

DESIGN
a personal brand

DENISE ANDERSON

STAND

BUILD
a killer portfolio

OUT

FIND
a great design job

5. CASE STUDIES: BRAND IDENTITY

Exploring student brands that stand out.

Defining your brand is a deeply personal process that can help you move with purpose through a transitional period of your life. As a designer, you have the opportunity (and you are expected) to create visuals (logo, business card, website) that communicate your brand attributes, express your personal style, and boast about your design capabilities. Each visual identity touchpoint you create has the potential to engage and connect with a potential employer. As a designer who has hired others, I see every designer's identity project as an opportunity to get to know them better, even before we've had a chance to meet. A compelling personal identity (along with great work) is much more likely to score a job interview because it kindles a desire to learn more about the person who created it.

The work you'll see in this chapter did not come easily to the students who produced it. Whenever I ask students to design their personal brand identities, I watch them fight their way through Dante's nine circles of Hell. (I am exaggerating, but it seems to feel like that to some of them.) This tends to happen because the work is hard, and it requires introspection and research to find your true and authentic self. No tips, tricks, or shortcuts will get you there. However, I promise that if you spend time on the personal self-assessment and analysis

exercises outlined in this section, you will become confident and capable of creating a meaningful, relevant, flexible, and distinctive personal brand identity. Remember, there is no computer or design publication that can define your brand, nor any book that can design a logo that represents you. Just as you work strategically to build projects for your portfolio, you must take the same approach in creating your personal brand.

The examples in this chapter are the work of my students at the Robert Busch School of Design. Each brand has a

unique personality and reflects the identity of the person who created it. Each student used the information contained in their creative brief to build a relevant, meaningful, differentiating, and memorable visual identity. Long after they've left my classroom and found their place in the world, I will remember these students through the echo of the personal brand stories and identities they have created for themselves.

What is your true and authentic personal brand identity? Share it on my Twitter page: [#StandOutIdentity](#).

DON'T FORGET ABOUT ME!

creative brief | Denise Anderson

TARGET AUDIENCE (Where you want to work)	
Field of interest:	Design education, graphic design, and design entrepreneurship
Type of company:	College/University
Company location:	NJ/NYC
Company size:	Small to medium
Type of job:	College professor
VALUE PROPOSITION (What you can offer the target audience)	
1. 25 years of professional practice, and 17+ years of teaching experience.	
2. Proven ability to create, establish, and manage businesses.	
3. Respected industry leader and subject matter expert for design portfolio development.	
4. Passionately committed to discovering and unlocking the potential of others.	
5. Dedicated to facilitating change through the power of design.	
BRAND STATEMENT (What does your brand stand for)	
My name is Denise Anderson, and I am an educator, graphic designer, and design entrepreneur. As an educator, I discover and unlock the potential of others. As a graphic designer, I create change through design thinking. As a design entrepreneur, I use my creative skills and business knowledge to bring ideas to market. Regardless of the task at hand, when I am inspired, I give it my full attention and commit myself to seeing it through.	
BRAND PROMISE (Your unique differentiating proposition)	
Unleash and empower others with design thinking	
BRAND CHARACTERISTICS (Qualities that best describe you)	
Attributes: <ul style="list-style-type: none"> Passionate Creative Driven 	Personality: <ul style="list-style-type: none"> Devoted Feisty Entrepreneurial

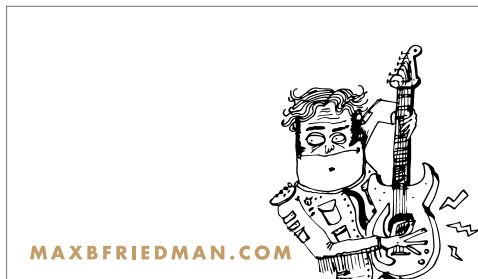
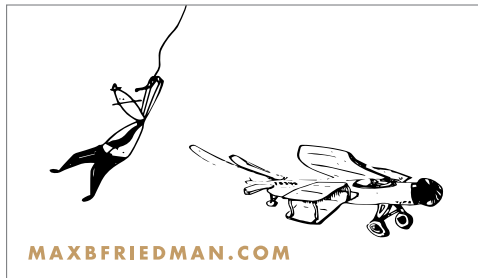
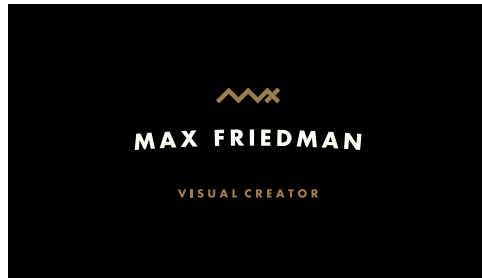
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MAX FRIEDMAN

VISUAL CREATOR

To change the world through design.



creative brief | Max Friedman

TARGET AUDIENCE (Where you want to work)

Field of interest: Graphic Design

Type of company: Advertising Agency

Company location: NYC

Company size: Large

Type of job: Graphic Designer or Art Director

VALUE PROPOSITION (What you can offer the target audience)

1. I have what it takes to change the world through design.
2. My passion drives me toward the future each and every day.
3. I enjoy watching my peers and others succeed. It influences me to strive for success.
4. Everything I do will be done with quality and dedication.
5. I believe that there are always possibilities.

