

hillary  
ledford

SELECTED WORKS

Hillary Ledford

Selected Works Graphic Design

WWW.HILLARYLEDFORD.COM  
© 2017 HILLARY LEDFORD



hillary  
ledford



This portfolio is dedicated to Anitra, Sam, and Jeremy: my three most impactful instructors in my MFA adventure. You gave me invaluable guidance and allowed me to find my own voice as a designer. Thank you for your hard work and dedication in helping me to accomplish one of my biggest and most meaningful dreams. Your dedication to education is unmatched.

May we continue to learn, be excited by design, and stay zealous through it all.



# TOP TEN PORTS

**Project 1** | Ambrosia Honey | **2**

**Project 2** | Betsey Johnson Paint Packaging | **12**

**Project 3** | Delias Rebrand Comeback | **22**

**Project 4** | Hot Spot Book Design | **38**

**Project 5** | Tiffany & Co. Annual Report | **58**

**Project 6** | Mike Nichols Film Festival | **72**

# COINCE CEPT

MY DESIGN FEEDS OFF OF ENTHUSIASM,  
BREATHES WITH MY REFUSAL TO GIVE  
UP AND DANCES **ZESTFULLY** WHEN MY  
**IMAGINATION** HAS RUN WILD AND AN  
IDEA HAS COME TO LIFE.

# Ambrosia Honey

**Year of Completion**

2015

**Categories or Disciplines**

Identity, Brand, Packaging

**Kind of Project**

Branding, Package Design

**Project Description**

Create an identity and package system for an existing honey company.

**Approach**

Ambrosia Honey is an Australian honey farm known for their varieties. Honey's many natural colors take center stage with the color of the labels coordinating with the different honeys.

The brand is elevated by a modernized logo and an elegant jar design with a gold lid to represent the Gold Coast and honey's natural golden notes. A band spans across the top of the jar with the dual purpose of a seal and a label.

The modern and simple typeface has a fun and slight curl, expressive of the honey's liveliness. Their slogan was a driving force behind my design choices: *The closest you'll get to eating straight from the hive.*









# ambrosia



THE CLOSEST YOU’LL GET TO EATING STRAIGHT FROM THE HIVE.

To keep this honey as natural as possible, no heat is applied during the production process. Produced in unpolluted rural areas, no chemicals or drugs are used on the bees. Honey varies in consistency, taste and colour depending on what flowers the bees foraged from.

Store in a cool place to slow down crystallization.

0 123456 789012



**ambrosia**

ORGANIC LEMON HONEY

12 OZ. (340G)

THE CLOSEST YOU’LL GET TO EATING STRAIGHT FROM THE HIVE.

To keep this honey as natural as possible, no heat is applied during the production process. Produced in unpolluted rural areas, no chemicals or drugs are used on the bees. Honey varies in consistency, taste and colour depending on what flowers the bees foraged from.

Store in a cool place to slow down crystallization.

0 123456 789012



**ambrosia**

ORGANIC WILDFLOWER HONEY

12 OZ. (340G)

THE CLOSEST YOU’LL GET TO EATING STRAIGHT FROM THE HIVE.

To keep this honey as natural as possible, no heat is applied during the production process. Produced in unpolluted rural areas, no chemicals or drugs are used on the bees. Honey varies in consistency, taste and colour depending on what flowers the bees foraged from.

Store in a cool place to slow down crystallization.

0 123456 789012



**ambrosia**

ORGANIC RAW HONEY

12 OZ. (340G)



ORGANIC LEMON HONEY

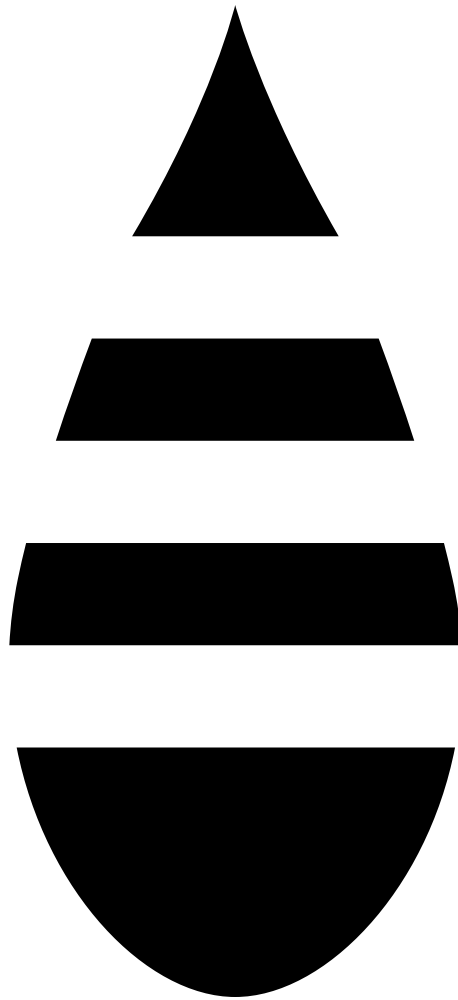


ORGANIC WILDFLOWER HONEY



ORGANIC RAW HONEY







# Betsey Johnson Paint Packaging

**Year of Completion**  
2015

**Categories or Disciplines**  
Identity, Brand, Packaging

**Kind of Project**  
Branding, Package Design

**Project Description**  
Create a home paint  
brand extension for  
an existing designer.

PROJECT 2

## Approach

I began by brainstorming for fun and colorful designers. The best choice seemed to be the quirky, fearless, and bold Betsey Johnson. I wanted to capture her essence as best as possible. Utilizing themes from her fashion line and her personality, B by Betsey Johnson was born.

The brand extension features a bright floral pattern and her signature kiss. The colors have quirky names with a mix of boldness and sophistication, carefully placed type, and flooded color that shows the paint contained in the carton.

