



herdah

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herdah

Hi, I'm Herdah.

For over 25 years, I've collaborated with boutique startups and global corporations to craft design solutions that speak with clarity and create a lasting impact. I'm passionate about design's ability to shape meaningful brand stories. I live for typography, patterns, and the perfect balance of form and function.

I design with purpose, crafting thoughtful solutions that amplify brand values, create packaging that resonates with consumers, and build standout websites that are as beautiful as they are effective. From concept to final production, I bring clarity and creativity to every project ensuring that every detail contributes to a cohesive, compelling narrative.

Barnsley Cabin

Rental Property

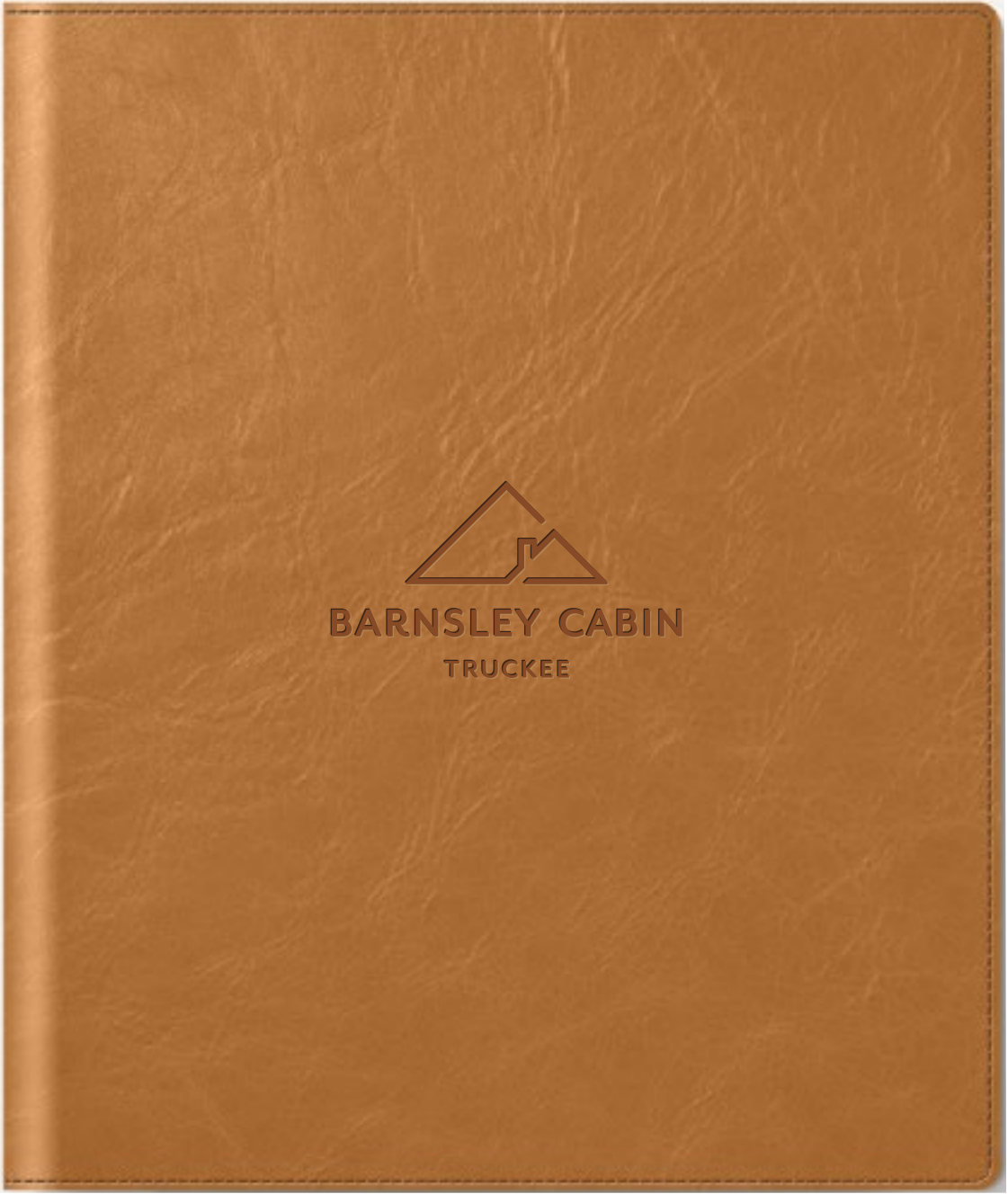
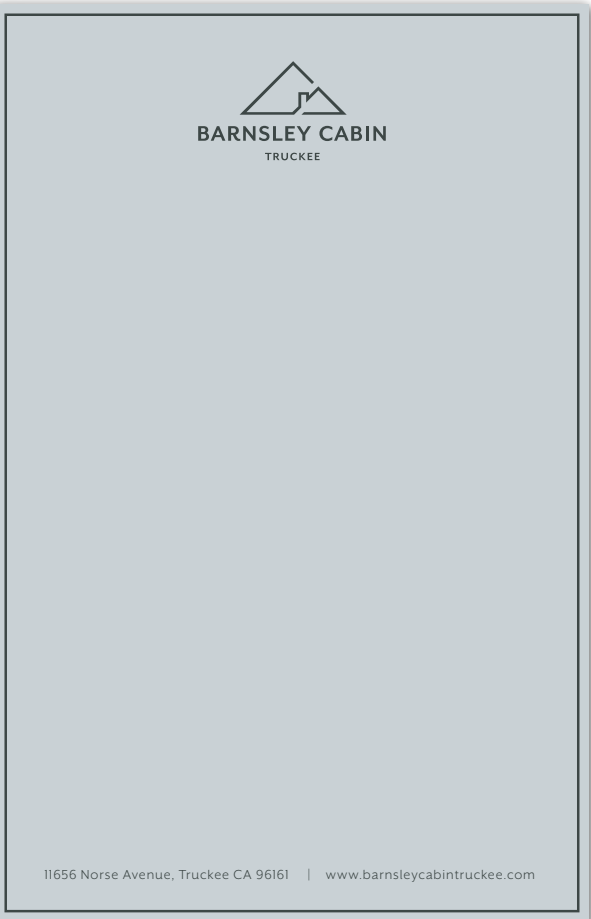
Barnsley Cabin is a chic little cabin in the middle of Tahoe, nestled in the mountains, and surrounded by pine trees.

