



logos

collateral

advertising

website

misc.

design samples



**Strengthen the Visual Impact of Your Business.**

It all begins with a first impression, as with anything, a first impression will shape the initial set of emotions and concepts people will experience about your business.

For most, this impression is enough to make a difference in their decision to stop and take notice of you before they will stop and take notice of your competition.





## Creative Arts, Leadership & Talent Academy

Client : Creative Arts, Leadership & Talent Academy  
Software: Adobe Illustrator Designer: Danielle Smith

As the client's academy is for adults and youth, it was important that their anagram has a carefree and mature look. Various colors not only represent the varied offerings of the school, but also the unexpectedness of creativity and inner spirit of oneself.

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logos

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nurse association



# TCBNA

Tri-County Black Nurses Association

Client : Tri-County Black Nurses Association (Davenport Consulting Group)

Software: Adobe Illustrator Designer: Danielle Smith

This logo re-design was a visual and literal interpretation of the new generation of this association, breaking from a bit from the older generation. However, to keep the balance of the past and future, the client still wanted to employ the use of traditional text. Though presented with various leaf options, the final decision was to use a bay leaf as a symbol of healing.

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cement builders



# PALMETTO CIVIL GROUP

INDUSTRIAL HIGHWAY COMMERCIAL

Client : Palmetto Civil Group (Davenport Consulting Group)

Software: Adobe Illustrator Designer: Danielle Smith

As a cement builder company, the criteria of this logo is: masculine, strong, representation of the highway, SC symbolism. The result: A bold, stylized palm tree with strong, geometrical lines, highway lines that converge, that represent the business medium.

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logos

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misc.

marketing/consulting

# D·C·G

## DAVENPORT

### CONSULTING GROUP, LLC

Client : Davenport Consulting Group

Software: Adobe Illustrator Designer: Danielle Smith

This client wants a very basic, traditional logo with a touch of “zing”. Still being very traditional to her core, I used a sans serif typeface to bring in a little bit of leniency, with the main text visual being a strong traditional typeface.

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reptile habitat vinyl

H A B I T A T



W R A P S

Client : Habitat Wraps

Software: Adobe Illustrator Designer: Danielle Smith

This product logo needed to be kept simple, yet memorable and eye-catching as it will be set against very colorful packing most of the time. As this is an amphibian/reptile tank décor company, I show, in a fun way, an instant understanding of the product's favorite subject matter combined with an easily acknowledged brand lettermark.

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logos

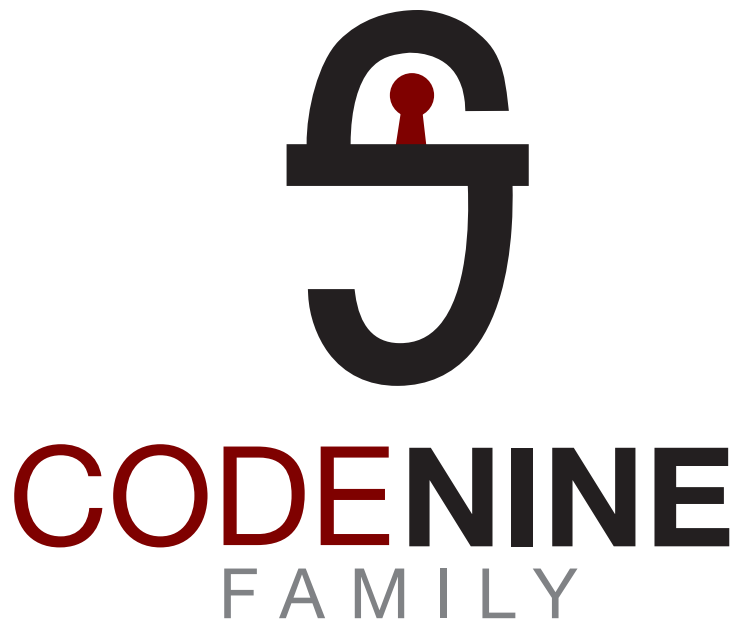
collateral

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misc.

family online security



Client : Code Nine Family

Software: Adobe Illustrator Designer: Danielle Smith

This is a trial logo for a start-up company. This client had vision whatsoever of what they wanted. In this comp, the number 9 and the letter C are combined to provide a lock. For this concept, I was really inspired to combine the concept with the name in a literal way to further emphasize the idea of “inter-locking” and in hope to create a subliminal remembrance.

