

# IDENTITY/BRANDING PROCESS BOOK

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Vanessa Vitte

# INSPIRATION

- Logo



The simplicity and eye flow of this logo caught my eye. The way they use hand writing and extended the e to flow with the tag line who else was nice.



The tree with the lens on the image was very creative and went perfect with the what the photography is about. I love the use colors and how everything flows well together.



The first thing that I noticed was the person swinging the golf club. After looking closer I noticed that it also resembles a Spartan head. This was very creative and very well presented.

- Online Portfolio
- Fabio Sasso – Looking at his company site it is very impressive. The site is a one page responsive parallax site. He also has a blog that shows a lot of great work from other designers.
- Jacob Cass – The thing that blew me away about Jacob is that he is only 21 years old and a very talented designer. His online portfolio is very impressive. He does all types of design work like web design, logo design, and print work.
- Dennis Hwang – Everyone at one point in time has seen his work. Dennis is the official Google Doodlist. He creates all of the cool google logos that get changed for different events, holidays, seasons and so on.

- Song
- Queen – Bohemian Rhapsody – One of the main reasons that I chose this song is because every time I hear it I am reminded of my childhood. It was my family's song because every time it we hear it all of my family sings out loud. It is a great song even though some of it doesn't make sense.
- A great big world – Say Something – This is a newer song that I love to listen to. The reason that I enjoy it is because you can hear the feelings and heartbreak of this song and it gets me every time.
- Garth Brooks – To make you feel my love – I can definitely say that I love some country music. Garth is one of my favorites. Although this song is not his original I like his version the best. The words of this song and the way he sings it touches my heart every time.

- Photo



The beauty in this image is just breathtaking. Catching the sun set just above the clouds at the top part of the mountain. With the cross at the end of the bridge makes you wonder if the person that died there is seeing that view every day.



Being a veteran I am able to appreciate this image and understand what is going on. Even through all the kayos of war that soldier and many more are still willing to continue to put there lives on the line for this country. That is true dedication.



I am a big fan on black and white images. The contrast of this image is what caught my eye. I love how the image is so dark yet at the same time it seems very calm.

- Artist
- Alexandre Farto – I first found out about this artist when doing a project for humanities class. This artist amazes me every time I see his work. He started off as a graffiti artist and later transitioned into exploding artwork which is what he is known for. He designs a piece on a old building wall somewhere and makes it into amazing art using explosives and some paint for contrast. Truly amazing work.
- Phil Hansen – Phil is a very unique artist. He is a multimedia artist that connects to the subject matter. His work has been seen all around the world. He shows that anything is possible with creativity and will.
- Julian Beever – Julian's work is well known all around the world and probably one of the best ways to experience art. He is a pavement artist. His artwork is a very realistic and fun at the same time.

# PERSONAL IDENTITY

- What market segment are you targeting to work in?
  - With my experience being minimal in web design I am open to any opportunities that come my way. At this point I want to lean and take in as much experience as I can so I can see where I feel comfortable at.
- What portion of web design and development do you excel in?
  - I excel more in front end development. I like making a wireframe into a functional site and seeing it start coming to life.
- What do you enjoy most about web design and development?
  - I enjoy learning new things and find myself spending a lot of time researching and figuring out how to do things. Currently I am very intrigued with responsive design and SEO. I enjoy seeing the work that I do come together.

- What do you enjoy least about web design and development?
  - The thing that I enjoy the least is backend development. I am still in the learning process of backend coding and believe that I still have a lot to learn.
- What skills, perspective or life experience set you apart from other designers or developers?
  - From my prior job as an Operations Specialist I find myself able to coordinate and talk to people. During my internship I was able to learn wordpress and build a few sites. I have also had the opportunity to work for a web design company in Dallas and get that experience.



# LIST 100 WORDS OR PHRASES THAT DESCRIBE YOU AS A PERSON OR PROFESSIONAL.

Reliable	Caring	Leader	Grateful	Speaker	Kind Hearted	Achiever
Developer	Sweetheart	Open Minded	Professional	Role model	Web Designer	Logical
Artist	Hard Worker	Thinker	Outspoken	Adult	Web Developer	Initiator
Web	Loyal	Aunt	Accomplished	Veteran	Clown	Outgoing
Graphic	Listener	Soldier	Designer	Music	Helping Hand	Patient
Fixer	Giver	Sister	Happy	Rider	Considerate	Consistent
Helper	Friend	Teacher	Driven	Outdoors	Learner	Compassionate
Mediator	Student	Country	Motivated	Geek	Humorous	Independent
Enforcer	Technology	Outdoors	Loving	Focused	Thoughtful	Emotional
Daughter	Change	Military	Positive	Person	Productive	Cheerful
Curious	Adaptable	Personable	Helpful	Genuine	Understanding	Generous
Wise	Easy Going	Pleasant	Responsible	Wise	Competitive	Devoted
Sincere	Ambitious	Flexible	Organized	Sensitive	Modest	Cooperative
Driven	Persuasive	Trustworthy	Knowledgeable	Skilled	Enthusiastic	Interesting
Logical	Sensible				Facilitator	

