Kendall Massey 2022-2023

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Every logo in this packet is something that I have created. I've featured a few of them here at the beginning to illustrate the breadth of logos I've created.

As you notice I do not have a style.

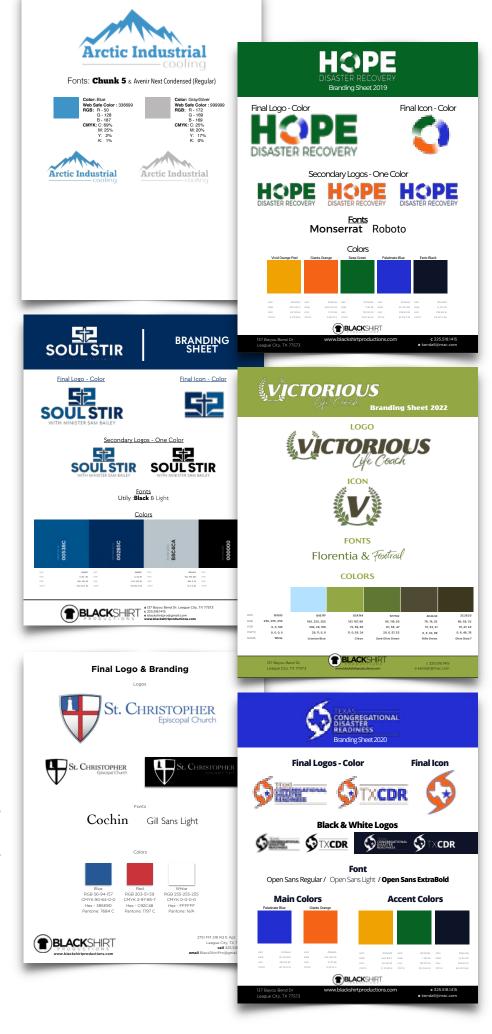
My greatest strength as a designer is that I design to my client and what they are asking for.

Whether its hip-hop fashion (Fat Frog), business (PS Solutions), a 20 something's church (The Refuge) or a disaster response team (Hope Disaster Recovery) each logo, feel and look is unique to my clientele.

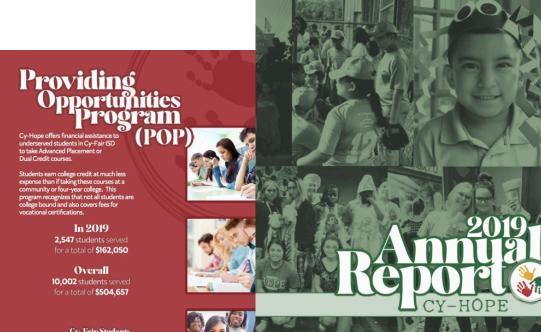
Every client who develops a logo with me gets a branding sheet.

This sheet illustrates the attention to detail in what the client receives. It consists of their logo, their icon, fonts (both primary and secondary) and their color palette.

Every decision comes from the branding... Business cards, posters, banners... Whatever it is... It starts with the brand.







DAYS DESCRIPTION OF THE POPULATION OF THE POPULA

Our Mission

CONTREMENTS
CONTREMENTS
CONTREMENTS
CONTREMENTS
WHY IS CT-4-OFFE MEEDED 4
MESSAGE FROM OUR EXECUTIVE DIRECTION 8
FAR IN NUMBERS - 2009 - 7
CT-HOPE FUNDAMENTS - 1
COMMUNITY FUNDAMENTS - 8
COMMUNITY NOVOLWERS TO ACTIVETS - 10
COMMUNITY NOVOLWERS TO ACTIVETS - 10
COMMUNITY NOVOLWERS TO ACTIVETS - 10
COMMUNITY NOVOLWERS - 10
MENOTION TO ACTIVETS - 10
COURSE NOT COMMUNITY - 10
PROVIDENCE OPPORTMENTS - 10
MENOTION TO ACTIVETS - 10
MENOT





I've designed and printed books, mailers, annual reports for non-profits - if you can think of it I've probably designed it. If you would like to see some full books - those are available upon request.





When I've worked as a graphic designer at non-profits, I produce everything they need - from design to print. Even in the above picture, you can see 4 stand-up signs, a kiosk for books, and the books in the kiosk - each of those I took from design to print. Below, you can see cards, tickets, books, posters, cards.





Every sections has a specific brand. I designed and printed guides, created direct mailers to the community and created video bumpers with original music. Every 4-5 weeks, there was a new series with a new look and feel. I did this all at the same time as I was the campus worship leader - organizing teams and producing music weekly.

These positions are digital advertising, branding, digital marketing, customer relations and targeted marketing - all wrapped up in one specific job





I have designed products of all type - banners, shirts, a-frame signs, mugs... everything is brand specific.

We make sure the company's brand is felt throughout. Using their colors and feel to put forward their look and vision, every product should be an extension.

That's what we do.

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