

HELPING YOU UNDERSTAND BRAND, BRANDING, BRAND STRATEGY & BRAND IDENTITY



*Including
questions which
may spark some
ideas and help
the creative
cogs turn!*

YOUdANdesign
Clarity Through Creativity



BRAND

the result of your branding effort



You don't own your brand, your audience does. Your brand is the perception of your business by the people who experience your business.

Through online outreach, customer service or what your client say's to their friend over a **Friday beer**.

Your brand is in every touch point of your business.



“Consumers are increasingly becoming far more discerning when it comes to choosing brands, buying into not just the business and brand **but the values that make up that organisation.**”

- Victoria Warnes, Client Partner, The Team



Questions

Who are your favourite brands?

Why do you trust them?

What makes them memorable?

What do they do?

How do they make you feel?

Would you recommend them to a friend over a Friday beer?



BRANDING

is the act of creating a brand

WHICH INCLUDES A FEW THINGS:

- ⬡ Positioning Your Company or Product in the Market
 - Carving Out Your Place in the Industry
- ⬡ Devising Brand Strategy
 - How You Will Reach Your Goals
- ⬡ Crafting Your Core Message
 - Determining Vision, Mission and Purpose Statements
- ⬡ Designing How Your Brand Will Look and Feel
 - Your Visual Identity
- ⬡ Writing Brand Messaging (how your brand will sound)
 - Verbal and Written Tone of Voice
- ⬡ Setting Brand Standards
 - How You Keep Your Brand Consistent and Strong

Questions

As a business owner I'd be impressed if you took on all of the points over on the left.

Out of the list, what do you enjoy doing and what can you outsource?

Or maybe a better question is, what are you *good* at and what can you outsource?

Or better still, do you need more time for other areas of your business? So then, what are you *prepared* to outsource?

BRAND STRATEGY

The plan you have to grow the reputation of your brand, AKA your business.



BRAND STRATEGY

Incorporates and blurs
the lines between:

BUSINESS STRATEGY
MARKETING STRATEGY
ADVERTISING STRATEGY



One of the first conversations I have with new clients is about the impact they want to make through their business endeavours. I then ask them to clarify **the one idea** they want to communicate to their audience.

I believe brand strategy is the foundation stone in making that one purpose become a reality. **The key is to have just one core message.**



Questions

If you could only communicate **ONE THING** to your audience, what would it be?

Why is that core message so important?

BRAND IDENTITY

*what your brand LOOKS, FEELS
& SOUNDS like.*

This is the **PERSONALITY** of your brand, created to evoke certain feelings and experiences, to communicate your value and cultivate trust in your audience.

Part of the brand identity is the VISUAL IDENTITY which includes - yep you guessed it - anything visual that your brand produces. Consider the following as some of the elements of a visual brand:

- ⬡ Logo Family
- ⬡ Colours
- ⬡ Font Family
- ⬡ Pattern
- ⬡ Icons
- ⬡ Symbols
- ⬡ Imagery (Photography or Illustrations)
- ⬡ Graphic Assets

When designed around **YOUR** values and core message, the visual identity of your brand will be the **RECOGNISABLE ESSENCE OF YOUR BUSINESS.**

Questions

If your business was a person how would you describe them?

If your brand was to have a personality, what would it be?

Playful? Sophisticated? Calm? Energetic? Inspiring?

Where your business is seen

YOUR BRAND IS SEEN

And if you are making the effort to advertise and market to your audience wouldn't it be great to ensure those people recognise that it is you, and your business communicating with them?

TOUCH POINTS of your business are all the places where your visual identity is relevant and where consistency and alignment play a big part.

Here are some examples of how the visual identity of your brand can be deployed into the world as part of your strategy:

Website

Workshops

Email Newsletters

Social Media Content

Presentations

Stationary & Business Cards

A visual identity is designed with impact in mind, not just to look good but with a purpose of creating feelings within your targeted audience.

Questions

What are the touch points of YOUR business?

Where will your audiences first come into contact with your brand?

Social media?

Website?

Seminar?

Referral?



VISUAL IDENTITY

- There is no such thing as no design -

SOME OF MY THOUGHTS ABOUT VISUAL IDENTITY:

Expanding on the quote above - “There is no such thing as no design” **there is only unconsidered design.**

I’m sure you don’t want your audience feeling like they are not considered, maybe that is an assumption, but hopefully you have downloaded this document because you are interested in creating an identity for your business that communicates your values and represents your core message.



“when brand communication comes through intact **-crystal clear and potent** - it goes straight into peoples brains without distortion, noise or the need to think too much about it. It shrinks the “psychic distance” between companies and their constituents so that a relationship can begin to develop. These gap crossing, distance-shrinking messages are **the building blocks of a charismatic brand.**”

- Marty Neumeier

Author, Speaker, Liquid Agency, US.

Visual Identity design is about making an impression in an instant.

Question

Are you at a point in your business where you want to communicate with the sub conscious of your audience?





I hope these questions have started some creative thinking and cogs turning!

Discussing your answers with your team or someone close to you, will help articulate your answers with more clarity or spark even more conversation.

If you'd like to discuss how you can create a visual identity with more personality, I love talking about this stuff - no commitment, let's have a chin wag about your business!



Brands aren't built in a day.
So let's get started...

This is me, Kim

Book A Call With Me

Or send an Email

A little more info about YOUUDANdesign

I work in partnership with purpose-driven businesses to help them gain ownership of their messaging and clarity over their strategy. In an **exercise of exploration and imagination, we go beyond design to build a dynamic brand identity** that reflects their aspirations, grows with their ambitions and connects with their audience.

Three steps to designing a visual identity that will stand out – and stand the test of time.

The approach I take is deliberately logical and deeply personal. Because I believe effective communication starts with you and your audience. So I'll get to know your business and your customers, helping you to gain clarity over your messaging and your market.

With a better understanding of your unique proposition, we can start getting creative. Translating your core values into visuals with impact. That repeatedly, consistently connect with your target audience and support your strategic objectives.

"Build a brand, not a business"

- Sir John Hegarty





Using hexagons is a nod to the honeycomb building structures of bees.

It helps communicate my love of collaboration, building relationships, working as a team & creating something worthwhile.

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