



BRAND BOOK

larkin gardiner



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Brand Positioning Statement

For new small businesses who want attention-grabbing branding straight out of the gate, Skylark Designs is an advertising agency that will provide branding that will stand out from your already established competitors.

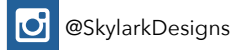




Brand Board

Larkin Gardiner

Skylark Designs
Larkingardiner@gmail.com
662-714-1654
www.SkylarkDesigns



LOGO



MARK



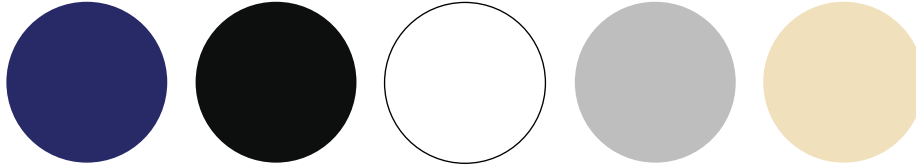
LOGOTYPE



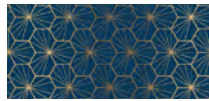
BRAND POSITIONING STATEMENT

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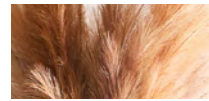
COLOR PALETTE



PATTERNS



TEXTURES



TYPEFACES

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

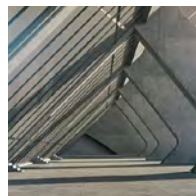
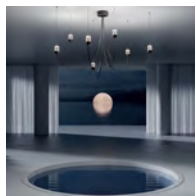
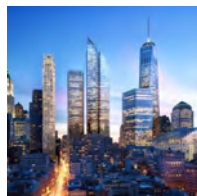
Aviner Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?,.

INSPIRATION



VISUAL GUIDELINES



Logo





Components of Logo





Clear Space Requirements



When using this logo, there should be space the size of the S in SKYLARK on all sides of the logo. Anything closer would reduce legibility of the logo.





Minimum Size

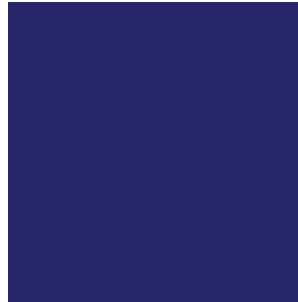


The minimum size of the logo is 1 inch in height. The minimum size of the wordmark is .5 inches. Any size smaller results in a lack of legibility.

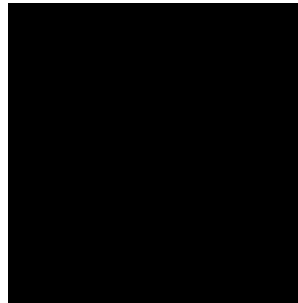




Colors



Pantone: 2738 C
CMYK: 97C | 100M | 38Y | 1K
RGB: 39R | 38G | 107B
Hexidecimal: 27266b



Pantone: black 6 C
CMYK: 100C | 100M | 100Y | 100K
RGB: 0R | 0G | 0B
Hexidecimal: 000000



Pantone: cool gray 8 C
CMYK: 0C | 0M | 0Y | 50K
RGB: 159R | 160G | 160B
Hexidecimal: 9fa0a0





Grayscale



100% Black

50% Black

Grayscale may be used when color is not available.





Reverse Treatment



100% White

A white logo must always be used when placed on a dark background.





Unacceptable Logo Usage



The logo may not be stretched or distorted in any way.



No color variations other than those stated in these guidelines may be used under any circumstances.



Outside effects like drop shadow or gradients should never be applied to the logo.



Do not rearrange the components of the logo unless approved.





Typography

serif

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!?,.

Adobe Garamond Pro is the preferred typeface for any headings or subheadings.

sans serif

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!?,.

Avenir is the preferred typeface for any smaller text like body copy or contact information.





Alternate Typography

serif

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!?,.

Times New Roman may be used when the preferred serif typeface is not available.

sans serif

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!?,.

Arial may be used when the preferred sans serif typeface is not available.





Letterhead

.5 in

1.25 in



larkingardiner@gmail.com
www.skylarkdesigns.org
@sky.lark.designs
@larkin gardiner

Feb 21, 2022
Marcus Wesson
4228 N Central Expy #200
Dallas, Tx 75206

Dear Mr. Marcus Wesson;

I am writing this letter to express my interest in the fall internship opening as advertised on your website.

From day one, I believe I can make valuable contributions to the design team at 9th Wonder. I possess a wide range of abilities that combine innovative art and design principles after comprehensive study for my Bachelor of Fine Arts in Graphic Design degree obtained at Arkansas State University. Furthermore, my expert knowledge of Adobe Creative Suite, photography, and working with a team will allow me to play a crucial role in the implementation of your design and marketing initiatives.

The following are highlights of my skills and accomplishments:

- **Photography**- Having my own photography business has allowed me to create content that surpasses their expectations and are visually engaging to viewers.
- **Teamwork**- I have worked with a team to complete a campaign covering multiple platforms and social media. That campaign went on to win a Gold Student Chapter Award and Chapter ADDY in the Northeast Arkansas AAF Student Competition.
- **Public Speaking**- Classes in public speaking have taught me to professionally address an audience. I also have experience explaining a campaign quickly and efficiently.
- **Time Management Skills**- Running a photography business while attending school has required me to manage my time well and continue to do my best to meet client needs while meeting weekly deadlines.

All text should be typed within the designated margins in Avenir or the alternate type that is stated in these guidelines. Leading between lines of text should be **17pt** and the space between paragraphs should be **.125 in.**

Enclosed are my resumé and references for your review. You may also view my portfolio of work at www.SkyLarkDesigns.org or learn more about me on Instagram [@Sky.Lark.Designs](https://www.instagram.com/Sky.Lark.Designs). I welcome the opportunity to discuss with you personally how my skills and strengths can best serve your company. I will contact you this week or please feel free to reach me at **662-714-1654** or LarkinGardiner@gmail.com. I look forward to speaking with you and appreciate your valuable time and consideration.

Sincerely,
Larkin Gardiner
Larkin Gardiner

.75 in



Visual Identity



Feb 21, 2022
Marcus Wesson
4228 N Central Expy #200
Dallas, Tx 75206

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- **Time Management Skills-** Running a photography business while attending school has req my time well and continue to do my best to meet client needs while meeting weekly deadli

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Sincerely,


Larkin Gardiner

larkingardiner@gmail.com
www.skylarkdesigns.org
[@sky.lark.designs](https://www.instagram.com/sky.lark.designs)
[@larkin.gardiner](https://www.facebook.com/larkin.gardiner)



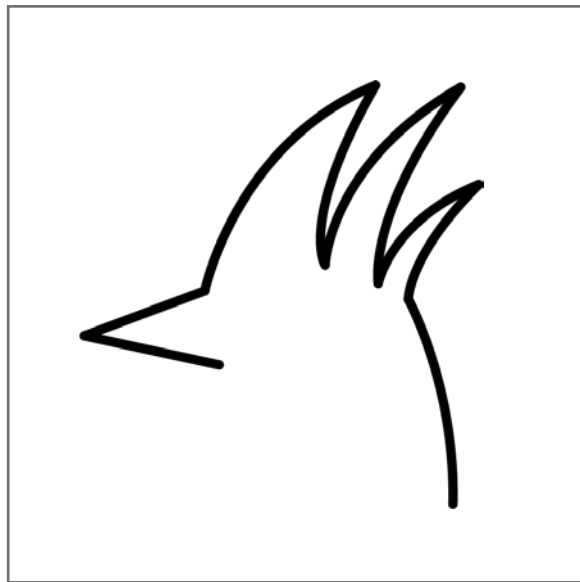
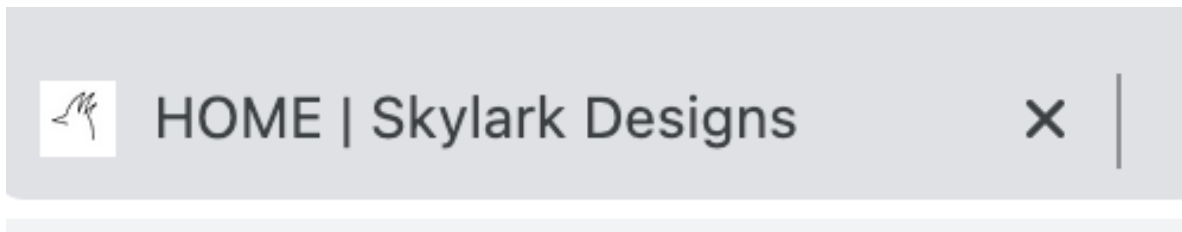
SKY
LARK
DESIGNS

LARKIN GARDINER

662 714 1654
larkingardiner@gmail.com
www.skylarkdesigns.org
[@sky.lark.designs](https://www.instagram.com/sky.lark.designs)
[@larkin.gardiner](https://www.facebook.com/larkin.gardiner)



Website Favicon





Social Profile Marks



Instagram



LinkedIn





Email Sign-off



Larkin Gardiner
Graphic Design | SkyLark Designs

 662 714 1654
 larkingardiner@gmail.com
 www.skylarkdesigns.org



RESUME



Resume



LARKIN GARDINER

EDUCATION

Bachelor of Fine Arts in Graphic Design
Arkansas State University | *Cum Laude*

RELEVANT COURSES

Interaction Design
Intermediate Typography
Identity Design
Advertising Design
Ideation

CERTIFICATIONS

2021
IBM
Enterprise Design Thinking Practitioner Badge

AWARDS

- » 2019- PRESENT
Department of Art + Design Portfolio Award
- » 2019- PRESENT
Arkansas State Leadership Award
- » 2022
AAF NEA Gold Chapter Student ADDY
for Huntington Square Campaign
- » 2022
AAF NEA Judges Choice Chapter Student ADDY for
Huntington Square Campaign

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Procreate
Photography
UI/UX Design

PROFESSIONAL EXPERIENCE

SEP 2021- PRESENT
Larkin Gardiner Photography | Jonesboro, AR
Owner, Photographer

Posed and photographed individuals, couples, and families of all ages. Processed photos using Adobe Creative suite and delivered final photos in a timely manner.

