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CREATING A VISUAL IDENTITY FOR A PERSONAL BRAND

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Title

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Abstract

The successful career of a designer depends on the personal branding and as a consequence of it creating an original visual identity. The designer should stand out from the crowd and display uniqueness. The topic of the thesis concerns the foundation of a personal brand and creating a recognizable visual identity for a designer.

In this research the definitions of brand and the core elements in building a successful brand are provided. It goes through the main parts in creating a visual identity and presents the author's own process. Two online surveys as quantitative research methods were designed to investigate the perception of different styles of portfolios and then to find out the perceptions of the personal brand.

As a result, the visual identity of a designer was created, and the basic elements of the personal brand were defined.

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CONTENTS

1 INTRODUCTION.....	4
2 BUILDING A BRAND.....	5
2.1. What is a brand?.....	5
2.2. Brand core elements.....	8
2.3. Touchpoints.....	10
3 VISUAL IDENTITY	12
4 PERSONAL BRANDING.....	15
4.1. The core of my personal branding	16
4.2. Research process	18
4.3. Creating a visual identity for myself.....	20
4.4. Evaluation	24
5 CONCLUSION.....	27
REFERENCES.....	29

APPENDICES

Appendix 1 Visual identity for my personal brand

Appendix 2 Values of my brand

Appendix 3 First online survey

Appendix 4 Portfolios from the questionnaire

Appendix 5 Second online survey about my personal brand

Appendix 6 Results for the questionnaire 1

Appendix 7 Results for the questionnaire 2

1 INTRODUCTION

The successful career of a designer depends on personal branding and as a consequence of it a creating an original visual identity. The designer should stand out from the crowd and show uniqueness. The aims of creating a personal brand can be different: to become a famous designer, get a new job position, work as a freelancer or find out new clients. But in any cases, personal branding helps to affect the way how others perceive you.

The goal of the thesis is to create a visual identity for my personal brand. The subject was chosen due to several reasons. One of them is to get acquainted with the process of branding in a deeper way and understand the main steps in building brands. Another reason is my own desire to create an identity for myself.

Understanding of theoretical base plays an essential role in building a successful personal brand. The thesis describes the definition of the brand and examines the main issues and elements of the brand. This work gives a general insight of branding and demonstrates creating of personal branding in practice.

The primary purpose of the thesis is understanding the process of creating recognizable and memorable visual identity, which will differ me from others and be perceived by consumers in the same way as I do. To support the design process, this thesis determines the fundamental elements of visual identity and key issues in creating a visual identity.

During this research, two online surveys are conducted for gathering information about customers' perceptions. In the beginning of research one survey is organized in order to gather information about the perception of different visual styles by different people. The second questionnaire is created on the stage of design implementation. The purpose

of the second questionnaire is to understand the perception of my brand and the brand image. The outcome of the thesis is a created visual identity for me, including a logo, a web page, and different promotional pieces.

2 BUILDING A BRAND

Brands are ubiquitous; they surround us in our everyday lives and used to differentiate between similar offerings. In the modern world there is no place for faceless commodities. The term of the brand is used to encompass a very broad range of issues, which may encourage a confusion, about what is the brand. In the following chapters, the definition of a brand is discussed, and the fundamentals of building a strong brand are reviewed.

2.1. What is a brand?

There are a lot of meanings of the "brand", depending on the context. The origins of branding are well described in a definition of a brand by American Marketing Association (AMA, 2016) as "a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers".

Historically, the brand has worked as a way to discern the goods of different producers. The word brand came from the Old Norse and means "to burn". At that time, farmers used the imprinted a sign of ownership on their livestock and with a development of trade buyers could to distinguish farmers with a good reputation and quality products from others. Due to that brands have begun to be used as a guide for choosing, and this

benefit of brands has remained up to the present time. (Clifton & Simmons 2003, 13-14.)

The term brand may operate in different ways, for example, as a logo of the company or a sign of ownership. In another context, the brand belongs to the marketing field or may be seen as a perception in the mind of the consumer to be influenced by advertising (Abbing 2010, 12).

Nilson, in his book *Competitive Branding*, defines a brand as a, "set of activities of the company to build the reputation and the values the brand symbolizes" (Nilson 1998, 6). Thus, the matter of the brand describes not only the role in identifying the product or service but differentiates one from competitors and other offerings, shows customers that this product or service has all the benefits a customer may need (Nilson 1998, 47-48).

The brand cannot be just a symbol; it does not exist in the physical world. Mostly, a brand is meant as a representation of the vision of a company, expressed through its services, products, and interaction. Abbing compares brands with the "lenses through which a company is seen more clearly" (Abbing 2010, 12).

In comparison to Best's (2010) definition of the brand as a delivered promise of the company, Hammond (2008) clearly indicates that a brand is neither a logo, a slogan nor an identity or a promise to the customers. According to Hammond, a brand is determined as "a total sensory experience" of the customer by interaction with a company and its product and service. By using a product or having contact with a company customers get an experience, which should be similar to the way the company describes its brand. (Hammond 2008, 13-14.)

A brand appeals to the emotions of consumers. Emotions are generated as a result of perception, by which information is interpreted in the customer's mind. The rational sys-

tem of the brain is slower than the emotional part. For this reason, building a brand should be focused on causing as many positive emotions as possible, creating good feelings and evoking strong memories. (Hammond 2008, 30-33.)



Figure 1. The EPIC Brand (Source: Hammond 2008, 22).

Hammond presents the concept of building a strong brand as a combination of four ingredients (Figure 1). As already was mentioned, emotion is an essential part of branding. All brands, according to Hammond, are emotional and should create an emotional response. If a product or service does not appeal to emotions, then it is a commodity, not a brand. Emotions are a result of perception, which forms from our senses: sight, sound, smell, taste, and touch. The visual outlook of a brand should evoke emotions, which are consistent in all touch points of the brand. By using the power of all senses it is possible to build a strong perception of the brand. Innovation helps to use inventive ways of presenting sensory information and "to keep your brand top of the mind when it comes to purchasing your product or service" (Hammond 2008, 21). The last important part in creating a strong brand is communication, which should be used to send emotional messages and underpin the whole experience of the customer. Everything in a brand should communicate with the customer.

The brand is defined by individuals. Every person forms in the mind an own image of the brand and perceives it differently. Due to that companies can only influence it by

communication and performing their promises. (Neumeier 2006, cited in Best 2010, 150.)

In the end, Hammond (2008) concludes that there are two keys in branding. One of them is to see the brand as a holistic experience of the customer instead of dividing into isolated activities. For being successful one has to look at the brand from a customer's point of view. "A brand is not only about customers' heads but about their hearts too" (Hammond 2008, 18-19). The second key is about influencing the customer's experience. Hammond suggests to influence over customer's perception by, for example, logos, slogans, mission statements and so on. All these components should work together and be "a part of overall dialogue with the customer" (Hammond 2008, 18-19).

2.2. Brand core elements

To achieve success in brand building, it is necessary to know, what the brand stands for, and to have a well-conceived vision of the brand. The unique and valuable aspects of the brand are described by core elements of the brand. The brand's core elements establish all the future steps in a building brand identity and image.

Creating the brand should be initiated with identifying a position in the marketplace. First of all, positioning starts with a product, a service or even a person, where the main issues are who we are and what we do, benefits to the customer and how different something is from others (Best 2010, 151).

According to Clifton & Simmons (2003, 79), positioning has the aim of "owning a credible and profitable position in the consumer's mind." The same idea is presented in the work of Aaker (1991, 110), where the author proves the good position should be sup-

ported by strong associations. The brand position also reflects how a company wants to be perceived.

The aim of a brand's position is to survive and be competitive in the modern, fast-changing world. Therefore, the position of the brand needs to be supported by strong vision, mission, and values, which form together a brand platform. In *Brand glossary* (2007, 17) the term "brand platform" is described as a construct for positioning that describes the goals of the brand.

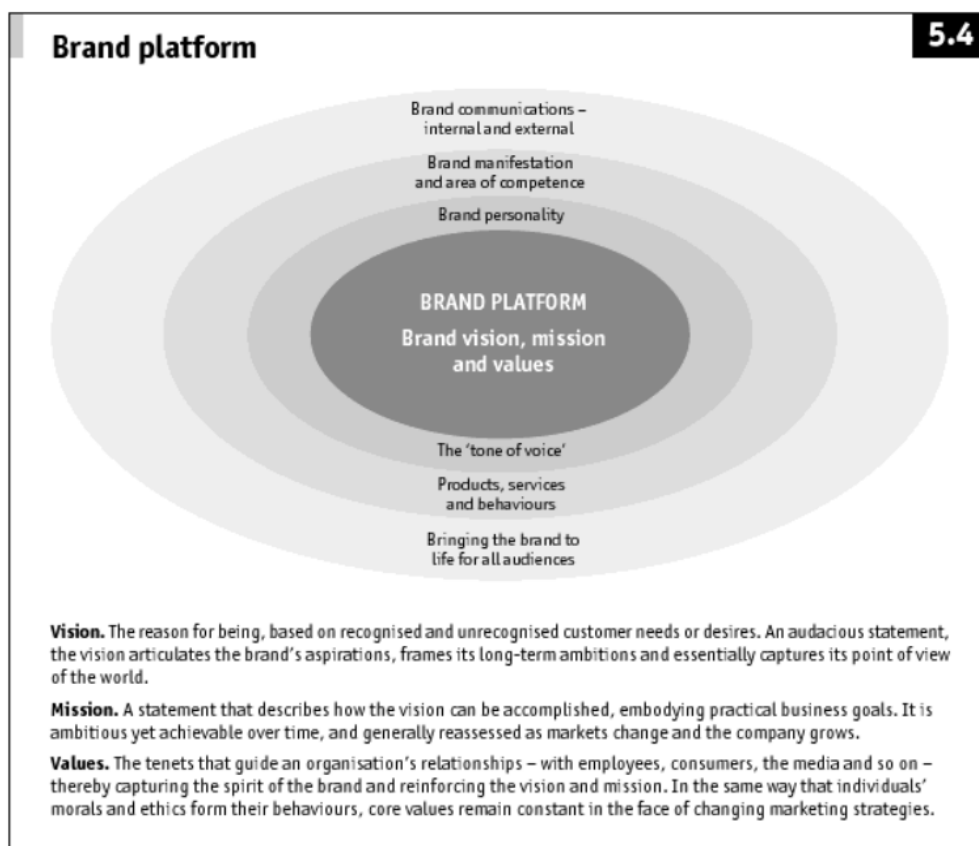


Figure 2. Brand platform (Source: Clifton & Simmons 2003, 87).

Brand vision is the desired position of the brand in the future. The brand mission is the fundamental purpose of the organization and includes the information about the desired type of business, the target audience and what the company will do. According to Best, values may be defined as keywords, which characterize the qualities of the brand. The vision and values affect all the next steps in brand creation and the future existence of the brand. (Best 2010, 151.)

As it is seen in Figure 2, the next step in creating a brand includes building personality and the tone of voice. These elements represent the style and attitude, how the brand communicates with its audience. Aaker defines a brand personality as, "the set of human characteristics associated with the brand" (Aaker 1996, 141). In this case, a brand is imagined to be a person and described with the same type of adjectives as the person would be described. For example, a brand can be perceived as fun, active and impressive. The brand personality helps to understand people's perceptions of the brand and differentiate brand identity by constructing relationships between the customer and brand as between two persons (Aaker 1996, 141-142).

Consumers' perception of the brand is reflected by brand image. Aaker and Biel (1993, 71) present the brand image as a set of attributes and associations that customers connect to the brand. It is achieved through advertising, websites, brochures, logos, symbols, and so on. Brand image identifies all subjective interpretations and feelings regarding the characteristics of the product by consumers. The brand image reflects the current situation in customers' perception of the brand and provides the necessary information for developing a brand identity.

In creating a brand position it is important to analyze brand identity and brand image. Of course, the brand image does not establish the position of the brand, but it should be taken into account (Aaker 1996, 180-181).

The brand is a long-term action; it cannot be built overnight. The companies spend years building their identities and only after some time will it be considered as a proper brand. The brands need to be maintained all the time and developed to remain relevant.

2.3. Touchpoints

Brands use design to express themselves and translate the brand vision, values and promise tangibly. A touchpoint is a way in which customers make contact with organizations, for example, through logos, offices, websites, etc. Brand touchpoints should be distributed through different types of channels. The more touchpoints a brand has the more memorable and lasting impressions are in the customers' minds. (Best 2010, 152.)

Abbing (2010, 170-171) defines touchpoints as, "the only points through which actual interaction can take place." And because of that, each touchpoint should fit users' needs and be designed as a part of the whole system.

The brand message should be "authentic". In other words, it has to reflect true activities of the brand. Then, customers' perceptions of the brand matches the positioning the company wants to have. A holistic understanding of the brand activities, gained through experience with each touchpoint, becomes trustworthy for the customer. Consequently, the company is able to build an awareness of the brand. (Hestad 2013, 29-30.)

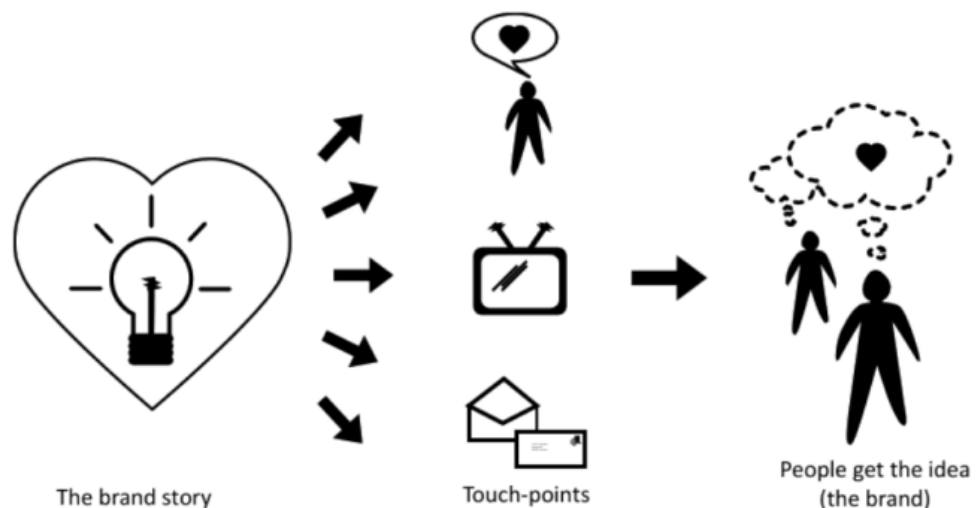


Figure 3. An authentic branding strategy (Source: Hestad 2013, 30).

