



BRAND BOOK
TRINITY SIMMONS

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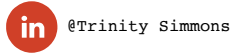
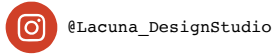
BRAND POSITIONING STATEMENT

For new age business owner who need to find a way to express themselves creatively and visually, the Lacuna Design Studio is an upcoming studio that curates all forms of design , illustrations, and other elements of creativity that welcomes any and all ideas.

BRAND BOARD

Trinity Simmons

Lacuna Design Studio
Lacunadesign@gmail.com
870-530-6548
www.behance.net/trinitysimmons



LOGO



MARK



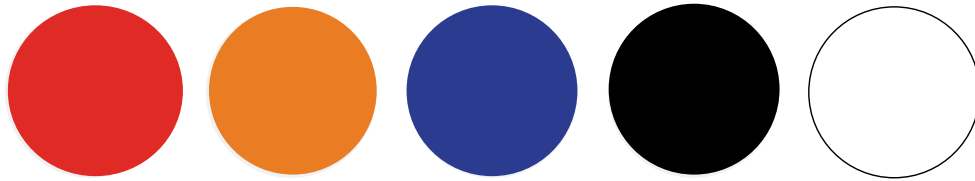
LOGOTYPE



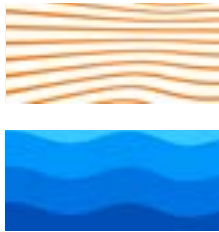
BRAND POSITIONING STATEMENT

Lacuna Design Studio caters to contemporary creatives seeking visual expression. Specializing in designs and illustrations, we craft elements that bring clients' ideas to life, by offering impactful visuals that resonate with audiences.

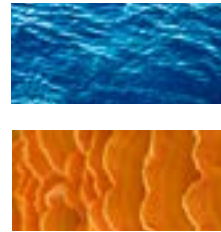
COLOR PALETTE



PATTERNS



TEXTURES



TYPEFACES

Phoreus Cherokee

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

PHOTO TREATMENT



VISUAL GUIDELINES

LOGO



components of logo



mark



logotype

CLEAR SPACE REQUIREMENTS

A blank space the size of the logotype's L must always be present around the logo to preserve visual clarity.



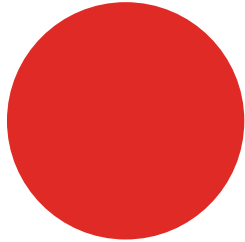
minimum size

The minimum size for the logo is 0.75inch by 0.59inch as shown below.

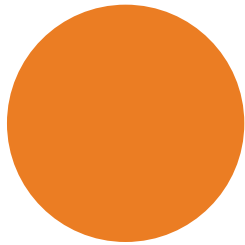


COLORS

These are the only approved color that are associated with the brand.

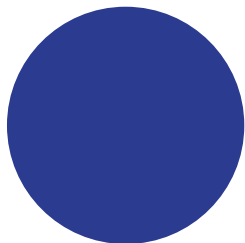


Pantone: 7597 C
CMYK: 8C 89M 98Y 1K
RGB: 209R 65G 36B
Hexadecimal: #D14124



Pantone: 1585 C
CMYK: 12C 76M 94Y 0K
RGB: 239R 99G 43B
Hexadecimal: #F6A13

ACCENT COLOR



Pantone: 2746 C
CMYK: 100C 98M 9Y 4K
RGB: 23R 28G 143B
Hexadecimal: #171C8F

LOGO VARIATIONS



full color

This is the only acceptable color variation.



reverse logo treatment

This is the only acceptable color variation when placed on a black background.



grayscale

This is the only acceptable grayscale variation.



reverse treatment grayscale

This is the only acceptable reverse grayscale variation when placed on a black background.

UNACCEPTABLE LOGO



Do not stretch or warp logo in any way that is not within the correct size and proportions already provided.



Do not recolor or place logo in a solid color that is not approved in the color variations provided.



Do not display logo with any stylization such as outline, gradient, drop shadow, etc.



Do not place logo on illustrative background or photograph.

TYPOGRAPHY

The listed sans serif and serif typeface are to be used for body copy text. The sans serif typeface is preferred for most formats, but in instances where it becomes difficult to read, the serif typeface may be used.

SANS SERIF

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

SERIF

Phoreus Cherokee

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

ALTERNATIVE TYPOGRAPHY

The listed sans serif and serif typeface are to be used for body text if the preferred typography is not available.

SANS SERIF

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

SERIF

Courier

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

BUSINESS CARD



LETTERHEAD



WEBSITE FAVICON



SOCIAL PROFILE



lacuna_designstudio

Edit profile

View archive

Ad tools



14 posts

111 followers

269 following

Lacuna Design Studio she/her/they/theirs

Entrepreneur

AR | Graphic Designer/Artist

Fill the World with Creativity 🍌

"art will survive, artist won't..."

🌐 lacunadesianstudio.com

EMAIL SIGN-OFF



Trinity Simmons
Graphic Designer
Lacuna Design Company

870 530 6548
LacunaDesign@gmail.com
LacunaDesignStudio.com



[Create Your Own Free Signature](#)

RESUME



TRINITY SIMMONS

- [LacunaDesign_Studio](#)
- LacunaDesign@gmail.com
- [LacunaDesignStudio.com](#)
- [Trinity Simmons](#)
- 870-530-6548

EDUCATION

Bachelors of Fine Arts in Graphic Design
Arkansas State University
Graduation Date December 2024

RELEVANT COURSES

- Art Direction in Advertisement
- Design Entrepreneurship
- Fiber Arts
- Front End Web Development
- Identity Design
- Information Design
- Interaction Design
- Photography
- Portfolio Capstone
- Typography and Layout

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe Dreamweaver
- Procreate
- Microsoft Word
- Microsoft Powerpoint

SCHOLARSHIP

2020 Myra Tillman Memorial Award
2020 - 2021 Incentive Scholarship

PROFESSIONAL EXPERIENCE

- *January 2024 - Present*
NEA Baptist Memorial Hospital | Marketing Intern
Jonesboro, AR
Contributed to design and layout across multiple platforms, including social media and print formats, while adhering to brand standards to ensure cohesive visual representation.
- *August 2019 - Present*
Lacuna Ink | Entrepreneurial Graphic Designer
Jonesboro, AR
Promoting a personal business across media specializing in multimedia, including, digital platforms, paintings, and illustrations.
- *June - December 2023*
Craighead County Jonesboro Public Library | Marketing Assistant
Jonesboro, AR
Supported the PR and Marketing Department by crafting compelling designs for both social media and print platforms, maintaining cohesive branding strategies to enhance the promotion of multiple social events.
- *August 2020 - August 2023*
Craighead County Jonesboro Public Library | Page (Part Time)
Jonesboro, AR
Contributed to the maintenance of a local library by providing support to patrons in accessing educational resources and assisting in the organization and management of library materials.

