

My personal branding was designed with the intent to reflect me as an individual and my style of artmaking. One of my passions other than graphic design is painting, and the flow of the letters is to represent the flow in how I create. The intent behind the texture and simplicity that is applied to my logo was to give the mark a contrast of industrial yet professional. The colors palette is based on the balance I have of warmth and calmness.

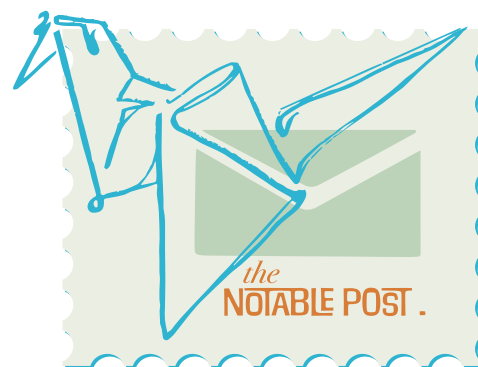
*SantElia Rough Regular Two*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Optima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890





The Notable Post. is a stationery company based in Seattle, Washington. The company encourages the act of writing and sharing your words. The logo was created to show admiration for postage and the movement of sending letters. This is achieved in the stamp design and irregular attachments of the letters in the typography. The package product that The Notable Post has is a DIY crane garland kit, in which notecards can be written on and then folded into cranes and strung together to keep precious conversations written as decoration.

