



In Abriella's personal logo, a seamless blend of fine artistry and design principles is meticulously crafted, reflecting her profound passion for creative fusion of the two disciplines. Carefully integrated, the plumeria flower subtly nods to her Mexican and Italian heritage. The intertwining of Erotique Trial Bold and Helvetica Neue Regular typefaces symbolizes the balanced approach she brings to her work. Drawing inspiration from nature's vibrant palette, Abriella's color choices evoke both warmth and sophistication. Beyond a mere symbol of her brand, this logo tells a compelling story of cultural richness and the seamless integration of diverse influences throughout her personal and professional journey.

brown eyes

Erotique Trial Bold

curly hair

Helvetica Neue Regular



sole

CMYK 00 22 100 00
RGB 255 181 00
HEX #FFB500
PMS 7549 C



menta

CMYK 64 02 46 01
RGB 255 181 00
HEX #FFB500
PMS 2459 C



cioccolato

CMYK 55 64 67 70
RGB 63 52 49
HEX #3F3431
PMS 2479 C



abriellapattidesign.com



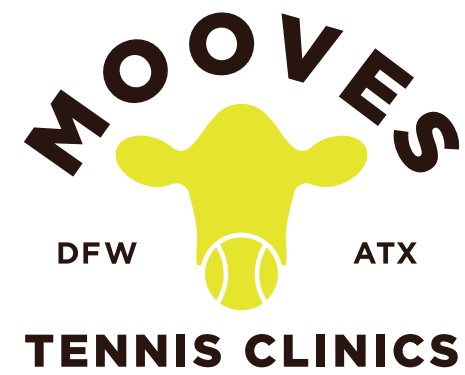
956.207.5319
abriellapatti@gmail.com
abriellapattidesign.com



abriella patti
graphic designer



956.207.5319
abriellapatti@gmail.com
abriellapattidesign.com



Mooves is fictional cow-themed tennis company based in North and Central Texas that sells tennis equipment and offers tennis lessons. The logo merges a cow silhouette with a tennis ball, achieving a delightful balance between the brand's dual themes of tennis and Texas. Complemented by a color palette inspired by tennis balls, courts, and cow fur, the identity elements collectively evoke a sense of fun and curiosity among Mooves' target audience. This audience consists of tennis enthusiasts and those seeking a unique twist on sports and leisure activities. Additionally, the use of the Gotham typeface adds a modern touch, enhancing the overall aesthetic appeal of the brand.

GAME, SET, MOO!

Gotham Black

BRED TO SERVE

Gotham Bold



Sun Drop

CMYK 10 00 86 00
RGB 228 234 64
HEX #E4EA40
PMS 387 C



Barnyard Swing

CMYK 01 58 67 03
RGB 219 123 88
HEX #DB7B58
PMS 2433 C



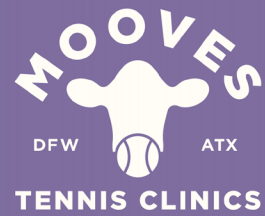
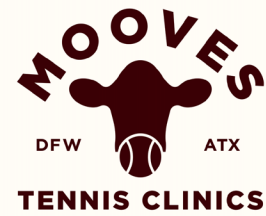
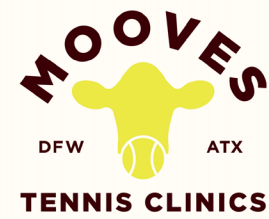
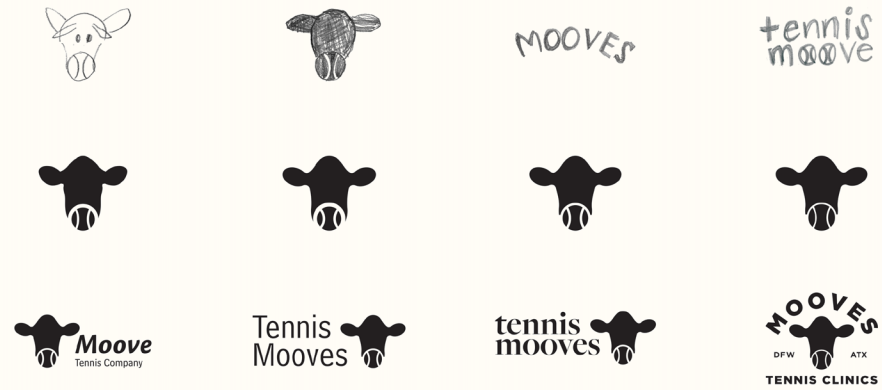
Plum Point

CMYK 52 58 08 08
RGB 124 105 153
HEX #7C6999
PMS 667 C



Brown Swiss

CMYK 27 90 62 83
RGB 64 32 34
HEX #402022
PMS 4975 C



Sun Drop

CMYK 10 00 86 00
 RGB 228 234 64
 HEX #E4EA40
 PMS 387 C



Barnyard Swing

CMYK 01 58 67 03
 RGB 219 123 88
 HEX #DB7B58
 PMS 2433 C



Plum Point

CMYK 52 58 08 08
 RGB 124 105 153
 HEX #7C6999
 PMS 667 C



Brown Swiss

CMYK 27 90 62 83
 RGB 64 32 34
 HEX #402022
 PMS 4975 C



GAME, SET, MOO!

Gotham Black

Bred to Serve

Gotham Bold



Poppa's Pasta, a fictional company based in Newark, New Jersey, specializes in crafting pasta noodles of various shapes tailored specifically for children. The company's logo neatly combines different pasta noodles to form a universally friendly character, meticulously designed to captivate and delight its youthful audience. The vibrant color palette reflects the diverse ingredients used in pasta dishes, enhancing the brand's visual appeal. Complementing the playful visuals, the typography is carefully selected to exude a warm and bubbly demeanor, perfectly aligning with Poppa's Pasta's mission to bring joy and creativity to every mealtime moment for children.

SHAPING HAPPINESS

Hoss Round XNarrow Bold

FOR TINY CHEFS!

