



Brand Book

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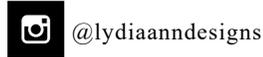
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Brand Positioning Statement

For all businesses large or small, Lydia Ann Designs is the premier agency that delivers unique designs tailored to your needs because only Lydia Ann Designs brings you strategic designs with a little twist.

Lydia Belew

Lydia Ann Designs
lydiaanndesigns@gmail.com
501.288.5995
lydiaanndesigns.com



LOGO



MARK



LOGOTYPE



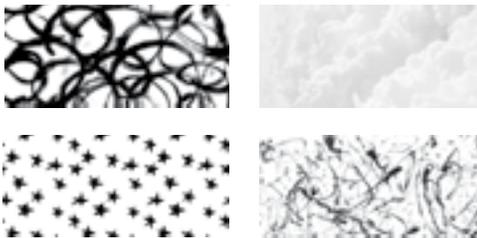
BRAND POSITIONING STATEMENT

For all businesses large or small, Lydia Ann Designs is the premier agency that delivers unique designs tailored to your needs because only Lydia Ann Designs brings you strategic designs with a little twist.

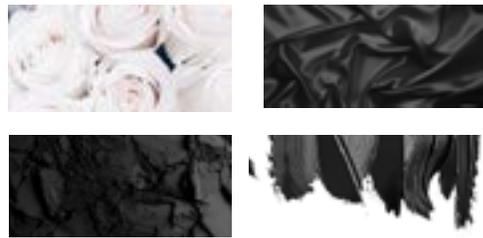
COLOR PALETTE



PATTERNS



TEXTURES



TYPEFACES

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Futura STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

INSPIRATION



about the brand



Logo

The Lydia Ann Designs logo is a unique modern logo and should be used in the appropriate ways listed.

Components of Logo



Mark

The Lydia Ann Designs mark may be used separately and should follow the appropriate guidelines listed.



Logotype

The Lydia Ann Designs logotype may be used separately and should follow the appropriate guidelines listed.

visual guidelines



Clear Space

Clear Space is defined as the area around the logo where no other element can be placed. For the Lydia Ann Designs brand, no element may be placed closer than the height of the logotype's L on all sides. Any closer would compromise the clarity of the logo and the brand.

Minimum Size

The Lydia Ann Designs logo should never appear smaller than 1 inch high. Anything smaller risks losing the logo's clarity.



Reverse Treatment

In the case of a dark background, it is permissible to use this reverse treatment of the logo for best use.

Logo Variations

With logotype and mark



Without logotype

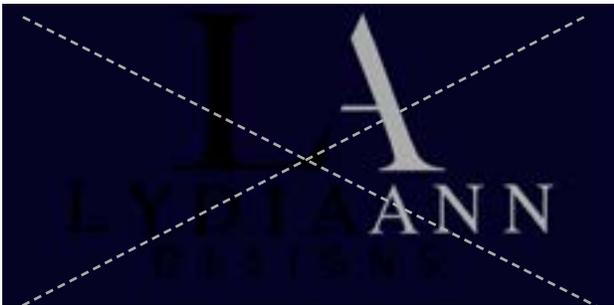
Without mark



visual guidelines

Improper Usage

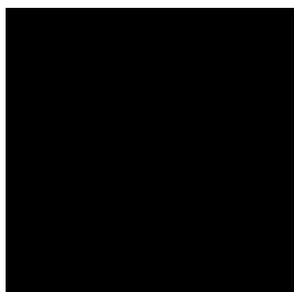
- Using any unapproved logo colors
- Rotate the logo
- Stretch, skew, or distort the logo in any way
- Place the logo on any image that reduces visibility or legibility
- Reposition logo elements in any way



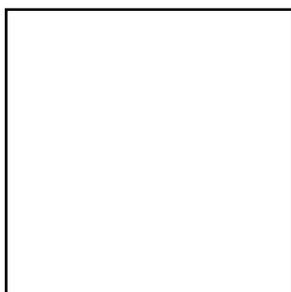
visual guidelines

Colors

This is the approved color palette for the Lydia Ann Designs logo.



HEX 000000
R0 G0 B0
C75 M68 Y67 K90
PMS 419 C



HEX ffffff
R255 G255 B255
C0 M0 Y0 K0
PMS 11-0608 C



HEX ababab
R171 G171 B171
C34 M27 Y28 K0
PMS Cool Gray 5 C

Typography

Preferred Serif Typefaces:

Times New Roman Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 . , ' ! & ? * @

Times New Roman may be used for body copy, headlines, etc.

If Times New Roman is unavailable, Adobe Garamond Pro or PT Serif are acceptable to use in its place.



Preferred Sans Serif Typefaces:

Futura STD Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 . , ' ! & ? * @

Futura may be used for headlines when using Times New Roman as the body text.

If Futura STD is unavailable, Avenir or Helvetica are acceptable to use in its place.





Dear [Name] (optional):

A strong interest in your work, culture, and products and collaboration are all essential components to success in creative design. With a recently obtained BFA degree in Graphic Design from Babson State University coupled with my hands-on experience in leadership roles, I am passionate to make a significant impact within your organization as your next Senior Graphic Designer.

My background includes solid marketing experience as Sr. Associate Merchandiser of Incentives producing marketing and promotional collateral, designing paper forecasts, producing and updating catalogs, and performing photo image modifications. My experience has made me proficient in a broad range of design software applications and able to collaborate effectively with clients, peers, and management teams.

I have experience with contributing to the creation and success of diverse design projects. Researching, analyzing, and presenting new ideas for a variety of creative marketing campaigns are some of the major capabilities I bring to the table. It is important to me to stay in constant contact with clients, discussing their specific design goals, presenting various visual solutions, and modifying as necessary until achievement of full client approval.

I am inspired by your company and its many achievements. I would value any feedback on my work and efforts to make the advertising world. I will be in contact with you in the upcoming week. In the meantime please view my work at lydiaanndesigns.com. I can also be reached at LydiaAnn@lydiaann.com or 304.244.1095. I look forward to speaking with you.

Thank you for your consideration.

