

QUESTIONS?



Colour Palette

S H O W C A S E

Hyppo Marketing



Hyppo Marketing | Introduction

The Company

A group of students brought together by Laurier's Integrated Marketing Communications course, forming a pseudo-agency to create a marketing campaign, and subsequently present it to the client.

The Project

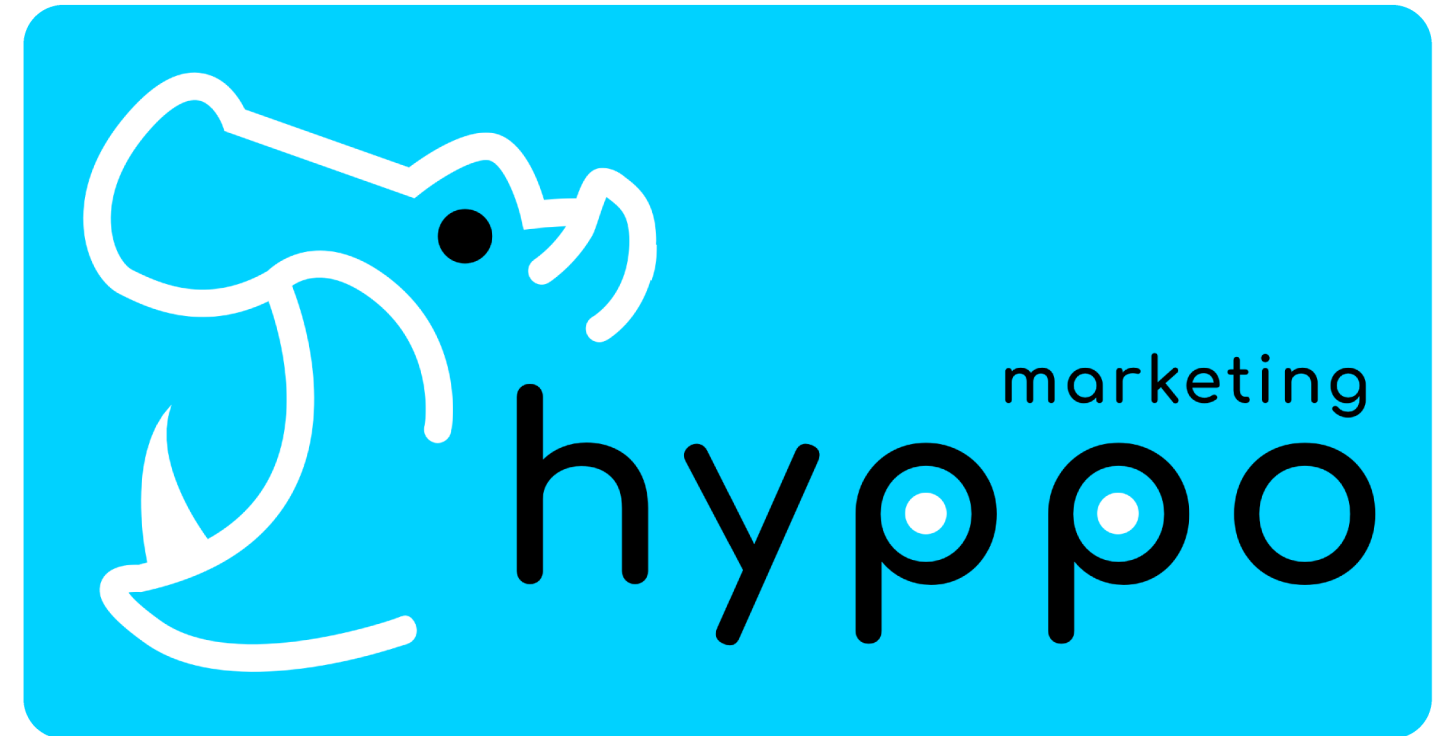
Although the standard published requirements of the assignment were quite basic, I had the foresight to see the added value of giving our agency a name and a visual identity including a logo, icon, colour palette, wordmark, designated font, and design language for the slide deck.

