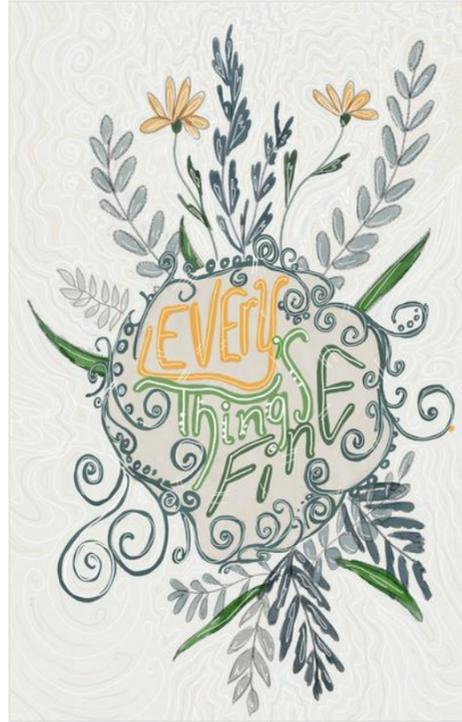


## Dawn Kilian



### Canvas & Color

Est 2023

- Independent artist
- Student in Graphic Art since 2022
- Gardener, mom and maker of cards

### Key people

Dawn Kilian

123-345-6789

[dkcanvas@outlok.com](mailto:dkcanvas@outlok.com)

## The brand



### Brand personality

- Friendly
- Floral
- Sketch and doodle

#FOEFEB

Cararra

#2A4257

Rhino



[https://fonts.google.com/specimen/Kalnia+Gla:](https://fonts.google.com/specimen/Kalnia+Glaze)

[Kalnia Glaze - Google Fonts](#)

## Target Audience

Everyone!

## Goals

### Objective

To learn at college more skills to be a graphic artist and web designer.

To grow as an artist and develop more on my style.

## Creative direction

### Product concept

Cards, stationary products, stickers, prints, totes and pencil bags and shirts.

### Things to include

- Selling at local art galleries
- Getting own website
- Selling POD products through my own site.

End result; freelance!

## References



I tend to sketch and doodle



I like to do a lot of my art with flowers and leaves and texture

