



BRAND BOOK



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brand positioning statement

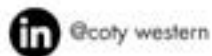
brandpositioningstatement

For individuals and businesses in need of creative problem-solving and require someone who understands the importance of cohesive visuals and appealing layouts, Hevelium Designs is here to assist.

brandboard

brandboard

Coty Western
hevelium designs
heveliumdesign@gmail.com
501.867.5309
www.hevelium.com



LOGO



MARK



LOGOTYPE



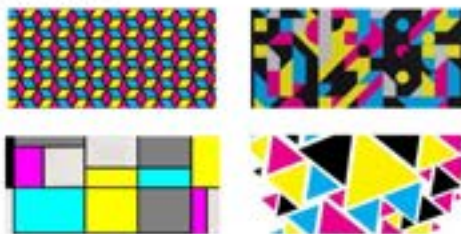
BRAND POSITIONING STATEMENT

For individuals and businesses in need of creative problem-solving and require someone who understands the importance of cohesive visuals and appealing layouts, Hevelium Designs is here to assist.

COLOR PALETTE



PATTERNS



TEXTURES



TYPEFACES

Futura LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@,.

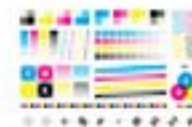
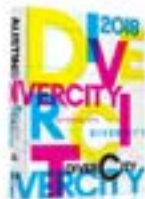
Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@,.

INSPIRATION



visualguidelines

logo

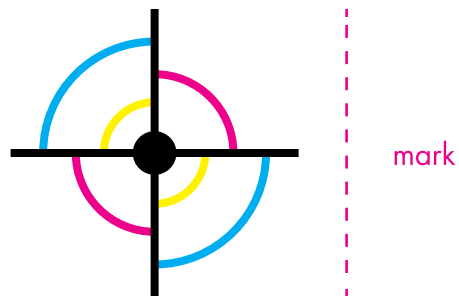


When using a combination of logotype and mark, they must only be used in the configuration shown above.

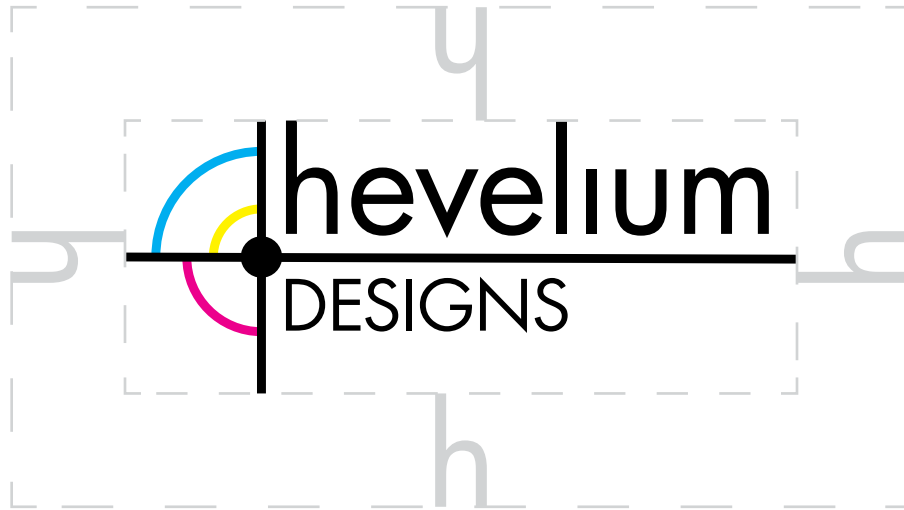
logocomponents



The logotype and mark are allowed to be used independently of each other for different design considerations as shown above and below.



clear spacerequirements



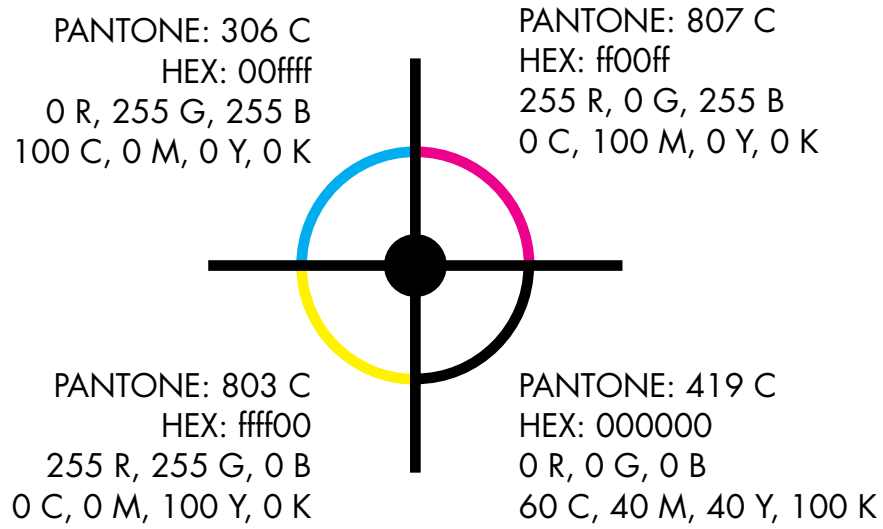
Using the 'h' in hevelium, allows for an accurate measurement for the correct white space needed around the logo. Anything placed closer would reduce the clarity of the logo.

minimumsize



The minimum size requirements for each variation are displayed in inches above. In no scenario should these be used in a smaller size than the measurements displayed, and proper proportions should always be maintained.

colorpalette



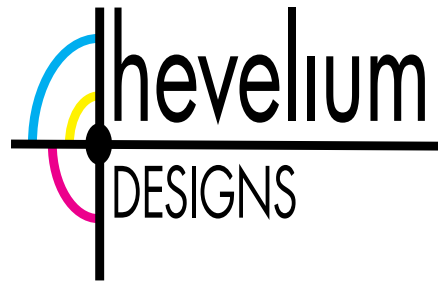
logovariations



When color is not available, use black and white as shown above left. Reverse may be used when necessary.

