



# BYRON HOLLY

- » Graphic Design
- » Web Development
- » Brand Development

8502 Driscoll Dr.  
Bowie, MD 20720  
240.602-6462 cell  
[www.byronholly.com](http://www.byronholly.com)

# BYRON HOLLY

Senior-level Graphic Designer & Art Director with more than 20 years of experience in graphic design and visual communication. Experience in a wide variety of design projects including publication design, branding, collateral design, web design, photography and infographics which has given me an expert level of understanding of good design philosophies and industry best practices. Developed a mastery of the primary design-related technologies and software, including the latest versions of InDesign, Photoshop, and Illustrator, WordPress and 508 Compliance. I consider myself a passionate, dedicated, and purpose-driven individual who brings a positive attitude and unwavering sense of integrity to every task and situation I encounter.

For a creative person, there's nothing more exciting than doing what you love for a living. Hope there's a fit between my skills and your needs and I look forward to exploring how I can put my experience to work for you.



## PRINT DESIGN

- + Annual Reports (charts and graphs)
- + Magazines and Publications
- + 508 Compliance Publications
- + Brochures
- + Advertising Campaigns
- + Direct Mail / Response
- + Info-Graphics & Charts
- + Promotional Posters & Flyers
- + Outdoor/Large Format Advertising

## BRAND DEVELOPMENT

- + Brand Strategy & Positioning
- + Market Research
- + Logo Design
- + Corporate Identity Packages
- + Marketing Materials
- + Sales Presentations
- + Color Palettes and Style/Usage Guides

## WEB DESIGN AND DEVELOPMENT

- + Content Management Systems (CMS)
- + Responsive Web Design
- + E-mail Campaigns & Templates
- + Front & Back End Development
- + Database Management & Development

## PHOTOGRAPHY

- + Promotional Photographs & Videos



# Maryland Health Connection

## + Logo Design



## + Flyers

**Capital Region HealthConnector**  
**NATIONAL YOUTH ENROLLMENT DAY**  
 TRIVIA NIGHT & HAPPY HOUR

**THURSDAY, JANUARY 21, 2016**

**6 PM TO 8 PM**

**BUSBOYS AND POETS**  
 3331 Baltimore Ave  
 Hyattsville, MD 20781

To Register, please visit:  
<https://goo.gl/UWKEHV>

**WHO**  
 Young "Invincibles"  
 Ages 18 - 34

**WHAT**  
 Test your trivia knowledge:  
 » Pop Culture, Music, Film and TV  
 » Prove Your Skills!  
 » Win great prizes!

**Free Food, Refreshments, Music, Games and Loads of Fun!**

Find out about low-cost health insurance options! Health coverage protects you from unexpected costs, and provides coverage for unexpected health issues, from minor illnesses to emergencies.

Find out how to enroll through Maryland Health Connection by the January 31st deadline!

Register Early! Space is Limited

**ENROLL AMERICA** | **HCD INTERNATIONAL**  
 Maryland Health Connector logo | [marylandhealthconnection.org](http://marylandhealthconnection.org)  
 1-855-642-8172 (Toll Free)

## + Business Card

**maryland health connection™**

**Denise Akers, MS**  
 Program Manager,  
 Certified Navigator

dakers@hcdi.com  
 301.552.8803 office  
 240-565-5797 mobile  
 301.552.6436 fax  
 4390 Parliament Place, Ste. A  
 Lanham, MD 20706  
 www.hcdi.com

**EDUCATE EMPOWER ENROLL**

User name: \_\_\_\_\_  
 Password: \_\_\_\_\_

## + Outdoor Advertising

**Get Covered, Get Seen, Get Healthy!**

**maryland health connection™**  
 Prince George's County  
[www.capitalhealthconnection.org](http://www.capitalhealthconnection.org)  
 1-855-642-8172 (Toll Free)

**Get Covered, Get Seen, Get Healthy!**

**maryland health connection™**  
 Prince George's County  
[www.capitalhealthconnection.org](http://www.capitalhealthconnection.org)  
 1-855-642-8172 (Toll Free)

**maryland health connection™**

Access to **HEALTH COVERAGE** for Prince George's Residents

POWERED BY PRINCE GEORGE'S COUNTY PGC Health Connect

Health Coverage for PRINCE GEORGE'S COUNTY

**YOU WILL NEED**

- Social Security Numbers (SSN) (or document numbers for any legal immigrants who need insurance)
- Birthdates and general information about you and family members applying
- Employer and income information for you and family members (if applicable, W-2 forms, wage or tax statements)
- Policy numbers for any current health insurance. Information about job-related health insurance available to your family members.

