

DESIGN PORTFOLIO

2014-2019

SELECTED WORKS
OF TARIQA MANJI



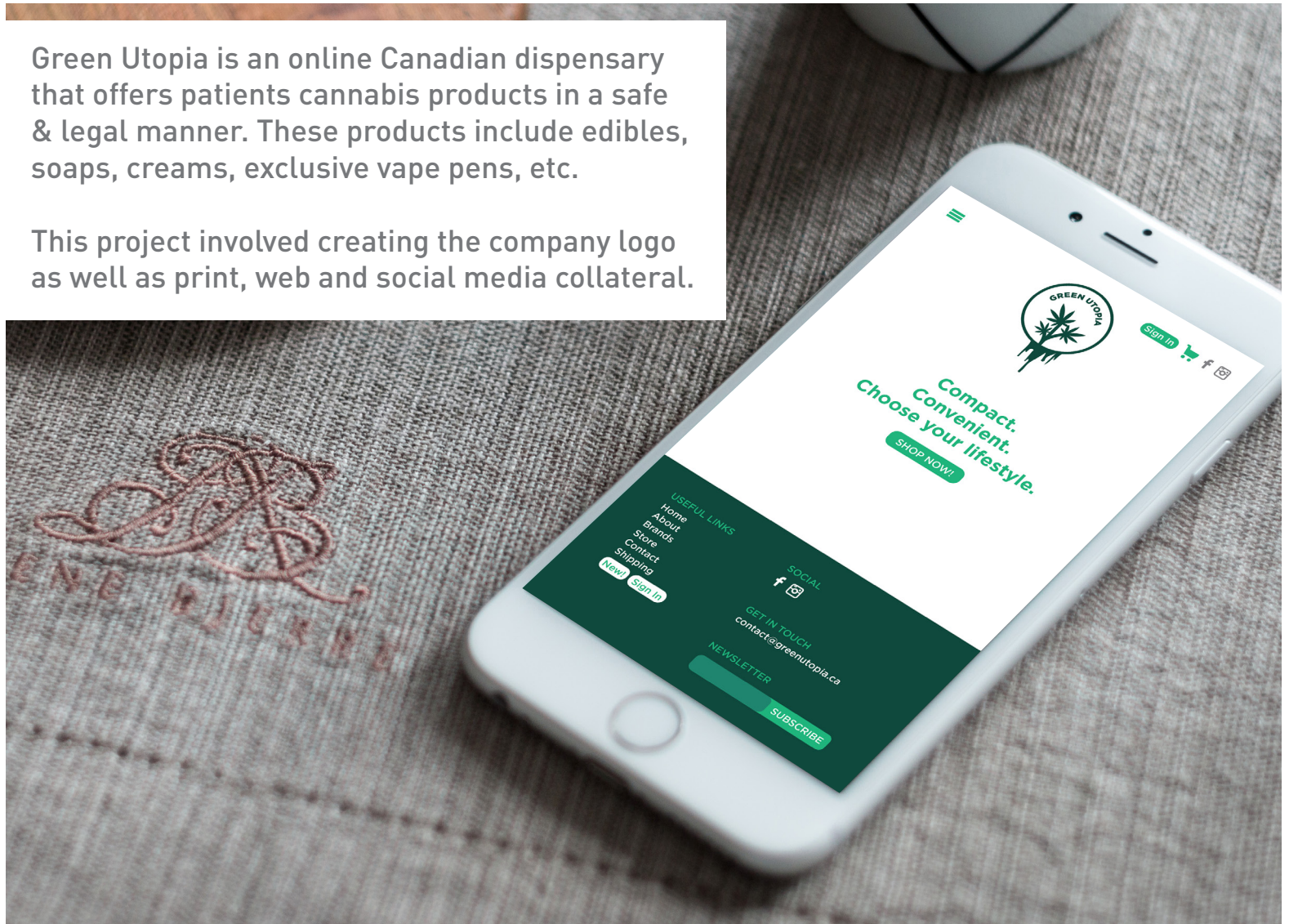
branding

GREEN UTOPIA



Green Utopia is an online Canadian dispensary that offers patients cannabis products in a safe & legal manner. These products include edibles, soaps, creams, exclusive vape pens, etc.

This project involved creating the company logo as well as print, web and social media collateral.



Brand Identity & Style Guide

Font Used - Gotham

Font Style - (Book, Medium, Bold, Black)

