ARV_123 & ARV_205:
FINAL BROCHURE
2023 CATAWBA RIDGE

Katherine Mann

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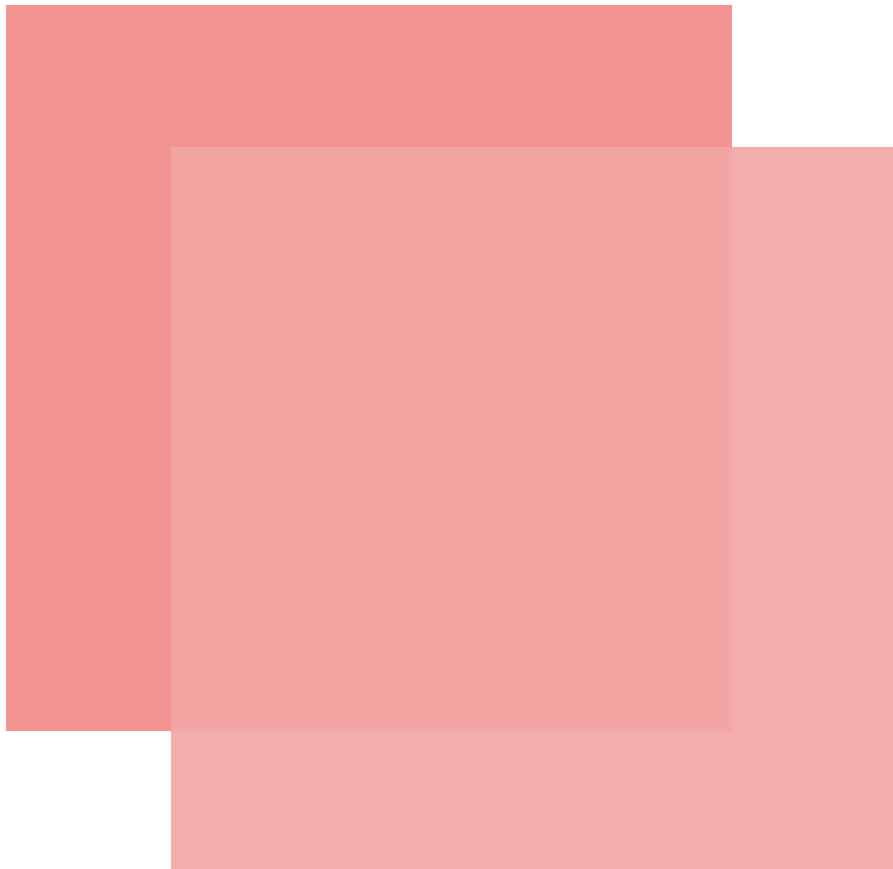
DAAD
LEVEL 3

