



BRANDING

The Ultimate Branding Guide



**Brought to you by:
Tracey Munro**

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In this Section, you will:

- I. Get clear on your vision
- II. Get clear on your mission
- III. Get clear on your audience
- IV. Your brand keywords
- V. Create your mood board
- VI. Create your brand board
- VII. Design your logo

Branding



This workbook is designed to help you with all the basics to brand your business.

A brand is not just a website a logo or business cards, it's an experience and a story about your business. Take a look around you at different brands, what attracts you and what stands out to you the most?

Most people buy because they are attracted to the packaging or name before anything else. You are here to build a business that will create an impact on others, so let's get this right!

*“Your brand is the single
most
important
investment you can make in
your business.”*

[#mybrandismystory](#)

Steps to creating your brand board

Get clarity
& define
your brand's
5 key words

Create your
mood board

Create
your
Colour
Palette

Choose
your
font

Create
your Logo

Assemble
your
brand board





YOUR VISION

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YOUR MISSION

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Get clear on your mission

What do you do in your business?

Who do you do it for?

How do you do it?

How does it help them?

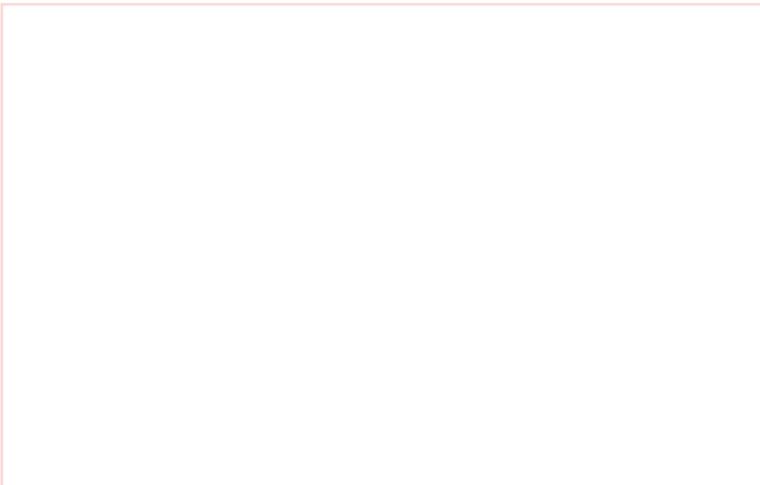
Get clear on your values

Go into detail about each value

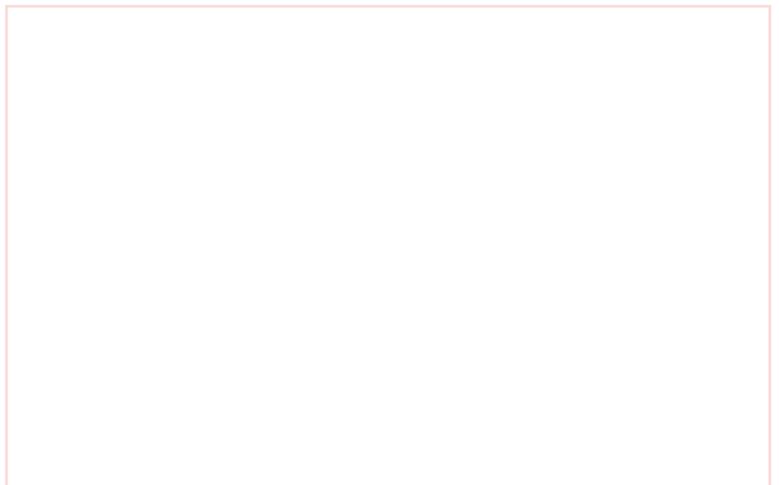
VALUE ONE:



VALUE TWO:



VALUE THREE:



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YOUR AUDIENCE

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Get Clear who Your Audience is



Where do they live?

What is their gender?

What do they do?

What kind of people are they?

What's going on in their lives?

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Get Clear who Your Audience is



What age are they?

Why would they want what you have to offer?

What are their desires?

What are their pain points/challenges/frustrations?

Why will your business appeal to them?

Notes

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YOUR KEYWORDS

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Defining Your Brands 5 Key Words

Keywords Brainstorming

Examples: savvy, chic, coffee, inspiring, beautiful, vintage etc



Circle the top 5 keywords that stand out to you and compliment your brand



My 5 brand keywords are:

1.

