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# Making a Brand

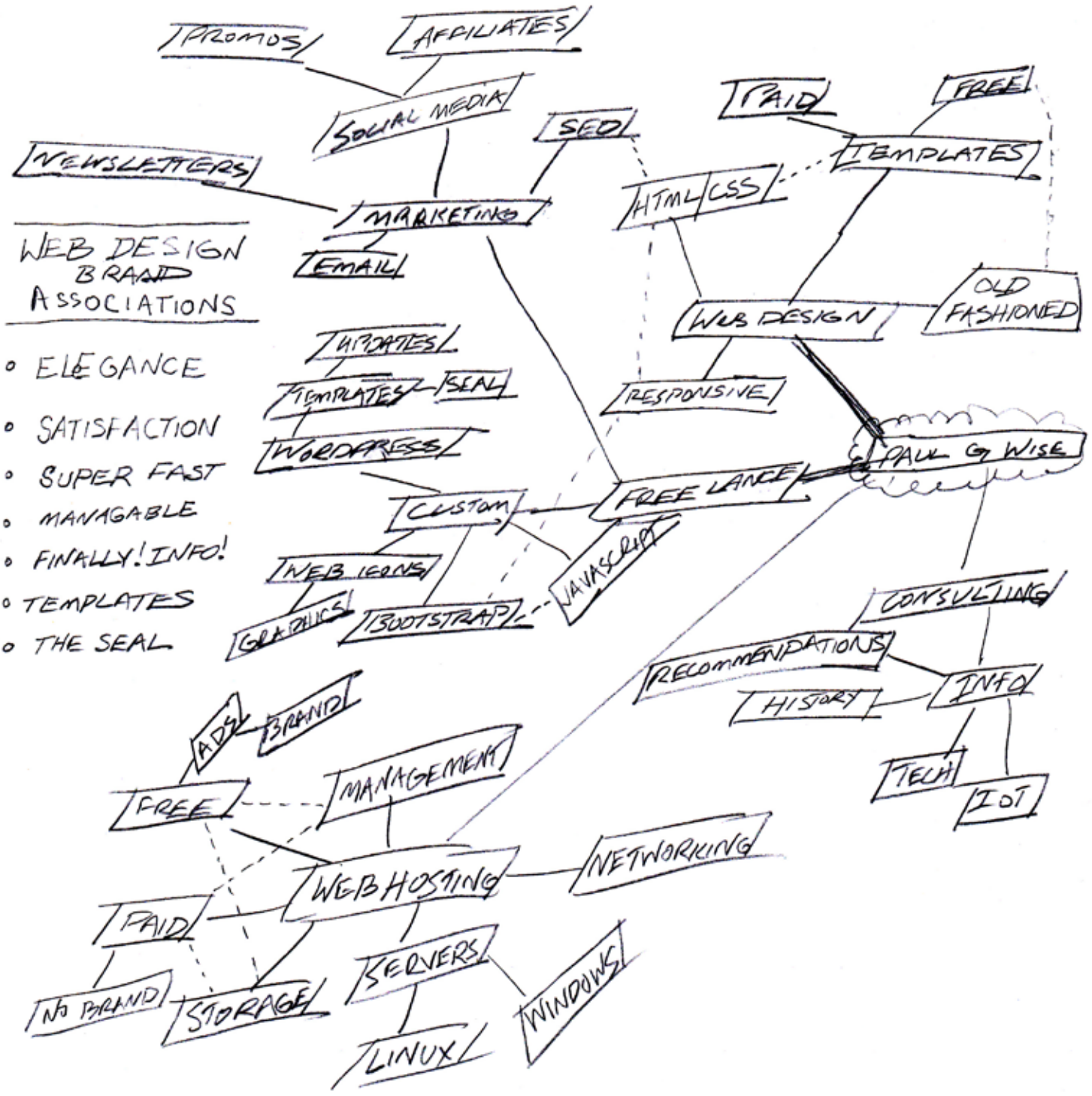
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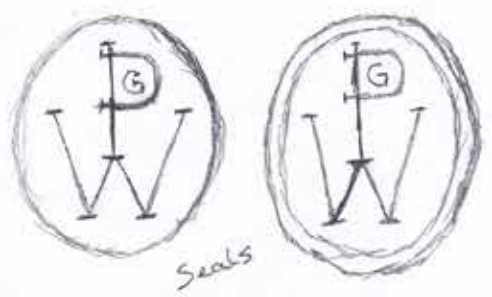
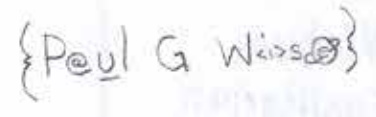
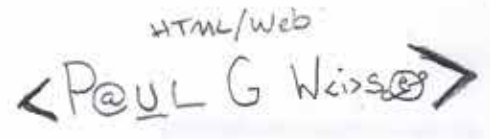
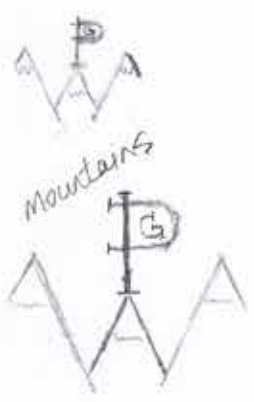
# -Table of Contents-

