

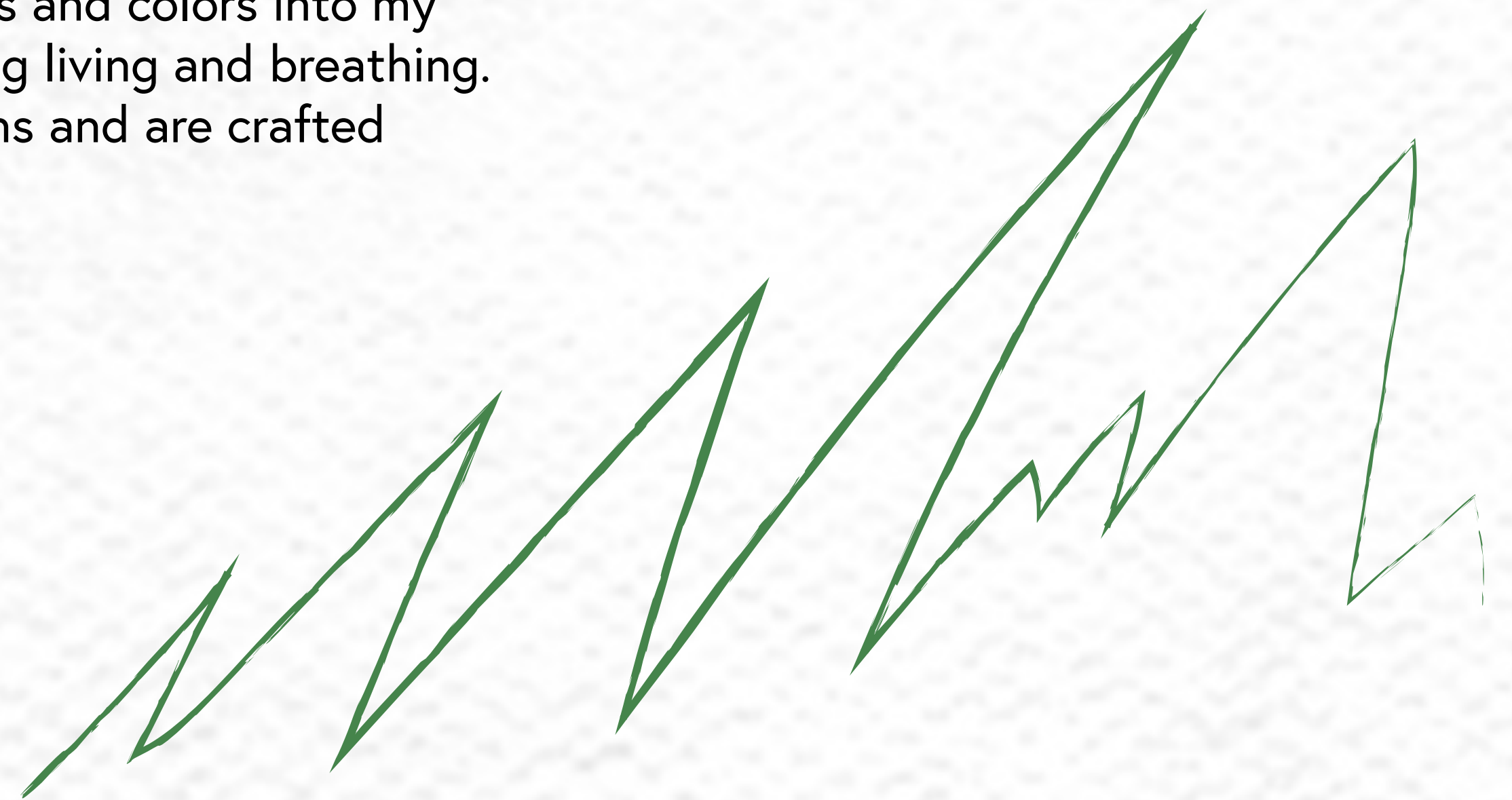
BY TRACY

PERSONAL BRANDING FOR TRACY RICKER

BRAND NARRATIVE 01

FIRST PERSON POV

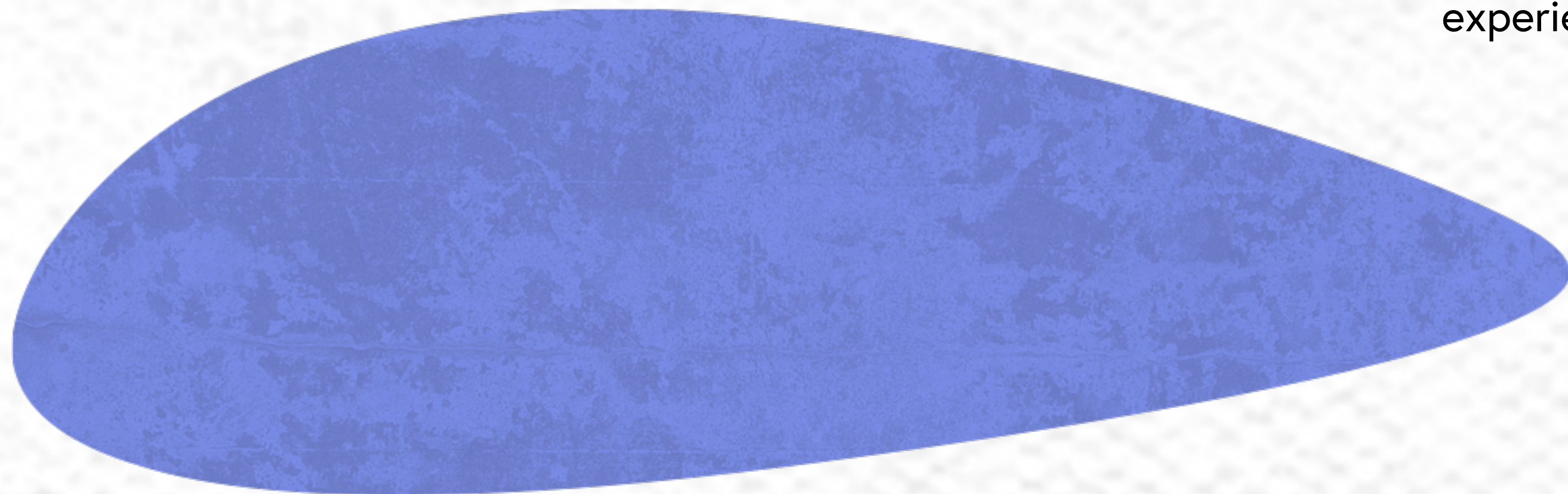
No words can describe the vast, picturesque mountains and the glassy surface of the lakes in Washington I fell in love with that summer. There is so much beauty in nature I wish everyone could see. By weaving textures and colors into my designs, I transform them into something living and breathing. My works challenge conventional designs and are crafted responsibly with sustainable thinking.



BRAND NARRATIVE 02

TARGETS POTENTIAL CLIENTS/ EMPLOYER

Tracy Ricker is an insightful art director who cares deeply about the environment. She invites everyone to join the conversation