

CREATIVE PORTFOLIO

Brand · Communications · Campaigns · Design



Kate Lab
Kate Creates LLC

CONTACT

- ✉ kategoescreating@gmail.com
- 📷 [@kategoescreating](https://www.instagram.com/kategoescreating)
- 🌐 www.kategoescreating.com

About Me

I'm Kate, a communications and creative strategist with 13 years of experience across nonprofit communications, fundraising, campaign development, social media, storytelling, design, and audience growth.

I love taking a big idea or complicated message and figuring out how to communicate it clearly, creatively, and beautifully. My work often sits at the intersection of strategy, writing, visual design, and audience understanding.

Alongside my professional work, I write and create through Kate Creates, an organically grown platform of more than 46,000 followers. I'm also the author of two forthcoming books.



Skills



Communications + Brand Strategy

Turning organizational goals into clear messaging, campaigns, and communication plans.



Campaign Development

Building campaigns from initial concept through messaging, design, launch, and evaluation.



Brand + Visual Design

Creating cohesive visual systems, brand identities, campaign creative, and public-facing materials.



Content + Social Strategy

Developing audience-focused content strategies and using performance insights to strengthen future work.

Work Experience



The Factory Ministries

Marketing, Communications + Development

Lead communications strategy, campaign development, organizational messaging, donor engagement, social media, and visual design. Member of the Executive Leadership Team.



Kate Creates / Freelance

Brand, Design + Content

Brand strategy, visual identity, content development, illustration, and creative support for businesses, nonprofits, ministries, and individuals. Built Kate Creates into an organically grown audience of more than 46,000.

Education + Strengths

Moody Bible Institute
B.A. Biblical Theology, 2013

Training in theology, biblical interpretation, communication, and ministry that continues to inform my work with faith-based and mission-driven organizations.

CliftonStrengths

Relator · Strategic · Achiever · Learner ·
Individualization

***I build strong relationships,
see patterns and possibilities,
learn quickly, and bring context
and thoughtful strategy
to creative work.***

SELECTED WORK

Brand Identity

PEARLS & PETALS

LOGO REDESIGN

VISUAL IDENTITY

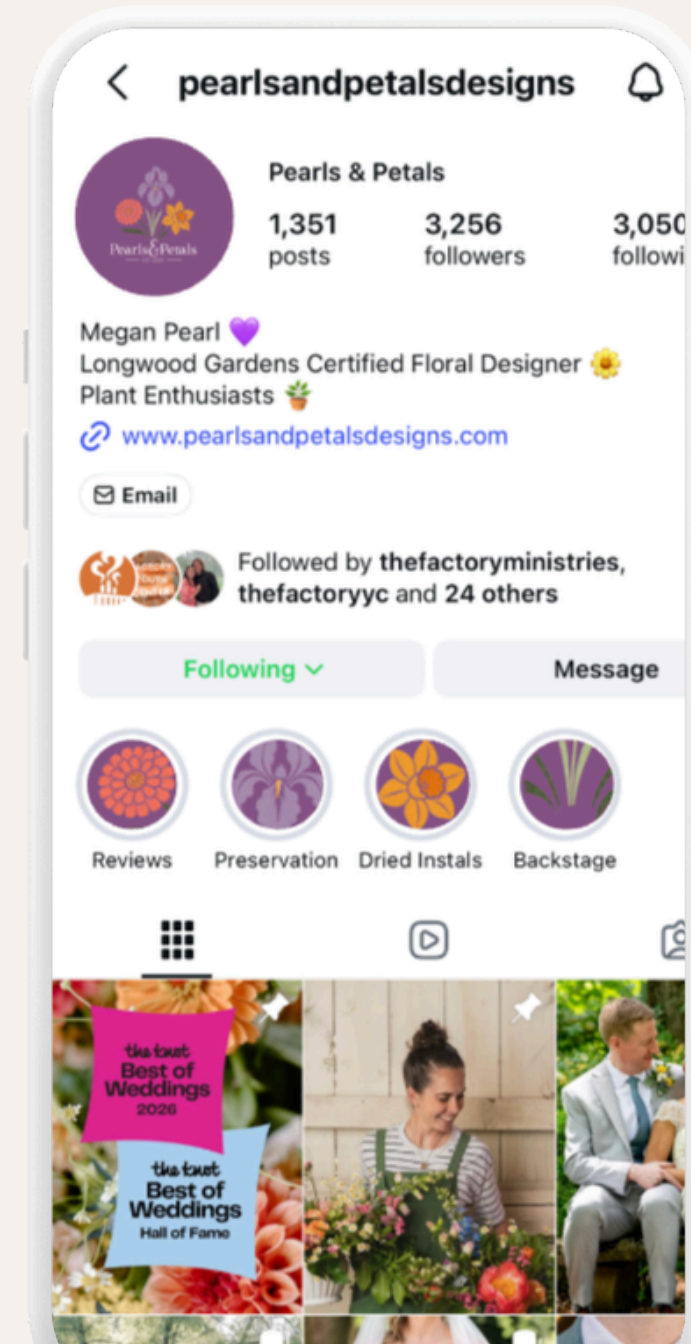
APPLICATIONS



FRESH - FUN - CLASSIC

Pears & Petals

Pears & Petals



Brand Identity

PROSPERA WEB DESIGN

LOGO, TYPOGRAPHY, COLOR PALETTE,
ICONOGRAPHY + TAGLINE

Growth . Sustainability . Stewardship

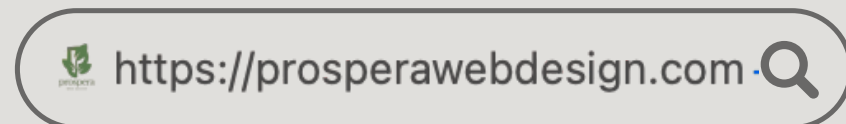
LOGO WIDE



LOGO TALL



ICON



"WEBSITES THAT REFLECT THE CARE AND CRAFTSMANSHIP BEHIND YOUR WORK."

