

aaron **kirby**

graphic communication design

aaron kirby

kirbyaj@mail.uc.edu 2332 Rohs Street

513 // 885 2474 Cincinnati, OH 45219

ajkirbydesign.com

education

University of Cincinnati // Cincinnati, OH

College of Design, Architecture, Art and Planning

09/10 - present

Graphic Communication design major.

Participating in the professional practice program alternating semesters of college study with work experiences in the field of graphic and digital design.

Walnut Hills // Cincinnati, OH

Diploma with honours.

08/04 - 05/10

Scored a 4 on the AP English test.

Scored a 5 on the AP Human Geography test.

Participated in several design courses, including product design and introductory Flash animation.

References available upon request.

experience

University of Cincinnati // Cincinnati, OH

Graphic Design Co-op

09/11 - 09/12

Worked in the dean's office at the college of Design, Architecture, Art, and Planning designing posters, pamphlets, etc. for the college and its affiliates. Also managed general content for the college website and prepared jobs for production and mailout.

DAAP Computer Lab // Cincinnati, OH

Student Worker, Part-time

09/12 - 08/12

Ran the plotters and assisted students with printing. Also worked on the AV team assisting teachers with general audio-visual and computer issues.

Wings Model Management // Cincinnati, OH

Freelance Designer

04/13 - 06/13

Assisted with retouching of models in Photoshop. Also helped format photos for web and assisted with general content management for the company website

skills

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe CQ5, some Adobe AfterEffects, Microsoft Office Suite, Microsoft and Macintosh platforms.

COLLEGE OF DESIGN, ARCHITECTURE, ART, AND PLANNING

SCHOOL OF DESIGN
6415 ARONOFF

FACULTY	
Ian Bellomy Assistant Professor Graphic Communication Design ianbellomy@uc.edu	3431 Aronoff 513-556-6828
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Brian Schumacher Assistant Professor Foundation Drawing brian.schumacher@uc.edu	6489A Aronoff 513-556-4831
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OFFICE INFORMATION

Office Hours Monday-Friday 8 am-5 pm

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Website daap.uc.edu/academics/design

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D | A | A | P

BS in Graphic Communication Design

Year 1

FALL	SPRING	SUMMER
DSGN 1000 Foundation Drawing 1 3 Credit Hours	DSGN 1001 Foundation Drawing 2 3 Credit Hours	break
DSGN 1010 Foundation 2D Design 3 Credit Hours	GRCD 1011 Design Aesthetics 3 Credit Hours	
DSGN 1020 Foundation 3D Design 3 Credit Hours	GRCD 1020 Typography 1 3 Credit Hours	
ARTH 1011 History of Art I 3 Credit Hours	GRCD 1030 Communication for Design Professional Practice 3 Credit Hours	
ENGL 1001 English Composition 3 Credit Hours	PD 1051 Intern to Campus Career Comm. Design 3 Credit Hours	
MATH Quantitative Reasoning 3 Credit Hours	DSGN 1081 Sciences of Design 3 Credit Hours	
	DSGN 1070 Design Thinking and Problem Solving Methods 3 Credit Hours	

Year 2

FALL	SPRING	SUMMER
GRCD 2000 Design Ideation 1 3 Credit Hours	co-op	GRCD 2001 Design Ideation 2 3 Credit Hours
GRCD 2010 Photodesign 1 3 Credit Hours		GRCD 2011 Photodesign 2 3 Credit Hours
GRCD 2020 Typography 2 3 Credit Hours		GRCD 2021 Typography 3 3 Credit Hours
DSGN 1071 Formal Theory / User-Centered Design 3 Credit Hours		GRCD 2050 Retail Communication 3 Credit Hours
ENGL 2080 Intermediate Composition 3 Credit Hours		Directed/Elective Business or Programming 3 Credit Hours

Year 3

FALL	SPRING	SUMMER
co-op	GRCD 3040 Print Design Overview 3 Credit Hours	co-op
	GRCD 3050 Time-Based Design Overview 3 Credit Hours	
	GRCD 2066 Interaction Design Overview 3 Credit Hours	
	GRCD 3080 History of Visual Communication 3 Credit Hours	
	Directed/Elective Humanities or Social Science 3 Credit Hours	

Year 4

FALL	SPRING	SUMMER
GRCD 1010 Design Methodology 1 3 Credit Hours	co-op	GRCD 4010 Design Methodology 2 3 Credit Hours
GRCD 1041 Print Design 1 3 Credit Hours		GRCD 4042 Print Design 2 3 Credit Hours
GRCD 2051 Time-based Design 1 3 Credit Hours		GRCD 4052 Time-based Design 2 3 Credit Hours
GRCD 3061 Interaction Design 1 3 Credit Hours		GRCD 4062 Interaction Design 2 3 Credit Hours
GRCD 3021 Design Systems 1 3 Credit Hours		GRCD 4020 Design Systems 2 3 Credit Hours
DSGN 5081 Design History Theory and Criticism 3 Credit Hours		DSGN 4070 Interdisciplinary Research Methods 3 Credit Hours
Free Elective 3 Credit Hours		DSGN 4071 Interdisciplinary Global Design Issues 3 Credit Hours

