

cara bowling
brand book

lcara
bow.
creative

table of contents

<u>brand positioning statement</u>	3
<u>brand board</u>	5
<u>visual guidelines</u>	7
logo	
components of logo	
clear space requirements	
minimum size	
colors	
unacceptable logo usage	
typography	
visual identity system	
website favicon	
social profile mark	
email sign-off	
<u>resume</u>	24
references	
<u>correspondence</u>	27
cover letter	
thank you email	
<u>website</u>	30
<u>social media</u>	36
social media mission statement	
social media content calendar	
instagram	
linkedin	
behance	
<u>business plans</u>	49
<u>financial forms</u>	54
estimate	
quote	
hourly invoice	
project invoice	
<u>promotional merchandise</u>	59
<u>conclusion</u>	64

brand positioning
statement

brand positioning statement

For companies and businesses who need updated branding to make their company stand out among competitors, Cara Bow Creative is a graphic designer that welcomes the collaboration of ideas to enhance a company and/or business through their branding in the most effective way.

brand board

brand board

Cara Bowling

Cara Bow Creative
carabowcreative@gmail.com
870.317.2360
carabowling.com



@carabowcreative



@CaraBowling

logo

lcara
bow.
creative

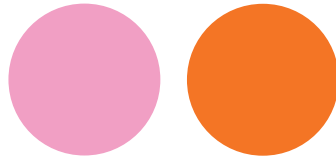
mark

lc
b.

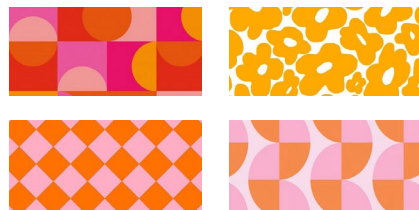
brand positioning statement

For people and businesses who need creative branding to make their company stand out among competitors, Cara Bow Creative is a graphic designer that welcomes the collaboration of ideas to enhance a company and/or business through their branding in the most effective way.

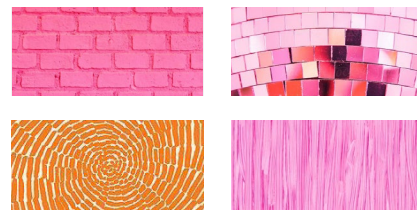
color palette



patterns



textures



typefaces

Megasta Signateria

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

inspiration



visual guidelines

logo

lcara
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creative

components of logo

The logo may be separated into two symbols, the mark and logotype, to be used independently. The logo mark can be pulled apart to create a separate option for the brand.

mark



lc
b.

logotype



lcara
boow.
creative

clear space requirements

The space around the logo is important and needs to be consistent. Nothing should be placed within the height of the letter 'o' in 'bow.' Anything placed closer would reduce clarity of the logo and the brand.



minimum size

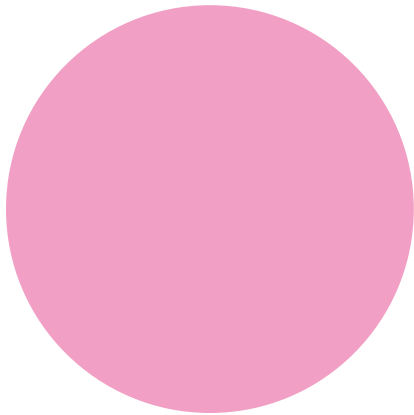
The minimum size for the logo is one inch in width. Anything smaller causes the risk of losing legibility to increase.



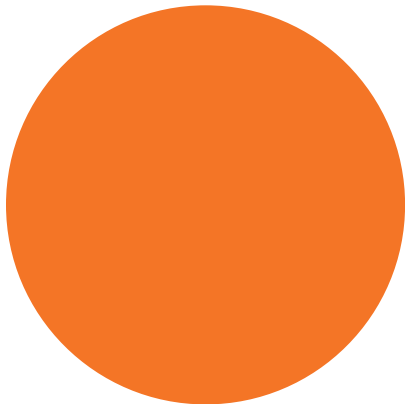
When the mark is used independently from the logotype, the width of the mark should not be smaller than 0.25 inches.



colors



HEX: #F19FC4
RGB: 241R, 159G, 196B
CMYK: 2C, 47M, 1Y, 0K
PMS: 75-12 C



HEX: #F47525
RGB: 244R, 117G, 37B
CMYK: 0C, 68M, 97Y, 0K
PMS: 30-8 C

color variations

When color is not available, black and white is preferred.
Reverse treatment may be used when necessary.

lcara
bow.
creative

black and white



reverse treatment

unacceptable logo usage



Do not stretch, distort, or skew the logo.



The logo should not be rearranged from its original composition.



No effects should be added to the logo, such as gradients and drop shadows.



No colors outside of the color palette or accepted color variations should be used.

typography

The listed sans serif and serif are the preferred typefaces. Montserrat is to be used for body copy, large amounts of text, or headers. It is preferred that all lowercase be chosen when using Montserrat. Megasta Signateria Serif may also be used for small amounts of text and headers.

sans serif

Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?,.

serif

Megasta Signateria Serif
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?,.

alternative typography

If the preferred typefaces are unavailable, use Georgia in place of Megasta Signateria Serif and Avenir in place of Monsterrat.

sans serif

Avenir
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?.,

serif

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?.,

visual identity



business card

lcara
bow.
creative

cara bowling

carabowling.com

carabowcreative@gmail.com

870.317.2360

 cara bowling

 @carabowcreative

letterhead




letterhead

When using the letterhead, all text should fit within 0.5 inch margins on the left, bottom, and right sides, as well as a 1.5 inch margin from the top. Leading should be 14.5 pt for body text and body copy should be 9 pt.

.5 in. .5 in.

1.5 in. 1.5 in.



Scott Cameron
822 3rd Avenue South
Nashville, TN 37210

Dear Mr. Cameron;

I write this letter to express my interest in the Designer opening advertised on your company's website. From day one, I believe my contributions to the team at ST8MNT Brand Agency could be a worthwhile addition.

After comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University, I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite will allow me to play a crucial role in implementing your design and brand development initiatives.

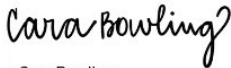
The following are highlights of my skills and accomplishments:

- **Collaboration with team members and clients.** I am able to work well with others through strong communication and constructive criticism by being an active participant in critiques.
- **Versatility to design across any medium.** I am comfortable with the creation of design systems that succeed in print, digital, social media, or collateral forms.
- **Experience with a variety of brand identities.** These range from small businesses to illustrations to personal branding. Each project resulted in a unique design to the brand and its services.
- **Time-management and organization skills.** By being involved in a campus organization and the community, I manage time well to meet important deadlines.




Enclosed are my resumé and references for your review. You may also view my portfolio of work at **carabowling.com** or learn more about me on Instagram **@carabowcreative**. I welcome the opportunity to discuss how my skills and strengths can best serve your company with you. I will contact you this week or please feel free to reach me at **870-317-2360** or **carabowcreative@gmail.com**.

