CRAFT UR' BRAND WORKBOOK

THIS WORKBOOK WALKS YOU STEP-BY-STEP THROUGH DESIGNING YOUR BRAND FROM START TO FINISH!

The purpose of creating this
workbook is in the hope that it Will
help you avoid making the mistakes
we see business owners makewhen
first creating their brands.
We hope it will you through
the creative process of
Creative your brand
Yourself.

LAYING THE GROUNDWORK

1 | WRITE A MISSION STATEMENT

A mission statement is a few sentences that expresses the purpose; it identifies the goal, describe products and/or services and highlights the target audience of a business. In other terms, it's a sentence or two that describes the why, the how and the who. Use the space below to start brainstorming:

FILL IN THE FRAME WORK

MY BUSINESS   TO HELP   DO

LAYING THE GROUNDWORK

2 | CREATE A TARGET AUDIENCE BIOGRAPHY

Your target audience is the group of people that you market your service/product offerings to.
When considering your target audience; it's important to consider both their demographics and psychographics. **Demographics** are the measurable traits while **Psychographics** are the immeasurable traits.

You want to go beyond a few bullet points and get a more intimate understanding of your target audience. We call this a target audience biography.

Let's start creating your target audience biography!

Name:

Age:

Gender

Marital Status:

Occupation:

Income:

Education Level:

Hobbies:

Interest:

Goals:

Values:

Location:

LAYING THE GROUNDWORK

2 | SELECT YOUR BRAND ADJECTIVES

One of the most interesting parts of the branding questionnaires we give to our design clients is the adjectives they choose to define their brand.

Adjectives are powerful in creating visuals, defining tone and honing in on a brands aesthetic. The adjectives you choose should reflect your mission statement and the target audience you've depicted earlier. Circle a few of the brand adjectives listed below.

|		
ADAPTABLE	FEARLESS	PLAYFUL
ADORABLE	GENEROUS	PLEASANT
AMBITIOUS	GENTLE	QUIET
BOUNDLESS	HARMONIOUS	REFLECTIVE
BRAVE	HELPFUL	ROMANTIC
CALM	HONORABLE	SELF-ASSURED
CHEERFUL	INDUSTRIOUS	SINCERE
CLASSIC	INSTINCTIVE	SPIRITUAL
CULTURED	JOYOUS	THOUGHTFUL
CURRENT	KIND-HEARTED	THRIFTY
DASHING	KNOWLEDGEABLE	TIMELESS
DELIGHTFUL	LOVELY	UNIQUE
DELICATE	LUCKY	VIVACIOUS
DYNAMIC	MATURE	WISE
EFFICIENT	MODERN	WITTY
ENDURING	NICE	WONDERFUL
EXUBERANT	NOBLE	ZANY
FAITHFUL	ORIGINAL	ZEALOUS
FAMILIAR	PEACEFUL	

CRAFT YOUR BRAND IDENTITY

4 | DEVELOP YOUR TONE AND TERMINOLOGY

The tone and terminology of your brand may be the most overlooked and undervalued concept within branding.

When brand terminology is identified effectively you can create consistency, improve marketing and foster a community. If you do this exceptionally well, you can make your brand terms inhabit popular culture. (Think Nike or Puma)

The tone of your brand should be consistent with the overall brand voice. Whether that is silly, and inviting or reserved and educational you want to maintain consistency.