Logo Usage - transparent and filled can both be used



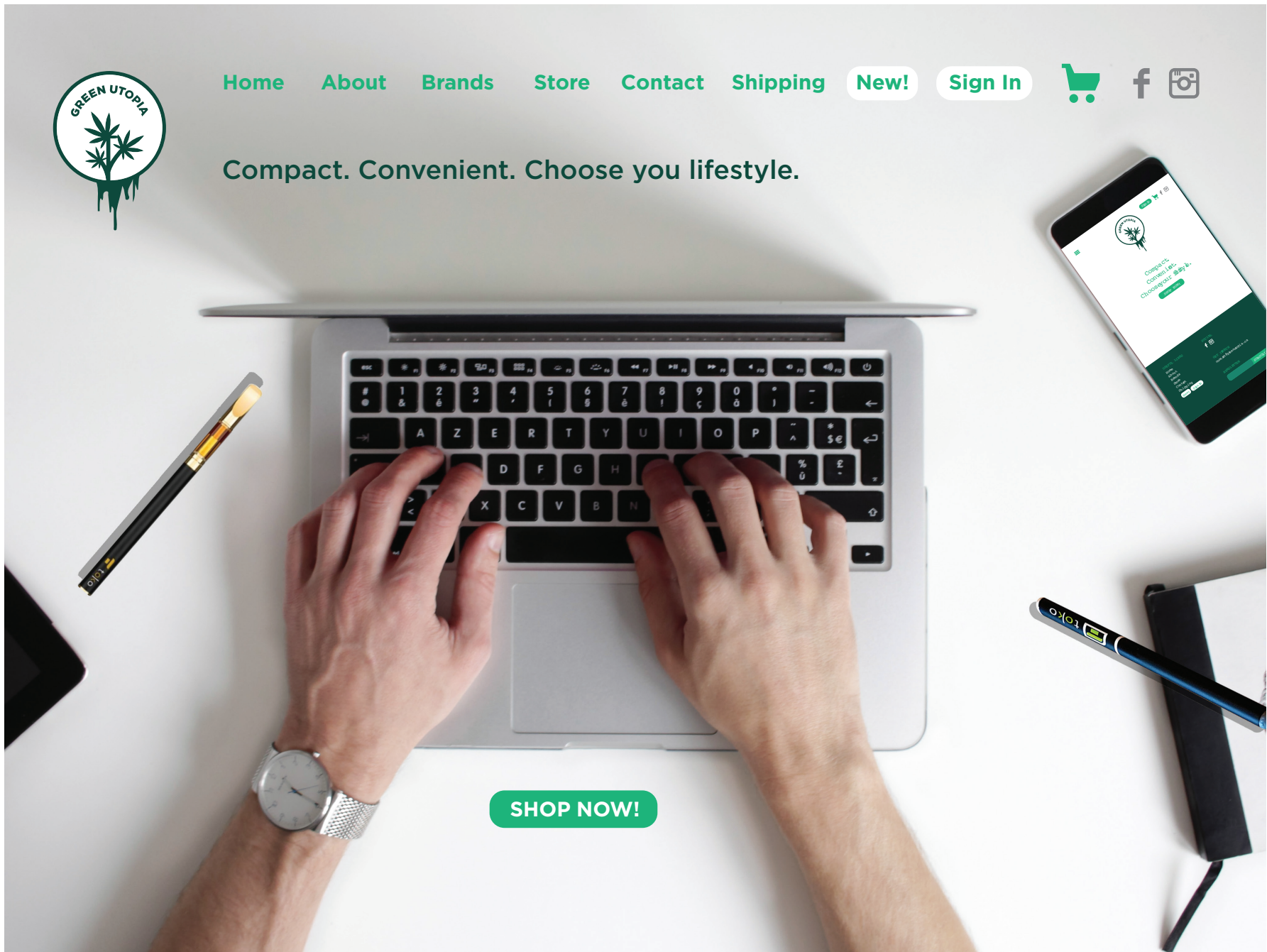
Signage Mockup

Text Palette



Wordpress Template - Sydney Pro

Mockup Guideline for Website



IDEA AEROSPACE



Idea Aerospace is a Ryerson student competition that asks for students to brainstorm and apply their new engineering concepts. These ideas are then judged by professionals in the industry. This initiative embraces inclusivity and creating opportunity.



This project involved creating a logo as well as marketing collateral. The meaning of the logo as well as the meaning of "IDEA" is what made this project most successful. The acronym stands for Ingenuity, Design, Entrepreneurship and Application.

The pinwheel design illustrates the cyclical approach of the design process, where each colour represents a stage. The pinwheel was chosen to resemble a plane engine and how it also rotates on an axle in a cyclical motion.

DEVANT

Devant is an organization that helps international students find employment after they graduate. This includes cultural fluency training, immigration legal support, image consulting, employer connections and career development for professional employment.

This project involved creating branding collateral such as flyers, banners, business cards, forms and branded documents for their internal team, clients and conferences.

Devant

STAY. WORK. SUCCEED.

At Devant, we are passionate about providing talented international students and graduates with the guidance and support they need to build a great career in Canada. Our team of experts bring over 60 years of combined experience working in higher education and career development alongside international students and top employers. We know how challenging the school-to-work transition can be for new graduates and international students in particular. Drawing on our decades of knowledge and wealth of experience in every aspect of the school-to-work journey, we will help you leverage the unique advantages that you bring to this country and set you on the path to success.



Our Process

Our personalized needs assessment is tailored to address the top challenges international students experience and identify the exact supports that you'll need to accomplish your goals. We will work with you to create a customized program and lead you through a structured, comprehensive process specifically designed to build the key skills and competencies needed in today's fast-paced and highly competitive labour market.



CULTURAL FLUENCY TRAINING

Often the most important factor in gaining employment and succeeding on the job is your understanding of and level of "fluency" in Canadian corporate culture. Our experts will teach you everything you need to know about professional expectations, business etiquette, and the unspoken rules of the Canadian workplace so that you can conduct yourself with confidence and stand out from the crowd.

IMAGE CONSULTING

Our image consultants will help you develop a professional image that will earn you the respect and confidence of hiring managers. We take a holistic approach, encompassing everything from your dress and demeanour to how you present yourself on social media.

REAL-TIME DATA

Using current data analytics, our team will provide you with exclusive labour market insights and identify in-demand skills and occupational sectors. Armed with this insider knowledge, you will be empowered to market yourself effectively and make data-informed decisions about your education and career path.

IMMIGRATION LEGAL SUPPORT

A critical step toward building a successful career in Canada is making sure you can remain in the country. Our immigration lawyer will answer your questions, provide you with the information you need to apply for permanent residency, and help to ensure that your work experience meets immigration requirements.

