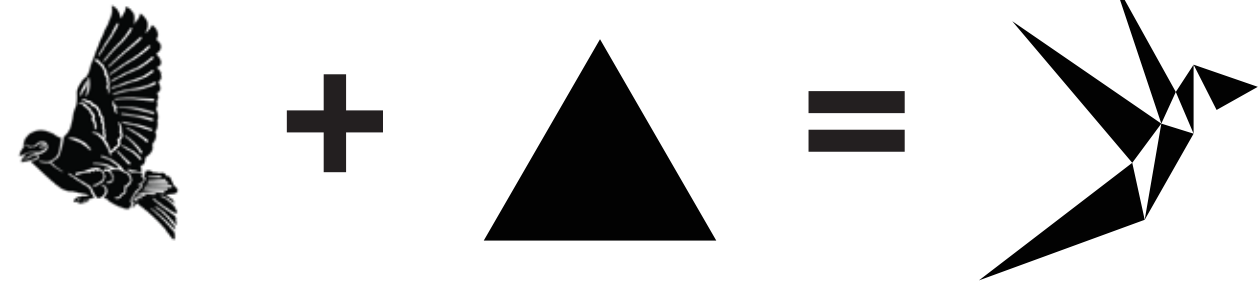




**Abigail Murschell Designs**



# Hello!

Figtree Extra Bold, 48pt

## Going day by day

Figtree Medium, 24pt

# Personal Branding System

The goal of this project was to create a branding system that could be used for my personal advertising and to communicate who I am to potential clients. The shape of the bird was chosen as a symbol of freedom and flexibility to communicate my ability to change direction and adjust as new circumstances emerge. The simple polygons were chosen to communicate structure and order, something I use as my basis when working on any project.



### Bright Pink

CMYK: 2, 87, 1, 0  
RGB: 232, 70, 151  
HEX: e84697



### Tech Pink

CMYK: 17, 100, 33, 0  
RGB: 204, 27, 108  
HEX: cc1b6c



### Flying Purple

CMYK: 69, 100, 14, 4  
RGB: 111, 41, 125  
HEX: 6f297d



### Coding Blue

CMYK: 100, 100, 22, 35  
RGB: 32, 27, 89  
HEX: 201b59



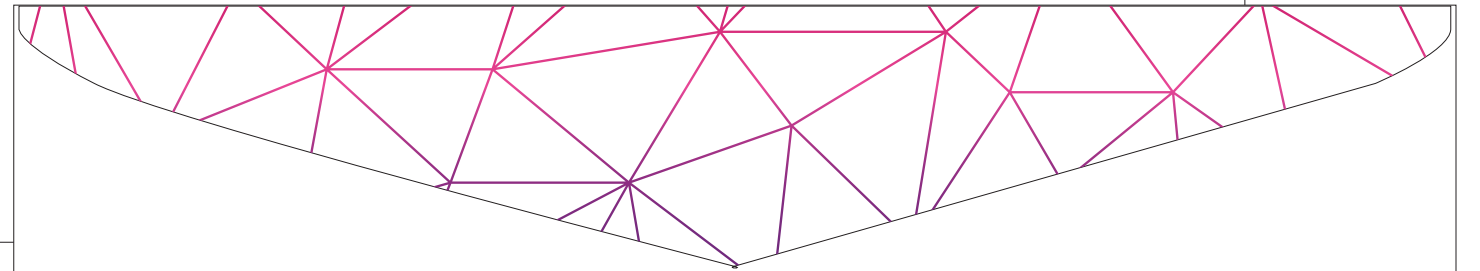
**Abigail Murschell**  
Graphic Designer

[murschelldesigns.myportfolio.com](http://murschelldesigns.myportfolio.com)

(512) 924-7521  
[amurschell@icloud.com](mailto:amurschell@icloud.com)



**Abigail Murschell Designs**



**Abigail Murschell**  
Graphic Designer

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(512) 924-7521  
[amurschell@icloud.com](mailto:amurschell@icloud.com)







# Homestead Organic Spices

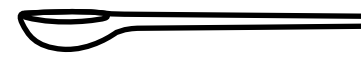
The goal of this project was to create a label package design for a variety of organic spices. Homestead Organic Spices is a small family run company that wants to provide simple spices that remind their costumers of the fresh home-cooked meals of their childhood. To communicate this idea of comfort and home the labels were made to stay simple and straight forward. Instead of a marketing pitch being added on the back to fill up space the label is made with a lot of negative space, telling the customer the important information and not overwhelming them with boatloads of text.

The logo for this company was inspired by the beautiful patterns created by spice leaves. The pattern surrounding the H of the logo made using spices from the product so that it would look as natural as possible while still being condensed into a small pile. The simple measuring spoon was added to the H to further drive home the idea of simple spices and home cooking. The spoon was also used in the label to make the spices being shown through the front appear as though they are being scooped. Using the same spice shape from the logo, it was places inside the spoon imagery so that customers could easily see what they are buying. This represents the trust in the companies quality.





+ *H* +



=



*Organic Spices*

Charmonman Bold, 60pt

Taste the comfort of home

Poppins Medium, 24pt



**Garlic Orange**

CMYK: 25, 77, 98, 16

RGB: 169, 79, 39

HEX: a94f27



**Garlic Orange**

CMYK: 38, 54, 93, 23

RGB: 138, 102, 46

HEX: 8a66e



**Garlic Orange**

CMYK: 70, 38, 100, 28

RGB: 77, 104, 47

HEX: 4d682f



**Garlic Orange**

CMYK: 24, 100, 100, 25

RGB: 153, 27, 30

HEX: 991b1e



Primary



Secondary

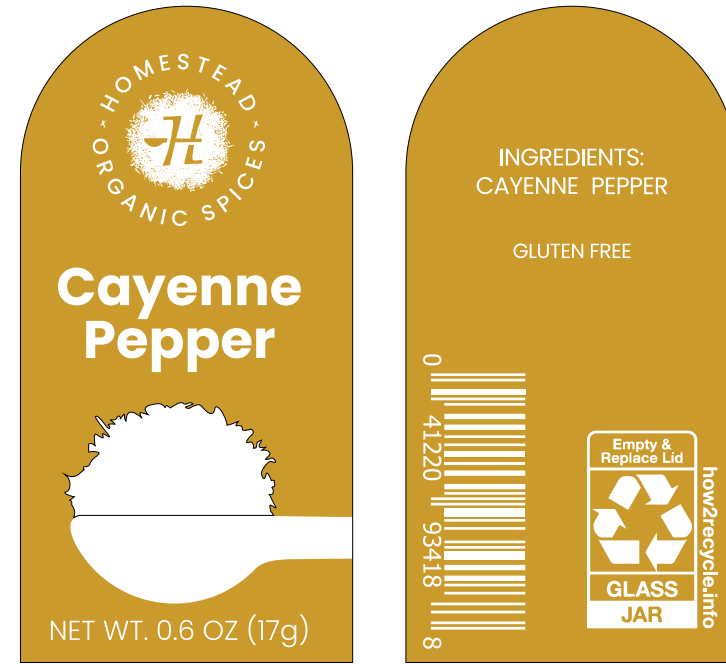
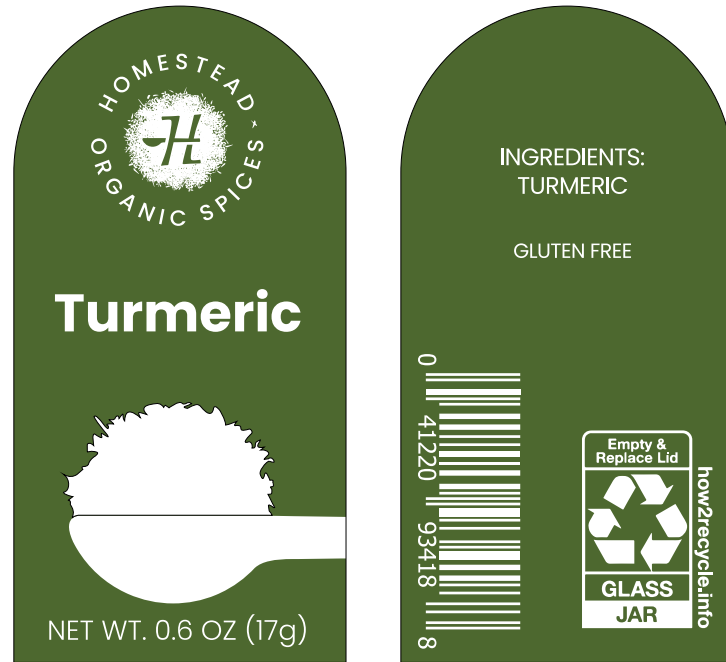
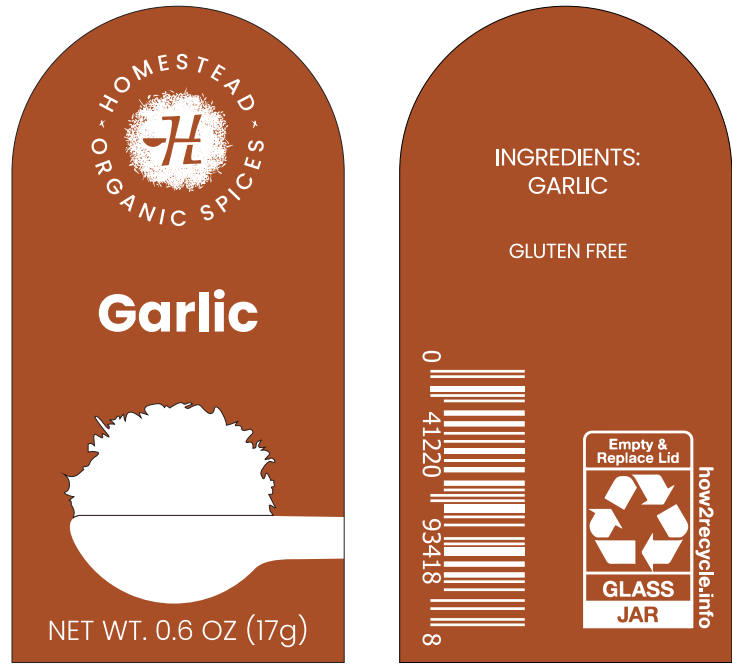
*Homestead*

