



ALV CREATIVE

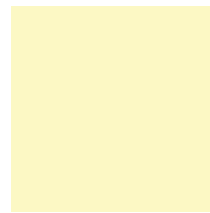
GRAPHIC DESIGN

ALV CREATIVE

BRANDING DESIGN



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 frill 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.



#FFF7C4
R:255 G:247 B:196
C:1 M:0 Y:29 K:0



#9FB9A3
R:159 G:185 B:163
C:40 M:16 Y:39 K:0



#315A42
R:49 G:90 B:66
C:79 M:42 Y:76 K:35

Bernhard Gothic URW
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ALV CREATIVE

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High Country Insurance

BRANDING DESIGN



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 the 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.



#C1832B
R:193 G:131 B:43
C:22 M:50 Y:100 K:5



#381B3C
R:56 G:27 B:60
C:75 M:91 Y:44 K:52



#694870
R:105 G:75 B:112
C:64 M:79 Y:32 K:15

Mrs Eaves OT Bold
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**HIGH
COUNTRY
INSURANCE**
284 Wilson Dr, New York, NY 10001

**HIGH
COUNTRY
INSURANCE**

**JAMES
RYAN**
PERSONAL AGENT

722.831.6529
jamesr@hcins.com
highcountryinsurance.com
284 Wilson Dr, New York, NY 10001
f @ G+ in @highcountryins

**HIGH
COUNTRY
INSURANCE**
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f @ G+ in @highcountryins

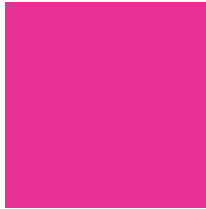
highcountryinsurance.com

Pop Fizz Bath Essentials

BRANDING DESIGN



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.



#E83895
R:232 G:56 B:149
C:2 M:91 Y:0 K:0



#F7941D
R:247 G:148 B:29
C:0 M:50 Y:100 K:0

Atrament Bold
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(Note: The original image shows 'OP' and 'vw' in bold in the original text.)

Avenir Next Condensed Medium
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(Note: The original image shows 'OP' and 'vw' in bold in the original text.)



Pop Fizz Bath Essentials

PACKAGE DESIGN



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.

Atrament Bold
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Avenir Next Condensed Medium
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POP
into your next spa night

 **BTH BOMB**
Add the perfect fizz to your bath routine with the calming scent of cotton blossom and musk to revive your senses after a long days work.

 **BDY LOTION**
Feed your skin with our perfect blend of vanilla and rose. Your skin goes through everything with you and it deserves the best, most luxurious moisture that will last all day.



COME VISIT US
764 KING STREET
BIRMINGHAM, AL

CONNECT WITH US
@popfizzbthesntls



Devil's Sweets

PACKAGE DESIGN

DEVIL'S
SWEETS

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.



