

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

Pay To:

Make checks payable to Kennadee Irving
Bank: U.S. Bank
Account Number: 1234567890
Routing Number: 9876543210
or
Venmo: kennadee_ivmomo@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 Payment Details Received			\$900.00
Delivery Date: 10/25			\$72.00
Total:			\$972.00

“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
KETTLEBELL BODY DESIGNER
Kennadee.Irving@outlook.com
775-567-2262

Kennadee Irving Identity Guideline

Logo

Minimum Print Size

Logo Minimum Space

Headline Typeface

ABCDEFIGHJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwxyz

Abril Display ExtraBold

ABCDEFIGHJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwxyz

Abril Display Bold

Secondary Typeface

ABCDEFIGHJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwxyz

Proxima Nova Regular

ABCDEFIGHJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwxyz

Abril Display Bold

Primary Color Palette

- #d1ac5c
C=10 M=100 Y=50 K=0
R=108 G=172 B=88
- #231f20
C=70 M=67 Y=64 K=70
R=34 G=31 B=32

Iconography

Secondary Colors Palette

- #218755
C=84 M=124 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
- #62cb88
C=54 M=40 Y=7 K=0
R=101 G=203 B=230
- #f912a
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

Patterns

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PROJECT DESCRIPTION

CLIENT IDENTITY

CLIENT IDENTITY STYLE

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VISUAL INSPIRATION

TEXT VARIATIONS

COLOR PALETTES

SKETCHES

LEARNING SUMMARY

DESIGN

ROUGH DIGITAL COMPS

REFINEMENTS

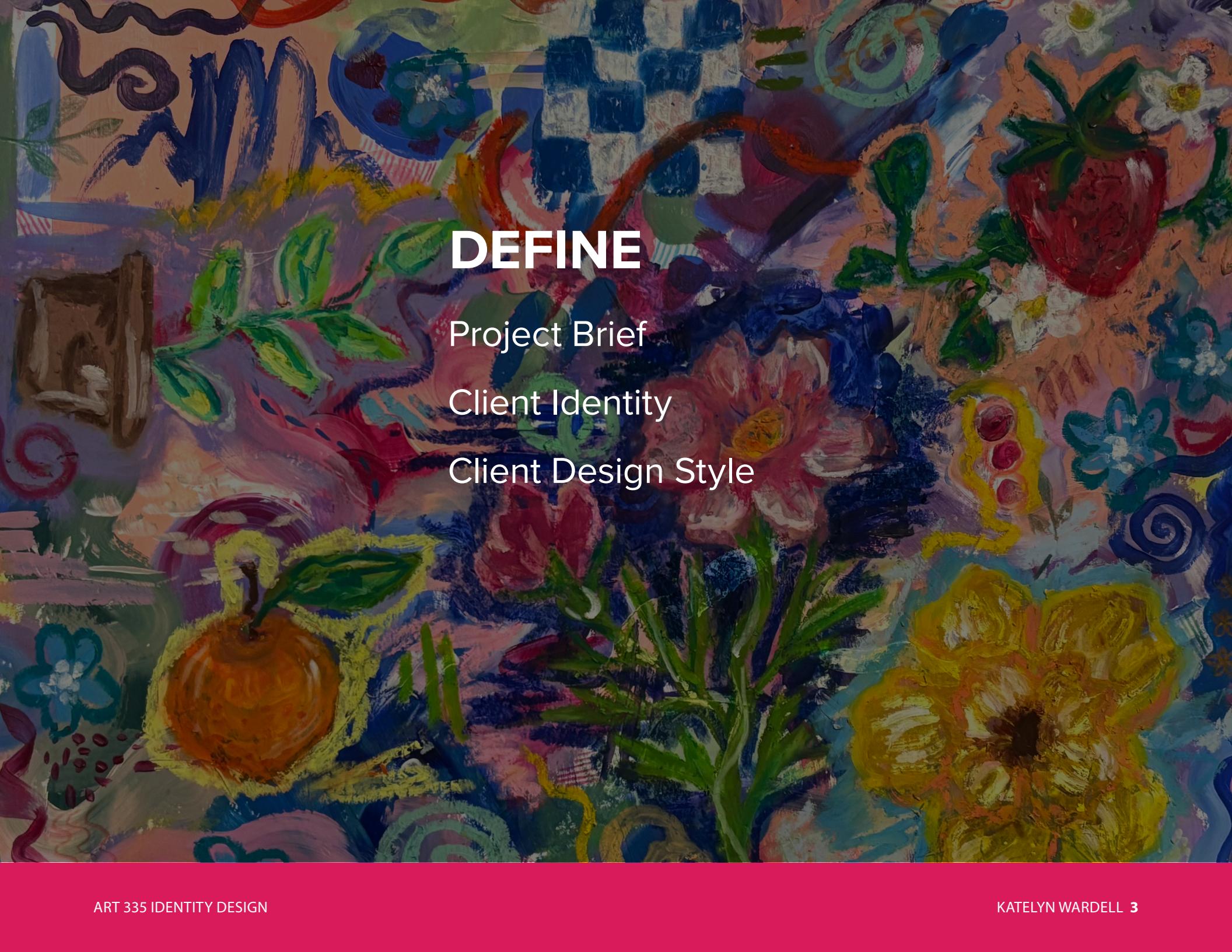
LEARNING SUMMARY

DELIVER

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DEFINE

Project Brief

Client Identity

Client Design Style

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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):

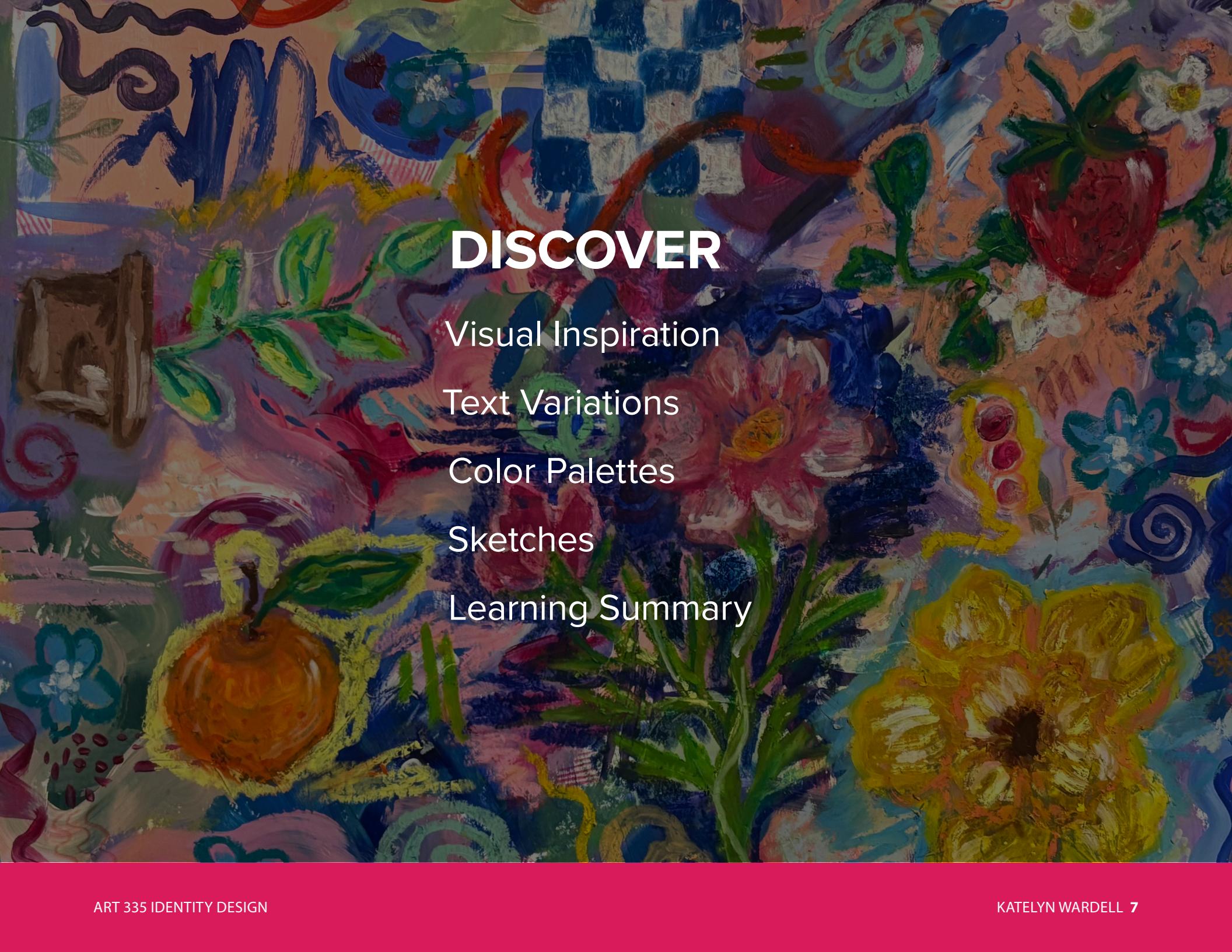
Flowers, circles, nature, wavy, stripes, patterns

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.



