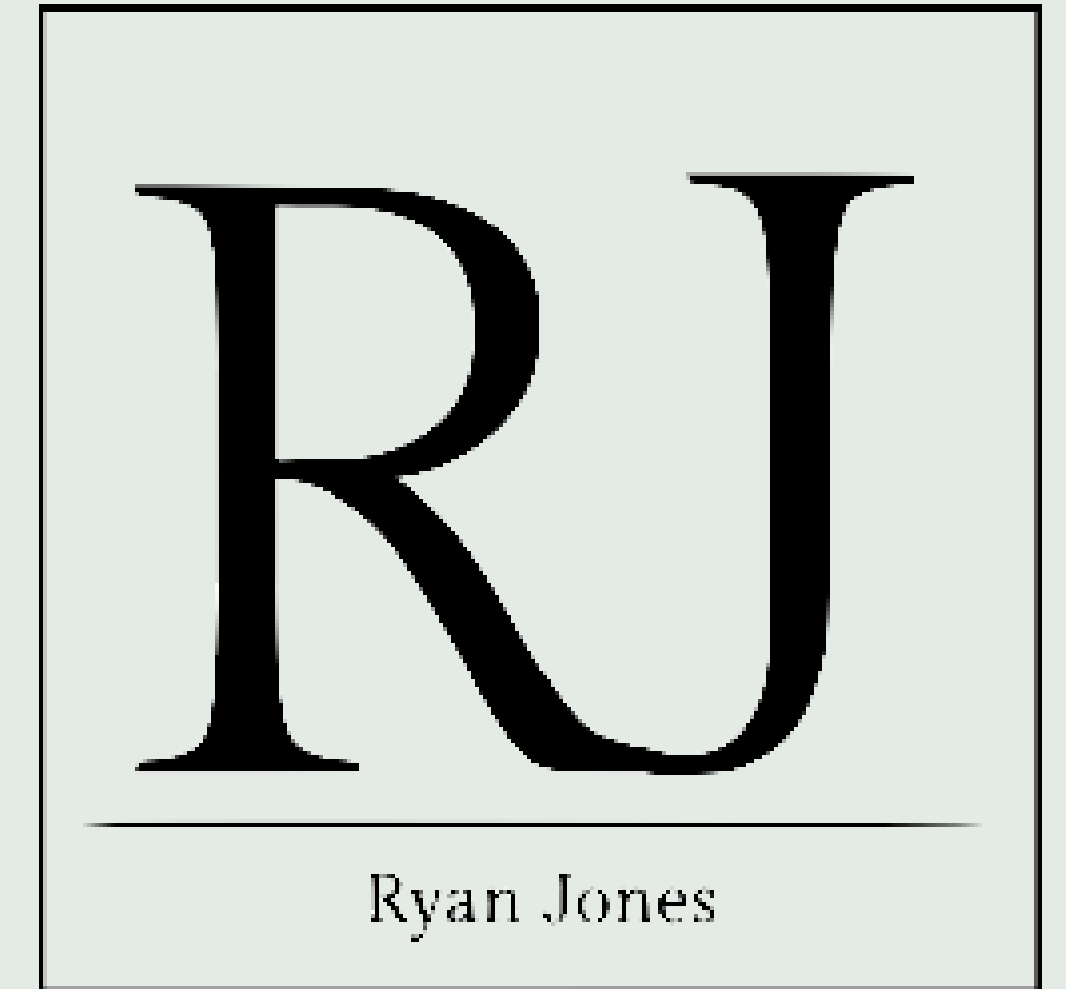


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BRAND GUIDELINES

Ryan Jones



Content

Throughout this branding suite, you will explore the key components of Ryan Jones's personal brand.

