



kelseyclark

FEARLESSLY REIMAGINING




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let's roll.

heythere!

i'mkelsey.

As a curious and constantly learning artist, my passions reach across many disciplines...but my excitement lies most deeply with message-making, type and image integration, and cross-functional design. I pride myself in my ability to approach creative challenges head-on and with an open mind, which allows me to take risks and push ideas forward from concept to execution.

I am an innovative thinker who takes a spirited approach to storytelling, and I believe that versatility, patience, and fearlessness are the keys to great design.

I am fueled by graphic art in all its forms, and I am constantly aspiring to push the boundaries of ordinary. My brand not only showcases my individual style and approach as a designer, but it also doubles as a window into who I am as a person. I can't wait to share it all with you.



fearlesslyreimagining.

let's talk about it!

What does it mean to be **fearless**?

Lacking or free from fear; Brave.

To me, fearlessness isn't just bravery or courage. It's knowing your strengths, knowing your deltas, and possessing the power to forge ahead and leave what frightens you behind.

Fearlessness is accepting failure, acquiring patience, believing, being bold in all that you do.



What does it mean to **reimagine**?
To reinterpret imaginatively; Rethink.

Creative process revolves around our imagination: it's the key that all artists lean on, no matter how much our approaches may vary.

It's easy to have an idea, but rethinking and reinterpreting those ideas are what drive it home.



quote
marks

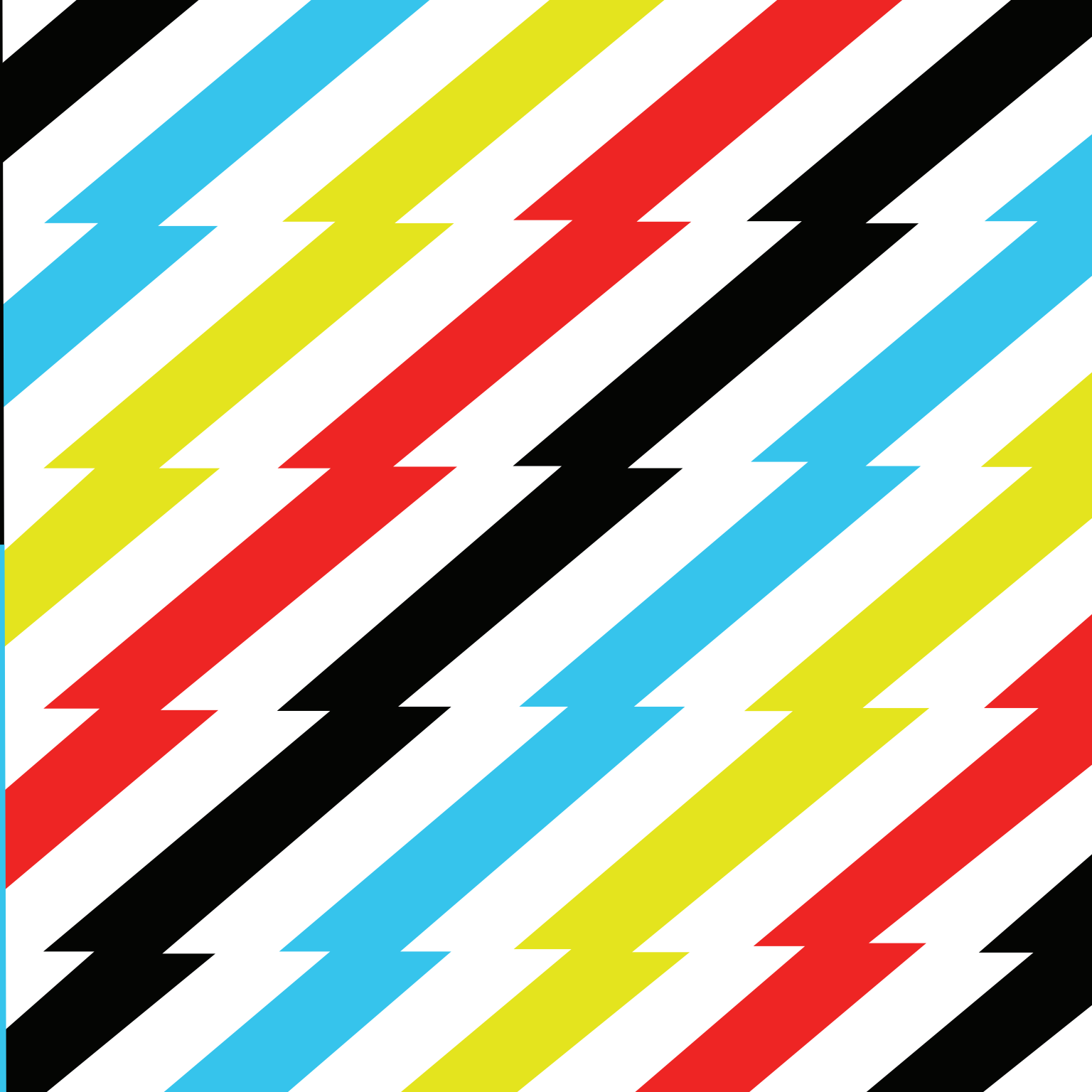
Reimagining is pushing, meandering, communicating, message-making, & sparking a conversation.

**UH
OH**



*Knock knock.
Who's there?
Beats.
Beats who?
Beats me.*

**DO
IT**



it's energetic.

& kinetic.

it's explorative.

& intuitive.

oh, and **tonal**.