If color is available, use as shown above right. Reverse may be used when necessary for color as well.

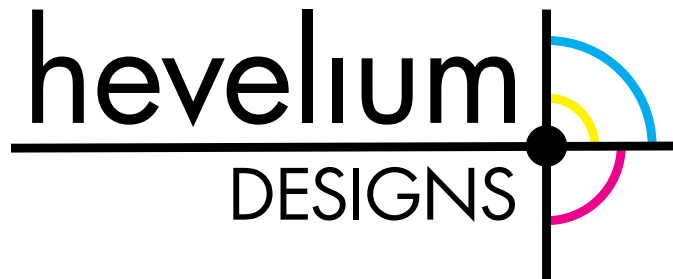
unacceptable logo usage



May not be stretched or distorted in any way.

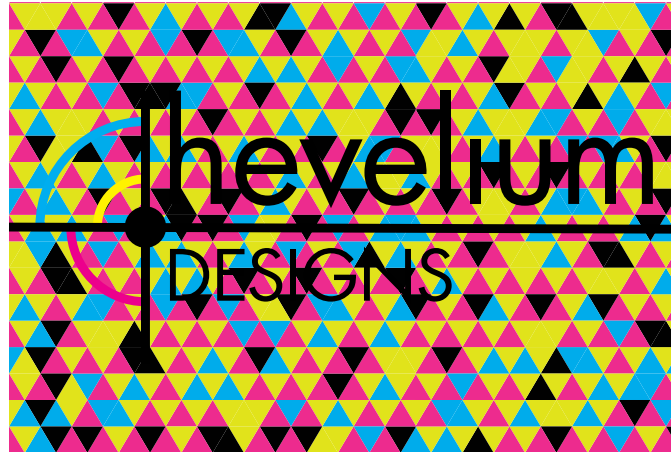


No colors outside of the accepted color variations should be used within the logo unless previously authorized.



May not have any elements within rearranged in any way outside of the accepted composition.

unacceptable logo usage



Is not to be placed over a pattern or texture that will reduce the overall legibility.



Drop shadows are not to be applied to the logo.

typography

The sans-serif typeface below is preferred to be the only typeface used. If this typeface is unavailable, the use of Helvetica as a substitute is acceptable. Sans-serif is preferred for all digital and printed collateral. This can be used for body copy or headlines.

Futura LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.

If neither of the above typefaces are available and a serif typeface must be used Garamond is to be selected.

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.

Oblique/Italic options are never to be used for any of the approved typefaces.

visualidentityletterhead



Josh Newman
822 3rd Ave S.
Nashville, TN 37210

Dear Mr. Josh Newman;

I write this letter to express my interest in the Production Artist opening advertised on your company's website. I believe my contributions to the team at ST8MNT 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, photography, illustration, and printing will allow me to play a crucial role in implementing your branding and design initiatives.

The following are highlights of my skills and accomplishments:

- Worked for approximately 12 years in various printing companies doing both design and production work. Met with clients regularly throughout the design process to ensure expectations were being met. Also, aided in running printers and presses as needed.
- Collaborated with a team to create the February-March 2023 edition of the Hunt & Field publication. Communicated and cooperated regularly with other designers in order to create a cohesive layout and visual theme across the magazine.
- Part of a team of designers that created an advertising campaign for Huntington Square in Jonesboro, Arkansas. Tasked with helping distinguish the location as a destination for the surrounding area.

Enclosed are my resumé and references for your review. You may also view my portfolio of work at **hevelium.com** or learn more about me on Instagram **@hevelium**. I welcome the opportunity to discuss how my skills and strengths can best serve your company with you. I will contact you within the week or please feel free to reach me at **501-837-0388** or **heveliumdesigns@gmail.com**.

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

Sincerely,

Coty Western

 heveliumdesigns@gmail.com  hevelium.com  @hevelium  @coty western



- Copy written on the letterhead should be kept at 11 pt.
- Leading should be set at 14pt.
- Margins to be 1.625 inches at the top.
- Margins to be .75 inches at both sides and bottom.
- Do not indent paragraphs; keep left justified.

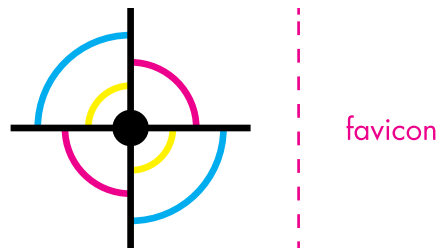
visualidentitybusinesscard



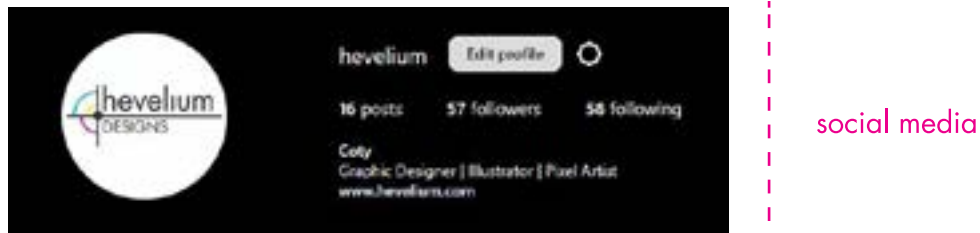
visualidentitysystem



additional usage



The favicon for all company web pages will be the mark.