Hoss Round XNarrow Medium

CRAFTING CHILDHOOD

Futura PT Medium



TORTELLINI

CMYK 01 05 55 00
RGB 254 232 140
HEX #FEE88C
PMS 461C



TOMATO

CMYK 00 00 100 00
RGB 241 90 34
HEX #F15A22
PMS 3564C



BUTTER

CMYK 00 25 86 00
RGB 255 195 62
HEX #FFC33E
PMS 143C



BEET

CMYK 35 100 38 11
RGB 157 31 95
HEX #9D1F5F
PMS 7649C

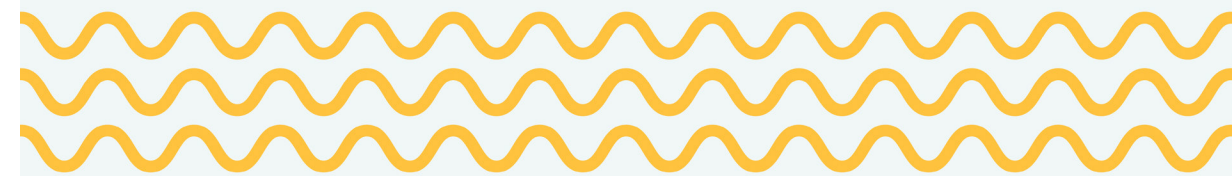


ROSEMARY

CMYK 93 97 38 39
RGB 42 28 75
HEX #2A1C4B
PMS 2695C



TORTELLINI	BUTTER	TOMATO	BEET	ROSEMARY
CMYK 01 05 55 00	CMYK 00 25 86 00	CMYK 00 00 100 00	CMYK 35 100 38 11	CMYK 93 97 38 39
RGB 254 232 140	RGB 255 195 62	RGB 241 90 34	RGB 157 31 95	RGB 42 28 75
HEX #FEE88C	HEX #FFC33E	HEX #F15A22	HEX #9D1F5F	HEX #2A1C4B
PMS 461C	PMS 143C	PMS 3564C	PMS 7649C	PMS 2695C



SHAPING HAPPINESS Hoss Round XNarrow Black

FOR TINY CHEFS! Hoss Round XNarrow Medium

CRAFTING CHILDHOOD Futura PT Medium



Avogusta, a fictional salad bar establishment in Blackstone, Virginia, is dedicated to offering health-conscious food options sourced exclusively from local farmers prioritizing fresh, top-quality ingredients. As the only salad bar in the area avoiding bioengineered foods, they ensure a pure dining experience. Avogusta caters to health-conscious individuals, with avocados as their main attraction. Their commitment to clean, healthy living is evident in their use of hand-drawn elements and a color palette reminiscent of salad ingredients. Incorporating the sleek ITC Officina typeface enhances Avogusta's brand image, projecting professionalism and sophistication that resonates with their health-conscious clientele.

fresh meals, local greens

ITC Officina Sans Std Bold

from fields to forks

ITC Officina Sans Std Book



guacamole green

CMYK 26 10 100 00
RGB 200 200 45
HEX #C8C82D
PMS 390 C



black bean brown

CMYK 50 65 92 60
RGB 72 50 21
HEX #483215
PMS 439 C



soil

CMYK 39 48 100 18
RGB 142 113 43
HEX #8E712B
PMS 7560 C



carrot

CMYK 06 29 91 00
RGB 239 182 52
HEX #EFB634
PMS 143 C



mushroom

CMYK 04 02 22 00
RGB 244 241 206
HEX #F4F1CE
PMS 7499 C



November 3, 2023

Margaret Stanton
Stanton Farms
16 East Main St.
Blackstone, Virginia, 23824

Dear Ms. Stanton,

I trust this letter finds you in good health. My name is Steven Marshall, and I am the proud manager of Avogusta, located in the heart of Blackstone. Our restaurant, renowned for its commitment to exceptional flavors and culinary creativity, is eager to explore a potential partnership with your farm.

Avogusta has built its reputation on sourcing only the finest and freshest ingredients, with a particular emphasis on the versatility and richness of avocados. We have heard glowing reviews about the high quality of produce from Stanton Farms, and we are excited about the prospect of incorporating your avocados into our signature dishes. Your farm's commitment to excellence aligns seamlessly with our dedication to providing an unparalleled dining experience, and we believe that your avocados will bring an exceptional and distinctive flavor to our menu.

We understand the importance of fostering strong relationships with local farmers, and we believe that a collaboration with your farm would not only enhance the quality of our offerings but also contribute to the growth and sustainability of the local agricultural community.

We are interested in discussing the possibility of sourcing avocados directly from your farm. This could be a wonderful opportunity for us to showcase the exceptional produce of Stanton Farms in our restaurant. We are flexible and open to negotiating terms that align with the interests of both parties.

We would be honored to arrange a visit to your farm, where we can further discuss the logistics, pricing, and any other details pertaining to this potential collaboration. Please let us know a convenient time for such a meeting, and we will make the necessary arrangements.

Thank you for considering this proposal. We are genuinely excited about the prospect of working closely with you and Stanton Farms and contributing to the success of our local agricultural community. Your commitment to excellence in farming aligns seamlessly with our mission, and we look forward to not only featuring your exceptional produce but also fostering a partnership that benefits both our establishments and the broader community.

Looking forward to the possibility of a fruitful partnership.

Best regards,

STEVEN MARSHALL

Steven Marshall
Store Manager



104 N Main St
Blackstone, VA 23834
434.789.2348



104 N Main St • Blackstone, VA 23834

Margaret Stanton
Stanton Farms
16 East Old Main St
Blackstone, VA 23834

avogusta.com



avogusta.com

steven marshall
STORE MANAGER

104 N Main St • Blackstone, VA 23834
434.789.2348

steven.marshall@avogusta.com



signature bowls

PESTO CAESAR

Kale with Bulgur [G], Tomatoes, Pita Chips [G], Lime-Pickled Onions, Shaved Parmesan
Pesto Vinaigrette [D] & Caesar [D,F]

7.99

EL JEFE

Brown Rice with Kale, Black Beans, Charred Corn, Red Onions, Avocado, Pita Chips [G]
Feta [D], Cilantro Lime

8.99

MAYWEATHER

Kale with Bulgur [G], Roasted Sweet Potatoes, Chickpeas, Roasted Beets, Red Onions, Goat Cheese [D], Avocado
Lemon Tahini [S], Pesto Vinaigrette [D]

8.99

THE BOLBA

Brown Rice with Roasted Sweet Potatoes, Charred Corn, Avocado, Pita Chips [G], Feta [D], Lime-Pickled Onions
Lemon Tahini [S], Caesar [D,F] & Frank's Red Hot

9.99

CORNER COBB

Arcadian Mix with Kale & Roots Rice, Roasted Sweet Potatoes, Charred Corn, Red Onions, Cucumbers, Avocado, Hard Boiled Egg [E]
Greek Feta [D]

9.99

THE APOLLO

Brown Rice with Spinach, Chickpeas, Black Beans, Cucumbers, Feta [D], Tomatoes, Avocado, Red Onions, Pita Chips [G]
Lemon Za'atar

9.99

TAMARI

Brown Rice with Kale, Roasted Broccoli, Red Onion, Carrots, Pickled Jalapeños, Red Cabbage, Toasted Almonds [N], Miso Ginger [S]
Red Chili Miso Tofu [S]

8.99

THE SOUTHERN

Roots Rice with Kale, Chickpeas, Roasted Broccoli, Charred Corn, Lime-Pickled Onions, Avocado, Cheddar [D], BBQ Tofu [S]
Lemon Tahini [S]

8.99

ROOTS BOWL

9.99

MAD BOWL

Brown Rice with Spinach, Cannellini Beans, Roasted Cucumbers, Grape Tomatoes, Red Onions, Mushrooms

10.99



create your own



CUSTOMIZER

Choose two bases, whatever dressing you'd like, up to 5 ingredients, and one grill item.

