



This portfolio is a curated collection of design work, strategic systems, and a few moments of graphic therapy. It's where branding meets existential crisis, and typography gets a seat at the family table.

You won't find sterile grids or Helvetica worship here. You'll find systems built to hold complexity, layouts that mirror emotional rhythm, and logos that know how to keep secrets.

I design with care, critique, and a healthy dose of sarcasm. My work is modular, symbolic, and highly caffeinated. It's strategic, adaptable, and emotionally resonant—built to hold complexity without falling apart.

Color isn't just decoration. It's emotional manipulation, and I wield it like a mood ring with a vendetta.

This is branding with a backbone. Design with a sense of humor. And a reminder that clarity doesn't have to be boring.



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About

Hi, I'm Holly Rowl, a graphic designer who believes clarity is care, and that sarcasm and caffeine are not only valid, but important design tools.

I specialize in typography, color theory, and layouts that know how to breathe. My work is minimalistic, but never boring. I use color like emotional manipulation and whitespace like it's sacred.

I've designed everything from rebrands and signage to infographics and ice cream packaging. Whether I'm solving spatial injustice in a public library or crafting a logo that actually earns its paycheck, I build systems that hold complexity without falling apart.

I currently work as a contracted graphic designer for to an agency translating technical chaos into visual clarity. I'm also pursuing my bachelor's degree, parenting teens, and reading in what spare time I have.



01 Personal Branding

The circular logo anchors the whole system. Creating balance and drawing the eye

Typography is a clean and modern sans serif.

Contact details are set in red to echo the logo and create visual rhythm across the layout.

The vertical divider isn't just decorative, it's a pause, a moment of typographic breath.



Holly Rowl
HR
Graphic Design

HR
Graphic Design

HR
Graphic Design

HR | Holly Rowl
Graphic Design

hr

HR | Holly Rowl
Graphic Design

1
HR
Holly Rowl.

2
HR with a stylized flower

Holly Rowl
with a stylized flower

4
Holly Rowl
in a circle

5
HR with a stylized flower

6
Holly Rowl
Designs with a stylized flower

HR



HOLLY ROWL

GRAPHIC DESIGN



Hex - #c75c5c
RGB - 199, 92, 92
CMYK - 0, 54, 54, 22



Hex - #4b4b4b
RGB - 75, 75, 75
CMYK - 0, 0, 0, 71

The colors create a grounded, confident foundation for the final brand. The muted red adds warmth and emotional depth, hinting at creativity and approachability without feeling overly sweet. The dark gray brings balance and professionalism, anchoring the design with clarity and strength. Together, they reflect the design philosophy: strategic, emotionally resonant, and visually cohesive. This palette supports both bold typography and clean layouts, making it versatile across digital and print applications.



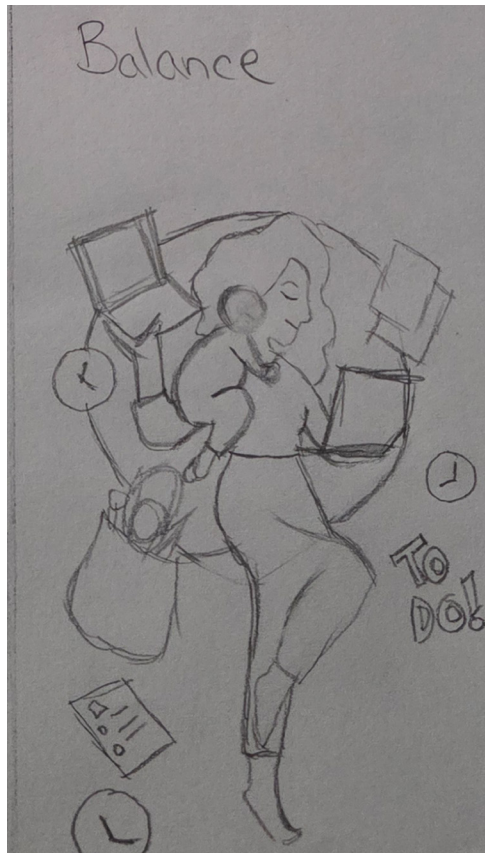


02 Triptych

This triptych was created as part of a visual advocacy campaign for The Blue Dot Project, which champions maternal mental health through storytelling and community care. Each panel—Seen, Held, and Heard—functions as both affirmation and invitation, using minimalist typography and restrained layout to center emotional resonance.



