



CALE MOOTH

MULTI-DISCIPLINARY PRODUCT LEADER

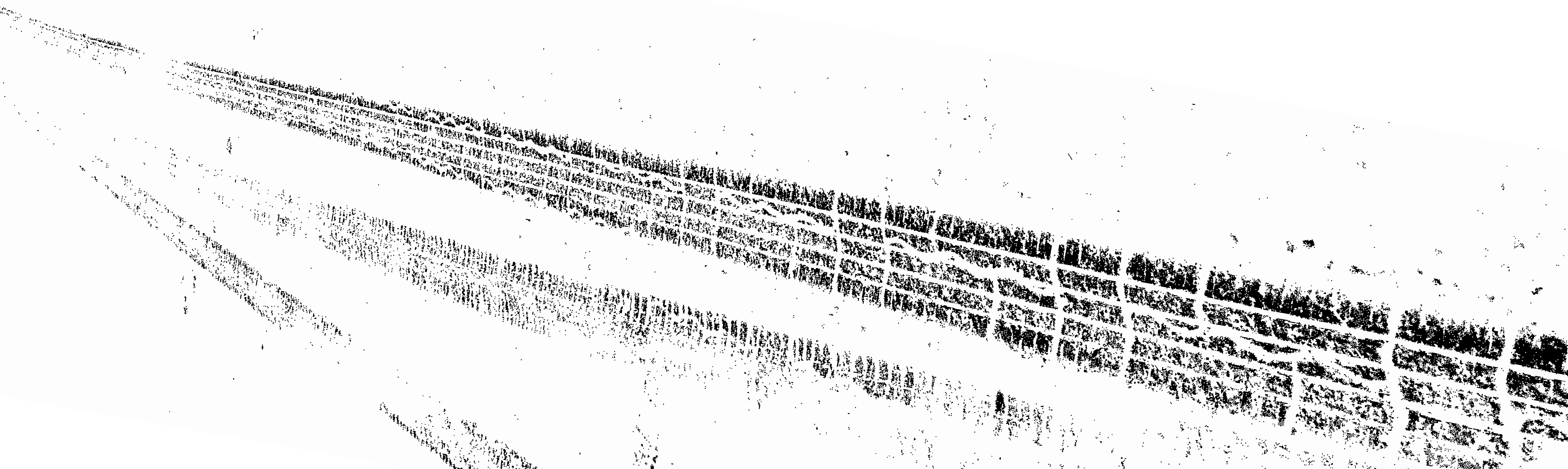


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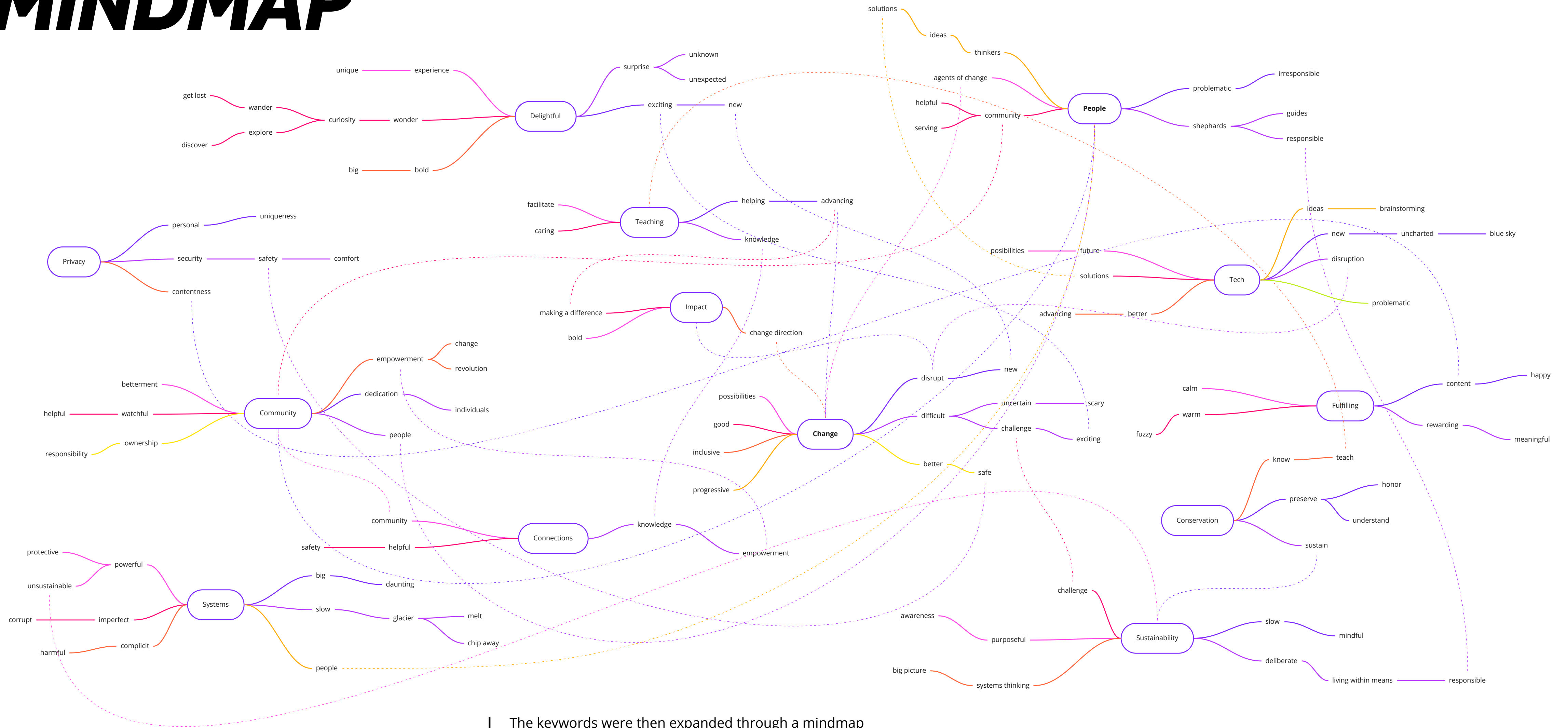
KEYWORDS FROM PROJECT A

teaching impact
change connections delightful
people tech fulfilling privacy
community systems conservation
sustainability

This initial set of keywords pulled from Project A represent descriptions of what I want my future work and employer to represent.

