



Contents

Personal Brand Identity

KICKER

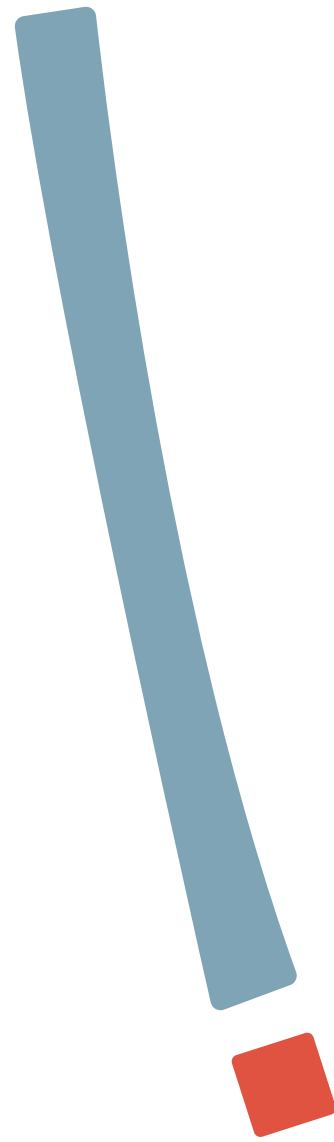
Brim Vanilla

Florence Magazine

Drilling Towards Hope

Shore Satellites

The Lost Art of Letter Writing





Meet Virginia.

Virginia grew up in Atlanta, Georgia and moved to Texas in 2020 to attend Baylor University. Having initially applied as a marketing major, she quickly realized her true passion lied in design and has spent the last four years studying fine arts and honing her graphic design skills.

Virginia has felt a pull towards beauty for as long as she can remember. Whether capturing photos on her little pink Casio as a kid, or scribbling in the margins of every school paper, her life has been marked by the pursuit of art and the act of creating.

The classes she has taken at Baylor have nurtured this passion and allowed her to work in a variety of mediums such as printmaking, film and darkroom photography, ceramics, and sculpture. These have taught her formative and foundational design skills that not only allow her to work with her hands, but provide a wealth of knowledge and a myriad of principles which to apply to graphic works.

Virginia is a curious learner who delights in small details, and who gives her all to every project she is involved in. She is always eager to soak in new knowledge, and consistently fueled by excitement for all that lies ahead in the evolving field of design!



My brandmark was hand-drawn to evoke a dynamic sense of movement and playfulness. The exclamation mark replacing the stem of the H brings energy and excitement to the page, similar to my approach to design. Handwriting is the avenue through which I first fell in love with this art, so it feels only fitting that my mark should reflect the same enthusiasm, using a cool and calm blue, paired with a bold and bright orange to capture the full extent of my personality!

HEX: #e05541
RGB: 224 85 65
CMYK: 8 82 80 0

RuckSack Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 ?!@#\$%^&*

RuckSack Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 ?!@#\$%^&*

HEX: #80a5b7
RGB: 128 165 183
CMYK: 52 25 21 0



Virginia Herschend
Graphic Designer

404.909.9335 ■ vherschend@gmail.com ■ vherschend.com



404.909.9335
vherschend.com
vherschend@gmail.com

**VIRGINIA
HERSCHEND**
Graphic Designer

2938 Nancy Bluff Rd, Atlanta, GA 30327 ■ vherschend.com



KICKER

KICKER is a business based in Steamboat Springs, Colorado designing apparel for the technical skier. KICKER is built to last for generations. They are the only ski brand that designs limited products for the technical skier in the United States who desires excellence over abundance in a world of mass consumption. Using classic, dynamic colors and a bold, informal brand voice, I created a brand that draws consumers in, inviting them to 'kick it up a notch.'