EMPLOYER CONNECTIONS

When it comes to job search, the key is to work smart and have a solid plan. Our team will provide you with the tools and best practices to design and conduct an effective job search strategy and help you discover the "hidden" job market that most applicants never access.

Devant

STAY. WORK. SUCCEED.

devant.ca

Together, let's make sure Canada sees all the incredible value you have to offer. Contact us to set up an appointment or connect with one of our expert team members:

250 University Ave., Suite 200, Toronto, ON M5H 3E5
(647) 781-2945 info@devant.ca

This is a business card design as well as a selection of social media posts that were created to advertise Devant's services to the students.

These posts comprise of bold graphics that are accompanied by minimal and focussed text to further motivate and engage the viewer and platform users.

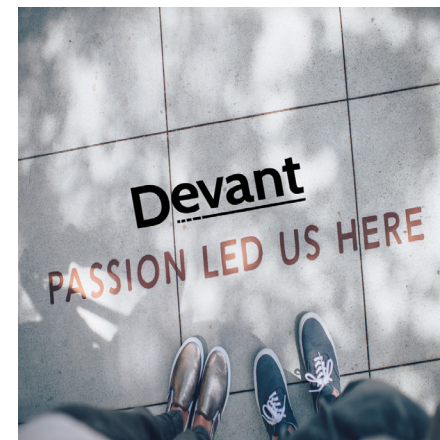
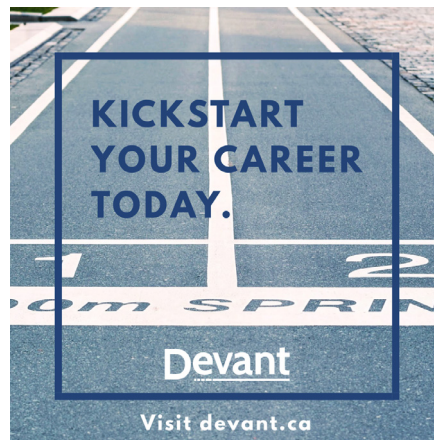
Denis Gravelle
BA, MEd, CSM
Chief Strategist

EMAIL

PHONE

ADDRESS

Devant



**ARE YOU AN
INTERNATIONAL
STUDENT?**

**LOOKING
FOR A JOB?**

Visit us at devant.ca



HEALTH E-LEARNING LMS

Health e-Learning is an LMS (learning management system) that provides an online rehabilitation program to health care workers in Tanzania.

This project involved creating a logo and brand guideline that would be utilized throughout the LMS. The logo uses rectangular shapes to encompass the term "Health e-learning" while also illustrating the creation of new boundaries that showcase the students new learnings and achievements through the courses.

BRAND GUIDELINES

LOGO

FULL COLOUR



Use whenever possible, this is the official LMS logo.

ACCEPTABLE USAGE

WHITE SPACE



When possible, avoid placing other elements closer than one width of the 'H' character.

DARK BACKGROUNDS



Alternate usage on dark backgrounds.

BLACK & WHITE



Alternate usage generally for b&w print. (Faxing, contracts, etc.)

ICON



COLOUR SCHEME



LOGO MAIN / CENTER COLOUR
HEX: #27578C / PANTONE P 105-15 U

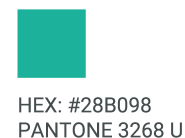


TOP COLOUR
HEX: #8AABE2 / PANTONE P 7453 U

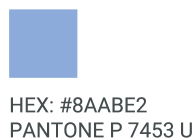


BOTTOM COLOUR
HEX: #28B098 / PANTONE 3268 U

ACCENT COLOURS (BUTTONS, TABS, ICONS ETC.)



HEX: #28B098
PANTONE 3268 U



HEX: #8AABE2
PANTONE P 7453 U



HEX: #27578C
PANTONE P 105-15 U



HEX: #919396
PANTONE 423 U

TYPOGRAPHY

LOGO

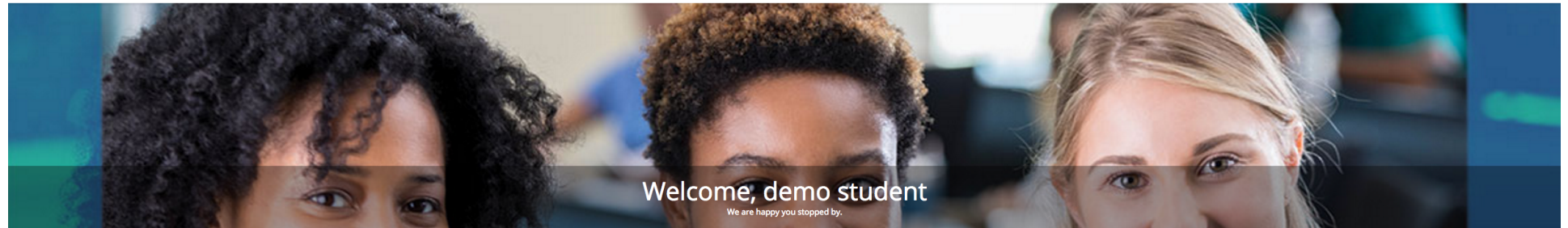
Roboto Slab - Bold (Health)
- Regular (e-Learning)

WEBSITE HEADERS

Montserrat - Bold or Extra-bold (Often Uppercase)

WEBSITE BODY

Roboto - Regular



Welcome, demo student
We are happy you stopped by.

