



logos

collateral

advertising

website

misc.

{ design work }



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.

{ *begin here.* }





logos

collateral

advertising

website

misc.

creative studio



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

collateral

advertising

website

misc.

nurse association



TCBNA

Tri-County Black Nurses Association

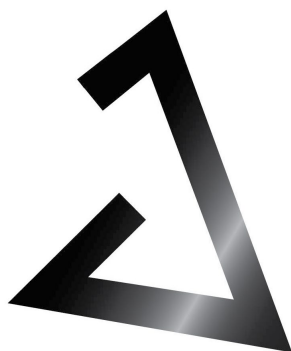
Client : Tri-County Black Nurses Association (Davenport Consulting Group)

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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**YOUR PASSION.
YOUR FIT.**

Client : Philo South Wear
Software: Adobe Illustrator Designer: Danielle Smith

Logo and Brandmark for urban clothing line.

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logos

collateral

advertising

website

misc.

Startup Clothing
Line





logos

collateral

advertising

website

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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logos

collateral

advertising

website

misc.

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

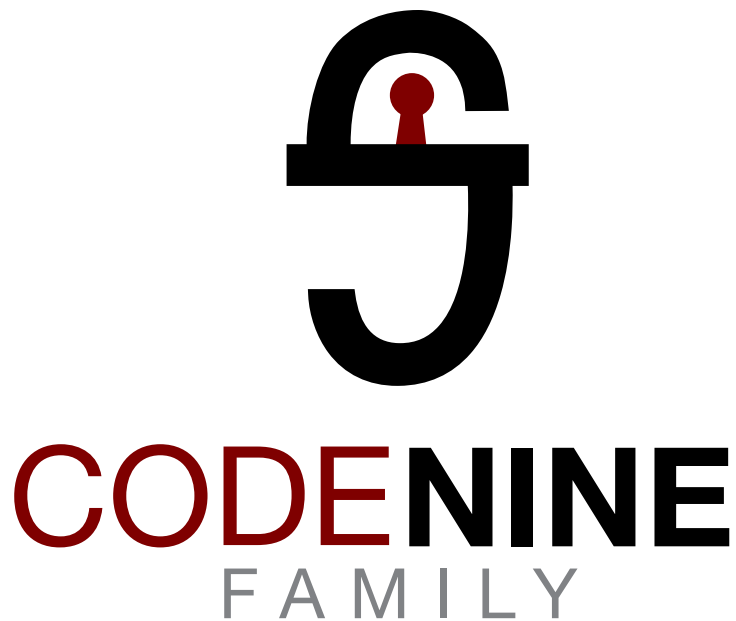
collateral

advertising

website

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

collateral

advertising

website

misc.

healthcare



A Randomized Recruitment Intervention Trial

Client : University of Texas

Software: Adobe Illustrator Designer: Danielle Smith

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logos

collateral

advertising

website

misc.

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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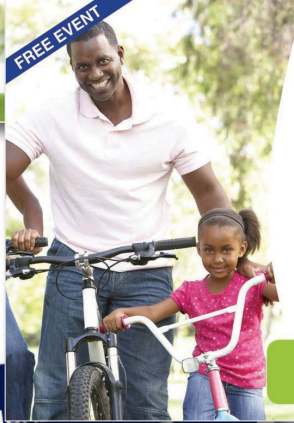
THE COMMUNITY COMPASS PROJECT

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

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• 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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advertising

website

misc.

