

NW DESIGN



---

BRAND BOOK

---

# TABLE OF CONTENTS

**04 BRAND POSITIONING STATEMENT**

**05 BRAND BOARD**

**06 VISUAL GUIDELINES**

COMPONENTS OF LOGO  
CLEAR SPACE AND MINIMUM SIZE  
APPROVED COLOR VARIATIONS  
VARIATIONS ON LOGO STRUCTURE  
UNACCEPTABLE USAGE  
COLORS  
TYPOGRAPHY  
VISUAL IDENTITY  
WEBSITE FAVICON  
SOCIAL PROFILE MARKS  
EMAIL SIGN-OFF

**16 BUDGET**

**18 RÉSUMÉ**

**19 CORRESPONDENCE**

SOCIAL PROFILE MARKS  
EMAIL SIGN-OFF

---

**20 WEBSITE**

SITEMAP/WIREFRAME  
SCREENSHOTS

**24 SOCIAL MEDIA**

MISSION STATEMENT  
TWITTER  
INSTAGRAM  
LINKEDIN  
CONTENT CALENDAR

**28 BUSINESS PLAN**

QUOTE  
INVOICE

**30 PROMOTIONAL MERCH**

# BRAND POSITIONING STATEMENT


For Ironically detached millennials and business professionals alike, NW Design is a machine for timeless aesthetics. In a complex, emotional world, NW Design cuts through the clutter with honesty and efficiency.

# BRAND BOARD


Neil Williams  
NW Design  
neilcooperwilliams@gmail.com  
870.415.0471  
neilwilldesign.com

@neilwilldesign  
@neilwilldesign  
@neilwilldesign


LOGO



MARK




LOGO TYPE



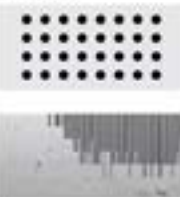
BRAND POSITIONING STATEMENT

For Ironically detached millennials and business professionals alike, NW Design is a machine for timeless aesthetics. In a complex, emotional world, NW Design cuts through the clutter with honesty and efficiency.


COLOR PALETTE



PATTERNS



TEXTURES




TYPEFACES

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

**Arial Rounded MT Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?,.

INSPIRATION



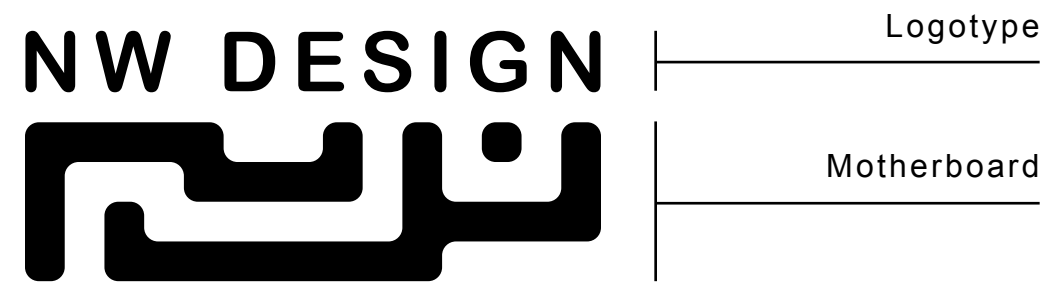
---

# VISUAL GUIDELINES

---

## COMPONENTS OF LOGO

The NW Design logotype and “Motherboard” mark will almost always appear locked together. If the mark is used alone as a design element, the standard lockup must appear at least once in the same instance of use.

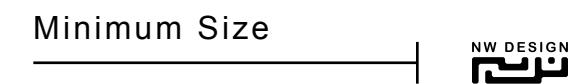
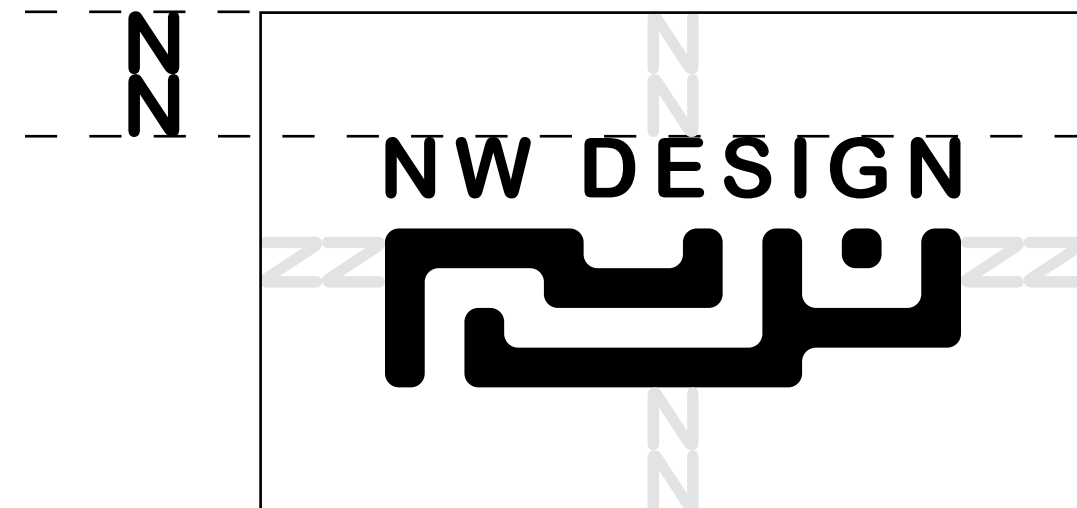


---

## CLEAR SPACE & MINIMUM SIZE

The NW Design logo should have a clear space equivalent to the height of 2 letters from the logotype surrounding it at all times.