SERVICES

July 2018 - December 2018
Beans Tots and Toddlers | Afterschool Volunteer
Jonesboro, AR
Instruct children (K-2nd grade) on basic Spanish vocabulary words based on teacher's lesson plan.

REFERENCES

Available upon request.

REFERENCES



REFERENCES & CONTACTS

Chrissy Holbrook

Development Officer

Food Bank of Northeast Arkansas

863.660.1342

chrissy.holbrook6@gmail.com

Under Chrissy's management at the Jonesboro Public Library, I was able to gain skills of diverse design strategies and how to tailor them to a multitude of events, demographics, and community needs, which in turn increased engagement both locally and regionally.

Nicole Frakes

Marketing Director

NEA Baptist Memorial Hospital Administration

870.919.8482

nicole.frakes@bmhcc.org

Nicole was my supervisor at NEA Baptist Memorial Hospital where I was able to assist in organizing and managing archival material dating back several years to enhance accessibility. As well as contributing to improving outdated designs in order to communicate our current brand standards and information.

Alexis Jackson

Service Delivery Coordinator

Optus Inc

870.761.5359

aj.jackson@optusinc.com

During my time working with Alexis, she and I were able to collaborate on diverse creative events involving a wide range of age groups, from instructional art seminars to providing a conducive space for students to study and access educational resources at the library. Our teamwork was able to cultivate an engaging environment across various demographics.



LACUNA_DESIGNSTUDIO



LACUNADESIGN@GMAIL.COM



LACUNADESIGNSTUDIO.COM



870.530.6548



CORRESPONDENCE

COVER LETTER



Dear Mr. Phillip;

I am writing this letter to express my interest in the Graphic Designer position advertised on your company's website. From day one, I believe my contributions to the team at Matchstick Studios 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, HTML/CSS, UI/UX Design, Photography and Illustration will allow me to play a crucial role in implementing your design and brand initiatives.

The following are highlights of my skills and accomplishments:

- During my time with the Jonesboro Public Library, I volunteered outside of work hours to organize and lead recurring art instructional seminars for various age groups, fostering creativity and community engagement.
- While an intern at NEA Baptist Memorial Hospital, I organized files dating back over five years to create a more efficient work environment and improve access to essential files/data for smoother department processes.
- I've managed and grown a remote business for several years, offering both digital and tangible art creations to multiple clients.

Enclosed are my resumé and references for your review. You may also view my portfolio of work at **LacunaDesignStudio.com** or learn more about me on Instagram **@Lacuna_DesignStudio**. I more than welcome the opportunity to discuss how my skills and strengths can best serve your company. I will contact you this week or please feel free to contact me at **870-530-6548** or **LacunaStudio.Design@gmail.com**. I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

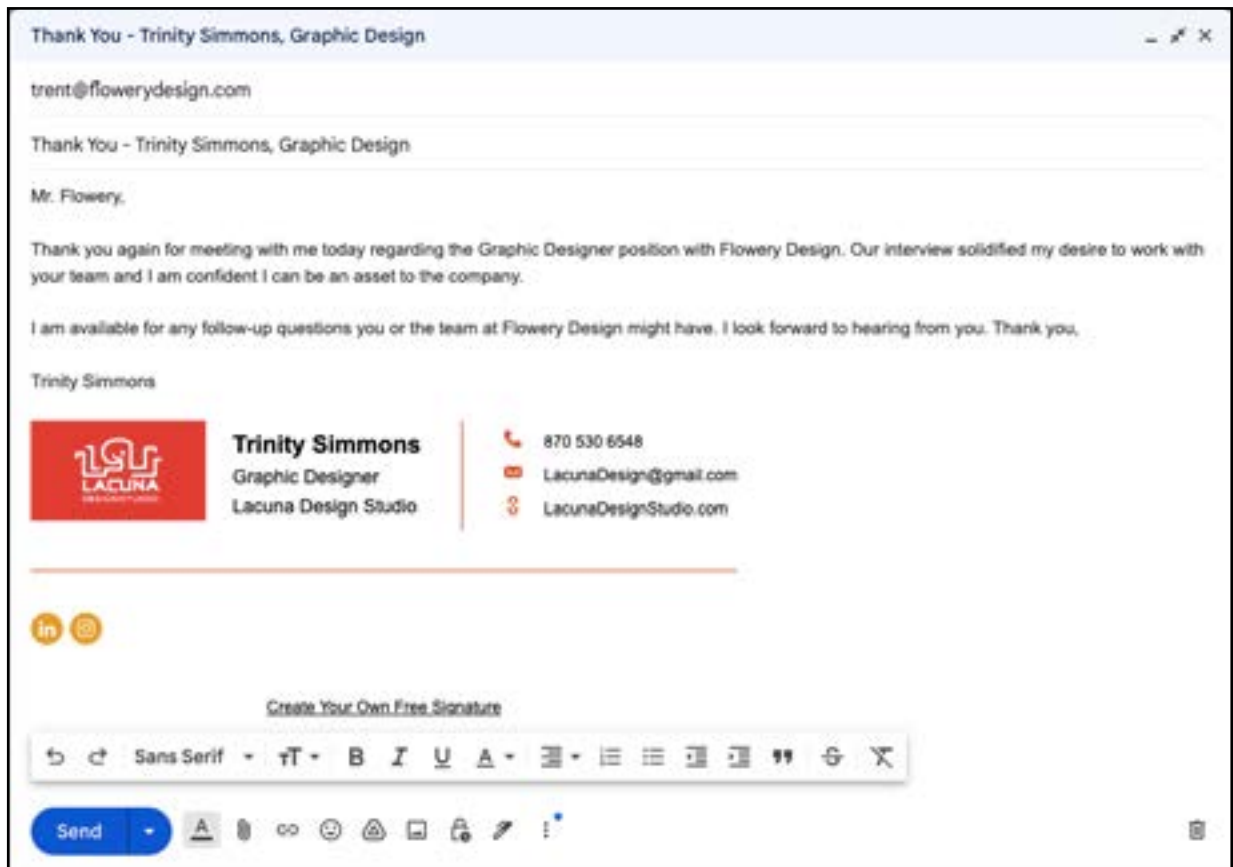
A handwritten signature in black ink that reads "Trinity Simmons".

