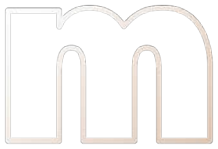


PROCESS

MARIA ENGLEHART

THE BOOK LOFT

CORPORATE BRAND IDENTITY

CREATIVE BRIEF

CLIENT: The Book Loft of German Village

PROJECT: Corporate Identity Rebrand

DEADLINE: 12.11.2020

PREVIOUS MARK:

PROJECT OVERVIEW

The purpose of this project is to explore the planning of an identity and image system. Develop concepts, communicate ideas, implement and present complex identity systems.

CLIENT MISSION STATEMENT

"Experience a Dreamworld for Booklovers unlike any other, unique in ambiance, location and the labyrinth of 32 rooms"

OBJECTIVES

The objective of this specific exploration of corporate identity is to communicate the brand purpose and present complex identity systems to better represent the brand.

TARGET AUDIENCE

The target audience and customer of The Book Loft of German Village are book lovers, Columbus locals, visiting book lovers and anyone looking for an iconic Columbus hotspot.

KEY COMPETITORS

- Prologue Bookshop
- Barnes & Noble
- Karen Wickliff-Books

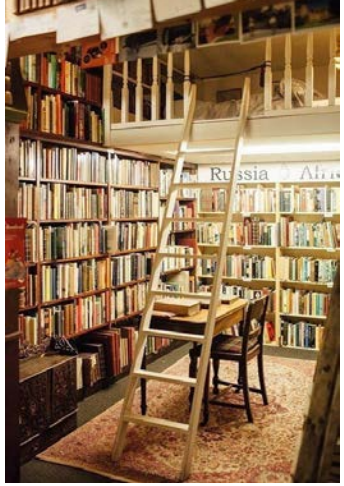
MAIN IDEA

The main idea of this corporate system is to give The Book Loft of German Village a face lift. This bookstore is one of the nation's largest independent bookstores and has 32 rooms and has had the same mark since their opening in 1977. It is a highly frequented spot In German Village and its reputation and popularity keep it busy but I feel that with an updated, clean and more modern mark, this bookstore can attract more customers.

DELIVERABLES

- Stationery letterhead and envelope, business card
- Forms: Invoices or some kind of form
- Signage: exterior signage program, and/or interior signage program
- Vehicle Wrap (if applicable)
- Collateral material: catalogs, magazine ads, newspaper ads, posters
- Product and packaging boxes, shopping bags (if applicable)
- Promotional material: Invitations/announcements, greeting cards
- Website
- Animate mark
- HTML email template
- 3 other application(s) specific to business

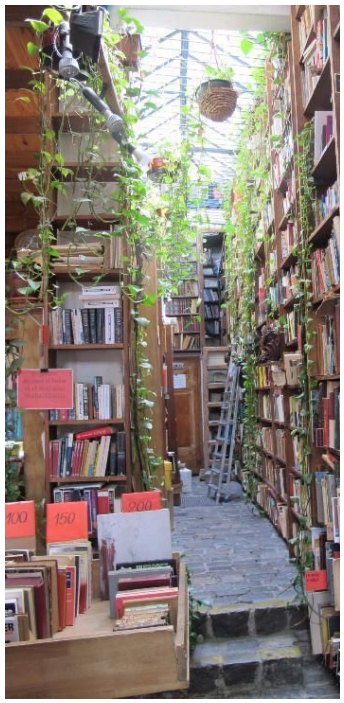
MOODBOARD



Northern GRADE TRADEMARK

THE COLLECT CLUB

THE Cottesloe BEACH HOTEL

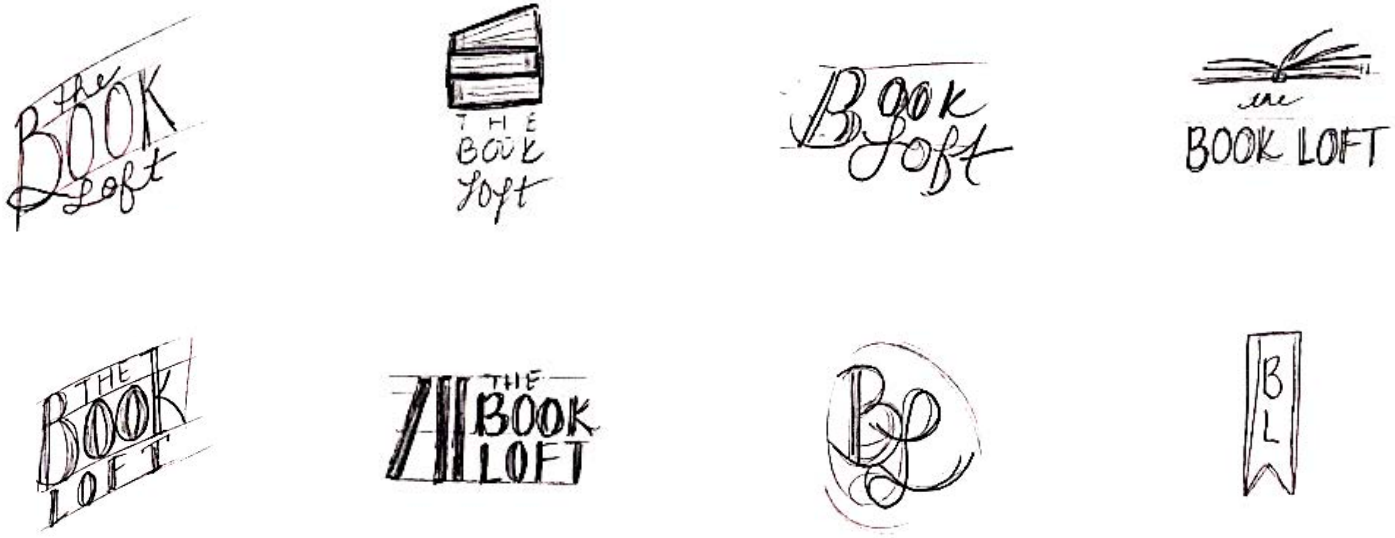


LAMP LIGHT BOOKS HOTEL nagoya

CORNER STORE

Dog Days

SKETCHES


The BOOK Loft
THE BOOK Loft
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the BOOK LOFT
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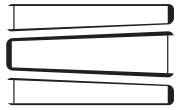
BL

