



To  
**HELLO!**



From Uh-Oh!

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# Brand Plan

an overview  
and basis for development

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# Logo

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## Main Logo Features



Logo Mark



Word Mark

## Do's and Don'ts



Understated and simple, the David James Graye brand is a landing page to multiple other brands that specifically focus on clean eating & cosmetics, dance, antiques, and more.

Versions of the David James Graye logo can be used to match a variety of materials and applications. Deconstruction of the logo is permitted so long as it does not deviate from hex code #FFFFFF or #000000

# Business Card Mockup

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## Who doesn't like a bit of humor?

A business card is the beginning of a connection. Whether it be for a sale, service, or for networking purposes, I intend to stay connected with the people I engage with.

The most memorable commercials always have some elements within the script or visual that makes you chuckle or think..."wow!"

Why not emulate that with a business card? To me, a business card should be simple, I believe that busier business cards, meaning vibrant, full of decorations, etc. are useless. In the end, what do they do?

The front of my business card features all the valuable information, and is above all, easy to read. The back of the card features a font with a more personal character that establishes an intent to make a deeper connection and is paired with a call to action for the person to save my contact into their phone and find my information.



# Brand Aesthetic, Goals, & Reflection

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Much like I strive for in real life, my brand must exude my lust for cleanliness and appearing as polished and professional.

## Past Struggles, Realization, and Goals

When this class started, I archived my Instagram posts. Though the page is still under construction, I have started posting content again. Instagram was never my forte, I have found more success with TikTok. However, Instagram seems to be the perfect playground for experimenting with a brand visually.

My previous content linked to my name was a consulting business for concurrent education, a sector that was hard to make money in and I knew I would age out of. While, I do not regret my decision. I have learned that the account associated with my name should be catch all for what I value.

As I have discussed in many posts; clean eating & cosmetics, fitness/fitness instruction, and antiques/estate sale business are what I value most. I have decided that each of those aspects of my brand will have a separate account on all platforms to cater to niche audiences who prefer that type of content. There is no need to overlap unless people are fully invested in me. My account will sparingly post content from all three other accounts. All of me is in my brands, but not all of my brand postings should be reflected in one account. That might overwhelm follower's feeds, annoy them, leave them disinterested, or worse, confuse people as to what I stand for.



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# Key Individuals & Influencers I

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 @hayleyjonaе

@hayleyjonaе is a dance content creator with 18.9K followers on Instagram. I plan to create a group of dancers who share an interest in posting content in a studio I manage to create a name for myself, gain leads for the studio, and grow both her account and mine with posted videos.

 @alfiegetshard

@alfiegetshard (216k followers) has an active, young, fit male presence on social media I plan on emulating. Once my content is released and performs well, I plan to ask for a collaboration so that we create content to train each other in our respective modalities. My main one is indoor cycling.

 @nutriholist

@nutriholist, 280k followers, and I share a similar love for finding food and creating recipes for people who love to eat, but a bit cleaner. My platform would split between food and cosmetics, not just food, and be geared toward the male demographic. I would love to ask nutriholist what she found difficult when posting online and how to create more food content without running out.

# Key Individuals & Influencers II

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 @akselacla

@akselacla seems to be an emerging new content creator in the men's fashion of TikTok. With 21.7k followers we are around the same level and this could be a great person to have for content collaborations or bounce ideas off of.

 @daan\_schel

@daan\_schel surpasses me in followers, 103.6K on TikTok, and has an interesting way of filming workout content in an editorial style. I planned on creating a version of this type of content with my own spin. I would love to reach out and ask him some questions. He lives in Barcelona, and I am headed there during week 8. We shall see what happens. I plan to ask what camera setting he uses and what his preferred method of editing is for his type of content.

# Potential Mentors

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Lorey Zlotnick

Lorey Zlotnick is a brand architect and has excellent marketing experience, at one point serving as the Senior Vice President for Marketing at the NFL. Zlotnick and I have connected a long time ago. She pursued a similar education path as I am, and has no clue that I got accepted into Purdue for the degree we had last mentioned. I am hoping Lorey has some more expertise for me now that I will be completing this degree by the end of August.



Shawna Lynch

Shawna Lynch is an award-winning communications strategist and is president of 42West's Fandoms & Franchises Division. I have a 2nd-degree connection with her on LinkedIn and I believe she would be great at assisting me with storytelling that would garner the attention of potential fans



Evan Zhou

Evan Zhou is the CEO and Co-founder of Steezy. An online platform for the dance community and dance classes. Zhou is "on a mission to make dance the next big sport, starting with online classes with the world's best instructors" ([LinkedIn](#)). I have a mutual connection with Zhou that I have not yet activated. I plan on getting back into the dance world by posting my own content and believe this connection would help me get acquainted with others in the industry. Furthermore, Zhou may be able to help me cultivate my own fan base for dance content.



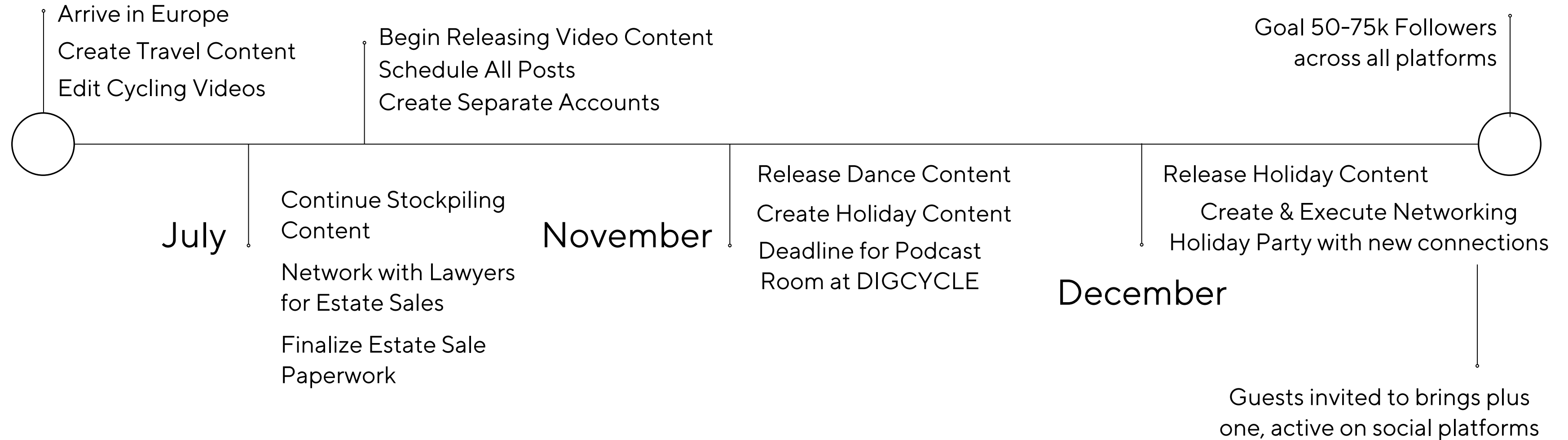
# Timeline

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Week 8

August - October

January 2025





# Thank You For Watching!

I look forward to to any questions and comments and would appreciate staying connected.

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