



The journey of makers & entrepreneurs for branding

BRANDING

BREAKDOWN



WHAT IS BRANDING?



BRANDING IS...

Architecture
Shapes
Content Creation
Colors
Social Media
Phone etiquette
Packaging
Stories
Shipping
Sounds
Communication
Customer Service
Reputation Management
Website
Illustrations
Copy Writing
Signage Interior & Exterior



BRANDING IS...

The memorability of
your company's personality
FOR ALL FIVE SENSES

and maybe even a sixth.

In simpler terms...

BRANDING IS...

CONNECTION



**YOUR LOGO
IS
BRANDING**



NOT



- Think of your logo as a lighthouse.
- Branding is the light you shine in the sea of all others – that guides customers to the product/service.
- Logo is foundation.

If foundation isn't strong, change it.



**CHANGE
THE
THRESHOLD.**

KEY TO CONNECTION

CONSISTENCY





Photos from **Unplash**
Sky - **Yulia Gadalina**
Squirrel - **Włodzimierz Jaworski**
Cosmic - **Jeremy Thomas**
Comby - **Topping Consulting**

This is not consistent to our brand. Or is it?

What is a brand guide?

Your brand's rule book

Maintains brand consistency.

Who is it for?

You. And your target audience.

Vendors, designers, media...

Print or digital?

Both. Or preference.



Mood board vs Brand Guide



Mood boards are part of the research
Brand guide is final product



Let's build a brand guide





Put a logo on it

First page is the easy part





Personality

Define the brand personality



**WHAT'S
YOUR
MISSION**
STATEMENT



Brand personality is mission statement in action.

STEP 1 Place a check by the words that you gravitate towards for the personality of your business. Check the middle if you are in the middle.

Outrageous	<input type="checkbox"/>	_____	<input type="checkbox"/>	Mild
Mysterious	<input type="checkbox"/>	_____	<input type="checkbox"/>	Upfront
Exclusive	<input type="checkbox"/>	_____	<input type="checkbox"/>	Accessible
Homestyle	<input type="checkbox"/>	_____	<input type="checkbox"/>	Corporate
Funny	<input type="checkbox"/>	_____	<input type="checkbox"/>	Serious
Organized	<input type="checkbox"/>	_____	<input type="checkbox"/>	Free flowing
International	<input type="checkbox"/>	_____	<input type="checkbox"/>	Local
Country	<input type="checkbox"/>	_____	<input type="checkbox"/>	Metro
Casual	<input type="checkbox"/>	_____	<input type="checkbox"/>	Suit
Adventurous	<input type="checkbox"/>	_____	<input type="checkbox"/>	Safe
Luxury	<input type="checkbox"/>	_____	<input type="checkbox"/>	Economy
Innovative	<input type="checkbox"/>	_____	<input type="checkbox"/>	Usual
Contemporary	<input type="checkbox"/>	_____	<input type="checkbox"/>	Traditional
Historic	<input type="checkbox"/>	_____	<input type="checkbox"/>	Futuristic
Light	<input type="checkbox"/>	_____	<input type="checkbox"/>	Dark
Natural	<input type="checkbox"/>	_____	<input type="checkbox"/>	Artificial
Rough	<input type="checkbox"/>	_____	<input type="checkbox"/>	Polished
Predictable	<input type="checkbox"/>	_____	<input type="checkbox"/>	Exciting
Technical	<input type="checkbox"/>	_____	<input type="checkbox"/>	Abstract
Friendly	<input type="checkbox"/>	_____	<input type="checkbox"/>	Closed off

STEP 2 Place the important words from STEP 1 to this column and add more!

STEP 3 Order the words in STEP 2 by most important to least. When you run out of lines - stop. These are that core words for your brand personality.



- 1) Do one yourself
- 2) Send it to some customers to see if your brand is aligned

BRAND PERSONALITY

STEP 1

Place a check by the words that you gravitate towards for the personality of your business. Check the middle if you are in the middle.

<input type="checkbox"/>	Outrageous	<input type="checkbox"/>	Mild
<input type="checkbox"/>	Mysterious	<input type="checkbox"/>	Upfront
<input checked="" type="checkbox"/>	Invasive	<input type="checkbox"/>	Accessible
<input type="checkbox"/>		<input checked="" type="checkbox"/>	Corporate
<input type="checkbox"/>		<input checked="" type="checkbox"/>	Serious
<input type="checkbox"/>		<input type="checkbox"/>	Free flowing
<input type="checkbox"/>		<input type="checkbox"/>	Local
<input type="checkbox"/>		<input type="checkbox"/>	Metro
<input type="checkbox"/>		<input type="checkbox"/>	Suit
<input type="checkbox"/>		<input checked="" type="checkbox"/>	Safe
<input type="checkbox"/>		<input type="checkbox"/>	Economy

STEP 2

Place the important words from STEP 1 to this column and add more!

corporate
serious
funny
international
casual
adventurous
polished
exciting
abstract
friendly
approachable
cheeky
sarcastic
thought provoking
servicing
bold
elit

STEP 3

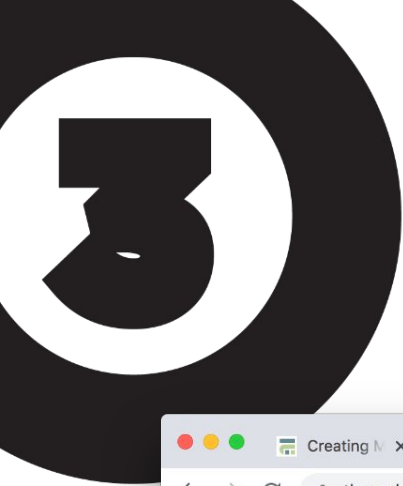
Order the words in STEP 2 by most important to least. When you run out of lines - stop. These are that core words for your brand personality.

