



labrook

creative

charlee hounihan
brand book

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brand overview



brand positioning statement

For creative thinkers who need their unique visions to come to life, Labrook Creative is an illustration and graphic design studio that resonates with individuality and delivers innovative solutions that turn the mundane into the remarkable.

brand board

Charlee Hounihan

LOGO

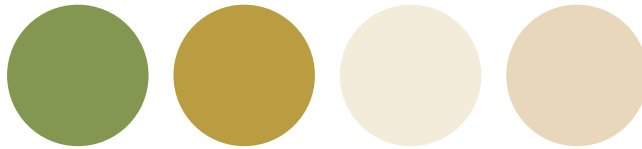
Labrook Creative
labrookcreative@gmail.com
870-740-9466
labrookcreative.carrd.co



BRAND POSITIONING STATEMENT

For creative thinkers who need their unique visions to come to life, Labrook Creative is an illustration and graphic design studio that resonates with individuality and delivers innovative solutions that turn the mundane into the remarkable.

COLOR PALETTE



PATTERNS



TEXTURES



TYPEFACES

Temeraire

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

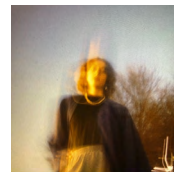
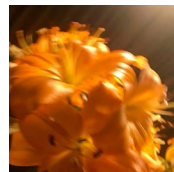
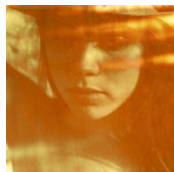
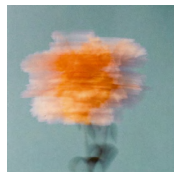
Sofia Pro Soft

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

PHOTOGRAPHY



visual guidelines



logo

labrook
creative

clear space requirements



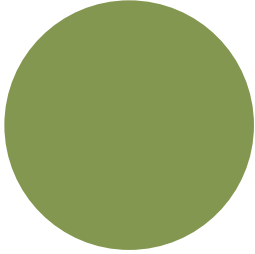
The clear space is defined by the width of the star found in the logo. Nothing should be within the border created by stars.

minimum size

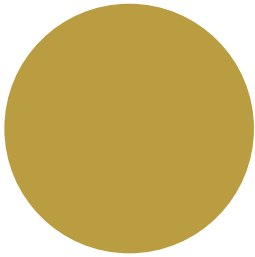


The minimum size for this logo is 1 inch in width.

colors



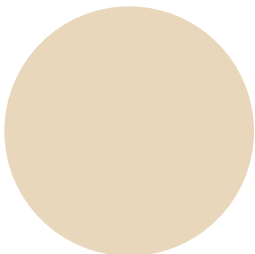
Pantone 5773 C
52C 26M 85Y 6K
131R 151G 80B
Hexadecimal #839750



Pantone 1255 C
29C 34M 92Y 3K
185R 157G 64B
Hexadecimal #b99d40



Pantone 7604 C
4C 5M 14Y 0K
243R 236G 218B
Hexadecimal #f3ecda



Pantone 7506 C
8C 13M 27Y 0K
232R 215G 187B
Hexadecimal #e8d7bb

color variations



Grayscale and reverse treatment variations are allowed only when the logo is used as a watermark, or when it will be illegible on the chosen background.

unacceptable logo usage



The logo should not be squashed, stretched, or warped in any way that is not the correct proportions previously provided.



The colors of the logo should not be changed to a variation that is not already provided.



The logo should not be boxed in or outlined in any way.



The logo should not be placed on a complicated background or photograph that lessens legibility.

primary typography

sans serif

Sofia Pro Soft is to be used for body copy, large amounts of text, or headers. It is the primary font, and it is highly encouraged to be used whenever possible.

sofia pro soft

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?,.

serif

The use of a serif font is discouraged, unless it is used for small amounts of text and headers. If a serif must be used, then it must be Temeraire.

temeraire

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?,.

alternate typography

sans serif

If our preferred typeface is unavailable, please use Arial to replace Sofia Pro Soft.

arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?,.

serif

If one must use a serif and the preferred typeface is unavailable, please use Times New Roman to replace Temeraire.

times new roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?,.

business card



letterhead



letterhead

When using the letterhead, all text should fit within 0.5 inch margins on the left, bottom, and right sides, as well as a 1.21 inch margin from the top. Use the preferred typeface for all body text. Set this font at 10 pts. and use 20 pt. space between the lines of text.

0.5 in

1.21 in

labrook
creative

February 21, 2024

Dear Mr. Carpenter;

I write this letter to express my interest in the Designer position advertised on your company's website. From day one, I believe my contributions to the team at Loaded for Bear could be a worthwhile addition.

After comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University, I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite, typography, and illustration will allow me to play a crucial role in implementing your branding and packaging design initiatives.

The following are highlights of my skills and accomplishments:

- Designed and sold numerous products, including stickers, art prints, and posters, at Self Made Pop-Up Shop, wherein I handled transactions and customer interaction. Self-Made Pop-Up shop was a pop-up shop hosted by Arkansas State University's Design Entrepreneurship class, where students were able to design and sell their products to the local community.
- Successfully cultivated a thriving freelance career spanning almost a decade, characterized by the establishment and nurturing of client relationships.
- Orchestrate collaborative efforts and foster communication to drive success and enhance the quality of work produced, recognizing the significance of diverse perspectives.

Enclosed are my resumé and references for your review. You may also learn more about me on Instagram @labrookcreative or view my portfolio of work at www.labrookcreative.carrd.co. I welcome the opportunity to discuss how my skills and strengths can best serve your company. I will contact you **next week** or please feel free to reach me at **870-740-9466** or labrookcreative@gmail.com.

