Julius Sargeant.

Portfolio.

Julius Napoleon Sargeant
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Juliussargeant.com

Hi,

I’m Julius, a graphic designer, born in Bequia, and lives in Montreal. With a strong foundation in Adobe Creative Suite, typography, branding and web development, I create designs that not only look great but also tell a compelling story.

Welcome to my portfolio!

Head to the next page >

stokes

Type of work
Client work

Tools:
Illustrator
Photoshop
InDesign
Canva

Project/s
Retro soda machine branding, store signage and more

Challenge
Design a landing page and social media content for Stokes' new product with a consistent brand concept. Create web banners and store signs to promote on sale products.

Solution
Use a consistent set of colors, layout and designs to give a retro 'bubbly' feeling on the product. Store signages and web banners are designed in a way that is easy to read, mobile friendly and match the stokes brand and attract audience in stores.

WIN

WIN
GIVEAWAY!
YOU COULD WIN 1 OF 4
RETRO SPARKLING BEVERAGE MAKERS
AVAILABLE IN WHITE, OATMEAL & BLACK
ENTER NOW >

GAGNEZ
CONCOURS
VOUS POURRIEZ GAGNER 1 SUR 4
MACHINE À BOISSONS PÉTILLANTES RÉTRO
DISPONIBLE EN BLANC, AVOINE ET NOIR

AUJOURD'HUI SEULEMENT
EXCLUSIVEMENT EN LIGNE
SOLDE QUI DÉMÉNAGE
DE RABAIS ADDITIONNEL*
15% +
LIVRAISON GRATUITE
SUR PRESQUE TOUT!
TODAY ONLY
ONLINE ONLY
MOVE-IN SALE
EXTRA 15% OFF* +
FREE SHIPPING!
ALMOST EVERYTHING

EXCLUSIVEMENT EN LIGNE
SOLDE QUI DÉMÉNAGE
15% +
LIVRAISON GRATUITE
SUR PRESQUE TOUT!
ONLINE ONLY
MOVE-IN SALE
EXTRA 15% OFF* +
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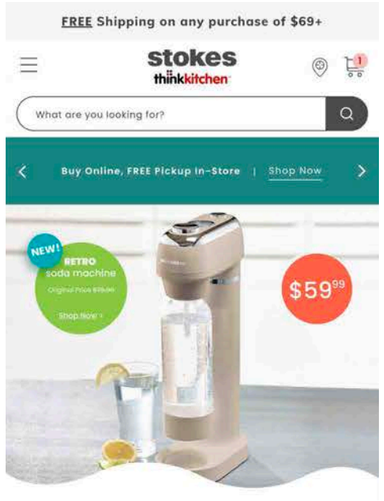
ENTER NOW >

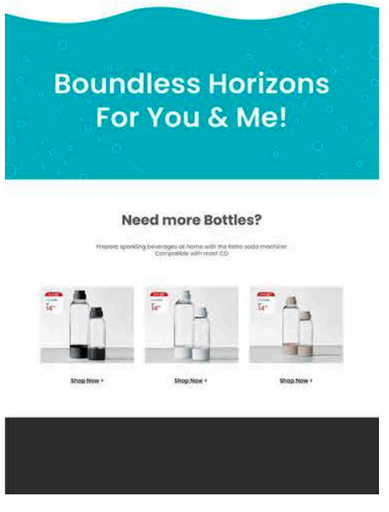

FREE Shipping on any purchase of $69+
stokes
thinkkitchen
What are you looking for?
Buy Online, FREE Pickup In-Store | Shop Now
NEW!
RETRO soda machine
$59.99

START SPARKLING!
Prepare sparkling beverages at home with the Retro soda machine! Compatible with most CO2 cylinders, including Indigo soda, it helps save on single-use cans all while making delicious bubbly drinks.
Black
Oatmeal
White

Features
WHY RETRO?
1L to-go bottle
2 easy buttons
Eco-friendly solution
Pressure gauge
No electricity needed
Compatible with most CO2 cylinders
Easy To Use
Make fresh sparkling water at the touch of a button!
Small button
Pressure gauge
Big Button

Convenient
Only a three step process
FILL
Start by pouring some cold water into the bottle and screwing it into the machine.
FIZZ
Then, simply push the carbonating button – repeatedly, depending on how much fizz you want.
ENJOY!
Unscrew the bottle once the carbonation is completed to your satisfaction and add the flavor of your choosing.

Recipe Ideas
Let's get started!
Tom Collins
Orange Cream Fizz
Coffee Soda
Strawberry Soda


Boundless Horizons For You & Me!
Need more Bottles?
Shop Now >

SPICY
SUMMER
SALE!
SAVE UP TO
70%
Shop Now

LIMONCELLO
COLLECTION
SAVE UP TO
43%

MÉLAMINE ET ACRYLIQUE
COLLECTIONS POUR
L'EXTÉRIEUR
ÉPARGNEZ JUSQU'À
60%
NOUVELLE
COLLECTION
BARCODE

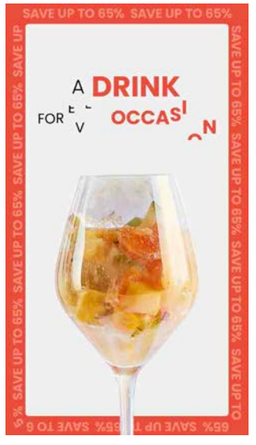
LEDGE
OPEN STOCK
COLLECTION
30%
OFF
Shop Now

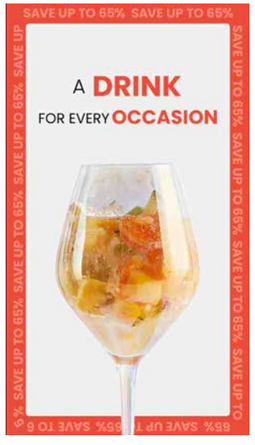
SPICY SUMMER SALE!
WOW!
CASABLANCA
COLLECTION
STARTING AT
4.18
SAVE
30%
Save Now
stokes

SPICY SUMMER SALE!
WOW!
CASABLANCA
COLLECTION
STARTING AT
4.18
SAVE
30%
Save Now
stokes

SPICY SUMMER SALE!
WOW !
CASABLANCA
COLLECTION
STARTING AT
4.18
SAVE
30%
stokes
Save Now

SAVE UP TO 65% SAVE UP TO 65%
A DRINK
SAVE UP TO 65% SAVE UP TO 65%


SAVE UP TO 65% SAVE UP TO 65%
A DRINK
FOR EVERY OCCASION
SAVE UP TO 65% SAVE UP TO 65%


SAVE UP TO 65% SAVE UP TO 65%
A DRINK
FOR EVERY OCCASION
SAVE UP TO 65% SAVE UP TO 65%

TROPICAL JUICE

Bequia

Type of work
Branding

Tools:
Illustrator
Photoshop
InDesign

Project
Name and design a brand identity

Challenge
Naming a tropical juice brand and design its brand logo and guidelines.

Solution
I decided to name the brand “Bequia”, after a small island in the Caribbean. I made a wordmark logo which the curves in the letters are inspired from the whale in the flag which represents Bequia. The color palette resonates from the different colors of the beautiful shops/buildings located in the harbour of Bequia. The packaging also resonates from the beautiful streets of the Bequia harbour.

Key visuals

Sketches

Keywords

Colorful Tropical Natural Healthy Affordable Authentic Fruit Calm

Logo (continued)

Logo

A company's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it.

To preserve the integrity of the Bequia brand, its use must be managed through the standards set out in this guide.

Colour – positive version

Bequia

Black – positive version

The Bequia logo must be used in black only when production constraints do not allow the use of colour.

Bequia

Negative version

Bequia

X

Prescribed uses

The case components of the logo form an indivisible whole: symbol, colours, proportions and positioning of its different elements must not be modified in any way.

Typography

Corporate and marketing communications

The official typefaces to be used in corporate and marketing communications, for printed or electronic documents, are Futura PT and Charcuterie Cursive. Produced by Abode and Google Fonts.

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæoefifl
0123456789#€$¢¥&§%@
{[\<+=—>/|]}*™@°°°°°"«»;:,...,

Light Book Medium Demi Heavy Bold Extrabold

Charcuterie Cursive

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæoefifl
0123456789#€$¢¥&§%@
{[\<+=—>/|]}*™@°°°°°"«»;:,...,

Regular

Graphic elements

Shapes and illustration

Type of work
Branding

Tools:
Illustrator
Photoshop
Adobe XD

Project
Name and design a brand identity

Challenge
Naming a sportswear brand and design their brand identity.

Solution
I decided to name the brand “Bezoir” which means to move rapidly and decisively. I included elements of the speed of light, and the curvature of athletic race tracks. Bezoir will focus on science and technology to improve athlete’s performances with their sportswear.