Trinity Simmons

LACUNADESIGN_STUDIO LACUNASTUDIO.DESIGN@GMAIL.COM LACUNADESIGNSTUDIO.COM 870.530.6548

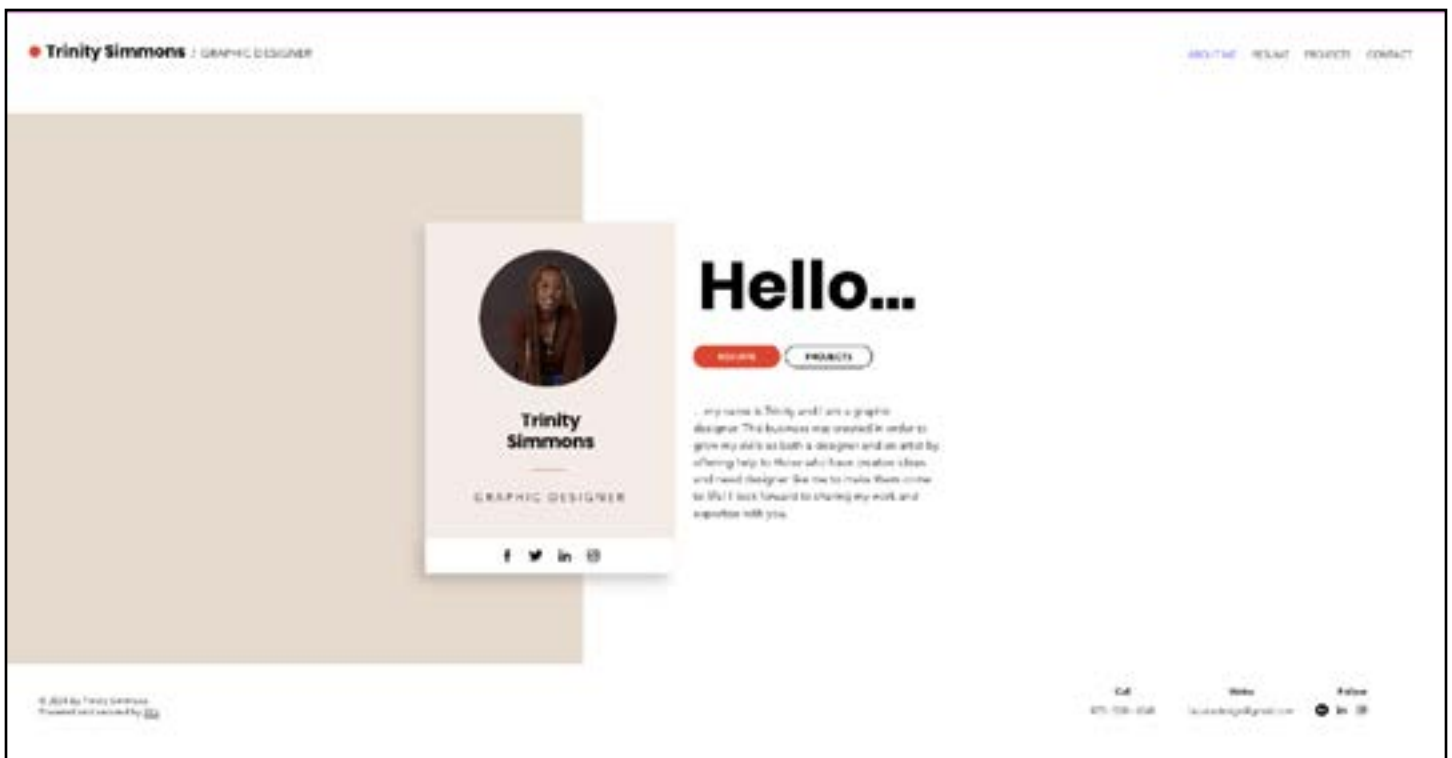


THANK YOU EMAIL

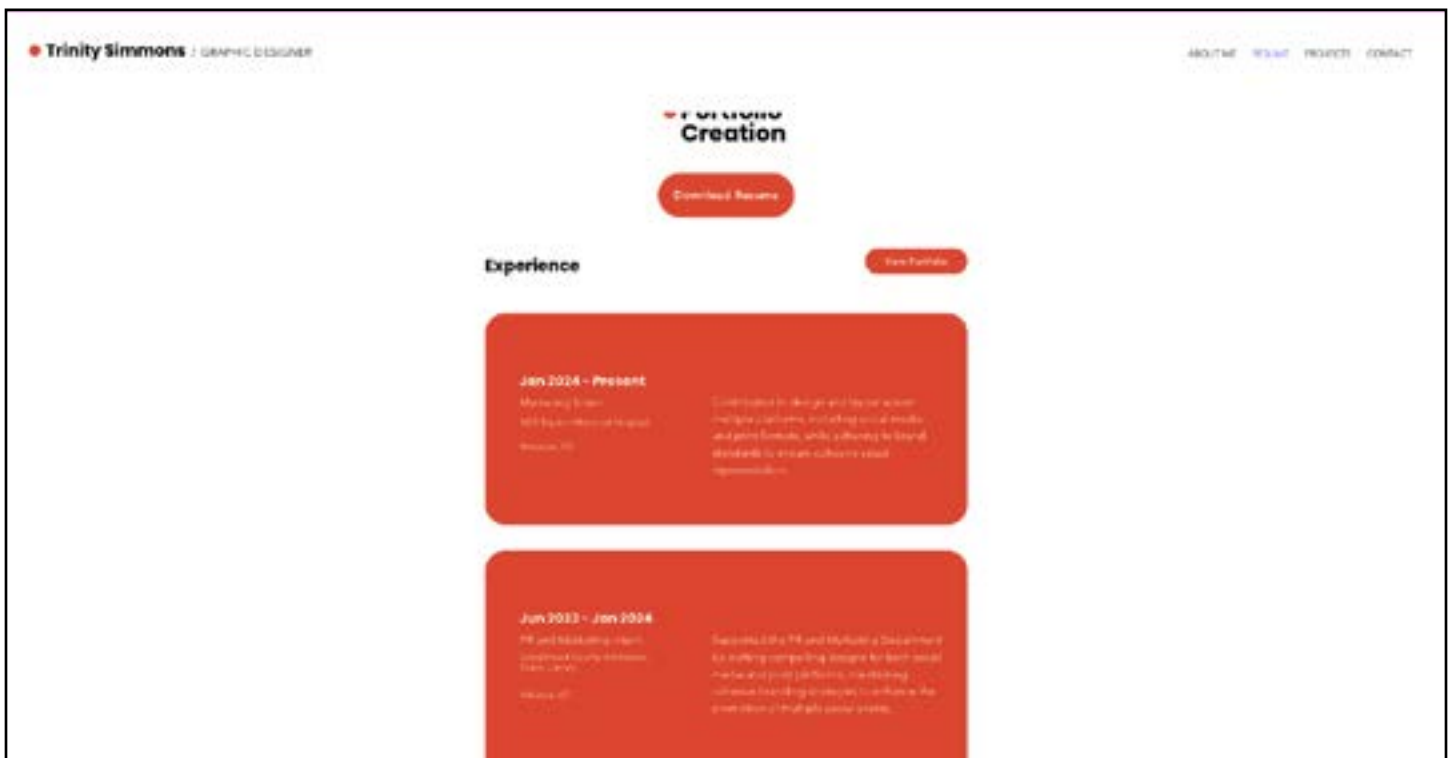


WEBSITE

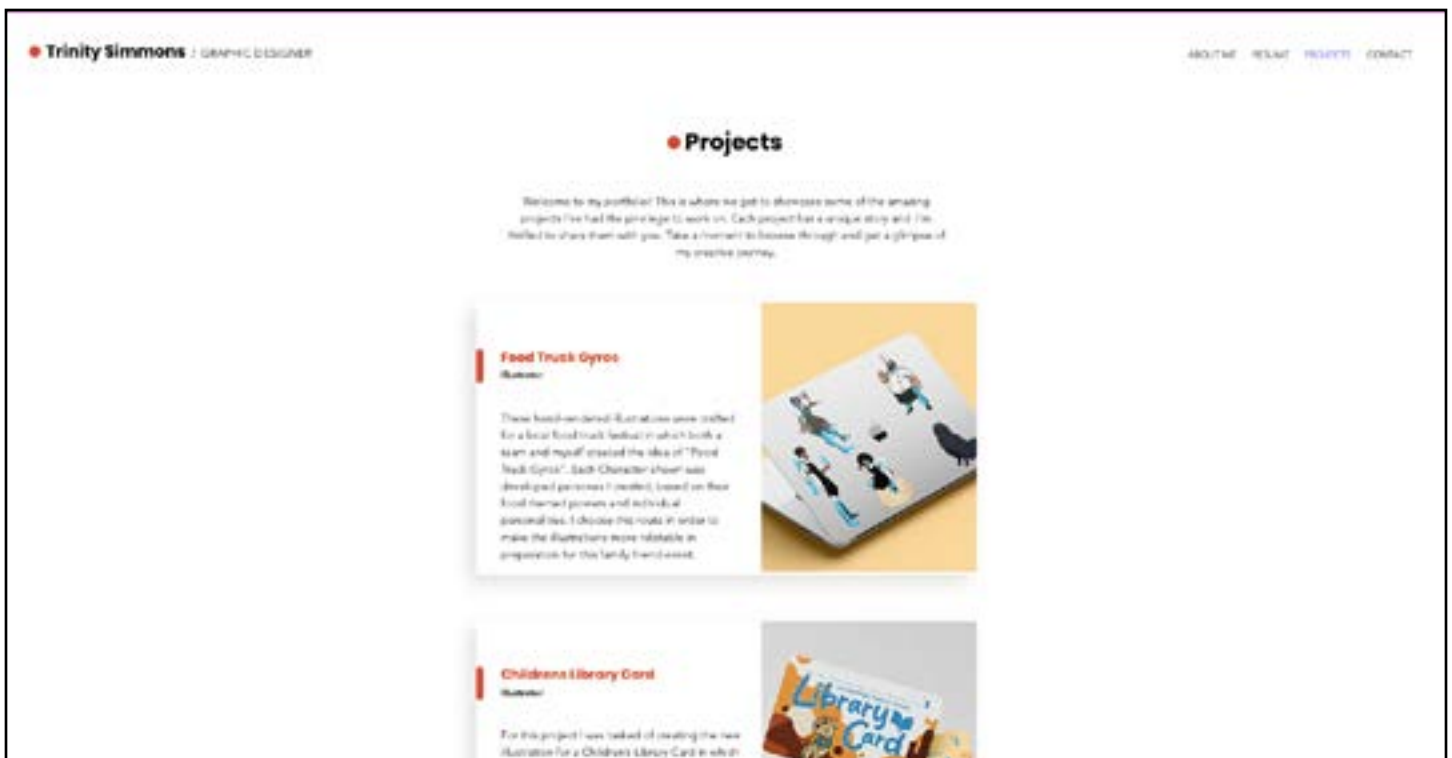
WEBSITE



WEBSITE



WEBSITE



WEBSITE

The image shows a screenshot of a website's contact form. The form is centered on a large red background. At the top left of the page, the text 'Trinity Simmons | GRAPHIC DESIGNER' is visible. At the top right, there are navigation links: 'HOME', 'ABOUT', 'PROJECTS', and 'CONTACT'. The form itself is white and contains the following fields and elements:

- Title: "• Got in Touch"
- First Name* (text input)
- Last Name* (text input)
- Phone* (text input)
- City* (text input)
- Subject (text input)
- Message (text area)
- SEND MESSAGE (button)

SOCIAL MEDIA

SOCIAL MEDIA MISSION STATEMENT

I use social media as a way to connect with other creators and to find inspiration amongst other individuals. I use it as a way to share my work online to people in both a creative and professional manner, as well as a way to inspire other creators. It is also a good way to keep track of my growth as a designer by being able to organize both past, present, and future projects by showcasing

