



*lou Saunders.  
Portfolio*



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## GOOD VIBES EXPERIMENT - BRANDING, CAMPAIGN, ILLUSTRATION, ANIMATION & INSTALLATION



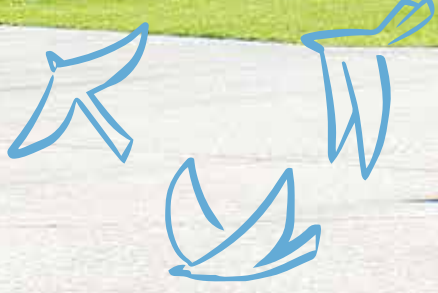
A huge projects done with Mango Chutney and the lovely people at Flinders University, to create a open source mental health program. That was not your typical mental health style, the brief was to create a fun appealing style for this mental health tool kit. Which had everything from activity books, stickers, t-shirts, pins! posters and installations.







Flinders  
UNIVERSITY







Visit my website for the animation



One of the biggest collateral items was the activity book. Check out my website for a link to the full PDF.









## DOG & CAT MANAGEMENT BOARD - BRANDING



The SA Dog & Cat Management Board is an approachable a no-nonsense board - A go-to source for all things pet-related in SA. From regulations to invaluable information, the branding had to reflect the approachable and trustworthy board. The identity was built to be robust and formulaic for easy internal roll out, but approachable and friendly for the public.



gender neutral  
4 colour brand.

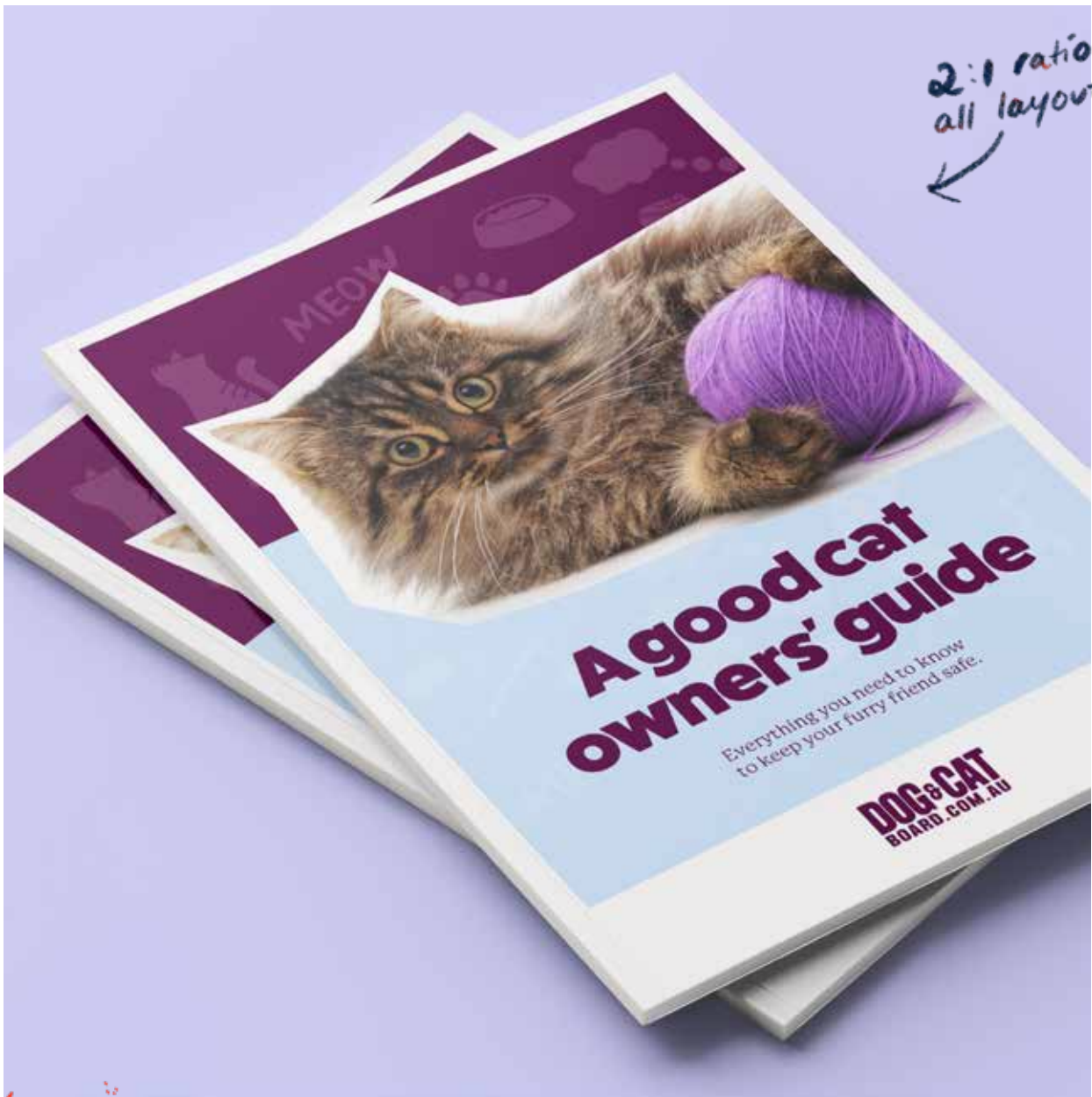
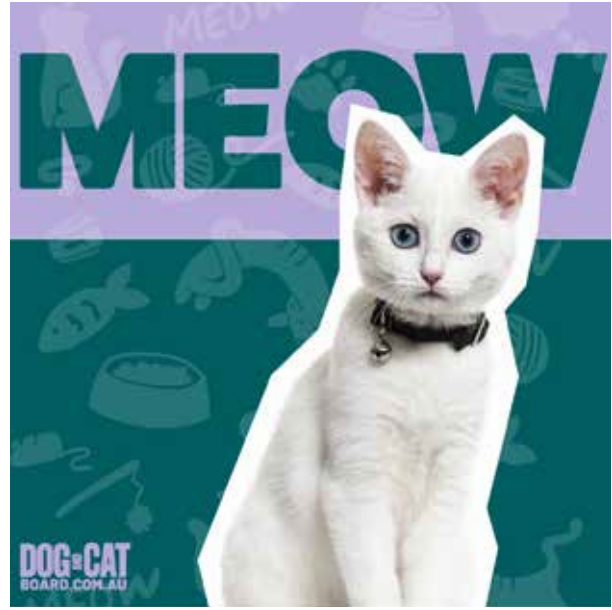
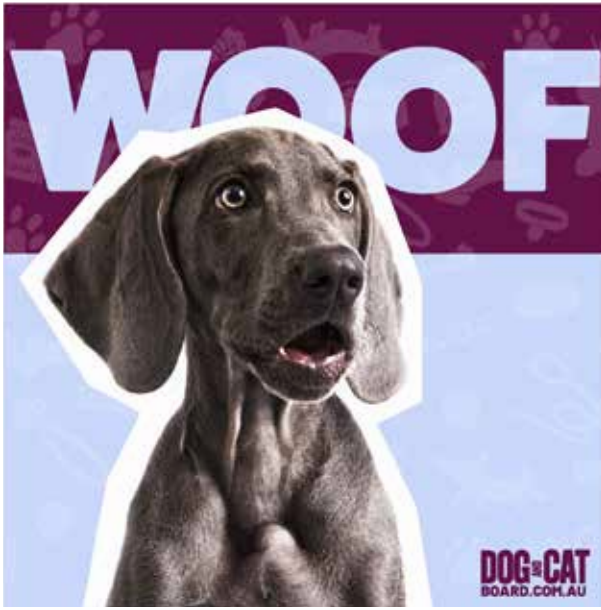
Good  
cats play  
at home.



