

Weekly Facebook Posts: Marie Rapin

Client Profile: Marie Rapin
Facebook Posting
Angeline Designs

Service:

Visual branding designer
Visual branding packages
Creates visual brand identity
Tracks the entire brand identity process

Background:

Fine Arts
Art Director
Style and Fashion
Graphic Design
Worked for leading brands

Competitors/Inspiration:

Maria Wendth
Mike Young

Target Client:

Entrepreneurs
6 figure businesses

Example 1

Monday

Topic: In the news of Brand Identity/What's Trending

Link:

<https://thehill.com/blogs/blog-briefing-room/news/423141-fast-company-names-ocasio-cortez-campaign-best-branding-of-2018>

We've all heard about branding and visual identity for companies, whether it's a major fitness brand or a retail chain. However, brand identity design is equally important when it comes to

personal branding! The process behind building a personal brand is just as comprehensive as creating a brand identity for a larger organisation.

Alexandria Ocasio-Cortez is a great example of this. Part of the reason behind the success and virality of her Democratic congress campaign in NYC was her amazing branding! From color palette to visuals, her brand identity is fresh, engaging, and lively, and communicates her style perfectly.

Her competitors definitely didn't place as much emphasis on building their visual brand identity, and I love how Cortez's website and collateral all reflect a consist message and personality. Check out the purple theme and strong font [on her website!](#) Creating a personal brand identity is one of my favorite project briefs, especially when it comes to making an impact with my graphic designs.

Tuesday

Topic: Report/Findings/Research/Reviews

Link: <https://www.fastcompany.com/90277593/the-best-and-worst-branding-of-2018>

Now that 2018 has passed, of course there have been plenty of round-ups and reports on the "best and worst" of just about everything that happened last year - including branding campaigns!

While we all love to look at the best examples, and take inspiration from them for our own creative projects, it's also important to look at the unsuccessful ones so we can learn from these as well. Think of it as a "what-not-to-do" guide!

P.S. A great tip - if you're going to use bad grammar as part of your brand identity, it's going to need some pretty amazing visuals to make up for it!

Wednesday

Topic: Call to Action

First of all, can I just give a massive pat on the back to all those awesome new small businesses who absolutely smashed their Christmas marketing campaigns this year? It takes a lot of effort to add a festive touch to your visuals and marketing collateral, all while keeping your core brand message intact. Bravo!

Now that your Christmas campaign is out of the way, it's time to get started on your 2019 roadmap. How can you continue to grow this year with an eye-popping bang? Maybe with a website refresh? A logo redesign? Has your company or business evolved over 2018, and it's time to reflect this in your visual brand identity?

Whether you already have a clear vision in mind or need some guidance on how to improve your design image, send a message my way on Facebook so we can get a conversation started! I'll be taking on new clients throughout 2019, and have an exciting new website launch coming out myself :)

Thursday

Topic: Client Pain Point

When we think of visual branding, we normally immediately think away about the connection it creates between a company, and the company's audience. But having a stable, consistent, and unique brand identity is also really important to help establish something called corporate identity. Corporate identity is all about how employees themselves view the company, and how that impacts internal communications.

If your business has a strong visual brand identity, employees will be able to better understand and align themselves with the company's goals and personality. This translates to more successful outbound marketing, attracts the right customers, and improves employee productivity.

Graphic designers normally like to work with your whole team when designing a brand identity, to make sure that the right message is evoked through the company's visuals and that the messaging remains consistent across all departments. Employees need to be made aware of a company's brand guidelines, and need to be inspired by them too!

Friday

Topic: Educate

Are you a small business or an entrepreneur thinking about hiring a graphic designer to help you bring to life your brand image? Here are 3 tips on how to hire the best graphic designer for your project!

1. What are your goals? The first and most important thing is to know exactly what your business goals are, so you can look for a graphic designer who has helped other companies achieve similar goals through visual branding.

