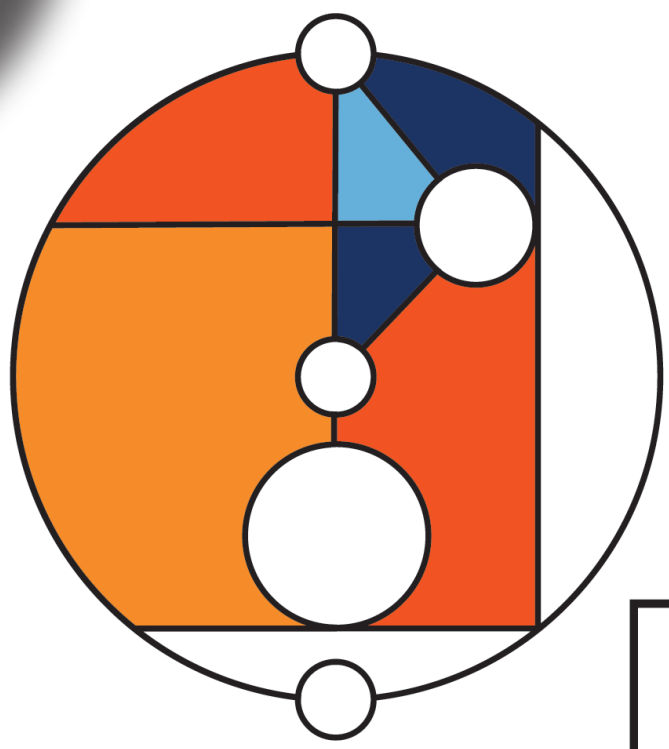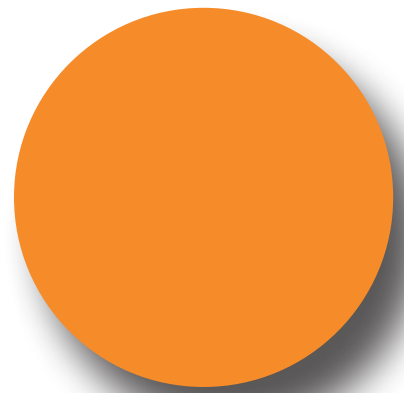Square Bubble
Design

Square Bubble Design
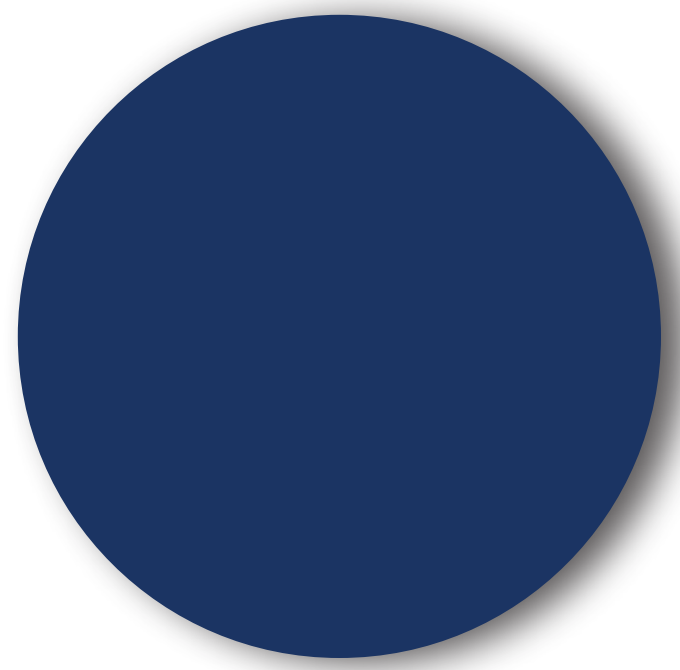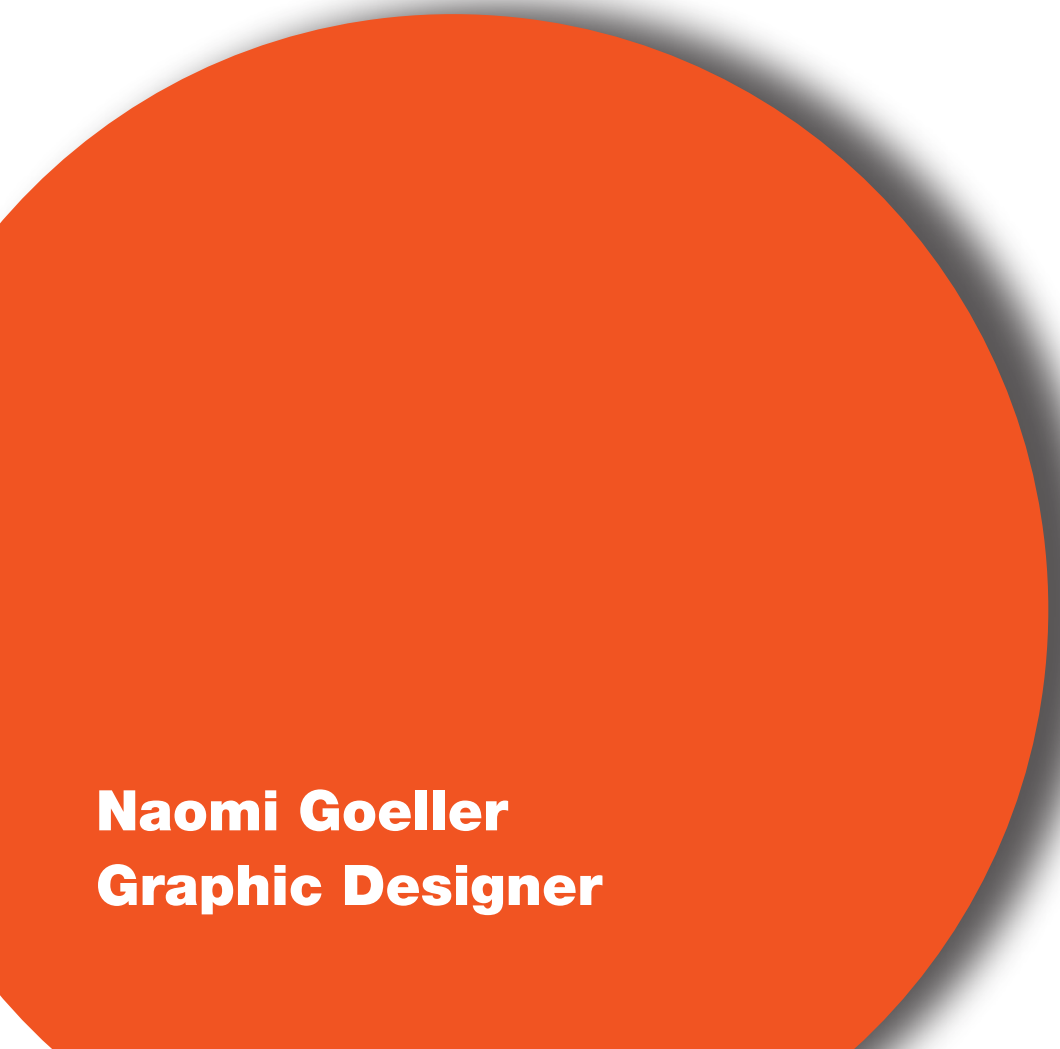
Naomi Goeller
Graphic Designer

Table of Contents

Typefaces and Colors

Gilbert Color   Gilbert Color

Gilbert Color is the font that was chosen to go with the logo and tagline. The font should be used in its color form for the tagline whenever possible, but should be changed to one of the four approved colors for readability purposes when applicable; this decision is left to the discretion of the current graphic designer. When the tagline is being used with the logo, do NOT use the color version; the following color combinations are the only combinations allowed: Teal & Teal, Lime & Lime, Teal & Lime, Black & Black, White & White, and Black & White.

