

Brand Image Assignment

1. What is your brand? How do you identify yourself? Describe yourself? Describe your best personal, individual characteristics and express them as you want to develop them. Develop a brand logo that represents you (*an original*).



Camila Vizcaino is my brand and I would personally describe myself as a productive, genuine, and gifted individual. I am always strengthening my skills in order to succeed within my future career in the fashion industry and for my personal self. One would describe me as great at time management, ambitious, a team player, dedicated, and independent. My brand logo represents me, along with the colors chosen. It is very minimalistic, which is my initials and full name while also using black and a requisite gray to display my preferred colors.

| Black | Gray |
|--|---------------------------|
| Night, a vacuum, mystery, sex, death, intrigue and sophistication, ultra-chi, ultra-depressing | Neutral and Sophisticated |

Table 1. Description of the colors Black and White (Bell, 2010)

2. Write a mission statement about yourself as a company (or brand), what would be your *direction, opportunity, significance, and achievement*? What is your value? Describe your mission in no less than five (5 sentences). *Write your personal and professional mission statement for your potential employers.*

My mission statement is to showcase the development of my academic work that started from my freshman year, 2018 to my senior year 2023. Also, to show that being recognized for my work ethic at a job setting has definitely helped me in strengthening what I do in general. This has also helped me value honesty, teamwork, and fairness. My direction with this would be to give employers a synopsis of everything that I have achieved successfully for my bachelor's degree. The opportunity that this gives is to prove to myself and employers that I have grown academically and also personally in how my work is displayed. The significance of this is to prove that hard work does pay off. Lastly, the achievement would be to reach potential employers.

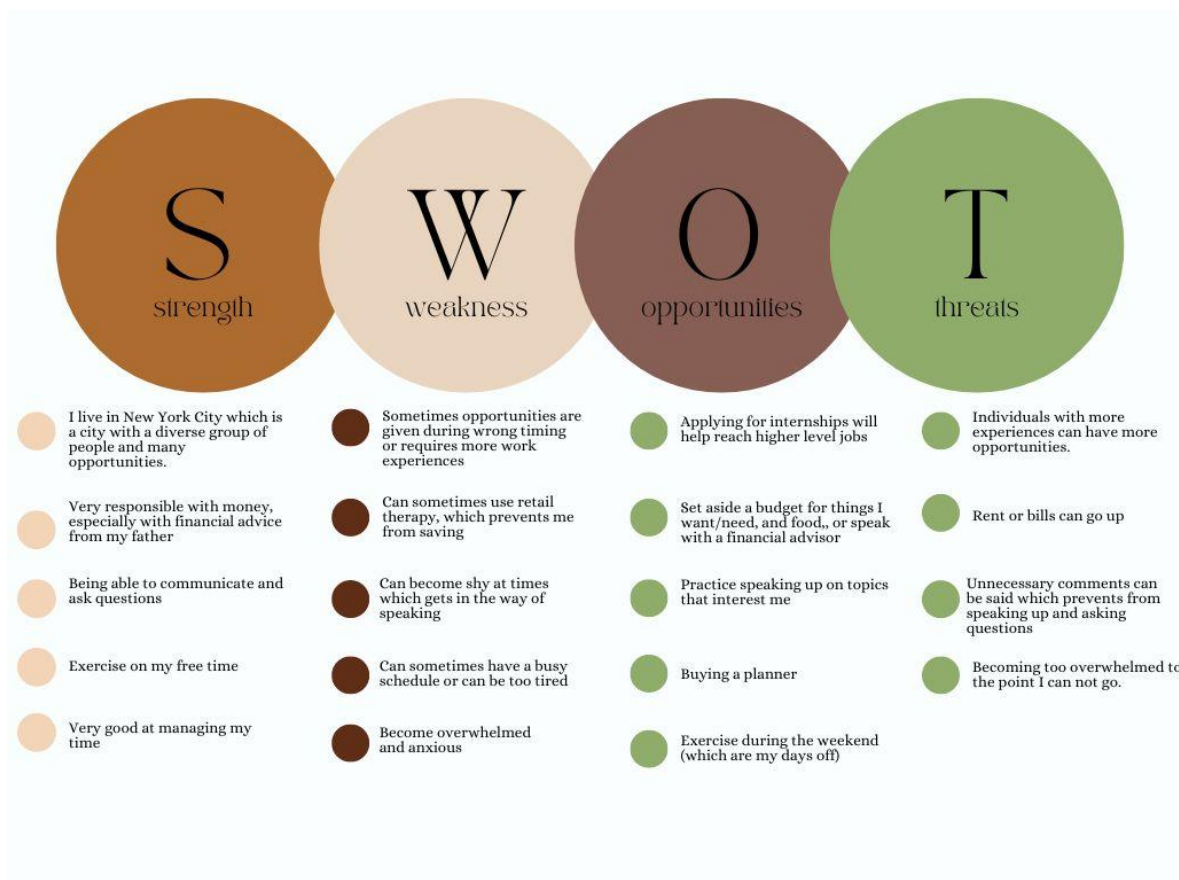
3. Discuss your personal and professional objectives. Objectives are detailed statements that support your mission statement. Remember they are written in detail. *Please write five (5) personal and professional objectives that support your mission statement.*

Self improvement is always important. Making objectives for yourself is a great approach to take actions towards improving both your personal and professional life. Both professional and personal objectives help become a better professional. Starting off with *saving for retirement and future savings* in order to have a smooth and tranquil future for my family and I. *Learning to cook balanced meals* will definitely save me a lot of money and will help out in taking care of

my family, as well. *Learning new hobbies* will keep me productive and give me the opportunity to also teach those around me. *Networking with individuals at work, or clients*, can help me build a strong connection with them and potentially have the door opened to more opportunities. Lastly, *creating a daily routine to more organize myself* will help keep me organized and do everything that I have to do in a timely manner.

4. Write down specific personal and professional goals. Goals are specific quantitative (measurable) statements that will support your objectives. You may need more goals other than five (5). These are short-stated measurable steps to meet objective statements.

In order to reach my personal and professional objectives, I need to set aside some goals to successfully reach them. Using SWOT analysis, this will help organize every little step.



References

Bell, J. A. (2010). *Visual Merchandising Ch. 1-4* (PowerPoint slides). Business Department,
New York City College of Technology.