


PORTFOLIO

Completed works through
co-founded boutique design studio
Faith & Grace Design Studios



CREATIVE • BRANDING
GREETING CARDS • STATIONERY

Senior Graphic Design Lead: Kristina Petrilli
Art Direction, Strategy: Shirley Medici

Gloria Gemma's
FLAMES
of  *Hope*
A CELEBRATION OF LIFE™

Brand Guide 2023

*Gloria
Gemma*

Breast Cancer Resource Foundation

Typefaces used in FOH Logo, used throughout all logos for event

Athelas - Regular

ALL CAPS - LETTER SPACING 100

Gloria Gemma's

FLAMES

of



Hope

A CELEBRATION OF LIFE™

Athelas - Italic

Athelas - Regular

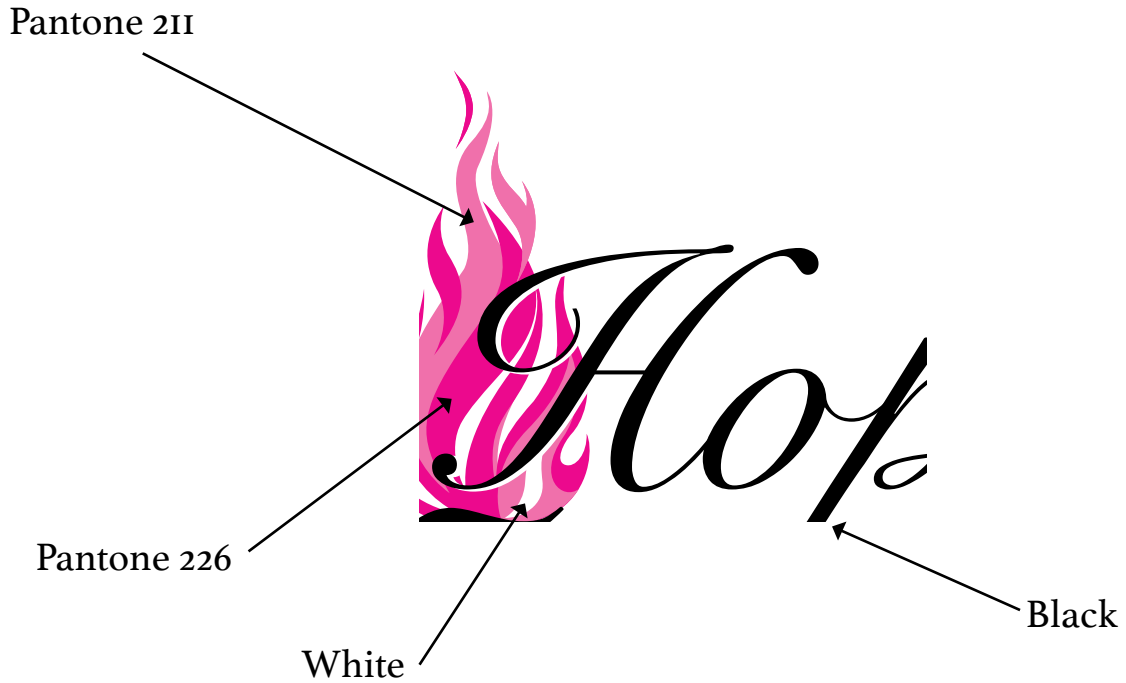
ALL CAPS - LETTER SPACING 100

Snell Roundhand - Regular

Used in Gloria Gemma main logo



Colors used



Screen Printing

Digital Printing

Digital Graphics

Pantone 226



CMYK 0 99 0 0

HEX: #E21B79

Pantone 211



CYMK 0 71 0 0

HEX: #F384AC

Pantone 218



CYMK 2 65 0 0

HEX: #EB7CB1

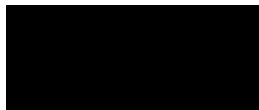
Pantone 213



CYMK 0 88 47 0

HEX: #E31C79

Black



CYMK 0 0 0 0

HEX: #000000

White



CYMK 100 100 100 100

HEX: #FFFFFF

Finalized logo for Gloria Gemma's Flames of Hope: A Celebration of Life™

Version to be used on white and light backgrounds



Version to be used on black and dark backgrounds



Finalized logo for Gloria Gemma's Flames of Hope: A Celebration of Life™

Flame mark to be used on white and light backgrounds



Version to be used on black and dark backgrounds



Finalized Volunteer t-shirt
for Gloria Gemma's Flames of Hope: A Celebration of Life™

Appearance on Royal Blue Gildan 5000 shirt



Finalized logo for Passport to Survivorship
at Gloria Gemma's Flames of Hope: A Celebration of Life™

