



JOCELIN FLORA

DESIGN PORTFOLIO 

CONTENTS

1 *INKE*

2 *YUMEI*

3 *JACK LONDON*

4 *GEORGETOWN*

5 *D&AD*

6 *REVELARTE*

7 *IDEATORS*

8 *CONTACT*

INKE

Brand System

I was tasked with creating a brand system for a unique establishment that sold both coffee and uniquely flavored donuts. In addition to this, I would also design both an exterior and interior for the brand using an existing building in their assigned city. The property I choose to revitalize is located in Cambridge, MA, near the Charles River. 275 3rd St, Cambridge. From this came the development of the brand INKE. INKE's name was inspired by the relationship between the debut of the printing press in Cambridge and the essence of coffee.

INKE is a young establishment that serves unusual creations, but the overarching goal is far more passionate. The establishment strives to allow customers to unwind and forget about the outside world while enjoying numerous donut and coffee options. INKE hopes that every time one bites into one of the unusually flavored doughnuts, they'll be sent to a wonderful world of pleasures, where we can fondly recall our most cherished memories.







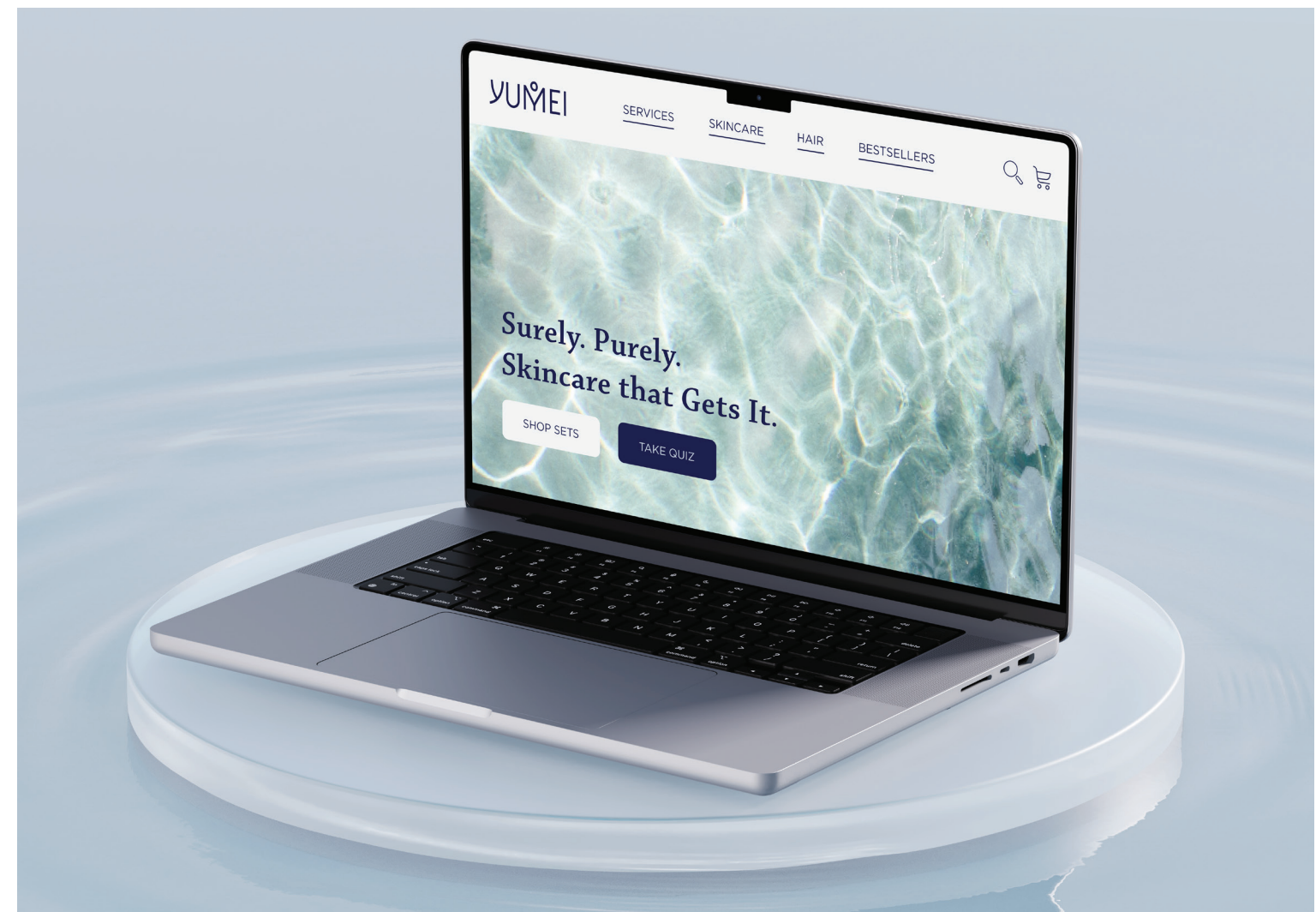
YUMEI

Beauty Subscription Service

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JACK LONDON STATE PARK

Brand Identity

I undertook a prestigious project to create a comprehensive brand identity for the Jack London State Park Museum in Glen Ellen, CA. This historical site celebrates the life and legacy of the renowned author Jack London, nestled within the breathtaking landscapes of Glen Ellen.

The task was to develop a complete brand identity that embodied the spirit of Jack London and the natural beauty of the park.

The mission of the park is to rigorously protect the historic and natural character of the Park while creating inclusive opportunities for education, recreation, discovery, and joy, leaving future generations a park that would make Jack London proud. I was challenged to revive the Jack London State Park visual branding, and give it a breath of fresh air.







