

# HILLARY MACCASH

PDF PORTFOLIO

Graphic Design | Digital Media | Marketing

[hillarymaccash.com](http://hillarymaccash.com)

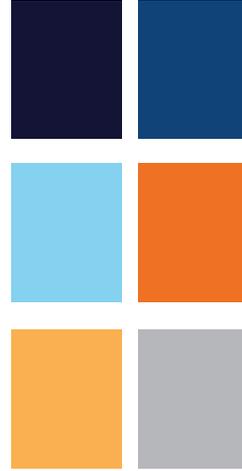


LOGOS + BRANDING

# THE COLLECTIVE

## SOCIAL MEDIA + PRINT DESIGN

Leading the marketing and brand design for a new young professionals group, the goal was to create a cohesive and appealing brand identity to attract new members and generate interest in events. This included developing a brand style guide, website, creating various marketing collateral, designing event flyers and conducting brand photography. The brand design aimed to resonate with young professionals by being modern, vibrant and professional.



calling all members  
**VOLUNTEERS NEEDED!**

**JOIN THE COLLECTIVE IN OUR FIRST EVER PHILANTHROPIC EVENT THIS SUMMER.**

Members of The Collective will work with The Community Partnership at their event, Camp Capable. Camp Capable is part of the Capable Kids and Families division of the Community Partnership.

This program supports families who have a child with developmental delays or disabilities and this camp's purpose is to give these children the same opportunities as others. A few days of fun in the sun with games, sweet treats and more.

**DATES:**  
TUESDAY, JUNE 13, 2023  
WEDNESDAY, JUNE 14, 2023  
THURSDAY, JUNE 15, 2023  
You can volunteer for any or all of these days!

**TIME:**  
1:00 - 3:00 PM

**LOCATION:**  
ROLLA LIONS CLUB PARK  
1061 S BISHOP AVE  
ROLLA, MO

**DEADLINE TO SIGN-UP TO VOLUNTEER IS FRIDAY, MARCH 31. EMAIL BAILEY AT BAILEY@ROLLACHAMBER.ORG**

*the collective*  
young professionals

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young professionals

HOME MEMBERSHIP EVENTS ABOUT US SPONSORS 5 UNDER 45 AWARD

**Welcome!**

The Collective is a young professionals organization whose mission is to enrich the lives of its members through development, connection, philanthropy and fun.

**JOIN TODAY**

**Join The Collective**  
Become a valued member of The Collective, a dynamic and vibrant group comprising over 100 young individuals eager to grow, learn and connect with like-minded people.

**Who We Are**  
Delve into the essence of who we are - meet our passionate members and dedicated leadership team. Discover what drives and excites us, as we unite around a common purpose.

**Get Involved**  
Discover exciting opportunities to engage with The Collective and make a positive impact in both the organization and the community.

Join us  
FOR OUR UPCOMING NETWORKING EVENT

**TABLE TALK**  
THURSDAY, JUNE 29, 2023  
5:00-7:00 PM  
OAK MEADOW COUNTRY CLUB  
10700 CO RD 3110 | ROLLA, MO

**\$15 TO ATTEND**

- KNOWLEDGE SHARING AND LEARNING
- INSPIRATION AND MOTIVATION
- CONNECT AND NETWORK WITH OTHERS
- LEARN NEW SKILLS FROM LOCAL EXPERTS

EVENT SPONSORS:

Buckin' Hot CATERING, LLC | COUNTRY FINANCIAL | PR PIONEER ROADS & CONTRACTING | SCHMIDT CPAs & ADVISORS

**Networking Tip**

Always stand when you introduce yourself. If you're wearing a name tag, point to it. Use a firm handshake and make eye contact. First impressions can be lasting impressions.

*the collective*  
young professionals

UPCOMING  
**Business Tour**

**MISSOURI S&T**

Register by **October 16, 2023** by Noon

Join us as we tour Missouri S&T's newest construction!

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thecollective573 1w

**Upcoming Event**

**ICE CREAM SOCIAL**  
THURSDAY, JUNE 20, 2024  
5:00-6:30 PM  
@ SODA AND SCOOPS ON ROUTE 66

**Register**

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thecollective573 9/7w

**Q & A**

Do you have a question about The Collective? Let us know!

