

# BRANDING + WHY IT MATTERS



Branding is what sets you apart. Your branding assets make up the visual representation of why people choose you over your competitors.

## BRANDING ASSETS MAKE UP YOUR BRAND IDENTITY AND INCLUDE:

Logo & Branding Guidelines | Fonts | Color Palette | Packaging Design | Marketing Materials

Business Cards | Typography | Visual Style / Imagery | Website Design

Each piece must be thought through and created intentionally, based on your brand.

### BRAND

- How a person feels about your product, service, experience.
  - Your company's reputation.
- It's about the feelings & perceptions your business evokes, and how your story and the way you tell it contributes to that.
  - "Your brand is what other people say about you when you're not in the room" - Jeff Bezos, Amazon Founder
- Having a well thought out, intentional brand ensures that they're all saying the same thing.

### WHY BRANDING IS IMPORTANT

Everything you do in your business (from how you speak to customers, treat employees, answer the phones, package your products, interact on social media, the experience you create for customers, etc.) all make people feel a certain way. This influences their perception of you and becomes your brand.

Your branding is how you communicate that feeling visually.

## QUESTIONS TO UNCOVER YOUR BRAND + BEGIN CREATING YOUR BRAND IDENTITY/BRANDING ASSETS:

What products or services do you offer your customers?  
How do these products or services benefit your customer?  
What differentiates you from others selling the same thing?  
What are 10 words to describe your business?  
What kind of situations might your customers find themselves in when they need what you have to sell?  
What problems are you helping customers solve?  
What is your business' personality?  
Rebellious and creative like Apple? Exciting and futuristic like Tesla? Rugged like Harley Davidson? Competent and safety-oriented like Volvo?  
How does your business make your customers feel?  
Based on the feeling you're creating, what kind of tone should you use when speaking with your customers through your marketing?

Why is this your business? Why are these the products and services you've committed to sharing with the world?  
What is your purpose?  
What's your story?  
Why should people care?  
Who are these people?  
Where do they live?  
How old are they?  
How much money do they make?  
Do they have families?  
How do they spend their free time?