

Andrew Doukas

Brand and Visual Designer

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# Hello,

Over the years I worked as an in-house designer for a company in the flooring industry creating a wide variety of material. Marketing promotional pieces, packaging, web content management, social media, photography, branding, video editing, publication design, and more. Here in this portfolio you'll find some of my best works to date.



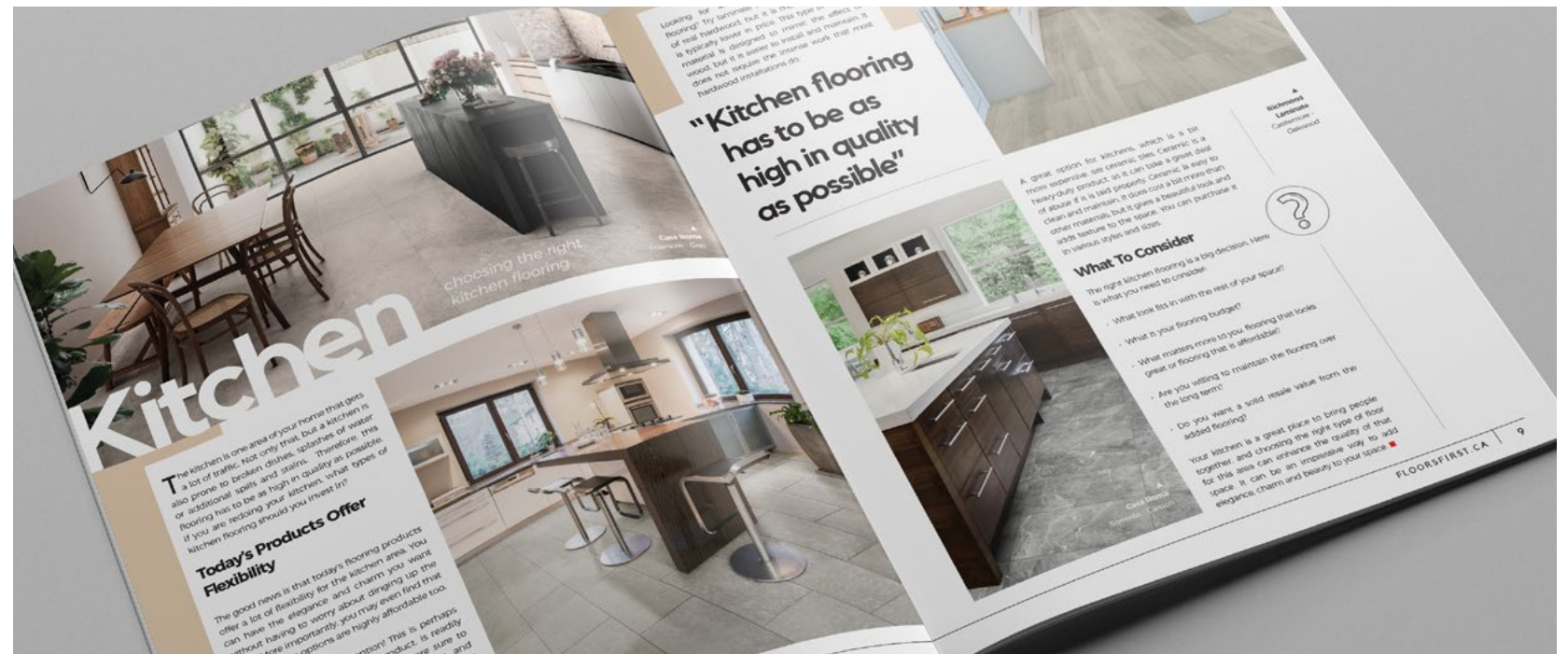
# Structure & Style

## Publication

I was tasked with re imagining a flooring magazine for FloorsFirst, a retailer association for floor covering businesses in Canada. Their annual flooring guide magazine was in need of a refresh and wanted a modern look that put “interior design” at the forefront.

I took inspiration from high fashion magazines and other publications in the floor covering industry. Through the use of typography, layout grids and colours, the magazine’s look was totally transformed over its previous design.

The decision to make this a digital magazine cut costs on printing and distribution while still reaching hundreds of dealers across Canada. Resulted in a significant value-add for dealers to offer their customers and was downloaded over 2000 times.



# Richmond

## Branding

Richmond Flooring has been a top Canadian flooring brand for over 45 years. Over that time it grew to include 8 different product lines for both residential and commercial applications. I had the privilege of contributing to the Richmond re branding project lead by the SHNIER creative team.

My goal with this re brand was to simplify the logo marks and keep the recognizable icons from the previous design. The typography was improved by bringing the English & French subheadings together for better readability and the sans serif font treatment brings a modern aesthetic.

Rebranding resulted in many benefits. Unifying the design of all of the brands allowed for us to consolidate a lot of our websites. This made it significantly easier to manage the web content and it also allowed us to simplify our design templates which improved design workflow.

old

laminé  
**Richmond**  
laminare

vinyle de luxe  
**Richmond**  
luxury vinyl

**SUNQUEST**<sup>TM</sup>  
CARPET TAPIS

**casa**roma | floor+wall  
sol+mur

new

 **Richmond**  
laminare • laminé

 **Richmond**  
luxury vinyl • vinyle de luxe

 **Richmond**  
seasonal • saisonnier

 **Richmond**  
tile & stone • carreaux et pierre





# FloorsFirst Program Guide

## Publication

I was assigned with creating the 2022 edition of the FloorsFirst program guide. The executive team who managed the program asked for a new look for the upcoming edition.

