

Sam Dal Monte

samdalmonite.com @samd

Harp

I was contracted by Chloi, a Vancouver-based startup founded by the co-creators of PhoneGap, to design an identity for their upcoming Harp platform, the first front-end as a service, in preparation for their launch through Mozilla's WebFwd startup accelerator

harp

Wordmark

harp
harp
harp



Exclusion zone



Do not combine wordmark and emblem

Emblem



Small version — use only at sizes where details of full-size emblem would not be legible

The design of secondary graphic elements, such as patterns and borders, incorporates the italic angle and line widths from the wordmark and emblem

Colours



#F5F3F0 R245 G243 B240	#E8E6E1 R232 G230 B225	#333332 R51 G51 B50	#D1586C R209 G88 B108	Gradient #D1586C @ 20% to #CC52B4 @ 100%	#CC52B4 R204 G82 B180
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Patterns — based on 75° primary angle



#F5F3F0, white #E8E6E1, white #F5F3F0, 75% tint of #F5F3F0

New patterns may be created using the colours and angles included in the brand standards

Emblem with circle

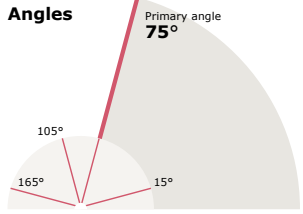


