

PORTFOLIO

JEREL TAVARES

GRAPHIC DESIGNER | INSTALLER

LOGO • PACKAGING • BRANDING • VINYL • MOTION GRAPHICS



HIGHTS

LOGO REBRANDING

THE LOGO

The HIGHTS logo consists of two elements.

1. The Bee

The bee, as well as its accompanying hexagon, are the recognizable brand element that is shown throughout HIGHTS branding and products.

The bee can work without the hexagon, but not vice versa.

2. The Wordmark

The wordmark can be utilized in multiple different ways as shown in the following examples.

Usually, only the word HIGHTS is present, but the word can be shrunk to allow for the inclusion of incorporated or the addition of HIGHTS's tagline (Hope, Trust, Service).

The HIGHTS Logo



The Bee

The Wordmark

HIGHTS
INCORPORATED

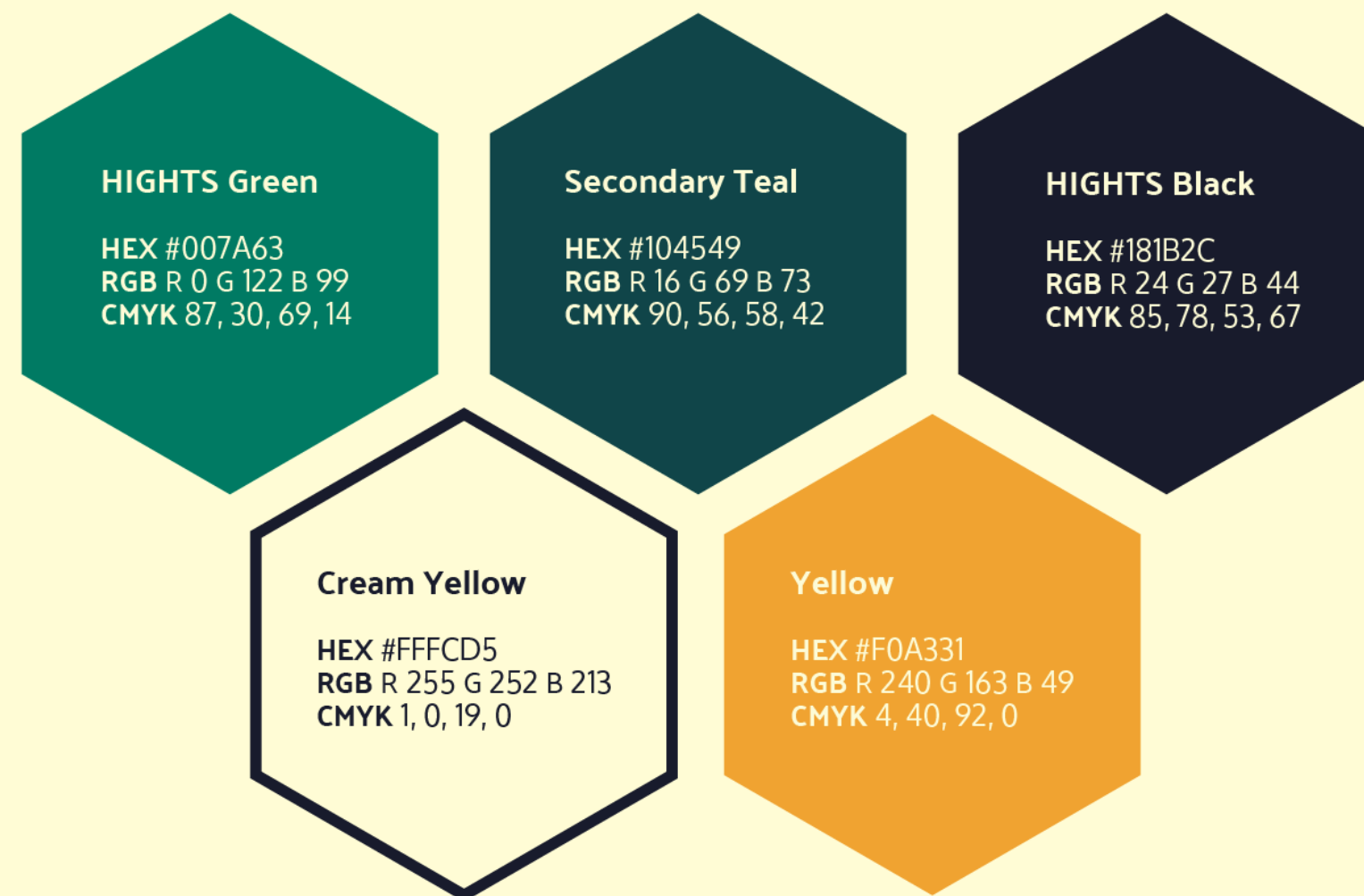
HIGHTS
HOPE TRUST SERVICE

COLOR PALETTE

The HIGHTS color palette is meant to enhance familiarity and brand recognition, while also being fun and inviting.

Our nature-inspired color palette reflects how we strive to cultivate a world where people, communities, and the planet can thrive together.

These colors remind us of the beauty and resilience of the natural world, inspiring hope and a sense of responsibility as we work toward lasting positive change.



BRAND VALUES

HIGHTS is a collaborative organization that values community support and partnerships. We want these values to be reflected in our copy.

Approachability

At HIGHTS, we believe in the power of approachability. By creating an open, welcoming environment, we ensure that individuals feel comfortable seeking support and sharing their stories.

Professionalism

We value professionalism because it ensures that maintain high standards in everything we do, which builds trust in the communities we serve.

Community

Community is about building relationships, fostering inclusivity, and ensuring that no one has to face challenges alone.

Fun

We believe that fun is a vital part of building community and driving positive change.



TYPOGRAPHY

Our typography consists of three font families for use in headers, subheaders, and body copy respectively.

Header font: Oswald

A sans-serif typeface designed by Vernon Adams. It is a condensed, modern font that's known for its bold, clean lines and slightly angular structure.

