



**brand
book**

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**brand positioning
statement**

brand positioning statement

For authors and creative thinkers who need someone who understands the need for strong visuals, book layout, and design, terahtetra is a designer that visualizes the need for the compelling and engaging combinations of elite typography and layout.

**brand
board**

brand board

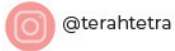
Terah Grimes

terahtetra

terahtetra@gmail.com

870.643.1537

www.terahtetra.com



LOGO



MARK



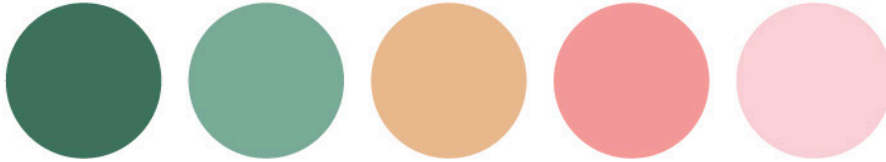
LOGOTYPE



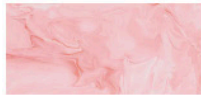
BRAND POSITIONING STATEMENT

For authors and creative thinkers who need someone who understands the need for strong visuals, book layout, and design, terahtetra is a designer that visualizes the need for the compelling and engaging combinations of elite typography and layout.

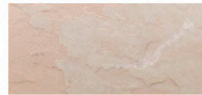
COLOR PALETTE



PATTERNS



TEXTURES



TYPEFACES

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

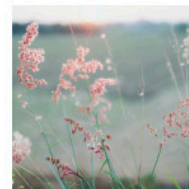
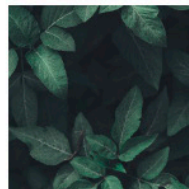
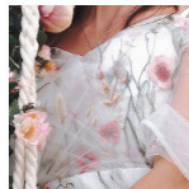
Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

INSPIRATION

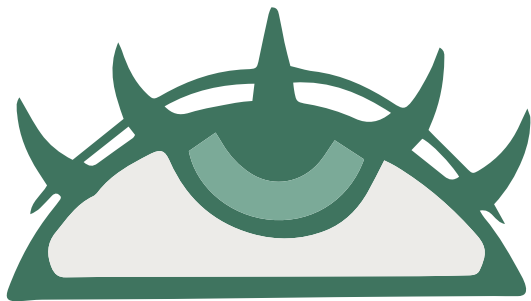


visual guidelines

logo



components of logo



mark



logotype

clear space requirements



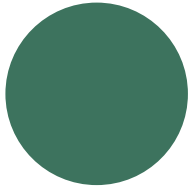
The clear space is defined by the width of the letter "H." Nothing should be placed in the border created by "H."

minimum size

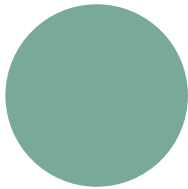


The terahtetra logo can not be any smaller than .5 inches from left to right.

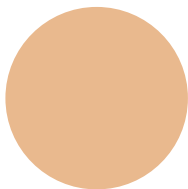
colors



Pantone 625C
76C 36M 66Y 19K
63R 115G 95B
Hexadecimal #3F735F



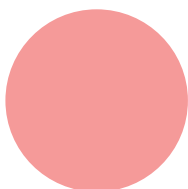
Pantone 557C
55C 19M 44Y 0K
123R 170G 152B
Hexadecimal #7BAA98



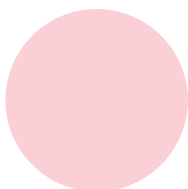
Pantone 720C
7C 29M 45Y 0K
233R 1185G 143B
Hexadecimal #E9B98F



Pantone 663
6C 4M 6Y 0K
238R 237G 233B
Hexadecimal #EED9E9



Pantone 2339C
0C 48M 29Y 0K
245R 154G 152B
Hexadecimal #F59A98



Pantone 706C
0C 22M 6Y 0K
251R 208G 213B
Hexadecimal #FBD0D6

logo variations



This is the only acceptable color variation of the terahtetra logo.



Any grayscale 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.



unacceptable logo usage



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



The logo should not be boxed in or outlined in any way.



The logo should not be placed on a complex background or photograph.

typography

Sans serif is preferred over serif on most terahtetra material. The preferred sans serif typeface is Montserrat. When a serif typeface is needed, please use Palatino. If Palatino is not available a second option is Georgia.

SANS SERIF

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

SERIF

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

SERIF

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

visual identity system and usage

When using the letterhead, all text should fit within the designated 0.5 inch margin on the left, right, and bottom, with a 1.1 inch margin on the top. All body text should be Montserrat at 10pt and leading should be set at 18pt throughout.

1.1 in



Jon Arnold
124 12th Ave. S. Suite 21
Nashville, TN 37203

Dear Mr. Arnold,

I write this letter to express my interest in the Graphic Design Specialist opening advertised on your company's website. From day one, I believe my contributions to the team at Bohan 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 knowledge of Adobe Creative Suite and illustration will allow me to play a crucial role in implementing your brand strategy and creative services initiatives.

0.5 in

The following are highlights of my skills and accomplishments:

- Worked with a team to create graphic design work for The American Cancer Society. Communicated constantly with the team to effectively rebrand the documents provided to me, learning teamwork and communication within a design team.
- Spent time as a graphic design intern. Had large in-house projects, such as re-doing outdated graphics for their company values. Left to finish much of this work on my own, learning how to structure my time and gain experience with critique from my supervisors.
- Worked as the graphic design lab assistant at Arkansas State University for one and a half years. Adapted to help student needs, handling issues as they came. Improved my own software skills and knowledge of printing and computer hardware.

0.5 in

Enclosed are my resumé and references for your review. You may also view my portfolio of work at www.terahtetra.com or learn more about me on Instagram [@terahtetra](https://www.instagram.com/terahtetra). 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 **870.643.1537** or terahtetra@gmail.com.

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

Sincerely,

Terah Grimes

0.5 in

 @terahtetra  @Terah Grimes  www.terahtetra.com

18pt leading

10pt font

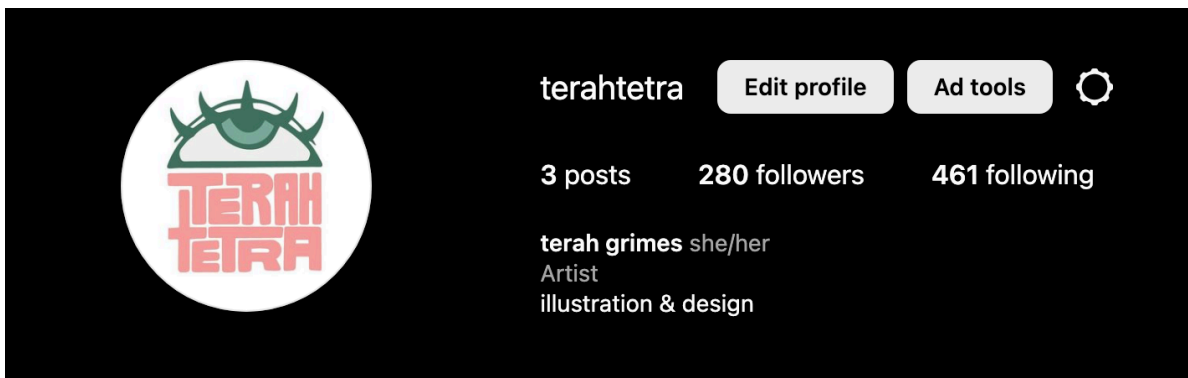
business card



website favicon



social media mark

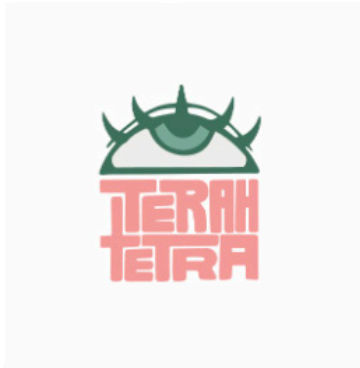


Terah Grimes (She/Her)

Graphic Designer helping clients create cohesive design projects

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

email-sign off



Terah Grimes

Graphic Designer

terahtetra

 (870) 643-1537

 terahtetra@gmail.com

 www.terahtetra.com

resume

resume



TERAH GRIMES

870.643.1537
@terahrtetra
@terah_grimes
www.terahrtetra.com
terahrtetra@gmail.com

EDUCATION

Bachelor of Fine Arts in Graphic Design
Minor in Entrepreneurship | GPA 3.85
Arkansas State University

SCHOLARSHIPS & AWARDS

2023 Student Chapter Gold ADDY -
Photography Campaign
2023 Student Chapter People's Choice
ADDY - Book Design
2019 - 2023 Federal Pell Grant
2019 - 2023 A-State Excellence
Scholarship
2019 - 2023 A-State Excellence
Housing Scholarship
2019 - 2023 Arkansas Challenge/
Lottery Scholarship
2019 - 2023 A-State Art Department
Scholarship
2019 - 2023 Grant-In-Aid

SERVICE

2006 - 2019 | **Girl Scouts** | Pine Bluff, AR
Ambassador / Scout
Served the community. Conducted sales.
Volunteered for non-profit charities.