I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

Charlee Hounihan

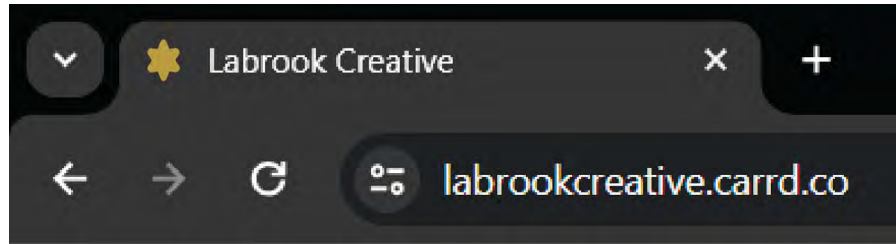
 charlee hounihan
 @labrookcreative
labrookcreative.carrd.co

0.5 in

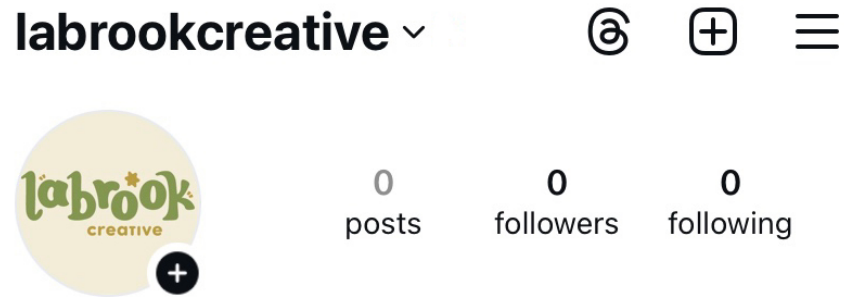
0.5 in

1.21 in

website favicon






social media mark



e-mail sign off

Charlee Hounihan
Graphic Designer
Labrook Creative

 870-740-9466
 labrookcreative@gmail.com
 www.labrookcreative.carrd.co



resumé



resumé



charlee hounihan

870.740.9466
labbrookcreative@gmail.com
@labbrookcreative
charlee hounihan
labbrookcreative.carrd.co

education

Bachelor of Fine Arts in Graphic Design
Arkansas State University
Graduation Date: December 2024

Associate of Science
Arkansas State University

relevant courses

Identity Systems
Advanced Digital Illustration
Photography
Typography II
Multi-Platform Design
Professional Practice for Design
Design Entrepreneurship
Information Design
Portfolio Capstone

skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Fresco
Adobe XD / Figma
HTML/CSS
Illustration & Animation
Prototyping

awards

2024 AAF-NEA Silver Student
Chapter ADDY - Illustration Campaign

professional experience

Chickasawba Masonic Lodge #134 F&AM | Contract Designer
January 2024 - Present | Blytheville, AR

- Worked with client to conceptualize, design, and produce illustrations and flyer for childrens' charity fundraiser.

Multiple Clients | Freelance Illustrator
March 2018 - Present | Leachville, AR

- Worked with variety of clients worldwide to create personal illustrations. Clients include:
 - Rufus Schachtel | New York
Pet illustrations, original character illustrations.
 - Michelle Carson | Arkansas
Pet illustrations.
 - Briony McCabe | England, United Kingdom
Original character illustrations.
 - Courtney Taylor | Mississippi
Original character illustrations.
 - James Foreman | Ohio
Original character illustrations.
 - Victoria Yourgevidge | New Jersey
Original character illustrations.
 - Jackson Sexton | Arkansas
Pet illustrations, personal illustrations.
 - Sierra Archer | Pennsylvania
Original character illustrations.
 - Hunter Gipple | New York
Personal illustrations, original character illustrations.

Self-Made A-State Pop-Up Shop | Designer
August 2023 - December 2023 | Jonesboro, AR

- Created and sold items including illustrations, posters, and stickers. Communicated with customers, designed table setup, and managed transactions.

references

Available upon request.

May 2024 resumé. Recent version available online.

references



references



references & contacts

Rufus Schachtel

Veterinary Assistant
Just Cats Health Care
226 N Belle Mead Rd, East Setauket, NY 11733
rcschach@yahoo.com
(516) 457-7760

Relationship: Client

Francis Lewis

Master of the Lodge
Chickasawba Masonic Lodge #134 F&AM
PO Box 1912, Blytheville, AR 72315
chickasawbalodge134@gmail.com
(870) 838-6880

Relationship: Client

Leslie Parker

Assistant Professor of Graphic Design
Arkansas State University
PO Box 1920, State University, AR 72467
lemoore@astate.edu
(870) 972-3050

Relationship: Professor

 charlee hounihan
 @labrookcreative
labrookcreative.carrd.co

correspondence



cover letter



February 21, 2024

Dear Mr. Carpenter;

I write this letter to express my interest in the Designer position advertised on your company's website. From day one, I believe my contributions to the team at Loaded for Bear could be a worthwhile addition.

After comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University, I possess a wide range of abilities that combine innovative art and design principles. Furthermore, my expert knowledge of Adobe Creative Suite, typography, and illustration will allow me to play a crucial role in implementing your branding and packaging design initiatives.

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- Successfully cultivated a thriving freelance career spanning almost a decade, characterized by the establishment and nurturing of client relationships.
- Orchestrate collaborative efforts and foster communication to drive success and enhance the quality of work produced, recognizing the significance of diverse perspectives.

Enclosed are my resumé and references for your review. You may also learn more about me on Instagram [@labrookcreative](#) or view my portfolio of work at www.labrookcreative.carrd.co. I welcome the opportunity to discuss how my skills and strengths can best serve your company. I will contact you **next week** or please feel free to reach me at **870-740-9466** or labrookcreative@gmail.com.

I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,

A handwritten signature in black ink that reads 'Charlee'.

Charlee Hounihan

charlee hounihan
 @labrookcreative
labrookcreative.carrd.co

thank you email

THANK YOU – Charlee Hounihan, Graphic Designer



To  hello@wearelfb.com 

Cc Bcc

THANK YOU – Charlee Hounihan, Graphic Designer

Mr. Carpenter,

Thank you again for meeting with me today regarding the Graphic Designer position with Loaded For Bear. Our interview solidified my desire to work with your team and I am confident I can be an asset to the company.


I am available for any follow-up questions you or the team at Loaded For Bear might have. I look forward to hearing from you.