These first sketch drafts explore the layered realities of motherhood, balancing work, care, and personal tasks in a constant state of motion. Each drawing captures a different facet: the chaos of juggling responsibilities, the instinct to protect, and the pride found in shared moments. As children grow, the struggles don't disappear; it simply shifts, revealing new forms of effort, connection, and resilience.



I created these drafts to honor the invisible systems of care that shape our future, whether through the quiet strength of motherhood, the chaotic multitasking of daily life, or the transformative resilience behind personal growth. Each design uses metaphor and emotional contrast to make unseen labor visible, inviting viewers to recognize the beauty, complexity, and endurance behind what often goes unnoticed.



This poster series wasn't working as a unified set because each design leaned into a distinct visual metaphor, emotional tone, and color palette without a shared anchor, which made them feel like separate campaigns rather than parts of a whole. The color schemes competed instead of harmonizing, and the lack of consistent framing, typography, or recurring motifs disrupted cohesion. A grounding element such as a common accent color, modular layout, or intro panel could help bridge the conceptual richness while preserving each poster's individuality.





Together we can lift stigma and shame.
One story, one post, one share, and one
blue dot at a time

Learn more at thebluedotproject.org
Need support? Call the National
Maternal Mental Health Hotline:
1-833-TLC-MAMA (1-833-852-6262)

The Blue Dot
PROJECT



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The Blue Dot
PROJECT

This final draft better because its graphic elements and typography create a more compelling and sophisticated emotional landscape. The use of the large, elegant serif font for the headers adds weight and monumentality, emphasizing the importance of the words, while the translucent blue circle motif is a powerful, unifying, and dynamic graphic element that links the three posters.



After some minor tweaks, and adjustments this final version of the triptych poster series stands out due to its powerful blend of visual sophistication and a complete emotional narrative. The use of the large, elegant serif typeface for Seen, Held, and Heard lends weight and authority to the core message, while the expansive, unifying blue circle motif creates a cohesive and instantly recognizable brand identity for The Blue Dot Project. This visual strength is paired with an emotionally resonant sequence of messages, moving from validation (“You are not alone”) to safety (“No shame. No silence.”) and concluding with empowerment (“Your voice matters.”) making the series both cohesive and impactful.



Together we can lift stigma and shame. One story, one post, one share, and one blue dot at a time

The Blue Dot Project champions maternal mental health by breaking silence and building community. Each blue dot symbolizes hope, connection, and the power of shared stories.

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The Blue Dot
PROJECT





Wicked Design Rebrand

Wickedesign (yes, that's how it's spelled) is a graphic design company based in Purcellville, VA, and it is overdue for a rebrand. The web address is confusing and hard to remember, and the logo lacks clarity and impact. These elements make it difficult for potential clients to connect with the brand or understand its creative strengths.

Although the site lists a wide range of services including web development, graphic design, SEO, and AI imagery, the overall identity feels scattered and outdated. The layout lacks visual hierarchy, and the messaging relies on broad, generic language that doesn't set Wickedesign apart. A rebrand would help streamline the voice, modernize the visuals, and better reflect the company's growth into newer creative technologies.



The previous Wickedesign logo features bold white text over a backdrop of interlocking rings in orange, yellow, and green. While the abstract design suggests motion and complexity, it lacks clarity and cohesion. Notably, the logo spells “WISCKEDESIGN,” with both words sharing a single “D,” which creates confusion and disrupts readability. The typography feels disconnected from the busy background, and the overall composition is difficult to scale or recognize at smaller sizes.

