

ETHAN NOTTA LLC

BRAND CASE

STUDY

Brand Strategy • Creative Direction • Visual Identity





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THE CHALLENGE

- Grow an **intentionally cultivated** social media audience that is receptive to themes of **growth and self-actualization** across **Instagram, Facebook, and TikTok**.
 - Goal of **2,5000 followers** across platforms
- Develop a **website**, an **online storefront**, and an **online archive** that houses the growing collection of artwork and fine art prints.
 - **Cohesive color palette** and **aesthetic** across all 3 touchpoints
- Design **digital assets** and a visual system that reflects the **aesthetic focus** of the brand:
 - Reusable Templates
 - Logotype
 - Font
 - Business Card
 - Digital Banner
- **Expand** the brand's reach with **direct marketing** at **live events, art popups, and group exhibitions**



BRAND OVERVIEW

BRAND IDENTITY

- **Ethan Notta LLC** is a **visual arts** brand focused on the sale of retail fine **art prints** and **original paintings**.
- The overarching theme of the work is **personal growth, self-actualization, and cultural resonance** for an audience that is intently focused on creating a space that reflects the person they aspire to be.



CATEGORY

Retail Print and Original Art

BUSINESS TYPE

Physical Products and In-Person Service

WEBSITE

<https://ethannotta.com>



Founder and Artistic Director, Ethan Johnson, with decorated 'Speakeazy Room'



Fine art Print of the original art piece 'Power of Forgiveness'

AUDIENCE

Psychology of The Audience

- The artwork is created for an audience with an acute interest in **personal development, psychology, and aspiration.**
- **Ethan Notta** is for those who see art as more than **decoration**—for people who want to live intentionally and surround themselves with objects that reflect **who they aspire to be** and inspire them.

Principles

- Symbolism over literalism
- Learning over Ignorance
- Growth over perfection
- Strength through Representation
- Confidence through Grounding
- Mythology through storytelling



VISUAL IMPRESSION



AFRO DANDYISM

- A cultural movement rooted in **self-affirming style** and **black history** - Afro Dandyism merges European tailoring with modern black stylistic sensibilities.

EARTH TONE PALETTES

- Choosing colors that reflect a more **earthy nature** gives each design a **calm yet intense** atmosphere, fit for any home.

CHIAROSCURO/DRAMATIC LIGHTING

- **Chiaroscuro lighting** is about high contrast between the **light and dark** in my pieces.

OUTCOME

- Ethan Notta LLC uses the elements of Afro Dandyism, Earth Tones, and Dramatic Lighting to produce designs that emanate refinement, presence, and grounded familiarity.

KEY TRAITS

- Earthy
- Grounded
- Luxurious
- Aspirational
- Radiant



Fine art Print of the original art piece 'Power of Forgiveness'



