



Brand Book

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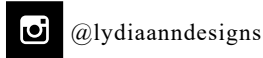
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# Brand Positioning Statement

For all businesses large or small, Lydia Ann Designs is the premier agency that delivers unique designs tailored to your needs because only Lydia Ann Designs brings you strategic designs with a little twist.

**Lydia Belew**

Lydia Ann Designs  
lydiaanndesigns@gmail.com  
501.288.5995  
lydiaanndesigns.com



LOGO



MARK



LOGOTYPE



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BRAND POSITIONING STATEMENT

For all businesses large or small, Lydia Ann Designs is the premier agency that delivers unique designs tailored to your needs because only Lydia Ann Designs brings you strategic designs with a little twist.

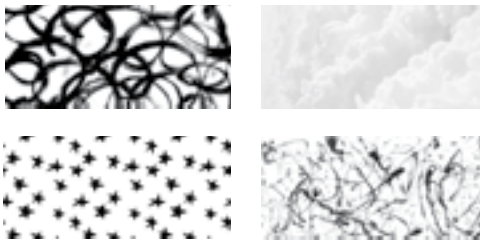
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COLOR PALETTE



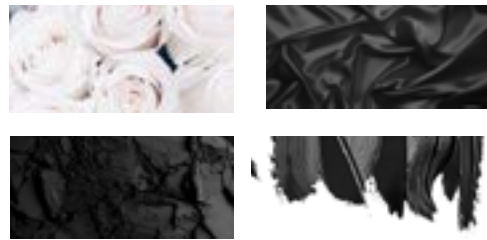
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PATTERNS



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TEXTURES



---

TYPEFACES

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

Futura STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

---

INSPIRATION



about the brand



## Logo

The Lydia Ann Designs logo is a unique modern logo and should be used in the appropriate ways listed.

## Components of Logo



## Mark

The Lydia Ann Designs mark may be used separately and should follow the appropriate guidelines listed.



## Logotype

The Lydia Ann Designs logotype may be used separately and should follow the appropriate guidelines listed.

## visual guidelines



## Clear Space

Clear Space is defined as the area around the logo where no other element can be placed. For the Lydia Ann Designs brand, no element may be placed closer than the height of the logotype's L on all sides. Any closer would compromise the clarity of the logo and the brand.

## Minimum Size

The Lydia Ann Designs logo should never appear smaller than 1 inch high. Anything smaller risks losing the logo's clarity.



## Reverse Treatment

In the case of a dark background, it is permissible to use this reverse treatment of the logo for best use.

# Logo Variations

With logotype and mark



Without logotype



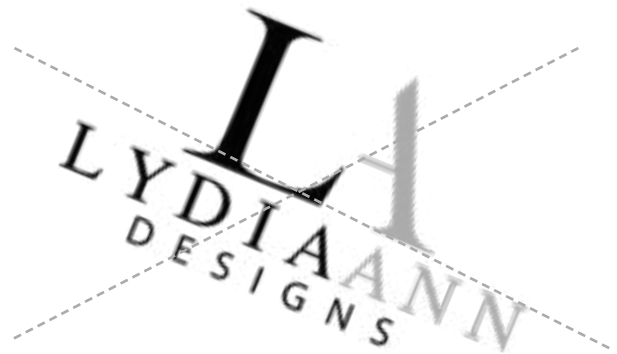
Without mark



visual guidelines

# Improper Usage

- Using any unapproved logo colors
- Rotate the logo
- Stretch, skew, or distort the logo in any way
- Place the logo on any image that reduces visibility or legibility
- Reposition logo elements in any way

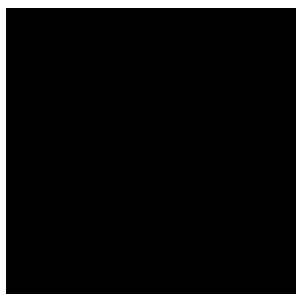


visual guidelines

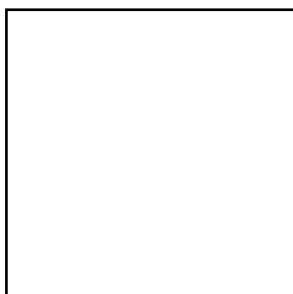


# Colors

This is the approved color palette for the Lydia Ann Designs logo.



HEX 000000  
R0 G0 B0  
C75 M68 Y67 K90  
PMS 419 C



HEX ffffff  
R255 G255 B255  
C0 M0 Y0 K0  
PMS 11-0608 C



HEX ababab  
R171 G171 B171  
C34 M27 Y28 K0  
PMS Cool Gray 5 C

# Typography

## Preferred Serif Typefaces:

Times New Roman Regular


Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 . , ' ! & ? \* @

Times New Roman may be used for body copy, headlines, etc.

If Times New Roman is unavailable, Adobe Garamond Pro or PT Serif are acceptable to use in its place.



## Preferred Sans Serif Typefaces:

Futura STD Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 . , ' ! & ? \* @

Futura may be used for headlines when using Times New Roman as the body text.

If Futura STD is unavailable, Avenir or Helvetica are acceptable to use in its place.





Dear [Name] (optional):

A recent graduate of [MBA] and, active work ethic, and professional team collaboration are all essential components to success in creative design. With a recently obtained MBA degree in Graphic Design from [University] coupled with my hands-on experience in leadership roles, I am positioned to make a significant impact within your organization as your next Senior Graphic Designer.

My background includes solid marketing experience as Sr. Associate Merchandiser of [Company] producing marketing and promotional collateral, designing point of purchase, producing and updating catalogs, and performing photo image modifications. My experience has made me proficient in a broad range of design software applications and able to collaborate effectively with clients, peers, and management teams.

These experiences with contributing to the creation and success of diverse design projects, brainstorming, executing, and presenting new ideas has a variety of creative marketing campaigns are some of the most exhilarating I bring to the table. It is important to me to stay in constant contact with clients, discussing their specific design needs, presenting various visual solutions, and modifying as necessary until achievement of full client approval.

I am inspired by your company and its many achievements. I would value any feedback on my work and efforts to make the advertising world. I will be in contact with you in the upcoming week. In the meantime please view my work at [lydiaann.com](http://lydiaann.com). I can also be reached at [Lydia.Ann@lydiaann.com](mailto:Lydia.Ann@lydiaann.com) or 304.244.1005. I look forward to speaking with you.