Define the overall tone you will use for your brand.
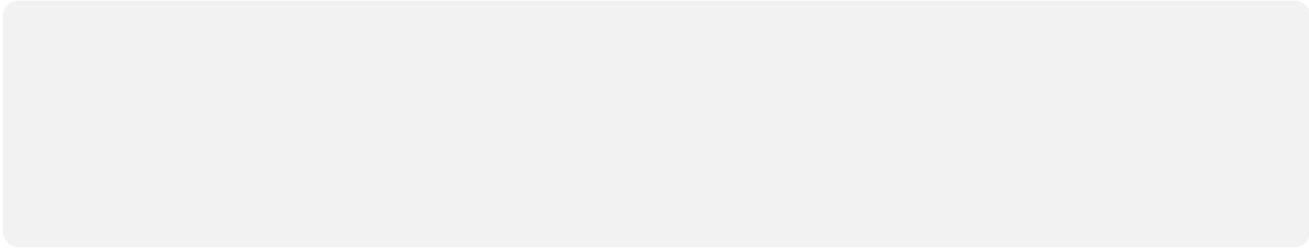
Identity a few terms you can use exclusively for your brand.
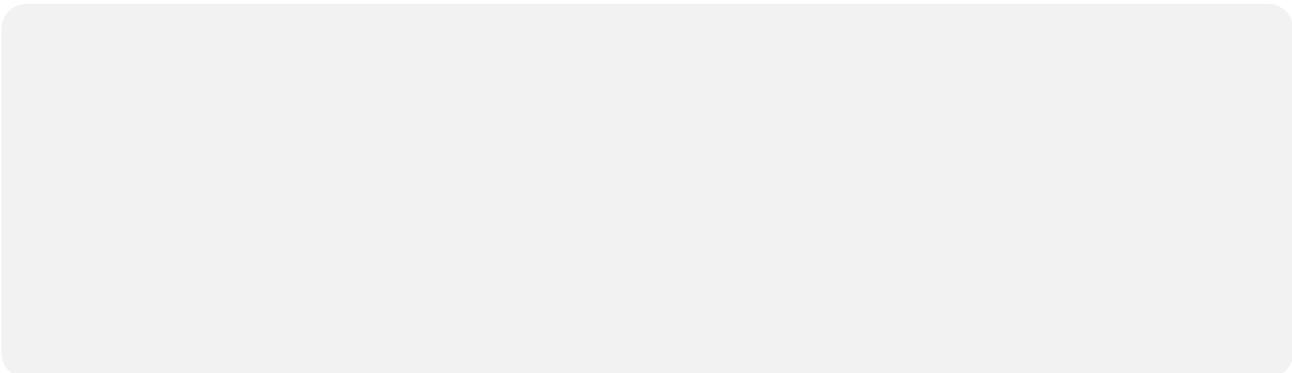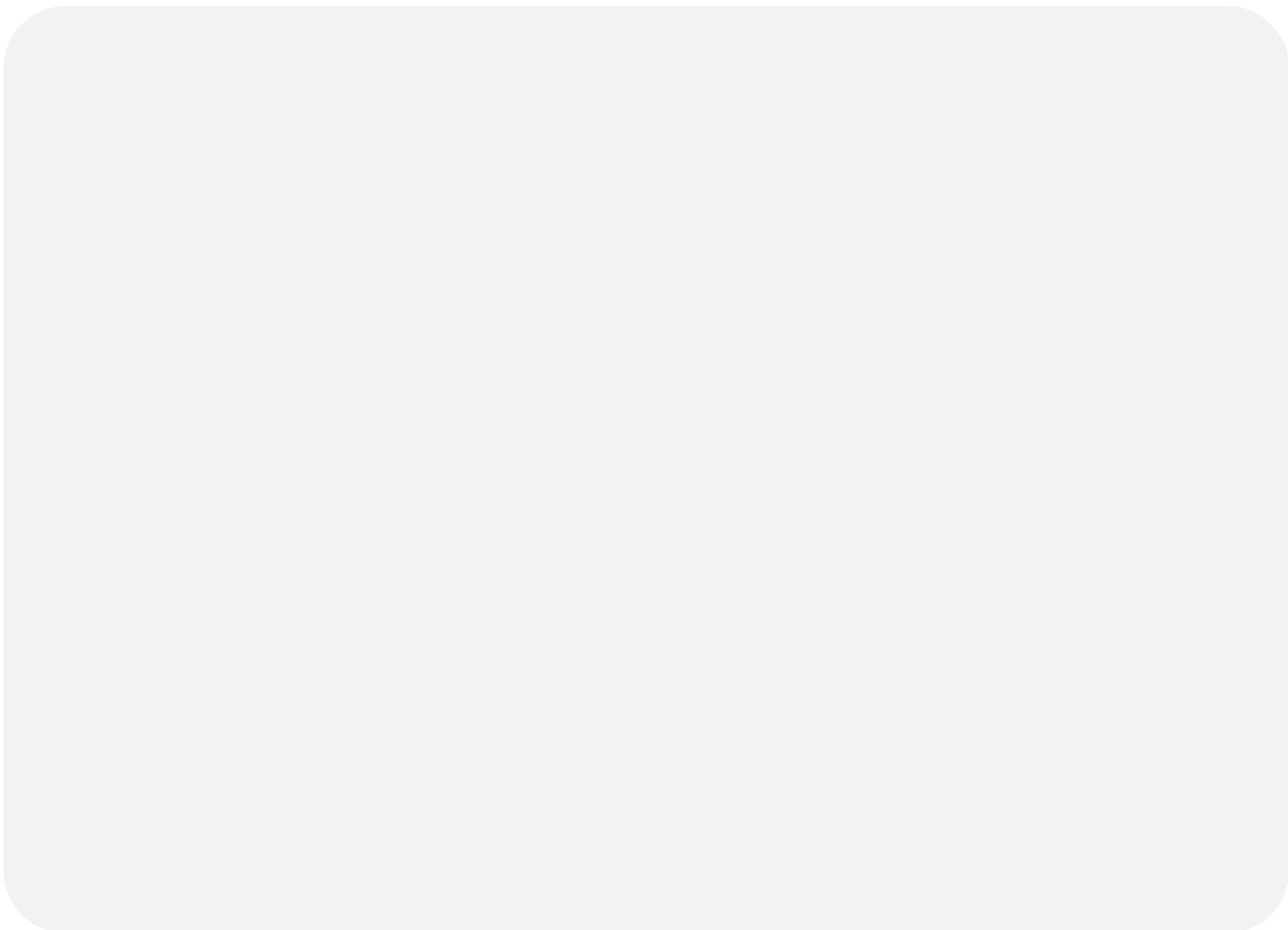
CRAFT YOUR BRAND IDENTITY