HEX: #2a3c76
RGB: 42 60 118
CMYK: 97 88 25 11

HEX: #e52a3b
RGB: 229 42 59
CMYK: 4 97 81 0

HEX: #ccdeed
RGB: 204 222 237
CMYK: 18 6 2 0

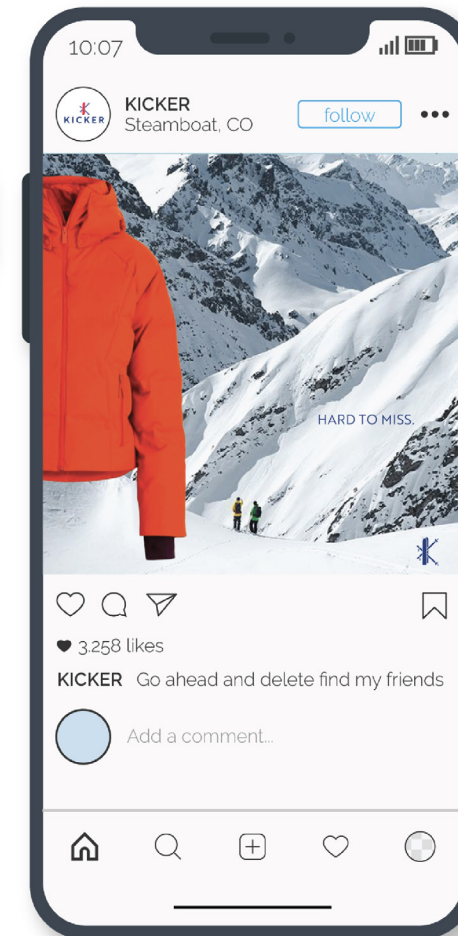
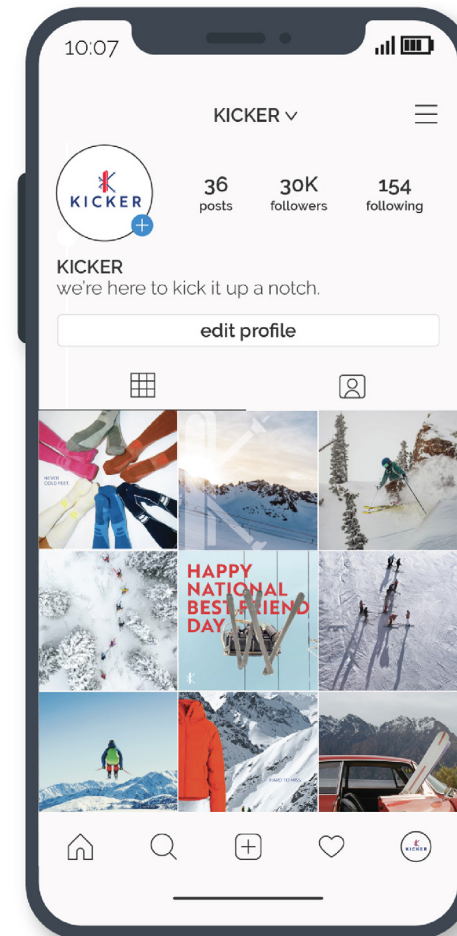
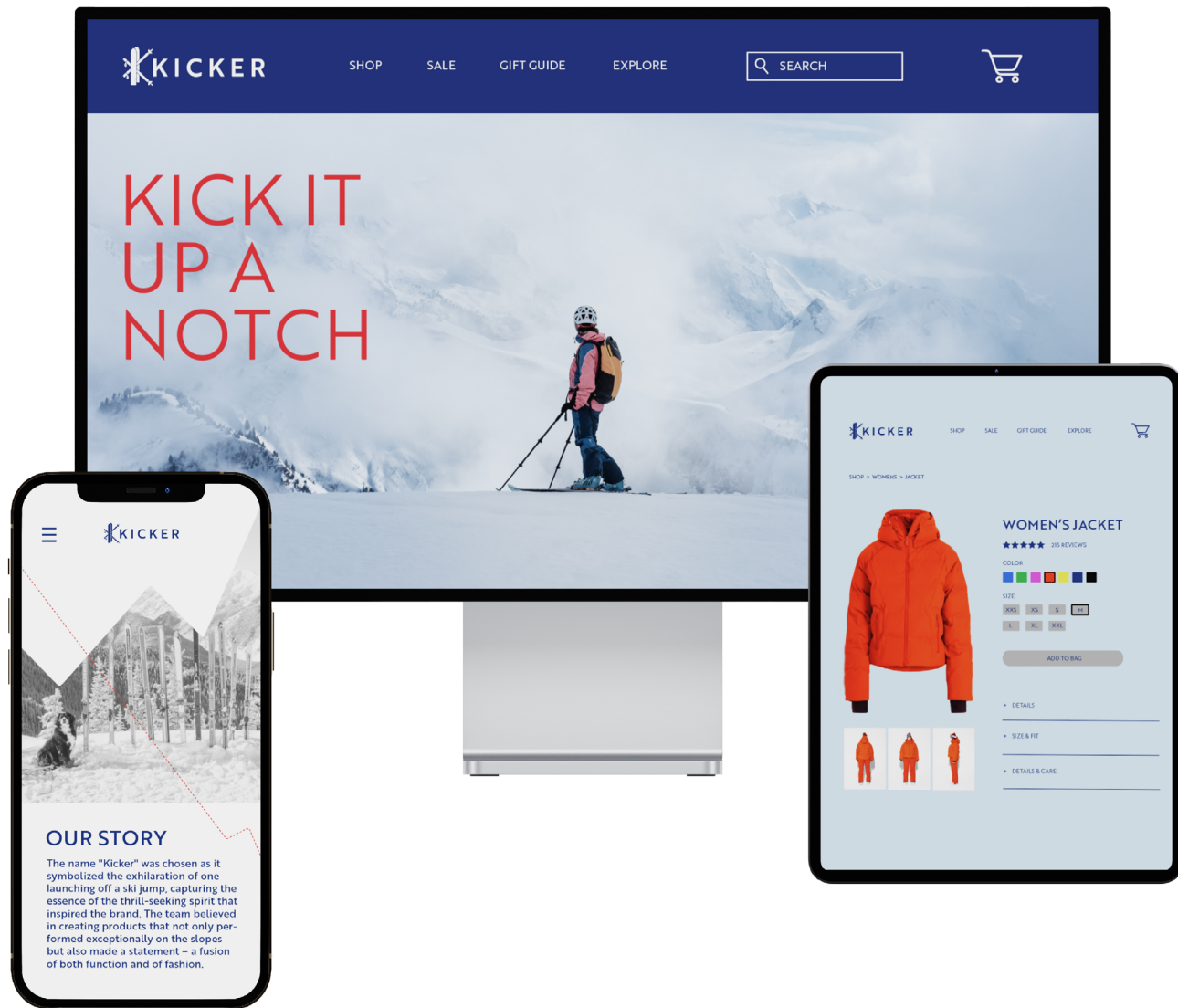
Brother 1816 Book

