

PERSONAL BRAND IDENTITY

CHANTAL PEREZ-CORAL

Fall 2022
Chantal Perez-Coral
Senior Studio Seminar I

ABOUT

CHANTAL PEREZ-CORAL (born 1999) is a Mexican-American graphic designer based in New Jersey. Her work includes a variety of design projects such as Branding, Editorial, UI, among others. As an athlete, dating back to the age of 4, much of her work focuses on the area of sports though she addresses other contemporary social issues. She has combined her experience from both the athletic field and design practice in a way that pushes the boundaries of design. Chantal's body of work is strategic and detail-oriented. She is convinced that the growth of each individual/designer is an endless process of improvement. That's why she invites all feedback. She also believes that equitable access to information and resources has the power to create a more inclusive world. Design, in her eyes is that tool thus through her work she hopes to create and facilitate such access .

She is currently a Graphic Design student at Rutgers University. When she is not designing, as a Co-Owner of her family's business, Chantal spends ample amounts of her time making sure her shops are running smoothly, dealing with clients, or making calls. This has helped Chantal become an efficient multi-tasker under high pressure situations.

PERSONAL ATTRIBUTES

Knowledgeable
Resilient
Humble

CREATIVE SKILLS

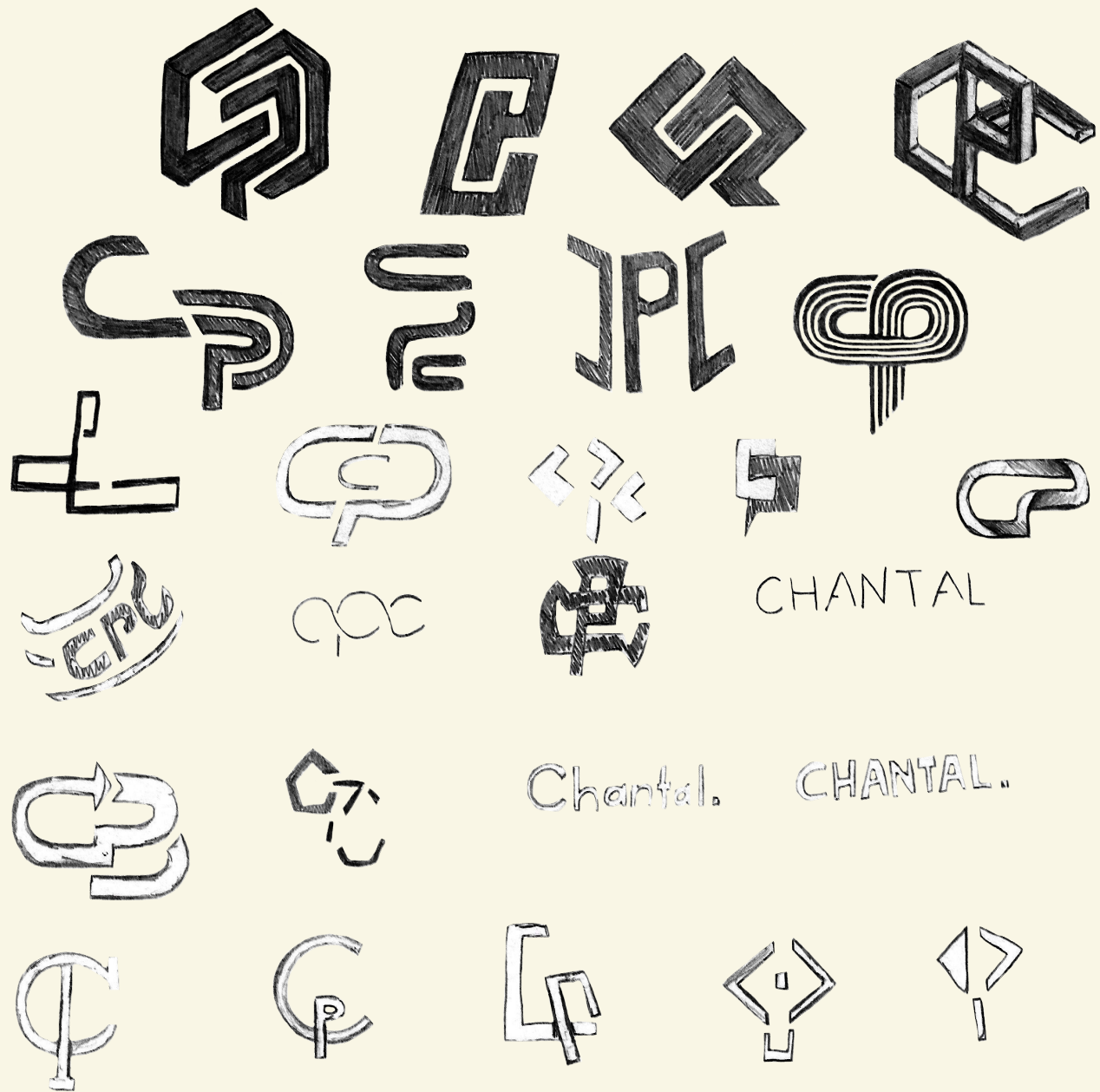
Research Driven
Typography
Branding

MYSTICAL FACT

I can speak 5 languages. My grandma, who was a teacher in Mexico had me learn spanish before I starting school. In school and everyday life I speak english. Being that I knew spanish, throughout high school, I decided to learn french. Later on it facilitated learning Portuguese and Italian as all Romance languages are related.