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Procreate
Adobe XD
Blender
Adobe Premiere Pro
ClipStudio Pro
HTML & CSS

PROFESSIONAL EXPERIENCE

May 2016 - Present | **Private Commissions** | Jonesboro, AR
Illustrator / Freelancer

Illustrated multiple commissioned private works for clients.
Communicated with clients about needs and design.

Nov 2021 - May 2023 | **A-State Design Department** | Jonesboro, AR
Graphic Design Lab Assistant

Aided students in design work, Adobe Creative Suite, and printing.
Problem solving with software and computer technology.

Dec 2022 | **Self-Made A-State** | Jonesboro, AR
Graphic Designer / Illustrator

Created multiple products for sale in pop-up shop. Worked with
team to experience concepts and details of design business.

May 2022 - August 2022 | **Optus, Inc.** | Jonesboro, AR
Graphic Design Intern

Created vertical content consisting of type and layout. Worked with
supervisors and team to fit work to the Optus brand. Designed concepts
for in-house products.

Aug 2021 - Oct 2021 | **No Boundary Thinking** | Jonesboro, AR
Illustrator

Collaborated with team of illustrators to create icons for app benefitting
Center for No Boundary Thinking.

May 2021 | **United Way** | Jonesboro, AR
Graphic Designer

Collaborated with team to develop logos for United Way's "Give Where
You Live" event. Designed initial concepts and pitched alternative
branding ideas to United Way supervisor.

Mar 2021 - Apr 2021 | **American Cancer Society** | Jonesboro, AR
Graphic Designer

Collaborated with other designers to rebrand #GoldTogether event.
Created rebranded layouts and icons for documents. Put illustrative work
in mockups. Participated in team-building, brainstorming, and pitches.

REFERENCES

Available upon request.

references



REFERENCES

WHITNEY BLACKBURN

Director of Marketing
Optus, Inc.
3423 One Pl, Jonesboro, AR 72404
Whitney.Blackburn@optusinc.com
870.926.9786
Relationship - Head Internship Supervisor

SOPHIE ROGERS

Creative Marketing Specialist
Optus, Inc.
3423 One Pl, Jonesboro, AR 72404
Sophie.Rogers@optusinc.com
870.926.6782
Relationship - Internship Supervisor

LESLIE PARKER

Assistant Professor of Graphic Design
Arkansas State University
2105 East, Aggie Rd, Jonesboro, AR 72401
lemoore@astate.edu
870.972.3050
Relationship - Supervisor/Professor

 @terahtetra

 @Terah Grimes

 www.terahtetra.com

correspondence

cover letter



Jon Arnold
124 12th Ave. S. Suite 21
Nashville, TN 37203

Dear Mr. Arnold,

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

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The following are highlights of my skills and accomplishments:

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- Spent time as a graphic design intern. Had large in-house projects, such as revising outdated graphics to reflect their company values. Left to finish much of this work on my own, learning how to structure my time and gaining experience with critique from my supervisors.
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Enclosed are my resumé and references for your review. You may also view my portfolio of work at www.terahtetra.com or learn more about me on Instagram [@terahtetra](https://www.instagram.com/terahtetra). 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 **870.643.1537** or terahtetra@gmail.com.

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

Sincerely,

Terah Grimes

 @terahtetra

 @Terah Grimes

 www.terahtetra.com

thank you email

THANK YOU - Terah Grimes, Graphic Designer

jonarnold@bohanideas

THANK YOU - Terah Grimes, Graphic Designer

Mr. Arnold,


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


Thank you,


Terah Grimes



--



Terah Grimes
Graphic Designer
terahtetra

 [\(870\) 643-1537](tel:(870)643-1537)

