Design Portfolio
Terrell Carter

Fairness Has No Borders

Fair for Life
Corporate Rebrand

Objective

Fair for Life is a fair trade certifying organization. The company helps consumers identify products and supply chains that are ethically sourced. But their logo felt outdated and they needed a new, logo, typeface, and website hero page to refresh the brand.

Solution

To maintain brand equity I kept the orange color and the leaf motif. However, I updated the leaf to make it more recognizable as a mark. I introduced Gilroy as the typeface to give the brand a fresh, modern but approachable feel. I created business cards, a letterhead, and an envelope to round out the brand's identity.
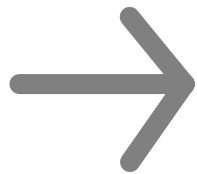
Category
Branding

Industry
Food and Agriculture

Tools
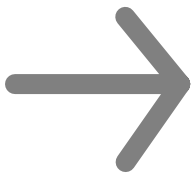Adobe Illustrator
Adobe Photoshop
Figma

Instructor
Bradford Prairie
Branding & Packaging

Logo (before)

Logo (after)

Logo (symbol only)
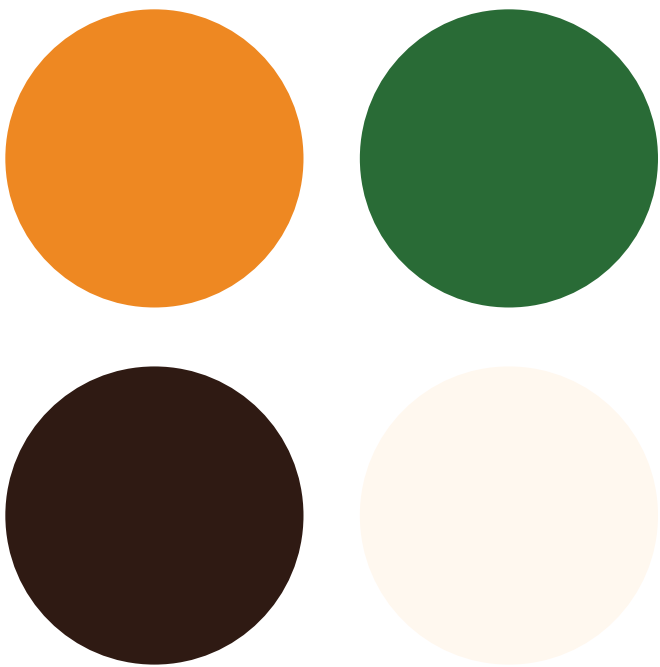
Color Palette

Gilroy Extra Bold

Heading

Gilroy Light

Subheading

Palatino

Haruptatam ratemquiam, que officiis ipitate cum vel magnihicat aut eos repudi non nemos dis et rem quam, necuptatur, optiamet molupti onempel magnisim int faccae culliqu. Natum quos enimi, quamust etusam, si ute veriscid quunt lab ipsandi dolorit emquatus

Typography

We are:

Champions for life
Optimistic
Conscientious
Free-spirited

Brand Personality

Stationery System

Fair for Life required a streamlined stationery system for official correspondence. I designed a minimalist business card, letterhead, and envelope, using Gilroy, a clean sans-serif typeface, and a simple layout to convey professionalism and clarity. The design emphasizes functionality while maintaining a cohesive, modern look across all materials.

fair
for
life

36 Boulevard de la Bastille
75012 Paris
France

fair
for
life

Jean-Christophe Giesbert
Public Relations Manager

+33 (0) 6 88 94 44 42
jc.giesbert@fairforlife.org

www.fairforlife.org

36 Boulevard de la Bastille
75012 Paris
France
www.fairforlife.org

Brand Identity

As part of a comprehensive rebrand, I developed a detailed set of brand guidelines. These guidelines provide standards for maintaining the brand's visual identity, covering elements such as logo usage, typography, and photography style. I also designed a custom logo for Fair for Life's corporate headquarters.