2.

3.

4.

5.

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YOUR MOOD BOARD

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Create Your Mood Board

A mood board is a visual brainstorm of what you want your brand to look like. Creating your mood board is a fundamental part of the process of creating a brand that attracts the right people to your business.



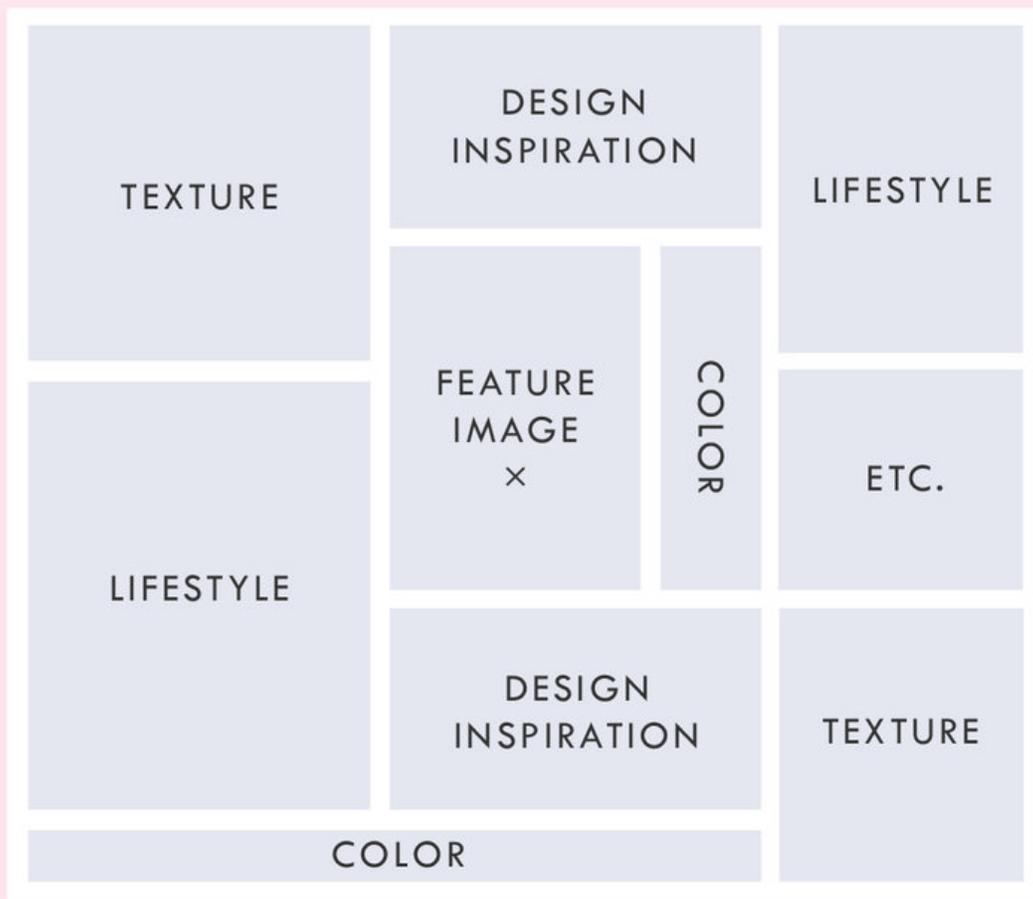
STEPS TO CREATING YOUR MOOD BOARD

- 1. Create a secret Pinterest board and title it (YOUR BUSINESS NAME)**
- 2. Pin images of colours, textures, photos, logos etc any image that you want your brand to be like. Treat it as a brainstorm.**
- 3. Aim to get around 10 to 20 images pinned to your secret board.**
- 4. Pick one image that you are drawn to, that you really like and look for other images on your board that are in harmony with that image. Download them to your computer.**
- 5. Assemble the images you've chosen onto a blank canvas. This can be in any programme.**

Use this template example as an example of what the layout of your mood could look like and the types of images that can be on it.



