

Cassidy Kelly

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# PORTFOLIO

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# About Me

## Cassidy Kelly

Cassidy is a graphic designer with a specialization in branding and web design.

She focuses on minimalistic styles with a heavy emphasis on letting the talk speak for itself. Kelly creates artworks that are both visually and intentionally impactful, and make the viewer want more. She emphasizes “less is more,” which allows for a clean and clear message. Kelly also values the branding experience and personal connections that are created with each client. Kelly has collaborated with numerous local businesses in Southeast Texas and partnered with several local nonprofits.

# Atelier & CO. – Small Business Branding

This branding project, developed for Atelier & Co. as part of an advanced design course, focused on creating a cohesive personal brand that embodies luxury, elegance, and timeless design. The project explored brand identity through logo development, web design, and visual systems, emphasizing harmony, refinement, and consistency across all touchpoints. Through careful attention to typography, color, and composition, Atelier & Co. reflects a sophisticated and enduring aesthetic that communicates professionalism and artistry.

*Website Design*

*Branding*

*Stationary*

WEBSITE LINK : Coming Soon!

The logo for Atelier & Co. is displayed in a white serif font against a dark brown square background. The word "Atelier" is on the top line, and "& Co." is on the bottom line, centered under "Atelier".

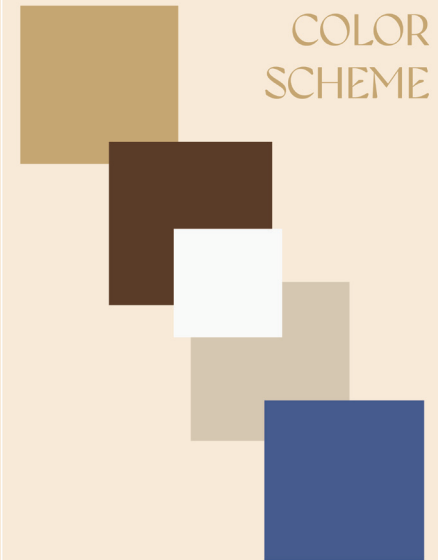
Atelier  
& Co.



Atelier & Co. Atelier & Co.  
 Atelier & Co. *Atelier* & Co.  
*Atelier* & Co. & Co. Atelier & Co.  
 Atelier & Co. Atelier & Co.

A A  
 A A  
 a A  
 A A

COLOR  
SCHEME



# LOGO VARIATIONS



Atelier  
& Co.

A

Thank You!

Atelier  
& Co.

Atelier  
& Co.

# The Gear House – New Branding

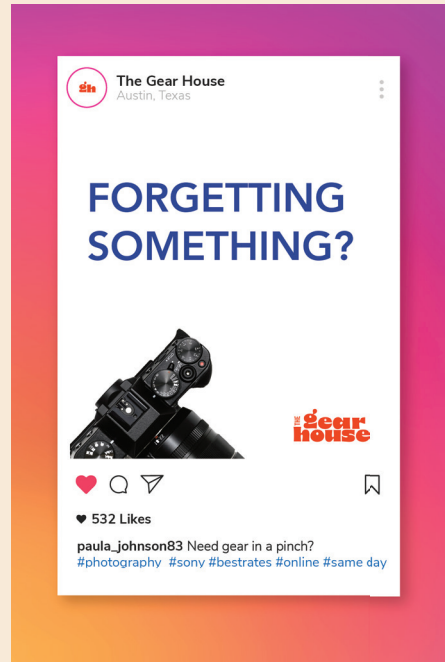
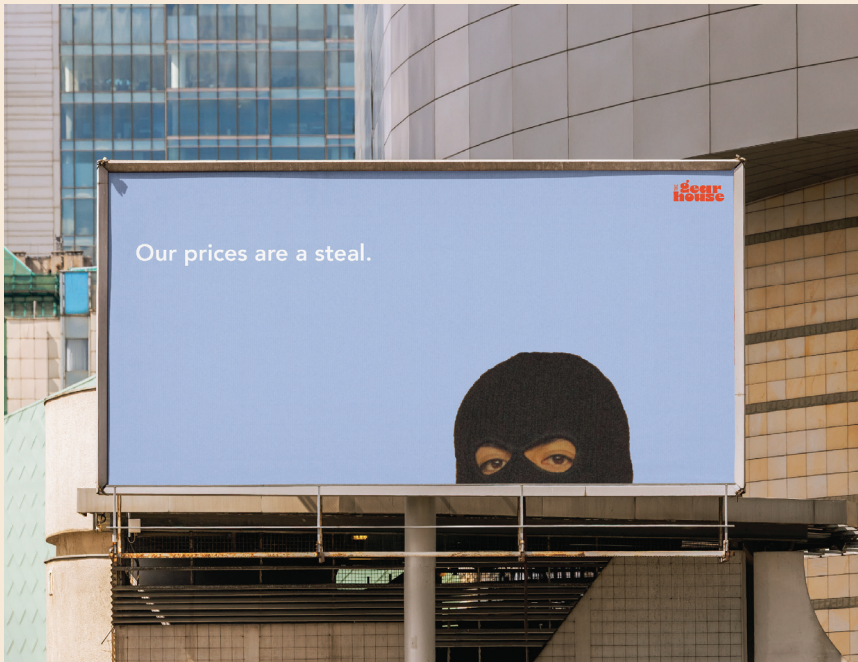
This branding project for The Gear House was developed as part of an advanced design course, focusing on creating a bold and cohesive identity for a conceptual camera rental company. The brand emphasizes accessibility, creativity, and modern professionalism, appealing to both amateur and professional photographers. Through strategic logo design, color selection, and visual applications across print and digital media, the project highlights strong typographic hierarchy, brand consistency, and a clear visual voice that communicates reliability and energy.