Corporate headquarters

fair for life

brand guidelines

October 2024

Logo Clearspace

The minimum space to be left between the logo and surrounding artwork should equal the height of the 'f' letterform extending out of the logoform.

fair for life

The logo is designed with uniform squareness to work on various scales. However, it is recommended not to use the logo in sizes less than 64px.

Typography

Typography is our visual voice. Bringing emphasis, nuance, and clarity to what we have to say.

We use the Gilroy type family in our main applications, with Palatino as a secondary choice for supporting text. Gilroy Extrabold is used for Fair Statements..., while Gilroy Light is used exclusively for ...For Statements.

fair for farmers
fair for the planet
fair for life

	Weight	Leading
Fair Statements	Extrabold	90%
Headers	Bold	90%
Body	Medium	115%
For Statements	Light	90%
Secondary text	Regular	95%

Photography

Our photography style is warm, moody, and story-led. It is earthy and photorealistic.

Every image evokes action. We are inspired by responsible food chains and the farmers who sustain them.

Our photography style is NOT: sentimental, saturated, bohemian, portrait or landscape.

Color Palette

Harvest Orange
Our primary brand color represents the optimism and brightness of our brand and stands out from other fair trade organizations.

#EE9722
Pantone 715 C

R 238
G 135
B 34

C 5
M 56
Y 100
K 0

Fern Green
Our secondary color represents nature and the vitality of life.

#296B35
Pantone 7483 C

R 41
G 107
B 53

C 84
M 34
Y 100
K 0

Earth Brown
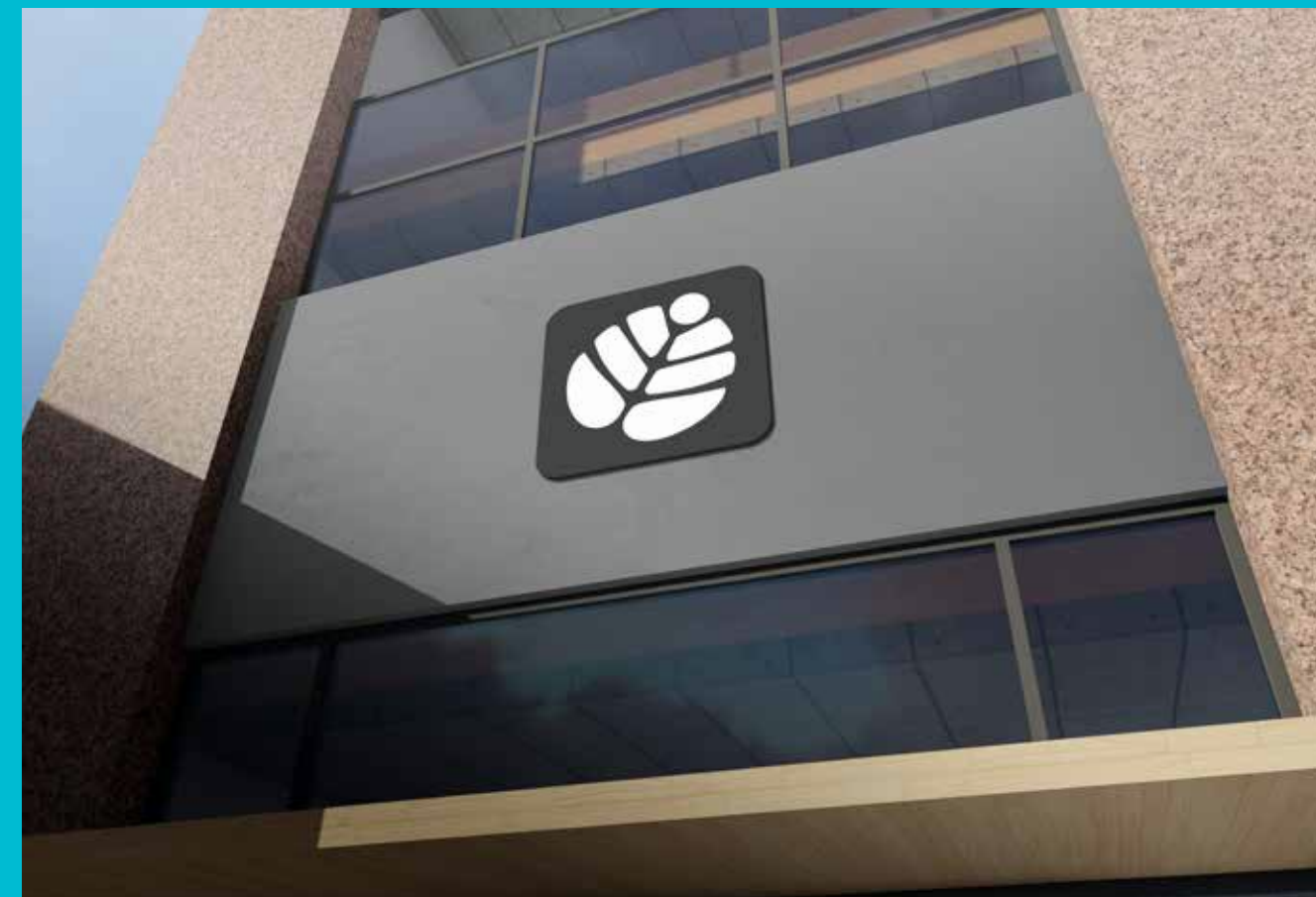We use brown, which is gritty and natural, in place of black.