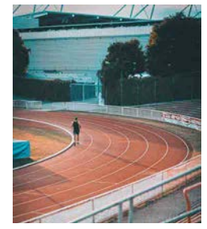
Naming propositions

BEZOIR
BE + ZOIROS (brisk in greek)

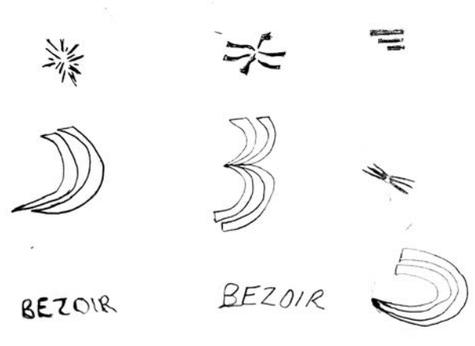
ALACER
Brisk meaning in latin

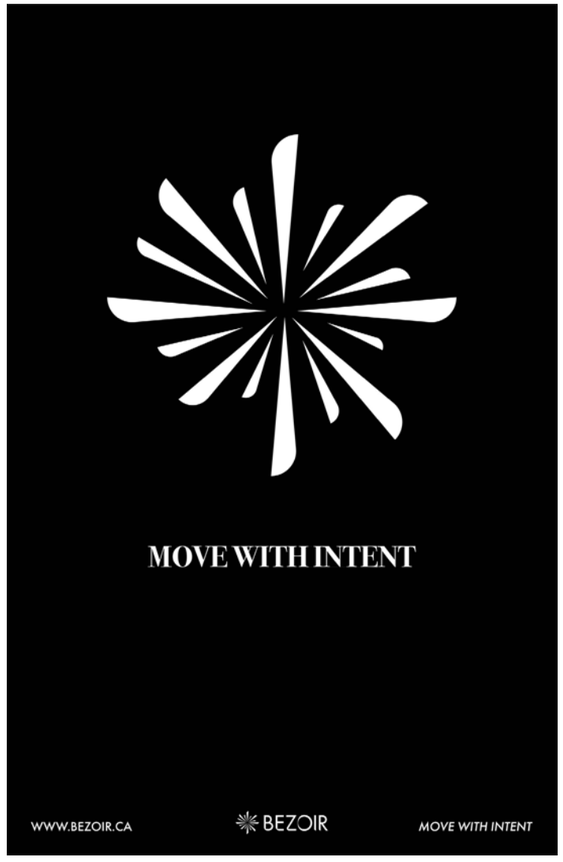
SPEOZ
Speed + Zoiros

Key visuals



Sketches

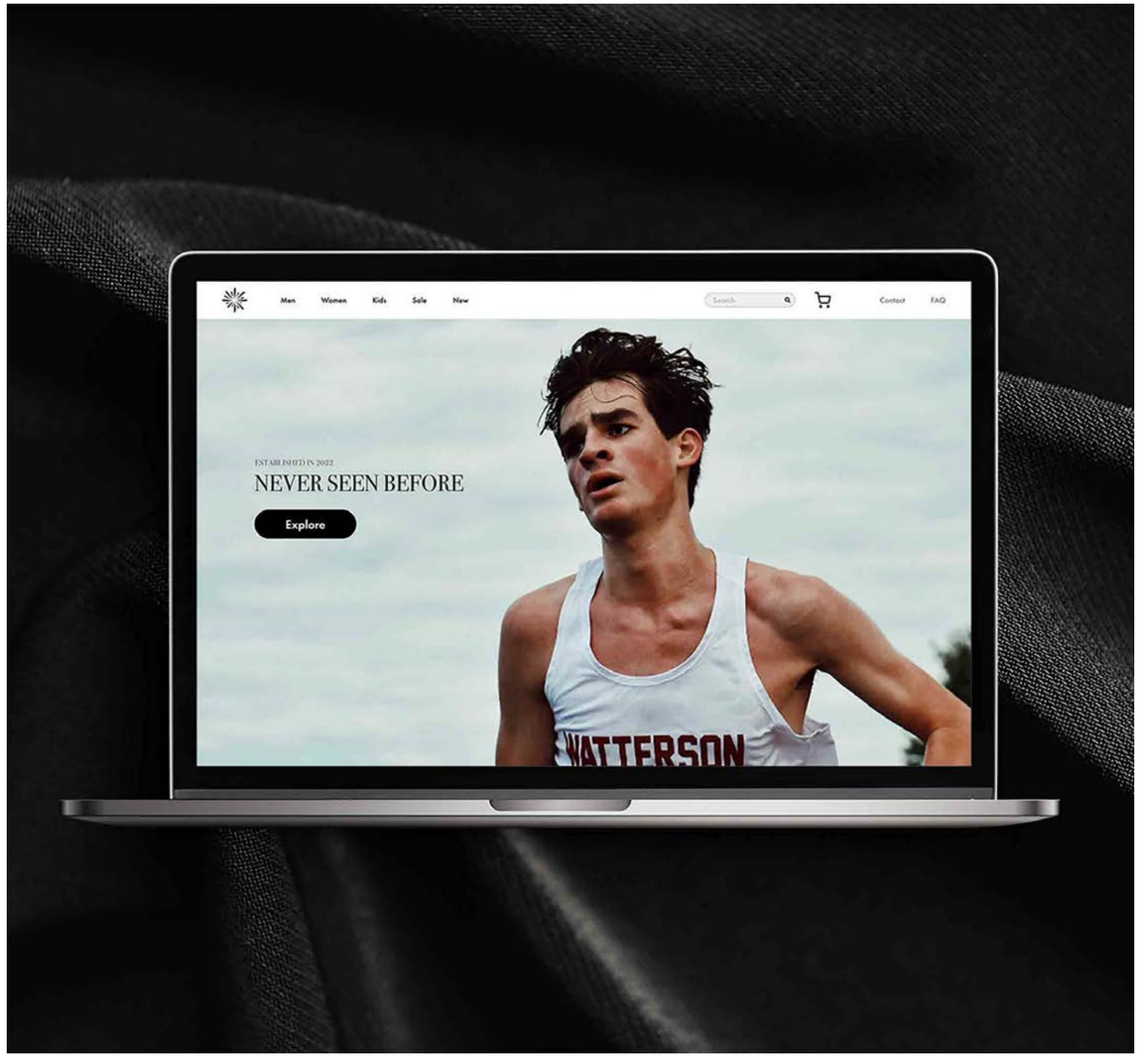



MOVE WITH INTENT
WWW.BEZOIR.CA
BEZOIR
MOVE WITH INTENT

BEZOIR
JCDecaux

BEZOIR
WWW.BEZOIR.CA
BEZOIR
MOVE WITH INTENT

BEZOIR
BEZOIR


Men
Women
Kids
Sale
New
Search
Contact
FAQ
ESTABLISHED IN 2022
NEVER SEEN BEFORE
Explore
NATTERSON