8.99

1 BUILD YOUR BASE

We recommend choosing 1 primary base and 1 secondary base.

Grains

- Brown Rice
- Roots Rice
- Bulgur [G]

Lettuces

- Kale
- Arcadian Mix
- Spinach

3 ADD YOUR INGREDIENTS

5 ingredients are included. Each additional ingredient added is .60 extra.

Beans

- Cannellini Beans
- Black Beans
- Chickpeas

And More!

- Charred Corn
- Cucumbers
- Grape Tomatoes
- Red Onions
- Pita Chips [G]
- Avocado
- Lime

Cheeses

- Feta [D]
- Parmesan [D]
- at Cheese

2 CHOOSE YOUR DRESSING(S)

All our dressings are made daily in house! Dressings without dairy [D] are vegan.

House-Made Dressings

- Cilantro Lime
- Lemon Tahini [S]
- Caesar [D,F]
- Pesto Vinaigrette [D]
- Basil Balsamic
- Greek Feta [D]
- Lemon Za'atar
- Miso Ginger [S]
- Creamy Chipotle Lime [D]

Citrus & Spice!

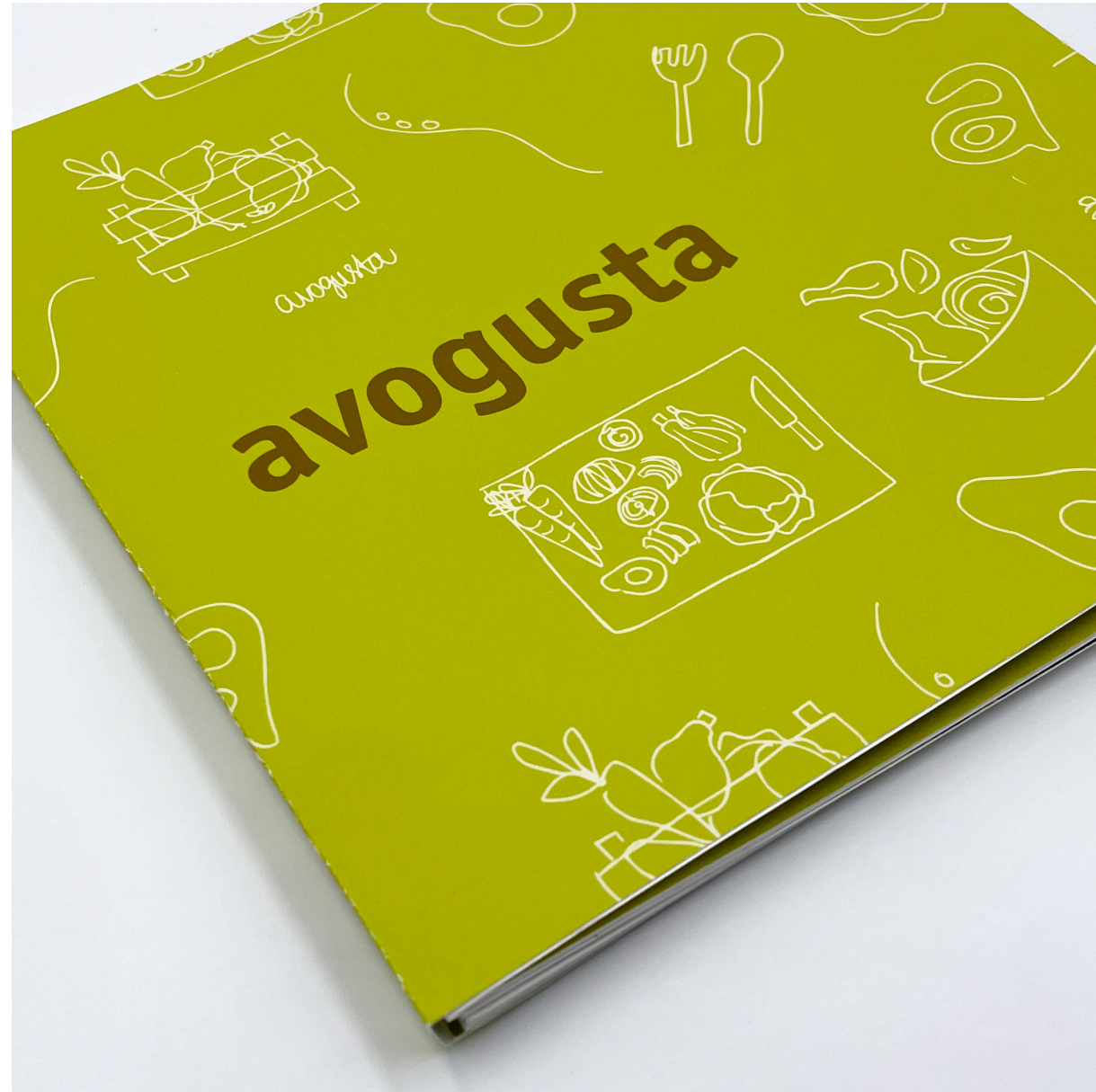
- Chipotle Tabasco
- Sriracha
- Frank's Red Hot
- Lime Squeeze
- Lemon Squeeze

The Basics

- Olive Oil
- Red Wine Vinegar

4 CHOOSE YOUR GRILL

Bowl price:





Hare Care, a fictitious company based in San Francisco, California, embodies a holistic approach to beauty and sustainability with its shampoo and conditioner bars. Incorporating clean, vegan ingredients and sustainable practices, every aspect of the brand, from sourcing to production, is meticulously handled. Embracing blackletter paired with a sans-serif typeface for its typography, along with a palette of natural colors, Hare Care's aesthetic reflects its commitment to both tradition and modernity. These elements ensure that each product reflects the brand's commitment to heritage and innovation alike, resonating with environmentally-conscious consumers seeking quality haircare solutions.

