Elie Shabitai

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TFO
LIO

EZ

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in linkedin.com/in/elie-shabitai

📷 instagram.com/elie.shabitai

Check out
My Website!

About Me

Hey There!

I'm Elie, a passionate graphic and web designer. I am committed to designing anything that comes from my imagination, resulting in outstanding personal pieces. My distinct advantage lies in being confident, innovative, and, of course, creative. Designing allows me to express what kind of designer I truly am, what I enjoy working on the most, and to reflect on the progress I make as I learn new tips and tricks along the way. I deeply believe in the power of design as a means to express and symbolize one's inner emotions when creating something imaginative. Let's embark on a new journey where we combine creativity with innovation.

Table of Contents

Sweet Leaf
Brand Identity

Project
Establish a name, design a logo, and craft the visual identity for a new company. Software used: Adobe Indesign, Illustrator & Photoshop.

Challenge
Designing a brand that clearly conveys its affiliation with a Canadian product, particularly maple syrup. Choosing appropriate fonts, colors, an iconic symbol, and determining their optimal placement within the brand identity.

Solution
Conducting comprehensive online research, gathering inspiration from existing logos, curating a list of descriptive keywords. Generating multiple name options, systematically narrowing them down to the final choice, and experimenting with various fonts and colors to refine the selected brand name.

Option #1
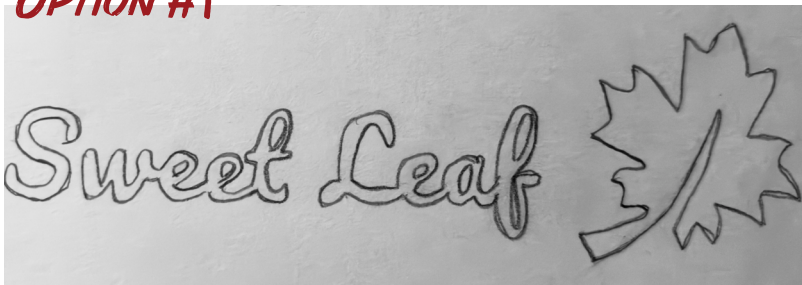
Option #2
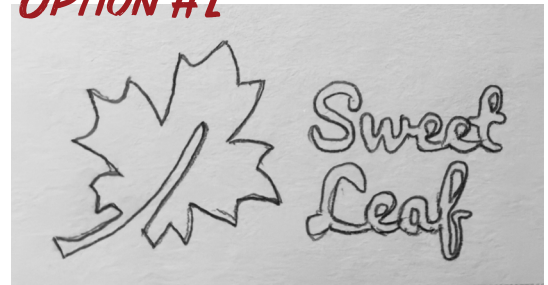
Option #3

Option #4

OFFICIAL LOGO

Sweet Leaf

Taste the **Leaf**

Savor the **Sweet**

Sweet Leaf

Sweet Leaf
Pure Canadian
Maple Syrup
500ml

We are Sweet Leaf

This publication has been developed to guide users of our company's visual identity on how to use the logos and graphic material. This reference guide aims to guarantee consistency with the corporate image conveyed internally and externally that the company has been building. We take pride in ensuring that our brand's visual elements reflect the essence of our commitment to quality, tradition, and the rich Canadian heritage embodied in every drop of our maple syrup.

Mission

At Sweet Leaf, our mission is to bring the pure essence of Canada to tables worldwide through our premium quality maple syrup. We are dedicated to honoring tradition while innovating our processes to deliver the finest, natural sweetness to our customers.
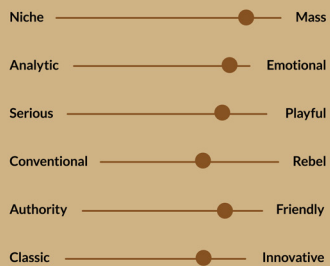
Vision

Our vision at Sweet Leaf is to be recognized globally as the foremost purveyor of authentic Canadian maple syrup. We strive to uphold our heritage of excellence, continually expanding our reach while remaining committed to sustainability and the environment.

Values

At Sweet Leaf, our values define us. We prioritize authenticity, upholding the rich Canadian tradition in every drop of our maple syrup. Integrity guides all our operations, from sourcing to service. Sustainability is embedded in our practices, promoting a greener future. Innovation drives us to blend tradition with modernity. Community is our cornerstone, fostering trust and respect while celebrating nature's gifts.

Brand Personality

Niche	Mass
Analytic	Emotional
Serious	Playful
Conventional	Rebel
Authority	Friendly
Classic	Innovative

Logo

A company's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it.

To preserve the integrity of the Sweet Leaf brand, its use must be managed through the standards set out in this guide.

Colour – positive version

X
Proscribed uses
The core components of the logo form an indivisible whole: symbol, colours, proportions and positioning of its different elements must not be modified in any way.

Typography

The official typefaces to be used in corporate and marketing communications, for printed or electronic documents, are Pacifico, Lato and Lobster. Produced by Google Fonts.

Primary

Pacifico

ABCDEFGHIJKLMNOPQRS-TUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæoefifl
0123456789!?#¢$£¥&§%@
{()\<-+=->/)}*™®ªº""""«<>»;¡,...,

Secondary

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæoefifl
0123456789!?#¢$£¥&§%@
{()\<-+=->/)}*™®ªº""""«<>»;¡,...,

Condensed Light Light Regular Semibold
Bold Extrabold

Lobster

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæoefifl
0123456789!?#¢$£¥&§%@
{()\<-+=->/)}*™®ªº""""«<>»;¡,...,

Photography

Graphic elements

Shapes & Illustration

6 | EZ

Page 6

logo (continued)

Black – positive version

The Sweet Leaf logo must be used in black only when production constraints do not allow the use of colour.