5 | CURATE YOUR VISUAL INSPIRATION

Inspiration boards are the foundation of your brands visual identity.

To create an inspiration board, I suggest utilizing a secret Pinterest board or a cut out paper mood board that can hold all of your visual inspiration. One tip I highly recommend is leaving.

All brand-related images out of this board and focus on high-quality images you find inspiring and that align with your brand adjectives and tone.

Paste your inspiration below.

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6 | DESIGN AND REFINE LOGO

The logo may be the hardest hurtle for any small business owner and content creator. This is due to the fact that a logo is the most recognizable identifier that a brand has. It puts a lot of pressure on creating the perfect logo for Your business.

Unfortunately, there is no formula to always creating the perfect logo. It comes with a certain degree of instinct and having a good eye for quality design. But, don't stress there are a few guidelines every logo should measure itself against.

Use the checklist below, to refine your logo:

Simplicity: A simpler logo increases recognition and makes it easier to implement across all platforms.

Relevance: A logo must always be appropriate and representative of the brand behind it.

Timeless: Logo's should stand the test of time. If a logo is too trendy, it can quickly become dated and require updating.

Unique: All logo's should have one memorable aspect. Consider using a unique element, color or font choice.

Scalability: A logo needs to scale without losing quality. If details get fuzzy or text is illegible, you'll want to find a new solution.
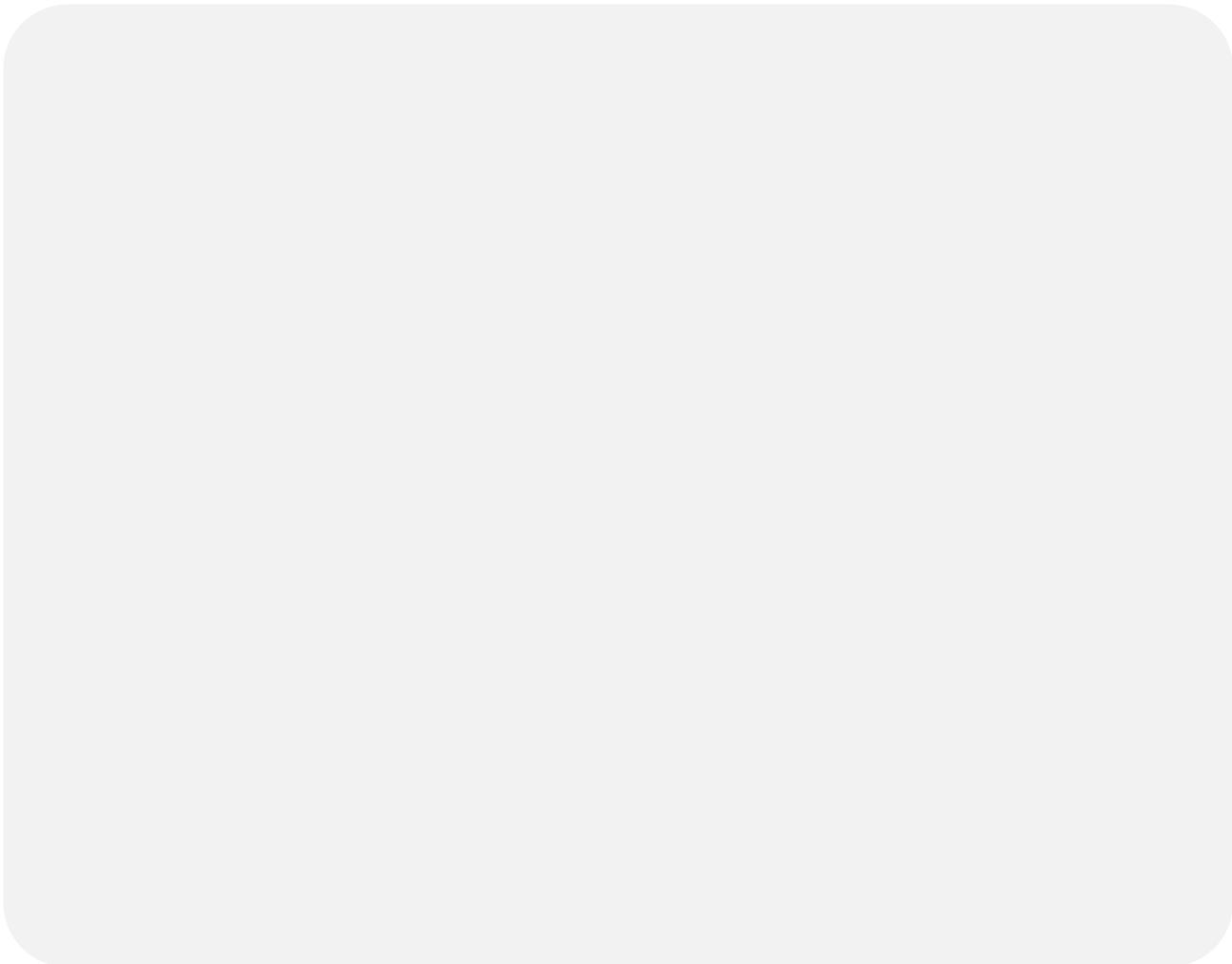
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7 | DESIGN LOGO VARIATIONS

A brand isn't complete with just one logo. Alternate logos are necessary to diversify the brand and promote the business through different mediums.