Subheader font: Oxygen

The Oxygen font by Vernon Adams is a contemporary, humanist sans-serif typeface that was designed primarily for use in digital environments, making it well-suited for web design and user interfaces. Oxygen was created with a strong focus on legibility and versatility, especially on screen.

Body font: Palanquin

The Palanquin font by Pria Ravichandran is a modern sans-serif typeface that was designed with both Latin and Devanagari scripts in mind. It was developed to support multilingual typography, and has a modern, clean aesthetic.

HIGHTS

Oswald - Medium

HOPE, TRUST, SERVICE

Oxygen - Regular

We are a youth-centered nonprofit that equips underserved youth in Western North Carolina with restorative justice services, counseling, recreational therapy, mentoring, and education and workforce development programs.

Palanquin - Regular

BRAND IN USE / HAT MOCKUP



BRAND IN USE / WATER BOTTLE MOCKUP



BRAND IN USE / TOTE BAG MOCKUP

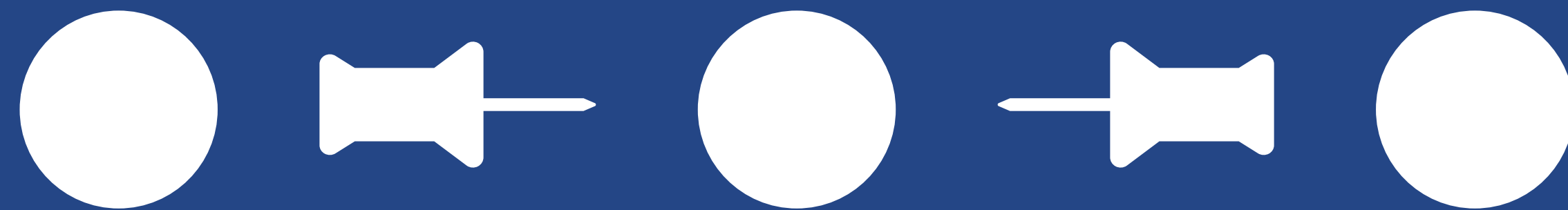


BRAND IN USE / SHIRT MOCKUP



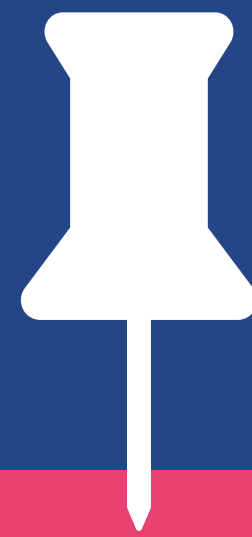
PINIT

MINIATURE DISPLAY SHELVES



PINIT

MINIATURE DISPLAY SHELVES



At **PINIT**, we want to prove that compact, thoughtful design can have a profound impact on productivity.

Through our miniature shelves, we hope to adapt to iterative styles of work, whether that be in the home or the office.

