

# BRANDING\_you

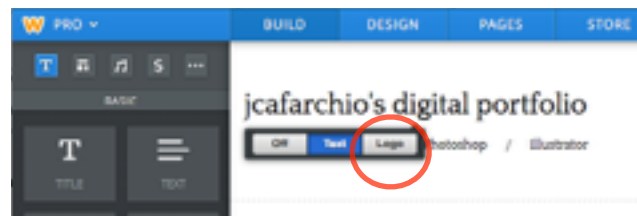
Last year we talked about brand identity and how a company develops an identity over time and sticks to specific design standards (colors, fonts etc) in order to be recognizable.

project description

**For this project you are a designer and want to create your brand/trademark.**

1. Create a Logo for yourself. It can be of your name somehow, initials, using pathfinder, whatever you want. Use [Logos](#) & [Brand Identity](#) pinterest boards

2. Add this logo to your portfolio.



3. Create a business card.

Google/Pinterest [creative business card ideas!](#)

*The logo, website and business card should be cohesive- showing it is coming from the same designer. Use similar fonts, styles, colors, etc.*

Also think about how this logo may look on a product. Later in the year we will experiment with the [Laser Engraver.](#)