

# IDENTITY PACKAGE

9/16/2025 - 10/16/2025

**Kennadee Irving**  
7552 Grant St  
Midvale, UT 84047

**Janet Doe**  
7552 Grant St  
Midvale, UT 84047

**Invoice**  
9/16/2025 - 10/16/2025

**Pay To:**  
Make checks payable to Kennadee Irving  
Bank: U.S. Bank  
Account Number: 1234567890  
Routing Number: 9876543210  
or  
Venmo: kennadee.venmodo@example.com

Description	Quantity	Rate	Total
Logo Design	1	\$400.00	\$400.00
Invoice Design	1	\$200.00	\$200.00
Business Card Design	1	\$100.00	\$100.00
Envelope Design	1	\$100.00	\$100.00
Ownership & Final Files Transfer Bank Payments Received			\$900.00
Total:			\$72.00
<b>Due Date:</b> 10/16/2025			
<b>Invoice Date:</b> 10/30/2025			
<b>Invoice Number:</b> 2901			

**“Never forget what you are, for surely the world will not. Make it your strength. Then it can never be your weakness. Armour yourself in it, and it will never be used to hurt you.”**

-George RR Martin

**Turning Ordinary Into Extraordinary**

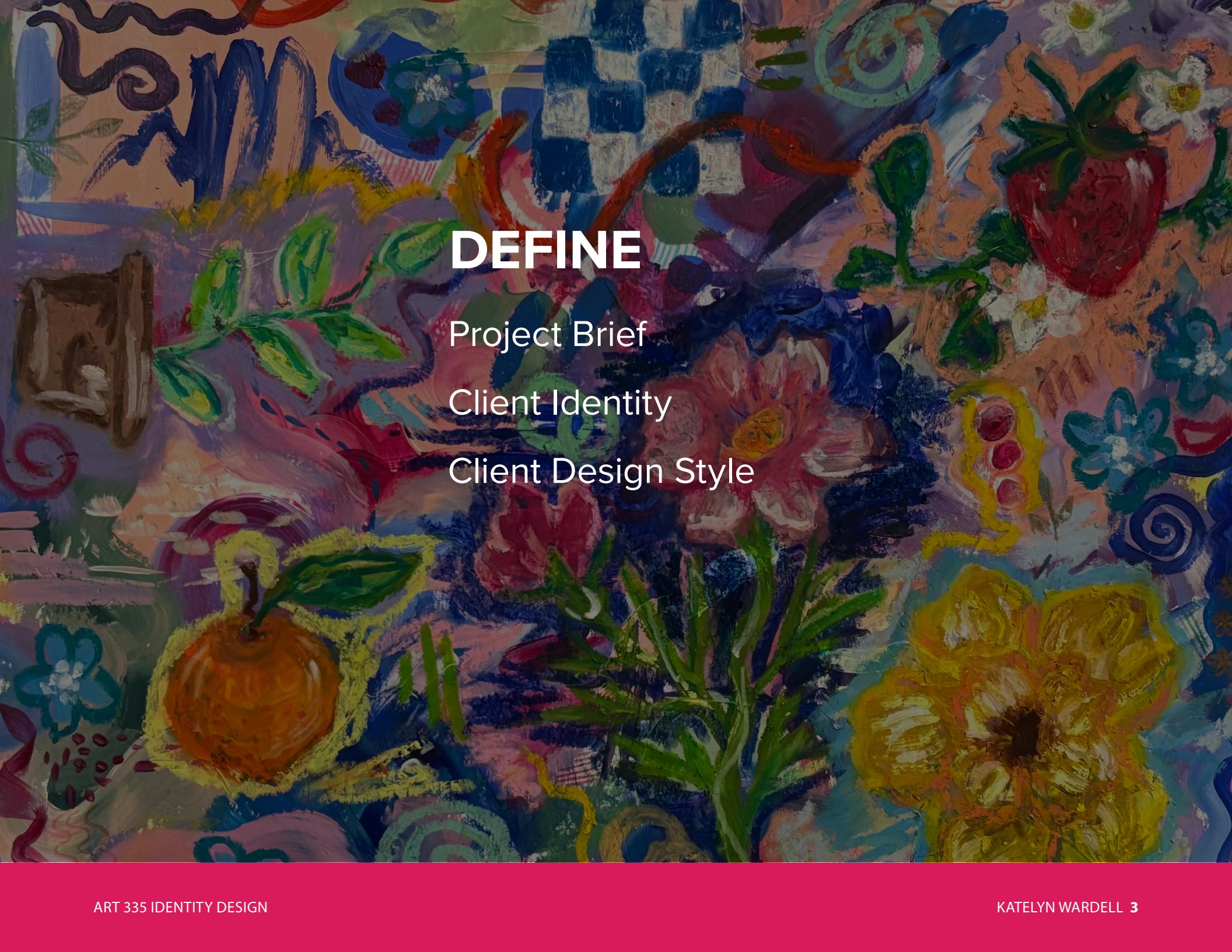
**Kennadee Irving**  
KELLY DESIGNER  
kennadee\_irving@hotmail.com  
775-567-2262

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# DEFINE

Project Brief

Client Identity

Client Design Style

## PROJECT BRIEF

Design a complete personal identity system for a fellow designer that translates their values, personality, and professional goals into a cohesive visual brand.

The project includes a custom logo, business card, envelope, and invoice, each unified through consistent typography, color, and composition.

This process emphasizes the principles of identity design and real-world branding, focusing on clarity, consistency, and creative expression across both print and digital formats.

## CLIENT IDENTITY

### KENNADEE IRVING

**Mission Statement:**

I add beauty and not just functionality to the everyday through energetic and unique designs.

**Vision Statement:**

My vision as a designer is to work for a company that embodies the values of family, empathy, caring for and beautifying the earth. I desire to use my creative talents and abilities to make a meaningful impact in the world.

**Future Companies and Hopes**

- The Church of Jesus Christ of Latter-Day Saints
- Sustainability/garden/plant company

I want to use my talents in a meaningful way to further the Lord's work as well as work for a company that is socially and environmentally conscious.

**Core Values**

1. Family Centered
2. Faith-Based
3. Human-centered, Helping People, Empathy
4. Integrity and Authenticity, real (the person I am is not situational)
5. Work Ethic
6. Creative, expressive

**Personality Traits:**

Colorful, Handmade, Authentic, Bold, Maximalist, Unique

## CLIENT DESIGN STYLE

### KENNADEE IRVING

**Colors I Connect With:**

Royal Blue, Orange, Hot Pink, Lavender  
Purple, Any greens! I also like monochromatic designs. Light and dark values/hues of the same color.

**Type Styles I Prefer (Serif, Sans, Script, Geometric, etc.):**

Sans, decorative (hand-drawn), all caps or all lowercase

**Imagery Or Symbols I Feel Represent Me (Shapes, Icons, Metaphors):**

Flowers, circles, nature, wavy, stripes, patterns

**Design Styles I Admire (Minimalist, Expressive, Retro, Futuristic, etc.):**

Vintage, Bold, Maximalist, and Unconventional

**Additional Notes:**

- She loves making everyday objects more interesting and meaningful.
- Her work is very expressive and she loves bold colors.
- She likes mixed mediums like oil pastel, watercolor, and crayons. Her style is very free and childlike.
- She loves symbolism and bold fonts.

## LEARNING SUMMARY

### **Who Am I?**

It was nice to learn that I would work with a partner on this project, and I think it will help me to design things using much more precise feedback. It was very interesting to write down our core values and our personality traits. I have been thinking about how it might influence the project. As we have done research, I have come to understand that a brand is not a style. A brand is a message to everyone about the essence of who someone truly is.

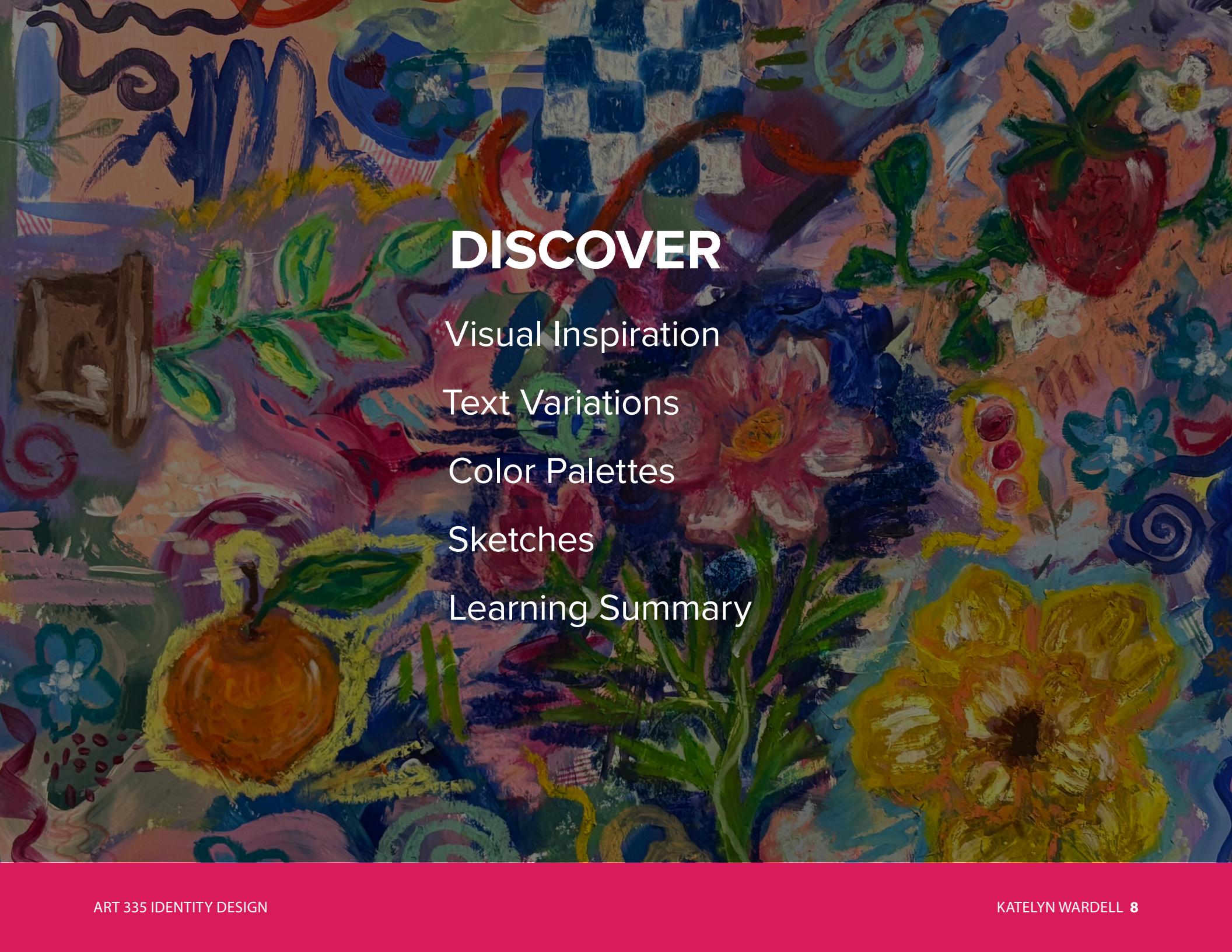
This made it a little more stressful for me to fill out my own form because I had to think

about who I am and how my core values, personality traits, and style convey that.

