

KS
DESIGN

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Kate Sudderth is a graphic designer born and raised in Frisco, Texas, a small suburb outside Dallas. She loves trying and experiencing new things, spending time with friends and family, and watching movies. Kate also enjoys being challenged, working hard, and embracing everything life has to offer.

Kate is a senior at Baylor University and will graduate in May 2024 with a BFA in Studio Art with a concentration in Graphic Design. At Baylor, Kate discovered a passion for Graphic Design. She loves the everything about the design process—the exploration, the creativity, and problem solving.

Kate finished her internship in August at TPN Commerce, a successful advertising agency in Dallas, Texas, where she created web and print advertisements for notable clients like Walmart, Nonni's, and Kroger. She looks forward to continuing to learn and grow in the fascinating world of visual communication.

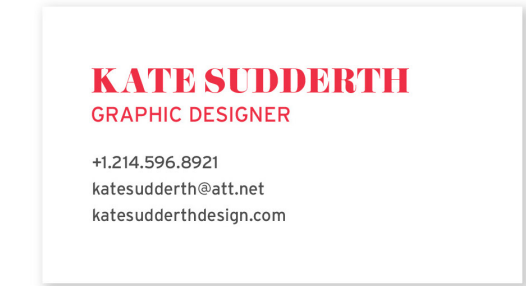
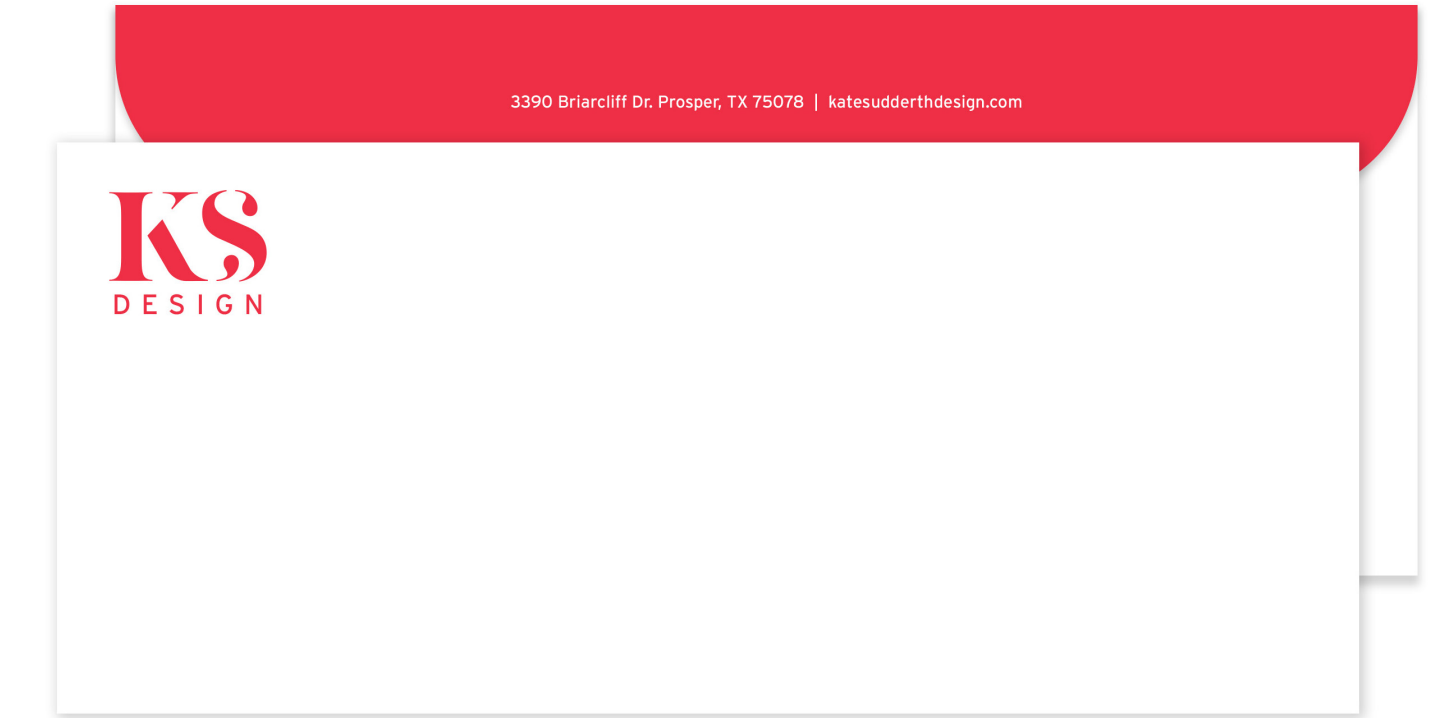
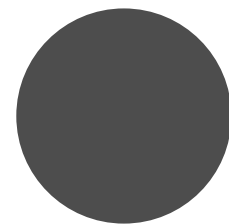
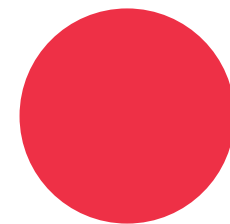
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My personal identity manipulates typography in a way that created a simple yet bold and classy brandmark. The two letterforms were split in a way that created a relationship between them both. The Sigurd Heavy typeface was utilized to adhere to the classy and sophisticated style of the brand. A combination of a bolder typeface with a more simple typeface, Interstate Regular, was chosen in order to create visual contrast between the brandmark and the logotype. The color palette chosen consists of two colors that compliment each other while also adhering to the bold and simple contrast that the brand embodies.