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logos

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misc.

healthcare



A Randomized Recruitment Intervention Trial

Client : University of Texas

Software: Adobe Illustrator Designer: Danielle Smith

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logos

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private christian  
school collateral

Client : Vision Christian Academy  
Software: Adobe InDesign, Adobe Illustrator  
Designer: Danielle Smith

The motto for VCA is, *As the Twig is Bent, so the Tree Grows*. I chose a simplified illustration style for their brand image to create an atmosphere that is associated with simplicity of youth and learning; I contrasted that with a very traditional letter setting. This provides a balance for their informational material to lean in the direction the situation requires.

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**THE COMMUNITY COMPASS PROJECT**

*Recipes For Life*

• Presented by MUSC Hollings Cancer Center and Our Partners •

**MUSC**  
HOLLINGS CANCER CENTER  
A National Cancer Institute Designated Cancer Center

Join Us at the 2nd Annual Community Compass Project Gala  
*Recipes for Life*



**THE COMMUNITY COMPASS PROJECT**

*Recipes For Life*

• Presented by MUSC Hollings Cancer Center and Our Partners •

**MUSC**  
HOLLINGS CANCER CENTER  
A National Cancer Institute Designated Cancer Center

Join Us at the 2nd Annual Community Compass Project Gala  
*Recipes for Life*

**FRIDAY APRIL 20 2012 6PM**  
Trident Technical College Conference Center  
7000 RIVERS AVENUE

**3RD ANNUAL COMMUNITY COMPASS PROJECT**

**THE COMMUNITY COMPASS PROJECT**

*Laughter and Lifestyles*

**2013**

**THURSDAY APRIL**  
Trident Technical College Conference Center  
7000 Rivers Avenue Charleston SC 29423

**MUSC**  
HOLLINGS CANCER CENTER  
A National Cancer Institute Designated Cancer Center

DATE April 25, 2013

2013 COMMUNITY COMPASS PROJECT

PAY Best Recipe Grand Prize Winner! \$ **350.00**

three-hundred fifty DOLLARS

*MUSC Hollings Cancer Center*

**BEST RECIPE CONTEST SCORE CARD**

CRITERIA	Rate Each Dish on a Scale of 1-5 (1=lowest, 5=highest)	SCORE
Taste	Does the final dish taste good? Do the components fit well together? Are the ingredients cooked appropriately?	1-5
Creativity	Is the dish creative and interesting?	1-5
Appearance	Is the dish attractive? Are the ingredients colorful and appealing?	1-5
Recipe	Is the dish health-conscious?	1-5

Contestant Number \_\_\_\_\_ Dish Name \_\_\_\_\_

Contestant Name/Organization \_\_\_\_\_

Judge \_\_\_\_\_ Category \_\_\_\_\_

logos

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misc.