Sweet Leaf

Negative version

Sweet Leaf

Page 7

Buffer zone

To optimize its presence in any given space, the logo must include a buffer zone, i.e., a minimum area of protection, free of external graphic or textual elements.

The size of this area is based on a relative measurement, which can be applied in any context, and is equal to half the height of the letter "X" inside the word "Sweet Leaf".

1X X   X 1X

Sweet Leaf

1X X   X 1X

Mininum size

A minimum size for usage of the logo must be determined to ensure optimal visibility. The XXX logo must measure at least 0.75 inch (1.9 cm).

Sweet Leaf
0.75 inch / 54 px

Page 8

Colours

The official corporate colours for the visual platform, i.e., for all graphic elements used in support of the logo, are black and green. Technical specifications are detailed below.

Primary colours

#000000
RGB 0-0-0
CYMK 75%-68%-67%-90%

#00944a
RGB 0-148-74
CYMK 100%-9%-100%-2%

Secondary colours

#ffffff
RGB 255-255-255
CYMK 0%-0%-0%-0%

#f1d432
RGB 241-212-50
CYMK 2%-13%-100%-0%

#ed1c24
RGB 237-28-36
CYMK 0%-96%-86%-0%
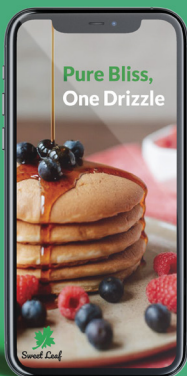
#97b84b
RGB 152-184-75
CYMK 52%-7%-100%-0%

#865221
RGB 134-82-33
CYMK 30%-71%-100%-23%
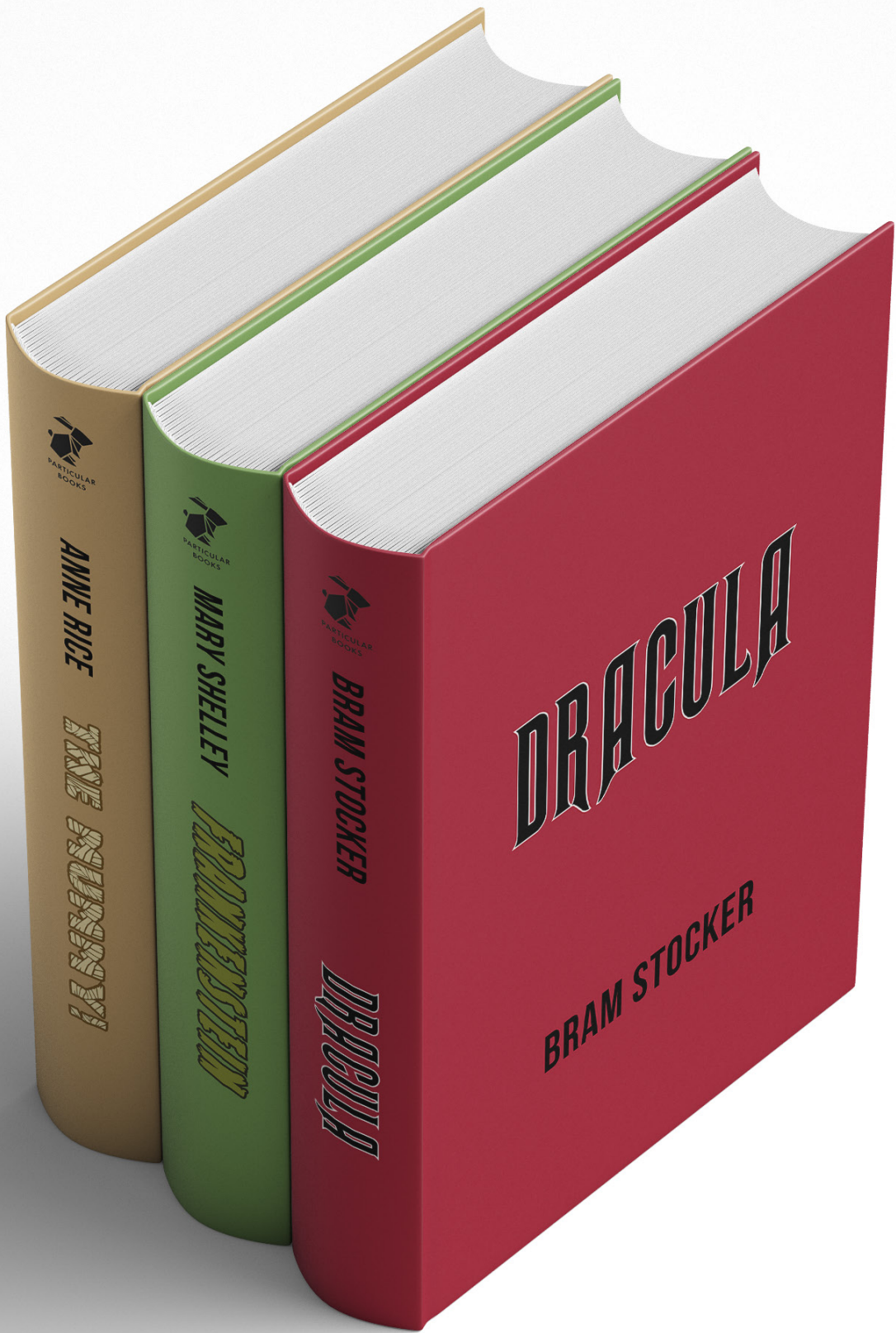
#c98b4a
RGB 201-140-74
CYMK 12%-51%-84%-0%

#bb9351
RGB 187-147-81
CYMK 21%-42%-82%-2%

#cda250
RGB 205-162-80
CYMK 13%-37%-83%-1%

Application examples

**Pure Bliss,
One Drizzle**

In the Heart of
Pure Canadian Maple.

