Andrew Carroll

Graphic Designer

Andrew Carroll, B.F.A.

Graphic Designer

I’m Andrew, a Pennsylvania-based graphic designer with over 15 years of design experience and a BFA in Communication Design from Kutztown University.

I specialize in logo design, visual identity, illustration, and print and digital materials for nonprofits and mission-driven businesses. I take a thoughtful approach to typography and cohesive visual storytelling. My practical print production experience is applied to each project. I enjoy collaborating with teams, refining concepts through feedback, and turning a clear creative direction into polished, purposeful design.

My personal design philosophy is this:
Design that makes doing good, look great.



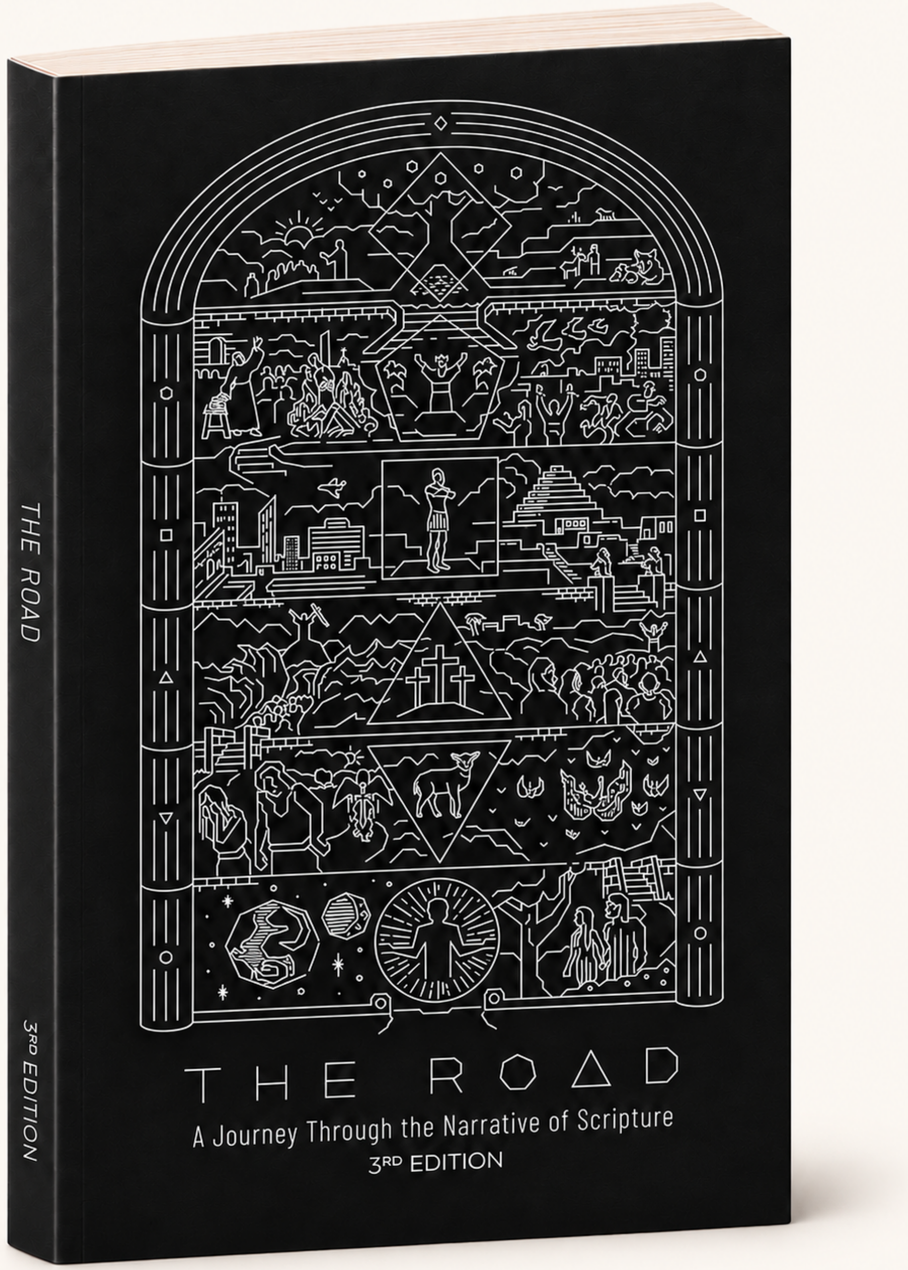
Project Samples

The Road

Cover Design, Book Layout & Illustrations

Author Marcos Torres created The Road to help people explore the Bible as one connected story, with Jesus at the center. The goal was to make deep theological ideas approachable, especially for younger readers and those exploring or rediscovering their faith. I helped bring that vision to life through the cover design, illustrations, and complete interior layout of this 288-page Bible study guide.

With more than 30 chapters and over 20 custom vector illustrations, I crafted a consistent visual style that is engaging and easy to follow. The cover features 6 vignettes each represented by a geometric shape that corresponds to each thematic section of the book. Every design choice was made to support the story and help readers connect with the material. The result is a thoughtfully designed resource that invites people to explore Scripture, ask questions, and discover a fresh perspective on faith.



The Road

Interiors



LAMB

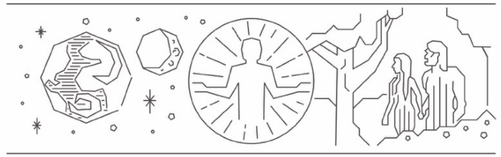


SANCTUARY



SACRIFICE

PART 1:
1. THE BEGINNING



First this: God created the Heavens and Earth—all you see, all you don't see. Earth was a soup of nothingness, a bottomless emptiness, an inky blackness. God's Spirit brooded like a bird above God spoke: "Light!" And light appeared. (Genesis 1:1–3, Th

The story begins. God creating the world and everyth recorded in the biblical book of Genesis—is a radical differs from many ancient myths and modern cosmo stories, humanity often comes into being by mistake or t of slave to the gods. In the modern story, our species undirected evolutionary process; any meaning we have w ourselves, any value we have is ultimately relative.