EXPLORATION

MARKS

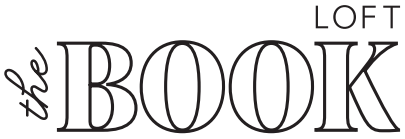


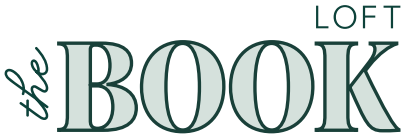
EXPLORATION

COLOR, PATTERN & TEXTURE

FINAL MARK

ALTERNATIVE MARKS



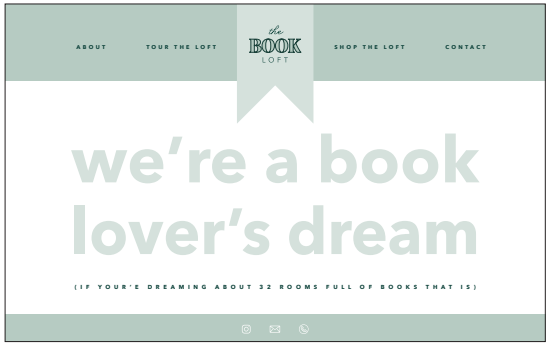


DIGITAL DRAFTS

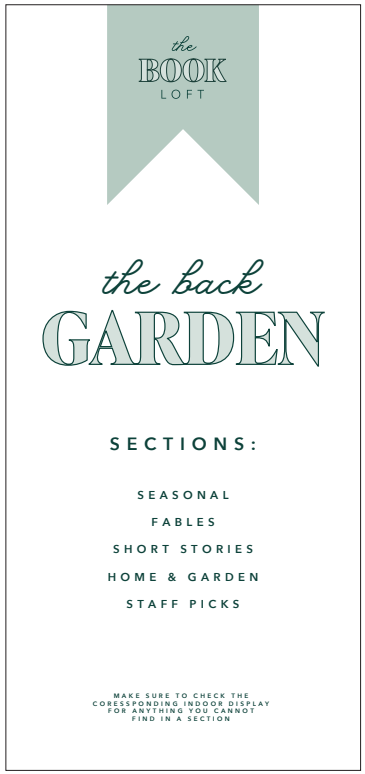
LETTERHEADS

BUSINESS CARDS

DIGITAL DRAFTS

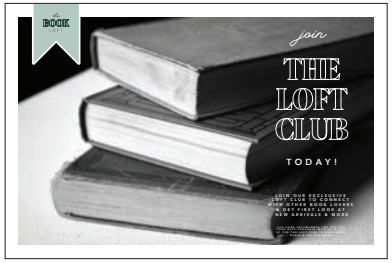


WEBSITE LANDING PAGE



SIGNAGE

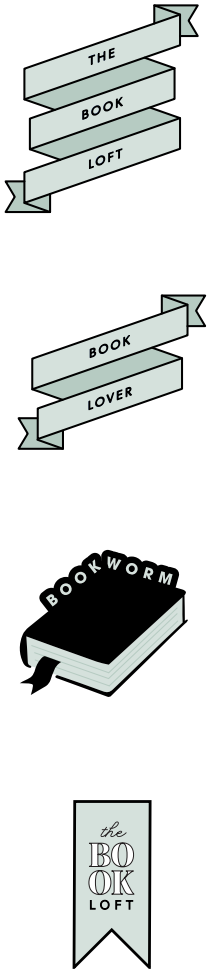
STORE MAP & DIRECTORY



LOFT CLUB INVITE

DIGITAL DRAFTS

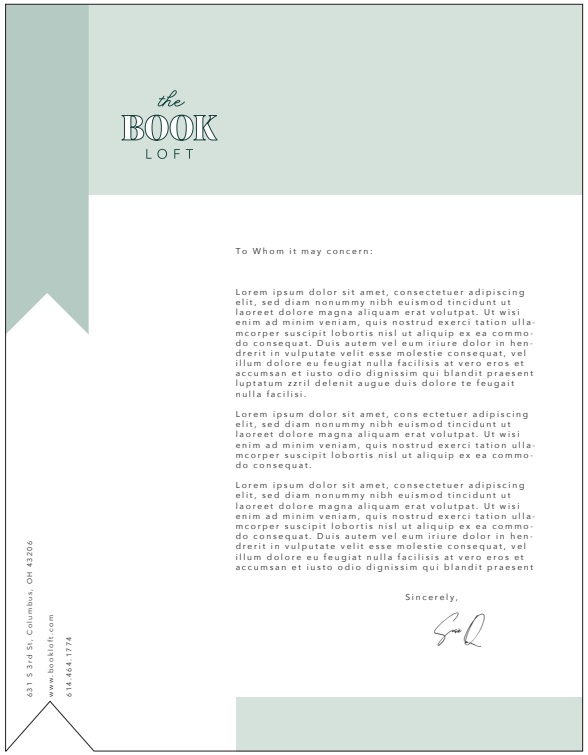
TOTE BAGS

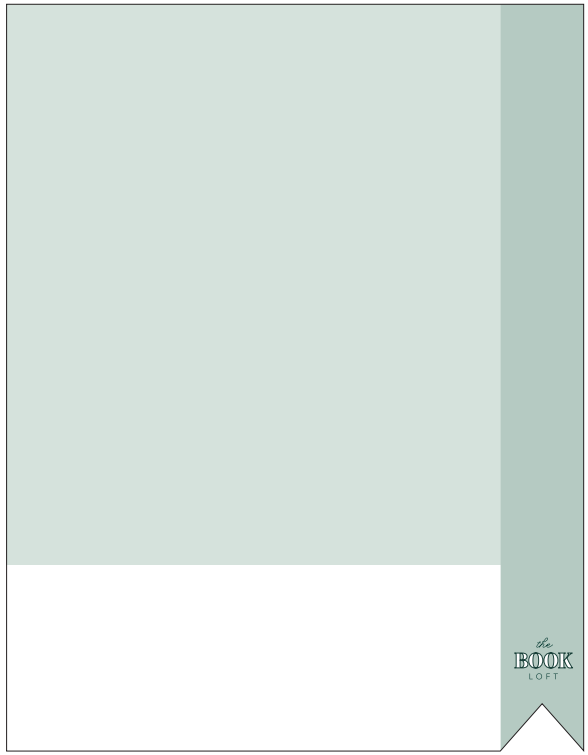


PINS

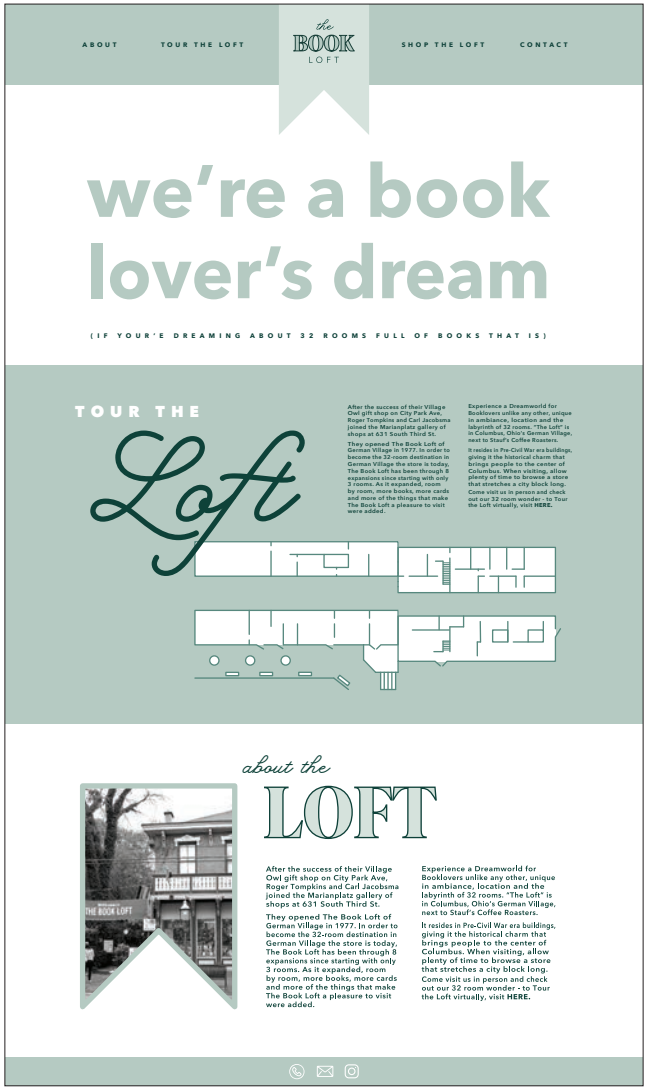
BRANDED TEES

FINAL DESIGNS LETTERHEAD SYSTEM





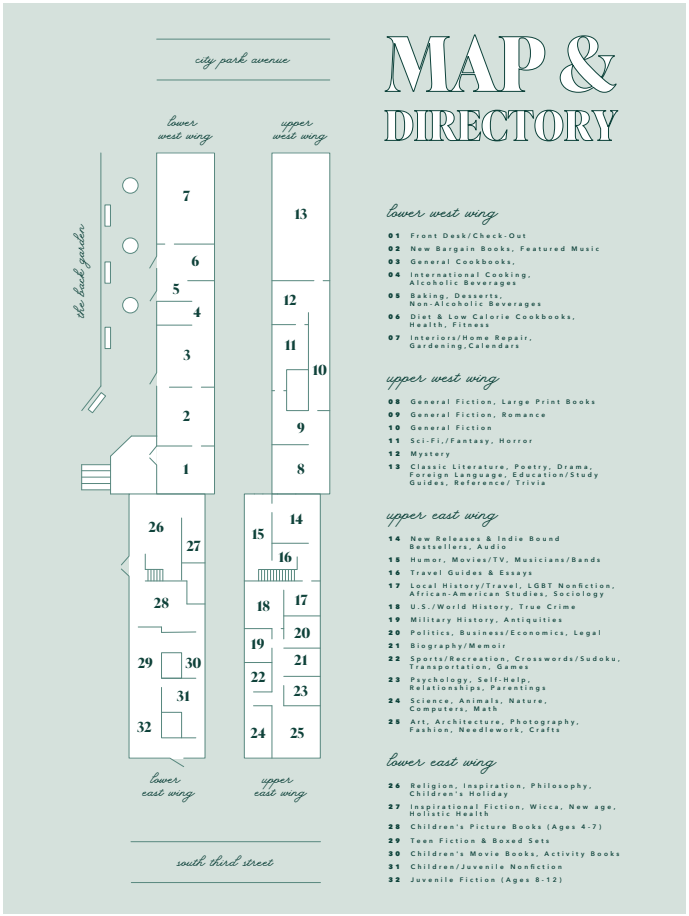
FINAL DESIGNS WEB APPLICATION



FINAL DESIGNS EMAIL PROMOTION

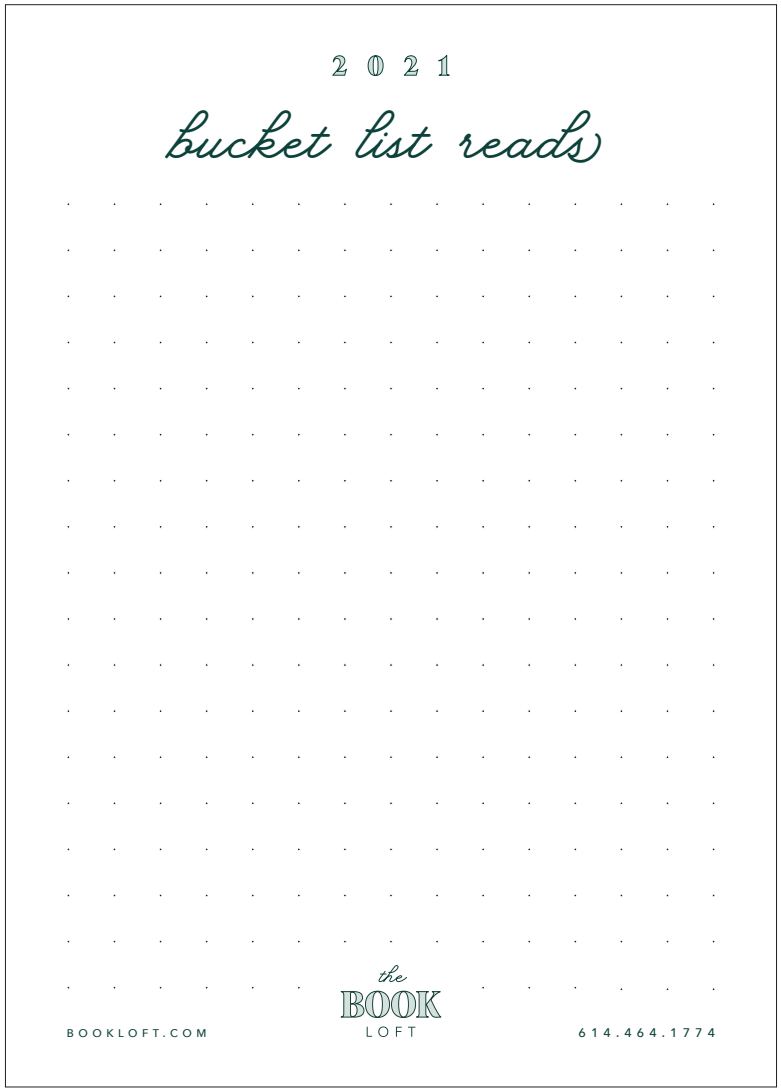
FINAL DESIGNS SIGNAGE SYSTEM

STORE MAP/DIRECTORY & OUTDOOR FLAGS



FINAL DESIGNS FORMS

2021 BOOK BUCKET LIST



FINAL DESIGNS COLLATERAL MATERIAL

THE LOFT CLUB INVITE

the BOOK LOFT

purchase punch card

EVERY SIXTH PURCHASE GET 50% OFF!

10% off

YOUR NEXT PURCHASE WITH US WHEN
YOU SIGN UP AS A LOFT CLUB MEMBER

this month's

BOOK RECS

fiction

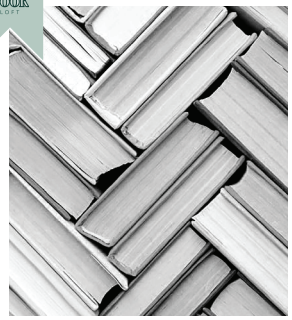
- SUCH A FUN AGE by Kiley Reid
- FOLLOWERS by Megan Angelo
- AMERICAN DIRT by Jeanine Cummins
- IN FIVE YEARS by Rebecca Serle
- THE PLAYLIST by Abby Jimenez

mystery

- THE LIES THAT BLIND by Emily Giffin
- THE GOD GAME by Danny Tobey
- THE OTHER MRS. by Mary Kubica
- FOLLOW ME by Kathleen Barber
- YOU ARE NOT ALONE by Greer Hendricks

history

- LADY CLEMENTINE by Marie Benedict
- ALL THE WAYS by Lauren Willig
- SUN DOWN MOTEL by Simone James
- GIRL IN WHITE GLOVES by Kerri Maher

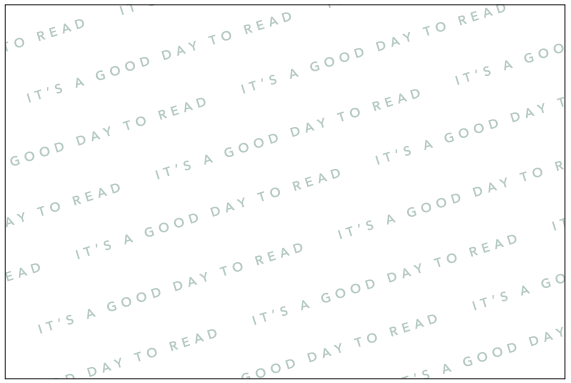


join

THE LOFT CLUB

TODAY!