NOV - DEC 2021
Huntington Square | Jonesboro, AR
Designer, Social Media Content Creator

Collaborated with team members. Designed and pitched winning campaign. Created social media content and merchandising collateral.

JULY 2021
Water Valley Chamber of Commerce | Water Valley, MS
Photographer

Documented local carnival for two days. Work showcased in Chamber of Commerce annual Watermelon Carnival book.

MAY 2021
Water Valley High School | Water Valley, MS
Photographer

Photographed high school graduation for public use and yearbook.

REFERENCES

Available upon request.

CONTACT

- » larkingardiner@gmail.com
- » www.skylarkdesigns.org
- » 662-714-1654
- » @sky.lark.designs
- » @larkin gardiner

May 2022 resume. Recent version [online](#).



References

RACHEL BOILLOT

job title

Assistant Professor of Photography

employer

Arkansas State University

business address

2406 Quapaw Way Jonesboro, AR

email

Rboillot@astate.edu

telephone number

(870)680-8372

relationship

Professor

ANGIE HODGE

job title

Assistant Business Manager

employer

Water Valley School District

business address

550 Market St, Water Valley, MS

email

Ahodge@WVSD.K12.ms.us

telephone number

(662)473-7045

relationship

Client

KIM VICKERY

job title

Professor of Graphic Design

employer

Arkansas State University

business address

2406 Quapaw Way Jonesboro, AR

email

Kvickery@astate.edu

telephone number

(870)530-0466

relationship

Professor



CORRESPONDENCE



Coverletter



larkingardiner@gmail.com
www.skylarkdesigns.org
@sky.lark.designs
@larkin gardiner

Feb 21, 2022

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- **Teamwork**- I have worked with a team to complete a campaign covering multiple platforms, including print and social media. That campaign went on to win a Gold Student Chapter ADDY and Judges Choice Student Chapter ADDY in the Northeast Arkansas AAF Student Competition.
- **Public Speaking**- Classes in public speaking have taught me to professionally and eloquently present to an audience. I also have experience explaining a campaign quickly and efficiently while pitching to a client.
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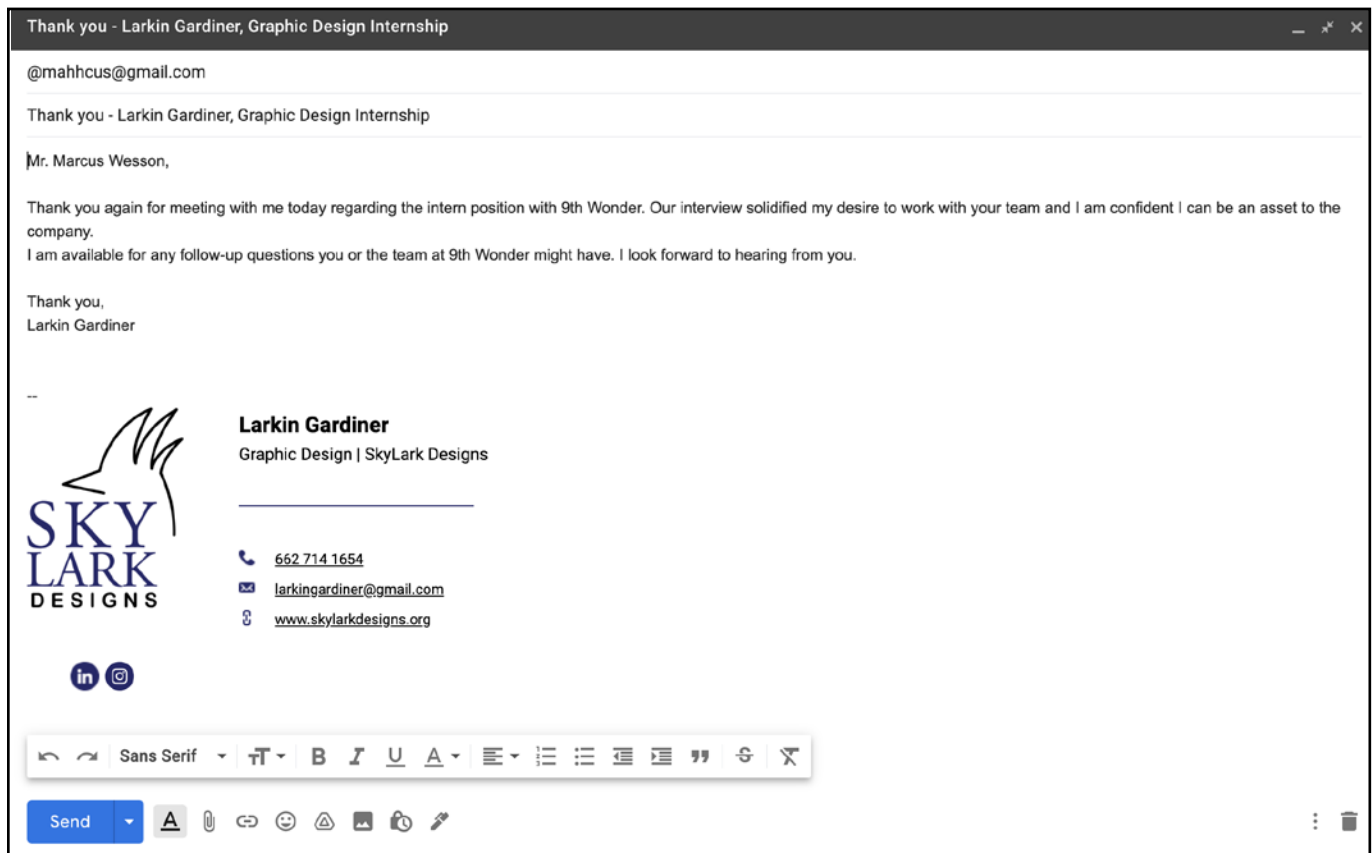
Sincerely,


