

PORTFOLIO

Layane Mneimneh
Graphic Design

CONTENTS

1–

Introduction

2–

Design Projects

Branding and Identity

Print Designs

Digital Designs

3–

Client Work

4–

Personal Projects

5–

Contact Information

INTRODUCTION

Hi! My name is Layane Mneimneh, and I'm a second-year university student studying graphic design. I have a passion for visual communication and using design to tell stories and solve problems. In my first year of studies, I honed my skills in typography, web design, and color theory, as well as gained experience in software mostly in Adobe Illustrator, Photoshop, After Effects & Adobe XD. And now in my second year I learned more about Branding, Layout, Art Direction... I'm excited to continue learning and growing in the field of graphic design, and I look forward to using my skills to make a positive impact.



BRANDING AND IDENTITY

I studied Branding I and II, learning about logo changes, rebranding, brand identity and finding USP and UGPs. In Branding II, I had a big project creating an airline brand from scratch; from the logo to the stationaries, BTL materials...

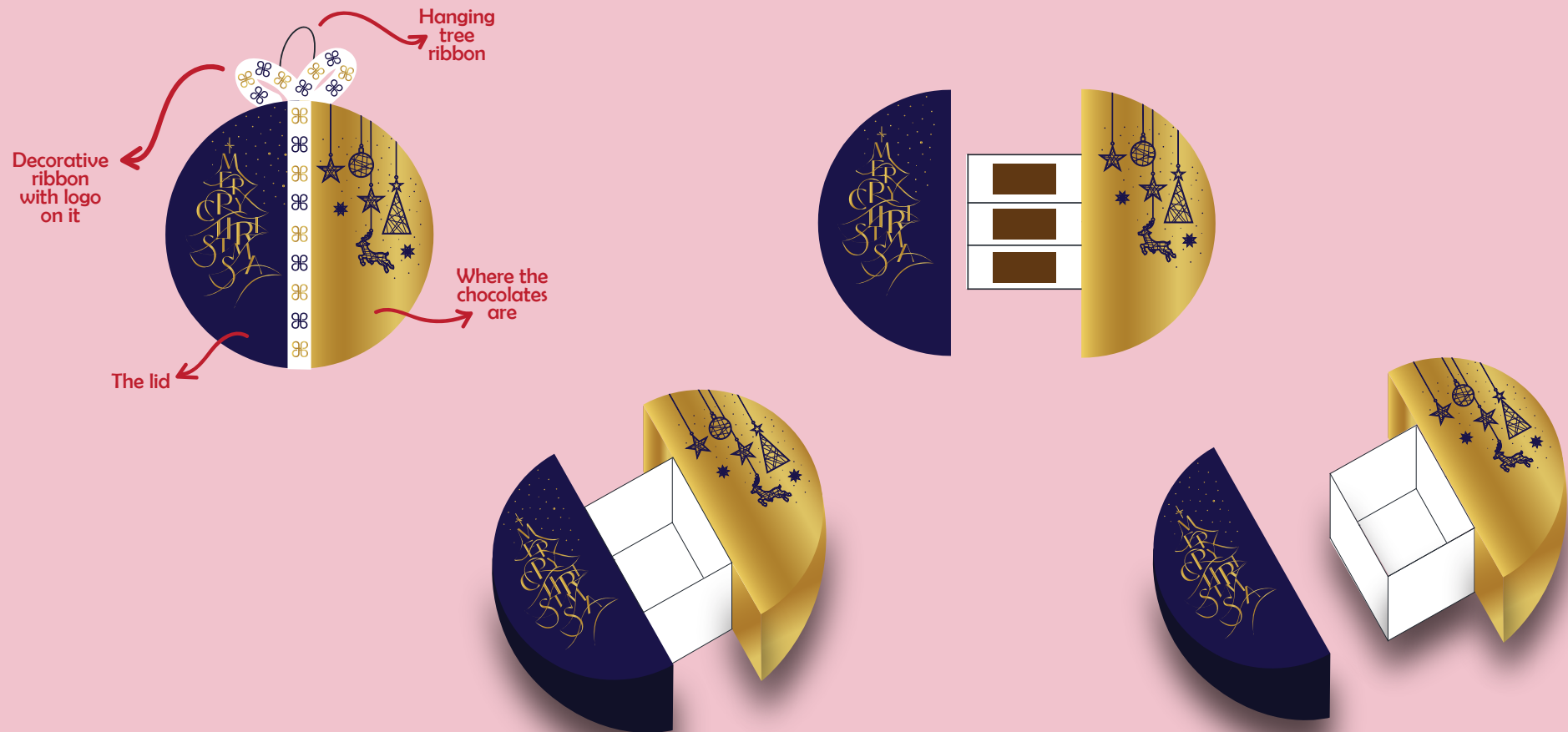
Logo Facelift



Logo Rebranding

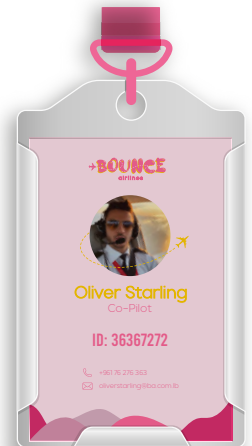
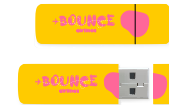
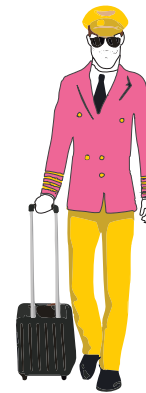
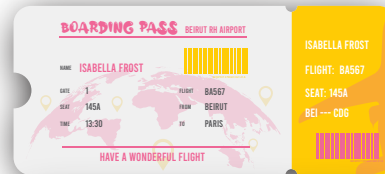
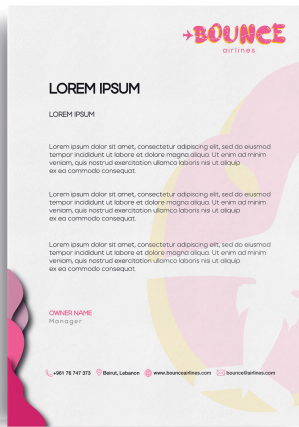