I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

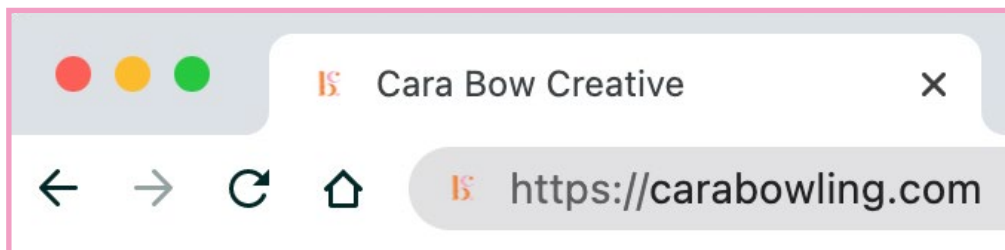


Cara Bowling

 carabowling.com  cara bowling  @carabowcreative

.5 in. .5 in.

website favicon



social media



carabowcreative

Edit profile

Ad tools



13 posts

89 followers

85 following

CARA BOW CREATIVE

Graphic Designer

graphic design | illustration | typography

carabowling.com

email sign-off



Cara Bowling
Graphic Designer
Cara Bow Creative

 (870) 317-2360
 carabowcreative@gmail.com
 carabowling.com



resume &
references

resume



cara bowling

- 870.317.2360
- carabowcreative@gmail.com
- cara bowling
- @carabowcreative
- carabowling.com

education

Bachelor of Fine Arts in Graphic Design
Arkansas State University | GPA 4.0

organizations

2020-Present | Alpha Omicron Pi
Sigma Omicron | **Arkansas State University**
Vice President of Membership Recruitment
Junior Membership Integrity Coordinator
Merchandise Coordinator
Banner Chairman

relevant classes

Ideation
Typography and Layout
Intermediate Typography
Design Entrepreneurship
Identity Design
Information Design
Digital Illustration
Photography

skills

Adobe Creative Suite
Procreate
Illustration
Creative Problem Solving
Leadership
Typography
Identity Design + Branding

references

Available upon request.

professional experience

December 2022 | Self Made A-State Pop Up Shop
Designer, Content Creator, Business Owner | **Jonesboro, AR**
Co-designed brand identity for event. Curated Instagram content, minimum three posts per week. Sold original prints, buttons, and paintings for pop-up shop.

October 2022 | Shadrachs Coffee
Designer, Painter | **Jonesboro, AR**
Designed and painted window for Shadrachs' Nine Punch Day.

September 2022 | McCrory Student Council
Designer, Painter | **McCrory, AR**
Designed and painted signs for McCrory High School homecoming ceremony.

awards

2022-2023 Peter Gustav Kluge Endowed Scholarship
2020-2023 A-State Art + Design Portfolio Award
2020-2023 Christy Swanson Endowed Scholarship
2020-2023 A-State Achievement Scholarship
2020-2023 Arkansas Challenge Scholarship
2020-2022 A-State Chancellor's List
2020-2021 College of Liberal Arts and Communication Academic Performance Scholarship

service

August 2020-Present | Alpha Omicron Pi
Arthritis Foundation | **Jonesboro, AR**
Raised money for the Arthritis Foundation through donations, events, and fundraisers.

references



references

Leslie Parker

Assistant Professor of Graphic Design
Arkansas State University
P.O. Box 1920, State University, AR 72467
lemoore@astate.edu
(870) 972-3050
Relationship: Professor

Ali Johnson

General Manager
Hotworx
3800 East Johnson Ave Suite 8, Jonesboro, AR 72401
manager.ar0010@hotworx.net
(870) 926-5221
Relationship: Employer

Jennifer Pinson

Program Specialist, Department of Childhood Services
Arkansas State University
P.O. Box 808, State University, AR 72467
jpinson@astate.edu
(870) 974-4623
Relationship: Sorority Advisor

correspondence

cover letter



Scott Cameron
822 3rd Avenue South
Nashville, TN 37210

Dear Mr. Cameron;

I write this letter to express my interest in the Designer opening advertised on your company's website. From day one, I believe my contributions to the team at ST8MNT Brand Agency could be a worthwhile addition.

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I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

Cara Bowling

thank you email

scott.cameron@st8mnt.com

Thank You - Cara Bowling, Designer

Mr. Cameron,

Thank you again for meeting with me today regarding the Designer position with ST8MNT Brand Agency. Our interview solidified my desire to work with your team and I am confident I can be an asset to the company.

I am available for any follow-up questions you or the team at ST8MNT might have. I look forward to hearing from you.

Thank you,
Cara Bowling

cara
bow.
creative

Cara Bowling

Graphic Designer

Cara Bow Creative

 [\(870\) 317-2360](tel:(870)317-2360)

