

PERSONAL BRAND KIT GUIDELINES

LOGOS

Mali Cofield

Mali Cofield

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TYPOGRAPHY

Aa

New Kansas Extra Swash
Regular Italic

Aa

Essones
Display Regular

Aa

Objektiv Mk2
Thin

Aa

Altesse Std
Regular

COLORS



#333940



#85a6a2



#dad3c6



#a67a60



#d9b19a



#fee6d5

WATER MARKS

Mc Mc Mc Mc

Mc Mc Mc Mc

Mc Mc Mc Mc



LINKEDIN BANNER(S)



EMAIL SIGNATURE



Mali Cofield
Mali M. Cofield
Communications &
Public Relations
(256) 499-5939

BUSINESS CARD (FRONT + BACK)



WEBSITE HEADER(S)



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VISUAL BIOGRAPHY



Camp Mac - I've spent 14 years "Among The Pines!"



My sorority, Kappa Alpha Theta



I do spray tans in the Auburn-Opelika area!



My NASA internship - working with the Planetary Missions Program Office



I served as an Orientation Counselor for Camp War Eagle at Auburn University!

BRANDING SUITE RATIONALE

For this personal branding suite, my main goal was to create a visual identity that feels polished, creative, and true to who I am. I wanted something that would not only look professional to future employers, but also reflect my personality and interests, especially my passion for creative work. I was excited to treat this like a real brand and think about how all the pieces connect across different platforms.

My target audience includes potential employers, internship supervisors, and professional connections, particularly in communications, marketing, and space-related outreach. Because of this, I focused on creating a brand that feels clean, cohesive, and easy to recognize. I wanted everything to work together whether someone sees my LinkedIn, business card, or portfolio website.

This branding suite includes a full brand kit, LinkedIn header, website banner, business card, email signature, and visual biography. Each component was designed to work together as part of one consistent identity. The brand kit establishes my logos, color palette, and typography, which then carry through into all of the other pieces. The LinkedIn header and website banner help create a strong digital presence, while the business card and email signature translate that same branding into more professional, real-world interactions. My visual biography is meant to support my personal story and give more insight into who I am beyond just my resume.

When making design decisions, I focused on using a muted color palette with blue-greens, neutrals, and warm tones because I wanted something that felt polished and visually appealing without being overwhelming. I also wanted my brand to stand out in a more subtle way instead of relying on bright or overly bold colors. For typography, I chose a script-style font for my name to add personality and make it feel more personal, and paired it with simple fonts for subheadings and body text to keep everything readable and clean.

I also made sure to apply key design principles throughout the entire suite. I used contrast to make important elements like my name and logo stand out against the background. I focused on alignment and spacing to keep each design clean and organized. Repetition is shown through the consistent use of my circular logo, color palette, and patterned backgrounds across multiple pieces. I also paid attention to balance so that no design felt too heavy on one side or too cluttered. Visual hierarchy was especially important, and I made sure that the viewer's eye was drawn to my name and logo first, followed by supporting information.

For this project, I mainly used Adobe Illustrator and Adobe Photoshop. I used Illustrator to design my logos, typography, and business card because it allowed me to create precise and scalable graphics. I used Photoshop to refine layouts, adjust visuals, and create elements like my LinkedIn header, website banner, and other digital components. Using both programs helped me make sure everything looked consistent and high quality across different formats.

During peer review, I discussed several elements of my project with my partner, Rachel. First, we talked about my color palette and whether it felt cohesive across all pieces. Second, we reviewed my logo clarity and how the quality performed on different sizes, especially on the business card and email signature. Third, we discussed overall layout and spacing to make sure everything felt balanced and not too crowded, especially because of the pattern I chose to use. Based on this feedback, I made small adjustments to improve consistency and strengthen the overall design. Overall, I am really proud of how this branding suite turned out. It feels like a strong representation of who I am and what I am excited about going into my career.