Thank you for your consideration.

Lydia Ann

Lydia Ann  
304.244.1005  
lydiaann.com



# Letterhead

All typed letters should follow the exact guidelines. Any use outside of the guidelines is prohibited.

**LA**  
**LYDIAANN**  
DESIGNS

Dear (Future Employer),

A strong technical skill set, robust work ethic, and productive team collaboration are all essential components to success in creative design. With a recently obtained BFA degree in Graphic Design from Arkansas State University coupled with my hands-on experience in leadership roles, I am positioned to make a significant impact within your organization as your next Junior Graphic Designer.

My background includes solid internship experience at St. Bernards Healthcare of Jonesboro producing marketing and promotional collateral, designing page layouts, producing and updating websites, and performing photo image modifications. My experience has made me proficient in a broad range of design software applications and able to collaborate effectively with clients, peers, and management teams.

I have experience with contributing to the evolution and success of diverse design projects. Researching, assisting, and presenting new ideas for a variety of creative marketing campaigns are some of the many capabilities I bring to the table. It is important to me to stay in constant contact with clients, discussing their specific design goals, presenting unique visual solutions, and modifying as necessary until achievement of full client approval.

I am inspired by your company and its many achievements. I would value any feedback on my work and advice to tackle the advertising world. I will be in contact with you in the upcoming week. In the meantime please view my work on [lydiaanndesigns.com](http://lydiaanndesigns.com). I can also be reached at [LydiaAnnDesigns@gmail.com](mailto:LydiaAnnDesigns@gmail.com) or 501.288.5995. I look forward to speaking with you.

Thank you for your consideration,

Lydia Belew

LydiaAnnDesigns.com | Lydia Belew  
@LydiaAnnDesigns

Letterhead is to be printed on Southworth Resume Paper white, 24lb, wove finish.

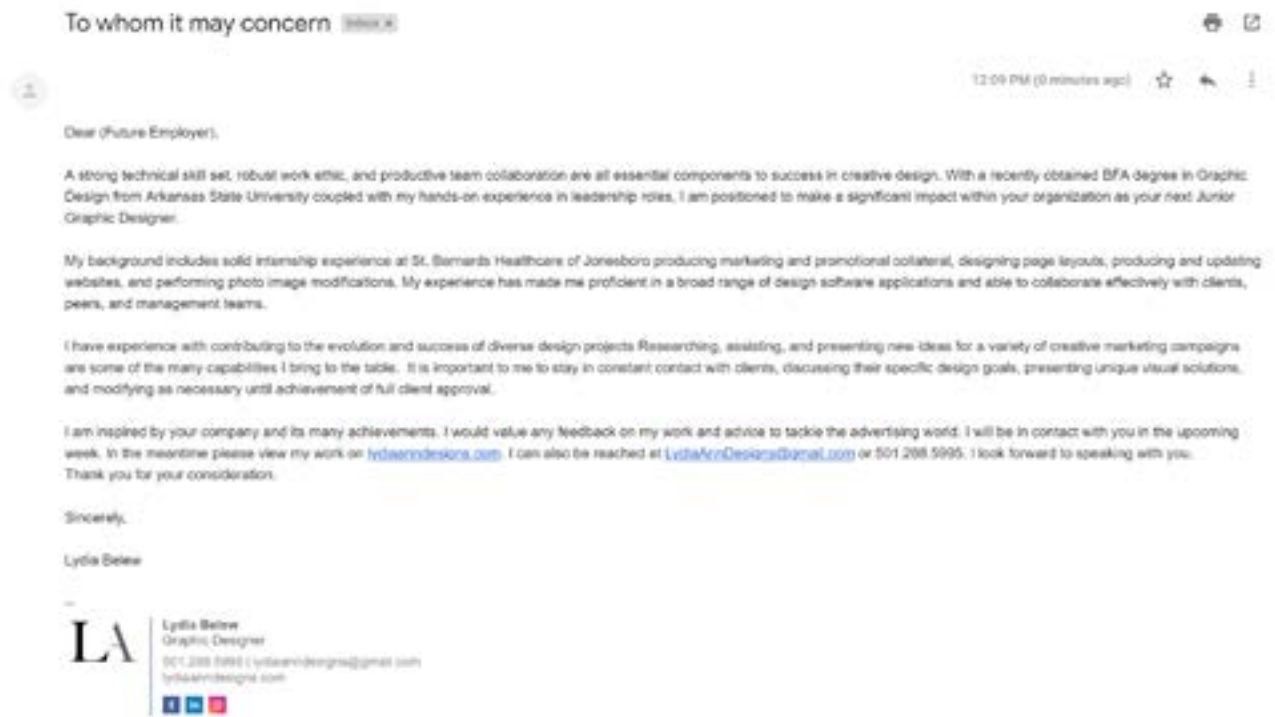
# Business

Always print professionally.



visual guidelines

# Email Signature



# Social Profile



Here is the Lydia Ann Designs profile picture in a circular form to match the form of the of the Instagram platform.

# Website Favicon



Here is my personal LinkedIn profile picture. It is a circle and gives the option to have a header picture which I used my business logotype.

# visual guidelines

## Business

Luxury Heavyweight

100 Cards:\$74

250 Cards:\$150

500 Cards:\$230

## Letterhead

Professional Print:

Southworth Resume Paper

white, 24lb, wove finish.

50 Sheets:\$28

Source: officedepot.com

Home Print:

Southworth Resume Paper

white, 24lb, wove finish.

50 Sheets:\$10

## Website

lydiaanndesigns.com

Domain Registration: \$14/year

Email Hosting: \$14.50/monthly

# Resume



## GET IN TOUCH WITH ME

Lydia Aann  
Cell: 501.228.5993  
Email: LydiaAannDesign@gmail.com  
Portfolio: LydiaAannDesign.com  
 Lydia Aann  
 @LydiaAannDesign

## PROFESSIONAL EXPERIENCE

**JANUARY 2018- PRESENT**  
St. Bernard's Healthcare, Jonesboro, Arkansas  
**Graphic Designer**  
-Produce event flyers for the 2018 St. Bernard's Expo, Kala Rock & Run, The Maam, Doctors Day, Baby Steps, OB-GYN, Surgery, Post Warrior Team and Women's Clinic.