PRECISION

MODULAR

FUNCTIONAL

MINIMALIST

BIODEGRADABLE



#E64170



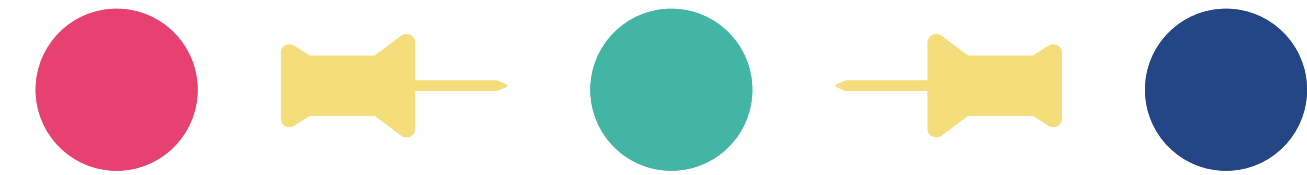
#42B5A5



#244686



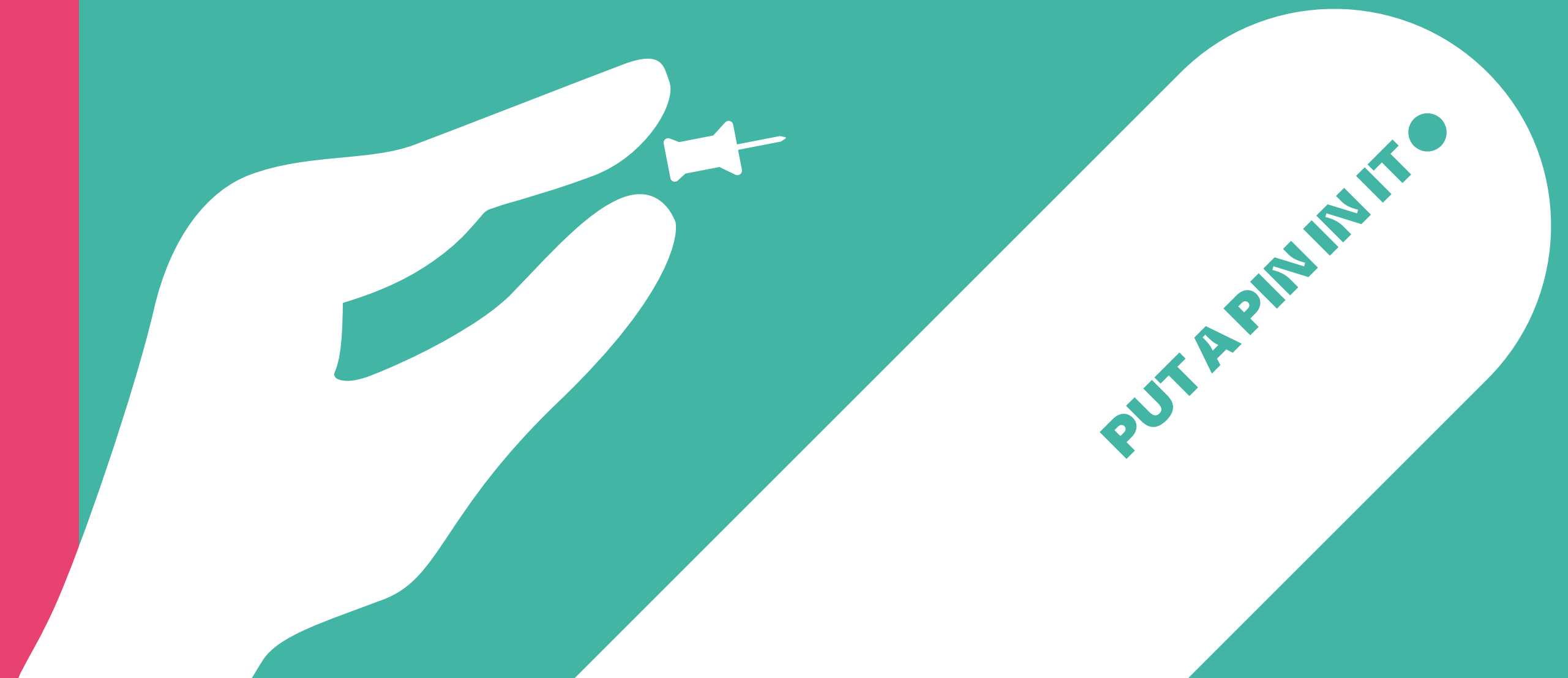
#F6DD7C



WHYTE Inktrap Black

Inter Regular

PINIT







THE HEAT
STREETWEAR CLOTHING

THE HEAT

THE HEAT IS FOUND HERE

A streetwear brand that makes fire clothing.



THE WHAT?



THE HEAT is a modern streetwear brand focused on making fire fits.

Through making a variety of clothing for different demographics, we try to bring some heat to your wardrobe.

Solar Yellow

Ember

Burnt Ember

Inferno





VENUS
Unisex Embroidered Hoodie

Bring the heat while you rep the plant that doesn't play. Made for those that chase the light. Cop yours today.

- Printed + Embroidered Graphics
- Dropped Shoulders
- Hood
- Kangaroo Pocket
- Regular fit

