

**JENNA KURZ
PORTFOLIO**



Belle of the Ball

REBRANDING OF BELLE OF THE BALL, A NONPROFIT ORGANIZATION, THAT PROVIDES DRESSES AND ACCESORIES TO HIGH SCHOOL GIRLS FOR HOMECOMING AND PROM. THE NEW LOGO EXEMPLIFIES THE TRUE FEELING OF THE NONPROFIT. THE BELLE OF THE BALL PROJECT IS ALL ABOUT FEELING BEAUTIFUL AND FEMININE. THE PINK COLORS CREATE A GIRLY, FEMININE FEELING AND IS FINISHED WITH A BOW, THE PERFECT ACCENT. THIS LOGO IS MORE YOUTHFUL, FUN AND FEMININE.

LOGO VARIATIONS



Belle of the Ball



Belle of the Ball

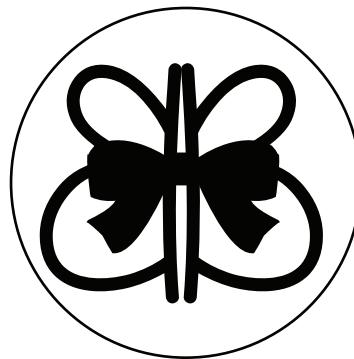
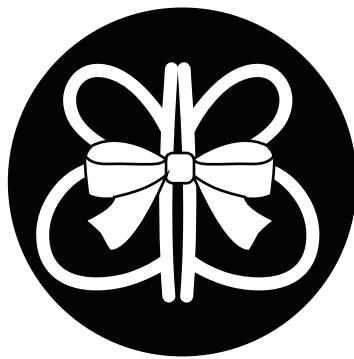