HEADING FONT

Libre Baskerville

SUBTITLE

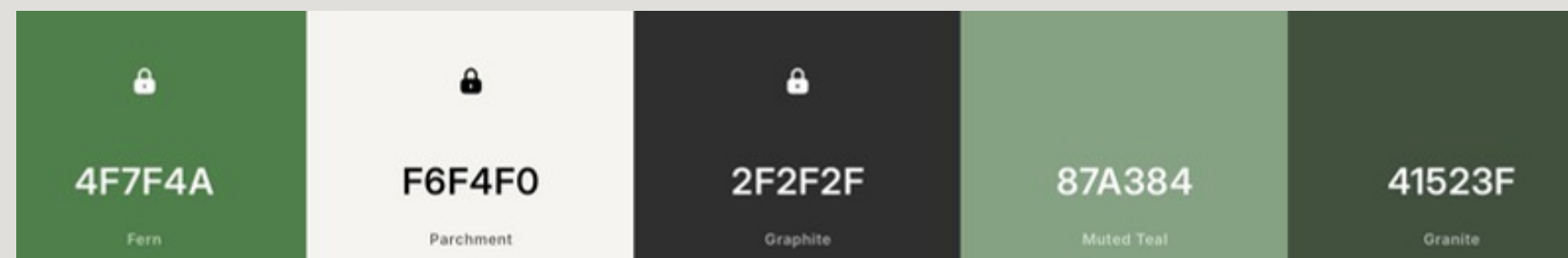
ARIMO (ALL CAPS)

BODY TEXT

Source Sans 3



BRAND COLORS



Letterhead



Website elements



Promotional materials

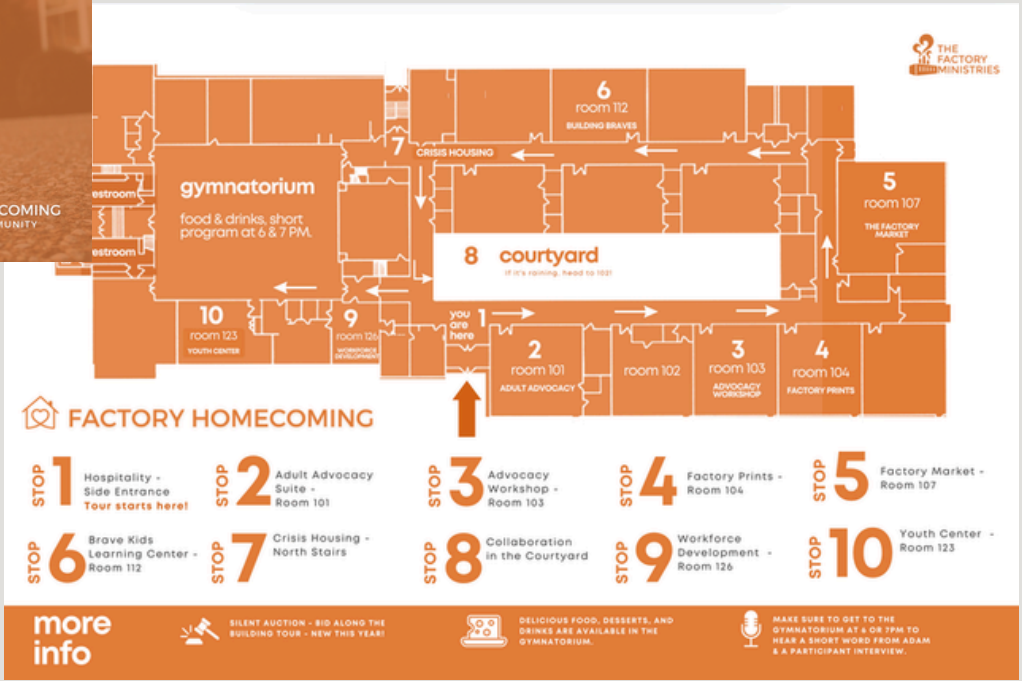
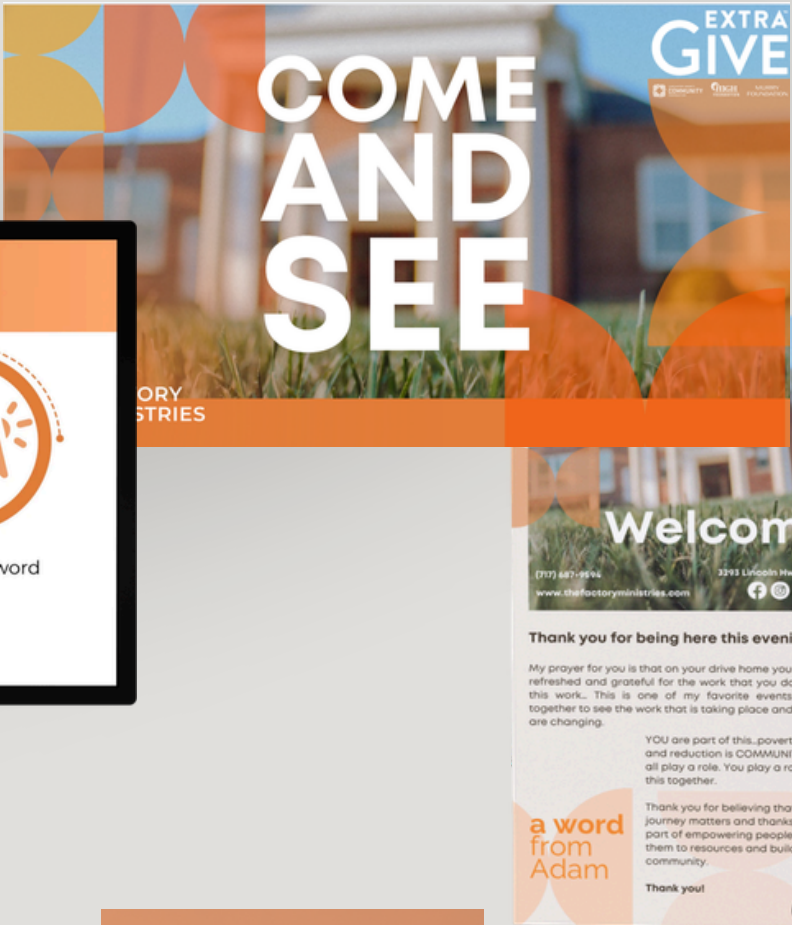