Thank you,


Charlee Hounihan

Graphic Designer

Labrook Creative

 870-740-9466

 labrookcreative@gmail.com

 www.labrookcreative.carrd.co



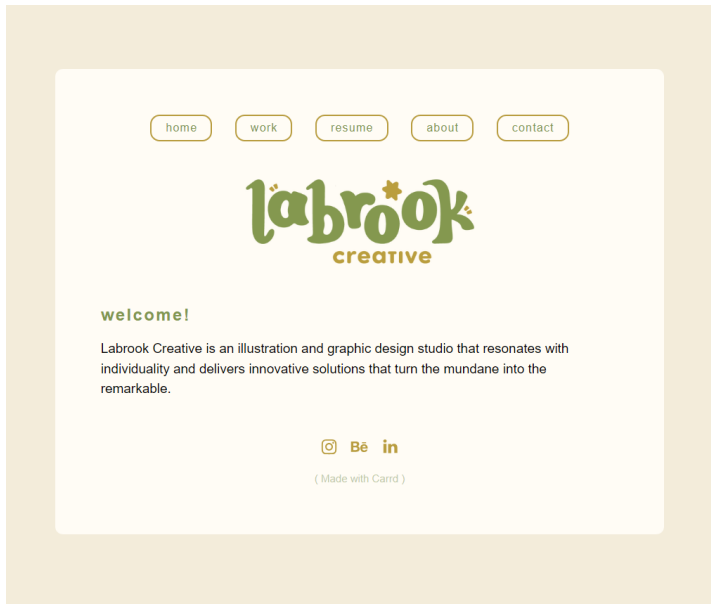
website



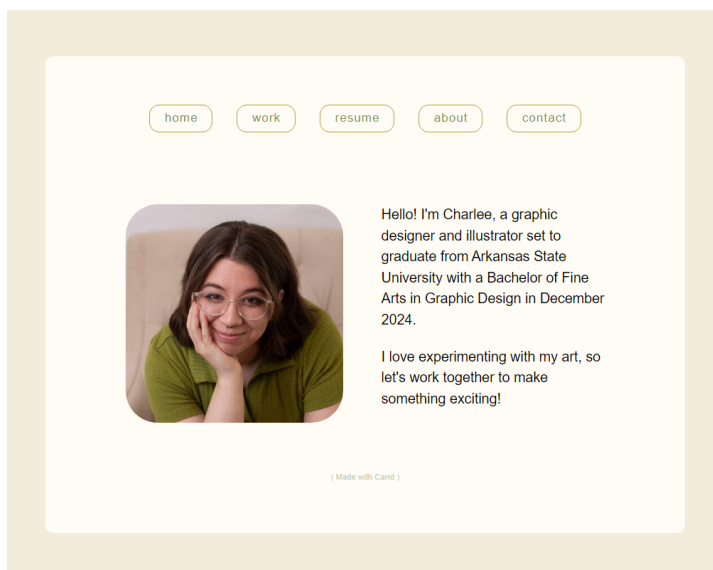
website

labrookcreative.carrd.co

home



about

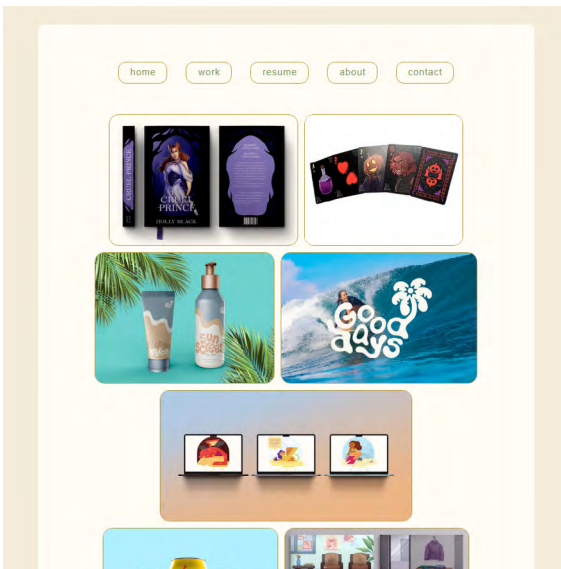


website

resumé

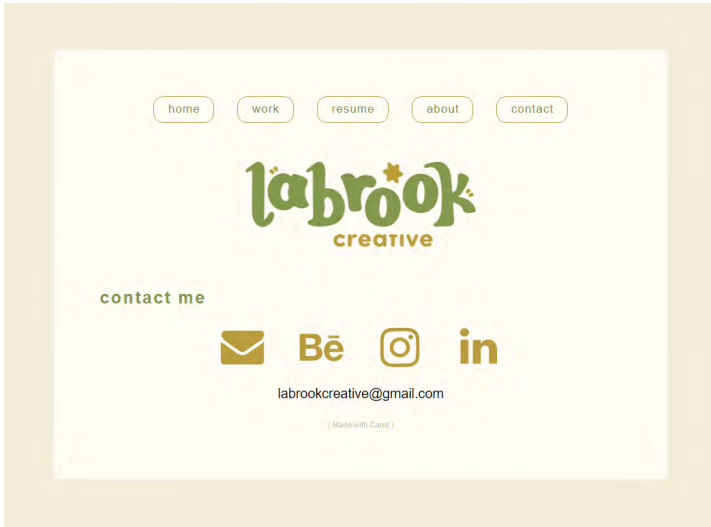


work



website

contact



social media



social media mission statement

I use social media to share my creations to those who value creativity and a unique approach to design and illustration. Through social networks, I will form connections with fellow creatives, while broadening my horizons and engaging with a diverse range of works that will provide me with inspiration and new insight. To accomplish this, I will embrace my own personal style and personality, engaging with those who seek like-minded and unconventional designers.