This project led me towards research on eco-friendly material. I chose to use an eco-friendly, biodegradable carton with an easy-pour, no-splash lid to keep the paint where it belongs.



**B**y Betsey Johnson. is Betsey Johnson's newest, exciting product line. Bringing paint technology to new heights, this new paint product brings rich, creative color opportunities to your home with less work and much more durability. Our technology is unmatched in the industry, bringing you richer colors and unparalleled performance. And not only is the new Betsey Johnson paint high-quality, it is also an extremely low voc paint, which is environmentally friendly and odorless.

**FEATURES**

- Fully washable and durable in any finish
- Ready to recoat in only one hour
- Paint flows and levels exceptionally well
- Paint touches-up exceptionally well
- Colors are richer, more vibrant
- Exceptional coverage in any color
- No primer needed
- 40 exclusive, harmonious colors )
- Velvety smoothness you can feel and see
- Environmentally friendly low VOCs (volatile organic compounds)
- Odorless and mildew resistant
- With your creativity in mind, paints are designed with easy and flawless color combination capabilities

**DIRECTIONS FOR USE**

Never apply below 50F, above 85F, in hot direct sunlight, when humidity is above 75% or when rain is forecast within 48 hours. Most applications are by roller-coat, however brush and spray applications are acceptable.

Recommend applying one coat of primer or two coats of paint. We recommend using 3/8" non-shedding roller cover on smooth surfaces, use higher nap covers on rough surfaces. When using over previously applied coatings we recommend doing a test area before committing to the entire project to prevent potential compatibility issues. New concrete, plaster and masonry and similar surfaces should be allowed to cure a minimum of thirty days before application. All recommendations, written and verbal advice, these directions, label instructions and standard industry practices must be strictly adhered to or Limited Warranty is voided.





BETSEY JOHNSON





# Delias Rebrand Comeback

## Year of Completion

2015

## Categories or Disciplines

Identity, Brand

## Kind of Project

Branding, Package Design

## Project Description

Rebrand a defunct company, create a brand book, two brand extension pieces, and a stationery system.

## Approach

For this project, I rebranded Delias to reach the same market who they touched over a decade ago, modifying the brand to meet the needs of the modern woman.

The modern woman struggles with being able to stand out and be herself while fitting into her professional life. From that idea came the tagline *Dare to be yourself*. The new logo displays this by featuring a backwards and quirky *e*, representing the woman who is daring, bold, and living her dreams.

This quirky *e* shows up throughout the project, repurposed as an abstract element, such as the chapter openers and nail polish bottle patterns.

# delias





Book design © 2015 by Hillary Ledford. All rights reserved.  
ledford.hillary@gmail.com  
Published by Hillary Ledford for #w course GR 604, The Nature  
of Identity, instructed by Gordon Mortenson in Fall 2014 at  
Academy of Art University, San Francisco, CA.  
No portion of this book may be reproduced, stored in a retrieval  
system, or transmitted in any form or by any means electronic,  
mechanical, photocopying, recording, or otherwise without the  
express written permission of the publisher.

## contents

<b>1 the original brand</b>	03 brand history
<b>2 the new brand</b>	05 semiotic exploration 09 rebranding objective
<b>3 branding guidelines</b>	24 clear zone 26 sizing 28 misuse
<b>4 collateral and packaging</b>	32 the grid 34 typefaces 28 misuse
<b>5 looking ahead</b>	38 photography 39 landmark 40 the "e"

wordmark color variations

Color Variation 1: the “e” change

In the event of a pink or busy background, the “e” may be changed to either white or the yellow specified below. Alternatively, the base letters may be changed to white, and the e to yellow. The e must always stand out more than the other letters.



The “e” represents the unique Delias customer, and should always be the letter that stands out most when the wordmark is set in two colors.

PANTONE 123 C  
C0, M23, Y91, K0  
R255, G198, B39  
HEX FFC627

Color Variation 2: single color

In the event of a background fit for a single color wordmark, black, white, PMS 205 C or PMS 5285 C may be used.

It is important that the tagline and main wordmark are the same color when set in a single-color variation so that the entire wordmark stands as a single unit.



PANTONE 5285 C  
C48, M45, Y22, K64  
R142, G136, B163  
HEX 303248

PANTONE 205 C  
C3, M89, Y26, K0  
R231, G65, B122  
HEX F71CBD



the original brand

Delia's shoppers  
**dare to be  
themselves**  
as modern women  
through fashion.

rebranding objective

Delia's is iconic for North American females when they look back at their teen years and fashion choices. Delia's catalogues were a place for using fashion as a method of identity, giving you the courage to **dare to be yourself**. Delia's was unable to stay afloat in the changing fashion and shopping environment. The company resonates with Generation X and Y women of today, so the rebranding would be geared towards them. They would be provided with the same idea of exciting clothing but in higher quality fabrics, designed freshly for the modern woman.

The rebranding pays min  
production, which is a co  
The new business structu  
by relying on internet and  
the direct-mail element. T  
women aged 25-40 to d  
fit for any lifestyle, by the  
which has now grown wi  
are daring to be themsel  
through fashion.





INGREDIENTS: ODO Obus adhu  
silibus anarbitin sendis, num  
sepe am ex norsu pi enreatu  
horum par terid iolcon se a revi  
deasilcau? Ademe vatū ikeredo  
co etifex thampere niflicte te  
ventincupitibus trit?



delias



delias



delias

550 First Avenue • New York, NY 10016 • www.delias.com  
P: 646.501.4354 • F: 646.501.4556

April 25, 2015  
Ms. Von Fürstenberg  
874 Washington St  
New York, NY 10014

Dear Ms. von Fürstenberg,

It is my honor to invite you to our New York City Headquarters for our annual fashion show. As a fashion icon yourself, we are excited to share with you the new branding and style of Delias. Delias has been reborn as a company for the modern woman who is daring to be herself through fashion.

