

BRAND BOOK





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BRAND POSITIONING STATEMENT

For small business owners who want their brand to reach further than their community, Kyn Doz Design is a unique and creative business that is passionate about creating art to help reflect the spirit of its clients.

BRAND BOARD

Kynley Dozier

Kyn Doz Design
kynleydoziere@gmail.com
870-581-0977
kyndoosdesign.com



LOGO



MARK

BRAND POSITIONING STATEMENT

For small business owners who want their brand to reach further than their community, Kyn Doz Design is a unique and creative business that is passionate about creating art to help reflect the spirit of its clients.

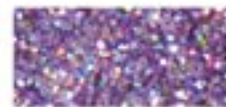
COLOR PALETTE



PATTERNS



TEXTURES



TYPEFACES

Gliker

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Glacial Indifference

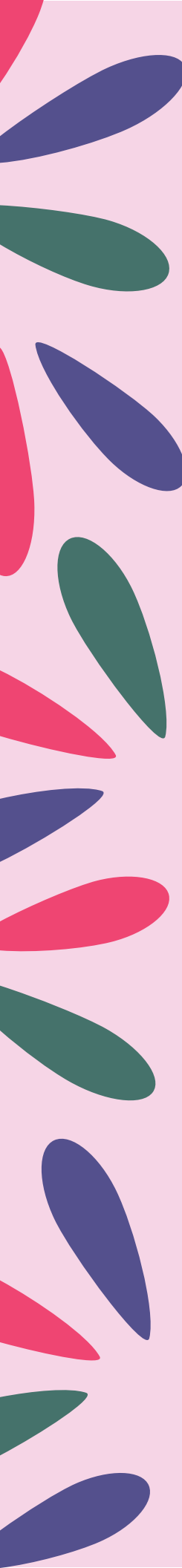
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

INSPIRATION

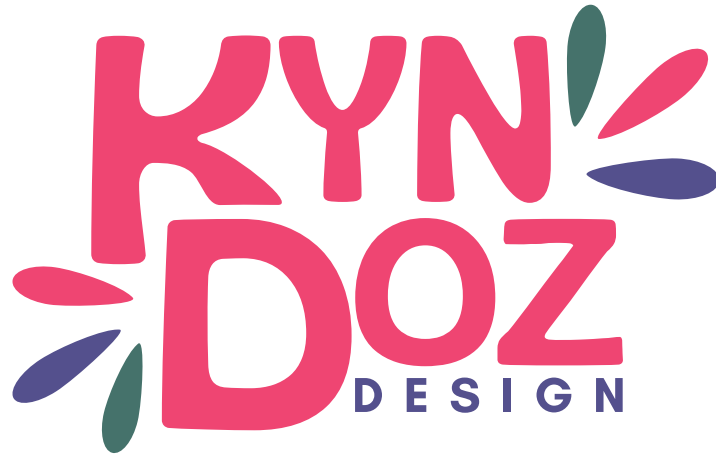




VISUAL GUIDELINES

LOGO

This is used across all appropriate applications and contributes to brand recognition.

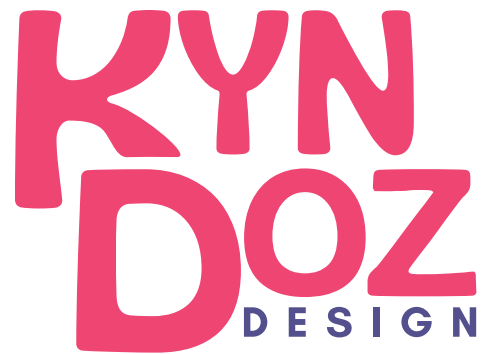


LOGO COMPONENTS

The logo may be broken into two symbols: the mark and the logotype. The complete logo and mark can be used independently. The mark is to be used under circumstances where the brand is recognized, or when "KYN DOZ DESIGN" is too small to be legible. The logotype should not be used independently.



MARK



LOGOTYPE

CLEAR SPACE REQUIREMENTS

The clear space is defined by the length of the “Y”. Putting additional text, images, or other design elements with the border the “Y” creates disrupts the clarity of the design, and should not be used.



MINIMUM SIZE

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



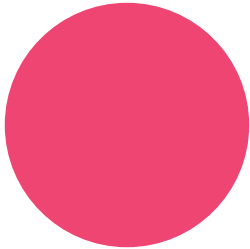
1 inch



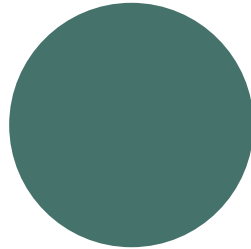
0.25 inches

COLOR PALLETTE

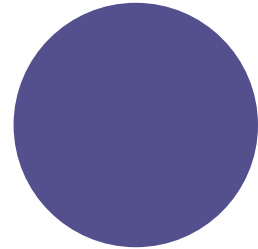
The following colors are acceptable for usage.



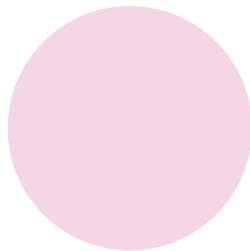
Pantone: 68-7C
HEX: #f24471
RGB: 242R,68G,113B
CMYK: 0C,88M,35Y,0K



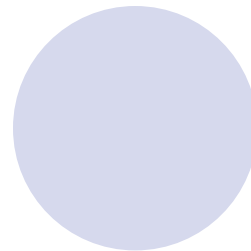
Pantone: 132-14C
HEX: #45726a
RGB: 69R,114G,106B
CMYK: 75C,39M,56Y,17K



Pantone: 99-7C
HEX: #544f8d
RGB: 84R,79G,141B
CMYK: 79C,78M,15Y,3K



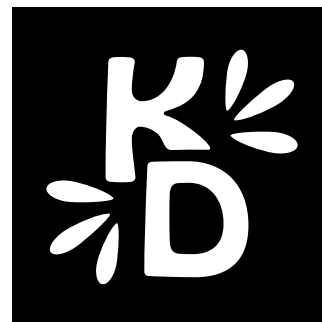
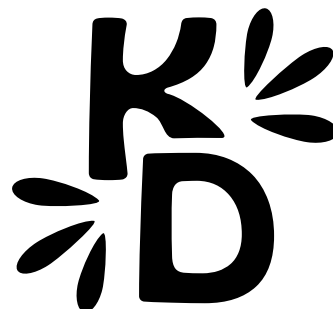
Pantone: 73-1C
HEX: #fbd5f0
RGB: 251R,213G,240B
CMYK: 1C,18M,0Y,0K



Pantone: 99-10C
HEX: #d5d9fc
RGB: 213R,217G,252B
CMYK: 14C,11M,0,0

APPROVED COLOR VARIATIONS

In instances where only two colors can be used, the two color logo variation and mark may be used. When color is not available, black and white or reverse treatment may be used.



UNACCEPTABLE LOGO USAGE



The logo may not be stretched or distorted in any way or form.



The logo should not be stacked or rearranged in any way except for the accepted composition.



No colors outside of the accepted color variations should be used within the logo unless authorized otherwise.



The logo should not be placed on a background that reduces visibility or legibility.

TYPOGRAPHY

The listed sans serif and serif typefaces are to be used for body copy texts. The sans serif type face is preferred for most formats, but in instances where it becomes difficult to read, the serif type face may be used. The tracking for both type faces should be set to 20.

SANS SERIF

Glacial Indifference

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !? ,.

SERIF

Marion

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !? ,.

ALTERNATIVE TYPOGRAPHY

In the event that the preferred type faces are unavailable, use Century Gothic in place of Spartan and Bodoni 72 in place of Marion. The tracking for both type faces should be set to 20.

SANS SERIF

Spartan

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !? , .