**DOG IN CAT**  
BOARD.COM.AU









# Bring out the best in your best friend.

Ensure your dog is registered, name tagged  
and micro-chipped at your local council today.



**DOG AND CAT**  
BOARD.COM.AU





## CLINGY FIBERS -BRANDING & PACKAGING



Clingy Fibers Version 2.0, a packaging and branding refresh to better embody the feminine powerhouse behind the product. The branding celebrated the organic, vegan goodness and the magical results of Clingy.







*Minimal  
but playful  
packaging*







Warm earthy colours are used to reflect the organic product and natural hair colour.





## FLINDERS UNIVERSITY ORIENTATION 2024 - BRANDING, CAMPAIGN, INSTALLATION & ILLUSTRATION.



The brief for Flinders University Orientation 2024 was to design a campaign in a Wes Anderson and Travel style. Featuring illustrated versions of the Universities campus's in a fun collectable fashion. The branding had to be a quirky modern take on Orientation week branding.





EXPLORE FLINDERS UNIVERSITY

24

**CONNECT WEEK**

**MAR04-08**

EXPLORE FLINDERS UNIVERSITY CONNECT WEEK 2024

EXPLORE FLINDERS

TUSA

24

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24

EXPLORE FLINDERS UNIVERSITY ORIENTATION 2024

**FLINDERS ORIENTATION**

**FEB23-MAR04**

Flinders University

EXPLORE FLINDERS

24

EXPLORE FLINDERS

**O'WEEK**

EXPLORE FLINDERS UNIVERSITY ORIENTATION

24

EXPLORE FLINDERS

**O'WEEK**

**FEB19-23**

EXPLORE FLINDERS UNIVERSITY O'WEEK 2024

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EXPLORE FLINDERS UNIVERSITY CONNECT WEEK 2024

**CONNECT WEEK**

**MAR04-08**

Flinders University

24

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**FLINDERS ORIENTATION**

EXPLORE FLINDERS

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**FLINDERS ORIENTATION**

**FEB23-MAR04**

EXPLORE FLINDERS UNIVERSITY ORIENTATION 2024

EXPLORE FLINDERS

TUSA

Student survey showed they love ducks. ↻



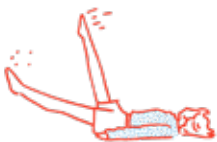
campus illustrations reference mid-century holiday posters. ↻







EXPLORE  FLINDERS





## LUSTA HAIR -PACKAGING & BRANDING



Lusta hair is a beautiful idea by several brave women to celebrate and shake up the wig industry. Designed to be unapologetic and normalise hair lost for women, while offering real solutions to look and feel great. The packaging had to be stack able, collectable, bold and colourful.





**EMPOWERING  
DENIM**



**OUTSPOKEN  
CLEMENTINE**



**MIDNIGHT  
LIPSTICK**



**NEON  
DISCO**



**CANDY  
BLUSH**



*Client liked meaning  
and evocative names for  
her colour palette*



**NATURAL  
PEACOCK**

**FEARLESS  
BUBBLEGUM**



**CAREFREE  
POWDER**





← Multiple products









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