social media content calendar

sunday	monday	tuesday	wednesday	thursday	friday	saturday
<p>11am</p> <p>📍 warm-up: make a post with a warmup doodle. (#dailydoodle)</p>	<p>11am</p> <p>📍 song of the week: song with doodles & type. (@band) (#musicmonday)</p>	<p>11am</p> <p>📍 finished work: post finished product of reel.</p>	<p>11am</p> <p>📍 midweek motivation: post picture of sketchbook + youtube video. (@creator) (#midweek-motivation)</p>	<p>11am</p> <p>📍 color palette inspo: carousel of color palettes.</p>	<p>11am</p> <p>📍 favorite tools: carousel of favorite tools. (@clipstudio-official)</p>	<p>11am</p> <p>📍 caturday: post picture of my cat(s) with doodles. (#caturday)</p>
<p>3pm</p> <p>📍 check-in: check/reply to notifications.</p>	<p>3pm</p> <p>📍 progress reel: make a reel showing progress of a wip.</p> <p>📍 in check-in: check/reply to notifications.</p>	<p>3pm</p> <p>📍 highlight: share designer's art and mention.</p> <p>📍 in check-in: check/reply to notifications.</p>	<p>3pm</p> <p>📍 sneak peek: post of a wip or portion of work.</p> <p>📍 in check-in: check/reply to notifications.</p> <p>in crosspost: post about finished work.</p>	<p>3pm</p> <p>📍 promotion: post/highlight about work from peers.</p> <p>📍 in check-in: check/reply to notifications.</p>	<p>3pm</p> <p>📍 finished work: post finished work.</p> <p>📍 in check-in: check/reply to notifications.</p>	<p>3pm</p> <p>📍 check-in: check/reply to notifications.</p> <p>in crosspost: post about finished work.</p>
	<p>6pm</p> <p>📍 in check-in: check/reply to notifications.</p>	<p>6pm</p> <p>📍 in check-in: check/reply to notifications.</p>	<p>6pm</p> <p>📍 in check-in: check/reply to notifications.</p>	<p>6pm</p> <p>📍 in check-in: check/reply to notifications.</p>	<p>6pm</p> <p>📍 in check-in: check/reply to notifications.</p>	

instagram

[@labrookcreative](#)

profile



labrookcreative

Edit profile

View archive

Ad tools



15 posts

24 followers

13 following

Charlee Hounihan | LaBrook Creative *she/her/hers*
graphic designer, digital illustrator, earth tone enjoyer
labrookcreative@gmail.com
[labrookcreative.carrd.co](#)



inspiration



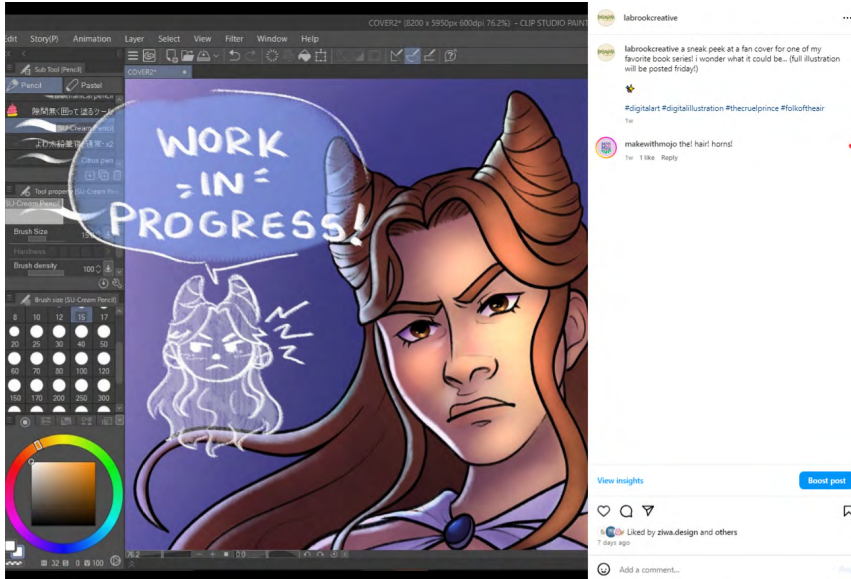
New

instagram

feed

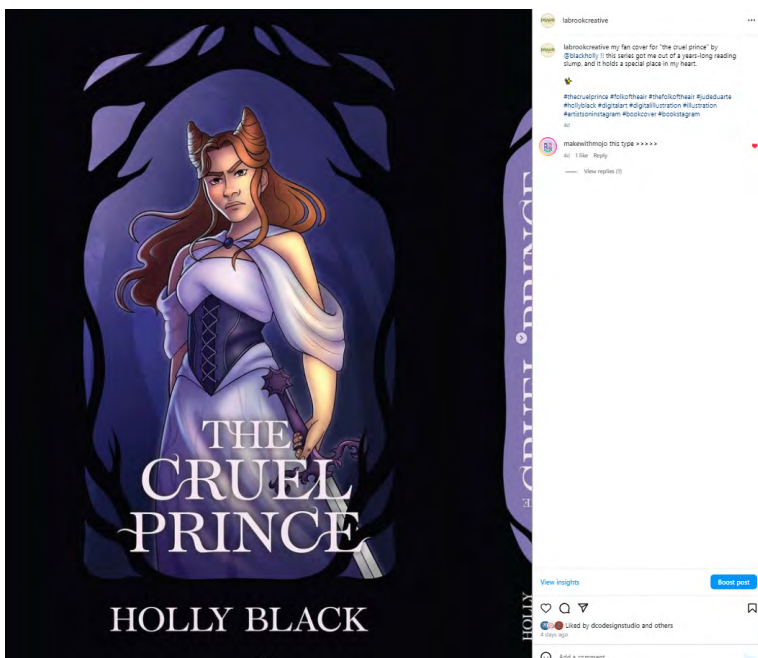


instagram



This “WIP” post was scheduled for a Wednesday, which coincided with my content calendar schedule.

