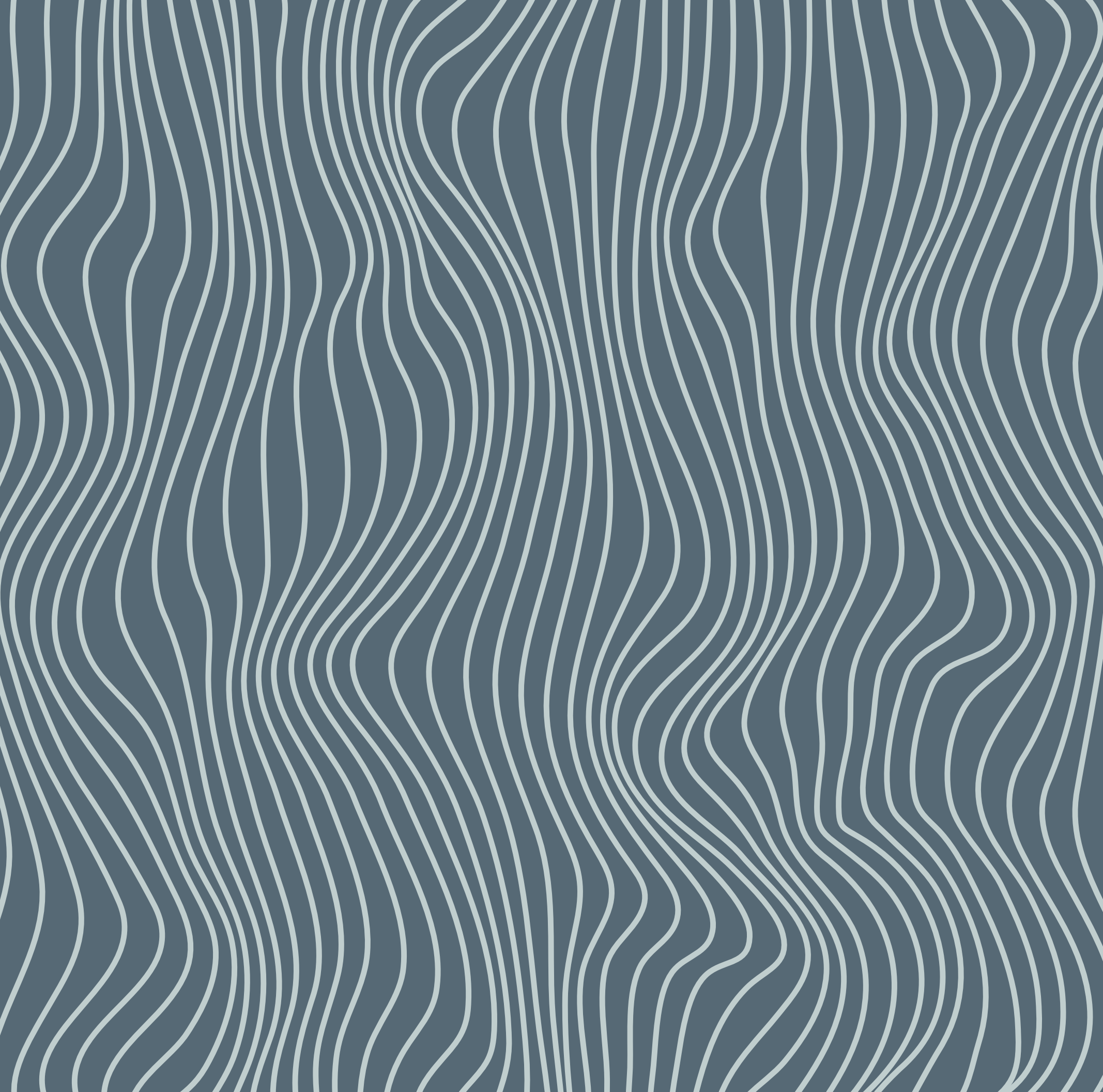




creative

2023 brand book

karsyn jade laufenberg.

aquarius. enneagram 1. “the advocate” (INFJ-T).

Born in Wisconsin and raised in Mississippi, I am now a graphic designer in Memphis, Tennessee.

Since I was younger, I always knew that I wanted to help people, but I unfortunately wasn't gifted with the strengths of science to be a doctor. I grew up interested in art and fully started to dive deeper in high school when I joined AP Ceramics. It was during those years when I finally discovered my strengths in creativity and decided that was how I was going to make an impact one day.

I constantly aim for growth whether it be personally, intellectually, or professionally. I am never one who wants to be stagnant and live a boring life. If I set my mind to something, I will do anything in my power for it to come to fruition - even if that

means shaving my head to mark it off my bucket list. This mindset has brought me to discover my passions.

In 2019, I studied abroad in Liverpool, England where I found my love of traveling and the environment. Those three months were the most impactful months of my life and gave me a new outlook on myself and other cultures.

I am always in search of the most unique perspectives and views when it comes to my photography and design. Put me in a new national park with a camera and some hiking boots, and I will be the happiest I have ever been.

