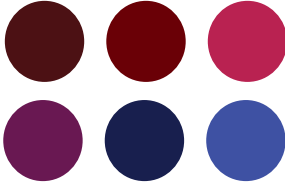

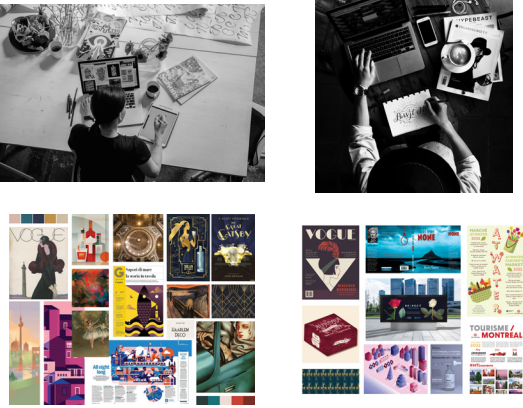


BRAND CANVAS

STORY		SYMBOLS	STRAEGY
<p>NAME</p> <p>Iliyana Yakimova</p>	<p>PERSONAS</p> <p>A local ballet school that offers classical ballet to children wanting to teach them the magic of ballet.</p>	<p>TYPOGRAPHY</p> <p>FUTURA PT</p> <p>JEANNE MODERNO OT</p>	<p>AWARENESS</p> <p>Instagram, Facebook, Bechance, Networking</p>
<p>POSITIONING STATEMENT</p> <p>For small businesses dissatisfied with their current brand identity, my passion in graphic & web design creates a unique story that fits the customers desired experience and makes the business grow. Unlike online fast services for designs, I offer quality spent time on making sure every detail is perfected for your brand to be embedded in customers' minds.</p>	<p>STORYBOARD</p> <p>The ballet school struggles to portray itself as a magical dance school that can unlock childrens' potential and therefore they can't reach potential clients. They understand that they don't have an impactful brand/visual identity to do so. They tried to solve their problem by creating, on their own, a website and a logo using services such as Wordpress or Fiver, but that simply isn't enough to create a memorable, functional and impactful brand identity. One day, they landed on Iliyana Yakimova's web page and they found out that the graphic designer offers a full package of creating a brand identity that can reach clients faster and is more impactful.</p>	<p>COLOUR PALETTE</p> 	<p>SALE</p> <p>Discussion about the importance of graphic and web design, and how it can attract clients and make the business grow. Present this through the awareness channels.</p>
<p>PROMISE</p> <p>Modern & Timeless Designs</p>		<p>LOGO</p> 	<p>DELIVERY</p> <p>Deliver final designs through meeting, and after a thank you note.</p>
<p>PERSONALITY</p> <p>Timeless</p> <p>Modern</p> <p>Elegant</p> <p>Balanced</p> <p>Bold</p> <p>Creative</p>		<p>IMAGERY</p> 	<p>POST-DELIVERY</p> <p>Post in the awareness chanel clients' visual identities.</p>