Larkin Gardiner





THANK YOU EMAIL

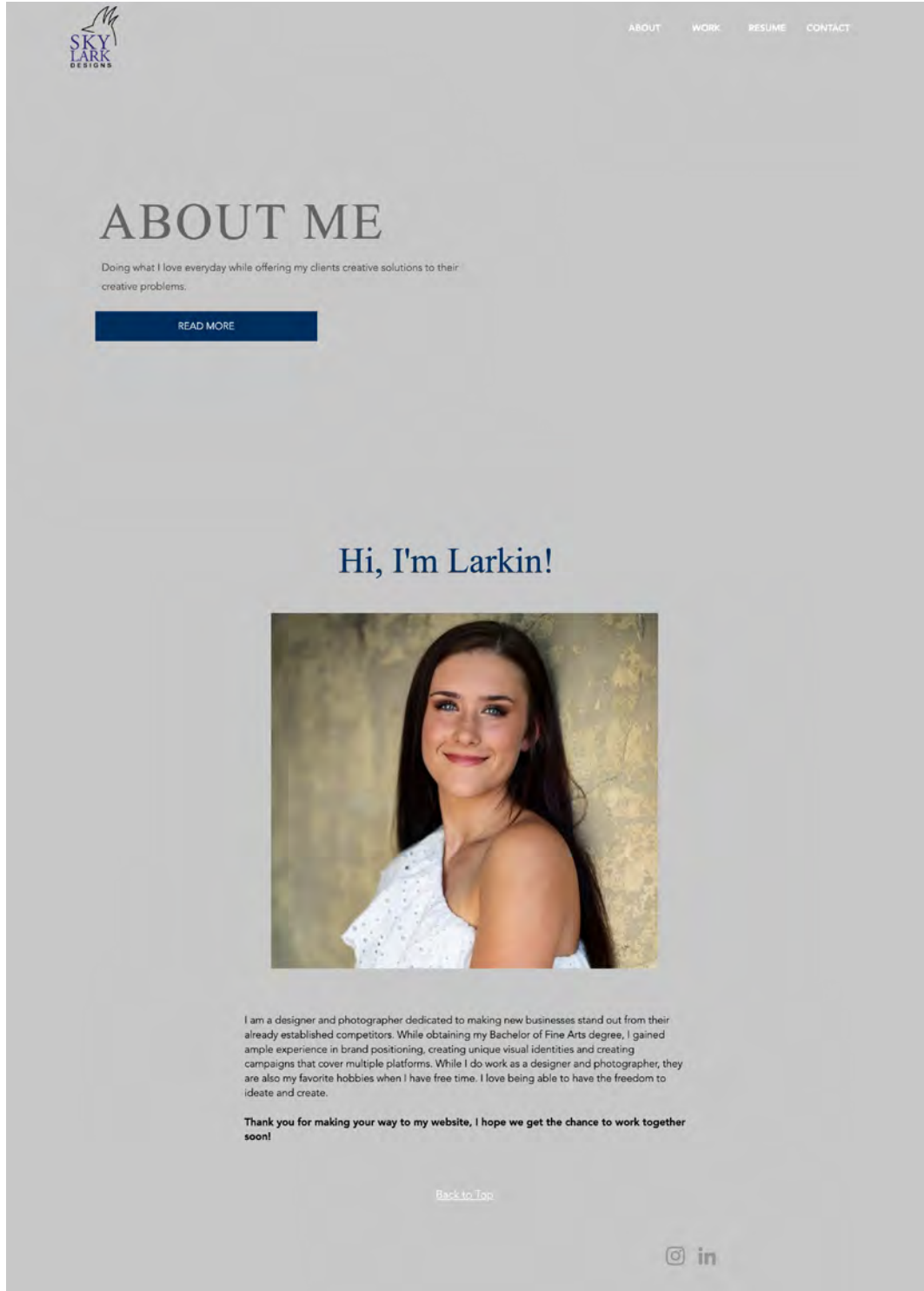


WEBSITE



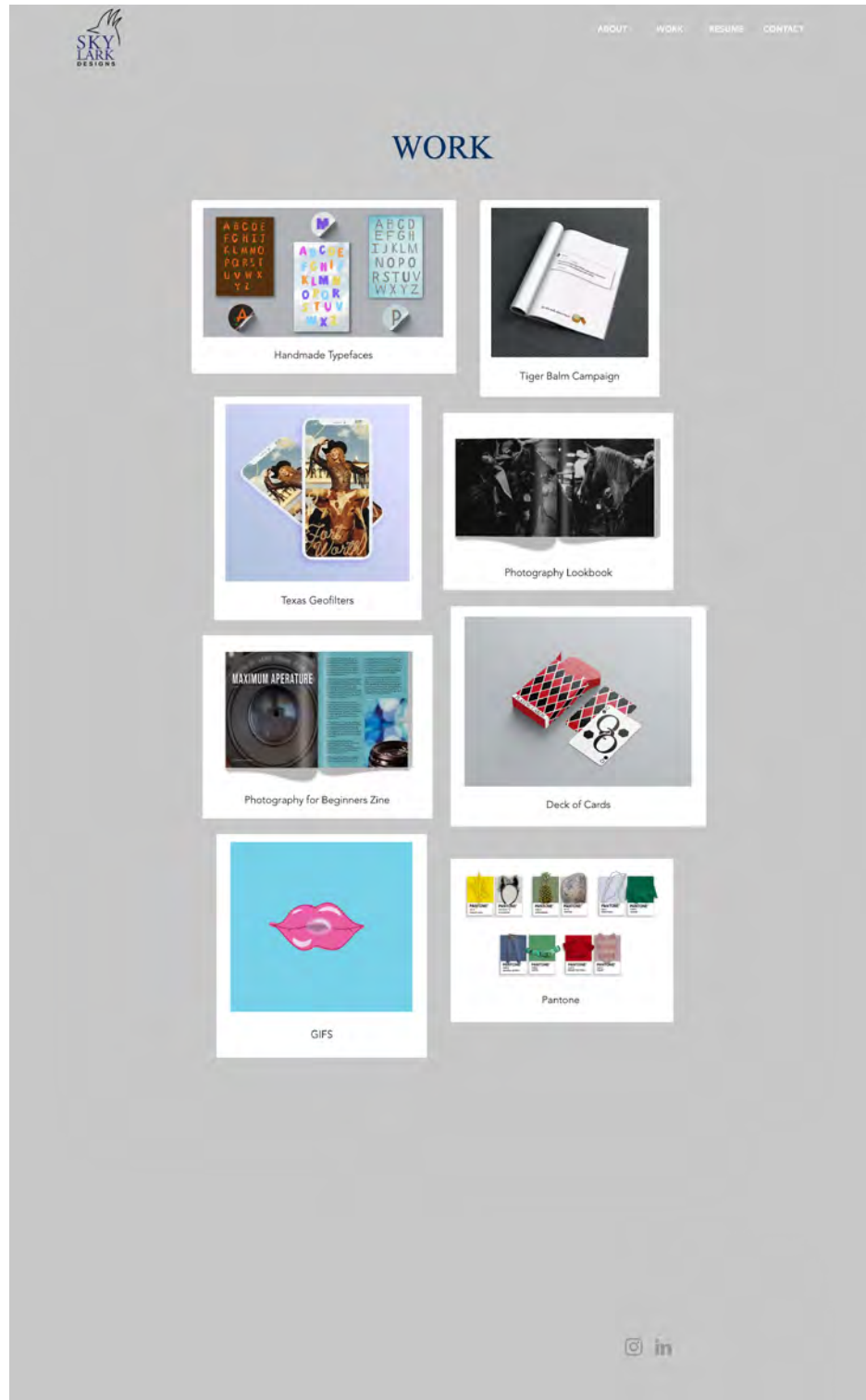
Website

@Sky.lark.designs



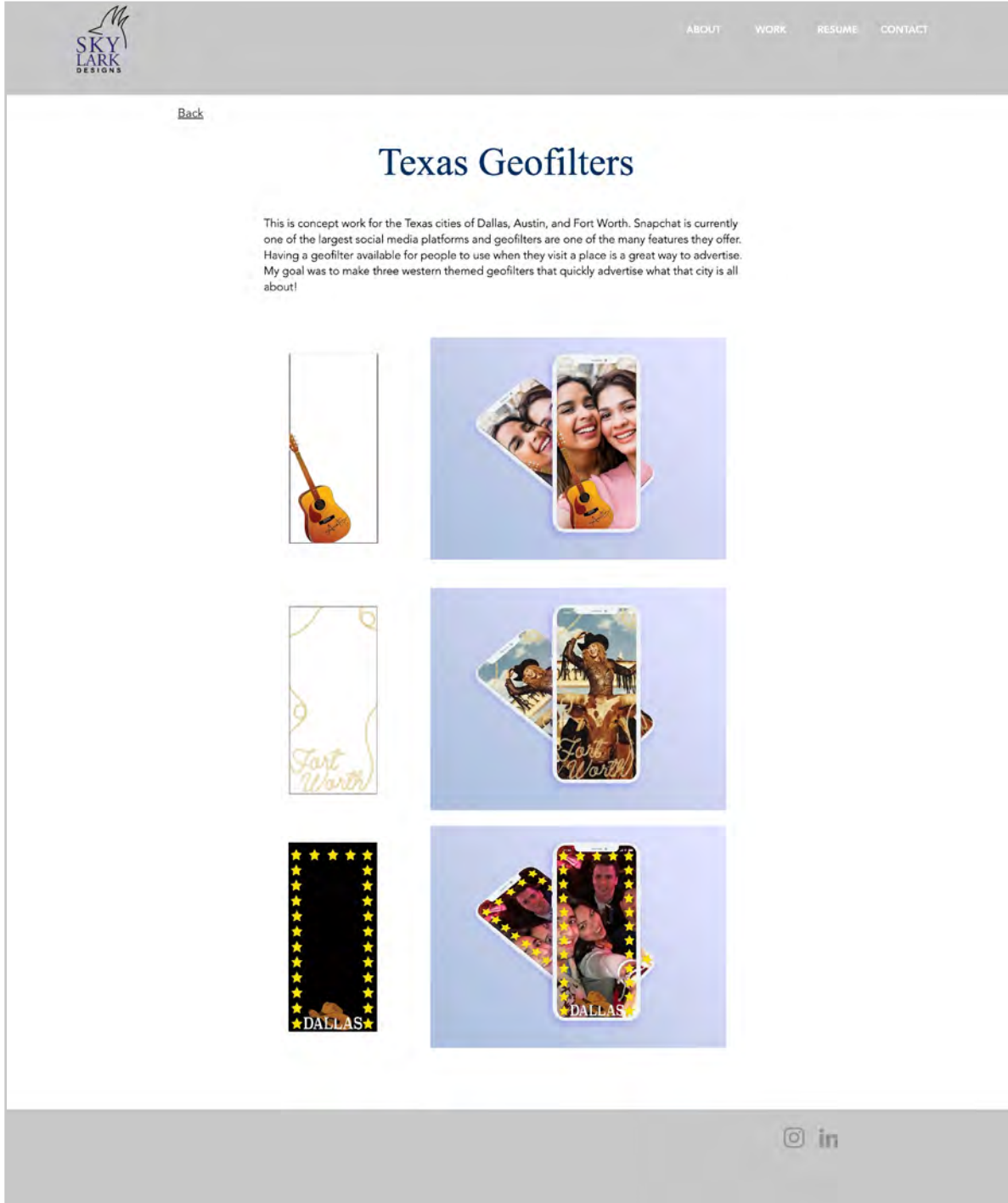


Website



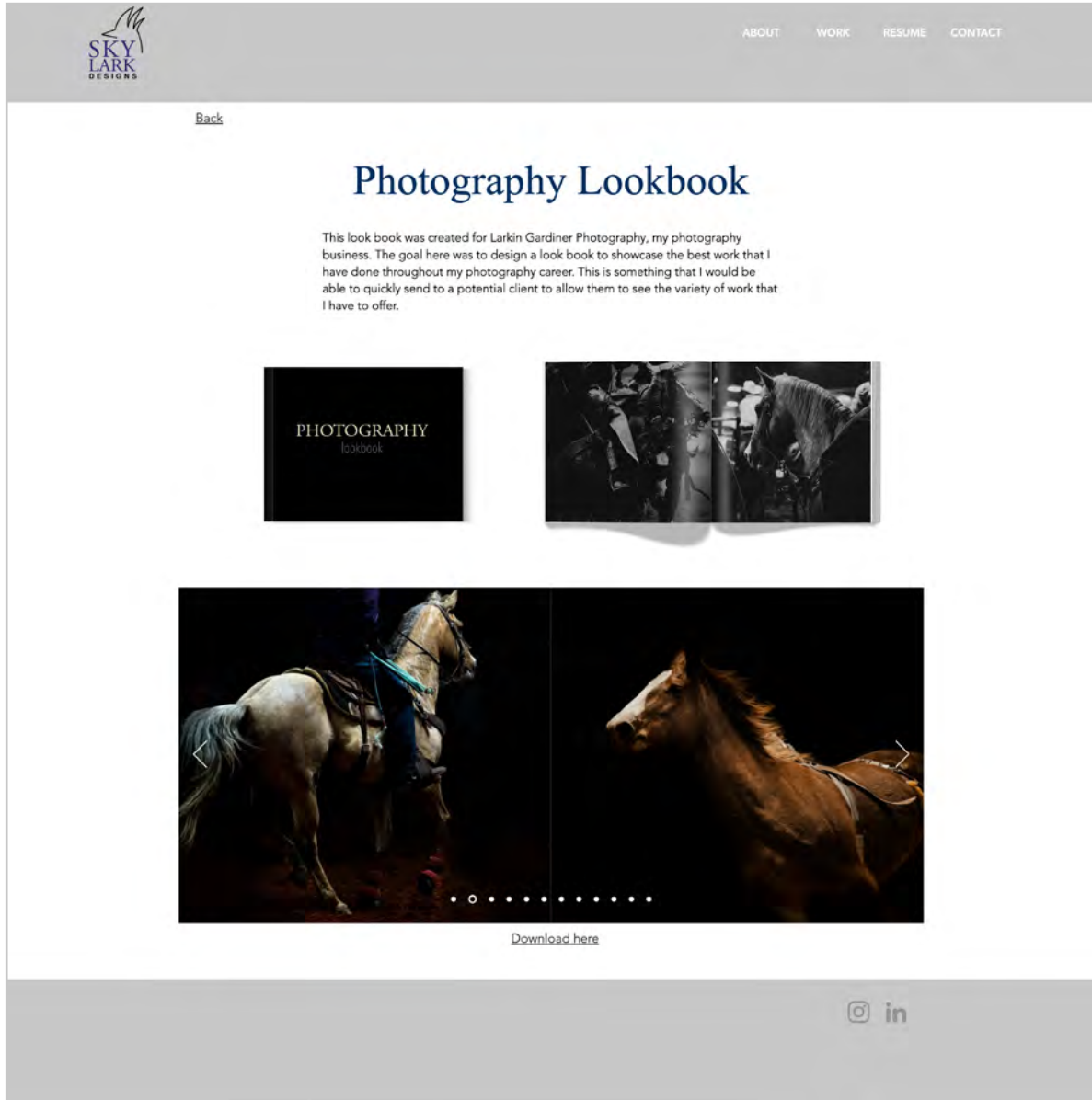


Website





Website



Website



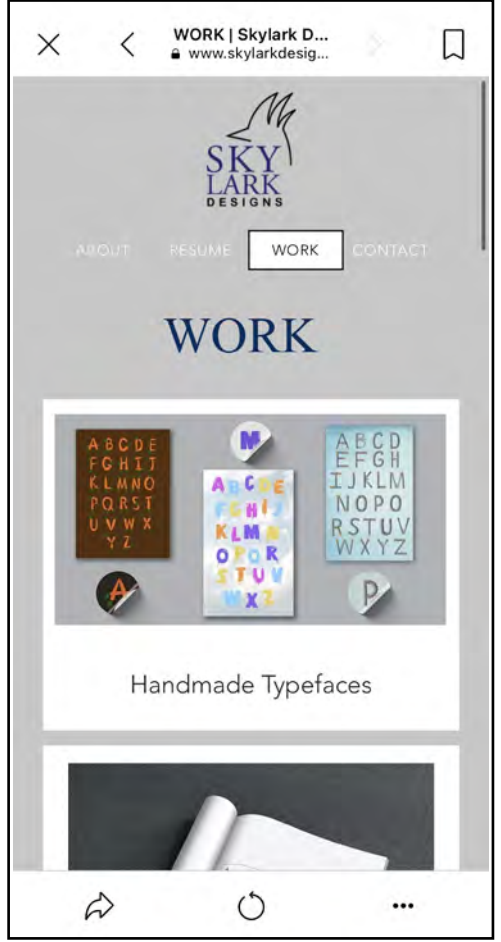
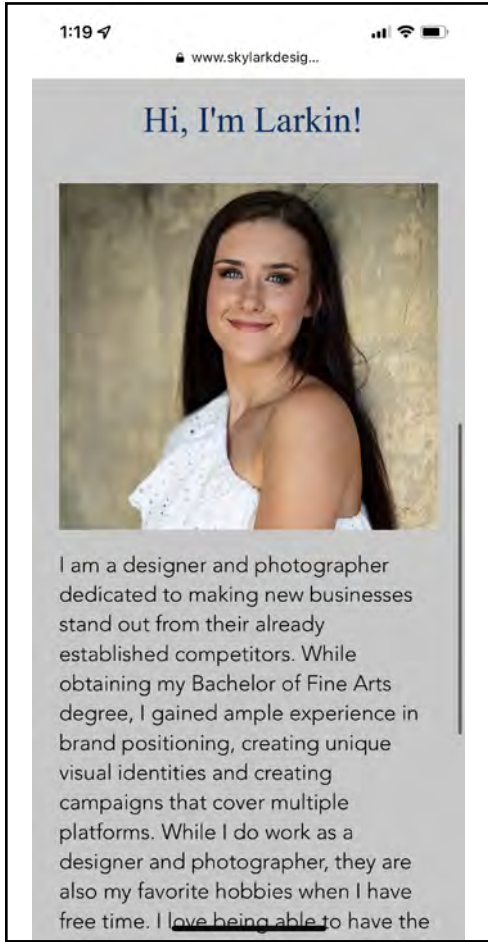


Website

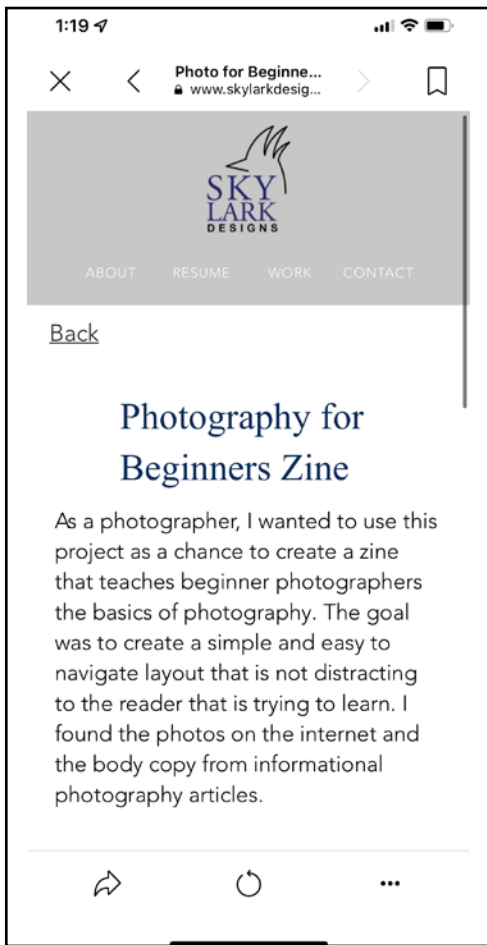
The screenshot shows a website contact page for Sky Lark Designs. The page has a light gray background. In the top left corner is the logo, which consists of a stylized bird silhouette above the text "SKY LARK DESIGNS". In the top right corner, there is a navigation menu with four items: "ABOUT", "WORK", "RESUME", and "CONTACT". The main heading "CONTACT" is centered on the page. Below the heading, there are three columns of contact