The fashion show will take place on September 10, 2015, the first day of Fashion Week in the Bryant Park location.

We look forward to hearing from you and hope that you will accept our invitation to this very exciting event.

Best Regards,

Hillary A. Ledford

delias

550 First Avenue • New York, NY 10016

Name Goes Here  
Line 1 Goes Here  
Line 2 Goes Here  
Line 3 Goes Here



delias

**Hillary Ledford**

CEO

P: 646.501.4353  
F: 646.501.4556

550 First Avenue  
New York, NY 10016

hillary.ledford@delias.com

www.delias.com

dare to be yourself



# Hot Spot Book Design

## Year of Completion

2012

## Categories or Disciplines

Typography, Book Design

## Kind of Project

Book

## Project Description

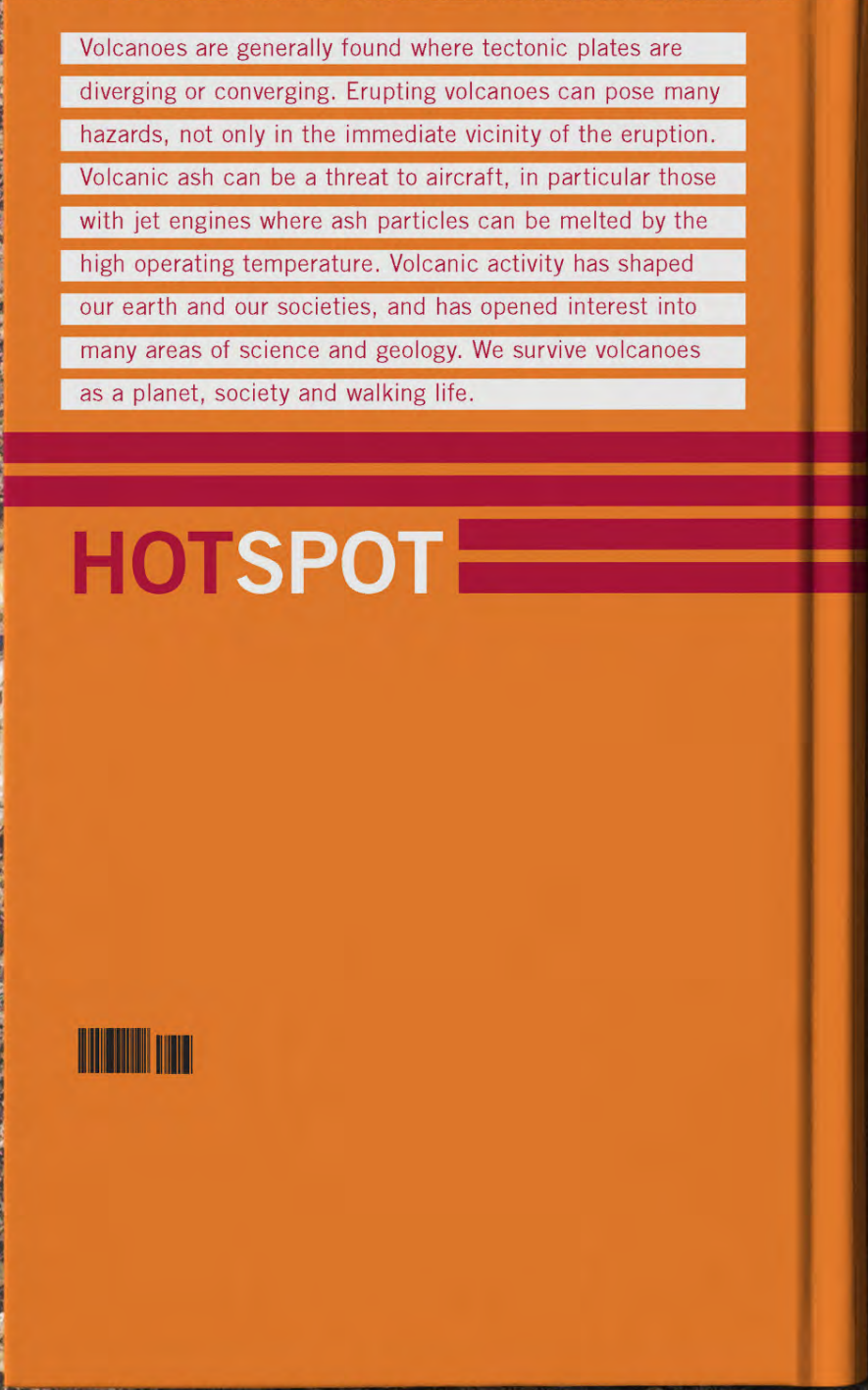
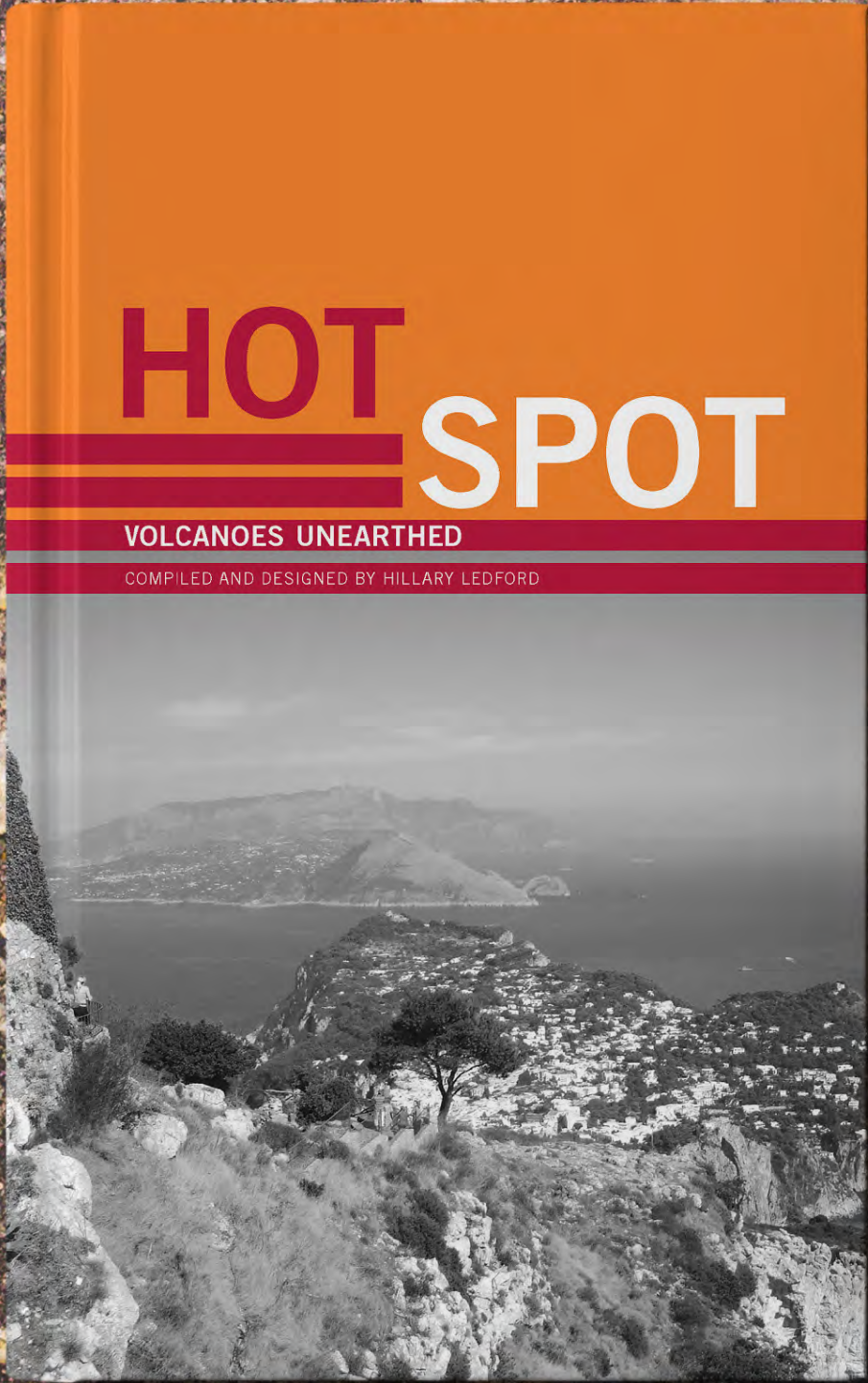
Design, write content, create infographics and provide imagery for a book on a topic related to the environment.