JOIN OUR EXCLSUSIVE
LOFT CLUB TO CONNECT
WITH OTHER BOOK LOVERS
& GET FIRST LOOK AT
NEW ARRIVALS & MORE



FINAL DESIGNS PRODUCT & PACKAGING

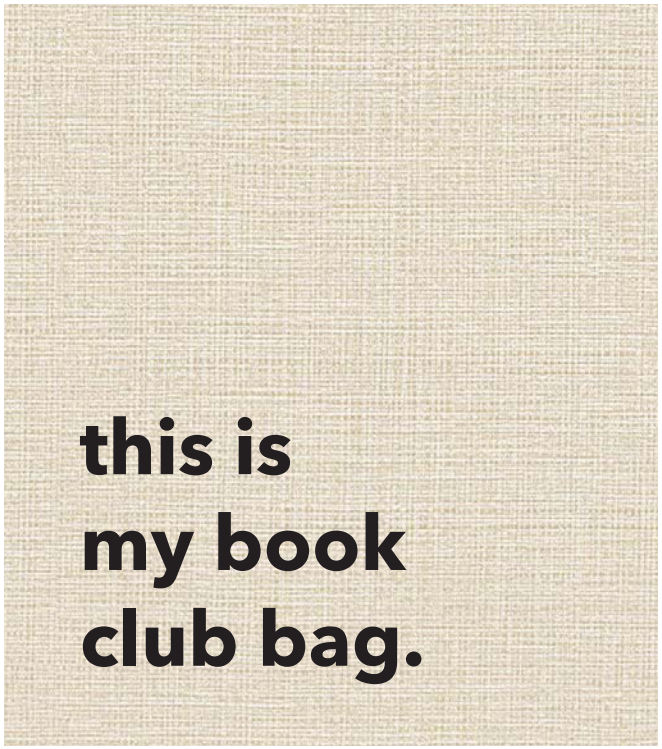
GIFT WRAPPING

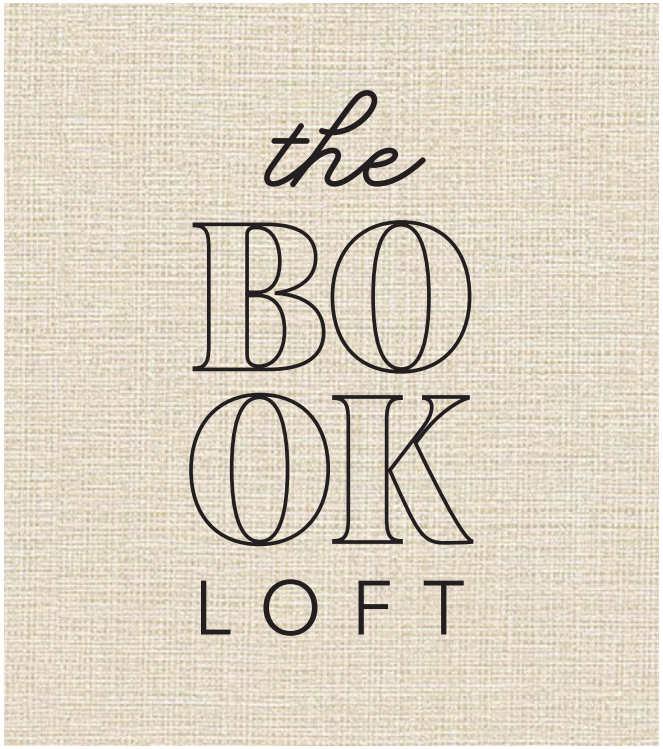
FINAL DESIGNS PROMOTIONAL MATERIAL

TABLE TOP PROMO

FINAL DESIGNS EXTRA ITEM

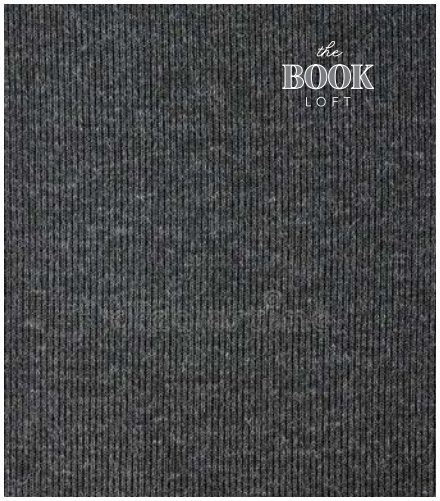
TOTE BAGS

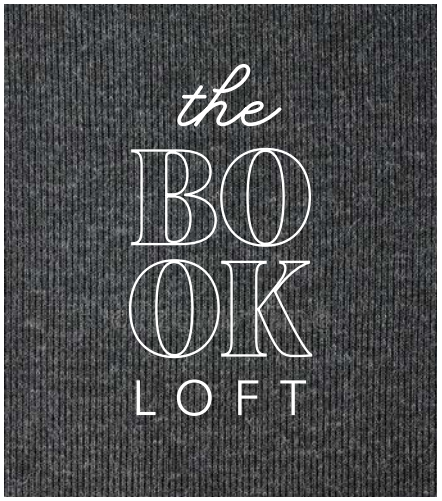


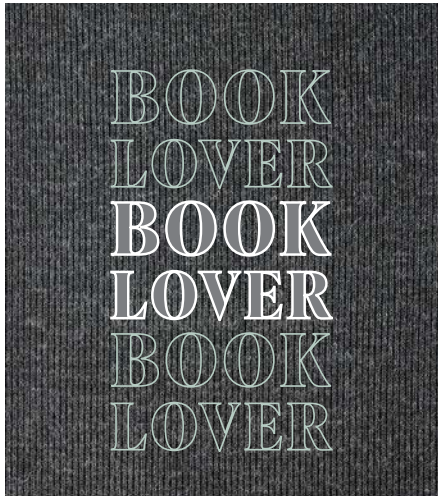


FINAL DESIGNS EXTRA ITEM

BRANDED TEES

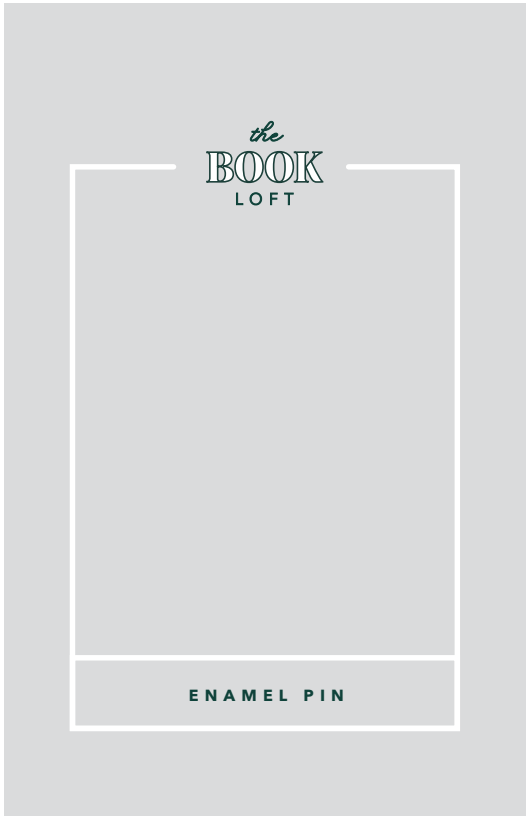




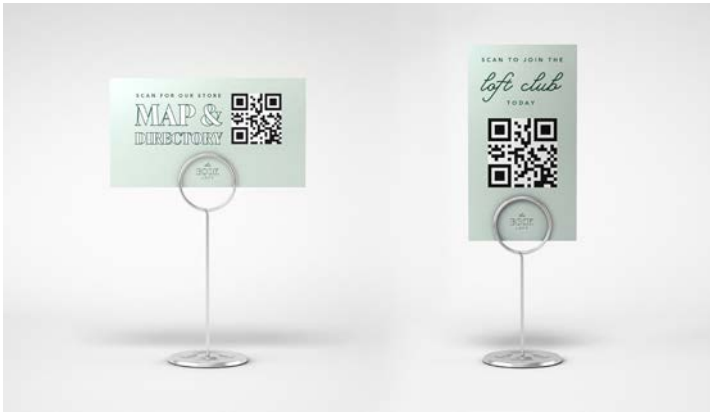


FINAL DESIGNS EXTRA ITEM

ENAMEL PIN



FINAL SOLUTIONS

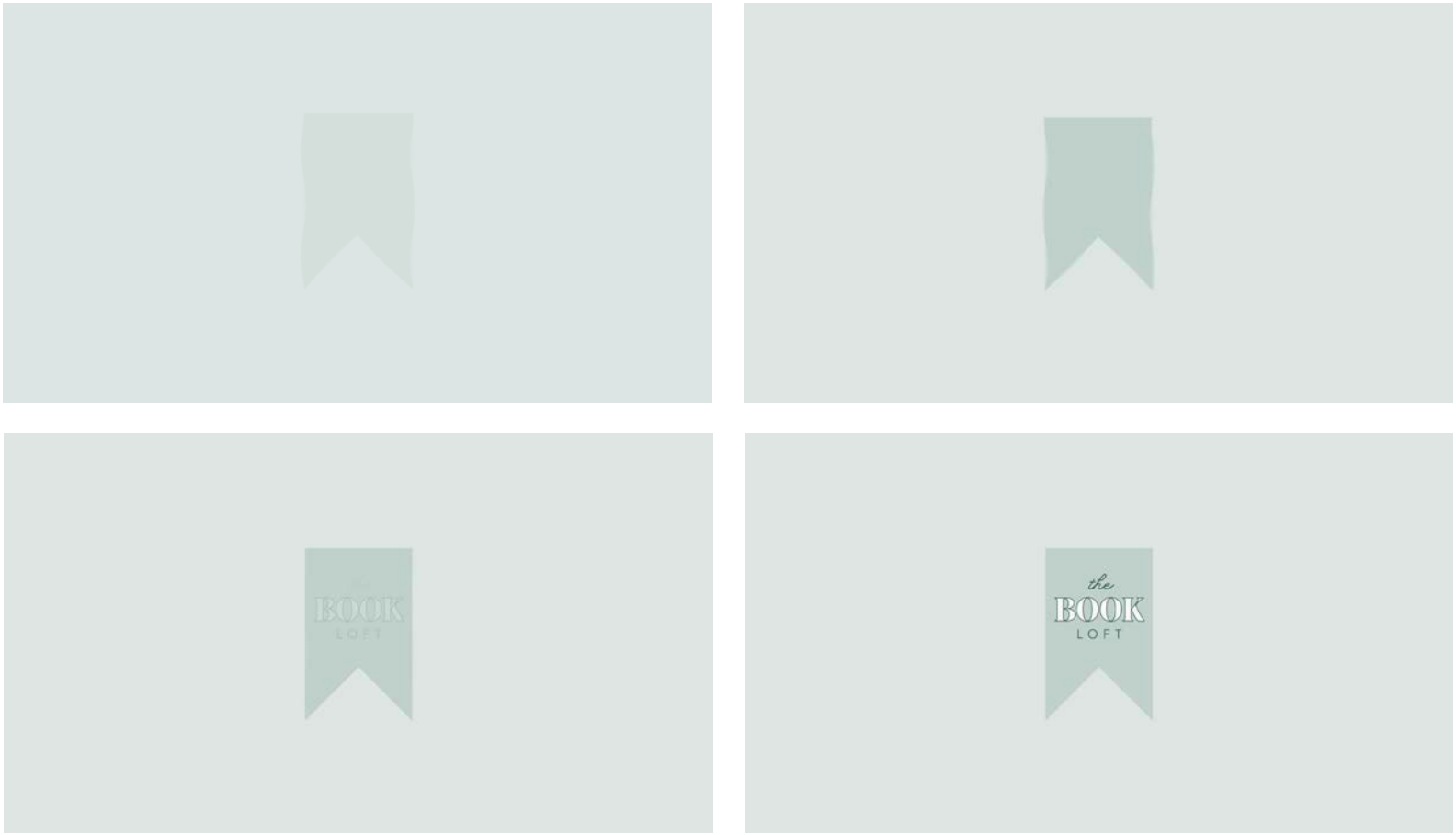


FINAL SOLUTIONS

FINAL SOLUTIONS

FINAL SOLUTIONS

LOGO ANIMATION



This animation can be viewed at **https://vimeo.com/489978872**

WANNA

UI/UX DESIGN

CREATIVE BRIEF

OBJECTIVE

The objective of this assignment will to be to create a clean, organized, and easy to use interface for tracking resolutions.

