

Kaitlyn Lancaster's Brand Standard



KAITLYN
LANCASTER

November 5, 2024

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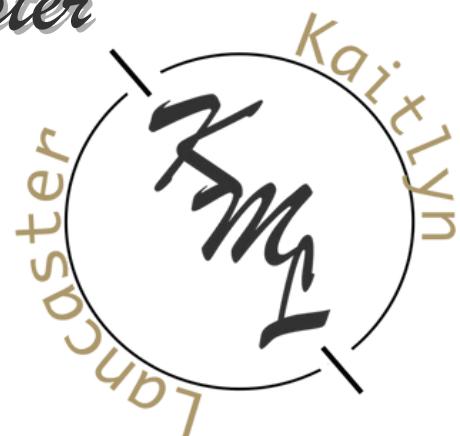
Why other podcasts and books are inspirational to my brand.



LOGOS



Kaitlyn Lancaster

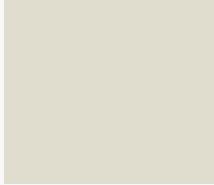


LOGOS HELPS ESTABLISH A BRAND'S IDENTITY, CREATES A STRONG FIRST IMPRESSION, AND HELPS CUSTOMERS CONNECT WITH THE BRAND. MY LOGO REPRESENTS MY NAME AND THE FLUIDITY MY BRAND HAS, MEANING HAVING A CONSISTENT BUT VARIABLE TOPICS OF MY BRAND.

MY BRAND IS CENTERED AROUND MY ABILITY TO HELP OTHERS. MY BRAND GIVES PEOPLE AND OPPORTUNITY TO FEEL OPEN ABOUT THEIR FEELINGS AND ASK FOR FREE ADVICE. I'VE ALWAYS LIKED SHARING MY THOUGHTS AND OPINIONS, AND NOW I CAN SHARE THEM WITH PEOPLE WILLING TO LISTEN. MY BRAND IS AN OPEN AREA FOR "KAITLYN'S LIFE ADVICE".

COLORS

PRIMARY



#E0DDCF

BONE



#AC9969

LOW SAND



#333232

TRASH BAG

SECONDARY



#CAB7A2

PEACH DUST



#474448

SHARK GREY



#000000

DEPTH

FONTS

FONTS CAN EVOKE DIFFERENT EMOTIONS AND MOODS, AND EACH FONT HAS ITS OWN CONNOTATIONS. USING THE SAME FONTS ACROSS ALL PLATFORMS HELPS TO BUILD BRAND RECOGNITION AND TRUST I CHOSE MY FONTS TO BE BOLD AND AFFIRMATIVE

Primary

OSWALD

COTORIS

Secondary

ANDALE

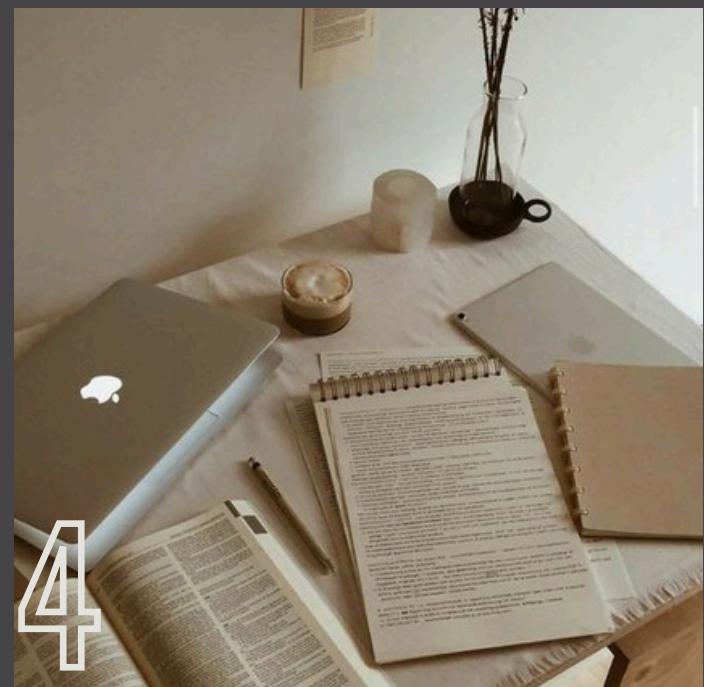
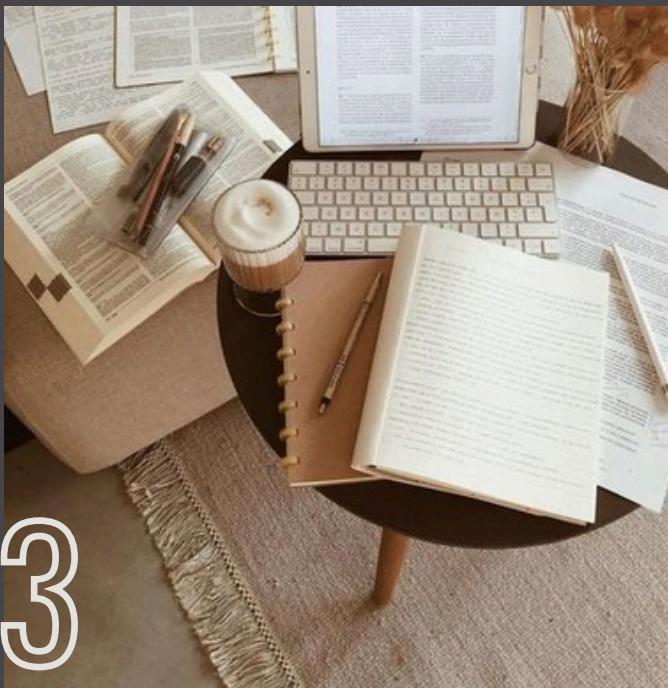
BRUSH SCRIPT

