

Brad Schmitz

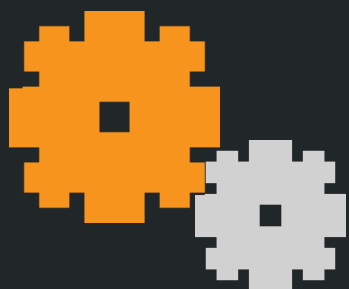
Personal Branding Guide



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# A. Brand Mission



When it comes to branding (particularly personal branding), there is always one central mission: convey personality. Through this styling guide, I hope to paint a digital picture of who I am and what my interests are. This includes my love of technology, design, and music, my creative and adventurous personality, and my desire to stand out, achieve, and have fun while doing it. Life is a



strange adventure with many unexpected twists and turns, but if you enjoy the thrill of change, then what can stop you? This branding is meant to reflect that: the adventure of life.

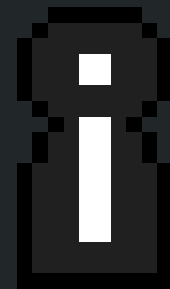


# B. Audience



## Intended Audience

This is a bit of a tough question to answer. In all honesty, I feel like the branding is for everyone. While a portfolio website is typically for employers, it's also something that anyone can visit to get an understanding of who I am. As such, the tone isn't meant to cater to a specific person or group. In a way, I suppose it caters to me specifically, as it's designed to reflect me and my personality.

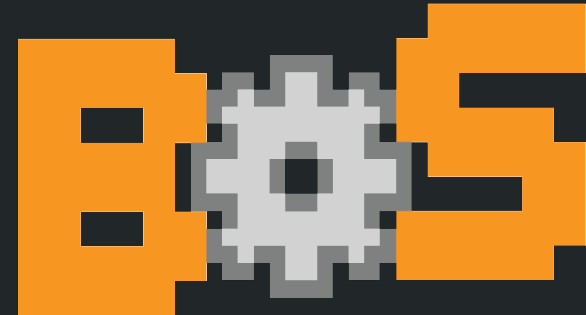


# C. Logo

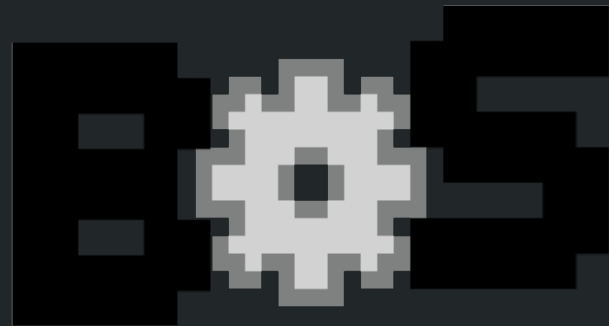
The central design of my logo is my initials (B and S) interlocked with a gear. The whole logo is given an 8-bit and retro aesthetic, as it is both eye-catching and reflective of my enjoyment of technology. Additionally, gears are often a symbol used with logic and creativity, which is part of what I'm trying to convey.



MAIN LOGO



ALT. LOGO



# D. Color Palette



## MAIN COLORS



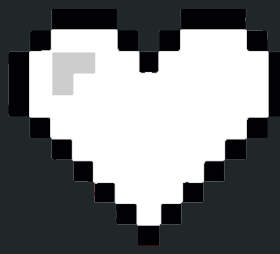
### ORANGE

CMYK: 0, 49, 98, 0  
RGB: 247, 148, 30  
HEX: #F7941E



### DARK GRAY

CMYK: 3, 1, 0, 84  
RGB: 35, 39, 42  
HEX: #23272A

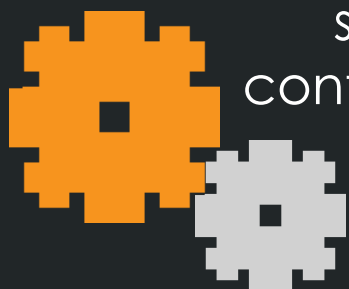


### WHITE

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #FFFFFF

The main colors for my branding are orange (my favorite color), dark gray, and white. This combination is meant to create a creative, eye-catching branding feel.

The supporting colors (black, light gray, and gray) are meant to add some slight color contrast and variety to my personal branding.

