

MADI RIDDLE MADI RIDDLE MADI RIDDLE MADI RIDDLE MADI RIDDLE



BRAND BOOK BRAND BOOK BRAND BOOK BRAND BOOK BRAND BOOK

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BRAND POSITIONING STATEMENT

I'm Madi Riddle. I am forward thinking graphic designer that strives to showcase my clients strengths, honor their vision, and provide constructive guidance. I work well with everyone, but my ideal clients are other creatives who are seeking branding or design solutions that effectively communicate their core values. This is Little Riddle Studios.

HEX: D7D1CB

HEX: 00F5D4

HEX: F15BB5

HEX: FEE440

HEX: 1D242B

LITTLE RIDDLE STUDIOS

MADI RIDDLE

[in Madi Riddle](#)
[@littleriddlestudios](#)
www.littleriddlestudios.com
 870.253.3084
littleriddlestudios@gmail.com



LOGO

POSITIONING STATEMENT

I'm Madi Riddle. I am forward thinking graphic designer that strives to showcase my clients strengths, honor their vision, and provide constructive guidance. I work well with everyone, but my ideal clients are other creatives who are seeking branding or design solutions that effectively communicate their core values. This is Little Riddle Studios.



INSPIRATION



MARK



LOGOTYPE



INSPIRATION



ROBOTO MONO

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!?,.,

MUSEO SLAB

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 VWXYZ1234567890!?,.,

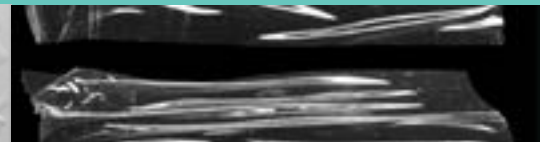
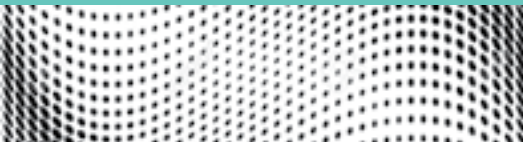
GOTHAM

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ1234567890!?,.,

ROCKWELL

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ1234567890!?,.,

TEXTURES



PATTERNS

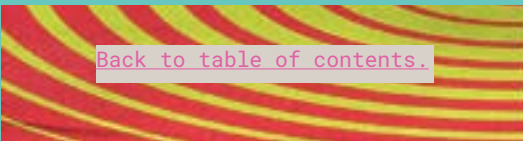




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LOGO



MARK



LOGOTYPE

The letter "D" in "Riddle" should be used to measure the correct amount of clear space that should be left around the logo at any given time. This is to maintain legibility across all applications.



The minimum size for the full logo and the logotype alone is 1 inch wide. In any instance where a smaller form is needed, the logo mark should be used instead at a minimum size of 1/2 inch. When necessary, the logo mark can stand alone in larger applications as well.



1 inch

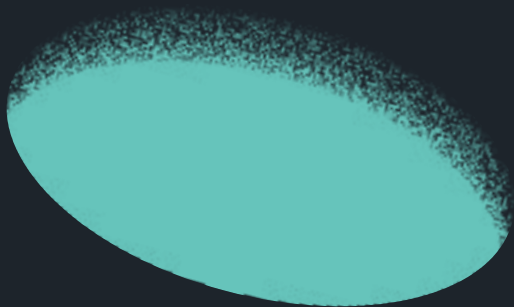


1/2 inch

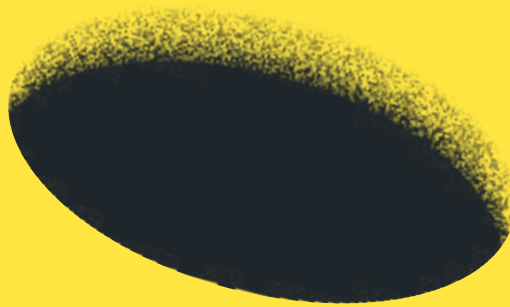


1 inch

PANTONE: 333 C
HEX: 00F5D4
RGB: 0, 245, 212
CMYK: 100, 0, 13, 4



PANTONE: 433 C
HEX: 1D242B
RGB: 29, 36, 43
CMYK: 80, 69, 58, 67

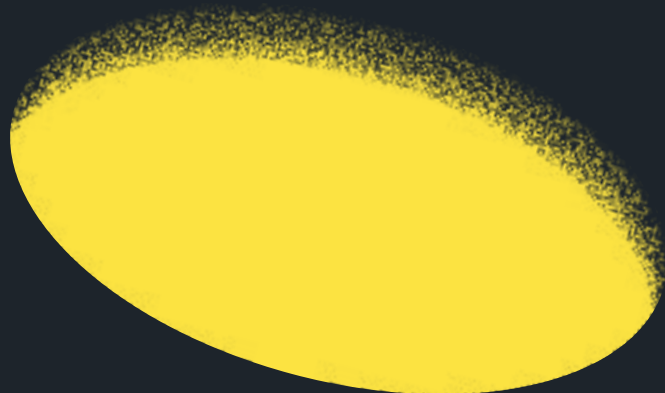


PANTONE: 232 U
HEX: F15BB5
RGB: 241, 91, 181
CMYK: 0, 62, 25, 5

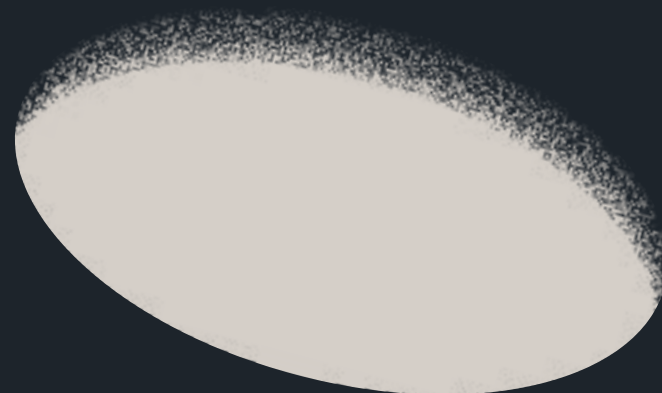


COLOR PALETTE COLOR PALETTE COLOR PALETTE COLOR PALETTE COLO

PANTONE: 107 U
HEX: FEE440
RGB: 254, 229, 66
CMYK: 2, 5, 85, 0



PANTONE: WARM GRAY 1 C
HEX: D7D1CB
RGB: 215, 209, 203
CMYK: 15, 14, 17, 0



GRAYSCALE



FULL COLOR



REVERSE TREATMENT



Only use grayscale in approved circumstances, i.e. when color printing is not available, or when it makes sense for the design. Play this one by ear. Always ask if you're unsure.