 carabowling.com

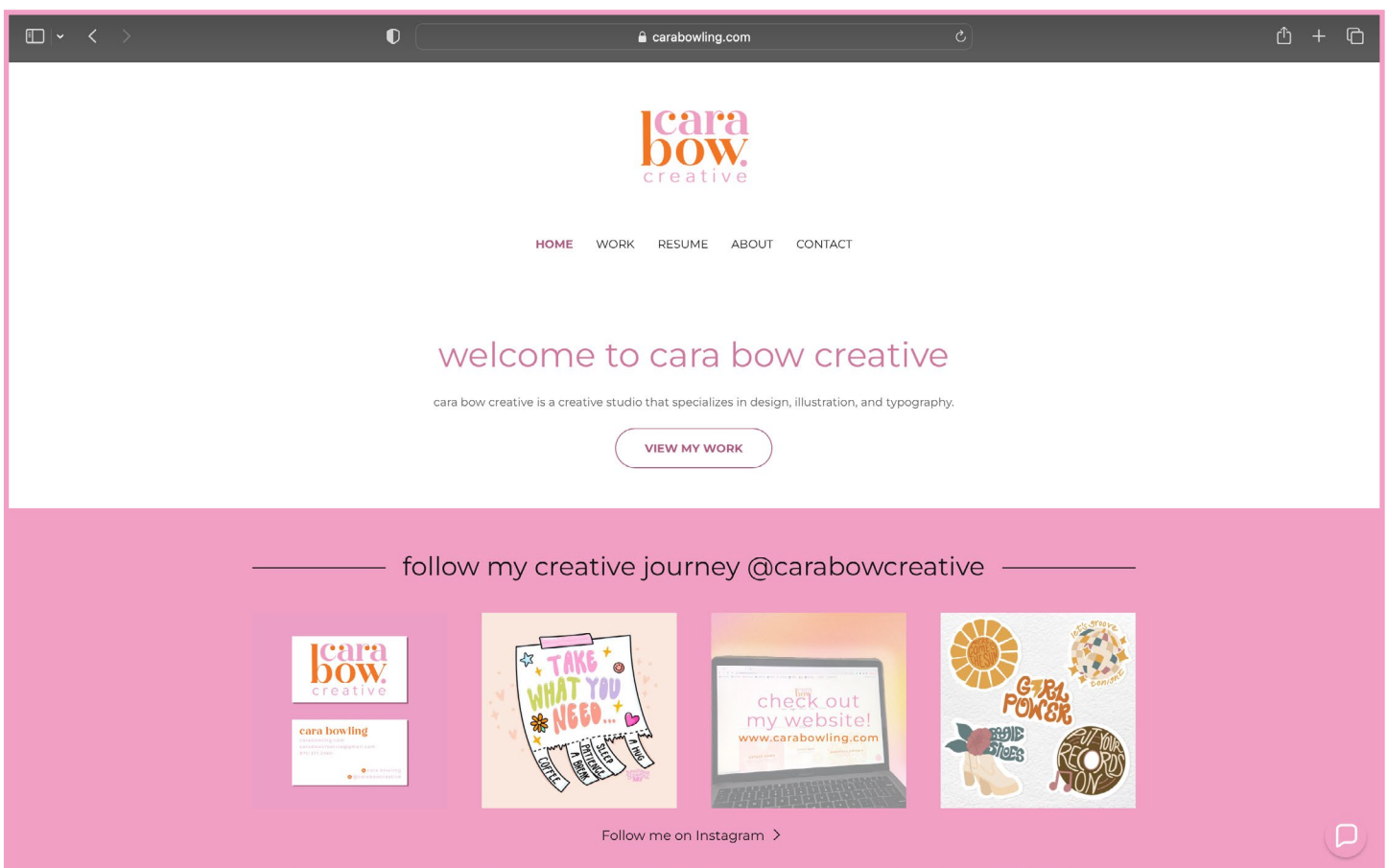


website

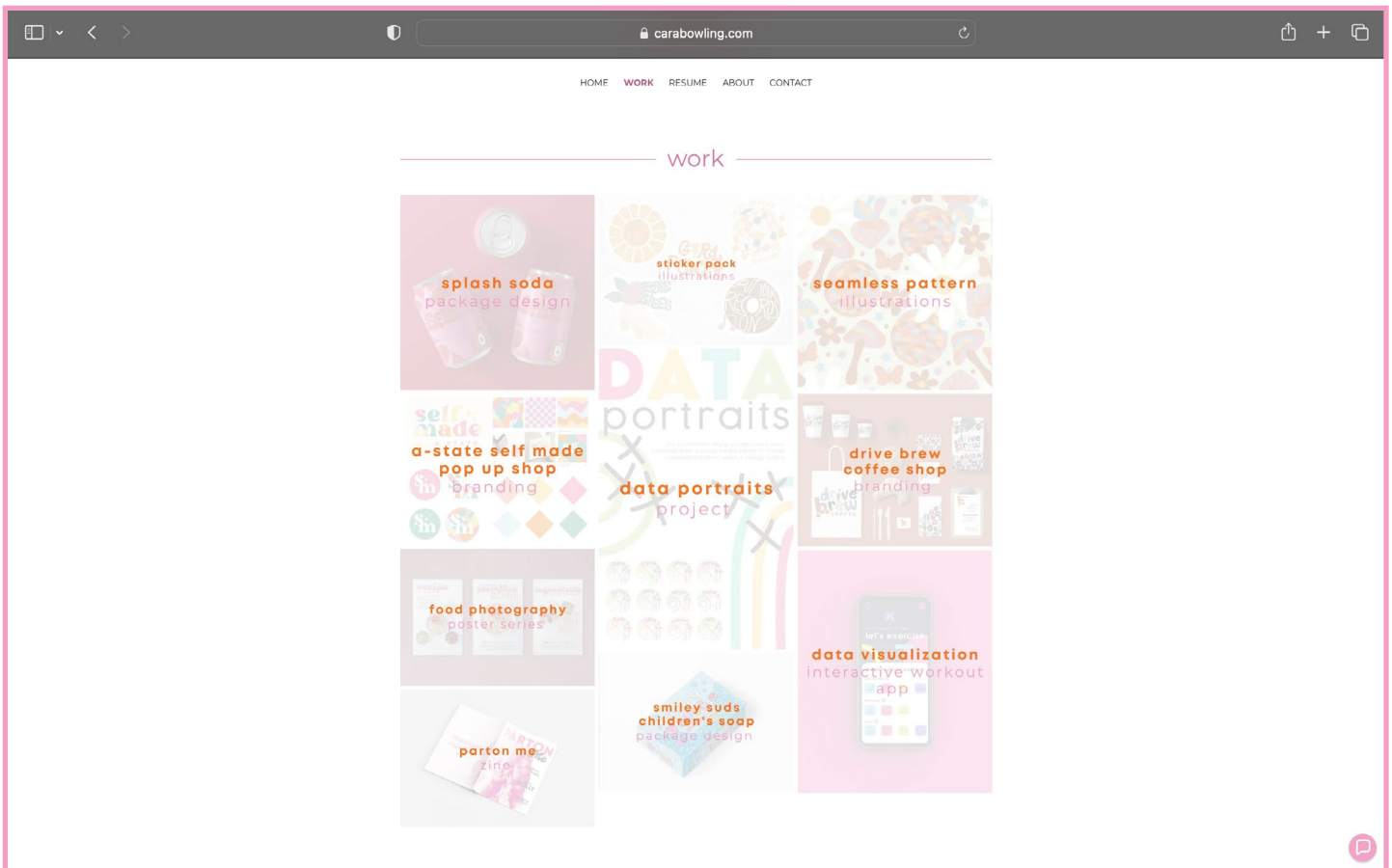
website

www.carabowling.com

homepage



portfolio



resume download

HOME WORK RESUME ABOUT CONTACT

resume

Download PDF >

cara bowling
770.377.2350
carabowcreative@gmail.com
cara.bowling
@carabowcreative
carabowling.com

education

Bachelor of Fine Arts in Graphic Design
Arkansas State University | GPA: 4.0

organizations

2020 Present | Alpha Omicron Pi
Signa Omicron | Arkansas State University
Vice President of Membership Recruitment
Junior Membership Integrity Coordinator
Member-at-Large Coordinator
Banner Chairman

relevant classes

Ideation
Typography and Layout
Intermediate Typography
Design Entrepreneurship
Identity Design
Information Design
Digital Illustration
Photography

skills

Adobe Creative Suite
Procreate
Illustrator
Creative Problem Solving
Leadership
Typography
Identity Design + Branding

references

Available upon request.

professional experience

December 2022 | Self Made A-State Pop-Up Shop
Designer, Content Creator, Business Owner | JONESBORO, AR
Co-designed brand identity for event. Curated Instagram content, minimum three posts per week. Sold original prints, buttons, and paintings for pop-up shop.

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Designer, Painter | JONESBORO, AR
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Designer, Painter | JONESBORO, AR
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awards