## Approach

Volcanoes are one of the most fascinating phenomena on this earth. They change our landscape, impact the ocean's tide, and their eruptions have fossilized history.

I wanted the book to evoke a sense of fire, earth, urgency and lava, so I chose a stark color palette of red, orange and black. Vertical lines are used to symbolize the earth's plates that cause volcanic eruptions. Photographs and diagrams illustrate information that is explained in the book.











# FACT 1

The word volcano is derived from the name of *Vulcano*, which is a volcanic island in the Aeolian Islands of Italy whose name in turn originates from Vulcan, the name of a god of fire in Roman mythology. The study of volcanoes is called volcanology, sometimes spelled vulcanology.



4 HOTSPOT

**DIVERGENT PLATE BOUNDARIES** At the mid-oceanic ridges, two tectonic plates diverge from one another. New oceanic crust is being formed by hot molten rock slowly cooling and solidifying. The crust is very thin at mid-oceanic ridges due to the pull of the tectonic plates. The release of pressure due to the thinning of the crust leads to adiabatic expansion, and the partial melting of the mantle causing volcanism and creating new oceanic crust. Most divergent plate boundaries are at the bottom of the oceans, therefore most volcanic activity is submarine, forming new seafloor. Black smokers or deep sea vents are an example of this kind of volcanic activity. Where the mid-oceanic ridge is above sea-level, volcanic islands are formed, for example, Iceland.

**CONVERGENT PLATE BOUNDARIES** Subduction zones are places where two plates, usually an oceanic plate and a continental plate, collide. In this case, the oceanic plate subducts, or submerges under the continental plate forming a deep ocean trench just offshore. Water released from the subducting plate lowers the melting temperature of the overlying mantle wedge, creating magma. This magma tends to be very viscous due to its high silica content, so often does not reach the surface and cools at depth. When it does reach the surface, a volcano is formed. Typical examples for this kind of volcano are Mount Etna and the volcanoes in the Pacific Ring of Fire.

**HOTSPOTS** "Hotspots" is the name given to volcanic provinces postulated to be formed by mantle plumes. These are postulated to comprise columns of hot material that rise from the core-mantle boundary. They are suggested to be hot, causing large-volume melting, and to be fixed in space. Because the tectonic plates move across them, each volcano becomes dormant after a while and a new volcano is then formed as the plate shifts over the postulated plume. The Hawaiian Islands have been suggested to have been formed in such a manner, as well as the Snake River Plain, with the Yellowstone Caldera being the part of the North American plate currently above the hot spot. This theory is currently under criticism, however.