Sweet Leaf
Pure Canadian Maple Syrup
100% Pure Crafted in Canada
The Sweetest Leaf of All

Snapshots of the detailed brand style guide established for Sweet Leaf.

EZ | 7

DRACULA

BRAM STOCKER

PARTICULAR BOOKS

ANNE RICE

MARY SHELLEY

FRANKENSTEIN

BRAM STOCKER

DRACULA

Book Set
Book Cover Design

Project
Design book covers for three separate classic books titles (not a part of series or written by the same author). Apply a consistent and recognizable style across all original concepts. Software used: Adobe Indesign, Illustrator & Photoshop.

Challenge
Creating an ideal layout design tailored for each horror-themed book, incorporating suitable images, colors, and fonts.

Solution
Engaging in extensive online research, gathering inspiration from established novels. Sketching layout ideas and compiling descriptive keywords for each book, carefully selecting imagery that vividly embodies the essence of the horror figures portrayed in the stories.

DRACULA

FRANKENSTEIN

THE MUMMY

Magazine Cover
Editorial Design

Project

Developing an idea for a publication and creating a sample cover involves designing essential components such as the publication name, masthead (wordmark), cover image, dateline, coverlines, plugs, etc. Software used: Adobe Indesign & Photoshop.

Challenge

Crafting an ideal publication name for a magazine centered around automobiles. Selecting a suitable cover image, color scheme, coverlines, plugs, and overall layout to captivate the audience and align with the magazine's theme.

Solution

Immersing in thorough online research, drawing inspiration from established magazines. Generating numerous potential publication names and exploring diverse font options through brainstorming sessions to find the most fitting and engaging combination.

September 28, 2023

Issue #10

VROOM

CHASING THE SUNSET

LAMBORGHINI'S MYSTERY UNVEILED

ELEGANT ICON
Lamborghini's
Timeless Beauty

SPEED UNLEASHED
Thrilling
Adventures Await

TECH BEYOND LIMITS
Innovations that
Define the Future

UNLEASH YOUR PASSION
Dive into
the World of Supercars
with Vroom!

VROOM EXCLUSIVE
Test Drive
the Latest Supercars
with Our Experts!

www.lamborghini.com

VROOM

CHASING THE SUNSET

LAMBORGHINI'S MYSTERY UNVEILED

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VROOM EXCLUSIVE
Test Drive
the Latest Supercars
with Our Experts!

Lamborghini

www.lamborghini.com

NASA is sending a dog straight to the moon, becoming the first animal to go into space. Researchers will learn if animals are capable of surviving in space. When the dog left planet Earth, he landed safely on the Moon and was directed to fly back to planet Earth. His rocket ship got hit by an unknown asteroid, resulting in the loss of power and him crashing into the Artic Ocean. It has been several days, weeks, months or even years since the incident occurred, a rescuer team found the dog frozen in ice near the crash site. He was retrieved from the NASA headquarters, where he was thawed, but something didn't seem right. There had been a renovation at the NASA headquarters, and the technology appeared to be extremely advanced. All the workers were thrilled that the dog was alive, but let him know that they have sculpted a statue of him in his honor, as they believed he had died in the crash. The dog was thought to have been frozen for 25 years.

PARTICULAR BOOKS

Cover artwork by Elie Shabitai

$6.99 US
$8.99 CA
ISBN 978-3-16-148410-0

9 783161 484100

The Dog Flies to THE MOON By Elie Shabitai

The Dog Flies to THE MOON
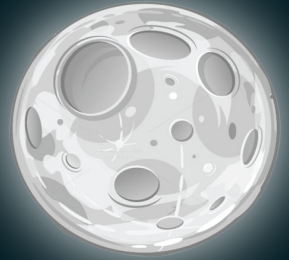
By Elie Shabitai

The Dog Flies to The Moon
Children's Book Design

Project

Design a children's storybook cover for a fictional book. Include a title, author, publisher logo, ISBN code, and optional elements like testimonials, reviews, or a book summary. Use your name as the "Author" or "Illustrator" of the book. Software used: Adobe Photoshop.

Challenge

Devising the comprehensive story concept, encompassing its genre, characters, color palette, fonts, visual imagery, and the layout design for a cohesive narrative experience.

Solution

Diving into extensive online research, seeking inspiration from established children's books. Sketching layout ideas and brainstorming multiple potential titles while exploring a diverse range of fonts and colors to enhance the visual and textual appeal of the book.

The Dog Flies to
THE MOON

By Elie Shabitai

The Dog Flies to THE MOON By Elie Shabitai

NASA is sending a dog straight to the moon, becoming the first animal to go into space. Researchers will learn if animals are capable of surviving in space. When the dog left planet Earth, he landed safely on the Moon and was directed to fly back to planet Earth. His rocket ship got hit by an unknown asteroid, resulting in the loss of power and him crashing into the Artic Ocean. It has been several days, weeks, months or even years since the incident occurred, a rescuer team found the dog frozen in ice near the crash site. He was thawed, but something didn't seem right. There had been a renovation at the NASA headquarters, and the technology appeared to be extremely advanced. All the workers were thrilled that the dog was alive, but let him know that they had sculpted a statue of him in his honor, as they believed he had died in the crash. The dog was thought to have been frozen for 25 years.

