

Jeewon Lee

Professor Stacy Cannon

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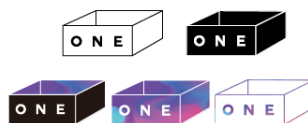
Research Proposal



Personal Branding

My brand is inspired by the box from the book of "the Little Prince". In this book gave the unique quote says "This is only his box, the sheep you asked for inside". Apply this quote to my brand that I have a box, and in this box I can give you what you want.

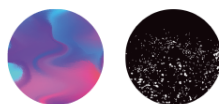
Logo



Fonts

Gothic Heavy
Gothic Demi
Gothic Medium
Gothic Book

Pattern & Texture



Color Palette



Design Elements



To find the first problem in my “one brand”, when I compare with the other logo, I don’t think my logo is standing out very well. Because I think anyone can draw a box and other designers also can have a similar style with my brand. Designers think that the most important thing is to create a work that has a clear style of its own, even though it is also important to create the client’s desired design. If you don’t follow the trend and having own style, it will cause the problem of surviving out of all the creative designers in the world. and the second problem from my logo is that when people first look at my logo, they might not sure what made it for. The problem is that when people look at the logo, it’s just a box with the letter “one”, and it’s hard to tell whether it’s a personal business logo or what it’s used for.

I think the most important thing to think about when the designer is creating the design is “communication”. When I think about my work, the problem of creating the design is losing the importance of communication object and the purpose of creating the design. Because what I always miss when I create the design is telling the story through my design. I’ve spent a lot of time trying to make a design that’s good for people’s eyes. There were many hard works that I worked very hard to design, but I couldn’t remember for so long. And when I saw my design later, the first thing came through my mind was that I create a fancy apple on the outside, but empty inside. I’ve been using pesticides to make apples that look delicious, but I’ve changed my mind ever since I found out that they were tasteless. Because my design was not communicating with people. So, I want to focus more on the meaning of my design and the part where I can communicate with people.

I prefer the color which is very colorful and splashing. A few years ago, I liked light pink and light pastel colors such as princesses and girlish color. But later, as time passed, I fell in love with a dark, dull grayish color. In fact, when someone asks me what specific color

that I like now, maybe I can't answer clearly because I like all the colors. So, when I decided to make "one brand" logo, I chose to use mixture colors it has pink, light blue, dark blue, white, purple and black to give visual effects in a variety of ways. First of all, I think it's better to make the logo black and white version because designers can't always use the logo with the color. My logo is very simple, so I also made small elements that go with the logo. My business card is like a "one brand" theme, the mystery box, I've made it feel like a pattern like a galaxy inside and a little geometrical element is falling into the box, which will represent the meaning of various shapes and design are involved in this brand.

I have produced my "one brand" logo, and when I created this brand, I was inspired by two ideas. One was created in biblical reason, and the other idea was coming from the children's book of the Little Prince. Most people who read this book will remember roses, fox, and the little prince. But until these days I still remember the part of the story with "the Box". In the Little Prince book gave the unique quote says, "This is only his box, the sheep you asked for inside". Little Prince didn't know what was in the box, but he thought it contained a sheep which he wanted, and he believed that there was something in it that he truly desires for. Apply this quote to my brand that I have a box, and in this box, I can give my client what they want. I'd like to show you what people are happy about, like the box in the story. I want to give them a rare, uniqueness gift, just like a riddle box, and a magic box. The word "one" written on the box has two main meanings. The first is "one" for only one person and the only unique design in the world. And that's what I mean by "one brand".