HEX: #34C5F0
CMYK: 63, 0, 1, 0
RGB: 52, 197, 240



HEX: #ED3B31
CMYK: 0, 92, 89, 0
RGB: 237, 59, 49



HEX: #DBE127
CMYK: 18, 0, 98, 0
RGB: 219, 225, 39



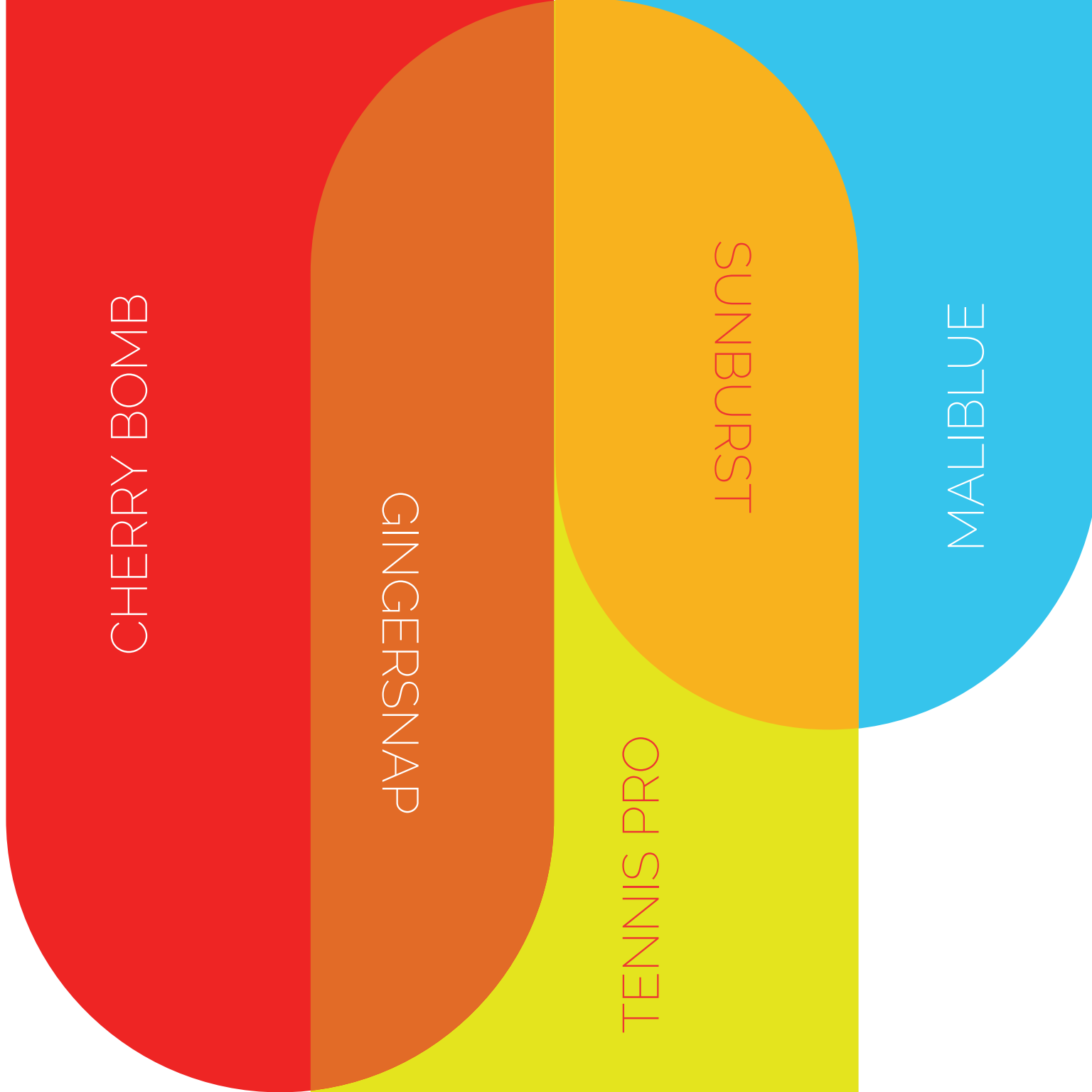
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CMYK: 0, 25, 89, 0
RGB: 253, 194, 55



HEX: #E06B27
CMYK: 8, 71, 99, 0
RGB: 224, 107, 39



HEX: #000000
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0



no
idea
is
too
small *

*except maybe this one.

Raleway ExtraLight

AaBbCc
AaBbCc

Raleway Medium

AaBbCc
AaBbCc

Raleway Regular

AaBbCc
AaBbCc

Raleway Black

AaBbCc
AaBbCc

PRISM

ABCD
1234567

Benny Black

AaBbCc
12345678



helloTHERE!
wanna chat?
ohboy! ????

OUT-
SIDE
THE
BOX



believing
and
being bold
in my
creations.

thesupportingcharacters:



DRIP



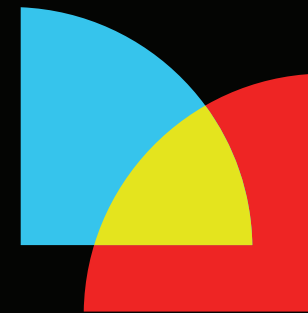
STRUCK



ONWARD



POW



GOTCHA



THIS WAY



CIRQUE

people can *see who I am* through my brand, and *I take such pride* in the work *I create*.

isn't that what design
is all about?

i'd say so!

Words to live by

"I was made exactly the way I was
meant to be made in who I am,
and my personality,
and the way I was born."

megan rapinoe

"Words have meaning,
type has spirit."


paula scher

"There is no one like you.
There has never been anyone like you.
There will never be anyone like you.
Therefore...be yourself."

andre deshields

"Like a river that don't know where it's flowing,
I took a wrong turn and I just kept going."

bruce springsteen



it sort of just
struck me to
do this thing,
so I did it.

solongfornow!

xx kelsey



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(774) 328-1251 | kelseyclark.com

15 Anthony St. New Bedford MA, 02740