



# Digital Communication Consulting

## Personal Branding Brainstorming Handout

### Phase One:

#### Determine Where You Want To Go.

Who is your target audience?

What companies interest you?

What would be your ideal job?

What qualities do you see as valuable for your boss, coworkers, and clients?

### Phase Two:

#### Determine Your Function.

What skills do you offer?

What are some of your strengths?

What do you do that stands out?

What work samples highlight these skills?

### Phase Three:

#### Determine Your Emotional Appeal.

Rank the following values from 1-10; 1 being most like you and 10 being least like you. These will be your personal compasses that shape what adjectives best describe you.

\_\_\_ leadership

\_\_\_ imagination

\_\_\_ optimism

\_\_\_ success

\_\_\_ family

\_\_\_ dependability

\_\_\_ commitment

\_\_\_ loyalty

\_\_\_ passion

\_\_\_\_\_ Fill in

\_\_\_\_\_ Fill in

\_\_\_\_\_ Fill in

## Phase Four: Pick Three Adjectives That Best Describe You

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## Phase Five: Put it All Together

Use the top three adjectives as inspiration for your logo, font, color, images, and layout choices. For instance, a more professional portfolio might have serif fonts and professional images while a more creative or personable portfolio might have handwritten fonts and a more casual, but still professional picture.

### Branding Inspiration

Check out DigiComm's [pinterest](#) page to help you hone in on what branding will work best for you!

Check out

- our "[Personal Branding](#)" board
- our "[Fonts and Style](#)" board
- and our "[Logo Inspiration](#)" board.

As you explore, think about what kind of branding aligns with your defining adjectives: do you want something that communicates your creativity and colorfulness? If so, look for ones with memorable colors and unique designs and fonts. If you want your brand to reflect your stability and dedication, look for more minimalistic designs, subtle colors, and serif fonts.



MIKEL RUMSEY



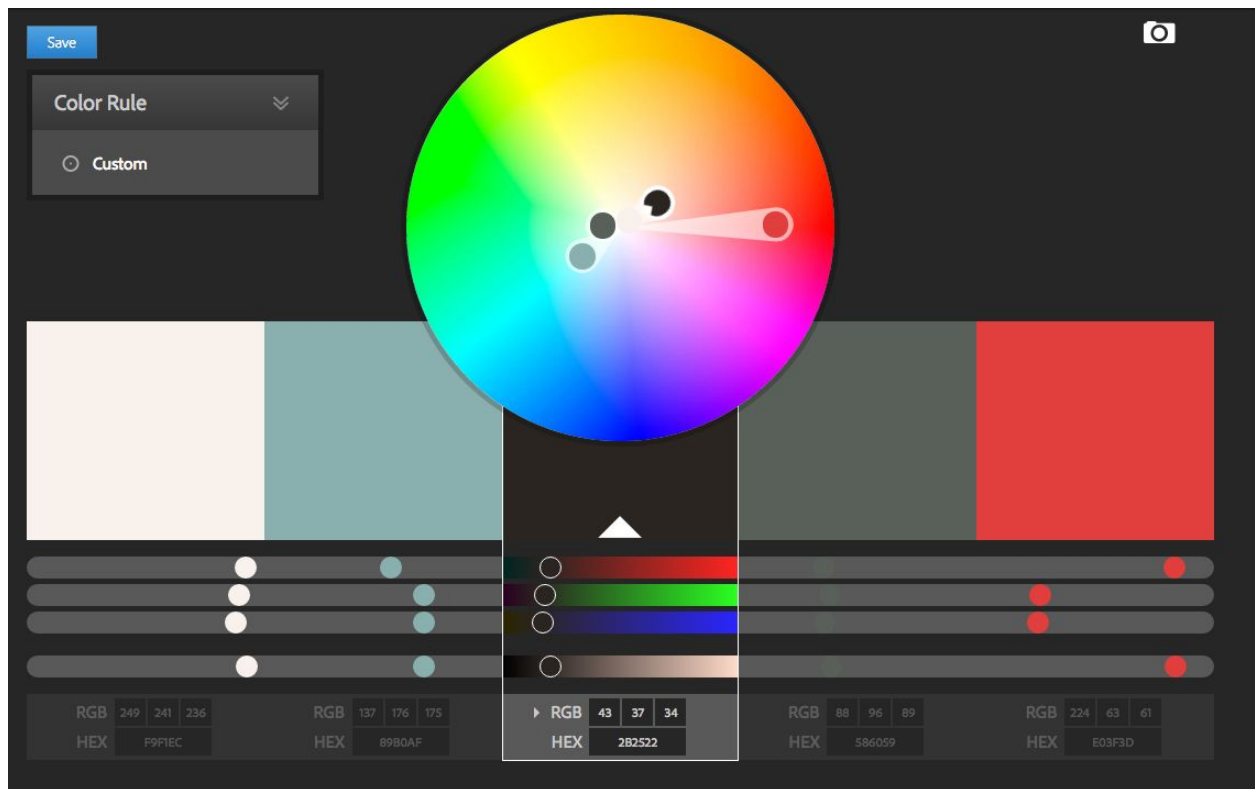
MIKEL RUMSEY

## Color Resource

Now it's time to pick your color scheme! You'll use these colors for your logo, your portfolio, your business cards, and your resume. Remember: the key to Personal Branding is consistency. Future employers should be able to recognize and associate your your branding with your name and defining characteristics.

One of our favorite color resources is [Adobe Color](#). Check out their "[Explore](#)" tab to find the pre-designed color schemes that reflect your brand.

At the bottom of each color is a HEX code: take a screenshot or write these codes down. This unique identifying number will help you maintain consistent colors wherever you use your brand: on your portfolio site, on your logo, on your resume, etc.



## Design Resource



Now it's time to put it all together! [Canva.com](https://www.canva.com) is a great free design resource that will allow you to bring together your colors and description into a beautiful logo.

We recommend you select "use custom dimensions" and make your logo 200x200 or 300x300 pixels.

If you're design-savvy, use Canva's text and elements to create something beautiful. If you want help, check out the options under "Text" for potential layouts.

Canva has great [help resources](#) and [design tutorials](#) to help you get the hang of it.



To make your logo align with your color scheme, click on the + button for any color and enter your HEX code.

We recommend trying out a few designs by adding pages, that way you can get a sense of what works best with your fonts, colors, and layout to reflect your brand.

Want feedback? Book a consultation with a [DigiComm Tutor!](#)

