



Entrusted DESIGN

Process Book

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Professor Eans

ARTS352

Fall 2025

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Entrusted Design is not a current company, but Lord willing, I would love to develop this into my future small business and branding. Entrusted Design will hopefully be my freelance graphic design small business. For some background information, since I was seventeen, I've paid for my own domain and kept up my own blog/design portfolio. This website and brand name were what I originally thought I wanted to expand upon for the next eight weeks, but the name Hadassah Art and Horses is rather long, and the horse training part is no longer applicable. So, all week my mom and I have talked it through and prayed about this, and after spending time with the Lord in His Word, I felt He laid the idea of being entrusted on my heart. In 1 Timothy chapter 1, Paul is reminding Timothy of holding fast to the Good News of Jesus. Paul talks about this stewardship, entrustment, and appointment by God for sharing the gospel. 1 Timothy 1:11 stood out, where Paul says,

“...In accordance with the gospel of the glory of the blessed God with which I have been entrusted.”

(1 Timothy 1:11 English Standard Version).*

It is God who gives stewardship of His Good News (1 Timothy 1:4). It is God who entrusts us with the gospel (1 Tim 1:11). And it is God who appoints us to His service by His mercy (1 Timothy 1:12-13). Just as we are entrusted with the Good News, God has also entrusted us with talents and gifts to use for His glory and to bless others. Just as we are entrusted with the gospel and tools to share the Good News, as a graphic designer, the client's design needs have been entrusted to carry out with excellence. Entrusted Design is a freelance graphic design company that seeks to serve and bless others with designs that come from a heart of surrendering art passion to the Lord for His Kingdom. Practical aspects of my company will be a freelance design service where clients can work side by side to gain the design they are looking for and need to bring excellence to their own companies. Whether for an individual or corporation, I hope to offer design assistance that blesses others and brings Jesus glory.

*English Standard Version, Bible Gateway. <https://www.biblegateway.com/passage/?search=1%20Timothy%201%3A11&version=ESV>. Accessed 1 November 2025.



Target Audience

The target audience for my company would hopefully be companies, individual clients, or small businesses that need a freelance designer. I currently work at a small lavender gift shop, and it is such a blessing to work for a small business. Small businesses take time to get to know their customers and are part of the community. As my brand will be a small business, I desire to partner with other small businesses and ministries to design for my community.

Brand Mission & Vision

Entrusted Design strives to hold fast and carry out the client needs that have been entrusted to my business, seeking first and foremost to partner with Jesus in ministries and areas He wants me to design with, and to bring excellence to every project. 1 Timothy 1:11 is the inspiration of the brand vision, and the mission is to design diligently with excellence to bless customers with beautiful designs.

Competitors

The design market is rather competitive, and these days you can be hired from all over the world with the digital age of working. Some local design competitions are Inside Out Solutions, Fruition Designs, Electric Pen Seattle Graphic Design, etc., not to mention design businesses around the world. The unique trust with clients and the goal of excellence will hopefully help my company's service stand out amidst the many other similar companies.

Organization Objectives

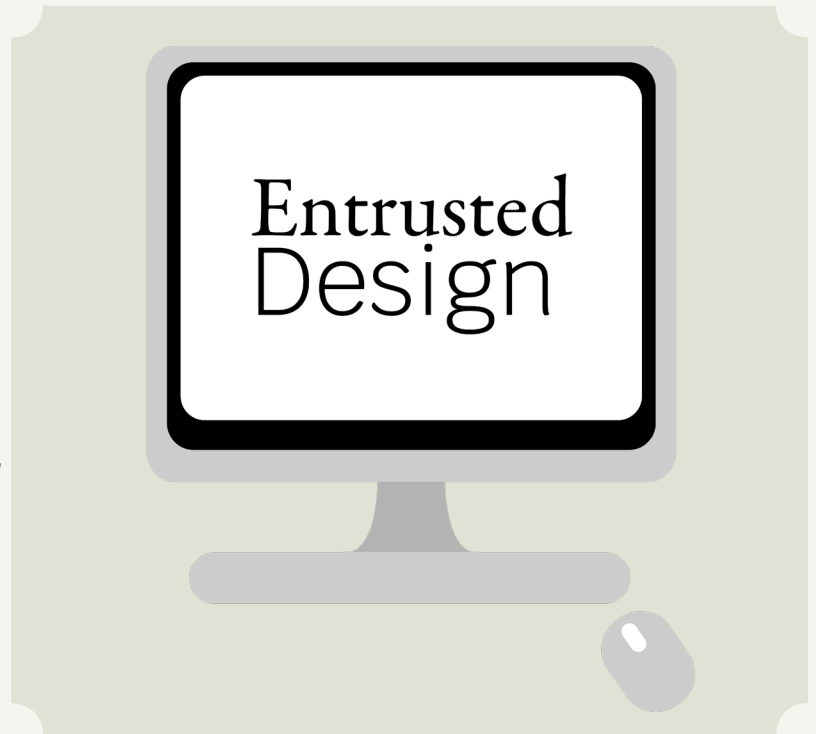
The organization's Objectives are to first and foremost, use design to bring God glory and to bless others. The heart is to create designs with excellence and diligence, remember that this company has been entrusted with the graphic design needs of companies. A goal is to grow as a designer and as a business, and reach and exceed what clients are looking for when establishing their own branding.

Compelling Offerings

As a freelance company, there will hopefully be a variety of experiences in designing to offer future clients. Skillsets in other areas (like photography, drawing, and crafting) will hopefully create more opportunities for clients to use the pictures taken by the designer. Custom projects, attentive customer service, and looking to meet the design and art needs of clients will set this business apart.

Supporting Data

Small businesses are good for the economy and the American dream. Chandler Baxter, in the article, “New Advocacy Report Shows the Number of Small Businesses in the U.S. Exceeds 36 million,” explains that small businesses in the U.S from March 2023 to 2024 created 9 out of every 10 new jobs, and they accelerate the American economy (Baxter). There are roughly 36.2 million small businesses in the United States, and 46 percent of private sector employment (Baxter). Small businesses are a great way to participate in the community, and they often offer better customer service and one on one with customers than major corporations. Freelance design offers different experiences and can partner with the client to get what they are looking for. Having a small business allows us to connect with clients and reach and hopefully exceed their design goals to enhance branding. Entrusted Design will seek to bless others with design and boost small business design for clarity and strong branding.



Touchpoint Mediums

The touch points for my company will be a logo/business cards, a website mock up, app mock up, social media post mock up, print brochure, and mock up merchandise.



Baxter, Chandler. “New Advocacy Report Shows the Number of Small Businesses in the U.S. Exceeds 36 Million.” U.S. Small Business Administration Office of Advocacy, 30 June 2025. <https://advocacy.sba.gov/2025/06/30/new-advocacy-report-shows-the-number-of-small-businesses-in-the-u-s-exceeds-36-million/#:~:text=On%20Jun%230%2C%202025,chain%20resiliency%20across%20the%20country>. Accessed 31 October 2025.

Project Timeline and Budget

The project timeline is for the next six weeks, roughly. By December 12th, 2025, the project will be complete. For budgeting, the domain is \$90 a year, \$30 to \$50 for only 50 business cards. Or from U Print \$50 for front and back printing. Also factoring in merch budget \$300. For printing fliers and pamphlets, U print gives you 5,000 fliers for \$123. A business license opening fee \$50 in Washington state, and a Square processor 3.3 % fee. Our budget of willingness for this is \$1,500 for some breathing room starting out.