Business Cards



Nonprofit Design

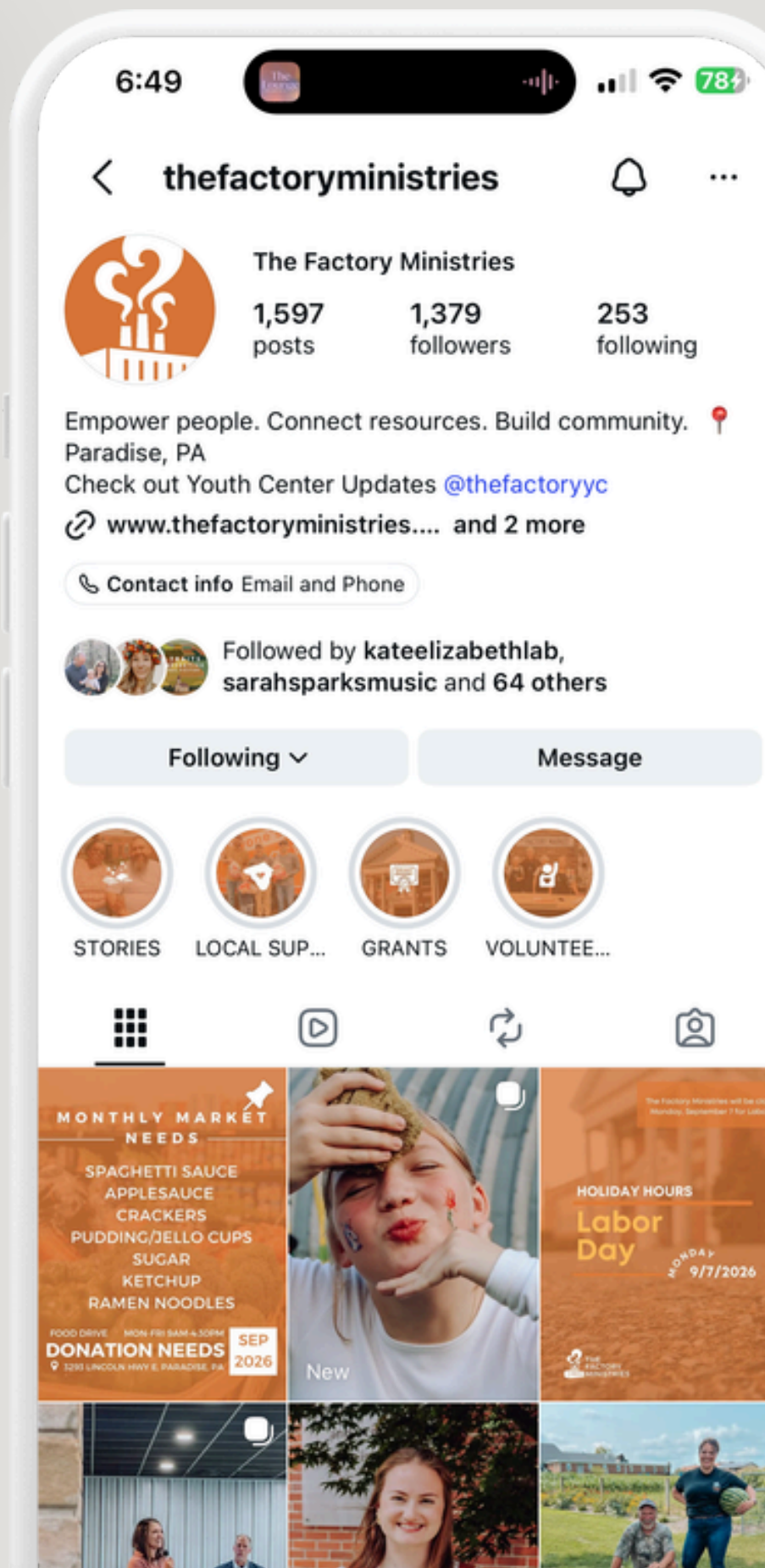
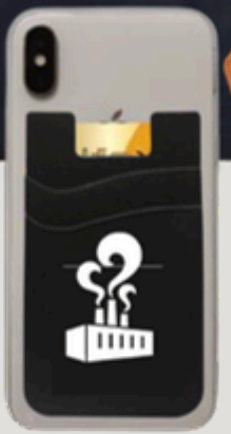
THE FACTORY MINISTRIES
CAMPAIGN + COMMUNICATIONS



Nonprofit Design

THE FACTORY MINISTRIES

BRAND APPLICATIONS + CONTENT



Church

+

Ministry
Design

SERMON
SERIES



MARK YOUR CALENDAR FOR

VBS

AT OUR LOCAL CHURCHES

Don't miss these opportunities for your kiddos to learn and have fun this summer at VBS, that stands for Vacation Bible School!