rooted in nature

Canterbury Regular

softer than a hare

Optima Regular



poppy

CMYK 00 64 71 00
RGB 244 124 83
HEX #F47C53
PMS 4057C



seaweed

CMYK 78 19 37 00
RGB 32 157 163
HEX #209DA3
PMS 7711C



olive

CMYK 33 18 98 00
RGB 181 181 55
HEX #B5B537
PMS 2300 C



midnight

CMYK 100 95 38 36
RGB 28 35 80
HEX #1C2350
PMS 289 C

hare

HARE

hare
care

hare care

hare care

hare care

hare
care

hare
care

hare
care

hare
care

hare
care

hare
care



poppy

CMYK 00 64 71 00
RGB 244 124 83
HEX #F47C53
PMS 4057C



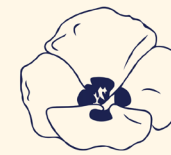
olive

CMYK 33 18 98 00
RGB 181 181 55
HEX #B5B537
PMS 2300 C



seaweed

CMYK 78 19 37 00
RGB 32 157 163
HEX #209DA3
PMS 7711C



midnight

CMYK 100 95 38 36
RGB 28 35 80
HEX #1C2350
PMS 289 C

rooted in nature

Canterbury Regular

softer than a hare

Optima Regular

A Hand-Crafted Cleanse





Tricks & Treats Book

Tricks & Treats takes readers on a captivating journey into Halloween's history, inviting them to explore its fascinating origins and traditions. Through a skillful blend of striking black and white photographs and overlays of hand-drawn orange and purple illustrations, the book brings to life the essence of this beloved holiday. The deliberate choice of typeface, ITC Korinna Std, adds a nostalgic touch reminiscent of vintage Halloween posters, further enhancing the immersive experience. With its meticulous attention to detail and thoughtful presentation, this book appeals not only to avid history enthusiasts but also to those who cherish the magic and mystery of the spooky season.

Custom Typeface

TRICKS
&
TREATS

Pull Quote
ITC Korinna Std
40/46 pt
Bold Kursiv
Centered

*“Black cat on a
fence; Halloween
two days hence.”*

Header
ITC Korinna Std
65/85 pt
Regular
Centered

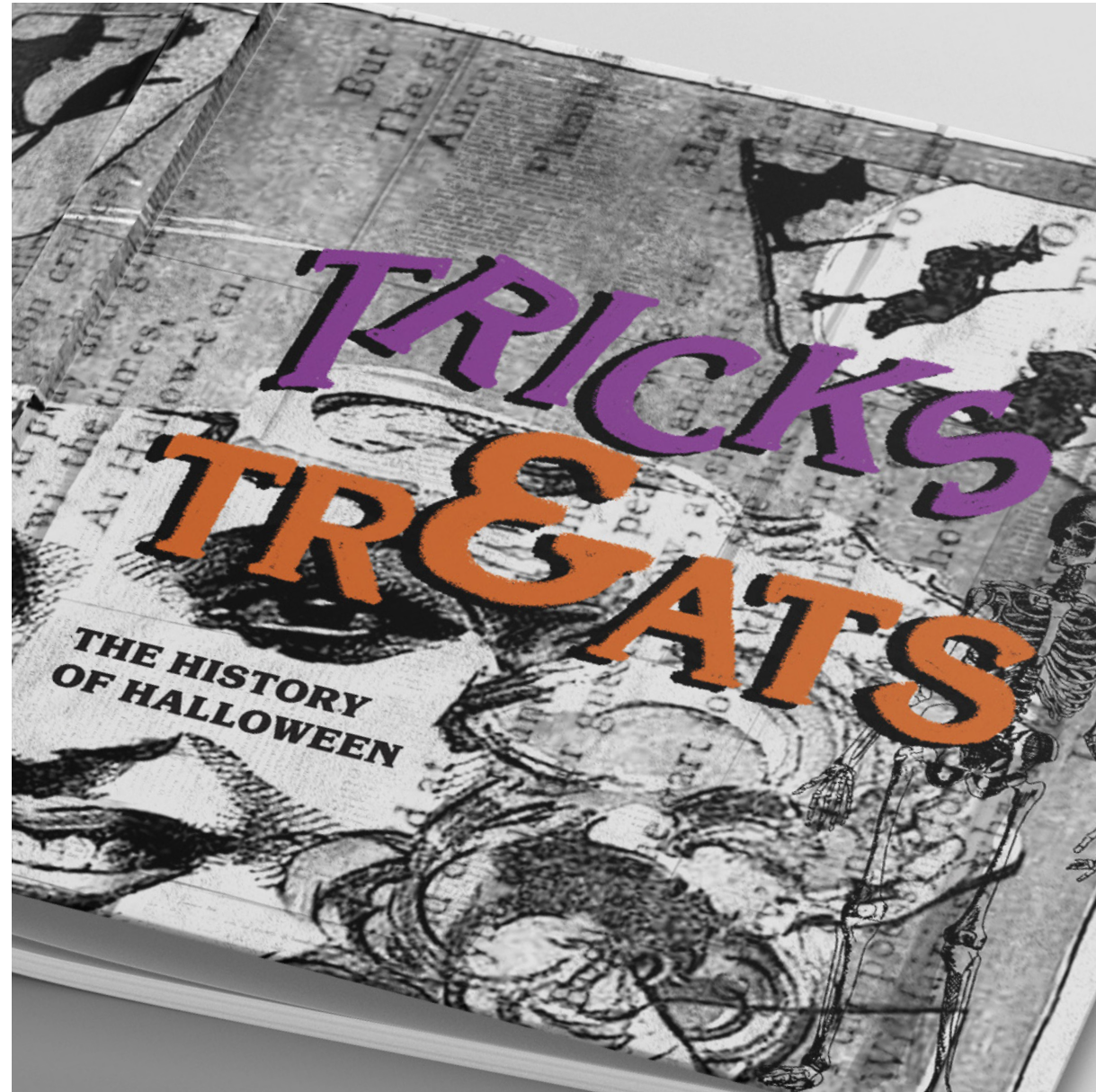
ANCIENT

Subhead 1
ITC Korinna Std
12/14.4 pt
Extra Bold
Flush Left

DID YOU KNOW?

Body
ITC Korinna Std
9/11 pt
Regular
Flush Left

Borrowing from European traditions, Americans began to dress up in costumes and go house to house asking for food or money, a practice that eventually became today's "trick-or-treat" tradition.





ANCIENT ORIGINS

Halloween's origins date back to the ancient Celtic festival of Samhain. The Celts, who lived 2,000 years ago, mostly in the area that is now Ireland, the United Kingdom and northern France, celebrated their new year on the first day of November.

This day marked the end of summer and the harvest and the beginning of the dark, cold winter, a time of year that was often associated with human death. Celts believed that on the night before the new year, the boundary between the worlds of the living and the dead became blurred. On the night of October 31 they celebrated Samhain, when it was believed that the ghosts of the dead returned to earth.