XS S **M** L XL 2XL 3XL

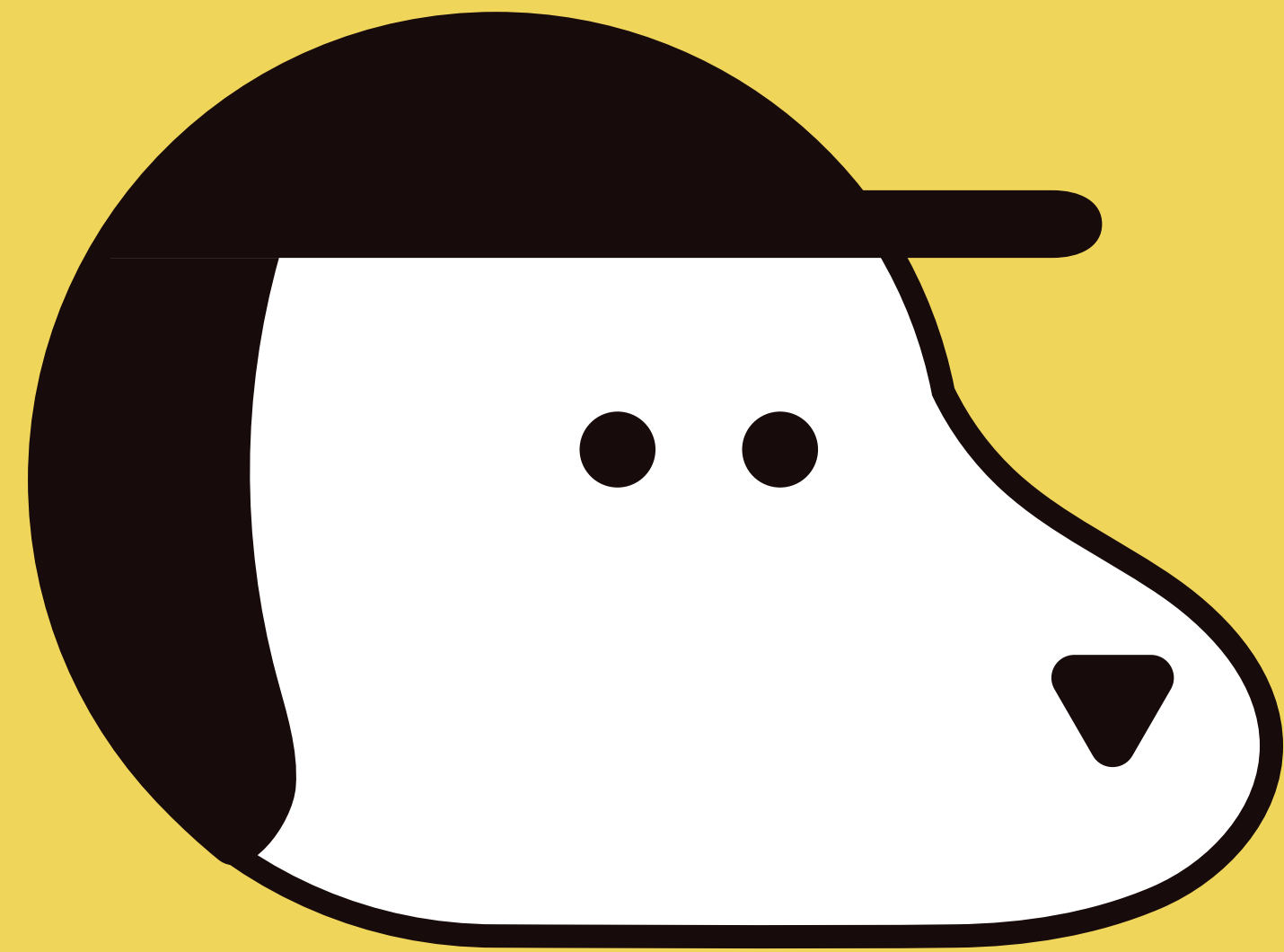
ADD TO CART - \$80

HOODIES

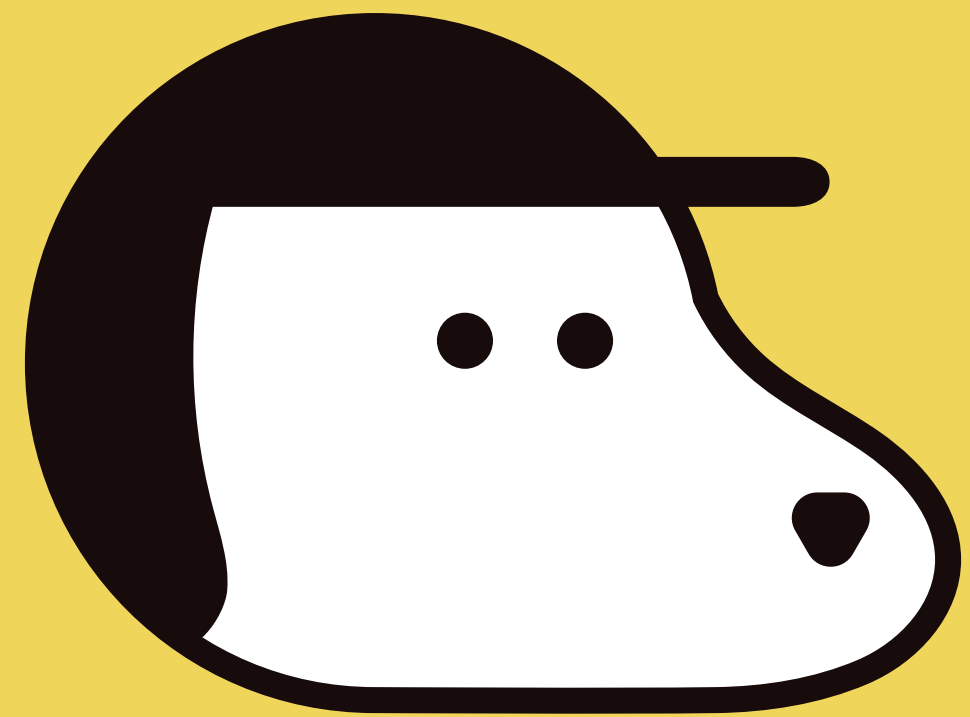