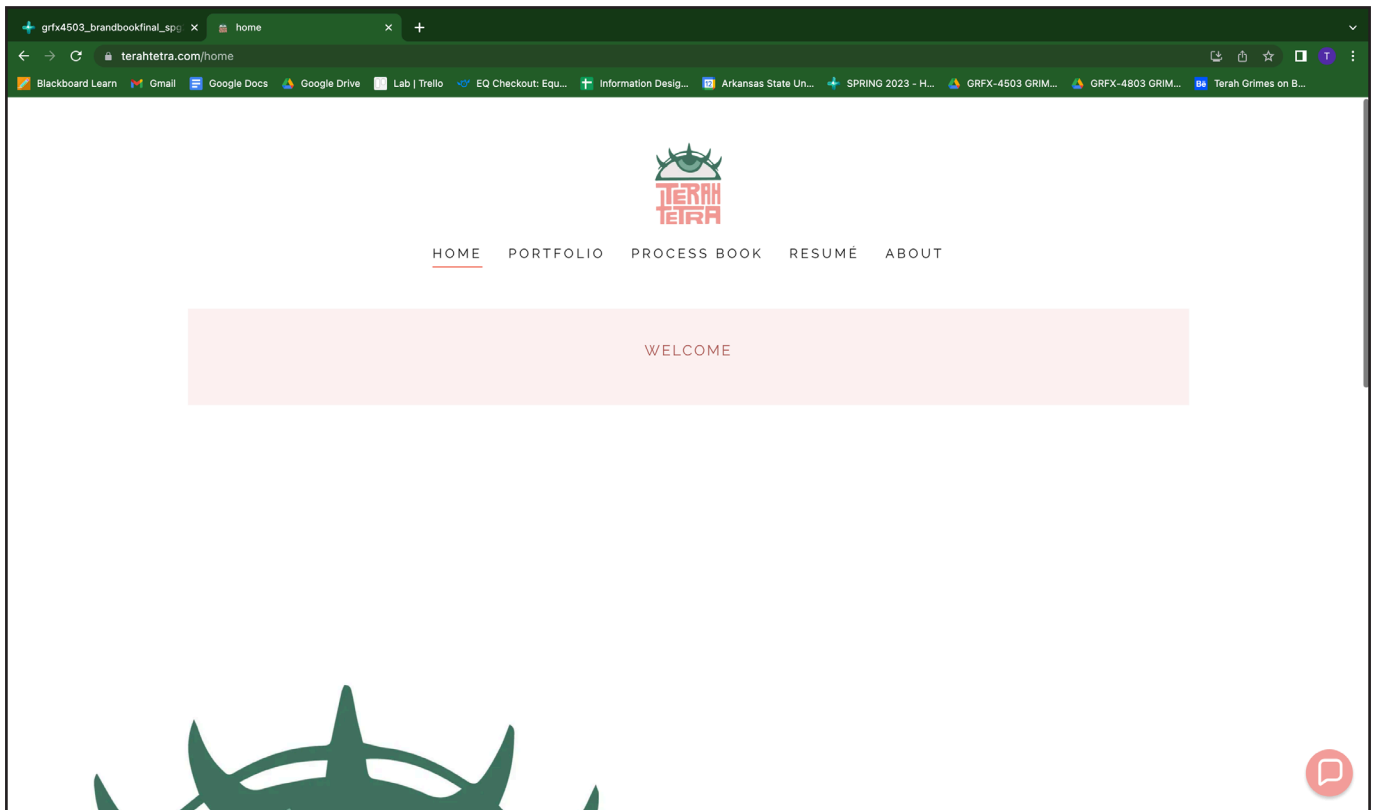
 www.terahtetra.com

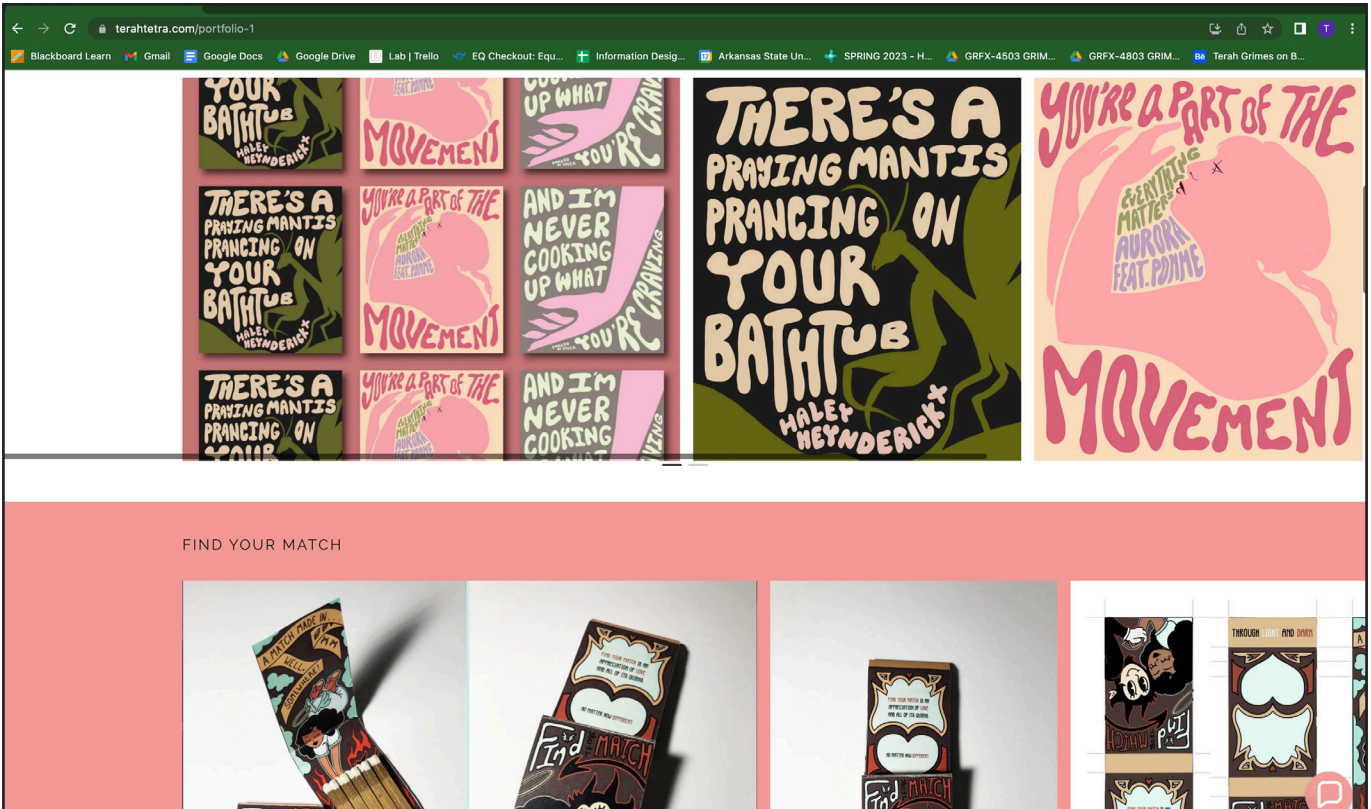
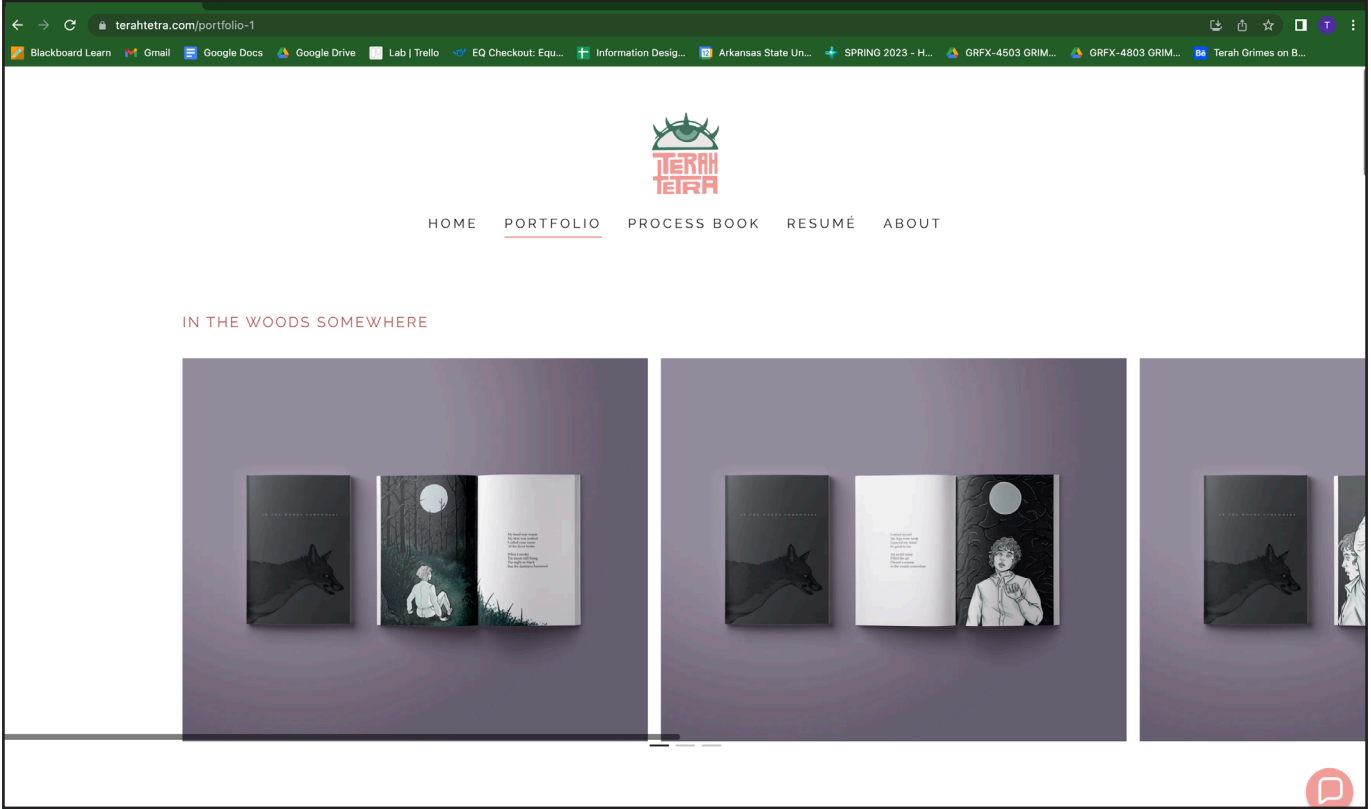
 