**APPLY ONLINE**  
 To prepare for submitting your online application, learn more

**GET THE FAQS**  
 If you have questions about enrollment, financial help, benefits and more...

**ADDITIONAL RESOURCES**  
 Tools you can use, and information about health insurance things getting coverage and keeping your coverage.

**UPDATE & ALERT**

**SEE WHAT OTHERS HAVE TO SAY ABOUT PGC HEALTH CONNECT**

**WAYS TO ENROLL**  
 Online: [marylandhealthconnection.org](http://marylandhealthconnection.org)  
 (It's easy and available 24/7)

By Phone:  
**PGC Health Connect**  
 Local Call Center  
 301-657-6500  
**MHC Call Center**  
 1-855-642-8172  
 (Toll Free) TTY: 1-855-642-8575

In Person: Click on **Get Help** to find locations in your area.

**Get in Touch**  
 If you need in-person assistance

**CONTACT US**  
 PGC Health Connect Consumer Support Call Center  
 301-657-6500  
 MHC Call Center (Toll Free)  
 1-855-642-8172  
 1-855-642-8575

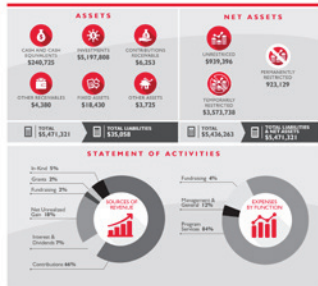
**FOLLOW US**  
 Facebook, Twitter icons

**QUICK MENU**  
 Home  
 Get Help  
 Enrollment Info  
 Contact Us

**maryland health connection™**

# Delta Research and Education Foundation

## + Annual Report



**2016-2017 ANNUAL REPORT**

**MISSION STATEMENT**

The Delta Research and Education Foundation (DREF) promotes research which identifies and fosters solutions to issues affecting African American women and their families, nationally and globally, through funding and support of the charitable and educational programs of Delta Sigma Theta Sorority, Inc. and collaborative organizations.

**Board of Directors 2016-2017**

**OFFICERS**

Carole E. Cook, President  
 Catherine T. Ross, Esq., Vice President

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 Deborah A. Jones, BBA

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 Patricia L. Lusk, Ph.D.  
 Appolonia Hight, Ph.D.

## + Brochure



**THE GIFT OF POSSIBILITIES**

As leaders in our communities, the lives we change become part of our individual and collective legacies. When you give to DREF, you are investing in stronger families and communities. You are investing in the limitless potential of African American women. You are opening previously unknown doors of opportunity for young women and men. You are touching and improving the lives of women and children living in the far-reaching African Diaspora. When you invest, you support the important research The Center conducts. By investing, you validate the vision that the power of partnership can create possibilities and improve lives.

**DELTA RESEARCH AND EDUCATIONAL FOUNDATION**  
 103 New Hampshire Ave., NW  
 Washington, DC 20009  
 DTE@deltafoundation.net  
 www.deltafoundation.net  
 (202) 344-1337

**DELTA RESEARCH AND EDUCATIONAL FOUNDATION**  
 CREATING POSSIBILITIES  
 IMPROVING LIVES

## + Product Branding



**Partnerships for Change**

DREF increases the effectiveness of our resources by establishing partnerships with organizations aligned with our mission to improve the lives of African American families and their communities. Leveraged funding, combined with dedicated human resources, not only benefits the community of donors, but also expands life-enhancing experiences and opportunities for the people we serve.