VENUS Embroidered Hoodie \$80 USD





**DOGGY BAG
BAGELS**



**DOGGY BAG
BAGELS**

#DE8843

#F0D55B

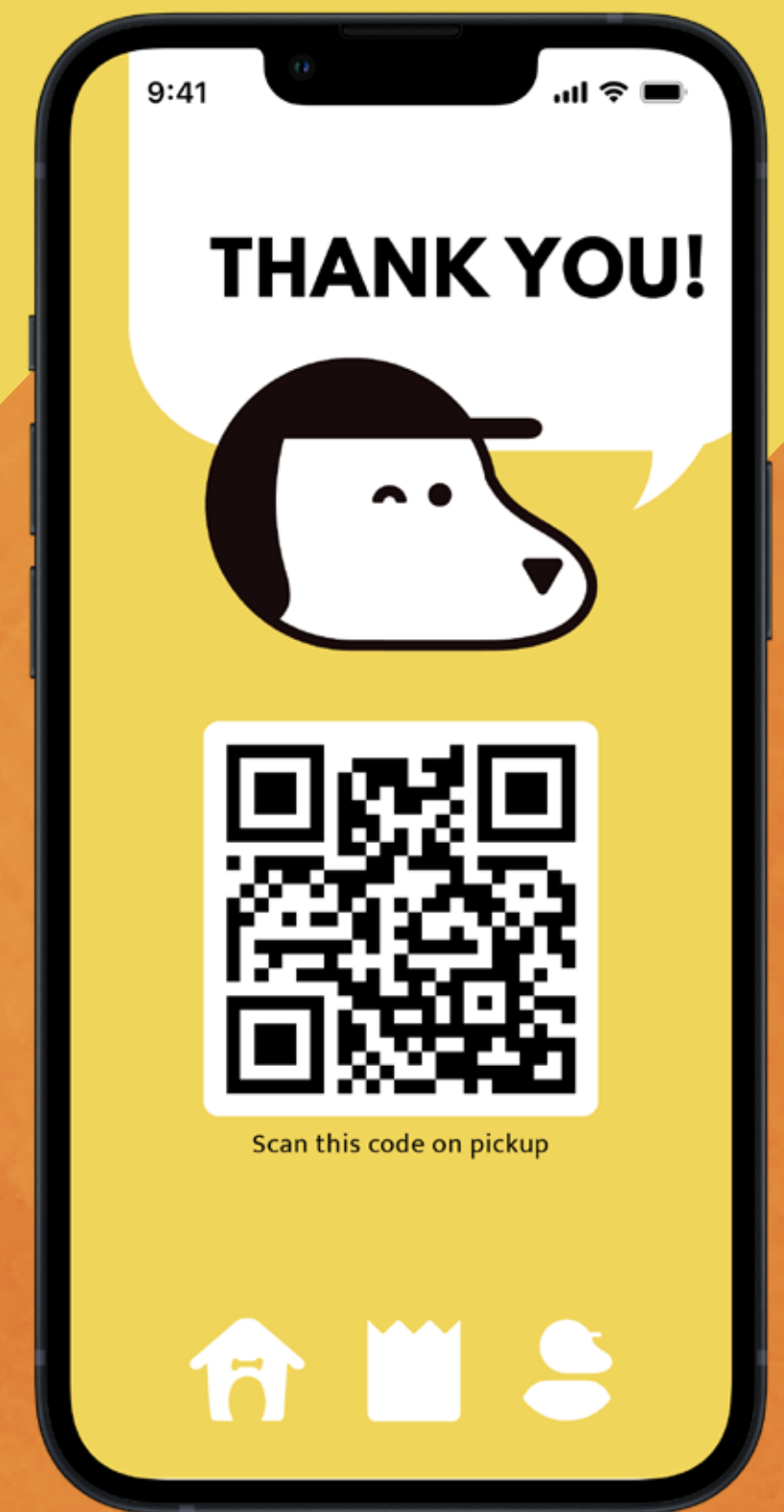
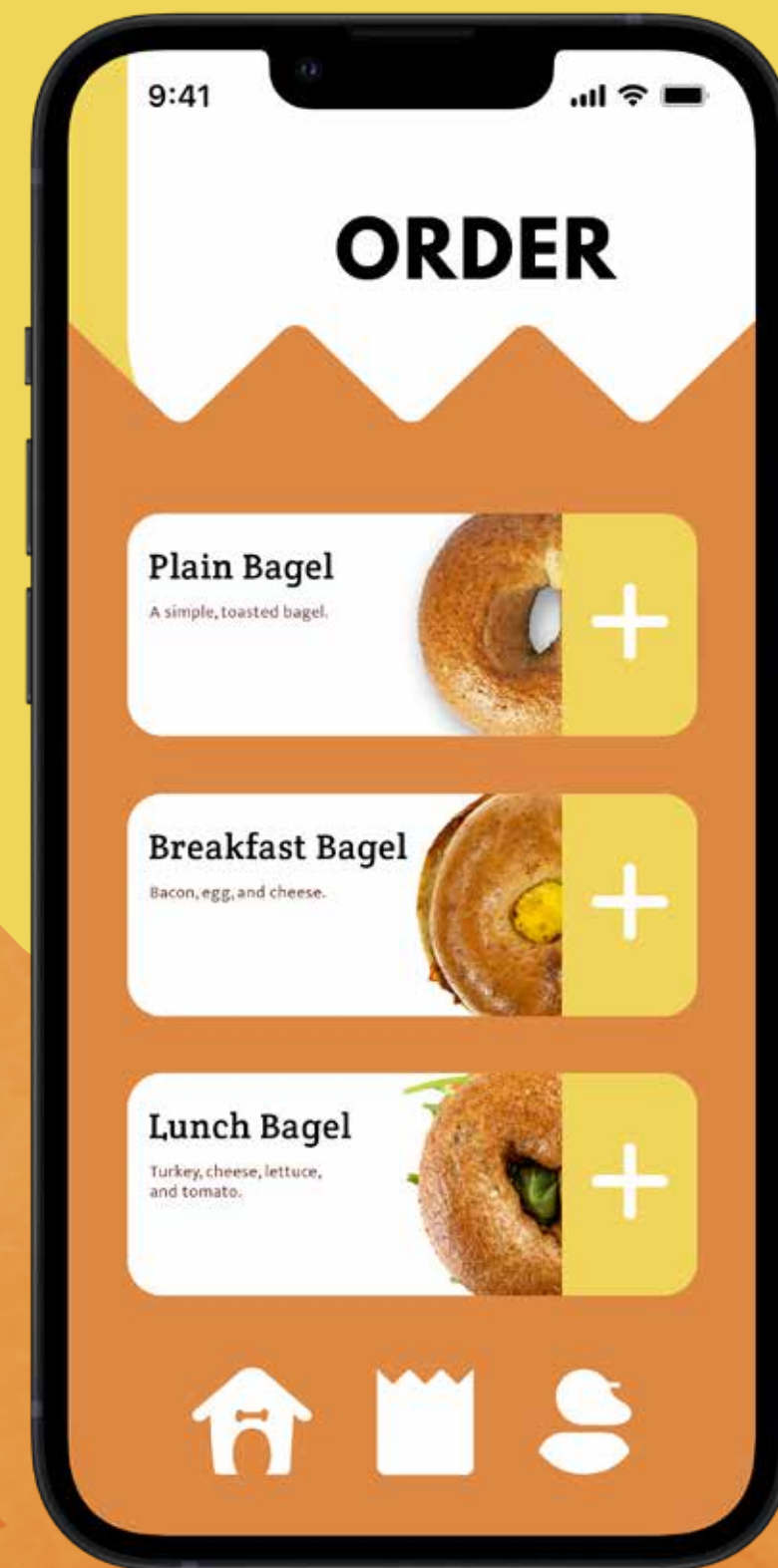
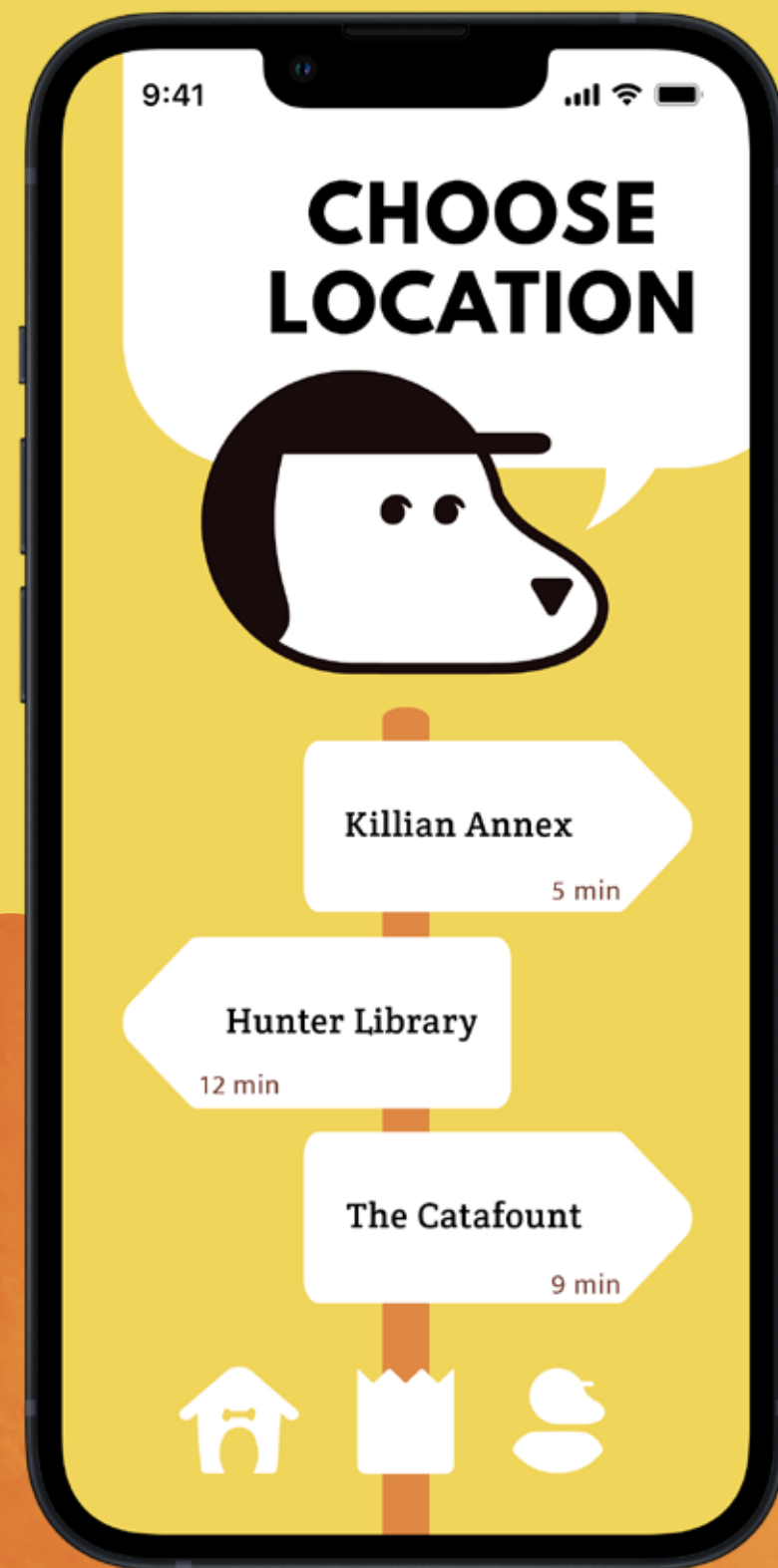
#713B2D