June 8 - June 12
Maple Grove Mennonite Church

June 16 - June 20
Calvary Monument Bible Church

June 22 - June 26
Keystone Church

June 29 - July 3
Pequea Evangelical Church

July 10 - July 14
Grace Point Church

July 18 - July 22
Pequea Baptist Church

July 29 - July 31
Pequea Evangelical Church

July 20 - July 24
Pequea Baptist Church

July 28 - July 30
Pequea Baptist Church

Throughout June and July, local churches are providing Vacation Bible School for kids ages 3-6. VBS often includes fun games, crafts, and a lesson from the Bible. See dates, times, and ages for each on the map.

JOINT VBS CAMPAIGN

2025

JUNE

2025

JULY

MARK YOUR CALENDARS & REGISTER YOUR KIDDOS FOR VBS 2025!

INTRO TO - 8 WEEK BAPTISM CLASS

FOR STUDENTS 6TH GRADE & UP

We're offering an 8-week baptism class for students who are exploring what it means to follow Jesus and wondering if baptism is their next step. This class isn't high-pressure—it's a clear and encouraging space for students to learn, ask questions, and grow.

WHAT THE CLASS COVERS
Week 1 - The Gospel: What it means to follow Jesus
Week 2 - What Is Baptism?: What it symbolizes and why it matters
Week 3 - Obedience: Baptism as following Jesus' command
Week 4 - Public Faith: Declaring faith boldly
Week 5 - The Church: Belonging to God's family
Week 6 - New Life: Growing as a new creation
Week 7 - My Story: Writing and practicing a testimony
Week 8 - Celebration: Sharing what they've learned with family

QUESTIONS & CONCERNS WE ADDRESS
Many students have understandable worries. We walk through:
• "I'm afraid to tell everyone I'm a Christian."
• "I'm nervous about speaking in public."
• "I've followed Jesus for years—is it too late to be baptized?"
• "Do I have to join a church if I get baptized?"
We handle each of these with patience, clarity, and Scripture.

PURPOSE OF THE CLASS
By the end of the class, students will:
• Understand the gospel and what it means to personally trust Jesus
• Know what baptism is and why Christians practice it
• Understand the three biblical reasons for baptism:
1. To obey Christ's command
2. To publicly profess faith
3. To commit to Christ's people
• Be able to share their own testimony
• Have clarity about whether they're ready for baptism

WHAT THIS CLASS IS NOT
It doesn't guarantee a student will be baptized, pressure students into a decision, nor does it replace parents in spiritually guiding their children. Our goal is simply to help students understand Jesus' call clearly and respond faithfully.

AFTER THE CLASS
If a student wants to move forward, they'll meet with a pastor or elder and we'll plan a baptism service with family involvement. If they're not ready—that's completely okay. We continue walking with them.

