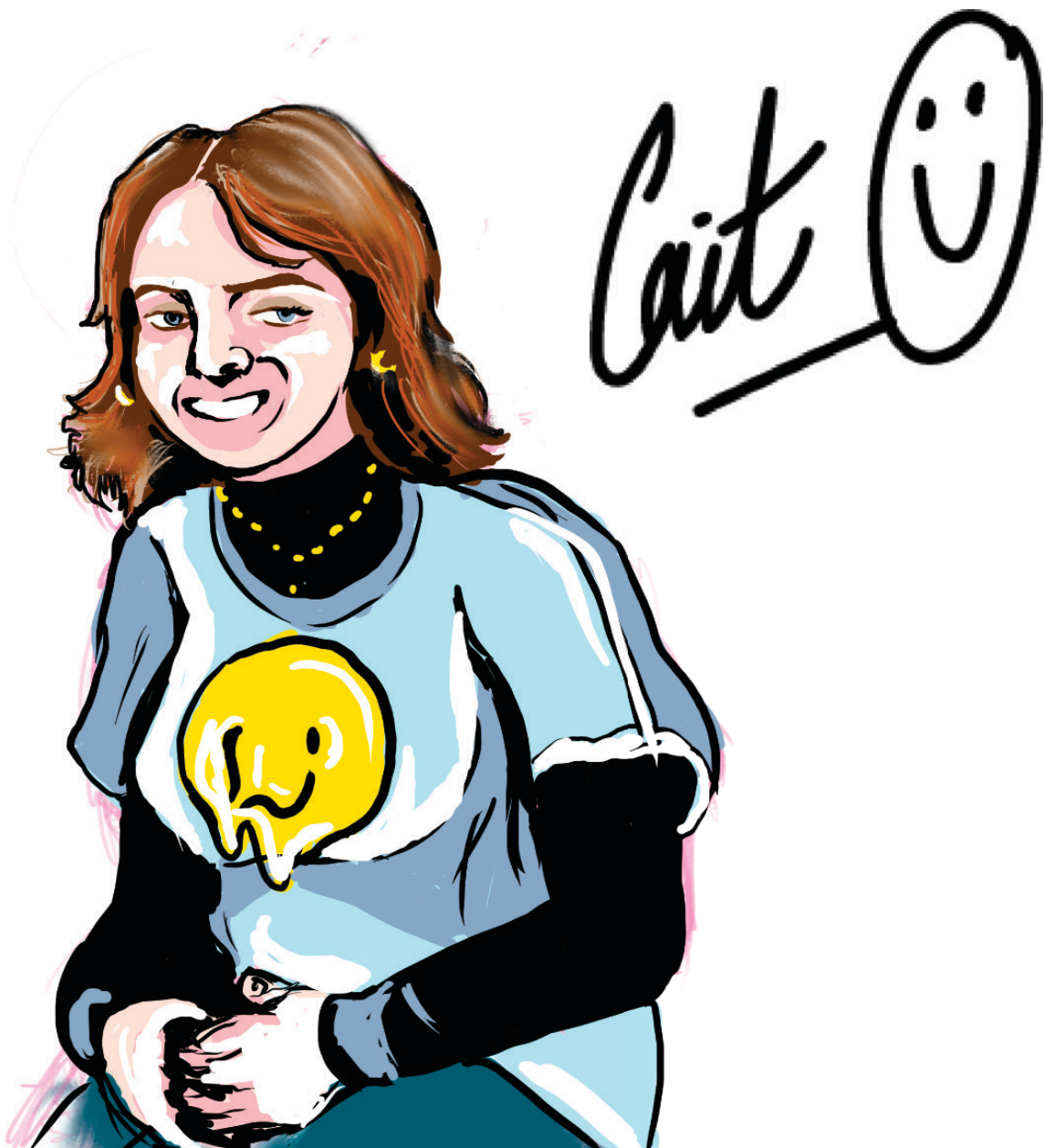


PERSONAL BRANDBOOK BY



MISSION STATEMENT

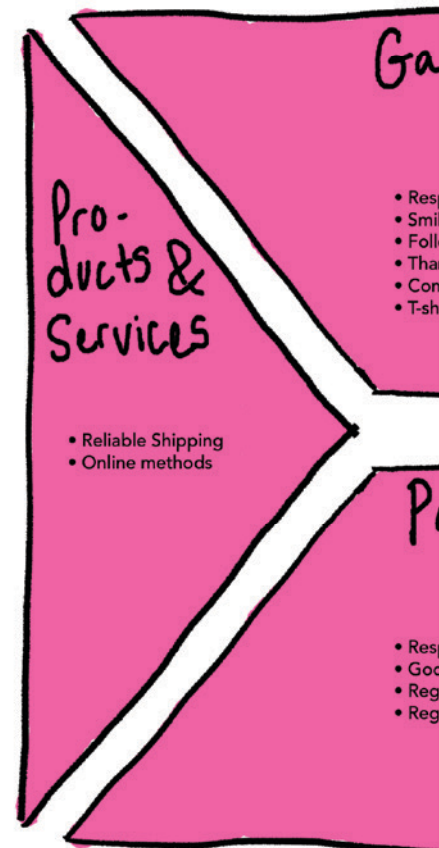
To provide an atmosphere where everyone is listened to and their imaginations are valued and brought to life. Cait's Studio is all about bringing your visions to life just like the way the studio is brought out to the surface through various illustrations, stickers and design! There isn't a limit to the creations and opportunity the studio offers!