Hyppo Marketing

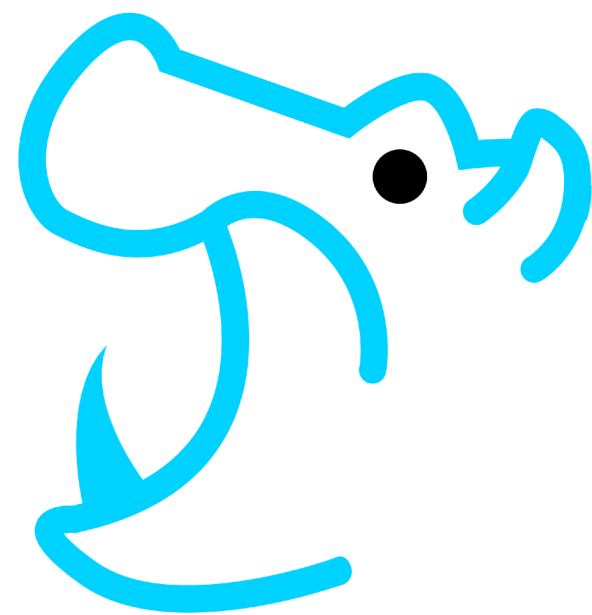
The Project



Primary Horizontal Logo



Alternate Horizontal Logo



Primary Icon



Alternate Icon

hyppo marketing inc.

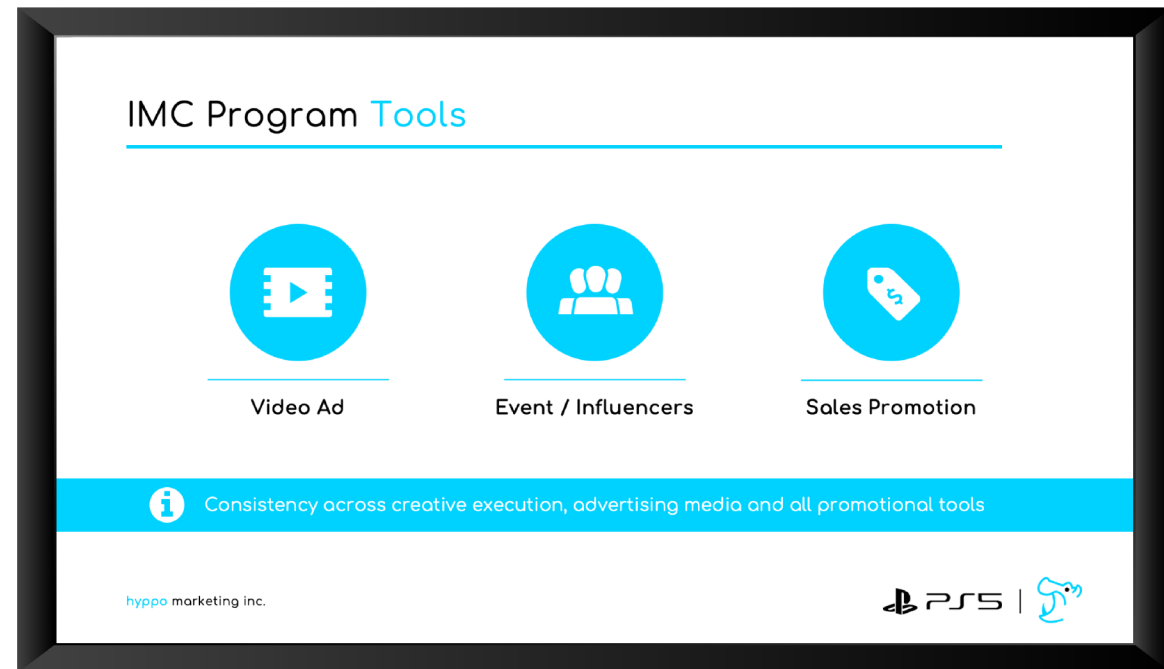
Primary Official Wordmark

hyppo marketing inc.