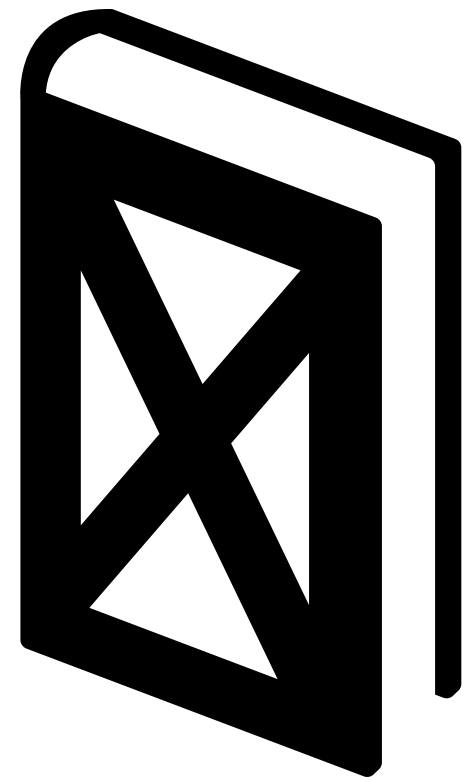
Tertiary



Tertiary







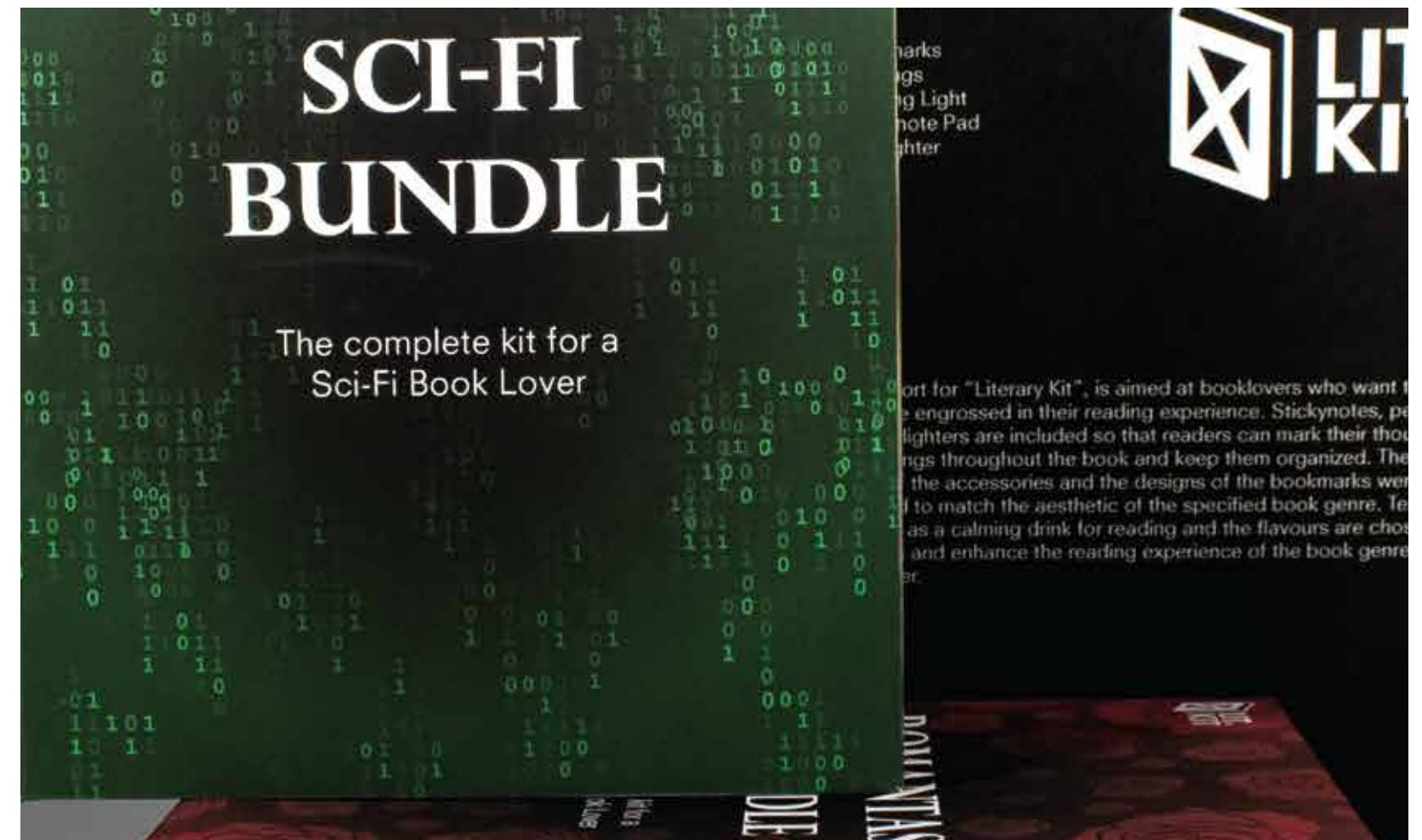
**LIT.  
KIT**

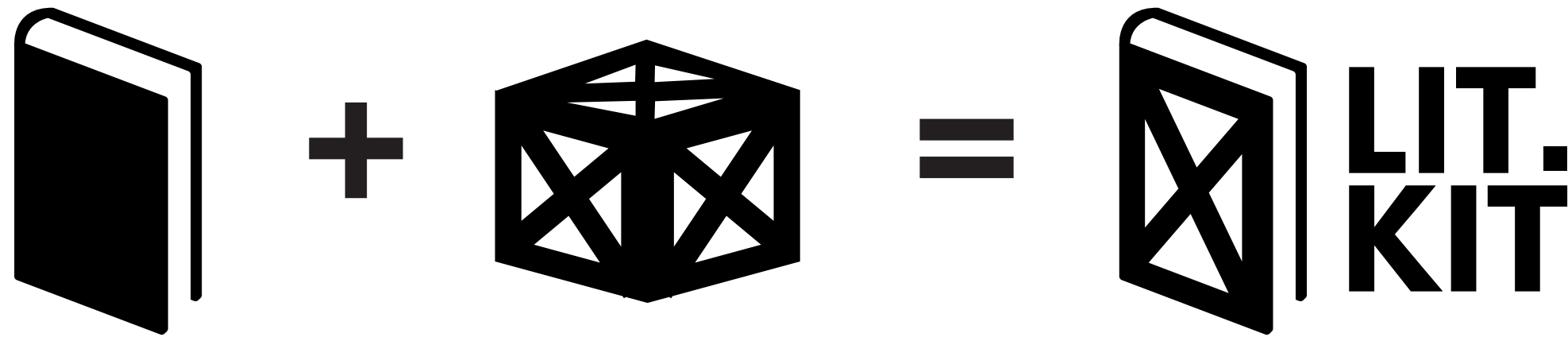


## LitKit

The goal of this project was to create a box design a kit that would contain a multitude of reading accessories, such as bookmarks and a reading light. The idea behind the logo was to keep the familiarity of a book in a shape that readers can recognize and combining it with something that can be associated with holding multiple objects, in this case, a crate. LitKit came from the fact that these boxes are kits that hold literary accessories and was shortened to be more memorable.

Each of the three boxes pictured here are made to have unique covers that depict a certain type of book genre so that consumers can easily pick out the kit that best suits their tastes. Inside each box the bookmarks and tea packets are also designed to match the aesthetics of the book genre they are relating to.





# BOOK BUNDLE

Penumbra Sans Std. Bold, 36pt

The ultimate literary kit

Poppins Medium, 24pt



## Mystery Brown

CMYK: 43, 81, 84, 66  
 RGB: 73, 30, 17  
 HEX: 491e11



## Question Brown

CMYK: 46, 59, 67, 31  
 RGB: 113, 85, 71  
 HEX: 715547



## Romance Red

CMYK: 34, 98, 96, 52  
 RGB: 7100, 14, 14  
 HEX: 640e0e



## Rosey Red

CMYK: 25, 100, 94, 23  
 RGB: 155, 28, 36  
 HEX: 9b1c24



## Fiction Green

CMYK: 80, 50, 91, 63  
 RGB: 26, 54, 27  
 HEX: 1a361b



## Science Green

CMYK: 85, 19, 100, 5  
 RGB: 22, 143, 70  
 HEX: 168f46



Primary



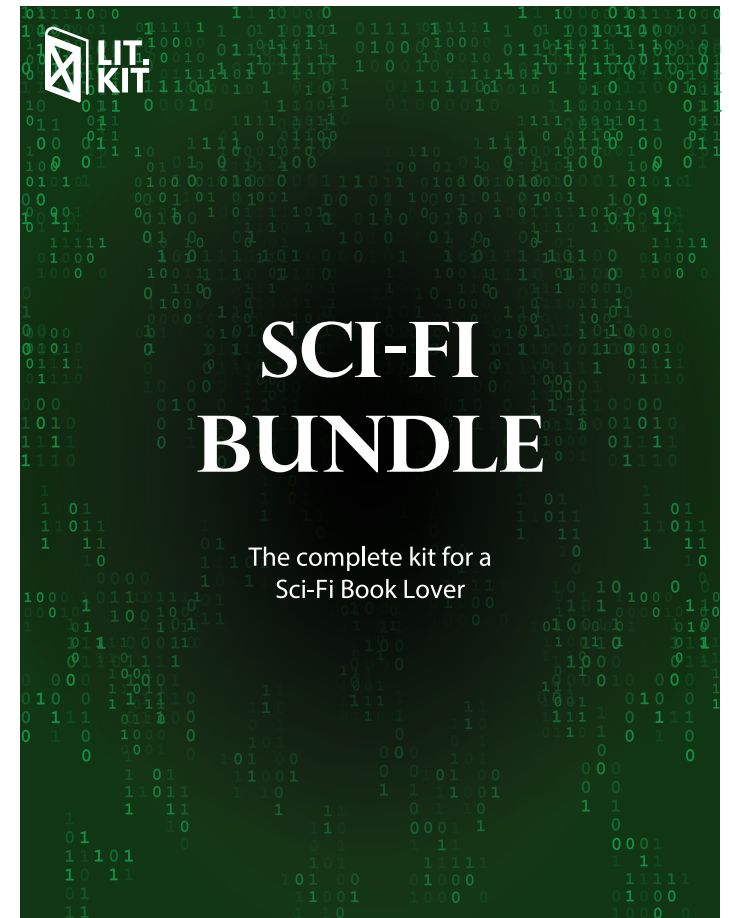
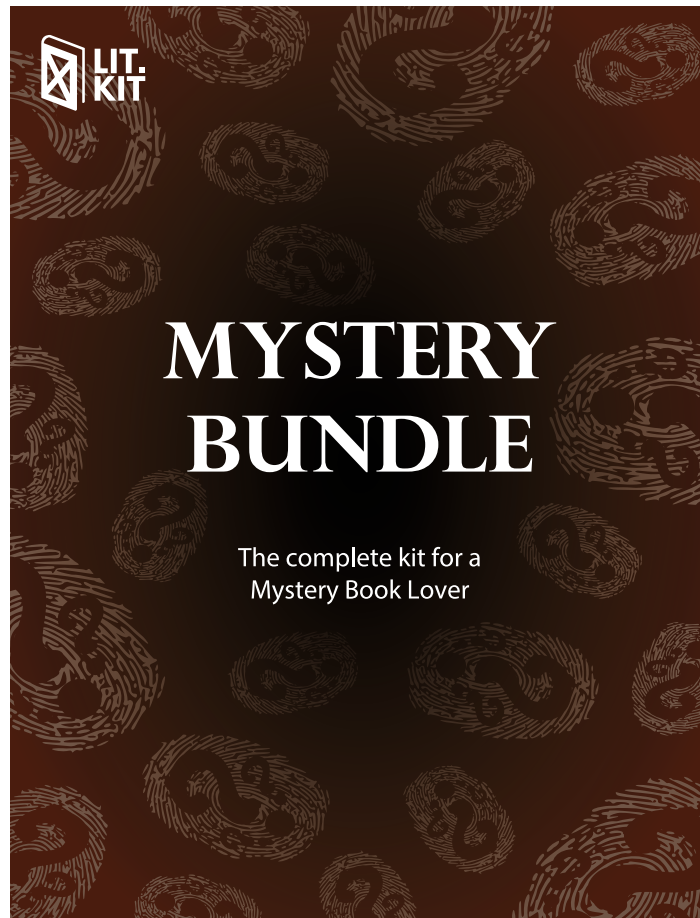
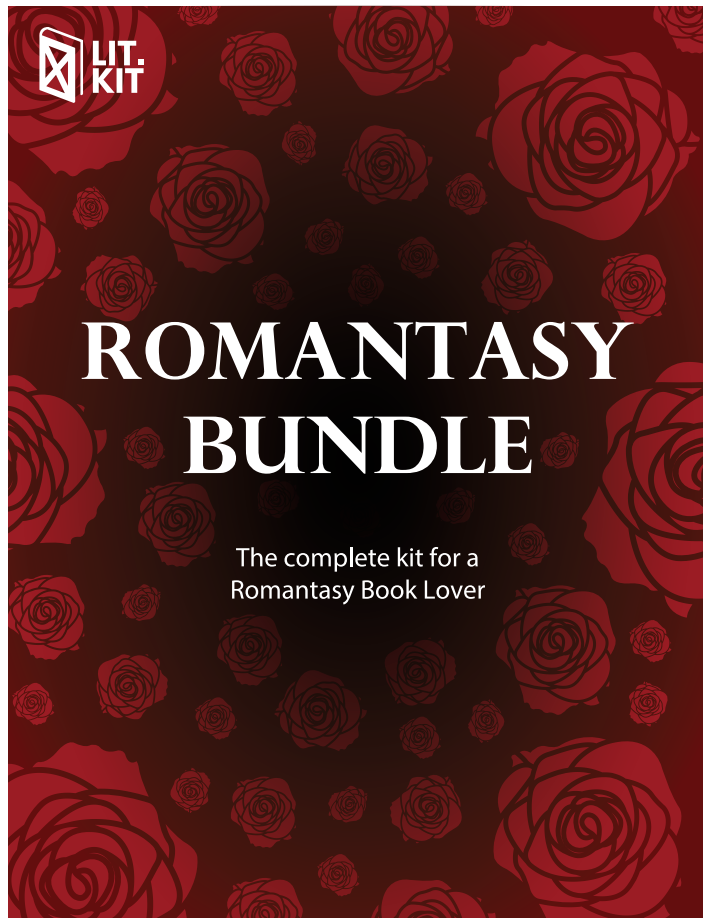
Mystery  
Bundle Imagery



