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Spring 2020

### Hannah Airoidi, Senior Art Exhibition Portfolio

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Hannah Airolidi  
Senior Exhibition, 2020  
*Nestled Cafe*

As a graphic designer, a large portion of my work is composed of brand identities and packaging design. The work in this portfolio explores both. I created the series, Nestled Cafe, to portray the branding of a fictionalized Cafe. The series includes a logo, menu, poster, business card, and coffee cup. The design behind a business-identity is crucial, as it influences a potential customer's decision to visit. To begin, I explored a diversity of cafes in order to discover how the identity correlated to the look and feel of the cafe. My goal was to convey that Nestled Cafe has a relaxed, comfortable, inviting atmosphere. I convey this through a minimal aesthetic. Clean, simple designs give a welcoming and personal sensation. The neutral and organic color palette are used to create a cozy feeling.

Logo



# Coffee Cup Design



# Business Card



# Menu



# Stickers



# To Go Bags



# T-Shirt