health advocacy  
event materials



logos

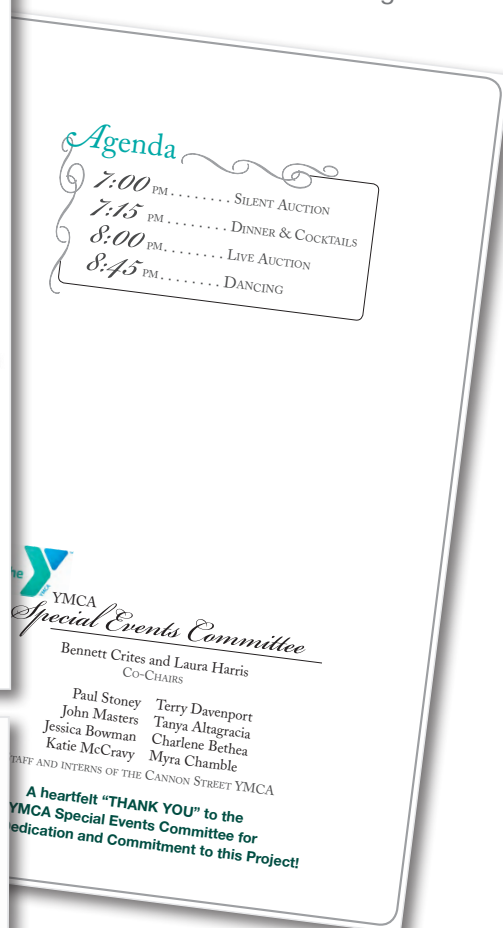
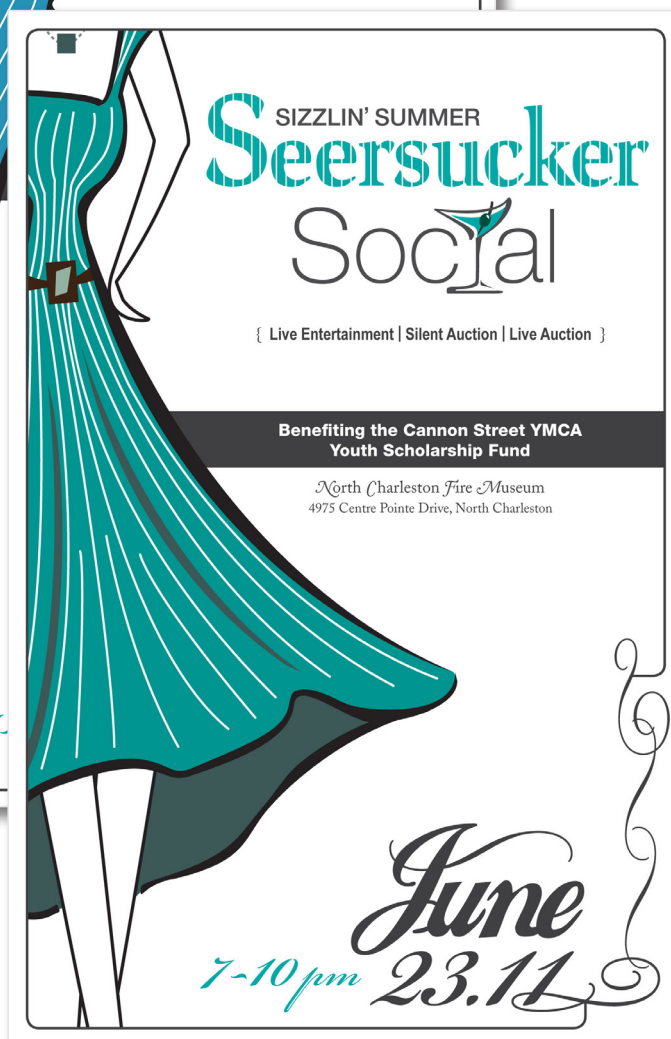
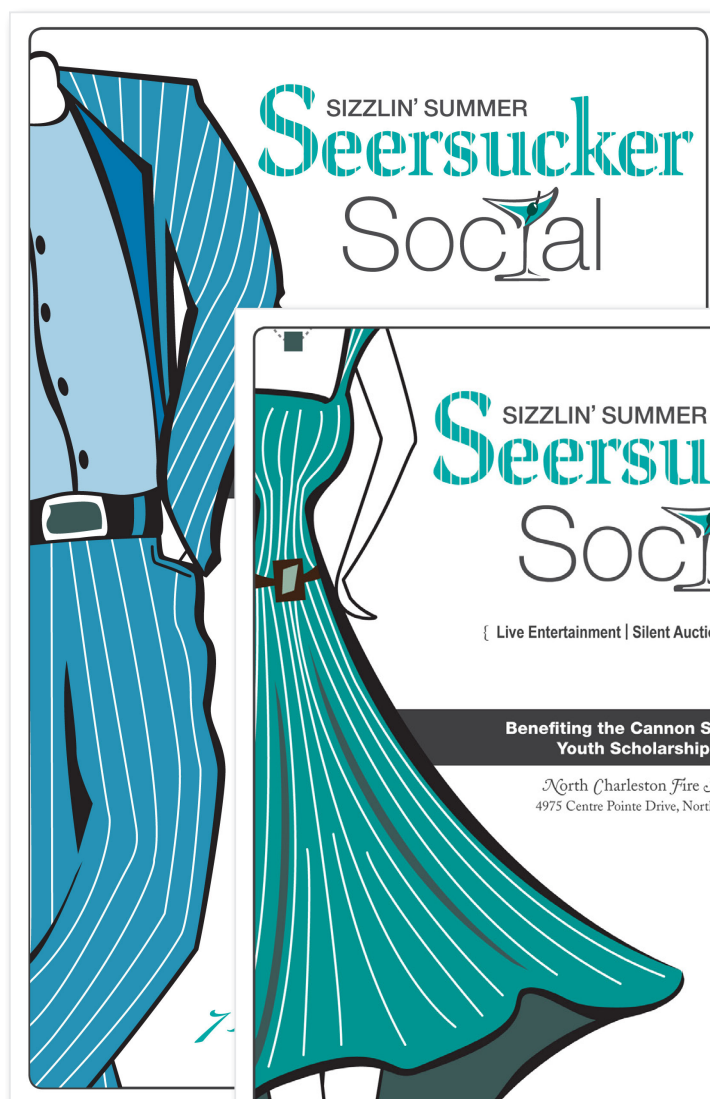
collateral

advertising

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misc.