*Add Design*

*Branding*

*Logo/emblem*







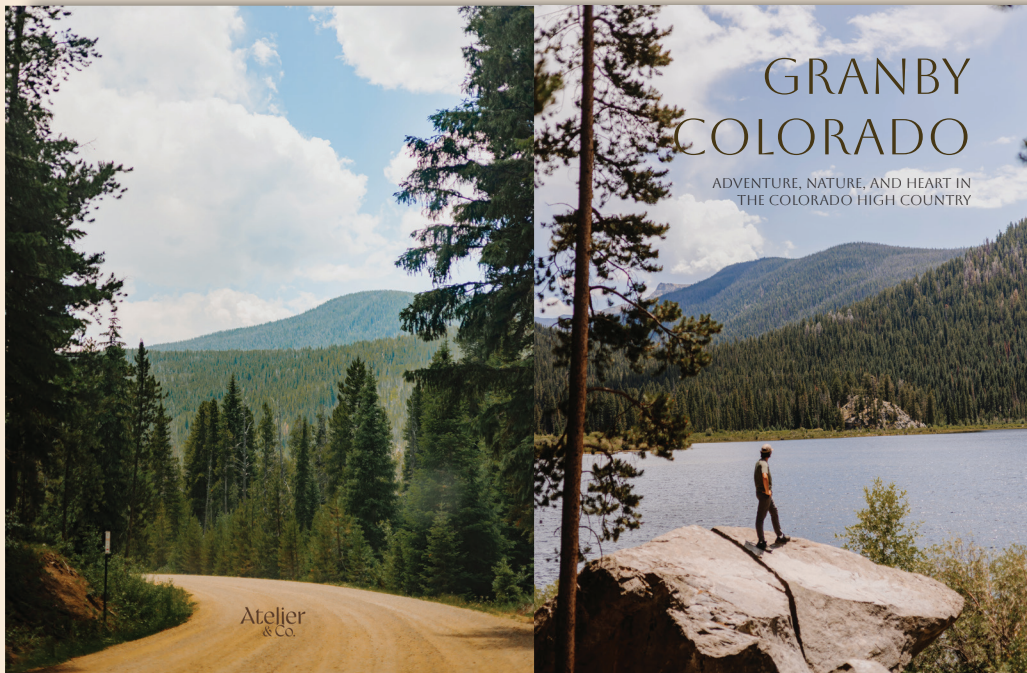
# Exploring the Outdoors– Magazine

This magazine spread, created as part of an advanced design course, explores the integration of layout, typography, and imagery to convey the natural beauty of Granby, Colorado. The project emphasizes design principles such as balance, hierarchy, and visual unity, aiming to create a cohesive and engaging editorial composition. Through thoughtful use of color, type, and photography, the spread captures the serene and adventurous spirit of the Rocky Mountains while demonstrating a professional approach to publication design.