Front and Back of Ethan Notta LLC Business Cards

LOGOTYPE AND VISUALS

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Deep Walnut

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180303

Coffee Bean

ETHAN NOTTA LLC

LIBRE BODONI

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

BRAND TOUCHPOINTS

DISCOVERY

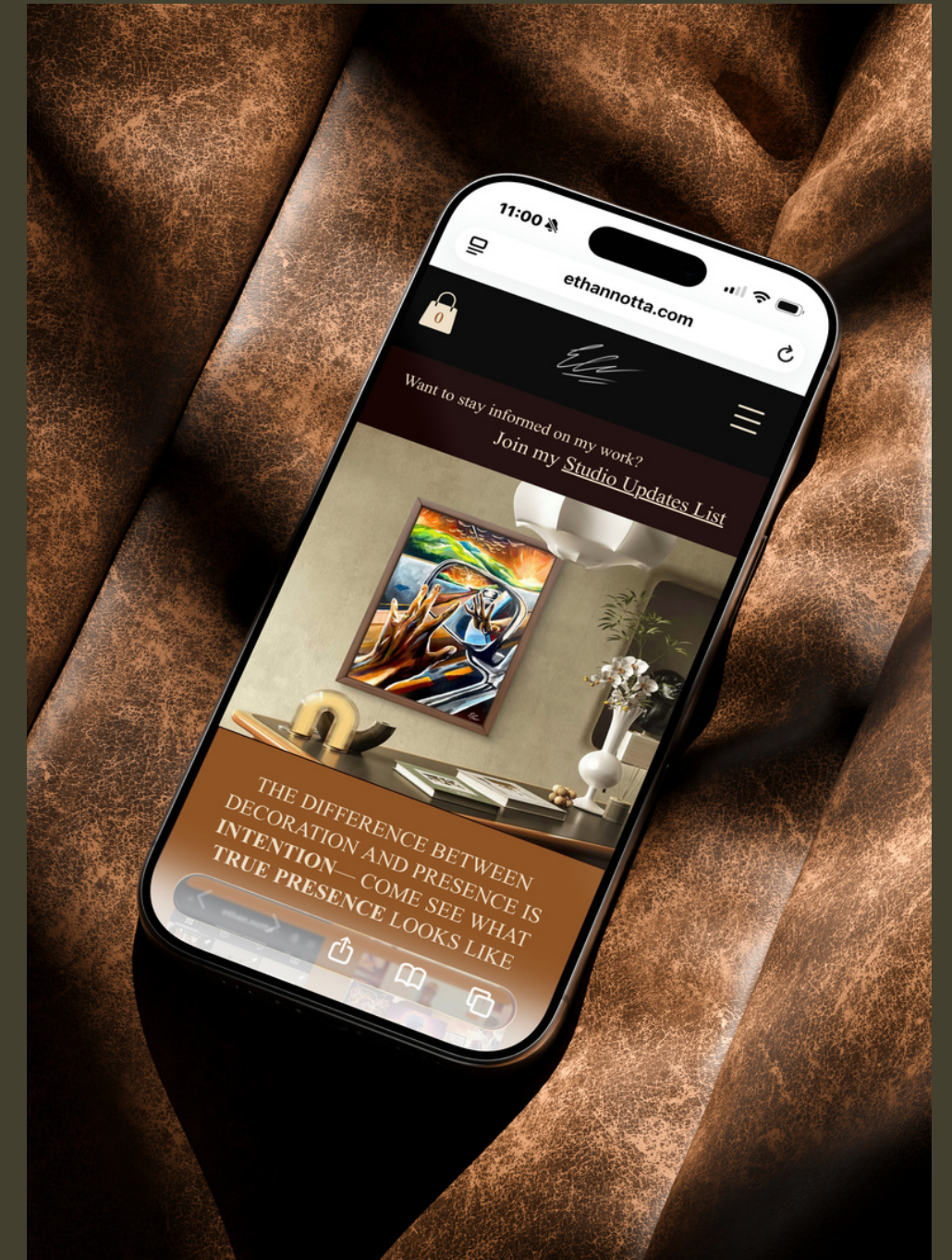
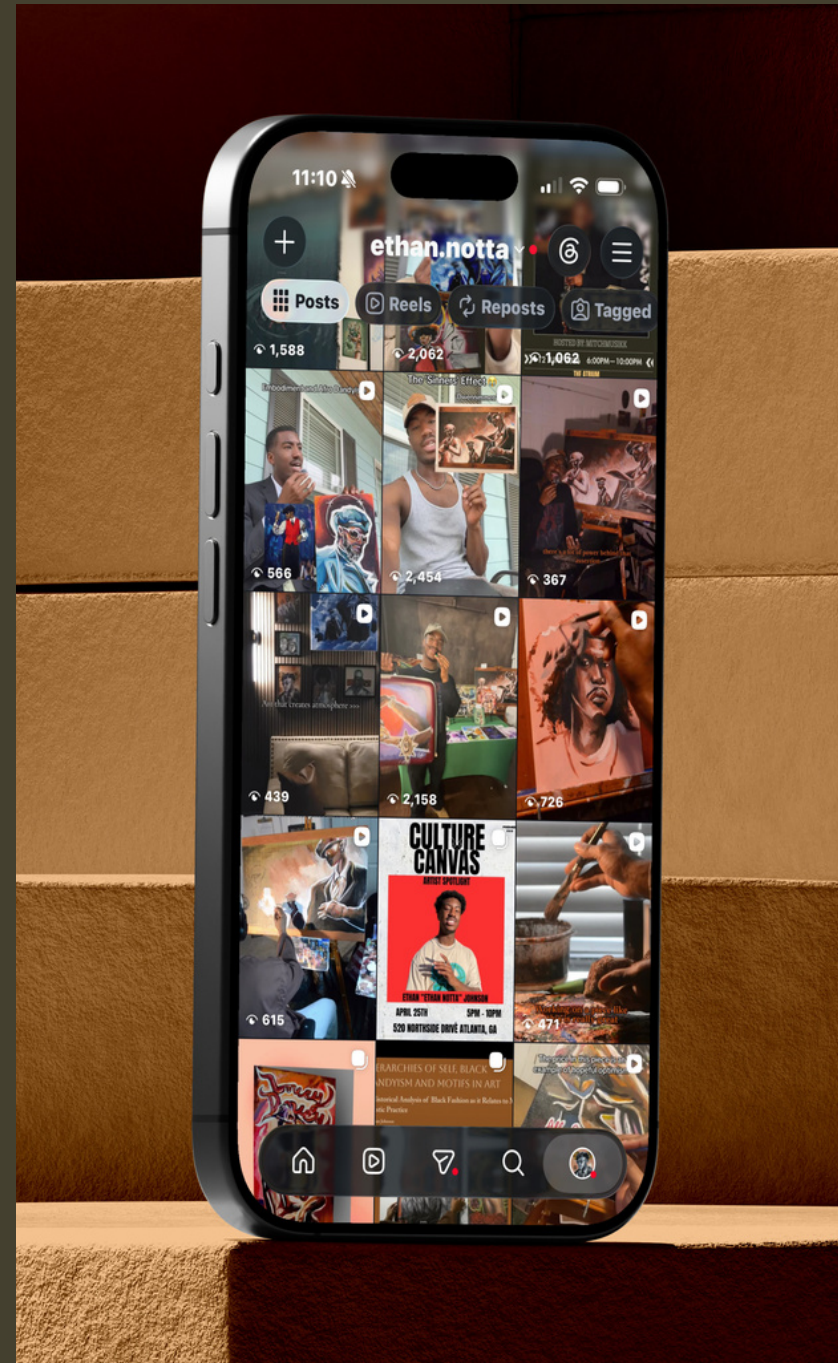
- Instagram
- TikTok
- Exhibitions
- Word of Mouth

