

Professional Promotion Module

Brand Identity

Hannah Morgan

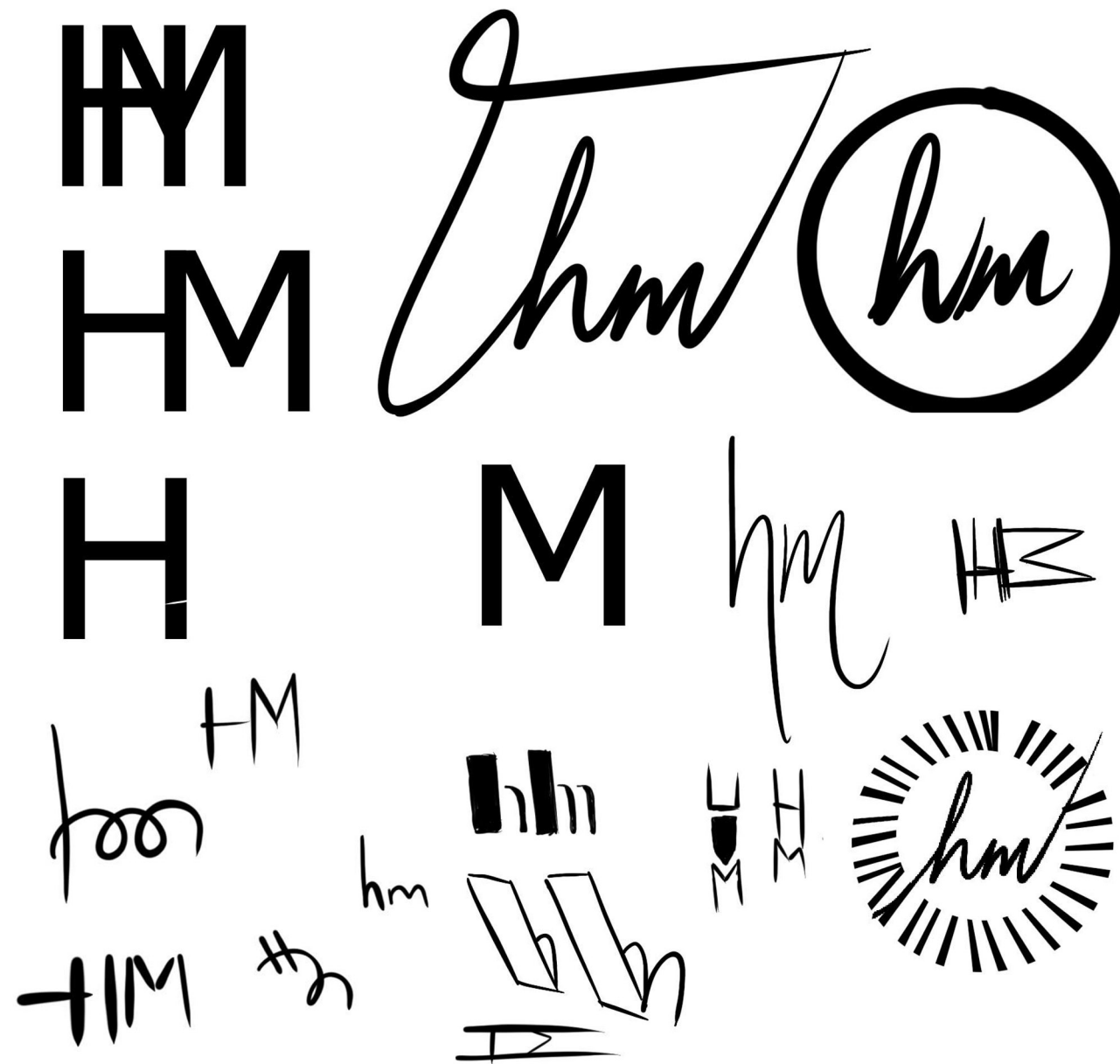
Logo

In my final year of study I wanted to be able to create a Makers Mark for myself to help:

- Record dates and sign my name on my ceramic work.
- To be able to reflect on my work and see how it develops.

As I am unable to do that in the way I wanted to, I thought I would move towards creating a logo in this way for myself in this module.





Digital drawings exploring handwritten font

Within my logo I want to convey the element of mark making which I often use in my own designs. This would normally be communicated through laser cutting on hard surfaces as the use of line is key within my designs.



Using the correct font for my logo is a way to show off my brand identity to a potential client.

My aim was to design something which worked well in a young demographic that would show the fun, experimental side of my work.

So with the examples given you can see that the top examples would not always show this. Having uniform fonts show a way of order that does not allow this idea of pushing limits which my work tries to display.