DISCOVER

Visual Inspiration

Text Variations

Color Palettes

Sketches

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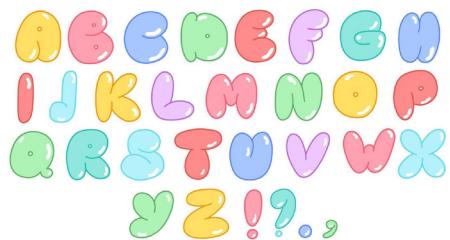
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VISUAL INSPIRATION | TYPE



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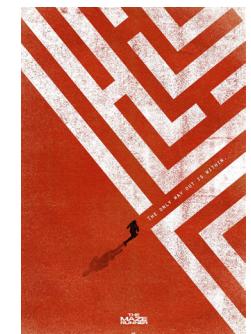
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VISUAL INSPIRATION | PATTERNS



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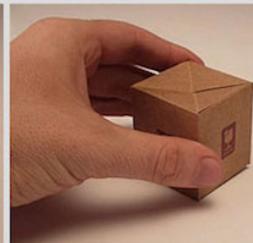
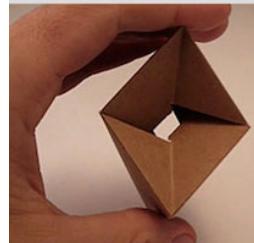
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VISUAL INSPIRATION | BUSINESS CARDS



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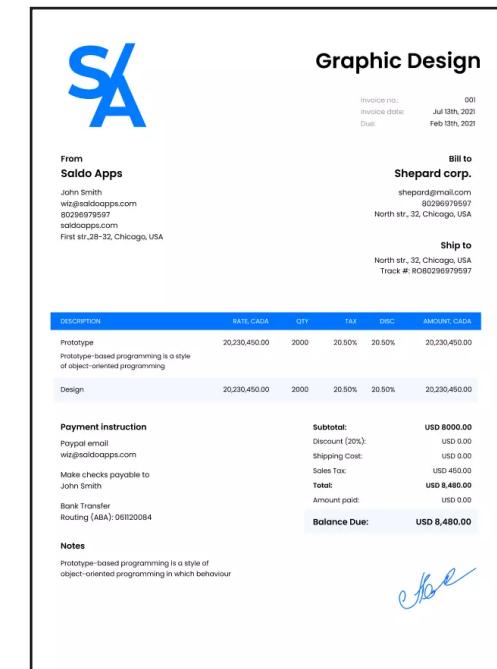
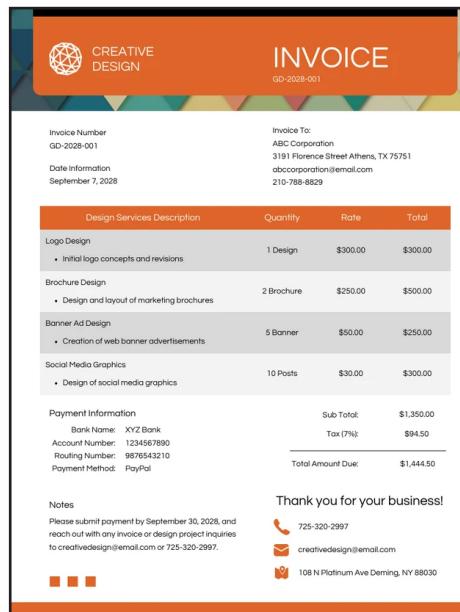
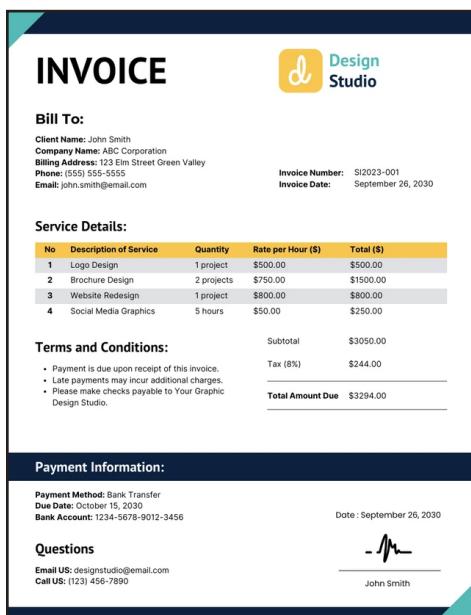
DISCOVER

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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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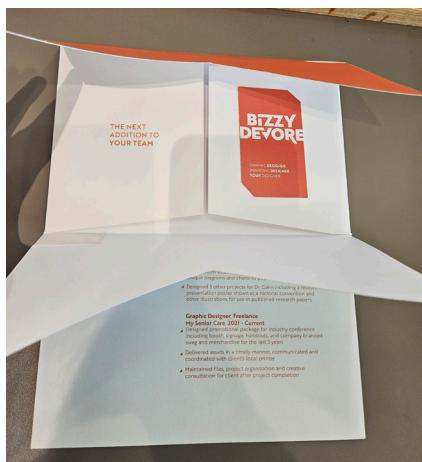
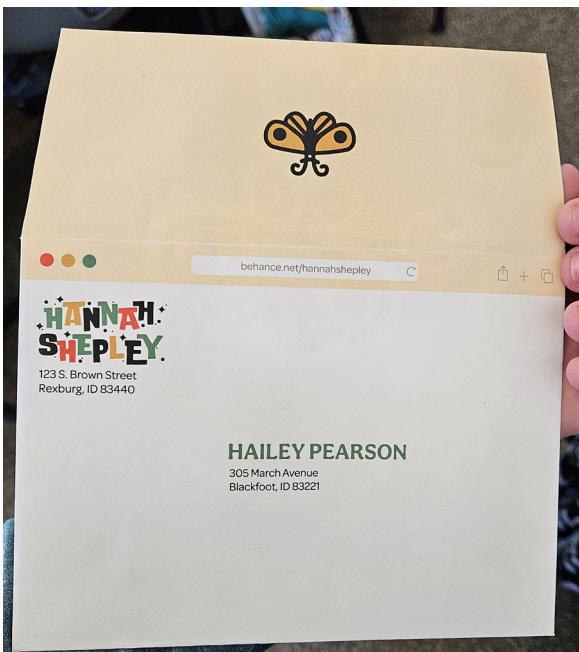
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VISUAL INSPIRATION | STYLE GUIDE



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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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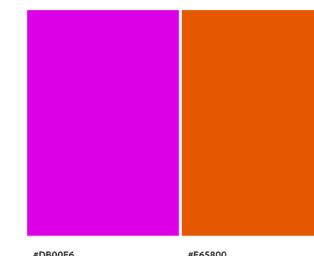
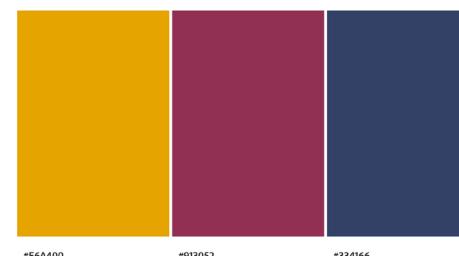
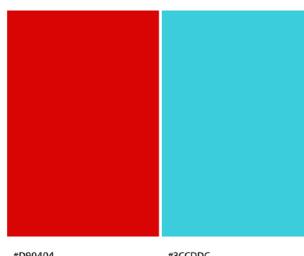
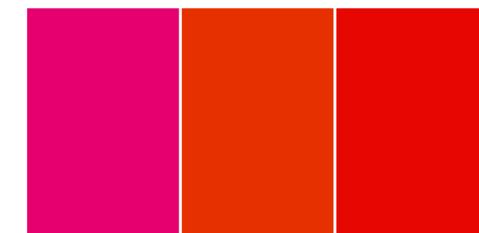
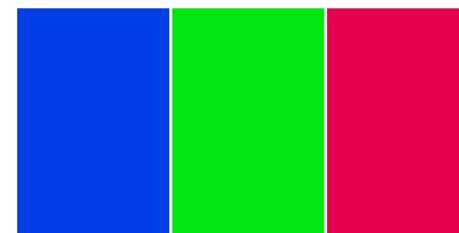
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COLOR PALETTES



