

heaven cooper
brand book



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brand overview

brand positioning statement

For art lovers who desire one of a kind hand crafted artwork that is vibrant and eye catching, the "Halocodesigns" is a digital design service that offering a seamless experience where imagination meets innovation, turning visions into stunning digital realities. Compared to AI, our product brings unparalleled creativity and efficiency to consumers.

brand board

Heaven Cooper

Halocodesigns
halocodesigns@gmail.com
901.653.5712
www.halocodesigns.com



LOGO



MARK



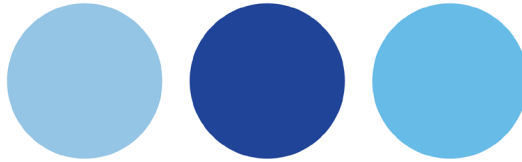
LOGOTYPE



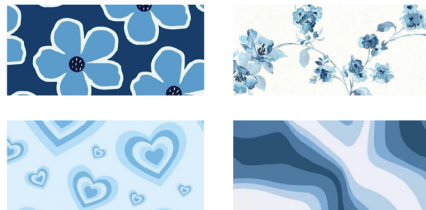
BRAND POSITIONING STATEMENT

For art lovers who desire one of a kind hand crafted artwork that is vibrant and eye catching, the Halocodesigns is a digital design service that offering a seamless experience where imagination meets innovation, turning visions into stunning digital realities. Unlike AI created art, our product brings unparalleled creativity and efficiency to consumers.

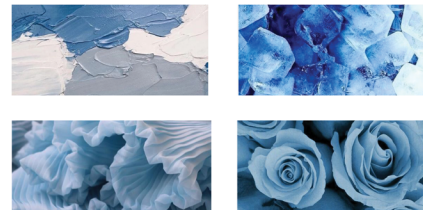
COLOR PALETTE



PATTERNS



TEXTURES



TYPEFACES

Bricéla

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

PHOTOGRAPHY



visual guidelines

logo



components of logo



mark



logotype

clear space requirements



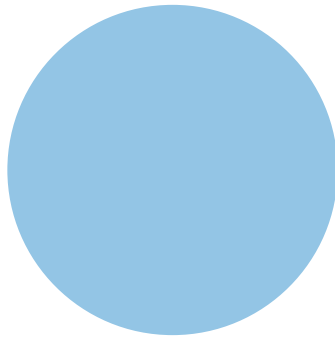
The clear space is defined by the width of the letter (add two lower case h's) "h." Nothing should be placed in the border created by "h."

minimum size

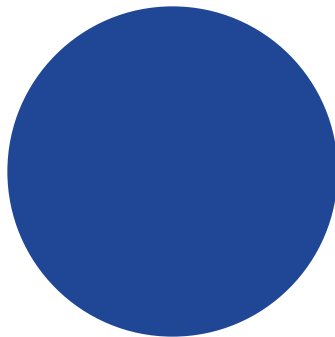


The halocodesign logo can not be any smaller that .5 inches from left to right.

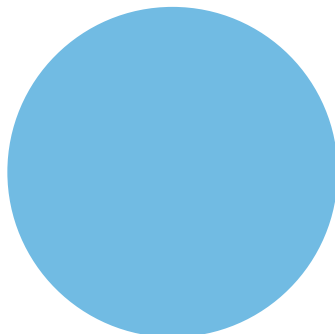
colors



Pantone 14-4124 TCX
40C 10M 2Y 0K
147R 197G 229B
Hexadecimal #94c5e5



Pantone 19-4050 TCX
99C 86M 5Y 0K
32R 70G 150B
Hexadecimal #204696



Pantone 14-0760 TCX
52C 11M 2Y 0K
113R 187G 227B
Hexadecimal #71bbe3

logo variations



For the Halocodesigns brand, the only other acceptable layout besides horizontal is vertical.



Gray scale variations are allowed only when using the logo as a watermark, or when using the brand colors on a colored background make the logo illegible.



Reversed treatment may be used when necessary.

unacceptable logo usage



The logo should not be warped in any way that is not the correct size and proportions already provided.



The logo should never be boxed in or outlined.



The logo should not be shown in any other color other than those shown in visual guidelines.



The logo should not be shown on any background other than what is allowed for the logo.



The logo should not be shown pixelated or distorted.

primary typography

Use the following Sans serif and serif typefaces for representing the Halocodesigns brand.

sans serif

Aa

For headlines, captions, and brief text passages, the Montserrat typeface should be utilized.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

serif

Aa

Although serif typeface is not primarily used, Palatino will be used for text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

alternative typography

If a preferred typeface is unavailable, please use Arial and Georgia typefaces to replace Montserrat and Palatino.

sans serif

Aa

Arial should be used for body copy, call-outs, and large amounts of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

serif

Aa

On the other hand, Georgia typeface should be used for headlines, captions, and small amounts of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

visual identity system and usage

When using the letterhead, all text should fit within 0.5 inch margin on the left, right, and bottom, with 1.5 inch margin on the top. All body text should be Montserrat at 10pt. and leading should be set at 15pt. throughout.

.5 in. .5 in.

1.5 in. 1.5 in.



February 21, 2024

Dear Mr. Manis,

I write this letter to express my interest in the Graphic Designer position advertised on your company's website. From day one, I believe my contributions to the team at Running Pony 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, illustration, and identity design will allow me to play a crucial role in implementing your design and animation initiatives.

The following are highlights of my skills and accomplishments:

- Thrive in fast-paced environments, adeptly working on several projects at one time while meeting deadlines.
- Knowledgeable about current design trends and techniques to ensure designs remain innovative and relevant.
- Excellent communication skills, both verbal and visual, to present ideas and concepts effectively.
- Experience in branding, logo design, and creating cohesive visual identities for multiple clients.

Enclosed are my resumé and references for your review. You may also view my portfolio of work at www.halocodesigns.com or learn more about me on Instagram @halocodesigns. I welcome the opportunity to discuss how my skills and strengths can best serve your company. I will contact you next week or please feel free to reach me at 901-653-5712 or halocodesigns@gmail.com.

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

Sincerely,

Heaven Cooper

  Halocodesigns  Heaven Cooper  Halocodesigns.com

.5 in. .5 in.

letter head



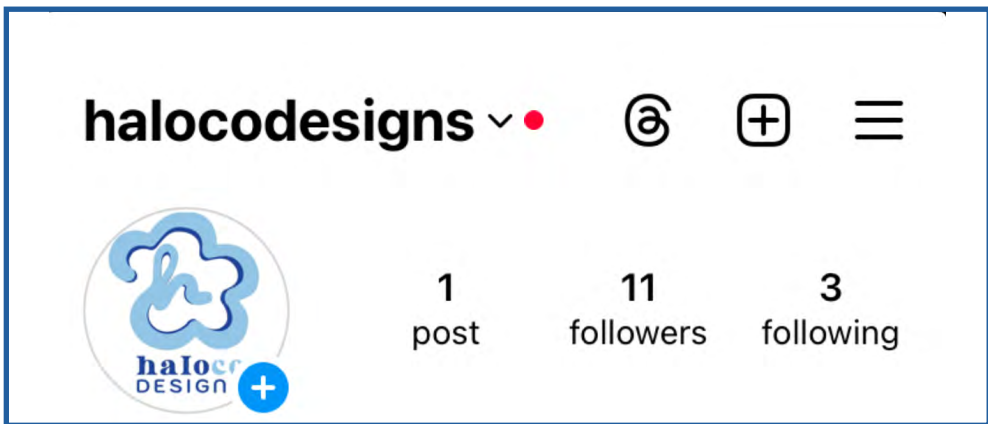
business card



website favicon



social media mark



email sign-off



resumé



HEAVEN COOPER

halocodesigns.com
901.653.5712
halocodesigns@gmail.com
[halocodesigns](#)
[heaven cooper](#)

EDUCATION

Bachelors of Fine Arts in Graphic Design
Minor in General Business
Arkansas State University

RELEVANT COURSES

Art Direction for Advertising
Photography
Digital Illustration
Design Entrepreneurship
Web Design
Marketing
Organizational Behavior
Professional Practice for Design
Senior Capstone

SCHOLARSHIPS & AWARDS

2024 AAF NEA Student Chapter
Gold Award-Blueberry Stamp Series
2023 Chancellor's List
2020-2023 Dean's List
2020-2021 First of the Pack Scholarship
2020-2022 Incentive Scholarship

SKILLS

Adobe Illustrator
Procreate
Adobe Photoshop
HTML & CSS
Adobe Fresco
InDesign
Prototyping

ORGANIZATIONS

February 2024-Present
Zeta Phi Beta Sorority Inc.
March 2021-Present
Alpha Lambda Delta Honor Society

PROFESSIONAL EXPERIENCE

August 2022 - Present | **The Home Depot** | Jonesboro, AR
Sales Associate

- Demonstrate exceptional customer service skills, resolving customer complaints efficiently and courteously.
- Collaborate with team members to achieve sales targets and ensure a positive shopping experience for customers.