Kate Sudderth
Interstate Regular

Kate Sudderth
Sigurd Heavy



PARIS! RULES!

“The Paris Rules!” project aimed to craft a captivating travel article for Vogue magazine, tailored to appeal to a younger and trendier audience. The approach for this project was to fill the article with a vibrant and dynamic aesthetic reflective of the colorful and lively essence of Paris. By using fun and vibrant duotones, the article became visually engaging, drawing readers into the vibrancy of the city. In terms of typography, a serif font was chosen to emphasize Paris’s distinctive classic elegance, adding a touch of sophistication to the overall design. The “Paris Rules!” project seeks to offer readers an immersive and enticing journey through the enchanting streets of Paris.

Header
EloquentJFPro
75/69 pt
Regular

Bonjour

Pull Quote
EloquentJFPro
31/34 pt
Italic

*“Paris is ALWAYS
a good idea.”*

Subhead 1
EloquentJFPro
13/9 pt
Regular

What to do

Subhead 2
Avenir
10/12 pt
Black

Pinault Collection

Body
Avenir
8/9.6 pt
Book, Italic
Flush left

The most heavenly vintage jewelry shop in Paris! Dary's carries truly exquisite pieces from the big houses to the unsigned. You must go!





Bonjour!

It's not just the reality of Paris that draws you in—it's the fantasy. The City of Light, has been romanticized for most of us since birth, in books by Victor Hugo and Ernest Hemingway, movies like *An American in Paris* and *Moulin Rouge*, and through photographers like Brassai and Henri Cartier-Bresson.

And while the majority of travelers know the iconic tourist spots of Paris—the Eiffel Tower! the Louvre! Notre-Dame!—the spots that encompass the soul of the city that so many of us seek are harder to find. With that in mind, Vogue asked its editors where they stay, eat, shop, and visit across the city.

Where to Eat

Le Soufflé

You can't go to Paris and not eat soufflé. *Le Soufflé* is an old-world place tucked away on the *Rue du Mont Thabor*, which is a great street for restaurants. I like to go at lunch, when they have a special of starter salad, savory soufflé, and dessert soufflé. Decadent and delicious!

Balagan

Balagan is a truly fun and loud delicious dining experience in the 1st. It's an amazing take on Israeli and Middle-Eastern cuisine with great drink options to pair with it. If you're with a small party, the bar/chef's bar is immersive—they'll give you tastes of dishes as they cook them and chat with guests. Balagan really showcases the upbeat side of dining in Paris.

Le Recamier

Le Recamier is your must stop for soufflés! They don't take reservations so it's best to go for a latish lunch around 1:30 p.m. Go for a walk in the *Jardins Luxembourgs* and then have lunch at Recamier and then wander through Le Bon Marché, especially their incredible food hall *La Grande Epicerie*.

Girafe

Girafe is one of Paris' most iconic restaurants. The view of the Eiffel Tower is so close, it feels like at you can almost touch it. Inside, minimalist decor meets traditional Paris style, creating an effortlessly cool modern ambiance. From the elevated menu to the elegant design, this restaurant should be top on everyone's list when visiting Paris.

