

Bd.

**SEBASTIAN
ROZO**

I am a Vancouver based
multi-disciplinary Designer with
a splash of Photography & Marketing

sebastian@basstiandesigns.com
basstiandesigns.com

WELCOME!

First and foremost thank you for visiting this presentation. It's a pleasure for me to know you are somewhat interested in my work.

I am a Visual Communication major graduate from Emily Carr University of Art + Design. My peers describe me as a bold & vivid person which ultimately can be seen and felt through my designs.

I create visual identities, branding assets, flyers, posters, food menus, social media content... you name it! I'm a designer who empowers goals and milestones through relevant and professionally crafted graphics that tell compelling stories.

In the following slides you'll see samples of my work and how it relates to what I have mentioned above!

THIS IS MY CREATIVE PLAYGROUND

MY SKILLS

PRINT DESIGN

BRAND IDENTITY, PUBLICATION DESIGN, COLLATERAL DESIGN,
LAYOUT DESIGN, OUTDOORS/INDOORS SIGNAGE

DIGITAL DESIGN

BRAND IDENTITY ONLINE, SOCIAL MEDIA GRAPHICS,
WEBSITE CONTENT

PHOTOGRAPHY

MULTIPURPOSE PHOTOGRAPHY FOR SOCIAL MEDIA & DESIGN ASSETS,
PHOTO-EDITING & RETOUCHING

GENERAL MARKETING

COMPETITORS ANALYSIS, MARKETING CHANNELS EVALUATION, AUDIENCE AUDIT

GRAPHIC DESIGN, MARKETING & PHOTOGRAPHY

DESIGN PORTFOLIO

PROJECTS

INVICTUS FITNESS LAB

LIBRARY SQUARE SPORTS BAR

AXIS REALTY GROUP

PRE & DURING PANDEMIC WORK

PHOTOGRAPHY

GRAPHIC DESIGN & VISUAL COMMUNICATION

In my portfolio you'll find a variety of deliverables that were created with the purpose of being visually attractive, purposeful and most important commercially relevant. You will see two robust well-rounded projects that showcase a diverse set of design, marketing and photography skills required to complete them, you will also find my pre-&-during pandemic work samples.

“

I never learned all the things you're not supposed to do; I just do what makes the most sense

”

- David Carson

INVICTUS FITNESS LAB

CLIENT: **Invictus Fitness Lab**

SERVICES: **Brand Identity, Web Proposal, Social Media Content & Graphics, Supporting Branding Assets**

INDUSTRY: **Fitness Training / Wellness**







8

Project overview

Invictus Fitness Lab is a new fitness and wellness business aiming to attract a younger market with tailored made programs and expertise in many disciplines. That being said, as a new up-and-comer business, Invictus Fitness Lab was in need of visual assets to help promote its numerous services and the opening of its Downtown location in their online and offline platforms. Not only these assets will help them build brand legitimacy and trust but will also help their further development of their brand and their efforts to grow the local market.

The challenge

To create the visual backbone of a new brand that is ready to start operations with the grand opening of its Vancouver Downtown location, but aiming to grow and spread regionally in B.C. Thoughtful considerations were taken while developing Invictus Fitness Lab branding assets focusing on visual decisions to attract their desired audience and position their brand in the market as a new up-and-comer business.

8

Typography

Primary Typeface

Aa

Purpose: Display, Titles, Headers

DAGGERSQUARE

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G F G H I J K L M N O P Q R S T U V X Y Z

Secondary Typeface

Aa

Purpose: Legible text, internal communications main text font, body copy, logo tag lines

Open Sans

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G F G H I J K L M N O P Q R S T U V X Y Z

