

MER
ICURY

MERCURY GRAY
PROV. RGD

GRAPHIC DESIGN PORTFOLIO 2023

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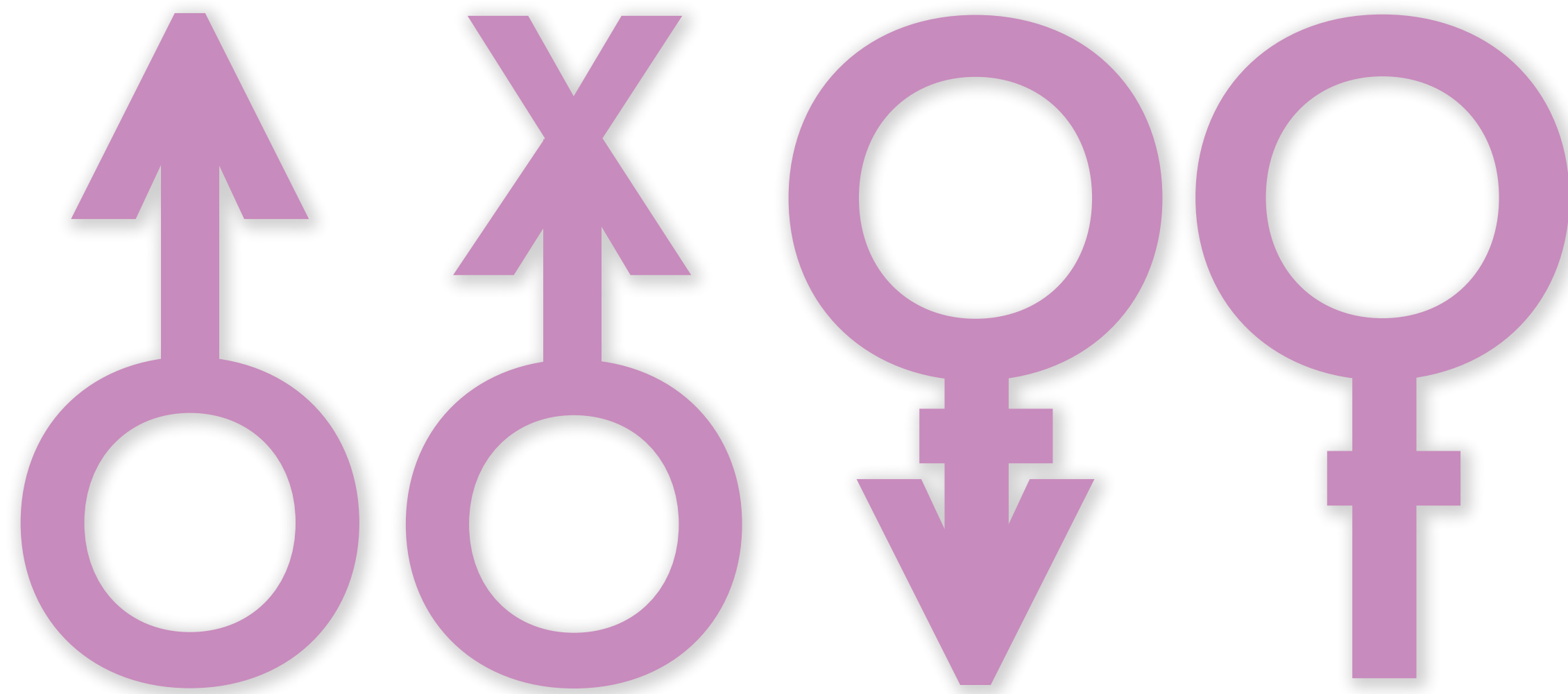
2SLGBTQIA+ BOOK

MORE THAN AN ACRONYM

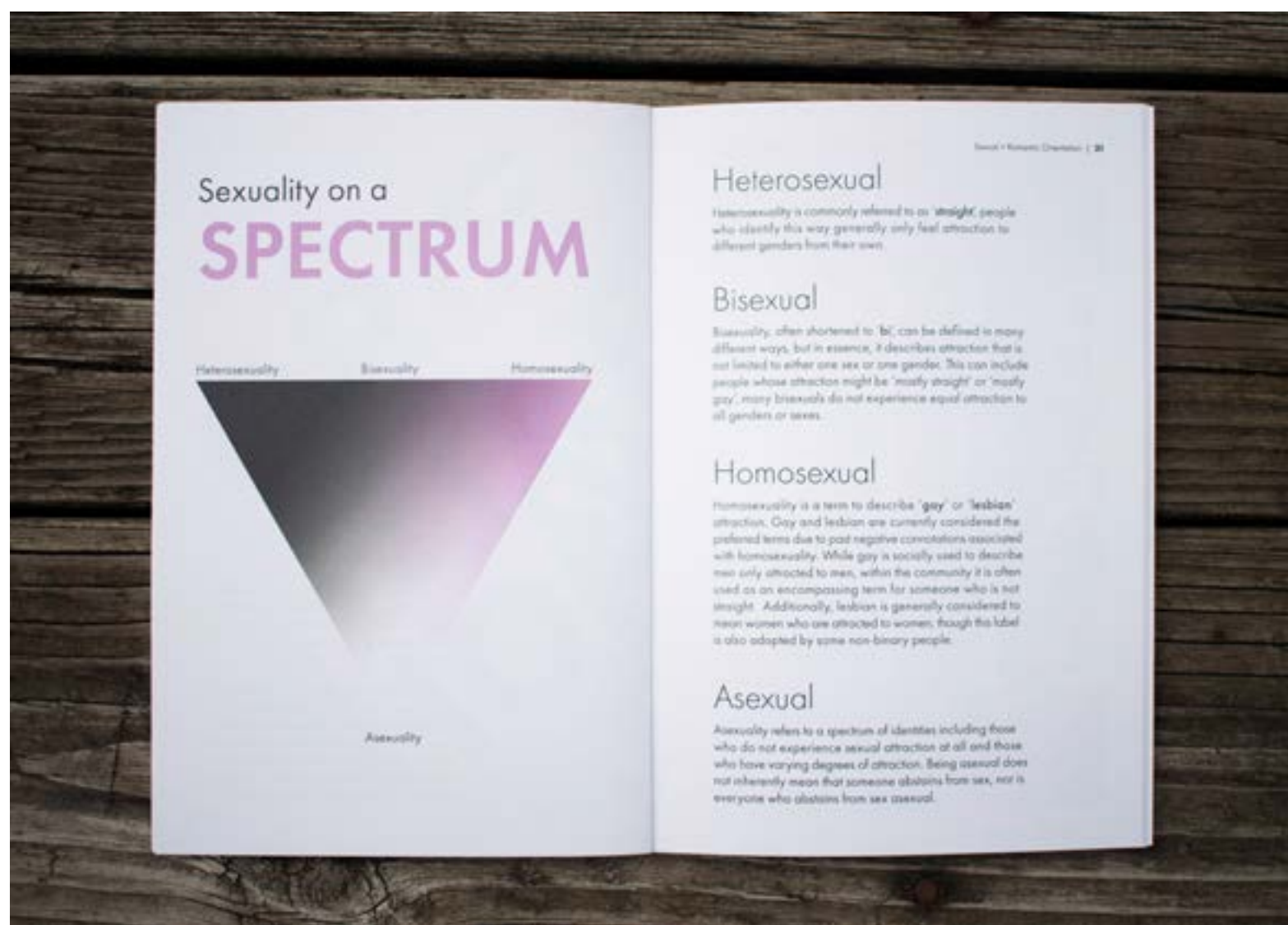
COPYWRITING | EDITORIAL | PRINT | TYPOGRAPHY

Many people do not know much about the 2SLGBTQIA+ community, and this is not always out of lack of interest. Often, it can be difficult to know where to start learning.

More Than an Acronym is a 48 page guidebook, meeting readers where they are at to give a true baseline understanding of a variety of topics relating to gender and sexuality.



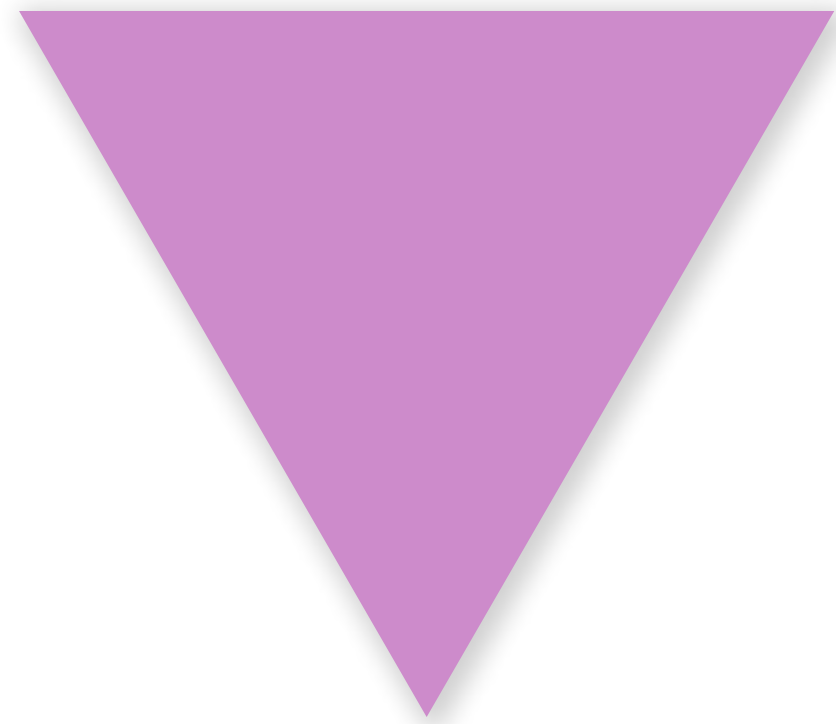
The gender symbols featured on the cover were created entirely using Futura, the typeface used throughout the book.

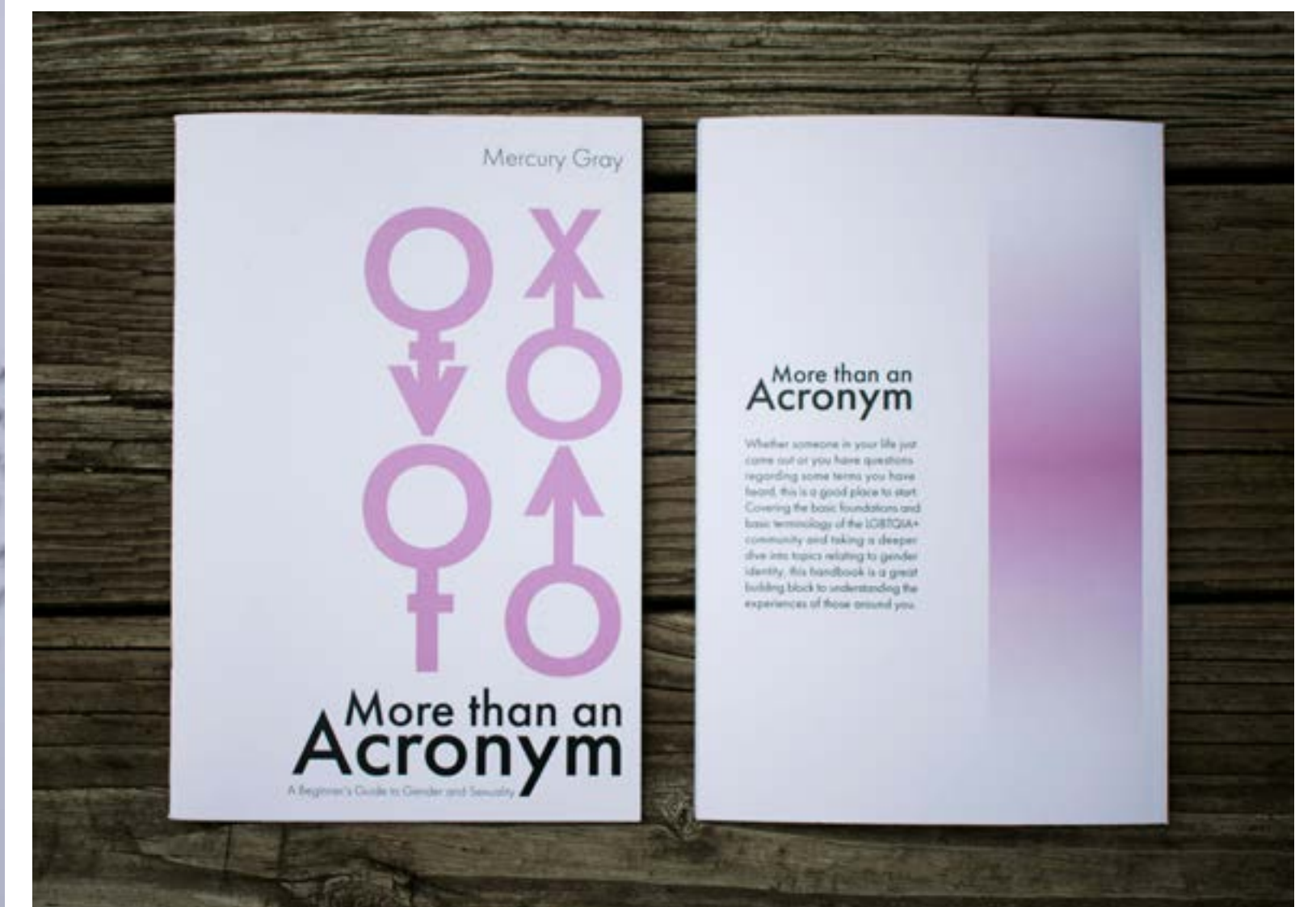


Given the weight these topics can bear, a simple, yet playful, design was chosen as to not look too serious or overwhelming to read.

A minimal colour palette (pink, black, and white) was selected to keep the content easy to digest and have a lighter feeling to it.

Pink is reclaimed from the pink triangles used for gay men in concentration camps during WWII and has been widely used to represent the community since.





What You Need To Know

HIV/AIDS



What is HIV?

HIV is shorthand for human immunodeficiency virus, it is a disease which attacks the body's cells responsible for fighting off infection, increasing their risk of other diseases and

infections. AIDS (acquired immunodeficiency syndrome) is a later stage of HIV where it has progressed to a point that it has caused significant damage to the individual's immune system.

1/7 people with HIV do not know they have it.

The **only** way to know your HIV status is to **get tested**.

Testing is recommended for **anyone** with risk factors.

Risk Factors + Prevention



Unprotected Anal or Vaginal Sex

The consistent use of latex male condoms can reduce the risk of HIV (and other STIs) by over 85%.



Contraction of Another STI

Sexually transmitted infections can also be prevented by regular condom use. Not all birth control methods prevent STIs.