- Resume**
2. Overview of Human Neurobiology
- My Courses**
See courses you are enrolled in
- Catalog**
See a complete list of available courses
- Resources**
Browse or download resources

Catalog

1. Professional Communications 1 ... Online Course	2. Overview of Human Neurobiology Online Course	3. Advanced Functional Neuroanatomy Online Course	4. Pain Physiology and Management Online Course	5. Sensorimotor Integration and Reflex Physiology Online Course	6. Professional Communications II ... Instructor Led Course
Completed ✓	Resume 🗨️	Completed ✓	Completed ✓	Completed ✓	View 👁️



This is what each student would see as an enrolled student. There is a catalog of courses and a progress tool that shows you how many exercises and tests you have left.

Completed

2/4

50%

In Progress

0/40

0%

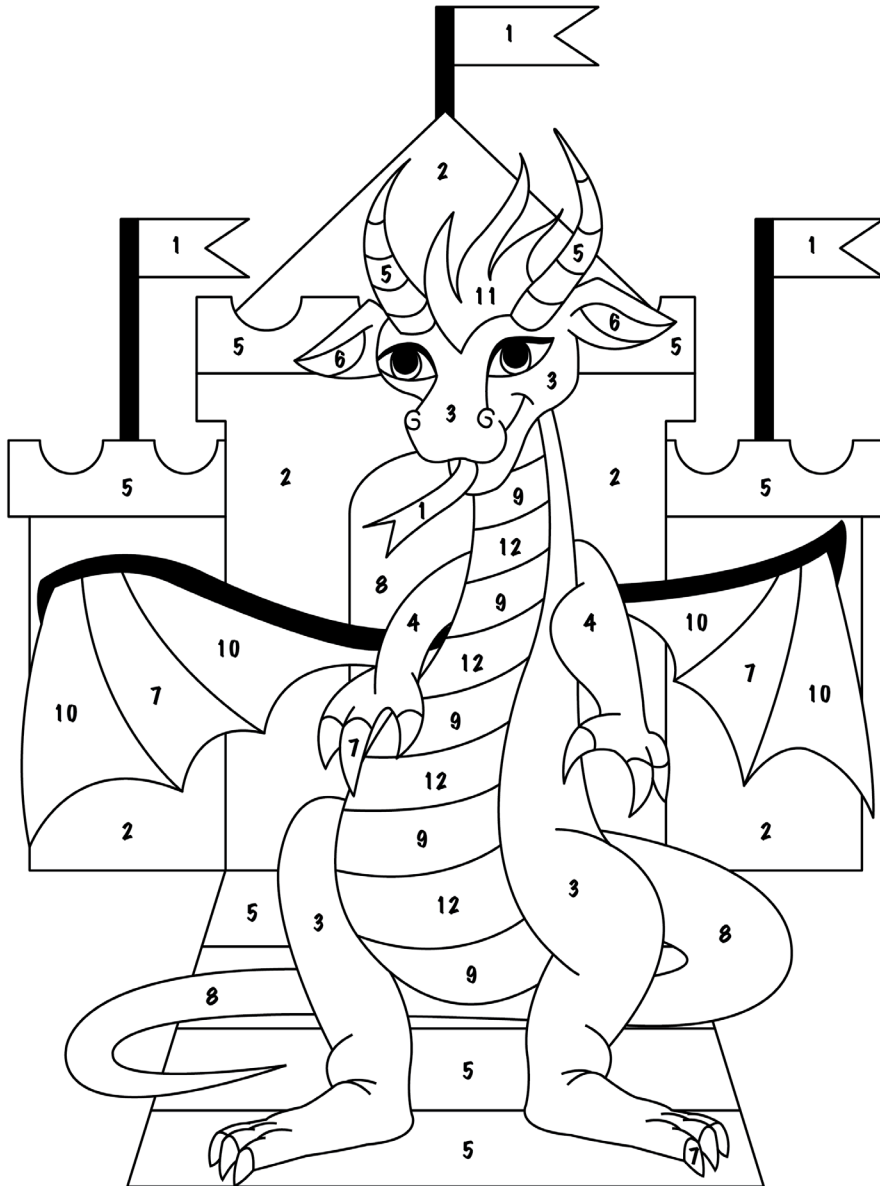
Tags

basic sciences case study neurobiology

Tags

discourse grammar linguistics rhetoric vocabulary

Rufus the Dragon



© Capu Kids

Fractions, Decimals & Percents

Solve each problem, then **circle** the correct answer in one of the three boxes below. Find the problem number on the colouring page and colour each section with the colour that corresponds to your answer.

