



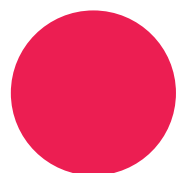
For My personal identity, I wanted to reflect who I am to my employers and clients so I chose to go with a western theme and joyful colors. This mark needed to be something that could be showcased in the professional world while also depicting my personality, subsequently, I chose to create a simple letter mark with a little spur at the end of the F. My fun-loving personality is showcased in the bright red and pink of the stationery and my love for all things Western can be seen in the symbols used across the system.

Aa

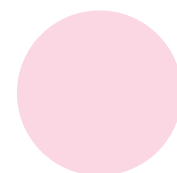
Myriad Variable Concept
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Bilgic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



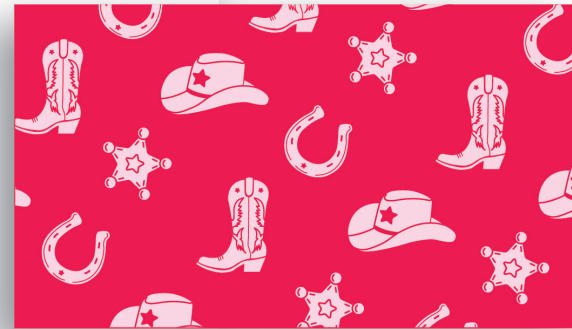
CMYK: 0, 98, 58, 0
RGB: 238, 32, 82
HSB: 345, 87, 93



CMYK: 0, 17, .76, 0
RGB: 251, 214, 227
HSB: 345, 87, 93



avery.farr20@gmail.com | 817.889.4017 | averyfarrdesigns.com





Heirloom Boutique is a clothing store that specializes in taking thrifted clothes and redesigning them to be a timeless piece in their clients' closets. Heirloom is based on Mainstreet in Gurene Texas which is well known for its Texas flare. Because of this, a disco cowboy hat was the perfect logo for this shop because of its Texas charm and exciting nostalgia. These themes carried over into the stationery with bright lively colors and a little sparkle.

Aa

Sign Painter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

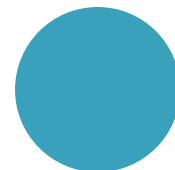
Aa

Acumin Variable Concept

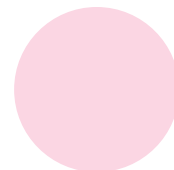
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

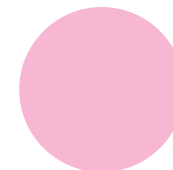
1234567890



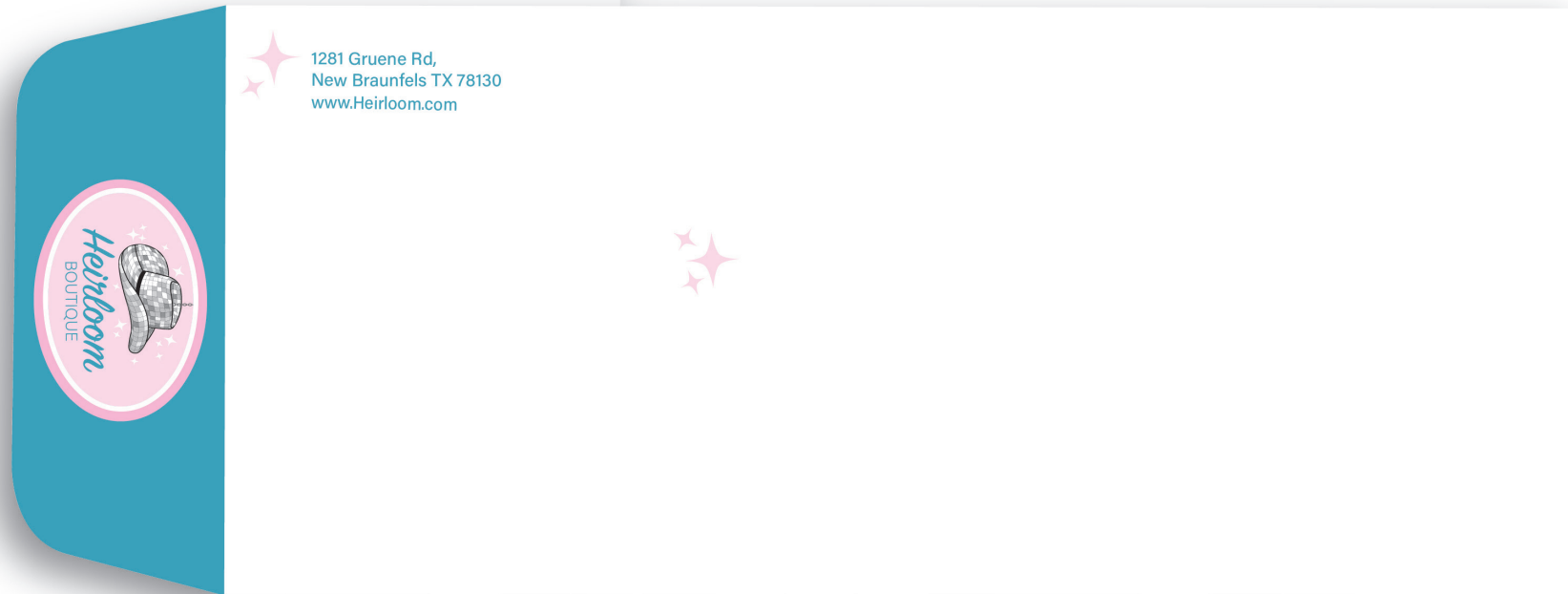
CMYK: 71, 20, 20, 0
RGB: 64, 161, 188
HSB: 193, 66, 74