Type something....

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young professionals

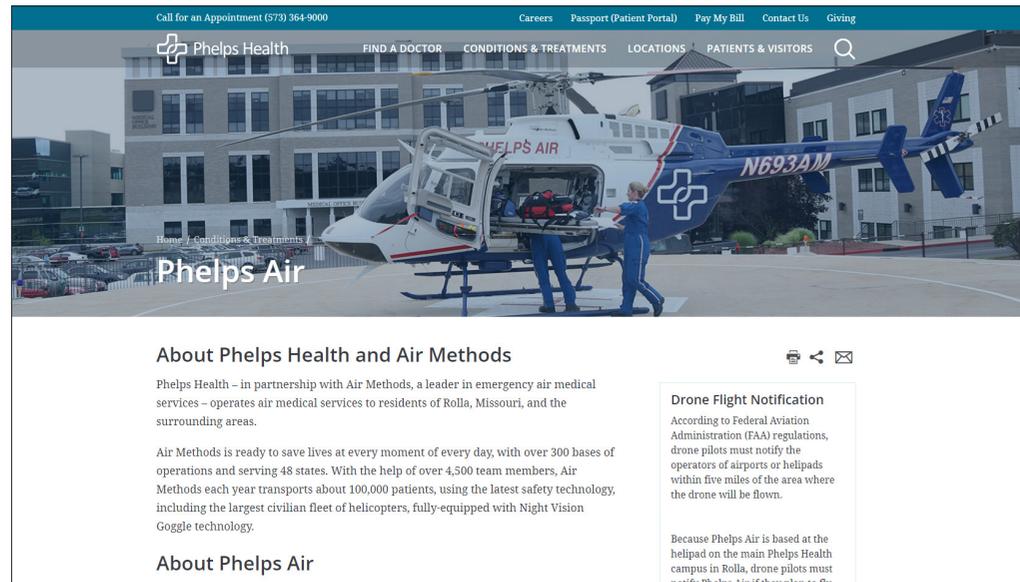
LOGOS + BRANDING

PHELPS HEALTH

NAME CHANGE + BRAND REFRESH

To better reflect its significant growth and evolving identity, Phelps County Regional Medical Center (PCRM) rebranded itself as Phelps Health. This comprehensive rebranding effort included a name change, logo redesign, website development, interior and exterior signage, stationery, apparel, print collateral, social media branding and more.

The new logo design features a plus or cross symbol, commonly associated with healthcare, to immediately convey the medical nature of the organization. The lower portion of the logo is shaped to symbolize Phelps County, reflecting the organization's local roots. The two connecting pieces of the logo represent the integration of various services into one cohesive health system.



Your Next Appointment Is:  
 Mon  Tue  Wed  Thu  Fri  Sat  
Date: \_\_\_\_\_ Time: \_\_\_\_\_ AM  
PM  
Location: \_\_\_\_\_  
*If you are unable to keep your appointment, please contact us immediately.*



## LOGOS + BRANDING

# 4TH DIMENSION

## LOGO + BRANDING

4th Dimension is dedicated to enhancing cognitive, communication and relationship-building skills in children through the power of play. The facility features a mini-town where children can engage in role-playing, creativity and learning.

The branding for 4th Dimension captures the essence of fun and imagination. The playful logo design reflects the various stations within the mini-town, where children can explore different roles and activities. The bright and vibrant color scheme was chosen to appeal to children and create an engaging environment.



### WHAT WE DO

At 4th Dimension our goal is to provide young children with a place where their imaginations will be sparked in imaginative play as they explore our tiny town with their parents—all while learning! We are excited to provide several other services, including:

- Field Trips
- Concessions
- Group Gatherings
- Party Rentals
- Kid-Friendly Events
- Melissa & Doug Toys

(573) 426-4999 | 4thdimensionmo.com  
4th Dimension | 607 North Rolla Street | Rolla, MO

### ADMISSION

**DAILY RATES**  
Children ages 1-12: \$10/child for the first two in the family, then \$5/child after that. Two adults are included in that price, each additional adult is \$5. Infants ages 12 months and younger: Free when attending with an older sibling, \$5 when attending with one adult.

