

molly coyne

Logo and Branding Design Portfolio

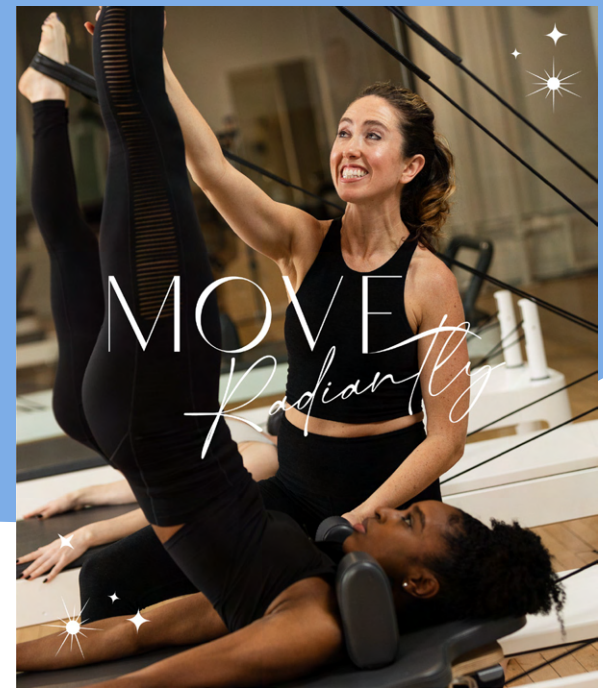
Featured Clients:

- Move Radiantly (Pilates by Nicole Davey)
- The Dance Call (Private Dance Coaching by Kathryn Galimi)
- Stacks4Students (LA-Based Charity Supplying School Supplies to Students in Need)
- Cultivate by Collier Cobb (Health Coaching Business)
- Jersey Spore (Spore and Liquid Cultures Business)
- Maid and Prince Productions (NYC-Based Film Production Company)
- ImprovDr.com (Educational Website and Blog of Dr. David Charles, PHD)
- Blackwood Organics (Microgreens Farm and Business)

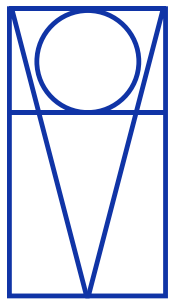
Molly Coyne
Illustrator, Graphic Designer, and Animator

www.mollycoyneillustration.com
mollycoyneillustration@gmail.com
Instagram: @mollycoyneillustration

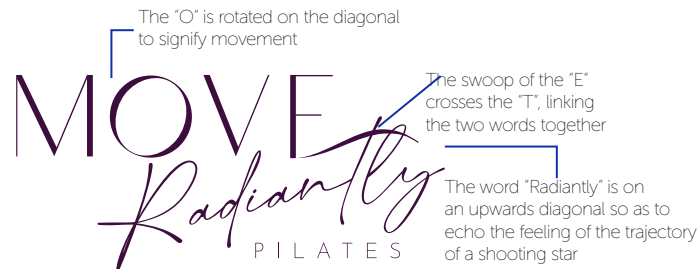
MOVE *Radiantly*



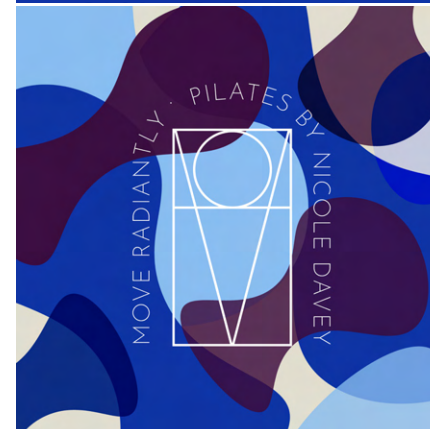
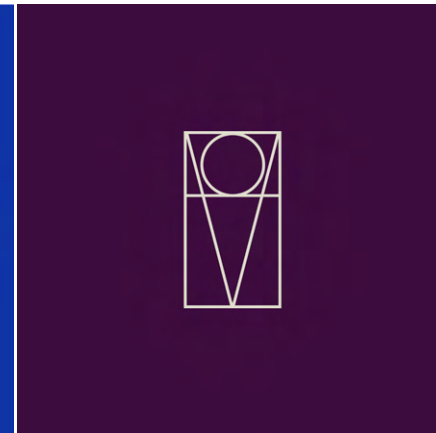
Move Radiantly is a Pilates studio created by Pilates Instructor Nicole Davey. Nicole wanted a logo that represents fluidity and movement and a feeling of uplifting your soul to greater heights. She wanted branding that felt upscale and catered to the New York City fitness market, specifically targeted at women in their 20's - 60's who regularly attend boutique fitness. I feel I have captured an elegant yet welcoming feel with this logo, logo mark, and color palette. The colors should feel inviting and calm, reassuring the viewer that they will be taken care of in class and they will leave their Pilates session feeling refreshed and renewed.



The logo mark (above) spells the word "move" with the letters layered one on top of the other. It also has been formatted to resemble a person with their arms outstretched, reaching towards the sky.



The word Pilates was added to reiterate that this is a fitness studio and to educate the viewer and potential client on what to expect at Move Radiantly



the DANCE call

private dance coaching with KATHRYN GALIMI

The Dance Call is a private dance coaching business by Kathryn Galimi. Kathryn wanted a logo that felt as down to earth as she is -- the dance world can be so stuffy and pretentious, and she wanted to utilize earth tones to echo her down to earth approach to dance. Her individualized classes are for dancers of all levels, and wanted an approachable logo that felt elegant and professional.