This logo needs to be updated to improve legibility, reinforce brand identity, and align with contemporary design standards. A simplified visual language and clearer typographic structure would better reflect Wickedesign’s creative strengths and make the brand more approachable and memorable.



Heading:

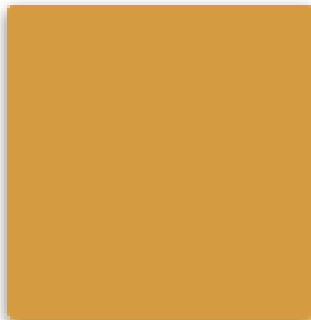
Sedgwick Ave (30pt)

Subheading:

Oswald bold (25pt)

Body:

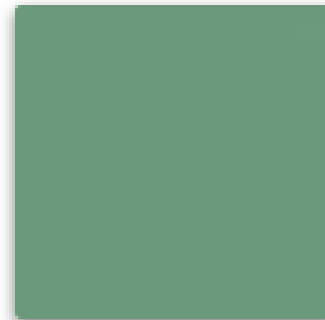
Oswald (12- 18)



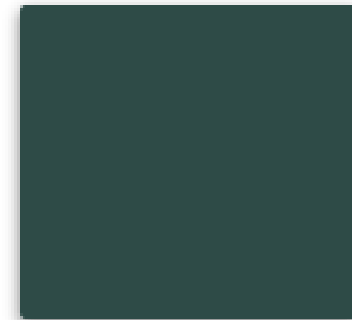
Hex - #D29A41
RGB - 210, 154, 65
CMYK- 0, 27, 69, 18



Hex - #FDD8A7
RGB - 253, 216, 167
CMYK- 0, 15, 34, 1



Hex - #6C987C
RGB - 108, 152, 124
CMYK- 29, 0, 18, 40



Hex - #2E4B47
RGB - 46, 75, 71
CMYK- 39, 0, 5, 71





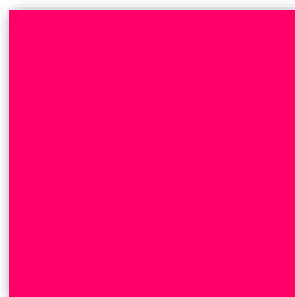




Ice Cream Branding

This was one of my first full branding projects, where I explored how a concept could expand into a complete identity system. From logo development and color palette selection to packaging mockups, advertising, and social media campaigns, the goal was to demonstrate how a brand lives across every touchpoint.

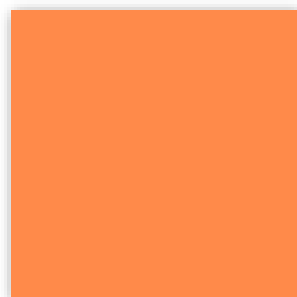
The brand positions itself as female-driven, adventurous, and playful, tying into the mythological reference of Calypso capturing Odysseus. The storytelling angle is clear: ice cream isn't just dessert, it's an experience—a swirl of history, myth, and bold flavor experimentation.



