

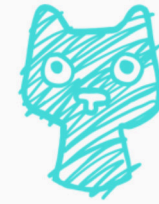


IDENTITY | BRANDING | LAYOUT

Sarah Wilkinson

Melbourne-based visual designer
working across print & digital media

identity.



curious **it**



b a u h a u s
FURNITURE



TARASTAR.
CONSTRUCTION

Logo Design | *Various clients*

A collection of typographic and illustrative logo designs for clients across various industries.

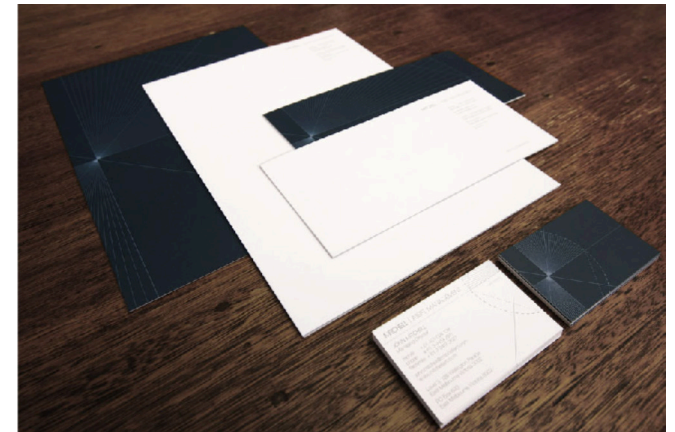
identity.



Logo Design | *Town City Lane*

A hand carved, stamped, and digitised logo for my own freelance design business.

branding.



Corporate Branding | *Mitchell Asset Management*

The Mitchell Asset Management brand derives from the client's love of nautical culture. The use of a linear navigational graphic device asserts a strong sense of leadership and lends itself to seamless application across all corporate collateral.



branding.



Brand Collateral & Packaging | *Bright Witch*

Branding, product packaging, and stationery design for my own online business which offers art and fairy tales for teatime daydreamers.

Bright
Witch



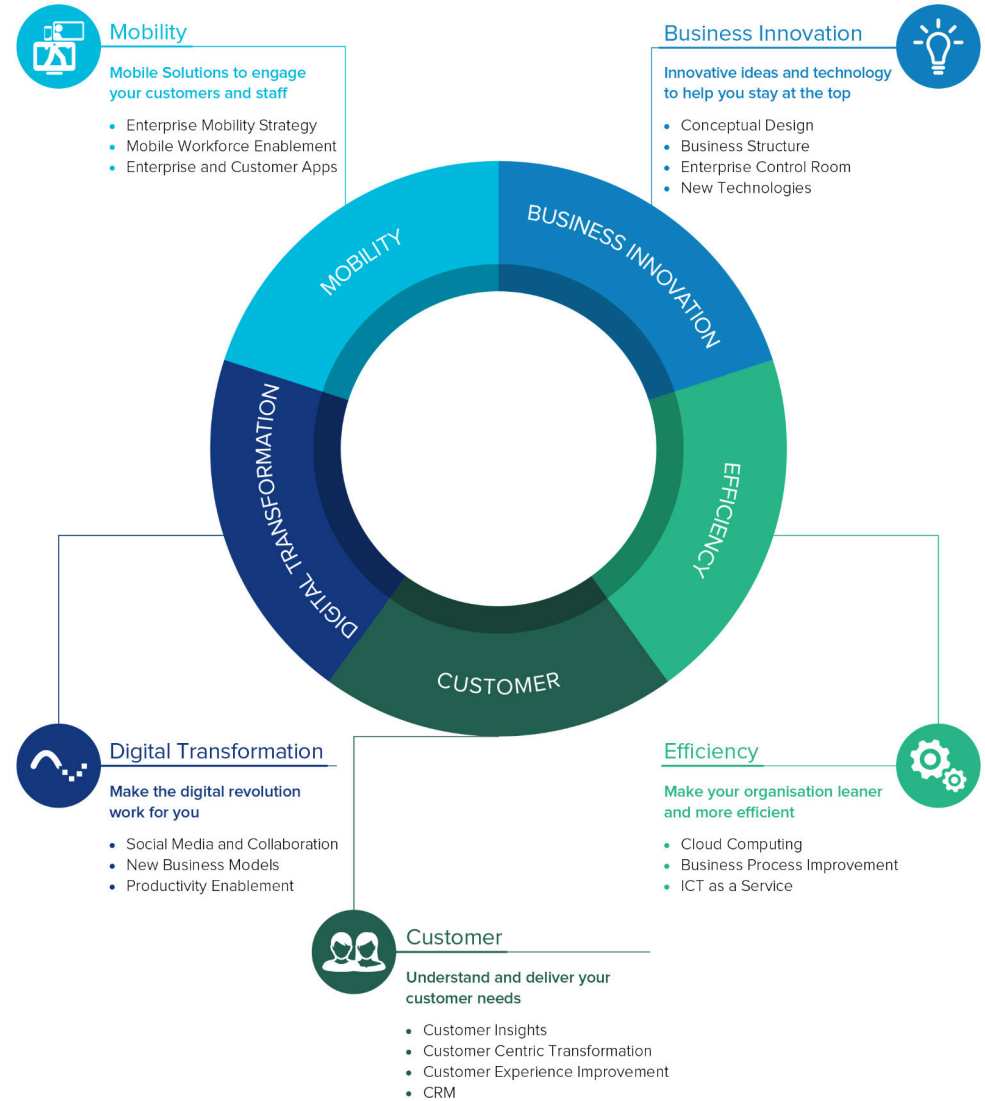
branding.