January 2020- Present | **WorkRide Staffing** | Memphis, TN

Recruiter Coordinator

- Conduct phone screens to evaluate candidate fit and qualifications for open positions. Maintain database.
- Assist in development of job descriptions and recruitment materials to attract qualifying candidates for companies.

August 2023-Present | **Heavenly Creations** | Jonesboro, AR

Designer/Owner

- Successfully market and sell freelance products/services at pop-up shops, generating revenue and building brand awareness.

August 2023-December 2023 | **Jonesboro Public Library** | Jonesboro, AR

Repositioning Strategist

- Contributed to Jonesboro Public Library's redevelopment by identifying potential repositioning opportunities and pitching services to towards young stay-at-home mothers.
- Evaluated the impact of repositioning efforts with a team and further adjusted strategies as needed to optimize results.

SERVICE

April 2021-Present | **West Memphis School District** | West Memphis, AR

Teacher Assistant

- Provide tutoring programs based on each student's needs and interests

March 2019-June 2021 | **Memphis Public Library** | Memphis, TN

Library Student Assistant

- Organized special events, including book talks and author visits.

REFERENCE

Available upon request.

references



REFERENCES

Ms. LuChana Jackson

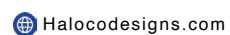
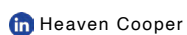
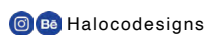
ESOL Coordinator
West Memphis District School
301 S Avalon St. West Memphis, AR 72301
Jackson.luchana@hotmail.com
+1 (870)559-8152
Supervisor

Mr. Kevin Brandon

Director of Operations
WorkRide Staffing
5812 Winchester Rd, Memphis, TN 38115
Kevin.brandon@theworkride.com
+1 (901)292-5615
Supervisor

Ms. Norma Li

Associate Support Department Supervisor
The Home Depot
711 E Parker Rd. Jonesboro, AR 72404
Norma_j_li@homedepot.com
+1 (870)268-0619 ext. 454
Manager



c o r r e s p o n d e n c e



February 21, 2024

Dear Mr. Manis,

I write this letter to express my interest in the Graphic Designer position advertised on your company's website. From day one, I believe my contributions to the team at Running Pony 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, illustration, and identity design will allow me to play a crucial role in implementing your design and animation initiatives.

The following are highlights of my skills and accomplishments:

- Thrive in fast-paced environments, adeptly working on several projects at one time while meeting deadlines.
- Knowledgeable about current design trends and techniques to ensure designs remain innovative and relevant.
- Excellent communication skills, both verbal and visual, to present ideas and concepts effectively.
- Experience in branding, logo design, and creating cohesive visual identities for multiple clients.

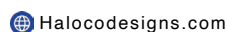
Enclosed are my resumé and references for your review. You may also view my portfolio of work at www.halocodesigns.com or learn more about me on Instagram [@halocodesigns](https://www.instagram.com/halocodesigns). I welcome the opportunity to discuss how my skills and strengths can best serve your company. I will contact you next week or please feel free to reach me at **901-653-5712** or halocodesigns@gmail.com.

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

Sincerely,


A handwritten signature in black ink that reads 'Heaven Cooper'.

Heaven Cooper



thank you email

Thank You - Heaven Cooper, Graphic Designer

To  info@runningpony.com

Cc Bcc


Thank You - Heaven Cooper, Graphic Designer

Mr. Manis,

Thank you again for meeting with me today regarding the Graphic Designer position with Running Pony. 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 Running Pony might have. I look forward to hearing from you.











Thank you,



Heaven Cooper
Graphic Designer
Halocodesigns

901.653.5712
halocodesigns@gmail.com
halocodesigns.com

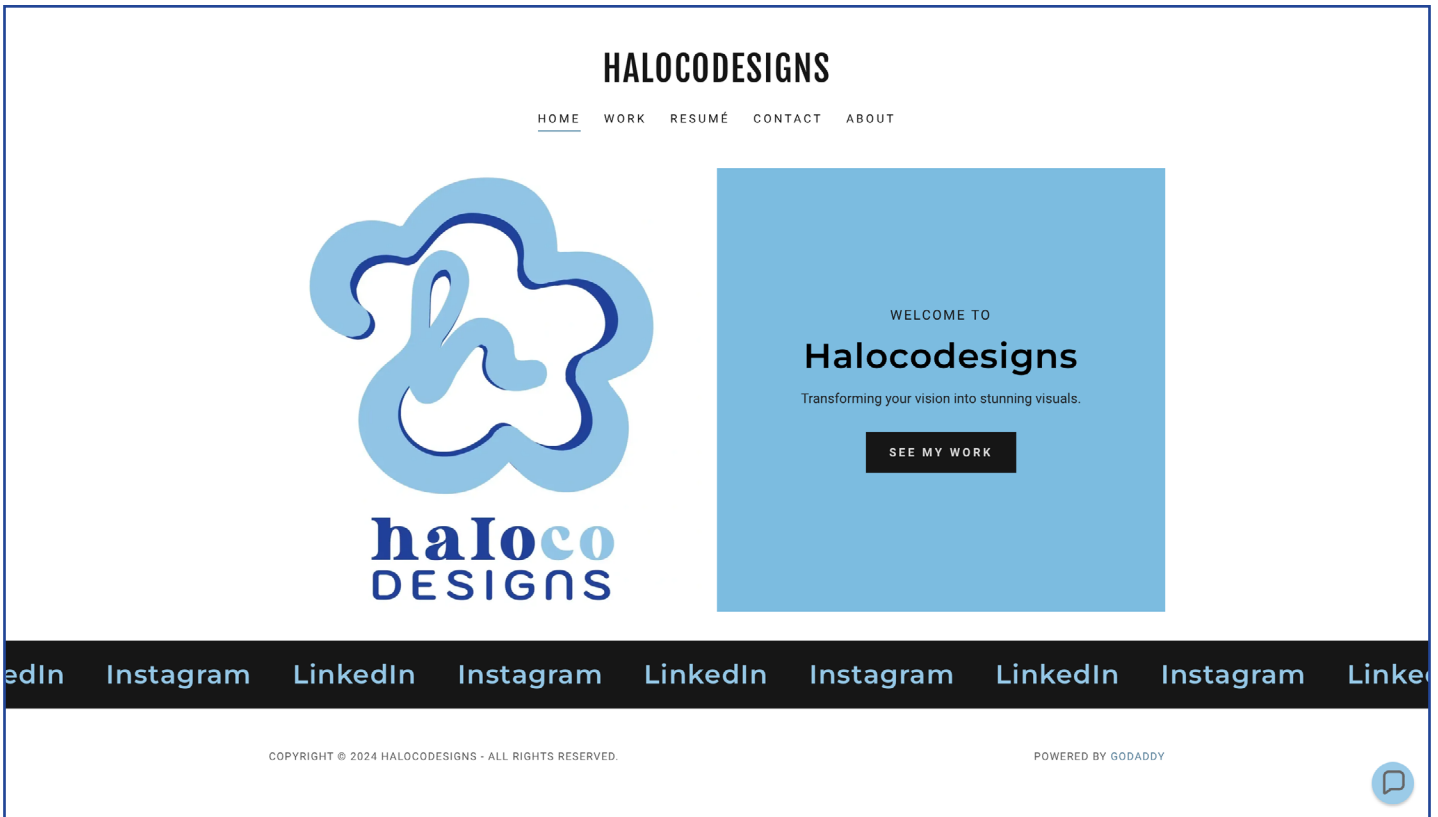
 

Send          

website

website

www.halocodesigns.com



HALOCODESIGNS

HOME WORK RESUMÉ CONTACT ABOUT

WORK



HALOCODESIGNS

HOME WORK RESUMÉ CONTACT ABOUT

PDF VIEWER

Download PDF ▶

HEAVEN COOPER
 halocodesigns.com
 901.633.5712
 halocodesigns@gmail.com
 @halocodesigns
 @heaven.cooper