Lydia Nelson

Lydia Nelson
Senior Graphic Designer
304.244.1095
lydiaann.com



Letterhead

All typed letters should follow the exact guidelines. Any use outside of the guidelines is prohibited.

LA
LYDIAANN
DESIGNS

Dear (Future Employer),

A strong technical skill set, robust work ethic, and productive team collaboration are all essential components to success in creative design. With a recently obtained BFA degree in Graphic Design from Arkansas State University coupled with my hands-on experience in leadership roles, I am positioned to make a significant impact within your organization as your next Junior Graphic Designer.

My background includes solid internship experience at St. Bernards Healthcare of Jonesboro producing marketing and promotional collateral, designing page layouts, producing and updating websites, and performing photo image modifications. My experience has made me proficient in a broad range of design software applications and able to collaborate effectively with clients, peers, and management teams.

I have experience with contributing to the evolution and success of diverse design projects. Researching, assisting, and presenting new ideas for a variety of creative marketing campaigns are some of the many capabilities I bring to the table. It is important to me to stay in constant contact with clients, discussing their specific design goals, presenting unique visual solutions, and modifying as necessary until achievement of full client approval.

I am inspired by your company and its many achievements. I would value any feedback on my work and advice to tackle the advertising world. I will be in contact with you in the upcoming week. In the meantime please view my work on lydiaanndesigns.com. I can also be reached at LydiaAnnDesigns@gmail.com or 501.288.5995. I look forward to speaking with you.

Thank you for your consideration,

Lydia Belew

LydiaAnnDesigns.com | Lydia Belew
@LydiaAnnDesigns

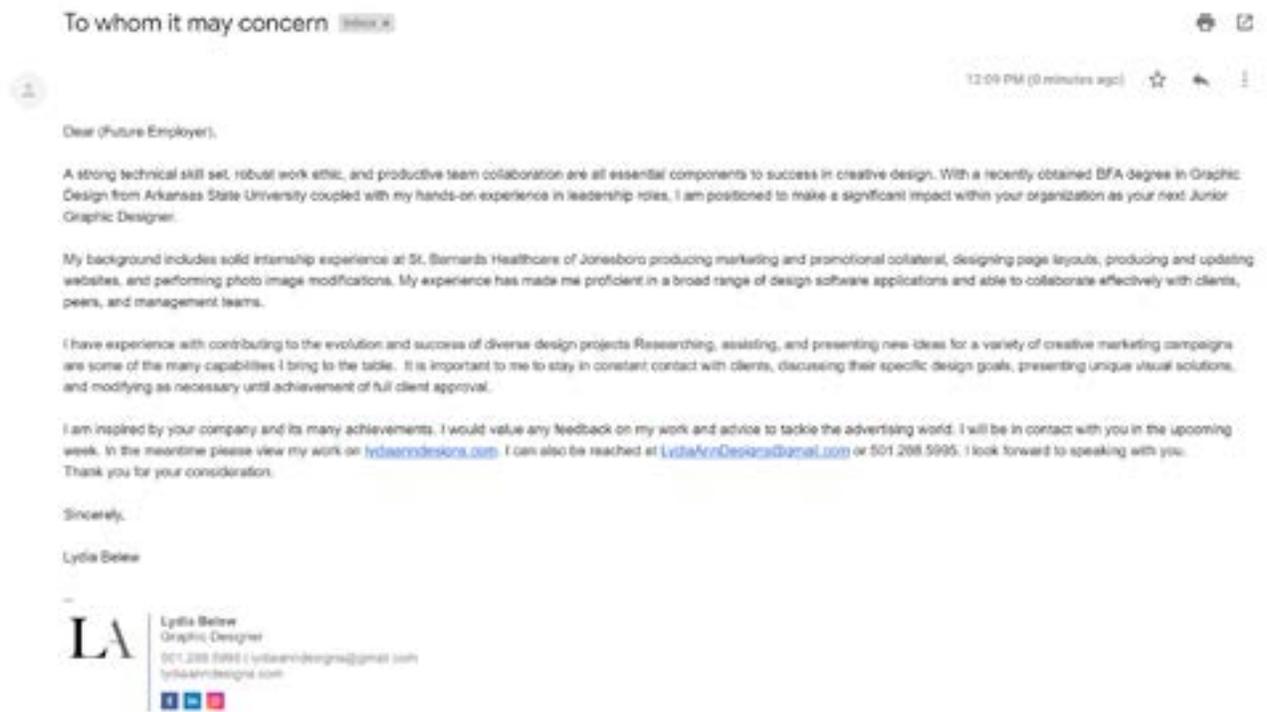
Letterhead is to be printed on Southworth Resume Paper white, 24lb, wove finish.

Business

Always print professionally.



Email Signature



Social Profile



Here is the Lydia Ann Designs profile picture in a circular form to match the form of the of the Instagram platform.

Website Favicon



Here is my personal LinkedIn profile picture. It is a circle and gives the option to have a header picture which I used my business logotype.

visual guidelines

Business

Luxury Heavyweight

100 Cards:\$74

250 Cards:\$150

500 Cards:\$230

Letterhead

Professional Print:

Southworth Resume Paper

white, 24lb, wove finish.

50 Sheets:\$28

Source: officedepot.com

Home Print:

Southworth Resume Paper

white, 24lb, wove finish.

50 Sheets:\$10

Website

lydiaanndesigns.com

Domain Registration: \$14/year

Email Hosting: \$14.50/monthly

Resume



GET IN TOUCH WITH ME

Lydia Aann
Cell: 501.228.5993
Email: LydiaAannDesign@gmail.com
Portfolio: LydiaAannDesign.com
 Lydia Aann
 @LydiaAannDesign

PROFESSIONAL EXPERIENCE

JANUARY 2018- PRESENT
St. Bernards Healthcare, Jonesboro, Arkansas
Graphic Designer
-Produce event flyers for the 2018 St. Bernards Expo, Kah
-Back & For, The Mann, Doctors Day, Baby Steps,
-OB-GYN, Surgery, Post Warior Team and Women's Clinic.