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



#8D5267
R:141 G:82 B:103
C:42 M:75 Y:42 K:14



#B69242
R:182 G:146 B:66
C:29 M:39 Y:88 K:4



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

Acumin Pro ExtraCondensed Medium
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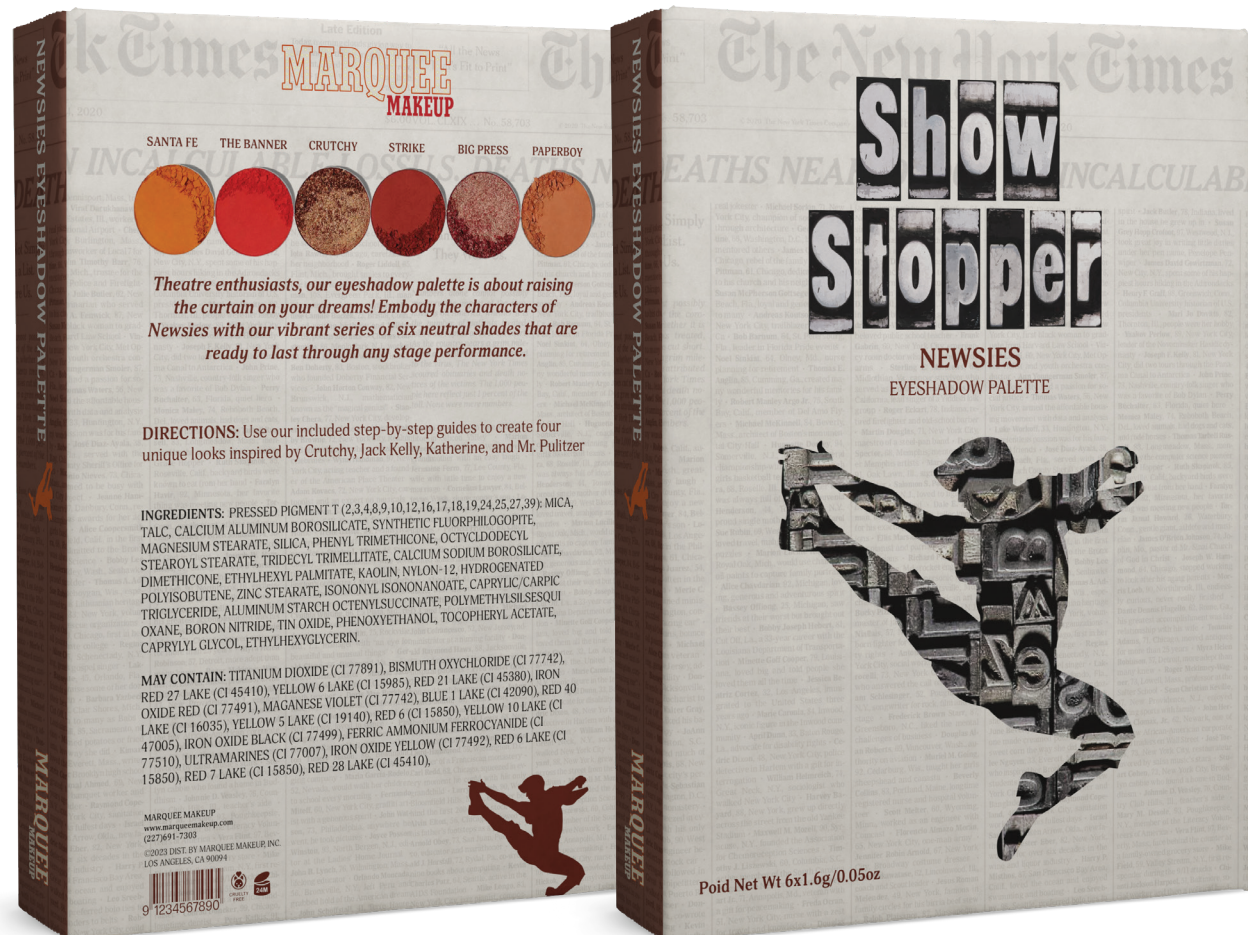
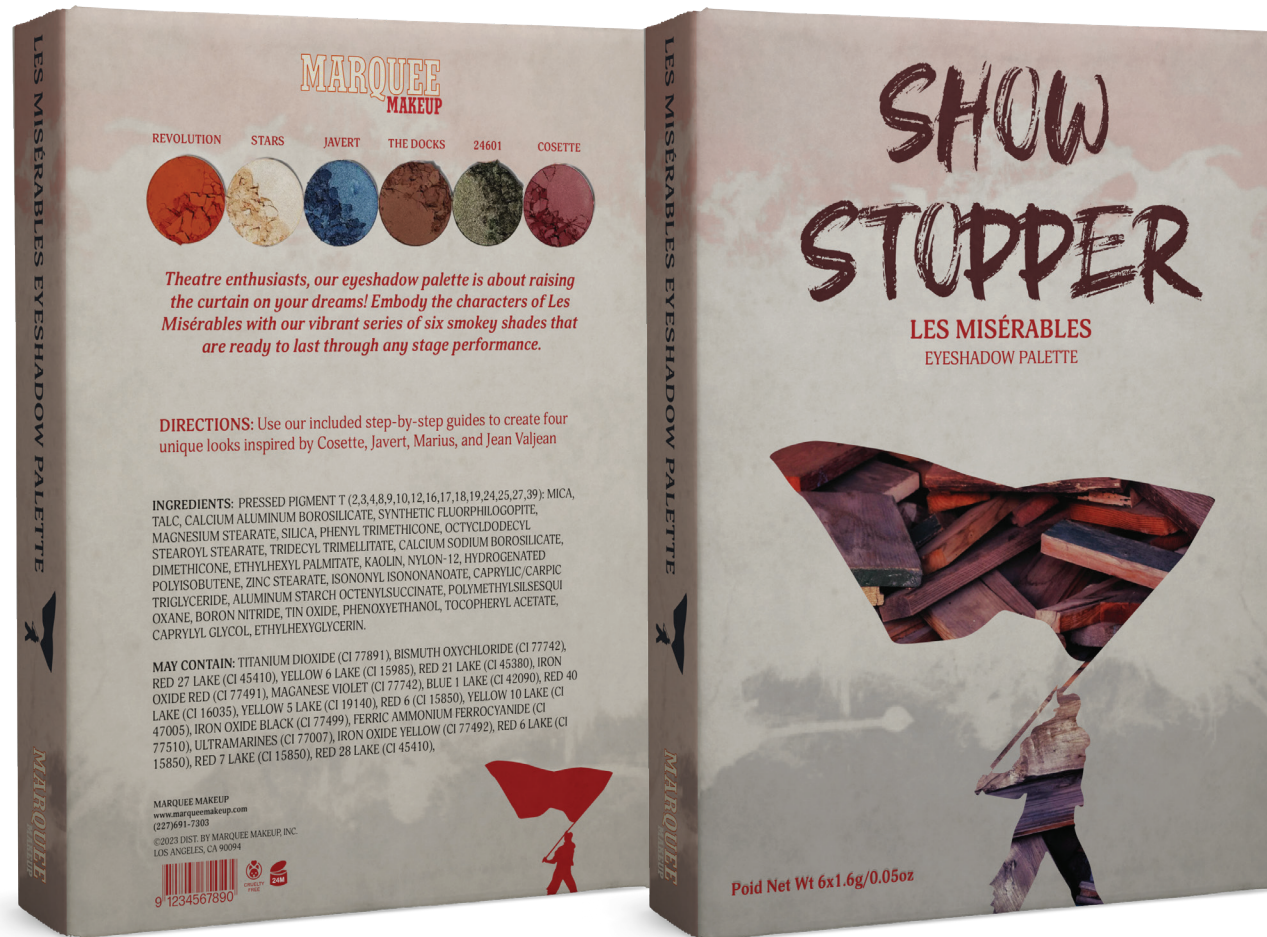
Marquee Makeup