However, according to the Bible's creation story, we wer by a divine intelligence—a Great Spirit who transcen categories, who has a purpose for each of us that is greate and more panoramic than our wildest dreams can fathon

But let's pause for a moment and take a step back questions we need to answer before we go any further: Th this creator? The second, why is he creating?

Who is this Creator?

Read 1 John 4:8 and 16. What do these verses tell us abo what he is like? (You can also open up all the chapter's v button in the title page)

Chances are your answer has something to do with lov right, but there is more to God's love than many people to make sense of it is to dig deeper into the original lan write those words. Unlike English, the Greek language different words for love. Here are three of them:

Notice that Daniel 7 and Daniel 2 are really the same vision. The winged lion is Babylon, the head of gold. Archaeologists have shown that the kingdom of Babylon was often depicted as a lion with wings, making this a fitting symbol. At the time of writing, Babylon had already been conquered by the Medo-Persian Empire which is represented by the lopsided bear with three ribs in its mouth. The bear was raised up on one of its sides just as the Medes were more powerful than the Persians. In addition, the bear had three ribs in its mouth, likely representing three major nations they had devoured: Lydia, Babylon and Egypt.

Greece, still 208 years in the future, is represented by the flying leopard—a symbol of its speed. When Alexander the Great conquered the Mediterranean world, he was swift and unstoppable. The four heads of the leopard likely predicted Alexander's four generals (Cassander, Lysimachus, Seleucus and Ptolemy) who split Greece among themselves after Alexander's death.

However, interesting (or not) as all this might be, Daniel bypasses these first three beasts rather quickly. He is awestruck with the fourth, and wants to understand what it represents.

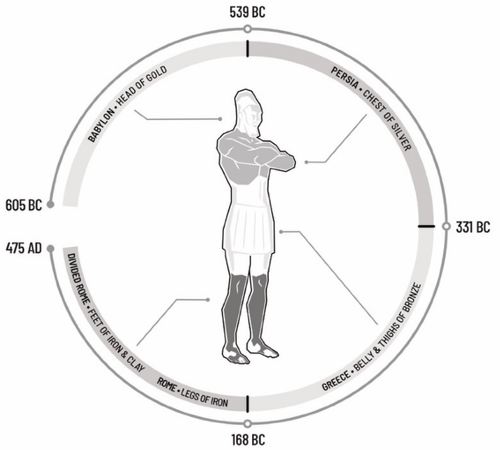
As we follow the historical timeline, we discover that the fourth beast is none other than the kingdom of Rome. Although it is still in the future (from Daniel's vantage point) Rome is the beast with iron teeth that crushes and devours everything—a fitting description of the most powerful empire that has ever ruled the earth. The ten horns, as we will soon see, represent its fall 1015 years before it actually took place.