The logo's simple triangular shapes symbolize the roof of the cabin nestled within the mountain represented by the larger triangle. The modern look of the logo is paired with a warm humanist type with friendly details.

The color palette is inspired by their natural surroundings, like the green trees and the blue lake, as well as the leather furnishings in their cabin.



BARNSLEY CABIN
TRUCKEE





Barnsley Cabin around the cabin



Barnsley Cabin comment card

The back of the comment card is a light beige color with a dark navy blue border. It features a circular hole at the top. Below the hole, the text "How was your stay?" is printed in a bold, dark navy blue font. Underneath this, a smaller line of text reads "Please kindly leave comments and suggestions. We'd love to hear about your stay." Below the text is a rating section with four columns: "GREAT", "GOOD", "FAIR", and "POOR". Each column has a small square box for a checkmark. Below the rating section is a large text area labeled "COMMENTS/SUGGESTIONS" with seven horizontal lines for writing. At the bottom is a section labeled "YOUR INFORMATION" with several lines for personal details: "NAME", "ADDRESS", "CITY", "STATE", "ZIP CODE", "PHONE", and "EMAIL".



Barnsley Cabin gift tags



Barnsley Cabin merchandise

Dr. H. & Co.

Holistic Dental Brand

Dr. H. & Co. create herbal-based products developed by Dr. Hokmabadi from Total Health Dental Care. His team is dedicated to improving their clients' health through dentistry.

After directing the brand and products naming phase, the logo, label and packaging were designed to reference old apothecary bottles. The look reflects the desire make the products like they did in the old days, using rich botanical extracts for the most effective ingredients, bottled in amber glass.

DR. H. & CO.
HOLISTIC
DENTAL FORMULAS
OAKLAND, CALIF.

DR. H. & CO.

**HOLISTIC
DENTAL FORMULAS**

OAKLAND, CALIF.

REFRESH

Nightly Rinse
for **Gum Health**

SHAKE WELL BEFORE USE
Use one swig nightly after



Dr. H. & Co. packaging

JoonJoon

Plant Based Frozen Treats

JoonJoon believes that truly delicious desserts make you smile from the inside out, so they created the most sublime frozen dessert experiences that satisfy you through plant-based ingredients that nourish your soul!

They are offering delicious and nourishing plant-based frozen treats that are the most allergen-friendly compared to all the coconut based desserts out there.

It opens up a whole new world of delectable frozen dessert experience for those who are highly allergic to most of the eight common allergen or has high dietary restrictions.