polished
exciting
cheeky
thought prov
servicing
abstract
bold

Sample page

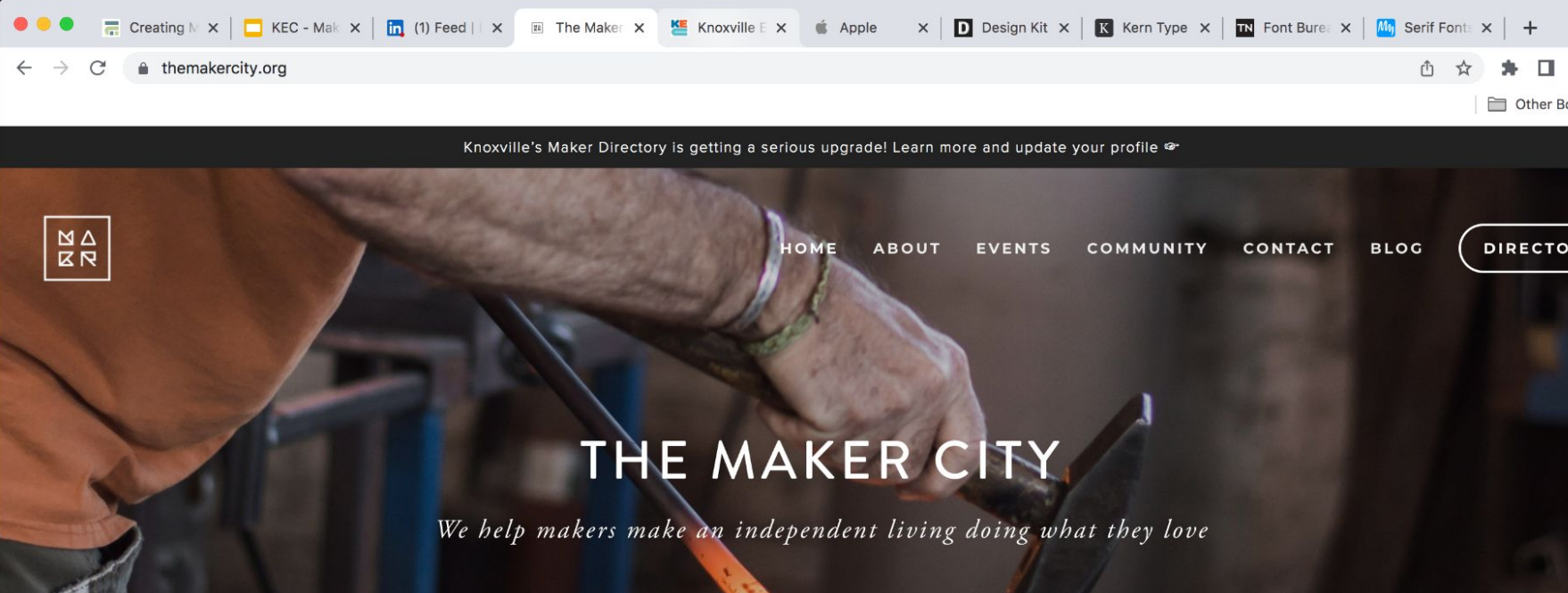
SKETCH
OLD SURF
CRAFT
WHIMSICAL
FUN
EDGY NATURAL





Uses

Oh so many



GO SMALL

Smaller use requires different details



GO BIG

Other considerations

- Light on dark
- Single color use
- Different applications





Colors

- Brainstorming ideas
- Ribbons and fabric
- Magazines - old and new
- Google image search
- Pinterest
- Take a walk
- Ask a friend



YOU NEED A FRIEND

WITH A PANTONE BOOK





- Have at least one standard color in palette
- Need more than HEX #
- Pantone colors
- Consider foils/metals
- Gradients





Patterns

Pulling from the logo
Patterns in brand usage










**Ronald McDonald
House Charities®
of Knoxville**



Ronald
McDonald
House



1 Logo

2 Personality

3 Uses

4 Colors

5 Patterns

But wait,
there's more!

More you can add...

- Typefaces
- Packaging
- Labels
- Music
- Cover Images
- Photography
- Collateral
- Icons
- Website
- Social Media
- Architecture
- Content Creation
- Illustrations
- Copy Writing
- Signage Interior & Exterior





MAKE IT HAPPEN



Put it to work.



SWAG EXCITEMENT

- Trade
- Make it a strategy
- Research for small minimums
- Hire a maker for something custom



RESOURCES



- AI
- EPS
- SVG



CLICK TO ADD SUBSTANCE

- Templates are fine - just use your brand guide to transform them into your brand
- Get out of the sea of sameness



THE DARK SIDE

Part of the journey.

Price of education

- 1) Make up a word for business name
- 2) Do your research
- 3) Take the legal route - ®
- 4) Still could have issues but take it one day at a time. Being positive: businesses were better off after the rebrand - and a lot stronger for it.

YOU THANK

...customers by
doing what?

- Coupons
- Referrals
- Hand written notes
- Jokes
- Memberships
- BOGOs
- How you say 'bye'
- What else?



HOMework

Connection

- 1) What are you rocking at in your brand journey?
- 2) What are you struggling with in your brand journey?
- 3) What is your favorite article of clothing that you own and why?



TRUST THE PROCESS



LET'S CONNECT

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Much is appreciated!

Photos from *Unplash*
Sky - *Gulia Gadalina*
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