Cover artwork by Elie Shabitai

$6.99 US
$8.99 CA

Page 2–3:

Once upon a time, in a cozy neighborhood of a bustling city, where laughter echoed through the streets, Tommy's extraordinary journey began. Tall buildings stood proud, and colorful gardens bloomed, painting the backdrop of his exciting adventures.

Tommy, a curious boy, discovered a hidden chest in his attic. Inside gleamed a magical gem, granting him the power to bring toys to life. With a spark of imagination, Tommy became Toymaker, the hero of playtime adventures.

Page 4–5:

With his newfound powers, Toymaker brought a toy car to life. Together, they zoomed through the neighborhood, racing up hills and down slopes. Laughter filled the air as Tommy embraced the thrill of his magical ride.

Toymaker used his powers to animate a toy train. Animals hopped aboard, enjoying a delightful ride through a make-believe world. The train chugged along, spreading joy and laughter to all who joined the playful adventure.

Page 6–7:

Toymaker, with his superpowers, brought his favorite toy to life, introducing his loyal sidekick, Roboman. Together, they embarked on thrilling adventures, using their unique abilities to vanquish villains and protect the city from harm.

In a climactic battle, Toy Maker faced an evil foe with opposing powers. Sparks flew as they clashed, but Toy Maker's ingenuity prevailed. With a final surge of strength, he emerged victorious, safeguarding the city and restoring peace.

Toy Master

Children's Book Design & Brochure

Project

Design an approximately 8-page digital children's book, poetry (slam), or comic book. Software used: Adobe Indesign, Illustrator & Photoshop.

Challenge

Devising the comprehensive story concept, encompassing its genre, characters, color palette, fonts, visual imagery, and the layout design for a cohesive narrative experience.

Solution

Diving into extensive online research, seeking inspiration from established children's books. Sketching layout ideas and brainstorming multiple potential titles while exploring a diverse range of fonts and colors to enhance the visual and textual appeal of the book.

Isometric Room

Isometric Illustration

Project

Creating an isometric illustration requires skillful use of color tints, shades, and gradients, crucial elements that greatly enhance the 3D perspective effect. Software used: Adobe Illustrator.

Challenge

Devising a cohesive design concept tailored to complement a room's ambiance, selecting necessary objects, determining color palettes, and orchestrating the overall layout for a harmonious and balanced design scheme.

Solution

Immersing in comprehensive online research to draw inspiration from established isometric illustrations. Sketching layout ideas and meticulously selecting colors that align with the original design, integrating appropriate shadows to enhance depth and fidelity.
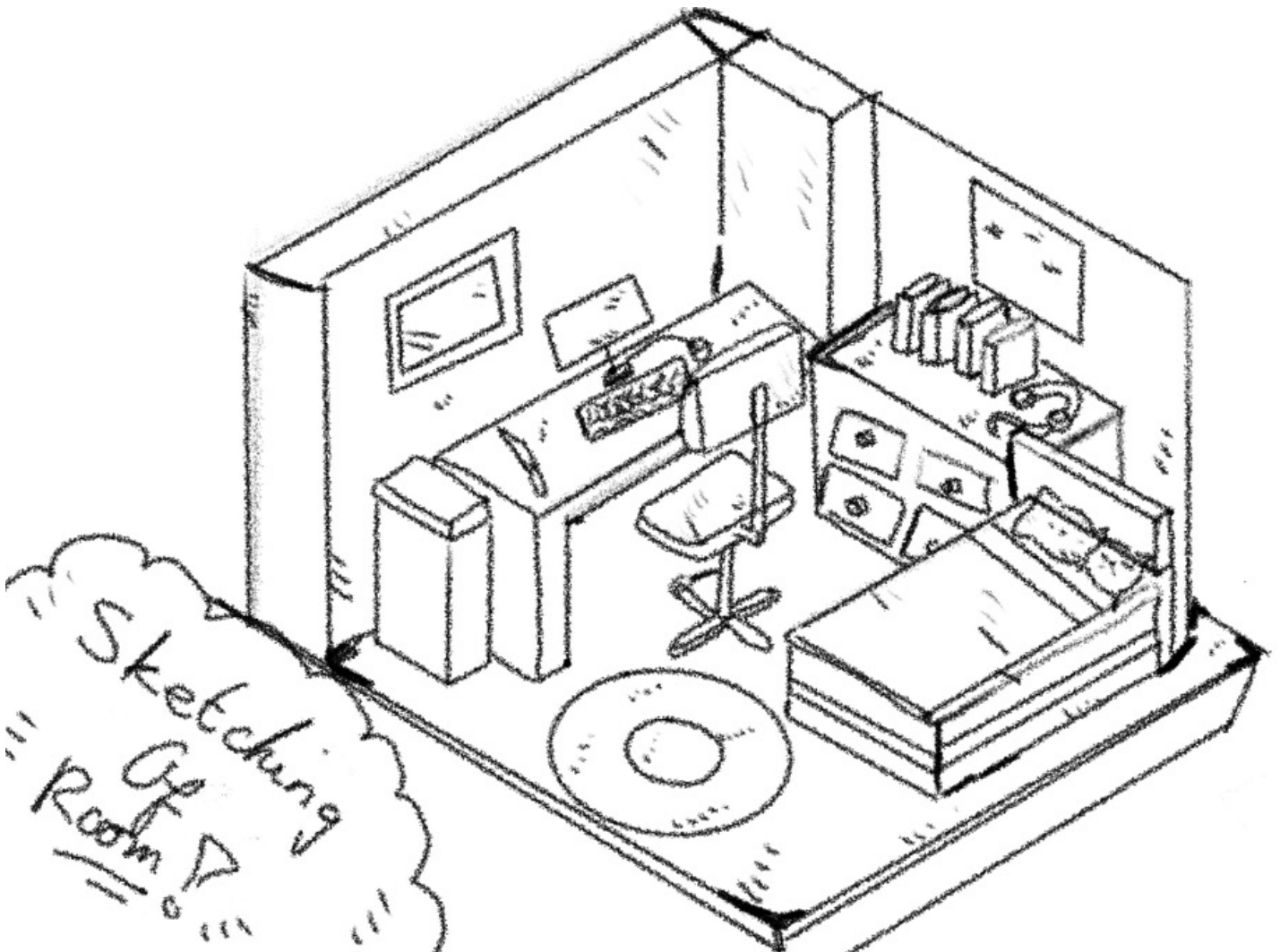
"The Clown Prince of Crime," Joker