#301A14
Pantone Black 4 C

R 48
G 26
B 19

C 55
M 72
Y 73
K 76

Soft Cream
We use a warm, natural off-white in place of white on our letterhead.

#FFFEE
Pantone 11-4202 TCX

R 255
G 248
B 238

C 0
M 2
Y 5
K 0

Our Partners   Our Story   Buy Fair Trade

We Are Champions For Life

Get Fair Trade Certified

Classic Flavors, Timeless Comfort

Jo's

Jo's Diner
T-shirt design

Objective

Jo's Diner is a beloved restaurant in San Diego's Mission Hills neighborhood. The restaurant needed merchandise to show off its playful but local brand aesthetic.

Solution

After creating multiple mock ups, I shared my designs with the client. My client chose to let his staff vote on their favorite design. And they chose the outline of the restaurant's storefront. I further developed this direction and retained brand equity by keeping the primary brand color, orange, which also stimulates the appetite.

Category

Branding

Industry

Hospitality

Tools

Adobe Illustrator

Client

Jo's Mission Hills Diner

Love, Laugh & Play

Game Night
Event Branding

Objective

Queer Ga(y)me Night is a group dedicated to organizing board games for the community of LGBTQ+ . The group needed digital and print signage for their event flyers, name tags, and social media marketing.

Solution

I chose a modular layout reminiscent of board game spaces that could adapt to changing event locations and times. To evoke retro game boards I selected a palette made up of brown, red, blue, and yellow.