The logo should never appear smaller than a half-inch in width.



---

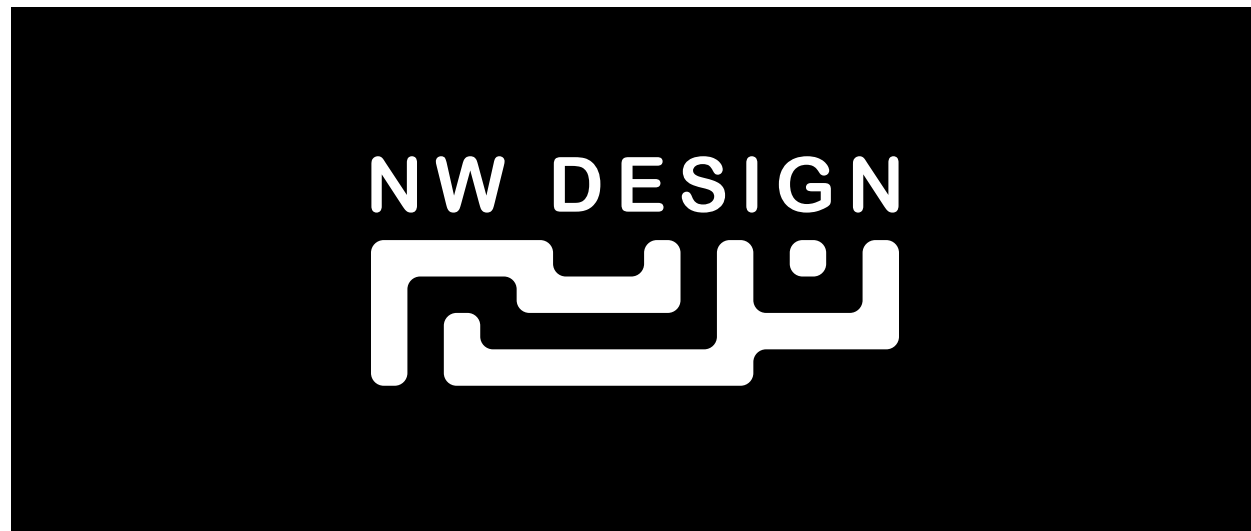
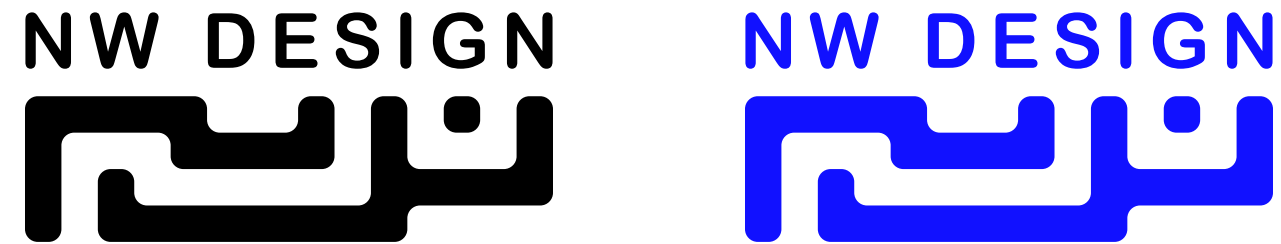
# VISUAL GUIDELINES

---

## VARIATIONS

The NW Design logo should always appear as Black, CMYK Blue, or White in reverse.

There are no alternate stacking options.



---

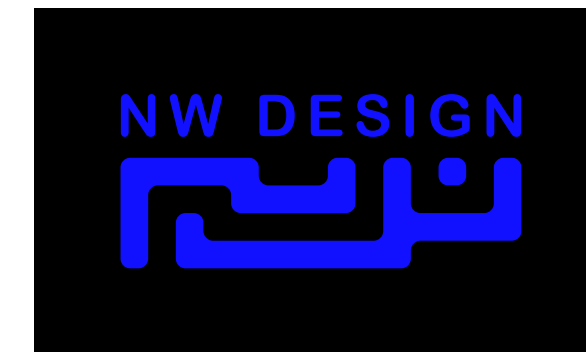
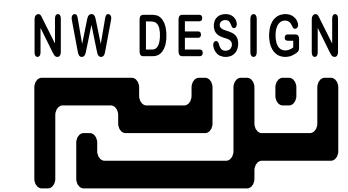
## UNACCEPTABLE USAGE

Do not squash, stretch, or in any way alter the aspect ratio of the NW Design logo or its components.

Do not use the blue color variant against a dark background.

Do not alter the logo stacking.

Stick to the visual guidelines.



---

# VISUAL GUIDELINES

---

## COLORS

The NW Design brand is primarily black and white with a vibrant blue accent.

