

Brand Identity Workbook



Alright Ladyboss, let's talk branding.

Branding is how we refer to all the visual elements that make up your business profile. If your business were a person, what is the uniform she would wear to work every day? Her Facebook cover image? Her avatar? **Branding includes every single graphic that represents your company, like:**

- Your Logo
- Business cards
- Letterhead and stationary (or, more realistically, the signature on your emails)
- Product packaging
- Shopping bags
- Advertisements
- Brochures
- Flyers
- Social Media banners and avatars
- Instagram posts

Your branding includes colors, fonts, shapes, a mascot or symbol, even words and phrases.

Now, if you're anything like I was 12 years ago when I started my first business, your head is going in a million directions. You might like ALL of the colors. You fall in love with every logo kit you see on Pinterest. You want a dolphin to represent your accounting firm because they're smart but not so serious. Wait, but you also have this adorable stick figure talking dollar bill that your Aunt Gretta drew for you that you want to incorporate that into your brand too, because it was so sweet of her to help, and...

WHOA, girl. Slow down.

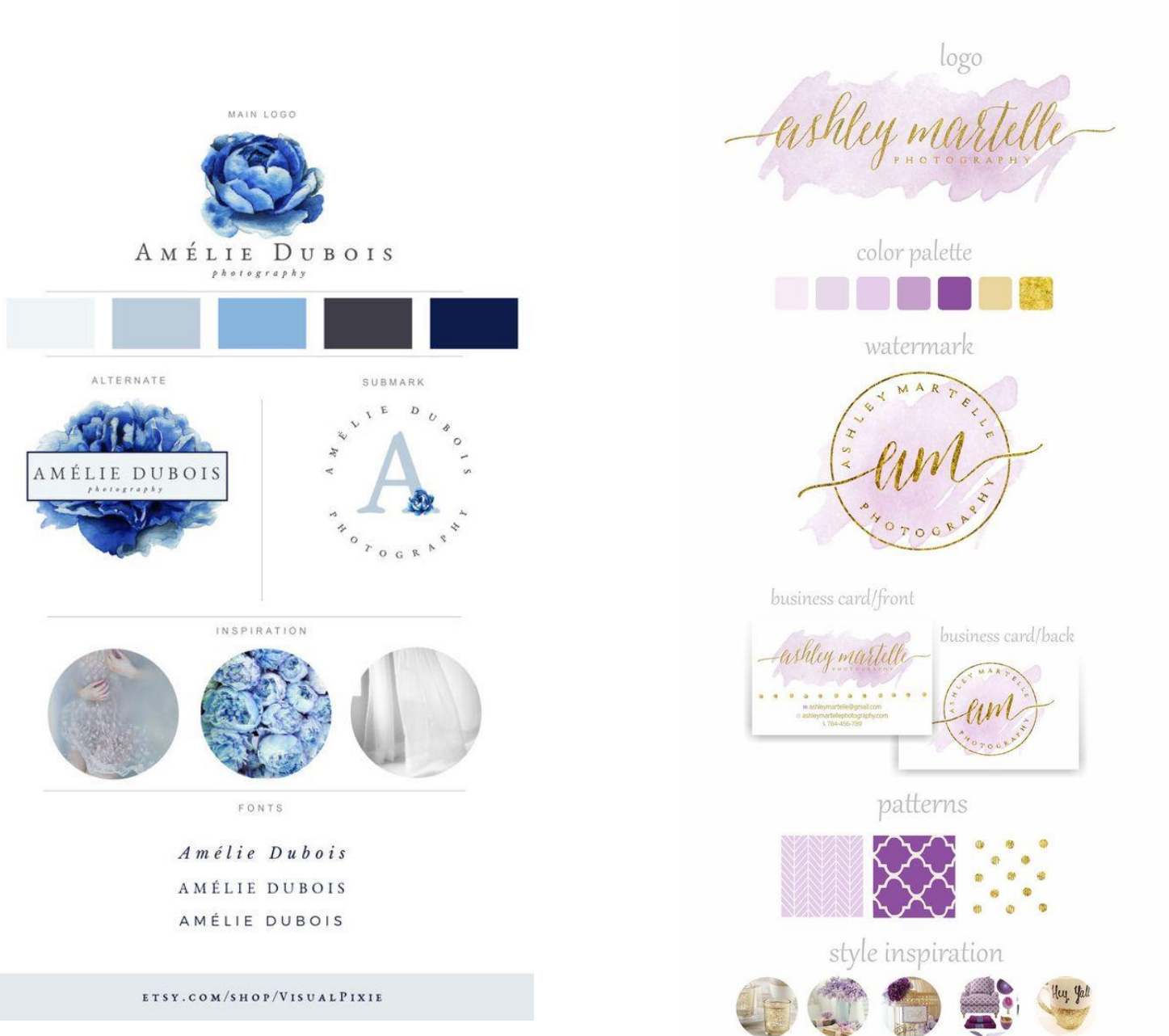


We could talk about a thousand reasons why you need to focus your branding. In fact, I'd be happy to talk to you directly about your ideas and why they are great or why someone needs to gently urge you to burn that talking dollar bill graphic because it's just awful. (I'd be happy to deliver the news to Aunt Gretta if you need me to. That's what we're here for.)

But we've already done too much talking and not enough working.

By the end of this workbook, you should be able to come up with a fancy schmancy "branding board" that is a nice visual summary of what you've decided.

Here are some cool sample branding boards from various designers to get you in the mood. And if you want to make one like this but don't have graphic design skills, let us know and our designers can step in...



Let's Get Started, Ladyboss!

THE BRAND IDENTITY WORKBOOK

Owner/representative name:

Company Name:

Select one:

- New Company
- Re-branding an Existing Company (Please include your current logo and brand board or description of colors and samples of past marketing materials)

1. What are your products & services?

2. Do you work/sell from a brick-and-mortar shop, online shop only, or both?

3. Define Your Buyer Persona