with her infectious enthusiasm and well-versed campaigns. Tracy's works reflect her fine arts background across painting, printmaking, and jewelry-making with sophisticated textures and sense of craft that brings a brand to life. Her clients are unafraid of unconventional approaches and, together, they pave unique experiences you can't walk away from.



BRAND PERSONALITY

STRONG SENSE OF DUTY

COMPASSIONATE

WITTY



STONE OF VOICE

ENTHUSIASTIC

INVITING

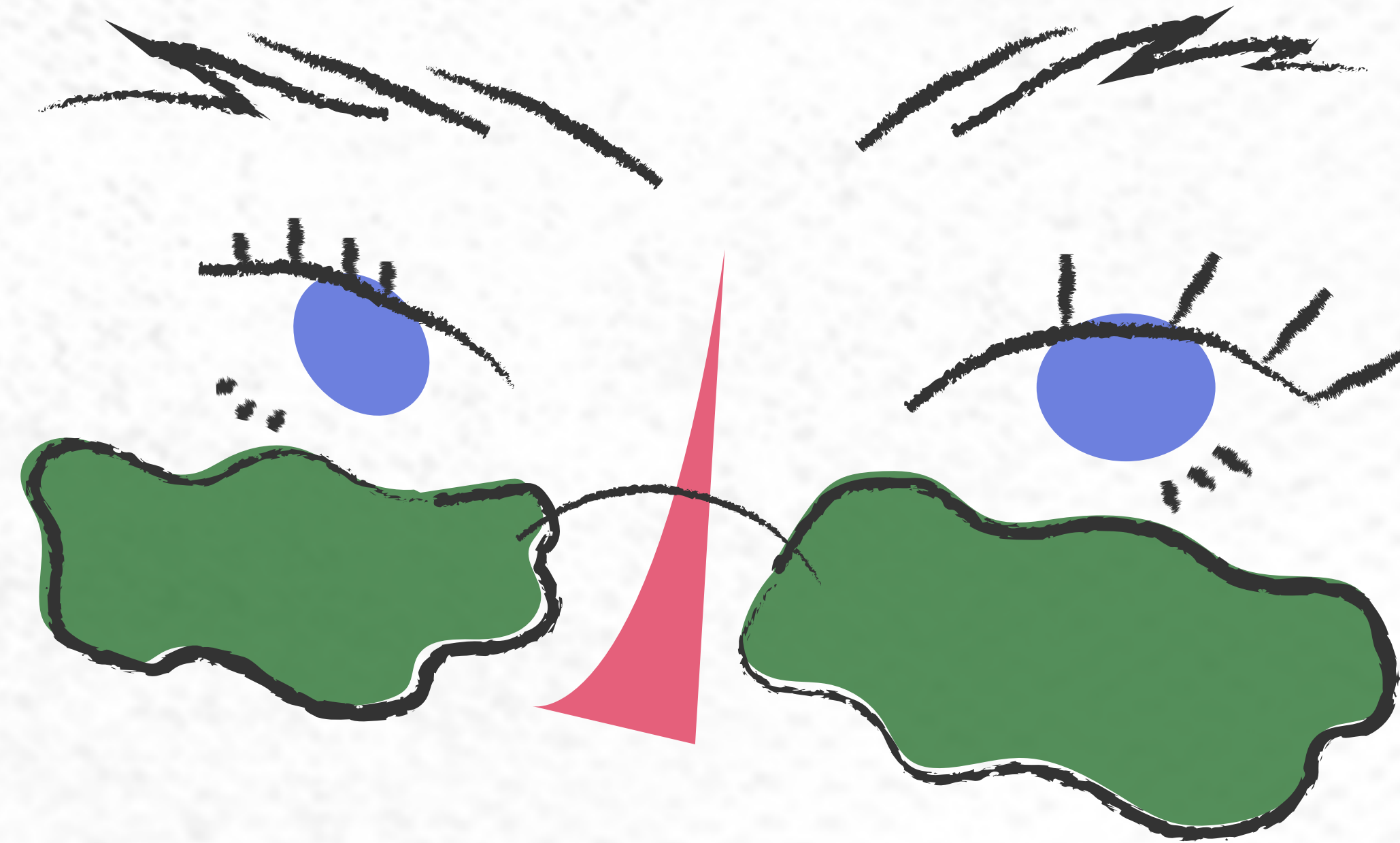
INFORMATIVE



Climate justice can be a boring, or even burdensome, topic for those less aware or less involved. By being an enthusiastic friend to the audience, Tracy engages the audience in conversations instead of trying to lecture them.