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SKETCHES | LOGO



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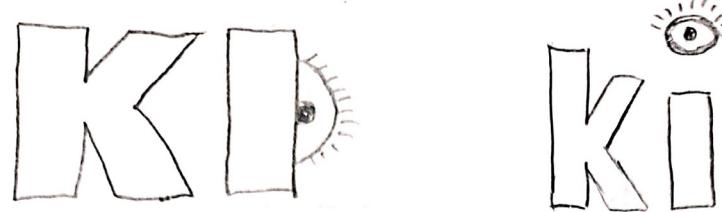
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SKETCHES | EYE-DENTITY



KENNADY
IDENTITY

KENNADY
DEN
TITY

behavdesign
email@yoursite.com
222.222.222
Identity designer
KENNADEE
IDENTITY

KENNADEE
DENTITY

email@yourdomain.com
behavdesign
222.222.222
KENNADEE IRVING
IDENTITY DESIGNER

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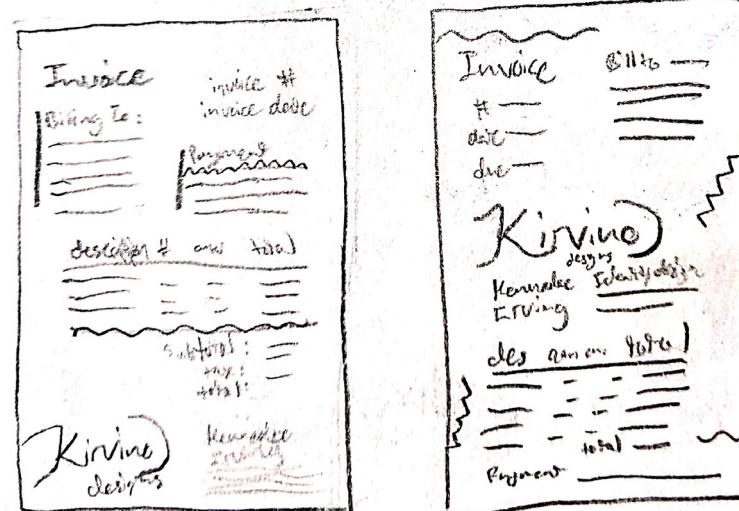
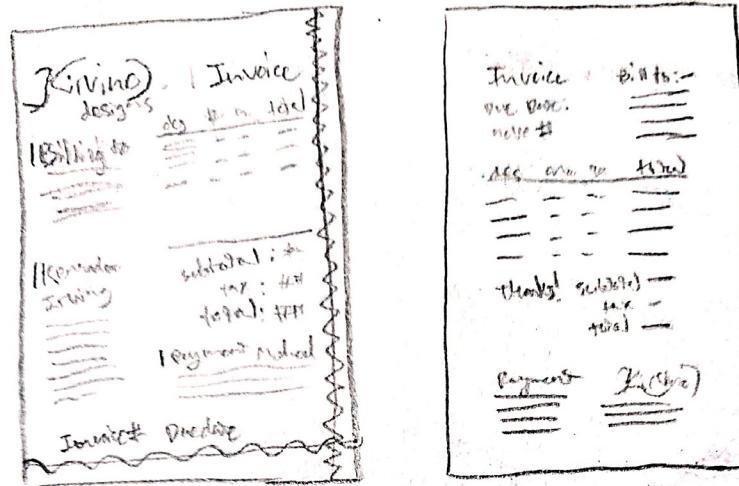
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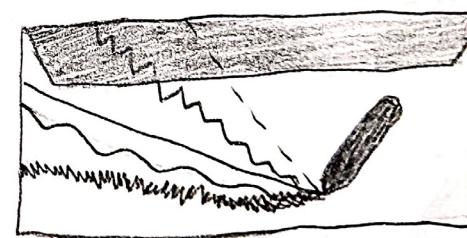
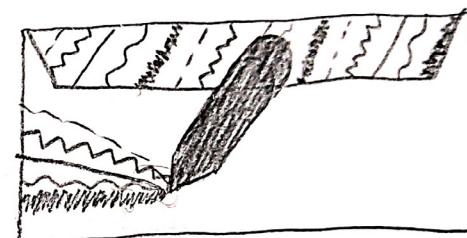
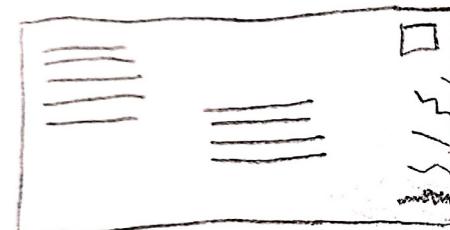
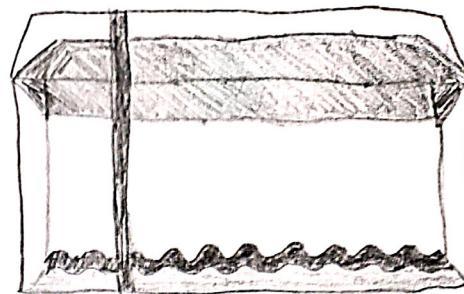
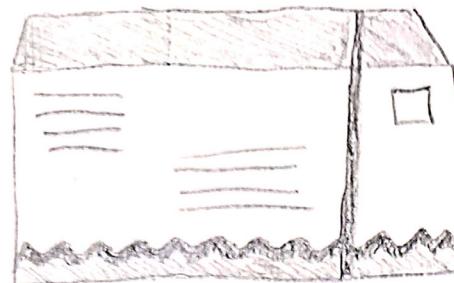
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LEARNING SUMMARY

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

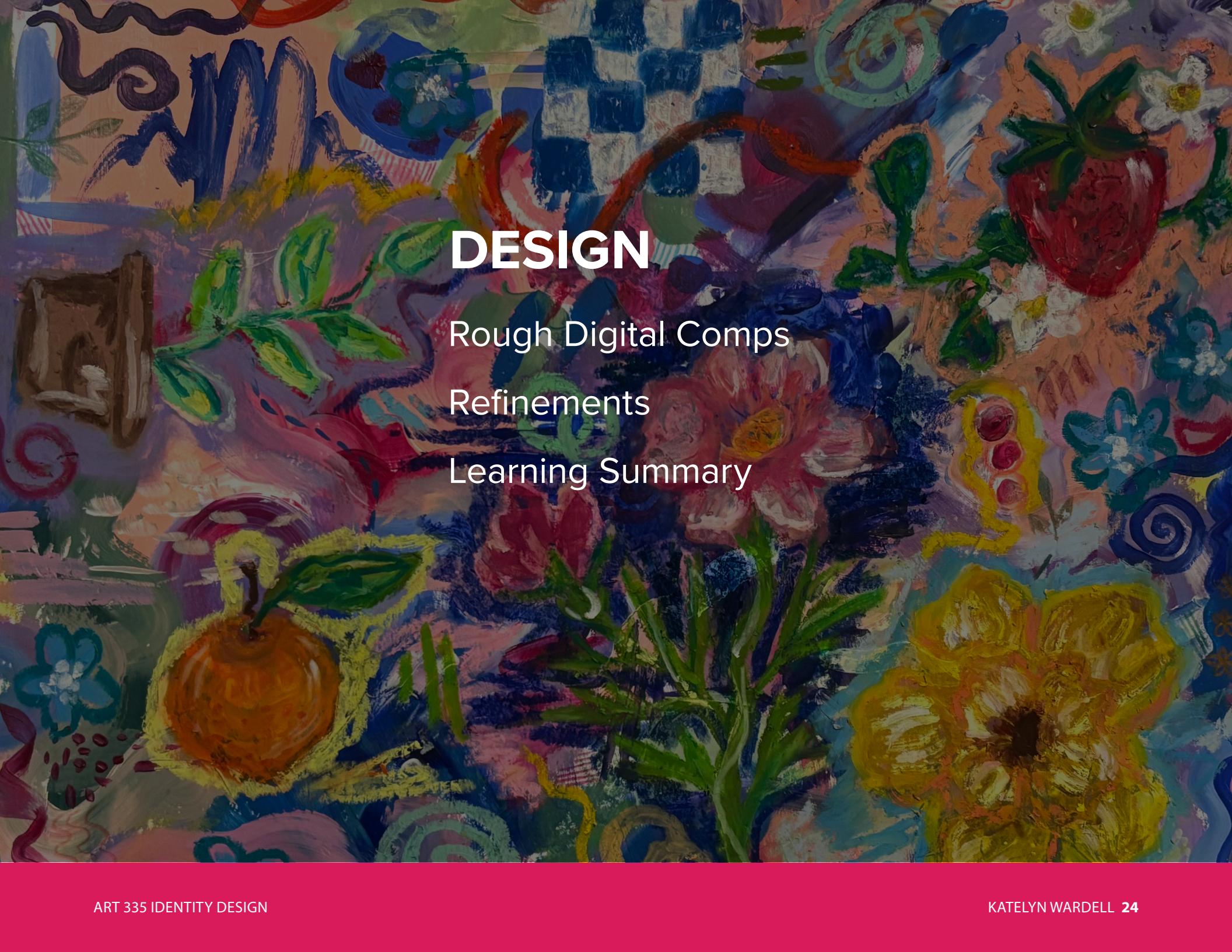
for the business cards and the logo the earliest, and all the other sketches were at various different stages of the process. That's one thing that was really helpful to learn. As a designer, you can't start laying out all the groundwork for everything all at once, because you have to get the basic concepts 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
Learning Summary

