

PERSON  
DESIGN

**brand book**

Rebekah Person

# table of contents

**brand positioning statement** ..... 4

**brand board** ..... 5

**visual guidelines** ..... 7

- Logo
- Clear Space Requirements
- Minimum Size
- Color Palette
- Grayscale and Reverse Treatment
- Unacceptable Usage
- Typography
- Alternate Typography
- Visual Identity System
- Letterhead
- Business Card
- Social Profile Mark
- Website Favicon
- Email Sign-Off

**resume** ..... 18

- References

**correspondence** ..... 21

- Cover Letter
- Thank You Email

**website** ..... 24

**social media** ..... 29

- Social Media Mission Statement
- Social Media Content Calendar
- Instagram
- LinkedIn
- Behance

**business plans..... 36**

**financial forms ..... 42**

- Estimate
- Quote
- Hourly Invoice
- Project Invoice

**promotional merchandise ..... 47**

**conclusion ..... 52**

# brand positioning statement

“For business owners who are looking to start building their brand or start fresh with a rebrand, Person Design Co is an imaginative, creative group that will bring your wildest visions and dreams to life in a simple and cohesive brand identity.”

**brand board**

**Rebekah Person**

Person Design Co  
persondesignco@gmail.com  
870.853.8651  
www.persondesign.co



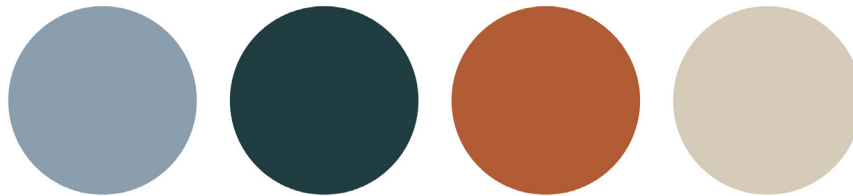
**logo**



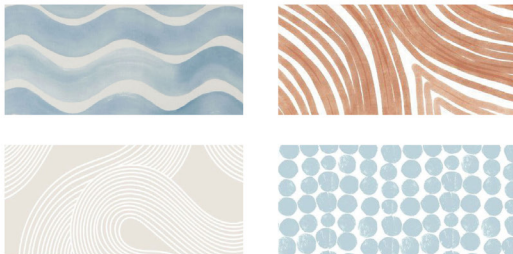
**brand positioning statement**

For business owners who are looking to start building their brand or start fresh with a rebrand, Person Design Co is an imaginative, creative group that will bring your wildest visions and dreams to life in a simple and cohesive brand identity.

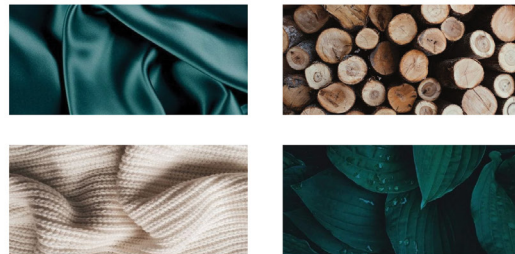
**color palette**



**patterns**



**textures**



**typefaces**

**montserrat medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.

**montserrat black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.

**inspiration**



**visual guidelines**

## logo

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



## clear space requirements

Nothing should crowd the logo closer than the "E" in design.



## minimum size

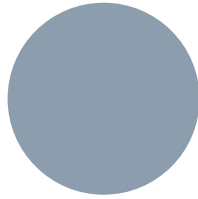
The minimum size for the logo is 0.75 inch in width.



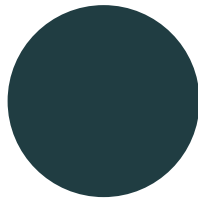
0.75 in



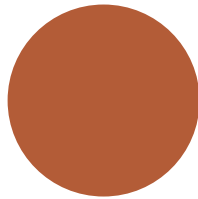
# color palette



PMS: 2163 C  
CMYK: 48C, 31M, 24Y, 0K  
RGB: 140R, 158G, 173B  
HEX: #8c9ead



PMS: 546 C  
CMYK: 85C, 60M, 57Y, 48K  
RGB: 33R, 61G, 66B  
HEX: #213d42



PMS: 7592 C  
CMYK: 23C, 72M, 86Y, 12K  
RGB: 176R, 92G, 56B  
HEX: #b05c38



PMS: 7527 C  
CMYK: 16C, 17M, 25Y, 0K  
RGB: 214R, 202G, 186B  
HEX: #d6caba

# grayscale and reverse treatment

These versions of the logo may only be used in approved circumstances when color printing is not available or to preserve legibility.