HIV/AIDS AWARENESS CAMPAIGN

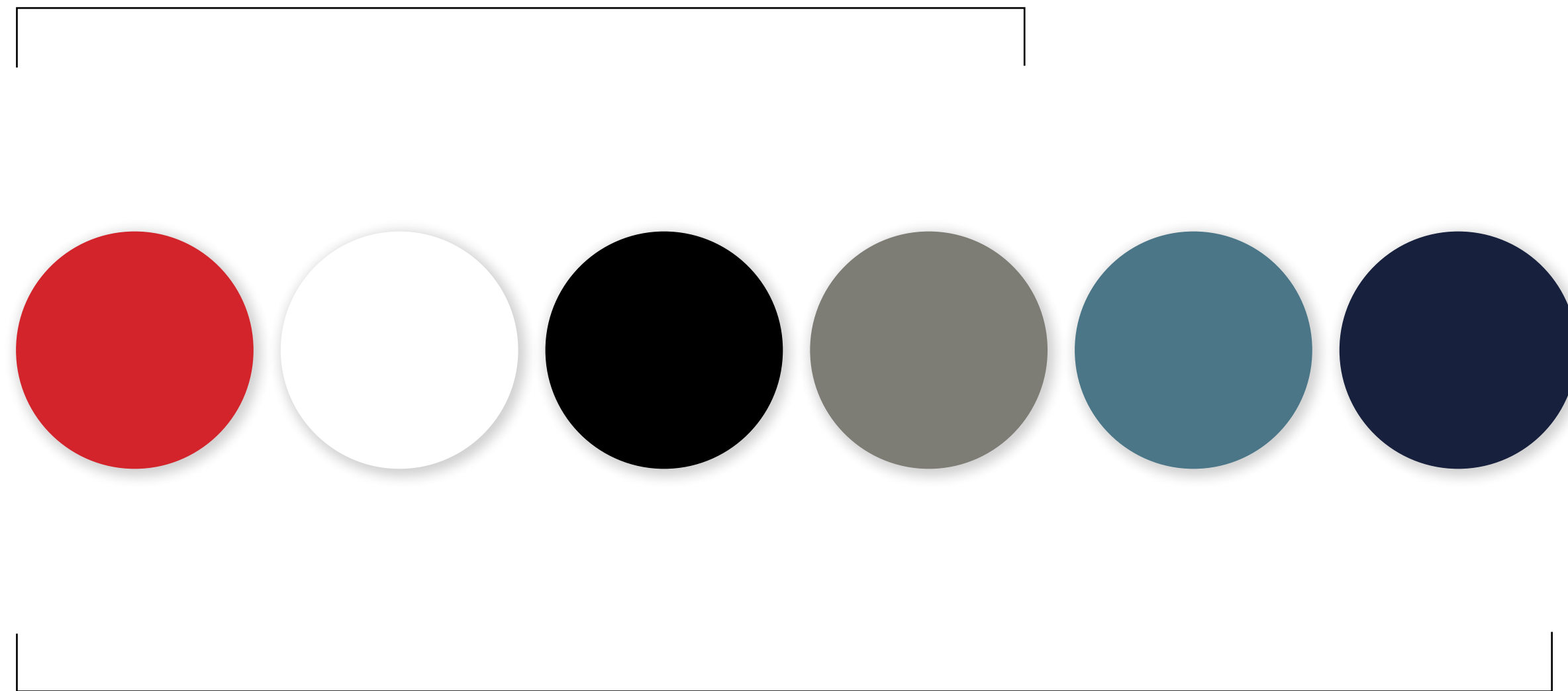
RÉSEAU ACCESS NETWORK

COPYWRITING | ILLUSTRATION | INFOGRAPHIC |
PRINT | SOCIAL MEDIA | TYPOGRAPHY

HIV is often thought of as an incurable disease that only affects gay men. In reality, there are other factors that could put someone at risk of contracting HIV, and knowing you have it is key to treat it before it develops into AIDS.

The goal with this project was to create an infographic and a supporting social media campaign for Réseau Access Network to educate about HIV and AIDS to a heterosexual audience.

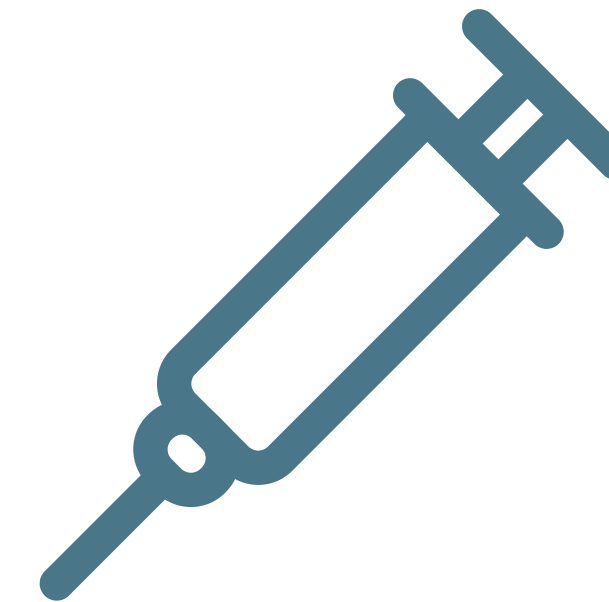
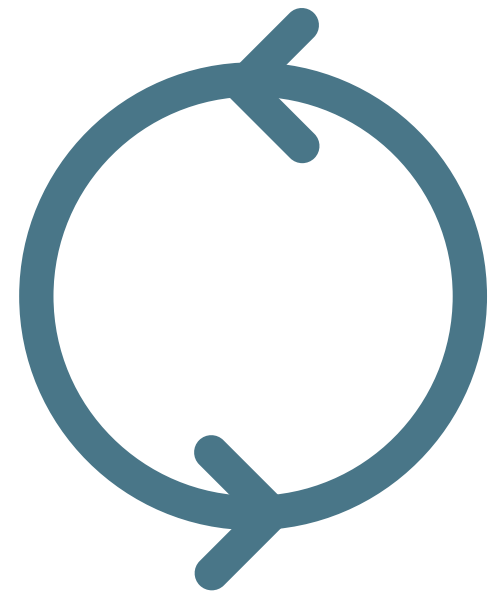
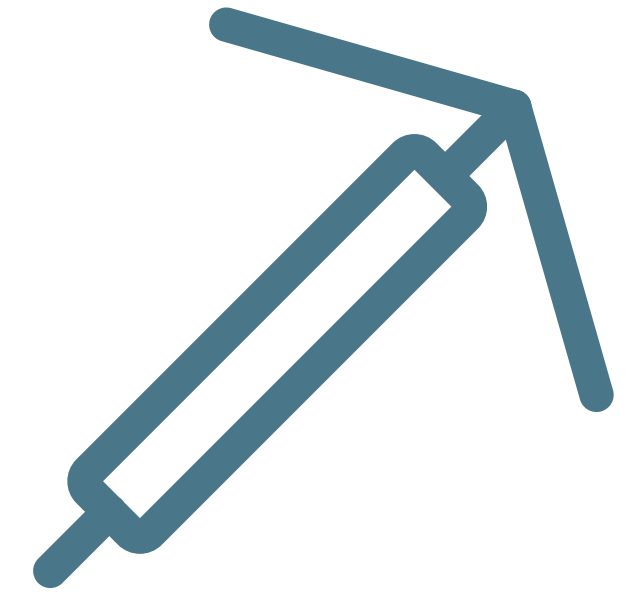
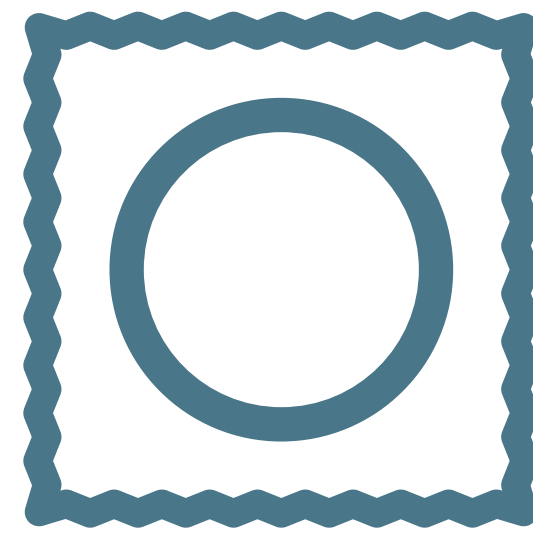
BRAND COLOURS



CAMPAIGN PALETTE

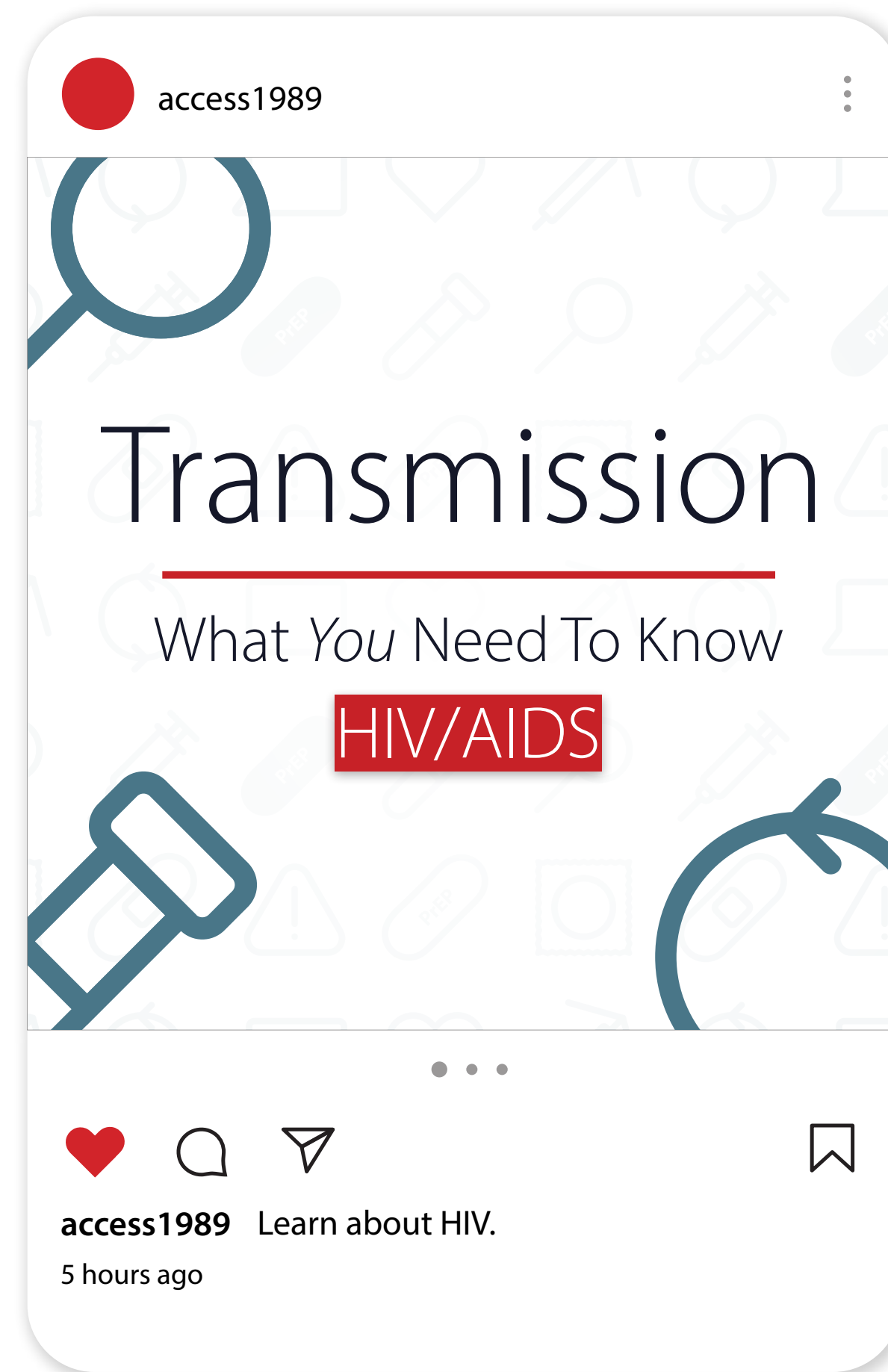
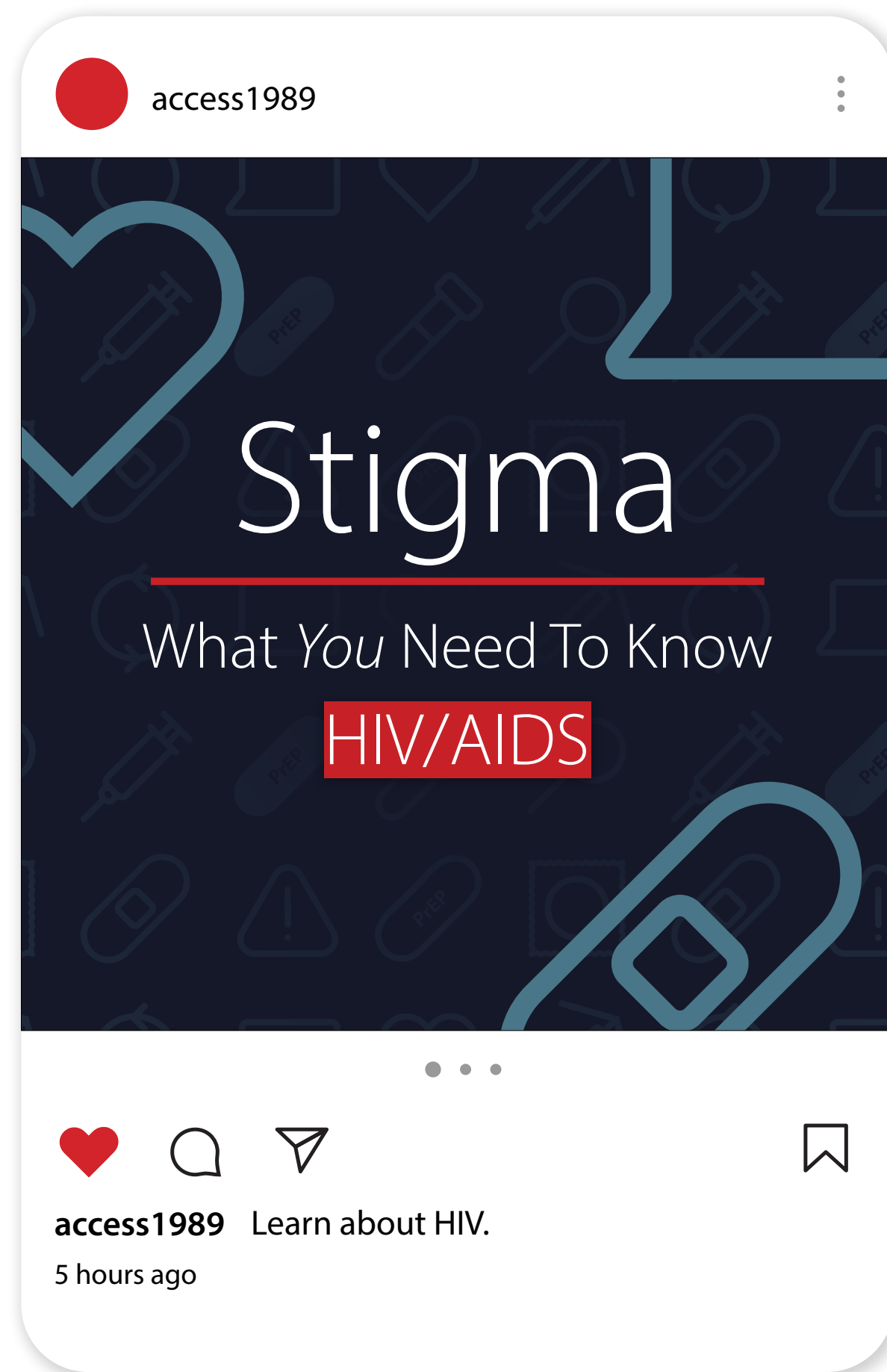
A primary focus for this project was to show HIV as a regular healthcare concern, rather than something that only affects one specific demographic.

