The following pages are from my sketchbooks.

They show the development process of the logo and brand.

They reveal the philosophy that guides my studio practice.

The logo is just an image.

But underlying the surface of everything we see is the story of who we are.

Our unique and shared histories. Our understanding and common ground.

I hope you enjoy these pages as much as I enjoy sharing this story with you.

-Jenie Gao
<table>
<thead>
<tr>
<th>#ARTiSToFLiFE</th>
<th>A REFLECTION</th>
<th>A THEORY</th>
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<tbody>
<tr>
<td>Few of us truly know what we want. That’s fine. The key is learning to make decisions, not because we know for certain that we make the right decisions, but because we know our values and what is needed to maintain personal integrity. This life makes no sense.</td>
<td>Imagine that these flowers are our creative self-expression, our opportunities. These leaves are our processes, our daily work and rhythms. These are the fruits of our labor (literal &amp; figurative, perhaps!)</td>
<td>We have quietness, emptiness, and lack of opportunity, things we often take for granted as necessary in order to begin again. The seemingly disparate paths we can take to seemingly diverse end results all stem from the same roots. So why do we stand at a fork in the road and that to go down one path is to diverge from another?</td>
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Everything is an art, full of integral beauty.

In absence of all of these, we have reflection.

The Backstory of a Personal Brand, Motive, & Logo

JENIE GAO STUDIO
A mentor of mine once asked, “If you become a wife, do you cease to be a daughter?”

Does it not follow that if we do not love our parents, we will struggle to love ourselves?

Does it not follow that if we do not earn our money by doing work that we believe in, we will waste this money?

 Everything is a transference of value. We do not gain nourishment from things whose value is depleted or nonexistent.

 This is the danger of being inconsistent with ourselves, not in making the wrong choices but in focusing on the wrong motives, both through our action and inaction.

 I am after something very simple.

 I want to add beauty to the world.

 I want it to be obvious that I love what I do, and I want the people who experience my work to know what love is when they see it.

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