

# Angelica Veronica

Corp ID & Graphic Systems Fall 2025  
Brand Process Book



# Brand Comparison

## Manufacturing

Good



**Warmies**  
Warmies is a manufacturing company that specializes in creating Stuffed Animals with Heating Pads inside them. Warmies logo is the end of a cursive W wisping around to make a disconnected heart in a shade of purple, encasing the W in a commonly accepted symbol of compassion, exemplifying the companies goals while helping it stand out amongst a crowd of logos, & similar companies.

## Non-Profit

Good



**Lebron James Family Foundation**  
the LJFF is a foundation started by Lebron James to give support to struggling families of Akron. a shade of Green is used to bring comfort, while Yellow is used to make the logo pop, as well as being a reminder of the founder's signature colors. a crown symbol is made, messy and outside the white lines, abstractly representing the foundations goals.

## Professional

Good



**KeyBank**  
KeyBank uses a Red Key as it's logo, working in tandem with the name of the Bank, but also giving customers a safer feeling, as if their money is always locked up, the Key is modeled with a handle similar to that of a 4 leaf clover, evoking a sense of luck if you chose to bank with them. the use of Red & White make this logo especially eye catching, unable to miss on a sign or side of the road.

## Retail

Good



**Taco Bell**  
Taco Bell has an easily recognizable & Iconic logo, using negative space to make a bell, this logo has had many recolors in the past decades but the general silhouette stays the same, keeping the signature bell as the main focal point, keeping their branding separate from the more average mexican and/or fast food taco places.

## Service

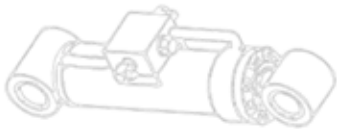
Good



**GrubHub**  
GrubHub's use of bright orange makes it stand out from the massive crowd of food delivery services, with the silhouette of a home as it's logo it can remind people of the light emitted inside your home. the use of negative space to make silverware easily communicates the goal of Grubhub in a way the general populous will recognize and be drawn too.

## Manufacturing

Bad



**Endurance Manufacturing**  
Endurance Manufacturing is a Hydraulic Cylinder family owned manufacturing company, their logo seems to be a pale grey hydraulic press with no extra details, simple logos aren't bad but this one is begging for more detail, taking it from just the silhouette of a hydraulic press to an actual logo, the pale grey outline doesn't help this logo when it comes to visualizing it, very easily getting lost in the white background.

## Non-Profit

Bad



**One of a Kind Pets**  
One of a Kind Pet Rescue is a Pet Shelter in Wallhaven, Akron, the logo is rather busy and inconsistent, the solid pink inside the whole of the O being unnesseccary to see the simple cat face, which is also unnesseccary due to the Cat tail extending from the D, almost accidentally implying One of a Kind to be a cat shelter rather than both, the words are chunky and not very pet friendly.

## Professional

Bad



**Chester Law Group**  
Chester Law Group is a Law firm based in White Pond, Akron, it utilizes overlapping thin letter faces where it is easy to lose parts of the letterform in unreadable ways, aswell as a lack of color understanding, here the Blue of the C & G is fading into the background, and on the website the C & G are white on a white background with the L being the only visible part.

## Retail

Bad



**El Meson**  
El Meson is a Authentic Mexican Restaurant in Cuyahoga Falls, this logo is bright & Busy, the combination of this shade of Orange & White making for an eyesore of a logo, the logo made is an archway, which has little to do with the actual restaurant outside of refrencing mexican architecture.

## Service

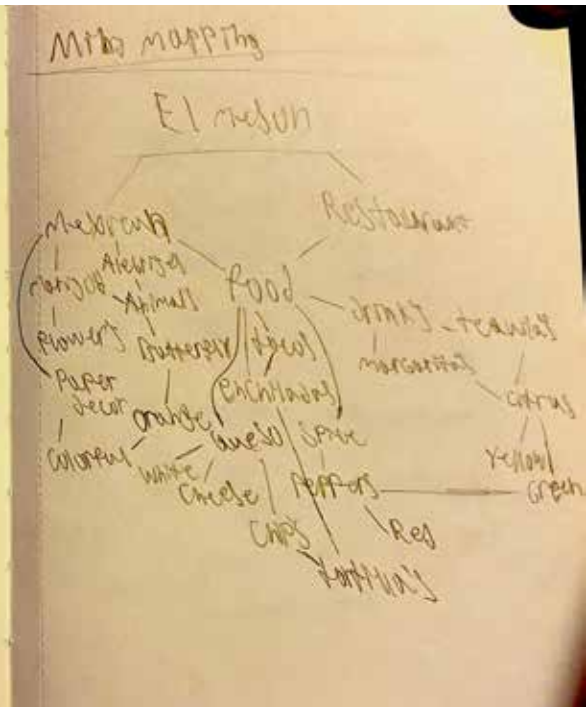
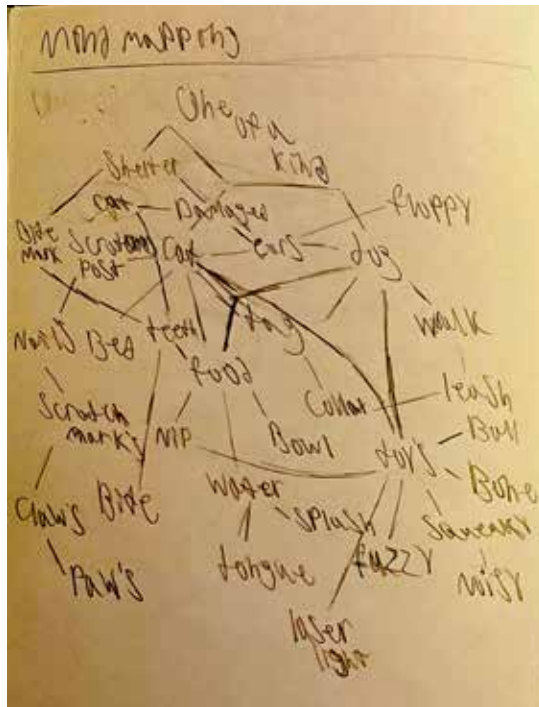
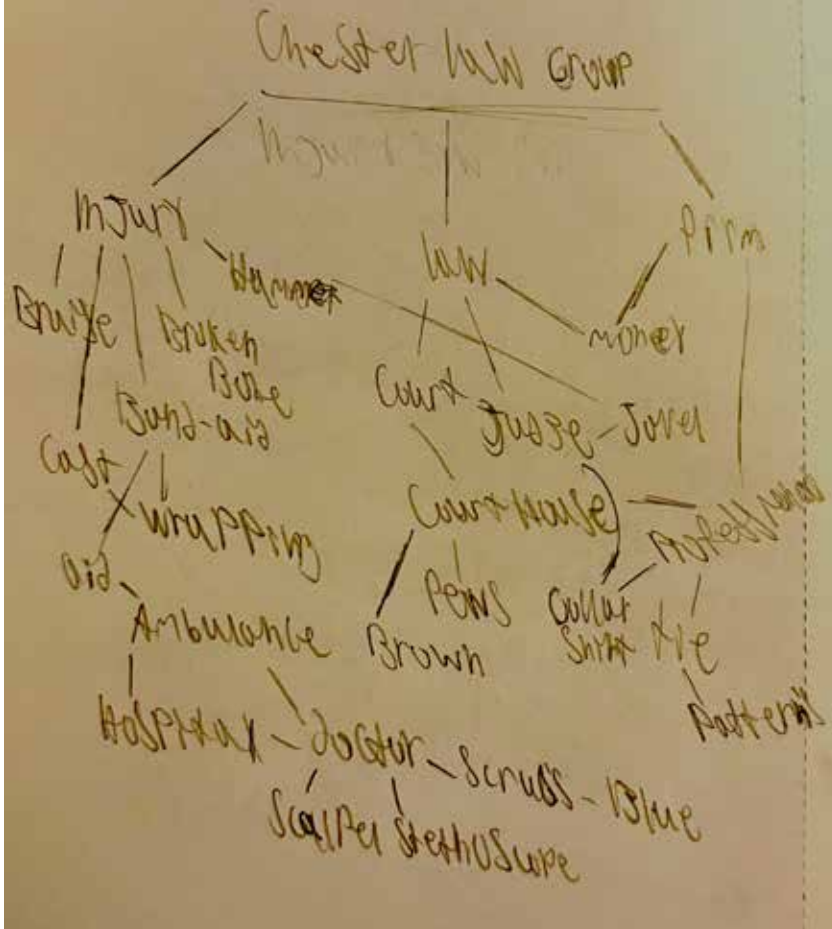
Bad



**Krown Akron**  
Krown Akron is a Car Repair service in Fairlawn, this logo is very loud, blocky, & busy, the gold fades into a disgusting brown color inconsistently with the K and the rest of the word, and while the silver of the K is interesting because it is so much more detailed than the rest of the logo, it also becomes the focal point and detracts from the rest of the logo.



