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MAXED MAGAZINE

Maxed Magazine is designed for young adults, innovative creators, travel enthusiasts, and people looking for inspiration. The magazine takes an innovative spin on current trends, environments, and experiences - emphasizing on the importance of creativity and individuality. With out-of-the-box typesetting, mood-setting imagery, and bold headings, the magazine projects a large personality and experimentation.



HUMAN RIGHTS POSTER

Article two enforces that regardless of everything, all humans are to have the rights that follow in the declaration. To represent the diversity and uniqueness of every individual, an entire range of colours was used within the smoke visual. Colours, like people, are all unique. The colourful, diverse graphic works to visually reinforce the concept behind the article.



CARAVAN CATALOGUE

Caravan is a modern, high-class furniture retail store that's known for value, style, and selection. Their ability to constantly change and have new and fresh products in the showroom weekly is what continues to keep them apart from all competition. In order to draw new customers into our store, the aesthetics and features in our catalogue must grab their attention. Bold, bleeding imagery paired with clean sans serif type helps add unity to the brand while showing the quality of their products.



OUR BRAND

THE MISSION

To create a sustainable, error-free spelling community dedicated to excellence in teaching, schooling, and everyday living. Proofette inspires individuals to think, proof, create, and pursue betterment in our world.

ISOLATION ZONES

Isolation zones are to be followed in all applications where either logo is used.



PRIMARY LOGO

The primary logo is to be used in most branding applications.

Primary Logo in Colour: Primary Logo in Black: Minimum Size:



SECONDARY LOGO

The secondary logo is to be used when recognition of the company is weak or nonexistent. It can be converted into black - following the same regulations as the primary logo.



IMPROPER USE OF LOGO

These rules apply to both the primary and secondary logos.



COLOUR GUIDE

Proofette Pink (Pantone Red 675 C) is our primary colour. Secondary colours may be used when needed.



FONT USE

HEAVITAS

Use for large or main headings only. Never use for long blocks of text. Can be paired with Franklin Gothic Book, Franklin Gothic Medium, and Acharis.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz 1234567890
!@#\$%^&*()_+.

ATHELAS

Suitable for short or long blocks of text, headings and subheadings (when paired with one of the acceptable serif typefaces as copy).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+.

FRANKLIN GOTHIC MEDIUM

Can be used for multiple applications. Suitable for subheadings, small blocks of text, etc. Franklin Gothic Medium Italic and Book is acceptable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+.

PROOFETTE BRAND

Proofette International is a fictional corporate spell checker. The following is the logo design, branding guidelines, message from the president, and an inside spread that contains statistics and income reports for the company. Proofette is viewed as a professional and sleek company - changing the world one proof at a time.



PROOFETTE INTERNATIONAL

We have exceeded all expectations for Proofette this year and we will continue to do so, thanks to you. Together, we have corrected over 590,893,985,983 spelling and grammatical errors. The most common age ranges of those asking for our assistance were 18-24 year olds. This is due to their essays and school projects.

THE OVERVIEW

Spelling errors are the most common errors we find when spell checking, with grammatical errors following close behind. Figure two shows the most common words that were misspelled over the past year and thanks to our dedicated and committed team here at Proofette International, we have helped improve grades by 99%.

In regards to the most popular proofed platforms, Microsoft Word was the most common - followed by the Adobe Creative Suite programs and email applications.



INCOME STATEMENT

Sales
Cost of Goods Sold
Gross Profit
Operating Expenses
Operating Profit
Net Profit Before Tax
Income Taxes
Net Profit After Tax

BALANCE SHEET

Current Assets
Fixed Assets
Other Assets
Current Liabilities
Long-term Liabilities

CASH FLOW STATEMENT

Operating Activities
Investing Activities
Financing Activities
Change in Cash and Cash Equivalents



DUCKS UNLIMITED: ANNUAL REPORT

The goal of this annual report is to think outside of the box, as the company does for their conservation techniques. Ducks Unlimited is always challenging the status quo to achieve beyond-exceptional results in conservation. This annual report is designed to translate their motives into the realm of design and push their efforts to new levels. The imagery and colours will show excitement and bring the passion of their members and partners back to life.



NOURO DESIGN BRAND

Nouro Design focuses on innovative interior restoration - standing out from other renovation companies because they work together with the homeowner in a professional manner, treating their home as we would expect someone doing work to our home would. Nouro Design works closely with licensed and insured companies that follow the same policies and procedures we do. Their goal is to work together with the homeowner to build a relationship while adding valuable equity to their home.



DEFINING DETAIL BRAND

Corporate branding for Defining Detail graphic design. Stationery, business cards, and promotional materials were designed to attract new customers in a professional manner to the new start-up business.



THE COLLEGE KITCHEN

The College Kitchen is an eBook filled with delicious recipes that can be made on a college budget. However, it has the potential to become a renowned company, as well as a recipe book supplier. The following branding applications show the potential uses of the logo as the company expands.



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