My brand personality consists of artistic, creative ability and a desire to do good for the sake of goodness.

I am finding my way with a penchant for art.

I am driven by love of community and commitment to honesty and realness.
Field Diversity Statistics

Communications – Public Relations

Women - 70%
Men - 30%
White - 88%
Black - 8%
Latinx - 6%
Asian - 3%
I believe there is great potential for a better world for all people and we must challenge ourselves to get there.

I believe in learning and action.

I believe that art and design can be tools in uniting communities and spreading powerful visual messages.

Job Selection

Intentionality

I hope to join a business that cares about people and holds social justice and diversity values. I want to work in a field that is as exciting and youthful as it is impactful.
5 Brand Traits

QUIET but not shy
LAID BACK but not lazy
ADVENTUROUS but not flaky
CREATIVE but not disorganized
HONEST but not rude
KIND but not a pushover
Personality Map

DOMINANT

FRIENDLY

UNFRIENDLY

SUBMISSIVE
Words play an important role in my art and they will be an important role in the site as well. When considering font usage and portraying my personality, I thought of ‘chill words in a fancy font.’

In contrast to the visuals of the site, the voice will be laid back and casual. It will be relaxed and humble without trying too hard to be ‘relatable.’

An important characteristic of my site’s voice is its honesty. I want to be as real as possible, negating the possibility of try-hard syndrome.

I understand my site’s voice to be similar to dry humor: you may not notice the humor at first, but it is definitely there.
More Voice

IN APP GREETING
Hey, you made it! Welcome.

SUCCESS FEEDBACK
You’re good at this

ERROR FEEDBACK
Whoops, check again.

GENERAL MESSAGE
I’ll be back with more soon!

CRITICAL FAILURE
Shit! It’s not your fault, the problem is in the works.

MARKETING COPY
There’s even more accessible content on Instagram! Check it out!
Mood Board

live for a cause, not an applause
These colors were chosen because of their dark, moody aesthetic that is colorful but not vibrant. The purple and blue are the main colors with green and grey for accents and smaller graphics. The former two contrast well with white fonts, and the latter two contrast well with black fonts.

White (#ffffff) and black (#000000) will be used throughout the site for simpler designs.
I chose Libre Baskerville as my main header font because it is sophisticated and professional.

I chose to use versions of Gotch A1 for the secondary header and body font so that the more casual, fun sans serif font would outnumber the leading serif font.

The Gothic A1 Bold is a good transition from header to body as it is bold like Libre Baskerville yet sleek like its thin version. It will be used primarily in all caps but as a font size that doesn’t overpower the body.
GENERAL STYLE NOTES

My goal is to create a moody website that is not overwhelmingly dark and hard to understand. I like the colors of the Pottermore site (wizardingworld.com) and the fantastical, fairytale-like illustrations on the Between Two Books site (between two books.co.uk). I would like to use illustrations to create a sense of depth through laying it on top of a background color.

Imagery is also a key part. Photos always catch my attention on sites and I’d like to reflect that with my own. I also like to write so I plan to balance the amount of writing with an equal (or more) amount of photographs.
Engagement Methods

RECOMMENDATIONS
Peer-to-peer recommendations of art, music, movies, and more. Perhaps a one-for-one: I recommend something and the user does too. Hopefully, this can attract like-minded people with similar interests.

WEEKLY THIS OR THATS
Tid-bits about news in the art world
Passages from books
Guess the song lyric
Funny memes

PERSONALIZATION
User can name characteristics and I can curate a personalized playlist on Spotify
Sincerely,
Keely