

*LM*

**Portfolio of  
Leona Manuppella**



Snow-White &  
Rose-Red



### Snow-White & Rose-Red

Illustrating the classic Grimm's fairy tale of Snow White and Rose Red. Illustrations done in dip pen and watercolor scanned in and laid out in Indesign.

Leona Manuppella  
leomork.com



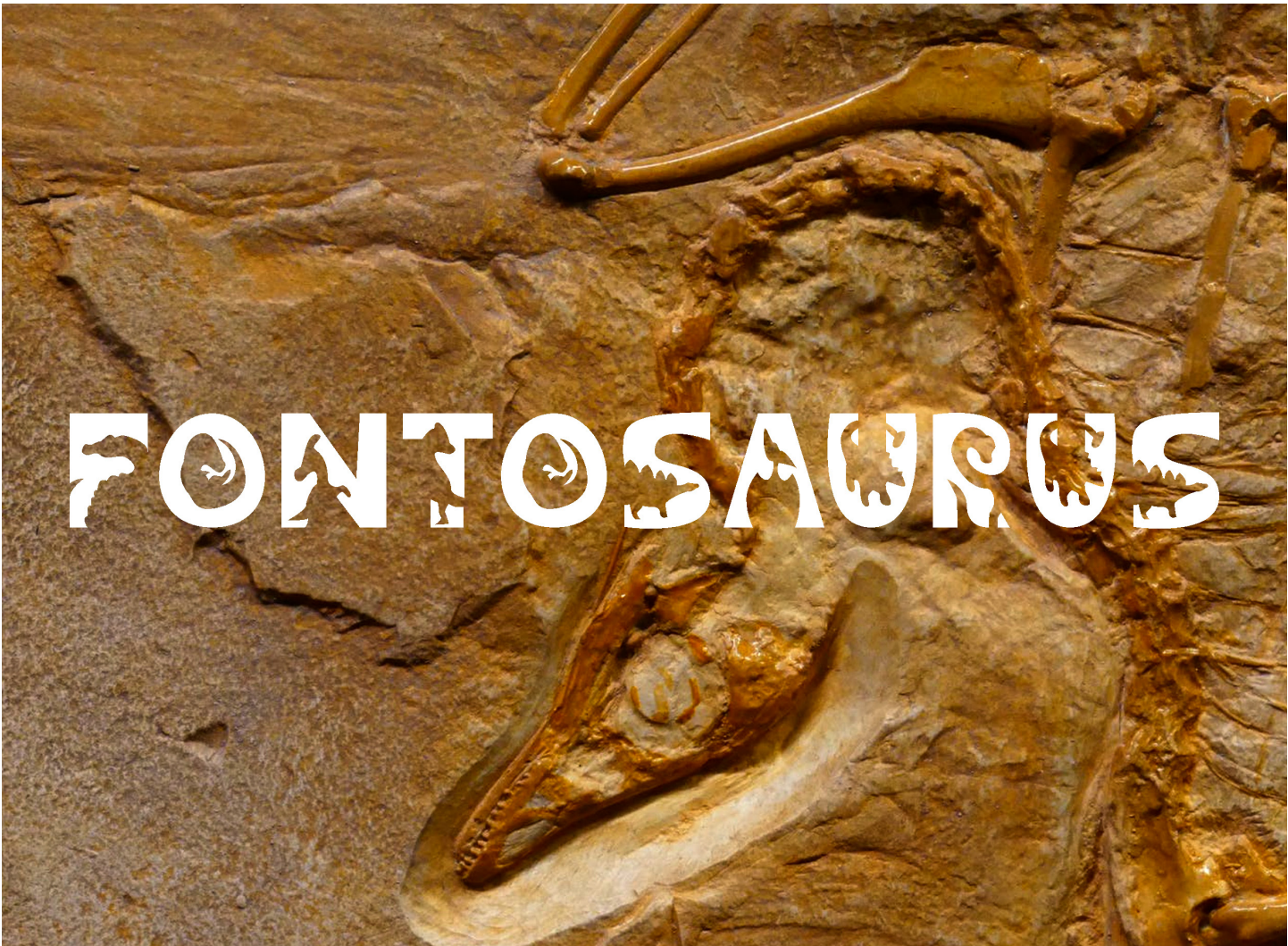


**Snow-White & Rose-Red**

Final proof print of the fairy tale book was printed on regular printer paper with the cover printed on heavier cardstock. Hand-stitched together into a simple book.

**Leona Manuppella**  
**leomork.com**





Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

**Fontosaurus**

A custom font made from scratch featuring cut-outs of prehistoric creatures inside each letterform and character.

