

portfolio

ABBY WEEKS DESIGNS





The following entries include an array of design work that I have created + contributed to, both individually and through collaboration with a professional creative team.

Projects range from brand development, web design, social media assets, publication, label design, illustrated art, and brand merchandise.

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Hope Rises International [ rebrand + brand identity ]

Game Changer Performance Group [ brand identity ]

Joy to the World [ branding + packaging ]

Extraordinary Purpose [ publication layout ]

Williamson Health [ rebrand web design + capital campaign ]

Inhabit by Rachel [ brand identity ]

Let's Get Moving [ magazine ]

Built on the Hill [ campaign brand ]

Et Cetera [ additional work ]





# hope rises international

## REBRAND LOGO SUITE + BRAND IDENTITY

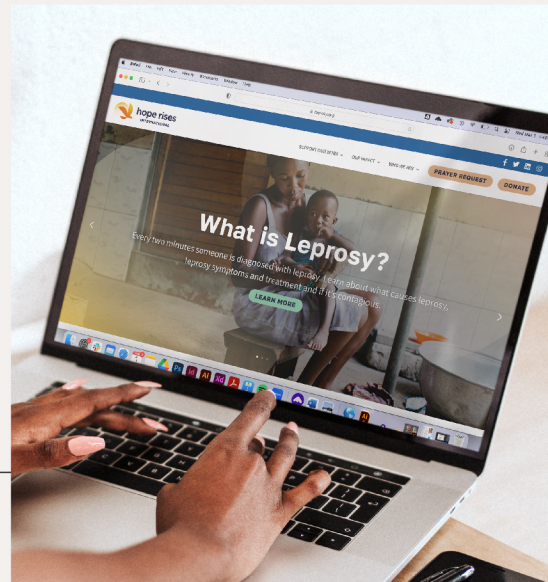
contemporary · confident · knowledgeable · expressive

### DELIVERABLES

- Logo suite
- Brand identity + guidelines, including supporting elements
- Branded print collateral
- Branded web + social media assets

### PROJECT BACKGROUND

A nonprofit striving to bring healing to those suffering from neglected tropical diseases needed a rebrand that emperonates their faith-based + scientific solutions. The final logo depicts a phoenix rising from the ashes, mirroring the organization's desire to help + welcome the marginalized back into their communities.



PRIMARY LOGO



ICON

SECONDARY LOGOS



SYSTEM TYPOGRAPHY

## Breaking Barriers to Health & Hope

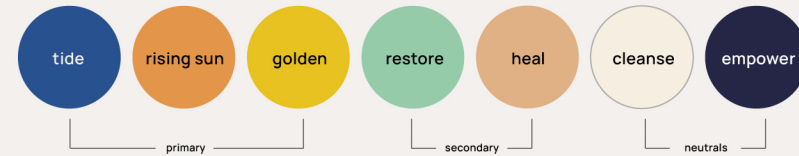
### RENEWING GOD'S CREATION

We love people by championing the physical, emotional and spiritual well-being of those affected by leprosy and related diseases. We advocate increased awareness, education and understanding in communities exposed to neglected diseases.

LEARN MORE

- H1 — Golos Text Extrabold
- H2 — GOLOS TEXT BOLD
- Body Text — Golos Text
- CTA — GOLOS TEXT BOLD

### COLOR PALETTE



### ICONOGRAPHY



### IMAGE DIRECTION





# game changer performance group

## LOGO SUITE + BRAND IDENTITY

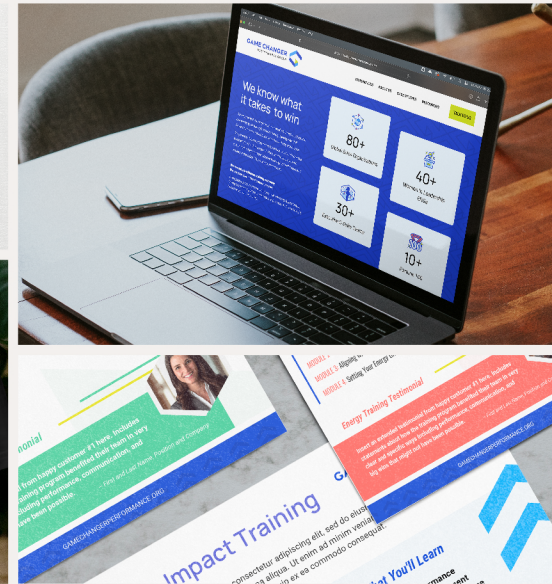
dynamic · relational · masterful

### DELIVERABLES

- Logo suite
- Brand identity + guidelines, including supporting elements
- Branded collateral
- Branded web + social media assets

### PROJECT BACKGROUND

A world-renowned motivational speaker needed a scalable brand for her training courses and events. The final logo represents the intersection of drive, opportunity, and purpose, ultimately empowering professionals to reach their full potential. This brand includes versatile typography, customized iconography, and strategic color systems suited to the various courses offered through the program.



