STATIONERY SYSTEM

Resume

Cover Letter

Envelope

ARCHITECTURE PORTFOLIO

ABSTRACT

Graphic design and architecture are two creative, interlocking mediums that focus on the art of communication, style, and problem-solving. Both art forms allow designers to create and organize elements, but graphic design allows one to transform three-dimensional ideas into two-dimensional representation.

The Loy Stationery System and Portfolio explores hierarchy, negative space, and the abstraction of architectural ideas into a graphic system. The set includes a logo, resume, cover letter, envelope, business card, and portfolio, all of which are composed with an underlying grid and an overarching theme. The motif for the graphics is related to the last name “Loy,” as well as building materials, landscape, and an earth-toned color palette. Simple and elegant graphics create a clean, yet bold, visual representation of the ideas imbued in the portfolio’s architectural content.