

Brand Yourself

Situation: The professional appearance of a business's stationery will always set it apart from its competitors. A well designed business card or letterhead projects a positive message to customers and indicates that the owners of the business are serious about their company and its product.

Brief: Design a brand identity for yourself that can be applied to a business card, and may be transferable for future applications such as labels for work, tags, applications or any other venture.

Some questions you might want to think about include:

1. What makes you as a person special or interesting?
2. What kind of effect have you had on the world? other people?
3. What are the adjectives you would most use to describe yourself as a person?
4. What examples from your business or personal life illustrate those qualities?
5. What events shaped or changed your life?
6. Have you overcome obstacles? Taken risks? Gotten lucky?

The process: Brainstorm concepts, keywords and images to help with visual concepts.



clothes **TRAVEL** catwalk

FASHION INITIATIVE

SHOPAHOLIC **accessories** ethical **INTERNATIONAL**

creative city

HIGHFLYER **DESIGNER** shoes **GLOBAL**

confidence *style*

