

## **Laboratory 2 Reflection**

My personal branding was inspired by my personality and ambition, as I wanted it to reflect a calm, growth-oriented, and professional identity. I chose my color palette mainly based on my favorite colors, while also considering how they convey trust, clarity, and consistency. The most challenging part of creating my logo was the overall design process itself, as design is not my strongest skill and required me to step outside my comfort zone. Despite this, the challenge helped me better understand the importance of patience and iteration in design. Through this experience, I learned that branding is not just about aesthetics but also about meaning and intention. I plan to use this branding in future presentations and personal projects, and potentially in job applications, to present myself more confidently and stand out professionally.