

Laura Irwin

Personal Identity Package

ENGW 2329

Dr. Unger

20 April 2016

INTRODUCTION

Overview

Alina Wheeler, a graphic designer, describes a Brand Identity as something that is “tangible and appeals to the senses... [It] fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible. Brand identity takes disparate elements and unifies them into whole systems” (Wheeler 4). My particular Brand Identity fulfills each of these components through its incorporation of various elements (color, typeface, and shape) to display me as an individual.

Through this logo I am able to communicate different aspects of myself to my audience so that they are better able to know who I am before they meet me in person. It is an opportunity to not only distinguish myself as a unique and creative individual, but also to share a small portion of my personality and work ethic before a physical encounter with my audience; they are allowed a brief window into “me” with this identity.

Audience

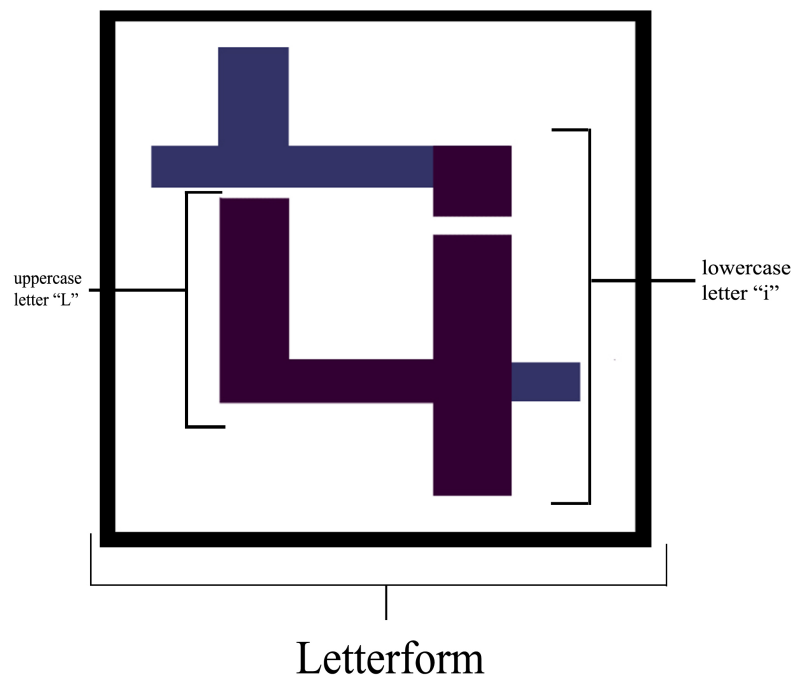
The audience I wish to communicate to with this logo is any sort of publishing or editing company that would be looking to hire a writing or editing intern. I will specifically be targeting companies such as Penguin Random House, Simon & Schuster, or Conde Nast; these are all major book and multimedia publication companies that I hope to work for in my professional future.

Big Idea

This brand identity is meant to display my work ethic and personality in a single image. I employ the use of the traditional “crop tool” image because it is a graphic that most anyone on any editing profession would be able to recognize and distinguish. The way that I make such a familiar image into my own unique design is through the incorporation of my initial *into* the actual “crop tool.” I show the relationship between editing and myself by literally making my initials a tool for editing. This is for my audience to see that I am one with my work and there fore will be completely invested in anything and everything I do.

LOGO COMPONENTS

This logo consists of a landmark as a letterform. I input my initials “L” and “I” into the traditional “crop tool” image. Although Wheeler associates the letterform with a single letter, I modify her definition by adding the *two* letters of my initials. The mnemonic aspect of my logo consists of the “L” and “I” to represent “Laura Irwin,” imbuing the logo with personality and meaning.



COLOR SCHEME USAGE

Dark Maroon used within logo is the color for the initials and the extension of the logo in the sample documents. This blend between blood red and deep purple creates a very regal and majestic color. Such a color alludes to a sense of sophistication and maturity that I want anyone who encounters my logo to perceive. Anyone would be able to identify me as a responsible young person simply because this color presents different facets of my maturity and wisdom through the regality of the deep blend. By using this color solely for my initials, I create a direct link between these specific traits and myself.

RGB: 51-0-51
CMYK: 73-92-44-62

The Matte Navy Blue used within logo is for rest of “crop tool” shape apart from the initials. This color harmonizes with the Dark Maroon because it is a similar dark shade and lies close to it on the color wheel. I decided to incorporate this color to compliment the maroon so that the crop tool image would be visible as a whole while also being able to distinguish the initials within it. Additionally, this color is very “soft” in comparison to the maroon and could provide my audience another facet of my personality: gentle and sympathetic, but not weak.

RGB: 51-51-102
CMYK: 93-90-31-20

Black is used for the border encompassing the logo. While the black compliments the dark colors within the “crop tool” part of the logo, its main purpose is to be a solid border color surrounding the main image. I wanted to create a box to encompass the logo because it creates a sense of security and stability. The black border will appeal to my editing audience because they will understand the importance of adhering to regulations when necessary. This solid and bold color alludes to that idea and directly associates me with it.

