





Hi, I'm Charles Pollaers!

I do design. I'm cool and calm and clever.
I'm a fast learning problem solver with an eye
for simplicity and a love for all things design.

Welcome to my portfolio...



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face.

A design magazine



The Brief

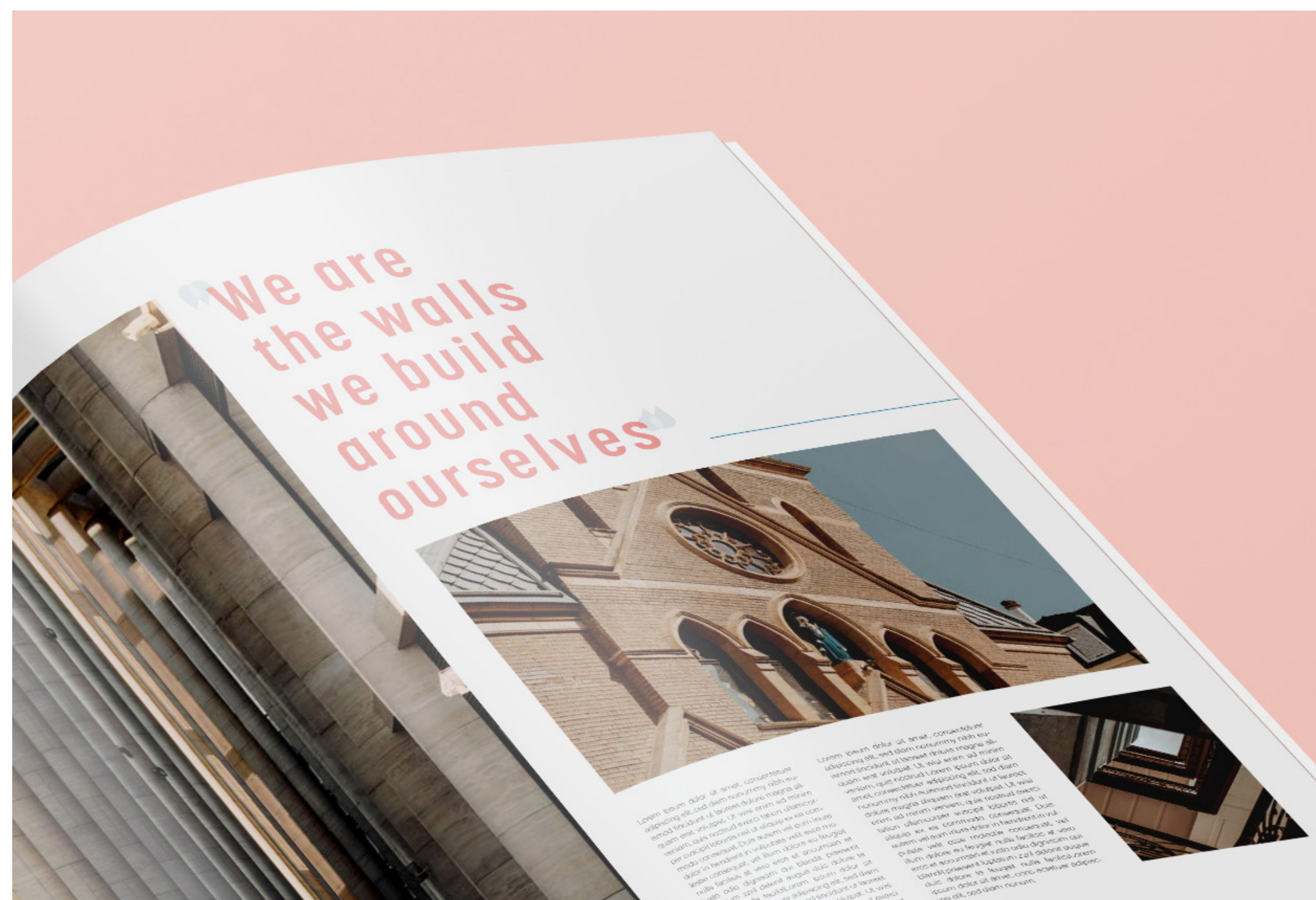
Develop an Australian design magazine that explores a range of areas within the design industry. Create branding, covers and spreads to appeal to an audience of contemporary designers.

Background

FACE is a modern design magazine that aims to highlight the broad spectrum of skills and topics within design. The magazine continuously evolves its style with each new issue to reflect the content within.

