

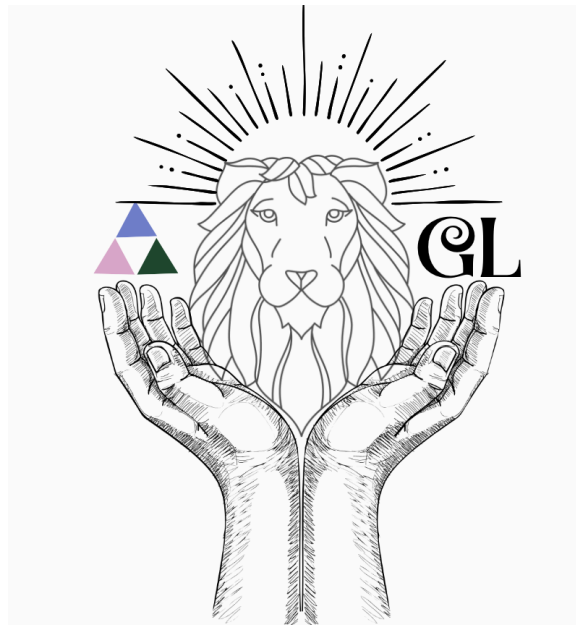
Brand Image Project

By: Giselle Leon

My Brand

My brand, Giselle Leon, is built on a profound dedication to cultivating and maintaining relationships that shape a brighter future. My journey through the challenges of my upbringing has deepened my self-awareness, shaping the spaces I aspire to enter. Life's experiences have taught me the beauty of self-love and the value of self-discovery, embodying the strength of being a young woman and mother in a fast-paced world. While my past doesn't define who I am today, it has fueled my growth and inspired me to continue blossoming in every aspect of life. Through the journey of sometimes not fully understanding myself, I have learned to pause amid time, mastering the art of emotional control. I've gained the ability to recognize when my voice and opinions are valued, and the wisdom to "read the room" and know when my input is needed. This awareness has empowered me to navigate spaces with intention and purpose, grounded in self-assurance.

My Logo



The logo features a powerful lion, symbolizing pride, confidence, passion, and determination, reflecting the brand's strength, self-assurance, and unwavering focus on success. The lion's

crown, represented by a half-circle above its head, suggests authority, leadership, and an elevated, aspirational vision. Each point of the triangle in the design represents the past, present, and future, acknowledging the brand's journey through growth, resilience, and purpose. The color palette of soft blue, dusty rose, and sage green works harmoniously to convey trust, calmness, compassion, and growth, all of which reflect the brand's commitment to being reliable, nurturing, and focused on community and healing. The soft blue brings a welcoming, peaceful presence, while the dusty rose symbolizes love and compassion, and sage green evokes healing and harmony, making the logo feel approachable yet impactful. The two hand-drawn elements in the design emphasize community, inclusivity, and creativity, adding a personal, crafted touch that reflects a strong commitment to support others and foster unique connections. This hand-drawn style ensures that the brand feels authentic and human-centered rather than corporate. The initials "G" and "L" are subtly integrated into the design. The "G" suggests reliability, stability, and creativity, paired with a strong will to achieve goals, while the "L" represents strength, independence, and goal orientation, with an emphasis on integrity and a deep sense of responsibility toward the community. Together, these elements create a logo that is not only visually striking but also deeply reflective of the brand's values of empowerment, self-discovery, and social impact.

My Personal Mission Statement

My mission is to live a life that embraces growth, change, and challenges. I am committed to nurturing myself and learning from each stage of transformation. Through this journey, I seek to better understand the isolation sometimes required to grow and become the woman I am meant to be. I view self-expression as a powerful form of communication, one that reflects my values and authenticity. This commitment to self-discovery helps me face life's obstacles with resilience. I want to honor my truth, even in the face of discomfort. My path forward is guided by the acceptance of who I am and the courage to evolve. In doing so, I hope to inspire others to honor their journeys.

My Professional Mission Statement

My professional mission is to lead, grow, and continuously expand my career within business development. I am committed to honing my skills and knowledge across various industries to drive impactful results. My goal is to leverage my expertise to identify and address business challenges effectively. I aim to build strategic partnerships that foster collaboration and mutual success. As I advance, I'm focused on creating value-driven solutions and fostering growth. I'm dedicated to developing innovative approaches that support long-term business objectives. My journey is one of constant learning and adaptation. Through each experience, I strive to strengthen my role as a leader in business development.

My Objectives

- Secure a Stable Job with Benefits: Full-Time job providing financial security & benefit
- Graduate with an Undergraduate Degree: June 2025
- Obtain a Driver's License: Practical goal that will enhance one's independence
- Purchase a Car & Invest in Stocks: Investing in one's financial future
- Become a Homeowner & Travel the World: Exploring new cultures & expanding one's understanding of life

My Professional Objectives

- Establishing a Fulfilling Career: Impacting the community & the industry
- Creating a Lasting Legacy for One's Family: Focusing on breaking generational cycles and providing a secure, loving foundation for one's family
- Achieve Financial Independence: Committed to growing one's wealth through investments & property ownership
- Making a Global Impact: Aspiring to contribute to the world and be involved in community initiatives
- To integrate my passion for fashion, cultural identity, and social impact into a career that bridges design, community support, and entrepreneurship, fostering spaces for healing and innovation.

