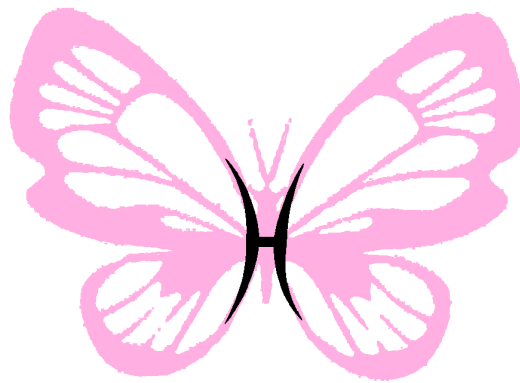


Brand Identity

BUF 4900 Internship



HANIA GAD

My brand is Hania Gad. I am determined, motivated and creative. What's most important to me is being a daughter, friend and a student. Currently I'm an undergraduate at New York City College of Technology and in anticipation to attain my baccalaureate degree. I consider myself to be a minimalist in every aspect of my life.

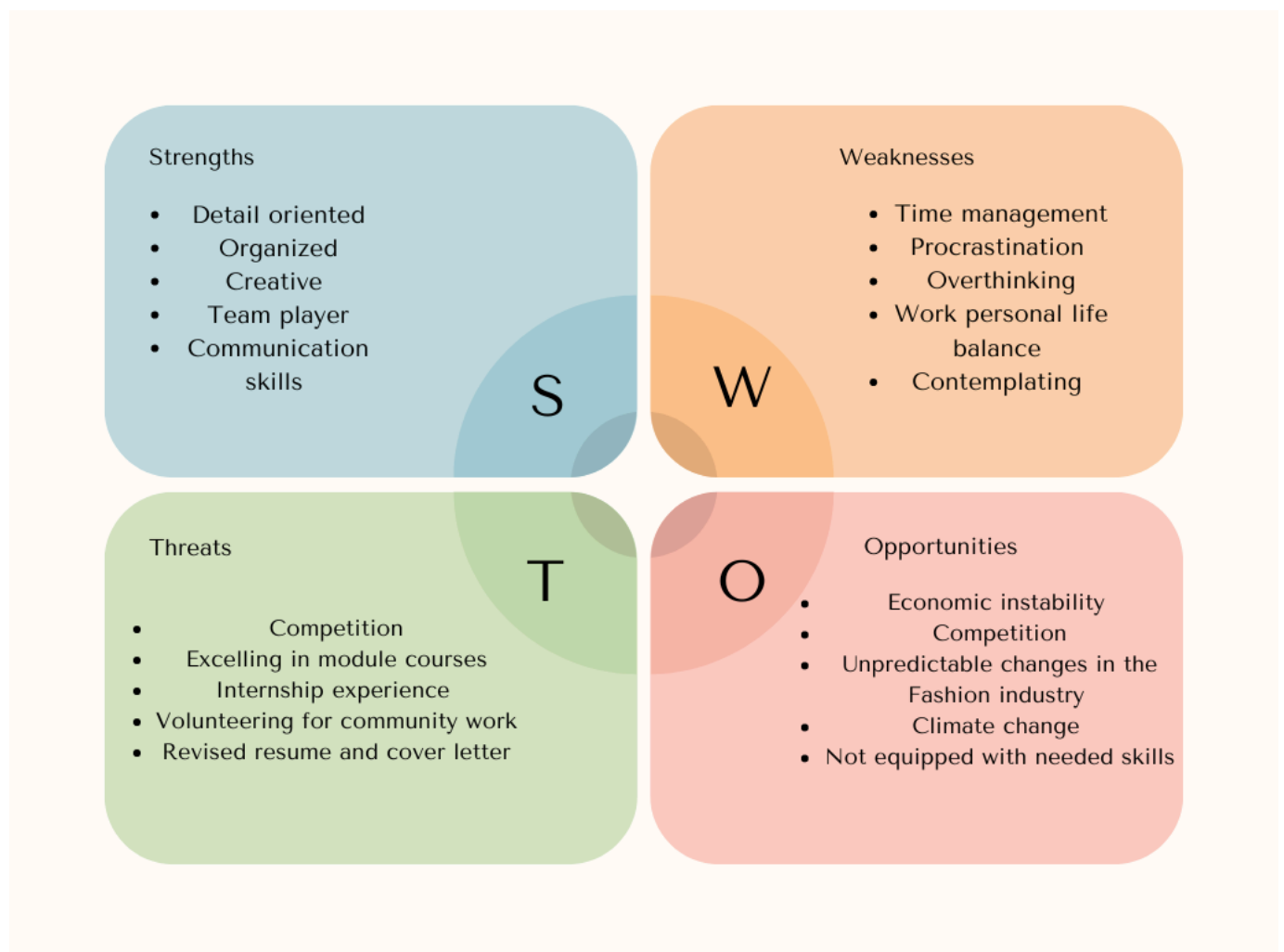
The logo is a butterfly with an "H" in the middle. The H logo represents me, my name. The lines and colors that are used were chosen to complement the softness and subtlety of a butterfly (Bell and Ternus, 2017). One may notice how the lines are *curved*, *vertical* and *thin*, this allows the brand's identity to make a strong statement while also seeming majestic (Bell and Ternus, 2017). The usage of black and pink creates a huge *contrast*, focusing the attention on the logo (Bell and Ternus, 2017).