VISION STATEMENT

Clean
Authentic
Colorful
Vibrant
Whimsy
Friendly

VALUE STATEMENT

Integrity
Voice
Personality
Commitment
Respect



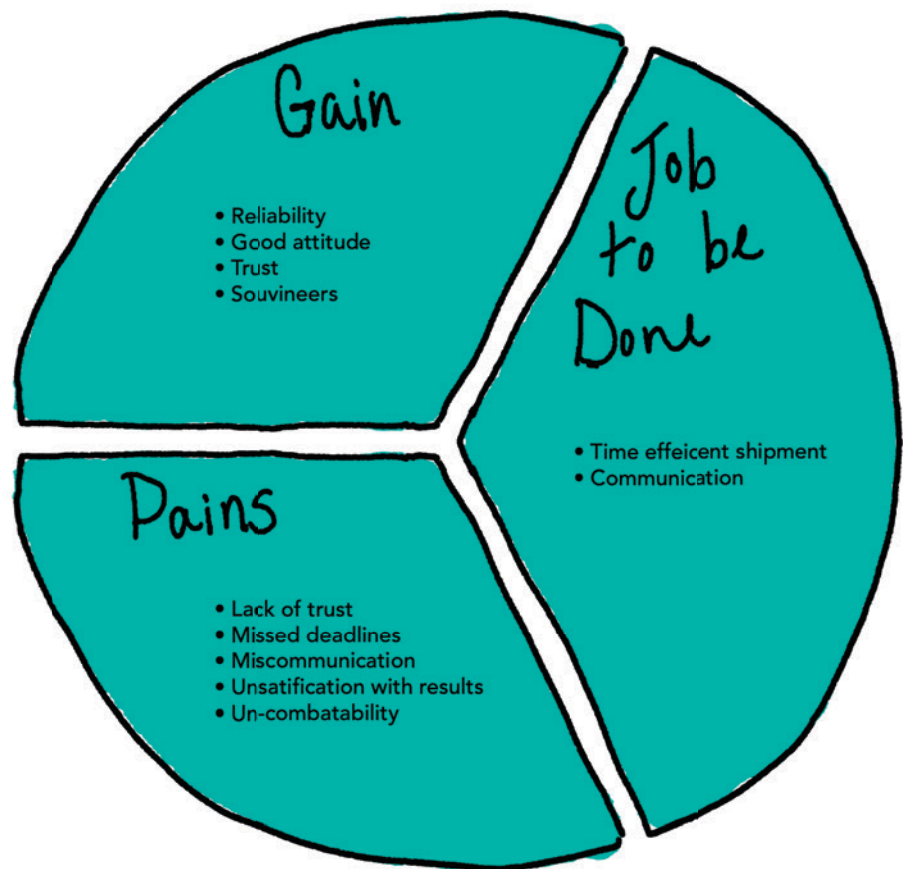
VALUE PROPOSITION CANVAS

Gain Creators

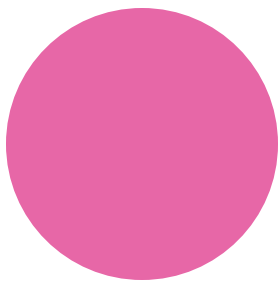
- Responsiveness
- Smile a lot, excited demeanor
- Follow ups, organized
- Thank you cards
- Complimentary stickers
- Gifts

Pain Relievers

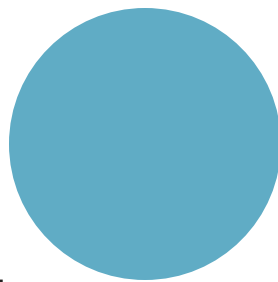
- Responsiveness
- Good time management
- Regular communication
- Regular social media posts



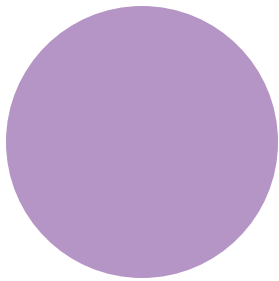
BRAND COLOURS



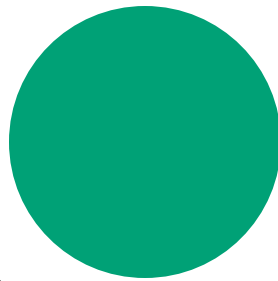
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Y:0
K:0
D86EA4



