

A POWERFUL PROCESS

for memorable brands

GROYOURBIZ WEBINAR

September 2019

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A proven process to create and launch a new or refreshed brand.

+

The practical tools you need to build a memorable brand.



OVERVIEW

- 01 What Is a Brand?
- 02 Discover Your Brand
- 03 Define Your Brand
- 04 Design Your Brand
- 05 Launch Your Brand



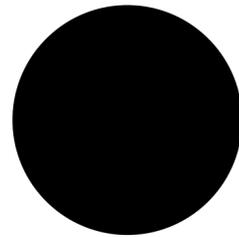
01

What Is a Brand?

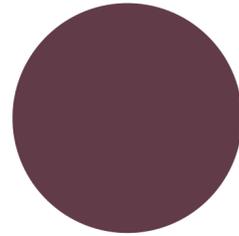


YES, A LOGO IS INVOLVED

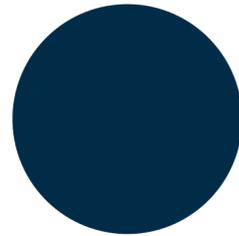
BRAND COLOURS + *fonts*



BLACK
#231F20



DEEP PURPLE
#613B48



DUSTY BLUE
#002C48



GOLD FOIL
(digital texture or real foil)

BISON BOLD (HEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Baliq script regular (accents, quotes)
abcdefghijklmnopqrstuvwxyz

OPEN SANS REGULAR (SUBHEADERS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Light (body copy)
abcdefghijklmnopqrstuvwxyz

the **LITTLE** **FITNESS** *co.*

YES, THERE ARE COLOURS AND FONTS

JUST DO IT

FINGER LICKIN' GOOD

BECAUSE YOU'RE WORTH IT

THINK DIFFERENT

YES, IT'S WHAT YOU SAY AND HOW YOU SAY IT

BUT MOST OF ALL...

*A brand is how it makes its
customers FEEL.*

How do you achieve a feeling?



A cartoon illustration of Mickey Mouse dressed as a wizard. He is wearing a blue pointed hat with yellow stars, a red robe, and yellow gloves and shoes. He is sitting on a purple rug, looking up and to the left with a slight smile. A yellow cloud is visible in the upper left corner. The background is a dark blue gradient.

By discovering and defining your
BRAND PERSONALITY

02

Discover Your Brand

If you have a business, you have a brand, whether you like it or not.

If you're an employee, you work for a brand.

In today's world of social media, individuals are developing and monetizing "personal brands".



*To discover your brand personality, ask yourself
FOUR questions to uncover what makes you different
and learn who your customers REALLY are.*