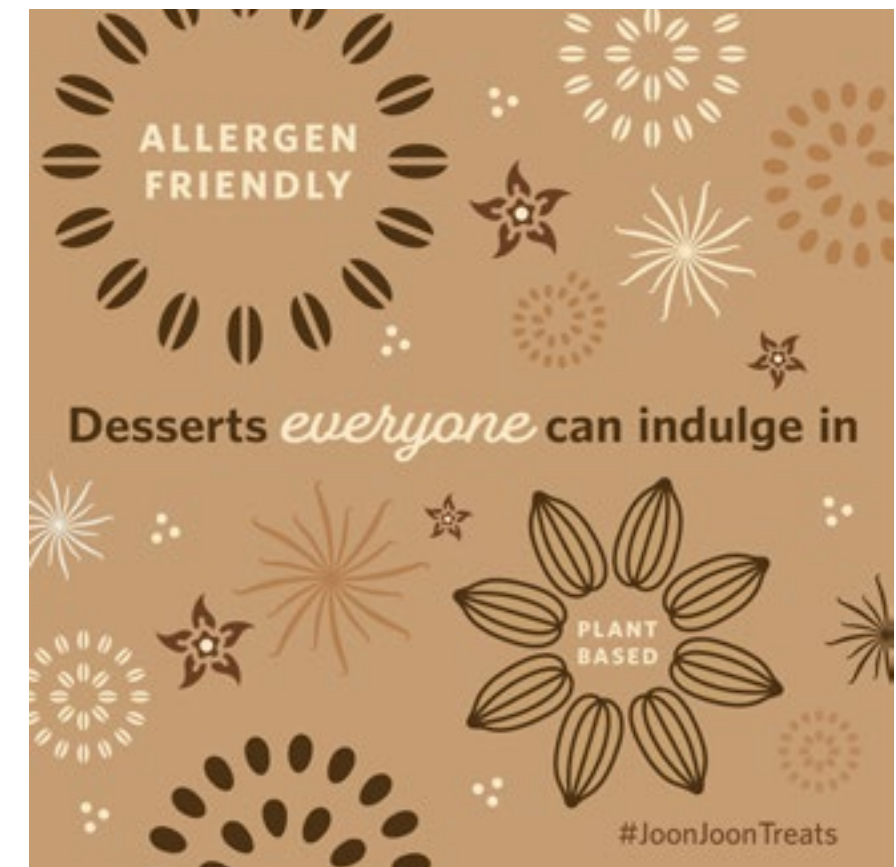


JoonJoon





JoonJoon frozen sandwich packaging



Durkin Inc.

Boutique Construction Firm

Durkin Inc. is a full-service General Contracting Firm. They create and renovate some of San Francisco's most remarkable residences with refined craftsmanship in clean modern style.

The logo was designed to reflect this modern minimalism aesthetic. The counter of the D in the symbol references the tall door of a luxury home. The door that represent a portal to the beautiful living spaces that they build.

Chris Durkin
President, CEO
Chris@durkinincorporated.com
415 407 0486
durkinincorporated.com

D DURKIN INC.

Durkin Inc. business card






Durkin Inc. apparel and keychain

D DURKIN INC.

PROJECTSOUR TEAMCONTACT





Full-service boutique design and construction firm specializing in building luxury homes

Durkin, Inc. has been developing and building beautiful, modern, high-end residences in the San Francisco Bay area since 2012. The city's unique terrain, landmark neighborhoods, and architecturally significant buildings create a unique challenge when undertaking a development. Each new project requires imaginative vision, careful planning, and impeccable execution to accomplish.

As a full-service General Contracting Firm, Durkin, Inc. has created and renovated some of San Francisco's most remarkable residences with an attention to detail and craftsmanship that honors the city's history while incorporating contemporary and uniquely beautiful features.

Our Services



Comprehensive Construction

We specialize in designing, developing, and building homes of architectural significance. Each detail is specific to the home and thoroughly implemented to maximize usable living areas and create a cohesive space that is as functional as it is aesthetically beautiful.

Building Maintenance

Maintenance is a necessary measure that helps preserve the beauty of buildings. It is equally important to securing long-term investment value in real estate. We provide maintenance and ongoing support on an as needed basis for each of our projects.

Contact Us

Chris Durkin
chris@durkinincorporated.com

InstagramFacebook

D DURKIN INC.


PROJECTSOUR TEAMCONTACT

Our Portfolio


Durkin, Inc. specializes in the design, planning, and construction of modern residences in San Francisco's most prestigious neighborhoods. These custom homes, whether renovated or completely rebuilt, are crafted with an attention to detail that highlights the most unique and enviable features of the lot.

23rd Street Residence
Ashbury Heights Residence
Carolina Street Residence
Cole Valley Residence
Heron Street Residence
Nob Hill Residence


Noe Valley 1 Residence
Noe Valley 2 Residence
Russian Hill Residence
Tiburon Residence
Presidio Heights Residence



RUSSIAN HILL RESIDENCE




23RD STREET RESIDENCE



D DURKIN INC.