## STRUCTURE OF A VOLCANO

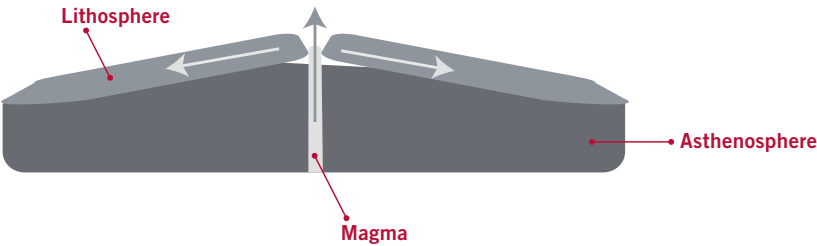
The most common perception of a volcano is of a conical mountain, spewing lava and poisonous gases from a crater at its summit. This describes just one of many types of volcano, and the features of volcanoes are much more complicated. The

VOLCANOES 101 5

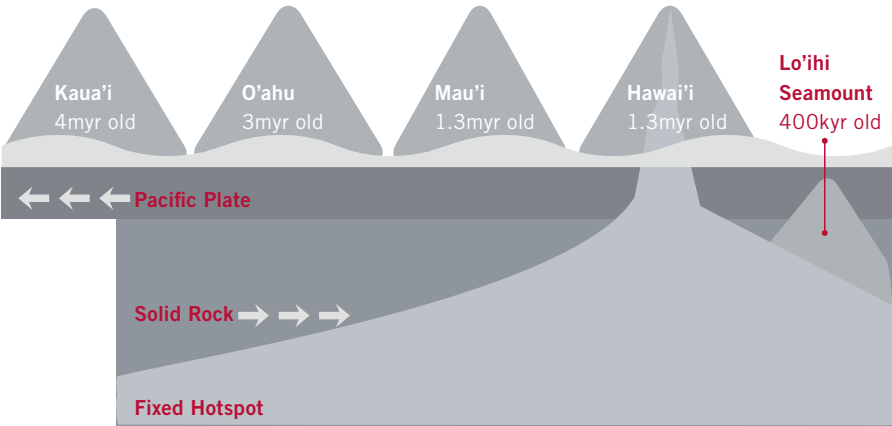




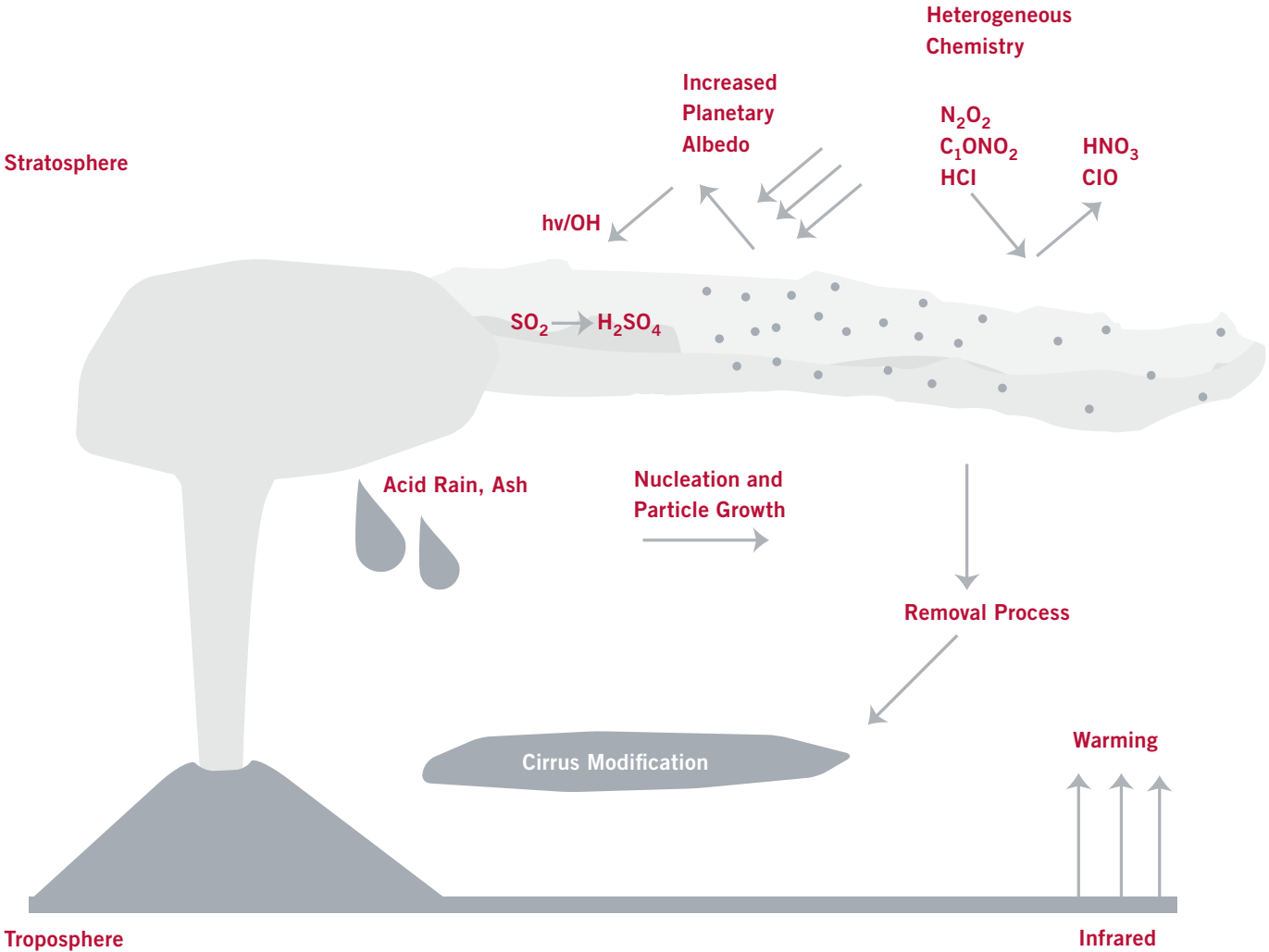
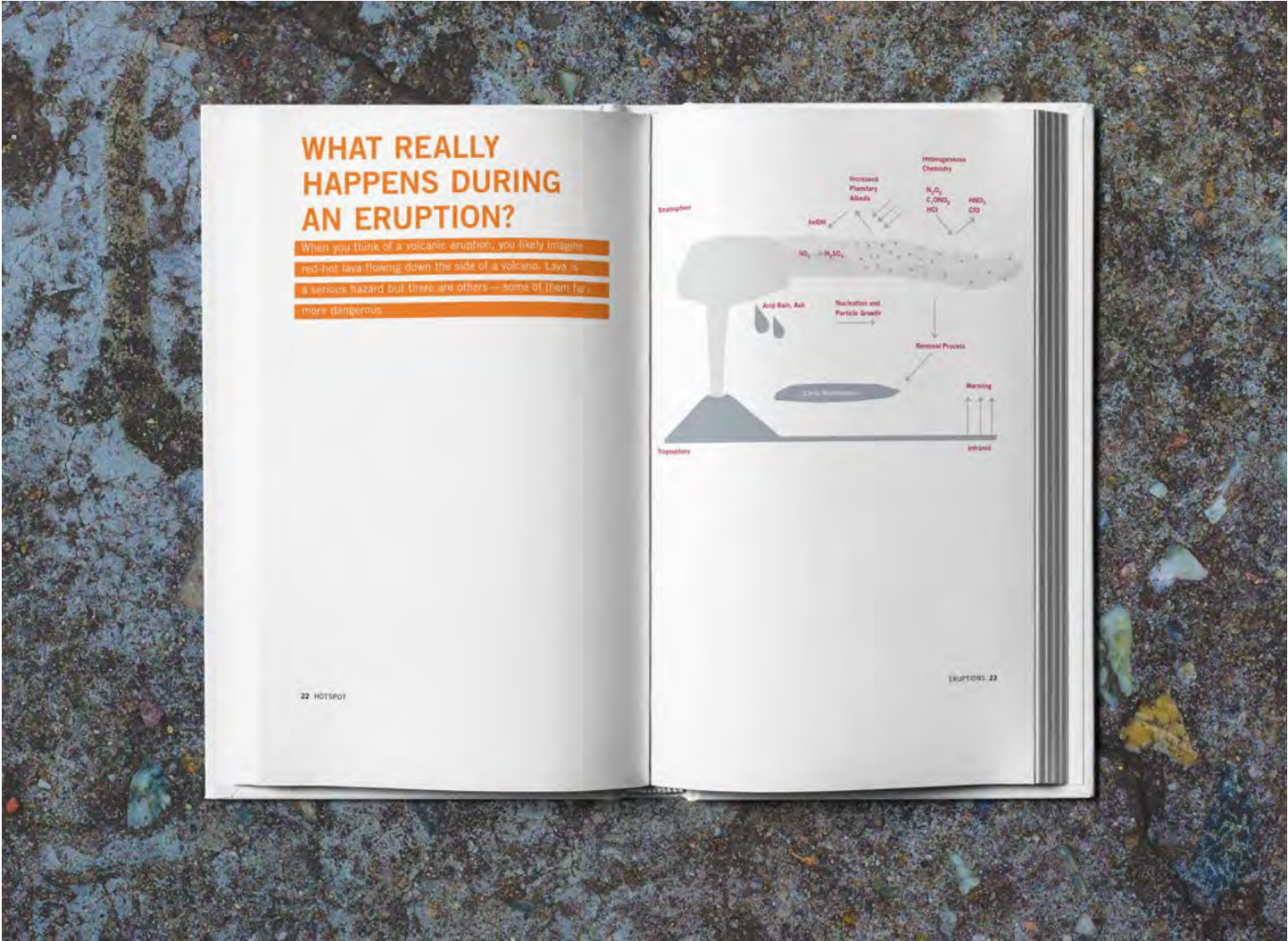
DIVERGENT PLATE BOUNDARY