Hex - #FF0069

RGB - 255, 0, 105

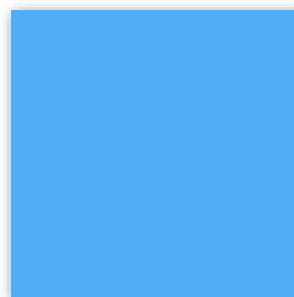
CMYK - 0, 100, 59, 0



Hex - #FF8A4A

RGB - 255, 138, 74

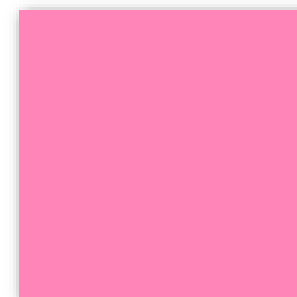
CMYK - 0, 46, 71, 0



Hex - #51AEF5

RGB - 81, 174, 245

CMYK - 67, 29, 0, 4



Hex - #ff85b8

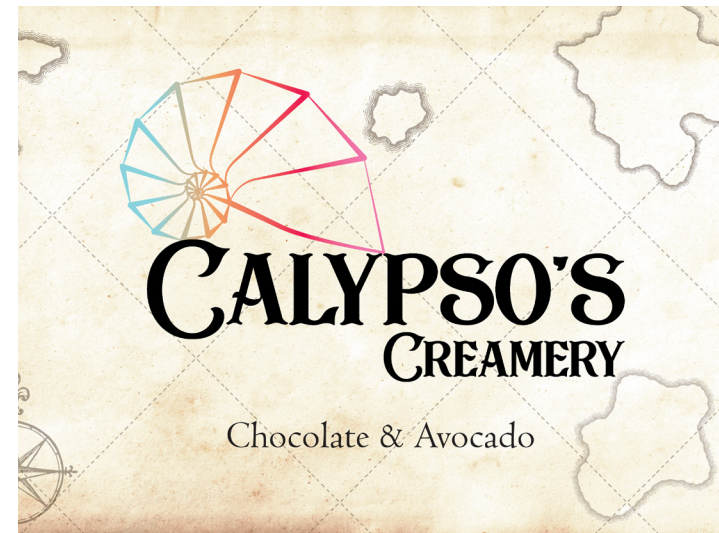
RGB - 255, 133, 184

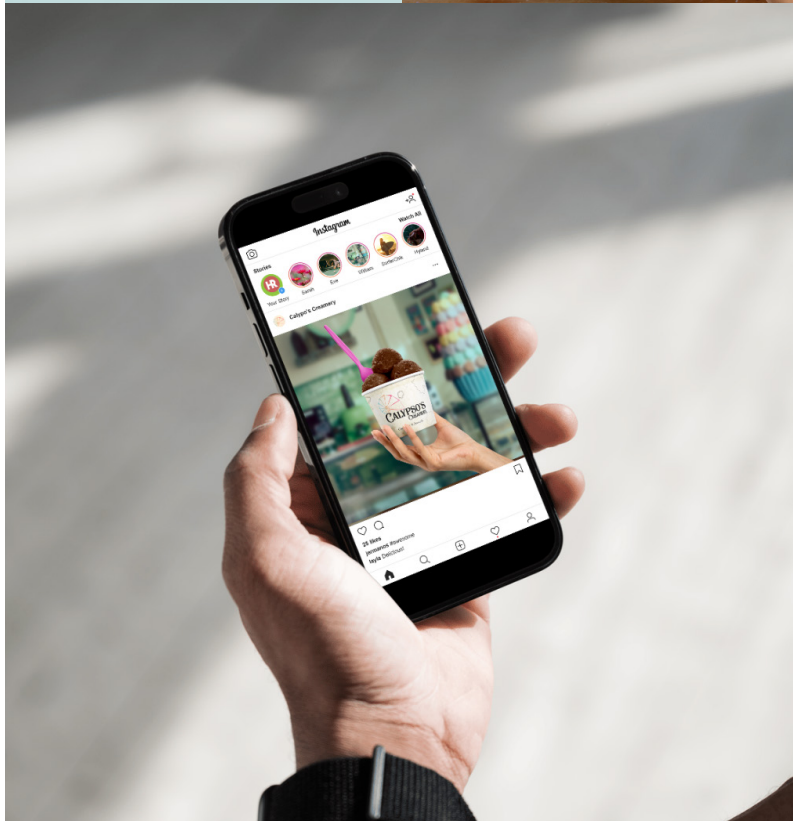
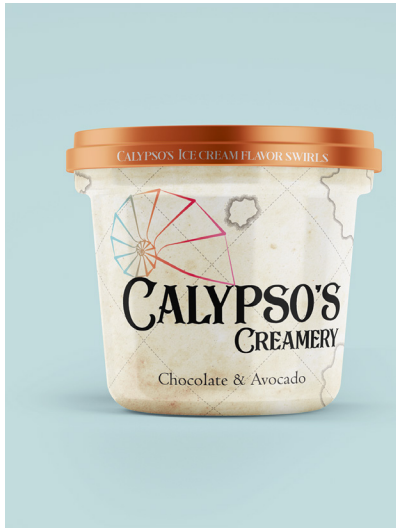
CMYK - 0, 48, 28, 0