Border widths match insignia line widths 75° lines wrapped around circle

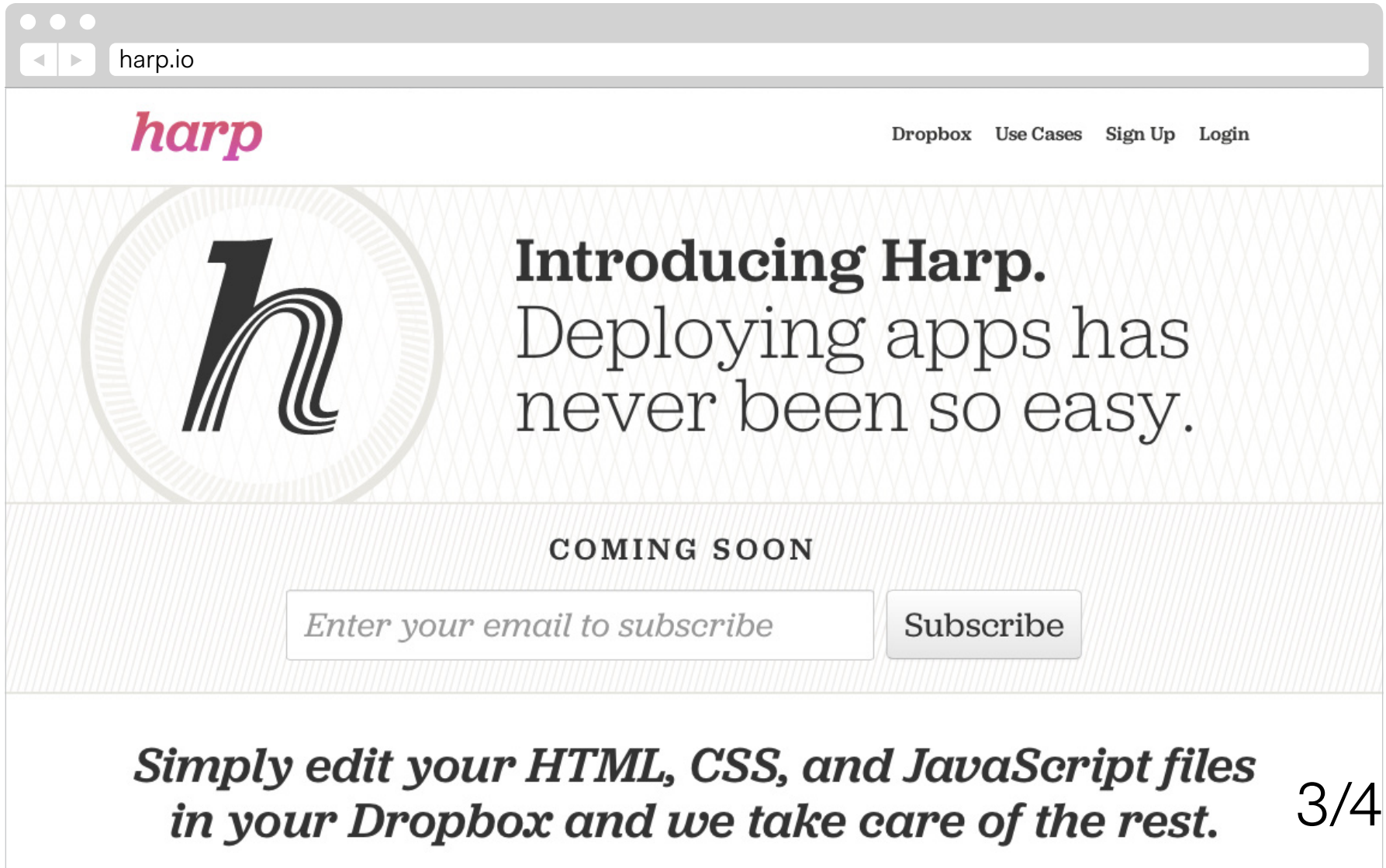


Social media user icon Splash page

New borders may be created using the colours and angles included in the brand standards



I worked with the Chloi team to design and construct a splash page, where potential users can learn more about Harp and subscribe to updates



harp

[Dropbox](#) [Use Cases](#) [Sign Up](#) [Login](#)



Introducing Harp.
Deploying apps has
never been so easy.

COMING SOON

Enter your email to subscribe

Subscribe

***Simply edit your HTML, CSS, and JavaScript files
in your Dropbox and we take care of the rest.***

3/4



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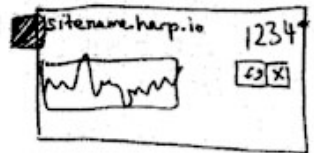
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HARP

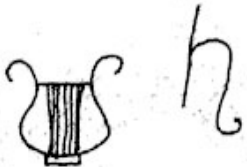
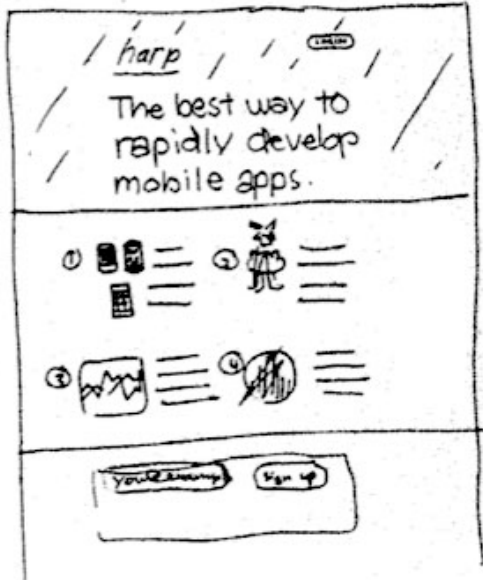


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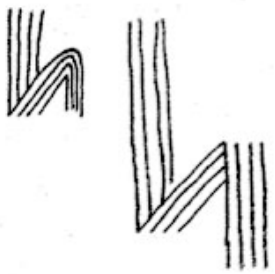
Rr



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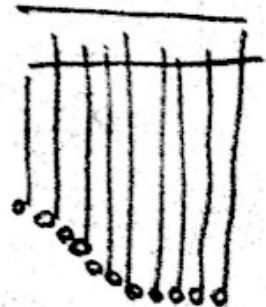
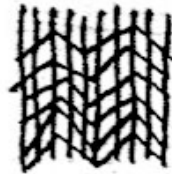
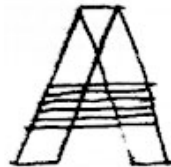