# unacceptable logo usage

The logo may not be stretched or distorted in any 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.



No effects should be applied to the logo, such as gradients, drop shadows, or glows.



The logo should not be placed in front of busy backgrounds, making it illegible.



# typography

## sans serif

### montserrat medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.

Montserrat Medium is to be used for body copy and small text or captions.

### montserrat black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!?,.**

Montserrat Black is to be used for titles and headings in all lowercase.

## serif

### esteban

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.

Esteban is the preferred serif typeface to be used for large amounts of text only if needed.

# alternate typography

## sans serif

### arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.

Arial Regular is to be used if Montserrat Medium is not available.

### arial black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!?,.**

Arial Black is to be used if Montserrat Black is not available.

## serif

### georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.

Georgia is to be used if Esteban is not available.

# visual identity system



# letterhead

When using the letterhead, all text should fit within the designated 0.5 inch margins on the left, right, and bottom, with a 1.75 inch margin on the top. The font size should be 10pt and the leading 16pt throughout.

**PERSON  
DESIGN CO**

1.75 in

April 27, 2023

Austin Phillips  
2592 N Gregg Ave, Suite 50  
Fayetteville, Arkansas 72703

Dear Mr. Phillips;

I write this letter to express my interest in the Graphic Design opening advertised on your company's website. From day one, I believe my contributions to the team at Matchstick Studio 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, marketing, and typography will allow me to play a crucial role in implementing your design initiatives.

The following are highlights of my skills and accomplishments:

- By using and teaching Adobe Creative Suite, specifically Illustrator, Photoshop, and InDesign, I have gained experience using each program. I am eager to learn more and find the solution to any problem.
- I have proven to my previous supervisors that I am a reliable employee. I am organized and can be depended on to meet deadlines or complete tasks to the utmost quality.
- By obtaining a minor in Marketing, I am more aware of how my creative work can use specific strategies to add value to the customer experience.
- I have experience working in a customer service environment. I know the importance of interacting with customers or clients in a friendly, respectable manner.

Enclosed are my resumé and references for your review. You may also view my portfolio of work at [www.PersonDesign.Co](http://www.PersonDesign.Co) or learn more about me on Instagram [@PersonDesignCo](https://www.instagram.com/PersonDesignCo). 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 **870-853-8651** or [PersonDesignCo@gmail.com](mailto:PersonDesignCo@gmail.com).

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

Sincerely,  
*Rebekah Person*  
Rebekah Person

16pt leading

10pt font

0.5 in

0.5 in

0.5 in


[www.PersonDesign.Co](http://www.PersonDesign.Co) [in](https://www.linkedin.com/in/Rebekah Person) Rebekah Person [@PersonDesignCo](https://www.instagram.com/PersonDesignCo)


Decorative graphic: Stylized letters 'P', 'S', and 'C' in blue and orange.

# business card


**PERSON**  
**DESIGN Co**

**rebekah person**

 PersonDesignCo@gmail.com

 870.853.8651

 www.PersonDesign.Co

 Rebekah Person

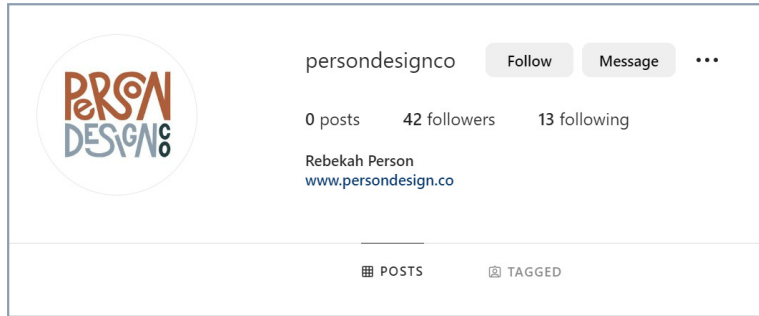
 @PersonDesignCo





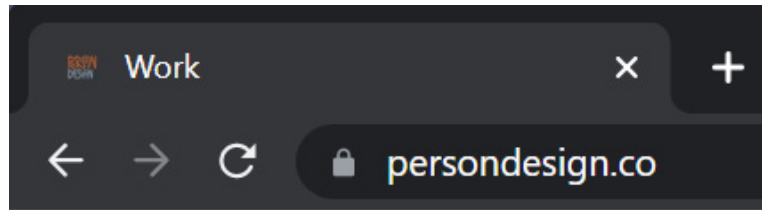
# social profile mark

The logo will be used for the Instagram profile page.



