

DU

Introduction and naming

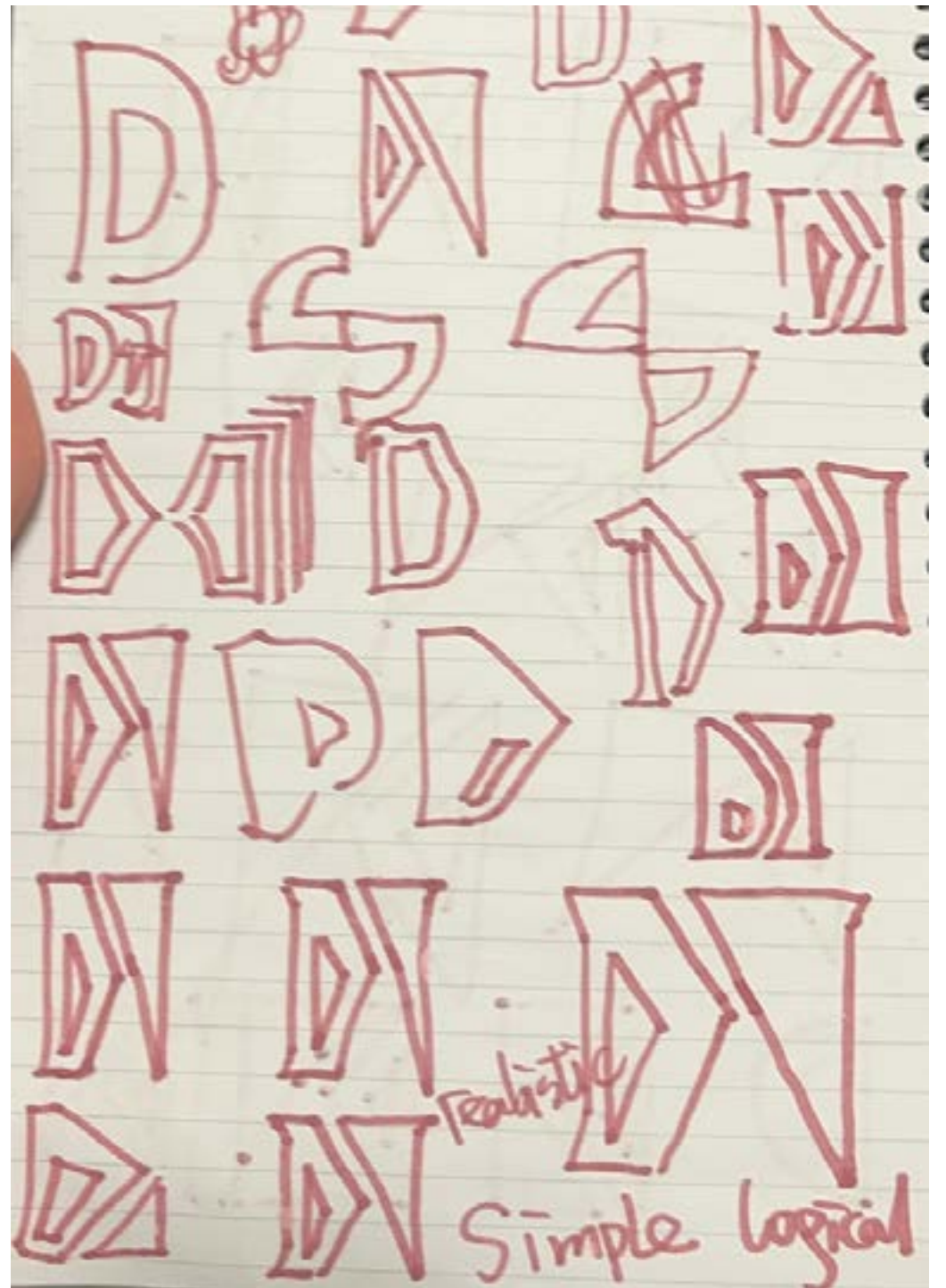
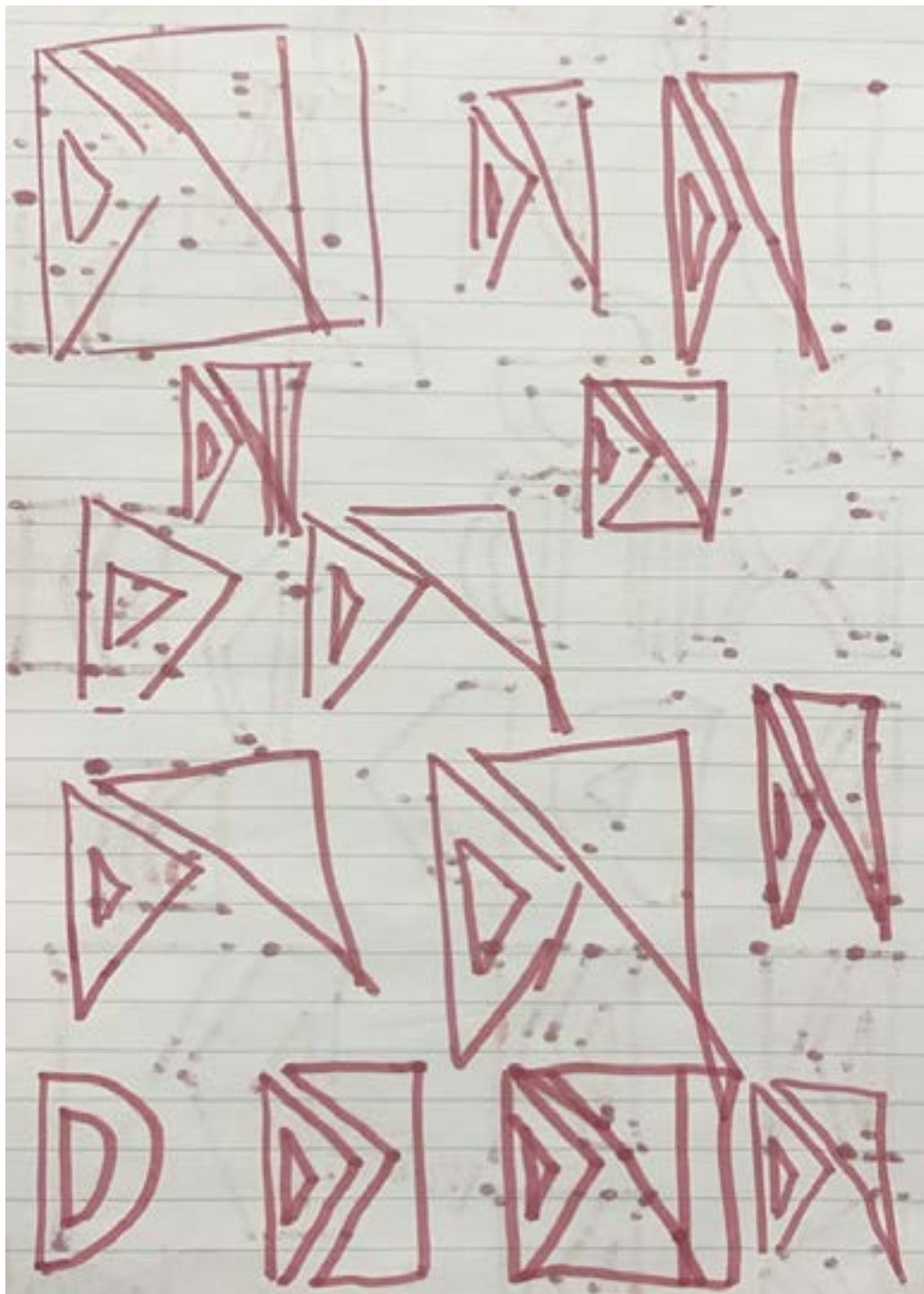
In the beginning I wanted to try a style of handwriting, so I browsed the following logo on the website.