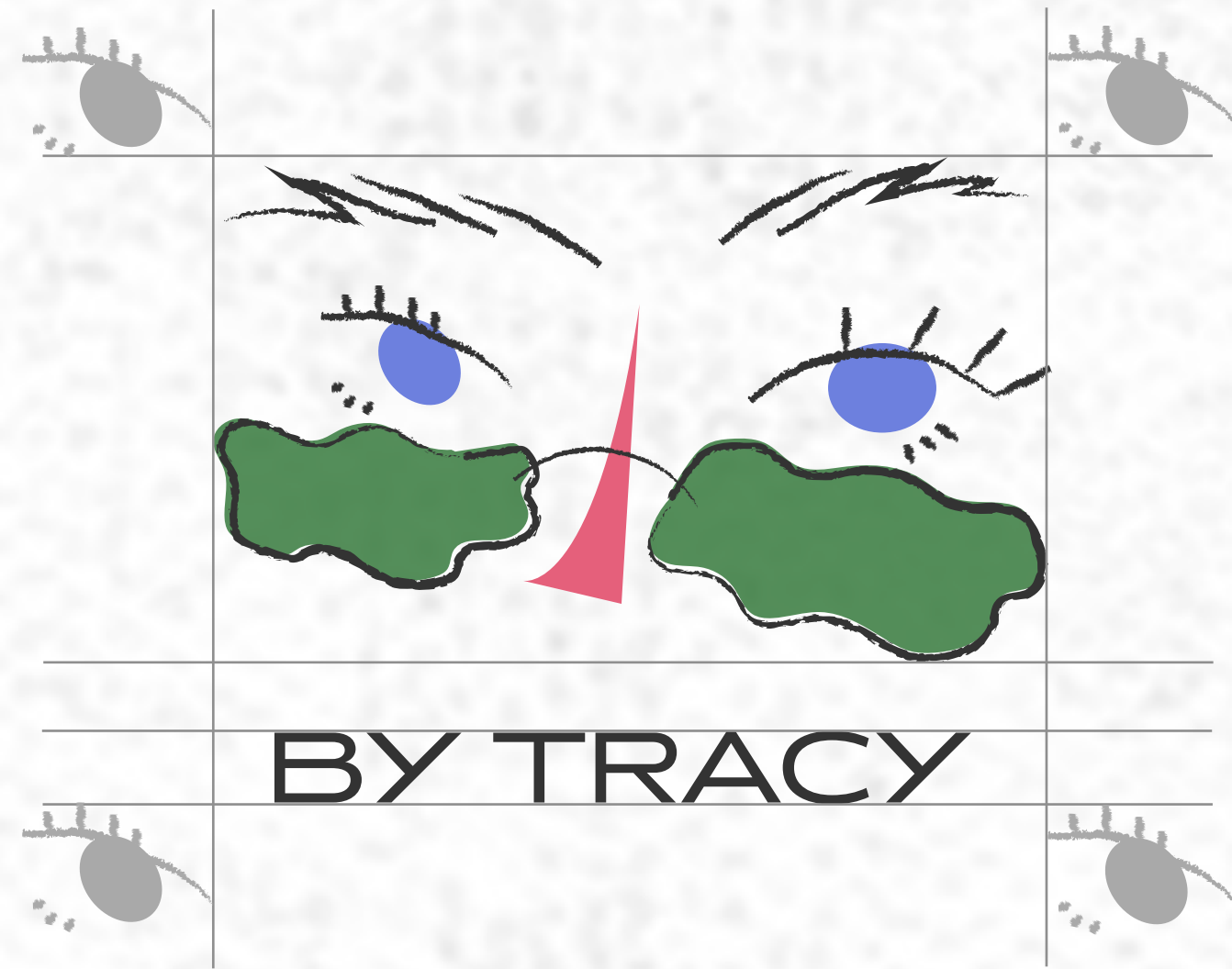
PRIMARY LOGO

Illustrative logo of Tracy with reference to her blue eyes & signature sunglasses look.