# Mind Mapping





Competitive Research

One of a Kind Pet Rescue



**Humane Society**  
OF SUMMIT COUNTY™



Pet Shelters & Pet Stores seem to steer in the direction of using san-serif typefaces for their logo and branding, using images commonly associatæd with pets like paws & toys if not the pet themself, with color being relatively inconsistent.



### One of a Kind logo sketching



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Pet Rescue

**10** One of a Kind

Pet Rescue

*One of  
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**One of a Kind**

Pet Rescue

**One of a Kind**

Pet Rescue

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Pet Rescue

**One of a Kind**

Pet Rescue

**One of a Kind**

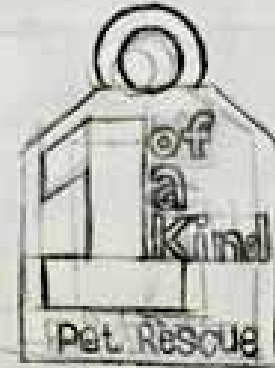
Pet Rescue



## One of a Kind High Contrast Sketches

One of a Kind High Contrast Sketch

One of  
a Kind

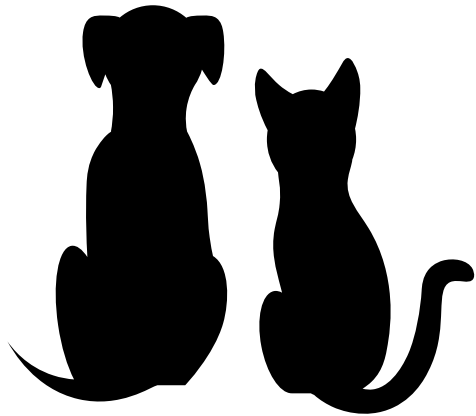


One of  
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One of a Kind Digitized Logos



Pet Rescue



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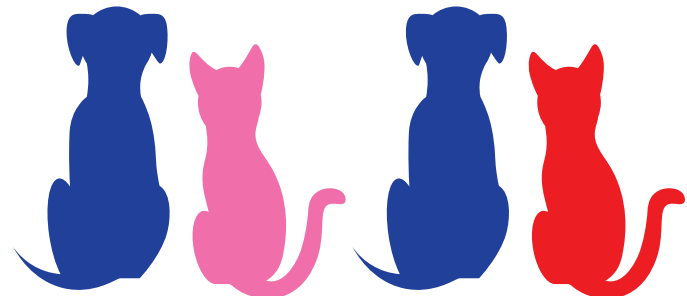


One of a Kind Color Explorations



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a Kind

●ne of  
a Kind



Pet Rescue

Pet Rescue



One of a Kind Logo Specs





1929 West Market Street  
OH, 44313

1700 West Exchange Street  
OH, 44313

ExecutiveDirector@oneofakindpets.com

Dear Ms. Jane,

I hope this letter finds you well. On behalf of One of a Kind Pet Rescue, I am writing to express our sincere gratitude for your interest in our services.

We are thrilled at the opportunity to collaborate with Kinsley Lyons Enterprises to bring creativity and innovation to your upcoming marketing campaign.

At One of a Kind, we are dedicated to helping beloved pets find their forever home. With our team of experienced professionals and our passion for animals, we are confident in our ability to exceed your expectations and contribute to the success of your project.

We look forward to discussing the details of our collaboration further and working together to create something truly extraordinary. Please feel free to contact me at your convenience to schedule a meeting or discuss any questions you may have.

Thank you once again for considering One of a Kind Pet Rescue. We are excited about the opportunity to partner with Kinsley Lyons Enterprises and are committed to delivering outstanding results.

Sincerely,

Lisa Holland Toth



Mrs. Lisa Holland Toth

1929 West Market Street  
OH, 44313

One of a Kind Pets  
1929 West Market Street  
OH 44313



President & Founder

Lisa Holland Toth

<https://www.oneofakindpets.com/about-us/leadership/>



Adoption Center!

1929 West Market Street  
ExecutiveDirector@oneofakindpets.com  
(330) 855-6200

Spay & Neuter Clinic!

1700 West Exchange Street  
Scheduling@Oneofakindpets.com  
(330) 855-6850



Competitive Research

Chester law Group



**THE BUCKEYE**  
LAW GROUP INC



**JOHN HOFFMAN**  
LAW OFFICE LLC



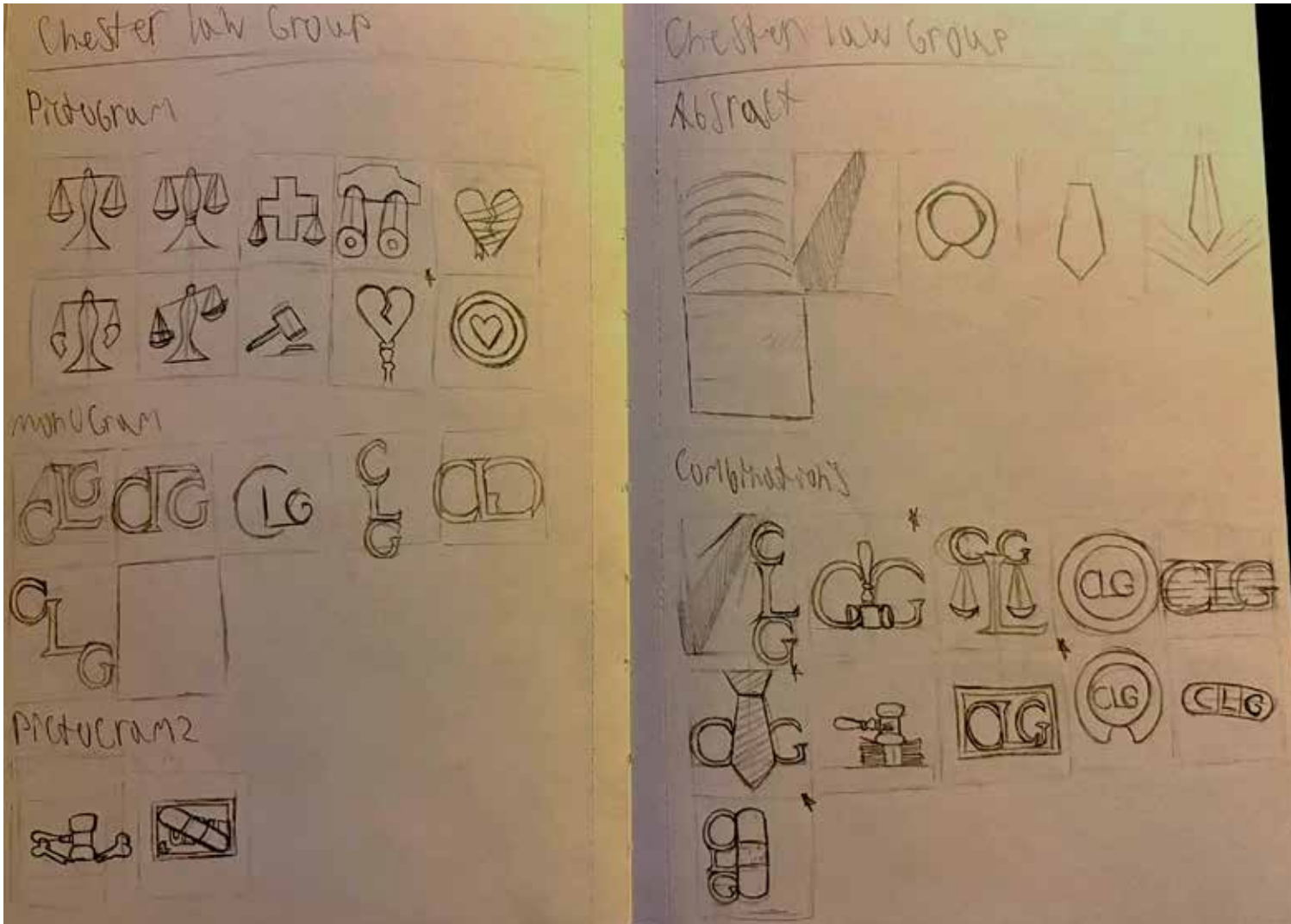
**STEEL & COMPANY**  
LAW FIRM



Law firms seem to stick mostly to Monogram or Logotype Logo's with the occasional standout abstraction. they similarly stick to san-serif type faces which could make Chester Law Group unique in this regard. a Silver/Gray tone seems to be common across the board and would make CLG fit in along side these other firms.