RGB: 0-0-0
CMYK: 75-68-67-90

White is used as “negative space” inside of the border and around the logo. The white is meant to offset the strict black border. It is the negative space within the logo that gives a blank space of “possibility”; I want to show that while I do follow the rules of editing, I also have plenty of room to be creative and inventive. White serves to express this sort of “unmarked space/potential” that my audience associates with me.

RGB: 255-255-255
CMYK: 0-0-0-0

TYPEFACE USAGE

The single font used within this logo is Kannada Sangam MN. It is only to be employed for the letters “L” and “I” which represent the initials for “Laura Irwin” and in the sample documents and title page for my name/signature. I specifically chose a serif font when writing this guide because it is more content heavy and I want any audience to approach this horizontally, not vertically like my logo. I made the “L” uppercase and the “I” lowercase simply because they looked better within the image in that format. This font was specifically chosen because it is sans serif. The sans serif aspect of this font not only works well with the “crop tool” image, but also assists in creating a vertical and bold linear direction that I want to allude to my straightforward and hardworking personality. My audience will appreciate how my font doesn’t display any excessive ornamentation because it shows them that I am an uncomplicated person who doesn’t waste time with being “too fancy”; this describes my work ethic and approach to editing.

Samples

Kannada Sangam MN – Regular

Kannada Sangam MN – Bold

Kannada Sangam MN – Italics

KANNADA SANGAM MN – UPPERCASE

kannada sangam mn – lowercase

LOGO USAGE

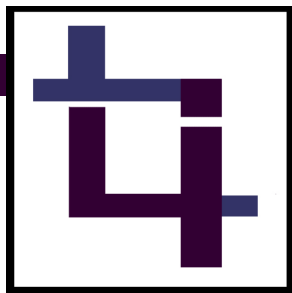
My brand identity will be used primarily as an extended letterhead for my cover letter and resume. Other general uses for this logo include potential business cards where the logo will be alone on one side of the card and my contact information will be on the other. Additionally, my extended logo can also be incorporated within documents such as a cover page or even as a wordmark embedded into formal documents I produce. This logo is meant to act as a creative representation of myself and my work; therefore, any formal content I that I would create and incorporate into a portfolio would also contain this logo to represent me and as a common thread continuously linking back to me.

Resume

I placed the logo at the top of the document and aligned it with various title sections within the resume, creating a direct correlation between the brand identity and the content because of their alignment and proximity. I extended the logo by adding a deep maroon bar behind it because I felt that the logo standing alone wasn’t visually appealing enough. I aligned the bar with the top portion of the “crop tool” image to create a flow between the graphic and the extension of the logo. I decided to color it deep maroon to extend the color and its meaning further. Additionally, I incorporated the Kannada Sangam MN font to my name outside of the logo to further create a link between the document and the brand.

Cover Letter

The logo is placed at the foot of the document as a sort of “seal.” If the documents are presented to the employer as resume first and cover letter second, the logo impressed at the bottom creates a sort of “sandwich” with the logo at the top of the resume; they work together. Additionally, the logo is extended for similar reasons as the resume’s logo (i.e. maroon background bar) and the use of the Kannada font is incorporated into the signature of the letter to compliment to logo.



Laura T. Irwin

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laura.t.irwin@gmail.com (240) 608-8520

EDUCATION:

Bachelor's Degree, St. Edward's University, expected graduation May 2019

- Major: English Writing and Rhetoric
- GPA: 4.0

RELATED EXPERIENCE

- Hilltop Views Newspaper staff writer** St. Edward's University, Austin, TX Jan 2016-Present
- Compose articles covering different on and off-campus events
 - Published approx. 7 articles
 - Conduct interviews and research related to stories
- Topper Radio Station show host** St. Edward's University, Austin, TX Feb 2016
– Present
- Conduct interviews and research related to stories
 - Edit and produce content of interest to audience
- Hilltop Hospitality Tour Guide** St. Edward's University, Austin, TX Sept 2015
– Present
- Escort potential Undergraduate students and their families around campus
 - Maintain friendly demeanor and act as model student
- National English Honors Society President** Bishop McNamara H.S., Forestville, MD 2014-May 2015
- Responsible for coordinating mass emails
 - Fundraising for Society events
 - Scheduled meetings for members
 - Organized/Founded monthly peer tutoring sessions
- National Honors Society Secretary** Bishop McNamara H.S., Forestville, MD 2014-May 2015
- Responsible for coordinating mass emails
 - Fundraising for Society events
 - Scheduled meetings for members
- Social Studies Honors Society Scribe** Bishop McNamara H.S., Forestville, MD 2014-May 2015
- Responsible for coordinating mass emails
 - Recorded meeting notes
 - Wrote society newsletter

WORK EXPERIENCE

- Team Member** Chick-fil-A, Austin, TX 2015-Present
- Multitasked in fast-paced, high-stress environment
 - Maintained friendly demeanor to all customers
- Scorekeeper** Catholic Youth Organization, Washington D.C. 2010-2015
- Recorded un-bias score and managed time for Rookie and JV league basketball games
- Private Dance Tutor** Joyful Motion Dance Company, Greenbelt, MD July 2014
- Consulted with professional dance company as private tutor for incoming troupe members
 - Supervised young dancers (ages 2-12) and taught classes

