rachel corinne

CREATIVE

Graphic Design Portfolio

Rachel Brown



About Me

I'm Rachel, a graphic designer specializing in building brands that feel as intentional as they look. Through my studio, Rachel Corinne Creative, I work with small business owners and entrepreneurs to create cohesive, strategic visual identities built to last across every touchpoint.

My work has centered on brand identity and visual systems: logos, packaging, brand collateral, and style guides for clients who want their brand to mean something. I believe great design isn't just beautiful; it's purposeful. Every color, typeface, and composition choice tells a story, and my job is to make sure that story is the right one.

That same systems thinking carries into communication design. I turn written messaging into infographics, posters, digital graphics, and print-ready materials that people can understand at a glance. I design to Section 508 and WCAG 2.1 AA standards from the start, with compliant color contrast, readable typography, clear visual hierarchy, and alt-text-ready assets, and I'm comfortable incorporating accessibility reviewer feedback into revisions. I also keep organized, version-controlled design files, which makes it easy to stay consistent across a large set of related assets, track revisions, and reuse work in future campaigns.

I enjoy being part of a team. I'm used to collaborating with writers, project leads, and stakeholders, explaining design decisions in plain language to non-designers, and working through review cycles without losing the integrity of the design. I'm comfortable in structured, deadline-driven environments and managing multiple deliverables at once.

I have a Bachelor of Arts in Graphic Design with a minor in Marketing from Southern New Hampshire University, where I graduated Summa Cum Laude. I'm also a member of the National Society of Leadership and Success and hold certificates from AIGA in client relations, data analytics, digital marketing, and project management for creatives. I am a member of AIGA, the Graphic Artists Guild, and Alpha Sigma Lambda.

I'm especially drawn to mission-driven work, where good design helps people understand something important and act on it.

Plating Shop Renovation: Federal Proposal Design for HHI Corporation

Role: Lead Designer (logo, color palette, typography, layout, graphics, full document formatting)
Client: HHI Corporation, a federal construction contractor
Deliverables: 105-page, $300 million two-volume Technical and Price proposal, custom project logo, all infographics
Timeline: About 7 weeks
Tools: Adobe InDesign, Adobe Illustrator

The Challenge

HHI was bidding on a U.S. Army Corps of Engineers contract to renovate the plating shop at Hill Air Force Base. Their first submission wasn't accepted. For the second, they needed a proposal that looked as capable as their team and made every scored section easy for government evaluators to find, read, and check off.

The Approach

I built the project from a blank page. The custom logo shows an F-16 landing gear wheel riding the conveyor that carries it through the plating facility, which ties the bid's identity to the work itself. I designed it to work in a single color so it could run consistently across the covers, running headers, and tab dividers. I presented four cover directions, and the client selected my recommended option.

HHI didn't have brand guidelines or defined color codes, so I used a color tool to identify the exact values of their existing blue. I deepened that blue to improve contrast for accessibility, then built a cohesive palette around it with muted gold and warm cream. The combination reads as premium and trustworthy, which matters in a proposal where evaluators are deciding who they can rely on.

I set the document in Arial. It's government-approved, and a clean sans-serif keeps dense technical content readable. I formatted the entire proposal and designed every graphic, including the org chart, teaming diagram, and past-performance matrix. Full-bleed tab dividers open each evaluation factor, and running headers keep evaluators oriented on every page.

I partnered with the proposal manager and worked directly with HHI's procurement team, estimators, and subcontractors to turn their content into one cohesive document.

The Result

The second submission was accepted and awarded.

> "You did amazing work. You and [the proposal manager] are a great team."
> — Jeff Nichols, Vice President, HHI Corporation

Shared with permission from HHI Corporation. Written content was developed by the proposal manager and client team, and all photography was provided by the client. My role covered the visual design, layout, and graphics. Placeholder text and redactions protect proprietary and procurement-sensitive information.

PLATING SHOP RENOVATION

Hill Air Force Base SATOC

Solicitation No. W9123826RA004



Volume I
Technical

Submitted By:
HHI Corporation
736 West Harrisville Road
Ogden UT 84404

Authorized Official:
Greg Crosby
President
(385)333-4400

Submission Date & Time:
[redacted]

Submitted to:
[redacted]

PLATING SHOP RENOVATION

Tab 2 — Factor 1
Past Performance



Volume I
Technical

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PLATING SHOP RENOVATION

Tab 1
Preface



Volume I
Technical

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PLATING SHOP RENOVATION

Tab 3 — Factor 2
Technical & Management Approach

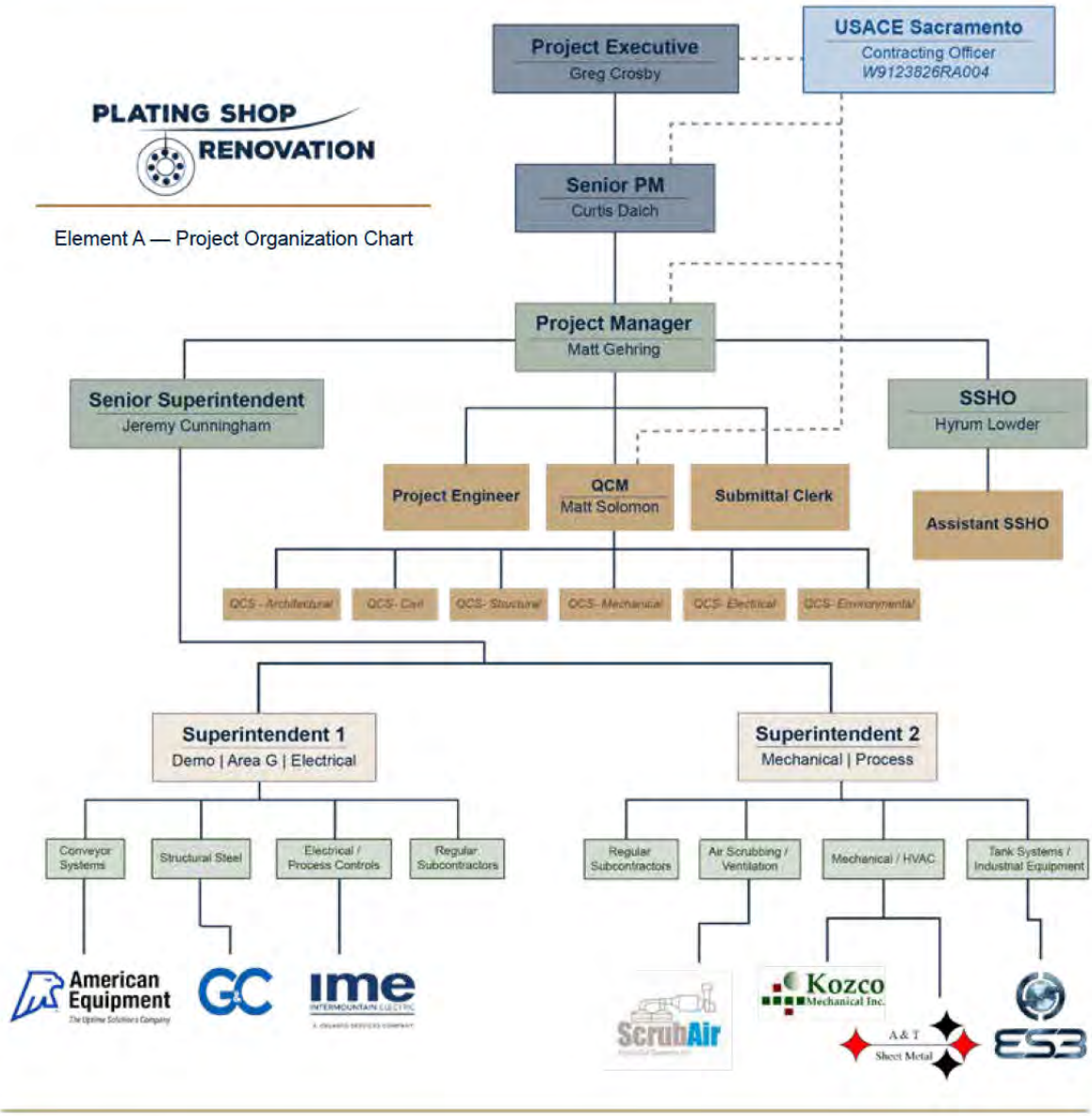


Volume I
Technical

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PLATING SHOP RENOVATION

Element A — Project Organization Chart



Legend

HHI Executive Leadership
HHI Project Management
HHI Support / QC / Safety
HHI Field Supervison
Key Subcontractors
USACE Sacramento District
Line of Authority
Line of Communication

Fig. 3.1 — Project Organization Chart, this professional team has been prepared in accordance with USACE project management proceedures and is fully compliant.

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"This looks great. It showcases a clear cut example of flow down for management personnel."
— Lexie Oenes, Estimator, HHI Corporation

Section 1 — Applicability and Plan Type

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> "HHI Corporation is committed to helping small businesses enter and navigate the federal contracting world. Collaborating with first-rate small business contractors is critical to each project HHI undertakes. We strive to guide these companies toward their full potential. Having operated as a small business ourselves, we know what it takes to enter new markets and become an asset to federal clients."
> — Greg Crosby, President, HHI Corporation

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Section 2 — Subcontracting Goals (FAR 52.219-9(d)(1)–(d)(2))

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Business Category	Planned Dollar Amount	% of Total Subk	% of Total Contract
Small Business (SB) — including ANCs and Indian Tribes			
Small Disadvantaged Business (SDB) — including ANCs and Indian Tribes			
Women-Owned Small Business (WOSB)			
HUBZone Small Business			
Service-Disabled Veteran-Owned Small Business (SDVOSB)			
Veteran-Owned Small Business (VOSB)			
Other than Small Business (OTSB)			

Teaming Narrative



Fig. 2.7 — Teaming Graphic, All team members have committed to the full Plating Shop Renovation SATOC scope. We did not assemble this team in response to this solicitation release; instead, we strategically maintained key relationships through the prior cancellation because we understood mission-specific capability demands precision, integration, and proven coordination. Each subcontractor brings defined, measurable scope; prior Hill AFB or USACE Sacramento execution; and demonstrated commitment to HHI's operational standards and safety culture.

Our Proven Integrated Team

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Foundational Mechanical Core: 30-Year Partnership

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Equipment Procurement and Installation: 20-Year Partner

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Specialized Plating Shop Expertise: 10-Year Mission Focus

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Electrical and Small Business Support: Colorado Front Range and USACE Experience

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PLATING SHOP
RENOVATION

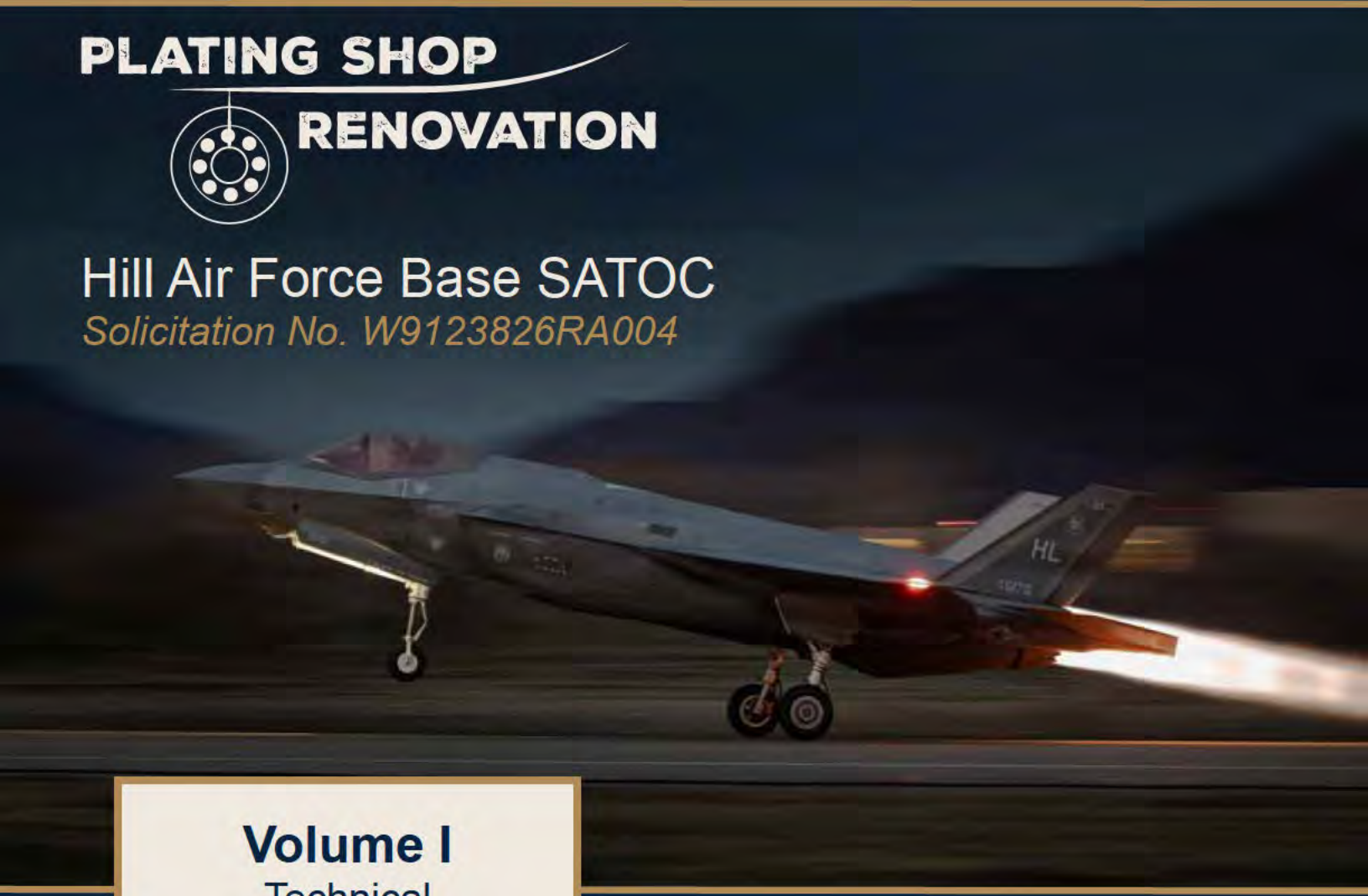


Custom project logo for the Plating Shop Renovation bid. The icon is an F-16 landing gear wheel serviced at the plating facility, and the sweeping line is the conveyor that carries it through the plating process. The mark works in a single color, so it holds up in black, navy, and reversed white across covers, headers, and tab dividers.

PLATING SHOP RENOVATION

Hill Air Force Base SATOC

Solicitation No. W9123826RA004



Volume I
Technical

Submitted By:
HHI Corporation
736 West Harrisville Road
Ogden UT 84404

Authorized Official:
Greg Crosby
President
(385)333-4400

Submission Date & Time:
[redacted]

Submitted to:
[redacted]

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Abbreviation	Meaning
AFB	Air Force Base
AFFF	Aqueous Film-Forming Foam
AMU	Aircraft Maintenance Unit
ANCs	Alaska Native Corporations
ART	Activity Hazard Analysis
BACT	Best Available Control Technology
BIM	Building Information Modeling
CAGE	Commercial and Government Entity
CERCLA	Comprehensive Environmental Response, Compensation, and Liability Act
CMMC	Cybersecurity Maturity Model Certification
CMXG	Commodities Maintenance Group
COMSEC	Communications Security
CPARS	Contractor Performance Assessment Reporting System
CQC	Contractor Quality Control
CQM-C	Construction Quality Management for Contractors
CRRF	Chemical-Resistant Resinous Finish
DBB	Design-Bid-Build
DFARS	Defense Federal Acquisition Regulation Supplement
DFOWs	Definable Features of Work
DoW	Department of War
EPA	Environmental Protection Agency
FAR	Federal Acquisition Regulation
FPI	Fluorescent Penetrant Inspection
FOD	Foreign Object Debris
GIS	Geographic Information System
HEPA	High-Efficiency Particulate Air
HVAC	Heating, Ventilation, and Air Conditioning
JAFAN	Joint Air Force-Army Modification
JV	Joint Venture
LCCA	Life Cycle Cost Analysis
LOC	Letter of Commitment
MILCON	Military Construction
MRO	Maintenance, Repair, and Overhaul
NAICS	North American Industry Classification System

Abbreviation	Meaning
NESHAP	National Emission Standards for Hazardous Air Pollutants
NOx	Nitrogen Oxide
NTP	Notice to Proceed
NAS	Network Analysis Schedule
O&M	Operations and Maintenance
P6	Primavera P6
PEMB	Pre-Engineered Metal Building
PFAS	Per- and Polyfluoroalkyl Substances
PM	Project Manager
POL	Petroleum, Oils, and Lubricants
PPQ	Past Performance Questionnaire
QA	Quality Assurance
QC	Quality Control
QCM	Quality Control Manager
RFI	Request for Information
RMS	Resident Management System
SATOC	Solicitation, Award, Task Order, Contract
SB	Small Business
SBPM	Small Business Program Manager
SCI	Sensitive Compartmented Information
SCIF	Sensitive Compartmented Information Facility
SDB	Small Disadvantaged Business
SDVOSB	Service-Disabled Veteran-Owned Small Business
SSHO	Site Safety and Health Officer
SSR	Summary Subcontract Report
SWPPP	Stormwater Pollution Prevention Plan
TEMF	Tactical Equipment Maintenance Facility
UFC	Unified Facilities Criteria
UFGS	Unified Facilities Guide Specifications
UEI	Universal Entity Identifier
UST	Underground Storage Tank
VOSB	Veteran-Owned Small Business
VFD	Variable Frequency Drive
WBS	Work Breakdown Structure
WOSB	Women-Owned Small Business

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PLATING SHOP RENOVATION

Tab 1
Preface



Volume I
Technical

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PLATING SHOP RENOVATION

Preface

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Prime Contractor

HHI Corporation (HHI) — Prime Contractor	
Legal Name	[redacted]
UEI / CAGE	[redacted]
Address	[redacted]
POC / Email	[redacted]
Role / Authority	[redacted]
Self-Perform	[redacted]

Key Subcontractors

Intermountain Electric, Inc. (IME) — Electrical & Process Controls	
Legal Name	[redacted]
UEI / CAGE	[redacted]
Address	[redacted]
POC / Email	[redacted]
Role / Authority	[redacted]
Self-Perform	[redacted]

Key Subcontractors Continued

Engineering and Software System Solutions, Inc. (ES3) — Tank Systems & Hazmat	
Legal Name	[redacted]
UEI / CAGE	[redacted]
Address	[redacted]
POC / Email	[redacted]
Role / Authority	[redacted]
Self-Perform	[redacted]

A & T Heating and Air Conditioning Corp (dba A&T Sheet Metal) (A&T)— Mechanical / HVAC	
Legal Name	[redacted]
UEI / CAGE	[redacted]
Address	[redacted]
POC / Email	[redacted]
Role / Authority	[redacted]
Self-Perform	[redacted]

Kozco Mechanical Inc. (Kozco) — Process Mechanical & Piping	
Legal Name	[redacted]
UEI / CAGE	[redacted]
Address	[redacted]
POC / Email	[redacted]
Role / Authority	[redacted]
Self-Perform	[redacted]

G & C Equipment Corporation (G&C) — Structural Steel	
Legal Name	[redacted]
UEI / CAGE	[redacted]
Address	[redacted]
POC / Email	[redacted]
Role / Authority	[redacted]
Self-Perform	[redacted]

ScrubAir Systems Inc. (ScrubAir) — Air Scrubbing Systems	
Legal Name	[redacted]
UEI / CAGE	[redacted]
Address	[redacted]
POC / Email	[redacted]
Role / Authority	[redacted]
Self-Perform	[redacted]

American Equipment Systems LLC (American Equipment) — Conveyor & Material Handling	
Legal Name	[redacted]
UEI / CAGE	[redacted]
Address	[redacted]
POC / Email	[redacted]
Role / Authority	[redacted]
Self-Perform	[redacted]

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PLATING SHOP RENOVATION

Tab 2 — Factor 1
Past Performance



Volume I
Technical

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Contractor: HHI Corporation	*Project #: 1 Area D of Building 225*

Offeror: HHI Corporation

Is the Offeror part of a Joint Venture, Partnership, Teaming Arrangement, or Parent Company/subsidiary/ affiliate? N/A	**If yes, identify the company who performed this project and their proposed role in the SATOC organization.** N/A

Project and Location: [redacted]

Was this project performed by the division or unit of the company submitting the offer for this solicitation? Yes

Owner: [redacted]

Owner's Point of Contact for Reference: [redacted]

Telephone: [redacted]

Awarded Construction Cost: [redacted]	**Final Construction Cost:** [redacted]

Explain Cost Growth, if any: Unforseen site conditions were discovered and additional scope was added to contract.

Date of Award: [redacted]	**Original Completion Date:** [redacted]	**Revised Completion Date:** [redacted]	**Percent Complete:** [redacted]

Explain Time Growth, if any: Unforseen site conditions were discovered and additional scope was added to contract.

General Scope of Construction and Role of the Company who performed this project:



[redacted]

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Work Your Company Self-Performed:	**Extent and Type of Work You Subcontracted Out:**
[redacted]	[redacted]

Provide narrative to support relevancy assessment (in terms of scope, magnitude and complexity as compared to the scope of the solicitation).

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Your Performance Evaluation by Owner, if known:

[redacted]

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal.

