

Brief written by me

My client (Alexandra Sears, a good friend of mine) would like a personal brand to reflect all/most of her interests and what she does. She likes to draw, write, read, sketch, loves vintage equipment etc. My task is to develop a brand and a postcard that she can hand out to people or to distribute with pieces of artwork that she may sell. My goal at the end of this project is to create a solid idea and develop it further to a final personal identity that she's happy with and can be worked with in the future when required. Also the personal brand should be something that reflects her personality and interests and preferably something that won't be changed in a year or so. She wants something that can be developed later down the timeline and still look amazing in 4/5years time.

Name: Alexandra Sears

Interests: Art, art movements, drawing, sketching, books, vinyl, movies, film, Halsey (singer), Harry Potter. [See sketchbook for more]

Colours: Midnight blue, purple/blue, yellows, gold, white, black.

Preferred fonts: One initially shown when demonstrating the typography experiments *edit* later used in Planet Sears final piece.

Brief and Brief Change

After the initial meeting, I was told that the client was quite open to ideas and wanted a simple idea as well as something quite hand-made. For the simple idea, I chose a really cool script font and before I had the chance to process those ideas into reality and develop a hand-made postcard piece and a logo, my client decided to go with the name 'Planet Sears' to better sell herself. I thought the name was a brilliant idea and has been an idea that's been in the back of her head for some time. The whole purpose is to create a logo that she can use on her social media and have a postcard/business card to hand out to people. 'Planet Sears' should be about her and everything she loves like writing, reading, drawing, painting, artist research etc. And the branding should reflect that, whilst still retaining the much **needed** personal level as I feel an artist that's going freelance like herself, needs!

As my initial ideas were to keep it simple for one and more hand-made, hand-crafted feel for the second, I chose to stick with this and the client agreed with me. She said she wants to see a simple idea that's straight to the point on the postcard, a little identification she can use on social media etc. On the other hand, she said she would like to see a more hand-crafted/vintage style postcard that's like the simple idea, but with added extras and effects to bring it to a personal level. She would like to see both to help with the decision of a path to go down. I think already before starting the development on this brief change, she should go down the hand-crafted/vintage look.

Throughout development, I will try to retain a script/serif font used on the very early ideas before the brief change to keep that personal level already set as she really liked those. That way I'm still using original ideas as research to help me greater.

Ideas:

Vintage poster style with her logo and old fashioned fonts for the postcard. Midnight blue and yellow.

A colourful logo that reflects a planet with books, paper, pens, pencils, paints, splashes etc. All flooding from every angle of the planet's surface. See sketches for details.

Something simple, 2-3 colours, reflects a planet shape but has hollowed shapes for books, pens, pencils, paints, posters etc. And retain a serif/script font for added personal level.

Design Feedback – “Planet Sears”

I sent the initial proofs to the client via Facebook Messenger instead of email as she is widely accessible through there as opposed to email. This not only allows me to communicate with the client more often but allows me to have instant conversation, great for feedback. I did start communicating with my client via email but I felt the need to private message her to discuss things further, trying to keep things professional whilst discussing ideas away from any personal conversation.

Quotes:

“Holy moly! That's awesome. Although my usernames and stuff are all in small caps. And I've changed my website name thing to planetsears also haha. Just changed it on everything”

“Yeah it's awesome, the font is awesomesauce. Quirky like me. I love it. So awesome.”

Alex really loves the colours used as it has the Harry Potter feeling, one of her favourite book series, and she likes midnight blue as her colour choice. She loves the items on the front option 2 and thinks

the textured appearance on the planet is awesome. Also, the font used on the main “Planet Sears” text is ‘quirky like me’ as she said. She wants to see how I get along developing it further and anything else I come up with but as a design, she’s quite happy to go with it and go to printing.

From this I was able to progress with this idea and begin the development stage.