MOOD BOARD BREAKDOWN



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YOUR BRAND BOARD

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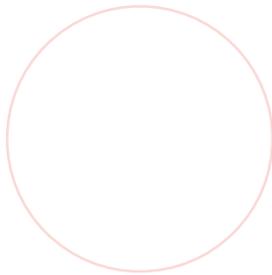
**Brought to you by:
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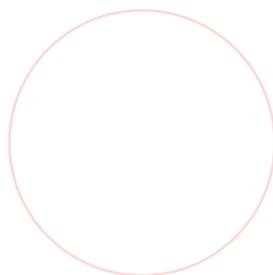
Create your brand board

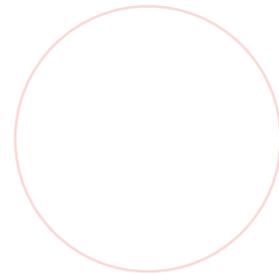


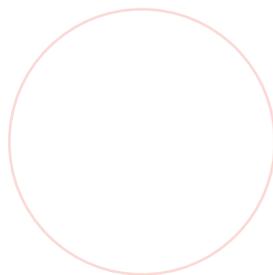
STEP ONE: Create your colour palette

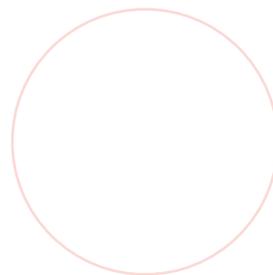
Aim for at least 5 colours, made up of neutral colours, dominant colours and one accent colour. After you define your colour scheme, fill in the circles below with the name of your colours eg, pale yellow and record the colour code as well.





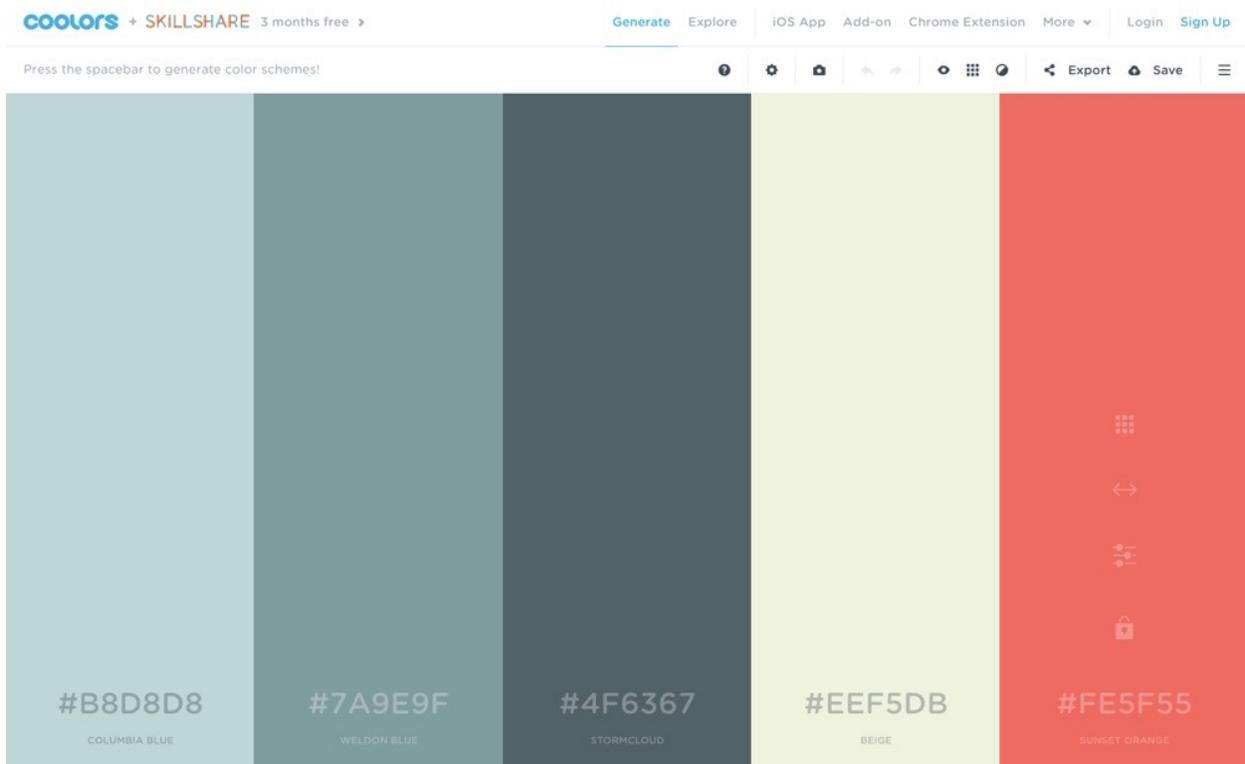






Tips for creating your colour palette

1. Go to the coolers website (Google “coolers colour schemes generator)
2. Upload your mood board image into the coolers generator and play with the colour scheme
3. Aim for 1-2 neutrals. Example dark grey for text and cream for backgrounds
4. Aim for 2 -3 dominant colours - these are going to be the colours you use the most.
5. Have one accent colour - this is meant to be bold or vivid and used sparingly to add emphasis. E.g Gold, bright red, silver etc
6. check the emotions of your colours against your brand’s keyword - are they in harmony?