Romantasy  
Bundle Imagery



Sci-Fi  
Bundle Imagery



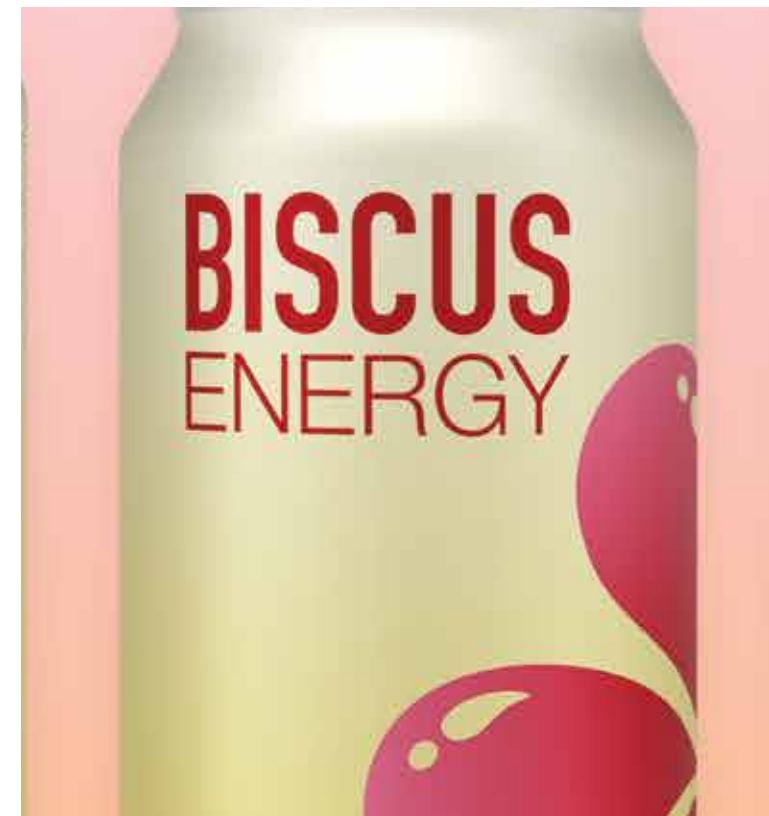


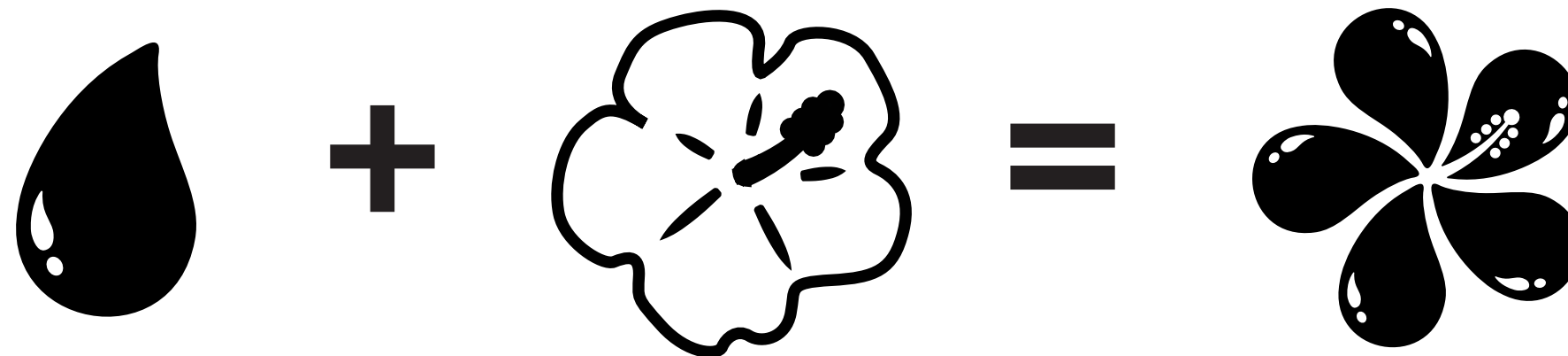


## Biscus Energy Drinks

The goal of this project was to create a 16oz can design for an energy drink company based in Hawaii. Their main selling point is that the energy drinks have tropical tastes and being a refreshing beverage.

Inspired by the name of the company, the fruitful flavors provided, and their location in Hawaii, the packaging takes elements of the hibiscus flower and combined them with water droplets. A gradient was then used in the flower form for more depth. This logo image was then used to create a pattern on the can along with the gradient element to tie them together better.





# Biscus Energy

DIN 1451 Std. Engschrift, 60pt

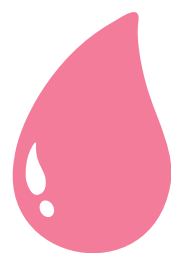
Recharge with these fresh, fruity tastes

Helvetica Neue Light, 24pt



## Fruit Red

CMYK: 19, 100, 99, 10  
RGB: 185, 33, 38  
HEX: b92126



## Hibiscus Pink

CMYK: 0, 65, 17, 0  
RGB: 242, 124, 154  
HEX: f27c9a



## Tropic White

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: ffffff



## Exotic Yellow

CMYK: 3, 9, 78, 0  
RGB: 250, 222, 88  
HEX: fade58



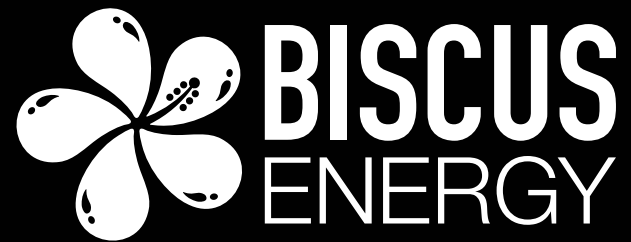
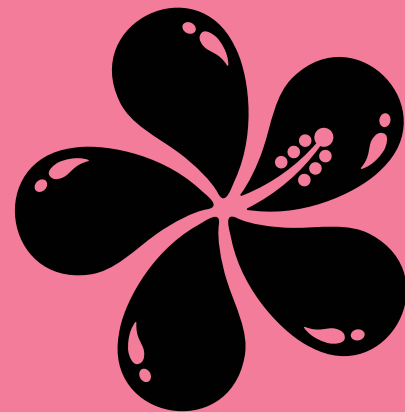
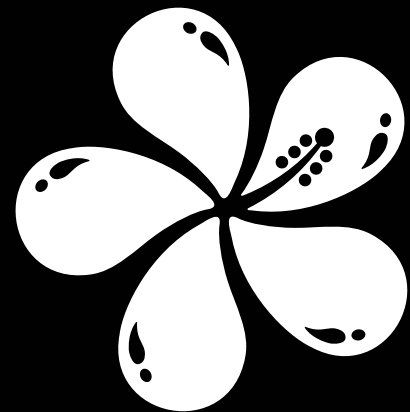
Primary