SUPERPOWER

Ability to empathize with any situation



Ideation / Logo Sketches

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Wordmark & Supporting

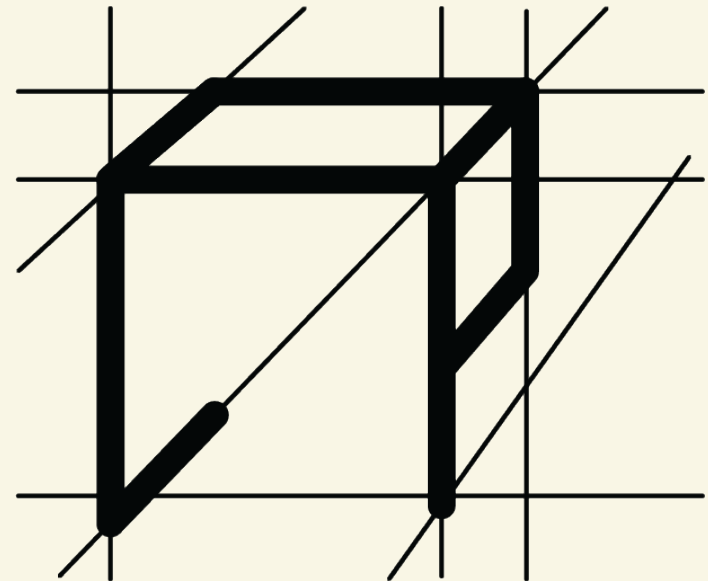