Personal Print Case Study

Project

For my personal case study, I chose The Joker as my inspiration, creating a flyer for superhero and villain enthusiasts. Known for his chaotic acts and chilling laughter, The Joker is Gotham's infamous villain. Software used: Adobe Illustrator & Adobe Indesign.

Challenge

The main challenge was deciding on the best Joker portrayal and maintaining consistency with his color scheme and fonts for cohesive design. The goal was to capture the character's essence in an appealing way.

Solution

I began with online research on Google Images and Pinterest for inspiration and started with rough sketches. Identifying a manageable Joker variation was key. I also researched fonts, color schemes, and imagery to ensure a cohesive design.

KEYWORDS

- Clown
- Villain
- Anarchy
- Chaos
- Laughter
- Gotham
- Antagonist
- Maniacal
- Macabre

- Insanity
- Trickster
- Psychopath
- Madness
- Unpredictable
- Nemesis
- Evil
- Eccentric
- Unhinged

- Criminal
- Joker card
- Green hair
- Purple suit
- Smile
- Sinister
- Iconic
- Freakish
- Diabolic

- Mastermind
- Disturbed
- Mischief
- Manipulative
- Enigma
- Creepy
- Jester
- Grotesque
- Tormenter

INSPIRATION
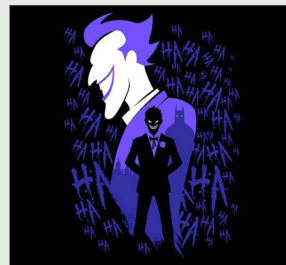
DESIGN PROCESS

Color Palette

#e9ebe8	#18181b	#3f5227	#97bf45
#cec91e	#972117	#4c207b	#442264
#3b9d2e	#cb701a	#074b67	#b9679b

Fonts

SALTED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

The Trolling Joker
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%.&*()
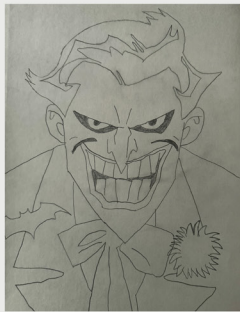
Step 01: Sketching out my idea

Step 02: Outlining my sketch using the pen tool in Adobe Illustrator

Step 03: Adding colors

Step 04: Incorporating text

Step 05: Finalizing by adding a background color

Snapshots of my detailed personal print case study.

BILLBOARD

Don't let gambling spark your downfall

NCPG www.ncpgambling.org

POSTCARD

Gambling addiction is a dangerous game.
Don't let it freeze you out of life.
Take control of your game

www.ncpgambling.org
NCPG

MAGAZINE

The chance of winning the jackpot in most casino games is 0.0001%.

www.ncpgambling.org
NCPG

Gambling Addiction
Ad Campaign & Mockups Design

MEDIA POST

npcgambling

Don't bet on a crumpled ticket.
Your chances of winning are limited

NCPG www.ncpgambling.org

10.328 views
npcgambling #Dontbetyourlifeaway
View all 328 comments
5 DAYS AGO

Project
Gather essential information and visuals from past campaigns on the topic. Develop an original concept using a metaphor or advertising appeal, integrating key messages, statistics, slogans, and the related organization's logo and website. Software used: Adobe Photoshop.

Challenge
Creating impactful messages, unique imagery, and suitable mockups for diverse ad campaigns. Designing comprehensive layouts with fonts, colors, and statistics integration.

Solution
Conducting thorough online research for insights from established ad campaigns. Brainstorming impactful messages, defining the target audience, selecting imagery, fonts, and establishing cohesive color schemes to design engaging layouts.

LA SEMAINE DE LA
FRANCOPHONIE
2023
LA MAGIE
DE MOTS!
DU 3 au 6 AVRIL
LOCAL: A-103 AUDITORIUM
CONTACT: MIO DE STÉPHANE GIROUX
VENEZ VOUS AMUSER AVEC NOUS!
GRAPHISME: ELIE SHABITAI
VANIER
CÉGEP/COLLEGE

La Semaine de la Francophonie 2023

Poster & Banner Design

Project

Design an original poster to promote "La Semaine de la Francophonie" at Vanier College, employing a visual metaphor for effective communication. Software used: Adobe Illustrator & Photoshop.

Challenge

Developing a comprehensive design theme incorporating color schemes, fonts, imagery, and the overall layout design.

Solution

Delving into extensive online research to gather insights from established event posters. Sketching various layout ideas and defining the ideal thematic concept. Carefully selecting fonts, colors, and imagery to create a cohesive design that aligns with the chosen theme, ensuring a well-crafted overall layout design.

VENEZ VOUS AMUSER AVEC NOUS!
DU 3 au 6 AVRIL
CONTACT: MIO DE STÉPHANE GIROUX
LOCAL: A-103 AUDITORIUM
GRAPHISME: ELIE SHABITAI
VANIER
CÉGEP/COLLEGE
LA SEMAINE DE LA FRANCOPHONIE 2023
LA MAGIE DE MOTS!