**MARCH 2015- PRESENT**  
Arkansas State University  
St. John's Up '08 Drive, Arkansas State University  
**Executive Director & Marketing Chair**  
-Direct over twenty board members who oversee St. John's fundraising events at Arkansas State  
-Manage social media content on Instagram, Facebook and Twitter  
-Create promotional flyers for Frisbee Event, Convocations, Dead Lift For Difficult, Celebrity Water, ABC Sponsorships, Zulu To Move, Lip Sync Battle, Get the Sweep, Bonfire Night and No More Cancer Rally

**JANUARY 2015- PRESENT**  
Leadership Center, Arkansas State University  
**Graphic Designer**  
-Design flyers to promote events around campus including Silent Dinner, Pack Leader Applications, Trick or Treat with the Greeks, Glow Run, A-State Family Weekend, Alcohol Awareness Week, American Red Cross Blood Drive and Flex It Forward

**AUGUST 2015- PRESENT**  
Volunteer A-State, Jonesboro, Arkansas  
**Marketing Director**  
-Manage social media accounts on Facebook, Twitter and Instagram  
-Develop ad campaigns to promote volunteer opportunities for The Pointe, Pump, Day of Caring, Walk the Park, American Red Cross Blood Drive, Food Pantry, Flex It Forward, A-State Food Fight, Miracle League, United We Dream, and Banking on Marriage

**OCTOBER 2016- DECEMBER 2016**  
Kinshipology Research Group, A-State  
**Graphic Designer**  
-Consultant brand identity system for the ERG at Arkansas State, including logo, visual guidelines and business cards.

## EDUCATION

**Bachelor of Fine Arts**  
**Graphic Design**  
Arkansas State University  
-Advertising Design  
-Print and Publication  
-Identity Design  
-Digital Illustration  
-User-Interface Web Design  
-Typography and Layout  
-Branding  
-Photography  
-2015- Present Arkansas Lottery Scholarship

## SERVICE

-2015- Present Fundraiser for Make-A-Wish Foundation, Little Chicago, Arkansas State, Jonesboro  
-2015- Physical Walk and Yoder dogs at Humane Society, Jonesboro, Arkansas  
-2017, 2018 Distribute food to those in need A-State Food Pantry, Jonesboro, Arkansas  
-2018 Participate in A-State and Jonesboro Polar Plunge  
-2018 Donate for A-State Red Cross Blood Drive, Jonesboro, Arkansas  
-2015, 2016, 2017, 2018 Walk, Leukemia Clo Alpha Color Run, Jonesboro Arkansas  
-2017, 2018 Decorate and wrap gifts for St. Bernard's Nursing Home, Jonesboro, Arkansas

## AREAS OF EXPERTISE

<b>Skills</b>	<b>Software Skills</b>
-Branding and Identity	-HTML
-Illustration	-CSS
-Photography	-Photoshop
-Typography	-InDesign
-Userwork	-Illustrator
-Leadership	-Microsoft Office
-Public Speaking	-Social Media
-Typography	