SERIF

Bodoni 72

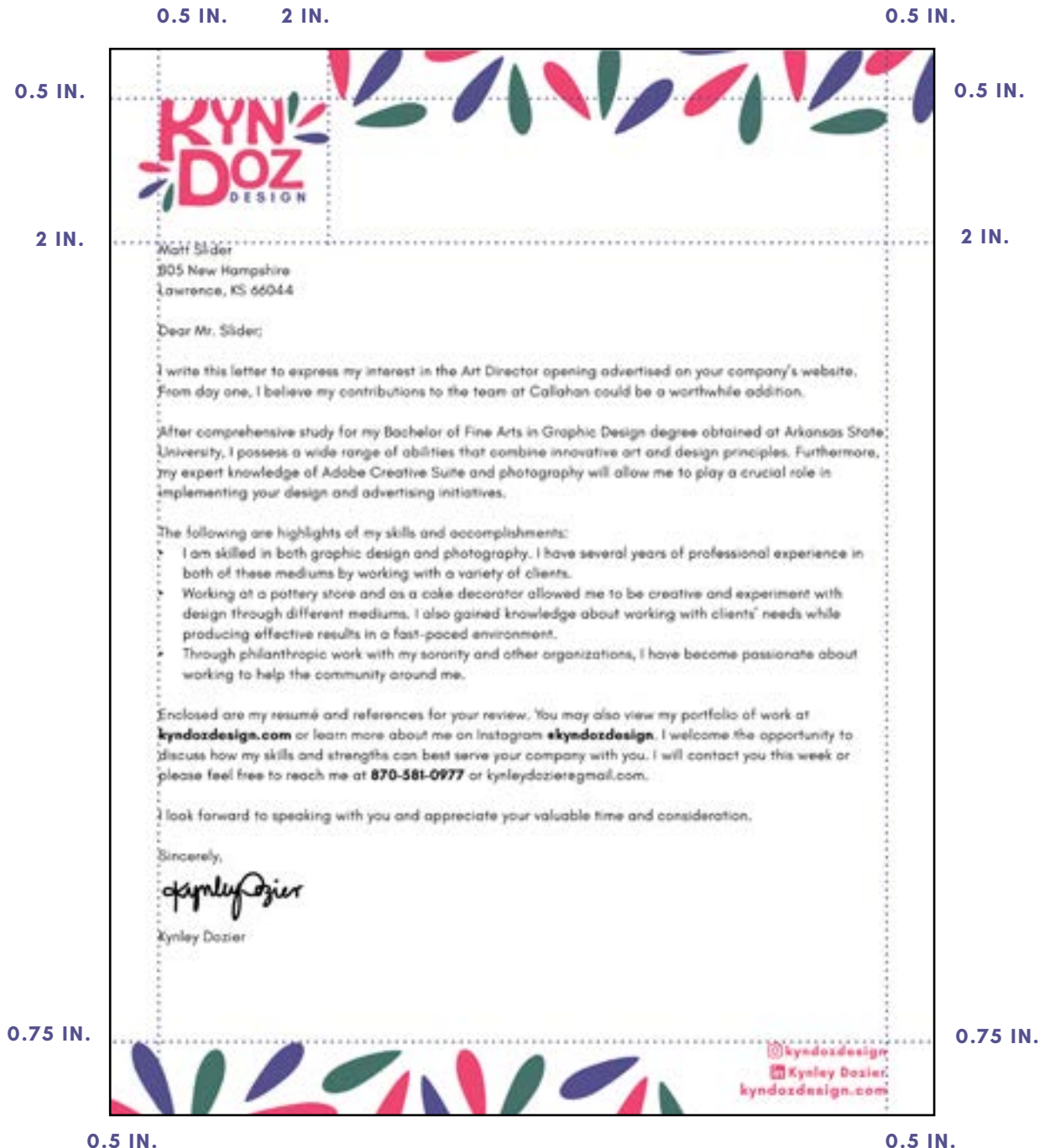
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !? , .

LETTERHEAD

When using a letterhead, all text should fit within a half inch margin on the left and right, two inch margin from the top, and three quarters of an inch margin from the bottom. The typeface for the body text may be any of the listed typography or secondary typography, and 11 pt size with 15 pt leading.



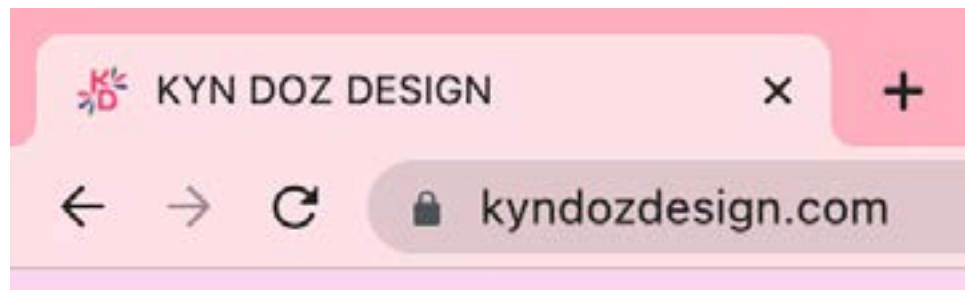
VISUAL IDENTITY



BUSINESS CARDS



WEBSITE FAVICON



SOCIAL MEDIA

INSTAGRAM



kyndozdesign

Following ▾

Message



18 posts

67 followers

18 following

KYN DOZ DESIGN

Designer

KYNLEY DOZIER

here to bring creative visions to life

graphic design - photography

kyndozdesign.com

EMAIL SIGN-OFF



Kynley Dozier
Designer



 [870-581-0977](tel:870-581-0977)

 www.kyndozdesign.com



RESUME AND REFERENCES

RESUME



KYNLEY DOZIER

kynleydozier@gmail.com

870.581.0977

@kyndozdesign

EDUCATION

Bachelor of Fine Arts

Graphic Design

Arkansas State University

SERVICE

August 2019 - present

Alpha Omicron Pi Sorority

Raised money and worked philanthropic events for local families in the Northeast Arkansas area to cover medical expenses for special needs children.

May 2019 - May 2022

American Legion Auxiliary | Volunteer

Attended three sessions of the ALA Girls State Program as a junior counselor.

ORGANIZATIONS

August 2019 - present

Alpha Omicron Pi | Sorority

Banner Chairman, New Member Educator, Vice President of Operations, Senior Membership Integrity Coordinator

January 2022 - August 2022

AIGA | A-State Jonesboro Chapter

Board Member

SKILLS

Adobe Creative Suite

Procreate

HTML Coding

Photography

Leadership

Social Media Communication

PROFESSIONAL EXPERIENCE

October 2017 - present **Northeast Arkansas**

Various clients | Photographer

Provided digital images of wedding, high school senior, college senior, and families.

April 2020 - present **McCrory, AR**

On The Fringe Salon | Designer

Provided logos, collateral, photography, and outdoor mural design and installation.

August 2022 **McCrory, AR**

McCrory Booster Club | Designer

Designed custom t-shirt design for a Booster Club fundraiser.

June 2022 **Searcy, AR**

Ellis Beauty Co. | Designer

Designed custom logo, identity system, and business cards.

August 2021 - May 2022 **Jonesboro, AR**

Memphis Grizzlies | Social Media Intern

Created content remotely to promote the Grizzlies.

March 2020 - March 2022 **McCrory, AR**

McCrory High School | Photographer

Photographed MHS homecoming and prom.

Provided individuals with digital images and prints.

January 2019 - August 2019 **McCrory, AR**

Melt Art Studio | Artistic Consultant

Educated customers on pottery methods and techniques. Created pieces for store to sell. Assisted parties and events.

REFERENCES

Available upon request.

May 2023 resume. Recent version available online.

REFERENCES



REFERENCES

Breanna Walton

Title: Business owner

Company: Bliss Cupcake Cafe

Business address: 1312B Red Wolf Blvd, Jonesboro, AR

Email: breanna@blisscupcakecafe.com

Phone: 870-378-0178

Relationship: Boss/employer

Meghan Fields

Title: Hair stylist

Company: On the Fringe Salon

Business address: 971 N Jackson St, McCrory, AR

Email: hairstudio202@gmail.com

Phone: 870-880-0545

Relationship: Client

Jennifer Pinson

Title: Program Specialist

Company: Arkansas State University, Department of Childhood Services

Business address: 615 University Loop, Jonesboro, AR 72401

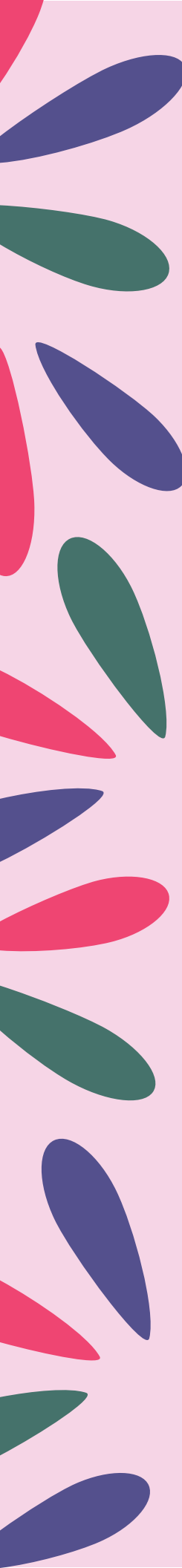
Email: jpinson@astate.edu

Phone: 870-974-4623

Relationship: Sorority Advisor



Instagram: [@kyndozdesign](#)
LinkedIn: [Kynley Dozier](#)
kyndozdesign.com



CORRESPONDENCE

COVER LETTER



Matt Slider
805 New Hampshire
Lawrence, KS 66044

Dear Mr. Slider;

I write this letter to express my interest in the Art Director opening advertised on your company's website. From day one, I believe my contributions to the team at Callahan 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 and photography will allow me to play a crucial role in implementing your design and advertising initiatives.

