

# CREATIVE BRIEF



PROJECT: BRAND IDENTITY SUITE

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Materials: Creative Brief, Branding Guidelines, Resume, Business card, Envelope

## LOGO

**INSPIRATION:** Since I was a little girl, I have always looked up to Audrey Hepburn. She gave me the inspiration to create my logo. Her sassy and sophisticated personality matches up to mine pretty well, so in creating my logo, I wanted that to show. My logo is sassy and stylish, yet elegant and sophisticated.

**DESIGN/STYLE:** My logo is my last name initial “B” engulfing my first name initial “H.”

I used this design to symbolize strength, harmony and creativity. These qualities shape who I am and what I will implement in my professional career. I designed my logo by drawing it on paper, then I used Image Trace to trace my letters. The creative brief is written in PT Serif with Aprille as the heading/subheadings.

My resume title is in Aprille Font while the rest is in Arial Black and Minion Pro Font. The cover letter is Source Serif Variable.

**MESSAGE TO POTENTIAL CLIENTS:** The connection of my initials symbolizes how I will approach my future clients. I will form a “connection” to each and every one and build strong relationships with them.

## PERSONAL MESSAGE:

I want my creative brief to say, “Holly is sharp-witted with her work, yet stylish in her delivery.”

## ATTITUDE:

Stylish and sophisticated, yet traditional and professional.