

# PERSONAL BRANDING



**SHELLY ARROYO**

A.k.a. MAMA CHICKPEA

---

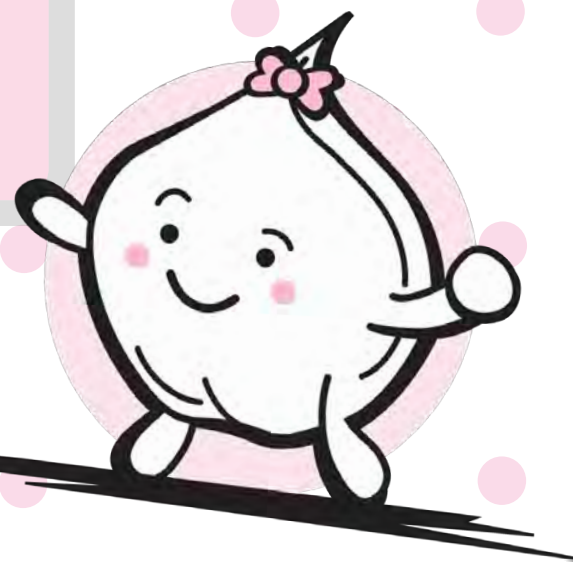
MIXED MEDIA ILLUSTRATOR  
&  
GRAPHIC DESIGNER

WELCOME.

hi!

I'm Shelly Arroyo ...

A.k.a. Mama Chickpea, & I would like to present to you my personal brand. It is the compilation of my artistic skills, classy style, & my quirky personality. I tried to encompass the spirit of my humorous vector illustrations & my professional graphic design skills, while telling the tale of my alter ego, Mini Pea. We've been through a lot together over the years & it was time for a change.



**IT WAS TIME FOR A CHANGE.**  
EVERY DESIGN STARTS WITH A DOODLE.

# THE LOGO DESIGNS

mama chickpea  
illustration & design

## WHY a Chickpea?

The “Chickpea” story originates from Shelly’s early art career. After some health concerns, she chose a lifestyle that included a craving for healthier foods, including many plant staples, like the chickpea. She gained the name from friends & family, highlighting the fiber of the bean & the rich fibers she used in her handmade, textile accessories.

### HORIZONTAL LOGO DESIGN

- \* Good for small spaces.
- \* Design is easier for some printing.
- \* Features the signature bow.

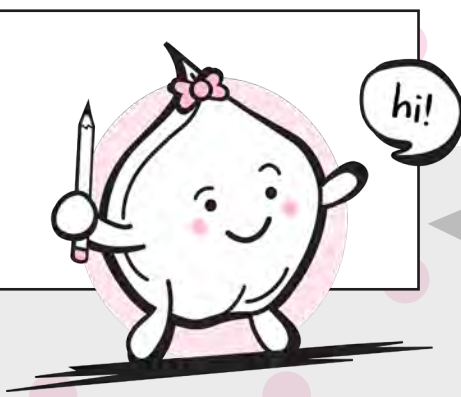
### CIRCULAR LOGO DESIGN

- Good for large spaces. \*
- Fun shape for square dimensions. \*
- Plays off a food-based, fork & spoon concept. \*



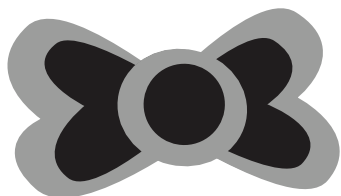
### LOGO CHARACTER

- \* Adds fun & possible animation design.
- \* Quirky, little character.
- \* Displays illustrative skills.



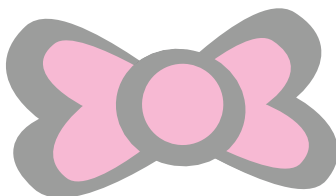
EVERY GOOD DESIGN,  
IS A PRODUCT OF ITS INSPIRATION.

