COMD 2300

Communication Design 1

Marcia Jackson

Assignment 1\_Part A

Questions:

1. **What values or attributes would want to explore that represent your brand ?**
2. **How would you describe your  personality? (e.g., innovative, approachable, sophisticated, energetic, etc.)**

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

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

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

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

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

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

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

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

Answers:

1. The values and attributes I wish to explore that represent my brand are integrity, innovation, and design.
2. My personality is best described as introspective yet very approachable. I am energetic and unafraid to initiate cordial social interactions. My mind is academically oriented. I love teaching and learning.
3. I want my personal brand to be emotional invoking, mystery, mindfulness, translucency, romance, integrity, honor and hope.
4. The style of my logo will be simple shapes. No initials.
5. My logo will include two half circles. One representing a vessel, and the other representing the rising sun.
6. My logo design will be linear. Any color can be used. My first choice would be black.
7. My logo type will be my first name and my brand name. Marcia Mar Ku.
8. I look at all designs with a discerning eye. Images that interest me, I learn from them just by examining their design elements & principles. Anything that resonates with what I like, or I need to know, I research.
9. I like the AT&T logo, especially on a black background.
10. My personal brand logo mark will primarily be used in presentations.