Reverse treatment should be used when the logo is placed on a background that does not provide adequate contrast.



Any of these color variatios can be used in appropriate circumstances.



The logo mark may also be stacked on top of the logotype under appropriate circumstances.

DO NOT DISTORT

The logo should never be skewed. In most design software, you can press the shift key when scaling objects to ensure that they stay proportionate.



DO NOT RECOLOR

Pantone 333 C should be used for the logo mark and Pantone 232 U should be used for the logotype in most cases. Never use colors for the logo that are not included in those approved (see page 9 and 10 for reference).



LOGO USAGE UNACCEPTABLE LOGO USAGE UNACCEPTABLE LOGO USAGE UNACCEPTABLE

DO NOT REDUCE LEGIBILITY

Do not place the logo on a background that reduces its legibility. This could include a busy pattern, clashing color, or photograph with competing elements.



DO NOT ALTER ELEMENTS

The typography and arrangement of the logo should never be reordered, resized or altered in any way unless approved. See page 10 for approved variations.



Roboto

Mono

Regular

LITTLE
RIDDLE

Museo

Slab

300

LITTLE
RIDDLE

REFERRED TYPOGRAPHY PREFERRED TYPOGRAPHY PREFERRED TYPOGRAPHY

Preferred

Sans

Serif

Roboto Mono should be used for body copy any time that it is available.

Regular

Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!?, .

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!?, .*

Bold

Bold Italic

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!?, .**

***abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!?, .***

Preferred

Serif

In the event that a serif is needed, Museo Slab should be used.

300

300 Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstu
vwxyz1234567890!?, .

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstu
vwxyz1234567890!?, .*

700

700 Italic

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstu
vwxyz1234567890!?, .**

***abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstu
vwxyz1234567890!?, .***

Gotham

Book

LITTLE
RIDDLE

Rockwell

Regular

LITTLE
RIDDLE

ALTERNATE TYPOGRAPHY ALTERNATE TYPOGRAPHY ALTERNATE TYPOGRAPHY

Alternate

Sans

Serif

When Roboto Mono is unavailable, Gotham may be used instead.

Book

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU
VWXYZ1234567890!?,.

Book Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU
VWXYZ1234567890!?,.*

Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU
VWXYZ1234567890!?,.**

Bold Italic

***abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU-
VWXYZ***

Alternate

Serif

In the event that a serif is needed, and Museo Slab is unavailable, Rockwell may be used instead.

Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU
VWXYZ1234567890!?,.

Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU
VWXYZ1234567890!?,.*

Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU
VWXYZ1234567890!?,.**

700 Italic

***abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU
VWXYZ1234567890!?,.***



DESIGNER
Madi Riddle
870.253.3084
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MADI RIDDLE GRAPHIC DESIGNER

Madi Riddle
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MADI RIDDLE GRAPHIC DESIGNER

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littleriddlestudios@gmail.com



MADI RIDDLE

Little Riddle
100 W. Main St., #1
Austin, TX 78701



Dear Mr. [Name],
I am writing you to let you know that your order for Little Riddle has been received and is being processed. We will have your order ready for you within the next few weeks. We will contact you again when your order is ready to be shipped. We will also contact you if there are any problems with your order. We will be happy to help you with any questions you may have. Thank you for your order. We look forward to serving you again.
Sincerely,
Little Riddle
100 W. Main St., #1
Austin, TX 78701

Little Riddle
100 W. Main St., #1
Austin, TX 78701





↑
↓
TOP MARGIN:
1.5 Inches

←→
LEFT MARGIN:
.625 Inches

RIGHT MARGIN:
.625 Inches
←→

BOTTOM MARGIN:
1.5 Inches
↓

BODY COPY: Roboto Mono is the preferred typeface when using the letterhead. However, any of the approved typefaces will work when it is unavailable. The copy should be 9 pt. with 14 pt. leading regardless of the typeface used. Keep paragraphs justified left. Do not indent.

MARGINS: When using the letterhead, the top and bottom margins should be 1.5 inches. The left and right margins should be .625 inches.

EMAIL SIGNATURE

Madi Riddle
Graphic Designer
Little Riddle Studios

670 253 3084
littleriddlestudios@gmail.com
www.littleriddlestudios.com



The logo mark should be used for the website favicon at 16 px for web browsers and 114 px for phones.

WEBSITE FAVICON



ALL OTHER SOCIALS

SOCIAL MEDIA



LINKEDIN | BEHANCE

SOCIAL MEDIA

LITTLE
RIDDLE
STUDIOS



Education

Bachelor of Fine Arts in Graphic Design
Arkansas State University

Relevant Classes

- Typography and Layout
- Identity Design
- Interaction Design
- Digital Illustration
- Photography
- Marketing
- Design Entrepreneurship

Awards

2018-2022 A-State Pride Scholarship
Fall 2021 A-State Dean's List
Fall 2020 A-State Chancellor's List
Spring 2020 A-State Dean's List
April 2017 Arkansas Young Artist Association, Acrylic Expressive, Honorable Mention

Skills

- Adobe Creative Suite
- Photography
- Advertising
- Identity Design + Branding
- UI/UX Design
- Illustration
- Typography
- HTML/CSS

References

Available upon request.

Contact Info

[in](#) Madi Riddle
[@littleriddlestudios](#)
www.littleriddlestudios.com
 870.253.3084
littleriddlestudios@gmail.com

MADI RIDDLE

Professional Experience

June 2021 - August 2021 | **Art Director Intern**
Stone Ward, Little Rock, AR

- Assisted with internal design work for Terminix's Safety First Box.
- Helped with the ideation of Terminix's Shine's Day logo design.
- Created magazine advertisement for America's Car Mart.
- Participated in ideation for SNAP-ON toolbox wrap design.
- Attended commercial shoot for Sissy's Log Cabin.
- Attended Sport Clips photography shoot for ad campaign.
- Helped with sound editing for Sport Clips commercial.
- Designed Stone Ward Camp Reality internship wall art.

January 2021- April 2021 | **Designer**

American Cancer Society, Jonesboro, AR

- Worked on team to create social media campaign for fundraising event called "Gold Together."
- Campaign included illustration and branding.

January 2021 - April 2021 | **Designer**

Arkansas Game and Fish, Jonesboro, AR

- Worked with team to create "Gone Fishing" campaign.
- Tasks included commercial advertisement, copy writing, point of purchase design, web design, and collateral design.

January 2021 - April 2021 | **Designer**

United Way, Jonesboro, AR

- Worked on team to create set of logos for "Give Where You Live" campaign.

October 2019 | **Designer**

A-State Environmental Club, Jonesboro, AR

- Designed brochure to promote club and its upcoming events.

March 2017 | **Painter / Designer**

William Smith, Jonesboro, AR

- Commissioned painting later used for album cover design.