The first impression of the brand comes from its name, it is one of the first touchpoints a customer meets. A brand name comes before all the other elements of the brand. The effective name should be unique, meaningful and differentiated from competitors. "The

name communicates about the essence of the brand and supports the image that the company wants to convey". (Wheeler 2009, 21.) The essential issue in choosing a name that it is easy to remember, pronounce, and spell.

After choosing a name the visual appearance of the brand has to be created. A brand identity includes a unique visual appearance of the brand that will express itself across all applications. Visual identity is created for being recognizable and distinctive from competitors. It helps to control the perception of a company to, "make it easy to understand features and benefits", build brand equity and increase recognition, awareness and customer loyalty. (Wheeler 2009, 11.)

So, every touchpoint needs to deliver the right message, represent values and brand identity. A touchpoint is "an individual block in the formation of the total user experience" (Abbing 2010, 171).

3 VISUAL IDENTITY

Visual identity is an essential part of branding. According to Adams (2004, 18), identity is "the combination of the logo, visual system (typeface, colors, imagery) and an editorial tone of work together to form a unique and cohesive message for a company, person, object or idea." Visual identity comprises the graphic components that together provide a system for identifying and representing a brand.

Visual identity is mainly understood as a logo and trademark. Until recently, the development of corporate identity was assumed to be just a reflection of the essence in a sin-

gle logo. Now the context and the use of brands have become more complex. (Twemlow 2006, 112.)

Logos should be more flexible and diverse, able to perform various functions. The name and the logo are the first things customers see. A logo identifies and differentiates a product or company from others. A trademark acts as a protection, a legally registered name and logo. However, "the trademark can never tell the whole story, it conveys one or two aspects of business. The identity should be supported by a visual language and a vocabulary" (Geissbuhler, cited in Wheeler 2009, 145).

"Brand identity is tangible and appeals to the senses." Brand identity unifies disparate elements into the whole system (Wheeler 2009, 4). The basic elements of visual identity are logotypes, symbols, colors and typefaces.

The sights customers see should help evoke memories, feelings and opinions. Modern visual communication allows any level of linguistic and pictorial abstraction. The logo may not reflect the direct activities of the company, and the meaning can be transmitted through metaphors, connotations, and cultural codes. (Kumova 2014, 9.)

Colors of the visual identity should fit within the customer experience as a whole and generate positive emotions. Color express the personality of the brand and provoke associations. An understanding of color theory plays an essential role in choosing a color for a new identity. "In the sequence of visual perception, the brain reads color after it registers a shape and before it reads content." (Wheeler 2009, 128.)

In the book *Identica* (2014) some basic tips on choosing colors for the identity of the brand are chosen. When choosing colors for brand identity, the following questions need to be answered: what is the best color that reflects the brand personality and why? What color corresponds to the characteristics of the product? What colors do competitors use? It is better to choose a color that will represent the brand personality and make

an impression to the customer. It is necessary to take into account the differences in the cultural interpretations of the selected color. For example, the color white in Asia is the color of death, while in the West it is the color of purity and peace. It is advisable to make sure that the chosen colors give the right impression on the market in the countries where the brand is represented. It is better to use a color opposite to the colors adopted by competing organizations. (Kumova 2014, 294.)

Typography is a crucial to having an effective visual identity. It forms the initial impression of a company through lettering. Companies may be recognizable just because of the distinctive and consistent typographical style. Typography must support the positioning of the brand. And a chosen typeface should complement the logotype and be used in all stationery: letterheads, business cards, forms and etc. (Wheeler 2009, 132.)

According to Wheeler (2009, 138), it is important to choose some trial applications in order to test the viability of designed concepts working as a unified visual system. The applications with visual identity need to be presented in the way that a customer would see it. A typical list of trial applications includes a business card, a web page, an advertisement, a brochure cover, a letterhead, and something fun.

Visual identity represents all the information connected to the company, product or service. If visual identity does not match the values of the brand, it might be confusing and disappointing for the audience. All visual elements should work in conjunction and reflect the uniqueness, differentiation and value of the brand.

4 PERSONAL BRANDING

As branding is used for the expression of reasons for customers about choosing a certain brand instead of another, then anything can be branded: organizations, people, products, services, entertainments, etc. Wheeler (2009, 6) hold the views that personal branding may be identified as "the way an individual builds their reputation."

According to Maslow's Hierarchy of human needs (Figure 4) represented in the book *Branding Your Business*, as humans, we want to satisfy "higher" needs during the life. Maslow distributed human needs as a pyramid and explained that a person cannot experience a high level of need if there is a need for more primitive things (such as the satisfaction of hunger, thirst, etc.). However, when the basic needs are satisfied, then the human has higher requirements, the highest step of which is the need for self-development. Personal branding belongs to the top of the pyramid, where self-actualization needs, such the desire for personal growth, a realization of the goals and personal development locate.

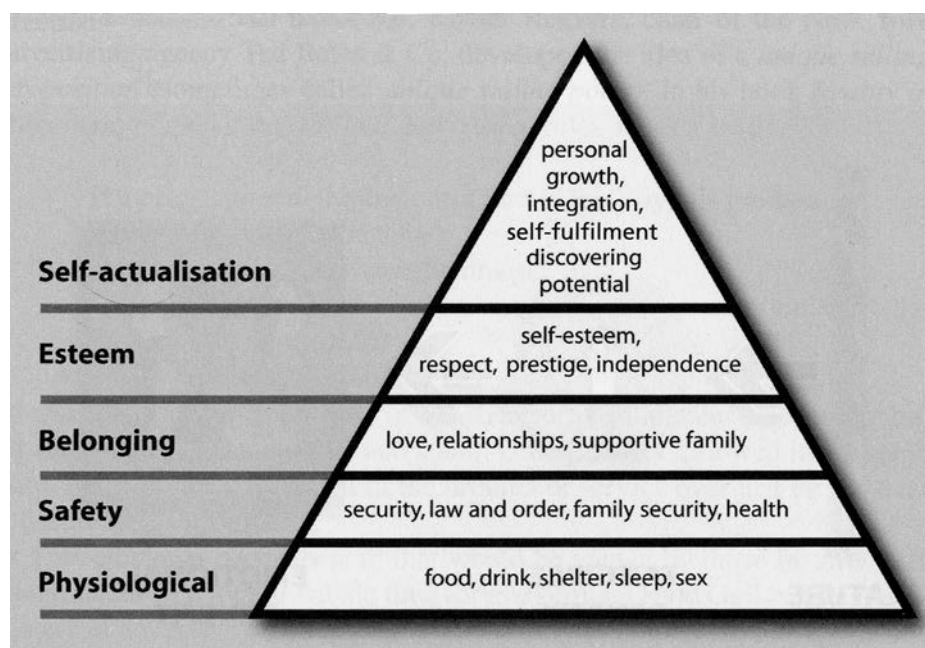


Figure 4. Maslow's Hierarchy of human needs (Source: Hammond 2008, 38).

Knowing one's own needs is an essential part of personal branding. The process of building a brand begins with understanding oneself, how to be perceived by others.

In the same way as a corporate brand, a personal brand is "a collection of perceptions in the mind of consumers." The way the other people think of you forms a brand image. The brand image may be different from your brand identity, which reflects what you stand for. Understanding your current brand image is important in planning a brand strategy and beginning of creating a new identity. (Wilson & Blumenthal 2008, 58.)

The purpose of self-branding is to figure out identity and what should be conveyed to others. The reasons for creating a personal brand may be different. From my perspective, personal branding will allow me to create a name for myself and attract new interesting clients.

4.1. The core of my personal branding

Based on the brand platform I defined what will be the core of my brand, which contains mission, vision, values and positioning. For creating a successful brand, the first thing is to determine a differentiated meaning for the brand. In the case of building a personal brand, this differentiation should be found in my personality.

The building of my personal brand I started from understanding the issue, who am I and how I want to be perceived. First of all, I started from asking my friends and acquaintances to describe me as a person. This short survey helped me to understand the existing image of me in the people's mind. From other's perspective of view, I am interesting, kind, sincere, calm, responsible and well-organized person, a reliable friend, which is

very attentive to others; an extraordinary thinker, who is able to bring own ideas into reality.

Collected description of my personality I used to understand my personality deeply and to build values of my brand. Values is a set of basics, which regulates my future actions. The values of my brand are following: simplicity, attention to details, quality, creativity, diversity, elegance, harmony, abstraction, freshness, inspiration, open-mindedness to new, perfection, practicality, original ideas.



Figure 5. Adjectives grouped together to create a picture of me and my design.

As a designer, I am eager to come up with elegant, fresh and interesting solutions, simple, but effective at the same time. I am motivated to learn new from my projects and push myself to develop in different design fields. In design I appreciate elegance and harmony and find inspiration from the world around and geometric shapes.

My mission statement I define as:

- to focus on keeping things clean and simple
- to pay attention on doing my work with a sense of taste
- to solve problems in easiest and the most effective way
- to stay motivated and learn new things.

My target group can be defined as individuals or companies, who would need my skills or services, people interested in design. In future, I would like to become independent professional in product design as well as in graphic design.

4.2. Research process

Before creating a visual identity for my personal brand I explored examples of personal branding created by other designers. The aim of this research was to understand my competitors and appreciate the level at which I should be oriented, and find inspiration through watching the others' works.

The next step in this research was to create a survey and investigate the perception of the brands by customers. The goal of this questionnaire is an assessment of the subjective feelings of the people and their perceptions of different visual styles. For this questionnaire three portfolios of different people who have created personal branding for themselves were chosen. I had chosen these portfolios according to my own taste and with the sense that it will help in my future work.

The online questionnaire included 10 questions and was made in two languages, English and Russian. Different types of questions, from ranking scales to open-ended, were asked. In general 64 responses were gathered. 76% of the respondents were females. The majority of respondents were in the 18 to 34 age group.

The links to this questionnaire were posted on few social networking websites, such as Facebook and V Kontakte, as well as in the group of designers in V Kontakte - "Design Forum": <https://vk.com/designforum>. This helped to gather a lot of responses from different people and compare their views.

The questionnaire also asked about the field of studies or work with the aim of understanding the connection of respondents to design field. 30 respondents are designers or connected to the design field, which means that they have a slightly different perception of visual styles due to their professional skills and experience. A few respondents work in the IT field, and 6 persons are web-designers. Their answers had a different value and very importantly, because their comments were about the construction of the page and how fast the web site loads.

The most important questions were about the perception of the visual style of each portfolio. Respondents were asked to rank how well the offered adjectives describe the visual style of the portfolio on a scale from 0 to 5. The first website was described as modern, minimalist and bright and ranked as 4-5 by the most respondents. This portfolio was ranked as rather simple, memorable, bright and abstract. The portfolio did not seem to be cheap, boring or dark. Some web designers left more detailed answers. Most liked that everything is simple and clear without unnecessary elements. In addition to that the portfolio was described as neat and serious. Contacts and other information can be easily found.

The second portfolio was ranked as not playful or dark. For the most people, this portfolio is modern. The portfolio was also described as rather friendly, simple, unique and minimalist. In general, answers about this portfolio are very different and subjective. Some respondents found it impressive, but mostly it was described as stereotyped and boring.

The third portfolio was characterized as bright, friendly and playful with the strong emphasis, modern and not boring. In additional comments, it was described as simple and youth.

The color palettes of all portfolios were described as attractive and aware of current trends by many people. 31 respondents described the colors of the first portfolio as fem-

ine. Other descriptions are colorful, warm and light. The color scheme of the second portfolio is mostly characterized as serene, cold, muted and neutral. Most respondents found the third portfolio colorful, bright, mellow, light, feminine and warm. Most of the customers were satisfied how designers reflect their personality in the portfolio.

Regarding the web page, all respondent answered that they wanted to see the works of a designer. Most people also need contact information, information about the designer and pricing. Even though a lot of people would like to get information about prices, it was advised by one respondent to have it on a different page, because it may scare off potential customers.

The experience of using the website mostly was rated as excellent and good, except the second one. According to answers, the experience of using the second website was considered as neutral, and ten participants were quite dissatisfied with using it. The reason for that is the construction of the web page, which required too much scrolling down and difficulties in going back to the top.

In short, the perception of every portfolio was rather expected. Mostly the associations and feelings of many people were similar, except the second portfolio, which was considered as cold, stereotyped, overloaded with text and difficult to use.

4.3. Creating a visual identity for myself

A distinctive visual identity is a foundation for any marketing effort. It helps to craft a more professional image, attract new clients and grow awareness. The values of the brand should be seen through all the elements of the visual identity.

The observation and research helped me to understand what kind of visual identity I want to create. The overall outlook for the brand is simple, elegant and abstract. I started the design process by creating patterns and rhythms using different geometrical shapes and letters of my name. I found myself interested in patterns and wanted to reflect this in my design.



Figure 6. Design process. Sketching ideas for a logo.



Figure 7. Design process. Patterns.

When searching other designers' portfolios I discovered that the patterns in visual identity look very pleasant. According to my idea, the created pattern will be not only on business cards but also on the website, something that is not used very commonly by other designers. I came up with the idea to combine the "A" letter into a pattern, from which had been created a logo. The idea is that a logotype and pattern on the background work together and complement each other.

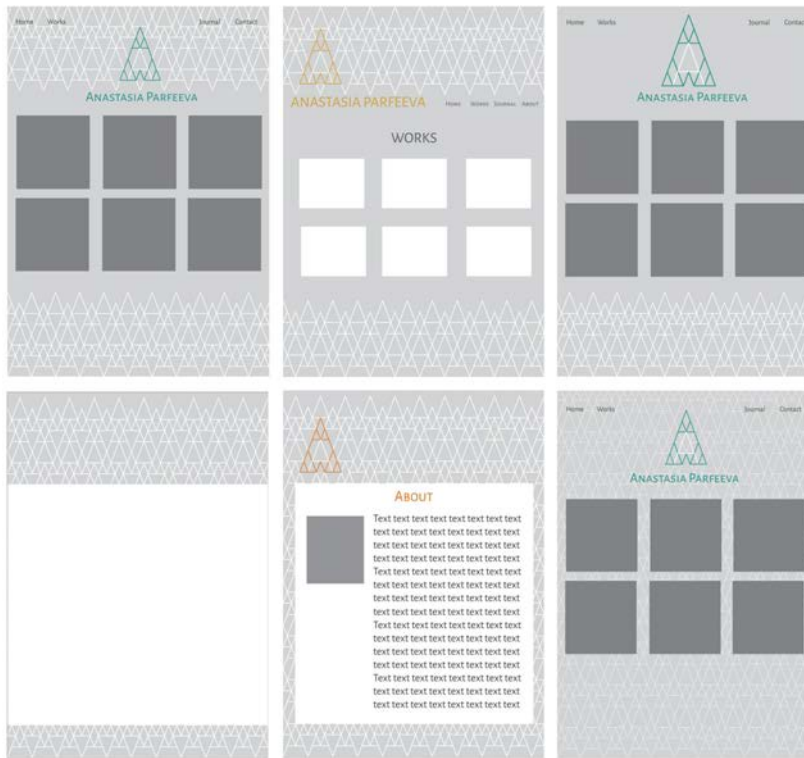


Figure 8. Design process. Creating layouts.