information: "Phone" with the number "662-714-1654", "Email" with the address "larkingardiner@gmail.com", and "Social Media" with icons for LinkedIn and Instagram. Below this information are three input fields labeled "First Name", "Last Name", and "Email *". Underneath these is a larger text area labeled "Message". At the bottom right of the form is a dark blue button with the text "Send".



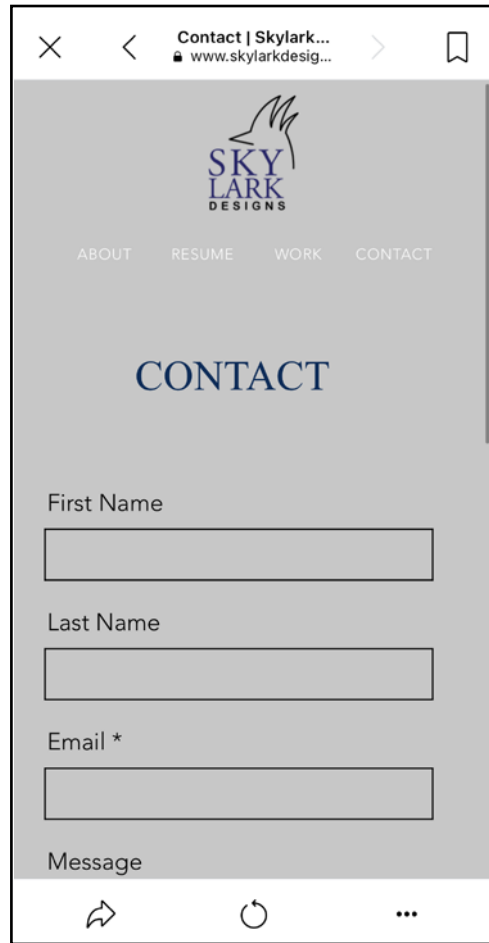
Website



Website



Website



SOCIAL
MEDIA






























Social Media Mission Statement

I use social media to connect with like-minded professionals, build my personal brand and grow my business. I will build a community of designers who support and promote each other's growing businesses. To accomplish this, I will present my personal brand online by being honest and true to my brand's personality.