Brand Development: November 3rd

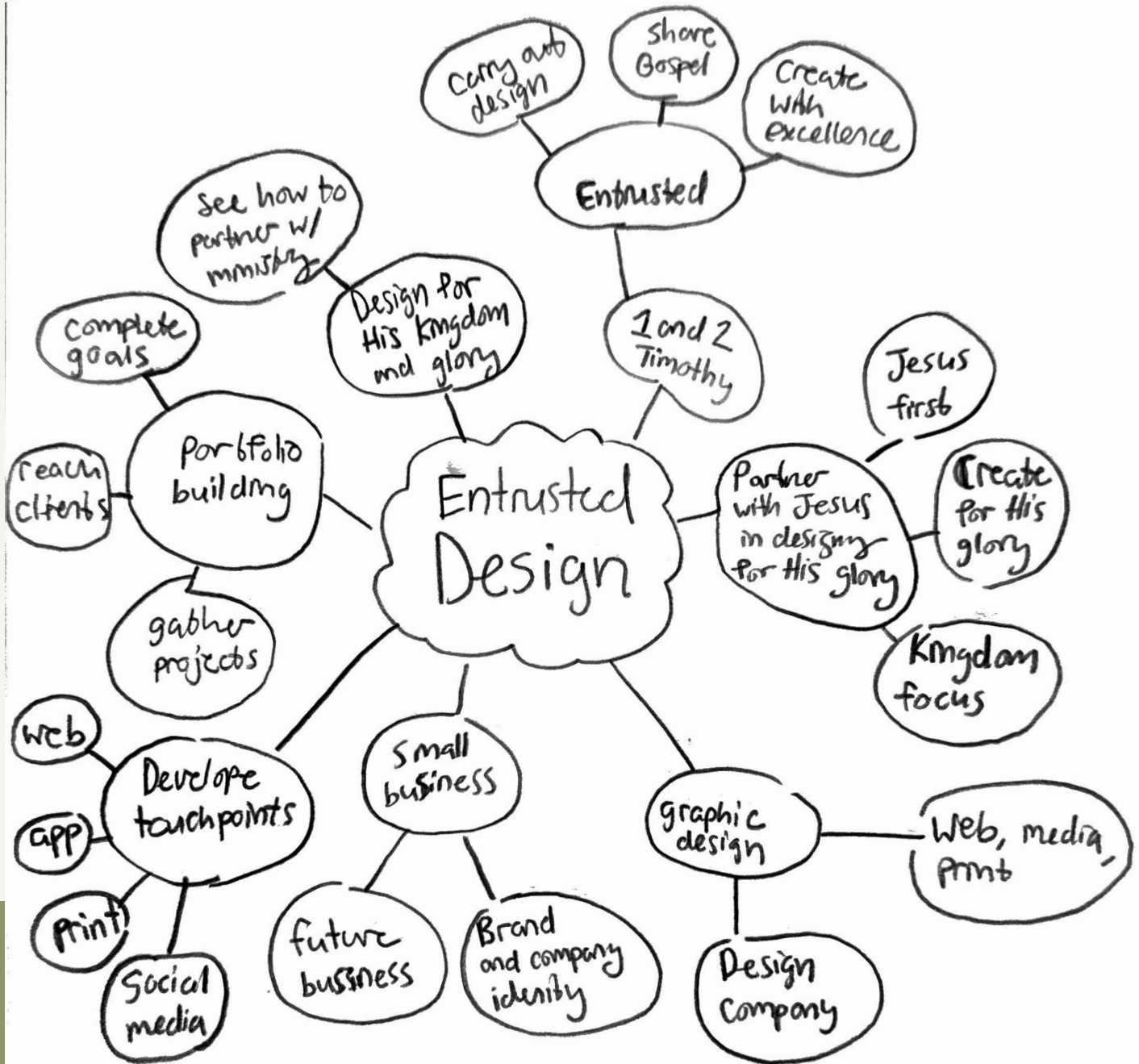
Brand Brainstorming: November 17th

Digital Developments: December 1st

Design Final: December 12th

Total Budget: \$1,500

Mind Mapping



Force Connections

- The Way of Art
- Hadassah Art Heart
- An Art Offering
- Art Heart
- The Art Follower
- One Way Art
- Faith and Art
- Art of the Faithful
- Art Call
- Art Calling
- Art for One
- Art for Him
- The Way of Design
- One Way Design
- Faith and Design
- Design Calling
- Design for One
- Design for Him
- Design of the Faithful
- Design Call
- Entrusted Design

Connecting
and fusing
the service
and mission
in the
branding.

Word Association

Key Words from 2 Timothy 1:1-14

Entrusted
Endure
According to the
promise of life
Remember
Remind
Unashamed
Convinced
Hold on to
Good deposit
Charge
Commission
Empower
Trust

Commit
Confide
Assign
Invest
Bestowed
Appointed
Ordained

Design Word Association

Design
Create
Art
Blueprint
Plan
Represent
Organize
Configure
Outline

Form
Layout
Drawing
Idea
Way
Project

Word Association Pairing

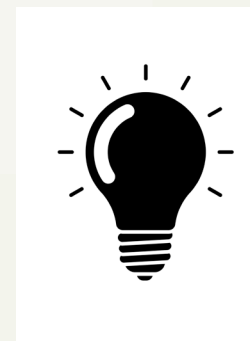
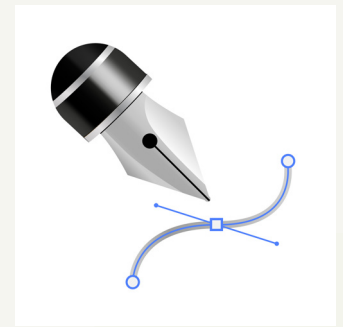
Remember the Plan
Assigned Project
Charged Plan
Bestowed Blueprint
Committed Creating
Appointed Idea
Commissioned Layout
Convinced Design

“But I am not ashamed, for I know whom I have believed, and I am convinced that He is able to guard until that day what has been **entrusted** to me. Follow the pattern of the sound words that you have heard from me, in the faith and love that are in Christ Jesus. By the Holy Spirit who dwells within us, guard the good deposit **entrusted** to you.”

2 Timothy 1:12-14 ESV

What if...

- A Pen tool was inside a lightbulb
- A cross is inside the letters E and D
- A pen tool replaces a letter
- Or a Lightbulb replacing a letter
- Bezier curves attached to a lightbulb top
- Paintbrush with digital pixels coming from it
- 2 Timothy 1:12 hidden in logo
- Cross in between Entrusted and Design
- Pen tool creating a “D”
- Merged “E” and “D”
- Lightbulb inside a pen tool
- Letter t turned into a cross
- Finger print instead of a letter
- Watercolor brush turned pixels
- Cross on a hill on a word
- Computer mouse hand holding a paintbrush
- An original pen tool creating a bezier curve.

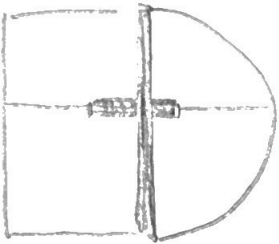



1. entrusted
DESIGN

2. Entrusted
DESIGN
2 Tim 1:14

3. ✱ Entrusted
DESIGN

4. entrusted
DESIGN

5. ✱ 

6. 