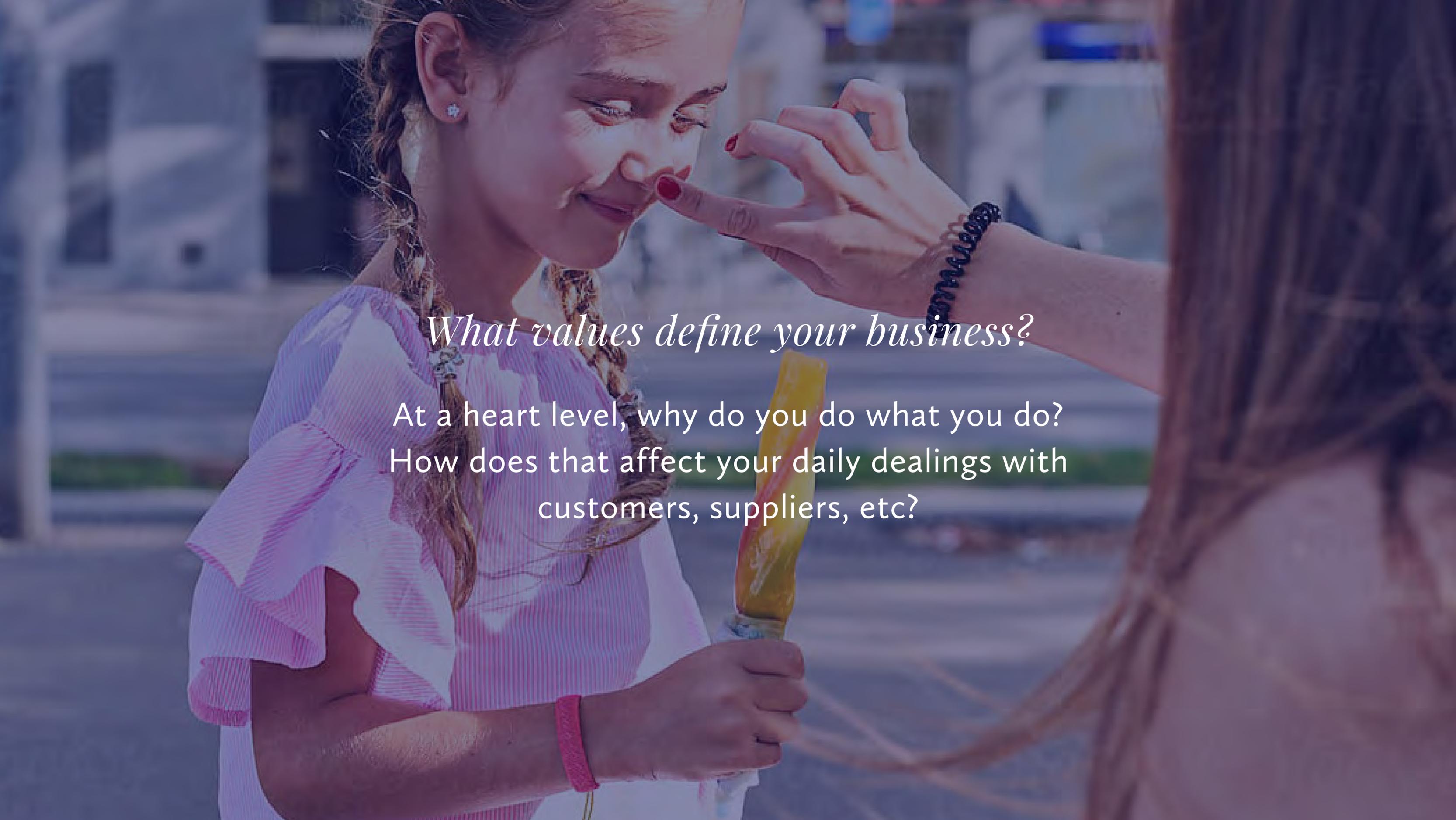


A young boy is standing behind a lemonade stand. He is wearing a white t-shirt and a paper hat that says 'LEMONADE'. He is shouting into a megaphone. The stand has a sign that says 'LEMONADE ICE COLD'. There are lemons and a large pitcher on the stand. An American flag is on the right. The background is a wooden fence.

What does your business specialise in?

Go beyond the obvious - what is the BENEFIT of the product or service you are providing?

What aspect of your offering is most profitable and enjoyable for you?



What values define your business?

At a heart level, why do you do what you do?
How does that affect your daily dealings with
customers, suppliers, etc?

A blue Pepsi can and a red Coca-Cola can, both condensation-covered, on a reflective surface. The Pepsi can is on the left, and the Coca-Cola can is on the right. The background is a light blue gradient.

*Who are your main competitors,
and what makes you different from them?*

Delve into why a potential customer would choose you over your competitor. This “why” will start to define your brand communications.



*Who are your most profitable clients,
and who are your dream future clients?*

Use any customer data you have and expand on it. Get specific and go beyond age groups and income levels. What are their core values? Where do they go on the weekends? What do they wear? What other brands do they admire?

Record all your answers, you will come back to them to help you define your brand.