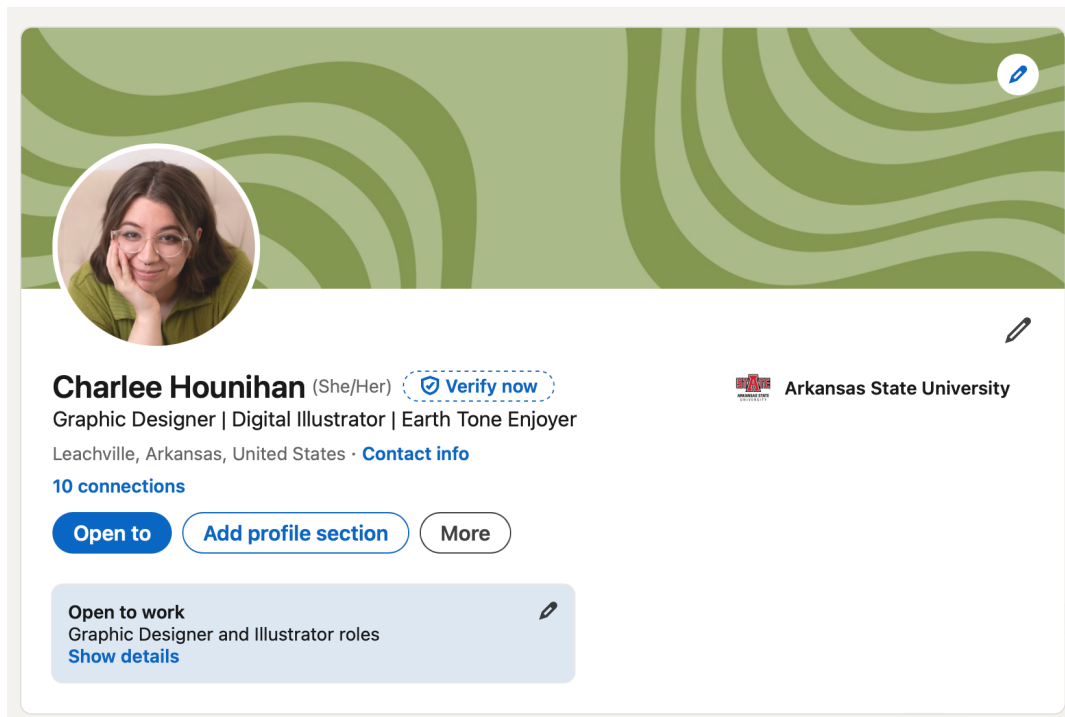
On Friday, I posted the finished piece, which was also scheduled on my calendar. The post is seen below.



linkedin

[@Charlee Hounihan](#)

profile



The image shows a LinkedIn profile card for Charlee Hounihan. At the top is a green banner with a wavy pattern and a pencil icon in the top right corner. Below the banner is a circular profile picture of Charlee Hounihan, a woman with dark hair and glasses, resting her chin on her hand. To the right of the profile picture is a pencil icon. Below the profile picture, the name "Charlee Hounihan" is displayed in bold, followed by "(She/Her)" and a "Verify now" button. Underneath the name is the text "Graphic Designer | Digital Illustrator | Earth Tone Enjoyer". Below that is the location "Leachville, Arkansas, United States" and a "Contact info" link. Underneath the location is "10 connections". Below the connections are three buttons: "Open to", "Add profile section", and "More". At the bottom of the profile card is a light blue box with the text "Open to work", "Graphic Designer and Illustrator roles", and a "Show details" link. A pencil icon is located to the right of this box.

Charlee Hounihan (She/Her) [Verify now](#)

Graphic Designer | Digital Illustrator | Earth Tone Enjoyer

Leachville, Arkansas, United States · [Contact info](#)

10 connections

[Open to](#) [Add profile section](#) [More](#)

Open to work
Graphic Designer and Illustrator roles
[Show details](#)

Analytics

Private to you

7 profile views

Discover who's viewed your profile.

60 post impressions

Check out who's engaging with your posts.
Past 7 days

6 search appearances

See how often you appear in search results.

Show all analytics →

Experience



Freelance Illustrator

Freelance

Mar 2018 - Present · 6 yrs 2 mos

Leachville, Arkansas, United States · Remote

Worked with a variety of clients worldwide to create personal illustrations.

Adobe Photoshop and Adobe Fresco



Contract Graphic Designer

Chickasawba Masonic Lodge #134 F&AM · Contract

Jan 2024 - Apr 2024 · 4 mos

Blytheville, Arkansas, United States · Remote

Worked with client to conceptualize, design, and produce illustrations and flyer for childrens' charity fundraiser.

Illustration, Adobe Illustrator and +1 skill



Graphic Designer


Self-Made A-State Pop-Up Shop · Self-employed


Aug 2023 - Dec 2023 · 5 mos


Jonesboro, Arkansas, United States · Hybrid

Created and sold items including illustrations, posters, and stickers. Communicated with customers, designed table setup, and ...see more


Adobe InDesign and Adobe Photoshop

Education + 


 **Arkansas State University**
2020 - 2024

Skills + 

Adobe Fresco



 Freelance Illustrator (Freelance)

Adobe InDesign


 Graphic Designer at Self-Made A-State Pop-Up Shop



[Show all 6 skills →](#)





linkedin


 C... (She/Her) · You
Graphic Designer...
5d · 

I illustrated and designed a fan-made book cover for one of my favorite book series! This series got me c ...see more





 4  1 comment


 Like  Comment  Repost  Send

 61 impressions [View analytics](#)


As stated on my content calendar, the content I posted to LinkedIn was primarily cross-posting works I had already shown on Instagram.

 C... (She/Her) · You
Graphic Designer...
1w · 

I posted a new illustration over on [Instagram](#) ! It's a part of a 404 page series I am currently working on.



