

PERSONAL BRANDING

ALEX CHEN

DSGN 320 Professional Development

ALEX CHEN

Diligent Learner

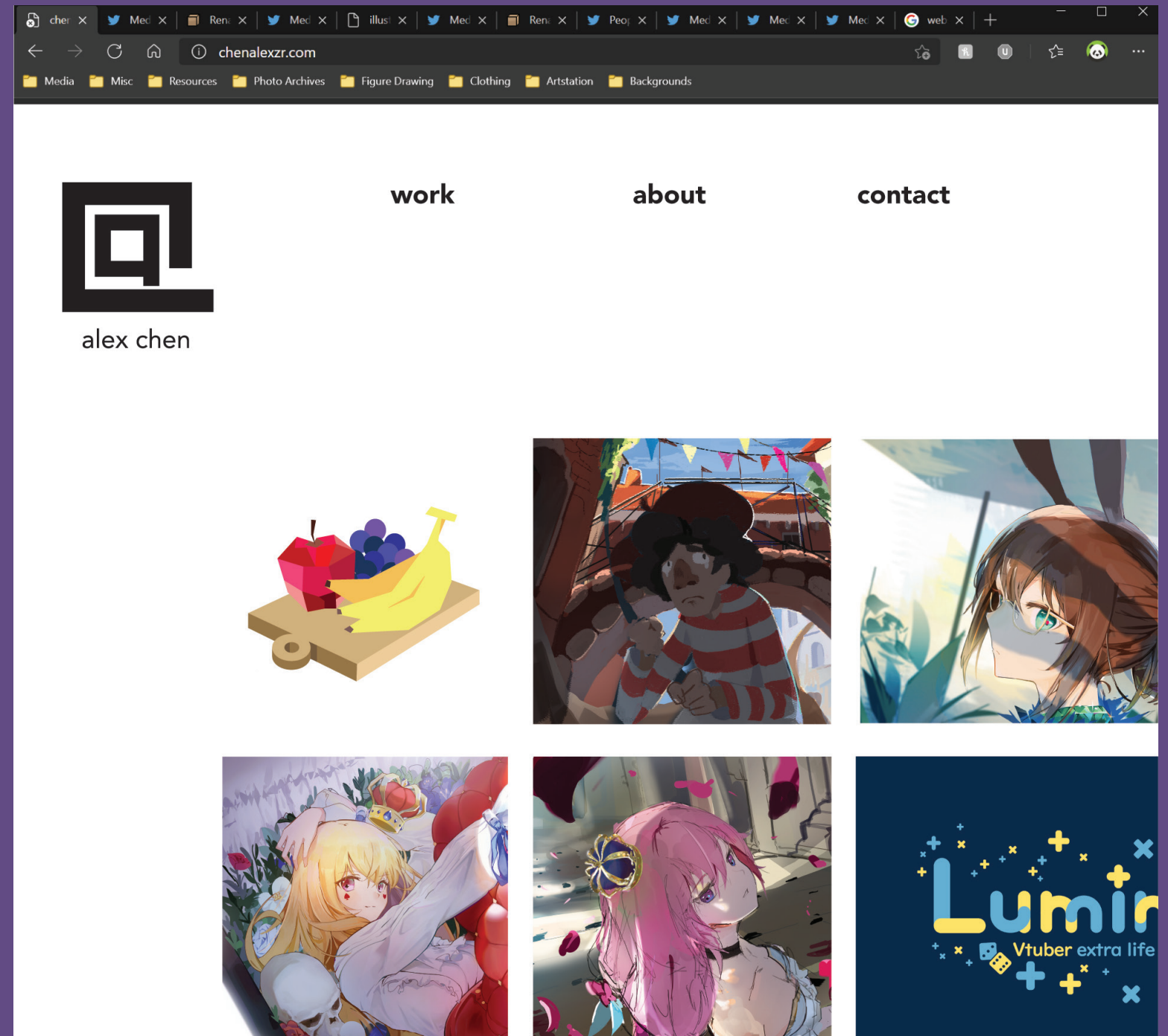
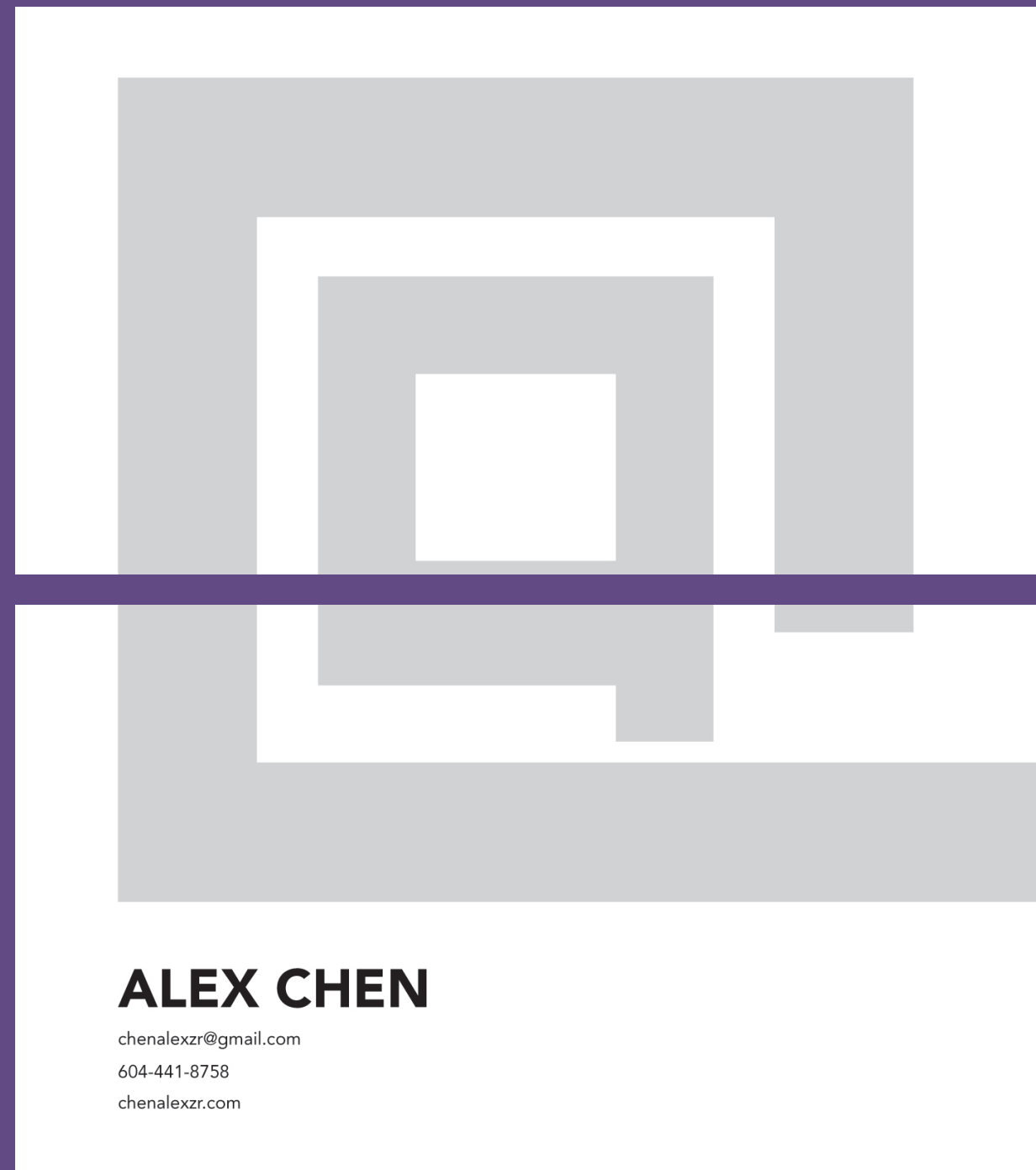
- + industrious
- + straightforward
- + easygoing
- + self-managed
- + organized

CONCEPT 1

The concept behind this logo is closing the A within the C. A witty design solution, by utilizing the initials of my first and last name, this logo speaks more to my designer side and reflects my straightforwardness and industrious nature.