# Chester Law Group Logo Sketching

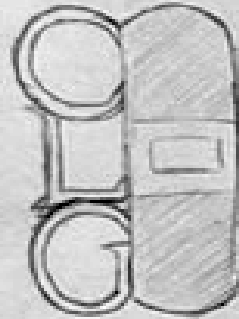
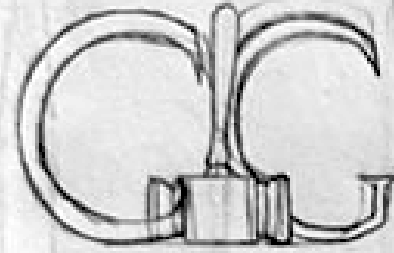


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Chester Law Group High Contrast

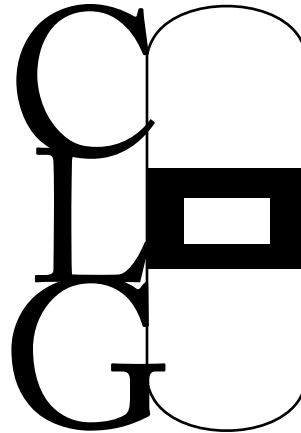
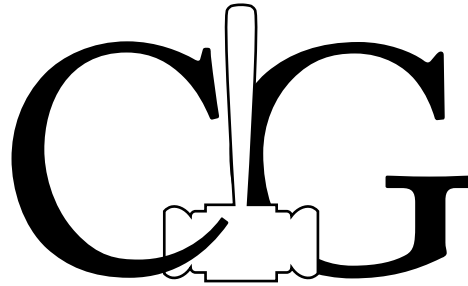


Chester Law Group High Contrast Sketches



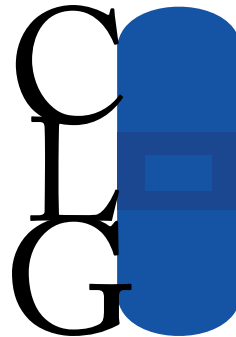
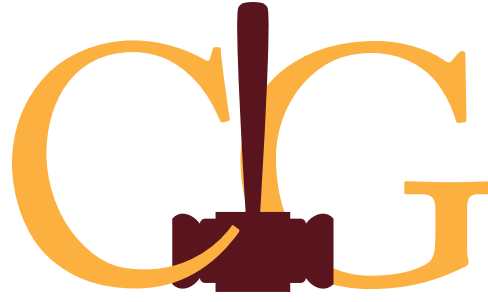
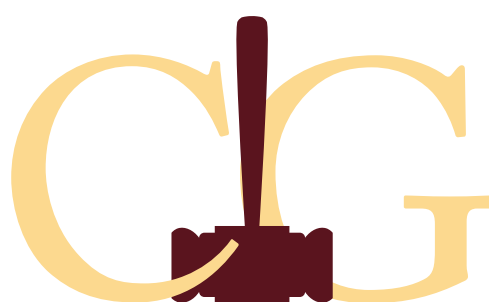
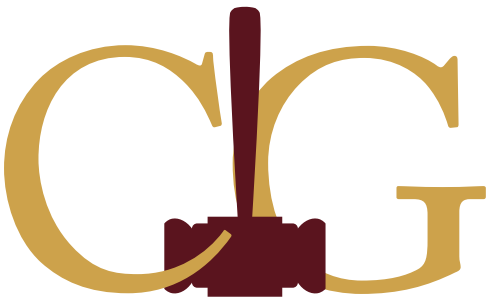
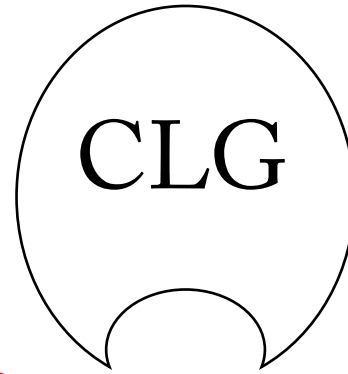


Chester Law Group Digitized Logos



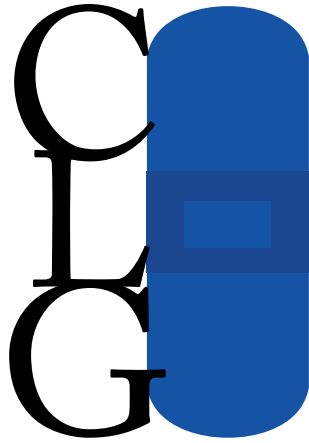
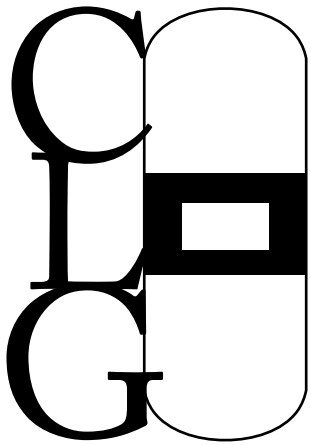


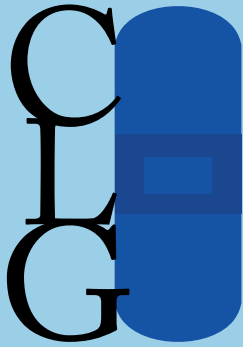
Chester law Group Color Explorations





Chester Law Group Logo Specs





430 White Pond Dr.  
OH, 44320

Dear Ms. Jane,

I hope this letter finds you well. On behalf of Chester Law Group, I am writing to express our sincere gratitude for your interest in our services. We are thrilled at the opportunity to collaborate with Kinsley Lyons Enterprises to bring creativity and innovation to your upcoming marketing campaign.

At Chester Law Group, we are dedicated to our clients. With our team of experienced professionals and our passion for serving justice, we are confident in our ability to exceed your expectations and contribute to the success of your project.

We look forward to discussing the details of our collaboration further and working together to create something truly extraordinary. Please feel free to contact me at your convenience to schedule a meeting or discuss any questions you may have.

Thank you once again for considering Chester Law Group. We are excited about the opportunity to partner with Kinsley Lyons Enterprises and are committed to delivering outstanding results.

Sincerely,

David Chester



Mr. David Chester  
430 White Pond Dr.  
OH, 44320

Chester Law Group  
430 White Pond Dr.  
OH, 44320



CEO  
David Chester

430 White Pond Dr.  
877-954-2031  
Request a Free Consult on our website: <https://chesterlaw.com/>

Experienced Lawyers. Caring Staff. Real Results.



## Competitive Research

### El Meson Mexican Restaurant

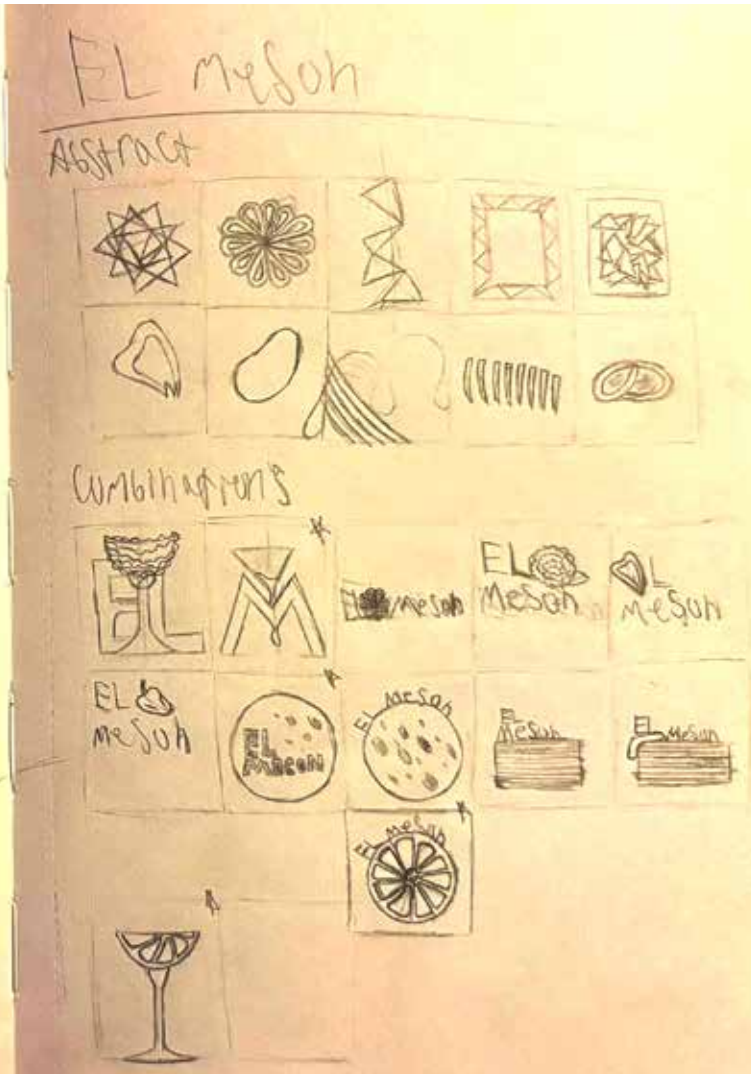
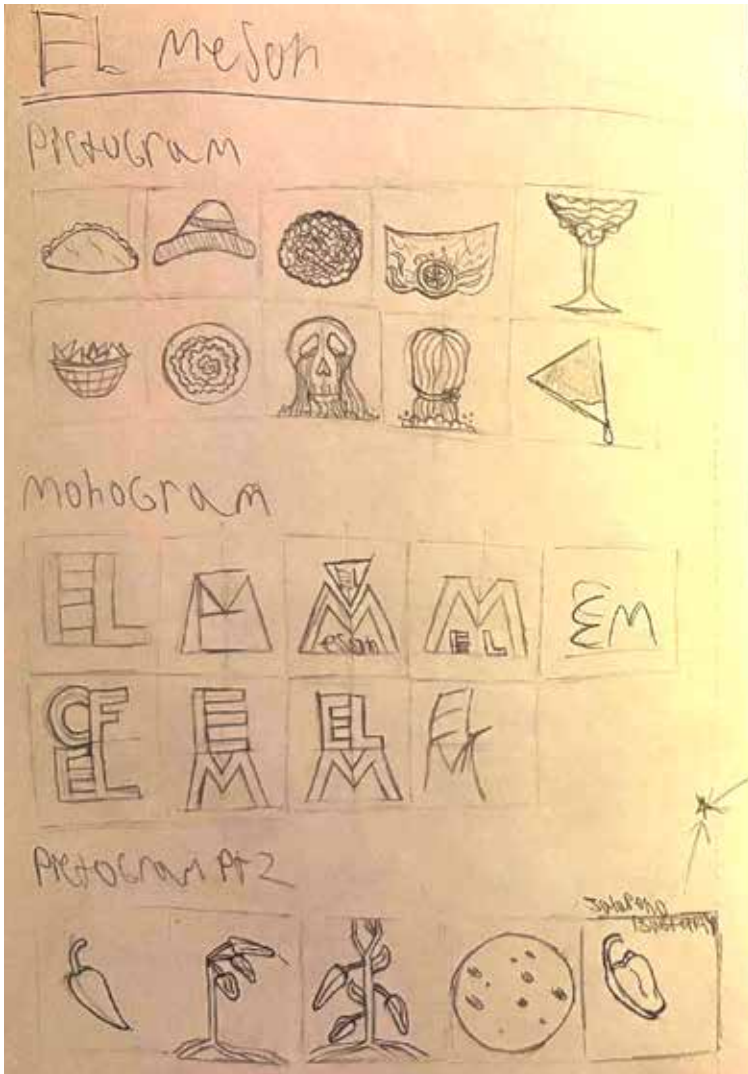