#	Problems	Answer 1	Answer 2	Answer 3
1	Convert $\frac{11}{20}$ to a percent	54% BROWN	55% RED	56% BLACK
2	Convert 0.76 to a fraction in the simplest form	$\frac{38}{50}$ YELLOW	$\frac{17}{20}$ DARK GREEN	$\frac{19}{25}$ BROWN
3	Convert $\frac{17}{25}$ to a decimal	0.61 ORANGE	0.68 PURPLE	0.71 DARK PINK
4	Convert 0.07 to a percent	70% BLUE	7% DARK GREEN	0.7% RED
5	Convert 50% to a fraction in the simplest form	$\frac{1}{2}$ GREY	$\frac{2}{5}$ LIGHT GREEN	$\frac{5}{10}$ PURPLE
6	Convert 129% to a decimal	1.29 LIGHT PINK	12.9 DARK PINK	0.129 ORANGE
7	Order from least to greatest: $\frac{18}{25}, \frac{5}{8}, \frac{11}{16}$	$\frac{11}{16}, \frac{18}{25}, \frac{5}{8}$ RED	$\frac{5}{8}, \frac{18}{25}, \frac{11}{16}$ BLUE	$\frac{5}{8}, \frac{11}{16}, \frac{18}{25}$ YELLOW
8	Order from greatest to least: $\frac{32}{125}, \frac{25}{48}, \frac{7}{20}$	$\frac{25}{48}, \frac{7}{20}, \frac{32}{125}$ BLACK	$\frac{7}{20}, \frac{25}{48}, \frac{32}{125}$ YELLOW	$\frac{32}{125}, \frac{7}{20}, \frac{25}{48}$ DARK GREEN
9	Order from least to greatest: 32%, $\frac{9}{16}, \frac{10}{32}$	32%, $\frac{9}{16}, \frac{10}{32}$ RED	$\frac{10}{32}, 32%, \frac{9}{16}$ DARK PINK	$\frac{9}{16}, 32%, \frac{10}{32}$ LIGHT GREEN
10	Order from greatest to least: 0.77, $\frac{15}{21}, 75%$	75%, 0.77, $\frac{15}{21}$ YELLOW	$\frac{15}{21}, 75%, 0.77$ DARK GREEN	0.77, 75%, $\frac{15}{21}$ ORANGE
11	Order from least to greatest: $\frac{159}{200}, 0.925, 86%$	0.925, 86%, $\frac{159}{200}$ LIGHT PINK	86%, 0.925, $\frac{159}{200}$ BROWN	$\frac{159}{200}, 86%, 0.925$ LIGHT BLUE
12	Order from greatest to least: $\frac{53}{50}, 119%, 1.54$	1.54, 119%, $\frac{53}{50}$ LIGHT GREEN	119%, 1.54, $\frac{53}{50}$ RED	1.54, $\frac{53}{50}, 119%$ YELLOW


Counting Objects Worksheet

Count the objects in the picture and write the correct number in the box below.



Beach Balls 

Duckies 

Teddy Bears 

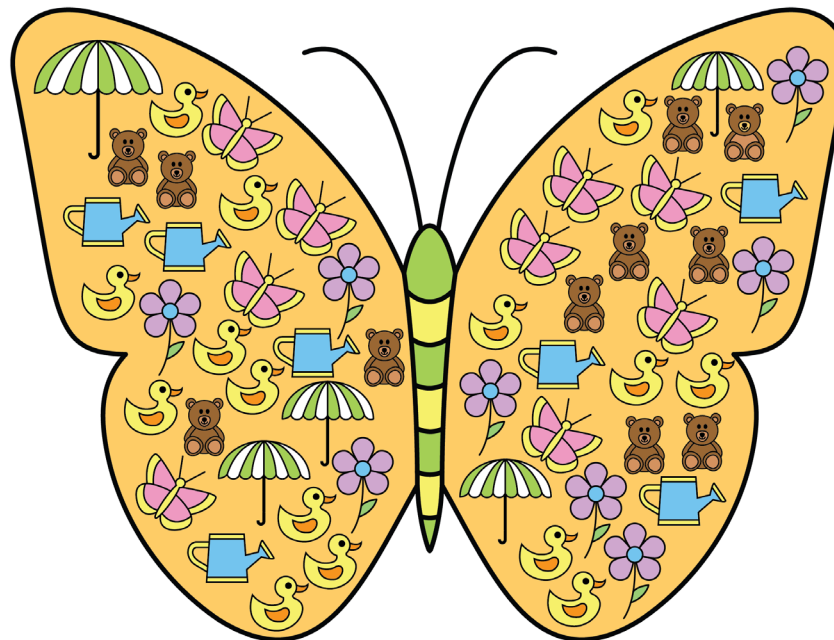
Ice Cream Cones 

Trees 

Babies 

Counting Objects Worksheet

Count the objects in the picture and write the correct number in the box below.