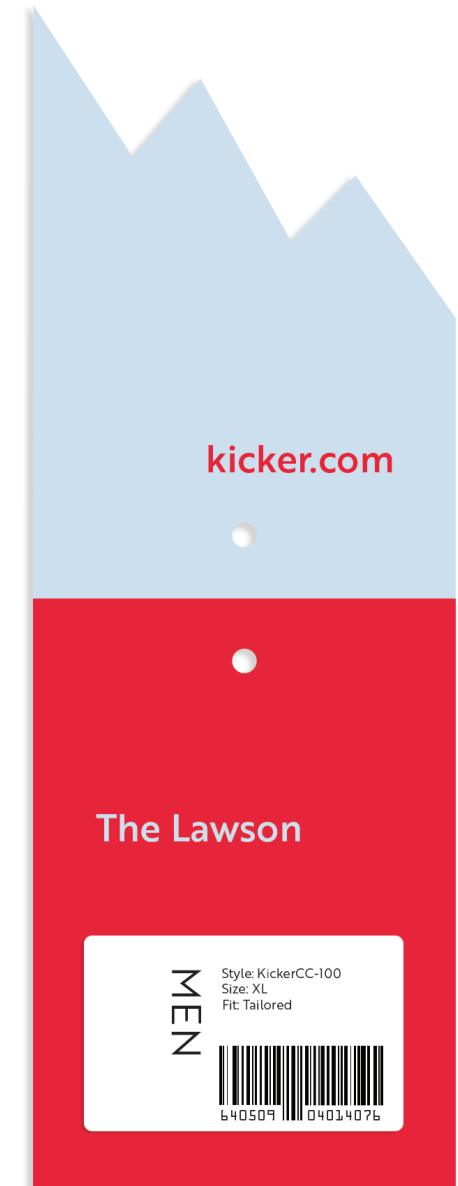
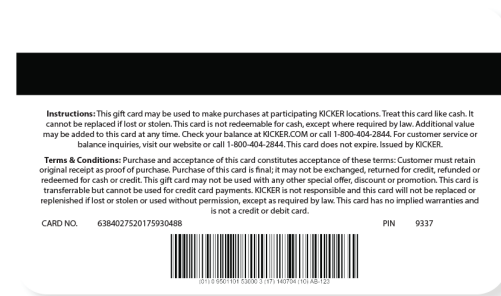
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!@#%^&*