April 18
2024

582 Multimedia
Vernissage 2024

VER
NISS
AGE

Join Us for a Journey
of Creativity!

Location: Vanier Library 5th floor, 821,
Avenue Sainte-Croix, Ville Saint-Laurent
Contact: multimedia@vaniercollege.qc.ca
(514) 744-7500, Ext. 7118
412micromedia.com

Scan to
register

VANIER
CÉGEP/COLLEGE

BADGE

BUTTON

INVITATION CARD

WEB

Vernissage 2024
Poster & Mockups Design

Project
Create a captivating poster to advertise the 2024 Micromedia Vernissage at Vanier College. Utilize visual metaphors for impactful communication. Craft an innovative brand and captivating identity for marketing materials, demonstrating the creativity and character of program graduates. Software used: Adobe Indesign, Illustrator & Photoshop.

Challenge
Develop a cohesive design theme aligning with the yearbook's brand guide. Incorporate color schemes, fonts, imagery, and layout design effectively.

Solution
Conduct thorough online research for insights from established event posters. Brainstorm diverse layout concepts and define an ideal thematic approach. Carefully curate fonts, colors, and imagery to ensure a unified design that resonates with the chosen theme, resulting in a polished overall layout.

WATERMELON

STRAWBERRY

MANGO

Juice Box Design

Package Design

Project

Design three labels for a fruit juice company named "Tropical Breeze," ensuring the inclusion of the company logo/word mark on all three labels. Set up the labels as three artboards within a single document. Each label should showcase at least one example of the following design elements: type on a path, application of a custom brush, and creation and application of one symbol. Additionally, prominently feature the phrase "100% organic" and indicate the liquid volume as 250ml on each label. Software used: Adobe Illustrator & Photoshop.

Challenge

Selecting three fruits, choosing a color scheme for each, selecting fonts and shapes, ensuring a good layout, and making the designs effective and standout.

Solution

Conduct comprehensive online research to gather insights from established juice box designs. Brainstorm various layout concepts and define an ideal thematic approach. Curate fonts, colors, and imagery meticulously to ensure a cohesive design that aligns with the chosen theme across all three designs, resulting in a polished overall layout.

AHMED
HILL
RE-SIGNED

ALLIANCE
MONTRÉAL

Montréal Alliance
Promotional Poster Design

LOGO

Project

Design a visual as if it were announcing the re-signing of Montréal Alliance's star player, Ahmed Hill, for the 2024 season. The visual should be 1080 x 1350 pixels, using photos from attachments, the internet, or social media, while also following the team's color palette. Software used: Adobe Photoshop.

Challenge

Developing a comprehensive design theme incorporating color schemes, fonts, imagery, and the overall layout design.

Solution

Delving into extensive online research to gather insights from established sports promotional posters. Selecting the images needed to align well with one another while playing around with all sorts of filter elements to have a sense of an idea of what should be added next or removed. Carefully selecting a perfect font that would match the overall design, adding in some texture to make it look more 3D.