The following are highlights of my skills and accomplishments:

- I am skilled in both graphic design and photography. I have several years of professional experience in both of these mediums by collaborating with a variety of clients.
- Being employed at a pottery store and also as a cake decorator allowed me to be creative and experiment with design through different mediums. I also gained knowledge about fulfilling clients' needs while producing effective results in a fast-paced environment.
- Through philanthropic efforts with my sorority and other organizations, I have become passionate about supporting and helping the community around me.

Enclosed are my resumé and references for your review. You may also view my portfolio of work at **kyndozdesign.com** or learn more about me on Instagram **kyndozdesign**. 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 **870-581-0977** or kynleydozier@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 'Kynley Dozier'.

Kynley Dozier



Instagram [kyndozdesign](https://www.instagram.com/kyndozdesign)
LinkedIn [Kynley Dozier](https://www.linkedin.com/in/KynleyDozier)
kyndozdesign.com

THANK YOU EMAIL

Thank you! - Kynley Dozier, Art Director



mslider@callahan.com

Thank you! - Kynley Dozier, Art Director

Mr. Slider,

Thank you again for meeting with me today regarding the Art Director position with Callahan. 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 Callahan might have. I look forward to hearing from you.

Thank you,
Kynley Dozier

--



Kynley Dozier
Designer

 870-581-0977

 www.kyndozdesign.com

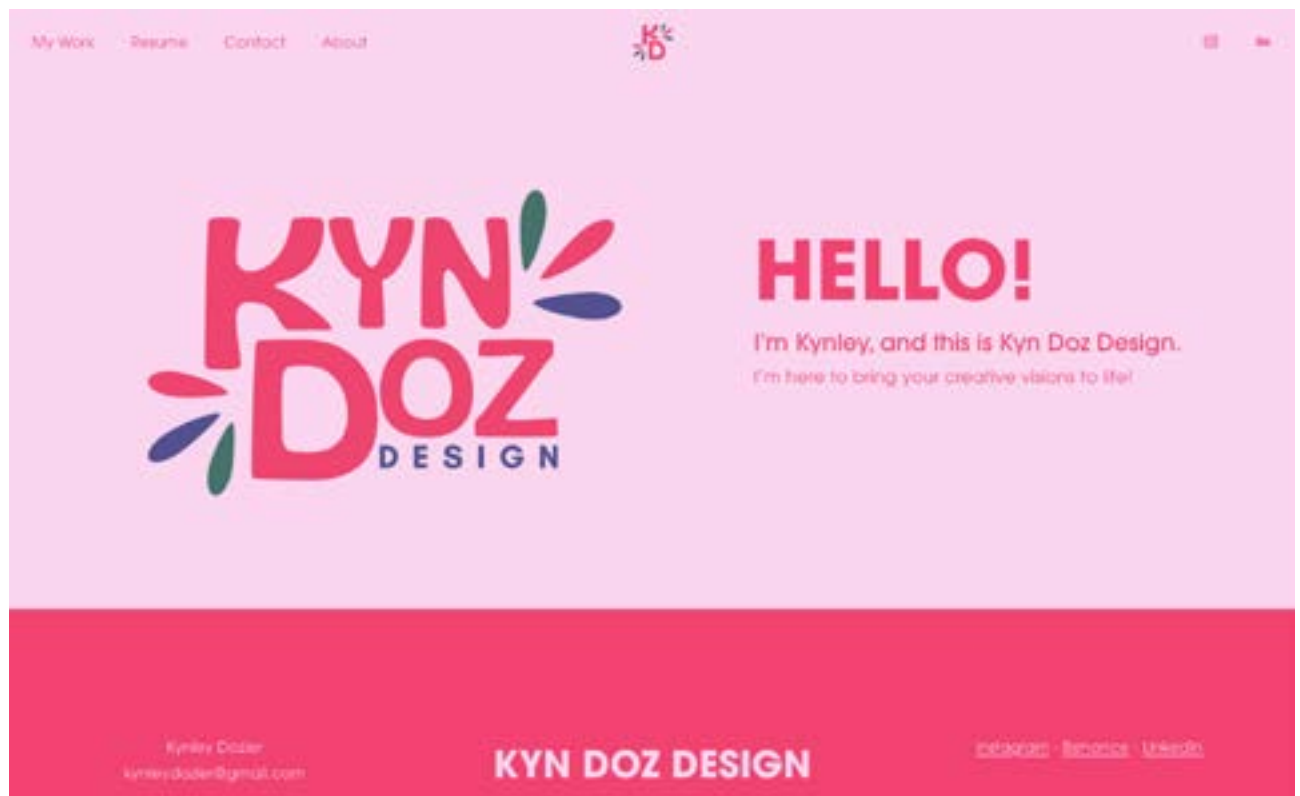




WEBSITE

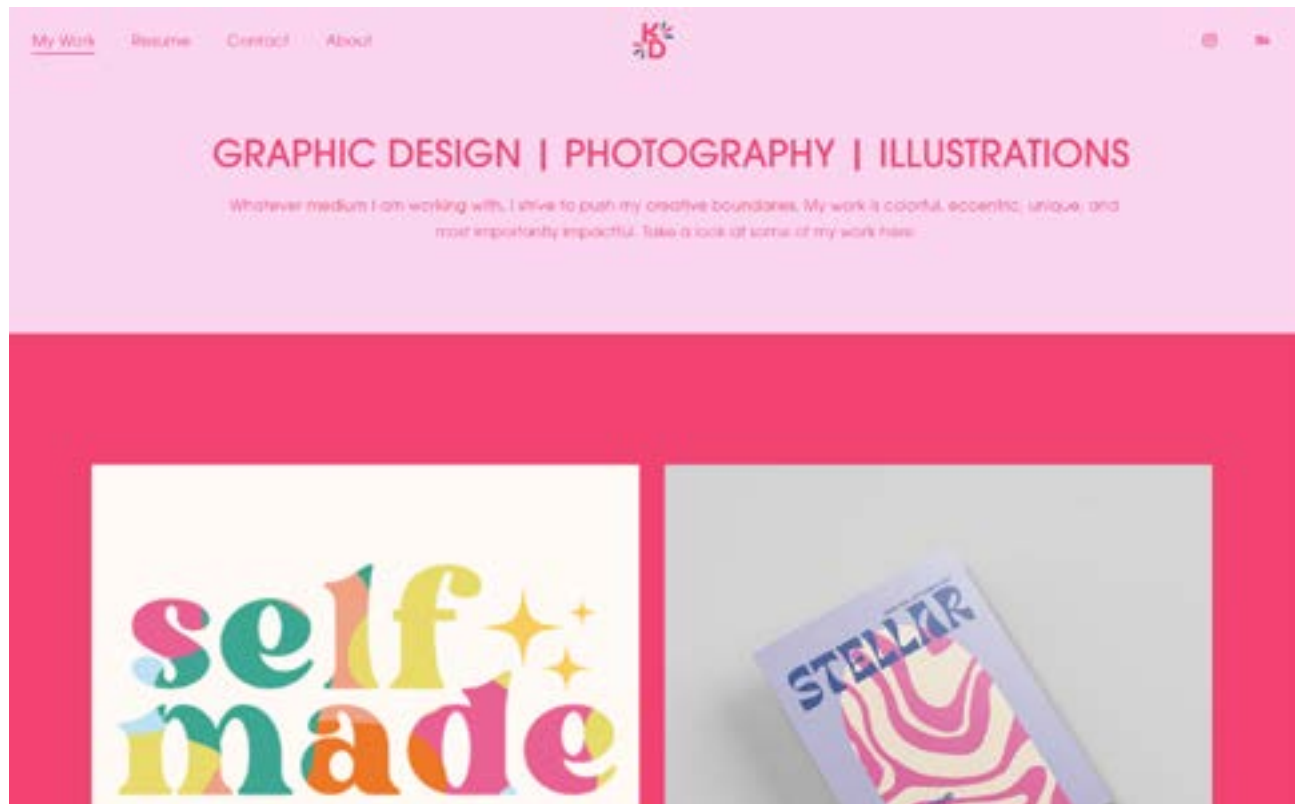
HOME PAGE

[LINK HERE](#)



