

DDSN 361 Web Design I – Gaines

Brand Guide

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[Sue Art Home](#)

Brand Values

Curiosity

an openness to explore and discover

Harmony

creating a peaceful sense of balance

Sincerity

being genuine and true to myself

Care

giving thoughtful attention to what I create

My Mission

PASSIONS

1

1. Creating artwork
2. Nature

STRENGTHS

2

1. Creativity
2. Attention to detail

AUDIENCE

3

1. Art & creative design
2. Home & lifestyle

My Mission Statement:

I provide nature-inspired artwork for people who appreciate handmade art and want to bring beauty, warmth, and creativity into their everyday spaces.

My Vision

Build Your Vision

Who will benefit?

People who appreciate art, creativity, nature, and meaningful handmade work.

What positive change do you hope to create?

Inspire people to explore creativity and appreciate beauty in everyday life.

1

Write Your Vision Statement

We envision a future where people can explore their creativity and appreciate the beauty of art, nature, and everyday moments.

2

Refine Your Vision Statement:

I envision a future growing into a creative brand that inspires people to explore creativity and appreciate the beauty of art, nature, and everyday moments.

What do I do?

Make us curious.

Draft My Pitch

I create personal artwork inspired by nature and everyday beauty, bringing creativity and a sense of warmth into people's lives.

Refine My pitch

“

I turn inspiration from nature and everyday moments into personal artwork that brings creativity, beauty, and warmth into everyday life.

Sue Art Home

Where Art Meets Nature

This but not that...

**My brand is
personal but
not *exclusive*.**

**My brand is
artistic but not
complicated.**

**My brand is
warm but not
formal.**

**My brand is
natural but not
plain.**

Celebrity Brand Mashup



Sushma Hegde

colorful, expressive, modern



Beatrix Potter

gentle, nature-inspired,
imaginative



Bob Ross

calm, welcoming,
connected to nature

My Brand Persona is...



A cross between Sushma Hegde, Beatrix Potter, and Bob Ross—creative and expressive, inspired by nature, and calm and thoughtful.

My Voice

1. Homepage Introduction

“Hi, I’m Sue, the artist behind Sue Art Home. I create personal artwork inspired by nature and everyday beauty. Welcome to my creative space.”

2. 404 Error Message

“Oops! This page wandered off into nature. Let’s get you back to something beautiful.”