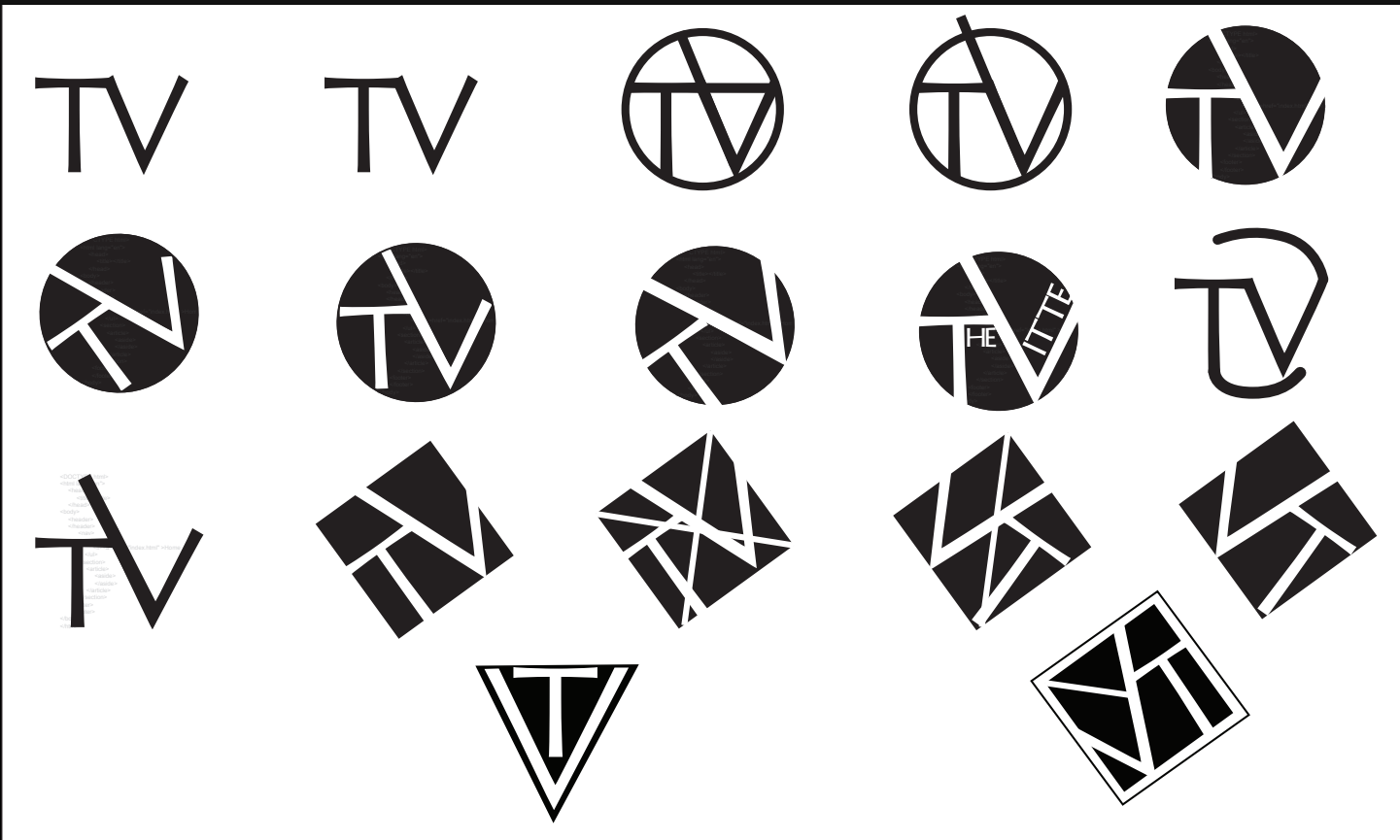
# PERSONAL PHILOSOPHY

- Being a designer is new to me. It is completely opposite from my previous career as a police officer. Not knowing what I was getting myself into I made a choice to go back to school and study web design. It was one of the best decisions I have ever made. As a designer I want to capture the clients needs and wants in a website with the best usability possible. When in the military I learned that everyone is different so we all learn and process things different so if you want to get to people you have to learn what way to connect with them. That is something that I have continued to believe in and use with my web design. The work that I do is not for me but for the people that will visit the site.

# NAMING

- [VANESSAVITTE.COM](http://VANESSAVITTE.COM)
  - [THEVITTE.COM](http://THEVITTE.COM) (FINAL)
  - [VVITTE.COM](http://VVITTE.COM)
  - [VITTEDESIGNS.COM](http://VITTEDESIGNS.COM)
  - [VANESSAVITTEDESIGN.COM](http://VANESSAVITTEDESIGN.COM)
  - [VITTEWEBDESIGN.COM](http://VITTEWEBDESIGN.COM)
  - [VWEBDESIGN.COM](http://VWEBDESIGN.COM)
  - [VITTECODE.COM](http://VITTECODE.COM)
  - [VITTECODE.COM](http://VITTECODE.COM)
  - [VANESSAVITTECODE.COM](http://VANESSAVITTECODE.COM)
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# LOGO SYMBOLS



# LOGO LETTER FORMAT

*The Vitte*

<TITLE>THE VITTE</TITLE>

**THE VITTE**

**THE  
VITTE**

**THE  
VITTE**

*The V  
itte*

**The  
Vitte**

THE VITTE

# COLOR COMBINATIONS



# TOP TWO



# FINAL LOGO DESIGNS

