Startup Success

BRANDING GUIDE
SET THE TONE

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Set the Tone

Your brand gives people their **first impressions** of your company. This means it has the power to *greatly* affect the number of potential customers that you're able to attract and the sales you're able to close.

When a new visitor happens upon your website (or social media account) they immediately, subconsciously decide:

>> What is this business all about?
>> Are they professional?
>> Do they have something valuable to offer?
>> How do they make me feel?
>> Do I want more of this?
>> Can I trust them?

Your potential customers base their initial answers to all of these questions on just one thing: your visual brand.

Throughout this module, you'll develop an attractive, cohesive visual brand that gives your new customers all the right vibes.

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First step? Identifying the key **emotions** you seek to inspire in your potential customers.

Selecting some keywords to define exactly what those emotions are will give you great clarity as you develop your visual branding.

These keywords should be based on the *desires* of your customers, which you identified in the "Foundations" workbook.

What feelings are your customers seeking when they purchase your products or services?

Feeling more...

>> Organized	>> Powerful	>> Confident
>> Successful	>> Beautiful	>> Productive
>> Loved	>> Secure	>> Peaceful
>> Graceful	>> Clean	>> Vibrant
>> Healthy	>> Intelligent	>> Attractive
>> Feminine	>> Masculine	>> Minimalist
>> Abundant	>> Tidy	>> Wholesome

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Now it's time for you to choose 1 - 3 emotional keywords to represent what **your brand** will inspire in your customers.

Emotion Keywords

_____ _____ _____

Style Keywords

Beyond emotions, different *styles* appeal to different types of people. Based on what you know about your customers (age, gender, interests, desires, etc.) what styles would they find attractive?

Examples include:

>> bohemian	>> clean	>> simple	>> carefree
>> casual	>> elegant	>> chic	>> cute
>> proper	>> rugged	>> artistic	>> retro

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Of course, there are probably plenty of different styles that your customers might appreciate, so make your selection based on a combination of what will appeal to them, and what you'll enjoy as well.

Choose 1 - 3 style keywords to represent your brand.

Style Keywords

_____   _____   _____

Interest Keywords

There's one more fun way that you can really connect with your customers, help them feel like you "get them," and inspire their trust -- and that's with shared interests!

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What are a few things you love, that your customers do too?

Here are a few examples:

>> cats	>> tea	>> barbeques	>> soccer
>> dogs	>> decorating	>> tv show	>> books
>> coffee	>> outdoors	>> crafts	>> fashion
>> flowers	>> winter	>> magazine	>> running
>> music	>> baking	>> donuts	>> painting

Choose 1 - 2 interest keywords to represent your brand.

Interest Keywords

_____ _____

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Now it's time to put all these keywords together and define your brand's visual style!

Brand Keywords

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

Any words that don't quite fit? Either change them, or simply cut them out. It's ideal to limit your brand keywords to a total of 4 - 6 for the most cohesive end result.

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Visual Branding

Now it's time to take these keywords and start crafting your visual branding! The next step is to find images that align with your keywords, and compile them into a "mood board" that will serve as a visual compass for developing the rest of your brand.
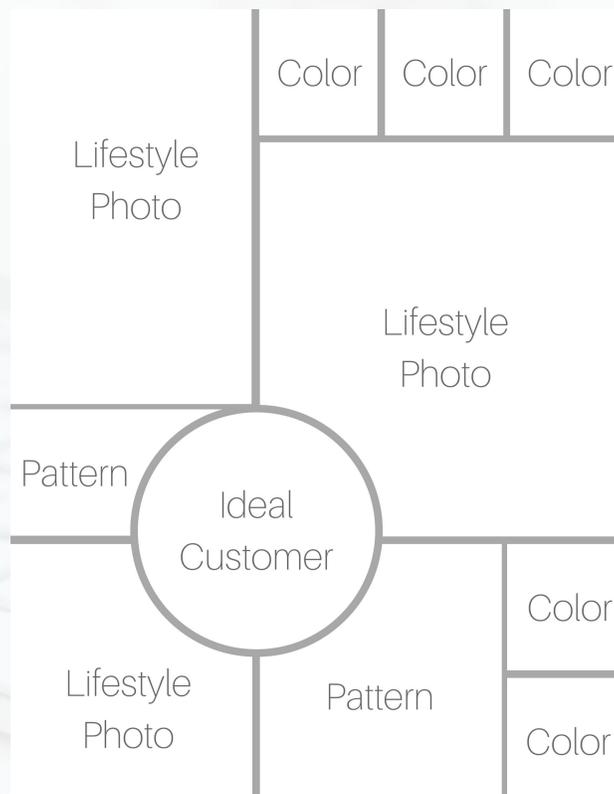
Here's an example of the end result >>

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In this module, you'll find a PNG template of a mood board. You can simply use this as inspiration for your mood board's layout, or you can open the template image with your graphic design program of choice (Canva, Fotor, Illustrator, Photoshop, etc.) and paste your brand images into the grid.

Here's what the mood board template looks like >>

	Color	Color	Color
Lifestyle Photo			
	Lifestyle Photo		
Pattern	Ideal Customer		
			Color
Lifestyle Photo	Pattern		
			Color

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In order to create your brand's mood board, you'll first need to find images that represent the keywords you've chosen. You can get inspiration from Pinterest and Google, and there are also plenty of free stock photo sites where you can source your images from, including:

www.pexels.com
www.unsplash.com
www.pixabay.com
www.negativespace.co

The easiest way to create a beautiful, cohesive mood board is typically to start by collecting 10 - 20 images -- way more than you actually need.

From there, you can select ONE image that you like the best, and then curate your collection down to the images which work together in harmony with that one image.

(Of course, it's also very important to keep your brand's keywords front of mind as you're selecting your images.)

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Brand Color Palette

Once you've chosen 4 - 8 images to use for your brand's mood board, the next step is to create your brand's color palette.

Most color palettes are comprised of about five colors. Here's the basic formula >>

1 - 2 main colors + 1 light neutral + 1 dark neutral + 1 accent

Step One
The easiest (and funnest!) way to build your palette? Use Coolors, a free color palette creation tool. You can find it at:

https://coolors.co

Simply upload to Coolors the image from your mood board that most comprehensively captures the branding look you're working towards. It will automatically create a color palette for you!

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Colors & Emotions

Different colors inspire different feelings. It's important that the main colors you choose inspire the feelings you've identified as the guidelines for your brand.

RED | Power, passion, love, drama

ORANGE | Friendship, adventure, encouragement

YELLOW | Cheerfulness, optimism, energy, creativity

GREEN | Health, growth, harmony, vibrance, trust

BLUE | Strength, trust, serenity, peace

PURPLE | Luxury, magic, ambition, mystery

PINK | Femininity, gratitude, calmness, nurture

WHITE | Light, goodness, purity, cleanliness

BLACK | Elegance, formality, sophistication

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Brand Color Palette

Step Two
Record your chosen brand colors:

Main color #_____
Main color #_____
Light neutral #_____
Dark Neutral #_____
Accent #_____

Step Three
Add swatches (plus hex codes) of your chosen colors to your mood board.

Congratulations! Your mood board is complete. As you continue to develop the rest of your visual branding, you'll find that having this visual foundation makes the rest of the process *much* easier.