





Personal Branding

As a designer, I value the combination of organic, hand drawn elements with clean, modern elements. For my personal branding, my goal was to create a lettermark that was simple in nature but still reflected my love for eclectic and hand crafted design. The type was manipulated reflect the organic nature of my illustrative style contrasted with the simplicity and organization of typographic design.



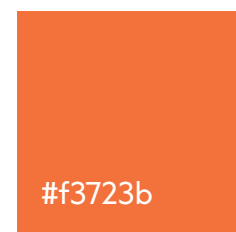
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AD
DESIGN
879 Buckboard Dr.
Waco, Texas 76706



 avacdryden@gmail.com
 972-754-0488
 avadryden.com

 **Ava Dryden**
Designer & Illustrator
 avadryden@gmail.com
 972-754-0488
 avadryden.com







Early Bird Cocoa Co.

I created the brand Identity for Early Bird Cocoa Co. for a packaging design course I took in 2023 at Baylor University. The assignment was to create a brand identity for a unique chocolate bar company including social media content, packaging, and logo design. I wanted to create a breakfast-inspired line of chocolate bars because some of my fondest memories are making breakfast with my dad on Saturday mornings. My goal for this project was to recreate the nostalgia of classic breakfast diners and modernize the concept with eclectic color and pattern. I also wanted to experiment with illustrative typography by creating unique hand-drawn text for each individual flavor title

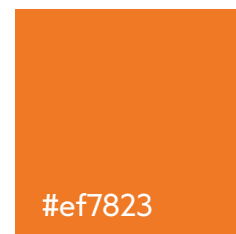


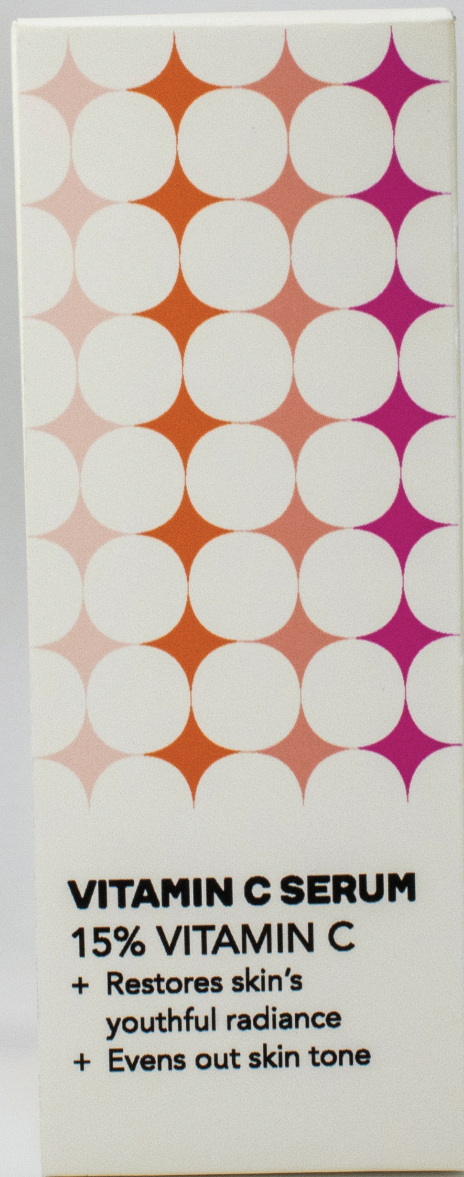
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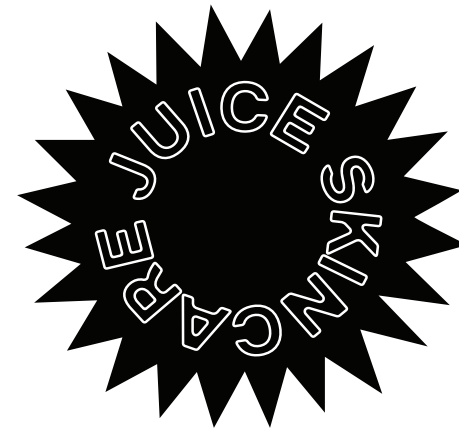
Avenir