Who exactly are your customers and what specific problem are you solving for them? Answer as many of these questions as you can. If you get stuck and want some help brainstorming, let us know!

- *What are they trying to achieve?*
- *Age Range:*
- *Is your product more relevant for one gender or another?*
- *Where do they live? Suburbs or city? Apartment or house?*
- *What are two occupations your buyers could have?*
- *Are they more likely to be single, dating, married, or divorced?*
- *Is it more likely they have children? Under 5 years old? 5-12 years old? Teenagers? College students? Adult children?*
- *What specific problem does your company solve for your client?*

(...continued on next page)

→ Think of 5 places your client could go to find a solution to this problem. Whether it's a physical location (to find a DIY book, a high end retail store, asking friends for recommendations, etc.) or online (Google, Pinterest, Facebook groups for moms, etc.)

1

2

3

4

5

4. Identify Your Unique Selling Position

Why is your product going to work better for your clients than others? What aspects of your services will be more successful?

→ *Is there something people hate about the current model that your company will do differently?*

→ *What will be unique?*

→ *How is your product/service priced? Do you plan to sell at a lower cost than the competitors, competitively similar, or will your product be valued higher?*

5. Develop Your Brand Colors

Did you know that there's a ton of research on the psychology of color in branding? Studies show that color affects a consumer's emotion, and emotion plays heavily into purchasing decisions. However, perception is highly subjective, so don't invest too much time agonizing over the psychology of color. That being said, here are some questions to help channel your brand color decisions:

→ *What is your personal favorite color or color schemes?*

→ *Will your logo be going on an item or package with specific colors? (an airline logo will need to look good on an all-white airplane, a yoga studio logo should look good on the standard pink and purple yoga mats, etc)*

→ *In your niche industry, is there a color scheme that is utilized by the majority of competitors? (for example, pastels in baby products, teal in bath & body products, pink and teal in the feminine hygiene industry, green in food and organic industries, etc.*

→ *Would you rather play into larger brand recognition by using similar color schemes as your competitors:*

□ I like this idea



Walgreens increases the likelihood of their product being bought by utilizing the same packaging designs with a lower price point.