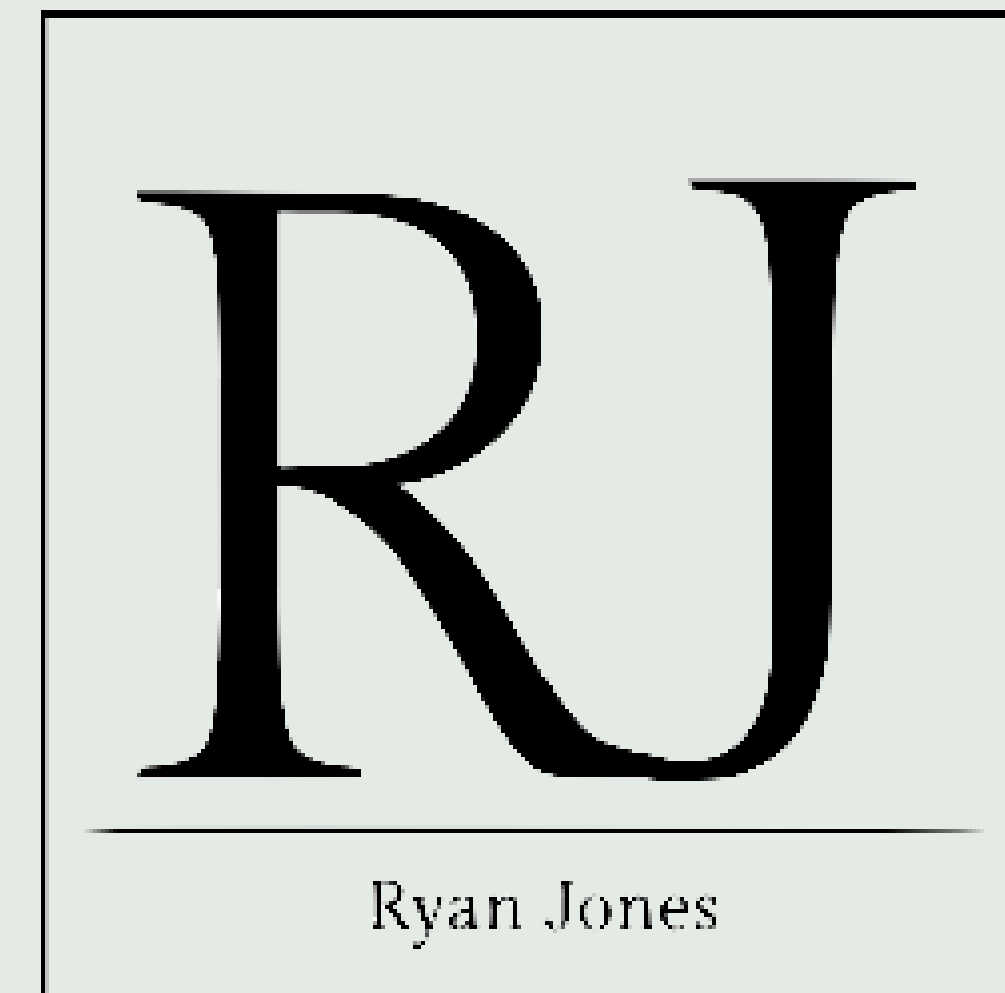
1. Creative Brief
2. Logo & Variation
3. Palette & Variation
4. Typography
5. Theme
6. Business Card
7. Resume & Cover Letter
8. Envelope

Creative Brief

Logo

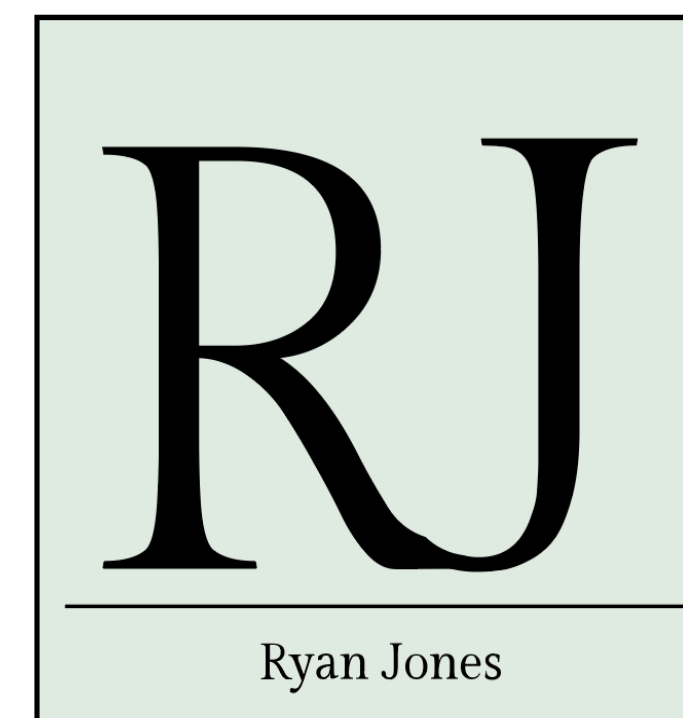