But after trying, I found the combination of letter D and J was ambiguous and complicated, so I decided to give up this way.





Through research and investigation, I found that the following logos fit me very well, so I drew some inspiration from them. My logo can be a new pattern with two letters combined, which should leave a deep impression on the heat, but not too complicated.



My three words:

simple

realistic

logical

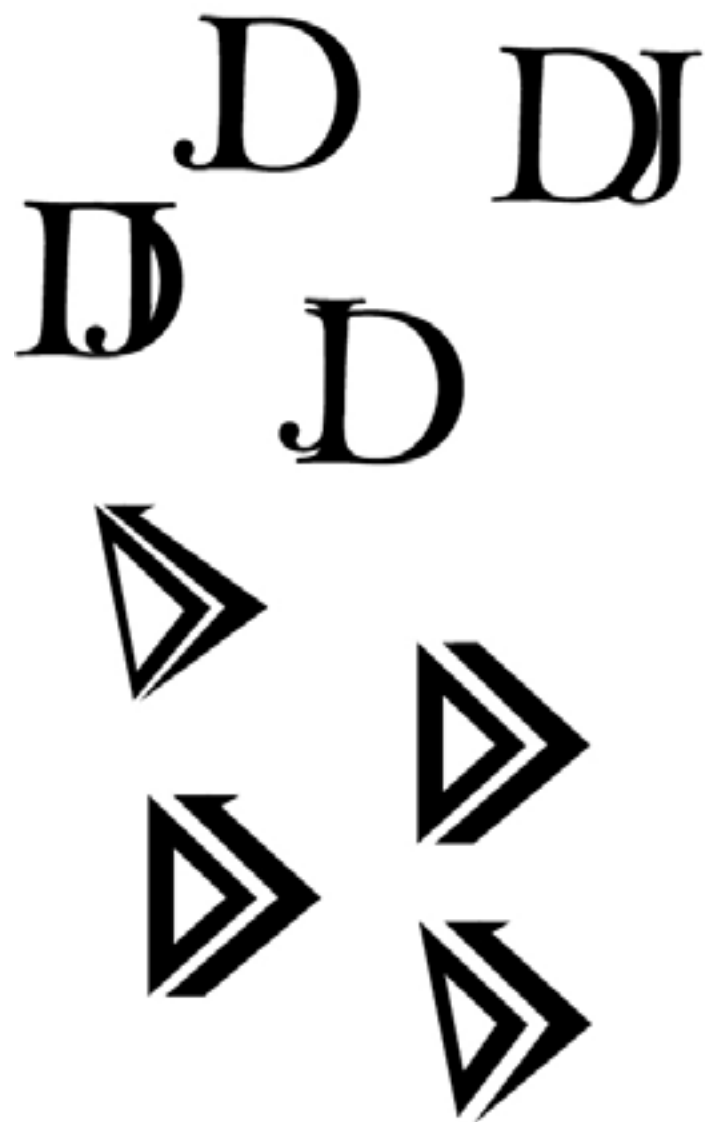
Brand Vision

I am very interested in graphic design. I like simple but impressive designs very much. Simple designs don't annoy people, and memorable logos often don't need too many colors, so I decide to follow this rules to design my brand. In my opinion, this design is not a small challenge, I have never done only black and white logo, so it is not too simple, need to grasp this degree. I want the design to be satisfying, and that's what I'm trying to do. Finally, this logo is also designed for me. I hope it can represent me.

My full name is TianJiao Dai, so I choose letter D,T and J to make my logo. But I found it was too long to be a logo, then I decide to choose D and J to be my logo. That would be easy for me to design my own brand.

D + J

D + J = DJ

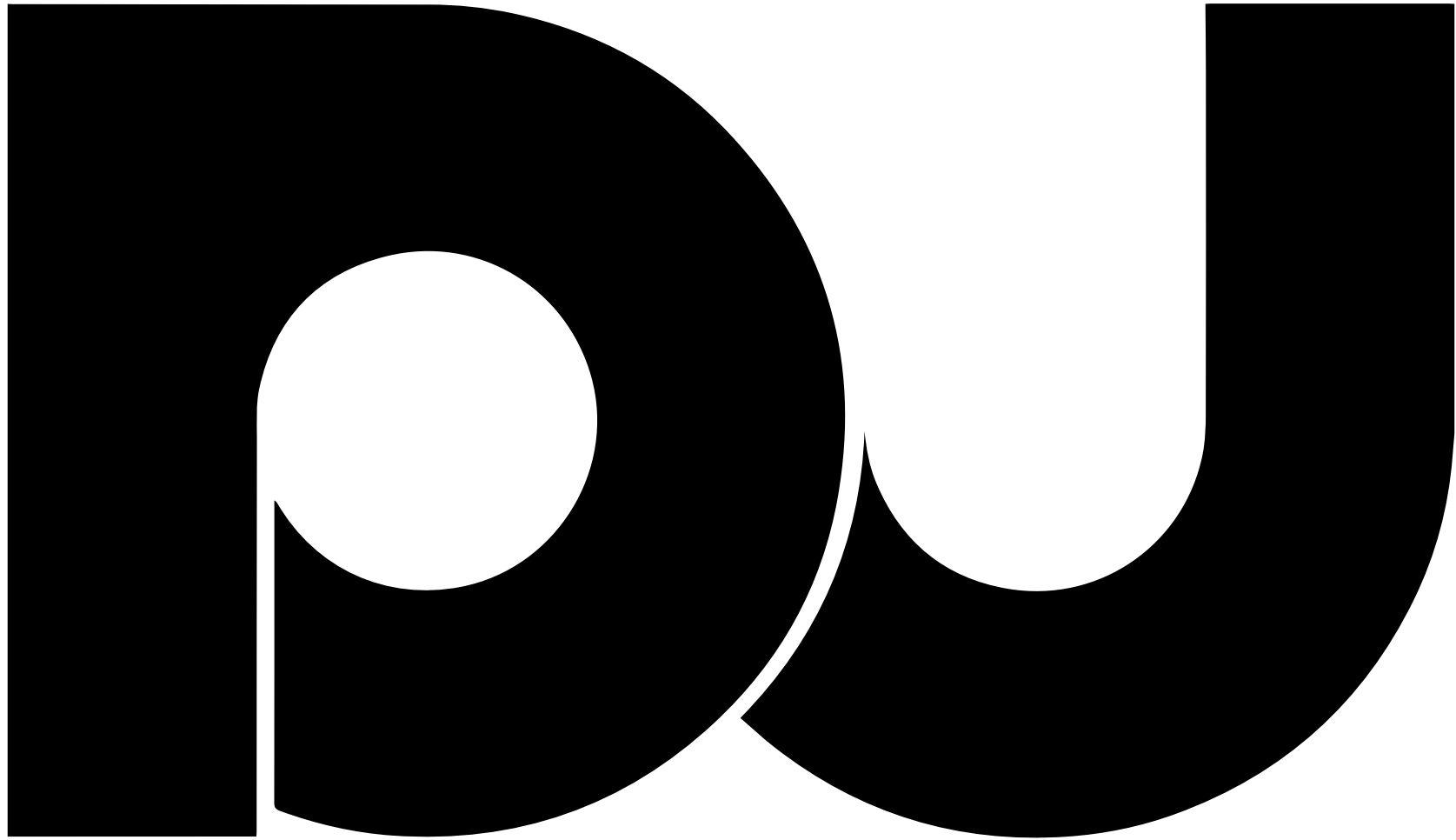


I tried three forms of logo, as you can see from the picture above. But the two on the left were abandoned. The reason is that the first kind can't impress people, can't be remembered. The second one looks good, but I still find it imperfect. Finally, I choose the third one.