Indigo and teal were chosen to accompany the brand colours as they compliment the bright red and cool down the visual tone. Paired with white, these colours foster a feeling of approachability.



The icons use rounded edges to communicate friendliness and use primarily white-space to appear clean and clinical.

The PrEP icon has a shaded version for use on the infographic. This is to help visually separate the symbol as “prevention” from the other icons representing “risk factors”.

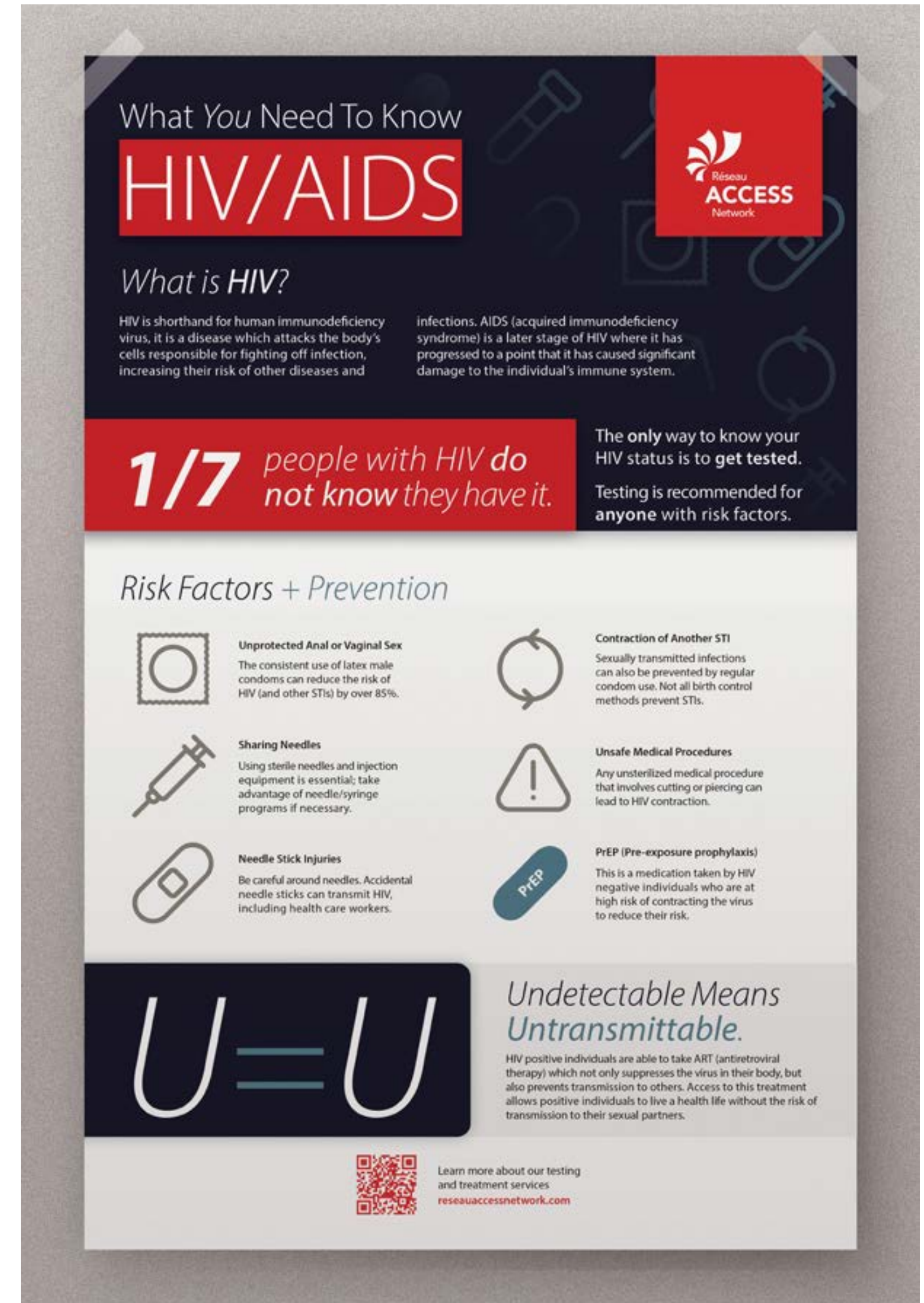




Practicing safe sex is about **more than** just preventing pregnancy.

Contraceptive options such as birth control pills and IUDs **do not** protect against **HIV** or other **sexually transmitted infections**.

Safe sex to prevent HIV transmission can mean using **condoms** during **all** sexual encounters or taking **PreP** (pre-exposure prophylaxis) to prevent infection.



MOCKUP IMAGE (LEFT) BY CHARLES DELUVIO ON UNSPLASH



MOCKUP IMAGE BY RAWPIXEL.COM ON FREEPIK



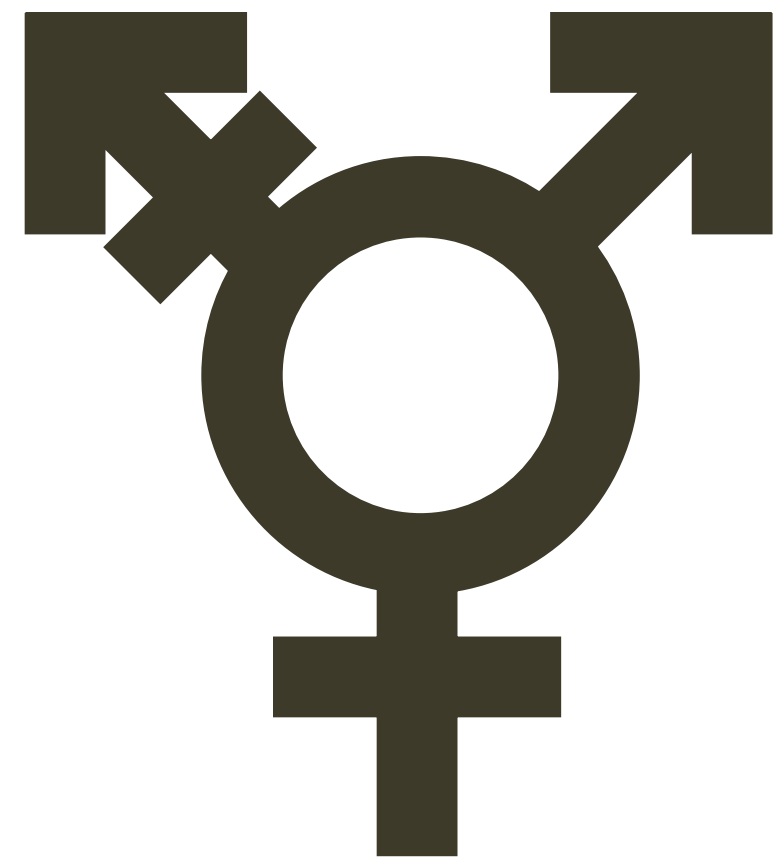
PROPOSED GOVERNMENT PROGRAM

ONFLARE

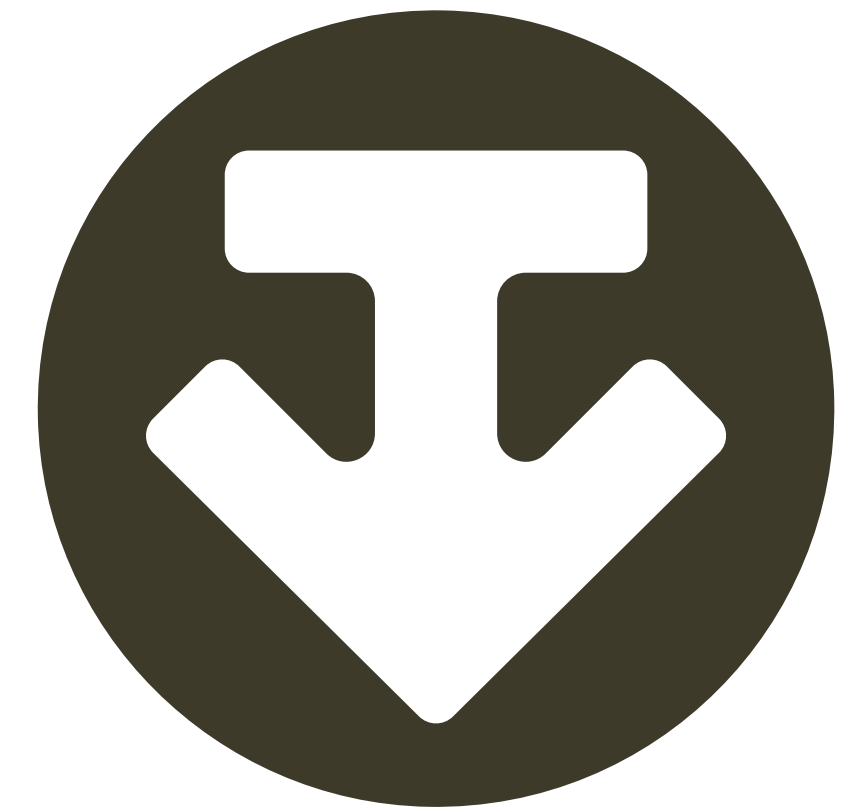
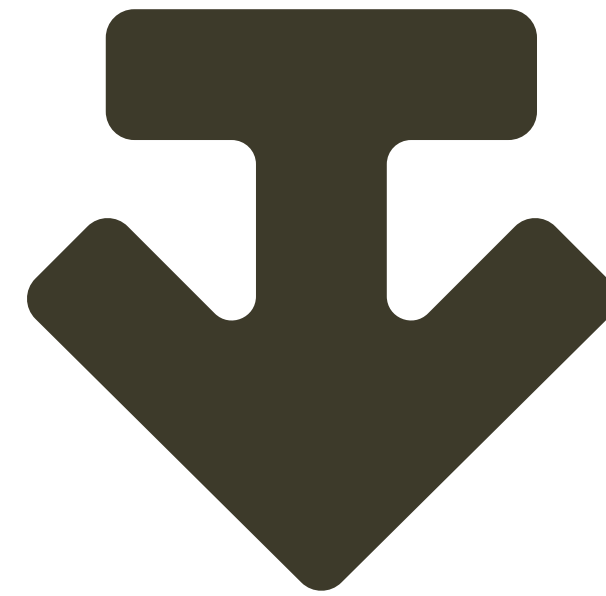
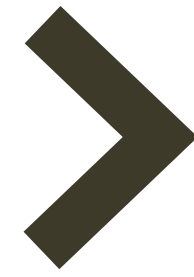
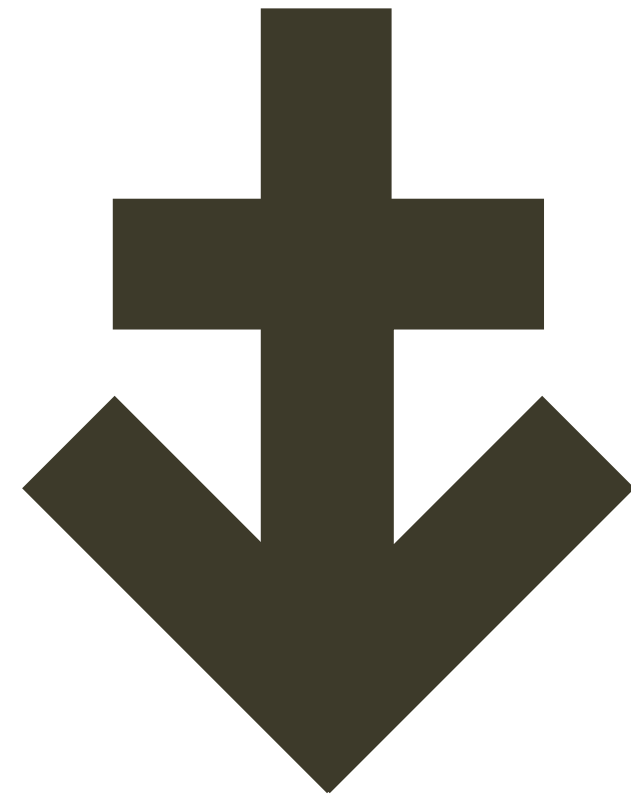
COPYWRITING | ILLUSTRATION | PRINT | SOCIAL
MEDIA | TYPOGRAPHY | UI | VISUAL IDENTITY

Transitioning in Ontario can be a long and complicated process, information on how to get started can be very difficult to find. ONflare is an app that aims to make this process much more accessible to those who need it.

The name comes from 'ON' meaning Ontario and 'flare' referring to a light used to signal for help.