### **Different, Yet Similar**

Something that I really appreciated about Kennadee is her mission statement to make ordinary things beautiful. I feel that in many ways, I too feel that is my mission statement. Graphic Design makes everything in life more exciting and beautiful. I think that this is perhaps a trend in graphic designers, but the trick is going to be how we show it in different ways. I noticed that she loves lots of bold colors, while I love pastels and just a simple blue. I think that this exercise is going to be

something I try in the future. If I have the same prompt but try to convey it in different ways, with different styles, it could produce a really interesting result!



# DISCOVER

Visual Inspiration

Text Variations

Color Palettes

Sketches

Learning Summary

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## VISUAL INSPIRATION | TYPE

*Whiskey*

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789

*Champagne*

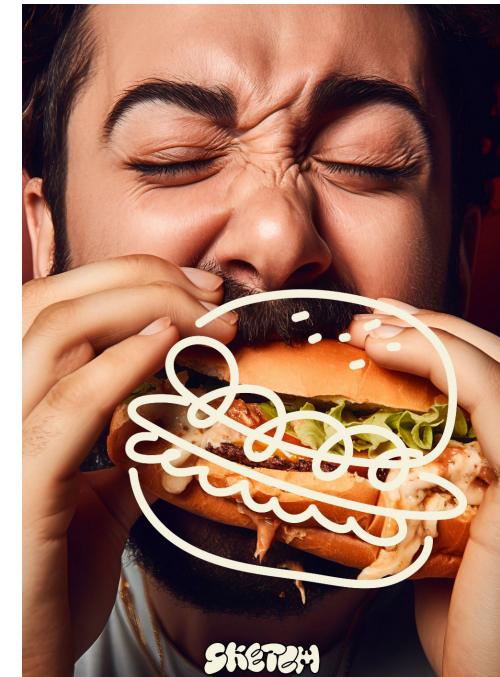
Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789

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

**RHYTHM**  
garden



FLORENCE  
THE  
MAGNETIC  
DANCE  
FEVER



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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## VISUAL INSPIRATION | PATTERNS



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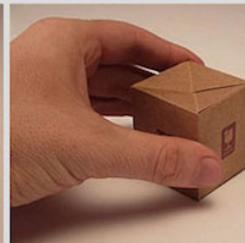
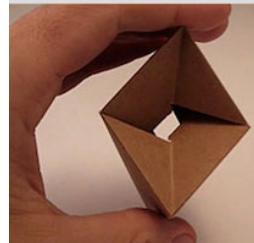
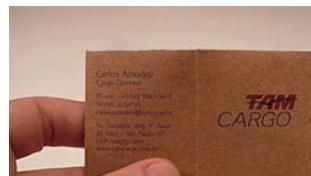
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## VISUAL INSPIRATION | BUSINESS CARDS



## VISUAL INSPIRATION | BUSINESS CARDS CONTINUED



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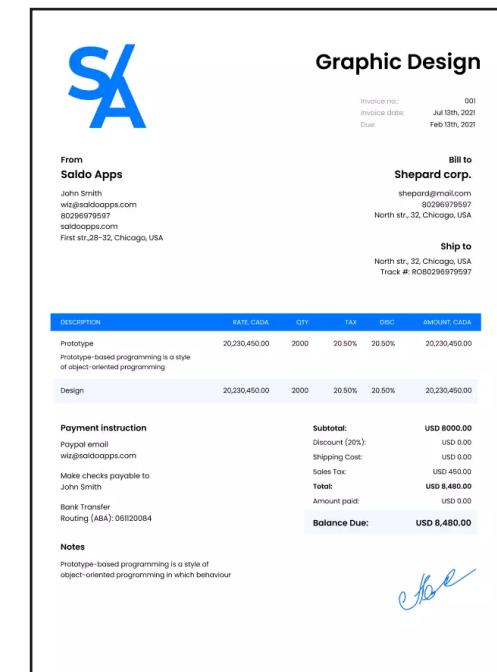
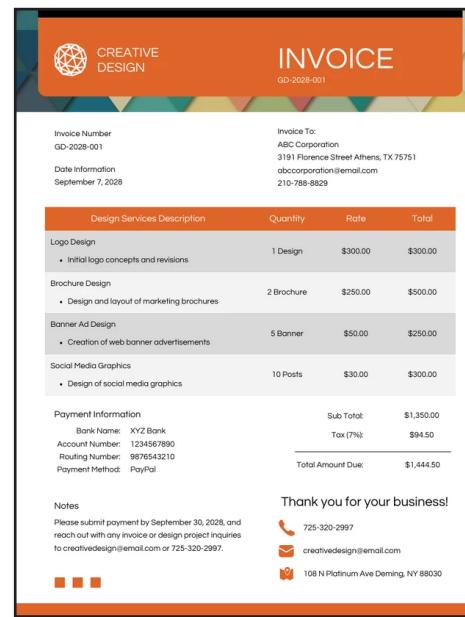
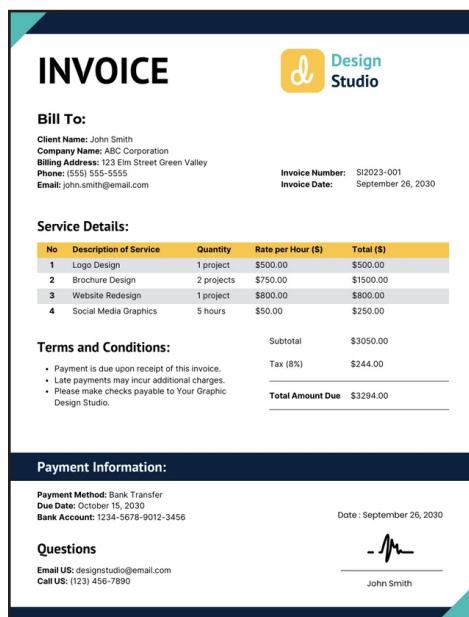
### DISCOVER

### DESIGN

### DELIVER

### PONDER

## VISUAL INSPIRATION | INVOICE



## NEEDED ITEMS:

- Invoice Number
- Date
- Bill to - name, address
- Pay to - name, address
- Payment Details
  - Description
  - QTY of X
  - Rate/Item Cost
  - Total
  - Taxes
- Payment Terms
  - When payment is due
  - Your Contact information
- Payment Methods, Venmo, Checks, Credit Card

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DEFINE

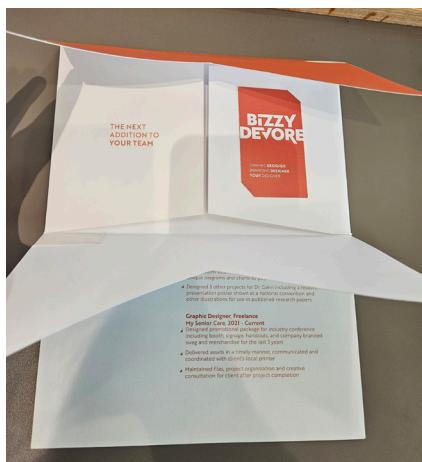
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## VISUAL INSPIRATION | ENVELOPE



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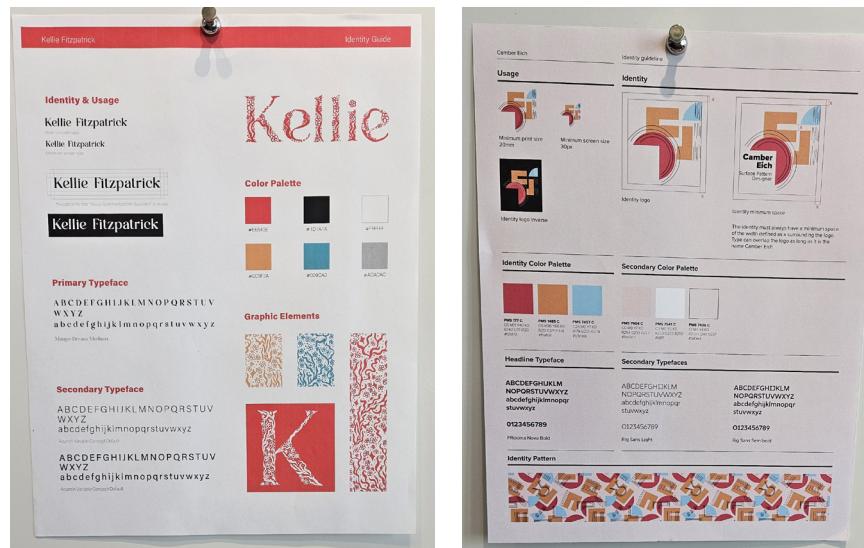
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## VISUAL INSPIRATION | STYLE GUIDE