Café de Flore

A trip to Paris isn't complete without an afternoon spent at *Café de Flore*. It is a classic. This picturesque establishment on the corner of Boulevard Saint Germain is perfect for spotting the latest street-style fashions and catching up with a friend over lunch.

Clown Bar

The name of Clown Bar is quite literal: atop the bar are titles of the circus performers, as well as a quintessential Art Nouveau-era painted ceiling. But rest assured the bistro, founded by chef Sota Atsumi, takes its culinary pursuits quite seriously. Order a delightful wine and some tartare de boeuf.

Fromagerie Barthelemy and Marie-Anne Cantin

Fromagerie Barthelemy and Marie-Anne Cantin are two absolutely amazing cheese shops in the 7eme. There is a heated debate as to which one is better but I feel it's completely acceptable to patronize both.

Le Bon Georges

Le Bon Georges is a classic, quaint Parisian bistro in Pigalle. I'd tell you what to order—but the menu changes seasonally (everything is updated daily on a chalkboard) and they recommend to chose your meal around the wine. Who could argue with that?

Where to Shop

Rélique

For delightful funky vintage shopping, head to *Rélique* near *République*. When I visited last fall (upon recommendation from my chic French friend), the window display featured a giant pink tentacle and a bouquet of sunflowers. Inside,

there were two floors of argyle sweater vests, wide-legged pants, and fabulous button-downs. Plus, with shag rugs and a retro bubble chair, there are photo ops aplenty.

Maison Dior

Maison Dior is a carefully curated extension of the heritage brand. A palette of red, black, and white hues inspired by the brand's archive set the tone in the dining room. Of course, each place setting is adorned with *Maison Dior* tableware along with the mixed and matched houndstooth chairs. For a taste of Dior, this hits the spot.

Dary's

The most heavenly vintage jewelry shop in Paris! Dary's carries truly exquisite pieces from the big houses to the unsigned. You must go!

Nuovo

Nuovo is a favorite to all. It is a tiny vintage shop full of hot girl clothes. I got the most amazing leather jacket from there that made me look like Emmanuelle Seigner straight out of *Frantic*. I love it!

Rouje

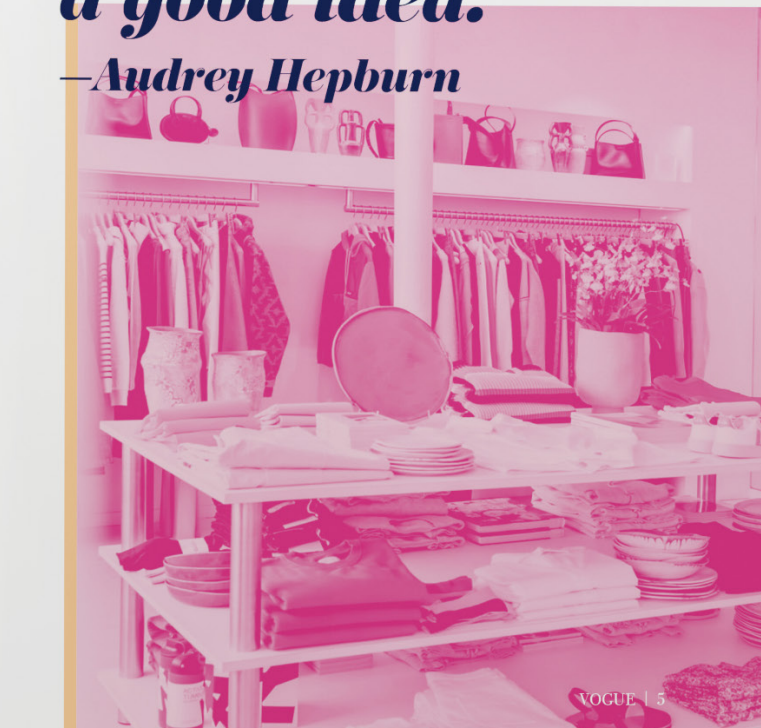
French girl fashion lovers look no further than Jeanne Damas's flagship store, *Rouje*. I always manage to find one (or three!) floral dresses that quickly become wardrobe staples.

Merci

If you're looking to do some home shopping in Paris and want an addition to the antique markets, I'd recommend *Merci*. With the combination of chic and unique, it is definitely a must visit. It is a hot, trendy, and eclectic home store in the famous *Marais* district.

"Paris is ALWAYS a good idea."

—Audrey Hepburn



Bon Voyage!