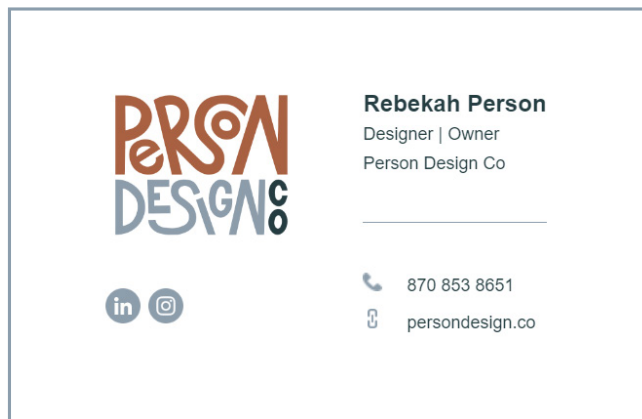
# website favicon

The website favicon for all company web pages will be the logo.



# email sign-off

All correspondence from the Person Design Co email will be accompanied by an appropriate email sign-off.



**resume**



## Rebekah Person

📞 870.853.8651  
✉ PersonDesignCo@gmail.com  
🌐 www.PersonDesign.Co  
📄 Rebekah Person  
📍 @PersonDesignCo

### education

**Bachelor of Fine Arts in Graphic Design**  
**Minor in Marketing | GPA 3.76**  
Arkansas State University  
*Graduation Date: August 2023*

### relevant courses

Design Entrepreneurship  
Typography and Layout  
Digital Illustration  
Information Design  
Identity Design  
Portfolio Capstone  
Professional Practice  
Photography  
Printmaking  
Consumer Behavior  
Marketing Management

### skills

Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Adobe XD  
Procreate  
Microsoft Office  
Typography  
Marketing

### references

Available upon request.

### professional experience

January 2023 - Present *Jonesboro, AR*

#### **Arkansas State University | Graphic Design Tutor**

Assisted in the classroom to help students learning Adobe Photoshop, Illustrator, and InDesign.

October 2020 - Present *Jonesboro, AR*

#### **Chicken Salad Chick | Cashier**

Handled money, worked with team in fast-paced environment, and interacted with customers using positive, friendly attitude. Hand-lettered promotional signage for the store.

July 2021 - January 2023 *Jonesboro, AR*

#### **Arkansas State University | Office Assistant**

Assisted with tasks in administrative office, such as scanning and filing documents.

December 2022 *Jonesboro, AR*

#### **Self-Made A-State Pop-Up Shop | Designer, Business Owner**

Hosted pop-up shop with classmates to sell items designed and created.

### awards

2019-2023 Arkansas Challenge Scholarship  
2019-2023 A-State Pride Scholarship  
2021-2022 A-State Art + Design Portfolio Award  
2019-2022 A-State Dean's List  
2020 A-State Chancellor's List

### service

July 2018 *Glorieta, NM*

#### **Student Life Camp | Volunteer**

Volunteered as camp leader to direct group activities and assist with camp functions.

# references



## references

### Travis Moser

**Job Title**

General Manager

**Employer**

Chicken Salad Chick

**Business Address**

2821 Parkwood Rd  
Jonesboro, AR 72401

**Telephone Number**

(501) 882-9604

### Leslie Parker

**Job Title**

Assistant Professor of  
Graphic Design

**Employer**

Arkansas State University

**Business Address**

2105 East Aggie Rd  
Jonesboro, AR 72401

**Email**

lemoore@astate.edu

**Telephone Number**

(870) 972-3050

### Carol Scallions

**Job Title**

Administrative Analyst

**Employer**

Arkansas State University

**Business Address**

2105 East Aggie Rd  
Jonesboro, AR 72401

**Email**

cscallions@astate.edu

**Telephone Number**

(870) 972-2761

 [www.PersonDesign.Co](http://www.PersonDesign.Co)

 [Rebekah Person](#)

 [@PersonDesignCo](#)



**correspondence**

# cover letter



April 27, 2023

Austin Phillips  
2592 N Gregg Ave, Suite 50  
Fayetteville, Arkansas 72703

Dear Mr. Phillips;

I write this letter to express my interest in the Graphic Design opening advertised on your company's website. From day one, I believe my contributions to the team at Matchstick Studio 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, marketing, and typography will allow me to play a crucial role in implementing your design initiatives.