Rockwell Light is the typeface that was selected for body text, the letterhead, the business card, and other similar uses.

Teal C100 M33 Y33 K33 R0 G97 B117 #006175	**Lime** C59 M0 Y100 K11 R104 G173 B61 #68ad3d
Black C0 M0 Y0 K100 R0 G0 B0 #000000	**White** C0 M0 Y0 K0 R255 G255 B255 #FFFFFF

NO GRADIENTS! PERIOD. END OF TOPIC.

Logo Placement and Color Rules

This shade of teal is the first approved color. The logo MUST be all the SAME color at all times. The teal logo may be placed on a white or lime background. NO OTHER BACKGROUND COLOR IS ALLOWED.*

This shade of lime is the second approved color. The logo MUST be all the SAME color at all times. The lime logo may be placed on a white or teal background. NO OTHER BACKGROUND COLOR IS ALLOWED.*

Black is the third approved color. The logo MUST be all the SAME color at all times. The black logo may be placed on a white background. NO OTHER BACKGROUND COLOR IS ALLOWED.*

White is the final approved color. The logo MUST be all the SAME color at all times. The white logo may be placed on a black background. NO OTHER BACKGROUND COLOR IS ALLOWED.*

*You may place the logo on a photograph for advertisement purposes. This is the ONLY case where the background rule can be broken. In the case of logo placement on a photograph the graphic designer in charge may choose one of the four approved logos based on their personal judgment for maximum readability

Letterhead

Bring them home

Business Card

Bring them home

John Smith

123-555-9876
JohnSmith@email.com
Address 1 • Address 2

John Smith = Rockwell 16pt, 20pt leading

123-555-9876
JohnSmith@email.com
Address 1 • Address 2 = Rockwell Light 10pt, 13pt leading

Alpha Omega Adoption

Alpha Omega Adoption started as just a logo for my Gestalt assignment in my *Art as Communication* class. For this assignment, I had to create a piece of art that utilized multiple principles of Gestalt. Since I was a graphic design major, I decided to create a logo. After several hours of doodling and brainstorming, the fictitious organization called *Alpha Omega Adoption* was born.

From there inspiration struck, and I dove further creating an entire image for them, creating a complete branding package, and even some advertisements.

On the left are two spreads from the brand book I wrote to go with this fictitious company; I had a lot of fun writing out all of the rules that the design department was going to have to follow to keep the brand image looking the way I designed it to look. On the right you can see the branding package I created for them (letterhead, business cards, and logo). On the following page you can see some mocked up examples of acceptable advertisements, as laid out in the brand book.

Alpha Omega Adoption
Bring them home

Alpha Omega Adoption
Advertisements

Bring her home

Bring him home

Book Design

I love designing book covers and spreads! For my *Phantom of the Opera* book cover, I used a stock photo of smoke, and a font that mimicked the Broadway show's word mark. For the author's name, I chose to use the same typeface as the chapter headers from the inside of the book.

For the inside of *Phantom of the Opera* I decided to go with a red, black, and white color scheme, as well as trying to stay true to the time and place that the book takes place in. The drop cap and the chapter header use a typeface called *Black Chancery*, and the body text is *Calibri Light*. The glyph panel for both typefaces was used to add a touch of elegance to the chapter title and the top of each page. The photo is a photograph that I took of my husband when he dressed up as The Phantom for Halloween.

The *Les Miserables* cover uses a font called *Calson Antique* and a free stock photo of a piece of parchment. For the imagery, I decided to take the theme of the candle sticks that are present through out the entire story and colorize them so that they look like a French flag, which is representative of where the story takes place.

eBook Design

Whether I am designing for digital or physical print, I love designing books! I designed *Journey to the Center of the Earth* for a class I attended at Liberty University, and I designed *Frankenstein: The Modern Prometheus* for the pure fun of it.

Both ebooks use *Latin Modern Mono Light* for their body text. This typeface was chosen because of the typewriter look; it matched both stories very well. The typeface used for *Frankenstein*'s headers is a typeface called *Zombie Holocaust*. The typeface used for *Journey to the Center of the Earth*'s headers is another story altogether. Due to the nature and location of Jules Verne's story, I took inspiration from the Icelandic runes featured into the book to create a typeface that is hard, but not impossible, to read and has an obvious nod to the story's runes. I called this typeface *Verne Runes* in honor of the book's author. The other typeface I used is called *Aquiline Two* and was chosen for its calligraphic look.

The cover of *Frankenstein* is a stock photo of lightening run through a green filter. The image chosen for the *Journey to the Center of the Earth*'s mockup is not the cover but a chapter illustration. The chapter illustration is brown monochromatic, and I drew it myself. All the chapter illustrations are brown monochromatic and feature an item that was used by the heroes in that chapter. In chapter fourteen, the heroes descend down into the Earth using ropes.

PHACE Syndrome Community

PHACE Syndrome Community is a non-profit organization that helps to educate people about the condition, while also: build community, raise awareness, share medical information, and support research. In 2014, they were looking for a volunteer graphic designer to help them make an informational tri-fold brochure. I was happy to help.