CONNECTION

- Artist Statement
- Website
- Process Videos
- Stories Behind the Symbols

COLLECTION

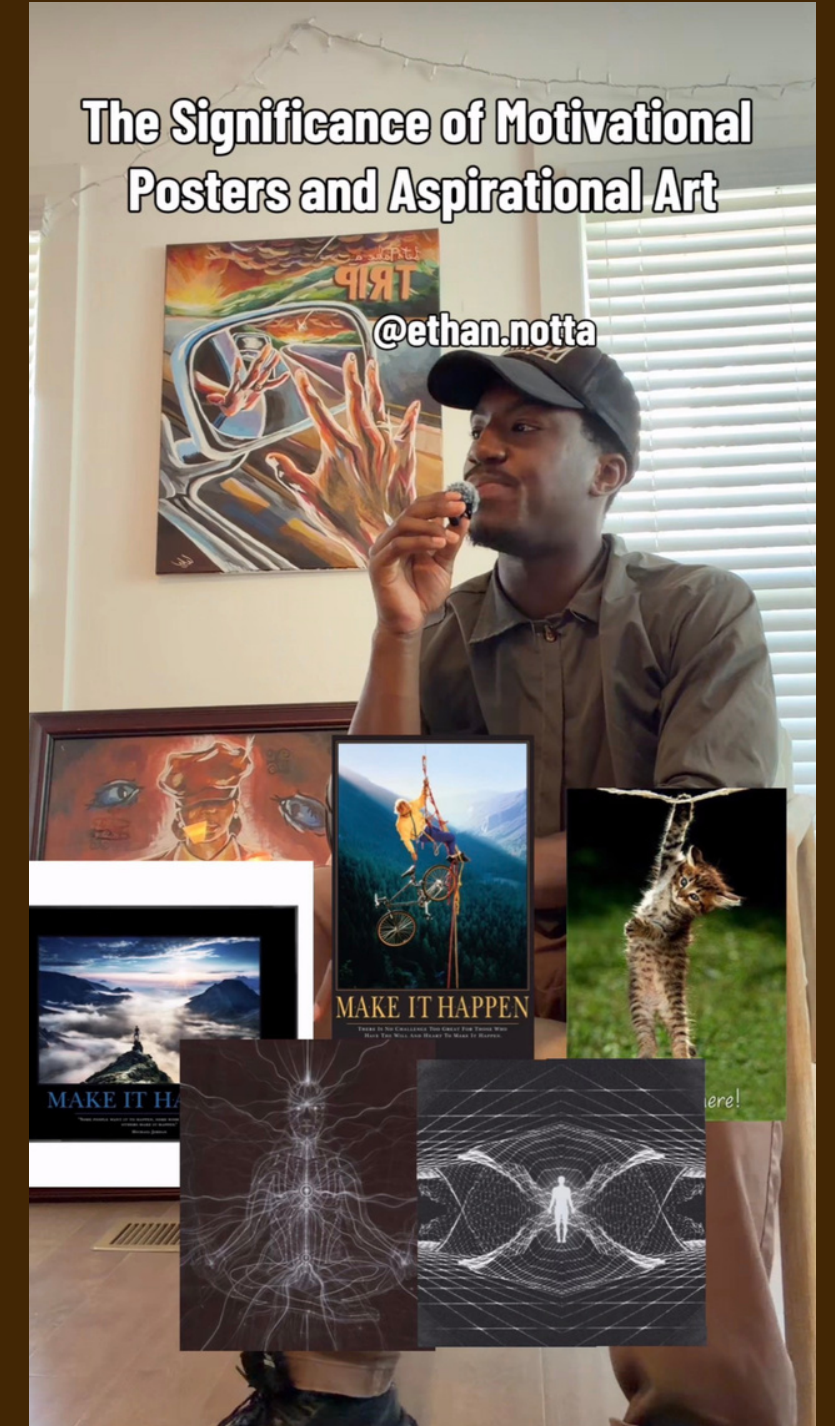
- Original Paintings
- Prints
- Certificate of Authenticity



BRAND FOUNDATION

Connection Pillars

- Ethan Notta posts across Tiktok, Instagram, and Facebook to connect directly with the audience and emphasize the brand's message.
- Content is framed as a chance to hear an artist's interpretations of their work and experience.
- Connection is the cornerstone of the brand's success and lays out the importance of this brand for them to grow into something greater than themselves.





Fine art Print of the original art piece 'Power of Forgiveness'



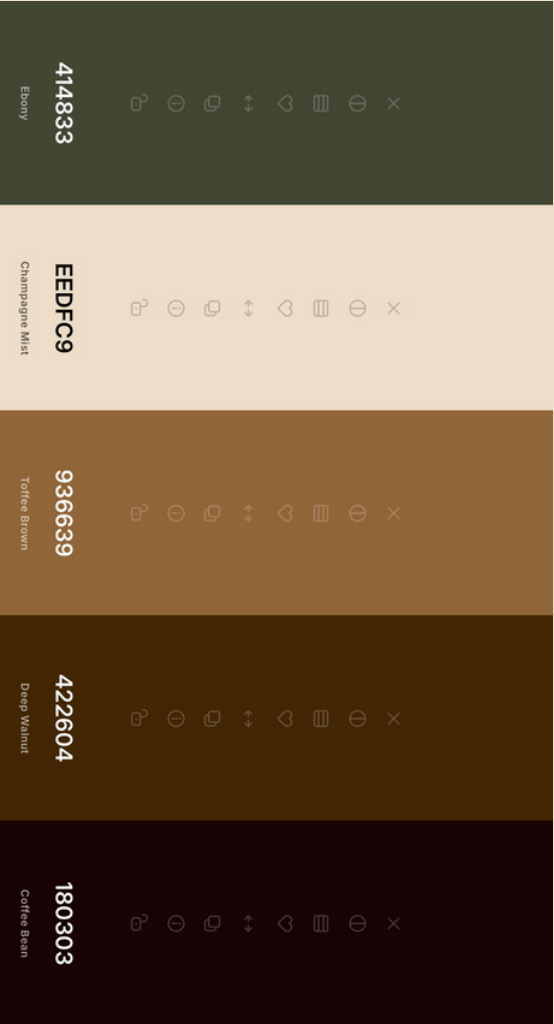
Front and Back of Ethan Notta LLC Business Cards



