



**Hello,**

I'm Chloe Lewin, A soon to be graduate of the University of Lincoln with a BA (Hons) in Graphic Design.

I am 21 years old currently residing in the Isle of Man. I enjoy illustrating and have a particular passion for branding when it comes to graphic design.

To see more of my work check out my website [chloelewin.com](http://chloelewin.com) or email me at [chloelewiniom@gmail.com](mailto:chloelewiniom@gmail.com)



### **The Brief**

This project was an entry to the 2020 ISTD Monotype awards to create and brand an accessories store, whilst using the type foundry Monotype's fonts.

### **My Outcomes**

I created Regalia Accessories, a jewellery store focusing on personalised typographic jewellery.

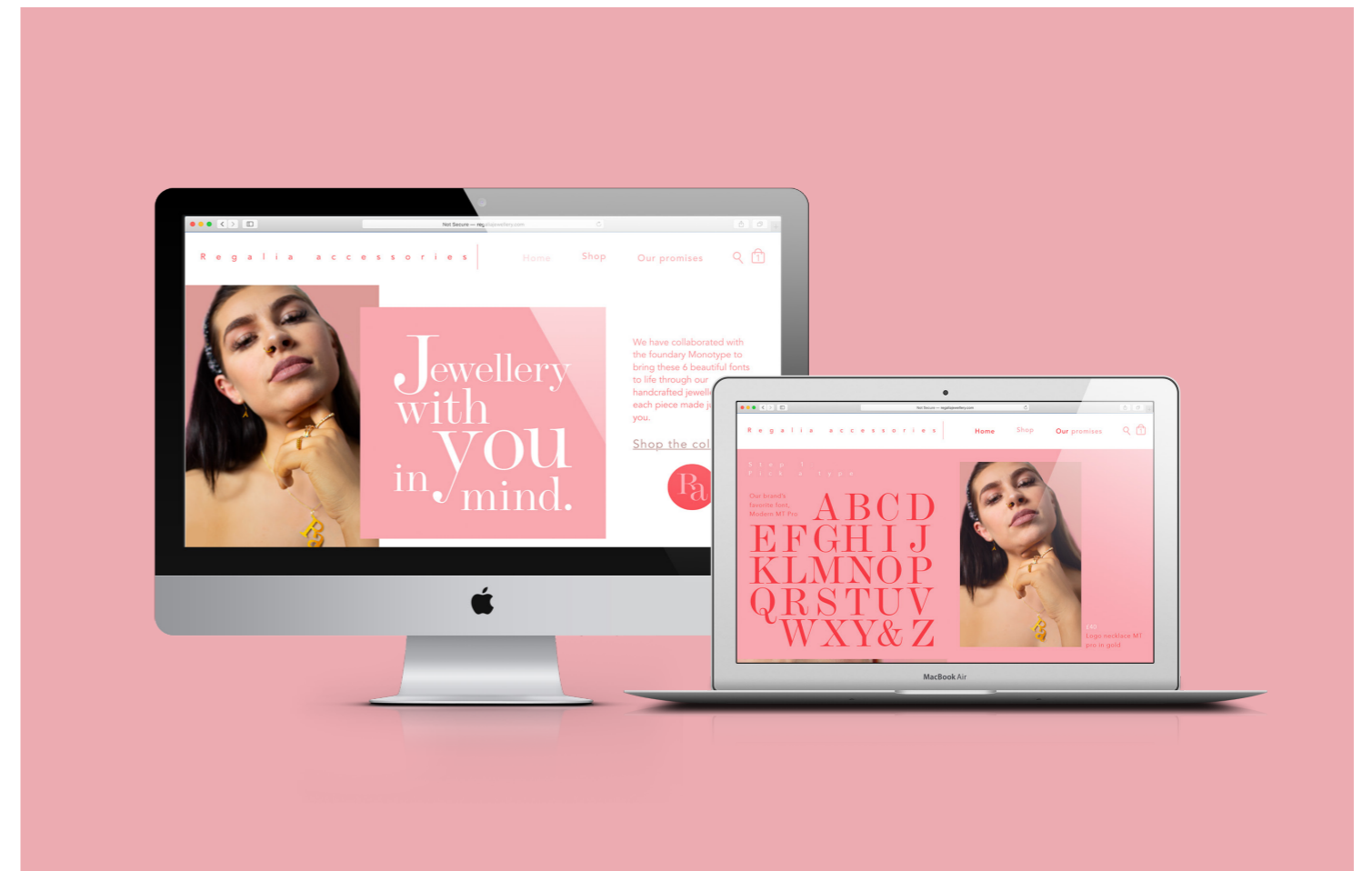
Along with the store branding, products and photos, I created a catalogue for handing out inside the store and a website for online purchases to reach a larger market.