DANNY KOTERAS

CREATIVE DIRECTOR

Employer:

Stone Ward

Business Address:

225 East Markham, Suite 450,
Little Rock, AR

Email:

dkoteras@stoneward.com

Phone Number:

501.804.0268

Relationship:

Internship Supervisor

CHRIS KINDRICK

ART DIRECTOR

Employer:

Stone Ward

Business Address:

225 East Markham, Suite 450,
Little Rock, AR

Email:

ckindrick@stoneward.com

Phone Number:

501.912.6869

Relationship:

Internship Supervisor / Mentor

KIM VICKREY

COLLEGE PROFESSOR

Employer:

Arkansas State University

Business Address:

2105 East, Aggie Rd., Jonesboro, AR

Email:

kvickrey@astate.edu

Phone Number:

870.530.0466

Relationship:

College Professor

CORRESPONDENCE

CORRESPONDENCE

CORRESPONDENCE

CORRESPONDENCE



2/22/2022
DJ Stout
1508 W 5th St. #100
Austin, TX 78703

Dear Mr. Stout;

I am writing this letter to express my interest in the Graphic Design opening as advertised on your company website.

From day one, I believe I can make valuable contributions to the design team at Pentagram. I possess a wide range of abilities that combine innovative art and design principles after comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University. Furthermore, my expert knowledge of Adobe Creative Suite, illustration, identity design will allow me to play a crucial role in the implementation of your design and marketing initiatives.

The following are highlights of my skills and accomplishments:

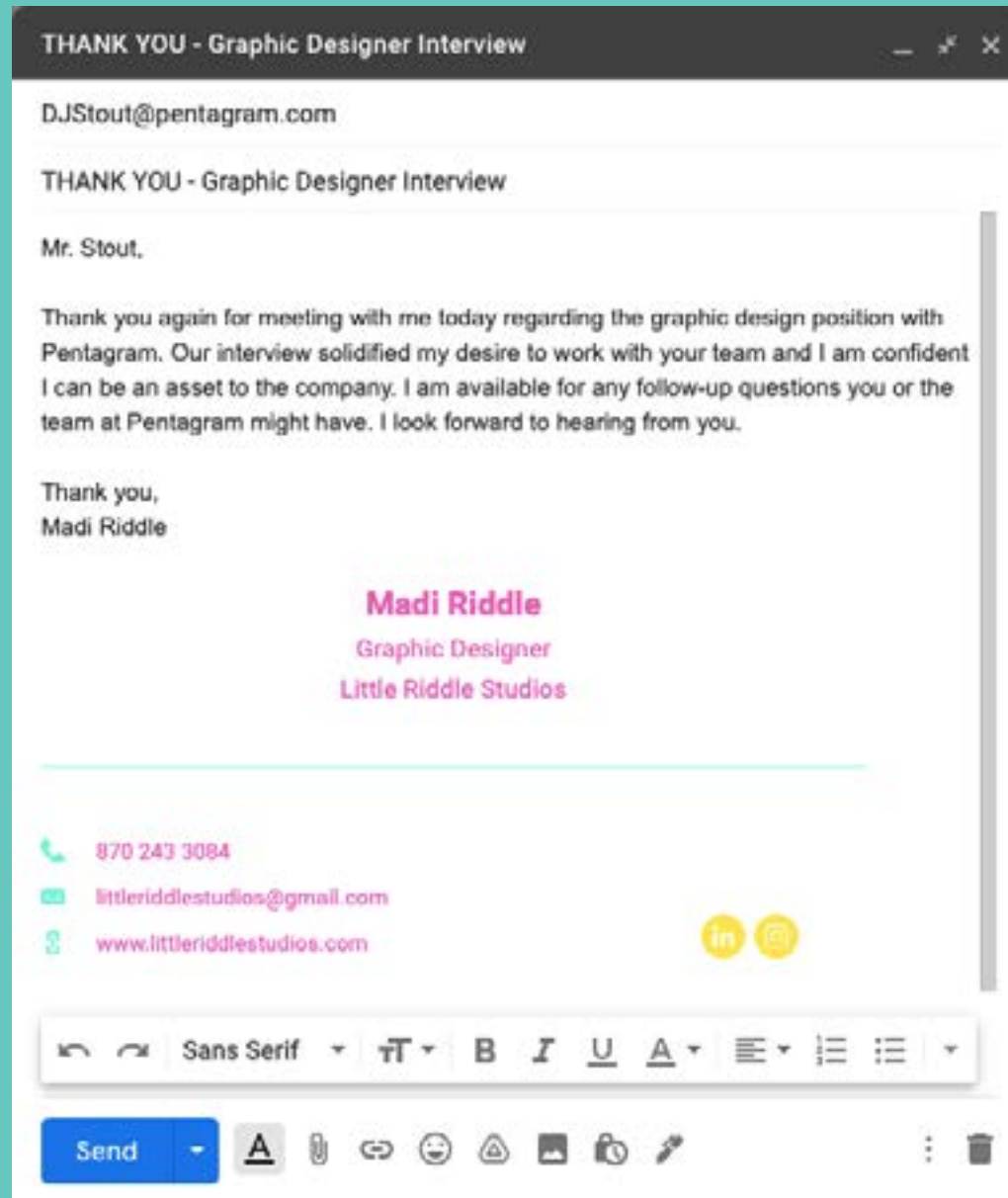
- Worked with a multi-disciplinary team of students to strategize, develop, and implement a full campaign to increase the sales of fishing licenses in the state of Arkansas. Work included social media content, merchandise, a 30-second commercial, point-of-purchase designs, and a revamp of client’s landing page.
- Helped develop an internal marketing program for Terminix, which included package design, infographics and layout design. The goal for the program was to generate enthusiasm among staff to adhere to Terminix’s “Safety First” policies.
- Worked with a team of people to design a set of interchangeable logos for United Way’s “Give Where You Live” campaign. The logos were designed to embody United Way’s overall brand identity while maintaining the ability to stand alone and be customizable to a variety of target audiences.
- Used creative problem solving to design a cohesive set of illustrations targeted to school-aged children. The illustrations will be used in an app for dyslexia research.