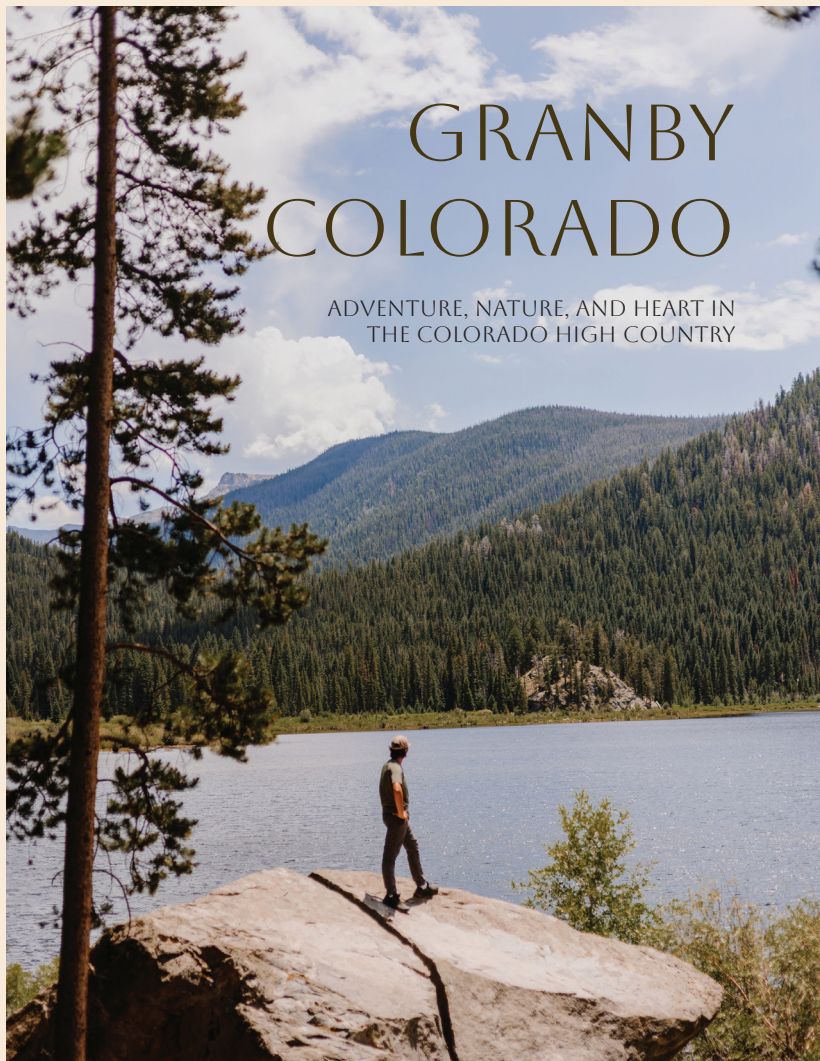
*Magazine*

*layout design*

*Research*

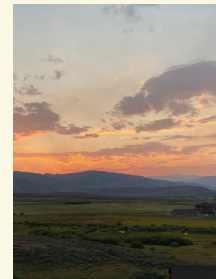






CAMPING UNDER THE COLORADO SKY

WHEN NIGHT  
FALLS IN  
GRANBY, THE  
STARS SPILL  
ACROSS THE  
SKY LIKE SPARKS  
FROM A CAMP-  
FIRE



There are countless places to pitch a tent or park a camper. For backpackers, the Cascade Falls Trail offers solitude and songbirds. Families can set up at Arapahoe Bay on Lake Granby for lakeside breezes and unforgettable sunsets. Idleglen Staging Area is perfect for car camping — quiet, scenic, and close to trailheads.

**Campfire Tip:** Bring layers — even summer nights can turn brisk. And wake up early to catch the first golden light over the mountains.

**Wildlife & Safety Tip:** If you've been cooking or sitting close to a smoky fire, change clothes before turning in — lingering scents can attract curious animals. Keep bear spray handy, but remember, moose are often more unpredictable than bears. Give them plenty of space and never try to get close for a photo.

## FLY FISHING THE ROCKIES

The Colorado River winds through Granby like a living thread of silver. Fly fishing here is more than a pastime — it's a meditation.

The best casting is found below Shadow Mountain Dam and along the Colorado River stretch toward Hot Sulphur Springs. Bring your fly rod, a few local hand-tied flies, and patience. Early mornings are when the trout rise.

Mo's in Granby and outfitters in Fraser and Winter Park offer expert guidance. Buy a few new flies and ask what's biting — local knowledge is gold.



“In Granby, the cast isn't just about catching — it's about connecting with the rhythm of the water.”



