

I wanted my branding to reflect my calm and cool personality, which is why I chose the color blue, as it gives off a peaceful and relaxed energy. Blue also represents stability and clarity, which aligns with how I want my brand to be perceived. One of the most challenging parts of creating my logo was deciding which design best represented my vision. I explored several options, each with its own strengths and appeal. In the future, I plan to use this branding consistently across my projects to create a recognizable and cohesive visual identity.