Contractor: HHI Corporation ***Project #: 2 Building 225 Area C Roof Repair***

Offeror: HHI Corporation

Is the Offeror part of a Joint Venture, Partnership, Teaming Arrangement, or Parent Company/subsidiary/ affiliate? N/A	**If yes, identify the company who performed this project and their proposed role in the SATOC organization.** N/A

Project and Location: [redacted]

Was this project performed by the division or unit of the company submitting the offer for this solicitation? Yes

Owner: [redacted]

Owner's Point of Contact for Reference: [redacted] **Telephone:** [redacted]

Awarded Construction Cost: [redacted]	**Final Construction Cost:** [redacted]

Explain Cost Growth, if any: Unforseen site conditions were discovered and additional scope was added to contract.

Date of Award: [redacted]	**Original Completion Date:** [redacted]	**Revised Completion Date:** [redacted]	**Percent Complete:** [redacted]

Explain Time Growth, if any: Unforseen site conditions were discovered and additional scope was added to contract.

General Scope of Construction and Role of the Company who performed this project:



[redacted]

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Work Your Company Self-Performed:

[redacted]

Extent and Type of Work You Subcontracted Out:

[redacted]

Provide narrative to support relevancy assessment (in terms of scope, magnitude and complexity as compared to the scope of the solicitation).

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Your Performance Evaluation by Owner, if known:

[redacted]

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Contractor: HHI Corporation ***Project #: 3 SOF Tatctical Equipment Maintenance Facility***

Offeror: HHI Corporation

Is the Offeror part of a Joint Venture, Partnership, Teaming Arrangement, or Parent Company/subsidiary/ affiliate? N/A	**If yes, identify the company who performed this project and their proposed role in the SATOC organization.** N/A

Project and Location: [redacted]

Was this project performed by the division or unit of the company submitting the offer for this solicitation? Yes

Owner: [redacted]
Owner's Point of Contact for Reference: [redacted] **Telephone:** [redacted]

Awarded Construction Cost: [redacted]	**Final Construction Cost:** [redacted]

Explain Cost Growth, if any: Unforseen site conditions were discovered and additional scope was added to contract.

Date of Award: [redacted]	**Original Completion Date:** [redacted]	**Revised Completion Date:** [redacted]	**Percent Complete:** [redacted]

Explain Time Growth, if any: Unforseen site conditions were discovered and additional scope was added to contract.

General Scope of Construction and Role of the Company who performed this project:



[redacted]

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Work Your Company Self-Performed:

[redacted]

Extent and Type of Work You Subcontracted Out:

[redacted]

Provide narrative to support relevancy assessment (in terms of scope, magnitude and complexity as compared to the scope of the solicitation).

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Your Performance Evaluation by Owner, if known:

[redacted]

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal.

Contractor: HHI Corporation ***Project #: 4 Building 1286 (B1286) Steam Plant Renovations***

Offeror: HHI Corporation

Is the Offeror part of a Joint Venture, Partnership, Teaming Arrangement, or Parent Company/subsidiary/ affiliate?
Yes

If yes, identify the company who performed this project and their proposed role in the SATOC organization. [redacted]

Project and Location: [redacted]

Was this project performed by the division or unit of the company submitting the offer for this solicitation?
Yes

Owner: [redacted]

Owner's Point of Contact for Reference: [redacted]

Telephone: [redacted]

Awarded Construction Cost: [redacted]

Final Construction Cost: [redacted]

Explain Cost Growth, if any: Unforseen site conditions were discovered and additional scope was added to contract.

Date of Award:	**Original Completion Date:**	**Revised Completion Date:**	**Percent Complete:**
[redacted]	[redacted]	[redacted]	[redacted]

Explain Time Growth, if any: Unforseen site conditions were discovered and additional scope was added to contract.

General Scope of Construction and Role of the Company who performed this project:



[redacted]

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Work Your Company Self-Performed:

[redacted]

Extent and Type of Work You Subcontracted Out:

[redacted]

Provide narrative to support relevancy assessment (in terms of scope, magnitude and complexity as compared to the scope of the solicitation).

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Your Performance Evaluation by Owner, if known:

[redacted]

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Contractor: HHI Corporation ***Project #: 5 Aircraft Maintenance Unit (AMU) B914 Squadron 6***

Offeror: HHI Corporation

Is the Offeror part of a Joint Venture, Partnership, Teaming Arrangement, or Parent Company/subsidiary/ affiliate? N/A	**If yes, identify the company who performed this project and their proposed role in the SATOC organization.** N/A

Project and Location: [redacted]

Was this project performed by the division or unit of the company submitting the offer for this solicitation? Yes

Owner: [redacted]

Owner's Point of Contact for Reference: [redacted] **Telephone:** [redacted]

Awarded Construction Cost: [redacted]	**Final Construction Cost:** [redacted]

Explain Cost Growth, if any: Unforseen site conditions were discovered and additional scope was added to contract.

Date of Award: [redacted]	**Original Completion Date:** [redacted]	**Revised Completion Date:** [redacted]	**Percent Complete:** [redacted]

Explain Time Growth, if any: Unforseen site conditions were discovered and additional scope was added to contract.

General Scope of Construction and Role of the Company who performed this project:



[redacted]

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Work Your Company Self-Performed:

[redacted]

Extent and Type of Work You Subcontracted Out:

[redacted]

Provide narrative to support relevancy assessment (in terms of scope, magnitude and complexity as compared to the scope of the solicitation).

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Your Performance Evaluation by Owner, if known:

[redacted]

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Past Performance Summary Matrix

Capability/Requirement	Project 1 Building 225 Area D Renovation	Project 2 Building 225 Area c	Project 3 SOF TEMF	Project 4 Building 1286 Steam Plant	Project 5 AMU 6
Contract Components					
Contract Value	[redacted]				
Performed for a USACE Customer	✓	✓	✓	✓	✓
Performed in the Last 10 Years or Substantially Complete	✓	✓	✓	✓	✓
Facility Type(s)					
Industrial	✓	✓	✓	✓	✓
Depot-Level Maintenance	✓	✓	✓	—	✓
Aircraft Hanger	✓	✓	—	—	✓
Heavy Equipment Repair	✓	✓	✓	—	✓
Corrosion-Resistant Materials					
Epoxy / Specialty Flooring	✓	✓	✓	—	✓
Corrosion-Resistant Materials	✓	✓	✓	✓	✓
Hazardous Material Handling	✓	✓	✓	✓	✓
Air Scrubbers/ Industrial Ventilation Systems	✓	✓	✓	✓	✓
Waste Water Treatment / Controls	✓	✓	✓	✓	✓
Execution Environment					
Phased Work in Occupied / Military Facility	✓	✓	—	✓	—
Work Performed in Close Proximity to Other Facilities	✓	✓	✓	✓	✓
Heavy Demolition Work	✓	✓	—	✓	✓
Active Military Installation	✓	✓	✓	✓	✓
Preformed for a USACE Customer	✓	✓	✓	✓	✓
Technical Systems Integration					
Multi-trade Integration (Structural, MEP, env.)	✓	✓	✓	✓	✓
EPA / OSHA / Hazardous Waste Compliance	✓	✓	✓	✓	✓
Industrial Safety Risk Management	✓	✓	✓	✓	✓
Performance Quality					
Overall CPARS / PPQ Rating	E	VG	VG	VG	VG
Anticipated Relevancy Rating	Very Relevant	Very Relevant	Very Relevant	Very Relevant	Very Relevant

Legend

✓ = Fully Demonstrated — = Not Applicable E = Exceptional VG =Very Good

Fig. 2.6 — Past Experience Summary Matrix, demonstrates five Very Relevant projects — all built for USACE customers.

Teaming Narrative



Fig. 2.7 — Teaming Graphic, All team members have committed to the full Plating Shop Renovation SATOC scope. We did not assemble this team in response to this solicitation release; instead, we strategically maintained key relationships through the prior cancellation because we understood mission-specific capability demands precision, integration, and proven coordination. Each subcontractor brings defined, measurable scope; prior Hill AFB or USACE Sacramento execution; and demonstrated commitment to HHI's operational standards and safety culture.

Our Proven Integrated Team

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Foundational Mechanical Core: 30-Year Partnership

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Epel magnis sum rem accupie ntibus.

Equipment Procurement and Installation: 20-Year Partner

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Specialized Plating Shop Expertise: 10-Year Mission Focus

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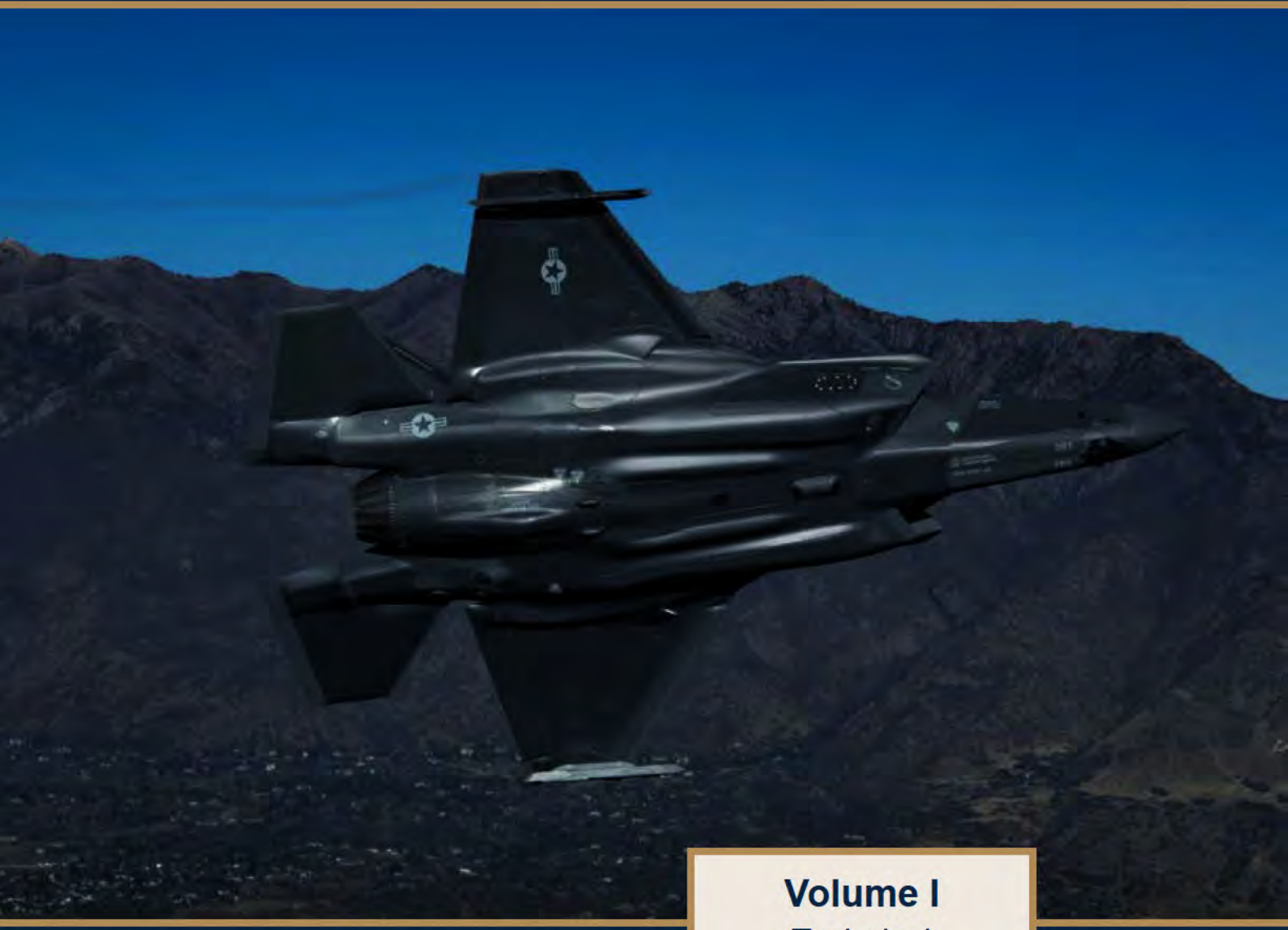
Electrical and Small Business Support: Colorado Front Range and USACE Experience

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PLATING SHOP RENOVATION

Tab 3 — Factor 2
Technical & Management Approach



Volume I
Technical

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PLATING SHOP RENOVATION

Element A — Project Organization Chart

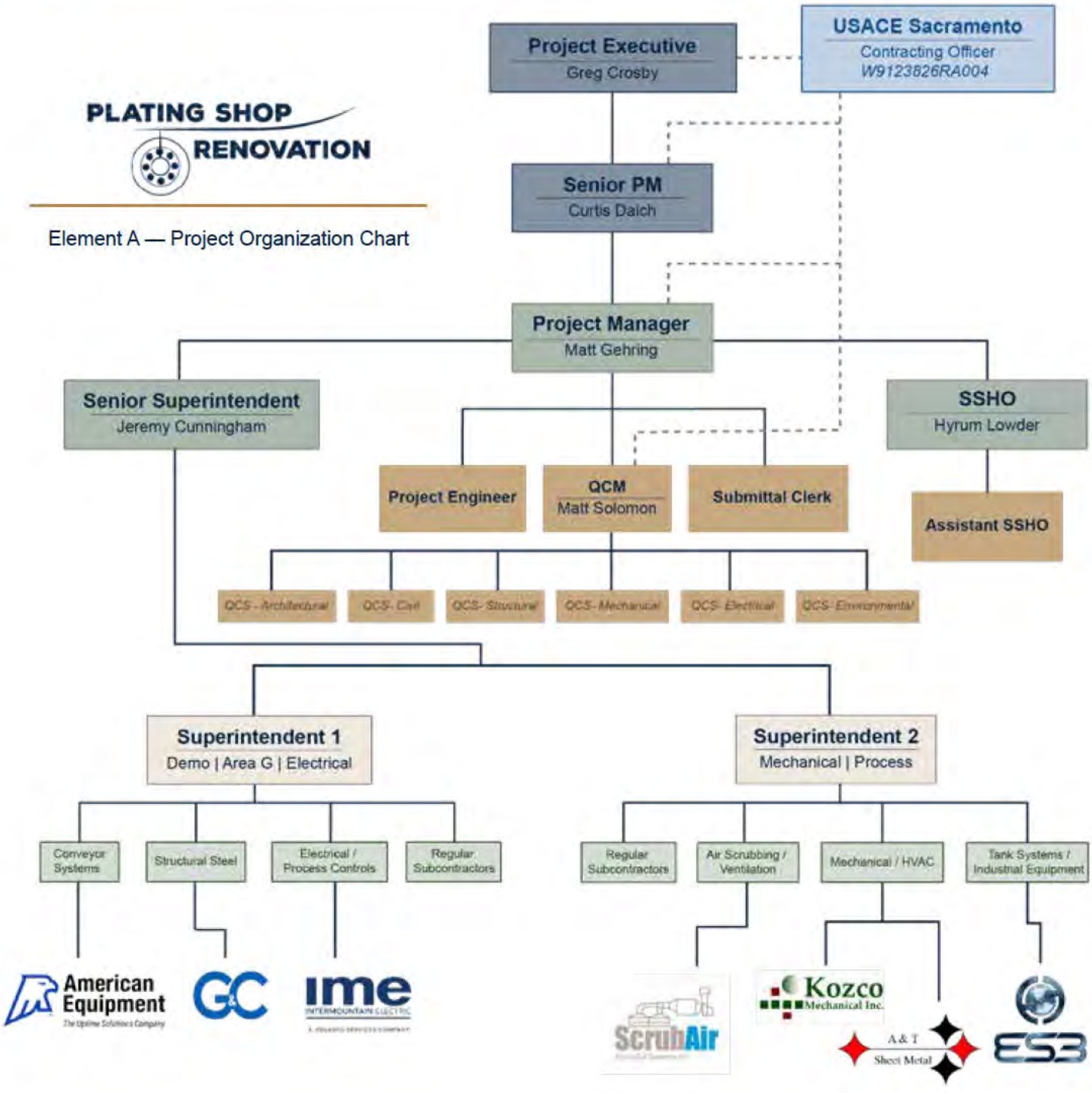




Fig. 3.1 — Project Organization Chart, this professional team has been prepared in accordance with USACE project management proceedures and is fully compliant.

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Team Member	USACE Project Experience	Past Teaming with Key Personnel	Projects Exceeding $20M	Complex Integrated Trades Renovation	USACE Certificatios Met for Current Position	Rating
Greg Crosby Project Executive	✓	✓	✓	✓	✓	5/5
Curtis Daich Senior Project Manager	✓	✓	✓	✓	✓	5/5
Matt Gehring Project Manager	✓	✓	✓	✓	✓	5/5
Jeremy Cunningham Senior Superintendent	✓	✓	✓	✓	✓	5/5
Hyrum Lowder SSHO	✓	✓	✓	✓	✓	5/5
Matt Solomon QCM	✓	✓	✓	✓	✓	5/5

Fig. 3.2 — We bring a highly experienced team with USACE past performance, past teaming experience, and a true knowledge on how to manage and complete complex projects like the Plating Shop.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal.

Title: President
Name: Greg Crosby
Assignment for this project: Project Executive
Name of Firm: HHI Coproration
Years with HHI: 20 **Years with Other Firms:** 4



Education:

- Master of Business Administration/2004/Business Administration/Finance
- Master of Science/2002/Irrigation Engineering/ Geographical Information Systems(GIS)
- Bachelor of Science/1996/Geography/Remote Sensing and GIS
- Bachelor of Science/1996/Civil Engineering/Structural

Other Relevant Training

- USACE Construction Quality Management for Contractors
- OSHA 30-HR Construction Safety Course
- OSHA 10-HR Construction Safety Course
- Level I Antiterrorism Awareness Training
- EM 385-1-1 Hazard Communication (HazCom)
- Fall Protection Training
- Scaffold Safety for Construction Training
- Confined Spaces Training
- Basic Rigging & Signaling
- Explosive Safety Awareness Training – Hill AFB, UT
- Primavera Scheduling Software P6
- Red Cross First Aid & CPR

Active Registration, if any: Licensed Professional Engineer, Utah #323780-2202

Experience and Qualification Relevant for this project:

We leverage the over 20 years of construction management experience Mr. Crosby brings through his direction of enterprise-wide field operations and leadership of critical mission-focused projects at major Air Force installations. Mr. Crosby's extensive background encompasses USACE Design-Build projects involving complex renovations, structural upgrades, and integrated mechanical and electrical systems — competencies essential for the Plating Shop Renovation project.

Mr. Crosby has managed large-scale renovation and retrofit projects requiring careful coordination of multiple building systems. His recent leadership on the Aircraft Maintenance Unit (AMU) B914 Squadron 6, Project 5, at Luke AFB involved comprehensive building restoration and new construction totaling $32.4 million with USACE Los Angeles. The SOF Tactical Equipment Maintenance Facility at Fort Carson, Project 3, $25.1 million with USACE Omaha, required his integration of specialized mechanical and electrical systems for military operations. His direct involvement with the Naval Operations Support Center at Hill AFB, $24.2 million with USACE Sacramento, demonstrates proven capability managing complex projects at Hill AFB.

Mr. Crosby has established familiarity with Hill AFB security protocols, operational requirements, and USACE Sacramento contracting procedures through his experience managing the F-35 Hangar 40/42 project and other Hill AFB facilities such as B507 Roof Landing Gear Maintenance. As a Licensed Professional Engineer with dual Master's degrees in Business Administration and Irrigation Engineering/GIS, he provides strategic oversight ensuring compliance with technical requirements, budget controls, and schedule management. His certifications in USACE Construction Quality Management and extensive OSHA and safety training position him to maintain project excellence throughout execution.

Reasoning for Outstanding Rating:

Mr. Crosby's qualifications and experience directly align with the critical success factors for this renovation project. His 20 years of operation reflect deep institutional knowledge of our company's operational capabilities, quality standards, and project delivery methodologies. His recent and ongoing involvement with multiple USACE contracts at Hill AFB and other installations establishes credibility with government stakeholders and familiarity with the specific requirements and protocols governing military construction.

The scope and complexity of projects Mr. Crosby has managed, including the simultaneous execution of multiple large USACE facilities contracts, demonstrates his capability to provide executive-level leadership and oversight for a project of this nature. His direction of enterprise-wide field operations ensures effective coordination between all project team members, subcontractors, and government representatives. His engineering background combined with proven business administration competencies positions him to address technical challenges, cost optimization opportunities, and schedule demands that may arise during renovation activities.

Mr. Crosby maintains continued engagement with Hill AFB projects, reflecting his established relationships with USACE Sacramento personnel and Air Force commanders. These relationships facilitate efficient communication and problem-solving throughout the project lifecycle.

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Relevant Project Experience

Aircraft Maintenance Unit (AMU) B914 Squadron 6 — Luke AFB (Tab 2 — Project 5)

Senior Project Manager

USACE Los Angeles

September 2023 — Present

[redacted]

Project Description

Design-Build demolition of two buildings and renovation of F-35 Aircraft Maintenance Unit and Hangar with six-position aircraft maintenance hangar and expanded AMU. Work includes 18,934 SF building alteration, 28,008 SF hangar conversion with epoxy flooring, and 4,467 SF new addition. Specialty aircraft utilities include aircraft cooling units, recessed power and compressed air pits, plus two parking lots, fire suppression upgrades, and new office space.