Photo taken by Isaac Winkler



# Cassidy Hope Photography – Rebrand

This rebranding project for Cassidy Hope Photography, undertaken in an advanced design course, involved redefining the visual identity to reflect a timeless, joyful, and authentic photography brand. The work encompassed logo redesign, web layout, typography, and overall visual system to ensure a cohesive experience across digital and print media. Key design principles—such as clarity, consistency, and elegance—guided every decision, resulting in an identity that communicates professionalism, warmth, and lasting appeal.

*Ephemera*

*Website design*

*Rebranding*

WEBSITE LINK : <https://cassidyhopephotography.mypixieset.com/>

The logo for Cassidy Hope Photography is displayed on a light blue square background. It features the name "CASSIDY HOPE" in a dark teal, all-caps serif font. Below this, the word "Photography" is written in a light grey, elegant script font, with its first letter 'P' being significantly larger and more decorative than the rest of the word.



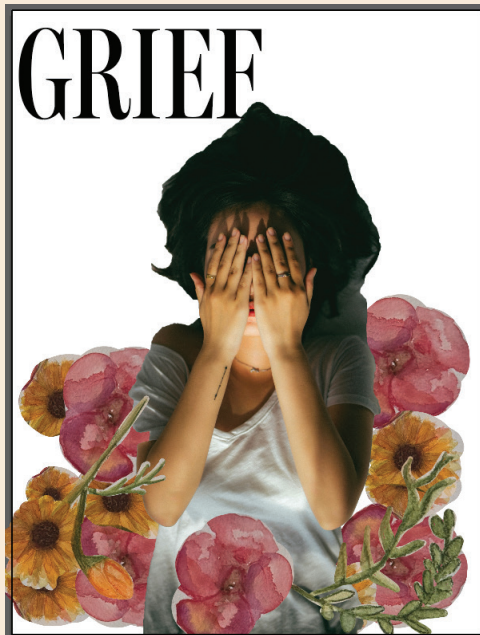
# Always, Almost (Senior Thesis)

This thesis project, Always Almost, is a multimedia illustration series that explores the emotional realities of living with chronic pain. Through layered imagery, expressive text, and delicate watercolor florals, the work seeks to make invisible pain visible, blending personal narrative with research from the chronic pain community. Central pieces, Invisibility and Grief, trace the progression from isolation toward acceptance and hope. Ultimately, Always Almost serves as a visual and emotional reflection on resilience, empathy, and the shared experiences within the chronic pain community.