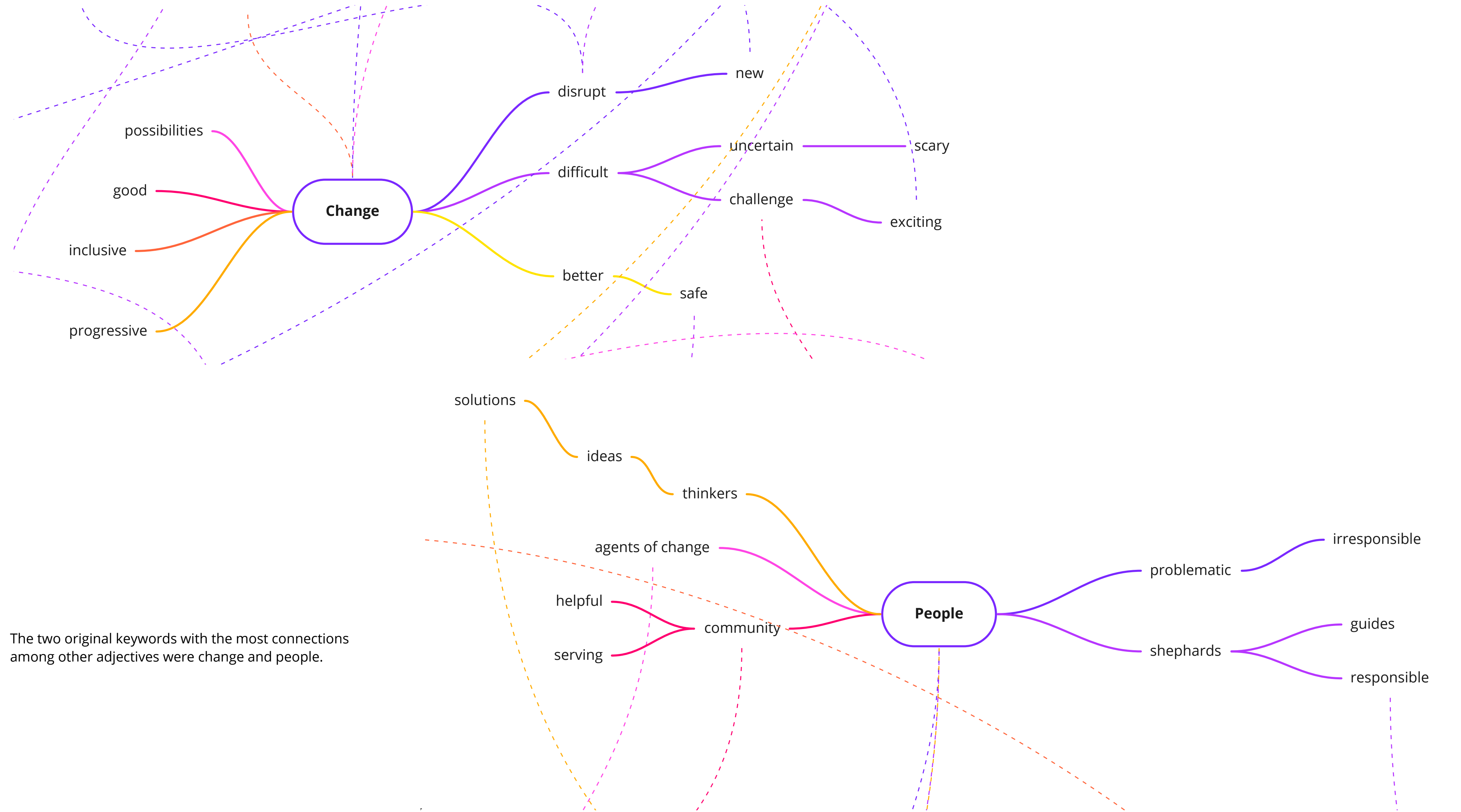


MINDMAP

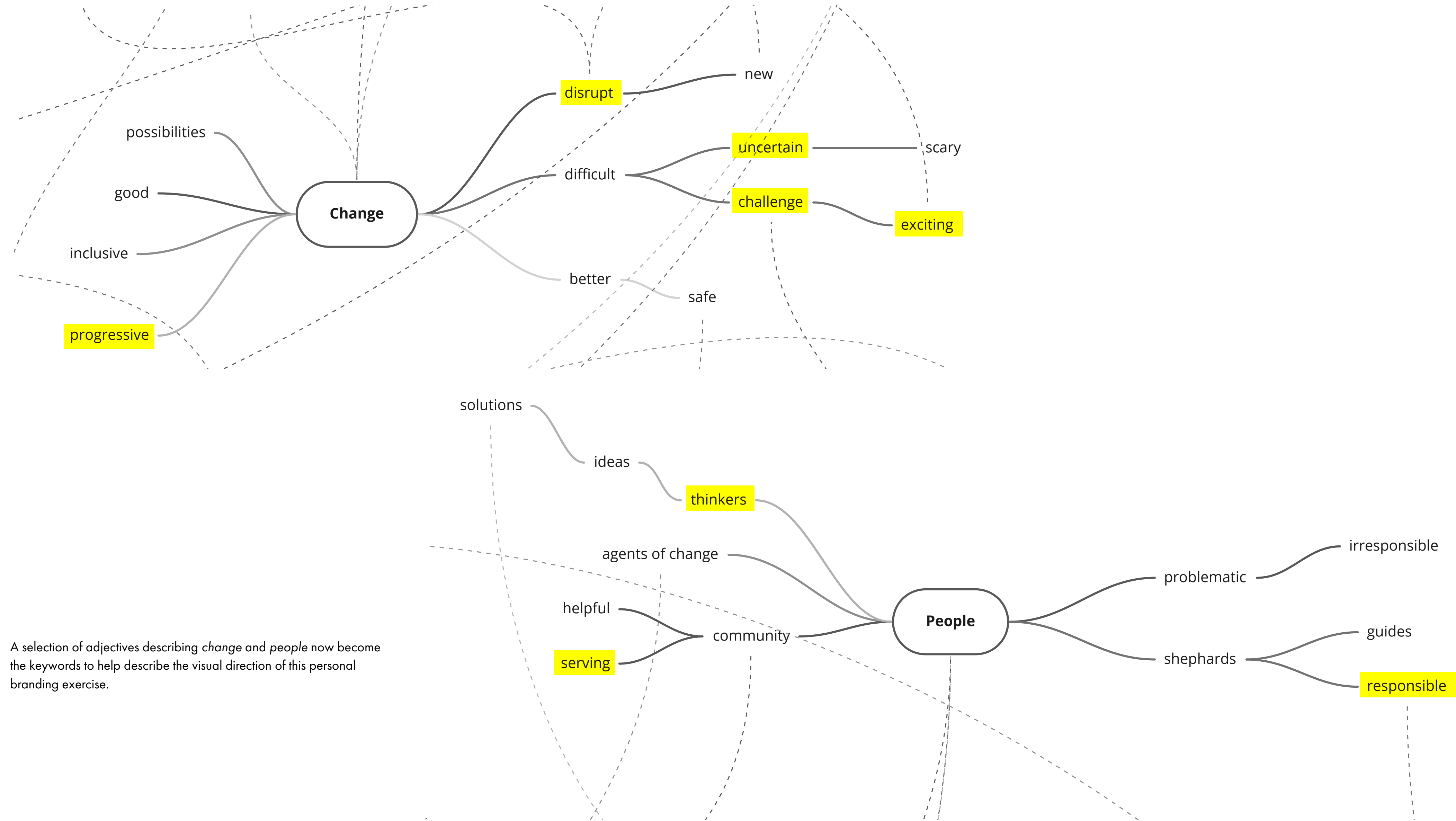


The keywords were then expanded through a mindmap exercise, surfacing even more details and adjectives to help describe the keywords. Common instances of descriptors among keywords were connected to illustrate similarities among the vocabulary.