Year 5

FALL	SPRING
co-op	GRCD 4011 Design Methodology 3 3 Credit Hours
	GRCD 4043 Print Design 3 3 Credit Hours
	GRCD 4053 Time-based Design 3 3 Credit Hours
	GRCD 4063 Interaction Design 3 3 Credit Hours

UNIVERSITY OF CINCINNATI

DAAP Rebrand

Curriculum Guides and Directories

DAAP Co-op, Fall 2013

Throughout the course of my co-op with the school for Design, Architecture, Art, and Planning I participated in the redesigning of the school's image. This involved creating an identity that showcased the simple, clean design style of DAAP balanced with assets from the University of Cincinnati's branding. The directory displayed on the left assists students in finding the contact information of their professors, while the curriculum guide on the right is just one of many I designed to help prospective students understand their class schedules at a glance.

COLLEGE OF DESIGN, ARCHITECTURE, ART, AND PLANNING



come for a visit!

There is no better way to learn about The College of Design, Architecture, Art, and Planning than to visit and tour our award-winning facility. We welcome you to learn more about our facilities, programs, and the work of our students!

A "College Close-Up" visit includes a one-hour, student-led tour and a one-hour information session with faculty &/or staff. DAAP College Close-Up visits are held on most Mondays and Fridays during the academic semester with tours at 10 AM. Below, you can find the schedule for information sessions.

To register, visit admissions.uc.edu/visit or call 513.556.1100.

School of Design

Fashion, Graphic Communication,
and Industrial Design
Mondays 9 am
Selected Fridays 11 am

School of Art

Fine Arts, Art History
Fridays 9 am

School of Architecture & Interior Design

Architecture
Mondays and Fridays 11am
Interior Design
Fridays 9 am

School of Planning

Urban Planning, Urban Studies
Mondays 11 am

Check in for the DAAP College Close Up visit at the Student Affairs Office, Room 5470, DAAP Aronoff Center. Once you have registered, you will be sent a confirmation email with detailed directions. If you plan to take the "Preview UC" campus tour, the Office of Admissions will validate your parking ticket. DAAP does not validate parking. Questions? Call 513.556.1376 or visit daap.uc.edu for further information.



D | A | A | P

College of
DESIGN
ARCHITECTURE
ART
PLANNING

"The Architecture curriculum and classes are comprehensive and diverse. I feel that I am getting a well rounded education. Classes reach into other areas of design and, in general, other fields of study. I like the balance of lectures you can apply yourself in a practical or technical way and also in an expressive way."
Elin Flynn,
Architecture 201

THE SCHOOL OF ARCHITECTURE AND INTERIOR DESIGN

Architects and interior designers take responsibility for the quality of the built environment. The faculty and network of DAAP's top-ranked School of Architecture and Interior Design apply diverse expertise to this mission. The goal is to provide students with the tools to design innovative and functional interiors, buildings and cities. Technical learning complements course work in architectural and interior design history, theory and criticism. Students also learn how individuals relate to their environments through cultural and behavioral studies.

ARCHITECTURE PROGRAM OVERVIEW

Architecture is the culturally responsible design and production of buildings that are useful, durable, meaningful, and responsive to their physical and social contexts. SAID offers a four-year, pre-professional bachelor of science in architecture degree focused on architectural coursework, general education courses, cooperative work experiences and a senior capstone project. It teaches understanding of social, technical and aesthetic content of the built environment; the skill to make or modify it; and the judgment to assess the value of changes. This program prepares students for entry into a Master of Architecture program and careers as practicing architects.

COOPERATIVE EDUCATION

Architecture students are required to participate in a professional practice, or cooperative education, program for three semesters, putting what they've learned in the classroom to work in the real world. Here are a few examples of past co-op experiences:

- **GBBN:** This co-op, located in China, involved the design of residential and commercial towers. The student attended design charrettes and helped create designs for the towers, working to ensure that models were completed on time.
- **KPF New York:** This project centered on the design development of a traffic artery. The student was in charge of the content, organization, and graphic design of a multimedia presentation which set the theme for the project's interior design and was later utilized in client presentations.

CAREER OPPORTUNITIES

Most graduates work in architectural firms, which often employ other design professionals as well. While the great majority of architectural offices have employees who typically assume a wide range of responsibilities, architects in large firms may have a focus like: design, technical support, business management and marketing, facility programming and historic preservation. An architecture degree can also lead to a career in interior design, urban design and planning, engineering, construction, real estate development or university teaching.