Typically, you want a logo that can be shared in a horizontal format and circular format. The horizontal logos are commonly used for website's, product packaging and promotional graphics. The circular formats are often used for favicons, social media avatars and stickers. This, of course, is not a hard and fast rule.

Use the space below to sketch a few logo variations:

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8 | CREATE PRIMARY + SECONDARY COLOR PALETTES

Color is a powerful communication tool and is often used to encourage action, tell a story or tap into emotions. To create a powerful color palette you'll want to measure it against your ideal clients, your 10 brand adjectives and your inspiration board.

We're going to record your primary color palette and secondary color palette, below.

Use the space below to record your primary color palette:

Name :

Hex Code :

Name :

Hex Code :

Name :

Hex Code :

Use the space below to record your secondary color palette:

Name :

Hex Code :

Name :

Hex Code :

Name :

Hex Code :

Name :

Hex Code :

Name :

Hex Code :

Name :

Hex Code :

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9 | SELECT BRAND FONTS

Fonts are similar to colors as they are more communicative than people often give them credit for. I recommend all creative entrepreneurs learn about the four basic font categories: serif, sans serif, script and display.

Serif: Serif fonts are categorized by the lines included on each letterform, also know as feet. These fonts are considered more traditional, classic and formal. The feet on each letterform make serif fonts more legible. That is why these fonts are more commonly seen in novels and newspapers.

Sans Serif: Sans serif literally translates into "without serif". That means there are no feet on each letterform. These fonts are considered modern. Sans serif fonts are often used for websites and other digital platforms as they are considered less distracting to the reader.

Script: Script fonts commonly resemble cursive or calligraphy style handwriting. Script fonts are more open to interpretations than serif or sans serif, so there style can vary from traditional to modern.