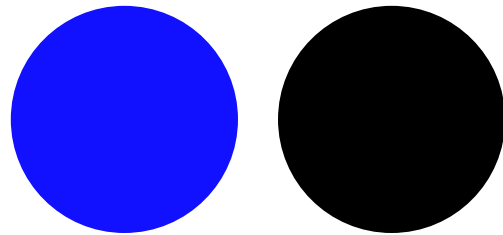
On screens, the blue is very bright. In print, it is more subdued.

### BLUE:

PANTONE	BLUE 2736 C
RGB	17 17 255
HEX	1111FF
CMYK	88 77 0 0

### BLACK:

PANTONE	BLACK 6 C
RGB	0 0 0
HEX	000000
CMYK	100 100 100 100



---

## TYPOGRAPHY

Arial Rounded MT Bold and Arial Bold are the suggested typefaces for headers on all collateral, with Arial Bold being used for subheads.

Arial Regular is the suggested typeface for body copy.

If a serif is needed, use Georgia Regular.

### Arial Rounded MT Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890!?,.

### Georgia Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890!?,.

### Arial Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890!?,.

### Arial Regular

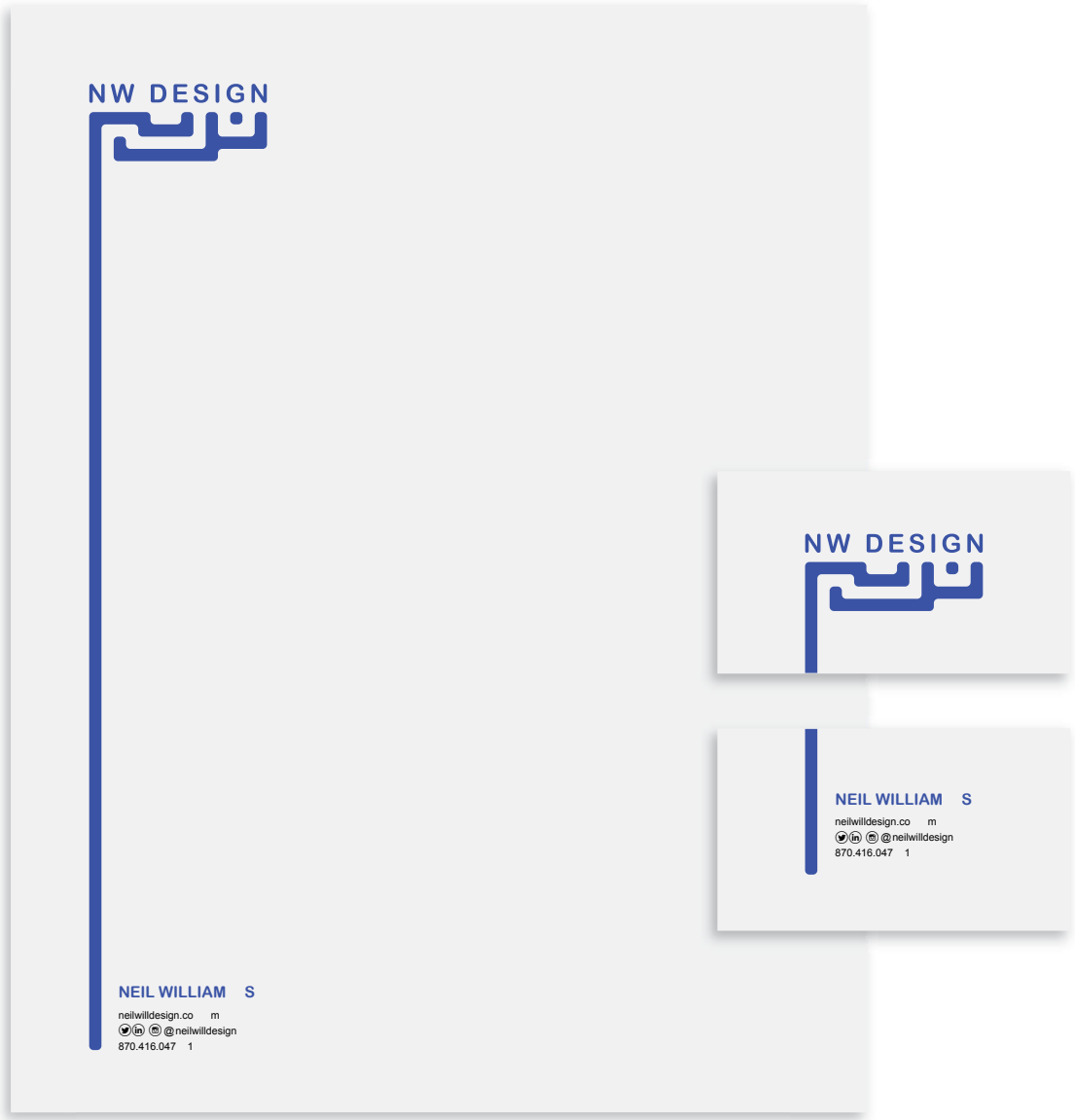
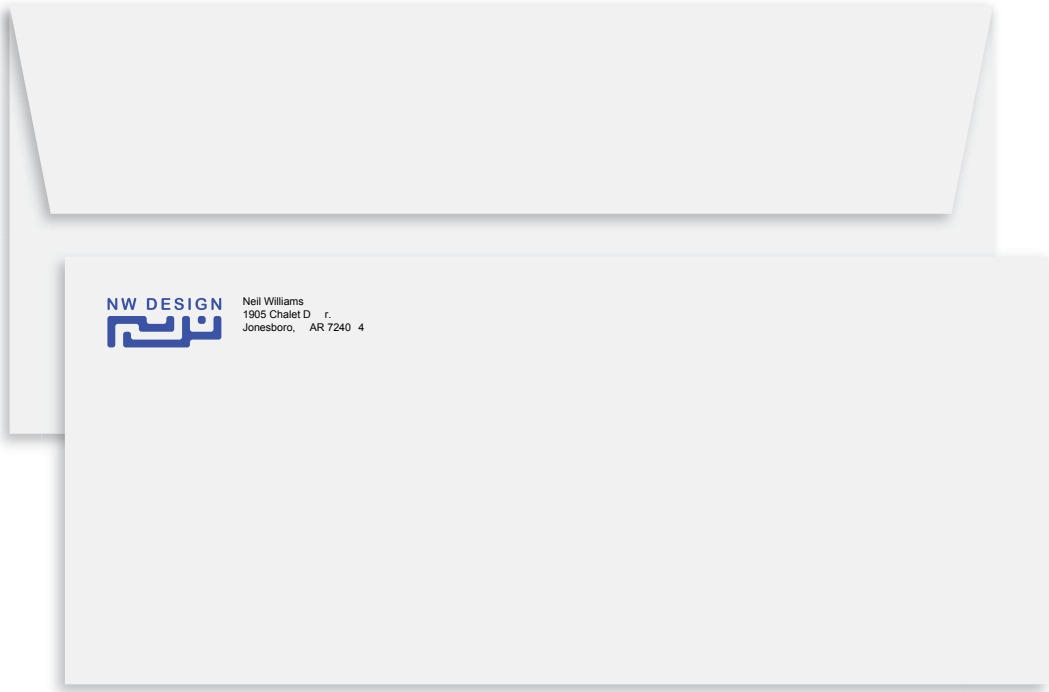
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890!?,.