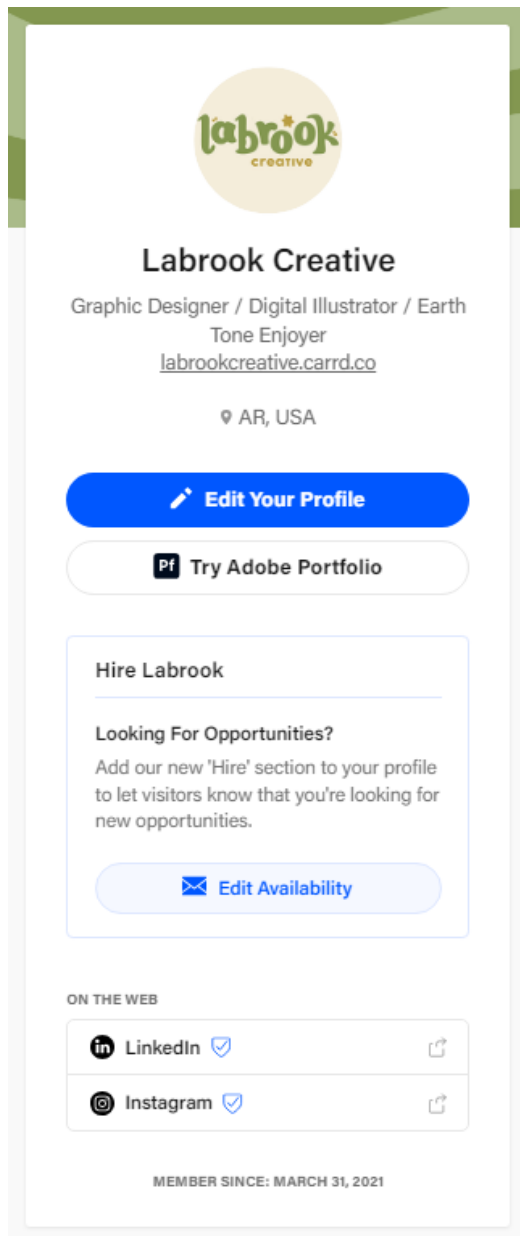
Charlee Hounihan | LaBrook Creative on Instagram: "an illustration for a series o..."
[instagram.com](https://www.instagram.com)

 Morgan Jones and 2 others


behance

[@Labrook Creative](#)

profile




The image shows a Behance profile card for Labrook Creative. At the top is a circular profile picture with the 'labrook CREATIVE' logo. Below the picture is the name 'Labrook Creative' in bold, followed by the roles 'Graphic Designer / Digital Illustrator / Earth Tone Enjoyer' and the website 'labrookcreative.carrd.co'. A location pin indicates 'AR, USA'. There are two main action buttons: a blue 'Edit Your Profile' button and a white 'Try Adobe Portfolio' button with the Adobe logo. Below these is a 'Hire Labrook' section with a sub-header 'Looking For Opportunities?' and a text block explaining the feature. A light blue 'Edit Availability' button is at the bottom of this section. The 'ON THE WEB' section lists 'LinkedIn' and 'Instagram' with checkmarks and share icons. At the very bottom, it says 'MEMBER SINCE: MARCH 31, 2021'.




Labrook Creative

Graphic Designer / Digital Illustrator / Earth
Tone Enjoyer
labrookcreative.carrd.co

📍 AR, USA


 **Edit Your Profile**

 **Try Adobe Portfolio**




Hire Labrook




Looking For Opportunities?

Add our new 'Hire' section to your profile to let visitors know that you're looking for new opportunities.

 **Edit Availability**

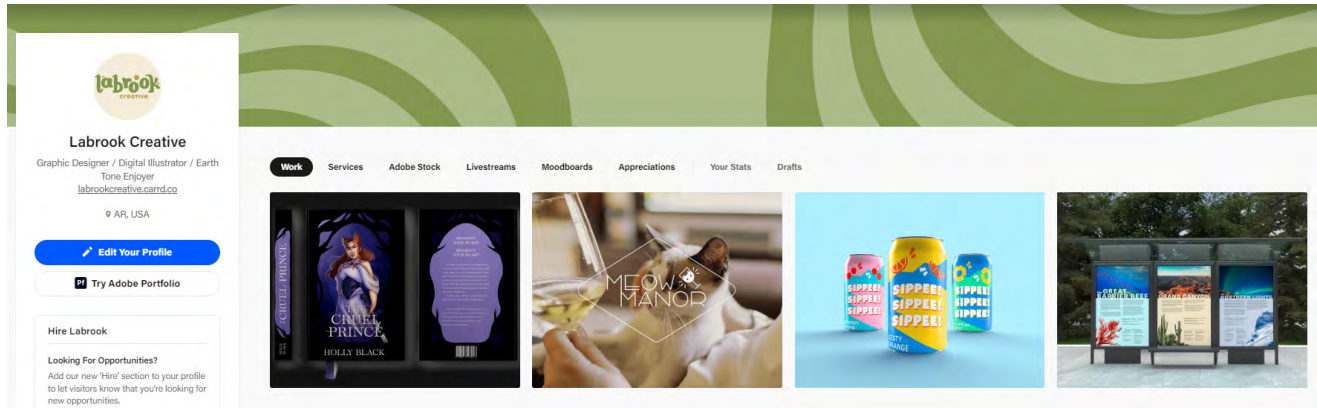
ON THE WEB

 **LinkedIn**  

 **Instagram**  

MEMBER SINCE: MARCH 31, 2021

behance



business plan



business plan

BUSINESS PLAN A | GRFX-4503 PROFESSIONAL PRACTICE | SPRING 2024

IDENTITY:

What's your full name?

Charlee LaBrook Cole Hounihan

Would you like to create a brand that refers to you as a person or you as a thing? In other words, do you want to have a business that is known by your name or by another name?

I would like it to have a part of my name, but if I were to come up with one that doesn't involve my name, I would be fine with that too.

What is the location of your business? If you do not know yet, state your ideal location. Or you could explain something like "A large city in the U.S." or "A medium-sized city in the northeast region of the U.S."

A medium to large city. I have been thinking of Nashville or Memphis.

Where would you rather work (when the pandemic clears and you have a choice)? Virtual from home or at a physical office?

I would prefer to work remotely, but have the opportunity to regularly communicate with my coworkers.

S.W.O.T.

A **S.W.O.T** can help you assess the strengths and opportunities you currently have so you can map the shortest path to your goals. It will also help you understand any obstacles in your path, whether they are outside of you, or internal. Creating a S.W.O.T analysis of your creative business can be extremely useful as a way of identifying potential difficulties and opportunities for your business and for yourself.

- **Strengths** and **Weaknesses** are internal aspects of you and your business.
- **Opportunities** and **Threats** are external aspects of you and your business.

Use each section to identify problems and solutions in other sections. You can use your strengths to spot related weaknesses (EX "I am well-organized" is a strength, "I am too rigid" is a related weakness), then use that weakness to identify an opportunity, and so on. Think laterally when you are doing your SWOT analysis. Don't get caught up in analysis the whys of these, just jot them down as you think of them. Brainstorm!

For an example, [CLICK HERE](#).