The main colors of my brand are teal and light grey. The teal color was chosen due to personal wishes. I find this color a bit complicated, because as a combination of blue and green it evokes different emotions for different people. The light grey looks airy and it softens the perception of the teal. The color palette has soothing neutrals and is sophisticated at the same time. The font was chosen from free fonts for personal and commercial use.

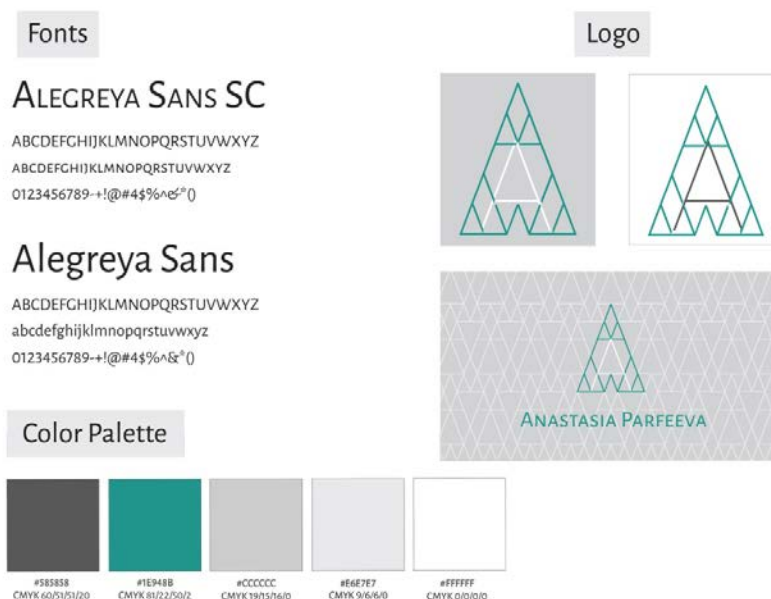


Figure 9. Visual identity for my brand.

After designing a logo and choosing colors for my brand, I created business cards and other promotional peaces to see how they work together.



Figures 10. Business cards.



Figures 11. Visual identity for my brand.

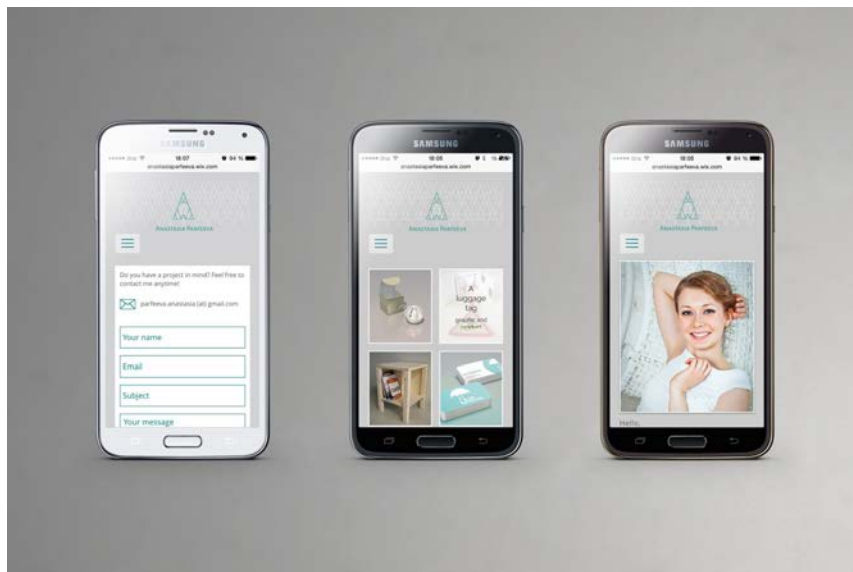
The final step was creating a portfolio on my own web page, which can be seen here: <http://anastasiaparfeeva.wix.com/design> .

Since I am not familiar with coding, I decided to create my portfolio on wix.com. This site allowed me to concentrate more on the visual appearance of my page. Based on the information I received after the survey, I made only a few pages: with my works, information about me and a contact page. I am also planning to have my blog here, where I

will place some other works, photos and description of my design processes. My personal web page was designed in two versions: for computers and for mobile phones.



Figures 12. My personal web page.



Figures 13. Mobile version of my personal web page.

Overall, created visual identity represents my personality and reflects my goals. My idea was to make a visual identity, which will fit the position in the market and at the same time differentiate me from other designers of the same field. I created a light and elegant design, which seems simple and sophisticated at the same time. Using of white and gray colors in visual identity is quite common, but I think teal color makes it individual. As

well as, logo in combination with pattern works differently, than separately in other designers' works.

4.4. Evaluation

In order to find out the perception of my brand and understand the image, another questionnaire was created. This questionnaire was also made in two languages and included similar questions. 47 respondents participated in the survey. The majority of respondents people was female (38 respondents).

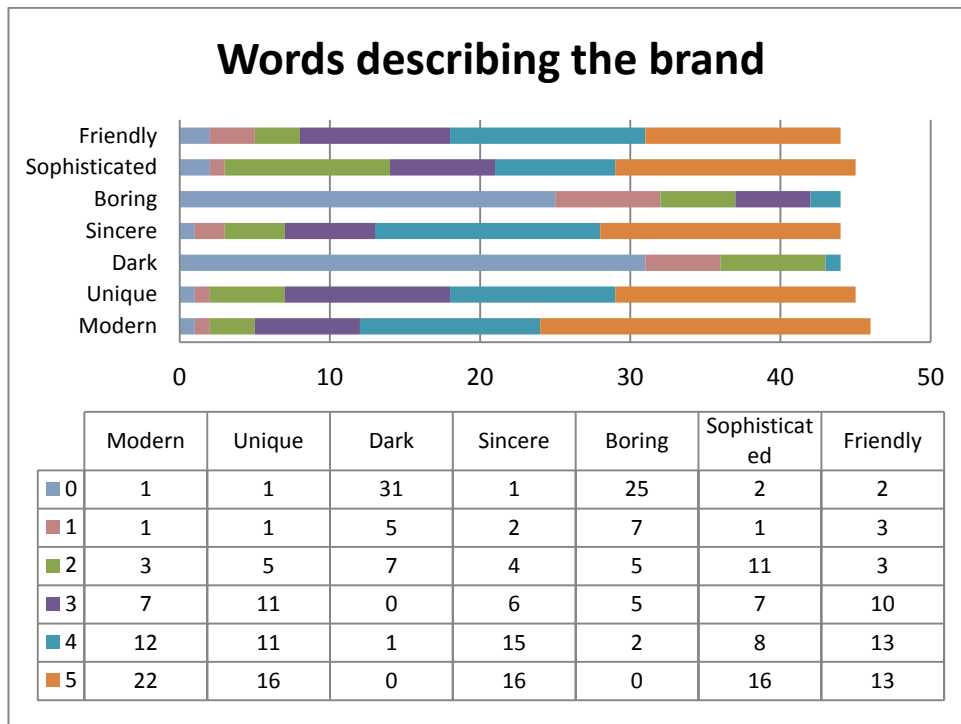


Figure 14. Words describing the brand.

Many respondents chose to describe the brand as “modern”. 22 persons marked it as the most appropriate and 12 persons ranked it as 4, meaning a good conformity to the definition. Other adjectives given a 5 by many people are unique, sincere, sophisticated, elegant and friendly. Quite many people find it inspiring. It is good to know that from customers’ points of view the brand does not look boring or dark. Many people marked

this idea with the lowest emphasis. In addition to written adjectives words such as "exclusive (individual)", "practical", "stylish", "modest" and "harmonious" were suggested.

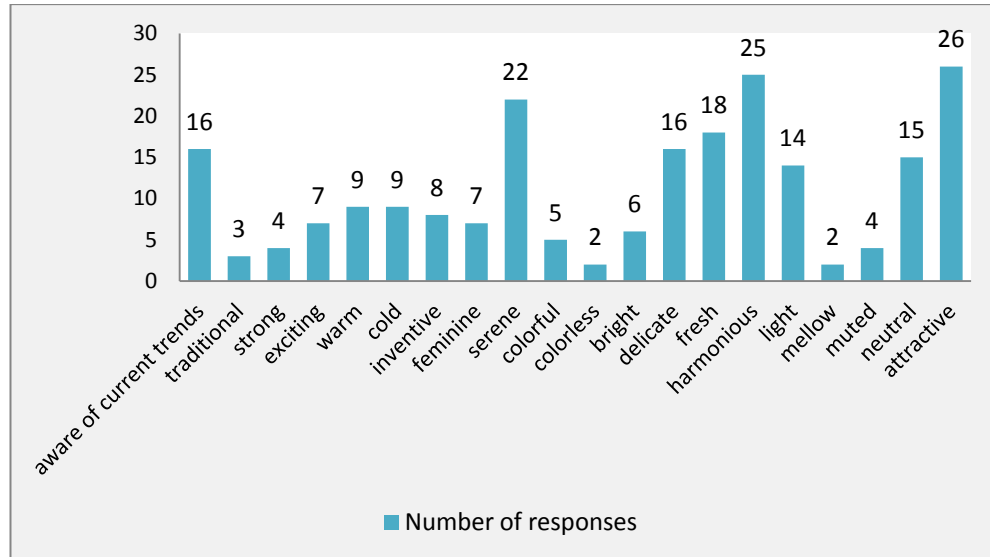


Figure 15. Answers to the question about a color palette.

The color palette was described mostly as attractive, harmonious, serene, delicate, fresh, light, neutral and aware of current trends. Respondents were asked to describe in their own words what kind of person stands behind the brand. In general, the answers were very positive and matched with my own personality. Figure 16 represents all respondents' answers to this question.



Figure 16. The results of questionnaire: adjectives describing my personality

Almost all respondents were very satisfied with the way the designer represented itself and they found the navigation of the web site comfortable. Generally, people were answering for compulsory questions, but anyway, I've got some additional comments:

"Good looking website, which is extremely pleasant and easy to use."

"It would be great to add more bright colors and more work."

"No comments, I like it."

To sum up, people are different and have different opinions. Some of them found my design too grayish and colorless, but for the most part, my design was perceived in the same way as I wanted it to be. Also I found a problem in answering the survey. Some people were not sure, should they evaluate my works or the visual identity. I think the problem is because of the popular opinion that the brand refers to a product but not a person. Anyway, analyzing the answers and comments gives confidence that all questions were composed correctly, and most of respondents understood their tasks and evaluated the visual identity of the brand.

5 CONCLUSION

The goal of the work was to create a distinctive visual identity for my personal brand. Due to that, the definitions of the brand were widely described and explained. The main issue this research describes that the brand cannot be created by a designer. The designer can form only the foundation of the brand, but the audience creates a brand by interaction with it. The brand is a perception formed by the audience about a company, product or a person (Adams 2004, 34).

The theoretical part of the research includes a description of the most important elements of the brand. This work does not describe the whole process of branding, but shows the essential steps in building a personal brand and illustrates my own process of creating a visual identity. In building a personal brand is important to define the main goals of the brand, what makes it different and what kind of associations customers make with your company or product. The process starts by considering these questions: who am I, what do I stand for and what do I want to stand for?

The practical part of this research was supported by conducting an exploration in the beginning of the designing process as well as in the middle of it. The visual identity was created on the basis of the results received from the first survey and the designer's personal preferences. The second questionnaire showed that the process of creating a visual identity and building the base of personal branding goes in the right direction, and customers' image of the brand matches how the designer describes herself.

The building of a personal brand is a long-term process, and I am just at the beginning of it. However, the next steps will be managed already out of the current project. I am planning to broaden my network and start conversations with my audience.

From my perspective, I am satisfied with the achieved results and in particular my developed visual identity. The reason for choosing this topic was my wish to differentiate myself as a designer from others and to highlight my strengths. This project gave me an opportunity to understand my personality better and to answer important questions about myself, which will help to be successful in my professional life.