SOCIAL MEDIA CONTENT CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>@ 10am Check In: Replies, Comments, Stories and Direct Messages</p> <p>@ 11am Sunday Reset: To Do List for the Week #To Do #Reset</p> <p>@ 1pm Check In: Replies, Comments, and Direct Messages</p> <p>in 6pm Check In: Replies, Comments, and Direct Messages</p> <p>@ 6pm Update and Schedule: On Instagram</p>	<p>@10am Check In: Replies, Comments, Stories and Direct Messages</p> <p>@ 11am Small Video: What's In My Backpack?</p> <p>@1pm Check In: Replies, Comments, and Direct Messages</p> <p>in 3pm Work/Intern Update: Intern, Current Work Project, Job Experience, New Skills, FUn Facts</p> <p>in 5pm Check In: Replies, Comments, and Direct Messages</p>	<p>@ 10am Check In: Replies, Comments, Stories and Direct Messages</p> <p>@ 11am Q&A or Polls: Open Forum for followers to ask Questions about me or Vote</p> <p>@ 1pm Check In: Replies, Comments, Stories and Direct Messages</p> <p>in 3pm Procreate Tips: Procreate Fun Facts or Walkthrough. @Procre #Walkthrough</p> <p>in 5pm Check In: Replies, Comments, and Direct Messages</p>	<p>@ 10am Check In: Replies, Comments, Stories and Direct Messages</p> <p>@ 11am Lacuna Lingo: Word/Phrases we say as Designers #Lingo</p> <p>@ 11am Learn w/ Lacuna: Octopus Vlog w/ @Brandajahhhh #Crochet #TryIt</p> <p>@ 1pm Check In: Replies, Comments, and Direct Messages</p> <p>in 3pm Check In: Replies, Comments, and Direct Messages</p> <p>@ 6pm Update and Schedule: On Instagram</p>	<p>@ 10am Check In: Replies, Comments, Stories and Direct Messages</p> <p>@ 11am How To: Adobe Walkthroughs @Adobe</p> <p>@ 1pm Check In: Replies, Comments, and Direct Messages</p> <p>@ in 3pm Tips for New Designers: Hints, Shortcuts, Apps to Have, Tools to Have, Reviews</p> <p>in 5pm Check In: Replies, Comments, and Direct Messages</p>	<p>@ 10am Check In: Replies, Comments, Stories and Direct Messages</p> <p>@ 11am Portfolio Update/Week Recap: Post Current/Finished Projects (And on Story w/ Votes) or Short Video Recap Video (Alternating)</p> <p>@ 1pm Check In: Replies, Comments, Stories and Direct Messages</p> <p>in Be 3pm Portfolio Update: Post Current/Finished Projects</p> <p>in 5pm Check In: Replies, Comments, and Direct Messages</p>	<p>@ 10am Check In: Replies, Comments, Stories and Direct Messages</p> <p>@ 11am Font and Pantone Color of the Week: @Pantone #Typeface</p> <p>Week Rating: Ask Followers to Rate their Week (Story)</p> <p>@ 1pm Check In: Replies, Comments, Stories and Direct Messages</p> <p>in 3pm Font and Pantone Color of the Week: @Pantone #Typeface</p> <p>in 5pm Check In: Replies, Comments, and Direct Messages</p>

INSTAGRAM

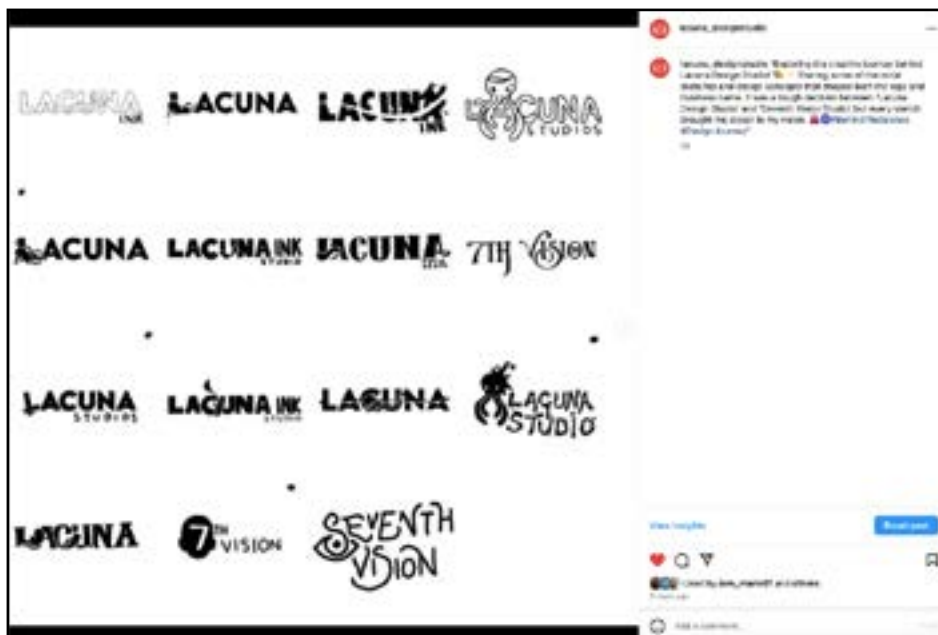
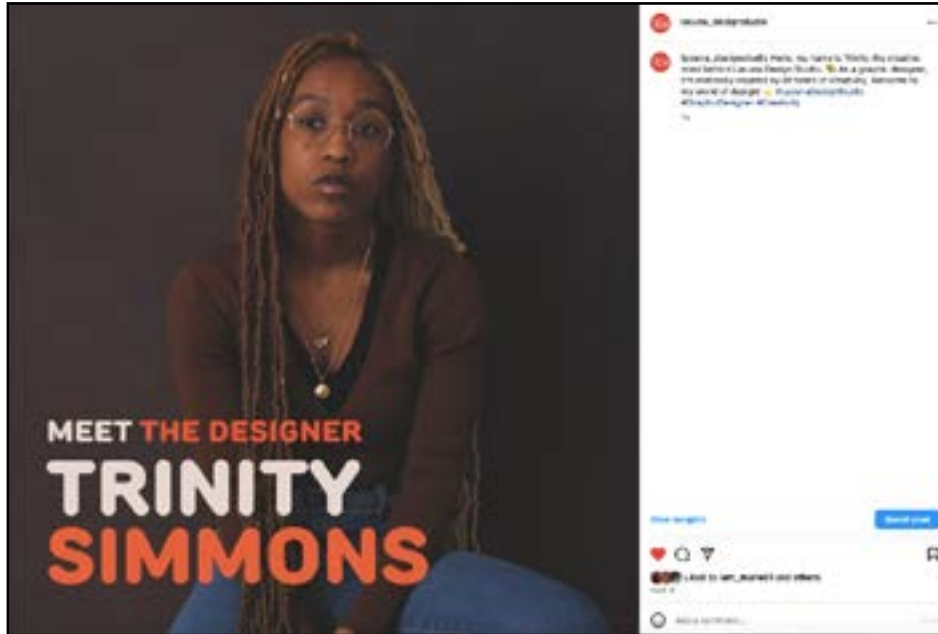
@Lacuna_DesignStudio

With use of my content creation calendar for scheduling Instagram posts and reels by scheduling topics and information to reach a wider range of followers to boost interaction on a specific day throughout the week and to keep a consistent social media presence