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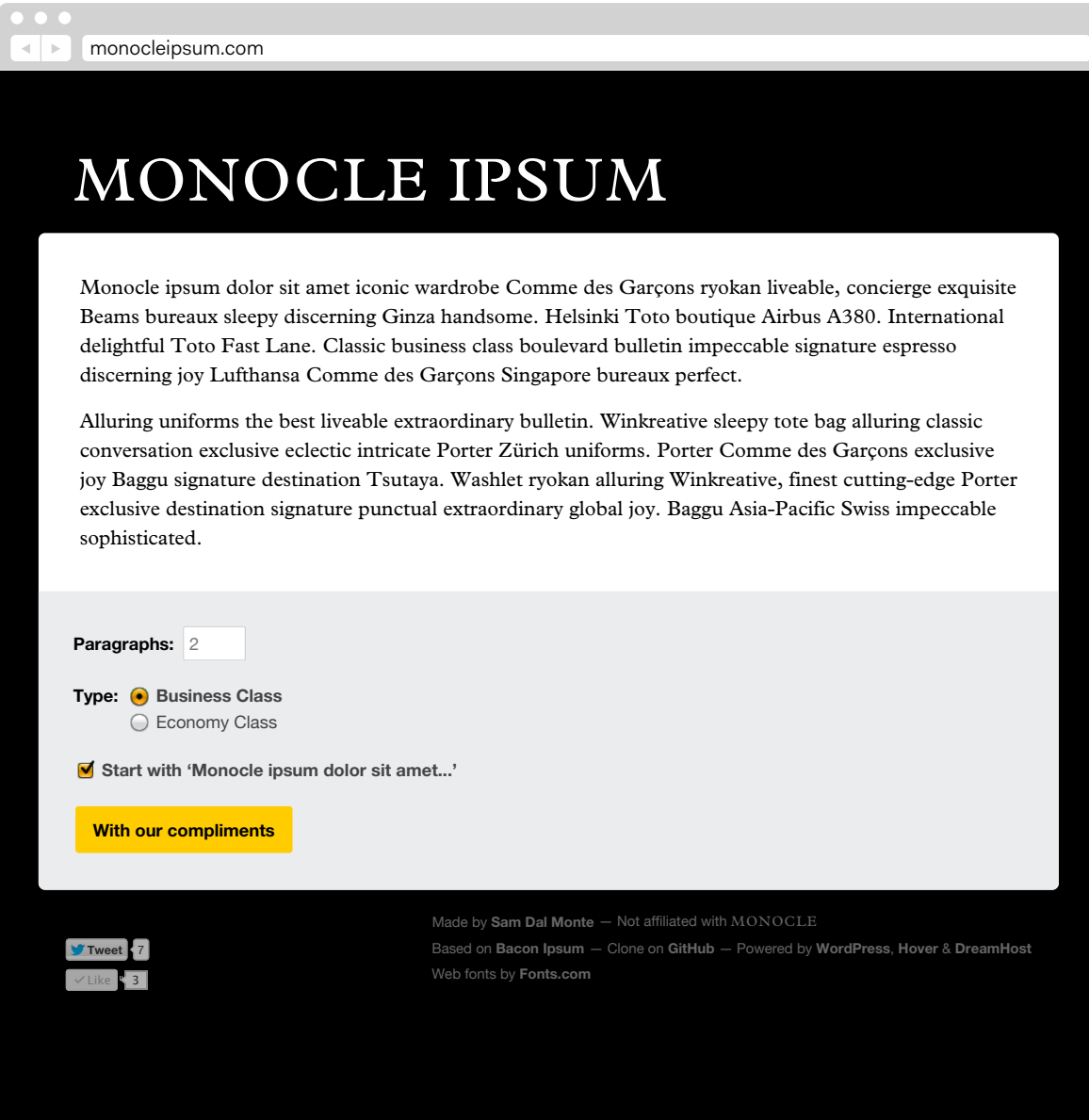


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**Monocle
Ipsum**



A small, light-hearted, self-initiated project: bespoke filler text for the global jet set

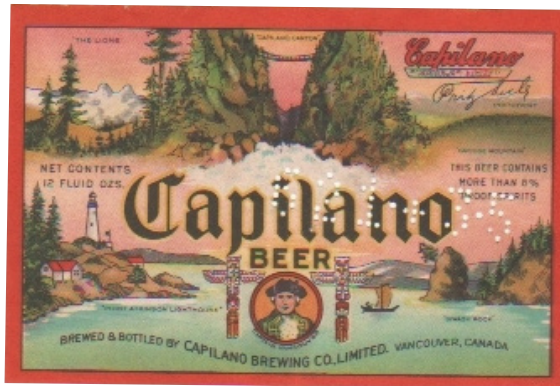
**Deighton
Whisky**

As a self-initiated branding exercise, I created a fictitious brand of Canadian whisky, distilled in Vancouver. Deighton is named after John "Gassy Jack" Deighton, a bar owner in the early days of Vancouver, for whom Vancouver's Gastown neighbourhood is named

DEIGHTON



In keeping with the DIY ethos of the small-batch distilleries in British Columbia I modeled my fictitious distillery after, the Deighton label is designed to be printed on standard Avery labels with a home printer and applied to a generic, mass-produced glass bottle