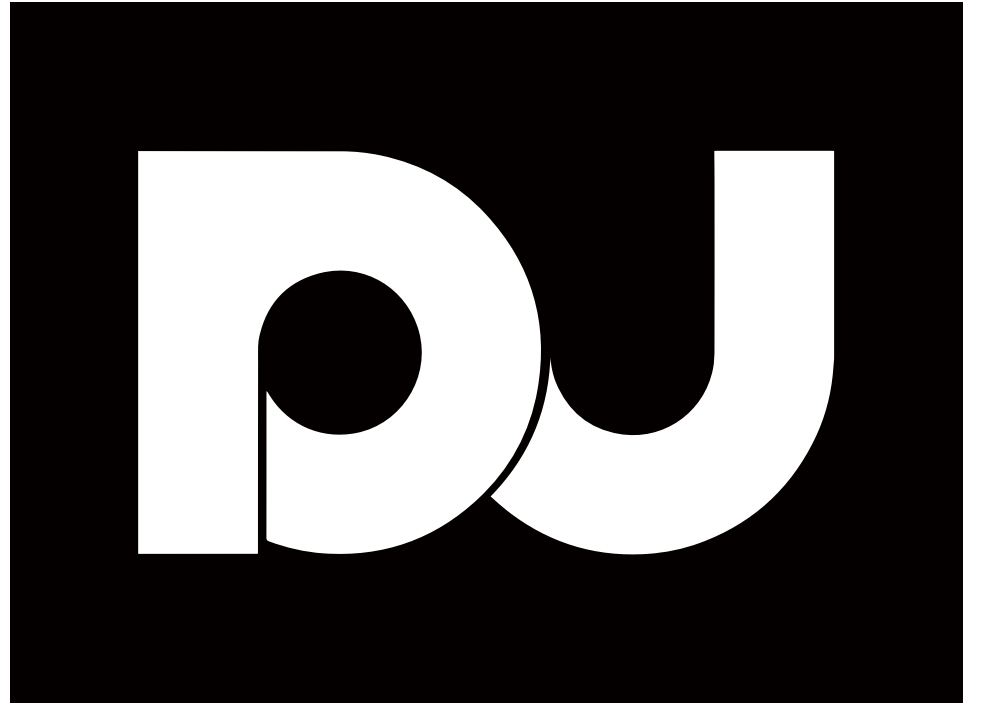
After trying a lot of forms...