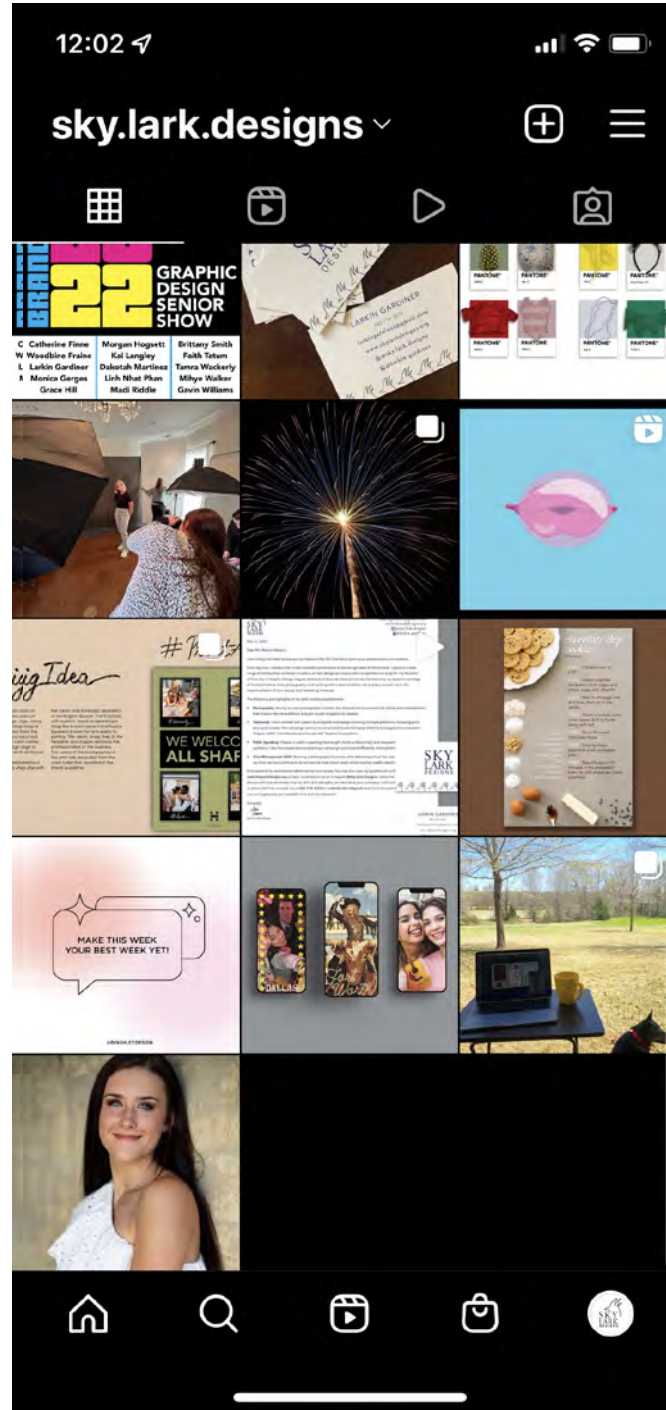
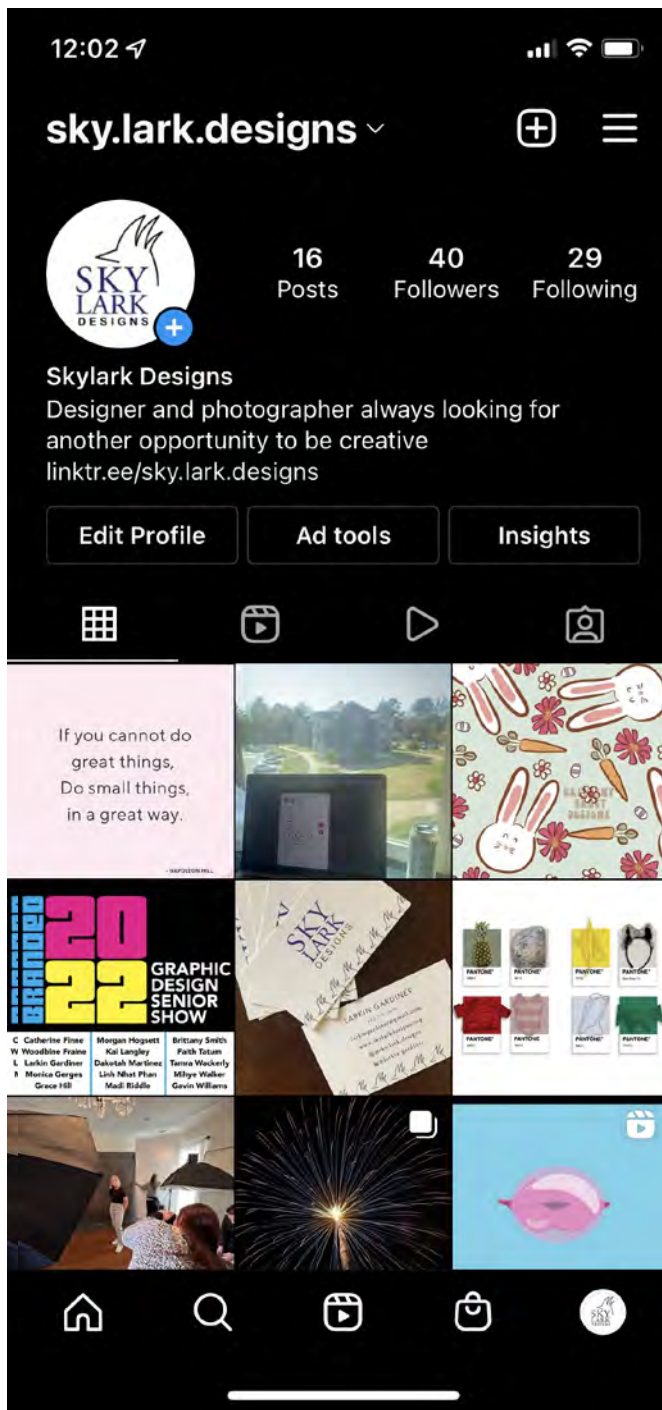


Social Media Content Calender

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>8am</p> <p> check Instagram</p> <p> check LinkedIn</p> <p>9am</p> <p></p> <p>Post a picture of my computer wherever I am. #gettingstuffdone</p> <p>1pm</p> <p> check Instagram reply to comments</p>	<p>8am</p> <p> check Instagram</p> <p> check LinkedIn</p> <p>11am</p> <p></p> <p>Photo of a finished project in a mockup.</p> <p>2pm</p> <p> check Instagram reply to comments</p> <p>6pm</p> <p></p> <p>#MondayMotivation with a motivational post found on insta. @creator.</p> <p>8pm</p> <p> check Instagram</p> <p> check LinkedIn</p>	<p>8am</p> <p> check Instagram</p> <p> check LinkedIn</p> <p>11am</p> <p></p> <p>#Q&A post. Ask followers if they have any questions.</p> <p>2pm</p> <p> check Instagram reply to comments</p> <p>7pm</p> <p></p> <p>#TutorialTuesday. Screen recording doing something in Adobe.</p> <p></p> <p>Make a post directing followers to Instagram for tutorial.</p>	<p>8am</p> <p> check Instagram</p> <p> check LinkedIn</p> <p>11am</p> <p></p> <p>Post a sneak peak, direct followers to Behance for full project.</p> <p>1pm</p> <p></p> <p>Post link to a design article.</p> <p> check Instagram reply to comments</p> <p>5pm</p> <p></p> <p>Small finished project.</p> <p>8pm</p> <p> check Instagram</p> <p> check LinkedIn reply to comments</p>	<p>8am</p> <p> check Instagram</p> <p> check LinkedIn</p> <p>11am</p> <p></p> <p>#ThrowbackThursday to something I finished a while back.</p> <p>2pm</p> <p> check Instagram</p> <p> check LinkedIn reply to comments</p> <p>6pm</p> <p></p> <p>#BehindtheScenes of me doing something or my setup.</p> <p>8pm</p> <p> check Instagram</p> <p> check LinkedIn reply to comments</p>	<p>8am</p> <p> check Instagram</p> <p> check LinkedIn</p> <p>2pm</p> <p></p> <p>Finished project I have done.</p> <p>8pm</p> <p> check Instagram</p> <p> check LinkedIn reply to comments</p> <p>2pm</p> <p></p> <p>Photo of some tangible work I have.</p> <p></p> <p>Share another Designer's work and @ them.</p>	<p>8am</p> <p> check Instagram</p> <p> check LinkedIn</p> <p>12pm</p> <p></p> <p>No rules for Saturday! Post something random. Include # AND @.</p> <p>5pm</p> <p> check Instagram</p> <p> check LinkedIn reply to comments</p>

