

College Organization

Final Brand Presentation

05.18.2022

MAT 185 - Graphic Design 3

MiraCosta College - Spring 2022

Professor : Min Choi

Logan Bloch

Design Brief

Name of company (is there a story behind it?): VEC (Virtual Entrepreneurship Center)

Location: MiraCosta College

Year founded: Spring 2021

Size (number of employees + clients): 125 Followers in the Business Department

Main goals or Mission: Help students gain experience and tools needed to run their own business.

Challenges to achieve goals: Setting up Social Media/Channel to attract people.

Services, products, infrastructure: Connecting with a coach, videos, or getting info for becoming an entrepreneur.

Market (audience, clients): Students at MiraCosta

Who are their main competitors? What makes them stand out from the competition?

Online courses like Thrive, HubSpot, and EntireSkills provides courses. It's best to work together with other companies to provide the needs and tools for students to become entrepreneurs.

What will be the central ideas or key messages for the new brand?

Serve entrepreneurs the help needed to get their own business started and built up.

What is this brand's target market (clients, audience)? BE SPECIFIC

People that aren't MiraCosta students can come to learn for resources and learn how to run their own business.

Which attributes will it have (tone, spirit, look and feel)? Use only adjectives.

Creative, Clean, Useful, Fresh, Colorful.

Which elements are you keeping from the current branding as EQUITY?

Communication to provide assistance and supplies needed to educate students on running their business.

Brand Positioning

The Virtual Entrepreneurship Center provides the skills and tools to inspiring students in an educational environment with a motivating voice, helping them feel encouraged and prepped.

Brand Attributes

Culture:

Creative
Mindful
Modern
Growing
Influence

Customer:

Intelligent
Inquisitive
Sharp
Helpful
Speculator
Smart

Voice:

Empowering
Inspirational
Commnicative
Curiosity
Motivating

Feeling:

Inspired
Curious
Enlightened
Admired
Accelerating
Growing

Impact:

Educational
Connected
Involved
Engaging
Attentive
Prepped
Oriented

X-Factors:

- Providing the person the tools and supplies needed to learn to start their own business
- Any type of business the person wants to start up helps give them the knowledge needed
- Helpful for any future entrepreneur
- People would learn the tools to start their own business, and test out supplies until they can get their own



Lewis Crawford

“A good eye for targeting future photographs”

About

Age: 24

Occupation: Photographer

Location: Oceanside, CA

Status: Single

Bio

Lewis has a very good eye for taking really good photography shots. Having taken some photography classes in high school, he’s also played with certain photo-editing programs that helps make the view of the photo clear and concise. Lewis also has a knack for re-touching people’s facial appearances on the photos and color appearance. His idea of his own photography business is to work on his own. He may have an interest in partnering up with other photography businesses on larger projects, or working with people with good photo-editing tools as well. Taking photography classes at MiraCosta, he hopes to use his skills to find resources on starting his own photography business.

Frustrations:

- Seeing the competition of other photography businesses
- Finding the right time, day, and weather for taking photographs
- Unable to edit a photograph for a client

Goals:

- Communicate a business using social media and having an own website
- Have his clients recommend him to others looking for a photographer or photo-editor
- Helping create well-designed and edited photographs

Experience

Social Media



Marketing



Communication



Internet



Planning/Testing



Knowledge



Skills



Personality

Extroverted

Introverted



Sensing

Intuition



Thinking

Feeling



Judging

Perceiving





Tiffany Blair

“People’s idea on what to wear is what I want to create.”

About

Age: 23
Occupation: Fashion Designer
Location: Oceanside, CA
Status: Relationship

Bio

At a young age, Tiffany has had a passion for styling herself with different clothing combinations, even seeing different types of clothing. As she grew older, she had an interest in designing her own clothing, and even restyling. She’s even taken a broader challenge on designing and trying different clothing for both male and females. With these sets of skills, she wants to start a business with her friends to design her style of clothing, and market them to people from them to try out and wear. Tiffany is looking for resources where she can practice and learn how to run her own business in the future to sell her own clothing brands.