# COLOR RECIPE



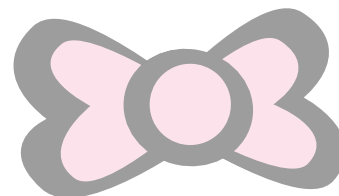
**#231F20**

70C 67M 64Y 74K  
35R 31G 32B



**#F7B9D3**

75C 68M 67Y 90K  
1R 1G 1B



**#FCE3EB**

0C 13M 1Y 0K  
252R 227G 235B

Montserrat  
**Montserrat**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Carrotflower  
**Carrotflower**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



## STATIONERY DESIGN



## PRESENTATION DESIGN

# STATIONERY DESIGN





FRONT DESIGN



BACK DESIGN



COMPLETE DESIGN



MOCK-UP DESIGN

LEAVE BEHIND DESIGN





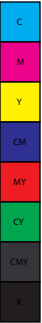
shelly@mamachickpea.com



3246 Gold Point  
El Paso, TX 79938  
USA







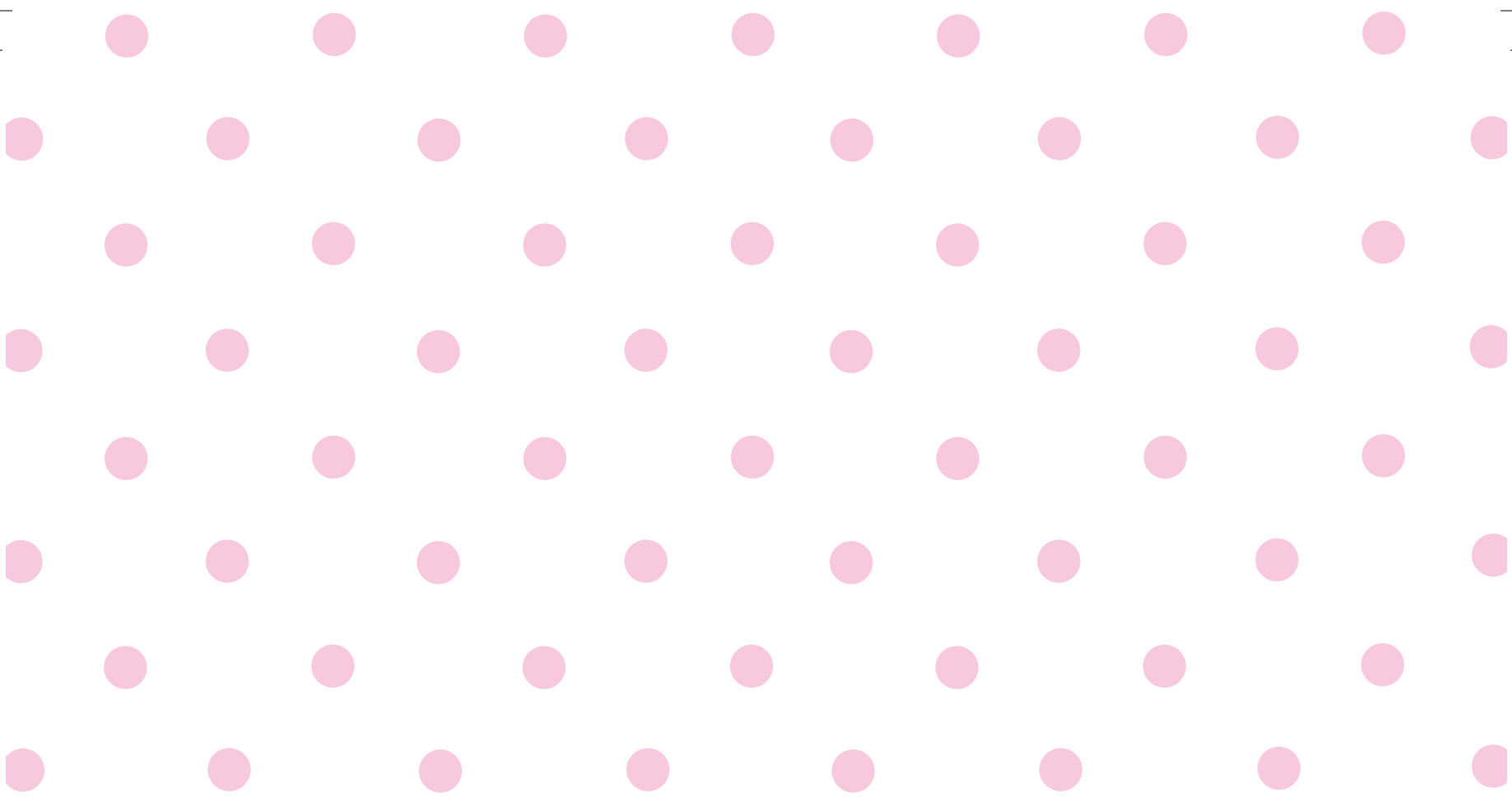


3246 Gold Point  
El Paso, TX, 79938  
USA

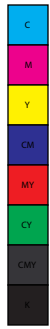
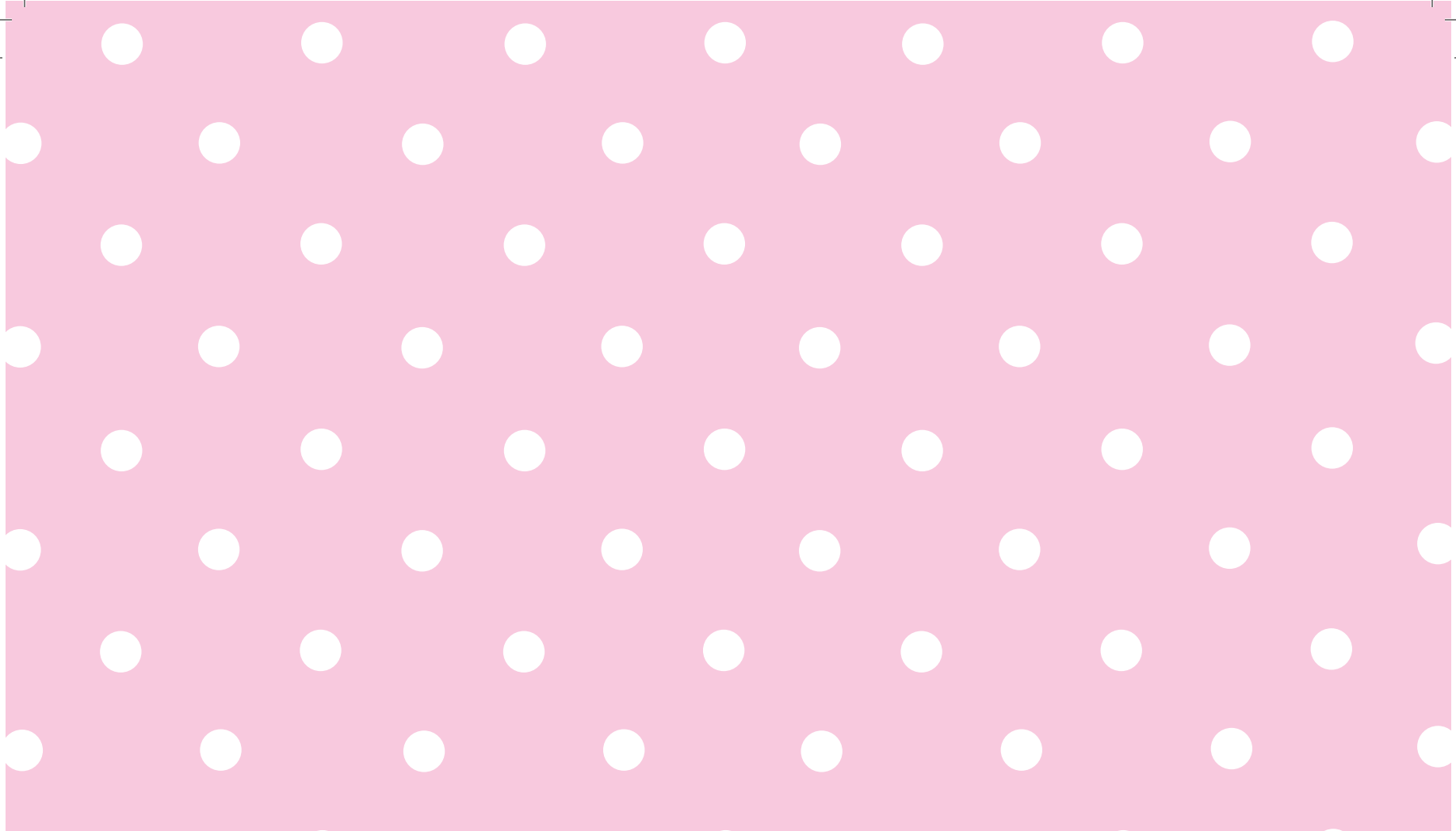




