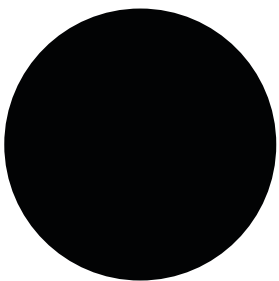
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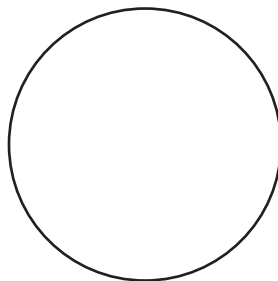
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K:0
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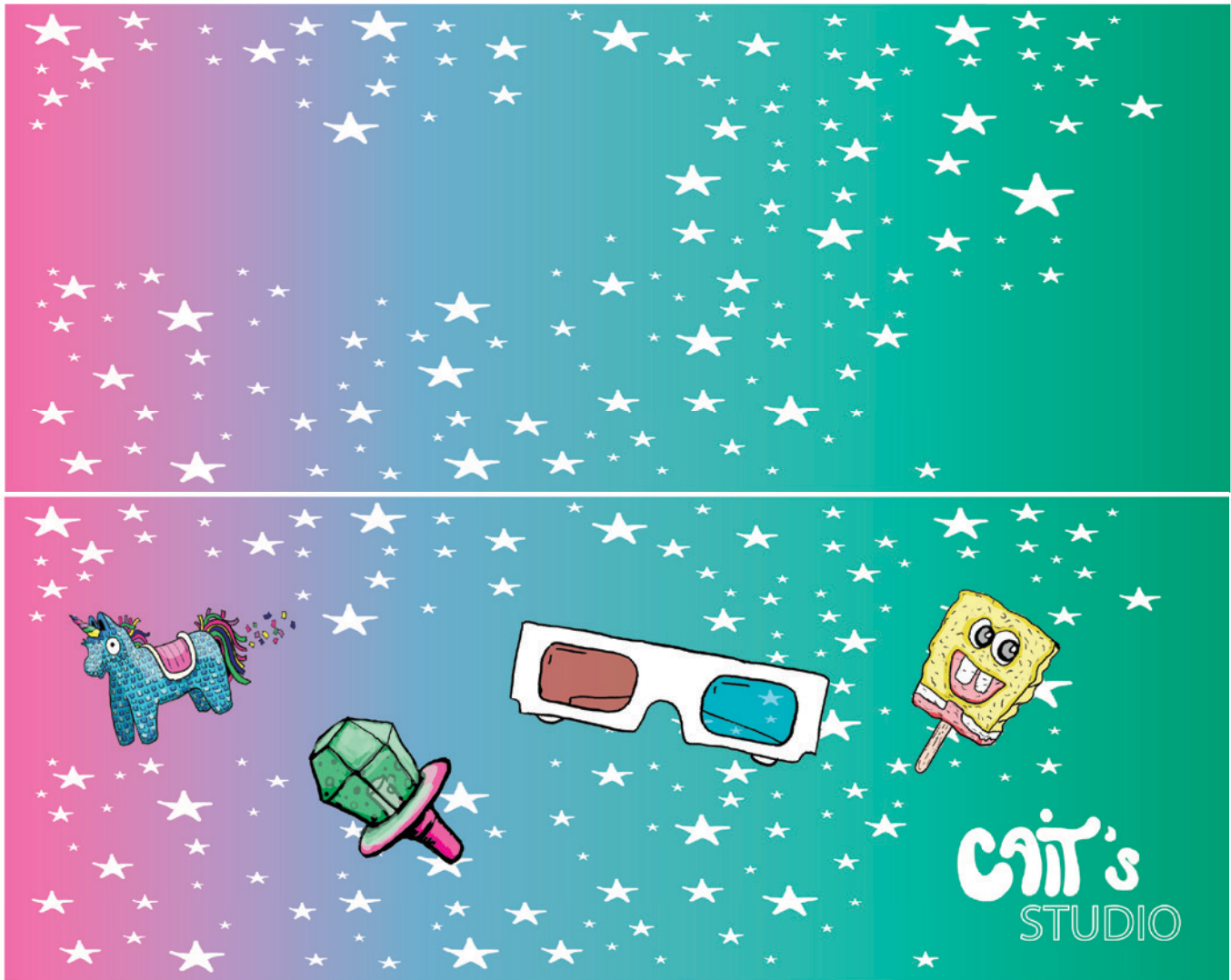