I was also later asked to design a business card for their organization, as well as an informational poster for an upcoming pediatric dermatology convention.
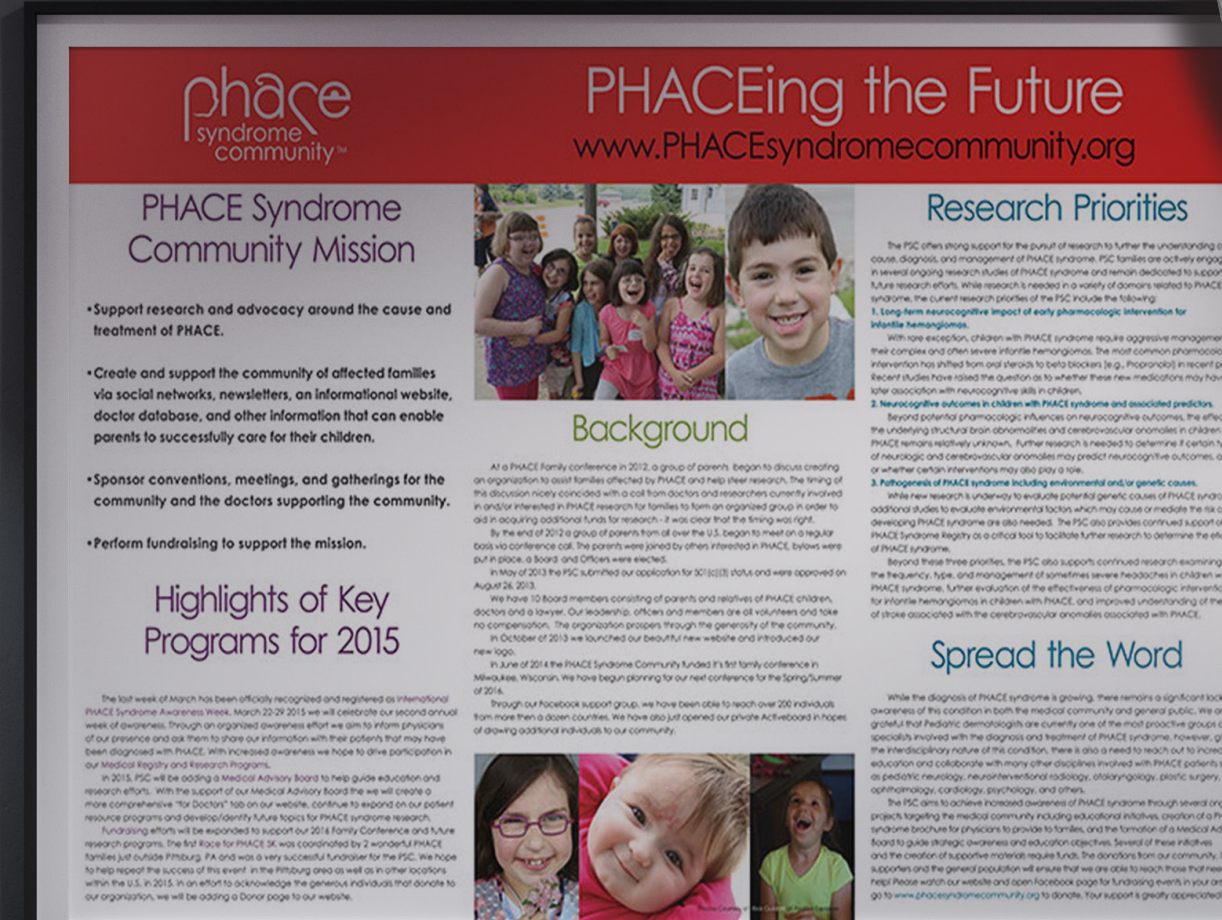
Movie & TV Posters

These posters were a lot of fun to design.

The Fear poster started out as a photo collage that was put together with the purpose of communicating a human emotion. I selected the emotion of fear because I felt like it could be a lot of fun, and I am very pleased with the results. The text was added months later to make the collage more interesting to present in my portfolio.

CIA IT was very fun to design and write the back story to go with it, too. The poster was designed to have a matrix-binary theme to it. The slogan "Saving the world one hack job at a time" is a fun pun, because that is the overall theme of the show I created. The writing portion of this assignment caused me to create a show that was a mixture of *Big Bang Theory*, *Chuck*, and *IT Crowd*. The typeface used was *Curier New* because it reminded me of the typeface I see when I write computer code.

The Sameness is a SciFi poster involving a girl accidently finding herself in a second dimension that is devoid of most color and where being different is wrong. This is a picture of my oldest daughter. I desaturated it, and ran it through a lime photo filter with layer masks in order to to make her eyes and shirt appear green. The typefaces used were *Agency FB*, *Reboot Crush*, and *Steel Tongs*. *Steel Tongs* is an awesome typeface that makes placeing the movie credits on posters easier.
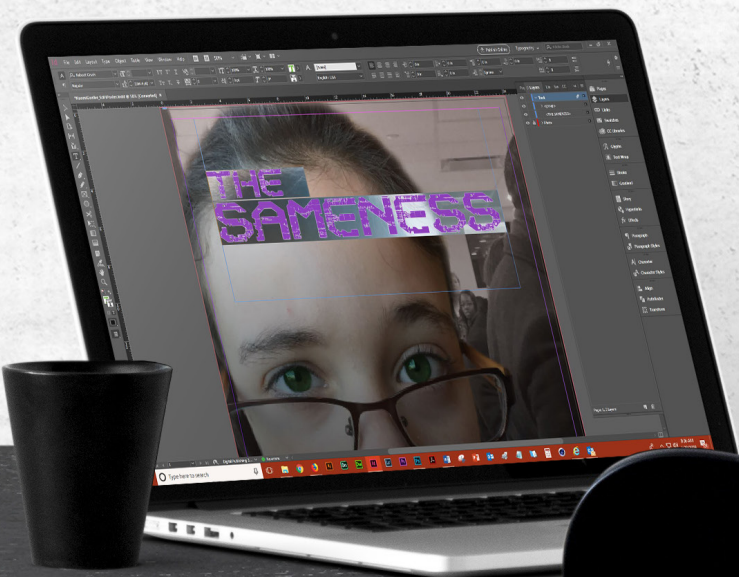
Puzzle Box Magazine

One of the many classes that I took while participating in the great paper chase was *Publication Design*, and in that class I was instructed to create any publication I wanted from scratch. I decided that I wanted to create something for puzzle lovers that allowed them to only have to buy one magazine in order to solve multiple kinds of puzzles.

This ended up being harder than I thought it was going to be because it meant that I not only had to draw multiple mazes. I also had to write crosswords, logic puzzles, suduko, etc. and all the puzzles had to be solveable. However, I rose to the challenge and designed a magazine that I am very proud of.