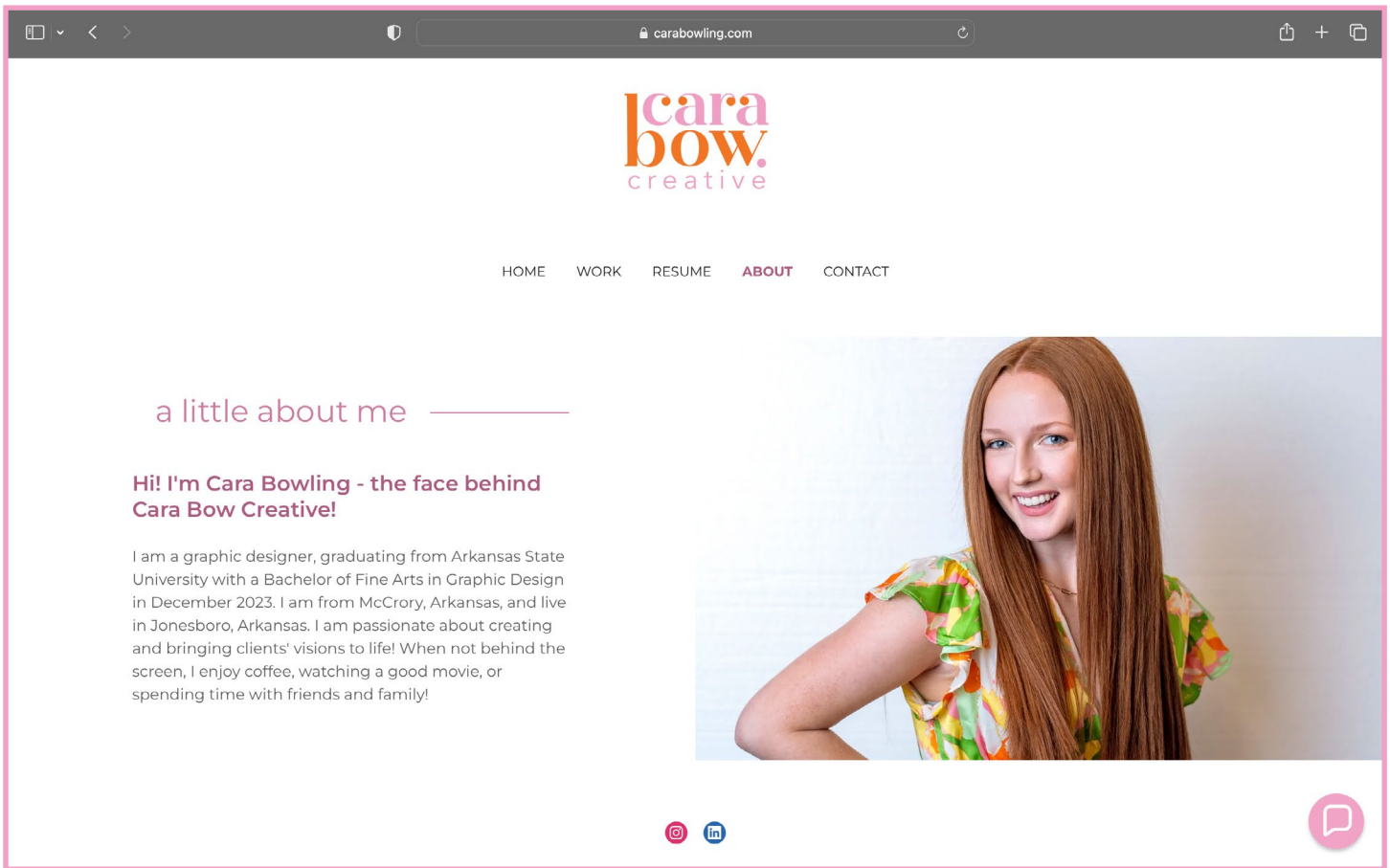
2022-2023 Beta Gamma Rhoge Endowed Scholarship
2020-2023 A-State Art + Design Portfolio Award
2020-2023 Christy Swanson Endowed Scholarship
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2020-2022 Arkansas Challenge Scholarship
2020-2022 A-State Chancellor's List
2020-2021 College of Liberal Arts and Communication Academic Performance Scholarship

service

August 2020 Present | Alpha Omicron Pi
Arthritis Foundation | JONESBORO, AR
Raised money for the Arthritis Foundation through donations, events, and fundraisers.

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about me



contact

The image shows a browser window with the URL `carabowling.com`. The navigation menu includes `HOME`, `WORK`, `RESUME`, `ABOUT`, and `CONTACT`. The main heading is `contact us`, followed by the text `Let's be creative!`. The form contains five input fields: `Name`, `Email*`, `Phone*`, `I'm interested in*`, and `Message*`. A `SEND` button is located below the fields. A small text note at the bottom states: `This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.` A speech bubble icon is visible in the bottom right corner of the page.

social media

social media

mission statement

I use social networks to connect with like-minded professionals, inform and inspire my community of creatives, build my personal brand, and grow my business. Through social media, I will find similar designers who see the value in our services, networking, and using social media to spread positivity. To make this a reality, I will showcase my personal brand online by being authentic and true to my personality, interests, and values.

content calendar

sunday	monday	tuesday	wednesday	thursday	friday	saturday
<p>2 pm 📷 Post a to-do checklist / week at a glance calendar.</p>	<p>8 am 📷 Post a typography graphic with quote to start off the week!</p>	<p>10 am 📷 Check LinkedIn 📷 Check Instagram Reply to posts</p>	<p>8 am 📷 Promote a local event / art show / creative opportunity.</p>	<p>10 am 📷 Check LinkedIn 📷 Check Instagram Reply to posts</p>	<p>8 am 📷 Promote a local event / art show / creative opportunity.</p>	<p>2 pm 📷 Post a "Design with Me" reel.</p>
<p>8 pm 📷 Check Instagram Reply to posts Check groups Research all feeds</p>	<p>10 am 📷 Check LinkedIn 📷 Check Instagram Reply to posts</p>	<p>1 pm 📷 Post a #TIPTUESDAY graphic (resource / how-to / tips & tricks) with a favorite font.</p>	<p>10 am 📷 Check LinkedIn 📷 Check Instagram Reply to posts</p>	<p>1 pm 📷 Post a #TYPETHURSDAY graphic with a favorite font.</p>	<p>1 pm 📷 Share Instagram post on LinkedIn feed with comment about the event.</p>	<p>8 pm 📷 Check Instagram Reply to posts Check groups Research all feeds</p>
	<p>2 pm 📷 Post #GETCREATIVE and share a new piece of work.</p>	<p>5 pm 📷 Reply to posts Check groups</p>	<p>2 pm 📷 Post #GETCREATIVE and share a new piece of work.</p>	<p>5 pm 📷 Reply to posts Check groups</p>	<p>1 pm 📷 📷 Post #GETCREATIVE and share a new piece of work with link to Behance.</p>	
	<p>5 pm 📷 Share Instagram post on LinkedIn</p>	<p>6 pm 📷 Post a #CREATIVEPROCESS (work in progress)</p>	<p>5 pm 📷 Share Instagram post on LinkedIn</p>	<p>6 pm 📷 Post a #CREATIVEPROCESS (work in progress)</p>	<p>5 pm 📷 Check LinkedIn 📷 Check Instagram Reply to posts</p>	
	<p>8 pm 📷 Post another designer's work as a shout-out for inspiration.</p>	<p>8 pm 📷 Post a mockup of today's #GETCREATIVE work.</p>	<p>8 pm 📷 Post a mockup of today's #GETCREATIVE work.</p>	<p>8 pm 📷 Post a mockup of today's #GETCREATIVE work.</p>	<p>6 pm 📷 Post a resource / how-to / tips & tricks graphic.</p>	
	<p>8 pm 📷 Check Instagram Reply to posts Check groups Research all feeds</p>	<p>8 pm 📷 Check Instagram Reply to posts Check groups Research all feeds</p>	<p>8 pm 📷 Check Instagram Reply to posts Check groups Research all feeds</p>	<p>8 pm 📷 Check Instagram Reply to posts Check groups Research all feeds</p>	<p>8 pm 📷 Check Instagram Reply to posts Check groups Research all feeds</p>	