BRAND STATEMENT (What does your brand stand for)

My name is Max Friedman, and I am determined to change the world one design at a time. Building experience upon experience, I have come to believe that possibilities can be found in unlikely places, so I seek out and seize upon what others take for granted. My passion for happiness and creativity is revealed through everything I create. I'm not just bringing my designs to the world; I am showing the world that design is possibility made real.

BRAND PROMISE (Your unique differentiating proposition)

To change the world through design

BRAND CHARACTERISTICS (Qualities that best describe you)

Attributes:

- Dedicated
- Humble
- Dynamic

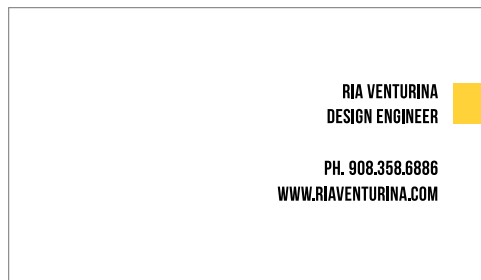
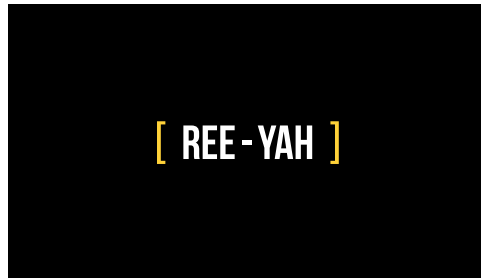
Personality:

- Leading
- Nimble
- Funny

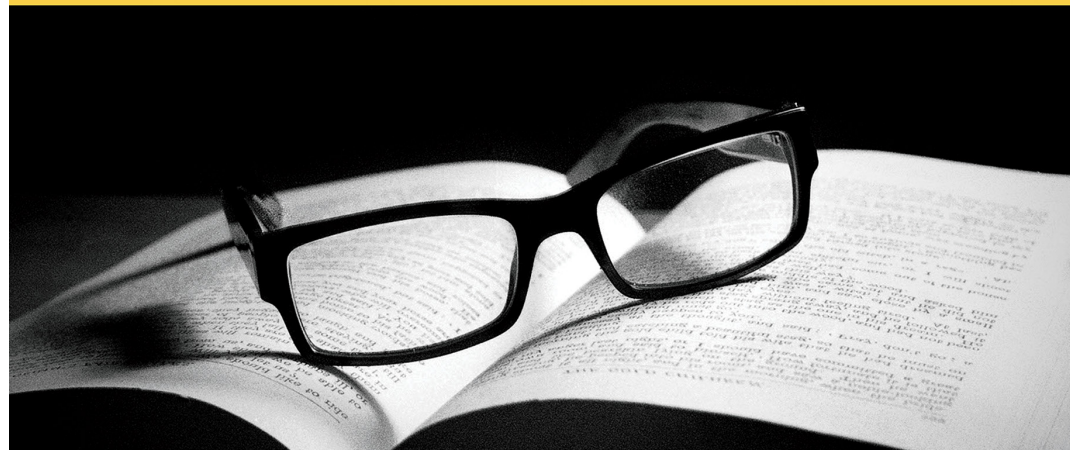
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[REE - YAH]

Imagination, inspiration, laughter—inspired by design.



[HEL-OH]! Graphic Designer with a passion for creative thinking and life. Laughter is my religion, and I use it daily. I crave knowledge and exciting adventures. Love to be outdoors and breathe in fresh cold air especially on top of a mountain with my snowboard. Science geek, movie buff, and everything in between.