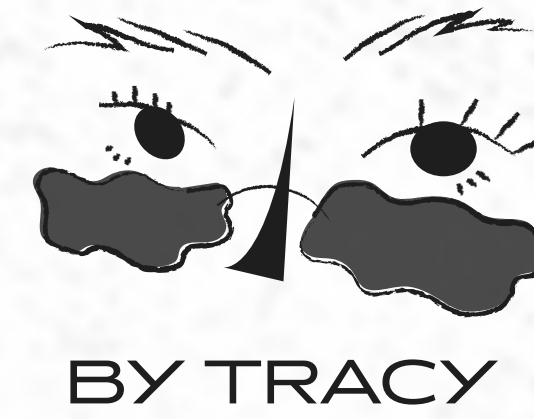


BY TRACY

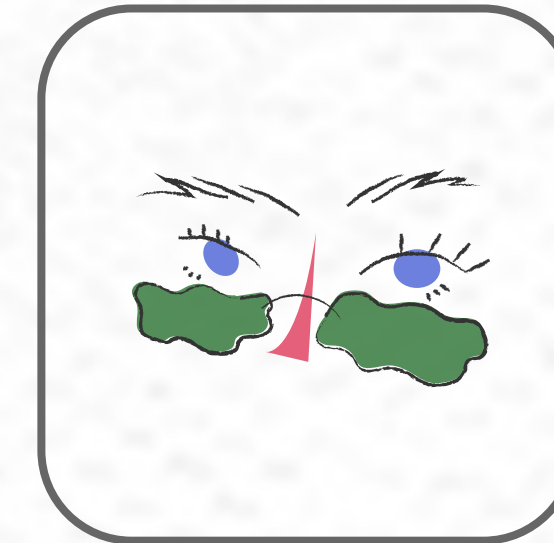
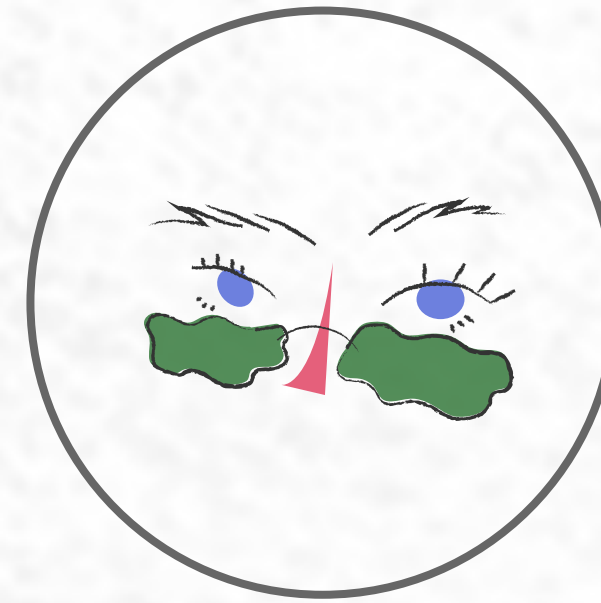
LOGO USAGE



