
ALYSSA VIZCARRA

Personal Identity Branding System

Alyssa Vizcarra Designs Creative Brief

December 10, 2019

Milestones: 8/27 Creative Brief, 9/3 Design Drafts, 8/17 Logo & symbol

BACKGROUND

Alyssa Vizcarra is a designer entering the field of graphic design. This logo design will be for an online website portfolio to bring in future clients. This portfolio will be compiled of assignments created in the last 4 semesters at Thomas Nelson Community College. Alyssa Vizcarra will be continuing to a university after graduation and will be able to begin branding in the design community.

OVERVIEW

In this project, a symbol will be created to create a personal identity design. This logo will correlate with the style of Alyssa Vizcarra's work she has created over her semesters at Thomas Nelson. This will be a concise symbol to be able to hold up to her work and can continue to be used in the future with other competitors.

DRIVERS

Alyssa Vizcarra Designs is passionate about helping clients creating an identity for the company or products.

AUDIENCE

- Designers
 - Artists
 - Companies
 - Small Businesses
 - Possible Clients
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COMPETITORS



Competitors such as freelance websites and design companies will be competitors for Alyssa Vizcarra Designs. These design websites make it easy to access portfolios of a wide range of designers and promises of making this process as simple as possible for the clients.

Competitors:

- Graphically Innovative Designs –
- Freelancer –
- Thinkotto –
- Parari –

Taglines:

- “Not your Ordinary Web Design Services”
- “Find Graphic Designers”
- “Do Big Things”
- “We are a Creative Strategy and Design Firm”

tone

- Clean, eye-catching, & readable
 - Mood: happy & fun
 - Voice: calming or welcoming
 - Point of view: passionate about artwork
 - Attributes: professional, inviting, hardworking, reliable
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message

Alyssa Vizcarra Designs wants to have a good branding for their portfolio to show to future clients. Their work ranges from digital to painting to charcoal art pieces on their website. They want to grow their audience on different social media platforms to showcase their passion for art. They eventually want to bring in clients to begin freelancing in this field.

visuals

Alyssa Vizcarra Design's logo will have a color palette that is easy to read and engaging. This design will be able to match the art style of Alyssa Vizcarra Designs in a modern way. The first design will be in black and white to create something that can be used as a base for adding color in the future.

details

Alyssa Vizcarra Designs is looking for a new logo design, and to create a tagline for their branding.

PEOPLE

This creative brief will be created by our company and turned in to the client. Afterwards we will begin to move forward with developing a signature and logo design for the company. We will then present our ideas to Alyssa Vizcarra Designs for final decisions.