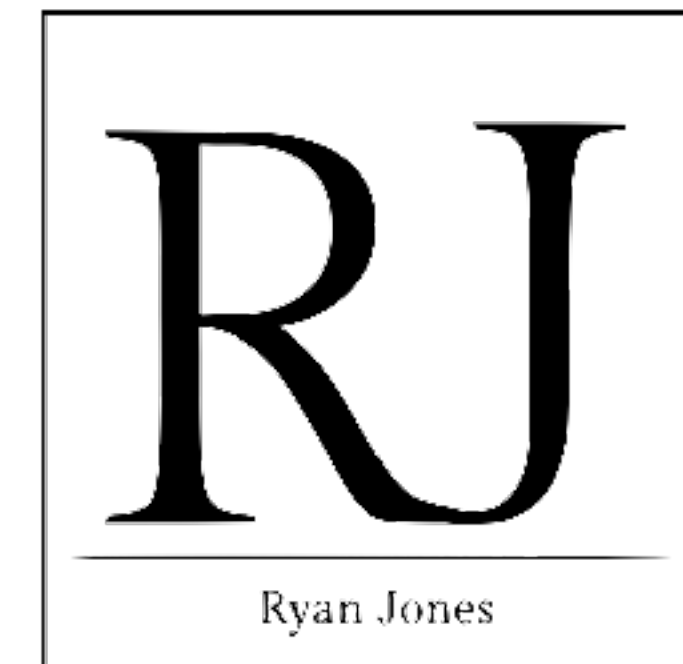
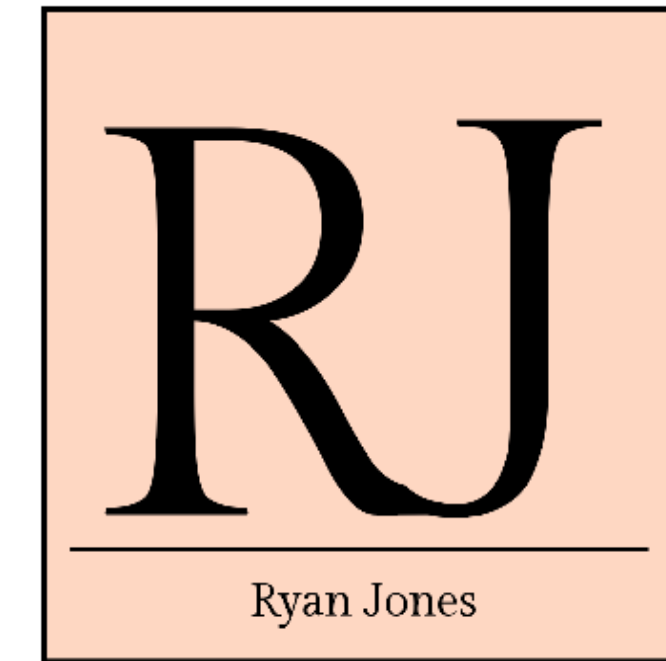
When I sat down to create my logo, I knew exactly what I wanted to do. When I was younger, I always wanted my signature to be a connected R and a J - my initials.

