

This is a portfolio of work provided by Brian Baksa. The works included in this addendum consist of graphic design, brand identity, and persona development.



Brian Baksa

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Design Portfolio

addendum 1.0

Graphic & Branding Works

Design Lead
Completed 2020
Persona Development, Brand Identity & Design

Perch



Typeface - Primary

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnpqr
stuvwxyz**

Playfair Display Bold - Italic

Typeface - Secondary

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnpqr
stuvwxyz

Helvetica - Light

R:250 G: 192 B: 191 / R:43 G: 108 B: 74



Design Lead
Completed 2023
Event Identity & Design

Blooms Festival



Typeface - Primary

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

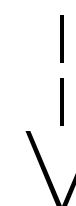
Laviossa - Medium

Typeface - Secondary

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

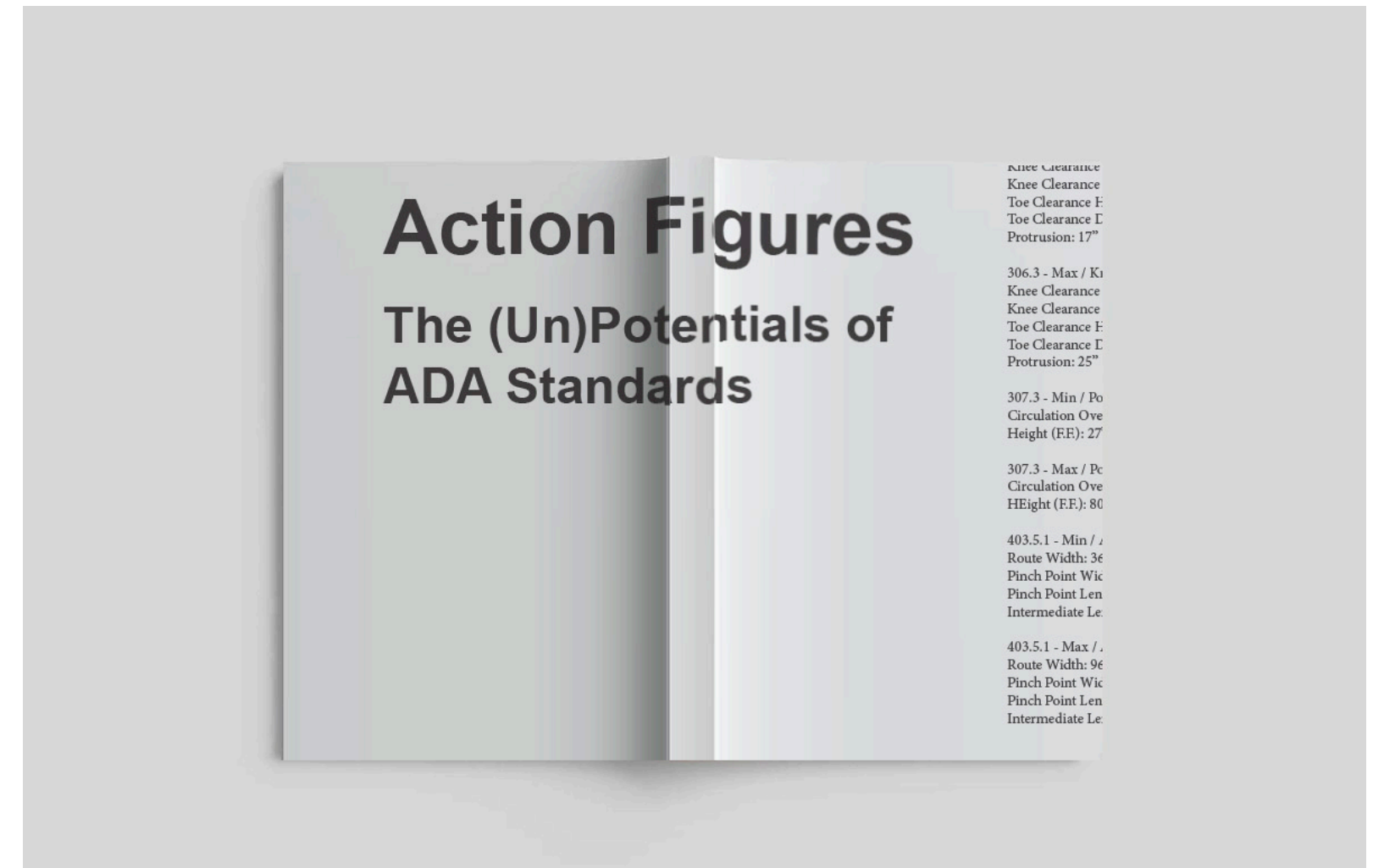
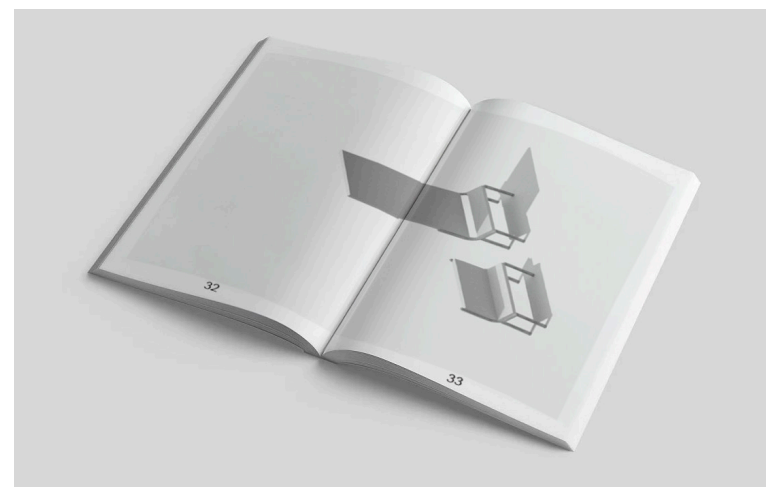
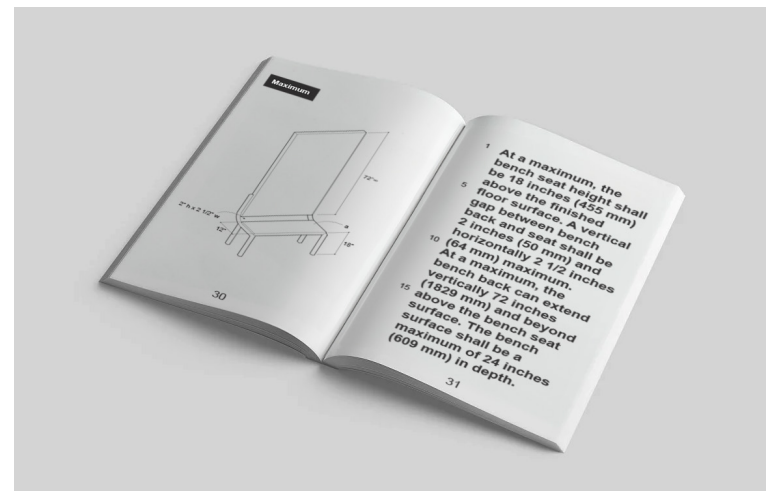
Century Gothic Pro - Regular

Impressionist Color Palette



Design Lead
Completed 2019
Publication Design

Thesis Publication



Design Lead
Completed 2023
Event Identity & Design

Pride 2023



Typeface - Primary

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz**

Aziga - Regular

Typeface - Secondary

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Helvetica Neue - Thin

CMYK - DTA Brand Colors



Design Lead
Completed 2020
Cassette Design & Layout

Discography Cassette