3	The Mindmap with Word Associations
4	Sketching Ideas First
5	Refining My Sketches
6	Making Digital Variations
7	Making Variations in Color
8	The Final Logo Layout
9	Variations of a Business Card
10	The Business Card
11	The Hardmock of the Business Card
12	The Debriefing

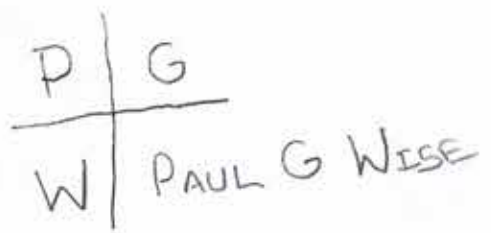
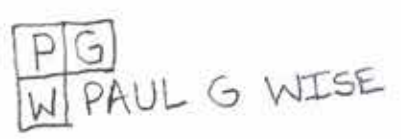
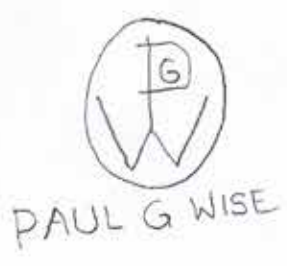


WEB DESIGN BRAND ASSOCIATIONS

- ELEGANCE
- SATISFACTION
- SUPER FAST
- MANAGABLE
- FINALLY! INFO!
- TEMPLATES
- THE SEAL



Paul G Wise



1 Paul ~~W~~Wisso

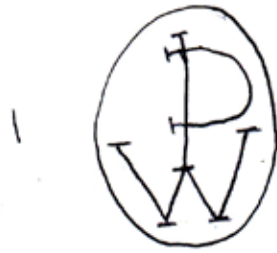
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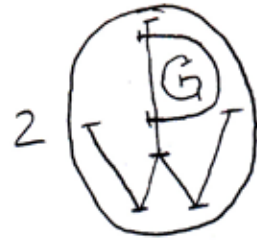
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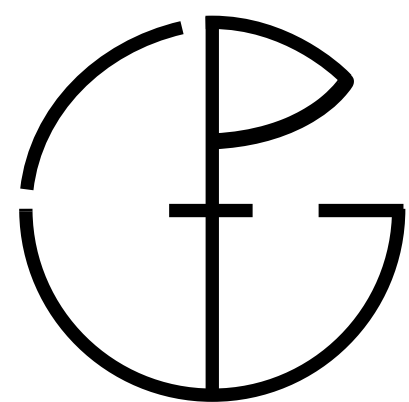
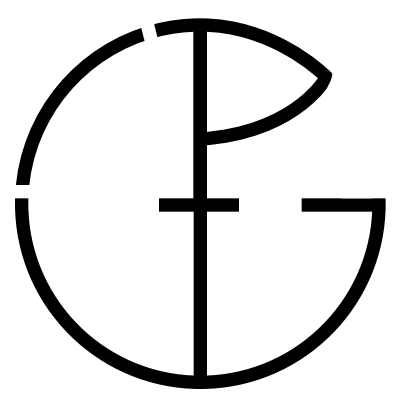
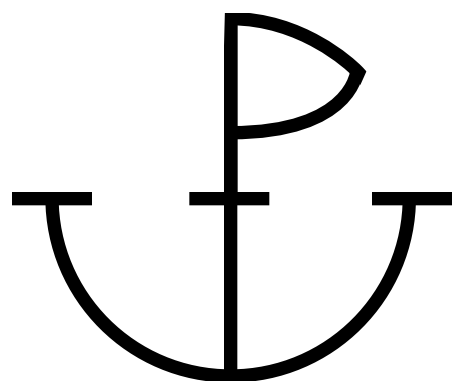
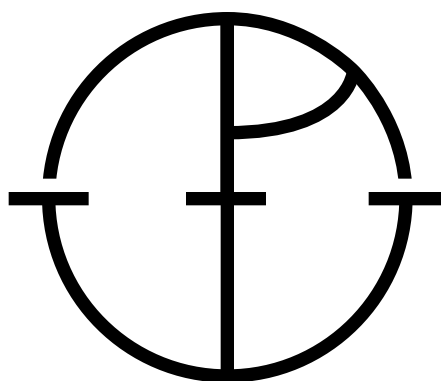
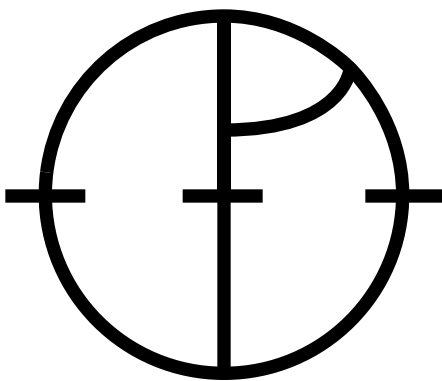
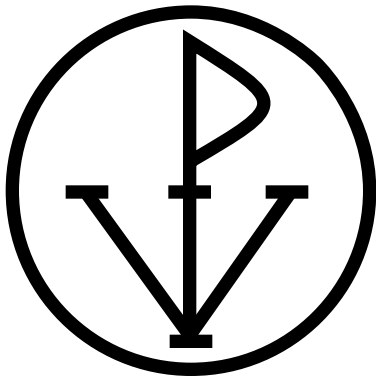
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Monogram