**VALUES-BASED PHILANTHROPY**

The foundation directs its charitable giving to programs and impactful solutions reflected in our founding purpose. DREF's mission-driven focus represents an opportunity to find sustainable solutions that increase economic prospects, ensure social justice, support academic achievement, and create unlimited possibilities for African American women, now and into the future.

**THE CENTER OUR LIVING LEGACY**

The Center for Research on African American Women (The Center) was established in 1997 to study, analyze, highlight, and report on critical issues affecting the lives of African American women. The Senior Scholars Advisory Council, a distinguished panel of African American women scholars and professional executives, guides The Center's research focus and educational development projects. This accomplished group also serves as the editorial review committee for The Center's scholarly publication, PHILLIS: The Journal for Research on African American Women.

**DELTA RESEARCH AND EDUCATIONAL FOUNDATION**  
 CREATING POSSIBILITIES  
 IMPROVING LIVES

Visit the DREF website at [www.deltafoundation.net](http://www.deltafoundation.net) to learn more about our values-based philanthropy and how you get in on the change difference. Let us count you among our Partners for Possibilities.

# Ginnie Mae

+ Rebranded logo



+ Business Card



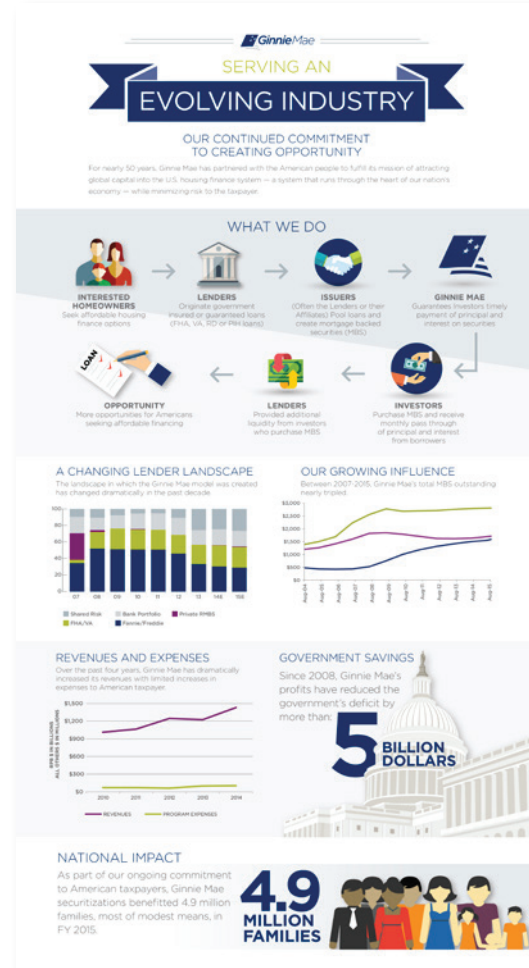
+ Social Media Graphics



+ Web Design and Development



+ Infographic





# Department of State's RDCH

+ Logo Design



+ 12" x 9" Folder



+ Web Database



+ Letterhead



# University of District of Columbia

+ UDC Brochure

**Urban Architecture & Community Planning**

**Overview**  
The University of the District of Columbia (UDC) program educates the next generation of architects, with an emphasis on preparing them to make a significant impact on the sustainable infrastructure and urban sustainability initiatives of the District of Columbia and urban areas around the world. The Urban Architecture & Community Planning program is part of UDC's College of Agriculture, Urban Sustainability and Environmental Sciences (CAUSES), whose mission includes offering research-based academic programs to improve the quality of life of people in communities across the globe. As the only architecture program in the nation housed within a college of agriculture, we harness the potential afforded by the interdisciplinary nature of our college to provide a rich learning environment that is full of experiential learning opportunities.

