Developing a Unique Brand

Weekly Report 1: 8/15 - 8/25

Branding is the essence to delving into the professional world. It allows for a company or individual to communicate with a targeted audience while also representing the aspects of the company or individual as a whole.

This past week I had the opportunity to create and develop my own professional brand. My brand consists of two colors, dark blue and black, and my logo which is simply my initials inside of a circle. By developing this brand, I have taken the first steps to further myself in the professional world, build my business personality, and transform myself into full-fledged professional.

Despite the necessity of making a brand, thinking of ideas for a branding is not as easy as it sounds. However, in order to overcome this, I condensed my character and work into 2 attributes: technology-related and modern. By basing my brand off of these characteristics, I am able to capture aspects of myself and a part of my passion while also developing a unique and compelling brand.

Reflecting for the future, maximizing the potential of the branding is an absolute must. I need a common motif throughout all of my work. This includes using branding colors in weekly reports, incorporating them into social media, and even simply wearing the general brand style to formal events. In doing so, my brand will become a common theme that represents my character when one thinks of me. Additionally, I plan to update the brand in order to reflect my current work while sticking with a modern theme. Building this brand is essential to my success for the rest of the year.

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