MISSION

Wanna is designed for the well intended mind who struggles with establishing and sticking to their goals for the near and far future. This app provides an engaging, simple and multilevel way to document your resolutions and subgoals, as well as track your progress in an approachable way. With Wanna, you can finally tackle that New Years resolution that keeps making a comeback from last years post-it note.

TARGET AUDIENCE

The target audience for this app will be placed on the 20–60 demographic. Individuals of these ages are at an age where lots is changing and lots of major goals and life events are happening. This is also an age range where they utilize their technology more.

SITUATIONAL ANALYSIS

This app focuses on giving its users a place to establish, track, and accomplish new years resolutions and goals.

CALL TO ACTION

A simple interface that allows user to easily track and work toawrds their goals.

METRICS OF SUCCESS

Our measurement of success will the monthly activity of users (new goals made, accomplished goals, etc.)

COMPETITORS

New Years Resolution Tracker
Streaks
Thrive

DELIVERABLES

Fully redesigned interface
Invision prototype
Presentation sample for screens

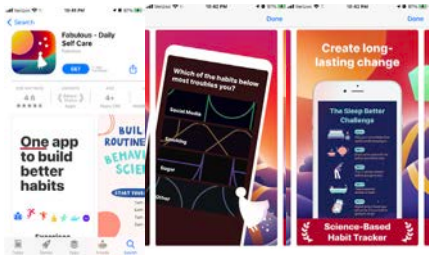
MANDATORIES

Company logo
Brand specific formatting

COMPETATIVE RESEARCH

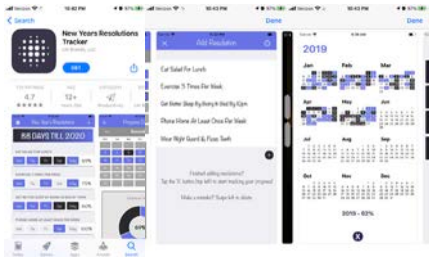
FABULOUS - DAILY SELF CARE

Build your daily rituals, work on your focus and concentration, create and keep good habits, and keep motivation flowing.



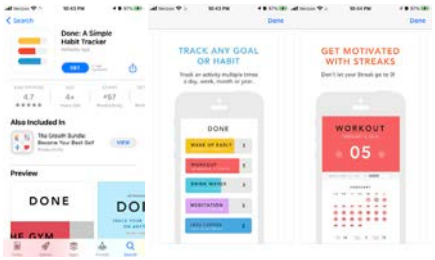
NEW YEARS RESOLUTION TRACKER

Track daily, weekly, monthly progress and visualize that progress through graphs and calendars. Reset resolutions for the next year.



DONE: A SIMPLE HABIT TRACKER

This app helps you BIULD and QUIT habits. Set tangible goals and manage through tracking and journaling.

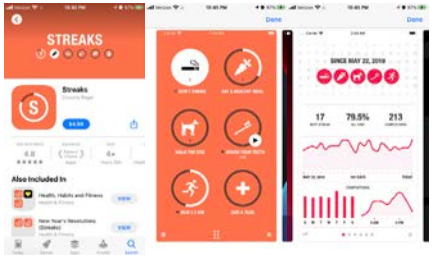


MY 2021 RESOLUTION

The resolutions app that is a task list and a game! When you complete a task, check the box and watch a fu animation.

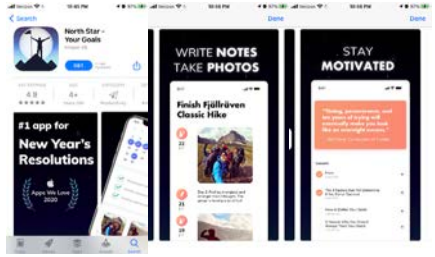
STREAKS

To Do list that helps you track good habits and the goal is to build a streak of goal accomplishment over consecutive days.



NORTHSTAR: YOUR GOALS

Goal app where you can journal and take photos to track and remember your progress. Customize your dashboard to show motivation of your choice.



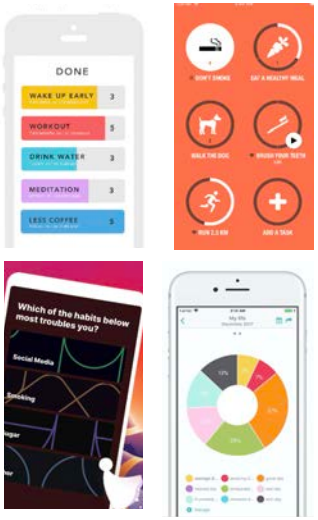
COMPETATIVE RESEARCH TRENDS

COLOR THEMES

+ primarily warmer tones
+ neutrals with greyscale accent

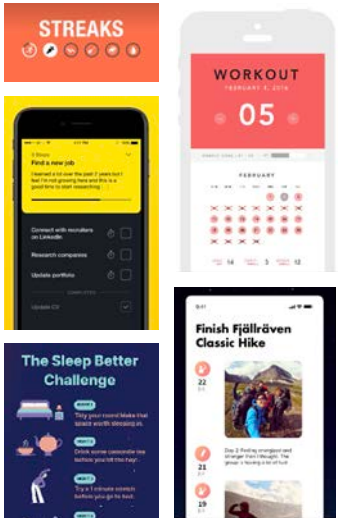
GRAPHICS & VISUALS

+ colorful eyecatching visuals
+ chart and graphs to show progress



TYPOGRAPHY

+ large bold headings
+ sans serf type



AUDIENCE RESEARCH & USER PROFILES

NATE Age 23 **|** Young Professional **|** Male

Nate is a young professional in is first job, learning the ropes and figuring out a work/life balance in his new career. He has personal and professional goals but has always has had trouble taking that first step to start the process of making strides towards a goal or resolution. This app would facilitate Nate in breaking down his main resolutions into more "bite sized" acheivable goals to get to the completion of it.

AUDREY Age 21 **|** Student **|** Female

Audrey is a college student who likes to set New Years resolutions every start of the year. Amongst these goals she always makes the resolution to try and live a healthier and active lifestyle (going the gym regularly, eating healthy etc.) She never feels like she accomplishes this particular goal because it isn't something that is instant feedback or evidence. This app would help her in tackling and tracking this goal by documenting and tracking her daily, weekly, and monthly progress.

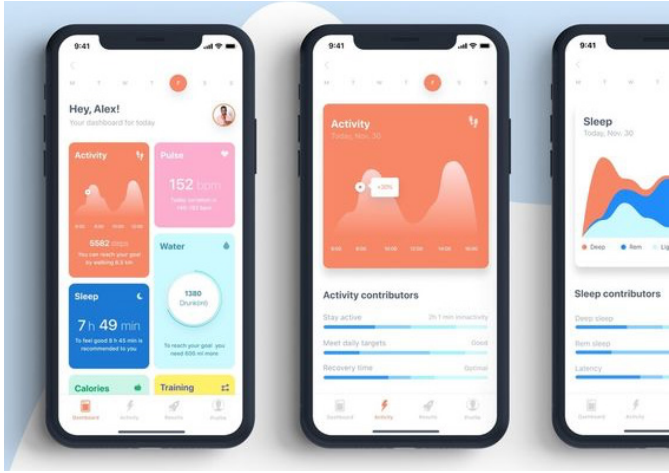
SCOTT Age 58 **|** Father, Working Professional **|** Male

Scott is a working professional who likes to make New Years Resolutions and usually is really on top of making sure they are accomplished. He and his brother have a goal for this year to read 10 books. This app would be beneficial because there is a feature that allows Scott to connect with other users and accomplish a goal together; in the app they can set sub goals, reminders, and recommendations to help them meet their resolution and keep each other accountable.

MOODBOARD


Monday. It's Sunny
18
New York
Monday. It's Sunny
24
New York
Monday. It's Sunny
21


the good ritual
the good ritual.
"Our vision is to empower busy women by providing a convenient products that comes with added health benefits."


Hey, Alex!
Activity
Pulse
152 bpm
Water
Sleep
7 h 49 min
Calories
Training
Activity
Activity contributors
Sleep
Sleep contributors