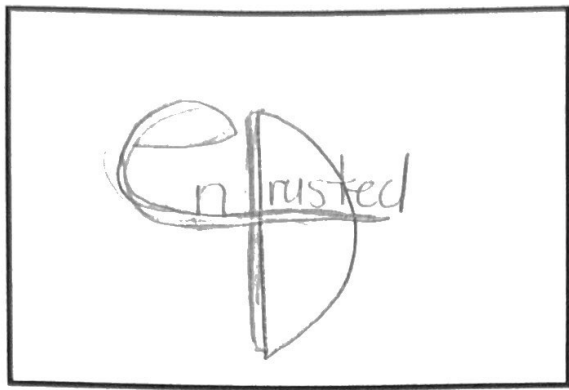
7. Entrusted
Design

8. Entrusted
Design

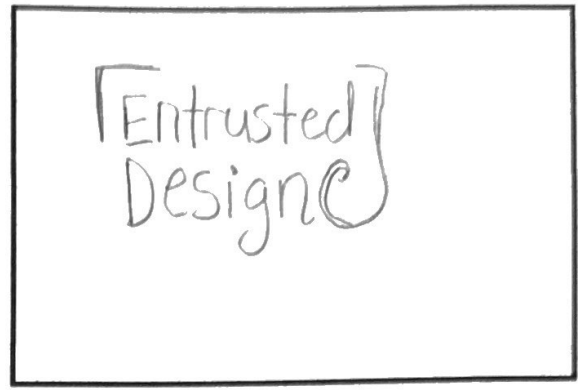
9. + Entrusted
DESIGN

10. E |
D

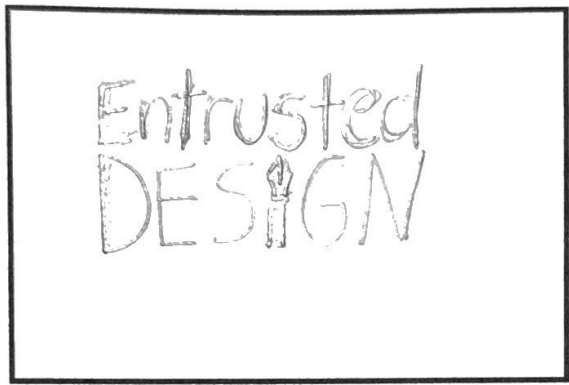
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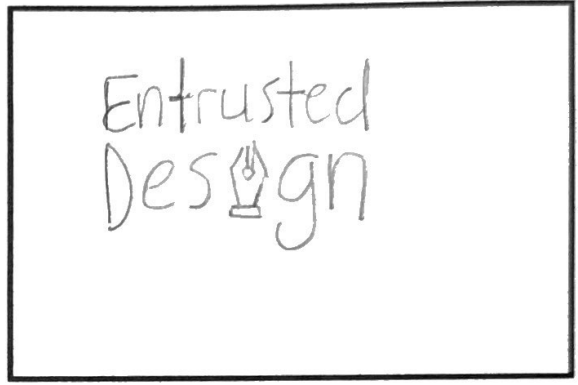
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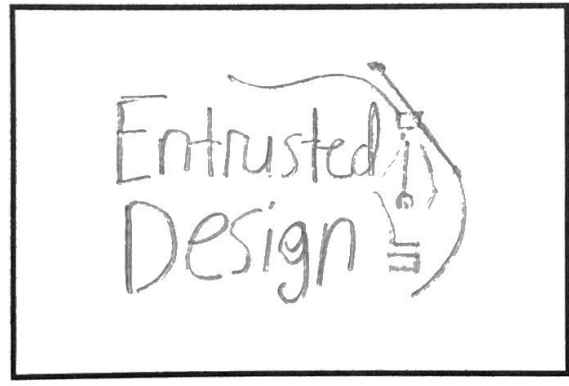
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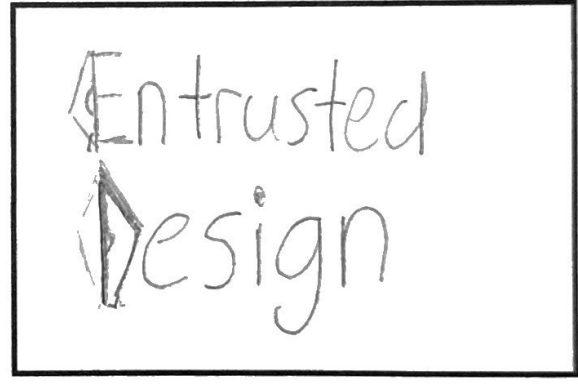
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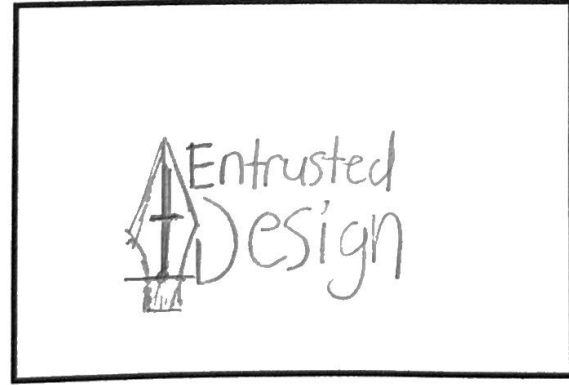
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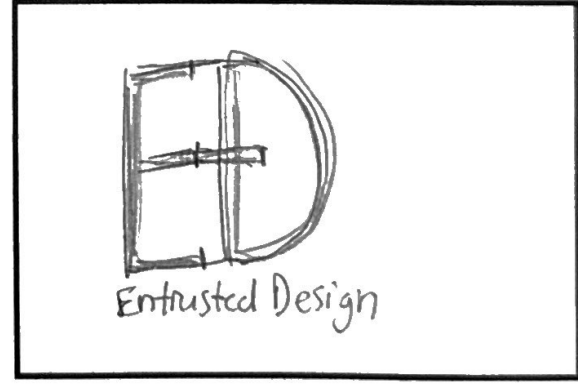
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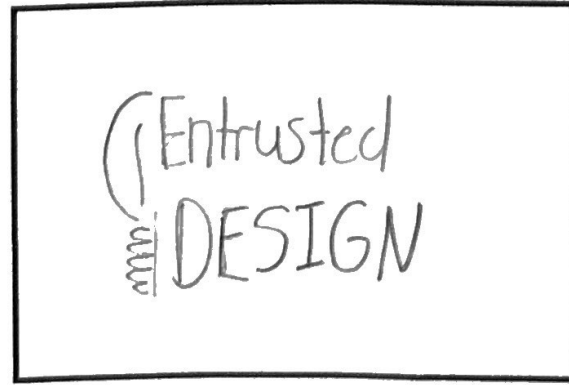
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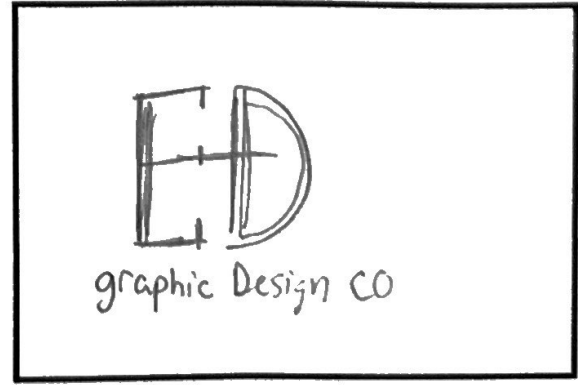
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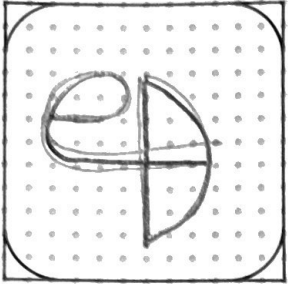
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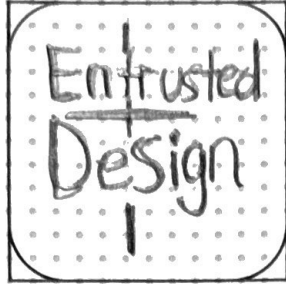
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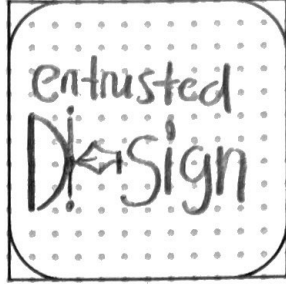
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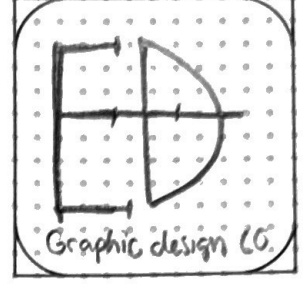
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23.



