



**Kay
Dee**



Kay Dee

- Kay Dee is from a small town in Serbia. Her friends call her Kay which is short for Ksenija.
- At the age of 15, she moved into a dormitory to study Graphics and later on in her life, earned a degree in Graphic Communications at Academy of Arts.
- After stops in London, Maryland, Las Vegas, and Colorado where she dabbled in freelance and worked in a variety of design and printing companies.
- She found her way to Austin Texas to promote the next chapter in her life: KD Branding.
- Kay specializes in logo design, visual identity and web design.
- European influences with American drive.

First Logo



One of Kay Dee's 5 first logo designs in high school.
The initials "S" and "O".

Inspiration

- Kay Dee's daily inspiration are logos that are found online or various logo books.
- "The best is sketching logo ideas, the worst is trying to figure out all those taxes, invoices – non-creative things."
- Inspiration, "it was David Clarkson while I was a student. Today I don't have one that stands out above the rest as I am passionate about the design community as a whole!"

The Change

- “It all started from a single moment. I was about 12 when I told my mom that I want to make a billboard, It took her awhile to realize what I meant by that, how it would someday be a cornerstone of my life.”
- Later on in her life, Kay Dee finished University at the Academy of Arts, became a freelancer, moved to Austin, Texas and now she is an Art Director and founder of a branding company – KD Branding.

Now

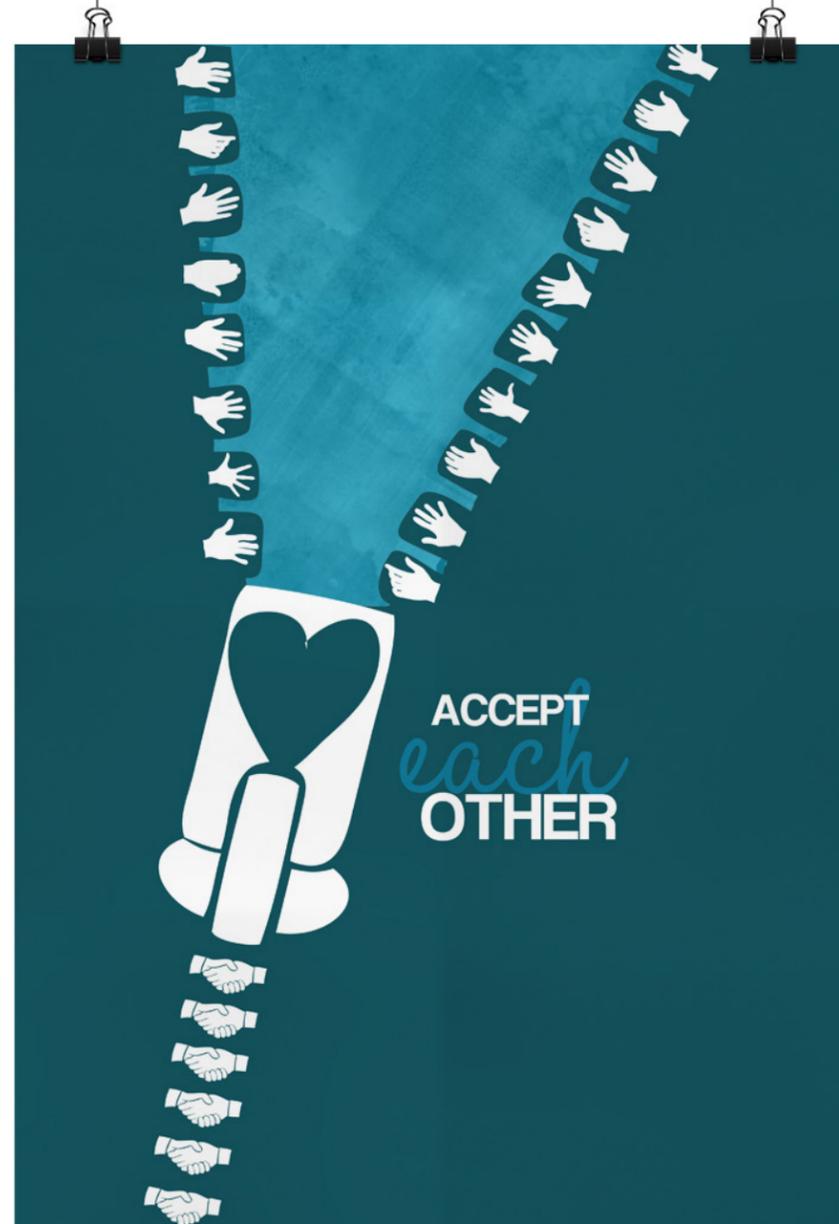
- She is the founder of KD Branding, a full-service graphic design studio in Austin, Texas.
- Kay Dee specializes in creative logos and websites for small to medium sized businesses that will capture consumer attention.