GEORGETOWN

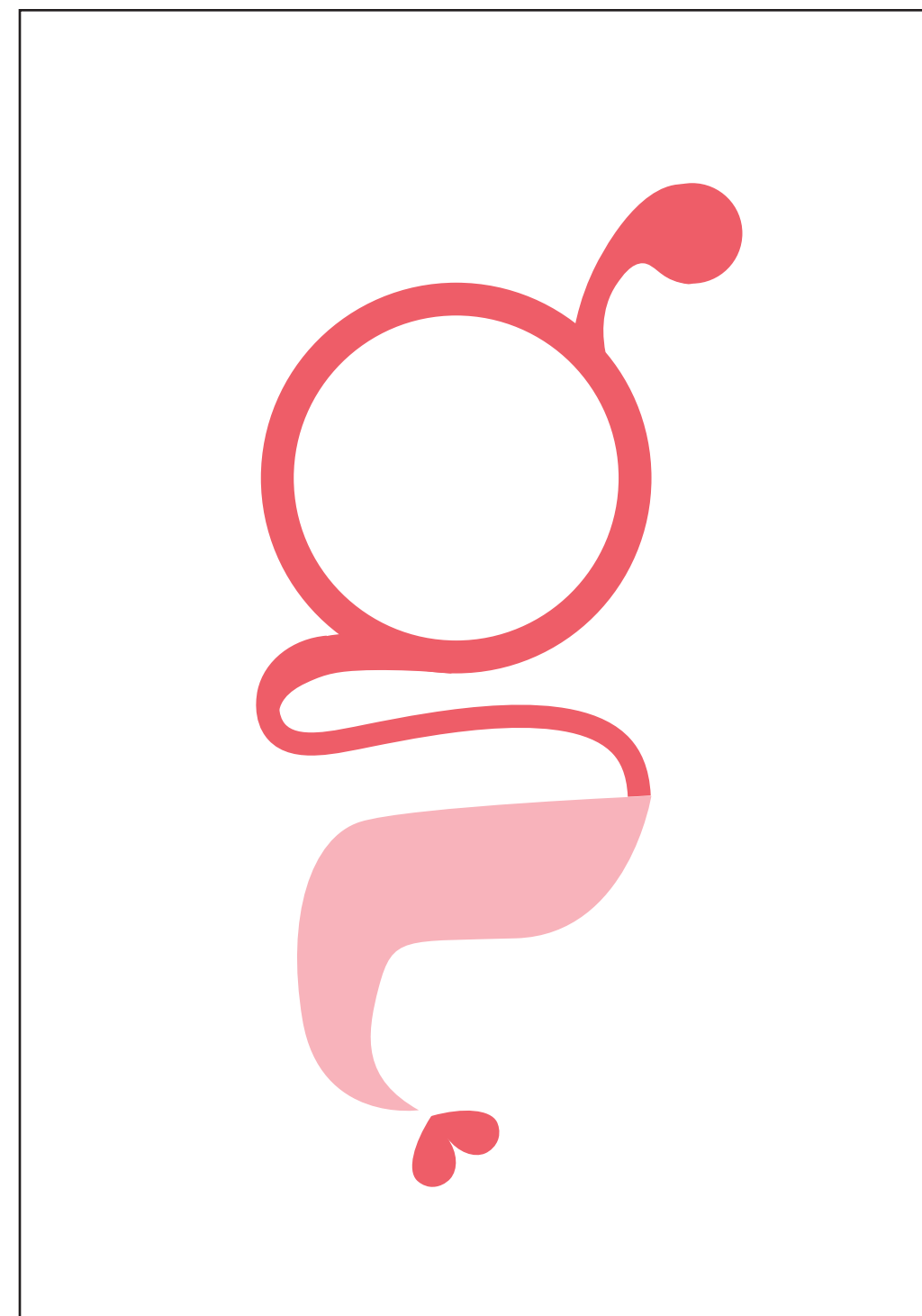
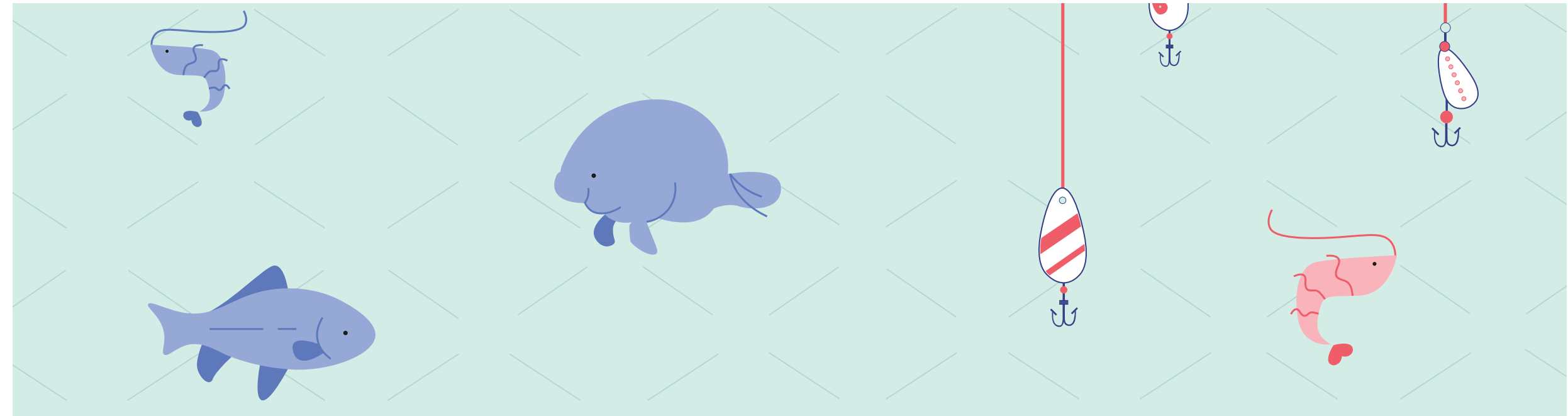
Visual Identity System

I was tasked with developing a visual identity system that would improve reate an increase in foot traffic and draw more people to the assigned small town in South Carolina. I was given Georgetown. They are well known for its rich history, warm hospitality, and the beautifully preserved architecture. The residents of Georgetown have the desire to welcome everyone to their community, but Georgetown is seen primarily as a retirement community.

The visual identity seeks to develop a campaign that will raise awareness of what young families can provide the Georgetown community in terms of both their contributions to the area and enhancements to the quality of life. The big idea for the visual identity is to cultivate experience shown through the phrase "SEA THE UNSEEN."

The town values the enhancement of the quality of life for its citizens by protecting its natural environment, fostering a vibrant and diverse economy that will create economic opportunities.

The new visual identity system will reflect the town's opportunistic, distinctive, and enduring attributes. It is something that is appealing and intrigues from a distance and then reveals its true purpose as you look closer. It is simplistic yet complex in nature.