I knew my logo would be simple because I believe my brand is very simple and classy. I love classics and how classics will withstand the test of time. And I hope the same for my brand.



Logo Variation

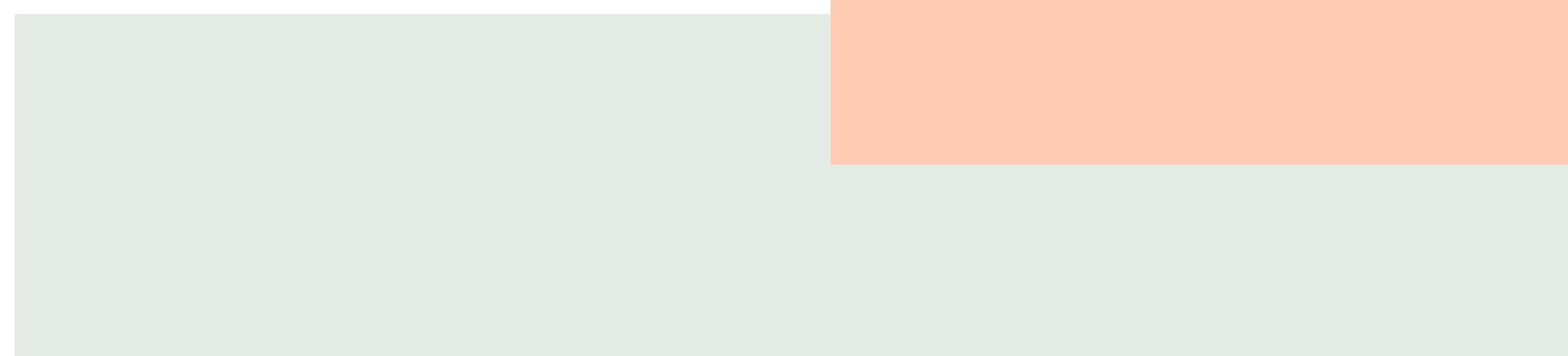
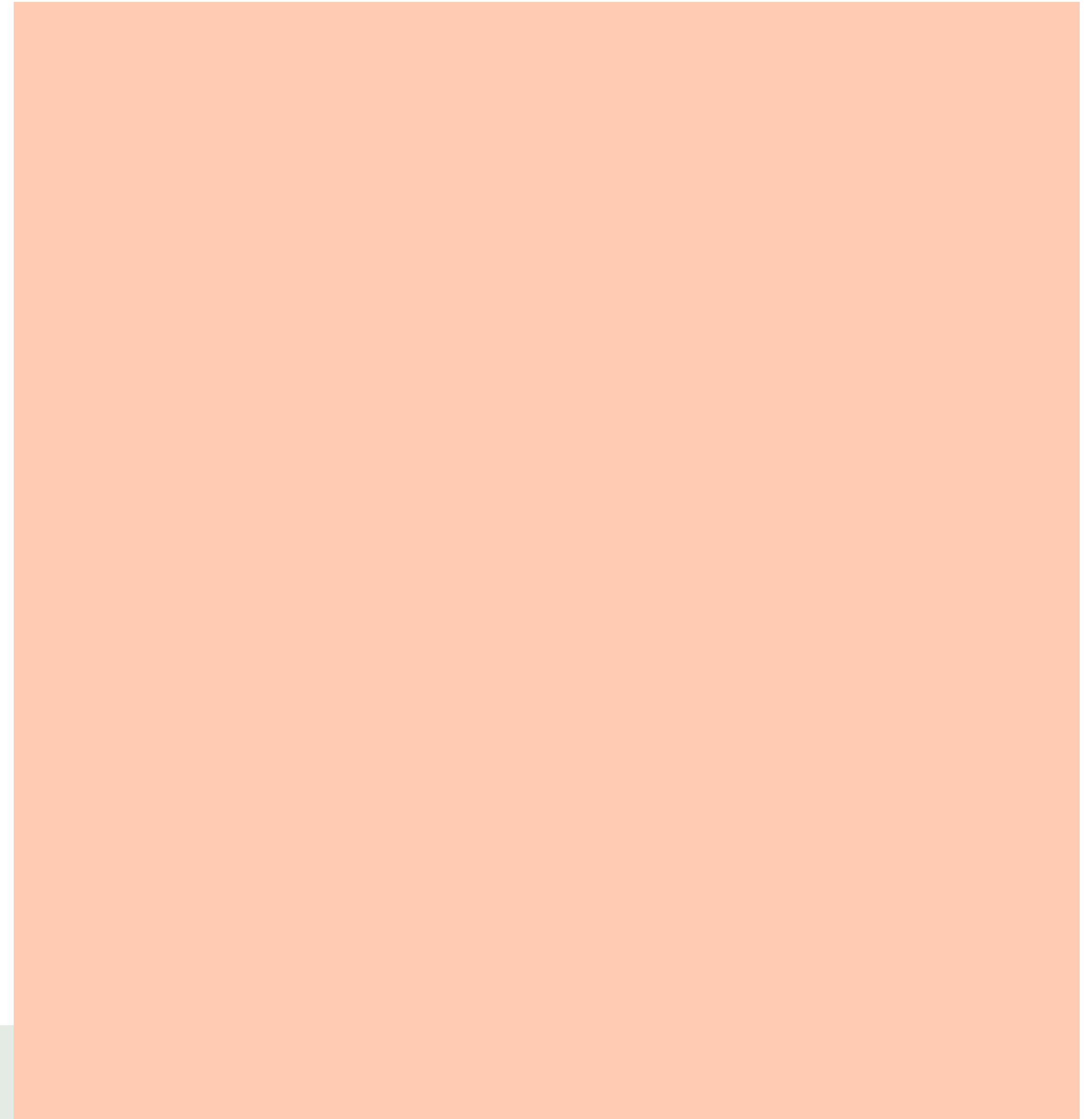
I used my color palette in various arrangements to have options for my logo while keeping true to my branding.