---

# VISUAL GUIDELINES

---

## VISUAL IDENTITY



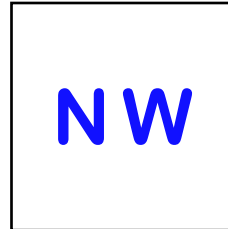
---

# VISUAL GUIDELINES

---

## WEBSITE FAVICON

The favicon to be used in website headers is the “NW” from the logotype.



---

## SOCIAL PROFILE MARKS

The NW Design logo should be used as the profile image for both Twitter and Instagram, but a picture of myself will remain as the profile image for LinkedIn



---

## EMAIL SIGN-OFF

...

Sincerely,

Neil Williams  
[NW Design](#)  
870.416.0471  
[@neilwilldesign](#)





---

# BUDGET

---

## DOMAIN REGISTRATION

### nwdesign.net\*

1 Year:  
Registration: \$12.99      Renews: \$18.99 / yr  
Privacy: \$7.99      Renews: \$9.99 / yr  
Custom Email: \$23.88      Renews: \$4.99 / mo

2 Years:  
Registration: \$31.98      Renews: \$12.99 1st yr, then \$18.99 / yr  
Privacy: \$15.98      Renews: \$9.99 / yr

### neilwilldesign.com\*

1 Year:  
Registration: \$3.49      Renews: \$19.99 / yr  
Privacy: \$7.99      Renews: \$9.99 / yr  
Custom Email: \$23.88      Renews: \$4.99 / mo

2 Years:  
Registration: \$23.48      Renews: \$3.49 1st yr, then \$19.99 / yr  
Privacy: \$15.98      Renews: \$9.99 / yr

\*GoDaddy Pricing

---

## PRINTED MATERIAL

### #10 Envelopes (White/Diamond)\*

50: \$18.00  
100: \$36.00

### Letterhead (Original)\*

50: \$60.00  
100: \$108.00

### Business Cards (Luxe)\*

50: \$26.24  
100: \$52.48  
200: \$89.99  
400: \$149.95

\*Moo Pricing

NW DESIGN



## NEIL WILLIAMS

GRAPHIC DESIGNER  
870.416.0471

neilcooperwilliams@gmail.com  
neilwilldesign.com

   @neilwilldesign

### WORK EXPERIENCE

#### AutoZone

Creative Design Intern (Spring - Summer 2018)  
+ Logos, Photography, Flyers, Print Media,  
Package Design, Public Speaking

#### The Herald Newspaper

Design Editor (Fall 2017)  
Photo Editor (Fall 2016)  
Photography Staff (Fall 2015)  
+ Print Media, Photography, Graphic Design

#### Arkansas Political Non-Profit

Creative Director (Spring 2017)  
+ Logo, Social Media Graphics, Identity Design

#### A-State Political Non-Profit

Freelance Graphic Designer (Fall 2016)  
+ Logo, T-Shirt, Social Media Graphics

#### Blake Ross

(Political Non-Profit President)  
Freelance Graphic Designer (Spring 2017)  
+ Campaign Logo and Collateral Design

#### Danny Pryor

(Indie Musician)  
Freelance Graphic Designer (Fall 2017)  
+ Artist Identity, Logo, Collateral Design