Bebas Neue by Dharma Type

16,002,791 downloads (8,760 yesterday) 66 comments Public domain / GPL / OFL - 2 font files

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Lemon Milk by Marsnev™

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Roboto by Google Android Design

5,881,655 downloads (3,382 yesterday) 139 comments 100% Free - 16 font files

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Strawberry Blossom by StereoType

1,265,269 downloads (3,247 yesterday) 16 comments Free for personal use - 2 font files

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Beauty and the Beast by Francis Studio

3,502,407 downloads (6,334 yesterday) 17 comments Free for personal use - 2 font files

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Patricia Safari by Green Adventure Studio

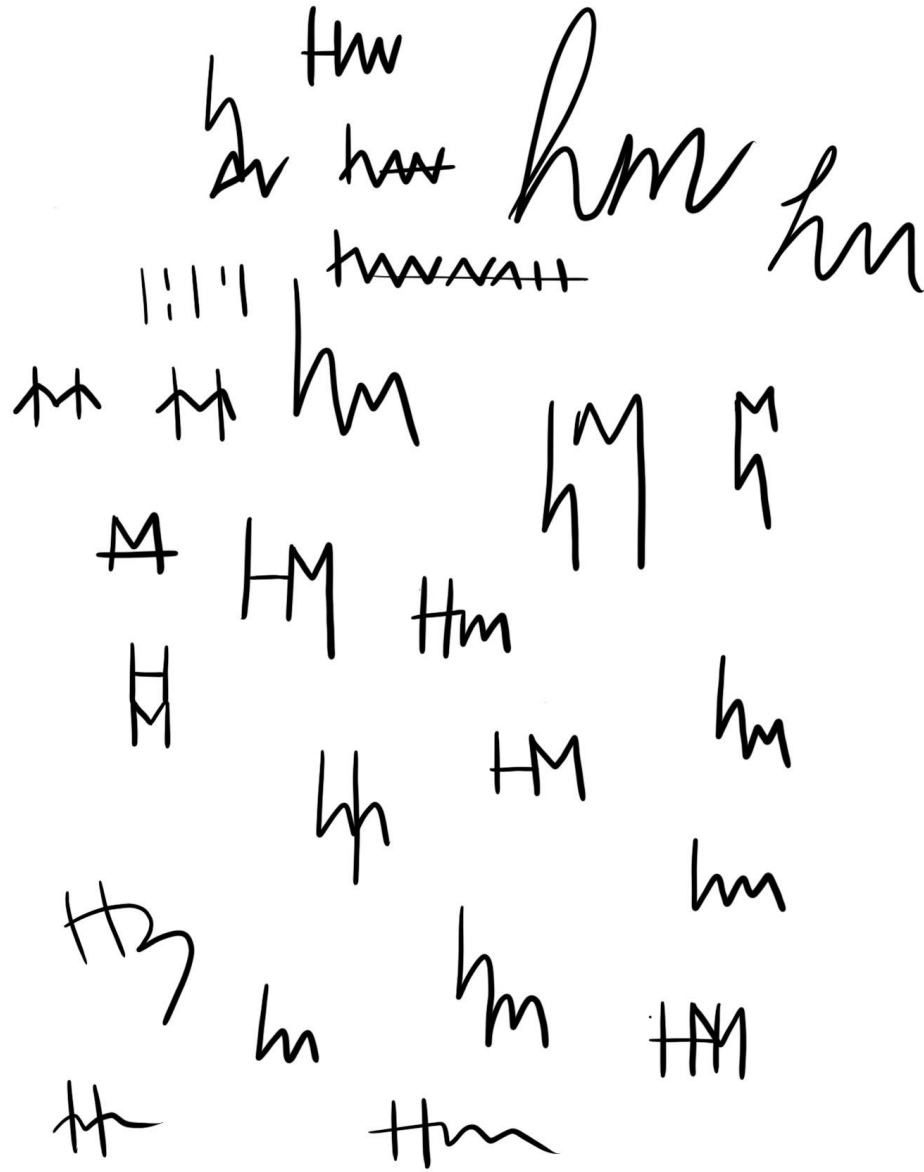
14,757 downloads (1,874 yesterday) Free for personal use - 2 font files

Hannah Morgan

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Donate to author

Creating a motif using initials





Digital drawings connecting elements of mark making and fonts

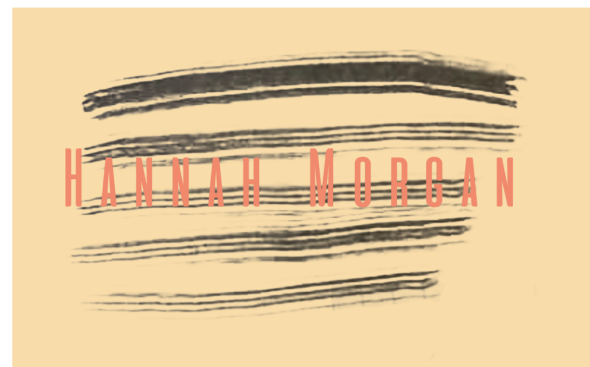
Logo Development



Connecting together colour palettes from my current major project.