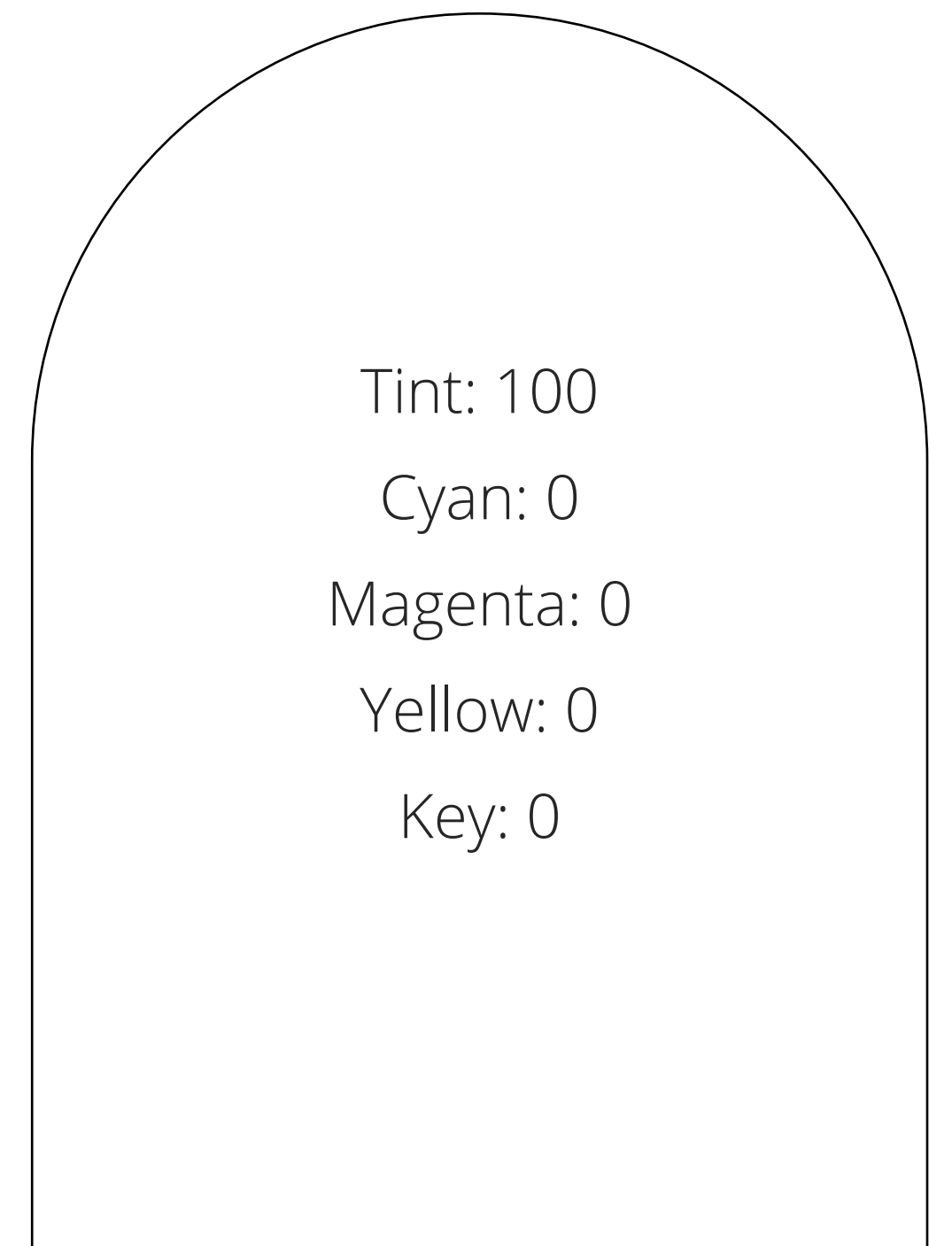
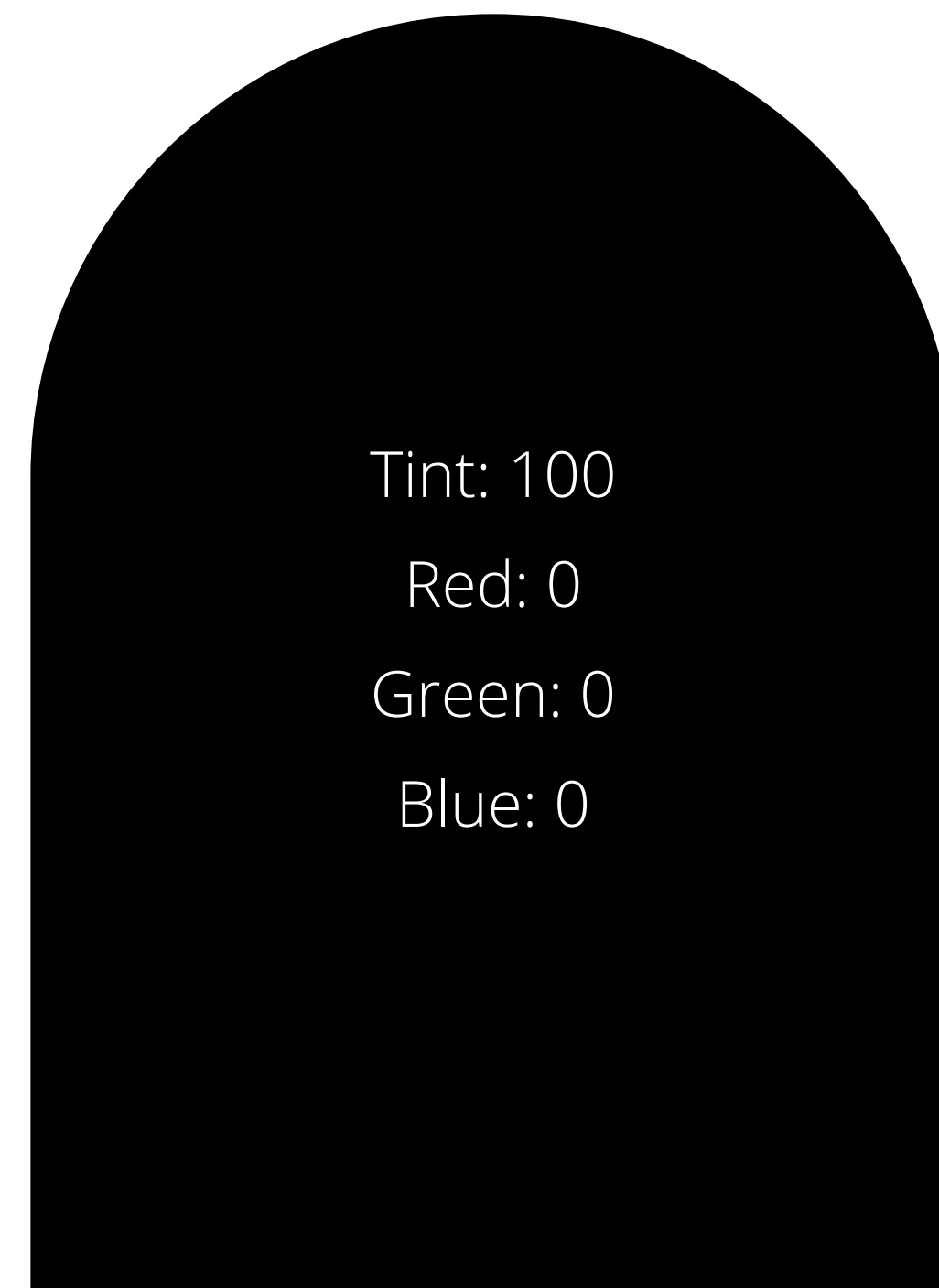