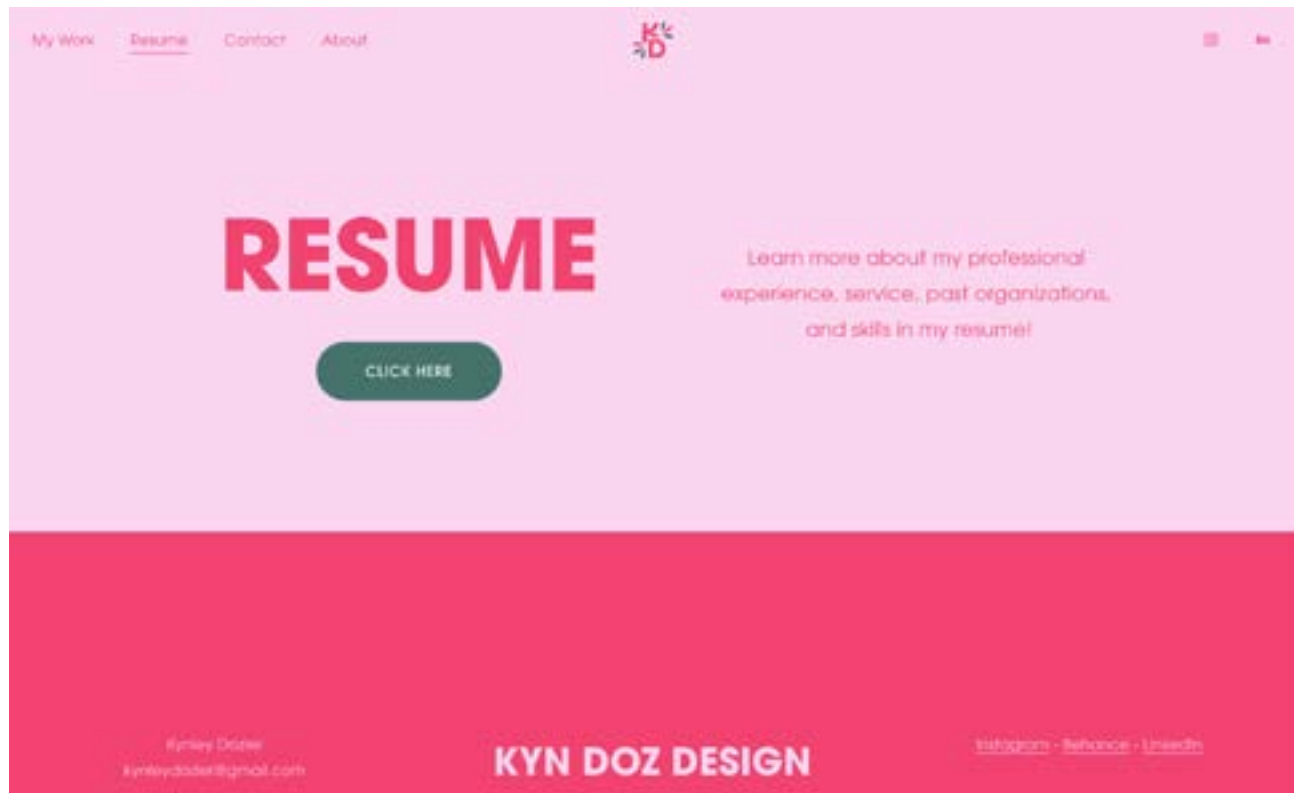
MY WORK PAGE

[LINK HERE](#)



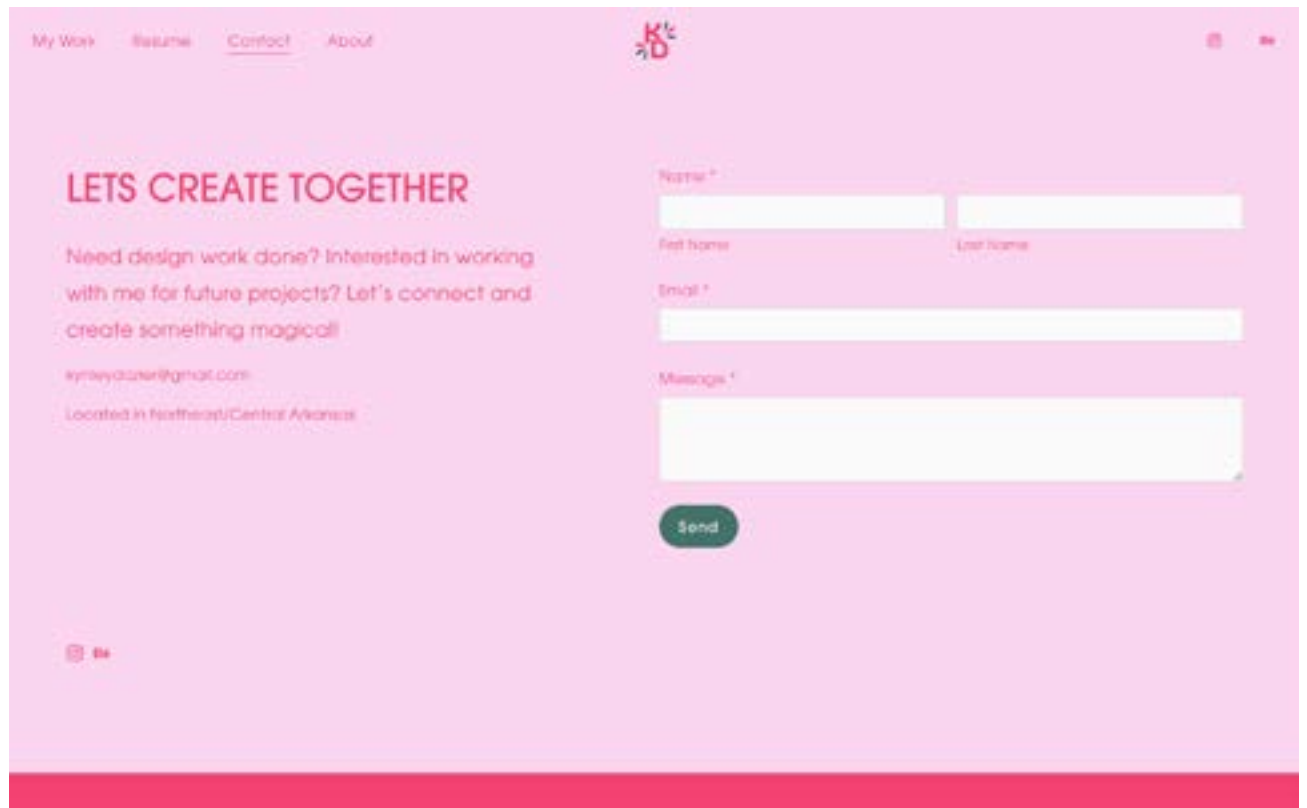
RESUME

[LINK HERE](#)



