

# Optimal Targeting

## Branding

View the full portfolio at <http://www.thecreativefinder.com/optimaltargeting>

### **Professional Experience and Curriculum Vitae**

Please kindly get in touch for more information.

### **Previous Clientele**

Please kindly get in touch for more information.

### **Awards and Accolades**

Please kindly get in touch for more information.

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## Branding

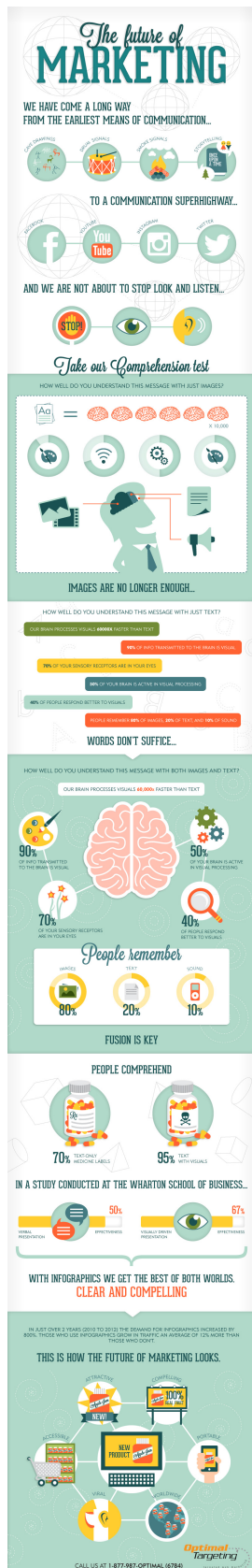
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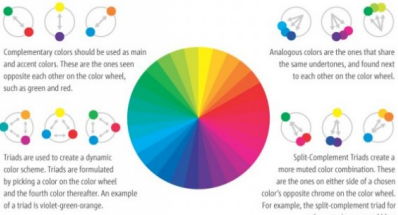
**BUSINESS CARD**  
Design Psychology



For combined aesthetic value and message clarity, follow these basic principles of business card design.

### COLOR

**Combination**



Complementary colors should be used as main and accent colors. These are the ones seen opposite each other on the color wheel, such as green and red.

Analogous colors are the ones that share the same undertones, and found next to each other on the color wheel.


Triads are used to create a dynamic color scheme. Triads are formulated by picking a color on the color wheel and the fourth color thereafter. An example of a triad is violet-green-orange.

Split-Complement Triads create a more muted color combination. These are the ones on either side of a chosen color's opposite chroma on the color wheel. For example, the split-complement triad for red-orange is green and blue.

**Character**

<b>YELLOW</b> connotes youth and positivity.	<b>ORANGE</b> creates command and control.	<b>RED</b> is all about zest, power, and urgency.	<b>PINK</b> is associated with romance and femininity.
<b>PURPLE</b> suggests peace and tranquility.	<b>BLUE</b> gives off a sense of safety and confidence.	<b>GREEN</b> conveys abundance and serenity.	<b>BLACK</b> is attributed to opulence and strength.

**Typeface Personality**



**SCRIPT TYPEFACES** are reminiscent of calligraphy or handwriting, with qualities that range from playful to sophisticated, and are normally suggestive of a specific design era or genre.

**SANS SERIFS** are squared-off typefaces considered as both bold and modern.

**SERIF TYPEFACES** are traditional and efficient, and are the go-to typefaces for formal or corporate designs.

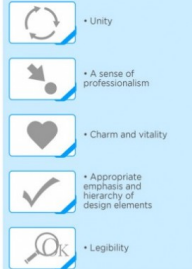
**SANS SERIFS** although usually not as flamboyant as the other typefaces, exude a clean and contemporary elegance.

**Top Font Choices**

Futura Bodoni Frutiger TRAJAN  
Helvetica *Bickham Script Pro* Garamond

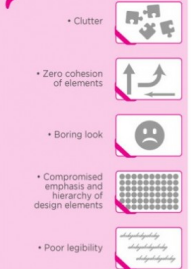
### WHITESPACE

**GOOD NEGATIVE SPACE CREATES...**



- Unity
- A sense of professionalism
- Charm and vitality
- Appropriate emphasis and hierarchy of design elements
- Legibility

**BAD NEGATIVE SPACE RESULTS TO...**



- Clutter
- Zero cohesion of elements
- Boring look
- Compromised emphasis and hierarchy of design elements
- Poor legibility

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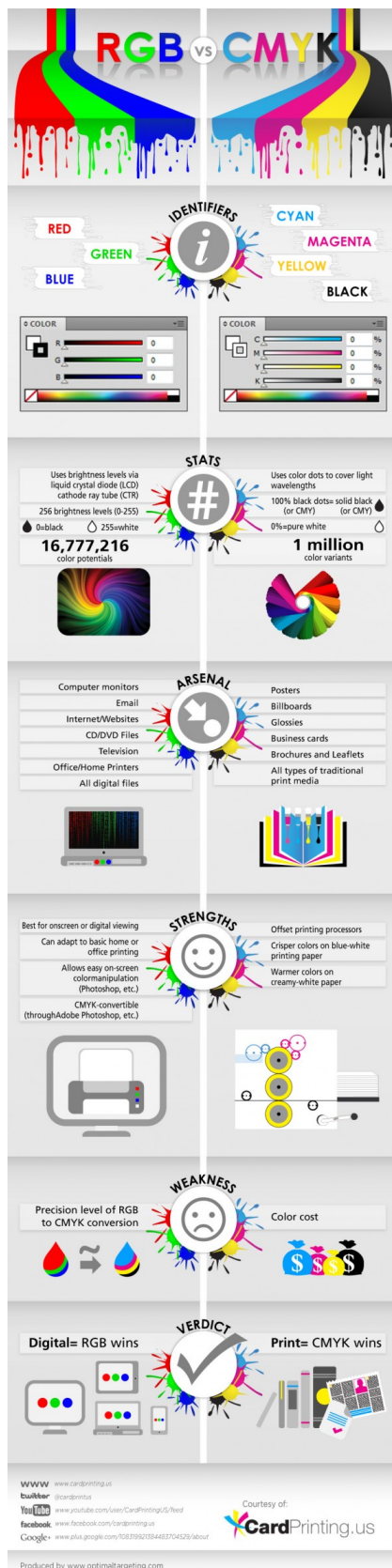
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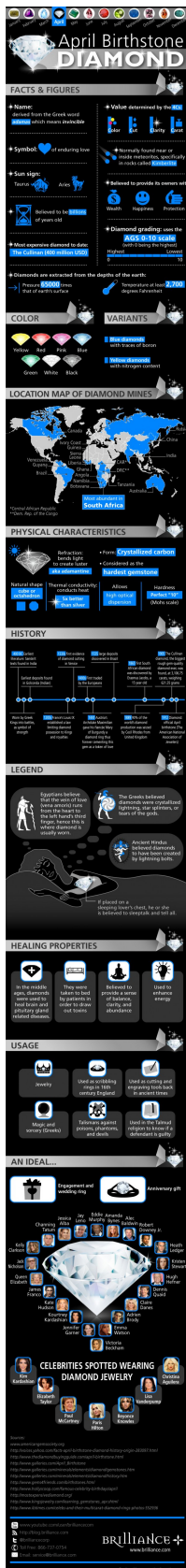
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