EDUCATION
Bachelor of Fine Arts in Graphic Design
Minor in General Business
 Arkansas State University

RELEVANT COURSES
 Art Direction for Advertising
 Photography
 Digital Illustration
 Design Entrepreneurship
 Web Design
 Marketing
 Organizational Behavior
 Professional Practice for Design
 Senior Capstone

SCHOLARSHIPS
AWARDS
 2024 AMF NEA Student Chapter
 2023 Designer's List
 2020-2023 Dean's List
 2020-2021 First of the Fair Scholarship
 2020-2022 Incentive Scholarship

SKILLS
 Adobe Illustrator
 Photoshop
 Adobe Photoshop
 HTML & CSS
 Adobe Fresco
 InDesign
 Prototyping

ORGANIZATIONS
 February 2024-Present
 One Two Three Agency Inc.
 March 2021-Present
 Alpha Lambda Delta Honor Society

PROFESSIONAL EXPERIENCE
August 2022 - Present | Five Seasons Sport | Jonesboro, AR
Sales Associate
 • Demonstrate exceptional customer service skills, resolving customer complaints efficiently and courteously
 • Collaborate with team members to achieve sales targets and ensure a positive shopping experience for customers.
January 2020 - Present | Knoxville Staffing | Memphis, TN
Recruiter Coordinator
 • Conduct phone screens to evaluate candidate fit and qualifications for open positions. Maintain database.
 • Assist in development of job descriptions and recruitment materials to attract qualifying candidates for companies.
August 2023 Present | Heavenly Creations | Jonesboro, AR
Designer/Owner
 • Successfully market and sell handmade products/items at pop-up shops, generating revenue and building brand awareness.
August 2023-December 2023 | Jonesboro Public Library | Jonesboro, AR
Revolving Book Cart
 • Contributed to Jonesboro Public Library's redevelopment by identifying potential repurposing opportunities and pitching services to towards young stay-at-home mothers.
 • Evaluated the impact of repurposing efforts with a team and further adjusted strategies as needed to optimize results.

SERVICE
April 2021-Present | West Memphis School District | West Memphis, AR
Teacher Assistant
 • Provide tutoring programs based on each student's needs and interests
March 2018-June 2021 | Memphis Public Library | Memphis, TN
Library Student Assistant
 • Organized special events, including book talks and author visits.

REFERENCE
 Available upon request.

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POWERED BY GODADDY



HALOCODESIGNS

HOME WORK RESUMÉ CONTACT ABOUT

CONTACT US

Let us hear your vision!

Name

Email*

Message

SEND

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.



HALOCODESIGNS

[HOME](#) [WORK](#) [RESUMÉ](#) [CONTACT](#) [ABOUT](#)

ABOUT ME

Hi! I'm Heaven, the face behind Halocodesigns!

Welcome to HalocodeDesigns! I'm Heaven, a driven senior graphic design major at Arkansas State University, coming straight from Memphis, TN. With a minor in general business, I blend creativity with strategic insight to bring your ideas to life. Passionate about transforming visions into captivating art, I thrive on crafting designs that resonate and inspire. My mission is to bring your vision to life, the Haloco way!



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POWERED BY GODADDY










































s o c i a l m e d i a

social media mission statement

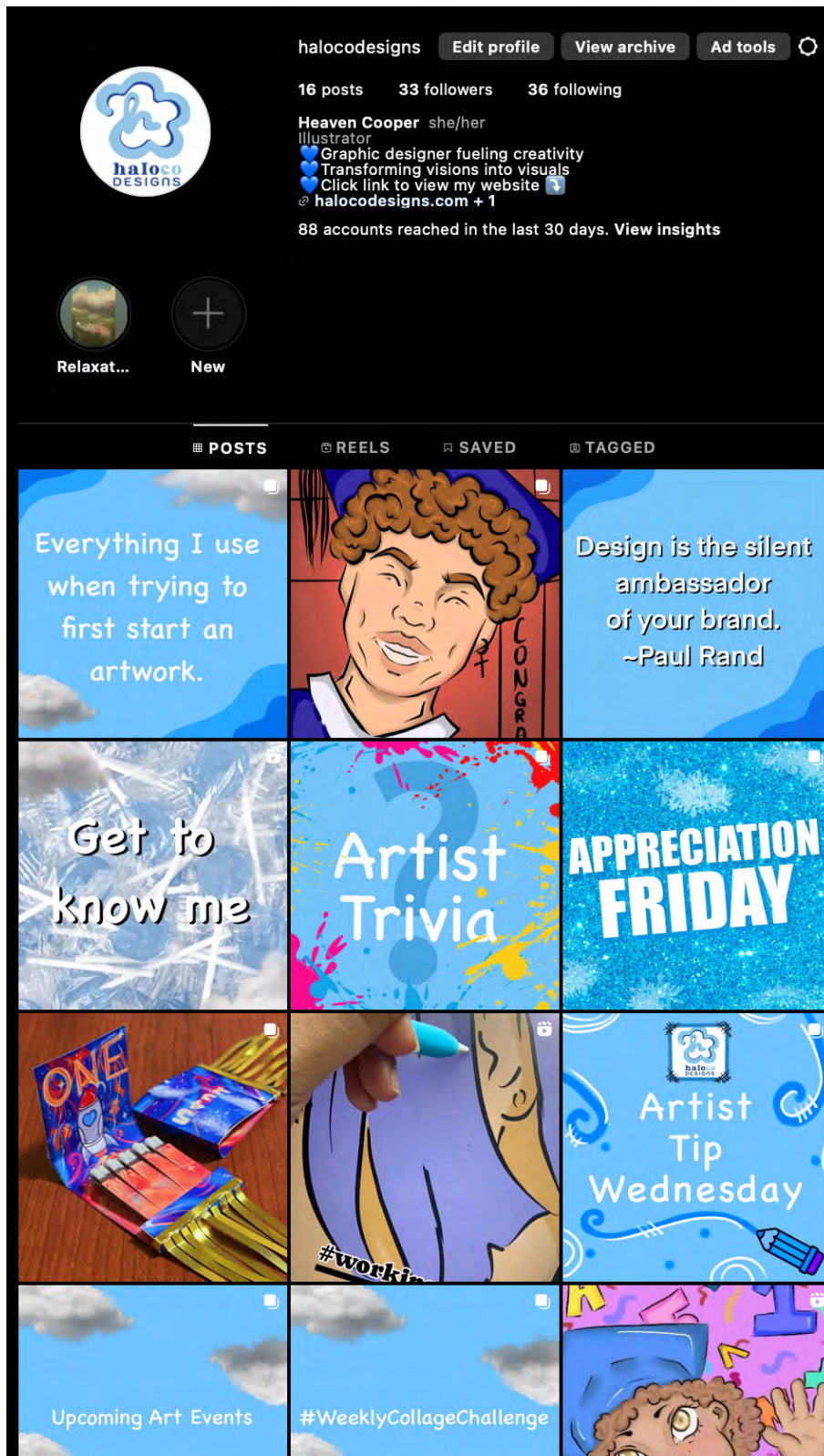
I use social media to share my love of design with people, network with other creatives, and motivate others through creative visual storytelling. My goal is to cultivate a thriving group of design enthusiasts that recognize the importance of creativity in the world. By means of genuine interaction and captivating material, my objectives are to enhance my own personal brand, draw in like-minded partners, and add to the constructive conversation about design in the digital realm.