Logotypes

Colours & Variations

1



2



3



RGB: #c42d42
CMYK: 17, 96, 64, 5



RGB: #00000
CMYK: 60, 60, 60, 100

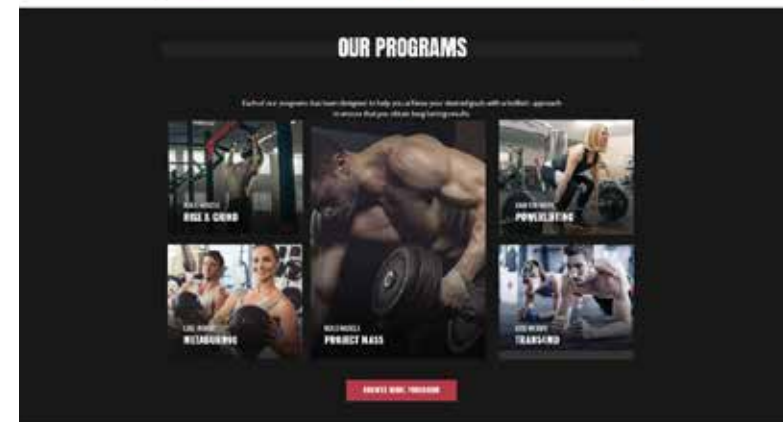
Black & White



Online usage

Desktop + Mobile friendly website

Registrations - Programs info - Schedules - Locations

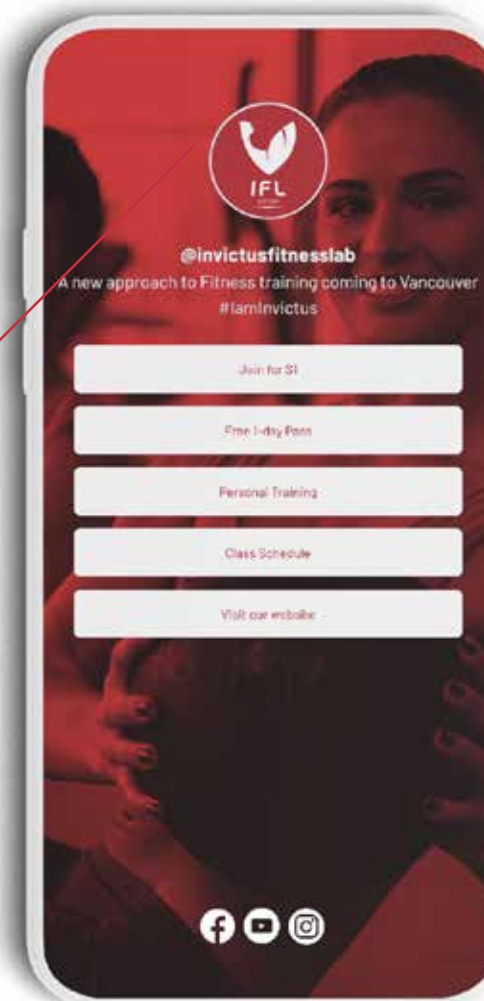
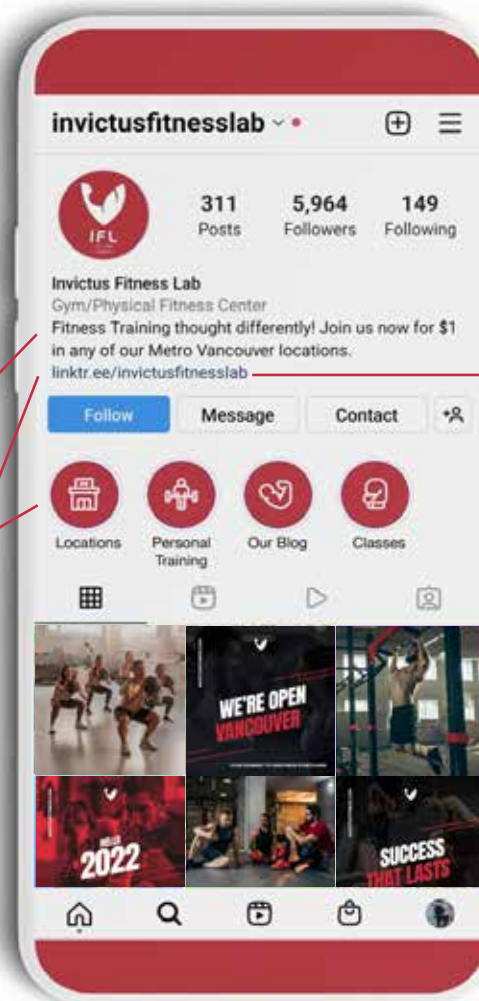


Online usage

Instagram profile

- Optimized profile description
- Branded Icons for IG Highlights
- Linkt.ree tool added

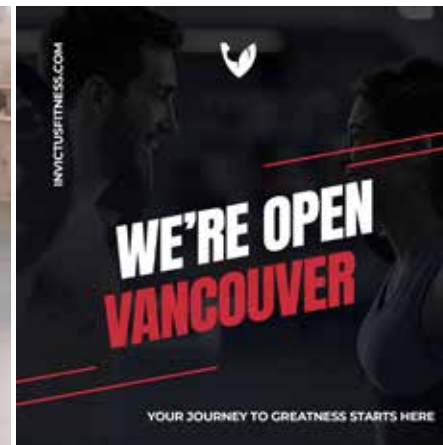
(tool used to gather all possible links or landing pages outside of Instagram - this tool is used as a way to bypass Instagram's rule of only being to add one link)



