

Brand Clarity & Design

Create Your Brand's Visual Identity.



Businesss Bootcamp: Brand Clarity and Design

WWW.THEVIRTUALSTUDIO.CA

Introduction: What is a brand?

Jeff Bezos, founder and CEO of Amazon.com once said:

Your brand is what other people say about you when you're not in the room."

Aside from what service or products you offer **your brand is going to play a very large role in your success.** Mr. Bezos is right, your brand is a representation of you, which is why it is imperative to put together a good strategy.

Branding is not just about your fonts, colours, logos and design it also is about your values, purpose and message.

When you create your brand, you should have a solid strategy in place and implement it so you will have an edge on the competition. Your brand will be derived from who you are because you are the only thing that no other business has. Therefore, you want to make sure your brand is a strong and genuine representation of you, your values, and your business.

Step ONE: Clarify your purpose.

What is wrong with the world and how you intend to fix it?

Mission: _____

What the world will look like after you have finished fixing it.

Vision: _____

Take a moment to reflect, come alive, and determine your true purpose. Why did you pick this business and why do you want to do this?

Your Why: _____

No business is too small to have a strong set of values. What do you believe in? What guides you, what will guide your business?

Your Values: _____

Who is your ideal client? How old is she? Does she work? What is her career? Is she married and have a family?

Dream Client: _____

What are her fears and frustrations?

Her pain points: _____

What are her hopes and dreams?

Her thoughts: _____

How will you ease her fears and fulfil her dreams?

Your solution: _____

Step TWO: Finding your brand keywords.

Read all of your answers above and highlight all the adjectives and descriptive words you used. Do this for all of them, your business' vision and mission statements, your why, and client profile, then list them below. If you come up with any additional, related words, add them to the list.

Circle the top 5 keywords that radiate your brand the most & list them below.

1. _____
2. _____
3. _____
4. _____
5. _____

Congrats!

This is the personality of your brand!

Step THREE: Creating your mood board.

A mood board is a visual brainstorm of what you want your brand to look and feel like.

- Create a secret Pinterest board and title it "Your Business Name Brand" Inspiration.
- Pin images of colours, photos, logos, textures that "speak" to you.
- Choose one image that you feel is the "ideal" visual for your business values and purpose.
- Save the images to your computer and create a collage onto a blank document. Google docs, Canva, Pic monkey - any program you choose.

Choosing your colour palette.

An effective marketing strategy makes it essential to understand what a colour means and its impact on your brand. What does it represent and is it in line with your values and keywords? What emotion will they evoke and why?

Colours will influence how your customers will view your brand's "personality". Numerous studies have shown that our brains prefer brands that are instantly recognizable, which makes colours an essential part of your brand identity.

Take a peek at the graphic on the next page and see how colours are being used for these big brands.



A brand board is a document that helps you stay clear on the visual elements of your brand so that everything you create is consistent. This is what will make it easy for you to secure brand recognition and stay connected to your audience.

- Create your colour palette, aim for at least 5 colours.
- To help go to colors.co and use the generator, you can upload your mood board and it will create a colour scheme for you!
- Aim for 1-2 neutral colours for backgrounds and textures.
- 2-3 dominant colours, these you will use the most.
- 1 accent colour, this will be bold and used sparingly to add emphasis

YOUR COLOUR PALETTE

_____ # _____ # _____ # _____ # _____

Choosing your font combination.

Choose 2 main fonts that have both balance and contrast - one serif font and one sans-serif font. Also, make sure that the personality of your fonts harmonizes with the personality of your brand.



- Choose complementary fonts.
- Establish a visual hierarchy.
- Consider context.
- Mix serifs and sans serifs.
- Create contrast.
- Steer clear of conflict.
- Avoid pairing fonts that are too similar.
- Use fonts from the same family.

Designing your logo.

Try to keep your logo simple and consistent with your brand personality. Do a "logo" search on Pinterest for inspiration and sketch out 4 ideas on the next page. Then create your unique logo using Canva, InDesign, or Photoshop - whatever design program you prefer! If you have no idea how or where to begin on creating your own logo, check out [fiverr.com](https://www.fiverr.com) or [tailorbrands.com](https://www.tailorbrands.com)'s logo maker! They have some great designs at a great price.

Finding your design elements.



You can create your own design elements from scratch in your favorite design program or by "branding" the patterns, textures, and icons already available for you in tools like Canva.

Remember to ensure your design elements align your brand's colours and style. If you have a clean, simple brand, then you want to make sure that your design elements have that clean, minimalist look and feel.



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IDEA ONE	IDEA TWO
IDEA THREE	IDEA FOUR

Step FOUR: Putting it all together.

Create a branding board. Templates can be found on [Creativemarket.com](https://www.creativemarket.com) or Pinterest. The reason you are creating this brand board is to ensure consistency across your brand's visuals. This means you will only use these same fonts, colours and graphic elements, no matter what you produce. There is room for flexibility (if you are making a stand-alone product like an e-book, for example), but in order to establish brand authority and recognition, consistency is key.

Remember, keep the branding process fun and simple by working through the workbook one step at a time and don't over think it!

Also, keep in mind that your personal values and your business' values are often one and the same and the purpose of your branding is to attract people with those same values.

"Design is the silent ambassador of your brand."

Paul Rand

Key Takeaways

- A good brand will create a lasting impression in the minds of their customers.
- Your business' vision, mission, and values are at the heart of your brand.
- Your brand board is your all-in-one graphic design toolkit - using it will make creating websites, social media graphics, business cards, etc. with ease.

If you need any help at all, just reach out to me.

You can find me at:

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www.facebook.com/groups/VirtualStudioNetwork