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z







Juice Skincare

I created the brand Identity for Juice Skincare for a packaging design course I took in 2023 at Baylor University. The concept behind Juice Skincare is to make a fun, juice-themed packaging design that is modern, typographic, and energetic. I really want to push a refreshing and hydrating feel for the packaging itself, with a subtle nod to square juice cartons referencing the name. My goal for this project was to experiment with form and the physicality of packaging using sustainable, recyclable materials.



AA

SB BLUNT

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N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

AA

SB OUTLINE

A B C D E F G H I J K L M

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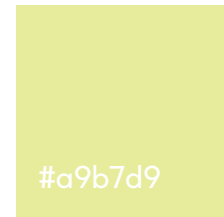
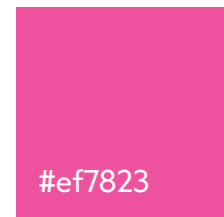
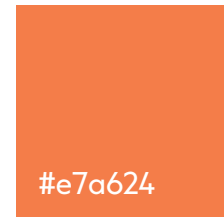
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a b c d e f g h i j k l m n o p q r s t u v w x y z

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Feed your belly,
Nourish your soul.

Nourish
vegan soups





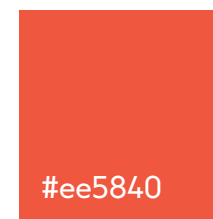
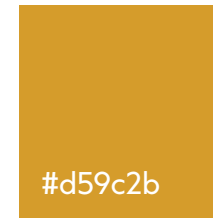
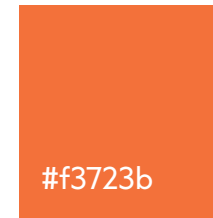
Nourish Vegan Soups

Nourish is a non-existent vegan soup company I created to expand my packaging design in my portfolio. My goals for this project were to create a brand strong brand identity that is organic and green, appealing to people and families in search of a healthy and easy comfort food. I used timeless illustration and typography combined with an energetic and contemporary color pallet to convey the idea of a modern take on a classic dish.



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Keep Waco Beautiful
Annual Report 2021