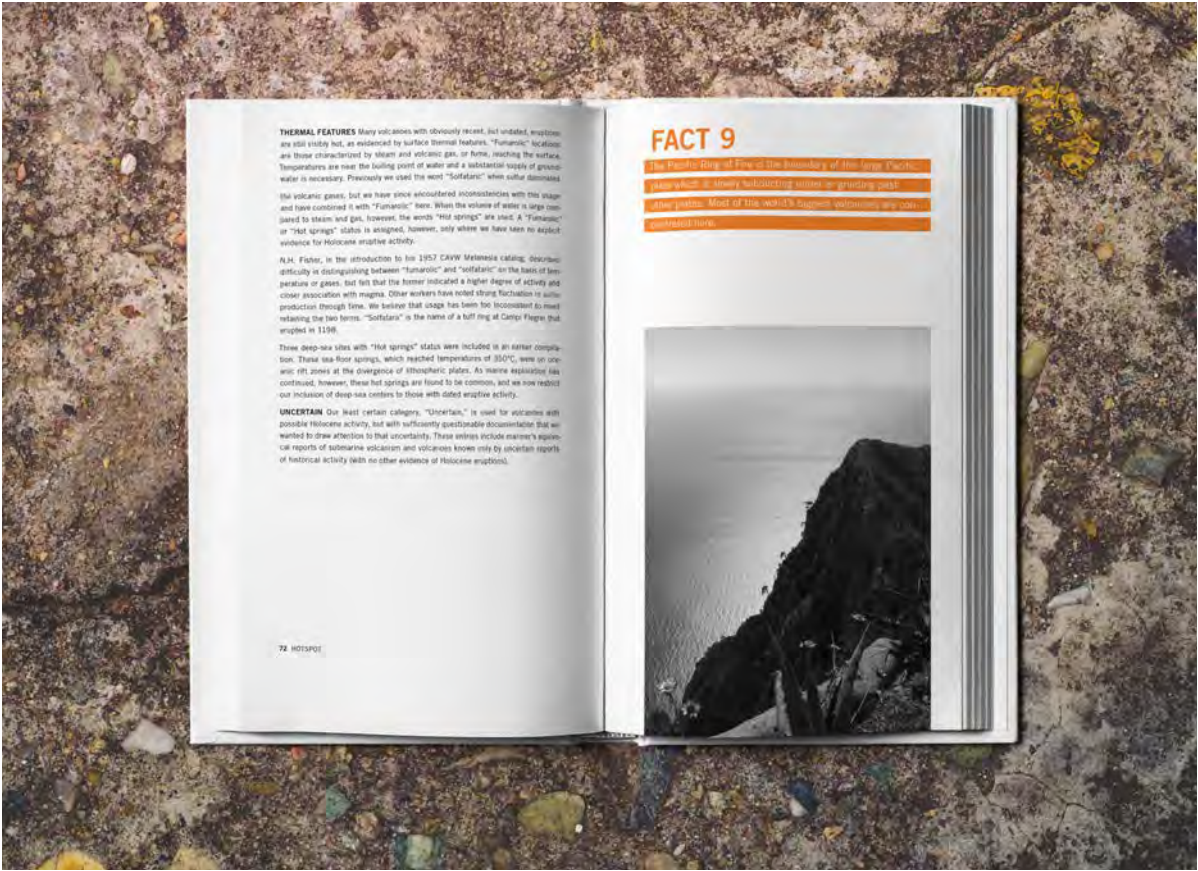
HOTSPOT  
Hawaiian Ridge Island Formation (5 most recent islands)