# KATHERINE MANN

ESTABLISHED 02.07.05

BRAND BOARD

Behind the Scenes

THIS IS THE LOGO I CREATED FOR MYSELF.
I USED COLORS, FONTS, AND ICONS THAT I
THOUGHT REPRESENTED ME. I CREATED MY OWN
COLOR PALETTE WITH SEVEN OF MY FAVORITE
COLORS. MY PATTERN CONSISTS OF SOME OF
MY FAVORITE THINGS SUCH AS FLOWERS AND
ICECREAM. MY MOCKUPS WERE INSPIRED BY MY
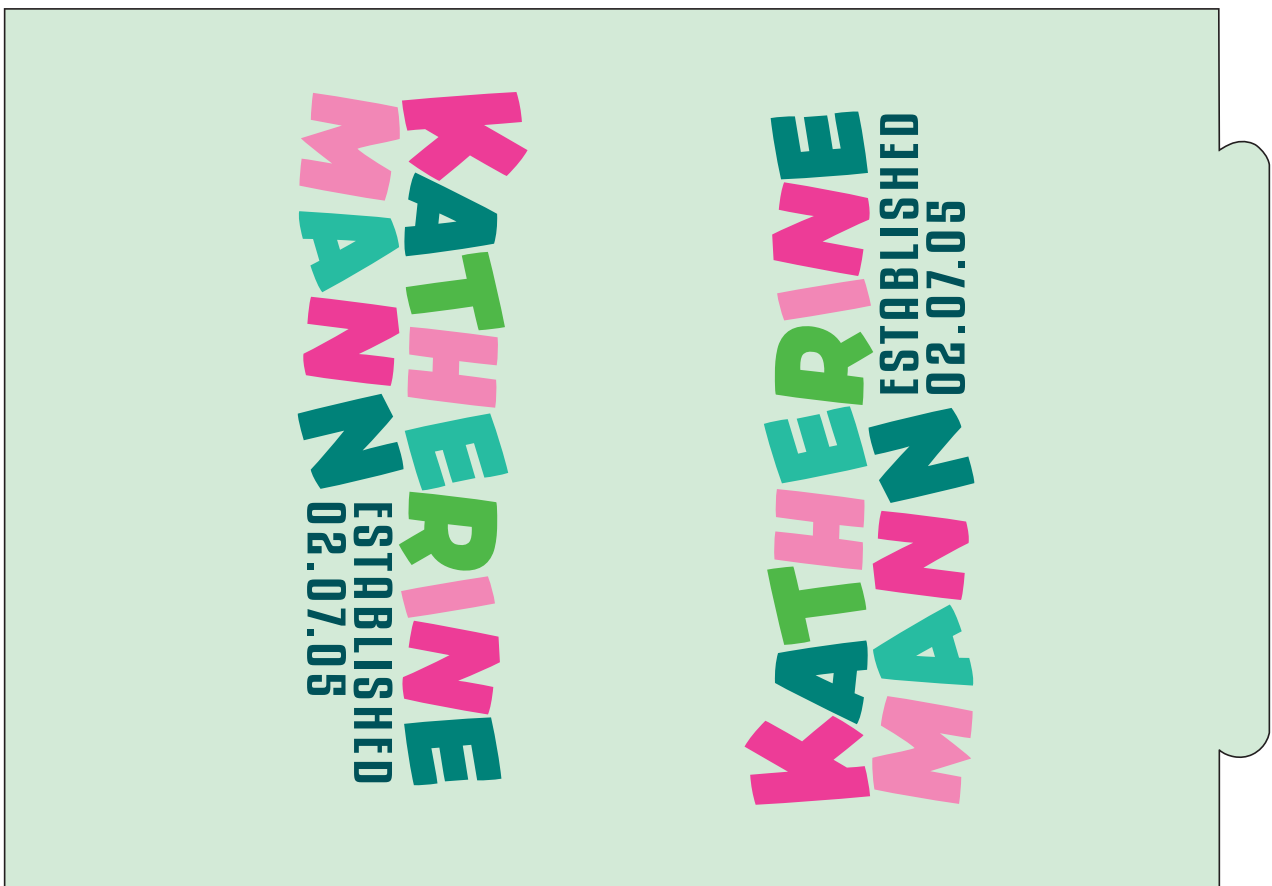LOVE FOR SKINCARE AND BEAUTY.

Ai

ADOBE ILLUSTRATOR

CUSTOM NAME TAGS

ADOBE ILLUSTRATOR
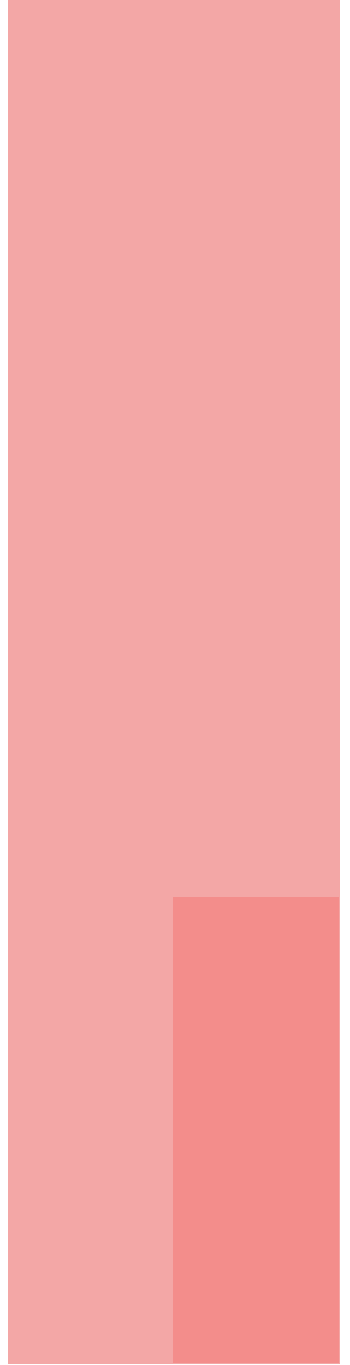
The Assemble

I CREATED THIS CUSTOM NAMETAG USING THE LOGO THAT I CREATED FOR MY BRAND BOARD. THE PROCESS OF ASSEMBLING THE NAMETAG WAS VERY EASY. THE LAYOUT IS SIMPLE AND EFFICENT TO USE. I WILL DEFINITELY USE IT FOR FUTURE NAMETAGS.

Printing

I CREATED THIS SHIRT DESIGN TO GO IN THE RIDGE GEAR STORE. I WANTED TO USE THE WHITE JERSEY SHIRT AND HAVE THE DESIGN BE CATAWBA RIDGE GREEN. I MADE A POCKET DESIGN FOR THE FRONT OF THE SHIRT USING THE SNAKE MASCOT. FOR THE BACK, I WANTED A BIG DESIGN TO STRETCH ACROSS THE SHOULDERS SAYING "THE RIDGE."

