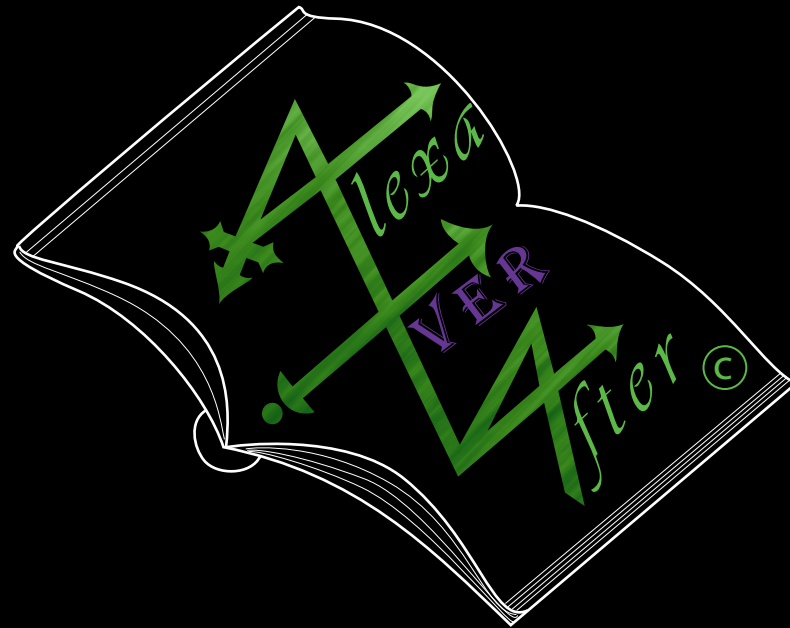


PERSONAL
BRANDING
SUITE



Alexa-Gail McCarthy


GRA-420

December 10, 2023

TABLE OF CONTENTS

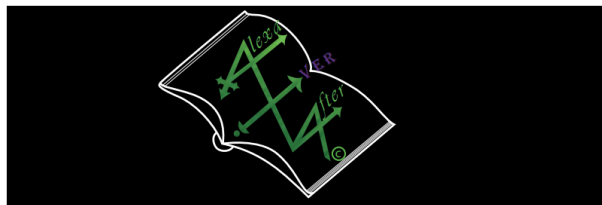
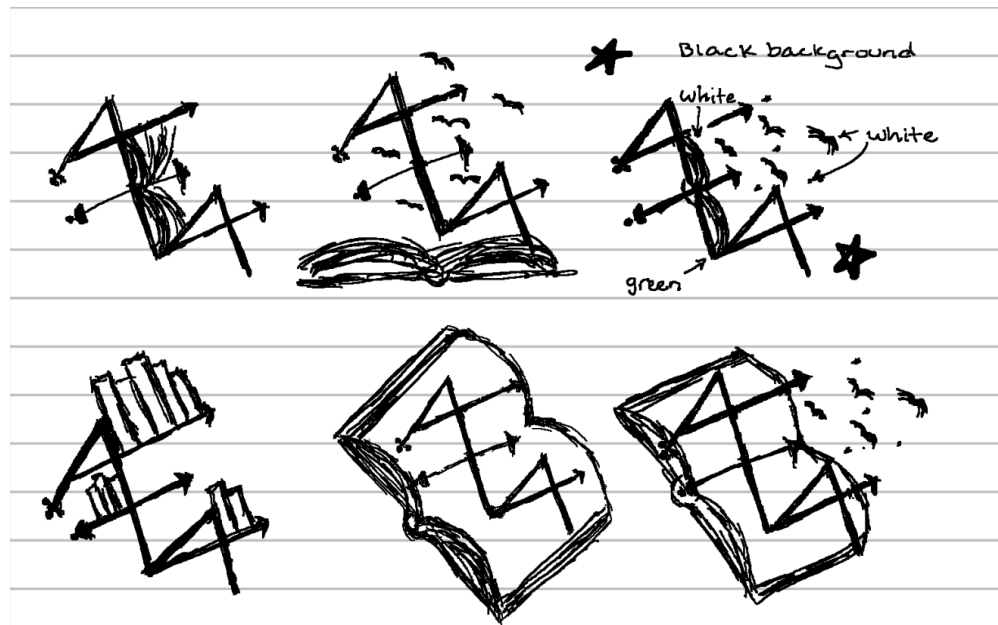
<i>Overview</i>	<i>1</i>
<i>Design Process</i>	<i>2</i>
<i>Typeface and Color</i>	<i>3</i>
<i>Logo Usage</i>	<i>4</i>
<i>Stationery : Letterhead</i>	<i>5</i>
<i>Stationery: Envelope</i>	<i>6</i>
<i>Stationery: Business Cards</i>	<i>7-8</i>
<i>Leave-behind</i>	<i>9-12</i>
<i>Rationale</i>	<i>13</i>