YMCA  
Fundraising Event



Client : YMCA, Cannon Street | South Carolina (Davenport Consulting Group)  
Software: Adobe InDesign, Adobe Illustrator Designer: Danielle Smith

This set of materials was designed for a fun southern fundraiser gathering. The request of the client was: fun, seersucker, unique. I illustrated these with the idea of strongly emphasizing both the male and female iconic seersucker apparel. The flourishes and text style represent summer causal at it's most relaxed.

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logos

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concert promotion



postcard

LEVATING the Community  
through the many **VOICES**  
of BOEING

SIGN UP TODAY!



concert badges

### McDonald's Choir Showcase & Elevated Voices

McDonald's Choir Showcase presents  
Boeing's ELEVATED VOICES MCS Pre-Show Choir  
Sunday | May 11, 2014

#### 2014 CHOIR TIMELINE

**Monday, January 13**  
Audition Registration Begins  
**Friday, January 31**  
Registration Deadline  
**Saturday, March 1**  
First Rehearsal: 12:00pm-2:30pm  
**Saturday, March 29**  
Second Rehearsal: 12:00pm-2:30pm  
**Saturday, April 12**  
Third Rehearsal: 12:00pm-2:30pm  
**Saturday, May 10**  
Dress Rehearsal & Walk-Thru  
6:00pm-9:00pm  
**Sunday, May 11, 2014**  
Ready! Set! Showtime!!



- Elevated Voices to Have **35-50 PARTICIPANTS**
- Choir Participants Must Commit to **ATTEND 2-3 REHEARSALS**
- **BACKGROUND SINGERS** Will be Provided by MCS Staff
- Choir Will **TRAIN & REHEARSE** with the Band Provided by MCS Staff
- Elevated Voices to open for/serve as **Pre-Show Guest for 2014 McDonalds Showcase**
- Dress code for Elevated Voices: **Sky Blue Top & Black Bottoms**
- Elevated Voices will Participate in a **Meet-n-Greet with Showcase Guests**
- Elevated Voices will Have Access to the **Pampering Suite**
- Elevated Voices will Receive a **Beauty Product Goodie Bag**

choir outreach flyer

Client : McDonald's® Choir Showcase

Software: Adobe InDesign, Adobe Illustrator Designer: Danielle Smith

Life and excitement are two things that really needed to pop in this client's advertising. Because of the amount of information need on the materials, it was very important to maintain a sense of balance and clarity throughout the layout.

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logos

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music summit  
promo flyer

Client : Music Ministry Summit (McDonald's® Choir Showcase)

Software: Adobe InDesign Designer: Danielle Smith

This summit is produced in conjunction of a large concert event. The emphasis here was to maintain the integrity of the concert event, while creating a advertising for the summit. This postcard flyer acts as both a handout piece and as a program itenary.

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logos

collateral

advertising

website

misc.

product coupon  
included with order



Client : SissyLittle.com

Software: Adobe InDesign, Adobe Illustrator Designer: Danielle Smith

SissyLittle.com needed an advertising piece to bring customers back to the website. In this instance, the photography of the product works best if it speaks for itself.

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logos

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website

misc.