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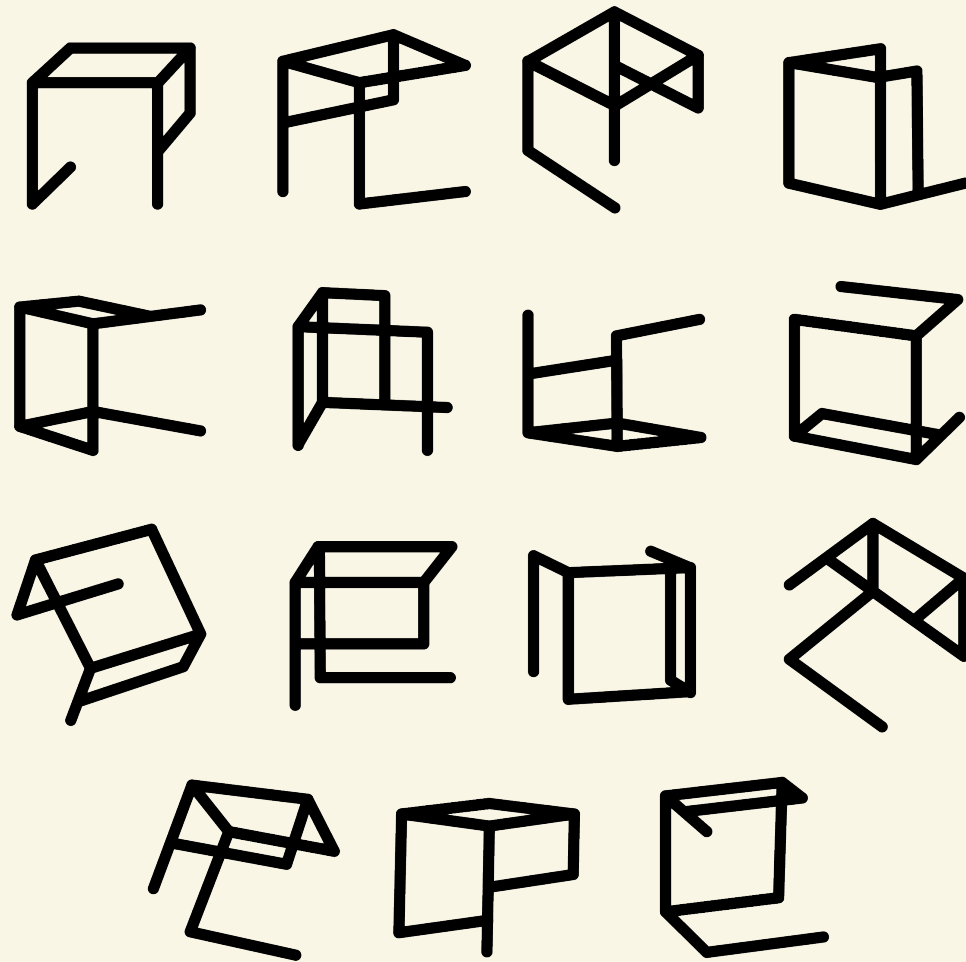
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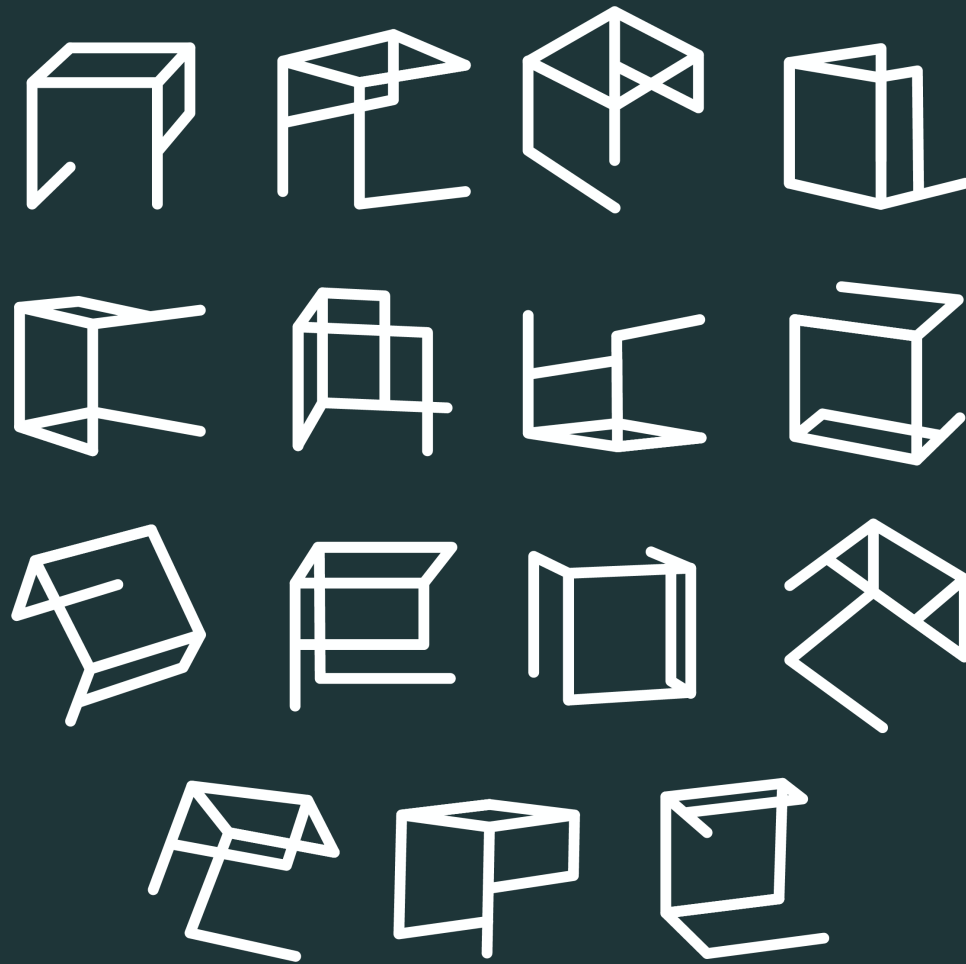
01/ LOGO

