Graphic design has many uses. It can convey a marketing message in a creative way, or turn a stack of photos and lines of type into a vibrant, dynamic magazine. Every once in a while, it can be used for something even greater.

Such is the case with Sullivan College’s Nikita Duncan. Duncan recently created the winning logo for Aidan’s Angels, a group formed by Kip and Kerrie O’Rourke in memory of their son, Aiden Brody O’Rourke, who died last year at age 3 after battling Rett Syndrome.

The group is dedicated to making a difference within the community. Currently, the group is remodeling a waiting room at Kosair Children’s Hospital.

Duncan used the angelic image of a halo and the rich colors of purple and gold to convey the group’s message. He said it was an honor to meet the O’Rourke family and to help them spread their message.

Other design students are also helping the cause. Under the direction of Craig Niemann, chairperson of the Computer Graphic Design and Dynamic Web Development programs, students have used the logo as the basis for business cards, a brochure and pocket folders. Students are currently working on a website for Aidan’s Angels, as well. Niemann says future plans include the development of signage for the Kosair waiting room.