



**ELIZABETH BENNETT
BRAND IDENTITY**

**DIGITAL MEDIA
NOVEMBER 23rd, 2015**

CREATIVE BRIEF

INTRODUCTION & BACKGROUND

Elizabeth Bennett is a Rochester-based graphic designer. Currently, she is in the process of launching her freelance business. Her mission is to provide businesses, non-profits, and individuals with meaningful print and web design.

The purpose of this creative brief is to develop a logo and brand style guide for Elizabeth Bennett's freelance design business.

GOALS & OBJECTIVE

To establish the Elizabeth Bennett Illustration & Design brand to launch her freelance business. Elizabeth's goal for the logo is to have a clean and contemporary look that also combines hand drawn illustration elements.

PROJECT DETAILS

Elizabeth Bennett's design business needs a brand identity. She needs a logo to represent her new business accompanied by a style guide. With the new logo business cards, letterhead, envelopes, a spot ad, and other brand collateral, such as pens, water bottles, and USB drives, need to be designed. In addition the new logo will need to be formatted for use on her website and social media.

TARGET AUDIENCE

Small business, especially artists, musicians, farmers, and non-profits who are looking for aesthetically pleasing design backed by strong research. Elizabeth Bennett is based in Rochester; however, as graphic design work can be done remotely her current target market is nationwide.

COMPETITIVE LANDSCAPE

Other freelance graphic designers with fine art backgrounds
Other Rochester and Finger Lakes based freelance graphic designers

VALUE PROPOSITION

Aesthetically pleasing graphic design, back by solid research that will clearly and effectively communicate your message to your audience. Elizabeth hand-drawn illustrations combined with current techniques and technology will bring professional but unique aesthetic to your design.

DESIGN PREFERENCES

Professional, Modern, Clean, Illustration, Hand-drawn elements, Nature/Country, Colors: Navy, Nudes, Natural

DIGITAL VARIATIONS



ILLUSTRATION & DESIGN



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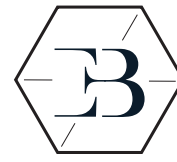


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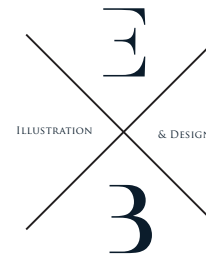
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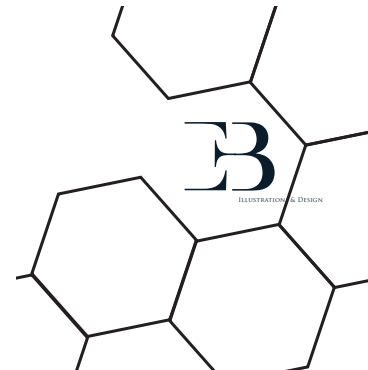


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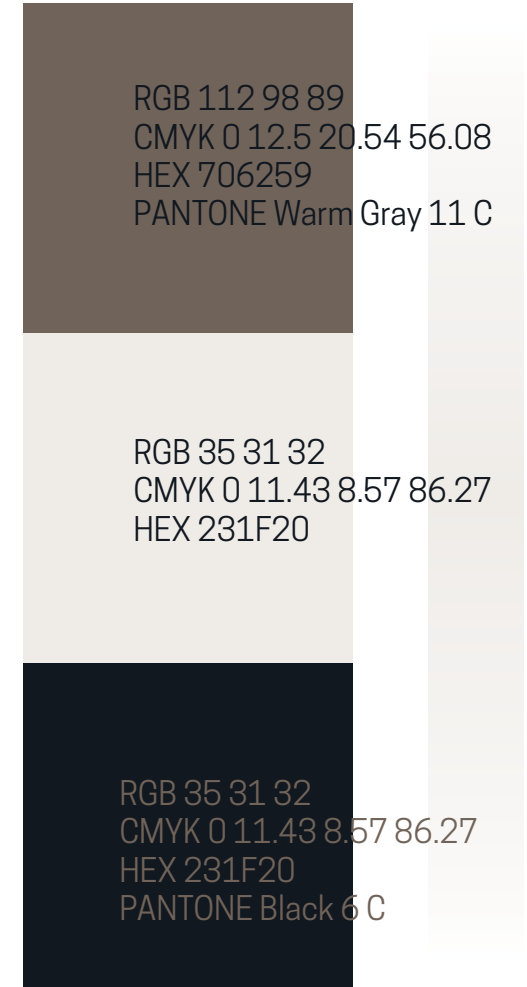
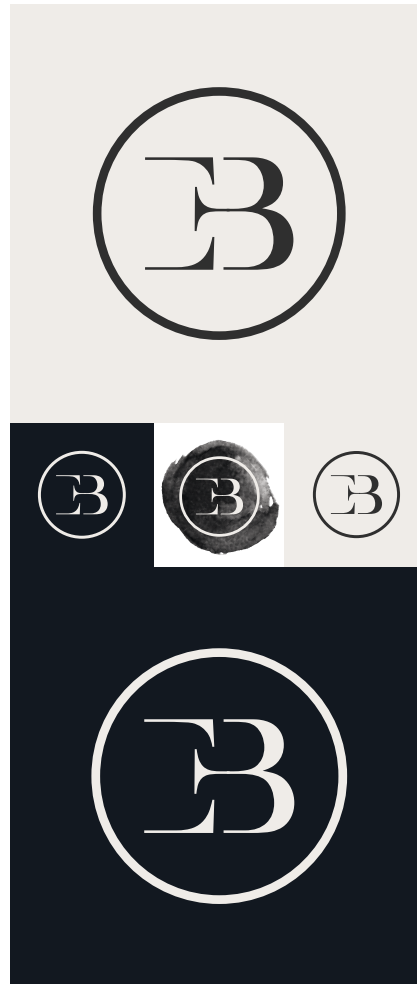


ILLUSTRATION & DESIGN

COLOR COMPS



LOGO FINAL



CARD VARIATIONS

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BUSINESS CARD FINAL



CARD HARD MOCK



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