Mexican restaurants can go either way with typefaces however these logos lean toward san-serif typefaces. the common theme I see among these is a reference to Mexican Flora, the Agave Angustifolia for Tito's & El Patron, and the Pepper for Casa Del Rio. I'd like to lean into this with El Meson's logo.





El Meson logo sketching



El Meson

El Meson

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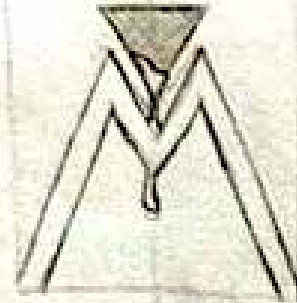
El Meson

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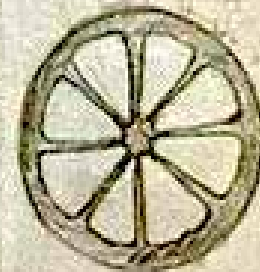
# EL Meson High Concept Sketches



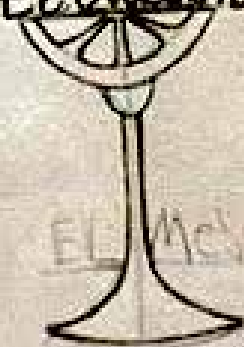
El Meson High Contrast Sketches



EL  
Meson



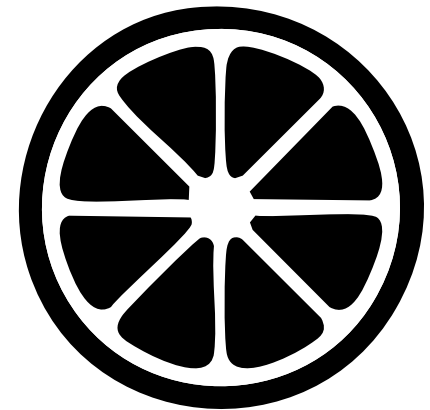
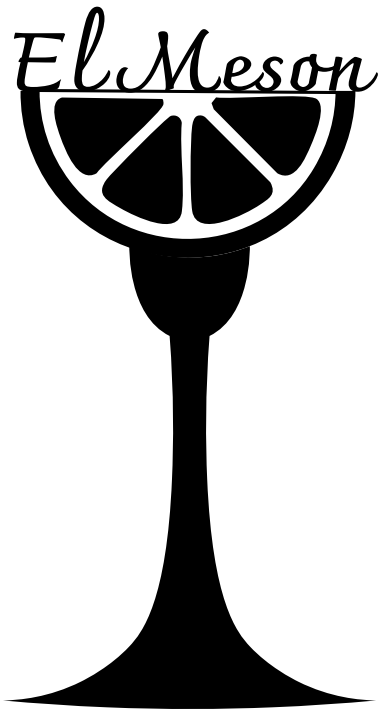
El Meson



EL Meson



El Meson Digitized Logos





El Meson Color Explorations



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El Meson Logo Explorations



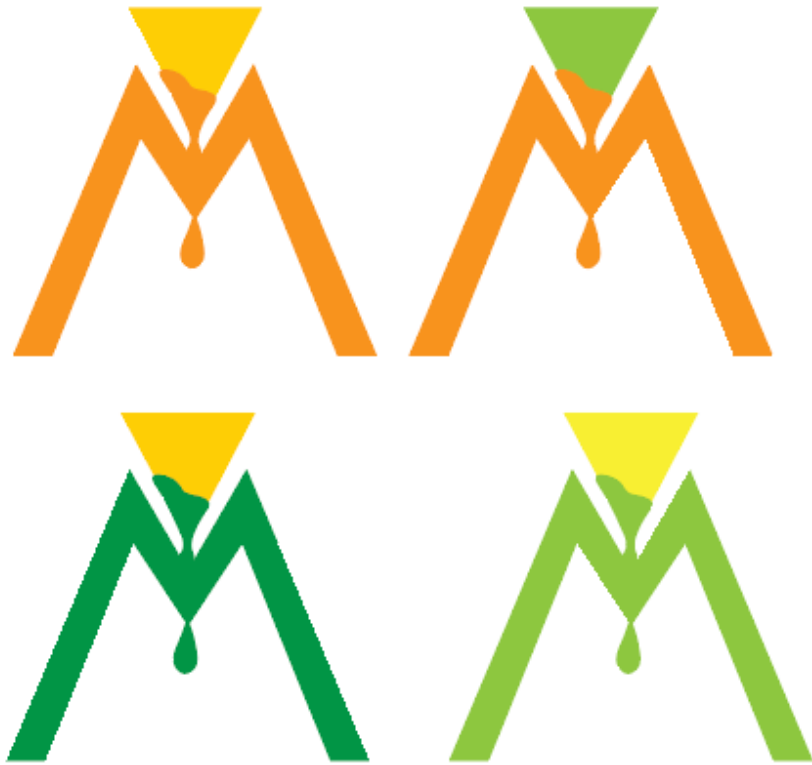


El Meson Logo Explorations



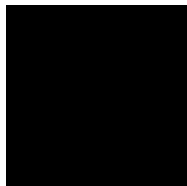


El Meson Logo Explorations





El Meson final Logo Specs





elmesonohio@gmail.com

657 Portage Trail, Cuyahoga Falls  
OH, 44221



Dear Ms. Jane,

I hope this letter finds you well. On behalf of El Meson, I am writing to express our sincere gratitude for your interest in our services. We are thrilled at the opportunity to collaborate with Kinsley Lyons Enterprises to bring creativity and innovation to your upcoming marketing campaign.

At El Meson, we are dedicated to serving our most authentic food. With our team of experienced professionals and our passion for Mexican Cuisine, we are confident in our ability to exceed your expectations and contribute to the success of your project.

We look forward to discussing the details of our collaboration further and working together to create something truly extraordinary. Please feel free to contact me at your convenience to schedule a meeting or discuss any questions you may have.

Thank you once again for considering El Meson. We are excited about the opportunity to partner with Kinsley Lyons Enterprises and are committed to delivering outstanding results.

