



**HALEY**  
HAD A LITTLE BLOG



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# Haley Daniels

**Blogger, Graphic Designer  
& Advertising Professional**



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<https://haleyhadalittleblog.com/>



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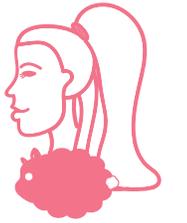


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# INVOICE



**HALEY**  
HAD A LITTLE BLOG

DATE:  
INVOICE #:  
CUSTOMER ID:



## BILL TO:

[Name]  
[Company]  
[Mailing Address]  
[Phone Number]

Service Provided	Description	Fees

Subtotal: \$ 0.00

Tax: \$ 0.00

Additional Comments:

**TOTAL: \$ 0.00**

*Please make all checks payable to Haley Had a Little Blog.*

**Thank you for your business!**

## **ID1 Statement of Purpose**

### **CONCEPT & DESIGN**

I decided to use my website (haleyhadalittleblog.com) as the focal point for my identity package. Since the theme/branding of my site is very girly and pink, I decided to keep that consistent through each branding document.

I definitely put more effort into the design of the letterhead, since I believe that it comes across as more personable. I kept the envelope and invoices pretty conservative, because I believe they are more serious documents. With my business card, I decided to make it memorable by boldly inverting the colors from the front to the back. I thought this would help catch people's eyes and hopefully remember me.

### **TARGET AUDIENCE**

My target audience would be anyone that reads my blog or requests my creative services. I feel like keeping my brand consistent is important for my audience, since it displays that I'm able to design with consistent messaging/appearance. That is something that I know a lot of companies value when looking for graphic designers!

### **SOFTWARE TOOLS & TECHNIQUES**

Since InDesign is a page layout tool, I mainly used the type tool and the place technique to import vector graphics I made in Illustrator. For the invoice, I did make a table and customized the rows and columns. I also found that using margins and grids saved me so much time! I was able to visualize where I could and couldn't place things on the envelope.