instagram

@carabowcreative

profile



carabowcreative

Edit profile

Ad tools



13 posts

89 followers

85 following

CARA BOW CREATIVE

Graphic Designer

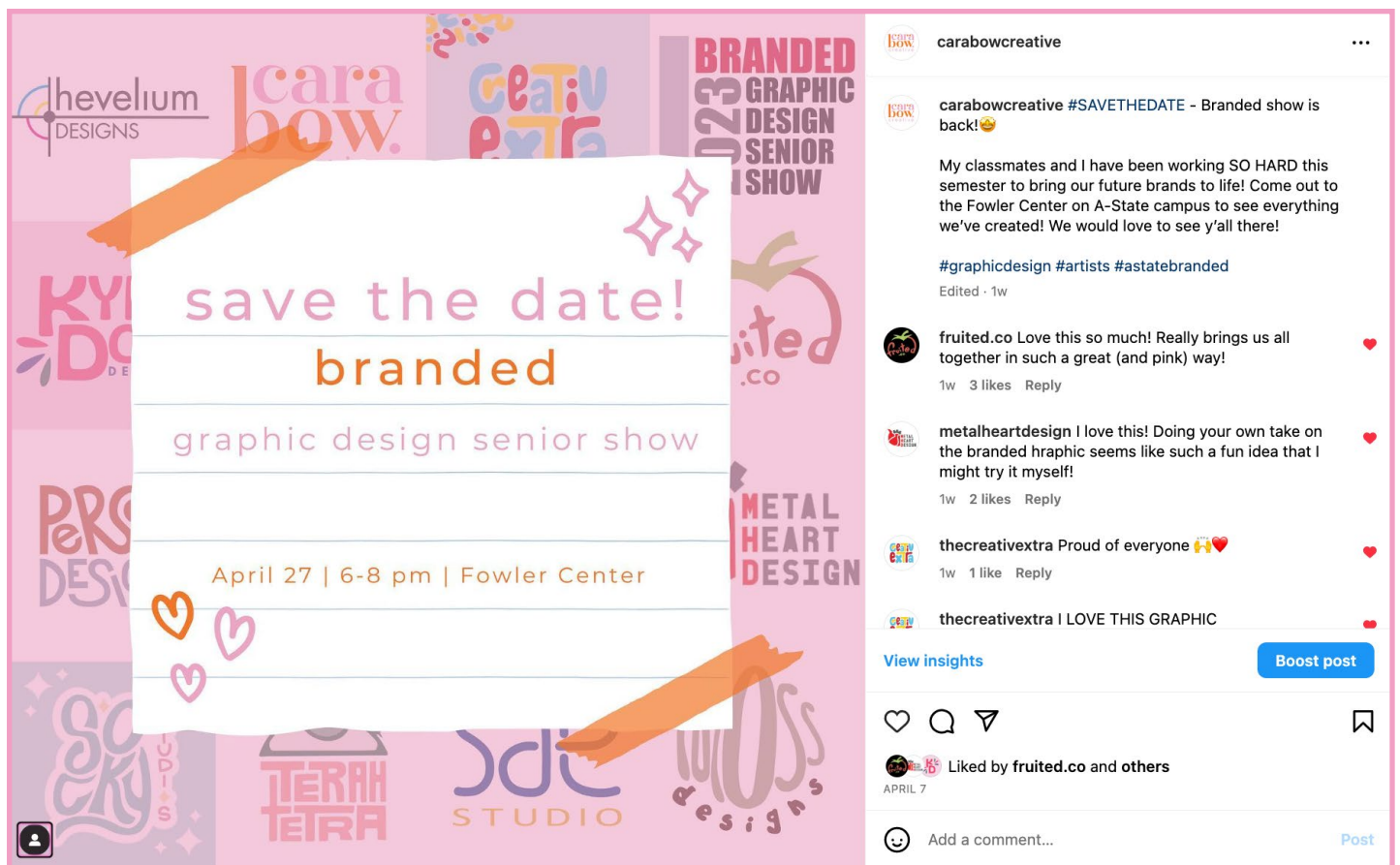
graphic design | illustration | typography