social media content calendar

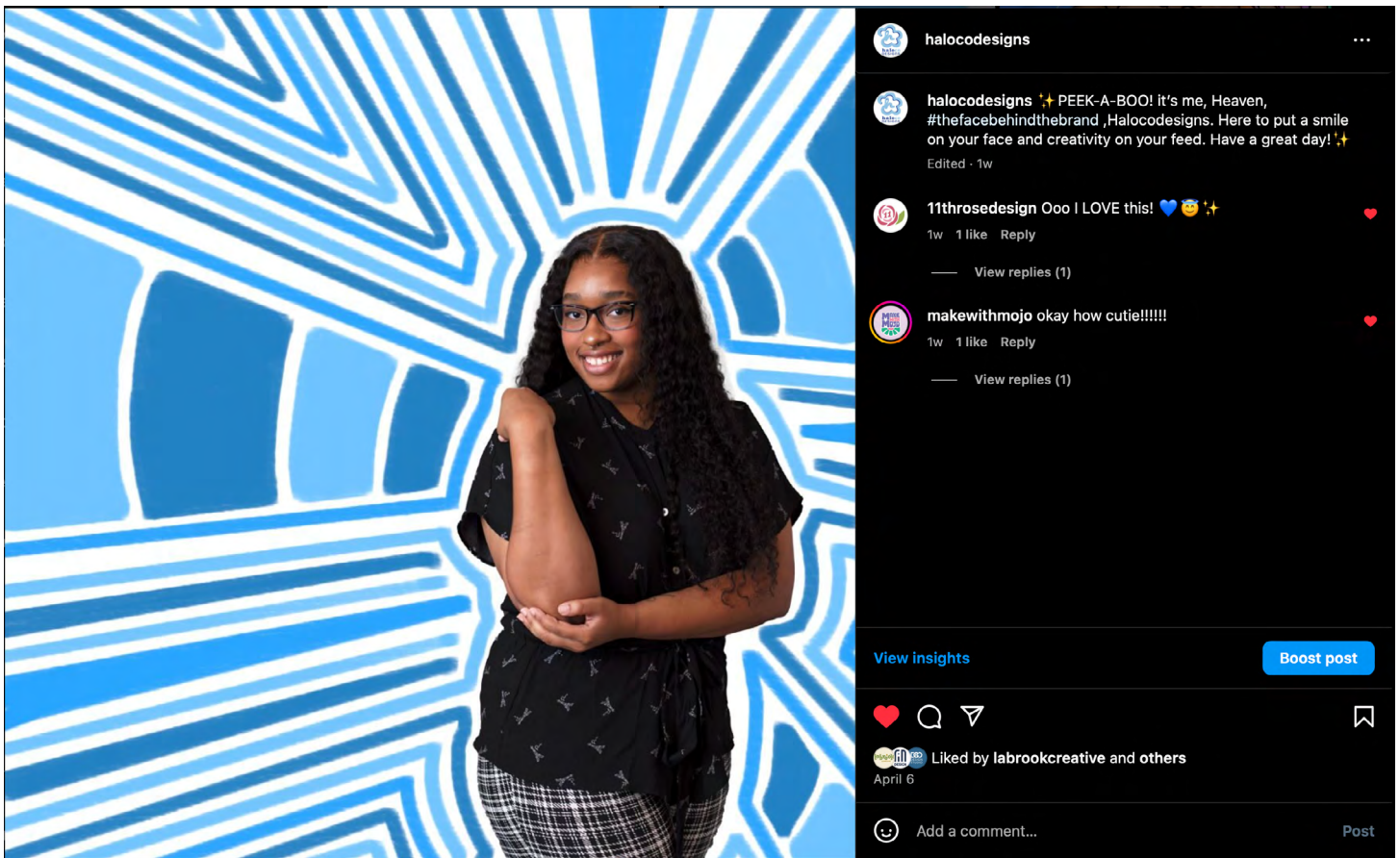
sunday	monday	tuesday	wednesday	thursday	friday	saturday
<p>12pm</p>  <p>Showcase my brand using the hashtag, "#Haloco."</p> <p>2pm</p>  Check LinkedIn  Check Instagram Reply to comments	<p>8am</p>  <p>Showcase one of my illustrations and mention an artist in my caption. Labeling them as an inspiration for my artstyle. #halocodesigns</p> <p>10am</p>  Check LinkedIn  Check Instagram Reply to comments	<p>12pm</p>  <p>Post a video lapse of a project to show how my illustrations to come to life. #Creativetime</p> <p>1pm</p>  Check LinkedIn  Check Instagram Reply to comments	<p>8am</p>  <p>Make a post regarding an art event to raise awareness. #artevent #thingstodo</p> <p>10am</p>  Check LinkedIn  Check Instagram Reply to comments	<p>12pm</p>  <p>Post a work in progress/finished piece and explain the meaning behind the artwork. #Oneofakind</p> <p>1pm</p>  Check LinkedIn  Check Instagram Reply to comments	<p>8am</p>   <p>Post a previous project/artwork I have worked on. #growth #throwbackthursday</p> <p>10am</p>  Check LinkedIn  Check Instagram Reply to comments	<p>12pm</p>  <p>Create a post that helps my followers get to know me. #LifeofMe</p> <p>2pm</p>  Check LinkedIn  Check Instagram Reply to comments
	<p>3pm</p>  <p>List the type of tools I use to create my work to give my viewers a glimpse into how I create my work. @procreate #procreate #artistbrushes</p> <p>6pm</p>  Check LinkedIn  Check Instagram Reply to comments	<p>3pm</p>  <p>Share my instagram post on LinkedIn. #Getconnected</p> <p>4pm</p>  Check LinkedIn  Check Instagram Reply to comments	<p>1pm</p>  <p>"How do I design?" A post focused around ways that I get my ideas flowing when starting on a new artwork. #Tipsforartists #Tipwednesday</p> <p>3pm</p>  Check LinkedIn  Check Instagram Reply to comments	<p>3pm</p>  <p>#SparkingConvo Create a post that would spark discussions with my connections.</p> <p>4pm</p>  Check LinkedIn  Check Instagram Reply to comments	<p>1pm</p>  <p>Post an artist who's work I adore in a post and tag them. Give them their recognition. #appreciationfriday</p> <p>3pm</p>  Check LinkedIn  Check Instagram Reply to comments	
		<p>6pm</p>  <p>Share a peers' work on story or create a general post. #ShoutoutMonday</p>		<p>6pm</p>  <p>Make a mini artist trivia to engage audience. #TriviaThursday</p>		