I used a colour pallet from my major product module for all my designs to work cohesively with the imagery it will sit next to. If they don't have the same aesthetic it will struggle to create a strong sense of brand identity.





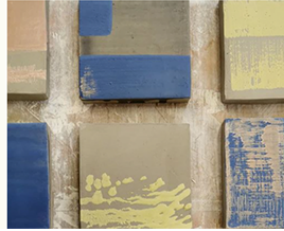
These images showcase some of my first ideas and experiments in designing a logo. I've found that trying to get all that I want to communicate about myself as a designer across within one logo is difficult, as I feel that I'm capable of an array of processes when looking back at my previous university projects. I want to show versatility and professionalism alongside a love for materiality and natural design.

Developing Designs on Illustrator



Within the last examples of logo ideas on the previous pages I felt a few elements could be brought forward to develop. I found using the brush marks were very effective but, they didn't represent my work and gave false accusations to what I may create as a designer. I decided to take this concept and see how it may work digitally. I feel it works a lot better than what I experimented with before as it take elements to my laser cutting designs.

SURFACE PATTERN DESIGNER



LOGO VARIATIONS



COLOUR PALETTE



FONTS

TITLE FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

Body font
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRAPHICS



Webpage

Webpage: <https://hanmorgan7.wixsite.com/website>

HANNAH MORGAN

Surface Pattern Design



[HOME](#)[BLOG](#)[ABOUT](#)[CONTACT](#)



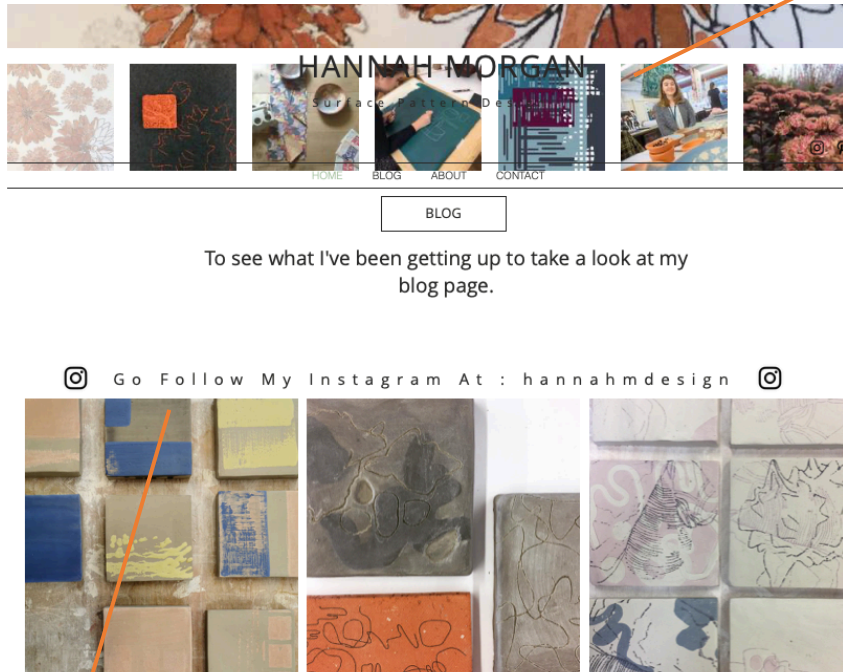
Analysis of Second year website

Looking back at my website from last year does not express me as a designer now. It contains imagery which has little sense of any style or theme, and it does not highlight my strengths as a practitioner.

Overall the page lacks professionalism as there are some little design faults with layout and functions.

Changes to be made on second year page

The header of this website makes the page seem messy when scrolling



Unnecessary use of text, icons and imagery for Instagram link – although at the time it was the only way I could get it to work

Layout of home page is out of line between sections



Having no colour on contact page does not convey any sense of design identity.

Researching other peoples websites

PERSONAL
stickers/wrapping
thankyou cards

BUBBLY

PASSIONATE

FUN

EXPERIMENTAL
identity looks like
her aesthetic
showing being environmentally
conscious

CREATIVE
process pictures

INTERACTIVE
workshop
based

Creative practice

SOCIAL
a strong instagram
presence
- interacts with followers
through polls/questions
- uploads daily stories

PLAYFUL
eye catching
bold

TRENDY

Worked with...
made by today
studio argile
craide, store London
The Forge

Key Collaboration
with local business/
spaces & own
workshop

Glossier
Paper Smith
Nottingham Contemporary
Wonderland Contemporary

KATIE GILLIES

About Clients Shop Workshops Tiny Workshops Contact Workshops for Events Can Do

About

Katie Gillies is a curious and playful designer from Nottingham, England. She set up her studio right over 10 years ago in 2010 and has been doing some personal design projects and commissioned work for clients ever since. In 2018, she moved into a studio in Nottingham city centre, where she still works today with a very close team.