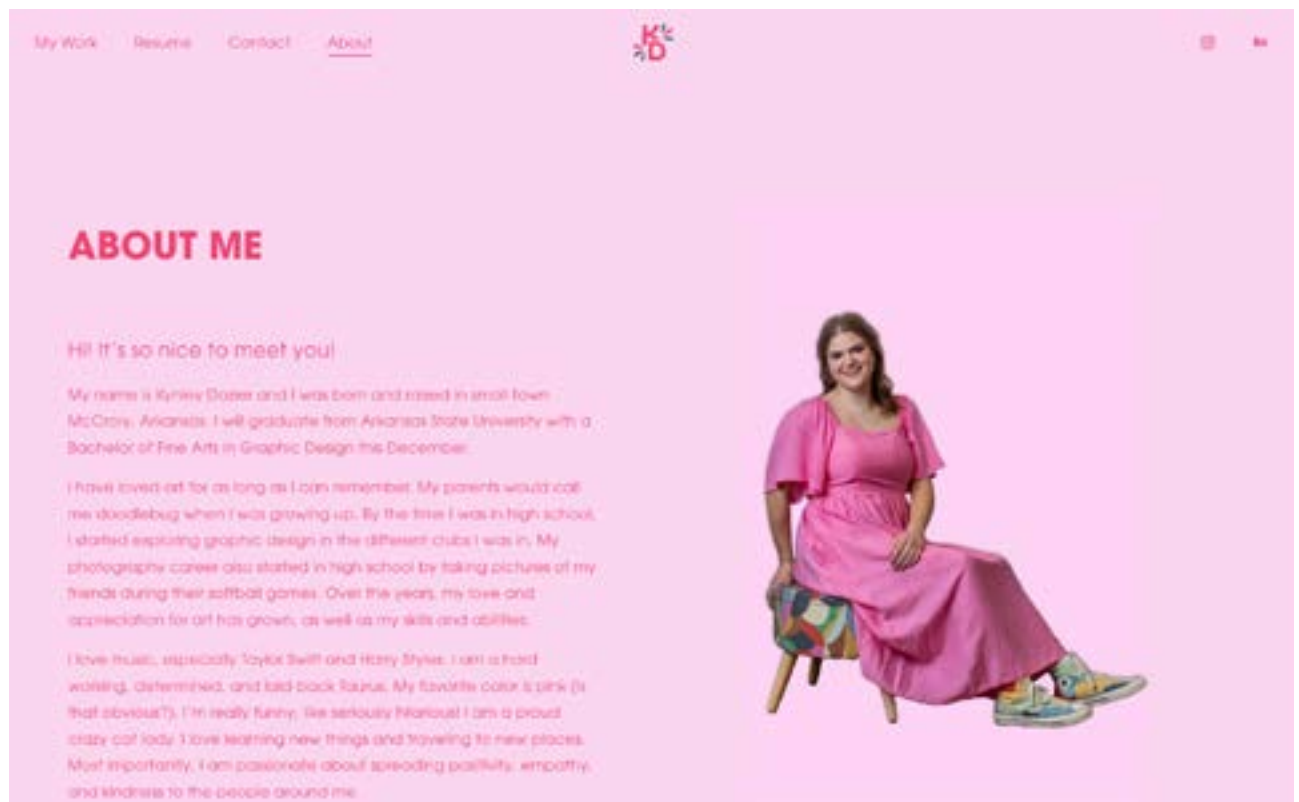
CONTACT

[LINK HERE](#)



ABOUT ME

[LINK HERE](#)



ABOUT ME

Hi! It's so nice to meet you!

My name is Kinky Dade and I was born and raised in a small town, McCraw, Arkansas. I will graduate from Arkansas State University with a Bachelor of Fine Arts in Graphic Design this December.

I have loved art for as long as I can remember. My parents would call me doodlebug when I was growing up. By the time I was in high school, I started exploring graphic design in the different clubs I was in. My photography career also started in high school by taking pictures of my friends during their softball games. Over the years, my love and appreciation for art has grown, as well as my skills and abilities.

I love music, especially Taylor Swift and Halsey. I am a hard worker, determined, and bad back rapper. My favorite color is pink (is that obvious?). I'm really funny, like seriously. Not that I am a proud, crazy cat lady. I love learning new things and traveling to new places. Most importantly, I am passionate about spreading positivity, empathy, and kindness to the people around me.















SOCIAL MEDIA












SOCIAL MEDIA MISSION STATEMENT

“I use social networks to connect with like-minded professionals, inform and inspire my community of artists, build my personal brand, and to grow my business. Through social media, I will find like minded designers who see value in our services, promote me to others, and join with me in using social media to spread good news. To accomplish this, I showcase my personal brand online by being authentic and true to my personality, interests and values.” - Kynley Dozier

SOCIAL MEDIA CONTENT CALENDAR

THURSDAY <u>APRIL 6</u>	FRIDAY <u>APRIL 7</u>	SATURDAY <u>APRIL 8</u>	SUNDAY <u>APRIL 9</u>	MONDAY <u>APRIL 10</u>
<p>11 am  Instagram of #GetToKnowMe post with self promo piece from Photo for GD</p>	<p>11 am  Instagram of #dayinthelife doing homework, more aesthetic pics to show personality</p>	<p>1 pm  Instagram of 2 weeks away from #EarthDay, make unique graphic for post #^whateverquote use^</p>	<p>1 pm  Instagram of #selfcare Sunday, show how I reset to start the week on a right foot. More aesthetic with hand rendered type and doodle on top</p>	<p>11 am  Instagram of #INSPIRATION to start the week, share some of my influences/ inspirations</p>
<p>11 am  Reshare post from Instagram</p>	<p>6 pm  Show #progress in projects I worked on that day #workinprogress #graphicdesign #??</p>	<p>9 pm Check Insta, reply to posts</p>	<p>9 pm Check Insta, reply to posts</p>	<p>11 am  Promote Branded show #SeniorShow #AstateBranded</p>
<p>6 pm  Share Morgan's photography work that I helped in and tag @mojosdesigns #filmphotography</p>	<p>11 pm Check Insta, reply to posts</p>			<p>6 pm  Instagram of photos from Epiphany #photographyhark #narrativeinart @astateartdesign</p>
<p>11 pm Check Insta, reply to post. Check LinkedIn</p>				