Brand asstes

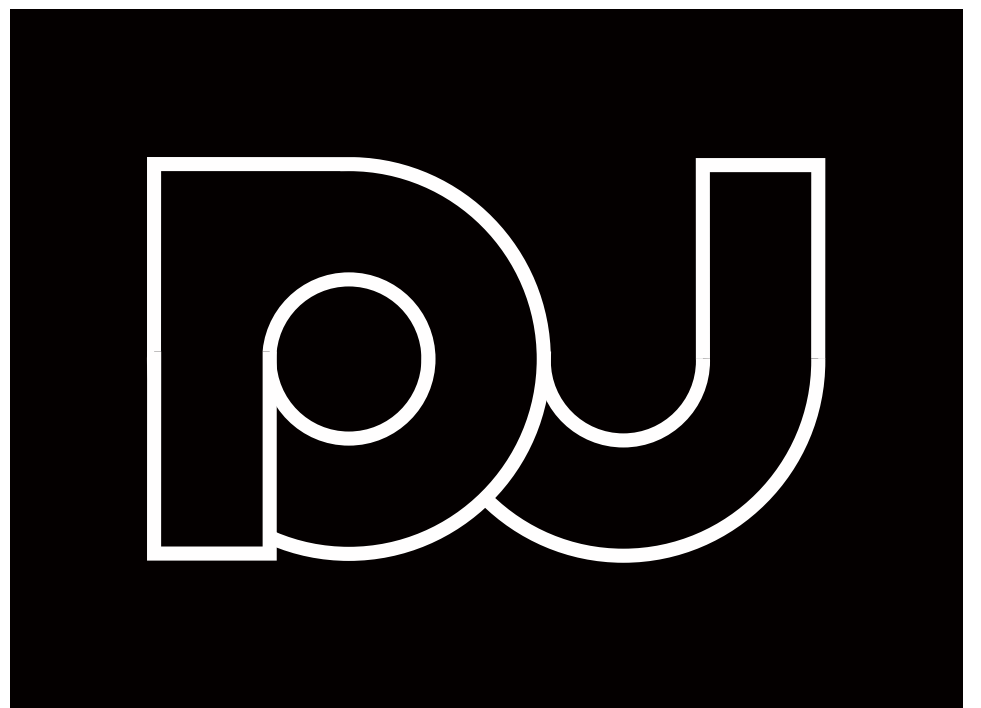


This is the **final logo**

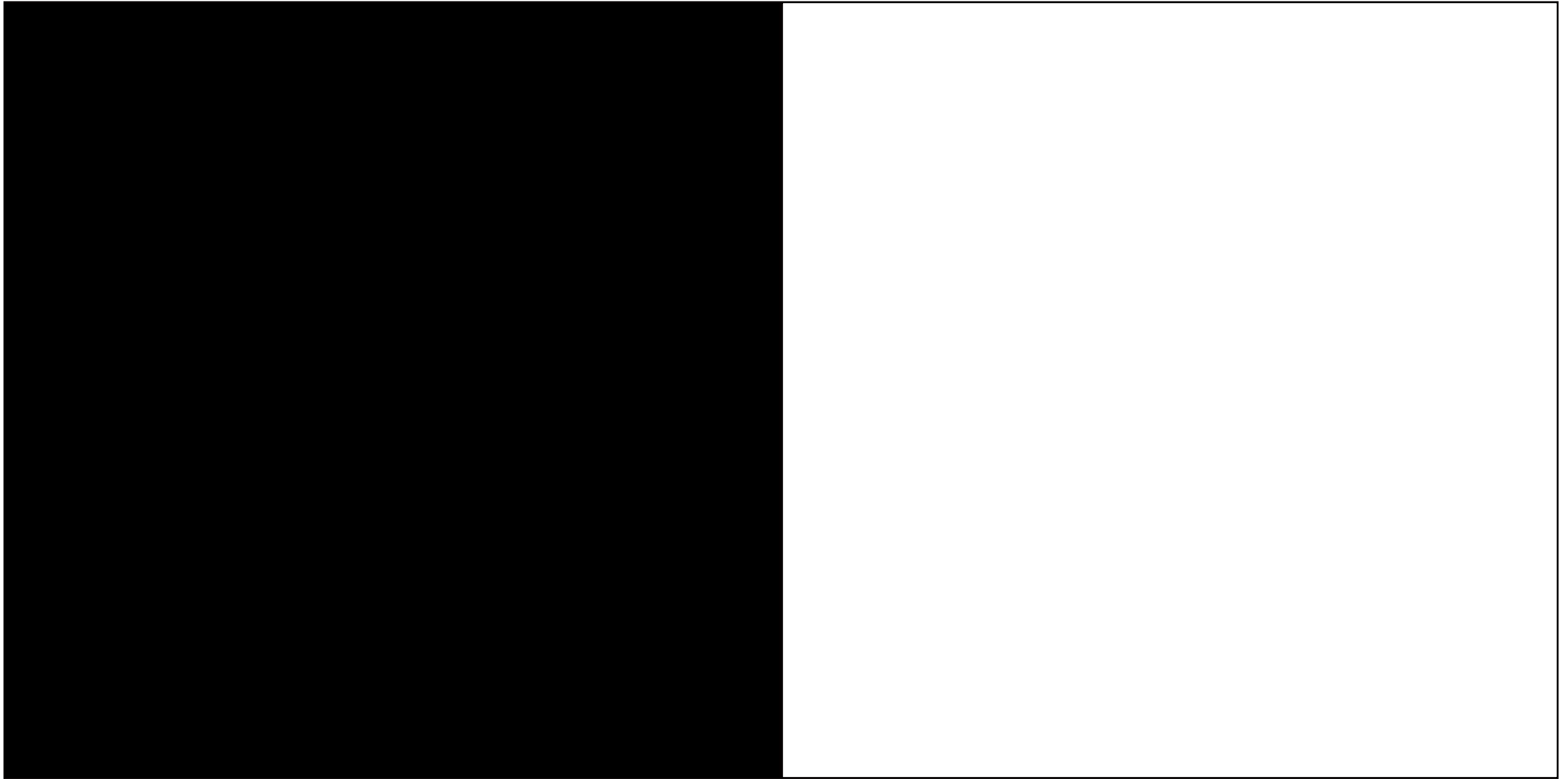
DU



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#000000

#FFFFFF

Due to my word is simple, so I only choose black and white to be my colour palette.

Typefaces

1.TianJiao Dai - Gadugi

**2.TianJiao Dai - Minion Variable
Concept Bold**

3.TianJiao Dai - Minion Variable Concept

4.TianJiao Dai - Gadugi Bold

1 is the primary typeface and 2 is the secondary typeface.

1 also uses in text and 2 uses in headline.

Brand application

CV and letterhead



DJ

DAITIAN JIAO

Call +86 181 139 977 53
Mail 2934186987@qq.com
Viset Dailiao.com

Creative graphic designer with innovative ideas and a unique approach to visuals. More than 3 years of experience developing designs for illustration, online websites and video.

ABOUT ME

SKILLS

- Research design
- Concept development
- 3D modeling
- Web design
- Illustration
- Problem-solving
- Time management
- Digital image generation

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EXPERIENCE

EDUCATION

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Tianjiao Dai 2203761
Room 3
78 Castle Field
Farnham
Surrey
GU9 7HB

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Dear client,

With this letter, I, as the head of the Borcelle Real Estate, would like to apply for funding for the construction of a new cluster housing. Based on the results of the meeting we held the other day, I am sending this letter as an official sign to you. I invite you to become a sponsor in our latest project. For the purposes of the required funds ranged from \$ 200,000,000 (two hundred million US dollars). I hope that this letter will encourage you to help in the construction of a new residence.