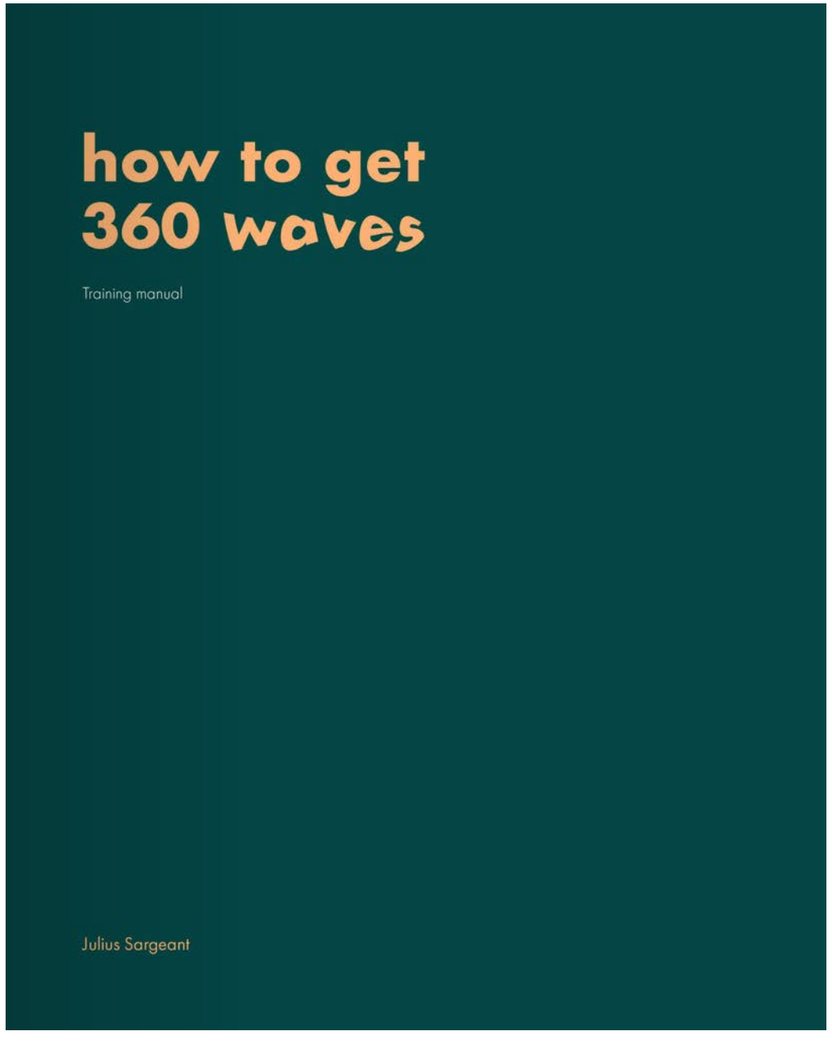
Type of work
Packaging & Editorial

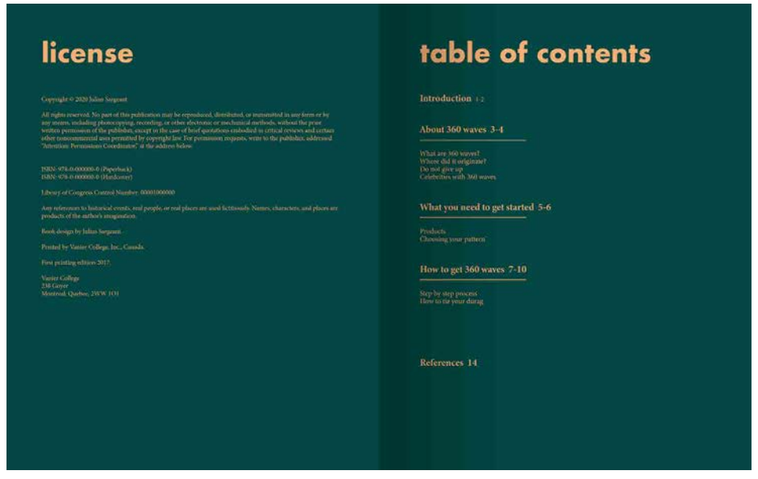
Tools:
Illustrator
InDesign
Photoshop

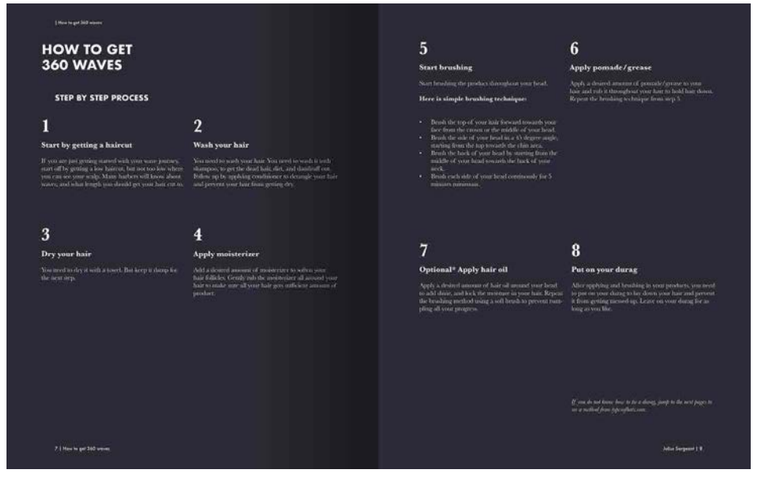
Project
Create a training manual

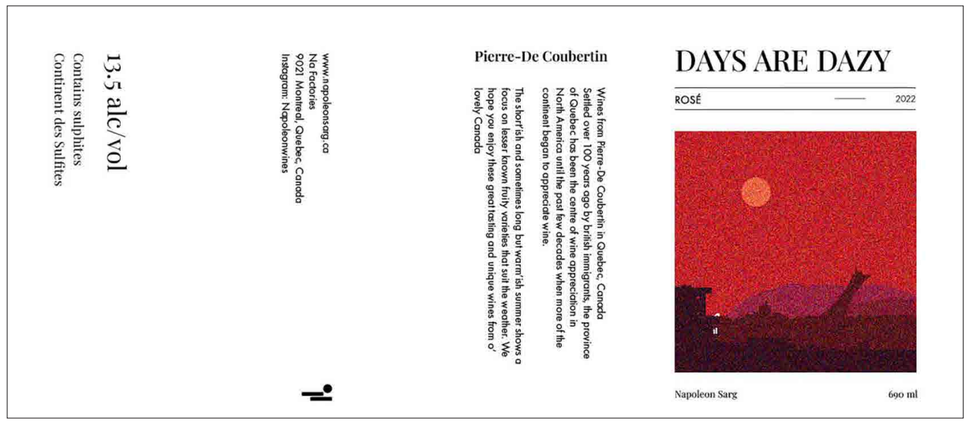
Challenge
Create and design a training manual to train people to get the popular 360 waves hairstyle

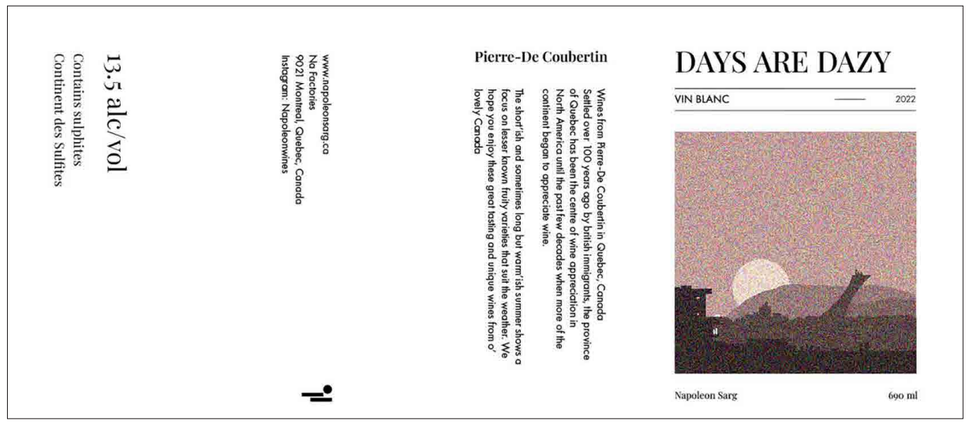
Solution
I decided to make a straight forward but effective training manual. To make the user's experience fun while going through the manual, I used hierarchy to the greatest effect in the bright and contrasting colors and fonts.











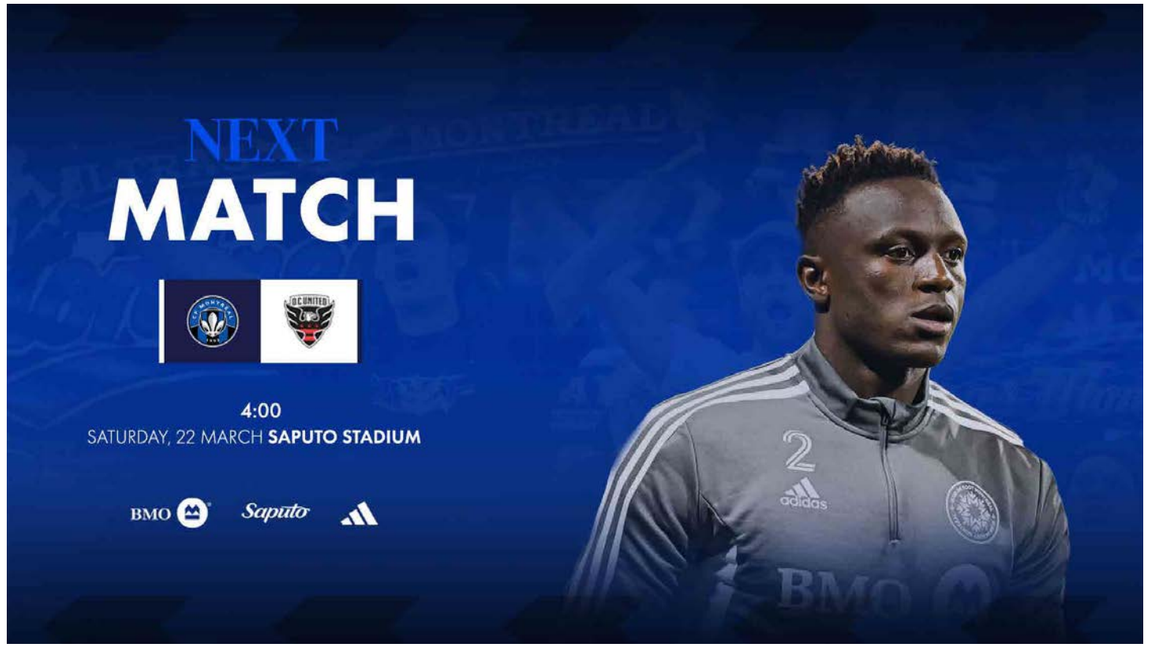
Type of work
Packaging

Tools:
Illustrator
InDesign
Photoshop

Project
Create and design wine labels

Challenge
Design a series of wine labels and keep a consistent style for each.

Solution
I decided to name the wine label “DAYS ARE DAZY”, a wine made in Pierre-De Coubertin. Made to drink on days where you just want to sit back and relax. Using colors that relate to each of the wine’s taste, a similar layout and illustrations with subtle changes creates a unity in the label designs.