PROJECTS**OUR TEAM**CONTACT

Our Team




Chris Durkin
President & CEO

Email Chris

Chris has worked in the design and real estate development industry for over 20 years. He started his career as a design professional for structural engineering firms, working on both commercial and residential real estate. In recent years, he has acted as principal and successfully acquired, re-positioned, and completed more than 50 real estate development projects totaling more than \$200MM in market value.

Chris is well-versed and involved in all phases of the project from acquisition, equity raise & financing, conceptual design, and the difficulty of navigating the city approvals process. His roles include overseeing, and at times, managing the execution of each complex and unique construction project. Drawing on his experience with large commercial projects ranging from \$50MM-\$100MM, he applies a broad, big picture skill set to developing some of the most beautiful and high-profile residential buildings in the Bay Area.

Chris has a Bachelor of Science degree in Civil/Structural Engineering from Cornell University and a Master of Real Estate Development degree from the University of Southern California. He maintains a Professional Engineering License as well as his General Contracting License.



Brad Phillips
Project Manager

Email Brad

For 23 years Brad has worked in the construction industry—beginning as an ironworker rehabilitating bridges throughout the Northeastern United States. With a desire to expand his skills and abilities further, he accepted a leadership role as Director of Operations at a civil construction firm in upstate NY where he helped guide the team towards success.

Prior to joining Durkin Incorporated, Brad worked for one of the largest employee-owned construction firms in the US with an annual revenue exceeding \$750MM. During his time with the firm, he managed projects for clients such as US Navy, Maine DOT, PENN DOT, and New York State Thruway among others.

Durkin Inc. website

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Elefante

Cannabis Edible Brand

Elefante creates delicious cannabis-infused gummies for every occasion.

The brand's unique character (Ellie the elephant) is revealed when a gummy cube is shown from a new perspective.

Hexagons and prisms nod to the advanced chemistry in the high-end ingredients of these tasty edibles. Color patterns (drawn from the logo) communicate the fruit flavors of each gummy in a rich & tasty design.

Collaboration with: Jonathan Warner



PULL APART FROM OPENINGS
ON FRONT AND BACK



elefante

orange
CANNABIS-INFUSED
vegan THC gummies

HANDMADE IN SAN FRANCISCO

quik-pak 10 x 10mg

10mg THC, 0mg CBD per piece

100mg THC, 0mg CBD per pack

NET WT .85oz (24g)





Elefante packaging



Vintage Joy

Fashion & Accesories

Joy Fan believes in applying high quality workmanship and attention to detail to her timeless designs.

The identity system is crafted to reflect her modern vintage sensibility. A bespoke monogram is paired with a timeless modern typography.



VINTAGE JOY



V
VINTAGE JOY

ABOUT

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FASHION

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ACCESSORIES

•

CUSTOM

•

CONTACT

©Vintage Joy. All rights reserved. Brand & Site Design by Herdah.



TelHi Co-op

A Co-operative Nursery School

The TelHi Co-op was founded in 1954. Teachers, students, and their parents come together to create a healthy learning environment. Each part of this group dynamic is equally as important as the others. Together they build something that exceeds the sum of its parts.

The logo was inspired by building blocks, an essential early-learning tool the student use when developing creative thinking. The blocks are created from simple shapes and primary colors to appear friendly and approachable. Each block plays a crucial role in supporting the logo, just as the community works together to support the school.



TelHi Co-Op signage





To whom it may concern,

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Ut elementum metus libero, sit amet maximus magna finibus ut. Curabitur leo ligula, faucibus ut ultrices et, pulvinar vel mi. Praesent volutpat vestibulum blandit. Phasellus congue neque turpis, a tempor turpis volutpat id. Nunc aliquet nisl ut nunc pharetra venenatis. Nulla condimentum interdum mi. Cras non imperdiet velit. Nulla dignissim risus eros, id lacinia sem tempor sed. Curabitur tincidunt lacus vel cursus cursus. Vestibulum non sodales ligula. Maecenas non nunc vehicula, sodales purus in, porta lacus. Vivamus sagittis justo at aliquet mattis. Curabitur eget ante ligula. Cras sed lorem eleifend, lacinia massa id, pellentesque elit.

Sincerely,

Margaret Thrupp
Director

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PRESCHOOL DIPLOMA

THIS CERTIFICATE OF GRADUATION IS AWARDED TO

Jack Willems

BY



DATE

May 24, 2020

SIGNATURE

Margaret Thrupp

MONDAY

9TH DECEMBER

8:45-9:45AM

HELEN WILLS PLAYCENTRE

BROADWAY & LARKIN

DRINK YOUR COFFEE

WHILE IT'S HOT!