SPACE MONO

IMAGERY

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A CONSISTENT VISUAL LANGUAGE OFFERS IDENTIFICATION POTENTIAL AND GIVES A VISUAL OF WHAT PEOPLE CAN EXPECT. THEREFORE I CHOSE COMFORTING, CALMING, AND ORGANIZED IMAGES. THAT REPRESENT ME, I ALWAYS FIND MYSELF IN A CLEAN ENVIRONMENT WITH HUMBLE PEOPLE THAT GET TO SHARE THE SAME INTERESTS WITH.



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BIOGRAPHY

I'M KAITLYN LANCASTER, AN 18-YEAR-OLD CURRENTLY STUDYING INTERACTIVE MEDIA TECHNOLOGY AT INDIAN HILLS COMMUNITY COLLEGE. AS I KICK OFF THIS NEW CHAPTER IN MY LIFE, I'M REALLY EXCITED ABOUT THE IDEA OF BUILDING A BRAND FOCUSED ON LIFE ADVICE. I'M SOMEONE WHO TRIES TO BE RELIABLE AND EAGER TO HELP WITH EVERYTHING FROM MANAGING FINANCES TO HANDY TIPS FOR EVERYDAY CHORES. I GENUINELY WANT TO SUPPORT OTHERS, AND WHILE MY ADVICE MIGHT NOT ALWAYS BE PERFECT, I LOVE SHARING WHAT I KNOW.

MY GOAL FOR MY BRAND IS TO BE A GO-TO RESOURCE FOR ANYONE LOOKING FOR MEANINGFUL GUIDANCE IN THEIR DAILY LIVES, NOT JUST STICKING TO ONE AREA OF EXPERTISE. I WANT TO HELP OTHERS WHILE ALSO WORKING ON MY OWN GROWTH AS I STRIVE FOR SUCCESS IN EVERYTHING I DO. I'M SUPER PASSIONATE ABOUT EXCELLING IN DIFFERENT PARTS OF MY LIFE. EVEN THOUGH I MIGHT BE A BIT NEW IN SOME AREAS, I FEEL LIKE MY LIFE EXPERIENCES HAVE GIVEN ME A MATURITY THAT SURPRISES PEOPLE.

DANCE HAS BEEN MY PASSION SINCE I WAS TWO, AND IT'S BROUGHT ME SO MUCH JOY. AFTER GRADUATING HIGH SCHOOL, I DECIDED TO STEP BACK FROM COMPETITIVE DANCE, WHICH WASN'T AN EASY CHOICE. OVER THE YEARS, I'VE FACED A LOT OF CRITICISM IN THE DANCE WORLD—BOTH HELPFUL AND NOT-SO-HELPFUL. IT'S REALLY SHAPED WHO I AM, AS I'VE HAD TO DEAL WITH MY OWN INSECURITIES AND BUILD CONFIDENCE ALONG THE WAY.