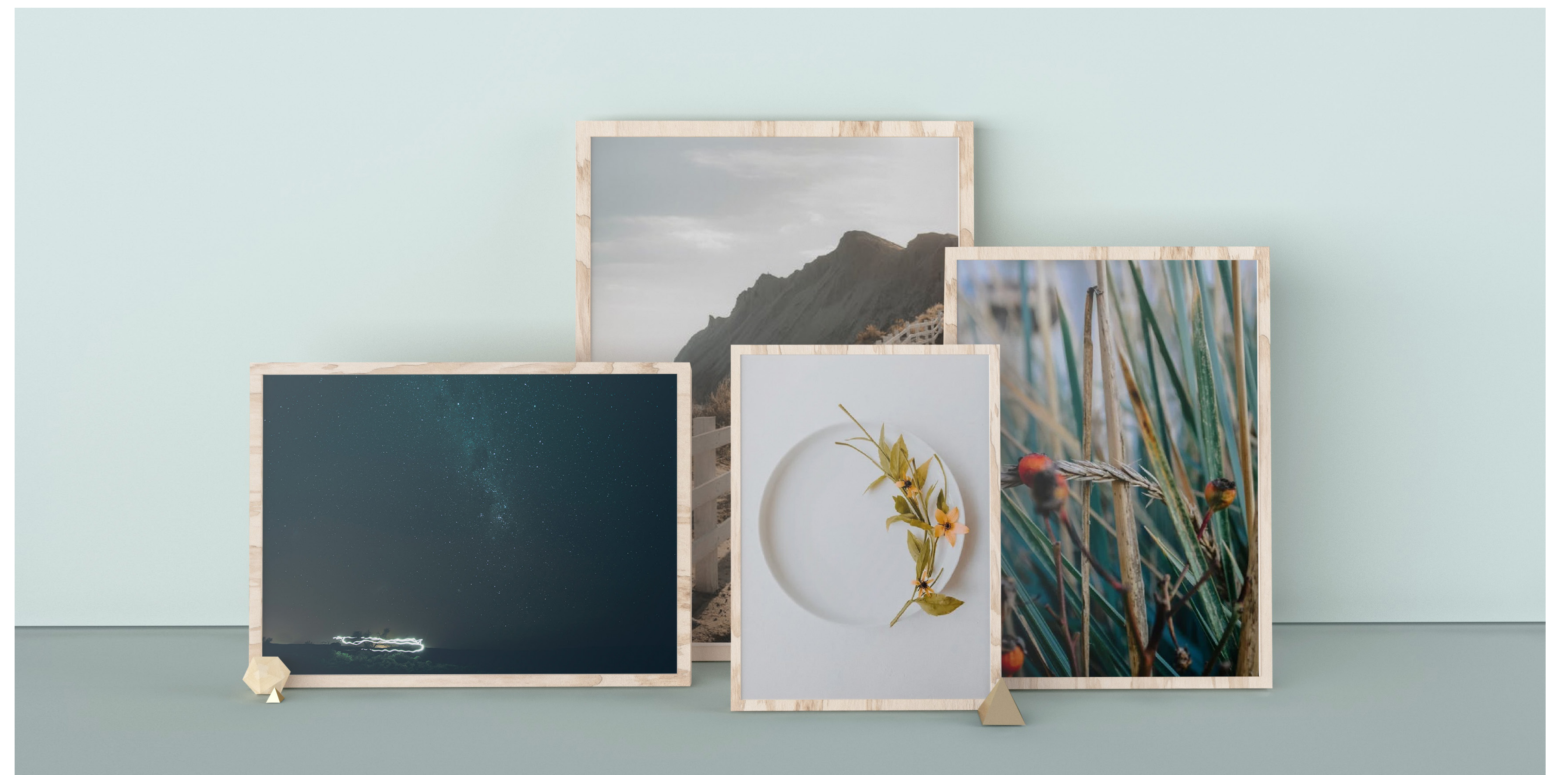


The architecture issue's cover features buildings sprouting out from the central face adding an organic layer to an otherwise man-made topic. It uses verticality to create structure across the spreads and reflect the content of the articles while highlighting the accompanying images.



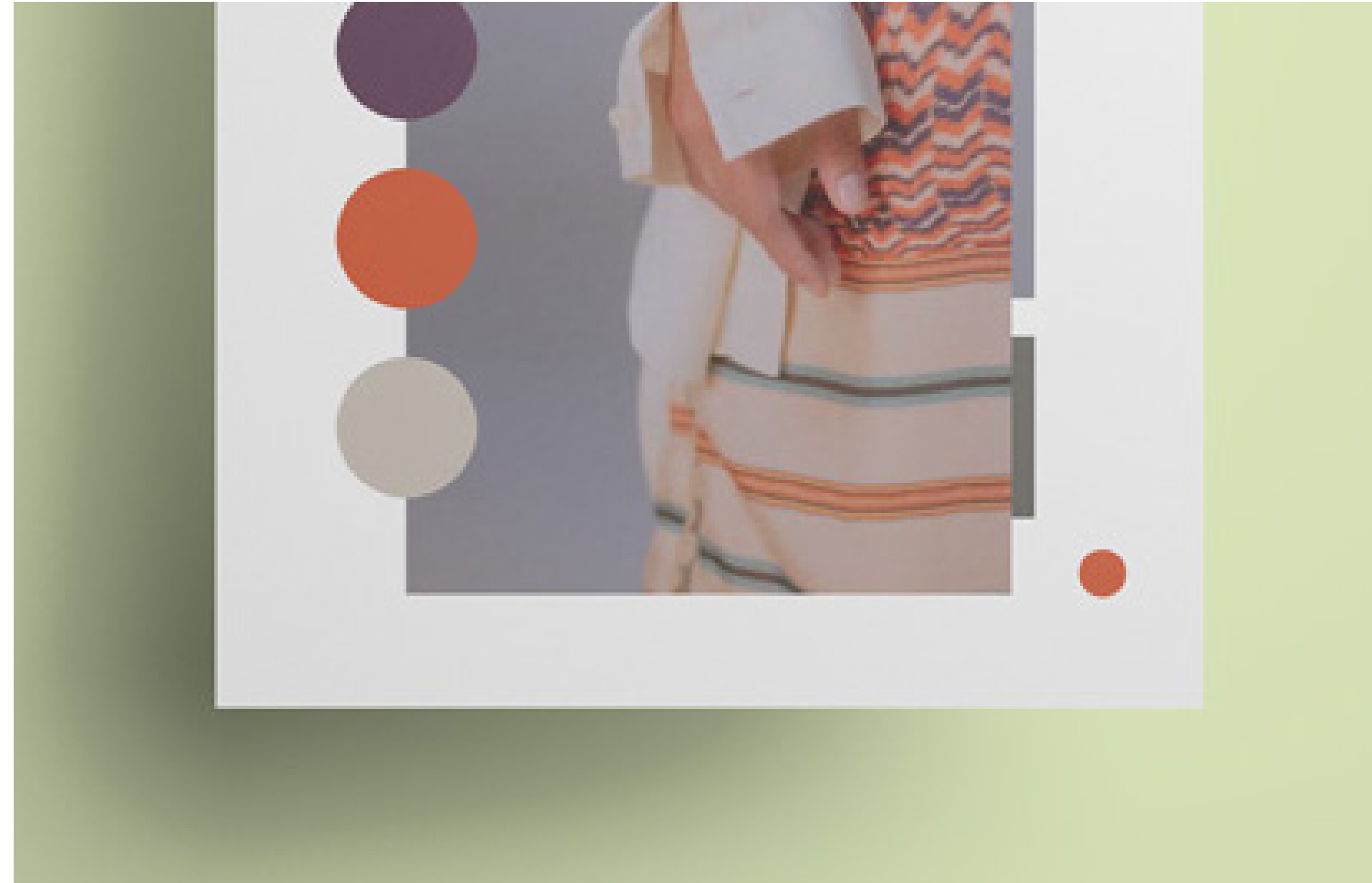


FACE's photography issue features separate image prints attached on top of certain spreads that can be removed and framed, allowing readers to keep a part of the magazine after they are finished with it.





The fashion issue of FACE features an insert poster that has a modern design on the front, and includes a sewing patten for a t-shirt on the back.





THE DOUBLE BREWING CO.

THE BEST BREWED BEER THIS SIDE OF 1500



The Brief

Create a stylish and colourful beer brand that embodies a love for beer and appeals to a young, unisex audience.

Background

Historically, brewing beer was a traditionally feminine practice, often grouped with baking. In recent history it has been reframed as a man's drink and is one of the many double standards within the world of alcohol, that men drink manly beer and women drink sweet fruity drinks. The double aims to call out these double standards and promote beer as a drink to be loved by all.