INSTAGRAM POSTS

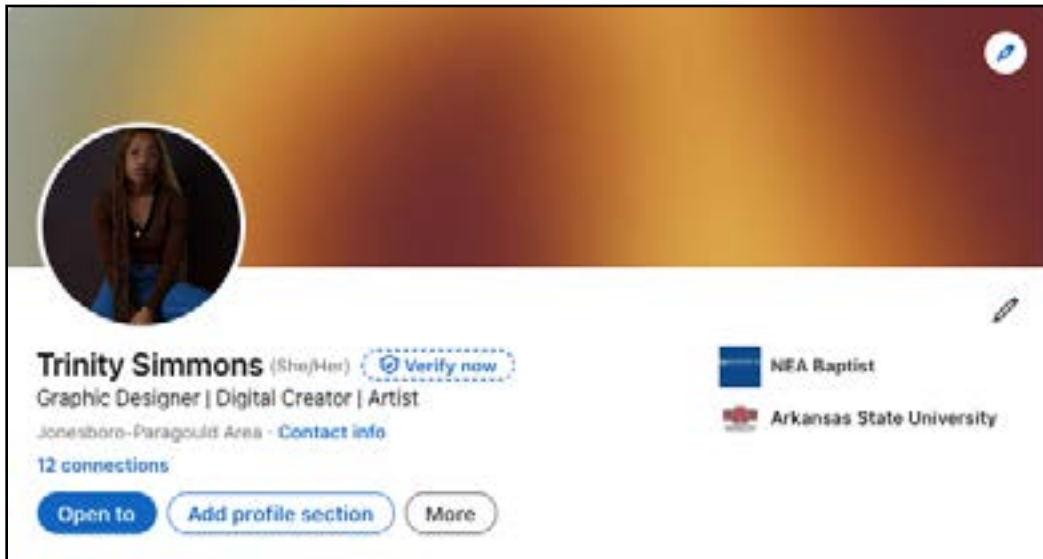
@Lacuna_DesignStudio



LINKEDIN

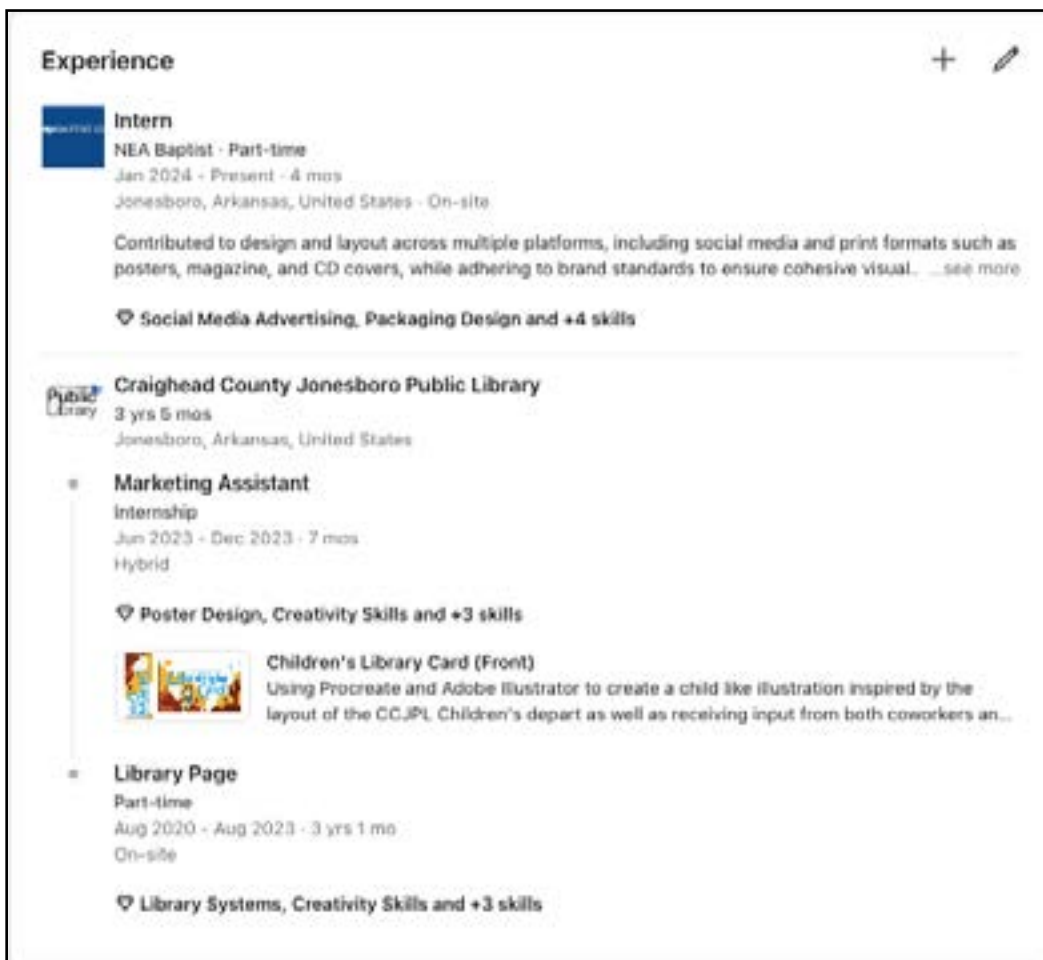
[Trinity Simmons](#)

With setting up my content creation calendar for LinkedIn I plotted out various posts and ideas to make posts that would connect with my peers, educators, employees, and organizations to reach all stated areas professionally.