Category

Branding

Industry

Entertainment
LGBTQ+

Tools

Adobe Illustrator

Client

Queer Ga(y)me Night Group
Meetup

Digital Flyer

A-frame signage

Name tags
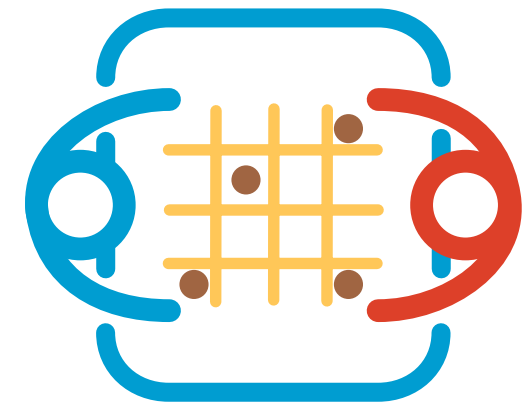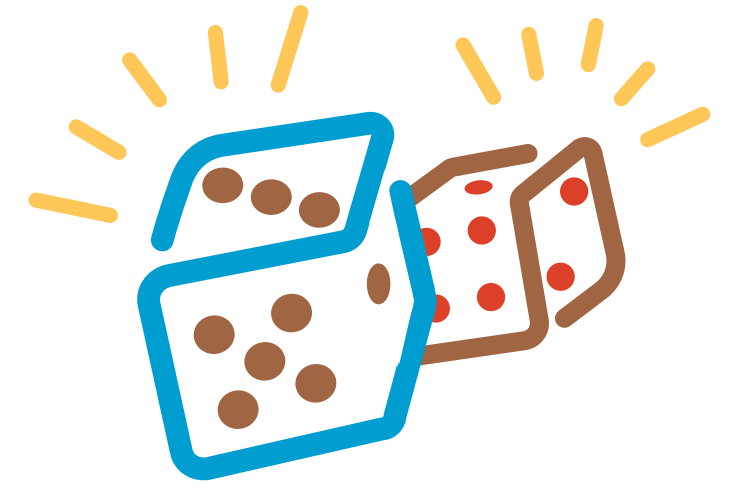
A Splash of Summer
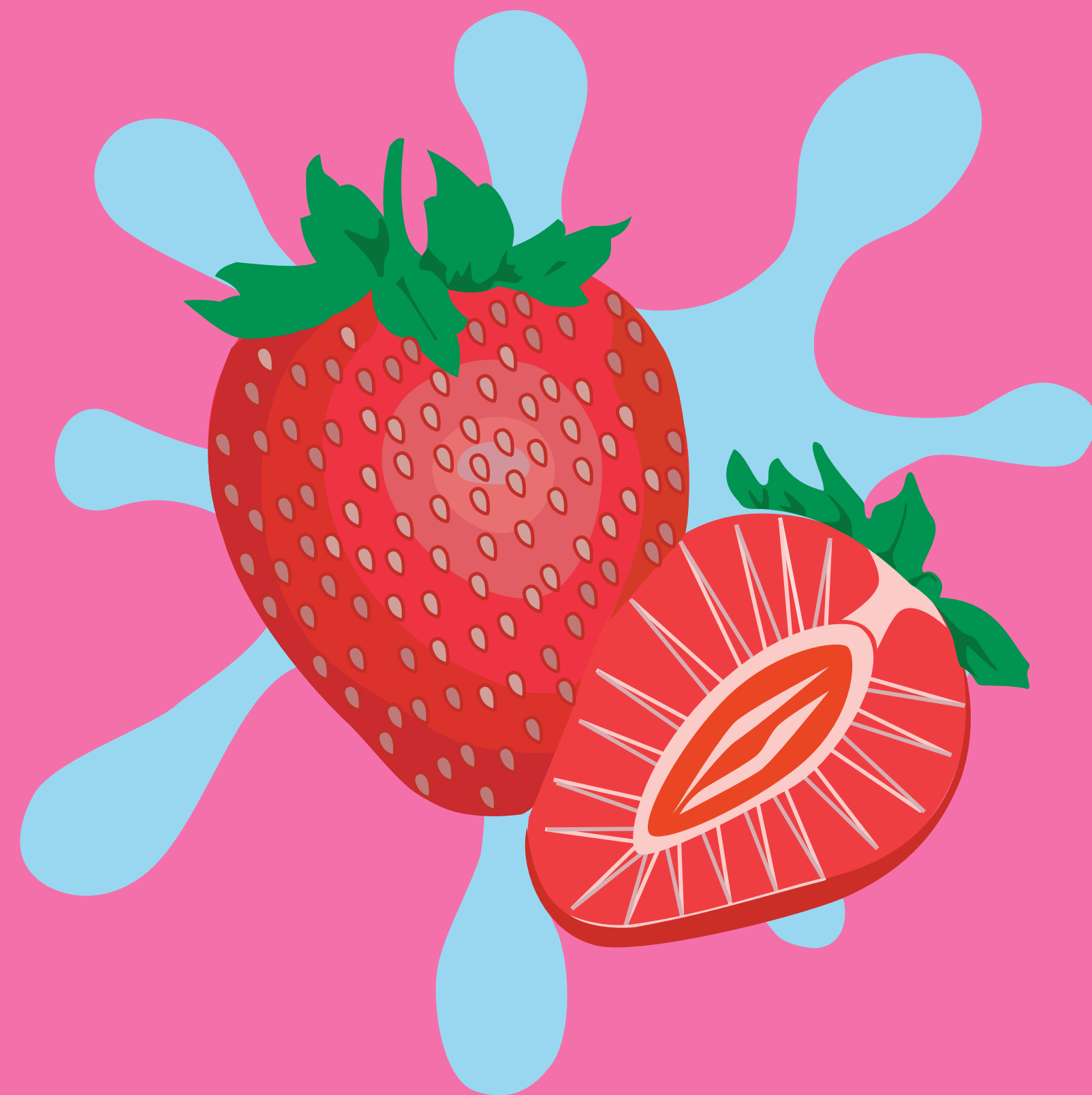
Squeeze
Magazine Design

