

# RECOGNISING YOUR SKILLS & TALENTS BUILDING BRAND YOU



Effective branding, including the use of colours, font and slogans all contribute to brand identity.

Some company branding is so effective that it can be easily identified from just one letter or symbol, meaning that this branding can be used and recognised globally.

How many of these big brands and corporations can you recognise from their logos alone?



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## BUILDING BRAND YOU



**A strong brand identity communicates a business's personality and shapes your clients' perceptions of who you are. It helps your customers and clients to differentiate you from your competitors. It also creates trust and loyalty from those who do business with you and can positively influence consumer's purchasing decisions.**

**Consider what your own personal brand logo would look like.**

- What colours and font would you use?
- How would you reflect your personality?
- What impression would you want your brand identity to give about you?
- Is there a specific feature that you could add to your branding that would make it instantly recognisable as being yours?

Create your own personal logo which represents you and your unique skills. You may choose to add a tagline or slogan to your logo to enhance your brand image or make you stand out from the crowd!

*Sketch out some of your ideas*