FILMTYPEMAXWELL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

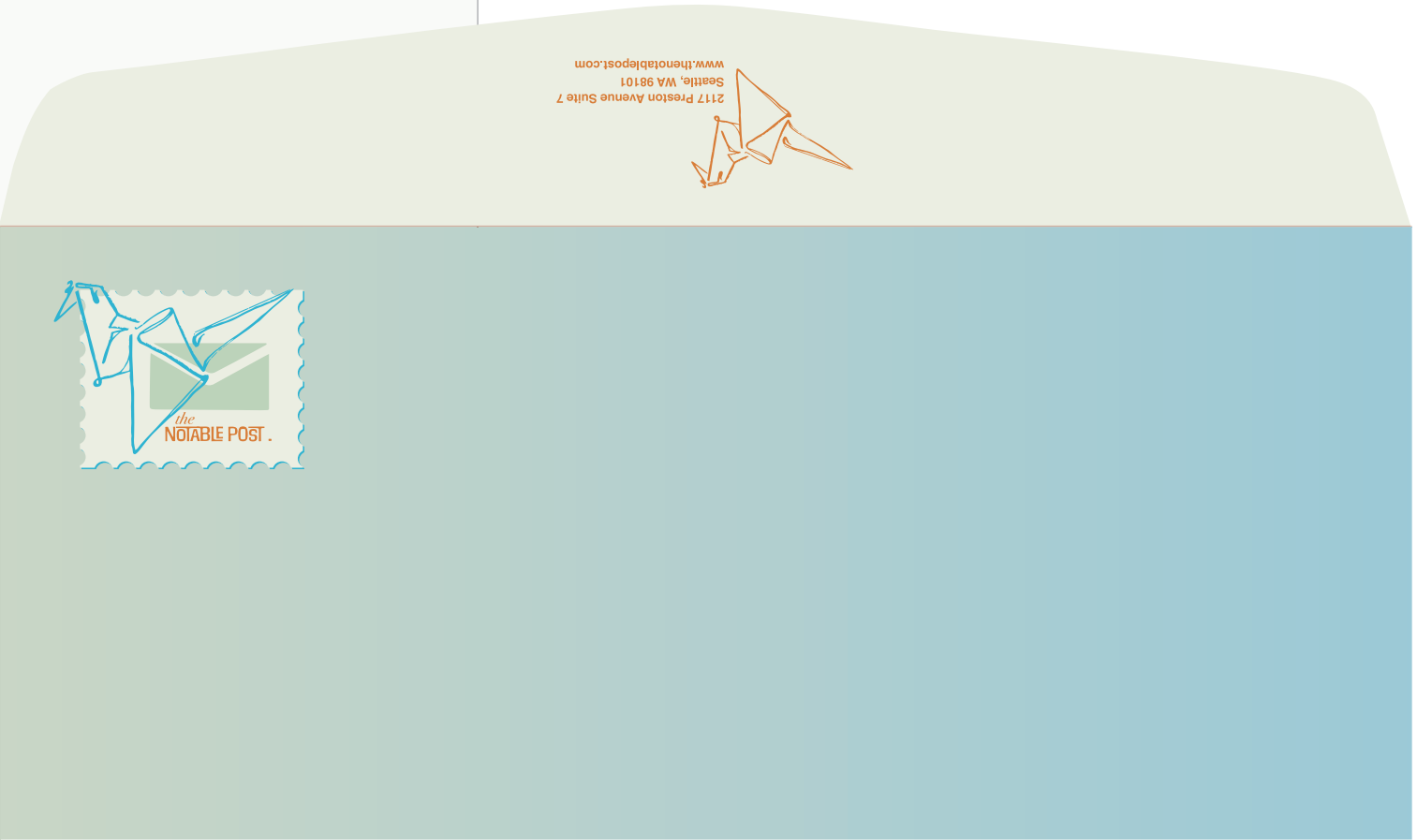
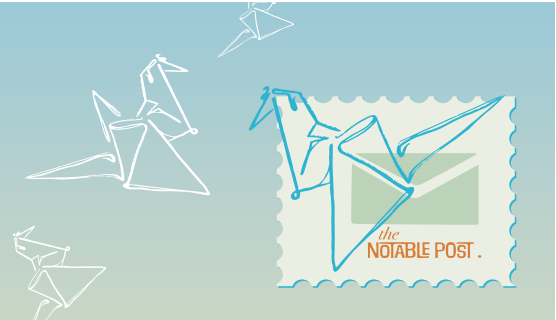
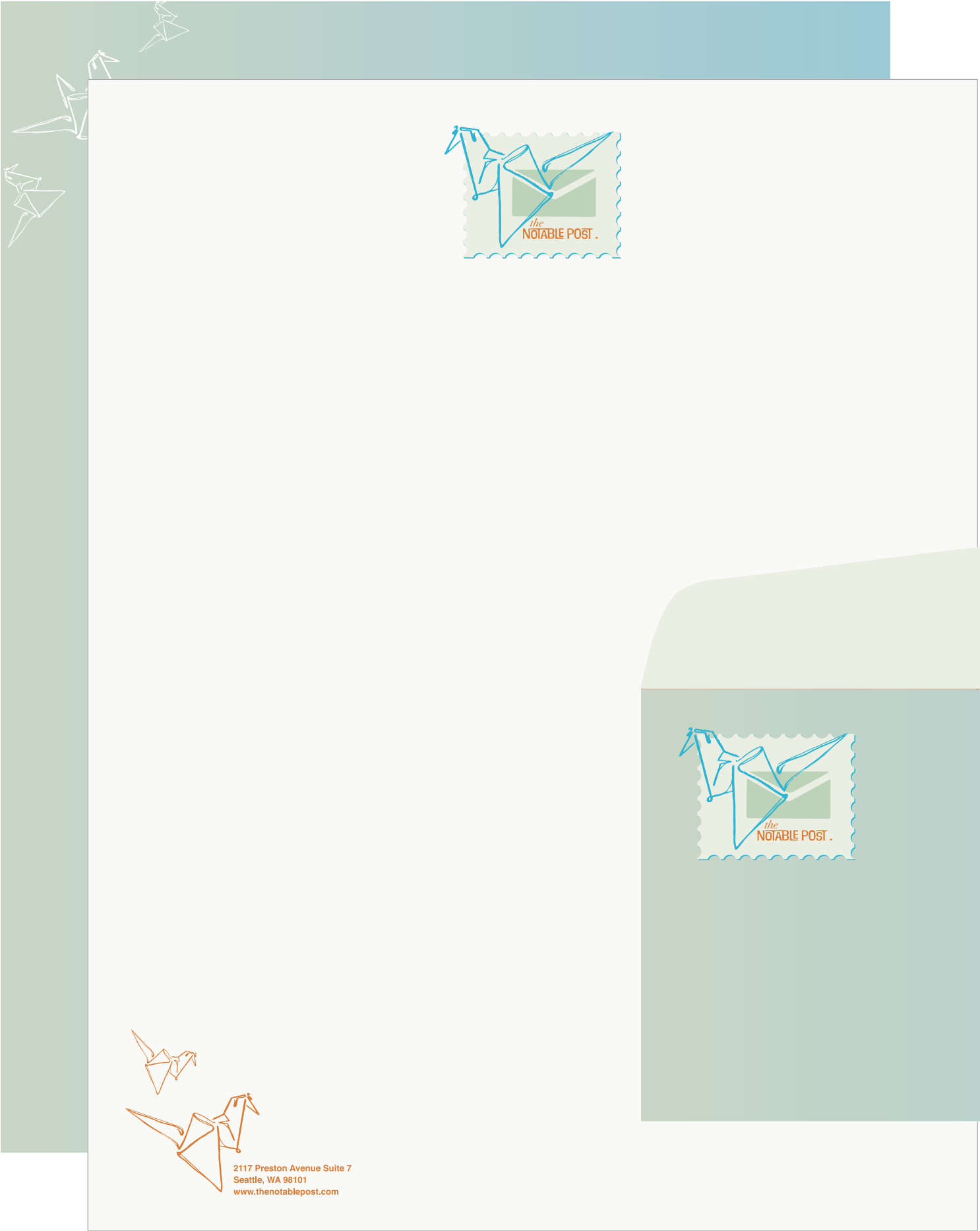
*Bodoni 72 book italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