Brother 1816 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!@#%^&*









Brim is a producer of quality vanilla products. They believe that every baking experience can be elevated with the essence of pure vanilla, flavor to the Brim. The packaging system dynamically displays iterations of Brim vanilla products in a standout, playful, and refreshing manner. With bold type and unexpected color, the result is a brand that reflects the nature of the baking experience: anticipatory, exciting, and life-giving.

AdGothic Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 ?!@#%&*

Owners Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 ?!@

HEX: #e3dccf
RGB: 227 220 207
CMYK: 10 10 17 0

HEX: #324a4f
RGB: 50 74 79
CMYK: 80 57 55 38

HEX: #9d75a5
RGB: 157 117 165
CMYK: 42 60 11 0

HEX: #e05541
RGB: 224 85 65
CMYK: 8 82 80 0



FLORENCE *magazine*

A publication inviting the reader to walk through a day in the city of Florence, Italy. This city so rich in art, culture, and history, can be a challenge to allow oneself to simply meander through the streets, and take in its beauty. With refined typography and soft color palette, I invited the reader to embrace leisurely exploration, allowing themselves to wander aimlessly— indulging in every fleeting, glorious detail to fully absorb the wonderful city of Florence.

HEX: #49341a
RGB: 73 52 26
CMYK: 50 64 88 59

HEX: #a7bf5d
RGB: 167 191 93
CMYK: 39 10 81 0

HEX: #f1a59a
RGB: 241 165 154
CMYK: 2 42 32 0

HEX: #c2d7db
RGB: 194 215 219
CMYK: 23 7 11 0

HEX: #dbd473
RGB: 219 212 115
CMYK: 16 9 68 0

Header
MADE Mirage Thin
40/60 pt
Thin

CHURCH BELLS

Accent Header
PF Marlet Display
50/60 pt
Medium Italic

rest & reset

Subhead 1
Minion Pro Italic Subhead
24/60 pt
Italic Subhead

don't miss the beauty

Italian Subhead 2
Adobe Handwriting Ernie
19/60 pt
Italic Subhead

guarda in alto

NOWHERE *to be*
EVERYWHERE *to go*





TOP: Giotto's Bell Tower, BOTTOM: Ceiling of the Medici Chapel, RIGHT: Bust of St. Julian III, Uffizi Gallery

*"I lift my eyes to the hills,
where does my help come from?
My help comes from the Lord,
Maker of heaven and earth."*

LOOK up & LOOK out

guarda in alto e guarda fuori

Don't miss the beauty, lift up your eyes and take in the splendor!

As you stroll through the enchanting streets of Florence, Italy, it's impossible not to find yourself frequently gazing upward, captivated by the architectural feats that seem to reach for the heavens. The city's historic center is a veritable outdoor museum, with ornate facades, majestic palaces, and centuries-old churches adorned with intricate frescoes.

Your eyes are drawn to the imposing Florence Cathedral, with its magnificent dome designed by Brunelleschi, and the graceful silhouette of Giotto's Bell Tower, a testament to the genius of the Renaissance artist Giotto di Bondone. Each step you take feels like a journey through time and art, as you soak in the breathtaking beauty that surrounds you at every turn.