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## TEXT VARIATIONS

### Logo Fonts

Ekamai

**KI** *ki*

Pinecone MVB

**KI** *KI* **ki**

Proxima Soft

**KI** *ki* **KI**

Abril Display

**KI**

Proxima Nova

**KI** *KI* **ki**

Crayonize

**KI**

### Business Card Fonts

Proxima Nova

**HEADER**

*Subheading*

copy

JAF Bernina Sans

**HEADER**

*Subheading*

copy

Proxima Soft

**HEADER**

*Subheading*

copy

Crayonize

**HEADER**

*COPY*

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## COLOR PALETTES



#F2274C  
RGB 242, 39, 76

RGB 242, 39, 76

RGB 242, 39, 76

#F2CB05  
RGB 242, 205, 5

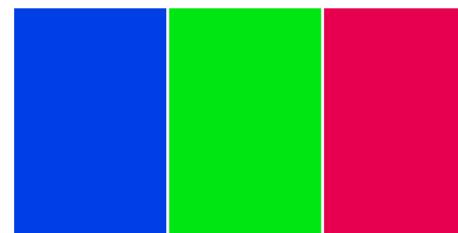
RGB 242, 205, 5

RGB 242, 205, 5

#F25C05  
RGB 242, 91, 5

RGB 242, 91, 5

RGB 242, 91, 5



#003EE6  
RGB 0, 62, 230

RGB 0, 62, 230

RGB 0, 62, 230

#00E613  
RGB 0, 230, 19

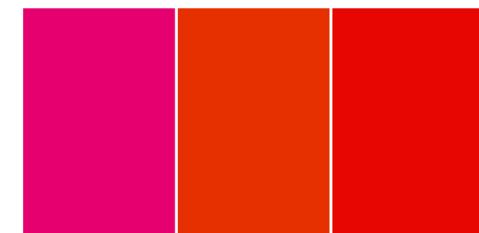
RGB 0, 230, 19

RGB 0, 230, 19

#E6004F  
RGB 230, 0, 79

RGB 230, 0, 79

RGB 230, 0, 79



#E6006F  
RGB 230, 0, 111

RGB 230, 0, 111

RGB 230, 0, 111

#E63000  
RGB 230, 48, 0

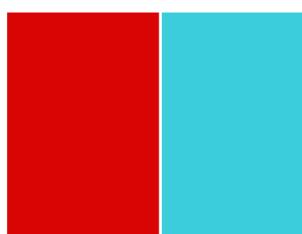
RGB 230, 48, 0

RGB 230, 48, 0

#E60700  
RGB 230, 23, 0

RGB 230, 23, 0

RGB 230, 23, 0



#D90404  
RGB 215, 4, 4

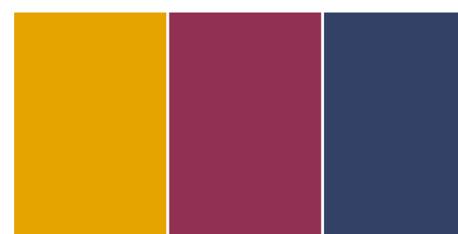
RGB 215, 4, 4

RGB 215, 4, 4

#3CCDDC  
RGB 66, 205, 220

RGB 66, 205, 220

RGB 66, 205, 220



#E6A400  
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RGB 230, 164, 0

RGB 230, 164, 0

#913052  
RGB 140, 48, 82

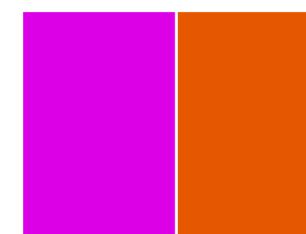
RGB 140, 48, 82

RGB 140, 48, 82

#334166  
RGB 51, 65, 102

RGB 51, 65, 102

RGB 51, 65, 102



#DB00E6  
RGB 215, 0, 230

RGB 215, 0, 230

RGB 215, 0, 230

#E65800  
RGB 230, 68, 0

RGB 230, 68, 0

RGB 230, 68, 0

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DEFINE

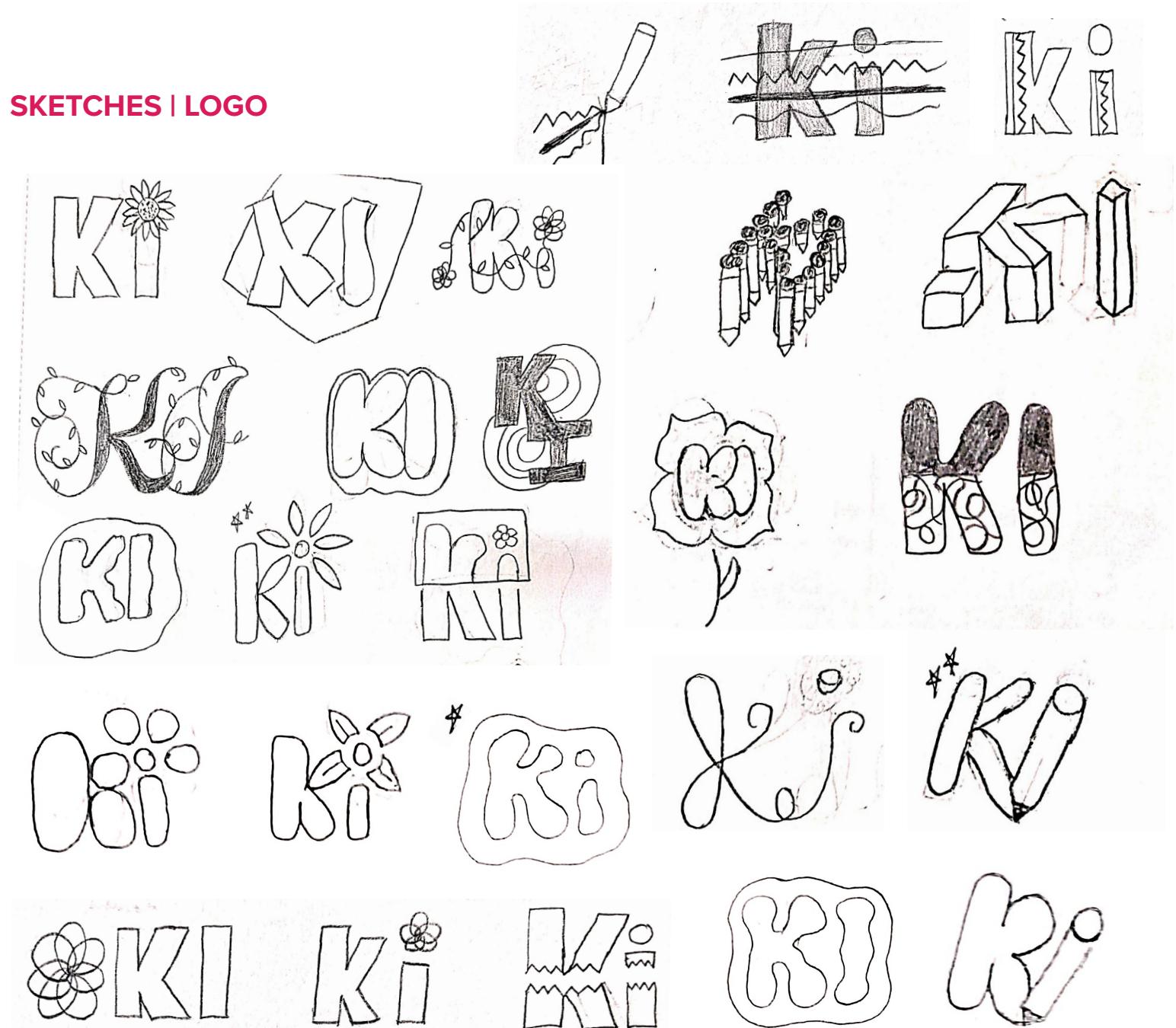
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## SKETCHES | LOGO



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## SKETCHES | BUSINESS CARD



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## SKETCHES | EYE-DENTITY



KENNADY  
IDENTITY

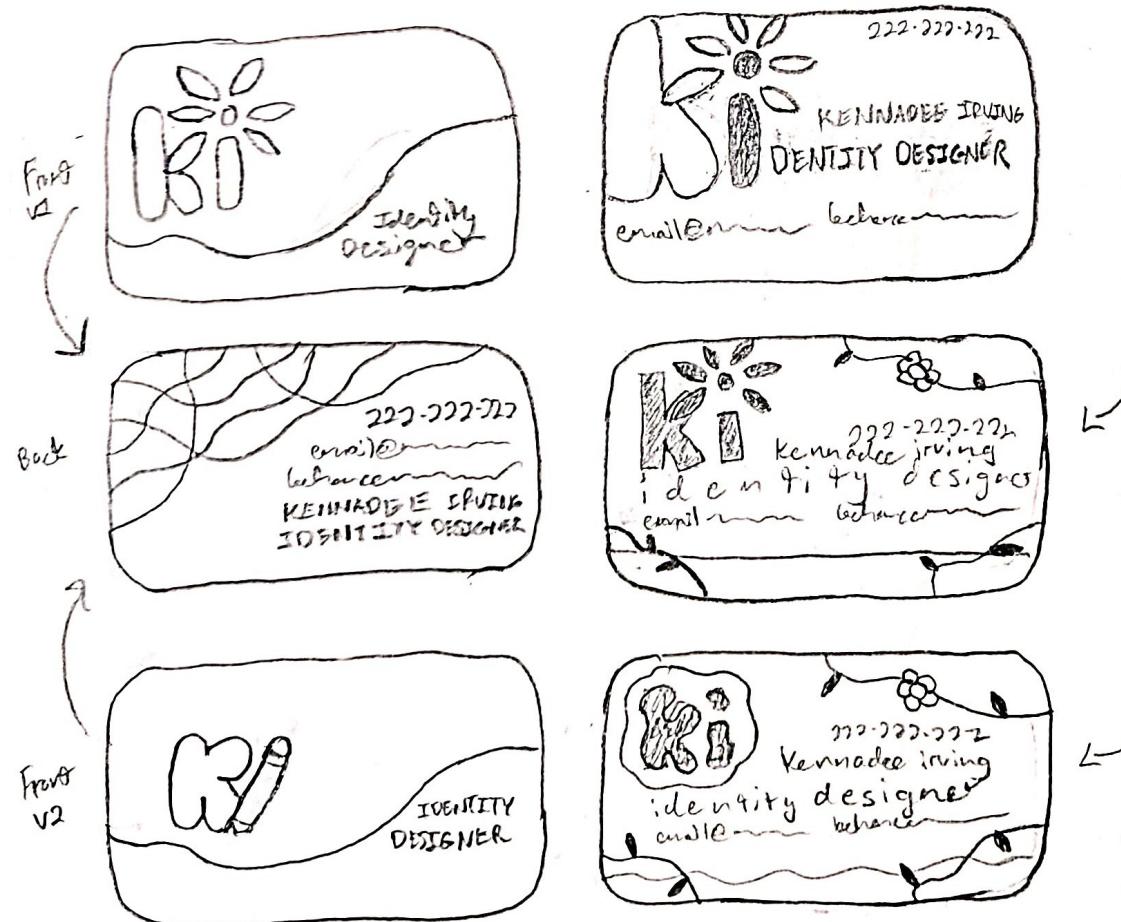
KENNADY  
DEN  
TITY

behavdesign  
email@gnash.com  
222.222.222  
Identity designer  
KENNADY  
IDENTITY

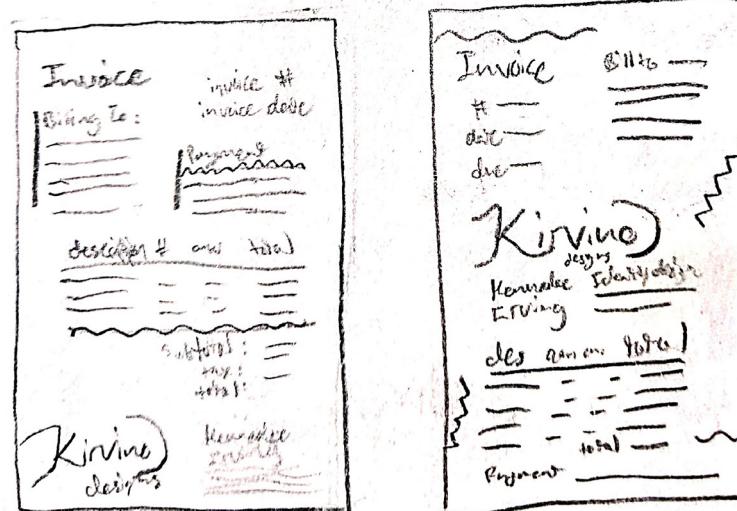
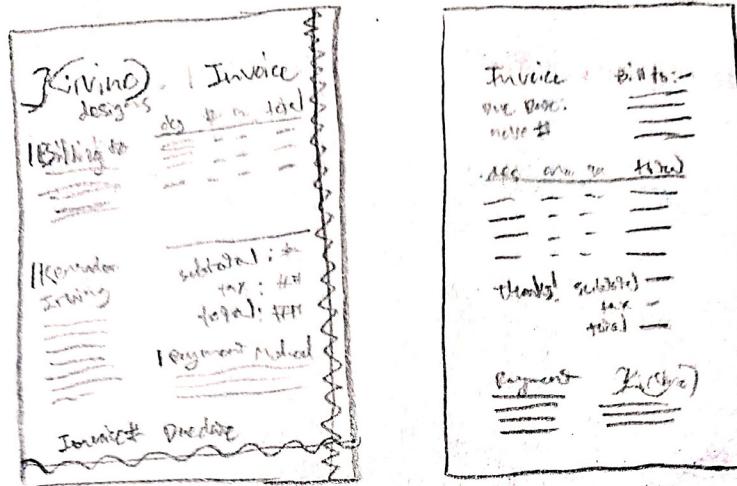
KENNADEE  
DENTITY

email@gnash.com  
behavdesign  
222.222.222  
KENNADEE IRVING  
IDENTITY DESIGNER