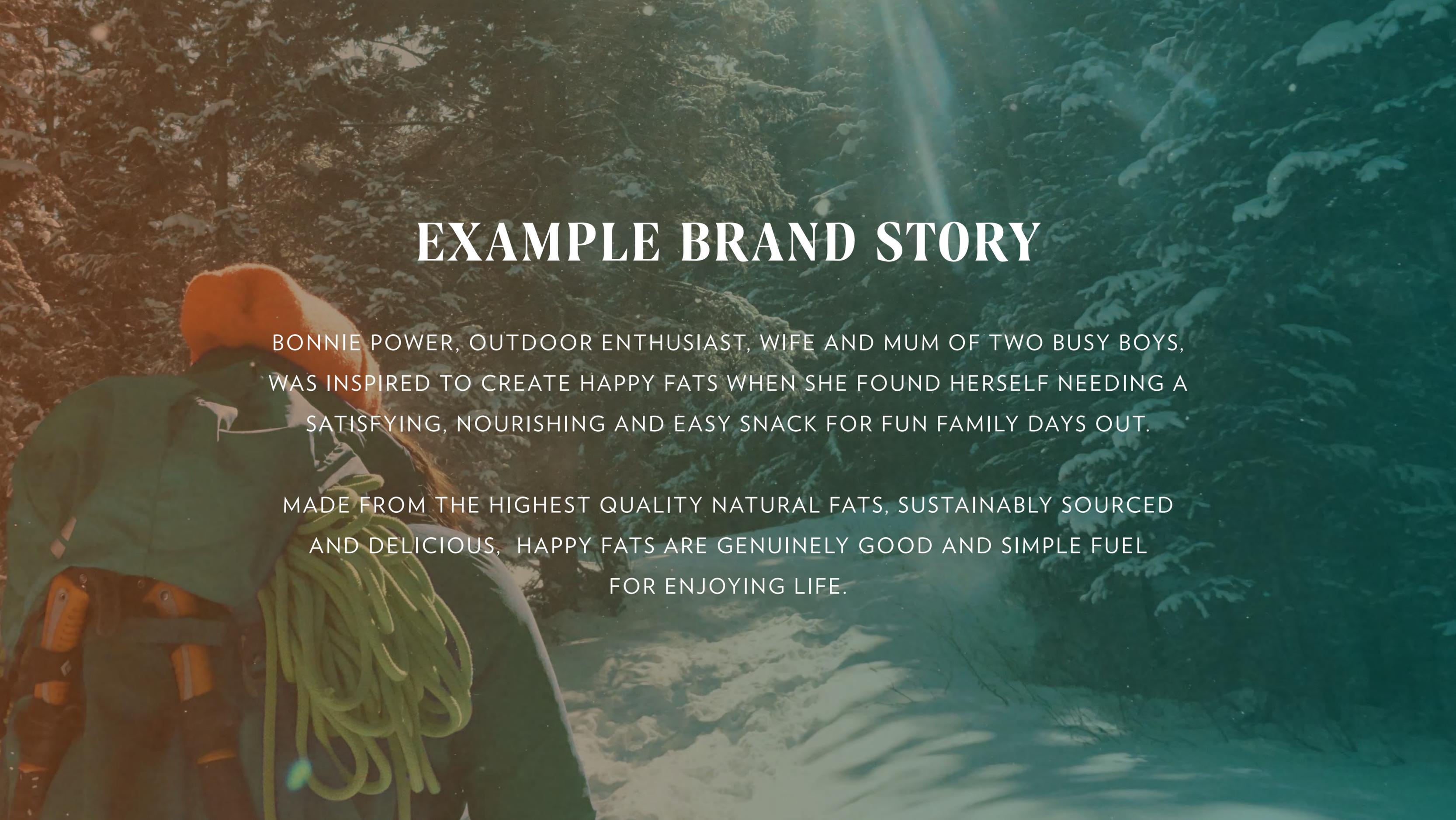


03

Define Your Brand

*Start with writing your “**brand story**”. This is a short blurb that might be featured on a website “About” page, the back of packaging, or in an article about your business.*

*It’s the most romantic description of the **who, what, how and why** behind your brand.*

A person wearing a green jacket, a red hat, and carrying a large coil of green rope on their back is seen from behind, walking through a snowy forest. The scene is dimly lit, with a soft teal and orange color palette. The background shows snow-covered evergreen trees and a path leading into the distance.

EXAMPLE BRAND STORY

BONNIE POWER, OUTDOOR ENTHUSIAST, WIFE AND MUM OF TWO BUSY BOYS, WAS INSPIRED TO CREATE HAPPY FATS WHEN SHE FOUND HERSELF NEEDING A SATISFYING, NOURISHING AND EASY SNACK FOR FUN FAMILY DAYS OUT.