In addition to causing trouble and crop damage, Celts thought that the presence of the otherworldly spirits made it easier for the Druids, or Celtic priests, to make predictions about the future. For a people entirely dependent on the volatile natural world, these prophecies were an important source of comfort during the long, dark winter.

To commemorate the event, Druids built huge sacred bonfires, where the people gathered to burn crops

and animals as sacrifices to the Celtic deities. During the celebration, the Celts wore costumes, typically consisting of animal heads and skins, and they also attempted to tell each other's future and fortunes.

When the celebration was over, they re-lit their hearth fires, which they had extinguished earlier that evening, from the sacred bonfire to help protect them during the coming winter.

By A.D. 43, the Roman Empire had conquered the majority of Celtic territory. In the 400 years that they ruled the Celtic lands, two festivals of Roman origin were combined with the traditional Celtic celebration of Samhain.

The first was Feralia, a day in late October when the Romans traditionally commemorated the passing of the dead. The second was a day to honor Pomona, the Roman goddess of fruit and trees. The symbol of Pomona is the apple, and the incorporation of this celebration into Samhain probably explains the tradition of bobbing for apples that is practiced for the tradition of Halloween as we know it today.



HISTORY of TRICK-or- TREATING

Borrowing from European traditions, Americans began to dress up in costumes and go house to house asking for food or money, a practice that eventually became today's "trick-or-treat" tradition. Young women believed that on Halloween they could divine the name or appearance of their future husband by doing tricks with yarn, apple parings or mirrors.

In the late 1800s, there was a move in America to mold Halloween into a holiday more about community and neighborly get-togethers than about ghosts, pranks and witchcraft. At the turn of the century, Halloween parties for both children and adults became the most common way to celebrate the day. Parties focused on games, foods of the season and festive costumes. Parents were encouraged by newspapers and community leaders to take anything "frightening" or "grotesque" out of Halloween celebrations. Because of these efforts, Halloween lost most of its superstitious and religious overtones by the early twentieth century.

Editorial Spreads

In Dance Magazine, the feature article “Obsessed with Hambone” vividly captures the essence of this rhythmic art form through a dynamic blend of design elements. The typography, combining manipulated Arial Black with the serif Guardi LT Std, mirrors the bold beats of hamboning against a backdrop of tan, accented with bursts of orange. However, it’s the hand-drawn elements adorned with clapping sound bursts that truly enliven the spread, infusing it with the raw, organic essence of hamboning and inviting readers to experience its infectious rhythm firsthand. Through its presentation, the article immerses readers in the vibrant world of hamboning, offering a glimpse into its cultural heritage and rhythmic intricacies.

Custom Typography

Header
Guardi Lt Std
14/16.8 pt
75 Bold
Flush Left

The Power of Percussion

Pull Quote
Guardi Lt Std
18/21.6 pt
75 Bold
Centered

**“Hambone, hambone, where you been?
Round the world and back again.
What you gonna do when you get back?
Take a little walk on the railroad track.”**

Body
Guardi Lt Std
10/12 pt
55 Roman
Flush Left

The Juba dance, brought to the Americas during the Middle Passage, was performed at plantation gatherings. In this dance, one person showed unique variations of jig, hop, and jump steps in a circle, joined by another dancer.

OBSSESSED WITH

HAMBONE



The origin and influence of the hambone, a form of body percussion.

Written by Jane Johnson, illustrated by Abriella Patti



rash. Bump. Thump. Thwack. Whack. Knock. These are a few of the many synonyms of the word "percussion." All of them are appropriate when we look at the ways world cultures use the body as a type of instrument. On a recent television quiz show, contestants were challenged to name body parts that could be used as a drum. No one made a mistake because nearly every part of the body can become a sound maker. Clapping, stomping and striking body parts

from head to feet in rhythmic or repetitive ways is a timeless means of human interchange, whether for pleasure, protest, entertainment, ritual, healing or survival. Hand- and body-clapping children's games accompanied by sung or spoken rhymes are common around the world. To promote healing and as an antidote to anxiety, pain and stress, the contemporary alternative-medicine practice EFT (Emotional Freedom Technique) involves gentle, repetitive tapping on specific head and body pressure points. Enslaved Africans used body percussion as furtive communication—fearful of its messaging potential, plantation owners prohibited the use of drums, and to sabotage this taboo, the Black body became the drum.

**"Hambone, hambone, where you been?
Round the world and back again.
What you gonna do when you get back?
Take a little walk on the railroad track."**

The Power of Percussion

The Juba dance, brought to the Americas during the Middle Passage, was performed at plantation gatherings. In this dance, one person showed unique variations of jig, hop, and jump steps in a circle, joined by another dancer. The dance evolved into "Pattin' Juba," accompanied by clapping, chest and thigh patting, and a rhymed song with double meanings, serving as coded messages when drums were prohibited.

The "Pattin' Juba" further transformed into "Hambone," a seated or standing body percussion variation with the original dance's rhythm. Rennie Harris, a notable hip-hop choreographer, recalls learning Hambone as a child in Philadelphia, highlighting how

cultural traditions are passed down through generations. The Hambone dance typically features a song with verses such as:

*"Hambone, hambone, where you been?
Round the world and back again.
What you gonna do when you get back?
Take a little walk on the railroad track."*

These verses, sung and clapped or patted rhythmically, add to the rich tradition of Hambone. This legacy is evident in stepping performances by Black fraternities, sororities, step teams, and various social events, which became a loved part of American tradition.