Objective

Squeeze is a lifestyle magazine for 15-26 year-old millenials centered on urban living and citrus. They needed a cover for their magazine that captured the youthfullness and brightness of juicing.

Solution

A bright color palette makes the fruit jump off the page. I chose an Art Deco-inspired typeface to give the publication a touch of formality. The bursting citrus imagery gives the cover zest and a sense of play.

Category

Print

Industry

Media

Tools

Adobe Illustrator
Adobe Photoshop

Instructor

Colleen Woolsey
Digital Media

Magazine cover

5 REFRESHING FRUIT JUICE FLAVORS FOR WARM SUMMER DAYS

By Cove Johnson Rabidoux

As temperatures rise and the sun shines brighter, there's nothing quite like sipping on a cool, fruity drink to delight your tastebuds and keep you refreshed all day. From the classic zang of lemon to the tropical tang of mango, get ready to discover the top 5 delicious summer juice flavors that will energize you for whatever the summer throws your way.

Tangerine Juice
Everyone has had orange juice before; it's that classic drink squeezed from a can for rushed breakfasts or enjoyed as a staple refreshment at brunch. However, not everyone has had tangerine juice, and tangerine juice offers a unique twist. With its vibrant flavor profile that sets it apart, tangerine juice (or tangerine juice for liquid gold as I like to call it) is the perfect choice for warm summers.

Not only is it a deep golden color and full of healthy vitamins, but it is truly delicious. The natural sweetness and slightly tart undertones make it such a refreshing beverage. Plus, tangerine juice contains lots of important C, minerals and nutrients, especially vitamin C. Ultimately, tangerine juice is my go-to drink for stay-ing cool and hydrated during the hot summer months.

Strawberry & Lemon Juice
Strawberry and lemon juice is a delicious and refreshing summer drink. The combination of sweet and tangy flavor of ripe strawberries with fresh lemons' zesty brightness is perfect. Whether this drink is served chilled over ice or blended into a smoothie, this sweet beverage offers bursts of fruit flavors, making it an irresistible option for hot summer days. Plus, it is packed with vitamins, antioxidants, and hydration, meaning this juice doesn't just quench thirst but also provides a pick-me-up to beat the summer heat.

"Green" Juice
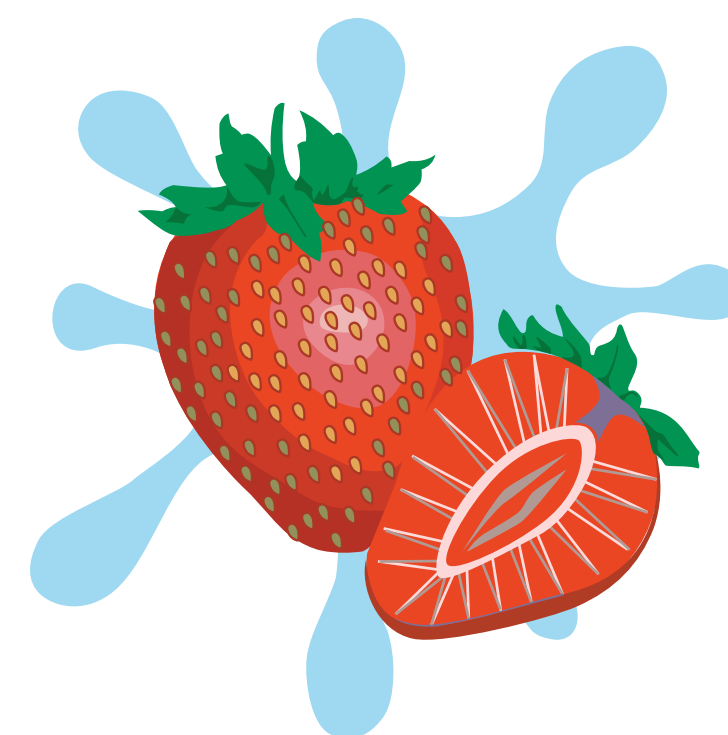You may be thinking, who would want to try a green drink, but I promise it is good! "Green" juices typically combine nutritious ingredients like leafy greens, fruits, and other vegetables to create a drink that's packed with vitamins. So while you might be put off by the broccoli and deep green color, the flavors of green juices can be surprisingly delicious.