**UNIVERSITY OF THE DISTRICT OF COLUMBIA**  
College of Agriculture, Urban Sustainability and Environmental Sciences  
4000 Connecticut Avenue NW  
Washington, DC 20008

**Dr. Susan Schaefer Kliman**  
Program Director  
susan.kliman@udc.edu  
202-374-5774

**About the University of the District of Columbia**  
The University of the District of Columbia (UDC) is a public, urban research and teaching university located in the nation's capital. UDC is the only university in the United States that is located in the nation's capital and is a member of the Association of Public Urban Research Universities. UDC is a public, urban research and teaching university located in the nation's capital. UDC is a public, urban research and teaching university located in the nation's capital. UDC is a public, urban research and teaching university located in the nation's capital.

**Urban Architecture & Community Planning**  
• Bachelor of Science in Architecture  
• Master of Architecture

**UNIVERSITY OF THE DISTRICT OF COLUMBIA**  
College of Agriculture, Urban Sustainability and Environmental Sciences

**Urban Architecture & Community Planning**

**Programs**  
Both our undergraduate and graduate programs provide opportunities for students to engage in research-based academic initiatives with a variety of partners in the local government, higher education, environmental groups, water resource management, agriculture and Cooperative Extension Services. Students equipped with research and community service projects that address the University's human resources and capital assets to support the District of Columbia's mission of providing education and energy efficient shelter to its citizens. These programs develop student competencies that are expected of graduates who work in architecture and urban planning.

**Learning Objectives**

- Demonstrate effective critical thinking and communication skills, including the ability to build abstract relationships, an understanding of the impact of these based on the study and analysis of multiple contexts, and the ability to take a demonstration of skills to create and convey architectural ideas.
- Demonstrate the ability to comprehend and apply both the technical aspects and the human sense aspects of design, building systems, and building materials.
- Demonstrate the ability to synthesize a wide range of variables into an integrated design solution.
- Demonstrate an understanding of the business practices required for the production of architecture, and the critical role of the architect in the delivery and service to a client's objectives.

**Curriculum**  
Both our Bachelor of Science in Architecture (B.S. Arch.) and Master of Architecture (M. Arch.) programs stress the importance design as a tool for creating sustainable urban environments through research-based academic understandings. A major focus is the relationship between architecture and urban agriculture, as well as creating healthy edge cities that are fertile and food security in urban areas.

**Contact Info:**  
Dr. Susan Schaefer Kliman  
Phone: 202-374-5774 | Email: susan.kliman@udc.edu

+ UDC Branding & Style Guide

**University of the District of Columbia**  
**Branding & Style Guide**

**UNIVERSITY OF THE DISTRICT OF COLUMBIA**  
1851

**University Logo**  
The University of the District of Columbia logo consists of the text "UNIVERSITY OF THE DISTRICT OF COLUMBIA" stacked above the year "1851". The logo is rendered in a serif font.

**Color Palette**  
The primary color is a deep red (#A52A2A). The secondary color is a bright yellow (#FFD700). The tertiary color is a light grey (#D3D3D3). The background color is white.

**Typography**  
The primary font is a serif font (likely Times New Roman). The secondary font is a sans-serif font (likely Arial or Helvetica). The tertiary font is a script font (likely cursive).

**Imagery**  
The imagery includes photographs of the university's modern architecture, featuring large glass windows and brick facades. The images are arranged in a grid-like pattern.

**About the University**

**Mission**  
The University of the District of Columbia is a public urban research and teaching university that offers affordable and effective undergraduate, graduate, professional, and workforce learning opportunities. The university is the premier gateway to postsecondary education and research for all residents of the District of Columbia. As a public, historically Black, and land-grant institution, the University's responsibility is to build a diverse generation of competitive, civically engaged scholars and leaders.

**Vision**  
To be a University System that is student-centered and demand-driven that empowers its graduates to be critical and creative thinkers, problem solvers, effective communicators, and engaged, service-driven leaders in the workforce and beyond.