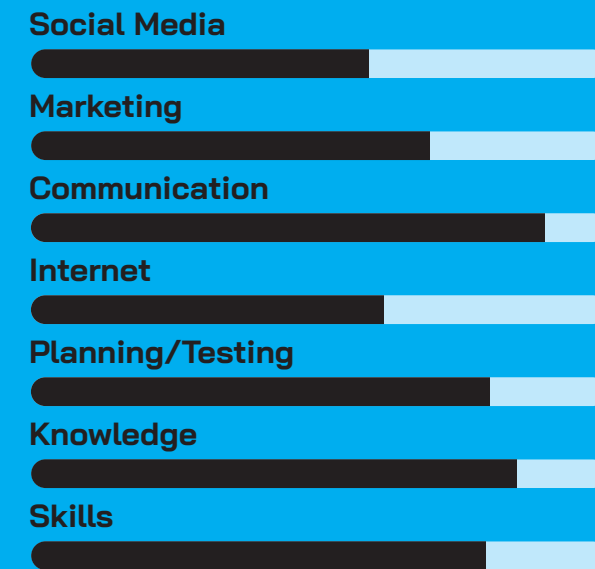
Frustrations:

- Finding the right clothing style for the clients needs
- Creating a website for her company
- Knowing the challenges the client is looking for when asked about her product

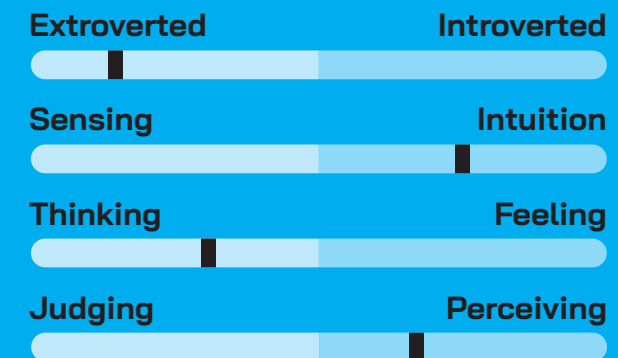
Goals:

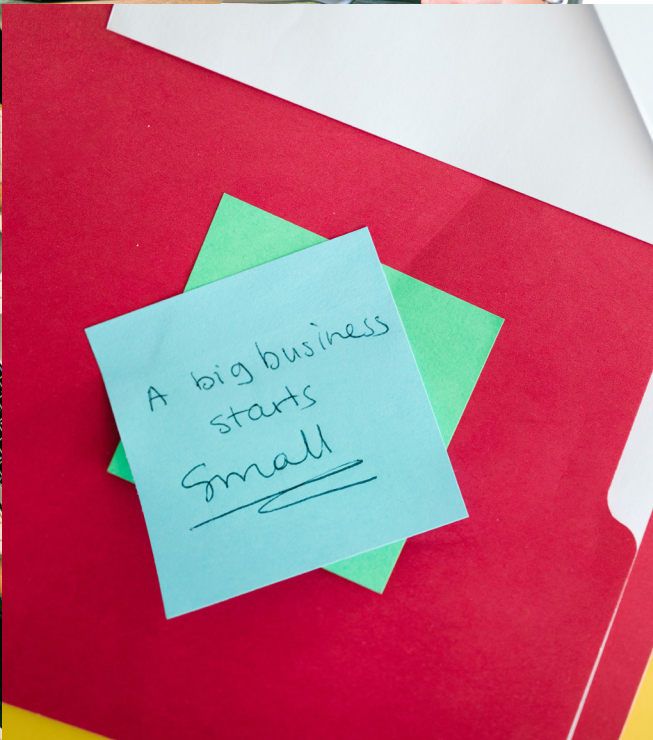
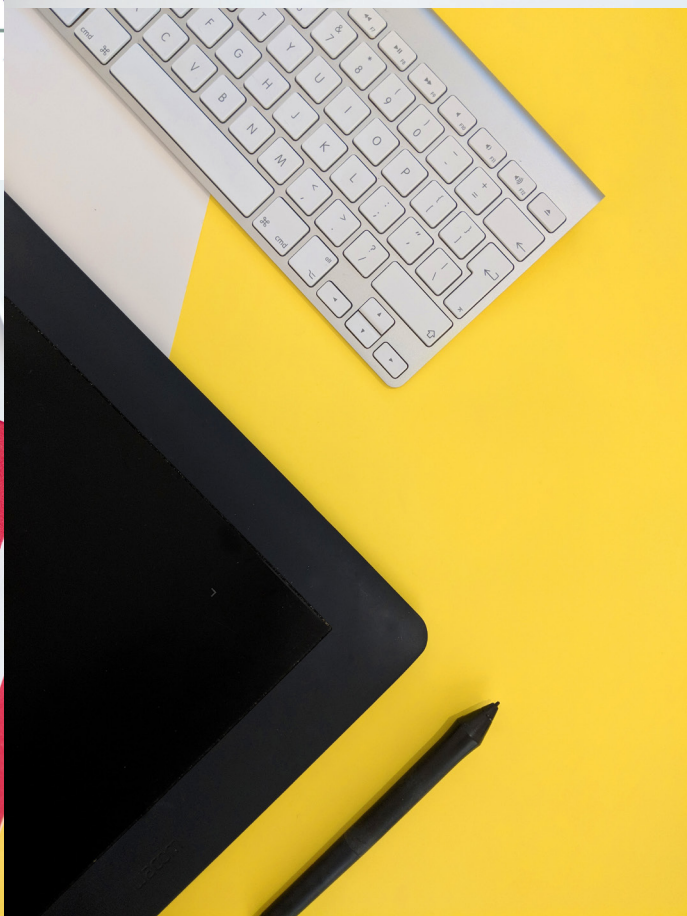
- Wants to communicate a business both on-site and online using social media
- Have a business in multiple locations in the state
- Wants to have businesses partner with her future company on bigger fashion projects