Katie collaborates in being outdoors, which is a huge and fun in itself. She loves to create her colorful terrazzo surfaces and products. Every piece is carefully cut by hand and is completely unique on its own and design. Her terrazzo works can be used for many products and projects, ranging from [home decor](#) to [business cards](#).

unique - making process her

As well as creating colorful terrazzo and handmade products, she also runs a number of exciting workshops around the UK, where you can learn and create your own set of terrazzo creations.

Shake peaks
of new products

highlights selling products

A screenshot of the website for Katie Gillies, a designer from Nottingham, England. The website features a navigation bar with links: About, Clients, Shop, Workshops, Tiny Workshops, Contact, and Workshops for Events Can Do. The main content area includes a large image of colorful terrazzo products, a photo of Katie working, and an 'About' section. Handwritten annotations in various colors (red, green, orange, black) are scattered around the website image, highlighting specific elements and themes. These include 'PERSONAL', 'BUBBLY', 'PASSIONATE', 'FUN', 'EXPERIMENTAL', 'CREATIVE', 'INTERACTIVE', 'SOCIAL', 'PLAYFUL', 'TRENDY', 'Worked with...', 'Key Collaboration', 'Glossier', 'unique', 'Shake peaks of new products', 'highlights selling products', 'a strong instagram presence', 'interacts with followers through polls/questions', 'uploads daily stories', 'eye catching bold', 'workshop based', 'Creative practice', 'process pictures', 'identity looks like her aesthetic', and 'showing being environmentally conscious'. Arrows point from these annotations to the corresponding parts of the website.