Online usage

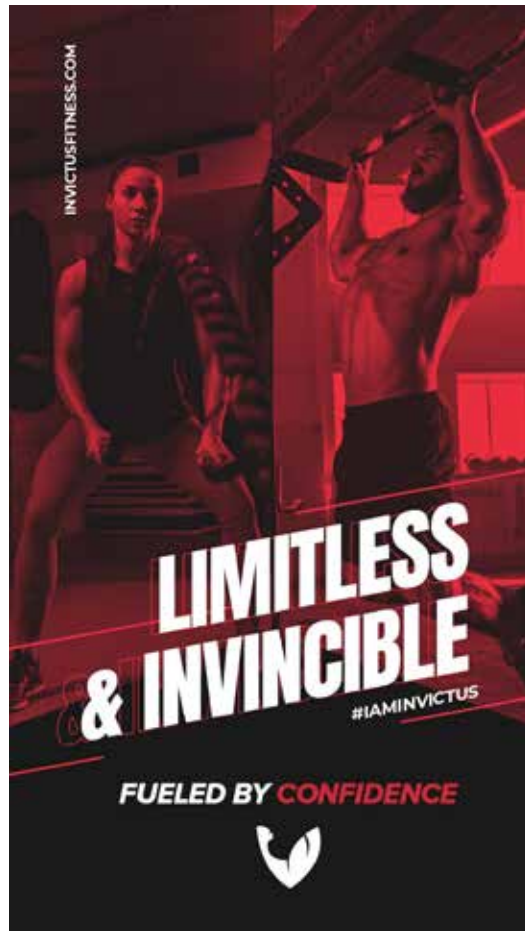
Multipurpose social media content

- Social Media Content that can be shared cross-platform aligned with Invictus Social Media Strategy
- Update their customers about important dates & news
- Motivate & reward their customer's progress
- Promote their fitness services through storytelling



Online usage

Multipurpose social media content



LIBRARY SQUARE SPORTS BAR

CLIENT: **Library Square Sports Bar**

SERVICES: **Brand identity, Collateral design, Web proposal, Online/print food menu (QR), Social media content & graphics, Supporting Branding Assets**

INDUSTRY: **Food & Beverage / Hospitality**





2019



2023



Project overview

Under new management and ownership, Library Square Sports Bar and all of its operations were absorbed by a former customer willing to revive this iconic Vancouver sports bar. With that in mind, a new brand identity was created to support the business's new marketing goals and address the challenges it faced. Many branding assets, including food and beverage menus, coasters, visual content for screens, QR codes, signage, and an updated website, were recreated to restart operations right away.

The challenge

To create a new brand identity that can thrive offline & online and accurately reflects the indoor experience of Library Square Sports Bar while providing the staff with assets to run their operations smoothly and safely. By updating all of its business profiles and platforms we aim to bring back the regular clientele, attract new potential customers, be ready to take online orders, accept small and large reservations, and continue to be a go-to location for sports, craft beer, and entertainment in the Metro Vancouver Area.

Typography

Primary Typeface

Aa

Purpose: Display, Titles, Headers

Blenda Script

1234567890!@#\$%^&()*

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Secondary Typeface

Aa

Purpose: Supporting display font, titles, headers, complimentary

League Gothic

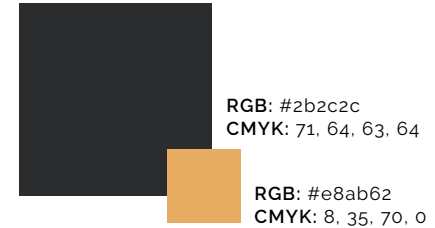
1234567890!@#\$%^&*()