Enclosed is my resumé and references for your review. You may also view my portfolio of work at littleriddlestudios.com or learn more about me on Instagram [@littleriddlestudios](https://www.instagram.com/littleriddlestudios). I welcome the opportunity to discuss with you personally how my skills and strengths can best serve your company. I will contact you this week or please feel free to reach me at **870-253-3084** or littleriddle@gmail.com. I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,
Madi Riddle
Madi Riddle

Madi Riddle
 @littleriddlestudios
 www.littleriddlestudios.com

THANK YOU EMAIL

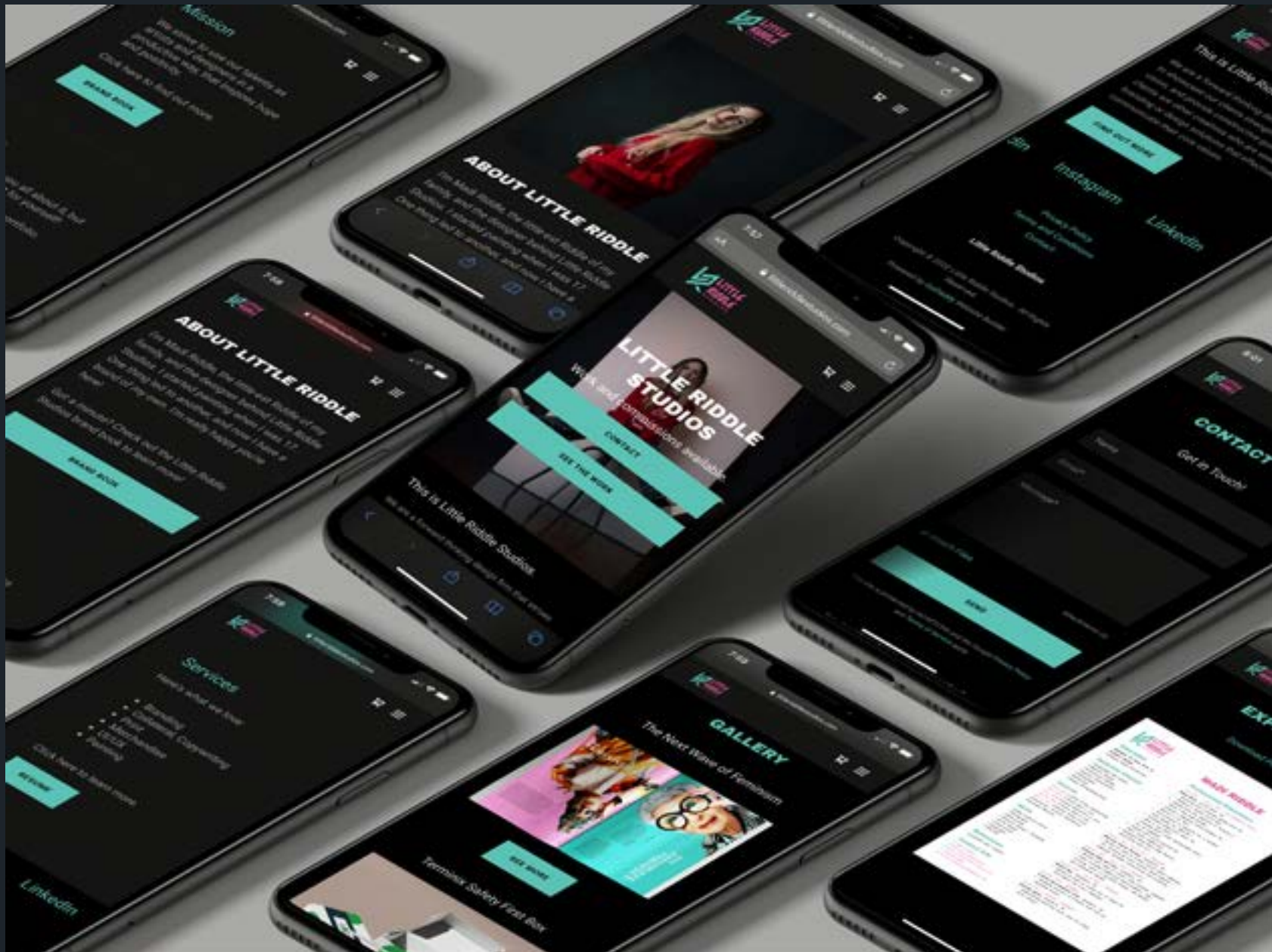




www.littleriddlestudios.com


















www.littleriddlestudios.com



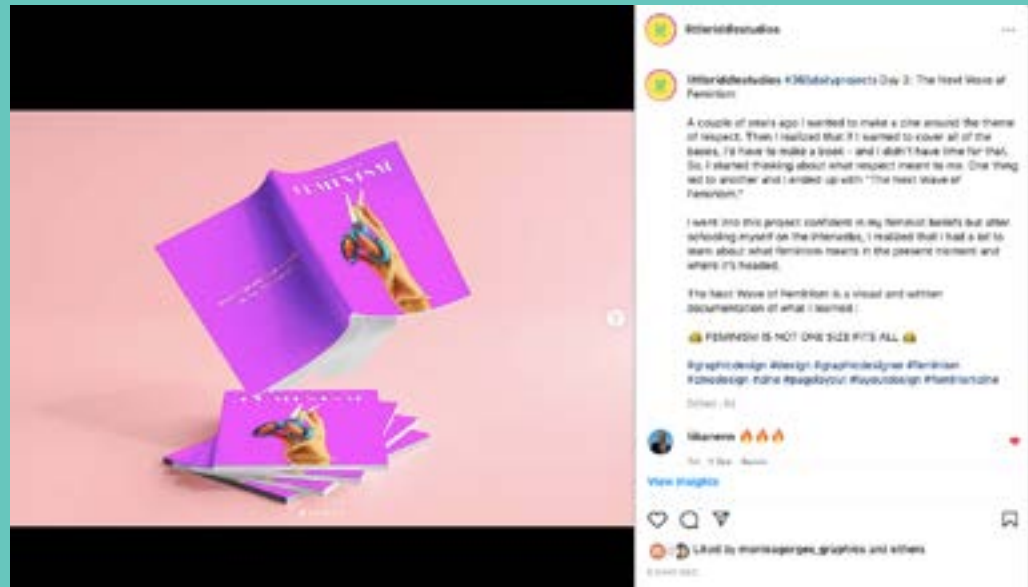
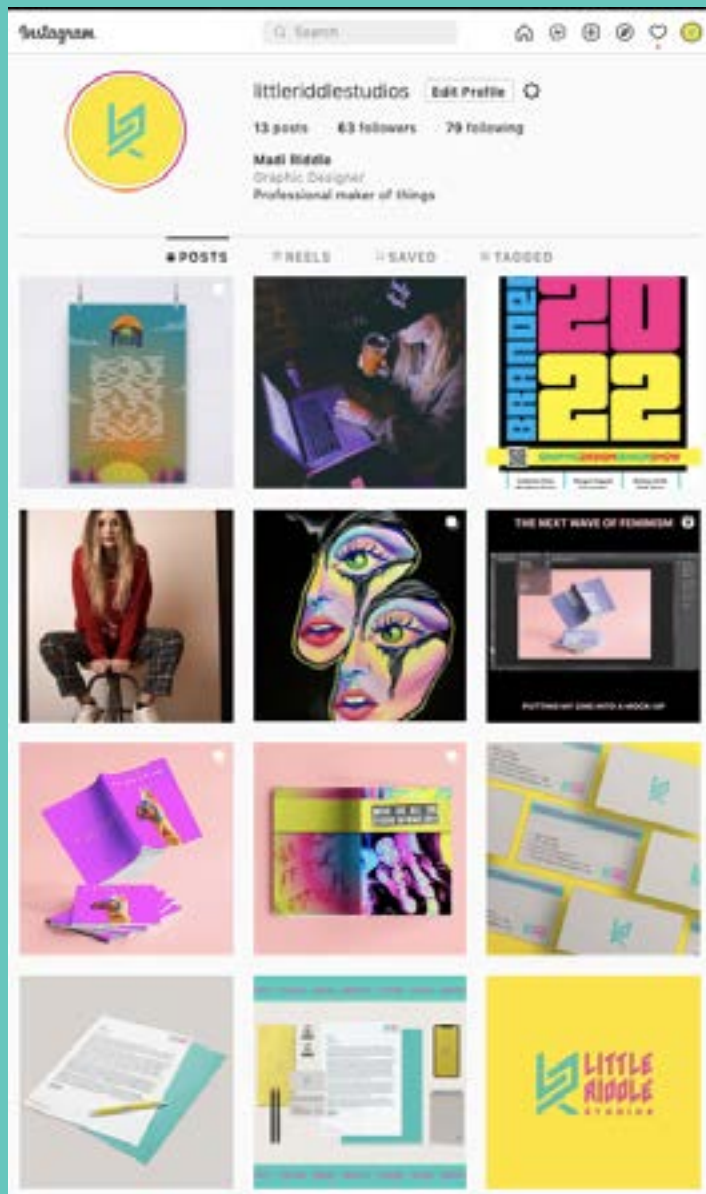