CRHS SHIRT DESIGNS

CATAWBA RIDGE COPPERHEADS

THE RIDGE

Ai

ADOBE ILLUSTRATOR

TRAVEL BOOKLET

The Process

I WATCHED A TUTORIAL OF KRISTY CAMPBELL, OWNER OF PINK PONY CREATIVE, MAKING A TRAVEL BOOKLET IN INDESIGN. SHE SHOWED ME HOW TO USE GUIDES AND GRIDS, GRADIENT MAPS, AND CHARACTER STYLES. AFTER WATCHING KRISTY'S VIDEO AND CREATING MY OWN TRAVEL BROCHURE, I FEEL VERY CONFIDENT USING INDESIGN.
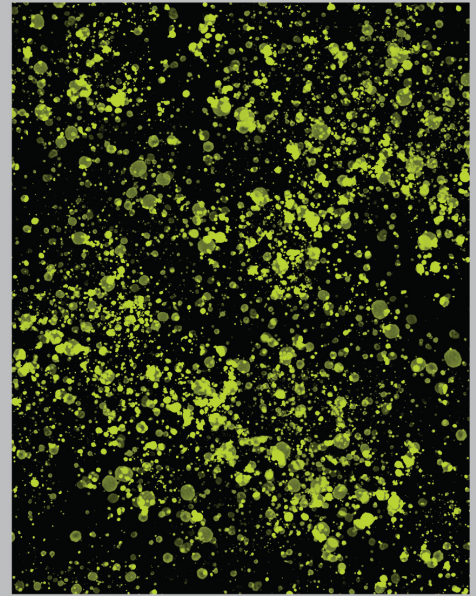
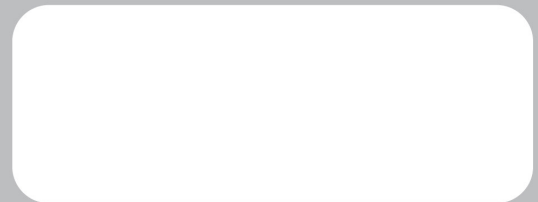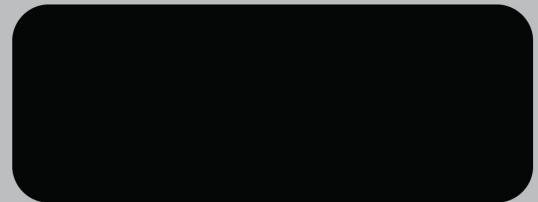IT IS INTERESTING SEEING THE DIFFERENT STYLES AND PROCESSES PEOPLE USE TO CREATE THER DESIGNS.

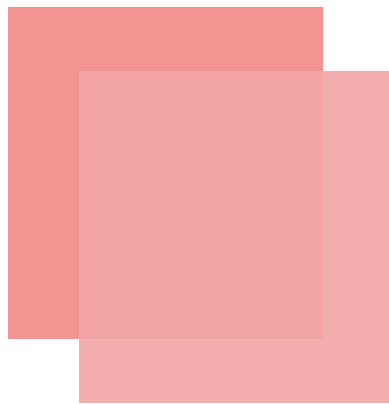ADOBE INDESIGN, ILLUSTRATOR, & PHOTOSHOP

RIDGE GEAR

Sides

Back

POP DESIGN CONCEPT

FOR MY POP DESIGN CONCEPT, I DECIDED THAT I WANTED TO GO FOR A NEON THEME. I USED THE NEON GREEN THAT HAS BEEN USED IN PAST RIDGE GEAR DESIGNS. FOR THE SIGN PART, I USED THE GLOW EFFECT FOR THE TITLE AND I CREATED A TWO COLOR DESIGN FOR THE SNAKE. FOR THE SIDES OF THE DISPLAY, I USED A SOLID BLACK BACKGROUND AND USED THE BRUSH TOOL TO CREATE THE SPLATTER EFFECT.

Ps **Ai**

ADOBE PHOTOSHOP & ILLUSTRATOR

POP DESIGN ADVERTISING

TO PROMOTE THE RIDGE GEAR STORE, I
MADE A STORY FOR THE DAAD INSTAGRAM
(@CRHSDAAD). MY DISPLAY DESIGN IS
GREAT FOR DISPLAYING MUGS. I TOOK
PHOTOS OF THE DESIGN FROM DIFFERENT
ANGLES.

ADOBE ILLUSTRATOR

"SIMPLICITY IS THE ULTIMATE
SOPHISTICATION."
- LEONARDO DA VINCI