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Logotypes

Colours & Variations



1

2



Black & White



Online usage

Desktop + Mobile friendly website

Menu - Events- Reservations - Contact - About

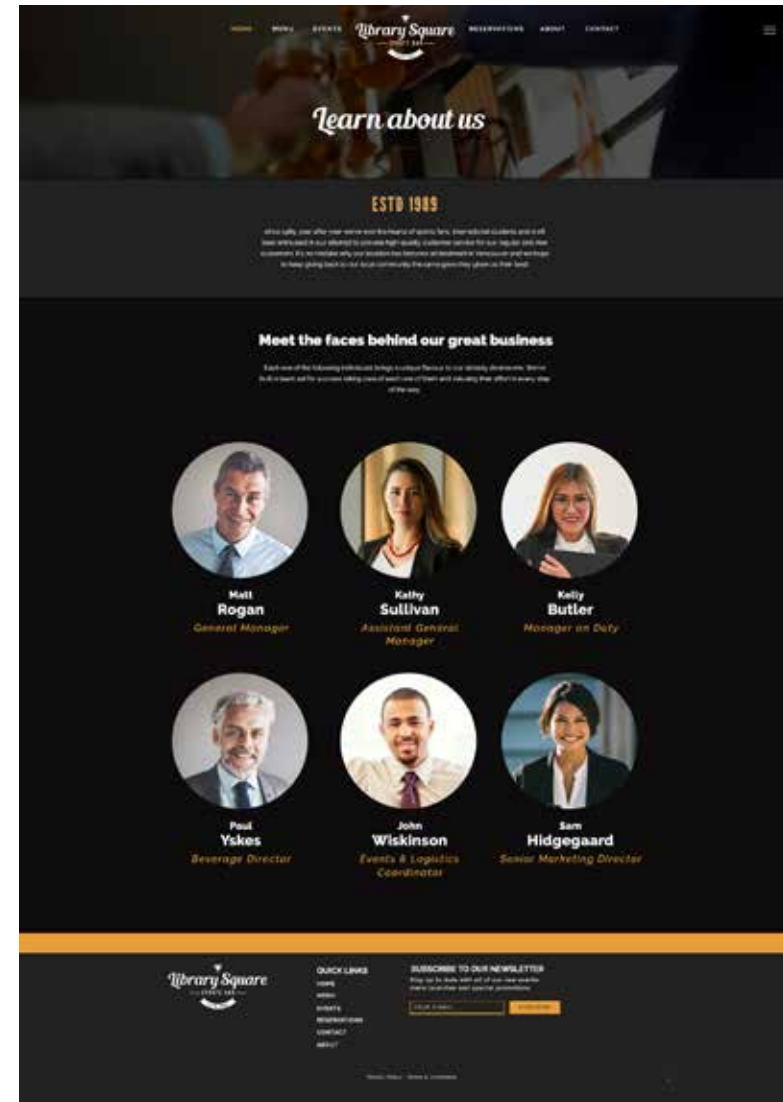
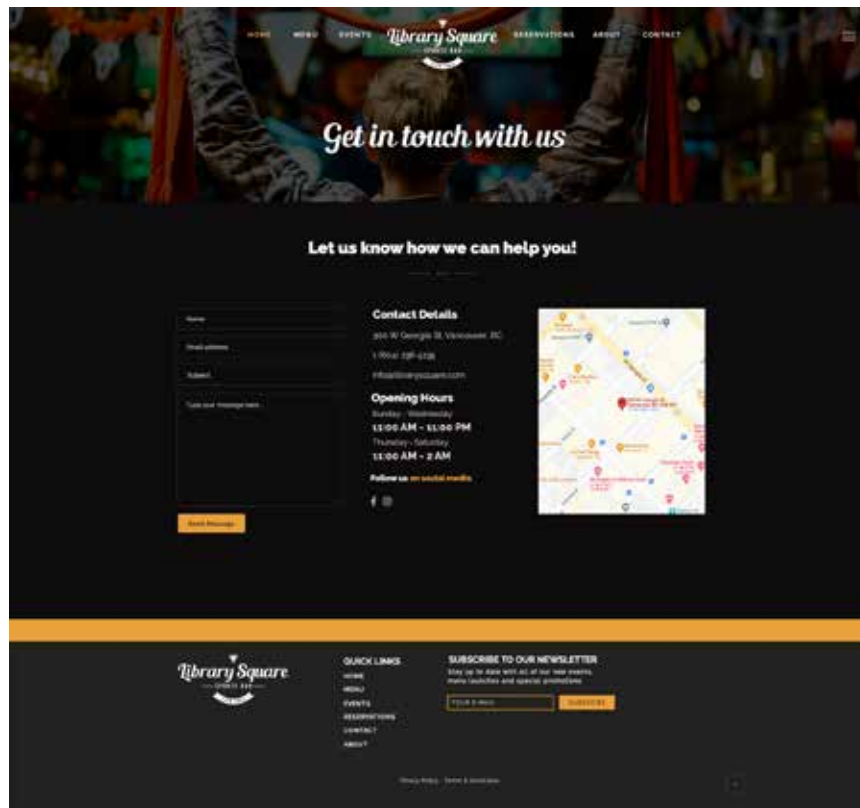