I also searched for and recieved permission from several authors to feature thier articles in my magazine. The spread featured on the right is one of the articles that I recieved reprint permission for. I also wrote an article about the time traveling brain that I thought fit the theme of the magazine very well.
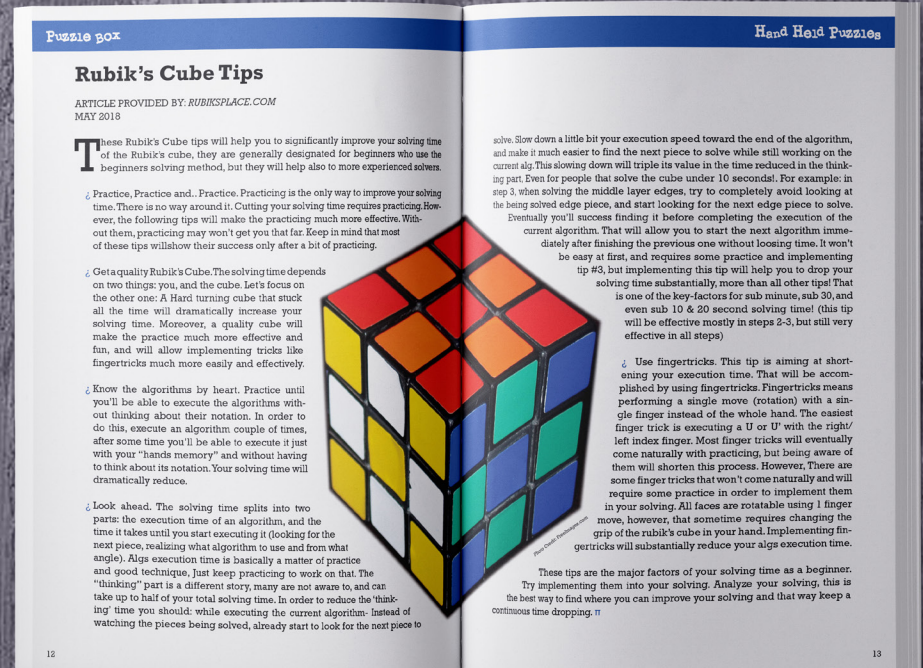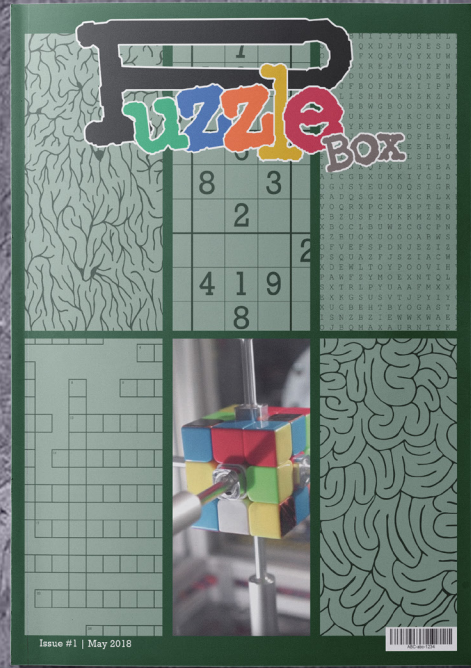
Pohick Country Fair Fairbook

I like to volunteer whenever I can, and especially whenever my church needs my particular set of skills.

Pohick Episcopal Church in Lorton, Virginia has been a part of the community since the 1700's. It was the home church for George Washington, George Mason, and other famous historical figures; one of Pohick's most loved traditions is their country fair.

Held at the beginning of Fall, the Episcopalians of Pohick get together and participate in time honored traditons, like making Apple Butter using the methods from their top secret recipe that dates back to the 1700's. However, that is not all that occurs at their fair. There are pony rides, a moon bounce, BBQ, live music, historical reinactments, and more; but the part that they needed my help with was the creation of this year's fairbook.

Due to the historical nature of the location and the event, every year there is a fairbook put together for the members of the community to read and learn about our location as they explore the grounds. The book also contains some hidden tickets that can be used for food or activities, and coupons for local businesses that were kind enough to help sponsor the event.

This was my first year helping with the fairbook, and I created a completely new look for the book, which included new artwork and typograhy. The spread you see on the left features an apple that I drew myself in Illustrator. The typefaces used for this book were *Rockwell Light*, and *Bickham Script*.

Fine Arts

If I am not designing on the computer, then I am creating with my hands. Whether I am drawing with a pencil, painting with a brush, glueing paper, or crocheting with a hook, art relaxes me and makes me feel happy.
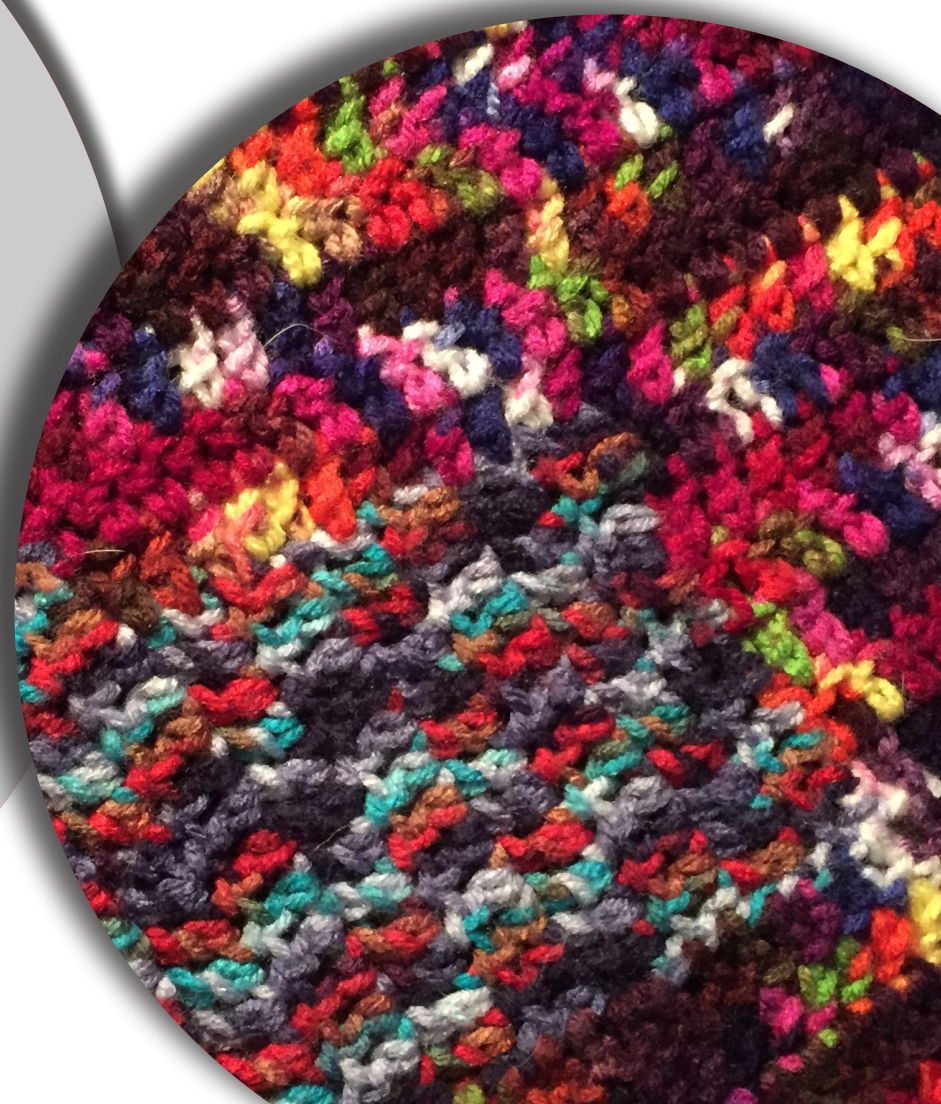
Here is a collection of a few small projects that I completed.