I'VE BEEN LUCKY ENOUGH TO FIND SUCCESS IN MANY DANCE COMPETITIONS, OFTEN ENDING UP ON THE PODIUM. MY TEACHERS ALWAYS PUSHED ME TO GO FURTHER, BELIEVING I COULD BREAK THROUGH MY LIMITS. THEIR CONSTANT SUPPORT REALLY CHALLENGED ME MENTALLY AND PHYSICALLY, BUT ULTIMATELY, I LEARNED TO KEEP A POSITIVE ATTITUDE AND BE GRATEFUL FOR THOSE EXPERIENCES. THEY SAW MY POTENTIAL AND KNEW JUST HOW MUCH I COULD HANDLE.

PURSUING MY PASSION FOR DANCE HAS COME WITH FINANCIAL HARDSHIPS, OCCASIONALLY STRAINING MY PARENTS' FINANCES DUE TO THE EXTENSIVE TRAVEL INVOLVED. AT JUST 11 YEARS OLD, I TOOK THE INITIATIVE TO START A PART-TIME JOB TO HELP CONTRIBUTE TO HOUSEHOLD EXPENSES. MY PARENTS ARE VERY HARDWORKING PEOPLE WHO VALUE THEIR ACHIEVEMENTS; THEY ARE NEVER NEEDY OR LAZY. I HAVE A LOT RESPECT FOR THEM, AS THEY MADE SACRIFICES TO ALLOW ME TO FOLLOW MY PASSION, EVEN DURING CHALLENGING FINANCIAL TIMES. THEIR SUPPORT GAVE ME A STRONG SENSE OF RESPONSIBILITY, AND I ALWAYS OFFER MY HELP WHENEVER THEY NEEDED IT.

AT THE AGE OF 17, I MADE THE BOLD DECISION TO MOVE OUT OF MY FAMILY HOME. I MOVED INTO A NEW HOME WITH MY BOYFRIEND, JUGGLING MY PART-TIME JOB WHILE ALSO TAKING ON THE ROLES OF ASSISTANT TEACHER AND FRONT DESK WORKER AT MY DANCE STUDIO. ALTHOUGH I NOW HAVE MY OWN SPACE, I CHERISH THE MOMENTS I RETURN TO VISIT MY FAMILY, AS THEY HAVE INFLUENCED MY LIFE IN COUNTLESS WAYS AND TAUGHT ME VALUABLE LESSONS.