banners for in-store  
product displays



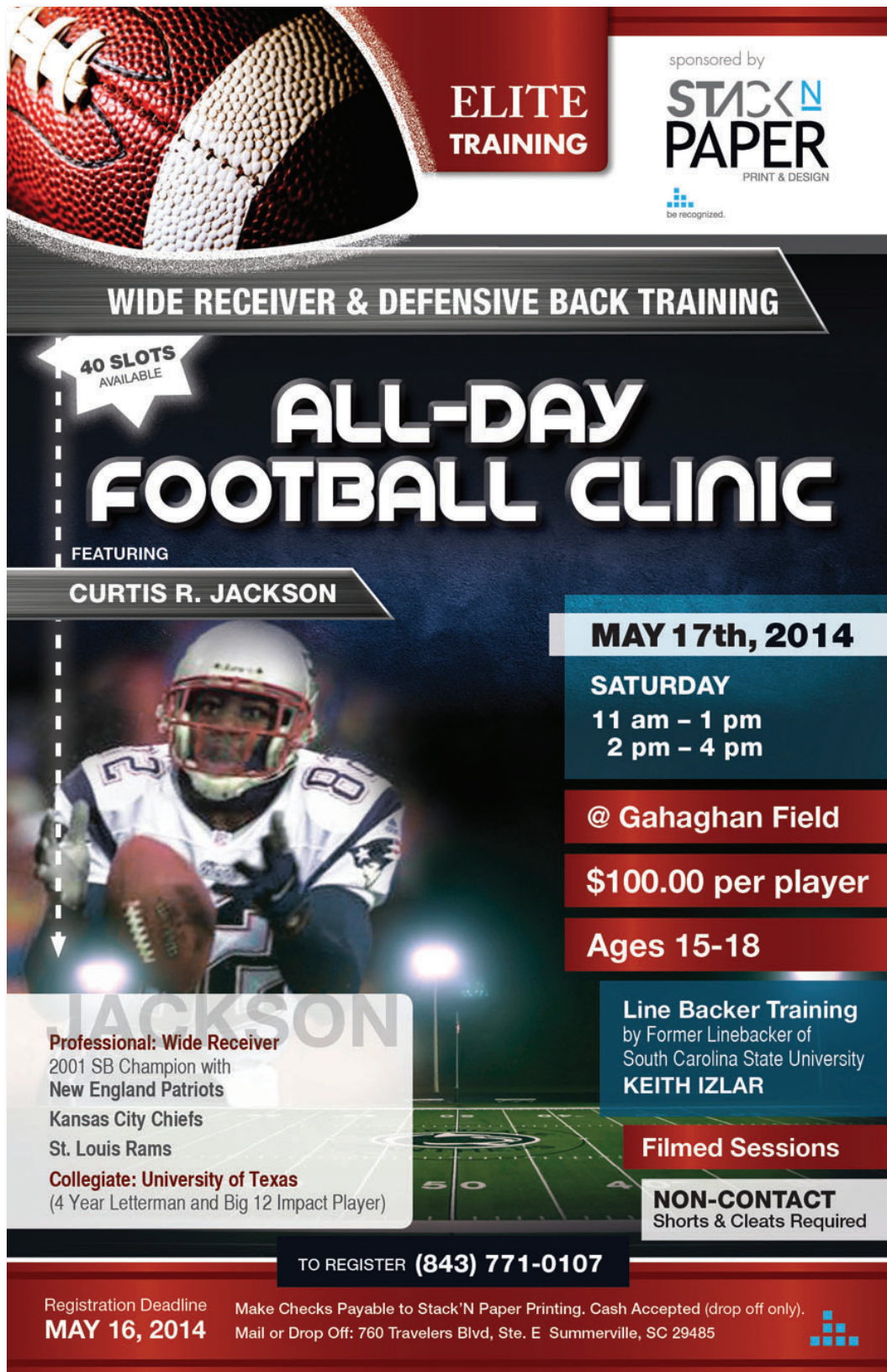
Client : Habitat Wraps

Software: Adobe Illustrator, Adobe Photoshop Designer: Danielle Smith

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**ELITE TRAINING**

sponsored by  
**STACK'N PAPER**  
PRINT & DESIGN  
be recognized.

**WIDE RECEIVER & DEFENSIVE BACK TRAINING**

**40 SLOTS AVAILABLE**

# ALL-DAY FOOTBALL CLINIC

FEATURING  
**CURTIS R. JACKSON**

**JACKSON**

**Professional: Wide Receiver**  
2001 SB Champion with  
New England Patriots  
Kansas City Chiefs  
St. Louis Rams  
**Collegiate: University of Texas**  
(4 Year Letterman and Big 12 Impact Player)

**MAY 17th, 2014**  
**SATURDAY**  
11 am – 1 pm  
2 pm – 4 pm

**@ Gahaghan Field**

**\$100.00 per player**

**Ages 15-18**

**Line Backer Training**  
by Former Linebacker of  
South Carolina State University  
**KEITH IZLAR**

**Filmed Sessions**

**NON-CONTACT**  
Shorts & Cleats Required

**TO REGISTER (843) 771-0107**

Registration Deadline  
**MAY 16, 2014**

Make Checks Payable to Stack'N Paper Printing. Cash Accepted (drop off only).  
Mail or Drop Off: 760 Travelers Blvd, Ste. E Summerville, SC 29485

logos

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misc.