Blue Collar Trade School
Blue Collar Trade School is a ficticous school that I made up for my cognitive project at Liberty University. My concept was to bring the joys of childhood memories to real life, adult world applications. In this poster I attempted to make the viewer associate construction work with playing on the playground. For the tagline I used a stencil font to bring the construction worker feel home.

Douglas Adams Quote
For this particular assignment, I was instructed to select a quote by any famous person we wanted and stylize it, emphasizing one word. I chose this quote by Douglas Adams about deadlines because I thought it was funny, and I chose to emphasize "whooshing" for the same reason. A calendar is placed behind the text to communicate "deadlines" even further.

Wayzgoose
These are web banners I made for my advanced typography class, made to advertise a fictitious upcoming Wayzgoose conference. Wayzgoose is a historical name for entertainment given by a master printer. For this project, I used a photo of lined paper, along with *Dirty Typewriter*, *Rockwell*, and *Rockwell Light* to create a classic meets modern, typewriter look.

Unbeknowest Dectective Agency
While looking for some logo design practice, I turned to Webster's word of the day, which happened to be "unbeknowest." From there, I invented the ficticous private dectective agency and the logo that went with it, which I happened to think is very clever in the way it highlights the "know" portion of the word, because you typically hire a private eye because you want to know something.

Skateboard
While having some creative me time in Illustrator, I created what I thought was a very cool pattern, and when looking for a way to utilize it I thought it would look very cool on the bottom of a skateboard. The skateboard mockup came with a blank background which I felt needed a change, so I found this free stock image of colorful graffiti.
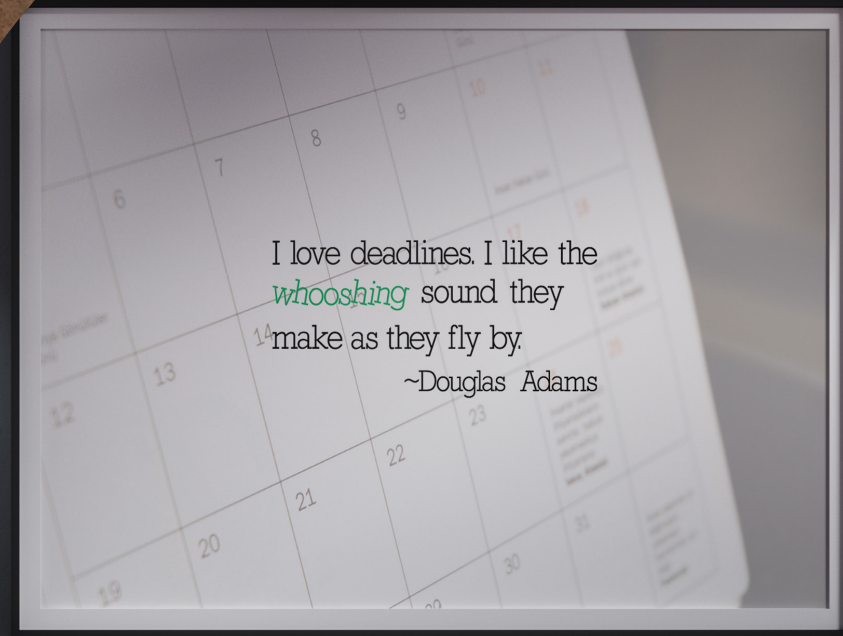
Photoshop Fun

Something that I absolutely love doing is taking the mundane and making it hilarious, in Photoshop. In these three examples, I have added a shark, added a dinosaur, and replaced the Washington Monument with a rocket. While I do not own the rights to all the parts of these images (i.e. the shark is a Disney/Pixar© character named Bruce that I added to my friend's scuba diving photo), I should be okay when it comes to US copyright laws, because I only make these for fun and not profit.

On a side note: please excuse the resolution on these images as they were "borrowed" from my friend's social media accounts.

Rocket Launch
When my sister posted a picture of her standing like that in front of the Washington Monument, I could not help myself and I had to mess with it. So, I removed the monument and replaced it with something much more sinister. (She was not amused by this at all). The irony of this photo was she was wearing a shirt with Arabic writting on it; but to avoid any misunderstandings I made the innocent "Who's your Baghdaddy?" writting disappear.

T-Rex Chase
When my mother posted a photo of my Dad and Grandma walking down a long road, with the long road prominently featured, I just could not help myself. The road was asking for a dinosaur and I obliged.

