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.

SanElla Rough Regular Two

Optima Regular
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.
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.

**Book Covers**

Optima Bold

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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

Avenir
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.
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, a 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 at ourselves, each other, and our reflection on a daily basis—it seems to have more time staring at the same four walls of bedrooms, living rooms, and bathrooms. Trying to be productive without engaging under the weight of the world is not easy. At the same time, working, everyone was making bread while I was about to marry. Next came the Animal Crossing phase, which I skipped in favor of playing Scallable Go on my phone, cycling through a few other games along the way. After the shoes of games were 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 lived and resented but never believed was not for the Black, disabled, and queer person that I am. Even so, I have been writing makeup YouTube 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 mum and closeted cousins paint their faces and enhance their beauty, opting to enhance mine 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, more importantly, myself. I believed there were too many steps, layers, and products that were inaccessible for me to use. With full set of one brand 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 now is a busy thing, especially during a pandemic, as it is now longer as easy and happens quickly. Viva voce, aka the best part of fall, arrived before I knew it. With it came a new sense of determination to pursue myself and something I had been putting off for years. My birthday is in September and as a birthday person, I tend to be more the whole month. This year, I did just that, and received the best surprise when my friend finally sent me makeup to practice creating looks. I had previously pushed her about my love for lipstick but had no idea what was up her sleeve.

She sent me the Mascots and lipsticks from the Rare Beauty line and a few other coworking items. I was very giddy, gifted goods, plus some previously purchased foundations, primers, a 16-piece rose gold makeup brush set, and one of those brand new machines I got from Amazon. I began my journey. Since then, there have been many times I have been asked around the house and how pretty it is for the Elizabeth Taylor collection, and one of the Elizabeth Taylor's eyeshadow palettes it is easy to blend. I even wore the entire collection. I am still in love with the eyeshadow—despite it being under my eyes. I will not lie and tell you that I have perfected a full face, but I am quite good at foundation. I believe, I have four, three of which are from the collection. I am not a professional photographer

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 might look up when they see it, but I like the idea of getting ready just to make them as good as I can. I always have a bit of makeup to play around with the little bit of makeup I had. I believe makeup isn’t just for the “beautiful” people; anyone can and should be able to wear it, so 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 was founded because, as a person of color, I believed the point of it was mainly to impress potential romantic partners—and I never thought I’d be 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 the “beautiful” people anymore; anyone can and should be able to wear it, so 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 was founded because, as a person of color, I believed the point of it was mainly to impress potential romantic partners—and I never thought I’d be any of those.

How I began my journey was initially a bit confusing. The idea of wearing makeup was something I had never truly considered, but when I began my journey a few months ago, I began to see it differently. I wanted to look and feel self-empowered in my journey with makeup, so others could believe.
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.

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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.
Hot sauce facts you hot to know

Chillies have more Vitamin C than oranges with about 20mg in every 100g, compared to oranges which has 5mg for every 100g.

Before they had laughing gas readily available, the Ancient Mesoamerican chillies on their gums to ease toothaches.

Cayenne Pepper can speed up cut or open wounds or seized into bandages to help stop the bleeding.

Bhut Jolokia aka Ghost Pepper from India was the first AH1 to reach the 1,400,000 Scoville scale in 2007. It sits between 800,000 to 1,441,000 Scovilles.

Garlic, the proven to aid breaks down the capsaicin enzymes with our pain receptors, so make sure to wash the diary not vata.

In parts of China, many are chillies to deter elephants from raiding their crops because elephants can’t stand the smell.

Tobacco introduced in 1617 and in the oldest surviving hot sauce brand sold in the USA, today Way to show every other hot sauce up!
Other Mediums
Soul, oil paint, glitter, gold leaf, 2023
Candy, oil paint, glitter, 2023