**MONTHLY PACKAGE RATES**  
One Child: \$30  
Two Children: \$43  
Three Children: \$55  
Four + Children: \$63

**ANNUAL PACKAGE RATES**  
One Child: \$200  
Two Children: \$350  
Three Children: \$500  
Four + Children: \$600

### PARTY PACKAGES

**LEVEL 1 4D PARTY:** \$170 for the first 11 kids  
This Party Package includes admission for 10 children plus the birthday child, 20 adults, 2 large 1-topping pizzas, and a 4th Dimension t-shirt for the guest of honor! You may bring in your own cake, ice cream, drinks, decor, etc. or choose from our add-ons to create a custom party package!

**LEVEL 2 4D PARTY:** \$320 for the first 11 kids  
This Party Package is perfect for the family who just wants to show up and have all the work done for them! It includes everything in the level one package, as well as a custom cake, 12 ice cream cups, bottled water, paper goods to match your party theme, balloons, and party favors. Please book this party at least two weeks in advance.

To book a party, call (573) 426-4999 or book online at 4thdimensionmo.com.



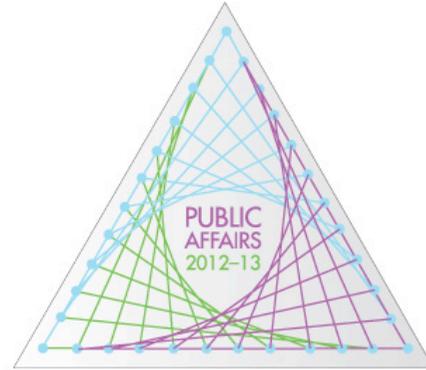
LOGOS + BRANDING

# MISSOURI STATE UNIVERSITY

## PUBLIC AFFAIRS LOGO

Missouri State University's "Inclusive Excellence" public affairs campaign for the 2012-13 academic year focused on celebrating diversity and fostering an environment of mutual learning and growth. The logo design visually represents diverse elements coming together to form a cohesive whole, symbolizing the ability to build upon and learn from one another.

The logo design was featured on pins worn by the university community to promote daily engagement with the campaign's values. It was also used on the campaign's webpage for consistent online branding, light pole banners displayed across campus and various other promotional materials.



Missouri State > Public Affairs > Public Affairs Conference

- Events and speakers
- Schedule
- Plenary Speakers, Guest Artists, & Presenters
- Mobile Application
- About the conference
- Contact Information
- Location and Parking
- Testimonials from Past Panelists/Speakers
- Past Plenary Speakers
- This Year's Theme
- Past Conferences
- Learn more and get involved
- Public Affairs Mission

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- Follow MSU Public Affairs on Twitter
- Read the Public Affairs blog
- Watch Public Affairs videos on YouTube
- Find Public Affairs podcasts and more on iTunesU

### Plenary

## Edward St. John

Professor, Department of Educational Leadership and Policy, University of Michigan



#### Schedule of events

See a complete list of the week's events including keynote, plenary speakers and discussions.

[See the conference schedule](#)

#### Free and open to the public

All events are free and open to the public. No registration is necessary for conference events.

Free parking  
Directions to Missouri State

#### Keep up-to-date with the Public Affairs app

Use your tablet or mobile device to access the conference schedule, learn about the presenters, navigate the session locations and connect with conference attendees.

[Download the app](#)

#### About the theme

This year's conference will discuss how a community's success is based on how well it recognizes and cultivates the talent of individuals from different backgrounds in every aspect of community life.

#### Past Plenary speakers

Barbara Bush  
Elizabeth Molina Morgan

LOGOS + BRANDING

# APPLIANCE RX

BRAND REFRESH

Appliance RX, a long-standing appliance repair business, sought a refreshed look to modernize its brand while maintaining a connection to original identity. The project involved creating a new logo, developing a brand-new color palette and designing a modern website, along with a comprehensive style guide.

The new logo is sleek and simple with modern aesthetics and elements from the original logo, ensuring continuity and recognition. The updated color palette was chosen to give the brand a fresh and professional feel. A style guide was created to ensure consistent use of the new design elements across all platforms.