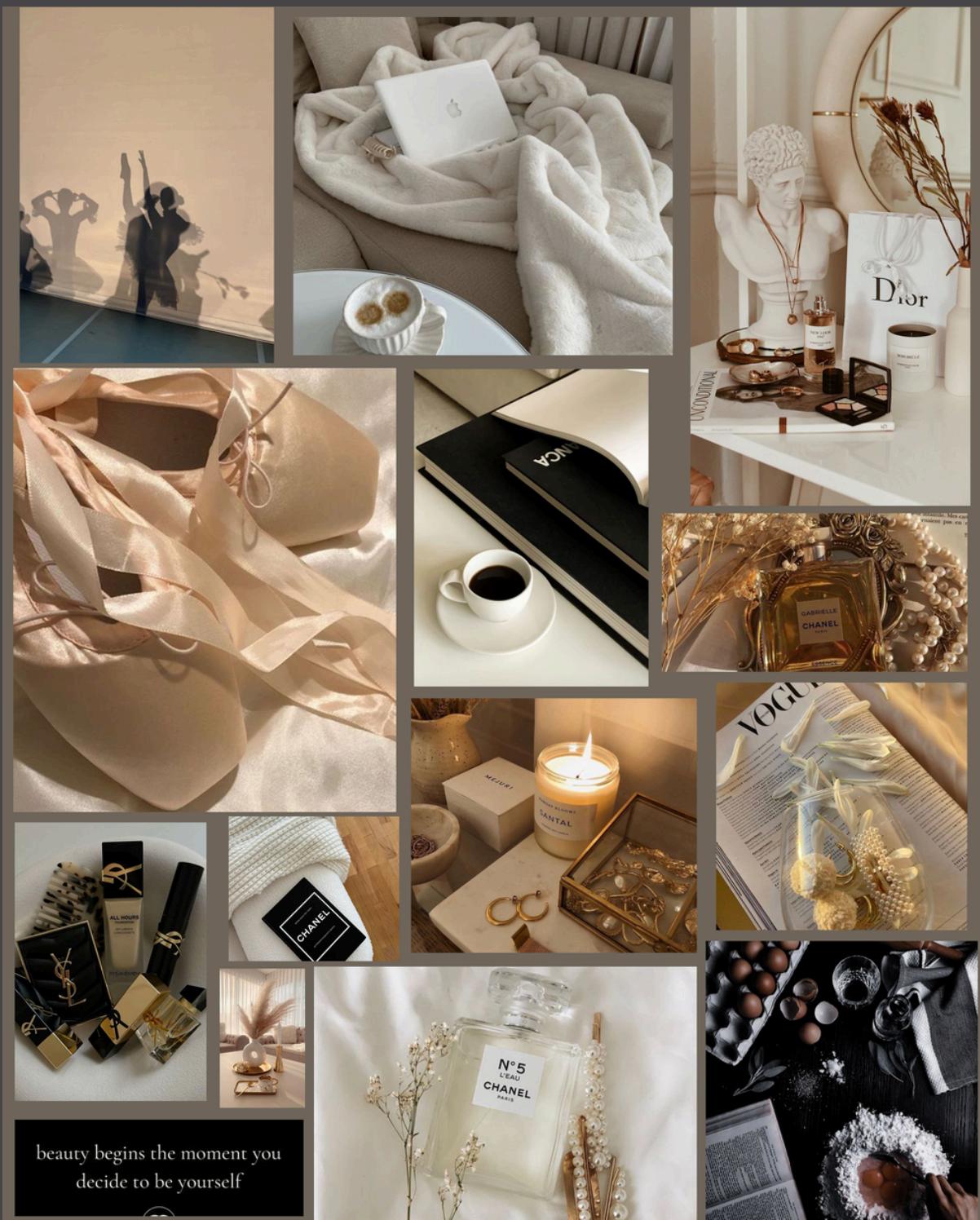
TRANSITIONING INTO INDEPENDENT LIVING HAS BEEN AN ENLIGHTENING EXPERIENCE, EXPOSING ME TO THE REALITIES OF ADULTHOOD, LEARNING HOW TO MANAGE BILLS, NAVIGATE TAXES, AND MUCH MORE. I HAVE GAINED A LOT OF KNOWLEDGE SINCE MOVING OUT. WHILE I OFTEN MISS THE FAMILIARITY OF MY FAMILY HOME AND MY DANCE STUDIO IM GRATEFUL FOR WHAT I HAVE LEARNED. WITH MY EXPERIENCE, I WOULD LIKE TO SHARE MY GAINED KNOWLEDGE WITH OTHER PEOPLE GOING THROUGH SIMILAR HARDSHIPS.



MOOD BOARD

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MOOD BOARDS ARE IMPORTANT BECAUSE THEY HELP VISUALIZE IDEAS, COMMUNICATE A VISION, AND AVOID COSTLY MISTAKES. MY MOOD BOARD WILL REPRESENT THE CALM AND COMFORTING AESTHETIC TO THOSE IN NEED OF MY SERVICE. I CHOSE TWO PICTURES OF DANCE TO REPRESENT MY YEARS OF DANCE AND HARD WORK AND PASSION. I THEN CHOSE COMFORTING PICTURES OF JEWELRY, BLANKETS, CANDLES, AND PERFUME TO REPRESENT MY MORE SOFT AND DELICATE SIDE. THIS MOOD BOARD REPRESENTS ME BECAUSE I WANT TO EMBRACE MY BRAND WITH ITS WARMTH AND COMFORT.