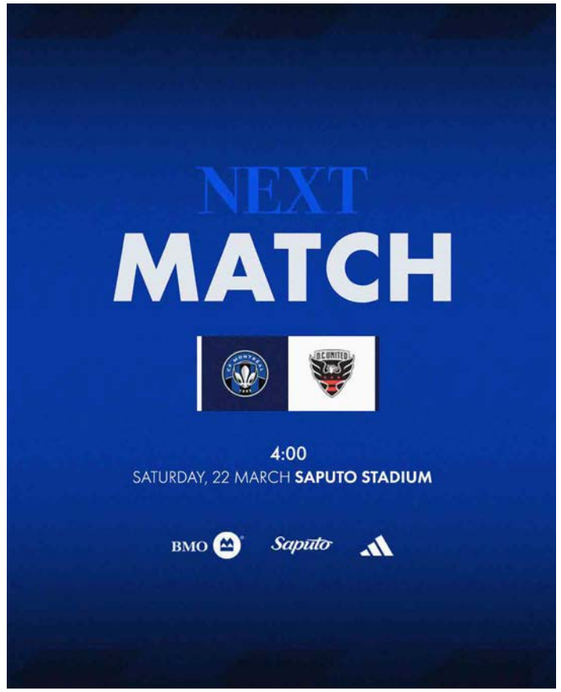
Type of work
Branding / photo editing

Tools:
Photoshop
Illustrator

Project
Design and develop design concepts for different football teams

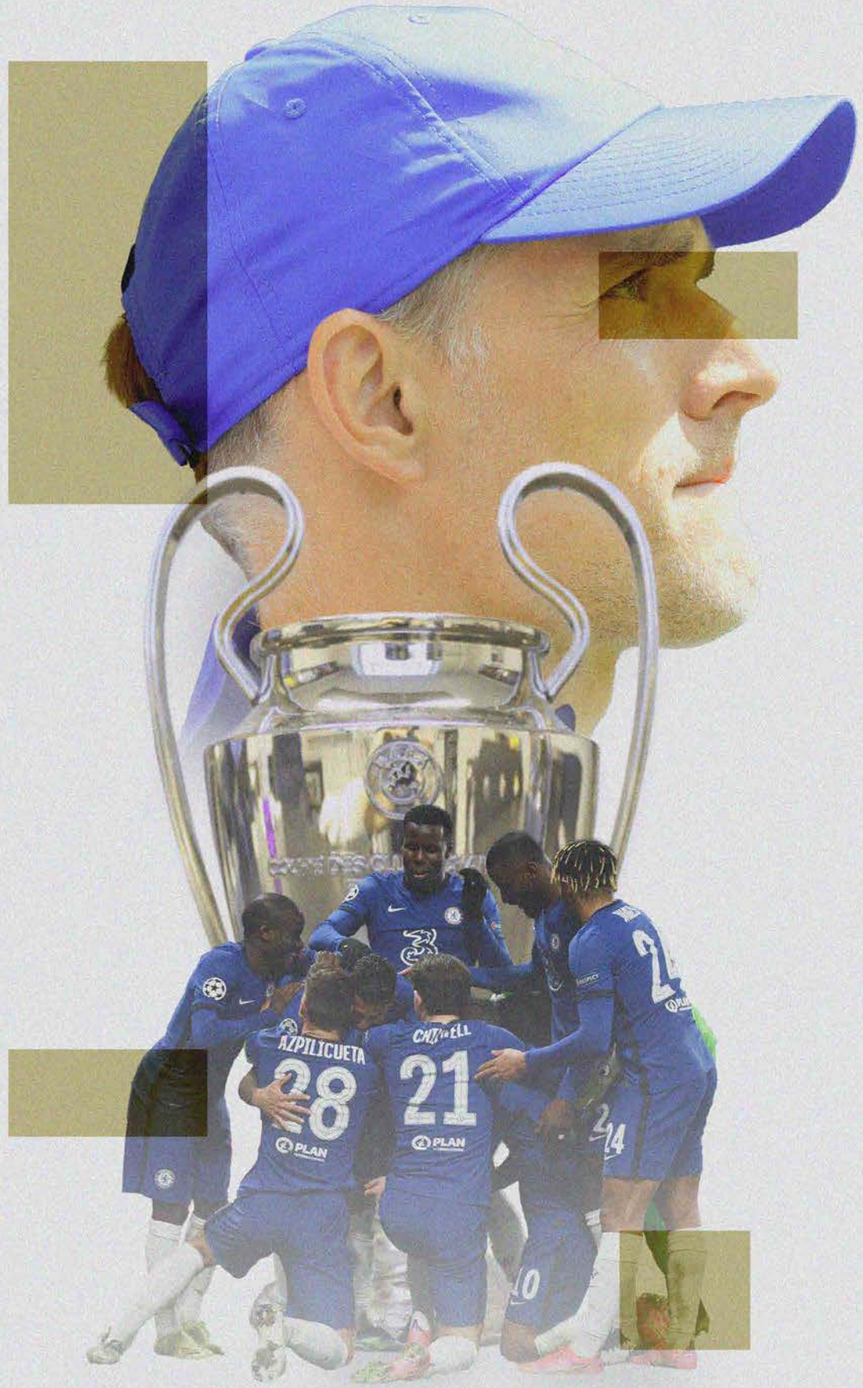
Challenge
Create new designs/social media concepts for each soccer team while keeping their branding in mind

Solution
By using the colors and patterns in the following soccer teams' brand I was able to create different marketing concepts that can be used for the teams instagram posts and web banners etc.

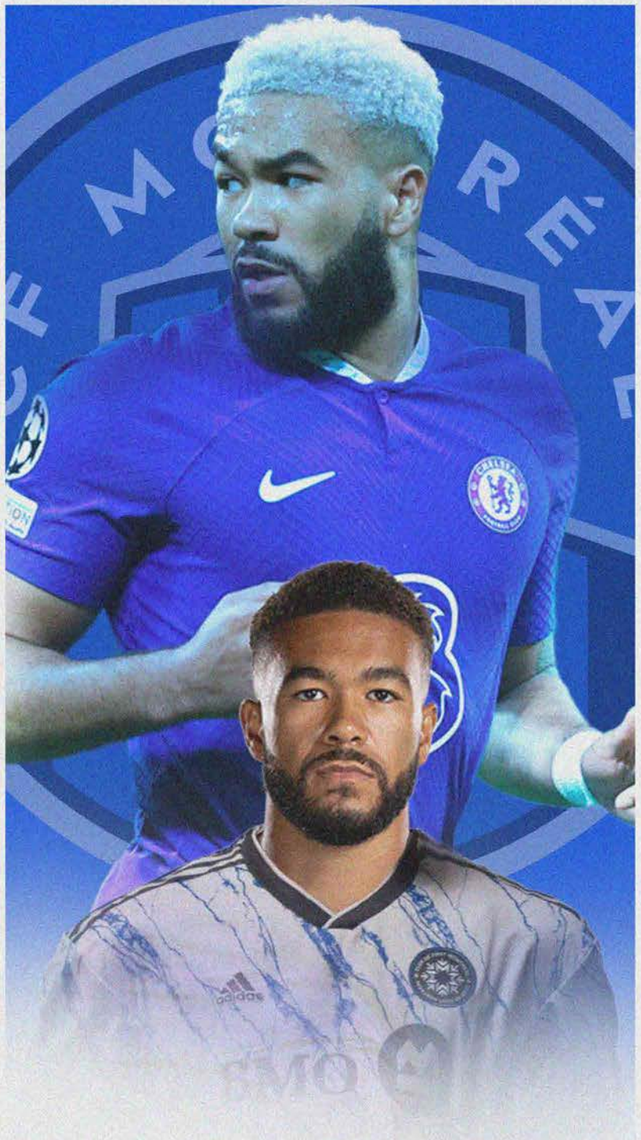


2:00 PM
SAPUTO STADIUM
MATCH DAY 6

adidas



CHAMIONS OF EUROPE
YOU'LL NEVER SING THAT



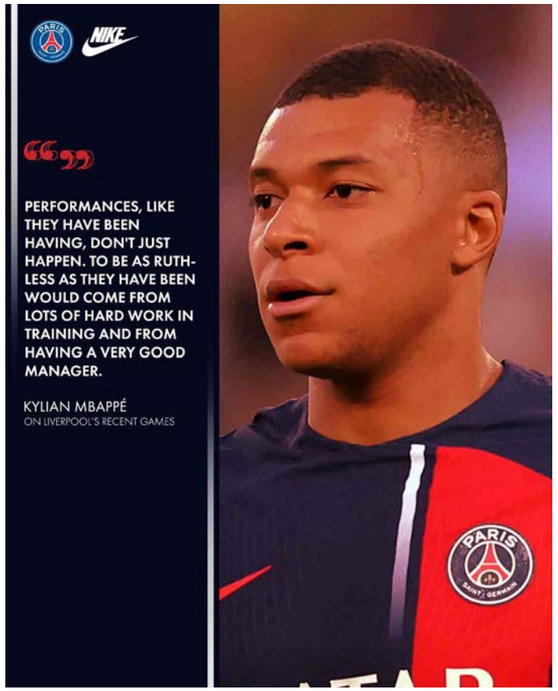
WELCOME

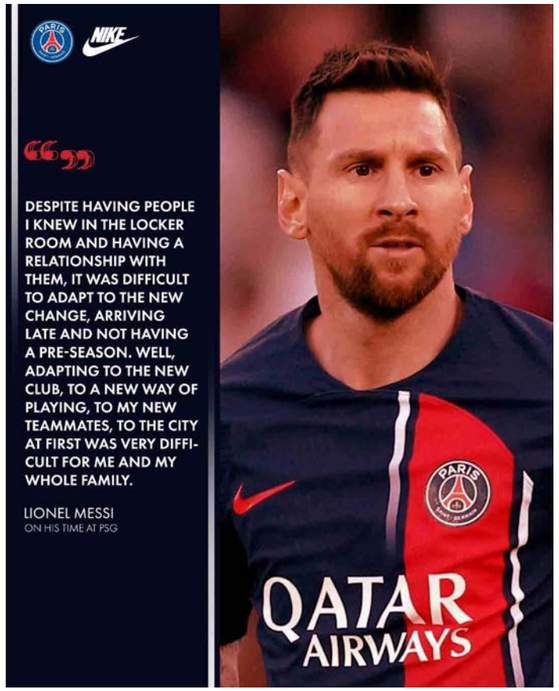
REECE JAMES

MILAN

MILAN

MILAN





HALF TIME

CHELSEA FOOTBALL CLUB

LIVERPOOL FOOTBALL CLUB

1-1

DISASI 40' DIAZ 33'

Premier League

Cadbury

FULL TIME

CHELSEA FOOTBALL CLUB

LIVERPOOL FOOTBALL CLUB

1-1

DISASI 40' DIAZ 33'