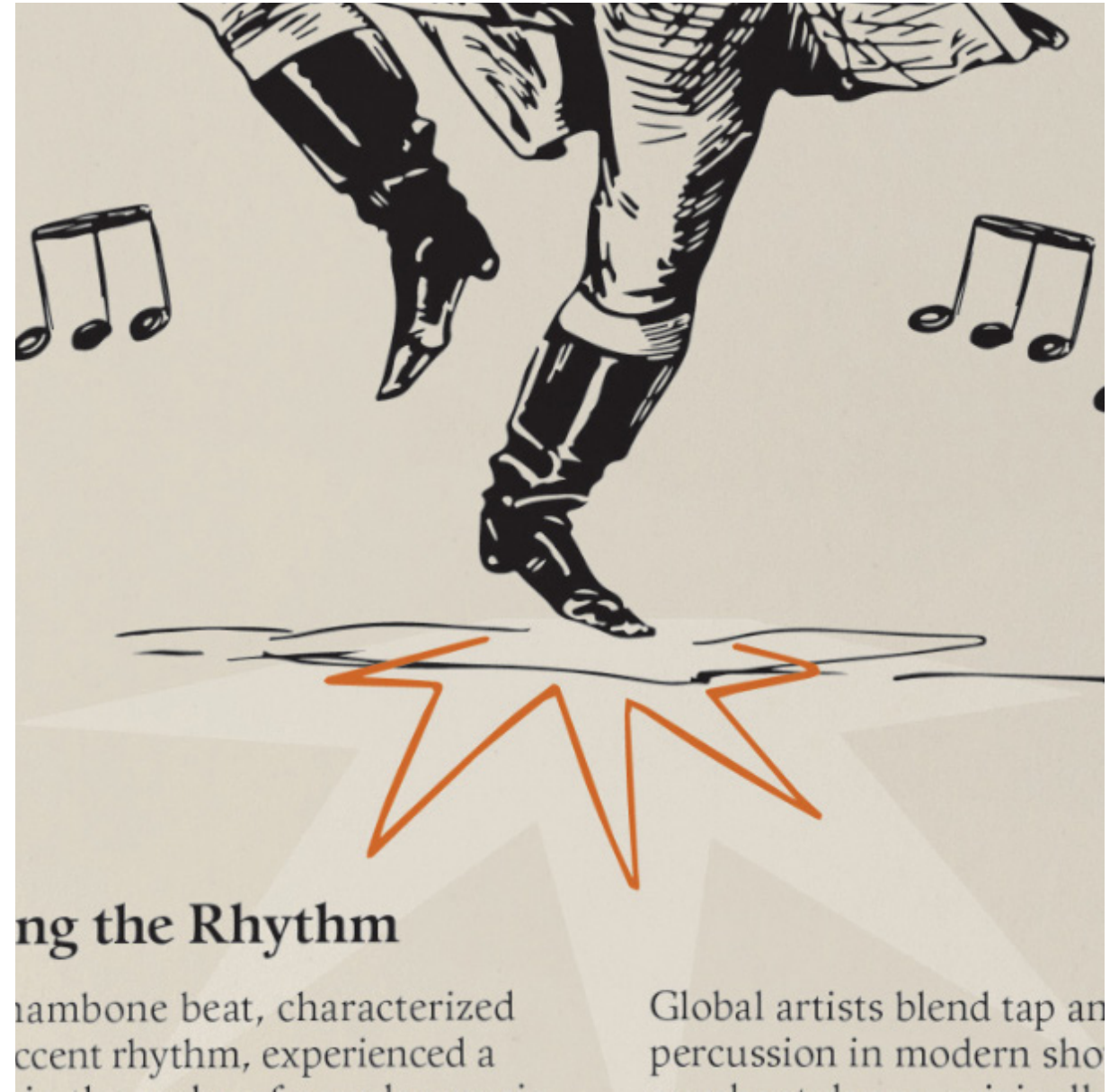
Spreading the Rhythm

The basic hambone beat, characterized by its five-accents rhythm, experienced a resurgence in the realm of popular music. Bo Diddley, a legendary figure in 1950s R&B, played a pivotal role in elevating the hambone rhythm to prominence, changing it into what is now known as the Bo Diddley Beat. This iconic and recurring riff became widely recognized and has been embraced by numerous white rock musicians who have appropriated its infectious energy into their own musical expressions.

Tap dance, another style of body percussion, has impacted almost every culture. Using toes, heels, and the full foot rhythmically goes beyond any one continent or era and includes diverse traditions: African American buck dancing, Irish step dancing, English clogging, and South Indian Bharatanatyam. Additionally, the history of tap is enriched by the contributions of remarkable figures such as William Henry Lane, an African American dancer born in the 19th century. Lane is celebrated for his significant influence on tap dance. His innovative use of footwork and rhythmic patterns laid the foundation for the evolution of tap dance.

Global artists blend tap and hambone-style percussion in modern shows. The silent gumboot dance, originally a communication tool among Black miners, is now an art form. This trend is seen worldwide with groups like Colombia's *Tekeyé*, Egypt's *The Percussion Show*, and America's *Music From The Sole*, which draws on Afro-Brazilian influences. These artists transform a combination of tap and hambone adding a fresh twist with elements of hip hop and jazz.

The art of flamenco includes a special kind of tapping (zapateado) as well as body-percussion elements that resonate with hambone. "Flamenco was being born in the mid-19th century. Certainly, by the 1902 arrival of the cakewalk in Spain, Black dance cultural motifs were transmitted, and flamenco artists expressly emulated Black American dance," says Doctor K. Meira Goldberg, author of *Sonidos Negros: On the Blackness of Flamenco*. "It is fair to say that other modes of body percussion (hambone, or making percussion by snapping fingers, clapping hands or hitting hands on various parts of the body mixed with footwork) are also increasingly emphasized." 🎵



other mediums



Luring

Fall 2023

Stoneware, Reduction Fired

13.5" x 12" x 12"