**Core Values**

- Excellence
- Collaboration
- Innovation
- Integrity

**The Official Logo Colors**

**Printing Color Specs**

**RED (Primary Color)**  
PMS: 3005  
RGB: R:153 G:49 B:44  
CMYK: C:56 Y:34 M:0 K:28  
Web/Hex: #D32F2F

**YELLOW (Secondary Color)**  
PMS: 142  
RGB: R:255 G:199 B:71  
CMYK: C:0 Y:56 M:0 K:0  
Web/Hex: #FFC300

**GREY (Tertiary Color)**  
PMS: 760  
R:162 G:164 B:162  
CMYK: C:26 Y:26 M:26 K:0  
Web/Hex: #A9A9A9

**Font**  
PANTONE® 760

**Introduction**  
As governing institutions, the University of the District of Columbia colors as determined by the aforementioned BGA and student body, agree to use colors with a allegiance to the professional institutions. As a method of branding consistency, it is recommended to use the brand from the District of Columbia Teachers College and the use of the BGA for the Washington Technical Institute and Federal City College.

*(The use of Black is an industry accepted neutral color that is used when duplicating paper in B&W)*

**i am UDC**

**Deanna Wilson**  
BUSINESS MANAGEMENT  
Class of 2020

As my high school's Valedictorian, UDC gave me a full Scholarship, and has opened my eyes to the world around me. The university has encouraged me to be all I can be personally and Academically. It has brought out the best in me.

UDC leads the way in urban education. The university provides affordable, quality educational opportunities for undergraduates, graduates, professional and workforce learning. I love UDC. I am UDC.