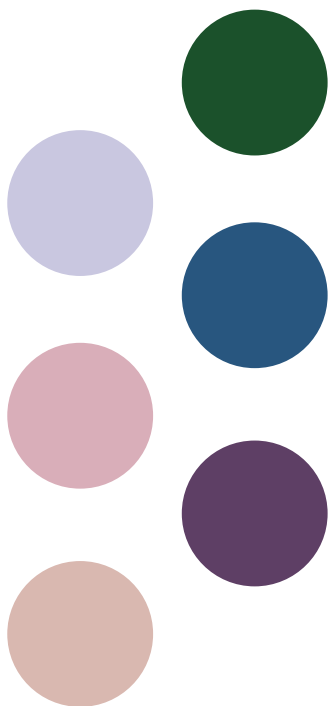
Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**









# Book Covers

A Series of Unfortunate Events books: The Bad Beginning, The Reptile Room, and The Wide Window. These were some of the books I read as a kid. The main characters must navigate the cards they have been dealt in each book. The card design on the books expresses the feeling of fate and the fear that can be within the unknown.

Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

FILTYPEMAXWELL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

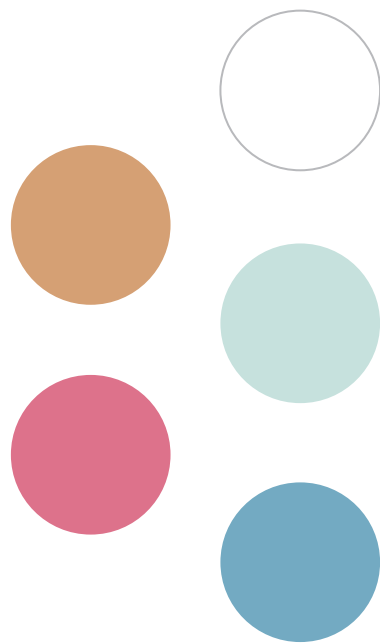
*Gardez X Bold Italic*

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abcdefghijklmnopqrstuvwxyz  
1234567890*

Pentz Classic

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abcdefghijklmnopqrstuvwxyz  
1234567890





Fauv Beauty is a beauty company based in California and inspired by Matisse. The design on the logo and the packaging of the products are clean yet expressive and hint at Matisse's work while having a gender-neutral color palette. The packaging was designed to feel cohesive while having a range in size and reflect a look of high-quality makeup.

### Bely Display

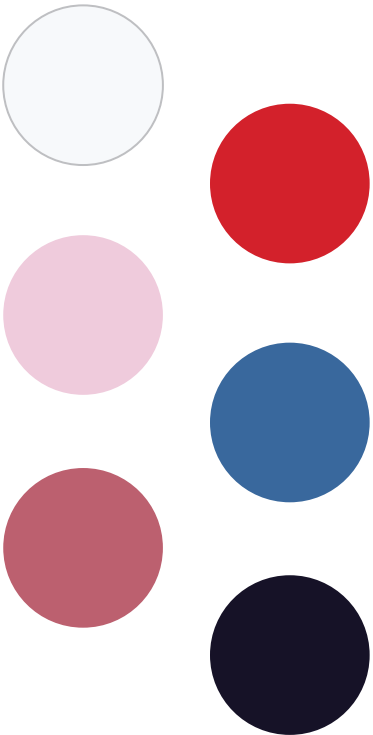
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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1234567890  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



# Article Spreads



This article is about expression through makeup. The design is made to reflect the feeling of empowerment. The typography includes an expressive display font in contrast with serif and sans serif typefaces. The images within the editorial spread are drawing done with makeup.