**BISCUS**

Secondary

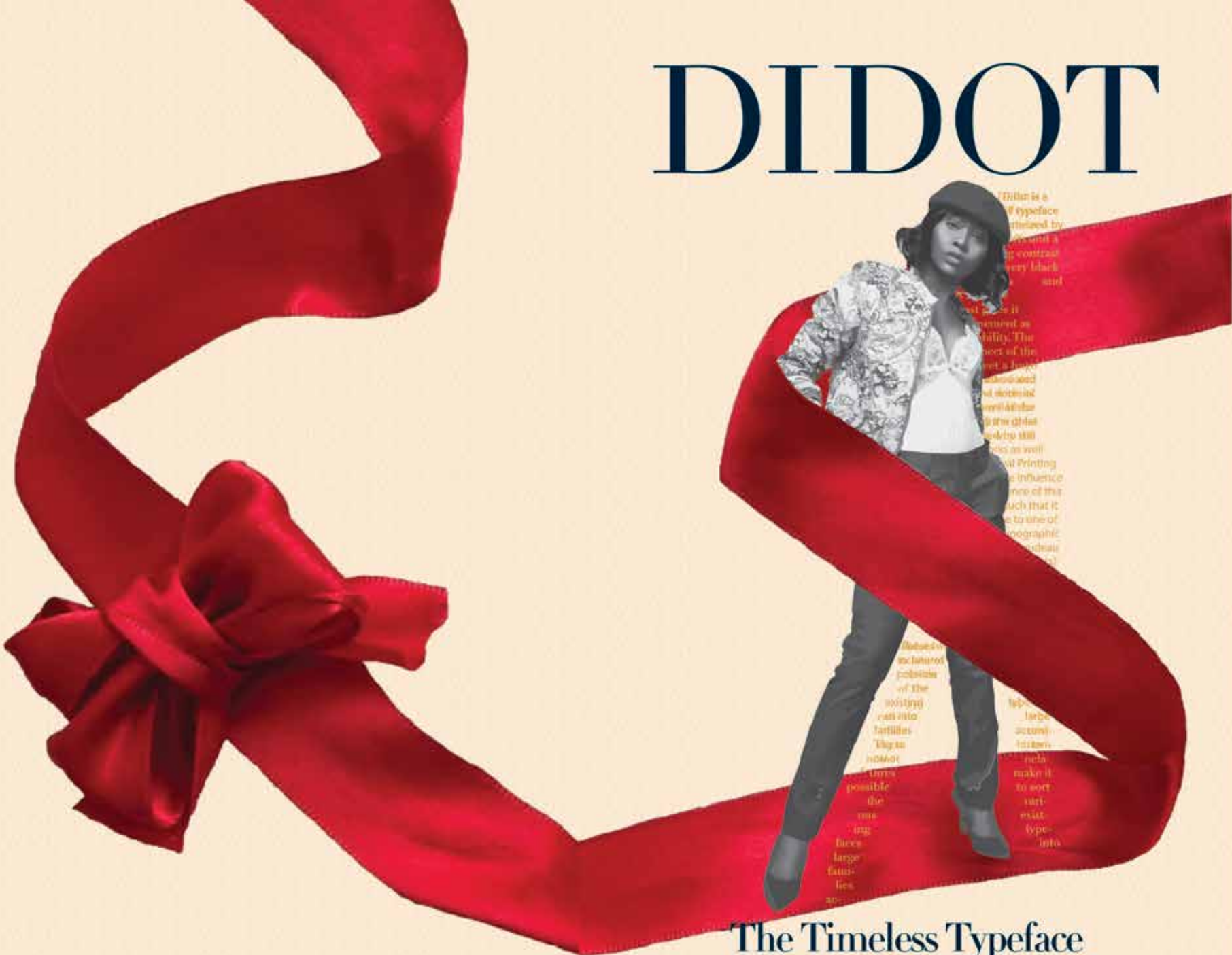


Tertiary





# DIDOT

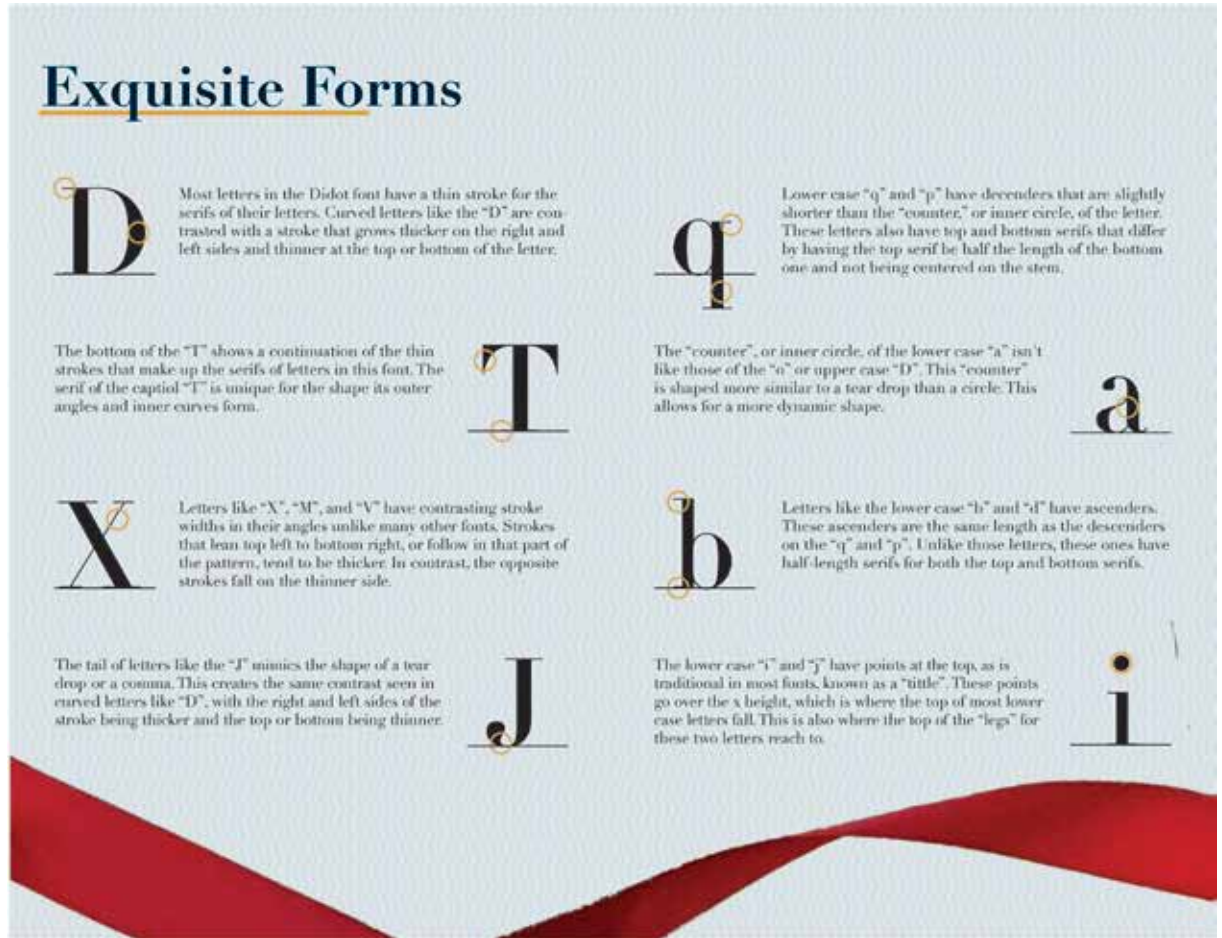
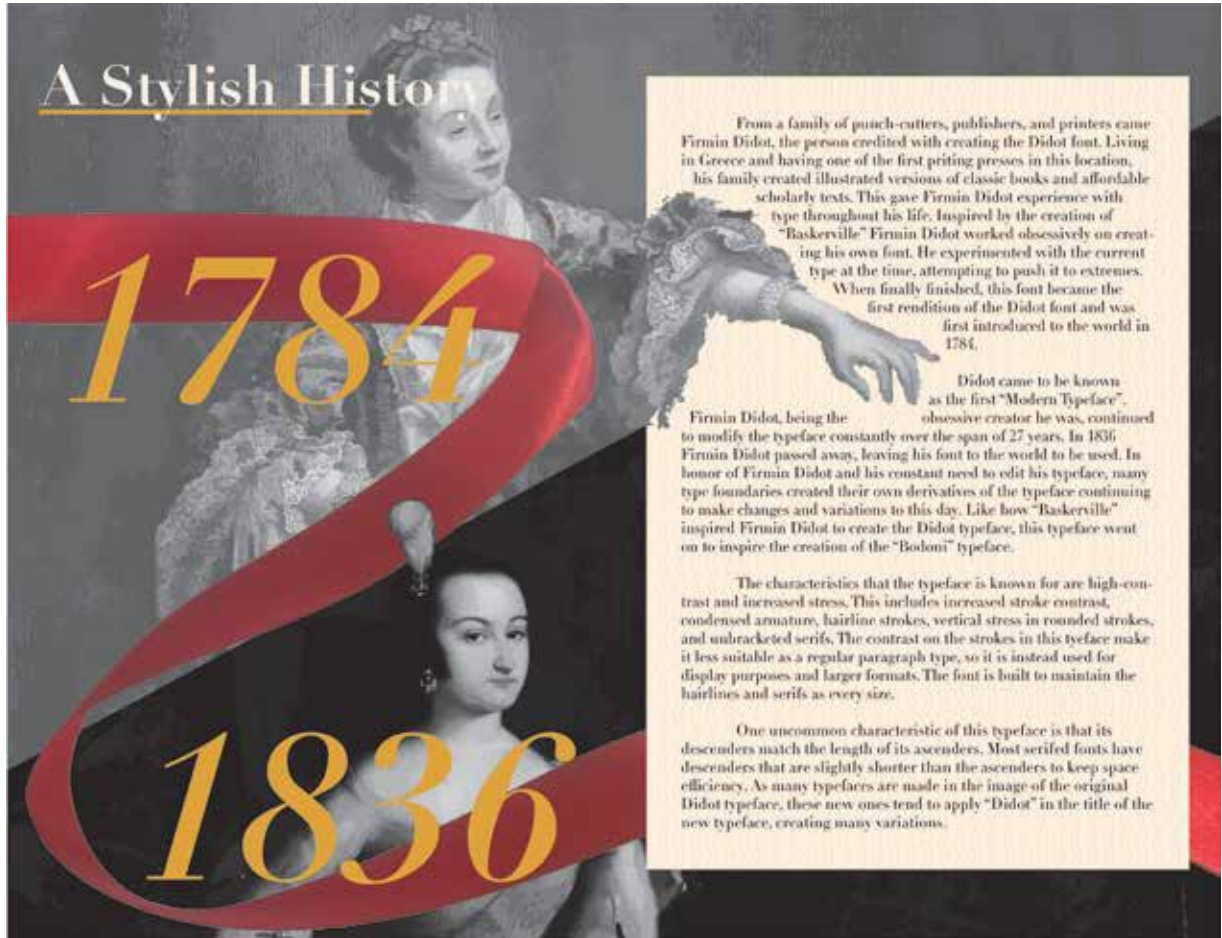


Didot is a  
typeface  
designed by  
Didot and a  
very black  
and  
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bility. The  
set of the  
set a font  
associated  
of didot  
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of Printing  
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of the  
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large  
accom-  
lition  
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make it  
to sort  
vari-  
exist-  
type-  
info

The Timeless Typeface  
By Abigail Murschell



# Didot Typeface Booklet

The Didot typeface booklet is the project I am most proud of. When creating a typeface booklet it is just as important to understand its history and significance as it is to know what makes it different from other typefaces. During my research I found that Didot is the official typeface of Vogue. I decided to use the idea of fashion and the layouts of magazines to inspire my design for this booklet. This current version of the booklet was redesigned and refined to use more photography elements to better relate to the layouts within fashion magazines. From models to patterns made using the typeface, I tried to convey the feeling of reading a fashion magazine while still making it feel as unique as the typeface. That is why almost every pattern in the booklet is used only once. The red ribbon was added to give the pages a much needed contrast and leads the reader from page to page.