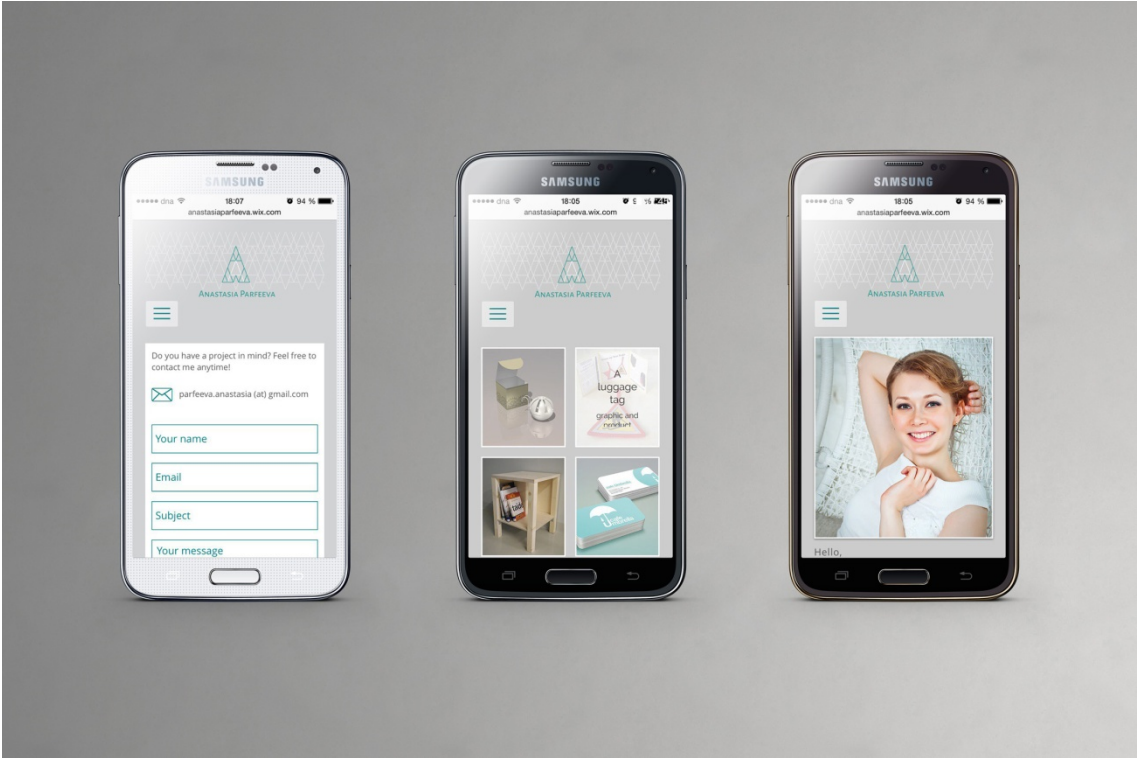
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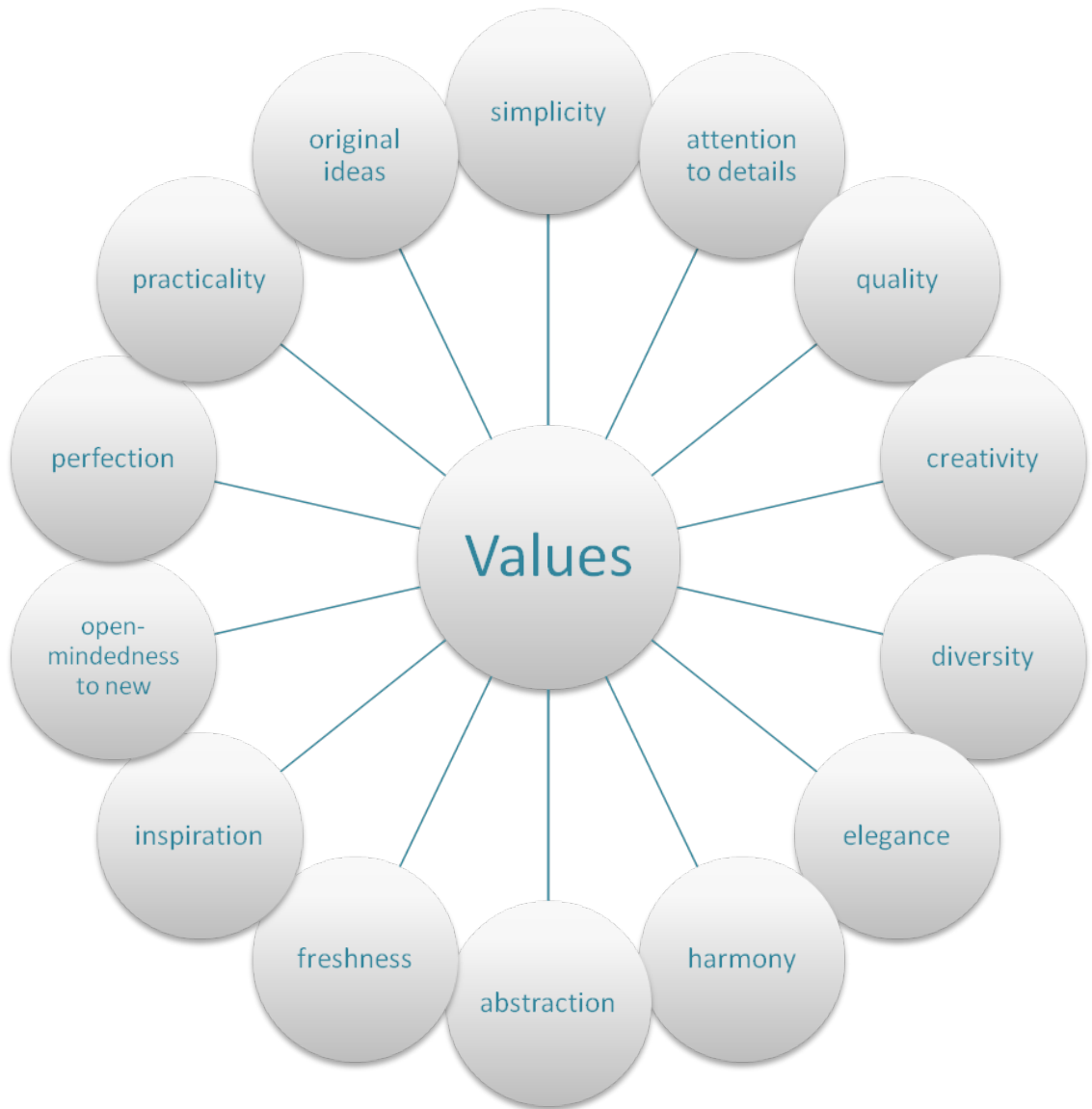
Visual identity for my personal brand







Values of my brand



First online survey

Thesis questionnaire

Hello,
I am a design student and currently I am writing my thesis. The aim of my research is to create personal visual identity for myself as a designer. I am doing this questionnaire in order to find out perceptions of different visual styles by different people. This information will help me to build my own portfolio in the future. Please, find few minutes and take a look at this questionnaire. Confidentiality guaranteed. All gathered information will be used only for the purpose of this research.

For this questionnaire there were chosen 3 portfolios of different people, who have created personal branding for themselves. Please, take a look at the links below and answer the following questions about visual styles and your thoughts about it:

[Portfolio 1](#)
[Portfolio 2](#)
[Portfolio 3](#)

*** 1. What is your age and gender?**

under 18
 18 to 24
 25 to 34
 35 to 44
 45 to 54
 55 to 64
 65 and older

female
 male

*** 2. What is the field of your studies or work?**

*** 3.**
How well offered adjectives describe the style of the **Portfolio N.1?** Please rank it on a scale from 0 to 5, where 5 is the strongest emphasis and 0 is the weakest.

	0	1	2	3	4	5
modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cheap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
simple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
memorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
elegant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
playful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
minimalist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
visual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bright	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inspiring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
funny	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
abstract	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify):

*** 4.**
How well offered adjectives describe the style of the **Portfolio N.2?** Please rank it on a scale from 0 to 5, where 5 is the strongest emphasis and 0 is the weakest.

	0	1	2	3	4	5
modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cheap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
simple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
memorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
elegant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
playful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
minimalist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
visual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bright	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inspiring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
funny	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
abstract	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify):

*** 5.**
How well offered adjectives describe the style of the **Portfolio N.3?** Please rank it on a scale from 0 to 5, where 5 is the strongest emphasis and 0 is the weakest.

	0	1	2	3	4	5
modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cheap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
simple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
memorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
elegant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
playful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
minimalist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
visual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bright	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inspiring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
funny	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
abstract	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify):

*** 6. How would you describe your feelings about the color palette for each portfolio?**

	Portfolio 1	Portfolio 2	Portfolio 3
attractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
years of current trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
traditional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
strong	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
exciting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
warm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
neutral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
serious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
amuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
colorful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
colorless	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
bright	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
delicate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
fresh	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
harmonious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
sharp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
light	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
matte	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
metal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
neutral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify):

*** 7. Overall, I am very satisfied with the way designer performed himself on the portfolio.**

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Portfolio 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portfolio 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portfolio 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 8. What kind of information do you expect to see on the personal portfolio web-site? (you can choose more than one)**

information about the designer
 works and projects
 blog
 information about pricing
 contact info
 description of design process
 links to social networks
 Other (please specify):

*** 9. How would you rate your experience of using the website (navigation and finding information)?**

	Extremely satisfied	Quite satisfied	Neither dissatisfied or satisfied	Quite dissatisfied	Extremely dissatisfied
Portfolio 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portfolio 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portfolio 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

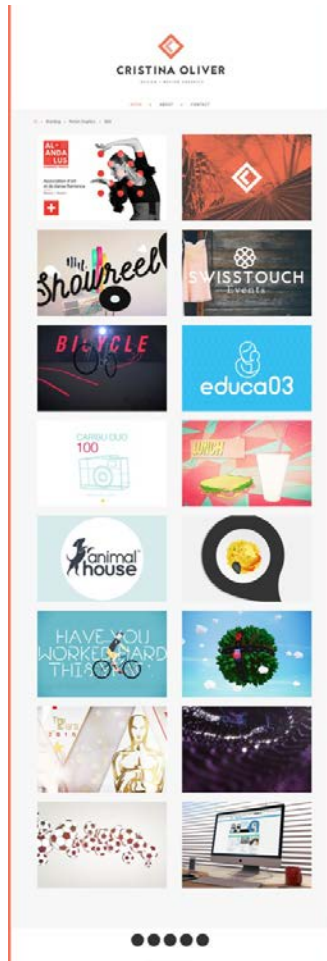
10. Do you have any other comments?

Portfolio 1:

Portfolio 2:

Portfolio 3:

Portfolios for the questionnaire



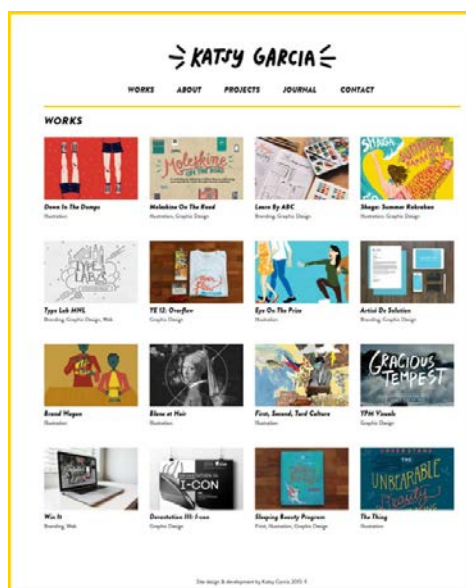
1.

<http://cristina-oliver.com/>



2.

<http://www.roretbenjamin.com/>



3.

<http://katsy-garcia.com/>

Second online survey about my personal brand

Questionnaire about my personal brand

Hello,
I am a design student and currently I am writing my thesis. The aim of my research is to create personal visual identity for myself as a designer. I am doing this questionnaire in order to find out perceptions of my personal brand. This information will help me to understand the image of my brand. Please, find few minutes and take a look at this questionnaire. Confidentiality guaranteed. All gathered information will be used only for the purpose of this research.

Please, take a look at the link below and answer the following questions about my personal brand.
[Anastasia Parfereva's Design](#)

*** 1. What is your gender?**

male
 female

*** 2. What is your age?**

Under 18
 18 to 24
 25 to 34
 35 to 44
 45 to 54
 55 to 64
 65 and older

*** 3. What is the field of your studies or work?**

*** 4.**
What words from the following list would you use to describe the **Brand**? Please rank it on a scale from 0 to 5, where 5 is the strongest emphasis and 0 is the weakest.

	0	1	2	3	4	5
modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cheap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
simple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
memorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
elegant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
playful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
minimalist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
usual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bright	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inspiring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
booming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
abstract	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sophisticated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify):

*** 5. How would you describe your feelings about the color palette of the **Brand**? Please, choose one or more answers.**

attractive
 aware of current trends
 traditional
 strong
 exciting
 warm
 cold
 inventive
 feminine
 serene
 colorful
 colorless
 bright
 delicate
 fresh
 harmonious
 harsh
 light
 mellow
 muted
 neutral

Other (please specify):

*** 6. What kind of person stands behind that brand?**

*** 7. Overall, I am very satisfied with the way designer performed itself.**

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
I am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*** 8. How would you rate your experience of using the website (navigation and finding information)?**

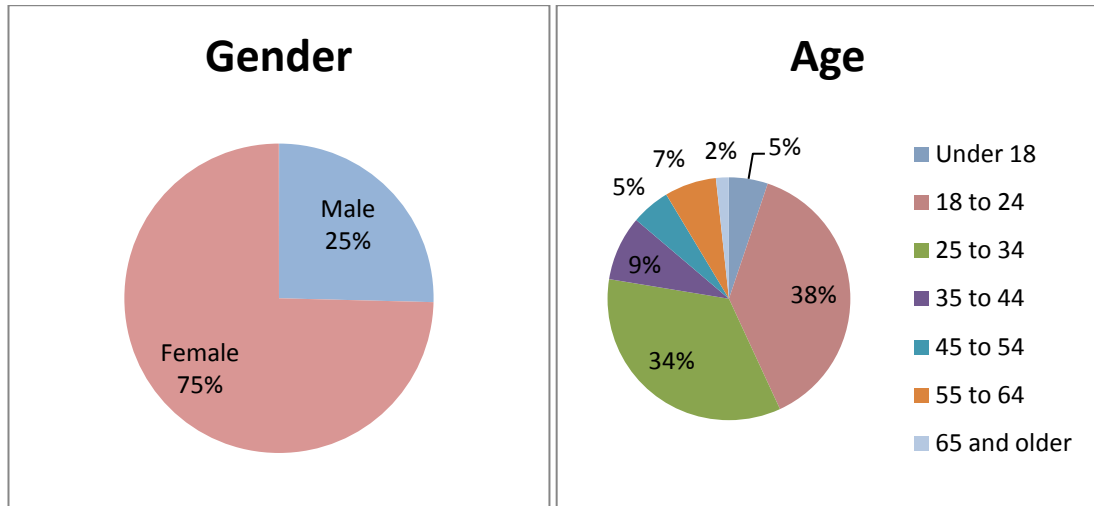
	Extremely satisfied	Quite satisfied	Neither dissatisfied or satisfied	Quite dissatisfied	Extremely dissatisfied
I am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Do you have any other comments?