I believe I chose a color palette that puts potential customers at ease, and chose fonts that are relatively simple with just the right amount of flair. The delicate, continuous line drawings of the dancers are a recognizable symbol and logo mark for the brand, and I created three different dancers so Kathryn could have lots of options when making different branding elements like business cards.

In addition, I also designed her business website on Wix using her branding elements. I created custom backgrounds for her webpages and made sure her fonts were matched to the brand.



STACKS 4 STUDENTS

Stacks4Students is a charitable organization based out of Los Angeles, California. It is an organization that accepts donations of school supplies, coordinates fundraisers, and distributes supplies to under-served schools in the Los Angeles area.

They approached me for a logo that would be equally appealing to the children they serve, the educators/school administrators who distribute the supplies, and the generous people who donate supplies and funds. They wanted something fun, bright, and bold; a logo that gets people excited to donate and want to learn more about the organization.

I designed many variations of this logo as I knew it would be utilized on the organization's website, school supply drive banners, stickers, t-shirts, and even letterheads and flyers.

To the right: the various school supply illustrations can be used to make stationery, letterheads, or just fun backgrounds for a website! Below: An eye-catching poster advertises a supply drive and encourages potential donors to learn more!

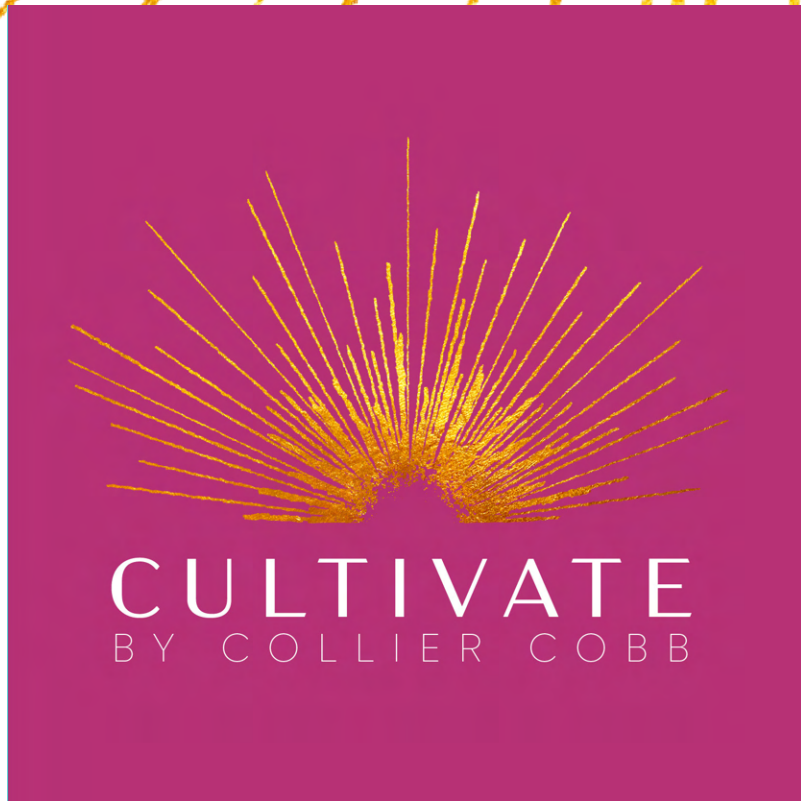


I chose to design in a style that felt like a child had created the text and illustrations by cutting them out paper. The illustrations were born out of a request to have the logo visually signify abundance -- ie "Everyone should have what they need to attend school, always." With this request, I created multiple versions of the logo ranging from a small amount of supplies (top of page) to a bunch (as demonstrated above)!



CULTIVATE

BY COLLIER COBB



Cultivate is a health coaching business created by holistic health coach Collier Cobb. Her main logo mark (the sun burst) was created to showcase the inner glow you feel when you truly take care of yourself. Collier's goal as a health coach is to help you find your best self WITHIN your already amazing skin, therefore, cultivating the best parts of you and helping them shine.

JERSEY SPORE

Jersey Spore is a spore and liquid cultures business; their name is a reference to the MTV reality show, Jersey Shore, and therefore utilizes the red, white, and black color palette from the show's logo. The client wished for a modern, hip, and edgy logo for their business, and I feel I have delivered just that in the execution of this brand design.






Maid and Prince Productions is a New York City based Production company founded by writer, actor, and producer Teresa Catherine. Their logo features the silhouettes of Maid Marian (from the Robin Hood story) and Prince Phillip (from Sleeping Beauty). They wished for an elegant logo that made reference to the fairytale roots of the company name. Their main brand color is purple, taking the regal inspiration even further.



IMPROV DR.



ImprovDr.com is the website and educational blog of Dr. David Charles, PHD. He is an expert improviser and incredible resource on the history of improvisation and improv terminology. He wanted a logo that showcased the duality of being a scholar in a whimsical and fun profession. The blue illustration (using the “o” in “improv” as his an eye) features a caricature of Dr. Charles laughing with his mortarboard. The logo should feel scholarly and also fun, and I am proud to have captured both in this design.

IMPROV
DR.

IMPROV
DOCTOR

IMPROV
DR.
.com

BLACKWOOD ORGANICS



Blackwood Organics is an organic microgreens business. They wished for a logo that was soft and earthy, and a logo that could become a sticker for their compostable packaging. They wanted a variety of colors to choose from depending on the changing seasons, and to help differentiate between their different greens when selling their products at local Farmers Markets.