PRIMARY LOGO



## GAME CHANGER PERFORMANCE GROUP

SECONDARY LOGOS



SUPPORTING TYPE TREATMENTS



TYPOGRAPHY

## We know what it takes to win.

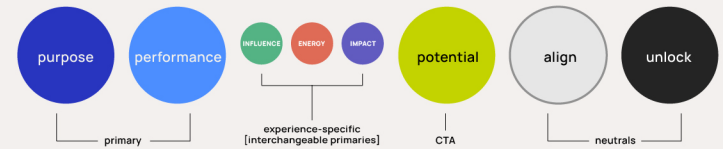
**We're not a training company. We're better.**

Roboto is to be used for body copy. This is Roboto Regular. I magnamet odisitem. Me ped qui quas acerit, et, nulparchic temquiam adipisae coneccto omnimet alibus numeni acita consequam alibeare ciurenatur sum ad quatiuntus.

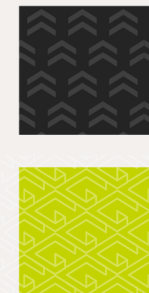
LEARN MORE

- H1 — Manrope Semibold
- H2 — Roboto Condensed Bold
- Body Text — Roboto
- CTA — Oswald Regular

COLOR PALETTE



PATTERNS



ICONOGRAPHY



IMAGE DIRECTION





# joy to the world

## HOLIDAY GIFT BRANDING + PACKAGING

spirited · global · festive

### DELIVERABLES

3 Full color, branded coffee bag designs

Greeting card layout + design

Die cut Gift package sticker

### PROJECT BACKGROUND

A marketing agency partnered with a local coffeehouse to create the ideal holiday gift – something warm to share in the spirit of Christmas. The package included three bags of authentic coffee blends from all across the world. The energetic and lively theme features symbols + cultural elements unique to each blend's origin country.



### PROJECT TYPE TREATMENT



### SECONDARY TYPE TREATMENTS



### SYSTEM TYPOGRAPHY

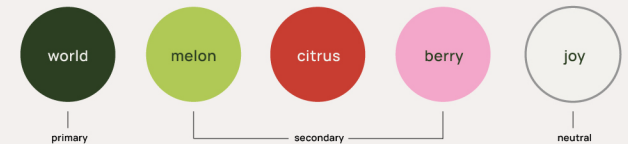
## VARA BLANCA DOTA

NOTES OF MOLASSES, HAZELNUT + BROWN SUGAR

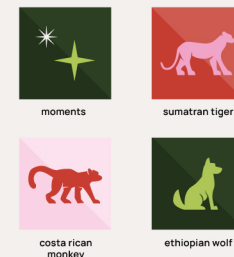
To our change makers all over the world, may you cherish every joyful moment this season. We are thankful to be a small part of the impact you make and look forward to joining you on this journey into 2023.