PACKAGE DESIGN

MARQUEE
MAKEUP

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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KILN SANS

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Stymie Condensed

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Zoo Nights

POSTER DESIGN

LONDON ZOO
ZOO NIGHTS

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.

Myriad Pro
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LONDON ZOO
ZOO NIGHTS
SEE THE ZOO IN A WHOLE NEW LIGHT
ZSL.ORG/ZOONIGHTS



SCAN FOR DETAILS



LONDON ZOO
ZOO NIGHTS
SEE THE ZOO IN A WHOLE NEW LIGHT
ZSL.ORG/ZOONIGHTS



SCAN FOR DETAILS



LONDON ZOO
ZOO NIGHTS
SEE THE ZOO IN A WHOLE NEW LIGHT
ZSL.ORG/ZOONIGHTS



SCAN FOR DETAILS



Jesus Said Love

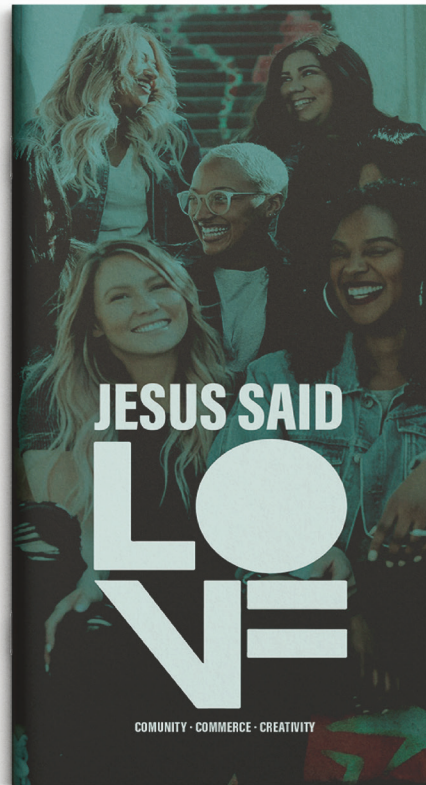
BROCHURE DESIGN



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

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OUR STORY

In 2004, founder Emily Mills began outreaches to women in the sex industry in Waco, Texas.

In 2007, the outreaches turned into monthly visits and the outreach teams grew across Texas. By 2014, Jesus Said Love was reaching approximately 800 women every month directly involved in commercial sex exploitation, women at highest risk for sex trafficking and HIV/AIDS.

Throughout these formative years of proximity to women involved in commercial sex exploitation and trafficking, several glaring issues became apparent: the domestic human trafficking crisis, the overwhelming evidence of male violence within the context of the commercial sex industry, the varying impacts of trauma and the socio-economic disparities leaving women, and their children, with a lack of agency.

The mission became to offer safe housing, stable community, living wage jobs and sustainable success to women and their children overcoming sexual exploitation, trauma, and trafficking.

-Emily Mills
founder



STATISTICS

73% of women in prostitution have been raped more than five times.