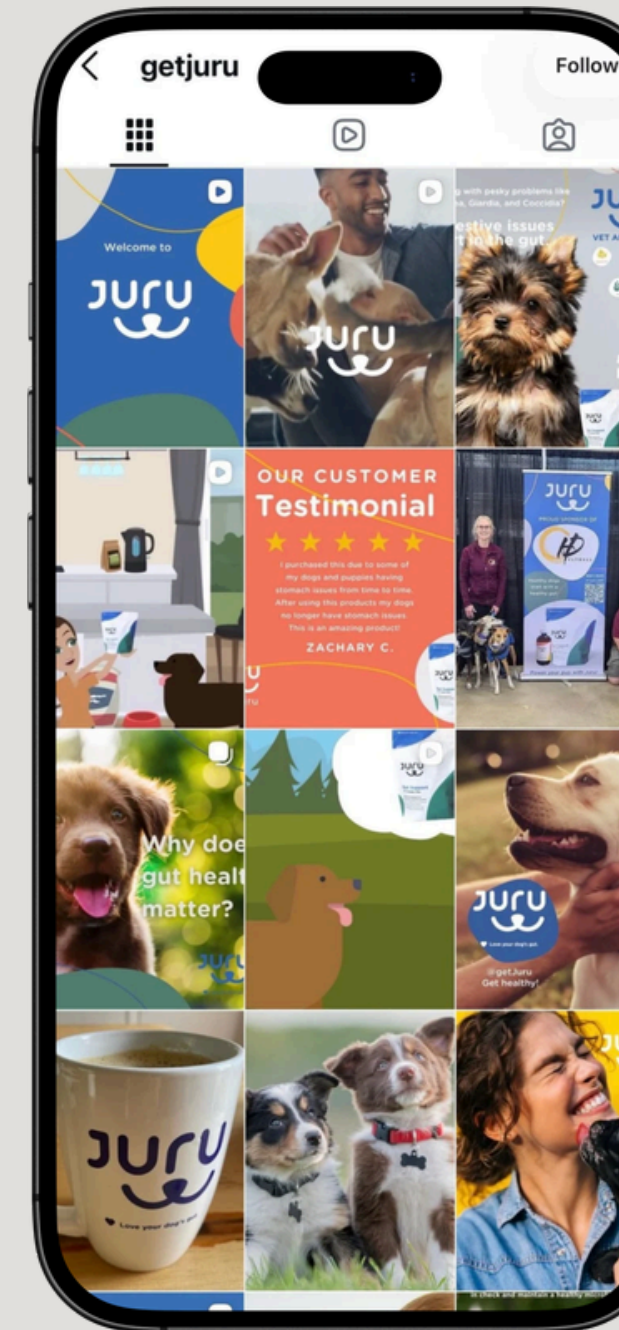
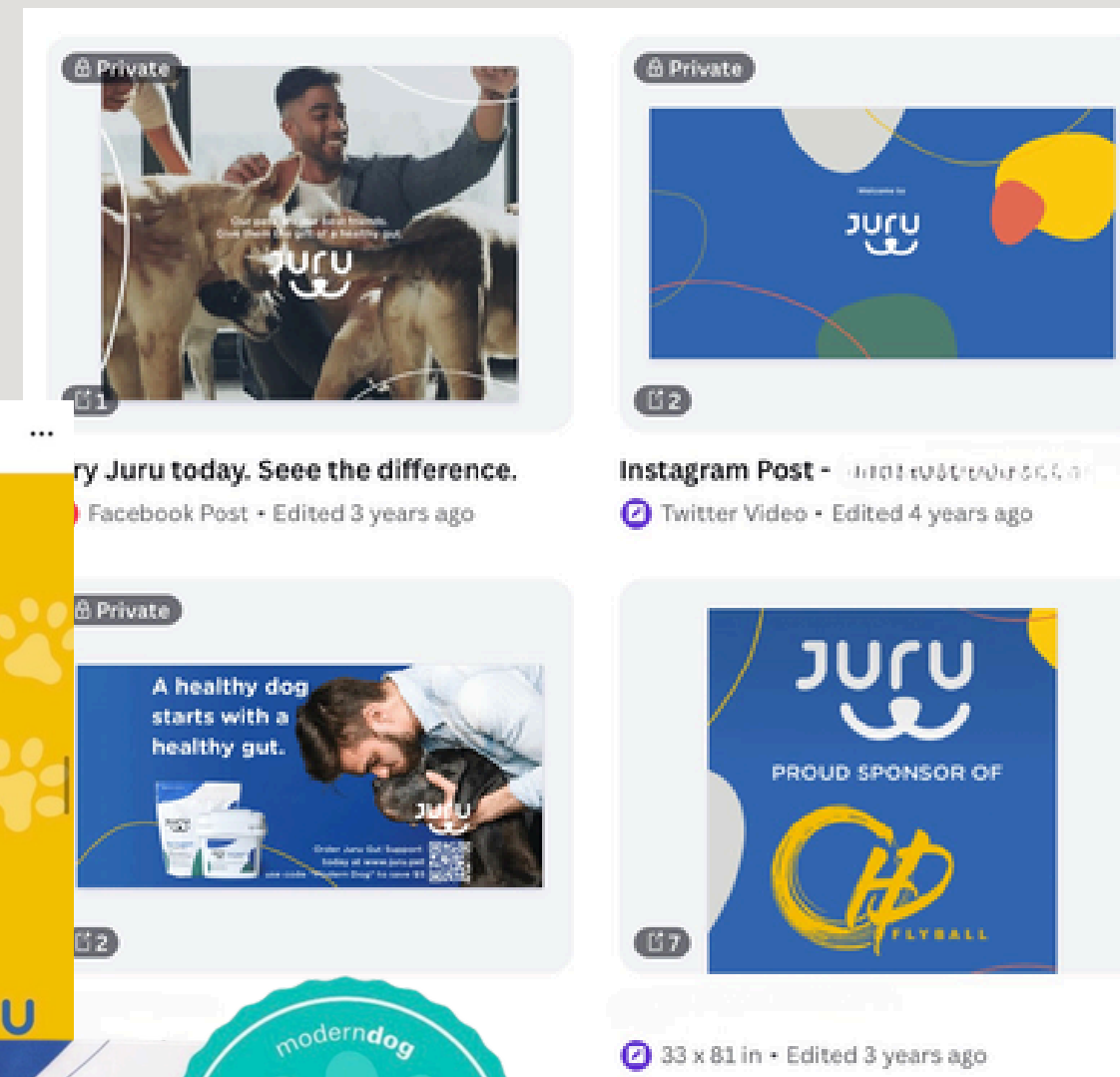
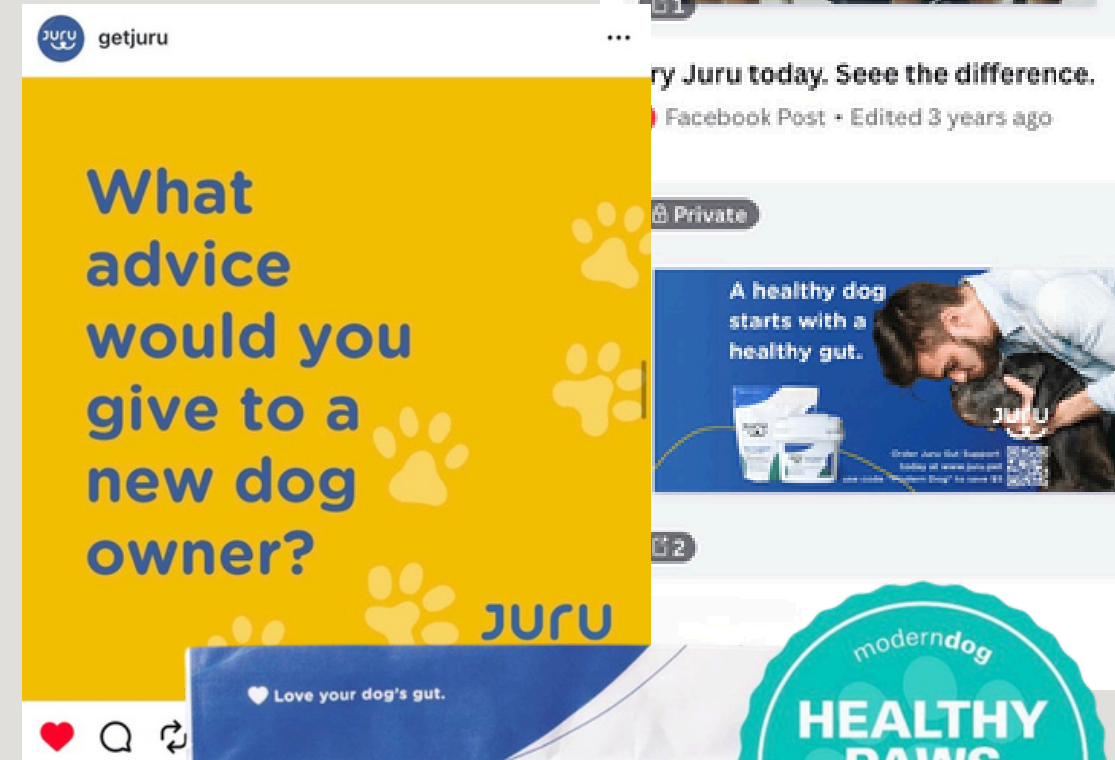
401 HERSHEY CHURCH RD, KINZERS, PA 17529
WWW.HERSHEYMENNONITECHURCH.COM