# CHICKPEA FACTS

Serving size 1 AMAZING ARTIST

Servings per container 1

## AMOUNT PER SERVING

Calories 190 Cal    Calories from fat 0 Cal

### TOTAL TALENTS

% Daily Value\*

#### CREATIVITY

**110%**

Resourcefulness

100%

Art Skills

95%

Life Skills

95%

#### Positive Attitude

**100%**

Team Participation

100%

### TOTAL ENERGY

**1000%**

Determination

110%

Passion

110%

Hustle

110%

#### Excuses

**0%**

Adobe InDesign

90%

Adobe Illustrator

95%

Adobe Photoshop

90%

Adobe Dreamweaver

90%

Microsoft Office

85%

\* Percent Daily Values are based on amazing workplaces. Your daily values may be higher or lower depending on your work environment's needs:





**INGREDIENTS:**

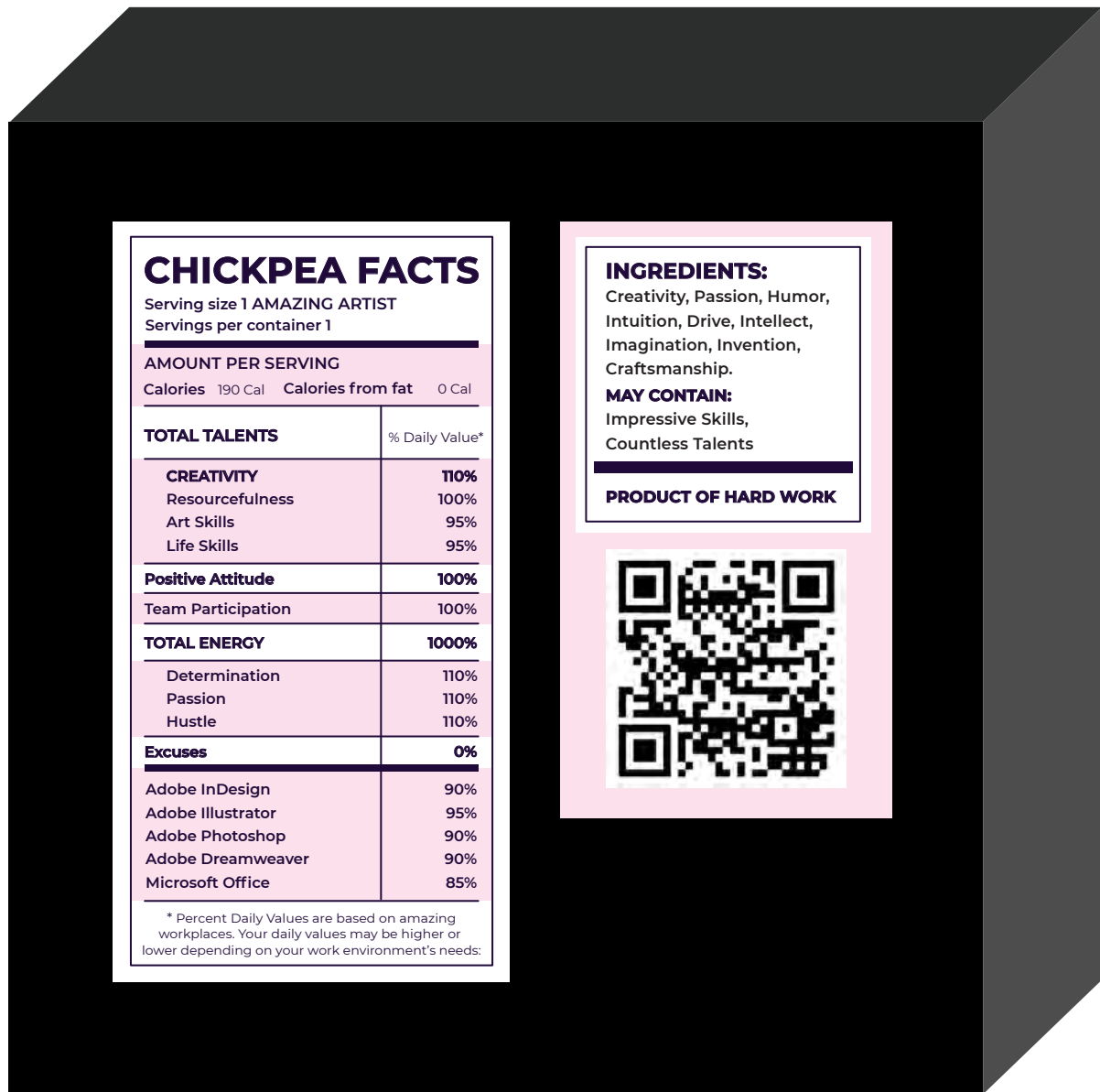
Creativity, Passion, Humor,  
Intuition, Drive, Intellect,  
Imagination, Invention,  
Craftsmanship.