In my career, I am a design-driven media and marketing professional, who loves to come up with creative ways to express a message and solve problems. I am continuously learning and have developed skills in graphic design, marketing, communications, website development, videography, and photography.

During my time as a student, my passions have grown towards branding, social marketing, and UX Design. I plan on utilizing my skills and passions by working in the nonprofit sector or towards environmental protection efforts.

“ My goal is to make a positive impact in people’s lives through the way that catches their attention the most: design ”



core.

KAR. creative is founded on these core statements and values that influence my design and professional career. Without these, I would not be motivated to create projects the way I do.

mission.

To bring progressive ideas and visions to life through design

vision.

To leave thought-provoking designs that inspire others on a behavior shift, benefit those in need, or assist in the preservation of our environment

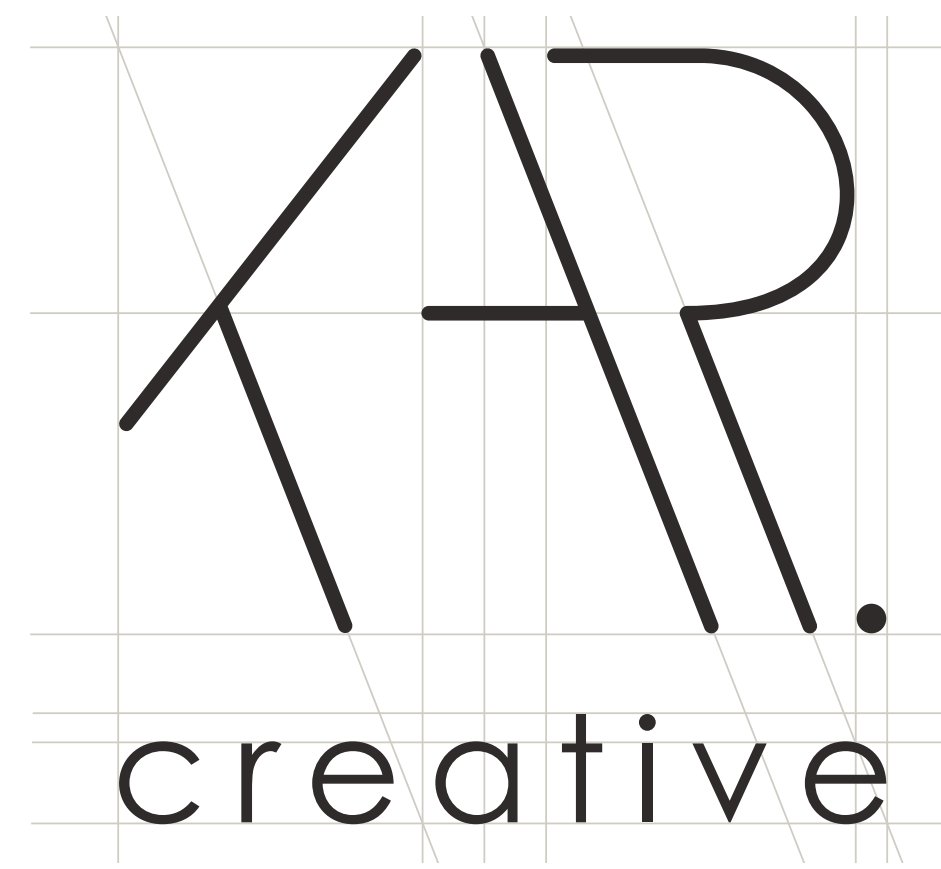
values.

advocacy. integrity. sustainability. growth. ambition.

logo.



KAR. creative is a name that represents who I am and my background. Growing up, my lisp got to a point where it was difficult for others to understand me when I introduced myself. Those closest to me call me Kar, and I wanted to name my personal brand that for those who support me the most. For my logo, I envisioned something that sparks the viewers mind, while at the same time making it clear enough to understand.



The concept behind the logo was to make it abstract, yet structured. Every line of the logo has a purpose and contributes to another piece. The logo can be used in any brand color, with the main color being chocolate orchid.

type.

KAR. creative consists of two fonts:
Baskerville and Century Gothic Pro.
These fonts bring a clean look that
can be put in any setting.

Baskerville is used for headlines,
subheads, and large format type.
When using headlines, the type must
be in lowercase followed by a period.

Century Gothic Pro is used mainly for
body copy, subheads, and logos; the
tracking should be set at 30 em.

baskerville.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

century gothic pro.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

color.

Inspired by nature, my brand colors represent my personality. Each color is based on elements of the creation such as plants, animals, and the environment.

My passion for nature has grown through the years, and it has been a form of escape and relaxation. I wanted to continue this tranquility it brings with my brand.

eucalyptus. #8c9482	green sea turtle. #abb5a6	peperomia. #ccd4c7
mariana trench. #576975	poseidon. #8c9ca3	blue glaucus. #bfcfcf
chocolate orchid. #302b2b	quokka. #cfccc4	farafra. #f5f5f5





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