



**BRAND  
IDENTITY  
WHITEPAPER**

**CLIENT** Michael Salamon  
**PROJECT** Brand Identity Package  
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**DESIGNER** Carly Dutch-Greene



Carly Dutch-Greene  
design@carlydg.com  
608.444.8063  
www.carlydg.com

# WHITEPAPER #3

## ***Reflection***

Looking back at the process of creating my personal brand identity I get an overwhelming feeling of uncertainty. I feel like there is so much I forgot to do that I either wanted to do or didn't even think of doing. I think of myself as an immensely confident woman, in life in general but particularly in my design work. This project has made me question myself and my abilities. It caused me to compare my designs to others in a way that I have not done in the past. Perhaps it is because the project was about ourselves and our designs in the most raw and real form.

Overall I am pleased with the way my package turned out. I had an awesome time making it but I do think that my uncertainty about my logo design caused me to not do the rest as well as I could have. I *thought* that my deliverables were well done (when thought of as prototypes). Finding out from you (my professors) that you would rather us make one extremely well made deliverable than have us create all the items that we wanted to have in our package was kind of a slap in the face. Maybe I knew that to some extent. But to be honest, I was pissed. I wished you guys had told us more details about the project. But... if you had, I know I wouldn't have learned as much. Thank you.

I digress -- I think I have a solid concept, and undoubtedly a strong point of view. My personal design aesthetic is apparent but can be much stronger. Seeing my peers

personal brand designs gave me some serious feels. I hate comparing, but how can you not. One would have to be entirely free from ego and I am pretty sure that no one in the design program has reached that enlightened state. That being said, I want to change everything. Nope, wait, I want to change nothing. Maybe some shit. I don't know. I have always had this overwhelming need to be unique. I hate being copied and I hate copying others. A few people made some really sick shit. But I, none-the-less, felt that I liked mine more. With refinement and development of my skills, I will be able to make my brand identity even better.

## ***Revisions***

Business cards have been a huge focus of mine on this project. I hand crafted each of the ones that I presented to you. Making tons of different versions until finding the perfect paper, font, kerning and color. The next step for me is to find the perfect printer, which has proven to be a challenge. Finding one that does hot foiling and painted edges is more difficult than I thought. As I write this, I then think about the other students who have similar designs and color palletes. Now I start to think, "maybe I should just change everything". Which pisses me the fuck off. Why do I give a shit? No really, why?

## THINGS I WISH SOMEONE HAD TOLD ME ABOUT BEING AN ARTIST :

1. Don't compare your work to others, only your new work to the old.
2. You don't have to go to art school, but doing so can get you further, faster.

Ok, so I just went off on a total tangent and read a bunch of inspirational quotes about design, comparison and self-doubt. (yeah, I know you guys are wondering why I am so emotional about all of this- or maybe you understand completely) I found a few that have actually made me rethink and reconsider everything I have written so far. I will post some at the end.

Back to the revisions.

I want to either figure out how to have a folder made or just perfect the way that I make it. The one that I turned in was crap, unintentionally though. So that needs to be changed. I do really like my circular resume, I think it shows a lot of skill. There are some parts I do want to reconsider, to make it fit in with my brand identity even more.

My website took a long time to make, I hard coded the whole thing and I am so damn proud of it. After speaking with Michael, I realized I need to do some more things to relate it back to my brand. As far as my leave behind goes, I created a custom embossed moleskin notebook. I think it is a great leave behind but I am not entirely sure that it is representative of my brand. I came up with the idea of doing a laser cut wood version of my mandala early on in the process. Someone else in the program had a similar leave behind to that, so I may need to rethink that. I deffintely have some brainstorming that needs to be done.

3. Someone, somewhere will love what you do (and pay for it). Find them.
4. Really good work takes a really long time to make. Be patient with yourself.
5. Create every single day, even if it's shit. You can't improve on a blank canvas.

## ***Inspiration***

“Branding is what people say about you when you're not in the room.” - ***Inkredible Art***

“There is nothing noble in being superior to your fellow man; true nobility is being superior to your former self.” - ***Ernest Hemmingway***

“Design is about principles. Art is about feelings.”

“Make no comparisons. Keep your head down and do your own thing.” - ***Torrie Asal***

“We either make ourselves miserable or we make ourselves strong. The amount of work is the same”