Shark Attack
When my childless friend, who gets to go on many world adventures posted this photo of herself scuba diving... what kind of friend who knows how to photoshop would I be if I did not mess with it? This one was the hardest of the bunch to pull off, and several layers are working together, at several different opocities, to make this sinister shark look like he is actually about to break his veggietarian diet. The rest of the story involving this one is that my bestie thought it was one of the funniest things she's ever seen and encouraged me to share it with as many people as possible.
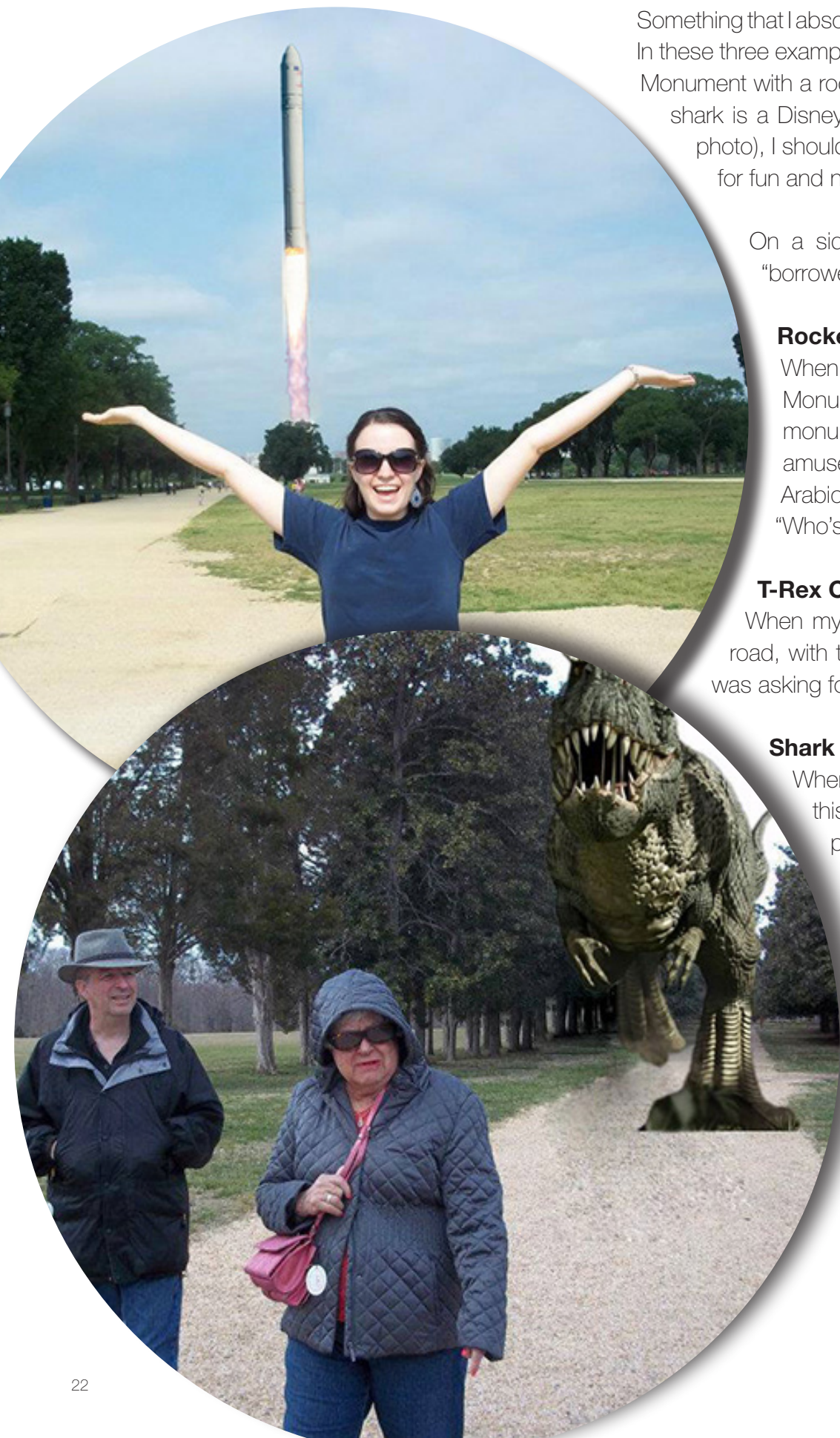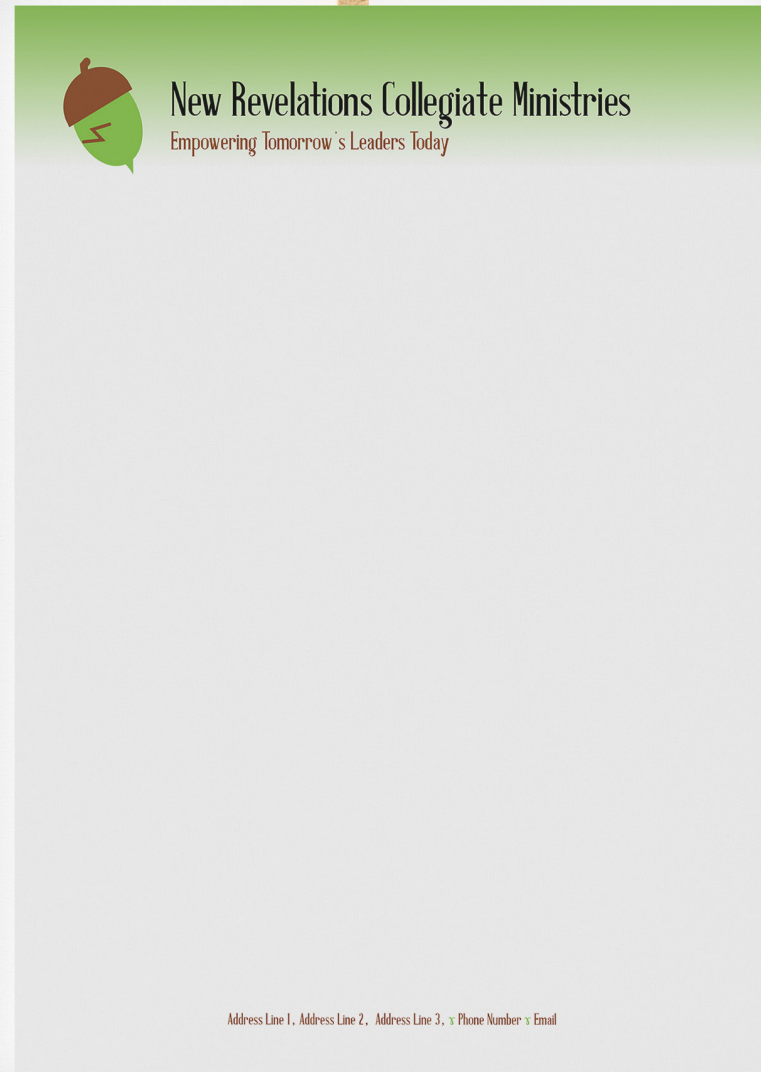
New Revelations Collegiate Mission

New Revelations Collegiate Mission (NRCM) is a non-profit organization with the goal of providing affordable off-campus Christian community housing for students who have the goal of minister/chaplain/priest in mind.

NRCM approached me in 2016 with the need of a complete branding from scratch, which included: a logo, letterhead, business card, and a website. When approached I was told that they wanted an oak tree for their logo, and at the time I did not understand why a tree would represent them. After interviewing them further, I came up with the cracked acorn to represent the new growth they were hoping to help college students achieve. They loved the acorn logo, and it lead them to request the colors green and brown for their brand in order to bring the new growth message even further.