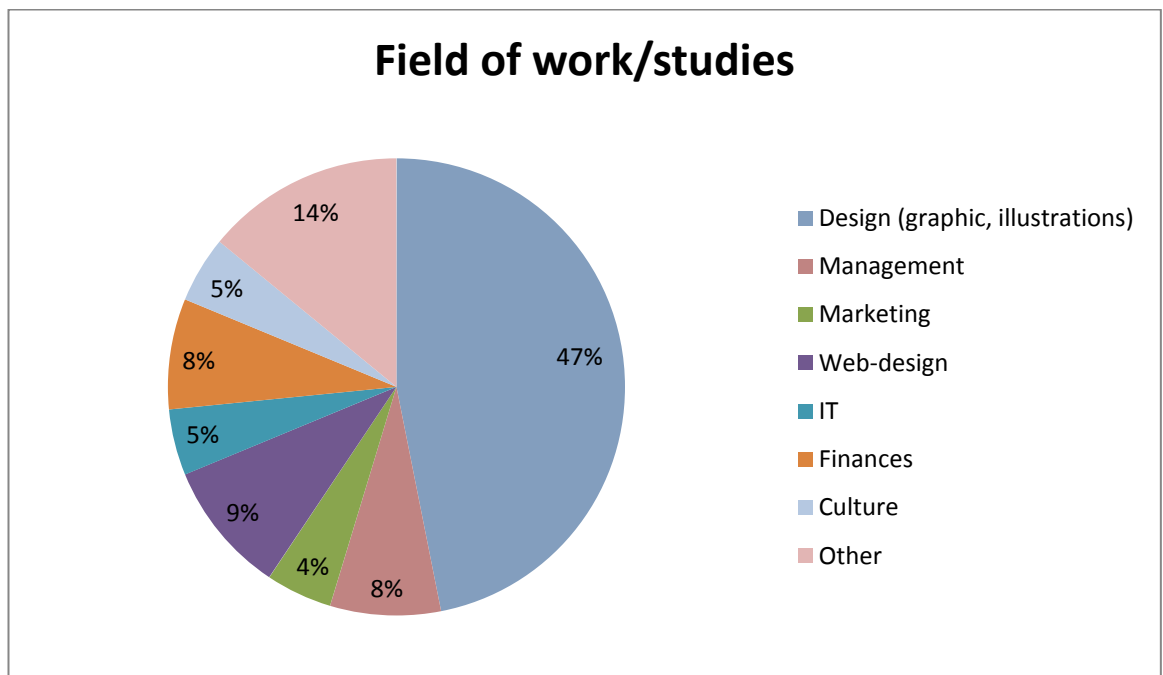
Results for the questionnaire 1

Participants: 64

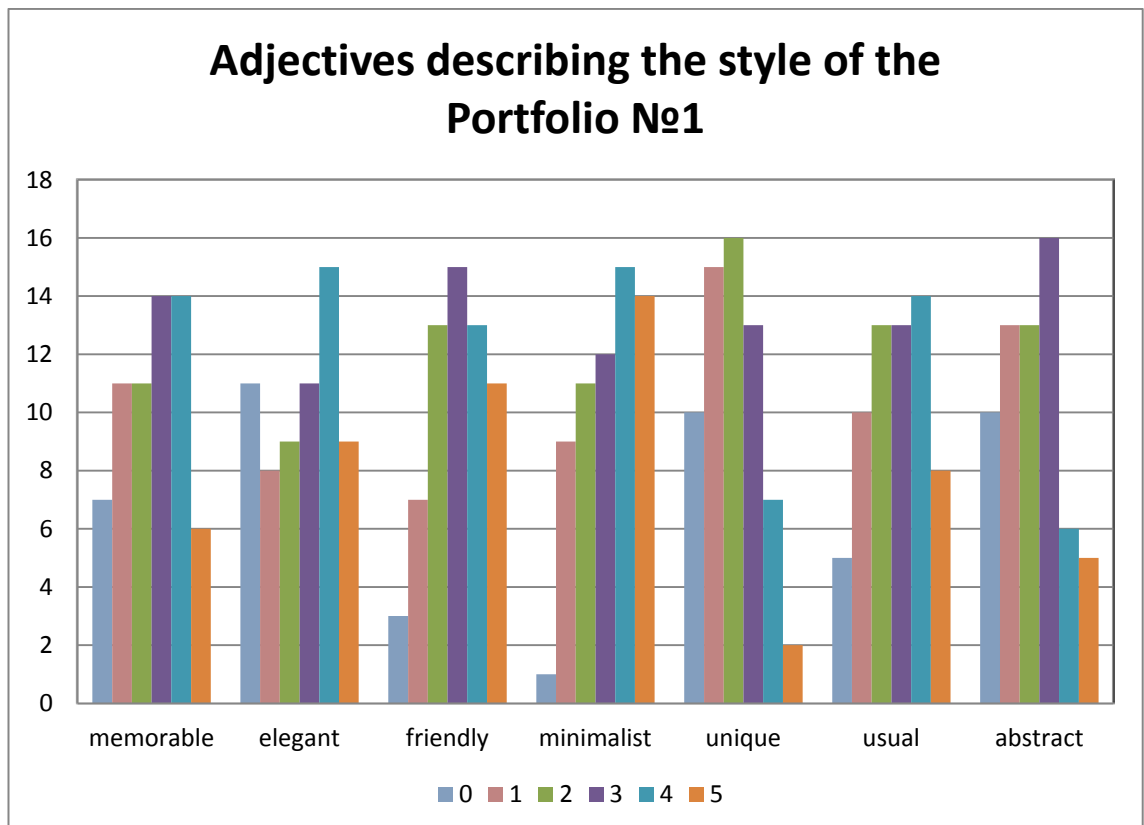
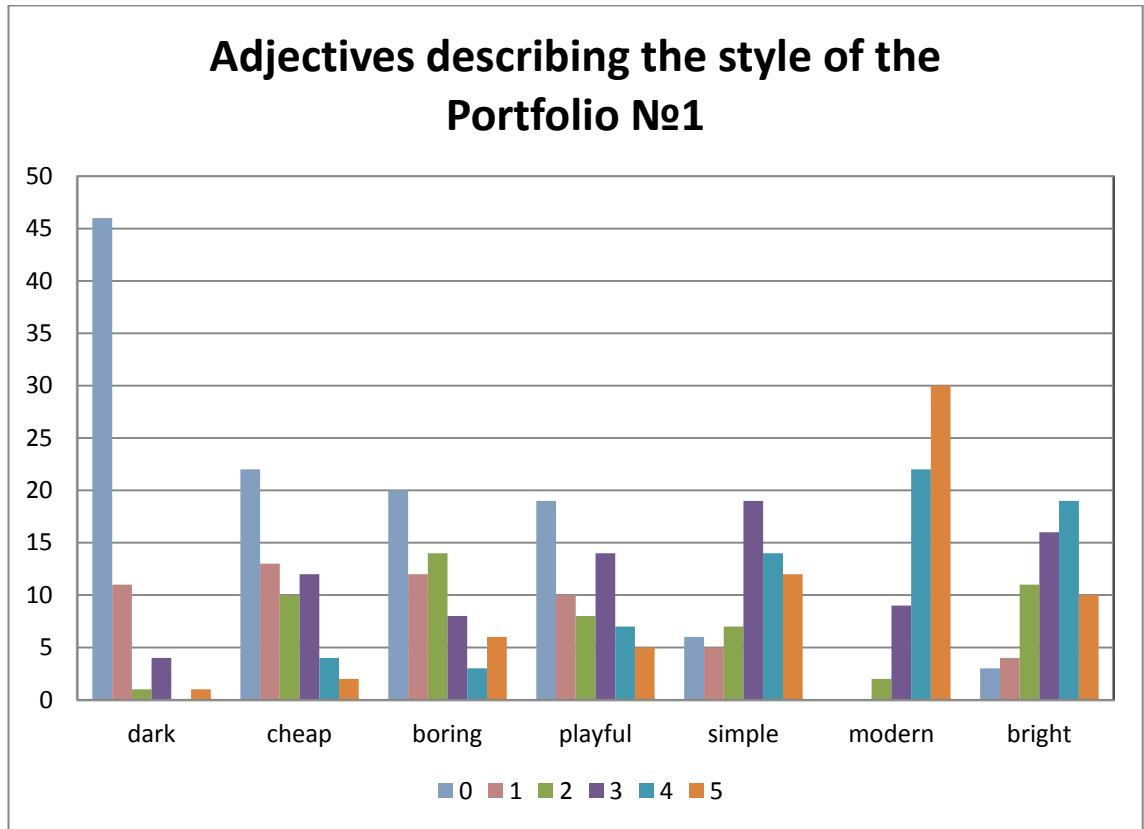
- What is your age and gender?



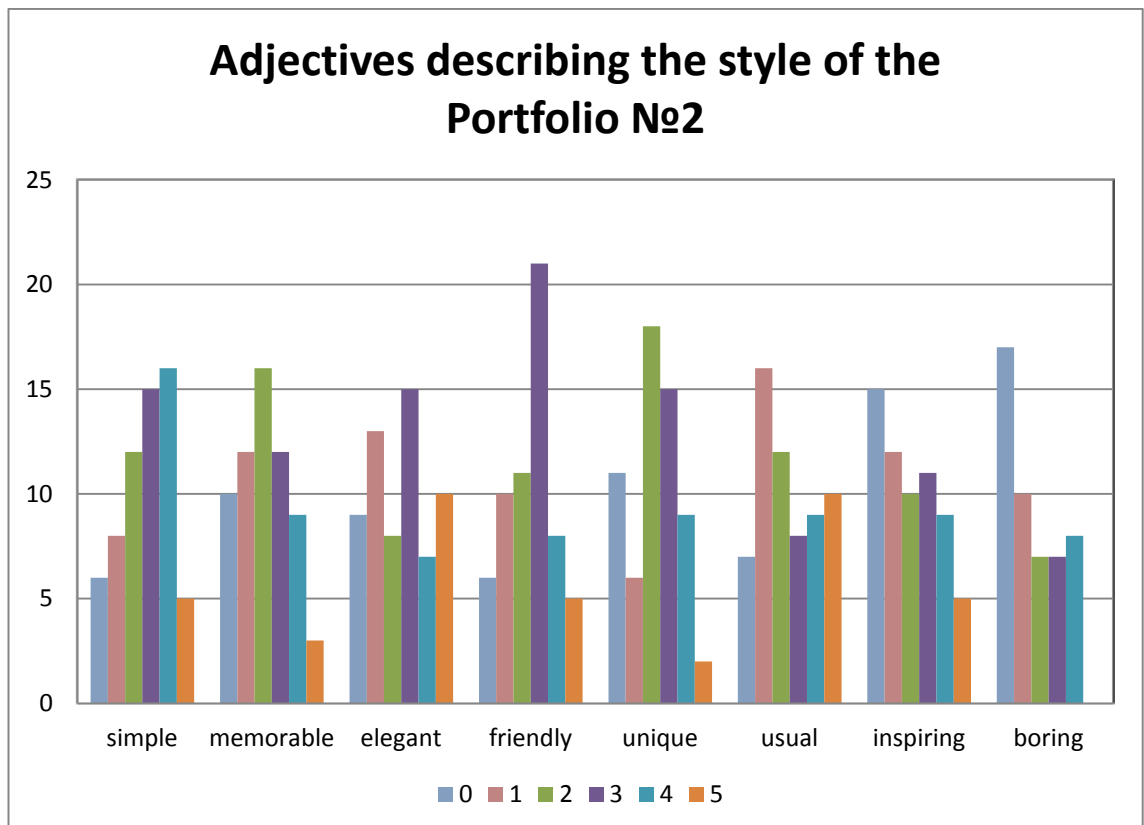
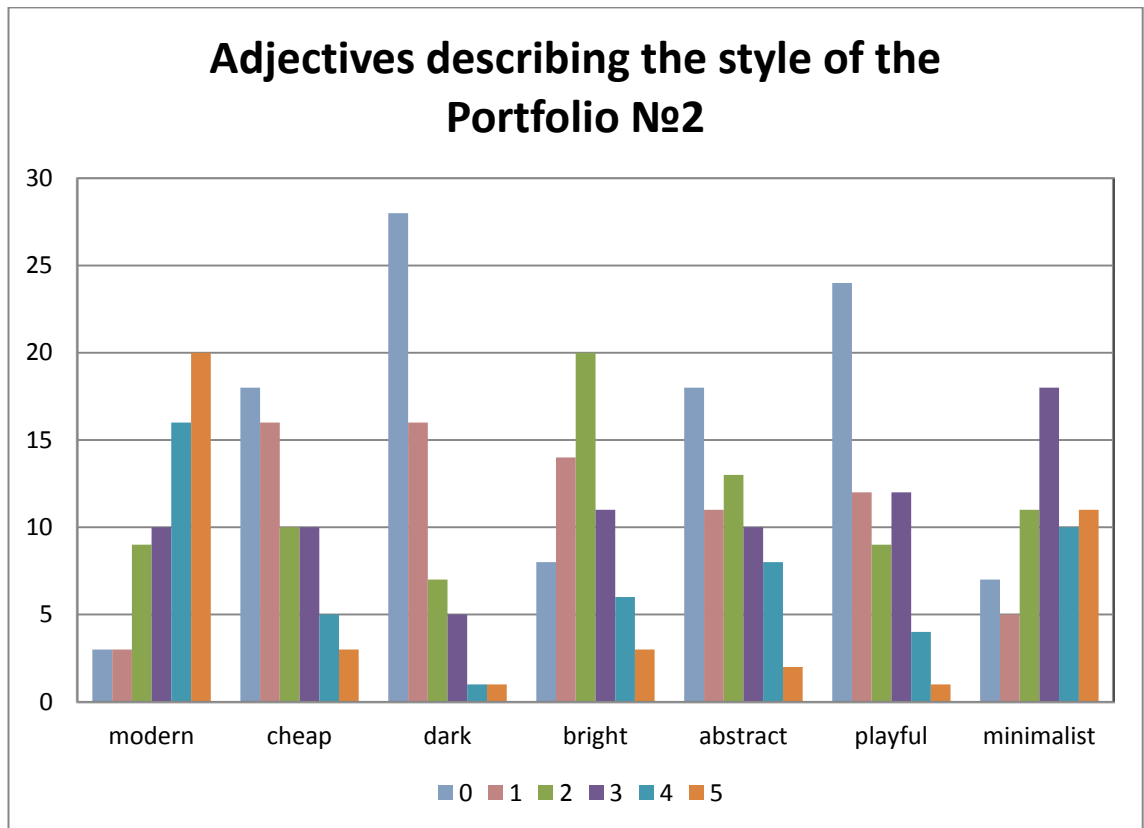
- What is the field of your studies or work?