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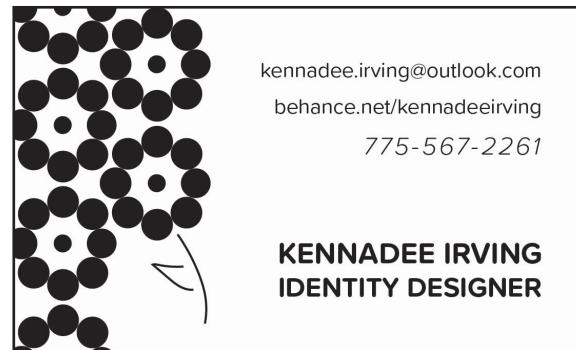
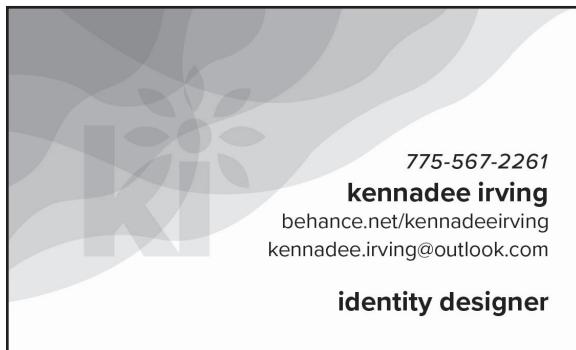
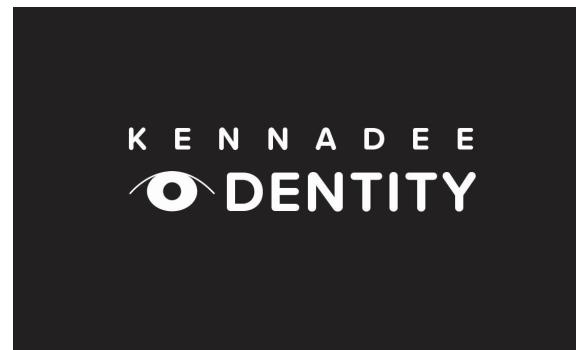
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ROUGH DRAFTS | BUSINESS CARD BLACK AND WHITE



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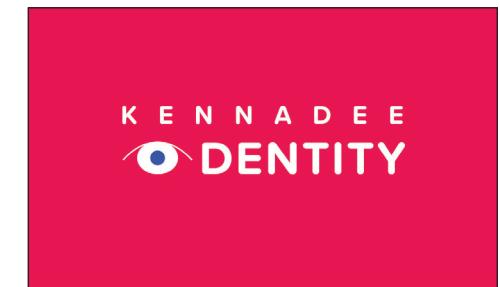
DISCOVER

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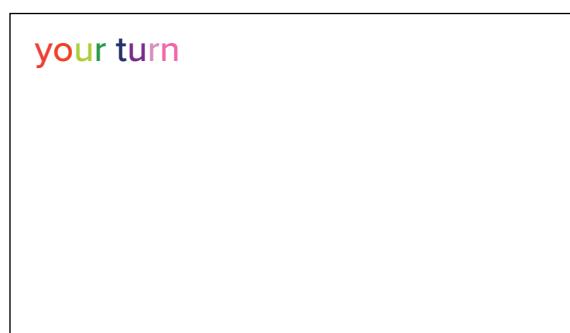
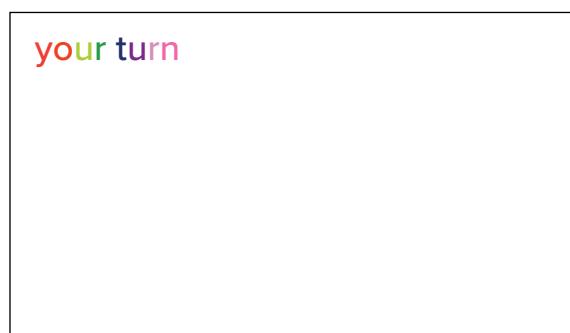
DISCOVER

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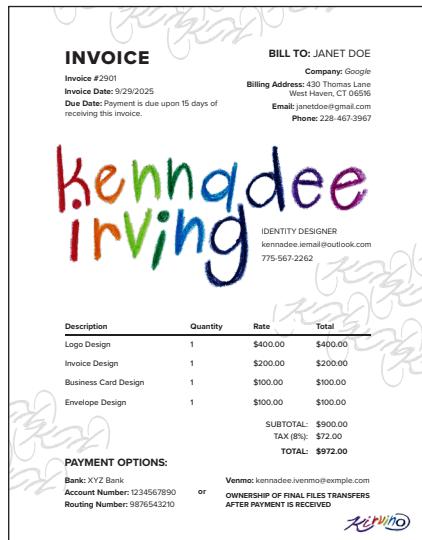
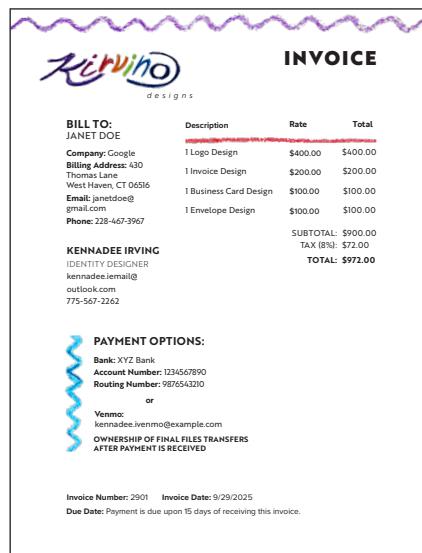
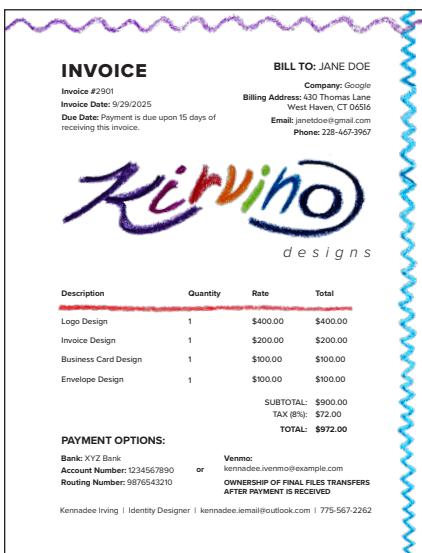
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ROUGH DRAFTS | INVOICE



