

Brand Identity Strategy & Design Framework

BRAND

What is the business you are building and how does it differentiate from a similar business/brand in your industry. During this process we get clarity on your brand promise.

IDENTITY

When we meet people it certainly helps remember the encounter when they **'have something about them'** - a personality, likability, standout features or a good story to tell. Businesses are the same and the positioning & identity of your business will help make you memorable.

STRATEGY

- **Why** do you exist beyond making money?
- **How** do you show up in the market in a relevant way?
- **Who** do you exist to serve and why should they pick you?
- **What** is your value proposition?

DESIGN

Colours, logo, photography style, typography - all visual elements that when combined and used consistently, will start to become recognisable by your audience and in turn, build trust for you offering.

YOU D A N *design*
Clarity Through Creativity

STEP 1

Uncover & Clarify

Building a brand identity requires getting very clear on your business, your customer, looking at your industry and identifying opportunity in the market.

We want to create interest, create impact and build a tool kit that can adapt as your business grows.

Step one is all about articulating the core message and clarifying position your in the market.

STEP 2

Design

Visuals that communicate your value, unifies your content and clarifies your message; will give you the confidence and consistency to grow your business.

Creating a system of design that represents your offering and aligns with your values will provide a foundation in which to create content, build trust and begin to craft a reputation.

STEP 3

Create

Developing a library of assets and consistent collateral that keep your outreach and digital footprint on brand. Here we focus on all the touch-points of your business.

How do you do business? Do you need LinkedIn banners? Social media templates? Business cards? Web design? All avenues are considered when we start to implement your new identity across your business.

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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This is me, Kim



Have some unanswered questions?

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