Premier League

Cadbury

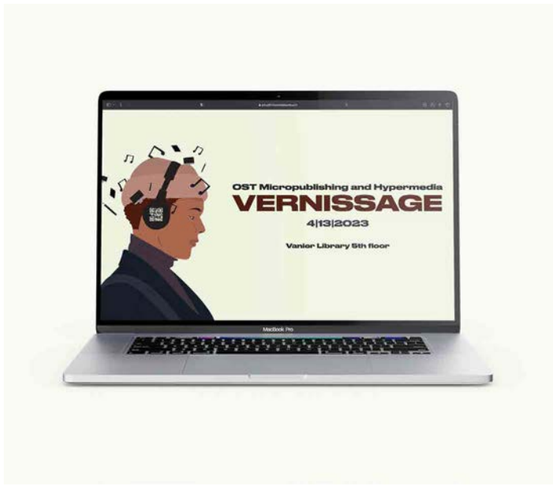
Type of work
Branding

Tools:
Illustrator
InDesign

Project
Brand Vanier's Micromedia program Vernissage event

Challenge
Use a series of promotional materials and techniques to promote the event

Solution
Communicate the theme 'disconnected from the world, connected to design' using a distinct illustration style where a character with a typical 'designer look' is disconnected from the blank world around him, but he stays connected to design through his headphones, this phenomenon describes most of the students in the program. Fonts and colors stay consistent with the theme and throughout all promotional materials.



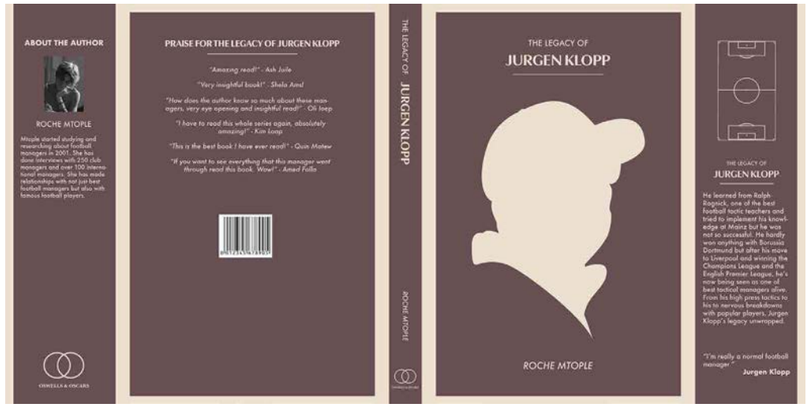
Type of work
Packaging

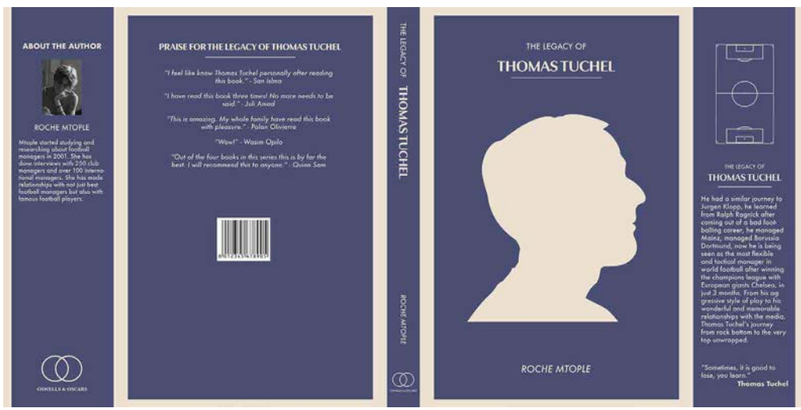
Tools:
Illustrator
InDesign
Photoshop

Project
Book covers

Challenge
Design a series of book covers that keep a consistent visual identity

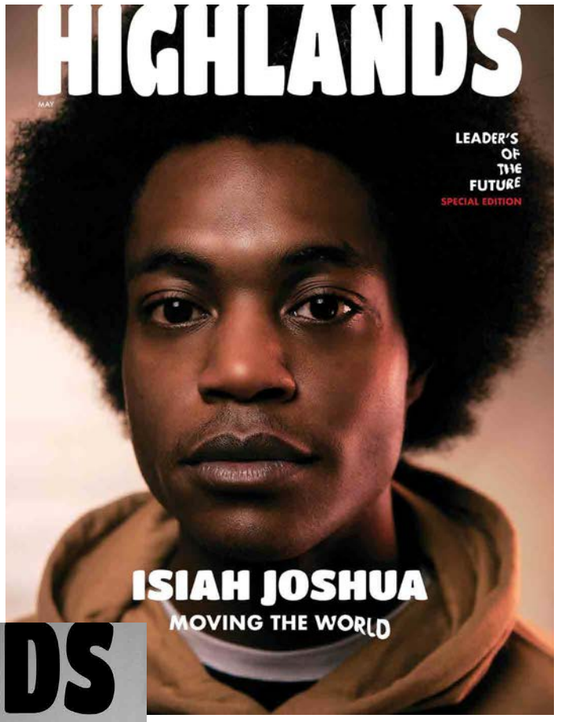
Solution
I decided to make a series of book covers for football fans who want to know more about famous football managers in Europe. Unity is kept between the series of covers by using the same layout, fonts and silhoette illustration style.





HIGHLANDS

FOUNDED IN 2022



Type of work
Editorial Design

Tools:
Illustrator
InDesign
Photoshop

Project
Design Magazine Covers

Challenge
Name a magazine and design a series of covers for it

Solution
I decided to make 'Highlands' a global magazine that showcases the lives of young men and women who are at the peak of their careers. The youths are all in the fashion, technology, acting, music and sporting industry. Highlands main target audience are people from the ages of 12-35 who appreciate these industries.