## SKETCHES | BUSINESS CARD



## SKETCHES | INVOICE



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DEFINE

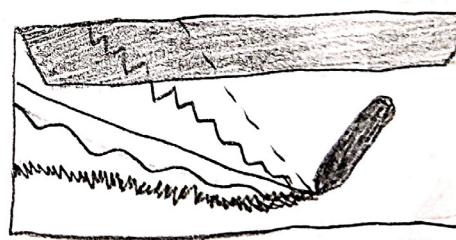
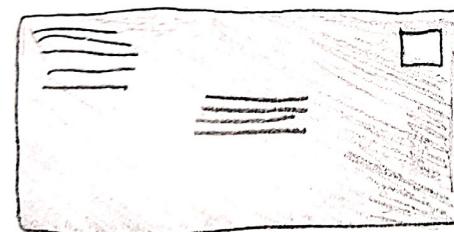
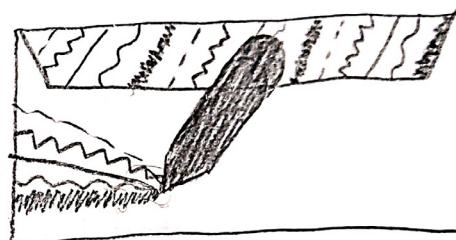
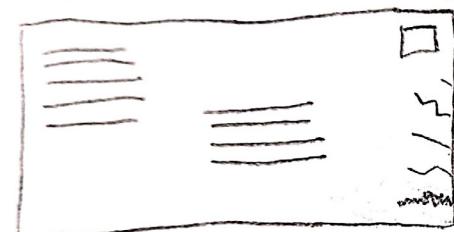
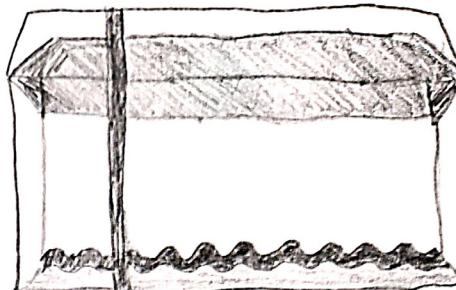
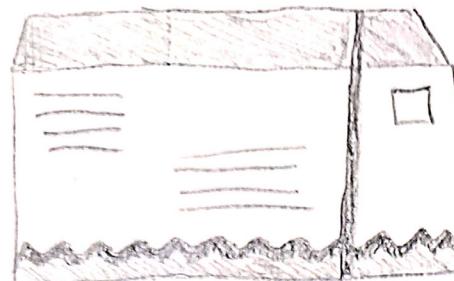
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## SKETCHES | ENVELOPE



## LEARNING SUMMARY

**Opposites Attract**

This has been a unique design experience for me because I realized that Kennadee and I have almost polar opposite design tendencies. She is a maximalist, where I am more of a minimalist, and the one thing she said over and over was that she wanted lots of

# COLOR!

Kennadee also enjoyed flowers and organic forms, which are elements that I don't often experiment with.

**The Web of Design Process**

I will say I started my sketches

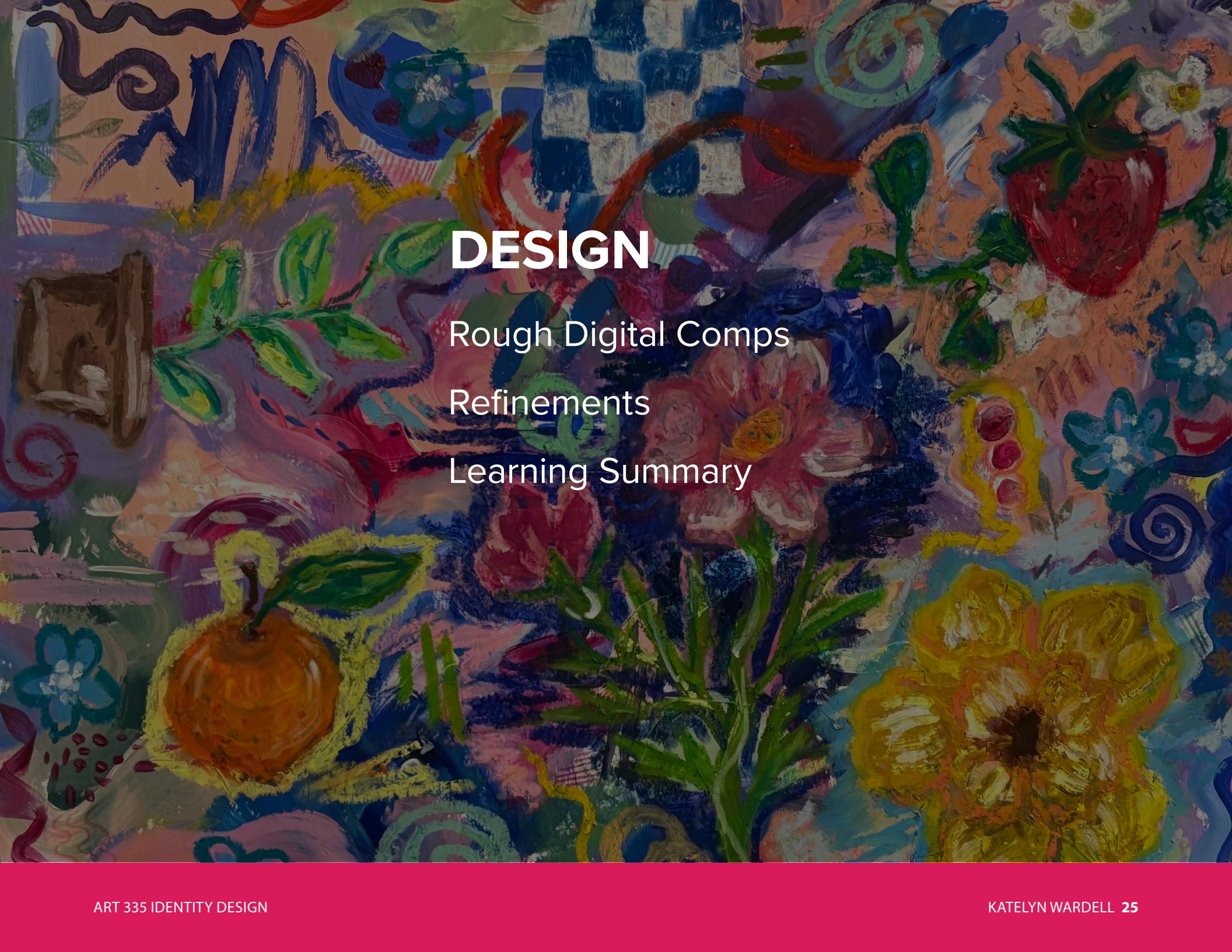
for the business cards and the logo the earliest, and all the other sketches were at various different stages of the process. That's one thing that was really helpful to learn. As a designer, you can't start laying out all the groundwork for everything all at once, because you have to get the basic concepts for the brand created in some form so you can apply them to these different systems.

Due to the fact that I have rarely tried a maximalist style, my sketches and initial designs were a bit too much, even for a maximalist style. Because of this, I focused on how to balance the design so that it felt

intentional, as well as leaning on the other strong components like boldness, color, and Kennadee's playful design tendencies.

**Typography Explorations**

My font explorations were a bit of a difficult task. I found several that were organic, bold, or had a handwritten feel to them as options for a potential logo, and I did my best to pick more rounded body copy fonts as a result of that. However, I realized that with the possibility of having an pictorial mark, perhaps the fonts that I gathered would serve more as inspiration than be an essential part of the branding.



# DESIGN

Rough Digital Comps  
Refinements  
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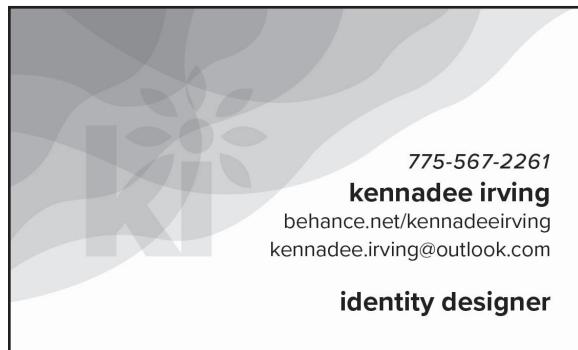
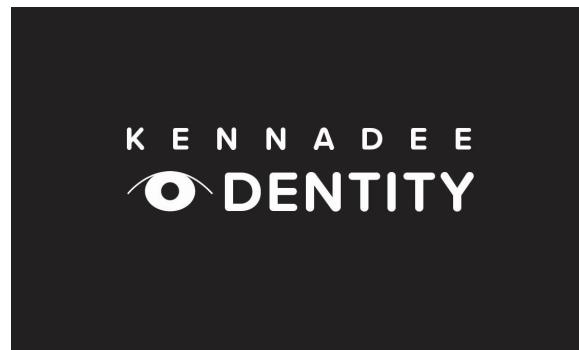
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## ROUGH DRAFTS | BUSINESS CARD BLACK AND WHITE



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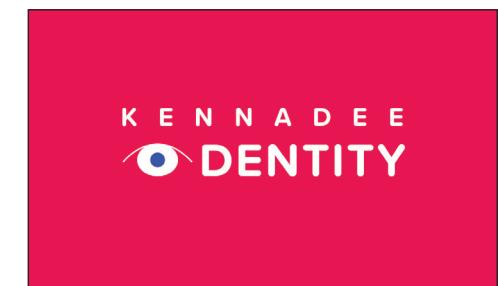
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## ROUGH DRAFTS | BUSINESS CARD COLOR



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## ROUGH DRAFTS | BUSINESS CARD CONTINUED