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**Fontosaurus**  
Mock-ups showing ways that the font can be used.

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**Insane Studios**

Creating branding for the concept company Insane studios- a horror film studio.

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## Sizing



### Large- Wordmark and Icon

For large sizes, the full logo should be used in the horizontal layout.

**Insane  
Studios**

### Medium- Wordmark

For medium sizes, the wordmark can be used on its own being left justified.



### Small- Icon

For very small sizes, the icon can be used on its own.

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## Color



### Insane Red

When using the full color logo, it should always be in the "Insane Red" color. The icon and wordmark should never be done in different colors.



### Greyscale

When needed, the logo can be put into greyscale. Whatever tone of grey is being used must be the same for both the icon and wordmark.



### Black

The logo can be used in black and white both as black ink on a white or light colored background, or white on a black or dark colored background.

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## Typefaces

**Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj  
Kk Ll Mm Nn  
Oo Pp Qq Rr Ss  
Tt Uu Vv Ww  
Xx Yy Zz**

### Wordmark- Attic Antique

This typeface should be used sparingly, just for accent pieces such as titles, main headings, or other simple elements.

Because this is such a stylized display typeface, it has some strong impact but isn't suitable for large amounts of type.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz**

### Primary- Aileron

This is the primary typeface to be used with light, thin, regular, and bold variations available for variation. This is a simple sans serif typeface and works well in many different sizes and for all kinds of design works. This should be the first choice when designing anything for the brand, though other typefaces can be used where appropriate.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz**

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## Identity



### "Insane Red"

Closest pantone: 187

Hex: a6192e

RGB: 166, 25, 6

CMYK: 24, 100, 85, 17

### Colors

The brand's primary colors are "Insane" Red, black, and white. These should be the first choices in creating a design, though other colors could be used when and where needed. Darker or more "grungy" themes are preferred to fit in with the horror movie aesthetic.



### Voice

The company's voice is carried through everything produced by it. Each member of the Insane Studio team represents the brand to the public. We are a fairly informal brand. Creating horror films, we try to have some fun but still be professional. When creating a design, refer to this guide for references and inspiration, but be creative. For informal projects, maybe you can add some textures or blood splatter. For more formal things, keep it cleaner.

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## Insane Studios

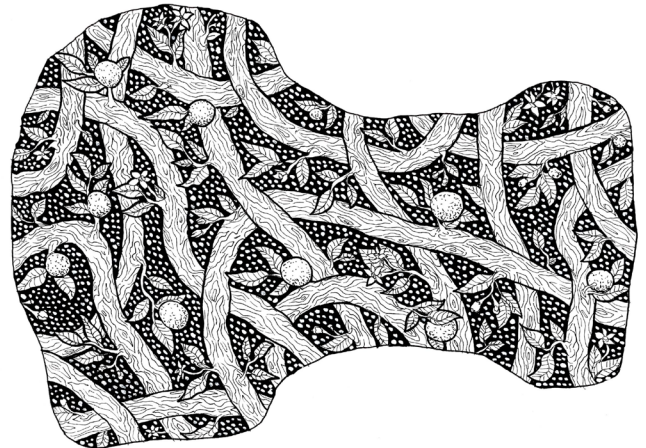
Pages from the branding guidelines for Insane Studios showcasing the use of the logo and wordmark, typefaces, branding colors, and ideas for the brand voice.

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*Carpe  
Manus*



**Carpe Manus**

Creating a brand and packaging design for a cosmetics company with a line of healing salves. Logo design and illustration created for packaging.

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**leomork.com**





**Carpe Manu's**

Product box printed from template on heavy cardstock. Labels printed onto sticker paper for metal tin as well as small "easter egg" illustration inside of packaging.

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## Spanglish

Lizzette Gonzalez | Poem  
Leo Manuppella | Dip Pen

3rd gen genetically  
But mouthwash will take the whitewash right out of me  
Cuz something that you can't see  
Is the Latina brewing up in me  
The hesitation of  
"oh does she speak?"  
Dos idiomas, fluently

They say, "there's no way you could be,"  
But yes,  
My grandparents crossed the border for me  
And I won't hesitate when I say  
Soy mexicana  
Duranguense  
Con la sangre de zacatecas por mi padre.

Yet it's not enough  
Por que siempre tienen algo que decir  
Is the color of my skin the only thing that you see  
Cuz that's the negativity you bring to the 3rd gens like me.

We'll never be enough to fit into the categories you bring  
Judging left and right  
Esta gringa ni puede hablar  
But do your grandkids speak?