The Double makes use of bold colours to differentiate the 3 kinds of alcohol it offers. It's name, The Double, comes from word play on it's signature lager, the Double Standard.



**BEER JUST
GOT A WHOLE
LOT TASTIER**



**THE DOUBLE
BREWING CO.**

**IT'S BEER
PERFECTED**



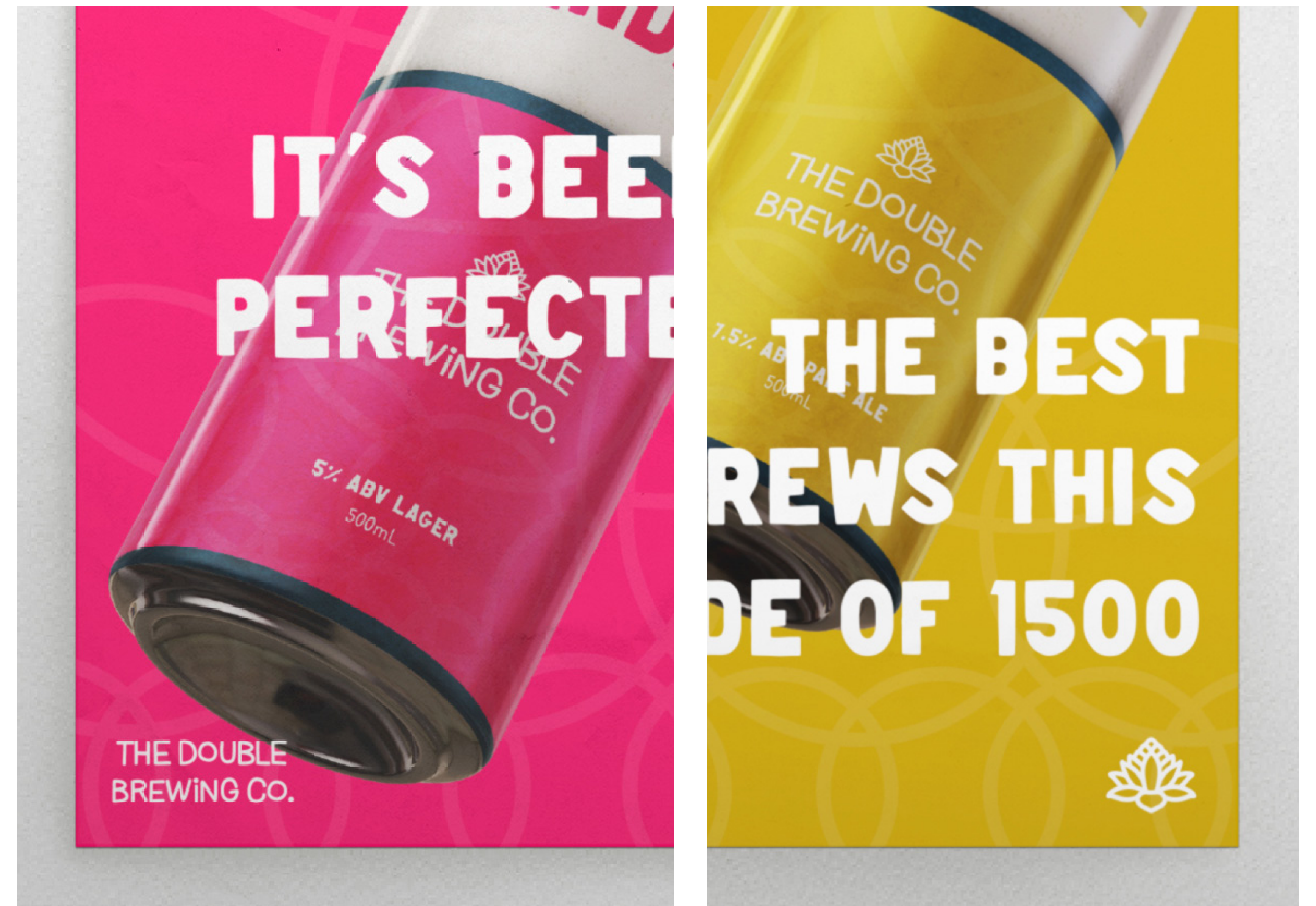
**THE DOUBLE
BREWING CO.**

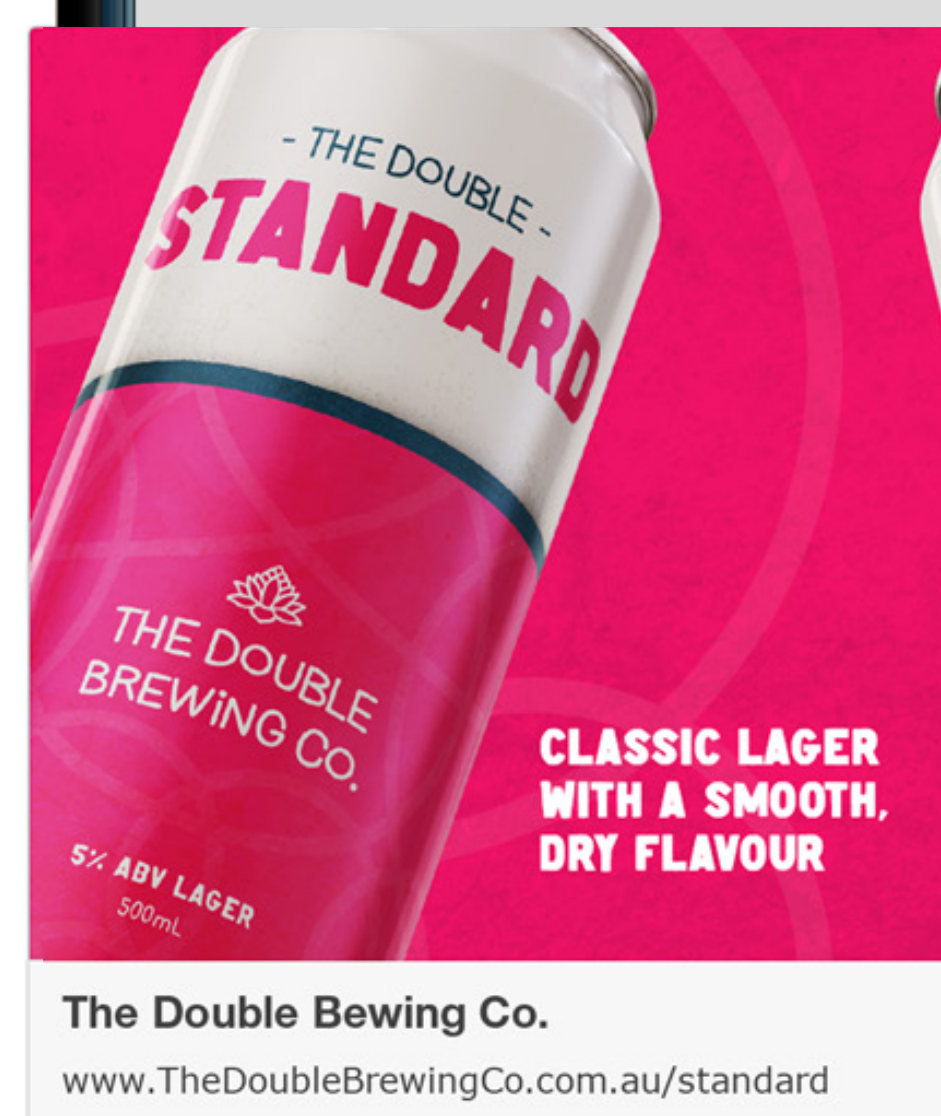
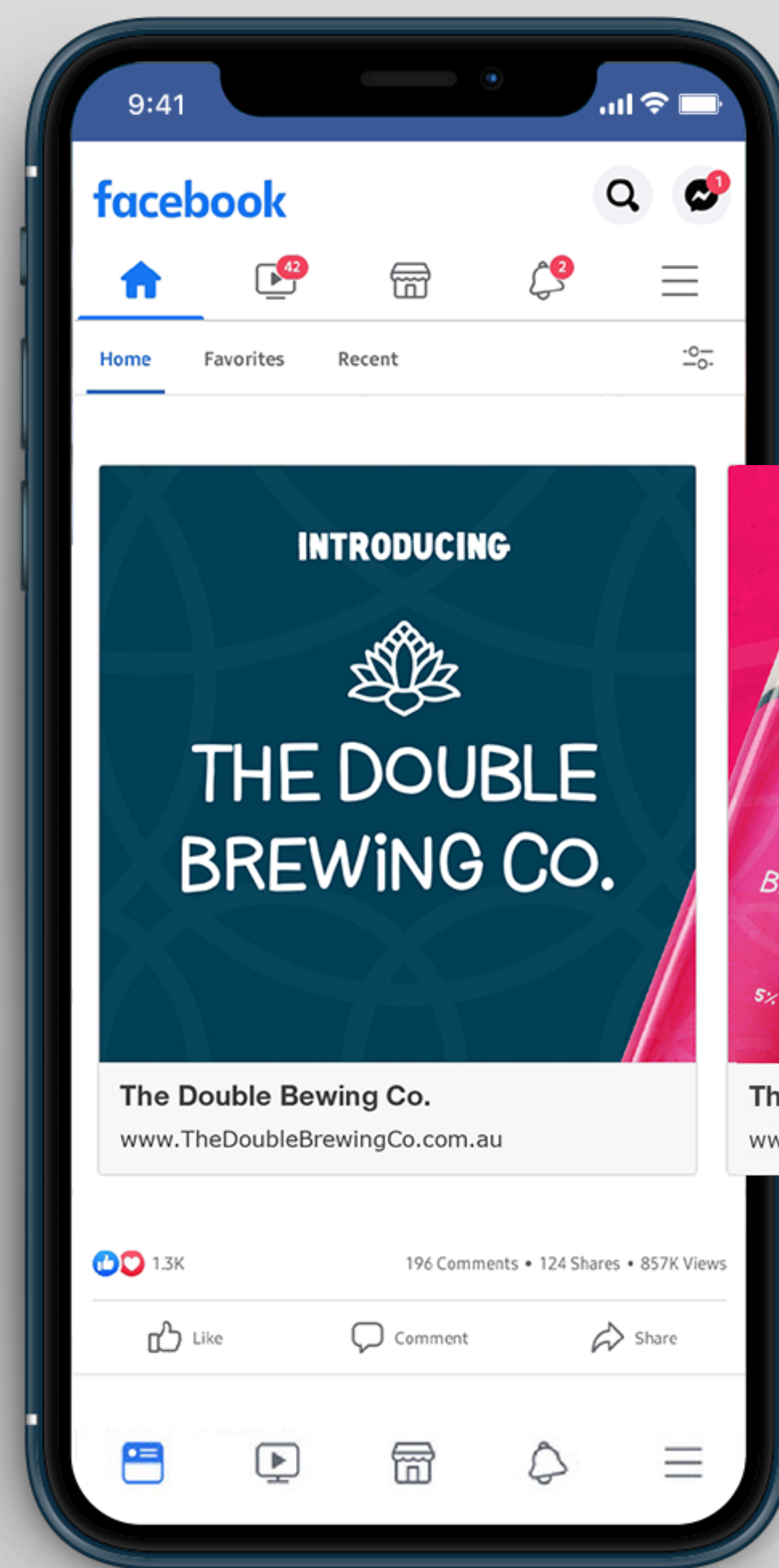
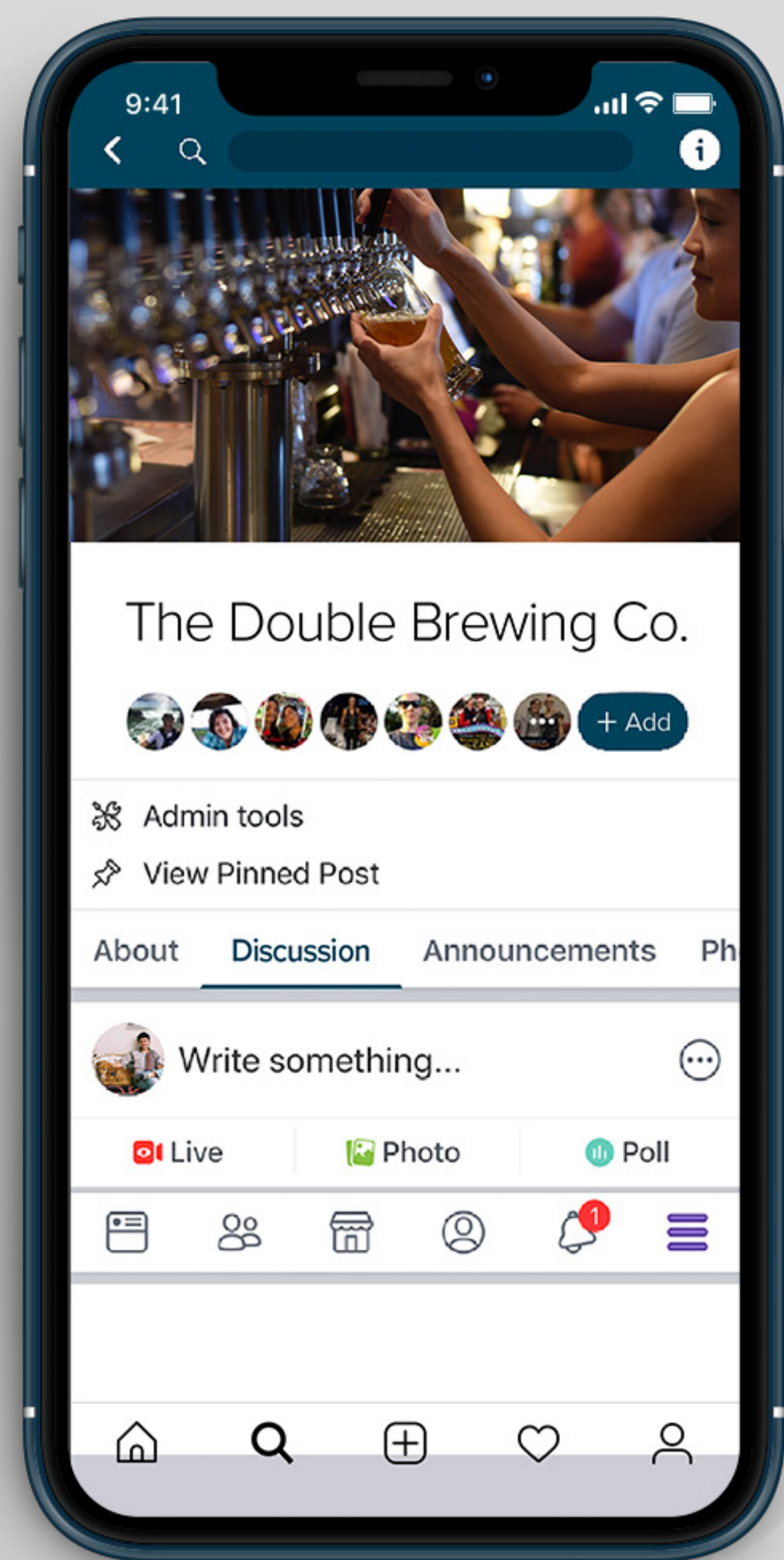
**THE BEST
BREWS THIS
SIDE OF 1500**