**UDC opened my eyes, now my possibilities are endless.**

**ASPIRE. ACCOMPLISH. TAKE ON THE WORLD.**

+ UDC Twitter Campaign



# Advance Pain Management Institute

## + APMI Re-Brand



## + Branding PowerPoint



## + News Letter Template



## + APMI Website



# Institute for Creative Community Initiatives

+ Rebranded logo



+ Business Card



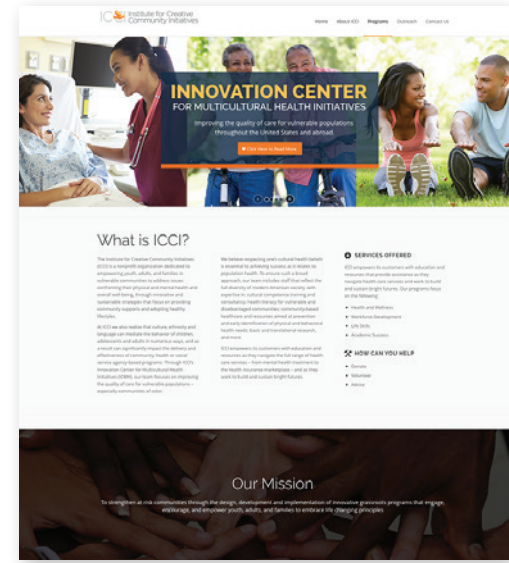
+ Power Point Template



+ Flyers



+ Web Design and Development



# Photography

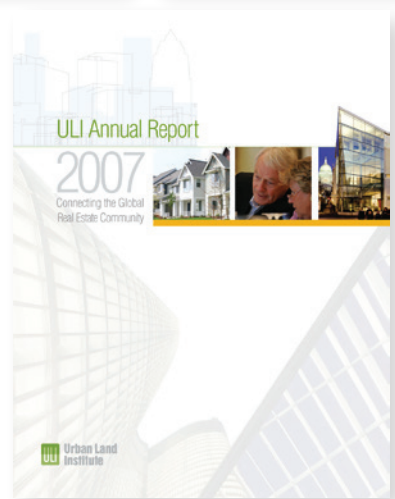


# Urban Land Institute

+ UrbanLand Magazine

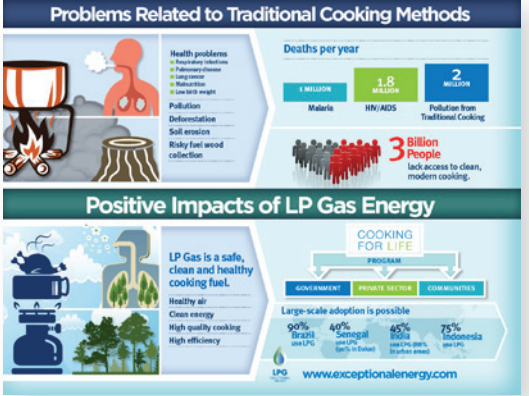


+ ULI Annual Report



# Other Work

## + LP Gas Infographic



## + AARP Infographic



## + USDA Recipe Book

**RECIPES FOR HEALTHY KIDS**  
COOKBOOK FOR HOMES

LET'S MOVE! USDA

**Chicken Alfredo with a Twist**

VAN BUREN MIDDLE SCHOOL  
Kettering, Ohio

**About the School and the Team**

Hello from Van Buren Middle School! We are a proud member of the Kettering City School Family and take great pleasure in serving this community. We are a Silver Healthier US School Challenge (HUSSC) Award Winner. Early in December 2010 four students, Graham B., Jonathan A., Shawanna W., Savannah S., a school nutrition professional, Louise Easterly, LD, SNS, a chef, Todd Bolten, and a school nurse, Mary Kozarek, formed a team and developed nine recipes. From these recipes five were prepared and served to approximately 1600 students. Students were asked to vote for their 2 favorite foods. Participating in the contest was an excellent way to gain student support and to market healthy choices for our students.

**School Team Members**

SCHOOL NUTRITION PROFESSIONAL: Louise Easterly, LD, SNS  
CHEF: Todd Bolten  
CONSULTANT MEMBER: Mary Kozarek, School Nurse  
STUDENTS: Graham B., Jonathan A., Shawanna W., Savannah S.

**Ingredients**

- 2 1/2 cup Canola Oil
- 1 cup Green Peppers, raw, sliced, 1/4"
- 4 cups Yellow Onions, fresh, sliced, 1/4"
- 4 cups Corn, canned, drained
- 4 cups Butternut squash, 1/2" diced
- 5 1/2 cup Black Beans, drained, rinsed
- 3 tsp Curry, ground
- 2 tsp Salt
- 1 1/2 cup + 2 tsp Oregon, ground
- 2 tsp Garlic
- 2 tsp Chili Powder
- 2 tsp Fennel
- 1 qt + 1 cup Spaghetti Sauce
- 3 1/2 cup Salsa, mild spice
- 1 1/2 gallon, + 1/2 qt Tortilla chips, low sodium

**Directions**

- Chop the green pepper and onions. Combine peppers, 1/2 the onion, and corn in 1 Tablespoon of oil (5/2 teaspoon for 4 servings). Roast at 350 degrees uncovered for 20 minutes.
- Peel and steam squash for 15 minutes or until tender. Mash squash and add roasted vegetable. Add 4 Tablespoons corn (2/8 teaspoon for 4 servings) and 1/2 cup oregano (1 Tablespoon for 4 servings).
- Sauté remaining onions, remaining corn, granulated garlic, chili powder, onion, paprika, and salt until soft. Combine with black beans in food processor until smooth. Combine tomato sauce and salsa.
- Layer salsa, chips, bean mixture, squash/vegetable filling, chips, beans, chips, then sauce. Bake at 350 degrees for 40 minutes (30 minutes for 4 servings).

**NUTRITION PER SERVING**

Calories 304 Protein 7g Carbohydrate 33g Dietary Fiber 4g Saturated Fat 1g Cholesterol 1mg Vitamin A 100IU Vitamin C 7mg Iron 2mg Calcium 106mg Sodium 36g

**SERVINGS**

Serving: 2 or 4 servings (only a specific portion is listed for a specific recipe) Protein 1/4 vegetable, or legume, or 1 meal alternative

**Yield:** 4 Servings  
**Volume:** 6 Servings

**MARKETING GUIDE FOR SELECTED ITEMS**

**Food as Purchased for 6 Servings:**

Macaroni onions	1 1/2 oz
Tomatoes	1 1/2 oz
Green peppers	1 1/2 oz
Broccoli 10-oz	1 1/2 oz

Recipe for Healthy Kids Cookbook for Homes 5