2. What services do you need? Are you looking for website design, logo design, moodboards, creative concepting, a brand refresh, or a complete visual brand design package? Some graphic designers specialise in certain areas, so make sure you choose one who has experience in providing the services you need! If you aren't sure exactly what design services you need at this stage, send me a message and I'll be happy to pass on some advice :)

3. Define your budget. Graphic designers charge a wide range of prices depending on their level, experience, and the amount of time they will need to spend on the project. It's definitely a good idea to have even a rough idea of your budget before starting a conversation with a potential design partner! They normally can always give you estimates too. If you aren't sure of what budget is needed for your project, don't hesitate to get in contact and I can give you an idea!

Saturday

Topic: Case Study (this should be an example of something you have done before, for another brand/company).

This project I worked on with xx was so much fun and a great learning curve!

Sunday

Topic: Quote

It's time for the first inspirational quote of 2019 from the design world!

“A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.”

- Antoine de Saint-Exupéry

This is the perfect thought to start a great year - from both a design and life perspective! We often try to overcomplicate things, but in the end, less is more. Sometimes it takes lots of brainstorming, editing, and choosing between ideas to arrive at the right message - but when you get there, you'll know straight away!

This is especially relevant with visual design and brand identity, which is all about portraying personality and communicating a message in a clear, quick manner. It is also really satisfying for

both myself and my clients when we reach a final result which needs nothing more, and nothing less!

Example 2

Monday

Topic: In the news of Brand Identity/What's Trending

Link: <https://www.latimes.com/fashion/la-ig-wwd-goop-creative-director-20181221-story.html>

Gwyneth Paltrow's company, Goop, was one of the first big companies to join the health wave trend which took off just a few years ago. It's also been one of the most successful. Why?

Branding.

From the website to product packaging, Goop's visual branding image has been consistently flawless. And now she's stepping things up even further, and has brought a branding mogul onto her team to replace her as creative director. She must be pretty busy!

But this guy looks like serious business - he's worked with some major brands like Condé Nast and Vanity Fair, so I can't wait to see what he comes up with for Goop!

Tuesday

Topic: Report/Findings/Research/Reviews

Link: <https://www.smartbrief.com/original/2018/12/8-innovative-logo-design-trends-and-styles-2019>

Want to stay ahead of the game with your branding strategy? When it comes to your logo, here are some of the top trends to look out for in the visual branding world in 2019!

I particularly love the tip about incorporating geometric shapes into logo designs. It really expresses a sharp brand image. And it doesn't just apply to the font either - you can play around with shapes within the illustration itself!

Wednesday

Topic: Call to Action

The New Year is the perfect time to launch a new brand identity! Although the holidays can be a busy time for most businesses, it's still not too late to plan ahead for the beginning of 2019 and start the "look and feel" refresh process.

As a graphic designer and art director with over 18 years of experience working for some of the world's leading brands, I am now working one-on-one with businesses and entrepreneurs to create impactful, contemporary visual brand identities. Send me a message if you're interested in a rebrand, or are just curious about the process!

Thursday

Topic: Client Pain Point

Why do companies seek out professional graphic designers and branding strategists?

Differentiation!

Lots of companies have goals and visions, but don't know how to market themselves in a way which truly expresses their identity. And identity is all about being different - it's what makes your company stand out.

All creative briefs involve reviewing other similar companies, and really discovering what makes your brand different from them. What do you have to offer that no one else does? Visual branding development can dig deep into a business's creative potential and bring exciting possibilities to the surface.

So, how can you differentiate yourself from your competition? What makes you different, and how can you express this visually in your personal or company branding?

Friday

Topic: Educate

link: <https://www.skillshare.com/classes/Beyond-the-Logo-Crafting-a-Brand-Identity/1989648790>

Have you ever heard of a platform called Skillshare? It's an amazing online learning resource, packed with videos about different topics and skills. If you're creative, I would highly recommend checking them out! The first month is free, and all of the videos are created by professionals within their field.

There are lots of videos on design and branding too. If you want to learn more about the process behind creating a logo, check out this video! The designer covers everything from creative briefs and mood boards, to typography and graphic language.

Who knows, maybe I should start making some videos on Skillshare too!