AHMED HILL
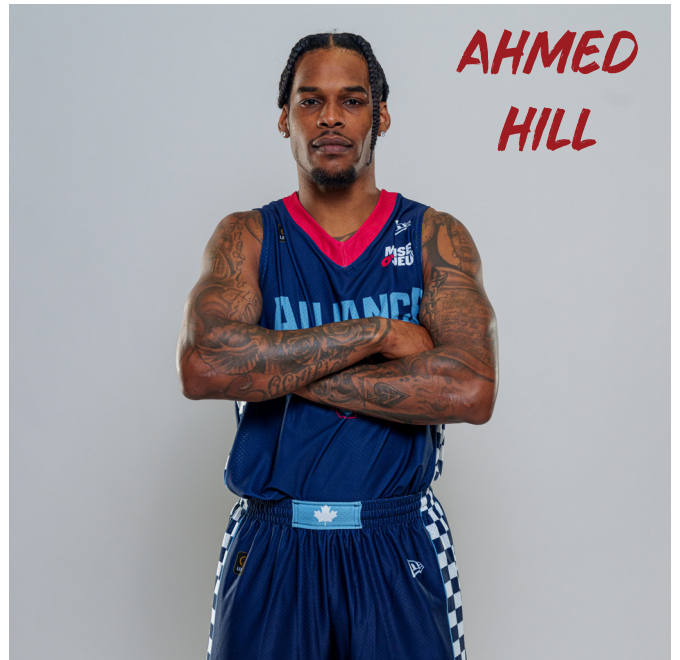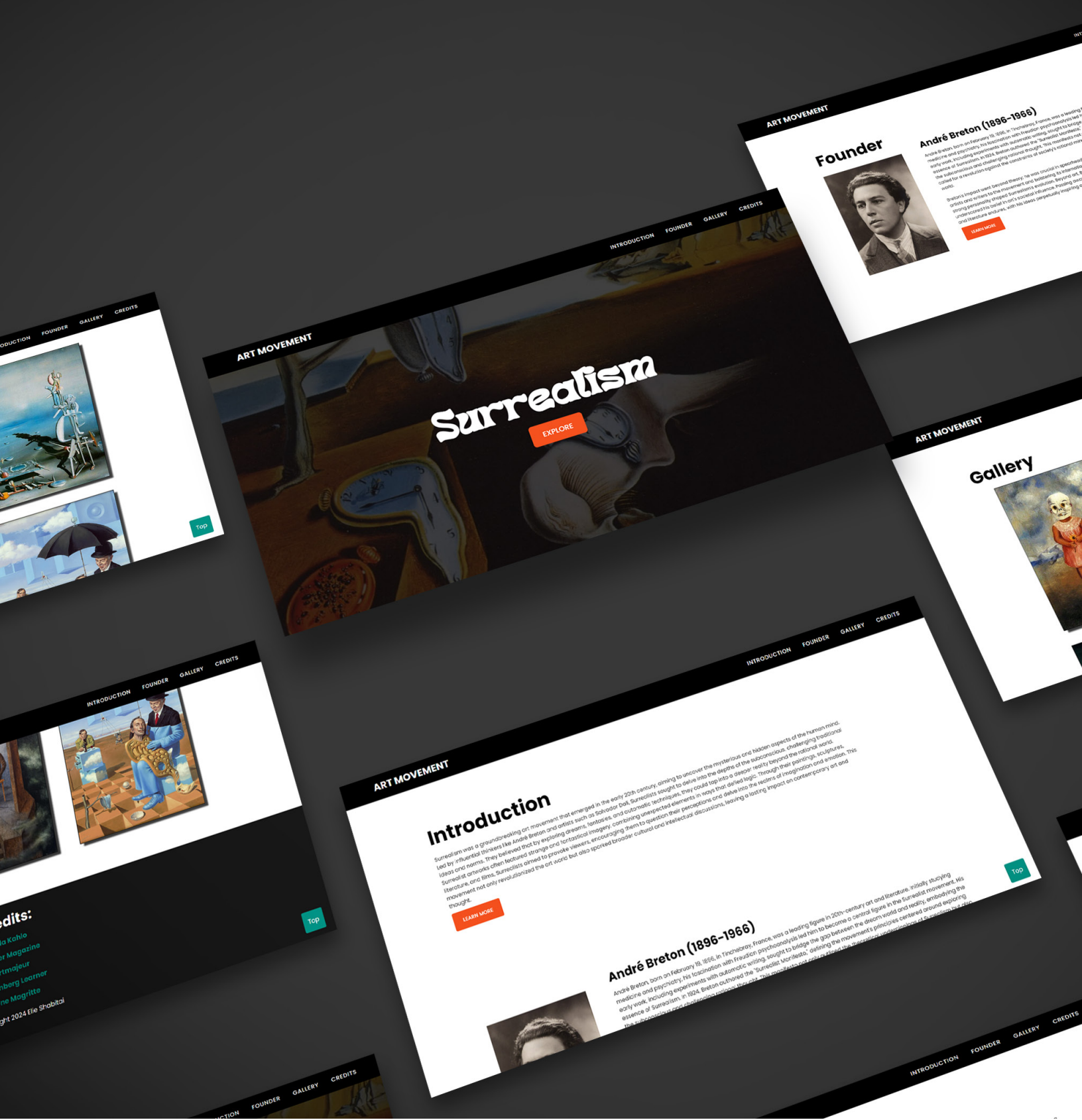
Web Version

Surrealism Art Movement Gallery

Web Design

Project

Create a mobile-first, responsive website focused on a specific art movement or design school. The site will feature an introduction to the chosen movement, resource links, a biography of a significant contributor, examples of key works with brief descriptions, and a gallery showcasing original and influenced works. Software used: Visual Studio Code.

Challenge

Choosing appropriate fonts, color schemes, overall layout, buttons, and animations was crucial. Equally important was the precise identification of the names of selected paintings, their artists, and the years they were published.

Solution

Exploring other websites for inspiration, choosing color palettes to establish the theme, and creating wireframe sketches for the layout. Additionally, finding websites that featured Surrealism art paintings, complete with their names, artists, and years of publication.
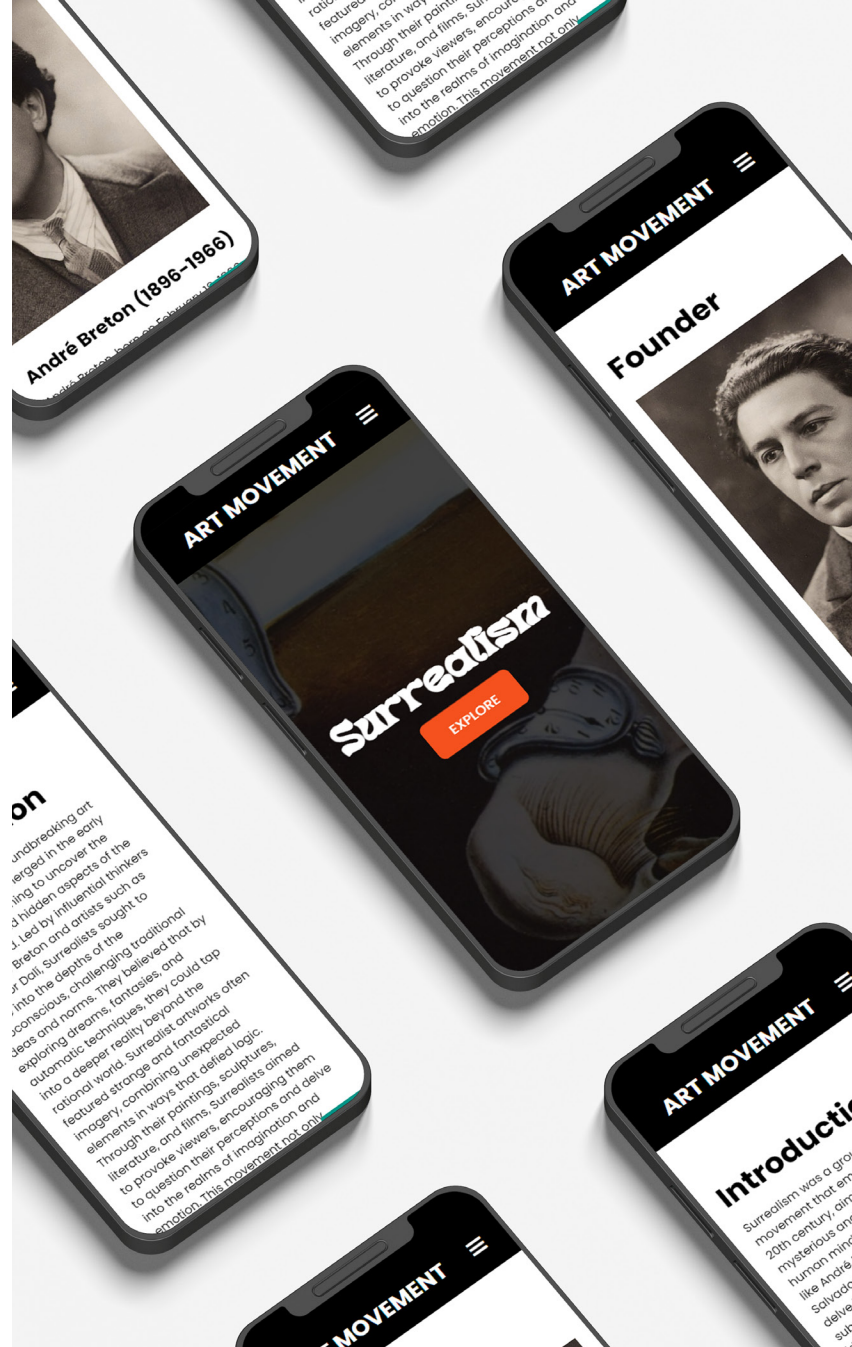
Mobile Version