I wanted to avoid the faux-Prohibition-era aesthetic common among small distilleries and breweries, but I did include nods to Vancouver's history: my choice of typeface for the logotype was influenced by its distinctive uppercase G, reminiscent of vintage typography seen on the painted signage of older buildings in Vancouver, and the hole-punched batch number, year, and month refers to the practice of punching the date of production into beer labels

DEIG
#TON
DEIG



tna G G

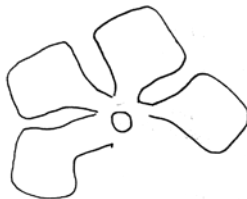
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DEIGHTON
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GGGNT



DOGWOOD

Deighton



DEIGHTON

eight

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DEIGHTON
CANADIAN RYE WHISKY



G

IGH GG



GG

Barrel



**Holiday card
2012**



My holiday card for 2012, sent out to clients, colleagues, friends, and professional contacts, is a personal retrospective of the past year, incorporating elements of my own design work and the cities I spent time in.

The design was made into a photopolymer plate and embossed in silver ink onto thick, bright white cotton paper by a Vancouver letterpress studio

60°



Vancouver Creative Wire

Vancouver Creative Wire

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NOVEMBER 21, 2012

[Aritzia opens a new flagship store on Fifth Avenue in New York](#) ∞

[Buy goods made by artists at Project Space's Art Market fundraiser](#) — opening Friday at 8pm ∞

“To invest in art and design means putting public money into areas whose value cannot be captured on a spreadsheet, where concepts like productivity, value-for-money, inputs and outputs – which so reassure the political world – simply collapse. That means faith. It means risk. But, without it, hard times surely stretch out rather bleakly.”

[Can good design save the economy?](#), asks the BBC's Andrew Marr ∞

[Turner Prize nominee Nathan Coley discusses his practice “revolving around investigations into the social aspects of our built environment” at Emily Carr University tonight](#) — Coley's exhibition [Knowledge, Kindliness and Courage](#) opens tomorrow night at the [Contemporary Art Gallery](#) ∞

[See more renderings of the proposed Oakridge Centre redevelopment, designed by Henriquez Partners](#) — more information in [the owner and developer's open house boards](#); previously: [Oakridge mall is reimagined in a redevelopment plan designed by Gregory Henriquez](#) ∞

As a self-initiated project, I designed, coded, and currently maintain a simple Tumblr blog and Twitter feed that aggregates news and opinions of interest to designers, artists, architects, and other creative professionals in Vancouver

Internship — **Applied**



While on an internship at Applied in London last summer, I worked on a pedestrian mapping and wayfinding signage pilot project for the City of Vancouver. I was most intimately involved with the design of mapping and directional signage panels, to be placed within existing street furniture