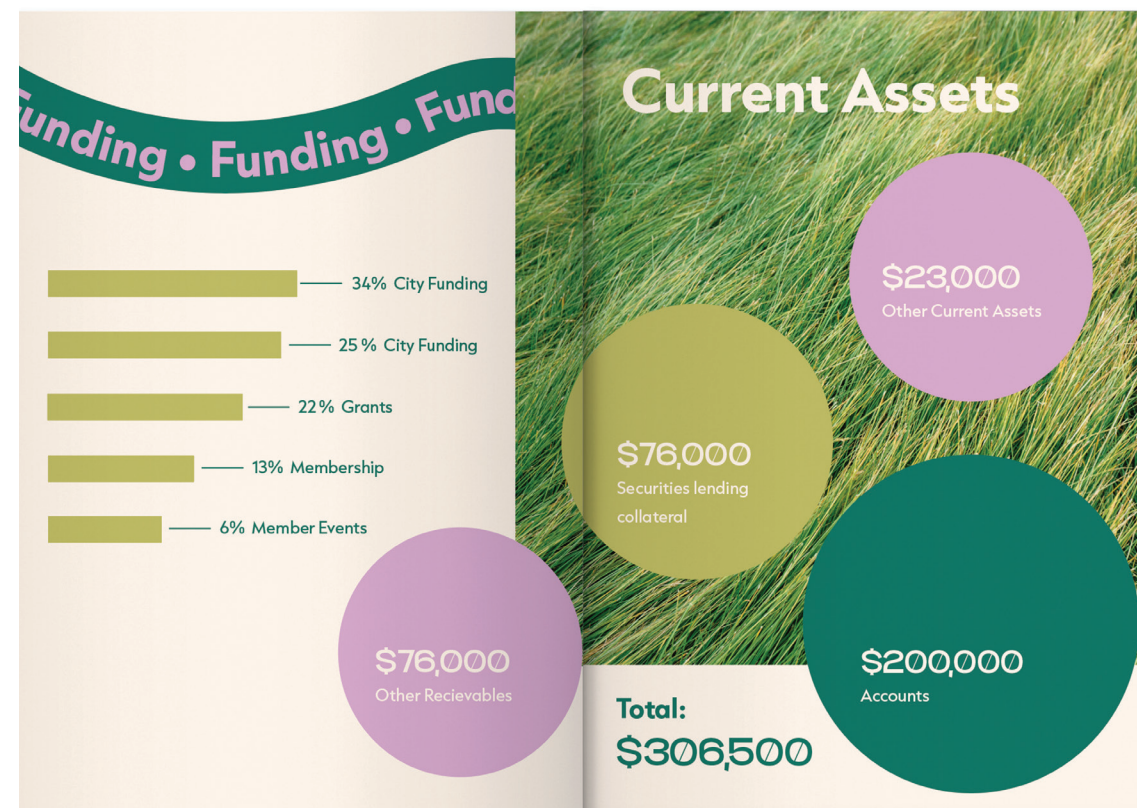
Membership benefits

Discounts
We partner with local nurseries to help bring a more beautiful vision of Waco to your own yard. Take advantage of discounts and special offerings from several businesses and local nurseries in town.

Events
Whether you come on your own or with your family, you get discounts on events and beautiful things happening in Waco.

Education
Education is our passion! From Rainwater Harvesting to Raised Bed Gardening, you will get insider discounts and early access to these classes.

Volunteer Opportunities
You get first-to-know opportunities to participate in one-of-a-kind events in Waco, leaving your mark on a more beautiful city.



Current Assets

Annual Report 2021

Over the past year, Keep Waco Beautiful has continued to foster environmental stewardship through a variety of programs and initiatives aimed at enhancing the quality of life for all residents of Waco. From neighborhood cleanups to waterway restorations, our collective efforts have made a tangible difference in revitalizing our community spaces. With over 500 volunteers and over 5 tons of trash collected, we are pleased to show you our successful year.

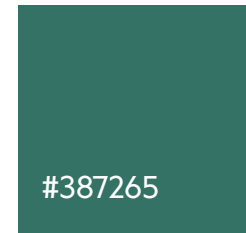
Keep Waco Beautiful Annual Report

This annual report was created for Waco's local conservation program, Keep Waco Beautiful. For this project, I was able to interview and work with the director of Keep Waco Beautiful, Carole Ferguson to create a 25 page annual report covering recent projects, operations, and performance over the past year.

Header
Capitina
65/40 pt
Bold

Subhead
Capitina
25/30 pt
Thin Italic

Body
Capitina
12/14 pt
Regular



Phoëbe Bridgers



Live!