MINDMAP



KEYWORDS MINDMAP



A selection of adjectives describing *change* and *people* now become the keywords to help describe the visual direction of this personal branding exercise.

KEYWORDS THAT REFLECT MY IDEAL WORK

DISRUPTIVE

EMBRACING CHALLENGES

EMBRACING UNCERTAINTY

EXCITING

PROGRESSIVE

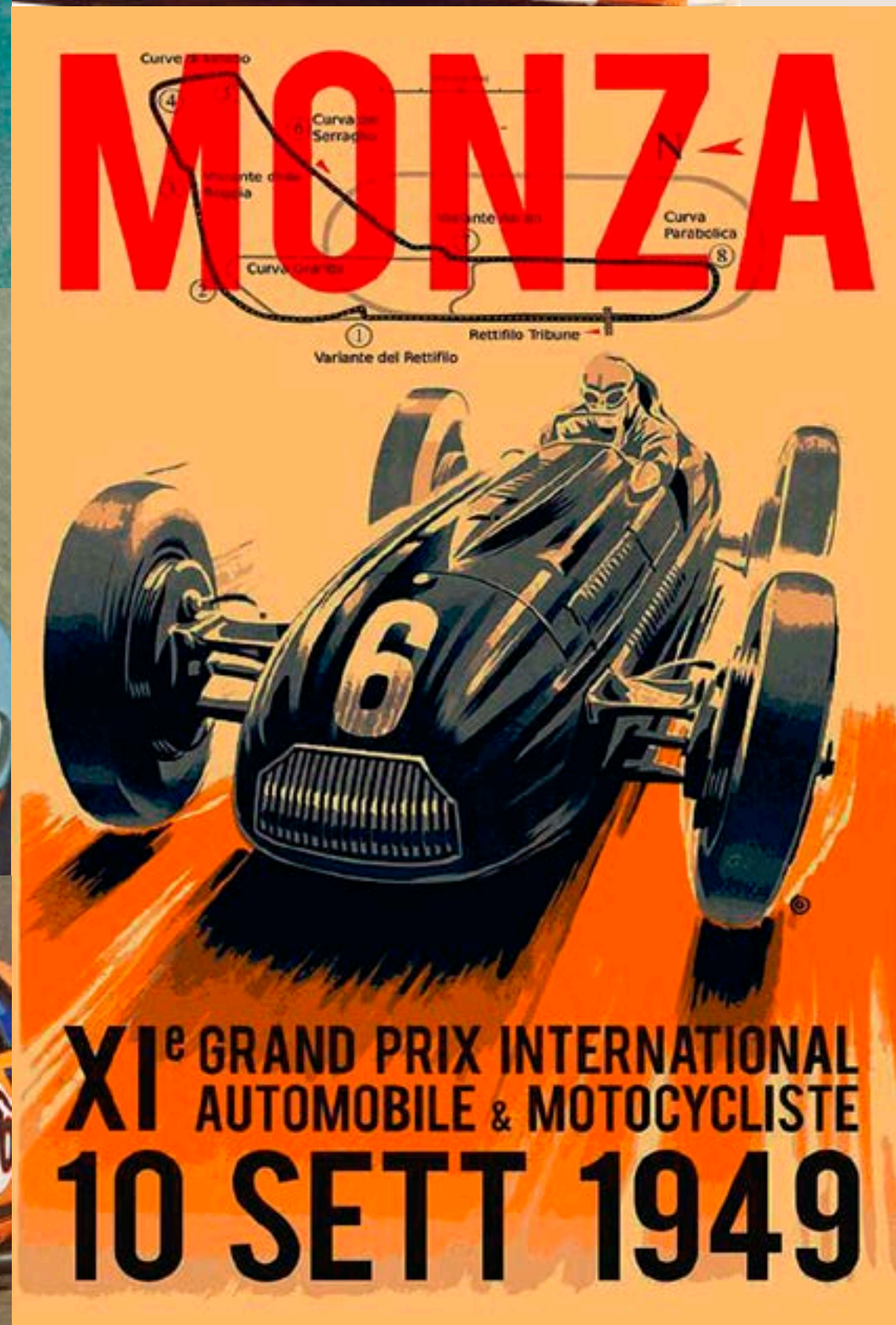
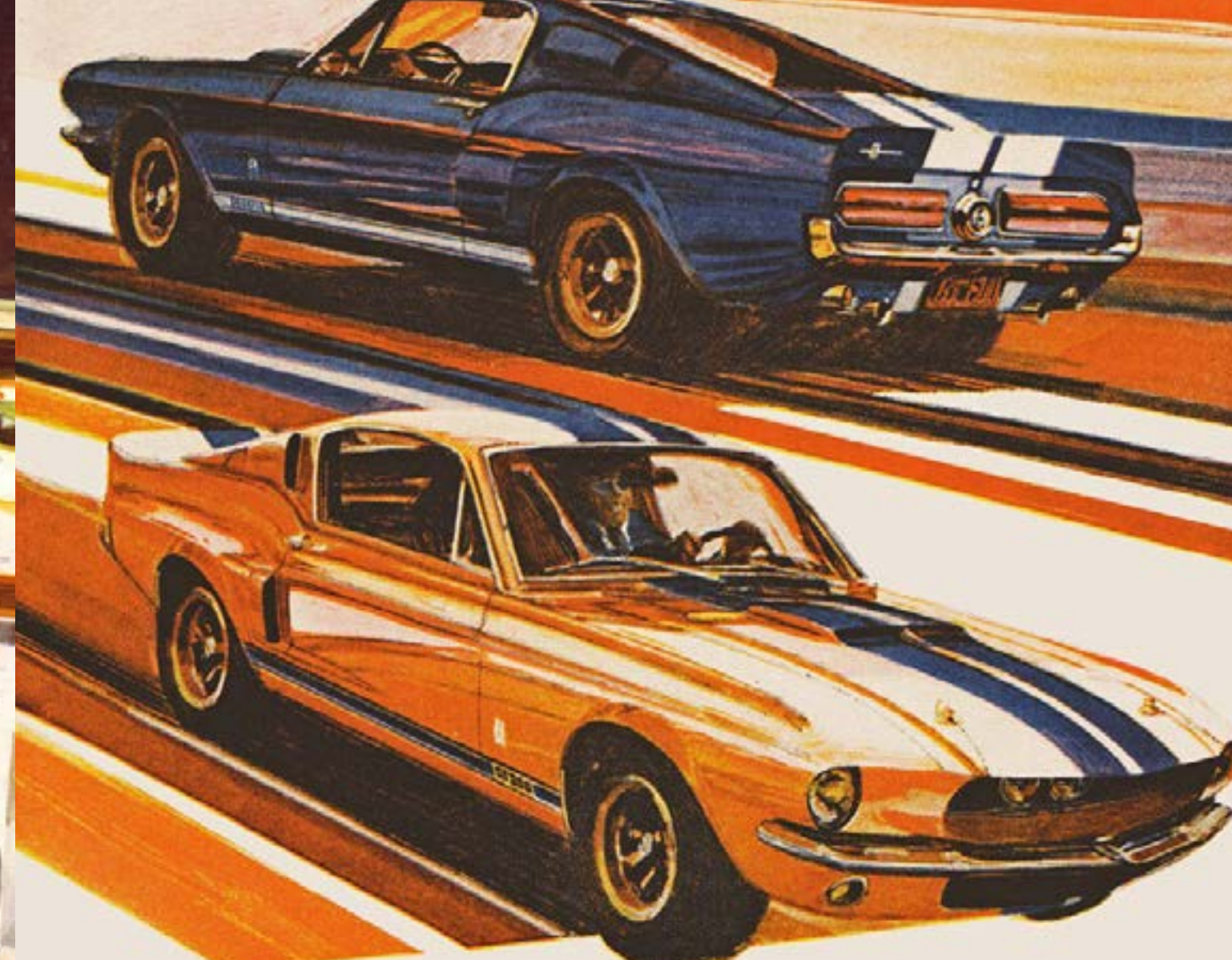
THOUGHTFUL