#180B0B

**LEAGUE SPARTAN BOLD
CRETE ROUND**

Mukta Vaani Regular





TAROT
MAJOR ✦ MINOR

MAJOR ARCANA IV HIS MAJESTY



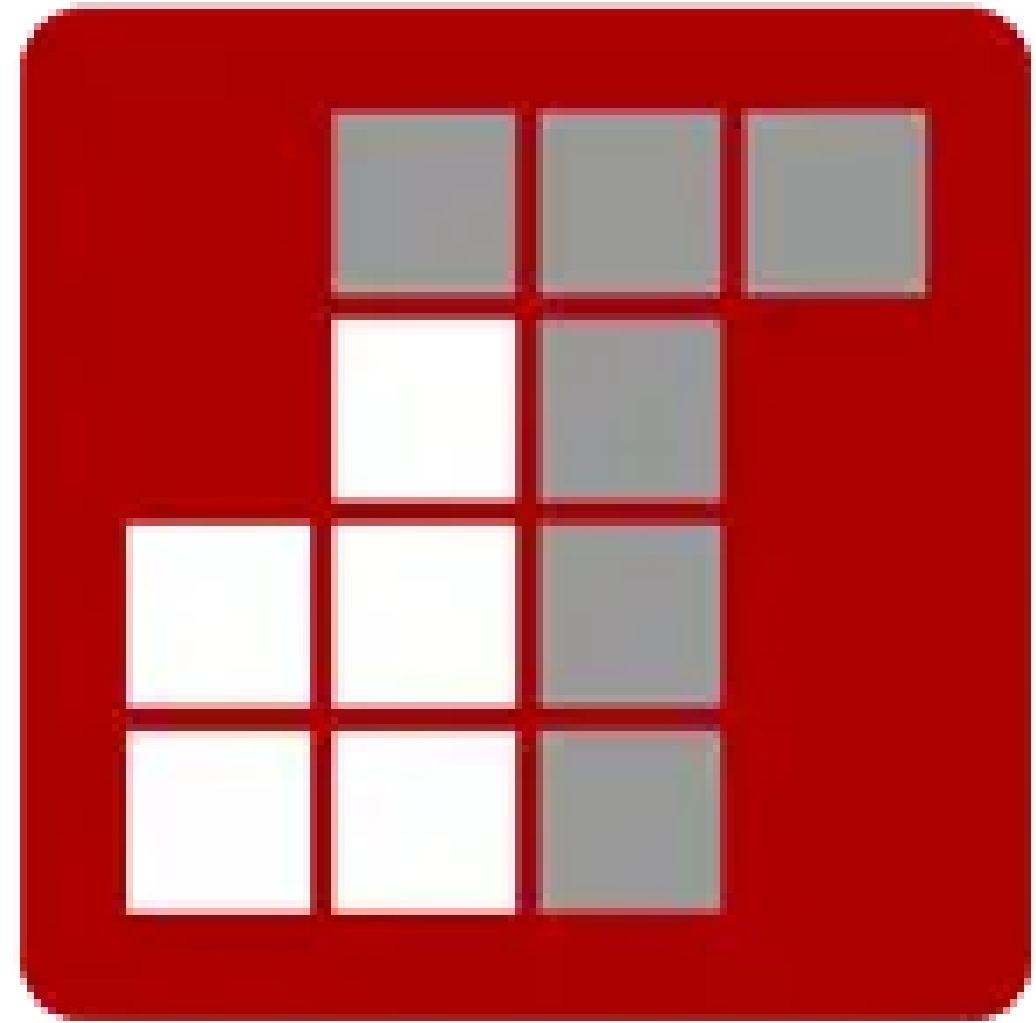
MAJOR ARCANA III HER GRACE



MAJOR ARCANA IX A RECLUSE







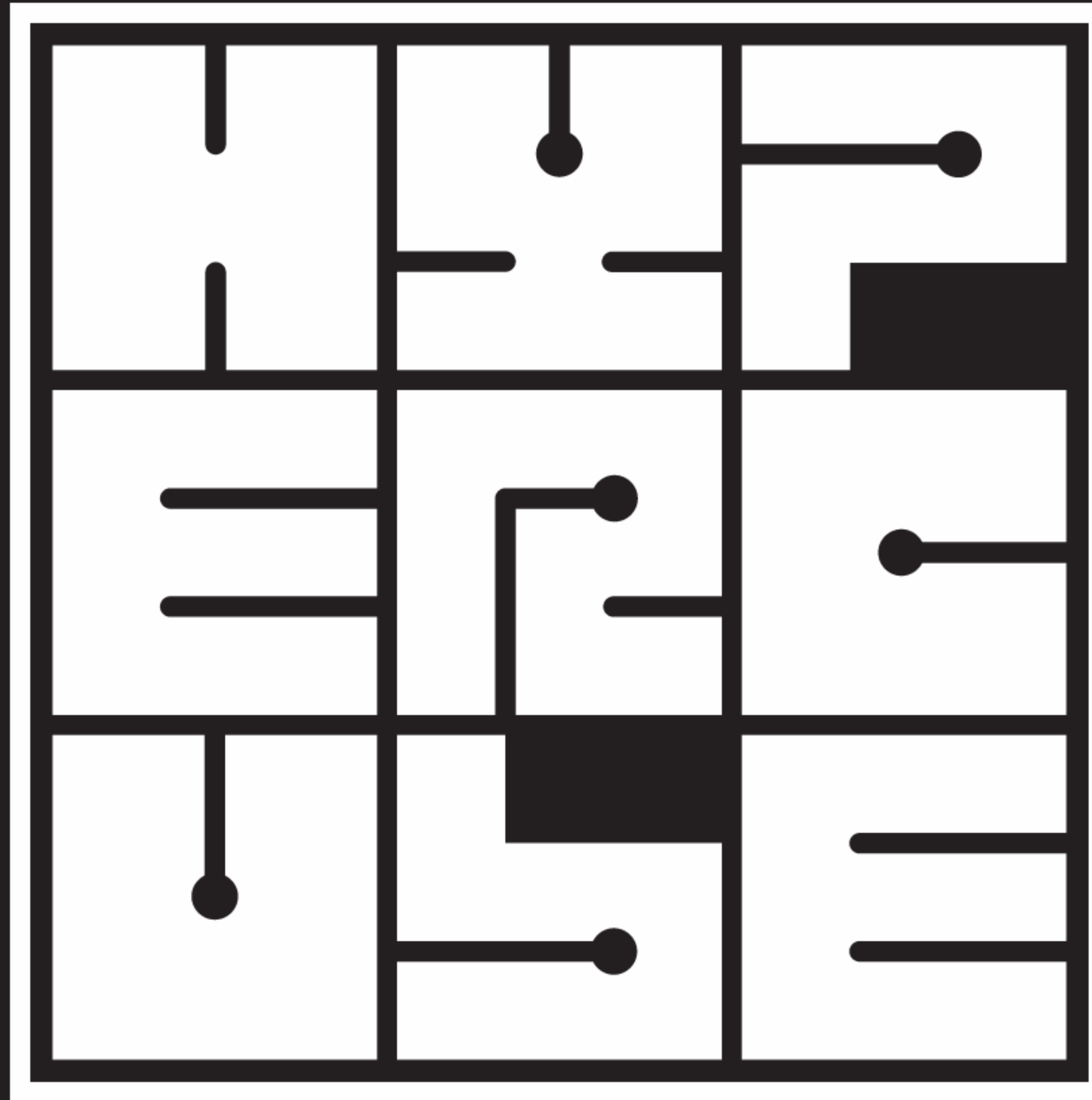
Office Solutions & Equipment
doctech.net