[United Nations Office on Drugs and Crime, 2009]

70% of females are trafficked through the commercial sex industry. This includes Porn, Strip Clubs, Massage Parlors and Prostitution.

[U.S. Department of Justice, 2004]

69% of women in the industry suffer from PTSD. That's equivalent to men and women coming home from the battle field.

[Melissa Farley]

5 years post graduation of a program like Lovely, students continue to live better lives than before they entered the program

[Melissa Farley]

OUR PROGRAMS

Lovely

Meaningful employment leading to financial freedom is instrumental in the healing journey. Our social enterprise provides jobs for women survivors and revenue for our mission. Every product is survivor made and survivor paid. Our work therapy program provides jobs for survivors of sexual exploitation and trafficking, giving opportunity for upward economic mobility. We are a trauma-informed work environment that creates a space for belonging and healing.

Lovely Village

Lovely Village offers fully furnished living spaces for women and their children as well as group home living environments for singles. We imagine a "love your neighbor" approach to community aimed at healthy living. Lovely Village

"These women have beat the odds. They live with scars, but they are hopeful for what will be."

-Emily Mills



Access

This innovative 8-week training program, which includes a living expense stipend, is designed to on-ramp individuals toward self-sufficiency, reducing re-entry into the commercial sex industry. The Monday-Friday training program addresses Spiritual Development, Life Skills, Job Readiness, Physical Health and Mental Health. Upon course completion, graduates are prepared to step into full time employment or become eligible for a microloan through Lovely Enterprises.

Stop Demand School

Stop Demand School is a diversion and educational program aimed at reducing sex buying in America. Live and online experiences are available for those under prosecution for solicitation charges, church and corporate trainings.



CONNECT

WHEN IN WACO COME VISIT US AT OUR HEADQUARTERS!

1500 COLUMBUS WACO, TX 76701

254.300.7658

INFO@JESUSSAIDLOVE.COM

KEEP UP WITH US ON ALL SOCIAL MEDIA!

INSTAGRAM: @LOVELYVILLAGE_

FACEBOOK: @LOVELY VILLAGE

VIDEO: @LOVELYVILLAGE

TWITTER: @JESUSSAIDLOVE

FOR MAIL CORRESPONDANCES PLEASE SEND TO

JESUS SAID LOVE PO BOX 523 WACO, TX 76703

COMMUNITY PARTNERS

| | |
|--|-----------------------------|
| COMPASSION WACO | BAYLOR UNIVERSITY |
| GRASSROOTS WACO | UNBOUNDNOW |
| MISSION WACO | CITY OF WACO |
| WACO FOUNDATION | ENRICHMENT |
| ADVOCACY CENTER WACO | BAYLOR SCOTT & WHITE |
| UNITED WAY OF WACO | STARRY COUNSELING WACO |
| LOVE HEALS THISTLE FARMS | FAMILY ABUSE CENTER WACO |
| MCLENNAN COMMUNITY COLLEGE | METHODIST CHILDREN'S HOME |
| HEART OF TEXAS GOODWILL INC. | CHRISTIAN WOMEN'S JOB CORPS |
| MCLENNAN COUNTY SHERIFF'S OFFICE | |
| HEART OF TEXAS BEHAVIORAL HEALTH NETWORK | |
| HEART OF TEXAS HUMAN TRAFFICKING COALITION | |



