

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

I would like my brand to value and explore self-care, specifically skin care. I would also want to interconnect my Dominican heritage in it through the use of color.

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

I would describe my personality as extroverted, intentional, as well as adventurous.

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

I want my brand to evoke inspiration to give and share with the people they love as well as intimacy, I want them to trust that my brand has their best interest at heart.

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

I do prefer earth tones and I think that will help compliment my topic of self-care.

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

I would like to use imagery of natural plants that grow in the Dominican Republic, maybe plants or herbs that are used in skin-care.

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

I see a lot of tan colors, olive greens, beige, dark brown for my logo.

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

I think the use of negative space would be helpful in showing a sense of hierarchy in my logo.

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

I admire Tracie Ellis Ross brand Pattern Beauty, even though it's for hair care, I love the abstract design and the vibrant yellow she uses.

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

Not that I can think of any at the moment.

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

I can see the logo being used at beauty store like sephora or target as well as beautycon which is a sort of festival for beauty.