



# PORTFOLIO

Denee Kashevaroff | Graphic, Exhibit, & Studio arts



# ABOUT ME

Hello! My name is Denee Kashevaroff. I am from Bemidji Minnesota. I am a senior here at Bemidji State University in both the graphic and exhibit design emphases with a minor in studio arts.

I recently got married a year and a half ago to my lovely husband Micah Kashevaroff. Some hobbies I really enjoy are shopping, tennis, playing with my neices and nephews, and drawing and painting. My whole life I've always loved making things. In sixth grade I found that I loved to draw and this love for art led me to the design program. I wanted to take my passions and hobbies and turn them into a career.





# AGENDA



Denee Design Brand



King's Pop-up Ministry



The Lash Call Mural





D E N E E   D E S I G N   B R A N D



Main Logo



Denee Design is a brand I created for myself. I wanted to brand myself as a designer to better understand what my goals are but also to set myself apart from other creatives.

My brand is based off the bible verse Matthew 5:16 "let your light shine before others, that they may see your good deeds and glorify your Father in heaven."

Design is my window to the world that I get to shine my light through.

Secondary logo





Front Cover



Book Mock-up





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Identity

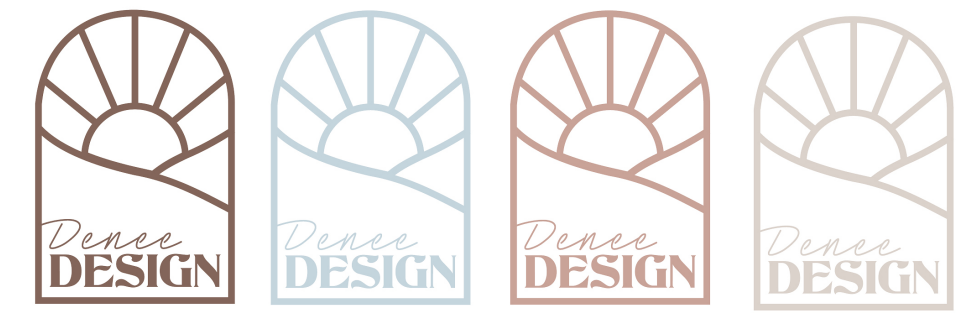
Denee Design is creative, soft, elegant, playful and unique in it's design style. This is a company that wants to use it's creative designs to be a light for others. All aspects of their design has hints of sunlight since their identity is tied into being a light for the world. They show their desire for God through creating beautiful and fun designs that will build up and inspire the viewers. Design is their window to the rest of the world that they get to shine their light through.



 "You are the light of the world. A town built on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house. In the same way, LET YOUR LIGHT SHINE before others, that they may see your good deeds and glorify your Father in heaven."