wants to share creative practice - based in own studio



PROFESSIONAL
↓
through photography

clear navigation



BESPOKE

highlights
QUIRKY
design character

making
interaction with
ordnance
FRIENDLY

active with
local businesses

wants to interact
with buyers

want to keep potential
customers up to date

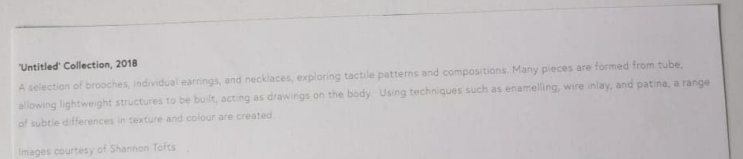


unique designs

BESPOKE

environmentally conscious

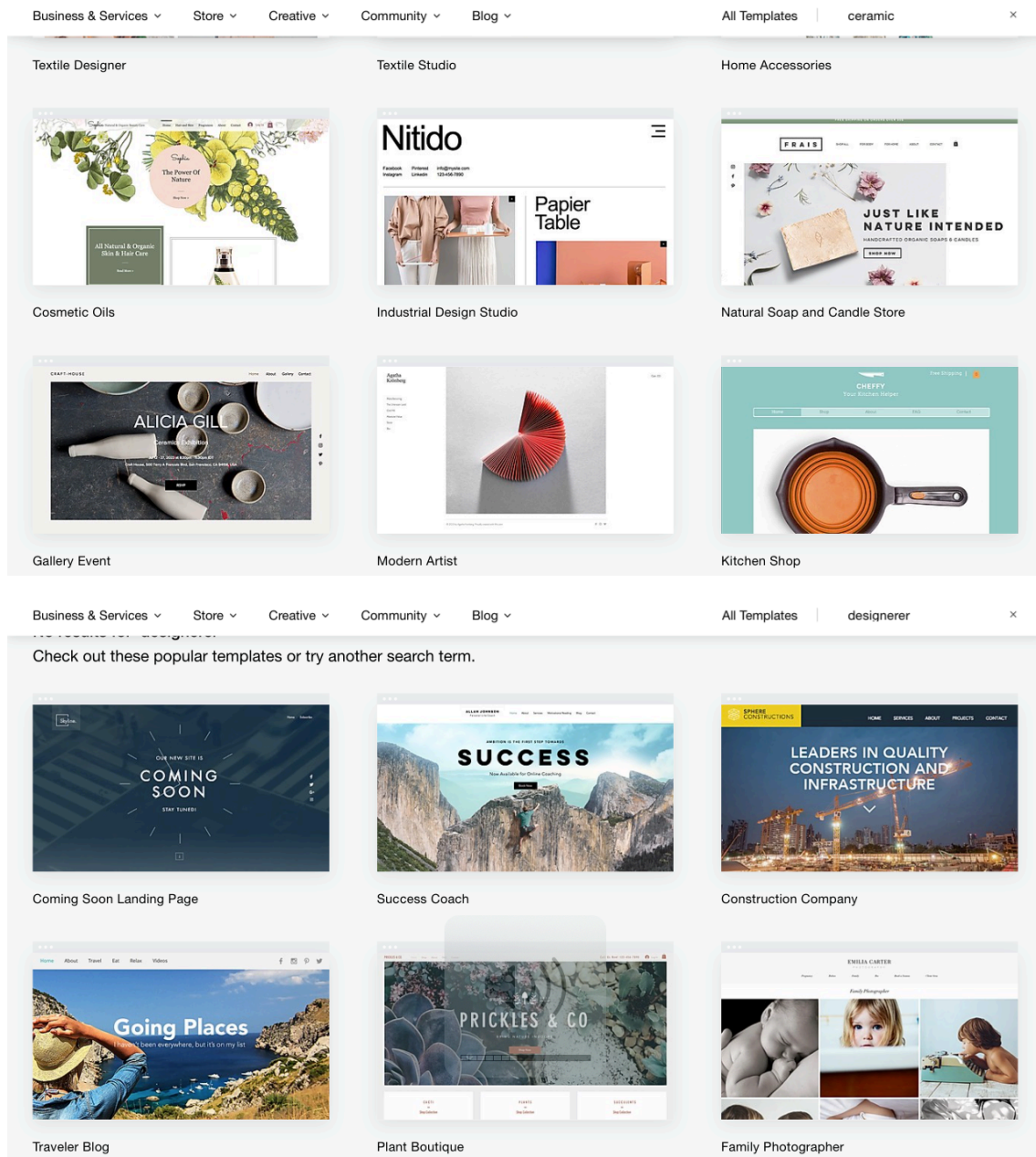
FRIENDLY



delicate
designs
which reflects a
very PERSONAL
relationship

photographs implies a
CLEAN, PROFESSIONAL
work ethic

INFORMATIVE



Something that I wanted to try and stick to when recreating a website was using a Wix website template to make sure each of my pages had a uniform theme.

This would also resolve other issues I was having with my layout. It would make sure that all the corresponding sections would line up and make sure all the fonts were the same throughout.

I think a lot of these fault details just occurred the first time round because I wanted to change every part of the website template. I was interested to see what features were available by Wix, but in turn it made the page look busy. So in sticking to a simple template will make features a lot easier to navigate through the page.

When it came to choosing the template, I made sure to use one which was generated from a key word from my discipline, for example, designer, ceramics and artist. I then made my decision on which layout to use by what template would best show my work.

New website design



In my new web page I tried my best to resolve the issues I had previously; and I think using a basic structure and template has worked well.

By recreating my webpage from the start I was a little clueless in what was the correct way forward. Using the Wix blog page really helped me to research a successful web page by looking at posts such as 'Top 10 web design trends for 2020'. I used many points from this post to help create an effective page. Points I experimented with were:

- Oversized type and element
- Split screen content
- Solid colour blocks
- Overlapping layers
- Fullscreen forms
- Plenty of whitespace

To develop an effective web page though I did not use all these points as that would create a very messy theme.

CLEAN

Website Fonts

The text on my website needed to appear eligible so in order to do this I chose the font Clean to make things simple and have a professional feel to my page.

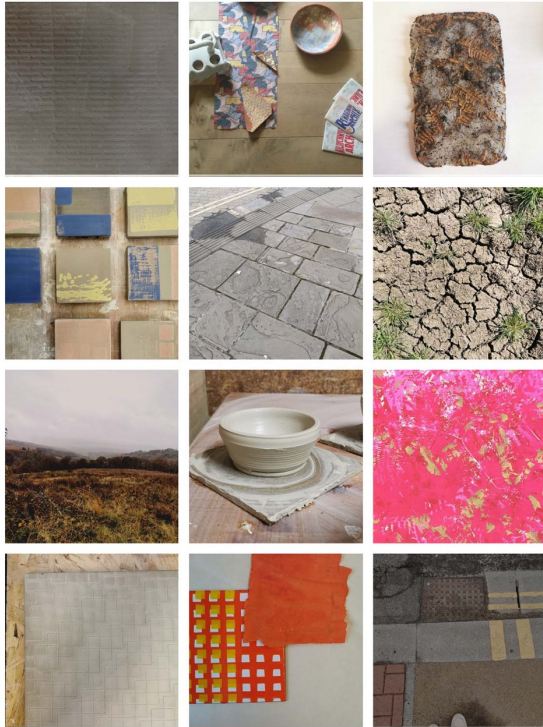
A A B B C C D D E E F F G G
H H I I J J K K L L M M N N O O
O P P Q Q R R S S T T U U V V
W W X X Y Y Z Z

a A b B c C d D e E f F g G h H i I j J k K l L m M n N o O p P q Q r R s S t T u U v V w W x X y Y z Z

SURFACE PATTERN DESIGNER

bcdefghijklmnopqrstuvwxyz

About me



GET IN TOUCH

If you would like to get in touch with me for more information about my work or discuss possible collaborations, or for any media enquiries, please feel free to send your details.

