

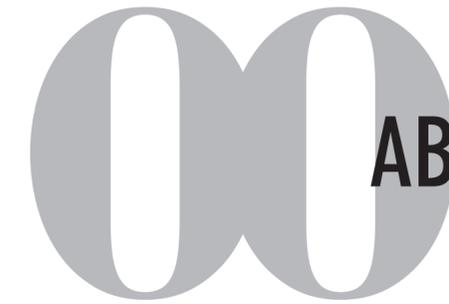
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DESIGN

PRACTICE SAFE DESIGN,
USE A CONCEPT.

Petrula Vrontikis



ABOUT ME

I'm Cher, a 31 year old, first year Graphic Design student from Harrogate. I'm a mother to two boys and a girl, Leo, Layla and Lawrence (the illiteration was intentional, we're like the Kardashians, without the millions) and I have been a wedding stationer for several years, focusing mainly on handcrafted luxury stationery, but recently diving into new territory of design led stationery.

I have wanted to be a Graphic Designer since I was a teenager, when I found my love for handlettering, a passion I wish to rediscover and fine tune. I am confident with Adobe CC Suite and am always learning new skills and programs.

I love photography, balancing colour and depth of the images to create something pleasing to the eye.



BRANDING 01

Inspired by a minimalist playing card theme, I created a new visual identity for Kings Club, Harrogate. I designed everything from logos, social media posts and stationery to branded interior goods and a brand new website.



02 TYPOGRAPHY

*My first attempt at a typography project, this piece was inspired by Cardamom Black, Harrogate.
A fusion of Eastern Culture meeting theatrical Art Deco style, this typeface 'Friedel' was named
after the woman who nurtured the Empire Buildings long after the theatre had closed it's doors.*





ADVERTISING

A bid to convey the message that KFC's chicken is hand-prepared, I created a collaboration with Etsy, the home of handmade goods. This concept focussed on the love story between the two and wedding events that would be utilised to drive the message further.





04 STATIONERY

After years of creating award winning handmade stationery that captured the eye of brides-to-be, I decided to branch out into design led stationery to compliment my current range and will eventually replace it. I try to capture the elegance of the luxury handmade stationery, whilst keeping up with current wedding trends and using typography and images to convey the theme for the couple's big day.

I also created a series of 'CherryPie' greetings cards, inspired by my best friend, who I would describe as 'classy, sassy and a little bad-assy'.



**MAKE IT SIMPLE,
BUT SIGNIFICANT.**

Don Draper (Mad Men)