For my final project in Branding 1, I made a special Christmas chocolate box for Patchi. It's a small, round box with three chocolates inside. Each chocolate has a word on its wrapper that, when put together, forms a sweet message. The box has two parts: one acts as a lid, and the other reveals a rectangular box holding the chocolates. It's meant to be hung on a Christmas tree for a festive feel.



+BOUNCE
airlines

+BOUNCE
airlines



For my final project in Branding II, I undertook the task of creating an airline from scratch. I conceptualized "Bounce Airlines," an inflatable airline, selecting colors that resonate with my brand and personality. From crafting the logo and designing stationery to creating boarding passes and even conceptualizing the aircraft, every detail was meticulously planned. Additionally, I developed BTL materials to complement the brand's identity and enhance its marketing efforts.

PRINT DESIGNS

as in posters, brochures, business cards...

In a recent project, I designed two billboards to promote a supermarket opening. The first, a teaser, used Happy's purple and yellow colors to hint at a connection to the Lakers, generating curiosity. The second billboard, focused on the official announcement, continued the color scheme for consistency. It prominently displayed the supermarket's logo and inviting imagery to attract customers to the grand opening event, effectively communicating excitement.



For a layout and composition assignment, I crafted an A5 gym flyer. To grab attention, I employed red on a black background for striking contrast, enhancing it with impactful photos.