Display : Display fonts, also known as decorative or novelty fonts, are meant to be eye-catching. They are more eccentric fonts and are best used in small doses. Similar to script these fonts can vary from traditional to modern

Name :

Hex Code :

Name :

Hex Code :

Name :

Hex Code :

CRAFT YOUR BRAND IDENTITY

10 | DEFINE YOUR GRAPHIC STYLE

Before we can move on to creating brand collateral, you'll need to define your graphic style. Pull out those adjectives and inspiration board again and evaluate what style makes the most sense for your brand.

Will your graphic elements be hand-drawn, minimal or geometric?

Sketch out some graphic styles below :
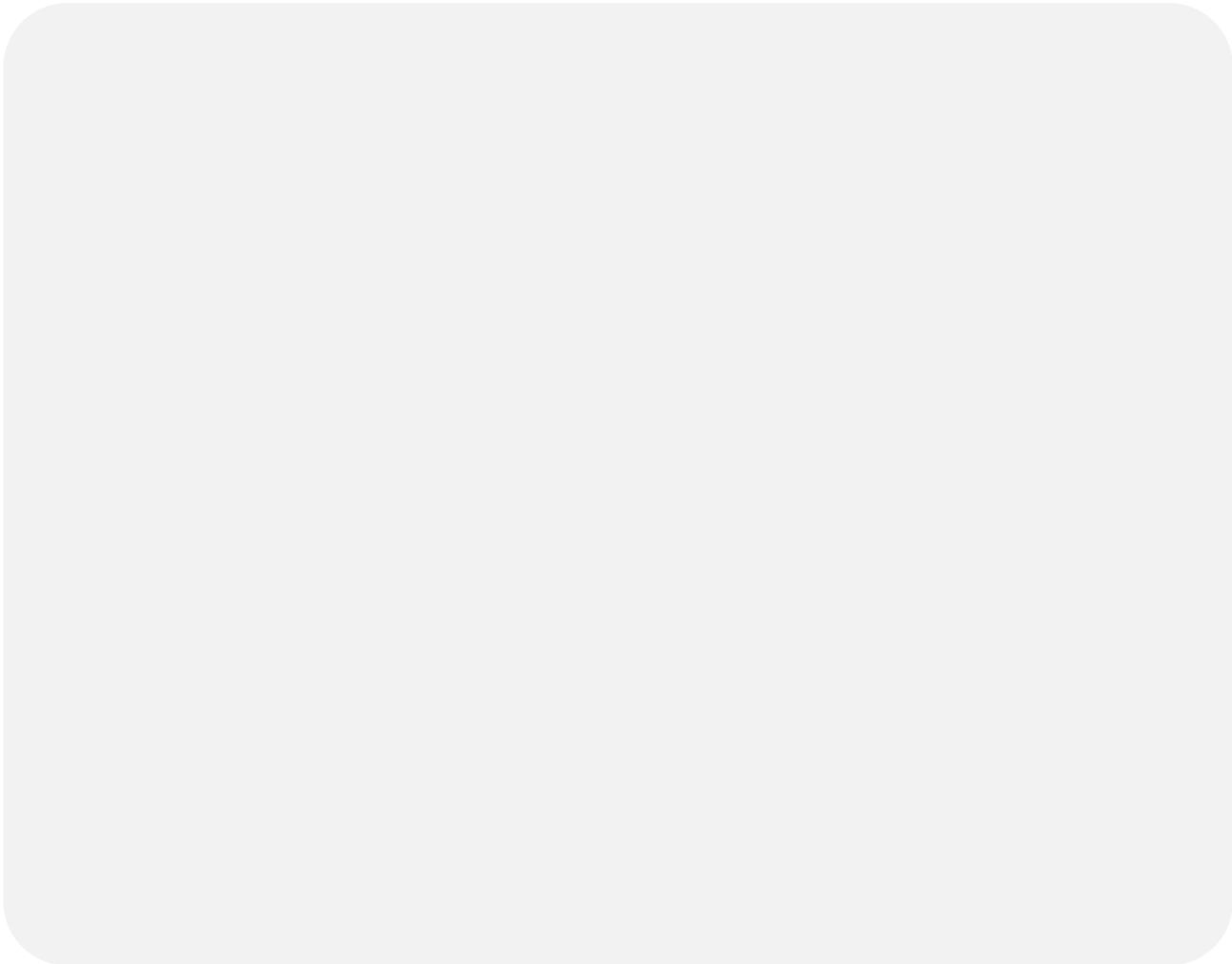
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11 | CREATE BRAND COLLATERAL

Brand collateral is any element that is created to promote your brand and business.