OVERVIEW



Prompted to create a cohesive professional branding suite that reflects my style, voice, personality, and professional goals. Includes a logo, business cards, letterhead, digital résumé (found separately), and leave-behind piece. These pieces round out the portfolio website platform I created in a previous course. Links to my social media pages that includes content and communication aligned to my personal brand can be found in my website footer.

DESIGN PROCESS



2

Final selection ↑

TYPEFACE & COLOR

Typeface Specifications:

Alexa

EVER

Alexa

Copy text


Vivaldi


ALGERIAN


Vivaldi

Candara

Color Specifications: (CMYK, RGB)


 75C 68M 67Y 90K
0R 0B 0G


 0C 0M 0Y 0K
255R 255B 255G

 77C 77M 77Y 77K
24R 18B 15G

 55C 74M 0Y 0K
(print only)

 67C 0M 100Y 0K
(print only)

 23R 234B 23G
(website only)

 155R 81B 224G
(website only)

 50R 26B 71G
(website only)

LOGO USAGE



✓
Do: Use On Approved Background



✓
Do: Use On White Background



✓
Do: Warp the Logo Slightly Only When Needed



✓
Do: Keep Clear Space Around Logo



✗
Do Not: Change Position of Any Words



✗
Do Not: Use Logo in Grayscale

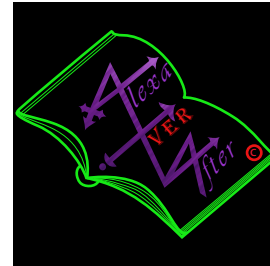


✗
Do Not: Change Any Fonts



✗
Do Not: Change Position of Any Elements

✗
Do Not: Alter Logo Color Outside of Specifications



STATIONERY: Letterhead

Alexa EVER After
3 STORYBOOK LANE
FAIRYTALE, USA 55555



<https://campuspress.snhu.edu/alexaeverafter/>
ALEXA.MCCARTHY@SNHU.EDU
1-800-EVER-AFT (1-800-383-7238)

April 10, 2024

Ms. Laxchat,

We would be honored to fill your stationary needs.

