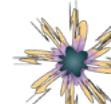
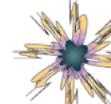


# Portfolio

-  Phone: 705-500-3972
-  Email: [kcruea.creativeplanner@gmail.com](mailto:kcruea.creativeplanner@gmail.com)
-  Web: <https://kimcruea.wixsite.com/kcrucreative>
-  Resume: <https://kimcruea.wixsite.com/kcrucreative/resume>

# Branding and Identity

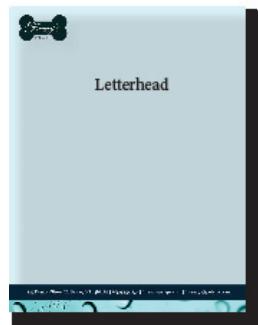
## Pet Spa Campaign



Stationary



Business Card



Letterhead



**Typography**  
 Used for "Furenzi's" Great Vibes name and heading the sections of the guide. Header when appropriate. Typography used on customized pet care products.  
*The quick brown fox jumped over the lazy dog.*  
 CWF39YUOFSDFGHJKLZXCVBNM (Medium)  
 qwertyuiopasdfghjklzxcvbnm (bold)  
 3234567890 (extra bold)

Used for "PET SPA" "Vetique" - 64 cpi - no lower case available.  
 THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.  
 CWF39YUOFSDFGHJKLZXCVBNM (Medium)  
 qwertyuiopasdfghjklzxcvbnm (bold)  
 3234567890

Used for "General Text" "Raleway" - Available in several weights.  
 THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.  
 CWF39YUOFSDFGHJKLZXCVBNM (Medium)  
 qwertyuiopasdfghjklzxcvbnm (bold)  
 3234567890 (extra bold)

Default back-up Times New Roman family

\*\*\*

Never use any other script or round letter.



# Magazine Project -

## Magazine Design and Editorial

The image displays a variety of magazine content from the 'Brezza' publication. It includes a full spread for 'GETTING AWAY...', a table of contents, and several other magazine spreads.

**GETTING AWAY...**  
The proven benefits of take time to get away  
Written by Kim Cruse

**Brezza**  
SEPTEMBER 2019

**Brezza**  
OCTOBER 2019

**CONTENTS**

Page	Section
25	Getting Away
29	Mental Health
38	Destiny
43	Rebecca's Journey
53	Heart Healthy

**Family Time...**  
making memories...p. 23

**Keeping it Pristine.**  
...Greatest Treasures...p. 27

**Cover Story...**  
Jenna's Fight  
P. 43

**Fall into Autumn**

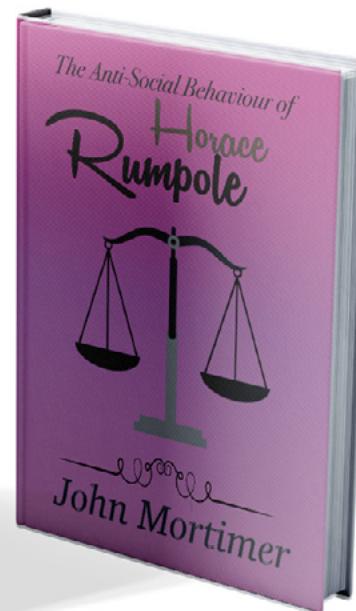
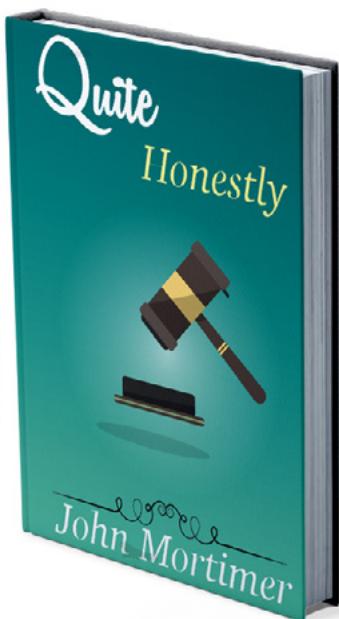
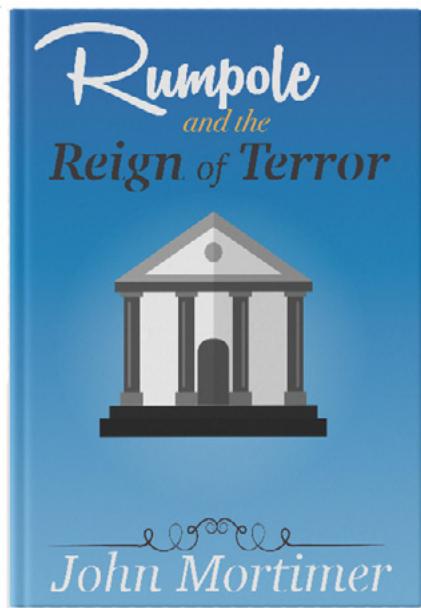
**9** Getting to the bottom of things  
**11** Writing your resume  
**13** Find yourself  
**17** Food on the Run  
**21** Home Crises  
**23** Doing Nightmares  
**25** What's Up?  
**49** Monoscope  
**52** Crossword