SOF Tactical Equipment Maintenance Facility — Fort Carson (Tab 2 — Project 3)

Senior Project Manager

USACE Omaha

August 2023 — February 2026

[redacted]

Project Description

18,676 SF new construction including POL/HAZMAT storage, repair and maintenance high bays, and administrative areas built with insulated precast panels and structural steel joists over helical pier foundations. Building systems include HVAC, plumbing, electrical, audio/visual equipment, and fire suppression. Scope demonstrates expertise in designing mission-critical military operations facilities with complex building systems integration.

ADAL Fitness Center — Schriever SFB

Senior Project Manager

USACE Omaha

February 2023 — Present

[redacted]

Project Description

Renovation and expansion of existing fitness center with phased construction to maintain facility operations throughout. Project includes large building additions featuring gym area with two full-size basketball courts and indoor gym. Phasing strategy with temporary walkways allowed center to remain open during renovation work.

Naval Operationsd Support Center (NOSC) — Hill AFB, UT

Senior Project Manager

USACE Sacramento

September 2021 – August 2024

[redacted]

Project Description

37,000 SF Design-Build new operations and support center for Navy Reserve Unit at Hill AFB. Facility includes administrative support, medical services, classrooms, drill hall, with insulated CMU exterior walls, steel roof structure, concrete foundations, and complete fire protection, mechanical, electrical, and communications systems. Site package includes grading, parking, roadways, landscaping, fencing, and signage. Project required coordination with Navy personnel and integration into active base operations.

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Title: Vice President
Name: Curtis Daich
Assignment for this project: Senior Project Manager
Name of Firm: HHI Coproration
Years with HHI: 10 **Years with Other Firms:** 13



Education:
- Master of Business/2010/Business Administration
- Bachelor of Science/2007/Construction Management

Other Relevant Training:
- USACE Construction Quality Management for Contractors Course
- OSHA 30-HR Construction Safety Training
- National Safety Council First Aid, CPR, & AED Course
- Hazard Communication Training
- Aerial Work Platform Training
- Basic Rigging & Signal Person Certification
- Confined Spaces Training
- Powered Industrial Trucks Training
- Level I Antiterrorism Awareness Training
- USACE Transportation Systems Center PCC Airfield Paving Workshop
- USACE Transportation Systems Center HMA Airfield Paving Workshop

Active Registration, if any: LEED Accredited Professional (AP)

Experience and Qualification Relevant for this project:

We bring 23 years of construction management experience through Mr. Daich, who has spent ten years building our track record of successful project delivery. Mr. Daich's background encompasses Design-Build renovation projects, integrated trades coordination, and management of large USACE contracts — expertise directly applicable to the plating shop renovation scope.

Mr. Daich's current oversight of major Hill AFB projects, including the B225 Area D, Project 1, $79.2 million, with USACE Sacramento, demonstrates his capability managing large-scale renovation involving comprehensive structural upgrades, roofing replacement, and mechanical/electrical system modifications. His tenure as Senior Project Manager on this initiative confirms his mastery of the complex technical and operational challenges inherent in major renovation work on mission-critical facilities.

Mr. Daich's recent completion of the Consolidated Mission Control Center at Hill AFB, $28.8 million with USACE Sacramento, involved new construction and building systems integration requiring coordination with government stakeholders and adherence to USACE Sacramento protocols. His management of the West and Transient Apron Paving project, $16.3 million with USACE Sacramento, required oversight of complex airfield paving and utility work maintaining installation operations.

Mr. Daich's broader project portfolio reflects significant USACE and Air Force experience, including the Building 1286 (B1286) Steam Plant Renovations, Project 4, $21.9 million, with USACE Sacramento, D5 Missile Motor Receipt/Storage Facility $34.3 million, and Benefield Anechoic Facility at Edwards AFB, $14.1 million. His experience encompasses new construction, comprehensive renovations, specialized facilities, and infrastructure projects across multiple Air Force installations.
Mr. Daich serves as Vice President and LEED Accredited Professional, contributing strategic leadership and technical expertise. His 13 years with firms prior to joining us provide broader construction industry perspective. His extensive certifications in USACE construction quality management, OSHA safety training, and specialized construction techniques reflect his commitment to technical excellence and compliance.

Reasoning for Outstanding Rating:

We recognize Mr. Daich's exceptional capability managing complex renovations on Hill AFB through his leadership of the B225 Area D Re-Roof project, one of our largest initiatives. His ten-year tenure with us combined with prior construction management experience positions him to provide senior-level oversight and problem-solving for a project of this scope and complexity.

Mr. Daich's multiple concurrent Hill AFB assignments, including the B225 and Consolidated Mission Control Center projects, establish him as a trusted advisor to USACE Sacramento personnel and Hill AFB commanders. His Vice President role reflects our confidence in his business judgment, project management competencies, and client relationship skills. His LEED credential and diverse project background provide depth of expertise supporting innovative solutions to construction challenges and cost optimization opportunities.

Mr. Daich establishes unified approach to project management, unified communication with stakeholders, and consistent application of our operational standards through his established working relationships with other team members including Mr. Crosby, Mr. Gehring, and Mr. Cunningham. His participation on multiple concurrent projects with the core team facilitates seamless integration and coordinated execution across all project functions.

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Relevant Project Experience

Area D of Building 225 — Hill AFB, UT (Tab 2 — Project 1)

Senior Project Manager

USACE Sacramento

July 2023 – Present

[redacted]

Project Description

Large-scale 500,000 SF roof replacement and structural seismic upgrades to Building 225 including complete demolition, abatement, and reconstruction. Scope encompassed seismic strengthening of structural steel, comprehensive replacement of roofing, fire suppression, plumbing, HVAC, and electrical systems. Project required careful Government coordination and work sequencing with building occupied throughout construction.

Building 1286 (B1286) Steam Plant Renovations — Hill AFB, UT (Tab 2 — Project 4)

Senior Project Manager

USACE Sacramento

September 2022 – October 2025

[redacted]

Project Description

Design-Build replacement of three existing boilers with two new Dual-Fuel boilers, including seismic upgrades of structural, mechanical, and piping systems. Project includes abatement and selective building demolition of existing boiler systems. Scope requires specialized mechanical systems expertise and integration with existing building infrastructure.

Repair Runway 14/32 — Hill AFB, UT

Project Manager/Alternate SSHO

AFICA

November 2018 — June 2020

[redacted]

Project Description

Large-scale 2.5-mile runway repair and replacement addressing aging infrastructure and Foreign Object Debris (FOD) hazards on operational airfield. Scope included mill and pave asphalt, selective slab replacement, 25-foot shoulder widening with edge lighting replacement, and runway distance markers upgraded to LED technology. Project required stringent operational coordination on active military airfield.

Consolidated Mission Control Center — Hill AFB, UT

Senior Project Manager

USACE Sacramento

March 2021 – Present

[redacted]

Project Description

New vertical construction facility for mission control center, air operations center, and administrative areas. Building includes Secure Compartmentalized Information Facility (SCIF) area complying with Intelligence Community Directive 705. Scope includes site preparation, exterior/interior construction, complete building systems, utilities, and site improvements.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal.

Title: Senior Project Manager
Name: Matt Gehring
Assignment for this Project: Project Manager
Name of Firm: HHI Corporation
Years with HHI: 18



Education:
- Master of Science/2006/Construction Management
- Bachelor of Science/2003/Behavioral Health & Science

Other Relevant Training:

- USACE Construction Quality Management for Contractors
- OSHA 30-HR Construction Safety Course
- Safety Management Systems Training
- Hazard Communication (HazCom) Training
- Confined Spaces Training
- Forklift Training
- Red Cross First Aid & CPR
- Scaffold Safety for Construction Training
- Explosive Safety Awareness Training
- Level 1 Antiterrorism Awareness Training
- Utah Dept. of Transportation Environmental Control Supervisor Training
- ACI Concrete Finisher
- ACI Concrete Field Testing Technical Grade 1
- Primavera Scheduling Software P6

Active Registration, if any: LEED Accredited Professional (AP) Building Design and Construction (BD+C) Specialty

Experience and Qualification Relevant for this project:

We bring the 18 years of specialized construction management experience Mr. Gehring brings through his focus on managing USACE projects involving complex structural and mechanical systems. Mr. Gehring's expertise encompasses building renovations, integrated trades coordination, and airfield operations — capabilities directly applicable to the Plating Shop Renovation project.

Mr. Gehring's recent project portfolio demonstrates mastery of USACE project delivery. He currently leads the Fighter Wing 388th East Apron Repairs, $46.7 million with USACE Sacramento, and recently completed the Fighter Wing 388th West Apron Repairs, $35.8 million, showcasing his ability to manage large-scale projects on active flightlines with stringent operational coordination requirements. His tenure as Project Manager on the Naval Operations Support Center at Hill AFB, $24.2 million with USACE Sacramento, confirms his capability managing complex projects with integrated building systems — at Hill AFB.

Mr. Gehring's experience with the B225 Area C project, Project 2 with USACE Sacramento, involved comprehensive scope including structural seismic upgrades, roofing systems replacement, mechanical relocation, electrical system modifications, fire suppression system replacement, and plumbing system upgrades — similar integrated trades renovation work this plating shop project requires. His management of the Live Fire Exercise Shoot House, $10.4 million with USACE Sacramento, and F-35 Hangar 40/42 Additions, $20.3 million with USACE Sacramento, further demonstrate his proficiency with MILCON standards, security protocols, and operational requirements.

Mr. Gehring maintains LEED Accredited Professional credentials through his Master's degree in Construction Management, ensuring his expertise in sustainable design, construction sequencing, and quality control methodologies. His current involvement with multiple concurrent Hill AFB projects establishes his familiarity with installation-specific requirements and his established working relationships with USACE Sacramento personnel.

Reasoning for Outstanding Rating:

We identify Mr. Gehring's 18-year tenure and his concentrated experience managing USACE projects of significant scope and complexity as exceptional qualifications for Project Manager on this renovation. His hands-on management of nearly $200 million in USACE contracts reflects proven capability to handle budgeting, scheduling, quality control, subcontractor coordination, and government stakeholder management — all critical project management functions.

Mr. Gehring's recent and ongoing involvement with Hill AFB projects provides invaluable institutional knowledge of installation operations, security requirements, and USACE Sacramento procedures. His project record shows consistent delivery of complex building system renovations on occupied facilities while maintaining military operations — a requirement essential for the Plating Shop Renovation. His LEED credential and Construction Management background position him to optimize project phasing, minimize operational disruption, and deliver innovative solutions to construction challenges.

Mr. Gehring establishes effective working relationships and communication protocols essential for project success through his participation on teams with Mr. Crosby and other senior personnel on multiple projects.

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Relevant Project Experience

Building 225 Area C Roof Replacement — Hill AFB, UT (Tab 2 — Project 2)

Project Manager

USACE Sacramento

June 2019 — May 2020

[redacted]

Project Description

Task order for 500,000 SF roof replacement and seismic upgrades to Building 225 with complete removal of existing roofing, decking, and structural elements. Scope included structural seismic strengthening, new fire suppression and plumbing systems, HVAC modifications, and full electrical replacement. Building remained occupied during construction requiring careful coordination.

Fighter Wing 388th East and West Apron Repairs

Senior Project Manager

USACE Sacramento

November 2022 — Present

[redacted]

Project Description

Large-scale airfield paving projects replacing approximately 780,000 SF of existing Portland Cement Concrete pavement on active flightlines. Scope includes full reworking of structural base materials with aggregate base course, stabilized drainage layer, and geotextile filter fabric for seasonal frost conditions. Additional work included asphalt shoulder replacement, anchored tie-downs, pavement markings, asbestos piping removal, and equipment relocation. Projects required extensive coordination with 388th Fighter Wing management and Hill AFB civil engineering to maintain full airfield operations throughout construction.

Naval Operationsd Support Center (NOSC) — Hill AFB, UT

Senior Project Manager

USACE Sacramento

September 2021 – August 2024

[redacted]

Project Description

37,000 SF Design-Build new operations and support center for Navy Reserve Unit at Hill AFB. Facility includes administrative support, medical services, classrooms, drill hall, with insulated CMU exterior walls, steel roof structure, concrete foundations, and complete fire protection, mechanical, electrical, and communications systems. Site package includes grading, parking, roadways, landscaping, fencing, and signage. Project required coordination with Navy personnel and integration into active base operations.

F-35 Hangar 40/42 Additions — Hill AFB, UT

Project Manager

USACE Sacramento

October 2016 — July 2019

[redacted]

Project Description

Renovated 59,600 SF two-story Design-Build facility with two hangar bays accommodating three F-35 aircraft each, plus secure classified briefing area complying with JAFAN 6/9 standards. Construction features helical pier foundations, steel composite beam framing with elevated concrete slabs, and steel braced frames for seismic/wind loading. Included epoxy flooring and specialized coating systems for F-35 aircraft maintenance.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal.

Title: Senior Superintendent
Name: Jeremy Cunningham
Assignment for this project: Senior Superintendent
Name of Firm: HHI Coproration
Years with HHI: 16 **Years with Other Firm:** 11



Education:
High School Diploma 1996/Technical Certificate in Construction & Welding Technology

Other Relevant Training:

- Certified Field Auditor with the Precast / Prestressed Concrete Institute
- USACE Construction Quality Management for Contractors
- American Welding Society (AWS) D1.1 Certifications: 1" plate vertical 3G, ¼" plate overhead
- OSHA 40-HR Hazardous Waste Operation & Emergency Response (HAZWOPER)
- OSHA 30-HR Construction Safety Training
- OSHA Respirator Training
- OSHA Lead Awareness Training
- Operator Safety Training: Rough Terrain Forklift; Aerial Scissor & Boom Lifts
- Basic Rigging & Signaling Certification
- Unexploded Ordinance (UXO) Training — Dugway Proving Grounds, UT & Fort Carson, CO
- Hot Work Permit and Training — Hill AFB, UT
- Red Cross First Aid & CPR

Active Registration, if any: N / A

Experience and Qualification Relevant for this project:

We bring the exceptional field leadership Mr. Cunningham provides through his over 28 years of continuous construction experience, including 16 years building our operational reputation through excellence in project execution. Mr. Cunningham's expertise encompasses renovation projects, integrated trades coordination, and specialized facility construction — capabilities essential for managing field operations on the plating shop renovation.

Mr. Cunningham currently served as Superintendent on the B225 Area D, Project 1, $79.2 million, with USACE Sacramento, positioning him at the helm of one of Hill AFB's largest ongoing renovation efforts. This project requires comprehensive management of structural seismic upgrades, complete roof replacement across 500,000 SF, mechanical and electrical system modifications, fire suppression system replacement, and plumbing system work — the precise scope of integrated trades work required for this plating shop renovation. His tenure on this project demonstrates his capability directing complex renovation activities while maintaining facility operations at a mission-critical installation.

Mr. Cunningham's experience as Senior Superintendent on the Naval Operations Support Center at Hill AFB, $24.2 million with USACE Sacramento, involved oversight of complex construction efforts while incorporating structural steel, concrete work, building systems installation, and site improvements. His management of the Live Fire Exercise Shoot House, $10.4 million with USACE Sacramento, required coordination of specialized MILCON work including blast-resistant design elements and integrated utilities.

Mr. Cunningham's previous experience with B225 projects, including the High Bay Renovation F-35 Transition, $6.4 million with Hill AFB, establishes his familiarity with this specific building's systems, structural characteristics, and operational requirements. His extensive certifications in construction quality management, welding technologies, and safety training reflect his commitment to excellence and adherence to technical standards. His AWS D1.1 welding certifications and Precast/Prestressed Concrete Institute Field Auditor credential demonstrate his specialized technical competencies.

Reasoning for Outstanding Rating:

We recognize Mr. Cunningham's 28 years of construction industry experience and 16 years with us as foundational to his exceptional field leadership capable of managing complex renovation activities. His current leadership of the B225 Area D Project 1, one of Hill AFB's largest ongoing initiatives, demonstrates his proven capability directing large field teams, managing integrated trades work, and maintaining rigorous execution standards on mission-critical facilities.

Mr. Cunningham's multiple prior assignments at Hill AFB and on B225 projects provide invaluable site-specific knowledge, familiarity with installation security protocols, and understanding of operational requirements governing work sequencing. His technical certifications in welding, concrete quality, and construction quality management position him to identify and address technical challenges during renovation execution. His approach to field leadership emphasizes safety, quality, and operational coordination — priorities essential for success on an active Air Force installation.

Mr. Cunningham establishes effective working relationships and unified approach to project execution through his participation on teams with Mr. Gehring and other project leadership throughout multiple projects. His proven track record of delivering exceptional results on complex Hill AFB projects establishes confidence in his capability to manage this renovation to successful completion.

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Relevant Project Experience

Area D of Building 225 — Hill AFB, UT (Tab 2 — Project 1)

Superintendent

USACE Sacramento

May 2024 — Present

[redacted]

Project Description

Large-scale 500,000 SF roof replacement and structural seismic upgrades to Building 225 including complete demolition, abatement, and reconstruction. Scope encompassed seismic strengthening of structural steel, comprehensive replacement of roofing, fire suppression, plumbing, HVAC, and electrical systems. Project required careful Government coordination and work sequencing with building occupied throughout construction.

Building 225 Area C Roof Replacement — Hill AFB, UT (Tab 2 — Project 2)

Senior Superintendent

USACE Sacramento

June 2019 — May 2020

[redacted]

Project Description

Task order for 500,000 SF roof replacement and seismic upgrades to Building 225 with complete removal of existing roofing, decking, and structural elements. Scope included structural seismic strengthening, new fire suppression and plumbing systems, HVAC modifications, and full electrical replacement. Building remained occupied during construction requiring careful coordination.

Naval Operationsd Support Center (NOSC) — Hill AFB, UT

Senior Superintendent

USACE Sacramento

September 2021 – August 2024

[redacted]

Project Description

37,000 SF Design-Build new operations and support center for Navy Reserve Unit at Hill AFB. Facility includes administrative support, medical services, classrooms, drill hall, with insulated CMU exterior walls, steel roof structure, concrete foundations, and complete fire protection, mechanical, electrical, and communications systems. Site package includes grading, parking, roadways, landscaping, fencing, and signage. Project required coordination with Navy personnel and integration into active base operations.

B225 High Bay Renovation F-35 Transition — Hill AFB, UT

Senior Superintendent

U.S. Air Force

July 2018 — July 2019

[redacted]

Project Description

Design-Build renovation of existing high bay workspace for ten F-35 aircraft maintenance docks including removal of C-130 stands, installation of 2-ton bridge cranes with helical pier foundations, and new ESD epoxy floor coating. Work included full perimeter security fencing, hangar door weatherstripping upgrades, and specialty aircraft systems: avionics air systems, hydraulic systems, compressed air, electrical distribution, 400Hz converters, and access control systems.

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal.

Title: SSHO
Name: Hyrum Lowder
Assignment for this project: SSHO
Name of Firm: HHI Coproration
Years with HHI: 7 **Years with Other Firms:** 20



Education:

- Master of Business/2016/Business Administration
- Professional Certification/2016/Management
- Bachelor of Science/2010/Health Care Management
- Associate of Science/2011/Safety Technician
- Associate of Science/2007/Health Care Management

Other Relevant Training:

- OSHA 30-Hour Safety Training
- 40-Hour EM 385-1-1 USACE Safety & Health
- Hazmat/Hazwaste Training
- Antiterrorism Awareness Training
- Asbestos Awareness in Construction
- Lead Awareness in Construction
- National Safety Council Adult First Aid, CPR and AED
- Lock-out/Tag-out
- Proper Lifting Techniques
- Heat Exhaustion/Heat Stroke Prevention & Hydration Safety
- Aerial Lift Training
- Hazardous Energy Control
- Confined Spaces
- Trenching/Shoring
- Tool Safety
- Fall Protection
- Safe Forklift Operation
- Scaffolding Training
- Good Housekeeping

Active Registration, if any: Department of Defense Secret Security Clearance

Experience and Qualification Relevant for this project:
We bring the comprehensive safety leadership Mr. Lowder provides through his 27 years of continuous safety and health management experience, including seven years as a key safety executive within our organization. Mr. Lowder's expertise encompasses safety program development, hazard identification and mitigation, regulatory compliance oversight, and safety training for large construction teams — competencies essential for managing safety on a major renovation project at a secure military installation.

Mr. Lowder's current role as our Safety Director/Senior SSHO reflects his leadership of company-wide safety programs and training initiatives. His direct participation as SSHO on multiple Hill AFB projects establishes his familiarity with installation-specific safety protocols, regulatory requirements, and government safety expectations. His tenure as SSHO on the Consolidated Mission Control Center at Hill AFB, $28.8 million with USACE Sacramento, required management of safety compliance on a major construction initiative requiring coordination with government safety personnel and adherence to USACE safety standards.

Mr. Lowder's experience as SSHO on the B225 Area C Project 2, $17 million, and Repair Runway 14/32, $44.3 million with AFICA West Region, demonstrates his capability managing safety on large-scale renovation and infrastructure projects with complex scope. His participation on the West and Transient Apron Paving project, $16.3 million with USACE Sacramento, required coordination of safety protocols for airfield construction maintaining installation operations.

Mr. Lowder supplements his company experience with nine years with the U.S. Air Force as Occupational Safety Manager overseeing safety programs at five military installations including Vandenberg AFB, Robins AFB, RAF Lakenheath, and deployed locations. His Air Force background provides deep understanding of military safety culture, base-specific security protocols, and government safety oversight procedures. His specialized training includes 40-hour USACE Safety and Health requirements, OSHA certifications, hazmat and hazwaste training, asbestos and lead awareness, confined spaces, trenching/shoring, fall protection, and equipment operation safety.