Version to be used on white and light backgrounds



Version to be used on black and dark backgrounds



Finalized Passport to Survivorship t-shirt
for Gloria Gemma's Flames of Hope: A Celebration of Life™

Appearance on Black Gildan 5000 shirt



Finalized logo for Celebration Festival
at Gloria Gemma's Flames of Hope: A Celebration of Life™

Version to be used on white and light backgrounds



Version to be used on black and dark backgrounds



Finalized logo for Celebration Festival
at Gloria Gemma's Flames of Hope: A Celebration of Life™

Version to be used for screen printing



Finalized Celebration Festival t-shirt
for Gloria Gemma's Flames of Hope: A Celebration of Life™

Appearance on Black Gildan 5000 shirt



Finalized logo for The Pink Party
at Gloria Gemma's Flames of Hope: A Celebration of Life™

Version to be used on white and light backgrounds



Version to be used on black and dark backgrounds



Finalized logo for A Taste of Hope
at Gloria Gemma's Flames of Hope: A Celebration of Life™

Version to be used on white and light backgrounds



Version to be used on white and light backgrounds



Finalized logo for Illuminations of Life Torch Ceremony
at Gloria Gemma's Flames of Hope: A Celebration of Life™

Version to be used on white and light backgrounds



Version to be used on black and dark background



Finalized Illuminations of Life Torch Ceremony t-shirt
for Gloria Gemma's Flames of Hope: A Celebration of Life™

Appearance on Black Gildan Long-sleeve hooded t-shirt



Finalized logo for Gloria Gemma 5K
at Flames of Hope: A Celebration of Life™

Version to be used on white and light backgrounds



Finalized T-Shirt for Gloria Gemma 5K
at Flames of Hope: A Celebration of Life™

Appearance on Azalea Gildan 5000 shirt



Social Media Graphics

Gloria Gemma's
FLAMES
of Hope
 A CELEBRATION OF LIFE™

A weekend-long celebration for everyone who has been impacted by cancer.

September 30 - October 1, 2023
 PROVIDENCE, RHODE ISLAND

See the complete schedule of events @ gloriagemma.org

September 30 - October 1, 2023
 PROVIDENCE, RHODE ISLAND
gloriagemma.org

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Gloria Gemma's
FLAMES
of Hope
 A CELEBRATION OF LIFE™

Saturday, Sept. 30 | 9am-3pm
 RI CONVENTION CENTER
 free health & wellness expo
gloriagemma.org

PASSPORT TO
Survivorship
 at Gloria Gemma's
 FLAMES of HOPE: A Celebration of Life™
 2023

Saturday, Sept. 30 | 3:30-11:30pm
 STATION PARK, DOWNTOWN
 live entertainment • food trucks
 torch procession & ceremony
gloriagemma.org

CELEBRATION
Festival
 at Gloria Gemma's
 FLAMES of HOPE: A Celebration of Life™

Saturday, Sept. 30 | 4:30-11:30pm
 STATION PARK, DOWNTOWN
 live entertainment • food trucks
 torch procession & ceremony
gloriagemma.org

CELEBRATION
Festival
 at Gloria Gemma's
 FLAMES of HOPE: A Celebration of Life™

Saturday, Sept. 30 | 6-8pm
 STATION PARK, DOWNTOWN
 torch procession & ceremony
 WaterFire lighting
gloriagemma.org

ILLUMINATIONS
 of LIFE
 TORCH CEREMONY
 at Gloria Gemma's
 FLAMES of HOPE: A Celebration of Life™

Saturday, Sept. 30 | 6-8pm
 STATION PARK, DOWNTOWN
 torch procession & ceremony
 WaterFire lighting
gloriagemma.org

ILLUMINATIONS
 of LIFE
 TORCH CEREMONY
 at Gloria Gemma's
 FLAMES of HOPE: A Celebration of Life™

Social Media Graphics



Social Media Graphics



Gloria Gemma
5K
at FLAMES of HOPE: A Celebration of Life™

Walk • Run • Raise Hope
Sunday, October 1 @ 10am

Register @ gloriagemma.org



Sunday, October 1 | 10am
STATION PARK, DOWNTOWN
walk • run • fundraiser for hope
register @ gloriagemma.org



Gloria Gemma
5K
at FLAMES of HOPE: A Celebration of Life™



Sunday, October 1 | 10am
STATION PARK, DOWNTOWN
walk • run • fundraiser for hope
register @ gloriagemma.org



Gloria Gemma
5K
at FLAMES of HOPE: A Celebration of Life™



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Gloria Gemma's
FLAMES
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A CELEBRATION OF LIFE™

VIEW OFFICIAL PHOTO GALLERY OF EVENT

<https://nicholasvanderwalphotography.pixieset.com/gloriagemma2023>

*Faith
and
Grace*
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CREATIVE • BRANDING
GREETING CARDS • STATIONERY