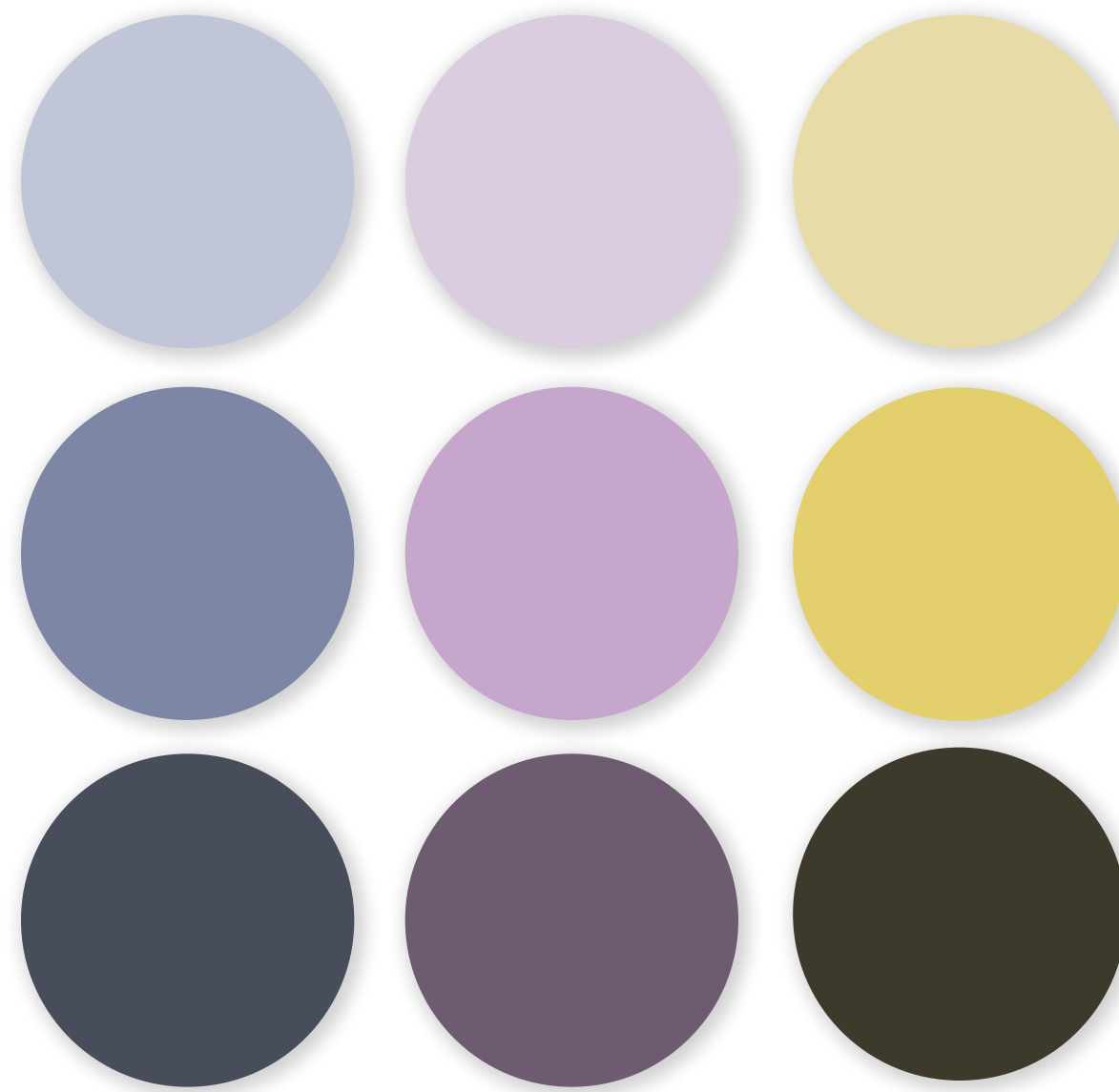
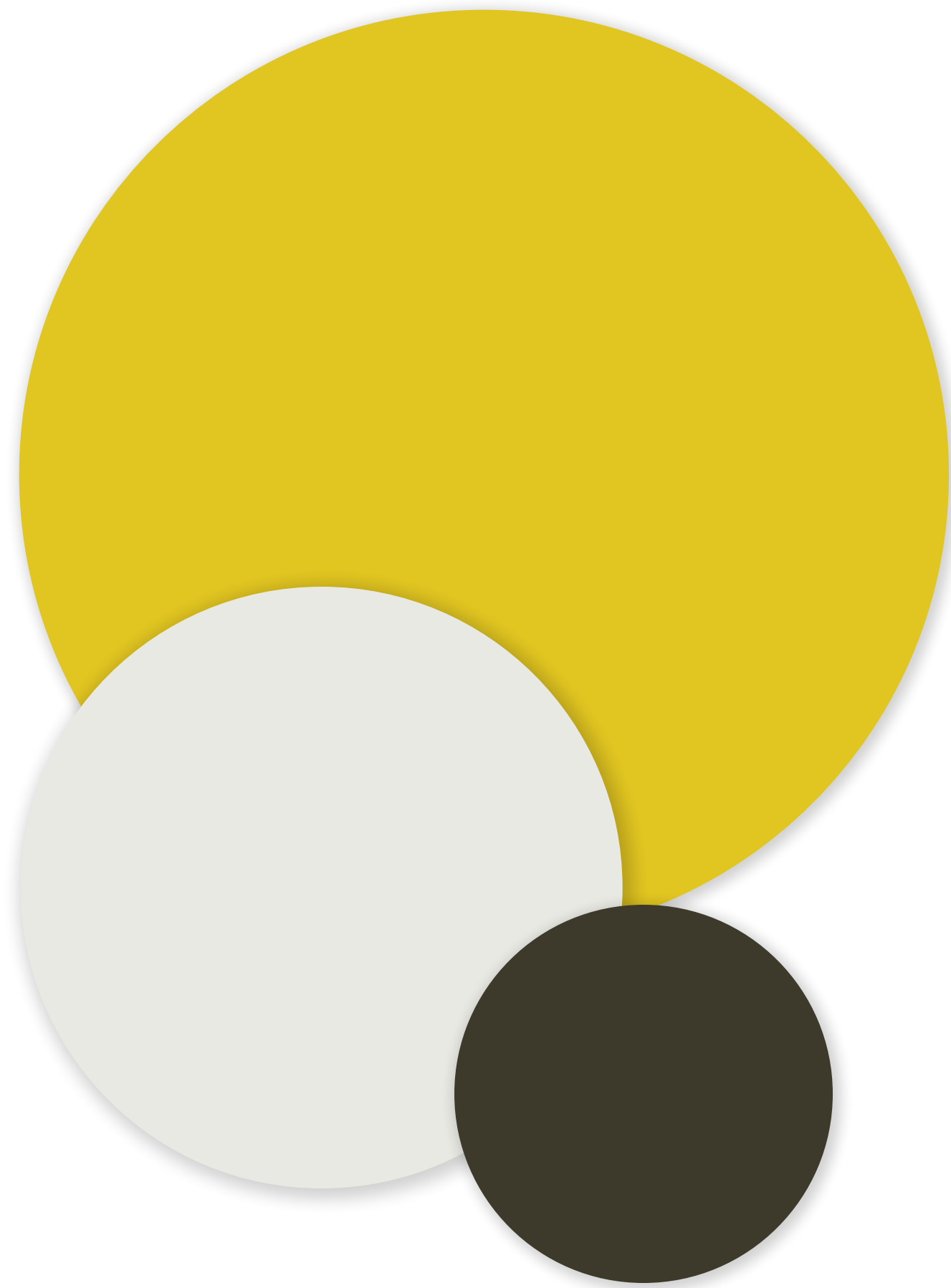
TRANSGENDER SYMBOL



ONFLARE 'ANCHOR'

The ONflare 'anchor' logo is an evolved symbol coming from the widely recognized symbol representing gender diversity and the transgender community. The rounded edges of this logo demonstrate the friendliness this brand represents.

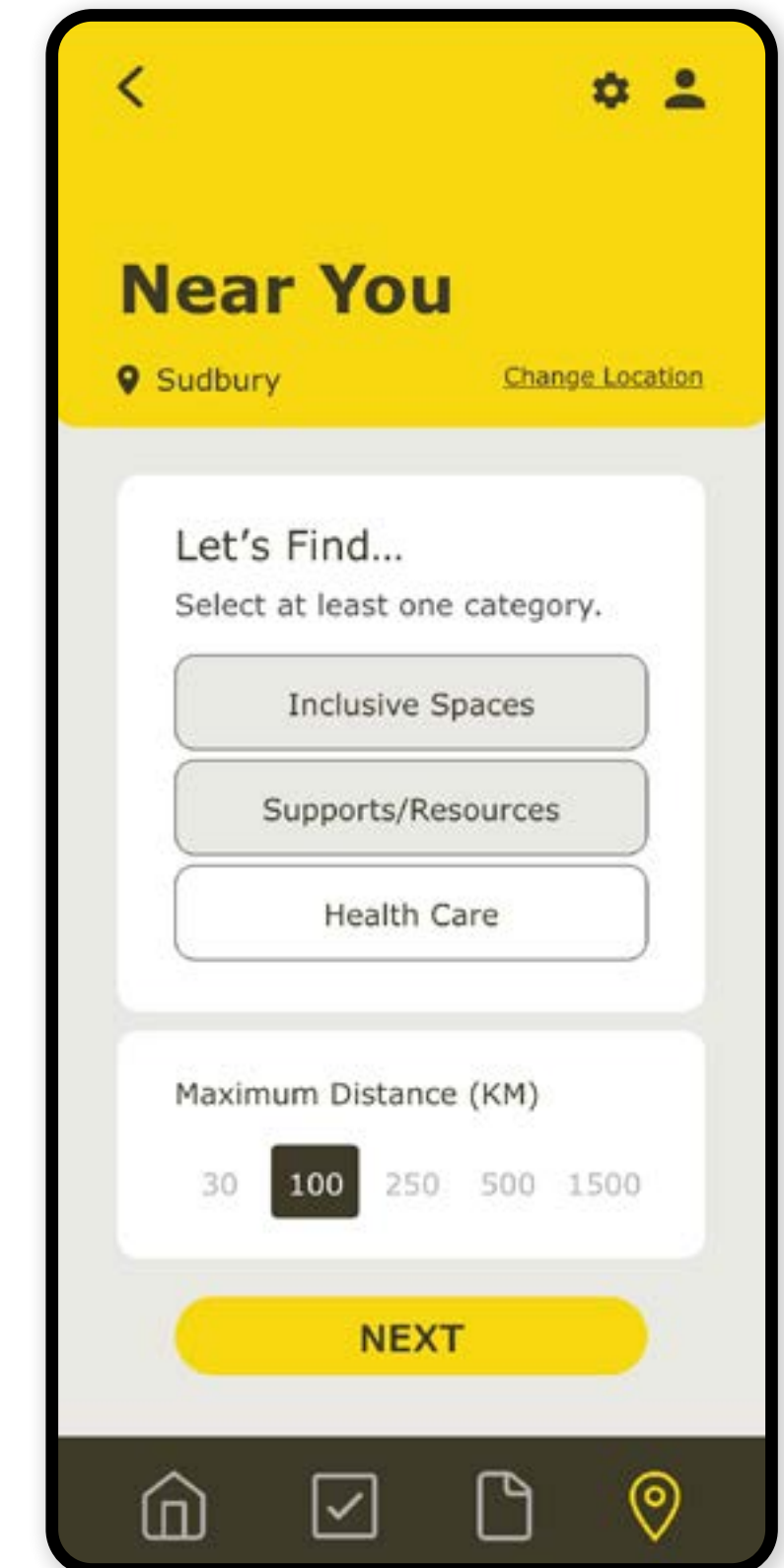
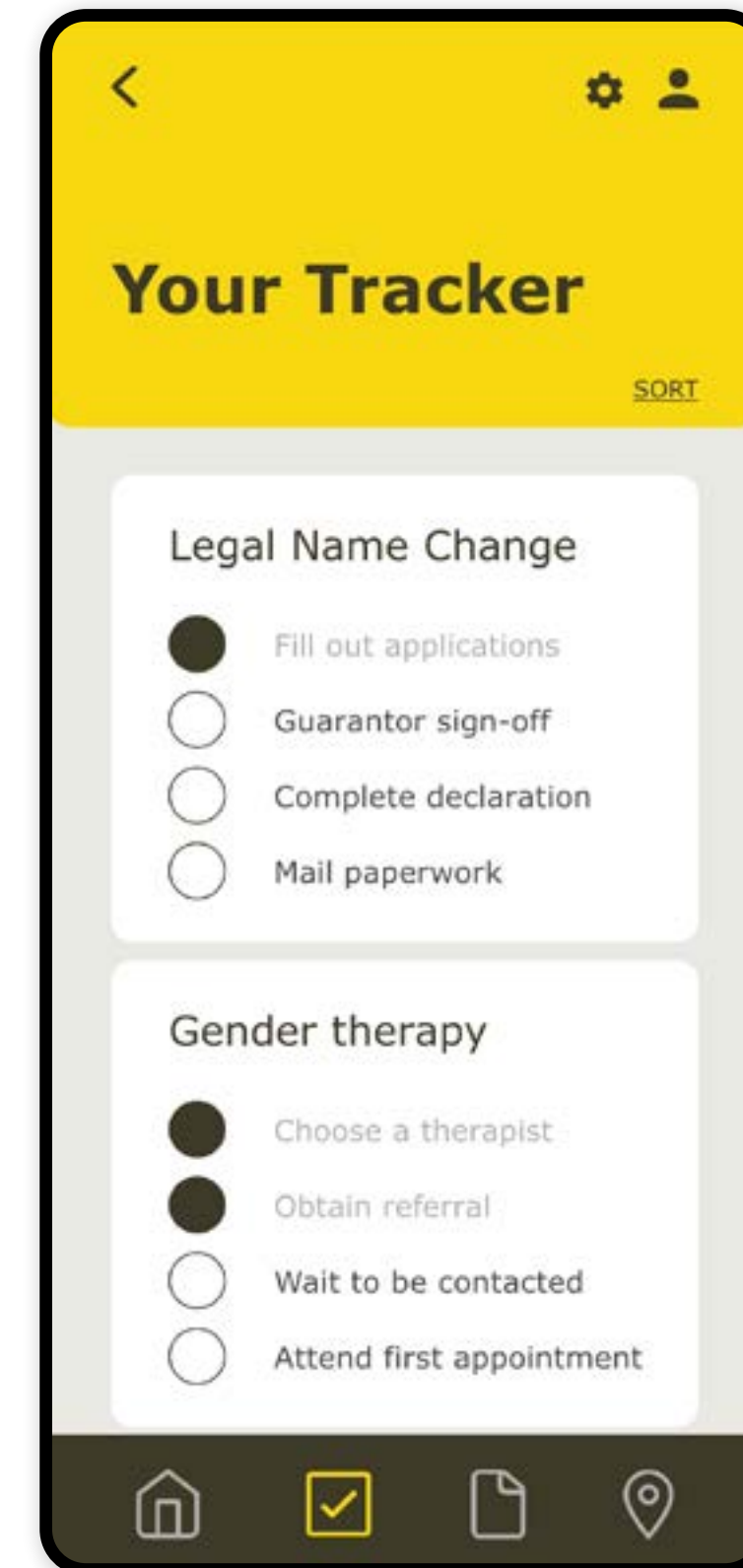
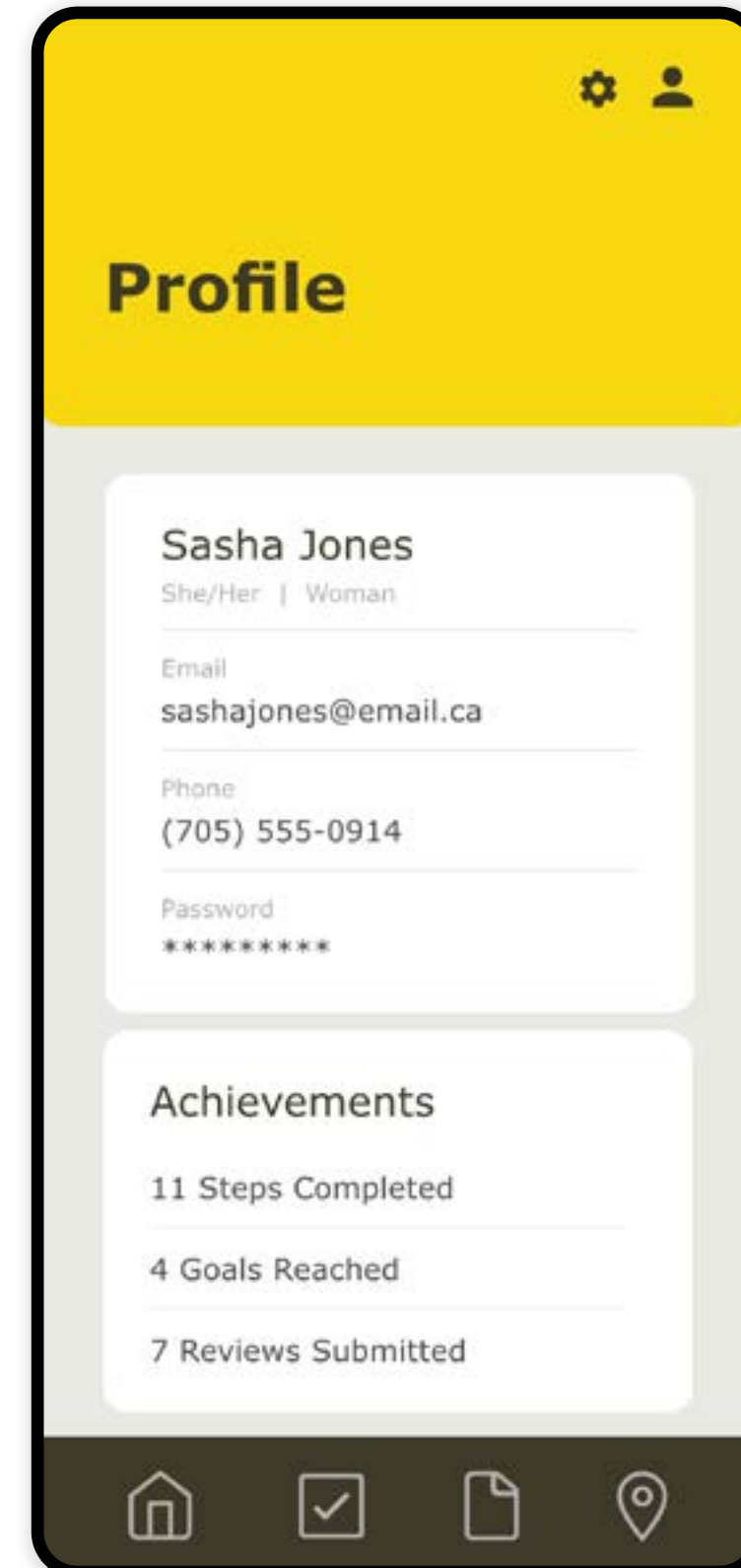
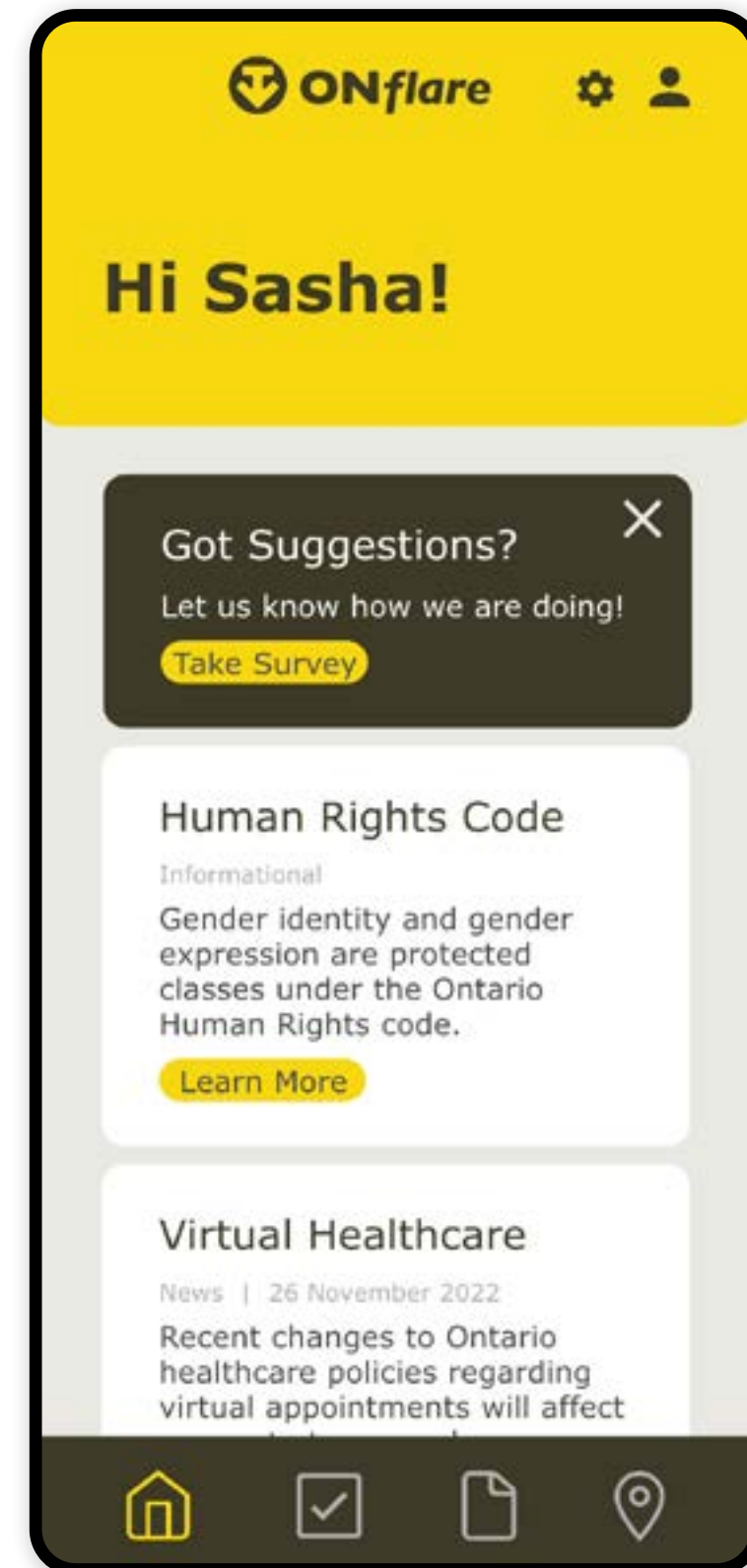