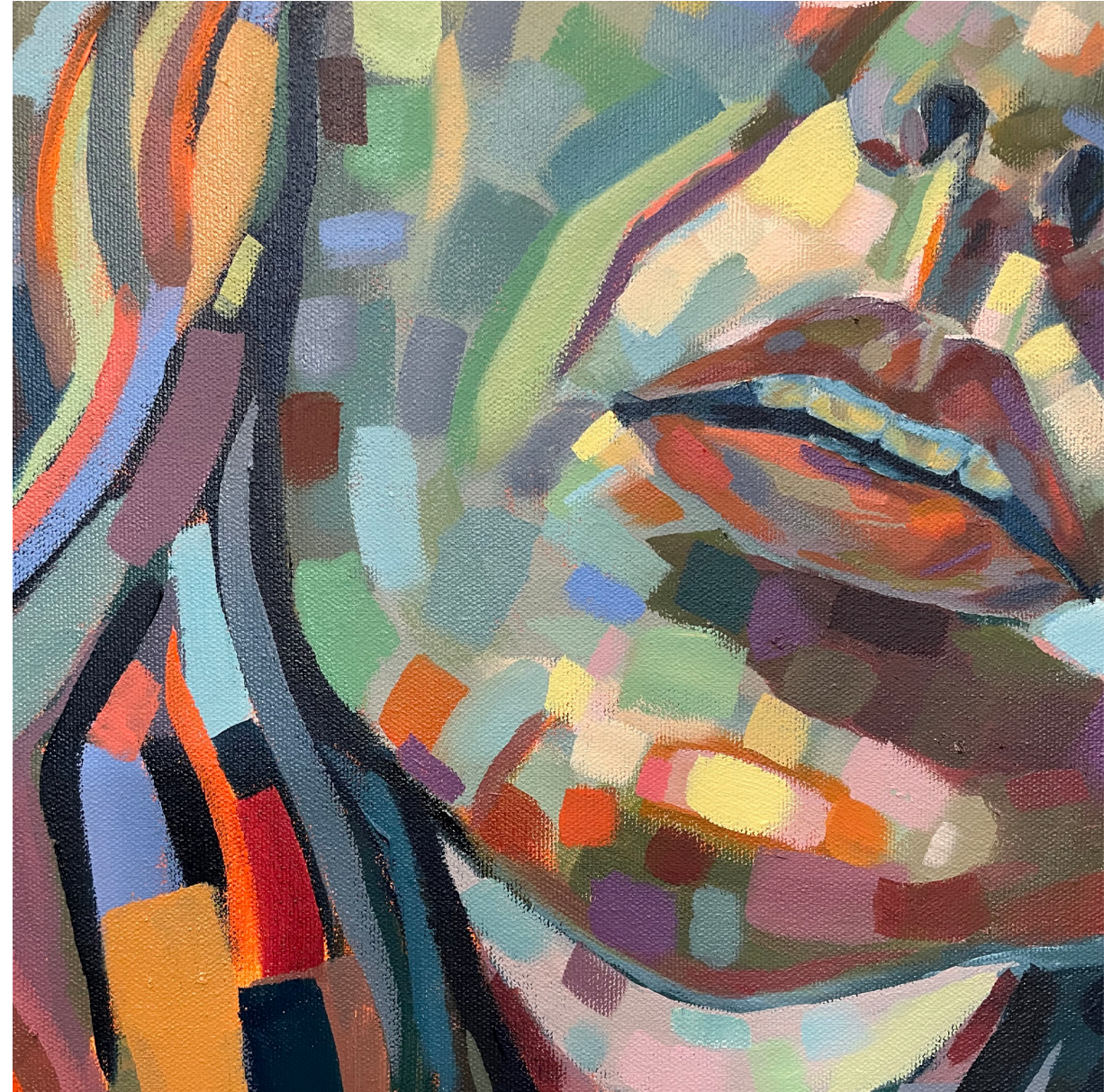


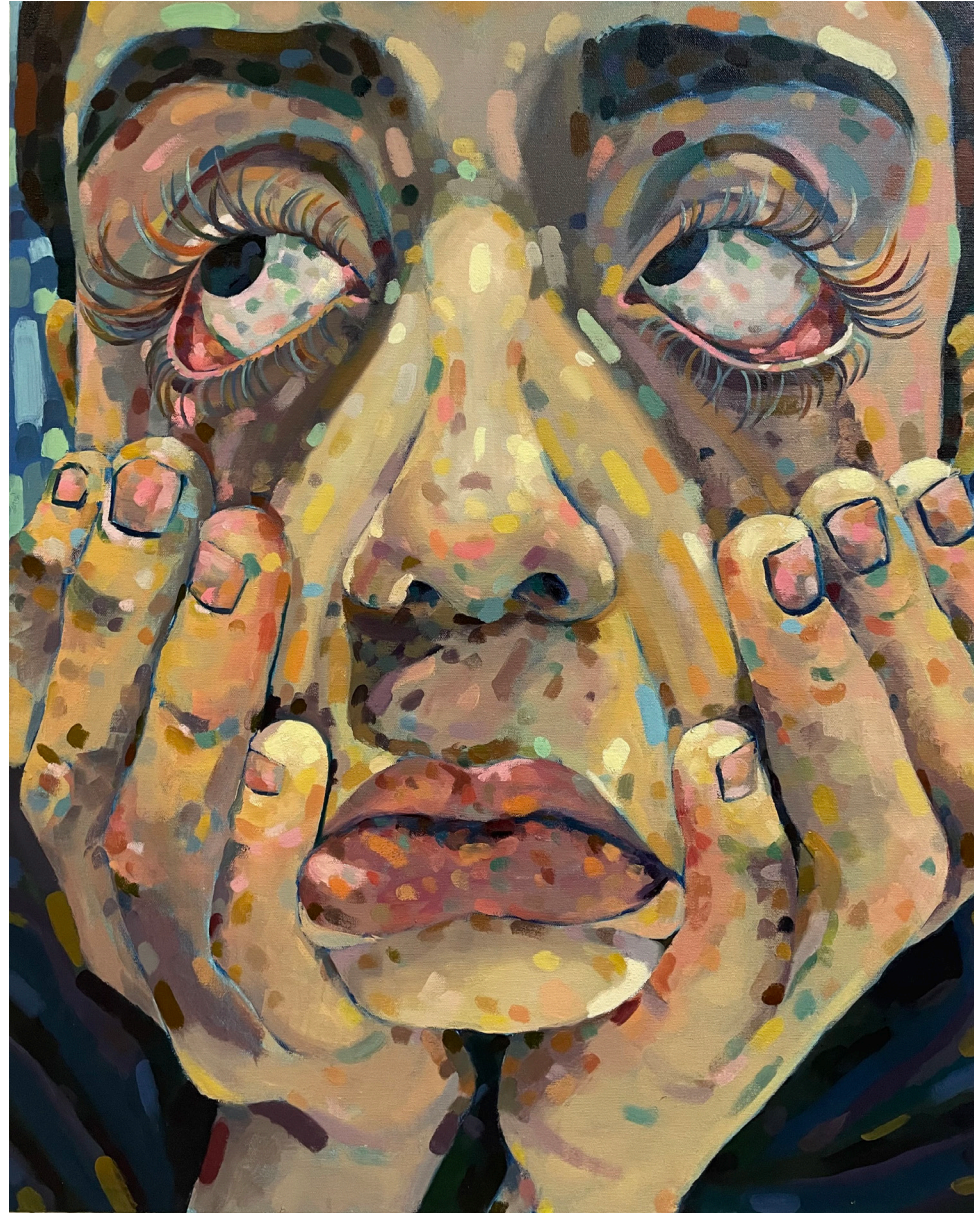
Am I Pretty Yet?