Calypso's
Creamery



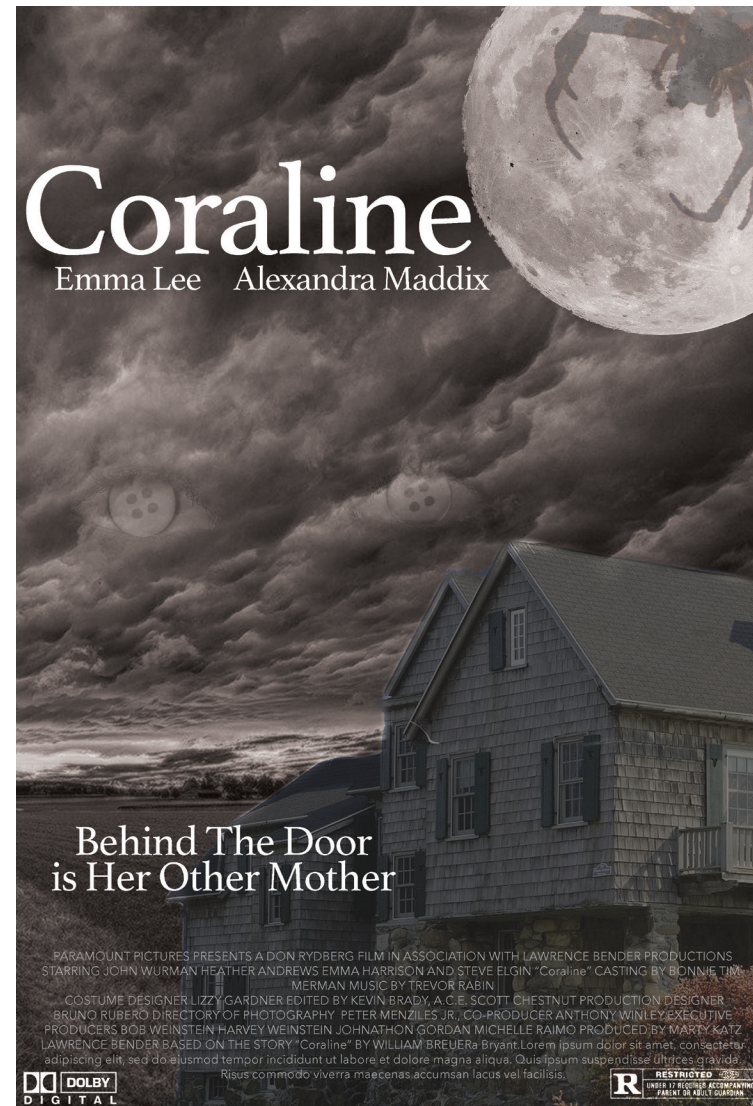




05 Coraline Movie Poster

This live-action concept poster was created in Photoshop by blending five images into one cohesive composition. The intent was to reimagine Coraline's world with a cinematic, immersive feel, balancing eerie and whimsical tones. While the initial iteration leaned into a dark, somber aesthetic, the final direction embraced a brighter, floral palette, using shadows only as accents. This shift highlights the deceptive beauty of Coraline's alternate world, where vibrancy masks underlying danger.