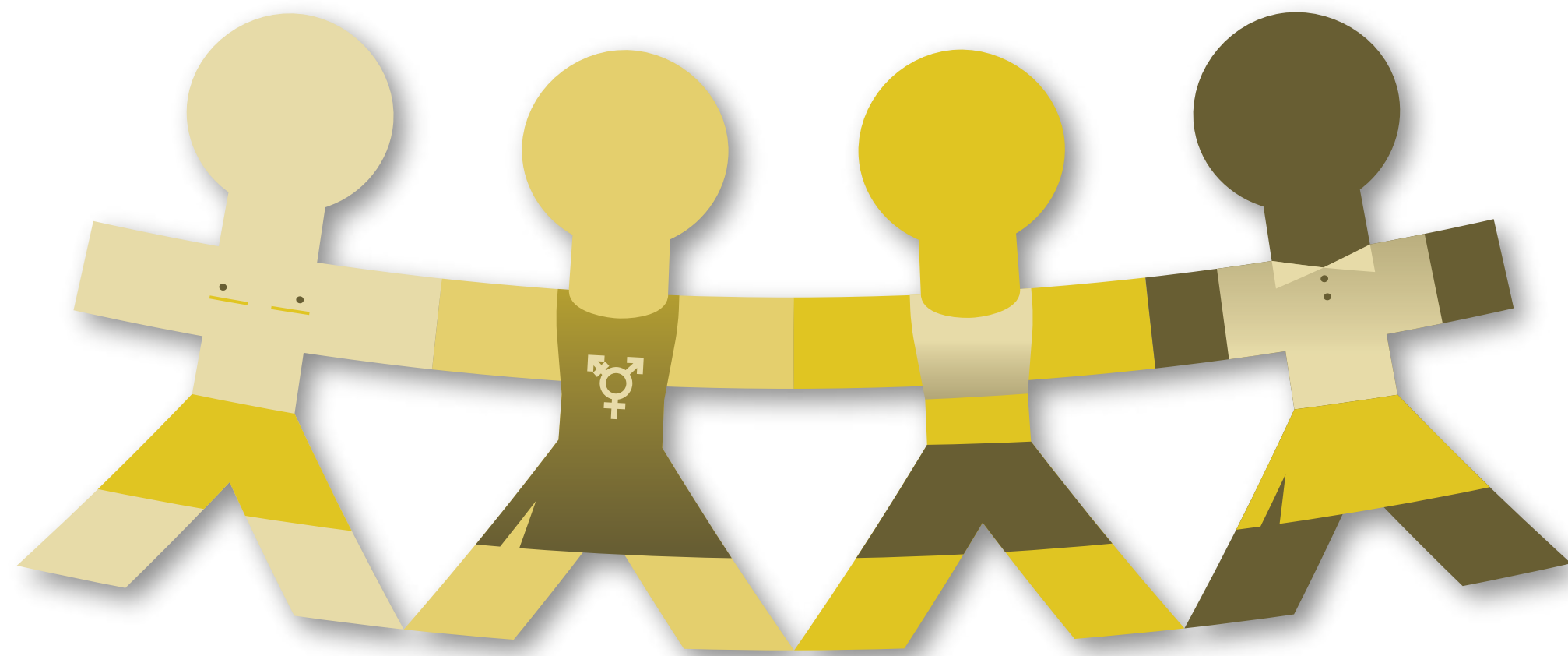


Yellow was chosen as the primary brand colour as it is used to represent gender neutrality and also promotes a feeling of optimism.

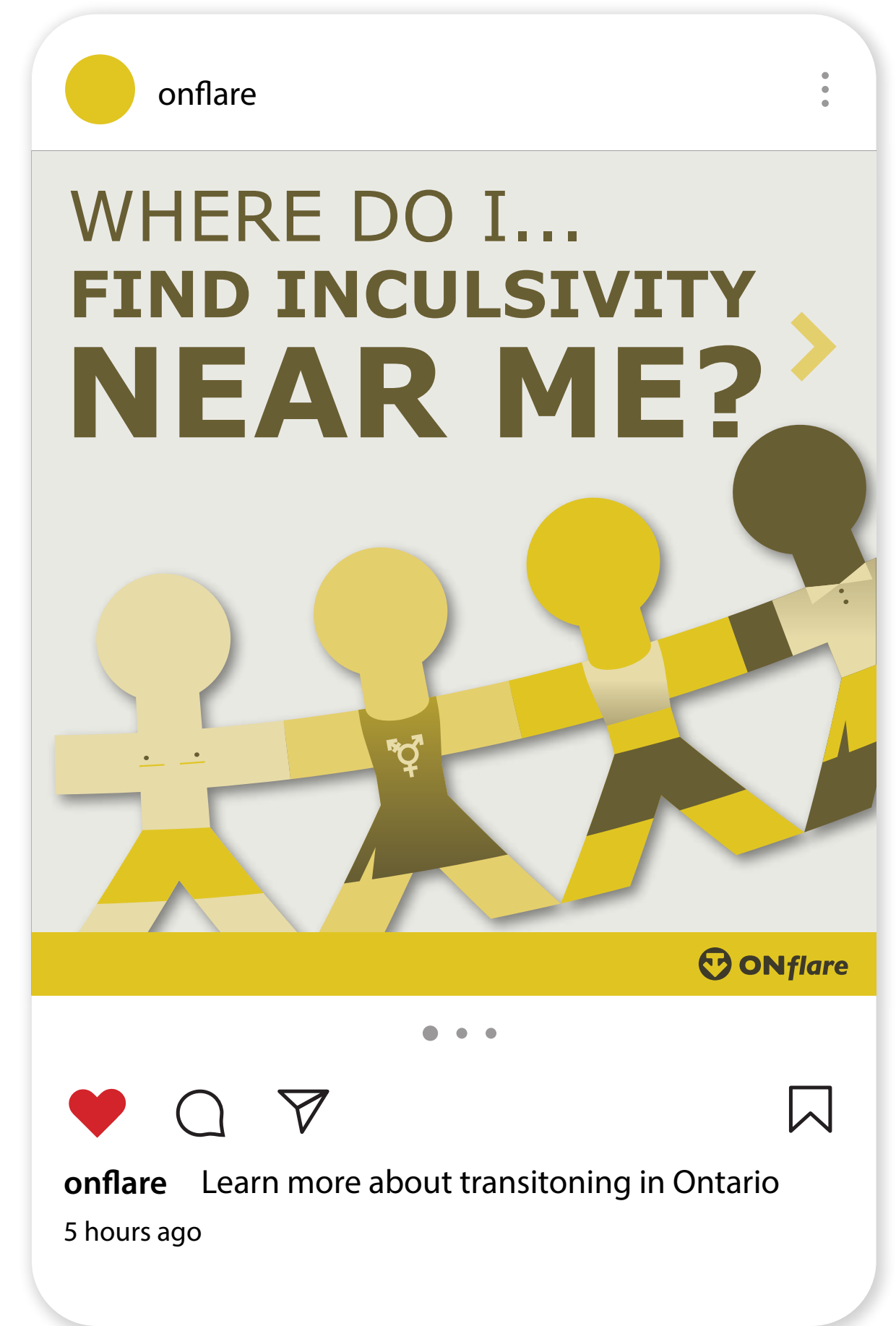
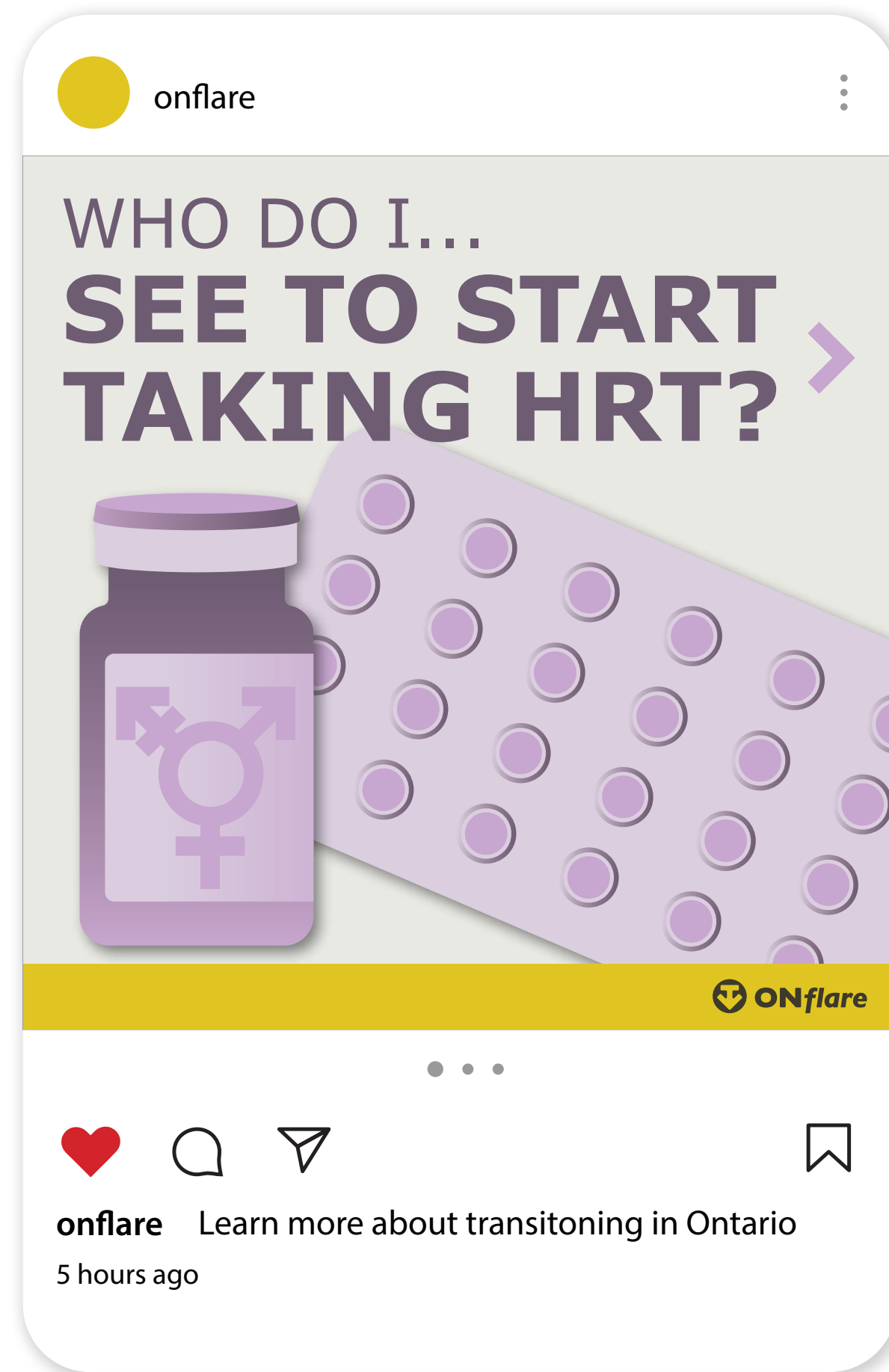
Warm dark and light shades are used to carry over this positive, friendly feeling opposed to a clinical white and black.