This includes everything from business cards to social media graphics to icons. An ffective and simple way to ensure you are properly branded across your entire business is to run through your client experience from start to finish.

This may look something like this: Instagram > Blog Post > Portfolio > Design Services > Client > Client Workflow > Offboarding.

There are a lot of steps and instances that your clients may come into contact With your brand and you want to be sure you're properly represented at each of those touchpoints.

1 |

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12 | CRAFT YOUR STYLE GUIDE

Finally, you will want to create your style guide. A style guide is a document where you can hold all of the necessary information and guidelines for how to properly and effectively use your brand.

Typically, a style guide contains information regarding: primary logo, logo variations, colour palettes, font pairings, patterns, icons, design elements, brand collateral and application.

Luckily, we have already created a document that holds all of that Information and we can help you with creating your style guide by using the iinformation you have provided in this workbook!

Congratulation, you did it on your own!

You are probably wondering what's next?...

Now that you have uncovered this powerful information about your brand and your business,

it's the perfect time to book in for a 1 hour brand consultation.
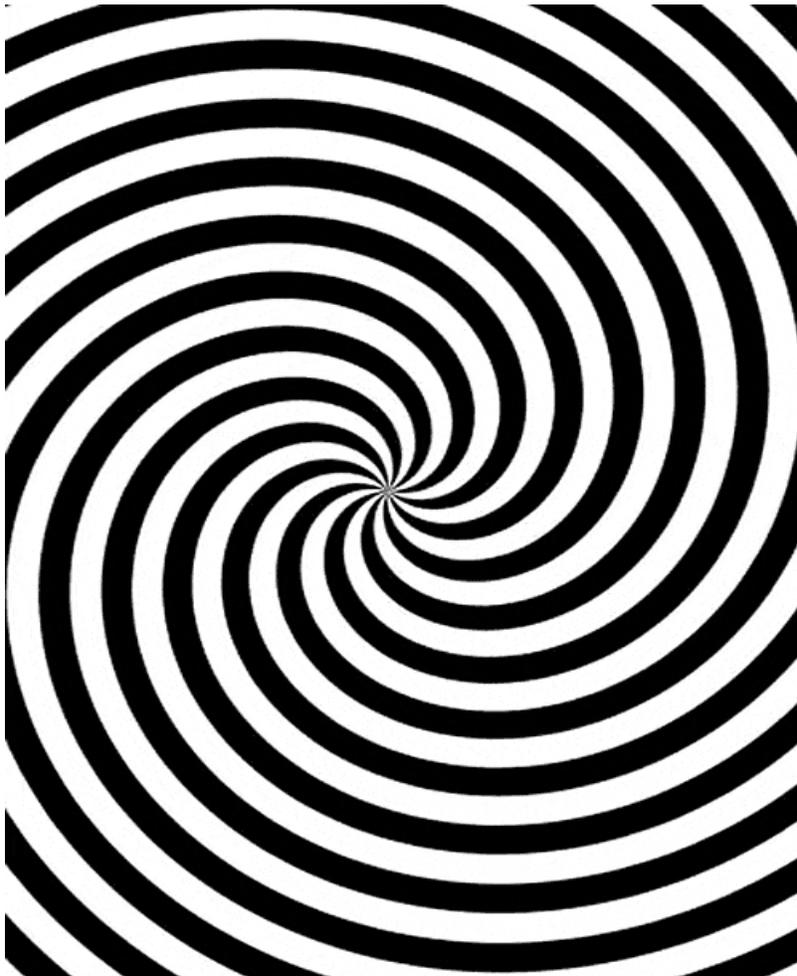Through this session, we can put a plan together to bring your brand to reality.

This workshop is exclusively for those who have completed this work-book and are looking to take their purposeful brand to the next level with our help.

Kindly note we work with a select number of brands.

PRICE : Starting from $300/hour

Thank you

Do you need to speak to us directly before booking your session?

Call The Brand Samurai : +234 (0) 8037350145
Email Us : Projects@avdstudios.io

Note : All session will be held over ZOOM or physically.

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