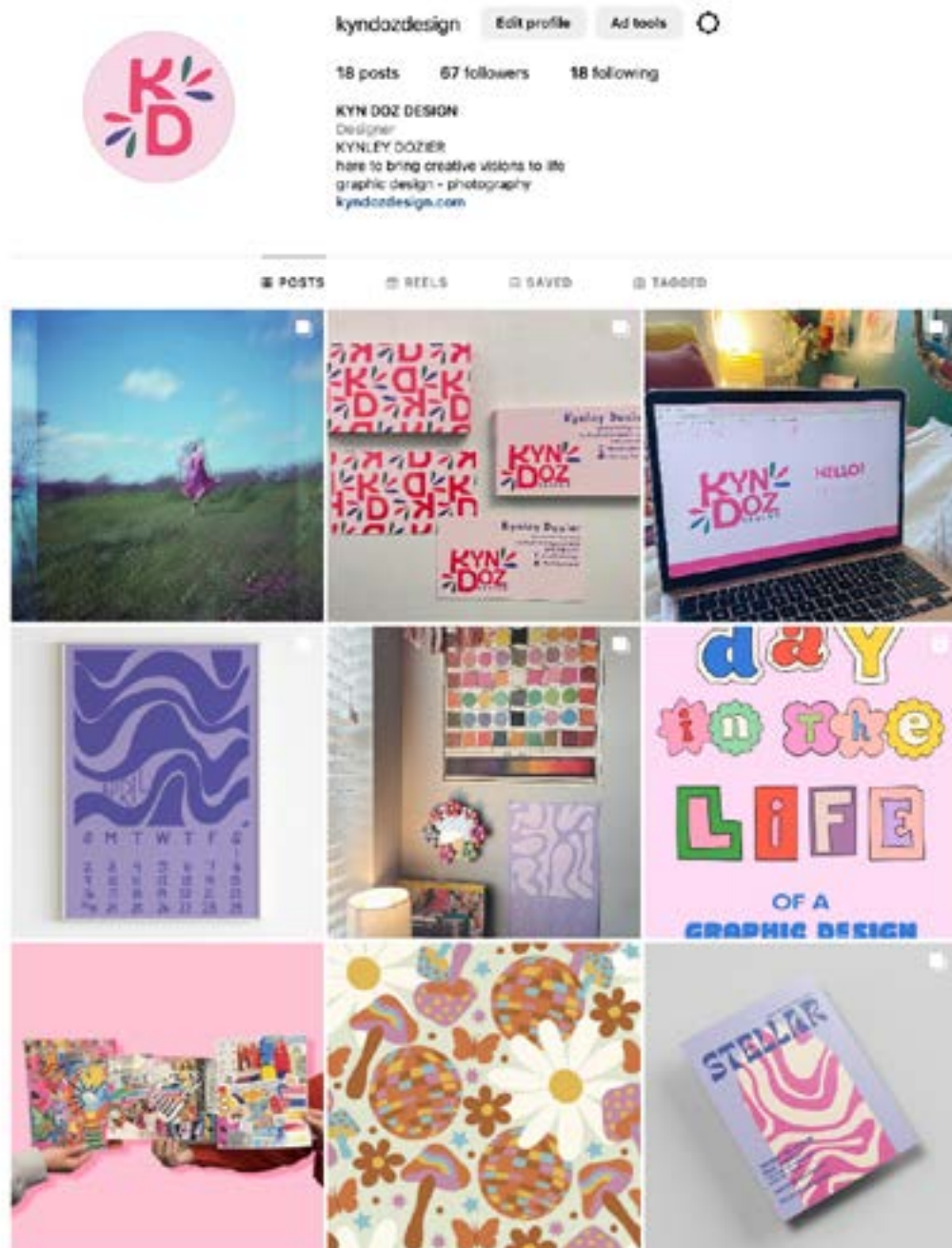
SOCIAL MEDIA CONTENT CALENDAR

<u>TUESDAY</u> <u>APRIL 11</u>	<u>WEDNESDAY</u> <u>APRIL 12</u>	<u>THURSDAY</u> <u>APRIL 13</u>	<u>FRIDAY</u> <u>APRIL 14</u>	<u>SATURDAY</u> <u>APRIL 14</u>
<p>11 am</p>  <p>Instagram of #Photography critique, prints on the wall, tell what work is about #feminity, tag emojasdesign eastateartdesign</p>	<p>11 am</p>  <p>Instagram of reel of "day in the life of a graphic design student" that I filmed the previous day on Tuesday eastateartdesign #dayinthelife #graphicdesigner #vlog</p>	<p>11 am</p>  <p>Instagram of promoting website! Share URL kyndoazdesign.com</p>	<p>11 am</p>  <p>Instagram of #Surrealist #collages from Stellar zine, promote LinkedIn to see more</p>	<p>11 am</p>  <p>Instagram of A-State Self Made branding done with scarabowcreative #branding #logodesign #logos</p>
<p>6 pm</p>  <p>Repost some of classmates posts, encourage people to follow, tag all accounts</p>	<p>11 am</p>  <p>Announce internship with aCJRW in the summer!</p>	<p>6 pm</p>  <p>Instagram of pieces I made directly inspired by an influencer, tag artist #inspiration</p>	<p>11 am</p>  <p>Share more about Stellar zine #magazinedesign #printdesign #genz</p>	<p>11 pm</p> <p>Check Insta, reply to posts</p>
<p>11 pm</p> <p>Check Insta, reply to posts</p>	<p>6 pm</p>  <p>Instagram of #homework #essentials (more aesthetic pictures)</p>	<p>11 pm</p> <p>Check Insta, reply to posts</p>	<p>6 pm</p>  <p>Instagram of business cards! (They should be in) mention to get one at the #AStateBranded show!</p>	
	<p>11 pm</p> <p>Check Insta, reply to posts</p>		<p>11 pm</p> <p>Check Insta, reply to posts</p>	

INSTAGRAM

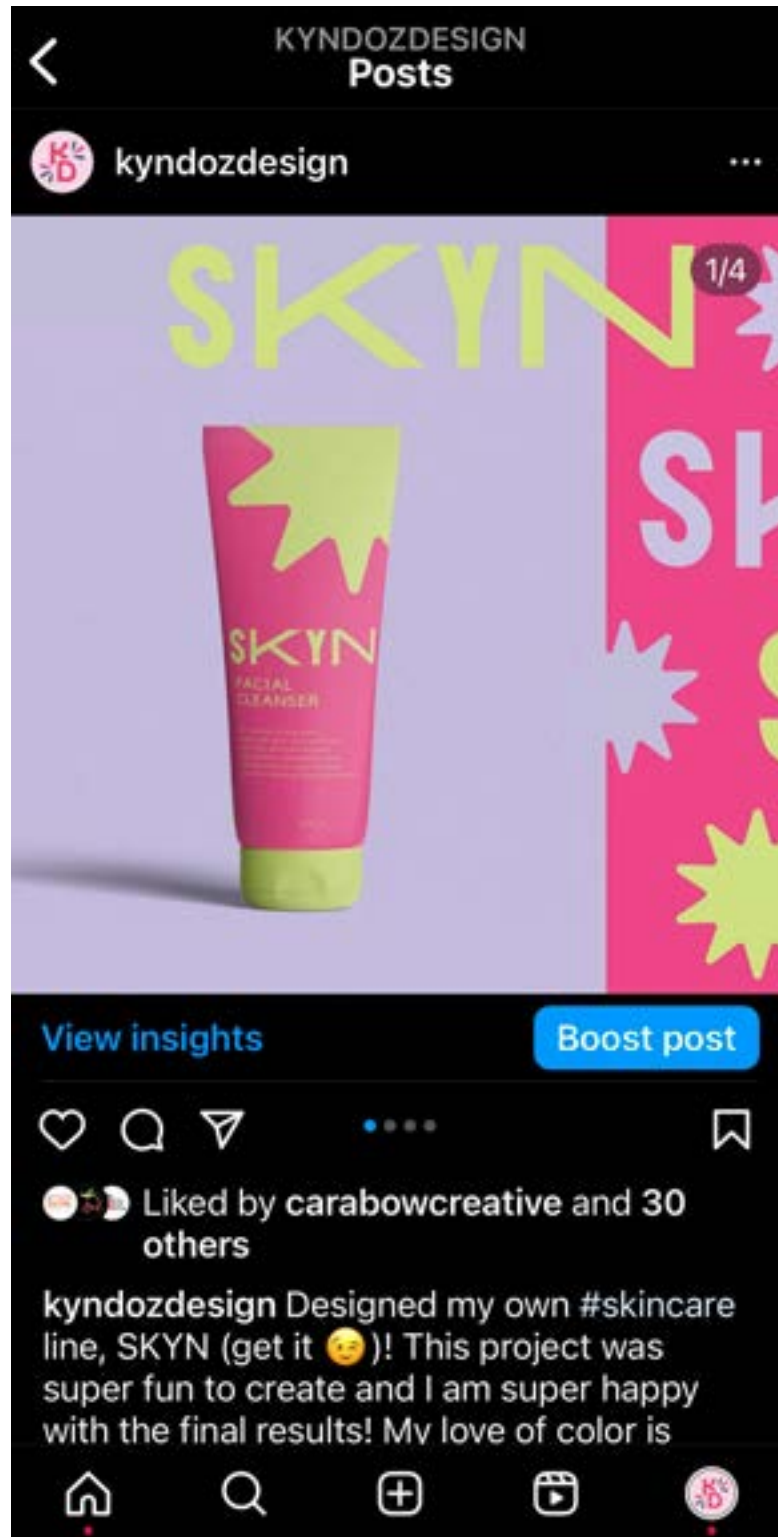
@kyndozdesign

I followed my content calendar very closely. I created a detailed content calendar so it would be easier for me to create and post the content. I scheduled out the calendar so that when I finished a project I would be able to post it, like the SKYN package design and website posts.



INSTAGRAM

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



LINKEDIN

Kynley Dozier

The image shows a screenshot of a LinkedIn profile for Kynley Dozier. The profile header includes a search bar, navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and a Premium badge. The profile banner features a colorful pattern of stylized leaves in shades of pink, green, and purple. The profile picture shows a woman with blonde hair wearing a pink top. The name 'Kynley Dozier' is followed by '(She/Her)' and the title 'Graphic Designer'. The current employer is listed as 'Arkansas State University' with a location of 'Jonesboro, Arkansas, United States' and a 'Contact info' link. It shows '1 connection' and three buttons: 'Open to', 'Add profile section', and 'More'. Below the profile is a 'Suggested for you' section with a privacy setting of 'Private to you' and an 'Intermediate' skill level progress bar (5/7). A prompt encourages adding a summary to highlight personality or work experience, noting that members who do receive up to 3.9 times as many profile views. On the right sidebar, there are options to 'Edit public profile & URL' and 'Add profile in another language'. Below that is a 'See who's hiring on LinkedIn' advertisement showing two people in a meeting. The 'People also viewed' section lists three other professionals: Gavin Williams (An experienced Graphic Designer proficient in...), Linh Phan (A Fast-Paced Creative Problem Solver), and Derek Johnston (UX/UI Designer).

LINKEDIN

Kynley Dozier

Kynley Dozier
Graphic Designer

Followers 1

Kynley's Activity

All activity Articles Posts Documents

Kynley Dozier (She/Her) • You
Graphic Designer
3d • 🌐

Got some exciting things in the mail today! 🥳
I'm obsessed with my #businesscards and #stickers from Vista Print! I love the added shine on my cards! 🌟 ...see more

1

Like Comment Repost Send

LINKEDIN

Kynley Dozier

Kynley Dozier
Graphic Designer
Followers 1

Kynley Dozier (She/Her) · You
Graphic Designer
4d · 🌐

These #calendarposters were all hand drawn by me! These are such a fun pop of color to brighten up your space!
💜💚💛 ...see more

Isabelle Escobar and 1 other

Like Comment Repost Send

16 impressions [View analytics](#)

Kynley Dozier (She/Her) · You
Graphic Designer
1w · 🌐

Wanting to see senior graphic design work? A-State Branded 2023 is April 27th

LINKEDIN

Kynley Dozier

Kynley Dozier
Graphic Designer

Followers 1

Kynley Dozier (She/Her) · You
Graphic Designer
1w · 🌐

Wanting to see senior graphic design work? A-State Branded 2023 is April 27th from 6-8pm in the Grand Hall at the Fowler Center here at Arkansas State. My classmates and I have been working so hard on our portfolios all sem ...see more

BRANDED
2023 **GRAPHIC**
DESIGN
SENIOR
SHOW

Alt text added
Alt text was automatically added to your photo.
You can adjust this text by editing your post. [Edit post](#) [Got it](#)

👍 Like 💬 Comment ↻ Repost ↗ Send

📊 7 impressions [View analytics](#)

LINKEDIN

Kynley Dozier

The image shows a LinkedIn post by Kynley Dozier, a Graphic Designer. The post includes a profile picture of Kynley, a colorful banner with abstract shapes, and a post text that reads: "Fun fact, my favorite color is pink!! 🌸🌸🌸🌸 #GETTOKNOWME with this poster I designed in photo for graphic design! ...see more". The post features a large graphic design poster with a woman in a pink dress sitting on a colorful patterned chair. The poster has the text "KYNLEY DOZIER" in large, colorful letters, and "designer, photographer, crafter" and "MAGICAL COLORFUL MYSTICAL" in smaller text. The post has 7 impressions and 1 follower. The interaction bar shows 1 Like, 0 Comments, 0 Reposts, and 0 Sends. The post is also liked by Isabelle Escobar and 1 other person, with 36 impressions and 0 interactions shown at the bottom.