Pillar sign with heads-up walking map

DOWNTOWN
Vancouver City Centre Station

↑
Robson Street 🚇 3mins
Robson Square 4mins

←
Vancouver Public Library 5mins

Vancouver Art Gallery 3mins
Burrard Street 5mins →

CENTRAL BUSINESS DISTRICT






Georgia St



©CBS/Decaux

DOWNTOWN
Vancouver Art Gallery


↑

COAL HARBOUR  10 mins
Stanley Park 25 mins
Vancouver Aquarium 35 mins

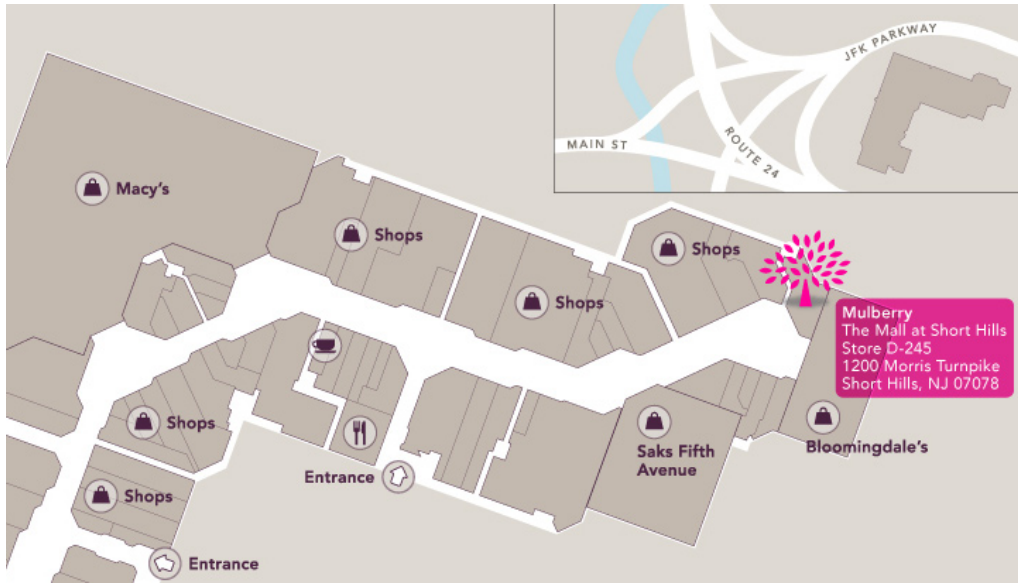
←

Robson Street  3 mins
Law Courts 4 mins
Davie Street  11 mins

→

Seawall  8 mins
Canada Place 10 mins
Convention Centre 10 mins
Cruise Ship Terminal 10 mins

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Other work I completed while at Applied includes a “walking man” icon for the City of Milton Keynes' pedestrian wayfinding system and store locator maps for the luxury brand Mulberry



Available

Available

The minimalist job board for Vancouver tech and design

SEE HOW IT WORKS

SUPPORTED BY



Available



Andrew @MuskieMcKay

Available: Software Developer who did MBA
muschamp.ca/Muskie/resumeF...



Bevan Hunt @bevanhunt

Available: Looking for FT web dev position -
#javascript #html5 #css3 #nodejs #rails
ca.linkedin.com/in/bevanhunt



Jeff Blake @jeffstoneblake

Available: Looking for contract work in #ios
#android or #rails. Send me msg for app
store links or details on rails projects
<http://www.jeff-blake.com>



Kyle Robertson @dvelyk

Available: Contract/PT full-stack web
development (HTML/CSS/JS,
Python/Django, PHP, SQL) and copy editing
dvelyk.com



micromann @micromann

Available: Looking for up to 40hrs/week in
#concept #design #illustration #mograph
#art direction. @ flavors.me/mannkind



Chad Rocheleau @cjroche77

Available: Web designer with emphasis on
dev for WordPress. See my work at
simplychad.ca

Hiring



Scott Baldwin @benry

Hiring: front-end web devs and interaction
designer at Central 1 Credit Union. Help me
make great stuff
central1.com/jobs/atcentral...



Pencilneck Software @pencilneck_sw

Hiring: we need an intermediate/senior #php
#drupal dev (NOT a themer) contract/FT.
Details at pencilnecksoftware.com/senior-web-dev...



ImageX Media @imagex_media

Hiring: We're looking for a Business Analyst-
Experience in Information Architecture,
CMS, User Experience & Needs Analysis.
<http://imagexmedia.com>



Chris Nicola @lucisferre

Hiring: We're searching for an interaction
designer and a front-end developer for
@WealthBar
matchfwd.com/companies/weal...

