

Illustrator & Photoshop

The By Design Project was birthed to promote and create equal opportunities, advance professionalism, launch careers, and foster creativity in minority women. The By Design Project exists as a reminder that people were crafted by God in His image and designed for a purpose. This mentorship program was called a project because we are all works in progress, and we strive each day to be better than the day before.

The goal of the mentorship program was to reach minority women across the world and empower them to create the lives they were designed to live! The message behind the logo represents the brand's message of "lifting as we climb and empowering women by design."

The circular arrow represents the work in progress people are and the cycle of empowerment and community produced through this organization. The idea is not reaching perfection but constantly striving for progress.

For stationary, triangular shapes were always at the forefront of the design. The circular logo, rectangular stationery, and triangular shapes complement each other. The goal for the landing page was to present a strong image at the forefront to invite the viewer to get a feel for the organization through images. The geometrical shapes throughout the design serve as conceptual building blocks for the design and the foundational values of the mentorship organization.

CHARITABLE ORGANIZATION

NAME OPTIONS

- Black women at work
- Equal
- Enough
- A place for girls
- Girls design
- Designing the future
- **The by design project**

ADJECTIVES

- Special
- Creative
- Purposeful
- Innovative
- Passionate
- Empowering

WORD ASSOCIATIONS

SPECIAL

important memorable
gifted unique
set apart

INNOVATIVE

ideas birth originate
new fresh initiate
plan invent start
kick off entrepreneur

CREATIVE

painting art
artistic drawing
to create to birth
original imaginative
visionary inspiring

PASSIONATE

drive meticulous
care love
heart soul

PURPOSEFUL

determined pride
meaning reason
persistent strongwilled

EMPOWERING

start charge launch
power enable drive
propel move thrust
push

PURPOSE

What does the organization do?

- Equal rights for women/girls of color
- Equal chances
- Equal opportunities
- Equal education
- Equal exposure
- Support the arts
- Foster creativity
- Equal pay

STORY

Is there a unique story behind the organization?

We exist to create equal opportunities, advance professionalism, launch careers, and foster creativity in minority women. The by design project exists as a reminder that we all were carefully crafted by God in His image and designed for a purpose. We are called a project because we are all works in progress, and we strive each day to be better than the day before. It is our goal to reach minority women across the world and empower them to create the lives they were designed to live!

MESSAGE

What is the primary message you want to convey about the organization?

Lift as we climb. Empowering women of color by design.

THE BY DESIGN PROJECT

This charitable organization was birthed as a result of the social issue poster project.

DESIGN – DEFINED

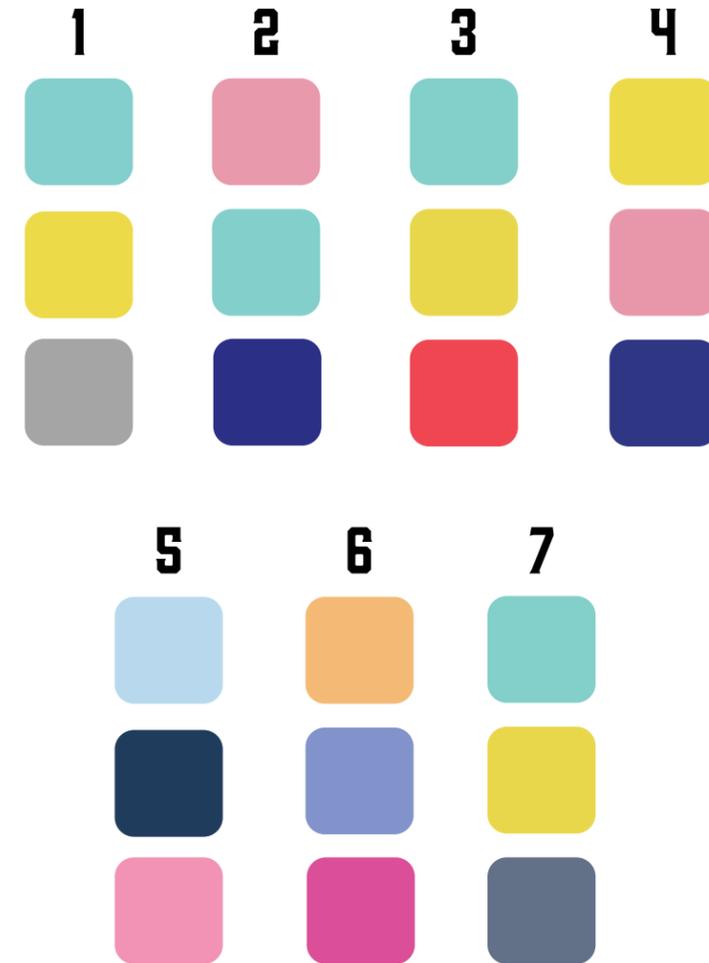
Design:

- to create, fashion, execute, or construct according to plan : DEVISE, CONTRIVE
- to conceive and plan out in the mind
- to have as a purpose : INTEND
- to devise for a specific function or end
- to indicate with a distinctive mark, sign, or name
- to make a drawing, pattern, or sketch of
- to draw the plans for
- to conceive or execute a plan
- to draw, lay out, or prepare a design
- a particular purpose or intention held in view by an individual or group; deliberate purposive planning
- a mental project or scheme in which means to an end are laid down
- a deliberate undercover project or scheme : PLOT; aggressive or evil intent —used with, on, or against
- a preliminary sketch or outline showing the main features of something to be executed
- an underlying scheme that governs functioning, developing, or unfolding : PATTERN, MOTIF
- a plan or protocol for carrying out or accomplishing something (such as a scientific experiment)
- also : the process of preparing this
- the arrangement of elements or details in a product or work of art; a decorative pattern
- the creative art of executing aesthetic or functional designs

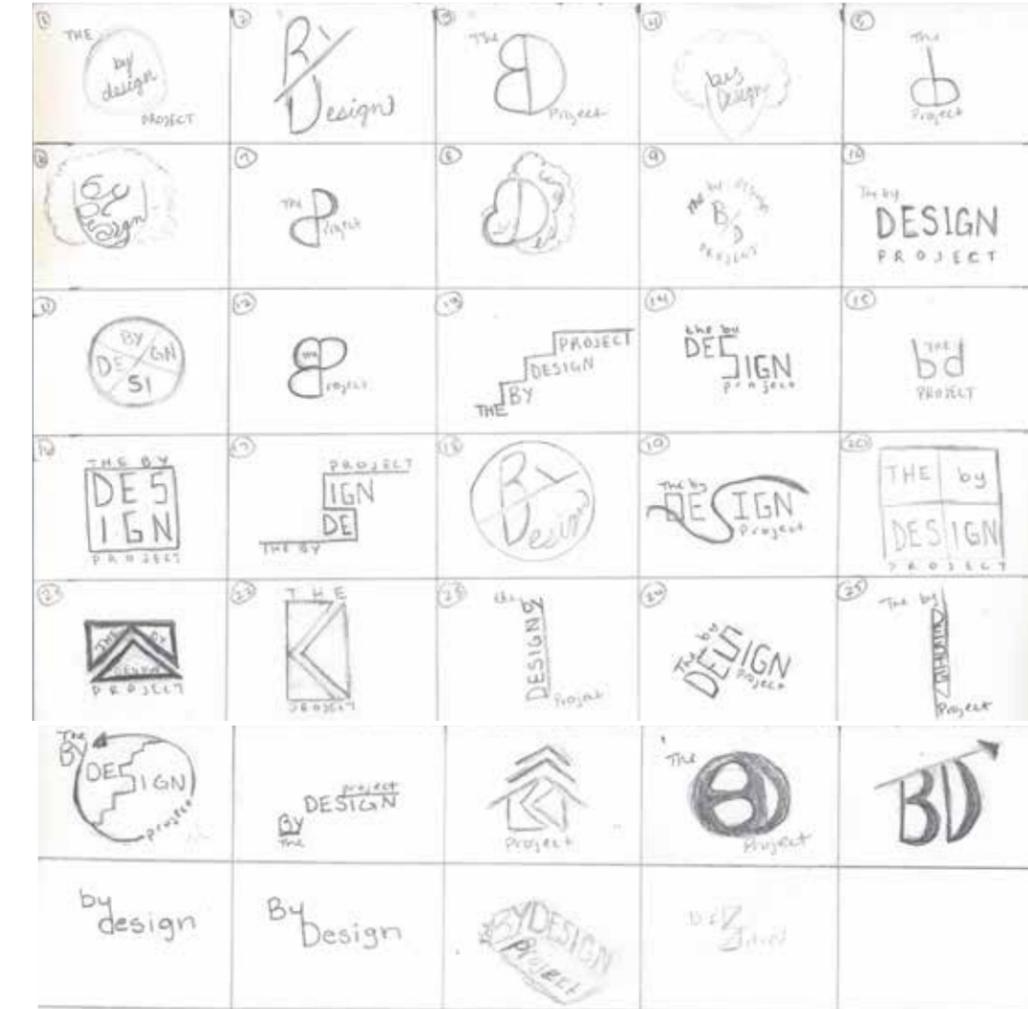
DESIGN (SYNONYMS)

architecture	depiction	motive
arrangement	diagram	organization
composition	doodle	sketch
configuration	dummy	project
construction	formation	setup
drawing	makeup	story
form	outline	action
idea	paste-up	aim
layout	perspective	brainchild
map	tracery	enterprise
method	tracing	goal
model	treatment	machination
pattern	device	meaning
picture	drawing	objective
plan	motif	purpose
blueprint	painting	proposition
chart	portrait	reflection
comp	shape	scene
conception	style	target
constitution	figure	thinking
delineation	illustration	big picture