creative brief | Ria Venturina

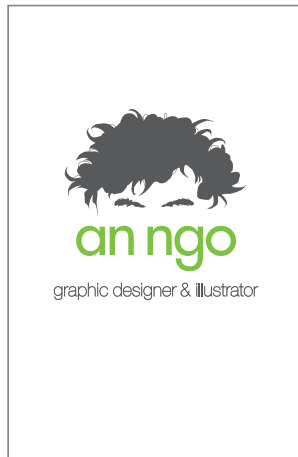
TARGET AUDIENCE (Where you want to work)	
Field of interest:	Advertising Design, Motion Graphics, and UI/UX Design
Type of company:	Advertising Agency
Company location:	City, nowhere in particular
Company size:	Big
Type of job:	Graphic design, leading to a Creative Director position
VALUE PROPOSITION (What you can offer the target audience)	
1. Strong-willed—I know what I want and will do anything to achieve it.	
2. I am a spirited creative who uses my wit and design skills to solve any problem.	
3. I crave knowledge that motivates me to keep learning.	
4. I use my experiences as a competitive advantage.	
5. I use humor and creative thinking to bring light to any situation.	
BRAND STATEMENT (What does your brand stand for)	
My name is Ria Venturina, and I inspire others to do the impossible. I love good stories and unforgettable adventures. Laughter is my weapon of choice, and I try to incorporate it into everything I do. Why? Because a smart man once said, "A laugh a day keeps the doctor away!" and I agree. In that brief moment when you smile, chuckle, or laugh so hard and suddenly that you wheeze, all your problems seem to disappear. Laughter brings people together, and I make people laugh.	
BRAND PROMISE (Your unique differentiating proposition)	
Imagination, inspiration, laughter—inspired by design	
BRAND CHARACTERISTICS (Qualities that best describe you)	
Attributes: <ul style="list-style-type: none"> Comical Witty Imaginative 	Personality: <ul style="list-style-type: none"> Illustrator Strong-willed Daring

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graphic designer & illustrator

Colorful, witty illustrations with powerful impact.



graphic designer & illustrator

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creative brief | An Ngo

TARGET AUDIENCE (Where you want to work)

Field of interest: Graphic design, graphic novels, conceptual art

Type of company: Graphic design agency, illustration studio

Company location: NY tri-state area

Company size: Any

Type of job: Graphic designer, illustrator, or graphic novelist

VALUE PROPOSITION (What you can offer the target audience)

1. I take tasks seriously whatever their size.
2. Perseverance—I do not quit easily.
3. I practice strict work ethics.
4. I do not cling to the past, because only the future can be changed.
5. My illustrations transform ideas into reality.

BRAND STATEMENT (What does your brand stand for)

My name is An, and illustration is my passion. My ultimate goal is to show others the beauty and inspiration to be found in the planet we share. In the meantime, I am determined to make each story engaging and delightful, using impeccable designs and a dash of humor. I value this world, and believe I can share what I know through design. I don't know what the future holds, but my imagination and I are ready.

BRAND PROMISE (Your unique differentiating proposition)

Colorful, witty illustrations with powerful impact

BRAND CHARACTERISTICS (Qualities that best describe you)

Attributes:

- Witty
- Understanding
- Patient

Personality:

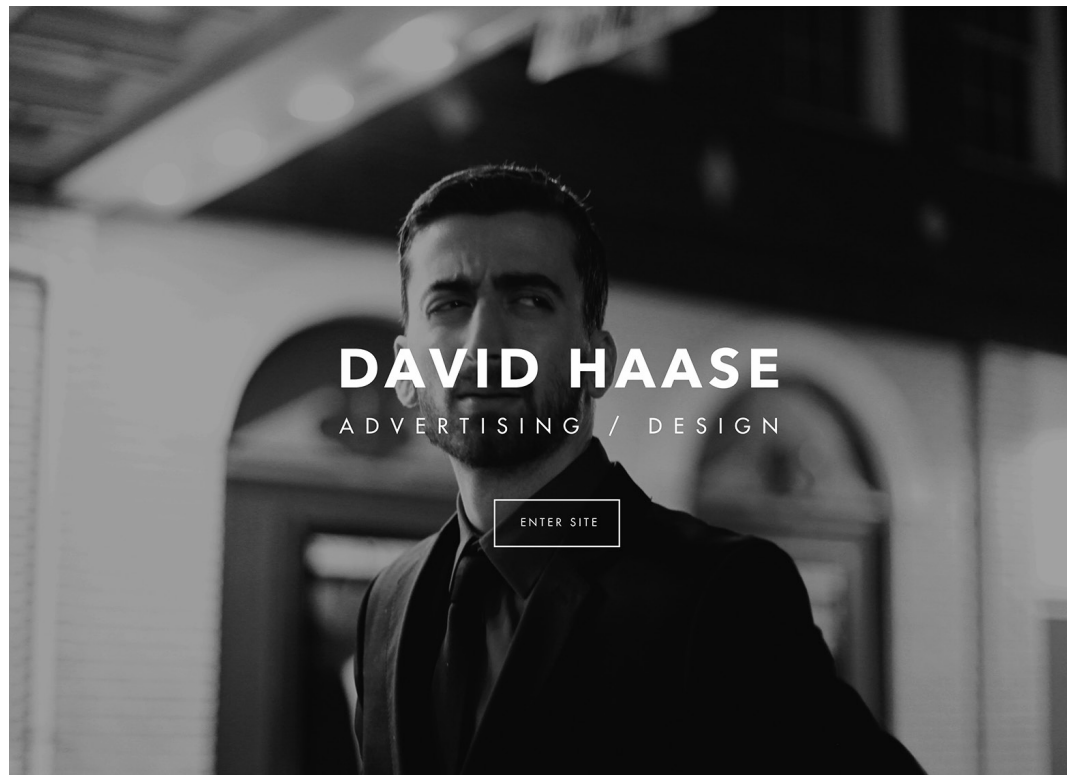
- Imaginative
- Team player
- Optimistic