A typical green juice recipe might include spinach, kale, lemons, green apples, bananas, and blueberries. You can blend your own vegetable-forward juices or you can find green juices at your local grocery stores. My favorite brand of "green" juice is the "Green Machine" from the Naked Juice company. Overall, green juices are an excellent way to incorporate more fruits and vegetables into your diet in a delicious and convenient form.

Peach & Mango Juice
Who doesn't love mangoes and peaches? These two fruits blend to create a deliciously sweet and refreshing juice that's perfect for any time of day. Packed with vitamins A and C, antioxidants, and a host of other nutrients, peach and mango juice is not only tasty but also incredibly nutritious. Whether you're enjoying it for breakfast, as a refresher after swimming, or as a refresher after a hot run, peach and mango juice is sure to become your new favorite drink.

Rose Lemonade
I saved the best for last, as one of my favorite summer drinks is rose lemonade. While this drink can be made at home by making your own rose syrup, I suggest trying a pre-made version for convenience. But don't worry, because store-bought rose lemonades taste just as delicious.

Rose lemonade combines the tangy freshness of lemonade with the delicate floral notes of rose, creating a refreshing and sophisticated drink. This beverage is perfect for hot summer days or special occasions, and it is sure to impress with its aesthetic pink color. So, this summer, make sure to give rose lemonade a try—I know you won't be disappointed!

Summer is the time of year all us teens have been waiting for. Thankfully, after lots of homework, finals, SATs, and extracurriculars, it is finally here. What better way to enjoy it than with a delicious and refreshing drink while relaxing?

From the tangy kick of classic lemonade to the tropical blend of peach and mango, the drink flavors outlined above are perfect for beating the heat and recharging. So gather your friends, set up a playlist of your favorite summer songs, and sip on these vibrant juices as you chill by the pool, have a picnic in the park, or just relax inside with a book. Cheers to a summer full of tasty adventures!

What is your favorite summer drink?

'Tis the Season!