MARCH 2015- PRESENT
St. Jude Up '00 Down, Arkansas State University
Executive Director & Marketing Chair
-Direct over twenty board members who oversee St. Jude
-Facilitating events at Arkansas State
-Manage social media content on Instagram, Facebook
-and Twitter.

-Create promotional flyers for Frisbee Event, Circumcise,
-Dead Lift For Difficult, Celebrity Water, ABC Sponsorships,
-Zulu To Stars, Lip Sync Battle, Get the Sweep,
-Bunche Nights and No More Cancer Rally

JANUARY 2015- PRESENT
Leadership Center, Arkansas State University
Graphic Designer

-Design flyers to promote events around campus including
-Silent Discs, Pack Leader Applications,
-Track in Town with the Greeks, Glow Run,
-A-State Family Weekend, Alcohol Awareness Week,
-American Red Cross Blood Drive and Flex It Forward

AUGUST 2015- PRESENT
Volunteer A-State, Jonesboro, Arkansas
Marketing Director

-Manage social media accounts on Facebook, Twitter
-and Instagram.
-Develop ad campaigns to promote volunteer opportunities
-for The Pointe, Pump, Day of Caring, Walk the Park,
-American Red Cross Blood Drive, Food Pantry,
-Flex It Forward, A-State Food Fight, Miracle League,
-United We Dream, and Banking and Mortgage

OCTOBER 2010- DECEMBER 2010
Kinshipology Research Group, A-State
Graphic Designer

-Consultant brand identity system for the ERG at
-Arkansas State, including logo, visual guidelines and
-business cards.

EDUCATION

Bachelor of Fine Arts

Graphic Design

Arkansas State University

- Advertising Design
- Print and Publication
- Identity Design
- Digital Illustration
- User-Interface Web Design
- Typography and Layout
- Branding
- Photography
- 2015- Present Arkansas Lottery Scholarship

SERVICE

- 2015- Present Fundraiser for Make-A-Wish Foundation,
-USO Camps, Arkansas State, Jonesboro
- 2015- Physical Walk and Yoder dogs at Homecare Society,
-Jonesboro, Arkansas
- 2017, 2018 Distribute food to those in need A-State
-Food Pantry, Jonesboro, Arkansas
- 2018 Participant in A-State and Jonesboro Polar Plunge
- 2018 Donor for A-State Red Cross Blood Drive
-Jonesboro, Arkansas
- 2015, 2016, 2017, 2018 with Lambda Chi Alpha
-Color Run, Jonesboro Arkansas
- 2017, 2018 Decorate and wrap gifts for St. Bernards
-Nursing Home, Jonesboro, Arkansas

AREAS OF EXPERTISE

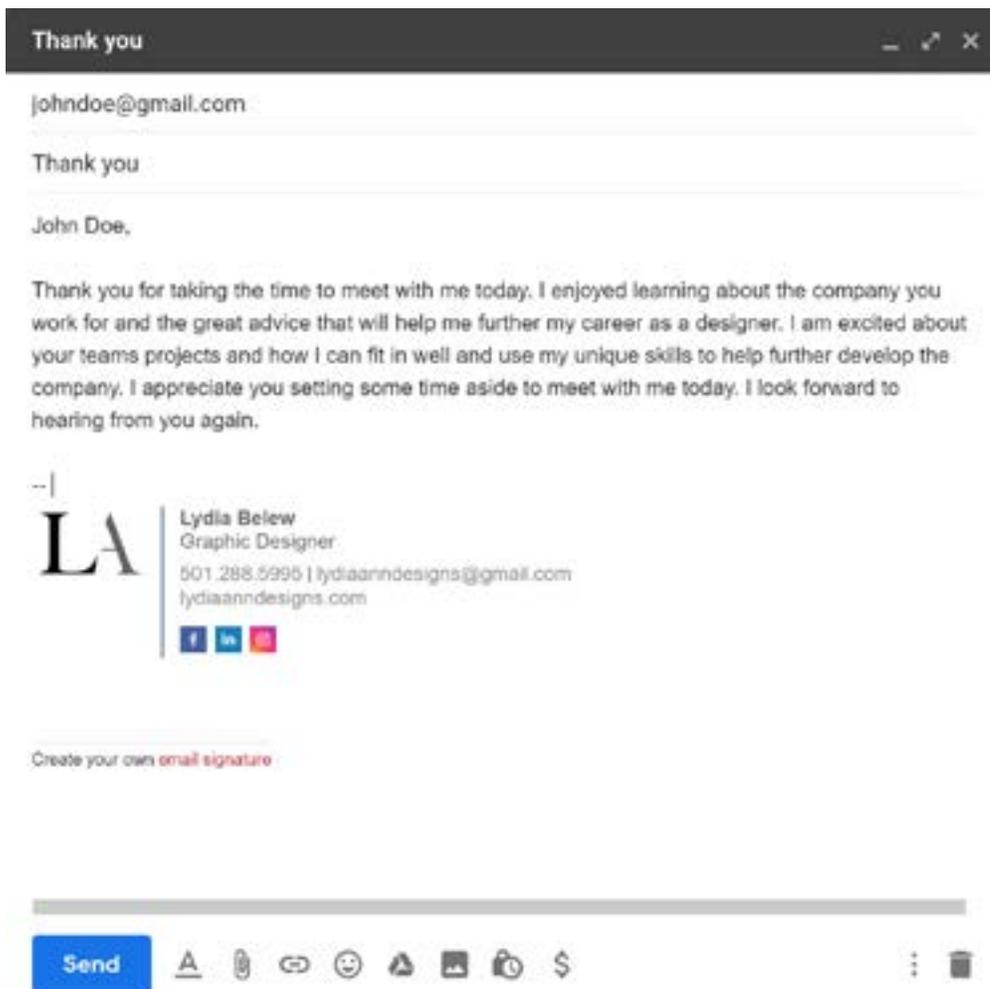
- | | |
|------------------------|------------------------|
| Skills | Software Skills |
| -Branding and Identity | -HTML |
| -Illustration | -CSS |
| -Photography | -Photoshop |
| -Typography | -InDesign |
| -Userwork | -Illustrator |
| -Leadership | -Microsoft Office |
| -Public Speaking | -Social Media |
| -Typography | |