carabowling.com

feed

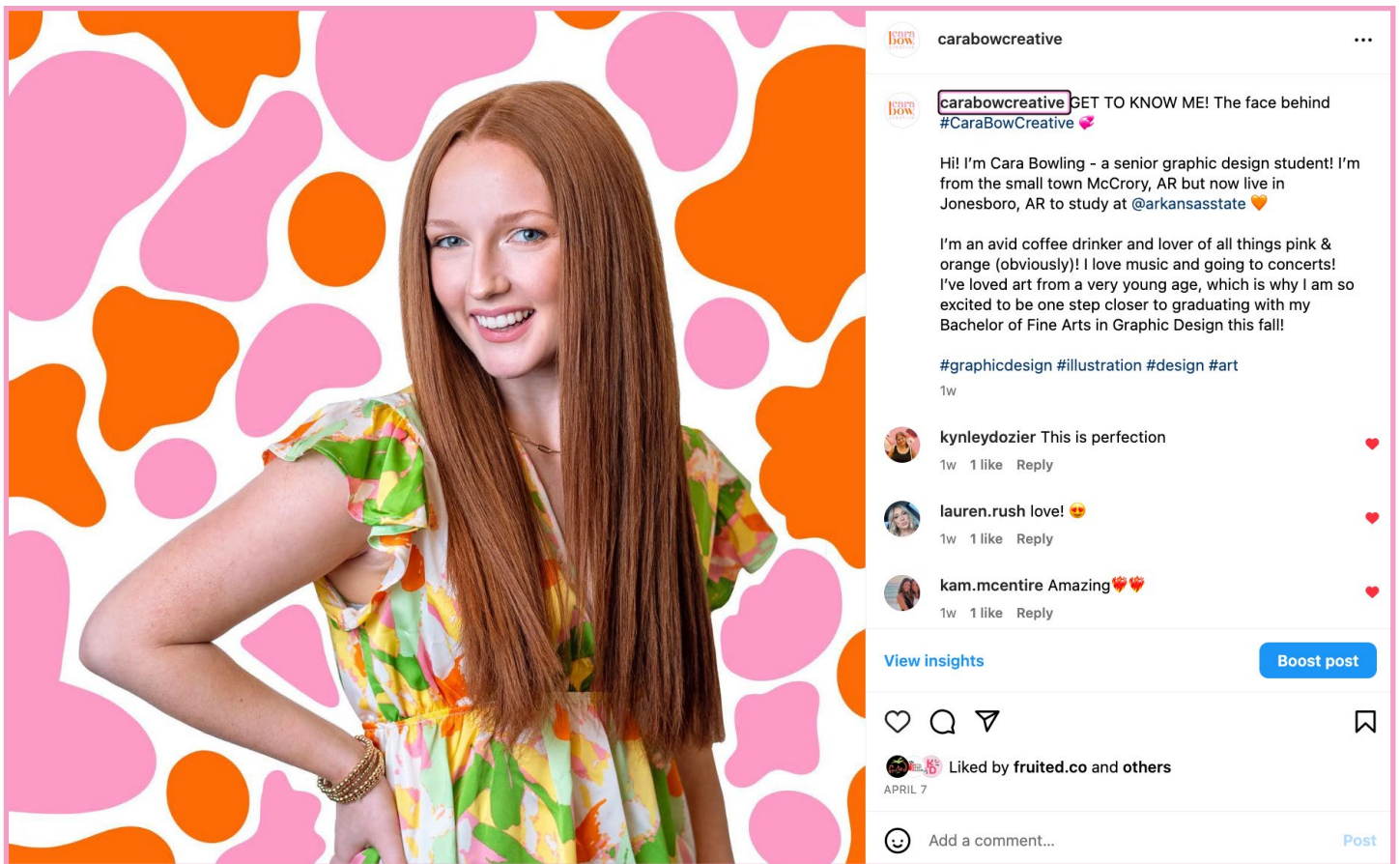


instagram posts



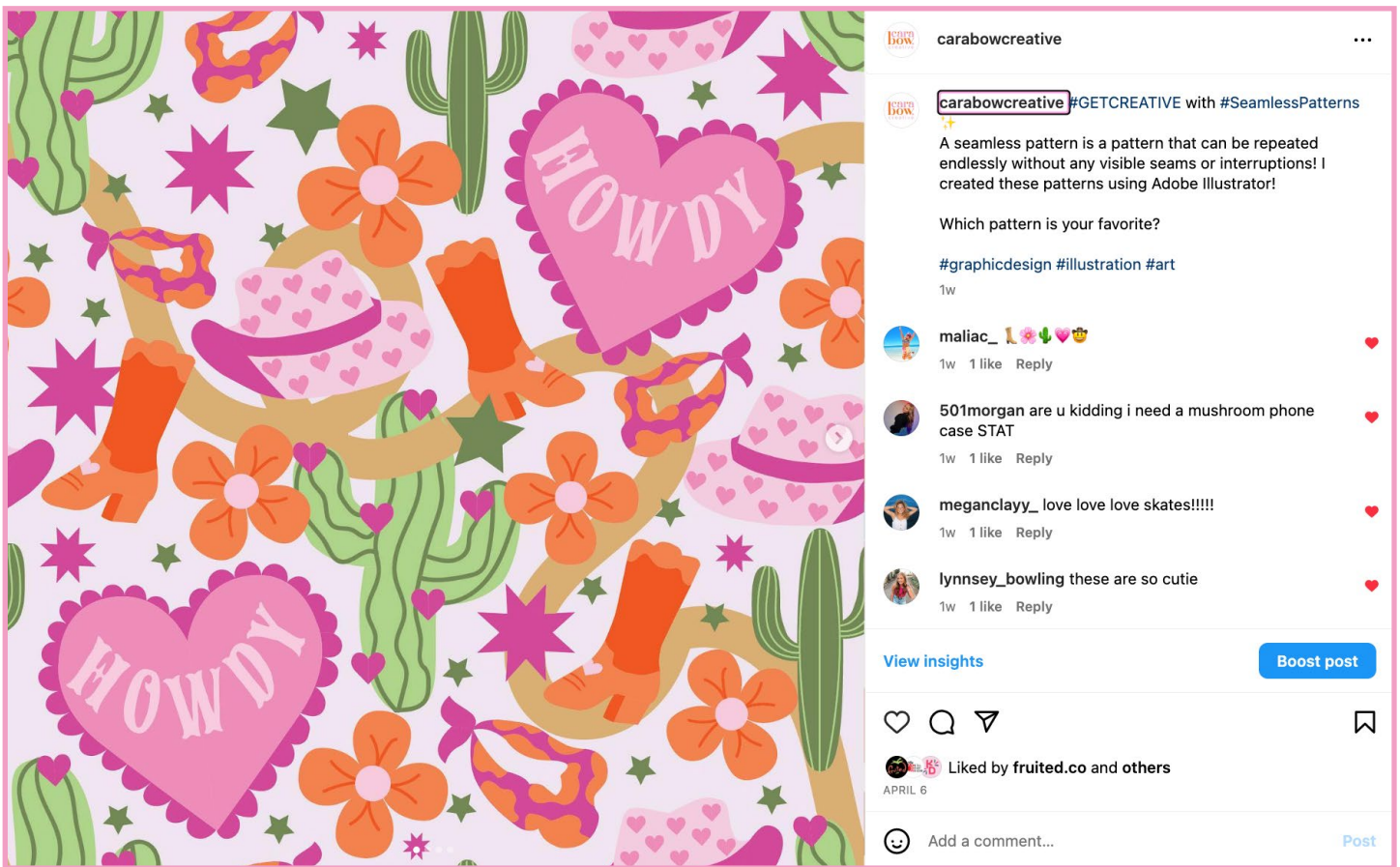
For this post, I shared a graphic promoting a local event and tagged it #savethedate in the caption. I included all of the designer's logos that will be at the event, as well as tagged their accounts, to form connections and support my peers.

instagram posts



For this post, I shared a headshot and introduced myself in the caption. I wanted this post to be professional, while also showing my personality through illustrations using my brand colors.

instagram posts



For this post, I shared a completed project with the tag #getcreative. I decided to use this tag that incorporates my brand name as a way to share my projects.

linkedin

cara bowling



Cara Bowling

Student at Arkansas State University

Jonesboro, Arkansas, United States · [Contact info](#)



Arkansas State University

Education



Arkansas State University

Bachelor of Fine Arts - BFA, Graphic Design

Aug 2020 - Dec 2023

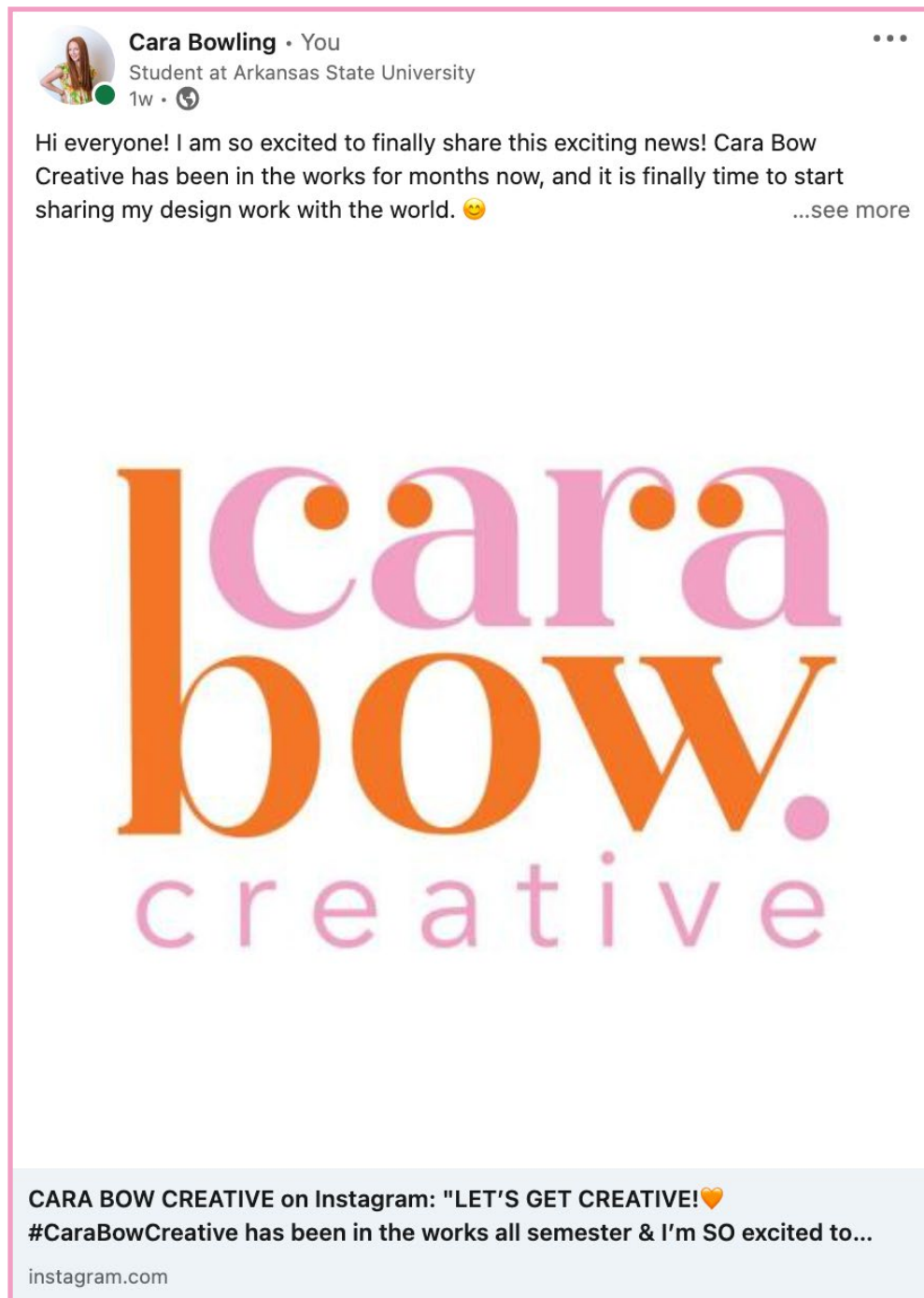
Activities and societies: Alpha Omicron Pi