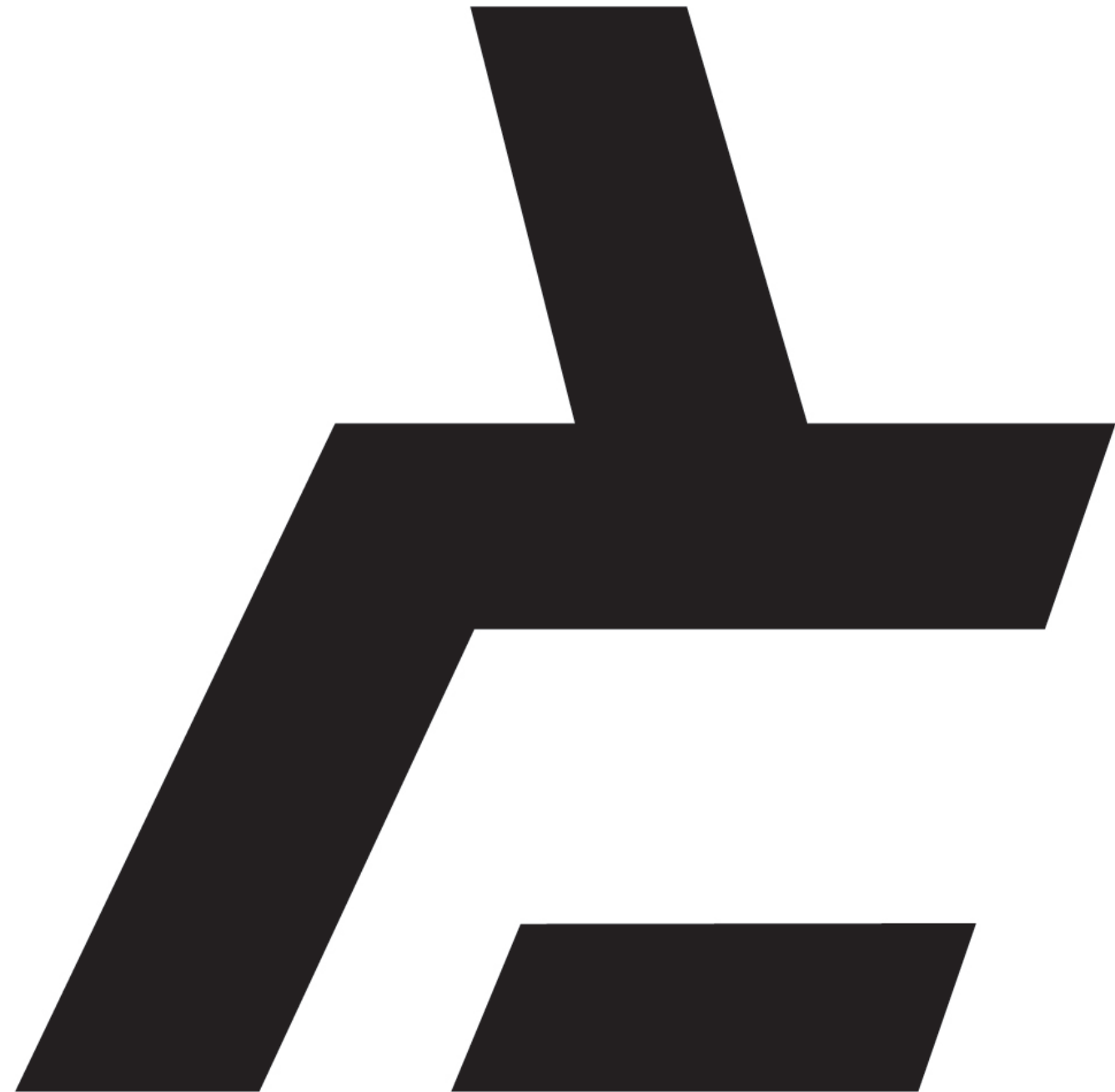


CONCEPT 1 MOCKUPS