### EDUCATION

#### Bachelor of Fine Arts in Graphic Design

Digital Design Emphasis  
Expected Graduation: May 2019  
Arkansas State University  
Honors College

### SKILLS

+ Adobe Creative Suite  
+ Maya 3D  
+ HTML, CSS, Javascript

### SCHOLARSHIPS / AWARDS

+ Art Department Endowed Scholarship (2017)  
+ A-State Leadership Scholarship (2015-2018)  
+ Arkansas Challenge Scholarship (2015-2018)

### PROFESSIONAL AFFILIATIONS

#### A-State AIGA

The Professional Association for Design  
+ Member, A-State Board (2017-2018)

#### Arkansas Political Non-Profit

Youth Arm of Arkansas Political Non-Profit  
+ Creative Director (Spring 2017)

## COVER LETTER

NW DESIGN



November 16, 2018

Neil C. Williams  
870.416.0471  
neilcooperwilliams@gmail.com

Ms. Bosswoman  
Art Director  
Design Group  
123 Graphic Ave.  
Metropolis, NY 90210

Dear Ms. Bosswoman,

After working several freelance design jobs and a major internship I'm looking to get my foot in the door at a full-fledged design workspace. Your group has produced some amazing work. The culture that has been instilled there impresses me greatly and I'd love to get more familiar with it.

Working with AutoZone's creative design team allowed me to build the skills needed to produce great design outside of my comfort zone and at a fast pace. For example, I spent two months creating and revising the logo and wordmark for their 2018 National Sales Meeting. The team I worked with had to satisfy the requests of not only everyone in our functional area, but also those on a committee of non-designers all asking for different things at a weekly pace. The work was hectic, but we were able to merge their ideas into one cohesive design.

With experiences like these and my years of education from Arkansas State, I'm confident that my skills merit your attention. My resume is attached, along with a link to my online portfolio of work. Expect a call from me sometime this week, and hopefully we can arrange a meeting in person.