*Dreamboat Bold*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

*Owners WIDE Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

Bodoni 72Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# The Beauty Of Accessibility

## Makeup Is a Form of Empowerment

Makeup has become a tool of expression and a piece of independence I always longed for. As a disabled, Black, and queer woman, the freedom that comes with being able to show my family and friends the thing I did on my own is unmatched.

BY KEAH BROWN  
December 1, 2020

This story is part of The Beauty of Accessibility, our series on inclusivity and representation for people with disabilities in the beauty industry and beyond.

One thing about living through a pandemic is — at least for those of us looking to protect ourselves and others by wearing masks and only going out when necessary — we spend a lot of time staring at the same four walls of bedrooms, living rooms, and bathrooms. Trying to be productive without crumbling under the weight of the world is not easy. At the start of quarantine, everyone was making bread while I panicked about money. Next came

the Animal Crossing phase, which I skipped in favor of playing Scrabble Go on my phone, cycling through a few other games along the way. After the sheen of games wore off, I started to play around with the little bit of makeup I had.

Makeup, outside of lipstick, has always been a point of contention for me. It was a thing I loved and coveted but long believed was not for the Black, disabled, and queer person that I am. Even so, I have been watching makeup YouTubers for years, excited to see the looks they create using just one brand, or their latest review of a line the audience was asking to see. I watched my mom

and sister and cousins paint their faces and enhance their beauty, opting to enhance mine too on special occasions.

Still, I never thought I was worthy of the experience that is being in front of your bathroom mirror with your favorite songs on shuffle, dancing as you go through the motions of enhancing the beauty that is already there for others and, most importantly, yourself. I believed there were too many steps, brushes, and products that were not accessible for me to use. With full use of one hand and limited use of the other, I scoffed at the idea that I might one day be able to apply more than lipstick on a regular basis.

But time is a funny thing, especially during a pandemic; all at once it is as long as ever and happens quickly. Virgo season, aka the best part of fall, arrived before I knew it. With it came a new sense of determination to prove myself wrong and try something I had been putting off for years. My birthday is in September and as a birthday person, I tend to celebrate the whole month. This year, I did just that, and received the best surprise when my friend Mandy sent me makeup to practice creating looks. I had previously gushed to her about my love for lipstick but had no idea what was up her sleeve.

She sent me the blushes and lipsticks from the Rare Beauty line and a few other amazing items. Her very generous gift kicked me into action. With my gifted goods, plus some previously purchased foundations, primers, a 16-piece rose-gold makeup brush set, and one of those brush cleaning machines I got from Amazon, I began my journey. Since then, there have been many shirts with foundation around the collars (and frantic googling to see if it will come out), days of overdoing blush, and more poorly applied eye shadow than I can keep track of. A few months later, I am still terrible at blending eye shadow — but I won't be forever. I will not lie and tell you that I have perfected a full face, but I am pretty good at foundation. I should be, I have four: Sephora Collection brand foundation (47 in cappuccino), Maybelline Fit Me foundation (355), and two from Fenty Beauty (385), because apparently my belief in myself and Rihanna is equally unyielding. I don't try a full face every day, but when I do, I play [my makeup products] off of each other so they all feel loved. I am obsessed with the Hourglass Arch Brow Volumizing Fiber Gel. Sometimes I'll wear it with nothing else on my face.

Makeup isn't just for "beautiful" people; anyone can and should be able to wear it, should they want to.