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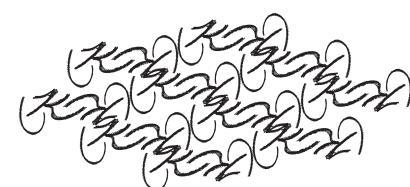
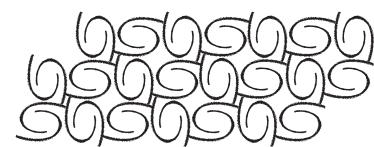
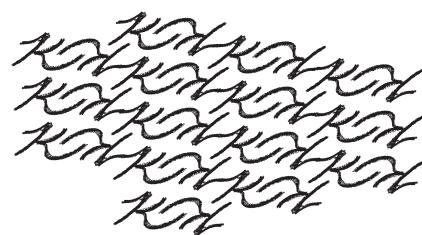
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Pattern Experiments



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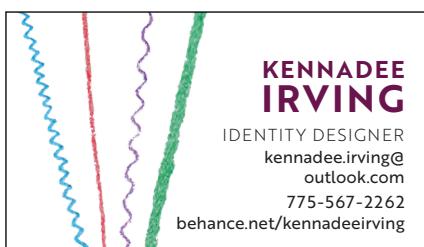
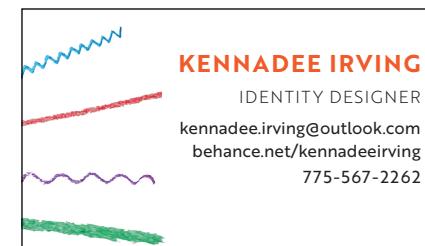
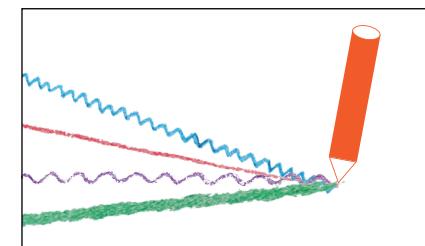
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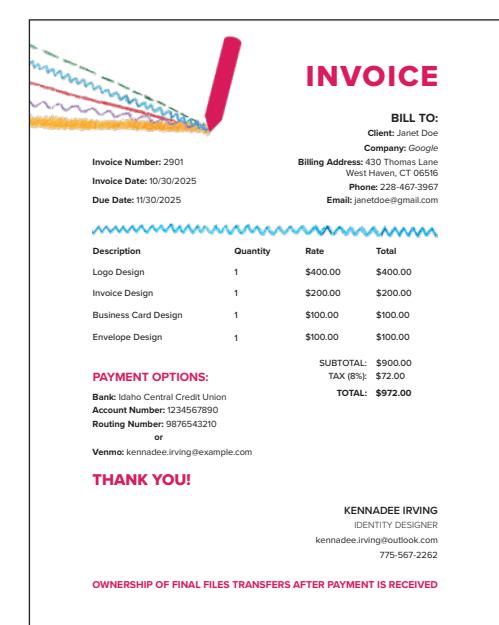
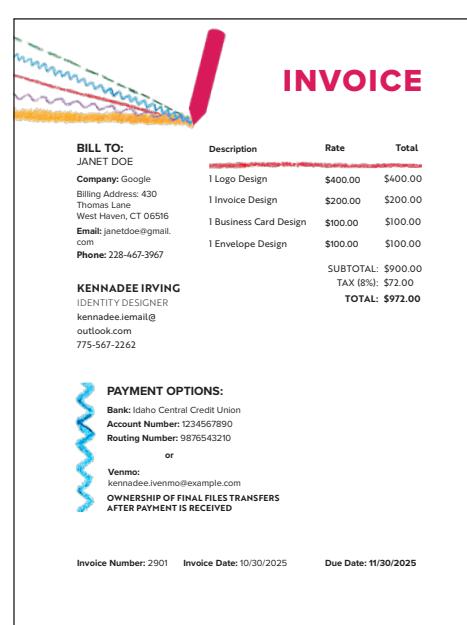
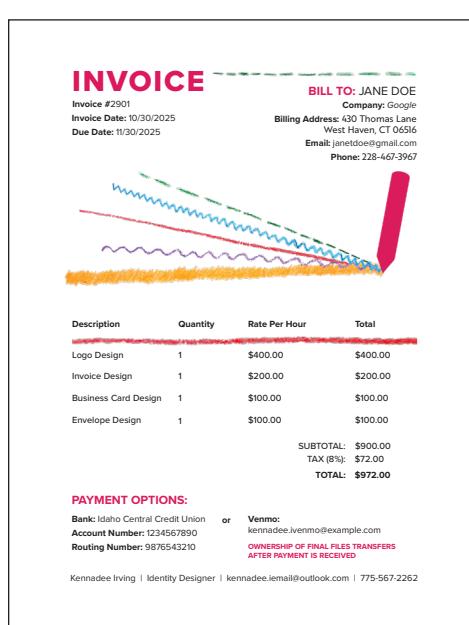
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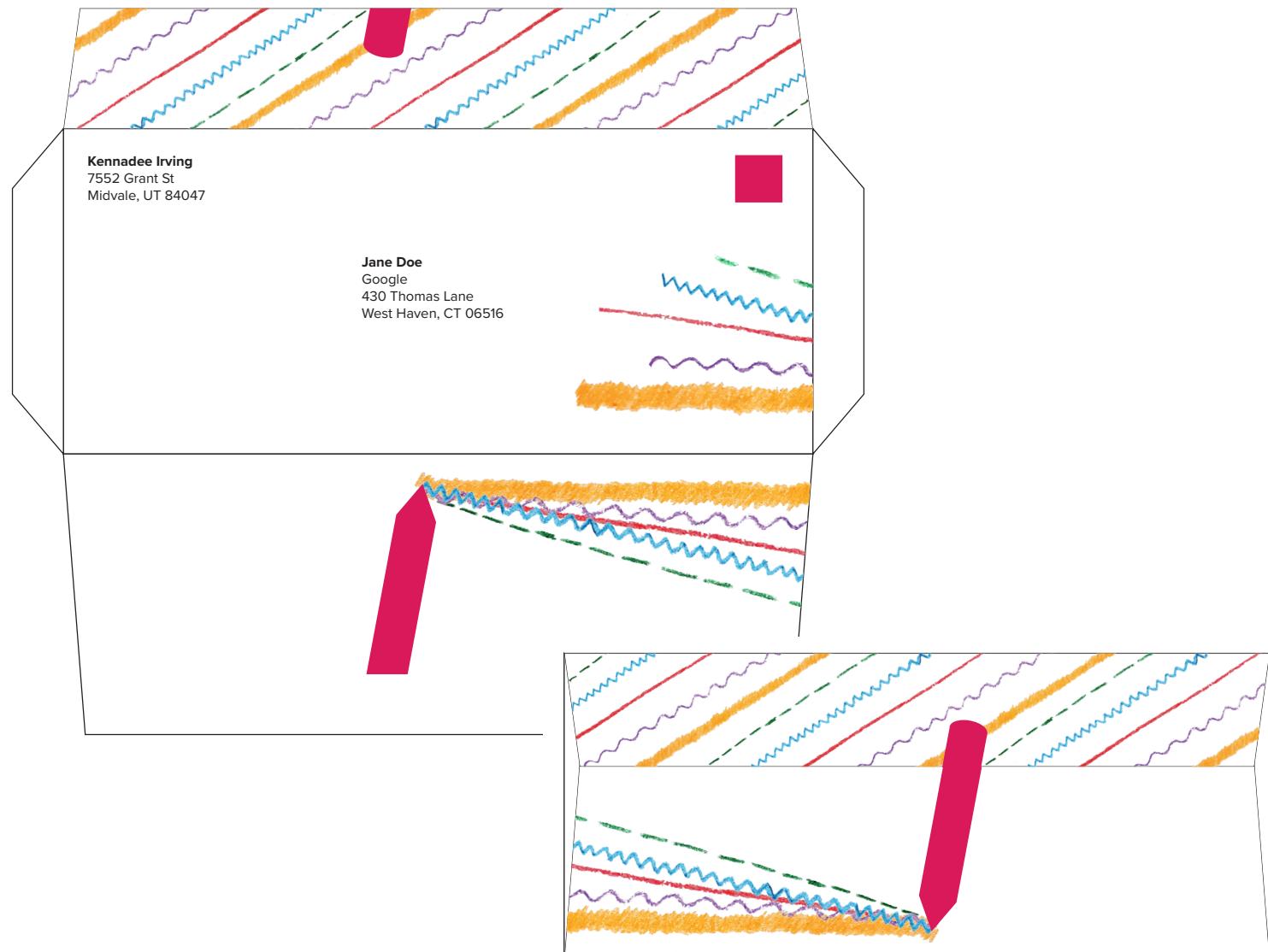
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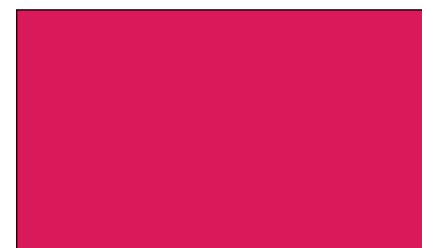
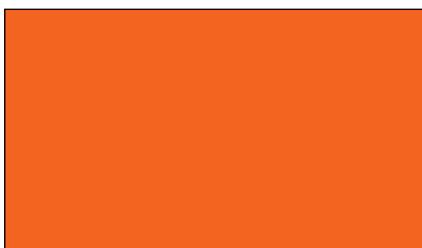
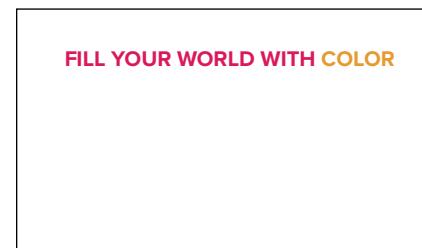
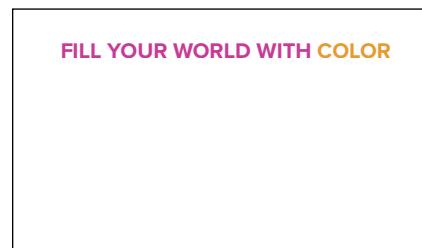
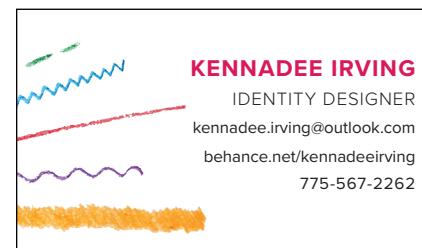
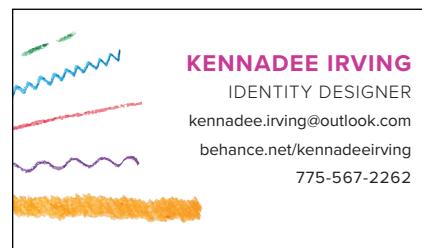
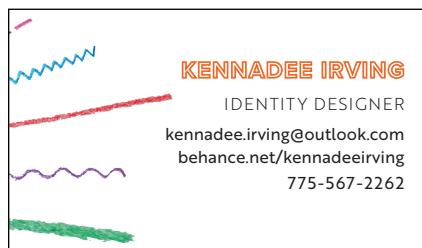
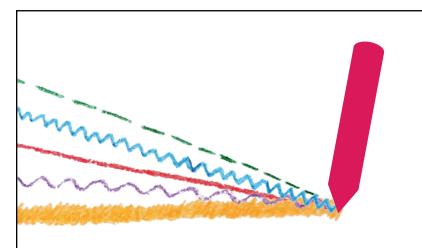
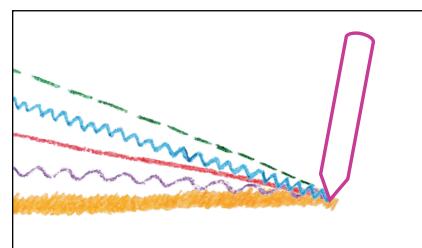
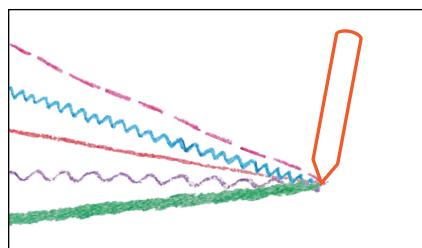
DISCOVER