The following are highlights of my skills and accomplishments:

- By using and teaching Adobe Creative Suite, specifically Illustrator, Photoshop, and InDesign, I have acquired in-depth experience with each program. I am always eager to learn more and find the solution to any problem.
- I have proven to my previous supervisors that I am a reliable employee. I am organized and can be depended on to meet deadlines or complete tasks to the utmost quality.
- By obtaining a minor in Marketing, I am more aware of how my creative work can use specific strategies to add value to the consumer experience.
- I have multiple years of experience working in a customer service environment. I know the importance of interacting with customers or clients in a friendly, respectable manner.

Enclosed are my resumé and references for your review. You may also view my portfolio of work at [www.PersonDesign.Co](http://www.PersonDesign.Co) or learn more about me on Instagram [@PersonDesignCo](https://www.instagram.com/PersonDesignCo). 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 **870-853-8651** or [PersonDesignCo@gmail.com](mailto:PersonDesignCo@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 "Rebekah Person".

Rebekah Person



# thank you email

Thank You - Rebekah Person, Graphic Designer – ↗ ✕

austin.phillips@matchstickstudio.co

---

Thank You - Rebekah Person, Graphic Designer


---

Mr. Phillips,

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



Thank you,  
Rebekah Person  
--













**Rebekah Person**  
Graphic Designer  
Person Design Co

---

 [870 853 8651](tel:8708538651)  
 [persondesign.co](http://persondesign.co)



**Send** ▾          

**website**





Copyright © 2023 Person Design Co - All Rights Reserved.



# about me

[www.persondesign.co/about](http://www.persondesign.co/about)



[WORK](#) [ABOUT](#) [RESUME](#) [CONNECT](#)

## a little about me

---



### Hello, I'm Rebekah!

I am a graphic designer looking forward to obtaining my Bachelor of Fine Arts in Graphic Design and minor in Marketing from Arkansas State University this year! I am passionate about typography, page layout, and all things iced coffee.

Copyright © 2023 Person Design Co - All Rights Reserved.

[WORK](#) [ABOUT](#) [RESUME](#) [CONNECT](#)

Powered by GoDaddy





# resume

Download PDF ▶



## Rebekah Person

870.853.8651  
[PersonDesignCo@gmail.com](mailto:PersonDesignCo@gmail.com)  
[www.PersonDesign.Co](http://www.PersonDesign.Co)  
Rebekah Person  
[@PersonDesignCo](#)

### education

**Bachelor of Fine Arts in Graphic Design**  
**Minor in Marketing | GPA 3.76**  
Arkansas State University  
Graduation Date: August 2023

### relevant courses

Design Entrepreneurship  
Typography and Layout  
Digital Illustration  
Information Design  
Identity Design  
Portfolio Capstone  
Professional Practice  
Photography  
Printmaking  
Consumer Behavior  
Marketing Management

### skills

Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Adobe XD  
Procreate  
Microsoft Office  
Typography  
Marketing

### references

Available upon request.

### professional experience

January 2023 - Present. *Jonesboro, AR*

**Arkansas State University | Graphic Design Tutor**  
Assisted in the classroom to help students learning Adobe Photoshop, Illustrator, and InDesign.

October 2020 - Present. *Jonesboro, AR*

**Chicken Salad Chick | Cashier**  
Handled money, worked with team in fast paced environment, and interacted with customers using positive, friendly attitude. Hand-lettered promotional signage for the store.

July 2021 - January 2023. *Jonesboro, AR*

**Arkansas State University | Office Assistant**  
Assisted with tasks in administrative office, such as scanning and filing documents.

December 2022. *Jonesboro, AR*

**Self-Made A-State Pop-Up Shop | Designer, Business Owner**  
Hosted pop-up shop with classmates to sell items designed and created.

### awards

2019-2023 Arkansas Challenge Scholarship  
2019-2023 A-State Pride Scholarship  
2021-2022 A-State Art + Design Portfolio Award  
2019-2022 A-State Dean's List  
2020 A-State Chancellor's List

### service

July 2018. *Clarieta, NM*

**Student Life Camp | Volunteer**  
Volunteered as camp leader to direct group activities and assist with camp functions.





## contact me

---

I'd love to hear from you!

SEND A MESSAGE

## linkedin

---



## instagram

---



Copyright © 2023 Person Design Co - All Rights Reserved.











































**social media**

# social media mission statement

“I use social networks to inform and inspire my community by sharing my work and promoting myself to build my personal brand and grow my business. Through social media, I am able to connect with likeminded designers and professionals who value the services we offer and will promote me to others. To accomplish this, I showcase my brand online by being authentic to my personality, interests, and values.”