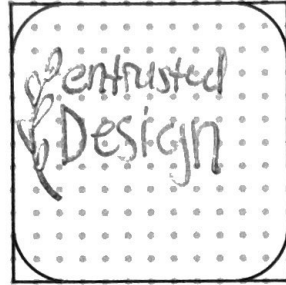
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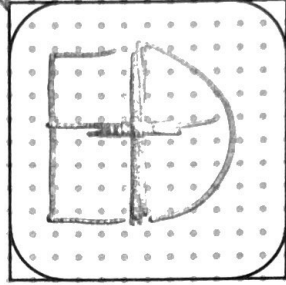
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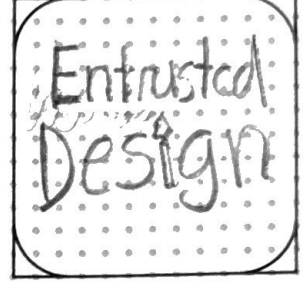
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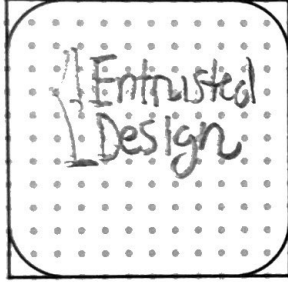
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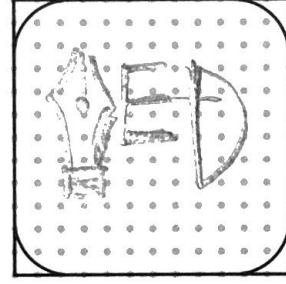
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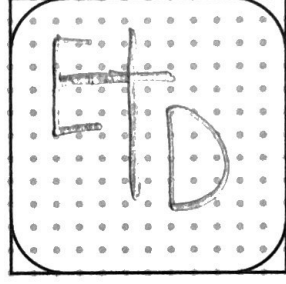
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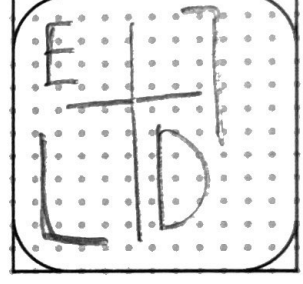
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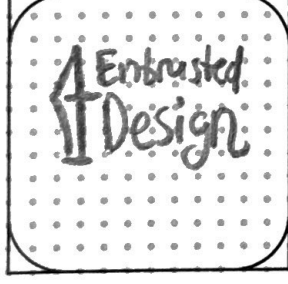
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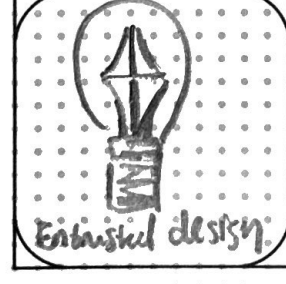
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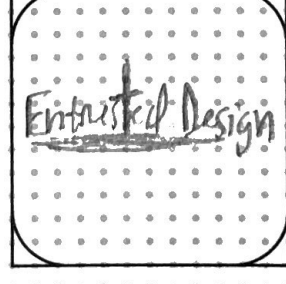
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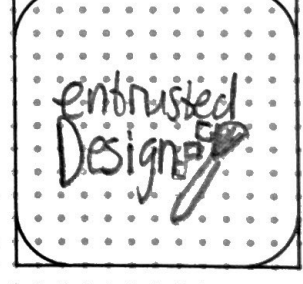
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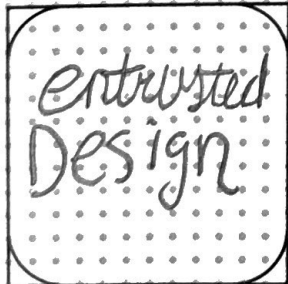
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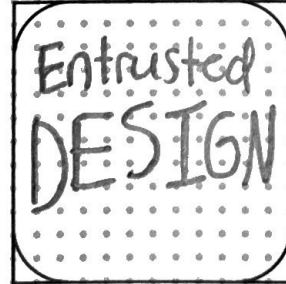
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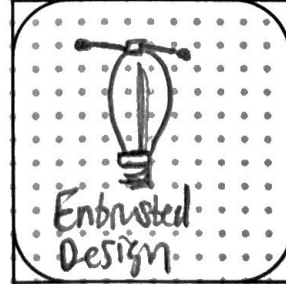
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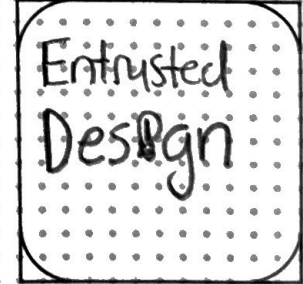
38.



39.



40.



Project:

Date:

Typography Tests

Garamond
Krub

Entrusted
DESIGN

Baskerville
Basic Sans

Entrusted
Design

Times
DAZZLE

Entrusted
DESIGN

Warbler Deck
Acumin

Entrusted
Design

*Above the
beyond*

Kohinoor

Entrusted
Design

Favorites

Out of the following typefaces, my favorites are Garamond paired with Krub. I like this combination because of the short, tight feel the serif typeface has on top, and the loose spacious feel that Krub has for the word "Design." I also have some ideas of changing the letter forms in the logo design process, and there is working room with both typefaces to manipulate and create. I am currently deciding between all caps on design, or normal caps for the project.

Entrusted
Design

Or

entrusted
DESIGN

Color Pallet to Explore



#EFF0DE

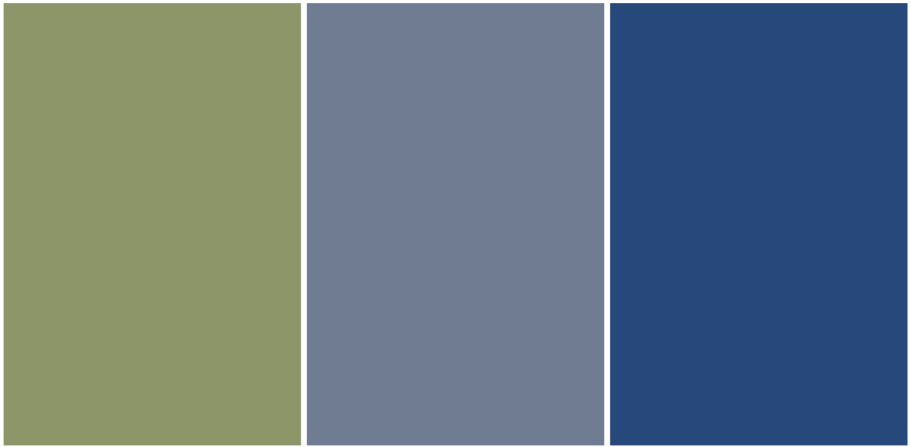
RGB 239, 240, 222

#A88253

RGB 168, 130, 83

#ABA466

RGB 171, 164, 102



#8D9668

RGB 141, 150, 104

#707C91

RGB 112, 124, 145

#26487A

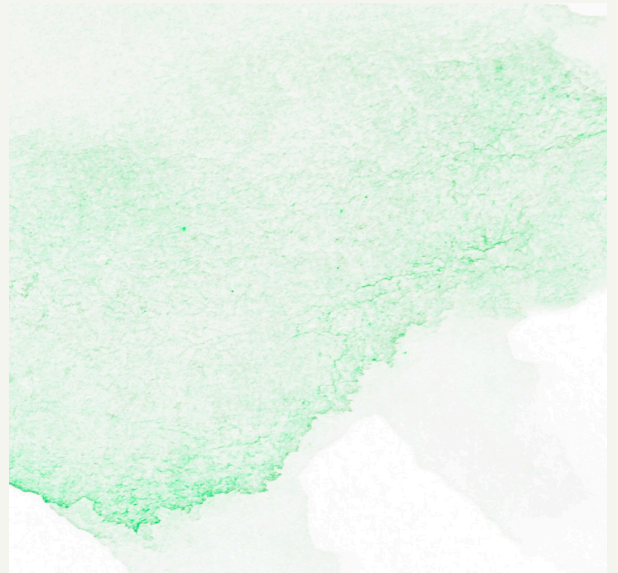
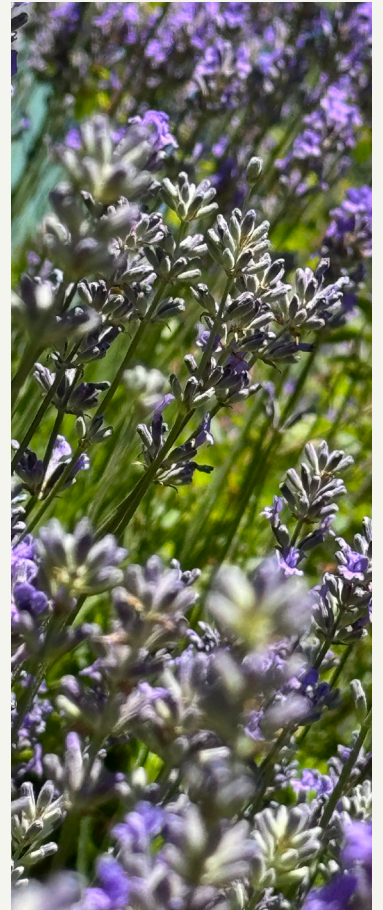
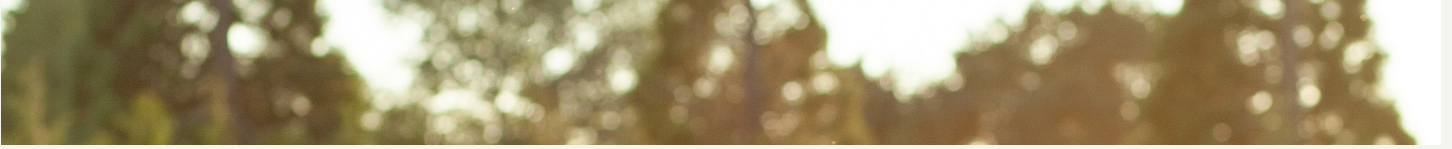
RGB 38, 72, 122

Color Choices Explained

This image is a photo taken that I've used for bios and profile pictures. I love the color tone and calm, organic color mood the image has. It also pairs nicely for any digital works to have a bio picture that matches the logo color scheme.