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SECOND DRAFT | BUSINESS CARD



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SECOND DRAFT | ENVELOPE



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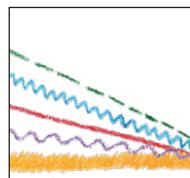
DISCOVER

DESIGN

DELIVER

PONDER

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
		Total:	\$972.00

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!

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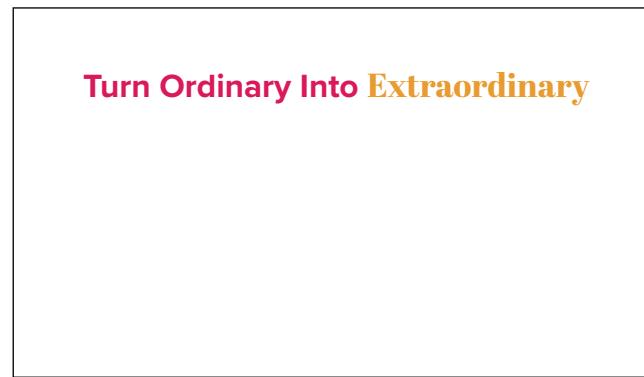
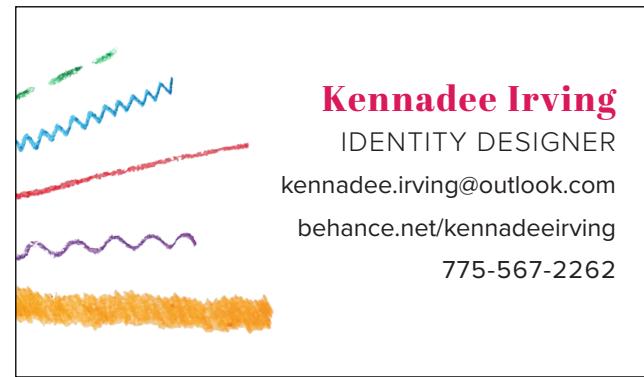
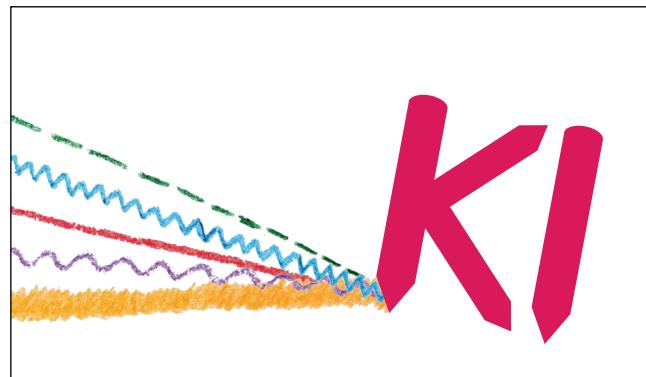
DISCOVER

DESIGN

DELIVER

PONDER

THIRD DRAFT | BUSINESS CARD



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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 than 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

