**Creating your brand**

**Personal details**

Name:

Current age:

**Direction**

To become the person I want to be, I need to:

My life values are:

Characteristics I respect in others are:

**Presentation**

Describe your dress sense when in public, including signature pieces you often wear:

Detail your most usual hairstyle:

The accessories you wear the most are:

Select the key colours you choose to wear and/or decorate your home in:

Your must have gadgets are:

What are your hobbies? (Include hobbies you would like to begin):

Write down tour unfinished bucket list items:

**Accomplishments**

List your greatest accomplishments, including those in progress:

**FIVE WORDS TO DESCRIBE YOU:**

Your current and previous employer:

Your best friend:

Your partner:

Your children/Siblings/parents:

*Are there any reoccurring or consistent words? If so, this is great news as it means you are consistent in the way you present yourself.*

Task: Using this information, pend a few moments designing a logo that represents your personal brand for your personal reference.