Instagram: <https://www.instagram.com/hannahmorgandesign/>

LinkedIn: <https://www.linkedin.com/company/hannah-morgan-41798614/>

Name

Email

Phone

Address

Subject

Open your message here.

Send

Final website Design (Homepage)



As seen in this image of my webpage I continued to use my colour palette which I established within my logo. Personally, I think it works well as it creates unity on the page. I did make one change the grey colour to blue as I felt it would work better with my imagery and that it helped my orange text stand out.



HANNAH MORGAN DESIGN

[Home](#) [Blog](#) [About](#) [@](#) [in](#)

SURFACE PATTERN DESIGNER



Social Media

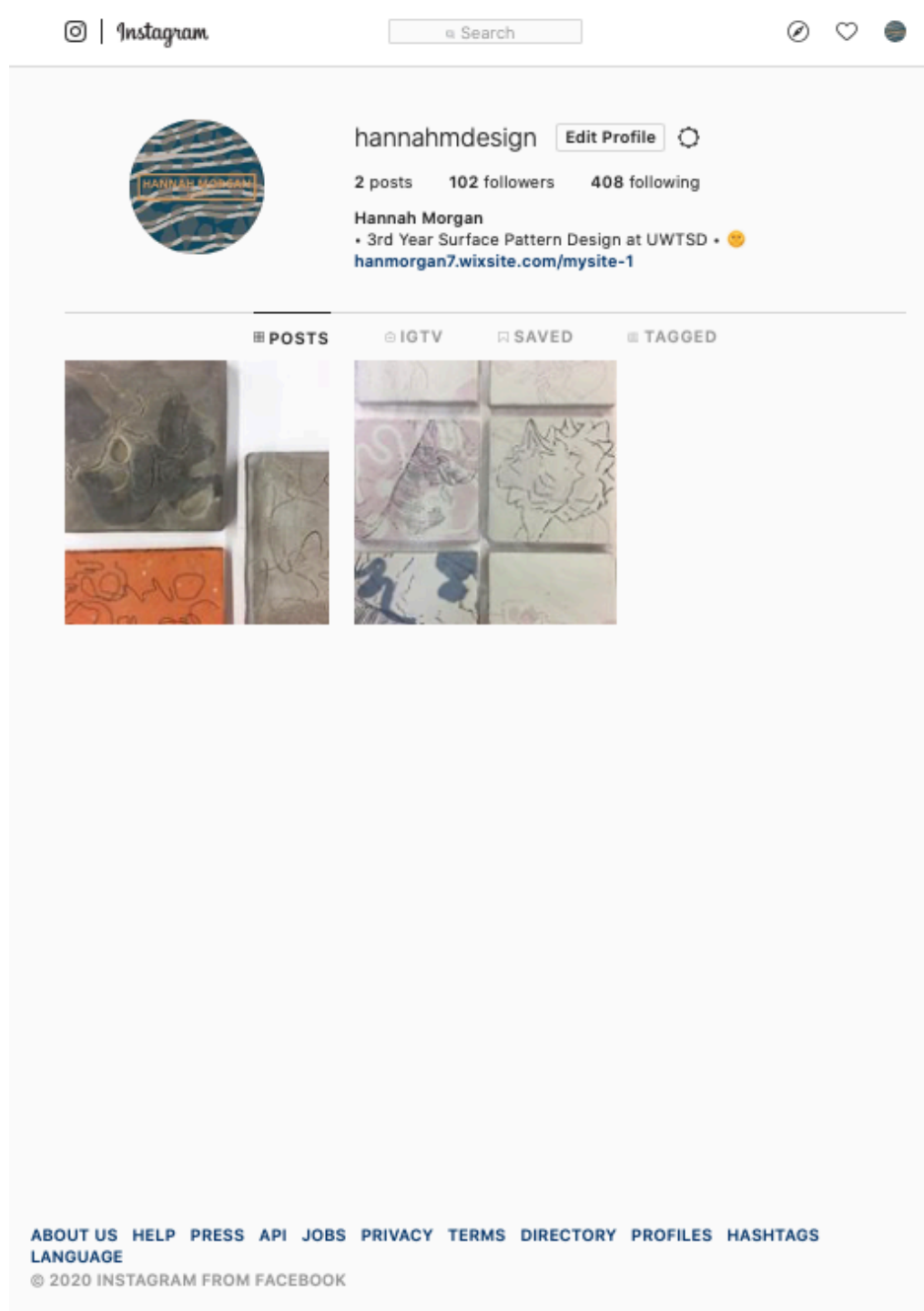
Instagram: <https://www.instagram.com/hannahmdesign/>