DIFFERENT DISCIPLINES, ONE COLLEGE, ONE UNIVERSITY

The disciplines of design, architecture, art and planning all purposefully feed and inform one another. And, rare for a globally leading design institution, students at the College of Design, Architecture, Art, and Planning (DAAP) can utilize the wide-ranging resources and opportunities of a leading urban, public, research university to further specialize or round out individual education pathways.



Office of Student Affairs
University of Cincinnati
PO Box 210016
Cincinnati OH 45221-0016

daap-admissions@uc.edu
513-556-1376

DAAP Rebrand

Fliers and Handouts

DAAP Co-op, Fall 2013

One of my main responsibilities in the rebrand was bringing old informational fliers and handouts into the style of the new identity. These two fliers provide prospective students with an overview of the different programs that DAAP offers, as well as information about visiting the school.



**UNIVERSITY OF CINCINNATI
MUSEUM STUDIES CERTIFICATE PROGRAMS**

- Are you curious about how museums are organized and how they operate?
- Are you interested in a career in museum work or increase your potential for advancement in the field of museum work?
- Are you currently an undergrad student at UC, or do you have a bachelor's degree that would be strengthened by training in the field of museum studies?

If you answered **YES**, then the **Museum Studies Certificate Program** is for you!

What makes UC's Museum Studies Certificate Program unique in the region?

Housed in world-renowned College of Design, Architecture, Art, and Planning, UC's **Museum Studies Program** offers a unique combination of intellectual history seminars and hands-on practical courses.

Two Museum Studies Certificates are available:

- **Undergraduate Museum Studies Certificate** is for advanced undergraduate students (junior level or above) who are currently enrolled at the University of Cincinnati.
- **Graduate Museum Studies Certificate** is bachelor's degree holders. This certificate program is part-time or can be earned by a full-time students pursuing a master's or PhD-degree.

To apply:

- Visit graduc.edu to submit online application
- Pay \$30 application fee online
- Submit transcripts that indicate receipt of a least a bachelor's degree with a 3.0 GPA to:

Professor Mikiko Hirayama
Museum Studies Graduate Certificate Program
College of Design, Architecture, Art, and Planning
School of Art
University of Cincinnati
PO Box 210016
Cincinnati, OH 45221-0016

Application deadline
For fall admission: February 1
For spring admission: November 1

Any questions regarding the certificate program should be directed to Professor Hirayama at mikiko.hirayama@uc.edu.



College of Design, Architecture, Art, and Planning
University of Cincinnati
PO Box 210016
Cincinnati, OH 45221-0016

PROGRAMS OF STUDY

Both museum studies programs explore fundamental aspects of museum work including:

- providing the skills and knowledge that are the basis for many aspects of museum work, including museum management, collection care and maintenance, exhibition and educational program development, and use of technology in museums.
- offering an integrated program of study combining classroom instruction with internship opportunities for direct on-the-job experiences.
- requiring 12 credit hours of study, including three credit hours of internship. Students should expect to complete the certificate over a one- to two-year period.

CURRICULUM

Both graduate and professional certificate programs consist of four classes: one internship plus any three courses from the available electives in intellectual history seminars and practical seminars, totaling 12 credits.

INTELLECTUAL SEMINARS

Critical History of Museums and Curating — considers the history of museums and collecting practices from the ancient Mesopotamian and Pergamon libraries through to Renaissance curiosity cabinets and the founding of the V&A, the Louvre and London National Gallery. The first part of the course is a study of the context for the inauguration of the Detroit Institute of Arts and the Cincinnati Art Museum provide an introduction to the American museum world. The second part of this course evaluates contemporary curatorial practices from international biennials to artist-run spaces. The course is built around readings and presentations in each of these subjects and incorporates study visits to local institutions.

Disassembling the White Cube — focuses on the history of contemporary curating following the transformation of the gallery from a white cube, stemming from the debates in the 1960s into the forms of current post-studio practices around the world.

History of Exhibitions — provides a historical survey of art exhibitions and exhibition practices with a focus on interconnections between exhibitions, issues of visual presentation, and artist practices. It explores transformations in the organizations, framing, and presentations from the 18th Century through today, focusing primarily on exhibitions outside of North America since 1945.

PRACTICAL SEMINARS

Introduction to Museum Management — provides an overview of topics in museum management and collections management, with emphasis on standard organizational structure and administrative practices of collecting museums, including procedures for collections conservation, registration, exhibition and interpretation.

Exhibition Planning and Design — studies the exhibition planning and design processes, including site surveying, design and display methods, lighting, publications, public programming, and outreach. Special consideration will be given to the challenges museum face in generating material from other cultures, as well as other ethical issues facing curators and other museum personnel. The course will also explore the challenges of funding and partnering in order to stage exhibitions.