Cover Letter



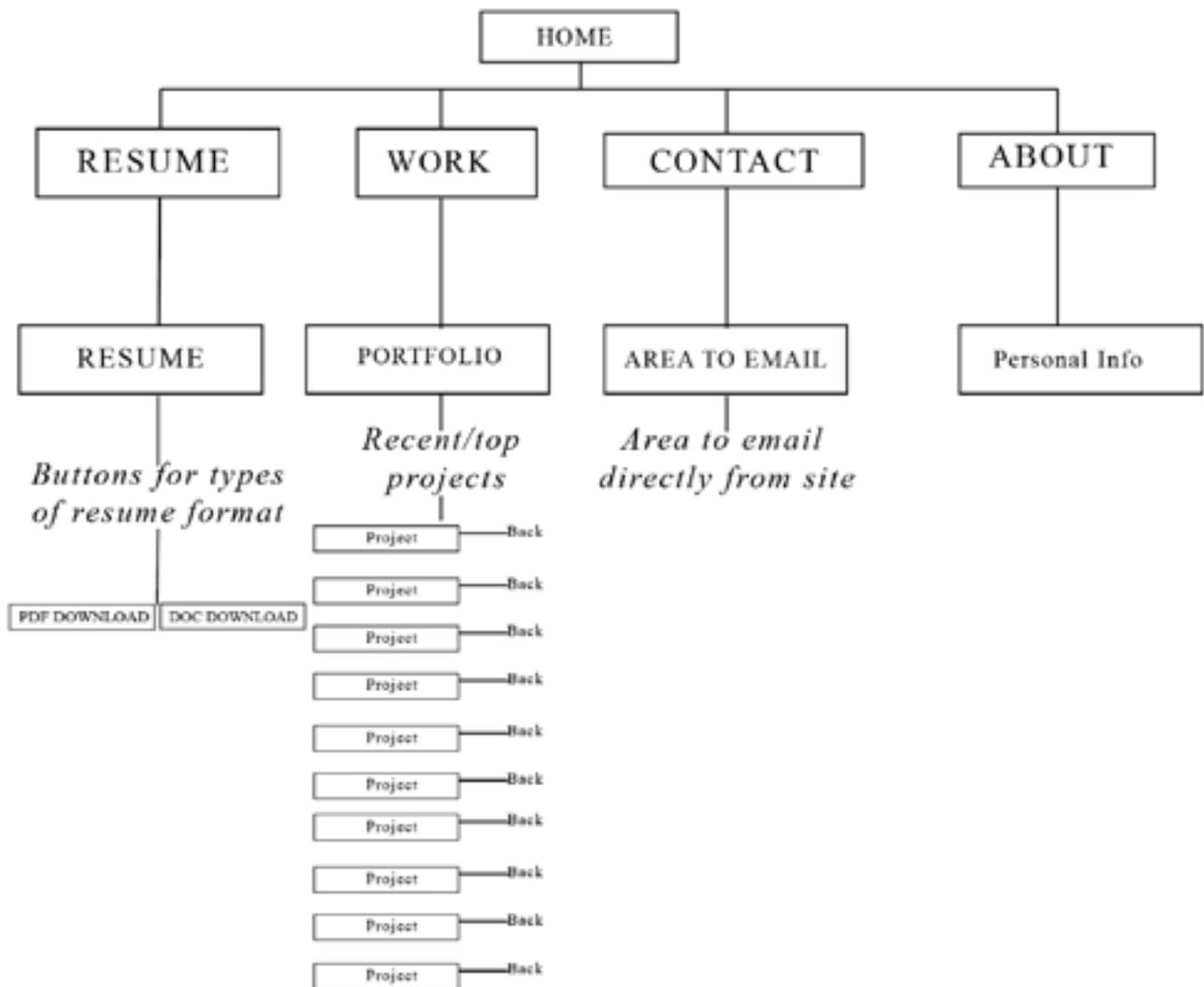
Thank You Letter

Thank you letters will be sent out by email and through the mailing service after each professional meeting.



Sitemap

The lydiaannndesigns.com website will be checked and updated on a regular basis.

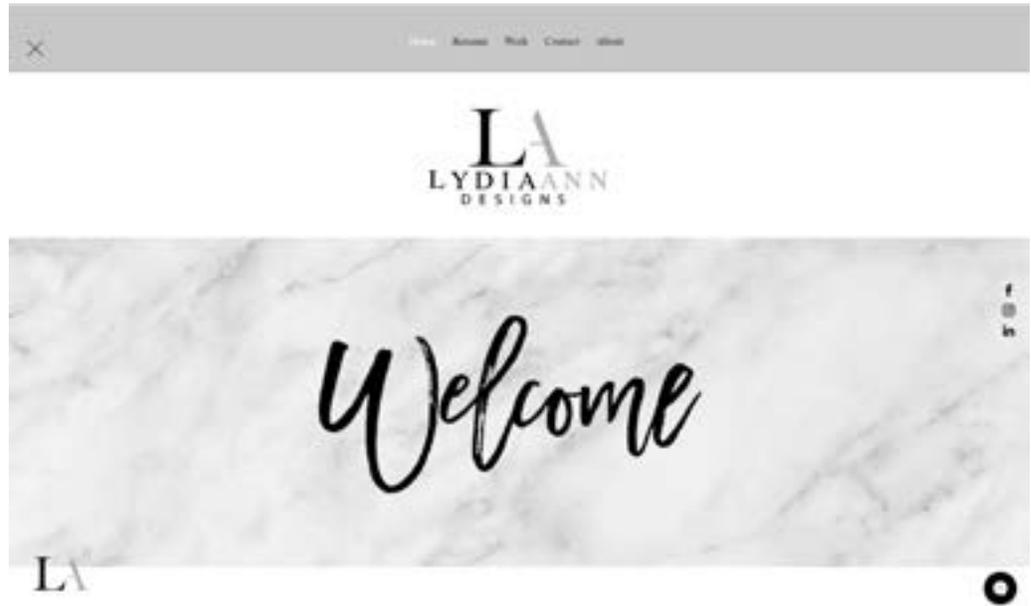


lydiaannndesigns.com

website

Live Site

Lydia Ann Designs website adapts a modern style with its own uniqueness.



