**ARA 396: Professional Practices for Artists and Designers – Fall 2018**

**WORKSHEET/WORKSHOP 3 – STYLE, VOICE, BRANDING  
(Professional Clarity/Acuity + Digital Assets)**

**NAME: \_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**OBJECTIVE:** Use your current understanding of your professional goals and target audiences along with your most impactful image to brainstorm and generate a meaningful and attention-grabbing brand tone and style.

**WHAT IS YOUR FEATURE IMAGE** (a.k.a. your most successful image and/or project) – Insert below or attach as a separate file to your assignment submittal email:

**WHAT IS YOUR COLOR PALETTE** (relate to your most successful image and consider your primary color, accent color(s), and text color(s)) – Insert below:

**WHAT ARE YOUR FONTS** (consider style, tone and ubiquity when selecting your logo font(s), headline text(s), body text(s)) – List below:

**WHAT IS YOUR LOGO –** Insert below or attach as a separate file to your assignment submittal email**:**

**WHAT IS YOUR MARK -** Insert below or attach as a separate file to your assignment submittal email**::**