In my logo it was important to convey a multifaceted but grounded idea. The thought process behind this is to capture this essence in my identity of being able to see as well as provide multiple perspectives with the skills and knowledge I possess. While this is conveyed through the multiple possibilities in viewing my logo, I also am able to show that while I have many facets, I remain stable and/or grounded.





Logo / Pictoral



Logo / Pictoral

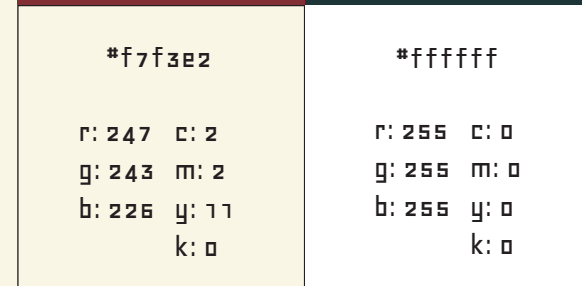
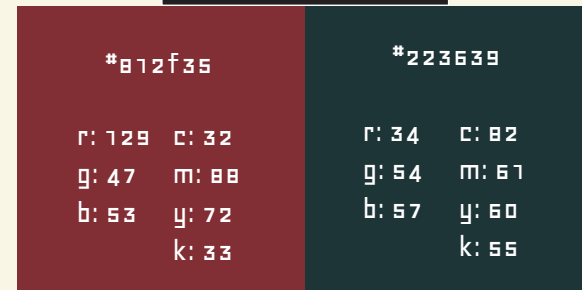
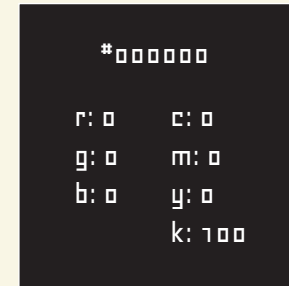
CHANTAL PEREZ-CORAL

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Logo / Wordmark

02/ COLOR PALETTE

For the color palette, the chosen colors deviate to an extent from the traditional bright and rich Mexican flag colors. I did so as to not too outwardly make the connection evident and to make the colors sit more subtly in a manner that the bright ones would distract from the logo. In addition to this, the green was chosen to capture more of a blue-green than pure green to further add to the fact that I am not only Mexican but American as well, so it is that merging of identities that encompasses mine.



03/ TYPOGRAPHY

In terms of typography, the typeface used for my wordmark was created by a Mexican-American designer like myself. I felt it important to capture this important aspect of my identity and connect it through the wordmark that pairs with the logo, deepening the meaning of my identity.