REST & RESET

riposare e resettare

Take a moment to reset your space and slow down to enjoy rest

Florence's historical and artistic treasures are a constant delight, but they can also be overwhelming in their abundance. Finding a quiet bench in a picturesque piazza or a charming café along the cobblestone streets provides a chance to soak in the atmosphere, savor a rich Italian espresso, and reflect on the incredible experiences of the day. It's in these moments of reprieve that you can truly absorb the essence of Florence, watching as locals go about their daily lives and letting the city's timeless charm wash over you, rejuvenating both body and spirit for the next adventure. Florence's beauty isn't just in its landmarks but also in the simple act of pausing to enjoy the rhythm of life that is around you.



"Won't you come take a seat and have a glass of wine? It is time to rest your weary bones from the day's exploration."



Drilling Towards Hope

This infographic poster on the clean water crisis in Zimbabwe, utilizes a combination of typography and illustration to mirror the stratified layers of the Earth, effectively depicting the multi-faceted nature of this crisis— from socio-economic factors to environmental challenges. The format guides viewers through the intricate depths of the problem and illustrates the layers that must metaphorically be drilled through to access clean water in the region.

Dunbar Tall Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!@#\$\$%^&*

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!@#\$\$%^&*

HEX: #3b1518
RGB: 59 21 24
CMYK: 49 82 69 72

HEX: #aa522d
RGB: 170 82 45
CMYK: 22 75 91 17

HEX: #edebc7
RGB: 237 235 199
CMYK: 7 3 25 0

HEX: #7bafb7
RGB: 123 175 183
CMYK: 53 18 25 0

Drilling Towards Hope



The power of clean water to change lives and transform communities



CRISIS

In Zimbabwe, many communities lack access to clean water, enduring hardships throughout the year, especially during the rainy season. Residents resort to collecting water from stagnant ponds, brimming with murky liquid, using makeshift containers.

In the dry season, they trek to nearby riverbeds, digging for water that's often contaminated, necessitating a lengthy journey of over two hours, typically. This arduous process often results in waterborne illnesses, prompting costly visits to clinics for medicine they can scarcely afford. Illnesses disrupt schooling for children, further impeding the community's ability to work and earn income.

AID

Local providers and charities in Zimbabwe tackle the water crisis with two main solutions.

In smaller communities, the preferred option is a bush pump—a hand pump that centrally brings water to the surface for community-wide access. These pumps are well-maintained and become a key point of ownership and pride for the whole area.

In larger regions, a massive pipe system powered by solar panels draws water from underground, storing it in tanks distributed throughout the area. Tap stands scattered throughout the then provide clean water access to thousands, a previously unimaginable luxury, brought right to their doorstep.

HOPE

Clean water alone won't solve the problems of an entire community, but hope can. Local nonprofits help communities invest in sanitation and hygiene practices, training people to build sanitary facilities and adopt clean habits at home. With clean water and proper resources, communities see positive changes: increased school attendance, higher incomes, and more opportunities for women to learn skills and build careers.

What may seem like just drilling a well symbolizes hope and active restoration for many in Zimbabwe. It starts with— but is so much more than— clean water.

SHORE

SATELLITES

Shore Satellites is a satellite installation company based in Honolulu, Hawaii. On the island they are committed to bringing the Universe to your doorstep, one installation at a time. They believe that making stronger connections begins within the home first, then expands to the rest of the world. The dynamic mark combines Hawaii's quintessential hibiscus flower with a satellite, connecting the heritage of the island to the brand's mission of communication. Deep navy paired with a vibrant fuchsia creates a balanced and expressive mark.