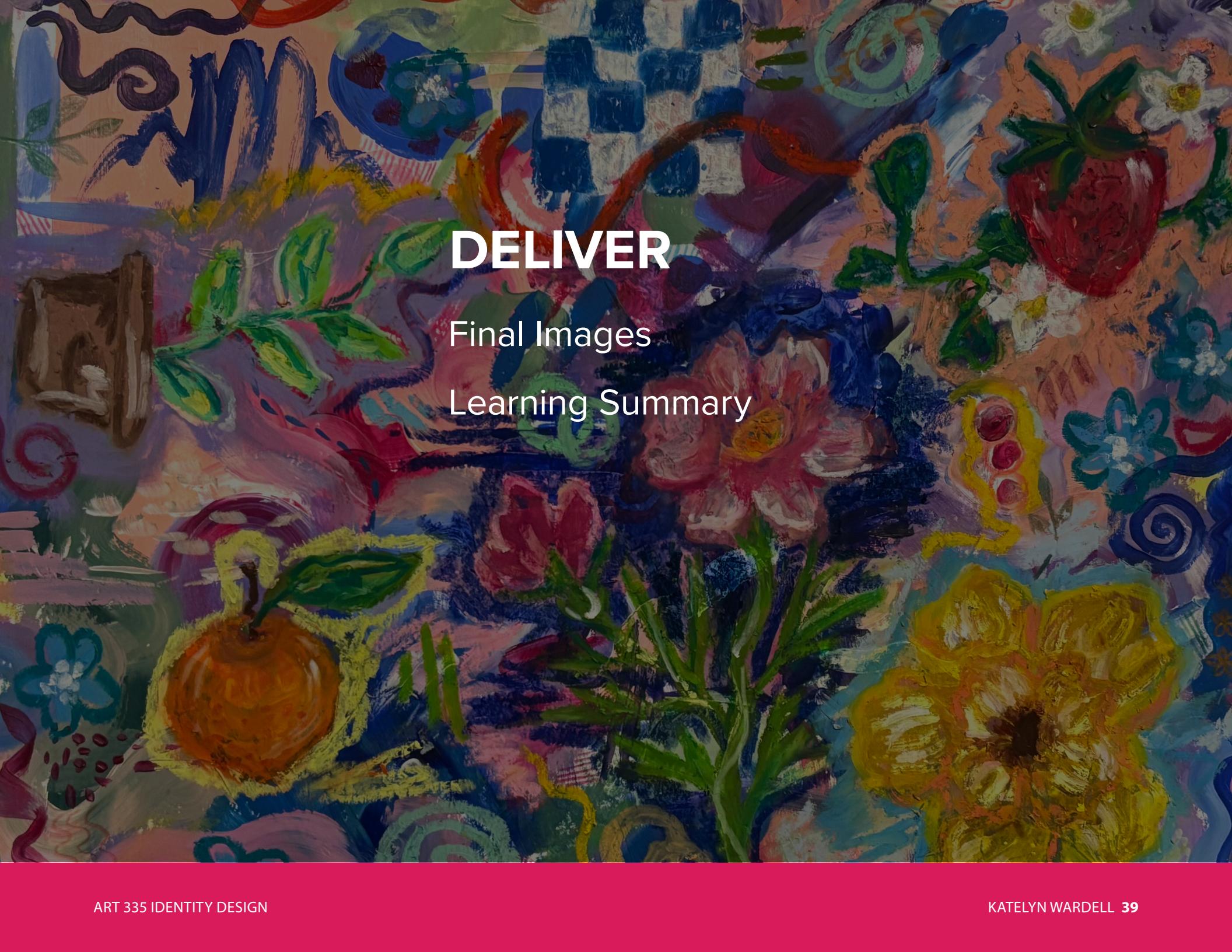
designs may have different looks, they are still united by the fact that it was created with her hand, which brings us to the crayon iconography.

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.



DELIVER

Final Images
Learning Summary

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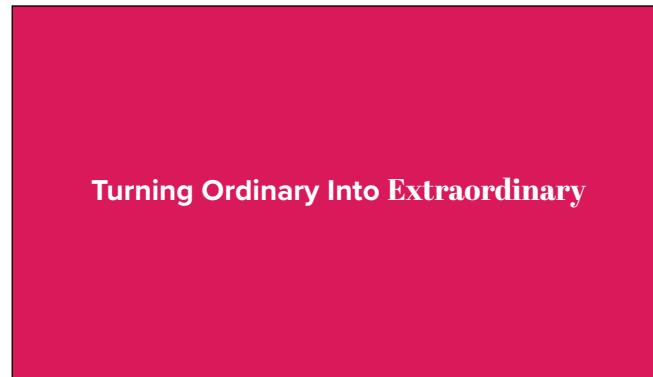
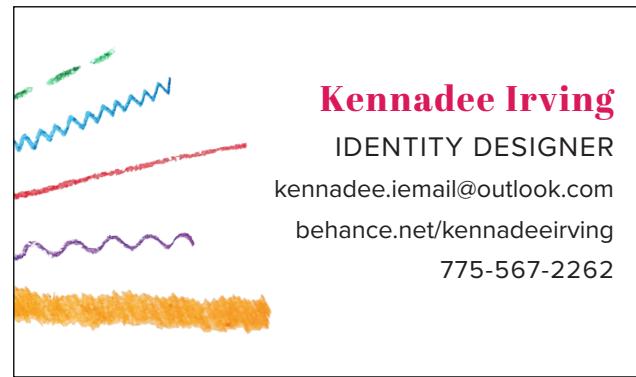
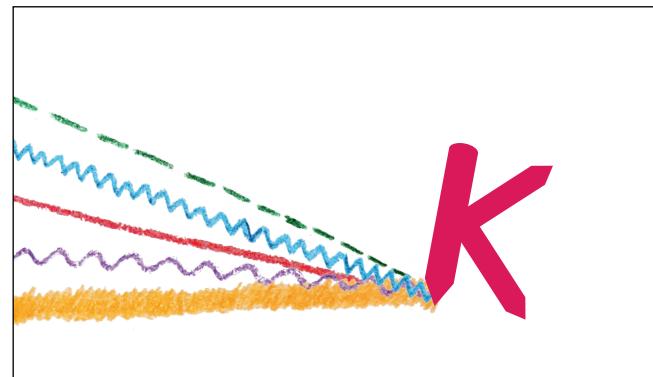
DISCOVER

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FINAL | BUSINESS CARD



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BUSINESS CARD MOCKUP



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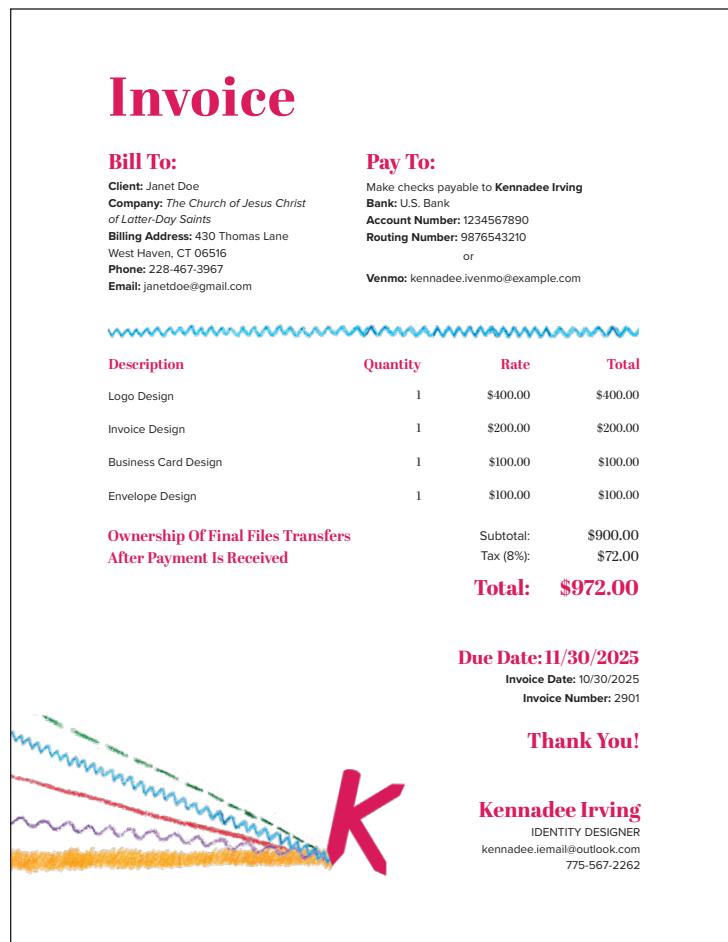
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Front



Back

Turning Ordinary Into Extraordinary

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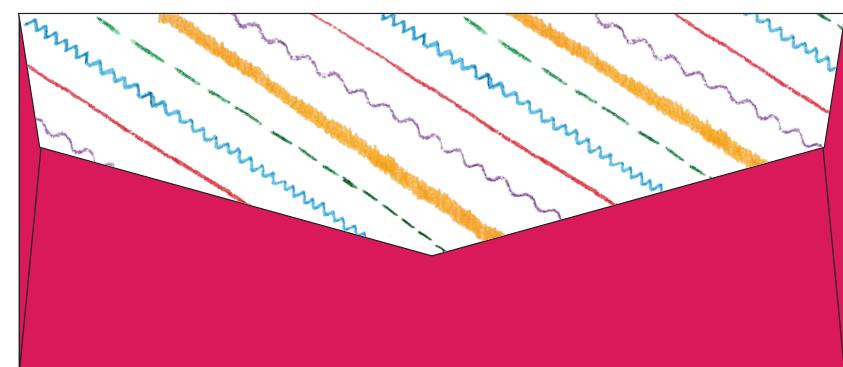
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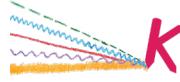
DELIVER