# social media content calendar

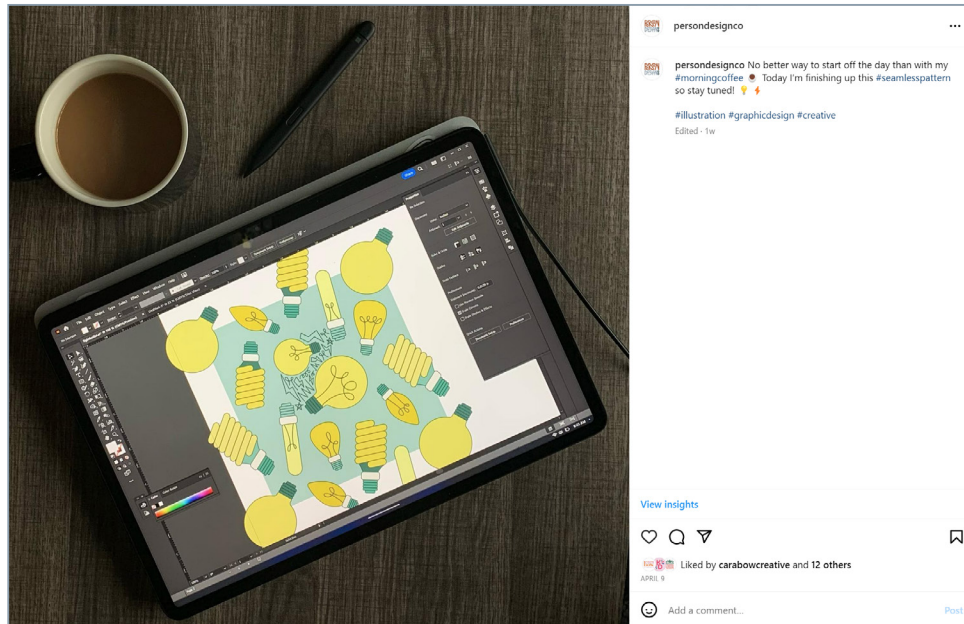
sunday	monday	tuesday	wednesday	thursday	friday	saturday
<p><b>10am</b></p>  <p>Instagram #coffeetime real life image</p> <p><b>8pm</b></p>  Check LinkedIn  Check Instagram Reply to comments <p>Schedule Monday morning post on Instagram</p>	<p><b>8am</b></p>  <p>Starting the week off feeling #inspired by this work @mention designer</p> <p><b>10am</b></p>  Check LinkedIn  Check Instagram Reply to comments <p><b>6pm</b></p>  <p>Instagram share my process of a project from start to finish</p> <p><b>8pm</b></p>  Check LinkedIn  Check Instagram Reply to comments	<p><b>10am</b></p>  <p>Instagram #tiptuesday and share a design tip that could be useful to others</p> <p>  <b>Be</b></p> <p>Share my Behance and website links with an image of one of my latest projects.</p> <p><b>12pm</b></p>  Check LinkedIn  Check Instagram Reply to comments <p><b>6pm</b></p>  <p>Instagram time for a #tuesdaytutorial of something art/design related</p> <p><b>8pm</b></p>  Check LinkedIn  Check Instagram Reply to comments <p>Schedule Wednesday morning post on Instagram</p>	<p><b>8am</b></p>  <p>Instagram share a #workinprogress of a current project</p> <p><b>10am</b></p>  Check LinkedIn  Check Instagram Reply to comments <p><b>6pm</b></p>  <p>Instagram share a fellow classmates work with @mention</p> <p> <p>Share an article about something art/design related.</p> <p><b>8pm</b></p>  Check LinkedIn   Check Instagram            Reply to comments</p>	<p><b>10am</b></p>  <p>Instagram of #throwbackthursday to a previous project I worked on</p> <p> <p>Share my latest Instagram post.</p> <p><b>12pm</b></p>  Check LinkedIn   Check Instagram            Reply to comments</p> <p><b>6pm</b></p>  <p>Instagram promote #upcomingevent and the number of weeks away from the #astatebranded show</p> <p><b>8pm</b></p>  Check LinkedIn  Check Instagram Reply to comments <p>Schedule Friday morning post on Instagram</p>	<p><b>8am</b></p>  <p>Instagram #happyfriday check out this work I just finished on my website and mention link in bio</p> <p><b>10am</b></p>  Check LinkedIn  Check Instagram Reply to comments <p><b>6pm</b></p>  <p>Instagram share a real life image, doodle from the week, or a week recap of what I worked on</p> <p><b>8pm</b></p>  Check LinkedIn  Check Instagram Reply to comments <p>Schedule Saturday morning post on Instagram</p>	<p><b>10am</b></p>  <p>Instagram share the work of a designer I follow on Instagram</p> <p><b>8pm</b></p>  Check LinkedIn  Check Instagram Reply to comments