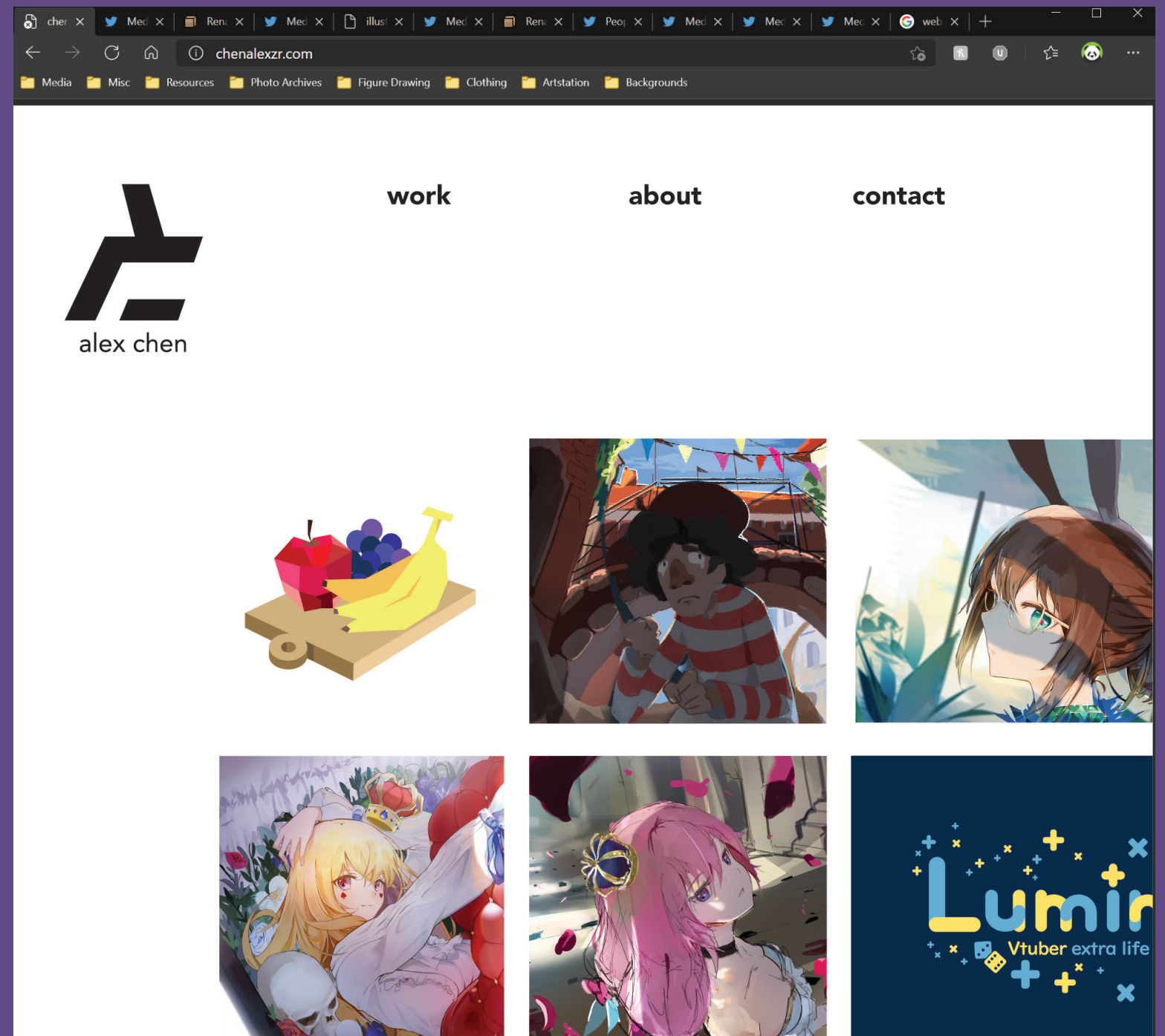
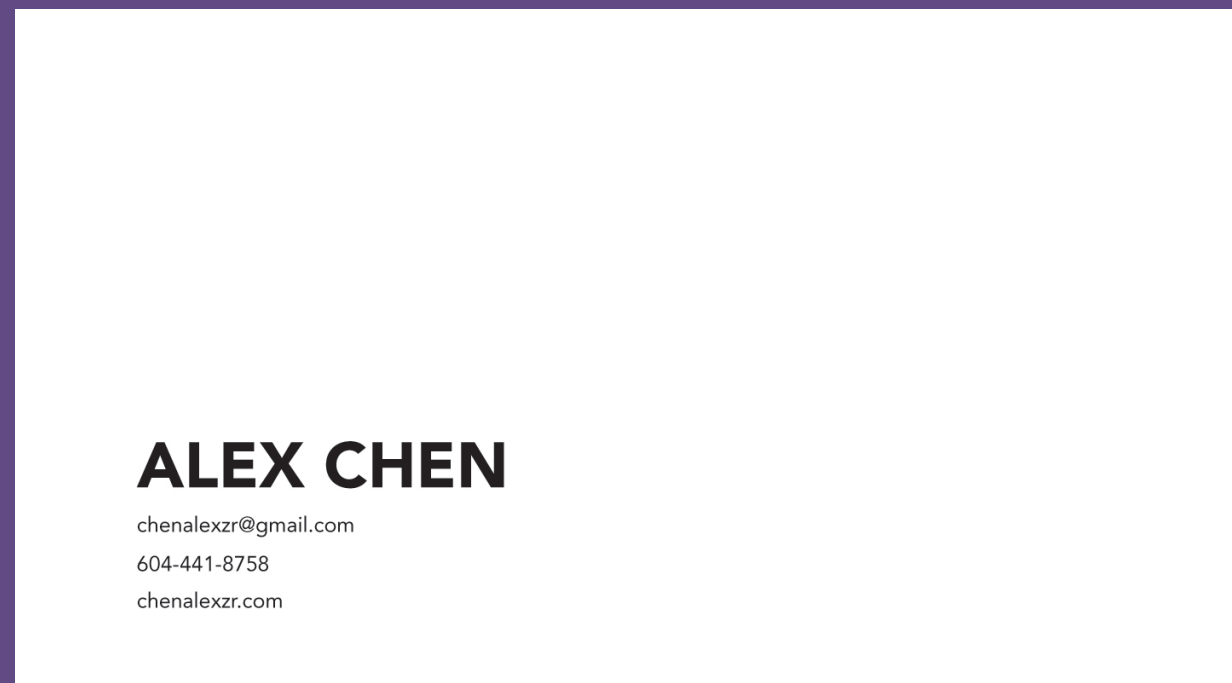