dallas house
of blues

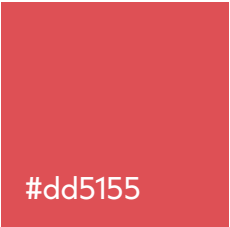
Phoebe Bridgers Poster

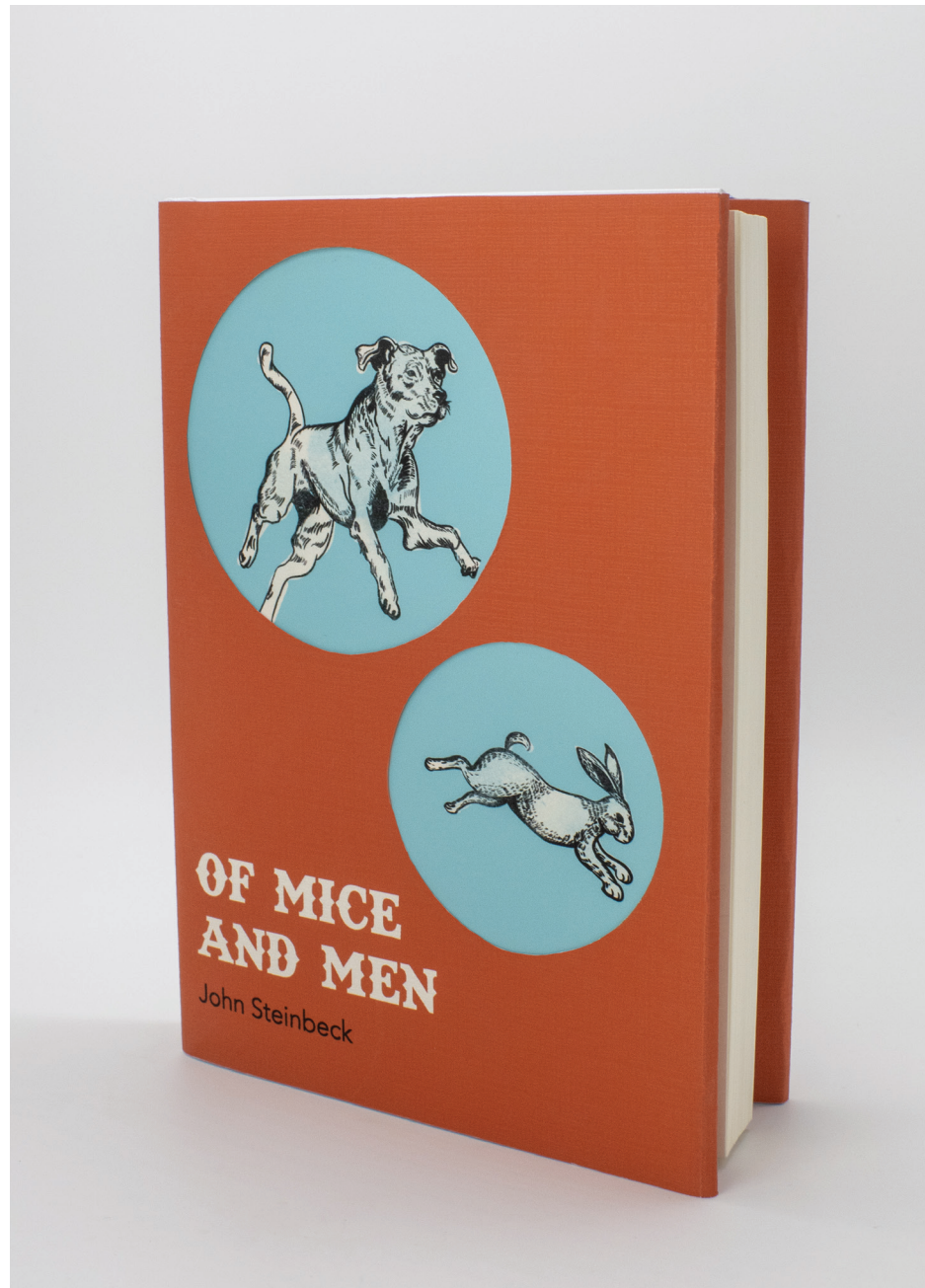
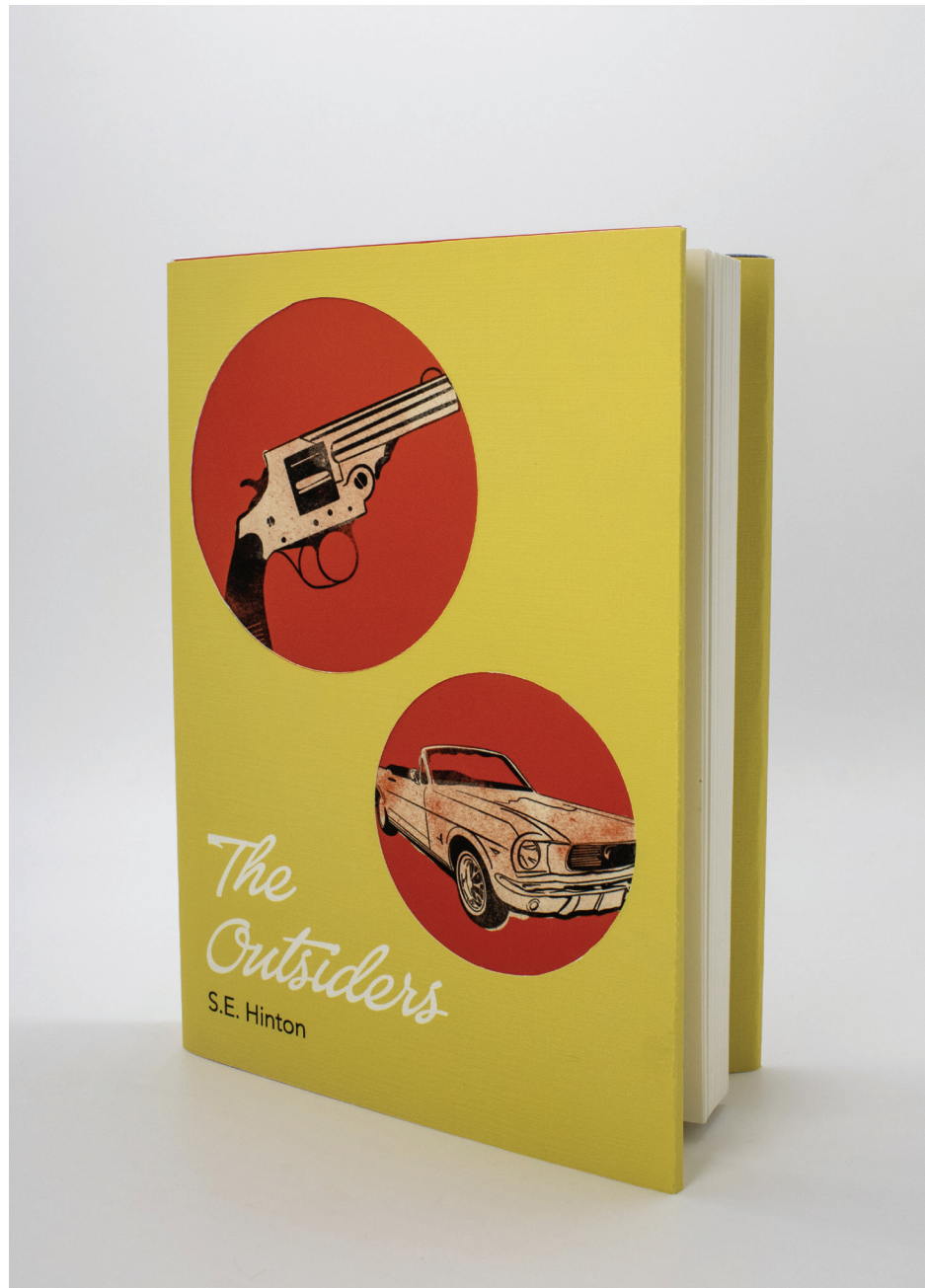
This fictitious poster was created as promotional material for the musical artist Phoebe Bridgers' concert at the Dallas House of Blues. The illustrations were inspired by the lyrics to her song "Moon Song." The visual inspiration behind the illustration style references traditional printmaking methods to create emulate a hand-crafted feel.



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Ten Pounds Regular
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Avenir Light
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Classic Book Covers

For this project, I re-designed classic book covers inspired by the novels Perks of Being a Wallflower by Stephen Chbosky, Of Mice and Men by John Steinbeck, and The Outsiders by S.E. Hinton. My aim was to capture the essence of these stories through digital illustration and color. These covers aim to appeal to readers both young and old, a fresh twist on timeless classics



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Baystar
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AA
TEXAS TANGO
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