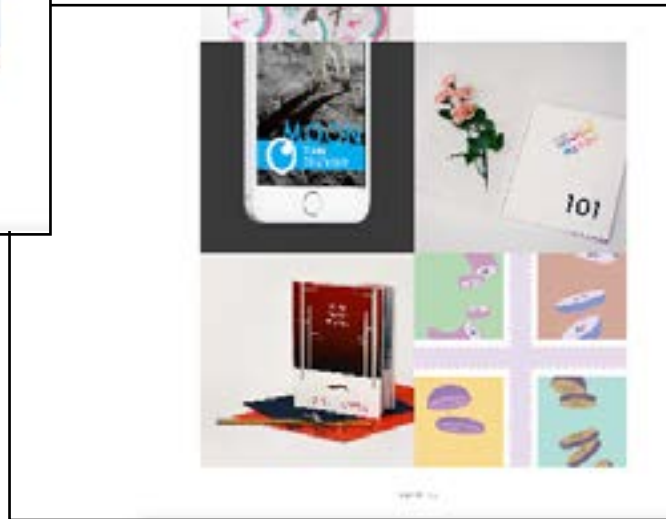
Thank you for your time,

Neil Williams

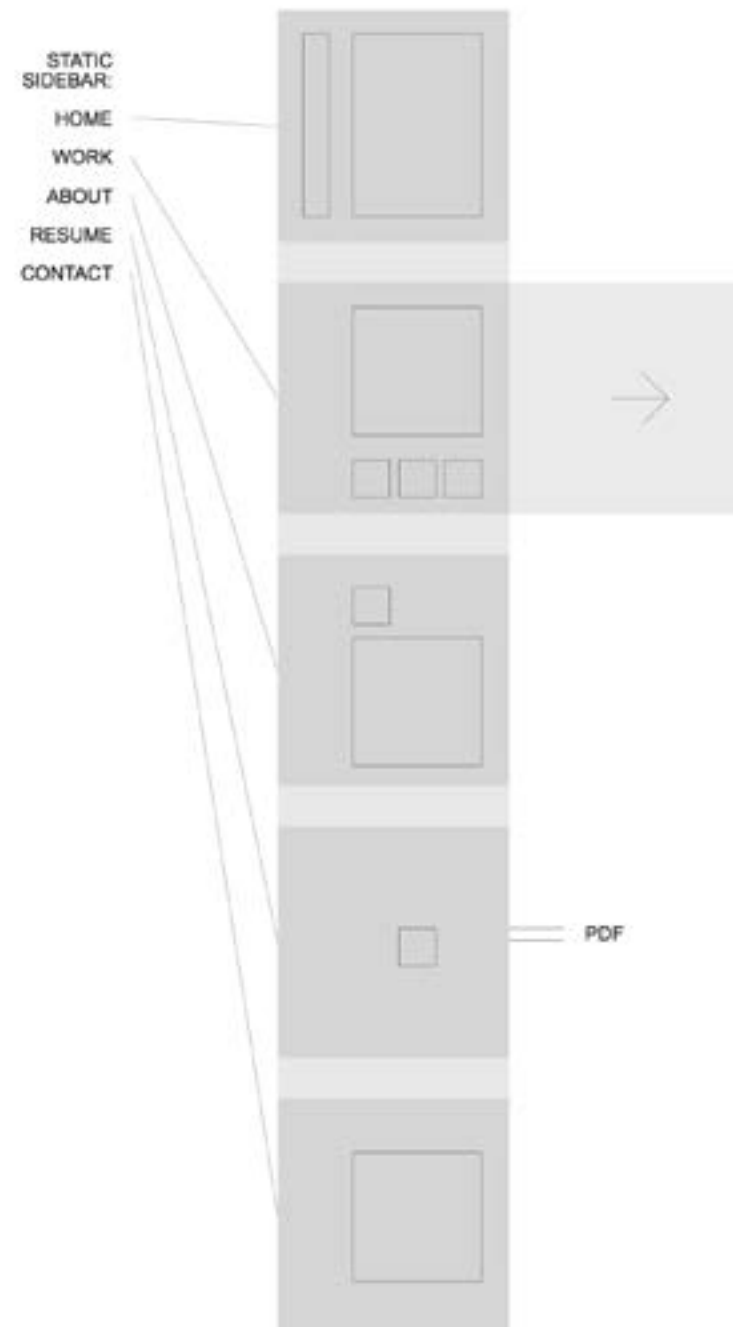
# WEBSITE

## SCREENSHOTS

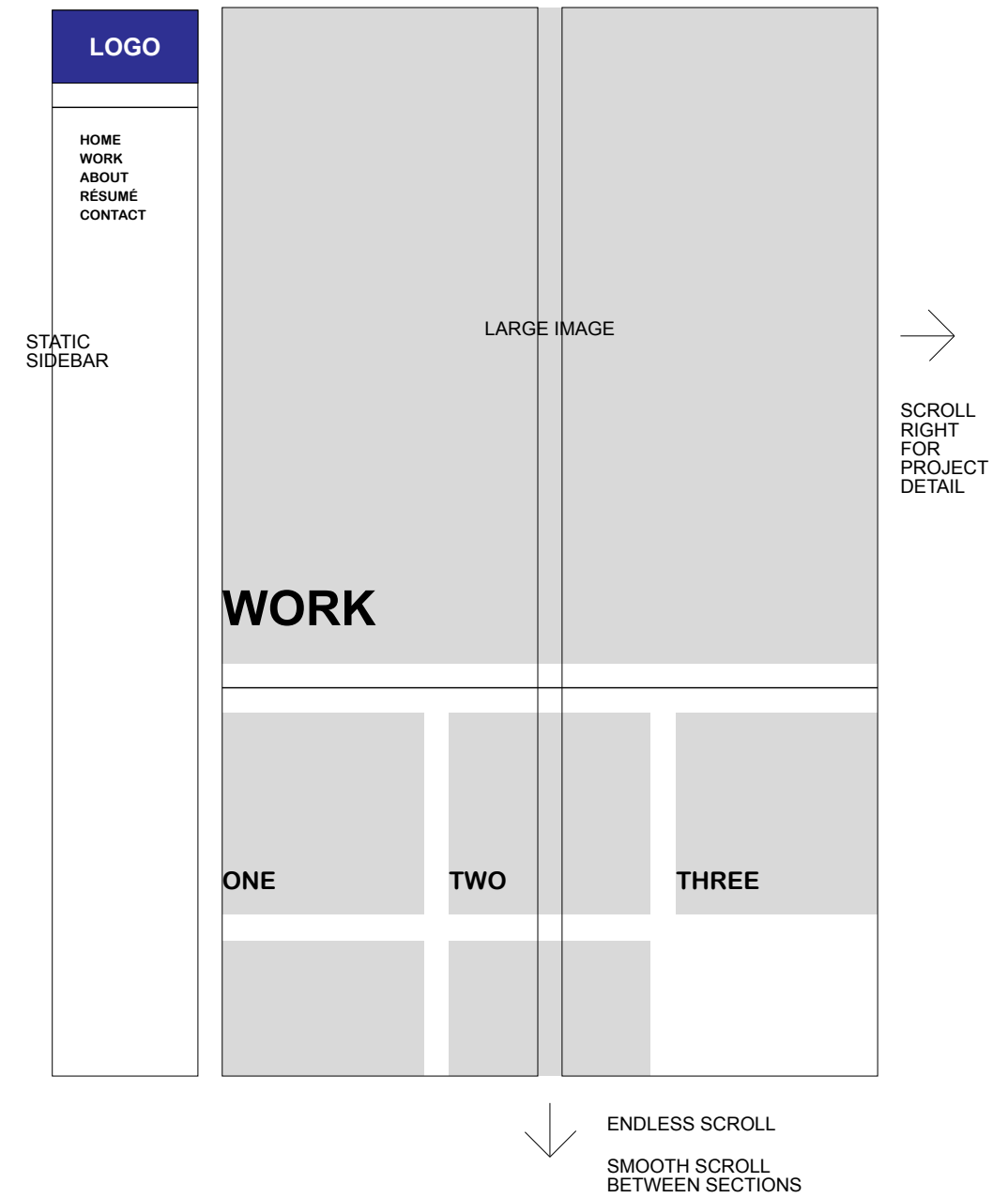
[neilwilldesign.com](http://neilwilldesign.com)



## SITEMAP



## WIREFRAME



---

# SOCIAL MEDIA

---

## MISSION STATEMENT

NW Design's social media is used to connect with like minded artists and build the brand by showcasing my work and daily activities through an interesting lens that is relevant to my personality, interests, and values.



