

Creative Brief

Hunter Designs Personal Identity Branding System

Shanise Hunter
Symbol / Logo Design
Due Date: December 10, 2017

Background

Hunter Designs is a graphic and media design business located in Newport News, Virginia. This business currently offers graphic design, web design, and some motion design for future client's projects.

She has always had an eye for layout and making things vibrant with details. Shanise Hunter is a designer who will be graduating from Thomas Nelson Community College in hopes of landing a job in the Designer field. She may not have years of experience, but she is a determined, motivated, hard worker that will bring exceptional results to the table.

Overview

The idea is to create a personal identity branding system for Hunter Designs so that it may be used towards her website, marketing, different social media platforms, and other methods of marketing. With the use of this branding system, she will be able to show future potential employers what she is capable of.

Drivers

A few of her main goals is to build a portfolio that will stand out against her rivals and be able to work with an organization to build even greater design skills.

Audience

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There will be a primary and secondary audience for this client. Different requirements for the primary audience include but are not limited to: Organizations allowing upcoming professional designers, agencies specializing in marketing and advertising, located in Virginia, preferably the Newport News areas, and offering paid internships. For the secondary audience, they include different non-profit organizations, volunteer communities, and small businesses that would like to be marketed themselves.

Competitors

Here are a few logos of various competitive companies:



Skills

She is an upcoming designer with plenty of potential in her future. She currently has a bachelor's degree in Graphic and Media Design and plans to increase her skills and abilities.

Style

Her style consists of various round shapes and keeping the design simple and clean. She also enjoys including typography to her work to make it stand out even more.

Message

Overall, the message of a creative and soon to be professional designer needs to be displayed. This creator will be able to create designs that companies will love to have and see.

Visuals

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A majority of designs will be made in the classic black and white scale. Designs are at its strongest when displayed in these 2 colors. Colors may be experimented with, but black and white will be the priority.