Folden
Wrapping Paper

Objective

Folden, a wrapping paper company, requested three minimalist patterns that could be used for its upcoming season centered on Christmas.
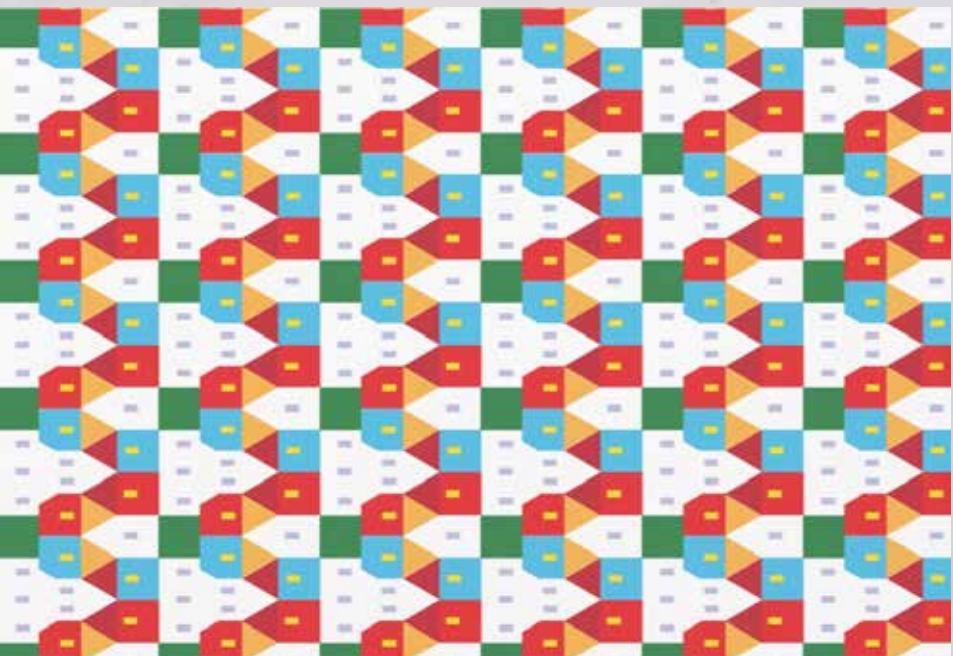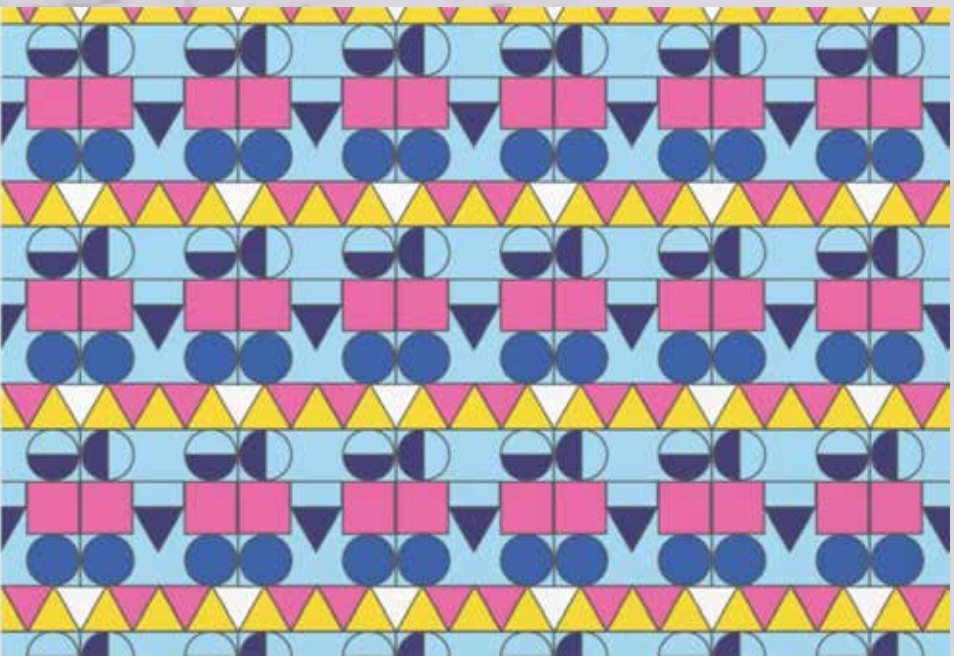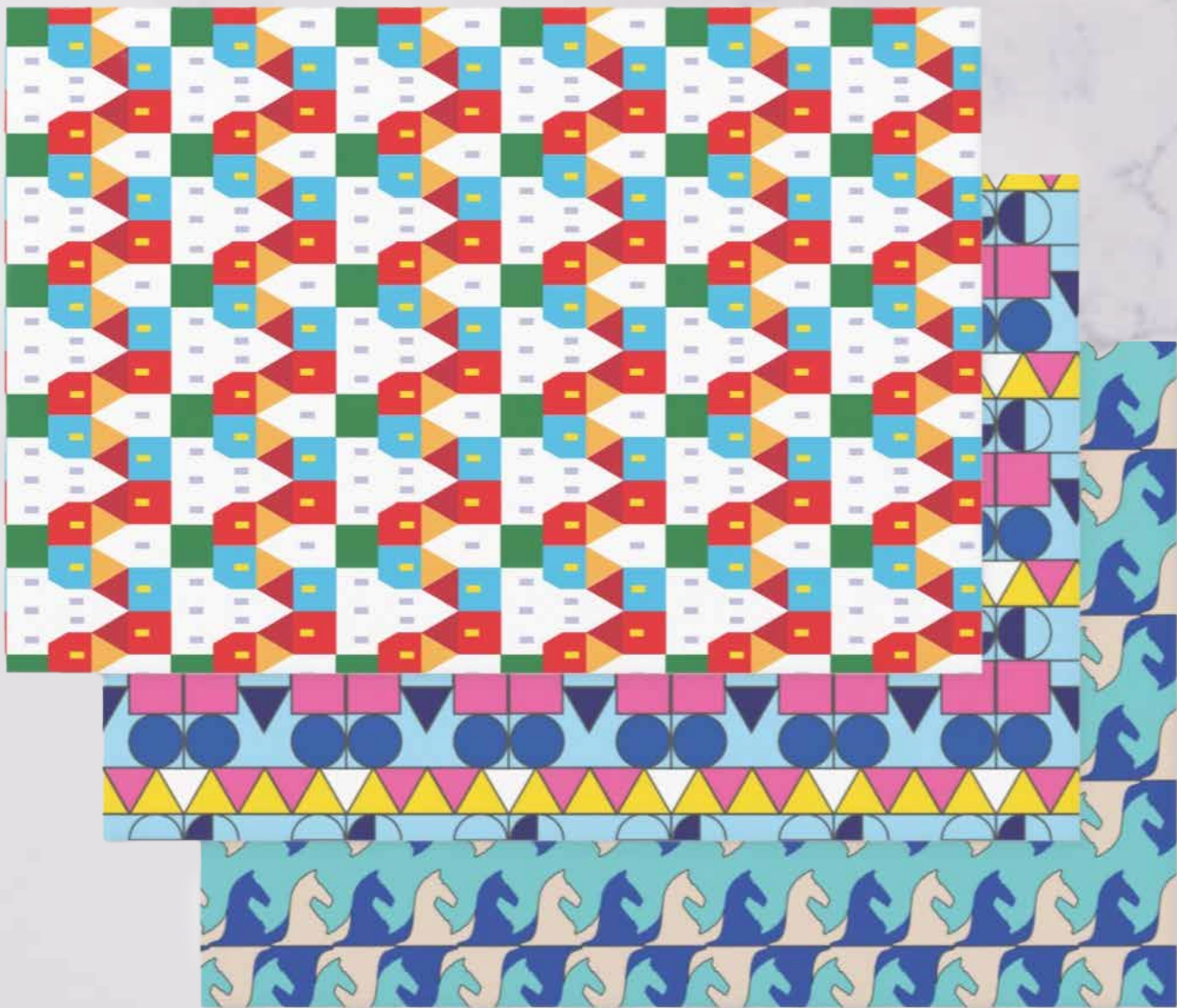
Solution

Using only basic shapes (squares, circles, triangles) I created patterns that evoked chalets and heraldry.

Category

Packaging

Industry

Gift Wrapping

Tools

Adobe Illustrator

Instructor

Omar Garcia
Basic Graphic Design

19" x 29" wrapping paper sheets

19" x 29" wrapping paper sheets

Classic paper favor box 5x5x5

Yes, and...
Community

Improv Night
Event Flyer

Objective

ImprovUnRated is an adult-only comedy show hosted by National Comedy Theater in San Diego. A group of attending improv-goers needed a flyer to advertise their outing. The flyer needed to include pertinent event information such as a meet up location and time.

Solution

I chose bright colors on a dark, smoky background to evoke a night club atmosphere. The circles create visual rhythm. I chose to place the event details at the bottom so as to make them easily readable, while placing the name of the theater inside the negative space created by outlined circles.

Category
Digital Flyer

Industry
Entertainment

Tools
Adobe Illustrator

Client
Improv Meetup

Event flyer

Acknowledgements