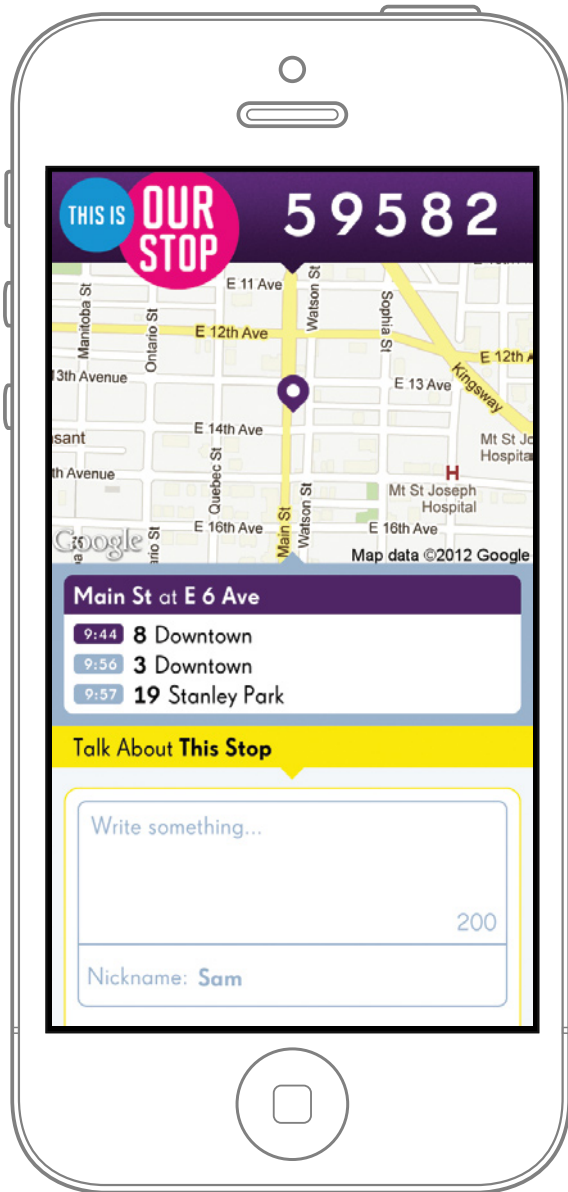


Coverall Crew Corp @coverallcrew

Hiring: We are looking for an experienced
HTML/CSS developer. #html #css
#javascript
<http://coverallcrew.com/>

I worked with Denim & Steel to improve the legibility and update the look and feel of Available, their minimalist Twitter-powered job board for Vancouver technology and design professionals

**This Is
Our Stop**



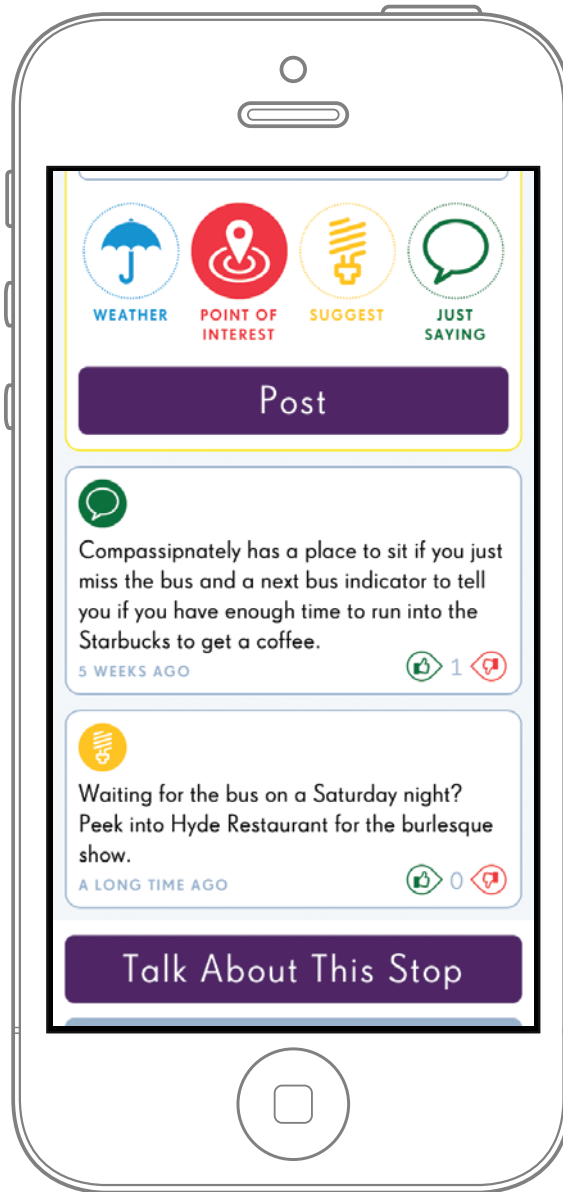
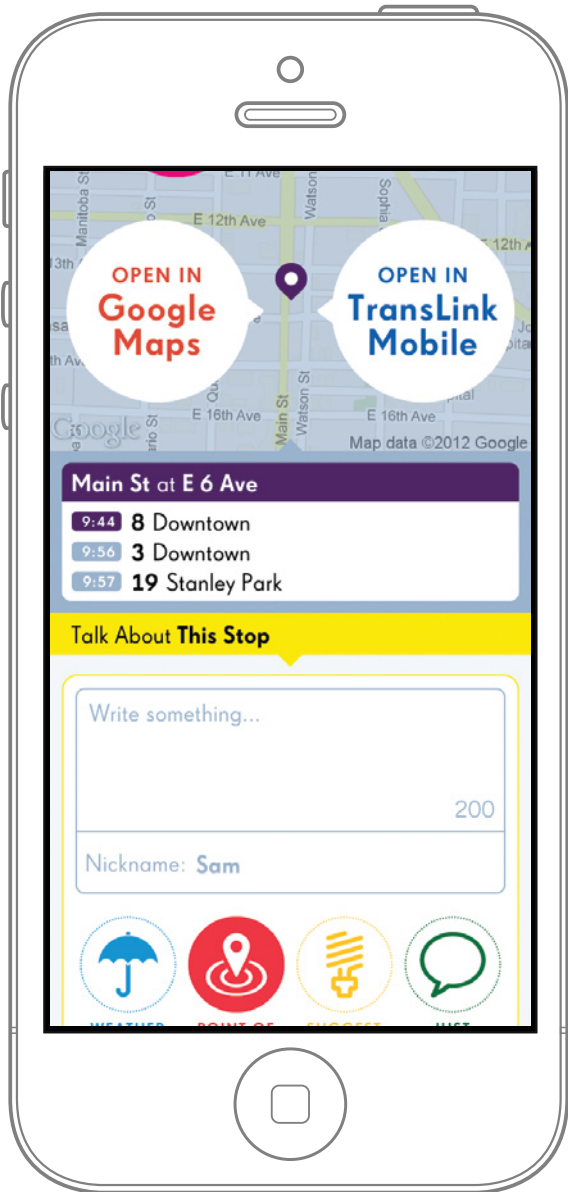
I was approached by Denim & Steel to contribute brand identity and visual design services to one of their non-profit projects, a mobile web-based social networking platform centred around Vancouver bus stops