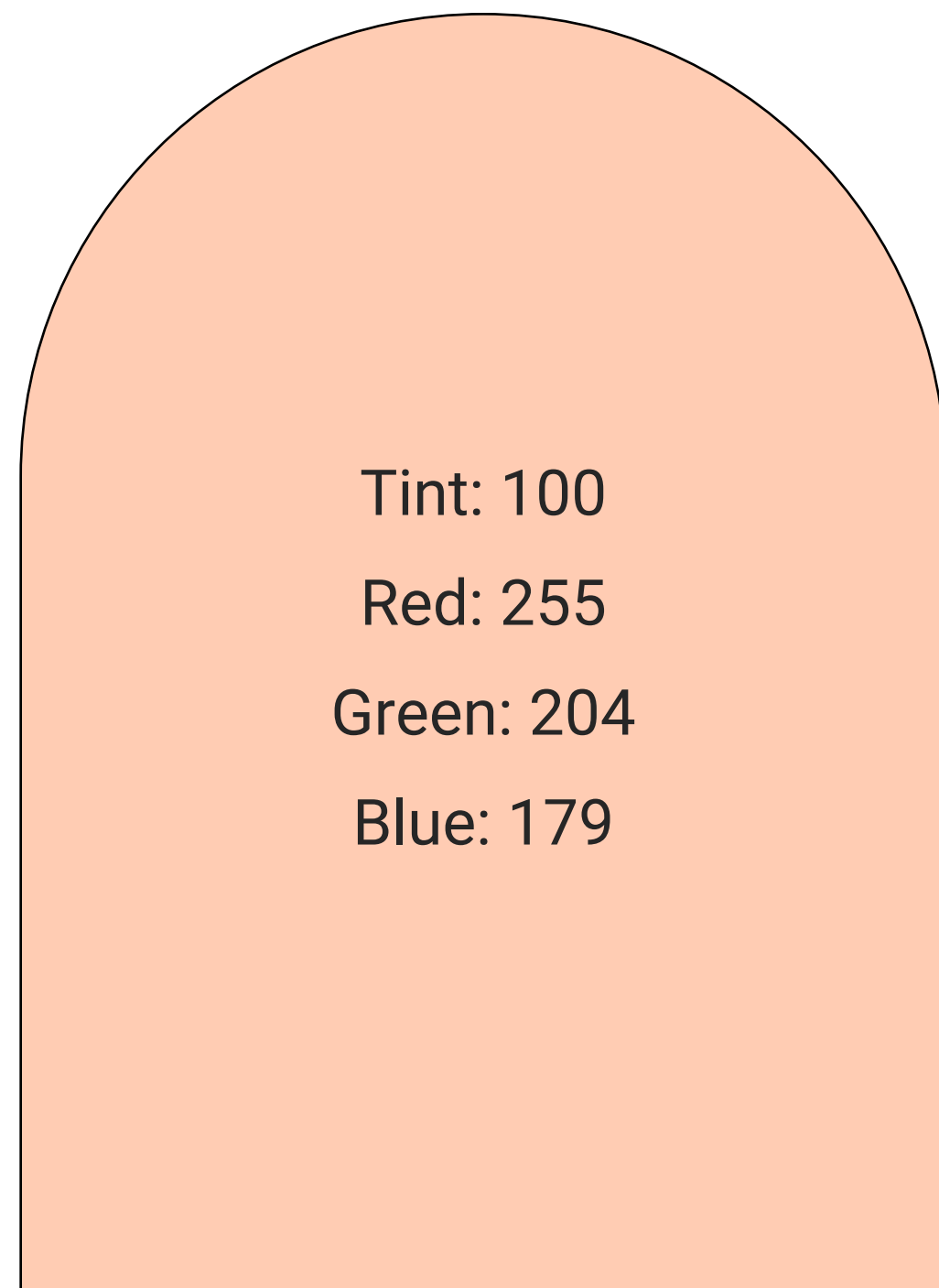
Creative Brief