instagram

halocodesigns

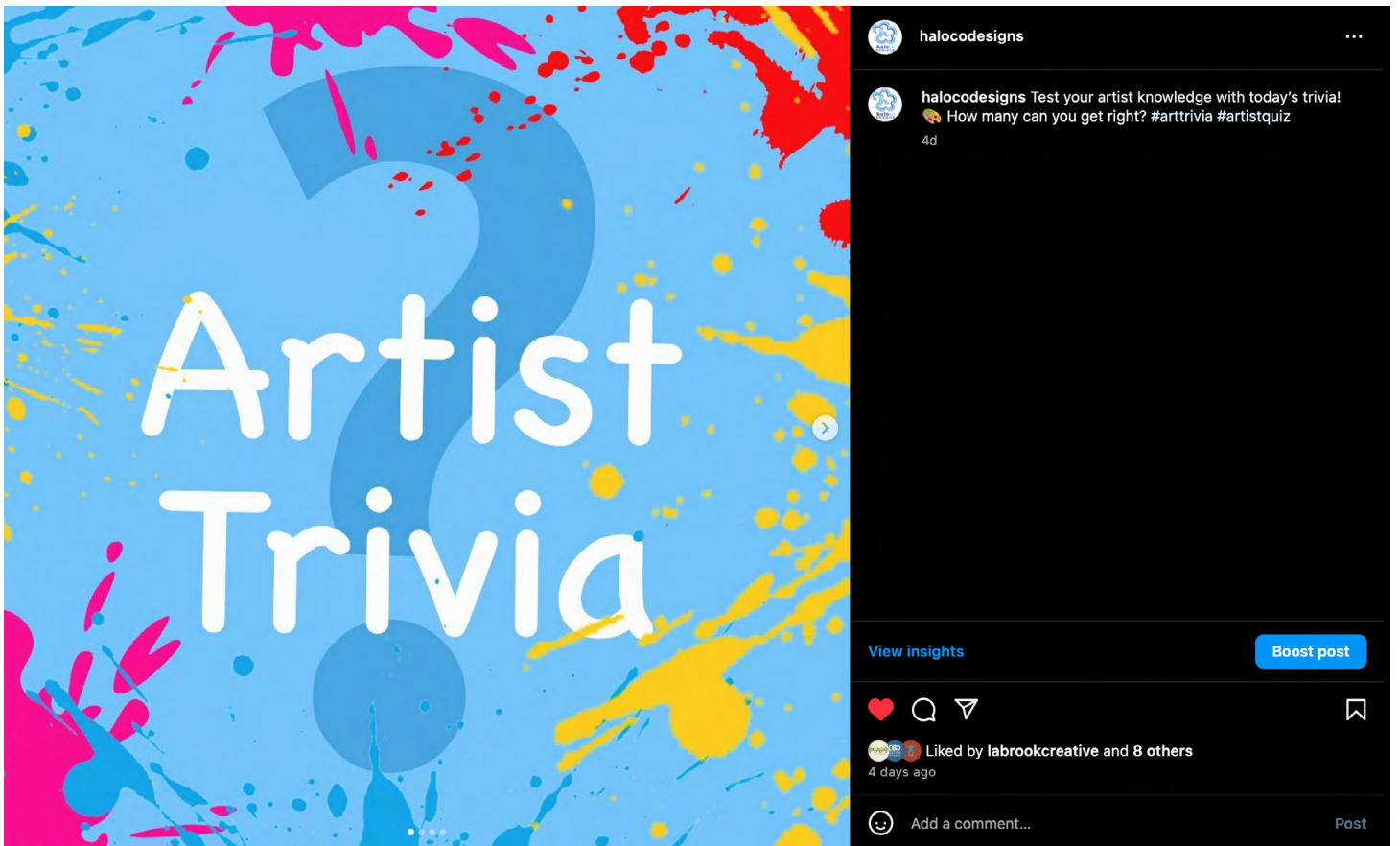


instagram posts



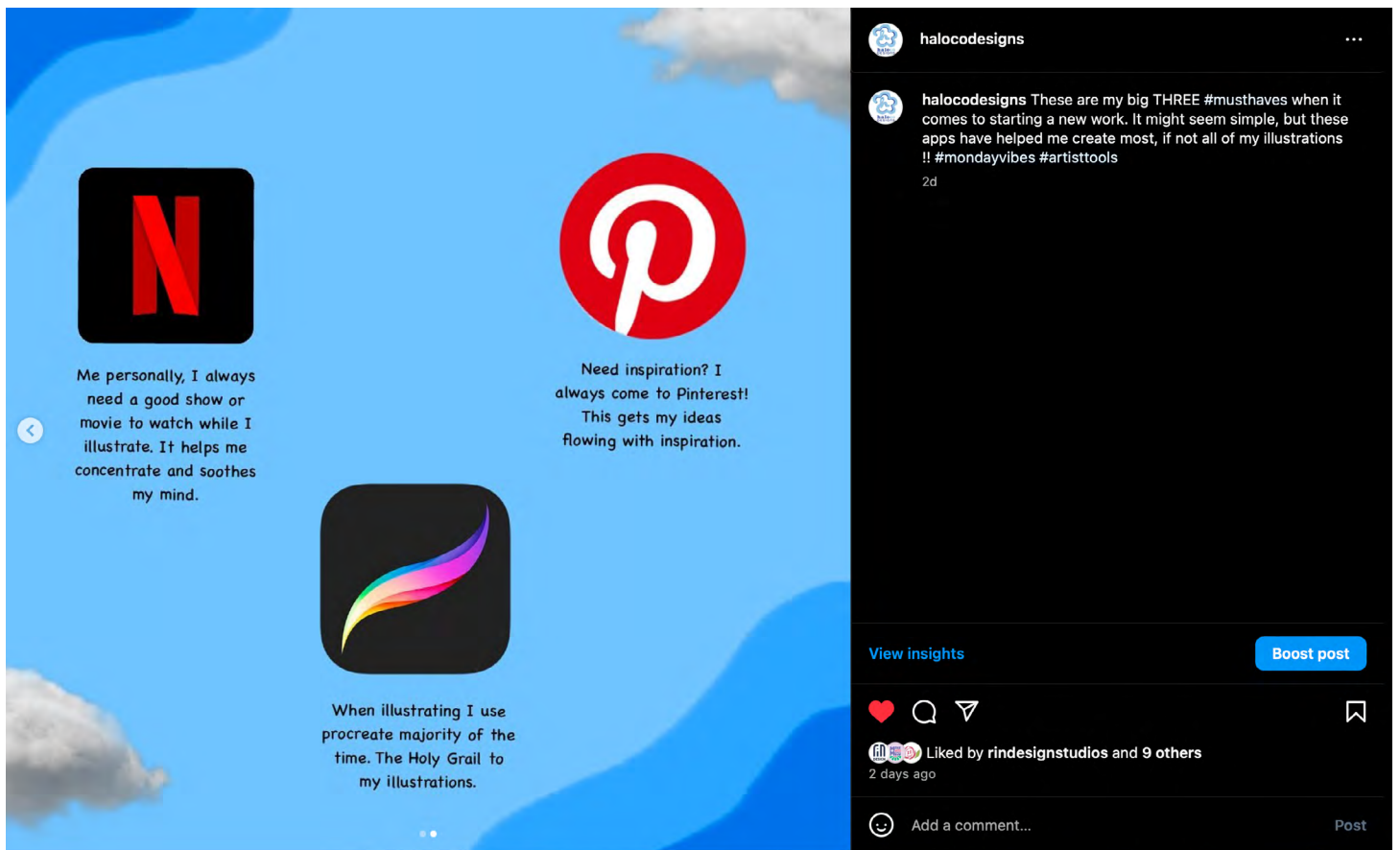
For this post, I introduced myself as the face behind the brand. I made sure to share a professional headshot as well as a humorous caption to bring in viewers. The hand-drawn illustrations around me help show the playful nature of my brand.

instagram posts



For this post, I chose to do an artist trivia game in order to engage with my followers. I decided it was best to go with the hashtag #artisttrivia to further reach more of an audience.

instagram posts



For this post, I wanted to showcase my must haves to use when it comes to starting a new project. I used the hashtag #mondayvibes to better help tie into my content calendar.

linkedin

heaven_cooper

Heaven Cooper (She/Her) [Verify now](#)

Graphic Designer @ASTATE | Illustrator | Transforming Ideas into Compelling Visual Narratives

Memphis, Tennessee, United States · [Contact info](#)

8 followers · 8 connections

[Open to](#) [Add profile section](#) [More](#)

Open to work
Sales Associate roles
[Show details](#)