When using the mark or logo as a profile picture on social media, follow sizing guide appropriate for the specific platform.

emailsign-off

coty western
GRAPHIC DESIGNER

- 5018370388
- hevellumdesigns@gmail.com
- www.hevellum.com



email signature

resume



coty western

education

Bachelor of Fine Arts in Graphic Design
Arkansas State University

relevant classes

Printmaking
Photography
Adv. Digital Illustration
Intermediate Typography
Identity Design
Interaction Design
Co-lab (Internship)
Art Direction in Advertising
Design Entrepreneurship
Professional Practice
Portfolio Capstone

skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Adobe Fresco
Procreate
Blender
Shaper3D
Pixel Studio
Aesprite

service

June 2011 | Misión Para Cristo | Nicaragua
Volunteer
Built schools, repaired women's shelter,
assisted in mobile medical exams, and
attended local church services.

professional experience

Dec. 2022 | Self Made at A-State | Jonesboro, AR

Designer / Illustrator

Created various products for sale in pop-up shop at Story Coffee House.

Dec. 2021 | The Polish Agency | Jonesboro, AR

Designer

Part of a team of designers that created advertising campaign for Huntington Square in Jonesboro, Arkansas that distinguished the location as destination for surrounding area.

May 2021 - Sept. 2021 | Unity Health Medical Center | Searcy, AR

Material Management

Assisted during portion of COVID pandemic in materials department. Tasked with insuring supply and patient rooms on different floors of hospital were sufficiently stocked.

Aug. 2020 | Room for Massage | Searcy, AR

Designer

Worked with client to create collateral, including business cards, gift cards, and banners for newly formed massage parlor.

Oct. 2012 - Jan. 2019 | Conway Copies Inc. | Conway, AR

Designer / Production Artist

Worked with Adobe software, met with clients to discuss orders when placed and throughout the design process, ran printers, worked heat press (t-shirts, mugs, etc).

June 2008 - Aug. 2012 | Carol's Copy and Print | Searcy, AR

Production Artist

Used Adobe programs to complete client orders, assisted in keeping track of inventory, ran printers, and cut printed product as needed to finalized sizes.

references

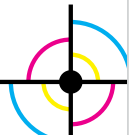
Available upon request.

heveliumdesigns@gmail.com

hevelium.com

@hevelium

@coty western



references



references

Jennifer Rawls | Graphic Designer

Conway Copies, Inc.
2505 Donaghey Ave #104, Conway, AR 72032
jennifer@conwaycopies.com
(501) 328-9797
Relation: Former Coworker

Kellie Allison | Owner / Massage Therapist

Room for Massage
122 W. Race Street, Searcy, AR 72143
searcyrfm@gmail.com
(501) 593-6642
Relation: Past Client

Kimberly Vickrey | Professor

Arkansas State University
2105 East, Aggie Rd, Jonesboro, AR 72401
kvickrey@astate.edu
(870) 972-3050
Relation: Former Professor

✉ heveliumdesigns@gmail.com

🌐 hevelium.com

📷 @hevelium

🌐 @coty western



correspondence



Josh Newman
822 3rd Ave S.
Nashville, TN 37210

Dear Mr. Newman;

I write this letter to express my interest in the Production Artist opening advertised on your company's website. I believe my contributions to the team at ST8MNT could be a worthwhile addition.

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The following are highlights of my skills and accomplishments:

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Enclosed are my resumé and references for your review. You may also view my portfolio of work at hevelium.com or learn more about me on Instagram [@hevelium](https://www.instagram.com/hevelium). I welcome the opportunity to discuss how my skills and strengths can best serve your company with you. I will contact you within the week or please feel free to reach me at 501-837-0388 or heveliumdesigns@gmail.com.

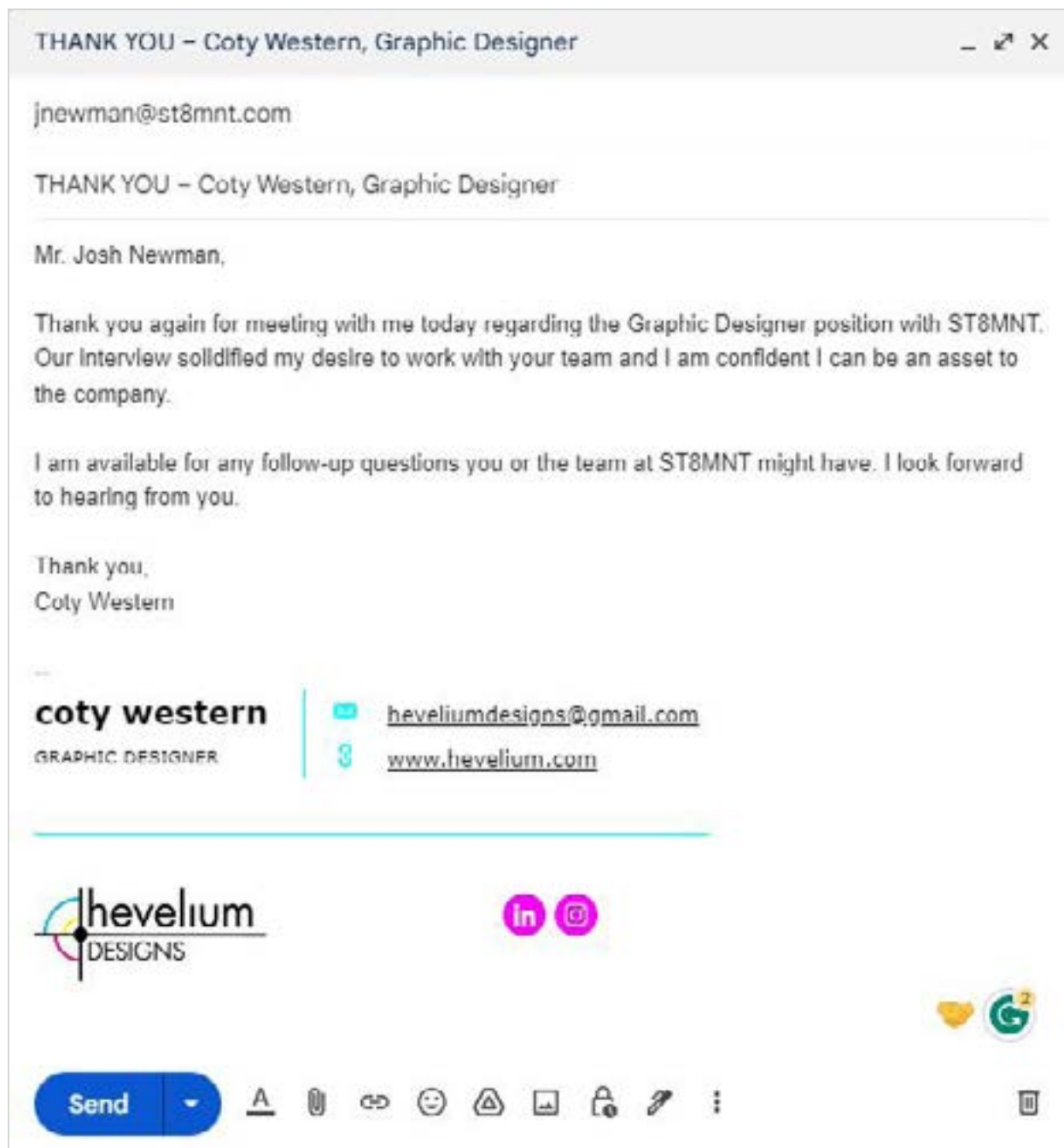
I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