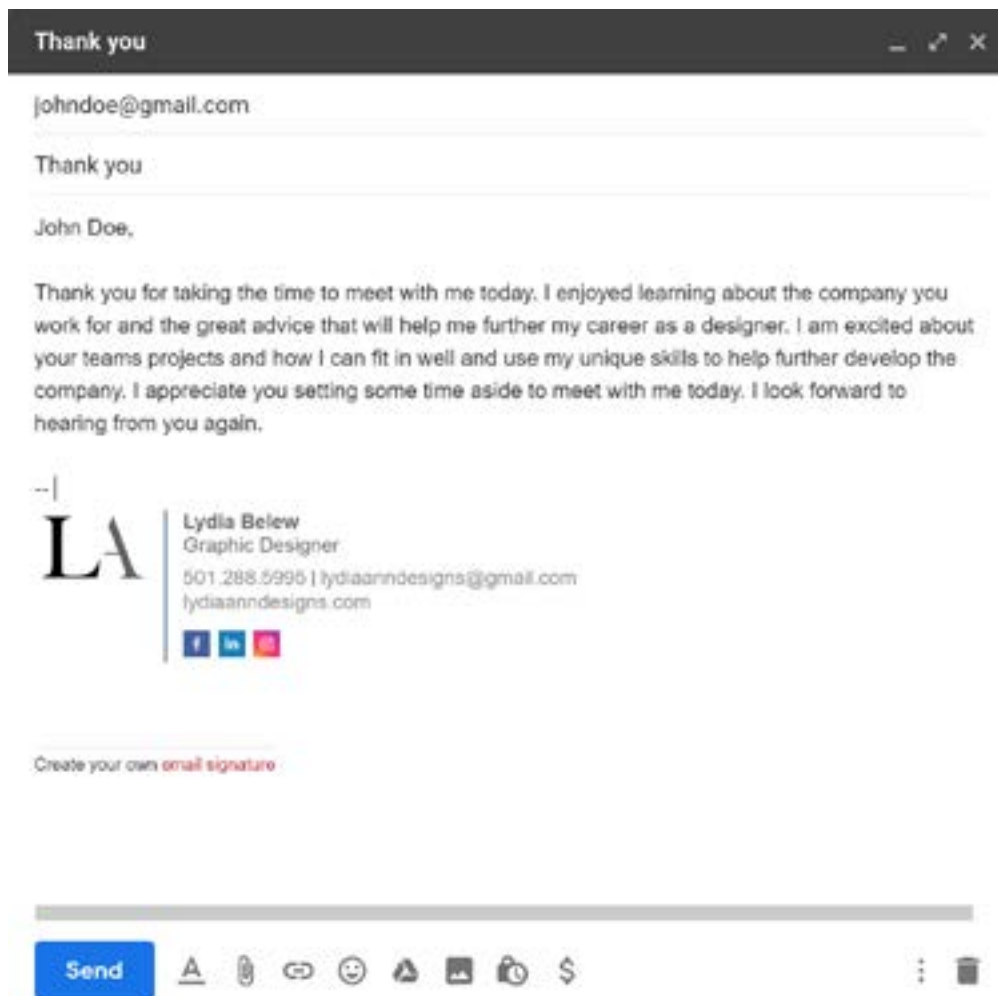


# Cover Letter



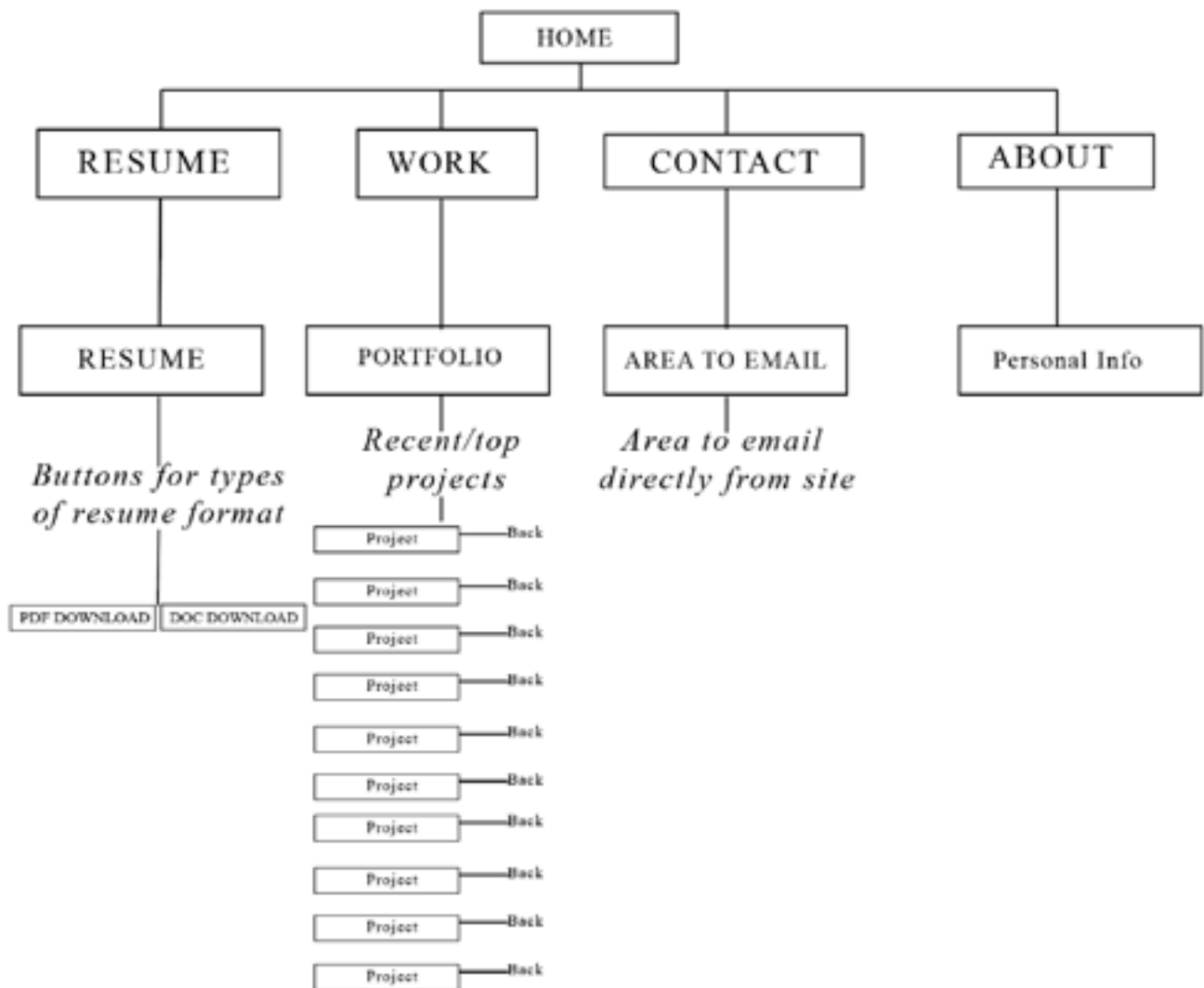
# Thank You Letter

Thank you letters will be sent out by email and through the mailing service after each professional meeting.



# Sitemap

The lydiaannndesigns.com website will be checked and updated on a regular basis.

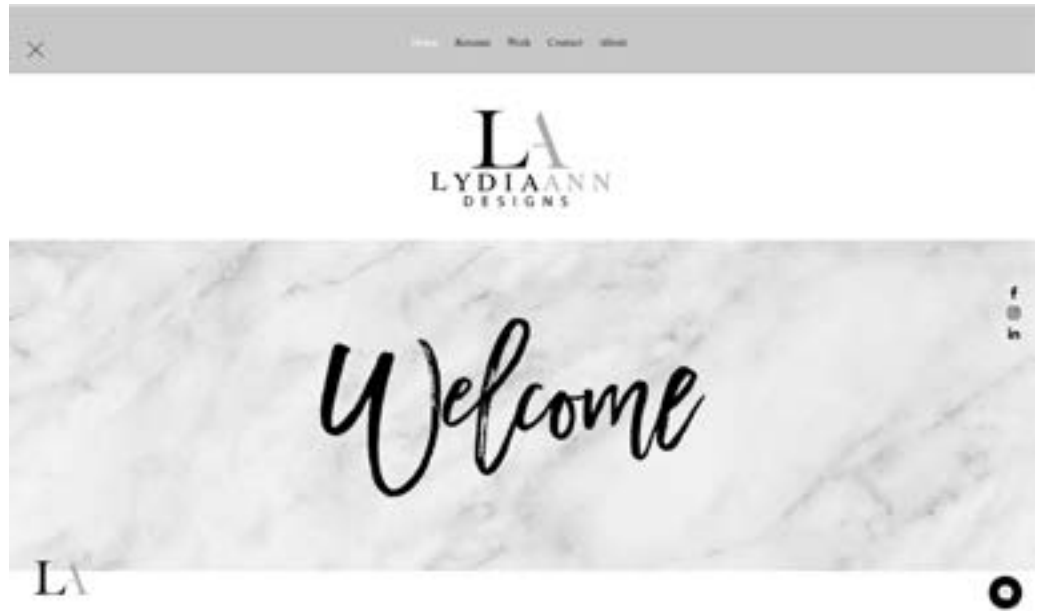


[lydiaannndesigns.com](http://lydiaannndesigns.com)

website

## Live Site

Lydia Ann Designs website adapts a modern style with its own uniqueness.



## Home

The home page will be updated as it becomes outdated.



## Contact

Here is where you can easily contact the company directly with any jobs or questions.