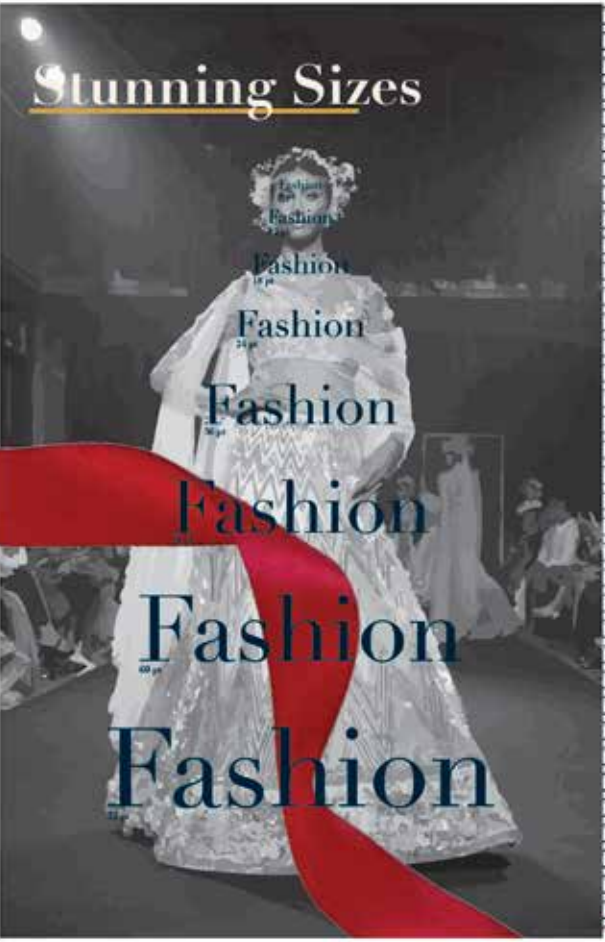
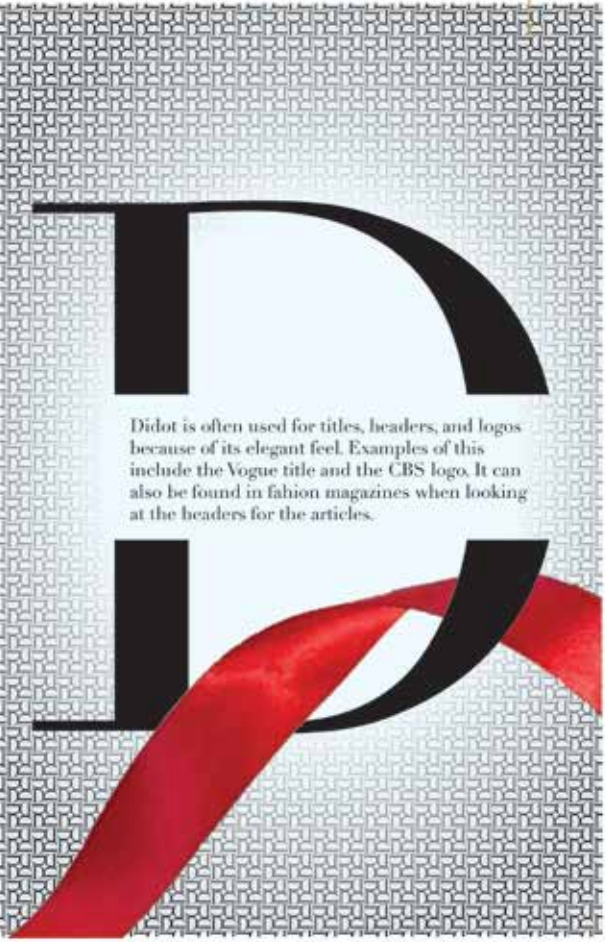


Often, most letters in a font have a similar width. This is usually a middle ground between the shortest and longest widths. The "O" in one of these letters. Others include "X," "S," "T," and "G". Like many letters, they share a similar width in the Didot font.

In the case of letter widths, there are varying sizes in the majority of fonts. Didot is no exception. For example, the "I" is a skinny letter that doesn't have much width to it. Another letter that is also known to have a small width is the "J". These two letters make up the smallest widths in the font.


When looking for the longest width in the font, "W" takes the cake. Unlike the "M" its outer legs are angled, giving it more width. This is the feature that separates the two letters in style, instead of being a flipped version of each other.

## Stunning Sizes

Didot is often used for titles, headers, and logos because of its elegant feel. Examples of this include the Vogue title and the CBS logo. It can also be found in fashion magazines when looking at the headers for the articles.

## Perfect Pairings



**Futura**  
Futura is a Sans Serif typeface that pairs well with Didot. This short paragraph and header are an example.

**Optima**  
Optima is a Sans Serif typeface that pairs well with Didot. This short paragraph and header are an example.

**Georgia**  
Georgia is a Sans Serif typeface that pairs well with Didot. This short paragraph and header are an example.

**Avenir**  
Avenir is a Sans Serif typeface that pairs well with Didot. This short paragraph and header are an example.

**Helvetica**  
Helvetica is a Sans Serif typeface that pairs well with Didot. This short paragraph and header are an example.

**Trade Gothic**  
Trade Gothic is a Sans Serif typeface that pairs well with Didot. This short paragraph and header are an example.

Type pairings can change the way the audience interprets what they are looking at. It is important to pick fonts that contrast nicely. Using serifs with sans serifs makes for great pairings. These six fonts are some of the ones that are known to pair best with Didot. There are many more, depending on the message you want to convey.



**Remember to use Didot the next time you want a flare of style.**

**"Fonts by Hoefler & Co."** Fonts by Hoefler & Co., [www.typography.com/fonts/didot/how-to-use/selling\\_text\\_headlines](http://www.typography.com/fonts/didot/how-to-use/selling_text_headlines). Accessed 4 Dec. 2023.

**Vanna, Diana.** "123: Didot: An Incomplete History of Type." Podcast on Talk Paper Scissors, 11 Oct. 2023. [www.talkpaperscissors.info/post/123-didot-an-incomplete-history-of-type](http://www.talkpaperscissors.info/post/123-didot-an-incomplete-history-of-type).

**Hecks, Eleanor.** "Chapter 8: Didot: The Font Series." Designerly, December 2, Aug. 2023. [designerly.com/didot/](http://designerly.com/didot/).

**Hart, Dana.** "Firmin-Didot: A French Legacy." The Metropolitan Museum of Art, 10 June 2015. [www.metmuseum.org/blogs/in-circulation/2015/firmin-didot](http://www.metmuseum.org/blogs/in-circulation/2015/firmin-didot).

**TypeRoom.** "Firmin-Didot: 10 Things to Know About." TypeRoom, [www.type room.eu/firmin-didot-10-things-to-know-about/](http://www.type room.eu/firmin-didot-10-things-to-know-about/). Accessed 4 Dec. 2023.

Basics of  
**Quadball**

# Basics of Quadball

## Quadball Infographic

The goal of this project was to create an infographic that explains the core rules of Quadball. The anatomy style of the poster was chosen so that the audience can associate individual rules with specific equipment and positions. Color blocking was used to keep the poster simple and easily readable. It also makes the poster feel less chaotic than it would with realistic images because of how much activity is happening



**1 Quaffle**  
The "Quaffle" is held by Chasers and Keepers only. There is one of these on the pitch at all times.

**2 Broom**  
A player's broom MUST be between their legs and touching the player unless they are out. If out, a player must raise the broom above their head until they are back in the game.

**3 Bludger**  
The "Bludger" is held by Beaters only. If a player or their broom gets hit by a bludger they are out. Any player can be beat, with the exception of Keepers in their own "Keeper Zone" marked by cones near their hoops. Beaters can catch a bludger to prevent being beat. There are three of these on the pitch at all times.

**4 Headbands**  
Headbands indicate a player's position.  
White = Chaser      Black = Beater  
Green = Keeper      Yellow = Seeker

**5 Uniform**  
Players must have mouth guards, a correctly colored headband, and their team's jersey to play. Cleats are not required, but are highly recommended and must not have any metal part to them.

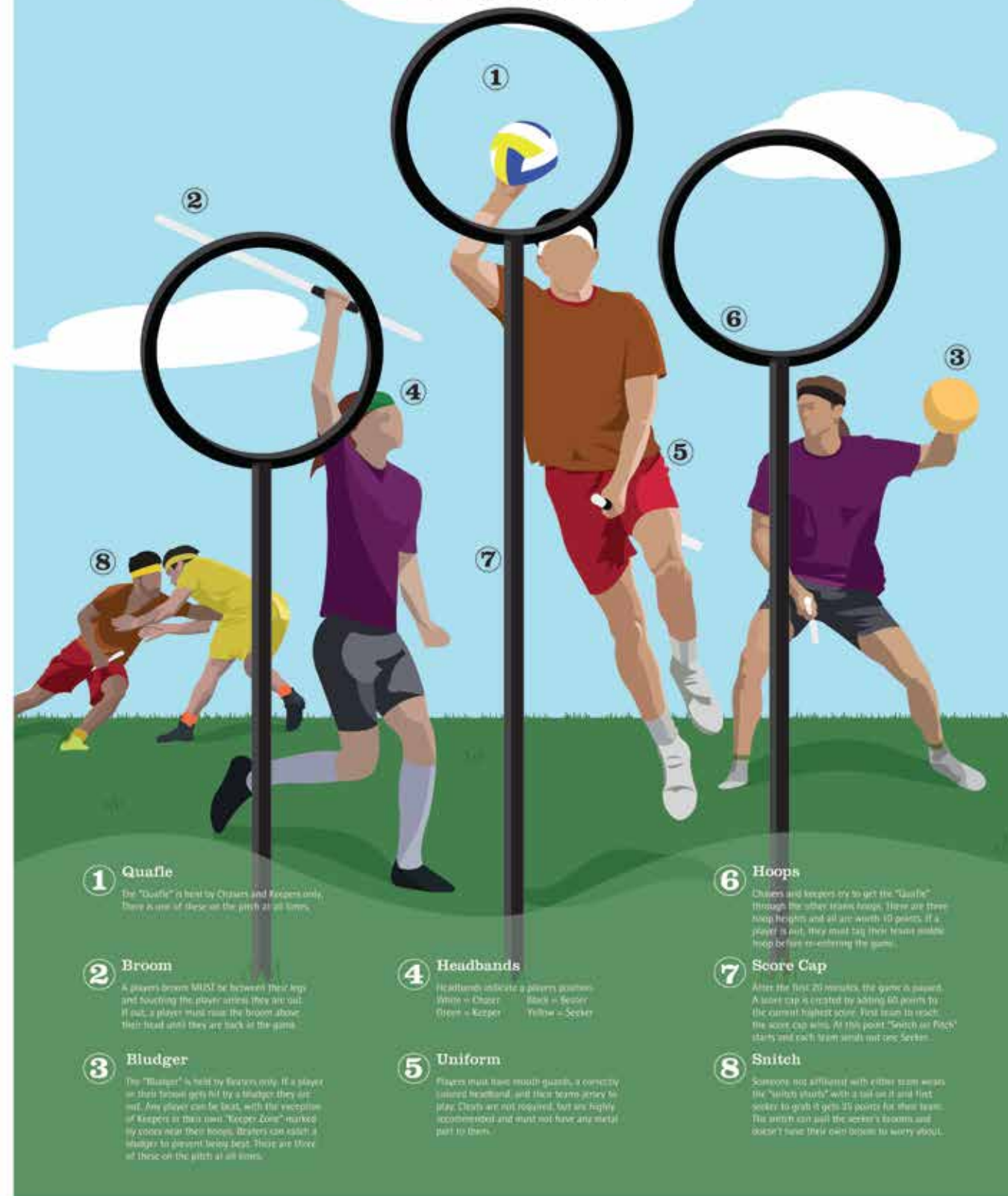
**6 Hoops**  
Chasers and keepers try to get the "Quaffle" through the other team's hoops. There are three hoop heights and all are worth 10 points. If a player is out, they must tag their team's middle hoop before re-entering the game.

**7 Score Cap**  
After the first 20 minutes, the game is paused. A score cap is created by adding 80 points to the current highest score. First team to reach the score cap wins. At this point "Snitch on Pitch" starts and each team sends out one Seeker.

**8 Snitch**  
Someone not affiliated with either team wears the "snitch shorts" with a tail on it and first seeker to grab it gets 35 points for their team. The snitch can pull the seeker's brooms and doesn't have their own broom to worry about.

# Basics of Quadball

How to Play the Game



**1 Quaffle**  
The "Quaffle" is held by Chasers and Keepers only. There is one of these on the pitch at all times.

**2 Broom**  
A player's broom MUST be between their legs and touching the player unless they are out. If out, a player must raise the broom above their head until they are back in the game.