- H1 — FROADMILE SANS
- H2 — FROADMILE CONDENSED
- Body Text — Avenir Medium

### COLOR PALETTE



### ICONOGRAPHY



### PATTERNS





# extraordinary purpose

## BOOK SERIES BRANDING + LAYOUT

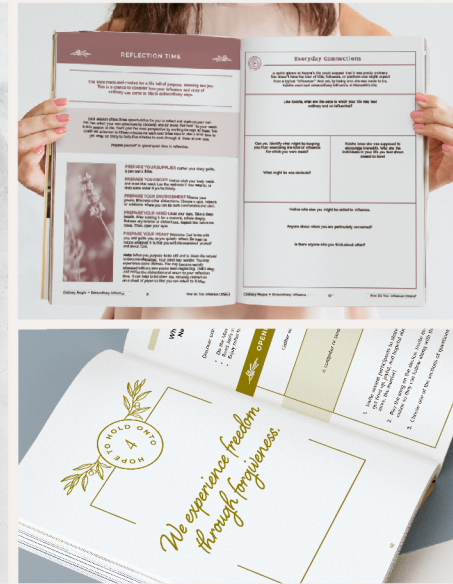
serene · natural · refined

### DELIVERABLES

4 Printed bound workbooks, Full color cover, two tone interior pages with fully designed content layout

### PROJECT BACKGROUND

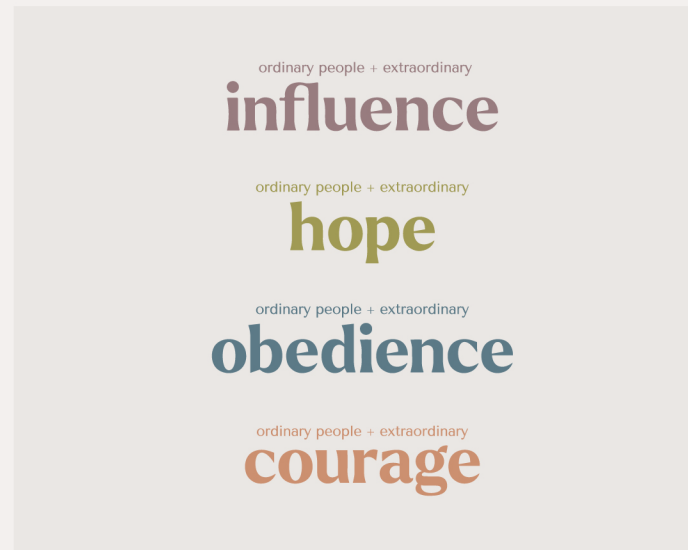
A Christian women's ministry wrote a Bible study workbook series and needed an interactive and appealing design that speaks to women of all generations. The series follows a cohesive layout with unique spaces to process and discuss the study's content. Each individual book has a designated color theme with color-treated, nature-centered photography. The final deliverables were produced for print publication and Kindle access.



### PROJECT TYPE TREATMENT

ordinary people + extraordinary  
**purpose**

### SERIES TYPE TREATMENTS



### SERIES TYPOGRAPHY

## Genesis - Exodus

CONNECTION + EXPERIENCE GUIDE

*We are beloved.*

Stoncroft's Ordinary People. Extraordinary Purpose.™ series is designed to help you find answers to your questions, including: Why am I here? Am I really loved? What's my purpose now? And How do I make sense of joy and hardship in this life?

- H1 — Tenor Sans
- H2 — Montserrat Regular
- CTA — *Shelby Bold*
- Body Text — Tenor Sans  
Bold + Regular

### SERIES COLOR PALETTES



### ICONOGRAPHY



### DUOTONE IMAGE DIRECTION





# williamson health

## REBRAND + CAPITAL CAMPAIGN COLLATERAL

polished · friendly · modern · paramount

### DELIVERABLES

- Campaign type treatment
- Printed + digital campaign collateral
- Brand rollout landing page [UX]
- Branded social media assets

### PROJECT BACKGROUND

A regional hospital system was in need of a rebrand that emulates its high quality services and personable care for its community. In addition to the rebrand, the foundation needed assets to accompany a campaign funding their world-class facility renovations. The new, defining brand collateral appeals to local families and goes above + beyond to meet healthcare needs.



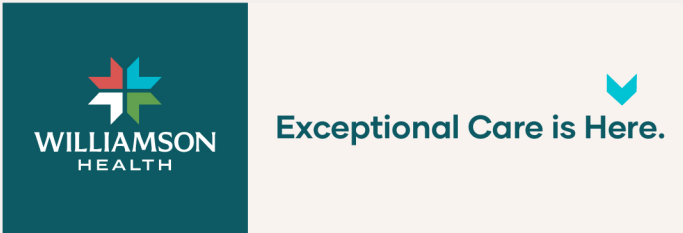
### CAMPAIGN TYPE TREATMENT

More for **You.**  
Close to **Home.**



PRIMARY LOGO

SUPPORTING TYPE TREATMENT



### TYPOGRAPHY

## New Transformations in Care.

### TRANSFORMATIONS RIGHT DOWN THE ROAD

As this community has grown, so have we. What started as a single building called Williamson County Hospital has grown into a regional health system, and we are proud that our brand is growing with us.