# INDEX

Active 10, 15, 71  
Alert System 65, 76  
Ash 3, 12, 25, 65, 76  
Andesite 6  
Atmosphere 19, 41  
Basalt 6, 19  
Boundaries 4, 11, 26  
Caldera 12, 16  
Compound 12  
Domes 12, 21  
Dormant 15  
Eruption 33, 45, 61, 72  
Europe 62  
Extinction 54, 61  
Fumaroles 31  
Gas 13, 19, 43, 65  
Hawai'i 61, 73  
Hotspots 5, 32  
Iceland 65, 72  
Indonesia 54, 66  
North America 25, 31  
Magma 4, 12, 19, 56  
Mid-Atlantic Ridge 5, 12, 21  
Mount Vesuvius 56  
Mount St. Helen 57  
Mud Volcanoes 33  
North America 25, 31  
Magma 4, 12, 19, 56  
Mid-Atlantic Ridge 5, 12, 21  
Morphology 32  
Mount Vesuvius 56  
Mount St. Helen 57  
Mud Volcanoes 33  
Plates 4, 16  
Pacific Ring of Fire 3, 15, 59, 74  
Pompeii 58  
Rhyolite 6  
Shield Volcano 12  
Stratovolcano 12



# Tiffany & Co. Annual Report

**Year of Completion**  
2011

**Categories or Disciplines**  
Book Design

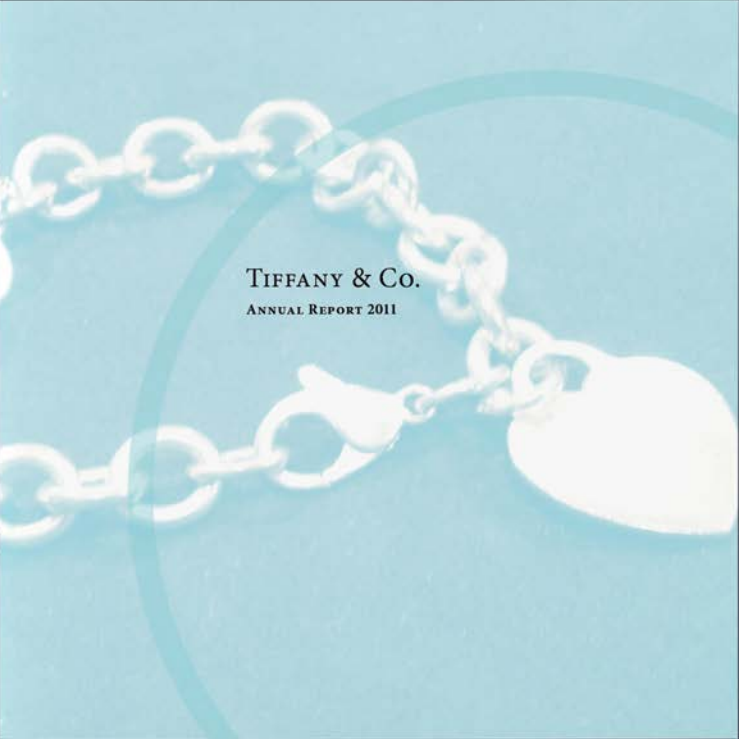
**Kind of Project**  
Book

**Project Description**  
Create an annual report  
design that promotes  
a company through its  
services and/or products.

## Approach

I selected Tiffany because I wanted to work with a strong brand that does well in the market. I also wanted to create a project that is sophisticated and simple.

The book is very simply designed to represent the timeless, classic, and sophisticated style of Tiffany. I used the The info-graphics are purposely circle shapes to represent the classic Tiffany diamond and their classic round style of jewelry. Pull quotes and minimally placed large type adds visual interest.