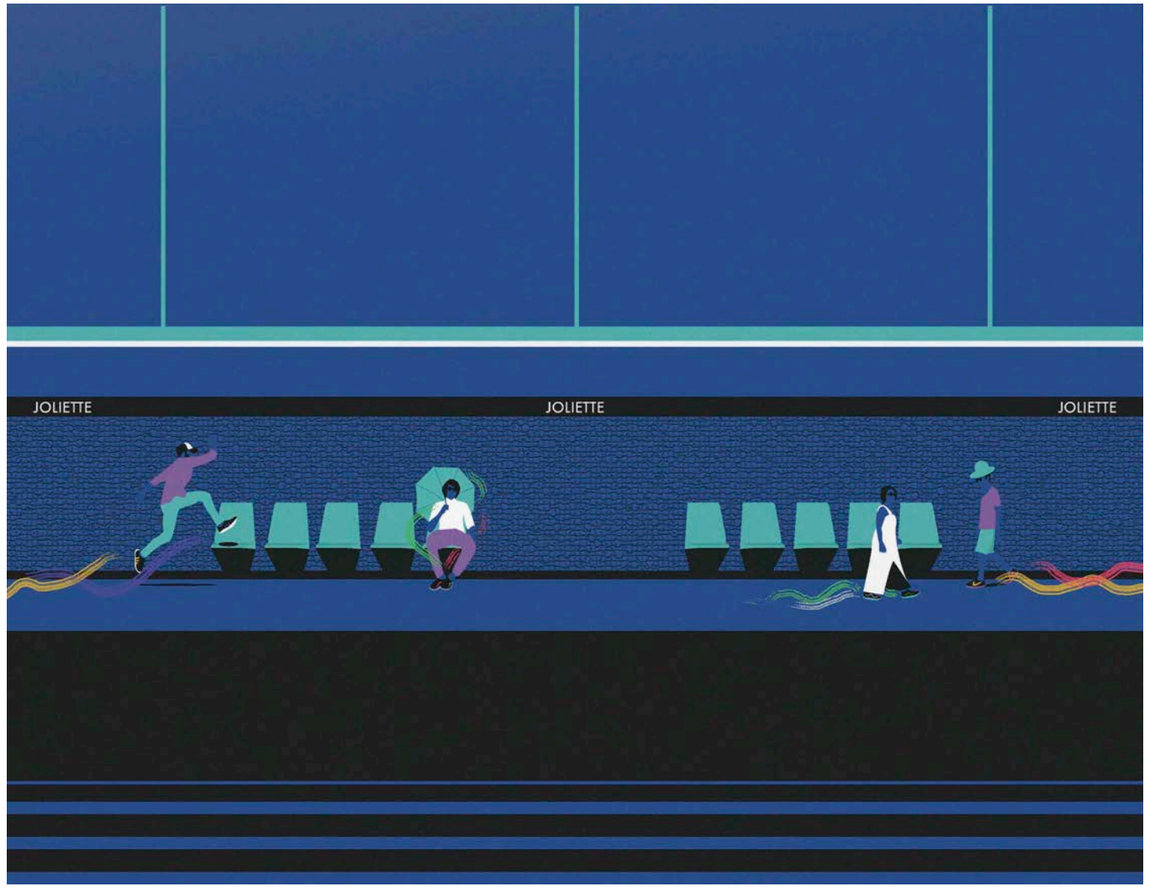
Type of work
Illustration

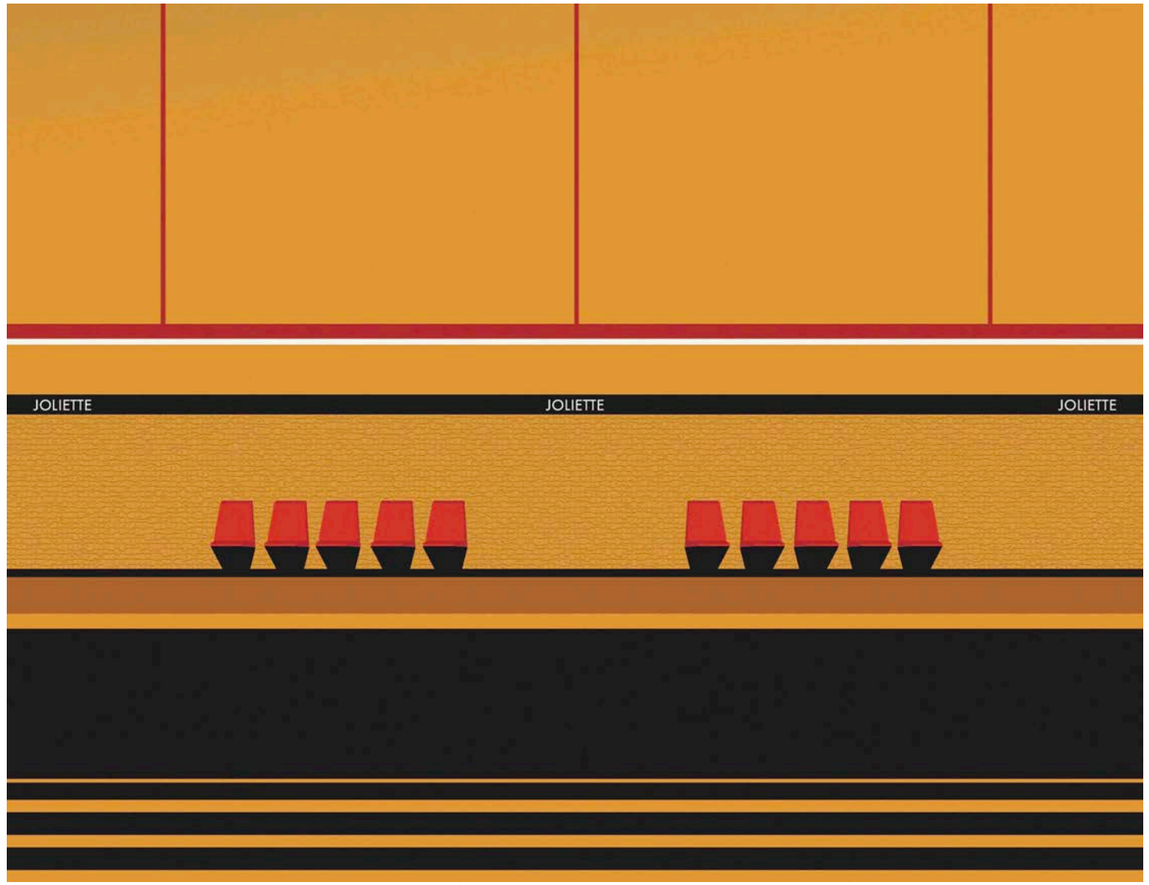
Tools:
Illustrator, Procreate

Project
Illustrate anything

Challenge
Emphasize the feelings of a metro station

Solution
For me, Joliette metro is always empty during the day, and lively at night. The two illustrations symbilize the night life of Joliette metro with vivid colors, movement and people going in and out and the daytime where it seems to be always empty and deserted.





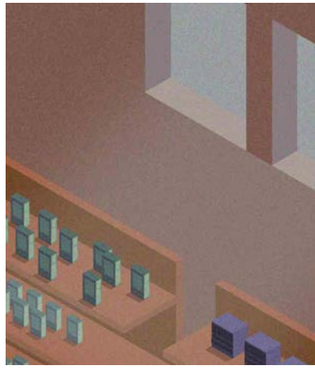
Type of work
Illustration

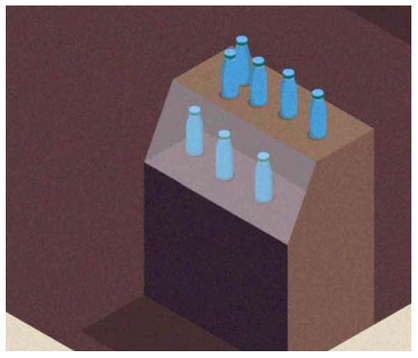
Tools:
Illustrator

Project
Perspective illustration

Challenge
Illustrate a small store from a bird's eye perspective

Solution
I decided to illustrate a small local store giving it a color palette and a grain texture to give off a late evening atmosphere.





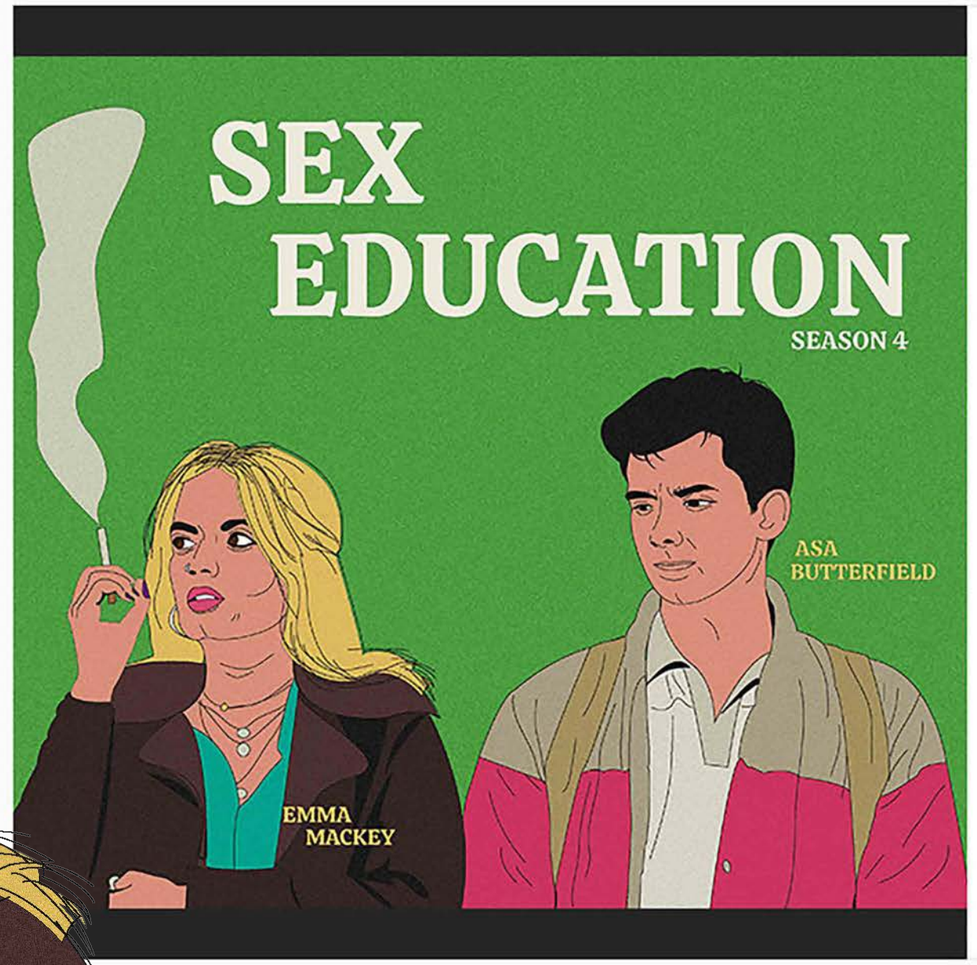
Type of work
Illustration

Tools:
Illustrator, Photoshop

Project
Illustrate a social media post

Challenge
Illustrate an Instagram post promoting the season 4 for Netflix series “Sex Education”.

Solution
Illustrate 2 of the main characters in the Netflix series showing their personalities. Emma who is more laid back, and Asa who is very shy.