Home

The home page will be updated as it becomes outdated.



Contact

Here is where you can easily contact the company directly with any jobs or questions.

Resume

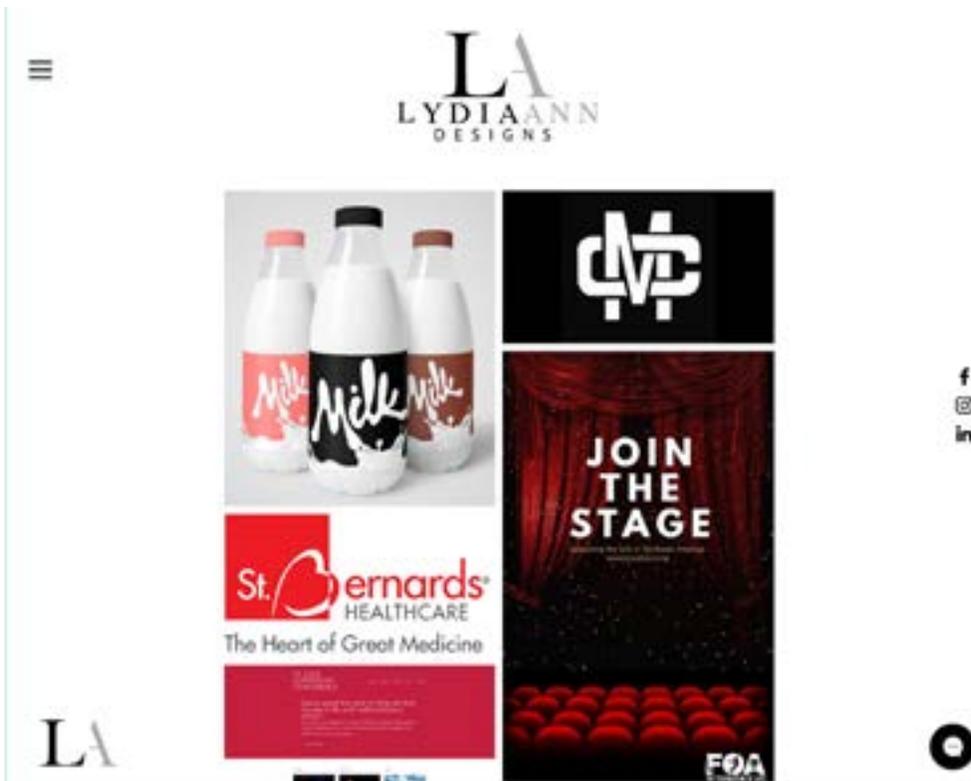
The credentials always need to be highlighted. Here is where you will find the most recent resume for Lydia Ann Designs.



website

About

Here is where you can read all about who I am and little facts about myself.



Work

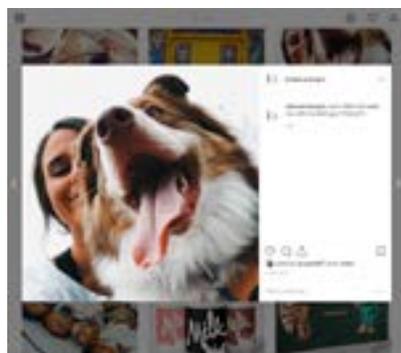
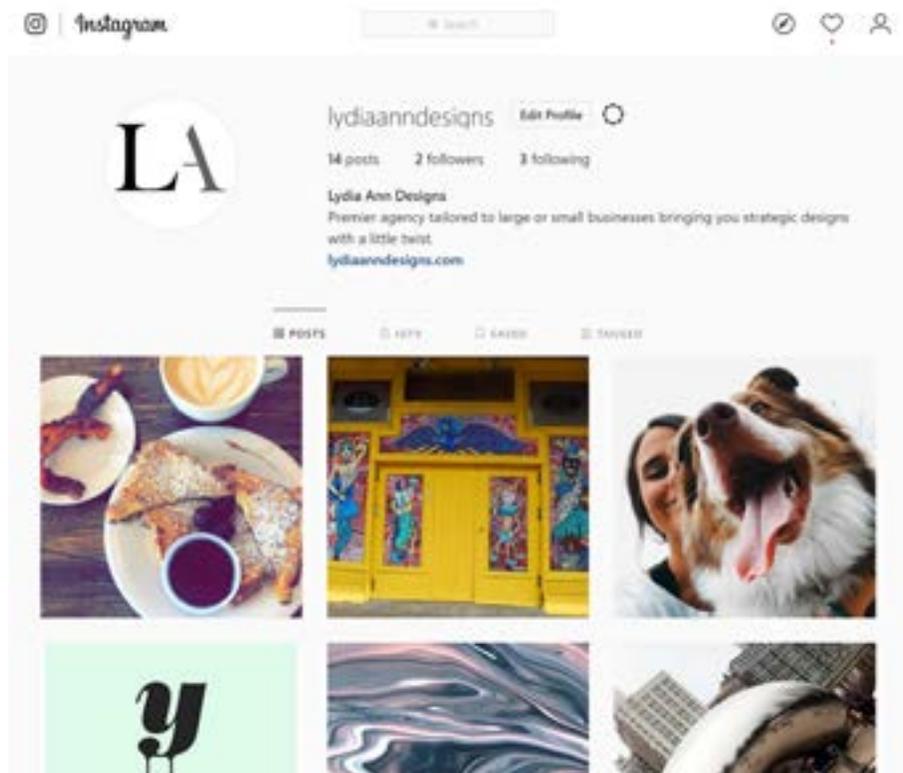
Here is where my portfolio is displayed. I update this page constantly with new work. Clicking on the image will take you to another page that will give you more information on the piece.