We planned from the beginning to promote the web app with guerrilla advertising at bus stops, so the logo was designed to easily be made into circular, one-colour vinyl stickers.

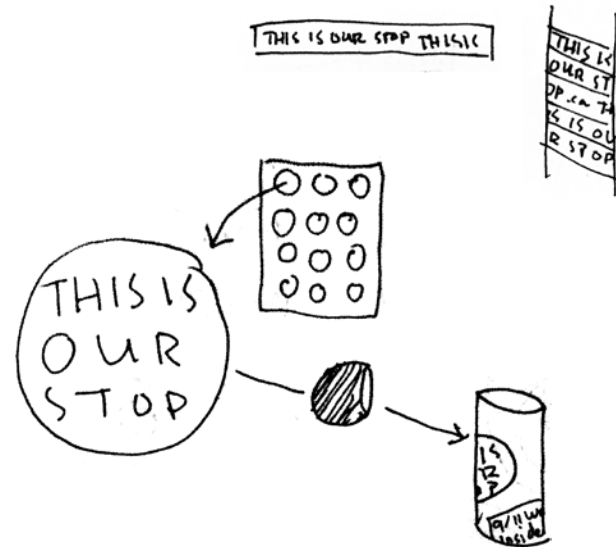
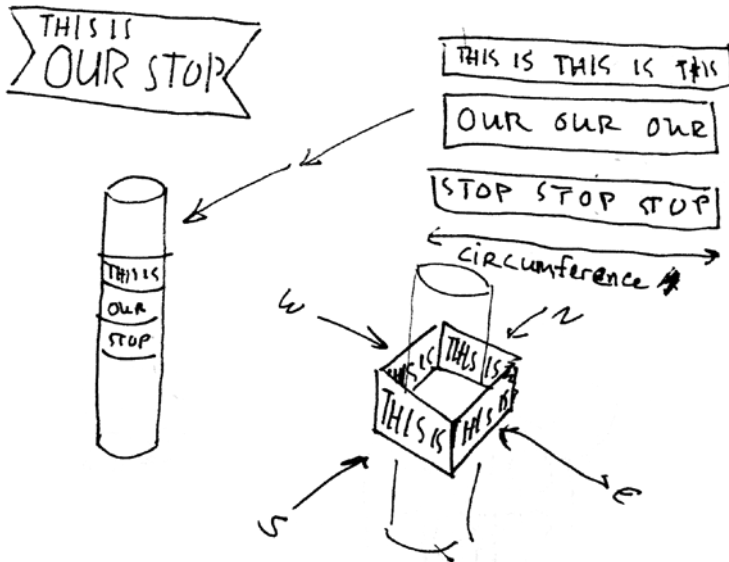
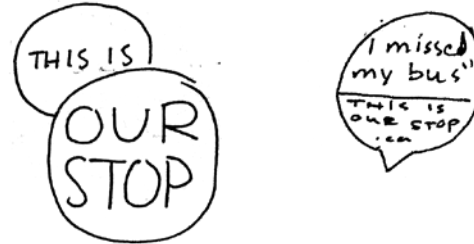
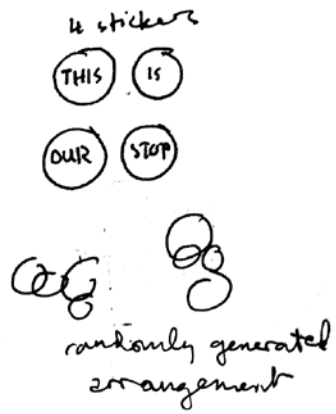
The choice of typeface for the logo was inspired by vintage Vancouver trolleybus rollsigns