SOCIAL MEDIA MISSION STATEMENT

I use social media to spread awareness about my brand, showcase my work, and connect with like-minded creatives. Through social media, I share what inspires me, my process, and the things that I learn along the way. I hope others come to my platform for inspiration, and leave having learned something new. To accomplish this, I make authenticity and transparency a priority. Social media is not only a catalyst for brand awareness, but a tool for sharing knowledge and promoting positivity.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 #sundayfunday. 5 pm.	 #365dailyprojects post. 5 pm.	 #teamwork Tuesday 5 pm.	 #365dailyprojects post. 5 pm.	 #throwbackthurs- day 5pm.	 #365dailyprojects post. 5 pm.	 #365dailyprojects post. 5 pm.
	 #365dailyprojects pt. 2 or follow up post. 6 pm.	 #365dailyprojects 6 pm.	 Reel: #follow- along. 6pm	 #365dailyprojects 6 pm.	 #sneakpeak 6 pm.	
			 Link: Plug Instagram daily project post.	 #introducemyself and plug Instagram account.	 Announce event #seniorshow.	

@littleriddlestudios



Wednesday:
#sneakpeak

On Wednesdays, I give sneak peaks of what I'm working on. This week I shared a photo from a promo shoot for LRS!

Madi_Riddle

Madi Riddle (She/Her)
 Graphic Designer | Fine Artist
 Jonesboro, Arkansas, United States · [Contact info](#)
 3 connections

[Open to](#) [Add profile section](#) [More](#)

Show recruiters you're open to work — you control who sees this. [Get started](#)

Share that you're hiring and attract qualified candidates. [Get started](#)

Suggested for you
 Private to you

Intermediate
 Complete 2 steps to achieve All-star

Arkansas State University

LITTLE RIDDLE STUDIOS

Edit public profile & URL

Add profile in another language

Promoted

Become a UI/UX designer
 Start and end your search for a UI/UX design bootcamp with Springboard
[Learn more](#)

Scholarships Available
 Earn an Online MBA From Univ. of Denver. Scholarships Available.
[Learn more](#)

People also viewed

Tamra Wackerty • 7m
 Graphic Designer at UNITED WAY OF NORTHEAST ARKANSAS
[Connect](#)

Catherine Finke • 1st
 Graphic Designer that meets the needs of her clients, and beyond.
[Message](#)

People you may know

Madi Riddle (She/Her)
 Graphic Designer | Fine Artist
 1st · [View profile](#)

The Next Wave of Feminism

A couple of years ago I wanted to make a zine around the theme of respect. Then I realized that if I wanted to cover all of the bases, I'd have to make a book — and I didn't have time for that. So, I started thinking about what respect meant to me. One thing led to another and I ended up with "The Next Wave of Feminism."

See the rest on my Instagram @littleriddlestudios

[#graphicdesign](#) [#zine](#) [#graphicdesigner](#) [#illustration](#) [#art](#) [#designer](#) [#illustrator](#) [#artist](#) [#creative](#) [#designer](#) [#illustrator](#) [#artist](#) [#creative](#)

Madi Riddle on Instagram: "The Next Wave of feminism A couple of years ago I wanted to make a zine around the theme of respect. Then I realized..."

[Like](#) [Comment](#) [Share](#) [Send](#)

47 views of your post in this feed

Wednesday: Plug Instagram daily project post.


Every Wednesday I use LinkedIn to remind people to check out my work on Instagram by linking the project of the day!

Madi_Riddle

Activity

4 followers

Madi Riddle posted this • 4d




My senior show will be next Thursday, April 22nd, at 5 pm at the Bradbury Art Museum. My classmates and I have been working so hard this semester to prepare for this! Come check out all of the talent! [...show more](#)

Lumi Likanen and 3 others

Madi Riddle posted this • 6d

The Next Wave of Feminism

[...show more](#)



Madi Riddle on Instagram: "The Next Wave of Feminism A couple of years ago I wanted to make a z...
[instagram.com](https://www.instagram.com)


1


[Show all activity →](#)


[Start a post](#)

[Show more ▾](#)

Madi, learn what hiring managers look for in answers to top interview questions


 Tell me about a time you had to manage conflicting priorities.

 Tell me about a time you disagreed with someone.

 Describe your leadership style.