Sincerely,

Tomas Martinez



Mr. Tomas Martinez

657 Portage Trail, Cuyahoga Falls  
OH, 44221



El Meson  
657 Portage Trail, Cuyahoga Falls  
OH 44221



Owner

Tomas Martinez

657 Portage Trail, Cuyahoga Falls  
330 920-3759  
elmesonohio@gmail.com  
<https://elmesonohio.com/about-us/>

Best Authentic Mexican Food in Town





## Concept Business Card



### Owner

Tomas Martinez

657 Portage Trail, Cuyahoga Falls

330 920-1759

[elmesonohio@gmail.com](mailto:elmesonohio@gmail.com)

<https://elmesonohio.com/about-us/>



**Best Authentic Mexican Food in Town!**



Invoice



330 920-1759  
ElMesonohio@gmail.com  
El Meson  
657 Portage Trail  
OH, 44221

# Invoice

Notes

Company Name: \_\_\_\_\_

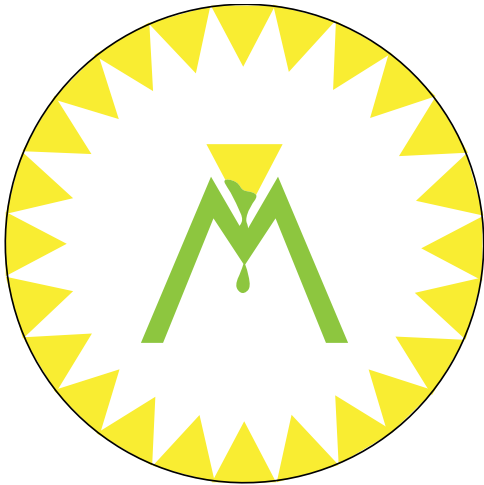
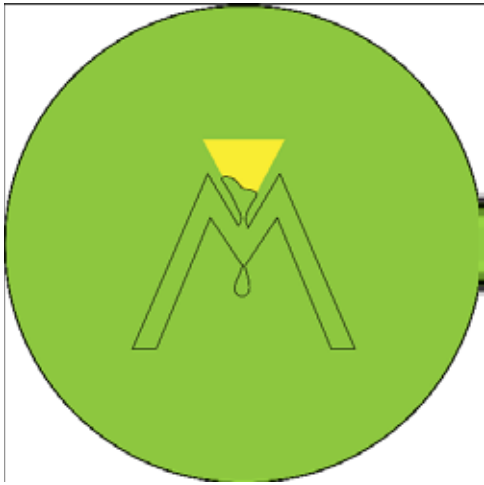
Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Description	Quantity	Cost	Amount



coasters final & Concept



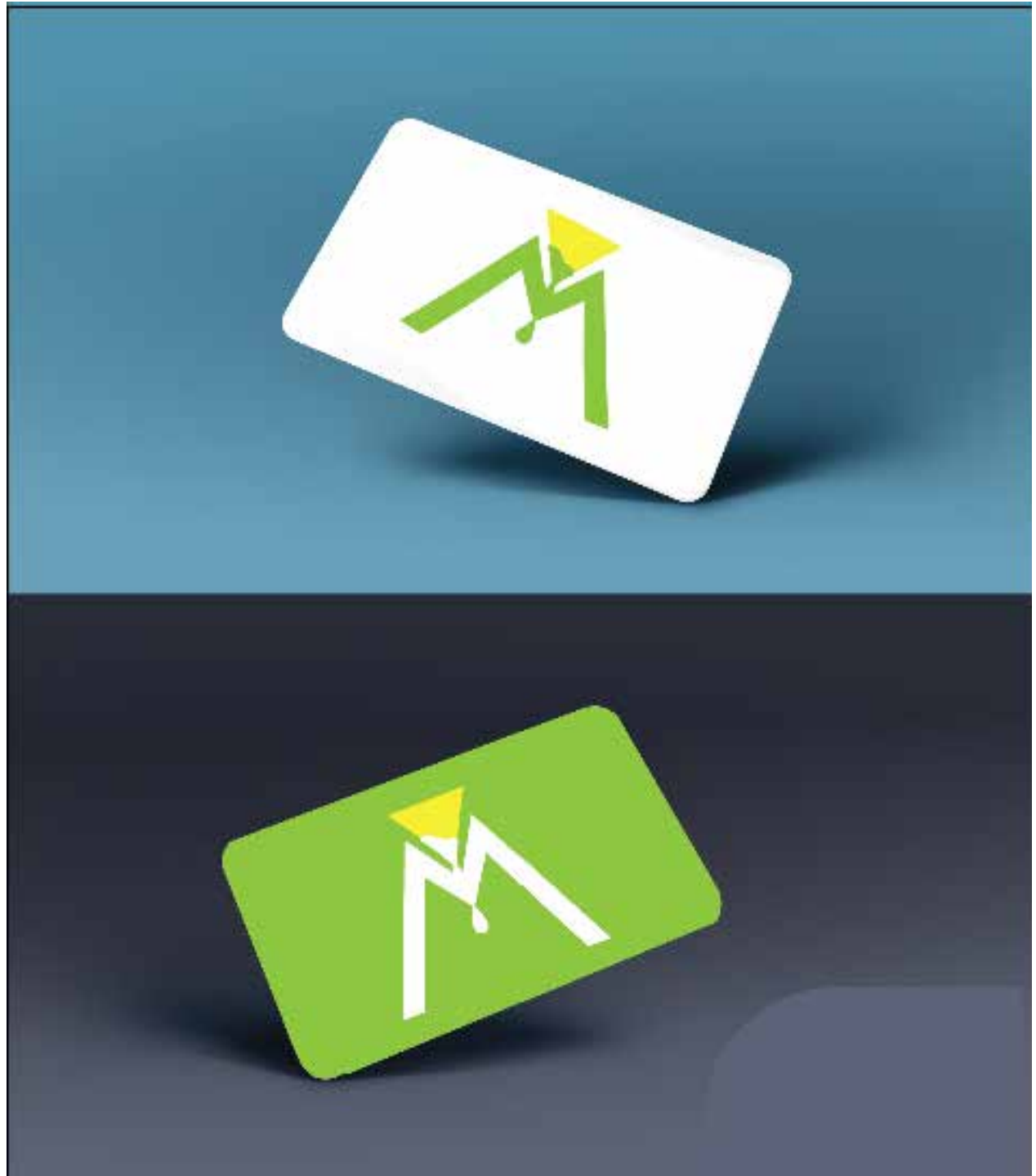


Uniform shirts final



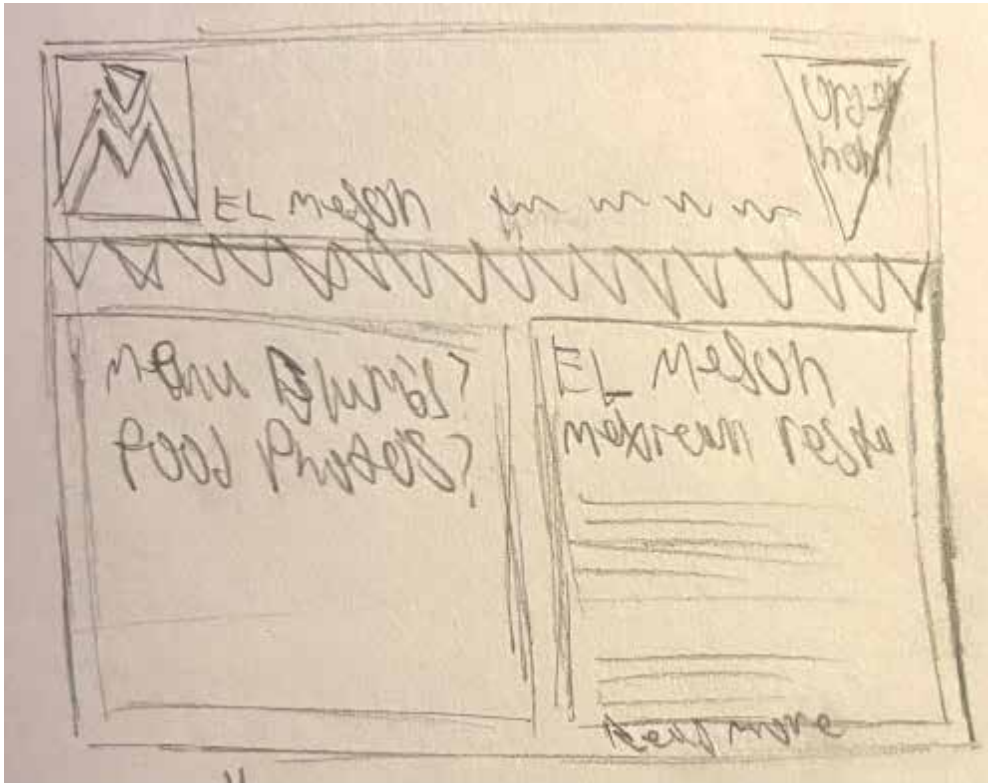
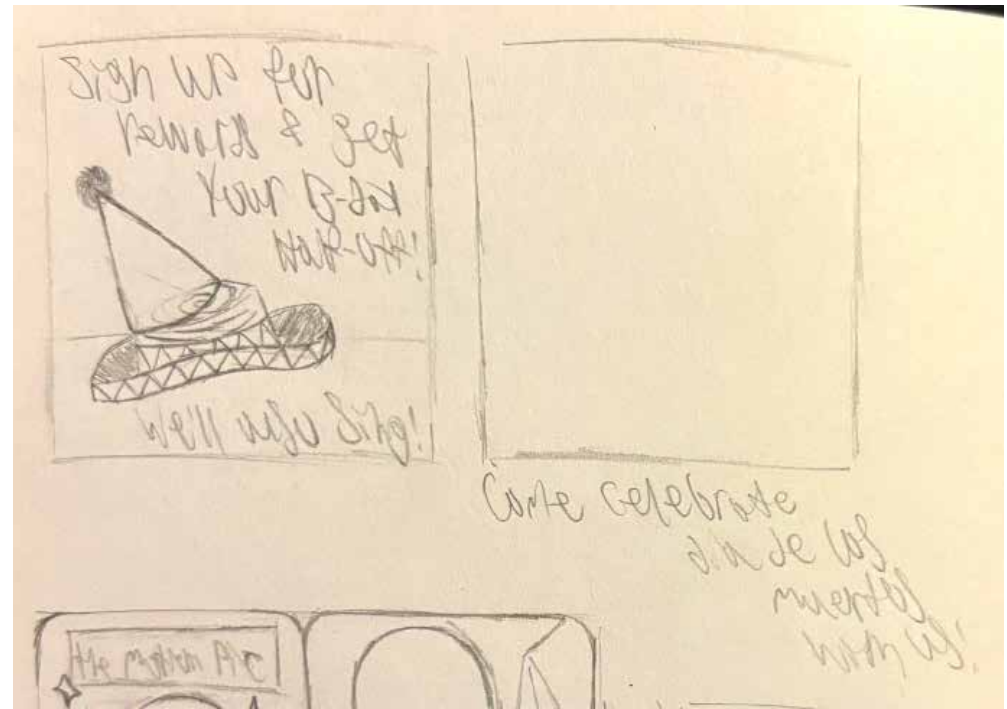