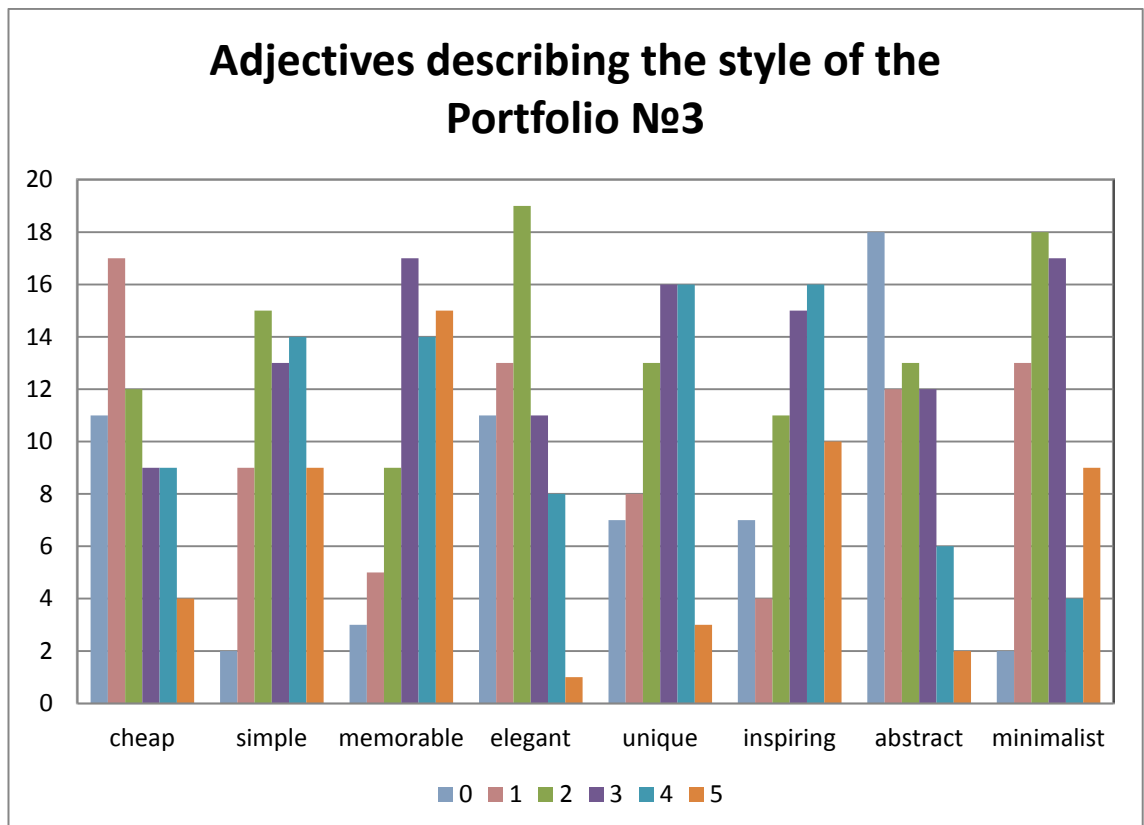
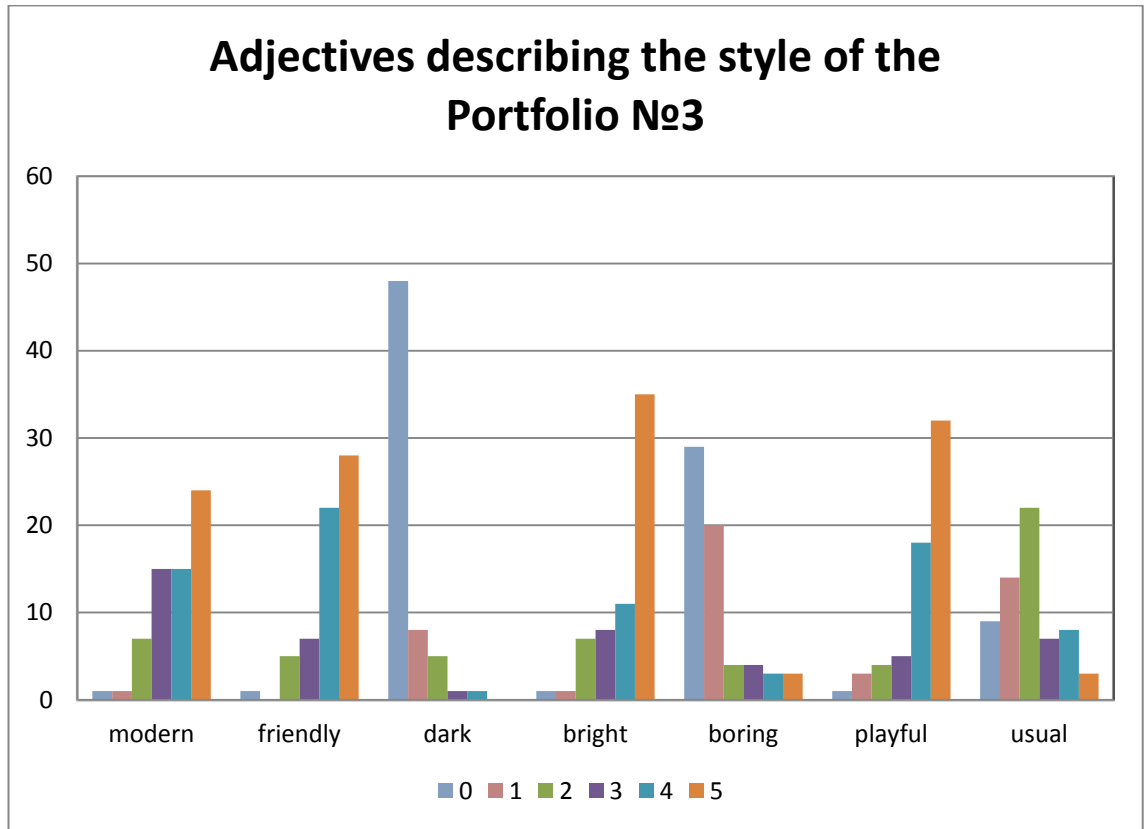
- How well offered adjectives describe the style of the Portfolio №1? Please rank it on a scale from 0 to 5, where 5 is the strongest emphasis and 0 is the weakest.



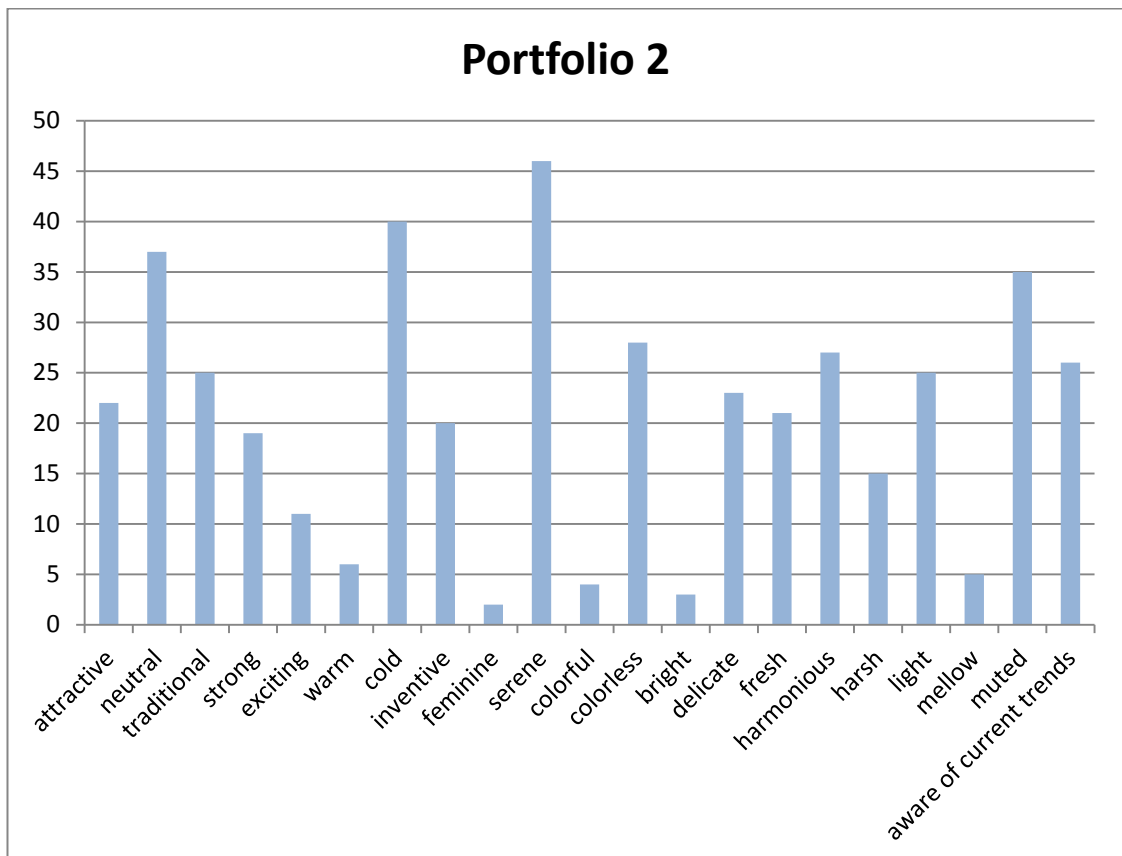
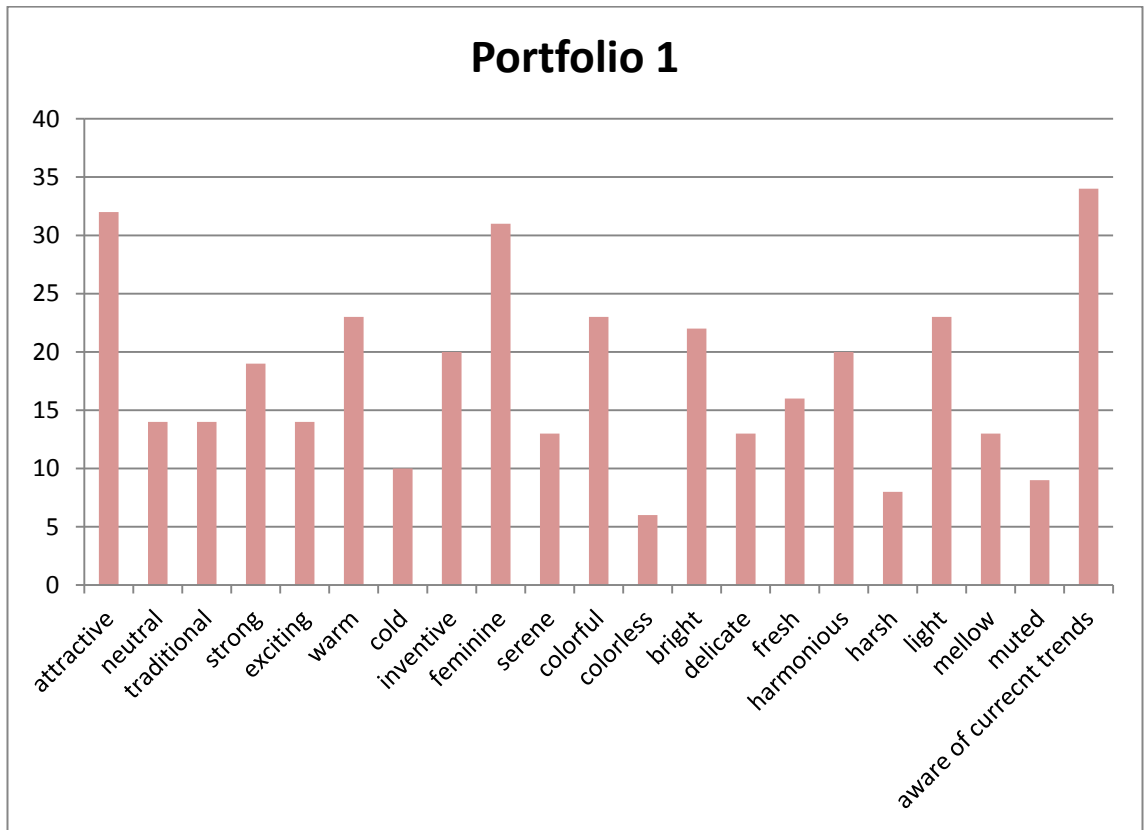
- How well offered adjectives describe the style of the Portfolio №2? Please rank it on a scale from 0 to 5, where 5 is the strongest emphasis and 0 is the weakest.

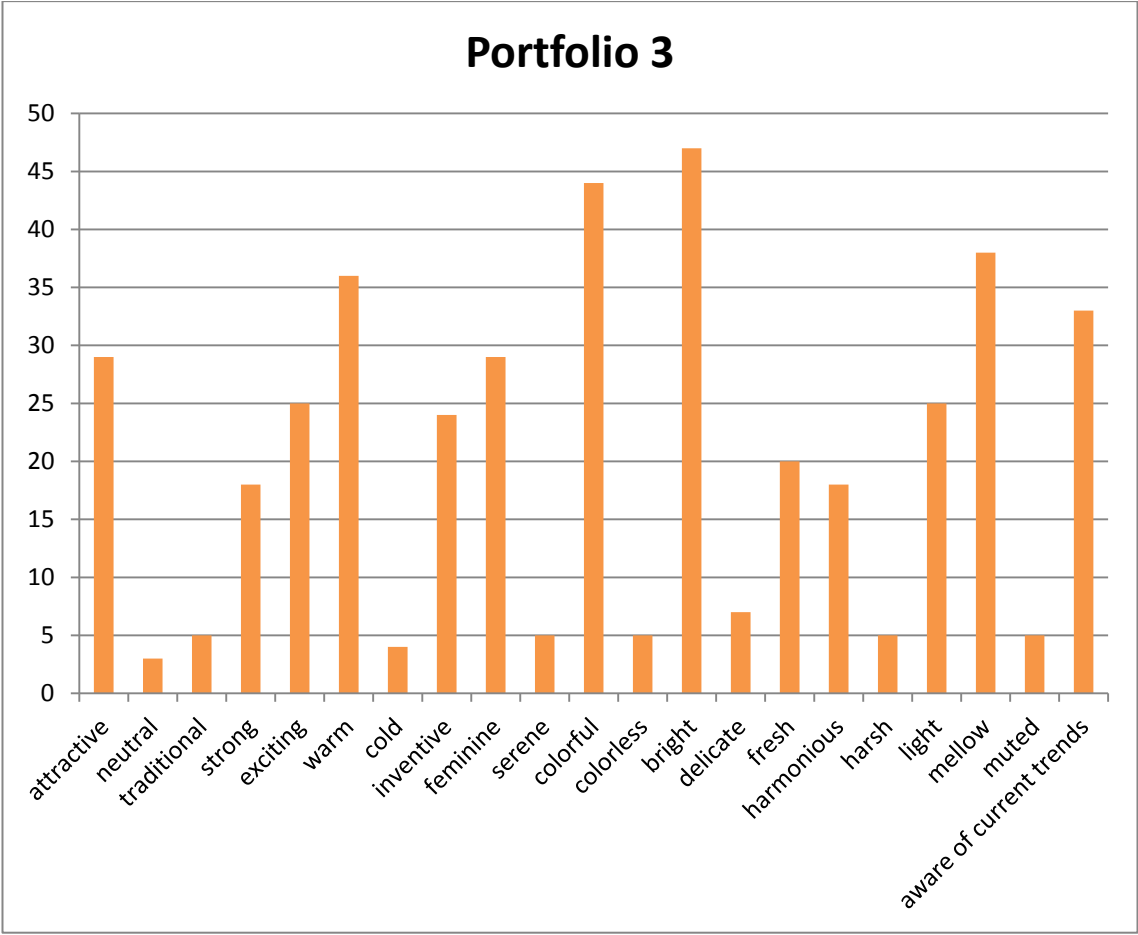


- How well offered adjectives describe the style of the Portfolio №3? Please rank it on a scale from 0 to 5, where 5 is the strongest emphasis and 0 is the weakest.