Mission Statement

I use social networks to connect with businesses large or small, to share my creative work with those looking for like-minded designs, build my personal brand and grow my business. Through social media, I will find like-minded designers who see value in services, connect me to others, and to spread great design on social media. To accomplish this, I showcase my personal brand online by being authentic and true to my personality, interests and values.

Instagram

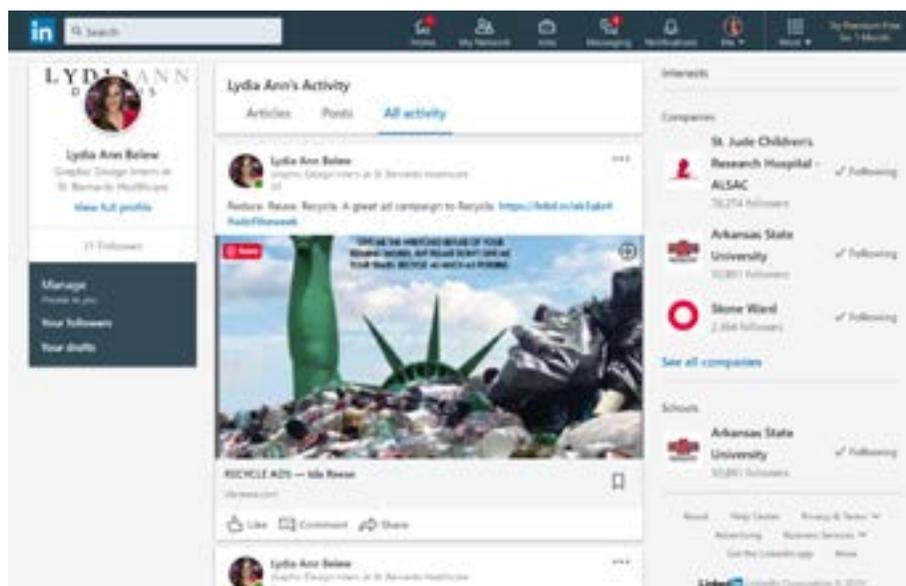
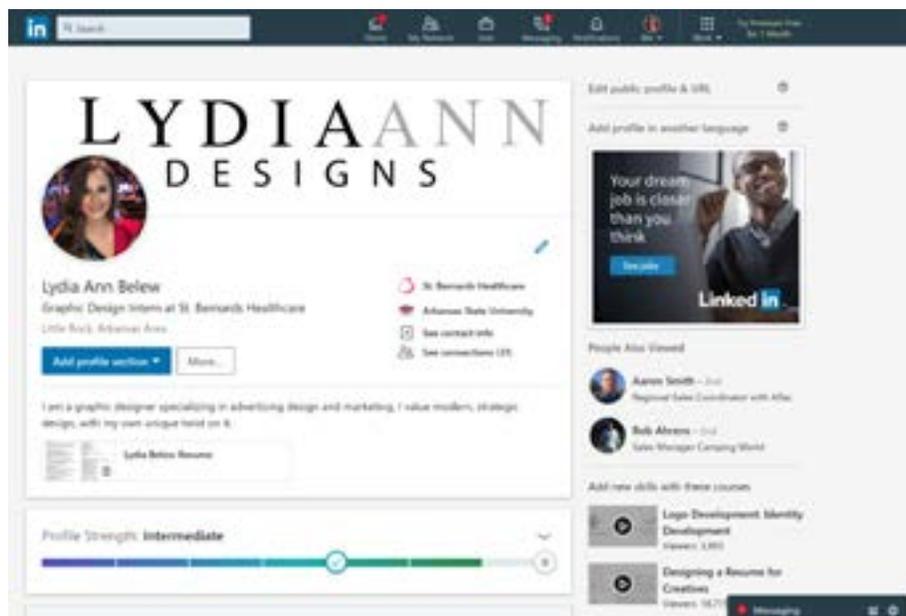
[@lydiaanndesigns](https://www.instagram.com/lydiaanndesigns)



