

Siara Brown
Prof. Adomaitis
BUF 4900
04/21/21

 *Blissful Siara* 

My brand is Siara Diamond Brown. I identify myself as an independent mixed straight woman and a loving sister. My best personal traits would be how hardworking and caring I am. I'm never one to give up and always like to finish strong no matter how long it takes or how hard it gets. I'm also very dependable and a positive woman. I take responsibility for my actions and I'm really honest and loyal. The reason my brand is called Blissful Siara is because I'm a positive and happy person. My personality is very bright and I'm outgoing once you get to know me.

LOGO

My logo is my initials SDB (see figure 1). The S and B are a lilac color because lilac symbolizes kindness, compassion, helpfulness and serenity. Lilac is a sweet, delicate and welcoming color and it's one of the colors that represents me best (color-meanings.com). The D is a beige color because beige symbolizes simplicity, modernism, comfort and tranquility. Beige is also a sweet and welcoming color which is why I chose it to be in my logo as well (color-meanings.com). You can see the Solidago (Goldenrod) flower that is blended with the letters because this flower represents growth and change. Over the past four years at New York City College of Technology, I've definitely grown up and became more confident in the work I do and changed overall. Also, Solidago gets its name from the Latin word 'solido', which means "to strengthen or make whole," and 'ago', which means "to make" (flowershopnetwork.com). The font of my logo is in the *Lobster* font because it is a bold font and in script. Script fonts represent being creative, friendly and feminine which are all words I've either been told by

friends/family or I would use to describe myself (Myers, 2020).



Figure 1: Brand Logo

MISSION STATEMENT

The direction I would want my brand to go is a positive route. The main goal is to inspire people to do things out of their comfort zone and to grow. I want to have a positive impact on every person I come across. I'm successful at being organized and patient and I want the people I come across to see I have these skills. I value positivity, optimism, honesty, dependability and working hard. These values are very important to me, especially positivity and optimism because I'm always thinking positively and do my best to visualize success for myself. I'm a very dependable person and I want future employees and managers of mine to know that I'm a reliable person and shouldn't be doubted.

My personal goals include getting my own space, learning how to save money and investing in myself as well as becoming fit, teaching myself a new technology skill and lastly,

becoming an expert in my career choice. Nowadays, many workplaces have to deal with technology and technology isn't my strong suit so learning more computer e-commerce skills is something I seek to accomplish soon. I also want to have my own space because for years I've had limited space and I see myself as an independent person who doesn't mind being alone from time to time and having my own space would be great since it can help me clear my mind and not have to worry so much and it would be easier to achieve my goal of being fit. My main goal is to become an expert in my career field because I know my professional skills need improving since I haven't had the chance to work in this field yet but it's something I'm passionate about and I know this career choice was right for me. A long term personal goal of mine would be to receive awards and achievements for my work. Since I don't have much experience in the fashion industry, being able to win an award for my hard work is a dream of mine.

My professional goals include to find a job in the fashion industry so I can gain the experience I've always wanted. I would also want to create a career plan for myself. Having a career plan is important because it can help guide me in the right direction and can make finding the right job more manageable (Calling All Optimists, 2021). Another professional goal of mine is to improve my communication skills. I've always been a shy person and I've slowly gotten better about speaking out loud and communication in any workfield is really important so that is something I'm working on. I would also like to gain management skills and achieve a promotion. Both of these would be very new experiences to me but I am positive I can make it happen. Lastly, a huge goal of mine would be to have the opportunity to become my own boss. Being able to decide how I'd want my future business to go and I can be flexible, and do things at my own pace which is great! I'd also be able to learn a lot and be as creative as I can be.

References

Beige color meaning - the color beige symbolizes simplicity and comfort. (2020, March 12).

Retrieved April 20, 2021, from

<https://www.color-meanings.com/beige-color-meaning-the-color-beige/>

Calling All Optimists. (2021, January 05). Why career planning is important for success.

Retrieved April 20, 2021, from

<https://callingaloptimists.com/why-career-planning-is-important-for-success/>

Lilac color meaning - the color lilac symbolizes helpfulness and serenity. (2020, August 19).

Retrieved April 20, 2021, from

<https://www.color-meanings.com/lilac-color-meaning-the-color-lilac/>

Myers, L. (2020, April 24). Font personality: How to choose your best. Retrieved April 20, 2021,

from <https://louisem.com/4089/font-personality-type>