I might be whitewashed but I don't trash talk  
Cuz I bleed on two flags and yet  
I don't bleed enough on one.



### The Literary Review 2022

Dip-pen illustration to accompany a poem titled "Spanglish" that discussed the feelings of being spanish american and being seen as "whitewashed".

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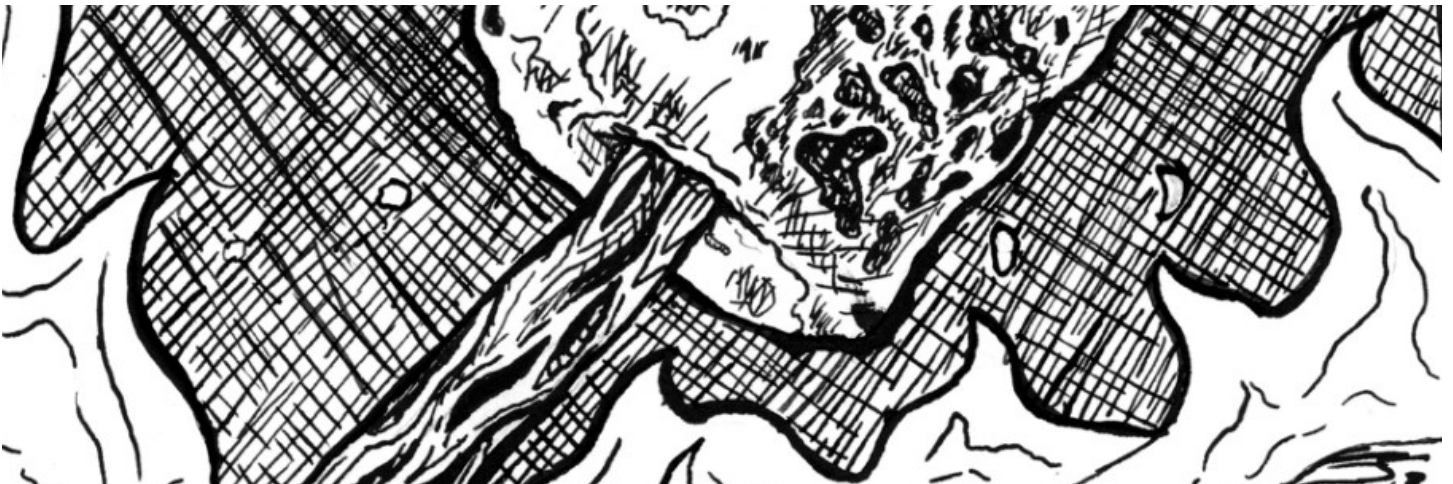


## Place

Sierra Angel | Poem  
Leo Manuppella | Dip Pen

Stars in the night sky softly danced  
and caressed the tips of the flames.  
Embers eagerly emerged from  
the glowing pile of sputtering  
firewood, eager to embrace  
our cozy, wool woven blankets.  
The smell of smoke effortlessly  
arose from the fire pit,  
clinging faintly to the crispy  
shell of the golden marshmallows.  
From guitar strings strummed passionate  
notes, each one prancing with the  
dwindling evening summer breeze,  
only embellishing its short  
fleeting rhythm.

Here we are safe.  
Here we are empowered.  
Under the night's dancing stars,  
Here we redeem our freedom.



### The Literary Review 2022

Dip-pen illustration made to accompany a poem titled "Place" that talks about a safe and happy place outdoors around a firepit underneath the stars.

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### Sticker Designs

I'm often creating miscellaneous illustrations and designs to turn into stickers for my shops on Redbubble and Etsy

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### Sticker Designs

Of course, I cover my own water bottle with stickers made at home on printable vinyl.

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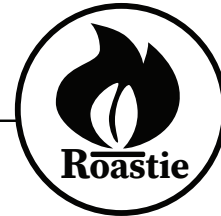
**Roastie**

Packaging design for the concept brand Roastie, a small coffee shop that sells its own roasts of coffee flavors.

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	12oz	16oz	20oz
<b>Coffee Beverages</b>			
<b>Brewed Coffee</b> Light, Medium, Dark, and specialty roasts available	\$2.00	\$2.25	\$2.75
<b>Café Latte</b> Espresso, steamed milk, topped with thin layer of foam	\$3.50	\$4.00	\$4.50
<b>Cappuccino</b> Espresso, steamed milk, topped with deep layer of foam	\$3.50	\$4.00	\$4.50
<b>Café Americano</b>	\$2.25	\$2.75	\$3.25

**Roastie**  
Cup, sign, and basic menu design for the coffee shop Roastie

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**Thank You**