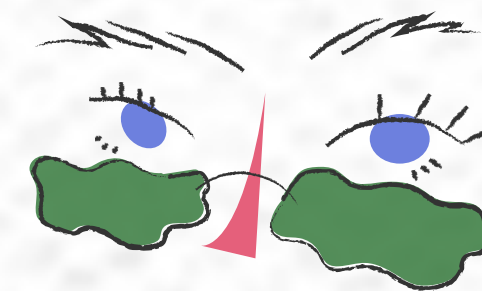
black and white



masked

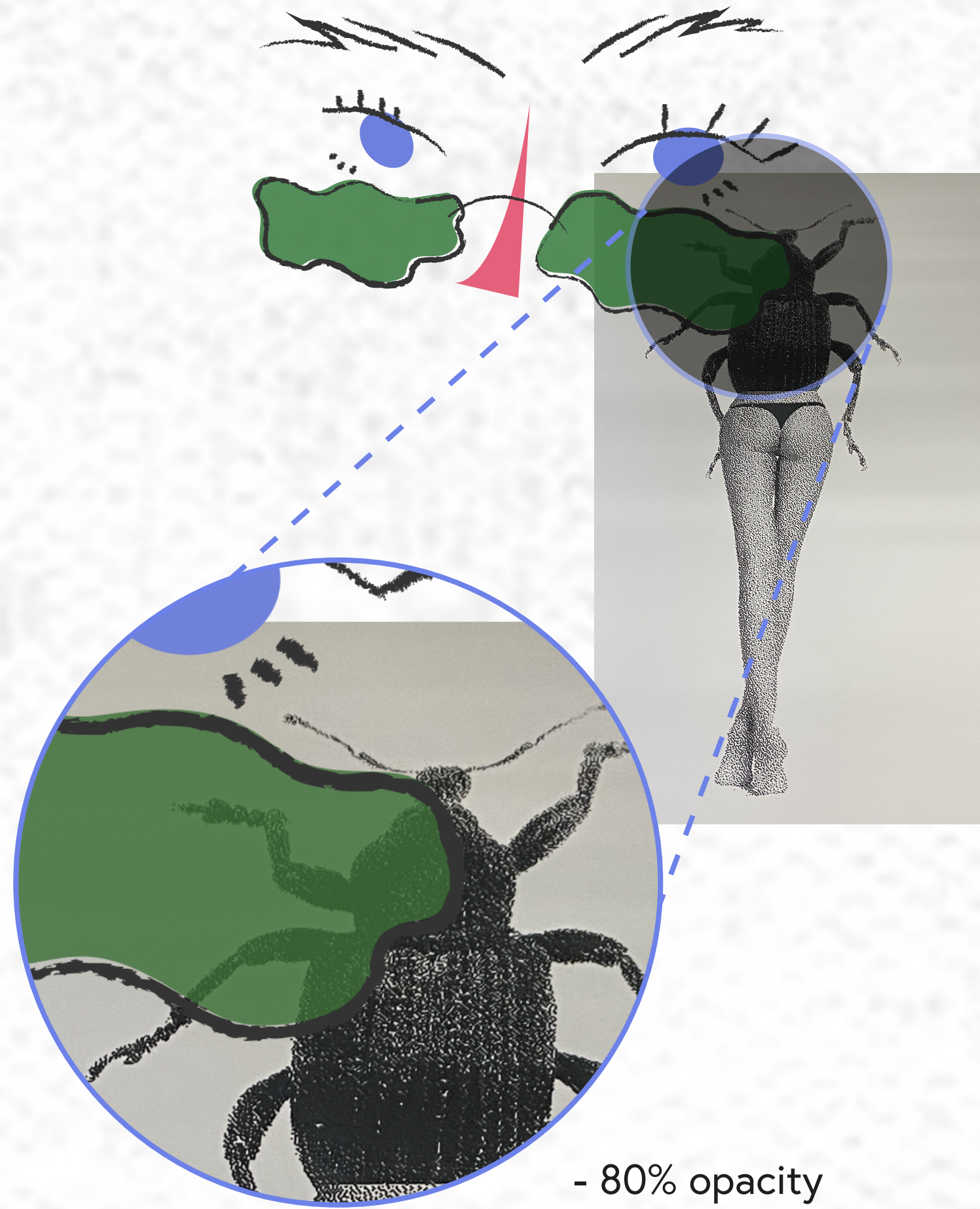


horizontal logo

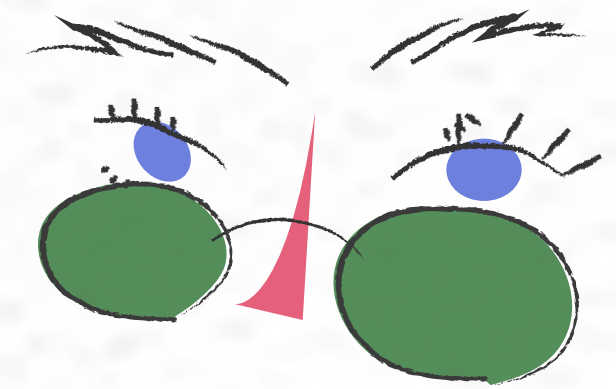
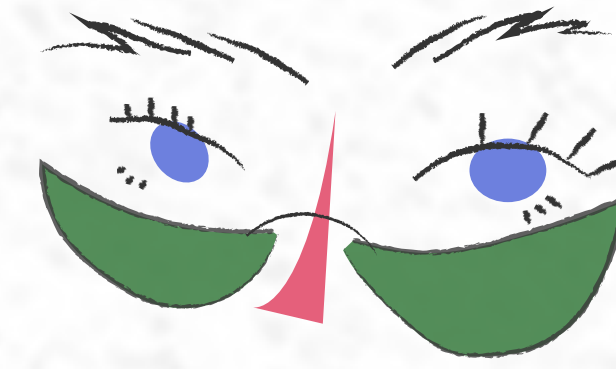


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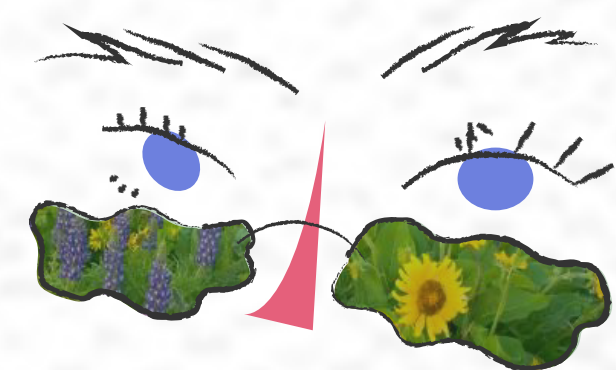
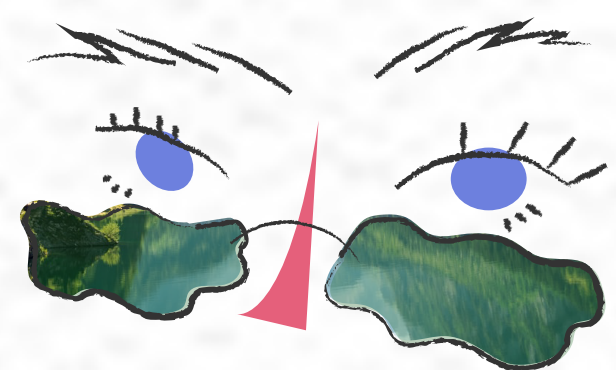
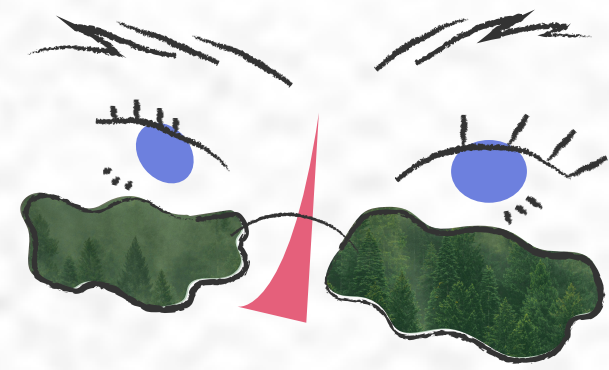
LOGO USAGE