social media

LinkedIn

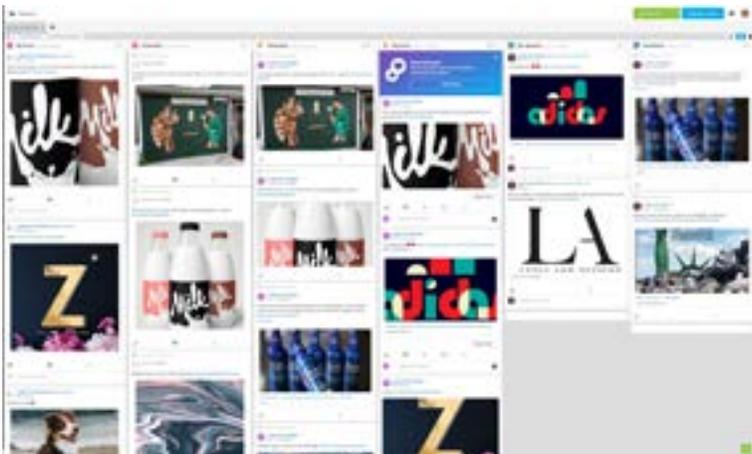
Lydia Belew



social media

Social Media Calendar

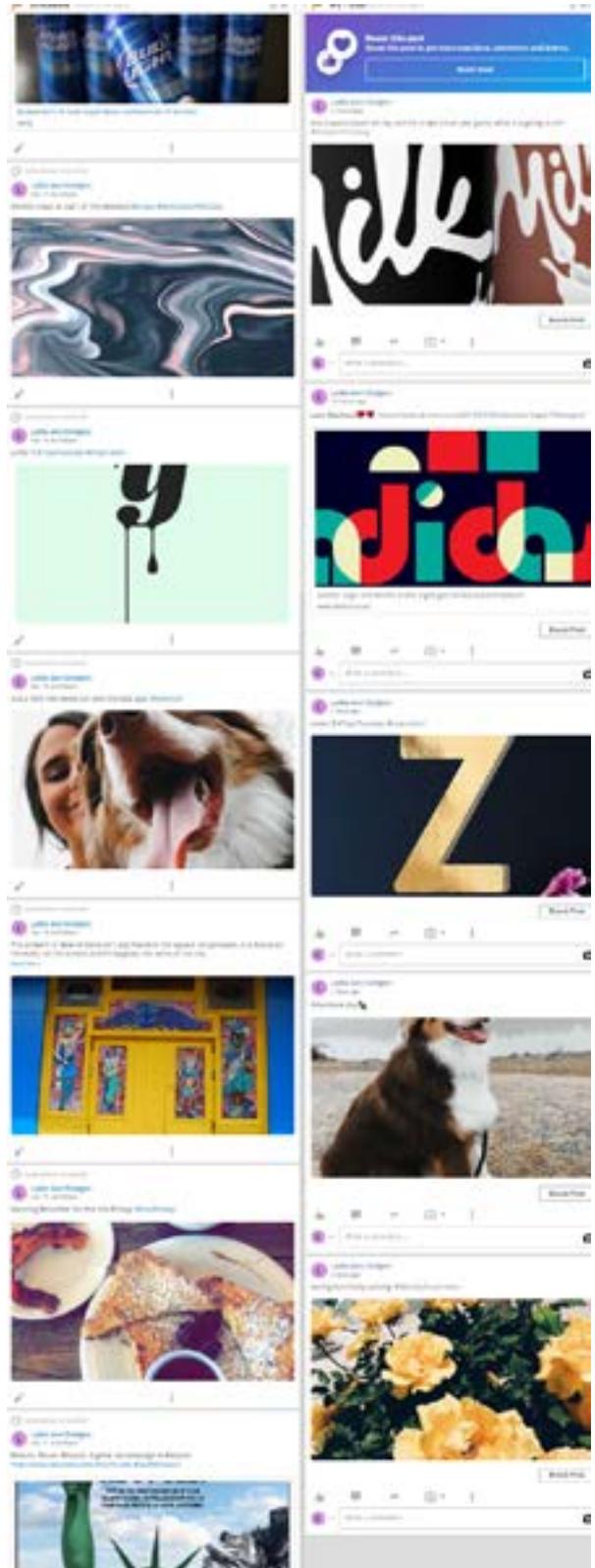
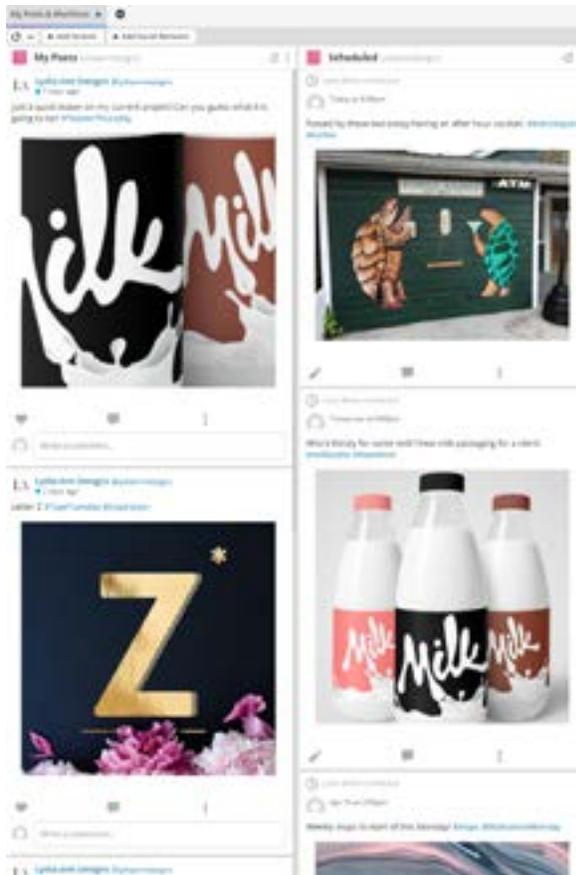
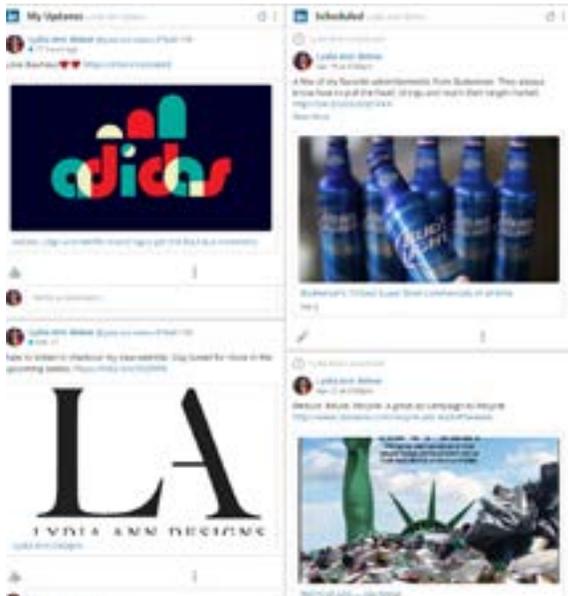
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1pm   Motivation Monday #MotivationMonday (photos, patterns etc.)	1pm   Personal Picture	1pm   Industry News	1pm   Tweet image of weekly work #InnerThursday	1pm   Run a poll	
	3pm Reply to post. Check groups.	3pm Reply to post. Check groups.	3pm Reply to post. Check groups.	3pm Reply to post. Check groups.	3pm Reply to post. Check groups.	
6pm   Ad of the week	6pm   Doodle Monday #DoodleMonday	6pm   Type Tuesday #TypeTuesday	6pm   Work in progress Wednesday #WIP	6pm   Images in everyday life (type, art, etc.)	6pm   New work	6pm   Famous Art Pieces
9pm Reply to post. Check groups.	9pm Reply to post. Check groups.	9pm Reply to post. Check groups.	9pm Reply to post. Check groups.	9pm Reply to post. Check groups.	9pm Reply to post. Check groups.	9pm Reply to post. Check groups.