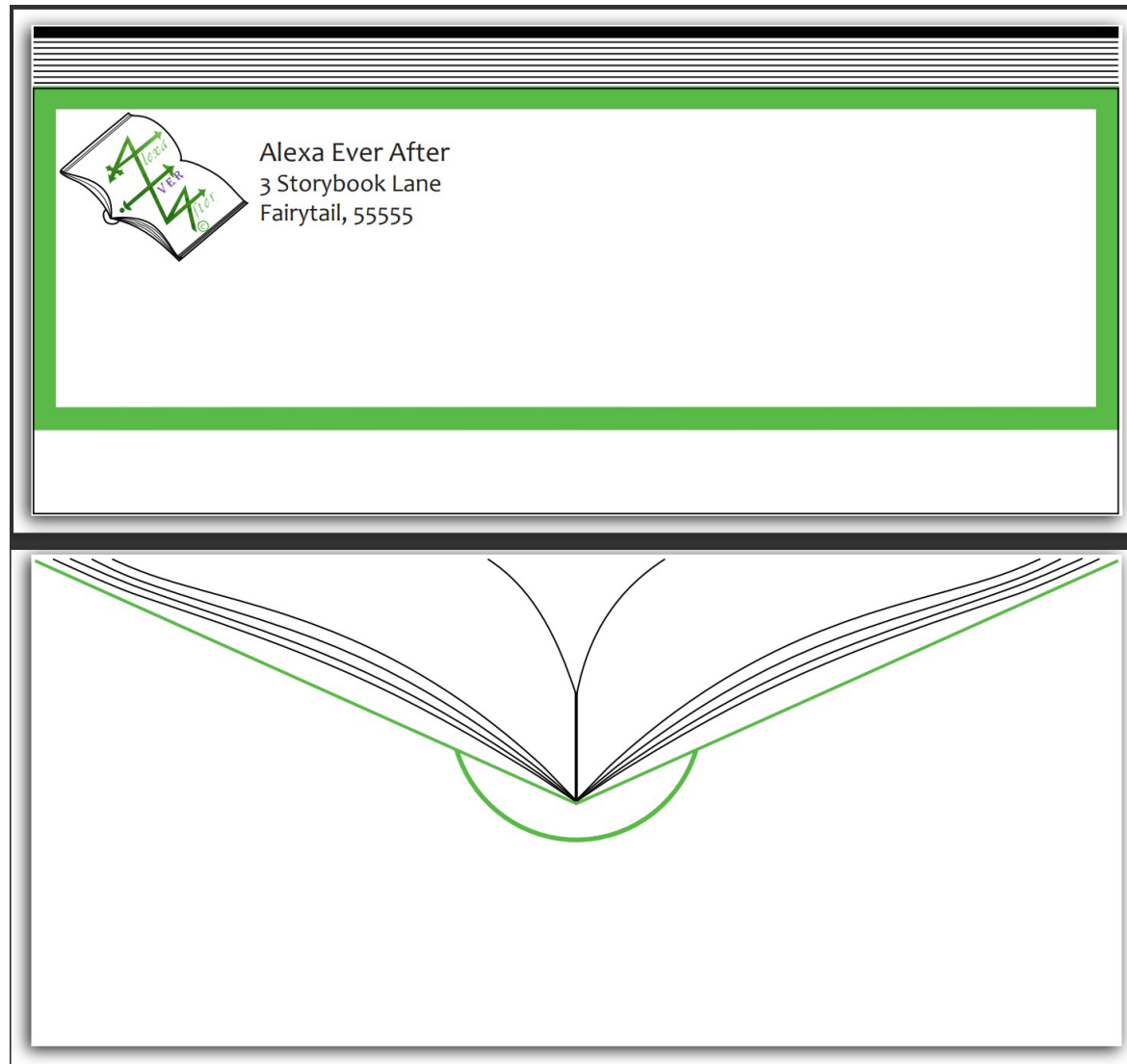
To confirm, we have your selection down as the duplex, consisting of letterhead and envelope only. The date of first delivery needed as of Saturday, July 13th, 2024 with a shipment of 120 pairs every 6 months. Please notify us of any modifications to your order 2 months in advance, so we may update your file and assure we can accommodate your order at the time of delivery.

As discussed you may send your initial payment to the address listed above at any time up to the 1 month deadline of June 13, 2025 or the order will be suspended. You will be billed for each subsequent order the month following delivery.

If you have any questions or concerns, please do not hesitate to reach out to myself or any of the staff. Thank you for selecting AEA for all your aesthetic needs.

Thank you,
Alexa-Gail McCarthy
OWNER

STATIONERY: Envelope



STATIONERY: Business Cards



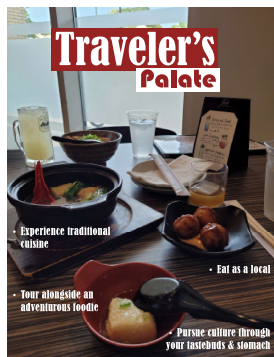
STATIONERY: Business Cards [2]



LEAVE-BEHIND: Pages 4-7

4

MAGAZINE COVER 1

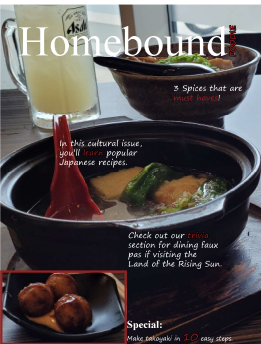


In the Desktop Publishing course we examined how adapting or modifying design elements can change a brand's message to an intended audience. For this assignment, we found one image that we could place on two different magazine covers, serving two different demographics. How we used the image had to reflect the brand appropriately so while we were using the same image, we were allowed to crop the image, change it to black and white, or alter it in any way to fit the brand.

-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-

MAGAZINE COVER 2

This is the second magazine cover I created for the Desktop Publishing course. The prompt was to create two different magazine covers intended for two different audiences with the same image using InDesign. We needed to respond to two different brands' messages by altering the image and adding text and typography. Then, emphasize content and communicate meaning by arranging design elements such as style, color, and hierarchy.



5

6

MAGAZINE SPREAD 1



In our Typography course, we chose from one of three articles provided to us and used the supplied copy to create layouts for two spreads. The prompt was to use Adobe InDesign to format the text with the following principles of typography: leading, kerning, and justification. Design headlines, subheadings, and body copy using font pairings and principles of visual hierarchy and emphasis. Organize our designs using grids.