**COFFEE
BREAK**



Luxe Image

Hair and Make-up

Luxe Image focuses on wedding and event hair & make-up.

The hand-drawn logo captures the allure of an ornate mirror, tickled-pink blush, curled eyelashes, and perfectly styled hair. Typographic flourishes and floral elements reflect Luxe Image's focus on redefining natural beauty.

The business cards come in different lipstick shades, representing the client's varied style and personality.

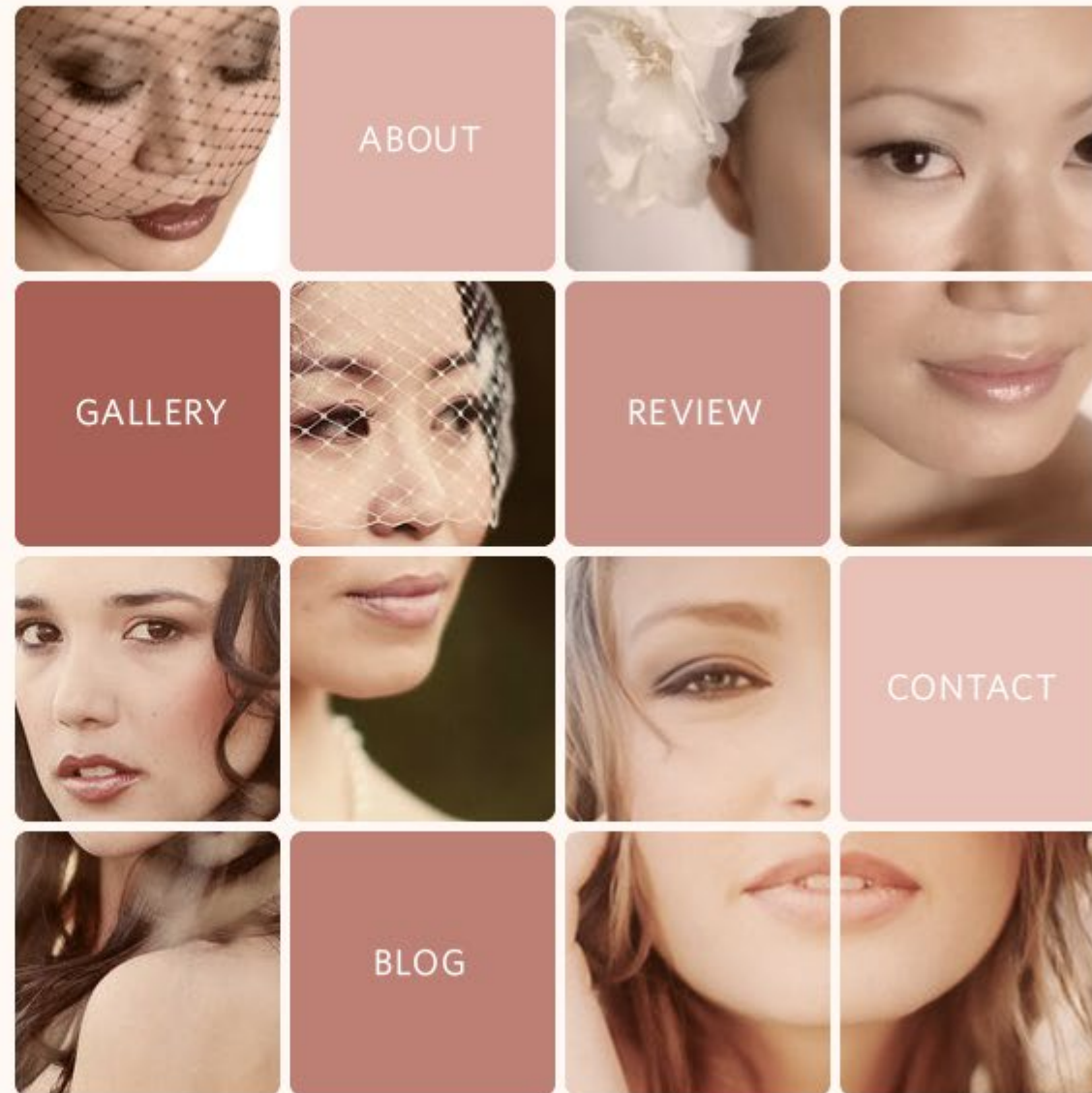


HAIR & MAKE UP





HAIR & MAKE UP





HAIR & MAKE UP

[ABOUT](#) | [CATEGORIES](#) | [ARCHIVES](#) | [CONTACT](#) | [SEARCH](#) | [WEBSITE](#)