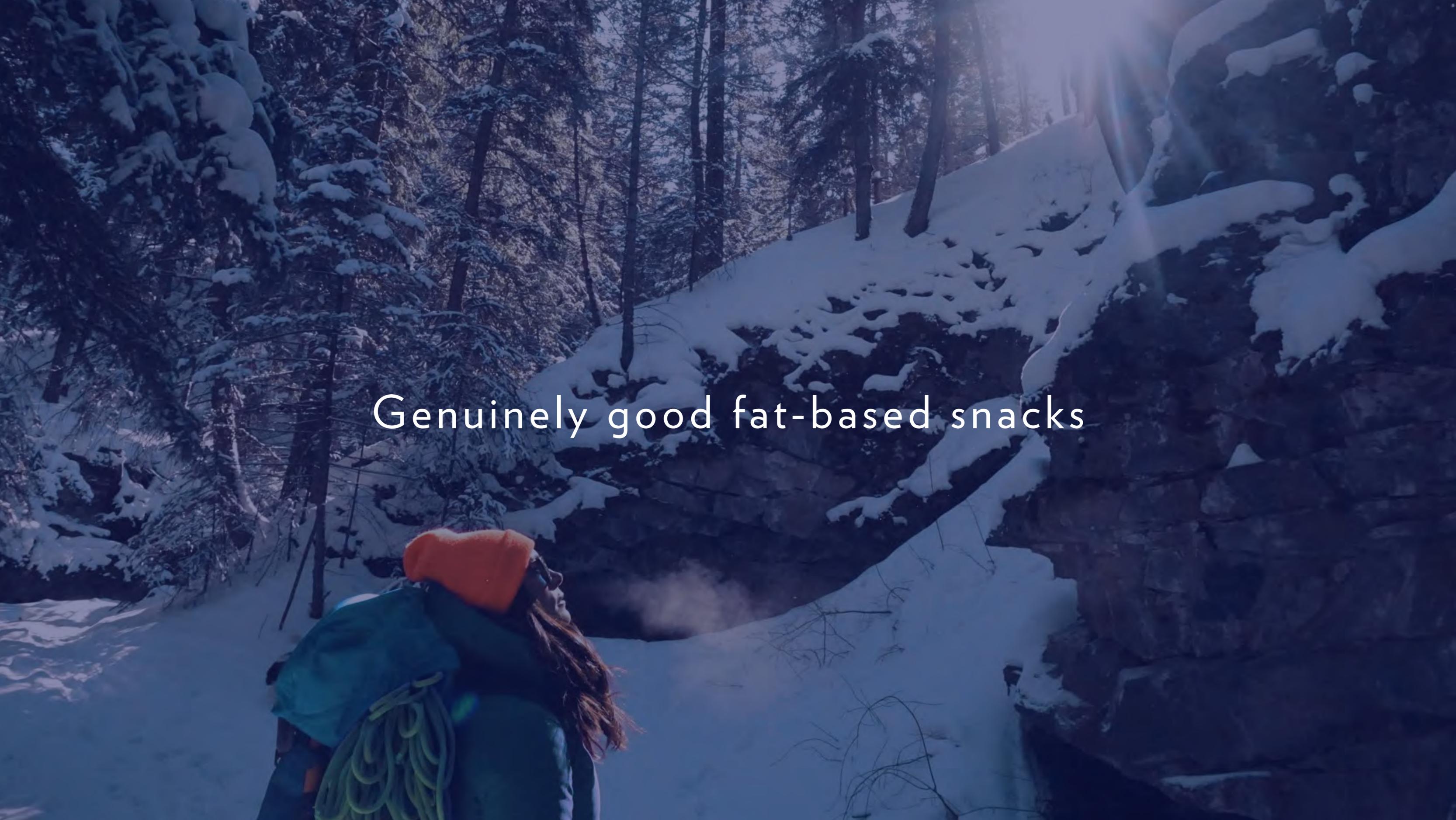
MADE FROM THE HIGHEST QUALITY NATURAL FATS, SUSTAINABLY SOURCED AND DELICIOUS, HAPPY FATS ARE GENUINELY GOOD AND SIMPLE FUEL FOR ENJOYING LIFE.

*Now, distill your brand story
into one sentence:*

Your **USP** =
Unique Selling Proposition

*What do you want to be known for that sets
you apart from the competition?*



A hiker wearing a red beanie and a green jacket with a large backpack is seen from the side, looking up at a snow-covered rocky slope in a forest. The scene is dimly lit, suggesting a winter or overcast day. The text "Genuinely good fat-based snacks" is overlaid in white in the center of the image.

Genuinely good fat-based snacks



Stylish and affordable flat-pack furniture



The world's best barista made coffee



Human-centred technology experiences



Next, use your findings from “Discover Your Brand” and your USP to refine your brand into:

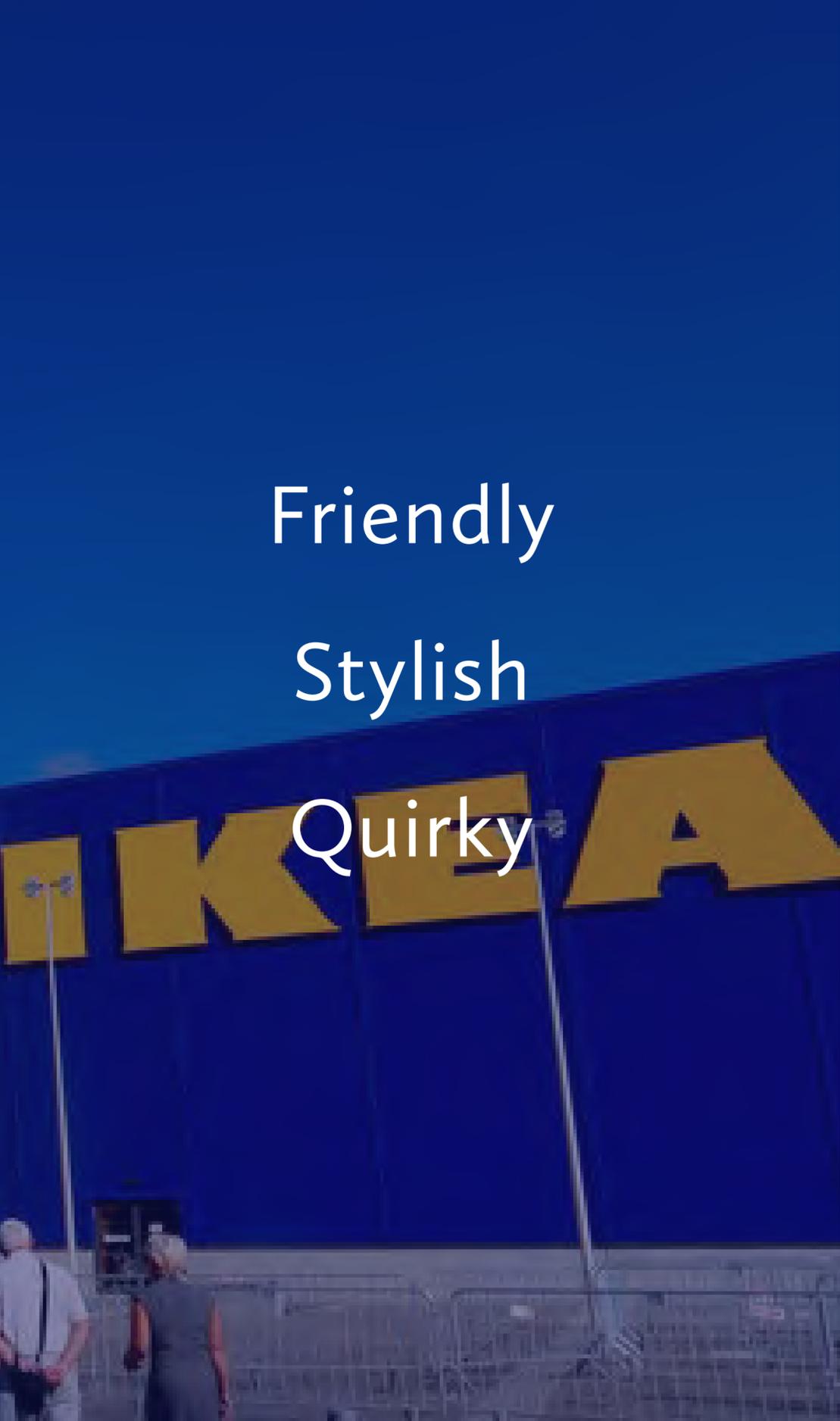
3 Key Words

How should your brand LOOK, FEEL and SOUND?



A photograph of two women in winter attire laughing joyfully in a snowy forest. The woman on the left wears a bright orange beanie, sunglasses, and a teal jacket, holding a yellow mug with a mountain scene. The woman on the right wears a brown beanie, sunglasses, and a dark blue puffer jacket. The background is a dense forest of snow-covered trees.