Alternate Official Wordmark

Hyppo Marketing | The Project


Slides from the Campaign Presentation

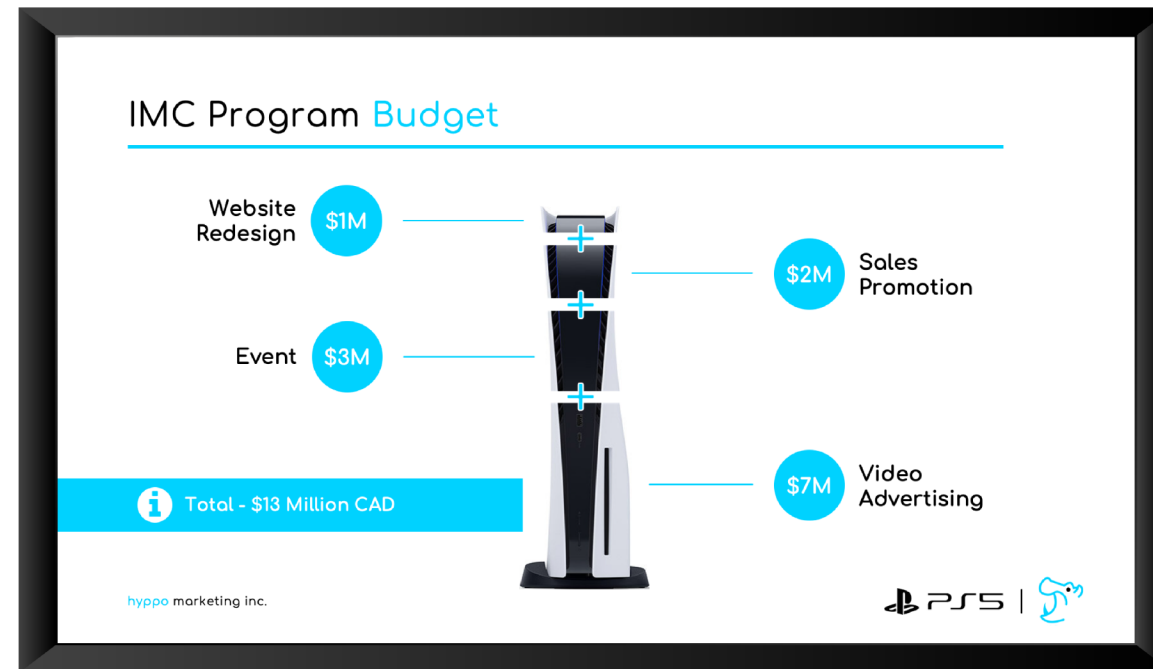


IMC Program **Tools**

- Video Ad
- Event / Influencers
- Sales Promotion

i Consistency across creative execution, advertising media and all promotional tools