Instagram

Search

Netflix

Follow

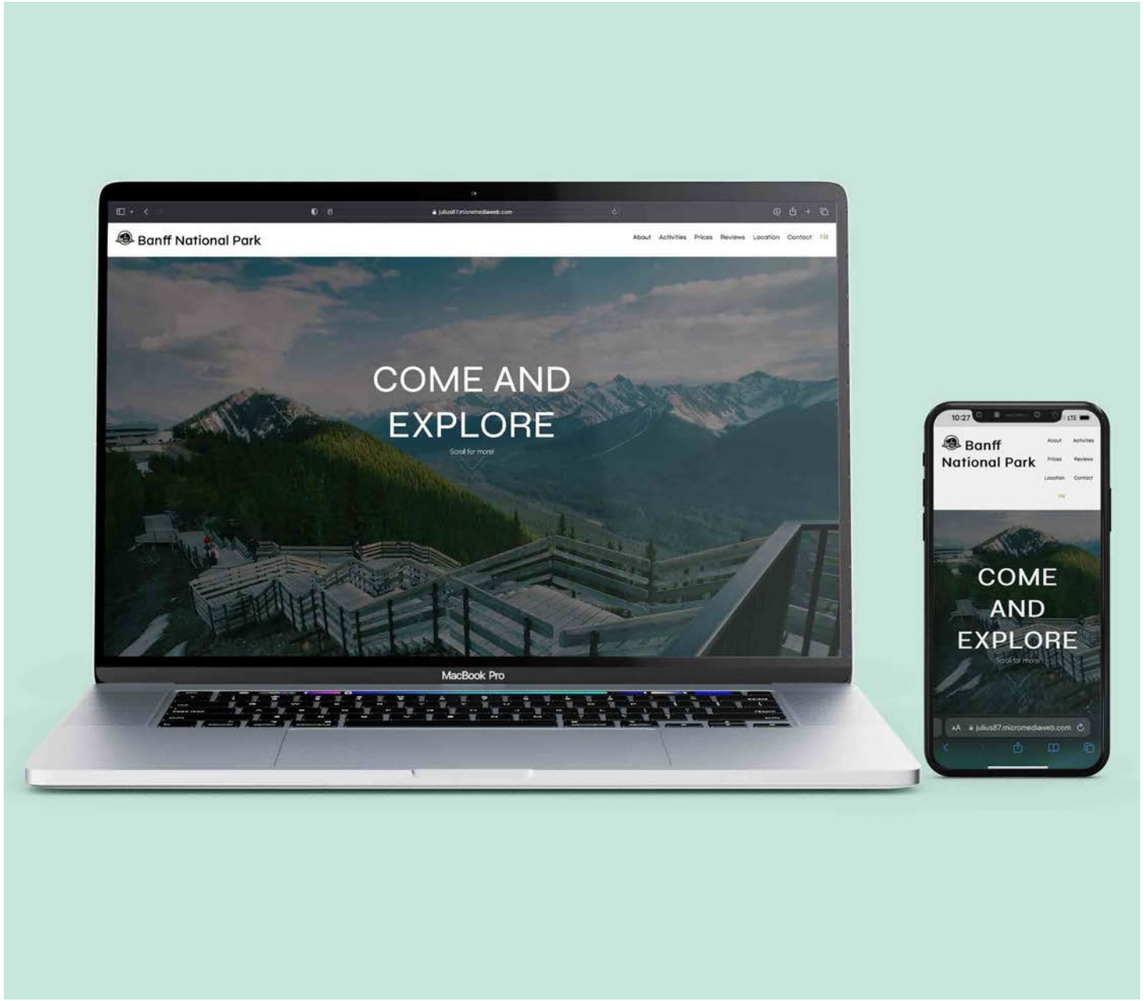
Sex Education season 4 coming out soon. Would they fall back in love? We will see

2 MORE WEEKS...

642,289 likes

DECEMBER 10, 2022

Add a comment...



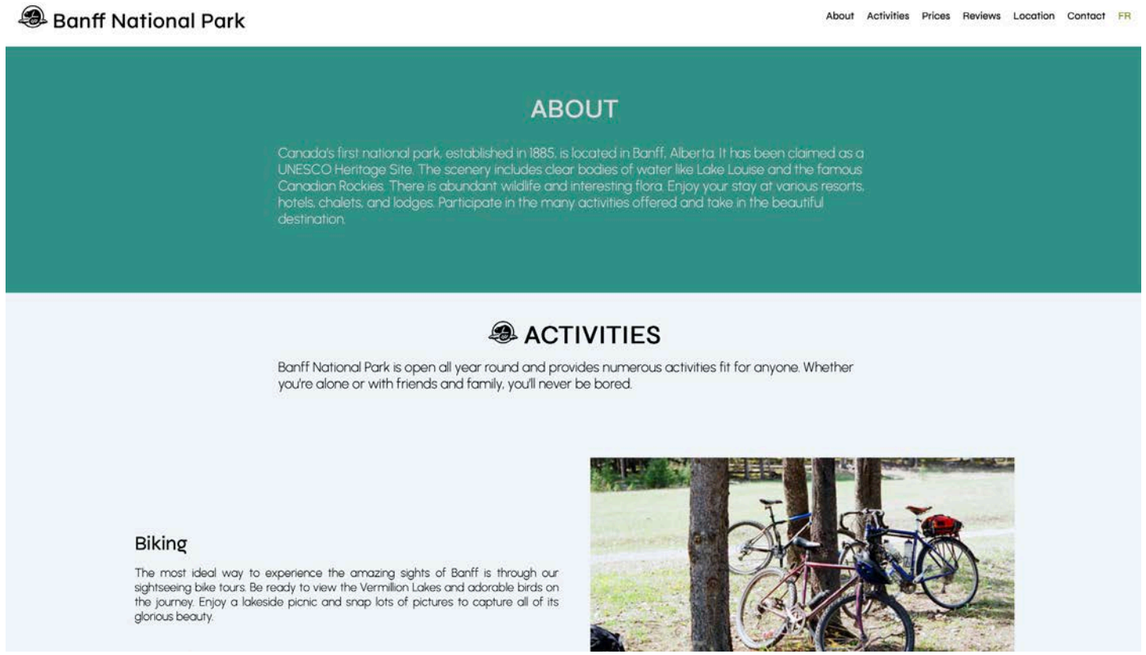
Type of work
Web development/design

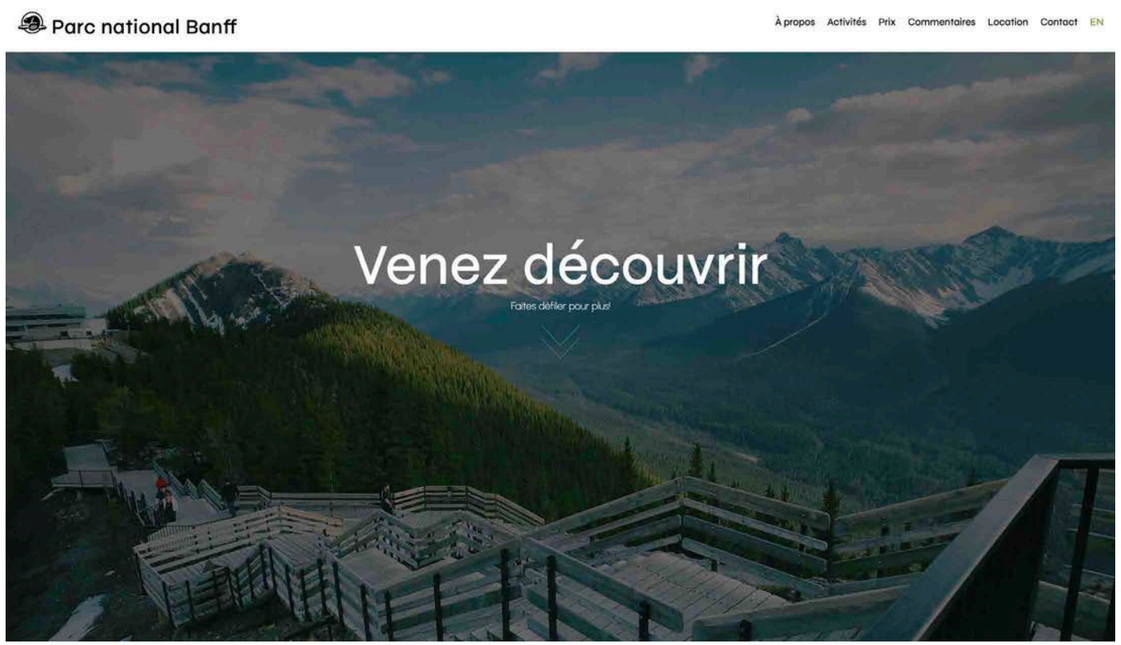
Tools:
Visual Studio Code

Project
Design a website for a national park in Canada

Challenge
Design a website for the Banff National Park

Solution
I decided to make a bilingual and easy to use website so that all users can get to any section of the website with just one click of a button. On the landing page a beautiful photo of the top of the Banff National Park with a call to action for the users to learn more about the park.





Type of work

App design

Tools:

Visual Studio Code

Project

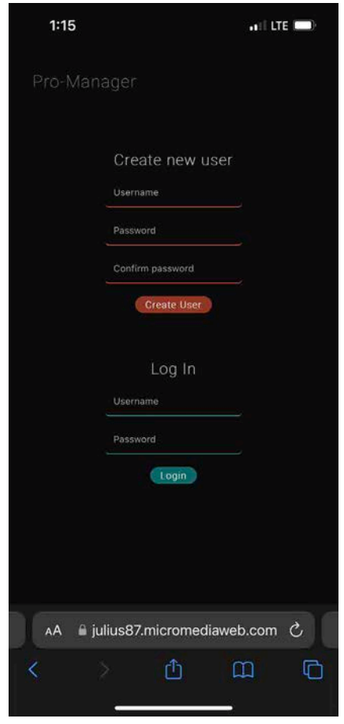
Create mobile-first project management app

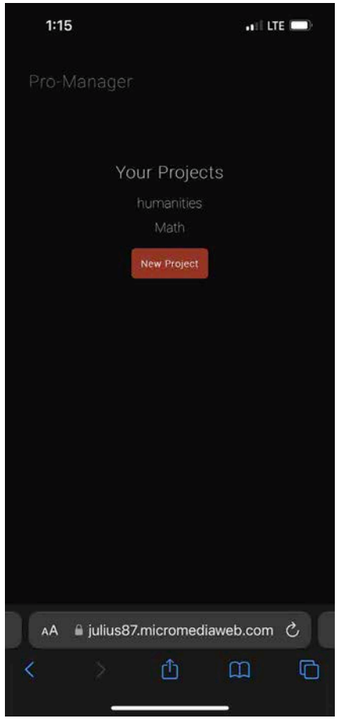
Challenge

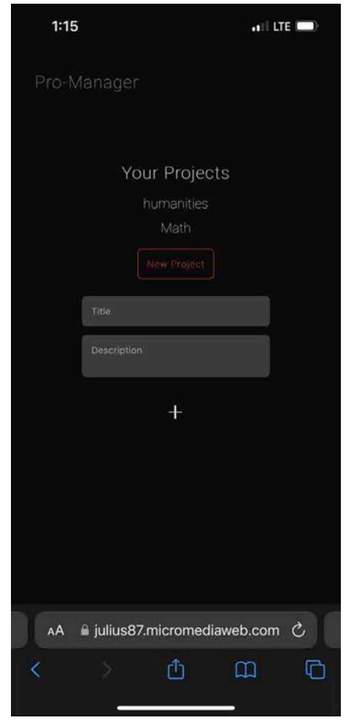
Design and name an interactive user interface for the app