D&AD

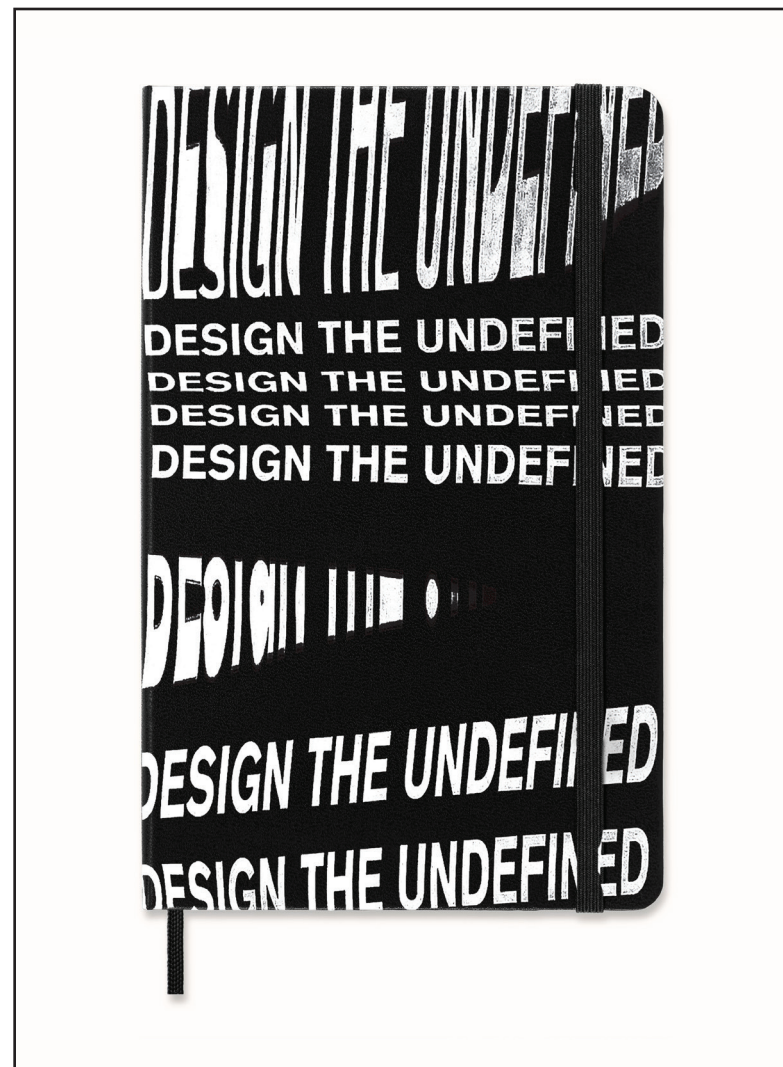
D&AD Conference Guide

The D&AD Conference Guide was a part of a publication project with a team. The main goal of this project was to design any type of publication that our chosen team would like based on the provided designers that were assigned to be highlighted in the said publication.