hyppo marketing inc. PS5 | 

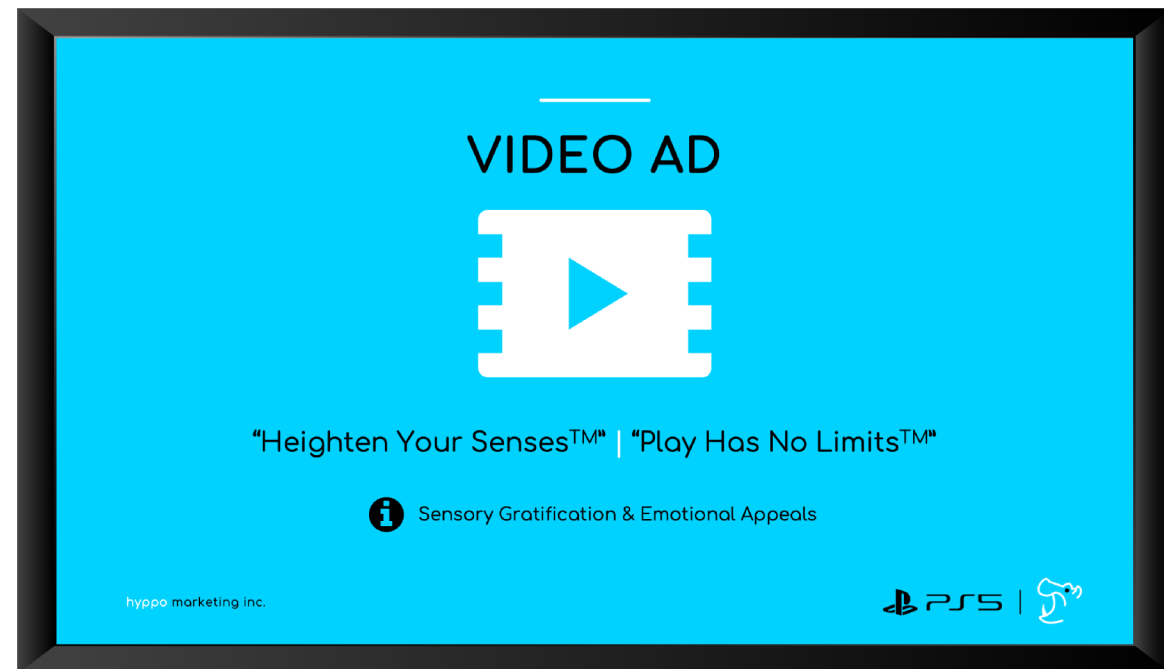


IMC Program **Budget**

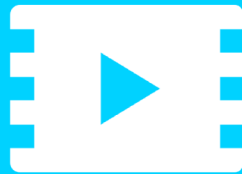
- Website Redesign \$1M
- Event \$3M
- Sales Promotion \$2M
- Video Advertising \$7M

i Total - \$13 Million CAD

hyppo marketing inc. PS5 | 




VIDEO AD



"Heighten Your Senses™" | "Play Has No Limits™"

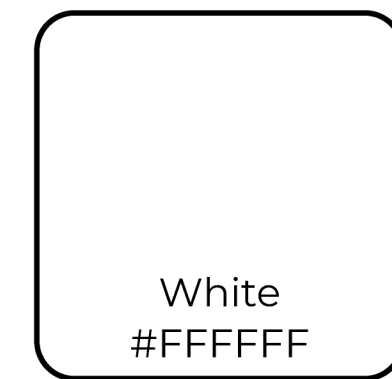
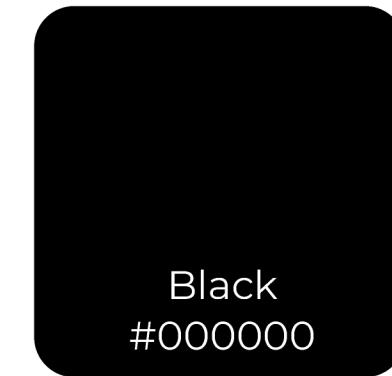
i Sensory Gratification & Emotional Appeals

hyppo marketing inc. PS5 | 



Thanks for listening

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Colour Palette

S H O W C A S E

Other Brands



Other Brands | Introduction

The Brands

Both Meazure Me and V Squared were the result of group projects in Laurier courses. Meazure Me is an app designed to create a 3D model of the user's body from a simple scan and cross reference that with a database of clothing measurements from popular brands to ensure you choose the optimal size. V Squared is a plant-based gummy, suitable for vegans, vegetarians and health-conscious consumers.

The Project

Both projects required relatively little, if any, design elements, but nonetheless I created a logo for both, as well as a packaging design for V Squared.

Other Brands

The Projects



Primary Full Logo



Alternate Full Logo



Primary Icon



Alternate Icon



Primary Logo



Alternate Logo



Packaging Mockup

Thank you for reading!

If you have any questions about my portfolio or would like to discuss opportunities to work together, feel free to call or email me, or visit my website for more information.



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