Reasoning for Outstanding Rating:
We recognize Mr. Lowder's exceptional safety credentials and 27 years of experience as setting him apart as an outstanding choice for SSHO on this renovation project. His concurrent role as our Safety Director reflects company-wide confidence in his safety leadership and program development expertise. His direct experience managing safety on Hill AFB projects, combined with his prior Air Force service at five military installations, provides unparalleled understanding of military safety culture and government safety expectations.

Mr. Lowder's tenure on multiple concurrent Hill AFB projects demonstrates his capability addressing the complex safety challenges presented by renovation work in occupied, mission-critical facilities. His Air Force background and established working relationships with government safety personnel facilitate effective coordination and resolution of safety issues during project execution. His comprehensive certifications across all major safety disciplines position him to identify hazards, develop effective mitigation strategies, and maintain proactive safety culture throughout the project team.

Mr. Lowder ensures a unified approach to safety management aligned with overall project objectives through his integration within our broader team, including established working relationships with Mr. Crosby and other leadership. His participation on multiple projects with the core team ensures consistent safety protocols and team understanding of requirements.

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Relevant Project Experience

Building 225 Area C Roof Replacement — Hill AFB, UT (Tab 2 — Project 2)

SSHO

USACE Sacramento

October 2019 — March 2020

[redacted]

Project Description

Task order for 500,000 SF roof replacement and seismic upgrades to Building 225 with complete removal of existing roofing, decking, and structural elements. Scope included structural seismic strengthening, new fire suppression and plumbing systems, HVAC modifications, and full electrical replacement. Building remained occupied during construction requiring careful coordination.

Repair Runway 14/32 — Hill AFB, UT

SSHO

AFICA West Region

August 2023 — February 2026

[redacted]

Project Description

Large-scale 2.5-mile runway repair and replacement addressing aging infrastructure and Foreign Object Debris (FOD) hazards on operational airfield. Scope included mill and pave asphalt, selective slab replacement, 25-foot shoulder widening with edge lighting replacement, and runway distance markers upgraded to LED technology. Project required stringent operational coordination on active military airfield.

Consolidated Mission Control Center — Hill AFB, UT

SSHO

USACE Sacramento

April 2021 – May 2023

[redacted]

Project Description

New vertical construction facility for mission control center, air operations center, and administrative areas. Building includes Secure Compartmentalized Information Facility (SCIF) area complying with Intelligence Community Directive 705. Scope includes site preparation, exterior/interior construction, complete building systems, utilities, and site improvements.

West & Transient Apron Paving – Hill AFB, UT

SSHO

USACE Sacramento

January 2021 – April 2021

[redacted]

Project Description

Airfield paving project for demolition and replacement of 90,300 SY of existing Portland Cement Concrete aprons. West Apron involved full depth replacement with subgrade preparation, drainage layer installation, and 15 inches of PCC with field molded sealants and compression seals. All storm

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Title: Project Manager/CQCSM
Name: Matt Solomon
Assignment for this project: QCM
Name of Firm: HHI Coproration
Years with HHI: 6 **Years with Other Firms:** 1

Education: Bachelor of Science/2020/Civil Engineering

Other Relevant Training:

- USACE Construction Quality Management for Contractors
- Mobile Elevating Work Platforms Training
- CPR & First Aid Training
- Aerial Work Platforms Training
- Forklift Certification



Active Registration, if any:

- Registered Stormwater Inspector – Utah
- Professional Engineer

Experience and Qualification Relevant for this project:

We bring the specialized quality control and construction management expertise Mr. Solomon provides through his six years with our organization and direct experience on USACE projects involving complex building systems and specialized scope. Mr. Solomon's recent experience managing quality assurance on large-scale military construction projects positions him to maintain rigorous quality standards throughout the plating shop renovation.

Mr. Solomon's tenure as QCM on the Naval Operations Support Center at Hill AFB, $24.2 million with USACE Sacramento, provides direct exposure to USACE Sacramento quality assurance protocols, documentation requirements, and stakeholder expectations. His role managing building systems integration on this important facility demonstrates his familiarity with mechanical, electrical, plumbing, and fire protection system coordination — critical competencies for ensuring quality execution of integrated trades work in the renovation scope.

Mr. Solomon's participation as QCM on the Live Fire Exercise Shoot House at Camp W.G. Williams, $10.4 million with USACE Sacramento, required oversight of specialized MILCON standards and stringent quality requirements throughout execution. His experience as Project Manager on the Repair Roof Landing Gear Maintenance Facility B507, $7.3 million with Hill AFB, involved managing complex roofing work, mechanical modifications, and building systems replacement while maintaining facility operations — project characteristics shared with the plating shop renovation.

Mr. Solomon's recent work on B507 Blast Booths, $4.9 million with Hill AFB, involved specialized equipment installation and coordination with existing facility systems. As a civil engineer with Registered Stormwater Inspector credentials and PE registration, he maintains technical knowledge and design coordination competencies. His USACE Construction Quality Management certification and professional development record reflect his commitment to maintaining quality assurance excellence.

Reasoning for Outstanding Rating:

Mr. Solomon's direct experience on USACE Sacramento projects at Hill AFB establishes credibility with government inspectors and familiarity with installation-specific quality assurance standards. His specialized background in quality control systems management makes him exceptionally well-suited for the QCM role, where rigorous documentation, inspections, and corrective action protocols drive project quality outcomes.

Mr. Solomon's participation on recent Hill AFB / USACE projects establishes his working relationships with government personnel and his knowledge of installation procedures. His civil engineering background combined with construction quality management experience positions him to identify quality issues early and recommend effective solutions. His technical credentials and professional approach to quality assurance align with USACE Sacramento's expectations for quality management on major renovation projects.

We ensure effective communication with Project Manager Gehring and senior leadership through Mr. Solomon's integration within our team on multiple concurrent projects, establishing a unified approach to quality control throughout project execution.

Relevant Project Experience

Naval Operationsd Support Center (NOSC) — Hill AFB, UT

CQCSM

USACE Sacramento

September 2021 – August 2024

[redacted]

Project Description

37,000 SF Design-Build new operations and support center for Navy Reserve Unit at Hill AFB. Facility includes administrative support, medical services, classrooms, drill hall, with insulated CMU exterior walls, steel roof structure, concrete foundations, and complete fire protection, mechanical, electrical, and communications systems. Site package includes grading, parking, roadways, landscaping, fencing, and signage. Project required coordination with Navy personnel and integration into active base operations.

Live Fire Exercise Shoot House — Camp W.G. Willams, UT

CQCSM

USACE Sacramento

November 2020 — February 2022

[redacted]

Project Description

Specialized MILCON training facility for live fire shooting scenarios and combat training exercises. Scope includes live fire shoot house, 100-meter range, sniper platform, range operations control area, after action review building, ammunition breakdown building, and covered mess. Project required adherence to specialized MILCON standards and stringent quality compliance for personnel safety.

Repair Roof Landing Gear Maintenance Facility Building 507 — Hill AFB, UT

Project Manager

US Air Force

December 2018 — November 2020

[redacted]

Project Description

MACC III IDIQ task order for complete roof removal and replacement on 300,000 SF facility - one of Hill AFB's largest buildings. Scope included exterior drain repair and interior plumbing work routing new drain lines, all while building remained in 100% operation maintaining critical aircraft landing system maintenance. Project required detailed work plan and extensive coordination.

Building 507 Blast Booths — Hill AFB, UT

Assistant Project Manager

U.S. Air Force

January 2019 — JAnuary 2020

[redacted]

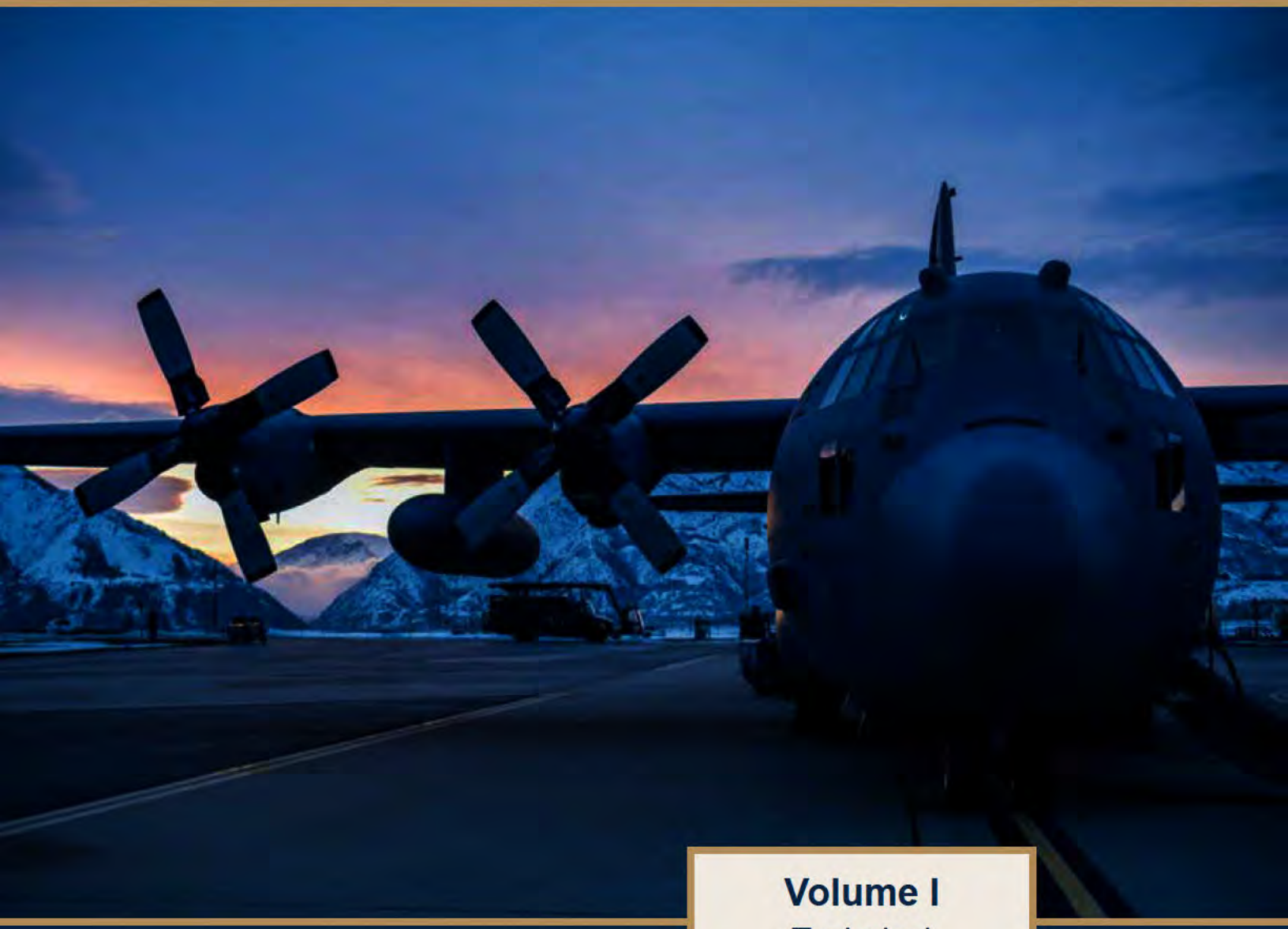
Project Description

Design-Build installation of two pneumatic dry media blast booth systems by Clemco Industries for off-airframe aerospace component coating removal. Each booth measured 15'L X 20'W X 15'H in recessed concrete pit with dust collectors, classification equipment, and make-up air unit for temperature control. Project involved specialized equipment coordination with existing facility systems.

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PLATING SHOP RENOVATION

Tab 5 — Factor 4
Small Business Participation Commitment



Volume I
Technical

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Small Business Participation Commitment

1. Our Commitment to Small Business Excellence

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2. Subcontracting Goals

Our goal structure reflects the complexity and the unique features of work with the Plating Shop Renovation work. Socio-economic category percentages count toward the overall SB goal per FAR 52.219-9. The provided goals are for the full SATOC contract value.

Small Business Category	USACE GOAL (% Sub $)	Planned Dollar Amount	% of Total Sub $	% of Total Contract $
Small Business (SB) — including ANCs and Indian Tribes	[redacted]			
Small Disadvantaged Business (SDB) — including ANCs and Indian Tribes	[redacted]			
Women-Owned Small Business (WOSB)	[redacted]			
HUBZone Small Business	[redacted]			
Service-Disabled Veteran-Owned Small Business (SDVOSB)	[redacted]			

Fig. 5.1 — Subcontracting Goals, show full compliance to USACE's solicitation requirements.

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3. Identified Small Business Subcontractors and Work Commitments

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Subcontractor Name	NAICS Code	Work Scope/ Services	SB Certification Status	Type of LOC
A&T Heating and Air Conditioning Corp	238220	HVAC/ Heating & Cooling Systems	Self-Certified SDB	Prime LOC / Sub LOC
American Equipment Systems LLC	333923	Equipment & Materials Supply	SB Only	Prime LOC / Sub LOC
ES3 Prime Logistics Group, Inc.*	336413	Conveyors & Specialty Equipment	SB Only	Prime LOC / Sub LOC
G&C Equipment Corporation	423610	Equipment Rental & Material Supply	Self-Certified HUBZone, VOSB, SDVOSB, SDB	Prime LOC / Sub LOC
Kozco Mechanical Inc.	238220	Plumbing / Mechanical Services	SB Only	Prime LOC / Sub LOC
Scrub Air**	238220	Air Handling & HVAC Contractors	WOSB (HHI Self-Cert Form)	Prime LOC / Sub LOC
CBS Piling Systems, LLC	238190	Helical Piles	WOSB	Prime LOC / Sub LOC
Mellor Engineering, Inc.	238190	Epoxy Coatings	WOSB	Prime LOC / Sub LOC
Intermountain Electric, Inc.	238210	Industrial Electrical	Not SB, OTSB Only	Prime LOC / Sub LOC

Fig. 5.2 — Identified Small Bussiness Subcontractors and Work Commitments, each SB has confirmed SAM.GOV registrations or an approved self certification.

**ES3 Prime Logistics Group currently shows WOSB certification in SAM.gov and the SBA Search. ES3 has submitted a change request to correct their certification status to SB only. This change may not be reflected in SAM.gov by the time of USACE Sacramento's evaluation, but ES3's current SAM.gov registration confirms SB size status.*

***Scrub Air does not have active SAM.gov accounts. We have included the HHI Self-Certification Form to attest to their small business status per FAR 52.219-9(c)(2), which is fully compliant. Federal regulations do not require primes to force SBs to register in SAM.gov; self-certification with attestation to penalties is sufficient for proposal purposes.*

3.1 Letters of Commitment

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4. Equitable Opportunity and Small Business Support

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5. Commitment to Timely Payment and Financial Stability

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6. Why This Small Business Team Is a Strength

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PLATING SHOP RENOVATION

Hill Air Force Base SATOC

Solicitation No. W9123826RA004



Volume II

Price

Submitted By:
HHI Corporation
736 West Harrisville Road
Ogden UT 84404

Authorized Official:
Greg Crosby
President
(385)333-4400

Submission Date & Time:
[redacted]

Submitted to:
[redacted]

[redacted]

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PLATING SHOP RENOVATION

Tab 1
Proposal Cover Sheet



Volume II
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PLATING SHOP RENOVATION

Tab 2
SF 1442; Acknowledgments; JV Agreement

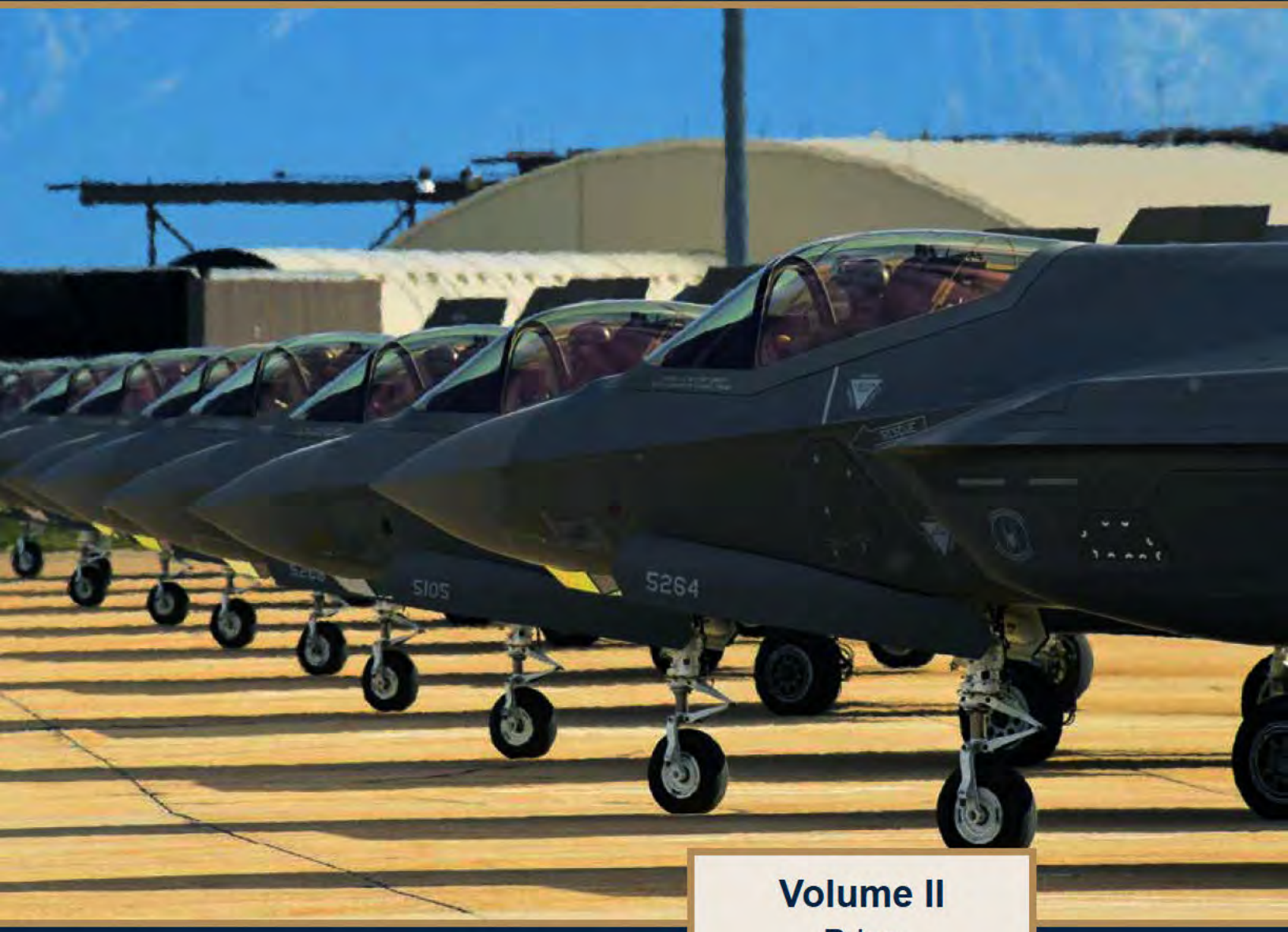


Volume II
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PLATING SHOP RENOVATION

Tab 3
Pricing Schedule



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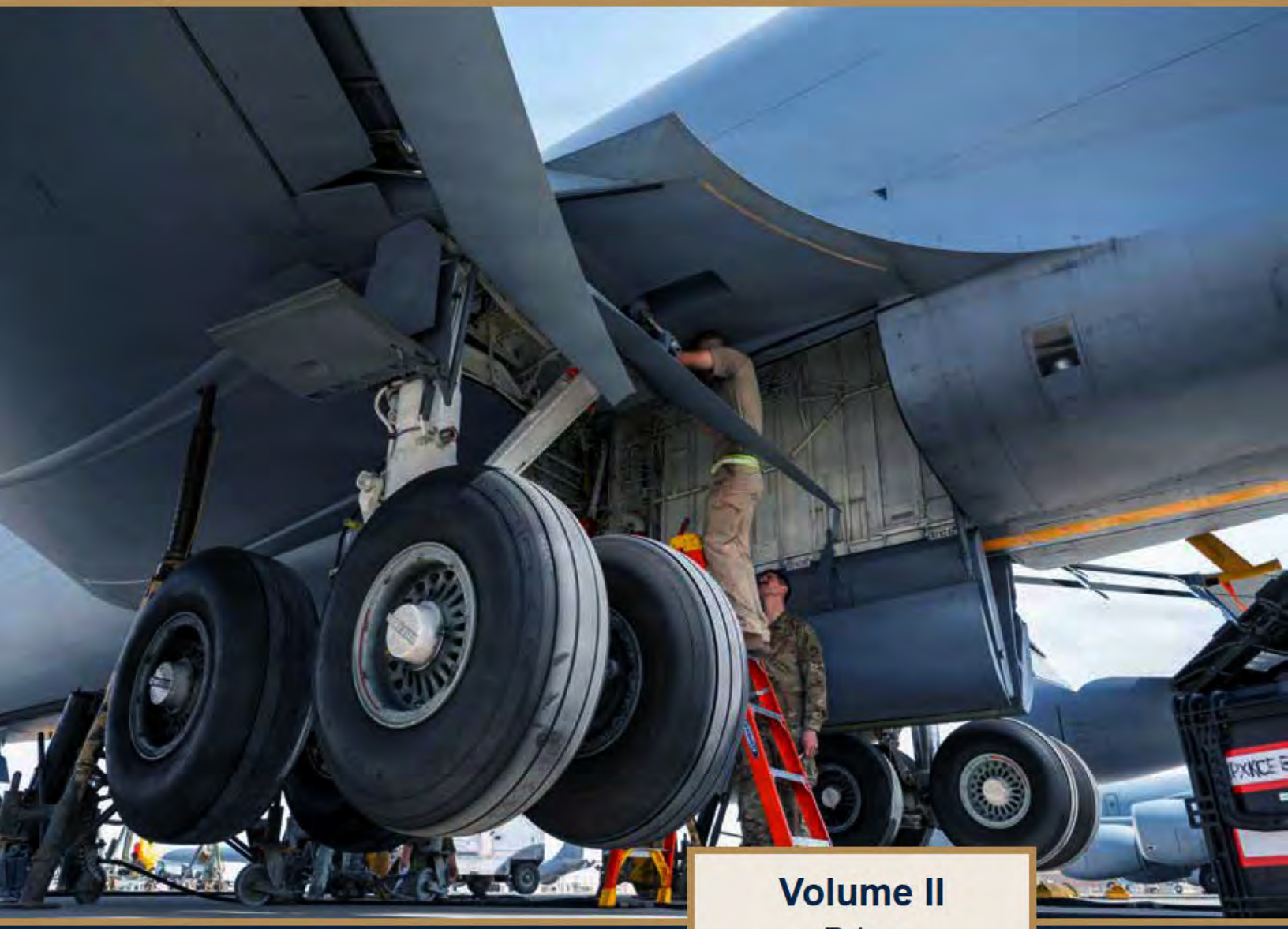
Clarifications