---

## LINKEDIN

**Profile Name:** Actual name, with reference to company

**Company:** NW Design

**Profile Image:** Picture of self.

**Address:** Jonesboro, AR

**Current:** Student

**Previous:** AutoZone

**Education:** BFA in Graphic Design

**Skills:** Adobe Suite, Maya 3D, HTML, CSS, and Javascript

**Other:** Whatever other professional affiliations I have at the time.

**Tone/Voice:** Professional

<https://www.linkedin.com/in/neil-williams-167a35172/>



---

## TWITTER

**Handle:** @neilwilldesign

**Profile Image:** Just the logo, in blue.

**Location:** Arkansas (or whatever state I'm working in).

**Bio:** Neil is a guy who designs things.

**Other:** neilwilldesign.com

**Tone/Voice:** Detached, Ironic, Relatable, Professional

<https://twitter.com/neilwilldesign>

---

## INSTAGRAM

**Profile Name:** NW Design (@neilwilldesign)

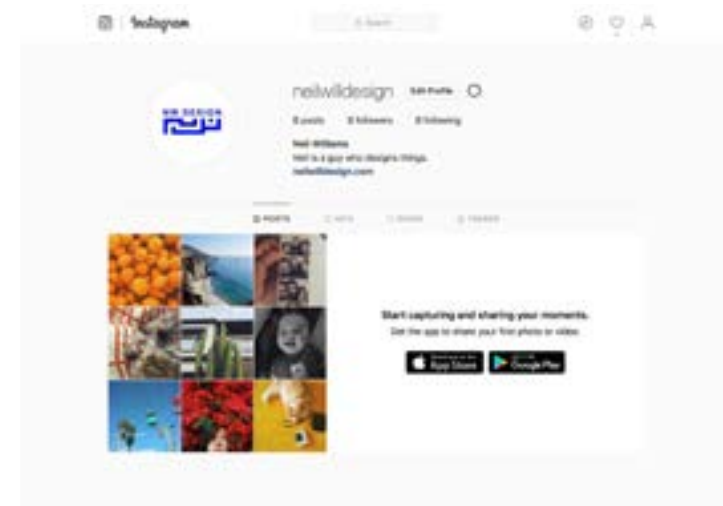
**Profile Image:** Just the logo, in blue.

**Bio:** Neil is a guy who designs things.

**Other:** neilwilldesign.com

**Tone/Voice:** Detached, Ironic, Relatable, Professional

<https://www.instagram.com/neilwilldesign/>



# SOCIAL MEDIA

## CONTENT CALENDAR

### SUNDAY

11am



Morning Coffee.  
Tweet some hot takes.

3pm

Reply to posts.  
Non-creative photo.

6pm

Reply to posts.  
Check groups.  
Creative photo.  
Daily challenge.



Reply to posts.  
Daily challenge.  
Creative photo.  
Non-creative photo.  
Cross-promote  
Twitter.

8pm



Tweet about  
upcoming work/  
events.

### MONDAY

8am



Morning Coffee.  
Artist spotlight  
(contemporary).

11am

Reply to posts.  
Hot takes.  
Non-creative photo.

3pm



Reply to posts.  
Non-creative photo.  
Creative photo.



Cross-promote  
Instagram.

6pm

Reply to posts.  
Check groups.  
Creative photo.  
Daily Challenge.

8pm

Reply to posts.  
Check groups.

### TUESDAY

8am



Morning Coffee.  
Music recs.



Post about whatever  
design things I've  
been doing lately.  
Link to morning  
coffee.

11am



Reply to posts.  
Check groups.  
Hot takes.  
Non-creative photo.

3pm



Reply to posts.  
Non-creative photo.  
Creative photo.

6pm



Reply to posts.  
Check groups.  
Creative photo.  
Daily Challenge.

8pm

Reply to posts.  
Check groups.

### WEDNESDAY

8am



Morning Coffee.  
Daily poll.

11am

Reply to posts.  
Hot takes.  
Non-creative photo.

3pm



Reply to posts.  
Non-creative photo.  
Creative photo.

6pm



Reply to posts.  
Check groups.  
Creative photo.  
Daily Challenge.

8pm

Reply to posts.  
Check groups.

### THURSDAY

8am



Morning Coffee.  
Cross-promote other  
creative work.

11am

Reply to posts.  
Hot takes.  
Non-creative photo.

3pm



Reply to posts.  
Non-creative photo.  
Creative photo.

6pm



Reply to posts.  
Check groups.  
Creative photo.  
Daily Challenge.  
STREAM  
PROMOTION.

8pm

Reply to posts.  
Check groups.

### FRIDAY

8am



Morning Coffee.  
Artist spotlight  
(classic).

11am

Reply to posts.  
Hot takes.  
Non-creative photo.  
STREAM  
PROMOTION.

3pm



Reply to posts.  
Non-creative photo.  
Creative photo.  
STREAM  
PROMOTION.

6pm



Reply to posts.  
Check groups.  
Creative photo.  
Daily Challenge.  
STREAM  
PROMOTION.