My Personal Goals

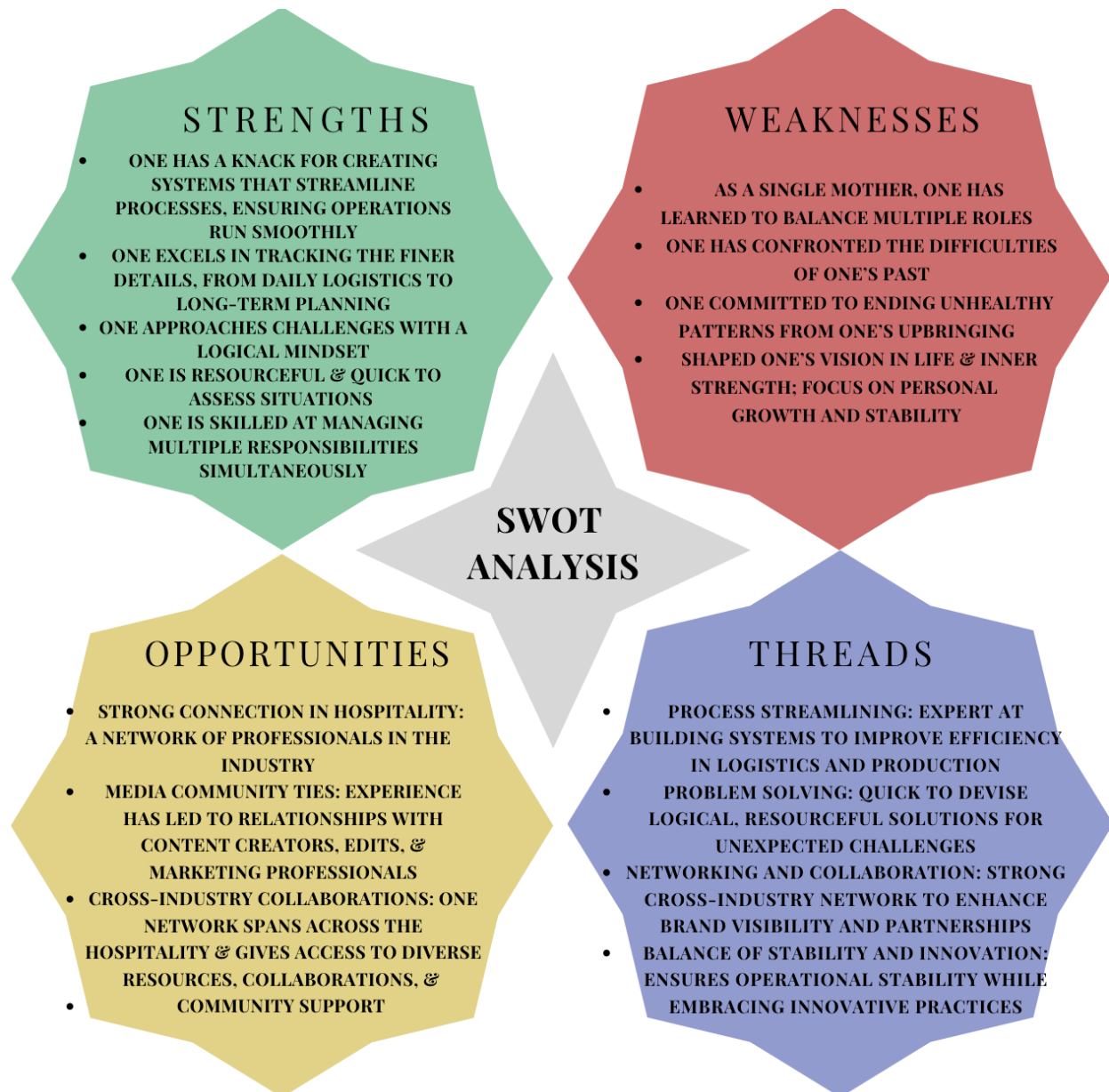
- Establish a Strong Family Foundation: Aim to create a nurturing and supportive environment
- Achieve Homeownership: Aspire to own a home that reflects one's values and provides stability for one's family
- Cultivate a Lifelong Passion for Learning: planning to continue one's education & personal growth
- Make Meaningful Contributions to our Community: Giving back by engaging in initiatives that empower women and promote cultural knowledge & growth
- Continue focusing on my health, wealth, and self-esteem

My Professional Goals

- Secure a Stable Position in the Fashion/Business Industry
- Complete One's Undergraduate Degree: Completing a key milestone that will strengthen one's credentials & open up new professional opportunities
- Develop Specialized Skills: Work to enhance expertise in the areas of branding, marketing & product development
- Continue finding peace and clarity as I continue to meet different areas of myself

- To apply my skills in project management, branding, and fashion to create impactful, relationship-driven experiences that promote growth, healing, and self-discovery within diverse communities.

SWOT ANALYSIS



References

Bell, J., & Ternus, K. (2017).

Silent selling: Best practices and effective strategies in visual merchandising. Fairchild Books.

CANVA. (n.d.). Free design tool: Presentations, video, social media | CANVA.

<https://www.canva.com/>