Duckies 

Flowers 

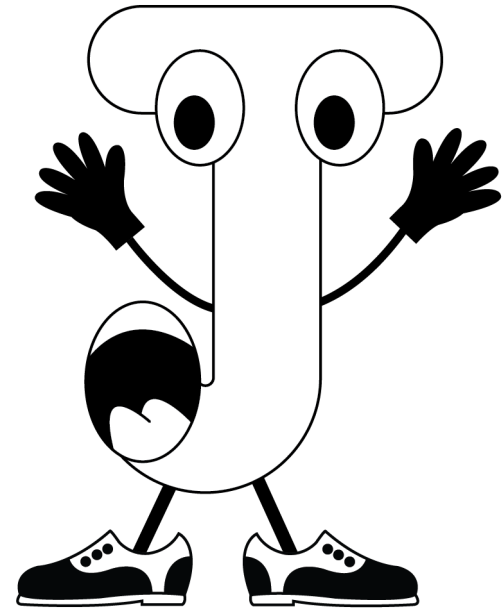
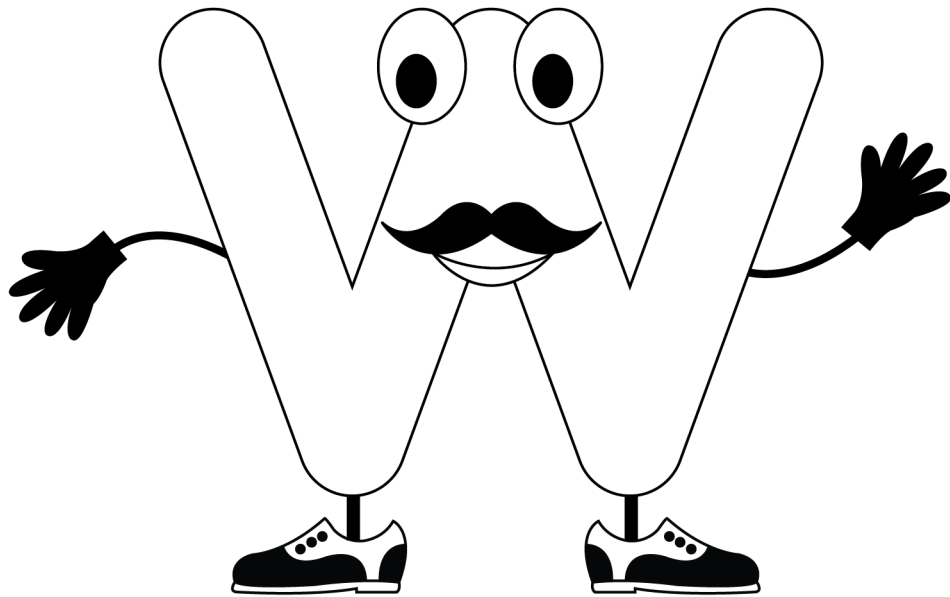
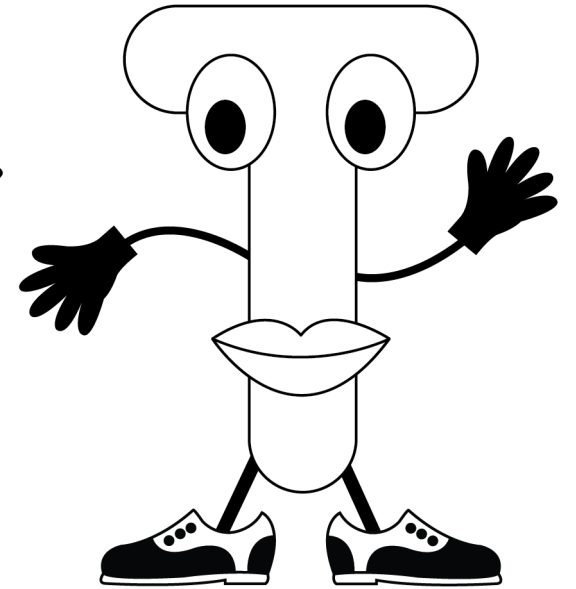
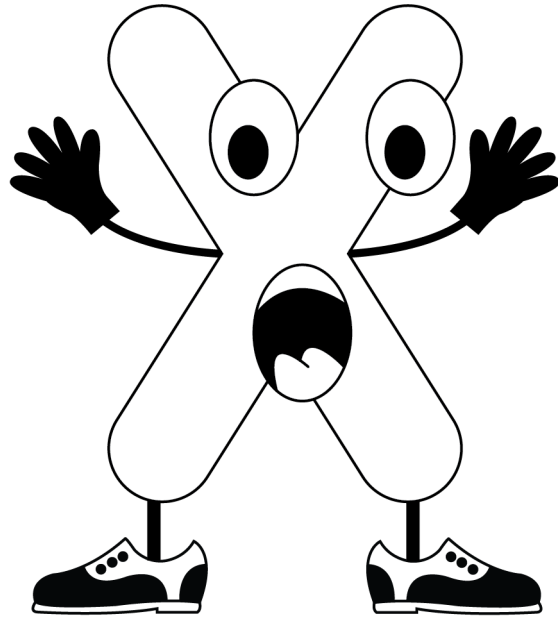
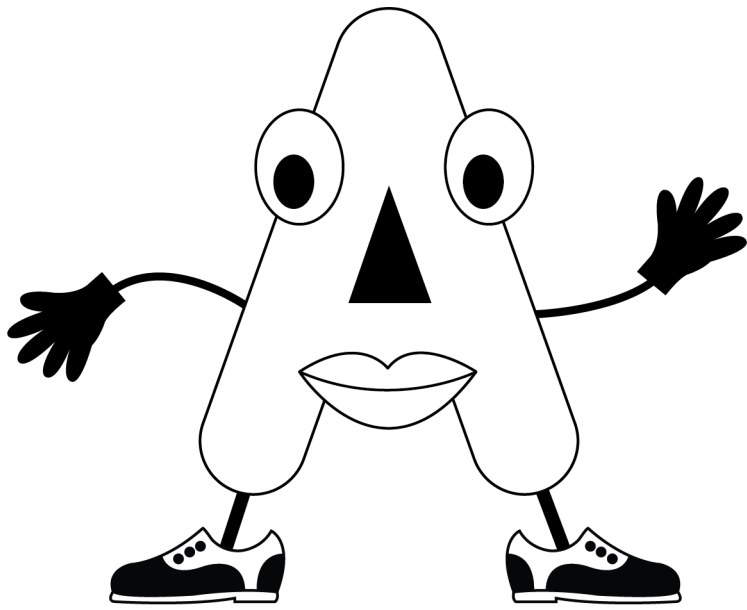
Watering Cans 