GO CHECK IT OUT LIVE!

Trim Master
Client Website

Project
Create a website page for a potential client who may be interested in purchasing your product or service, even if they are not your target market. Software used: Visual Studio Code.

Challenge
Finding potential clients through social media and asking friends, family, and prior customers if they would be interested or know anyone who might need a website for their business or other purposes.

Solution
My friend reached out expressing interest in a website for his upcoming fitness guide tutorial, "Trim Master," focused on weight loss. I gathered all the desired colors, fonts, images, information, and animations from him. Collaborating on a wireframe sketch, we established the ideal layout and visuals for the site, and I would receive consistent feedback for any necessary adjustments needed.

Mobile Version

Go Check it Out Live!

Web Version

Web Version

Ascending to Gumball Heaven
Web Case Study

Project
Create a mobile-first, responsive website focused on a case study of our choice. The site will feature an introduction to the chosen case study, outlining the goal, role, challenge, solution, process, and key results/learnings. Additionally, add some images per section to visualize the process. Software used: Visual Studio Code.

Challenge
Selecting which website to use for the case study, as well as finding all the missing written information and files for the web options.

Solution
Gathering all the missing files and information needed for the chosen website, which focuses on game design. Exploring other websites for inspiration and matching the color palette and fonts from the game.

Mobile Version

GO CHECK IT OUT LIVE!

The Chronicles of Ambivalence

10:14

1080P

05:37

The Chronicles of Ambivalence
Stop Motion Animation

Lego Figures Used

Project

Creating a 5-30 second stop-motion animation with a fresh, unique concept. Focus on composition, framing, and camera angles, while paying attention to lighting and stability. Consider pacing and sound integration, perform color correction as needed, and optionally include transitions. Add titles and credits, with 2-5 seconds of black at the start and end. Software used: Dragonframe and Adobe Premiere Pro.

Challenge

Deciding on a theme for the animation and identifying the objects, figures, and accessories needed. Considering ways to make it unpredictable.

Solution

Delving into extensive online research to gather insights from various animations and stop-motion projects. Brainstorming ideas for the theme and the objects needed, considering how they will each play throughout the video while also making it unpredictable. Finding the perfect name for the stop-motion that aligns well with the story.

Demon

Ninja

Passenger
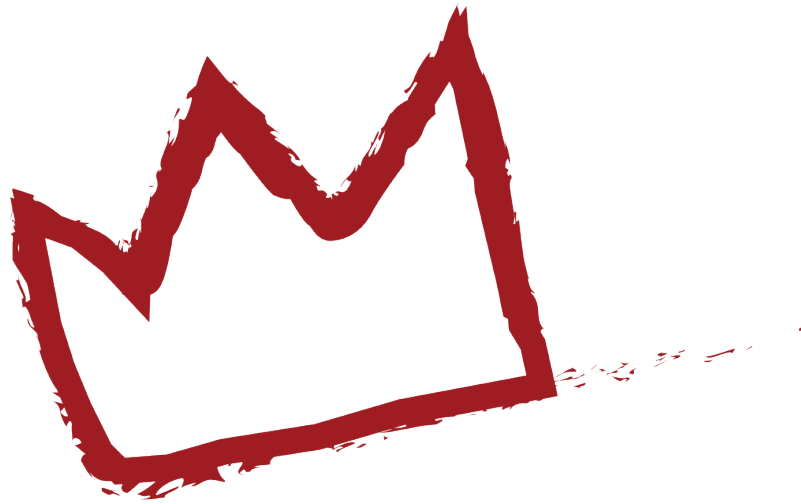
Limo Driver

Zombie #1

Zombie #2

GO CHECK IT OUT LIVE!

Elie Shabitai

Check out My Website!

✉ elie.shabitai@gmail.com

📞 514-442-2135

in linkedin.com/in/elie-shabitai

📷 instagram.com/elie.shabitai