**APPLIANCE RX**

**TITLE TEXT**  
Subtext goes here.

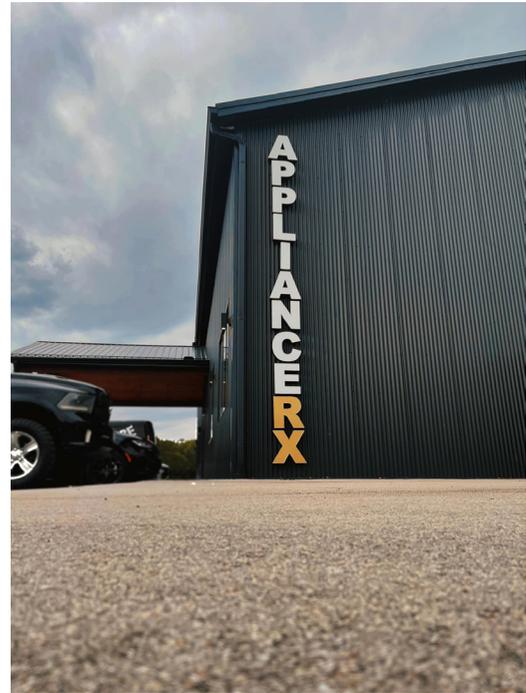
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[www.appliance-rx.com](http://www.appliance-rx.com)

"Neque porro et quisquam est quiz dolorem ipsum quia dolor sitamet, consectetur, adip bisci velit."

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 2 Maecenas augue orci, aliquet non ultrices quis, suscipit sed tellus.
- 3 Aenean tristique eleifend nisi, nec euismod nisi iaculis vel.



■ Primary color palette

■ Secondary color palette



We put the reliance back in your appliance.

Hi there, agents are available to chat if you need any help.



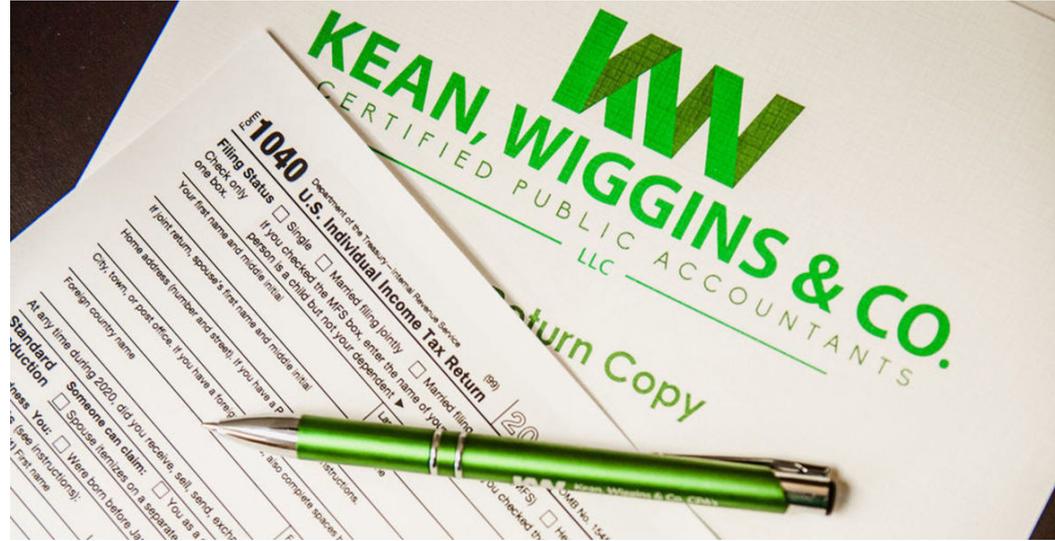
LOGOS + BRANDING

# KEAN, WIGGINS & COMPANY, LLC

BRAND REFRESH

Kean, Wiggins and Company, LLC, a reputable financial services firm with over two decades of service in Mid Missouri, sought a brand refresh to better represent their growth, stability and commitment to their clients. The objective was to modernize their brand identity while maintaining the trust and reliability they have built over the years.