As noted above, this vision is the same as Daniel 2, only with more detail. And in this vision, Daniel takes a special interest in the fourth kingdom. Read verses 19–25 then write down the descriptions below:



BEAST

Beast	The Other Horn



Don't get so caught up in the imagery that you miss the narrative. This final beast seems to be a main antagonist against God and represents the iron nation of Rome. The ten horns foretold how the once-unified nation would collapse and splinter. Now, the history of Rome's fall is long, complex and messy—too much for us to explore in detail.

In fact, the details of this entire vision are way too intense to cover in this chapter. But no need to worry! If you don't mind history, dates, and cracking secret codes, the QR code on the next page contains a PDF download that explains this entire vision in detail.

Deliberate Life

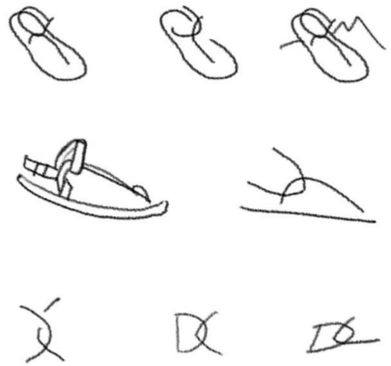
Logo & Visual Identity Design

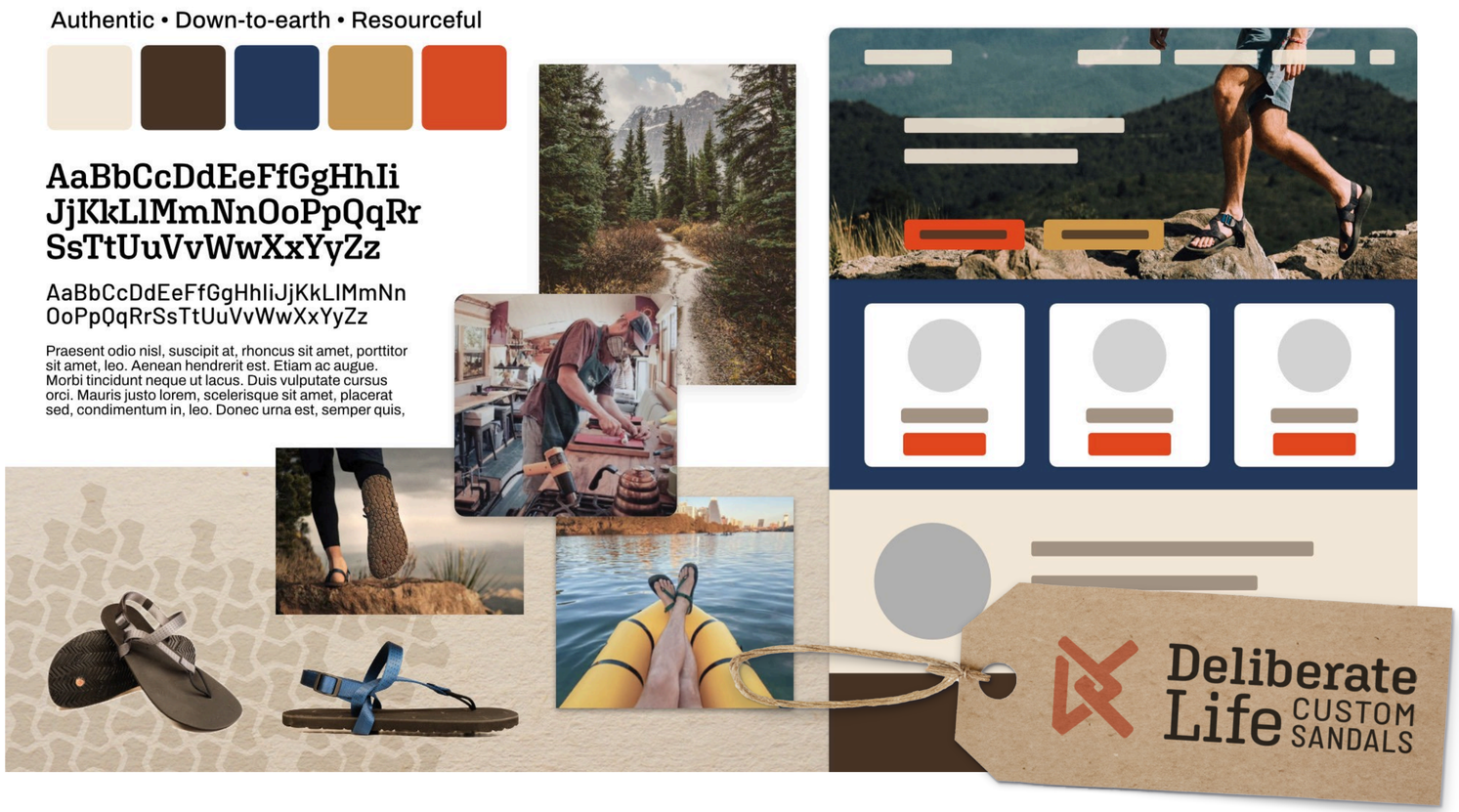
Since 2014, Deliberate Life Designs has been making handcrafted, custom-fit minimalist sandals for trail runners, backpackers, and outdoor enthusiasts around the world. Every pair is made to order, reflecting the company's commitment to craftsmanship, individuality, and a more natural way of moving. The goal was to create a refreshed visual identity that captured that same thoughtful, down-to-earth approach.