Giftcard final



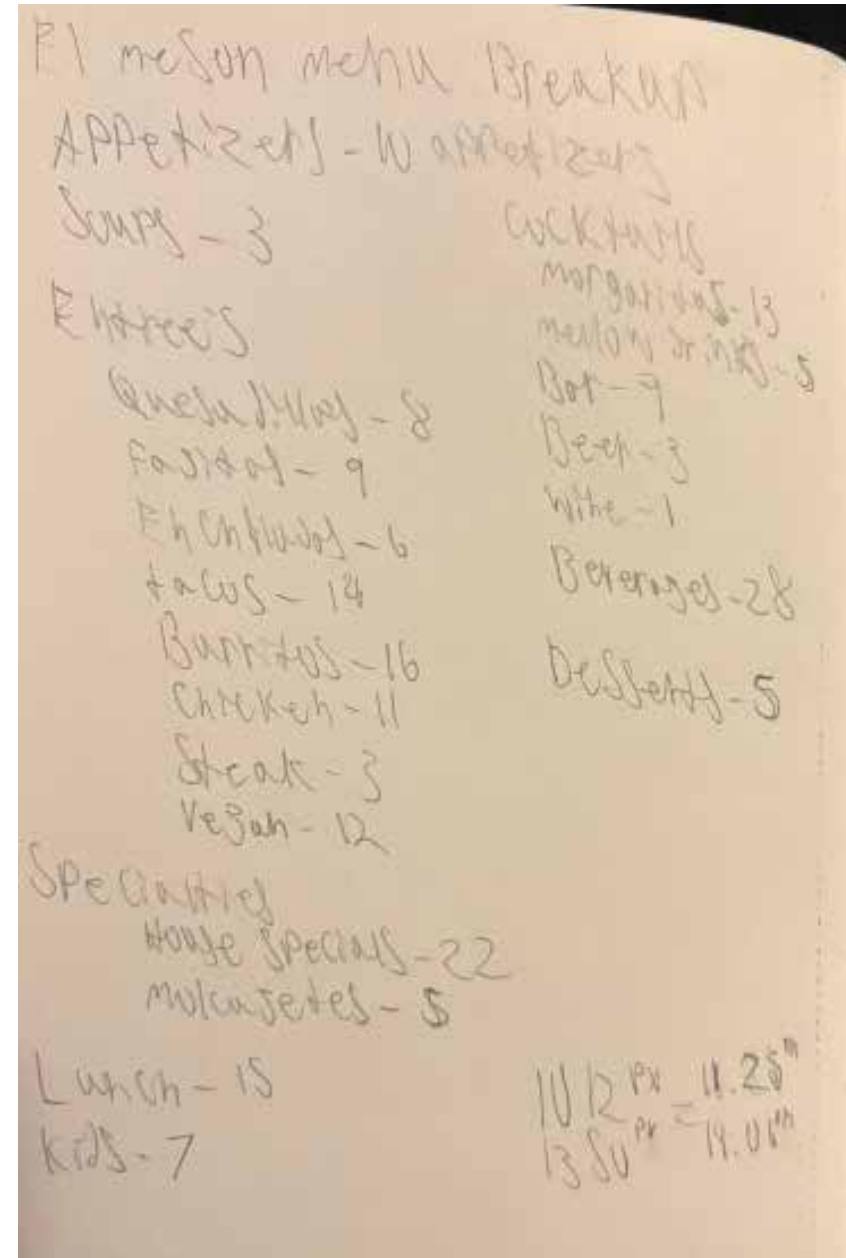
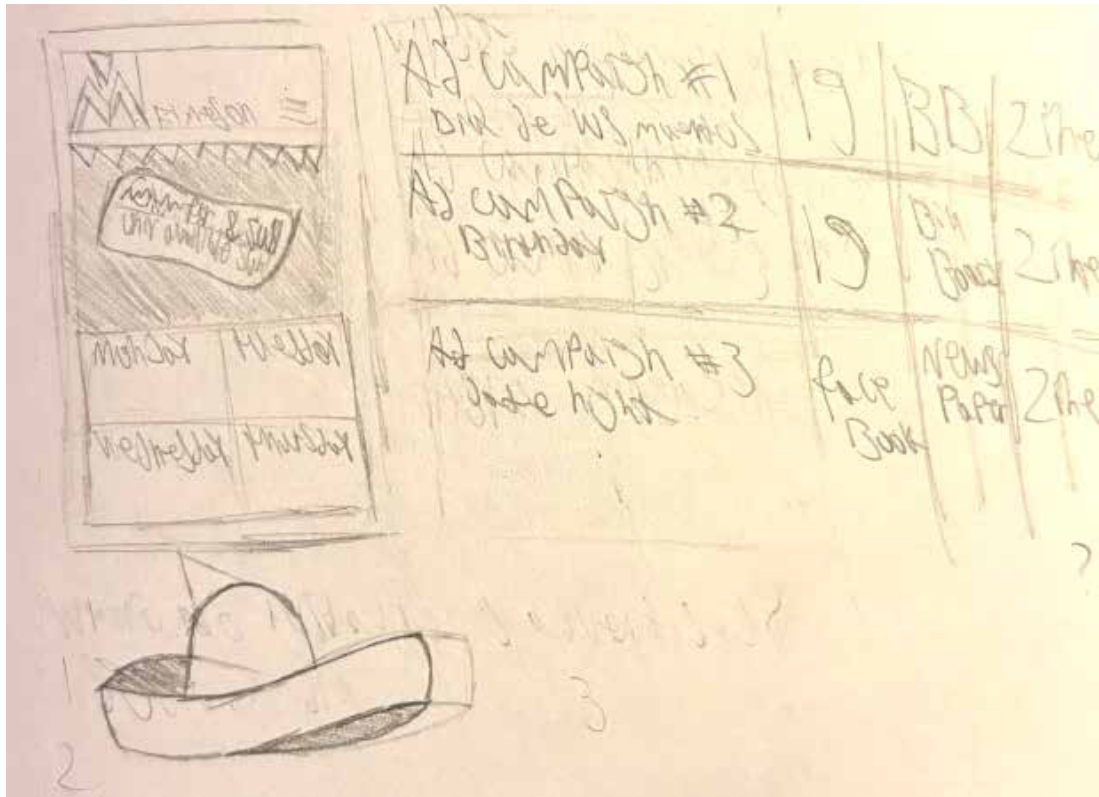


## Layout Sketching







# Layout Sketching





# Alternate Color Scheme


 El Meson [Home](#) [About Us](#) [Menu](#) [Specials](#) [Catering](#) [Contact Us](#) [Order now!](#)



### El Meson Mexican Restaurant

We're blending our passion for making delicious food with our extensive knowledge of our cuisine to create authentic and classic dishes for your enjoyment. We use the freshest, locally-sourced ingredients and promise to give your taste buds something to be excited about.