MARKETING MATERIALS - BUSINESS CARDS

Design Philosophy

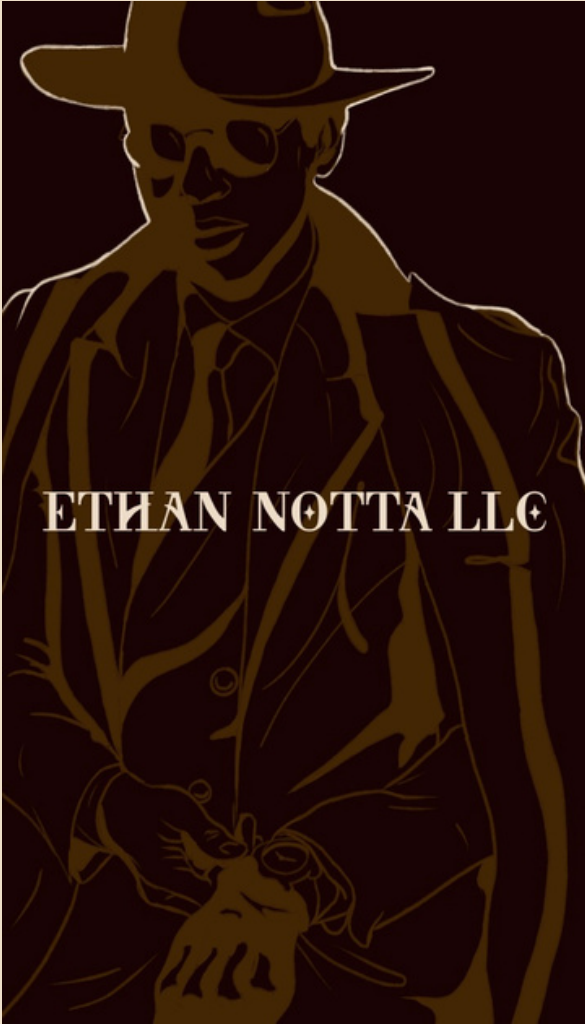
- Elevated
- Simple
- Core Color Palette
- Afro Dandyism



Palette



Reference



Draft Image



Business Card Designs



LIVE EXHIBITIONS

- Live Exhibitions create a direct connection with new audiences and potential buyers
- Ethan Notta's live exhibitions allow paintings to be displayed the way they are meant to be, curated and grouped intentionally to decorate a space.
- Live events not only bring together potential buyers in the physical space, but also mobilize clients on the email list to join these events.



FUTURE EXPANSION NEXT 5 YEARS

2026

- Current Mythology of Work
- Expansion of Available Prints
- 3 planned exhibitions

2027

- Expansion of Visual Narrative
- Create Clothing for E-commerce
- Group Artist Exhibitions

2028

- New Visual Narrative
- In-Person Events Hosted in Studio (Sip and Paints)
- Solo Exhibitions of work

2029

- Expansion of Visual Narrative
- Expand In-Person Events to Nightly Exhibitions
- Solo Artist Exhibitions

2030

- New Visual Narrative
- Network of Artists for Nightly Exhibitions
- Hosting Auctions for Artwork

WHO ARE YOU?

- My name is **Ethan Johnson**, and I'm an internationally recognized acrylic painter and visual designer.
- I'm an **Atlanta-based** artist with roots in **Savannah**.
- I graduated from **Georgia State University**, studying **Studio Arts**.
- My name means “**strong**” in Hebrew.
- I've been a creative all my life.

WHAT DOES YOUR ART MEAN TO YOU?

- Each design captures subjects in a **godly light**, putting their **identities** and the **environment** that molded them on a pedestal.
- Visualizing pillars of strength that reflect my audience **validates** **their identity** while giving them a visual goal for their “**highest self**”.
The most confident and naturally glowing version of themselves.

WHAT FEELING LINGERS WITH AUDIENCES AFTER THEY VIEW YOUR WORK?

- **Aspiration** to embody the same level of confidence and immortality that is captured in my work. My work centers on the subject as their most confident and elevated self.
- My audience should see parts of themselves reflected in these **timeless, statuesque figures** to offer strength to their own identity.

