

Developing your personal brand and turning it into a logo.

Just like your personal identity makes you uniquely you, your brand identity is the special part of you that sets you apart from everyone else. But what exactly is brand identity?

What does it have to do with design?

Before you know what tangible elements you want to make up your brand identity, you need to know who you are as a brand.

Who you are as a brand is made up of a few key elements:

Your mission (what's your "why?")

Your values (what beliefs drive you?)

Your brand personality (if your brand was a person, what kind of personality would they have?)

These elements are what define your brand, and before you start building your brand identity, it's important you have a clear understanding of each.

If you're having trouble figuring out who exactly you are, don't sweat it. Sometimes, all you need is a simple brainstorm to help you get clarity on who you are as a brand.

Ask yourself:

What am I all about?

What are beliefs and values that are important to me?

What do I do better than anyone else?

What makes me special?

If we could describe our brand in three words, what would they be?

What are the three words we would want our peers or teachers to use to describe us?

The building blocks you'll want to determine before you create your design assets include:

TYPOGRAPHY

Serif fonts (like Times New Roman or Garamond) have what look like an anchor (or to some people, little feet) on the end of each letter. This classic typography is great if you want your brand to appear trustworthy, traditional, and just a little old school.

If "serif" is the foot, "sans serif" is without the foot. Sans serif fonts (like Helvetica or Franklin Gothic) are letters that have smooth edges and lack the anchor or "feet" of their serif counterparts. Sans serif fonts give a more sleek, modern feel to brands.

Script typography emulates cursive handwriting. These fonts (like Allura or Pacifico) can be a great way to add a luxurious or feminine feel to your brand.

Display fonts are kind of in a league of their own. Each display font has a specialized element, whether it's an unusual shape to the letters, outlines, shadowing, or a more artistic/hand-drawn edge. Want to make a bold statement and create a brand identity people won't soon forget? A display font is a great way to do it.

The typography you choose will say a lot about your brand, so choose wisely.