Thank you for ordering directly from our website which helps us to provide the best service with a focus on top quality ingredients. Enjoy your next meal to go - you will not be disappointed!



 El Meson [Home](#) [About Us](#) [Menu](#) [Specials](#) [Catering](#) [Contact Us](#) [Order now!](#)

### Daily Lunch Specials!

<b>Speedy Gonzales</b> -----\$6.50 One Tost, one Fritolita, and a choice of Rice or Refried Beans <b>Mon</b>	<b>Lunch Fajita Yucatan</b> -----\$8.50 Grilled Beef or Chicken (7.5 Oz of Meat), cooked with Onion, Mini yellow & Red Bell Peppers, Yellow & Green Zucchini, Broccoli, Cauliflower, & Cheese. Served with Rice, Beans, & Flour Tortillas, please allow 15-20 mins to Prepare. <b>Thur</b>
<b>Taco Salad</b> -----\$6.50 Crispy Flour Tortilla Tost filled with your choice of Cheddar Beef, served with Lettuce, Tomatoes, Cheese, & Sour Cream <b>Tue</b>	<b>Lunch Fajita</b> -----\$8.50 Grilled Beef or Chicken (7.5 Oz of Meat), Fajita, Flour Tortillas, Rice & Refried Beans. Please allow 15-20 minutes to Prepare. <b>Fri</b>
<b>San Jose</b> -----\$7.50 Chicken Enchilada, Beef Enchilada, & Cheese Enchilada topped with Salsa & Sour Cream. Served with Rice. <b>Wed</b>	<b>Jim's Nacho</b> -----\$7.50 a Beef or Chicken with Mexican Rice, delicious Grilled Chicken, and topped with melted White Cheese <b>Sat</b>

 El Meson [Home](#) [About Us](#) [Menu](#) [Specials](#) [Catering](#) [Contact Us](#) [Order now!](#)

### Get In Touch


First Name*	Last Name*
Phone*	Email*
Reservation Date (If Applicable)	Number of Guests (If Applicable)
Message	

### Contact Info

657 Portage Trail, Cuyahoga Falls, OH 44221

330-920-1759

ElMesonOhio@gmail.com



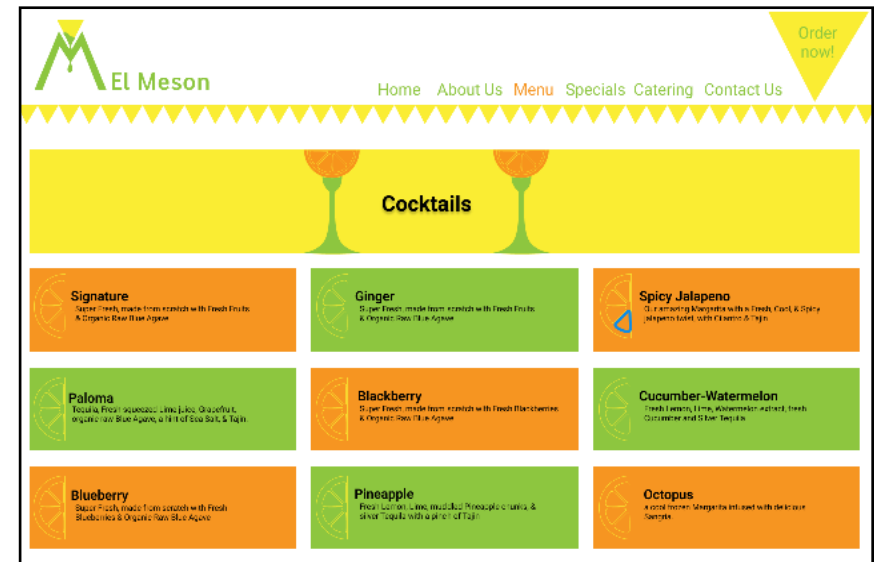
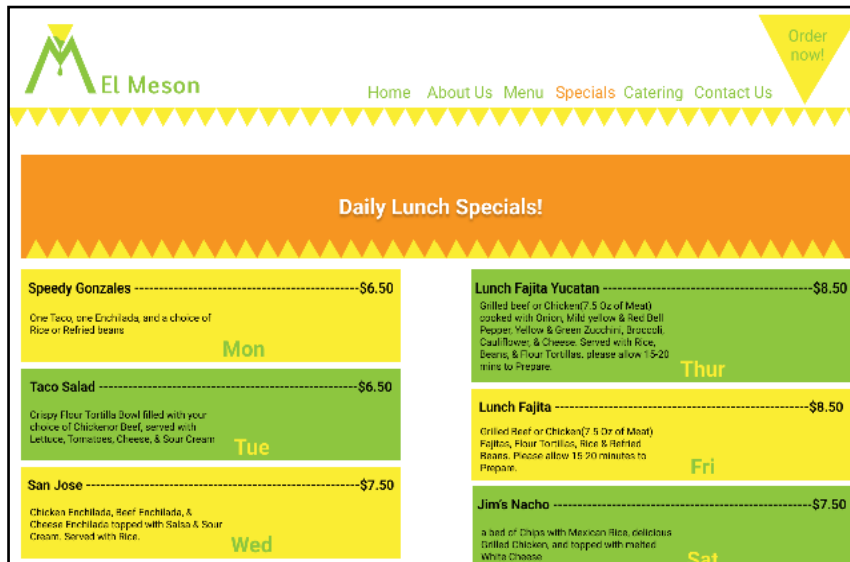
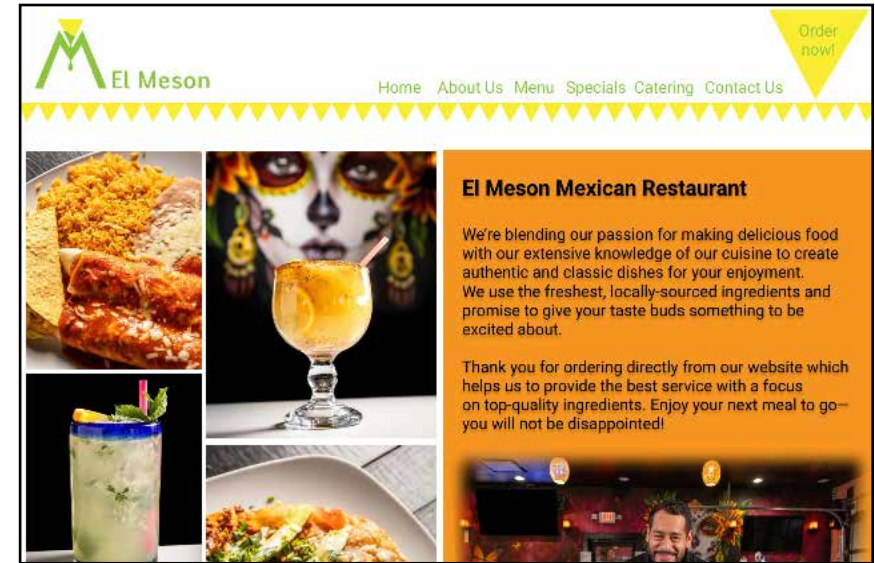
 El Meson [Home](#) [About Us](#) [Menu](#) [Specials](#) [Catering](#) [Contact Us](#) [Order now!](#)

### Cocktails

<b>Signature</b> Sweet Fresh made from sweet with Fresh Fruits & Organic Blue Orange Agave	<b>Citrus</b> Sweet Fresh made from sweet with Fresh Fruits & Organic Blue Orange Agave	<b>Sassy Margarita</b> Citrus with Margarita with Fresh Ciel & Spice (please visit with Ciel & Spice)
<b>Botana</b> Tequila Fresh agave, lime juice, grapefruit, passion fruit, Blue Agave, Jalapeno, & Tajin	<b>Blackberry</b> Sweet Fresh made from sweet with Fresh Blackberries & Organic Blue Orange Agave	<b>Cucumber Watermelon</b> Fresh Cucumber, Lime, Watermelon, Tajin, Fresh Cucumber and Citrus Tequila
<b>Raspberry</b> Sweet Fresh made from sweet with Fresh Raspberries & Organic Blue Orange Agave	<b>Pineapple</b> Fresh Cucumber, lime, passion fruit, Pineapple, Ciel & Spice, Tajin in a pinch of Tajin	<b>Octopus</b> Juiced Bacon, Vegetables infused with Citrus Ciel & Spice



web layout final






**Chimichangas for 8.50\$  
Only on Sunday!**

Grilled Beef or Grilled Chicken (7.5 Oz of Meat) Fajitas, Flour Tortillas, Rice, and Refried Beans.