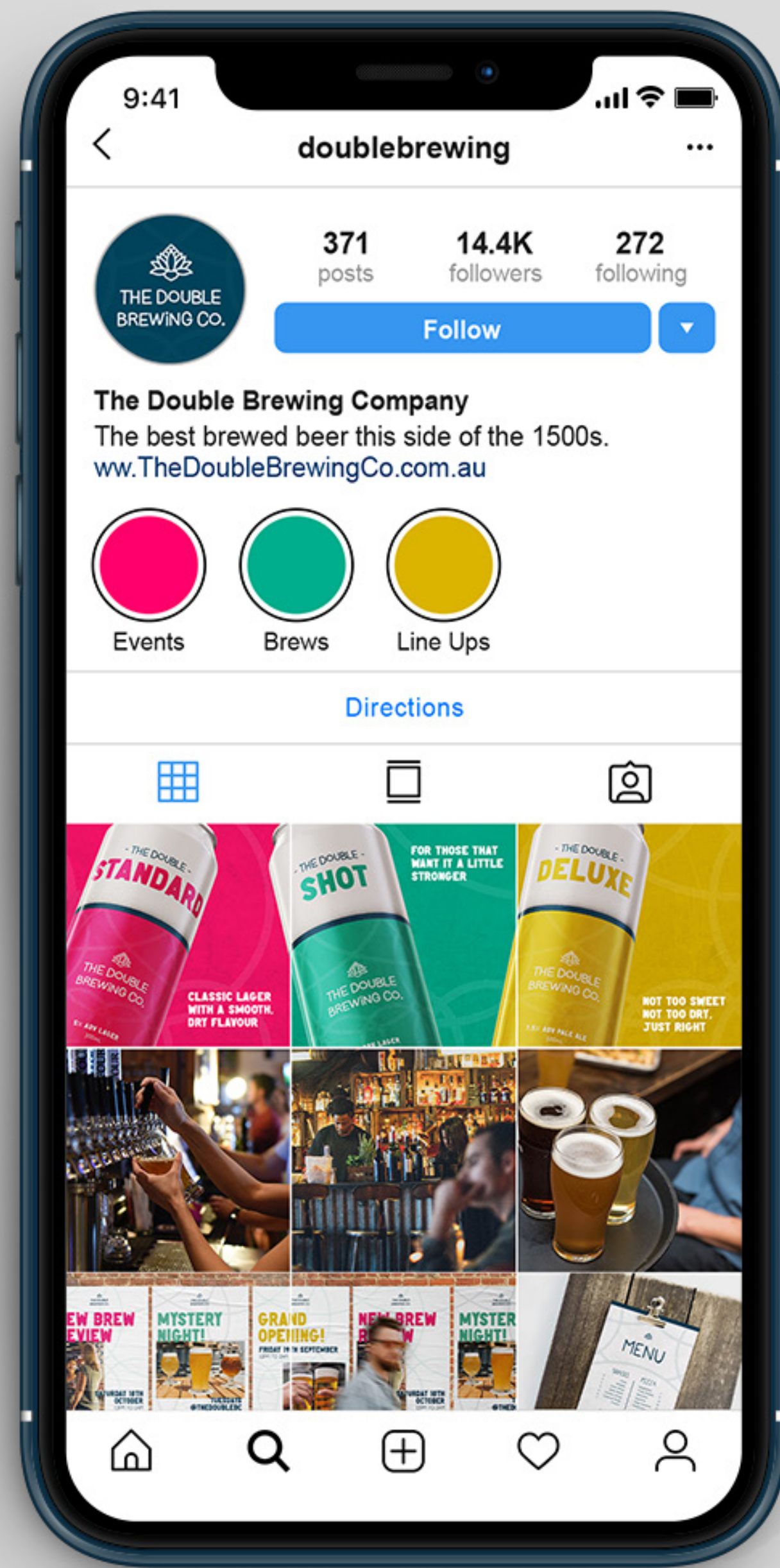
**THE DOUBLE
BREWING CO.**

The brand is light and playful, promoting its products in a confident and humorous way and making use of its bright accent colours when possible.