I chose the article about Japanese Wood-Block Printing and decided on a three column format for thinner bodies of text that are reminiscent of the Japanese vertical writing style although this is an English document. Pristina is used for the title and Meiryō for everything else. Paying attention to the readability, my decision to have such a simple layout and use of sans serif font was purposeful in providing contrast to the elaborate title.

-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-

MAGAZINE SPREAD 2

For the second layout, I opted for a simpler font of MS Gothic for the title, again using a larger point size for the main title than the subtitle. This layout is meant to be placed on facing pages and so the subheading is opposite the headline and in smaller font and different typeface as well as color as though following the title after a colon. This look was aided by using right alignment on the title, and left alignment on the subheading. I used a non-traditional grid layout for the text which curves to mimic the curves of the females in the wood-block and print, because of the use of a plainer title. To offset the increased illegibility because of the grid layout and smaller text, I opted to have a serif typeface as the copy text which paired well with the sans serif title. Sticking to only two colors, which match the color scheme of each magazine's photos, allowed for a simpler look in both layouts.



7

LEAVE-BEHIND: Pages 12-13 & Back

12

BOOK COVER
1



As an aspiring book cover illustrator, this and the following item are new pieces. This book cover is a mock-up of the front cover for a semi-autobiographical novel yet to be written. The cover showcases various Adobe Illustrator skills, such as the pen tool, gradients, and pathfinder.



BOOK COVER
2



This second cover and title is a mock-up of another front cover for a fictional novel yet to be written. The picture was taken with a DSLR camera. While I use the title to conceal the identities, this cover utilizes live models to showcase my inclusion of model-based covers in my book illustration works.

13



RATIONALE



The brand of Alexa Ever After focuses on book illustration. The type of logo I envisioned integrated my name with the façade of books. Originally I wanted to include birds or bird shaped books and stars to signify “flights of fancy” but I opted for a modest design. A simple façade of a book as the backdrop to the fancier brand name limits any potential faux pas and avoids association with any particular sect, thus preventing offense.

As for the typefaces and colors, I wished to have fonts that conveyed fantasticalness and eye-catching hues. Vivaldi (Vivaldi) and Algerian (Algerian), while differing widely from each other, were chosen for their flowy and bold expression, respectively. Vivaldi’s curvaceous and airy design is alluring and enchanting, and Algerian says “look at me” while also giving a fairytale feel. The two fonts speak to the fiction and story elements of my business. Each typeface is necessary in order to complete the message as I feel having just one or the other would pigeonhole the message too much. While the focus is on the imagination and that nothing is beyond reach when it comes to my client’s creative needs, the portfolio still needed to be legible, and so a third typeface, Candara, was chosen for any large paragraphs of copy. Candara is a modern typeface, which hints at serifs without actually having the projections. This intimation lends the typeface a slightly curved silhouette so it is a much more readable replacement for Vivaldi. All three typefaces communicate my intended message of classic, enchanting, and fantasticalness while maintaining sensitivity to the audience and, used appropriately, will allow all type to be legible.

In my opinion, both lime green and violet not only suggest fantasy and mystical qualities, but are bright and fun. Green inspires growth and wealth, while also signifying luck and moving forward, all important qualities of a wondrous journey both writer and reader embark on all from the moment they are inspired by the imagination or illustrative cover. Purple contrasts well with green, but also represents luxury and royalty. Both colors send the message that I want my clients to be prosperous and amazed.

The visual message conveyed with my logo design is imaginative and alluring book illustration. The main part of the logo, my brand moniker’s initials spelling out my first name, illustrates creativity and also has elements often associated with fantastical stories. Arrows tipped with bowed arrowheads, a scepter, and the façade of a sword with a decorative hilt reveal themselves throughout the connected initials. Accompanying this mark, is the brand title spelled out alongside each respective initial.

Across my branding suite, I used vertical, parallel lines along the right or left edge of stationery to imply the pages of a book and give the illusion of a many-paged book. The use of a thick stroke weight, rectangular shaped border was also repeated on the cover of the booklet, business cards, and resume, mimicking the classic style of book covers often seen framing the title.

In order to assure portability and probability of retention the leave-behind will be 4”x6”—the same size of a standard 4R photograph. The idea behind this size is so it can easily fit in someone’s hand and conveniently tuck into a purse or briefcase pocket—and even some rear pants pockets. Furthermore, the 3:4 ratio is similar to that of actual books, which maintains the theme.

With this strategy, my branding suite is a cohesive unit rounded out by the indispensable leave-behind piece.

*Where we make your dreams last
ever after.*