

# Personal Branding

## *Directions:*

Branding is a concept which can be applied to more than just businesses and products. For this project you will brand yourself.

1. Consider what makes you desirable in a professional sense and formulate a plan to communicate this through a logo, slogan and résumé.
2. Create a unique logo for yourself. It should be creative but professional and should visualize your personality and skill set.
3. Develop a personal slogan by considering your unique viewpoint. It should be creative, memorable and professional.
3. Create or modify your résumé so it is professional, readable and eye-catching. Consider arrangement, typeface, font size, margins and white space. Adjust the language of your résumé to fit your personality and skill set. Use energetic, active verbs which highlight skills and experience you have which many other applicants do not.
6. Write a one-page paper explaining how these materials define you and make you attractive in professional settings.
7. Turn in the logo, slogan, résumé and paper together.