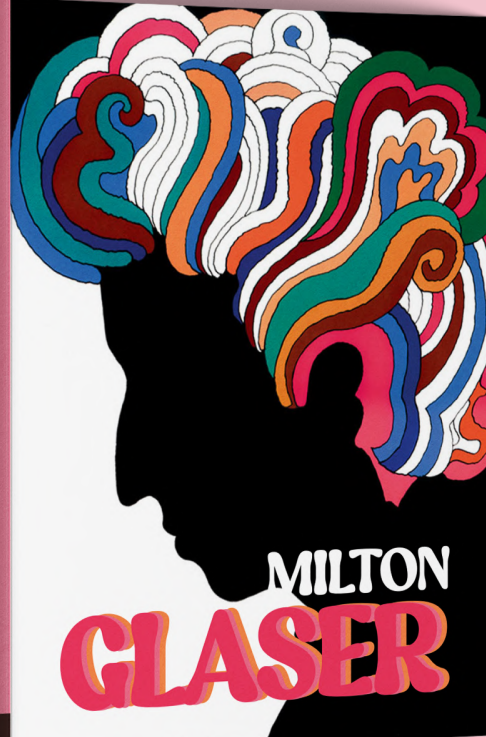
ACHIEVEMENTS

1979 – Honorary Fellow at the Royal Society of Arts; he was also made a member of the Alliance Graphique Internationale. 2004–National Design Award from the Cooper-Hewitt National Design Museum.



2009– Milton is awarded the National Medal of Arts by USA President Barrack Obama. In addition to commercial enterprises, Milton Glaser's work has been exhibited internationally. His one-person shows include:

- Museum of Modern Art, New York (1975)
- Centre Georges Pompidou, Paris (1977)
- Lincoln Center Gallery, New York (1981)
- Houghton Gallery, Cooper Union, New York (1984)
- Visenza Museum (1989)
- Galleria Comunale d'Arte Moderna, Bologna (1989)

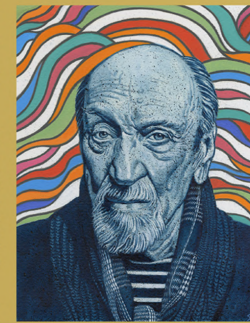


HIS LIFE

Milton Glaser (b.1929) is among the most celebrated graphic designers in the United States.

He has had the distinction of one-man-shows at the Museum of Modern Art and the Georges Pompidou Center. He was selected for the lifetime achievement award of the Cooper-Hewitt National Design Museum (2004) and the Fulbright Association (2011), and in 2009 he was the first graphic designer to receive the National Medal of the Arts award.

As a Fulbright scholar, Glaser studied with the painter, Giorgio Morandi in Bologna, and is an articulate spokesman for the ethical practice of design. He opened Milton Glaser, Inc. in 1974, and continues to produce a prolific amount of work in fields of design to this day.



To many, Milton Glaser is the embodiment of American graphic design during the latter half of this century. His presence and impact on the profession internationally is formidable. Immensely creative and articulate, he is a modern renaissance man – one of a rare breed of intellectual designer-illustrators, who brings a depth of understanding and conceptual thinking, combined with a diverse richness of visual language, to his highly individualistic work, posters, publications and designs.

Born in 1929, Milton Glaser was educated at the High School of Music and Art and the Cooper Union art school in New York and, via a Fulbright Scholarship, the Academy of Fine Arts in Bologna, Italy.

He co-founded the revolutionary Pushpin Studios in 1954, founded New York Magazine with Clay Felker in 1968, established Milton Glaser, Inc. in 1974, and teamed with Walter Bernard in 1983 to form the publication design firm WBMG. Throughout his career, Glaser has been a prolific creator of posters.



His artwork has been featured in exhibits worldwide, including one-man shows at both the Centre Pompidou in Paris and the Museum of Modern Art in New York.

His work is in the permanent collections of many museums. Glaser also is a renowned graphic and architectural designer with works ranging from the logo to complete graphic and decorative programs for the restaurants in the World Trade Center in New York. Glaser is influential in both the design and education communities.

I ♥ NY

He has contributed essays and granted interviews extensively on design. Among many awards throughout the years, he received the 2004 Lifetime Achievement Award from the Smithsonian Cooper-Hewitt, National Design Museum, for his profound and meaningful long-term contribution to the contemporary practice of design. He's among the most celebrated graphic designers in the US.

"To design is to communicate clearly by whatever means you control."