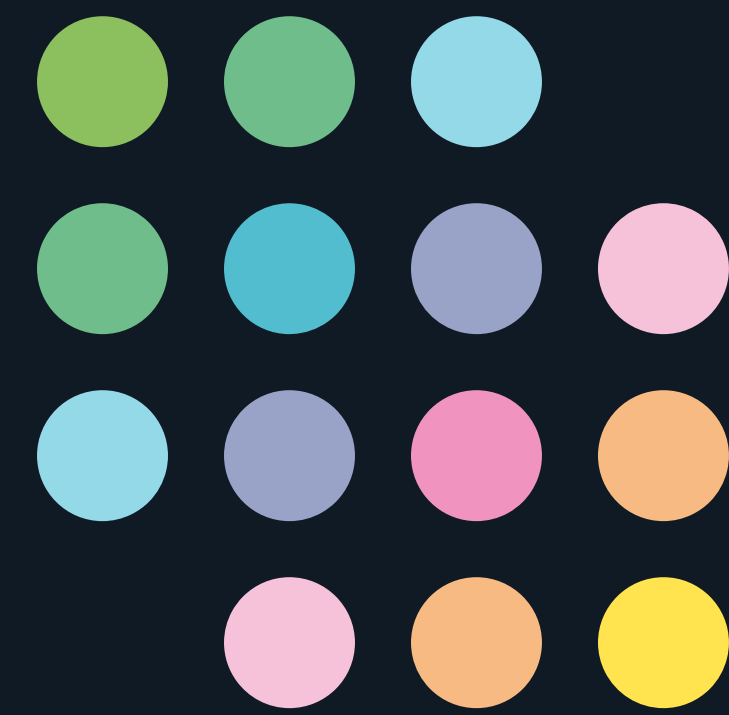
Appealing to a younger audience, the brand uses social media to introduce and advertise its products to its target market. It uses overlapping imagery to encourage users to scroll and build awareness of the brand.





The logo of The Double is a hops plant budding from a lotus reflecting the brand story of beer being historically produced by women. The overlapping circle patterns are inspired by occult symbols used in witchcraft, as many witch stereotypes originated from female brewers.





COLOUR IN THE PARK

At the Royal Botannic Gardens



The Brief

Develop promotional material for an event held at the Royal Botanic Gardens in Sydney that is centred around colour in all its forms.

Background

The Royal Botanic Gardens are a colourful place and have featured or been included in large scale events such as vivid. Creating a yearly event to celebrate colour and draw people to the park promotes it as a hot spot to visit in Sydney.



Overlapping coloured patterns are the base for the Colour in the Park brand as they are widely applicable to small-scale events within Colour in the Park and highlight how colours can mix and combine to create beautiful patterns.

The modern branding of Colour in the Park sits in line with the branding used by the City of Sydney to allow it to sit at home in promotional material across the city.