COLOR PALETTES



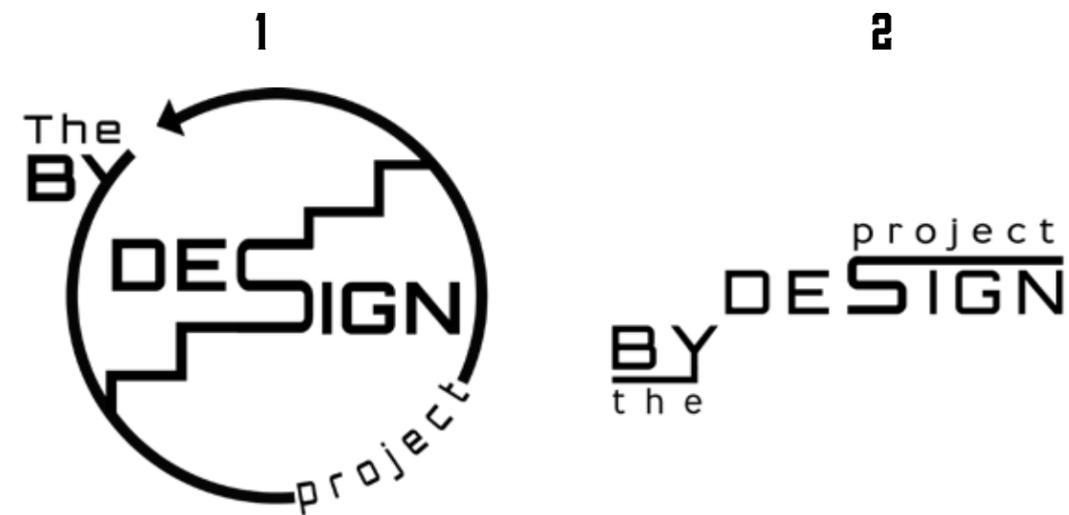
LOGO THUMBNAILS



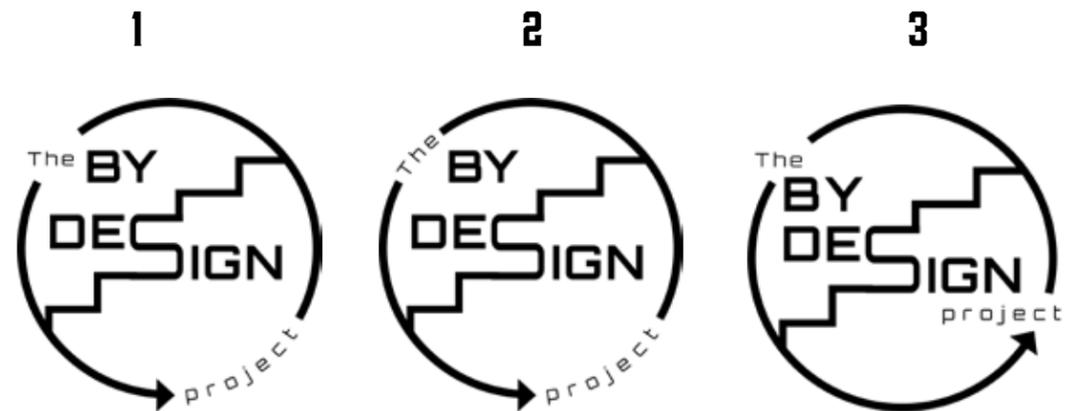
Source: <https://www.thesaurus.com/design>

After receiving feedback, I revisited logos 1, 2, 13, 14, 17, 22 and made new versions with emphasis on “by design” instead of just “design.”

DIGITAL LOGO OPTIONS



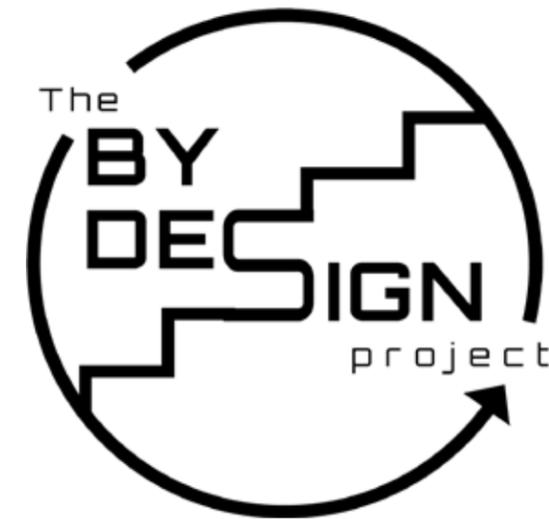
REVISED LOGO OPTIONS



After receiving feedback, I revised this logo to provide better balance and emphasize "By Design" instead of just "design."