health advocacy
event materials



logos

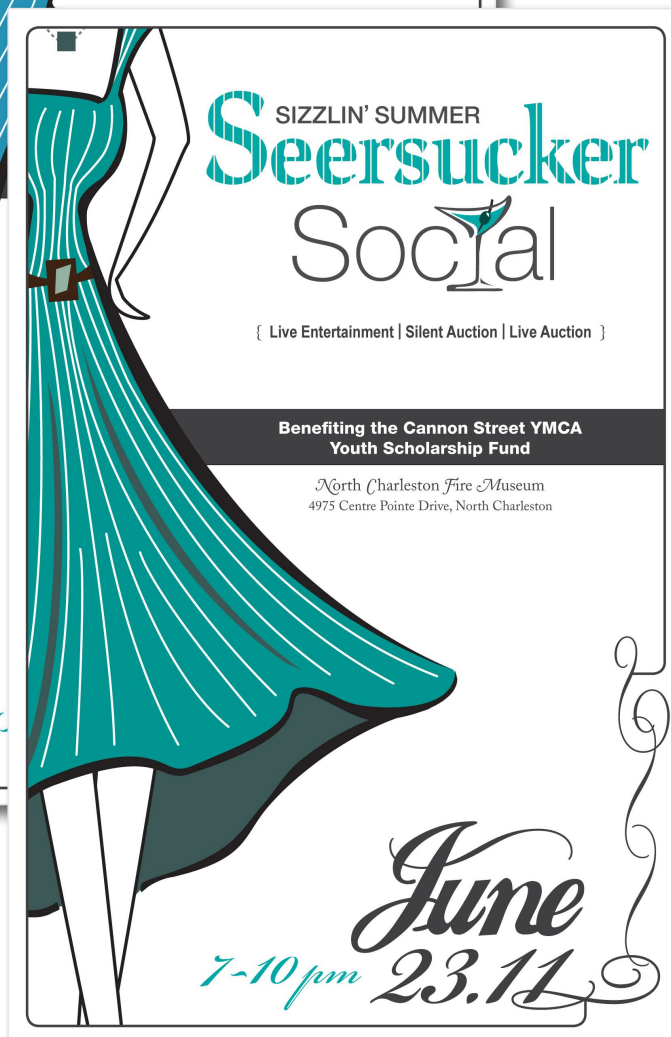
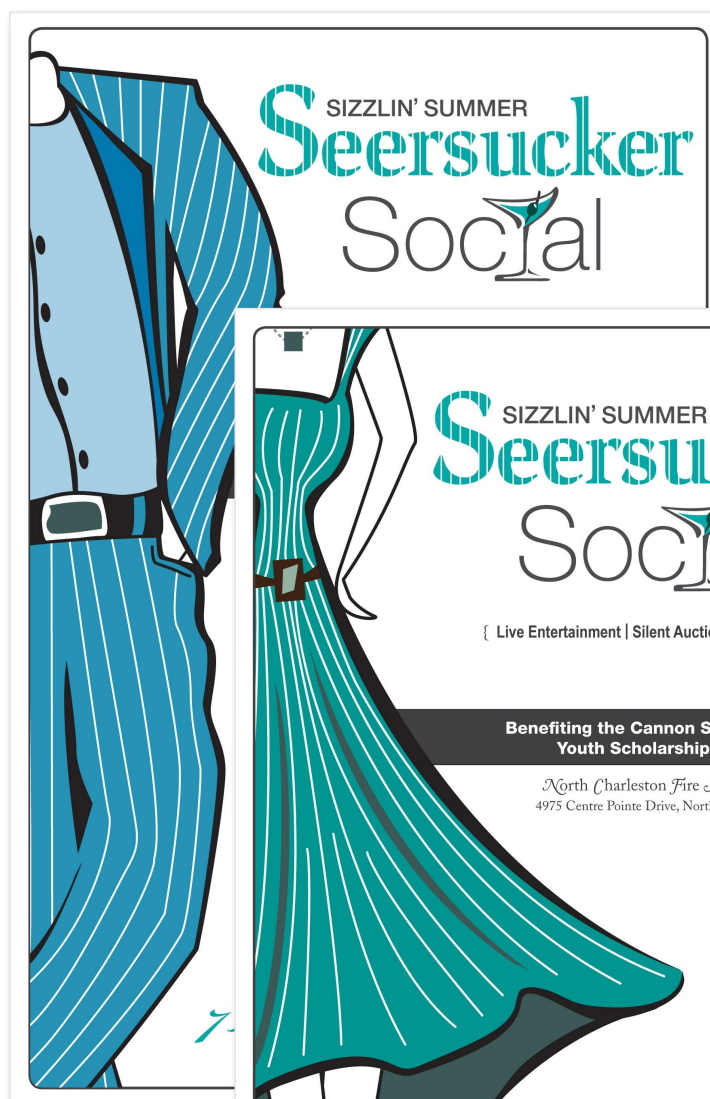
collateral

advertising

website

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 casual at it's most relaxed.

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logos

collateral

advertising

website

misc.

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**

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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choir outreach flyer





logos

collateral

advertising

website

misc.

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

collateral

advertising

website

misc.

banners for in-store
product displays



Client : Habitat Wraps

Software: Adobe Illustrator, Adobe Photoshop Designer: Danielle Smith

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logos

collateral

advertising

website

misc.

brochure

Client : Ari Foss Foundation

Software: Adobe InDesign 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

collateral

advertising

website

misc.

community outreach
flyer



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

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logos

collateral

advertising

website

misc.