Trinity Simmons (She/Her) [Verify now](#)
Graphic Designer | Digital Creator | Artist
Jonesboro-Paragould Area - [Contact info](#)
12 connections
[Open to](#) [Add profile section](#) [More](#)

NEA Baptist
Arkansas State University



Experience

- Intern**
NEA Baptist · Part-time
Jan 2024 - Present · 4 mos
Jonesboro, Arkansas, United States · On-site
Contributed to design and layout across multiple platforms, including social media and print formats such as posters, magazine, and CD covers, while adhering to brand standards to ensure cohesive visual. ...see more
[Social Media Advertising, Packaging Design and +4 skills](#)
- Craighead County Jonesboro Public Library**
3 yrs 5 mos
Jonesboro, Arkansas, United States
 - Marketing Assistant**
Internship
Jun 2023 - Dec 2023 · 7 mos
Hybrid
[Poster Design, Creativity Skills and +3 skills](#)
 - Children's Library Card (Front)**
Using Procreate and Adobe Illustrator to create a child like illustration inspired by the layout of the CCJPL Children's depart as well as receiving input from both coworkers an...
 - Library Page**
Part-time
Aug 2020 - Aug 2023 · 3 yrs 1 mo
On-site
[Library Systems, Creativity Skills and +3 skills](#)

LINKEDIN

[Trinity Simmons](#)


Activity


12 followers

Create a post



Posts Images

Trinity Simmons reposted this · 1w

 If you know me, you know I am pretty open with my opinion about Canva. Sure, it can provide value for a solo-preneur just starting out and looking to save expenses where they can. This post captures the pros and cons quite well. ...
...show more



 87 · 3 comments · 6 reposts


Trinity Simmons posted this · 3d

 Currently working on a series of posters titled "Tuned Out" showcasing the calming and focusing power of music.  Check out my Behance Profile for a better look and for more updates on upcoming...
...show more

2


Trinity Simmons reposted this · 3w

 Adobe Illustrator Shortcuts  ...
...show more


 3,313 · 41 comments · 219 reposts

Show all posts →

Education

 **Arkansas State University**
Bachelor of Fine Arts - BFA, Graphic Design
May 2020 - Dec 2024
Packaging Design, Visual Communication and +4 skills

Volunteering

 **Afterschool Assistance**
BEAN'S TOTS AND TODDLERS LEARNING CENTER
Aug 2018 - May 2019 · 10 mos
Children


Skills

Logo Design

Branding & Identity

Show all 20 skills →

BEHANCE



Trinity Simmons



Graphic Designer
Lacuna Design Studio
lacunadesignstudio.com

📍 Jonesboro, AR, USA

[✎ Edit Your Profile](#)

[PF Try Adobe Portfolio](#)

Hire Trinity

 Full Time Job	<input checked="" type="checkbox"/>
 Freelance/Project Availability: Now	<input checked="" type="checkbox"/>

[✉ Edit Availability](#)

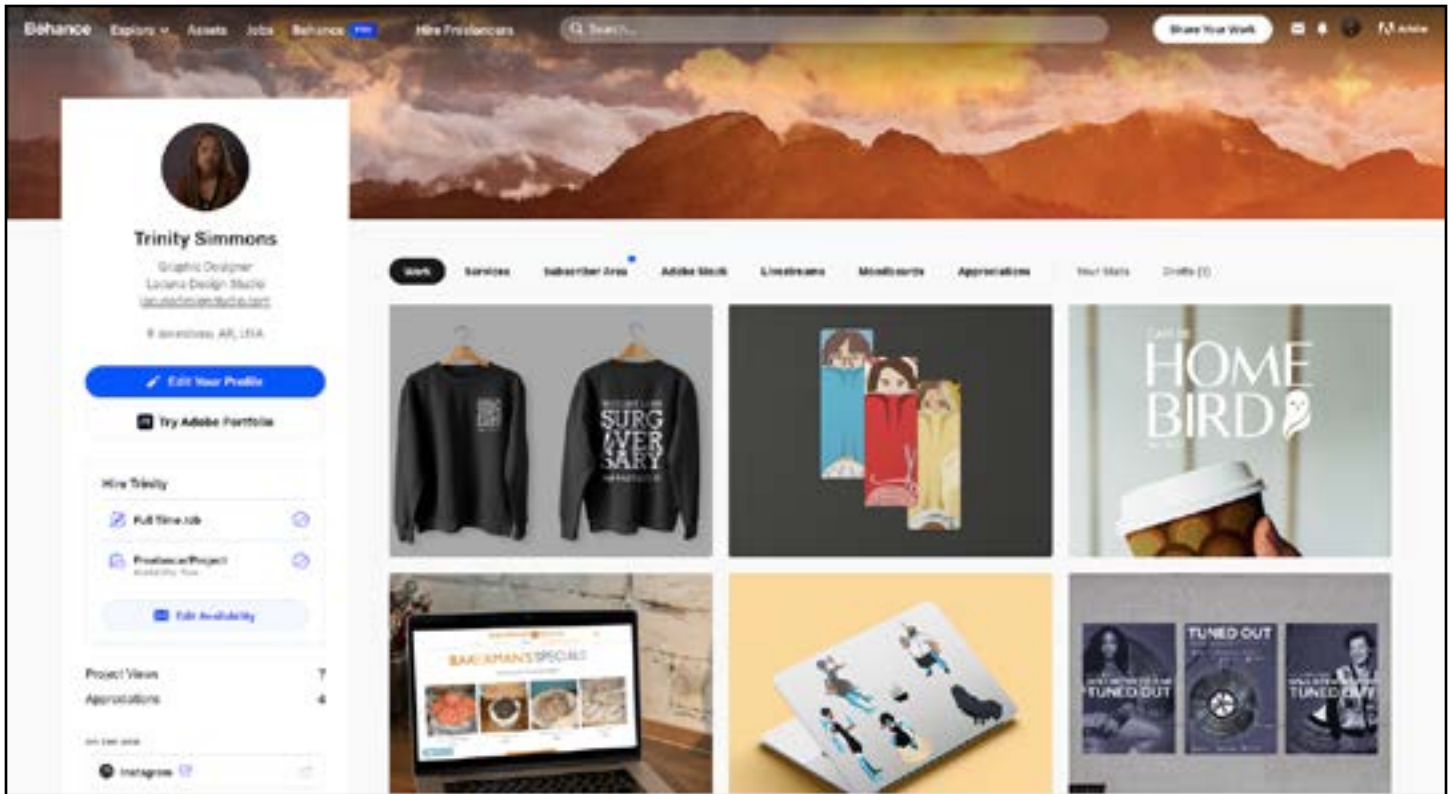
Project Views 7

Appreciations 4

ON THE WEB

[📷 Instagram](#)

BEHANCE



BUSINESS PLANS

BUSINESS PLANS

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

IDENTITY:

What's your full name?

Trinity Marie Simmons

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?

Refers to a thing

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

A medium sized city in the mid-west or south east of the United State

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

Virtually from home

S.W.O.T.

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

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

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

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

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

1. Organizational Skills
2. Design and Layout Skills
3. Imaginative (Creative Skills)
4. Adaptability (Willingness to Learn)

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

1. Learning to use InDesign and other Software (Skill Development)
2. New start in a New Location with new clientele.
3. Discovering myself as a true Designer

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

1. Photography and Image Editing Skills
2. Overthinking (Lack of Design Confidence)
3. Task Management (as far as taking on too many tasks)

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

1. A Designer/company with more experience
2. Money problems and Cost of Living
3. Job Availability and Security

YOUR MISSION:

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

I feel as though I am motivated to make a name for myself and find my place as a designer in the corporate or artistic world.