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DAVID HAASE

ADVERTISING / DESIGN

Advertising design that resonates without invading.



creative brief | David Haase

TARGET AUDIENCE (Where you want to work)

Field of interest: Interactive Advertising

Type of company: Digital Advertising Agency

Company location: NYC

Company size: 150+

Type of job: Creative Director

VALUE PROPOSITION (What you can offer the target audience)

1. Risk taker. (The most creative ideas are never made by playing it safe.)
2. Empathetic and a good listener. (You connect with your audience by knowing them.)
3. MacGyver. (I can think on my feet and problem-solve with the tools at hand.)
4. Quick study and adept with modern technology.
5. Bold and confident. (I never lose my composure in stressful situations.)

BRAND STATEMENT (What does your brand stand for)

My name is David Haase, and I am a junior art director who has incorporated what I've learned from my travels around the world to develop creative ways for bringing a brand to its audience. My understanding of multiple cultures and my belief in the power of music and sound empowers me to connect consumers to products that embrace their needs. I find the balance between the physical world and the digital universe, and celebrate how they work together. Leaving formulaic traditions behind, I specialize in creating uniquely branded content that reaches consumers in unconventional ways.

BRAND PROMISE (Your unique differentiating proposition)

Advertising design that resonates without invading

BRAND CHARACTERISTICS (Qualities that best describe you)

Attributes:





- Big, tall thinker
- Risk-taker
- Hard worker

Personality:

- Empathetic and understanding
- Passionate
- Structured and organized


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Exceptional work inspired by meaningful relationships.


<p>I AM ...</p>  <p>a blooming henna artist.</p>	<p>ASK ME ABOUT...</p>  <p>fundaymondays.</p>	<p>YOU SHOULD KNOW...</p>  <p>i'm bilingual.</p>	
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MARGARET


WORK
ABOUT
CONTACT



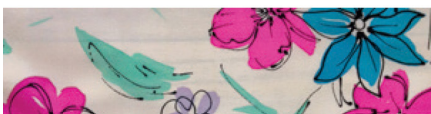
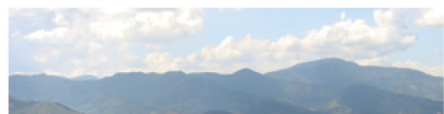
OH, I HAVE STORIES TO TELL.



CLICK TO READ



STORY | 02

creative brief | Margaret Grzymkowski

TARGET AUDIENCE (Where you want to work)		
<p>Field of interest: Interactive, Fashion, Advertising</p>		
<p>Type of company: Advertising Agency</p>		
<p>Company location: NYC, (South America?)</p>		
<p>Company size: 60+</p>		
<p>Type of job: Art Director</p>		
VALUE PROPOSITION (What you can offer the target audience)		
<p>1. No task is unattainable nor any idea too big. If I can think it, I can do it.</p>		
<p>2. Everyone benefits from my love of donuts, because I always share.</p>		
<p>3. I strive for strong personal connections as much as I strive for great quality work.</p>		
<p>4. Everything in life happens for a reason, so if something goes wrong, I find a bright side.</p>		
<p>5. My sensitivity allows me to have strong and genuine interpersonal relationships.</p>		
BRAND STATEMENT (What does your brand stand for)		
<p>My name is Margaret, and I bring the full depth of my integrity, passion, and devotion to whatever experience I am crafting. I create content that is meant to be shared, immersive, and innovative in hopes of prompting laughter and thought, or when I'm truly successful, both.</p>		
BRAND PROMISE (Your unique differentiating proposition)		
<p>Exceptional work inspired by meaningful relationships</p>		
BRAND CHARACTERISTICS (Qualities that best describe you)		
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Attributes:</p> <ul style="list-style-type: none"> ▪ Determined ▪ Ambitious ▪ Genuine </td> <td style="width: 50%; vertical-align: top;"> <p>Personality:</p> <ul style="list-style-type: none"> ▪ Crafty ▪ Well-rounded ▪ Thoughtful </td> </tr> </table>	<p>Attributes:</p> <ul style="list-style-type: none"> ▪ Determined ▪ Ambitious ▪ Genuine 	<p>Personality:</p> <ul style="list-style-type: none"> ▪ Crafty ▪ Well-rounded ▪ Thoughtful
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