## Resume

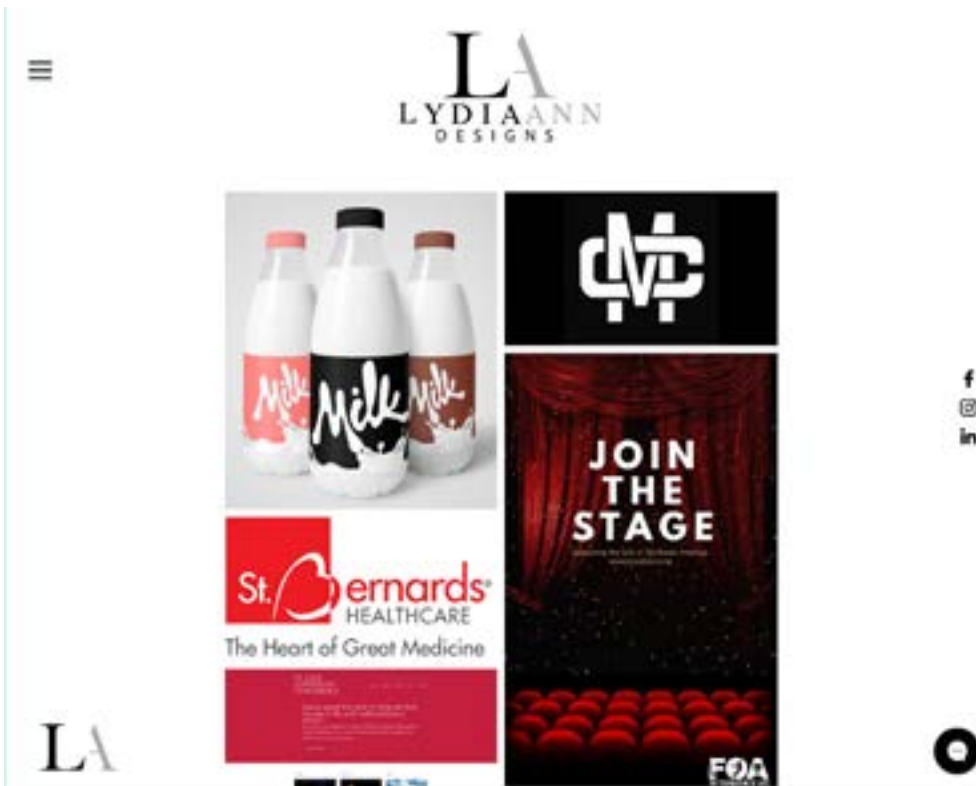
The credentials always need to be highlighted. Here is where you will find the most recent resume for Lydia Ann Designs.



website

# About

Here is where you can read all about who I am and little facts about myself.



# Work

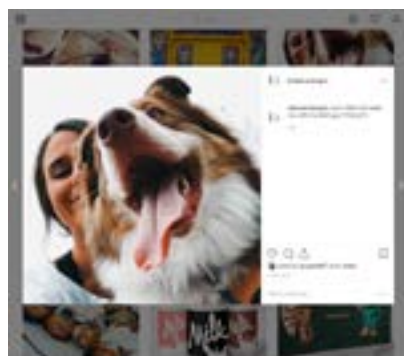
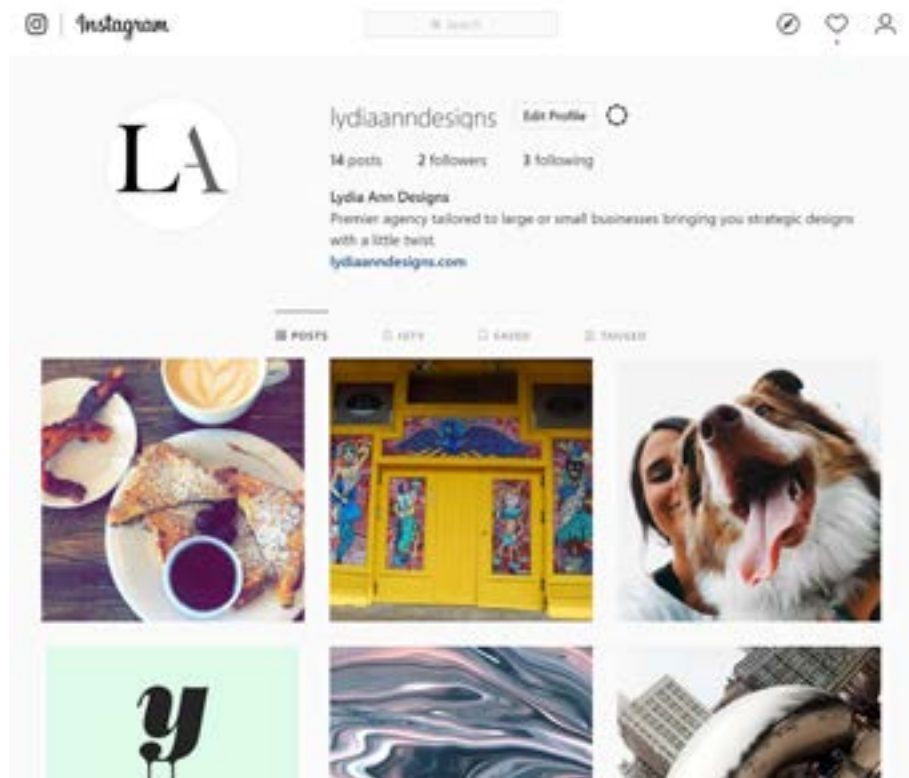
Here is where my portfolio is displayed. I update this page constantly with new work. Clicking on the image will take you to another page that will give you more information on the piece.

# Mission Statement

I use social networks to connect with businesses large or small, to share my creative work with those looking for like-minded designs, build my personal brand and grow my business. Through social media, I will find like-minded designers who see value in services, connect me to others, and to spread great design on social media. To accomplish this, I showcase my personal brand online by being authentic and true to my personality, interests and values.