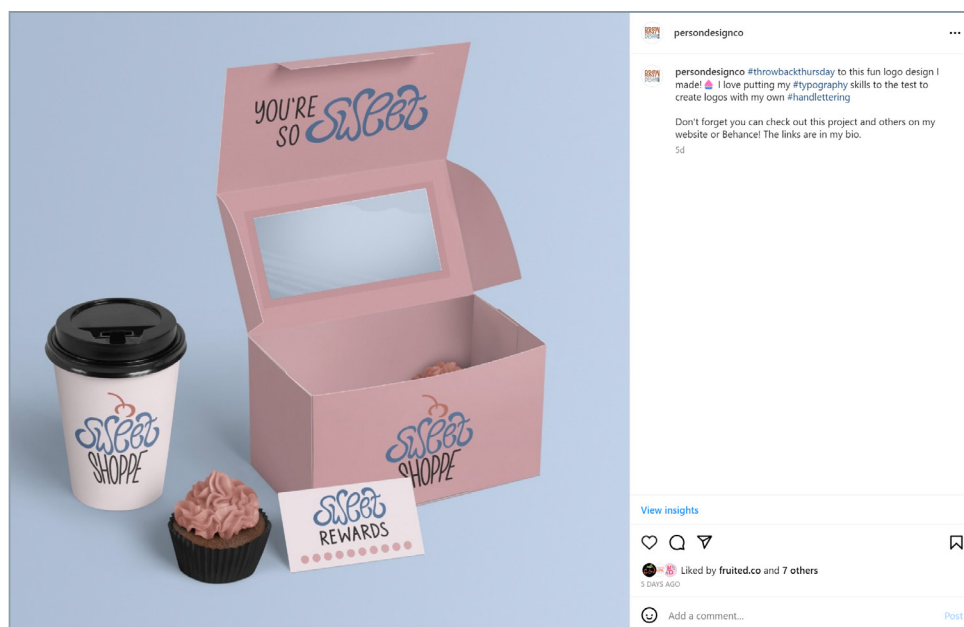


# instagram posts



Following my content calendar, I made a #morningcoffee post with a real life photo. In this specific post, I shared a work-in-progress.



Following my content calendar, I also made a #throwbackthursday post of a previous project. I also used this post as an opportunity to mention my website and Behance.







www.PersonDesign.Co PersonDesignCo@gmail.com @PersonDesignCo

### Rebekah Person

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

9 connections

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

Showcase services you offer so you and your business can be found in search. [Get started](#)

#### Analytics

Private to you

- 12 profile views  
Discover who's viewed your profile.
- 16 post impressions  
Check out who's engaging with your posts.
- 5 search appearances  
See how often you appear in search results.

#### Resources

Private to you

- Creator mode** Off  
Get discovered, showcase content on your profile, and get access to creator tools
- My network**  
See and manage your connections and interests.

[Show all 5 resources →](#)

#### About

An organized, hard-working individual eager to apply my skills as a graphic designer to expand my knowledge and experience while contributing to the success of your company.

#### Activity

10 followers [Start a post](#)

Rebekah Person posted this • 5d

The [#astatebranded](#) show is happening two weeks from today! My classmates and I will be there ready to share our work with you, so be sure to come check it out!

1

Rebekah Person posted this • 6d

This week I wanted to share some helpful [#designtips](#) about [#typography](#), go check it out over on my [#instagram!](#)

Rebekah Person on Instagram: "It's time for [#tptuesday](#) so this week I wanted to share some helpful [#de...](#)"

1

Rebekah Person posted this • 1w

My website has been in the works for a while now, so I am super excited to share that it is officially live!! Go check it out to see the projects I've been working on lately. ...

**Person Design Co**  
persondesign.co • 1 min read

5

[Show all activity →](#)

#### Experience

**Arkansas State University**  
Part-time · 1 yr 10 mos  
Jonesboro, Arkansas, United States

- Graphic Design Tutor**  
Jan 2023 - Present · 4 mos  
Assisted in the classroom to help students learning Adobe Photoshop, Illustrator, and InDesign.  
**Skills:** Adobe Illustrator · Adobe Photoshop · Adobe InDesign
- Office Assistant**  
Jul 2021 - Jan 2023 · 1 yr 7 mos  
Assisted with tasks in administrative office, such as scanning and filing documents.