Palette

I chose a sage green and a pink blush for my color palette because they are complementary colors and are on opposite sides of the color wheel. So I knew these two colors would go well together. I also wanted to choose these two muted colors because, similarly to my logo, I want my brand to be simple and subtle. I also needed two primary colors, so I chose black and white.



Color Palette



Typography

Gilda Display

I chose Gilda Display because I believe it looks classy and timeless, which coincides with the message I've wanted my brand to send.

Open Sans

I chose Open Sans as my secondary font because I believe it is a nice contrast with Gilda Display. Open Sans is very light, fun, and young - which is part of my personal brand because that relates to my personality: I am classic (Gilda Display) yet young (Open Sans).

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ

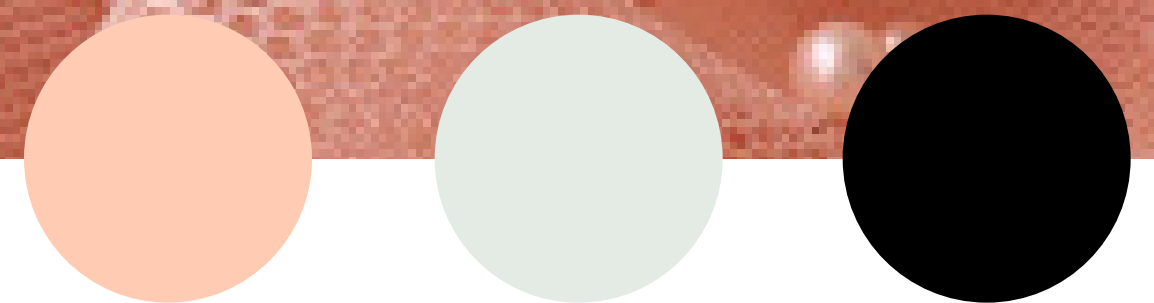
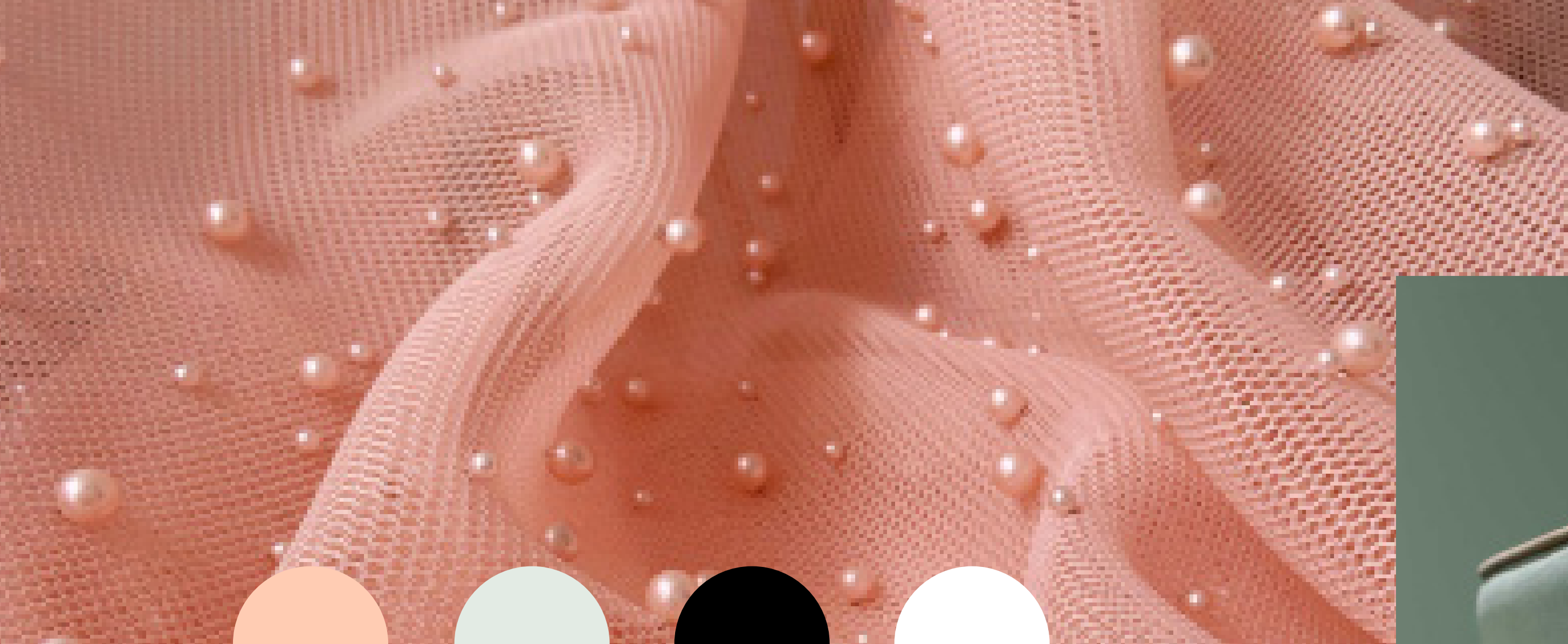
abcdefghijklmnopqrstuvwxyz