FINAL DESIGN

LOGO



NARRATIVE

The message behind the logo is to represent the brand's message of "lifting as we climb and empowering women of color by design." The circular arrow represents the work in progress we are as people and the cycle of empowerment and community that I want to invoke through this organization. We will never be perfect, but we will always be progressing.

COLOR PALETTE



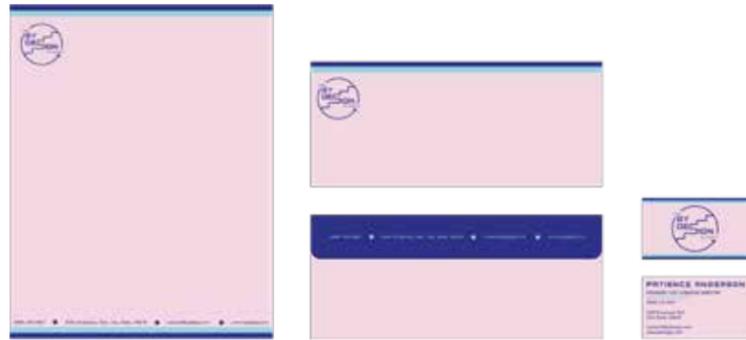
STATIONERY CONCEPTS



1



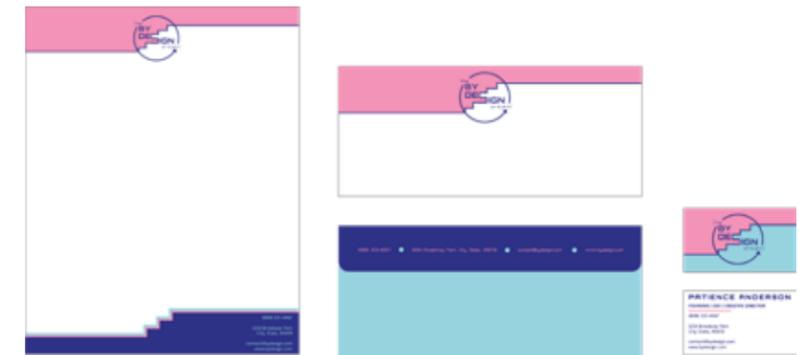
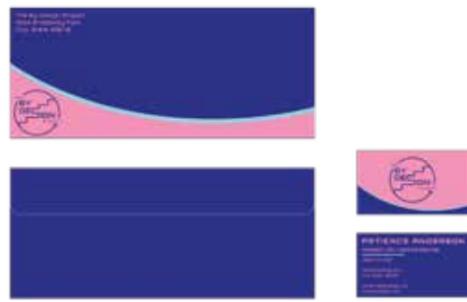
2



3



4



5

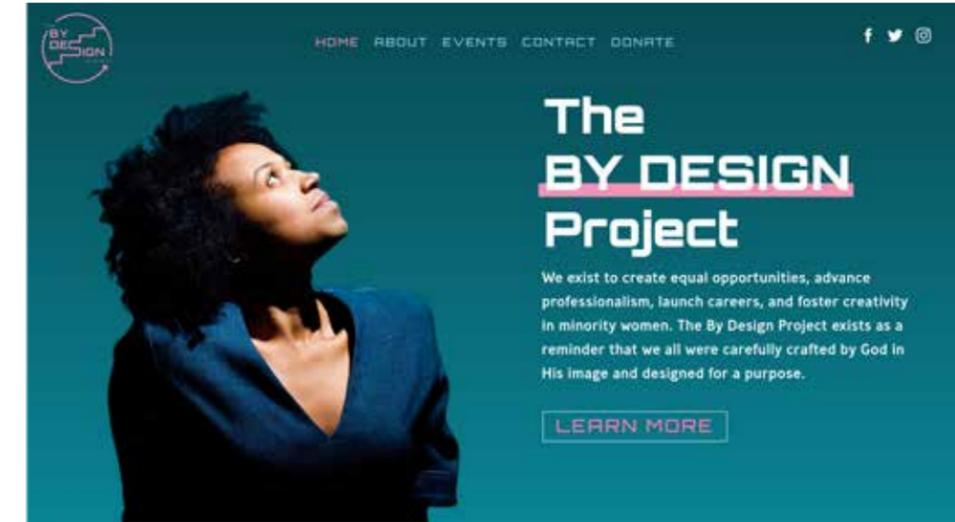
LANDING PAGE CONCEPTS



1



2



3