HEX: #252f4f
RGB: 37 47 79
CMYK: 92 83 42 38

HEX: #da1c4f
RGB: 218 28 79
CMYK: 8 100 62 1

HEX: #ced8d6
RGB: 206 216 214
CMYK: 19 9 13 0

HEX: #2477bd
RGB: 36 119 189
CMYK: 83 49 0 0

MAGNESIUM MVB REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 ?!@#\$\$%^&*

Sweet Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 ?!@#\$\$%^&*



SHORE
SATELLITES

SHORE
SATELLITES



SHORE
SATELLITES

SHORE SATELLITES

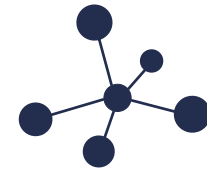
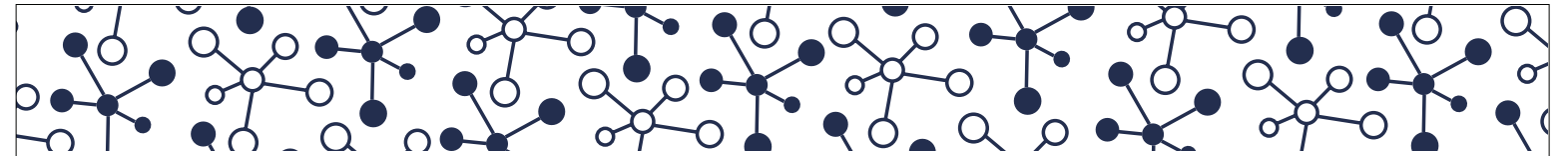
SHORE
SATELLITES

SHORE
SATELLITES

SHORE
SATELLITES

SHORE
... SATELLITES ...

SHORE
... SATELLITES ...



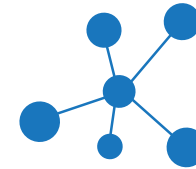
TWILIGHT
HEX: #252f4f
RGB:37 47 79
CMYK:92 83 42 38
PMS: 289 C



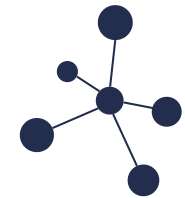
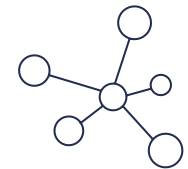
HIBISCUS
HEX: #da1c4f
RGB:218 28 79
CMYK:8 100 62 1
PMS: 2040 C



MISTY MORNING
HEX: #ced8d6
RGB:206 216 214
CMYK:19 9 13 0
PMS: 420 C



SKYWARD
HEX: #2477bd
RGB:36 119 189
CMYK:83 49 0 0
PMS: 2172 C



MAKING STRONGER CONNECTIONS

Magnesium MVB

THE UNIVERSE AT YOUR DOORSTEP

Sweet Sans Pro Bold

The Lost Art of Letter Writing

This whimsical publication, "The Lost Art of Letter Writing" is born from a reflection on the communication habits of our digital age. Through a playful blend of illustration and hand lettering, this book highlights the waning tradition of handwritten letters. Each page evokes nostalgia for the tactile and personal connection such letters offer, urging one to rediscover the joy of putting pen to paper in an increasingly technological world.