- H1 — Glimmer Bold, Heavy
- H2 — Termina
- Body Text — Glimmer Medium

### COLOR PALETTE



### PATTERN



### BRAND ELEMENTS





# inhabit by rachel

## LOGO SUITE + BRAND IDENTITY

feminine · organic ·  
authentic · clean

### DELIVERABLES

Logo suite

Brand identity, including  
supporting elements

Ad campaign assets

### PROJECT BACKGROUND

A female-owned business needed a refreshed brand to foster brand recognition. Her visionary, can-do approach helps women reclaim their homes to minimize stress and maximize functionality. The brand pairs clean typography with a palette of earthy tones and cheery pastels. In full swing, this aesthetic appeals to her feminine audience and reflects the calm atmosphere she cultivates through her work.



PRIMARY LOGO



I N H A B I T  
by rachel

TYPOGRAPHY

## Honey, you're Home.

RACHEL RECLAIMS & ORGANIZES YOUR HOUSE  
SO YOU CAN FINALLY FEEL AT HOME AGAIN.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo

BOOK RACHEL TODAY

- H1 — Futura PT Demi
- H2 — Futura Medium
- Body Text — Futura PT Book
- CTA — Futura PT Bold

COLOR PALETTE



ICON



SECONDARY LOGOS



BRAND PATTERNS

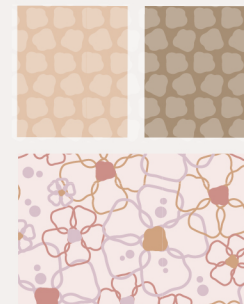


IMAGE DIRECTION







# let's get moving

## SERIAL MAGAZINE

informed · harmonious · reliable · approachable

### DELIVERABLES

4 installations in semi-annual magazine series, full color, printed, saddlestitched

Magazine-specific brand guidelines including color palette + fonts

### PROJECT BACKGROUND

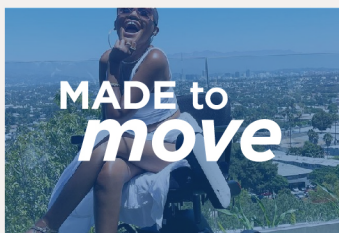
An accessibility company needed cohesively themed and designed layouts for their semi-annual magazine highlighting recent news, trends, events, influencers and products relevant in the disabled community. In spreading awareness to normalize the lifestyle, the company hopes to bolster and empower the disabled community. All four installations were printed and are digitally available on the company's website.



### PROJECT MASTHEAD

LET'S GET MOVING SPRING/SUMMER 2022  
HELPING TO INFORM, INSPIRE AND EMPOWER

### SUPPORTING TYPE TREATMENTS



### TYPOGRAPHY

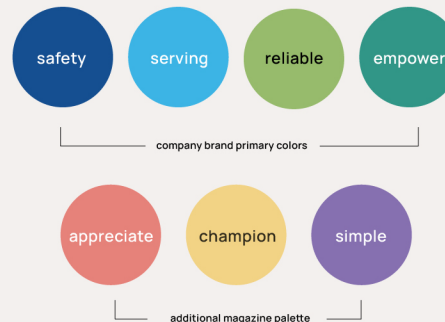
## Explore Your World

### Tips for Planning Your Next Trip

Traveling is my favorite thing to do! Long trips, short trips—it really doesn't matter. I want to experience the magic of our world and see all that it has to offer. I typically plan at least two big trips a year, even if I don't always go somewhere new.

- H1 — Gotham Bold
- H2 — Utopia Std Bold Display
- Body Text — Utopia Std

### COLOR PALETTE



company brand primary colors

additional magazine palette

### ICONOGRAPHY

- mobility
- accessibility
- service



# built on the hill

## CAMPAIGN + COLLATERAL BRANDING

established · scholastic · assured · favorable

### DELIVERABLES

Campaign type treatment

Printed campaign collateral including a magazine ad, a branded billboard, mailer, and postcard

Branded social media assets

### PROJECT BACKGROUND

A Nazarene university launched an annual alumni fundraising campaign and needed an on-brand, collegiate type treatment to set the tone for future marketing and related events. Collateral incorporating the familiar brand was created to invite alumni to share and amplify the university's impact on personal experiences + development.