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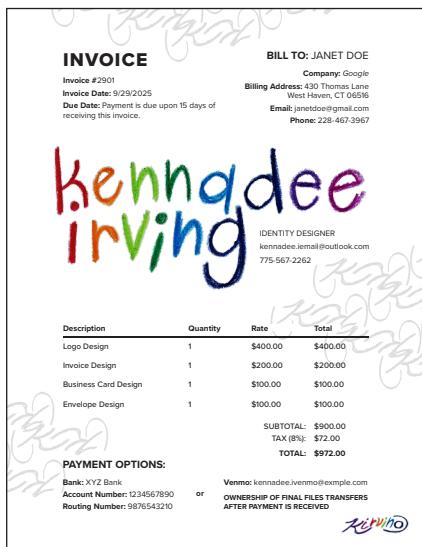
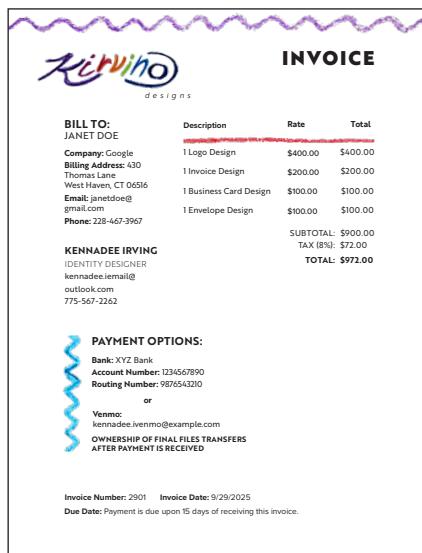
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## ROUGH DRAFTS | INVOICE



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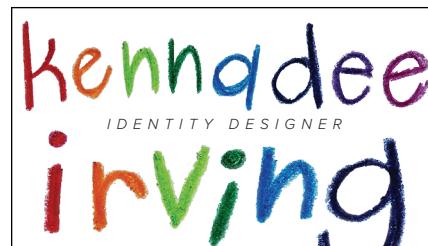
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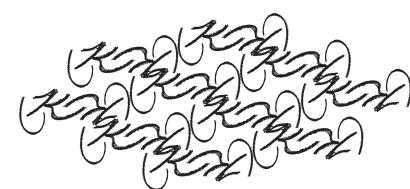
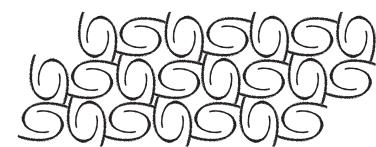
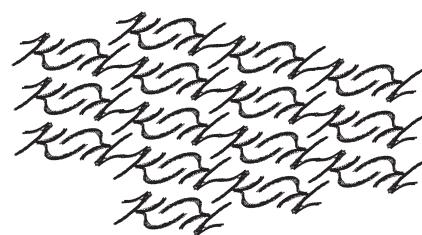
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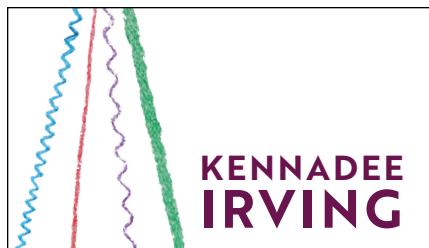
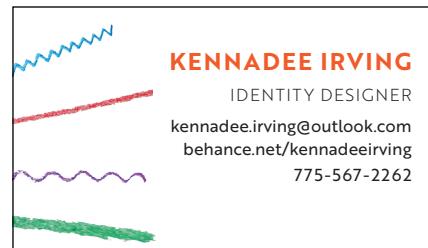
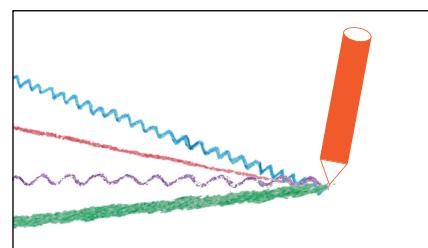
## FIRST DRAFTS | BUSINESS CARD



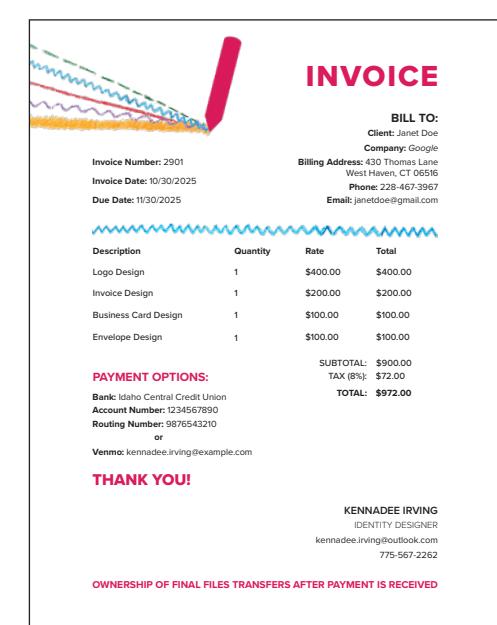
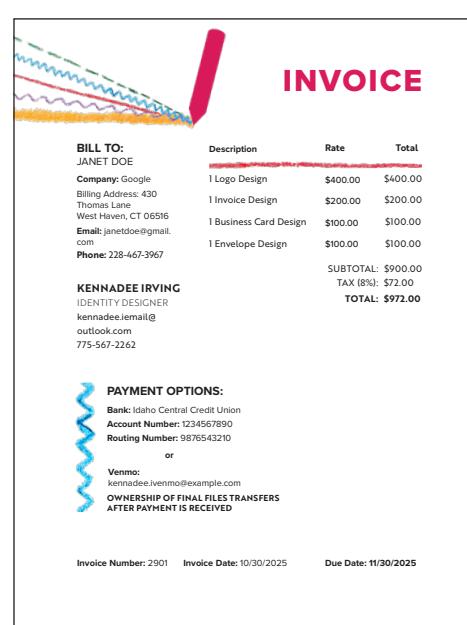
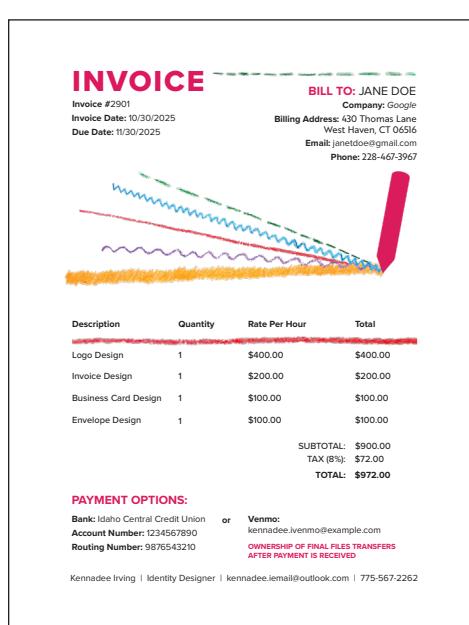
## Pattern Experiments



## FIRST DRAFTS | BUSINESS CARD CONTINUED



## FIRST DRAFTS | INVOICE



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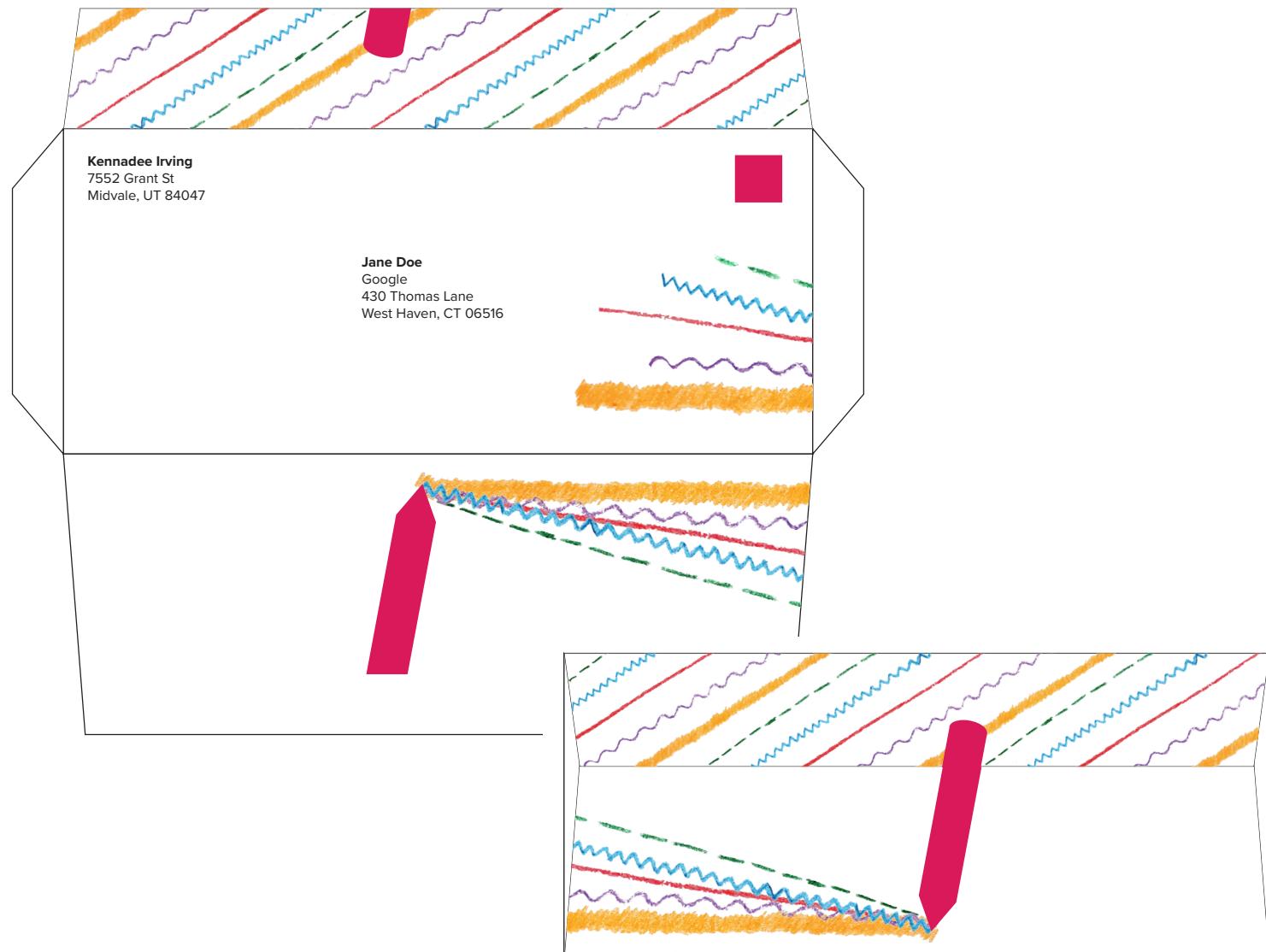
DISCOVER