The first iteration of the poster leaned heavily into a dark, somber aesthetic—gloomy tones that emphasized dread. However, I shifted direction after reflecting on Coraline’s narrative. To capture the essence of her story, I introduced a brighter palette, allowing light and color to dominate while reserving shadows for subtle tension. This balance between vibrancy and darkness better conveys the deceptive allure of Coraline’s world and the hidden danger beneath its charm.





Hex - #FF0069
 RGB - 225, 81, 175
 CMYK- 0, 64, 22, 12



Hex - #473A25
 RGB - 71, 58, 37
 CMYK- 0, 18, 48, 72



Hex - #D19E54
 RGB - 209, 158, 84
 CMYK- 0, 24, 60, 18



Hex - #2184AA
 RGB - 33, 132, 170
 CMYK- 81, 22, 0, 33



Hex - #6DAFAA
 RGB - 109, 175, 170
 CMYK-38, 0, 3, 31

Gonghonri

Aa Bb Cc Dd Ee Ff Hh Ii Jj
 Kk Ll Mm Nn Oo Pp Qq Rr
 Ss Tt Uu Vv Ww Xx Yy Zz

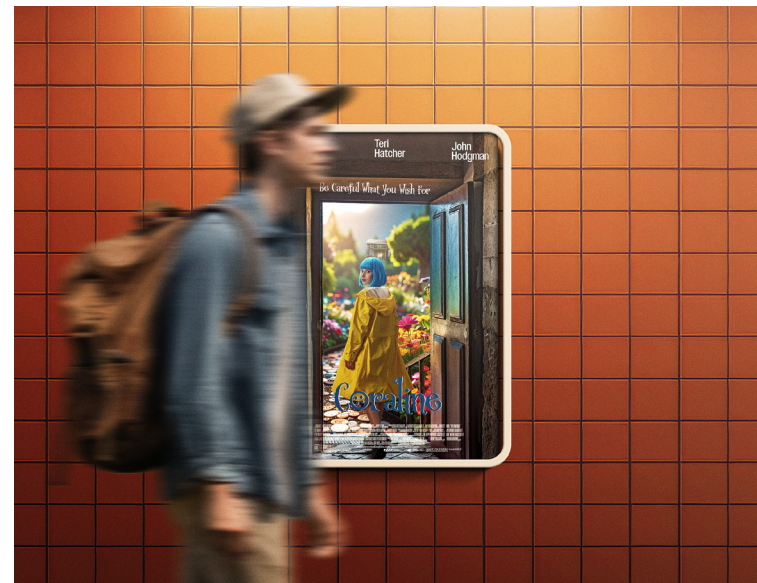
Buttons and Patches

Aa Bb Cc Dd Ee Ff Hh
 Ii Jj Kk Ll Mm Nn Oo
 Pp Qq Rr Ss Tt Uu Vv
 Ww Xx Yy Zz

Owners Narrow

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk
 Ll Mm Nn Oo Pp Qq Rr Ss Tt
 Uu Vv Ww Xx Yy Zz





06

U.S. Postage Stamp

This 2030 Halloween-themed Forever stamp captures playful fright and nostalgic charm through a trio of cartoon monsters: Frankenstein's monster, a brainy zombie, and a wide-eyed mummy. Set against a warm orange-to-purple gradient, the design evokes childhood Halloween memories with bold illustration, fluttering black bats, and a sense of motion and whimsy.

Created for seasonal correspondence, the stamp balances spooky fun with graphic clarity. It is ideal for party mailers, trick-or-treat invites, and stamp collections. Its Forever designation ensures lasting relevance, while the character-driven design invites delight across generations.