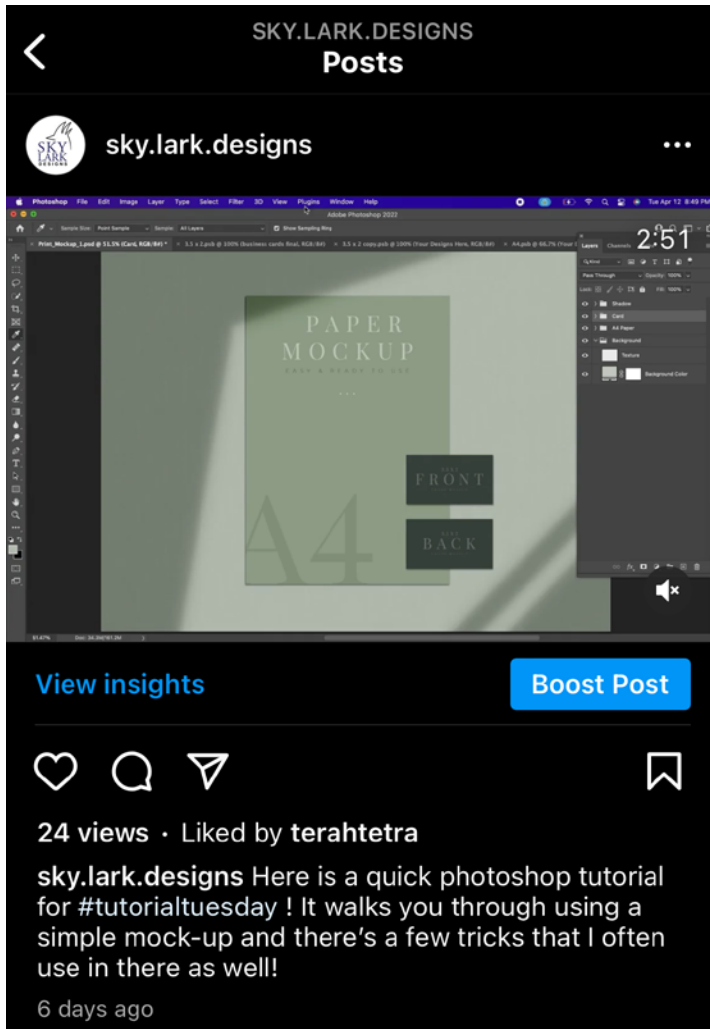
Instagram Profile

@Sky.lark.designs





Instagram Post



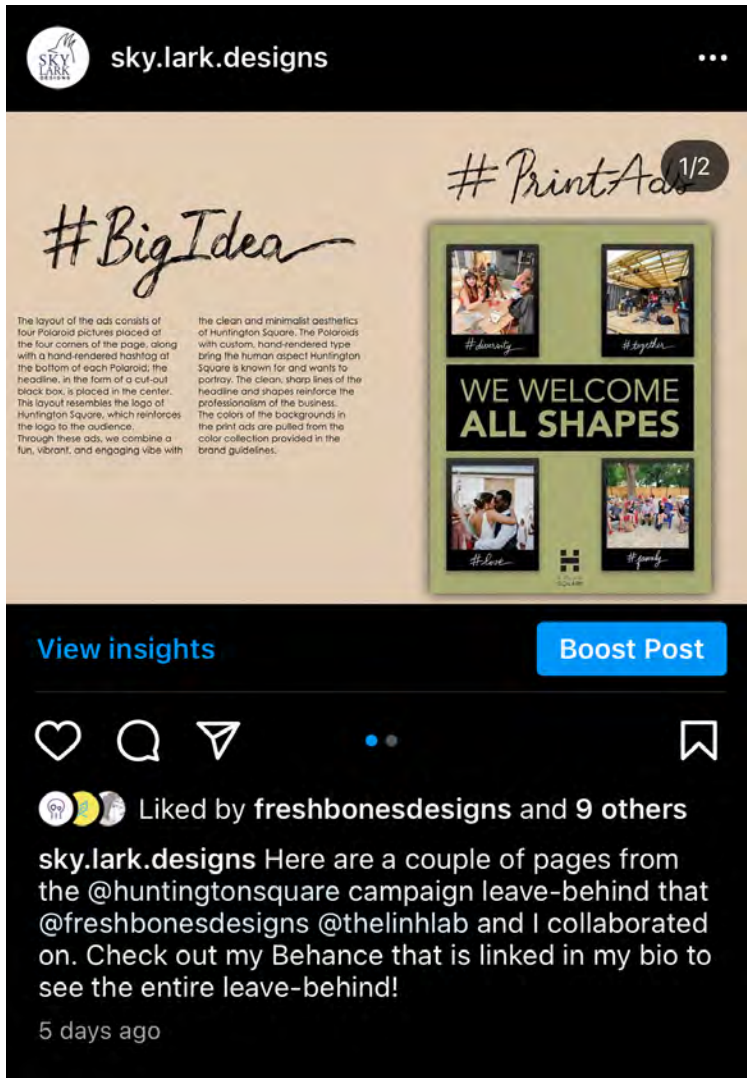
"#TutorialTuesday.
Screen recording doing
something in Adobe."

For this post, I screen
recorded the process of
placing my letterhead and
business cards into a mockup
in Adobe Photoshop.





Instagram Post



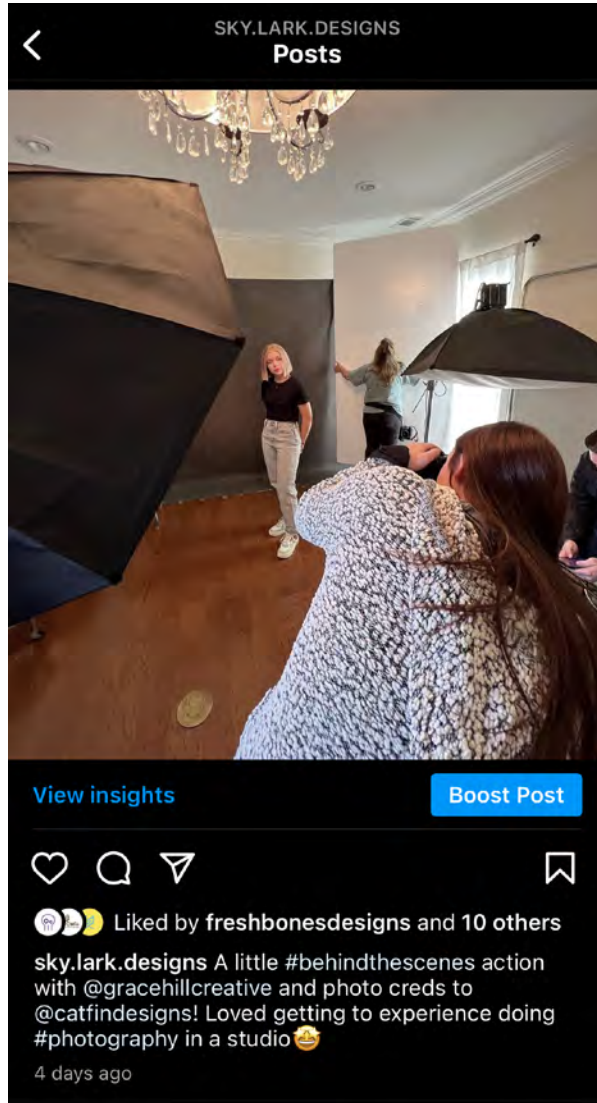
“Post a sneak peak, direct followers to Behance for full project.”

The Huntington Square campaign is rather large so I posted a small portion of it and let my followers know that they could see the rest on Behance.





Instagram Post

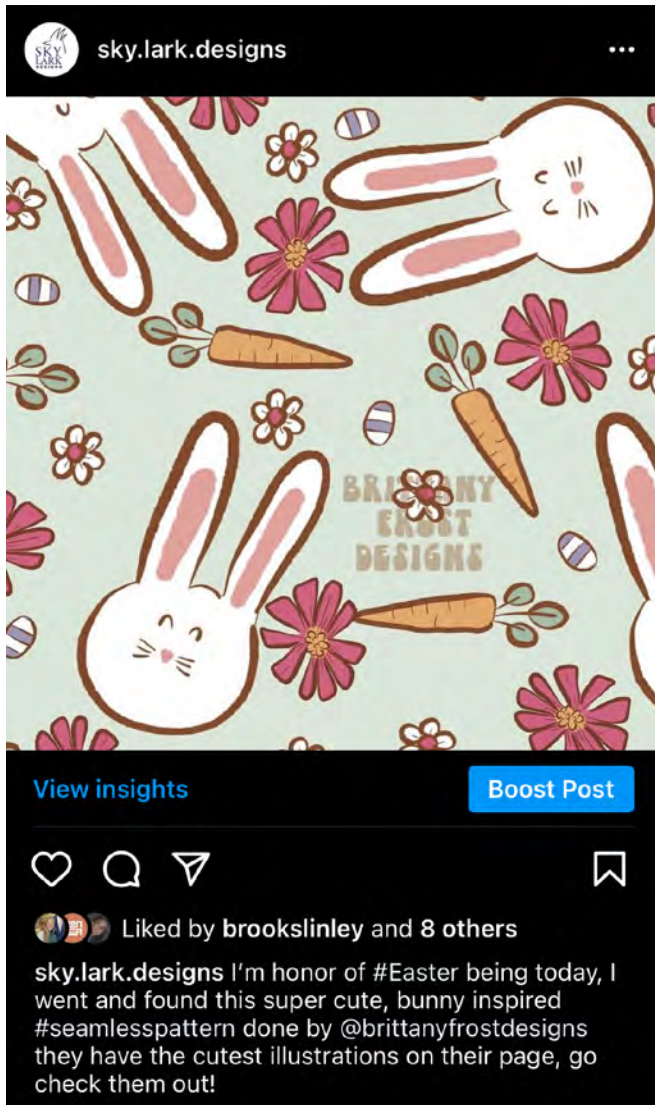


"#BehindtheScenes of me doing something or my setup."

I worked in a studio for the first time Thursday so I took this as a chance to make a behind the scenes post to let my followers know what the setup was like.



Instagram Post



"No rules for Saturday!
Post something random.
Include # AND @."

Saturday just happened to be Easter so I found this seamless pattern that reminded me of easter. I used the hashtag #Seamlesspattern and mentioned the creator.

LinkedIn Profile

@Larkin Gardiner

The screenshot shows a LinkedIn profile for Larkin Gardiner. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work, along with a search bar and a 'Try Premium for free' button. The profile header includes a circular profile picture of Larkin Gardiner, a dark grey background banner, and a pencil icon for editing. Below the profile picture, the name 'Larkin Gardiner' is displayed, followed by the tagline 'Using graphic design and photography to bring client's visions to life'. The location is listed as 'Water Valley, Mississippi, United States' with a 'Contact info' link. There are '2 followers' and three buttons: 'Open to', 'Add profile section', and 'More'. Two promotional cards are visible: 'Show recruiters you're open to work' and 'Share that you're hiring'. The 'Analytics' section shows '1 profile view' and '50 post impressions'. On the right side, there are three sections: 'Edit public profile & URL', 'Add profile in another language', 'Promoted' (with two ads for UI/UX design and MBA classes), and 'People you may know' (listing Kai Langley, Haley John, and Jessica Teal Mile with 'Connect' or 'Messaging' buttons).



LinkedIn Profile

The screenshot shows a LinkedIn profile for Larkin Gardiner. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. A search bar is on the left. The profile header includes the name 'Larkin Gardiner', a tagline 'Using graphic design and photography to bring client's visions to life', and buttons for 'More', 'Add profile section', and 'Open to'. The main content area is divided into sections: 'About', 'Experience', and 'Education'. The 'About' section contains a paragraph of text. The 'Experience' section lists three roles: 'Graphic Designer' at Skylark Designs, 'Photographer' at Larkin Gardiner Photography, and 'Designer, Social Media Content Creator' at Huntington Square. A 'Messaging' button is visible in the bottom right corner of the profile area.

About

I am a designer and photographer dedicated to making new businesses stand out from their already established competitors. While obtaining my Bachelor of Fine Arts degree, I gained ample experience in brand positioning, creating unique visual identities and creating campaigns that cover multiple platforms. While I do work as a designer and photographer, they are also my favorite hobbies when I have free time. I love being able to have the freedom to ideate and create.

Experience

- Graphic Designer**
Skylark Designs
Jan 2022 - Present · 4 mos
United States
- Photographer**
Larkin Gardiner Photography · Freelance
Sep 2021 - Jan 2022 · 5 mos
Posed and photographed individuals, couples, and families of all ages. Processed photos using Adobe suite and delivered final photos in a timely manner.
- Designer, Social Media Content Creator**
Huntington Square · Contract
Nov 2021 - Dec 2021 · 2 mos
United States
Collaborated with team members. Designed and pitched a winning campaign. Created social media content and merchandising collateral.