When it comes to web design, something that I really love to do is make a clever 404 page. Since NRCM's logo is an acorn, their 404 page features a squirrel, because squirrels eat acorns.
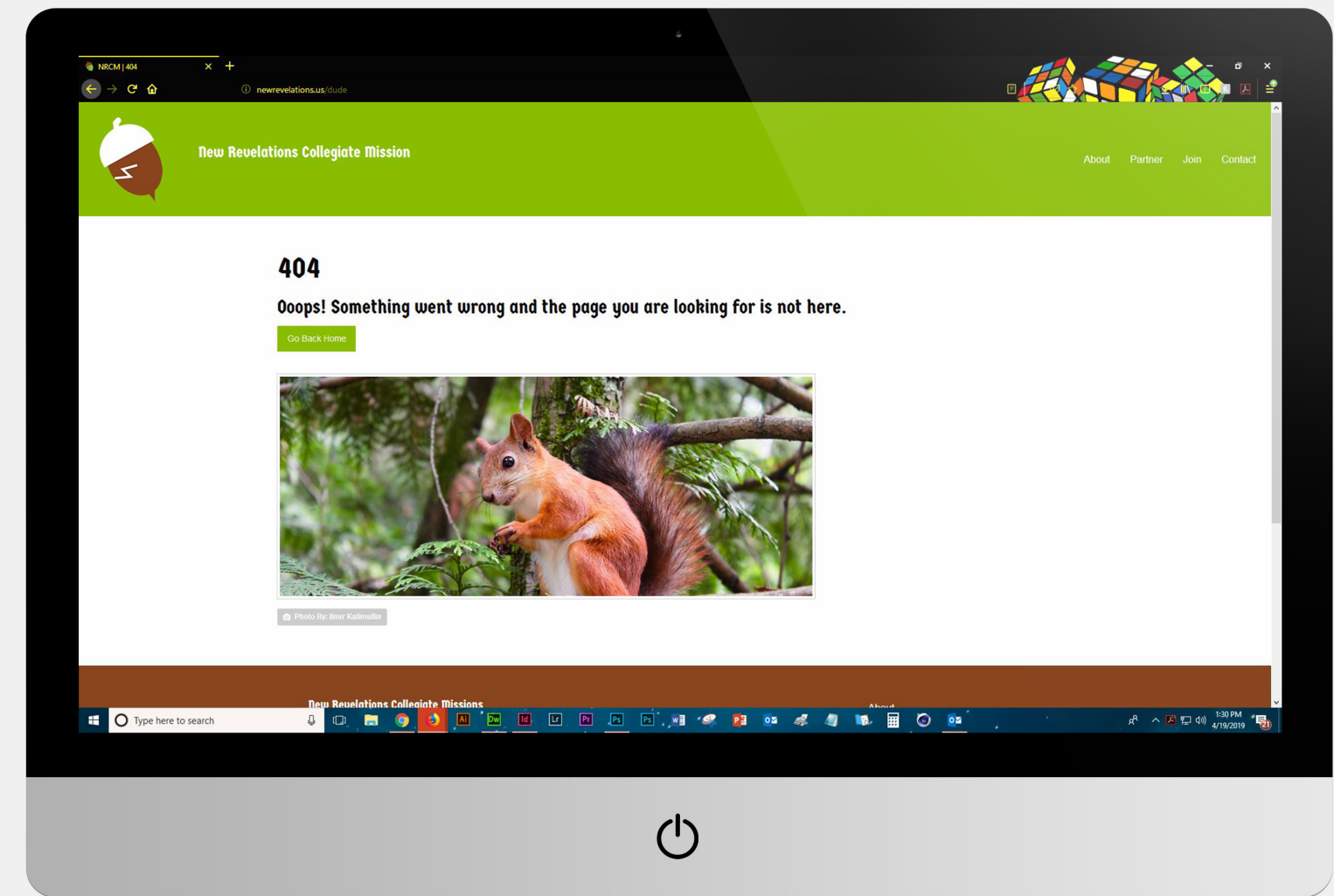
Elementary School Musicals

My kid's school has musicals every other year, and I was happy to volunteer my talents to the production. Each production was a Disney© Musical, so I will not name them by their name, but by the countries they take place in; from there you should be able to figure it out. Lastly all the children's names and faces have been changed/omitted to protect their privacy.

The first play I worked on was what I will call "The African Play." For the program for this design, I used *Century Gothic*, *Open Dyslexic*, and *African* for the text, along with photos that were taken by myself and other volunteers to create the look you see on the right. For the cast shirt, I placed the Disney© approved logo on the front, and on the back was my original art. After collecting all of the students' signatures, I converted every individual signature into vector art. I then took all of the vector signatures and laid them out so that they would look like an acacia tree. I then used the same typeface as I used for the headers in the program to write out the show information. The yellow and the orange are two of the Disney© approved colors for the production.

The second play I worked on was what I will call "The Chinese Play." For this program I got creative with multiple Chinese themed wingdings to create images like the dragon behind the temple, which you can see on the right. I again used *Century Gothic* and *Open Dyslexic* for the body text and the subheads, but for the headers I used a combination of *Chinese Takeaway* and *Karate*, because I liked everything about *Karate* except for the "letter c." So I used a similar typeface that would give me the look I wanted, but without anyone else noticing the multiple typefaces in the headers.

For the Chinese Play's shirt I used the Disney© approved logo for the on the front. For the back I again collected everyone's signatures, but this time I arranged them into the shape of a dragon. In order to avoid breaking the branding rules set forth by Disney,© I was forced to break the black cast shirt tradition and select a lighter grey color.

Contents

While we made every effort to accurately include all information in this program, we apologize for any possible omissions or errors.

CAST BIOS
(Continued)

Jake Miller
Wildebeest (Lead)

Jake enjoys playing soccer. His favorite TV show is The Walking Dead and his favorite movie is Men in Black.

Elle Myers
Zebra

Elle plays NVGSA softball and enjoys fashion, Girl Scouts and ballet class. When she grows up she want to be a doctor.

Timmy Nelson
Stagehand

Timmy is a soccer goalie and enjoys swimming, biking, tae kwon do, and reading. When he grows up he wants to be an architect.

CAST BIOS
(Continued)

Theresa Nelson
Lioness

Theresa's previous performances include roles in Wizard of Oz, Annie, and Cinderella. She is a black belt in Tae Kwon Do.

Joey Oliver
Hyena

Joey is pitcher for the Angels. He also enjoys bicycle riding, and paintball. When he grows up he wants to be a pro baseball player.

Amy O'Malley
Bird

Non-Traditional Calendar

When I was studying for my graphic design degrees, I was tasked with creating a non-traditional calendar. So, I decided to take my calendar in a space direction. Using public domain *NASA.gov* photographs, and a Galifreyan alphabet tutorial, I created the images for each month. The tutorial was used to write out the names of the months in Galifreyan, and each word was placed on top of the NASA photos. You can see the results of this on the right.

I later decided that encrypted numerals would make it even better; so I then created numerals 0-9 to write out the dates and the year. Although this calendar is mostly in the language of the Time Lords, I wanted human Earthlings to be able to use the calendar too, which is why I decided that the days of the week and the month would be written in English.