website

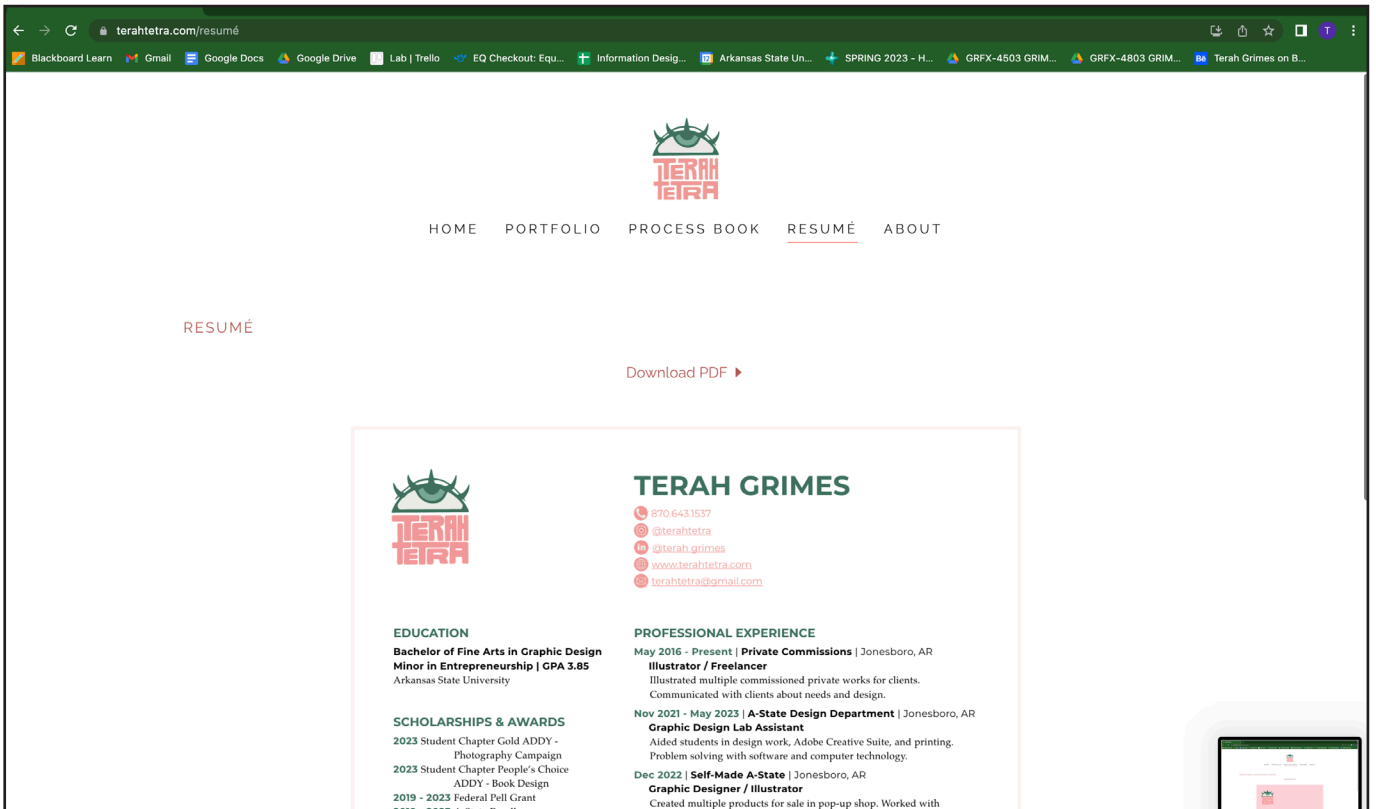
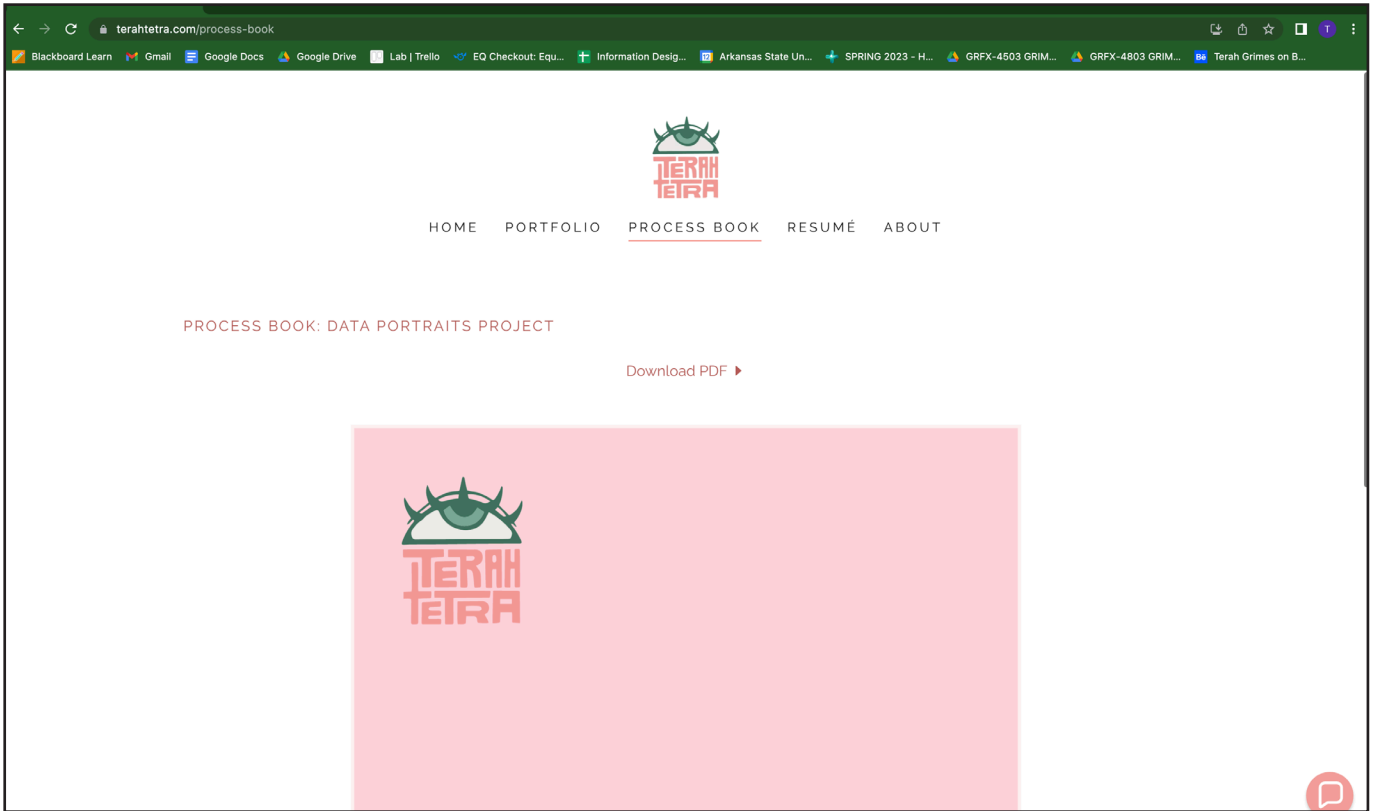
website