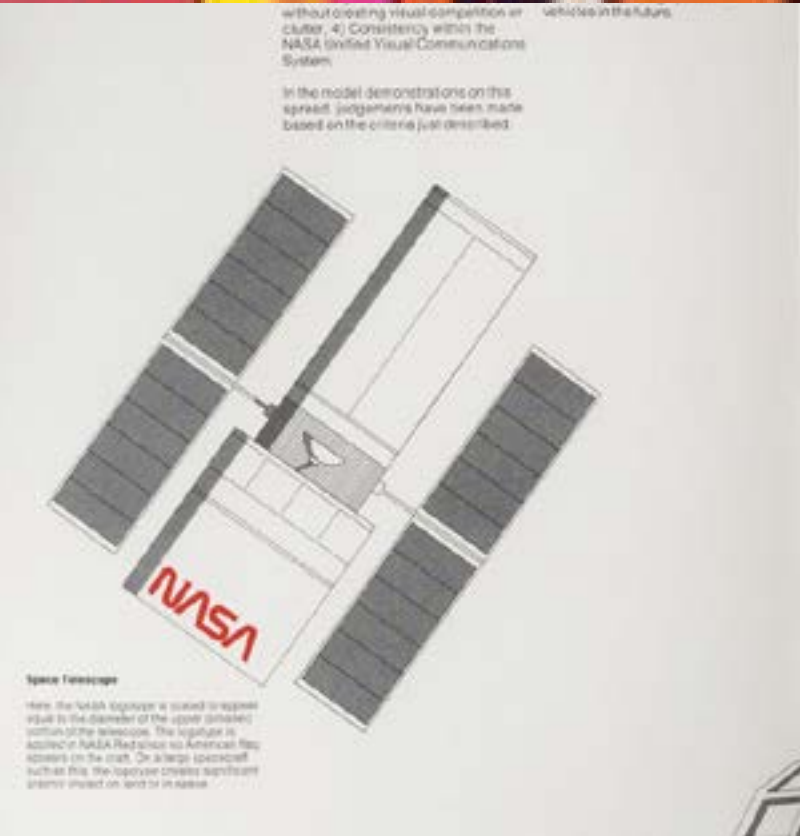
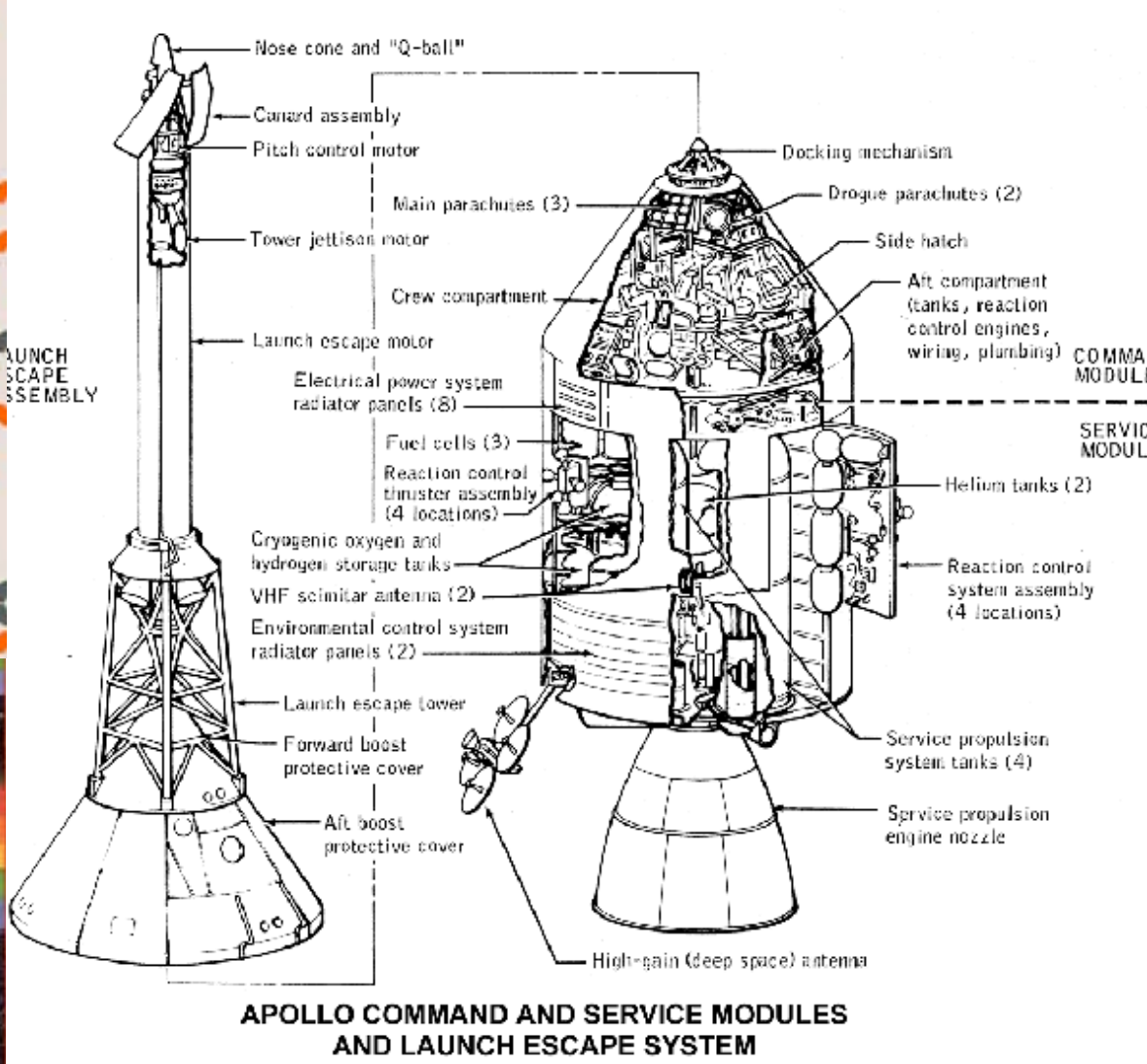