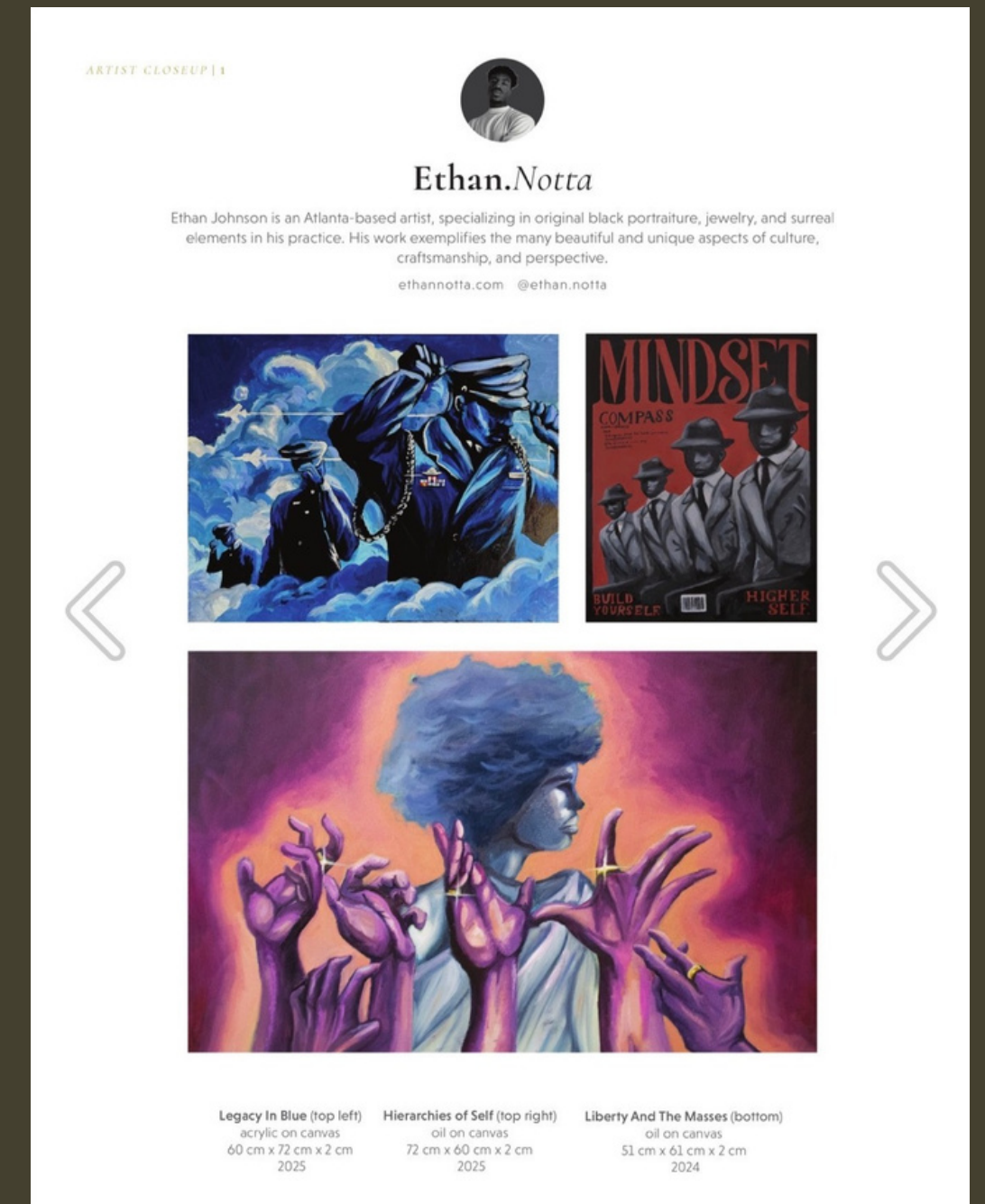


ETHAN JOHNSON IN CLIENTS
'SPEAKEASY ROOM'



TEREVARNA INTERNATIONAL COLOR
CONTEST 'TALENT AWARD

THE ARTIST



ARTIST CLOSEUP MAGAZINE FEATURE
NOVEMBER, 2025



THANK
YOU.