8pm

Reply to posts.  
Check groups.  
STREAM  
PROMOTION.

### SATURDAY

11am



Morning Coffee.  
Tweet some  
lighthearted shitposts.

3pm

Non-creative photo.

6pm

Creative photo.  
Daily challenge.



Daily challenge.  
Creative photo.  
Non-creative photo.  
Cross-promote  
Twitter.

---

# BUSINESS PLAN

## BUSINESS PLAN

Fall 2018

Neil Williams

NW Design

---

### IDENTITY:

- What's your business name? **NW Design.**
  - What is the location of your business? **Currently, Arkansas. I'll display whatever major city I'm living in currently.**
  - Where will you work? Virtual from home or at a physical office? **NW Design will be run from home.**
- 

### S.W.O.T.

- **S** - Strengths (internal/personal aspects that give you an advantage):
    1. **Good grasp of design thinking.**
    2. **Very familiar with industry standard design softwares.**
    3. **Can take criticism.**
    4. **Works well with others, both leading and following.**
    5. **Strong personal convictions related to design.**
  - **O** - Opportunities (external/public – new services, products or markets for you to consider):
    1. **Niche internet communities in need of good design.**
    2. **Independent artists in need of good design.**
    3. **Very hip design agency teams who want younger perspectives.**
    4. **A renaissance of rebellious, internet-punk design.**
    5. **Changing tastes.**
  - **W** - Weaknesses (internal/personal aspects that might hinder you or cause problems):
    1. **Probably a bit over-confident in my design abilities.**
    2. **Lack motivation to work until the last minute, though I'm inclined to blame seasonal depression.**
    3. **Sometimes disregard criticism.**
    4. **A bit overzealous about certain design trends.**
    5. **Unfamiliar with more specialized design tools.**
  - **T** - Threats (external/public – e.g. competition, government regulations, money, tech?):
    1. **More motivated peers.**
    2. **Student loan debt.**
    3. **Confusion regarding taxes and insurance.**
    4. **Market for post-post-postmodern design not big enough.**
    5. **Changing tastes.**
- 

### YOUR MISSION:

- What drives you? What keeps you motivated? What are you passionate about? **I believe good design has the power to benefit the world in a tangible way, and crafting good design makes me happy.**
  - What is important to you in business? **What are your ethics, values and reasons for being in this profession? Honesty and transparency. I believe we as a society have an obligation to create beautiful spaces for the**
- 

- **sake of our collective mental health.**
  - What kinds of creative work do you specifically want to do? **I specifically enjoy designing logos and identities in general with an emphasis on efficiency and versatility. It's incredibly satisfying to me to plug in a logo and have it work anywhere.**
  - Describe your creative industry. **A bunch of business casual hipsters with thousands in student loan debt.**
  - Describe your most important strengths and core competencies. **I have good communication skills and I get along well with everyone. It's very difficult to offend me. I've got a solid grasp on design thinking.**
  - Where do you see yourself in 12 months? **Living and working out of Memphis, TN at whatever design job I can get my hands on.**
  - Where do you see yourself in 5 years? **Moved to a slightly larger city, and with a slightly more stable job.**
  - Where do you see yourself in 10 years? **Moved to an even slightly larger city, and with a slightly more stable job that's more relevant to my ultimate interests.**
  - How are you going to make these goals happen? **Very carefully.**
- 

### YOUR PRODUCTS AND SERVICES:

- **Advertising, Logo Design, Collateral, Publication Design, Book Covers, Social Media, Coding, Web, Drawing/Illustration, Games, Motion Graphics, Photography, Painting, Writing**
  - **Key Resources: Niche Internet Communities**
- 

### YOUR COMPETITION:

Explain your direct competition in relation to the following.

- **Creativity: Designers who are more well read and lead more interesting lives.**
  - **Talent: Designers who have been personally blessed by god to be better than me at design.**
  - **Ability: Designers who were more committed to honing their craft in their free time.**
  - **Training: Designers who had greater access to design education.**
  - **Experience: Designers who were born earlier than me.**
  - **Values: Designers with a better understanding of ethics in advertising.**
  - **Specialty: Designers who were even more passionate about weird niche design things than me.**
- 

### YOUR CLIENTS:

- Who is your ideal client(s)? How will you find your client(s)? **My ideal client is someone who shares my passion for great design and seriously considers what I have to say. With hope, maybe I can pick these kinds of clients out from the crowd.**
  - How will clients interact you or your business. **Primarily online.**
  - What type of marketing/networking will you do to get your name out there? **I prefer real-world networking, but social media is also crucial nowadays.**
  - Will the ideal client give you little or full control over the project scope? **My ideal client would give me full control, but would also actually give me feedback, tell me honestly how they feel about my work, and clarify their statements if needed.**
  - Will you give any discounts to clients for any reason? **If they're friends, and it's a small project, perhaps.**
  - What are your desired results? **Great design, and maybe a new friend.**
- 

### YOUR FINANCIAL PLAN:

- How much will you charge? **Per project, initial hourly rate of \$20 if needed.**
  - How many days of the week will you work? How many hours per week do you expect to be billable? **I'm shooting to reserve 5 days out of the week for work, but more will probably happen on weekends.**
-

---

## PROMOTIONAL MERCH

