This report entails my brand design journey from start to finish. I separated the project into three different stages, the first being research; second being design; third being evaluation. This helped my keep on top my work and was also able to find and follow my work a lot easier. I set my self a statement at the beginning of the project to look back on if I was struggling on a decision or running out of ideas to design, I feel this was useful as it reminded me what I was designing in the first place and it led to consistency throughout my project. The statement I issued myself was -

“I plan on branding myself as a freelance web development and design consultancy company, who can take someone's idea, help with design and marketing by making an ecommerce shop online which can be linked to kick starter and various fund-raising methods.”

Step 1: Research

To begin with I decided that I needed to plan my brand journey out by taking certain steps, the first of which would be research, I wanted to discover how established brands had set up on the platform that I aspire to be a part of. To do this I carried out some competitor and market research and this is what I found

What are my customers looking for?

* Customers - Open for any person's custom
* Industry - Online Web Development
* Competitors -

Competitor number 1 ([fullstackboy](https://www.fiverr.com/fullstackboy/make-fullstack-websites-and-blogs-in-mern-stack?context_referrer=search_gigs&source=top-bar&ref_ctx_id=8e862e3c-fc44-4b7e-aff5-3782e4af65c4&pckg_id=1&pos=2&context_type=auto&funnel=b26992cb-da12-4dcc-8fcb-3acdc97bf6b7)) - My Initial impression of my competitor was that his page looked a bit tacky as the thumbnail to his work is just a survey that doesn't look very appealing to the eye. However, when I scrolled down and read his skills and his bio, I can appreciate his knowledge on web development as he lists his known programming languages and the software, he used to achieve the task. I would like to incorporate this into my brand/ fiverr page as I will be able to show the skills and knowledge, I have which will make the customer value my company more. The Price for my competitors most expensive product "The enterprise level package" is £808.64 this gets you Wireframes, Agile Methodology, GDPR Compliant, Realtime, Admin panel, PWA, Testing, Deployment. The Specification for this product is:

* 10 Pages
* Design Customization
* Content Upload
* Responsive Design
* Include Source Code

Competitor 2 ([maheen95](https://www.fiverr.com/maheen95/develop-full-stack-web-applications)) (<https://www.fiverr.com/maheen95/develop-full-stack-web-applications>) - Straight away i was impressed with the artwork advertising the page, it is similar to the brand approach i want to take as it shows that the individual has a broad approach amount of skills in web development. I like how the icons are floating around the person, i can see straight away it has something to do with web development and looks creative and modern enough to entice someone to go for their product. The price for maheen95's only product is 121.91 which offers "I will create and modify full stack application which includes source code and database design." The Specification for the product is:

* 6 Pages
* Design Customization
* Content Upload
* Responsive Design
* Include Source Code

What Does My Company Stand For?

* Vision - I want to brand myself as a freelance web developer, my main advertising i want to be done on fiverr as I see this as a market that can help boost my brand whilst gain experience for my portfolio
* Key Attributes - Freelance Web Development / Maintenance / Updates. Can be for professional use or personal. Exposure from work completed. Design Consultancy if needed.

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To make a brand successful I must:

* Effectively show what my brand / company entails
* Have a USP
* Understand My audience (Freelance/Business/personal)
* Consistency
* Have some way of showing that the customer would be of value by choosing you
* Keep Up to date

Stage 2: Design

Now that I had completed my research stage it was time for me to start completing my initial designs. This is where the first hurdle was met. Drawing is not one of my stong suits, so when I was sketching out my designs I realised that they did no resemble what I wanted so I moved to digital design using adobe illustrator it is here where I started getting inspiration on my designs. There were two options I could have taken, one being designing a company name and logo or just branding myself. Originally, I was going to design a company name and logo but then a thought occurred to me. The product that I want to offer was suited to a more personal audience, with this in mind I decided to brand myself instead of a company as to me it feels like the work that I will be completing would seem more personal to the client instead of giving a company façade where they don’t think about the individual but just the numbers.

Now knowing that I was branding myself I wanted to incorporate my name into the logo or the company name, my original plan was to play on my last name “Duff” as it is already a well-known name due to an alcoholic beverage on a cartoon show, I thought that this would go in my favour as if someone was to see my company it would be easy to remember due to the fact that they already know the name since they were young watching the Simpsons. However, I thought about this design path in a bit more depth and as I am building a professional brand, I would not want it associated with a cartoon as people may not take my business seriously.

As a result of this I decided to play around with my initials instead, this is where I gained inspiration for my final design. I started off by putting a J inside of a D and moving it about to see it what it looked like from different angels. Once I found the angle that looks best, I played around with perspective, by doing this I think it improved my design massively as because of the perspective the closer corner of the logo looks a lot sharper and gives the logo an abstract shape. Once I had come up with the final design for the logo, I decided to ask a few friends of mine what color scheme they think fitted best. The top votes were the dark green and grey variant of the logo, which I was quite pleased with as from carrying out research on colour I discovered that green is normally used to represent growth and freshness, which ironically both are things that I would like to contribute to client's product.

Stage 3: Evaluation

My final stage was to evaluate my work that I had completed. To achieve this at the beginning of the project I wrote down a few questions for myself to determine would I be happy with the outcome of the project or am I just happy as I like the logo that I have designed. They could be considered the same thing but to me they are not. The reason I like to look at my projects this way is to determine if I achieved the goal, I set out in the beginning of this project which was to create brand image. During this project I may have been distracted on achieving the full brand image as I focused a lot on my logo, I could have spent a lot more time on testing colour schemes and different materials, as from I research, I discovered a trend of 2020 is to have metallic logos, I could of spent more time evaluating the differences between the metallic logo and my final design to determine what logo was more aesthetically pleasing.

The hardest part of this task that I had to complete was deciding what brand I want to build; I was unsure at the beginning whether it would be a company or a personal brand. When I decided on a personal brand, I found it difficult to pick something from my personality or my interests and build a logo around it, hence why I decided to play around with my name to make a logo. This is something I think I need to improve on as this is one of the key factors of my business, as it is understanding the client's needs and designing off that knowledge.

Finally, overall, I can say that I am pleased on how this project has turned out, I have learnt a lot about brand exposure and have also developed new skills on adobe software which will help me with my career, if I was to do this project again, I would like to do some primary research so I will be able to understand what a customer would be looking for in a web/app development company and be able to tailor my brand towards that research.

(<https://youtu.be/vDO5uTaP__o> - Youtbe Video Brand, could not commit to github as file size was too big.)