What to do

Pinault Collection

The new Pinault Collection is a must-visit upon every trip to Paris. Housed in the old *bourse de commerce*, the grand building is the impressive home to the unique collection of both established and emerging artists. The grand rotunda currently that is exhibiting an *Urs Fischer* work took my breath away. Plus, the Pinault is just a few steps from a shopping classic, *rue Saint Honoré*.

Ballet at the Palais Garnier

Surround yourself with true beauty and attend a ballet performance at the *Palais Garnier*, the Parisian landmark that's iconic, classy, and, very much deserves to be for its opulent, unique Napoleonic style.

Musée d'Orsay

The *Musée d'Orsay*. There is nothing else to say. Always the *Musée d'Orsay*.

Musée de la Chasse et de la Nature

There's nowhere greater or more atmospheric than the *Musée de la Chasse et de la Nature*. It is the museum known for its hunting and nature that is tucked away in a spectacularly beautiful hotel particulier in the heart of *Le Marais*. The modern art and the deliciously macabre displays of taxidermy are a highlight. There's always something that will surprise you.

Farmers Markets

There are many amazing restaurants in Paris, but I always save at least one meal for the bounty I find at one of the farmers markets. Parisians know how to source the best everything—from vegetables to cheese to chocolates. I recommend *Marché Raspail* in the 6th, a local favorite.

Walk Around the Marais

Strolling around different areas and looking into shops or stopping into museums is just the best. My favorite walk is around the *Marais* with a stop to refuel midday at *Marriage Freres* for tea. It's the most charming spot and they have all the greatest teas (and treats!) in the world.

Wander Canal Saint-Martin

I love walking (and lounging) around Canal Saint-Martin, especially when the sun is out. Get a cappuccino at *Ten Belles*, and when hunger strikes stop by *Du Pain et des Idées* for one of their amazing escargot pastries. You'll inevitably stumble upon other cute shops and restaurants as you go.

Le Bristol Spa

Perched atop the Parisienne skyline is the magical *Le Bristol Spa*. It's a serious treat and one I always look forward to indulging in at the end of couture week—especially for their all-natural *Tata Harper* skincare treatments.

Musée des Arts Décoratifs

After hitting the nearby and renowned *Louvre*, a stop at the *The Musée des Arts Décoratifs* is also worthwhile. An impressive array of antique to modern furniture and often a marquee fashion exhibit. This upcoming, it's an examination of fashion within sports, in honor of the 2024 Olympics.

Salon Christophe Robin

This red-velvet and soft pink hair salon feels straight out of a *Slim Aarons* still. Washes happen in a *Birth of Venus*-like half shell, which includes an incredible scalp massage, and try a French girl's *balayage* or blowout to see what all the trendy, low-maintenance, high-glamour fuss is truly about in Paris, France.



Paris, Je T'aime

COMPASSION AUSTRALIA

Compassion Australia is a non-profit organization that helps to provide resources and love to children in extreme poverty. This annual report aimed to portray the organization's 2021 results focusing on the kids happiness after receiving the aid, rather than showcasing the problem—extreme poverty. This was accomplished by the usage of colorful photography and a contemporary typography family and a vibrant color palette.

Header
Avenir Next Condensed
50/80 pt
Bold

CHAIRMEN LETTER

Subhead 1
Avenir Next Condensed
28/33.6 pt
Bold

OUR MISSION is to release children from poverty in Jesus' name.