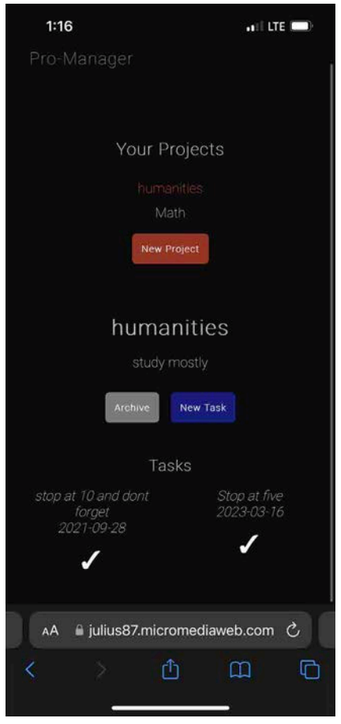
Solution

For this project I had to design a user interface for a project manager application. I created Pro-Manager. A project manager application that is easy to function and manipulate. It has a dark colour scheme for users who struggle from eye strain caused by bright colours. The app has simple hover transitions on each button, making it very user friendly and it also has different hierarchy of text making it easy for the user to differenciate the tasks, active and inactive projects. You can create a project with a description by clicking on the new project button. To see information on a project you have created, users can simply click on one of their projects (turning the active project name into an orange colour), and all of the information will be available to them. They can also add tasks with deadlines with the simple click of a button. To complete a task, users can click on the tick located right under it. Whenever a user wants to, they can archive a project by clicking on the archive button.









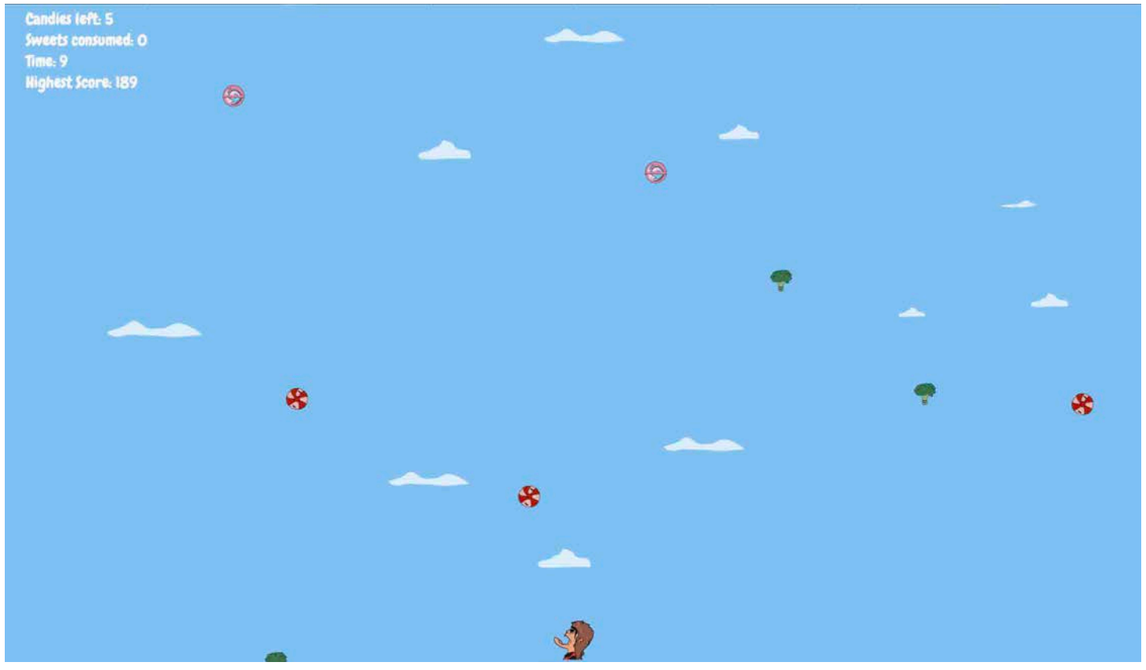
Type of work
Web development/design

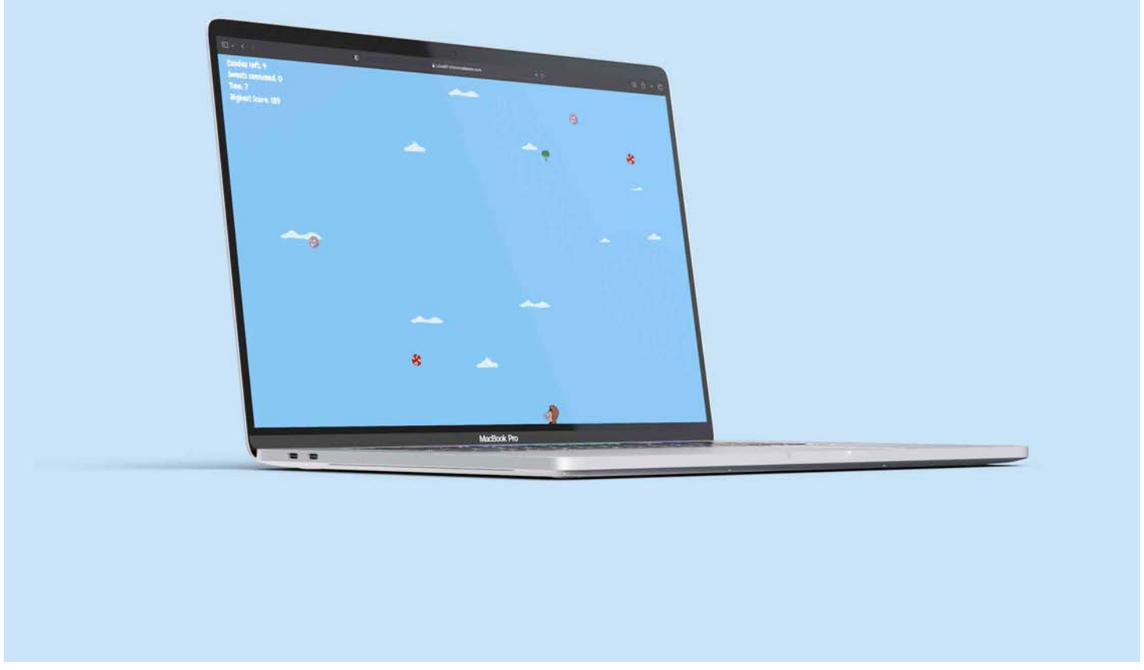
Tools:
Visual Studio Code
Illustrator

Project
Design and develop a web game

Challenge
Make a user friendly game

Solution
With the use of cartoony illustrations, and basic left and right controls, I decided to make Sweet Tooth, a game where the user (Tyler), will try a keep a sugar rush for as long as possible. The game interface is interactive and user-friendly, users can get to different parts of the game with one click.





Type of work
Web/game design

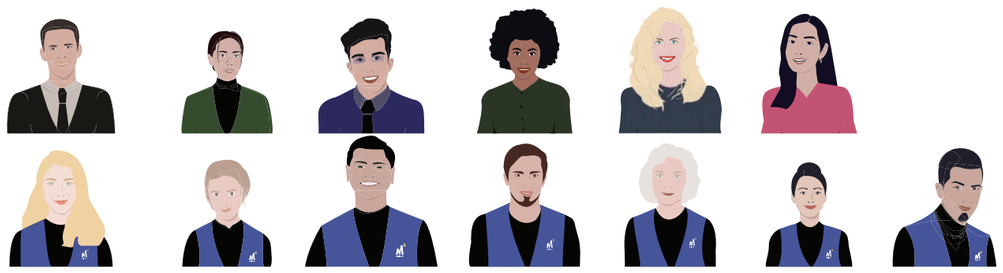
Tools:
Adobe Illustrator

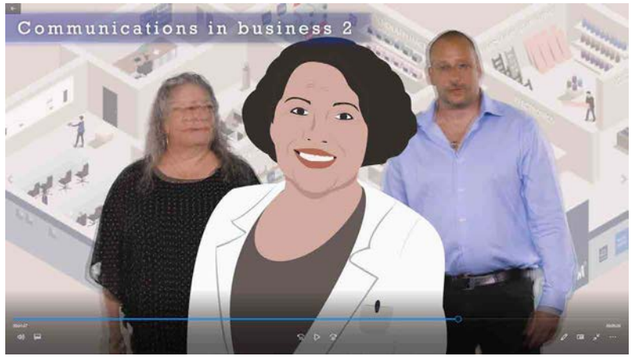
Project
Game design for an online educational platform for business students of Vanier, John Abbot and Dawson College.

Challenge
Illustrate character's bust up.
Ilustrate buildings from bird's eye view.
Design banners.

Solution
For this project, me and the collaboraters decided to make the game design concept with influence from Walmart. I decided to illustrate buildings and employees based of Walmarts colors, typography and atmosphere.

Mallmart





Julius Sargeant.

Portfolio.

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