

Memo

To: Dr. Londie Martin

From: Alisa Jackson

Date: February 5, 2024

Subject: Personal Logo Design

Section 1. Introduction and Purpose

- This document is my presentation of my personal logo design created for the purpose of my ministry/business products and materials branding.
- The intended purpose of the logo is to have a unique design that reflects my authenticity, and that will stand out to my audience and cause my brand to expand, This logo will be used on my website, business cards, all letterhead, flyers, and products. It will be used to promote events and to brand products for my boutiques, publishing, and more.
- The primary users of this document will be myself, graphic designers of my flyers, banners, host of events that have me on programs, and publishers of magazines and books. The logo should be a perfect representation of me, feminine yet strong and should appeal to women and men of all ages, who are seeking balance in their authenticity. It should be a logo that people can always associate with my brand. The targeted audience for this logo is people who are seeking motivational ministries for inspiration, churches, women's ministries, people seeking motivational speakers, and Christian Materials.
- No other clients are considered in the usability of this design at this time.
- Mostly readers will see the product on flyers, products, social media, and other media platforms.

Section 2. Description of the Users/Readers

- The demographic will largely be female between the ages of 13-95, who are lost in rejection, and who are seeking wholeness and authenticity in a world of carbon copies. People who are seeking God and an awareness of self, to adequately balance their lives. However, the logo is not gender specific and should appeal to both male and female, yet it should be able to draw either audience, as the topics, conferences and other ministry specific events change. For this reason, the logo should be bold, yet soft, and embody my personality which also has a unique flare.

- I used alternative text to assist readers with disabilities envision the logo. Through the use of alternative text in Word I was able to create a visual of the letters and logo, but also the soft pink in the background.
- I do know my main audience over the years is predominantly women. However, not exclusively directed toward a gender.
- Honestly, because many people follow me already, they would expect the logo to be aesthetically pleasing and flawless.

Section 3. Description of the Context and Design Constraints

- The size of the logo is designed to be flexible according to the intended use at the time. It can be small to large, depending on the size of the project.
- If the document is used for business cards or for clothing boutique items It will probably be small. If the document is used on a retractable banner or billboard, it will be large for sure. The color is perfect for a white background however it can be used on other background colors as well.
- There are no contextual constraints at this time because I am the brand.
- I do not have any contextual challenges at this time due to the span of my audience.

Section 4. Design Rationale




The document design choices for the final version were a mixture of bold colors, strong lettering and a soft background. These choices speak volumes about me, my ministry, my business, and ultimately my brand. The flawless precision and sharpness of the design lets the audience know to expect the same sharpness and excellence in the brand. Discuss in detail your design choices for the final version of the document, making sure that you always connect those choices to the needs of the reader and the demands of the context. In other words, every design element that you use should be doing something to help the document achieve its purpose for its intended audiences. Be prepared to discuss the following elements that apply to your design:

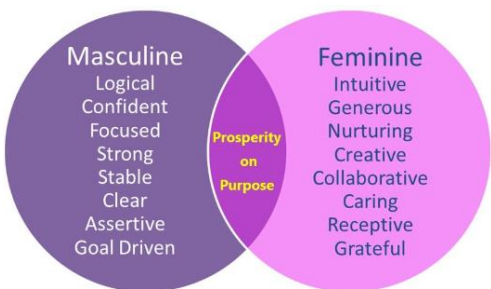
- Media choice- vary depending on the specified audience.
- Size- the sizes will always vary depending on the project.
- Color-The colors will always connect with the theme of the product- Blacks, greys, and shades of pinks.
- Typography- Glacial Indifference and Noto Serif Display
- The elements were used to be symmetrical in order to be flexible in positioning on any document.
- Selection of graphics was a compilation of backgrounds and lettering adapted from my first rough drafts as well as an idea from designer Alekander Chubar.in Canva to combine with my idea and built upon that to achieve the final. No permissions or copyrights applied.
- I used a lot of different elements and lettering to take the rough drafts and other concepts to create the final version.

Section 5. Design Evolution and Reflection

Discuss your drafting and experimentation process. What did you try in some of your alternate drafts, and why? What did you learn from your usability testing that influenced your final version? Ultimately, why do you believe that the final version of your document is the most successful version? What did you learn from working on this project? Is there anything you would change if you had more time or more technology experience? How have experiences in the course (readings, activities, discussions, etc.) shaped the evolution of your document?

ALISA JACKSON MINISTRIES INSPIRATION COLLAGE

<p><u>SCRIPT</u></p> <p><i>ALISA JACKSON</i></p> <p>LOVELY MAY SCRIPT</p> <p><i>ALISA JACKSON</i> LOVELY</p> <p>SCRIPT</p> <p>AJ</p>	<p><u>COLOR PALLET</u></p> <p> Document colors</p> <p></p> <p>Brand colors </p>
<p><u>TARGETED AUDIENCE</u></p> <p>The logo will be used primarily for ministry marketing items, such as websites, blogs, t-shirts, journals, and more.</p> <p>The targeted audience for this logo is people who are seeking motivational ministries for inspiration, churches, women's ministries, people seeking motivational speakers, and Christian Materials.</p> <p>The logo is not gender specific and should appeal to both male and female, yet it should be able to draw either audience, as the topics, conferences and other ministry specific events change. For this reason, the logo should be bold, yet soft, and embody my personality which also has a unique flare.</p>	



ALISA JACKSON MINISTRIES LOGO ROUGH DRAFT

ROUGH DRAFT #1



ROUGH DRAFT #2



FINAL VERSION



References

WebAIM: Alternative Text. (n.d.). Webaim.org. Retrieved February 4, 2024, from <https://webaim.org/techniques/alttext/#logos>