Online usage

Desktop + Mobile friendly website

Menu - Events- Reservations - Contact - About

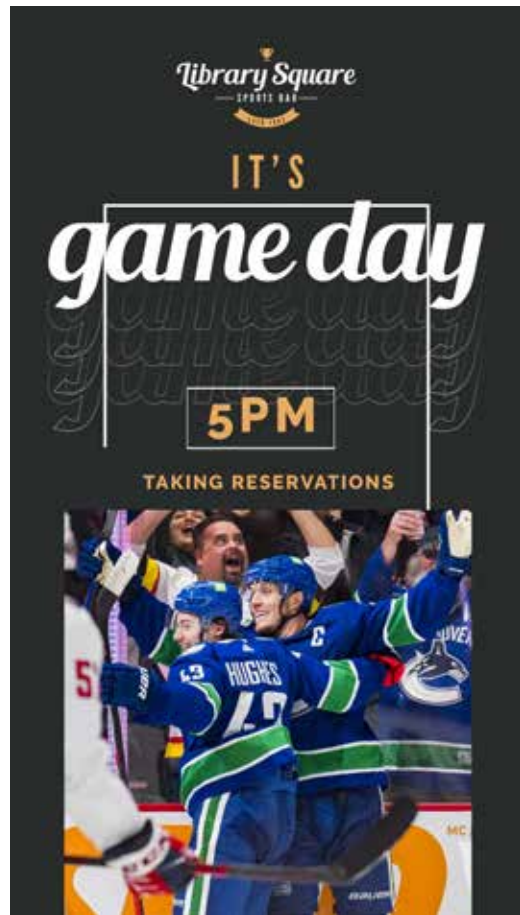
21



21

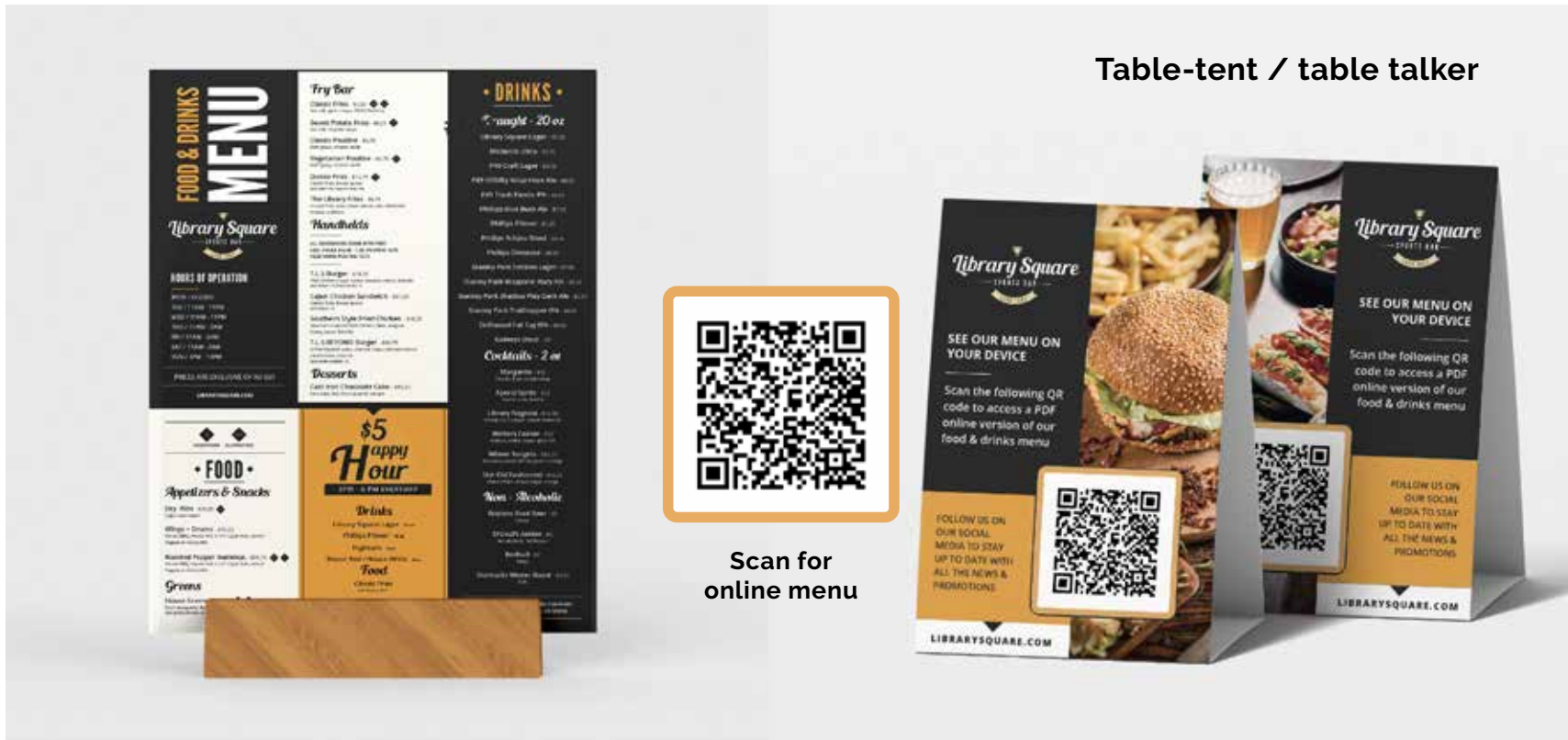
Online usage

Multipurpose social media content



Collateral design

Food menu (print menu, table-tent + QR code for online menu)



Collateral design

Outdoors A-board sign + branded coasters



AXIS REALTY GROUP

CLIENT: **Axis Realty Group**

SERVICES: **Brand identity, Collateral design, Publication Design, Social Media Content & Graphics,**

INDUSTRY: **Real estate / Urban Developer**







Project overview

Family-owned Axis Realty Group is a company with over 25 years of experience as a real estate developer in British Columbia. The company prides itself on constantly redefining the way living communities are built and their impact regionally. By making strategic cultural, planning, and structural choices from beginning to end, they strive to create more than just real estate. It is a priority for them to reflect their company values through their designs, company culture, and operations.

The challenge

To accurately represent their elegant and sophisticated approach to planning and developing architectural projects, which is ultimately what sets Axis Realty Group apart from mainstream competitors. The visual assets in this project aim to inspire Axis Realty Group's core interest in creating elevated urban communities that conscientiously consider the role they will play in the municipality, city, or region to which they belong, avoiding being an afterthought.

Typography

Primary Typeface

Aa

Purpose: Display, Titles, Headers

Eloquent JFRO

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G F G H I J K L M N O P Q R S T U V X Y Z

Secondary Typeface

Aa

Purpose: Text blocks, sub titles, headers, complimentary

Armin Soft

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G F G H I J K L M N O P Q R S T U V X Y Z

Logotypes

Colours & Variations



RGB: #54564a
CMYK: 62, 52, 65, 34



RGB: #d1d4ca
CMYK: 18, 11, 19, 0

1

2



Black & White



Collateral design

Branding essentials



Collateral design

Branding essentials



Collateral design

Property Catalog



PRE & DURING PANDEMIC WORK

The COVID19 pandemic shook us all in unexpected ways. Some of us even lost of our jobs indefinitely not knowing what would happen next. Eventually we all moved on and here we are again!