[See all questions](#)

Experience

 **Art Director Intern**
Stone Ward · Internship
Jun 2021 - Aug 2021 · 3 mos
Little Rock, Arkansas, United States

- Assisted with internal design work for Terminix's Safety First Box
- Helped with the ideation of Terminix's Shine's Day It [...see more](#)

Madi_Riddle

The screenshot shows a LinkedIn profile for Madi Riddle. The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications (14), Me, Work, and Learning. The profile name is Madi Riddle (She/Her), Graphic Designer | Fine Artist. There are three buttons: More, Add profile section, and Open to. The work experience section lists four roles:

- Graphic Designer**
American Cancer Society · Contract
Jan 2021 - Apr 2021 · 4 mos
Jonesboro, Arkansas, United States
- Worked on team to create social media campaign for fundraising event called "Gold Together"
- Campaign included illustration and branding
- Graphic Designer**
United Way · Contract
Jan 2021 - Apr 2021 · 4 mos
Jonesboro, Arkansas, United States
- Worked on team to create set of logos for "Give Where you Live Campaign"
- Graphic Designer**
Arkansas Game and Fish Commission · Contract
Jan 2021 - Apr 2021 · 4 mos
Jonesboro, Arkansas, United States
- Worked with team to create "Gone Fishing" campaign
- Tasks included commercial advertisement, copy writing, point of purchase design, web des...see more
- Graphic Designer**
A-State Environmental Club · Contract
Oct 2019 - Nov 2019 · 2 mos
Jonesboro, Arkansas, United States

At the bottom of the work experience section, there is a button that says "Show all 6 experiences →".

Madi_Riddle

The image shows a screenshot of a LinkedIn profile for Madi Riddle. The profile header includes the name "Madi Riddle (She/Her)" and the title "Graphic Designer | Fine Artist". Navigation buttons for "More", "Add profile section", and "Open to" are visible. The profile is divided into three main sections: Education, Skills, and Courses. The Education section lists "Arkansas State University" with a "Bachelor of Fine Arts - BFA, Graphic Design" degree. The Skills section lists "Design", "Branding", and "Photography", with a "Take skill quiz" button and a link to "Show all 13 skills". The Courses section lists "Design Entrepreneurship" and "Digital Illustration", both associated with Arkansas State University.

Education

- Arkansas State University
Bachelor of Fine Arts - BFA, Graphic Design

Skills

- Design
- Branding
- Photography

Show all 13 skills →

Courses

- Design Entrepreneurship
Associated with Arkansas State University
- Digital Illustration
Associated with Arkansas State University

@madriddle

Behance For You Discover Livestreams Jobs Search... Share Your Work Adobe

Madi Riddle
 Student
 Little Riddle Studios
littleriddlestudios.com
 Jonesboro, AR, USA

[Edit Your Profile](#)
[Edit Availability](#)
 Try Adobe Portfolio

Project Views 129
 Appreciations 3
 Following 9

ON THE WEB
[Instagram](#)

Work Subscriber Area NFTs Livestreams Moodboards Appreciations Insights

Drafts (8)

@madriddle



Madi Riddle

Student
Little Riddle Studios
littleriddlestudios.com

📍 Jonesboro, AR, USA

Edit Your Profile

Edit Availability

Try Adobe Portfolio

Project Views 129

Appreciations 3

Following 9

ON THE WEB

Instagram

LinkedIn

WORK EXPERIENCE

Art Director Intern

Stone Ward — Jonesboro, AR, USA

Designer

American Cancer Society — Jonesboro, AR, USA

Designer

Arkansas Game And Fish — Jonesboro, AR, USA

[View Full Resume](#) ^

LINKS

[Website](#)

ABOUT ME

Hey I'm Madi! I am currently finishing up my BFA in graphic design at Arkansas State University. I started painting when I was 17 and my passion for the arts has only amplified since I chose the path of graphic design. My favorite types of projects include branding and identity, page layout, adverti...

[Read More](#) >

PRO

MEMBER SINCE: JANUARY 29, 2020



BUSINESS PLAN A

IDENTITY:

What's your full name?

Madi Riddle

Would you like to create a brand that refers to you as a person or you as a thing? In other words, do you want to have a business that is known by your name or by another name?

I like the idea of having an alias, but I would like it to be related to my name in some way. I am not completely against just using my name though.

What is the location of your business? If you do not know yet, state your ideal location. Or you could explain something like "A large city in the U.S." or "A medium-sized city in the northeast region of the U.S."

Ideally, my business would be in a large city - preferably somewhere warm.

Where would you rather work (when the pandemic clears and you have a choice)? Virtual from home or at a physical office?

If there is a way to do a hybrid version of both, that would be ideal. I like the flexibility and the freedom that comes with remote working. It would allow me more time to travel. However, I also want to have a place to meet with a team when needed.

S.W.O.T.

A **S.W.O.T** can help you assess the strengths and opportunities you currently have so you can map the shortest path to your goals. It will also help you understand any obstacles in your path, whether they are outside of you, or internal. Creating a S.W.O.T analysis of your creative business can be extremely useful as a way of identifying potential difficulties and opportunities for your business and for yourself.

- **Strengths** and **Weaknesses** are internal aspects of you and your business.
- **Opportunities** and **Threats** are external aspects of you and your business.

Use each section to identify problems and solutions in other sections. You can use your strengths to spot related weaknesses (EX "I am well-organized" is a strength, "I am too rigid" is a related weakness), then use that weakness to identify an opportunity, and so on. Think laterally when you are doing your SWOT analysis. Don't get caught up in analysis the whys of these, just jot them down as you think of them. Brainstorm!

- **S - Strengths (internal/personal aspects that give you an advantage):**

1. I am very ambitious.
2. I am personable.
3. I have a unique style.

- **O - Opportunities (external/public - new services, products or markets for you to consider):**

1. Creative direction and brand strategy in the music industry.
2. Remote work is becoming more popular which would allow me to travel.

3. NFTs.

• W - Weaknesses (internal/personal aspects that might hinder you or cause problems):

1. I sometimes bite off more than I can chew when it comes to projects and end up rushing to meet deadlines.
2. I am pretty indecisive.
3. I have a habit of avoiding confrontation even when it is necessary.

• T - Threats (external/public - EX competition, government regulations, money, tech?):

1. There is probably lots of competition for designers in the Music Industry.
2. Cheap or free design apps becoming more popular amongst businesses. (Instead of hiring a designer)
3. I'm lacking work experience.

YOUR MISSION:

What drives you? What keeps you motivated? What are you passionate about?

It sounds shallow, but money is a big motivation for me. For as long as I can remember, I have worried about money. I have seen the damage that financial dependence has caused my family and I don't want my future children to have that burden. I want to prove to myself that I am capable of building a better future for myself, and hopefully one day, when I do that, I can help others who are in the same position. However, all the money in the world would not be worth it if I didn't earn it by doing something that fueled me. Art and Music have always been a huge passion of mine. Both of these have gotten me through my toughest times, been the backdrop of my favorite memories, and have led me to some of my best friends. I have seen the power of art and music unify groups of people who have little to nothing in common. They are the spearheads of cultural, social and spiritual revolution. I want to use my talents to inspire hope and positivity, and this seems to be the avenue that makes the most sense for that.

What is important to you in business?

