



Morgan Evans



Specific Campaign Objectives

- Most importantly, I need a way to present myself and my work in a creative and concise way.
- In order to do this I have developed and adopted a new logo, personal brand position, and designed my own website to function as an e-portfolio.
- The goal of this campaign is to develop a clear message that can portray who I am as an individual and a creative professional, while also showing some of my personal values.



Audience Profile

- Primary audience: prospective employers.
 - Specifically those who are looking to hire.
- Secondary audience: my peers.
 - Just as I look at their website and work, I am sure they will also look at mine.



Need Relevant to Campaign

- Employers need to be able to view my work and know why they should continue pursuing me as an employee.
- Employers are sure to have a multitude of other applicants, so I need to be able to show them what makes me different and more deserving than my competitors.



Core Message

- Showcase that I am a dedicated and accomplished individual.
- I want my portfolio to show my work and the fact that I have a proven track record in various aspects of the creative process.
- I also want to show that I am dedicated to other things outside of my schooling.



Credibility

- Ideally, my work experience and samples will work to support that I am a creative professional worthy of my audience's time.
- The portfolio should speak for itself!



Elements of the Campaign

- What does my brand stand for?
 - Shares many of my own ideals and further pushes the idea of being a professional, despite my young age.
 - What makes myself and my brand stand out is my enthusiasm and dedication to be successful.
- Personality of brand
 - Should give the audience the vibe that I myself would give during an in-person meeting.
 - Sincerity, friendly, warmth, devotion, and maturity.



Elements of the Campaign (cont.)

- Tone of voice of campaign
 - Inviting and informative to further convey my personality and the personality I want my brand to have.

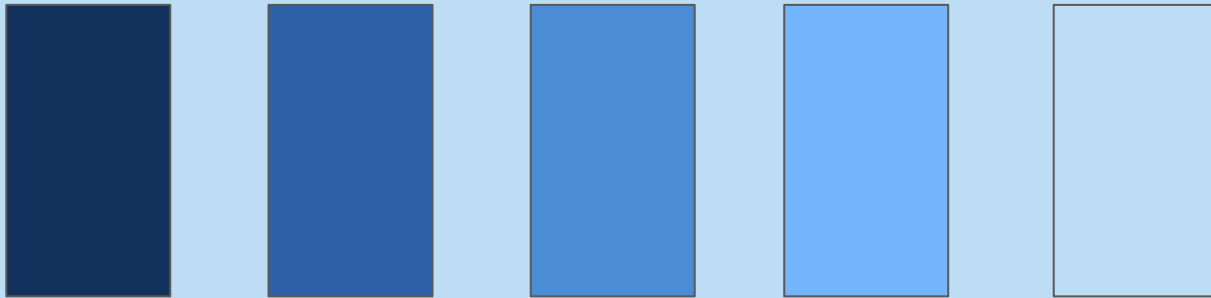


Visual Brand Identity



Color Palette

- I knew I wanted to use blue since it has always been my favorite color.
- As you can see in the logo, four different shades have been chosen as a primary palette for use in all of my materials.





Fonts

- To achieve a simplistic look, there are only a few fonts that can be used with elements of my brand.
- Select fonts include...
 - Raleway
 - Roboto
 - Montserrat



Online Medium

- As mentioned in my creative brief, my online platforms should reflect who I am, while remaining professional.
- Images chosen should reflect the tone and personality of the brand.



Visit my portfolio.

<http://www.morganevansononline.weebly.com>