PROJECT TYPE TREATMENT



TYPOGRAPHY

## Equipping & Sending THE NEXT GENERATION.

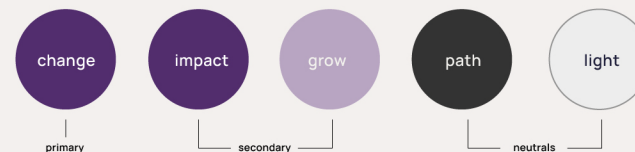
Eyebrow — Baskerville Semibold

H1 — Helvetica Neue Condensed Bold

Body Text — Helvetica Neue

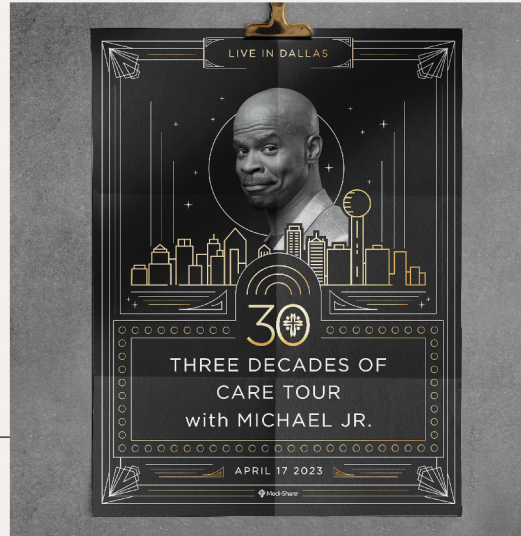
At Trevecca, you were Built on The Hill — equipped and sent to bring the light of Christ where your path led. Through you, countless lives have been impacted, whether you're halfway across the globe or back in your hometown.

### COLOR PALETTE

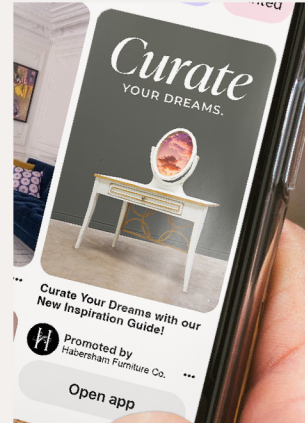


etc etc ABBY WEEKS DESIGNS

COMEDY SHOW – POSTER



PINTEREST ADS



JAN'S JAMS – LABELS + PACKAGING



WHILE WE'RE AT IT...

GO AHEAD, TAKE A LOOK!

Please enjoy this compilation of additional projects that I've had the pleasure of creating!

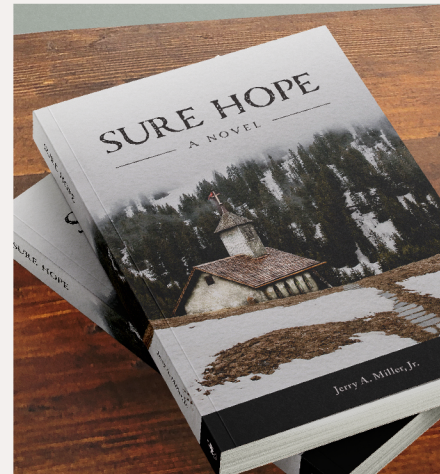
The purposes and goals of these deliverables range all across the spectrum of industry and scale – from branding + packaging for small businesses, to various mediums of illustrated freelanced artwork, to advertising in healthcare...

Each project has presented an opportunity to explore the creative possibilities of advancing another's mission effectively and authentically.

SWEET BIRD BAKE SHOP – LOGO



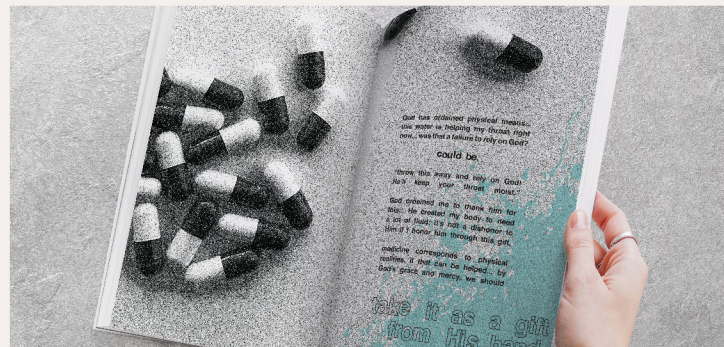
SURE HOPE – BOOK



DAT GOOD – LABEL



"MOLDED MIND" – SADDLESTITCHED ZINE



SENSE – ILLUSTRATED POSTERS



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