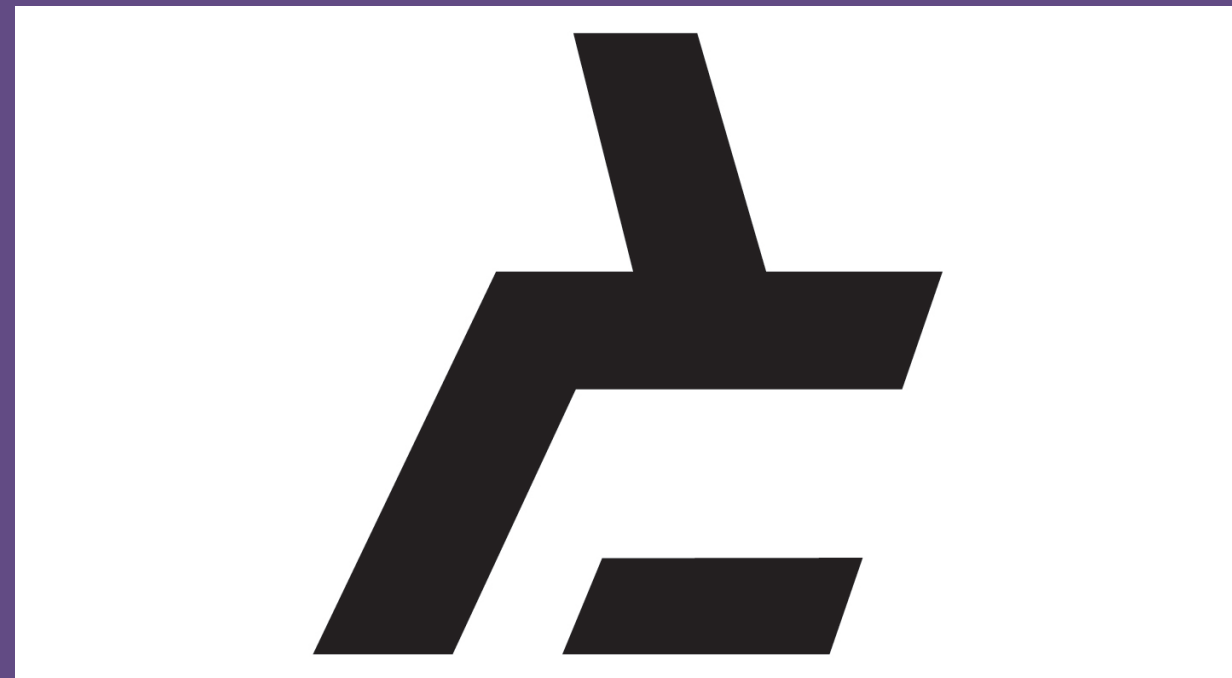