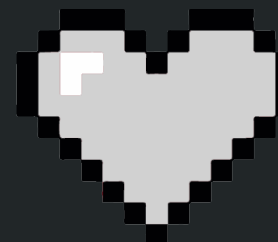


## SUPPORTING COLORS



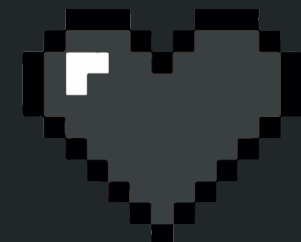
### BLACK

CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: #000000



### LIGHT GRAY

CMYK: 0, 0, 0, 18  
RGB: 209, 209, 209  
HEX: #D1D1D1



### GRAY

CMYK: 3, 1, 0, 74  
RGB: 58, 63, 66  
HEX: #3A3F42

# E. Typography

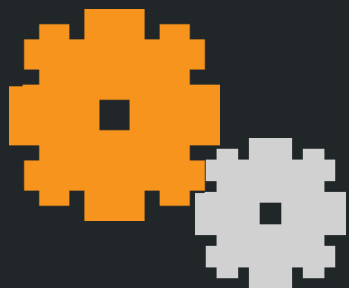


## DepredationPixie - Headers

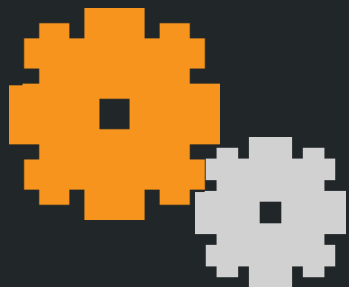
This font is used for all headers, due to its thematic 8-bit style, its readability compared to some other 8-bit fonts, and bold and brassy feel, which allows it to easily stand out and make its presence known.

## Century Gothic - Body Text

This font is used for all body text. Besides being my favorite font, this font is easily readable for most people, has a very futuristic and modern feel, and contrasts the typical body fonts (Arial, Verdana, Times New Romans, etc.) with its sleek and tall style.

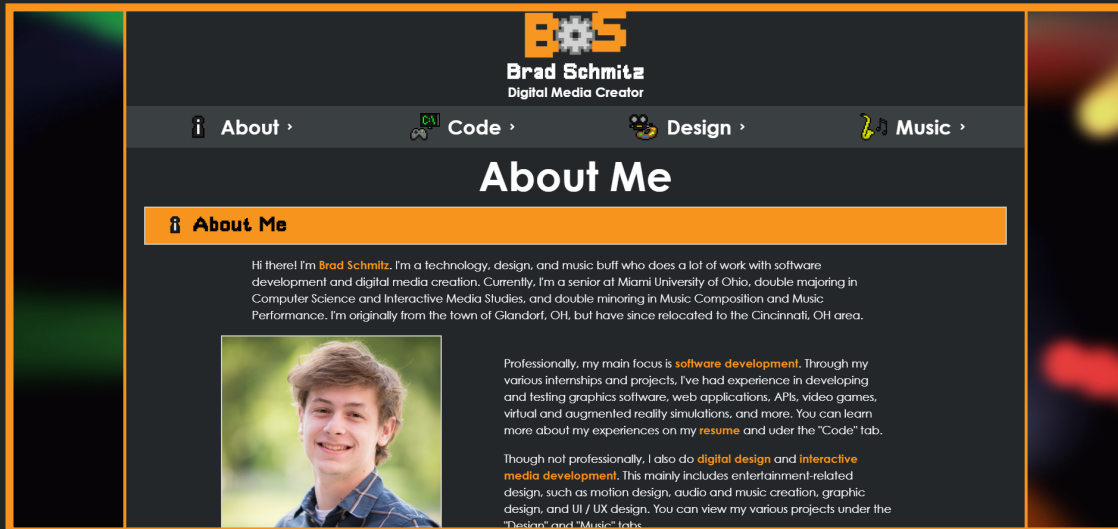


# F. Inspiration





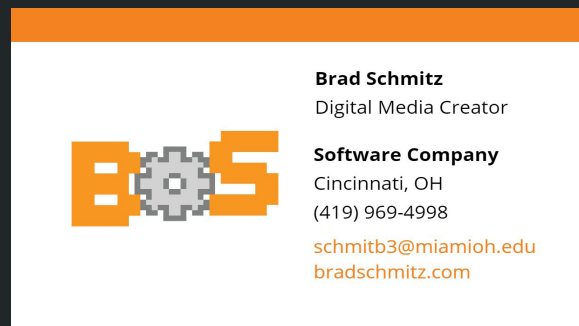
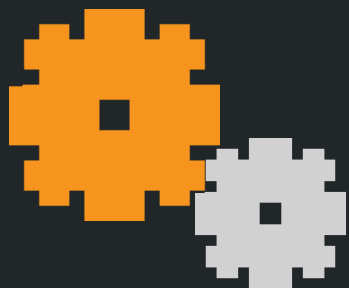
# G. Sample Items



## PORTFOLIO WEBSITE



## SHIRT



## BUSINESS CARD