The Magic of Tom Banwell

MAY 11 2011



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nisl urna, aliquet vitae porta, commodo et libero. Fusce tellus, rutrum vel malesuada ut, sodales at arcu. Sed eget mauris eros, vulputate urna. Nullam sapien odio, scelerisque ut egestas sed, adipiscing eu ligula. Cras a purus lorem. Nulla in nisl ut diam vehicula mattis nec in purus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

posted in [Artist](#), [Photography](#), [Outdoor](#) | [5 comments](#) | [Permalink](#)

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The Veen Firm

Personal Injury Attorney

The team at The Veen Firm are nationally recognized trial attorneys who are experts at their craft. They offer the customized attention of a small-boutique practice, while bringing cases to trial with the power of a large, well-established law firm.

Their marketing materials were designed to match their gold standard services. Professional and focused, highlighting their red to bring out their boldness and strength.



Veen Firm presentation folder



Expert Representation

At The Veen Firm, our focus is on assisting victims of catastrophic, life-changing, or career-ending events. From physical injuries to death to psychological repercussions to grave financial consequences, we have the depth of knowledge to provide powerful assistance to even the most technical cases.

We are frequently brought into cases by other attorneys to provide professional consultation and to serve as trial counsel. With a staff that includes nationally recognized trial attorneys and experts, one that is both broad and deep, few firms—if any—can surpass our ability to successfully handle catastrophic cases. In supporting clients' cases with the strongest possible evidence, we don't hesitate to draw from our vast network of technical experts and resources. Together, these elements routinely bring substantially higher awards for clients and enhance the reputation of those attorneys who ally with us.



What Makes Us Different

Compassionate, Courageous, Committed. These words not only define The Veen Firm's attorneys but the firm as a whole. We have the size and resources to take on any opponent. If that opponent is unwilling to pay just compensation to settle, we try the case.

Our unique team approach ensures that, then, as more attorneys are fully vested in the details of each matter, bringing a richness and depth of knowledge to every case.

Not only does this allow a greater level of information sharing and competence to be applied to client matters, it sparks greater creativity and flexibility in problem-solving. The result is outside-the-box thinking that yields superior results time and again.

Additionally, The Veen Firm's dynamic approach to leveraging some of the best technologies provides a distinct competitive edge. Our electronic management systems enable us to keep

cases moving forward faster and to prepare for trial more thoroughly and effectively than even our most formidable adversaries. And with our own fully-equipped multi-media production facility, we can quickly and effectively turn the raw materials of a case into a winning trial presentation that helps jurors understand complex issues.



WWW.VEEFIRM.COM

2

Construction Injury
Product Liability
Motor Vehicle Defects
Premises Liability
Medical Malpractice
Legal Malpractice
Corporate Fraud



A Focus on Results

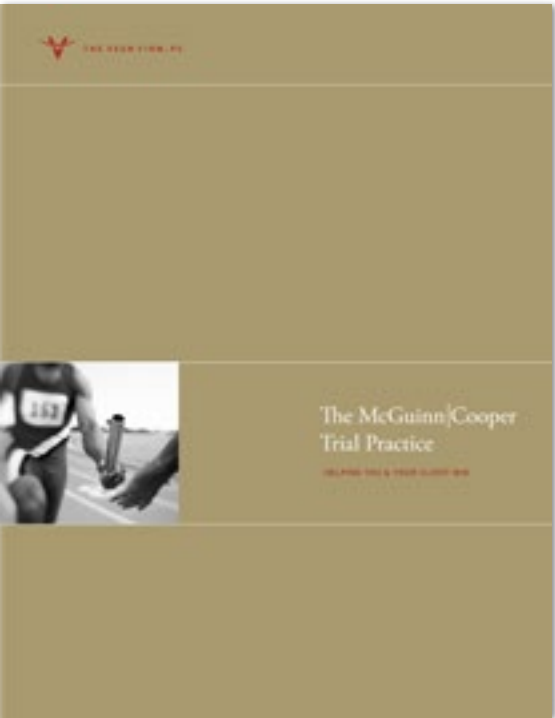
Today, this same philosophy remains paramount at The Veen Firm. And our record reflects extraordinary success in fulfilling this goal every day. Hundreds of winning verdicts and settlements. Scores of awards over \$1,000,000. Trial verdicts known to surpass the defendant's last offer, on average, by a factor of ten. A reputation for the best possible representation in large, complex, and difficult cases.

Our specialized legal skills, experience, and diligence are exceptional, and we bring them to bear in each and every case. Whether a client has been injured, reexamined, or lost a loved one due to negligence, a defective product, dangerous premises, or other cause, The Veen Firm has what it takes to achieve outstanding results.