Hootsuite

It is important to keep up your social media presences in this day and age. Hootsuite is a program that allows you to plan social media post ahead of time. It is a useful tool for designers to use to consistently put their work out in an easy manner. The best way to keep up with the social media is to plan ahead with a social media calendar. That way your post can be spaced out evenly with different topics.

Scheduled Post



social media

Business Name and Location

Lydia Ann Designs- Little Rock, AR- Physical Office

Strengths

Leadership skills, personable, organizational skills, problem solving, Adobe Creative Cloud, HTML, and the ability to collaborate and work on a team.

Weaknesses

Perfectionists, taking on too many responsibilities, self critic, persistent and not enough experience.

Opportunities

Growing career, always in demand, learn from mentors, experience different types of design jobs and able to live anywhere.

Threats

People with better design ideas, other new designers, not enough experience, self doubt and a competitive field.

Motivation

My drive to help others is what motivates me in life. Giving back to those who need help whether it is a person, animal or a simple task.

Important in business

To strive to be better than you were the day before is very important in business. I want to work with people who push me and motivate me to be the best version of myself.

business plan

Design Goals

I want to work at the top marketing or advertising agencies.

Creative Industry

My creative industry is always in high demand. Marketing and advertising play a key role in the world we live in today.

Core Competencies

I believe that I will succeed in the marketing and advertising industry because I am a leader, and am not afraid to take risk. I am personable and can always connect well with anyone.

12 Month Plan

In 12 months I would like to be working in a premier advertising or marketing agency as a junior designer in a large city.

5 Year Plan

In 5 years I would like to have moved up at the same or better company as an art director or a creative director.

10 Year Plan

In 10 years I would like to be the go to person in the office with all the wise answers. I would like to be the top creative director in the agency with room to make my own decisions. Hopefully at a time where I am stable and can start my own advertising marketing agency.

Dreams to reality

I am going to reach these goals by working harder than those around me. Learning from my mentors and mistakes I have made. I will attend networking events to connect with those in my area. I will continue to learn new exciting design skills.

Products: Advertising

I offer competitive drive, social networking skills, eye unique design, dedication, problem solving and curiosity.

Products: Marketing

I offer strategic thinking, competitiveness, communication, team player and passion.

Products: Social Media

I offer communication skills, organizational skills, design strategy, competitive skills, and networking skills.

Products: Publication

I offer typography skills, problem solving, creativeness and layout skills.

Products: Logo Design

I offer uniqueness, adobe illustrator, creative thinking, design strategy, and problem solving.

Ideal Clients

My ideal client is through a large corporate company that has plenty of wiggle room for creative thinking and allows me to go above and beyond their expectations.

Client Communication

My clients will communicate with me online or in person whichever suits them best. I will communicate with them regularly throughout the process and will be open to feedback.

Creative Competition

Someone who is wiser than I am.

Talent Competition

Someone who is a better at illustrator than I am.

Ability Competition

Someone who is more equipped with illustration skills than i have.

Training Competition

Someone who has more education than I have.

Experience Competition

Someone who has more experience in the design world and has a mentor longer than I have.

Values Competition

Someone who works harder than I do or cares more than I do.

Finding Clients

I will join networking groups and go to social events in the area. I will make friends with the people I meet whether they have a design job or not. Hopefully the friendship will connect me to people they may know and they will recommend me to them for future jobs or freelance work.

Networking Avenues

I will network by being apart of the community I am in. I will volunteer and help others with events and charities. I will stay in tune with social media and promoting myself. I will attend conferences and socialize with peers like me.

Creative Freedom

I enjoy a sense of direction with the ability to put my own twist on it. The more feedback the better from a client that way I don't misinterpret what they are wanting.

Design Discounts

Discounts will be circumstantial if it is an organization I am apart of or support. (St. Jude Children's Research Hospital, Humane Societies, Red Cross etc.)

Desired Results

I would like to have a working client list that continues to need work. I would like to have 3 to 5 projects a month to keep me busy.

Estimated Quarterly Taxes

\$471 monthly

Continue Education

\$25 monthly

Rates

I will charge \$40/hr as I am fresh out of school.

Work Week

I would like to work 5 days a week and bill 40 hours during the week but with the advertising industry I expect to be working more hours to meet deadlines.

Health Insurance

I will charge \$40/hr as I am fresh out of school.

Equipment Cost

\$100 monthly

Website

\$20 monthly

Estimate



Date: / /
 Job Number: / / /
 Client Name: / / /
 Address: / / /
 Phone: / / /

ESTIMATE

PROJECT DESCRIPTION	RATE	HOURS	REVISIONS	TOTAL
<p>WALL PAPERING</p> <p><i>Notes:</i> The very important notes are provided by the client. Materials Requested: If client has requested specific materials, list them. Otherwise remove. Unroll fee. The room charges.</p>	\$ 54	400	#	\$
TOTAL				\$
<p>WALL PAPERING</p> <p><i>Notes:</i> The very important notes are provided by the client. Materials Requested: If client has requested specific materials, list them. Otherwise remove. Unroll fee. Basic charges will be applied. If needed:</p>	\$ 54	400	#	\$
TOTAL				\$

Quote



Client Name
Job Number, Location
Client Name, Contact Company
Address Street, City, State, Zip
Phone: XXX XXX XXX

QUOTE

PROJECT DESCRIPTION	REVISIONS	TOTAL
NAME OF PROJECT	#	\$
Owner: The only important notes have provided by the client Materials Required: If client has requested specific materials, list here. Otherwise remove. Available: If not available		
	TOTAL	\$



Project Invoice



Date: *Due*
Job Number: *Job or Invoice*
Client Name: *Person/ Company*
Address: *Street, City, State, Zip*
Phone: *XXX.XXX.XXXX*
Payment Due: *xx.xx.xxxx*

PROJECT INVOICE

PROJECT DESCRIPTION	RATE	HOURS	TOTAL
---------------------	------	-------	-------

NAME OF PROJECT	\$XX/HR	#	\$
-----------------	---------	---	----

TOTAL DUE \$





promotional items



Thank you