**It's good to look back,
but it's better to look ahead!**

At the time, I was employed in the entertainment/food & beverage business, specifically working with nightclubs and pubs, promoting large-crowd events with more than 300 people, so I knew I would be let go as these events were not considered essential. It's a shame the way everything unfolded, but we all had to move on eventually!

The designs and projects you're about to see were created before and during the pandemic. Some of them would have served as promotional materials for very exciting events and would be used for paid and organic campaigns.

That being said, I am constantly looking for new ways to build on my career, skills, and professional practice!

PRE & DURING PANDEMIC WORK



A-board (24x36) posters created for print and also in a variety of sizes for Social Media (1080px 1080x - 1920px x 1080px)

PRE & DURING PANDEMIC WORK



A-board (24x36) posters created for print and also in a variety of sizes for Social Media (1080px 1080x - 1920px x 1080px)
Note: The company logos you may find in these samples were existing branding assets

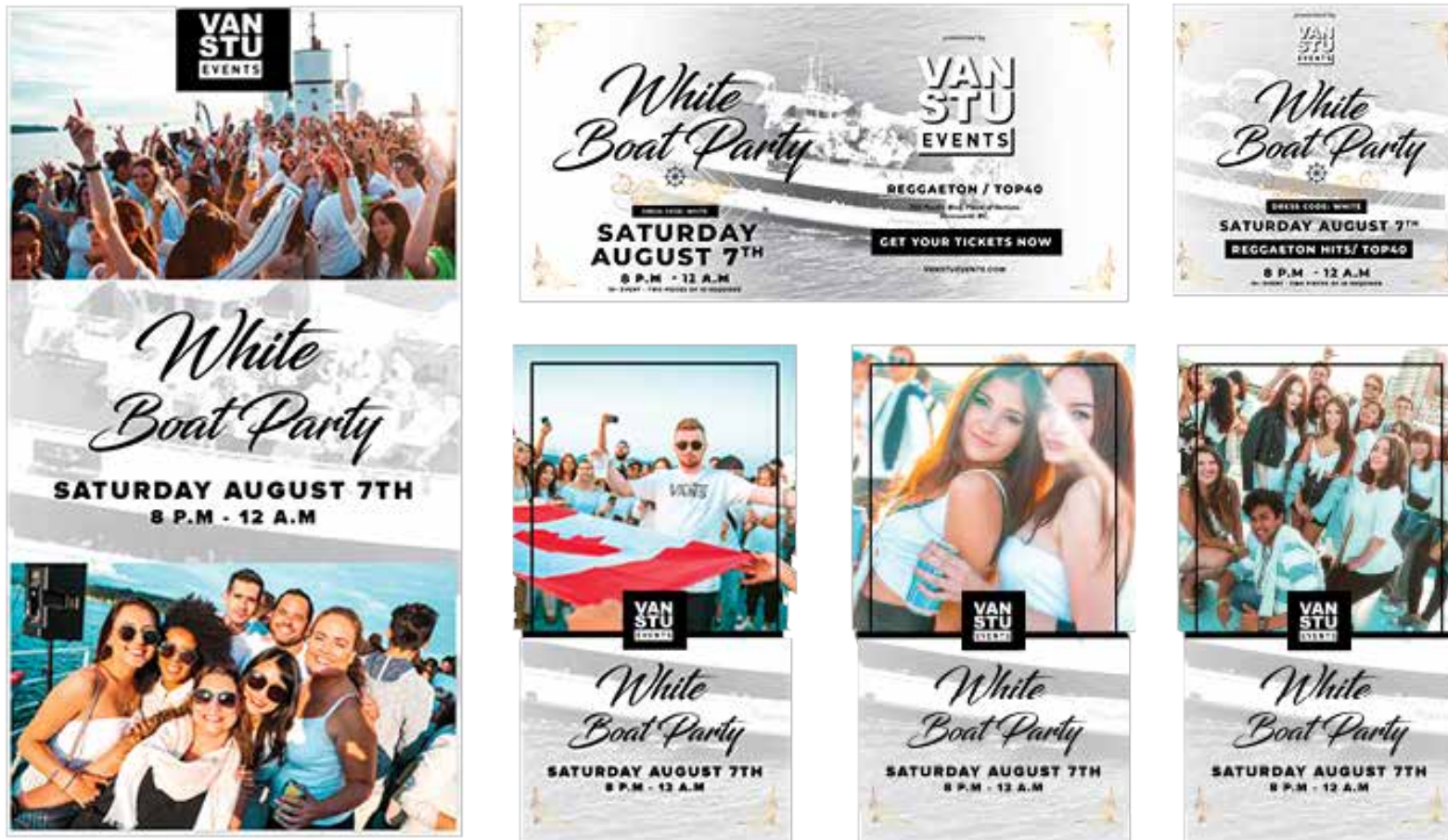
PRE & DURING PANDEMIC WORK



Sports, Entertainment and Special event social media deliverables (social media use/web use/print use)