As it pertains to my supporting typeface I wanted it to be able to live alongside the wordmark/h1 in the way the logo pairs with it. It provides a geometric quality that the logo itself captures.

ANCHO

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

CHANTAL PEREZ-CORAL

Typeface was edited in a manner that rounded the exterior edges and created sharp interior edges to mimic the logo.

Ancho means wide, which can be distinctly noticed in some of the letterforms of the typeface. This variable font shifts in width across 5 weights from thin to ultra bold. With sharp corners, rounded curves and some alternates, it embodies quirk and personality with evident inspiration from Mexican design without being a caricature. Spending summers in Mexico, particularly when visiting ancient pyramid sites, contributed to the appreciation of these design features. The pyramids of Teotihuacán are what Ancho is so inspired by.

Designed by Mexican-American designer Beatriz Lozano

GEO

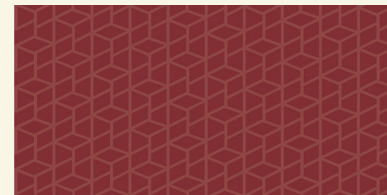
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Geo is a simple geometric typeface in the mould of some of the experimental faces designed during the 1920s by well-known modernists such as Theo van Doesberg and Herbert Bayer.

Designed by Ben Weiner

04/ SUPPORTING IMAGERY

Supporting imagery was created by crafting patterns out of the the logo form to act as a background/ texture in application.



05/ APPLICATIONS

Applications with logo and wordmark are demonstrated through business cards, stationary material such as a folder, envelope, and letterhead, as well as an invoice and resume.





CHANTAL PEREZ-CORAL

ADDRESS
88 E. Hanover Ave
Cedar Knolls, NJ 07927
United States

WEBSITE
chantalperezcoral.com
MOBILE
+1 973 294 8881
EMAIL
chantalperezdm@gmail.com

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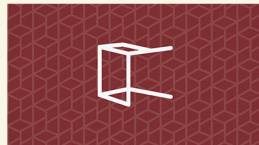
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Applications/Stationary



CHANTAL PEREZ-CORAL

INVOICE 01
DATE 10/30/22

CLIENT R/M TIRE & TRUCK SERVICES LLC

DATES	DESCRIPTION	HOURLY RATE	# OF HOURS	TOTAL
Nov-Dec 23 2022	Services: 1] Logo 2] Banner 3] Invoices 4] Business Cards	\$35.00	30	\$1,050.00
TOTAL				\$1,050.00

REQUIRED APPROVALS	SIGNATURE	DATE
DESIGN CONSULTANT: CHANTAL PEREZ-CORAL		
CLIENT/PROJECT MANAGER: R/M TIRE & TRUCK SERVICES LLC		

ADDRESS 94 Madison ST,
Dover, NJ 07801

MOBILE [973] 294-9861

EMAIL chantalperetzdm@gmail.com



CHANTAL PEREZ-CORAL

ABOUT ME

I am a Mexican-American graphic designer based in New Jersey. I'm currently a Graphic Design student at Rutgers University-Newark. I've combined my experience from both the athletic field and design practice in a way that pushes the boundaries of design. My body of work is strategic and detail-oriented.

EMPLOYMENT

CHANTAL PEREZ-CORAL DESIGN - DOVER, NJ (2022-PRESENT)
Freelance Graphic Designer

RU-N PANTRY - NEWARK, NJ (2022)
Design Intern

Worked the summer on crafting a design for a mural that would be installed at the pantry to welcome people. Took note on the messaging the pantry strived for and seamlessly incorporated it into the final design.

SKILLS

- ILLUSTRATOR
- INDESIGN
- PHOTOSHOP
- ADOBE XD
- TYPOGRAPHY
- RESEARCH DRIVEN
- BRANDING
- HTML/CSS

EDUCATION

RUTGERS UNIVERSITY - NEWARK, NJ (2018-PRESENT)
Anticipated B.F.A in Visual Arts [Graphic Design]

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