Hopefully after you read this letter, you can think carefully and can take action as soon as possible. That's all I can write, through this letter we are officially a partner in this latest project.

Kind regards,

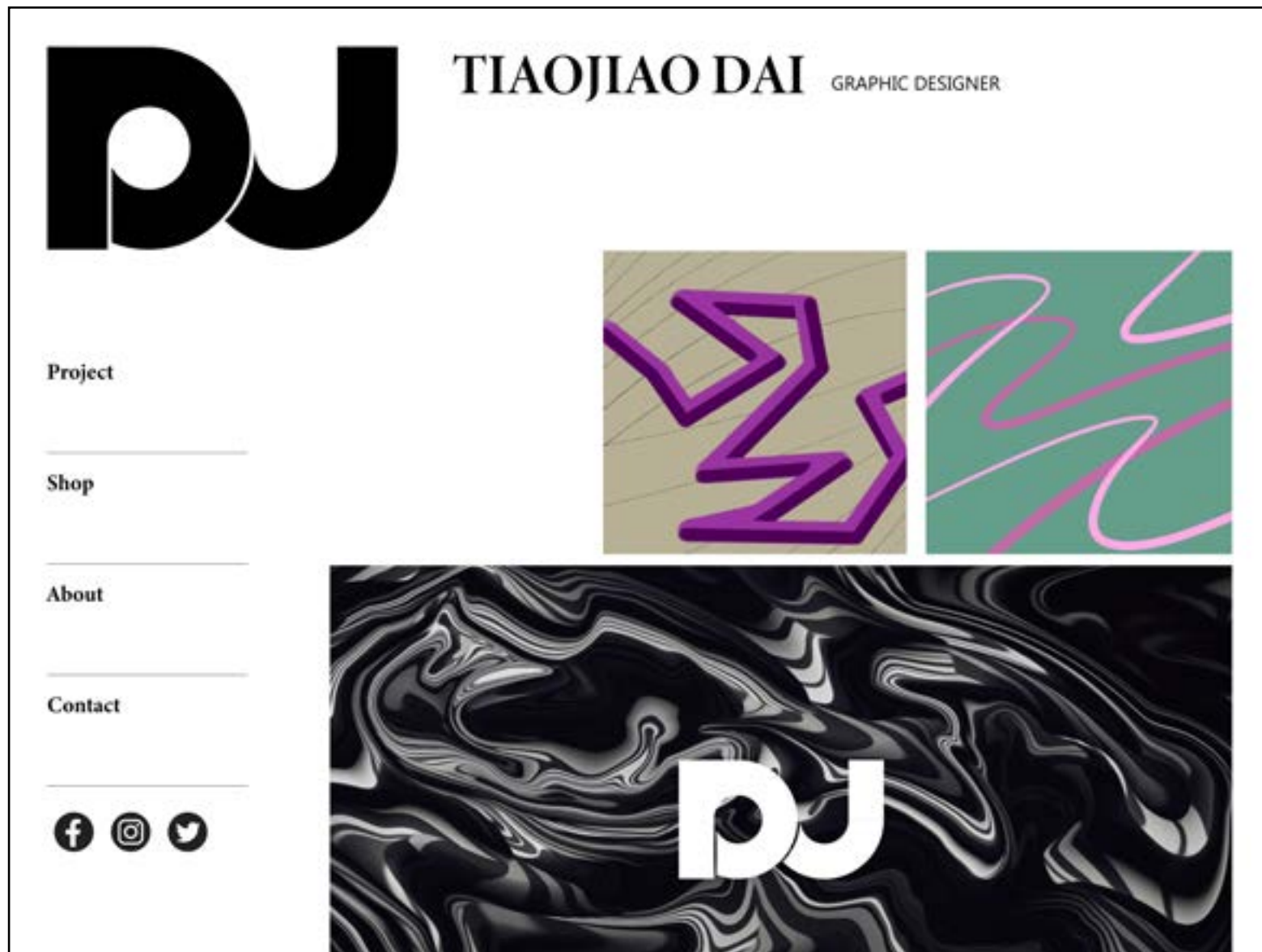
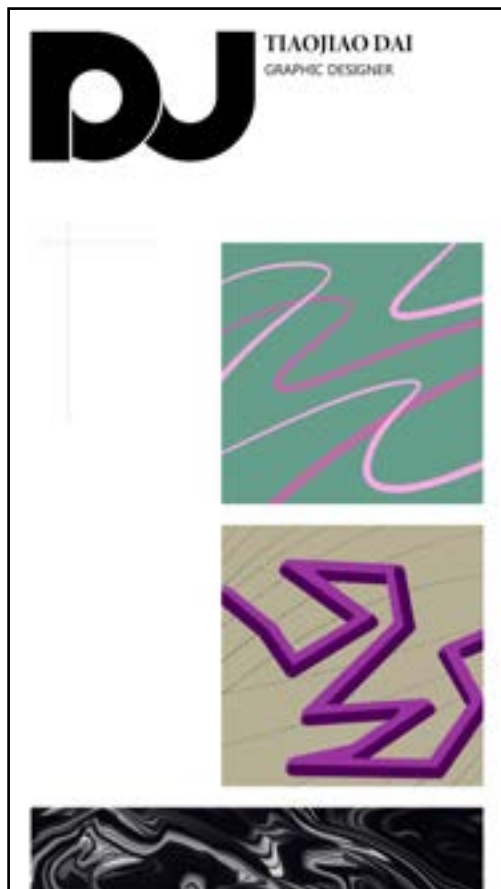
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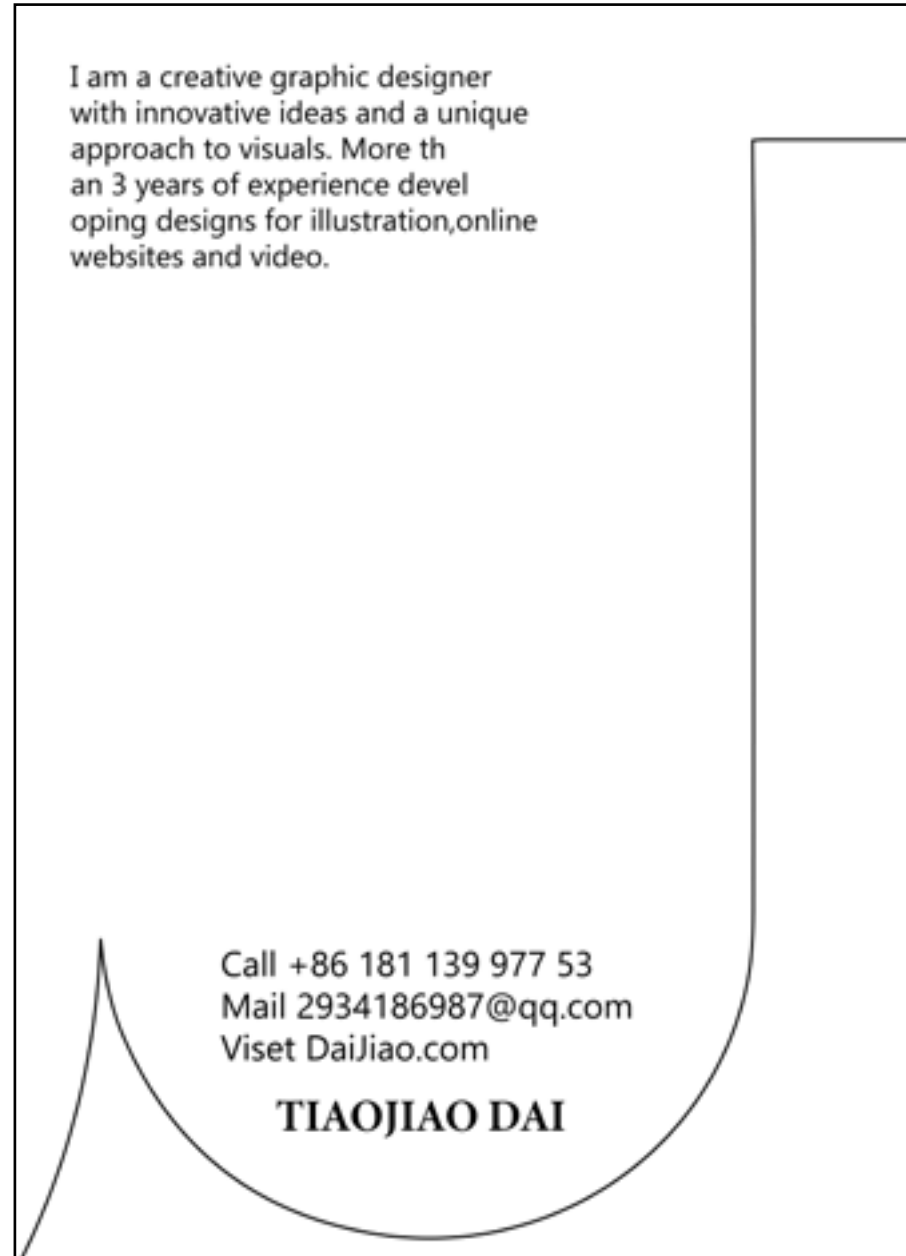
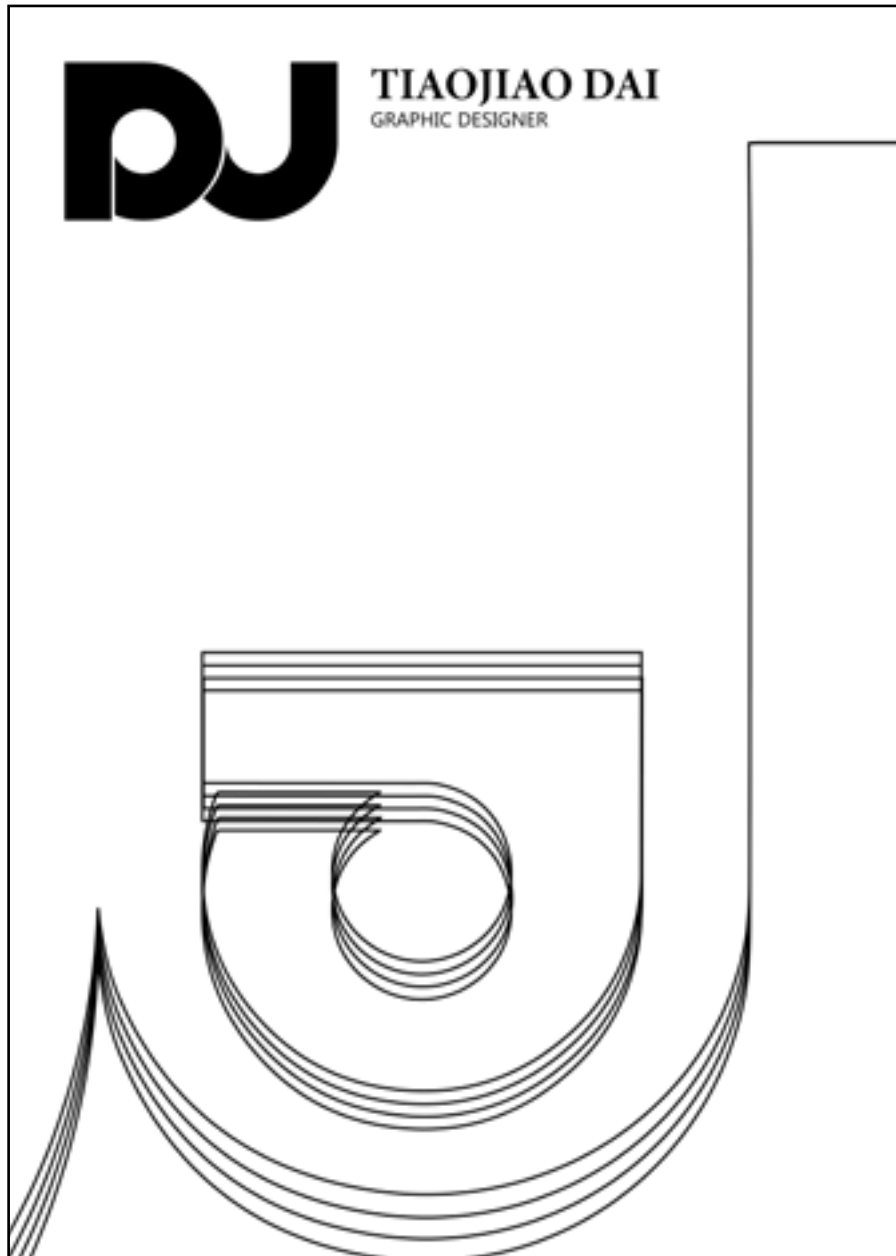
Bussiness card



