

1. What values or attributes would you want to explore that represent your brand?

The attributes I would want to explore that represent me are different types of music. The reason why I chose music is because with music I can escape reality and use that time to draw my thoughts and imagination.

2. How would you describe your personality? (e.g., innovative, approachable, sophisticated, energetic, etc.)

I would describe my personality as an Animator. I describe myself as this because I love to draw cartoons. With cartoons I can express emotion and still hide it under color and face expressions.

3. What emotions do you want your personal brand to evoke in the audience?

I want my personal brand to be an escape to everyone. People would feel gratitude as they wear or purchase something from my brand, to wear or purchase what they are feeling.

4. Do you have any initial ideas or preferences for the logo's visual style?

I do. My logo will be the name "TJTEARS" with a separation of the letters in an original placement. And the phone will be a cartoon-like type face.

5. Are there any specific symbols, icons, or imagery that should be included in the logo?

The Image of my Logo will be only type, But the type face will be almost original due to my passion of cartoon drawing. Each color will represent emotion, etc.

6. What colors do you envision for the logo? Are there any color preferences or associations?

The main colors i will use in my logo are, Black,Red,and white. Those are my favorite color's. Those colors identify the inner me, but listen to music allows my color pallet to expand.

7. Besides the logo, what other visual elements (typography, patterns, etc.) would complement the personal brand?

Graffiti like text makes my Logo tie every aspect together. When i think of Graffiti i see animation.

8. Are there any individuals or brands that you admire or consider competition?

There is only one person that inspires me to do what i do and his name is "VEXX" he is also a cartoonist and watching him succeed as a cartoonist makes me passion blossom with confidence.

9. Do you have any examples of personal branding or logos that you find inspiring?

Vexx, he is my inspiration and gave me confidence to complete what i want to do.

10. Where will the personal brand and logo be primarily used? (e.g., social media profiles, website, business cards, presentations)

This logo will be used on my official website where my art and clothing will be found. (soon to come out!) This logo/Name is what i identifies me and for who i am. The logo represents a sense of relief and you have a piece of me, where love and unity will be combined.