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CREATIVE PORTFOLIO · LOGO BRAND DESIGN

A collection of brand identities created for businesses across wellness, hospitality, food and beverage, communications, and sustainable goods. Each project begins with a story and ends with a system that scales.

LOGO DESIGN

Nurtura Chiropractic

Brand Identity · Healthcare/Wellness



Nurtura Chiropractic is a family and pediatric chiropractic practice specializing in care for children, women during pregnancy, and families through every stage of growth. The brand needed to feel as gentle and trustworthy as the care it provides.

The name itself drove the visual direction: nurturing is soft, intentional, and rooted in nature. I chose a flowing script wordmark to communicate warmth and approachability, paired with a delicate botanical wreath that reinforces the practice's commitment to natural, holistic care. Nothing about the mark feels clinical or sterile, because nothing about the experience should either.



The warm taupe color palette was a deliberate choice to signal gentleness and organic care rather than the cold blues and whites typically associated with healthcare. It feels earthy and safe, which is exactly what a parent bringing in a newborn needs to feel walking through the door.



The identity was built as a flexible system with three variations: the full warm-toned lockup for primary brand use, a black and white version for print and high-contrast applications, and an all-white version designed to sit on the practice's cream in-clinic materials. Each version maintains the same feeling across every touchpoint.

LOGO DESIGN

The Bean

Brand Identity · Food & Beverage



The Bean is a concept for a modern, independent coffee shop designed to be the kind of place a neighborhood actually claims as its own. The brief was clean, organic, and current without feeling like a chain trying to look indie.

The design answer was restraint. A bold, type-driven wordmark inside a clean rectangular frame does the heavy lifting: no illustration, no color, no noise. Just confident typography that trusts the name to carry the brand. Black and white keeps it timeless and versatile across every surface, from cups to signage to social.

The personality lives in the details. The slightly tilted "e" in "bean" breaks the grid just enough to signal that there's a human behind this brand, not a corporate design committee. The coffee bean standing in as the period at the end of the lockup is the kind of detail that rewards a second look. It's understated enough to feel intentional rather than cute.

The result is a brand that feels like it belongs in a sun-filled corner spot with reclaimed wood tables and a really good pour-over program.



The Tipsy Turtles

Brand Identity · Food & Beverage / Lifestyle



The Tipsy Turtles started as a wine club full of moms and grew into something much bigger: a real community built around the joy of wine, travel, and belonging. After touring wine country together and discovering the Ancient and Honorable Order of Turtles, a global fraternal drinking society with roots going back to World War II pilots, the group found their identity. The required response to "Are you a Turtle?" is "You bet your sweet ass I am," and suddenly the brand had a personality.

The design had to honor both sides of that story: the warmth of a women's wine community and the irreverent, spirited history behind the Turtle identity. The illustrated mascot, a contented little turtle sitting happily in a wine glass, does exactly that. She's charming and a little cheeky, soft enough for a wine label and fun enough for a tote bag.

The retro typography in deep burgundy leans into the nostalgia and warmth of the source material without taking itself too seriously. The "Chapter 2" callout signals that this brand has a story already in progress and you're being invited into the next part of it.

The mockups on a wine bottle label and gift bag show how naturally the identity translates into the product world the brand was always headed toward.



LOGO DESIGN

Thread Communications

Brand Identity · PR & Communications



Thread Communications is a boutique PR and communications firm built around a single idea: every brand has multiple stories being told across multiple channels, and the job of a great communications partner is to pull them all into one coherent thread.

The name drove everything. A needle and thread is one of the oldest tools for bringing separate pieces together into something whole, which is exactly what Thread does for its clients. The icon places a sewing needle through the stem of a bold "T," with loose thread lines flowing dynamically around it, suggesting motion, connection, and narrative in progress. It's precise but not rigid, which reflects how the best communications work actually functions.