Teddy Bears 

Butterflies 

Umbrellas 

Character Designs for Alphabet Boogie Animation

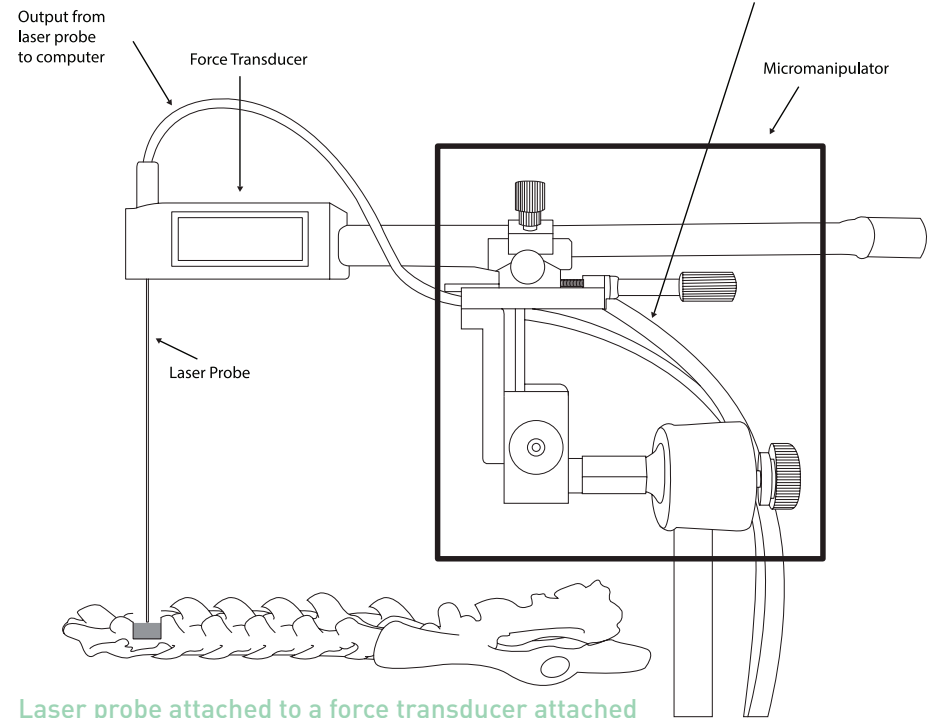
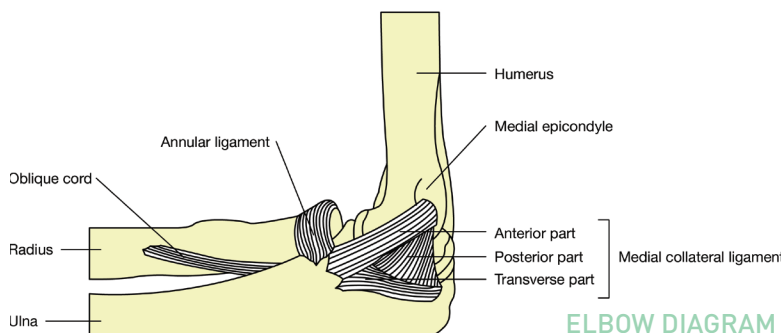
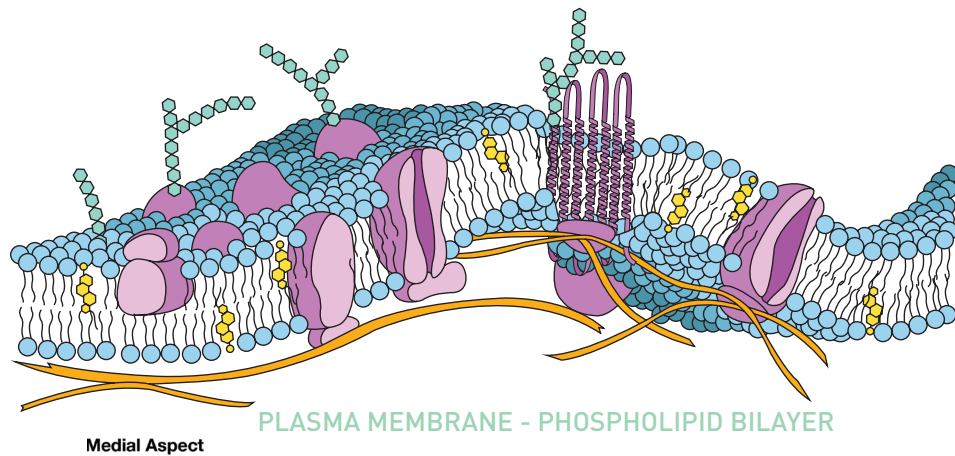
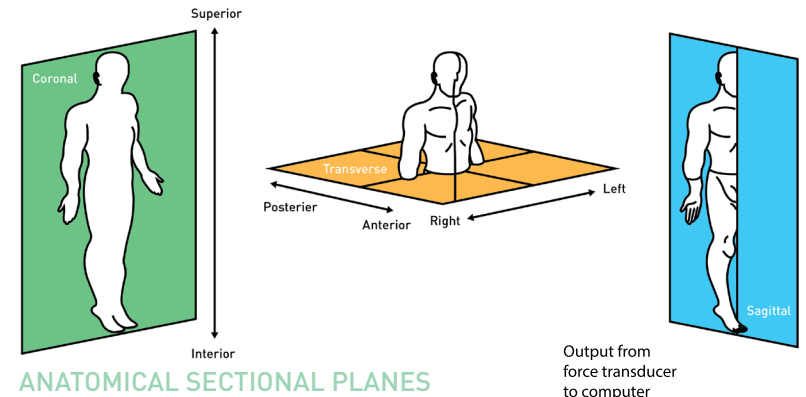
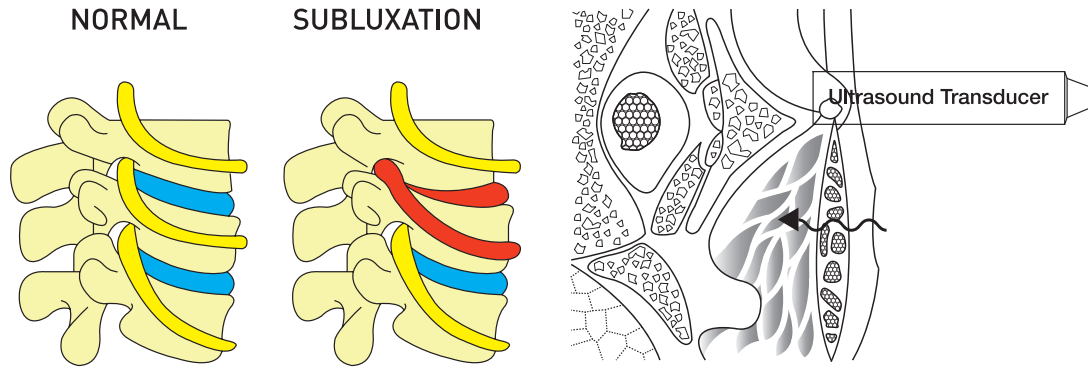