Not Your Grandma's Annual Report

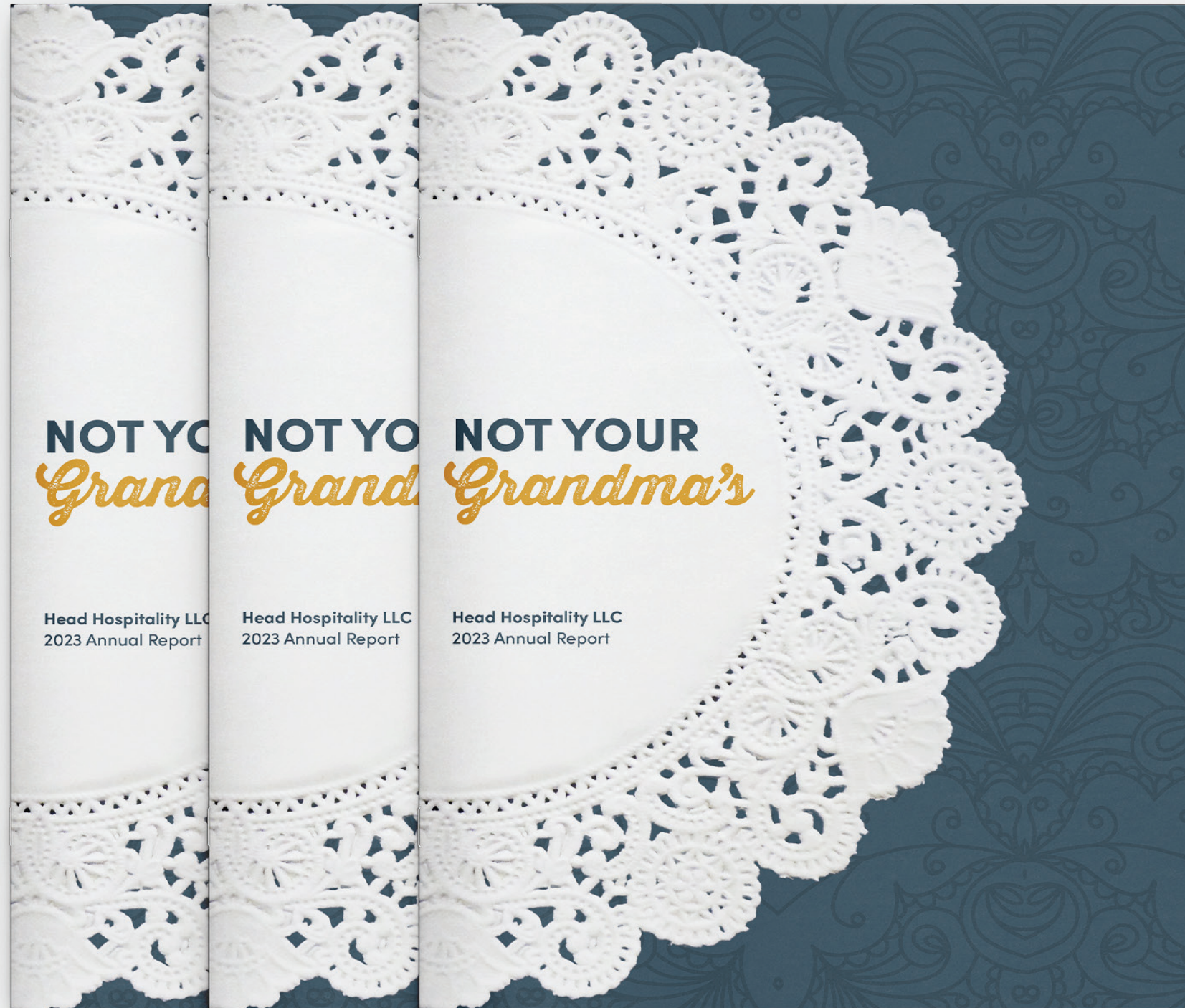
PUBLICATION DESIGN



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.

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Sofia Pro
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More Than Grandma & Pop's

As we pour our hearts into presenting the annual performance report of Pop's Lemonade for the fiscal year ending 2023, we invite you to take a sip of our journey—one that's filled with zealous innovations, tangy achievements, and a dash of financial success that leaves a refreshing aftertaste.

Sweet Highlights

In 2023, we witnessed a remarkable surge in revenue, reaching a zealous total of \$2 million. This marks a delectable 8% increase over the previous year, a testament to our lemonade's enduring appeal. Our commitment to profitability remained unwavering as our financial health is as robust as our flavors.

Sip-Worthy Achievements

Our dedication to innovation bore fruit, as we introduced Pop's Palmers that thrilled our customers' taste buds. These innovations have made us the go-to destination for those seeking a lemonade adventure. Quality assurance remains at our core. We've perfected our recipes and sourcing, ensuring that each sip of Pop's bursts with the refreshing taste of summer. Our commitment to customer satisfaction led to a 98% rating. We're grateful for the loyalty of our lemonade enthusiasts that make our operation possible.

Three Popular Lemonades: Minted Watermelon Palmer,
Peach Basil Lemonade, Cherry Limeade
8 Head Hospitality LLC



Creative Test

At Pop's, we consider each glass a canvas. Our creative blends, like the minted watermelon, merge artistry and flavor to create memorable lemonade experiences. Get ready for an explosion of new flavors and experiences. In the coming year, expect bold lemonade creations that redefine the landscape.

We extend our heartfelt gratitude to our dedicated employees, loyal customers, and supportive shareholders. Together, we've embarked on a lemonade odyssey that promises to be even more thrilling in the years to come. Thank you for your unwavering trust and support. Here's to a future filled with the zest of possibilities!

The future of Pop's Lemonade is bright ahead, and we are overjoyed to be able to bring our customers along with us. Never miss a beat with our text messaging system and each of our social media platforms.

Squeeze
The
Day!

Pop's traveling food truck

Pop's
LEMONADE

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