**3 Bludger**  
The "Bludger" is held by Seekers only. If a player or their broom gets hit by a bludger they are out. Any player can be hit, with the exception of Keepers in their own "Keeper Zones" marked by hoops near their hoops. Bludgers can splat a bludger to prevent being hit. There are three of these on the pitch at all times.

**4 Headbands**  
Headbands indicate a player's position:  
White = Chaser      Black = Keeper  
Green = Keeper      Yellow = Seeker

**5 Uniform**  
Players must wear mouth guards, a correctly sized headband, and their team jersey to play. Cleats are not required, but are highly recommended and must not have any metal part to them.

**6 Hoops**  
Chasers and Seekers try to get the "Quaffle" through the other team's hoops. There are three hoops on each side and all are 10 feet high. If a player is out, they must tag their broom inside the hoop before reentering the game.

**7 Score Cap**  
After the first 20 minutes, the game is paused. A score cap is created by adding 60 points to the current highest score. First team to reach the score cap wins. At this point "Switch in Pick" starts and each team sends out one Seeker.

**8 Snitch**  
Someone not affiliated with either team wears the "snitch shirt" with a tail on it and first seeker to grab it gets 25 points for their team. The snitch can join the seeker's team and doesn't have their own broom to worry about.



*Cakes & Plates*  
• ETIQUETTE •

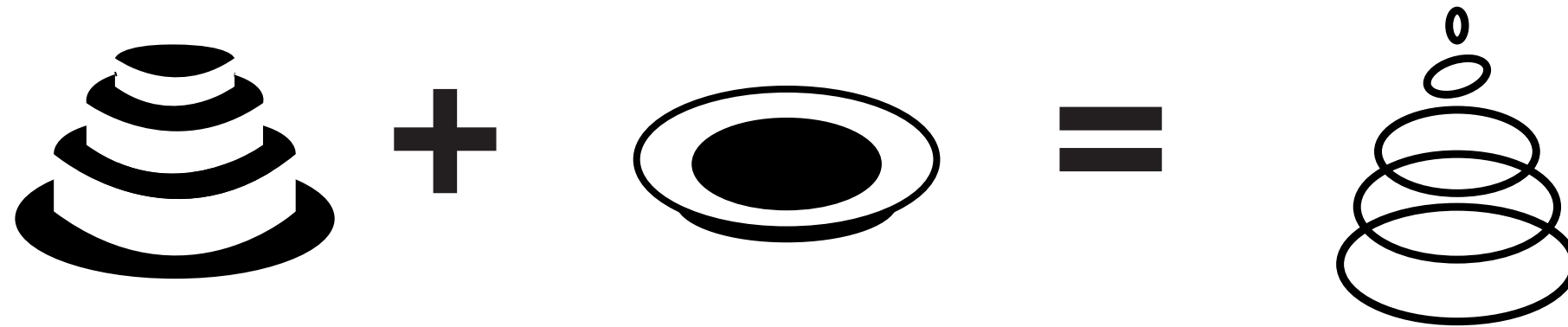


*Cakes & Plates*  
• ETIQUETTE •

## Cakes & Plates Etiquette

The goal of this project was to create a logo for a company that sold products related to fine dining, tea parties, and taught proper etiquette. With the company having a refined aesthetic to it a simple logo was a must. By using the ovular shape of a plate from the angle of someone sitting down to eat as the base for the logo this shape could be repeated upwards to create the shape of a stacked cake.





*Simple & Refined*

Monoline Script MT Std. Regular, 48pt

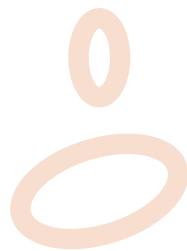
PROPER ETIQUETTE IS IMPORTANT

Lato Regular, 18pt



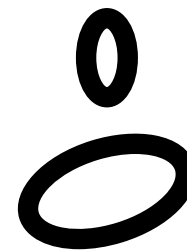
**Golden Yellow**

CMYK: 6, 22, 76, 0  
 RGB: 239, 196, 91  
 HEX: efc45b



**Icing Pink**

CMYK: 2, 13, 16, 0  
 RGB: 247, 222, 207  
 HEX: f7decf



**Line Black**

CMYK: 75, 68, 67, 90  
 RGB: 0, 0, 0  
 HEX: 000000



**Plate Grey**

CMYK: 24, 19, 20, 0  
 RGB: 194, 193, 192  
 HEX: c2c1c0



*Cakes & Plates*  
• ETIQUETTE •

Primary



Secondary



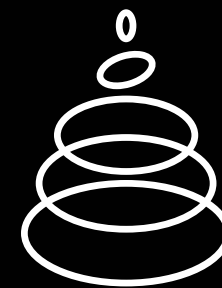
Tertiary



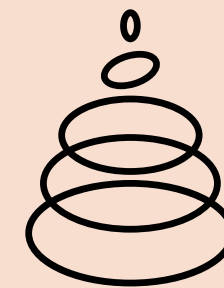
*Cakes & Plates*  
• ETIQUETTE •



*Cakes & Plates*  
• ETIQUETTE •



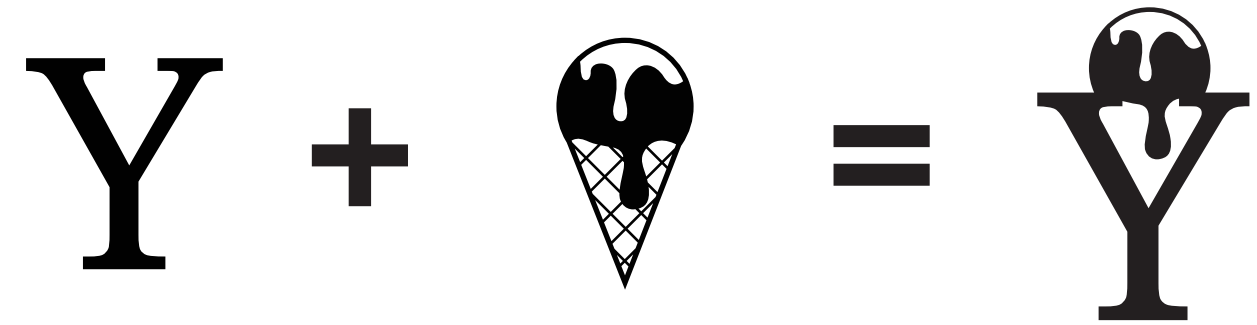
*Cakes & Plates*  
• ETIQUETTE •



*Cakes & Plates*  
• ETIQUETTE •







# Simple and Sweet

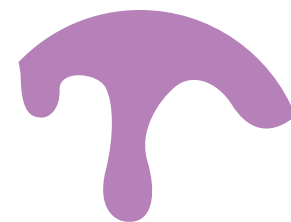
Bookman Old Style Bold, 48pt

Pop on in for some sweat treats

Bookman Old Style Regular, 24pt

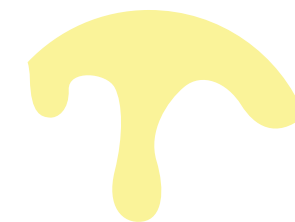
## Yuna's Dessert Bar

The goal of this project was to create a logo for a dessert shop. The owner wanted the logo to feel friendly and be easily recognized. To do this, a simple color palette of bright purple and yellow was used for their inviting aesthetics. The "Y" in the owner's name was also the only letter to be modified so that it could be used as a simple and memorable mark.



### Pretty Purple

CMYK: 28, 56, 0, 0  
RGB: 182, 129, 185  
HEX: b681b9



### Yummy Yellow

CMYK: 3, 0, 50, 0  
RGB: 251, 243, 153  
HEX: fbf399



Primary



Secondary





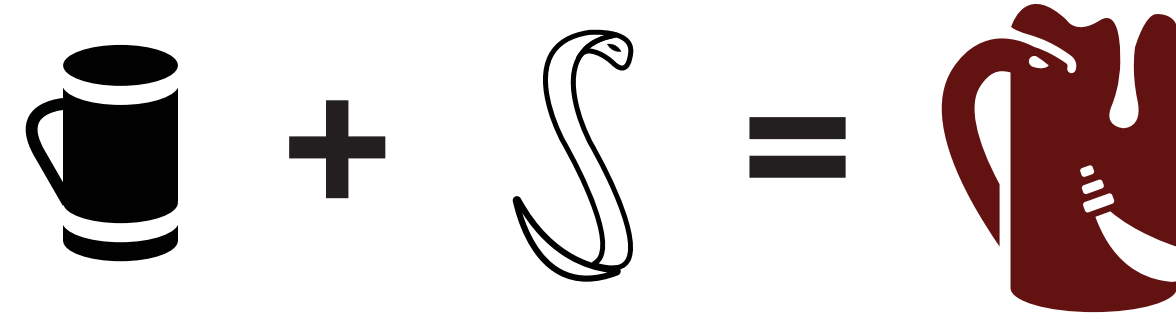
**RATTLER'S**

••| B R E W E R Y |••



# Rattler's Brewery

The goal of this project was to create a logo for a local pub that brewed many of their own liquors. The location for this business was in a small southern town and the logo was made to reflect that aesthetic. Snakes are able to curl around in many shapes, inspiring the idea to depict one curling around a beer mug to form a handle.



## EXPERIENCE THE WILD SIDE OF BREWING

Zebrawood Std. Fill, 24pt

## Rattle Your Taste Buds

Frutiger LT Std 55 Roman, 24pt



### Rattle Red

CMYK: 100, 100, 100, 100  
RGB: 100, 15, 14  
HEX: 640f0e



### Pint Brown

CMYK: 41, 65, 98, 41  
RGB: 106, 69, 28  
HEX: 6a451c



**RATTLER'S**  
•|| BREWERY ||•

Primary



Secondary

**RATTLER'S**  
BREWERY

Tertiary



**RATTLER'S**  
•|| BREWERY ||•



**RATTLER'S**  
•|| BREWERY ||•



**RATTLER'S**  
•|| BREWERY ||•



**RATTLER'S**  
•|| BREWERY ||•





## Silver Spur Coffee Co.

The goal of this project was to create a branding system for a company in a small town in Arizona, USA called Tombstone. With the location being very southern the logo was inspired by the companies name to keep that aesthetic. By adding a cut out of a coffee bean in the middle of the spur the logo effectively communicates what their product is and remains very memorable for its simplicity.