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Question ID	Question	Response
11822844	Request for as-built or redline drawings to show structural member locations and sizes.	Government said to see attachments, but did not provide in response or amendments
11824184	Request for as-built or redline drawings showing suspended slab.	Government said to see attachments, but did not provide in response or amendments
11824186	Request for as-built or redline drawing showing current piping layouts	Government said to see attachments, but did not provide in response or amendments
11824201	Request for pictures showing piping fastened to east wall in Building 507	Government said to see attachments, but did not provide in response or amendments
11824202	Request for pictures of wall on Grid A, 9, and 12	Government said to see attachments, but did not provide in response or amendments
11824205	Request for pictures or wall on Grid A, 9, and 12 in pit area	Government said to see attachments, but did not provide in response or amendments
11824210	Request for pictures toward process lines from east pathway of B505	Government said to see attachments, but did not provide in response or amendments
11824409	Request for pictures of existing wax tank and rinse in Area A & F	Government said to see attachments, but did not provide in response or amendments
11824431	Request for pictures of existing steam line above roof line	Government said to see attachments, but did not provide in response or amendments
11824441	Request for pictures of west side area at each tank line in B505	Government said to see attachments, but did not provide in response or amendments
11824946	Request for as-built drawings to assist with rigging and lifting tanks	Government said to see attachments, but did not provide in response or amendments
11824957	Request for as-built drawings to determine dimensions of all tanks	Government said to see attachments, but did not provide in response or amendments
11832075	Request for pictures of area above bottom structural chord on operating level	Government said to see attachments, but did not provide in response or amendments
11832129	Request for pictures of area H basement	Government said to see attachments, but did not provide in response or amendments
	Email submitted to Melita Doyle on May 30th asking for direction on where attachments were in ProjNet	Melita responded on June 1st stating forthcoming amendment would include attachments. Amendments did not include attachments

PLATING SHOP RENOVATION

Tab 4
Work Breakdown Structure (WBS)



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Price

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PLATING SHOP RENOVATION

Tab 5
Representations, Certifications, and Other Statements

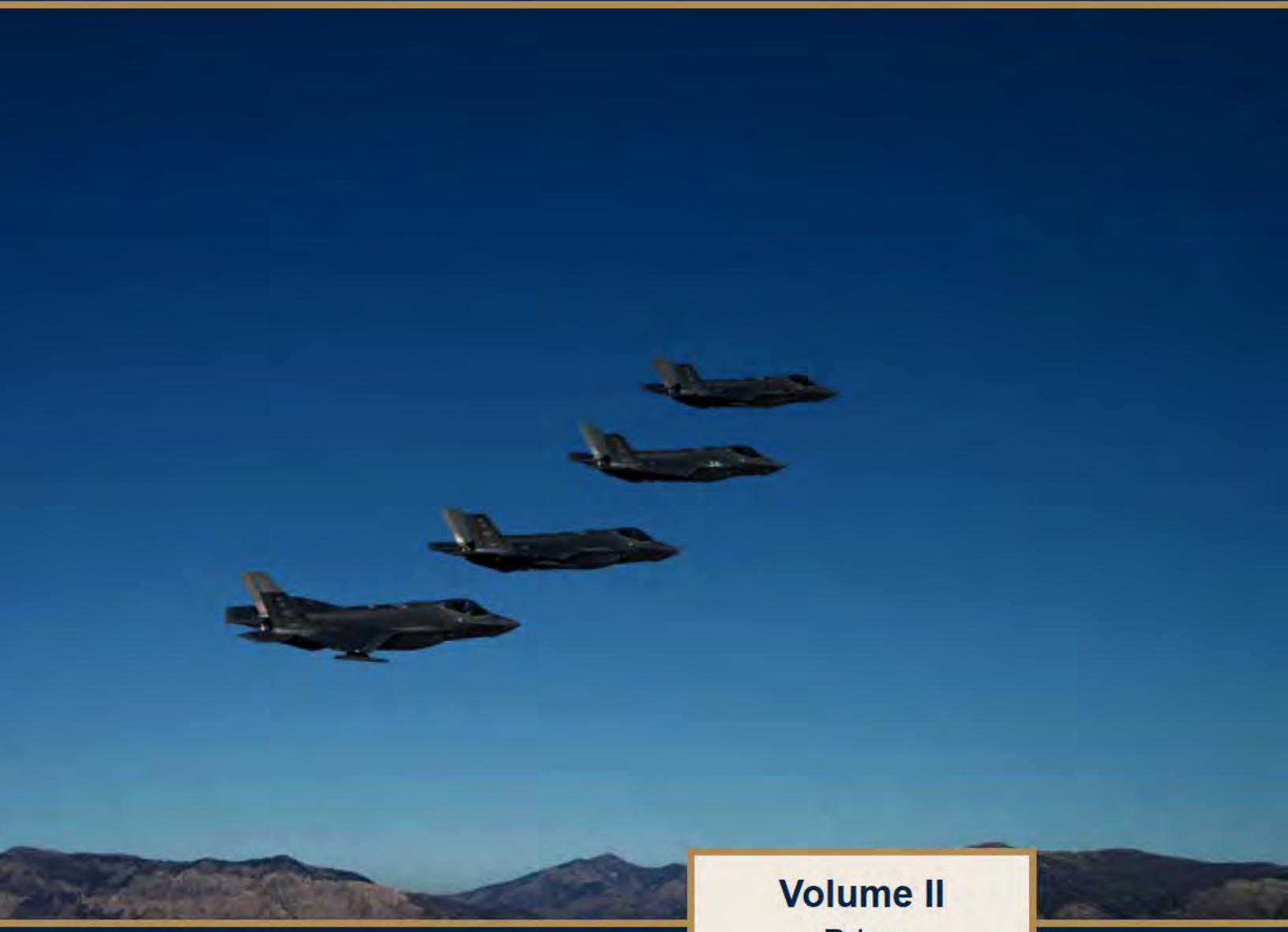


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PLATING SHOP RENOVATION

Tab 6
Bid Guarantee



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PLATING SHOP RENOVATION

Tab 7
Pre-Award Survey Information

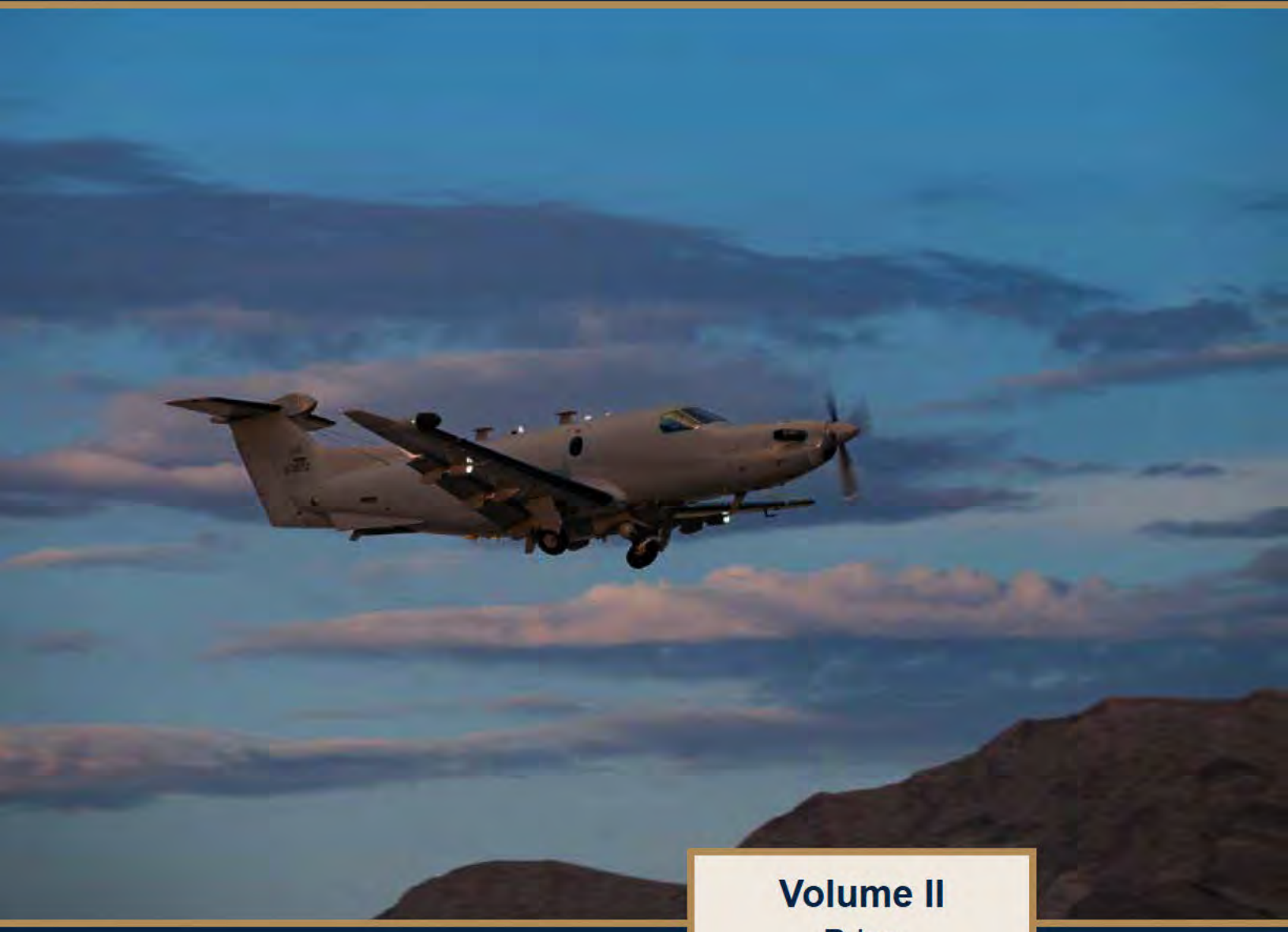


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PLATING SHOP RENOVATION

Tab 8
Subcontracting Plan



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HHI Corporation
Individual Small Business Subcontracting Plan
Plating Shop Renovation | Hill Air Force Base, UT

Prime Contractor	[redacted]
Business Size	[redacted]
Solicitation/ Contract No.	[redacted]
Contract Title	[redacted]
Contracting Agency	[redacted]
Plan Type	[redacted]
Total Contract Value	
Total Subcontract Value	
Applicable Clauses	[redacted]
Reporting Platform	[redacted]
Small Business Representatiave	[redacted]
SBPM Phone	[redacted]
SBPM Email	[redacted]
Plan Date Submission Date	[redacted]

Regulatory Notice

This plan reflects the following regulatory changes in effect as of the plan date:

- FAR 52.219-9 (Jan 2025): Governing clause for individual subcontracting plans. Core requirements unchanged; this plan is fully compliant.
- FAR Part 19 RFO Rewrite (eff. Sept. 26, 2025): Part 19 renamed “Small Business” and reorganized around the acquisition lifecycle. Subpart 19.7 subcontracting plan program remains intact. New defined term: “Subcontracting Plan Reporting (SPR)” replaces eSRS references.
- This plan is compliant with the applicable Revolutionary FAR Overhaul updates
- DFARS 252.219-7003 (eff. Feb. 1, 2026): Applicable DoW/Army individual subcontracting plan clause. Requirements are addressed throughout this plan.
- eSRS.gov Retired (Feb. 20, 2026): All ISR/SSR reporting now occurs in SAM.gov via the Subcontracting Plan Reporting (SPR) module at sam.gov/esrs. All references to eSRS in this plan or incorporated clauses should be read as SAM.gov SPR.

Note: This document is Volume II, Tab 8 of HHI Corporation’s proposal for W9123826RA004. It is a compliance deliverable and must remain internally consistent with Volume I, Tab 5 — Factor 4: Small Business Participation Commitment. Goals and committed subcontractors in this plan must match those in Tab 5.

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Section 1 — Applicability and Plan Type

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> "HHI Corporation is committed to helping small businesses enter and navigate the federal contracting world. Collaborating with first-rate small business contractors is critical to each project HHI undertakes. We strive to guide these companies toward their full potential. Having operated as a small business ourselves, we know what it takes to enter new markets and become an asset to federal clients."
> — Greg Crosby, President, HHI Corporation

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Section 2 — Subcontracting Goals (FAR 52.219-9(d)(1)–(d)(2))

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Business Category	Planned Dollar Amount	% of Total Subk	% of Total Contract
Small Business (SB) — including ANCs and Indian Tribes			
Small Disadvantaged Business (SDB) — including ANCs and Indian Tribes			
Women-Owned Small Business (WOSB)			
HUBZone Small Business			
Service-Disabled Veteran-Owned Small Business (SDVOSB)			
Veteran-Owned Small Business (VOSB)			
Other than Small Business (OTSB)			

FutureFunds: Mobile-First Landing Page Redesign

Role: UX/UI Designer (research, wireframes, mobile and desktop UI, accessibility)
Project Type: Concept project
Deliverables: Competitive analysis, revised wireframes, responsive landing page for mobile and desktop, investment calculator interface, usability testing plan
Tools: Adobe XD, Adobe Illustrator

The Challenge

FutureFunds, a financial planning firm for young professionals, needed a landing page that turns visitors into clients. The brief included established brand guidelines, three user personas, and five required features: services, an investment calculator, appointment scheduling, recent blog posts, and testimonials.

An initial wireframe had already been tested with users, and it wasn't working. It asked visitors to schedule an appointment before they knew what the company did. Reviews came before any explanation of services; there was almost no white space, and users couldn't tell what the unlabeled cards, arrow buttons, or calculator were for. When asked where they'd click to learn more, none of them could say.

I defined the problem this way: Young professionals seeking financial guidance will benefit from a welcoming and informative landing page experience that fosters trust and effectively highlights FutureFunds' value proposition. "Welcoming," "informative," and "trust" became the criteria for every design decision.

The Approach

I studied how Betterment, Wealthfront, and SoFi handle the same problems. Betterment informed how I organized the services and testimonial cards, Wealthfront informed the magazine-style blog layout and reduced cognitive load, and SoFi informed the minimal forms and benefit-focused messaging.

I then restructured the page around how people actually make decisions: who FutureFunds is, what they offer, a tool to explore, what clients say, and how to get in touch. Each problem from testing got a direct fix:

- A clear value proposition leads the page, with two labeled actions.
- Every button has a text label that says what it does.
- The calculator has a title, a description, labeled fields, and a dedicated results area.
- Blog cards show a category, date, and headline.
- The appointment form became its own simplified step instead of an overwhelming first ask.
- Generous white space and consistent alignment give each section room.

I designed mobile-first. The stacked layout works for thumb navigation, the menu collapses to keep the screen clear, and progressive disclosure keeps users from seeing too much at once. The calculator stays available without dominating the page.

Brand and Accessibility

I worked within FutureFunds' existing logo and colors. The brand's primary green (#23C686) has only about a 2.2:1 contrast ratio with white text, so I expanded the palette with a deeper green (#16744E) for buttons and backgrounds, raising contrast to about 5.8:1 to meet WCAG AA. The brighter green stays in the logo and accents.

I paired Montserrat headings with Open Sans body text because they complement the typeface in the FutureFunds logo while keeping longer text easy to read.
Accessibility was built in throughout:

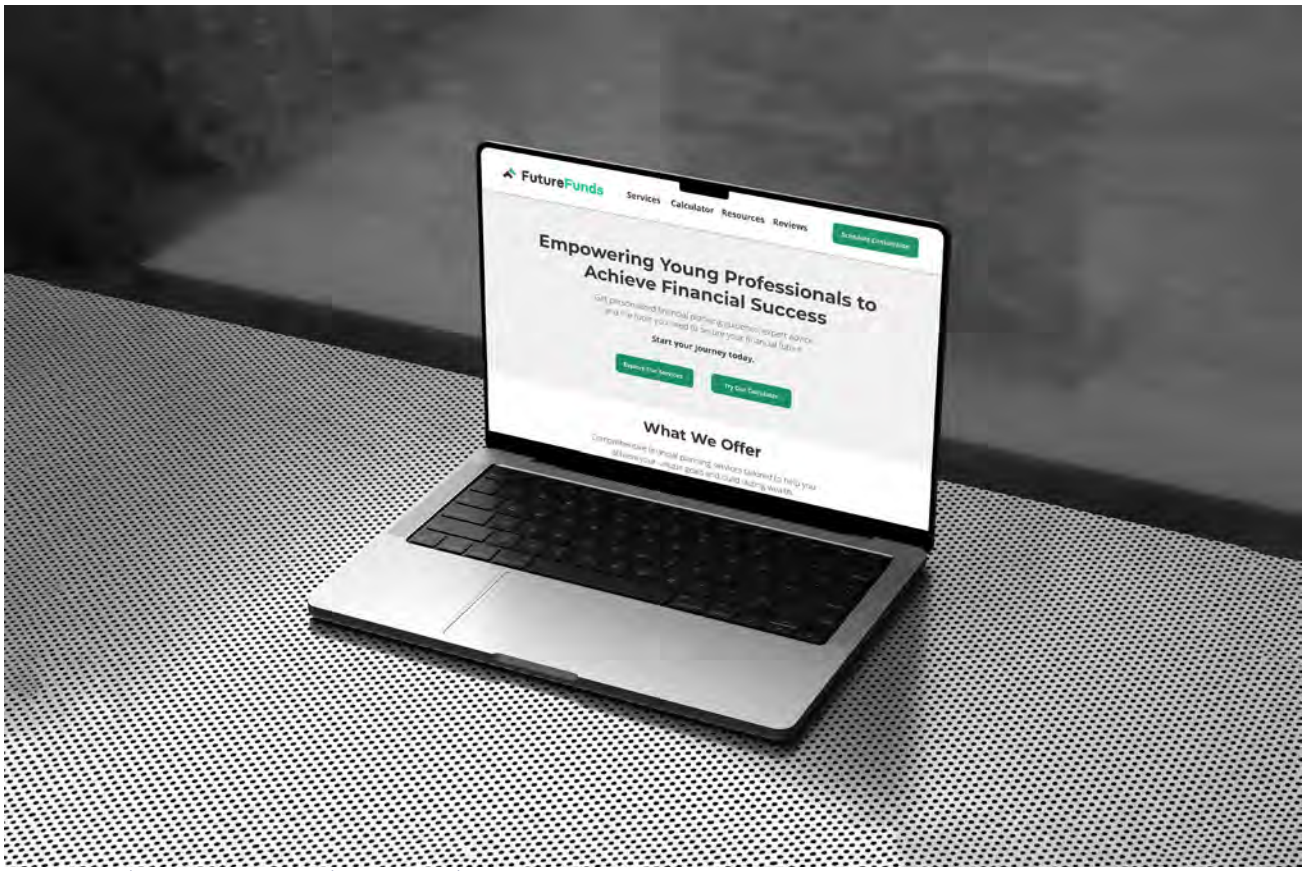
- Text sizes and touch targets were checked against accessibility standards.
- The heading structure works with screen readers.
- Color is never the only way information is communicated.
- Form fields have visible labels and clear instructions.
- Images include alt text.