GET COLOUR PALETTE CLARITY



COLOUR PSYCHOLOGY

Make sure the colours you choose are in harmony with your brand

RED - Power, passion, love, dramatic

ORANGE - Friendly, adventure, encouragement

BLUE - Strength, trust, serenity, peace

PINK - Feminine, gratitude, calm, nurturing

YELLOW - Cheerful, optimistic, energy, creative

BLACK - Elegance, formal, sophisticated

GREEN - Health, growth, harmony, quality

PURPLE - Luxury, magic, ambition, mystery

WHITE - Light, goodness, pure, cleanliness

Checking in with your key words

What colour(s) resonate with your brand?

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YOUR LOGO

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Choose your font combination

Choose two main fonts that have balance and contrast

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

Serif

S

SHABBY

}

MINIMALIST

}

FEMININE

}

Sans - erif

S

Typewriter

Gill Sans

Bodoni 72

TIPS FOR CHOOSING YOUR FONTS

- 1.
- 2.
- 3.
- 4.
- 5.

Record your chosen font combo below

SERIF

What is the name of your font?

SANS - SERIF

What is the name of your font?

Choose your design elements

*Design elements add character to your branding and help distinguish your business
Your design elements can include:*

PATTERNS

Stripes, Moroccan, polka-dots

TEXTURES

Wood, burlap fabric, glitter

ILLUSTRATIONS

flowers, palm leaves, coffee cup, diamonds

ICONS

Social media icons, navigation menu icons etc

DESIGN ELEMENTS

Sketch out rough ideas first and what kind of design elements you think would like to incorporate into your branding.

TIPS

1

2

3

Elements	Sketch
PATTERNS	
TEXTURES	
ILLUSTRATIONS	
ICONS	

Designing your logo

Aim to keep your logo simple and in harmony with your branding. Run a logo search on Pinterest for inspiration and sketch out four ideas below. then create your amazing logo using canvas, Photoshop etc

IDEA ONE	IDEA TWO
IDEA THREE	IDEA FOUR

TIPS FOR DESIGNING YOUR LOGO

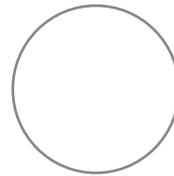
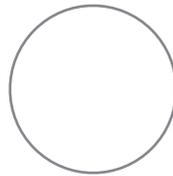
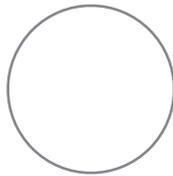
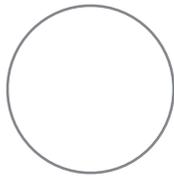
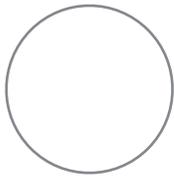
- 1.
- 2.
- 3.
- 4.
- 5.

ASSEMBLE YOUR BRAND BOARD

Now we get to tie it all together. Have fun designing your brand board!

LOGO

COLOUR PALETTE



TYPOGRAPHY

Font : _____ Font : _____

DESIGN ELEMENTS

VALUES

PATTERNS & TEXTURES

KEY TAKEAWAYS



*

*

*

*

*

ACTION TO TAKE



Keep the branding process fun and simple by working through your checklist one at a time.

Remember your personal values and your business values are often one and the same and the purpose of your branding is to attract people with the same values.

Notes



YOUR CHECK LIST

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Go through the checklist below and check to make sure each of the following is completed and in place.

CHECK

	Get clear on your business vision
	Get clear on your business mission
	Get clear on your business values
	Get clear on your audience
	Get clear on your brand's 5 keywords
	Create your mood board
	Create your colour palette
	Choose your font combination
	Choose your brand's design elements
	Design your logo
	Assemble your brand board
	Choose and set up your brand templates

Notes

Love Tracey



Don't forget if you need help ask me!

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