

Creative Brief



Project Overview

This project involves developing my personal branding suite, aimed at showcasing myself professionally yet innovatively. By creating a personal logo, I aim to portray different dimensions of my personality in a way that resonates with potential employers.

Color and Font

In presenting my professional brand, I aim to present several key characteristics and traits: simplicity, sleekness, calmness, elegance, attention to detail, and timelessness. These qualities are reflected in the color scheme I've selected—a shade of white linen. This choice resembles key parts of my personality as well as my personal style. While subtle, it's important to note that the lettering is not pure black but rather a dark gray. This deliberate choice adds a touch of approachability and softens to the overall aesthetic. These design elements not only represent my brand but also mirror key aspects of my personality, particularly my attention to detail.

For my logo, I've opted for the Cormorant Garamond font in regular and light weights. The central letters are in the regular weight, while the watermark and outer letters are in the lighter variant. This font evokes the timeless elegance of classics like Times New Roman, further reinforcing the themes of timelessness, sleekness, and simplicity that define my brand.

Audience

I aim to communicate the concept that alongside my aesthetics of the brand suite, I uphold a strong sense of responsibility and accountability in my work ethic. The target audience includes potential future clients, as well as others. This collection of branding materials serves as a showcase of my proficiency in Adobe and various creative tools, highlighting my expertise in these areas.