In another layout class assignment, we were tasked with selecting a graphic designer to feature in a mini magazine showcasing their work and achievements.

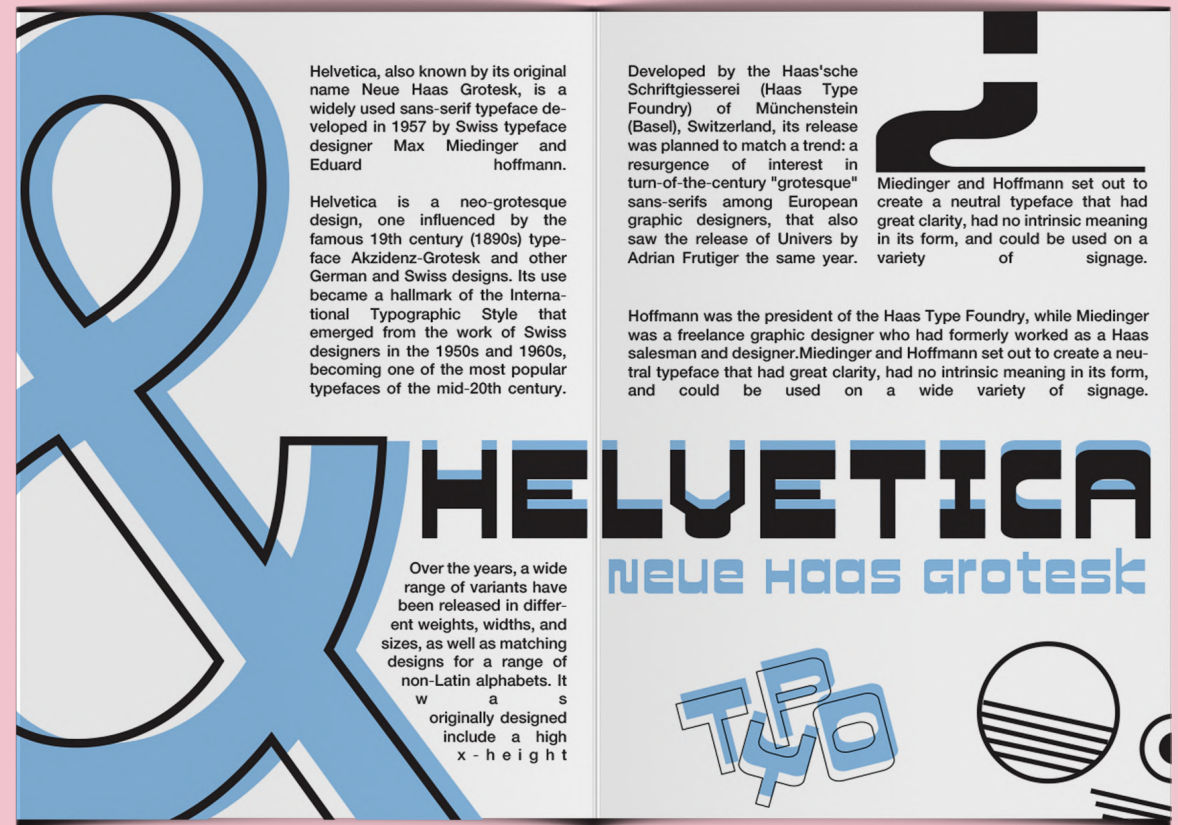
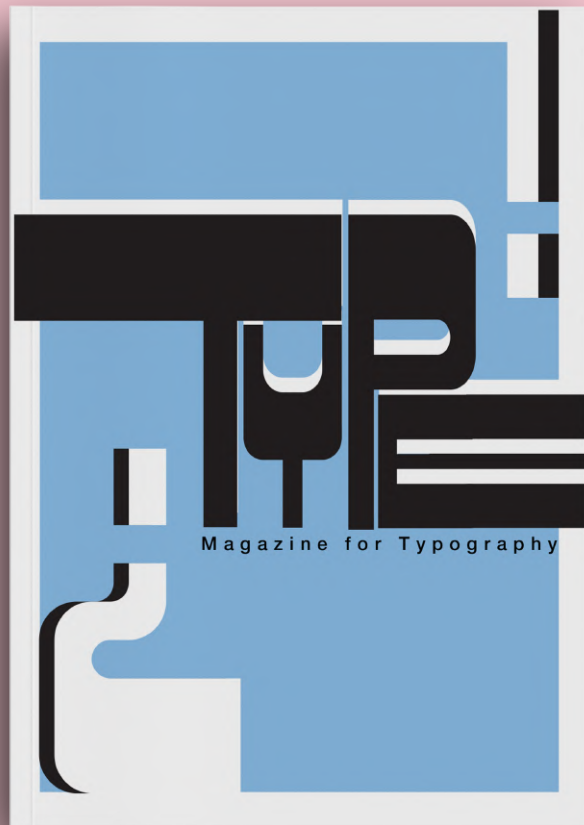
As mentioned before, here is stationaries I designed for my Branding II project:





In my first year of studies, I had a project where I had to make menus and other materials for a restaurant. I picked an Italian restaurant called Bella Vita Trattoria. I designed the logo to feel Italian with the fonts and colors. Then, I made sure everything else, like the stationery and menus, matched that Italian style.

In my Typography I final project, we had to design a magazine cover and two inside pages. We also had to pick a font to talk about in the magazine. I chose Helvetica because it's clear, consistent, and neutral, making it easy to use in different contexts.



Helvetica, also known by its original name Neue Haas Grotesk, is a widely used sans-serif typeface developed in 1957 by Swiss typeface designer Max Miedinger and Eduard Hoffmann.

Helvetica is a neo-grotesque design, one influenced by the famous 19th century (1890s) typeface Akzidenz-Grotesk and other German and Swiss designs. Its use became a hallmark of the International Typographic Style that emerged from the work of Swiss designers in the 1950s and 1960s, becoming one of the most popular typefaces of the mid-20th century.

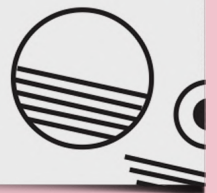
Developed by the Haas'sche Schriftgiesserei (Haas Type Foundry) of Münchenstein (Basel), Switzerland, its release was planned to match a trend: a resurgence of interest in turn-of-the-century "grotesque" sans-serifs among European graphic designers, that also saw the release of Univers by Adrian Frutiger the same year.

Miedinger and Hoffmann set out to create a neutral typeface that had great clarity, had no intrinsic meaning in its form, and could be used on a variety of signage.

Hoffmann was the president of the Haas Type Foundry, while Miedinger was a freelance graphic designer who had formerly worked as a Haas salesman and designer. Miedinger and Hoffmann set out to create a neutral typeface that had great clarity, had no intrinsic meaning in its form, and could be used on a wide variety of signage.