LinkedIn Profile

The screenshot shows a LinkedIn profile for Larkin Gardiner. The profile header includes the name, a bio, and three action buttons: 'More', 'Add profile section', and 'Open to'. The main content area is divided into sections: 'Photographer' (two entries), 'Education' (one entry), and 'Licenses & certifications' (one entry). A 'Messaging' widget is visible in the bottom right corner.

Header: LinkedIn logo, Search bar, Home, My Network, Jobs, Messaging, Notifications, Me, Work, Try Premium for free.

Profile Info: Larkin Gardiner, Using graphic design and photography to bring client's visions to life. Buttons: More, Add profile section, Open to.

Photographer Section:

- Photographer**
Water Valley Chamber of Commerce · Freelance
Jul 2021 · 1 mo
United States
Documented local carnival for two days. Work showcased in Chamber of Commerce annual Watermelon Carnival book.
- Photographer**
Water Valley High School · Freelance
May 2021 · 1 mo
United States
Photographed high school graduation for public use and yearbook.

Education Section:

- Arkansas State University**
Bachelor of Fine Arts - BFA, Graphic Design
Aug 2019 - Dec 2022
Grade: 3.6
Activities and societies: Honors College

Licenses & certifications Section:

- Practioners Badge for Design Thinking**
IBM

Messaging Widget: Messaging, ...

LinkedIn Profile

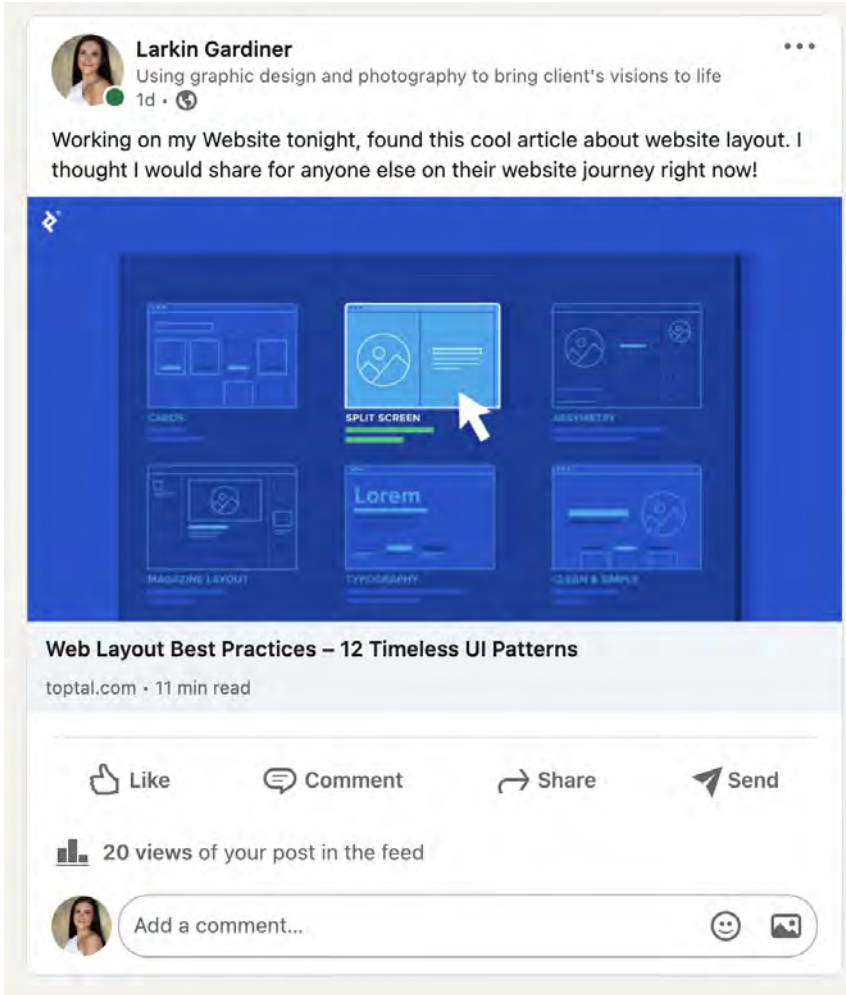
The screenshot shows the LinkedIn profile of Larkin Gardiner. The profile header includes the name, a profile picture, and the headline: "Using graphic design and photography to bring client's visions to life". Navigation buttons for Home, My Network, Jobs, Messaging, Notifications, and Me are visible. A search bar is located in the top left. The main content area is divided into sections: "Licenses & certifications" featuring an IBM Practioners Badge for Design Thinking (issued Sep 2021, no expiration date); "Skills" listing Adobe Creative Suite, Adobe Photoshop, and Photography, with a "Take skill quiz" button; and "Honors & awards" listing AAF NEA Gold Chapter Student ADDY (Jan 2022) and AAF NEA Judges Choice Chapter Student ADDY (Jan 2022). A "Messaging" notification is visible in the bottom right corner.

LinkedIn Profile

The screenshot displays the LinkedIn profile of Larkin Gardiner. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. A search bar is located on the left. The profile header includes the name 'Larkin Gardiner' and a bio: 'Using graphic design and photography to bring client's visions to life'. Action buttons for 'More', 'Add profile section', and 'Open to' are visible. The main content area features a 'Honors & awards' section with three entries: 'AAF NEA Gold Chapter Student ADDY' (Jan 2022, Huntington Square Campaign), 'AAF NEA Judges Choice Chapter Student ADDY' (Jan 2022, Huntington Square Campaign), and 'Arkansas State Leadership Award' (Issued by Arkansas State University - Jan 2019). Below this is an 'Interests' section with tabs for 'Companies' and 'Schools', showing 'Arkansas State University' with 62,707 followers. The footer contains the LinkedIn logo, links for 'About', 'Accessibility', 'Talent Solutions', 'Questions?', 'Select Language', and a 'Messaging' button.



LinkedIn Post



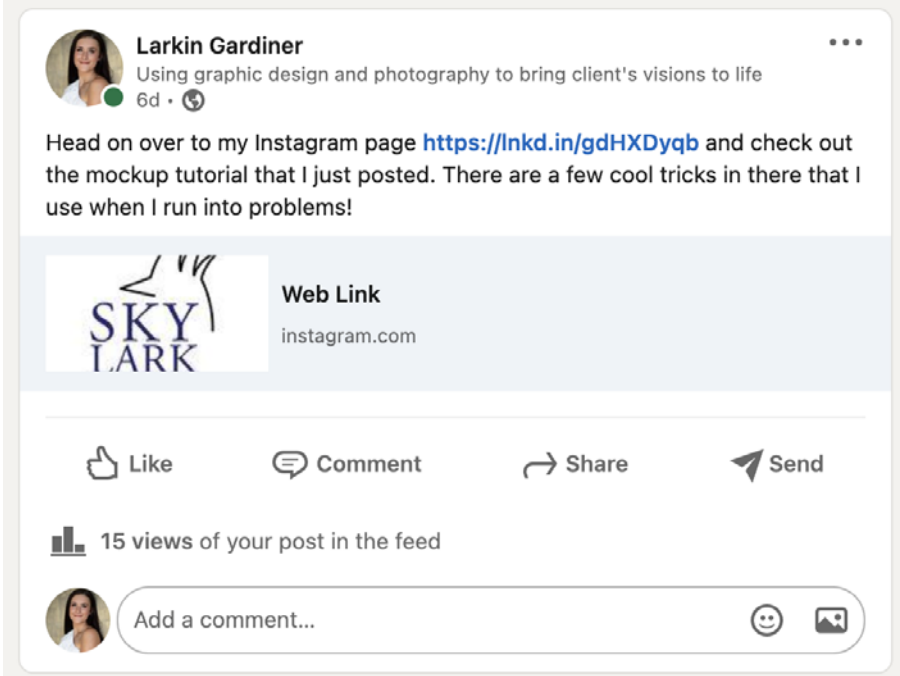
“Post a link to a design article ”

I was working on my website and found this informative article on website layout and thought others would benefit from the article as well.





LinkedIn Post



“Make a post directing followers to Instagram tutorial ”

I had just posted my Photoshop mockup tutorial so I posted a link to my Instagram on LinkedIn and let them know about my tutorial.





LinkedIn Post



Larkin Gardiner

Using graphic design and photography to bring client's visions to life
now • 🌐



“Share another designers work and @ them.”

Still in love with your seamless patterns [Morgan Hogsett](#) !! Y'all have to go check out her other work!



Morgan Hogsett (She/Her) • 3rd+

Graphic Designer
6d • 🌐


I put my [#illustration](#) skills to the test by creating three seamless patterns! Head over to my Behance to learn more about my process <https://lnkd.in/gRXJJis3>

I have always loved this piece by Morgan. When she posted it, I had to give her a shoutout and mention her.