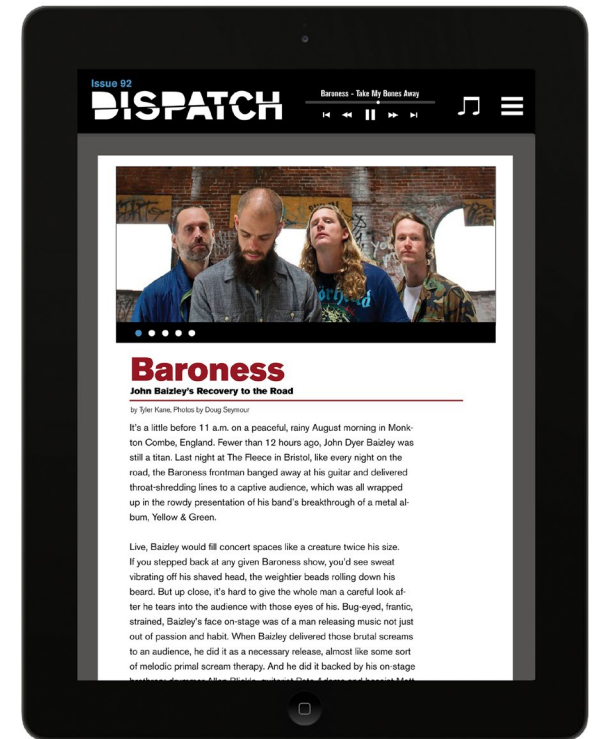
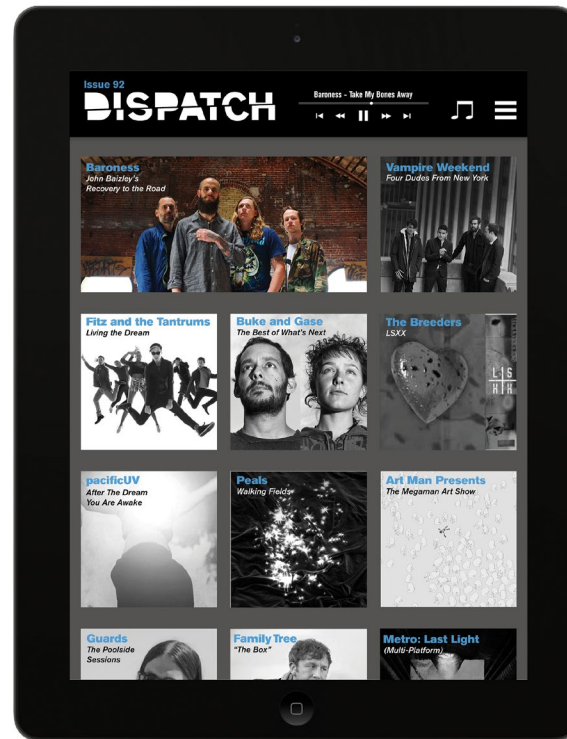
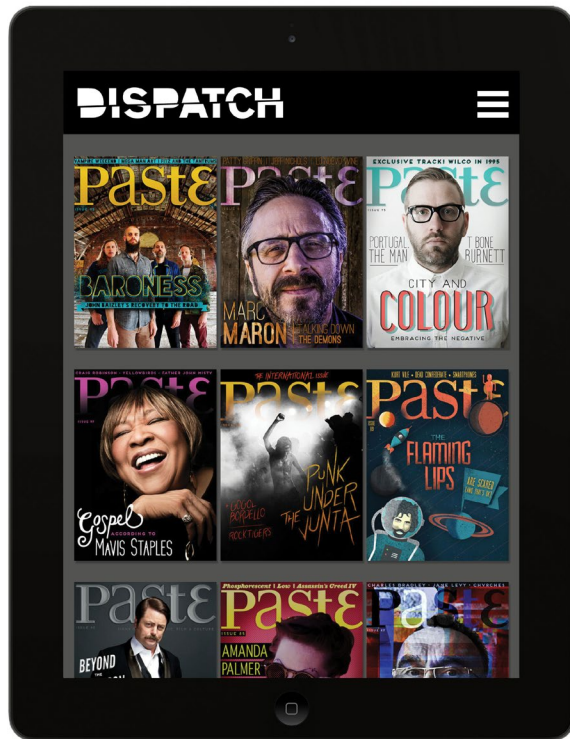
Museum Education — studies developments in museum educational initiatives of the last 50 years with a particular emphasis on recent attempts by museums to expand their reach into more diverse ethnic and economic communities. The course will evaluate the effectiveness of technology applied in museum education, and consider the role of museums in the education of the local community.