The color of the butterfly is pink because it displays sweet, pretty and easter (Bell and Ternus, 2017). The description of the color pink

The mission statement of my brand is being minimalist. The significance of minimalism is that it tunes out all the chaos of life and creates a calm environment all around. Minimalism helps with reducing the stress in one's life, when one is surrounded by monochromatic calm colors it creates this peaceful atmosphere. Another benefit of being a minimalist is valuing the essentials of life without being distracted with outside noise. Believing in values, it's important to consider sustainability. Therefore limiting investing in fast fashion which contributes to more sustainability and it's always cool to care about our planet earth

Achievements.

The logo displays one's values, direction and the vision one wants to represent to the world.



Professional goals:

Employment at a luxury brand:

- Work on building up her resume.
- Refine and perfect skills by working at smaller companies.
- Gain experience by working in different fields in the industry.
- Make mistakes to learn what not to do in the future.
- Keep applying for positions and never doubt acceptance.

Become proficient in softwares such as indesign and adobe:

- Go to workshops to figure out new features.
- Create artwork and creative projects in order to keep practicing.
- Attempt to navigate the software in her free time.
- Explore software by trying different styles of work.
- Explore which software makes the most sense to my job.

Work with more professionals in the industry:

- Networking.
- Go to events where it's likely to meet professionals.
- Get hired at an inspiring job with room for growth.
- Be curious and ask questions because it could lead to a proposition.
- Even if intimidated by an individual, approach them.

One day launch her own fashion label:

- Gain experience from professionals.
- Research and read up on steps to take in order to make it come true.
- Work at a clothing brand to gain insight on how to operate a brand.
- Ask questions to gain more knowledge.
- Always be curious.

Obtain her baccalaureate degree:

- Submit all assignments on time.
- Ignore distractions.
- Take time with my assignments and projects to ensure a good grade.
- Work on coursework that needs more time to comprehend
- Ask questions in order to avoid misunderstanding and jeopardizing a grade.

Personal goals:

Establish a good routine:

- Start by organizing time.
- Establish a schedule and stick to a strict schedule everyday.
- Work on time management.
- Get in the routine of writing in her journal at least once a day.
- Keep track of all the tasks she accomplished for the day.

Pick up new habits to follow through with:

- Try out new things to figure out her favorite habits.
- Try out new activities.
- Explore a category of work that doesn't pertain to her studies.
- Participate in activities that she enjoys
- Try new things that she's always wanted to experience.

Overcome her fear of driving:

- Practice driving in her freetime.
- Heal from the trauma she developed from a car accident.
- Change her negative mindset at driving to a positive one.
- Be more careful while driving
- Be patient with other cars.

Graduate:

- put all attention and focus on school work in order to excel.
- dedicate all of her time to studying.
- learning and refining assignments.
- curate an e- portfolio.
- Need to finish my hours.

Strengthen her physical health by exercising:

- start out by exercising two times a week.
- build up the frequency of exercising one week at a time.
- Develop healthier eating habits.
- Get enough sleep.
- Go out and socialize with people.

References:

Bell, J., & Ternus, K (Bell and Ternus, 2017). *Silent Selling: Best practices and effective strategies in visual merchandising*. Fairchild Books.