# Portfolio

# Regalia Accessories

# Branding, Photography







### The Brief

This brief was an entry to the Chrysalis 2020 Student awards. The brief was to,

‘Create a drinks brand that has a functional benefit beyond the primary purpose of refreshment.’

### My Outcomes

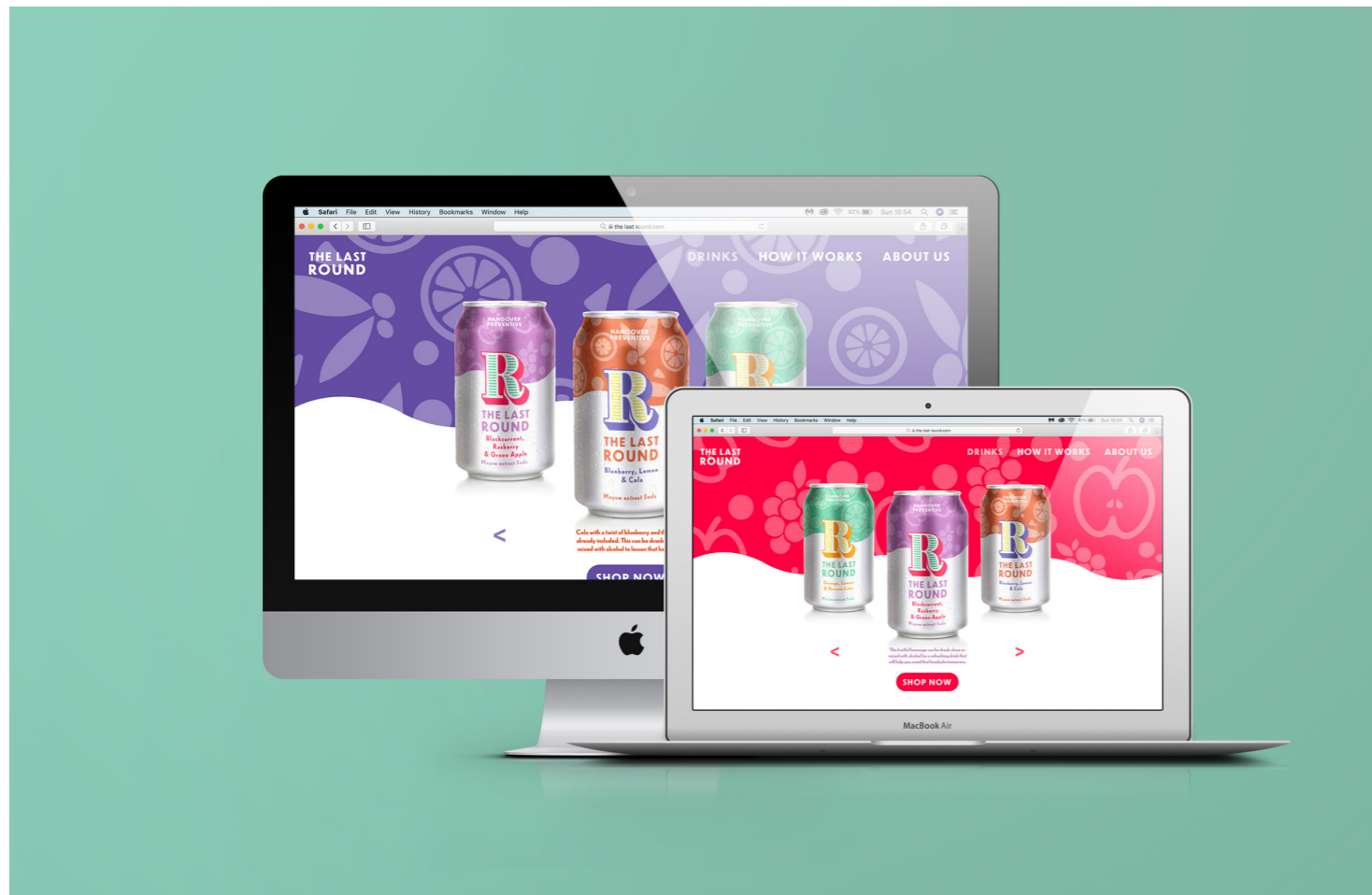
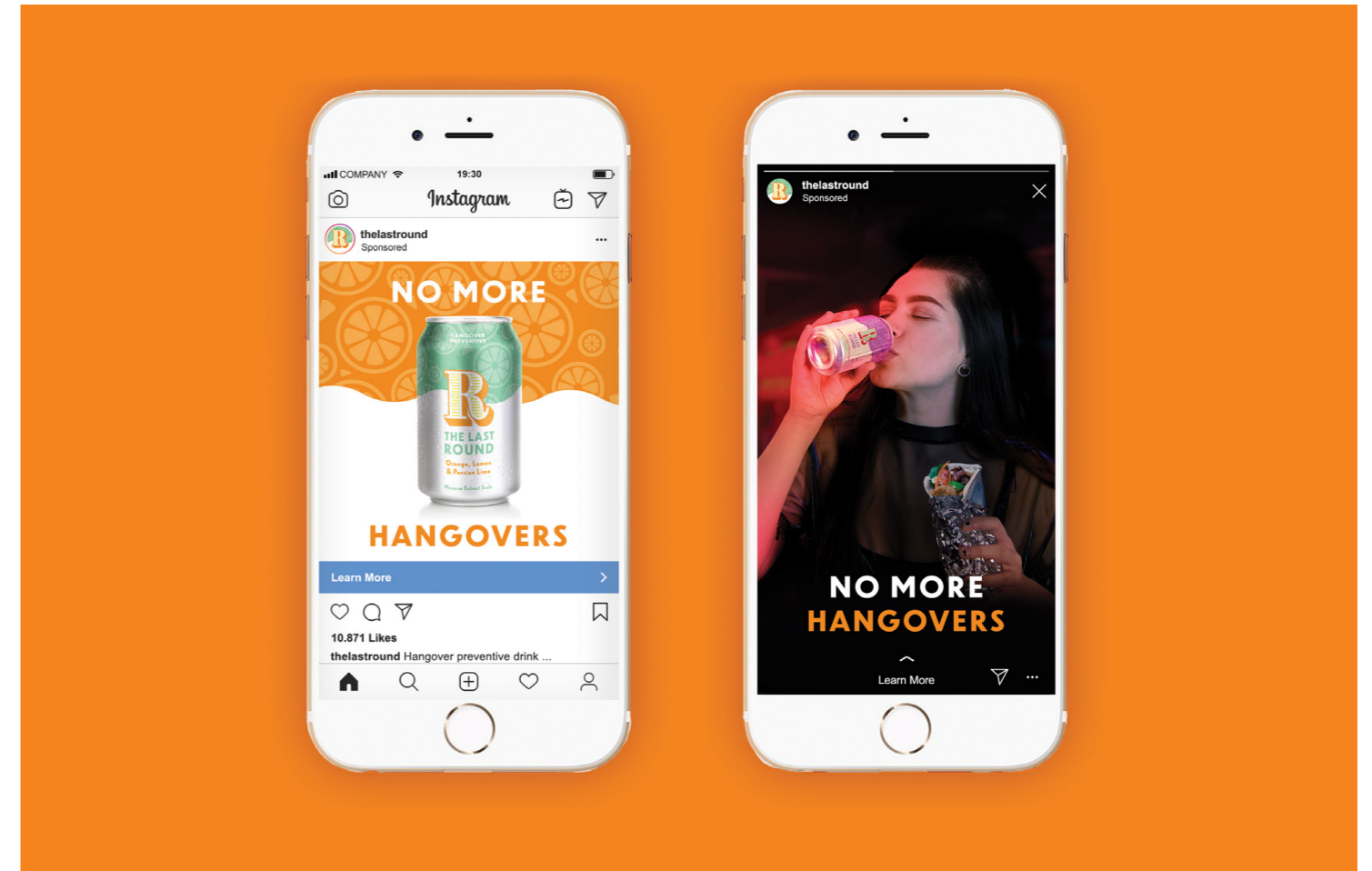
I created ‘The Last Round’ a brand of drinks that help prevent hangovers. My target audience was young adults such as students which allowed me to be fun, humorous and bright with my branding.