Belle
of the
Ball

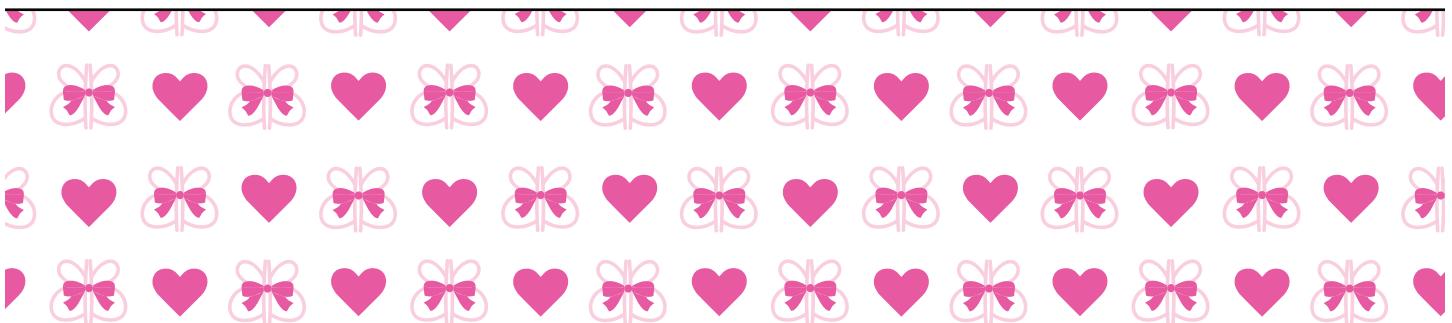


Belle
of the
Ball

LOGO VARIATIONS



BRAND PATTERNS



PROMOTIONAL MATERIAL



BUSINESS CARDS

PROMOTIONAL MATERIAL



LETTER HEAD

PROMOTIONAL MATERIAL



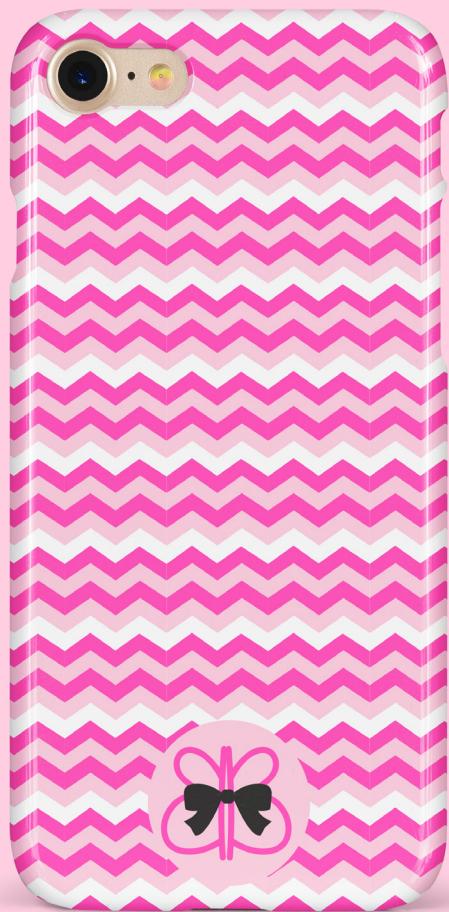
APPERAL

PROMOTIONAL MATERIAL



APPERAL

PROMOTIONAL MATERIAL



PHONE CASE

PROMOTIONAL MATERIAL



PHONE CASE

PROMOTIONAL MATERIAL



DRESS BAG



SHOPPING BAG

REDESIGNED WEBSITE

The screenshot shows a Safari browser window displaying the website belleoftheballproject.com. The page features a pink header with a decorative border. At the top center is the organization's name "Belle of the Ball" in a large, pink, cursive font, with "A non-profit Organization" in a smaller, black, serif font below it. The header is flanked by a row of black bow icons. Below the header is a navigation bar with links: "About Us", "Contact", "Receive A Dress", "Donate", "Sponsors", and "Events". The main content area contains a statement: "No girl Should Be Denied The Opportunity To Attend Her High School Dance Because of financial Difficulties". To the left of this statement is a paragraph about the organization's history and mission. To the right is another paragraph about how girls are referred to the organization. The footer of the page is visible at the bottom.