The wordmark pairs the icon with clean, spaced-out all-caps typography to signal professionalism and authority. The contrast between the organic, hand-drawn quality of the thread lines and the sharp geometric letterforms reflects the dual nature of the work: strategic and structured, but ultimately human and story-driven.

Black and white keeps the identity versatile and timeless, appropriate for a firm that needs to show up credibly in boardrooms and press kits alike.

The mark also works as a standalone icon for applications where the full wordmark isn't needed, giving the brand flexibility across business cards, social profiles, and presentation headers.



LOGO DESIGN

Root & Canopy Organic Goods

Brand Identity · Sustainable Goods / Retail



Root & Canopy was built on a frustration most people have felt standing in a grocery store aisle: organic shouldn't mean unaffordable, and "natural" shouldn't mean unverifiable. The brand exists to source genuinely organic goods as locally as possible, pay suppliers fairly, and make clean food accessible to people who have been priced out of it.

The identity needed to feel trustworthy and grounded without the premium aloofness that often comes with organic branding. No minimalist white packaging with a \$14 price tag. Root & Canopy is for real people who want to know exactly where their food came from and who grew it.

The wordmark leans into that directness. Bold, friendly lowercase typography feels approachable and unpretentious, while the two-tone green and earth brown palette signals nature without performing it. The sprout growing from the second "o" in "root" is the anchor detail: it connects the name to the literal act of growing something from the ground up, which is both what the suppliers do and what the brand itself represents.

The "Organic Goods" descriptor sits small and grounded beneath the lockup, reinforcing that this isn't a lifestyle brand. It's a goods brand. The distinction is intentional.

LOGO DESIGN

Firemouth Foods

Brand Identity · Food & Beverage / Specialty



Firemouth Foods is a small-batch hot sauce brand built around a single ingredient: le piment, the French hot pepper that gives the sauce its distinctive heat and character. Founded in 2012, Firemouth started as a passion project rooted in the culinary traditions of French pepper cultivation and grew into a brand with a cult following among people who take their heat seriously.

The identity had to match the product: bold, confident, and a little dangerous. The badge format is a deliberate nod to the heritage and craftsmanship behind the sauce, the kind of mark you'd find on a bottle that's been made the same way for decades and doesn't need to apologize for it. The hexagonal shield shape commands attention and reads instantly as a brand with history and authority.

The hand-drawn chili illustration inside the circular emblem at the top of the badge keeps the identity feeling artisanal and human rather than mass-produced. The rough-edged all-caps FIREMOUTH lettering carries the same energy: it's not trying to be pretty. It's trying to be memorable.

"Le piment" as a tagline is the quiet detail that tells the whole story. It signals provenance, specificity, and a brand that knows exactly what it is and where it comes from.

The deep red palette does the obvious work of communicating heat, but at this scale and with this much restraint in the layout, it reads as confidence rather than gimmick.

LOGO DESIGN

Stillwater Therapy

Brand Identity · Mental Health / Wellness



Stillwater Therapy is a mental health practice built around a single belief: healing happens when you stop fighting the water and learn to move through it. The name itself holds the philosophy: stillness isn't stagnation, it's the moment you stop thrashing and start finding your footing.

The brief was about depth. What lives underneath the surface of a person is where the real work happens, and good therapy is the process of diving down, finding it, and bringing it up into the light where it can finally breathe. The brand needed to honor that process without making it feel heavy or clinical.

The watercolor wave treatment does exactly that. Two flowing bands of blue, painted in soft washes rather than hard lines, suggest both the depth below and the movement toward shore. They're not crashing waves. They're the kind of water you can learn to float in.

The typographic pairing reinforces the same tension: "STILLWATER" in spaced serif capitals is grounded and authoritative, while "therapy" in flowing italic script sits lightly beside it, a reminder that the work is human, not institutional.

The color palette stays in the blue spectrum but shifts from deep to light, echoing the journey the brand represents: treading water, finding stillness, and eventually making it to the beach.



Let's build
something great.

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