



personal brand  
professor fischzang  
senior studio I  
fall 2023

## **personal statement**

Hola, my name is Mathilda Galano and I am a latina graphic designer in Newark, NJ. When considering my past work experience in design and sales, I have discovered that I am great with people, color and type. Through my adaptability, creativity, and overall intrigue, it comes naturally for me to ensure that I will always get the work done in record breaking time. With that considered, I aspire to be a working brand designer with a special niche in color.

**logo sketches**



# personal statement

## personal attributes

adaptable  
motivated  
creative

## creative skills

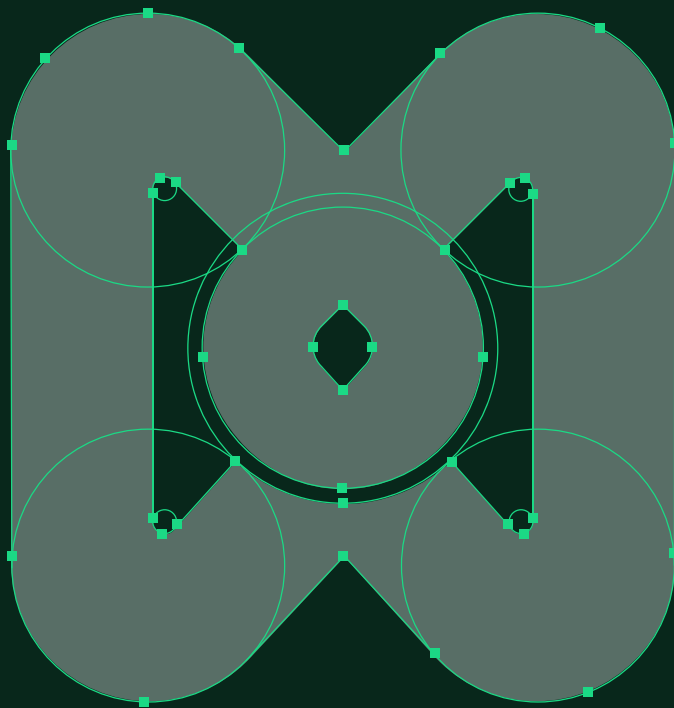
good with color  
logo design  
typography

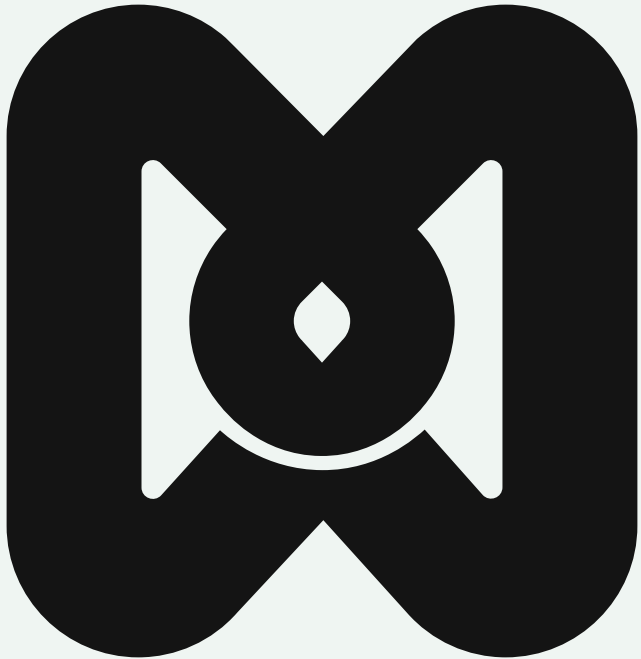
## mystical fact

my name is spelled wrong.

## superpower

speed











**mathilda  
galano**



**mathilda  
galano**



**mathilda  
galano**

cmyk: 65, 0, 67, 0  
rgb: 27, 221, 137  
hex: 1BDD89

cmyk: 80, 2, 79, 0  
rgb: 5, 175, 107  
hex: 05AF6B

cmyk: 83, 55, 76, 73  
rgb: 8, 39, 27  
hex: 08271B

cmyk: 4, 0, 2, 0  
rgb: 243, 246, 249  
hex: F3F9F6

## Latino Gothic-Variable

**AaBb**

AaBb

Please note: both typefaces are made with a custom width and leading.

# supporting elements



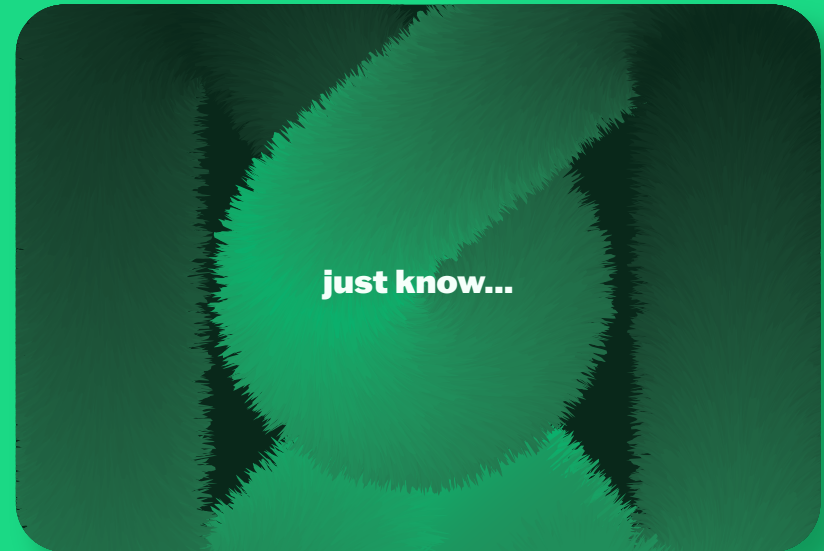
# business cards & postcards



**keep me close!**

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@mathilda.designs

mathilda  
galano



just know...

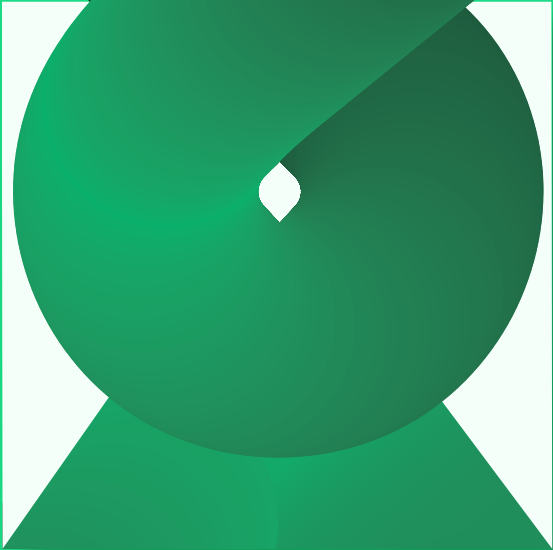


**it's all  
coming together!**

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**envelope**





**thank you!**