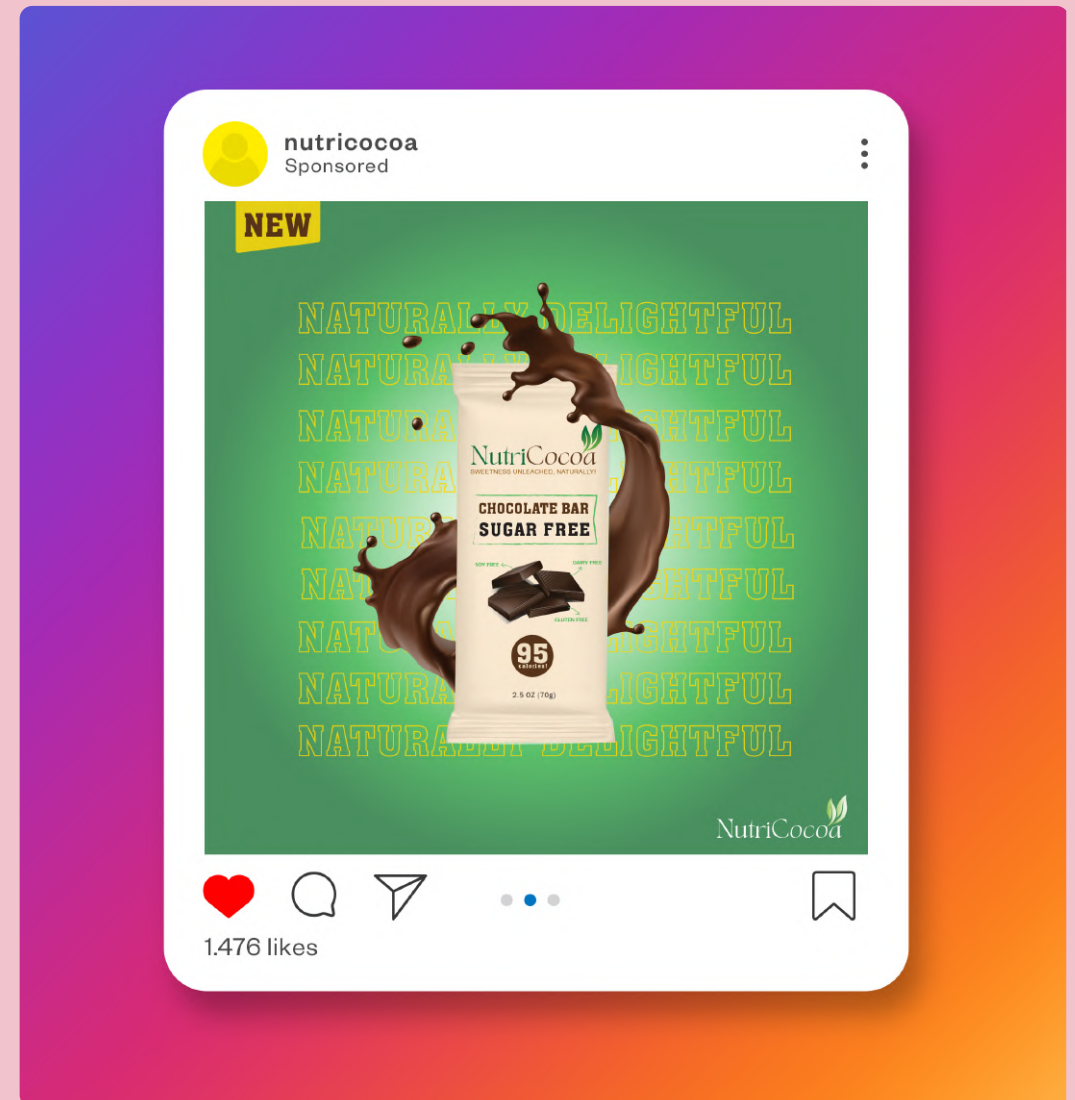
Over the years, a wide range of variants have been released in different weights, widths, and sizes, as well as matching designs for a range of non-Latin alphabets. It was originally designed include a high x-height