WWW.VEEFIRM.COM

3



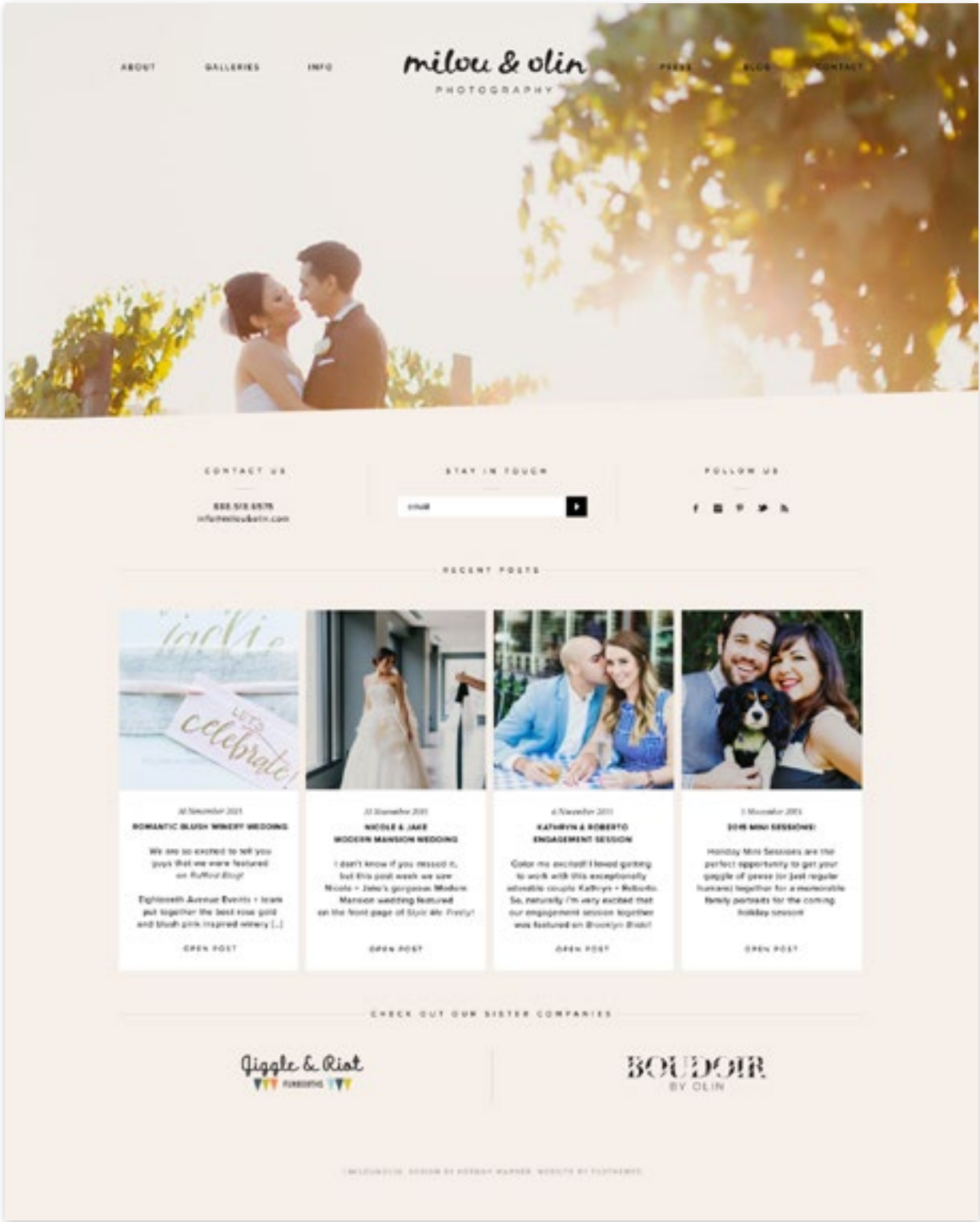
Milou & Olin

Wedding & Life Photography

The Milou & Olin visual identity system was designed to capture the photographer's warm, bubbly, and personable personality, which is infused through all her work.

The hand-drawn type conveys how personal and hands-on the photographer is with her clients and her photographs.

milou & olin
P H O T O G R A P H Y



Milou & Olin website

San Francisco International Beer Festival

Nursery School Fundraisers

Created in 1984 by parents at the TelHi Co-op, the SFIBF is organized and staffed by parents of the school and volunteers which has become one of the more established beer festivals in San Francisco.