Happy
Genuine
Fun



Friendly
Stylish
Quirky



Personal
Premium
Inspiring



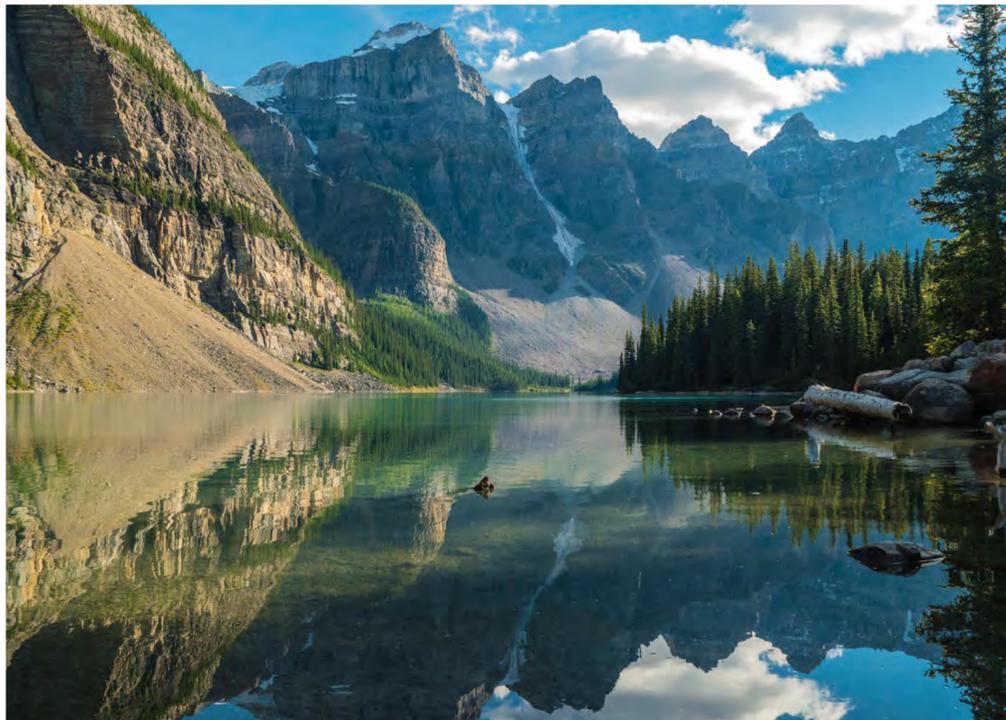
Creative
Essential
Human

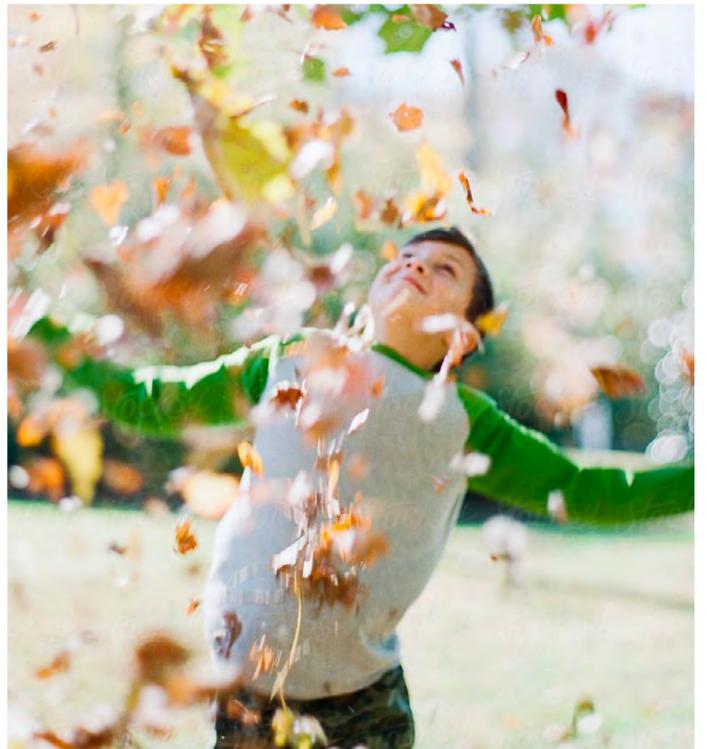
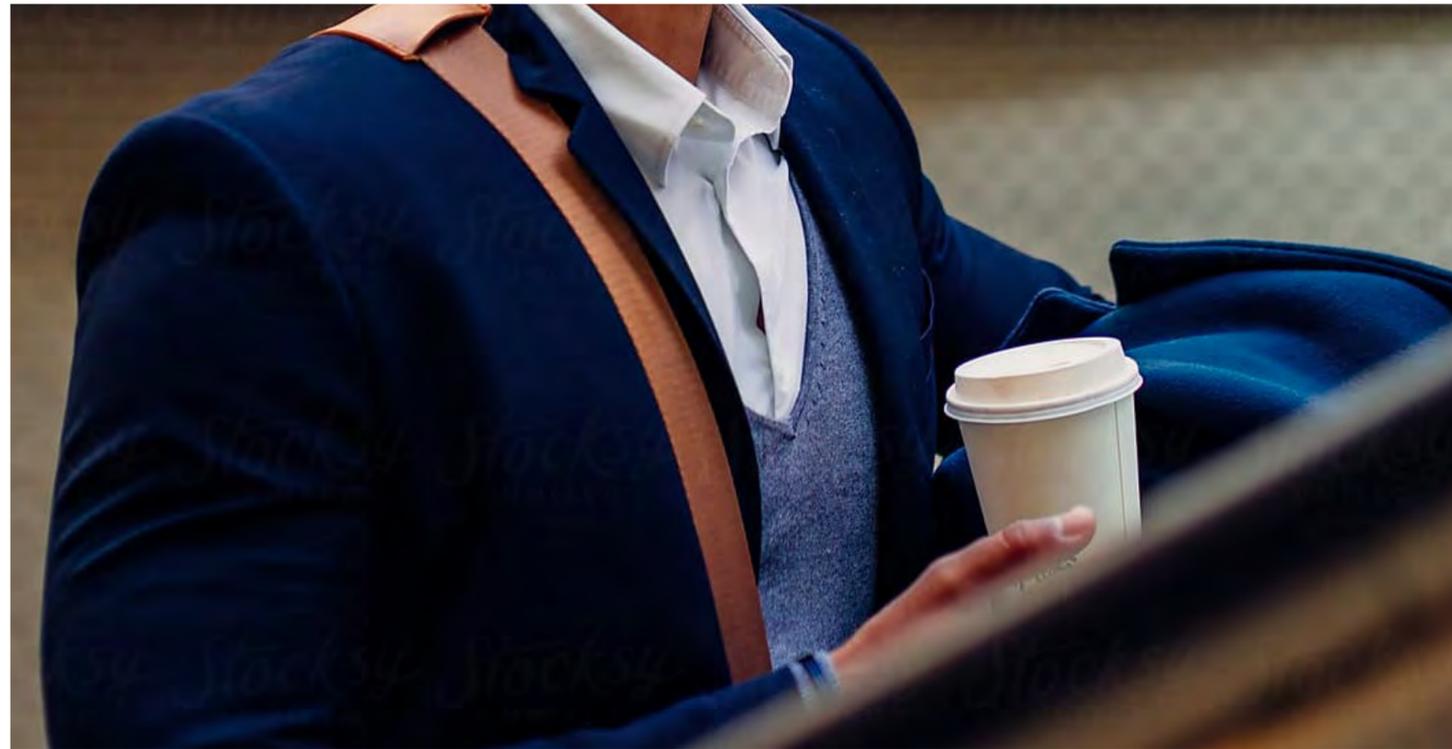
*Use your key words as search terms to
find inspiring images!*

Create Your Moodboard

Don't get too literal, again, this is about a FEELING.







