My personal branding was designed with the intent to reflect me and my creative style as an artist. I try to hold myself in a professional fashion, especially within corporate settings, but I still wanted to show the frivolity for fun I have in my personal life. These two aspects were the focus of my identity mark. Sophisticated but fun. The color palette is inspired by the heritage of being raised in Waco and around Baylor University. The colors bring a sense of familiarity and calmness to my personal brand.
High Country Insurance’s branding was designed with the intent to reflect the company’s desire to make their customers feel luxurious and valued. As they coordinate insurance plans for their clients’ high-value items they strive for professionalism and class which is what they desired to communicate through their branding. These key aspects were my focus when creating their identity mark and stationery. The color palette is inspired by the traditional colors of royalty. The colors bring a sense of value and dedication to High Country’s brand.
Pop Fizz Bath Essentials exhibits an irresistible spirit of fun and inclusivity, dedicated to redefining self-care with boldness and trend-setting innovation. The goal of this brand was to exude vibrancy and energy, mirroring its commitment to making every individual feel empowered and energized through self-care rituals. Inspired by the dynamic hues prevalent in bath products, the color palette is a blend of refreshing bursts of brightness, captivating the senses and embodying the essence of the brand. The typefaces chosen for their branding, Atrament, and Avenir Next Condensed, display the brand’s high energy and personality.
Celebrate Pop Fizz Bath Essentials’ two-year milestone with the captivating “fizzy smplr box.” This exclusive gift ensemble features curated customer favorites, encapsulating the essence of self-care and empowerment. The design resonates with the brand’s vibrancy and trend-setting spirit, manifesting boldness in every detail. Crafted to ignite intrigue and enthusiasm, this promotional piece serves as a gateway to discovering beloved products and embracing new favorites. My goal was to encapsulate the brand within this compact showcase, enticing clients to indulge in the Pop Fizz experience through their bright brand colors, lively typefaces and simple graphic style. With meticulous attention to the brand elements I crafted a piece that not only pops but also resonates deeply with the essence of the brand, fostering lasting connections and sparking joy with every unveiling.
Demonstrated through their new chocolate bar and wine collection, Devil’s Sweets is a sophisticated and innovative culinary brand that aims to share unique flavors and refined branding with customers. This idea was brought to life with the use of organic illustrations that balanced well with a bold, yet simple, and striking typeface. The understated color palette evokes an elegant sense of taste and works in balance with the flavor palette of the product providing a luxurious culinary experience.

Devil’s Sweets
PACKAGE DESIGN

Acumin Pro ExtraCondensed Medium
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abcdefghijklmnopqrstuvwxyz
0123456789;:.,!?'

Avenir Next Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789;:.,!?'

#CE727C
R:206  G:114  B:124  C:17  M:67  Y:40  K:0

#B8D5267
R:141  G:82  B:103  C:42  M:75  Y:42  K:0

#B69242

#E9E0D7
R:233  G:224  B:215  C:8  M:10  Y:13  K:0
Marquee Makeup
PACKAGE DESIGN

Introducing Marquee Makeup’s latest creation: The Show Stopper line. Designed for theater aficionados, each eyeshadow palette celebrates iconic shows like Hairspray, Les Miserables, and Newsies. The packaging boldly showcases thematic imagery and vibrant colors, reflecting the spirit of each production. To balance the visual impact, a clean serif font is selected for secondary information, ensuring clarity and ease of reading amidst the dynamic designs. Marquee Makeup’s Show Stopper line not only offers high-quality cosmetics but also invites users to immerse themselves in the captivating world of theater through makeup artistry.

Adonis
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Classic Book Jackets

These redesigned book sleeves are a fresh take on old classics and are designed with the intent to bring a fresh new feel for a younger audience. Recognizing that the term "classic" can seem dull to younger generations, the goal was to spark interest by adopting a contemporary photo collage style. Each design incorporates iconic imagery from their respective story and plot points of each book and includes typefaces that reflect their tones and historical context. In order to highlight their individual storyline, a corresponding color palette was created for each design rather than creating a single palette to be consistent throughout the set. It was integral to the design that the color themes stayed true to the themes and mood of each classic novel.