variable shapes

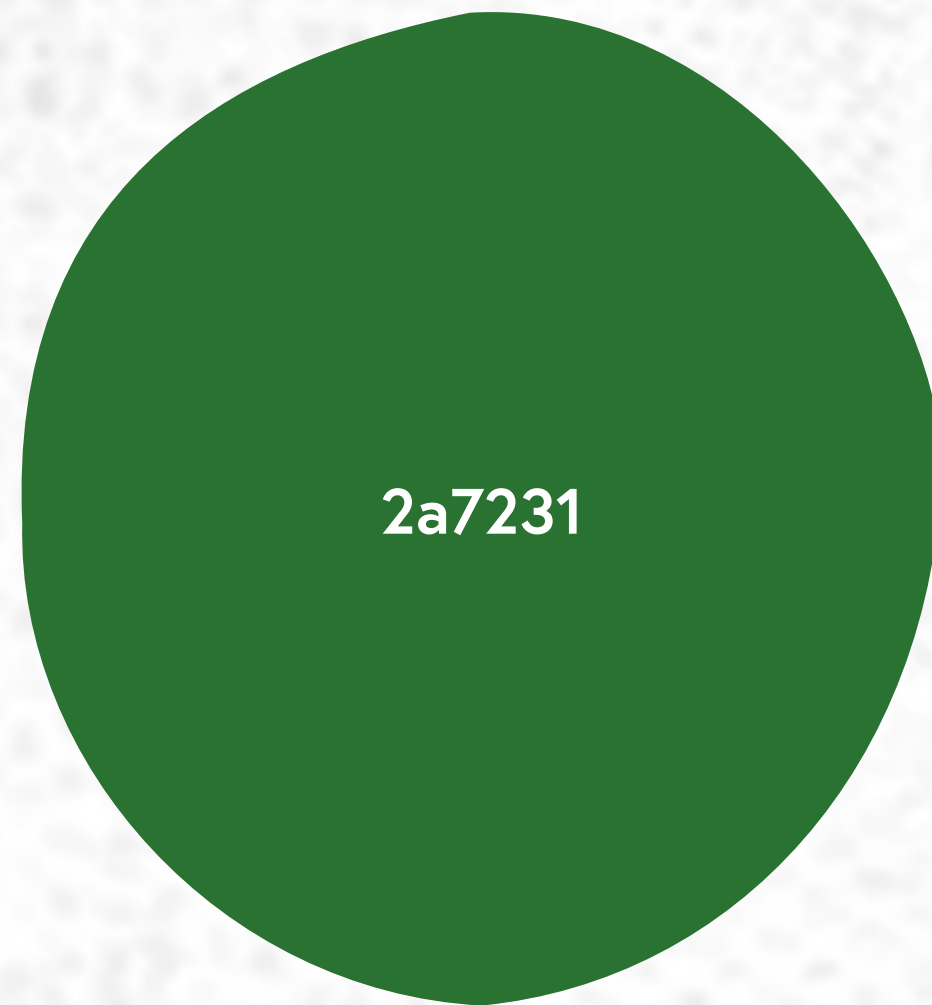


masking



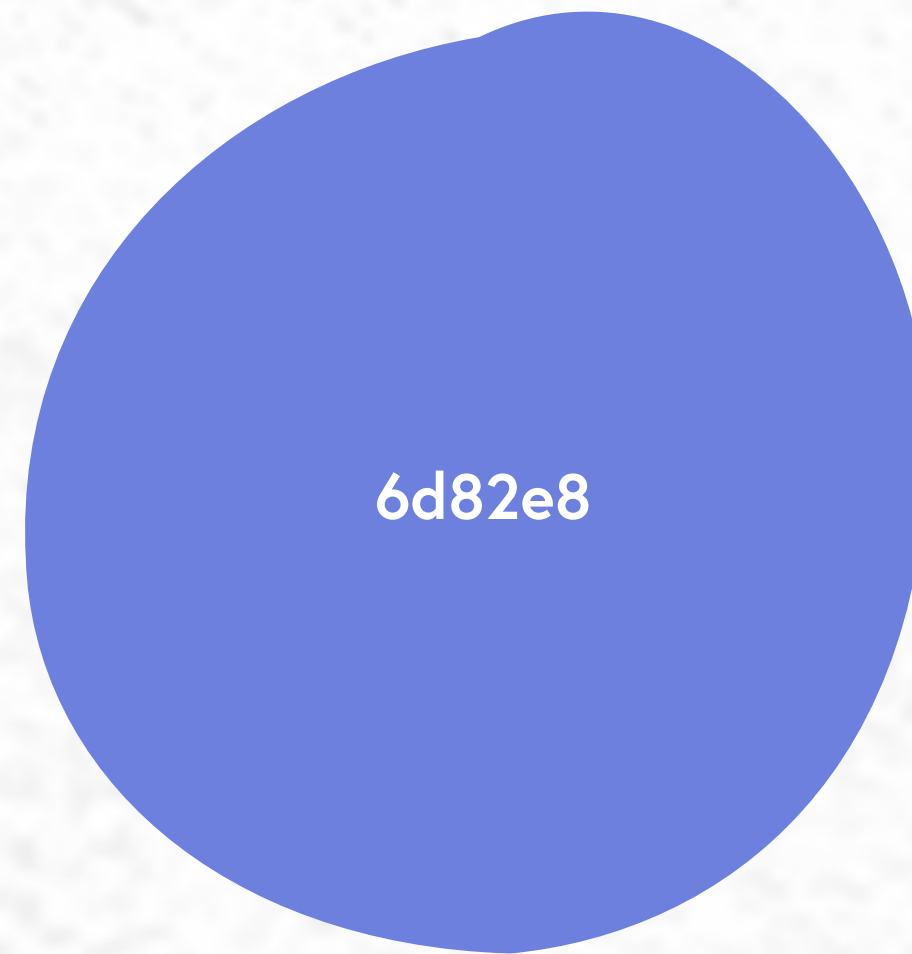
COLOR PALETTE

FOREST GREEN
nature & lush



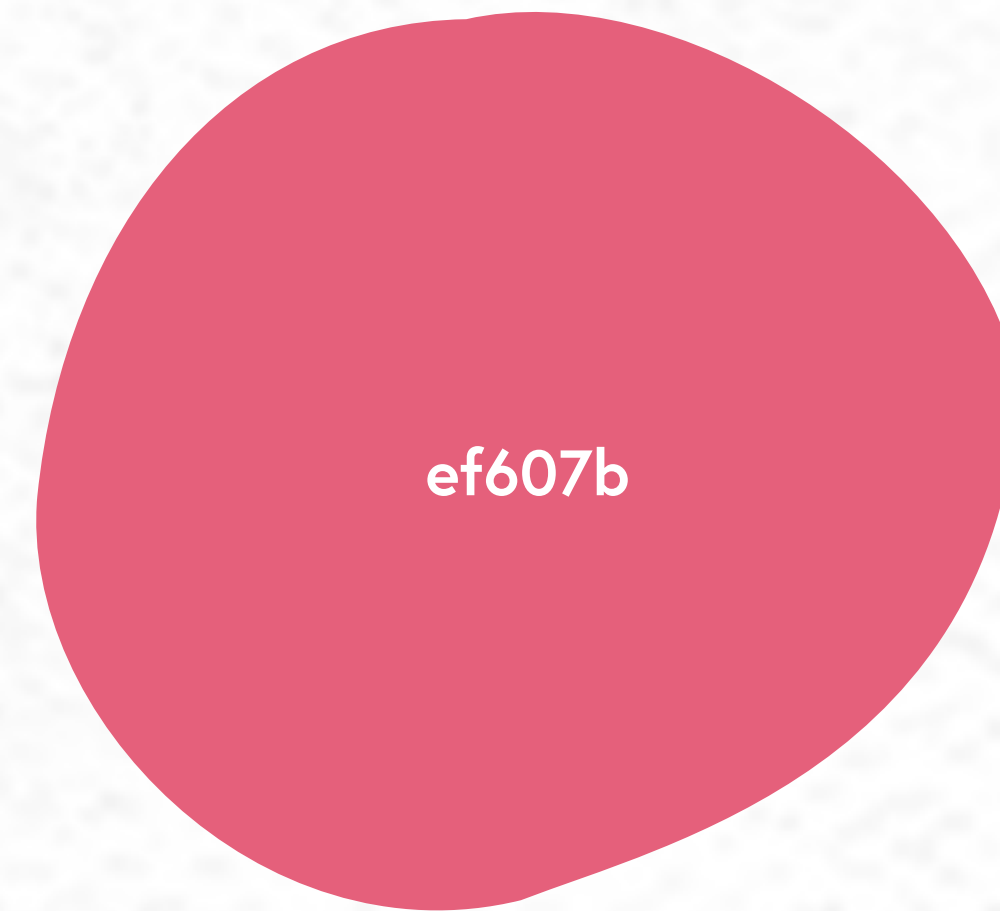
2a7231

SOFT BLUE
tranquil & insightful



6d82e8

WATERMELON PINK
fun & vibrancy



ef607b

COLOR RATIO



TYPOGRAPHY

ANISETTE STD

A BREATHING AND LIVING BRAND

EUROPA BOLD

