

# CREATIVE BRIEF

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## PROJECT OVERVIEW:

The brand reflects my value on professionalism and creativity while highlighting the beauty of simplicity.

## COLOR & FONT:

The color navy blue is often associated with calmness, composure, and stability, traits I hope to display in my daily and professional life. Timeless, and paired well with anything, the color choice displays my versatile work style and ability to seamlessly collaborate with anyone. For fonts, I chose to stay consistent in the simplicity of my brand. The font, Turbinado Pro, appears to be handwritten, while still maintaining a polished and refined look, indicating the personal touch and creativity I implement in my daily life. I paired this with the fundamental and well known, Serif font, to clearly reflect professionalism and modernity.

## THEME & AUDIENCE

The brand presents a timeless yet memorable theme, with an authentic, hand drawn logo. It appeals to the general public, business professionals, and potential employers.



# BRAND GUIDELINES

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## LOGO:



## FONTS & COLORS:

C: 100%

M: 90%

Y: 34%

K: 25%

#162e60

Heading: Turbiando Pro  
Body Text: The Youngest Serif



# EMILEE AUKAMP

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## EDUCATION

Auburn University | College of Liberal Arts  
Bachelor of Arts in Public Relations

## INVOLVEMENT

The Auburn University Oaks Agency  
September 2021 - May 2024

- Graphic Design Committee

Public Relations Student Society of America (PRSSA)  
September 2021 - May 2024

Auburn Fashion Design Photoshoot Assistant & Model  
December 2022

## WORK EXPERIENCE

Hound Media House  
May 2023 - August 2023

- Public Relations Internship
- Responsibilities included: Utilizing Square Space to curate a website that aesthetically reflected the company and its overall vision, attending biweekly meetings with the founder, and creating an editorial calendar and brand kit for the company.

Landmark Properties  
September 2023 - Present

- Community Ambassador
- Responsibilities included: scheduling and conducting tours around the property, planning community events, generating new leads, and promoting the community on social media.

Freelance Video Editing  
October 2023 - Present

- Responsibilities included: creating and editing a stylized music video for a client while participating in content assessment, audio enhancement, client collaboration and feedback implementation.

## SKILLS

Adobe Creative Suite; Illustrator, InDesign & Photoshop

Microsoft Office Suite

Social Media Management

Online design platforms; Square Space, Canva & Adobe Express

Responsible Conduct of Research (RCR) Certified



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October 10, 2023

Dear ....

Sincerely,

*Emilee Aukamp*



*Emilee Aukamp*

PUBLIC RELATIONS SPECIALIST

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AUBURN, AL

*Emilee  
Aukamp*

**EMILEE AUKAMP**

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