I worked through concept sketches, stylescapes and logo variations to develop a clean, recognizable identity inspired by the outdoors. The final intertwined design is captures the huarache style lashing which balances simplicity with personality. The final result is a brand built around intentional living, personal craftsmanship, and the freedom to explore.



Deliberate Life
CUSTOM SANDALS



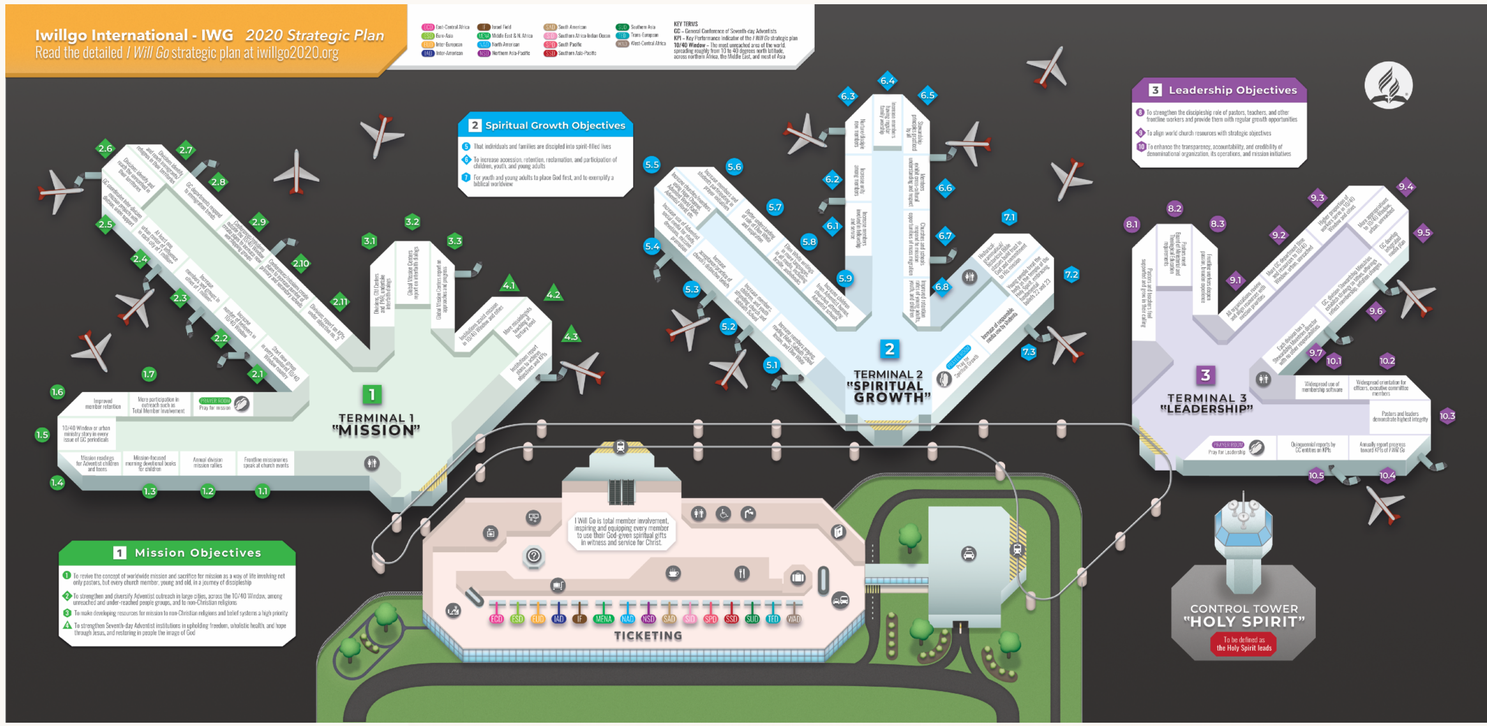


I Will Go Infographic

via Z-Card Style Brochure

Adventist Mission needed a creative way to share the Seventh-day Adventist Church's I Will Go strategic plan, which outlines goals for mission, spiritual growth, and leadership around the world. The challenge was fitting dozens of objectives, key performance indicators, and supporting facts into a large, foldable Z-card brochure while keeping everything organized, readable, and engaging.

The travel-inspired design brings the idea of worldwide mission to life. One side unfolds into an illustrated airport, with the plan's key performance indicators woven throughout the scene. The other features a luggage carousel transformed into a pie chart, alongside suitcases covered in custom sticker-style illustrations highlighting facts and figures about Christian missions. The result is a colorful, information-packed piece that makes a complex strategic plan easier to explore, understand, and remember.

