



How to Brand Yourself

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What does it mean to brand yourself?

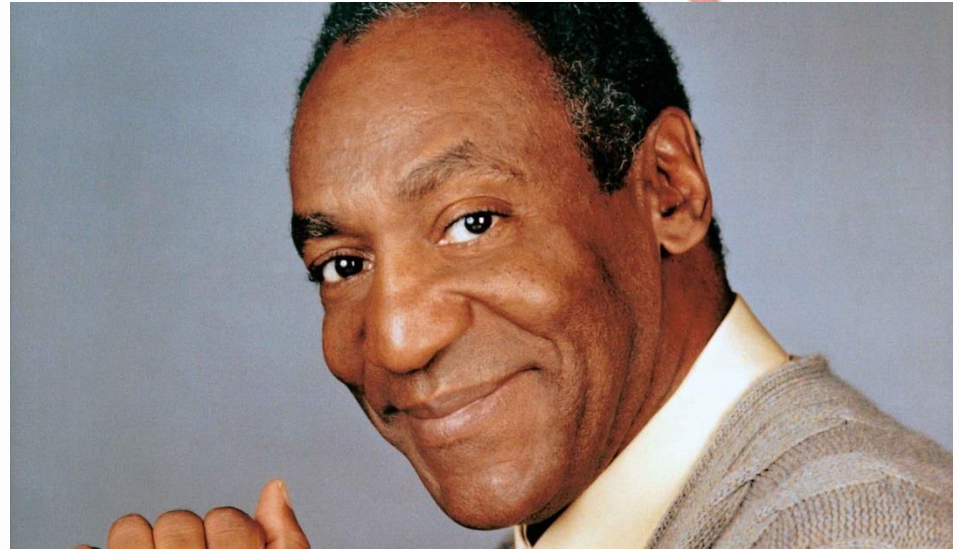


- What makes you different?
- What are your strengths? Passions? Goals?
- How do others view you?

What about Social Media?



The Bad



The Good



3 C's Of Branding

- **Clarity**
- **Consistency**
- **Constancy**

Clarity

A large, vibrant red ink splatter is centered on a white background. The splatter has a main, irregularly shaped body with several smaller droplets and fine lines radiating outwards, creating a dynamic and energetic visual effect. The text and list are overlaid on this graphic.

- Be clear about who you are, who you're not, and your target audience
- Know your competitors
- Distinguish your brand from competitors and peers

Consistency

A large, abstract yellow paint splatter is centered on the slide, with various smaller splatters and drips extending outwards, creating a dynamic and artistic background.

- **Same brand message across all communication channels**
- **If your personal brand varies, your audience will be confused**

Constancy

- Strong brands are always visible to target audience
- Monitor your brand through social media and networking
- Use the following tools to reinforce your brand online and offline

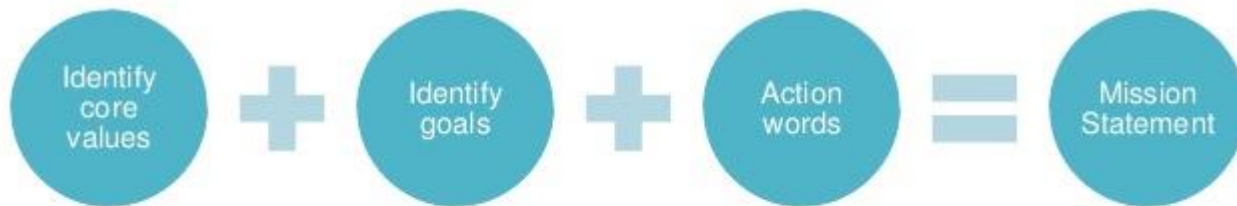


What is Your Brand?

1. Identify Core Values
2. Identify Your Goals
3. Use Action Words
4. Write Your Mission Statement

Let's Practice

Personal Mission Statement





Logo Design

- Formal Elements of Design: Color, Line, Shape, Texture
- Principles of Design: format, balance, visual weight, symmetry, asymmetry, balance, visual hierarchy, focal point, and rhythm
- Other CRAP: Contrast, Repetition, Alignment, Proximity

Logo Game...



Identify the foundations, principles, CRAP



How Does this Relate to Leadership?

- How does your personal brand aid in your personal leadership skills and development?
- Does your personal brand influence the way you lead?



Recap

- 3 C's of Branding
 - Clarity
 - Consistency
 - Constancy
- Identifying your core values, identifying your goals, incorporating action words will help you write your personal mission statement
- Logo Design: Foundations, Principles, & other: CRAP
- Your personal brand can help aid in your leadership development



Thank You!!