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.

My values are for everyone's creative vision to be shown. I feel as though there is a specific audience of people who have these ideas but can't visually create them so they just do not take the chance at starting something beautiful. I want my business to offer that visual and creative assistance so that people can be able to fully express themselves by offering understanding, patience, and resilience in my design endeavors.

YOUR FUTURE:

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

I will be moved away from my hometown and either interning for position/company that I am interested in working for to build my finance, experience, and knowledge of design and looking for better job security. I hope I am able to experience the real world as myself and focusing on bettering myself mentally and physically.

Where do you see yourself in 10 years?

I see myself working for a new company and looking for more job opportunities to still expand my skills as a designer with more job security and financial stability. I want to travelling and nurturing for my own personal opportunities as well.

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

Focus on honing my skills as a designer and being able to adapt to the world and changes around me. I want to take opportunities as they come to me and take the good with the bad and come out on top in the end.

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:

Design System

Qualifications & Competitive Advantages:

I have worked with newly established entrepreneurs to help them understand how to visually and cohesively represent their brand. Allowing me to understand how to make sure design have that clean cut look in whatever style they want to take on from the beginning to end as well as updating designs as needed to fit modern design standards or keep in tune with current trends.

Strength 2:

Painting

Qualifications & Competitive Advantages:

I've been consistently doing painting commissions as a side hustle for several years now. I feel as though it has allowed me to have a more hands on experience with design by being able to add as far as working with both art and design as oppose to someone who only worked just digitally.

Strength 3:

Creative Strategy.

Qualifications & Competitive Advantages:

I feel as though I have a great understanding about how to make designs happen. While being organized enough to make a step by step plan on how to get those ideas accomplished in a timely manner.

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:

More verbal and better design language/communication

Training:

10+ years experience, Master Degree (or more educational prowess),

Experience:

More experience in the business and marketing aspect of design. Understanding of applications for design elements such as Indesign and Photoshop

Specialty:

Photography Skills, Coding Skills, Marketing Skills, Design 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?

For a local start-up business or non-profit that is building its identity visually and wants guidance in the design aspect of it all. Whether that just means helping them create their brandy identity and leaving it to them or help building the full logo, designing website/app layout, and merchandise.

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 like some direction as far as what you want included in the design. Such as imagery, symbolism, or anything your brand could not live without but give me the freedom to arrange those elements in my style and we would together as the design comes to life for the final product to be that which they imagined

BUSINESS PLAN B | GRFX-4503 PROFESSIONAL PRACTICE

1

What's your full name?

Trinity Simmons
Oklahoma City, OK

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. 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:

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:

\$596

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

<https://www.valuepenguin.com/average-cost-of-health-insurance#cost-table>

Cost of Equipment (Software and Hardware):

\$59.99 /mo for Individual Adobe Suite

\$1,499 for MacBook Pro M3

\$799 for iPad Pro

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

<https://www.adobe.com/creativecloud/plans.html>

<https://www.apple.com/us-edu/shop/buy-mac/macbook-pro>

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

Cost of Website:

\$0 Adobe Portfolio (Included with Adobe Software)

21.99 /mo GoDaddy Domain Name

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

https://www.godaddy.com/domainsearch/find?domainToCheck=lacunadesignstudio&tmskey=1dom_03_godaddy#

Cost of Continued Education

N/A

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

N/A

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

\$1,444

Briefly explain your math.

52,000/yr.

Divided by 12 >> \$4,333

\$4,333/month / 3 = \$1,444

Other:

Rent: \$600 - \$750 (utilities included)

TOTAL ESTIMATED COST PER MONTH:

\$2,706 < Replace those XX's with your answer, then remove this text.

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?

\$25 hourly

How many days of the week will you work?

5

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

40 to 45

TOTAL ESTIMATED PROFIT PER MONTH:

\$5,625

FINANCIAL PLANS

ESTIMATE

ESTIMATE

The following is an estimate from Trinity Simmons 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: XX-XX-XXXX
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 DESCRIPTION

NAME OF PROJECT

Notes:

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

Materials Requested:

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

Timeline:

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

Rate: \$--/hr

- Explain here what you will receive and what is expected

Hours:

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

Revisions:

- Revisions beyond those listed will incur hourly charges

Total: \$

NAME OF PROJECT

Notes:

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

Materials Requested:

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

Timeline:

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

Rate: \$--/hr

- Explain here what you will receive and what is expected

Hours:

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

Revisions:

- Revisions beyond those listed will incur hourly charges

Total: \$

THANK YOU!

[C LACUNADESIGN_STUDIO](#)
[3 LACUNASTUDIO.DESIGN@GMAIL.COM](mailto:LACUNASTUDIO.DESIGN@GMAIL.COM)
[i TRINITY SIMMONS](#)
LACUNADESIGNSTUDIO.COM
870.530.6548



QUOTE

QUOTE

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

Date: XX-XX-XXXX

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 DESCRIPTION

NAME OF PROJECT

Notes:

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

Materials Requested

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

Timeline

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

Total: \$XXX

Revisions: X

- 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!

C [LACUNADESIGN_STUDIO](#)

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i [TRINITY SIMMONS](#)

[LACUNADESIGNSTUDIO.COM](#)

870.530.6548



HOURLY INVOICE

INVOICE

THANK YOU FOR THIS OPPORTUNITY!
All payments can be made to Trinity Simmons and mailed to the address below. Please contact me with questions about this or any future work!

Date: XX-XX-XXXX
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 DESCRIPTION

NAME OF PROJECT

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

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

TOTAL DUE: \$XXX

THANK YOU!

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i [TRINITY SIMMONS](#)
[LACUNADESIGNSTUDIO.COM](#)
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PROJECT INVOICE

INVOICE

THANK YOU FOR THIS OPPORTUNITY!

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Date: XX-XX-XXXX
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 DESCRIPTION

NAME OF PROJECT

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

- Explain here what you was done. Be sure it matches to the estimate and quote at a minimum
- Be clear on the time allotted to revisions beyond the number allowed on the estimate/quote. If none were necessary, remove this

TOTAL DUE: \$XXX

THANK YOU!

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LACUNADESIGNSTUDIO.COM
870.530.6548



PROMOTIONAL MERCHANDISE









THANK YOU!