The logo is a seal-of-quality shaped like a bottle cap. The iconic Golden Gate Bridge is modified using beer bottles and International Orange (the color of the bridge) is used as a primary color in the brand palette.





SFIBF tasting mug

34TH ANNUAL
SAN FRANCISCO INTERNATIONAL
BEER FESTIVAL
SATURDAY, APRIL 8TH, 2017, 7-10 PM



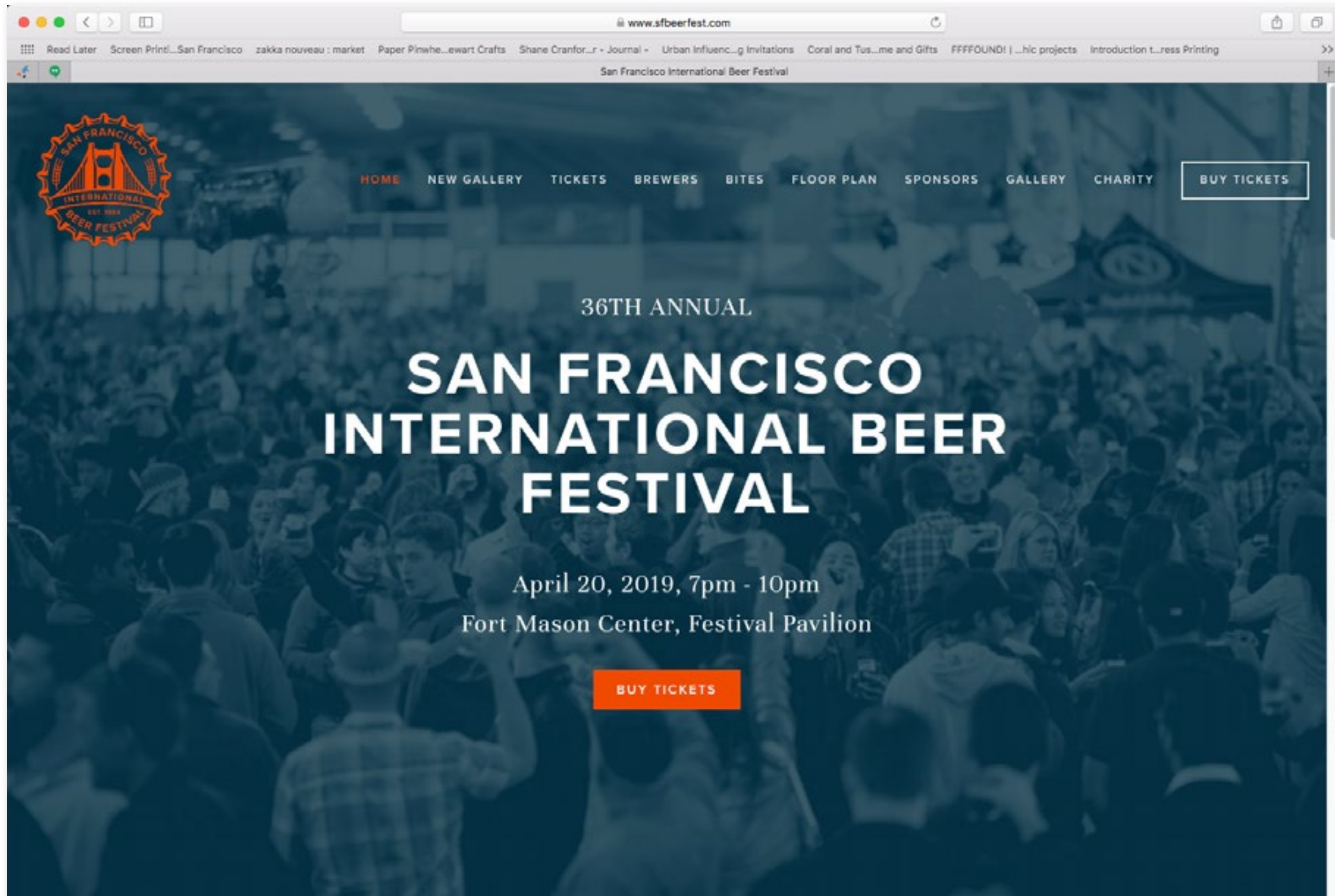
FORT MASON
FESTIVAL PAVILION

TICKETS & INFO
SFBEERFEST.COM

HUNDREDS OF LOCAL
CRAFT AND IMPORTED
BEER SAMPLES!

TASTY FOOD BITES
FROM YOUR FAVORITE
RESTAURANTS!

A BENEFIT FOR THE TELEGRAPH HILL COOPERATIVE NURSERY SCHOOL



thank you

herdah.com / herdah@gmail.com / 415.350.5760

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