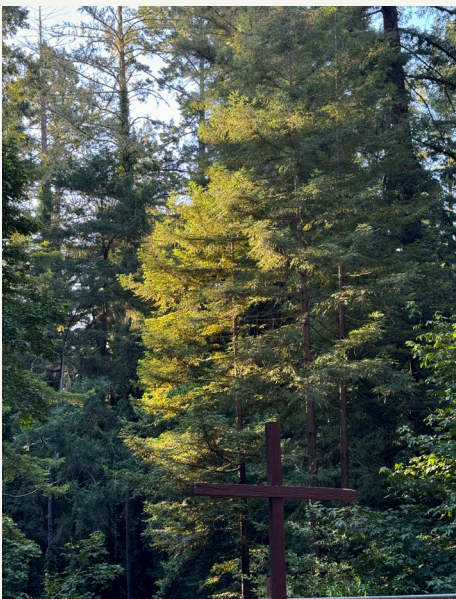
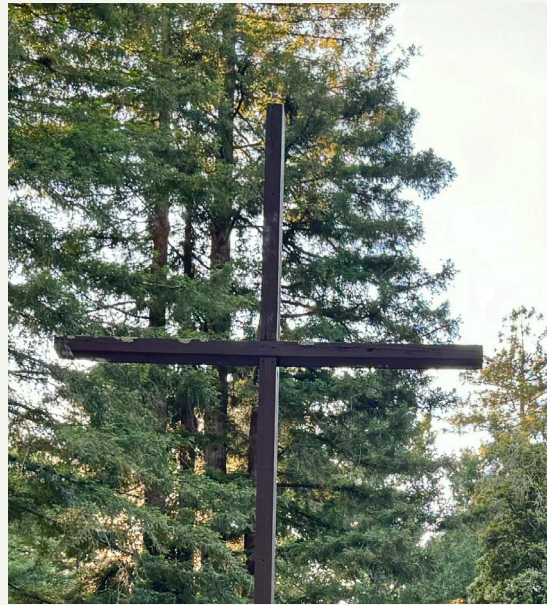
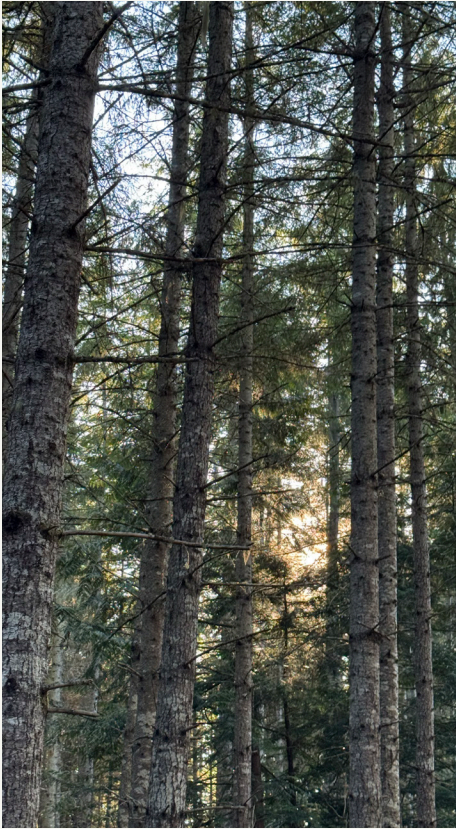
Potential Textures to Use in the Project



This was my original brand and logo for my portfolio. I hope to switch out with Entrusted Design when it is complete.

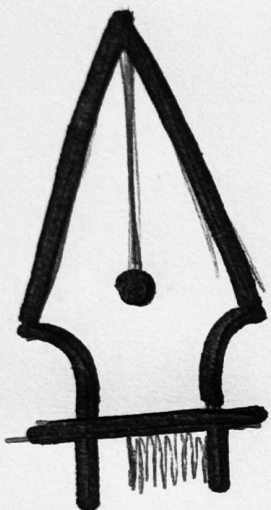
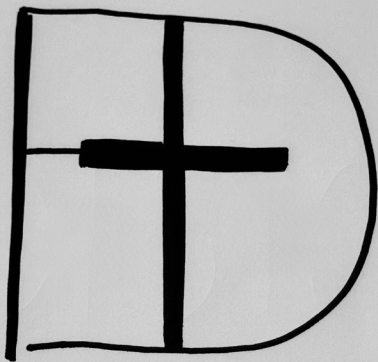
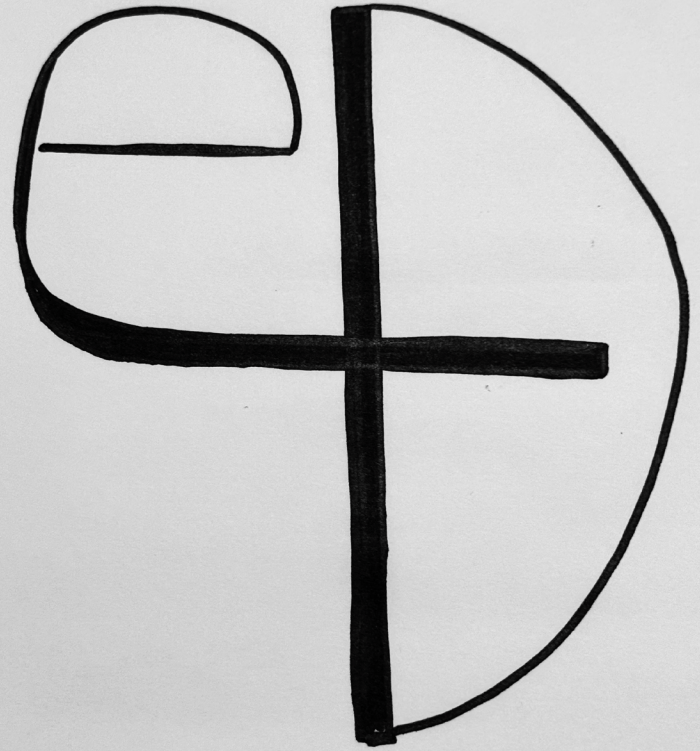


Image Inspiration



Sketches for Digital Development

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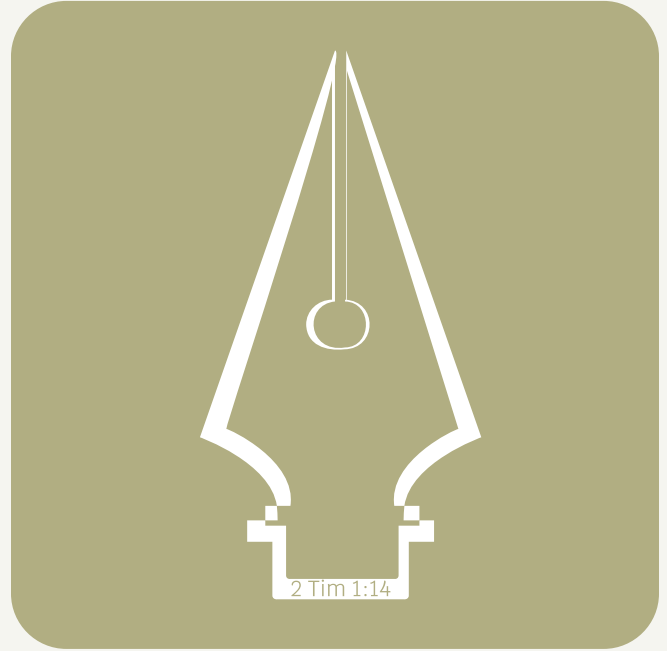


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Digital Development



This digital comp shows a sans serif font overlapping to create a cross in the middle of the design. I like this design because of the rounded smooth feel. A downside is it is not super visually engaging.