RELATED VOLUNTEER WORK

- S.E.R.V.E. Austin** St. Edward's University, Austin, TX Sept 2015-Dec 2015
- Tutored children (ages 6-16) in English studies
- LSF Peer Tutor** Latino Student Fund, Washington D.C. Sept 2011-Sept 2014
- Tutored children (ages 6-16) in English studies

11209 Deer Leap Ct
Beltsville, MD 20705
20 April 2016

Michelle Chen
Hiring Manager
1385 Broadway, Fifth Floor
New York, NY 10018

Dear Miss. Michelle Chen:

Please accept my application for the Intern position assisting the Academic Division of Bloomsbury Publishing advertised on bookjobs.com. I am currently an undergraduate English Writing and Rhetoric student at St. Edward's University (expected graduation date May 2019) on track to becoming a professional editor in the publishing world. I am eager to bring my writing and various administrative experiences to the intern position as well as gain new skills and learn about the academic publishing industry for specific subject in the humanities, social studies, and arts.

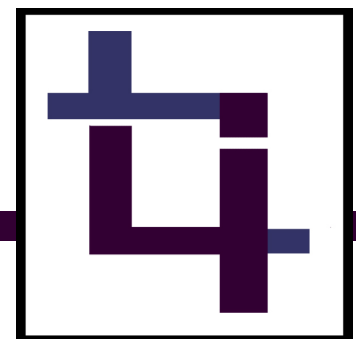
As an undergraduate English Writing and Rhetoric major at St. Edward's, my academic courses in Document Design, Revising and Editing, Rhetoric and Composition II, and American Grammar have best prepared and given me the best background in editing. I have added to this foundation outside of the classroom through many extracurricular activities. As a staff writer for the on-campus newspaper and a show host for the on-campus radio station, for example, I know how to produce interesting and effective content tailored for a specific audience. Additionally, such experience has made me adept at conducting interviews and secondary research on various topics. Working alongside a professional editor through this internship is the next step in adding to this foundation.

My extensive work in service and leadership positions have made me a friendly and outgoing person and a resourceful problem solver familiar with navigating organizational procedures, motivating others, and using technology to do so. During my time as President of the National English Honors Society and Secretary/Treasurer of the National Honors society, I was responsible for coordinating mass emails, fundraising for events, and organizing meetings for members. In working with these organizations and others, I have become proficient Microsoft Office Suite (Word, Excel, Power Point), Adobe Photoshop, and social media platforms, such as WordPress, Twitter, Facebook, and Instagram.

As you can see, my many different experiences both inside and outside of the classroom continuously overlap to provide me with opportunities to hone my writing skills and administrative duties. I would like to bring these experiences to the intern position at Bloomsbury Publishing. Included in this application, you will find my letters of recommendation and resume. You can contact me directly through email laura.t.irwin@gmail.com. Thank you for your consideration; I look forward to hearing from you.

Sincerely,

Laura T. Irwin



TO: Dr. Unger
FROM: Laura Irwin
DATE: 20 April 2016
SUBJECT: Visual Identity Analysis Memo

When I first started working on my project by creating a mood board I had a very minimalist style that I wanted to portray in my logo. My Pinterest research led me to a variety of different minimalist logos that inspired me in different ways. Initially, I intended to make my logo a simple wordmark with no additional ornamentation or pictures. However, as I came to actually create my piece it began to evolve into something much more distinct from the wordmark I had visualized. This was due in part because I didn't believe that my name was enough of an explanation or was representative enough for my audience. Because I want to direct my logo to potential employers in the publishing and editing world, I believe my logo needs to illustrate my professional interests in a creative way.

This rhetorical need developed into my transition from a wordmark to a pictorial mark for my logo. I decided that I wanted to reach my audience through a picture representative of the action of editing or at least some well-known symbol in the editing world. This led me to the "Noun Project" where I searched pictures such as "notebook," "pencil," "pen," and "editing." All of the results didn't satisfy me because they were far too complex and began to steer away from my minimalist desires. It was then that I stumbled on the "crop tool." While I didn't normally associate the "crop tool" with the kind of editing I'm interested in, I still felt it was appropriate enough for my logo because it is still a representative and popular image of the editing world. I was also drawn to the image because it looked like a blend of my initials: L and I. I decided that this similarity was enough to scrap the pictorial idea and allow my project to evolve into a letterform.

As for the color choices and typography within my logo, I can honestly say that these were two decisions that remained the same throughout this entire process. When I first created my mood board I definitely wanted to have a few mauve colors incorporated into the piece. Although I thought I was going to incorporate more blue and/or grey, I chose the dark maroon and matte navy blue because of their symbolic significance to me. As for the typography, I had always wanted a sans serif font and to incorporate one into the crop tool was easy and convenient enough. I decided to stick with "Kannada Sangam MN" after trying out "Impact" because it felt it was easier to manipulate and incorporate into my sample documents.