INSPIRATION

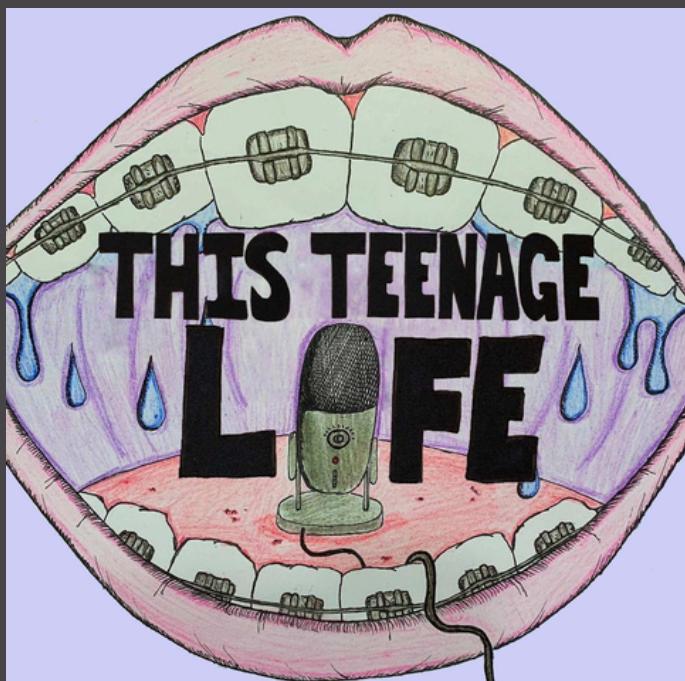
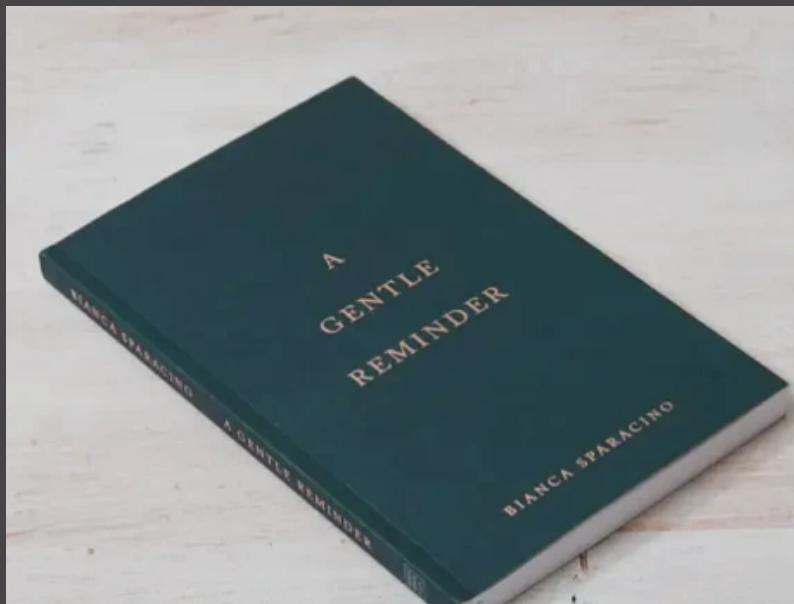


THE CALMER YOU PODCAST (PODCAST)

THE REASON THAT THIS PODCAST IS INSPIRING TO ME IS BECAUSE SHE IS CLAM AND QUITE WITH GOOD ADVICE FOR A WIDE AUDIENCE.

A GENTLE REMINDER (BOOK)

THIS BOOK IS A GOOD REMINDER ABOUT HOW IMPORTANT YOU ARE, AND THAT IS VERY INSPIRING TO ME TO SHARE THAT WITH OTHERS.



THIS TEENAGE LIFE (BRAND)

THIS PODCAST IS A GOOD REFERENCE FROM SOMEONE THAT IS YOUNGER THAT HAS GOOD ADVICE FOR MANY OF THE SAME AGE. WHICH IS WHAT I WANT TO PROJECT INTO MY AUDIENCE.

MY INSPIRATION

THESE SOURCES REALLY HIT HOME FOR ME BECAUSE THEY BRING SUCH A STRONG SENSE OF CALM AND COMFORT IN THEIR OWN UNIQUE WAYS. EVERY TIME I SEE THEIR LOGOS, WHICH HAVE THIS COOL, AGED VIBE, I CAN'T HELP BUT FEEL A WAVE OF RELIEF WASH OVER ME. WHAT I REALLY LOVE IS HOW THEY INCORPORATE REAL-LIFE SITUATIONS INTO THEIR STORIES, WHICH CREATES THOUGHTFUL CONNECTIONS THAT RESONATE WITH THE AUDIENCE.

THIS ALIGNS PERFECTLY WITH WHAT I WANT FOR MY BRAND. I'M LOOKING TO BUILD SOMETHING THAT'S OPEN AND WELCOMING, ENCOURAGING REAL CONVERSATIONS WITH PEOPLE. THE EXAMPLES I'VE SEEN ARE GREAT REPRESENTATIONS OF THE QUALITIES I WANT MY BRAND TO HAVE: A STRIKING PRESENCE THAT CONFIDENTLY ADDRESSES THE WANTS AND NEEDS OF THE PEOPLE I AIM TO SERVE.