# Instagram

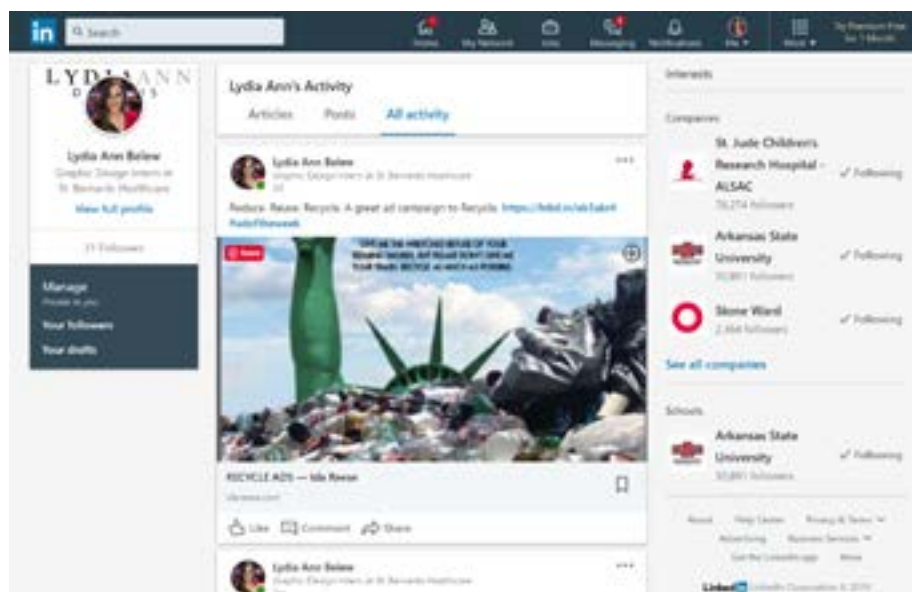
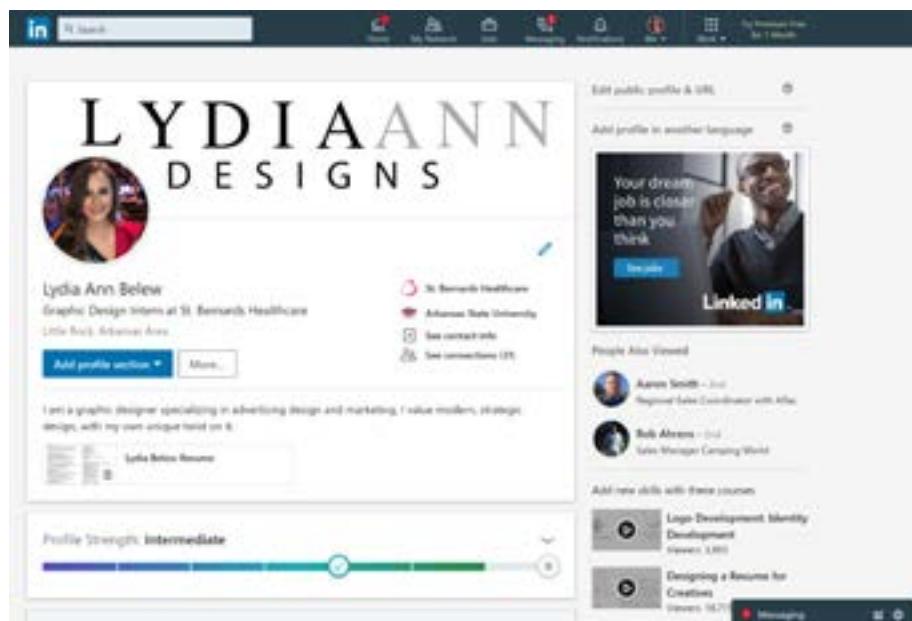
[@lydiaanndesigns](https://www.instagram.com/lydiaanndesigns)



social media
















# LinkedIn

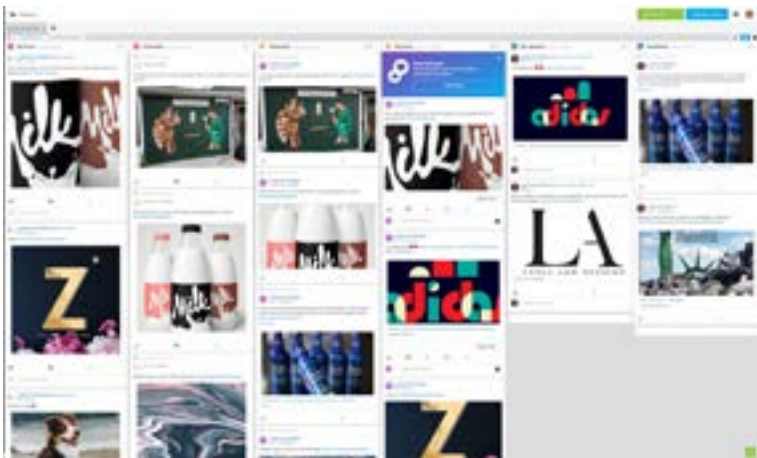
Lydia Belew



social media

# Social Media Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>1pm</b>   Motivation Monday #MotivationMonday (photos, patterns etc.)	<b>1pm</b>   Personal Photos	<b>1pm</b>   Industry News	<b>1pm</b>   Tweet image of weekly work #InnerThursday	<b>1pm</b>   Run a poll	
	<b>3pm</b> Reply to post. Check groups.	<b>3pm</b> Reply to post. Check groups.	<b>3pm</b> Reply to post. Check groups.	<b>3pm</b> Reply to post. Check groups.	<b>3pm</b> Reply to post. Check groups.	
<b>6pm</b>   Ad of the week	<b>6pm</b>   Doodle Monday #DoodleMonday	<b>6pm</b>   Type Tuesday #TypeTuesday	<b>6pm</b>   Work in progress Wednesday #WIP	<b>6pm</b>   Images in everyday life (type, art, etc.)	<b>6pm</b>   New work	<b>6pm</b>   Famous Art Pieces
<b>9pm</b> Reply to post. Check groups.	<b>9pm</b> Reply to post. Check groups.	<b>9pm</b> Reply to post. Check groups.	<b>9pm</b> Reply to post. Check groups.	<b>9pm</b> Reply to post. Check groups.	<b>9pm</b> Reply to post. Check groups.	<b>9pm</b> Reply to post. Check groups.