Matthew 5:14-16

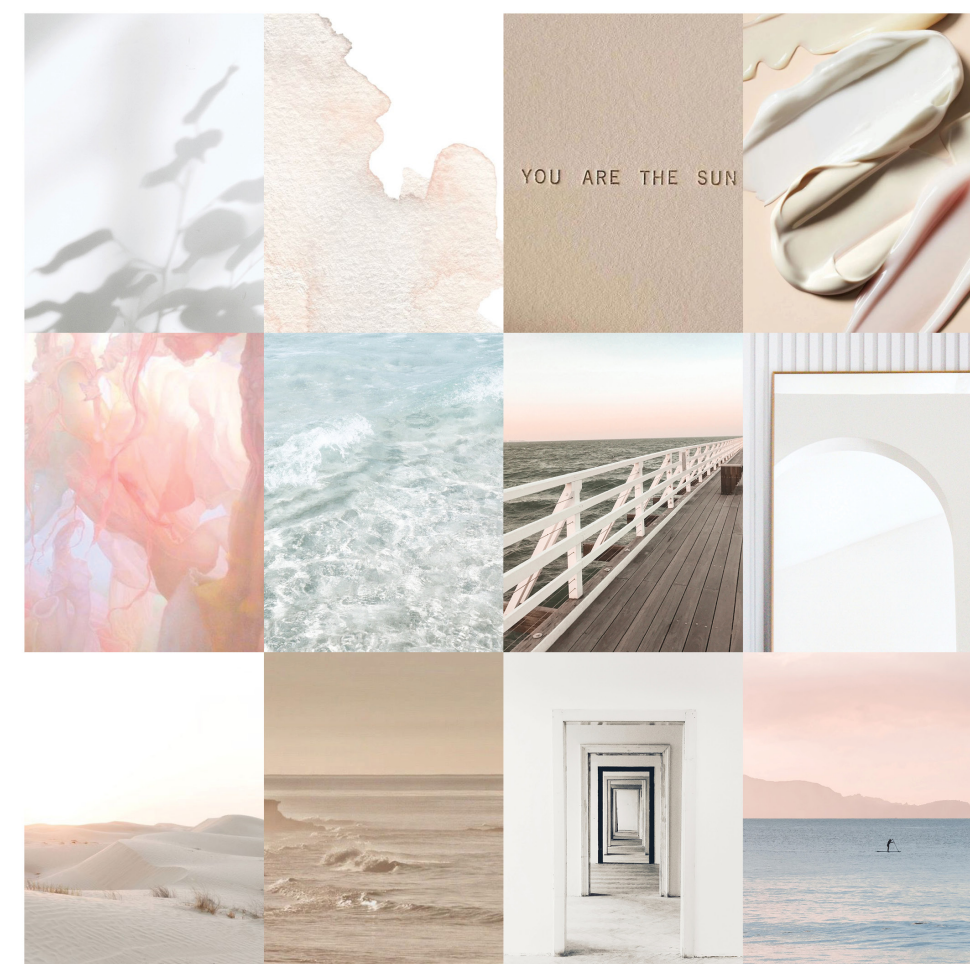
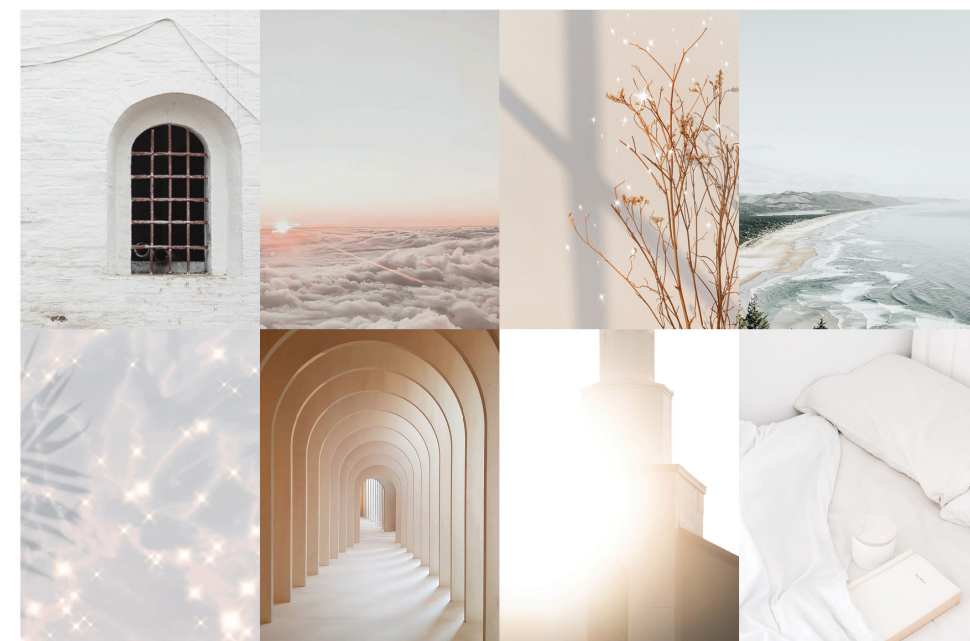
Symbol Description





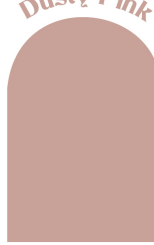

Our main logo is a symbol of a window from an indoor perspective where the sun is shining, almost as if you were looking through an arched window. This symbolizes the main purpose of the company which is to shine their light, through their creative designs, to the rest of the world. We also have two hills that create an asymmetrical and eye-catching flow to the rest of the design. Pastel and soft colors are used to give the logo a sunshine feel. There is a soft yet elegant cursive font used for the name to show professionalism. The word "DESIGN" is used in a bold playful font to show the diversity and design of the company.


Aesthetic

Inspiration is important when considering a design. You need to draw an aesthetic from certain textures, colors, and graphic styles. This aesthetic works for Denee Design since it uses a lot of sunlight and soft yet playful colors and textures to match their brand.



Color Palette

			
<b>Light Brown</b>	<b>Baby Blue</b>	<b>Dusty Pink</b>	<b>Soft Tan</b>
C: 44 R: 130 M: 56 G: 101 Y: 61 B: 89 K: 20	C: 9 R: 197 M: 0 G: 213 Y: 0 B: 221 K: 15	C: 22 R: 200 M: 38 G: 161 Y: 35 B: 153 K: 0	C: 14 R: 217 M: 15 G: 208 Y: 17 B: 202 K: 0

 Colors were derived from my aesthetic board. These pastel colors are not only some of this brands favorites but represent the soft sunshine like brand aesthetic that they are going for.

Fonts

 **Klarissa**

This bold display typeface can be used for headings, names or product titles. Not for body text use.

 *Neonoir*

This soft cursive font can be used for headings, names, or simple phrases. Not for body text use.

 Avenir

For body text and any important information on business cards, packages, or letters.



# KINGS POP-UP MINISTRY







Eternally King Ministeries is an on campus college ministry that is currently only at Bemidji state. They do worship nights, prayer, messages, and even go into the streets of Bemidji to love and pray for people. I have been a leader of this ministry for 4 years now.

The mission is to create a pop-up ministry design to spread Kings from just Bemidji State to campuses across the nation. It'll be a week long event at each college campus to minister, train and equip leaders to lead a Kings ministry.





*Join the Movement*

**KINGS**

**COFFEE**







**THE LASH CALL MURAL**



My client for this mural design was The Lash Call. The Lash Call is an eyelash extension business in downtown Bemidji, MN.

I was asked to create an interactive mural that would promote The Lash Call business. They wanted angel wings, their business name, their business tagline, and a smaller pair of wings to be included in the mural.





# The Lash Call




Demi Kashwanoff

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Look good. Feel good. Do good.





**THANK YOU!**

I'm looking forward to meeting you all soon!