Secondary colours include a variety of muted blues and pinks. These colours are reminiscent of the transgender pride flag.





These illustrations depict the three main topics discussed in the awareness campaign. The first depicting an Ontario ID with an 'X' sex designation, the second showing a couple common forms of hormone replacement therapy (pills and injections), and the third visualizing paper people chain of diverse expressions.





In Ontario, trans and non-binary people are able to remove their male/female sex designation and replace it with an 'X' if they so choose.

This change can be applied to just the drivers license, or to *all* documentation.

To change your sex designation to an 'X' on an *Ontario Drivers License* or *Ontario Photo Card*, visit **ServiceOntario**. No supporting documents are required.

To change a birth certificate, you will need to apply. Additional requirements are necessary to change to an 'F' or 'M' designation.

ONflare

ONflare is an app that helps individuals navigate transitioning in Ontario. This app assists by guiding through the necessary steps and informing of near-by resources.

Typographic hierarchy is used through the text-heavy carousel slides. This allows the reader to focus on the larger, general text before deciding if they are interested in the finer details.

A final promotional slide is included on each post to give more information on the organization and its relevance to the topic.

HOW DO I... CHANGE MY SEX TO 'X'?



Transitioning legally can be a very important step in someone's gender transition. In Ontario, transgender and non-binary people are able to remove their male/female sex designation and replace it with 'X' if they so choose. This change can be applied to just the driver's license or to all documentation.

ONflare is an app that helps individuals navigate transitioning in Ontario. This app assists by guiding through the necessary steps and informing of near-by resources.

ONflare Scan to learn more about transitioning in Ontario

WHO DO I... SEE TO START TAKING HRT?



Hormone replacement therapy (HRT) is a form of medical transition pursued by many transgender and non-binary individuals. HRT is used to change their body to better fit their gender identity. Typically, HRT prescription follows a diagnosis of gender dysphoria. This diagnosis and prescription can be completed by a primary care physician.

ONflare is an app that helps individuals navigate transitioning in Ontario. This app assists by guiding through the necessary steps and informing of near-by resources.

ONflare Scan to learn more about transitioning in Ontario

WHERE DO I... FIND INCULSIVITY NEAR ME?

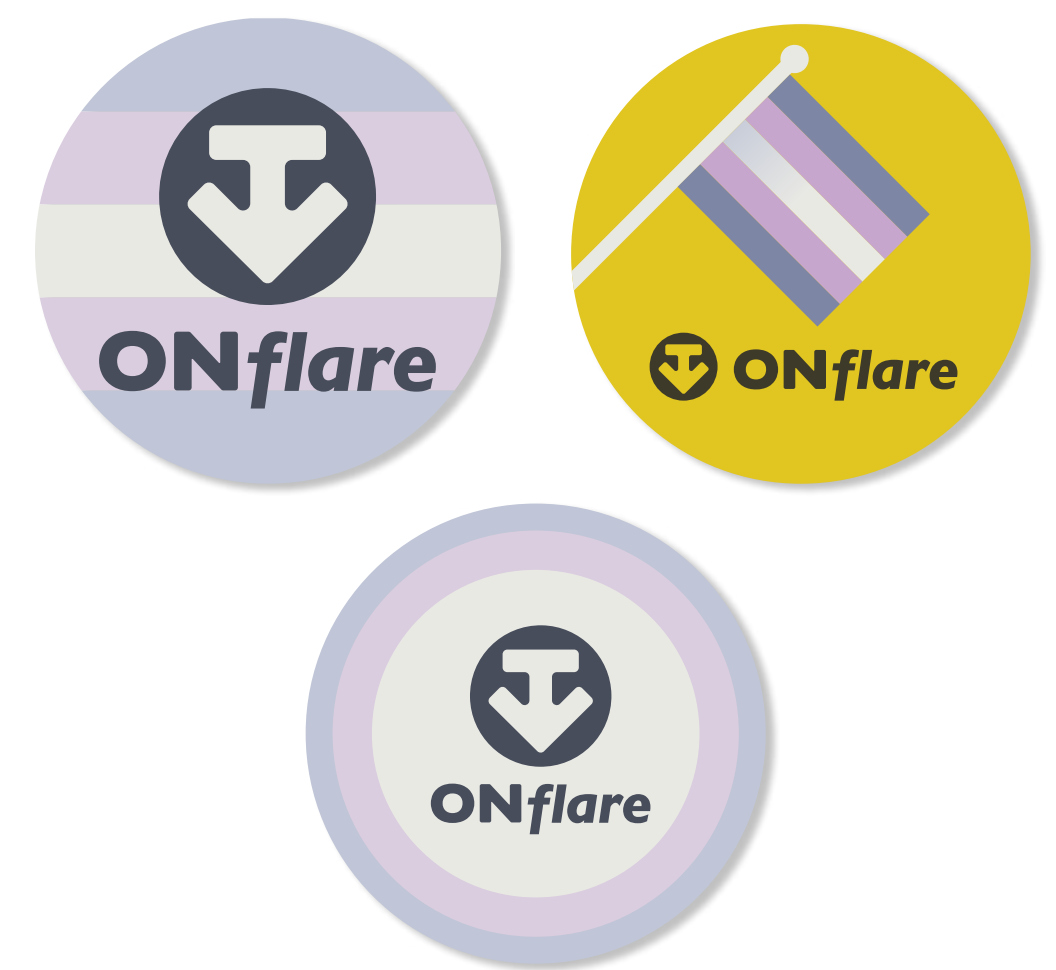


Inclusive spaces that do not discriminate, for transgender people these spaces may have a gender-neutral bathroom, and use preferred names and pronouns. An inclusive space can be anything: a workplace, a doctor's office, a coffee shop. While inclusivity isn't always apparent, listening to the experiences of others is a good place to start.

ONflare is an app that helps individuals navigate transitioning in Ontario. This app assists by guiding through the necessary steps and informing of near-by resources.

ONflare Scan to learn more about transitioning in Ontario

MOCKUP IMAGE BY MITCHELL LOU ON UNSPLASH



The main focus with the promotional merchandise for this brand was to find items that would be appropriate for pride events. The promotional items at these events bring activity to booths, they also give opportunity for advertising to be taken home.

The selected items were chosen for functionality, the take-home aspect provides better value if the items will be kept rather than being thrown out.



INTRODUCTION

“TRANSITIONING SAVED MY LIFE, I ONLY WISH I HAD MORE HELP THROUGH THE PROCESS”

Transitioning in Ontario is widely considered difficult to access, not due to strict requirements, rather inaccessibility to information regarding the process. Unless an individual is in contact with in-person transgender resources, the process can feel very daunting and take a very long time to even get on a wait list. This can cause much distress for the individual both internally and socially.

Our mission is to make transitioning in Ontario as straightforward as possible by changing the way this information can be accessed. Keep transgender residents of Ontario in the know about what they need to access certain aspects of transition and guide them through the process in a way that is easily understood.

ONFLARE MISSION BOOKLET 2023 **5**

The mission booklet takes a different tone from the rest of the project, this is due to the fact the mission booklet is intended to explain the problem and acquire funding. As such, this is not to be targeted at the same audience as the project itself.

MOBILE APP

The ONflare app has been designed to include a homepage with recommended articles, a profile page to input relevant demographic and contact information, a "tracker" for steps in transition that walk through the process, a search feature to locate necessary goals and documents, and locator for nearby resources with a review system.

11

IMPORTANCE

“NOTHING CAUSES ME MORE ANXIETY THAN HAVING TO SHOW MY ID”

IN 2021
39,450
people in Ontario identified as transgender or non-binary.

40% of those who presented ID that did not match their gender identity/expression reported being harassed

21% of transitioned individuals have updated *all* of their IDs and records with their transitioned gender

ONFLARE MISSION BOOKLET 2023 **15**



VISUAL IDENTITY REDESIGN

NORTH BAY REGIONAL HEALTH CENTER (NBRHC)

VISUAL IDENTITY | WAYFINDING

Concerns with the current design are that it is only available in the horizontal format or just the brand mark, and it is also difficult to reproduce due to use of gradients.

This redesign focuses on finding solutions to these concerns, expanding applications of the brand, and establishing a brand personality that reflects hospital values.

North Bay Regional
Health Centre



Centre régional
de santé de North Bay

CURRENT LOGO



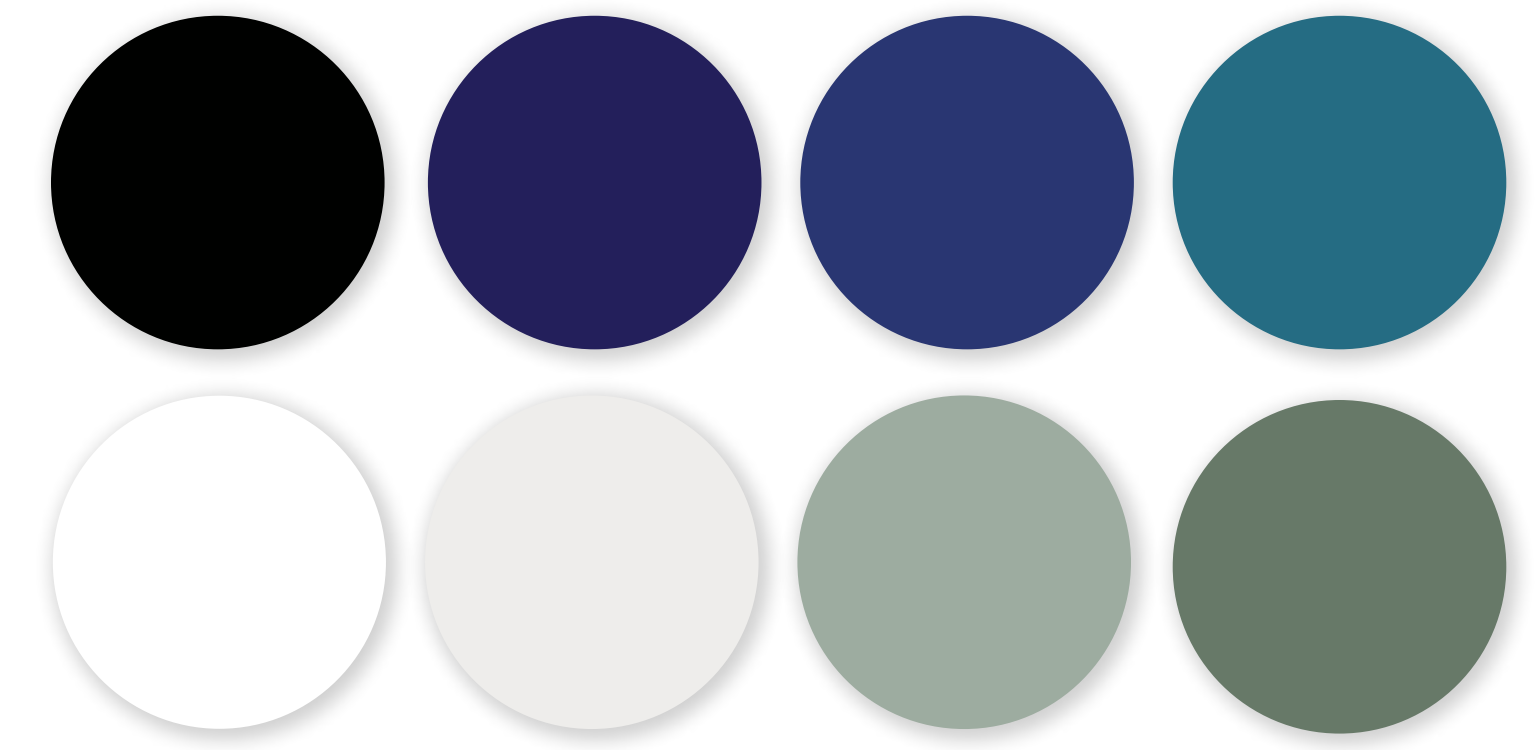
Centre Régional de Santé de
NORTH BAY
Regional Health Center

REDESIGNED LOGO



This design takes inspiration from the wood awning found at the main entrance to the hospital. This is an easily identified piece of architecture in North Bay.

Additionally, it carries over a series of four shapes, these represent the four levels of care: primary, secondary, tertiary, and quaternary.



This logo is flexible in that it is able to be applied easily in a number of colour applications.

While navy blue is the primary colour for the brand, this extended palette allows for more creative applications of colour when able and expands on the expression of sincerity and tranquility through the brand.





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North Bay, ON
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t. 705.474.8600
f. 705.675-6877
nbrhc.on.ca

mm/dd/yyyy
Firstname Lastname
Organization
Street Address
City, Province
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Dear Firstname Lastname,