IT'S RAINING NOW
Beijing


five
four
three
two

FLOWCHART

MY RESOLUTIONS

+ list of resolutions and sub goals

+ list/outline view

+ visual graph tracking

+ daily journal tracking feature

DASHBOARD

+ resolutions quickview

+ notifications

+ reminders

+ goal tracking/progress

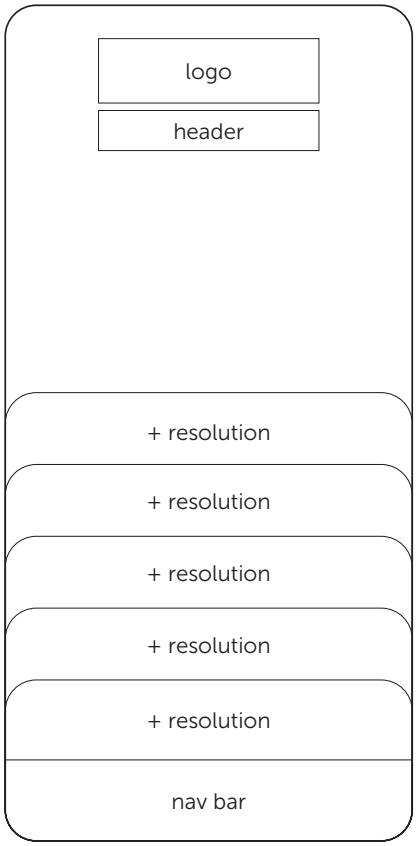
+ motivation of the day

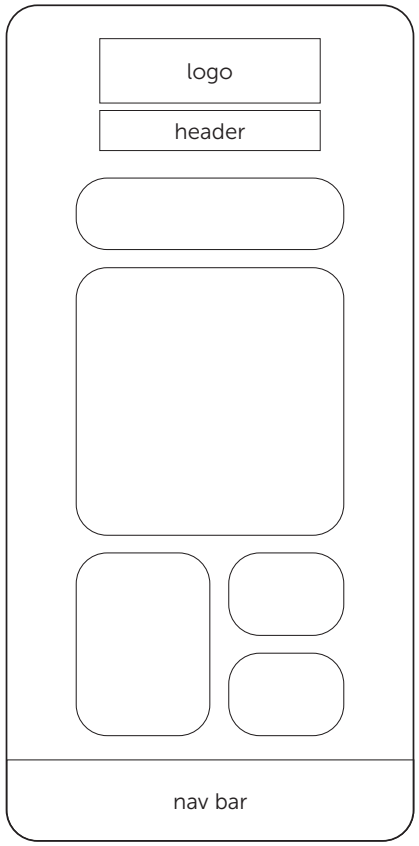
CALENDAR

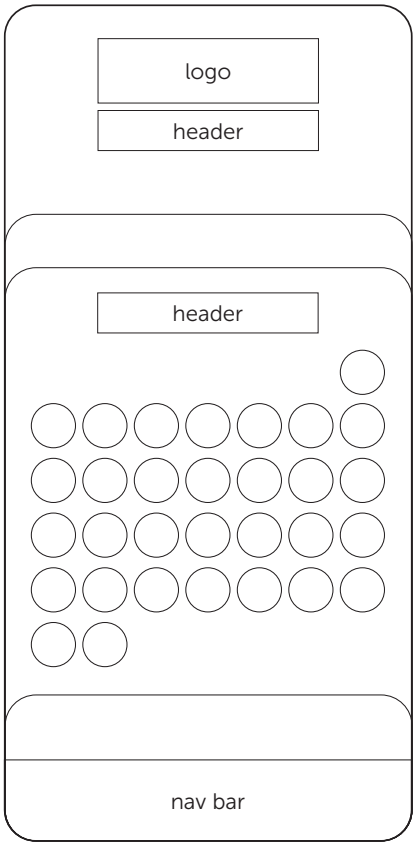
+ set goals with time in mind

+ invite other users and link calendars for collaberation

WIREFRAMES

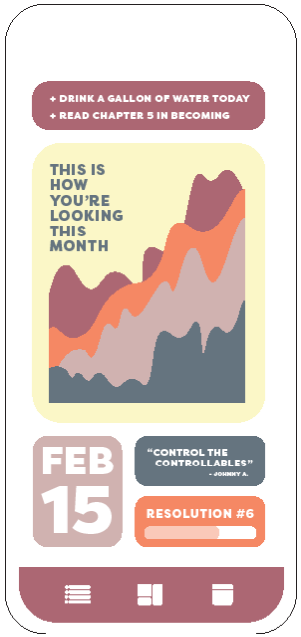

logo
header
+ resolution
+ resolution
+ resolution
+ resolution
+ resolution
nav bar

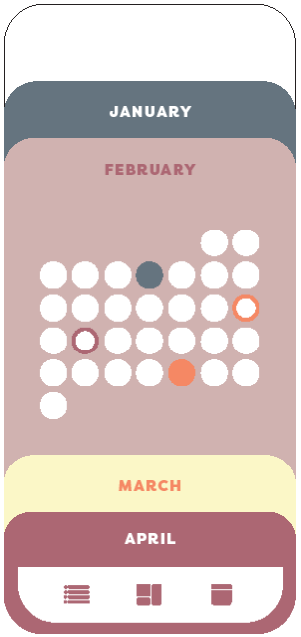

logo
header
nav bar


logo
header
header
nav bar

DIGITAL DRAFTS

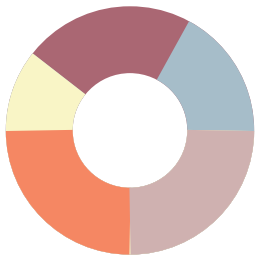
Preliminary Exploration





WANNA
wanna

wanna
WANNA



FINAL DESIGNS

Logo/Mark

FINAL DESIGNS

A Direct & Easy Dashboard

Start-up the app with a quick sign in/sign up that then directs you to the main dash – widget style and fun to update and remind you of all the important stuff you missed.

FINAL DESIGNS

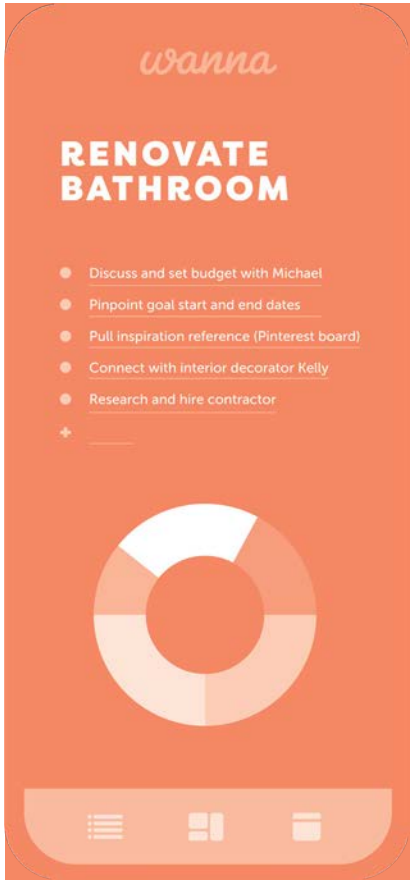
Making the List

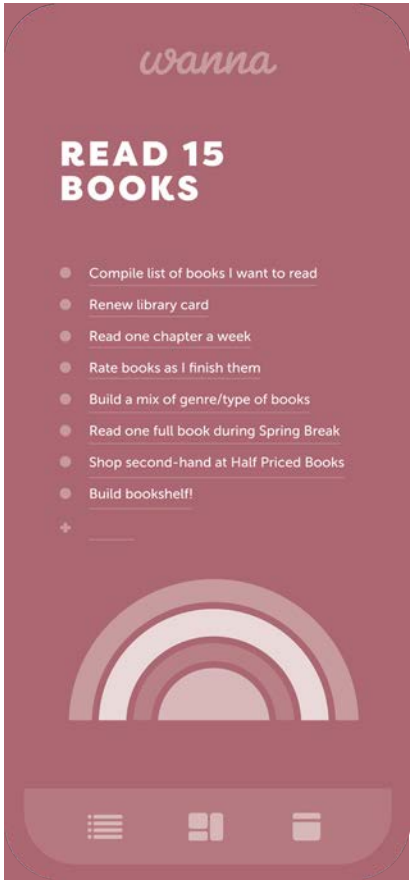
One of the first steps of set up is adding your main resolutions and their supporting sub-goals. This tabulated interface drops down for a quick view of your subgoals.

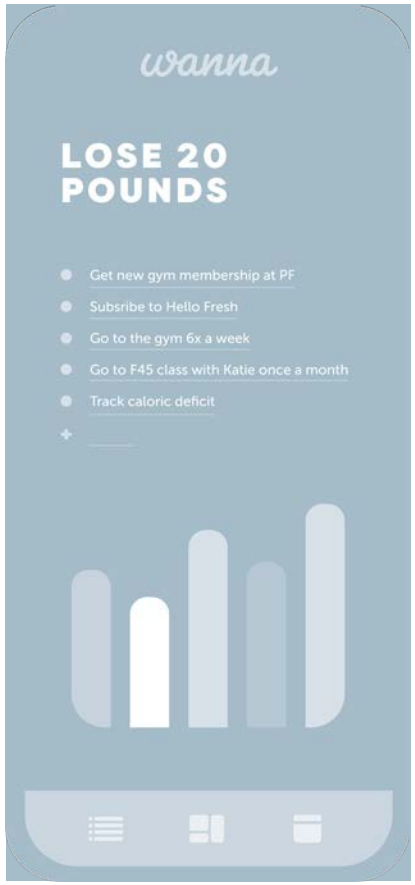
FINAL DESIGNS

Resolution & Goal Tracking

Each tab breaks out into its own page where you are able to add and edit goals, as well as get an in depth look at how your progress for each goal and the overall resolution is looking.



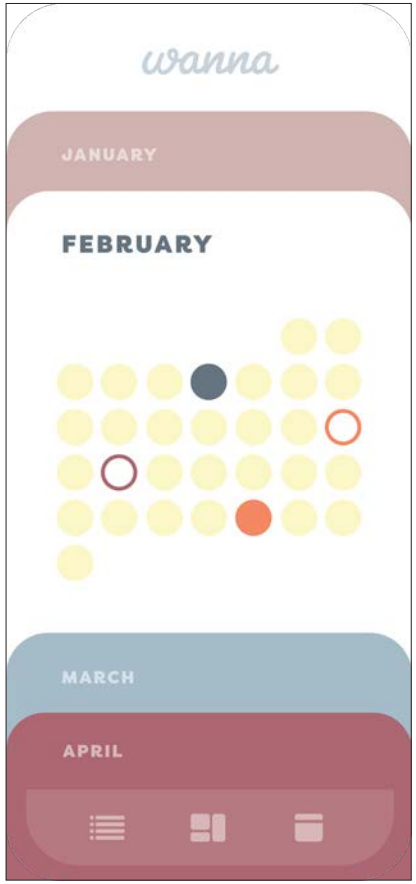




FINAL DESIGNS

Plan it Out

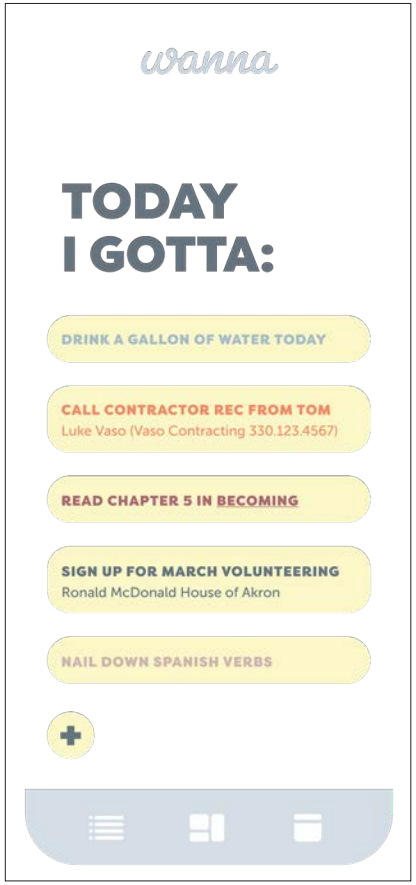
Wanna's Calendar feature allows you to plan ahead and set time concious goals week-to-week, month-to-month, etc. Set markers with corresponding goal colors to help visualize the journey.

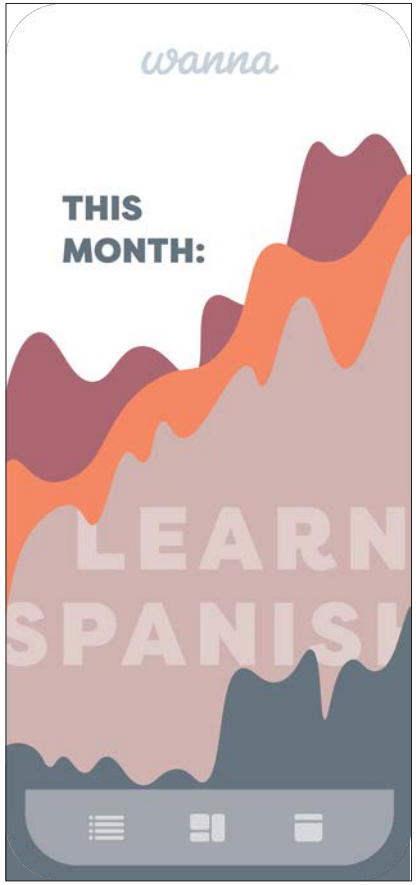


FINAL DESIGNS

Dashboard Widgets & Extras

Click into any widget on Wanna's main dashboard to view an editable Reminders page, large scale progress graphic and more. When a resolution is accomplished, look back on your past successes to be reminded of how awesome you are!