Free Time

Her average day consists of :

- Cups of coffee
- A boatload of emails
- The requisite work on clients project
- Keeping up with social media updates
- Collaborating at a co-working space
- Healthy sprinkling of business meetings
- Hanging out with her husband, friends or instagram

FREE TIME



A poster designed for the "Accept Each Other" campaign that targets racism.

Poster

Concept: Regardless of who we are, what we do, and what color our skin is, we can all stand unified together.

- The zipper is symbolic of connecting two separate sides of the same material.
- The Hands are merging together to shake hands while the zipper, in the shape of a heart and representing love, is sliding up – we are accepting each other.

Logo Design



-A logo design symbolizing a plate and tie was created to represent a blogger that writes about food.

-He travels, promotes his favorite restaurants, and posts photos of his experiences.

-The logo is a combination mark, therefore containing a symbol as well as typography. It is contemporary and is constructed of colors that are fresh and alludes to food.

-“A life worth eating” is a logo built for a predominantly online presence.

Logo Design

Concept: Kapani & Verma is an apparel company that was founded in 2016

- “Color, decided to stay with black and white since it already was eye-catching and color would just detract from the shape itself without attracting additional attention.”
- Strong and elegant



FAVORITE WORK



Logo Design

- Designed for a firearms company, it depicts a shield containing a dragon with associated typography below.
- The shape is strong and prominent, such that it can be used by itself as an icon even without the company name.
- The shield symbolizes stability, protection, masculinity, and confidence.

FAVORITE WORK

The logo features the word "URBAN" in a large, bold, black serif font with a "TM" trademark symbol. Below it, the word "signature" is written in a red, cursive script. At the bottom, the phrase "FLY FITS ONLY" is displayed in a black, spaced-out, sans-serif font. A vertical red line is positioned between the words "FLY" and "FITS".

URBANTM
signature
FLY | FITS ONLY

Logo Design

-Urban Signature is an urban/trendy clothing store that specializes in all-exclusive gear for men, boasting the tagline "Fly Fits Only".

-With a target audience of men ages 17 to 40, they desired a logo that plays off their name as a signature.

-It needed to be clean and simple, yet sophisticated and catchy, and utilized a white, black and red color palette.

-They contracted KD Branding to create a prominent logo and flashy business cards.

MORE WORK



ROGUE ROOTS®

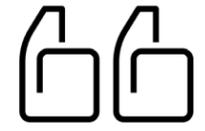
Logo Design

-Rogue Roots is a Denver-based commercial aquaponics consulting company that is in the business of providing natural and environmentally sustainable methods of cannabis cultivation.

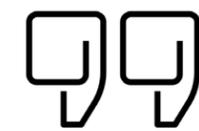
-The typography logo that they designed looks clean and simple while reflecting the company's mission and goals.

-In this case, the typographic logotype contains roots, which are symbolic elements, merged with the company's name.

MORE WORK



Make the leap! It is worth it.



QUOTE

Design Process

- Design Brief: Created a questionnaire for the clients to better understand their project and learn more about them & their company or entity.
- Research and Inspiration: Conduct research including the industry they are in, their competitors, and their goals.
- Sketching, brainstorming and conceptualising: Every logo that she design is a custom design that started from scratch with pen and paper.
- Digital Production: After she select 2-3 different sketches, she create them in Illustrator and refine them, improve them. Concepts are compiled into a presentation for her client.
- Revisions and feedback: After reviewing the concepts and consulting with the client, she revise and optimise the logo until a final design is approved.

THANK YOU!

Present by: Five Star



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