



### Positive Stationery Collection

I have created a stationery collection to be carried in Typo stores, featuring notebooks, notepads, stickers and a weekly planner. The design consists of colourful gradients and positive quotes. The project combines my personal style and brand message with Typo's values and brand essence of positivity and individuality, that caters to a young adult audience.

I created this project as my submission for the Major Project subject in my last trimester at Billy Blue. I saw this as an opportunity to explore my aspirations of owning a stationery store entirely designed by myself. Print & layout is my area of interest and I used the project to create a design which was freely influenced by my personal aesthetic and vision for my brand.

My stationery collection achieves a balance between my brand and the clients, demonstrating how a collaboration between designer and client, such as Typo, could manifest. The products suit Typo's own brand aesthetic and design themes used in their product range.

### Jordan Hurst

melonmade.creative@gmail.com  
 www.melonmadecreative.com.au  
 Bachelor Communication Design