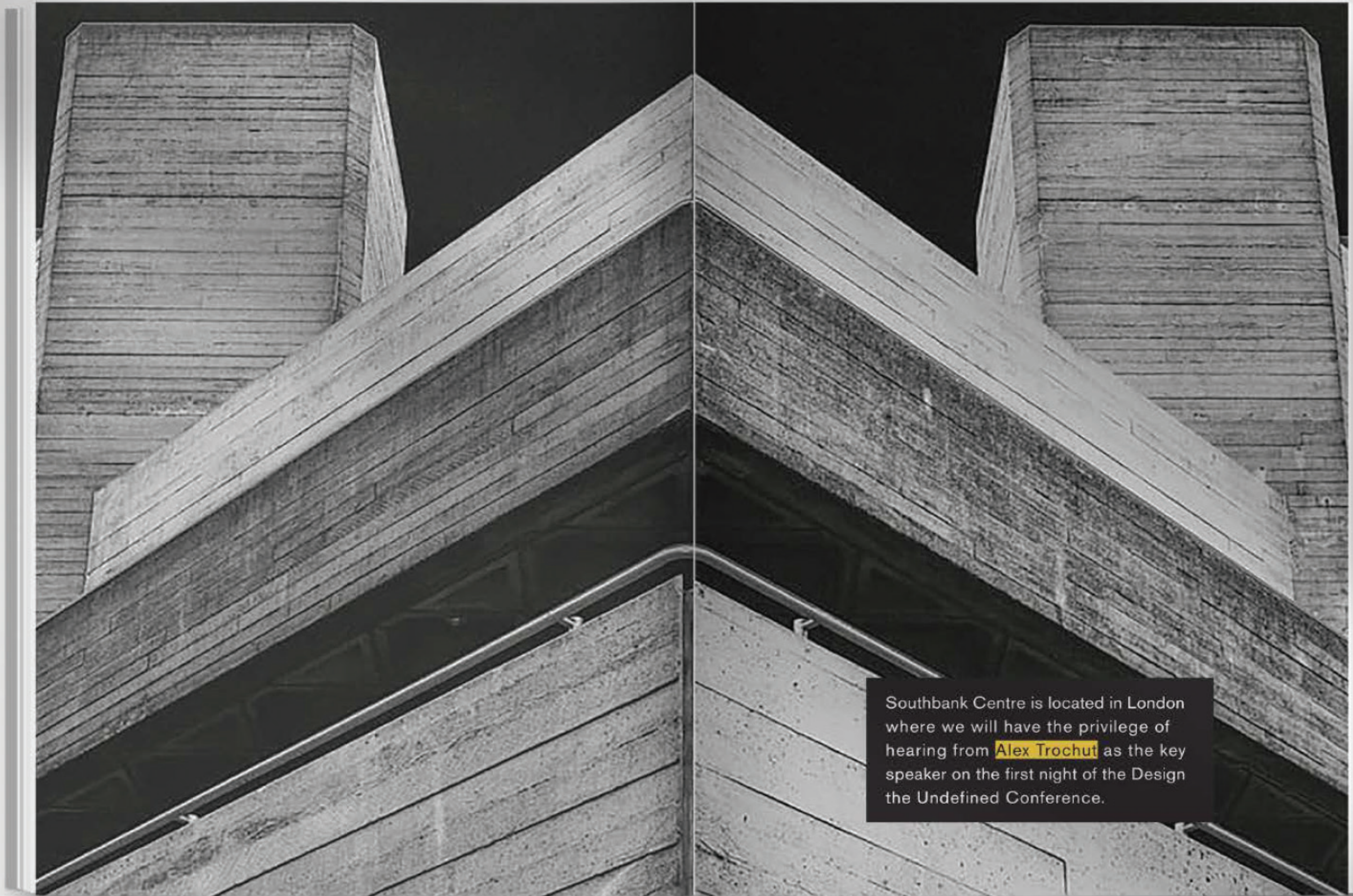
The designers given to the team were dubbed the Sixties MOD. These individuals were Lou Dorfsman, Robert Brownjohn, Buckminster Fuller, Milton Glaser, Corita Kent, George Lois, Yusaku Kamekura, Ikko Tanaka, Ivan Chermayeff & Tom Geismar, Louis Kahn, Shigeo Fukuda, and Seymour Chwast.

Since there were no boundaries on this publication, the team decided that a conference guide was the direction that we wanted to go and was suited for the designers the best. Through numerous hours of research on a variety of conferences, we landed on D&AD and knew right away that this was the one.









Southbank Centre is located in London where we will have the privilege of hearing from **Alex Trochut** as the key speaker on the first night of the Design the Undefined Conference.

REVELARTE

Type Resurrection

Revelarte was originally found inside an old specimen book with an unknown beginning. It contains an elaborate elegance unmistakably due to the various striking shapes, stylistic serifs, and distinct weights.

Revelarte contains timeless letterforms that are reimagined with highly specialized serifs made with the use of vintage design features.

The typeface, Revelarte, symbolizes a differentiation between both the reanimated and the innovative while still drawing some inspiration from the authentic letterforms from the very beginning.

Revelarte is an authentic display serif that draws inspiration from both fantastical and timeless qualities found in the past. It embodies the harmony found in the classics while still being cutting-edge, making it ageless and innovative. This typeface is at its best when it is used for display formats given that it contains both specialized serifs and pivotal dots.

Revelarte was used in collaboration with another typeface known as Kenterby with the goal of creating a tea brand that emphasizes both typefaces' main ideals. With that in mind, the tea brand Filoxenia was born.