Linked in: <https://www.linkedin.com/in/hannah-morgan-97790b1a7/>

Media Presence

To make sure to have a strong media presence on other peoples feeds it is key to post on my accounts in a set plan. For this I will be posting on Instagram, Linkedin and updating my webpage. Because of this I will be checking my webpage and Linkendin once a week giving updates and posting key development and progress I have made. On Instagram though I aim to post more regularly updating my feed with development images and experimentation happening in my book. This will mean that I will post more than once a week on this platform. I want to begin recording some of my work like material experimentation or drawing so it will be nice to upload time-lapses of my work to “my stories”.

Having this structure to my media presence will help me to be able to continuously improve and adapt what I post in the future after university. Being in a routine to post more will help me feel more confident to post images of developing work and not make myself worry. I aim to try and get my space to be more of an interactive platform for my followers to react and write about work. Exposing myself to more creative places and people will help me continue to work at this pace. By uploading what inspires me to my own stories once a week, I aim to keep followers up to date with what I am loving and be able to use it as a good reference for myself.



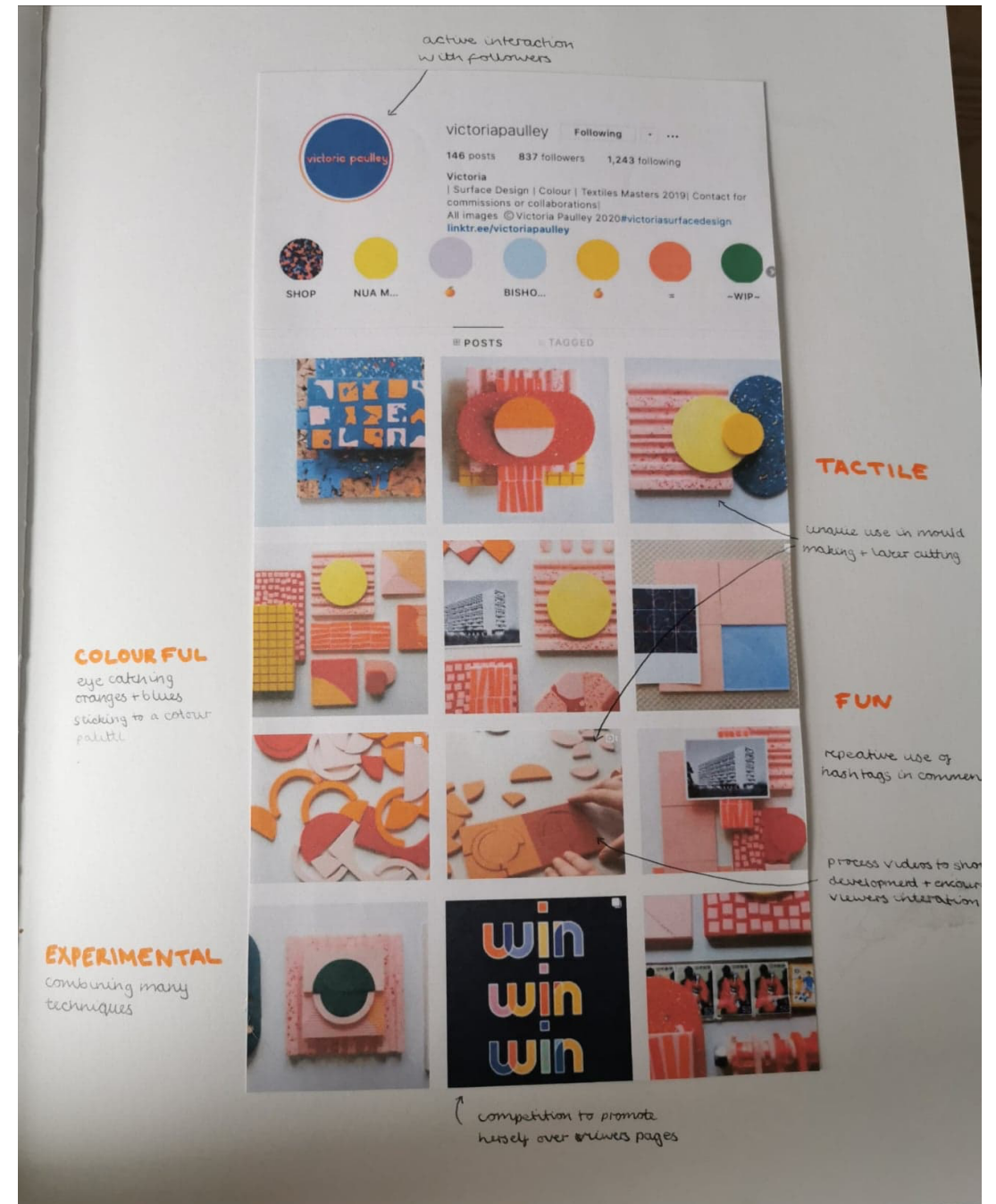
This screenshot of my Instagram page was taken on the 25th February. This was to later track the progress of the page and see how it developed. The current things I feel could help improve the page are:

- Have more interaction with followers to make people feel more engaged – to post more frequently to a schedule, use polls, stories and ask for feedback.
- Include hashtags, locations and tag others in posts.
- Create highlights of stories
- Update profile image with more up to date logo / work.

Instagram Feed Inspiration

A lot of the designers I found within my research had a strong presence on Instagram. Their regular posting schedule meant that they were always relevant on my feed and I would always make sure to find their posts each day. With that in mind I highlighted what features of their pages I liked.

I've loved how Victoria has developed her work over the few years I've followed her. Being able to see the development of her experimentation through videos is unique to things I've seen on other accounts.



Linked-in

Linked-in has been a great platform to be able to connect with all different kinds of employers and to show case work to a different type of demographic. Since starting my account I have been able to find people and businesses working in my local area that I probably wouldn't have known about. Having this platform available to fall back on has made me see my degree as a stepping-stone to an actual job in the arts.

The screenshot shows a LinkedIn profile for Hannah Morgan. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network (with a red notification badge), Jobs, Messaging, Notifications (with a red notification badge), Me, and Work (with a 'Try Premium Free for 1 Month' button). The profile header features a blue background with a network diagram, a circular profile picture of Hannah Morgan, and buttons for 'Add profile section' and 'More...'. Below the header, the profile information lists her as a 'Food And Beverage Team Member at National Trust' in 'Wotton under Edge, England, United Kingdom' with '24 connections' and a 'Contact info' link. It also shows her education at 'National Trust' and 'University of Wales Trinity Saint David'. A section titled 'Strengthen your profile' prompts her to 'Add a past position' to help hiring managers find her. The right sidebar contains a 'Learn new skills with LinkedIn Learning' section with video thumbnails for 'Building Resilience' (144,869 viewers), 'Graphic Design Tips & Tricks Weekly' (114,917 viewers), and 'Learning Graphic Design: Presentations'. At the bottom right, there is a 'Messaging' button and a 'See my recommendations' link.

in Find people, jobs and more

Home My Network Jobs Messaging Notifications Me Work Try Premium Free for 1 Month

Edit public profile & URL

Add profile in another language

Your dream job is closer than you think

See jobs

LinkedIn

Learn new skills with LinkedIn Learning

Building Resilience
Viewers: 144,869

Graphic Design Tips & Tricks Weekly
Viewers: 114,917

Learning Graphic Design: Presentations

Messaging

See my recommendations

Hannah Morgan

Food And Beverage Team Member at National Trust

Wotton under Edge, England, United Kingdom · 24 connections · Contact info

National Trust

University of Wales Trinity Saint David

Add profile section More...

Strengthen your profile

Hannah, help hiring managers and old coworkers find you

Add a past position so others can easily find and connect with you

Not now Add past position

About

Developing my profile

Interact and visit new connections profiles in order to find new connections

Happy profile picture showing work you love

Bio needs to contain more relevant information.
(university student needs to be highlighted first)

Use banner which gives viewers a sense of own identity.

The screenshot shows a LinkedIn profile for Hannah Morgan. The header includes the LinkedIn logo, a search bar, and navigation links for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. The profile picture is a circular image of a woman smiling. The banner is a blue image with a network diagram. The bio section shows her name, current position (Food And Beverage Team Member at National Trust), location (Wotton under Edge, England, United Kingdom), and number of connections (24). The 'Strengthen your profile' section has a prompt to add a past position. The right sidebar features a 'Your dream job is closer than you think' ad and a 'Learn new skills with LinkedIn Learning' section with video thumbnails.

Find people, jobs and more

Home My Network Jobs Messaging Notifications Me Work Try Premium Free for 1 Month

Edit public profile & URL

Add profile in another language

Your dream job is closer than you think

See jobs

Linked in

Learn new skills with LinkedIn Learning

Building Resilience Viewers: 144,869

Graphic Design Tips & Tricks Weekly Viewers: 114,917

Learning Graphic Design: Presentations

See my recommendations

Messaging

Strengthen your profile

Hannah, help hiring managers and old coworkers find you

Add a past position so others can easily find and connect with you

Not now Add past position

About

About information is key. Make sure it contains skills, passions and information about myself as a person