

Creative Brief

Self Identity Suite

Objectives:

1. Create a cohesive and clear brand that represents my personality and aspirations
2. Communicate my personality through a set of original professional stationary

Target Audience:

Potential employers (established public relations and integrated marketing firms)

Vision:

Who I am - innovative, different, non-traditional, direct, thoughtful

What I do - communicate: precisely, openly, artfully

Deliverables:

Logo, Color and Type Guidelines; Cover Letter; Resume; Business Card; Envelope

Creative Process and Choices:

My logo is a sketch of my face by my sister, Della Eckenrod. The glasses are chartreuse to contrast the rest of the sketch. My glasses are a defining part of my appearance and a representation of the way I see myself. The sketch caricaturizes my “crooked” face. My nose is bent from an accident when I was young, and my smile has always favored the left. In keeping with the crooked theme, one lense of the glasses is bigger than the other. Above my shoulder, I put “Eck,” the first three letters of my last name. Growing up, my parents wrote Eck on all our things instead of writing out Eckenrod. I found out recently it started as a nickname for my grandfather and his brothers.

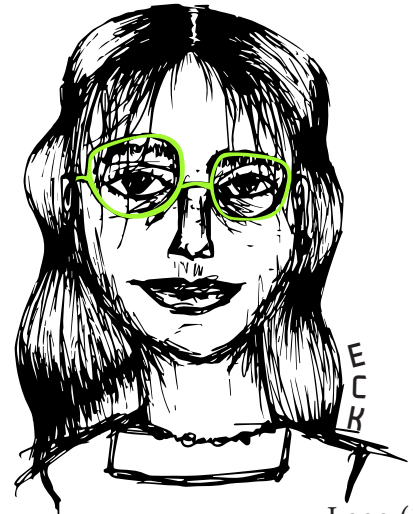
I chose a “futuristic” typeface that resembles the type of crude computers. I love sci-fi in all forms and am learning computer programming.

The black and chartreuse tie the computer aspect in well, but I wanted to have more color to represent the bright, imaginative side of myself. I chose a purple inspired by the pen my sister uses to sketch, a darker purple, chartreuse (my sister’s favorite color) and blue, my favorite color as a child.

Logo, Color and Type Guidelines

Logo

Logo should be printed in black ink against a light background. The proportions are 2.5 in. by 3 in. If Logo is to be printed in black and white only, remove glasses (3). Logo should be slightly to the left of true center to appear centered (compensate for her lopsided head).



Logo (1)



Name (2)



Glasses (3)

Colors



C: 38.27% *Chartreuse* should be used for the glasses (3), name (2), and small amounts of additional type when appropriate.

M: 0%
Y: 100%
K: 0%



C: 49.2% *Light purple* can be used for designs and backgrounds. It should be used sparingly for type.

M: 49.45%
Y: 0%
K: 0%



C: 17.58% *Blue* can be used for designs and backgrounds. It should only be used for type with a bold font against a dark background.

M: 0%
Y: 12.57%
K: 5.34%



C: 80.5% *Dark Purple* can be used for designs and backgrounds. It should be used sparingly for type.

M: 89.32%
Y: 44.44%
K: 51.83%

Fonts

Minion Pro:

Minion Pro should be used for all regular type (resume, cover letter, etc.). Variation includes Regular, *Italic*, and **Bold**.

Tenby:

Tenby should be used for Logo and name (business card, header, etc.)

Sadie Eckenrod

Auburn, AL
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Education:

Auburn University | Auburn, AL

Bachelor of Arts, Public Relations | May
2023

GPA: 3.35 / 4.0

Relevant Experience:

Alabama Living Magazine | Montgomery, AL

Advertising & Marketing Intern | June – August 2022

- Analyzed MRI-Simmons Reader Profile Study to identify potential target audiences and updated media kit with Adobe Illustrator to reflect changing readership
- Researched market trends and pitched prospects to director of advertising & marketing
- Provided clerical assistance

The Auburn Plainsman | Auburn, AL

Copy Editor | January 2022 – Present

- Identify spelling, grammar, punctuation, style and factual errors to ensure clean, concise, style-adherent and accurate copy in every story published by The Plainsman

Academic Experience:

Public Relations Research Project | Auburn University

Research Team Member | Spring 2021

- Constructed Qualtrics survey to gauge Auburn University students' perceptions of head football coach Bryan Harsin and Auburn University
- Interpreted and analyzed quantitative and qualitative results
- Expressed results, findings and recommendations in the form of a research paper and formal presentation

Public Relations in the Music Industry Project | Auburn University

Record Label Publicist | Fall 2021

- Composed press releases, artist bios, media messages, and talk points for a fictional music act
- Collaborated with five team members to create a media plan and timeline to launch fictional music act and a crisis media plan to restore the act's brand after a crisis
- Presented the act, initial media plan, and crisis media plan to class as a series of mock record label meetings

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September 28, 2022

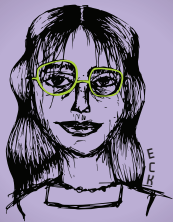
I want to spend my last semester of undergrad learning from the people who are setting the standard for the industry I want to work in. My search for those people led me to rbb Communications, and I am writing to you now in the hopes of securing the opportunity to do just that.

Through my classes at Auburn, I have specifically sought opportunities to develop my skill in applying evidence-based strategies to marketing problems and opportunities. In the classroom setting, I have used Qualtrics to create and distribute surveys to inform the public relations and marketing strategies I recommended for brands. Through my internship with Alabama Living magazine, I gained experience using demographic and survey data to identify attractive audiences for potential advertisers and learned the importance of networking and community involvement.

It would be a privilege to discuss the marketing coordinator position in more detail with you soon. Thank you for your time and consideration. I can be reached via phone at (256)616-8714 or email at sadie.eckenrod@gmail.com.

Most sincerely,

Sadie Eckenrod





Sadie Eckenrod

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(256) 616-8714



Sadie Eckenrod

307 E. Glenn Ave.
Auburn, AL 36830

PLACE
STAMP
HERE

Recipient Name Here
123 Address Lane
City, US 12345