# Brezza

# Packaging Design - Product Identity

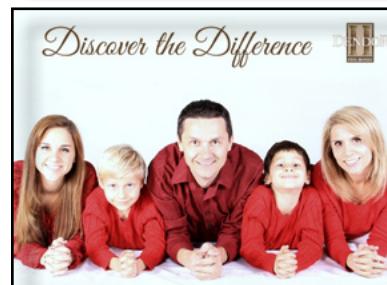
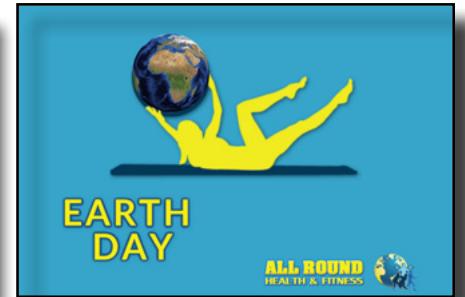
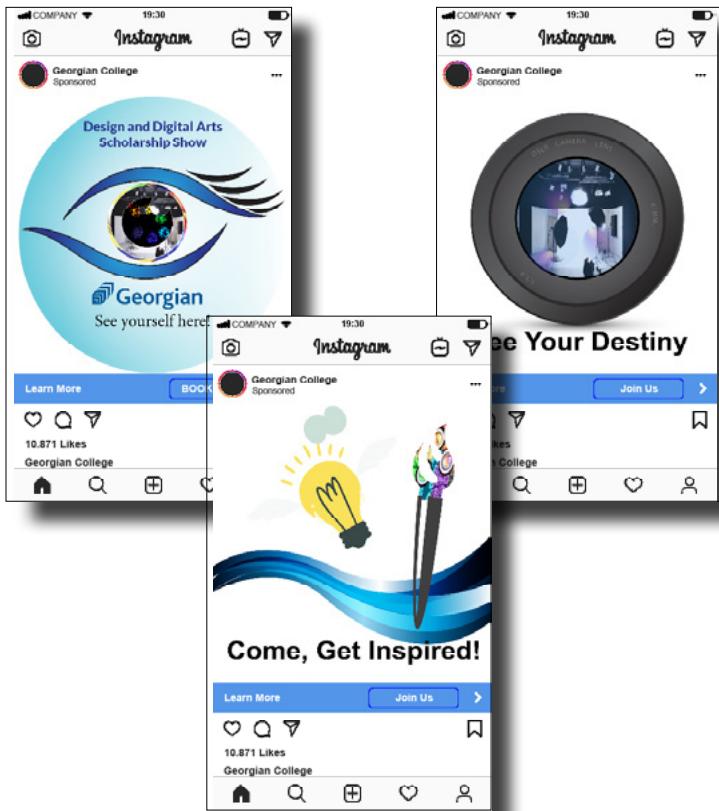


# Dust Jackets - Book and Album



# Social Media

## Online Advertising and Posts



# Poster Projects

## Creating a Collection of Event Materials



# Wrapping Project -

## Product Wrapping