For more information, visit daap.uc.edu/academics/art/certificates/museum_studies_certificate

Museum Studies Mailer

DAAP Co-op, Fall 2013

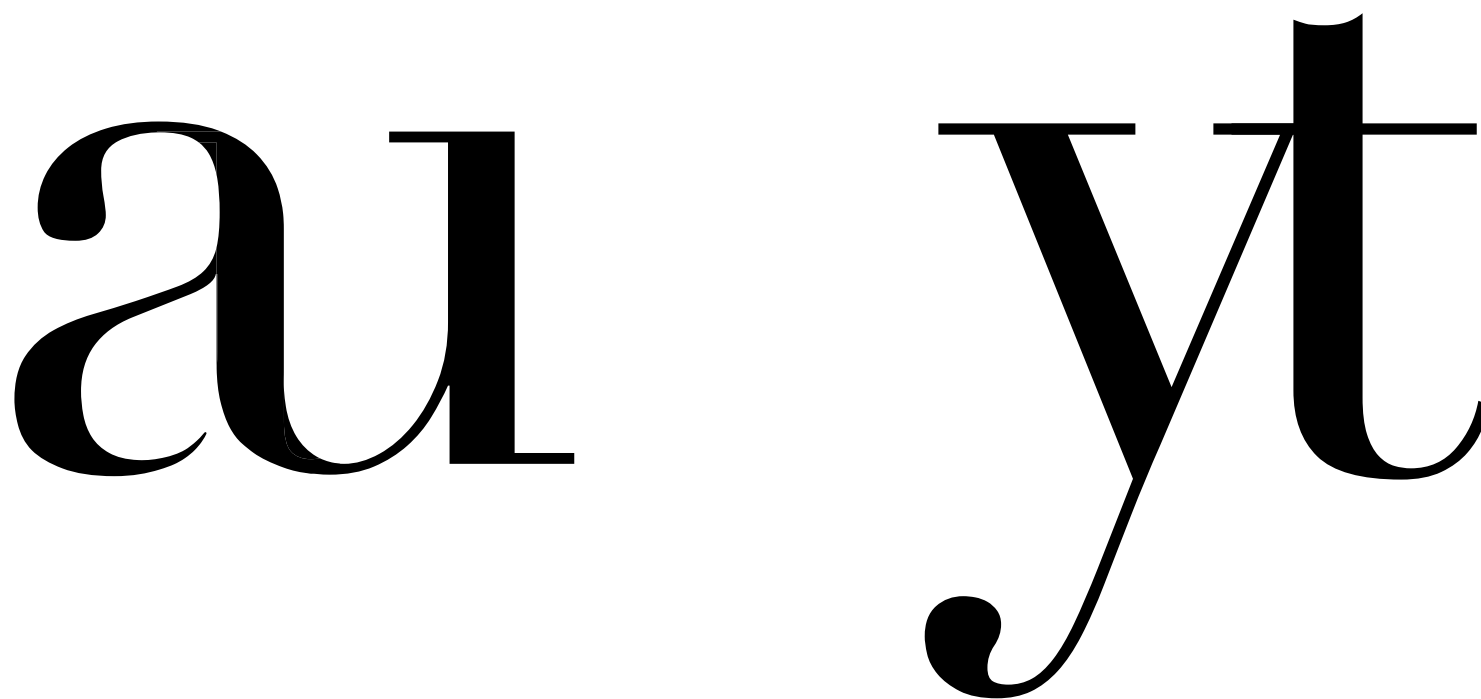
For this project, I worked with representatives from the Museum Studies program to create an informational mailer in the style of the new DAAP identity. The mailer is a tri-fold, and uses bold fonts and colors to draw the reader's eye. The reverse is a poster for the museum studies program.