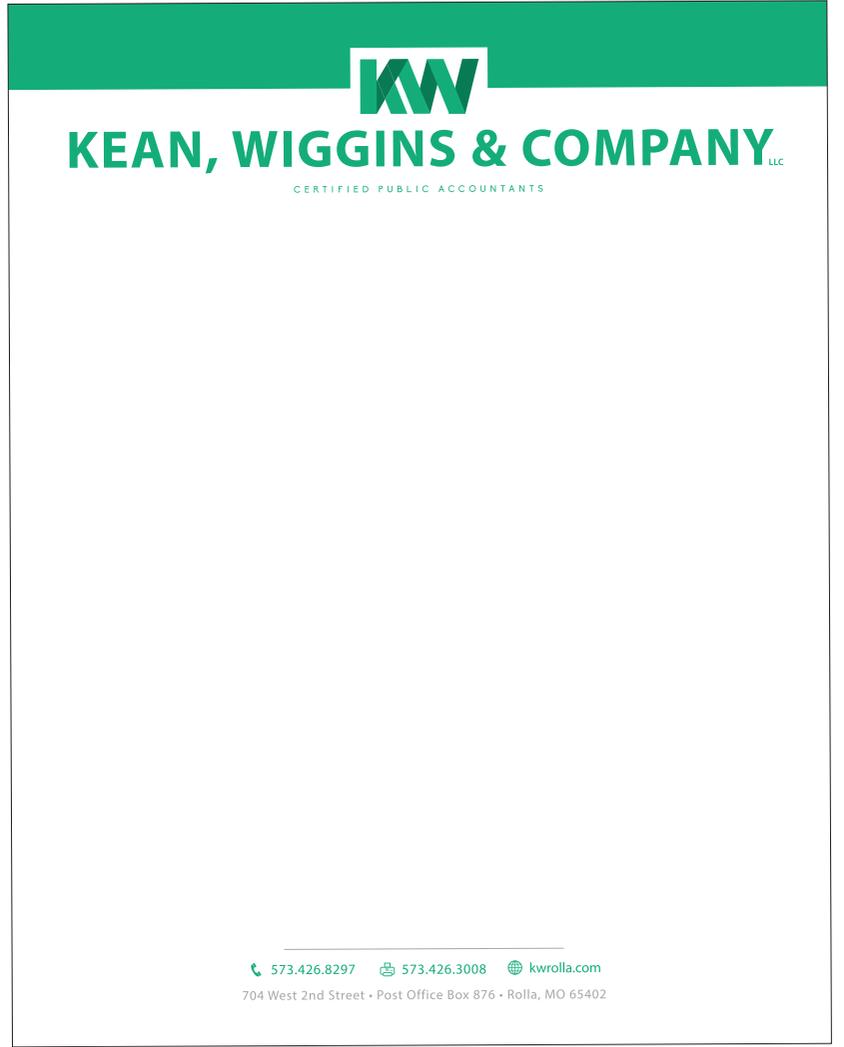
The new logo combines the initials 'K' and 'W' to symbolize the unity and partnership between the two founding tax professionals. This merger of letters visually represents the collaboration and joint expertise that Kean and Wiggins bring to their clients.



**Mark Kean, MBA, CPA**  
Owner / Public Accountant

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573.426.3008  
mark.kean@kwrolla.com  
kwrolla.com

**Kean, Wiggins & Company, LLC**  
704 West 2nd Street  
Post Office Box 876  
Rolla, MO 65402



**KEAN, WIGGINS & COMPANY, LLC**  
CERTIFIED PUBLIC ACCOUNTANTS

573.426.8297 573.426.3008 kwrolla.com  
704 West 2nd Street • Post Office Box 876 • Rolla, MO 65402

LOGOS + BRANDING

# BOURBON BLONDE THE LABEL

APPAREL LAUNCH

This project involved creating a series of custom T-shirt designs for Megan Head, a popular social media influencer known as Bourbon Blonde. Megan's brand focuses on lifestyle and fashion, with a particular appeal to her female audience. The goal was to design T-shirts that reflect her vibrant personality and resonate with her followers.



**THANK YOU.**

Thank you for your time and consideration in viewing my portfolio.

