

# EA MARSHALL

## MULTIMEDIA GRAPHIC DESIGN & ILLUSTRATION

### PERSONAL IDENTITY BRANDING SYSTEM

Elisabeth Marshall  
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### MILESTONES

Creative Brief, Logo Design Submittals, Presentation

### BACKGROUND

EA Marshall Multimedia Graphic design and Illustration is located on the Chesapeake Bay in Hampton, VA. Elisabeth is an independent designer who offers a wide range of graphic design services including merchandise design and illustration, Logo and branding services and advertising design.

Elisabeth Marshall was born in Tucson, Arizona and grew-up in eastern North Carolina. As She sees it, it is the best of both worlds. She was reared by parents who are very adventurous. They are pilots, sailors, surveyors, engineers, award winning sales people, and had degrees based in science. Initially she was an environmental engineering technician for seventeen years. Within that time, she was also a stained-glass artist and portrait photographer. In 2015, she was requested by her family to move a bit closer to them in coastal Virginia. At this time, she took the opportunity to change her career, with the hearty blessing of her parents, to realize a lifelong dream of following a calling into the professional arena of the graphic arts.

She does not regret this choice. Because now, after studying at Thomas Nelson Community college, she has been given the tools to fully realize the images sparked by day to day life and move about her imagination. She now has a platform to work from helping her attain the professional goal of working with clients having distinctive needs and as an integral part of a design team upon her graduation in the Spring of 2019.







### OVERVIEW

The goal is to design a personal identity branding system for EA Marshall Designs that can be used for all her marketing materials. Including but not limited to her website, social media pages, business cards, letterheads and business signature. This branding system will be used to market herself as an independent designer to clients in the United States with initial focus on the Virginia and North Carolina coastal areas. Her client focus is potential employers, small businesses, all types of organizations, Individuals, musicians and artists

### DRIVERS

The drivers behind the campaign for EA Marshall is to have a competitive portfolio and a branding system that is strong and will allow her to stand out amongst the crowd. Her dream position is with a company or as a full-time contractor that has the flexibility to allow their designers to work remotely, that includes travel and with the option of being in the office part time. In Five years, the goal of EA Marshall is to be a Designer of good standing and reputation in her community and the United States at large.

## AUDIENCE

-  Potential Employers
-  Businesses
-  For-profit and Non-profit Organizations
-  Musicians and Artists
-  Individuals
-  Events

## COMPETITORS

## LOCATION



Southern Virginia



Hampton, Virginia



Norfolk, Virginia



Suffolk, Virginia



Virginia Beach, Virginia

## STONE

The tone of this campaign will be open, honest and professional. Promoting dependability and excellence in customer service and satisfaction.

## LIMITATIONS

As a student, EA Marshall has limited professional experience in the Graphic Design Industry. She is quickly learning the Adobe Creative Suite on both MAC and Windows based platforms.

## MESSAGE

As a designer, EA Marshall believes that graphics can be a powerful message. It is a uniting force between client and consumer. It is very important to play to the intended audience. To achieve that, she believes that communication is the key element in the design process. Her intent is to deliver a sustainable product with style, grace and sometimes a bit of humor.

## VISUALS

Visually this campaign will be using bright color with warm, crisp tones. The combination of color is to display the approachability of the designer, combined with excellence in customer service.

## DETAILS

Our deliverable will be the research gathered about EA Marshall, including information on competitors and development of a brand identity. This information will be outlined in the Creative Brief. Once approved, we will brand EA Marshall Designs with a logo and tagline

## PEOPLE

Point of contact information for EA Marshall Designs:

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