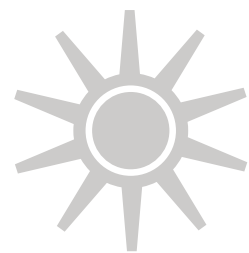


## For an organic taste

Figtree ExtraBold, 36pt

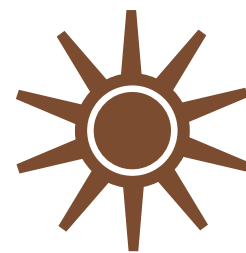
## Adventure in every sip

Cambay Devanagari Regular, 24pt



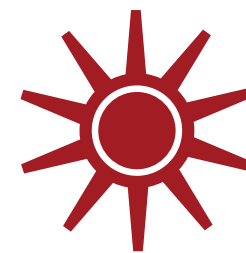
### Golden Yellow

CMYK: 6, 22, 76, 0  
RGB: 239, 196, 91  
HEX: efc45b



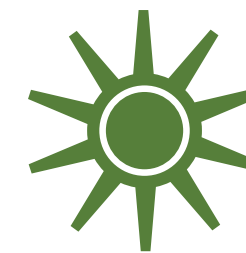
### Icing Pink

CMYK: 2, 13, 16, 0  
RGB: 247, 222, 207  
HEX: f7decf



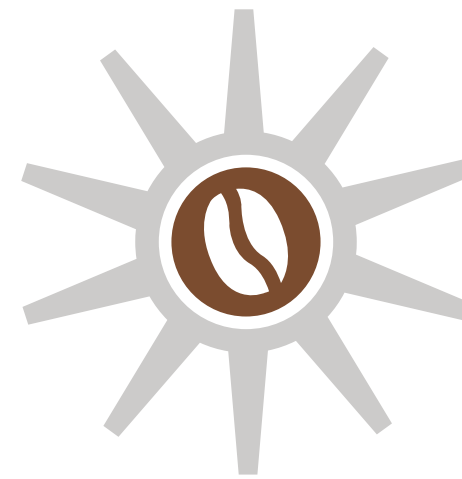
### Line Black

CMYK: 75, 68, 67, 90  
RGB: 0, 0, 0  
HEX: 000000



### Plate Grey

CMYK: 24, 19, 20, 0  
RGB: 194, 193, 192  
HEX: c2c1c0



Primary



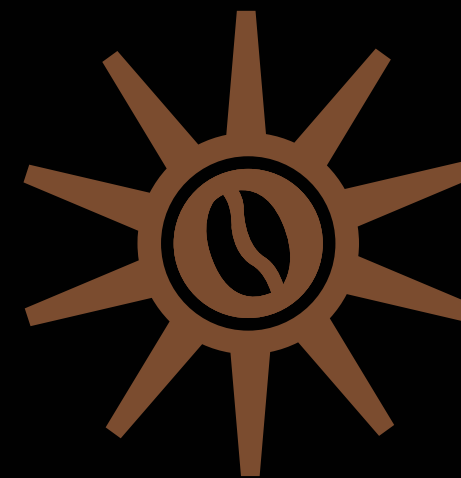
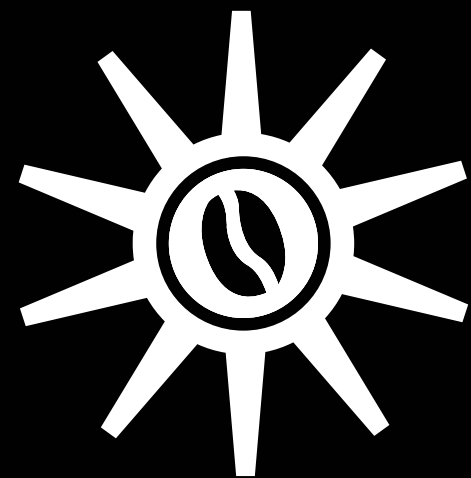
**SILVER SPUR**

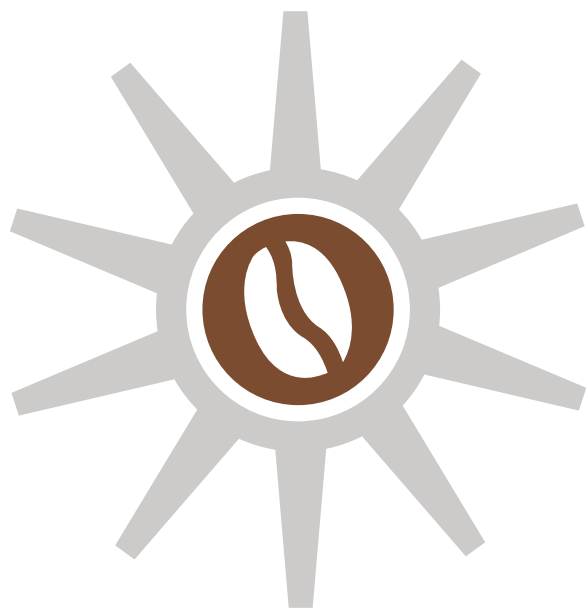
Tertiary



**SILVER SPUR**

Secondary





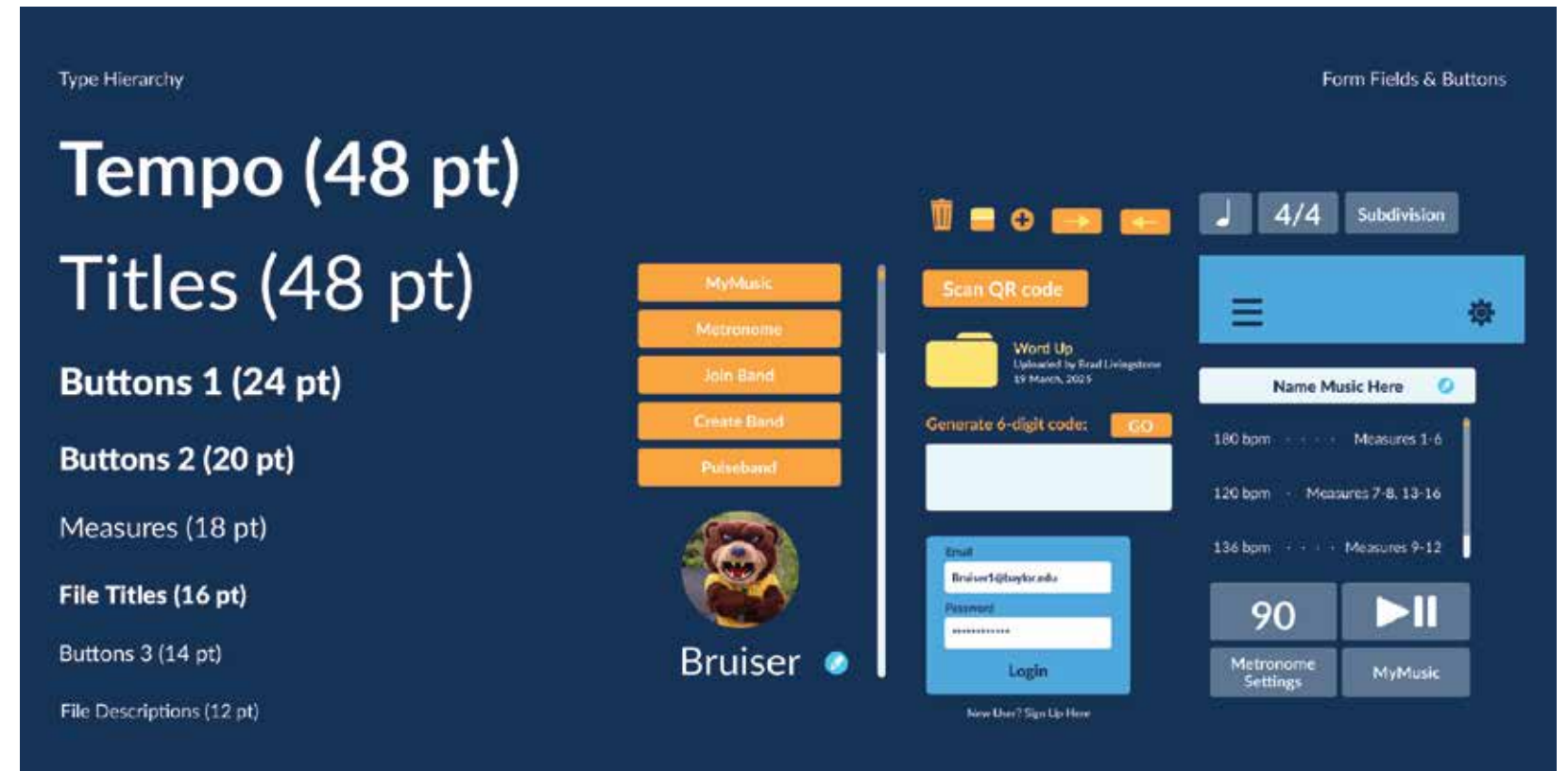


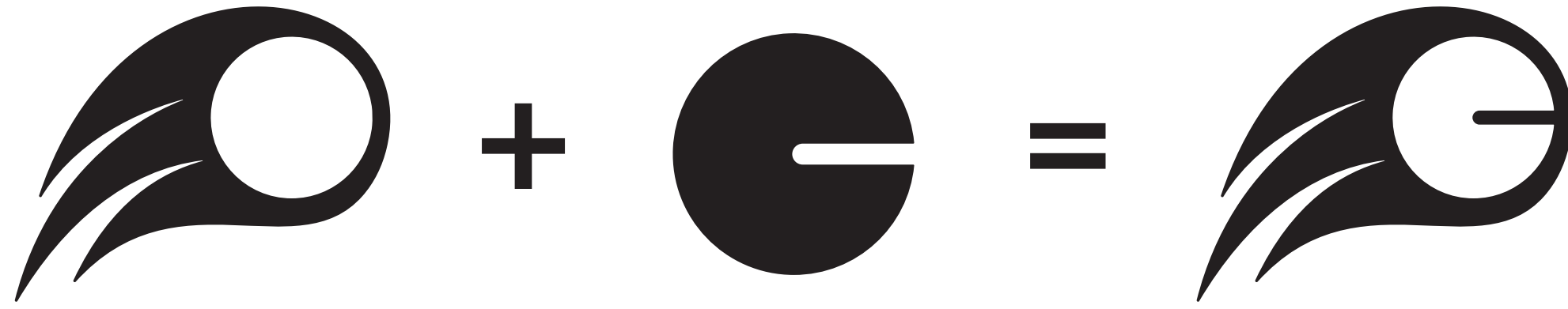
CoMet



# CoMet

CoMet is a metronome app designed to enhance the practice experience for musicians of all types—from solo performers to bands and ensembles. By incorporating multi-sensory feedback through visual, auditory, and tactile cues. Our goal is to redefine what a metronome can be. This app would eliminate common challenges such as sound distortion, rhythmic inconsistency, and tonal interference, allowing musicians to focus entirely on their craft. Additionally, with AI technology CoMet will scan music, read data, and automatically integrates the shifts during tempo changes.