- **S - Strengths (internal/personal aspects that give you an advantage):**

1. I am a problem solver.
2. I am a talented illustrator.
3. I think outside of the box.

- **O - Opportunities (external/public – new services, products or markets for you to consider):**

1. I will move to a new city.
2. In a city, I will have the opportunity to appeal to a wider demographic.
3. I can become proficient in more programs.

- **W - Weaknesses (internal/personal aspects that might hinder you or cause problems):**

1. I overcomplicate things.
2. I need to improve my communication skills.
3. I procrastinate.

- **T - Threats (external/public – EX competition, government regulations, money, tech?):**

1. After college, I will not be able to afford the Adobe Suite.
2. I don't have a computer that can run most Adobe programs.
3. Both illustration and graphic design are very competitive industries.

business plan

2

YOUR MISSION:

What drives you? What keeps you motivated? What are you passionate about?

I am passionate about illustration because I enjoy making abstract concepts/thoughts come to life. Improving myself is what keeps me motivated because I do not want to become stagnant.

What is important to you in business?

For example, what are your ethics, values and reasons for being in this profession? Do you have creative work you specifically want to do? Answer this as if money or job availability didn't matter.

Doing work that I am passionate about and invested in is what is most important to me. I would like to do both illustration and graphic design because I enjoy them, but I don't want a job that is rigid and doesn't allow me to grow.

YOUR FUTURE:

Where do you see yourself in 5 years? Not just location or "successful", but how will you be living?

In 5 years, I see myself living in a city in an affordable apartment or home. I am stable in both work and wealth, so I can live comfortably and have the time and resources to indulge in my hobbies.

Where do you see yourself in 10 years?

In 10 years, I see myself somewhere that I am comfortable working, perhaps not permanently but more long-term. I will be working a job that is both remote and in-person, so that I am home more often than I am in office. I will also be doing freelance on the side designing book covers and creating posters and collateral for musicians. By this point, I will be making enough money to travel the world and see new places.

How are you going to make this 10-year goal happen?

I will be job-hopping to get more experience under my belt, and improve my skills so that I am more appealing to agencies that will pay me more while also allowing me to spread my creative wings. Working many different jobs will also help me network and gain more clients that I can do freelance work for.

YOUR PRODUCTS AND SERVICES:

Examine yourself and your skills before you start trying to find employment, whether that be through freelance and/or working for a company. You want to look for avenues and opportunities which play to your strengths.

Pick from this list and/or add additional items. After each one listed, describe what you offer in relation to this item. Specifically answer what your qualifications are in these areas and what factors will give you competitive advantages or disadvantages. You should have at least 3 items.

Advertising, Advocacy, Animation, Logo Design, Design Systems, Collateral, Marketing Strategy, Print Design, Book Covers, Social Media, Political Causes, Coding, Apps, Web, Drawing/Illustration, Fashion, Film/Video, Gaming, Motion Graphics, Interiors/Buildings, Performance, Photography, Painting, Illustration, Sculpture, Murals, Music Composition, Writing, Public Speaking, Teaching, Event Planning, Sales, Writing, UI/UX, Social Media Content Creation (Platform?), Analytics, Creative Strategy, Problem-Solving, Mediation, Non-Profit (501c3) Experience, Grant-Writing, Entrepreneurship

Strength 1:

Book Covers

Qualifications & Competitive Advantages:

I am good at illustration, and I am talented in mixing both illustration and type to create compelling visuals. I am also familiar with the current state of book design, and I can use that to my advantage to make something unique that catches a reader's eye.

Strength 2:

business plan

3

Collateral (for musicians)

Qualifications & Competitive Advantages:

I am good at thinking outside of the box with design and illustration. I have the ability to create collateral/merchandise that is both unique and memorable while also staying true to the musician's ideals or brand.

Strength 3:

Drawing/Illustration

Qualifications & Competitive Advantages:

I have been illustrating since I was very young, and I have a lot of experience using different digital art programs to create illustrations, which makes me adaptable. I am talented in composition and thinking creatively to take concepts to the next level.

YOUR COMPETITION:

Explain what you think your direct competition might be in relation to the following. Describe the qualities of an imagined person/group who would be competition. In other words, who would be hired instead of you?

Creativity/Ideation:

A competitor for me would be "artists", agencies, or companies that use AI generative art. Because it is seen as cheap and easy, it is possible that it will slim my pickings for jobs, or make the wage I am paid less.

Training:

They would have a Master's degree, making them more qualified for a job I may also be applying for. This would also make them more advanced, because they would have had more training in design and communication.

Experience:

Someone that has more in-depth experience with all Adobe programs that are commonly used by the industry. They would also be more experienced in communicating with clients in an efficient way because they have had more jobs than me.

Specialty:

Their specialty would be illustration, but they would have more experience in the industry. They would know how to communicate their ideas efficiently while also knowing how to dig their heels in, while I would not be as confident in my own concepts or standing up for them.

YOUR CLIENTS (VIA FREELANCE AND/OR FOR COMPANY AT WHICH YOU WORK):

Who is your ideal client(s)?

For example, is it a small local business owner with a new shop or do you want to do contract work for huge corporations with a ton of existing brand equity? Would you rather work an in-house shop instead of having multiple clients? OR do you want to do work for a non-profit or do some other form of advocacy all the time?

My ideal client is working in-house, but I would also enjoy having freelance work on the side. On the side, I would like my clients to be fellow artists, such as authors or musicians, that have the creativity to share interesting concepts and ideas with me while also giving me the opportunity to make them come to life in my own way.

Will the ideal client give you little or full control over the project scope?

Do you like a lot of direction or a little? If it's in the middle, be specific in your answer.

The ideal client would be somewhere in the middle. I would like guidelines, such as what they absolutely do and do not want. But, I would also prefer to have the freedom to work beyond these constraints and have the choice to come up with most of the layout, typography, and illustration (if applicable). I want rules, but I don't want them to be rigid and force me to follow a bullet point list. I also want freedom, but I don't want to be left to my own devices and risk coming up with something that they hate because they were unclear.