HELVETICA
NEUE HAAS GROTESK



DIGITAL DESIGNS

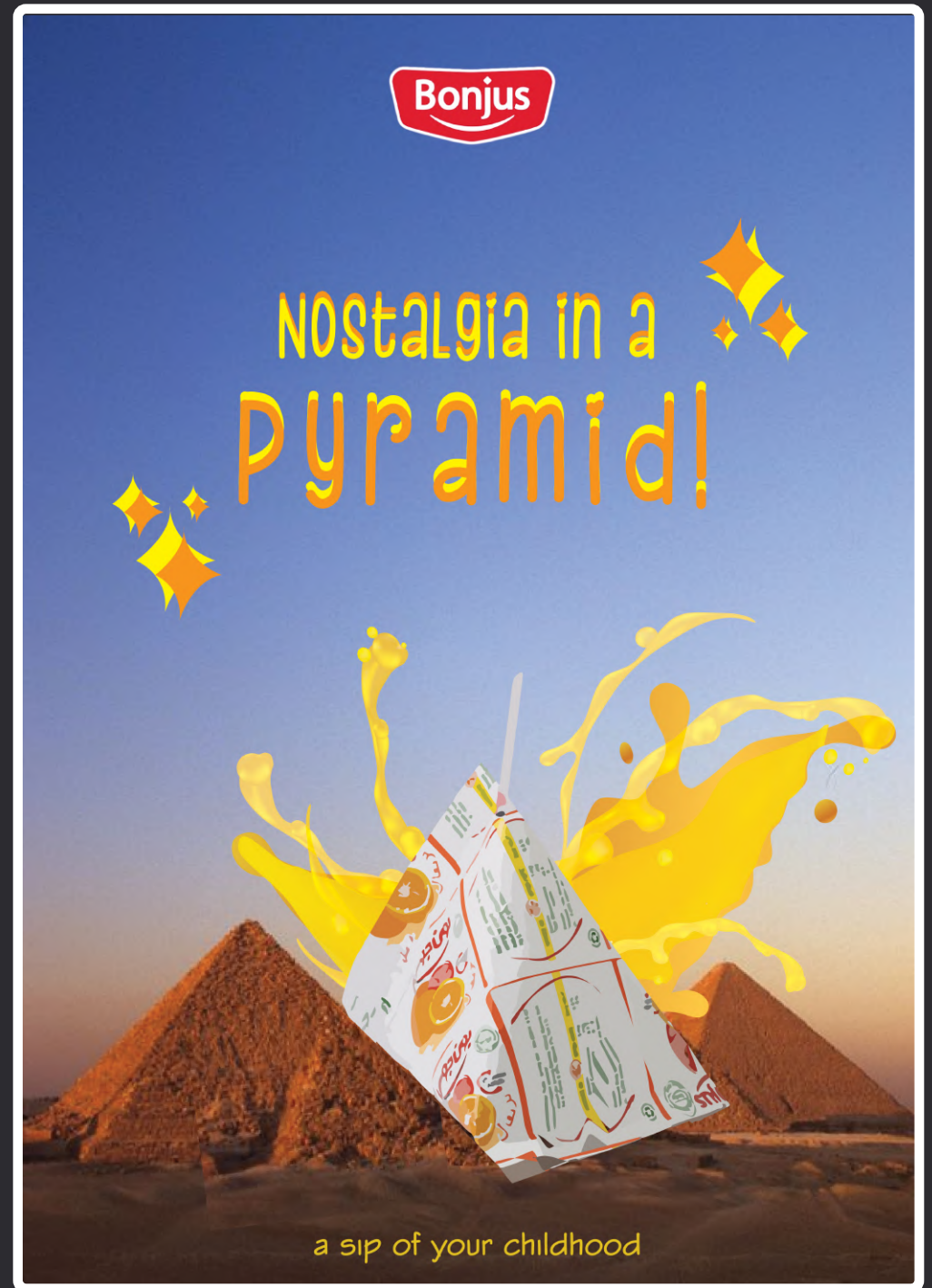
Our doctor requested that we develop a healthy chocolate bar, covering everything from its name and packaging design to an Instagram post. In response, I came up with "NutriCocoa," a sugar-free chocolate bar.



In my digital marketing class, I had another project which involved creating a poster for a product, and I opted for Coca-Cola Cherry. The first design is intended for social media platforms like Instagram, while the second one is designed for email marketing purposes.



This is one of the posters I designed in my first year of studies. It's basically our childhood lebanese juice, called "Haram" that means a pyramid in English.



This was one of my projects in my Art Direction I class, focusing on perspective and color correction exercises. We were tasked with placing a car onto a road picture and making it appear realistic.



In my drawing class, the teacher asked us to create a portrait of ourselves. We had to split the picture in half, with one side showing our face and the other side illustrating things we enjoy. However, we had to draw each illustration separately.