Kynley Dozier
Graphic Designer

Followers 1

Like Comment Repost Send

7 impressions View analytics

Kynley Dozier (She/Her) · You
Graphic Designer
1w · 🌐

Fun fact, my favorite color is pink!! 🌸🌸🌸🌸
#GETTOKNOWME with this poster I designed in photo for graphic design!
...see more

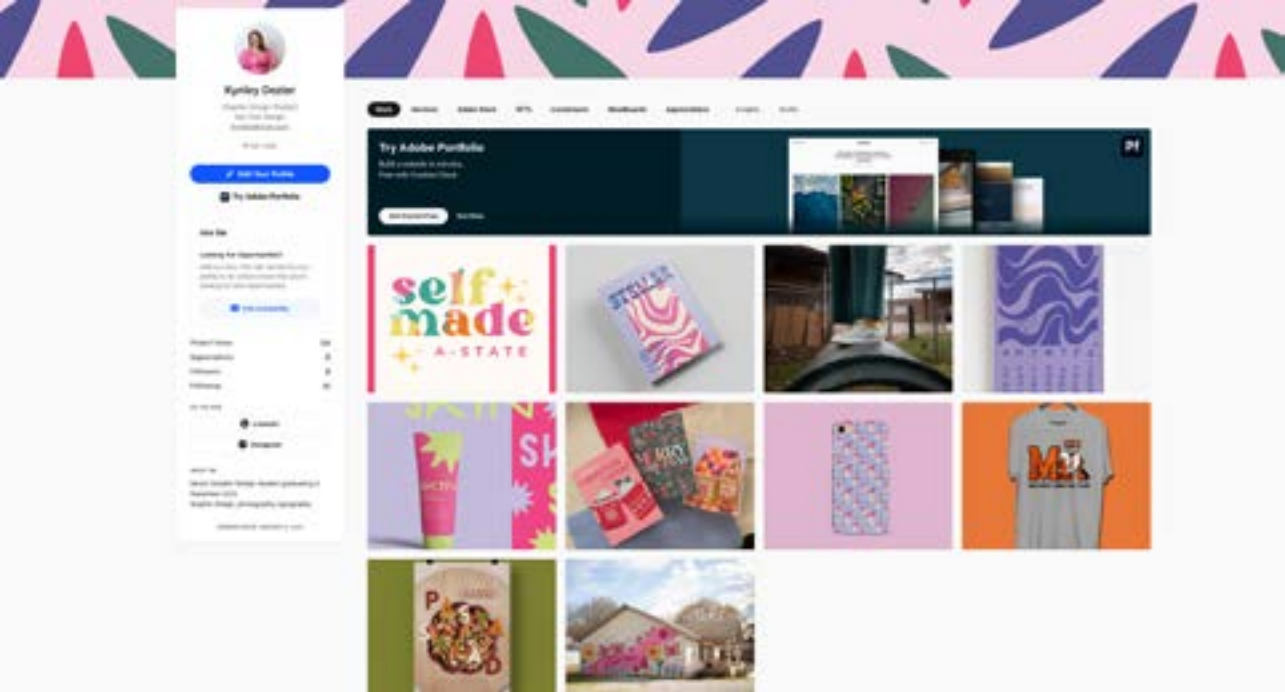
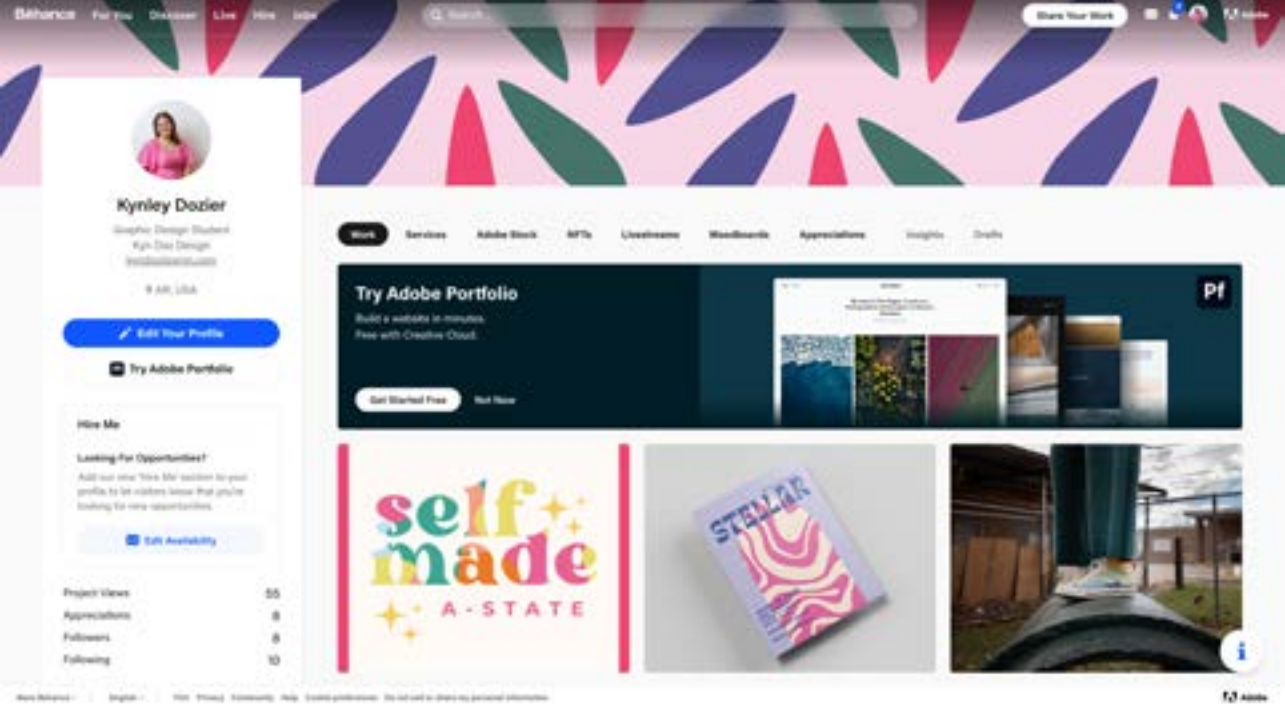
Isabelle Escobar and 1 other

Like Comment Repost Send

36 impressions View analytics

BEHANCE

Kynley Dozier





BUSINESS PLANS

BUSINESS PLAN A

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

IDENTITY:

What's your full name?

Kyriley Dozier

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 want to have a business that is known by another name, however I do want my name to be incorporated somehow.

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 to large sized city in the southern region of the U.S. For example: Little Rock, AR, Fayetteville, AR, Memphis, TN, St. Louis, MO, 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 rather work in a home office or a studio that I own.

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 a very creative thinker.
2. I am personable and approachable.
3. I am adaptable and independent.

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

1. I am able to come up with new ideas easily.
2. I am able to connect and work with a lot of different people.
3. I can pick up on lots of different techniques and skills, and I can move through conflicts effectively.

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

1. I like to constantly learn and use different design styles which distracts me from perfecting a particular style or technique.
2. My personal life is very important to me which can distract me from my professional goals.
3. I can be stubbornly independent and not ask for others' help.

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

1. People or companies who specialize in a single design services.
2. Large companies that have large teams working on single projects as opposed to solo designers.
3. People could start to prefer companies like Carva or even AI sites to make their designs.

YOUR MISSION:

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

I am passionate about making art. I love creating things that are personal, unique, and things that are reflections of myself or the people I create things for. Meeting new people and exploring new places and ideas keep me motivated. I have many different interests as far as art goes, and I love to create art through different mediums.