INTUITIVE NAVIGATION

Tabs on Tabs
Intuitive tab design style gives the user direction to where and how to access different content

Take Me Back
Click the Wanna Logo to get back to the main dashboard

Your Home Navigation
All main pages are reachable through identifyable icons.

Widget Style Dashboard
Access multiple different pages through the first screen you see.

FINAL SOLUTIONS

OLIO

PACKAGING

CREATIVE BRIEF

OBJECTIVE

The objective of this assignment is to extend the look of your brand over different sized containers: boxes, cylindrical cartons, bot-tles, blister packs, etc. Consider researching existing brands, color, form, shelf presence, imagery, typography. How does your design work across disparate forms

TARGET AUDIENCE

The target audience for this product grouping will be places on the ages of 25-55. The demographic would be women as well men, of whom are of mid income.

SITUATIONAL ANALYSIS

This product grouping focuses on creating a starter kit of sorts for your last minute happy hour, planned dinner party or just your pre dinner snack with your partner. This set of olive oil, balsamic and salts are authentic in production and origin and they bring Italy to you in your own home.

A starter kit of Italian trio dip of olive oil, balsamic, and seasoned salts creates a simple yet sophisticated oil dip with you favorite breads.

+ Olive oil
+ Balsamic
+ Salt

COMPETITORS

Monari Federzoni
Vervano
Brightland

DELIVERABLES

Color comps (built to size and properly photographed for presentation), process book (showing documented research, ideation, sketches), and views of all 3 of final forms.

MANDATORIES

Cohesive brand style and application throughout.

MOODBOARD

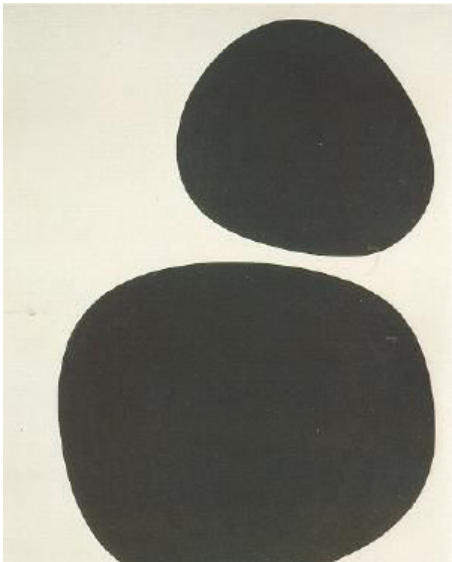

The Belazu Ingredient Company
EARLY HARVEST
BLACK TRUFFLE
Extra Virgin Olive Oil
1 Litre


BIO


ŌLIVION
750ml


View Display


lavradores/de/feitoria/
DOURO
ROSÉ 2015




DILL PICKLES
BRINE
cucumber
mustard seeds
bay leaves
garlic
dill

SKETCHES

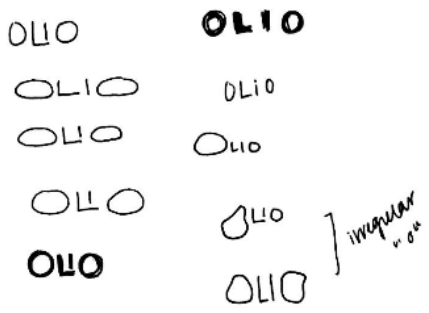

Names
· Extra Virgin
· Trapani
· Tradizionale
· olio


OLIO


ENGLISH → ITALIAN
oil olio
balsamic balsamico
salt sale
dip tuffo


mark


OLIO


OLIO
OLIO
OLIO
OLIO
OLIO
OLIO
OLIO
OLIO
OLIO
irregular


EXTRA
VIRGIN
OLIVE OIL
BALSAMIC
HERBS & SALTS

EXPLORATION

TYPOGRAPHY

OLIO TRADIZIONALE

Misto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!?#✱%:;

OLIO TRADIZIONALE
olio tradizionale

Casual

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OLIO TRADIZIONALE
olio tradizionale

Cyrene

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?#$%:;

OLIO TRADIZIONALE
olio tradizionale

Museo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?#$%:;

OLIO TRADIZIONALE
olio tradizionale

Dunbar

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?#$%:;

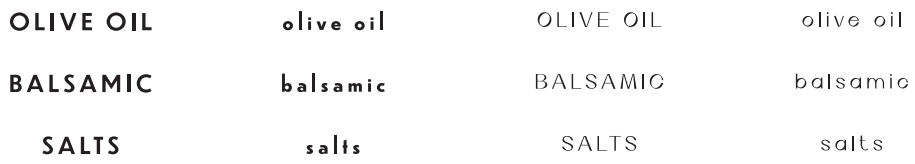
OLIO TRADIZIONALE
olio tradizionale

Cyrene

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?#$%:;

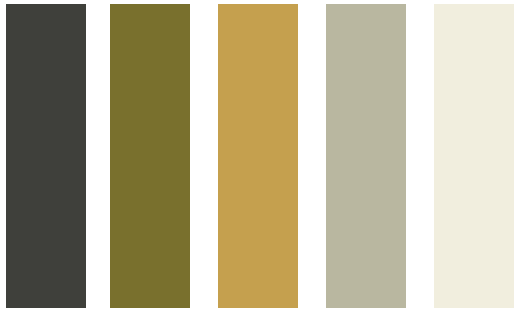
EXPLORATION

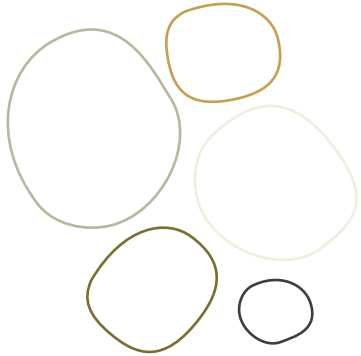
LOGO/MARK



EXPLORATION

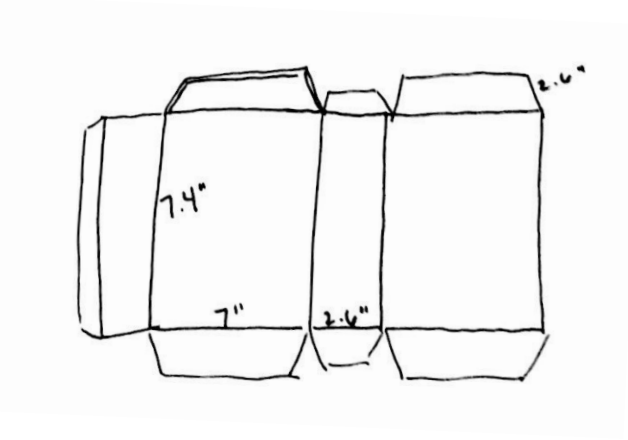
COLOR/ELEMENTS





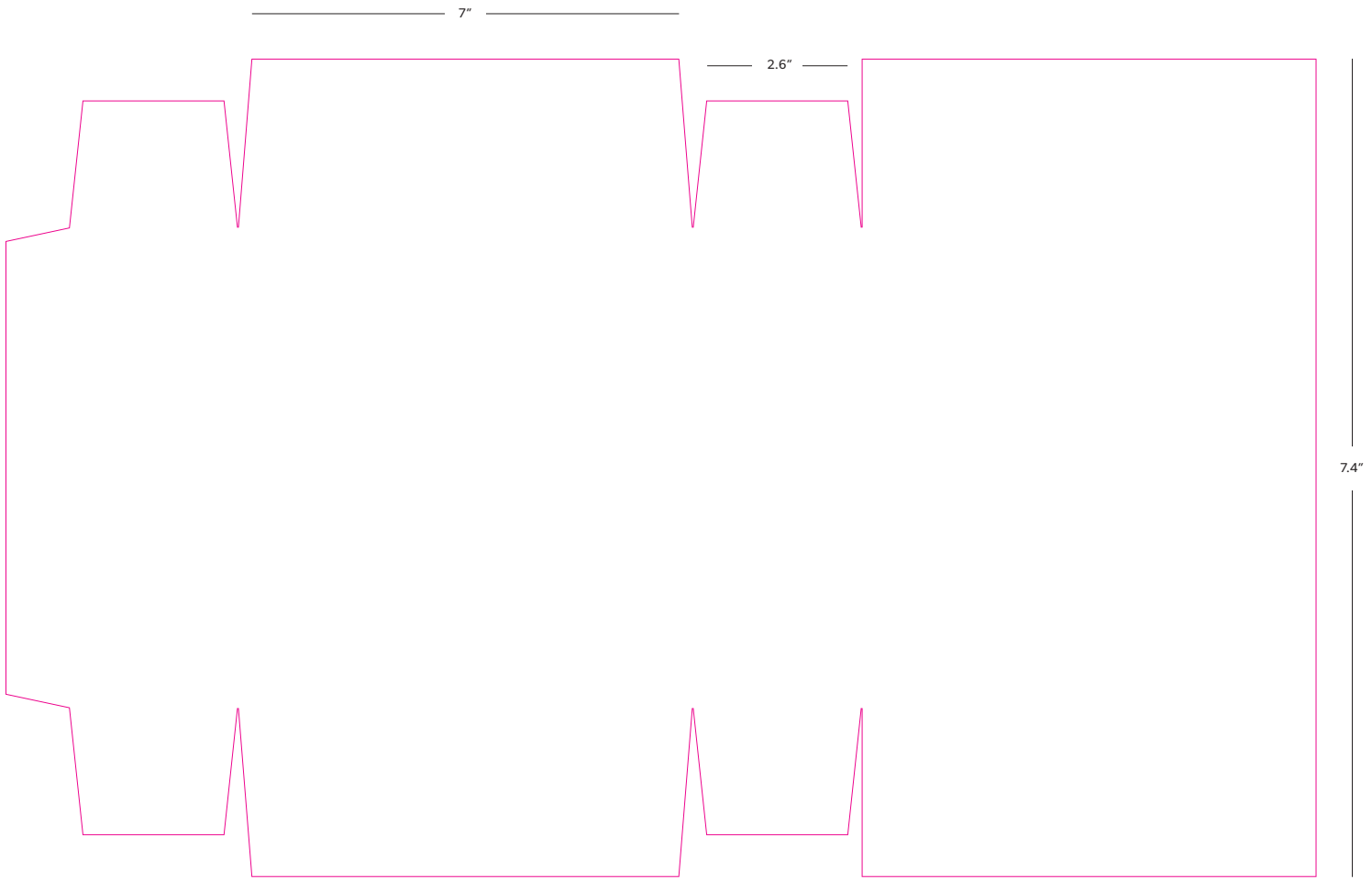
EXPLORATION

MEASUREMENTS



EXPLORATION

BOX DIE



DIGITAL DRAFTS

FINAL DESIGNS

PRODUCT BOX

FINAL DESIGNS

INDIVIDUAL LABELS

FINAL DESIGNS

PRODUCT BOOKLET

FINAL SOLUTIONS

PRODUCT BOX

FINAL SOLUTIONS

INDIVIDUAL LABELS

FINAL SOLUTIONS

PRODUCT BOOKLET

EAT YOUR NOODLES

PACKAGING

CREATIVE BRIEF

CLIENT: Eat Your Noodles!