event poster

Client : Stack'NPaper Printing

Software: Adobe InDesign, Adobe Photoshop Designer: Danielle Smith

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logos

collateral

advertising

website

misc.

event poster

Client : People Against Rape

Software: Adobe Illustrator Designer: Danielle Smith

For this charity benefit, I decided upon an open, clean beach illustration - my goal is to invoke a sense of newness and freshness. The typeface gives the feel of a casual uptown event.

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logos

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advertising

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misc.

community outreach  
flyer



Client : United Missionary Baptist Church  
Software: Adobe InDesign Designer: Danielle Smith

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logos

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advertising

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misc.



front end design  
splash page



Client : Marcus Allen

Software: Adobe Photoshop, Adobe Illustrator, GoDaddy Website Builder

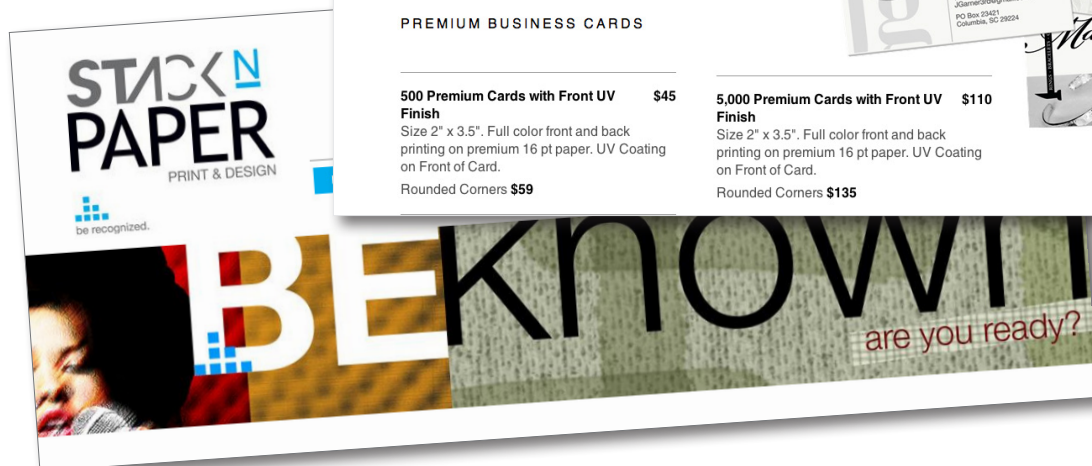
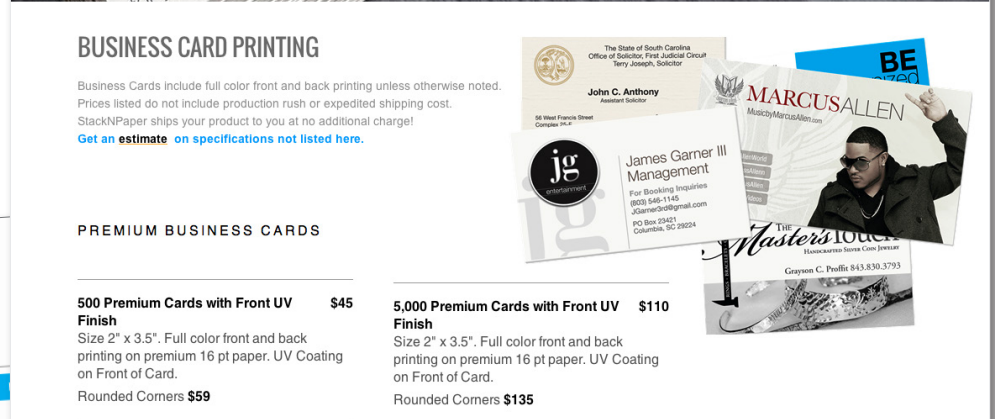
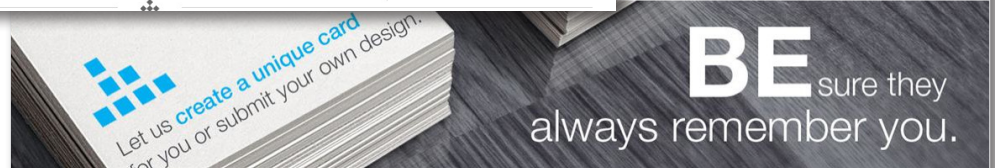
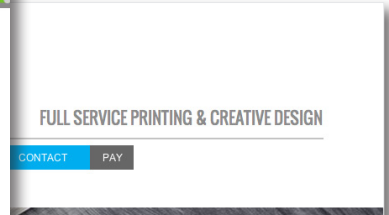
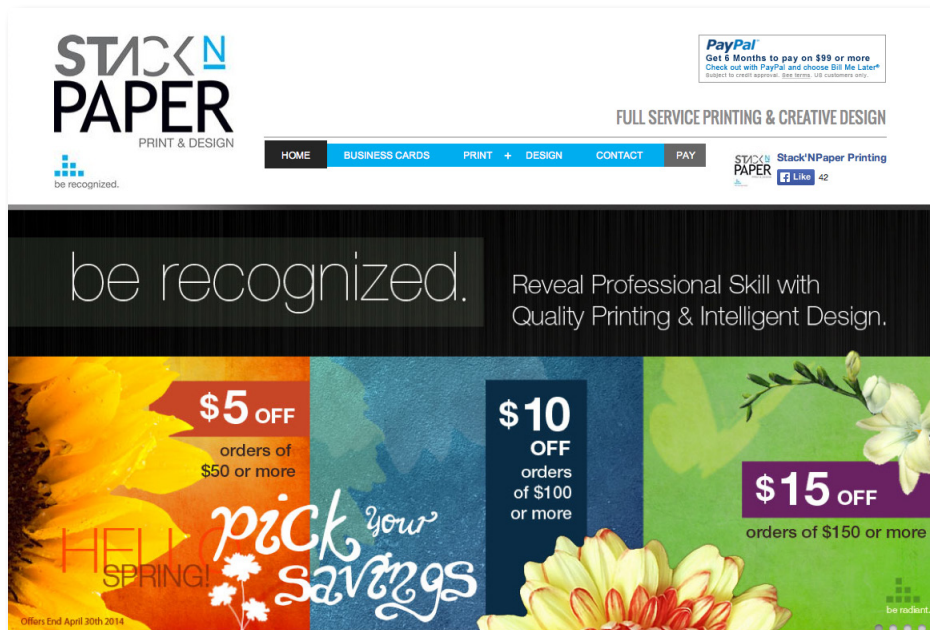
Designer: Danielle Smith