Experience



Personality







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Entrepreneurship
Center**





<p>Business Blue</p> <p>HEX: 4756A6 RGB: 71 86 166 CMYK: 57 48 0 35 Pantone: 7455 C</p>	<p>Objective Orange</p> <p>HEX: F5AE3C RGB: 245 174 60 CMYK: 0 29 76 4 Pantone: 1365 C</p>
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Idea Green Shades				
HEX: 1BB24B RGB: 27 178 75 CMYK: 85 0 58 30 Pantone: 7481 C	HEX: 146734 RGB: 20 103 52 CMYK: 81 0 50 60 Pantone: 349 C	HEX: 0F8140 RGB: 15 129 64 CMYK: 88 0 50 49 Pantone: 348 C	HEX: A8D59A RGB: 168 213 154 CMYK: 21 0 28 16 Pantone: 358 C	
Inspiration Purple Shades				
HEX: 492363 RGB: 73 35 99 CMYK: 26 65 0 61 Pantone: 2617 C	HEX: 5A266B RGB: 90 38 107 CMYK: 16 64 0 58 Pantone: 2623 C	HEX: 863B96 RGB: 134 59 150 CMYK: 11 61 0 41 Pantone: 2593 C	HEX: 914B9D RGB: 145 75 157 CMYK: 8 52 0 38 Pantone: 258 C	HEX: BD86BB RGB: 189 134 187 CMYK: 0 29 1 26 Pantone: 7438 C
Teal Shades		Blue Shades		
HEX: 39A8A2 RGB: 57 168 162 CMYK: 66 0 4 34 Pantone: 7472 C	HEX: 78CDD2 RGB: 120 205 210 CMYK: 43 2 0 18 Pantone: 318 C	HEX: 6978BA RGB: 105 120 186 CMYK: 44 35 0 27 Pantone: 7452 C	HEX: ADB3DB RGB: 173 179 219 CMYK: 21 18 0 14 Pantone: 2706 C	
Dark Gold		Idea Orange Shades		
HEX: 7E6C2B RGB: 126 108 43 CMYK: 0 14 66 51 Pantone: 119 C		HEX: CA7528 RGB: 202 117 40 CMYK: 0 42 80 21 Pantone: 1385 C	HEX: F7921E RGB: 247 146 30 CMYK: 0 41 88 3 Pantone: 1375 C	HEX: FAAA42 RGB: 250 170 66 CMYK: 0 32 74 2 Pantone: 137 C