The Home Depot

Arkansas State University

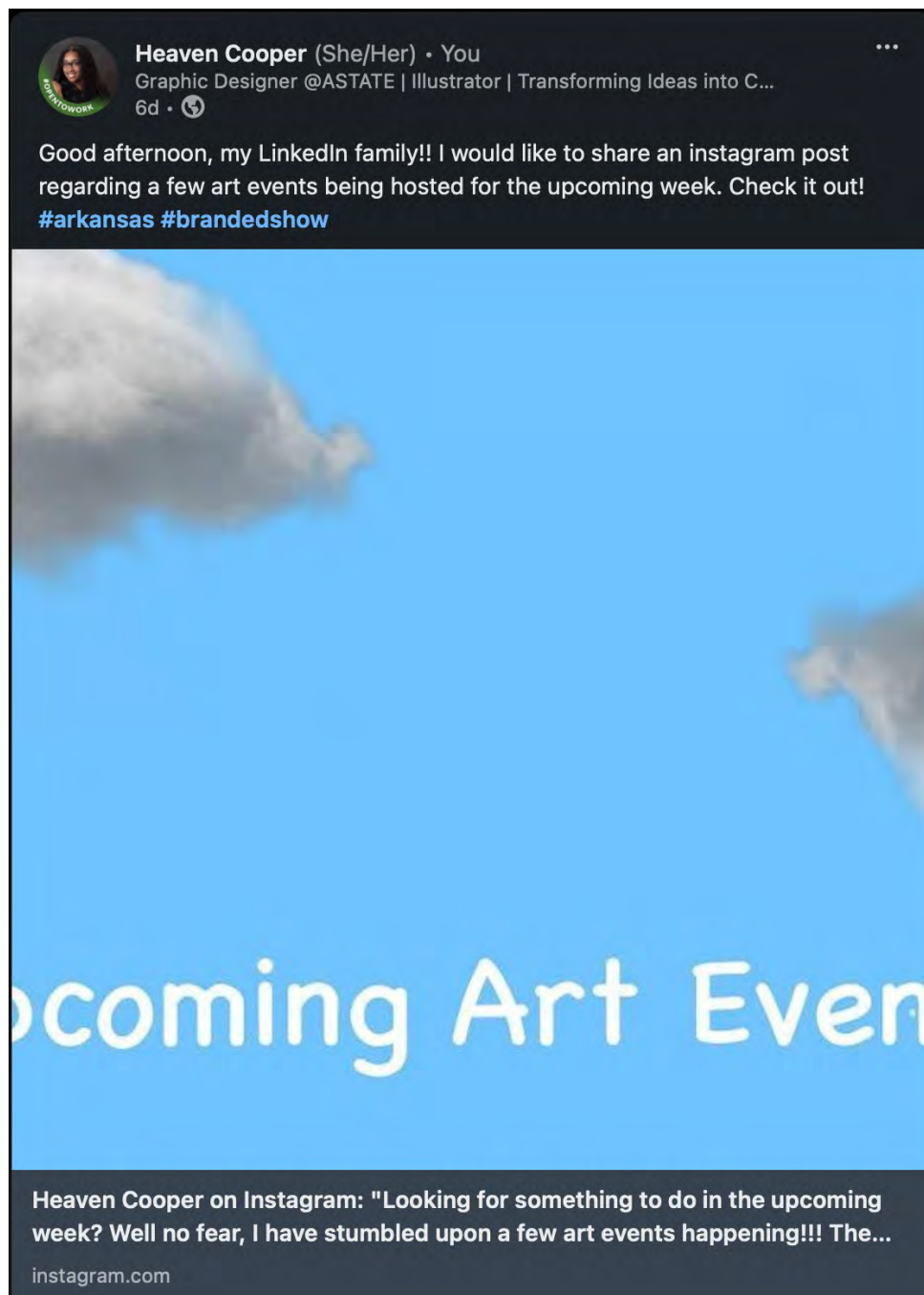
linkedin posts



The image shows a screenshot of a LinkedIn post. At the top left is a circular profile picture of a woman with dark hair and glasses, with the text 'OPENWORK' written around the bottom edge. To the right of the profile picture, the name 'Heaven Cooper (She/Her) · You' is displayed in bold. Below the name is the text 'Graphic Designer @ASTATE | Illustrator | Transforming Idea...' and '4d ·' followed by a globe icon. In the top right corner of the post area, there are three dots. The main text of the post reads: 'What's the one piece of advice you wish you'd received when you first started your journey within the art field ? Share your insights in the comments below! Let's learn and grow together. #ArtisticInsights #SparkingConvo'. Below the text, there is a heart icon followed by 'You and 2 others' and a dot, and to the right, '2 comments'. At the bottom of the post, there are four icons: a heart icon labeled 'Love', a speech bubble icon labeled 'Comment', a repost icon labeled 'Repost', and a paper plane icon labeled 'Send'. At the very bottom left, there is a bar chart icon followed by '108 impressions', and at the bottom right, there is a link that says 'View analytics'.

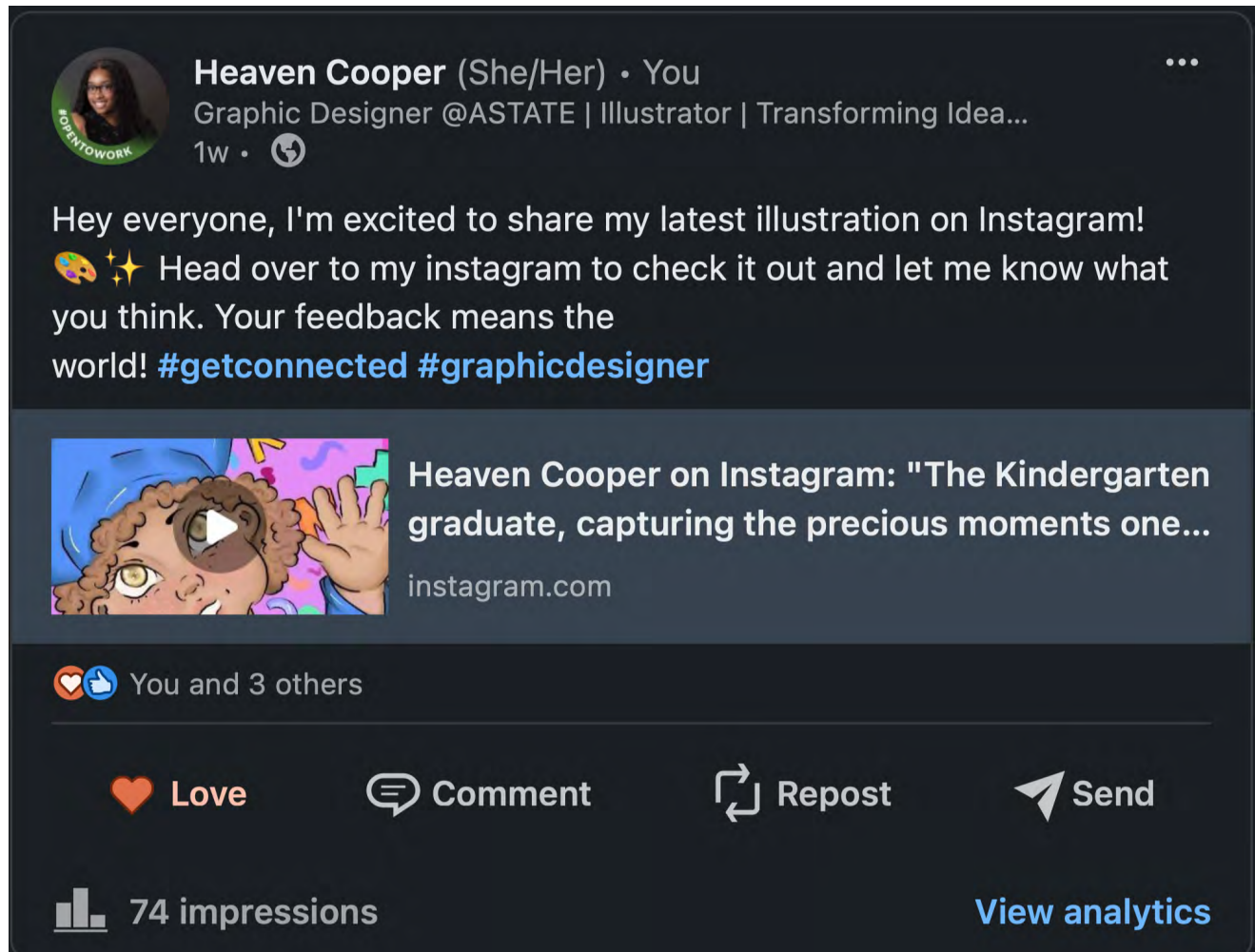
For this post, I aimed to spark conversation for the LinkedIn users. I wanted to get to know more about individuals and build a connection with them and their responses.