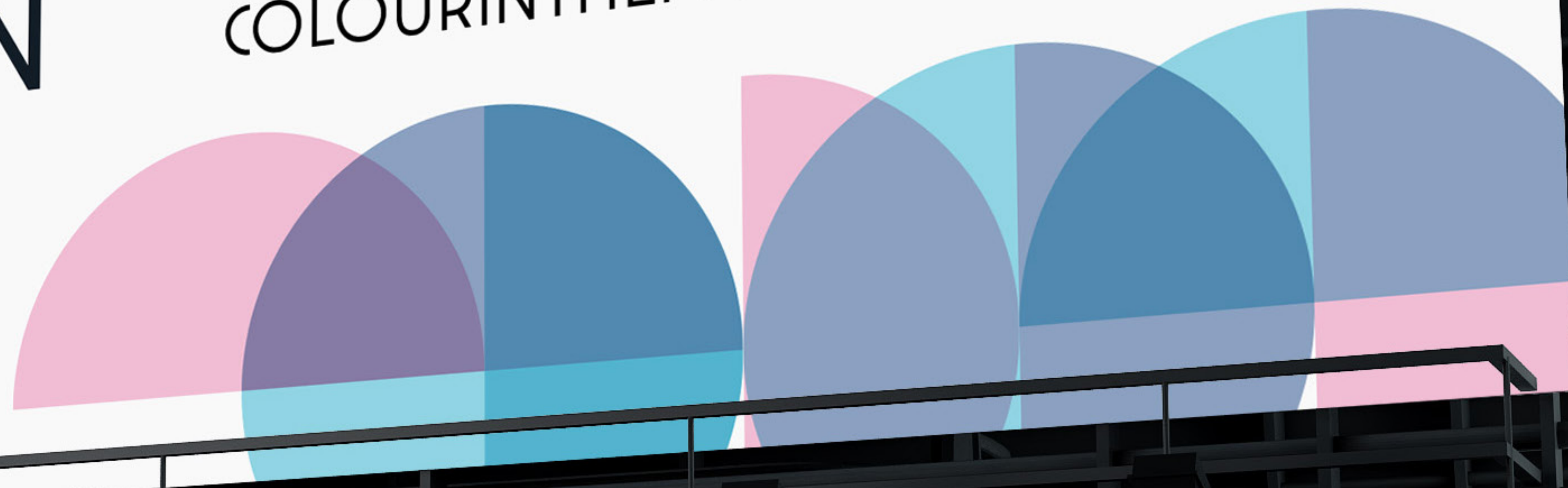


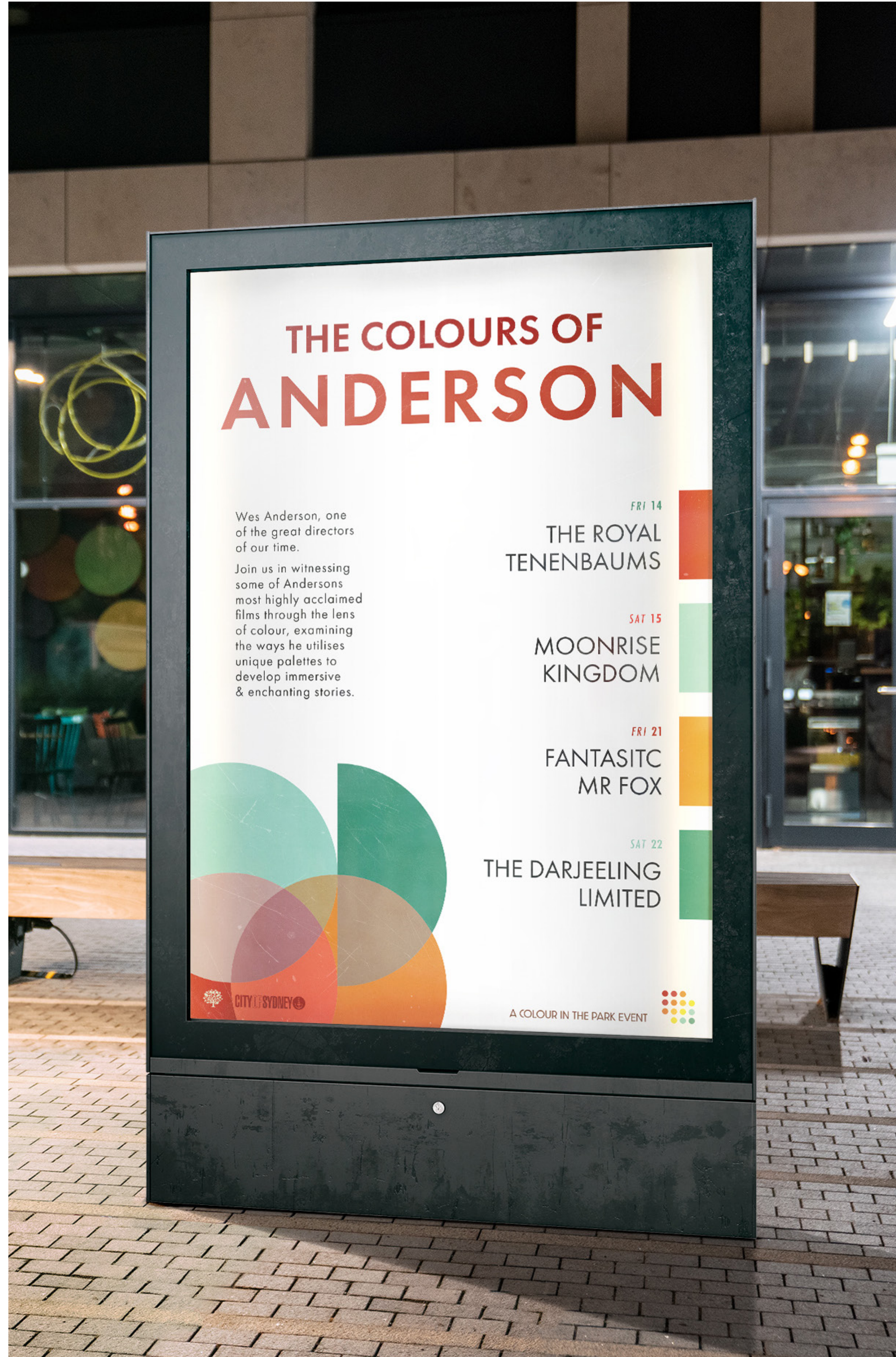
COLOUR IN THE PARK

2022



SEE WHAT'S ON THIS YEAR AT
[COLOURINTHEPARK.COM.AU/EVENTS](https://colourinthepark.com.au/events)





The colours of Anderson is a sub-event within Colour in the Park that explores the films of Wes Anderson through the lens of the colours he uses. The event provides visitors with the opportunity to buy limited edition prints of Wes Anderson films.



Orange // Teal is an event focused around the combination of orange and teal, framed through a tea tasting event where visitors can try different teas and even buy their own.



Sound Waves is an exhibition that looks at the colours and sounds of the ocean. The event features music inspired by the ocean which visitors can buy on vinyl.





MONT ANORI

Authentic Arabica Coffee



The Brief

Craft a contemporary coffee brand that represents simple, authentic coffee and appeals to an audience of Australian coffee enthusiasts.

Background

Anori is a fictional wind spirit that resides in Northern Europe. She is the mascot of the Mont Anori brand, which is built around her personality of elegance, refinement and sophistication.



The Mont Anori brand uses hyper-modern and clean illustration with a rich, bold black and white colour palette highlighted by saturated accent colours to simultaneously show both confidence and subtlety.





Mont Anori is contemporary in its branding, but uses geometric diagonal lines reminiscent of art deco to add a layer of heritage and history to the visual identity.





While Mont Anori primarily sells its products to consumers, its beans can also be supplied to cafes alongside Mont Anori branded aprons and cups.



To alert consumers of product released and build awareness of the brand, Mont Anori uses point of sale materials set up in supermarkets and shops where consumers can try the coffee for themselves.