I love the icon of a pen tool, and how it relates to Graphic Design. As a Graphic Design company, the pen tool is a clear icon of that. A downside is that the pen tool does not relate to the idea of entrusted.



The darker green is a better color against the white. I played a lot with where the cross should connect the two words. This variation is probably my favorite.



This logo is simple but aesthetic. Just like the first development, it is the letters E and D combined to create a cross. I like the serif typeface better because it conveys trust and a sense of classiness.

Digital Development



This variation attempted to combine the cross, words, and pen tool. I like all the elements, but combining them is visually overwhelming.



I like how the cross replaces the t and the e to create a cross, but the alignment is visually confusing.



These two are my favorite variations of the digital development. I like how they are clean, consistent, and will work well together for stationary and web design. The logos are simple, yet tie into the heart and soul of the company. Both have a cross inside to tie the words together. The typeface is consistent between the two, and the alignment is corrected.

Color Variations & Test

Entrusted
DESIGN

Entrusted
DESIGN

Entrusted
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Entrusted
DESIGN

Entrusted
DESIGN

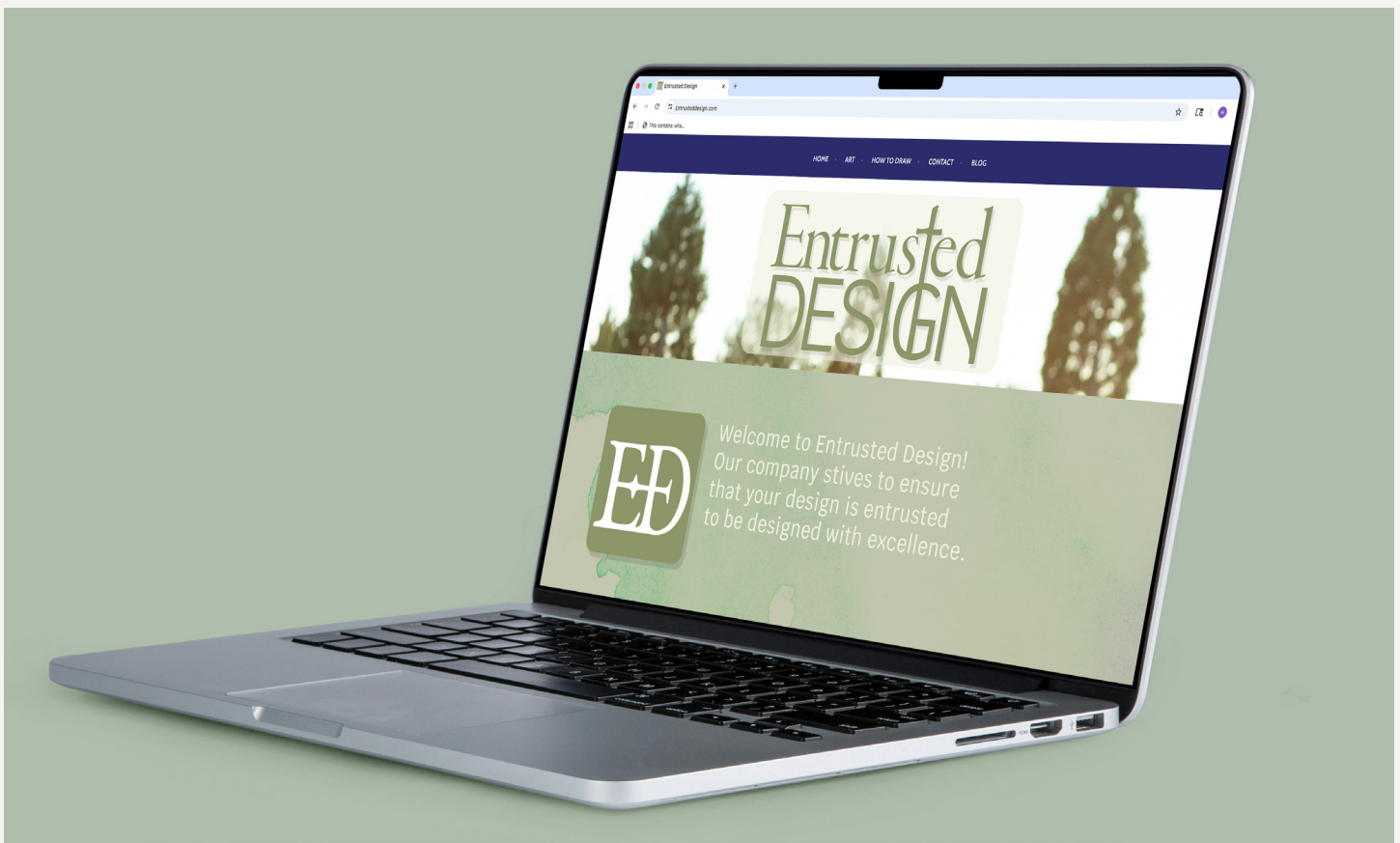
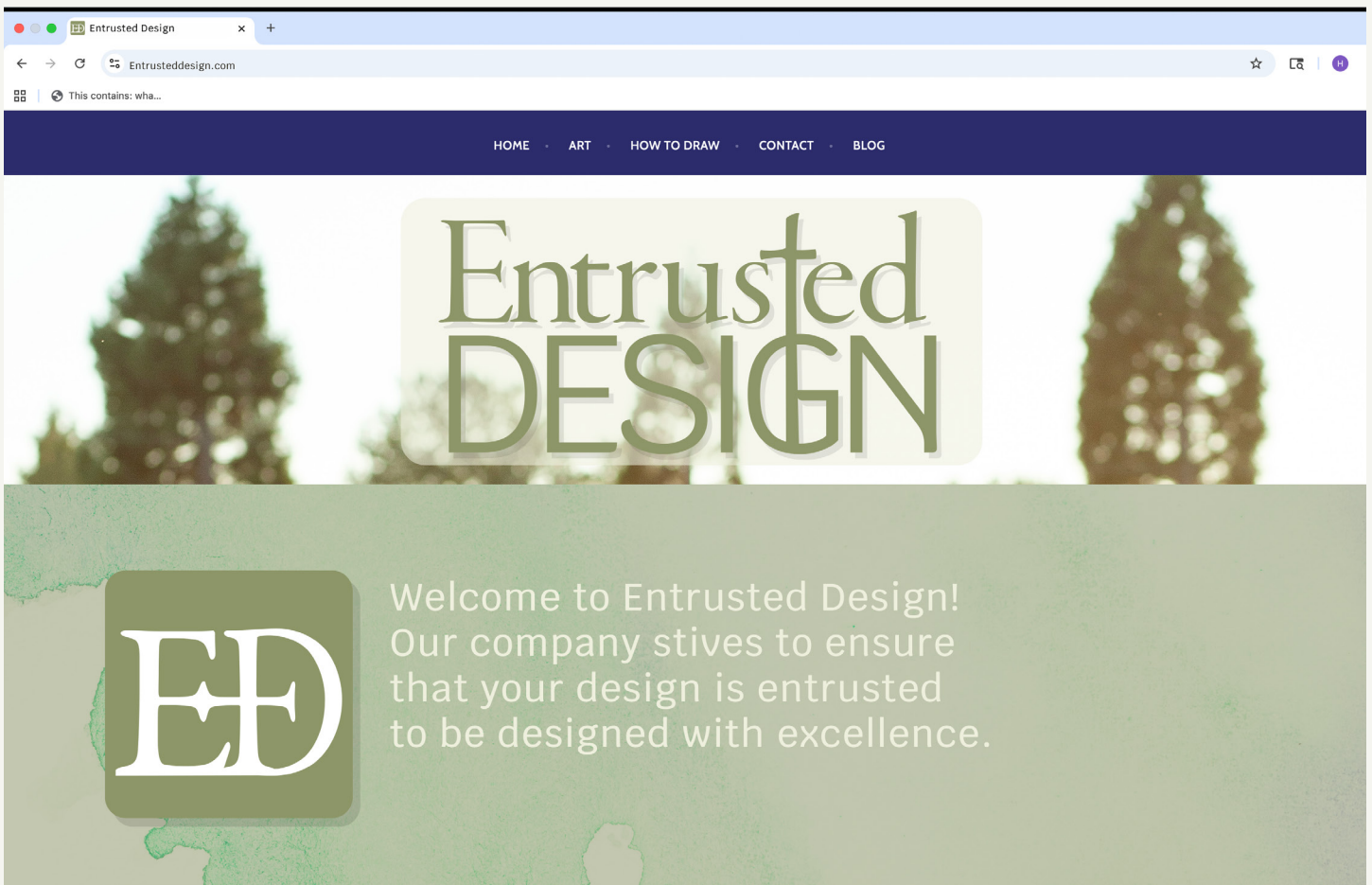


Mock-ups



Touch Point 1:

For this mock-up, the touchpoint displayed is of a smart phone app. The app will consist of the minimal Entrusted Design logo with the serif typeface. I chose this design for the app design because of its simplicity and ability to fit into a rounded square. I love the darker green color to make the app stand out from the typical applications people will have on their smartphones. The green is a dark enough shade that it will not get confused with any of Apple's Messages or Phone applications. The cross formed between the E and the D is my favorite part of this logo design.