PROJECT: Rectilinear Forms: Mac & Cheese Packaging

DEADLINE: 02.04.2021

PROJECT OVERVIEW

Consider the shape and form, as well as the surface graphics of the 6-sided carton. The package should remain a rectilinear form and must contain all of the existing content and you must design a series of three boxes (based on variations such as noodle type, cheese, etc.) that work together.

MISSION

Eat Your Noodles! is a grain free pasta made with real veggies - a cup of vegatables per serving to be exact! This mac & cheese comes in three different veggie noodles: tomato, sweet pea and carrot, and brings the nutrition you and your family needs, in a simple bowl of noodles.

OBJECTIVES

The objective of this specific packaging excercise is to conceptualize, develop and execute the design and requirements of food packaging, specifically mac & cheese.

TARGET AUDIENCE

The target audience for this mac & cheese product are parents of a health concious family and home. This product targets this group to give them a healthy alternative to a go-to favorite for kids where they feel good about the food they are feeding their family.

KEY COMPETITORS

- Banza
- Vevan
- iO Mac & Cheese

MAIN IDEA

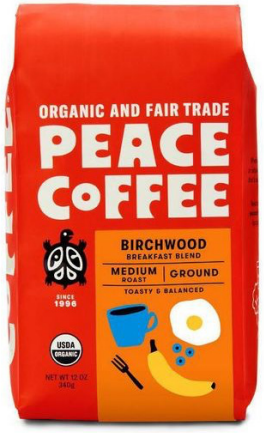
The main idea of this packaging excercise is to create an eye catching, well branded and successfully marketed mac & cheese product. It is the hope that the design and execution of the packaging translates successfully from the shelf to the viewer.

DELIVERABLES

- Three box variations
- Designs including all existing product content

MARKET RESEARCH

MOODBOARD


ORGANIC AND FAIR TRADE
PEACE COFFEE
BIRCHWOOD
BREAKFAST BLEND
MEDIUM ROAST | GROUND
TOASTY & BALANCED


ORGANIC
SOAP


Halau
Crunch


HANDJE
NOTEN
raw


EAT.
PARSNIP
BEETROOT &
CARROT CRISPS
100% NATURAL INGREDIENTS
40g


HOT
CBD HOT SAUCE
SLOTH


PIN CHA


GRAMS OF SUGAR
Hapi
WATER
PURE PUNCH


roasted broad beans
get your pulses racing

SKETCHES


EAT YOUR PASTA
MADE WITH VEGGIES
EAT YOUR PASTA
GRAIN FREE
PASTA
MADE WITH VEGGIES
EAT
YOUR
NOODLES
GRAIN FREE
MAC N' CHEESE
MADE WITH
REAL VEGGIES
PARMESAN
MOZZ
mac & cheese
ORIGINAL
MOZZ
mac & cheese
EAT
YOUR
PASTA
GRAIN FREE MAC
PASTA
MADE WITH
REAL VEGGIES
EAT YOUR
PASTA
GRAIN FREE
PASTA MAC
MADE WITH REAL VEGGIES
eat
your
NOODLES!
grain free mac
n' cheese made
with real veggies.
MOZZ
mac &
cheese
MOZZ
mac & cheese
EAT
YOUR
NOODLES
grain free mac
made with real
veggies.
EAT
YOUR
NOODLES
GRAIN FREE MAC
MADE FROM VEGGIES
EAT
YOUR
NOODLES
cellophane
to see
noodle
color
mozz
mac & cheese
MOZZ
MAC
artisan
mac & cheese

EXPLORATION

TYPOGRAPHY & COLOR

EAT YOUR NOODLES!

SCRIPTORAMA MARKDOWN JT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!?#$%:;

Eat Your Noodles!

ITC Avant Garde Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?#$%:;

Eat Your Noodles!

Wanderlust

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?#$%:;

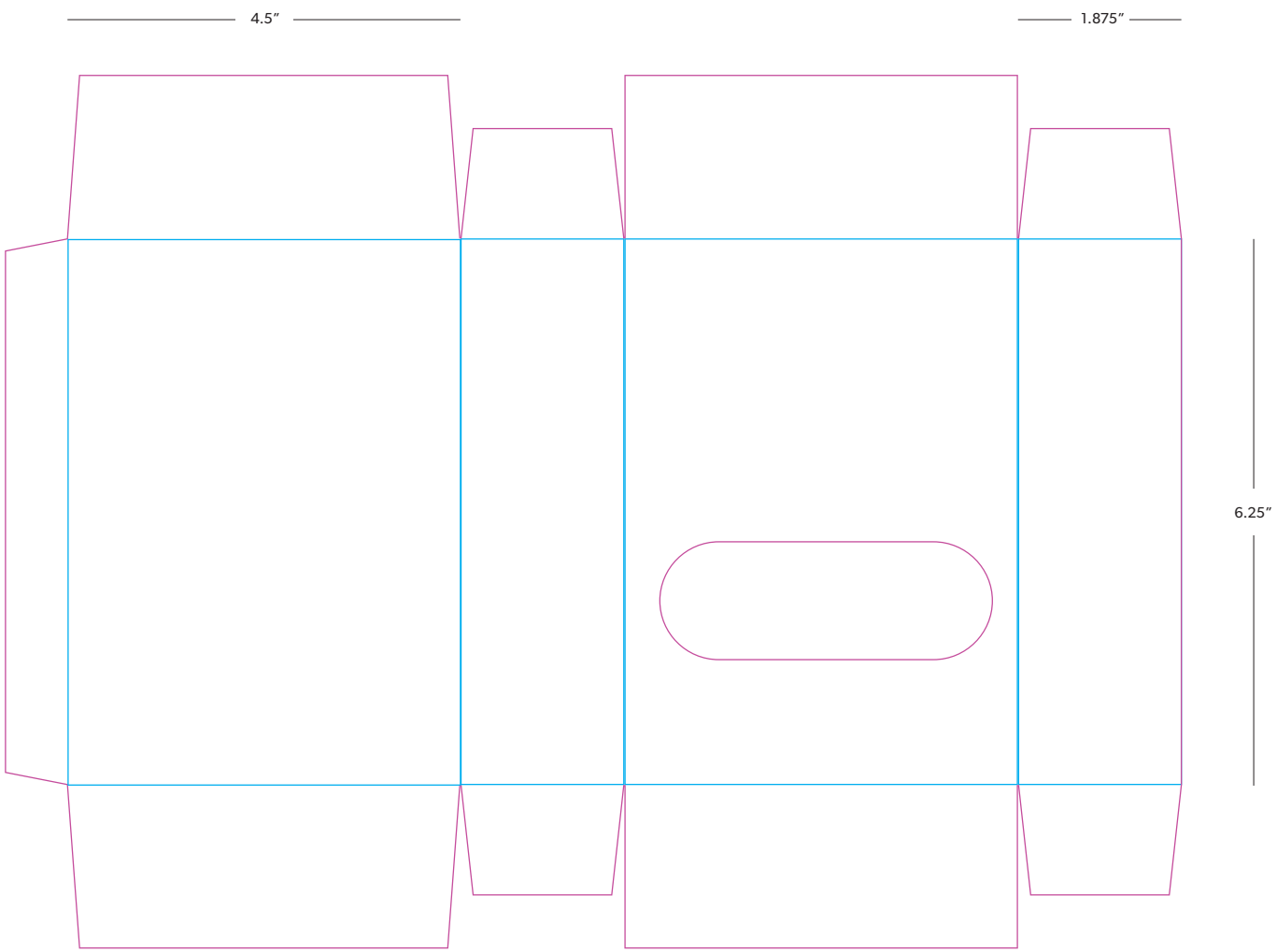
Eat Your Noodles!

Sarina

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?#$%:;

EXPLORATION

BOX DIE



DIGITAL DRAFTS

DIGITAL DRAFTS

FINAL DESIGNS

FINAL DESIGNS

FINAL DESIGNS

FINAL SOLUTIONS

FINAL SOLUTIONS

ENCOURAGE HER

ADVERTISING CAMPAIGN

CREATIVE BRIEF

CLIENT: Dove

SITUATIONAL ANALYSIS

The current situation is that adults and other young individuals go about life not paying any special attention to how the effect the self esteem and self image of young women. They may
feel like they do and say the right things to set up the young women in their life to have positive self esteem and body image but this is not always the case. This campaign is going to flip that on its head and really put into perspective how words and actions affect young minds and what you may be saying to that young girl in your life may be negatively effecting her self esteem.

KEY ELEMENTS

The subject of this campaign is self esteem in young women. The target audience is not only the young women involved but also the family, friends, and community members around her. This campaign will educate on the prominence of low or poor self esteem in young women while also giving people the tools to help promote or better self esteem in young women.

TARGET AUDIENCE

The target audience of this campaign are the people in young women's lives. Whether it be parents, other family members, friends, teachers, mentors. People in young girls' lives think that they are saying and doing the right things that will make the young women in their lives feel good about themselves.

DELIVERABLE

- One poster
- Three sequential full page print ads
- One landing page for a website
- One public transportation application
- One unique item of choice

OBJECTIVES

The objective pf this campaign is to convey a compelling message through elements of typography and image. This project will use Rhetoric Design to persuade or at least educate the viewer about the topic. The campaign will have a consistent message shown through solid and meaningful applications.

CALL TO ACTION & STYLE/TONE OF PIECE

The tone of this campaign is going to be light, educational, and fresh perspective so to say. The tone will reflect the positive thoughts and feelings that are meant to fill the minds of young women and will urge the viewer to think deeper into their role in that. The goal is for the viewer to think deeper about their role and their effect on the young women in their life, and to really ask themselves, "are my words and actions encouraging her to have positive self esteem?"

FEATURES/BENEFITS

Educating and bringing to light the power of words and actions and how they can affect the self esteem and body image of young girls.

MANDATORIES

The mandatory elements of this campaign will include the website for the campaign as well as the phone number. Additionally, each piece will have a call to action to pledge or learn more tools to help her by visiting the web page.

BUDGET

Estimated at $25 per hour, the budget for this campaign is projected to approximately $3,250 with 130 hours spent.
RESEARCH.....20
SKETCHING.....15
RENDERING.....30
MEETINGS.....10
EDITS.....30
MOCKUPS.....5
Actual time spent on this project was 110, making $2,750 the final budget.

RESEARCH

DOVE

COMPONENTS OF ENCOURAGEMENT

Improve your communication.
Create a safe environment—This could be at home or on an outing together where you can talk to your daughter and she can share her point of view. Be willing to compromise—Don't be afraid to back down or modify your views when disagreements arise. Be open and honest—This is fundamental to maintaining positive two-way communication and ensuring she feels safe and supported to express how she feels.

Make sure you are being an active listener.
Communicating with her about the problems she's facing can be difficult—it's all too easy to say, "You'll get over it." But being dismissive can discourage them from expressing their feelings. During a conversation with your child, acknowledge their ideas and concerns, and encourage them to talk about their feelings. Practicing active listening skills is key to good communication. Empathize with their problems instead of rushing to fix them, and let them know you're always there to listen to what they're going through.