# Portfolio

# The Last Round

# Branding







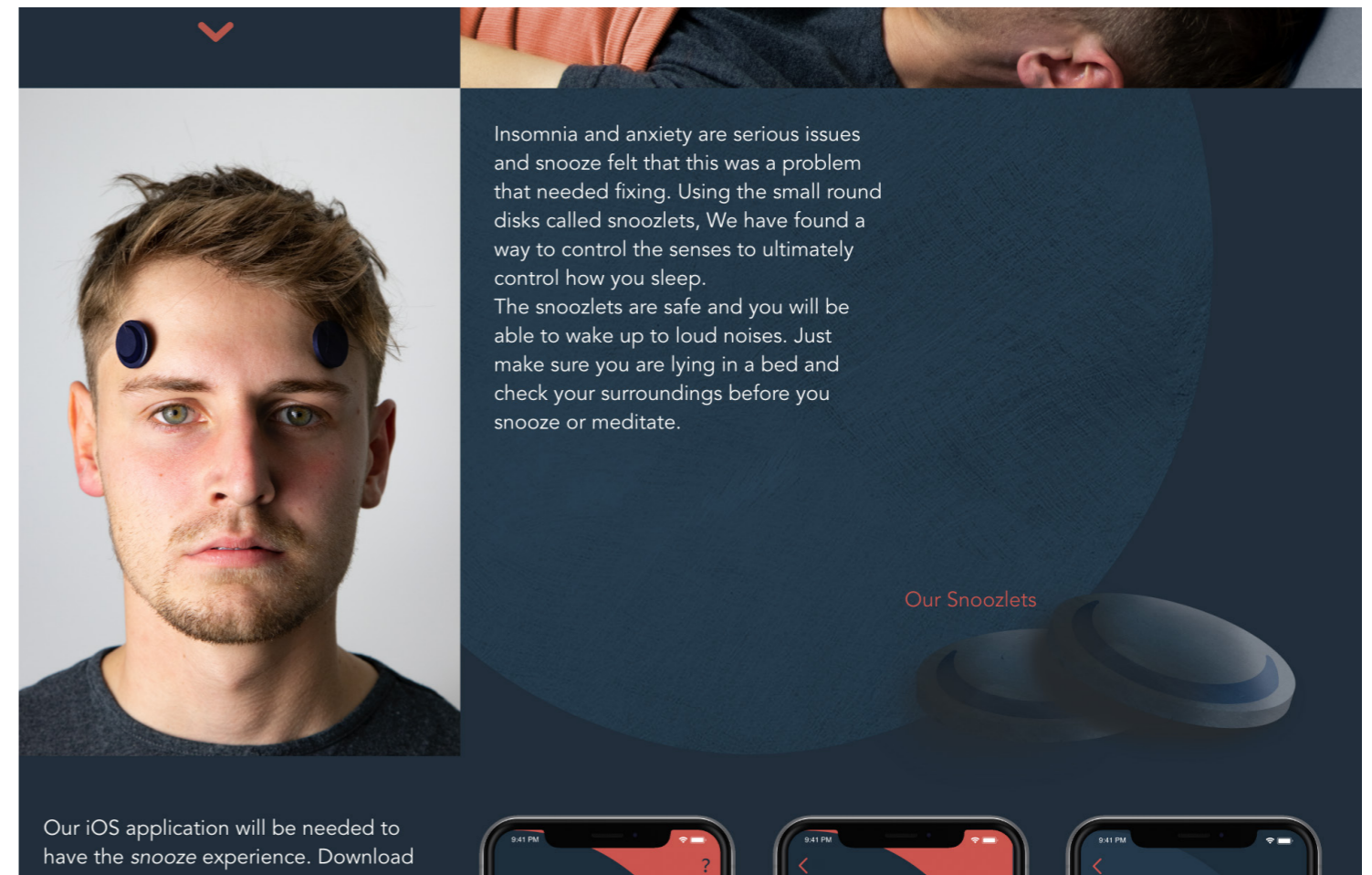
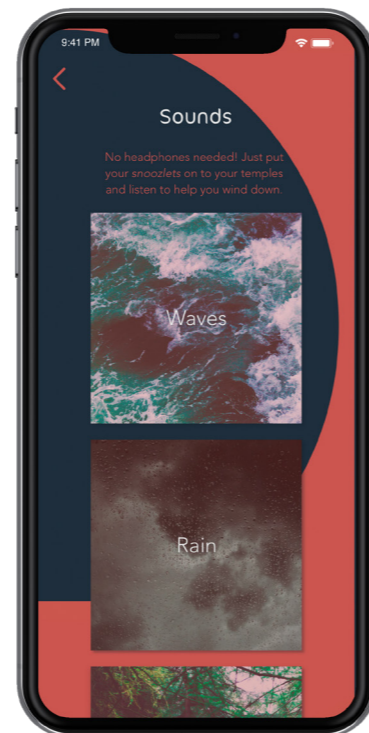
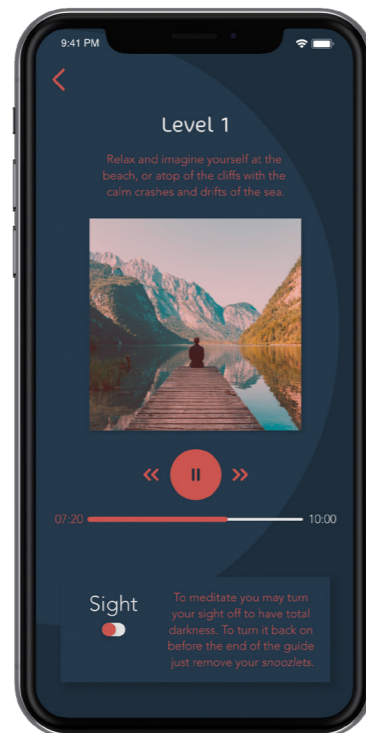
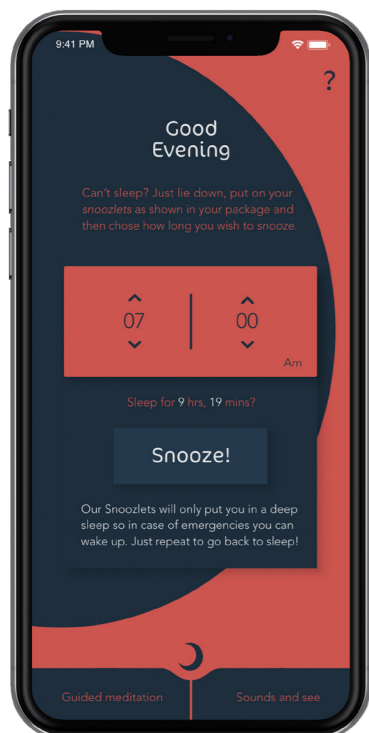
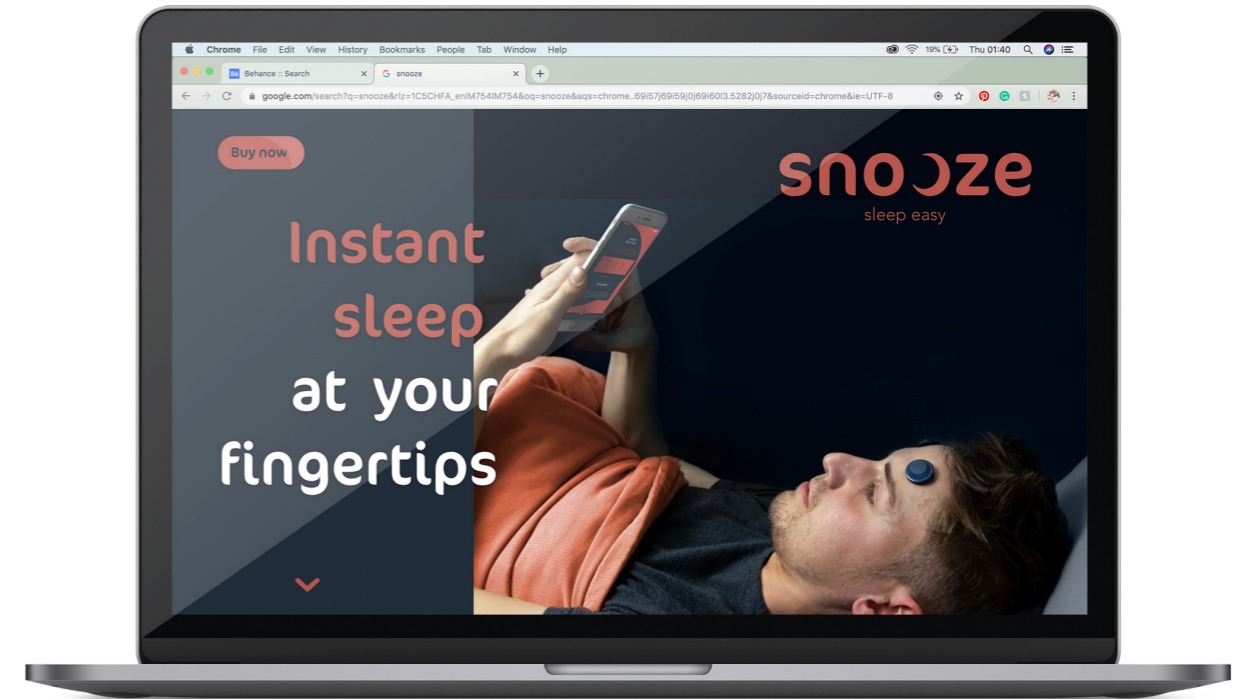
### The Brief

This fun and futuristic brief for this project was to, 'create and brand a piece of Sense Control Technology able to intercept and control the human senses.'

### My Outcomes

After research and development I created Snooze, a device that paired with your phone, controls sight and hearing to control sleep.










**MANX**  
AIRLINES

### The Brief

For my final project of third year I created and branded Manx Airlines, a new airline company focusing on connecting the UK to the British Isles.

### My Outcomes

I decided to create a journey of what the customer experiences, from adverts to getting on the plane to show off the brand best.