linkedin posts



For this post, I shared the link to my Instagram account, @halocodesigns, to cross-promote across multiple platforms, as well as promote upcoming art events.

linkedin posts



The image shows a screenshot of a LinkedIn post. At the top left is a circular profile picture of a woman with dark hair, with the text "#FOUNTOWORK" written around the bottom edge. To the right of the profile picture, the name "Heaven Cooper (She/Her) · You" is displayed in bold, followed by the bio "Graphic Designer @ASTATE | Illustrator | Transforming Idea...". Below the bio, it says "1w ·" followed by a globe icon. The main text of the post reads: "Hey everyone, I'm excited to share my latest illustration on Instagram! 🎨 ✨ Head over to my instagram to check it out and let me know what you think. Your feedback means the world! #getconnected #graphicdesigner". Below the text is a video thumbnail showing a colorful illustration of a child's face with a play button in the center. To the right of the thumbnail, the text says "Heaven Cooper on Instagram: 'The Kindergarten graduate, capturing the precious moments one...'" and "instagram.com" below it. At the bottom left of the post, there are icons for a heart and a thumbs up, followed by the text "You and 3 others". Below this are four action buttons: "Love" (with a heart icon), "Comment" (with a speech bubble icon), "Repost" (with a refresh icon), and "Send" (with a paper plane icon). At the bottom left, there is a bar chart icon followed by "74 impressions". At the bottom right, there is a link that says "View analytics".

Heaven Cooper (She/Her) · You
Graphic Designer @ASTATE | Illustrator | Transforming Idea...
1w · 🌐

Hey everyone, I'm excited to share my latest illustration on Instagram! 🎨 ✨ Head over to my instagram to check it out and let me know what you think. Your feedback means the world! #getconnected #graphicdesigner

Heaven Cooper on Instagram: "The Kindergarten graduate, capturing the precious moments one..."
instagram.com

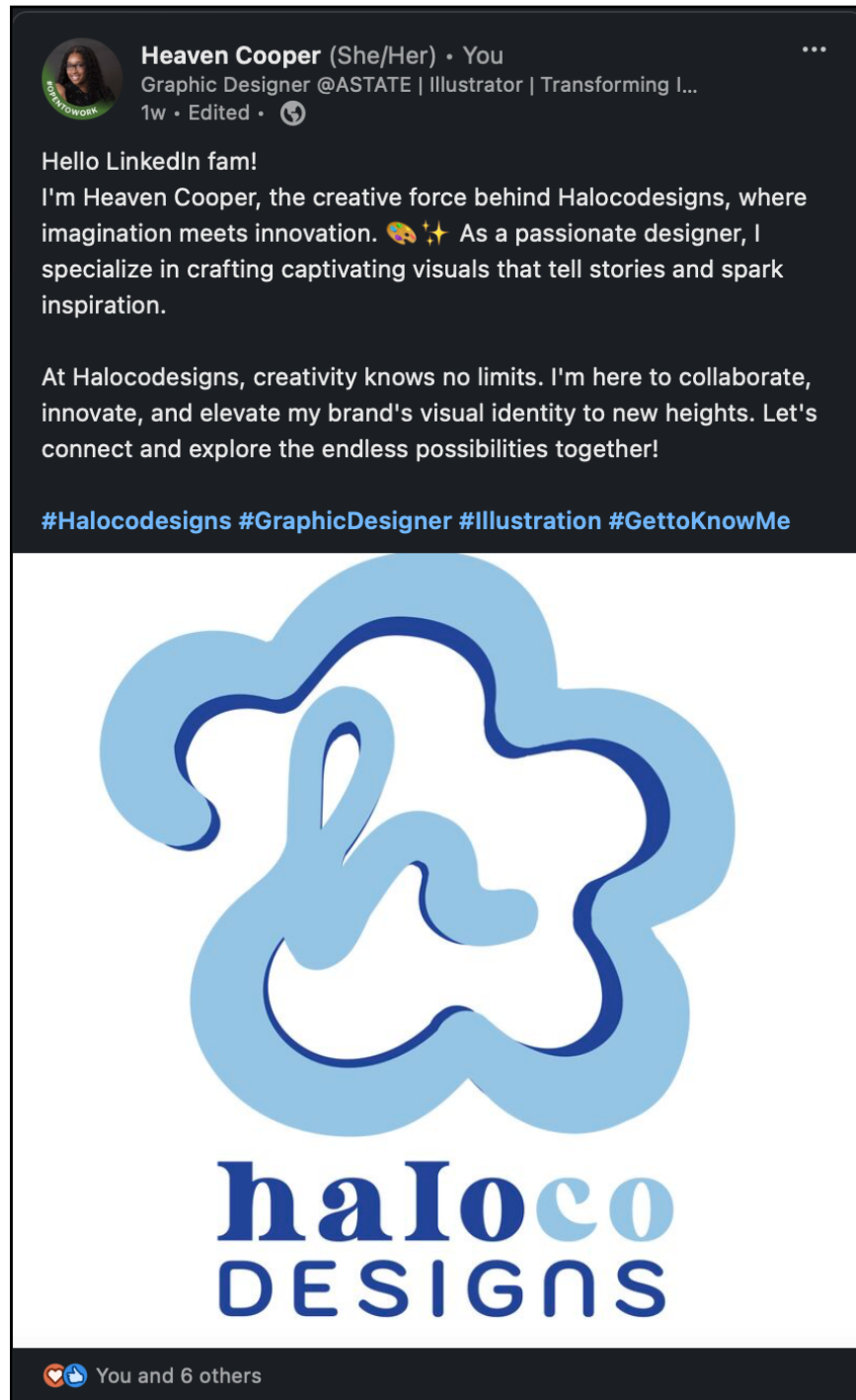
👍👤 You and 3 others

📖 Love 💬 Comment ↻ Repost ✈️ Send

📊 74 impressions [View analytics](#)

For this post, I shared the link to my Instagram account, @halocodesigns, to cross-promote across multiple platforms as well as bring recognition to my artwork I had done.

linkedin posts



For this post, I introduced myself and my brand to better obtain brand awareness. I provided who I am, as well as what my brand's mission is.

The screenshot displays a Behance profile for 'Haloco designs'. The profile header includes the name 'Haloco designs', the role 'Graphic Designer/Illustrator', the name 'Heaven Cooper', and the website 'https://halocodesigns.com'. The location is listed as 'Memphis, TN, USA'. There are buttons for 'Edit Your Profile' and 'Try Adobe Portfolio'. The profile shows 88 Project Views and 7 Appreciations. It lists social media links for LinkedIn and Instagram. The member since date is February 28, 2024. The main content area features a grid of work items: 'Steel' (a logo design on a coin), 'LOGO LOOKBOOK' (a spiral notebook), 'NEON NOIR CHRONICLES' (a dark-themed poster), a colorful illustration of a girl, 'ELEVATE THE CRUNCH' (a spoon with cereal), 'The Grand Canyon' (a travel poster), and 'GLORIA PEAKING CARE' (a vibrant, colorful design). The top navigation bar includes 'Behance', 'Explore', 'Assets', 'Jobs', 'Behance PRO', 'Hire Freelancers', a search bar, and 'Share Your Work'. The bottom footer contains 'More Behance', 'English', 'Try Behance Pro', 'TOU Privacy Community Help Cookie preferences Do not sell or share my personal information', and the Adobe logo.

b u s i n e s s p l a n s

BUSINESS PLAN A | GRFX-4503 PROFESSIONAL PRACTICE | SPRING 2024

IDENTITY:

What's your full name?

Heaven Teonna Cooper

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 for my brand to be known by my name, but I believe my business will end up being known by another name

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."

I would like my brand to be known in Nashville, TN.

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

I would prefer to work hybrid, that way I might not have to come to work everyday for something I can do at home.

S.W.O.T.

A **S.W.O.T** can help you assess the strengths and opportunities you currently have so you can map the shortest path to your goals. It will also help you understand any obstacles in your path, whether they are outside of you, or internal. Creating a S.W.O.T analysis of your creative business can be extremely useful as a way of identifying potential difficulties and opportunities for your business and for yourself.