Much of the information on this sheet has been paraphrased or pulled directly from the following sources:

business plan

4

- <http://brentgalloway.me/want-to-freelance-successfully-write-a-business-plan-sample>
- <https://millo.co/17-tips-for-effective-freelance-business-planning>
- https://creativeplusbusiness.com/wp-content/uploads/2014/02/TEMPLATE_Business_Plan_for_Creatives.pdf
- <https://www.policygenius.com/blog/freelancers-taxes-quarterly-annually/>
- <https://carriedils.com/wp-content/uploads/2016/05/Roadmap-to-Your-Freelance-Business-Plan.pdf>
- <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

business plan

BUSINESS PLAN B | GRFX-4503 PROFESSIONAL PRACTICE

1

What's your full name?

Charlee Hounihan
Nashville, TN

YOUR FINANCIAL PLAN:

A traditional financial plan for business consists of the following at a minimum:
12-month profit and loss projection; cash-flow projection; projected balance sheet; and break-even calculation.
This project will not be so demanding, nor specific.

First, do a cost-of-living analysis. Also research what is being charged in relation to where you will live and your experience level. See Research Guide in project sheet.

COST-OF-LIVING ANALYSIS:

What are your minimum EXPENSES in relation to your business per month?
If the costs you acquire are per quarter or year, do the math for the monthly cost.

Cost of basic Health Insurance:

\$558
\$46.50/month

Where did you find this information? If it's a link, hyperlink its home page.
<https://www.valuepenguin.com/average-cost-of-health-insurance>

Cost of Equipment (Software and Hardware):

\$59.99 per month for Adobe Creative Suite
\$3199 for a Macbook Pro

Where did you find this information? If it's a link, hyperlink its home page.
<https://www.adobe.com/creativecloud/plans.html>
<https://www.apple.com/shop/buy-mac/macbook-pro>

Cost of Website:

\$0

Where did you find this information? If it's a link, hyperlink its home page.
<https://portfolio.adobe.com/>

Cost of Continued Education

\$0

Where did you find this information? If it's a link, hyperlink its home page.
N/A. Instagram, YouTube, etc. have free resources for education.

Cost of Estimated Quarterly Taxes Set Aside Per Month (1/3 rule set aside 4 times a year):

50,000/yr.
Divided by 12 = \$4,167
\$4,167/month / 3 = \$1,389
Every 4 months, you would owe \$4,167.

Other:

Average rent in Nashville = \$1,594/month
Average utilities cost = \$173/month
Total = \$1,767

TOTAL ESTIMATED COST PER MONTH:

\$3,262.49

business plan

2

What are your minimum projected PROFITS in relation to your business and its expenses per month?

Replace month with year or quarter to match expenses if necessary.

How much will you charge?

\$31

[Source](#)

How many days of the week will you work?

5 days a week.

How many hours per week do you expect to be billable?

40 hours per week.

TOTAL ESTIMATED PROFIT PER MONTH:

\$4,960

financial forms



estimate



estimate

The following is an estimate from Labbrook Creative for work. This is neither an invoice, nor a quote. See plans from meeting notes to provide the expected total of hours.

Thank you for this opportunity!

Date: Date

Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here

Address: Street Address Here; City State Zip

Phone: XXX.XXX.XXX

project descriptions

Name of Project

Notes: List any notes from meetings or other information provided by client.

Materials: If client has requested specific materials, list here. Otherwise remove.

Timeline: No rush charges. Timeline discussed when estimate approved.

If job will be rushed, explain here and increase rate.

Rate: \$XX/hr

Hours:

Revisions:

Explain here what you will receive and what is expected.

More here. Included everything, including the time to pre-press files.

Revisions beyond those listed will incur hourly charges.

Total: \$XX

5886 North State Hwy 119, Leachville, AR 72438

870.740.9466

labbrookcreative@gmail.com

labbrookcreative.carrd.co

 [@labbrookcreative](#)

 [charlee hounihan](#)

thank you!

quote



quote

The following is a quote from Labbrook Creative for work. This is not a legally binding contract, nor an invoice. See meeting notes to provide the expected total of hours.

Thank you for this opportunity!

Date: Date

Job Number: Job or Invoice #

Client Name: Company (or Person's) Name Here

Address: Street Address Here; City State Zip

Phone: XXX.XXX.XXX

project descriptions

Name of Project

Notes: List any notes from meetings or other information provided by client.

Materials: If client has requested specific materials, list here. Otherwise remove.

Timeline: Be clear on the time this project is due (or any due dates within the project). Also state that if job is expected before this time, it will incur a rush charge. Be clear on what this increased rate or singular charge would be.

Total: \$XX

Revisions: 2

Explain here what you will receive and what is expected.

More here. Included everything, including the time to pre-press files.

Revisions beyond those listed will incur hourly charges of \$XX/hr.

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charlee hounihan

thank you!

hourly invoice



invoice

Thank you for the opportunity to work with you!

All payments can be made to Labbrook Creative and mailed to the address below. Please contact me with questions about this or any future work!

Date: XX/XX/XXXX

Job Number: XXX

Payment Due: XX/XX/XXXX

Client Name: Company (or Person's) Name Here

Address: Street Address Here; City State Zip

Phone: XXX.XXX.XXX

project descriptions

Name of Project

Rate: \$XX/hr

Hours:

Total: \$XX

Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.

If the project is not yet finished, state this.

total due: \$XXX

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charlee hounihan

thank you!

project invoice



invoice

Thank you for the opportunity to work with you!

All payments can be made to Labbrook Creative and mailed to the address below. Please contact me with questions about this or any future work!

Date: XX/XX/XXXX

Job Number: XXX

Payment Due: XX/XX/XXXX

Client Name: Company (or Person's) Name Here

Address: Street Address Here; City State Zip

Phone: XXX.XXX.XXX

project descriptions

Name of Project

Project Rate: \$XX

Revisions:

Rate: \$XX/hr

Hours:

Total: \$XX

Explain briefly what was done. Be sure it matches to the estimate and quote at a minimum.

Be clear on the time allotted to revisions beyond the number allowed on the estimate/quote. If none were necessary, remove this.

total due: \$XXX

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@labbrookcreative



charlee hounihan

thank you!

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**thank you
for reading!**