Arkansas State University

2020 - 2023

linkedin posts



For this post, I shared the link to my business Instagram account, @carabowcreative, to cross-promote across multiple platforms.

linkedin posts



For this post, I shared the link to a project posted on my Behance page to encourage my connections to view my work on a different platform.

linkedin posts



For this post, I shared the link to my website to reveal and encourage interaction with the newly launched site!

behance

Cara Bowling



Cara Bowling

Graphic Designer
Cara Bow Creative
carabowling.com

Project Views	37
Followers	6
Following	3

ON THE WEB

 LinkedIn

 Instagram

LINKS

Website 

ABOUT ME

a young creative who loves pink, coffee, and helping individuals and brands transform visions into visuals

MEMBER SINCE: FEBRUARY 27, 2023

behance

Cara Bowling
Graphic Designer
Cara Bow Creative
carabowling.com
AR, USA

[Edit Your Profile](#)
[Try Adobe Portfolio](#)

Hire Me
Looking For Opportunities?
Add our new "Hire Me" section to your profile to let visitors know that you're looking for new opportunities.
[Edit Availability](#)

Project Views 37
Followers 6
Following 3

ON THE WEB
[LinkedIn](#)
[Instagram](#)

LINKS

ABOUT ME
a young creative who loves pink, coffee, and helping individuals and brands transform visions into visuals
MEMBER SINCE: FEBRUARY 22, 2023

Work Services Adobe Stock NFTs Livestreams Moodboards Appreciations Insights Drafts

- Grid of creative work including:
 - A sheet of colorful circular patterns.
 - A poster for "self made A-STATE" with colorful text and stars.
 - A book cover for "PARTON Site" featuring a portrait of a woman.
 - A smartphone app interface with colorful buttons.
 - A blue product box with colorful patterns.
 - A collection of "drive brew COFFEE" branding including a bag, cups, and a menu.
 - A recipe card for "SMOOTHIE BOWL" with ingredients and a photo of the bowl.
 - A vibrant, colorful pattern featuring "HOWDY" text and various food items.
 - A collection of logos and text including "GETTA POWER", "let's groove tonight", "RECORDS", and "SPLASH".
 - Two cans of "SPLASH" beverage on a red background.

business plans

business plans

BUSINESS PLAN A | GRFX-4503 PROFESSIONAL PRACTICE | SPRING 2023

IDENTITY:

What's your full name?

Cara Anne Bowling

Would you like to create a brand that refers to you as a person or you as a thing? In other words, do you want to have a business that is known by your name or by another name?

I would like my brand to have my name incorporated in some way. Whether this is just my first name, part of my last name, or my initials incorporated in a creative way.

What is the location of your business? If you do not know yet, state your ideal location. Or you could explain something like "A large city in the U.S." or "A medium-sized city in the northeast region of the U.S."

A medium-sized city in the south central region of the U.S.

Where would you rather work (when the pandemic clears and you have a choice)? Virtual from home or at a physical office?

I would rather work in a physical office, but would not turn down the opportunity to have a few work from home days.

S.W.O.T.

• S - Strengths (internal/personal aspects that give you an advantage):

1. I am a team-player.
2. I am determined.
3. I am positive.

• O - Opportunities (external/public – new services, products or markets for you to consider):

1. I am able to collaborate well with others, which will lead to better work and client relationships.
2. I am available to learn about new software, skills, and services in order to become the best I can be.
3. I have the opportunity to be included in more discussions, meetings, or offered potential client work.

• W - Weaknesses (internal/personal aspects that might hinder you or cause problems):

1. I tend to let others overpower or overstep without defending myself.
2. I can be overwhelmed with the thought of potential failure or disappointment.
3. I can feel threatened or discouraged around negative people.

• T - Threats (external/public – EX competition, government regulations, money, tech?):

1. Someone who is more outspoken or outgoing may be given more opportunities than myself.
 2. Not being able to land a good job in order to be successful.
 3. My personality might not mesh well with my boss, peers, or clients.
-

YOUR MISSION:

What drives you? What keeps you motivated? What are you passionate about?

I am very determined to succeed. No matter what I do, I am always motivated by the need to succeed. I don't do anything halfway, and it is important that others see that in me as well. Success to me does not mean money, but instead the internal feeling that I have made myself proud with the work I have done. I am passionate about helping others, and want to use my creative abilities to do so. I stay motivated by knowing that my time to enter the real world is coming soon, and that I have so much to prove to myself.

What is important to you in business?

Loyalty will forever be a common value that is important to me. I want to be the designer that my clients can always count on. I want my clients to know that I am always a listening ear for their ideas because it is my job to make them come to life. It is important to recognize the importance of having the power to make a business stand out from their competitors. This profession can be very rewarding depending on the work that I do, however the work we do is just as rewarding to our clients. It is important that I am always kind, welcoming, and easy to work with.

YOUR FUTURE:**Where do you see yourself in 5 years?**

I see myself in a new city, where I hopefully secured a job after graduating from Arkansas State University. I see myself doing small freelance projects on the side to build on my skills and comfort with the idea of freelance. I hope I am able to take care of myself, mentally, physically, and financially as a start out my career as a graphic designer.

Where do you see yourself in 10 years?

I see myself having moved since my 5 year milestone. I see myself in a much bigger city, where I am surrounded by friends in and out of my workplace. I hope at this point that I am more confident in my ability to do freelance work, and that I have accomplished work that my younger self would be proud of. I see myself living very comfortably, hopefully with enough to help support my own family.

How are you going to make this 10-year goal happen?

In order to meet my goal, it is important that I consistently work on my skills. In order for me to feel confident in my ability to do amazing work, I need to welcome and accept any opportunity for practice. This is important, not only stay busy, but to learn new things that will only make me better in the long run. I also need to start utilizing social media now. There are so many ways to grow your name, business, and platform. If I start now, I could potentially already begin to grow my list of clients.

YOUR PRODUCTS AND SERVICES:**Strength 1:**

Logo Design

Qualifications & Competitive Advantages:

I would love to offer logo design as one of my future services. I had the opportunity to do many projects in classes that involve creating icons, logos, and logotype. I enjoy this process and seeing the final work displayed through collateral materials. My ability to understand and work well with others gives me an advantage when dealing with clients.

Strength 2:

Murals

Qualifications & Competitive Advantages:

Last year, I got the opportunity to paint a window for Shadrachs Coffee. Also, in Painting, we had the opportunity to design a mural that will be painted in the A-State Union. I have always enjoyed drawing and painting, but I also loved the collaborative process from both of my past experiences. I would love to have the opportunity to work on more murals that I could add to my portfolio to show my skill to offer it as a future service. I think offering murals could coincide with logo creation for business who may want their branding on or inside of their building.