I incorporated the circular motif and bold, flat colours of the stickers into the user interface and visual design of the mobile web app itself

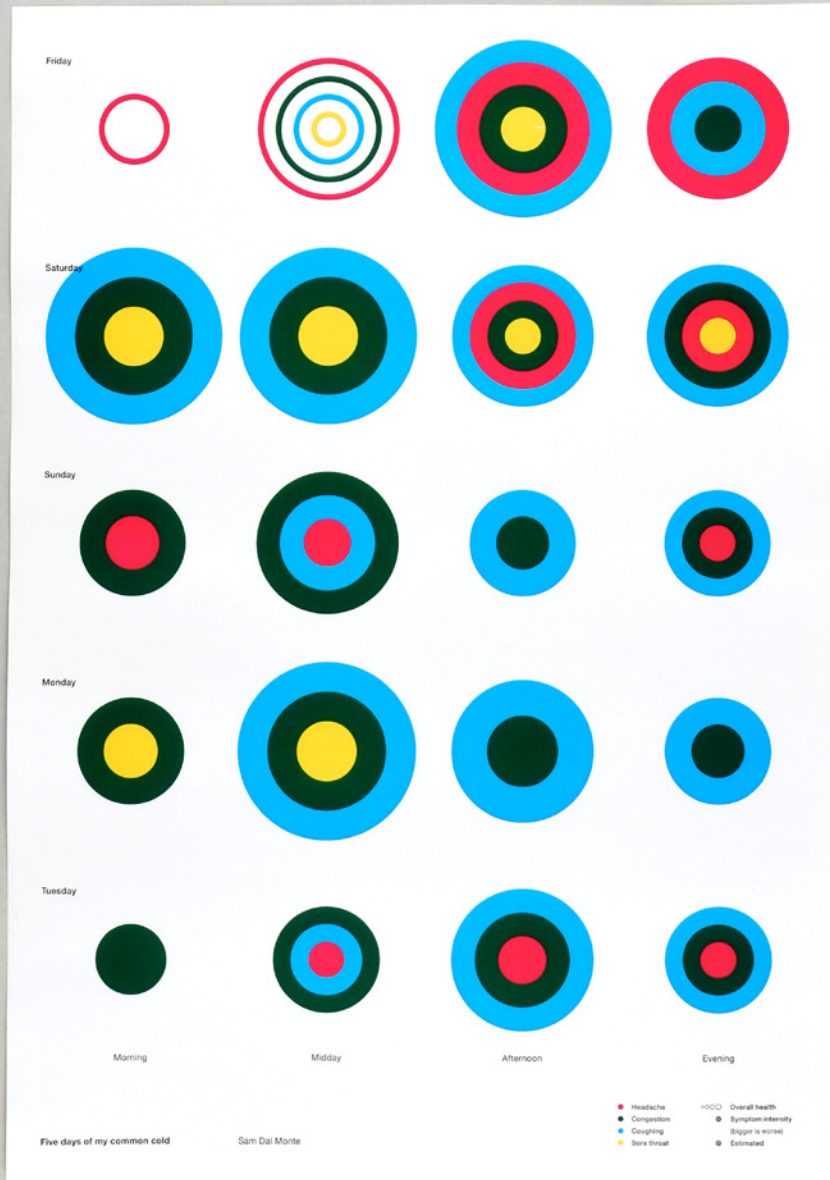




**Five days
of my
common cold**

One of my first assignments during my year on exchange at Chelsea College of Art & Design in London was to collect and map data. When I was stuck inside with a bad cold immediately after receiving the assignment, I recorded its progress and mapped the resulting data.

The vibrant colours of the visualization poster deliberately contrast with the distasteful nature of the subject matter



Thanks

— Sam Dal Monte