The Result

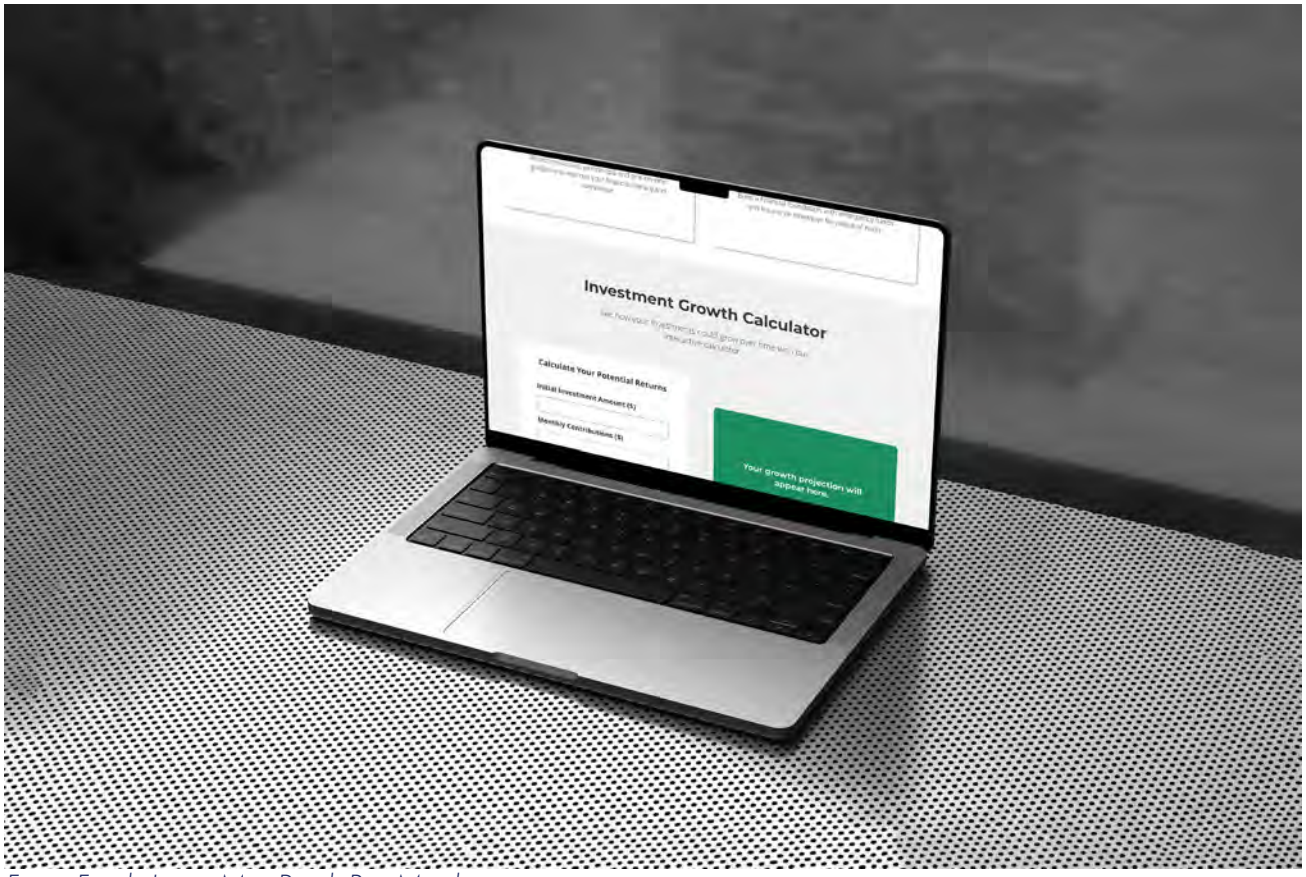
The final design answers the question the original couldn't: where to click next. To validate it, I wrote a usability testing plan with five tasks covering navigation, finding services, finding contact information, first impressions, and overall organization. Next steps are testing, refining based on results, and A/B testing the key conversion points. The project reinforced a principle I bring to every design: prioritize what users need over what the business assumes they need, and let real feedback drive the decisions.

FutureFunds is a fictional client. The brief, brand assets, personas, and initial user feedback were provided; the research, UX/UI design, and testing plan are my own. Names, testimonials, and articles are placeholder content.

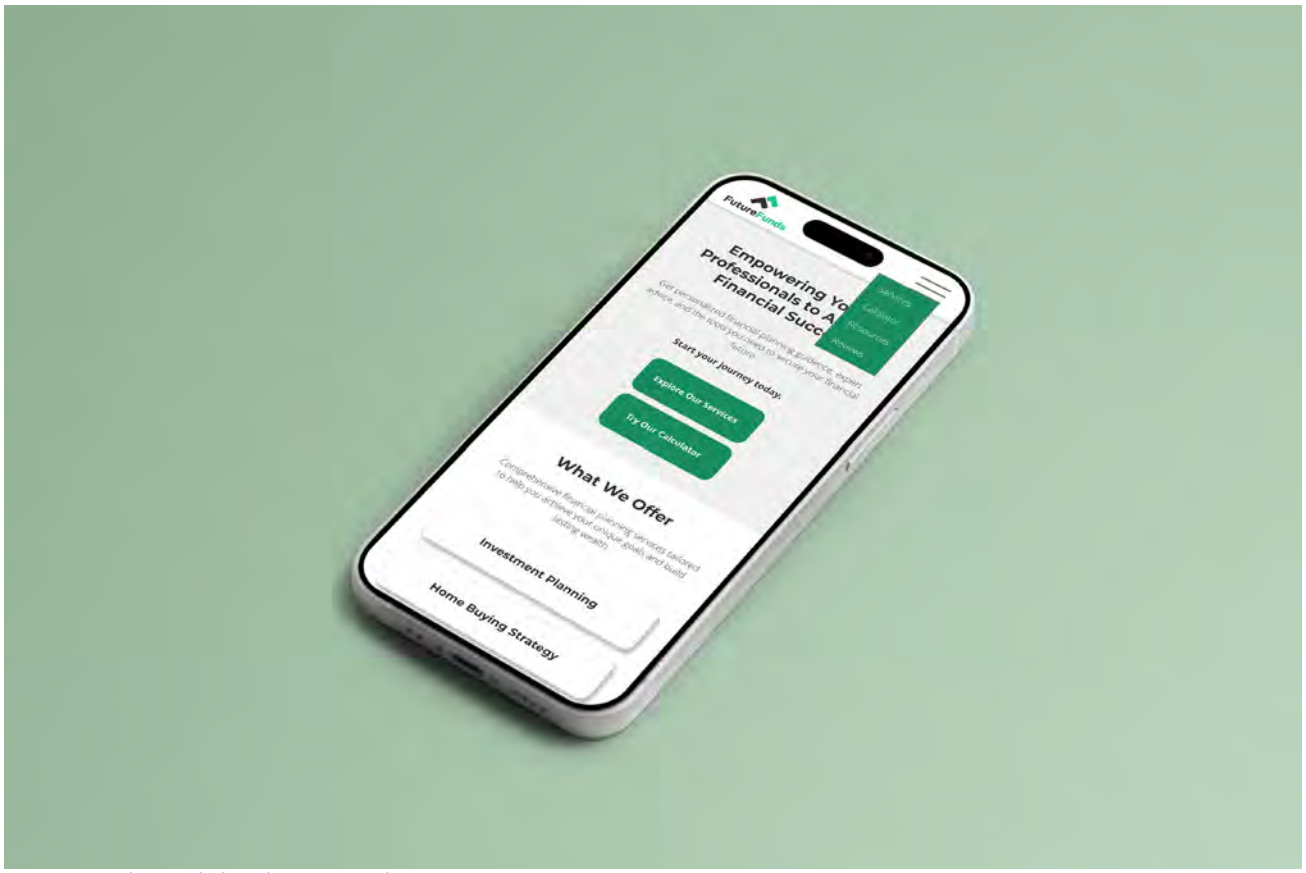
Mock Ups



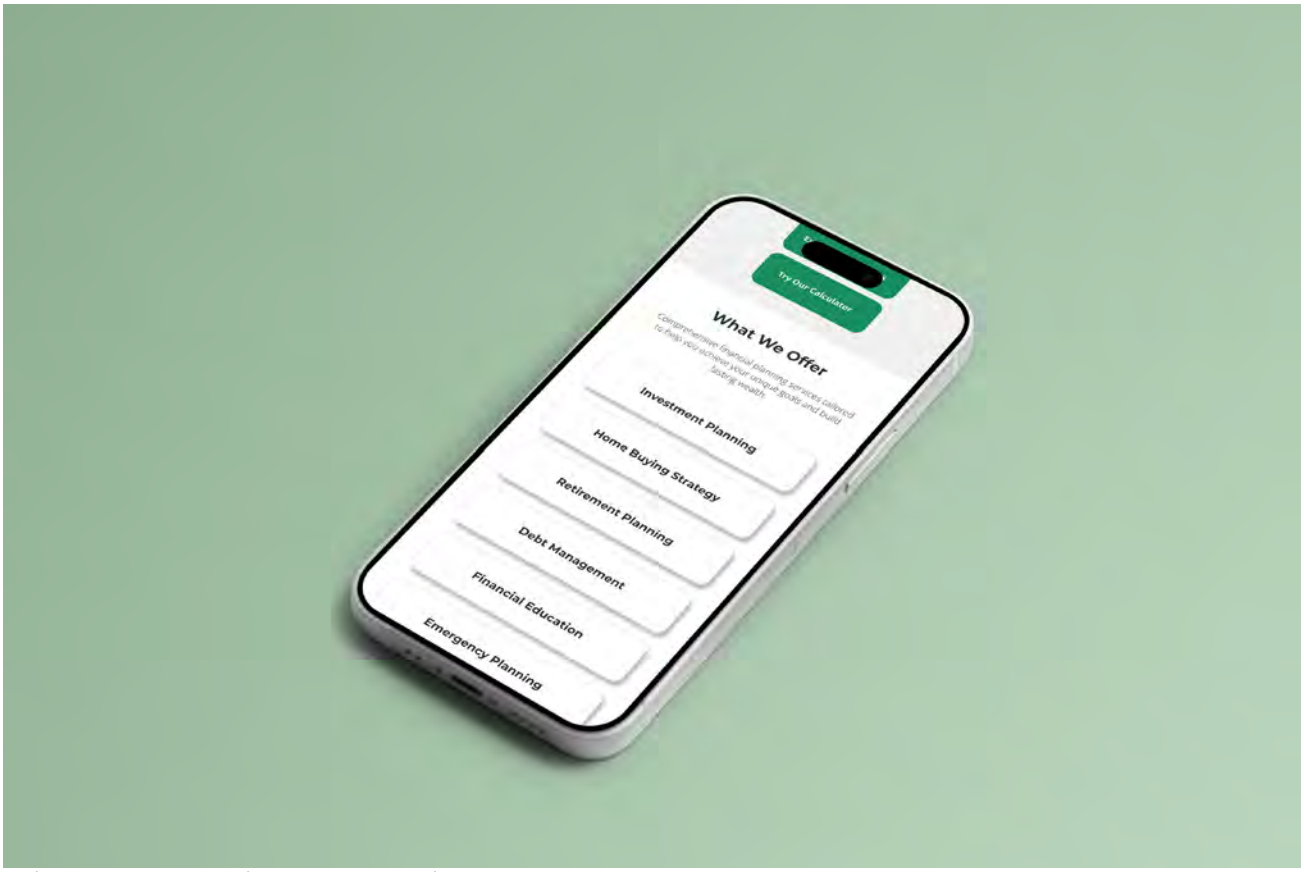
FutureFunds Lying MacBook Pro Mockup.png



FutureFunds Lying MacBook Pro Mockup.png



FutureFunds Mobile phone mockup.png



iPhone 16 Pro Mockup- Future Funds.png

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What We Offer

Comprehensive financial planning services tailored to help you achieve your unique goals and build lasting wealth.

Investment Planning

Build a diversified portfolio that aligns with your risk tolerance and long-term financial objectives.

Home Buying Strategy

Navigate the home buying process with confidencce through our comprehensive planning and strategies

Retirement Planning

Secure your future with personalized retirement strategies that maximize your savings and investments.

Debt Management

Develop effective strategies to pay down debt while building your emergency fund and credit score.

Financial Education

Access resources, workshops, and one-on-one guidance to improve your financial literacy and confidence.

Emergency Planning

Build a financial foundation with emergency funds and insurance strategies for peace of mind.

Investment Growth Calculator

See how your investments could grow over time with our interactive calculator.

Calculate Your Potential Returns

Initial Investment Amount ($)

Monthly Contributions ($)

Expected Annual Return (%)

Investment Time Horizon (years)

Calculate Growth

Your growth projection will appear here.

Enter your information to see potential growth over time.

*This calculator provides estimates for educational purposes only. Actual results may vary based on market conditions

What Our Clients Say

Real stories from young professionals who have transformed their finanical future with FutureFunds.

★★★★★

"FutureFunds helped me create a clear path to homeownership within 18 months, I had saved enough for a down payment and understood exactly what I can afford."

Sarah Chen

Marketing Manager, Age 26

★★★★★

"The debt management plan was a game-changer. I paid off $45,000 in student loans while still building my emergency fund. The guidence was invaluable."

Marcus Johnson

Software Engineer, Age 29

★★★★★

"As someone who knew nothing about investing, FutureFunds made it simple and approachable. My portfolio has gorwn 23% in the first year."

Jessica Rodriguez

Teacher, Age 27

★★★★★

"The emergency fund strategy changed my life. I went from living paycheck to paycheck to having 6 months of expenses saved. I finally have peace of mind."

Jonny Quest

Nurse, Age 25

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May 28, 2025

5 Investment Strategies for Young Professionals in 2025

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Schedule: Book Consultation

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Start your journey today.

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Try Our Calculator

What We Offer

Comprehensive financial planning services tailored to help you achieve your unique goals and build lasting wealth.

- Investment Planning
- Home Buying Strategy
- Retirement Planning
- Debt Management
- Financial Education
- Emergency Planning

Investment Growth Calculator

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Monthly Contributions ($)

Expected Annual Return (%)

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Marcus Johnson

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May 25, 2025

First Time Home Buyer's Guide: What You Need to Know

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The Social Media Revolution: Data Infographic for Tech Crowd Magazine

Role: Information Designer (data analysis, visualization, layout)
Project Type: Concept project
Deliverables: Single-page editorial infographic with three data visualizations
Tools: Microsoft Excel, Adobe Illustrator

The Challenge

Tech Crowd Magazine writes for tech and business professionals ages 28 to 45 who use social media strategically and want data-driven insights. The magazine needed an infographic that turned a decade of social media usage data into a story its readers could act on.

There were two constraints. The design had to stay within Tech Crowd's existing brand guidelines: five brand colors, Aileron typography, and strict logo rules. And every chart had to be built from the data in Excel. The source was a spreadsheet of percentages from Pew Research Center. My job was to find the story and make it compelling.

The Approach

I started by finding the narrative. Between 2012 and 2021, social media shifted from Facebook's dominance to a landscape where most people use several platforms at once. I structured the infographic in three parts, each chart answering one question:

- How did we get here? A multi-line chart tracks platform adoption from 2012 to 2021: Facebook's climb and plateau, YouTube's arrival at the top, Instagram's steady rise, and Twitter holding flat.
- Where are we now? A horizontal bar chart ranks 11 platforms in 2021. The horizontal layout leaves room for platform names, and color groups them into tiers: leaders, a competitive middle, and newcomers.
- What does this mean for people? A 100-person icon array shows how many platforms adults use. Instead of reading "57% use four or more," readers see it.

The sequence moves from industry trends to individual behavior, so the story builds from the big picture to something personal. I built each chart in Excel so the data stayed accurate, then exported them to Illustrator to style them to the brand. I worked only within Tech Crowd's palette and assigned each color a job: Tech Blue for the top tier, Crowd Green for the middle, and Mustard for newcomers. I borrowed the bold color-block panels from the brand style guide for the section headers. Each chart sits beside a Tech Blue panel that explains the takeaway in the magazine's confident, conversational voice, so busy readers get the insight without decoding the chart themselves.

The Result

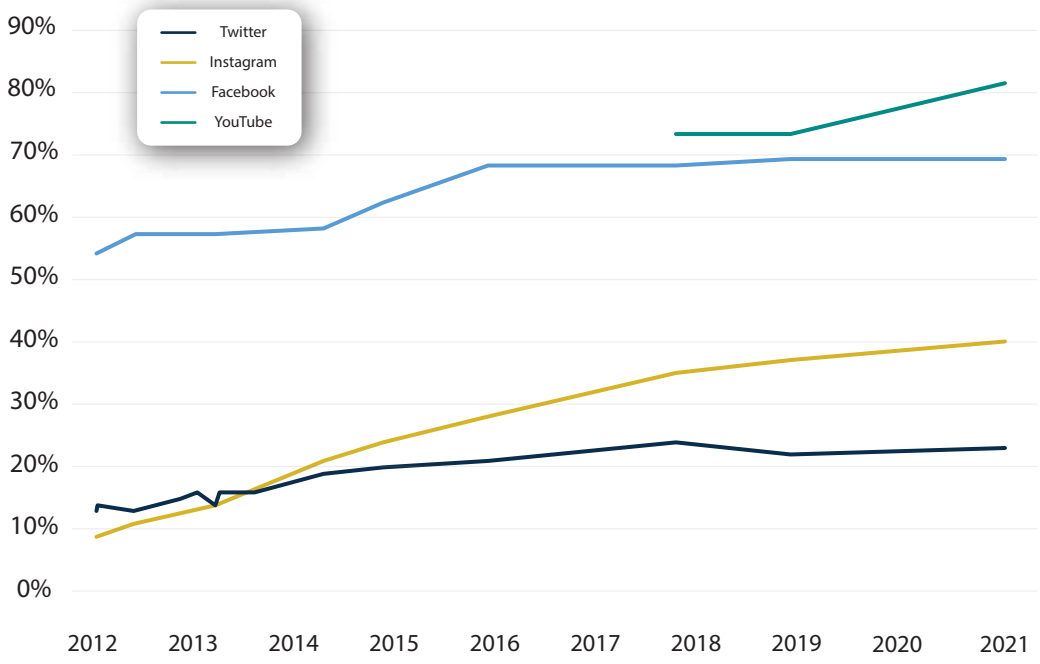
The hardest part was balancing accuracy and legibility with personality. Data has to stay honest and readable, but a page of clean charts can easily feel sterile. I kept the charts themselves simple and true to the numbers, and let the brand's color blocks, the narrative panels, and the human icon array carry the energy. Working within a strict brand system meant the creativity had to come from the story and structure rather than from new colors or fonts, and that constraint made the design stronger.

Tech Crowd is a fictional magazine; the brand guidelines were provided. Data: Pew Research Center, Social Media Use in the United States, 2012–2021. Multi-platform usage figures are estimates calculated from platform adoption data. Icons: Envato Elements.

The Social Media Revolution:
From Facebook’s Empire to Multi-Platform Reality

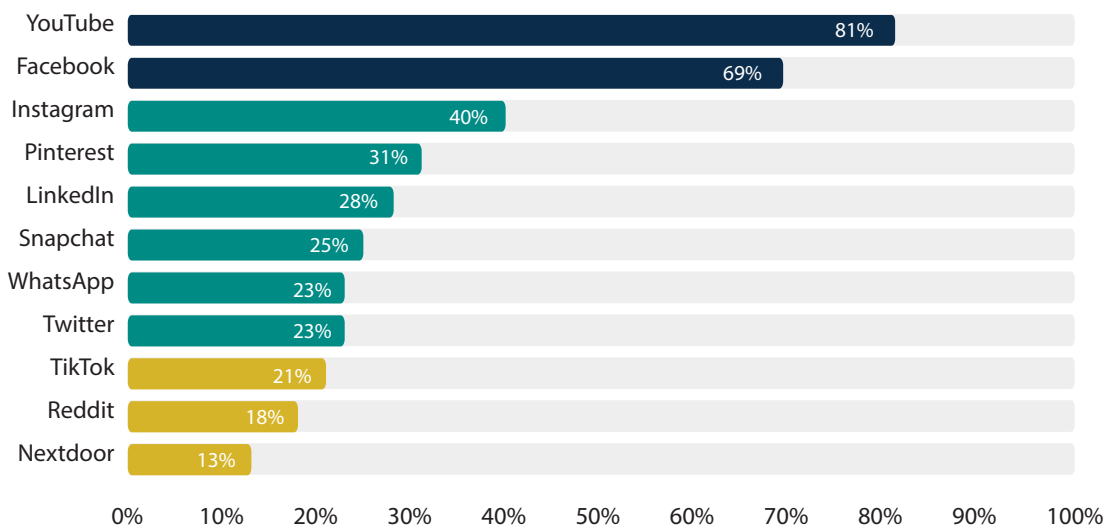
Between 2012 and 2021, social media transformed from Facebook's dominance to a diverse ecosystem where you strategically navigate multiple platforms. This evolution reveals how adoption patterns shifted from single-platform loyalty to multi-channel engagement, with video platforms experiencing explosive growth while Facebook plateaued at the top. For tech professionals ages 28-45, understanding these trends helps you make smart platform investment decisions.

The Platform Journey: 2012-2021



Facebook maintained its leadership position throughout the decade, growing from 54% to 69% before plateauing. YouTube's explosive entrance in 2018 transformed the landscape, rocketing from 73% to 81% in just three years. Instagram showed steady, consistent growth from 9% to 40%, while Twitter held relatively stable at 23%, proving not all platforms need aggressive growth to maintain relevance. The crossing lines tell the story: we've moved from Facebook's singular dominance to a competitive multi-platform world.