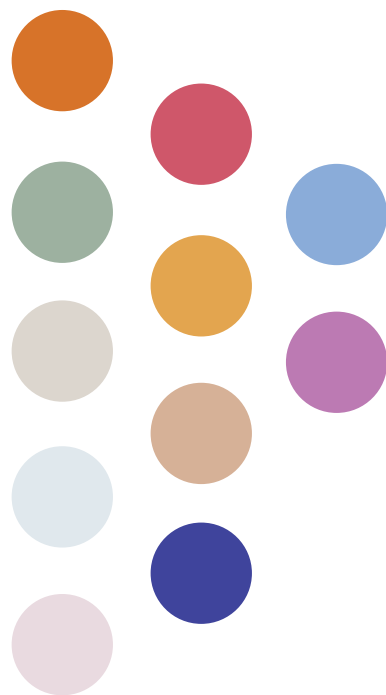
As I explore my new relationship with makeup, I often find myself reflecting on why I was so scared of it in the first place. One reason I was afraid was because I thought makeup was only for beautiful people to further their beauty, and beautiful was something I had believed I would never be. My fear also formed because, on top of not feeling beautiful enough for makeup, I

believed the point of it was mainly to impress potential romantic partners — and I never thought I'd have any of those.

However, somewhere along my journey of self-love, which began in 2016, I realized just how wrong I had been. Makeup isn't just for "beautiful" people; anyone can and should be able to wear it, should they want to, conventional attractiveness notwithstanding. It sounds cheesy, but the realization that beauty is not only subjective but something that comes in many forms allowed me to see the harm my thought processes were causing me and others when I voiced the idea aloud. The other thing I realized as I spent weeks in front of my bathroom mirror practicing this new yet familiar thing with hopes of getting to a place where I am comfortable doing it unassisted, is that I am doing it for me. There is nothing wrong with practicing the art of makeup for a romantic suitor, but when I began my journey a few months ago, I began it for myself. If I can find and foster self-empowerment in my journey with makeup, so can others.

*Makeup, for me, has since become a tool of expression and a piece of independence I always longed for.*

As a disabled, Black, and queer woman, the freedom that comes with being able to show my family and friends the thing I did on my own is unmatched. Sure, they touch me up when I need it, but I like the idea of getting ready just to run in their rooms to show them the final look, or to take pictures and text them something silly like, "Nature is healing." The most exciting aspect of learning the steps of makeup is that there is no wrong way to do it. For me and so many others, it is an extension of our personality, another way to share who we are with the world.



Daymaker is a fictitious line of chocolate bars created by the brand CHOCOLATE DAYZ, the mood theme chocolate bars for different types of days. The color palettes on each package reflect that type of day the bar is representing. The design of the logo and chocolate bar packaging reflect the rise and fall of emotion and appeal to more positive ideas.

Americane Regular

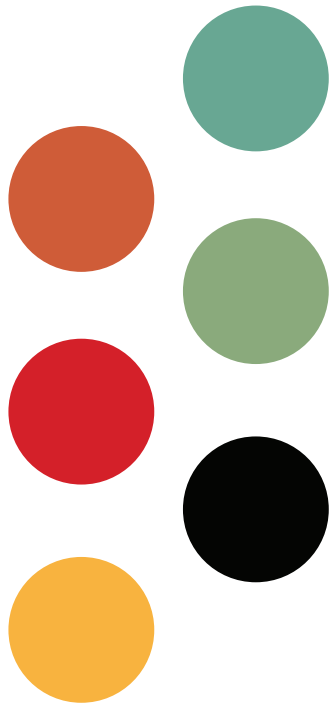
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Anisette Std Petite Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**



# Infographic



This infographic poster displays facts about various peppers that make hot sauce. The design is intended to communicate heat and intensity. This is achieved through the warm color palette a bold sans serif and serif typeface in combination. The illustration style of the images help to unify the design with a look that is hand-drawn.

DAZZLE UNICASE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Charter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# HOT TAKES

*hot sauce  
facts you hot  
to know*

Chillies have more Vitamin C than oranges with about 242mg every 100g compared to an orange which has 53mg for every 100g.



Before they had laughing gas readily available, the Ancient Mayans rubbed chillies on their gums to cure toothaches.



Cayenne Pepper can be sprinkled onto minor wounds or soaked into bandages to help stop the bleeding.



Bhut Jolokia aka ghost pepper from India was the first chilli to ever hit 1 million SHUs on the Scoville scale in 2006. It sits between 855,000 to 1,041,000 SHUs.