Parkside Regular

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Baker Signet

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Stymie Condensed

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Stymie

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KILN SANS

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Introducing Zoo Nights: an exclusive event at London Zoo tailored for adults. Dive into a captivating journey as the sun sets and transforms the familiar into the extraordinary. In crafting the advertising posters, I strategically infused deep hues of red, blue, and purple to mirror the transitioning sky, evoking a sense of intrigue and allure. Departing from conventional imagery, I chose animals renowned for their strength, imbuing the design with a sophisticated and dynamic aura. Embrace the essence of nocturnal wonder and experience an unforgettable experience under the stars. London Zoo and Zoo Nights logos provided by professor.
Jesus Said Love is a nonprofit organization in Waco, Texas that strives to bring women out of the commercial sex industry. To bring more awareness to their organization, they chose to create a short brochure they can distribute in their office with the purpose of sharing their mission and the incredible hope they are able to bring to those they work with. A bright color palette was essential to convey themes of hope and faith among this informational pamphlet in addition to a simple and clean typeface. The images included are bright and joyful and exhibit the faces of those whose lives have been touched by the organization. Jesus Said Love logo and photography provided by Jesus Said Love.
OUR STORY

Jesus said, “Love your enemies, bless those who curse you, do good to those who hate you, and pray for those who despitefully use you and persecute you.”—Matthew 5:44

Mary, a mother of four, is transformed by the power of love. Her story is one of many at Love Inc.

Our mission is simple: to show the power of love through our programs. Each day, we strive to make a difference in the lives of those we serve.

Our Vision

At Love Inc., we believe that love can change lives. By providing programs that address the root causes of poverty and addiction, we can help individuals and families achieve stability and hope.

Our Programs

LOVE Village

LOVE Village is a community-based approach to ending poverty. We believe that love can bring about lasting change, and we work to create a safe and supportive environment where individuals can thrive.

“Love Inc. is about more than just helping people get off the streets. It’s about providing a community where they can feel safe and supported.”

©LOWELL SOUNDZ

Access

Access is a 24-hour drop-in center that offers a safe and comfortable space for people in need. Our goal is to provide a place of temporary respite, a place where individuals can find comfort and support.

“Love Inc. has provided a place where I can just be. I feel safe and valued here.”

©LOWELL SOUNDZ

Statistics

73%

70%

69%

5%

of women in prostitution can never raise more than half of their income.

of those in prison are incarcerated for non-violent offenses.

of women in the industry are not even paid.

“Any coin production of a program like ours, students continue to be better off than when they entered the program.”

— Nadine Bell

©LOWELL SOUNDZ

Community Partners

Love Inc. is proud to partner with the following organizations to achieve our mission:

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Contact Us

Love Inc.

1600 S. Adams St.

Tampa, FL 33602

416-750-200

www.loveinc.org

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Mention in cooperation with Love Inc.

©LOWELL SOUNDZ

Friend of the Street

©LOWELL SOUNDZ

Compassion Week

©LOWELL SOUNDZ

Catholic Family Services

©LOWELL SOUNDZ

Children’s Home Society

©LOWELL SOUNDZ

Women’s Resource Center

©LOWELL SOUNDZ

Homeless Veterans Coalition

©LOWELL SOUNDZ

Heart of Jesus Homeless Coalition

©LOWELL SOUNDZ

Heart of Jesus Homeless Coalition
Not Your Grandma’s Annual Report

PUBLICATION DESIGN

Not Your Grandma’s Annual Report is a publication for the local Waco company, Head Hospitality. The design goal for this client was to create an annual report that portrays the company’s values, adequately expresses its financial statements to its shareholders, and clearly draws out its vision for the company for the coming year. Head Hospitality strives to take southern comfort classics and put a new twist on them. With this goal in mind, I wanted to explore the concept of mixing the familiar with modern aspects and created the theme “Not Your Grandma’s” to carry throughout the annual report. Head Hospitality logo, Cheddar Box logo, Pop’s Lemonade logo, and Mac House logo provided by Head Hospitality.