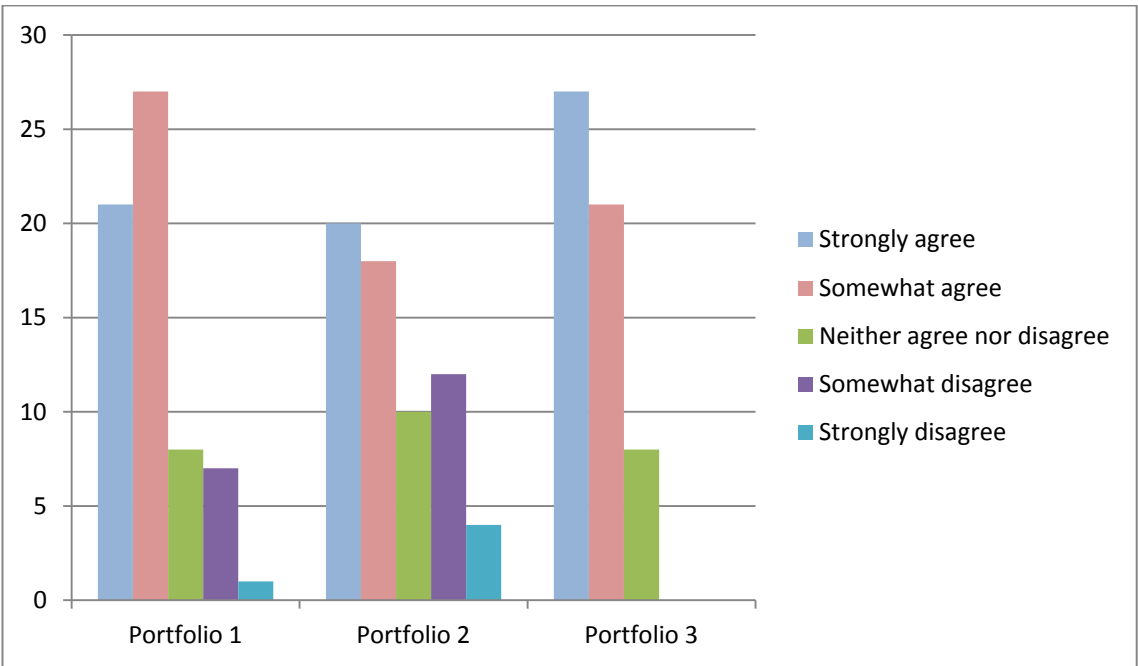


- How would you describe your feelings about the color palette for each portfolio?

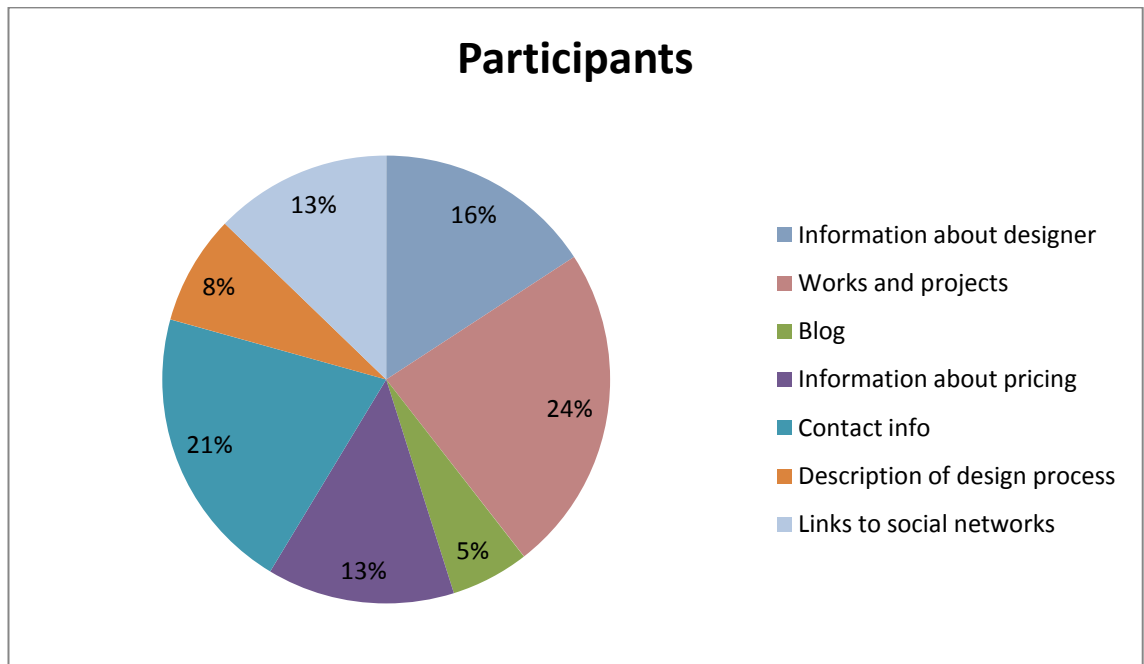




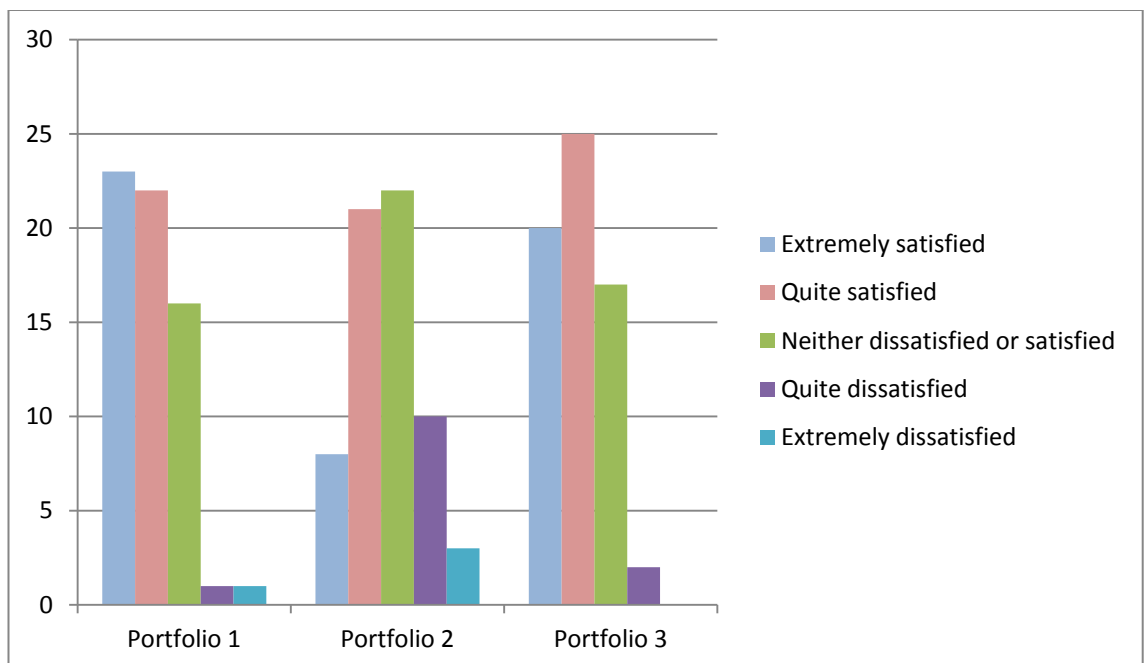
- Overall, I am very satisfied with the way designer performed itself on the portfolio.



- What kind of information do you expect to see on the personal portfolio website? (you can choose more than one)



- How would you rate your experience of using the website (navigation and finding information)?



- Do you have any other comments?

Portfolio 1: "simple", "nice and clear, but navigation is not the best (too much scrolling down and no fast way to go back to top)", "a bit empty image left on my mind, the two last ones were just so much more interesting", "just good", "the site is simple and clear, without unnecessary elements and words. At the same time it does not look poor. I liked the hover on the work and how the logo is loaded", "the best site for a designer for 2016. Nothing more. The neat and simple design. The user is immediately displayed portfolio, easy to find contacts and to remember the name of the designer", "adult, serious".

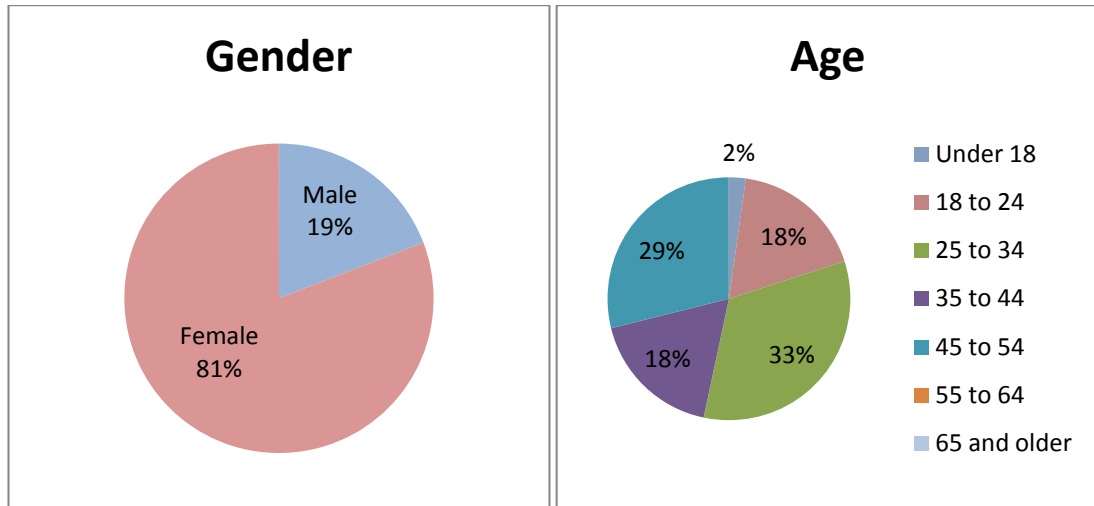
Portfolio 2: "boring", "clear, but very boring and navigation is not the best (too much scrolling down and no fast way to go back to top)", "very professional, impressive. theme seems to reflect of the designers personality. page in two languages, very smart", "bad color choice and a lot of text information, the projects placed too low", "stereotyped".

Portfolio 3: "youth", "fresh, playful, provides feeling of fun and happiness. only one portfolio from provided, where designer made a video about herself", "extremely smart way to give a get to know on the portfolio, it helps people to choose and a possibility to relate to you", "simple and pleasant to the eyes".