For example, what are your ethics, values and reasons for being in this profession? Do you have creative work you specifically want to do? Answer this as if money or job availability didn't matter.

I have answered this question to some extent in my explanation above, but I will elaborate more here. Ultimately, I want to use my talents in a productive way, that inspires hope and positivity. I am passionate about music and art and believe that they are a powerful unifying device. So, I would love to work in the music industry for that reason. Aside from that, I want to take on clients that have values that align with my own. Are they working towards the common goal of inspiring hope and positivity? Are they socially and environmentally conscious? Do they care about the people they serve, or do they just care about their money? I know it sounds contradictory to the claim I made above about financial motivation, but the answers to these questions are more important to me than the any dollar amount.

YOUR FUTURE:

Where do you see yourself in 5 years? Not just location or "successful", but how will you be living?

I want to be living on the west coast by then. Hopefully I will have a job working in the music

industry as well. I hope that I am financially independent and have the freedom to explore the world to some extent too.

Where do you see yourself in 10 years?

Hopefully I will have started my own creative agency by then and will be working with some of my dream clients. I want to be well established in the industry and be looking to expand my creative agency into a lifestyle company that encapsulates more than just design. I may be looking to start a family at that point in my life, but that's pretty hard to fathom right now. So, I'll just play that part by ear.

How are you going to make this 10-year goal happen?

I plan on moving to Fayetteville when I graduate and begin looking for a job (either in the music industry or at an agency - ideally) to gain some experience. I also plan to be working on freelance design projects and personal projects (prints, paintings, merchandise, etc.) that I can use to supplement income and build my brand in the meantime. Once I have gotten some experience, I will probably start looking for bigger jobs in the music industry on the west coast. Then, when I have gained more experience and earned enough money to invest in my own business endeavors, I'll start my own agency and build from there. << That is super specific, and I am aware that a lot will probably not go as planned. I am open to a change of plans when it feels right!

YOUR PRODUCTS AND SERVICES:

Examine yourself and your skills before you start trying to find employment, whether that be through freelance and/or working for a company. You want to look for avenues and opportunities which play to your strengths.

Pick from this list and/or add additional items. After each one listed, describe what you offer in relation to this item. Specifically answer what your qualifications are in these areas and what factors will give you competitive advantages or disadvantages. You should have at least 3 items.

Strength 1:

Branding

Qualifications & Competitive Advantages:

To me, branding can only be successful if the client and the designer are on the same page. I'm a natural listener, which makes it easy for me to understand people and their true desires. However, I know that in the branding process, some clients may not know what they want just yet. In that case, my job is to provide guidance on their quest to understanding what their brand is about. A successful brand moves its audience to not just buy into what it's selling, but to subscribe to what it stands for. I strive to create unique and authentic brand systems that can withstand the test of time.

Strength 2:

Collateral

Qualifications & Competitive Advantages:

The experience I have gained by selling paintings and collateral items that are related to them has taught me the value of design that can reach beyond its original context. I believe that collateral items should be able to communicate their brand values, stand alone, and be sensible and functional for their brand and their target audience. I see collateral items as a tool for sparking engagement

and enthusiasm in a brands subscribers.

Strength 3:

Writing

Qualifications & Competitive Advantages:

Writing has always been a strong suit of mine. I had the experience of writing copy for an ad campaign that was proposed to Arkansas Game and Fish. My approach was to make it seem like the ad wasn't an ad at all, but instead, a story about the role that a shared hobby like fishing can play in relationships and human connection. In a world full of advertisements, people are pretty turned off by brands that are constantly trying to shove their new product, or holiday deals down their throat. I believe that the key to engaging copy is humanness, honesty and storytelling.

Strength 4:

Entrepreneurship

Qualifications & Competitive Advantages:

I would call myself a go getter. I have always striven to be self-sufficient and independent. Now, I strive to design brands that have those same qualities. From the time I was a kid I was always entrepreneurial minded. I used to go door to door selling candy to my neighbors just to have a few dollars to spend at the bowling ally arcade with my friends. Now, I create art that could sell itself. I am always looking for ways to expand and improve my personal art and design business. To me, there isn't an end goal because I don't want to limit myself. As long as I'm progressing forward, I am going in the right direction.

Strength 5:

Print Design

Qualifications & Competitive Advantages:

While interning at Stone ward Ad Agency in Little Rock, I gained some quality experience with print design during a series of projects done for their client Terminix. I have had the run around with my university's ancient printer, so I am well versed with printer maintenance too. More importantly, I believe that quality design should look as good, if not better, when it is printed out as it does digitally. My approach in print design is to think about it as an experience. Attention to detail is key because it is about more than aesthetics alone. To me print design is about the experience of holding something that not only looks good, but feels good too.

Strength 6:

UI/UX

Qualifications & Competitive Advantages:

In a campaign project for Arkansas Game and Fish, I was tasked with refreshing the landing page on their 'Gone Fishing' website. This experience gave me confidence when it comes to UI/UX design. I believe that good UI should be intuitive. The user should not have to think when navigating through a web page. This is one area of design whose goal should not be dictated by the audience. A five year old, an eighty year old and a twenty year old should all be able to easily navigate the same user interface.

Strength 7:

Painting

Qualifications & Competitive Advantages:

I started painting as a junior in high school and have never stopped. To me painting is an outlet for self expression and tool for meditation. There is a 'god quality' to painting. I know that sounds extreme, but its true. If you have ever seen a painting that really moved you, but in ways that are hard to describe with words, you may know what I am talking about. In my work, color is my

super power. I believe that color is the most immediate way to communicate a feeling. I use color to express and invoke emotion or to mask it. I believe that my background in painting has had a major influence on my personal design style. A lot of people see design as a more superficial level of artistic communication, but I believe that good design has the same 'god quality' that painting does.

YOUR COMPETITION:

Explain what you think your direct competition might be in relation to the following. Describe the qualities of an imagined person/group who would be competition. In other words, who would be hired instead of you?

Creativity/Ideation:

My competition would be very efficient when working with design softwares, and would also be confident decision makers. These two qualities combined would allow them deliver quicker turn-arounds.

Training:

My competition would be trained in motion graphics and set design.

Experience:

My competition would have experience working in the music industry or at an ad agency and will have worked with impressive clients.

Specialty:

My competition's specialty would be branding, creative strategy, and art direction for clients in the music industry.

YOUR CLIENTS (VIA FREELANCE AND/OR FOR COMPANY AT WHICH YOU WORK):

Who is your ideal client(s)?

My ideal client is a musician, band, or festival.

Will the ideal client give you little or full control over the project scope?

Ideally, my client would give some direction but allow me creative freedom to embrace my style. They would be open to hearing any new ideas or constructive criticism I may have and trust my expertise.