○ = 0   ⊙ = 1   ⊖ = 2   ⊖ = 3   ⊖ = 4

⊖ = 5   ⊖ = 6   ⊖ = 7   ⊖ = 8   ⊖ = 9

January

February

March

April

May

June

July

August

September

October

November

December
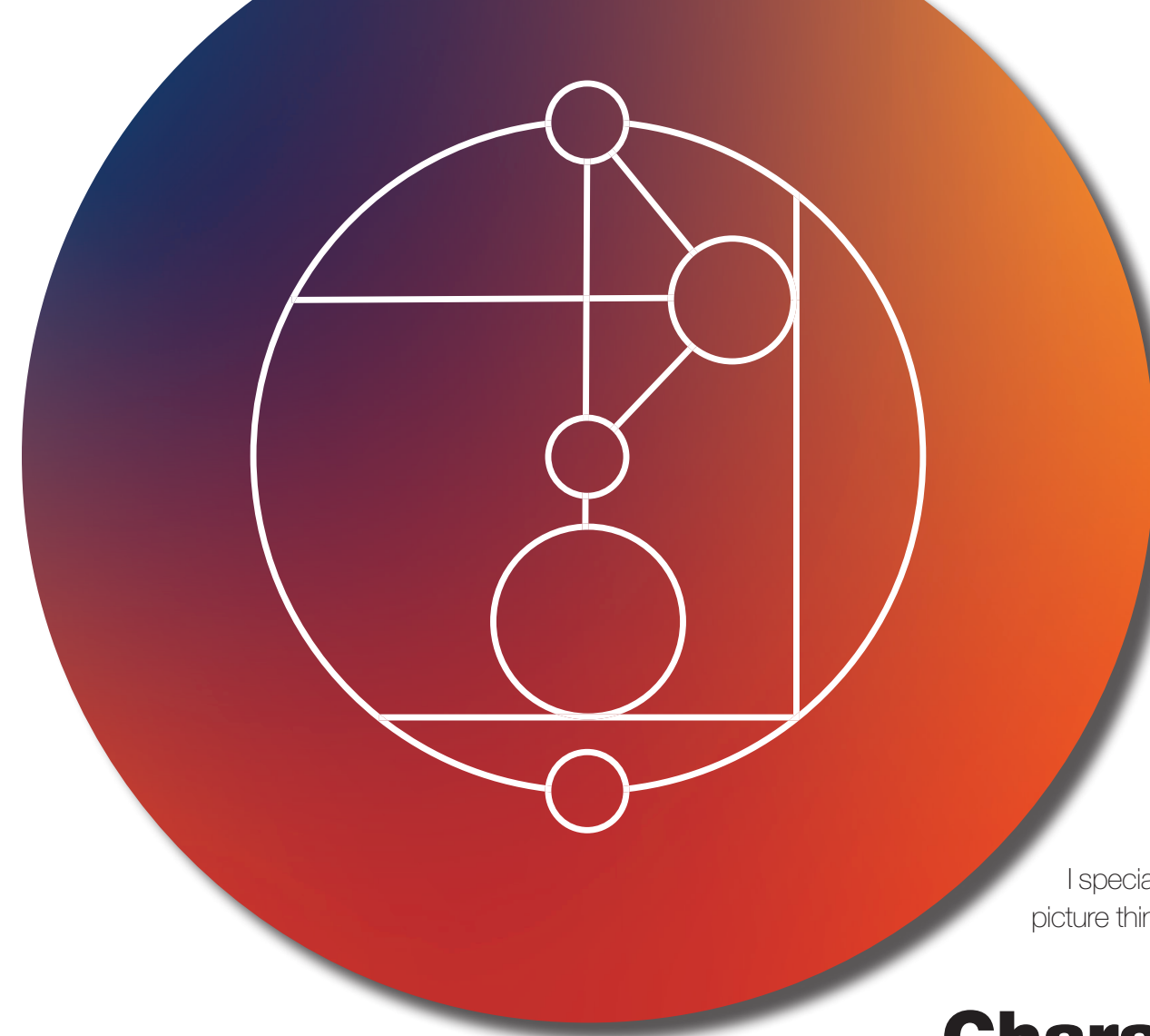
Design Statement

I am a graphic designer with amazing skills with Adobe Creative Suite, logo design, corporate branding, book design, and layout/spread design, who is smart, motivated, knowledgeable, and quirky.

Audience

My audience is potential clients and potential employers, also lovers of graphic design both print and web.

Practice & Specialty

I specialize in branding. I am very good at thinking in pictures; I can take my picture thinking ability, and use it to create a company image.

Characteristics & Communication

I have many good characteristics that I like to communicate through my work. I like to think that I have a good sense of humor, and that it shows through in my work. I also like to utilize my knowledge of Gestalt Principals, as well as my knowledge of typography, layout design, logo design, web design, and my Photoshop and photo editing skills. Lastly, I hope that my work shows that I have knowledge and deep understanding of color theory, and a sixth sense when it comes to my color choices.

Skills & Capabilities

The skills and capabilities that I bring to the table are: photo editing, print layout, web design, typography, logo design, and a strong ability to see and utilize color.

Standards

The standard for my work is to get it as close to perfection as I can get, and to make my client as happy as possible with the end product.
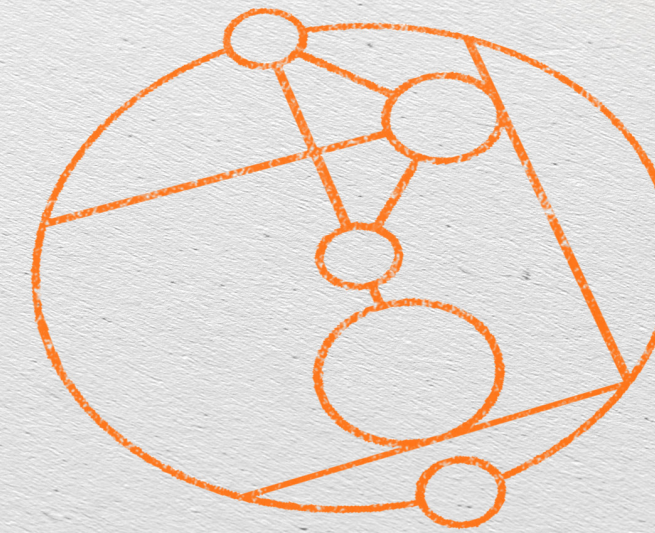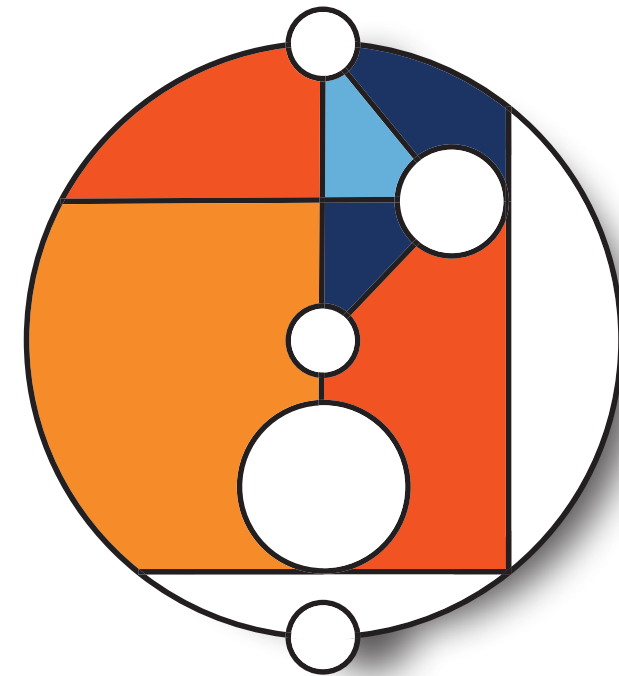
Naomi Goeller
Graphic Designer

I am a graphic designer, an artist, a wife, a mother, and a geek. I love sitting in front of the computer and making the mundane everyday things beautiful.

I started my journey as a graphic designer in 2012 when I first attended Northern Virginia Community College (NOVA) with the goal of earning a degree in graphic design. I left NOVA in 2014 with two degrees in the field of Graphic Design, complete with latin honors, and I have been freelancing since then. Later, in 2016, I started attending Liberty University with the goal of earning a bachelor's degree in the field of graphic design. In 2019, I graduated from Liberty University with a graphic design bachelor's, again with latin honors.

In my time as a freelance graphic designer, I have worked for companies and non-profits of varrying sizes. I have designed a great variety of things that include: logos, brochures, posters, flyers, informational booklets, websites, and more!

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