PERSONAL BRANDING SHEET

My personal brand

Célia Landais — graphic designer in work-study, future independent creative director. This sheet first shows my brand as it is today. Then it explains why I made each choice, and it ends with the proof.

Part 1	The result: my brand today
Part 2	Why I made these choices
Part 3	Promoting and protecting my brand
Part 4	The proof and the summary

PART 1 · THE RESULT

My brand

MY UNIQUE SELLING PROPOSITION

One designer for a whole brand universe — kept simple, delivered on time.

Name and logo



My brand name is **Abby Studio**. The logo combines an illustrated character, the word **"abby"** and the signature **"creative studio"**.

Colour palette

Ivory
#EDE9DE

Calm and simplicity: the background of everything.

Near-black grey
#1A1A1A

Professional, sober and stable.

Bordeaux
#590815

Determination and commitment.

Lilac
#D38DF0

Spirituality and creativity.

PART 1 · THE RESULT

My portfolio

My portfolio has two parts: my personal website, and the Portail Pro MMI, which follows my work-study path.

My website · *celialandais.site*

I designed it myself. It carries my brand identity: colours, logo, character and patterns.

Hiska	A fictional Guadeloupean chocolate brand, extended by a short film.
Office de l'Eau	Infographics, articles and advertorials.
This portfolio	A project in itself: identity, code, UX and accessibility.
Photography	Light, details and ordinary scenes.
Project management	Creating a student association.

Bilingual French / English, light and dark mode, filters by skill, teaching unit, context and year.

Portail Pro MMI · *portailpro-celialandais.netlify.app*

The second part of my portfolio. It presents my first-year internship at Beeliz — 3 websites designed in Figma and built in Wix — and follows my professional path in the MMI course.

PART 2 · WHY

My vision

My vision of life and work

For me, work is not an end in itself. It is a **springboard**. My faith and nature have shown me that life is not only work: there is also learning, travelling and the people around me. I work hard and I give a lot to my projects, but I don't want my job to take up my whole life. I want it to help me grow and to open other doors. That is why I want to build a job in which I feel good.

My brand vision

My goal is to build, step by step, an independent activity in digital creation. My main thread is simple: create complete visual universes for clients. By 2032, I want to be an **independent creative director**, working alone, with a stable income of about **€2,500 a month**. That is enough to live on my own and to travel.

My brand statement

I am a **patient, organized and hard-working** designer, and I keep things simple. I care about what the other person needs: a website, a product design, a brand. I listen first, then I build a solution that fits. My values are spirituality and freedom, and I work with empathy, harmony and responsibility. I am always on time.

PART 2 · WHY

What makes me unique

Values

Spirituality · Freedom · Empathy · Harmony · Responsibility

Inspired by nature and by talented designers.

Key qualities

patient · calm · organized · conscientious · self-disciplined · time-driven · solution-oriented · imaginative

Gallup strengths: Responsibility, Harmony, Achiever.

The four aspects of my working life

Leadership vision	Nature and talented designers inspire me. I motivate others by giving everyone a clear, precise role, and I lead people towards simple, coherent solutions.
Team focus	My greatest strength is organizing and leading a project. My colleagues can count on me: I stay calm, I take responsibility and the work gets done.
Technical ability	I invest myself deeply in every project. I am known for taking the time to learn, often on my own, and my particular genius is to keep everything simple.
Pragmatic results	I am proudest of **my short film about deaf people** and how they perceive the world, which I directed and acted in, and of **"L'école magique"**, a short film I imagined and directed. To my managers, I deliver organized work, on time.

PART 2 · WHY

My design choices

Each visual choice translates one of my values.

A calm base	Ivory and near-black are the base of every page: they keep the brand **calm, sober and professional**, like the way I work.
Two accents	Bordeaux shows my **determination**; lilac brings **spirituality** and a creative touch. They are used sparingly, so they stay meaningful.
A character	The illustrated character makes the brand **human and approachable**: clients meet a person, not a faceless agency.
A simple name	“Abby Studio” is short, easy to remember and to say in French and English.
Patterns	Stripes and waves frame each project with rhythm and warmth, without hiding the work.
A clear website	Filters by skill, teaching unit, context and year let teachers and clients find the right proof in a few clicks. The **English version** opens my work to international clients.
Consistency	The same identity is used on my portfolio, my Portail Pro MMI, my presentations and my social profiles, so people recognise me everywhere.

PART 3 · PROMOTE AND PROTECT

My digital identity

My platforms

PLATFORM	ROLE	STATUS
Portfolio · celialandais.site	Showcase	Online
Portail Pro MMI · portailpro-celialandais.netlify.app	Proof	Online
LinkedIn	Network	Account created, to be updated
Behance	Monitoring	Used to follow other designers
Instagram	Monitoring	Used for inspiration only

The e-reputation cycle

1 · Monitor	Google Alerts on “Célia Landais”, “Abby Studio” and “Celia Abby”, plus a monthly search in private browsing.
2 · Analyse	Is what appears consistent with my brand? Is anything outdated?
3 · Act	Update my profiles, publish new projects, correct what is wrong.
4 · Measure	Portfolio visits (Google Search Console), LinkedIn profile views, contact requests.

Creative monitoring

I follow talented designers on **Behance** and **Instagram**: their work inspires me and keeps me up to date with trends.

PART 3 · PROMOTE AND PROTECT

Promotion channels

Work	Showing my skills in real projects: my work-study at the Office de l'Eau, the student association I chair.
People	Word of mouth through tutors, teachers, my internship supervisor and classmates; LinkedIn to keep these contacts.
Emotional	Appreciation and respect: I listen first and make people feel understood.
Visual	One consistent identity on my portfolio, presentations and profiles.
Auditory	Calm, clear oral presentations. I also communicate in French Sign Language.

Benefits I expect, in order of importance

1	A clearer focus on what really matters to me at work.
2	The ability to attract and keep customers, as a future freelancer.
3	Greater self-confidence to present my work and set my prices.

PART 4 · THE PROOF

The proof

BRAND CLAIM	PROOF	WHERE TO SEE IT
Brand identity	Hiska, a fictional chocolate brand and its short film; BULLE, an app identity designed from A to Z	Portfolio
Institutional design	Office de l'Eau Guadeloupe: infographics, articles, advertorials, 2025 activity report	Portfolio
Leading projects	Project lead of Bouj Dous (team of 4); president of the student association MMI PROJET (11 members)	Portfolio
Web and UX	3 websites designed in Figma and built in Wix at Beeliz (June 2025); this portfolio	Portail Pro MMI, portfolio
Film	A short film on how deaf people perceive the world (director and actress); "L'école magique", a short film in which a girl enters a new room each time (idea and direction); "Tenir", a documentary on the MMI course	Portfolio
Results	+48.3% TikTok profile visits (Acopaje internship); 2nd place, Engineering Sciences Olympiads 2024	CV

PART 4 · THE RESULT

Summary

ABBY STUDIO

One designer for a whole brand universe — kept simple, delivered on time.

Vision	Independent creative director by 2032, with work as a springboard for a fulfilling life.
Values	Spirituality, freedom, empathy, harmony, responsibility.
Identity	Ivory, near-black, bordeaux and lilac; an illustrated character; a clear, bilingual portfolio.
Proof	celialandais.site · portailpro-celialandais.netlify.app