

Rationale for my design

My design supports my initial idea by incorporating a cow image that I created to appeal to the vegan industry. I added this “logo” design to a couple stationary and/or popular swag items that you may find for sale. The idea was to create something that could be used on various popular items to promote any brand in this industry, i.e., a friendly cow. I added the business card design to tie in the colors I used, and the idea that I was using my design skills to promote products in this industry.