Website



Postcard





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Tiantian Dai 2003764
Room 3
79 Cattle Field
Farnham
Surrey
GU9 7HB

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TAOJIAO DAI



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TAOJIAO DAI



Evaluation

In general, it is difficult for me to design a personal brand this time, because I have never done my own brand, so it is difficult for me to integrate my own elements into the design. I spent a lot of time at this stage, thinking about the elements that would express me, spending a lot of time. In a later tutor class, I listened to the teacher's suggestions and replies. I chose to learn from others' expressions of personal brand design, and then further thought about my own way, and finally solved this problem. Through the research phase, I found that the brand that can leave an impression on people is not flashy, which only makes people feel tired, so I adopted a simple logo and simple colors.

I thought about the name for a long time, but I thought three letters were too long, so I only used two of my name to name it. The source of my keywords is based on this idea, so my final logo is based on this idea. In the process of design, I also used many ways to express the logo in my mind. Finally, I chose this one based on my teacher's advice and my own preferences. However, I also encountered some difficulties. The gap of my logo is too small, which will make it look stuck together when printing in a small size. For example, on the business card, I also asked the teacher about this point, and the teacher gave me a suggestion, which also solved the problem well: design two logos. One of them has a bigger gap and the other is what it was.

As for this design, I think it is also very meaningful for me, because as I said at the beginning, this is the first time for me to design my own brand, and I think it is very interesting. I have never thought that I can create a brand, and doing what I want to do can really give people enthusiasm. I am also very satisfied with the result of the design, which also makes me learn a lot. For example, for the application of Indesign, I used PS,AI and other software before, but did not use this, which is the first thing I learned. The second is the rigor of the logo design. I put a lot of effort into the details of the logo design this time. How to make it more beautiful and how to look comfortable are all my careful consideration.

In this personal brand design, I have been confused and suddenly realized, I think it is a very interesting experience, which is also very meaningful to me, which can not be separated from the help of the teacher, many of my low-level mistakes have been timely corrected, I hope the future design can be better, I think it can be even better, if I give myself a grade this design, I will give myself 8 points. My weakness is that although my key word is simple, it may be too simple. I must do better next time.