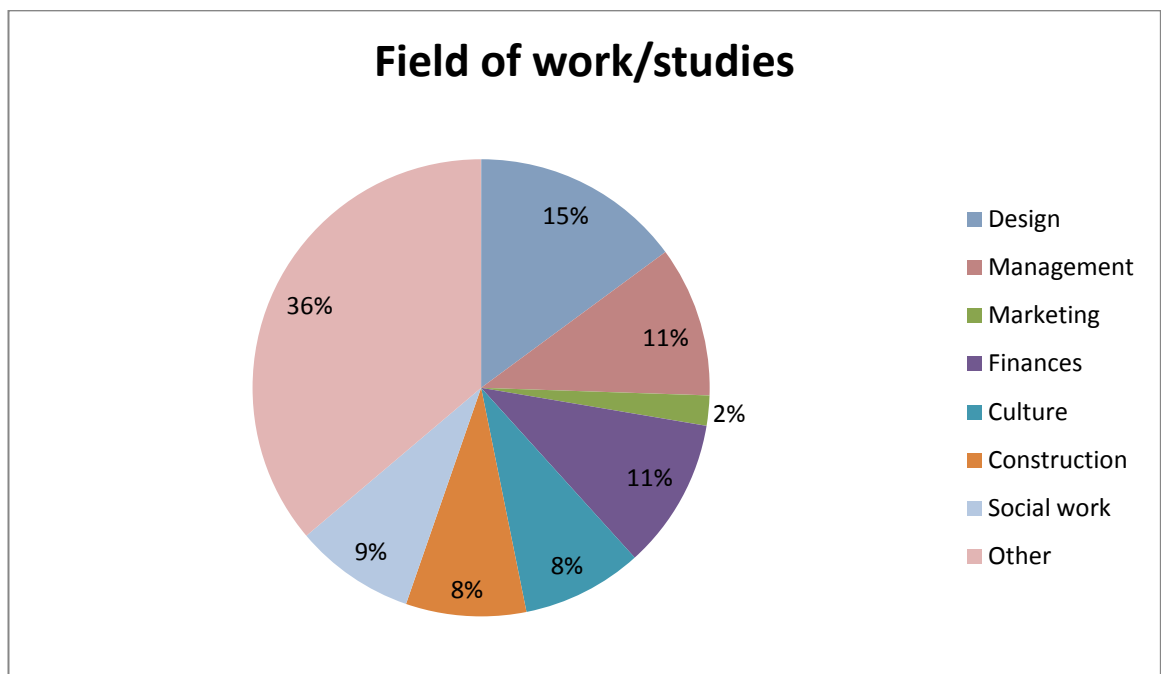
Results for the questionnaire 2

Participants: 47

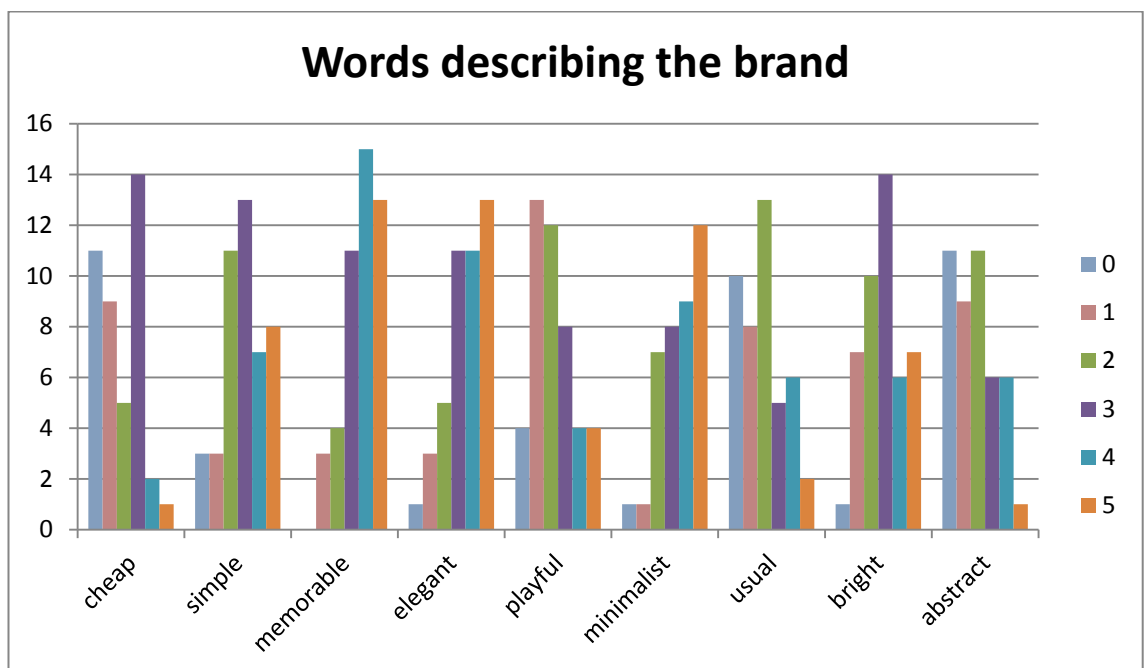
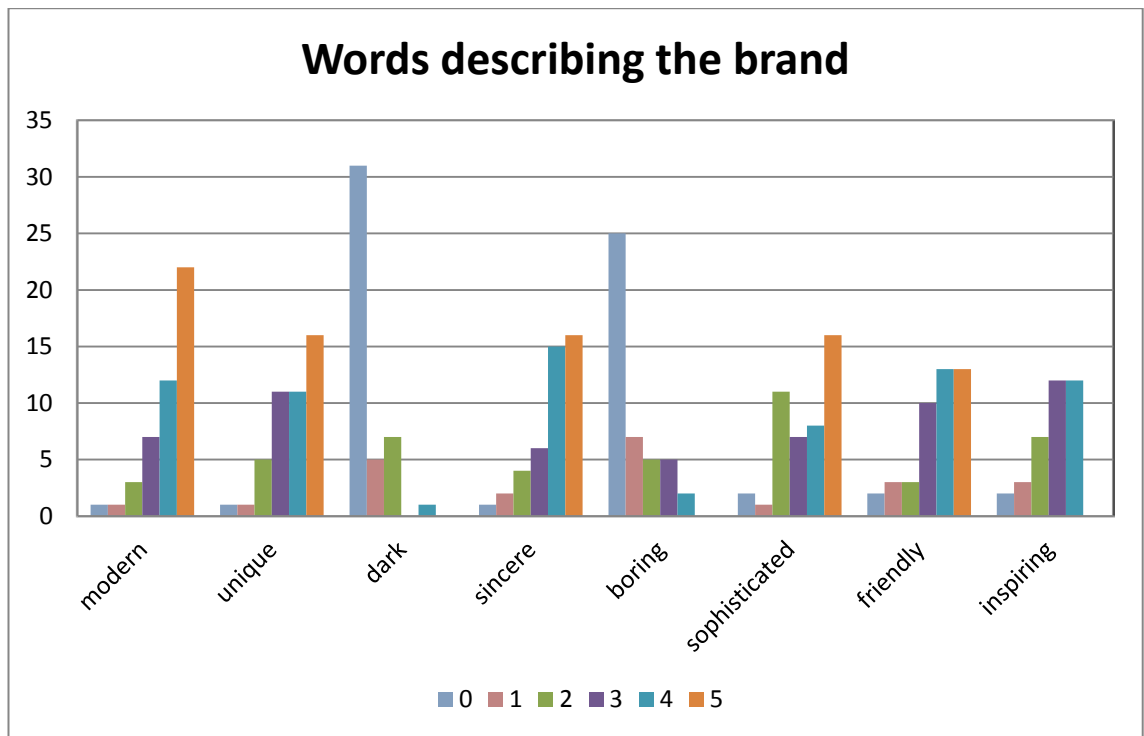
- What is your age and gender?



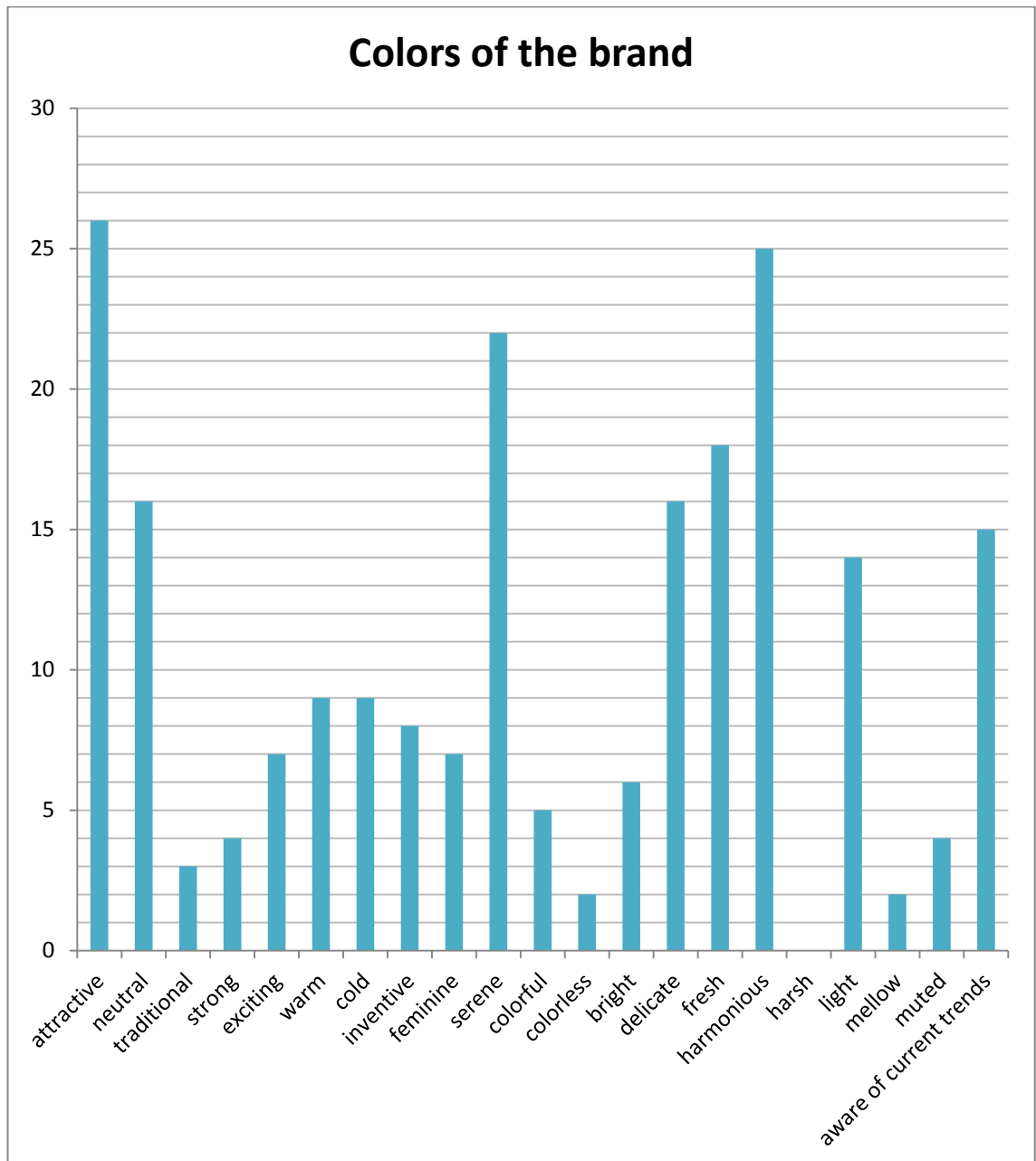
- What is the field of your studies or work?



- What words from the following list would you use to describe the Brand? Please rank it on a scale from 0 to 5, where 5 is the strongest emphasis and 0 is the weakest.



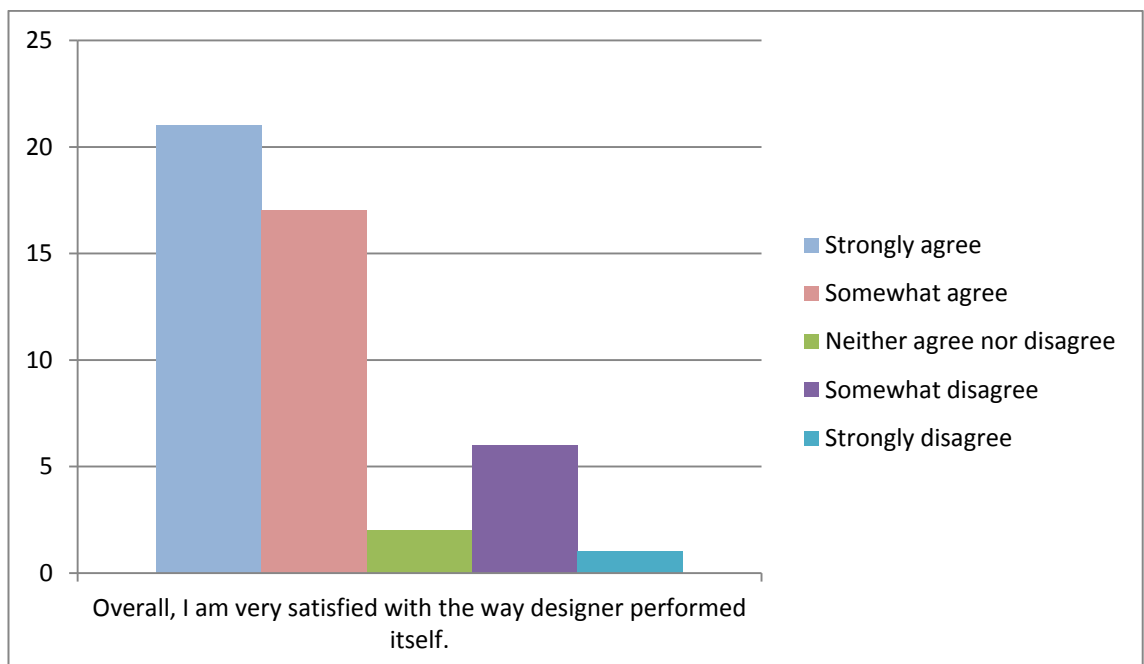
- How would you describe your feelings about the color palette of the Brand?
Please, choose one or more answers.



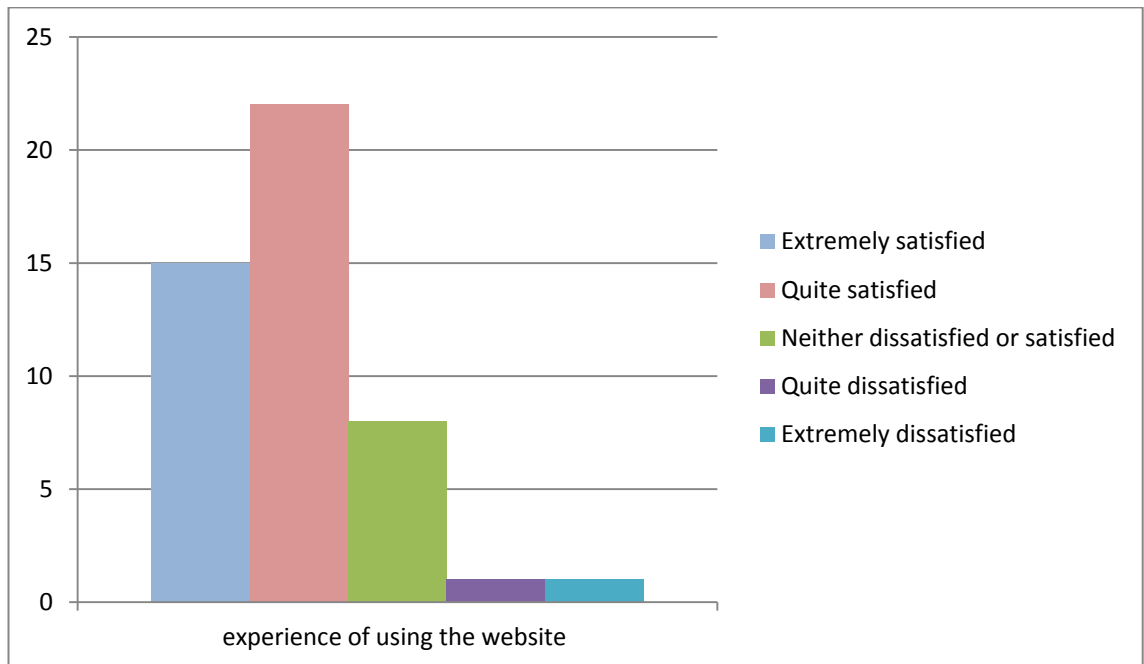
- What kind of person stands behind that brand?



- Overall, I am very satisfied with the way designer performed itself.



- How would you rate your experience of using the website (navigation and finding information)?



- Do you have any other comments?

"Good looking website, which is extremely pleasant and easy to use"

"It would be great to add more bright colors and more work"

"No comments, I like it"

"Journal page does not have any info"

"Depends on the target group"

"I really enjoyed it. Well done"

"Gray"

"Exclusive (individual), vintage, comfortable, practical, stylish"

"Harmonious"

"Modest".