

# Design Brief

## CLIENT

Project Name	Personal Branding
Client Name	Laura Hernandez
Brand	Laura Hernandez (LH)
Product	Logo
Contact	Laura Hernandez
Email	hdzc.laura@gmail.com
Phone	4388803962

## THE PROJECT

Create a logo as part of a personal branding project

## WHO ARE YOU?

I'm a graphic designer and esports fan based in Montreal who enjoys working on publication, promotional and web design projects. I'm currently deeply involved in the world of esports, both as a viewer and a participant—I'm now looking to use my design skills to help this industry grow and to spread its enjoyment.

## THE OBJECTIVE

The logo should represent the client's (Laura) personality and interests. Simplicity is the goal.

## TARGET AUDIENCE

Laura Hernandez / Graphic designers / gamers?

## KEYWORDS

minimalist, logotype, fun, soft, shapes, short, gaming, esports

## DELIVERABLES & FORMAT

vector file (.ai or .eps) / .svg

## DEADLINE

Tuesday, March 26 2019

## BUDGET

\$500