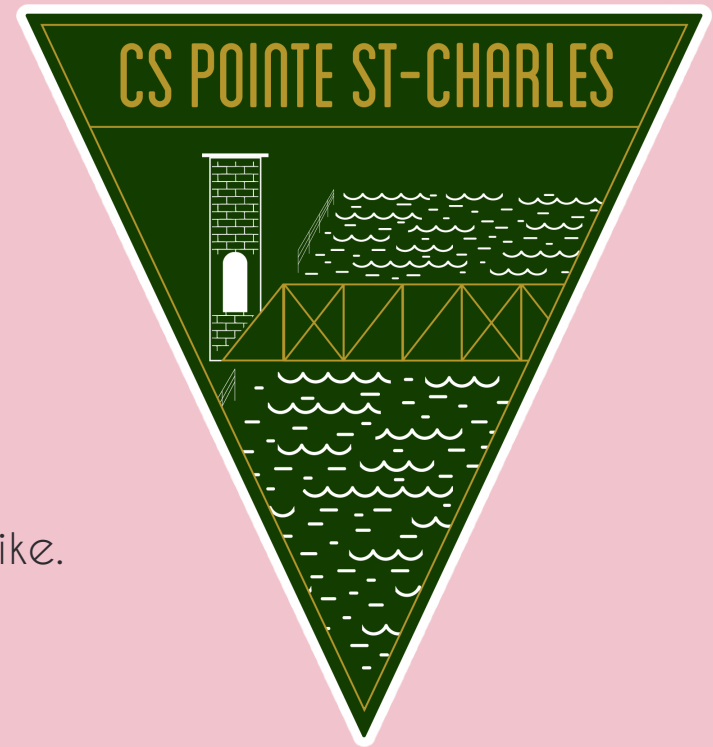


CLIENT WORK



This logo was crafted for a recently graduated physiotherapist embarking on her journey to establish her professional identity. It was thoughtfully designed, taking into account all of her specifications and preferences.

Based in Montreal, Canada, this client is the owner of a soccer club. Seeking a rebranding, he began sketching his ideas and sharing them with me. After incorporating all of his requests, this was what the final rebranded logo looked like.



The client was getting ready to start her first business—a bag brand called Cerise. She sent me her instructions, asking for a simple design. So, I made the first logo as her primary one and the second as a secondary one.

cerise

cerise

PERSONAL PROJECTS (FOR FUN)

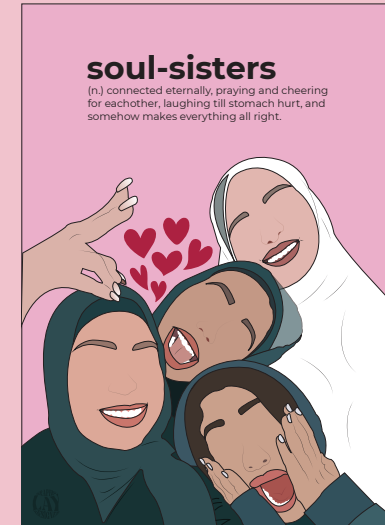
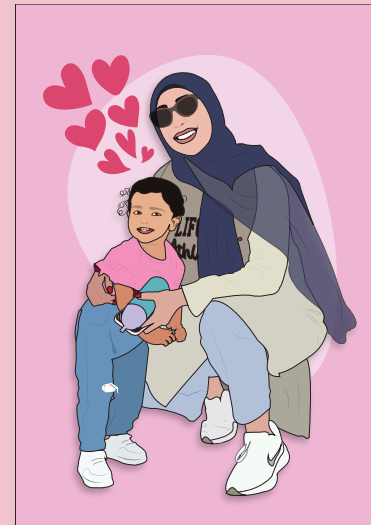


While enjoying my favorite Lebanese chocolate milkshake, I couldn't help but notice how outdated their logo appeared. Inspired to update it, I started a rebranding project. I even made a version with softer pastel colors, thinking about their ice cream products, as pastel colors look great with ice cream.

Now, let's shift our focus to their packaging design, which is also quite old-fashioned. I chose to redesign it completely, creating a more lively and contemporary version.



I also like to create illustrations from people's photos in my free time.
Here is some of the illustrations I drew:



CONTACT INFORMATION



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