Saturday

Topic: Case Study (this should be an example of something you have done before, for another brand/company).

This project I worked on with xx was so much fun and a great learning curve!

Sunday

Topic: Quote

“Graphic design will save the world right after rock and roll does.”

- David Carson.

Move over rock and roll, and let graphic design get the job done!

On a serious note, though, when you really think about this quote, you begin to realise how much of an effect visual communications can have on the world. How much of our decisions and moods are influenced by the designs, illustrations, and imagery which surround us? Graphic design can cover many art forms, not just the shapes we see on our screens.

I definitely want to change the world with my designs. Whether it's your business's world, or your visual world, that's what I'm all about!

Example 3

Monday

Topic: In the news of Brand Identity/What's Trending

Link: <https://www.dezeen.com/2018/12/17/nobel-prize-rebrand-stockholm-design-lab/>

"If any brand can rightly claim gold as its natural accent colour, it is probably the Nobel Prize."

I love how well the gold uppercase sans-serif lettering defines the prestige and heritage of the Nobel Prize. It's both striking and elegant! This is just one example of how color and font play a central role in creating a timeless brand identity which can be recognised and appreciated by all audiences.

What's your brand's natural accent color? I've talked before about the importance of your website's color palette, and how it can appeal to your audience. Studies have shown that consumers prefer color patterns with a highly contrasting accent color, and when it comes to how you present your brand name, readability and simplicity are key. At the same time, though, you don't want it to be boring, and it still has to reflect your brand's personality and flair!

Tuesday

Topic: Report/Findings/Research/Reviews

Link: <https://www.interbrand.com/best-brands/best-global-brands/2018/download/>

And the results are out! The top global brands of 2018!

As well as their innovative business strategies, the companies who top the charts all have one thing in common - their visual branding is on point. Balancing consistency with creativity is so important in visual communications!

Can you guess who made the list? Interbrand have put together a full report - you can even check out the top brands in individual countries. It's really interesting to see how culture can infuse a brand's visual identity in terms of fonts, color palettes, and graphics!

Wednesday

Topic: Call to Action

Less than two weeks left in 2018! I'm working hard on my new website which will launch in the New Year. So watch this space!

In the meantime, if you're interested in brand identity or graphic design services to boost your business's image and attract the attention of your ideal customers, shoot me a Facebook message and we can chat!

Thursday

Topic: Client Pain Point

link: <https://www.rocketspark.com/blog/importance-logo-your-business-why-do-you-need-one/>

Let's talk about LOGOS, and how an experienced graphic designer can help a brand and company create the perfect one.

One of the most important parts of a visual branding design package is logo creation. Why? Because a brand cannot exist in the customer's mind with one.

Think of a logo as an identity stamp. Before my clients' customers even have the chance to search through their website or browse their products, they will come into contact with the company's logo. This means that a logo acts as the point of contact between company and customer. It needs to be able to communicate exactly what you're all about - and quickly!

Logos are powerful because they have the same effect as symbols and symbolism in people's memories, and incorporate both text and imagery. Logo design is one of the most fun parts of the branding process, and I love to get my clients involved in creating the perfect one.

Friday

Topic: Educate

What are the top 3 most important things to consider before undertaking a visual branding project?

1. The Company's Personality: I love to reflect the company's personality in their visual branding, so that the right message is communicated to their viewers.
2. Target Market Audience: Getting to know a brand's audience is just as important as getting to know the brand itself. Both my clients and the clients' customers need to find the final brand image appealing and relatable!
3. Fonts & Colors: Color palette and font guidelines are central to effective branding. Everything has to be in line with both the company's personality, and their target market's preferences.

Saturday

Topic: Case Study (this should be an example of something you have done before, for another brand/company).

This project I worked on with xx was so much fun and a great learning curve!

Sunday

Topic: Quote

“There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for.”

Milton Glaser.

With every project I have been involved in, my goal has always been to create a WOW effect. I achieve this by mixing creativity, art, a unique approach, and a sprinkle of my own fun-loving personality!