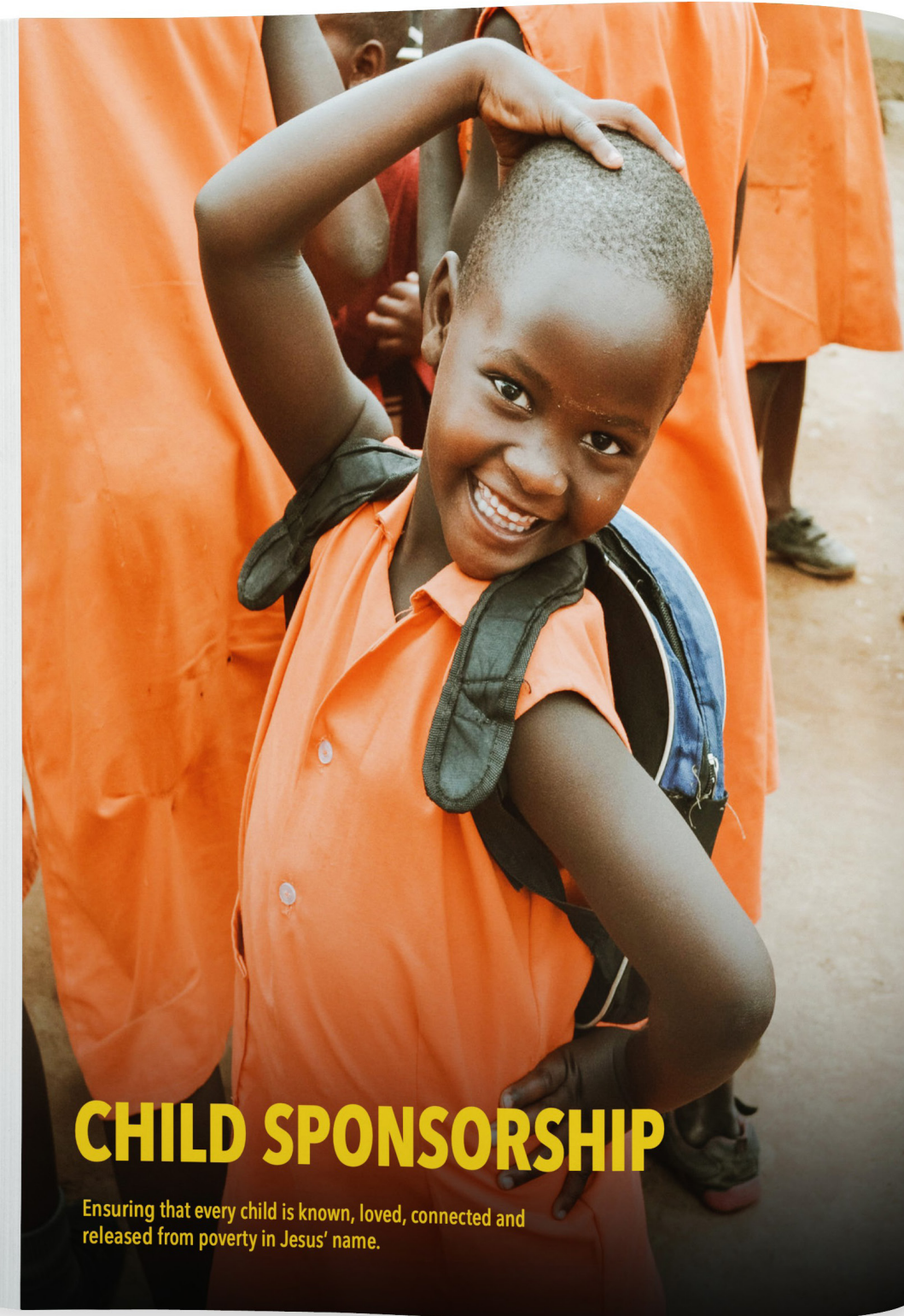
Subhead 2
Avenir Next Condensed
25/30 pt
Bold

CHILD-FOCUSED

Body
Avenir Next Condensed
15/18 pt
Medium, Bold, Italic
Flush left

For 69 years, Compassion has served vulnerable children living in poverty around the world. From our early beginnings working in Korea in 1952, Compassion has since grown to partner with churches around the world and support **over 2.1 million children.**





CHILD SPONSORSHIP

Ensuring that every child is known, loved, connected and released from poverty in Jesus' name.

THE IMPACT OF POVERTY ON CHILDREN:

- Child poverty itself is the **main reason** why poverty continues in the next generation.
- Children living in poverty are at an increased risk of **poor health, malnutrition, lack of education, forced/dangerous labor, violence and child marriage.**
- Poverty can result in **rejection by wider society**, leading to feelings of **inadequacy and a loss of confidence**, leading children to **doubt in their own ability to succeed or change their circumstances.**
- **COVID-19 threatens the most vulnerable**—day laborers, rural villages that lack medical services, closely-packed urban communities where social distancing is close to impossible.

YOUR IMPACT THIS YEAR ALONE:

1,986,142

Children sponsored through Compassion globally this year.

126,241

Children sponsored total through Compassion by 92,325 sponsors.

118,838

Letters sent from Australian sponsors to their sponsored children.

9,160

More children sponsored by Australians this year, while many others graduated with a bright future.