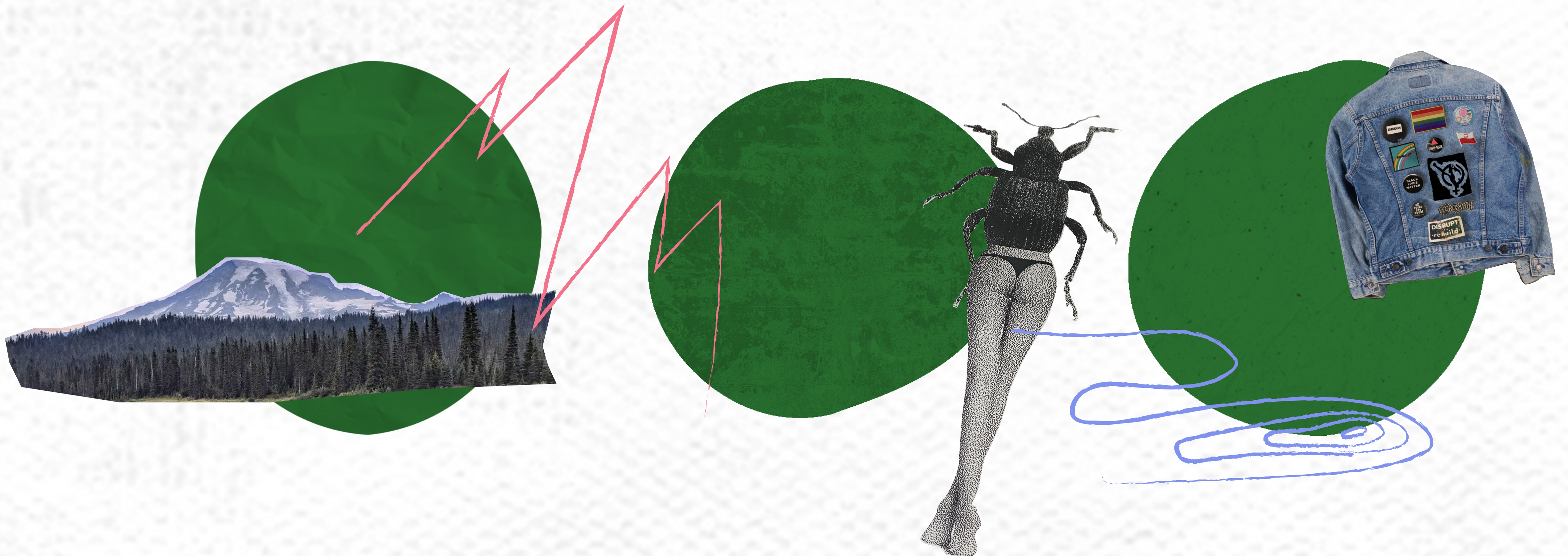
CREATED BY TRACY RICKER

EUROPA REGULAR

Tracy Ricker is an insightful art director who cares deeply about the environment. She invites everyone to join the conversation with her infectious enthusiasm and well-versed campaigns. Tracy's works reflect her fine arts background across painting, printmaking, and jewelry-making with sophisticated textures and sense of