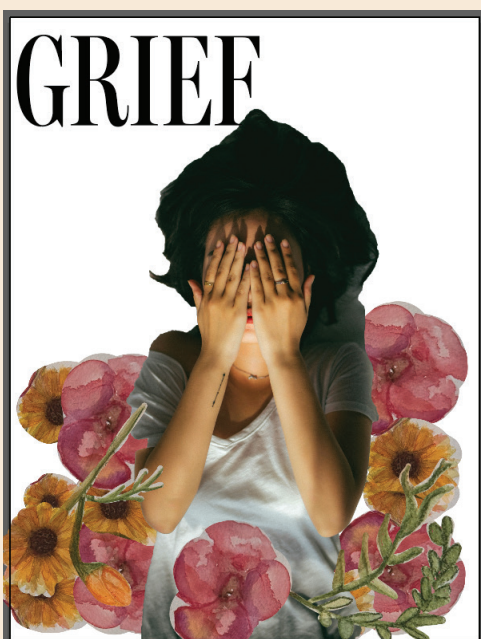
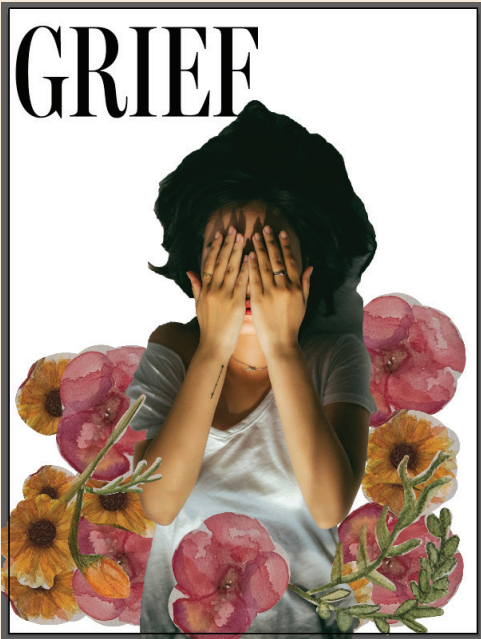
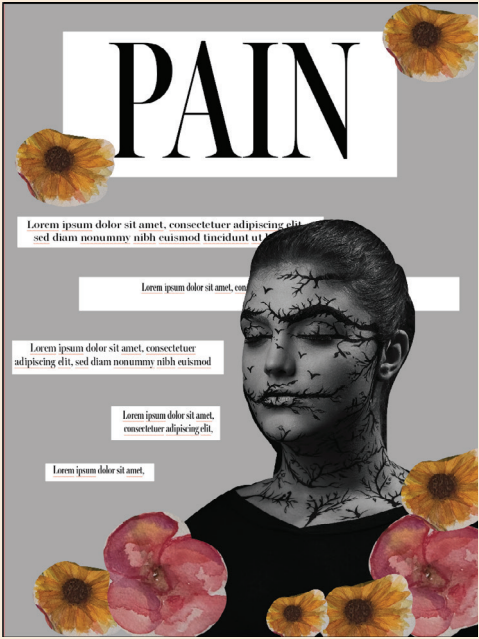
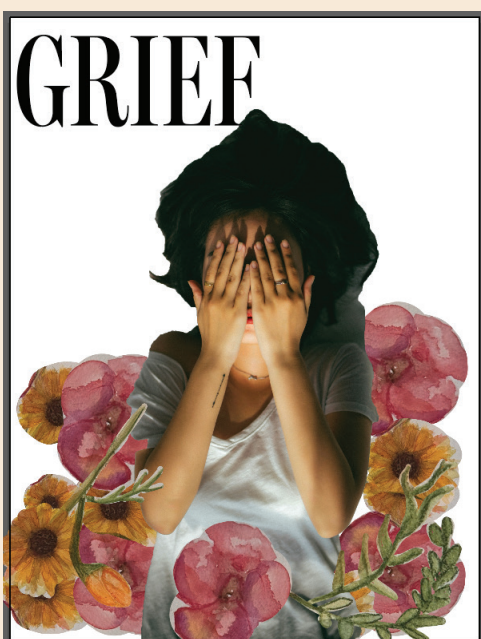
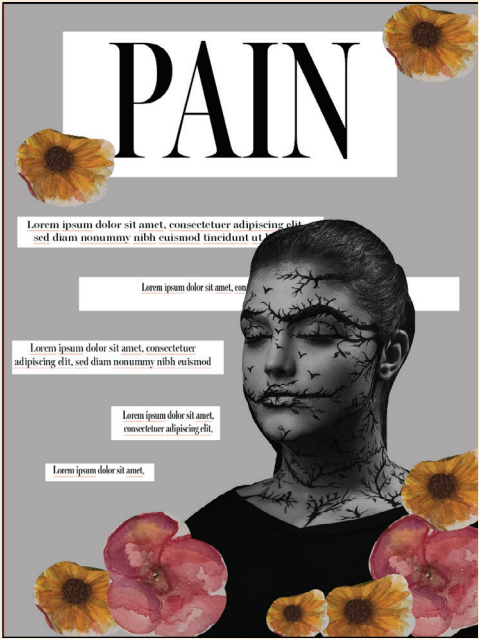
*Mixed Media*

*Physical Assembly*

*Watercolor*



Actual Photos coming soon!!