**DESIGN**

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## FIRST DRAFT | ENVELOPE



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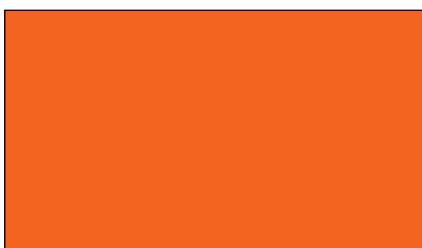
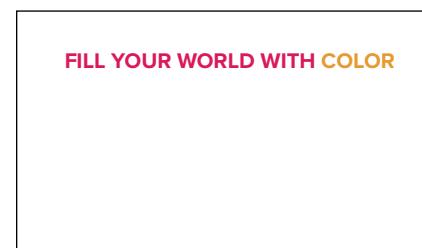
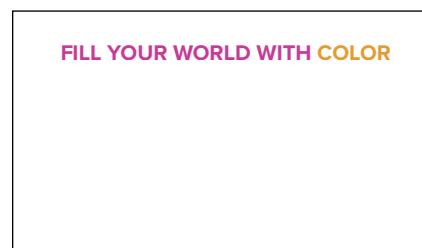
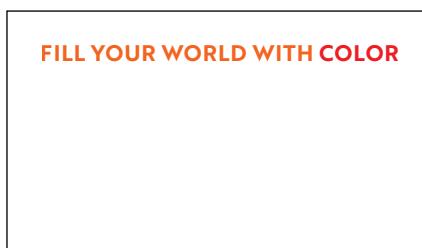
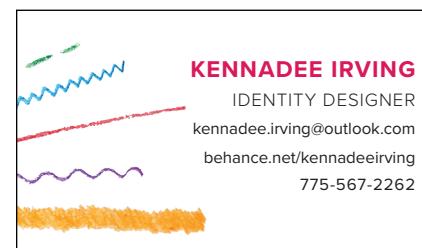
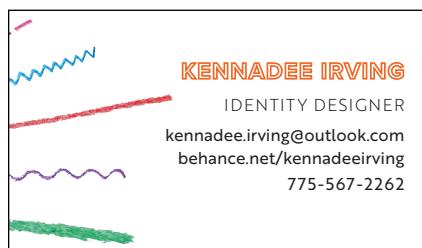
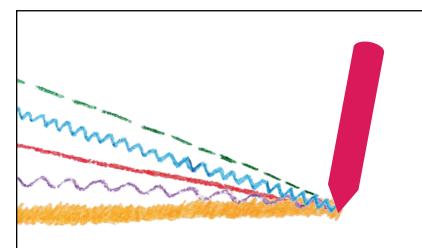
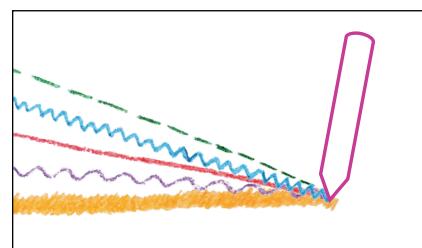
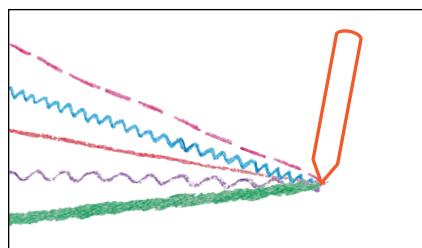
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## SECOND DRAFT | BUSINESS CARD



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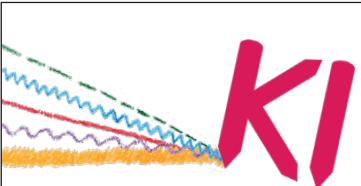
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## SECOND DRAFT | ENVELOPE



## SECOND DRAFT | INVOICE



**Kennadee Irving**  
Identity Designer  
kennadee.1email@outlook.com  
775-567-2262

**Invoice**

**Bill To:**

Client: Janet Doe  
Company: The Church of Jesus Christ  
of Latter-Day Saints  
Billing Address: 430 Thomas Lane  
West Haven, CT 06516  
Phone: 228-467-3967  
Email: janetdoe@gmail.com

Description	Quantity	Rate	Total
Logo Design	1	\$400.00	\$400.00
Invoice Design	1	\$200.00	\$200.00
Business Card Design	1	\$100.00	\$100.00
Envelope Design	1	\$100.00	\$100.00
		Subtotal:	\$900.00
		Tax (8%):	\$72.00
		<b>Total:</b>	<b>\$972.00</b>

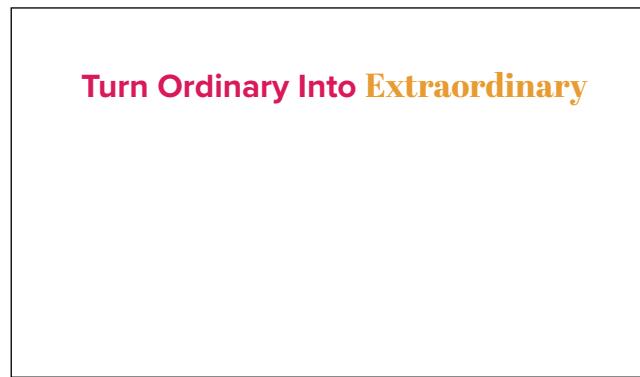
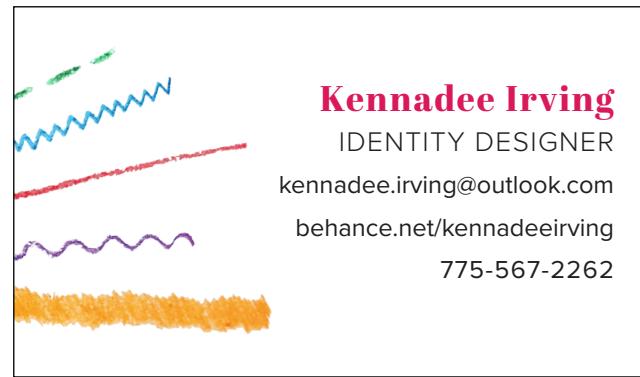
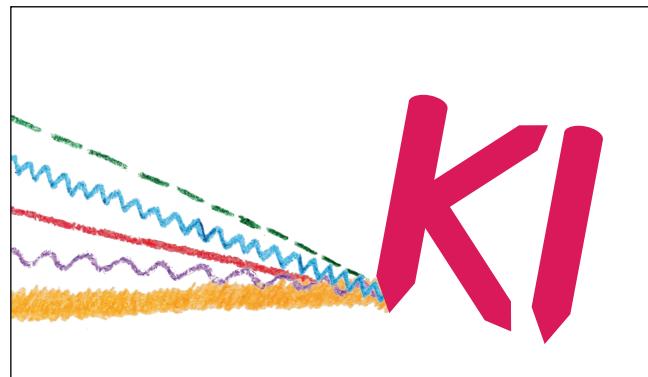
**Due Date: 11/30/2025**  
Invoice Date: 10/30/2025  
Invoice Number: 2901

**Pay To:**  
Make checks payable to **Kennadee Irving**  
Bank: U.S. Bank  
Account Number: 1234567890  
Routing Number: 9876543210  
or  
Venmo: kennadee.ivenmo@example.com

**Ownership Of Final Files Transfers**  
**After Payment Is Received**

**Thank You!**

## THIRD DRAFT | BUSINESS CARD



## THIRD DRAFT | INVOICE



## LEARNING SUMMARY

### Balance Between Playful and Designer

At first, I focused on Kennadee's playful nature and style, along with her fun use of crayons in her creative work.

I then got feedback that it didn't showcase Kennadee's abilities as a designer. I moved away from the crayon business cards more closely resembled a preschool feeling.

The challenge then became how could I showcase Kennadee's love for hand making/lettering and her skills as a designer.

### Tweaking The Brand

I thought the unconventional use of crayons as a medium as a graphic designer truly made Kennadee unique, and I realized that all her different styles in design was what I could show with design. By creating many different line and line shapes, it allowed for the idea that Kennadee is a multi-faceted designer and that while her

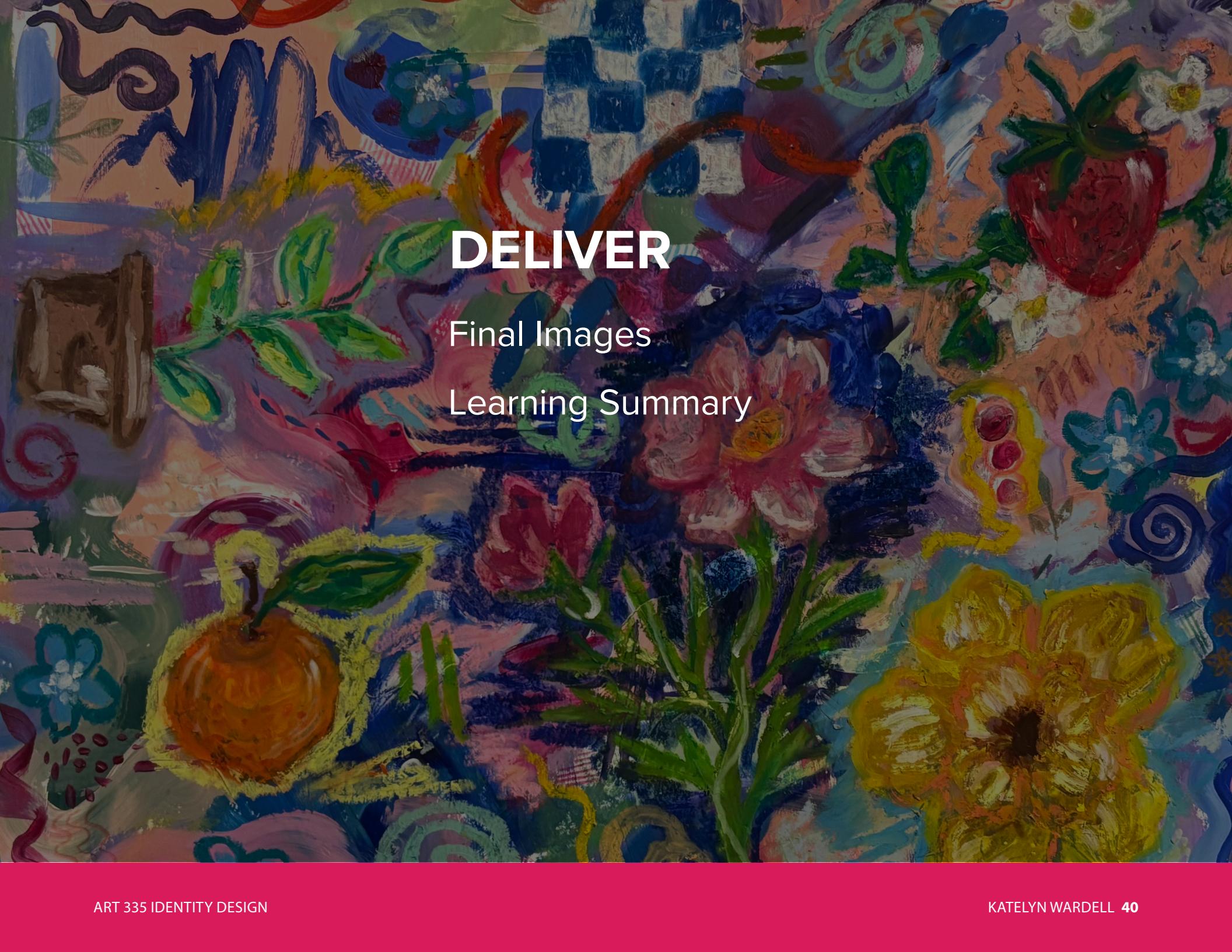
designs may have different looks, they are still united by the fact that it was created with her hand, which brings us to the crayon iconography.