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!@#\$%^&*

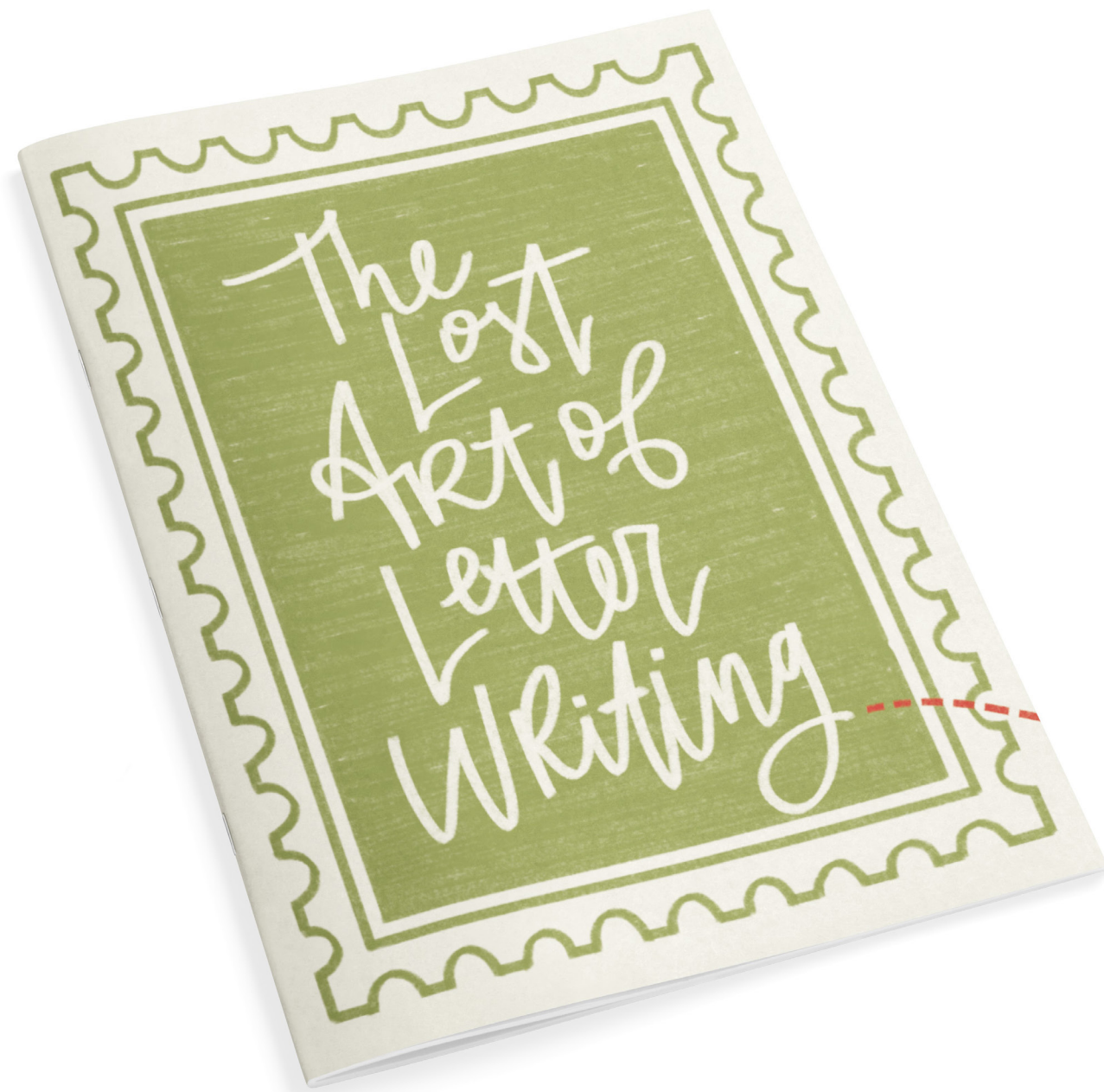
HEX: #222727
RGB: 34 39 39
CMYK: 74 64 64 69

HEX: #868d56
RGB: 134 141 86
CMYK: 49 32 78 9

HEX: #f0ecd9
RGB: 240 236 217
CMYK: 5 4 15 0

HEX: #487b9d
RGB: 72 123 157
CMYK: 76 45 24 2

HEX: #bd4741
RGB: 189 71 65
CMYK: 19 85 77 8



The
Lost
Art of
Letter
Writing



Pen pals offer a unique connection in handwritten letters, fostering meaningful relationships across distances. In the wake of digital correspondence, writing physical letters preserves a sense of intimacy and authenticity, allowing a deeper exchange of thoughts and emotions.

from handwriting

Handwritten letters
used to be an art form,
each word a unique
expression of the sender's
personality

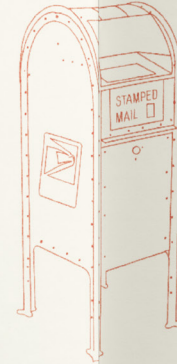
to type

with the rise of texts and emails,
we've lost the beauty of seeing
someone's handwriting and feeling
the weight of their words on paper.

to text message

There's a certain intimacy and
charm in handwritten notes
that digital messages simply
can't replicate.

xx





Let's keep the party going!
vherschend.com