Market Signage | *Bright Witch*

After digitising a hand-lettered logotype, I printed, traced, and painted the logo onto a signage board to display at expos and markets.

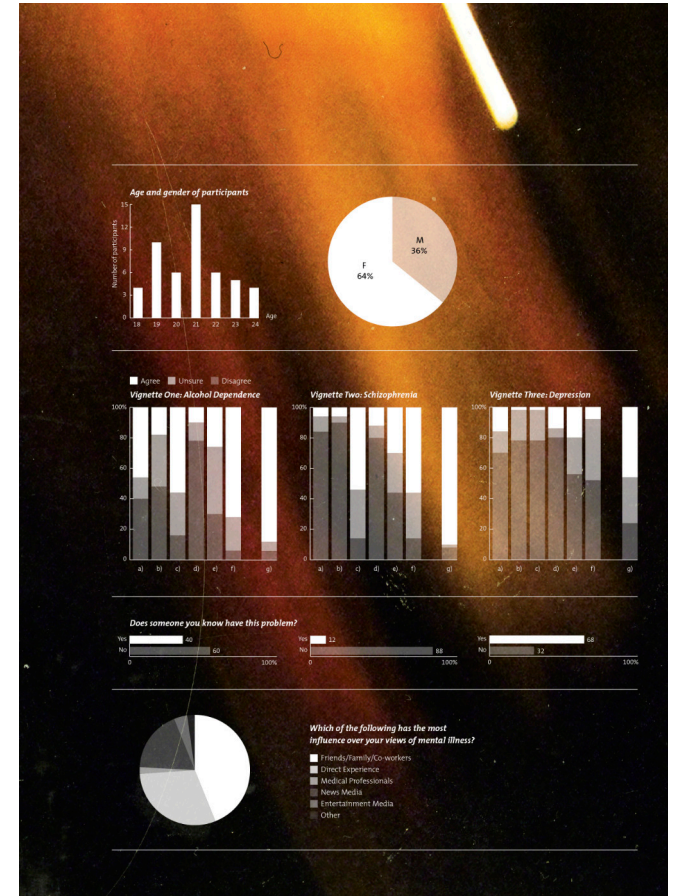
infographics & layout.



Infographic & Layout Design | SMS

Infographic design and layout for a print document communicating SMS Management's history and corporate values.

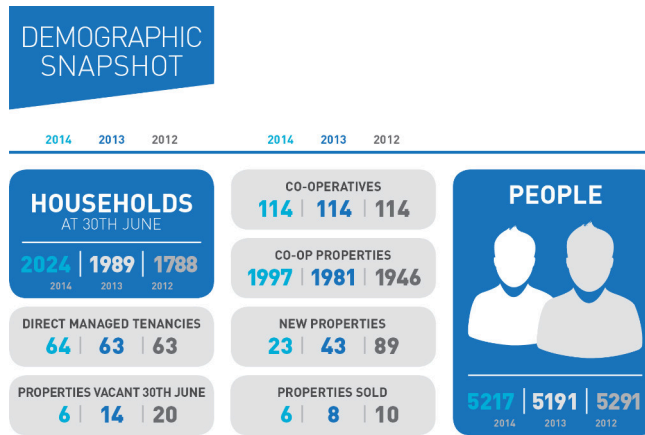
infographics & layout.



Inside Out | honours project

A collaboration between two honours students, this document presents the findings of research conducted into the stigma surrounding mental illness. A campaign called 'Inside Out' was developed based on these findings with the intention of reducing stigma.

infographics & layout.



Annual Report | CEHL

Common Equity Housing Limited (CEHL) helps lower-income earners to access rental properties. A fresh layout design incorporating infographic elements was required for their 2014 printed Annual Report.



Thank you!

If you are interested in working with me or learning more about my work, please contact me via:

e. sarah@towncitylane.com

m. 0457 257 277