Personal Branding Project

Raster/Vector Graphics

The Project

Create a personal brand combining at least two letters and one other item of your choice. You will be using Illustrator.

- You may either customize an existing font or draw your own letters. We will go over how to do this next time we meet.

- Once again, draw your ideas first then recreate the drawing in Illustrator.

- Go to Lost Type Coop. You may use one of these fonts as inspiration.

How <u>DO</u> You Brand Yourself?

- What is special about you? What makes you unique?

- How does the world perceive you? Is that accurate?

- Define your goals: what do you want to communicate about yourself?

- Consider your target audience: who do you want to notice you?

Some Inspiration

oYa

psychotherapie en coaching

sugartask

pion
verkeersadvies

SLV
SOUND LIGHT VISION

Studio Eight

CastlePrint

Break the project down to its component parts

- **Lettering:** Look for or draw letters that reflect the style you are going for

- **Imagery:** reduce the imagery down to its simplest form, as you did in the icon exercise. you can always add detail later as needed.

- **Color:** Think of your favorite colors and how they can blend or work together

Some Places to Look

- http://creattica.com/logos/
- http://www.logogallery.net/
- http://www.logofaves.com/
- http://www.logospire.com/
- http://logopond.com/