BAPTISM CURRICULUM



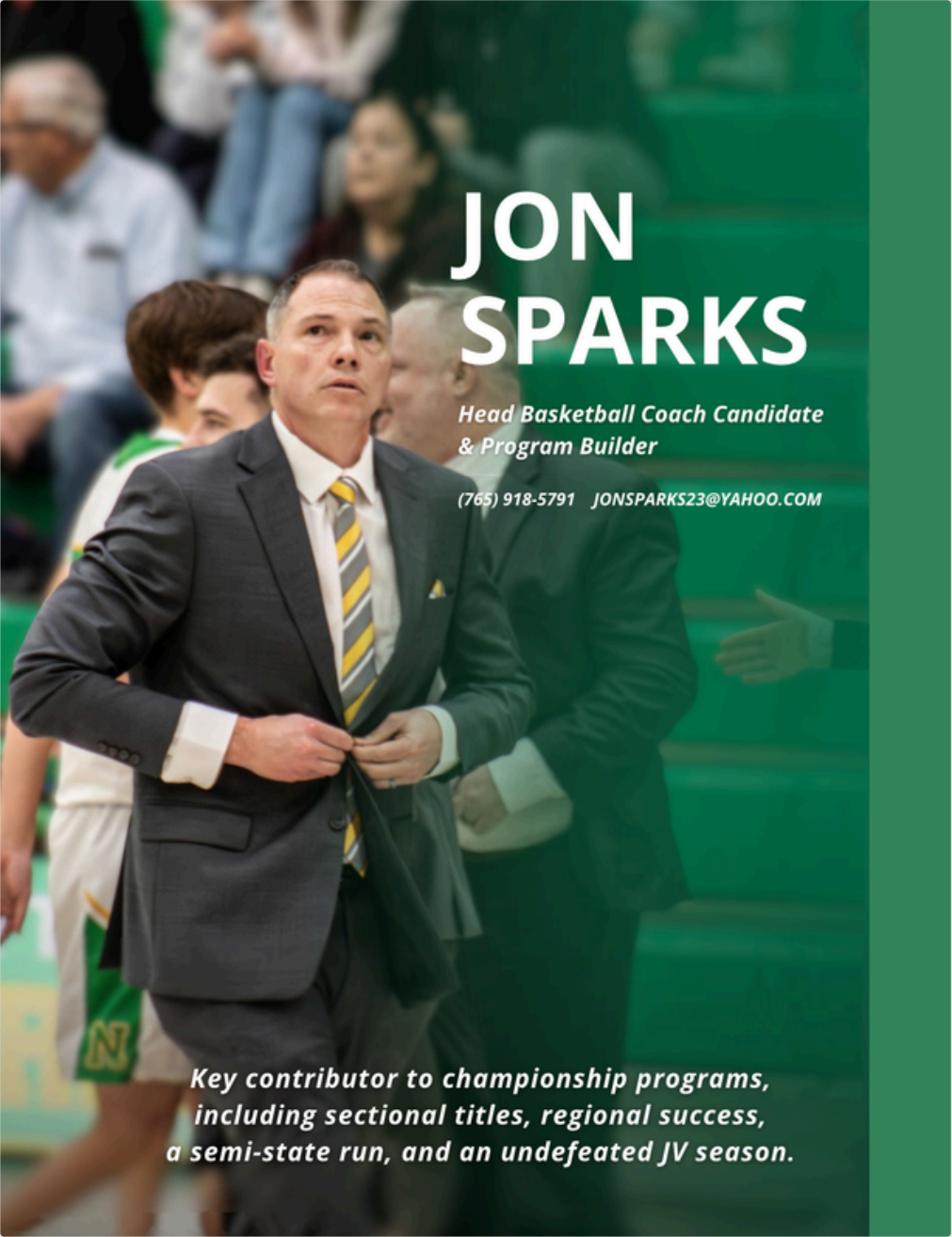
Content + Campaign Design