CMYK: 0, 17, .76, 0
RGB: 251, 214, 227
HSB: 345, 87, 93



CMYK: 0, 35, 0, 0
RGB: 251, 214, 227
HSB: 334, 26, 97





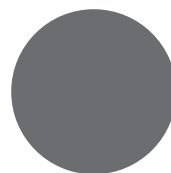
Mission Critical is an online teaching program for technology certifications. They are devoted to fast-paced and structured learning systems and partner with companies to help advance their employee's skills. Knowing this, the identity of this brand was designed to be professional but also showcase the clients knowledge of technology. In the logo heavy block type was used and in the white space you can see a little plug to showcase the client's specialty. This theme is continued in the stationery while still remaining professional for the corporate nature of Mission Criticals work.

Aa

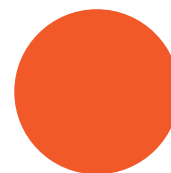
Rockwell
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

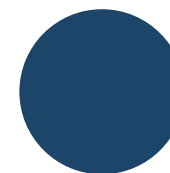
Myriad Variable Concept
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



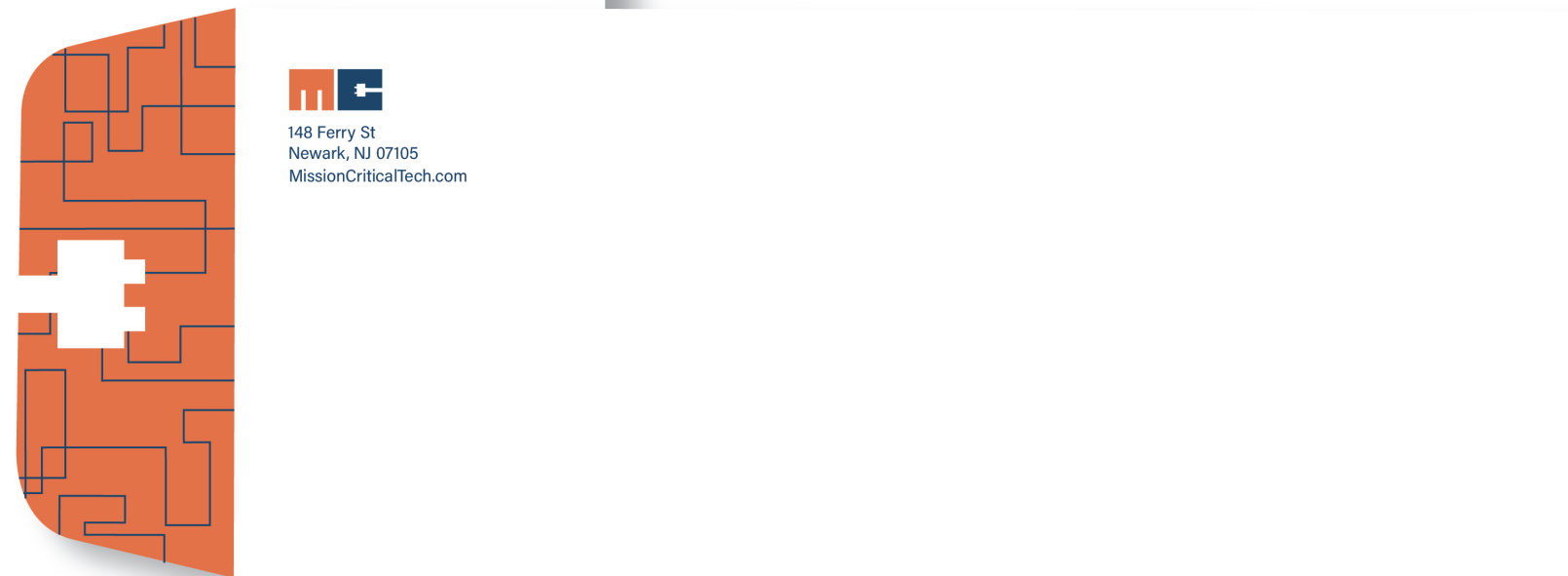
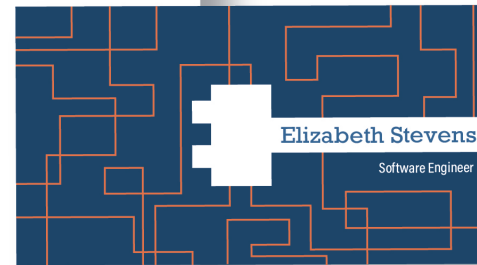
CMYK: 0, 0, 0, 70
RGB: 109, 110, 113
HSB: 218, 3, 44