*Finally, use all of your answers from the
Discover and Define phases to:*

Write Your Brief

(EXAMPLE LINK HERE)

Use this to engage a designer or agency.



04

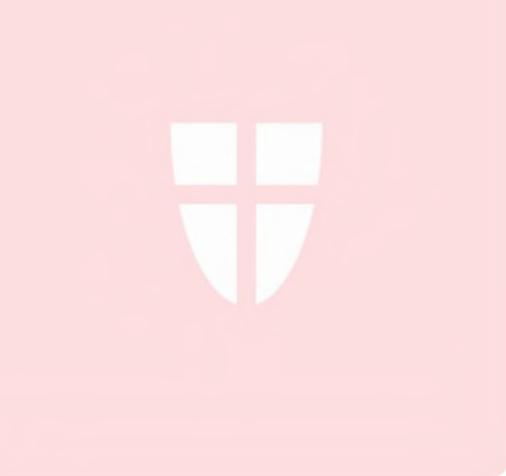
Design Your Brand

Answering the question...

How do I choose a Designer?

And is it worth the cost?





The world's "most liveable city" gets a makeover...



Design Inspiration Roundup 06/2018



Design Inspiration Roundup 06/2018



ITC Serif Gothic® - Webfont & Desktop font «...



Apeloig



Logo Inspiration

Like architecture, law or medicine, design is a CRAFT that is learned and developed over time.



Logo Inspiration



Logo Inspiration



Logo Inspiration



Logo Inspiration



Logo Inspiration



Logo Inspiration



Logo Inspiration





For a beautiful result that you and your customers will LOVE,

Take the time to seek out and connect with the right designer for your style and budget.

It really is personal.

How to Find a Designer

- 01 Find out who designed local brands you love (ask the cafe or shop owner)
- 02 Ask your network (in person or online), but always ask to see a portfolio before committing.
- 03 Google “graphic designer” in your city and peruse online portfolios. If you don’t see work you love, move on.
- 04 Search “branding” on Instagram, Pinterest or Behance and click on images you like to see if you can find the designer’s contact.



...now how do I choose?

01 Gut feeling matters. Again, you should see at least one piece of work in their portfolio that you love. If you don't, you're not likely to love your new brand!

02 Ask for a rough total cost upfront, rather than agreeing on an hourly rate. Cost will vary depending on how in demand the designer is. A good rule of thumb:

A premium brand requires premium design to be convincing and last for years to come. Hire the best designer you can afford and you'll avoid the cost to redesign in the near future.



The most important thing is to find a designer you connect with, who cares about your business, asks the right questions and fits within your budget.



How will I know it's worth it?

The right design will help you attract the right clientele.

Ask yourself, how much is ONE of my ideal clients worth to my business over the long term?

Compare that to the cost of your designer.

Working with your designer

DO'S

Be descriptive, not prescriptive - tell your designer how you want it to feel but resist the urge to request exact fonts, graphics and colours

Trust the creative process - your designer will produce a better result if they are given freedom to come up with ideas on their own