Where We Stand Today: 2021 Rankings



YouTube and Facebook dominate the top tier, but the competitive middle tier reveals how diversified social media has become. Five platforms claim 20-40% adoption, each carving out distinct niches. Instagram leads visual storytelling, LinkedIn owns professional networking, and Pinterest commands the inspiration space. Meanwhile, emerging platforms like TikTok and Reddit prove there's still room for newcomers to make an impact. The bottom line? You're not choosing one platform over another—you're building custom platform portfolios based on your needs.

The Multi-Platform Reality: How Many Do You Use?



1 platform	15%
2-3 platforms	28%
4-5 platforms	39%
6+ platforms	18%

The majority of adults (57%) now navigate 4 or more platforms simultaneously. This isn't platform abandonment—it's strategic diversification. You assign different platforms distinct roles: Facebook for networking and family connections, YouTube for learning and entertainment, Instagram for visual inspiration, Reddit for community discussions, and TikTok for staying on trend. The single-platform era is over. Today's digital citizens are multi-platform natives, and that's the new normal.

Social media has evolved from Facebook's empire to a sophisticated multi-platform ecosystem. Video content dominates growth, diversification is standard practice, and you must strategically navigate multiple channels to stay connected in today's digital landscape. The question isn't which platform to choose—it's how to effectively manage your presence across the platforms that matter most to your goals.

Source: Pew Research Center, Social Media Use in the United States, 2012-2021 Multi-platform usage estimates based on calculated averages from platform adoption data
Icons: Envato Elements| **Design**: Rachel Brown for Tech Crowd Magazine

Keep Your Community Fresh: Multi-Channel Campaign for Fresh Fare Farms

Role: Designer (campaign concept, layout, photo selection, animation)
Project Type: Concept project
Deliverables: Full-page magazine ad, three-panel seamless Instagram carousel, animated sky-scraper banner ad
Tools: Adobe InDesign, Adobe Illustrator, Adobe Photoshop

The Challenge

Fresh Fare Farms is a meal kit delivery service that sources from local farms using sustainable practices. For Hunger Action Month, they wanted to grow their customer base with a simple offer: for every new sign-up, they donate to a food bank in that customer's area.

The campaign had to reach Gen Z and Millennial audiences across print, social, and web display, and every piece had to live inside an established brand system. The brand guidelines set the rules for logo placement, typography, color, photography, shapes, patterns, and icons. My job was to build a campaign that felt fresh without inventing anything the brand hadn't already defined.

The Approach

I treated the brand guidelines as the brief behind the brief and built every decision from them. I used the full-color logo, the brand's primary version, on a cream background in all three pieces. I placed it on the left wherever the format allowed, following the guide's preferred position, and kept the required clear space.

The guide assigns three typographic roles, and I kept to them. Filmotype LaSalle carries the tagline "Keep Your Community Fresh!" Futura PT Bold handles subheads and calls to action, and Futura PT Book sets the body copy.

All three primary colors (Avocado, Carrot, and Lime) appear alongside two secondaries: Eggplant as the dominant background and Squash for the script tagline. The cream background is a tint, which the guide allows for readability.

The brand's organic vector shapes divide photo areas from text areas and mask the photos, giving every piece the same flowing structure. The seed-icon pattern sits on the Eggplant areas at low opacity, as the guide specifies, so it adds texture without competing with the message.

The brand's three icons represent its methodology: Grow, Deliver, Cook. I made that sequence the campaign's narrative backbone, pairing each icon with a matching photo moment: a farmer with his harvest, a box being handed to a customer, and people cooking together. The guide places the Deliver icon on Lime, but white on Lime has a contrast ratio of only about 1.3:1, which makes it very hard to read. I moved that icon onto Eggplant, a brand color, which gives about 11:1. It was the one deliberate departure from the guide, and I made it so the icon could do its job.

The brand guide asks for warm, naturally lit, diverse, authentic images of food being grown, prepared, or enjoyed. I chose every photo against those criteria and matched them to the brand palette. That also meets the audience's preference for simple, diverse imagery.

Adapting to Each Channel

Each medium got a different job while keeping the same system.

Magazine ad (8.625 × 10.75 in, full bleed, CMYK). Print has the most room, so this piece tells the full story. It walks through Grow, Deliver, and Cook with supporting copy about local sourcing and sustainability, then closes on the donation offer and sign-up URL.

Instagram carousel (three 1080 × 1080 panels). I split the message across three panels. Panel one hooks with a relatable problem, "Take the guesswork out of meal prep..." Panel two turns to community impact, "...and help fight food insecurity in your area!.". Panel three delivers the call to action. The Eggplant shape flows across the seams, so the panels read as one continuous image when swiped, and each panel still works on its own.

Skyscraper banner (160 × 600 px, animated). The narrow format forced the biggest compromise: the magazine's body copy had to go. I kept the logo, the tagline, and one line of copy, then let animation carry the story. The photo and icon cycle through Grow, Deliver, and Cook while the Sign Up button pulses with a soft glow to draw the eye.

The Result

The result is a cohesive three-channel campaign in which someone who sees the banner, scrolls past the carousel, or flips to the magazine ad recognizes the same brand every time. The tagline, colors, shapes, and photo style are consistent across all three pieces, while each piece plays to its medium: the magazine educates, the carousel builds engagement, and the banner drives sign-ups.

This project sharpened a skill every client relationship depends on: working inside someone else's brand system. The guidelines supplied the ingredients, and the design work was deciding how to combine them for each channel. It also meant knowing when a rule needed a thoughtful exception, and being able to explain why.

Concept project. The Fresh Fare Farms brand, logo, brand guidelines, iconography, shapes, and campaign copy were provided as part of the project brief. Photography is attributed stock imagery.

Fresh
FARE FARMS

Keep Your Community FRESH!



GROW

Sign up during Hunger Action Month and help fight food insecurity in your area!

GET STARTED

Fresh
FARE FARMS

Keep Your Community FRESH!



DELIVER

Sign up during Hunger Action Month and help fight food insecurity in your area!

GET STARTED

Fresh
FARE FARMS

Keep Your Community
FRESH!



COOK

Sign up during Hunger Action Month and help fight food insecurity in your area!

GET STARTED

Fresh
FARE FARMS

Take the guesswork out of meal prep...



Keep Your Community **FRESH!**



...and help fight food insecurity in your area!



Sign up during Hunger Action Month to provide meals to your community!

www.FreshFareFarms.meals/signup

Fresh
FARE FARMS

Keep Your Community FRESH!

Take the guesswork out of meal prep and benefit your community in multiple ways!







GROW

Fresh Fare Farms sources your meals from local farms in your area, which boosts your local economy, reduces food miles, and is better for the environment AND your family.

DELIVER

Our farm partners use sustainable practices to provide meals that make the health of your family and the environment their top priority.

COOK

Sign up during Hunger Action Month and we'll donate a box of Fresh Fare Farms produce to a food bank in your community!

www.FreshFareFarms.meals/signup

Fresh
FARE FARMS

Keep Your Community FRESH!

Take the guesswork out of meal prep and benefit your community in multiple ways!

GROW

DELIVER

COOK

Fresh Fare Farms sources your meals from local farms in your area, which boosts your local economy, reduces food miles, and is better for the environment AND your family. Our farm partners use sustainable practices to provide meals that make the health of your family and the environment their top priority.





Sign up during Hunger Action Month and we'll donate a box of Fresh Fare Farms produce to a food bank in your community!



www.FreshFareFarms.meals/signup

BeatsFest: Logo System and Brand Guidelines

Role: Brand Designer (logo system, brand guidelines, visual identity)
Project Type: Concept project
Deliverables: Complete logo suite (stacked, horizontal, icon, and wordmark in full color, white, and black), 35-page brand guidelines
Tools: Adobe Illustrator, Adobe InDesign

The Challenge

BeatsFest is a music streaming platform for Gen Z and younger millennials that also gives new artists a place to be heard. It needed an identity built from the ground up: a logo, plus the rules that keep it consistent everywhere it appears.The audience prefers clean interfaces, sans serif type, and vibrant, saturated color. The competition is crowded: Spotify, Apple Music, and Amazon Music each own a signature color and a clean, card-based look. BeatsFest needed to feel familiar enough to use instantly but distinct enough to remember.

The Approach

I explored three concepts: a record with sound bars, a flowing waveform, and a record framed by headphones. I chose the first because it tells the brand's story in one shape. A disc breaks apart into sound bars, symbolizing how music has moved from physical media to streaming.

I refined the logo in black and white first, so the form had to work before color could help it. I tested solid and outlined versions, different color arrangements, and multiple lockups. Based on feedback, I enlarged the sound bars so they hold up at small sizes, and clarified the disc so it reads as one recognizable object, with a solid pink center label. In the final mark, the disc is Midnight Sonata purple, with the label and sound bars in Vinyl Rose pink. The wordmark is set in Basenji and splits the same way: "Beats" in purple, "Fest" in pink.

The logo became a full system: a stacked primary logo, a horizontal lockup, a standalone icon, and a wordmark, each in full color, reversed white, and black.

The Brand Guidelines

I then wrote and designed a 35-page guide covering how BeatsFest looks, sounds, and shows up:

- Brand overview: mission, personality, voice, target audience, and competitor research.
- Logo usage: clear space based on the height of the "S" in the wordmark, minimum sizes for print and digital, opacity limits, contrast requirements, and approved color versions.
- Typography: Basenji carries from the wordmark into the headlines and subheads (Basenji Variable), and DM Sans handles body copy and captions, with examples of correct and incorrect hierarchy, tracking, and leading.
- Color: Midnight Sonata (#38266E) and Vinyl Rose (#D73361) as primaries, with Brass Note and Echo Fade as accents. Approved and prohibited pairings are labeled, and every pairing is checked against a 4.5:1 minimum contrast ratio.
- Image placement: logo position, size, and spacing on photography, with do's and don'ts.

I wrote the guidelines in the brand's own voice, so the document itself shows how BeatsFest sounds.

The Result

Writing the guidelines changed how I understood my own logo. Every decision had to be explained clearly enough for someone else to follow: why the clear space is measured from the "S," why pink never sits on purple as text, why the logo never rotates even though the brand is all about motion. If you can explain a rule to someone else, you truly understand it. The process turned instinctive design choices into a system I can defend, and one another designer could pick up and use without me in the room.

BeatsFest is a fictional client based on a provided brief. The logo, brand guidelines, and all visual design are my own. Photography in the guidelines is stock imagery.

BeatsFest

Brand Guidelines 2025

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Brand Overview



Brand Guideline Overview

Brand guidelines keep everyone on the same page about how we present ourselves to the world. They're not just rules. They're tools that help our team deliver a consistent experience that feels authentically BeatsFest across every touchpoint.

These guidelines capture the core of what makes us different: our voice, visual style, and values. They ensure that whether someone's reading an email, scrolling our app, or attending one of our events, they immediately recognize it's us without us having to spell it out.

Consider these guidelines as helpful guardrails instead of restrictive handcuffs. They offer us a solid framework to preserve our unique identity while still allowing space for creativity and growth. These guidelines also help new team members feel welcomed and get up to speed quickly, while giving our seasoned members the reassurance that their contributions resonate with our brand promise.

Brand Mission

Personality

Brand Voice

Target Audience

Visual Competitor Research

Brand Mission

At BeatsFest, we're all about creating the ultimate music experience for our generation. We're proudly powered by Gen Z energy while keeping the door open for our Millennial friends, too!

We're building the youngest, freshest music community out there, with over half our users under 30, we're literally changing how people discover and vibe with music.

We see you hustling through college, and we've got your back. That's why we offer students serious discounts on premium plans: great music shouldn't wait until after graduation.

Music for us, by us. That's the BeatsFest promise.

Brand Mission
Personality
Brand Voice
Target Audience
Visual Competitor Research



Personality

Fresh
Always on the cutting edge of music trends

Authentic
Genuine in how it connects with young audiences

Tech-savvy
Intuitive interfaces that digital natives expect

Bold
Not afraid to stand out with vibrant visuals

Inclusive
Celebrating diversity across all aspects of the brand

Progressive
Forward-thinking in both technology and social values

BeatsFest nails that sweet spot - we're super serious about our music lineup but keep things chill and real, which is exactly why Gen Z loves us. We don't try too hard. We just get it.



Brand Mission

Personality

Brand Voice

Target Audience

Visual Competitor Research

Brand Voice

BeatsFest hits the perfect middle ground! We take our music selection seriously while keeping the experience down-to-earth and authentic. That's exactly what makes us click with Gen Z, who want brands that feel genuine without trying too hard.

Casual — **Formal**



Playful — **Serious**



Passionate — **Restrained**



Direct — **Nuanced**



Community — **Individual**



Brand Mission

Personality

Brand Voice

Target Audience

Visual Competitor Research

Target Audience

BeatsFest connects primarily with Gen Z (ages 10-25), alongside younger Millennials who share similar sensibilities.

We serve users who are:

Diverse in every sense, with backgrounds, perspectives, and identities that span the spectrum. They navigate digital spaces with natural fluency and make tech decisions based on both functionality and values. While fiercely independent in their thinking, they still seek meaningful community connections and gravitate toward authentic and inclusive environments brands

Visually, our audience responds to clean, uncluttered interfaces that prioritize intuitive navigation. They prefer sans serif typography for its straightforward readability alongside vibrant, saturated colors (including neons) that create energy without overwhelming. They expect bold visual elements that generate excitement while maintaining simplicity, all delivered through responsive design that works flawlessly across every device they use.

Brand Mission

Personality

Brand Voice

Target Audience

Visual Competitor Research

Visual Competitor Research

BeatsFest hits the perfect middle ground! We take our music selection seriously while keeping the experience down-to-earth and authentic.

Looking at competitors like Spotify, Apple Music, and Amazon Music reveals clear design patterns worth noting. Each platform establishes a signature color with high-contrast schemes that pop against neutral backgrounds, while typography across all platforms favors clean sans serif fonts that prioritize readability with consistent hierarchies. The interface design remains minimalist and tech-forward with strong visual hierarchies, using card-based organization systems for music discovery and dynamic content presentation that feels fresh and engaging.

The competitive landscape reveals BeatsFest's sweet spot – creating a music streaming experience that feels functionally familiar yet personality-distinct. Our research confirms Gen Z's preference for simplicity, sans serif typography, and vibrant colors, perfectly aligning with our "serious but informal" brand personality.

Logo Usage Guidelines



Rotation

Our logo is the face of our brand and must always be presented correctly. To maintain consistency and recognition, never rotate, tilt, or flip the BeatsFest logo in any way.

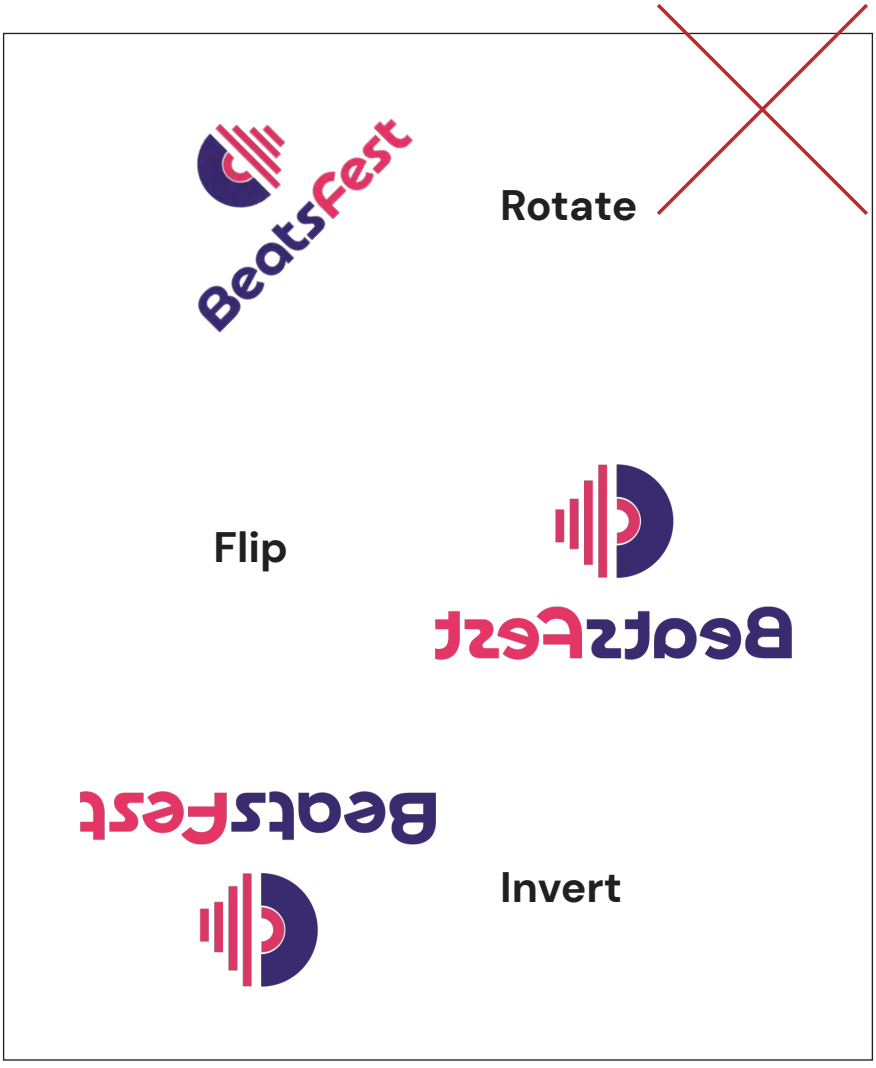
Always display the logo in its standard, upright position. This ensures our audience instantly recognizes us in any context, from festival posters to digital platforms.

The electronic music scene is full of motion and energy – we express that through our sound waves icon and vibrant color palette, not by altering our logo's orientation.

Rotation

Always keep the BeatsFest log in it's correct orientation. Never rotate flip or invert the logo as this dimiineshes brand recognition and professionalism.







Clear Space

The BeatsFest logo needs room to breathe. Always maintain a minimum clear space around the logo equal to the height of the “S” in BeatsFest (we call this “1S”).

This clear space keeps our logo from feeling crowded and ensures it stands out clearly against any background or surrounding elements. Think of it as the logo’s personal space - it needs this buffer to maintain its visual impact.

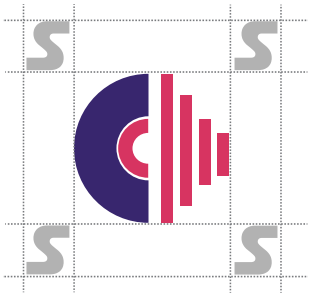
Whether on merchandise, digital platforms, or promotional materials, this consistent, clear space helps our brand appear professional and intentional across all touchpoints.

Clear Space

Always maintain a minimum clear space of 1S (the height of the S in BeatsFest) around all sides of the logo. This ensures the logo remains visible and impactful









Scale

Size matters when it comes to our logo. To maintain legibility and impact, never reproduce the full logo smaller than 1.5 inches in width for print or 100px for digital applications.

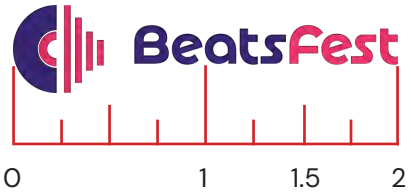
For extra small spaces, the icon may be used alone, but never below 0.5 inch in width for print or 60px for digital applications.

Our logo should never feel cramped or illegible. When in doubt, go bigger rather than smaller - our brand deserves to be seen clearly.

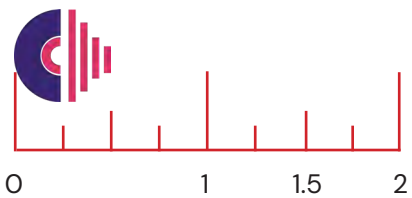
Scale

Never reproduce the full logo smaller than 1.5 inch in width for print or 100px for digital. The icon alone may be used at smaller sizes, but never below 0.5 inch in width for print or 60px for digital









Transparency

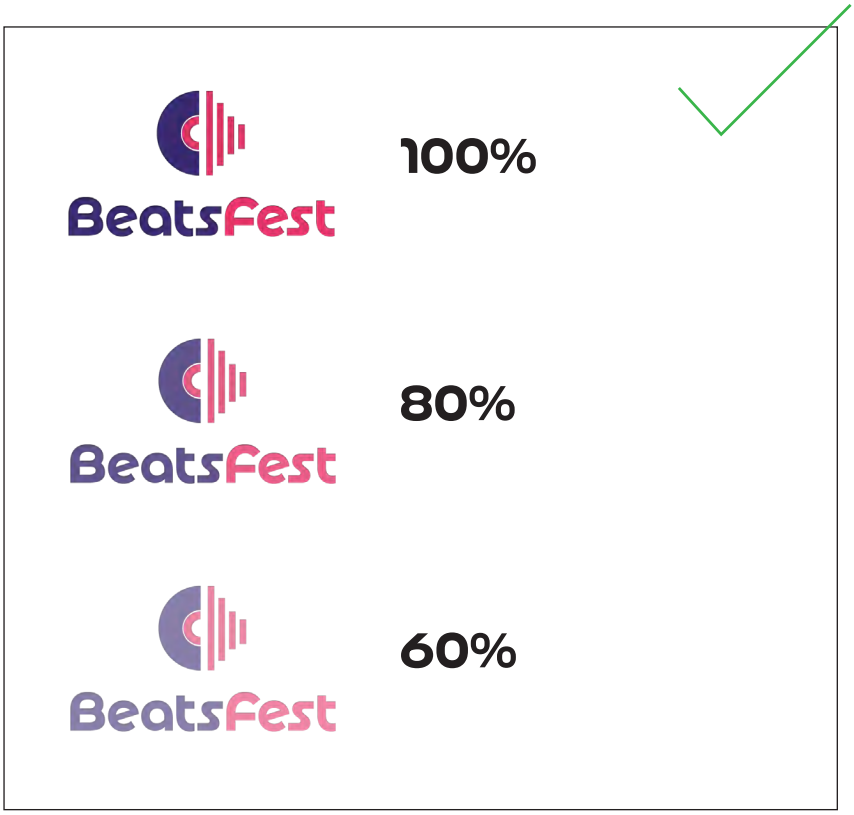
Transparency affects how our audience perceives our brand. The BeatsFest logo should always appear confident and clear, never faded or indistinct.