CMYK: 0, 80, 95, 0
RGB: 241, 90, 41
HSB: 15, 83, 94



CMYK: 69, 36, 0, 61
RGB: 34, 70, 105
HSB: 210, 68, 41



ZOO NIGHTS

Zoo Nights is an adults-only event held at the London Zoo. The logo and branding of Zoo Nights and the London Zoo were already established. The theme of where the wild things glow brings a sense of fun and excitement but also hints at the unknown of the night. The colors are meant to simulate the neon glow of a glowstick while showing only the eyes of the animals, is supposed to give the viewer a sense of the predators of the night that they will encounter at the zoo.

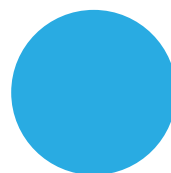
Aa

Seravek

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

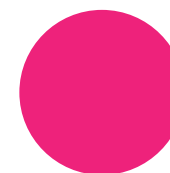
1234567890



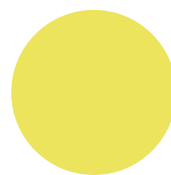
CMYK: 69, 14, 0, 0
RGB: 0, 194, 239
HSB: 196, 100, 93



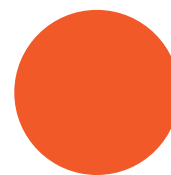
CMYK: 50, 0, 100, 0
RGB: 141, 198, 63
HSB: 85, 68, 77



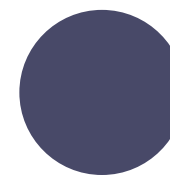
CMYK: 0, 94, 20, 0
RGB: 238, 42, 123
HSB: 335, 82, 93



CMYK: 9, 3, 77, .14
RGB: 236, 226, 93
HSB: 55, 60, 92



CMYK: 6, 89, 91, .82
RGB: 223, 66, 48
HSB: 6, 78, 87



CMYK: 75, 69, 34, 26
RGB: 71, 73, 103
HSB: 236, 31, 40

ZOO NIGHTS

WHERE THE WILD THINGS GLOW



ZSL.ORG/ZOONIGHTS

ZOO NIGHTS

WHERE THE WILD THINGS GLOW



LONDON ZOO ZSL.ORG/ZOONIGHTS

ZOO NIGHTS

WHERE THE WILD THINGS GLOW



LONDON ZOO



For my passion project, I chose to write a book about the ranch my grandfather and those before him grew up on. Because of the nostalgic theme everything needed to be very analog and vintage. I gathered all the family photos I could find and shot any other photos on a 35mm film camera. Many conversations and stories shared by family members were the inspiration for when I wrote this book. Although this project is mostly a greyscale color theme, teal was chosen because it was the accent color for my childhood home and brings together many memories. Overall the goal of this project was to capture the essence of The Bar S Ranch and share those values and feelings with the people around me.

Aa

This tails Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

AA

THISTAILS SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

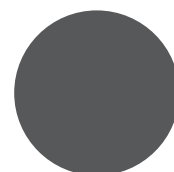
Aa

Athelas

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

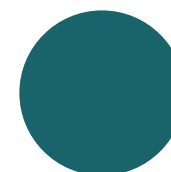
1234567890



CMYK: 0, 0, 8, 94
RGB: 46, 45, 43
HSB: 48, 7, 18



CMYK: 3, 3, 9, 0
RGB: 245, 241, 229
HSB: 45, 6, 96



CMYK: 79, 27, 38, 40
RGB: 22, 100, 106
HSB: 184, 79, 42



Life on The Ranch

When my early family arrived and later when Bill and Phlippe were here. The ranch was much the same as it had always been. The Headquarters, where they lived was equipped with a generator for electricity but it was not always reliable and many was the time where they had to rely on coal oil lamps and lanterns for light.