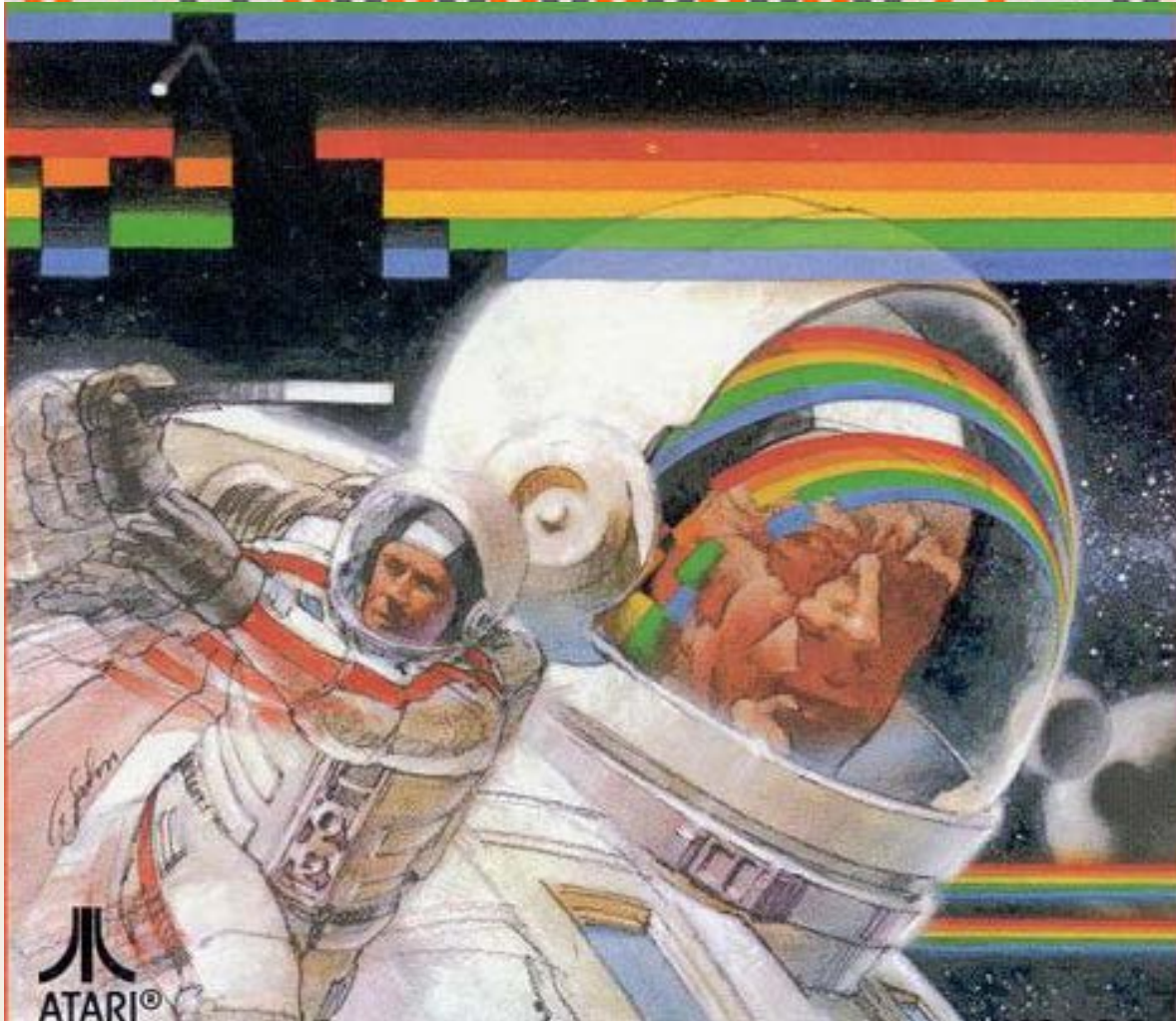
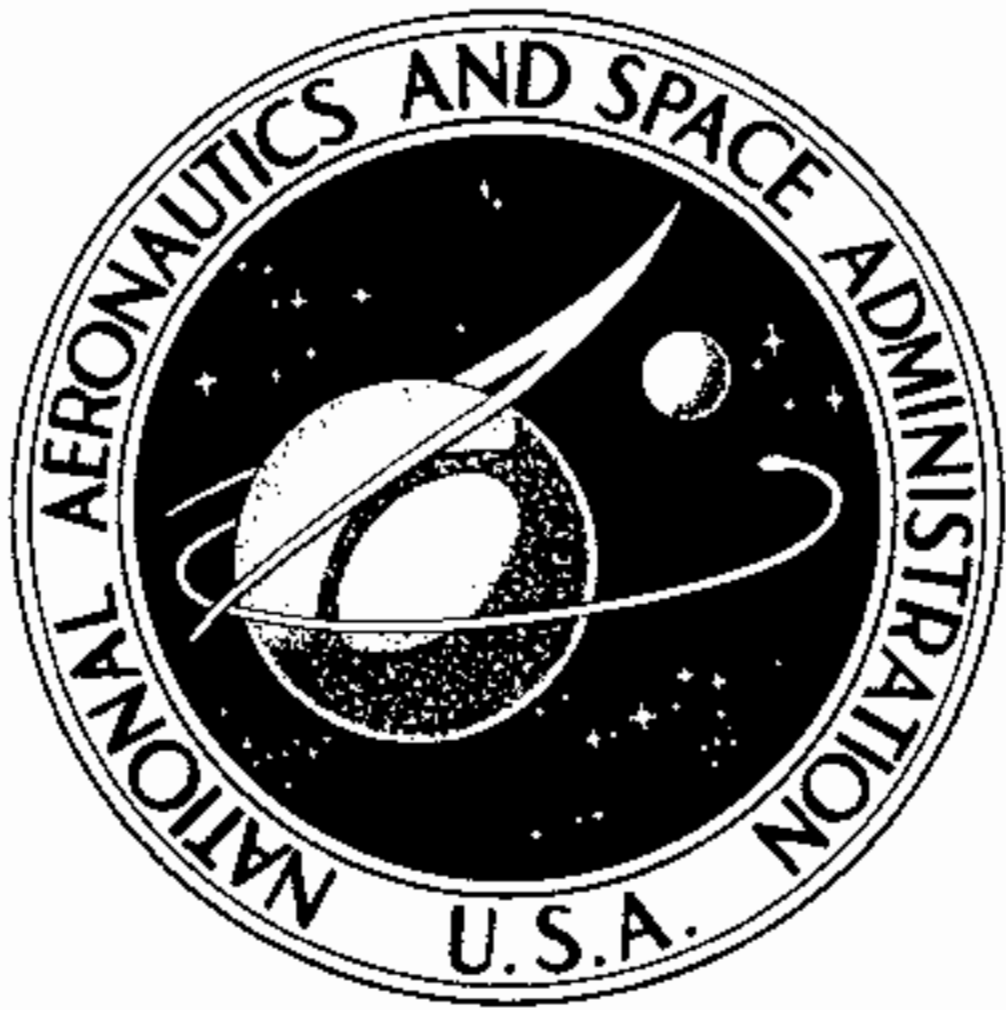
SERVING OTHERS