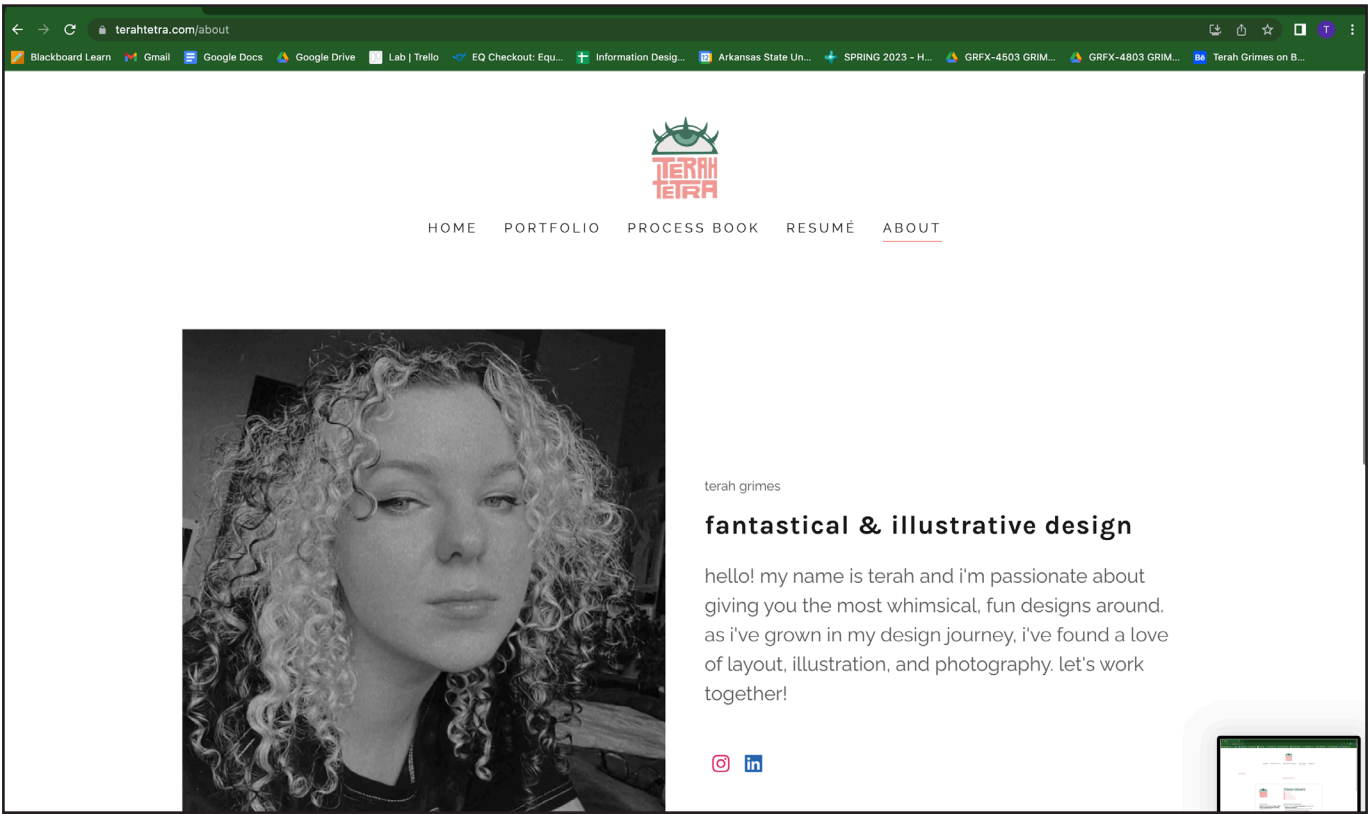
www.terahetra.com





process book
resume





social media

social media mission statement

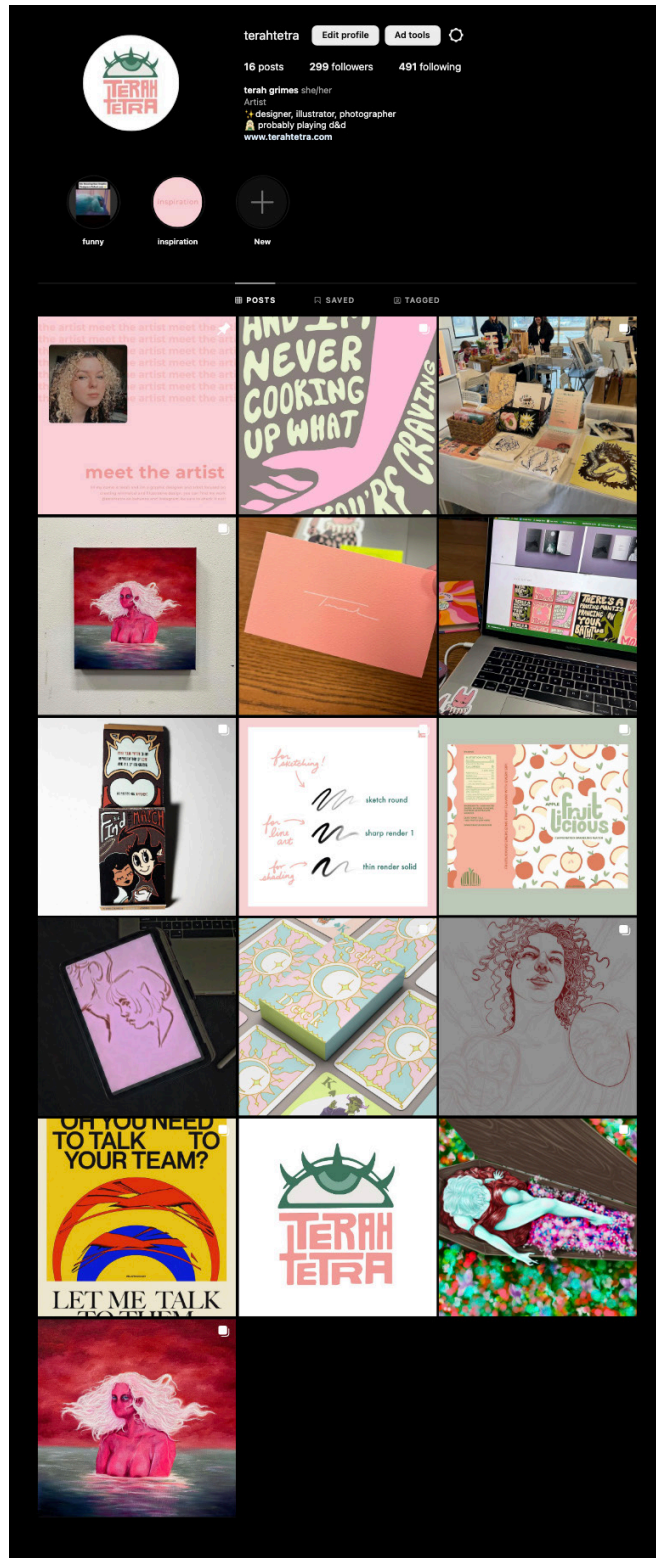
I use social media networks to connect with other designers, make connections with my clients and community, and to build my brand in a fun and friendly way. Through social media, I will find like-minded designers who find value in the services that I offer, uplift those in the design industry, and promote each other and our works. To accomplish this, I showcase my brand online by being true to myself and the values that I carry.

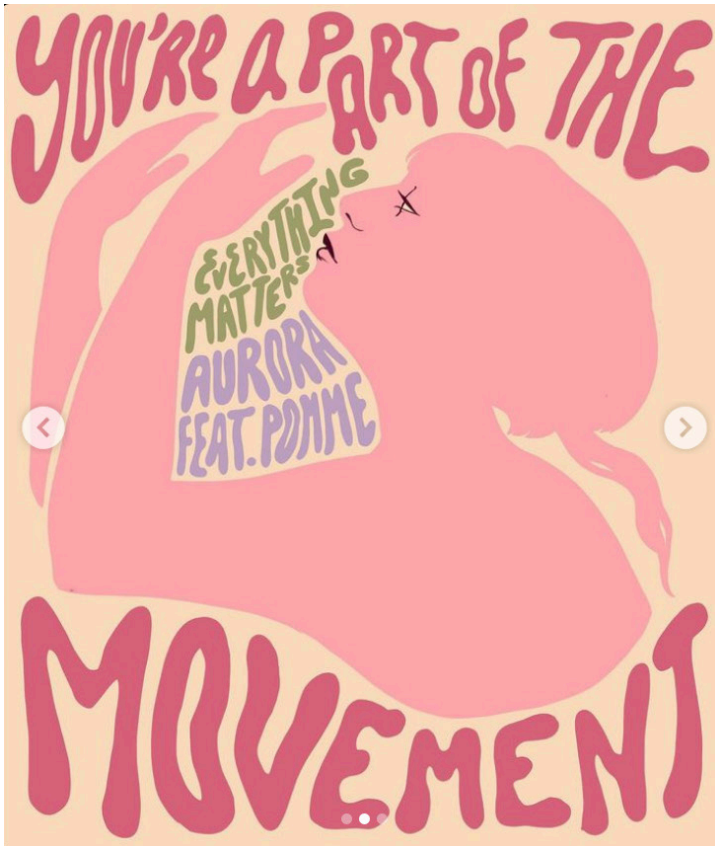
social media content calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>8am Check Instagram and LinkedIn. Reply to posts and comments.</p>	<p>8am Check Instagram and LinkedIn. Reply to posts and comments.</p>	<p>8am Check Instagram and LinkedIn. Reply to posts and comments.</p>	<p>8am Check Instagram and LinkedIn. Reply to posts and comments.</p>	<p>8am Check Instagram and LinkedIn. Reply to posts and comments.</p>	<p>8am Check Instagram and LinkedIn. Reply to posts and comments.</p>	<p>8am Check Instagram and LinkedIn. Reply to posts and comments.</p>
<p>10am ☺ #sundayafternoon post of real life picture.</p>	<p>10am ☺ #designsupport, I post a peer's work & talk about designer relationships.</p>	<p>10am ☺ How-To tutorial of Procreate brushes and tools that I regularly use.</p>	<p>10am ☺ Instagram post of WIP or completed project.</p>	<p>10am ☺ Repost work from another designer/artist for inspiration with proper tags.</p>	<p>10am ☺ Instagram post of WIP or completed project.</p>	<p>10am ☺ Post a funny Instagram reel/ Tiktok regarding art and design. Add to Funny Highlight.</p>
<p>1pm ☺ Share an artist or designer's work to Instagram Story and add to Inspiration Highlight on page.</p>	<p>1pm ☺ Share an artist or designer's work to Instagram Story and add to Inspiration Highlight on page.</p>	<p>1pm ☺ LinkedIn post sharing other socials and website.</p>	<p>1pm ☺ Share Instagram post to feed and share the URL.</p>	<p>1pm ☺ LinkedIn post of completed project work.</p>	<p>1pm ☺ Share an artist or designer's work to Instagram Story and add to Inspiration Highlight on page.</p>	<p>7pm Check Instagram and LinkedIn. Reply to posts and comments.</p>
<p>7pm Check Instagram and LinkedIn. Reply to posts and comments.</p>	<p>7pm Check Instagram and LinkedIn. Reply to posts and comments.</p>	<p>7pm Check Instagram and LinkedIn. Reply to posts and comments.</p>	<p>5pm ☺ Share an artist or designer's work to Instagram Story and add to Inspiration Highlight on page.</p>	<p>5pm ☺ Share an artist or designer's work to Instagram Story and add to Inspiration Highlight on page.</p>	<p>7pm Check Instagram and LinkedIn. Reply to posts and comments.</p>	<p>7pm Check Instagram and LinkedIn. Reply to posts and comments.</p>
			<p>7pm Check Instagram and LinkedIn. Reply to posts and comments.</p>	<p>7pm Check Instagram and LinkedIn. Reply to posts and comments.</p>		