Safari File Edit View History Bookmarks Window Help

belleoftheballproject.com

Belle of the Ball
A non-profit Organization

About Us Contact Receive A Dress Donate Sponsors Events

No girl Should Be Denied The Opportunity To Attend
Her High School Dance Because of financial Difficulties

Belle of the Ball

Established in 2003, Belle of the Ball Project mission statement is "no girl should be denied the opportunity to attend her high school dance because of financial difficulties." Belle of the Ball has given away more than 4,500 quality dresses and countless shoes, purses, and accessories to date.

Belle of the Ball Project is a 501(c) 3 non-profit organization which provides homecoming and prom dresses to in-need, low-income high school girls.

Girls are referred to us by school guidance counselors, teachers, churches, other non-profit organizations, foster care, the guardian ad litem system, and other civic organizations. We highly respect the honor system and the girl's anonymity.

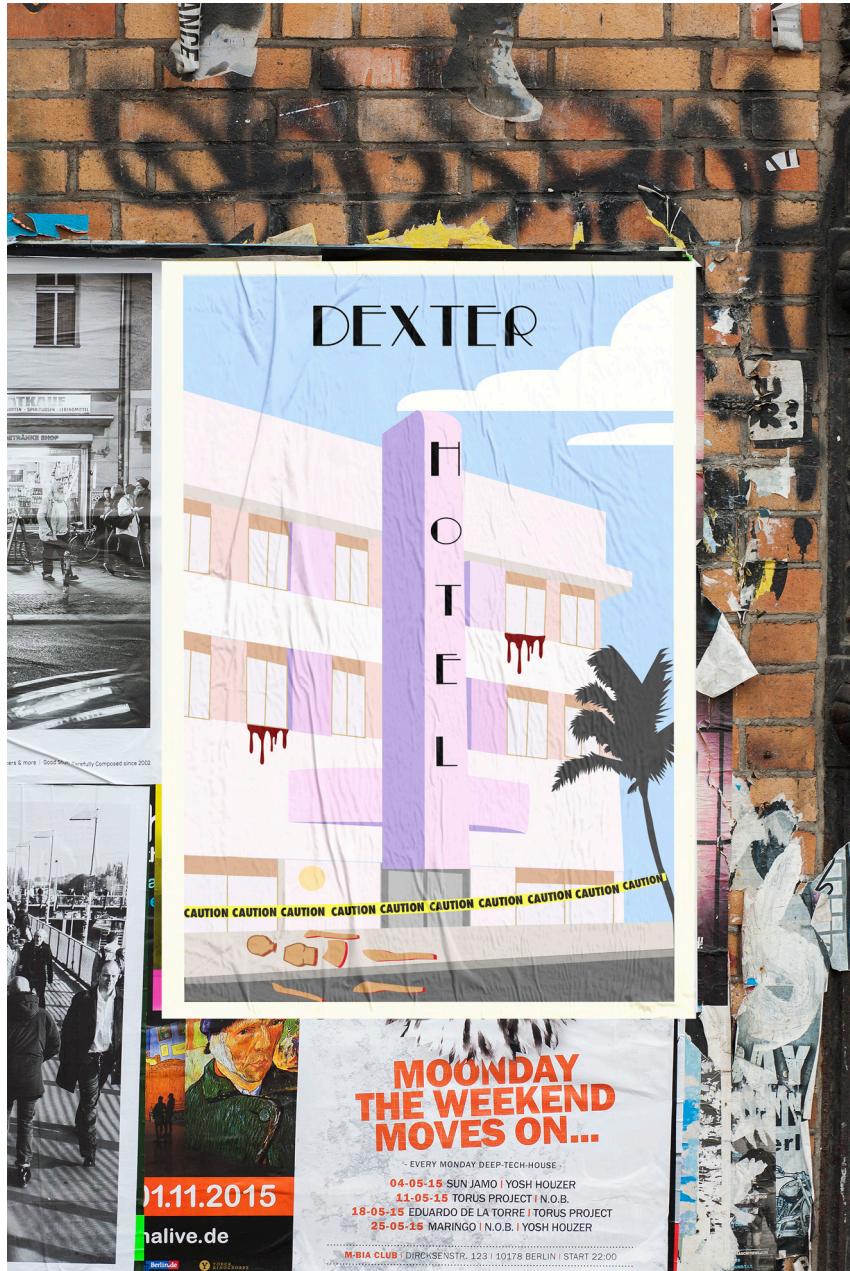
DEXTER
TELEVISION SHOW
PROMOTIONAL CAMPAIGN



