

# Personal Branding // Logo Design

## Your Job:

This is a multifaceted project: some researching brainstorming, some list making, some sketching and some actual production.

### Step one:

Complete the personal branding (part 1-4) worksheet. *Type your answers in **red**.*

### Step two:

Brainstorm! Sketch! It's idea generating time! Time to come up with your brand for our sale. What is your brand's name? What is its logo? What is its color scheme? *Find a minimum of 30 brand identities that you relate to and put that link in a word document.*

After that, start your sketches. Create a minimum of 20 brand logos for your business. You are able to review as a collective so be ready to talk about your design, brand and ideas with your family member. *photo your sketches, add to a word (or Illustrator) document.*

### Step three:

Create your logo using Illustrator. Logo may not be designed in any other program...use Illustrator! *(print out size is 8.5x11 (letter) either landscape or portrait accordingly...border must be uniform)*

Remember, your brand is representing your entire product range...from products to packaging, and signage to booth display. Remember that less is more and remember that a "good" logo can be seen at multiple sizes (small to large, print to web). Your logo will be used throughout the semester, so be sure to finesse and refine it to the highest degree. It is representing YOU so make it your best!