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.
Mooves is a 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 0 0 0 0
- **RGB**: 228 234 64
- **HEX**: #E4EA40
- **PMS**: 387 C

**Barnyard Swing**

- **CMYK**: 0 1 58 67 03
- **RGB**: 219 127 88
- **HEX**: #D77B58
- **PMS**: 2415 C

**Plum Point**

- **CMYK**: 52 58 0 8 0 8
- **RGB**: 124 135 153
- **HEX**: #7CE899
- **PMS**: 667 C

**Brown Swiss**

- **CMYK**: 27 90 62 83
- **RGB**: 64 32 34
- **HEX**: #402222
- **PMS**: 4975 C
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
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
November 18, 2023

Margaret Stanton
Stanton Farms
24 Scarsdale Rd.
Blackstone, VA 23917

Dear Ms. Stanton,

I trust this letter finds you in good health. My name is Steven Marshall, and I am the store 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 serving only the freshest and healthiest ingredients, with a particular emphasis on the variety and freshness of our produce. We have heard glowing reviews about the high-quality produce from Stanton Farms, and we are excited about the prospect of introducing yourlocally-sourced ingredients to our menu. Your farm contributes to nature’s cycle seamlessly with our dedication to providing an exceptional dining experience, and we believe that your abundant and fresh produce 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 seasonal produce directly from your farm. It would be a win-win opportunity for us to showcase the exceptional produce of Stanton Farms to our customers. 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 entering a healthy relationship 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
Store Manager

Avogusta

stagen farms

Margaret Stanton
Stanton Farms
24 Scarsdale Rd.
Blackstone, VA 23917

avogusta.com

steven marshall

24 Scarsdale Rd.
Blackstone, VA 23917

avogusta.com
## Signature Bowls

<table>
<thead>
<tr>
<th>Name</th>
<th>Price</th>
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<tbody>
<tr>
<td>Pesto Caesar</td>
<td>7.99</td>
</tr>
<tr>
<td>El Jefe</td>
<td>8.99</td>
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<tr>
<td>Mayweather</td>
<td>8.99</td>
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<td>The Bolba</td>
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<td>The Apollo</td>
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<td>The Southern</td>
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<td>Mad Bowl</td>
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<tr>
<td>Corner Cobb</td>
<td>9.99</td>
</tr>
<tr>
<td>Tamari</td>
<td>8.99</td>
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</tbody>
</table>

## Create Your Own

**Customizer**

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

1. **Build Your Base**
   - We recommend choosing 1 primary base and 1 secondary base.
   - Lettuces: Kale, Arugula, Baby Spinach, Radicchio, Red Oak, Green Oak, Butter Lettuce

2. **Choose Your Dressing(s)**
   - House-Made Dressings: Cilantro Lime, Lemon Thai, Caper, Pesto, Vinaigrette, Basil Balsamic, Greek Feta, Lemon Caesar, Miso Ginger, Creamy Chipotle Lime
   - Citrus & Spice: Chipotle, Serrano, Sriracha, Frank's Red Hot, Lime Squeeze, Lemon Squeeze

3. **Add Your Ingredients**
   - 5 ingredients are included. Each additional ingredient added is $.60 extra.

4. **Choose Your Grill**
   - Beef, Chicken, Fish, Tofu, and More
avogusta

brand pillars

freshness

Emphasizes the use of fresh, high-quality ingredients.

Worth a particular focus on avocados, also

Highlights the fact that salads are prepared daily also

Locally sourced produce is more common amongst,

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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
**Hare Care**

- Rooted in Nature
- Softer than a hare
- A Hand-Crafted Cleanse
Tricks & Treats takes readers on a captivating journey into Halloween's history, inviting them to explore its fascinating origins and traditions. Through a skilful 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.

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

Following the origins date back to the origins of fire, which is believed to have been discovered independently by several cultures. Fire is used for cooking, warmth, and protection, and is also considered a religious and cultural symbol in many societies.

Mythology and the beginning of civilization are closely linked, as fire is often seen as a source of enlightenment and spiritual awakening. The story of Prometheus, who stole fire from the gods and gave it to humanity, is a popular tale that highlights the importance of fire in human history.

The use of fire in rituals and ceremonies is widespread across different cultures. The Bonfire Night in the United Kingdom, for example, is a celebration of the lighter of the spirits, and is believed to bring good fortune.

In conclusion, the story behind this event bears both historical and symbolic significance, serving as a reminder of the profound impact of fire on human civilization.
HISTORY of TRICK-or-TREATING

Borrowing from Celtic traditions, Americans began to dress up in costumes and go from house to house singing and reciting poetry in exchange for sweets. These activities were eventually combined in what we now call Halloween. The practice of celebrating Halloween has changed tremendously over the centuries, but the concept of dressing up and going door-to-door for treats remains a staple of the holiday.

In the late 1960s, there was a trend in dressing up for Halloween that a plastic, fake-wind and fake-fog blowers were popular. These devices were often used in combination with actual costumes and candy bags. This trend continued into the early 1970s, and it is still popular today.
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.

“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.

“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.”
OBSESSED WITH HAMBone

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

Written by Jane Johnson, illustrated by Atiella Patti
Spreading the Rhythm

The basic hambone beat, characterized by its five-accent 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 tap dancing, Irish step dancing, English clog dancing, 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 distinctive 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 gumbattle dance, originally a communication tool among Black miners, is now an art form. This trend is seen worldwide with groups like Colombia’s Jibaro, 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 (tapeteado) 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 Somos 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.”

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, chee 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 choreography. Recall 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 paced rhythmically, add to the richness of Hambone. This legacy is evident in stepping performances by Black fraternities, step team steps, and various social events, which became a loved part of American tradition.

“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.”

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Finding the Rhythm

The tambourine beat, characterized by its distinct metallic sound, became an essential rhythm, experienced a resurgence in popularity in the 1960s. While the tambourine has roots in African and Caribbean cultures, its influence transcended geographical boundaries and became integral to various musical genres.

Global artists blend tap and percussion in modern shows, demonstrating the enduring appeal of this rhythmic instrument.
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"