RESPONSIBLE

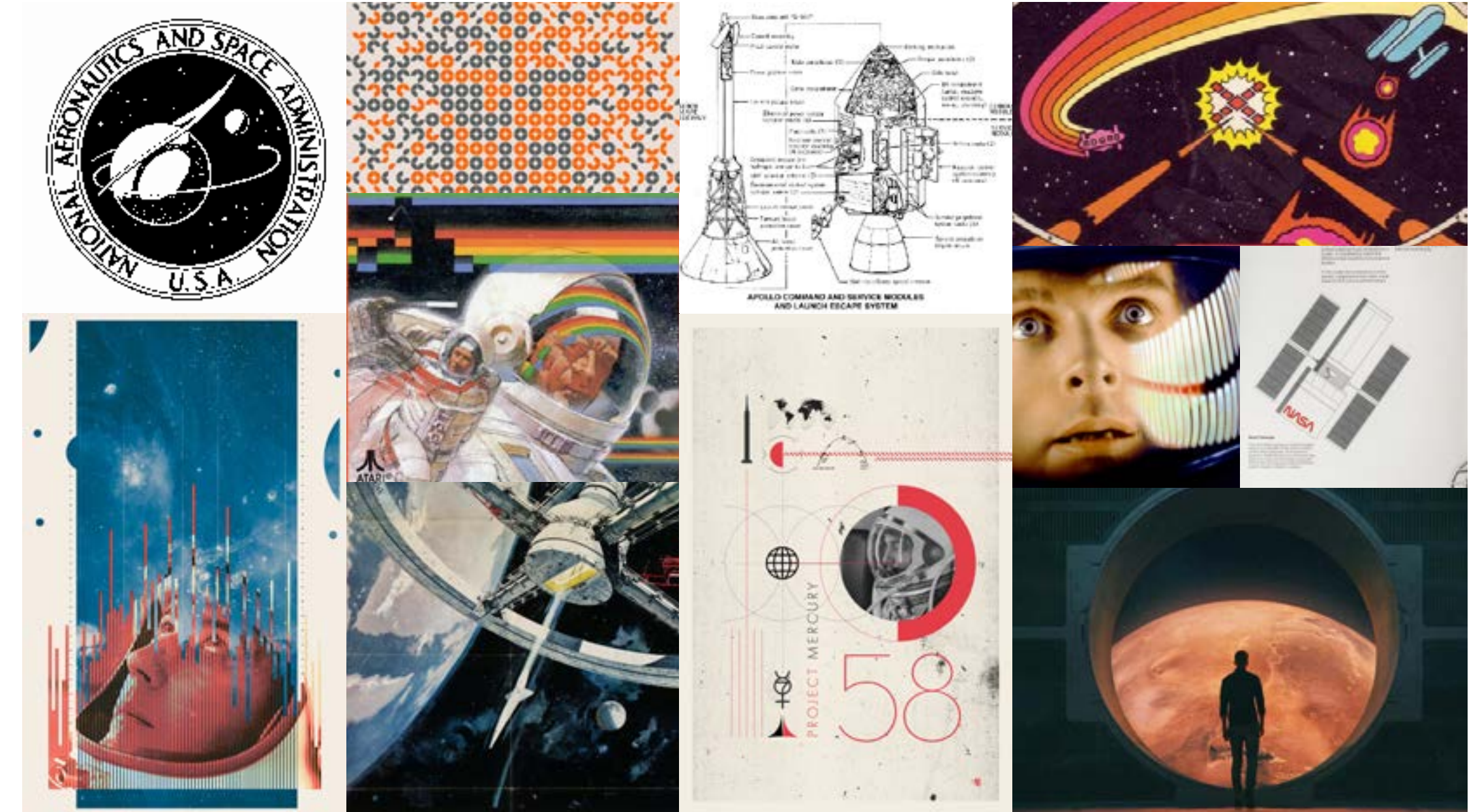
The final design should represent these eight adjectives which should also reflect my future work and career path.