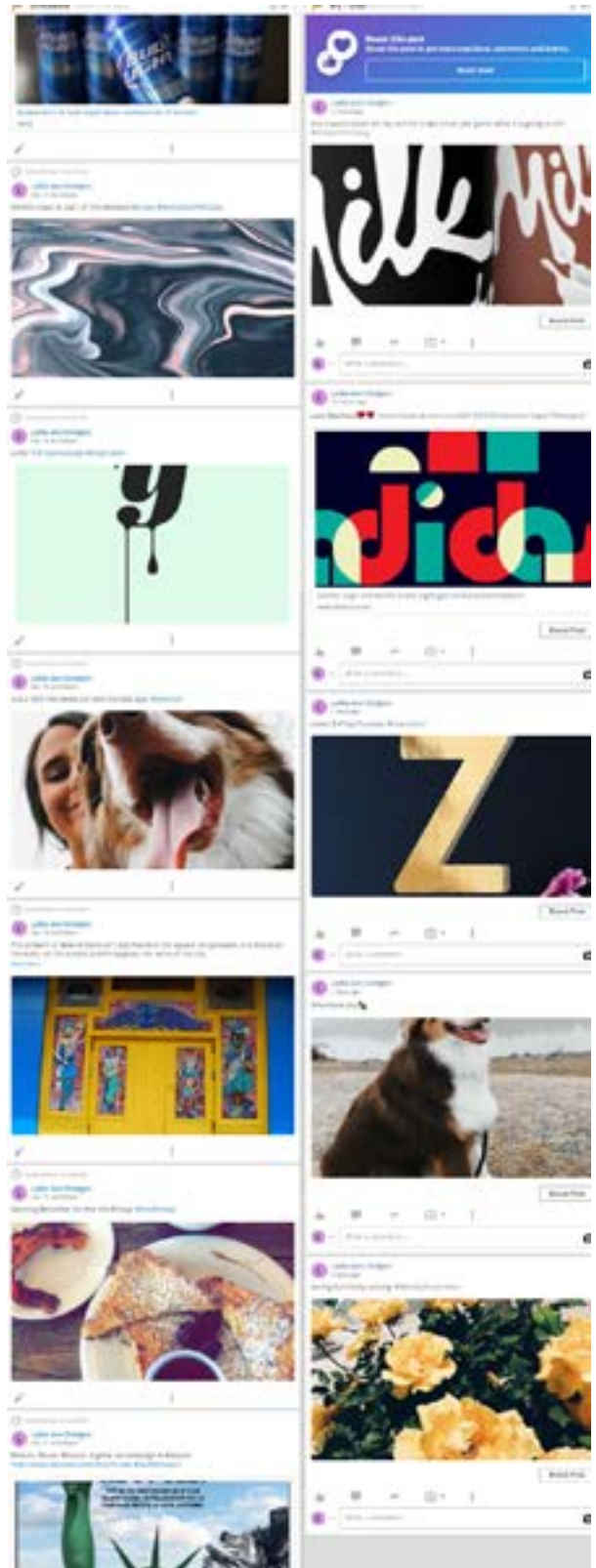
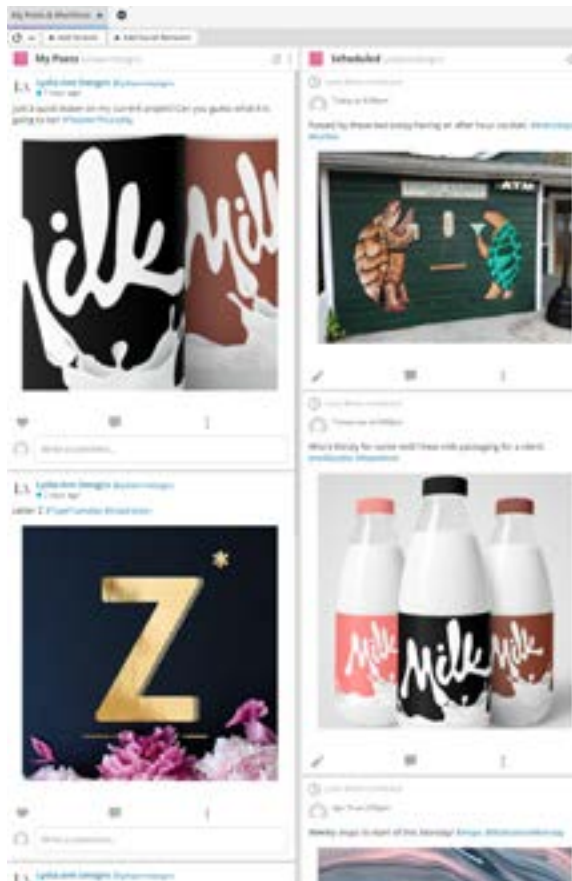
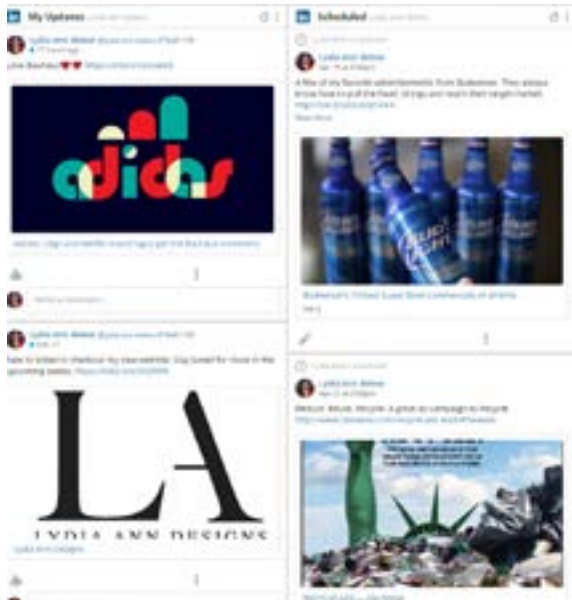


## Hootsuite

It is important to keep up your social media presences in this day and age. Hootsuite is a program that allows you to plan social media post ahead of time. It is a useful tool for designers to use to consistently put their work out in an easy manner. The best way to keep up with the social media is to plan ahead with a social media calendar. That way your post can be spaced out evenly with different topics.



# Scheduled Post



social media

## Business Name and Location

Lydia Ann Designs- Little Rock, AR- Physical Office

## Strengths

Leadership skills, personable, organizational skills, problem solving, Adobe Creative Cloud, HTML, and the ability to collaborate and work on a team.

## Weaknesses

Perfectionists, taking on too many responsibilities, self critic, persistent and not enough experience.

## Opportunities

Growing career, always in demand, learn from mentors, experience different types of design jobs and able to live anywhere.

## Threats

People with better design ideas, other new designers, not enough experience, self doubt and a competitive field.