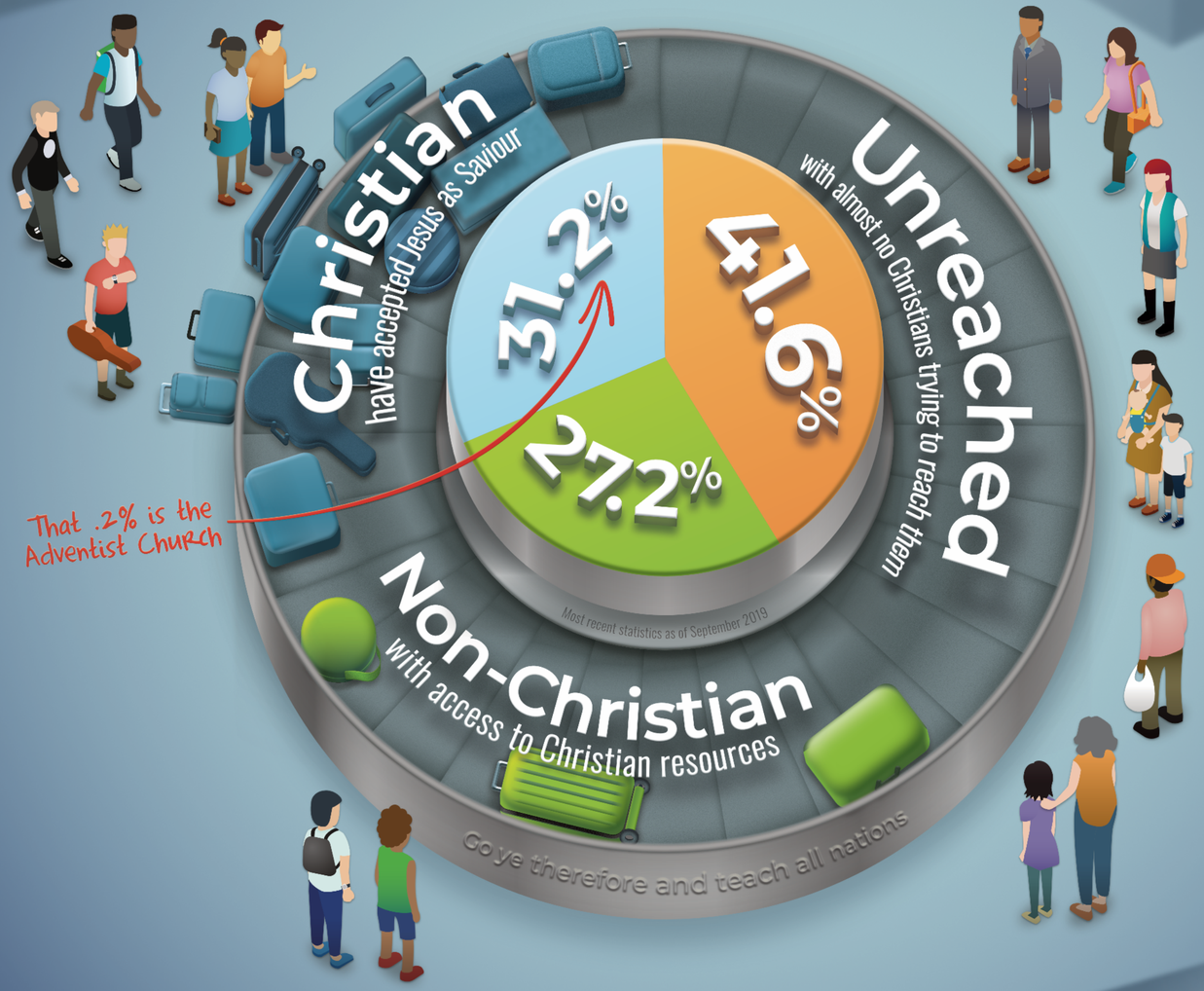


Z-Card Interior



Front and Back Exteriors

THE WORLD TODAY





Throne

Visual Identity, +Brand Guide

Throne Composting Toilets offers a practical approach to an everyday necessity, with a name that brings a little humor to the conversation. My goal was to refresh the existing brand while keeping its playful personality.
I created a new icon for better readability, and developed a warm, earthy color palette inspired by natural materials and the outdoors.

I also created a complete brand guide covering typography, logo variations, custom icons, graphic elements, and social media layouts. Every detail was designed to give Throne a consistent, recognizable look across its website, marketing, and future materials. The result is a friendly, flexible identity that reflects the brand's practical, down-to-earth approach.



PRIMARY



STACKED



SYMBOL



MINI

Throne

Brand Guide Samples

BRAND GUIDE

Typography

See 04_Fonts in directory

SUBHEAD
Used for subsections of a piece of text, great for social media and website banners

HEADING
Used for titles and headers, great for social media and website banners

PARAGRAPH
Used for longer more detailed pieces of text

HIGHLIGHT
Used draw attention to special features, captions, call-outs, etc.

8

Subheading: Wix Madefor Display Bold (All Caps)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heading: Fraunces 72pt Soft Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Paragraph: Wix Madefor Text Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Highlight: Caveat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRAND GUIDE

Color Usage

In the 4-square grid, there are set formulas for planning a website design. One of the neutral will be 60% of the layout, usually background, with the secondary being used half as much for smaller sections like inset text boxes. The accents will be used sparingly for buttons and CTAs. The secondary color may also work as a background. Black can be used for text.

Sandstone | Spruce | Sagebrush | Coffee | Plaster | Honey Gold



Color combos



UI percentages



BRAND GUIDE

Icons

I've tried to stick close to the existing aesthic on the website but tweaks can be made to give them a sharper appearance as the line caps are rounded, giving them a soft appearance.

When viewed at 100% print size, the 64px and 32px will give a somewhat accurate sense of what they'll look like on screen.

I've included a reversed version just in case you decide to use a darker color for the website navigation, or placing over dark colors or backgrounds in general, such as on social media posts.

10



64px



32px

Logo Design

15+ years of visual identity













































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