Dispatch Magazine App

DAAP Summer 2013

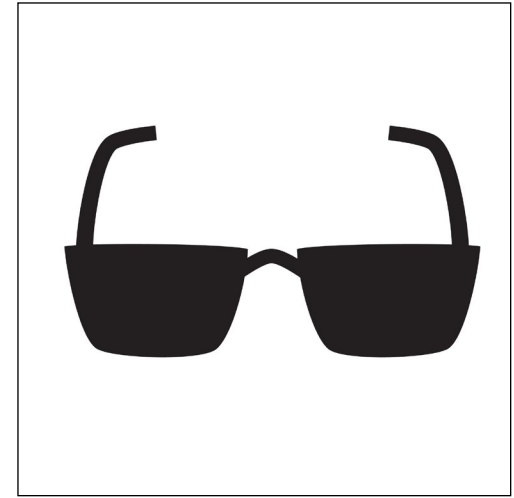
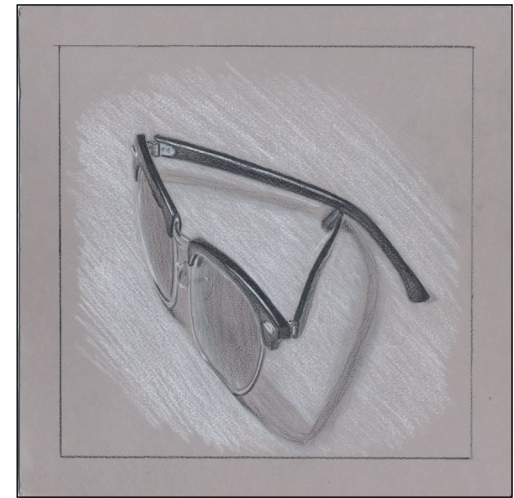
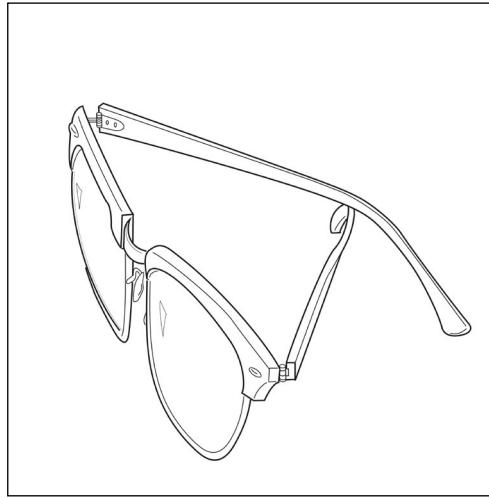
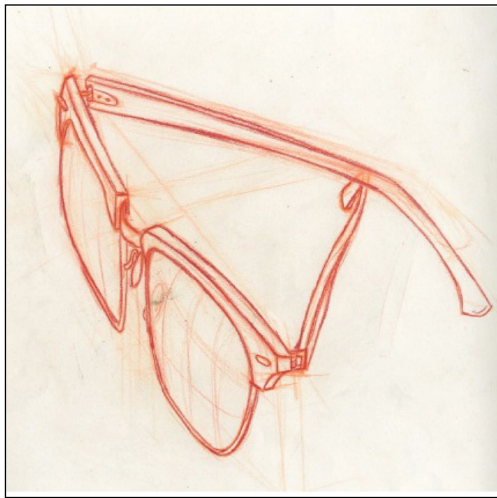
This project involved using an existing magazine as inspiration to create a new one, essentially rebranding the old property. I chose Paste Magazine, which has been out of print for some years, but currently lives on in an online form. From this I created Dispatch, a music magazine targeted at young adults aiming to stay up to date on alternative music and pop culture. The E-reader would be available on iPad, and would include a music player loaded with a playlist for each issue, sampling songs from the artists featured that month.

The image displays two calligraphic ligatures in a black serif font. On the left is the ligature 'au', where the 'a' and 'u' are joined together. On the right is the ligature 'yt', where the 'y' and 't' are joined together. The 'y' has a long descender that curves to the left, and the 't' has a vertical stem with a horizontal crossbar.

Ligature Studies

DAAP Summer 2013

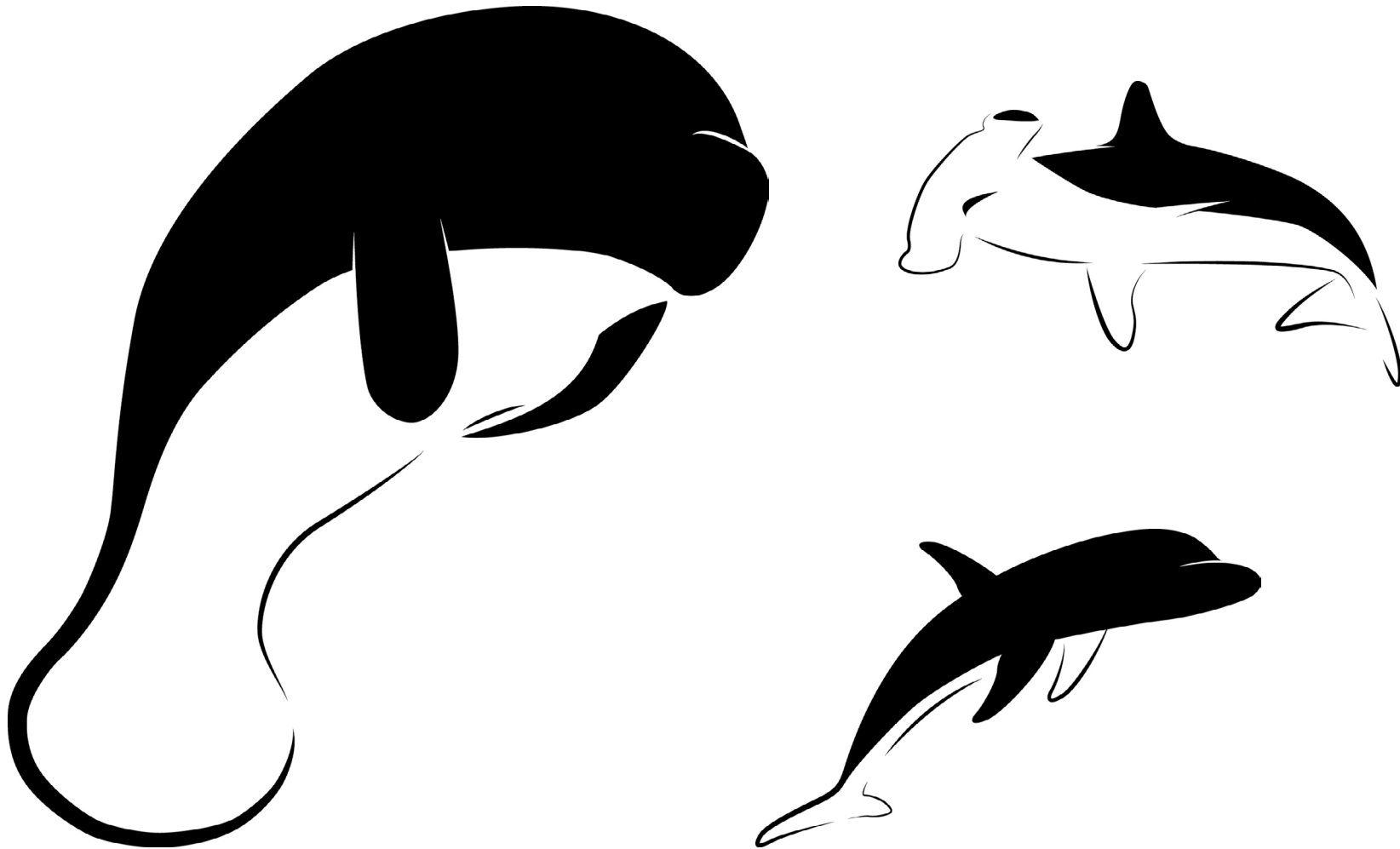
This project was intended as an exercise to help us begin to see possible connections between letterforms. I decided to make two distinct versions. The “yt” form utilizes the natural connection made at the x-height of the two letters, while the “au” was created from the realization that the back of the “a” and front of the “u” share a common width.