REVELARTE

COME ONE

REVELARTE REGULAR

COME ALL

REVELARTE REGULAR OBLIQUE

TO THE ONE

REVELARTE OUTLINED

AND ONLY

REVELARTE OUTLINED OBLIQUE

COME ONE

REVELARTE SPECIALIZED

COME ALL

REVELARTE SPECIALIZED OBLIQUE

TO THE ONE

REVELARTE SPECIALIZED

AND ONLY

REVELARTE SPECIALIZED OBLIQUE

WHAT IS THAT
 ✨LUMOS✨
 WADDIWASI



DO YOU LIKE
 JAZZ
 I CAN FEEL IT
 IN MY SOUL
 IT HAS TO BE
 FATE



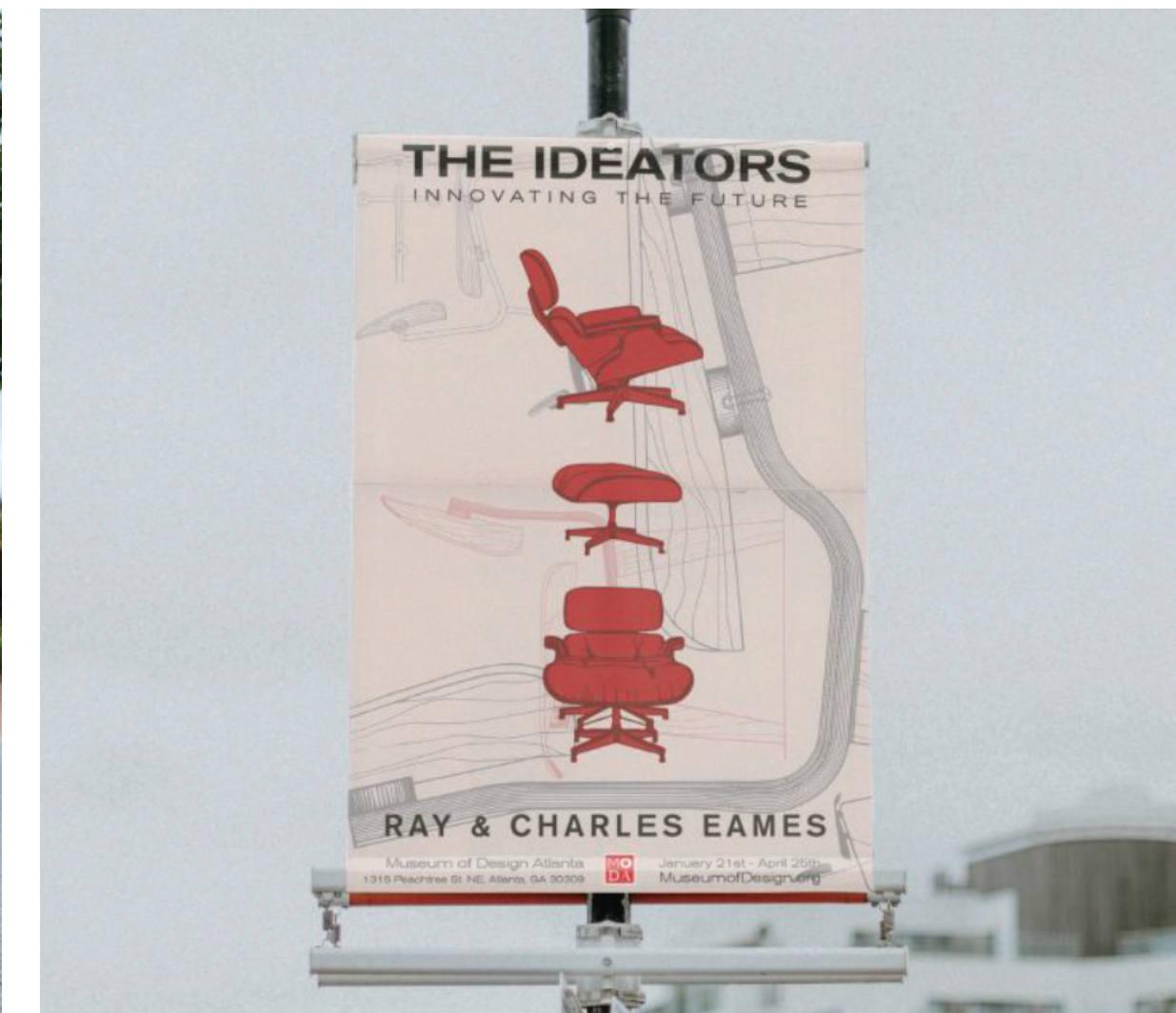
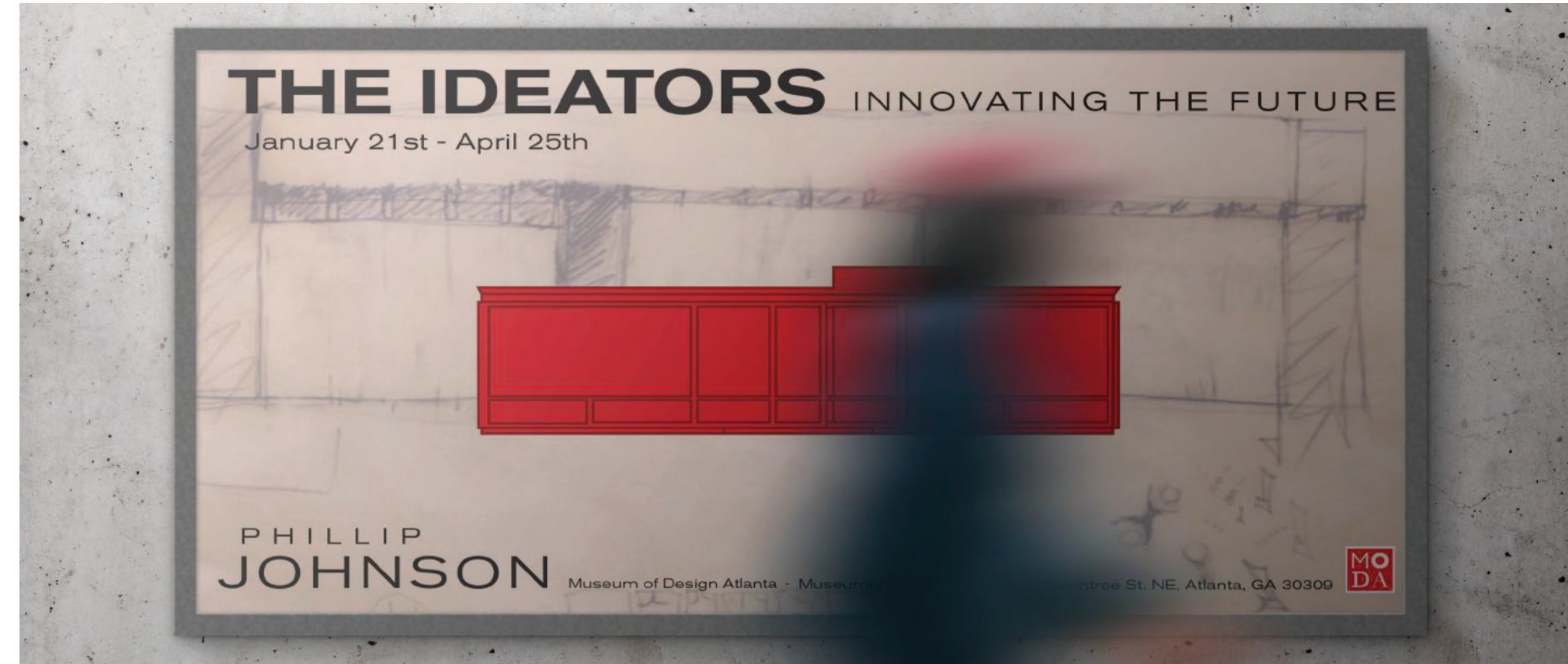
THE IDEATORS

Type Resurrection

I was tasked with creating a museum campaign; the MODA exhibition. This was specifically a project in which we chose four designers from a selection that we were given comprising multiple designer groups.

I called the four designers I chose—Phillip Johnson, Dieter Rams, Steve Jobs, and Charles Eames—the Ideators for this project.

Working with the selected team of designers, I developed a range of promotional materials that highlighted the individuals present in the exhibition. In addition to a minimum of four posters, the campaign materials had to include both tangible and intangible elements.








LET'S CONNECT!

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The background features a series of parallel diagonal stripes, alternating between black and white. The stripes are thick and have rounded ends. The overall composition is minimalist and modern.

THANK YOU!