1234567890

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ

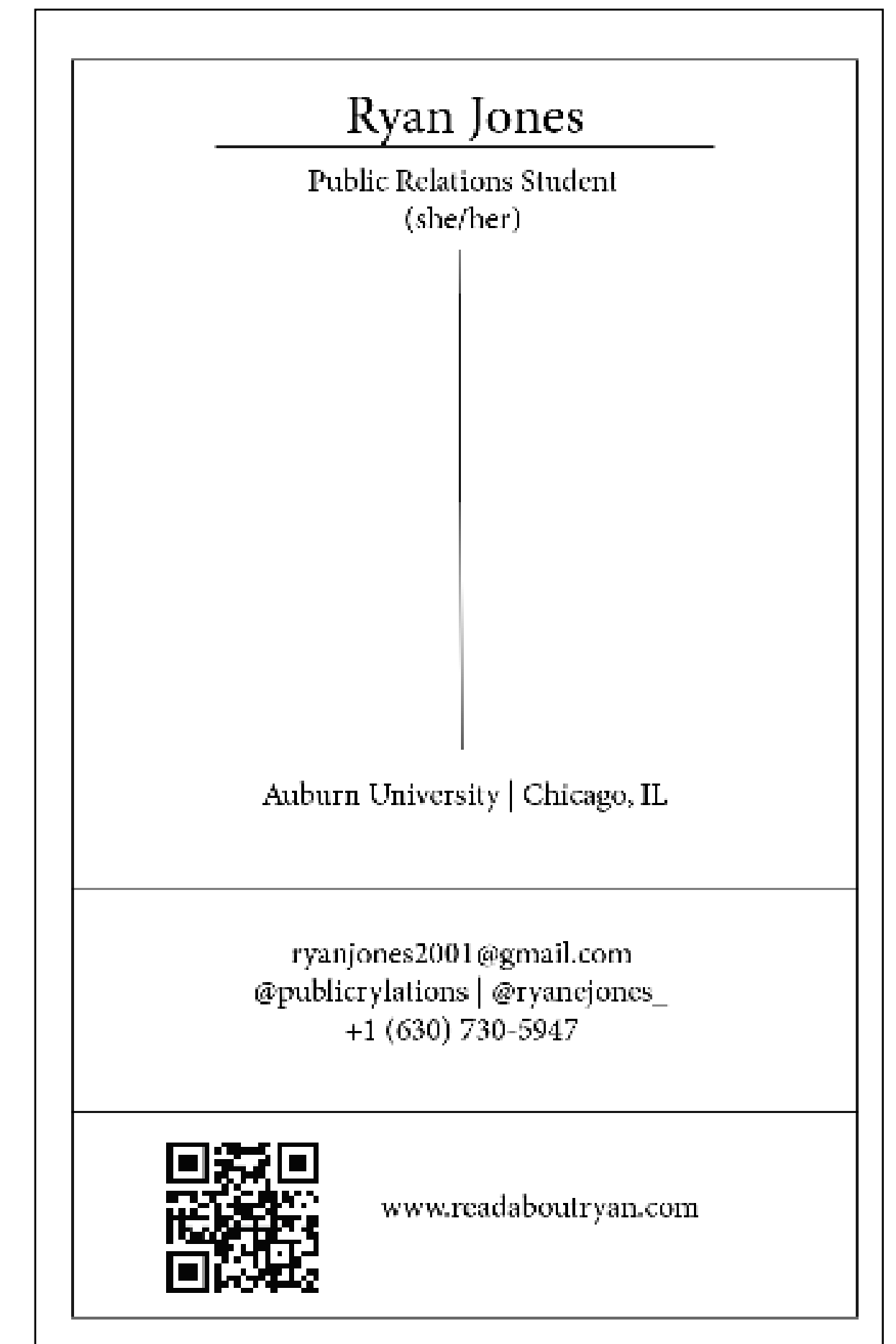
abcdefghijklmnopqrstuvwxyz



Theme

Business Card

I incorporated my logo on the front of my business card to keep it clean and simple. On the back, I wanted to keep it clean as well while having all of the important information on it. I have my name large at the top, my status, my pronouns, my two locations (Auburn University and my hometown), my contact information, and a QR code to my website with the URL to the right.



Resume & Cover Letter



Ryan Jones

630-730-5947 · ryanjones2001@gmail.com · she/her

[Website](#) · [LinkedIn](#) · [Public Relations Instagram](#)

Education

Auburn University Aug 2019 - May 2023

Bachelor in Arts; Public Relations

- GPA: 3.75/4
- Recipient of Dean's List Academic Achievement Acknowledgement
- Relevant coursework: Social Media and PR, Multimedia Writing, Strategic Communication, Digital Marketing, International PR, PR Campaigns, and Style and Design in PR

Minor in Human Sciences

Related Experience

POWER MOVE MARKETING Sept 2022 - Present

Account Assistant

Remote

- Developing digital content to grow clients' online presence
- Strategizing and conducting media research
- Creating content for clients' social media pages
- Finding, reaching out to, and negotiating with influencers to participate in clients' campaigns

GROVE COMMUNICATION

May 2022 - July 2022

Press Assistant

London, England

- Monitored emerging social media, culture, and fashion trends
- Updated press reports feedback, and send out and follow up with journalists on press requests
- Called press desks for information on upcoming shoots and news focuses
- Acted as first point of contact for PR inquiries

TIFFANY & CO.

Nov 2021 - Jan 2022

Client Advisor

Oak Brook, IL

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Leadership Experience, Involvement and Awards

BEST BUDDIES

May 2020 - Present

Public Relations Director

Auburn University

- Creating graphics, videos, and images for important events to be posted on social media
- Liaised between Executive Board and active members

THE OAKS AGENCY

Sept 2021 - Dec 2022

Account Manager

Auburn University

- Developing social media presence for our clients
- Acting as messenger between the agency and our client

SOCIAL SORORITY

Feb 2021 - Dec 2021

Director of Alumnae Network

Auburn University

- Organized events for current members, alumnae, and their families
- Created a chapter newsletter



Dear ____ Hiring Committee,

I am Ryan Jones, finishing my final year at Auburn University, pursuing a degree in public relations. I am originally from the suburbs of Chicago. I am seeking a career in public relations after I graduate in May because I love people. I love to learn people's stories. My love for stories includes brands' stories. I love to share product and brand differentiation with the public. I am also pursuing a minor in Human Development and Family Studies. I minored in Child Development because I love learning why people are who they are. This, in turn, drew me closer to my passion for Public Relations because I love understanding why people are attracted to specific campaigns and buy what they buy. My favorite classes are the ones that explore digital marketing and strategic communication.

I have experience with luxury retail at Ralph Lauren and Tiffany & Co and experience with communications at Power Move Marketing, Stafford Communications, and Grove Communication. With these jobs, I have gained knowledge in Excel, Google Drive, Outlook, influencer marketing, outreach, pitching, and customer service. I have also gained knowledge through my experience in leadership roles, such as the Director of the Alumnae Network for my social sorority. I had to learn to stick within a budget and please a large group of people when planning two parents' weekends and three social events. My previous experience in luxury retail and customer service, content creation, public relations, and event planning has created an excellent foundation to find my dream career.

My passions for fashion, travel, lifestyle, and wellness have inspired me to find a career that encompasses all. Having many passions aligns me perfectly with a company with many passions and aspirations.

After going to college over 700 miles from my hometown, I have learned how to thrive in an unfamiliar area. That knowledge has only expanded in my time working and living in London. I have learned how to learn from and get along well with a group of people who have lived their whole lives halfway around the world from everything I knew. I have gained unmeasurable skills on how to prosper away from home. The most important lesson I gained was that we are all more alike than different.

Being able to work for ____ will allow me to explore and work in a new city. I would love to learn more about the advertising market from co-workers while bringing in the knowledge I have accumulated over the last four years and two countries.

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Ryan Jones

Envelope