Object Abstraction

DAAP Fall 2012

This assignment involved choosing an object that would be displayed in four different styles: an analytical drawing, a digital line drawing, a rendering in coloured pencil, and a digital line-shape study. This demonstrates a sliding scale of abstraction; from realistic to simplistic. After spending most of the semester familiarizing ourselves with the objects, we took a step further into the abstraction process and created a line-based and a shape-based icon.



Aquarium Signage

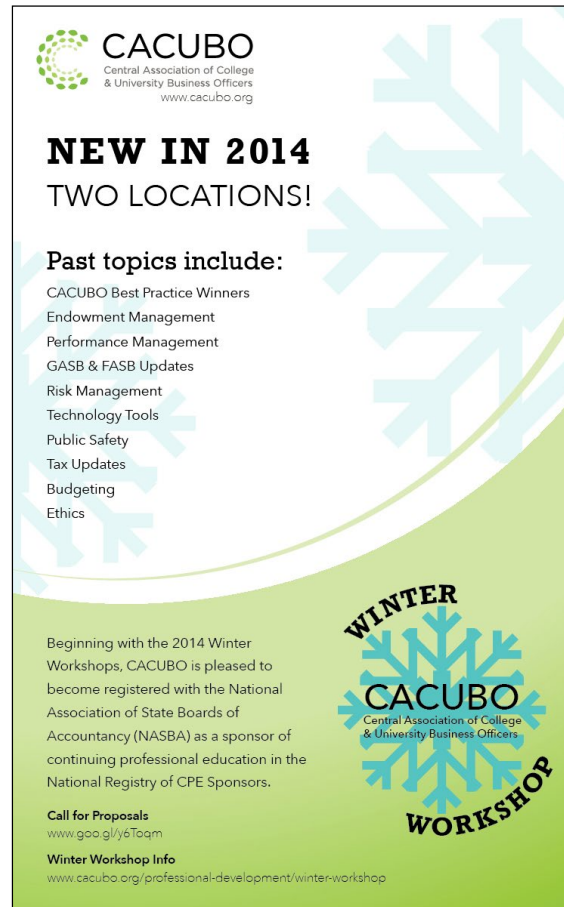
DAAP Summer 2013

Students were assigned to a specific group of animals (marine life in this case) and told to simplify them into icons for the application of their choice. I decided to do aquarium signage, using blocky forms for easy readability, dynamic poses to spark interest, and keeping the biology relatively intact to make the animals easily recognizable.