HISTORY

1952

Rev. Everett Swanson witnesses the suffering of children during the Korean War and God calls him to do something about it. He begins with a promise to help 35 children and establishes the **Everett Swanson Evangelic Association (ESEA).**

1963

Inspired by Jesus' words in Matthew 15:32, as well as Swanson's growing uneasiness with seeing his name represent a growing ministry, the name is changed from the Everett Swanson Evangelic Association to **Compassion, Incorporated.**

1954

The **Child Sponsorship Program (COSP)** is developed.

1975

Compassion Inc. ministers in **12 developing nations** and more than **25,000 children** are sponsored.

1991

Compassion Australia grows to **10,000 sponsored children.**

2009

Compassion ministers in **26 developing nations** and more than **1 million children** are sponsored.

2003

The **Child Survival Program (CSP)** is developed.

2021

Compassion now serves more than **2.1 million children** in **25 developing nations**, including more than **125,000 children** who are sponsored by Australians.

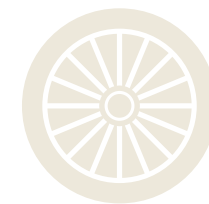


Joyride

The Joyride Winery project aimed to establish a compelling brand identity and packaging design for a boutique winery situated in the heart of Napa Valley, California. Inspired by the nostalgia and craftsmanship of vintage automobiles, the approach revolved around integrating vintage car motifs such as chromeography into the logo type and incorporating interior stitching patterns to evoke a sense of nostalgia and elegance. By seamlessly blending elements of automotive heritage with the rich wine tradition of Napa Valley, the goal was to create a unique and memorable brand experience that resonates with wine enthusiasts, distinguishing Joyride Winery as a standout destination in the competitive Napa Valley wine market.

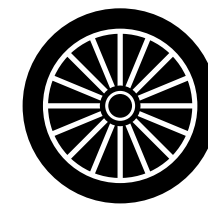
*A Timeless Pleasure.
Streamline*

**A Timeless Pleasure.
Interstate Bold**



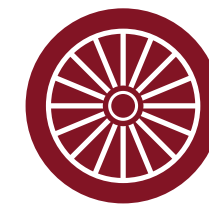
SAUVIGNON BLANC

CMYK 2 2 7 0
RGB 247 245 235
HEX #F7F5EB
PMS 7541C



GRAND RESERVE

CMYK 0 0 0 100
RGB 0 0 0 0
HEX #000000
PMS 0961C



PINOT NOIR

CMYK 29 100 86 35
RGB 131 21 35
HEX #831523
PMS 1815C





The Howdy Cakes project aimed to establish a distinctive branding system for a bakery nestled in the vibrant city of Austin, Texas, merging the essence of Texas culture with the joy of indulging in cakes. The approach revolved around incorporating Texan motifs, with a particular emphasis on elements like the iconic cowboy boot pattern transformed into cake icing, alongside a carefully curated color palette. By seamlessly blending these Texan-inspired elements with the bakery's identity, the goal was to create a brand that not only reflected the unique Texan twist and heritage of Howdy Cakes but also resonated with locals and visitors alike, inviting them to experience a delightful fusion of tradition and sweetness in every bite.

