



MULTI-PAGE REPORT

Elevating the delivery of the success stories, fruitful educational sessions, and lasting legacies was the objective of this year's Angus Foundation Impact Report design. The embossed cover lent a high-end feel that carried through arches, frames, typefaces, and line work within the pages. Each spread was crafted with great attention to small details. I combined softer palatable tones with full saturations of the Foundation's color palette to instill brand recognition. This 28-page book was printed and given to members and donors as a thank you for their support, as well as posted on the American Angus Association [website](#).



LOGO CREATION

Reaves Angus Farm requested that their first logo be created primarily for their website as well as other applications as they began their marketing journey. The logo nods back to their freeze brand supplied at the beginning of this process. The owner requested brush strokes in a tan color so I chose a modern yet timeless shape and hue. I designed a primary, secondary, and icon version of the logo for versatility. Within their package, I provided each version with the effects (for digital use), flattened (for printing), as well as in a one-color option (for more cost-effective embroidery). See application on reavesangusfarm.com.



WILDFIRE

SALE AT QUAKER HILL

SATURDAY, FEBRUARY 8, 2025

SELLING 70 FIREBALL & WILDCAT PROGENY

32 ELITE SERVICE ANGUS BULLS | 38 ELITE ANGUS FEMALES ALL BRED TO THE ABS GLOBAL SIRE QUAKER HILL BANDOLIER



QUAKER HILL QUEEN 3W22

AAA *20929658

CED +9 • BW +2.1 • WW +81
YW +142 • \$B +205 • \$C +343



KNIGHT CATTLE CORP
15415 JAMES MADISON HWY
GORDONSVILLE, VIRGINIA
1 PM EST | ON CCI.LIVE



QUAKER HILL QUEEN RITA 3F14

AAA *20909709

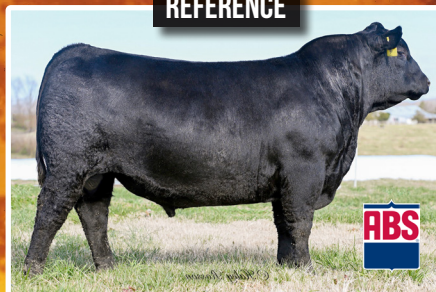
CED +15 • BW -2.5 • WW +67
YW +122 • \$B +222 • \$C +359



QUAKER HILL QUEEN RITA 3F41

AAA *20920527

CED +6 • BW +3.2 • WW +84
YW +149 • \$B +249 • \$C +395



REFERENCE

QUAKER HILL BLACK BANDOLIER

AAA +*20199493

CED +16 • BW -.9 • WW +97
YW +179 • \$B +234 • \$C +375



QUAKER HILL QUEEN RITA 3F6

AAA *20920533

CED +15 • BW -2.5 • WW +69
YW +131 • \$B +228 • \$C +356



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FULL PAGE AD

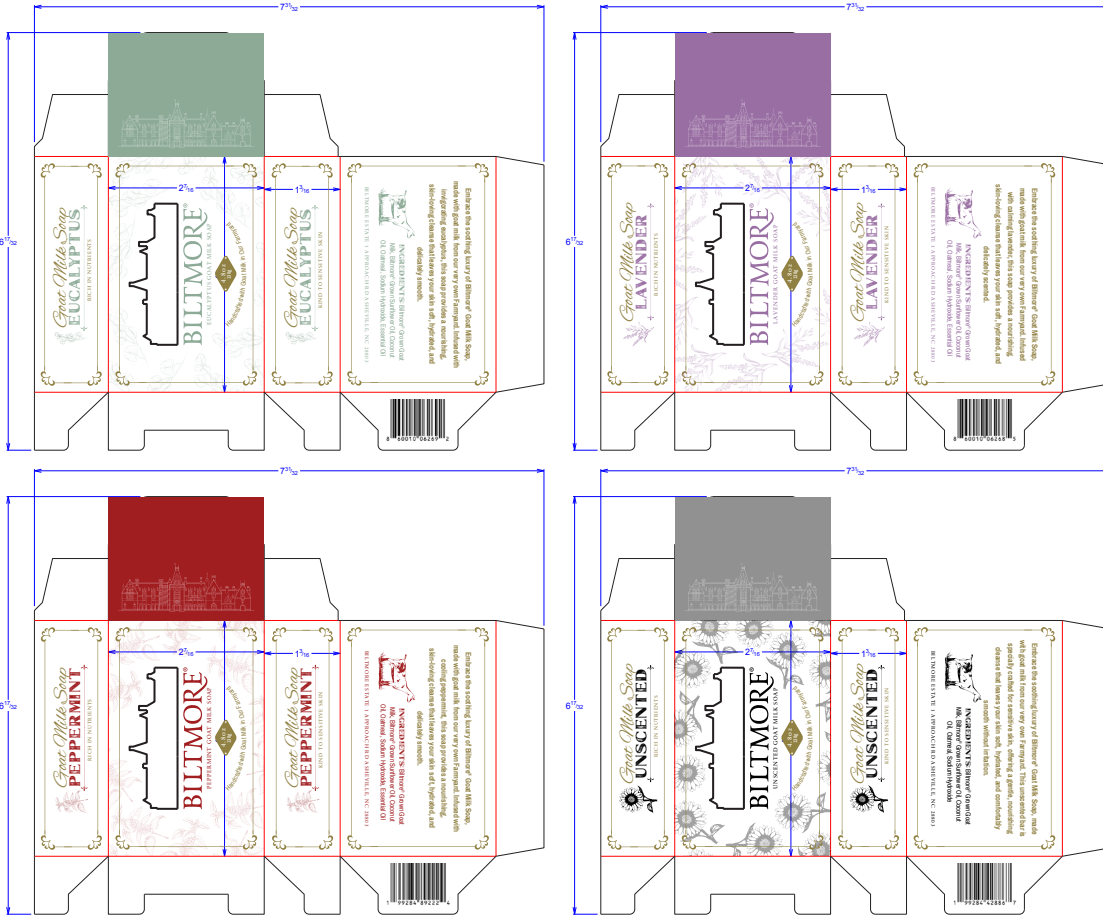
In addition to standard production sales, Quaker Hill hosts an annual themed sale named for the most influential sire of said sale. In 2025, both Fireball and Wildcat offered large progeny, so the theme was a combination of their names in "Wildfire." Colors, textures, and effects play into the theme while staying on brand with Quaker Hill's typical fonts and style. This full page color ad ran in the 2025 January issue of the *Angus Journal*.



PACKAGE DESIGN

Biltmore® Grown has a line of vast products ranging from pastured-raised meats and charcuterie, hydroponic vegetables, leather work, drinks, and more. In addition to fresh meats, Biltmore® offers four flavors of beef jerky. For this design a cohesive look was desired while strategic use of on-brand and additional chosen colors differentiated flavors. This packaging had many requirements such as USDA stamp, nutrition facts, barcode, and see-through window. I also had to be mindful of the continuous border design with the change of orientation from front to back. Biltmore® has additional jerky flavors on the horizon, so this packaging was thoughtfully created to accommodate those in the future.





PRODUCT BOX DESIGN

Goat milk soap is the center of Biltmore's beauty line which also includes beef tallow lip balm and lotion. This product was born of necessity as a result of their goat milking demonstrations on the estate. The soap packaging tells that story through imagery, a cutout, and classic motifs that hark back to the elegance of the estate. Soft colors and patterns were used to specify scent while still looking cohesive with Biltmore® branding. Space was limited and information was abundant, so each side intentionally displayed relevant and necessary details.