Coty Western

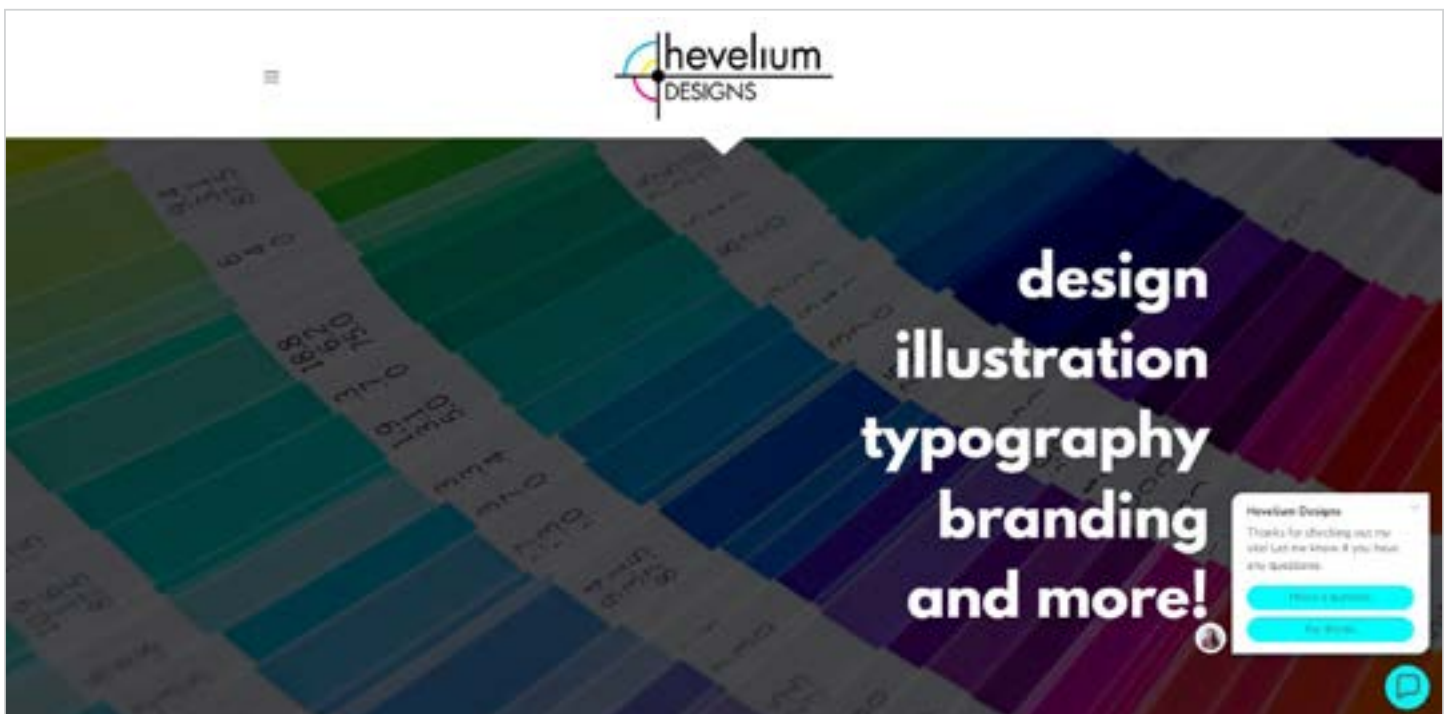


thankyouemail



website

website


















 hevelium.com

socialmedia

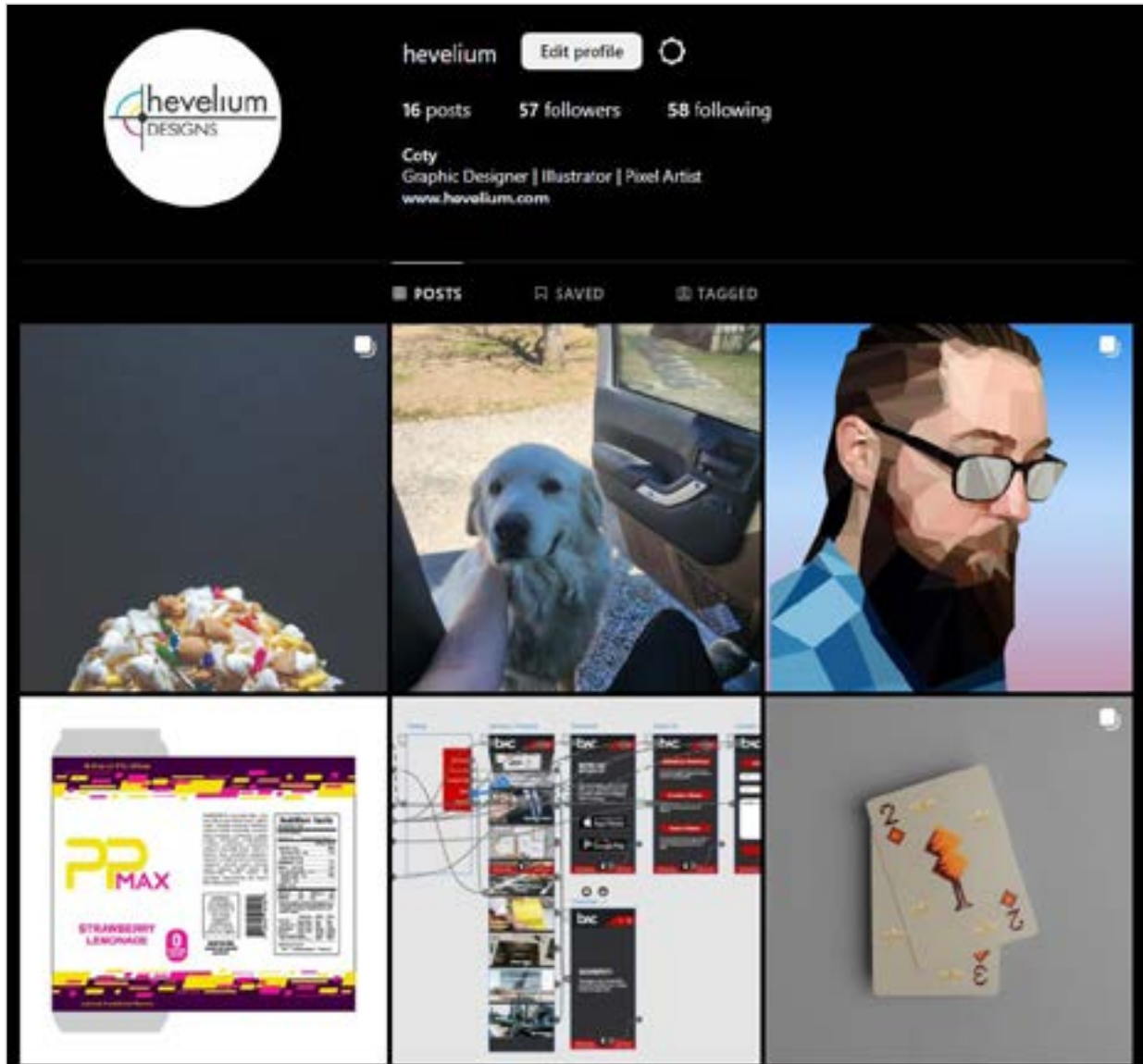
missionstatement

I use social networks to connect with communities that share my interests, share my design work, build up my personal brand, and expand my business. Through social media, I will find communities of artists and designers who value the services we provide, promote these services, and grow our community. To accomplish this, I showcase my personal brand online by being true to my personality, interests, and values.”

contentcalendar

sunday	monday	tuesday	wednesday	thursday	friday	saturday
<p>12pm  #sundayvibes post an image of pets or my napping area.</p>	<p>10am  post sharing other socials and website.</p>	<p>10am  #typography post an image of good or bad typography.</p>	<p>10am  reshare another designers work and @ them.</p>	<p>10am  #introduceyourself post self-promo poster.</p>	<p>10am  post sharing other socials and website.</p>	<p>12pm  #weekendfun post current personal project or ill activity.</p>
<p>8pm check all socials. reply to comments and posts. research feeds.</p>	<p>2pm  post sharing other socials and website.</p>	<p>1pm  #tutorialtuesday post a link to a tutorial i've found helpful before.</p>	<p>2pm  #workinprogress post something i am currently working on.</p>	<p>1pm  advertise the #astatebranded show on the 27th.</p>	<p>2pm  share link to my self-promo poster on instagram.</p>	<p>8pm check all socials. reply to comments and posts. research feeds.</p>
	<p>5pm  reshare another designers work and @ them.</p>	<p>8pm check socials. reply to comments and posts. research feeds.</p>	<p>5pm  share a project and link to behance.</p>	<p>8pm check socials. reply to comments and posts. research feeds.</p>	<p>5pm  #designfails post bad/funny designs.</p>	
	<p>8pm check socials. reply to comments and posts. research feeds.</p>		<p>8pm check socials. reply to comments and posts. research feeds.</p>	<p>8pm check socials. reply to comments and posts. research feeds.</p>	<p>8pm check socials. reply to comments and posts. research feeds.</p>	