Hex - #662f90
RGB - 102, 47, 144
CMYK- 29, 67, 0, 44



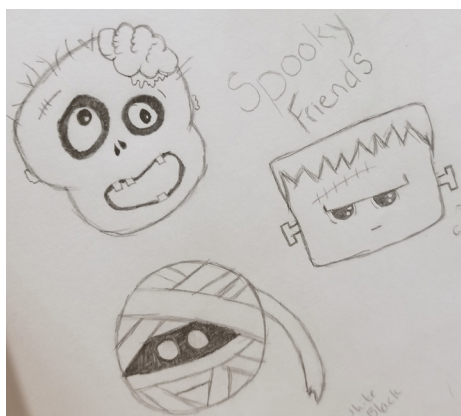
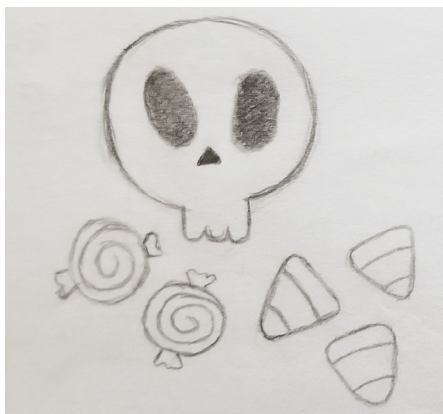
Hex - #c75c5c
RGB - 233, 126, 39
CMYK- 0, 46, 83, 9

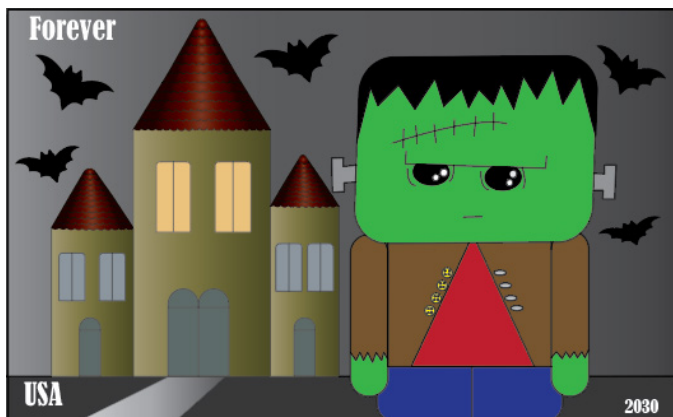
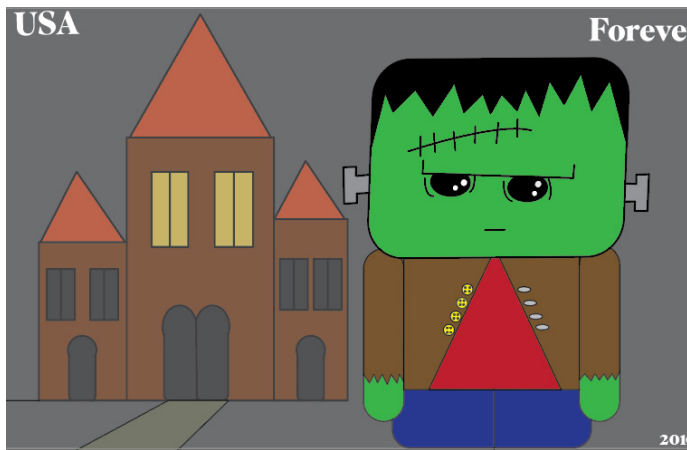


Hex- #39B54A
RGB- 57, 181, 74
CMYK- 69, 0, 59, 29



Hex - #8b8f36
RGB - 139, 143, 54
CMYK- 3, 0, 62, 44







Thank you

Big thanks to the teachers who pushed, guided, and occasionally tolerated me along the way, you're the reason this portfolio even exists. And to my family, thank you for giving me the time and space to juggle the chaos of work, school, and life without completely losing my mind. Your support made this balancing act possible, and I couldn't have pulled it off without you.





Want to keep the conversation going? I'm just a click away, whether you prefer scrolling, swiping, or typing.

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Instagram: <http://instagram.com/hollyrowldesign>

Website: <http://hollyrowldesign.com>

Email: hollyrowl@hollyrowldesign.com

Pick your favorite channel and drop me a line.