Note: The company logos you may find in these samples were existing branding assets

PRE & DURING PANDEMIC WORK



Pre-pandemic - Low resolution screenshot of work samples from 2019

PRE & DURING PANDEMIC WORK



38

38

Pre-pandemic - Low resolution screenshot of work samples from 2019

LOCAL BUSINESSES I'VE WORKED WITH

MALONE'S
TAPHOUSE



LEVELS
NIGHTCLUB

39

**VAN
STU**
EVENTS



39

Studio
LOUNGE & NIGHTCLUB



VENUE

PHOTOGRAPHY

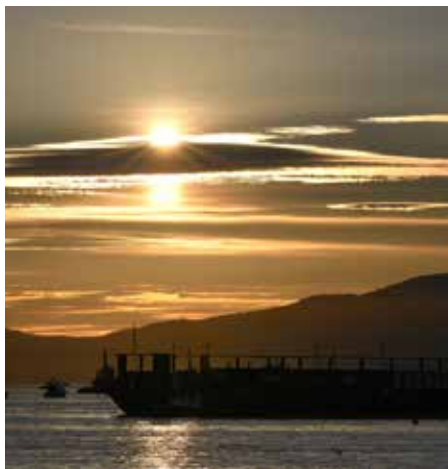
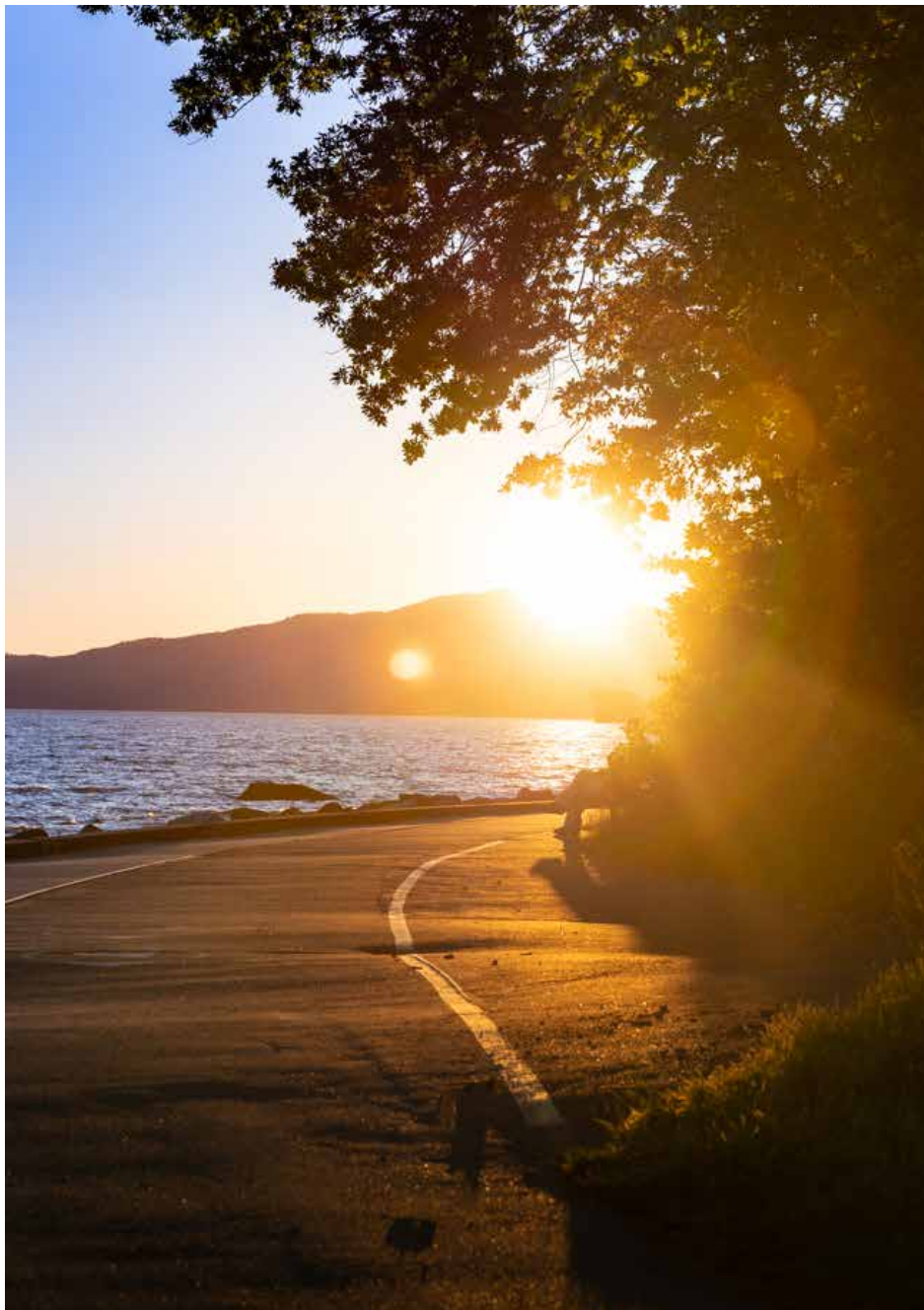