Touchpoint 2: Website Touchpoint

For this touchpoint, the company website is displayed, both in the webpage and on a mock-up. This is the welcome home page of the website, which utilizes both the full and shortened logos.

Entrusted
DESIGN

ED

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Freelance Graphic Design Company

Touchpoint 3: Business Card Mock-up:

This touchpoint shows the logo used as a business card mark. The main logo with the full name goes on the front, and the initials creating a cross go on the back with the information. The colors and typefaces tie the front and back of the card together. The information is laid out in the hierarchy of importance, and the company tagline is at the bottom of the card to explain the company big idea. I hope to one day print this card, and for now have displayed it as a mock-up for visual reference.

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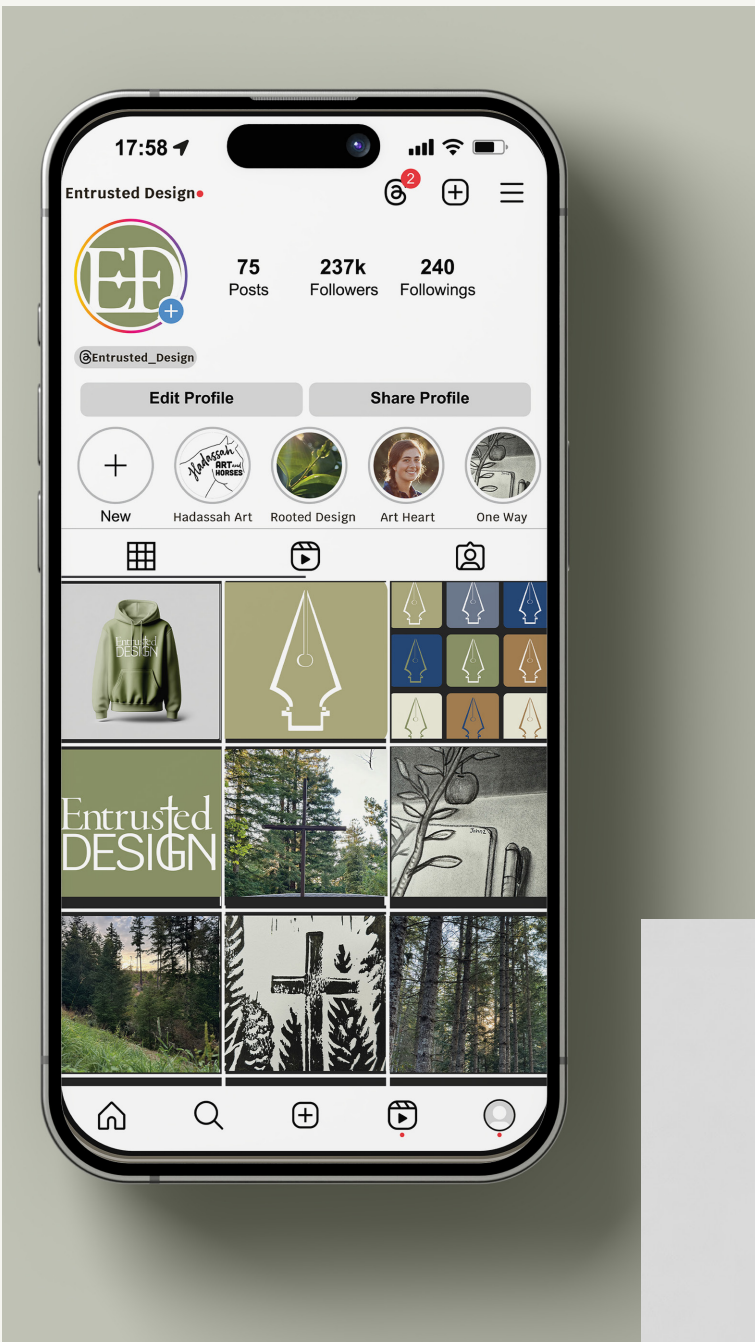
ED

Hadassah Henry
541.751.3127
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Entrusteddesign@gmail.com

Freelance Graphic Design Company

Touchpoint 5: Merchandise

For this touchpoint, the logo will be designed on hoodies and other merchandise. The main logo will be the primary one used for merchandise, but for hats or key chains I will probably use the initials logo. The hoodie will also be displayed on the social media page to help for advertisement in the future. Green is a primary color for the merchandise, but other colors will potentially be tested for clothing items and other products.



Touchpoint 4: Social Media Mock-up

This touchpoint is of the social media page I'd like to have for my company. The main icon is going to be the shortened logo, and the stories will be of design projects for portfolio building.





Touchpoint 6: Brochure Design

This touchpoint is of a brochure design showcasing the business services and heart. The top left brochure is the back of the pamphlet, and the bottom right brochure is the inside showcasing the goods and services of the company.



Observations

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Observations

Entrusted Design has grown from the concept heart, brainstorming, concept studies, design studies, and digital developments to an almost completed piece.

Entrusted Design is a graphic design company with the inspiration of 1 and 2 Timothy, specifically 2 Timothy 1:14. "Follow the pattern of the sound words that you have heard from me, in the faith and love that are in Christ Jesus. By the Holy Spirit who dwells within us, guard the good deposit entrusted to you." (2 Timothy 1:13-14 English Standard Version). As followers of Jesus, we are to share the gospel, the Good News about Jesus dying in our place on the cross and rising to life so we can have eternal life in Him! Our God loves us so much that He gave Himself to die in our place so we could have right standing with God by being covered in Jesus' blood on the cross. In our redemption in Christ, our God has entrusted us to carry this Good News and to share it with others. Paul says earlier in his letter, "But I am not ashamed, for I know whom I have believed, and I am convinced that He is able to guard until that day what has been entrusted to me." (2 Timothy 1:12 ESV). The heartbeat behind Entrusted Design is remembering first and foremost the mission that has been entrusted to us of sharing the Gospel. Just like we have been entrusted with the Good News, as a designer, I want clients to know that they can entrust their design needs to my business. I desire clients to know that they will be met with one hundred percent effort and a heart to bring excellence with every design. To carry this goal out in my brand, there had to be intensive brainstorming first.

The design process started with brainstorming to stimulate the concept. While going through 1 and 2 Timothy, I felt the Lord lay on my heart the idea of being entrusted. Becoming a graphic designer is a dream job, and I wanted the assignment to help with a potential future business. Once the concept was down, brainstorming and trying out different names, concepts, and word associations were crucial to the process. A mind map was drawn, and force connections were created to find the best possible name and concept. The what-ifs got a little wild, but helped to develop the idea of a cross inside the letter's "E" and "D." Mind mapping and brainstorming all played into the next step of concept studies.

The concept studies were crucial for the development of the design. I sketched out twenty thumbnails in rectangle storyboards and twenty in a perfect square to practice different negative spaces around my design. The square designs helped in the digital process to develop touchpoints like a smartphone app. Through the processes, I envisioned a certain shade of green, but it was fun to pick that green using a profile picture and the Adobe Color palette generator. I also knew that I wanted to pair a serif with a sans serif and was really excited to discover the typeface Krub to pair with my favorite Garamond Premier Pro. Finding textures and inspiration images helped with both the design and mockup process to have all my photos gathered in one spot. The textures will hopefully play into the final week of development as I seal my brand and logo. After working on the design studies, it was time to create stronger sketches to import into Adobe Illustrator for computer comps.