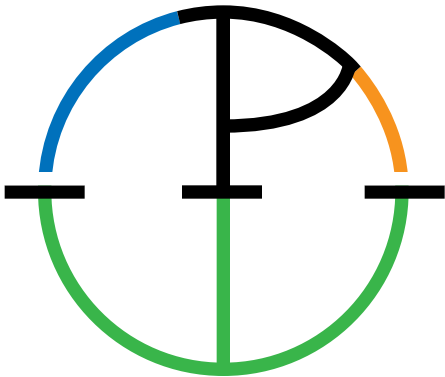


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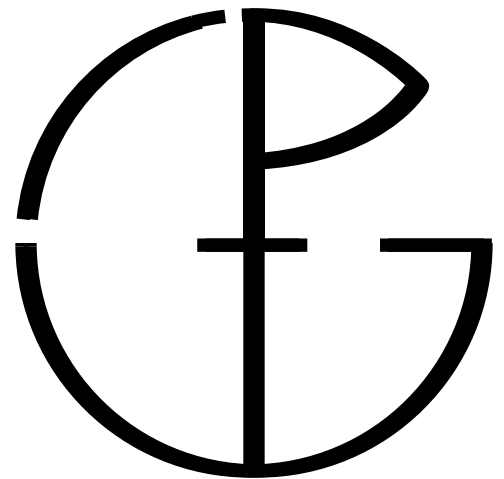


*PaulWise*



■ R: 0  
G: 119  
B: 190

■ R: 55  
G: 180  
B: 72





front



A

back



front



B

back



front

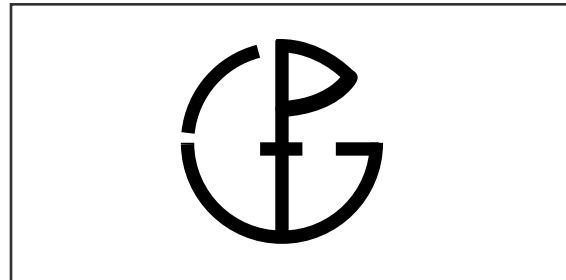


C

back



front



D

back



front

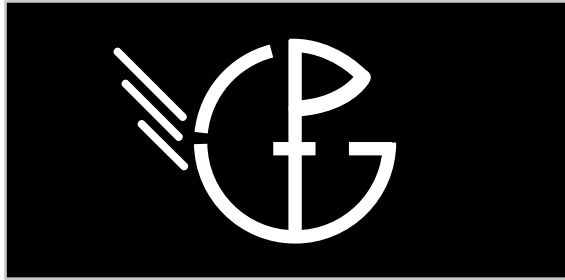


E

back



front



E

back







# The Debriefing

This was the presentation of the process I went through to create a brand identity

The process bestowed upon me a peaceful, meditative experience that was not only fun and rewarding but creatively fulfilling

I leave you with a quote:

“Do not quench your inspiration and your imagination; do not become the slave of your model.”

– Vincent Van Gogh

Paul Wise



25th November 2021

Finger Lakes Community College