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 love supporting small or locally owned businesses as a customer, so I am wanting to bring my skills to these type of businesses. It is important to me that I am able to stay true to myself, and I want to create art for people who respect my style and abilities. It is important to me that both myself and my client are able to effectively communicate with one another.

YOUR FUTURE:

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

In 5 years I see myself living in a small city either with friends or by myself. By this time I will have liked to have my own creative business and be working as a freelancer in different forms of art.

Where do you see yourself in 10 years?

I see myself being able to travel to work with potential clients. I hope to have worked with a few larger clients and individuals. I want to have enough money to live comfortably.

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

I am going to work in a small agency or company after college to build up money to put towards my business. While working for someone else, through that I will build connections with different clients that I could work with through my business.

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:

Logo Design

Qualifications & Competitive Advantages:

I have worked with a few real clients to design logos for their small businesses.

Strength 2:

Design Systems

Qualifications & Competitive Advantages:

Caro Bowling and I created and launched a design system through social media promotion that had great success for our pop up shop. I love making a large collection of designs that all work together.

Strength 3:

Print Design

Qualifications & Competitive Advantages:

I have designed and printed my own magazine and have a great understanding of balancing typography, layout, and color.

Strength 4:

Photography

Qualifications & Competitive Advantages:

I have done commercial photography for the last 8 years, and I have come to learn and experiment more with fine art photography. I'm more passionate about fine art and documentation photography.

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:

Someone who can generate ideas and results in a quicker than me. I can be indecisive at times and that slows down my process, and I benefit from taking time to think things through.

Training:

Someone who went to a larger school, art school, or who has a higher degree than me. Someone who also has prior experience working in the art/design industry.

Experience:

Someone who has worked in larger companies and know more people than me. Someone who has a lot of connections with bigger name clients.

Specialty:

Someone who specializes in one type of design, like logo or identity design. I have several interests and want to be able to provide my clients with different forms of art. So someone who is know for a specified line of work may be chosen over me.

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?

My ideal clients are small or local businesses. I would prefer to work with multiple clients for both long term and short term projects. I am also interested in working with individuals like musicians or other artists on their personal projects. I love making things that have personal meanings or represent a larger picture. I want to do work for people who appreciate art and creativity.

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.

Ideally my clients will chose me for my personal creativity and visions. However I am open to collaborating on ideas and visions with the client. If they have a clear vision for their project I want to help bring that vision to life.

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

- <http://heartgallicity.com/2014/05/10/10-tips-for-effective-freelance-business-planning/>
- <https://milo.co/5-tips-for-effective-freelance-business-planning>
- https://cristinaparisbusiness.com/wp-content/uploads/2014/02/TEMPLATE_Business_Plan_for_Creatives.pdf
- <https://www.policygenius.com/blog/freelance-taxes-quickly-answered/>
- <https://www.zeedile.com/wp-content/uploads/2014/03/Roadmap-to-Your-Freelance-Business-Plan.pdf>
- <https://www.sbs.gov/business-guide/plan-your-business/write-your-business-plan>

BUSINESS PLAN B

BUSINESS PLAN B | GRFX-4503 PROFESSIONAL PRACTICE

1

What's your full name?

Kyrley Dozier

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.

First, do a cost-of-living analysis on 3 cities. Also research what is being charged in relation to where you will live and your experience level. **See Research Guide in project sheet.**

COST-OF-LIVING ANALYSIS:

The average starting pay for a "Graphic Designer" in Jonesboro, Arkansas is \$43,000 (with benefits).

List the 3 cities you researched with the [Cost-Of-Living calculator](#) provided? Also, paste in the changes listed.

City 1: Little Rock, AR

- **Comparable Salary:** \$57,729
- **Groceries:** 2% UP
- **Housing:** 20% UP
- **Utilities:** 7% UP
- **Transportation:** 7% UP
- **Health Care:** 2% DOWN

City 2: Memphis, TN

- **Comparable Salary:** \$34,130
- **Groceries:** 2% DOWN
- **Housing:** 1% UP
- **Utilities:** 4% DOWN
- **Transportation:** 5% UP
- **Health Care:** 4% UP

City 3: Charlotte, NC

- **Comparable Salary:** \$38,441
- **Groceries:** 5% UP
- **Housing:** 26% UP
- **Utilities:** 2% LESS
- **Transportation:** 8% UP
- **Health Care:** 34% UP

CHOOSE ONE CITY AND PROCEED. Which city do you choose?

Little Rock, AR

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:**\$456****Cost of Equipment (Software and Hardware):**

Adobe: \$30/month

Where did you find this information? If it's a link, hyperlink its home page.

<https://www.apple.com/macbook-pro/><https://www.apple.com/shop/buy-ipad/ipad-pro>

I already pay for Adobe, and it is \$30 a month.

Cost of Website:**\$33/month**

Where did you find this information? If it's a link, hyperlink its home page.

I use SquareSpace, and I have the \$33/month plan that pays for the domain and to keep the site live.

Cost of Continued Education**\$50 Narrative Portrait course**

Where did you find this information? If it's a link, hyperlink its home page.

https://www.linkedin.com/learning/narrative-portraiture-foundations-of-portraiture?trk=learning-serp_learning-search-card_search-card&upsell!OrderOrigin=default_guest_learning**Cost of Estimated Quarterly Taxes Set Aside Per Month (1/3 rule set aside 4 times a year):****\$1,584**

Briefly explain your math.

I took the estimated monthly profit and multiplied it by 0.33 to calculate a third of my monthly profit.

Other:**\$150 - Gas for traveling for projects****TOTAL ESTIMATED COST PER MONTH:****\$2,253****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?****\$30/hour****How many days of the week will you work?****5****How many hours per week do you expect to be billable?****40**

Cost of basic Health Insurance:**\$456****Cost of Equipment (Software and Hardware):****Adobe: \$30/month**Where did you find this information? If it's a link, [hyperlink](#) its home page.<https://www.apple.com/macbook-pro/><https://www.apple.com/shop/buy-ipad/ipad-pro>

I already pay for Adobe, and it is \$30 a month.

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I use SquareSpace, and I have the \$33/month plan that pays for the domain and to keep the site live.

Cost of Continued Education**\$30 Narrative Portrait course**Where did you find this information? If it's a link, [hyperlink](#) its home page.https://www.linkedin.com/learning/narrative-portraiture-foundations-of-portraiture?trk=learning-serp_learning-search-card_search-card&upsellOrderOrigin=default_guest_learning**Cost of Estimated Quarterly Taxes Set Aside Per Month (1/3 rule set aside 4 times a year):****\$1,584**

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Other:**\$150 - Gas for traveling for projects****TOTAL ESTIMATED COST PER MONTH:****\$2,253****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?****\$30/hour****How many days of the week will you work?****5****How many hours per week do you expect to be billable?****40****TOTAL ESTIMATED PROFIT PER MONTH:****\$4,800**



FINANCIAL FORMS

FINANCIAL FORMS

ESTIMATE

The following is an estimate from Kyn Doz Design 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
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 an increased rate.

Rate: \$--/hr

Hours:

Revisions:

Total: \$XX

- 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.

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 an increased rate.

Rate: \$--/hr

Hours:

Revisions:

Total: \$XX

- 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.

THANK YOU!



KYN DOZ DESIGN
kyndozdesign.com
kynleydozier@gmail.com
870.581.0977
  @kyndozdesign

FINANCIAL FORMS

QUOTE

The following is a quote from Grace Hill for work. This is not 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 an increased rate.

Revisions: 2

Total: \$XX

- 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.

THANK YOU!





KYN DOZ DESIGN

kyndozdesign.com

kynleydozier@gmail.com

870.581.0977

  @kyndozdesign

FINANCIAL FORMS

INVOICE

Thank you for the opportunity to work with you! All payments can be made to Kynley Dozier and mailed to the address below. Please contact me with questions about this or any future work.

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

Rate: \$XX/hr
Hours:
Total: \$XXX

- Explain here what was done. Be sure it matches to the estimate and quote at a minimum.
- *If the project is not yet finished, state this.*

THANK YOU!



KYN DOZ DESIGN
kyndozdesign.com
kynleydozier@gmail.com
870.581.0977
  @kyndozdesign

FINANCIAL FORMS

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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

- Project Rate: \$XX/hr • Explain here what was done. Be sure it matches to the estimate and quote at a minimum.
> *Revisions*
Rate: \$XX/hr • Be clear on the time allotted to revisions beyond the number allowed on the estimate/quote. If none were necessary, remove this.
Hours:
Total: \$XXX

THANK YOU!



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**PROMOTIONAL
MERCHANDISE**





**THANK YOU
FOR READING
MY BRAND
BOOK!**

