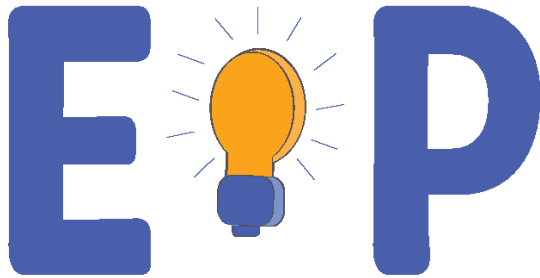




Personal Logo Branding Guide

Logos and Wordmark



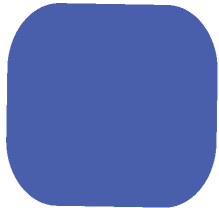
Wordmark

Ella Painter

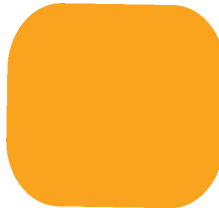


Fonts and Colors

Colors



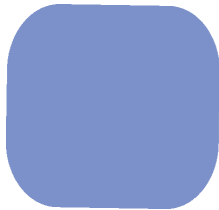
#4B5FAB
C: 80%
M: 69%
Y: 0%
K: 0%



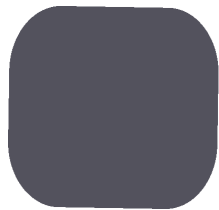
#FAA31E
C: 0%
M: 41%
Y: 99%
K: 0%



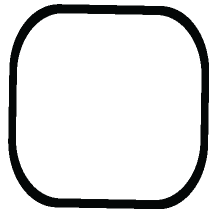
#FCB247
C: 0%
M: 34%
Y: 82%
K: 0%



#7D91C9
C: 53%
M: 38%
Y: 0%
K: 0%



#53515D
C: 67%
M: 62%
Y: 48%
K: 28%



#FFFFFF
C: 0%
M: 0%
Y: 0%
K: 0%

Fonts

The only font used in this logo design is Brevia Bold. For supporting text, Brevia may also be used.



Creative Brief

Project

Style and Design Branding Suite Project

Overview

This is a personal logo and wordmark designed by Ella Painter. This logo is for her personal, professional use.

Key Message/Theme

This professional logo and wordmark is intended to communicate to employers Ella's personal brand, conveying ideas of creativity and ingenuity. This design, featuring a lightbulb and Ella's initials, also demonstrates that she is hardworking. This logo design will be used on her portfolio website, as well as her LinkedIn, resume, cover letter, envelope and business card.

Audience

I hope to demonstrate my proficiency in logo design and Adobe Illustrator to potential employers while conveying my creativity and high degree of career readiness.



Brand Guidelines

Overview

Each logo may be used in a variety of designs, and it is up to the designer to decide which logo looks best on each project.

Style Guidelines

This logo may be used against a white, grey, cream or blue background. If the desired background is dark and the logo requires more contrast to be visible, it is acceptable to make the light ray portion of the logo white. The wordmark may also be changed to white.

The logo and wordmark sizes can be changed depending on what is necessary for each project. However, in order to maintain brand consistency, the wordmark font, Brevia Bold, should never be altered. Brevia may be used for supporting text.



Resume



CONTACT



901-305-1810



enp0012@auburn.edu



www.reallygreatsite.com



Nashville, TN



www.linkedin.com/in/ella-painter

SKILLS

- Social Media Management
- Copywriting
- Adobe Express
- Illustrator
- InDesign
- Canva
- Buffer
- Hootsuite
- Meta Business Suite
- SEO
- Google Ads
- AP Style



Ella Painter

ASPIRING PR PROFESSIONAL

EDUCATION

Auburn University

Bachelors of Arts Public Relations

WORK EXPERIENCE

Marketing and Communications Intern | September 2022- Present

Auburn University Office of Campus Safety and Security

- Informs the Auburn community about safety programs and events on campus
- Cultivates effective social media messaging to increase platform engagement by 10%
- Attends outreach events to spread the word to campus about the office's resources
- Develops eye-catching social media posts with platforms like Canva and Adobe Express
- Creates informative newsletters with Adobe InDesign to increase campus awareness

Corporate Communications Intern | May 2023 - July 2023

Monogram Foods

- Wrote copy and designed page headers for the company's intranet
- Developed a KPI dashboard to gauge effectiveness of company communications on a monthly basis
- Created attractive social media posts while adhering to communications goals
- Increased Facebook and LinkedIn engagement by 10%

Social Media Assistant | August 2022 - December 2022

The Auburn Plainsman

- Designed effective social media posts using Canva to increase community engagement
- Scheduled posts using sites like Buffer and Hootsuite on a weekly basis
- Coordinated with team members to plan informative and relevant posts

Supplemental Instruction Leader | January 2021 - May 2021

Auburn University Office of Academic Support

- Strengthened leadership skills by facilitating tutoring sessions on Zoom and in-person
- Implemented listening and questioning strategies to diagnose needs and monitor progress
- Communicated with students and the professor in a professional manner
- Utilized Excel to track student attendance and monitor session effectiveness

HONORS AND ACHIEVEMENTS

- Magna Cum Laude
- Dean's List (Fall 2021, Spring 2022, Fall 2022)
- Auburn University Academic Charter Scholarship Recipient
- Dale Carnegie Effective Communications & Human Relations Course Breakthrough Award Recipient



Cover Letter



Ella Painter

ASPIRING PR PROFESSIONAL

Dear Acuity Brands Hiring Manager,

I am currently a senior at Auburn University majoring in public relations. Throughout my college career, I have discovered my passion for all things PR as I enjoy writing and excel in both written and oral communication.

Currently, I work for the Auburn University Office of Campus Safety and Security as a communications and marketing specialist. I've flourished in this role as I have the opportunity to apply my creativity to tangible projects on a daily basis. As a communications and marketing specialist, I cultivate effective social media plans, create captivating graphics that comply with Auburn University branding guidelines and communicate effectively with the Auburn community.

Additionally, my courses over the past two semesters have taught me how to apply AP Stylebook guidelines as well as given me the opportunity to strengthen my writing skills. This semester, I have learned how to write a press release, create a media kit and facilitate a press conference.

Moreover, this role aligns perfectly with my career goals as I am an excellent storyteller interested in exploring what the marketing and PR fields have to offer me. I hope to specialize specifically in digital marketing and corporate communications, as I believe that these areas cater to my talents.

Furthermore, I am confident that I will succeed in this role, because I am a team player with a positive attitude and an open-minded collaborator. This opportunity would become an invaluable asset to the trajectory of my career as I believe that this role would enable me to develop hands-on skills before I graduate.

Overall, I would love to have the opportunity to intern for Acuity Brands, because I want to gain more hands-on experience while working for a company with such amazing opportunities. Additionally, I am confident that I would be successful in this role, as I am an aspiring PR professional with a knack for social media and written and oral communication.

Thank you for your time and attention. I look forward to hearing from you soon.

Sincerely,

Ella Painter



Business Card



Ella Painter

Aspiring PR Professional

☎ 901-305-1810

✉ enp0012@auburn.edu

🌐 www.linkedin.com/in/ella-painter

🏠 Nashville, TN

Ella Painter

MAKING YOUR
BUSINESS BUSIER

Painter PR





Envelope



Ella Painter
3114 East Poplar Lake Drive
Germantown, TN
38138

INSERT
STAMP
HERE

Insert your information here