Cakes with a Texan Twist.
Thirsty Script Bold

Cakes with a Texan Twist.
Avenir Next Bold



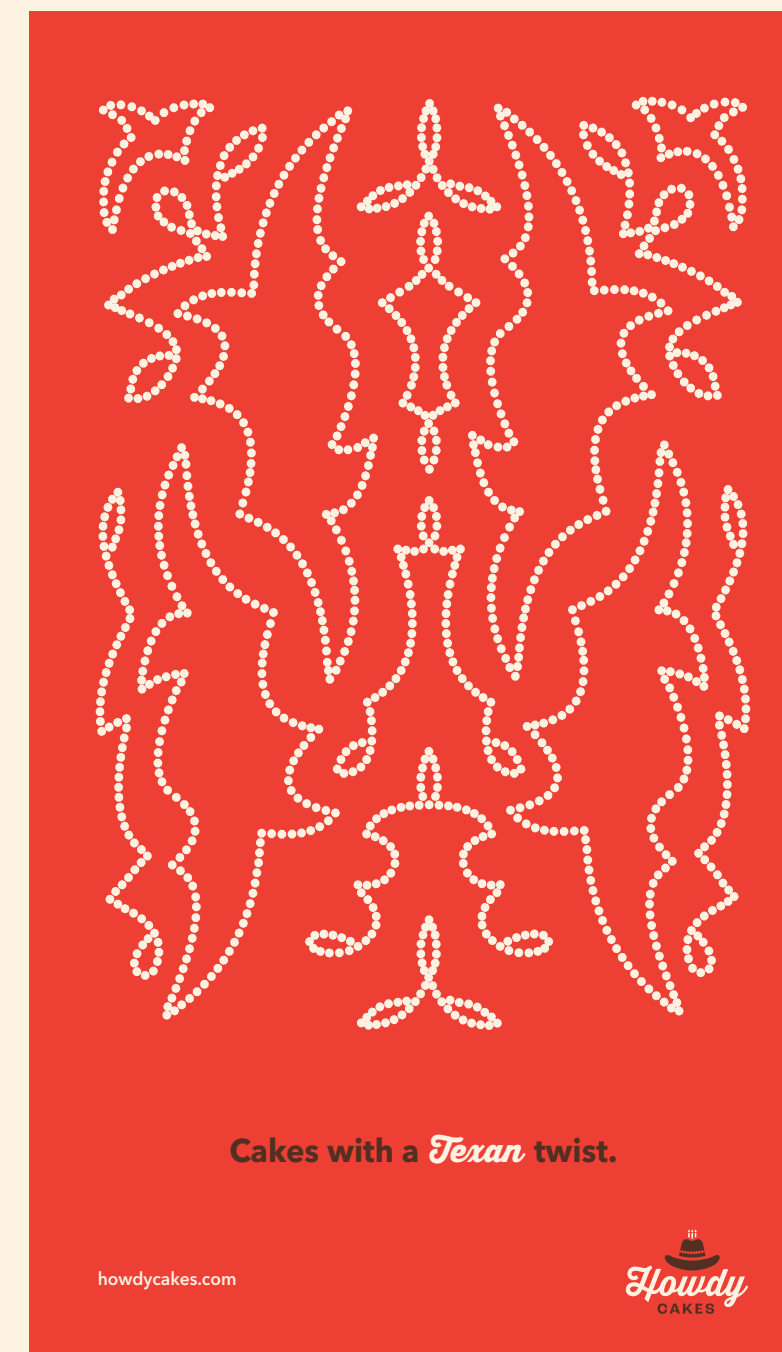
CHOCOLATE
CMYK 41 75 78 51
RGB 82 49 36
HEX #523124
PMS 4625C



STRAWBERRY
CMYK 0 90 85 0
RGB 239 65 55
HEX #EF4137
PMS Warm Red C



VANILLA
CMYK 0 5 11 0
RGB 255 241 224
HEX #FFF1E0
PMS 4029U





November 13, 2023

Virginia Jones
Marketing Director
Jones & Jones
813 Mark Ave
Waco, TX 76706

Dear Mrs. Jones,

I hope this message finds you well. As we approach the end of the year, I'm reaching out to discuss the marketing strategy for Howdy Cakes Bakery in the upcoming year. I believe that your expertise as the Marketing Director will be invaluable in shaping a comprehensive plan for 2024.

I've thoroughly enjoyed contributing to our past successes and believe that a collaborative effort on the marketing front will further strengthen our brand. To ensure our bakery continues to thrive, I propose we work together on developing a detailed marketing plan that encompasses both traditional and digital channels.

In particular, I'd love to explore how we can leverage the visual appeal of our bakery creations for engaging social media content. Your guidance in this area would be instrumental, and I'm confident that our combined efforts can create a plan that resonates with our audience and attracts new customers.

Could we schedule a meeting to discuss our goals and strategies for the coming year? Your time and expertise are highly valued, and I'm looking forward to the opportunity to work closely with you on this exciting project. Please let me know your availability for a meeting, and if there are specific aspects of the marketing plan you'd like to focus on.

Thank you for your attention, and I'm excited about the potential for another successful year for Howdy Cakes Bakery under your guidance.