PONDER

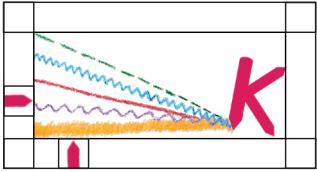
STYLE GUIDE

Kennadee Irving Identity Guideline

Logo



Minimum Print Size



Logo Minimum Space

Headline Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Abril Display ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Abril Display Bold

Secondary Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Abril Display 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

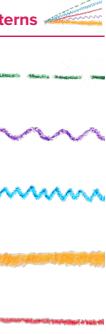
Secondary Colors Palette

#218755	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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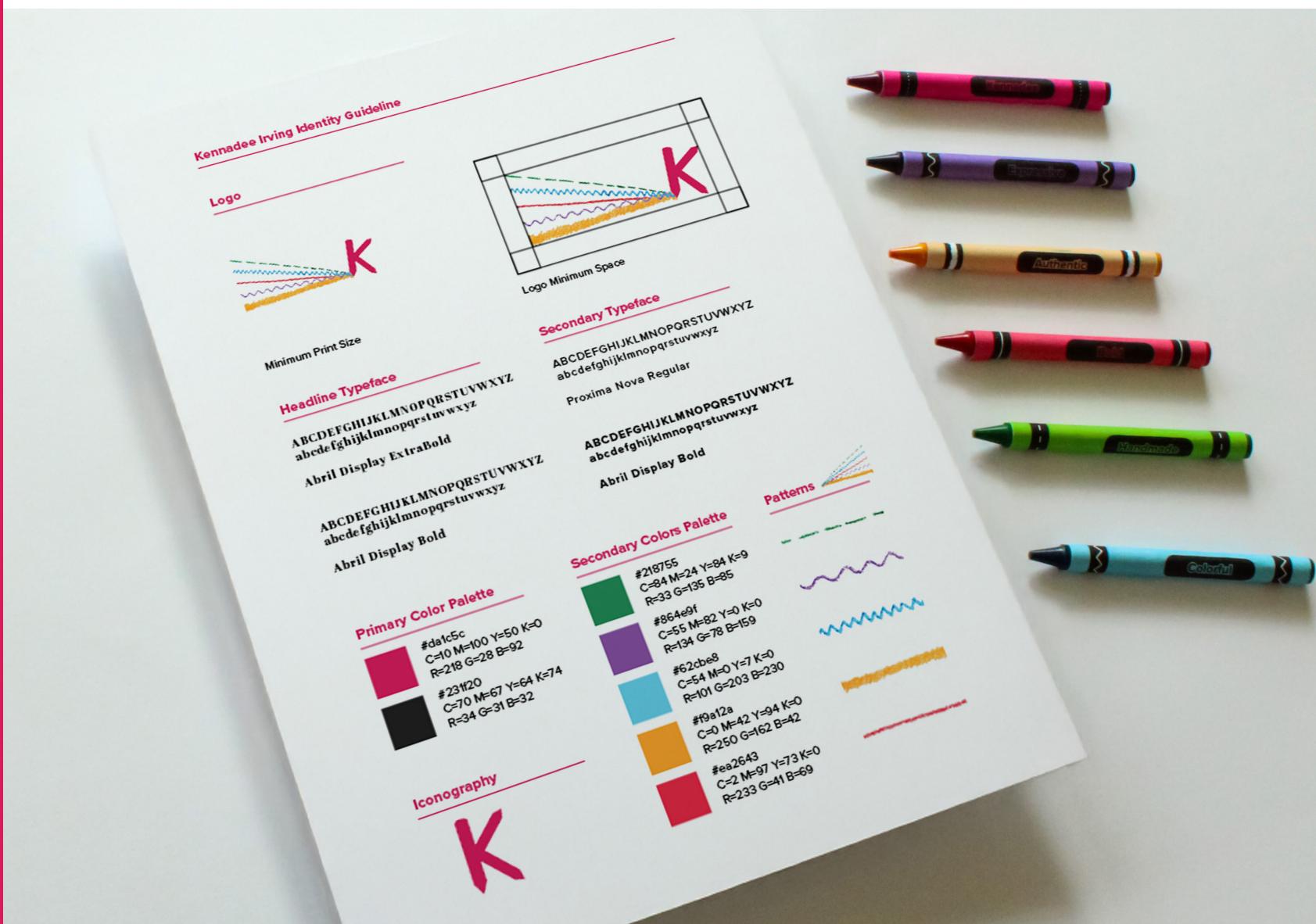
DISCOVER

DESIGN

DELIVER

PONDER

STYLE GUIDE MOCKUP



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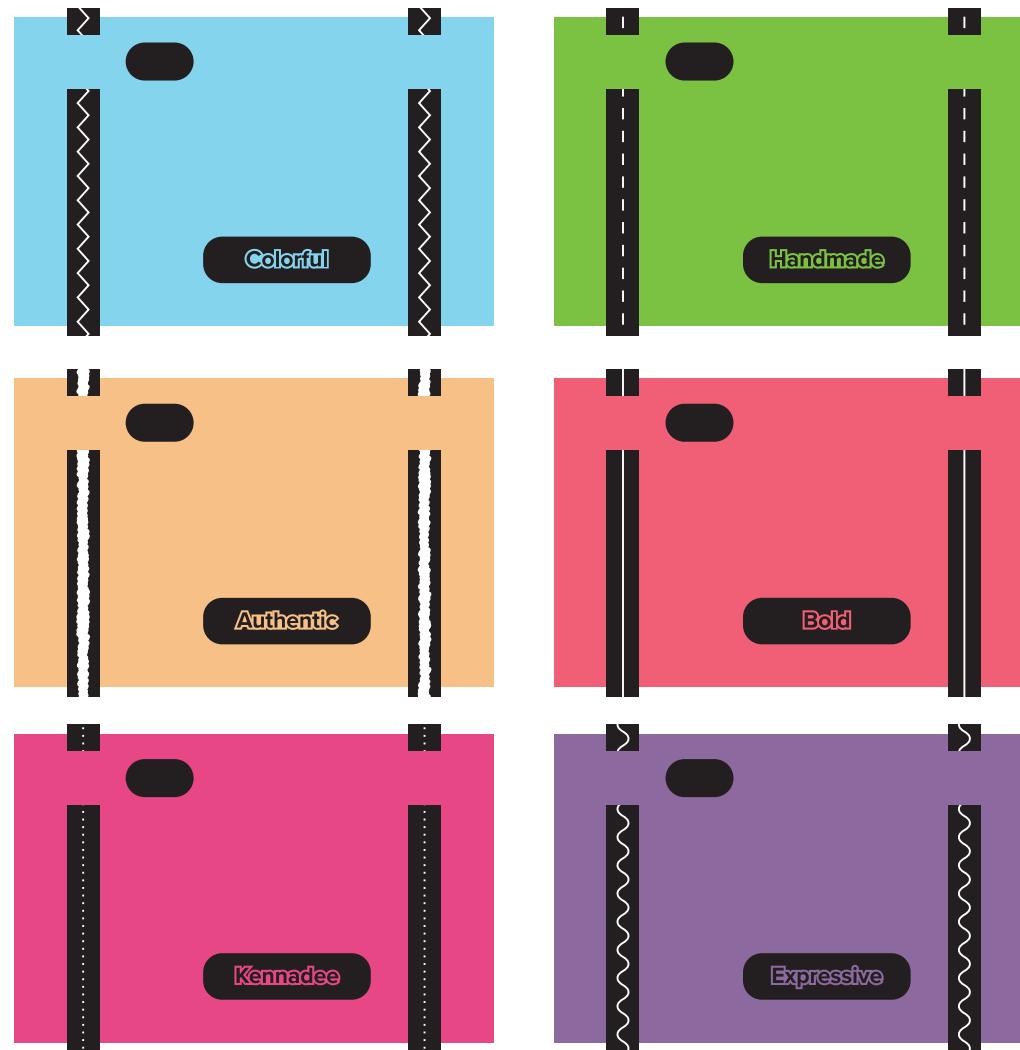
DISCOVER

DESIGN

DELIVER

PONDER

FINAL | CRAYON WRAPPERS



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PONDER

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 also loved the idea of having some idea of style pre-determined and having the designer be able to confirm to me what they 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. The nice thing about working with another designer was that we were super supportive of

each other as designers and did our best to steer each other in the right direction, which caused us to also think about the system that was being designed for us.

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.