**Cashier**  
Chicken Salad Chick - Part-time  
Oct 2020 - Present · 2 yrs 7 mos  
Jonesboro, Arkansas, United States  
Handled money, worked with team in fast-paced environment, and interacted with customers using positive, friendly attitude. Handlettered promotional signage for the store.  
**Skills:** Customer Service

#### Education

**Arkansas State University**  
Bachelor of Fine Arts - BFA, Graphic Design  
Aug 2019 - Aug 2023

**Arkansas State University**  
Minor, Marketing

#### Skills

[Demonstrate skills](#) +

**Typography**  
1 endorsement  
Typography and Layout

**Microsoft Office**  
1 endorsement

**Marketing**  
1 endorsement  
Consumer Behavior  
Marketing Management

[Show all 7 skills →](#)

#### Courses

**Consumer Behavior**  
Associated with Arkansas State University

**Design Entrepreneurship**  
Associated with Arkansas State University

**Digital Illustration**  
Associated with Arkansas State University

[Show all 10 courses →](#)

#### Honors & awards

**Arkansas Challenge Scholarship**  
Associated with Arkansas State University

**Art+Design Portfolio Award**  
Associated with Arkansas State University

**Dean's and Chancellor's List**  
Associated with Arkansas State University

[Show all 4 honors & awards →](#)

# linkedin posts

Following my content calendar, I shared my website link on LinkedIn.



**Rebekah Person** • You  
Graphic Designer  
1w • 🌐

My website has been in the works for a while now, so I am super excited to share that it is officially live!! Go check it out to see the projects I've been working on lately.

<https://persondesign.co/>

#graphicdesign #portfolio #creative

**PERSON**  
**DESIGN Co**

Person Design Co  
persondesign.co • 1 min read

The screenshot displays the Behance profile of Rebekah Person. The profile header includes her name, title as a Graphic Designer at Person Design Co., her website (www.persondesign.co), and location (AR, USA). Navigation buttons for 'Edit Your Profile' and 'Try Adobe Portfolio' are visible. A 'Hire Me' section is also present. The main content area features a grid of 12 design projects, including a 'STUDY HABITS' poster, an open book, a calendar, a coffee tin, a phone case, a 'fruiticious' can, a coffee cup and box, a sketchbook, and a notebook. The footer contains site navigation and the Adobe logo.

**Behance** For You Discover Live Hire Jobs Search... Share Your Work Adobe

**PERSON DESIGN CO.**  
www.PersonDesign.Co @PersonDesignCo Rebekah Person

**Rebekah Person**  
Graphic Designer  
Person Design Co.  
www.persondesign.co  
AR, USA

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

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

Project Views: 65  
Appreciations: 7  
Followers: 9  
Following: 10

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

MEMBER SINCE: FEBRUARY 22, 2023

**Work** Services Adobe Stock NFTs Livestreams Moodboards Appreciations Insights Drafts

- STUDY HABITS data portraits
- Open book
- Calendar
- Coffee tin
- Phone case
- fruiticious can
- Coffee cup and box
- Sketchbook
- hot or not? notebook

More Behance English TOU Privacy Community Help Cookie preferences Do not sell or share my personal information Adobe

**business plans**

# business plan a

## identity

**What's your full name?**

Rebekah Person

**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 name to be incorporated into my business 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."**

A mid-size city in the U.S.

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

I would like to have a combination of both. I'd like to have a physical office to keep me on task, but be able to work from home if I need to.

## 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 have strong attention to detail skills.
2. I am organized.
3. I am a hard worker.

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

1. I could network better with the graphic design community.
2. I could stay up to date design styles and trends.
3. I am always able to keep learning more and strengthen my skills.

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

1. I can get overwhelmed by my surroundings.
2. I would sometimes rather work alone than with other.
3. I procrastinate.

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

1. There are graphic designers with more experience.
2. Design trends are constantly changing.
3. There could be advances in technology or new programs.

**your mission:****What drives you? What keeps you motivated? What are you passionate about?**

I want to create work that I am proud of, so I strive to do everything to the best of my abilities. I would rather work harder to achieve good results, than do something halfway and be unhappy with the final product.

**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 enjoy the work I have done as a graphic designer. I would love to use my typography skills in my work, whether that be to create logos or to incorporate into a page layout. I want a career I am happy doing rather than a career doing something I hate.

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

I see myself working in-house for a business constantly growing my skills as a designer and gaining experience. I would like to be doing work that I am proud of and passionate about. I would be happily living on my own or with someone but definitely with the company of a dog. I would like to have achieved a sense of balance in my life and be in a very stress free place.