C:75
M:68
Y:67
K:90
000000



C:0
M:0
Y:0
K:0
FFFFFFFF

BACK- GROUNDS



S.W.O.T. ANALYSIS

S

- Able to tell stories through visual expression rather than words
- Experienced in both Adobe and traditional media
- Able to connect with others easily and understand their feelings
- Shows commitment to project deadlines and meet customer's expectations
- Expresses great use and understanding of color
- Shows an illustration style unique to the field of illustrations
- Adapts quickly to other styles
- Listens to customers needs
- Efficiency
- Spontaneousness

W

- Still have more years of education to be 100% efficient in the field
- Can show a resistance to change
- Can be impulsive, known to dive in first without being completely ready
- Doesn't plan all the way
- Lacks public speaking skills
- Can overthink things
- Lacks confidence

O

- Co-op
- Internship
- Spare time to explore more illustrations
- RGD Member
- My connections with the movie industry

T

- Self-procrastination
- Job (financial)
- Other illustrators
- Distractions
- School grades

LOGO

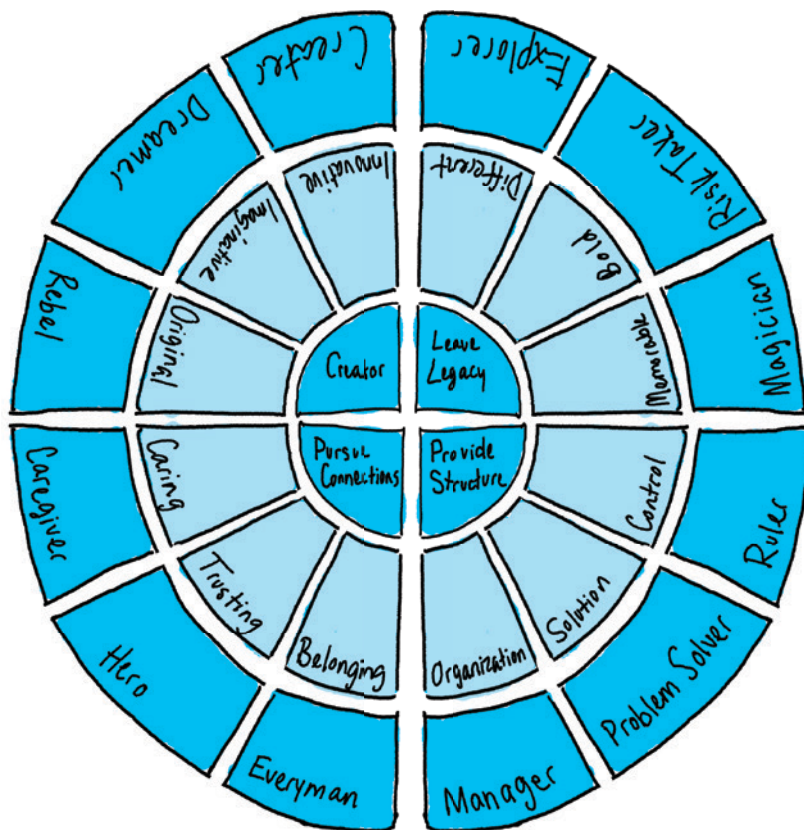
CAIT'S
STUDIO



DESIGN BIOGRAPHY

Cait's Studio's Logo communicates the whimsy nature of Cait's personality, but also the style of artwork she exhibits. The whimsy comes from the flow and thickness of the typography, and also has a touch of professionalism. Cait is fun and goofy, but she knows how to pull off simplicity and to be professional at the same time. This is demonstrated through the simple type featured through "Studio", and this makes Cait's name stand out.

STORY TELLING/ BRANDING MATRIX



OMNICH- CHANNEL MARKETING

OMNICHANNEL H2H MARKETING (HUMAN-TO-HUMAN)

The illustration company personally is about connecting with the customers by trying to connect with them about the storytelling element. This will improve connection with customers to build trust and understanding between myself and the clients.

OMNICH- CHANNEL MARKETING

OMNICHANNEL P2P MARKETING (PEER-TO-PEER)

Collaborating with other illustrators, especially ones of higher reputations will help build the company's reputation and popularity as well. Raise bigger awareness while building support for the company. This will also help make greater business connections.

OMNICH- CHANNEL MARKETING

OMNICHANNEL B2B 14
MARKETING (BUSINESS- TO-BUSINESS)

The multi-design company will need various supplies from art companies, technology such as printers and digital drawing software and computers, various paper, etc.

OMNICH- CHANNEL MARKETING

OMNICHANNEL H2H MARKETING (BUSI-
NESS- TO-CONSUMER)

The company will sell to customers through mailing with an additional free sticker. It can also be picked up in store, and sent digitally too. It's all about the convenience and satisfaction of the customer.

MOCKUPS



MOCKUPS



MOCKUPS



MOCKUPS