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Sincerely,

Firstname Lastname



50 College Drive
North Bay, ON
nbrhc.on.ca

Dr. Jamie Garnier, MD
ANESTHESIOLOGIST

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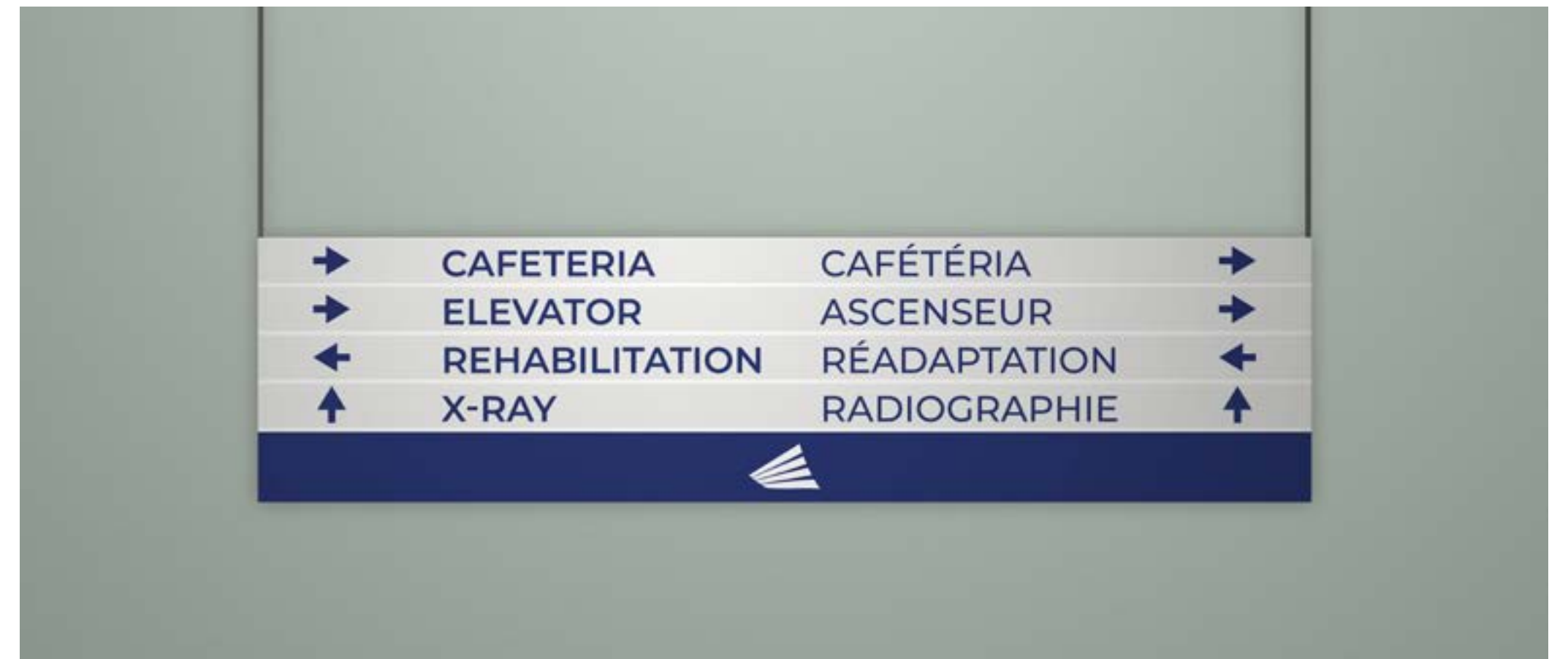
Centre Régional de Santé de
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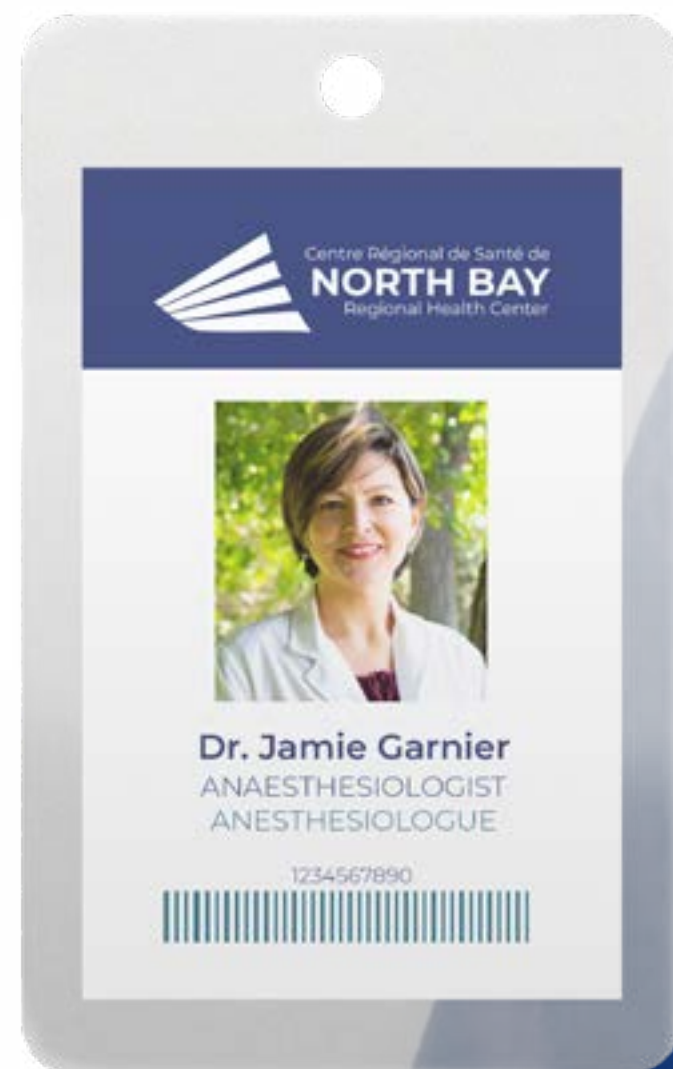


50 College Drive,
P.O. Box 2500
North Bay, ON
P1B 5A4

Firstname Lastname
Organization
Street Address
City, Province
A1A 1A1

1	FLOOR	ÉTAGE
	CAFETERIA	CAFÉTÉRIA
	CARDIOLOGY	CARDIOLOGIE
	DAY SURGERY	CHIRURGIE D'UN JOUR
	GYMNASIUM	GYMNASE
	INTENSIVE CARE	SOINS INTENSIFS
	ONCOLOGY	ONCOLOGIE
	PALLIATIVE CARE	SOINS PALLIATIFS
2	FLOOR	ÉTAGE
	PEDIATRIC	PÉDIATRIQUE
	PHARMACY	PHARMACIE
	RADIOLOGY	RADIOGRAPHIE
	REHABILITATION	RÉADAPTATION
3	FLOOR	ÉTAGE
	CAFETERIA	CAFÉTÉRIA
	CARDIOLOGY	CARDIOLOGIE
	DAY SURGERY	CHIRURGIE D'UN JOUR
	GYMNASIUM	GYMNASE
	INTENSIVE CARE	SOINS INTENSIFS
	ONCOLOGY	ONCOLOGIE
	PALLIATIVE CARE	SOINS PALLIATIFS
	PEDIATRIC	PÉDIATRIQUE
4	FLOOR	ÉTAGE
	PHARMACY	PHARMACIE
	RADIOLOGY	RADIOGRAPHIE





IMAGES BY HUMBERTO CHAVEZ ON UNSPLASH AND WIRESTOCK ON FREEPIK



EVENT DESIGN

NO MORE HIDING

COPYWRITING | ENVIRONMENT DESIGN | PACKAGE DESIGN | PHOTOGRAPHY | POSTER | SOCIAL MEDIA

'NO MORE HIDING' is an exhibition for the National Gallery of Canada to celebrate 2023 as the International Year of Coming Out. It brings life to the experience of coming out and how difficult it can still be.



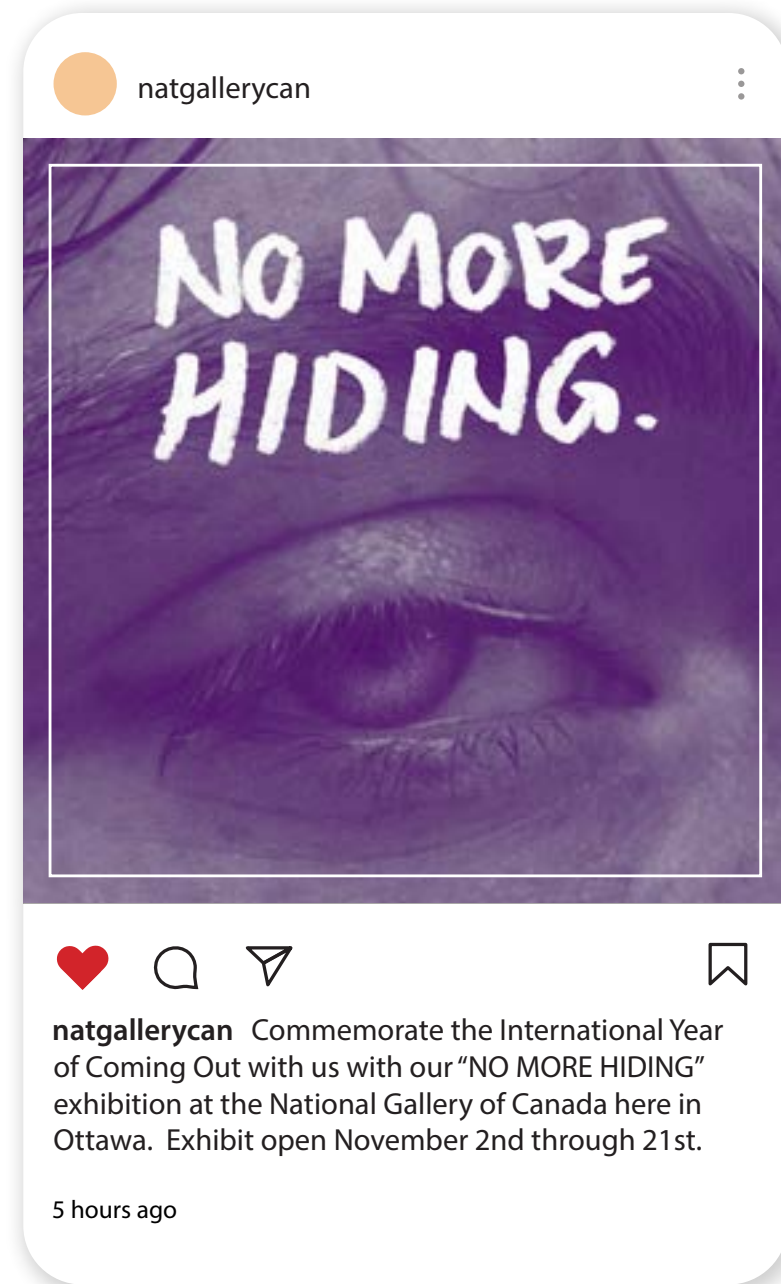
The primary visual elements of this project are monochromatic closeups. The purple monochrome mimics black and white photography, however adding an extra element to be used in branding. This style is intended to be visually moody, conveying the

strong feelings many people have in regards to coming out. The photographs are paired with handwritten type to further push these feelings. Altogether, this design stands out from existing designs surrounding the 2SLGBTQIA+ community.



The cancellation mark required a design more simple than what the existing imagery could provide, this led to the creation of a hand-drawn heart to compliment the expressive type.

This symbol also acts as a more optimistic element throughout the campaign.



natgallerycan Commemorate the International Year of Coming Out with us with our "NO MORE HIDING" exhibition at the National Gallery of Canada here in Ottawa. Exhibit open November 2nd through 21st.



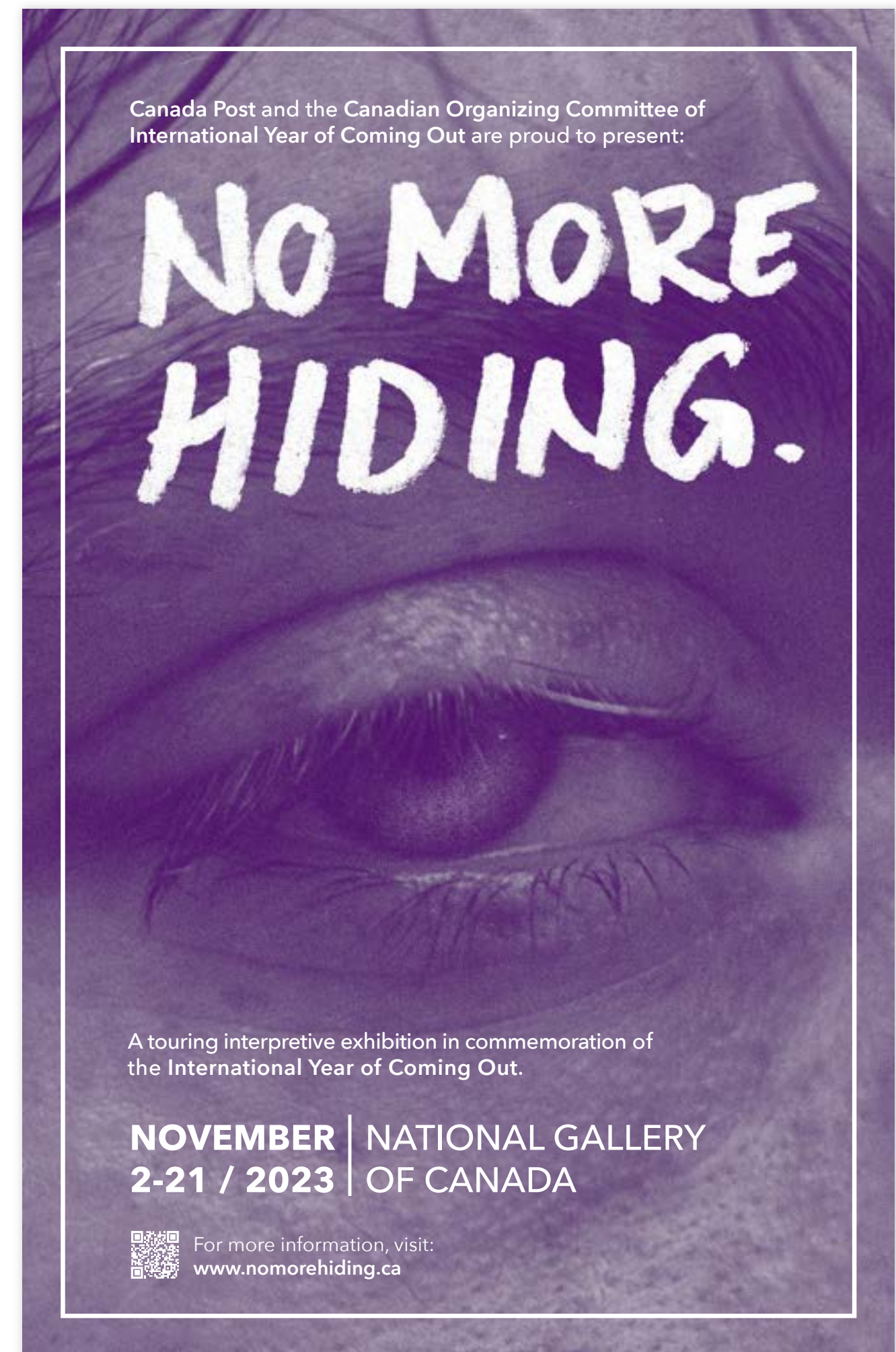
natgallerycan In a study at the University of Montreal, researchers studied lesbians, gay men, and bisexuals who are out to friends and family. They found these individuals had reduced morning cortisol (a stress hormone) levels, fewer symptoms of depression, anxiety, and burnout. Being under long-term stress, increased levels of cortisol, contributes to wear and tear on bodily systems, meaning this impacts physical health as well. (University of Montreal, news release, Jan. 29, 2013)