Respectfully,

Olivia Smith

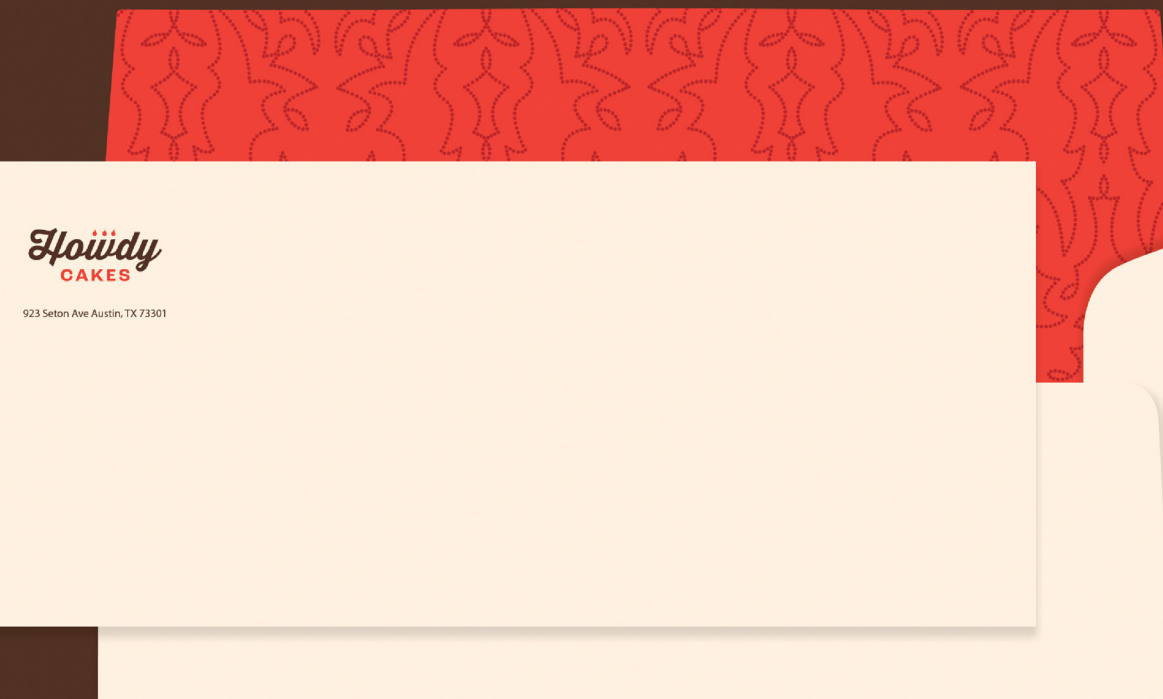
Olivia Smith
Head Baker

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**OLIVIA
SMITH**
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E osmith@howdycakes.com



**Howdy
CAKES**

923 Seton Ave Austin, TX 73301



Howdy Cakes

Chocolate Crockett

Three layers of rich chocolate cake filled with luscious Belgian chocolate and panache. Topped with dark chocolate chips and a fresh cherry glaze.

Lime Lodestar

Our famous key lime pie. Made with our award winning warm graham cracker crust that melts in your mouth.

Blueberry Bonnet

Our fruity favorite. Vanilla cream cake with fresh juicy blueberries mixed within. Topped with a raspberry drizzle.

Lemon Longhorn

Lemon cake with raspberry filling inside. Topped with white buttercream icing.

Almond Alamo

Our rich Italian buttercream almond cake. Moist cake topped with whipped cream, powdered sugar, and almonds.

Capital Special

Our most popular flavor! Vanilla cream cake with fresh strawberries, raspberries, and blueberries. Topped with buttercream icing, graham cracker crumbles, and fresh fruit on top.

Buccees' Buckeye

Layers of salty peanut butter frosting sandwiched between rich dark chocolate cake. Topped with Reese's peanut butter cup crumbles.

Caramel Cactus

Our rich caramel layered cake filled with coffee flavored filling. Topped with caramel drizzle, whipped cream, and graham cracker crumbles.

Red Velvet Ranger

Red velvet cake topped with thick cream cheese icing, chocolate chips, and cake crumbles.

Prices

Single Slice	\$5.30	Testing tray	\$18.00
Whole cake	\$30.50	Cake trio	\$15.00

923 Seton Ave Austin, TX 73301 • howdycakes.com
P +1.512.739.1888 • F +1.512.739.1888



SAILSMEN NATIONAL CONVENTION

This poster aimed to promote the Sailsmen National Convention in Baltimore, Maryland—a city known to be the capital of sailing. The convention is held for salesmen from all around the world. The concept was created by playing with the phonetics of the words “sailsmen” and “salesmen”. The color blue has been historically associated with corporations and water. The morphing of two iconic shapes—the boat for sailing and a tie for salesmen reinforces the concept of the poster by forming a human figure.



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