

Branding Guidelines

Logo:



Mark:



Fonts:

Medusa: Used for logo

Lust Regular: Used for headers and to add contrast

Raleway Thin: Used for logo and body text

Raleway Light: Used as needed for contrast or when Raleway Thin is not legible

size of all fonts subject to change per area of usage

FONT SELECTIONS

Each font was chosen to carefully represent and blend different styles. The bolded, serif heading font is modern while the script in my logo is very traditional. The sans-serif body text font is simple and timeless, providing a bridge between the two design styles.

Creative Brief

PROJECT OVERVIEW

This is a self-branding suite that represents my personal style and creates continuity within my brand. The objectives of this project are to create six deliverables: this creative brief, branding guidelines, a cover letter, a resume, a business card, and an envelope. These deliverables will visually represent my personal brand for future career opportunities.

FORMAT

My logo will be comprised of a symbol featuring my initials in a traditional script font, my full name in a bolded font, and three descriptive words in a delicate sans-serif font. I will have two logos with a soft black font and colored symbols and one all black logo with a small pop of color. This will provide variety among each of my branded materials. Each logo variation will have a corresponding mark made of my symbol and my name to use on materials with limited space.

THEME & AUDIENCE

Through this suite, I am trying to appeal to professionals in the public relations industry. Specifically, I want to catch the eye of those in political communications and the fashion industry. My vision for the designs in this suite is to seamlessly combine traditional and modern styles. I want to convey a professional attitude while staying true to the fact that I am in my early twenties.

Main Colors:



Accent Colors:

COLOR SELECTIONS

I chose blue and pink to alternate as my main brand colors. Blue symbolizes trust, intelligence, and leadership while pink symbolizes positivity and comfort. I will alternate featuring these colors in my logo to bring forth different emotions depending on the material each logo will be placed on. I also chose two accent colors that pair well with the rest of my palette. Cream is a variation of white, which symbolizes simplicity and clarity. Yellow represents optimism and confidence. When combined, the colors I chose represent the different facets of my personality that I want to showcase to other industry professionals while bringing an aesthetic cohesiveness to my entire branding suite.