Strength 3:

Social Media (Instagram)

Qualifications & Competitive Advantages:

I have always loved photo editing and appreciated the art of having a cohesive feed. This has been something that has been a constant theme through my personal Instagram since I joined the app in roughly 2013. I think this is why I love creating consistent brand identity systems from beginning to end. In Design Entrepreneurship, I volunteered to run the Instagram page for our class pop-up shop. I was in charge of creating the branding, but also making sure the branding was incorporated through the posts on the Instagram page. I think having the eye for a good, engaging feed while be very beneficial when I begin my career with my own personal brand. It will help me have a strong social media presence.

YOUR COMPETITION:**Creativity/Ideation:**

Someone who is able to brainstorm ideas quickly, while also thinking outside of the box for all their final designs.

Training:

Someone that is more confident and comfortable with their knowledge of Adobe software.

Experience:

Someone who has had multiple freelance work opportunities, as well as an internship that has provided them with an extensive amount of work.

Specialty:

Someone who has the ability to effortlessly create an outstanding design in any format (poster, ad, logo, app, etc.) that stands out among their competitors.

YOUR CLIENTS (VIA FREELANCE AND/OR FOR COMPANY AT WHICH YOU WORK):**Who is your ideal client(s)?**

My ideal clients would be business owners. I would like to have the opportunity to do work for multiple clients. I would enjoy having the opportunity to create a range of work, whether it be a logo or a billboard design.

Will the ideal client give you little or full control over the project scope?

I work best with a little direction. I think it's important to get a general idea from a client on what they want or expect out of working with you. This is important to me to make sure I can provide my client with exactly what they are envisioning for their business, in as few steps as possible.

Much of the information on this sheet has been paraphrased or pulled directly from the following sources:

- <http://brentgalloway.me/want-to-freelance-successfully-write-a-business-plan-sample>
- <https://millo.co/17-tips-for-effective-freelance-business-planning>
- https://creativeplusbusiness.com/wp-content/uploads/2014/02/TEMPLATE_Business_Plan_for_Creatives.pdf
- <https://www.policygenius.com/blog/freelancers-taxes-quarterly-annually/>
- <https://carriedils.com/wp-content/uploads/2016/05/Roadmap-to-Your-Freelance-Business-Plan.pdf>
- <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

BUSINESS PLAN B | GRFX-4503 PROFESSIONAL PRACTICE

4

What's your full name?

Cara Bowling

YOUR FINANCIAL PLAN:

A traditional financial plan for business consists of the following at a minimum:

12-month profit and loss projection; cash-flow projection; projected balance sheet; and break-even calculation. This project will not be so demanding, nor specific.

COST-OF-LIVING ANALYSIS:

What are your minimum EXPENSES in relation to your business per month?

If the costs you acquire are per quarter or year, do the math for the monthly cost.

Cost of basic Health Insurance:

\$589

Cost of Equipment (Software and Hardware):

\$54.99/month [Adobe Creative Suite](#).

Cost of Website:

\$11.99/month [GoDaddy](#).

Cost of Continued Education

\$35.99/course, varies by course [LinkedInLearning](#)

Cost of Estimated Quarterly Taxes Set Aside Per Month (1/3 rule set aside 4 times a year):

\$1,116

TOTAL ESTIMATED COST PER MONTH:

\$1,807

What are your minimum projected PROFITS in relation to your business and its expenses per month?

Replace **month** with **year** or **quarter** to match expenses if necessary.

How much will you charge?

I will charge an hourly rate of \$75.

How many days of the week will you work?

I will work five days per week.

How many hours per week do you expect to be billable?

40 hours per week

TOTAL ESTIMATED PROFIT PER MONTH:

\$10,193

financial forms

financial forms

estimate

estimate

The following is an estimate from Cara Bowling for work. This is neither an invoice, nor a quote. See plans from meeting notes to provide the expected total of hours. THANK YOU FOR THIS OPPORTUNITY!

Date: Date

Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here

Client Name: Company (or Person's) Name Here

Address: Street Address Here; City State Zip

Phone: (XXX) XXX-XXXX

project descriptions

Name of Project

Notes:

List any notes from meetings or other information provided by client.

Materials Requested:

IF client has requested specific materials, list here. Otherwise remove.

Timeline:

No rush charges. Timeline discussed when estimate approved. If job will be rushed, explain here a and increase rate.

Rate: \$--/hr

-Explain here what you will receive and what is expected.

Hours:

-More here. Include everything, including the time to pre-press (or similar) files.

Revisions:

-Revisions beyond those listed will incur hourly charges.

Total: \$

Name of Project

Notes:

List any notes from meetings or other information provided by client.

Materials Requested:

IF client has requested specific materials, list here. Otherwise remove.

Timeline:

No rush charges. Timeline discussed when estimate approved. If job will be rushed, explain here a and increase rate.

Rate: \$--/hr

-Explain here what you will receive and what is expected.

Hours:

-More here. Include everything, including the time to pre-press (or similar) files.

Revisions:

-Revisions beyond those listed will incur hourly charges.

Total: \$


thank you!


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bow.
creative

870.317.2360

carabowcreative@gmail.com

carabowling.com

 @carabowcreative

 Cara Bowling

financial forms

quote

quote

The following is a quote from Cara Bowling for work.
This is not a legally binding contract, nor an invoice. See meeting notes to provide the expected total of hours.
THANK YOU FOR THIS OPPORTUNITY!

Date: Date

Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here

Address: Street Address Here; City State Zip

Phone: (XXX) XXX-XXXX

project descriptions

Name of Project

Notes:

List any notes from meetings or other information provided by client.

Materials Requested:

IF client has requested specific materials, list here. Otherwise remove.

Timeline:

No rush charges. Timeline discussed when estimate approved. If job will be rushed, explain here a and increase rate.

Total: \$XXX

Revisions: 2

-Explain here what you will receive and what is expected.

-More here. Include everything, including the time to pre-press (or similar) files.

-Revisions beyond those listed will incur hourly charges of \$XX/hr.

thank you!

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Cara Bowling

financial forms

hourly invoice

invoice

THANK YOU FOR THE OPPORTUNITY TO WORK WITH YOU.
All payments can be made to Cara Bowling and mailed to the address below. Please contact me with questions about this or any future work!

Date: Date

Job Number: Job or Invoice #

Payment Due: XX/XX/XXXX

Client Name: Company (or Person's) Name Here

Address: Street Address Here; City State Zip

Phone: (XXX) XXX-XXXX

project descriptions

Name of Project

Rate: \$XX/hr

Hours:

Total: \$XXX

-Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.

-If the project is not yet finished, state this.

total due: \$XXX

thank you!

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 Cara Bowling

financial forms

project invoice

invoice

THANK YOU FOR THE OPPORTUNITY TO WORK WITH YOU! All payments can be made to Cara Bowling and mailed to the address below. Please contact me with questions about this or any future work!

Date: Date

Job Number: Job or Invoice #

Payment Due: XX/XX/XXXX

Client Name: Company (or Person's) Name Here

Address: Street Address Here; City State Zip

Phone: (XXX) XXX-XXXX

project descriptions

Name of Project

Project Rate: \$XX

Revisions

Rate: \$XX/hr

Hours: X

Total: \$XXX

-Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.

-Be clear on the time allotted to revisions beyond the number allowed on the estimate/quote. If none were necessary, remove this.

total due: \$XXX


thank you!


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 Cara Bowling

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promotional merchandise









thank you
for reading!