

Kameron Brown

Creative Brief

Project Scope:

This is a personal logo for Kameron Brown. As an aspiring professional in the Public Relations field; it is important that his appearance, be polished and professional across all mediums and formats.

Key Message:

Portray a sense of professionalism as an approach to public relations. Aspires to convey how a classic and timeless look embellished with the slightest hints of modern design can create an appealing look of continuity for every audience.

Color and Font:

The chosen combination of colors were selected to represent timeless elegance, boldness, and a classic look:

- Black
- White
- Navy

The font Monotype Corsiva, used in the logo, conveys the overall theme of classic and clean design. Bell MT is used on all other text for professionalism and clarity. The black and white scheme assures no matter the medium, the logo will be clear and bold; the touch of navy conveys classic trust and professionalism.

Contact:

kgb0025@auburn.edu

(205) 907-5081

Logo and Style Guidelines:

Color:



C: 100
M: 90
Y: 10
K: 0



C: 0
M: 0
Y: 0
K: 100



C: 0
M: 0
Y: 0
K: 0

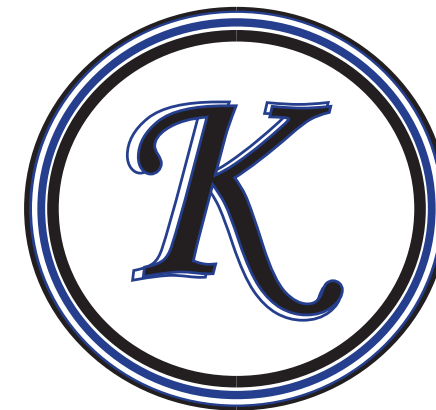
Logo 1



Logo 2



Logo 3



Kameron Brown

Font:

*Monotype Corsiva with Navy stroke
and black and white fill used in logo.*

Bell MT without stroke for subheaders
and complimentary text.

I have no specific spacing or type size
guidelines for my logo, wordmark, or text.
Black and White are interchangeable
depending on background colors.



Kameron Brown

Public Relations Practitioner

PROFILE

I seek to manage communication and relations between clients and their publics. I focus on two-way interpersonal communication as well as strategic and crisis communications.

EDUCATION

Auburn University, Auburn AL / May 2021

Bachelor of Arts in Public Relations

3.16 GPA

Thompson High School, Alabaster AL / May 2017

GED

4.0 GPA

EXPERIENCE

Involvement Ambassador / Sept. 2019 - Present

Auburn University Office of Student Involvement

- Deliver presentations and facilitate workshops
- Contribute to outreach, event, and communication data points
- Perform administrative skills such as filing, answering phones, reserving rooms.
- Represent student involvement at various networking and browsing opportunities
- Serve as a liaison between the student body and university officials

Summer Intern / May 2019 - August 2019

Shelby Baptist Association

- Led public relations initiatives such as presentations and press releases.
- Performed administrative and management tasks in an office setting
- Developed and maintained a community garden and nonprofit food pantry
- Committed to skilled manual labor in service of community
- Developed and co-led a youth summer camp

Event Coordinator / May 2019 - August 2019

Barret and Chelsea Ingram

- Coordinated an upscale event with 200+ guests
- Hired and directed officiant, caterers, videographers, photographers and decorators
- Designed and executed strict schedules on a balanced budget

SKILLS

- Project planning
- Decision-making skills
- Seasoned leadership
- Interpersonal skills
- Active listening
- Customer service skills



Kameron Brown

Public Relations Practitioner

Lorem Ipsum,

has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Sincerely,

Kameron Brown



Kameron Brown

211 W Longleaf Dr.
Auburn, Al 36832

Insert
Stamp
Here

YOUR NAME HERE

123 Address Blvd.
City, State ZIP Code





Kameron Brown

Public Relations Practitioner

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205.907.5081

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