<p><b>Vallarta Special</b> ----- \$6.50</p> <p>One Taco, One Enchilada, and a Choice of Rice or Refried beans</p> 	<p><b>Fajita Taco Salad</b> ----- \$6.50</p> <p>Crispy Flour Tortilla Bowl Filled with your choice of Chicken or Beef Served with Lettuce, Tomatoes, Cheese, and Sour Cream</p> 
<p><b>Pollo Sinaloa</b> ----- \$7.50</p> <p>Chicken Enchilada, Beef Enchilada, &amp; Cheese Enchilada topped with Salsa &amp; Sour Cream. Served with Rice</p> 	<p><b>Fajita Quesadilla</b> ----- \$8.50</p> <p>Grilled beef or Grilled Chicken cooked with Onions, Mild Yellow and Red Bell Pepper, Yellow and Green Zucchini, Broccoli, cauliflower &amp; Cheese. Served with Rice, Beans, and Flour Tortillas</p> 



**Chimichangas for 8.50\$  
Only on Sunday!**

Grilled Beef or Grilled Chicken (7.5 Oz of Meat) Fajitas, Flour Tortillas, Rice, and Refried Beans.

<p><b>Vallarta Special</b> ----- \$6.50</p> <p>One Taco, One Enchilada, and a Choice of Rice or Refried beans</p> <p><b>Monday</b></p>
<p><b>Fajita Taco Salad</b> ----- \$6.50</p> <p>Crispy Flour Tortilla Bowl Filled with your choice of Chicken or Beef Served with Lettuce, Tomatoes, Cheese, and Sour Cream</p> <p><b>Tuesday</b></p>
<p><b>Pollo Sinaloa</b> ----- \$7.50</p> <p>Chicken Enchilada, Beef Enchilada, &amp; Cheese Enchilada topped with Salsa &amp; Sour Cream. Served with Rice.</p> <p><b>Wednesday</b></p>
<p><b>Fajita Quesadilla</b> ----- \$8.50</p> <p>Grilled beef or Grilled Chicken cooked with Onions, Mild Yellow and Red Bell Pepper, Yellow and Green Zucchini, Broccoli, cauliflower &amp; Cheese. Served with Rice, Beans, and Flour Tortillas</p> <p><b>Thursday</b></p>





mobile layout final



**El Meso**

- Order To-Go
- Save a Table
- Menu
- Rewards

**El Meso**

Salad | Entrees | Spec

**Quesadilla Rellena** ————— \$10.99  
A Flour tortilla grilled & stuffed with cheese, Certified Angus Beef tips, and refried beans. Served with lettuce, tomatoes, guacamole, and sour cream.

**Jumbo Quesadilla** ————— \$12.99  
One flour tortilla stuffed with sliced Certified Angus Beef tips and mushrooms. Served with lettuce, tomatoes, guacamole, and sour cream.

**Jumbo Deluxe Quesadilla** — \$14.99  
Two flour tortillas cut into four pieces filled with grilled chicken, cooked with green and yellow mustard, red and yellow bell peppers, onions, broccoli, and cauliflower. Served with guacamole, sour cream, and pico de gallo.

**Fajita Quesadilla** ————— \$13.99  
A flour tortilla with your choice of Certified Angus Beef, steak, or chicken strips. Cooked with bell peppers, tomatoes, onions, and cheese. Served with lettuce, pico de gallo, sour cream, guacamole, and rice.

**El Meso**

**Save a Table**

Name\*

Surname\*

Number of Guests

1 2 3 4 5 6

\*If you have more than 6 Guests call the Restaurant at 830 928-1759 ahead of time to see if we have the Space available.

Estimated Wait Time  
**15-20 Mins**

\*Wait times are estimated and can fluctuate unexpectedly.

**El Meso**

Redeem 50 points to earn a free cocktail up to \$14  
Beer, Bar, Fountain & Melon Drinks do not apply.

Redeem 30 points to earn a free Appetizer up to \$8

Redeem 30 points to earn a free Fountain Drink  
Alcoholic Drinks do not apply.

Redeem 20 points to earn a free Quesadilla up to \$14



Signage concept

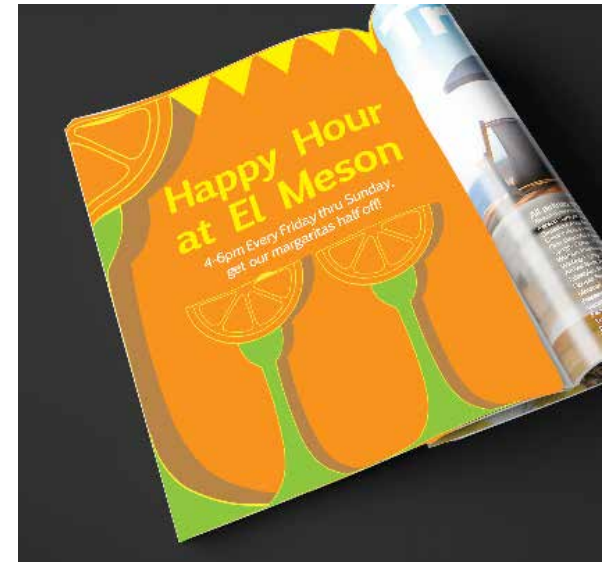


 Signage final



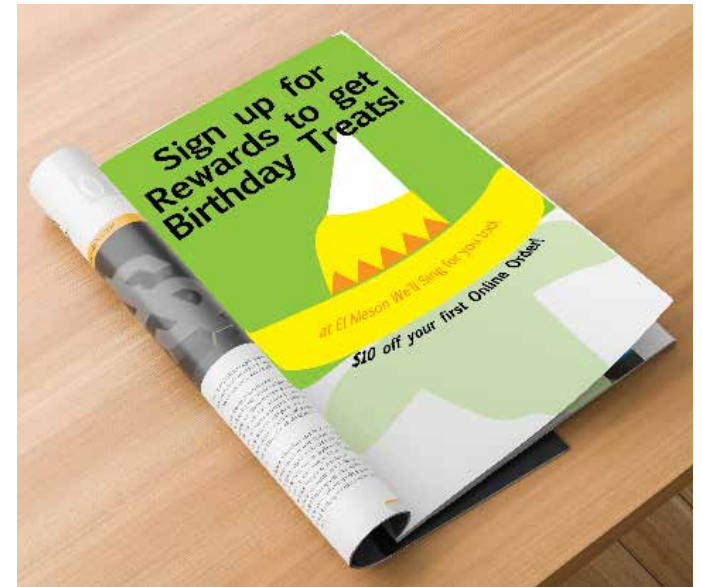
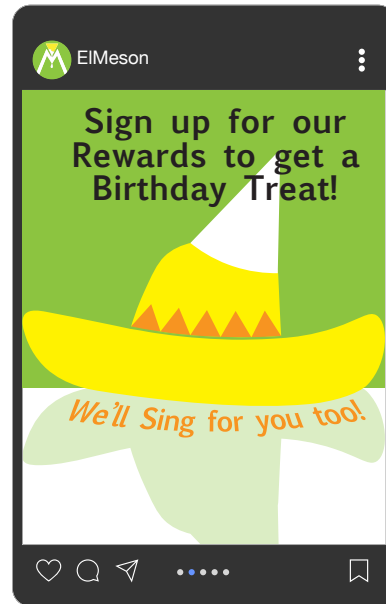


Ad Campaign final





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Ad Campaign final







Personal Brand

Angelica  
Veronica

Angelica  
Veronica

Angelica  
Veronica

Angelica  
Veronica

Angelica  
Veronica

Angelica  
Veronica

Angelica  
Veronica



## Resume/Grid Structure

# Angelica Veronica

Angelica V. Sarata  
as800@uakron.edu  
Akron, OH

### Education

The University of Akron,  
Myers School of Art  
Bachelor of Fine Arts;  
graphic design,  
Illustration Minor

### Expected Graduation

Fall 2026

### Skills & Software

*Adobe Creative Suite*  
Adobe InDesign  
Adobe Illustrator  
Adobe Fresco  
Adobe Photoshop  
Adobe Acrobat

### Traditional Methods

Pencil  
Charcoal  
Oil Pastels  
Gel Pens  
Acrylic Markers  
Gouache & Watercolor Paint

### Google Drive

Google Docs  
Google Slides

### Microsoft Office

Microsoft Word  
Microsoft Powerpoint  
Excel Sheet

### Work Experience

Service & Food Champion, Taco Bell, Akron, OH  
*June 2022 – On Going*

- Constantly adapting to a new work environment with new co-workers and new systems like AI.
- Communicates effectively on active changes with Customer and Co-Workers.
- Always arrive on time if not early for every shift.
- Keeps area stocked and well cleaned continuously throughout shift.
- Been trusted to train multiple new hires who then became great workers.

Line cook, Panera Bread, Akron, OH

*August 2019 – May 2022*

- Made sure food was being made and packaged as soon as possible for customer convenience.
- Worked in tandem with co-workers to close shop by company standards with speed.
- Communicated effectively with co-workers during rush hours.

### Fun Facts

Aspiring Character Designer  
INFP-T  
Gemini  
Star Trek Nerd  
Collects Seashells  
Cat owner

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## File Structure