Spring 2024

Oil on canvas

24" x 24" x 1.375"



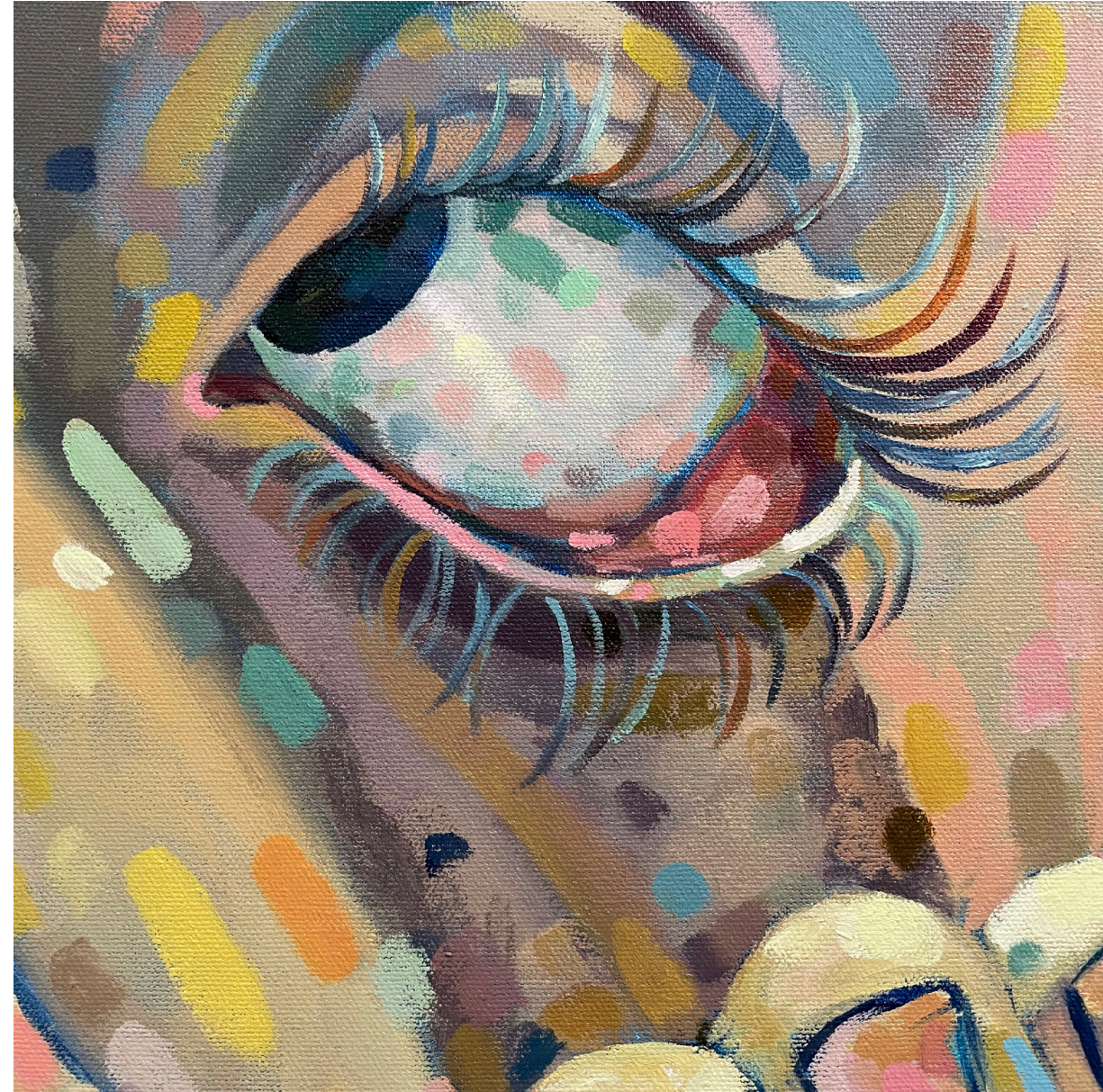


Why So Serious?

Fall 2023

Oil on canvas

36" x 24" x 1.375"



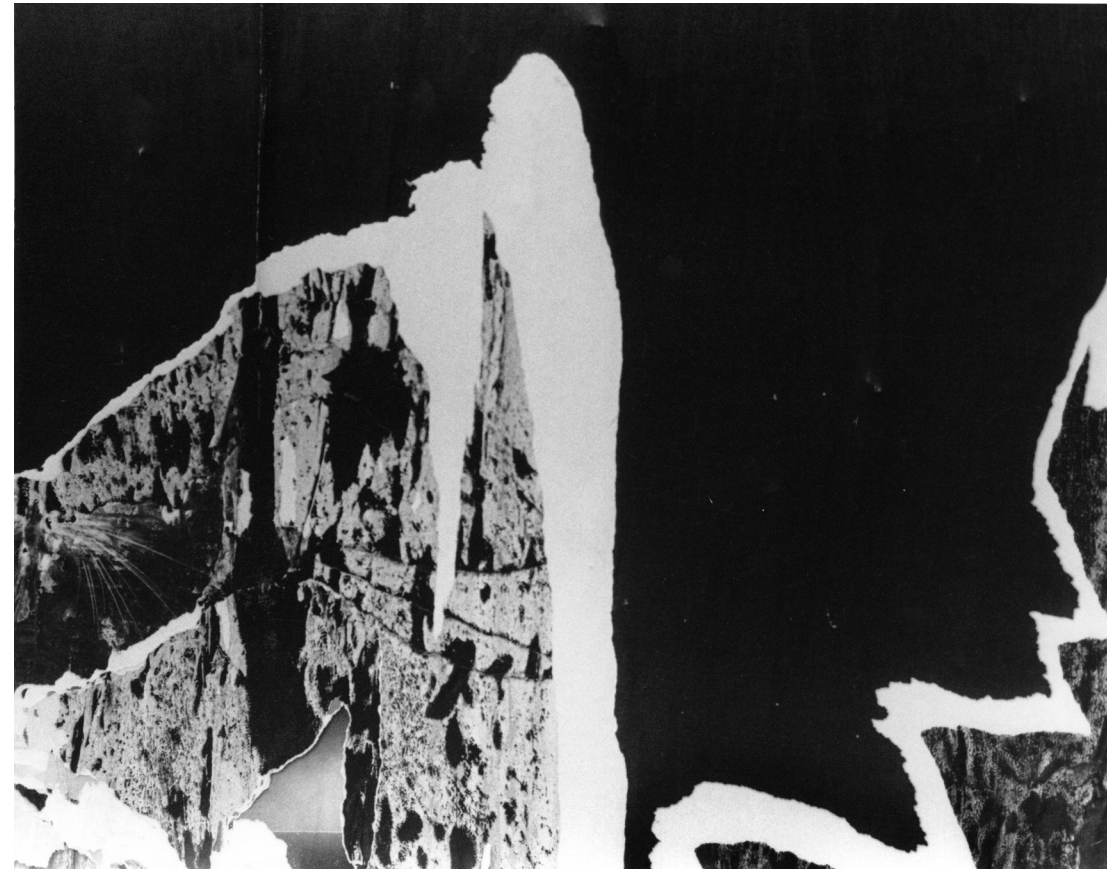


Reflection

Fall 2022

Gelatin Silver Print

8" x 10"



Ups and Downs

Fall 2022

Gelatin Silver Print

8" x 10"