JURU

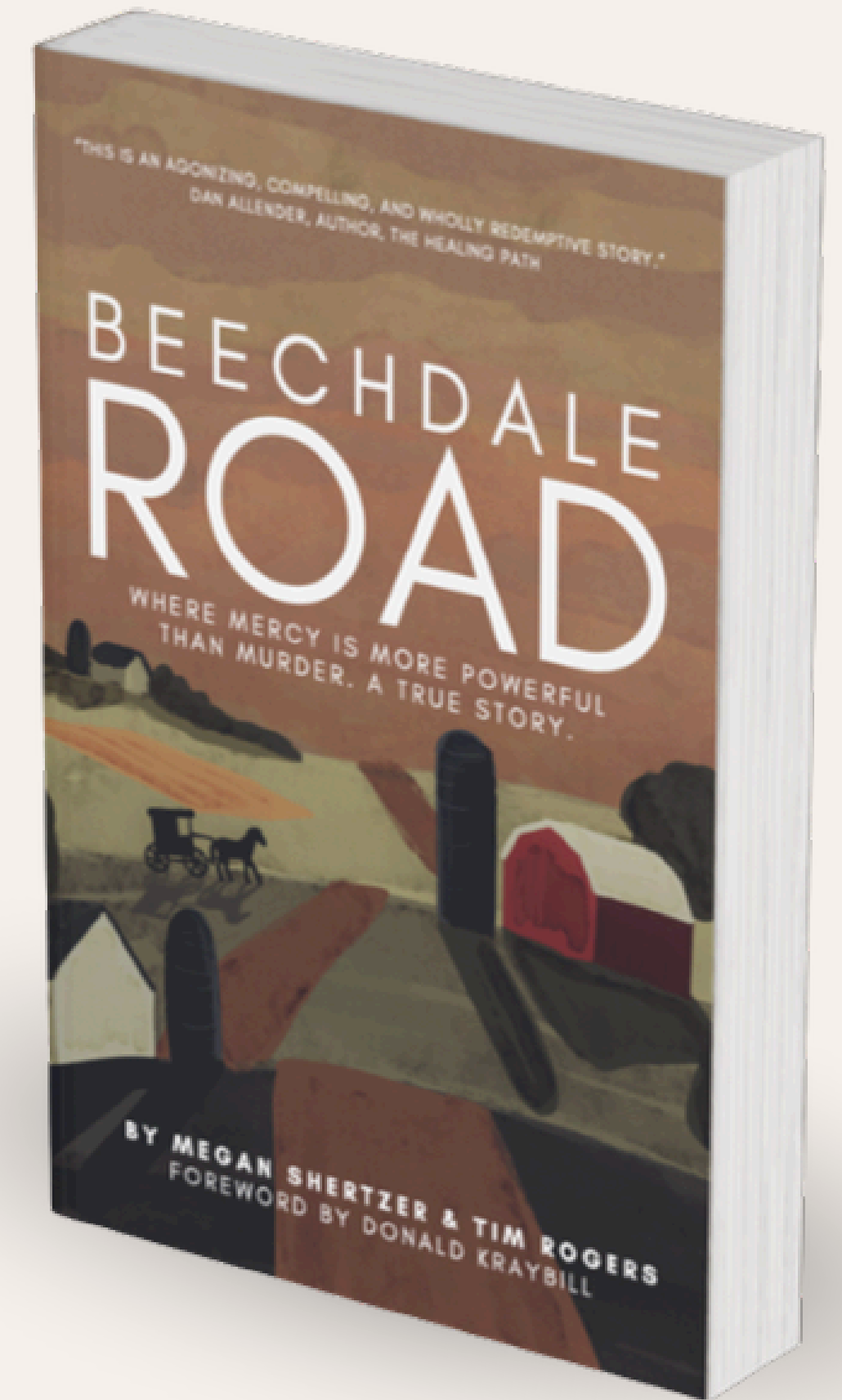
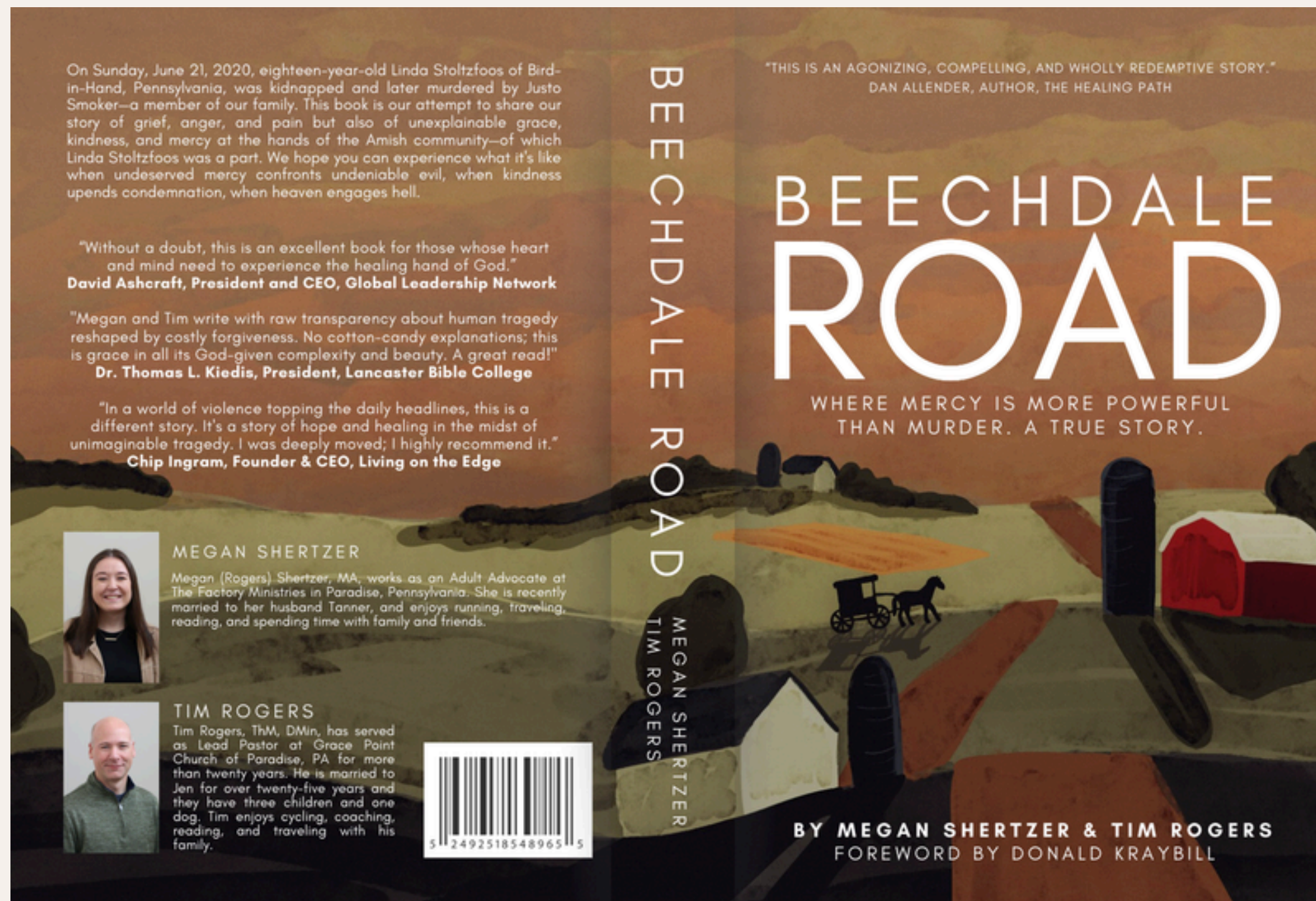


