Personal Brand

ArtDaze by Emily Howard

www.artdazenc.com

Brand Development

Given that I already have an established business, I decided to expand upon my brand identity. For several years, I was more or less flying by the seat of my pants when it came to branding, constantly changing fonts, colors, and styles. This project motivated me to really nail down the exact style of my brand, all the way down to actually having specific hex codes. I created a brand kit for ArtDaze so I can easily refer to what I need and then applied it throughout my site by color correcting and font correcting. I also created a mood board with some of my work, projects I've designed, and pictures I feel represent the vibe of my brand. I also reworked my TeachersPayTeachers account to fall under the ArtDaze brand, as it wasn't previously, and linked it to my site to hopefully drive some traffic there, as well. For the longest time, ArtDaze has also been all about experiential services I offer to others, but this class has really made me want to push more into design- the best place to start was with my own business.

brand identity

Colorful, fun, personable

My main typeface is a retro-inspired font with a lot of private use characters for fun swashes and flourishes

Consistent color palette

Lots of pastels with a deep periwinkle to offset and provide contrast.

Merch design

Developing a line of merchandise which I can wear as a uniform

Multi-faceted offerings

Workshops, summer camps, parties AS WELL AS design services and commission work

logo and submarks

LOGO

SUBMARKS

typefaces

Mogan

HEADINGS

A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

LEAGUE SPARTAN

SUBHEADINGS

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

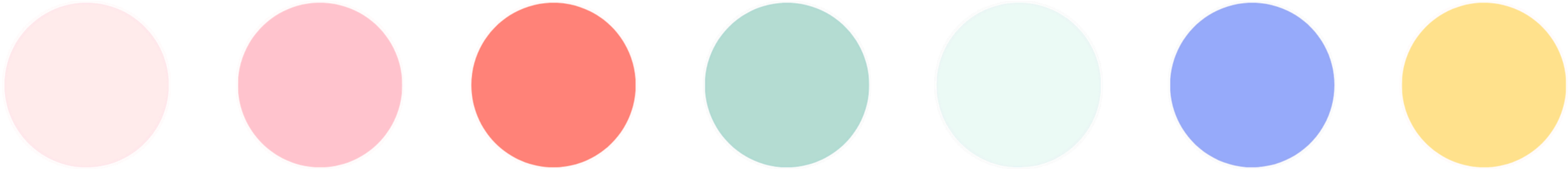
Avenir

Body Copy

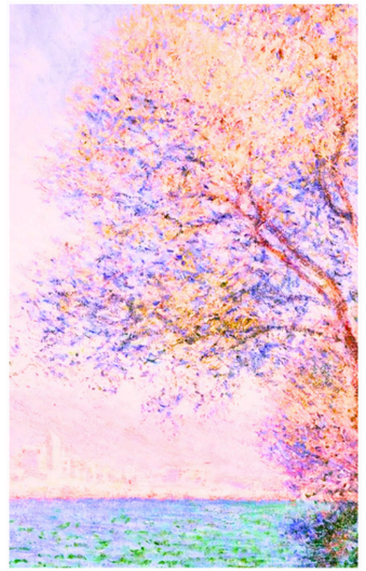
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

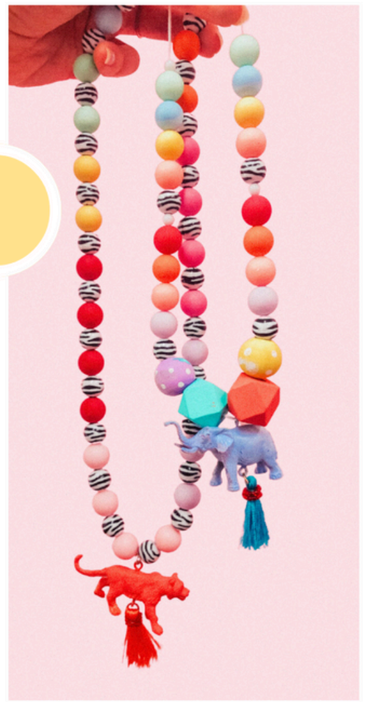
a b c d e f g h i j k l m n o p
q r s t u v w x y z

color palette with hex codes



mood board





merch

Happy Camper
Art Daze
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Happy Camper
summer camps @artdaze
Art Daze

Further learning and goals

- Some animation
- Textile design
- Development of commission page
- Develop educational materials for frameworks of camps (similar to my TeachersPayTeachers, but for business owners)