CONCEPT 2

This logo utilizes lost edges as it's main concept. By taking away the sides of the A and C that are combined together, an icon is made through the process. The logo will mainly sit on top of artwork or serve as a watermark for my illustrations.

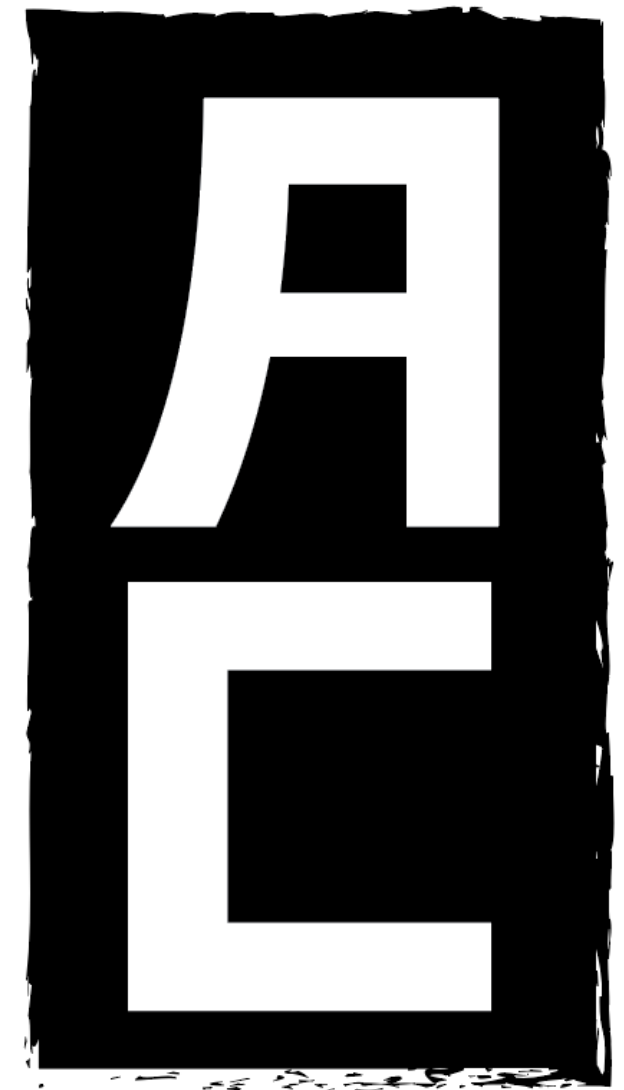


CONCEPT 2 MOCKUPS



CONCEPT 3

This idea was influenced by having my logo turn out as a stamp that could be used across multiple mediums. A simple treatment, this speaks to my Chinese heritage and my trilingual personality. The logo can be treated vertically by arranging the letters, and has some flexibility



CONCEPT 3 MOCKUPS