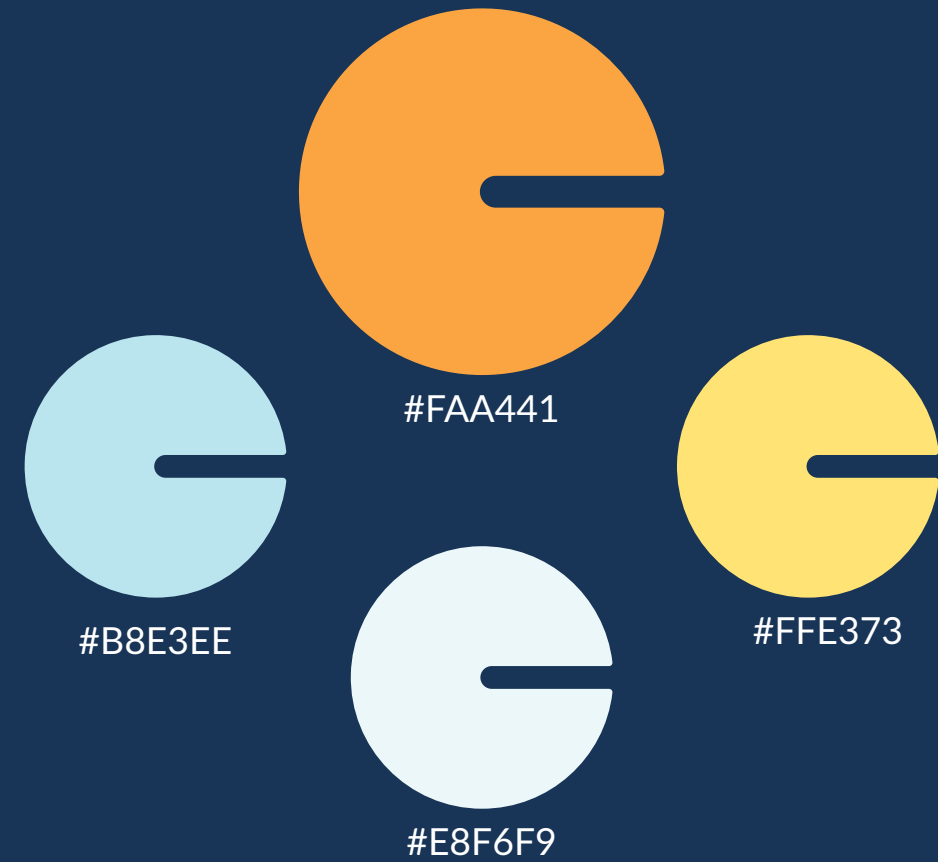
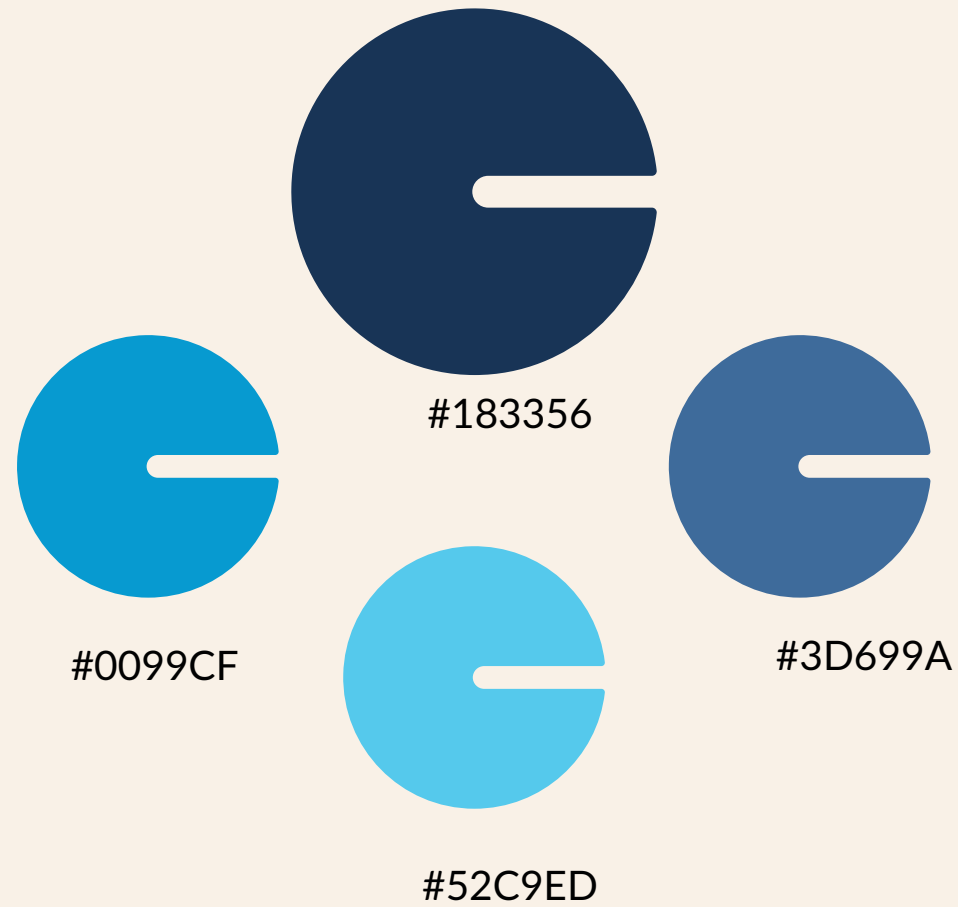


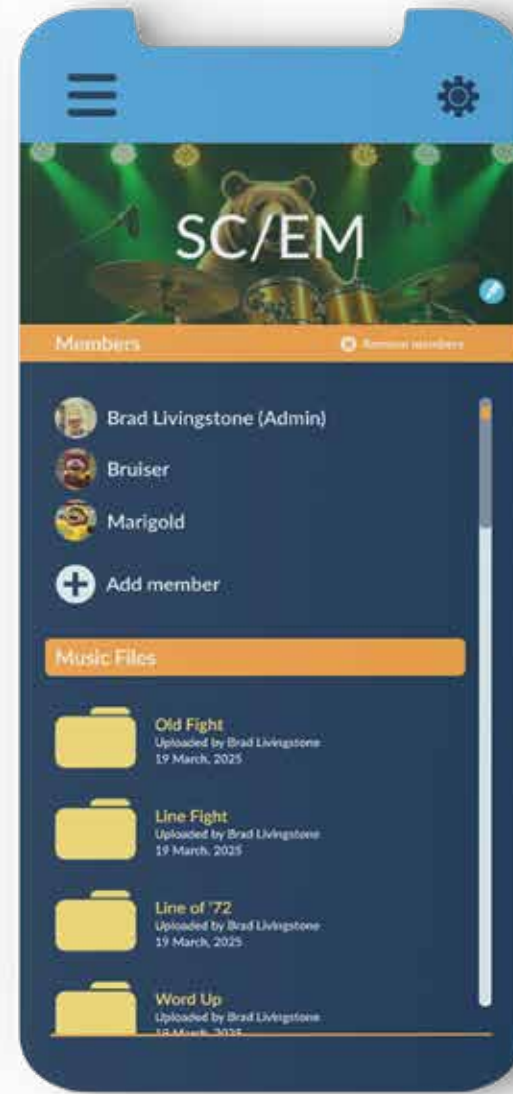
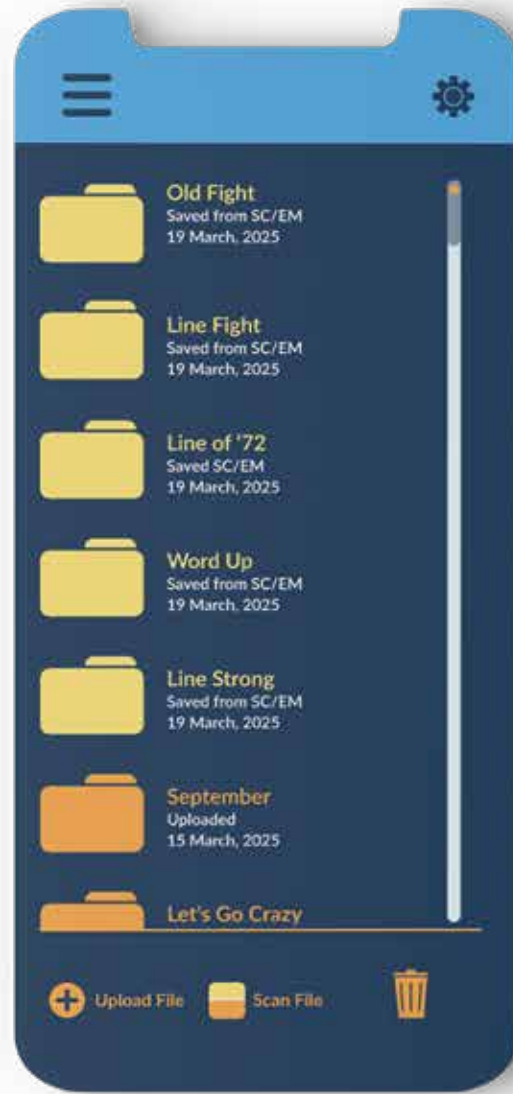
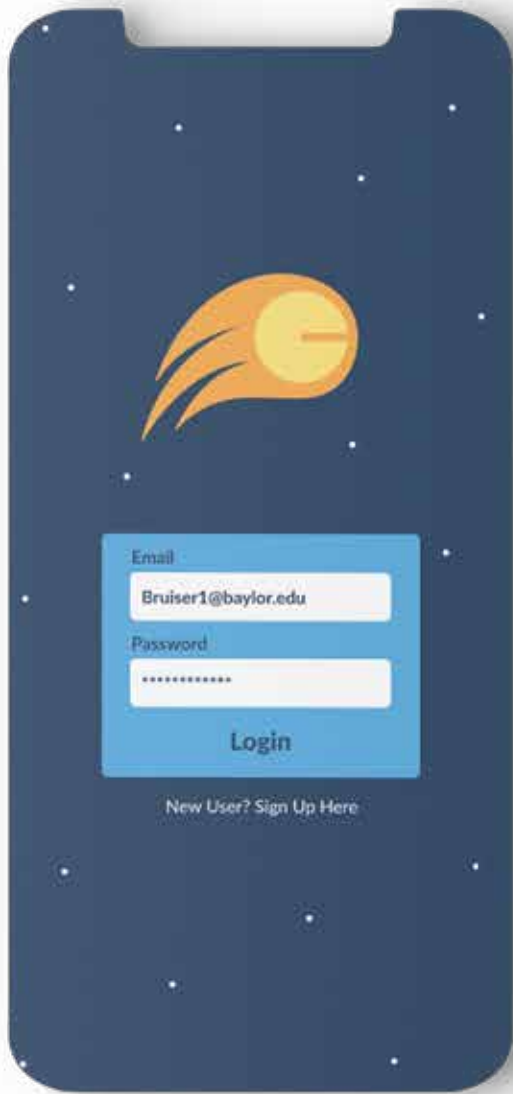
# Metronome

Lato Black, 60pt

Keeping beat together

Lato Medium, 24pt



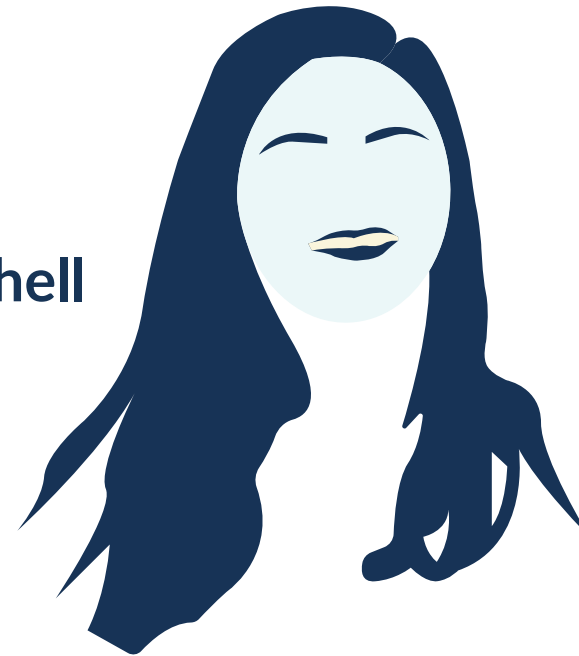


# CoMet is a collaborative project made together by . . .



Abigail Sanders

Abigail Murschell



Scan me to see  
the research



Scan me to try  
the prototype