PLAYING TO BE A PHOTOGRAPHER

I bought my first camera in 2015 on a Black Friday sale and I did it to keep myself entertained while hiking across Metro Vancouver. Little did I know that this hobby would become my new passion and a pivotal part of my professional journey throughout the years. It was then that I truly understood the real benefits of learning complementary skills to my Graphic Design practice.

I have countless stories about my many trips and the incredible moments I lived while holding a camera in my hands, but I will let the photographs on this page show you snippets of my journey. If any of them piqued your curiosity feel free to ask me any questions. I remember all of these moments as if they had occurred just yesterday.

I hope you enjoy the view!



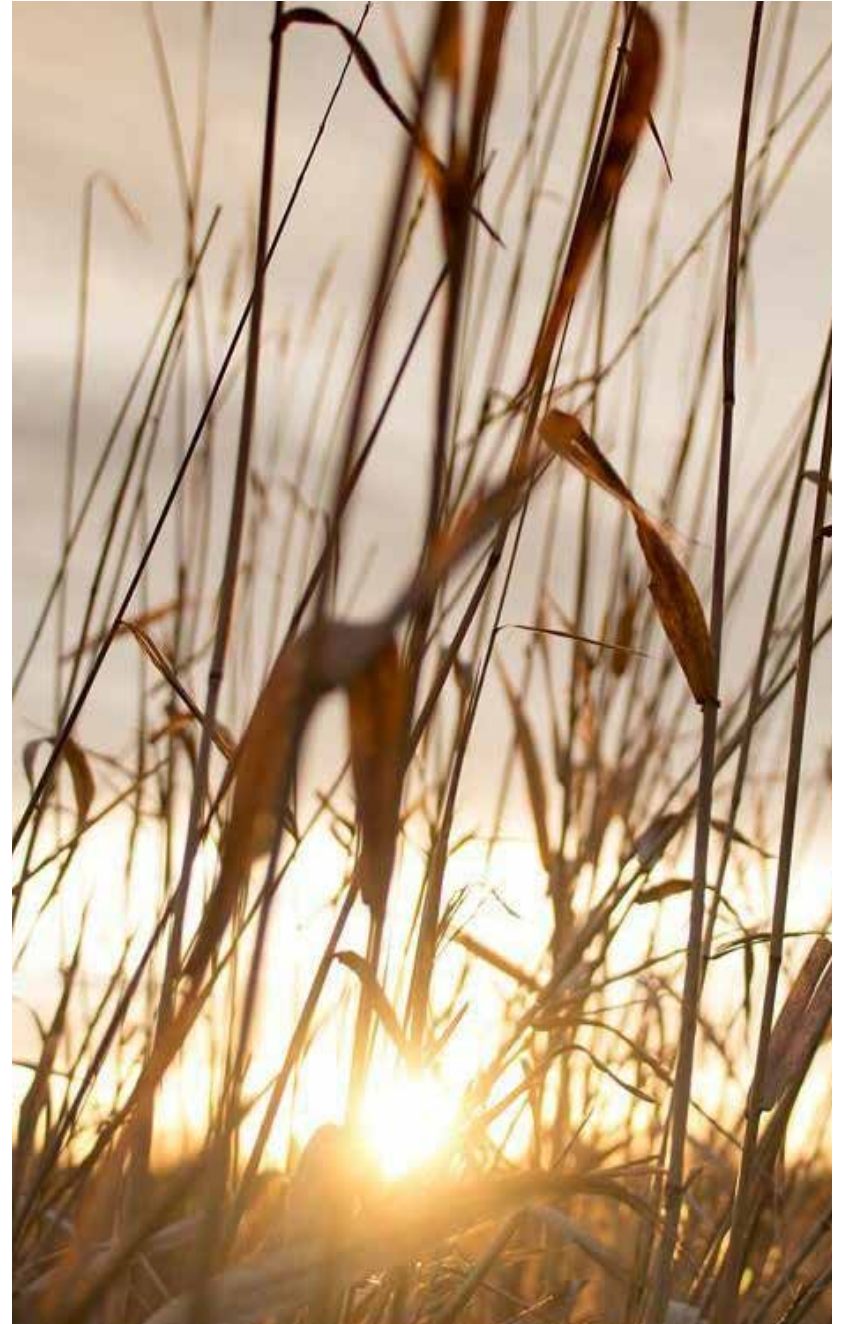


43



43





THANK YOU

Let me know what you are thinking

If you have any questions, please feel free to send me a message. Even a brief email interaction can help both of us figure out how to work together and explore the available options to achieve what you have in mind.

sebastian@bastiandesigns.com
bastiandesigns.com