This client wanted a classy and inspiring splash page for fans his fans to anticipate his full website release.

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logos

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misc.

front end design

Client : Stack'N Paper Printing

Software: Adobe Photoshop, Adobe Illustrator, GoDaddy Website Builder

Designer: Danielle Smith

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Client : Habitat Wraps

Software: Adobe InDesign, Adobe Illustrator, Adobe Photoshop

Designer: Danielle Smith

Exciting, fun and life-like elements were the goal of this product design. Quick and easy installation was the key selling factor of this product.

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logos

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product and  
package design





logos

collateral

advertising

website

misc.

t-shirt design

Client : Holly Hill-Roberts High School Class of 1983  
Software: Adobe Illustrator Print Technique: Screen Printing  
Designer: Danielle Smith

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logos

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t-shirt design



Client : Quintech Solutions, Inc.

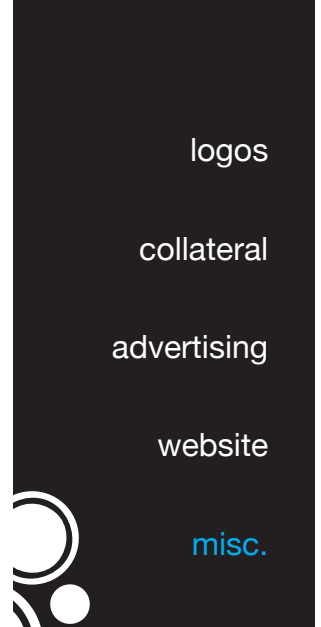
Software: Adobe Illustrator Print Technique: Screen Printing + Embroidery

Designer: Danielle Smith

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clothing design



Images Courtesy of BooHoo.com

Client : Client Comp Shirt Design  
Software: Adobe Illustrator Designer: Danielle Smith

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