A
Midsummer
Night's
Dream

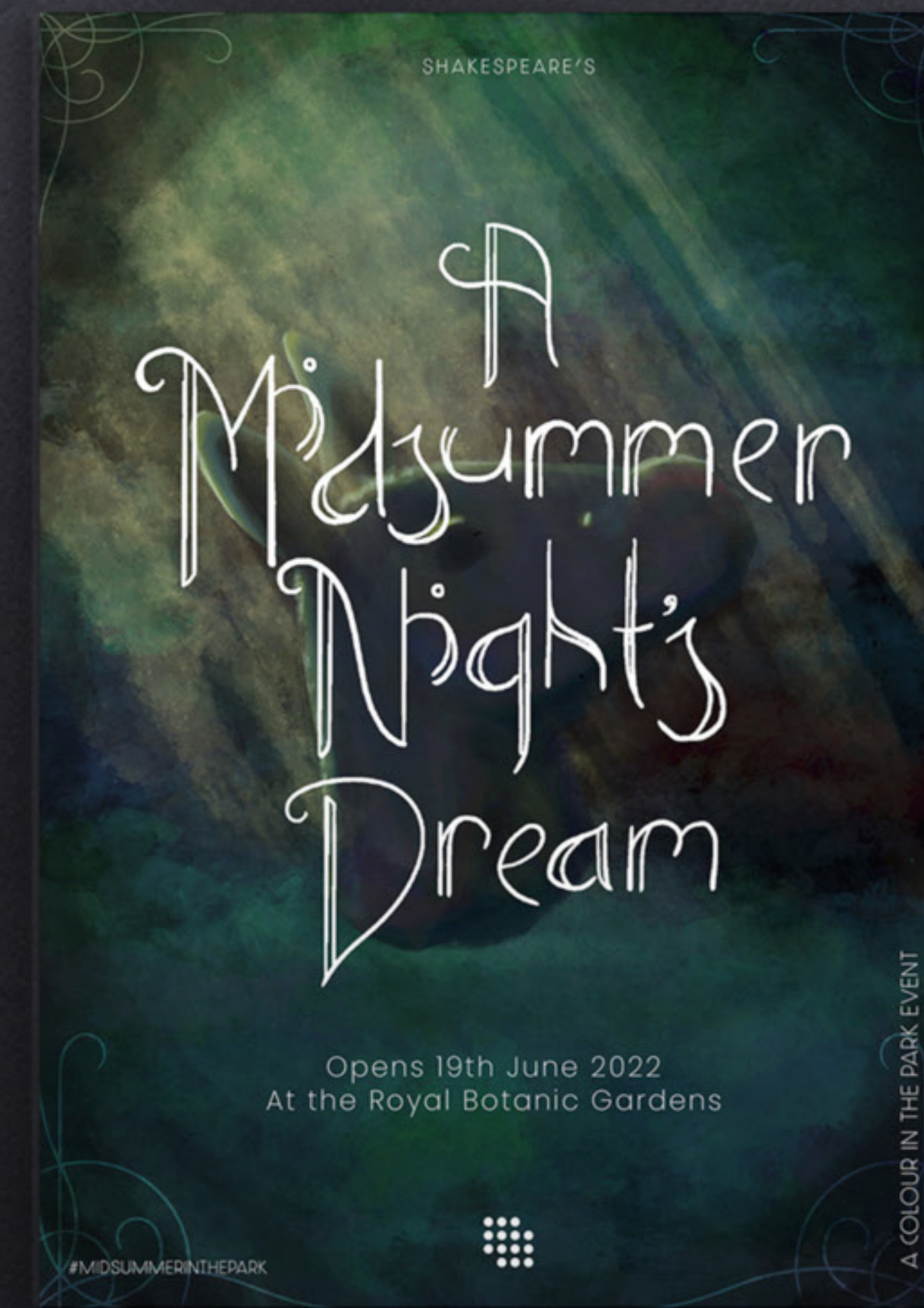
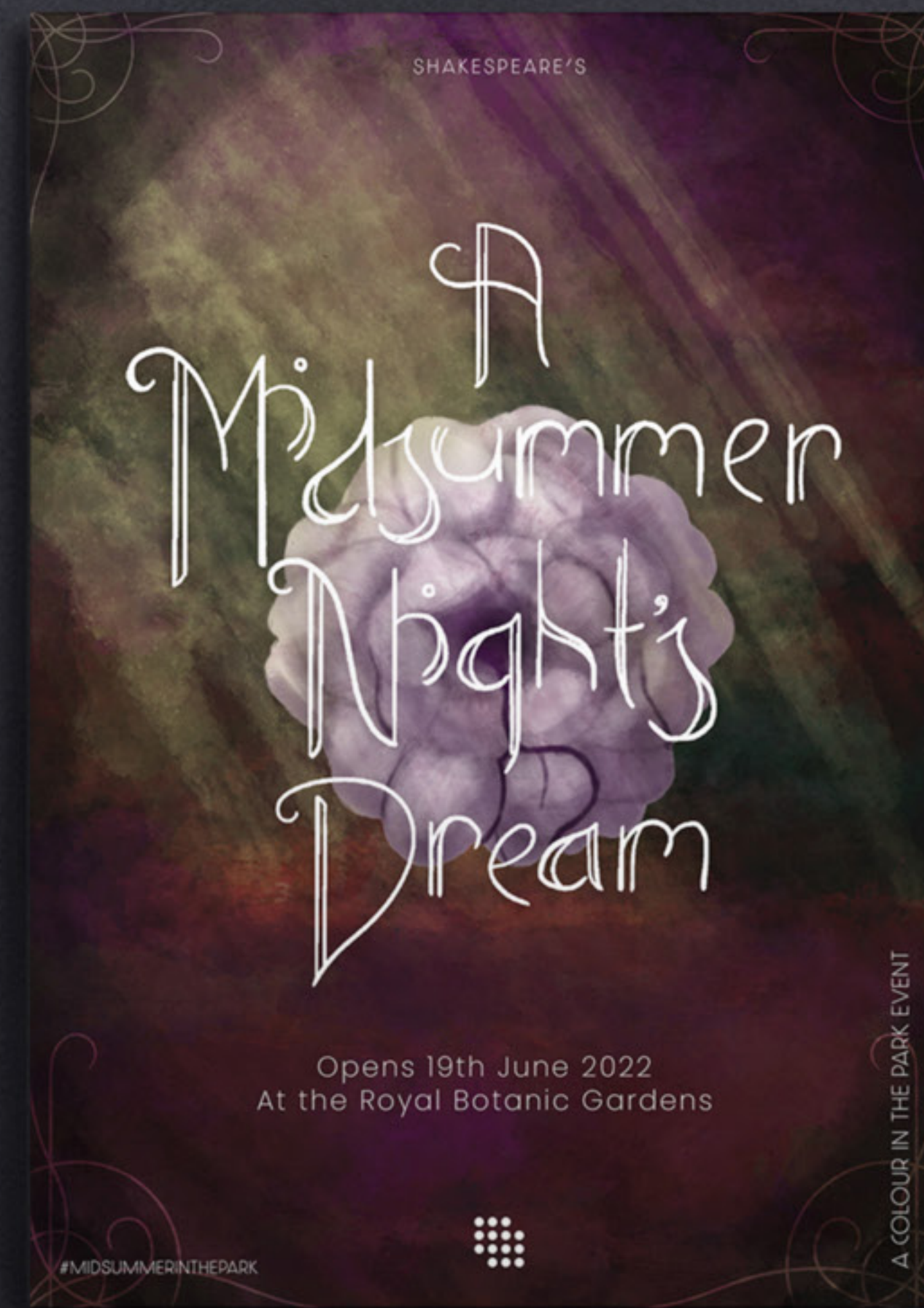


The Brief

Produce promotional material for a musical performance of Shakespeare's "A Midsummer Night's Dream" to be put on in the Sydney Royal Botanic Gardens as part of Colour in the Park.

Background

A Midsummer Night's Dream is a well known and beloved comedy featuring magic, fairies and humour. As such the visual identity of it's promotion should be whimsical and colourful with a layer of mystery and enchantment.



The primary imagery of A Midsummer Night's Dream features well known symbols contained within the play to hint at and reference its story in a magical and mysterious way.



SHAKESPEARE'S

A Midsummer Night's Dream

"Ethereally beautiful,
stunningly hilarious"
The Day Reporter

"Truly a dream
to witness"
Sydney Spectacle

"Unlike anything
I've seen before"
Theatre Magazine

A COLOUR IN THE PARK EVENT



The play itself features fairies, and so the promotional materials take elements from Art Nouveau which features similar motifs of nature, spiraling lines and elegant curves.