instagram

[terahtetra](#)





terahtetra ...

terahtetra It's #saturdaynight and I'm going through some of my fav work — I can't get enough of these lyric #poster designs that I did for three of my favorite musical artists!

In order:
✦ What Are We Gonna Do Now by Indigo De Souza
✦ Everything Matters by Aurora feat. Pomme
✦ The Bug Collector by Haley Heynderickx

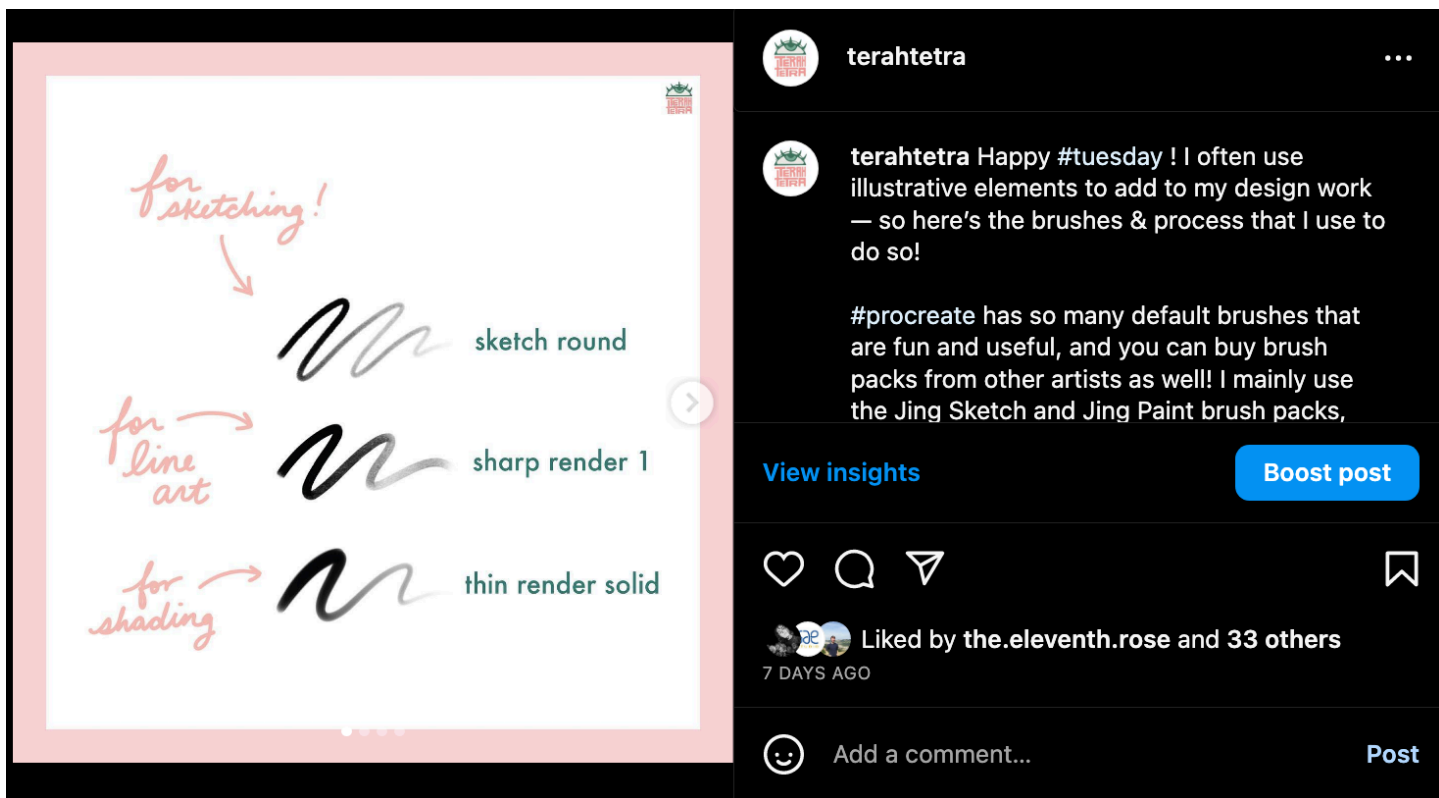
[View insights](#) [Boost post](#)

♥ 💬 📍 📌

Liked by **the.eleventh.rose** and 25 others
2 DAYS AGO

😊 Add a comment... [Post](#)

One Instagram post idea on my content calendar required me to post a work in progress or finished piece. This post was a slideshow of designs that I made for lyrical posters.



One Instagram post idea on my content calendar required me to post a tutorial of the Procreate brushes that I use for graphic design work. This post was a slideshow of tips, information, and visuals that help illustrate this.

linkedin

terah grimes

This screenshot shows the top portion of Terah Grimes' LinkedIn profile. The header features a red background with her profile picture on the left. To the right of the picture are buttons for 'Edit public profile & URL', 'Add profile in another language', and an advertisement for LinkedIn Premium. Below the picture, her name 'Terah Grimes (She/Her)' is displayed, followed by her title 'Graphic Designer helping clients create cohesive design projects' and location 'Jonesboro, Arkansas, United States'. It also shows '17 connections' and buttons for 'Open to', 'Add profile section', and 'More'. Below this are sections for 'Open to work' (Graphic Designer roles), 'Share that you're hiring and attract qualified candidates', 'Analytics' (9 profile views, 51 post impressions, 3 search appearances), and 'Resources' (Creator mode Off). On the right side, there are suggestions for 'People you may know' including Jessica Gates, Mihe Walker, and Drew Morgan, each with a 'Connect' button. A 'Messaging' button is visible at the bottom right.

This screenshot shows the 'About' and 'Activity' sections of Terah Grimes' LinkedIn profile. The 'About' section contains a detailed bio: 'An award-winning designer and illustrator who strives to connect with her clients and fellow peers in the industry. Multiple successful clients and experience in the graphic design field. Previous intern at Optus, Inc., and has worked on projects for clients such as United Way and the Center For No Boundary Thinking. Highly skilled in Adobe Creative Suite, with an emphasis in InDesign, Illustrator, and Photoshop. When not working on graphic design, Grimes can be found working on illustration and photography projects to implement into her design work. Strong history of applying critical thinking and troubleshooting to achieve high goals and effective products.' The 'Activity' section shows her 17 followers and a 'Create a post' button. It lists three recent posts: 1) A post from 6 days ago about a tutorial on Instagram, with a link to 'terah grimes on Instagram: "Happy #tuesday! I often use illustrative elements to add to my design ..."'. 2) A post from 1 week ago about working on socials and a website, with a link to 'terahtetra' (terahtetra.com). 3) A post from 1 week ago about a portrait poster project, with a link to 'terah grimes on Instagram: "Today I'm working on a #wip of a #portrait duology that I'm going to tu...". The right sidebar shows 'You might like' groups: 'Agile UX' (44,297 members) and 'BIM Experts' (168,216 members), both with 'Join' buttons. Below that is a 'Promoted' section for a website template service, with a 'Learn more' button. A 'Messaging' button is at the bottom right.