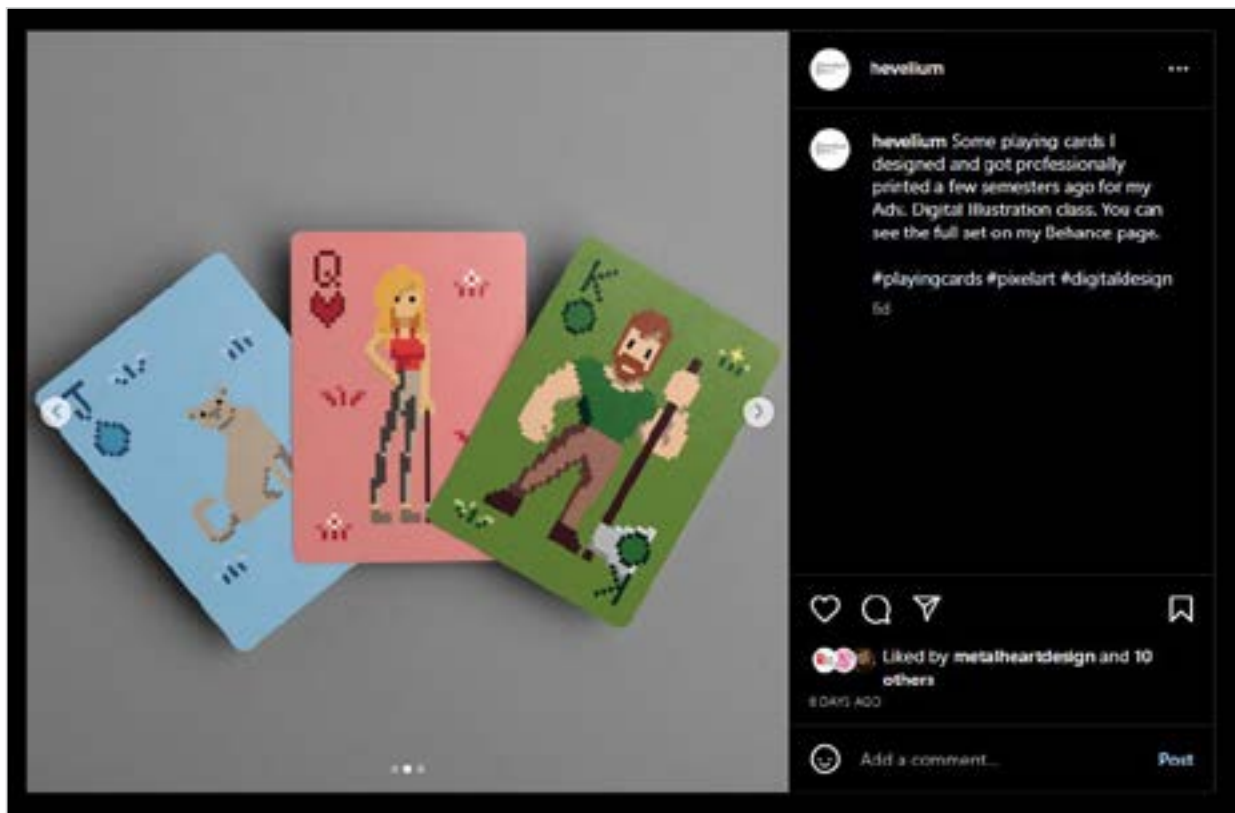
instagram



 @hevelium

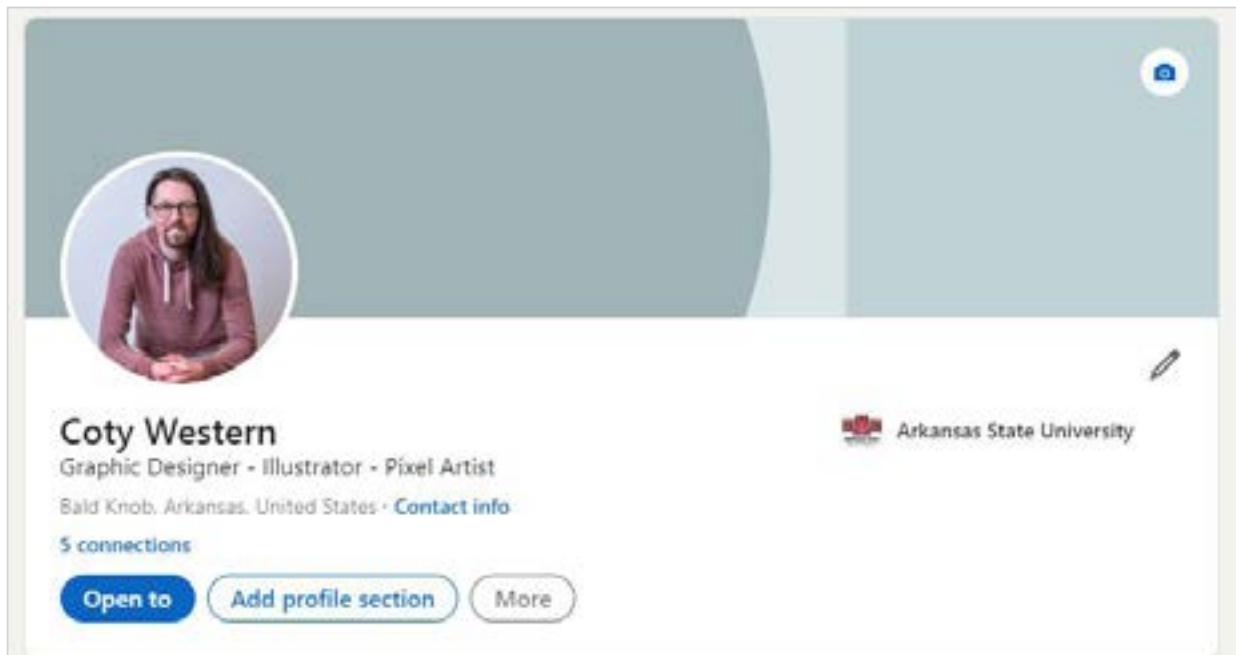
Content Calendar is used as a general guide for ideas, that are later solidified and posted on social media.

instagram



 @hevelium

Content Calendar is used as a general guide for ideas, that are later solidified and posted on social media.