front end design
splash page



Client : Marcus Allen

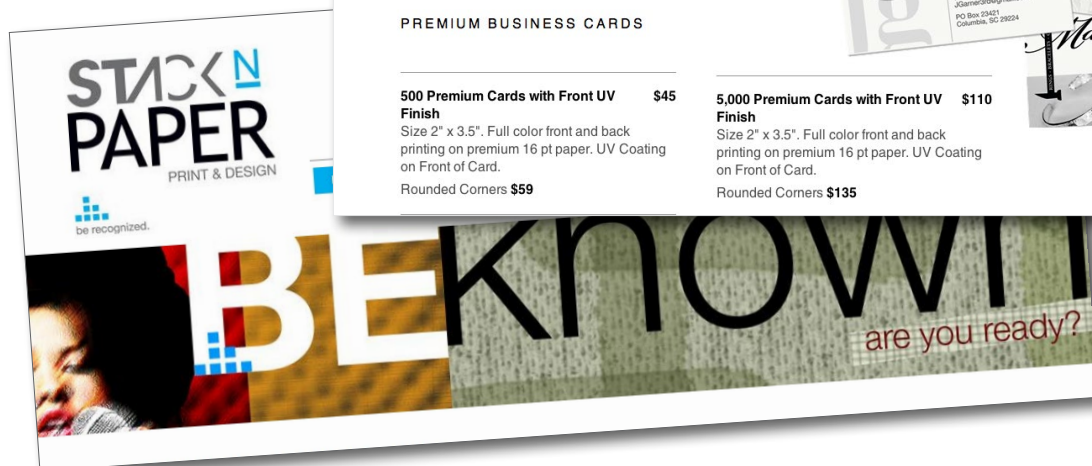
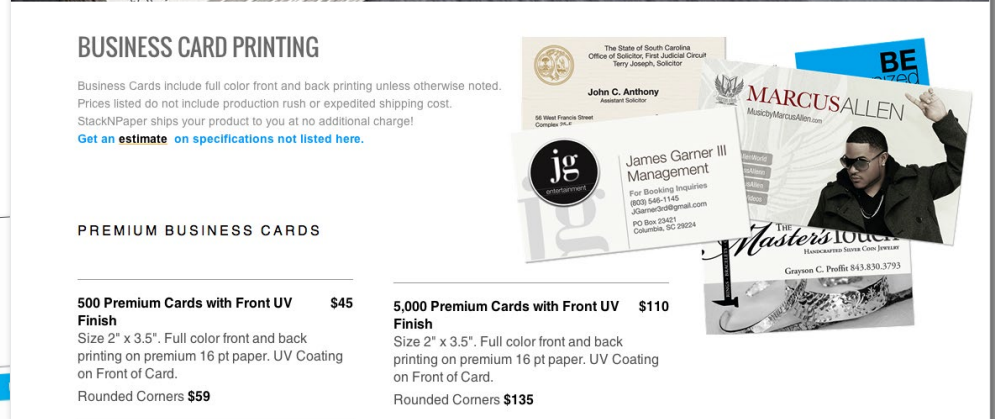
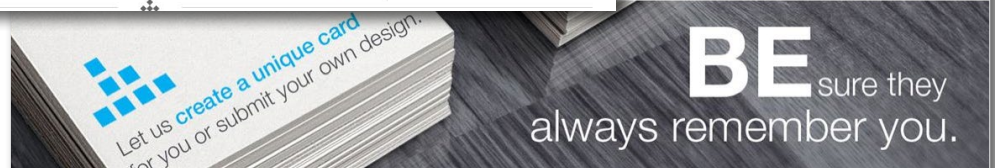
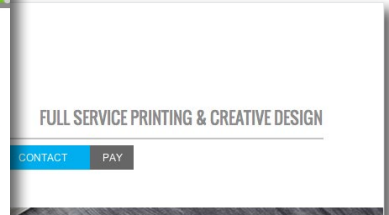
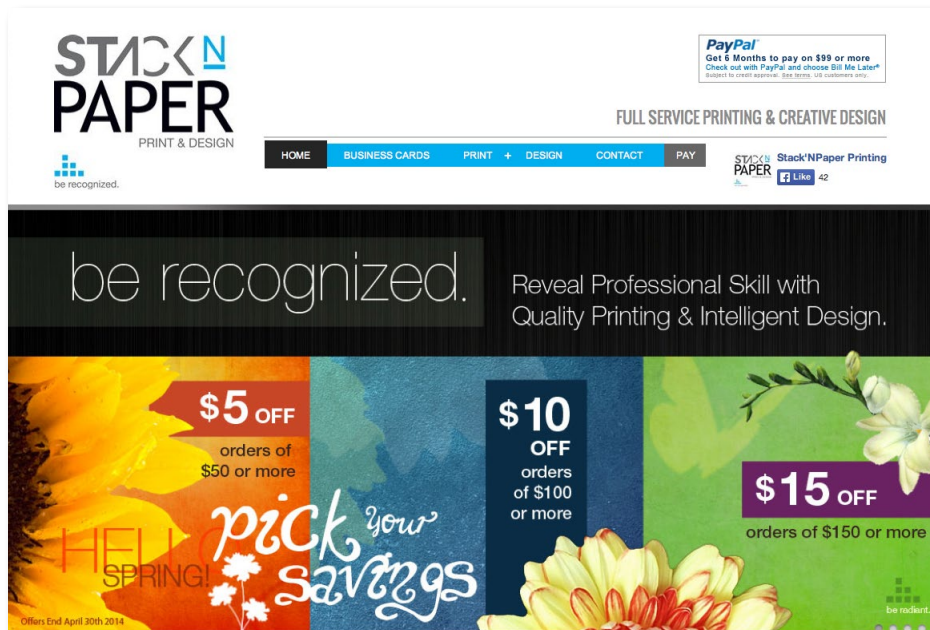
Software: Adobe Photoshop, Adobe Illustrator, GoDaddy Website Builder

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

collateral

advertising

website

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

collateral

advertising

website

misc.

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

collateral

advertising

website



misc.

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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