POSTERS



POSTER



POSTER



BILLBOARDS



PROMOTIONAL MATERIAL



APPERAL

PROMOTIONAL MATERIAL



APPERAL

PROMOTIONAL MATERIAL



BEACH TOWEL



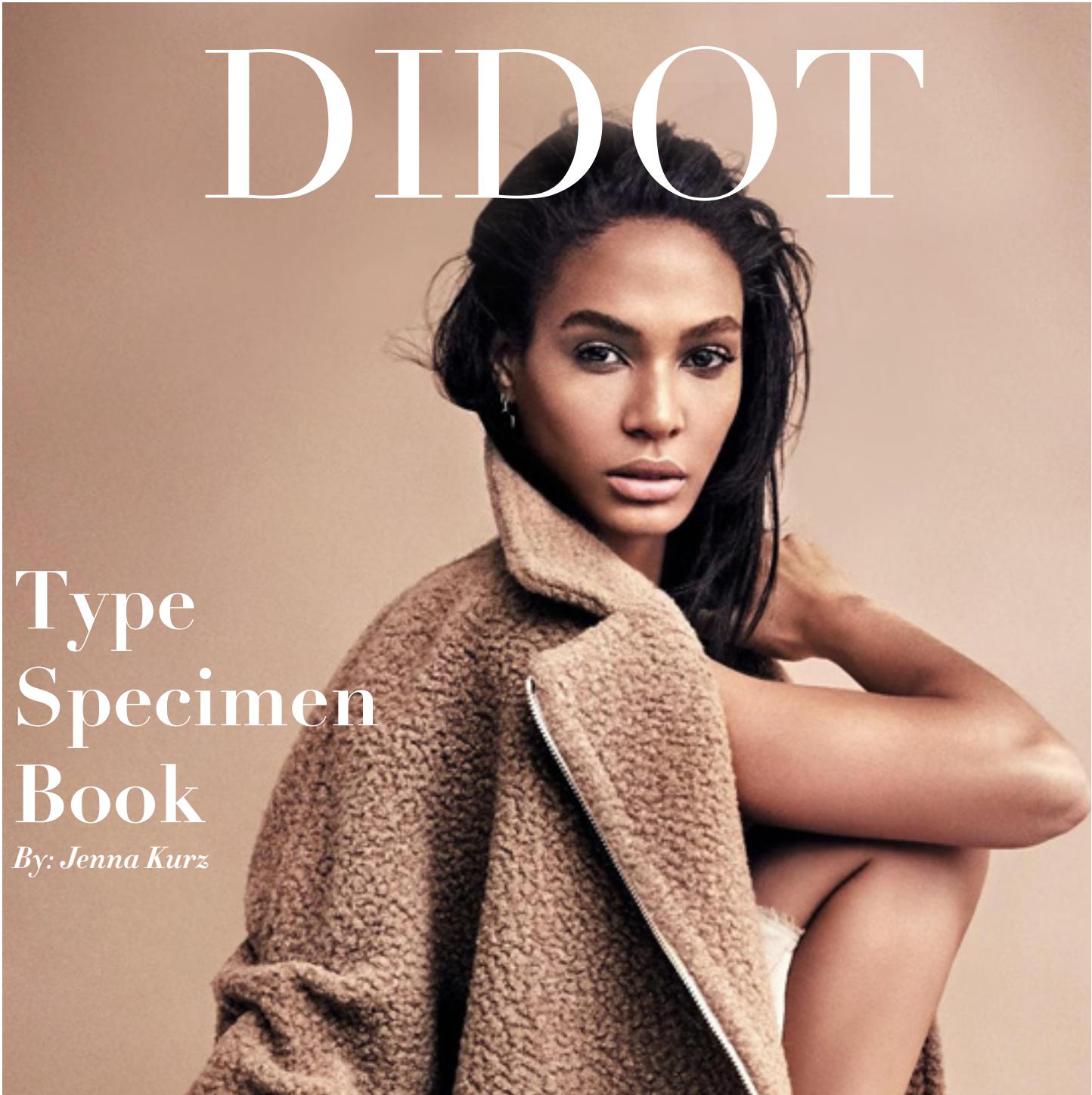
JOURNAL

TYPE SPECIMEN BOOK

DIDOT

Type
Specimen
Book

By: Jenna Kurz



A TYPE SPECIMEN BOOK FOR THE TYPEFACE DIDOT, INSPIRED BY ONE OF THE MOST INFAMOUS USES OF THE TYPEFACE,
VOGUE MAGAZINE.

TYPE SPECIMEN BOOK

HISTORY

The font Didot was created between 1784-1811. The font family is named after a famous french printing and type producing family: the Didot family. The family were designers, printers, publishers, founders, inventors, weavers and intellectuals. The family had the most important and influential print shop and font foundry in France. The creation of the font occurred when one of the Didot family members cut the letters and cast them as type in Paris. The type was then used in printing.

The type was inspired by John Baskerville's use of increasing stroke contrast and more condensed armature. The font has similar to fonts created by Bodoni in Italy, with its highly contrast fine hairline strokes compared to its bold main strokes as well as extreme vertical stress. It possesses consistently horizontal stress, flat and unbracketed serifs, and high contrast between thin and thick strokes.

The Linotype Didot was drawn by Adrian Frutiger in 1991 which is based off the original font style cut by the Didot family many years before. Frutiger studied the Didot font that was first produced by them, La Haye made by Volney which brought the Didot family to the font.

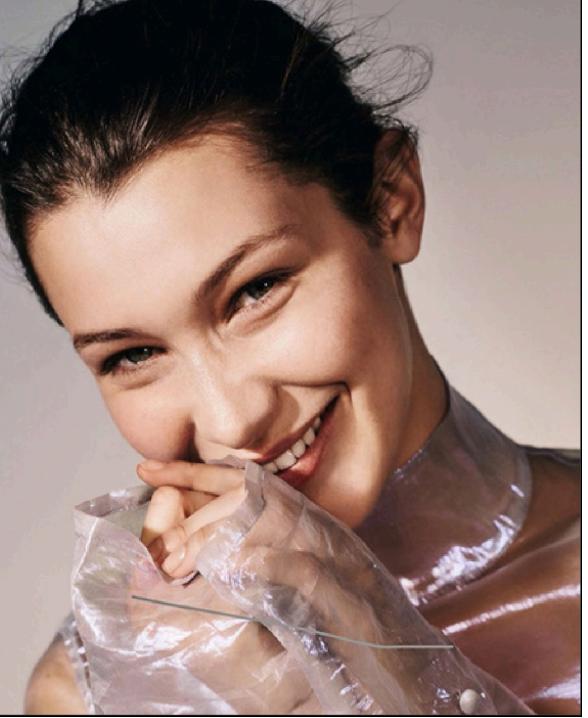
The font has 12 weights, offering the user with a large variety of selections. These include Old style Figures, a headline version and graphic ornaments. The font is considered neoclassical because of its connection to the Age of Enlightenment. The font is very representative of its time due to its statuesque, clear forms. The font has been revived from metal typesetting to typography and now for digital use. However there is some trouble when it comes to using Didot digitally. The thick verticals attract the readers attention and can cause a distraction from concentration on the much thinner strokes that define which letter is which.

However, the font is still favored due to its very elegant look which is caused by the regular, rational design and fine strokes. To avoid the difficulty of reading the font, the font is best suited for particular sizes. The font is still favored due to its very elegant look which is caused by the regular, rational design and fine strokes. To avoid the difficulty of reading the font, the font is best suited for particular sizes.

The font, known for its elegant look, has become recognizable among numerous platforms. It is also used in Cahiers d'Art and Harper's Bazaar. It is also the font used for the iconic Vogue magazine cover.



ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890



TYPE SPECIMEN BOOK



DRAWING USING THE TYPEFACE

TIDE CAMPAIGN



Say yes to...
Arts and Crafts



Keeping kids clean since 1946

TIDE CAMPAIGN



Say yes to...
Mud Baths



Keeping kids clean since 1946

TIDE CAMPAIGN



Say yes to...
Ice Cream



Keeping kids clean since 1946