 @coty western

Content Calendar is used as a general guide for ideas, that are later solidified and posted on social media.

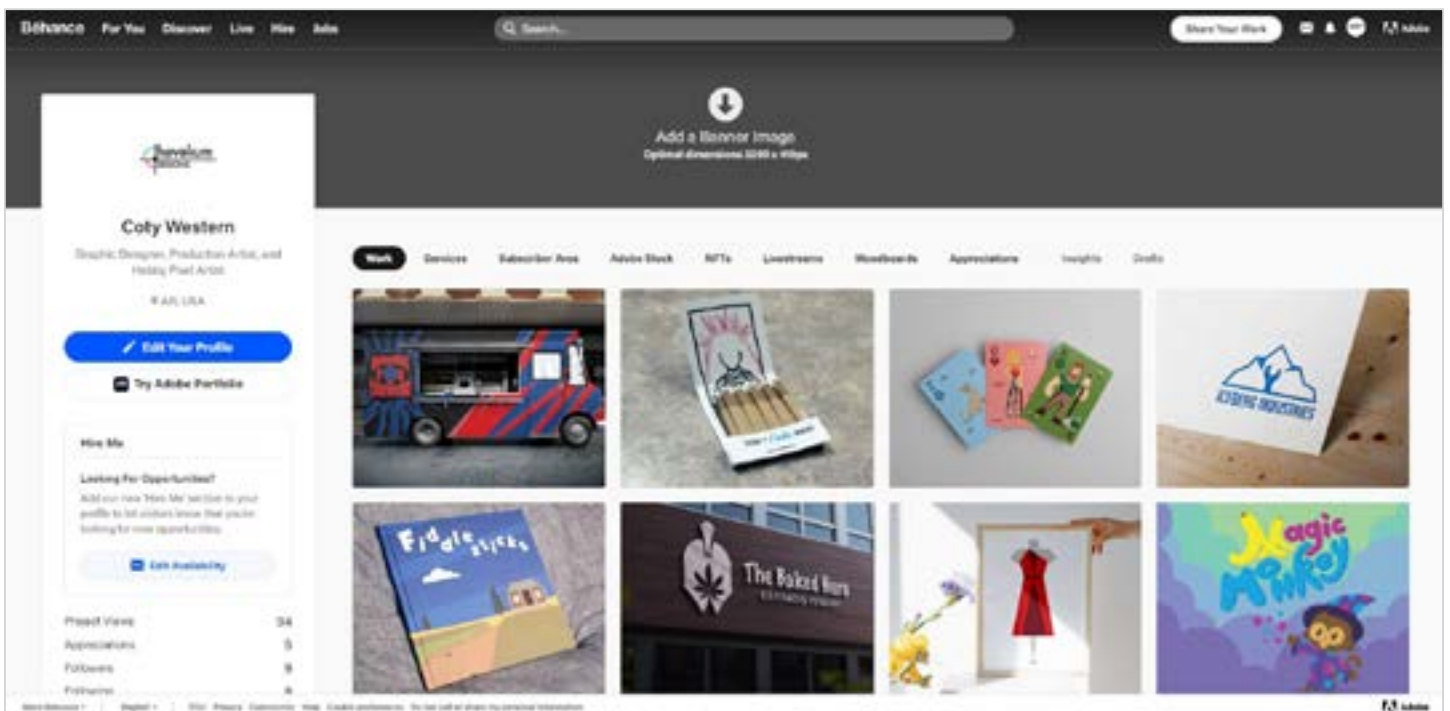
The image shows a LinkedIn profile for Coty Western, a Graphic Designer, Illustrator, and Pixel Artist. The profile has 5 followers. Two posts are visible under the 'All activity' section:

- Post 1:** Posted 6 days ago. Text: "I have been posting on #Instagram more recently. I am also going to be updating my #Behance soon too. Check them out @hevelium on both." It has 14 impressions and includes interaction buttons for Like, Comment, Repost, and Send.
- Post 2:** Posted 1 week ago. Text: "Wanted to let people know about the 2023 Branded Show happening at A-State in Jonesboro, AR on the 27th of this month. The senior graphic design students will be displaying our brands we have been working on all semester." It includes a link to the LinkedIn post, hashtags #astatebranded, #graphicdesignstudent, and #collegesenior, and a "SAVE THE DATE" announcement for Thursday, April 27, 6-8pm at Fowler Center Grand Hall | A-State Campus. The post features two logos: the A-State logo and a "BRANDED 2023 GRAPHIC DESIGN SENIOR" logo.

 @coty western

Content Calendar is used as a general guide for ideas, that are later solidified and posted on social media.

Behance



coty western

businessplan

identity

What's your full name?

Coty Alec Western

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 wouldn't want to use my actual full name. A nickname or a completely different name would be preferable.

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."

Currently undecided. I understand that larger cities would offer more client potential but I personally dislike living in them.

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

Working from an office would be better for me as it eliminates the temptation to play games on my computer rather than actually doing work.

s.w.o.t.

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

1. Easy going and open to speaking to new people.
2. Rational/logical in problem solving.
3. Knowledgeable with standard Adobe software and a quick learner of new programs if needed.

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

1. Architecture design.
2. Potential collaboration with indie developers.
3. Mobile app design.

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

1. Tend to procrastinate.
2. I sometimes speak without tactful forethought.
3. Ideation is the bane of my existence.

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

1. Artificial Intelligence programs.
2. Lack of customers willing to pay what should be reasonable prices if living in a smaller city.
3. My own motivation.

mission

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

My motivation is being comfortable and being content. I am not looking to be a world famous and absurdly rich designer/artist. I want to make enough money doing something I enjoy as a job so that I can come home to a decent house and enjoy my hobbies.