TIFFANY & Co.  
ANNUAL REPORT 2011

Letter from  
the Chairman

Executive Officers	Age	Position	Year Joined Tiffany
Michael J. Kowalski	58	Chairman of the Board	1983
James L. Quinn	58	President	1986
Beth O. Cameron	56	Executive Vice President	1987
Frederic Cammial	51	Executive Vice President	2011
James N. Fernandez	35	Executive Vice President	1983
Jon M. King	54	Executive Vice President	1990
Victoria Bergot-Gross	30	Senior Vice President	2003
Patricia H. Cloud	41	Senior Vice President	1994

MICHAEL J. KOWALSKI  
CHAIRMAN OF THE BOARD  
CHIEF EXECUTIVE OFFICER

Dear Stockholders:

We invite you to attend the Annual Meeting of Stockholders of Tiffany & Co. on Thursday, May 18, 2012 at 9:00 a.m. in the Cosmopolitan Ballroom of the Four Seasons Hotel, 37 East 57th Street, New York, NY.

In order to attend the meeting, please bring identification and proof of stock ownership. Stockholders owning their shares in "street name" (i.e., shares held in a brokerage account) must show either a brokerage statement or a proxy card indicating ownership as of the record date of March 22, 2012. Stockholders owning their shares in "registered" form with Tiffany's transfer agent must only provide identification.

Your participation in the affairs of TIFFANY & Co. is important. Therefore, whether or not you plan to attend the meeting, please vote your shares as soon as possible by completing and returning the enclosed proxy card, by calling the number listed on the card or by accessing the Internet site to vote electronically.

Our Company prospered in 2011, achieving sharply higher sales and earnings, more than half of those sales were made outside the U.S. - clearly demonstrating the power of a global expansion program that has provided a platform for robust and sustainable growth.

In last year's letter, I spoke about the macro-economic challenges facing us and the measures that management had taken to contain costs while continuing to pursue our global growth strategies. This year, I can speak to you with heightened optimism about the strength and resiliency of our business and the continuing belief that the future holds enormous opportunity for us.

You no doubt will recall the widespread speculation over the past two years concerning the favorable decline of luxury as part of a "new normal" in a post-recession world. Certainly some affluent customers, especially in the U.S., did reduce their purchases of higher quality items in 2011 as economic uncertainties and reduced asset values weighed heavily upon their consumption decisions. But as conditions improved and confidence returned, it soon became apparent that the appeal of Tiffany's extraordinary product range remained undiminished.

Sincerely,

*Michael J. Kowalski*

March 22, 2012

## Key Strategies

To selectively expand its global distribution without compromising the value of the TIFFANY & CO. trademark (the “Brand”).

Management employs a multi-channel distribution strategy. Management intends to expand distribution by adding stores in both new and existing markets, and by launching e-commerce websites in new markets. Management recognizes that over-saturation of any market could diminish the distinctive appeal of the Brand, but believes that there are a significant number of potential worldwide locations remaining that meet the requirements of the Brand.

To enhance customer awareness.

Management employs a multi-channel distribution strategy. Management intends to expand distribution by adding stores in both new and existing markets, and by launching e-commerce websites in new markets. Management recognizes that over-saturation of any market could diminish the distinctive appeal of the Brand, but believes that there are a significant number of potential worldwide locations remaining that meet the requirements of the Brand.

To increase productivity.

Over the years, the Company has opened smaller size stores (especially in the United States) which have contributed to higher store productivity. In addition, the Company is committed to growing sales per square foot by increasing consumer traffic and the conversion rate (the percentage of store visitors who make a purchase ) through targeted advertising, ongoing sales training and customer-focused initiatives.

To achieve improved operating margins.

Management’s long-term objective is to improve gross margin (gross profit as a percentage of net sales) through greater efficiencies in product sourcing, manufacturing and distribution. Management also intends to improve the ration of selling, general and administrative expenses to net sales by controlling expenses and enhancing productivity so that sales growth can generate a higher rate of earnings growth.





Merchandise Purchasing,  
Manufacturing and Raw Materials

The Company's share repurchase activity	2010	2009	2008
Cost of repurchases	\$40,586	\$467	\$218,378
Shares repurchased and retired	1,841	11	13,375
Average cost per share	\$43.83	\$44.72	\$40.63

The Company's manufacturing facilities produce approximately 60% of Tiffany merchandise sold. The balance, including almost all non-jewelry items, is purchased from third parties.

Tiffany produces jewelry and silver goods in New York, Rhode Island and Kentucky and silver hollowware in New Jersey. Other subsidiaries of the Company process cut and polish diamonds at facilities outside the U.S.

The Company may increase the percentage of internally-manufactured jewelry in the future, but it is not expected that Tiffany will ever manufacture all of its needs. Factors considered by management in its decision to outsource manufacturing include product quality, gross margin, access to or mastery of various jewelry-making skills and technology, support for alternative capacity and the cost of capital investments.

**Purchases of Polished Gemstones and Precious Metals.** Gemstones and precious metals used in making Tiffany's jewelry are purchased from a variety of sources. Most purchases are from suppliers with which Tiffany enjoys long-standing relationships.

The Company generally enters into purchase orders for fixed quantities with nearly all of its polished gemstone and precious metals vendors. These relationships may be terminated at any time by the Company without penalty; such termination would not discharge the Company's obligations under unfulfilled purchase orders placed prior to the termination.



Net Sales  
2008, 2009, 2010



Changes

2009 vs. 2008  
(11)%  
2010 vs. 2009  
12%

%



# Mike Nichols Film Festival

**Year of Completion**  
2014

**Categories or Disciplines**  
Identity, Print, Web

**Kind of Project**  
Branding and Identity

**Project Description**  
Create a film festival brand  
identity for Mike Nichols.

## Approach

I quickly grew fascinated by the breadth of Mike Nichols' work. This project was completed exactly sixty years after he joined the Compass Players at University of Chicago, where it all started. This film festival pays homage to his journey through film, and his film's journey through the audiences who have adored them throughout the years.

The mood and meaning behind his films are represented in the festival collateral. I named the film festival *Hoodwinked* because many of his films revolve around this theme. This theme was also the inspiration for the overlapping letters in the *Hoodwinked* logo.