**MAY CONTAIN:**

Impressive Skills,  
Countless Talents

**PRODUCT OF HARD WORK**





### CHICKPEA FACTS

Serving size 1 AMAZING ARTIST  
Servings per container 1

#### AMOUNT PER SERVING

Calories 190 Cal Calories from fat 0 Cal

#### TOTAL TALENTS

% Daily Value\*

<b>CREATIVITY</b>	<b>110%</b>
Resourcefulness	100%
Art Skills	95%
Life Skills	95%

#### Positive Attitude

**100%**

Team Participation 100%

#### TOTAL ENERGY

**1000%**

Determination	110%
Passion	110%
Hustle	110%

#### Excuses

**0%**

Adobe InDesign	90%
Adobe Illustrator	95%
Adobe Photoshop	90%
Adobe Dreamweaver	90%
Microsoft Office	85%

\* Percent Daily Values are based on amazing workplaces. Your daily values may be higher or lower depending on your work environment's needs.

#### INGREDIENTS:

Creativity, Passion, Humor, Intuition, Drive, Intellect, Imagination, Invention, Craftsmanship.

#### MAY CONTAIN:

Impressive Skills, Countless Talents

#### PRODUCT OF HARD WORK



### CHICKPEA FACTS

Serving size 1 AMAZING ARTIST  
Servings per container 1

#### AMOUNT PER SERVING

Calories 190 Cal Calories from fat 0 Cal

#### TOTAL TALENTS

% Daily Value\*

<b>CREATIVITY</b>	<b>110%</b>
Resourcefulness	100%
Art Skills	95%
Life Skills	95%

#### Positive Attitude

**100%**

Team Participation 100%

#### TOTAL ENERGY

**1000%**

Determination	110%
Passion	110%
Hustle	110%

#### Excuses

**0%**

Adobe InDesign	90%
Adobe Illustrator	95%
Adobe Photoshop	90%
Adobe Dreamweaver	90%
Microsoft Office	85%

\* Percent Daily Values are based on amazing workplaces. Your daily values may be higher or lower depending on your work environment's needs.

#### INGREDIENTS:

Creativity, Passion, Humor, Intuition, Drive, Intellect, Imagination, Invention, Craftsmanship.

#### MAY CONTAIN:

Impressive Skills, Countless Talents

#### PRODUCT OF HARD WORK