- **Strengths** and **Weaknesses** are internal aspects of you and your business.
- **Opportunities** and **Threats** are external aspects of you and your business.

Use each section to identify problems and solutions in other sections. You can use your strengths to spot related weaknesses (EX "I am well-organized" is a strength, "I am too rigid" is a related weakness), then use that weakness to identify an opportunity, and so on. Think laterally when you are doing your SWOT analysis. Don't get caught up in analysis the whys of these, just jot them down as you think of them. Brainstorm!

For an example, [CLICK HERE](#).

- **S - Strengths (internal/personal aspects that give you an advantage):**
 1. I am easy-going
 2. I am bubbly once I get comfortable.
 3. I am optimistic
- **O - Opportunities (external/public – new services, products or markets for you to consider):**
 1. Art Director Internship
 2. T-shirt designing
 3. Starting a small at home business
- **W - Weaknesses (internal/personal aspects that might hinder you or cause problems):**
 1. Improve time management
 2. Improve on my shyness (timid)
 3. Improve upon communication skills
- **T - Threats (external/public – EX competition, government regulations, money, tech?):**
 1. Bankruptcy
 2. Not having enough exposure for the brand
 3. Inflation

YOUR MISSION:

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

What drives me is my optimism. I am ready for a challenge and try to do my best at anything I do. I am willing to do whatever it takes to make it to the top. My family's support as well is why I stay motivated. I am passionate about growing my art so everyone can see how unique and what uniqueness means to me.

What is important to you in business?

For example, what are your ethics, values and reasons for being in this profession? Do you have creative work you specifically want to do? Answer this as if money or job availability didn't matter.

I would want my brand to focus on, "individuality." That is a huge aspect for me when it comes to a business because I would rather everyone look different than looking the same. I want to focus on being true to oneself and not letting anyone who does not understand dim their light. What drives me is having people not having to change themselves just to support my brand. You are you for a reason and my business would not change anything about what makes you, you.

YOUR FUTURE:**Where do you see yourself in 5 years? Not just location or "successful", but how will you be living?**

I would like to be engaged and honestly be in a good job that is hopefully paying over \$80k a year. I would like to be living in Nashville to in an apartment by the river. Not living check to check. Honestly not living big but also not living small. *First two years I would be living in Cordova, TN.

Where do you see yourself in 10 years?

I would like to be married and starting a family. I also would like to be making well over 100k a year too. I would have moved into my own house and also I would have a good following on social media for my small business that potentially has grown into a big business.

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

I am going to make this goal by just striving and hoping for the best. I would be working very hard for not only me, but my family.

YOUR PRODUCTS AND SERVICES:

Examine yourself and your skills before you start trying to find employment, whether that be through freelance and/or working for a company. You want to look for avenues and opportunities which play to your strengths.

Pick from this list and/or add additional items. After each one listed, describe what you offer in relation to this item. Specifically answer what your qualifications are in these areas and what factors will give you competitive advantages or disadvantages. You should have at least 3 items.

Advertising, Advocacy, Animation, Logo Design, Design Systems, Collateral, Marketing Strategy, Print Design, Book Covers, Social Media, Political Causes, Coding, Apps, Web, Drawing/Illustration, Fashion, Film/Video, Gaming, Motion Graphics, Interiors/Buildings, Performance, Photography, Painting, Illustration, Sculpture, Murals, Music Composition, Writing, Public Speaking, Teaching, Event Planning, Sales, Writing, UI/UX, Social Media Content Creation (Platform?), Analytics, Creative Strategy, Problem-Solving, Mediation, Non-Profit (501c3) Experience, Grant-Writing, Entrepreneurship

Strength 1:

Illustration

Qualifications & Competitive Advantages:

I love to draw and I am good at it. I love how vibrant my work is and it always has a personal touch.

Strength 2:

Problem-Solving

Qualifications & Competitive Advantages:

When working in groups I always look for ways to solve any obstacle that comes up.

Strength 3:

Creative Strategy

Qualifications & Competitive Advantages:

I am able to plan out a goal and know how to complete that goal.

YOUR COMPETITION:

Explain what you think your direct competition might be in relation to the following. Describe the qualities of an imagined person/group who would be competition. In other words, who would be hired instead of you?

Creativity/Ideation:

A person who is way more experienced with adobe software and has been in the field for 7+ years. They are able to come up with way more ideas than me. Everything they say is from experience. They have great work that can back up what they say.

Training:

A person who is able to have everyone listen once they walk into a room. A person of great honorable and knowledge. Everyone ask them how to do something and not the other way around. They are like the missing topping to the dessert.

Experience:

A person who has worked with many big name companies. Their resume has alot of experience when it comes contributions towards these companies as well.

Specialty:

They are the definition of a problem-solver. They are ready to tackle any obstacles and do not care what gets in their way. They have a keen eye for detailing and they also know a thing or two about coding. They are the work place's bestfriend when it comes to great quality work.

YOUR CLIENTS (VIA FREELANCE AND/OR FOR COMPANY AT WHICH YOU WORK):

Who is your ideal client(s)?

For example, is it a small local business owner with a new shop or do you want to do contract work for huge corporations with a ton of existing brand equity? Would you rather work an in-house shop instead of having multiple clients? OR do you want to do work for a non-profit or do some other form of advocacy all the time?

I would want my clients to first go through the company I work for first then progressively going to just me when I build enough clientell. I would most likely start in-house then make my way up to my own business from home. I would rather have a start somewhere then no where.

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

Do you like a lot of direction or a little? If it's in the middle, be specific in your answer.

I would like them to tell me what they want then i can make them different variations and go from there. If they dont like something I would rather them tell me then to let me design it solely on how i want it to look.

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?

Heaven Cooper

Texas

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:

\$584 [Value Penguin](#)

Cost of Equipment (Software and Hardware):

\$59.99/month [AdobeCreativeSuite](#)

\$1099 [AppleMacbookAir](#)

Cost of Website:

\$49/month [Go Daddy](#)

Cost of Continued Education

\$25/month [Lynda](#)

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

Professor Nikki did the math.

Briefly explain your math.

50,000/yr.

Divided by 12 >> \$4,166

\$4,166/month / 3 = \$1,388

Every 4 months, you would owe \$5,552

TOTAL ESTIMATED COST PER MONTH:

\$2,105.99

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?

\$65 > I will charge an hourly rate of \$65 per hour.

How many days of the week will you work?

I will work five days a week.

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

I will expect to be billable for 40 hours per week.

TOTAL ESTIMATED PROFIT PER MONTH:

\$8,294.01

f i n a n c i a l f o r m s



estimate

The following is an estimate from Halocodesigns 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 Name: 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 and increase rate.

Rate: \$--/hr

Hours:

Revisions:

Total: \$

- 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.

halocodesigns.com
901.653.5712
halocodesigns@gmail.com
@ halocodesigns
in heaven.cooper

thank you!

quote



quote

The following is a quote from Halocodesigns 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 Name: 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:

Be clear on the time this project is due (or any due dates within the project). Also state that if job is expected before this time, it will incur a rush charge. Be clear on what this increased rate or singular charge would be.

Total: \$XX

Revisions: 2

- Explain here what you will receive and what is expected.
- More here. Include everything, including the time to pre-press (or similar) file
- Revisions beyond those listed will incur hourly charges.

halocodesigns.com
 901.653.5712
halocodesigns@gmail.com
 [halocodesigns](#)
 [heaven.cooper](#)

thank you!



invoice

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

Date: Date
Job Number: XX
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

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halocodesigns@gmail.com
 [halocodesigns](#)
 [heaven.cooper](#)

thank you!



invoice

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

Date: Date
Job Number: XX
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
Rate: \$XX/hr
Hours: X
> Revisions:
Total: \$XX

- 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

halocodesigns.com
901.653.5712
halocodesigns@gmail.com
 [halocodesigns](#)
 [heaven.cooper](#)

thank you!

**p r o m o t i o n a l
m e r c h a n d i s e**









thank you
for reading!