

A NEWBIE FOR DESIGN

By: Sandra Elliott Johnson

Style and design class has been lots of trial and error. Overall, it has been one of my favorite classes in public relations. It has helped me learn new skills and think differently. I love being able to create designs with few rules. This class gives me creative freedom, but still guides me in the right direction.

My favorite thing I have made in this class has been creating my brand suite identity. This assignment was free reign to create a logo for our brand that represented us.

I decided I wanted to do my initials and my full name in versions of my brand suite. Since I have a double name, I am used to seeing my middle initial in lots of places. It made sense to do all three of my initials, instead of just my first and last.

One of my favorite aesthetics that is popular right now is the '[old money](#)' vibe. It looks clean and classy. The font I chose for my initials shows that classic look and that is why I love it.



I have been very into the color green. I think that it looks sophisticated, without being boring. Green is also an old money aesthetic. I loved mixing different shades of green together. There are so many ways to combine them.

I chose a [grass green shade](#) for my main color. This is my favorite because it is pretty dark, but still very pretty. The green also looks great with white and black, which is what I am going for. I do not like a lot of chaotic colors or patterns and would rather keep it simple.

For my second color I wanted another green shade, so I played around until I found one that I like. It ended up being a pretty [olive green](#) color that I was obsessed with.

Making my brand was also really fun. I felt like I was working a job instead of doing a school assignment. I went to a coffee shop and sat down to get to work. Using Adobe Creative Suite was such a great tool and gave so many tutorials and instructions to help. It was such a fun and different feeling that I had. Enjoying my school work and not feeling like there was one right or wrong answer. The only answer that mattered was my own and what I wanted to create with my brand suite.

My favorite creation that I did with my brand identity is a business card. I thought this was so cool, because it made me feel important and old. I remember seeing my parents with

FRONT



BACK

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their business cards and I always thought I wanted one of those too. I think that my business card would be a great first impression and represent the old money vibe that I want.

I am so excited to use my brand identity in different aspects of my future. From applying to jobs with my cover letter and resume that shows a part of myself to designing my personal website. I am very happy with how my color scheme turned out, the font and the overall design.