Postcard Front



Postcard Back



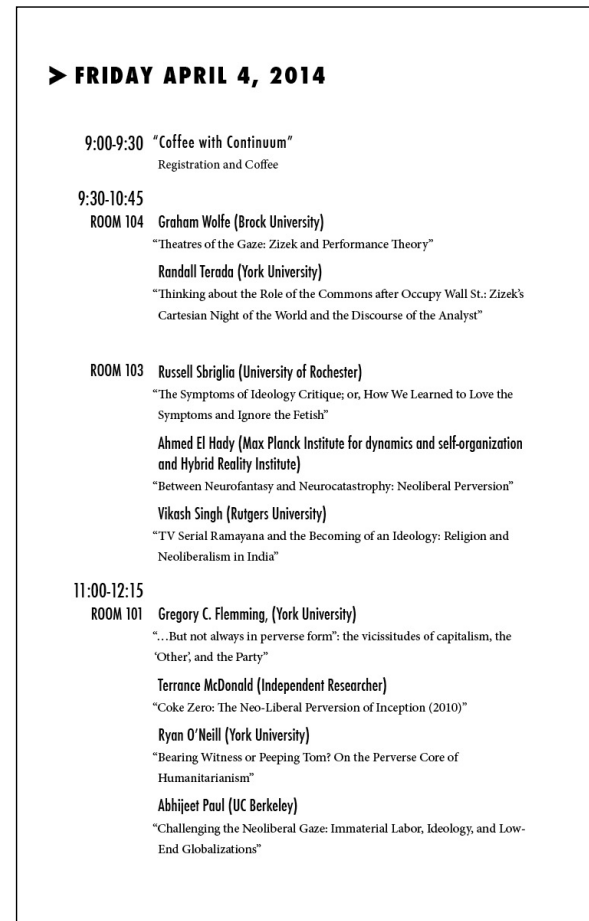
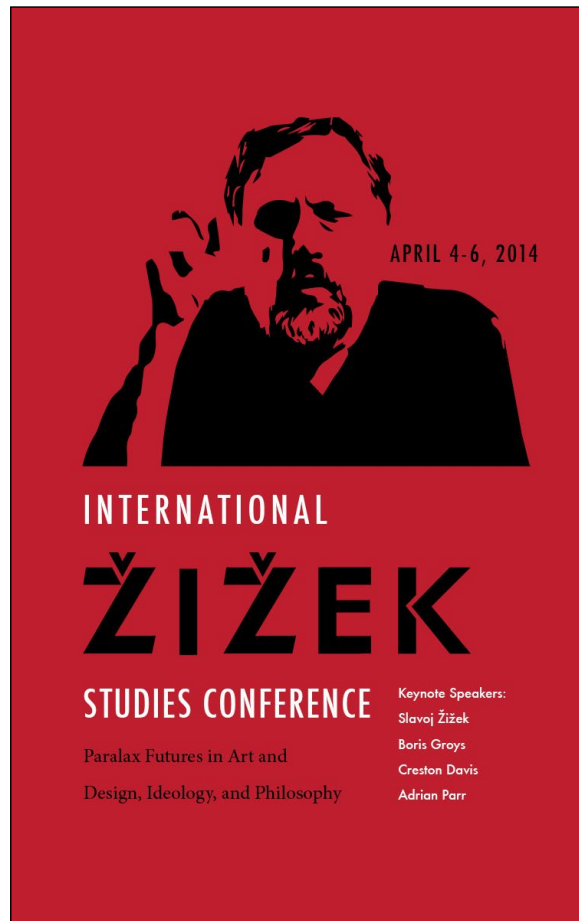
Email Template



CACUBO Winter Workshop

DAAP Co-op, Fall 2013

For this project I was tasked with creating an identity for the CACUBO (Central Association of College and University Business Officers) Winter Workshop. The colors and curves in the layout reflect those used in the CACUBO logo, while the typefaces used reference those utilized in the website and previous workshop mailouts. The final deliverables included an informational postcard, as well as an email blast and a sign template for the classes that are held there.



Žižek Conference Identity

DAAP Co-op, Fall 2013

For this project I worked with the head of the Art Education program at DAAP to develop an identity for a philosophy and design conference that will be held at the school in April. I used the the main speaker's interest in Soviet propaganda posters as inspiration for the bold, posterized look and color scheme. I have showcased the cover and a few sample pages of the map and schedule here. There will also be an expanded version of the cover being sold as a poster.

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Frank Russell, Director
frank.russell@uc.edu

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas suscipit magna ac metus convallis sodales. Praesent in dolor eu elit aliquet fringilla. Ut ultrices tempus felis mattis porta. Aliquam interdum, eros quis bibendum rhoncus, erat arcu scelerisque enim, ut pharetra magna risus quis massa. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam tempor tempus ipsum, vitae vulputate diam luctus id. Phasellus vel rutrum ligula, et fermentum dui. Etiam fringilla ante a pretium vulputate. Cras purus purus, viverra id mi non, aliquet auctor arcu.

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This academic outreach partnership has been generously sponsored by Mr and Mrs H.C. Buck Niehoff, The Harriet R. Williams Downey Fund, The Ohio Urban University Program, the Robert and Adele Schiff Family Foundation, the George Fabe Family Foundation, the University of Cincinnati, and dozens of individual donors.

Urban Studio Wordmark

DAAP Co-op, Fall 2013

For this project I worked with representatives from the Community Design Center and Niehoff Urban Studio to update their identity. Both are University of Cincinnati affiliated studios that work with students from multiple colleges on campus to create unique solutions to urban problems in the Cincinnati area. I wanted to give each studio a modern, professional look to reflect the changes they make in the local community. Here I have the wordmarks themselves, as well as a few examples of how they might work in relation to documents or images.

thank **you**

for your time and consideration