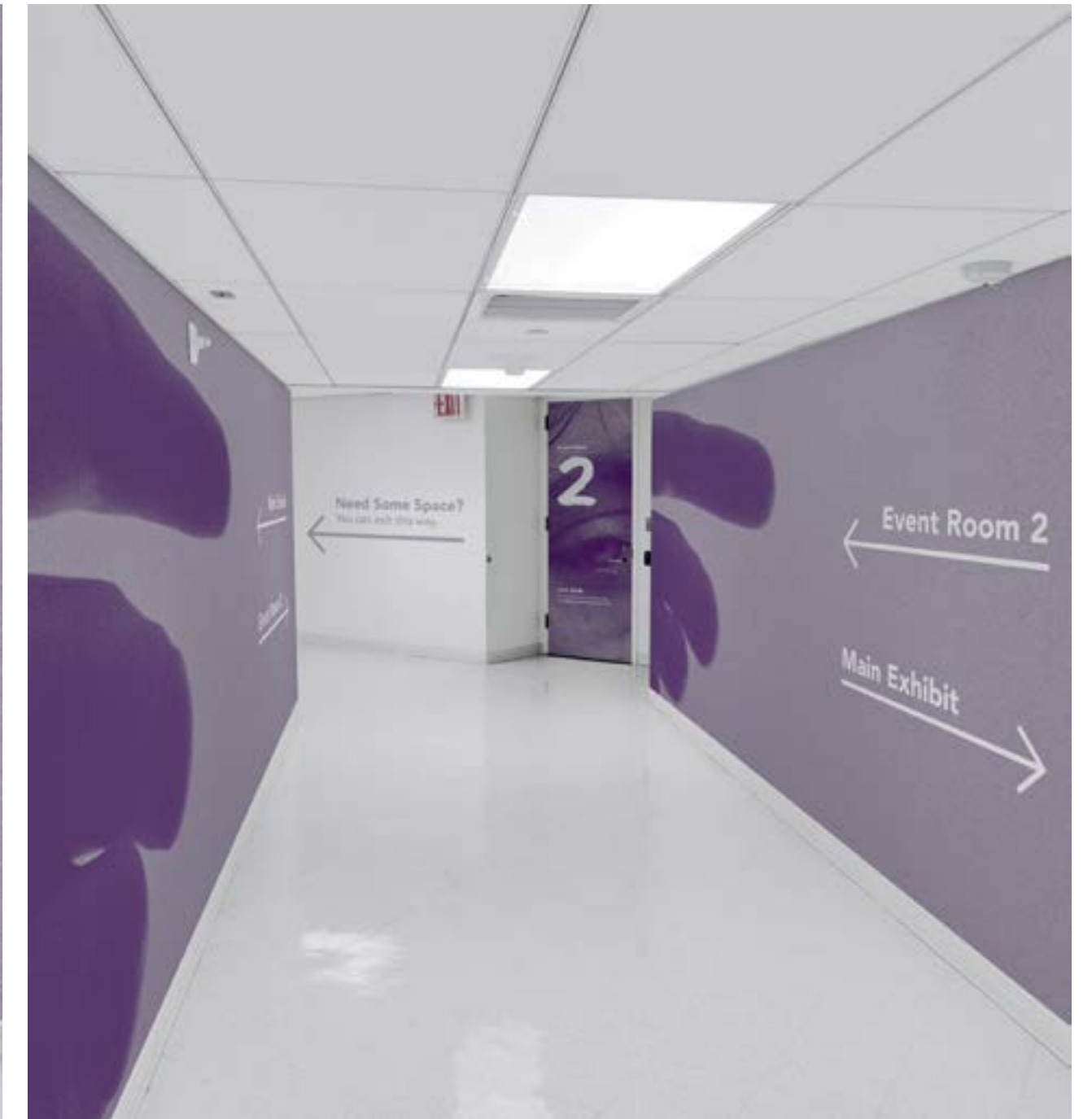
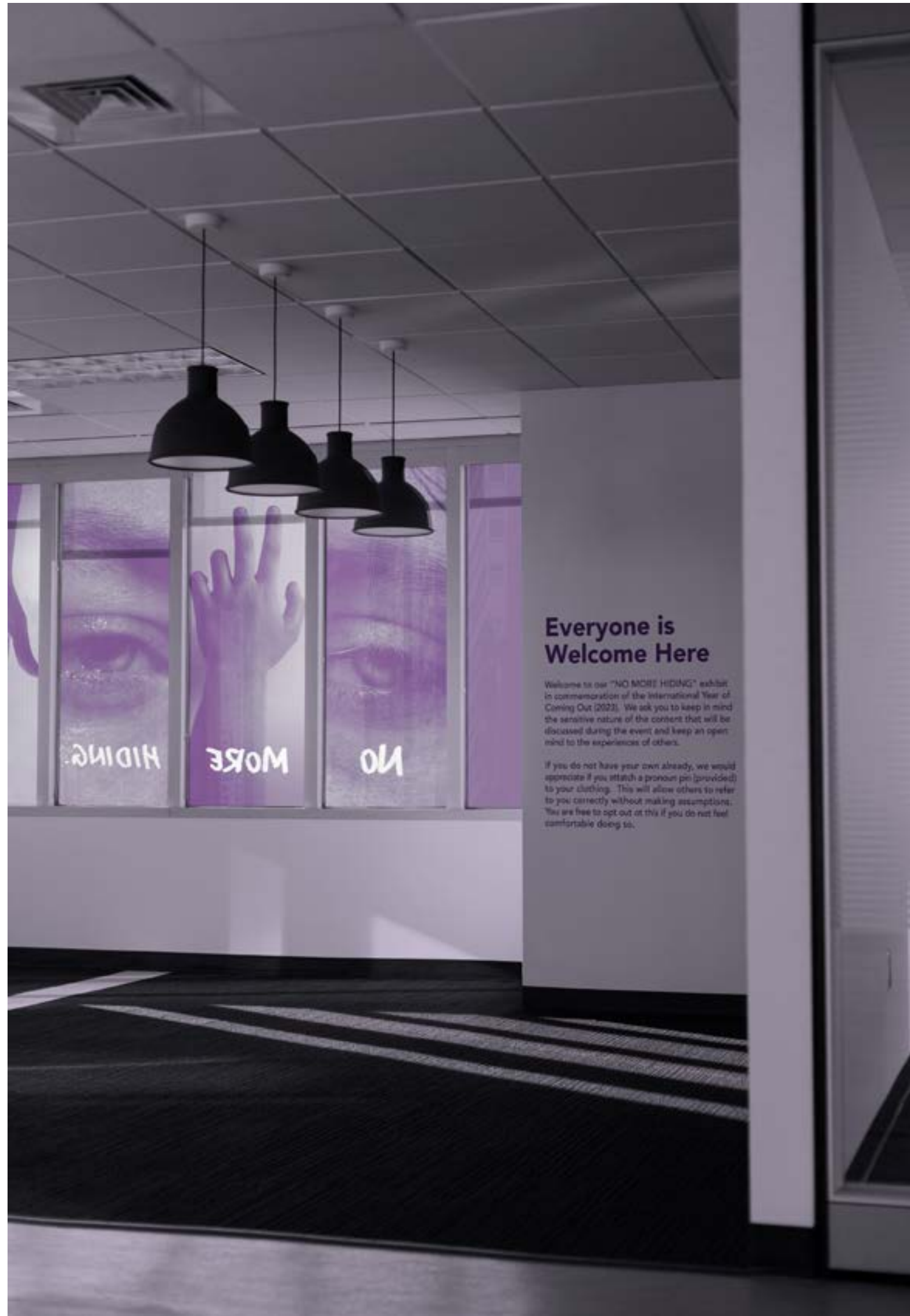
Want to learn more about how coming out affects the lives of real people? Join us in our "NO MORE HIDING" exhibition here at the National Gallery of Canada this November to commemorate the International Year of Coming Out!



natgallerycan Lavender has had a connection with the LGBTQIA+ community since the late 19th century when it began to be publicly associated with homosexuality. The term "lavender" in the 1930's was a common way to describe gayness, even being used in a couple anti-gay movements and campaigns. In 1969, the colour was reclaimed as a symbol of queer empowerment during a march to commemorate the recent Stonewall riots. Today the colour is used in spirit of the history behind it.

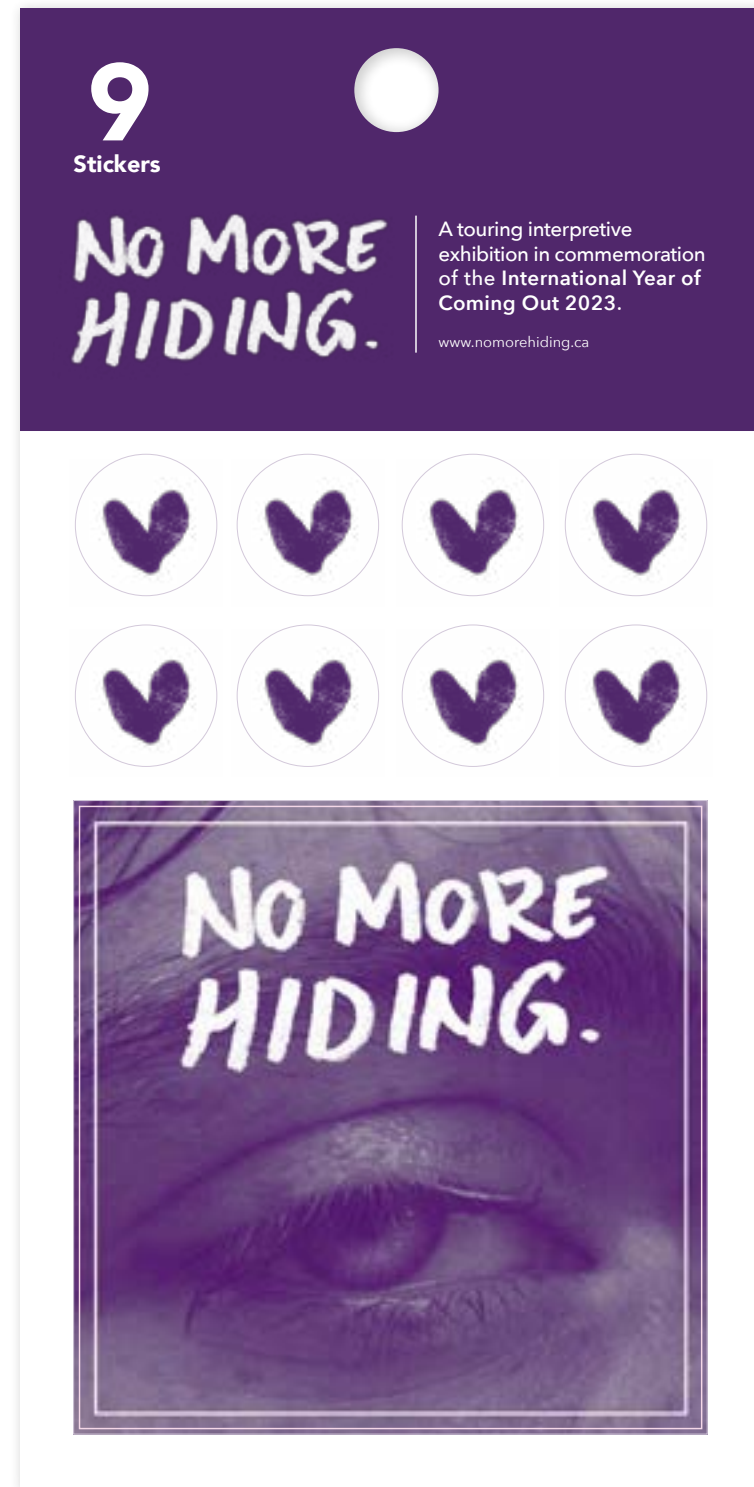
Commemorate the International Year of Coming Out with us with our "NO MORE HIDING" exhibition at the National Gallery of Canada here in Ottawa this November.





IMAGES BY MICHAEL JASMUND, DREW BEAMER, AND JOSEPH AKBRUD ON UNSPLASH

Images and text can be adhered to walls and windows using vinyl. This acts as both branding for the experience and wayfinding. Blocks of text can be found throughout the space to give insights into why things like an all gender bathroom are important.



MOCKUP BY FREEPIK ON FREEPIK

The main promotional item for this event is socks. The reason for this is simple. Most people wear socks and many 2SLGBTQIA+ people love collecting fun socks. These socks can be sold at the event, proceeds going towards helping a Canadian 2SLGBTQIA+ non-profit.



PACKAGE REDESIGN

MASQUEBAR

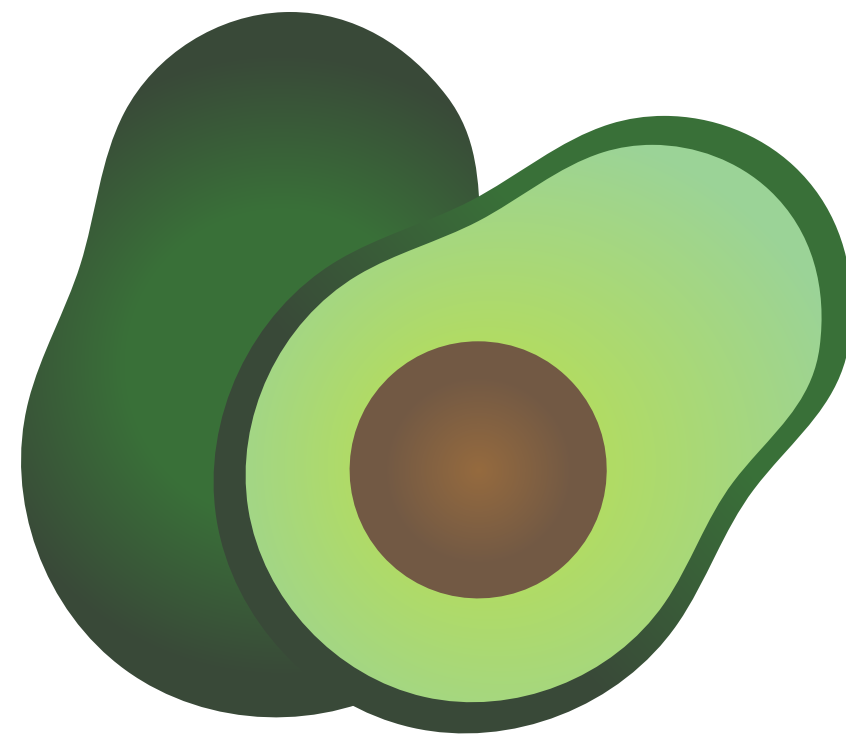
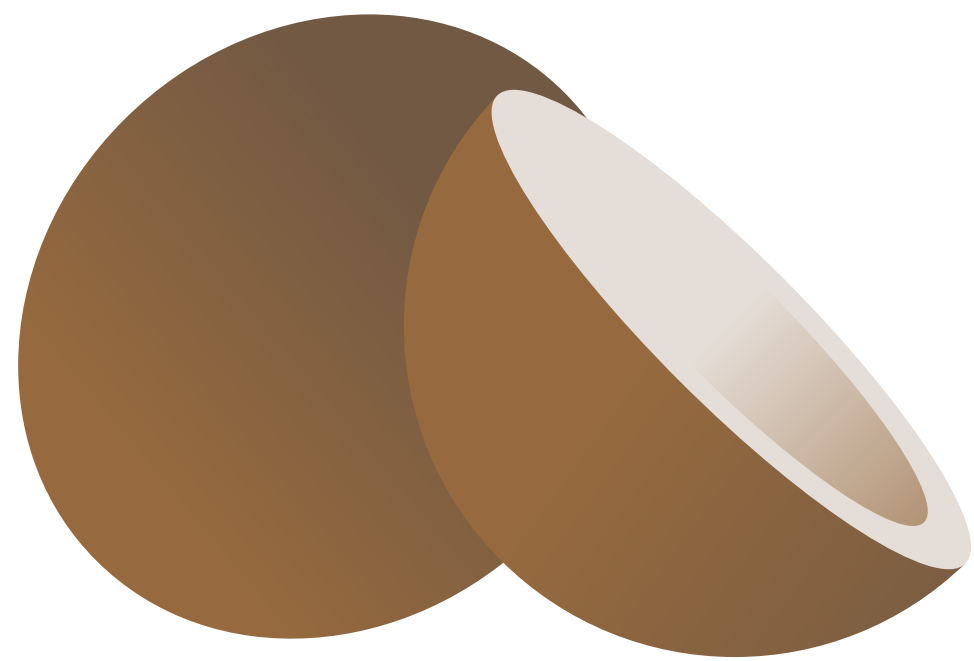
ILLUSTRATION | PACKAGE DESIGN | TYPOGRAPHY

While the existing design elements used on these packages make sense for the product and the brand's target audience, there are some flaws in the package itself that a consumer may find frustrating.

This redesign aims to keep similarity in style and find solutions to functionality problems.



- A Busy background on formulation variants can make the text hard to read
- B Illustration style varies slightly on different formula packages
- C Package can be messy and hard to open, ripping through multiple layers of plastic
- D Opening package rips through the instructions. It also tends to get covered in product during usage
- E Instruction text is in small, condensed text which is not optimal for reading



New illustrations were made to appear more consistent across the product line. A lineless style with subtle gradient shading was selected as these were most common choices amongst the current design line-up.



This redesign takes on a form more similar to a dip-cup. This stands out from other brands and makes use of the product easier. Different top graphics can be applied depending on country of sale.



This package has easy-grip pull tabs to be opened from the corners. This design is optimal to make opening the package easier and does not require as much effort to extract product from package. The cup portion of the package can be reused or recycled by the consumer.



The back features instructions in an open at a larger size. This can make reading the package easier. For ease of use, consumers can easily peel the sticker instruction from the bottom to reference during product use. More language translations can be included on the other side.

MER
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THAT'S ALL!

Thank you for taking the time to view my portfolio!
Please don't hesitate to get in touch :)

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