

Brand Identity Suite

CREATIVE BRIEF

Project:

For this project I will create a branding suit that includes a logo, logo and style guidelines, resume, cover letter, envelope, business card, and creative brief.

Objective:

My objective for this project is to create a consistent brand voice for myself, as well as show my understanding of design concepts and creative processes.

Target Audience:

My target audience is potential employers as well as people who I want to network with. Additionally, I want to be able to use the assets I create on social media if I decide to move into content creation.

Competitors:

My competitors will be other students looking to pursue post-graduate opportunities in the Sports Business industry.

Key Message:

I want my branding to convey a vintage sporty feel. I want my branding to be feminine and classy, while still being professional.

Deliverables:

I will create a logo, logo and style guidelines, resume, cover letter, envelope, business card, and creative brief. These will be delivered electronically through PDF format. My branding will be inspired by a feminine take on old-school Major League Baseball.

PHOTO INSPIRATION



LOGO #1



LOGO #2



LOGO #3



WORDMARK #1

Margo Lewis

WORDMARK #2

Margo Lewis

COLORS

C: 38
M: 7
Y: 3
K: 0

C: 85
M: 80
Y: 45
K: 44

C: 7
M: 96
Y: 99
K: 1

C: 10
M: 14
Y: 29
K: 0

C: 7
M: 96
Y: 99
K: 1

FONTS:

Special Text & Select Headings: Fabiola Script

HEADINGS & SUBHEADINGS: Effra CC Bold

Body Text: Effra CC Regular

ML

Margo Lewis

PUBLIC RELATIONS AND MARKETING

EMAIL: MARLEWIS3897@GMAIL.COM

PHONE: (334) 313-5237



**MARGO LEWIS
1420 TULLAHOMA DR
PRATTVILLE, AL 36066**



**YOUR ADDRESS HERE
1234 STREET LANE
TOWN, STATE, USA 12345**

A decorative inverted triangle with a thin black outline. Inside the triangle, the letters 'M' and 'L' are written in a red, elegant cursive script. The 'M' is positioned above the 'L', and they are slightly offset to the left.

ML

Margo Lewis

MARLEWIS3897@GMAIL.COM | (334) 313-5237
WWW.LINKEDIN.COM/IN/MARGOLEWIS

Dear Hiring Manager,

It is with great enthusiasm that I write to express my interest in a role with your company. I am confident that my goals and skills align with your expectations. I see that this position has focus on content creation and graphic design, which is ideal as I have numerous experiences in managing social channels, content creation, and am familiar with the Adobe Suite. This, combined with my Public Relations and Marketing course work as well as my previous athletics experience makes me a great candidate for this role.

My love for sports began when I attended my first football game as a student at Auburn. Although I had been to countless football games, experiencing gameday as a student opened my eyes to the fast-paced world of working in athletics. From that moment I have done everything I can to expand my knowledge on sports business operations. Through my role as a Marketing and Fan Experience Intern with Auburn Athletics, I have learned so much about grassroots marketing and in-game promotions. My role as Social Media Intern for the East Coast Professional Showcase allowed me to stretch my creative muscles and learn about content creation and live game posting. I have a hunger to learn all I can about Sports Business, and I am eager to find great place for me to continue to hone the skills my previous experiences have laid the foundation for.

In addition to the pursuit of my degree, I have held multiple internships where social media growth has been at the forefront. My role as the Social Media Intern for the East Coast Professional Showcase allowed me to grow brand awareness of the tournament. Through reaching over 60k accounts in the last 30 days and growing account engagement by 132,300%, the ECP is gaining more exposure than ever before. This experience showed me the importance of collaboration with brands and connection with influencers.

Once again, I am very interested in the opportunity to work with your company. I have a hunger to learn all I can about Sports Business, and I know that with your company is a great place for me to continue to hone the skills my previous experiences have laid the foundation for. Thank you for your time and interest. I look forward to hearing from you soon.

Thank you,



Margaret Lewis

Margo Lewis

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EDUCATION

Auburn University | Auburn, AL
Bachelor of Arts, Public Relations
Minor: Marketing

May 2025

EXPIERENCE

Auburn Radio Frequency Identification Lab | Auburn, AL

November 2023 – Present

Communications and Marketing Coordinator

- Developed and managed social media content across multiple platforms to enhance brand awareness and engagement
- Produced long and short form video content to promote lab operations.
- Created graphics using Adobe Creative Suite (Lightroom, Illustrator, InDesign) for marketing materials and promotional campaigns.

Auburn Athletics Department | Auburn, AL

February 2024 – Present

Marketing and Fan Engagement Intern

- Assisted with the setup and management of the promotion's booth at various sporting events, including baseball, softball, equestrian, and soccer.
- Executed in-game promotions and partnership activations, integrating fan activities and engagement throughout the events.
- Supported grassroots marketing campaigns through poster and flyer distribution to local businesses and residents

East Coast Professional Showcase | Hoover, AL

August 2024

Social Media Intern

- Created engaging social media content, reaching over 60k accounts in the last 30 days and growing account engagement by 132,300% through TikTok, Instagram, and X
- Collaborated with Adidas Dugout to align content with brand partnerships and promotional strategies.
- Provided on-site assistance during the tournament, supporting various operational and promotional tasks as needed.

INVOLVEMENT

The Auburn Jungle | Auburn, AL

May 2022- Present

Vice President

- Coordinated on-campus collaboration to partner with other campus organizations to further the impact of both organizations.
- Wrote and design a weekly digital newsletter to communicate current events with 2000+ students registered in the Auburn Jungle database.
- Set up for 26+ home games during basketball season, setting out around 1200 promotional items for each game
- Assisted in forming promotional tactics to continually set attendance records in Men's Basketball, Women's Basketball, Volleyball and Gymnastics