

Branding

Intern: Healthy Tekoa Coalition, Washington State Department of Social and Health Services (DSHS)

Worked as the lead and sole designer for a local nonprofit. Designed through critique in order to present a polished logo for commercial use.

Constraints:

- High-quality output for print and web
- Adaptable and able to be presented on multiple mediums
- Must be approved by DSHS board, Healthy Tekoa Coalition committee, and test-group of Tekoa high schoolers

Contributions:

- Drafted two potential logos in consideration of feedback

Software Used

Adobe Creative Suite: InDesign, Illustrator

Skills Used

Visual communication design
Research



Original



Proposal 1



Proposal 2