Terah Grimes (She/Her)
Graphic Designer helping clients create cohesive design projects

Home My Network Jobs Messaging Notifications Me For Business Try Premium for \$38

More Add profile section Open to

Experience

- Graphic Designer helping clients create cohesive design projects.**
Freelance
Aug 2022 - Present · 9 mos
Jonesboro, Arkansas, United States · Remote
Skills: Adobe Illustrator
- Graphic Design Lab Assistant**
Arkansas State University · Part-time
Nov 2021 - Present · 1 yr 6 mos
Jonesboro, Arkansas, United States · On-site
Aided students in design work, Adobe Creative Suite, and printing. Problem-solving with software and computer technology.
Skills: Adobe Illustrator · Adobe InDesign
- Illustrator**
Freelance
May 2016 - Present · 7 yrs
Sheridan, Arkansas, United States · Hybrid
Illustrated multiple commissioned private works for clients. Communicated with clients about needs and design.
Skills: Illustration
- Graphic Designer**
Self-Made A-State · Freelance
Dec 2022 · 1 mo
Jonesboro, Arkansas, United States · On-site
Created multiple products for sale in pop-up shop. Worked with team to experience concepts and details of design business.
Skills: Adobe Illustrator · Illustration
- Graphic Design Intern**
Optus · Part-time
May 2022 - Aug 2022 · 4 mos
Jonesboro, Arkansas, United States · On-site
Created vertical content consisting of type and layout. Worked with supervisors and team to fit work to the Optus brand. Designed concepts for in-house products.
Skills: Adobe Illustrator · Adobe InDesign · Illustration

Show all 8 experiences →

Education

Messaging

Terah Grimes (She/Her)
Graphic Designer helping clients create cohesive design projects

Home My Network Jobs Messaging Notifications Me For Business Try Premium for \$38

More Add profile section Open to

Education

- Arkansas State University**
Bachelor of Fine Arts - BFA, Graphic Design
Aug 2019 - May 2023
Grade: GPA 3.8
Activities and societies: Honors College

Skills

[Demonstrate skills](#)

- Adobe Illustrator**
7 experiences (Freelance) and 4 other companies
- Adobe InDesign**
4 experiences across Arkansas State University and 3 other companies
- Illustration**
4 experiences (Freelance) and 1 other company

Interests

Companies Schools

- Hoodzpah**
1,864 followers
Following
- Stone Ward**
3,982 followers
Following

Show all 7 companies →

About Accessibility Talent Solutions Questions? Visit our Help Center. Select Language English (English)

Community Guidelines Careers Marketing Solutions Manage your account and privacy Go to your Settings. Recommendation transparency Learn more about Recommended Content.

Privacy & Terms Ad Choices Advertising Small Business

Sales Solutions Mobile Safety Center

Messaging

Terah Grimes (She/Her) · You
 Graphic Designer helping clients create cohesive d...
 6d · 🌐

Check out this brief [#tutorial](#) that I posted on [#Instagram](#)! I love adding [#illustration](#) to my designs.




terah grimes on Instagram: "Happy #tuesday ! I often use illustrative elements to add to my design work — so here'...
 instagram.com

👤 Chloe Tyner and 1 other

Terah Grimes (She/Her) · You
 Graphic Designer helping clients create cohesive d...
 1w · 🌐

I've been working on my [#socials](#) and [#website](#) and would like to share where I'm located!

Instagram: @ terahetra
 Behance: @ terahetra
 Website:



terahtetra
 terahtetra.com

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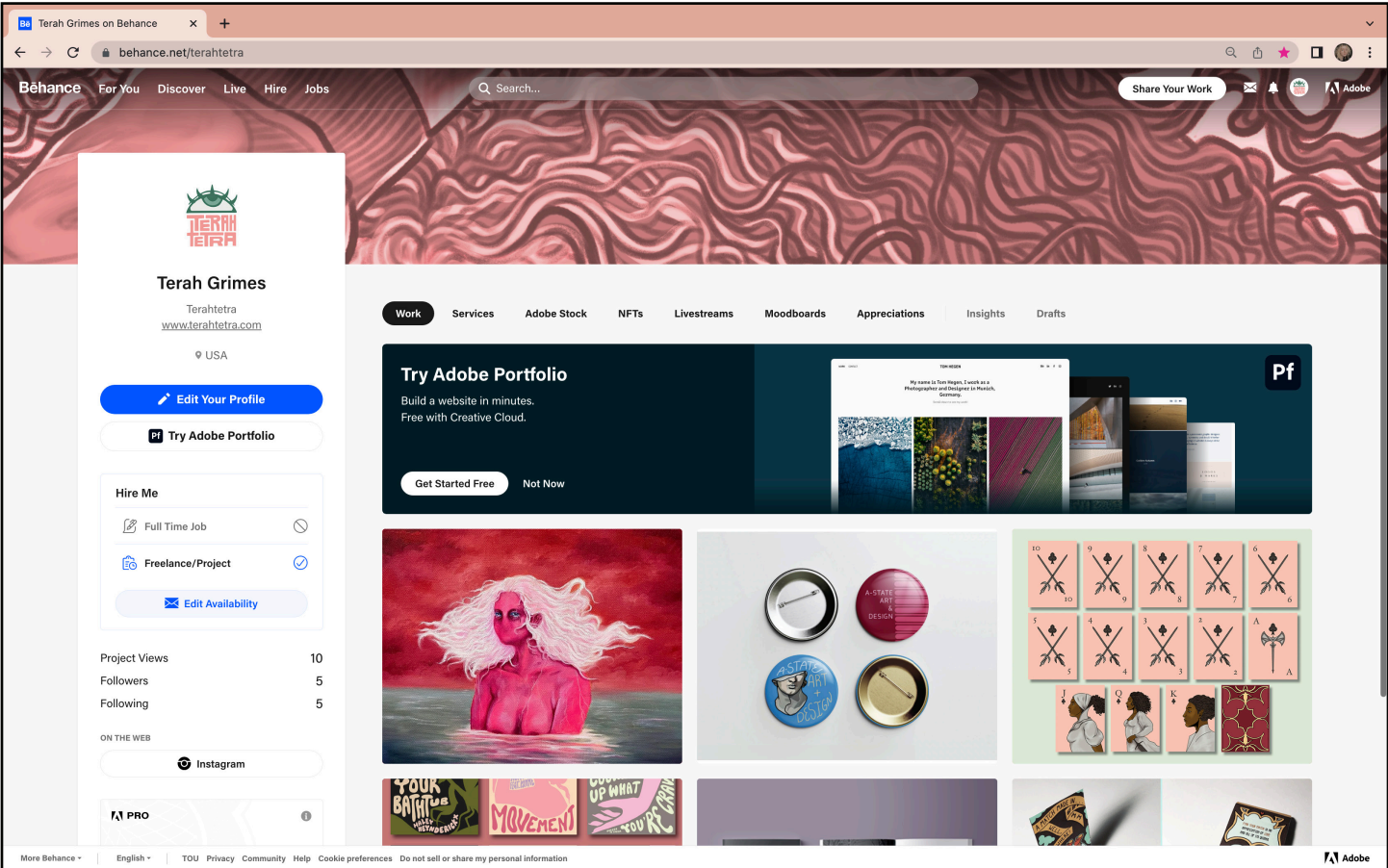
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Two of the LinkedIn post ideas on my content calendar required me to post a link to one of my Instagram posts and a link to my website/where my work can be found. These posts contained hashtags and links..

behance

terahtetra



business plans

business plans

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

IDENTITY:

What's your full name?

Terah Grimes

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 be known by another name, and separate me as a person from me as a brand. I am a very private person, so I wouldn't want to throw out the entirety of me as a person to the world.

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."

Nashville, TN, or any medium-sized city with good opportunities.

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

I would like to work remotely/virtual from home. A physical office is fine, but I would prefer to be able to be on my own schedule as much as I could.

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!

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

1. I am good with people.
2. I am efficient and reliable.
3. I am knowledgeable in Adobe software and Procreate.

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

1. Adfeds
2. Optus Inc.
3. I have the creative opportunity to reach out to illustration companies.

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

1. I get overwhelmed easily.
2. I can be a push-over.
3. Sometimes I over-schedule myself.

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

1. Cost of art and design software and supplies.
2. Not located in an area with more resources.
3. Lack of reach on social media.