Much of the information on this sheet has been paraphrased or pulled directly from the following sources:

- <http://brentgalloway.me/want-to-freelance-successfully-write-a-business-plan-sample>
- <https://millo.co/17-tips-for-effective-freelance-business-planning>
- https://creativeplusbusiness.com/wp-content/uploads/2014/02/TEMPLATE_Business_Plan_for_Creatives.pdf

- <https://www.policygenius.com/blog/freelancers-taxes-quarterly-annually/>
- <https://carriedils.com/wp-content/uploads/2016/05/Roadmap-to-Your-Freelance-Business-Plan.pdf>
- <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

BUSINESS PLAN B

What's your full name?

Madi Riddle

YOUR FINANCIAL PLAN:

A traditional financial plan for business consists of the following at a minimum:

12-month profit and loss projection; cash-flow projection; projected balance sheet; and break-even calculation. This project will not be so demanding, nor specific.

First, do a cost-of-living analysis. Also research what is being charged in relation to where you will live and your experience level. **See Research Guide in project sheet.**

COST-OF-LIVING ANALYSIS:

What are your minimum EXPENSES in relation to your business per month?

If the costs you acquire are per quarter or year, do the math for the monthly cost.

Cost of basic Health Insurance:

\$495

Cost of Equipment (Software and Hardware):

Adobe suite \$80

Computer \$2,000 (one time payment)

Ipad and stylus \$600 (one time payment)

Printer \$250 (one time payment)

Cost of Website:

\$7.5

Cost of Continued Education:

\$30

COST OF ESTIMATED MONTHLY TAXES:

15.3% Federal Self-Employment Tax =
\$1,101.6 (monthly) \$13,219.2 (yearly)

Arkansas State Income Tax ____% (or other >> I'll guide you on this) =
\$4,012 (yearly) \$334 (monthly)

TOTAL TAXES WITHHELD PER MONTH:

\$1435.6

Other:

Home rent (working from home) \$800

Car insurance (not sure if this is a business expense) \$300

Wifi \$30

Utilities \$120

Food \$400

TOTAL ESTIMATED COST PER MONTH:

\$3698.1 (not including one time payments)

What are your minimum projected PROFITS in relation to your business and its expenses per month?

Replace **month** with **year** or **quarter** to match expenses if necessary.

How much will you charge?

\$40 per hour

How many days of the week will you work?

5

How many hours per week do you expect to be billable?

45

TOTAL ESTIMATED PROFIT PER MONTH:

\$7,200





HOURLY ESTIMATE HOURLY ESTIMATE HOURLY ESTIMATE

The following is an estimate from Little Riddle Studios for work. This is neither an invoice, nor a quote. See plans from meeting notes to provide the expected total of hours. Thank you for this opportunity!

Date: Date Client Name: Company (or Person's) Name Here
Job Number: Job or Invoice # Address: Street Address Here, City State Zip
Phone: (XXX) XXX-XXXX

Project Descriptions

NAME OF PROJECT:

Notes: List any notes from meetings or other information provided by client
Materials Requested: If client has specific materials, list here. Otherwise remove.
Timeline: No rush charges. Timeline discussed when estimate approved. If job will be rushed, explain here and increase rate.

Rate: \$/hr
Hours:
Revisions: X
Total: \$XX

- Explain here what you will receive and what is expected.
• More here, include everything. Including the time to pre-press (or similar) files.
• Revisions beyond those listed will incur hourly charges

NAME OF PROJECT:

Notes: List any notes from meetings or other information provided by client
Materials Requested: If client has specific materials, list here. Otherwise remove.
Timeline: Rush charges will be applied (something about deadline). Timeline discussed when estimate approved. If job will be rushed, explain here and increase rate.

Rate: \$/hr
Hours:
Revisions: X
Total: \$XX

- Explain here what you will receive and what is expected.
• More here, include everything. Including the time to pre-press (or similar) files.
• Revisions beyond those listed will incur hourly charges.

Thank You!



PROJECT QUOTE PROJECT QUOTE PROJECT QUOTE

The following is a quote from Little Riddle Studios for work. This is not a legally binding contract, nor an invoice. See meeting notes to provide the expected total of hours. Thank you for this opportunity!

Date: Date Client Name: Company (or Person's) Name Here
Job Number: Job or Invoice # Address: Street Address Here, City State Zip
Phone: (XXX) XXX-XXXX

Project Descriptions

NAME OF PROJECT:

Notes: List any notes from meetings or other information provided by client.

Materials Requested: If client has specific materials, list here. Otherwise remove.

Timeline: Be clear on the time this project is due (or any due dates within the project.) Also state that if job is expected before this time, it will incur a rush charge. Be clear on what this increased rate or singular charge would be.

Total: \$XX

Revisions:

- Explain here what you will receive and what is expected.
• More here, include everything. Including the time to pre-press (or similar) files.
• Revisions beyond those listed will incur hourly charges of \$XX/hr

Thank You!



HOURLY INVOICE HOURLY INVOICE HOURLY INVOICE

Thank you for the opportunity to work with you. All payments can be made to Madi Riddle and mailed to the address below. Please contact me with questions about this or any future work!

Date: Date

Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here

Address: Street Address Here, City State Zip

Phone: (XXX) XXX-XXXX

Project Descriptions

NAME OF PROJECT:

Rate: \$XX/hr

Hours:

Total: \$XXX

- Explain briefly what was done be sure it matches to the estimate and quote at a minimum.
- If the project is not yet finished, state this.

Total Due: \$XXX

Payment Due Date: XX.XX.XXXX

Thank You!

4300 Aggie Road Apt. 19 | Jonesboro, AR 72401 | (870) 253-3084 | littleriddlestudios@gmail.com

● Madi Riddle | ● @littleriddlestudios | ● @madiriddle | ● www.littleriddlestudios.com



PROJECT INVOICE PROJECT INVOICE PROJECT INVOICE

Thank you for the opportunity to work with you. All payments can be made to Madi Riddle and mailed to the address below. Please contact me with questions about this or any future work!

Date: Date

Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here

Address: Street Address Here, City State Zip

Phone: (XXX) XXX-XXXX

Project Descriptions

NAME OF PROJECT:

Project Rate: \$XX
Revisions:
Rate: \$XX/hr
Hours: X
Total: \$XXX

- Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.
- Be clear on the time allotted to revisions beyond the number allowed on the estimate/quote. If none were necessary, remove this.

Total Due: \$XXX

Payment Due Date: XX.XX.XXXX

Thank You!

4300 Aggie Road Apt. 19 | Jonesboro, AR 72401 | (870) 253-3084 | littleriddlestudios@gmail.com

● Madi Riddle | ● @littleriddlestudios | ● @madiriddle | ● www.littleriddlestudios.com









THANKS!