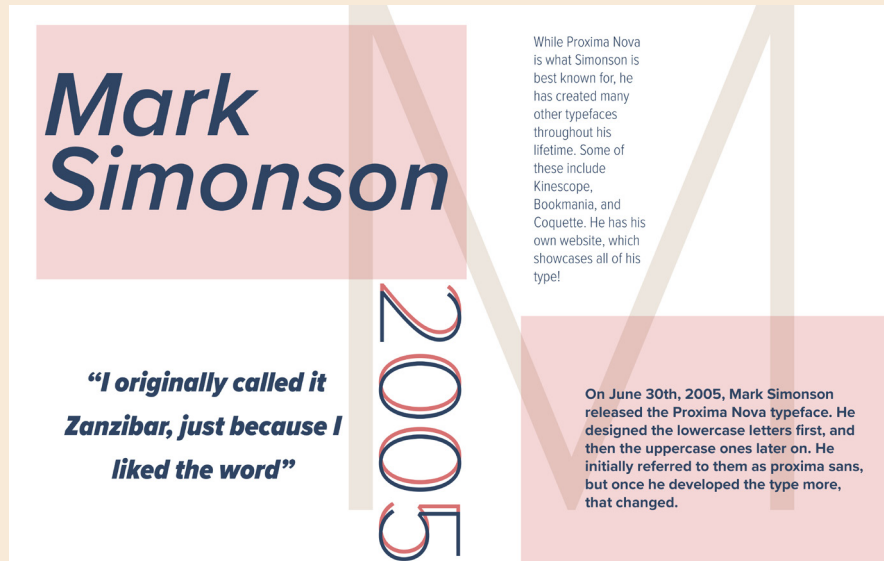
# Type Spread

This project was completed as part of an advanced design course focused on typography and type history. The assignment involved researching a type designer and creating a layout that showcased their work—in this case, Mark Simonson and his typeface Proxima Nova. The design emphasizes hierarchy, alignment, and typographic contrast to highlight the evolution and characteristics of the typeface. Through careful use of color, structure, and scale, the project demonstrates a clear understanding of typographic principles and visual composition.

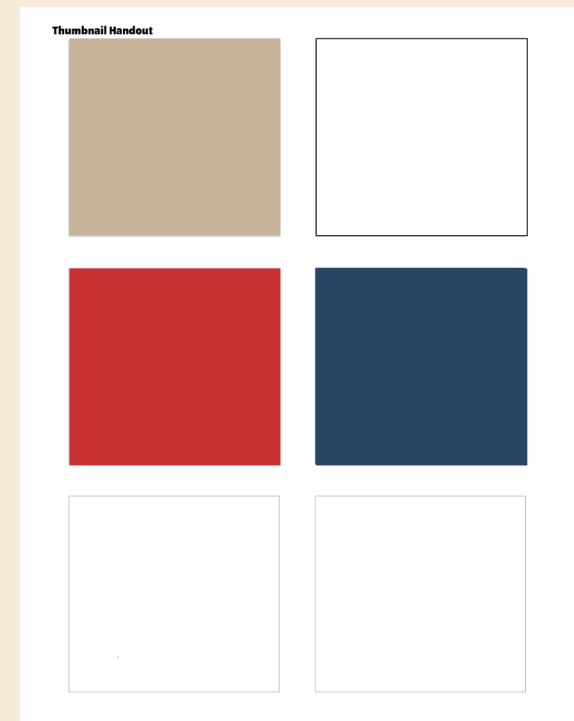
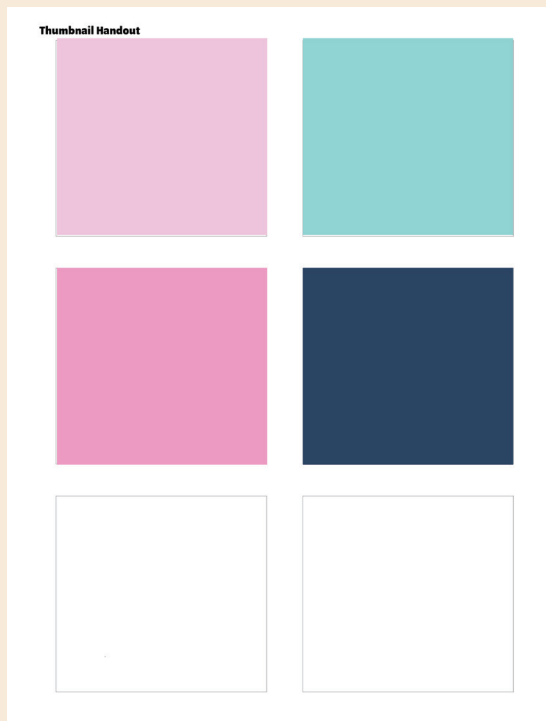
*Form*

*Type*

*Layout*







# Mark Simonson

**“I originally called it Zanzibar, just because I liked the word”**

2005

While Proxima Nova is what Simonson is best known for, he has created many other typefaces throughout his lifetime. Some of these include Kinescope, Bookmania, and Coquette. He has his own website, which showcases all of his type!

On June 30th, 2005, Mark Simonson released the Proxima Nova typeface. He designed the lowercase letters first, and then the uppercase ones later on. He initially referred to them as proxima sans, but once he developed the type more, that changed.

# PROXIMA NOVA

Proxima Nova was inspired by a combination of the typefaces Futura and Akzidenz Grotesk. The use of modern proportions and a geometric structure, made it stand out.

Known for its modern look, Proxima Nova is a standard for online use. It is composed of 45 fonts in total. It consists of thin, regular, medium, bold, and extra bold. These also exist in italics. Many companies rely on this typeface. Companies like BuzzFeed, NBC News, and Mashable heavily utilize this for their marketing.

PROXIMA NOVA

# Thank you!

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