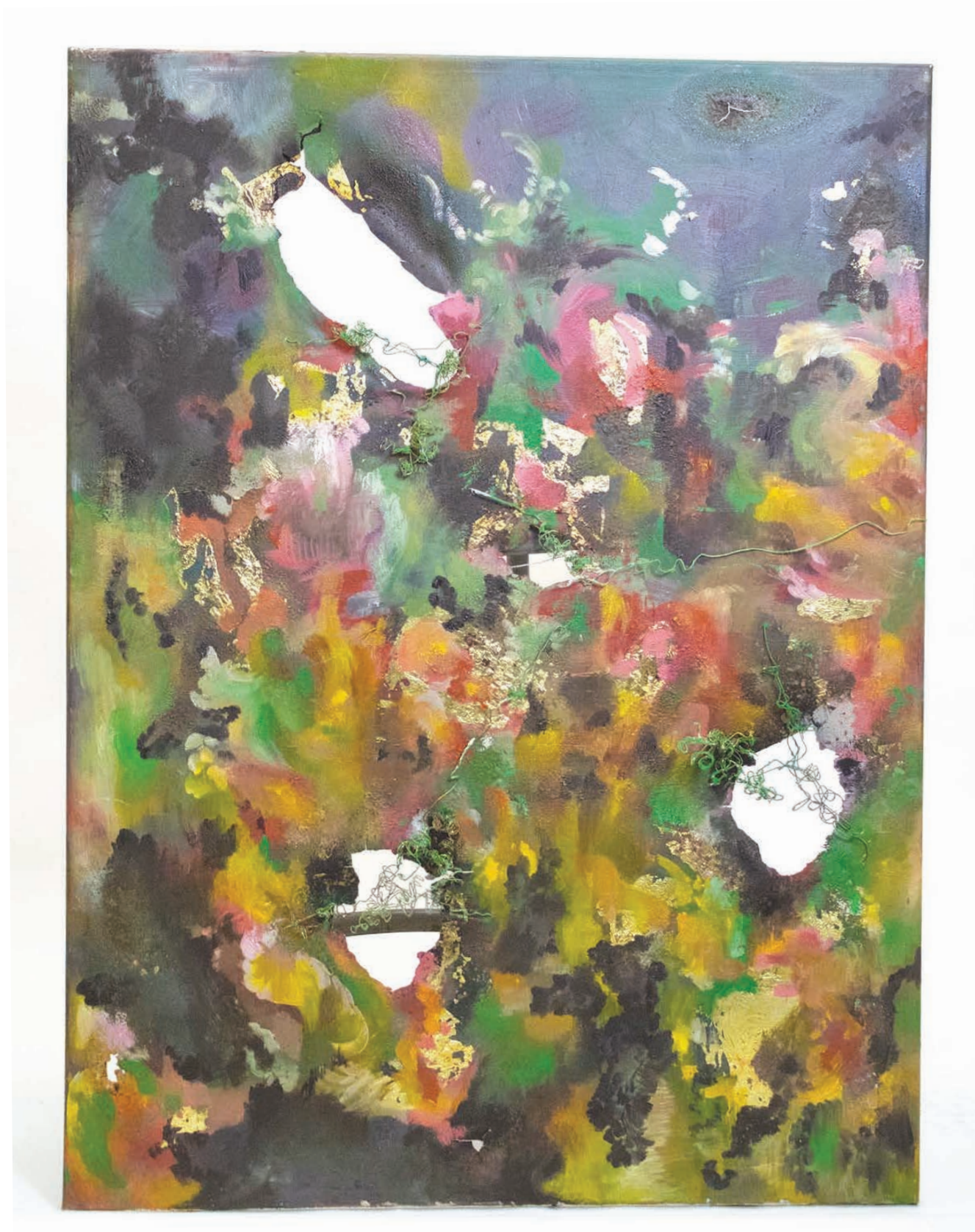
Casein, the protein in milk breaks the bond that capsaicin creates with our pain receptors, so make sure to reach for dairy not water.

In parts of Africa, farmers use chillies to deter elephants from raiding their crops because elephants can't stand the smell.

Tabasco introduced in 1868 and is the oldest surviving hot sauce brand sold in the USA today. Way to show every other hot sauce up!



# *Other Mediums*



*Forrest Fire*, oil paint, wire, gold leaf, 2022



*Soul*, oil paint, glitter, gold leaf, 2023



Candy, oil paint, glitter, 2023