ROLE: CONTENT DESIGN WORKING WITHIN JURU'S ESTABLISHED BRAND IDENTITY AND GUIDELINES. LOGO AND IDENTITY DESIGN BY OTHERS.

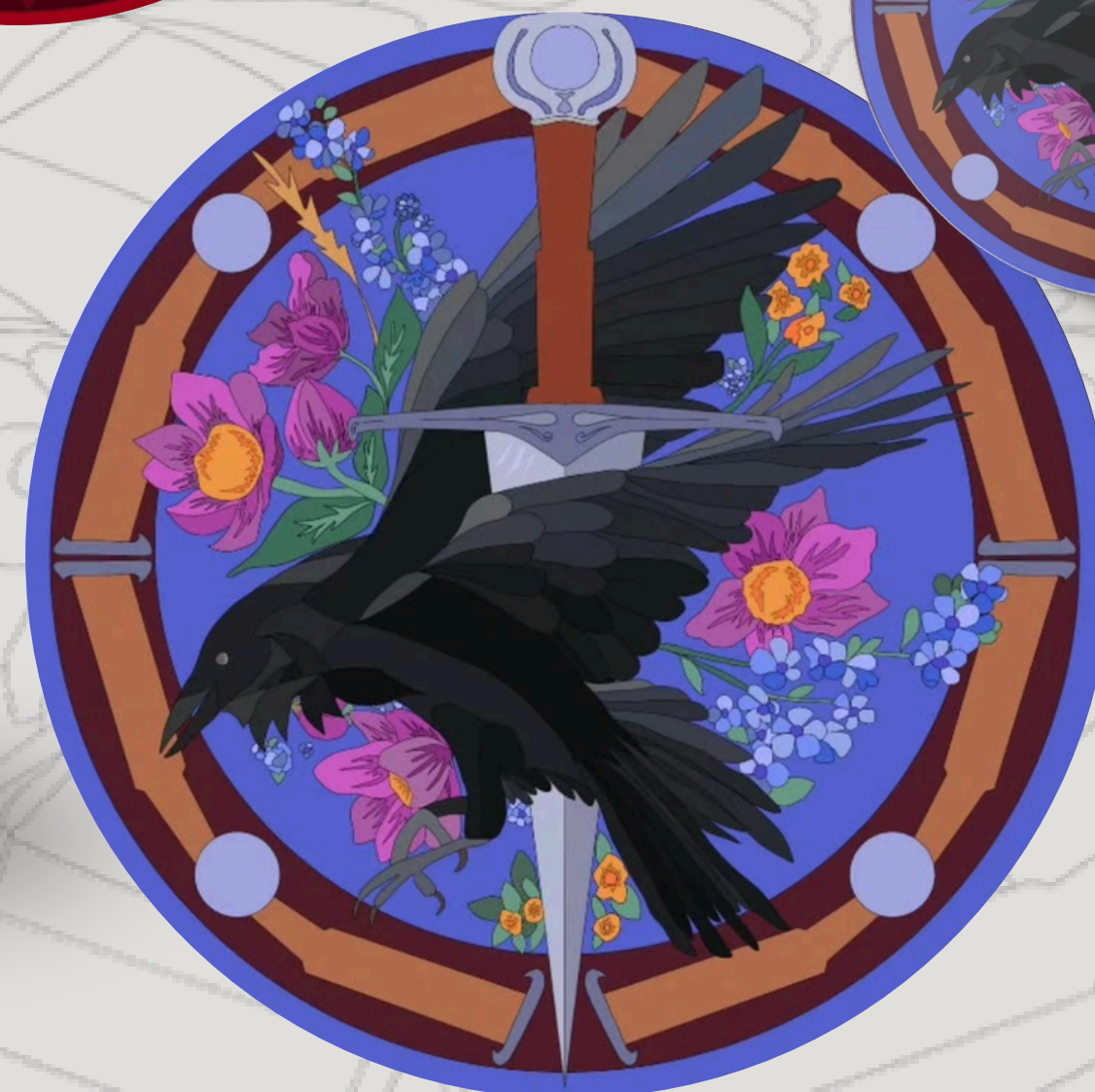
Content organization + editorial design



Book Cover Design + Illustration



Custom Illustration + Artwork



Custom sticker illustrations designed to complement an existing book series.

COLOR STUDY





BRAND GUIDE

Logo · Typography · Color Palette



#5E5C19



#D0C3BA



#BA8B40



#443820



#AE9071

BRAND VOICE

PROFESSIONAL - RELATABLE - FUN

FONT BODY

Public Sans - Unbold



RESPONSIBLE
DOG BREEDER

FONT HEADING

PUBLIC SANS

BOLD - ALL CAPS



THANK YOU

kategoescreating@gmail.com · kategoescreating.com