Use words of encouragement.
Life can feel lonely for young girls. Have you considered writing a message of support to her about being at this stage in her life? Sharing your own experiences, words of wisdom, and encouragement can help you empathize with her and improve your conversations.

DOVE'S SELF ESTEEM PROJECT

The Dove Self-Esteem Project was created from a vision where beauty is a source of confidence, not anxiety. They've reached over 20 million young people with self-esteem education; and hope that together, 20 million more can be reached. Their mission is to ensure that the next generation grows up enjoying a positive relationship with the way they look—helping young people raise their self-esteem and realize their full potential. They've partnered with leading experts in the fields of psychology, health, and body image to create a program of evidence-based resources, including parenting advice, to help young people form healthy friendships, overcome body image issues, and be their best selves.

TOPICS OFFERED

- Communication with your child and offering support with friendship problems, sibling relationships, and body image
- Overcoming low self esteem
- Building body confidence during the stages of puberty
- Navigating the media,celebrities, and their effect on young girls
- Words of encouragement
- Active listening
- Improving communication with your child

EXPLORATION

TYPOGRAPHY

Monopola Script Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?#$%:;

Didot Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?#$%:;

MICRO TECHNIC COND OUTLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!?#$%:;

Avenir Next Regular

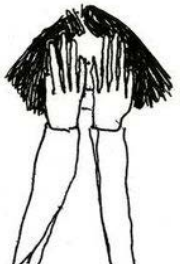
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?#$%:;

MOODBOARD


AUSTIN TEXAS
MAKING
PRETTY
THINGS
BGD • CO.


too much
BUT Never Enough


INDIA
FRANCE
JAPAN
Namaste
AMERICA
BOW
TIBET
HOW TO
Greet
Someone
IN...
HAND SHAKE
QATAR
ZIMBABWE
HUG
BUMP NOSES
BRAZIL



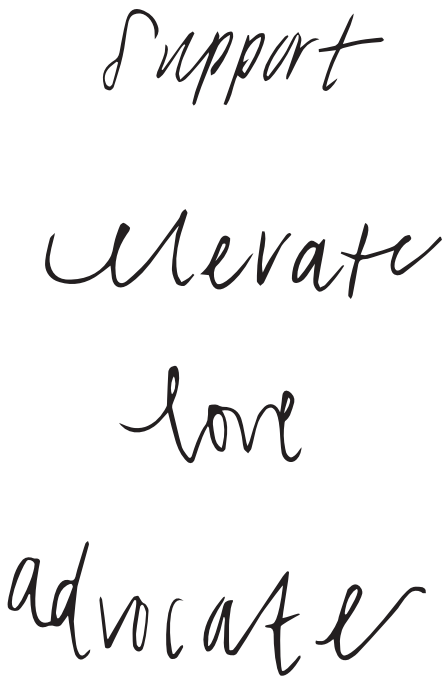

SURF SHACK
PASS PORT
VACATION DISPLAY
CHIPS WITH DIP
HAWAII
402

SKETCHES


ENCOURAGE HER
BE YOUR BEST FOR HER
WHAT YOU SAY MATTERS
BE YOUR best FOR HER
SUPPORT
SUPPORT
WHAT YOU SAY MATTERS
BE YOUR BEST for HER

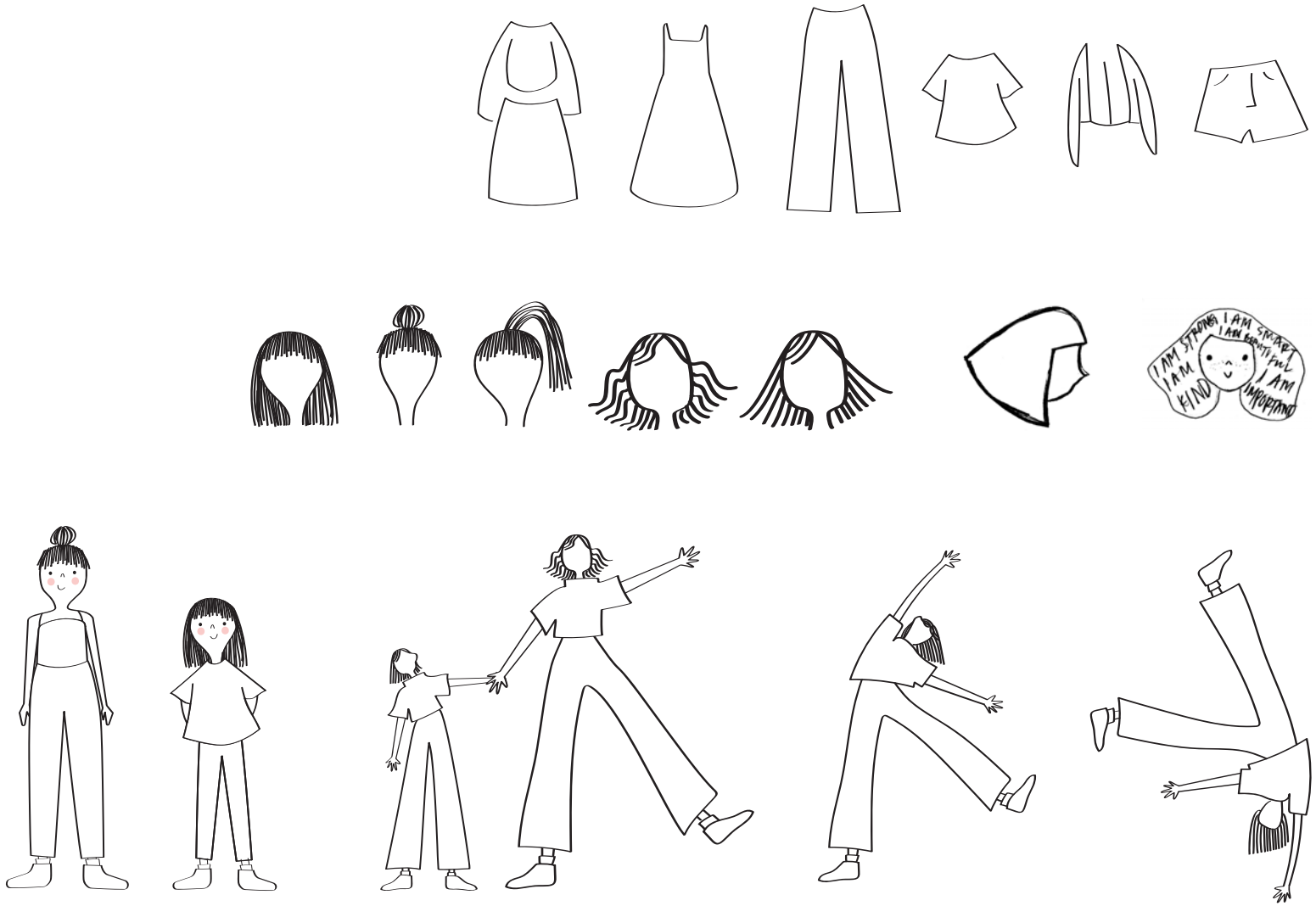
SKETCHES


UPLIFT
INSPIRE
MOTIVATE
TEACH
LISTEN
HEAR
HUG
ADVOCATE
WELCOME
HELP
RESPOND
COLLABORATE
LEAD
FOSTER
ASSIST
FEEL
BOOST
COMFORT

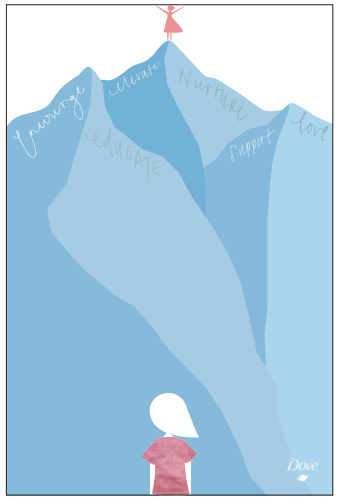

Support
Elevate
love
advocate


Encourage
Elevate
BOOST
Nurture
HELP
FOSTER
advocate
respond
assist
fuel
love
collaborate
INSPIRE
EDUCATE
listen
TEACH
Support
love
MOTIVATE
Elevate
collaborate
assist
HELP
Support
Nurture
EDUCATE
FOSTER
advocate
respond
nurture
RESPOND
assist
MOTIVATE
UPLIFT
FOSTER
Nurture
Encourage
TEACH
Support
love assist
collaborate
Elevate
BOOST
fuel
Support
Boost
Elevate
collaborate
INSPIRE
Encourage

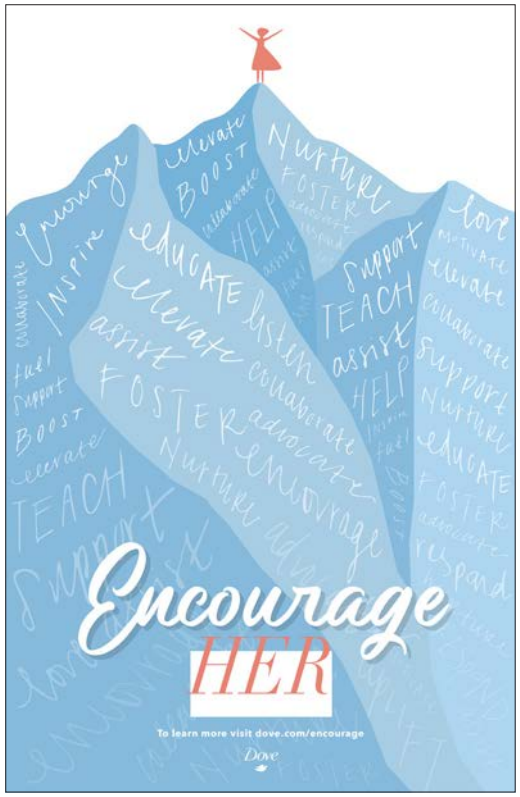
SKETCHES

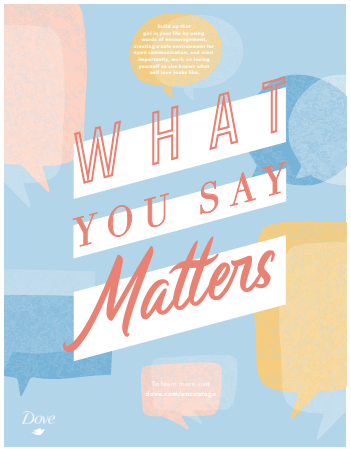


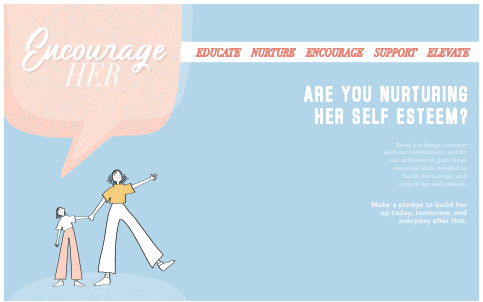
DIGITAL DRAFTS

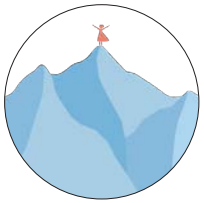


FINAL DESIGNS









FINAL SOLUTIONS