Charcoal

HEX: 36454F
 RGB: 54 69 79
 CMYK: 32 13 0 69
 Pantone: 7546 C

Pale Gray

HEX: ECEDED
 RGB: 236 237 237
 CMYK: 0 0 0 7
 Pantone: 663 C

Khaki

HEX: E3E4D3
 RGB: 227 228 211
 CMYK: 0 0 7 11
 Pantone: 7527 C

Dark Green

HEX: 043927
 RGB: 4 57 39
 CMYK: 93 0 32 78
 Pantone: 567 C

All Fontweights here have italics

Semplicita Pro [Subheads]
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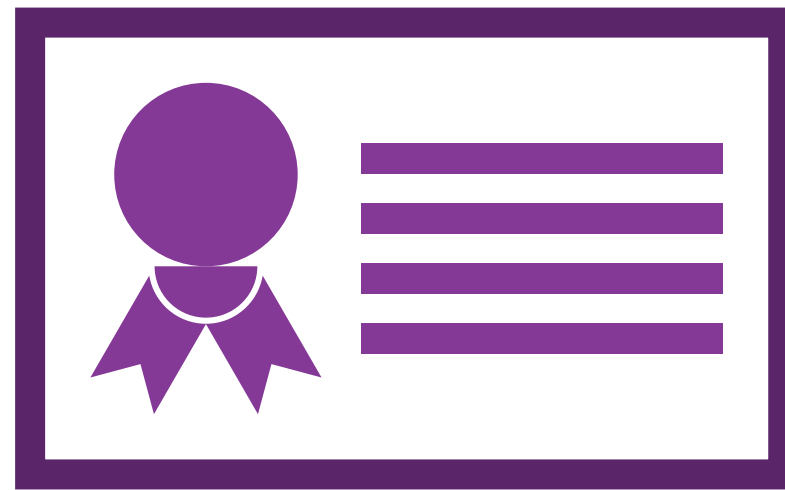
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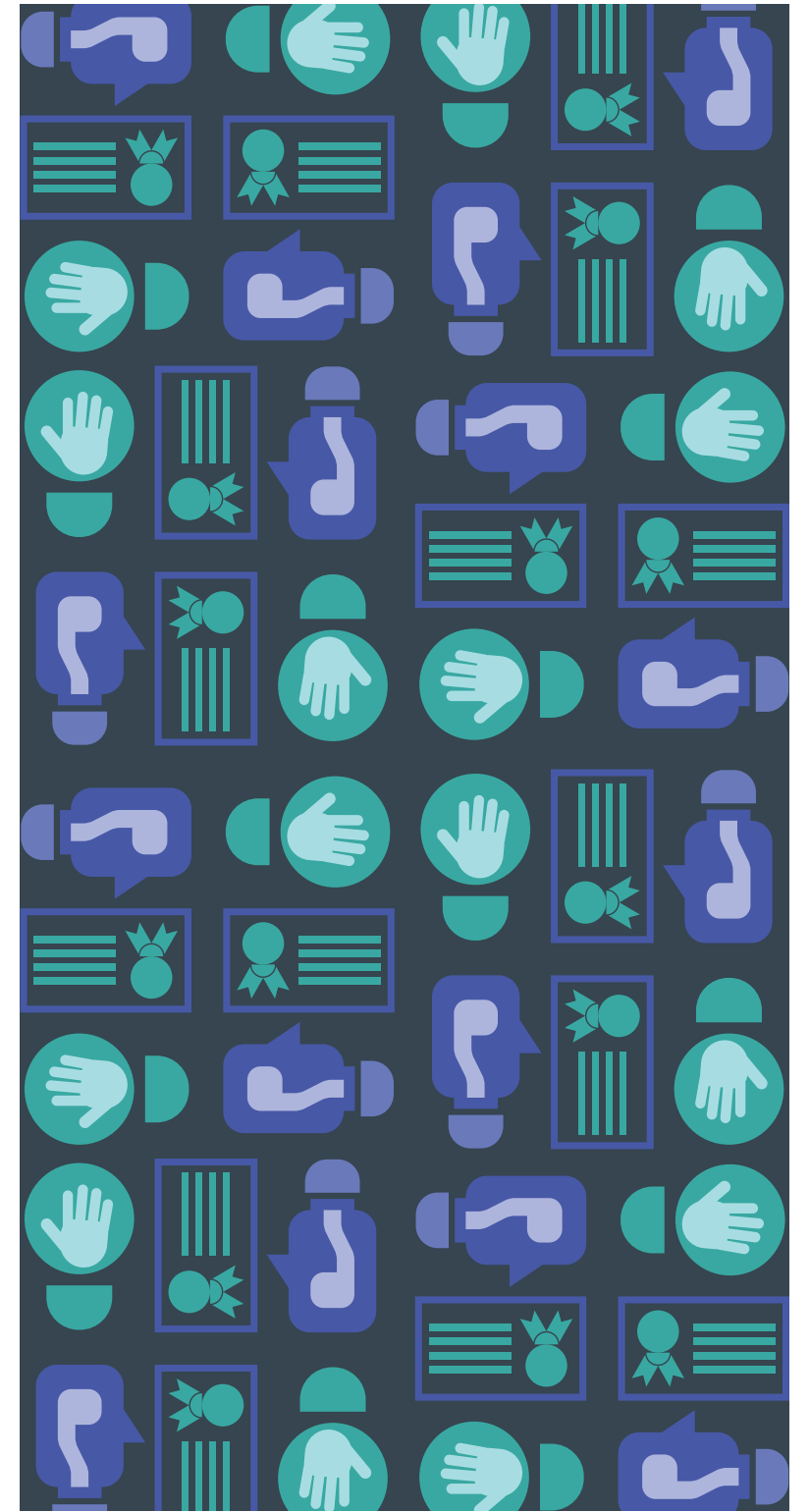
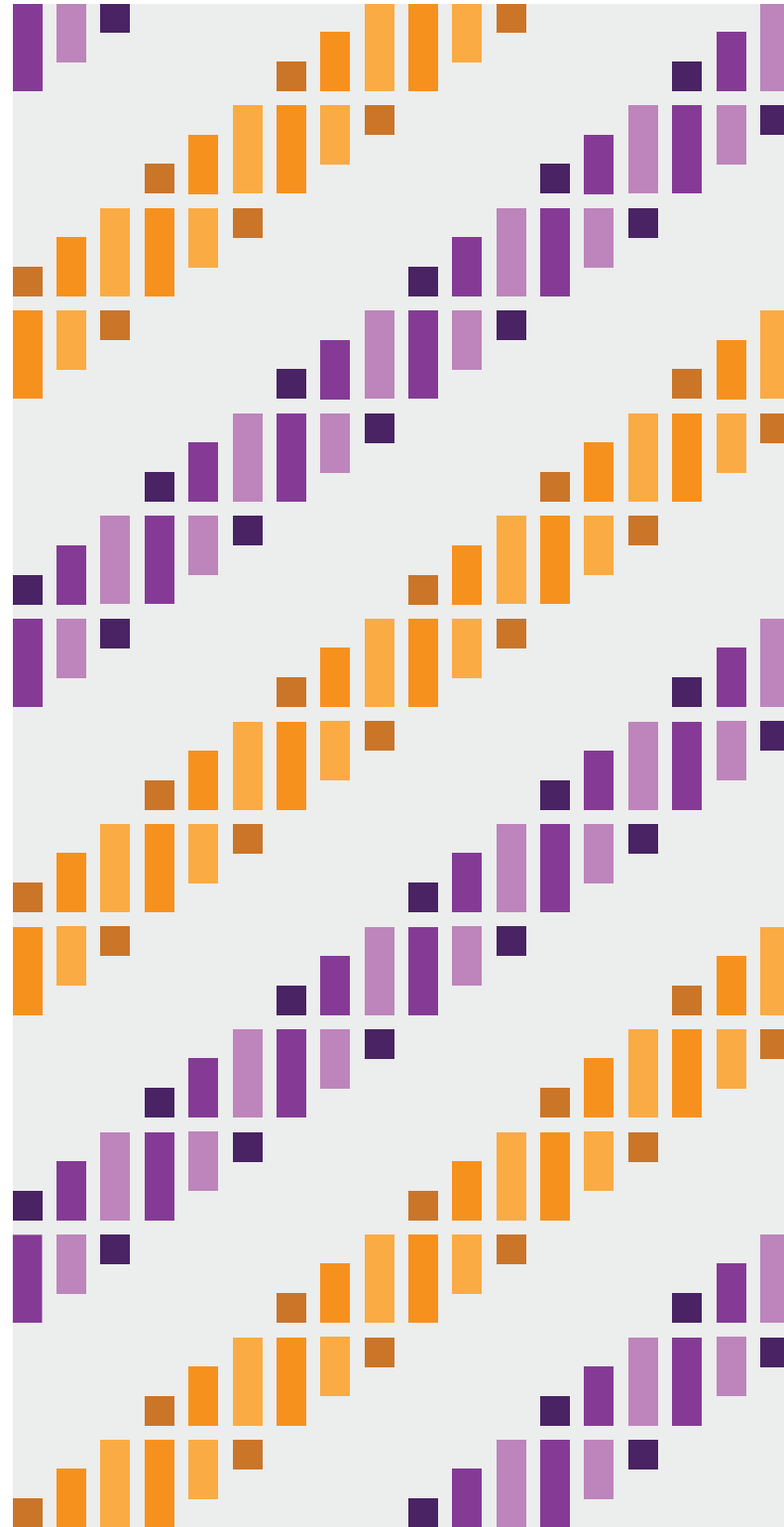
Resource