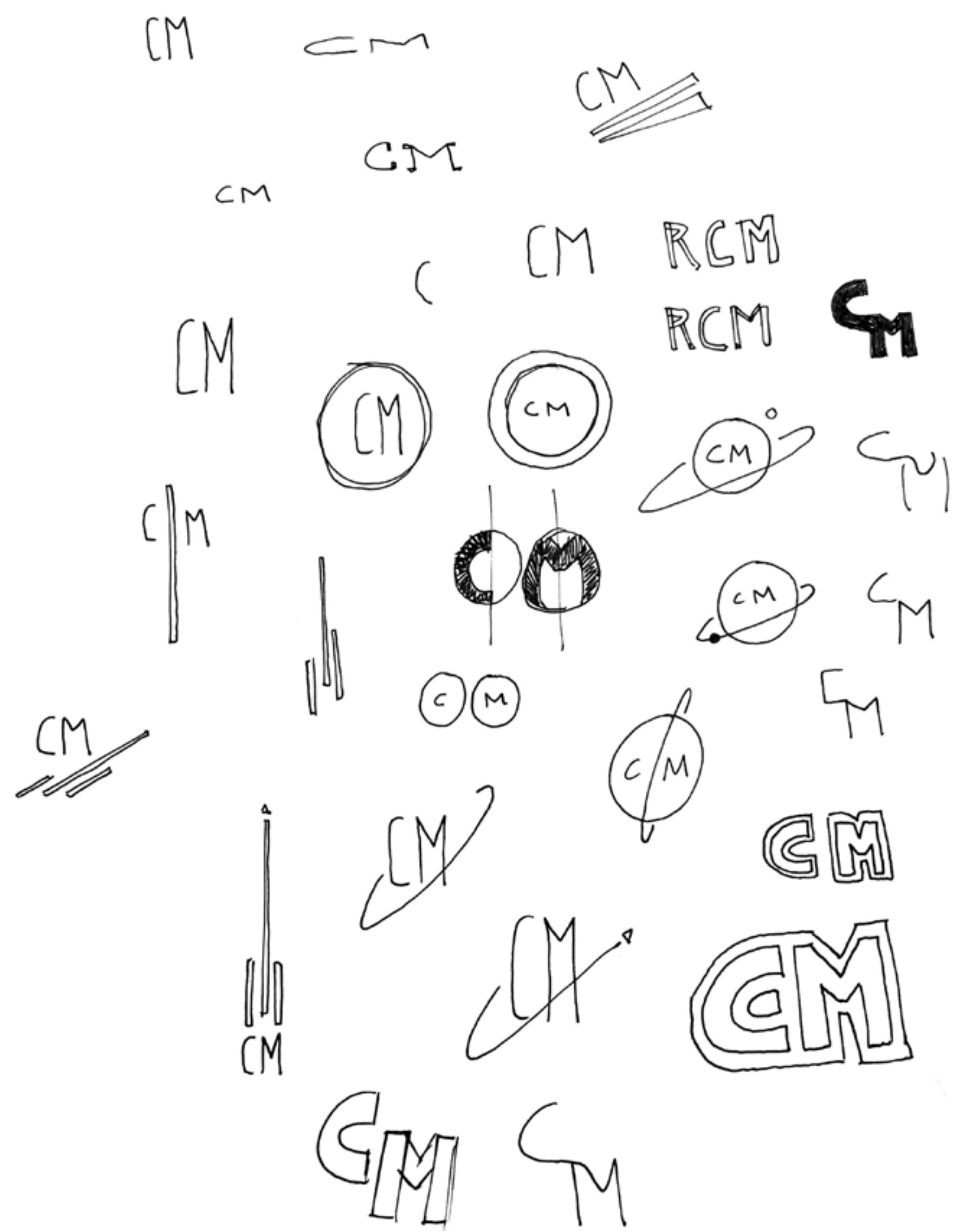
MOODBOARDS



The previous mood boards are based on two of my favorite things to follow which is endurance motorsport racing and space exploration which tie back to the keywords describing my work. The intent from this point is to begin sketching personal branding solutions based on these two mood boards.



ANALOG SKETCHES



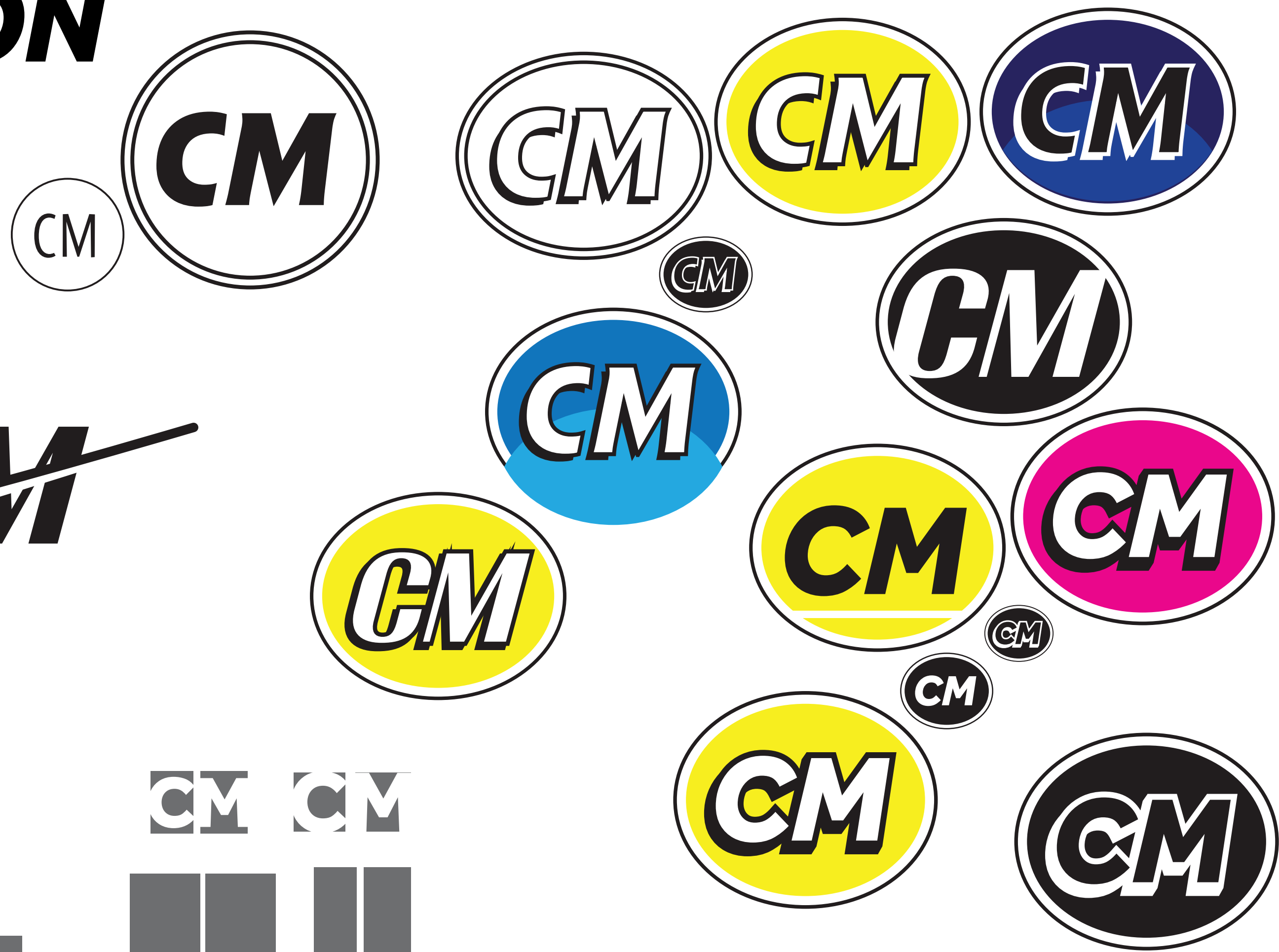
LOGO EXPLORATION

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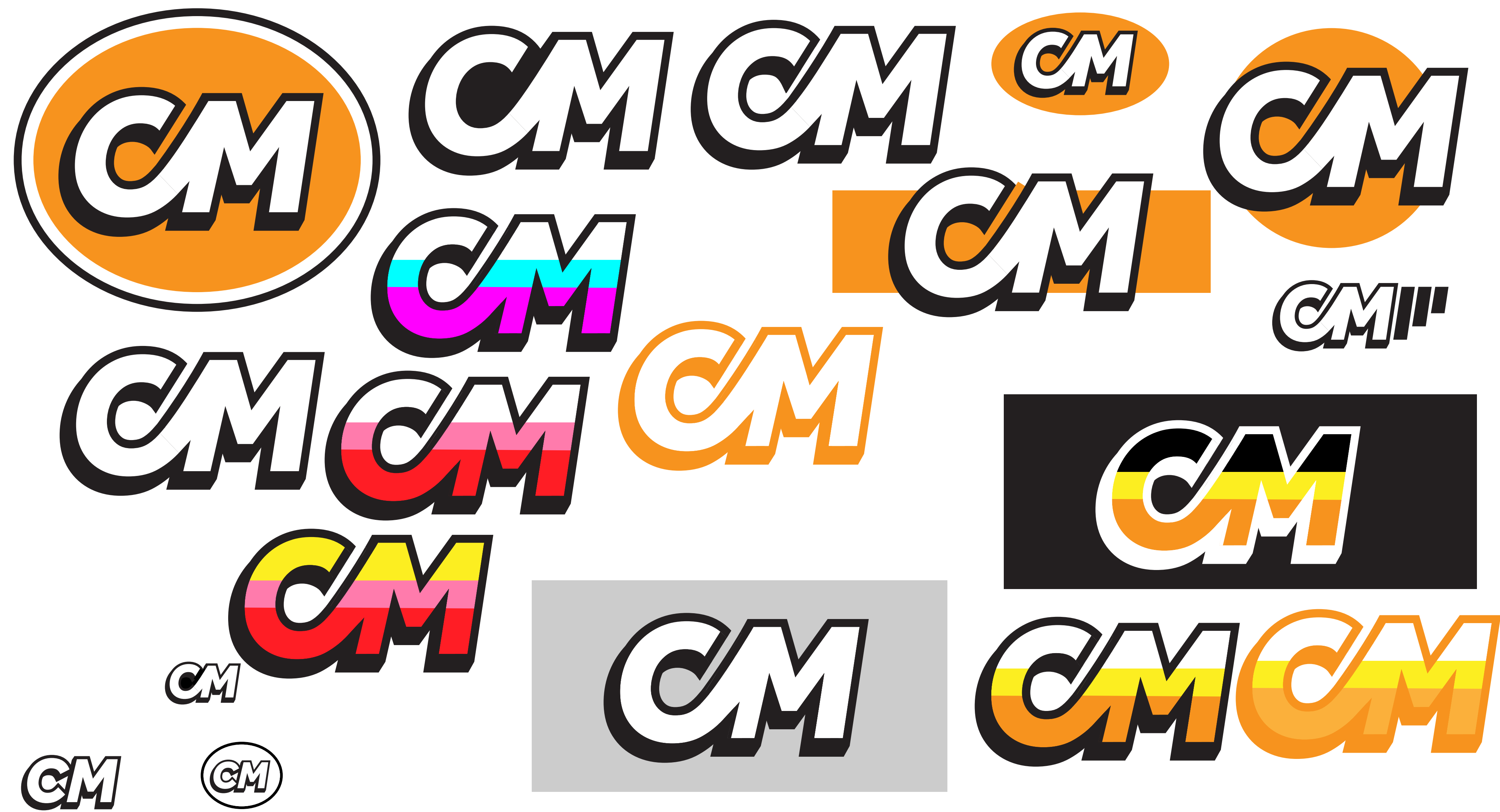
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LOGO EXPLORATION