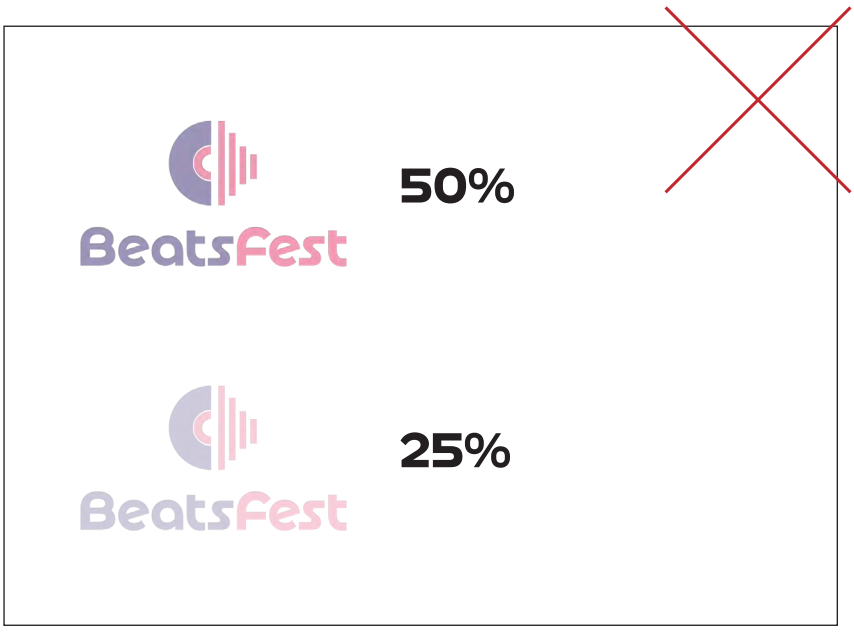
Always maintain at least 80% opacity for primary applications, with a minimum of 60% opacity for special design cases. Never reduce opacity below 60% as this diminishes our brand presence and can make the logo difficult to recognize.

Remember, our bold brand personality should be reflected in a bold visual presence - avoid unnecessary transparency effects that might weaken our visual impact.

Transparency

The BeatsFest Logo should never appear below 60% opacity. For most applications, use 100% opacity to ensure maximum visibility and brand recognition.







Contrast

Proper contrast ensures our logo is always visible and impactful. Never place the standard logo on backgrounds that don’t provide sufficient contrast.

For dark or colorful backgrounds, use our white logo version. For light backgrounds, use our standard color logo. When using colored backgrounds, ensure they complement our brand palette rather than clash with it.

The logo should always pop from its surroundings – if you’re straining to see it, the contrast isn’t strong enough. Remember, visibility equals recognition, and recognition builds our brand.

Contrast

Always use sufficient contrast between the logo and its background. Use the white version of the logo on dark backgrounds and the standard version on light backgrounds. The contrast ratio needs to be a 4.5 or higher.



Contrast ratio: 12.01 and 4.63



Contrast ratio: 12.01



Contrast ratio: 4.63



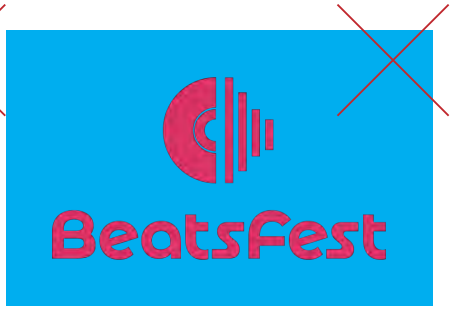
Contrast ratio: 1.75 and 4.5



Contrast ratio: 2.59



Contrast ratio: 2.69



Contrast ratio: 1.77

Color Variation

Our logo has specific color variations designed for different contexts. Stick to these approved versions only and never create unauthorized color combinations.

For standard applications, use our primary logo with purple and pink elements. For dark backgrounds, use our white (reversed) logo. For single-color applications where color printing isn't available, use our black logo.

Our colors are a key part of our brand personality - they reflect our vibrant, energetic festival experience. Using the wrong colors dilutes this connection and confuses our audience.

Color Variation











Only use the approved color variations shown above. Never alter, substitute, or create new color combinations for the logo.

Typography Guidelines





Logo Typography

The BeatsFest wordmark uses a geometric sans-serif font that embodies our bold, modern, and accessible personality. This typography is unique to our logo and should never be recreated or modified.

The letterforms feature rounded corners and a playful weight distribution that mirrors the energy of our musical experience. The “Beats” appears in our signature purple, while “Fest” stands out in our vibrant pink.

This intentional typographic split reflects our brand personality - serious about music quality but informal and approachable in experience. The distinct two-color approach creates instant recognition across all platforms.

Typography

Headlines Typography

Basenji Variable Regular

Our headlines are big, bold statements that capture attention and energy. They should be concise and impactful, embodying our confident voice

Subheadings Typography

Basenji Variable Light

Subheadings bridge our bold headlines and body content, maintaining energy while providing more detail about our offerings and experiences

Body Copy

DM Sans 18pt Regular

Our body copy is clean and highly readable, perfect for our tech-savvy audience who expects both functionality and style. Text should breathe with adequate line spacing.

Caption

DM Sans 18pt Italic

Captions provide additional context with a subtle, sophisticated touch. They should be concise and support the primary content without competing for attention.

Typography Use & Misuse

Header

Subheader

Body - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

CORRECT HIERARCHY, LEADING AND TRACKING

Header

Subheader

Body - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

INCORRECT HIERARCHY

Header

Subheader

Body – Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

TRACKING AND LEADING TOO TIGHT

Header

Subheader

Body - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

TRACKING AND LEADING TOO WIDE

Color Guidelines



Color Use

Our color palette embodies the energy of BeatsFest - vibrant, bold, and impossible to ignore. These specific colors should be used consistently across all brand applications.

Primary

Midnight Sonata:

Hex: #38266e
RGB: 56, 38, 110
CMYK: 49, 65, 0, 57

Vinyl Rose

Hex: #d73361
RGB: 215, 51, 97
CMYK: 0, 76, 55, 16

Studio White:

Hex: #ffffff
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Midnight Sonata

Vinyl Rose

Studio White

Secondary

Brass Note:

Hex: #f9e6a6
RGB: 249, 230, 166
CMYK: 0, 8, 33, 2

Echo Fade:

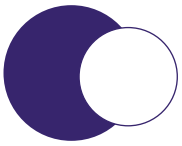
Hex: #9fd9bf
RGB: 159, 223, 191
CMYK: 29, 0, 14, 13

Brass Note

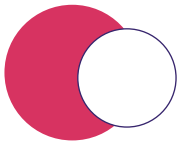
Echo Fade

Use our purple for primary backgrounds and elements, pink for high-energy highlights and CTAs, and white for text on dark backgrounds. Our accent colors should be used sparingly for special callouts and UI elements.

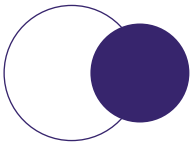
Approved Pairings



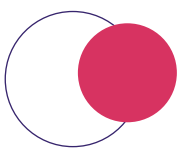
Studio White on Midnight Sonata



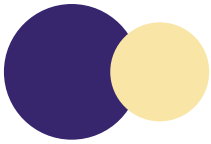
Studio White on Vinyl Rose



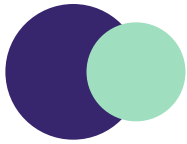
Midnight Sonata on Studio White



Vinyl Rose on Studio White



Brass Note on Midnight Sonata



Echo Fade on Midnight Sonata

Primary

Midnight Sonata:

Hex: #38266e
RGB: 56, 38, 110
CMYK: 49, 65, 0, 57

Vinyl Rose

Hex: #d73361
RGB: 215, 51, 97
CMYK: 0, 76, 55, 16

Studio White:

Hex: #ffffff
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Secondary

Brass Note:

Hex: #f9e6a6
RGB: 249, 230, 166
CMYK: 0, 8, 33, 2

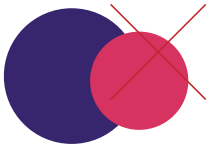
Echo Fade:

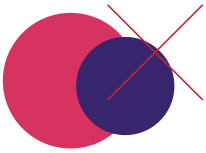
Hex: #9fd9bf
RGB: 159, 223, 191
CMYK: 29, 0, 14, 13

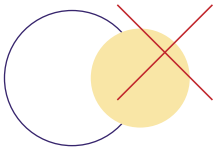
Color Misuse

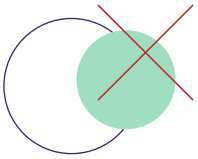
Colors speak our brand language, so using them wrong is basically sending mixed signals. Avoid pairing Vinyl Rose pink with Midnight Sonata purple as text-on-background – the contrast fails accessibility standards and honestly just hurts to look at. Our accent colors (Brass Note and Echo Fade) need strong backgrounds to shine, not white where they fade into irrelevance. And please don't introduce random colors to our carefully curated palette. Treat our color system like premium audio equipment: each piece has its purpose, and when used correctly, they create something greater than the sum of their parts. The approved pairings aren't just suggestions, they're the difference between our content looking professionally produced versus something thrown together last-minute. Stick with what works, and the designs will always hit the right note.

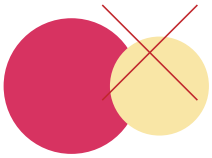
Don't use these pairings


Vinyl Rose on Midnight Sonata


Midnight Sonata on Vinyl Rose


Brass Note on Studio White


Echo Fade on Studio White


Brass Note on Viny Rose

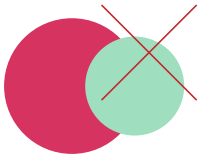

Echo Fade on Vinyl Rose

Image Placement



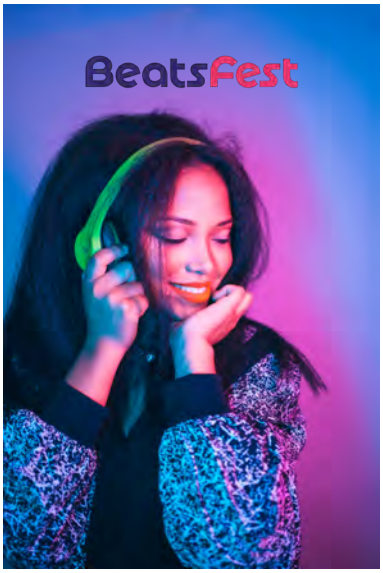
Image Placement

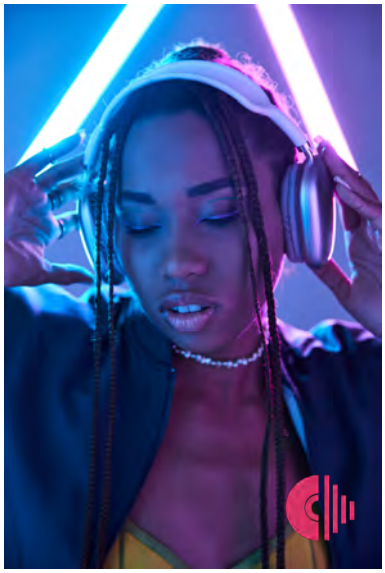
Images are a powerful way to showcase the BeatsFest experience. When placing our logo on photographs, select vibrant images that capture the energy and diversity of our audience. Choose high-quality visuals that show genuine emotion and connection to music. Our target demographic responds to authenticity – staged stock photos won't cut it. Feature diverse individuals across age, ethnicity, and style, all united by their passion for music. Remember that the right image does half the branding work for you, communicating our personality before a single word is read. Each visual should reinforce our brand story of creating the ultimate music experience for a young, tech-savvy audience

When putting our logo onto those awesome music moments, think strategic but cool! Bottom right corner is our logo's VIP spot (with bottom left as the backup dancer). Always go with our white logo when the background is bringing dark vibes or busy energy - our standard colorful logo only gets to shine on clean, light backgrounds where it can pop! Size-wise, make it count but don't let it crash the party - 10-15% of image width keeps it noticeable without being that annoying person who takes over the whole conversation. And give it some breathing room from the edges so it doesn't get awkwardly cropped when sharing across platforms. We want our brand to feel intentional but never try-hard!

Correct Image Placement

When placing logos on images, keep it simple and clean. Use versions with good contrast against the background, stick to consistent sizing (about 10–15% of image width) in standard spots like bottom corners, give your logo some breathing room (stay 10% away from edges), and always follow your brand guidelines for approved colors and variations. This approach ensures your logo looks professional while still being visible without overwhelming the image.









Incorrect Image Placement

Don’t place the logo on similar-colored backgrounds where it’ll blend in or over busy areas that fight for attention. Never stretch or squish the logo (that’s a big no-no!), and keep a consistent size across the campaign – not too tiny to read or so huge it takes over. Give the logo some breathing room by keeping it away from edges where it might get cropped on different platforms. No unauthorized versions, random filters, or color changes.



Contrast



Distortion



Cropping



Color

Brand Application



Colour Logo Suite











Break the Silence Against Domestic Violence: Nonprofit Rebrand

Role: Lead Designer (volunteer)
Client: Break the Silence Against Domestic Violence (BTSADV), a community nonprofit
Deliverables: Logo system (acronym logo, one-line and stacked wordmarks, heart-infinity symbol), color palette with approved accessible pairings, brand guidelines, safety documentation, application examples
Timeline: 3 weeks
Tools: Adobe Illustrator

The Challenge

BTSADV supports survivors of domestic violence, and its existing brand looked homemade. There were no guidelines and no professional materials to support grant applications or community outreach.

The brief came with a constraint most rebrands never face: the brand couldn't obviously identify as a domestic violence organization. A logo that announced its purpose could put staff at risk or make survivors hesitant to be seen with it. The team wanted something that felt "like a warm hug and a strong handshake at the same time": powerful and nurturing, professional but not clinical. The real goal was to remove barriers for survivors seeking help.

The Approach

I started with a discovery meeting to understand the organization's values (empowerment, safety, community, and hope) and its safety concerns. I asked questions I'd never had to consider before, like "Could wearing this make someone a target?" The team wanted to keep their purple and gold, use both the BTSADV acronym and the full name, and hold on to the heart and infinity symbol from their original logo.

I developed two mood board directions. "Women" was bold and empowering, and "Healing" was elegant and transformative. The final design builds mostly on "Women," borrowing a touch of the flowing flourishes from "Healing." That pairing is how the brand feels both strong and graceful. I refined it through several rounds of logo variations.

Rather than replace the original logo, I elevated it. The heart and infinity symbol became a single flowing mark, a heart that loops into infinity, representing continuous growth and healing. The logo is set in a typeface called Women, which anchored that first mood board direction, with a custom "A" that carries the heart-infinity flourish in gold. In the full wordmark, heart-shaped letterforms appear throughout, subtle enough that the brand reads as sophisticated first and meaningful on a second look. The acronym and symbol can stand alone, so the brand works publicly without spelling out its mission.

The palette expands the original purple and gold into eight colors with names drawn from the mission: Survivor, Resilience, Empowerment, Unbroken, Strength, Whisper, Armor, and Serenity. I documented 14 approved text-and-background pairings, and every one exceeds a 7:1 contrast ratio, meeting WCAG AAA.

Leading Through Change

Midway through the project, the client postponed the planned t-shirt design to focus their budget on core branding. Instead of treating it as lost scope, I redirected that time into additional logo variations, expanded brand guidelines, and safety documentation. The client got a stronger foundation to build merchandise on later.

The Result

The rebrand was delivered on time with unanimous approval from the BTSADV team, and they're now using the new materials in grant applications. The project also established an ongoing relationship, with merchandise design planned next.

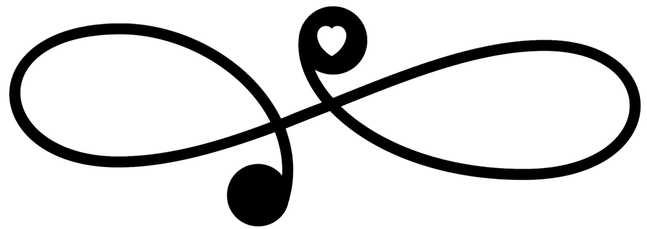
> "You truly understood our vision and brought it to life in such a beautiful and meaningful way."
> — BTSADV Team

This project changed how I think about design responsibility. Good design is never neutral: every choice affected how survivors, staff, and supporters would feel when they encountered this brand. Leading it meant listening carefully, guiding the team toward solutions when plans changed, and translating emotional goals into visual decisions. Shared with permission from Break the Silence Against Domestic Violence.

BTSADV

Break the Silence Against Domestic Violence

Break the Silence
Against Domestic Violence







Women










BTSADV
Break the Silence Against Domestic Violence
Break the Silence Against Domestic Violence
BTSADV
Break the Silence Against Domestic Violence
Break the Silence Against Domestic Violence
BTSADV

Poppin' Popcorn: Hand-Lettered Logo and Packaging System

Role: Designer (hand lettering, logo, illustration, packaging design, mockups)
Project Type: Concept project
Deliverables: Hand-lettered logo, four flavor packages (Bourbon Caramel, Cracked Pepper, Sea Salt, Spiced Apple), popcorn illustration pattern, product mockups
Tools: Pencil and paper, Procreate, Adobe Illustrator, Adobe Photoshop

The Challenge

Poppin' Popcorn was launching "Poppin Party Packs," a new line of gourmet popcorn, and needed a logo and packaging that would become the brand's main identity going forward. The brief asked for packaging that pops off the shelf and instantly grabs attention, with a logo designed to work on the bag. The audience was broad: popcorn enthusiasts, snack lovers of all ages, and families looking for a fun treat. Everything had to deliver the key message, "Poppin' Fun, Poppin' Flavor!" The harder problem was range. Each flavor needed its own personality, but the line had to read as one family from across the aisle.

The Lettering

I drew the logo by hand on paper, refined it in Procreate, and then vectorized it in Illustrator. Starting on paper let me build the popcorn idea into the letterforms themselves rather than setting a typeface and adding an icon.

The letters are soft, puffy bubble shapes, and each has a small highlight cut into it, so every letter reads like a popped kernel. The baseline tilts and bounces, because popcorn doesn't sit still. A hand-drawn popcorn piece sits beside the wordmark, with small burst marks around the whole lockup to suggest the moment of the pop.

I designed the logo to work in solid black, so a single version sits on every flavor color without changes. That kept the brand consistent across the line and makes the mark easy to reproduce anywhere.

The Approach

Snack aisles are crowded with bright bags, so I made black the constant across the line. Against black, each flavor color hits harder and the packaging stands apart from its neighbors.

The brief suggested popcorn imagery. Instead of photography, I drew a pattern of oversized popcorn pieces in black with white outlines. It adds energy and texture, makes the product obvious at a glance, and matches the hand-drawn feel of the logo.

A bold diagonal band carries the logo and flavor name, and its color changes by flavor: red for Bourbon Caramel, purple for Cracked Pepper, blue for Sea Salt, and green for Spiced Apple. The angle adds movement, and the color lets shoppers find their flavor instantly. Early in the project I checked candidate colors for contrast against black so the logo and flavor names would stay readable on every band.

Consistent supporting elements. Every bag carries the tagline in a white speech bubble, the flavor name in bold capitals, and a "120 CAL" badge in the same position. Because these elements never move, the flavors read as a set.
Mockups. I placed the final designs on glossy snack-bag mockups, individually and as a lineup, to show how the system works on shelf.

The Result

The result is a packaging system with one hand-lettered logo, one black base, one illustrated pattern, and one layout, all flexed by color into four distinct flavors. Each bag stands out on its own, and the lineup reads as one brand family. The system is also built to grow: a new flavor needs only a new band color.

This project is the one where the lettering is entirely mine, drawn from scratch rather than chosen from a font menu. That's the kind of work I most want to do more of, including album art, merch, and product packaging.

Concept project. Poppin' Popcorn is a fictional brand. The creative brief was provided; the logo lettering, illustrations, and packaging designs are original. Product mockups use a stock mockup template.


poppin' fun! poppin' flavor!
POPPIN' POPCORN
BOURBON CARAMEL
120 CAL


poppin' fun! poppin' flavor!
POPPIN' POPCORN
SPICED APPLE
120 CAL


poppin' fun! poppin' flavor!
POPPIN' POPCORN
SEA SALT
120 CAL


poppin' fun! poppin' flavor!
POPPIN' POPCORN
CRACKED PEPPER
120 CAL


poppin' fun! poppin' flavor!
POPPIN' POPCORN
BOURBON CARAMEL
120 CAL


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SPICED APPLE
120 CAL


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POPPIN' POPCORN
SEA SALT
120 CAL


poppin' fun! poppin' flavor!
POPPIN' POPCORN
CRACKED PEPPER
120 CAL


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SEA SALT
CRACKED PEPPER
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