## Motivation

My drive to help others is what motivates me in life. Giving back to those who need help whether it is a person, animal or a simple task.

## Important in business

To strive to be better than you were the day before is very important in business. I want to work with people who push me and motivate me to be the best version of myself.

# business plan

## Design Goals

I want to work at the top marketing or advertising agencies.

## Creative Industry

My creative industry is always in high demand. Marketing and advertising play a key role in the world we live in today.

## Core Competencies

I believe that I will succeed in the marketing and advertising industry because I am a leader, and am not afraid to take risk. I am personable and can always connect well with anyone.

## 12 Month Plan

In 12 months I would like to be working in a premier advertising or marketing agency as a junior designer in a large city.

## 5 Year Plan

In 5 years I would like to have moved up at the same or better company as an art director or a creative director.

## 10 Year Plan

In 10 years I would like to be the go to person in the office with all the wise answers. I would like to be the top creative director in the agency with room to make my own decisions. Hopefully at a time where I am stable and can start my own advertising marketing agency.

## Dreams to reality

I am going to reach these goals by working harder than those around me. Learning from my mentors and mistakes I have made. I will attend networking events to connect with those in my area. I will continue to learn new exciting design skills.

## Products: Advertising

I offer competitive drive, social networking skills, eye unique design, dedication, problem solving and curiosity.

## Products: Marketing

I offer strategic thinking, competitiveness, communication, team player and passion.

## Products: Social Media

I offer communication skills, organizational skills, design strategy, competitive skills, and networking skills.

## Products: Publication

I offer typography skills, problem solving, creativeness and layout skills.

## Products: Logo Design

I offer uniqueness, adobe illustrator, creative thinking, design strategy, and problem solving.

## Ideal Clients

My ideal client is through a large corporate company that has plenty of wiggle room for creative thinking and allows me to go above and beyond their expectations.

## Client Communication

My clients will communicate with me online or in person whichever suits them best. I will communicate with them regularly throughout the process and will be open to feedback.

## Creative Competition

Someone who is wiser than I am.

## Talent Competition

Someone who is a better at illustrator than I am.

## Ability Competition

Someone who is more equipped with illustration skills than i have.

## Training Competition

Someone who has more education than I have.

## Experience Competition

Someone who has more experience in the design world and has a mentor longer than I have.

## Values Competition

Someone who works harder than I do or cares more than I do.

## Finding Clients

I will join networking groups and go to social events in the area. I will make friends with the people I meet whether they have a design job or not. Hopefully the friendship will connect me to people they may know and they will recommend me to them for future jobs or freelance work.

## Networking Avenues

I will network by being apart of the community I am in. I will volunteer and help others with events and charities. I will stay in tune with social media and promoting myself. I will attend conferences and socialize with peers like me.

## Creative Freedom

I enjoy a sense of direction with the ability to put my own twist on it. The more feedback the better from a client that way I don't misinterpret what they are wanting.

## Design Discounts

Discounts will be circumstantial if it is an organization I am apart of or support. (St. Jude Children's Research Hospital, Humane Societies, Red Cross etc.)

## Desired Results

I would like to have a working client list that continues to need work. I would like to have 3 to 5 projects a month to keep me busy.

## Estimated Quarterly Taxes

\$471 monthly

## Continue Education

\$25 monthly

## Rates

I will charge \$40/hr as I am fresh out of school.

## Work Week

I would like to work 5 days a week and bill 40 hours during the week but with the advertising industry I expect to be working more hours to meet deadlines.

## Health Insurance

I will charge \$40/hr as I am fresh out of school.

## Equipment Cost

\$100 monthly

## Website

\$20 monthly

# Estimate



Date: / /  
 Job Number: / / / /  
 Client Name: / / / / / /  
 Address: / / / / / / / /  
 Phone: / / / / / / / /

**ESTIMATE**

PROJECT DESCRIPTION	RATE	HOURS	REVISIONS	TOTAL
<p><b>WALL PAPERING</b></p> <p><i>Notes:</i>                      For any important notes see provided by the client                      Materials Requested:                      If client has requested specific materials, list here. Otherwise remove.                      Unroll fee                      In room cleanup.</p>	\$ 54	400	#	\$
<b>TOTAL</b>				\$
<p><b>WALL PAPERING</b></p> <p><i>Notes:</i>                      For any important notes see provided by the client                      Materials Requested:                      If client has requested specific materials, list here. Otherwise remove.                      Unroll fee                      Basic charges will be applied. If needed:</p>	\$ 54	400	#	\$
<b>TOTAL</b>				\$

LA Lydia Ann Designs | 1234567890 | 1234567890

# Quote



Client Name  
Job Number, Location  
Client Name, Contact Company  
Address Street, City, State, Zip  
Phone: XXX XXX XXX

QUOTE

PROJECT DESCRIPTION	REVISIONS	TOTAL
<b>NAME OF PROJECT</b>	<b>#</b>	<b>\$</b>
Owner:		
The following project notes have been provided by the client:		
Materials Requested:		
If client has requested specific materials, list here. Otherwise remove.		
Additional:		
Payment schedule:		
	<b>TOTAL</b>	<b>\$</b>



# Project Invoice



Date: *Due*  
Job Number: *Job or Invoice*  
Client Name: *Person/ Company*  
Address: *Street, City, State, Zip*  
Phone: *XXX.XXX.XXXX*  
Payment Due: *xx.xx.xxxx*

## PROJECT INVOICE

PROJECT DESCRIPTION	RATE	HOURS	TOTAL
---------------------	------	-------	-------

NAME OF PROJECT	\$XX/HR	■	\$
-----------------	---------	---	----

TOTAL DUE \$



# Hourly Invoice



Date: / /  
 Job Number: / / / / / / / / / /  
 Client Name: / / / / / / / / / /  
 Address: Street, City, State, Zip  
 Phone: XXX XXX XXXX  
 Payment Due: / / / / / / / / / /

## HOURLY INVOICE

PROJECT DESCRIPTION	PROJECT RATE	RATE	HOURS	REVISIONS	TOTAL
NAME: / / / / / / / / / / Email: / / / / / / / / / / The only requested notes have provided by me since Material: / / / / / / / / / / If client has requested specific materials, list here. Otherwise remove. /	\$XX	\$XXX.X	4	1	\$

TOTAL DUE: \$







promotional items



Thank you