Behance

@LarkinGardiner



Larkin Gardiner
Student
Jonesboro, AR, USA

[Edit Your Profile](#)
[Edit Availability](#)
[Try Adobe Portfolio](#)

Project Views 122
Appreciations 3

ON THE WEB

[LinkedIn](#)
[Instagram](#)

LINKS

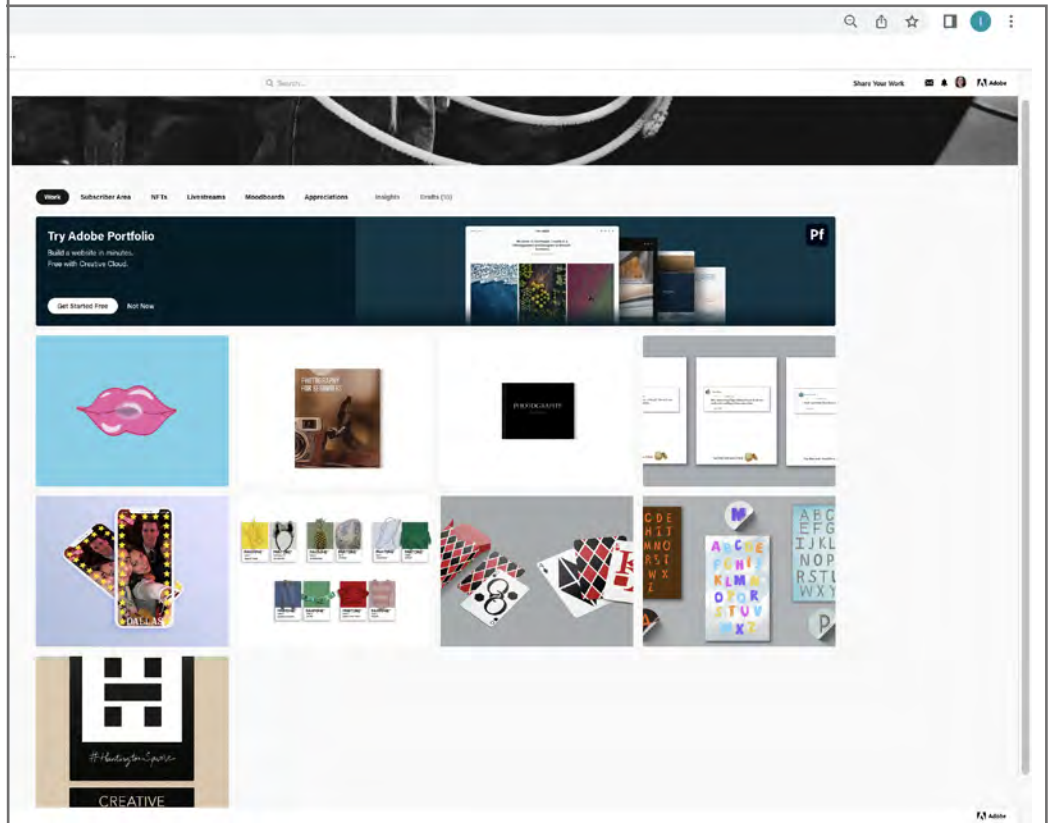
[My Website](#)

ABOUT

Hi, I'm Larkin Gardiner. I am currently working toward my BFA in graphic design at Arkansas State University. I spend most of my time designing and running my photography business but occasionally you can catch me riding horses or watching Netflix!

[PRO](#)

MEMBER SINCE: DECEMBER 20, 2018



The screenshot shows a Behance portfolio page for Larkin Gardiner. The page features a search bar at the top, a navigation menu with options like 'Work', 'Subscriber Area', 'NFTs', 'Livestreams', 'Moodboards', 'Appreciations', 'Insights', and 'Drafts (1)'. The main content area displays a 'Try Adobe Portfolio' banner, followed by a grid of project thumbnails. The thumbnails include a pink lips graphic, a person in a chair, a black and white portrait, a collection of business cards, a deck of playing cards, a colorful alphabet grid, and a black and white geometric design. The page is viewed on a desktop browser.

BUSINESS PLANS



IDENTITY:

What's your full name?

Larkin Gardiner

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 my business to be referred to as a thing.

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."

My business is thirty minutes to an hour outside of a big city in Texas.

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

I would rather work from home. I would like to be able to wear my pajamas to work if I choose to do so. I am a social person so I would not have to worry about a diminishing social life.

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 personable person. I can make a client feel comfortable.
 2. I have a variety of tools in my creative toolbelt to offer to a client.
 3. I am determined and will try my best to overcome obstacles.
- **O - Opportunities (external/public – new services, products or markets for you to consider):**
 1. As a photographer, videography would be a good addition.
 2. Website design
 3. Social Media Management
- **W - Weaknesses (internal/personal aspects that might hinder you or cause problems):**
 1. Severe Imposter syndrome
 2. I sometimes find it difficult to get out of my head and brainstorm
 3. Fear of failure
- **T - Threats (external/public – EX competition, government regulations, money, tech?):**
 1. Lack of money to start up a business or hire employees
 2. Competitors who are more creative
 3. Constantly changing trends





YOUR MISSION:

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

I don't ever want to be stuck in one spot for a long time and this causes me to constantly try to improve and learn new things. I want to live an interesting life doing meaningful things and I would never be okay with living a boring life.

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.

I want to be able to have fun in my profession. Regular desk jobs are boring and stressful but in this industry, there is space to have fun, be creative, and be happy. I want to help others brand business that are just starting out. Those people are new to the game and seem to be the nicest and most grateful.

YOUR FUTURE:

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

I will hopefully marry my current boyfriend, and we'll be renting a house to live in together, saving money to build in the future. He will be running his trucking business and I will be branding businesses, both of us hustling to have a good future.

Where do you see yourself in 10 years?

We'll be living in the house that we built with no kids but a lot of animals. By this time, I'll be able to have time to juggle my job and side hobbies and I might have time to explore other hobbies. We will be doing good and we will be happy.

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

It will take a lot of work early on to make this goal happen. I will have to work my butt off in my twenties to be able to enjoy my thirties.

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:

Photography

Qualifications & Competitive Advantages:

I have my own photography business. I started photography early in life so I will start with a few years of prior experience. I am not taking photography classes in college so I will have an academic background in that field as well.

Strength 2:

Advertising





Qualifications & Competitive Advantages:

I have worked for a real client and have plenty of advertising college education. I am able to come up with and draw out a big idea to create a large campaign that can cover multiple platforms.

Strength 3:

Public Speaking

Qualifications & Competitive Advantages:

I have taken a public speaking course in high school but that is the extent of my formal education in this practice. However, I feel comfortable speaking in public and I have a tendency to engage the crowd and be conversational yet professional so that the listeners do not get bored and zone out.

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:

This person is much more creative than me. They do not have the logical side of their brain constantly fighting the ideation process. Creativity comes easily and naturally to them.

Training:

This person took courses that I did not take in college. This allows them to have talents that I do not have and could make them a better employee

Experience:

A person that has worked with more clients even throughout college would be chosen before me. They have experience using their design talents in the real world outside of the academic setting and will transition into a job more easily.

Specialty:

Someone who has a specialty in layout design could be chosen before me. Layout is so important to design and it is one of my weaker points.

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?

I want to be able to have multiple clients to prevent getting tired of seeing the same thing over and over. My ideal clients are new small businesses that are just starting out. New business owners seem to be easier to work with and are more enjoyable than long-term owners. This would allow me to do my job but also enjoy it.

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.
Since I do have a slightly logical brain, I need a lot of direction to be able to succeed.

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

- <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>





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:

\$495

Cost of Equipment (Software and Hardware):

\$50 - Adobe Creative Suite

Cost of Website:

\$18

Cost of Continued Education

\$30 - Lynda Account

COST OF ESTIMATED MONTHLY TAXES:

15.3% Federal Self-Employment Tax = 881.28

Mississippi State Income Tax 5% = 288

Other:

\$450 - Car Payment

\$752- Mortgage

\$140- Utilities

\$350- Food

TOTAL ESTIMATED COST PER MONTH:

\$3,454.28

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

How much will you charge?

\$36

How many days of the week will you work?

5

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

40

TOTAL ESTIMATED PROFIT PER MONTH: (EARNINGS)

\$5,760



FINANCIAL FORMS



Project Estimate

ESTIMATE

The following is an estimate from Skylark Designs 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: XX/XX/XXXX

Job Number: job or invoice #

Client Name: company (or person's name)

Address: street address

Phone: (XXX)XXX-XXX

PROJECT DESCRIPTION

Name of Project

Notes:

List any notes from meetings or other information provided by client

Materials Requested:

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: \$40/hr
hours:
revisions:
total: \$XXX

- Explain here what you will receive and what is expected
- More here. Include everything.
- Revisions beyond those listed will incur hourly charges

Name of Project

Notes:

List any notes from meetings or other information provided by client

Materials Requested:

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: \$40/hr
hours:
revisions:
total: \$XXX

- Explain here what you will receive and what is expected
- More here. Include everything.
- Revisions beyond those listed will incur hourly charges



larkingardiner@gmail.com

www.skylarkdesigns.org

[@sky.lark.designs](https://www.instagram.com/sky.lark.designs)

[@larkingardiner](https://www.facebook.com/larkingardiner)

THANK YOU





Project Quote

QUOTE

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

Thank you for this opportunity!

Date: XX/XX/XXXX

Job Number: job or invoice #

Client Name: company (or person's name)

Address: street address

Phone: (XXX)XXX-XXX

PROJECT DESCRIPTION

Name of Project

Notes:

List any notes from meetings or other information provided by client

Materials Requested:

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 the job is expected before this time, it will incur a rush charge. Be clear on what this increased rate or singular charge would be.

revisions: 2
total: \$XXX

- Explain here what you will receive and what is expected
- More here. Include everything.
- Revisions beyond those listed will incur hourly charges



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@larkin gardiner

THANK YOU





Hourly Invoice

INVOICE

All payments can be made to Skylark Designs and mailed to the address below. Please contact me with any questions about this or any future work!
Thank you for this opportunity!

Date: XX/XX/XXXX
Job Number: XXX
Payment Due: XX/XX/XXXX
Client Name: company (or person's name)
Address: street address
Phone: (XXX)XXX-XXX

PROJECT DESCRIPTION

Name of Project

rate: \$40/hr
hours:
total: \$XXX

- 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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THANK YOU





Project Invoice

INVOICE

All payments can be made to Skylark Designs and mailed to the address below. Please contact me with any questions about this or any future work!
Thank you for this opportunity!

Date: XX/XX/XXXX
Job Number: XXX
Payment Due: XX/XX/XXXX
Client Name: company (or person's name)
Address: street address
Phone: (XXX)XXX-XXX

PROJECT DESCRIPTION

Name of Project

project rate: \$XX
• revisions:
• rate: \$40/hr
• hours:
total: \$XXX

- 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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THANK YOU



PROMOTIONAL MERCHANDISE



thank you for
reading my
BRAND BOOK!