At first I played around with a single crayon for the imagery, but further on down the line I got feedback that I still needed to add a personal touch, like initials, back into the design.

From there, I found ways to implement the crayon pattern on the back of the envelope, and have elements on the invoice. I also took care when designing the envelope, that the flap was curved to mimic that crayon shape.

### Abril Display Bold

It was suggested to me that I needed a contrasting font to go with Proxima Nova to help with the typographic texture of my designs. Abril Display was suggested, and it was a great fit! It was a bold font (both figurative and literal) with balance and contrast of thin serifs with thick bases to its characters.

A vibrant, abstract painting with a variety of colors and brushstrokes, featuring flowers, leaves, and geometric shapes.

# DELIVER

Final Images  
Learning Summary

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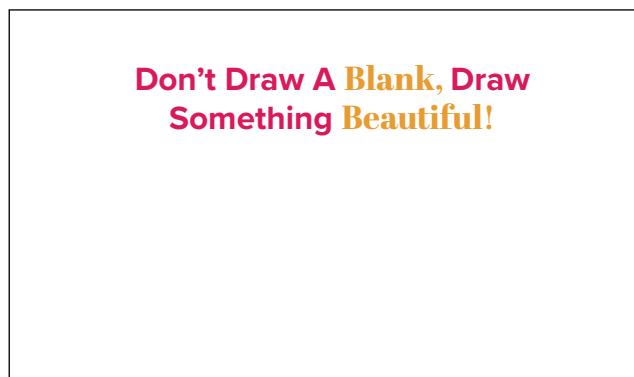
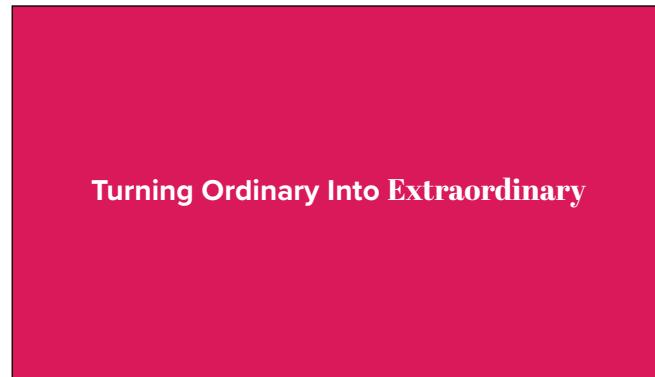
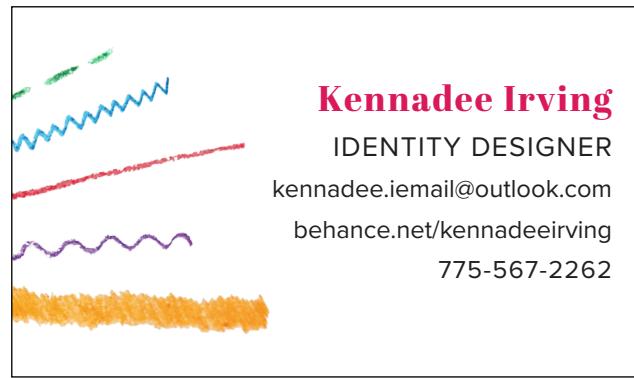
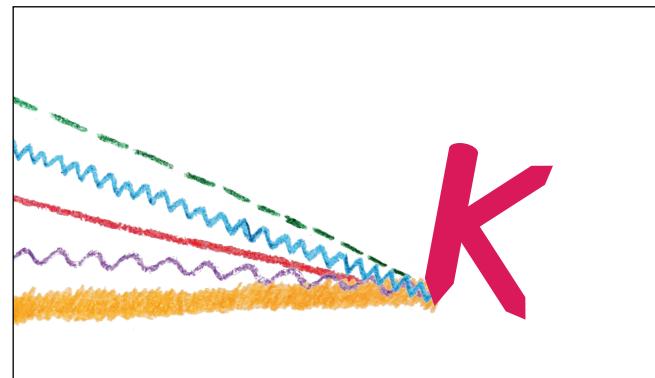
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## FINAL | BUSINESS CARD



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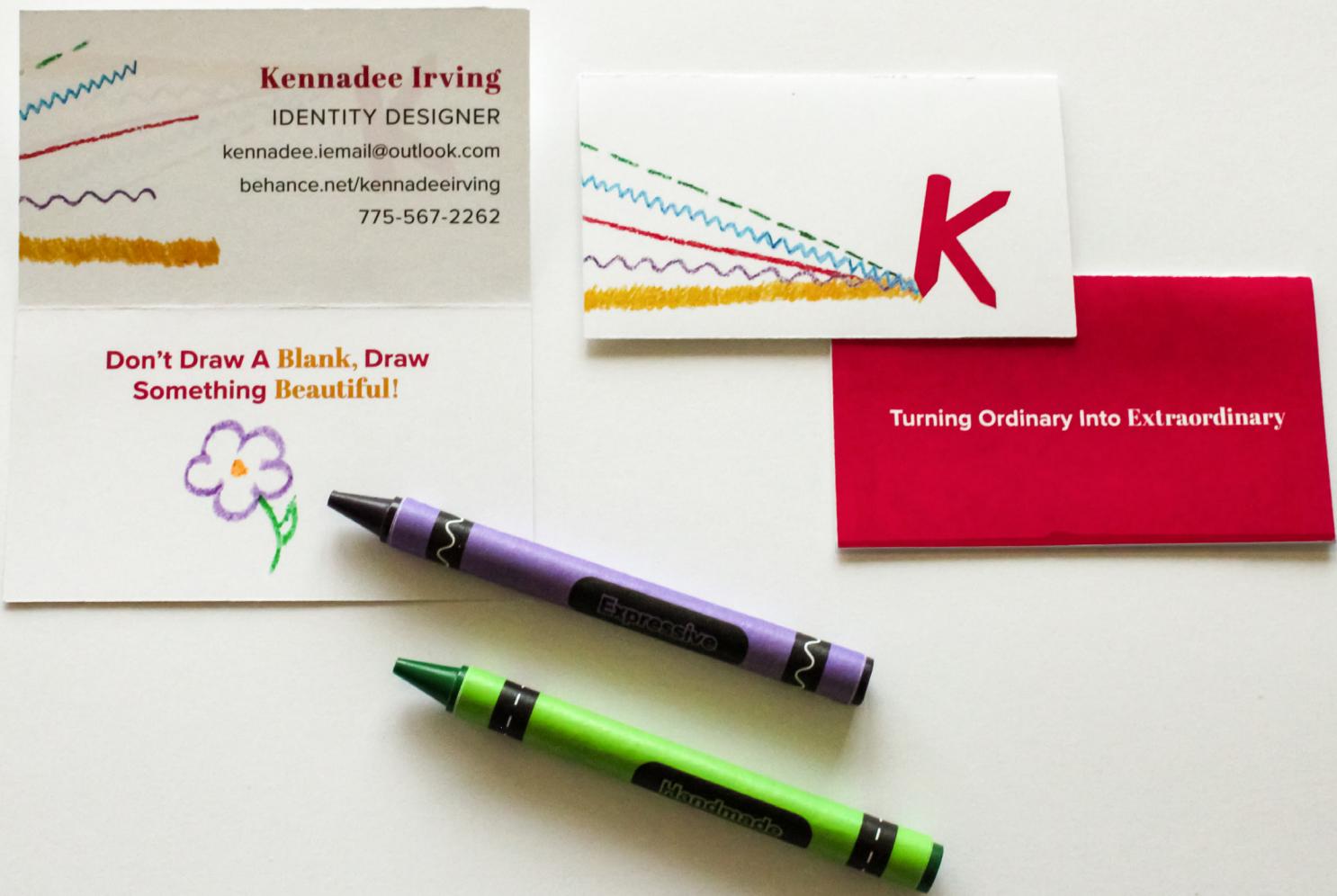
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## BUSINESS CARD MOCKUP



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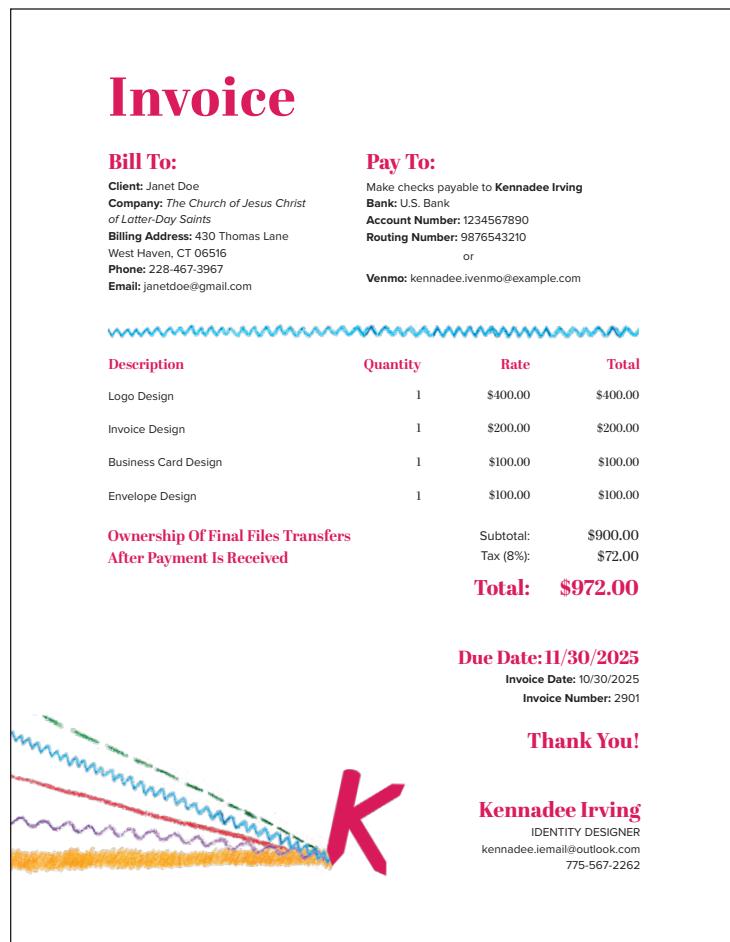
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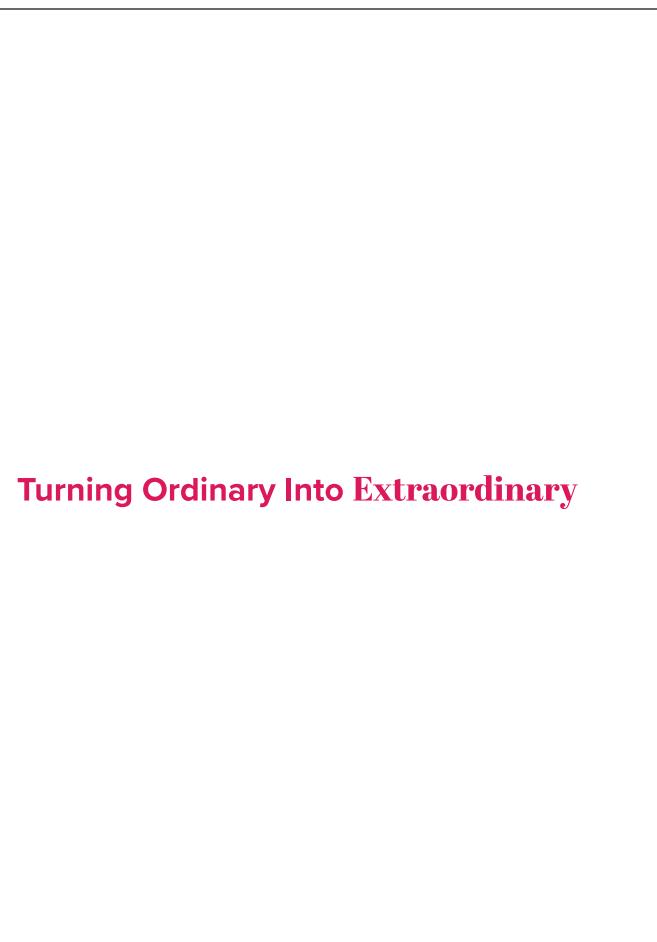
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## FINAL | INVOICE