YOUR MISSION:

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

I love to make connections with people and am motivated in keeping this going in my life. I also want to be able to make work that I love and be able to do reach others through it.

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 want to be kind and make connections with my clients above all else. I want my work to be something that helps people and has a greater purpose. I really want to do album and book design, because things like that push past time and can be memorable. I also love the merging of art/design and music and literature.

YOUR FUTURE:

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

I want to be living comfortably with a stable job, and with enough money to cover my living expenses and a little money for my hobbies. I would want to be in a larger city, and have networking in the publishing, illustration, or music fields.

Where do you see yourself in 10 years?

I want to have a stable job in the book/music industry as a designer, or even have an illustration job. I want to live in a mid-large city, with enough money to live comfortably.

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

Budget, and reaching out and taking the opportunities that I need to. I will also make as many connections as possible in order to build my network.

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 have been studying illustration for over 10 years, and have done illustration work for clients for just as long. I am adaptable and can often mimic whatever style is needed of me if the client does not want my particular style. I also learn quickly and can efficiently finish work for clients.

Strength 2:

Photography

Qualifications & Competitive Advantages:

I have been studying photography for 3 years, and have successfully finished personal projects as well as client work. I am proficient in Canon cameras and the inner workings of the devices.

Strength 3:

Book Covers

Qualifications & Competitive Advantages:

I have an acute sense of composition and can offer multiple designs and examples for book layout. I am also proficient in text and layout and can use these skills for book covers. I have illustrated multiple book covers before, and am adaptable to fulfil what is needed in the design.

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 that can ideate quicker than I can, and more efficiently. Someone who cannot hit an obstacle with design, and instead would easily find a way around it faster than I could.

Training:

Someone that has had more years in working with Adobe software, illustrative software, and tools, and can implement their knowledge and training better than I can.

Experience:

Someone that has had more opportunities than me in the way of internships and awards. Also, someone who has more experience in the career field and with the software used.

Specialty:

Someone who is more adept at illustration, book design, and photography. This person would know the technicalities better than me, and would be able to apply their knowledge in a more appealing way.

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 want to work with other artists, whether they be musicians, authors, or illustrators/designers. I want a client that will focus on interpersonal connection and making sure that the experience is good for both of us. A lot

of this would more than likely be freelance, but I would like to work for a publishing or recording company if the work environment fits my values. I think the biggest thing that I want out of a client is someone that won't completely tie me down to strict rules, and can give me some creative space.

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'm more in the middle. I would like my client to give me guidelines of the things they want, i.e. color, subject, font ideas/vibe. But I would also like the creative freedom to make different compositions, design choices, etc.

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

1

What's your full name?

Terah Grimes

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.

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.

Comparable to a \$45K salary in Jonesboro, Arkansas:

City 1: Nashville, Tennessee

- **Comparable Salary:** \$49,678
- **Groceries:** 6% Up
- **Housing:** 46% Up
- **Utilities:** 5% Down
- **Transportation:** 8% Up
- **Health Care:** 10% Up

City 2: Little Rock, Arkansas

- **Comparable Salary:** \$48,508
- **Groceries:** 2% Up
- **Housing:** 20% Up
- **Utilities:** 7% Up
- **Transportation:** 7% Up
- **Health Care:** 2% Down

City 3: Los Angeles, California

- **Comparable Salary:** \$78,102
- **Groceries:** 20% Up
- **Housing:** 240% Up
- **Utilities:** 17% Up
- **Transportation:** 47% Up
- **Health Care:** 34% Up

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

Little Rock

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 Software: \$60/mo

Where did you find this information? If it's a link, [hyperlink its home page.](#)

[Adobe Pricing](#)

Cost of Website:

\$1.77/mo

Where did you find this information? If it's a link, [hyperlink its home page.](#)

I can't link it because it's on my account, but my website is \$22/yr.

Cost of Continued Education

(Lynda.com) LinkedIn Learning \$19.99/mo

Where did you find this information? If it's a link, [hyperlink its home page.](#)

[LinkedIn Learning](#)

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

\$1347.44

Briefly explain your math.

Little Rock Salary = \$48,508. $\$48,508/3 = \$16,169.33$. $\$16,169.33/4 = \$4,042.33$. $\$4,042.33/3 = \$1,347.44$

TOTAL ESTIMATED COST PER MONTH:

\$1885.20

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?

\$40

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:

\$6114.80 (8000-1885.2)

financial forms

estimate



estimate

The following is an estimate from terahtetra 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: 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: \$XX/hr

Hours:

Revisions:

Total: \$XX

Explain here what you will receive and what is expected.

More here. Included everything, including the time to pre-press files.

Revisions beyond those listed will incur hourly charges.

project descriptions

Name of Project

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

Materials: If client has requested specific materials, list here. Otherwise remove.

Timeline: Rush charges will be applied (something about deadline.) Timeline discussed when estimate approved.

Rate: \$XX/hr

Hours:

Revisions:

Total: \$XX

Explain here what you will receive and what is expected.

More here. Included everything, including the time to pre-press files.

Revisions beyond those listed will incur hourly charges.

📍 390 grant 142, grapevine, ar 72057

📞 870.643.1537

✉ terahtetra@gmail.com

📷 @terahtetra [in](#) terah grimes

🌐 www.terahtetra.com

thank you!

quote



quote

The following is a quote from terahtetra 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: 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. Included everything, including the time to pre-press files.
Revisions beyond those listed will incur hourly charges of \$XX/hr.

- 390 grant 142, grapevine, ar 72057
- 870.643.1537
- terahtetra@gmail.com
- [@terahtetra](#) [terah grimes](#)
- www.terahtetra.com

thank you!

hourly invoice



invoice

Thank you for the opportunity to work with you!

All payments can be made to Terah Grimes 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: Date

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: \$XX

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: \$XX

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thank you!

project invoice



invoice

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Date: Date

Job Number: Job or Invoice #

Payment Due: Date

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:

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: \$XX

total due: \$XX

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 [@terahtetra](https://www.instagram.com/terahtetra)  [terah grimes](https://www.linkedin.com/company/terah-grimes)

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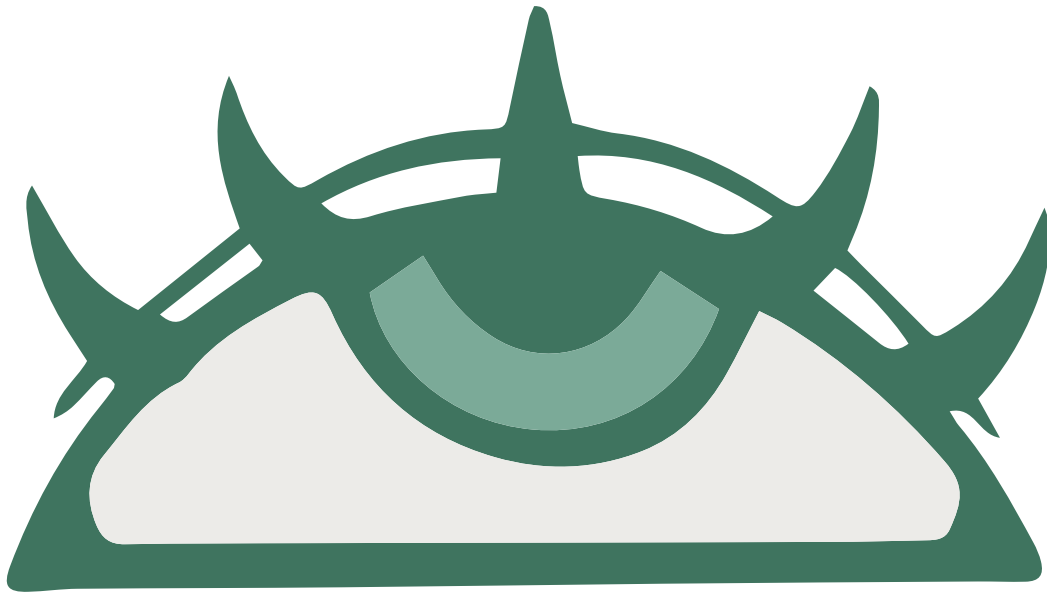
thank you!

**promotional
merchandise**





**thank you for
reading my book!**



**TERAH
TETRA**