Or stand out from the rest by using a different color:

□ I like this idea



When Kotex re-branded with the “U” campaign, their black boxes with neon colors stood out in a sea of pastel and white, appealing massively to a younger generation of buyers.

→ *If your aim is a luxury brand, are there colors that you feel reflect luxury?*

→ *If your aim is a children's brand, what colors appeal to children and parents?*

→ *Are there any colors that should be avoided completely in your industry due to poor customer perception?*

→ *What are some of the current trends in color and style for branding?*

6. Define Your Brand's Personality

This might be in line with your own personality, or it might be completely different. How do you want your company to be perceived and described if it were a human? Funny and playful, serious and focused, trendy, aggressive and to-the-point, rebellious, peaceful, etc?

7. Consider a mascot or symbol

Is there an animal or character that could physically embody your brand's personality? Or, is there a character that has become part of your brand's history/story that could represent you?

Is there a symbol often associated with your industry that could easily identify your industry at first glance to a customer? A leaf for an organic product, a fork/knife for a restaurant, scissors for a beauty shop, etc.

Is there a symbol or object that you personally gravitate to that you'd like to consider incorporating into your brand identity?

8. Choosing fonts

Your brand should have two different fonts as part of its imagery. Some companies like to have a scripted and a print font to contrast. Are there any fonts or styles of text you know that you want to use?

Traditional Print Fonts

Arial
Bookman Old Style
Archer
Typewriter
Times New Roman
Candara

Script/Cursive Fonts

Canela Bark
Hensa
Mark My Words
Milasian Circa
Sacramento
Edwardian Script

Unique/Trendy Fonts

blotchy
FUTURE
DIN Neuzeit
Garlic Salt
GIST ROUGH
Hand drawn
Small tall
Taken by Vultures

You're all done!

* h i g h f i v e *

Now, take a few days to reflect on the overall picture you've created from the branding goals you have.

Create Inspiration Boards

Create a secret Pinterest board where you can collect ideas that exist that you really love. Use search terms like “logo”, “brand kit”, and “brand” – search for some that are in the colors you've now defined for your brand. Or, if you can't decide between a few colors, add some pins with each color and see if you start to gravitate toward one collection more than another.

If you've considered a mascot or symbol for your company, browse some existing designs that include it just to see how it plays out in real life – there are some hideous design f***-ups that we love to share on our Facebook page from time to time.

Create A Brand Board

Remember how I mentioned brand boards at the beginning? Yeah, these will become your reference point for everything that will visually represent your brand:

- Web avatars
- Social Media headings and banners
- Digital Marketing
- Flyers
- Print ads
- Newsletters
- Coupons

You can check out another sample brand identity board on the next page – ours! When I made the transition from an individual freelancer to brainstorming the vision for a firm of service providers, I used the same process to define our unique brand vision here at *SPARK*

LOGO DESIGN



ALTERNATE LOGOS



COLOUR PALETTE



FONTS



PATTERNS



STYLE INSPIRATIONS



Copper Verdi Raised

AllaSignsAndPlaques

YOUR BRAND

Join the Ladyboss Nation



www.facebook.com/sparkyourwork

Share your ideas for your brand with other business babes and experts to rally some advice – it's ALWAYS a good idea to have two or three people look at your ideas before going public.

Otherwise you end up with a badly-drawn talking dollar bill as your mascot.

I'm *really* sorry, Aunt Gretta.



Feeling Overwhelmed?

It's cool. We're here for you.

One of the biggest secrets to running a successful business is to not try to do everything yourself.

Ask us a question or two by emailing liz@sparkyourwork.com

Get Sparked!

If you have more than a question or two, hire the SPARK team to help develop your brand identity. We'll set up a series of phone calls or Skype sessions to go through it piece by piece to develop your ideas and generate an attention-grabbing, professional, and personal brand for your business to succeed!

Just be aware - The Spark brand development isn't for everyone.

We are only for the **bold, badass ladybosses** who are ready to put in the work on the front-end to develop a successful business.

We plan on being a partner with you for years to come. Whether it's through the occasional high five, monthly coffee-and-bitch session, or a working relationship – we want to see your business succeed!