What is important to you in business?

For the most part I am fine with any work that comes my way usually. The only time I would probably turn down work is if it directly opposed my personal morals (ex. I have had people request NSFW art from me before and I politely yet firmly refuse them).

The type of work I wish to specifically pursue right now is pixel art. I have enjoyed it more than anything else I have done in years.

future

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

I hope to be out of college at that point and living on my own. I don't have a specific city in mind but would just move where I needed to for consistent work.

Where do you see yourself in 10 years?

Hopefully by this point I have found myself a career job and have made it past the need to job hop. Honestly something I have considered recently is continuing my education to potentially become a professor. Maybe by this time in my life I will have done that.

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

I am very good at saving money. My family jokingly calls me Mr. Krabs (Spongebob character) with as tight as I am with spending. If I do decide in the future to continue my schooling to be a professor or to pivot into pixel art then my money saving habit will help me with either.

strengths

Strength 1:

Print Design

Qualifications & Competitive Advantages:

I have worked in a mom and pop print shop in Searcy as well as a printing company in Conway before. I am familiar with the machines, standard print requests, and specialty paper types.

Strength 2:

Public Speaking

Qualifications & Competitive Advantages:

I haven't done public speaking such as speeches to a large audience or anything but I am comfortable speaking in front of small to medium groups of people. I have a very easy going personality, grew up with a father that could become best friends with someone in a check-out line in 30 secs, and a general lack of care for what others think of me. As such, I have no problem talking with an individual or a group with minimal nervousness.

Strength 3:

Production Work (not sure if there is a specific term but production artist work)

Qualifications & Competitive Advantages:

I have always been good at recreation and following instruction. If a client gives me a detailed example or plan of what they are needing it won't take me long to make it for them.

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:

Anyone that is actually halfway decent at ideation. The ideation phase of project has never been my strong suit.

Training:

Someone who regularly uses the programs while off the clock whether that be just practicing in their free time or taking addition training classes.

Experience:

Someone who has worked in a well known ad agency or for a large corporation before.

Specialty:

If a client/position is looking for someone with specific knowledge and time invested in Photoshop rather than Illustrator or Indesign an individual with that knowledge would probably be hired over me. I can know my way around all of the standard Adobe software fairly well but am more comfortable with Illustrator than others.

clients

Who is your ideal client(s)?

For example, is it a small local business owner with a new shop or do you want to do contract work for huge corporations with a ton of existing brand equity? Would you rather work an in-house shop instead of having multiple clients? OR do you want to do work for a non-profit or do some other form of advocacy all the time? I would rather work in-house. I don't necessarily care if the job is corporate size or just a decent sized local company. I just want the routine and stability of working for someone rather than having to search out clients.

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

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

I would be somewhere in the middle. I like having the initial list of desires or even a sample to go off of but I still want the option to suggest/make changes if I feel it will improve the work.

financial plan

A traditional financial plan for business consists of the following at a minimum:

12-month profit and loss projection; cash-flow projection; projected balance sheet; and break-even calculation.

This project will not be so demanding, nor specific.

cost-of-living analysis

What are your minimum expenses in relation to your business per month?

Cost of basic Health Insurance:

\$589

Cost of Equipment (Software and Hardware):

\$50 (Adobe Suite) / I don't know if I am supposed to list my computer here if it is something I have already bought and built but it was around \$3400.

Cost of Website:

\$1.67 (\$19.99 per year)

Cost of Continued Education

\$70

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

\$1305.72

Briefly explain your math.

$\$47006 \times .33\% = \$15668.66 / 12 = \$1305.72$

Total Estimated Cost Per Month:

\$2016.39

What are your minimum projected profits in relation to your business and its expenses per month?

How much will you charge?

\$35 hourly

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:

\$3584

financialforms



The following is an estimate from [Coty Western](#) 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!

Client: Company/Person's Name

Date: Date

Address: Street, City, State, Zip

Invoice: #

Phone: (XXX) XXX-XXXX

description

Project Name

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 rate increase here.

Rate: \$35/hr

Hours: XX

Revisions: X

Total: \$

- what will be received / what is expected
- additional info
- revisions beyond what is listed will incur hourly charges

Project Name

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 further when estimate approved.

Rate: \$50/hr

Hours: XX

Revisions: X

Total: \$

- what will be received / what is expected
- additional info
- revisions beyond what is listed will incur hourly charges

heveliumdesigns@gmail.com

hevelium.com

@hevelium

@coty western





The following is an estimate from [Coty Western](#) 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!

Client: Company/Person's Name

Date: Date

Address: Street, City, State, Zip

Invoice: #

Phone: (XXX) XXX-XXXX

description

Project Name

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 rate increase here.

Total: \$XXX

Revisions: X

- what will be received / what is expected
- additional info
- revisions beyond what is listed will incur hourly charges





The following is an estimate from [Coty Western](#) 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!**

Client: Company/Person's Name

Date: Date

Address: Street, City, State, Zip

Invoice: #

Phone: (XXX) XXX-XXXX

Payment Due: Date Due

description

Project Name

- explain what was done (match estimate and quote)
- state if project is not yet finished

Rate: \$35/hr

Hours: XX

Total: \$





The following is an estimate from [Coty Western](#) 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!**

Client: Company/Person's Name

Date: Date

Address: Street, City, State, Zip

Invoice: #

Phone: (XXX) XXX-XXXX

Payment Due: Date Due

description

Project Name

Project Rate: \$XXX

Revisions: X

Rate: \$35/hr

Hours: XX

Total: \$

- explain what was done (match estimate and quote)
- time for revisions beyond the base allowed (remove if none were necessary)

heveliumdesigns@gmail.com

hevelium.com

@hevelium

@coty western



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thankyou