License



Idea







VEC



VEC

A library of resources for future entrepreneurs



Can your business idea be brought to life?



Join and communicate



Your Ideas
Your Skills
Your Tools
Your Business



Want to learn more?

Come visit the Virtual Entrepreneurship Center for more information

[Address](#)



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Workshop Meet-Up

6/13/2022 - 6/17/2022 1 Barnard Drive
1:30 PM - 3:30 PM Oceanside, CA 92056

Come visit the Virtual
Entrepreneurship Center with
your business idea, and practice
putting your skills to the test

Want to learn more?
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SAVE THE DATE

Workshop Meet-Up

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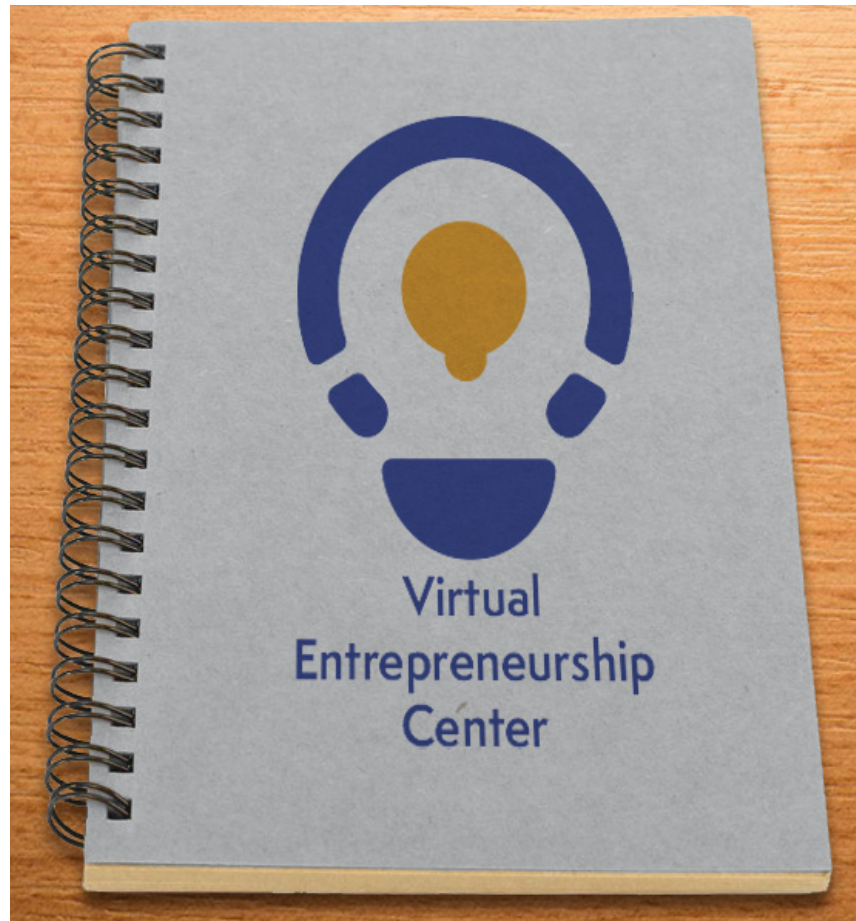
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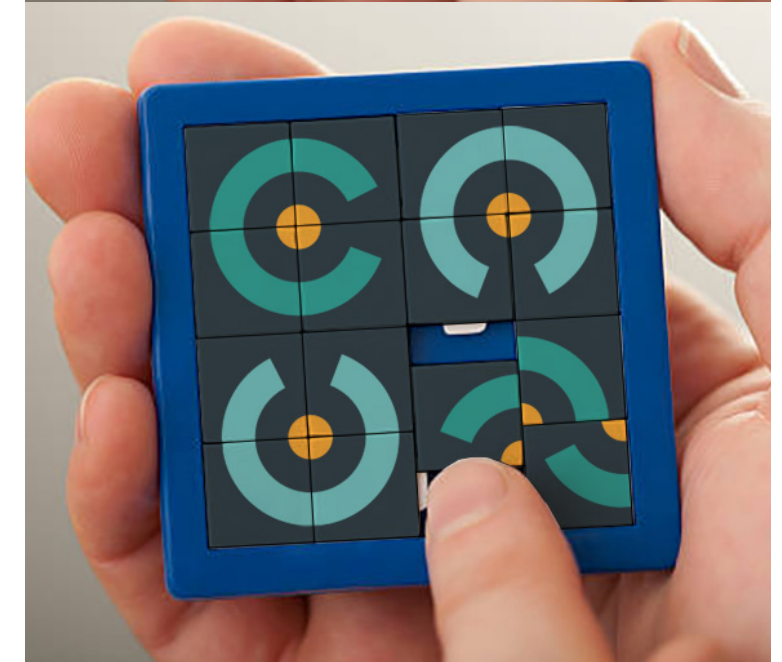
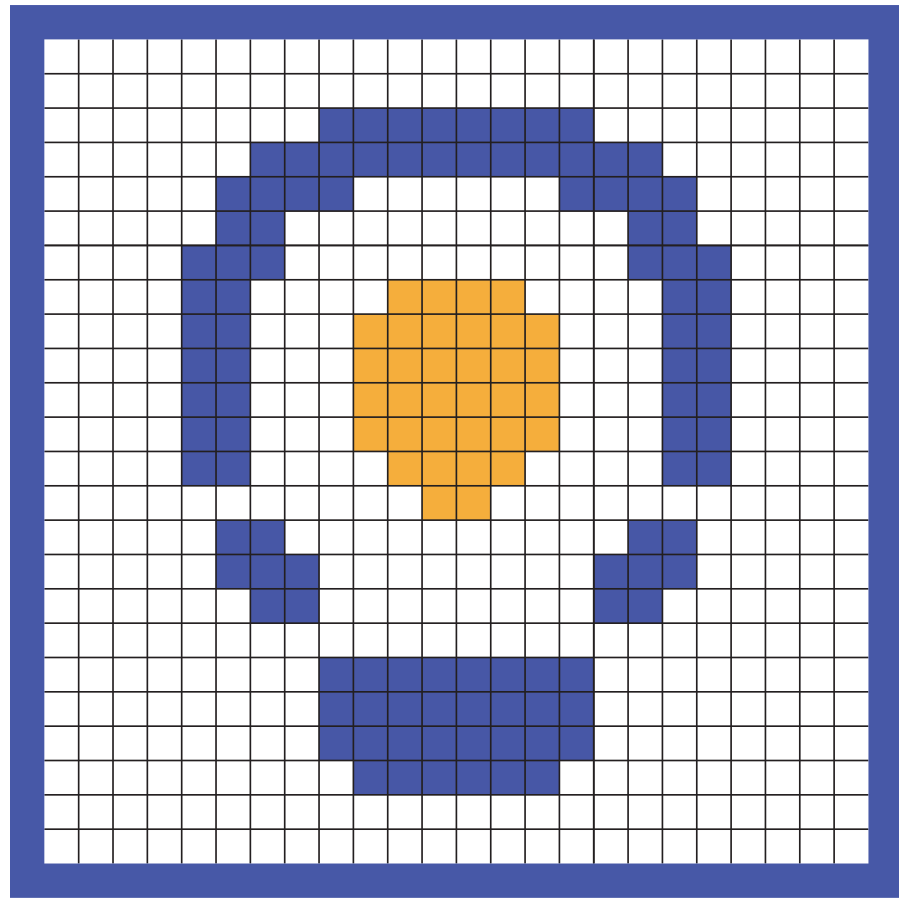
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Thank you!