Merchandise Mockups



CMCC Anatomical Drawings & Diagrams

These drawings involved working with the students and doctors of the Canadian Chiropractic College. Each diagram illustrates a scientific process, from the bilayer of a cell to a laser probe attached to the spine of a mouse. These drawings help the reader visualize and understand the information and research that the college conducts.

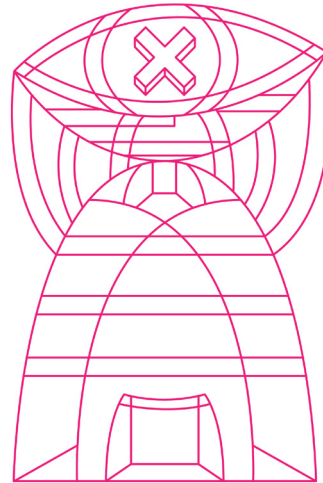


Laser probe attached to a force transducer attached to a micromanipulator (a device for making very fine movements).

Personal Illustrations

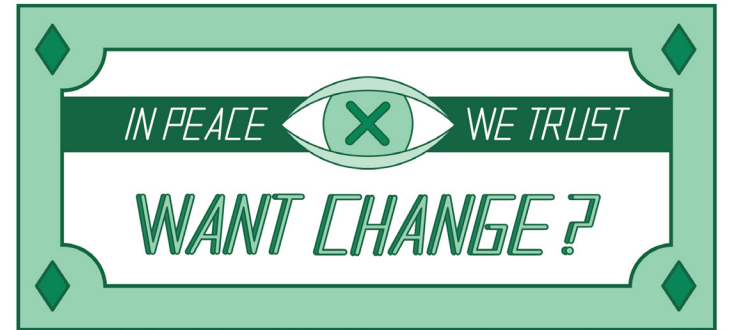


INFLUENCE INFLUENCE



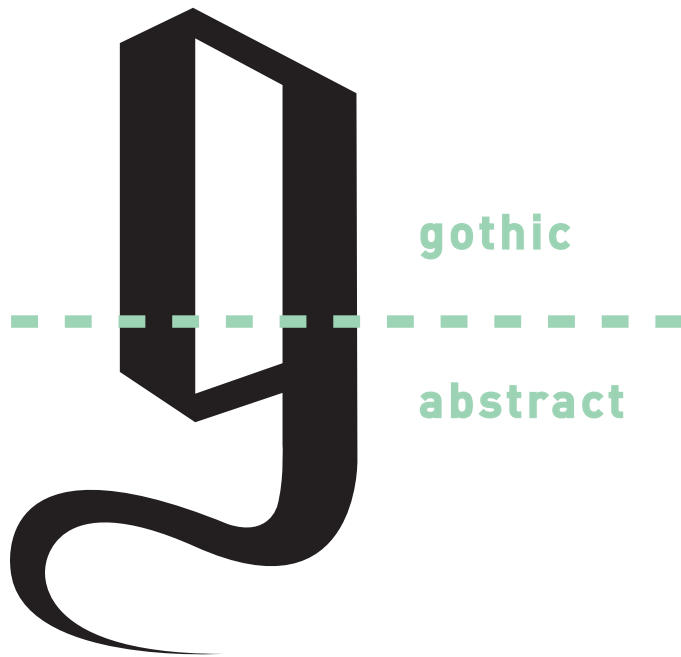
WE ARE ALL A REFLECTION OF OURSELVES.

HUMAN RACE HUMAN KIND



typography

MAGNA - DESIGNED TYPEFACE



Magna is inspired by historic script, such as gothic and blackletter, with additional free forming swashes. It is a typeface that brings together the old and the new, similar to an alloy metal.

The name Magna is inspired from the word Magnalium which is an alloy of magnesium and aluminum.

Magna is a versatile display typeface that can be used in packaging, advertisements, textiles, packaging, tattoos and more because it combines formal structure with abstract elements.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!#+"''',.?

Magna

a typeface
for paper
or skin.

∞



BANGLEZ JEWELLERY STORE

Banglez is a South Asian inspired jewellery store that specializes in bangles and other South Asian inspired jewellery.

The owner's love for music inspired this typography project. She had chosen a selection of music lyrics that meant something to her. These lyrics were the basis of the the hand drawn typography that I had the opportunity to illustrate for the grand opening of her store.



The freedom given with this project allowed me to showcase my admiration for graffiti and hand drawn typography while being able to create letters that broke the barriers of conventional type.