LOGO

CM

CM

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CM

LOGO, WORDMARK, COLOR USE



TYPEFACES

THIS IS A HEADLINE
SET IN EFFRA HEAVY ITALIC AT 95 POINTS

Effra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-=_+`~
0123456789

Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-=_+`~
0123456789

Body text is Open Sans set at 14 points. Open Sans is a well-designed Open Source typeface freely distributable for anyone to use. This choice of typeface pairs well with one of my goals of working in the non-profit space.

Open Source as described by *Wikipedia*:

Open Source is source code that is made freely available for possible modification and redistribution. The Open Source model is a decentralized model that encourages open collaboration. A main principle of Open Source software development is providing source code, blueprints, and documentation freely available to the public. The Open Source movement in software began as a response to the limitations of proprietary code. The model is used for projects such as in Open Source appropriate technology, and Open Source drug discovery.

Open Source promotes universal access via an Open Source or free license to a product's design or blueprint, and universal redistribution of that design or blueprint. Before the phrase Open Source became widely adopted, developers and producers have used a variety of other terms. Open Source gained hold with the rise of the Internet. The Open Source software movement arose to clarify copyright, licensing, domain, and consumer issues.

STICKERS & EMAIL

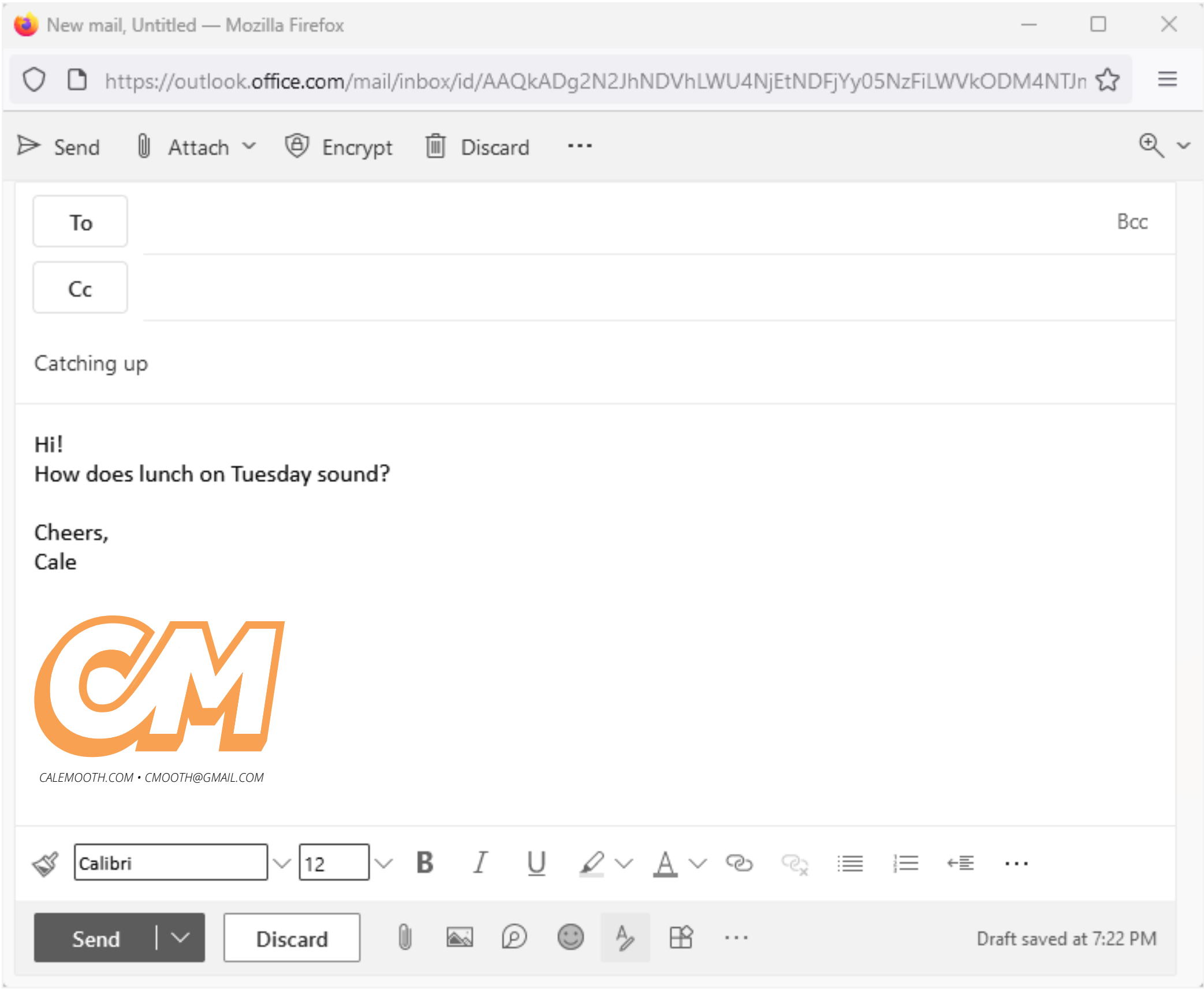


IMAGE CREDITS

RACING

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SPACE

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