The digital development studies were my favorite part of the process, seeing the idea come to life. I used a rough sketch in Illustrator to help navigate my type and pen tool. After typing out my logo, I outlined it with a path to make the vector scalable to any size. After creating roughly six samples, I tried out different color combinations on the logo to see what worked best. After picking my favorite designs and color schemes, I applied the logos to mockups of my touch-points. This was another one of my favorite parts of the design process, and it helped to see what colors needed changing in real-world settings and if the logo needed to be adjusted.

The design is now at the state before feedback and final adjustments. The design has grown from brainstorming, concept studies, design studies, and digital development. I am excited to gather feedback and create a strong solution for the final piece. This project was a blessing and stretched me as a designer. It was a fun journey of trusting in the Lord for His grace with time and His gift of an idea for this project. I am excited to see how He uses Entrusted Design in the future, and it was a blessing to learn and grow in this course.

Work Cited

English Standard Version, Bible Gateway. <https://www.biblegateway.com/passage/?search=2%20Timothy%201%3A13-14&version=ESV>. Accessed 27 November 2025.

Final Design Solutions

Primary Logos

Entrusted
DESIGN

ED

Primary Color Scheme



Color Variations



Final Typeface Choices

Primary Typeface

Garamond Premier Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Secondary Typeface

Krub Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Final Touchpoint Solutions

1.

Touchpoint solution 1 is an image advertisement ready to post on social media. The file is ready to go for uploading and advertising the new small business. I do similar designs for the small gift shop I currently work at, so I wanted to have a design ready to upload for my new graphic design business.



2.

Here is the second touchpoint solution for the an app icon. If the company needs an app, this will be the file used to showcase Entrusted Design in any App store. I want the design to stand out to viewers and be easy to remember and locate on their mobile devices. The texture on the design creates the sense and desire to touch, and texture conveys a real world feel.



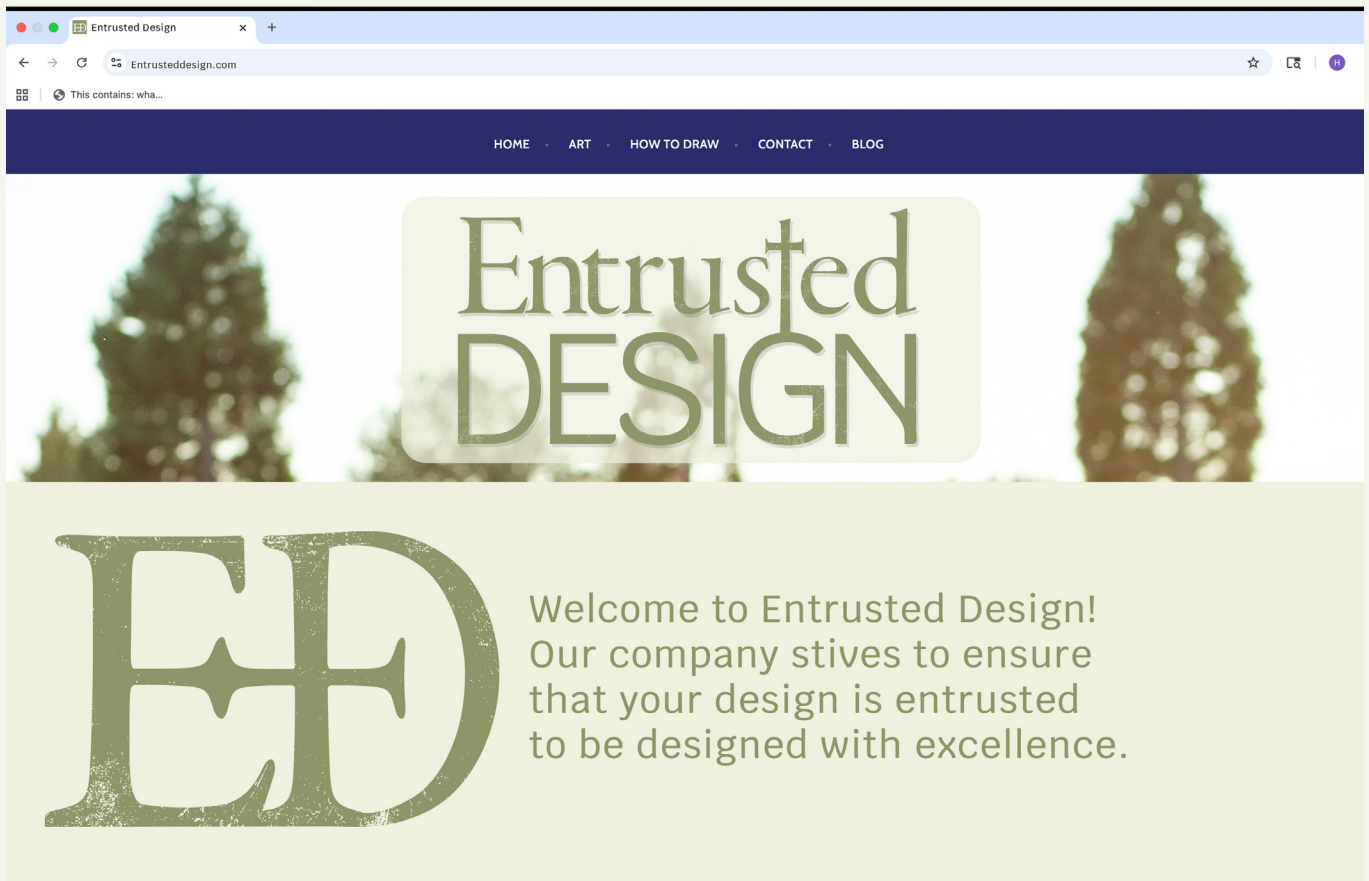
3. Touchpoint solution 3 is the final file for printing out business cards. The top one is the front of the card, and the lower one is the back of the card for contact info and the brand tag-line. I hope the green card stands out in a world of advertisement. I also desire that the layout is clear in hierarchy for points of contact. There is texture on the final solution to add a real world effect on my design, and the drop shadow on the back of the card creates dimension. The layout for the design is flush right on the back, balanced by the emblem on the left. The green bar at the bottom of the business card ties the color scheme together, and the mission statement at the bottom of the card reveals the company's heart and brand mission.



4.



Touchpoint solution four is a brochure ready to print. There is an inside and outside to the file. The inside is to the left, and the outside is on the right. The inside contains the company mission statements and services. The outside will hopefully attract viewers to pick up my brochure from amidst a busy world.



5. Touchpoint solution five demonstrates the web design for the company. Using Wordpress, I hope to ingrate the final Logos into the web layout and home page.

6. Here is the final design used in as a piece of merchandise for the company branding. Tote bags are convenient, handy, and a great carrier for advertising my new business. All six of the touch points will hopefully allow the brand of Entrusted Design to be shared and be used as tools to bless others with future projects. The final solution is applied to each design, and having these files ready to go when the time comes will hopefully allow for ease in starting up the business someday. Entrusted Design was a gift from the Lord to come up with, and I pray He uses it for His Kingdom purpose.



Mock-up Links and Resources

- <https://mockupnest.com/iphone-15-pro-mockup/>
- https://www.freepik.com/free-vector/minimal-trifold-brochure-template_8510541.htm#fromView=keyword&page=1&position=0&uuid=c486f000-4840-48f0-be09-a24ae46c75d9&query=Brochure+mockup+template
- <https://mrmockup.com/product/device-mockups/>
- <https://unblast.com/single-hoodie-mockup/>
- https://www.freepik.com/free-vector/profile-front-view-iphone-15-pro-max-natural-titanium-mockup-with-instagram-template-screen-vector_194653561.htm#fromView=keyword&page=1&position=0&uuid=66135ea5-c4dd-4d2d-82be-8db8e452c24a&query=Instagram+mockup
- <https://unblast.com/free-tote-bag-mockup-psd/>
- https://www.freepik.com/free-psd/modern-red-business-card-template_2785531.htm#fromView=keyword&page=1&position=1&uuid=64d-194dc-d2b0-4c33-81bf-627c138f2de5&query=Business+card+texture

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