

# Branding

“be your own brand”

# What is a brand ?

- A brand is more than a logo, tag line or product
- A brand is a perception or emotion, maintained by somebody other, that describes the total experience with the company, product or person.

# What is a personal brand ?

A personal brand is

- What the person stands for  
(competencies)
- What the person is committed to  
(standards)
- How the person represent to others  
(style)

# Why a brand for a person?

- Everybody has already a brand

Your brand is a reflection of who you are and what you believe, which is visibly expressed by what you do and how you do it.

- Defining that Brand helps finding your way to your futur.

# Why did I chose to become a brand?

- I want to work as a Digital Screen Artist or 3D Artist.
- These People usually work as freelancers.
- To be booked you need to have a well known name in the scene.

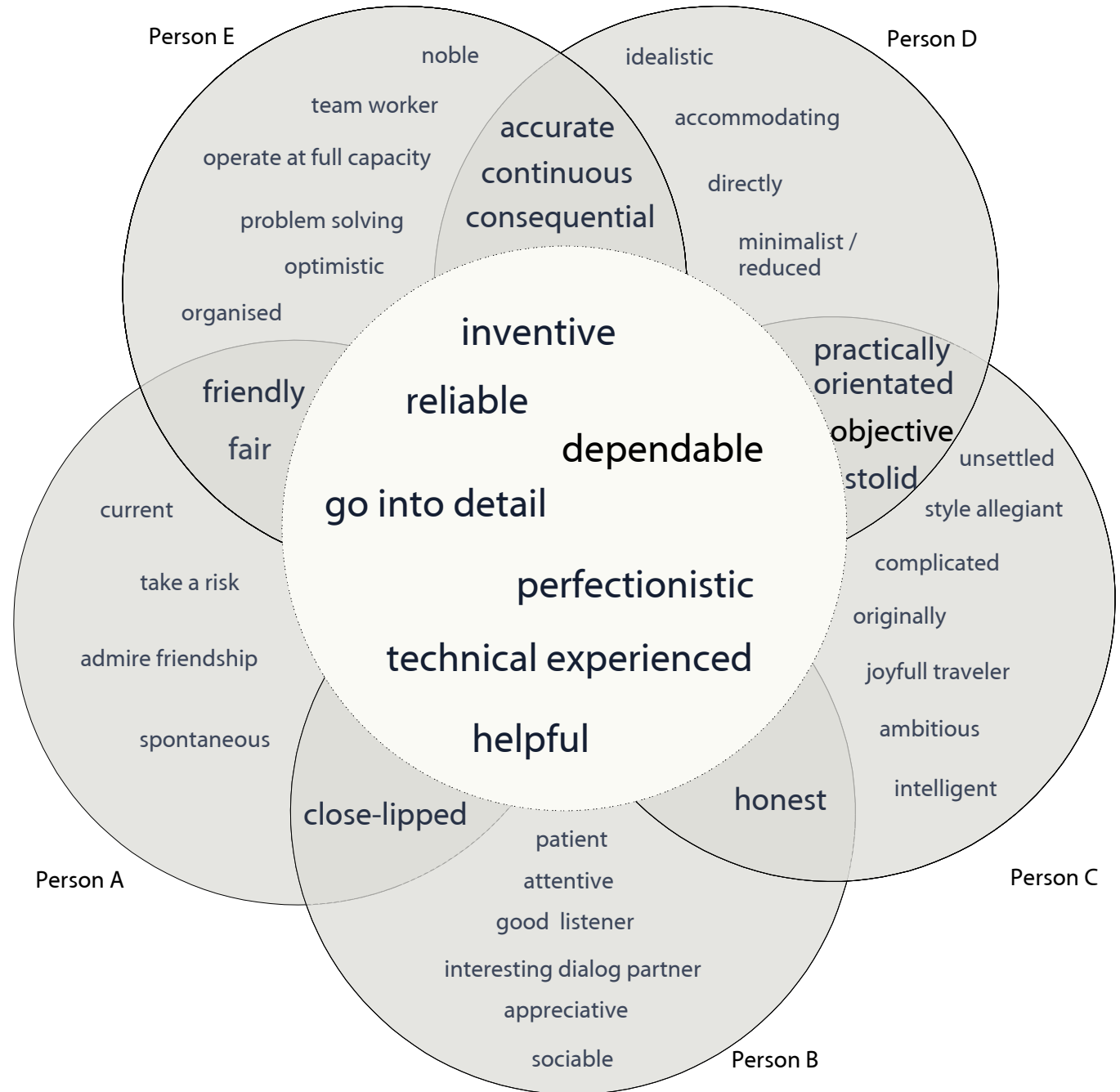
# The Brand:

Martin Bierschenk

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**mARTin**

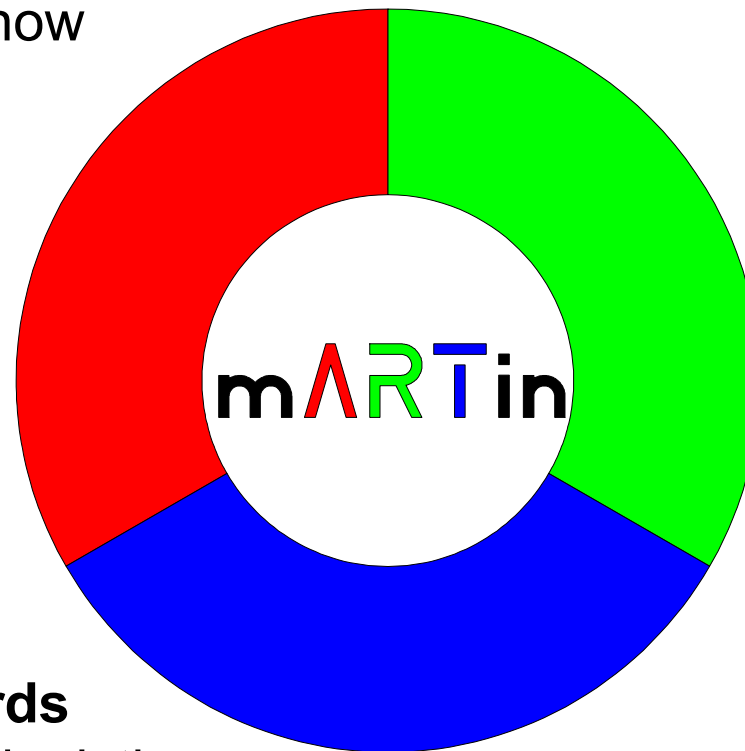
# Values:



# Brand Definition:

## Competencies

- Technical know-how
- team worker
- consistency
- Imagination
- objectivity



## Style

- dependable
- continuous
- accurate
- sociable
- honest
- noble
- fair

## Standards

- perfectionistic
- focussed on detail
- reliable
- resourceful
- objective

Logo:

**m** **A** **R** **T** **i** **n**

# Why did I choose the colours ?

- I choose Red, Green and Blue because these are the Basic colours used in the additive Colour Scheme (RGB) which is used in every Digital Media Like TV-Set, DVD, Computer Monitor, or any other Display.
- It's the opposite of the CMYK Colour Scheme used in Print.

**Claim:**

**ART in motion**

# Why ART in motion ?

- Why ART and not Design
- everything is Art – there is no exact definition. Design is a Part of Art.
- I want to make Films.
- Films are Pictures in motion
- I am in motion on my way to the future.

Thanks for listening