I aimed to use elements of FloorsFirst brand throughout the design of the guide. Use of the colour red was intentional. I also made the working file more efficient by setting up paragraph and character styles so that future editions could be created faster while having a consistent style.

This printed guide was sent to hundreds of FloorsFirst dealers and were utilized by the sales & marketing teams to attract new dealers into the program. The FloorsFirst executive team were pleased with the new look and the dealers appreciated an update to the program.

# FloorsFirst Flooring Sale event

## Promotional Marketing

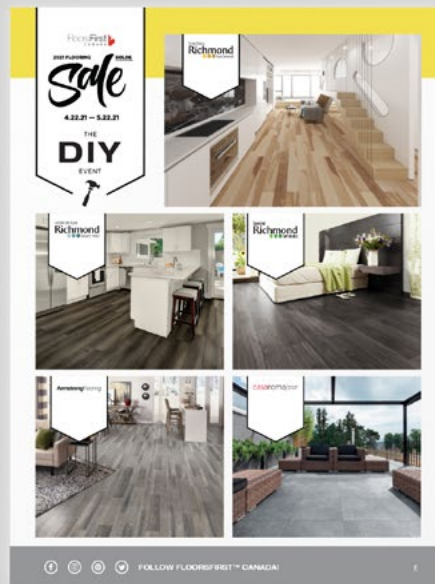
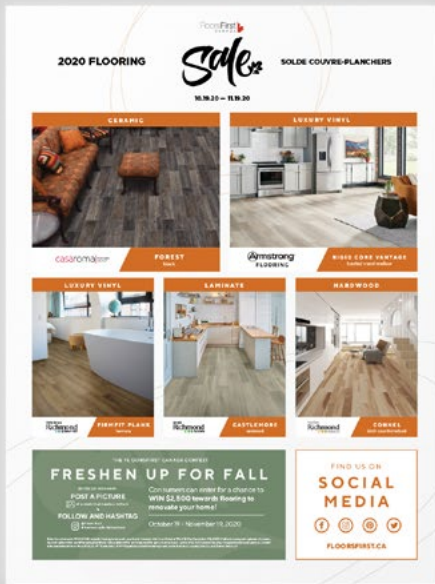
The FloorsFirst executive team and the marketing team worked together to put on a sale for FloorsFirst dealers. These sales happened twice each year, during the spring and the fall.

Each sale was an opportunity to create a new theme and it changed based on the season of the sale. I first created the logo which was done in a hand-lettering style. The overall look for each sale was meant to be eye-catching and fun. Both printed and digital sale materials were created along with partnership materials for Air Miles, the main sponsor for the sales.

Sale kits were assembled by the printer and later checked for quality by the creative team. Kits were sent out to all FloorsFirst dealers across Canada and displayed in their stores for the duration of the sale.









# SOCCER360

## Publication

While an intern at a local design studio, I had the privilege of creating spreads for their soccer magazine called “SOCCER360 Magazine”. It is a bi-monthly, print publication featuring the top stories in the world of soccer.

With the support of the studio’s creative director, I built the layouts for my spreads on a robust grid system. Having access to a large library of professional photography, I made sure to choose photos that best suited the stories for each spread. Also utilized “pull-quotes” to highlight key details.

The spreads I designed fit in seamlessly within the rest of the magazine and earned me a credit for my design contributions. This edition of SOCCER360 (Issue no. 68) had 5000 copies printed and was distributed to news stands and stores across Canada.





# Georgetown Basketball League (GBL)

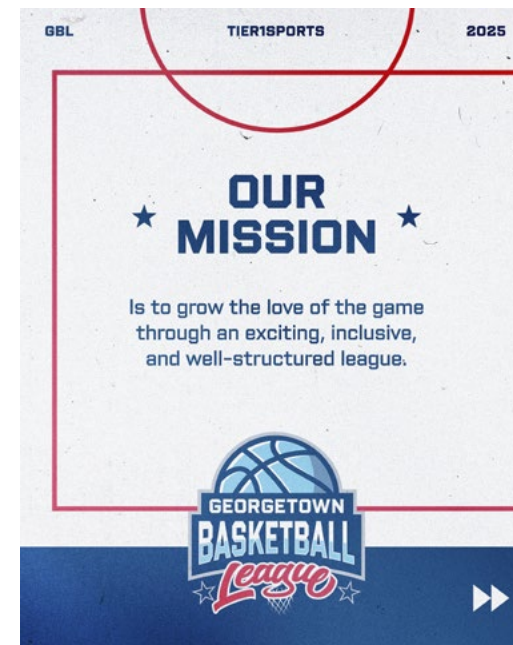
## Branding & Social Media



GBL is Georgetown's first-ever adult basketball league. A league built for the community, by the community; bringing together players who love the game, want to stay active, and value connection through sport.

The logo and branding was inspired by the designs of varsity and collegiate sports teams. We wanted the GBL branding to be recognizable as a sports league while still being unique. Bold colours but not too bright. The many basketball motifs such as the net in the "g" and court lines all reinforce GBL's identity as a recreational sports league for the community of Georgetown.

Currently, GBL is in its pre-launch phase where our social media content is focused on generating hype and attracting early followers. The GBL instagram page has quickly gained 50 followers and our initial posts have reached over 1200 accounts.



[@Georgetownbasketballleague](https://www.instagram.com/Georgetownbasketballleague) on Instagram





# Calligraphy & Hand lettering

Typography is one of my favourite aspects of design and is one way I try to differentiate my work. Through thoughtful consideration of font pairings to drawing and writing calligraphy. Here is a sample of some of my favourite handwritten designs.





capivate



twenty  
ONE



Plastic  
STAFFING



**Thank You**

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