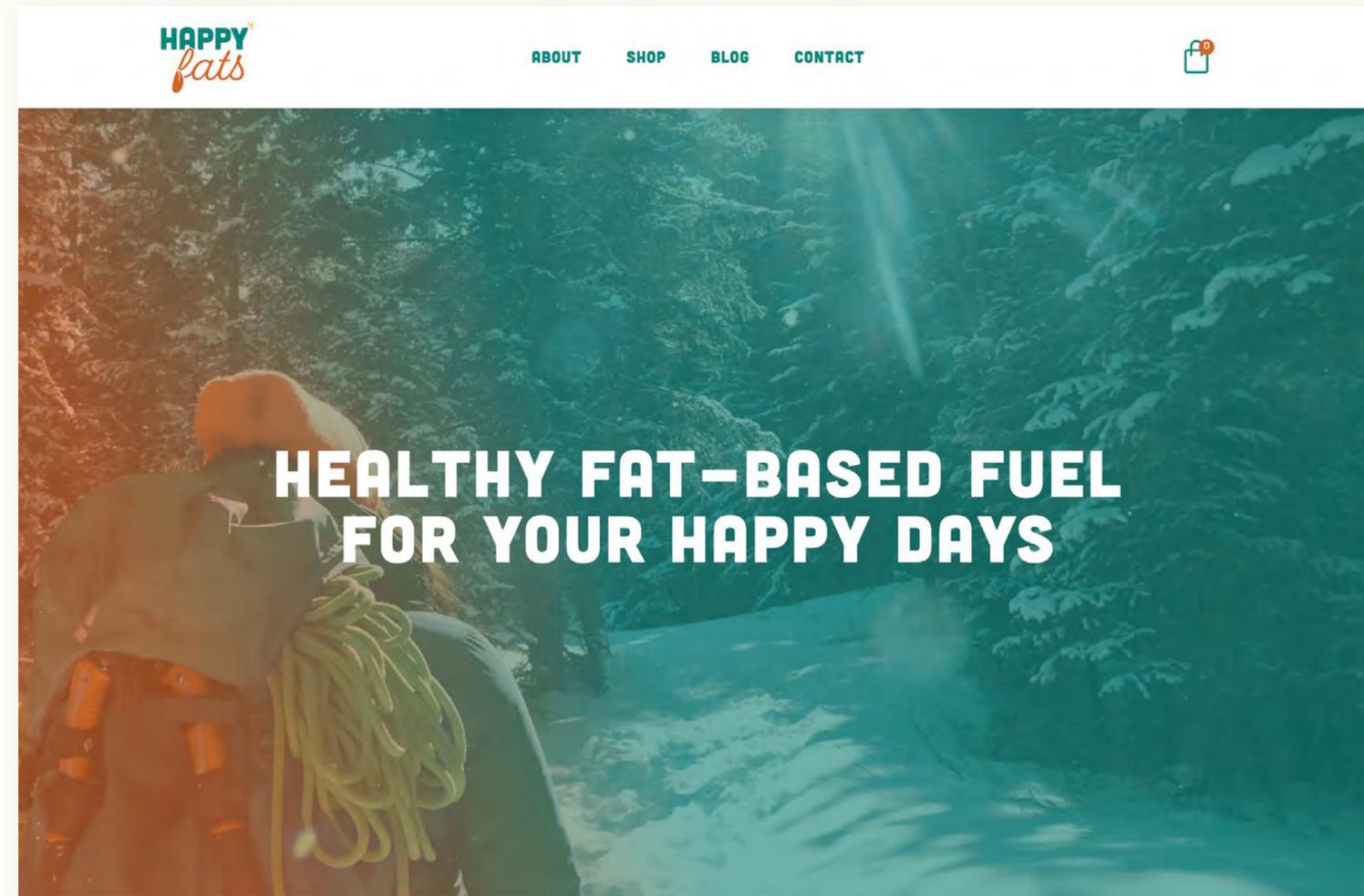
Give honest and constructive feedback - don't be afraid of hurt feelings, most designers are used to revisions and want to make you happy

DON'TS

Ask your designer to copy - or take direct inspiration from another brand's logo

Make it about you - your personal tastes (i.e. your favourite colour) should not override what is best for your ideal customer

Ask for too many second opinions - the ones that matter most are your customers, not your mom/brother in law/neighbour



CLEAN, YUMMY, EASY SNACKS

HappyFats Snacks are a clean, yummy and easy source of satisfying natural plant-based fats and oils. Each batch is carefully crafted with sustainably sourced, simple ingredients so that you can feel good popping them in your hiking bag or the kid's lunchboxes.



NUTRITIOUS, LONG-LASTING LOW CARB ENERGY



05

Launch Your Brand

*Your launch strategy is unique to your business
and will depend on a few factors:*

Your channels - where do you interact with your customer the most? In an store front? On social? Although you'll have a new logo, you'll need a variety of collateral to cover your channels. Make sure you budget for this.

Your communication strategy - do you need to develop a campaign to talk about your brand? How will you introduce your new brand, and what assets do you need to do it?

Timing - when in your business cycle will your launch have the most impact? What is going on in your customer's lives at this time?

Resources - consider bringing a marketing communications specialist in to help you with your launch. Campaign ideas and execution are a different skillset to a designer - you're looking for an advertising art director and copywriter for the creative, and a digital marketing person to actually get the word out there.



On dealing with public opinion...



airbnb

Embrace the attention

Be confident and share your story

Listen to feedback but let it simmer

If you only take one thing from this presentation:

YOUR CUSTOMER SHOULD BE AT THE CENTRE
OF ALL YOUR BRAND COMMUNICATIONS.

Taking the time to understand how your brand should FEEL and SOUND to your ideal customer is an essential first step before deciding how it will LOOK. This is the difference between the making of a pretty logo and an iconic brand.



THANK YOU

PLEASE SEND FEEDBACK TO BRITTANY@VOTIVEBRANDS.COM

**vot
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