**Where do you see yourself in 10 years?**

In ten years, I would like to have been successful in my career creating work that I am proud of. I would like to have moved up in my career. I don't think of success as having money, but I would like to be living comfortably. I hope to have a house established with my family surrounded by everything that bring me peace and happiness.

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

I am going to continue making work and growing my skills as a designer to stay competitive in the creative field. I will continue to stay on the lookout for opportunities to learn and connect with other designers.

**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: Typography****Qualifications & Competitive Advantages:**

I believe my typography work is strong, and I have created many successful designs using my own typography rather than existing typefaces and fonts.

**Strength 2: Page Layout****Qualifications & Competitive Advantages:**

I believe my organizational and attention to detail skills give me an advantage when it comes to page layout. I notice the small details that others might not see.

**Strength 3: Marketing Strategy****Qualifications & Competitive Advantages:**

In addition to my graphic design degree, I am obtaining a minor in marketing. I have taken several marketing classes and have knowledge of marketing strategies.

## 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 think of clever, creative ideas on the spot.

**Training:**

Someone who stayed in school longer to obtain a Master's degree.

**Experience:**

Someone with freelance or internship work or someone with job experience.

**Specialty:**

Someone with strong illustration skills.

## 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?

While I would enjoy doing work for small local businesses, I think I would work better in-house as a graphic designer for a specific company focusing on that one brand.

**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 do need some direction, and I would like to consider their vision and ideas, but I would like to have control over the designs and be able to create different design options.

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://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

1

## What's your full name?

Rebekah Person

## 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: Fayetteville, AR

- **Comparable Salary:** \$35,514
- **Groceries:** 2% Down
- **Housing:** 11% Up
- **Utilities:** 2% Up
- **Transportation:** 16% Up
- **Health Care:** 1% Down

### City 2: Memphis, TN

- **Comparable Salary:** \$34,130
- **Groceries:** 2% Down
- **Housing:** 11% Up
- **Utilities:** 4% Down
- **Transportation:** 5% Up
- **Health Care:** 4% Up

### City 3: Nashville, TN

- **Comparable Salary:** \$38,638
- **Groceries:** 6% Up
- **Housing:** 46% Up
- **Utilities:** 5% Down
- **Transportation:** 8% Up
- **Health Care:** 10% Up

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

Fayetteville, AR



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

2

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):**

\$55

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

[Adobe Creative Cloud](#)

**Cost of Website:**

\$15

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

[GoDaddy Premium Plan](#)

**Cost of Continued Education**

\$0

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

I will access free sources available online.

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

\$986.5

**Briefly explain your math.**

For a salary of \$35,514, I would set aside 1/3, which is \$11,838. I divided that amount by four to get a quarterly total of \$2959.5. I divided that amount by 3 to get a monthly total of \$986.5.

**Other:**

\$45 Phone

\$985 Rent (in-home office space, utilities included)

**TOTAL ESTIMATED COST PER MONTH:**

\$2,542.5

**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/hr

**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:**

\$3,857.5

**financial forms**

# hourly estimate



## estimate

The following is an estimate from Person Design Co 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.

📍 PO BOX 4111, Fayetteville, AR 72702

📞 870.853.8651

✉ PersonDesignCo@gmail.com

📷 @PersonDesignCo    👤 Rebekah Person

🌐 www.PersonDesign.Co

**thank you!**

# project quote



## quote

The following is a quote from Person Design Co 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.

📍 PO BOX 4111, Fayetteville, AR 72702

📞 870.853.8651

✉️ PersonDesignCo@gmail.com

📷 @PersonDesignCo    🌐 Rebekah Person

🌐 www.PersonDesign.Co

**thank you!**

# hourly invoice



## invoice

**Thank you for the opportunity to work with you!**

All payments can be made to Rebekah Person 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**

📍 PO BOX 4111, Fayetteville, AR 72702

📞 870.853.8651

✉ PersonDesignCo@gmail.com

📷 @PersonDesignCo    in Rebekah Person

🌐 www.PersonDesign.Co

**thank you!**

# project invoice



## invoice

**Thank you for the opportunity to work with you!**

All payments can be made to Rebekah Person 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

Project Rate: \$XX

Revisions:

Rate: \$XX/hr

Hours:

**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: \$XX**

📍 PO BOX 4111, Fayetteville, AR 72702

📞 870.853.8651

✉ PersonDesignCo@gmail.com

📷 @PersonDesignCo    in Rebekah Person

🌐 www.PersonDesign.Co

**thank you!**

**promotional  
merchandise**





PEROW  
DESIGN Co





**thank you!**