They had what many would call an extremely sketchy phone system. One phone was a line into town while the other was used to communicate with the line camps on the ranch. Being built by the ranch hands the phones were less than functional. Apparently it was extremely hard to hear on these phones, and still to this day every single person in my family YELLS when they are on the phone. This trait is a detriment to me because my father Zach Farr, being an early riser and a phone screamer has woken me up from my heavy sleep many a morning.

Originally the house had one wood burning stove in the living room and that was it, so they slept under a mountain of quilts. Eventually the house was remodeled and a fireplace was built in the living room with flagstone hauled from the San Coronado Ranch. The outside was decked with limestone rocks dug up from the surrounding hillsides. It had a large screened-in front porch on which they slept in the summer and a cool south breeze was often available to facilitate comfortable sleeping. A screened-in porch off the kitchen on the back of the house was where fresh milk was brought every morning and evening to be strained and skimmed then placed in refrigerators. Unfortunately this house burned to the ground in 1939 due to the improper installation of a ventilation pipe apparently ignited the old lumber in the attic and with a high wind blowing in the spring made short work of the old house. A sad and traumatic event for the entire family.



In addition to the headquarters, there were three line camps: West Line Camp, Elbert, and Oak House. Each of the line camps had a family living on them and was responsible for approximately 30 sections bearing the headquarters with about 100 sections to see to. There was no electricity at any of the line camps so they were dependent on coal oil lamps and lanterns for light and refrigeration. They each had a hot did have houses for cooking and refrigeration. They each had a gasoline-powered washing machine that was set inside near a water source, usually a windmill, for doing laundry. Sewing machines were done with an iron heated on the cooking stove and sewing was done with a pedal-powered machine. For a degree of entertainment, there were battery-powered radios as well. Things were fairly primitive and it took a special woman to live and

make a home on a line camp. The ones my family knew made the most of the life they led and found the luxury in it. My Mother while not living on a line camp found all the luxury there was to have and she enjoyed it before her own time to live the ranch and all it provided.

All was, to some degree, the same as it was at its inception in the late 1800s. I think that it could have remained the same, but the one constant in this scheme is change. One must will with the position and make the best of it and control whatever he can. Through the years my family has periodically come in contact with many who in new capacity or another spent time on the Old Line 5 and on the back of it in the early days. With few if any exceptions, all have deep attachments to the ranch.



The Seven Year Slip

In the novel The Seven Year Slip a young artist and a young chef fall in love over pie despite all the complications of their lives and relationship. I watercolored this entire cover by hand and put it into Illustrator to capture the main character's love for the art form. Illustrating the pie was meant to represent the young man and the specificity of the kitchen reflects the details given in the book. The goal was to capture the good nature and sweetness of this romance book and exhibit that on the cover to catch the reader's attention.

Aa

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



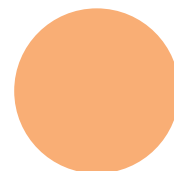
The
*Seven
Year
Slip*

*Ashley
Poston*

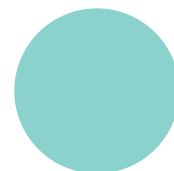
*Ashley
Poston*



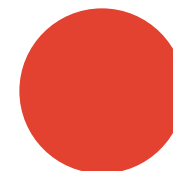
Algarabia is a tequila company based in the heart of Jalisco Mexico. This brand focuses on creating high-quality, smooth, tequila without the hefty price tag so that everyone can enjoy it. Algarabia focuses on being the life of the party and bringing together your community, that is why the town of Jalisco is depicted on the front of every bottle. The bright outgoing colors of the bottles not only depict what kind of tequila they are but they also showcase the personality of the brand. Algarabia is a fun tequila brand made for life's great celebrations.



CMYK: 0, 37, 57, 0
RGB: 250, 174, 118
HSB: 25, 52, 98



CMYK: 44, 0, 23, 0
RGB: 139, 209, 204
HSB: 175, 33, 82



CMYK: 0, 81, 77, 0
RGB: 241, 87, 67
HSB: 6, 71, 94

Aa

Bauhaus STD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Acumin Varible Concept
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Athelas
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



OUR STORY

Algarabia Tequila, born in the heart of Jalisco, where laughter echoes through the agave fields. Inspired by lively gatherings and the sound of "algarabia" the joyful hubbub of friends coming together, our tequila embodies the essence of fun with everyone you know. Crafted with passion and a commitment to affordability, Algarabia Tequila is not just a drink; it's an invitation to create unforgettable moments, and reveling in the company of good friends.

Tequilera Alegre S.A. de C.V.
Calle de la Fiesta, No. 123
Colonia Algarabia, Jalisco, Mexico

Imported by: Diageo Americas Norwalk, CT

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

Product of Mexico



CRT
354 mL
NOM
1346

12oz 40% ALC BY VOL (80 PROOF)