Front



Back



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## INVOICE MOCKUP



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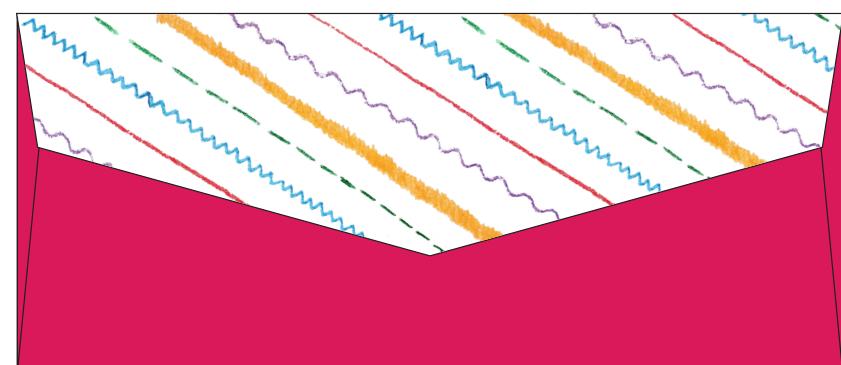
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## FINAL | ENVELOPE



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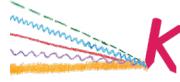
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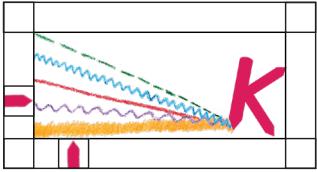
## STYLE GUIDE

**Kennadee Irving Identity Guideline**

**Logo**



Minimum Print Size



Logo Minimum Space

**Headline Typeface**

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Abril Display ExtraBold**

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Abril Display Bold**

**Secondary Typeface**

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Proxima Nova Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Proxima Nova Bold**

**Primary Color Palette**

	#da1c5c C=10 M=100 Y=50 K=0 R=218 G=28 B=92
	#23f120 C=70 M=67 Y=64 K=74 R=34 G=31 B=32

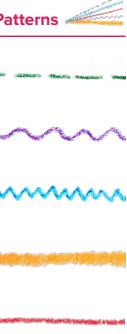
**Secondary Colors Palette**

	#217b55 C=84 M=24 Y=84 K=9 R=33 G=135 B=85
	#864e9f C=55 M=82 Y=0 K=0 R=134 G=78 B=159
	#62cbe8 C=54 M=0 Y=7 K=0 R=101 G=203 B=230
	#f9a12a C=0 M=42 Y=94 K=0 R=250 G=162 B=42
	#ea2643 C=2 M=97 Y=73 K=0 R=233 G=41 B=69

**Iconography**



**Patterns**



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## STYLE GUIDE MOCKUP



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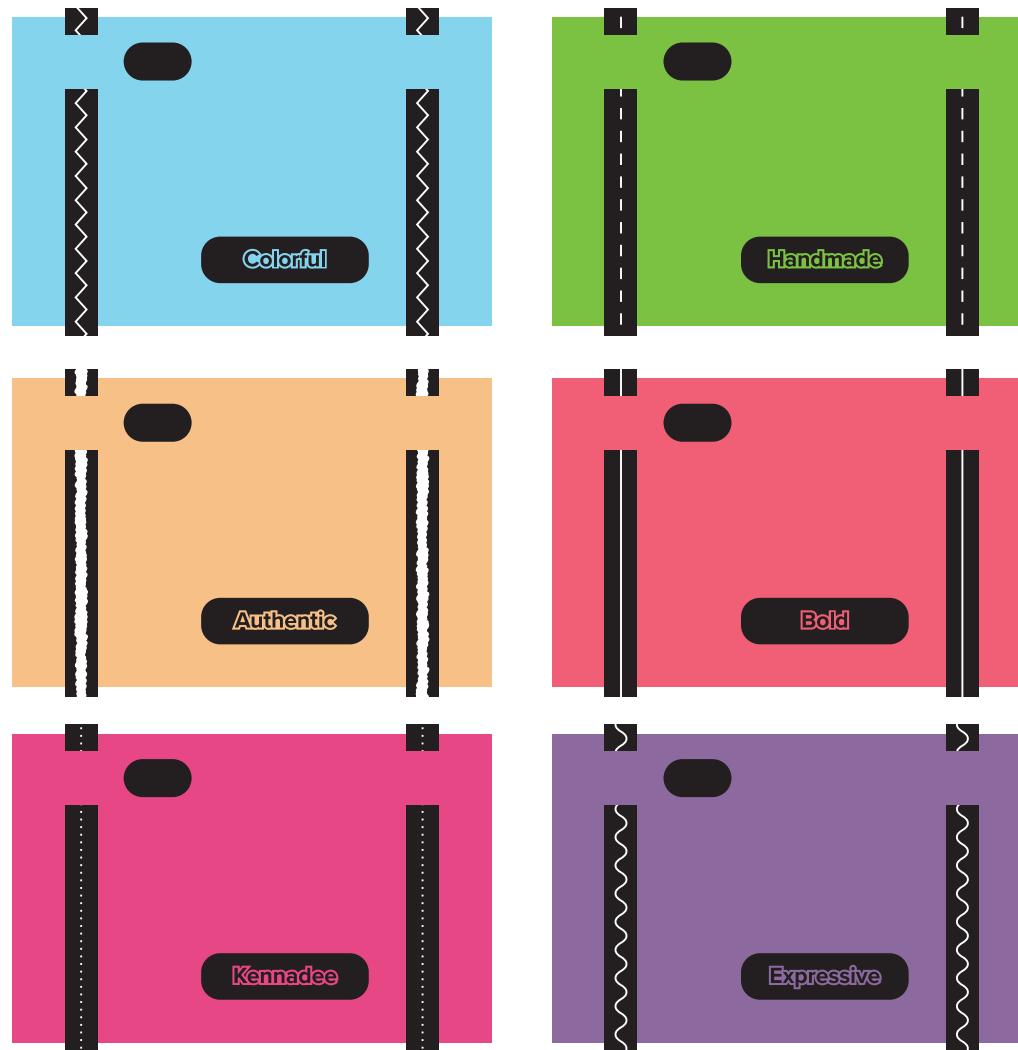
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## FINAL | CRAYON WRAPPERS



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## CRAYON WRAPPERS MOCKUP



## LEARNING SUMMARY

### **Don't Draw A Blank, Draw Something Beautiful**

As I spent time refining Kennadee's business cards and coming up with a tag line, Kennadee suggested that I could incorporate an earlier idea of making it interactive.

We had briefly discussed the idea of people being to interact with her card and using the medium of crayon for themselves. When I presented this concept, I was given the idea of creating crayon wrappers.

While I hadn't started the wrappers early on in the project, I realized that it was a great way to show her values as a design to further enhance the idea that the crayon lines coming from the crayon on her logo meant more than what they appeared, that Kennadee is able to create multiple different feelings and styles using her traits. This lead to named the colors based on the traits that were

most relevant to her as a designer: authentic, bold, colorful, expressive, and handmade.

This resulted in bold colors that matched her logo, giving a small part of her voice in the package to whomever she gives a business card to.

This shows her commitment to providing an immersive brand experience as a designer (as she did for me during this same project), and allows those she gives business cards to have a more memorable experience as they interact with her bold style.

### **Style Guide Application**

This was the first project that I have made a style guide for, and I learned quite a bit about how you need to have "safe space" around your logo so it doesn't touch other logos or items when put side by side. I realized how much of a difference this made as I tested this and placed this logo near others.



# PROJECT PONDER

## PROJECT PONDER

### Client Partnerships

I have never had an opportunity to work this closely or intimately with someone, much less another designer. I rather enjoyed it. I was more than motivated, I was excited and determined to create something for another designer that they could enjoy and possibly use in their future. I enjoyed the close client relationship where she could give me direct feedback relating to her style to understand what she did and didn't enjoy.

Although this experience was great, there were a few instances where we disagreed on how to complete things in both my project for her and her project for me. When this happened, I would try to ask questions and understand exactly element of the design wasn't working and why so neither of us were scrapping ideas, only rough designs. This helped us to stay focused on the overall message we were trying to communicate in our Identity package. This is something I will try to remember in the future because some clients may not like

the solution I present and I'll have to come up with another way to solve the problem. As long as I stay focused on the message, I will be able to figure out new ways of how I can make the system work.

### Personal Voice and Style

This caused something surprising to happen. When I entered into this project, I didn't really have a style that I felt like I could point Kennadee towards in order for her to make an Identity Package for me. This meant that I had to come up with a lot of material for her to reference quickly, which taught me that I need to collect art that I enjoy so I, and others can reference it when needed. The thing that surprised me though is that after I explained the fonts, colors, and styles I enjoyed and we started on the process, Kennadee created a version of my style that I was finally able to look at objectively. I learned so much about what I loved as a designer and how branding and identity design truly helps us convey that to our clients, and be able represent clients in a similar way in the future.

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## PROJECT PONDER



### Final Projects

These were the final projects that stood out to me in class. I think that the overall theme that they have, is that they break the stereotypical idea of a typical identity package.

I loved that the vinyl record is a round shape, that it clearly represents Irish's personality, making it memorable. The flower pattern on the top left image uses color freely and is memorable with organic shape shadows.

I loved the card that had an embroidered flower because it very literally represented the designer as a surface and pattern designer. It is a very tactile piece that will be very memorable.

The package in the top right had an intentional place for everything to go, which is very important when you represent yourself as a graphic designer.

Overall, it was the projects that truly represented their designers well, and broke conventional methods that made me feel that I would "hire" them.