DOCTECH WORK





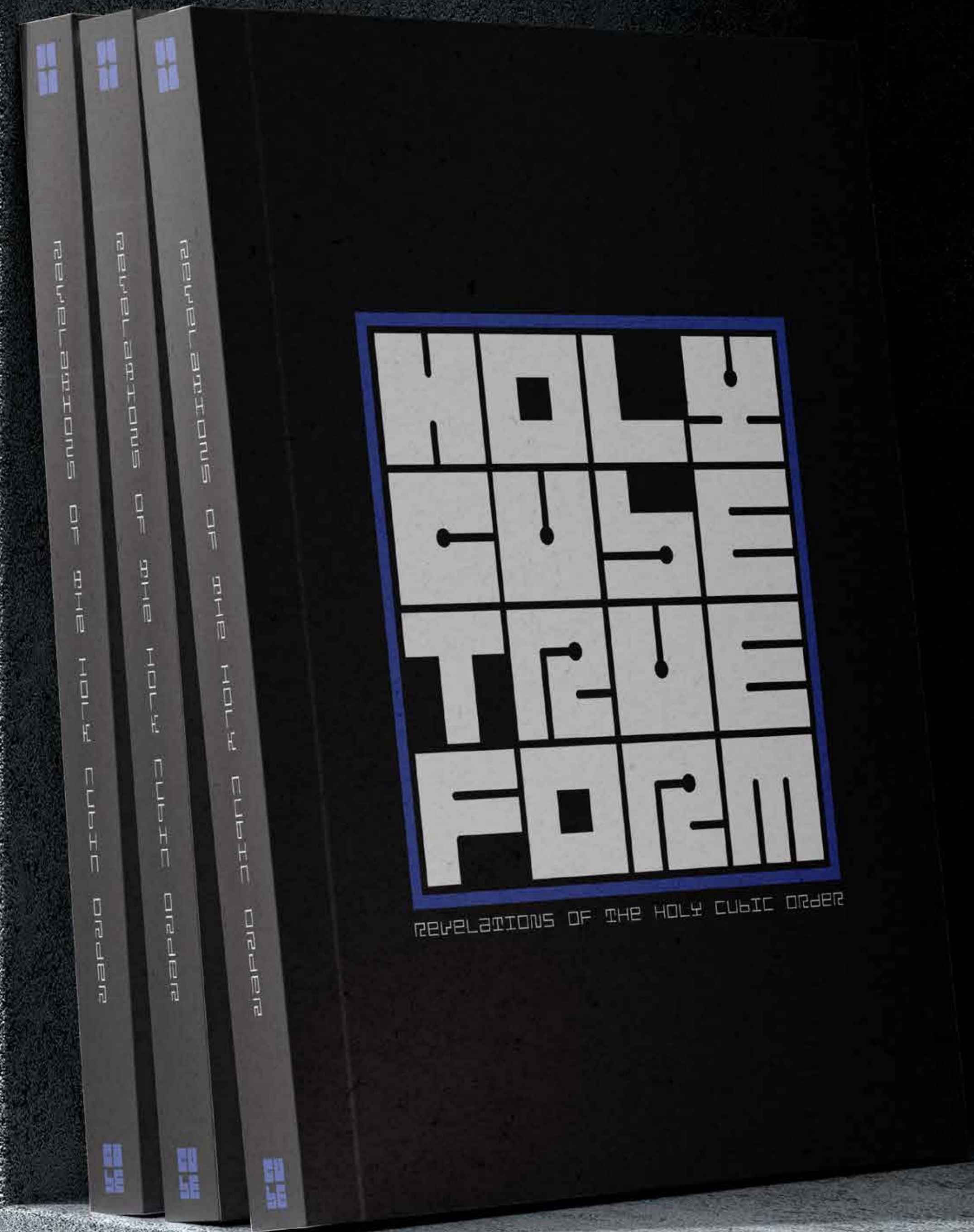
HYPERCUBE

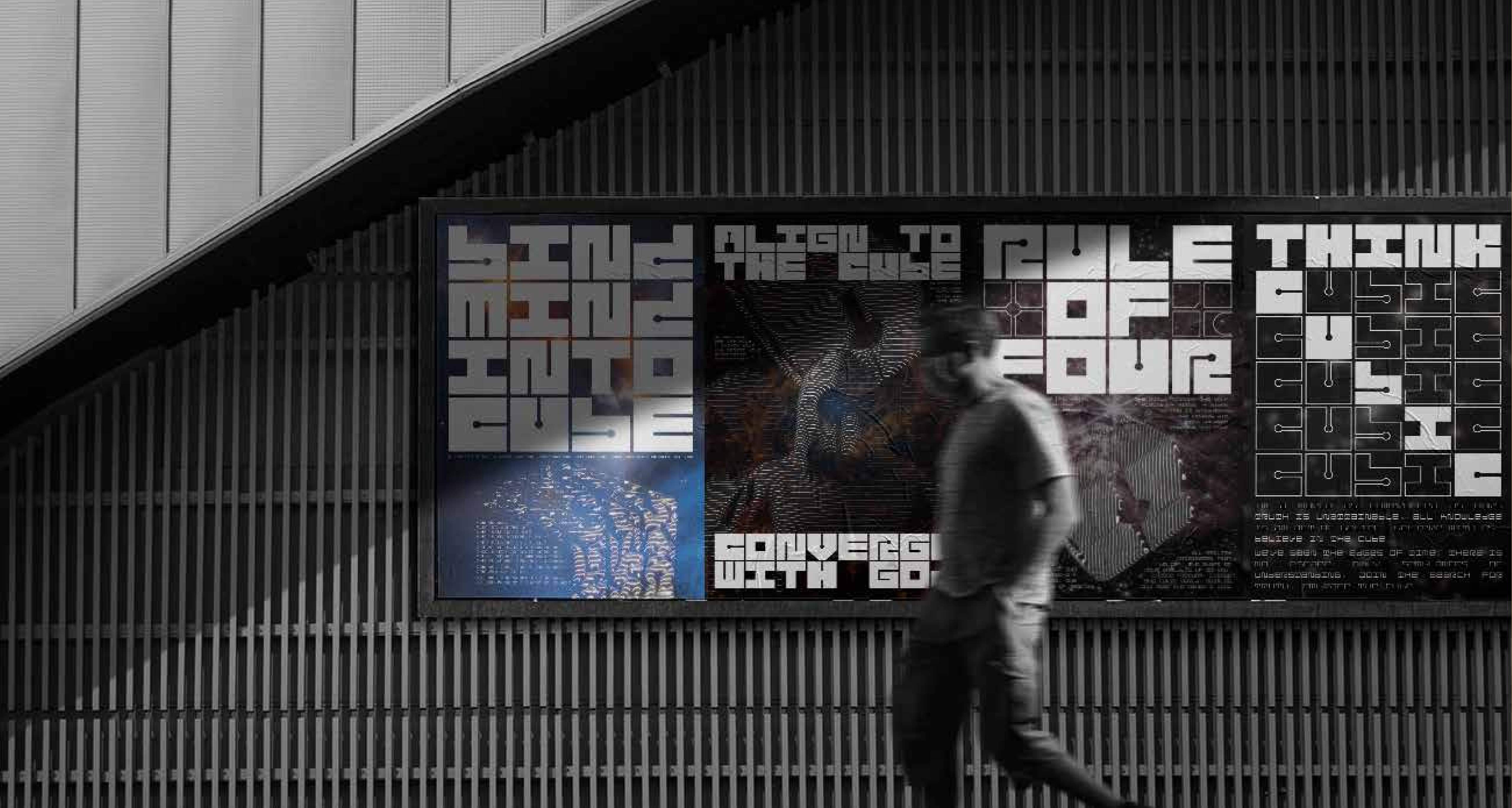


SANS SERIF
UPPERCASE ONLY

MODULAR MONOSPACE
DISPLAY TYPEFACE

BY JEREL TAVARES





ALONG TO RULE THEM

CONVERGE WITH GO

ALONG TO RULE THEM

CONVERGE WITH GO

ALONG TO RULE THEM

CONVERGE WITH GO

ALONG TO RULE THEM

CONVERGE WITH GO

The logo for VINK SIGNS & DESIGNS features the word "VINK" in large, bold, orange, sans-serif capital letters. Below it, the words "SIGNS & DESIGNS" are written in a smaller, black, sans-serif font. The background is a vibrant, abstract composition of overlapping, semi-transparent geometric shapes in shades of orange, purple, green, and teal. To the right of the main text, there are several small, scattered geometric shapes in the same color palette, including a green triangle, a purple triangle, and an orange triangle.

VINK

SIGNS & **DESIGNS**



