

[Your Name]  
[Portfolio URL]  
[Email Address]  
[Date]

[Recipient Name]  
[Company Name]  
[Company Address]

Dear [Hiring Manager Name],

I am writing to express my interest in the Brand Identity Designer position at [Company Name]. I was referred to this opportunity by [Referral Name], who spoke highly of your team's commitment to [Specific Company Value or Project].

With a focus on crafting cohesive visual systems, I specialize in translating complex brand strategies into minimalist and impactful design solutions. My background in [Core Skill/Industry] aligns with your current goal of [Current Company Objective or Challenge].

I have attached my portfolio, which showcases my process in developing brand guidelines, typography, and visual assets for clients such as [Previous Client/Company]. Given [Referral Name]'s insight into your design philosophy, I am confident that my aesthetic and technical approach would be a strong fit for your creative team.

Thank you for your time and consideration. I look forward to the possibility of discussing how my design expertise can support the evolution of [Company Name]'s identity.

Best regards,

[Your Name]