Blog 1: My Favorite Design Skill

The Art of Personal Branding

Have you ever wondered the best way to showcase yourself? Creating a personal brand is an effective method to creatively display who you are as a student, as a business professional, and as an individual. This semester in my PRCM 4020 - Style & Design class one of our most pivotal assignments was creating a branding suite. The purpose of this was to create a visual representation that promoted us for career and job opportunities. While creating my branding suite, I refined my skills in Adobe Suite and created something I will be able to use on my personal website by following these steps:

- The first step in creating my personal branding suite was preparing a creative brief that outlined the entirety of the project and the details and designs within it. My creative brief covered the project overview, the colors, and fonts I used, why I chose them, and the theme and desired audience for my branding suite. This was an essential step in the design process, and it was helpful in exhibiting my personality.
    - For instance, I decided to use the color navy blue, I explained this in my creative brief and said, "The color navy blue is often associated with calmness, composure and stability, traits I hope to display in my daily and personal life. Timeless, and paired well with anything, the color choice displays my versatile work style and ability to seamlessly collaborate with anyone."
- Next, I created a page displaying the branding guidelines for the project. This was very similar to branding kits I have created in the past! The page included my logo, color & fonts
- Lastly, I used the brand guidelines to create the rest of my branding suite. This included a resume, cover letter, envelopes & business cards that all included my logo and elements from the brand. In doing this I created something that seamlessly goes together and is a memorable and aesthetic reflection of my personal brand.

If you are looking to showcase yourself through a branding suite, here are a few tips and tricks:

1. Create consistency – The more similar the elements in your branding suite are the better! Adobe claims, "A recognizable brand starts with cohesive visual elements."
    a. https://www.adobe.com/creativecloud/business/teams/resources/how-to/brand-kit.html#:~:text=A%20recognizable%20brand%20starts%20with%20cohesive%20visual%20elements.&text=Creating%20a%20comprehensive%20brand%20kit,your%20audience%20along%20the%20way.
2. Choose the right color palette – Choose a cohesive color scheme that resonates with you and your brand.
3. Use a design tool that works for you – The Adobe Suite provides students with several options for creating a branding suite. Choose the application that works the best for you!
4. Typography is key – Choose a font that is fun and memorable but also professional and easy to read.

5. Invest time and effort into your branding suite – remember that it is a reflection of who you are!

Creating a branding suite has been my favorite and the most important design skill that I have learned. It surpasses design and shapes the essence of how a brand is perceived. Adobe states, "From your business card to your web page, each piece of content you create for your company will be more effective if it reflects your brand."
(https://www.adobe.com/creativecloud/business/teams/resources/how-to/brand-kit.html#:~:text=A%20recognizable%20brand%20starts%20with%20cohesive%20visual%20elements.&text=Creating%20a%20comprehensive%20brand%20kit,your%20audience%20along%20the%20way.) Crafting a branding suite enhances the visual identity of your brand and ensures a memorable impact on the minds of those who view it.
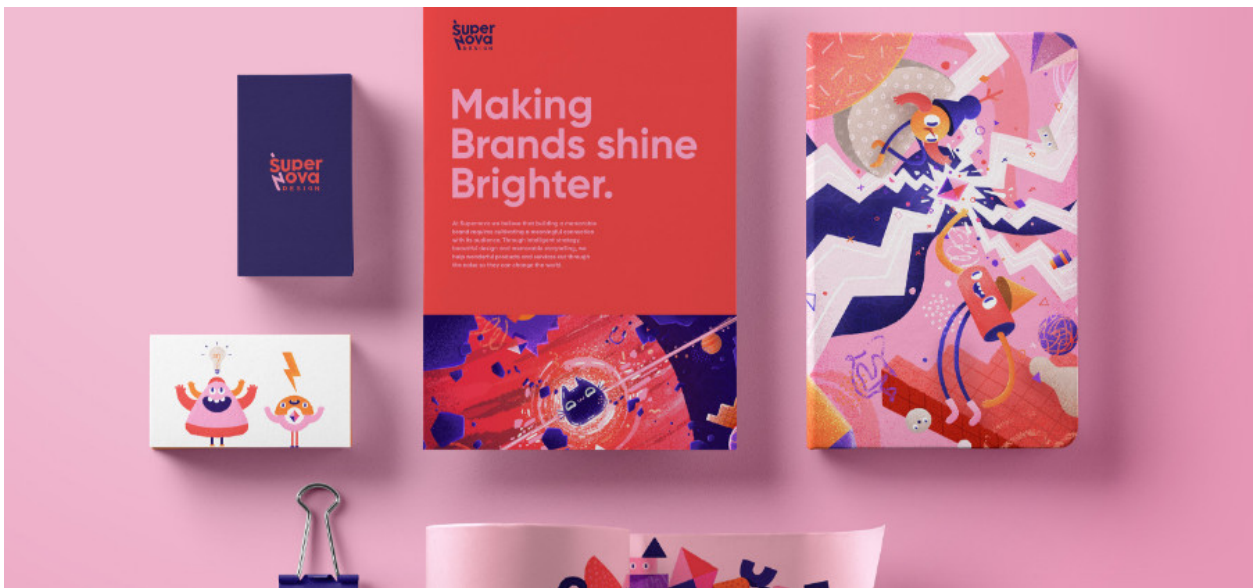
Artwork by Supernova Design from
https://www.adobe.com/creativecloud/business/teams/resources/how-to/brand-kit.html#:~:text=A%20recognizable%20brand%20starts%20with%20cohesive%20visual%20elements.&text=Creating%20a%20comprehensive%20brand%20kit,your%20audience%20along%20the%20way.