craft that brings a brand to life. Her clients are unafraid of unconventional approaches and, together, they pave unique experiences you can't walk away from.

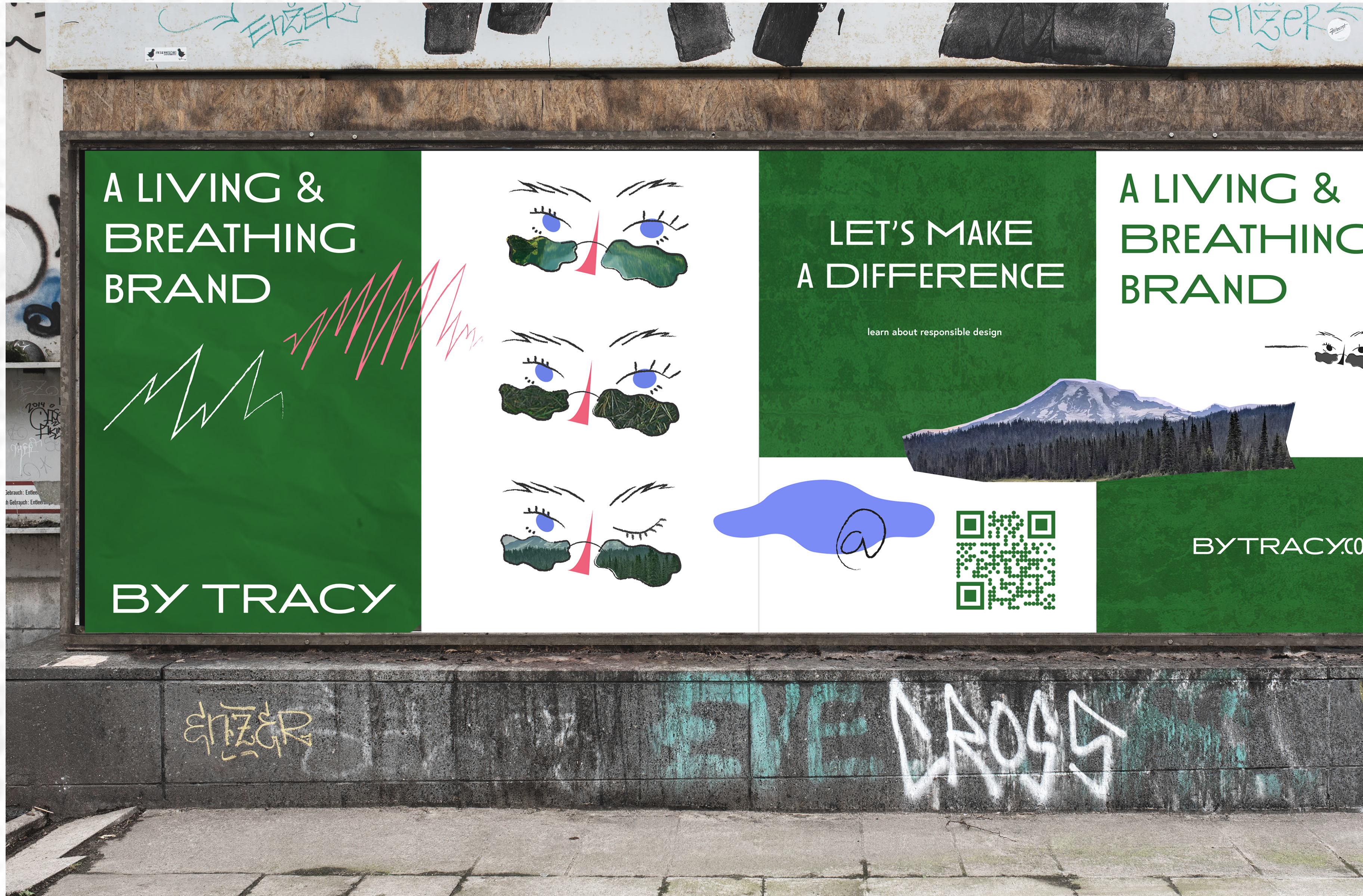
DESIGN ELEMENTS

Paper/ grunge/ natural textures.
Irregular shapes & cut out look.
Textured brush & handdrawn elements.



APPLICATION 01 - BUSINESS CARD







APPLICATION 04 - SOCIAL MEDIA

