

Caroline Kendrick

Brand Guidelines Template

Colors

Font Colors:
Dired Sage #E2E5DE
Black
White

Color Elements:
Botanical Garden
Charlemot
Costa Rica
Harvest Moon
Suede Boots

#BD9774	SUEDE BOOTS
#EAC8AB	HARVEST MOON
#82713D	COSTA RICA
#CD7D44	CHARLEMOT
#C2C3A8	BOTANICAL GARDEN
#E2E5DE	DRIED SAGE

Logo

Secondary Logo

Carroll

Primary Logo



Typography

Carol

Belay Display

Tuppence

Montserrat Alternates

Creative Brief

Project Scope:

This is a personal project for Caroline Kendrick. My objective task is to create a portfolio of creative media that reflects my personal brand. I want to come across as warm and professional.

Color and Font:

I chose these colors and fonts because they are the color palette of my life. I wear these colors, enjoy these colors, and it was fitting that my brand represent that. I chose these fonts because they are bold and fun. I want my brand to stand out, these fun yet striking fonts will deliver a message about my brand as well.

Key Message:

Portray a striking, playful, and warm portfolio to approach the field of public relations. Aspiring to display bold styles and playful attitude without sacrificing professionalism.

Attitude:

The attitude of my brand is someone you would want to be friends with, I am warm, empathetic, and energetic. These non-traditional earthy colors display that I am okay with getting my hands dirty. I am willing to put in the work to get a great result, and I remain true to myself while doing it.

Deliverable and Format:

My deliverables include a logo, color palette, font selection, resume, cover letter, envelope, and business card mock-ups.

Message:

"Caroline Kendrick is true to herself, and a friend to many."

Target Audience:

My target audience are my future potential employers and clients.

Caroline

Business Cards

Back Design



Front Design

