



BRAND BASICS

FREE GUIDE TO
STARTING YOUR
BRAND

with bonus tips

SO GOD GAVE YOU A VISION

Whether you're starting a business for the first time or launching another venture, it's important to understand:

1 Branding is less about our favorite things & all about strategy

2 Investing in your vision is important whether your starting with \$1 or \$1,000

3 Colors are powerful tools in storytelling, but it's important to understand what each color represents and their fundamental purposes in your brand.





Brand

/brænd/

is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers

Creating your vision can be fun and exhilarating. In building strategy, we focus on the brand's mission, which will serve as the foundation upon which your brand is built.

Branding Breakdown

It's crucial to understand these concepts before selecting colors. Without a grasp of these core elements, you won't have a clear brand or strategy for growth, as you won't know who you're trying to target.





- **Brand voice:** How to showcase your personality through your brand
- **Who is your audience?** Who are you aiming to reach with your brand?
- **What are you looking to convey?** (This is different than your brand voice. This is the message you want to get across, while using your brand voice to showcase it)
- **Brand colors-** consist of 2-4 colors that give meaning & detail to your brand

BRAND VOICE

Show up as yourself



In the process of creating a brand, we sometimes find ourselves searching for inspiration. Here are some practical ways to maintain your authentic voice while allowing your ideas to flourish:

- Incorporating your speaking voice into your brand by writing your posts, blogs, etc in a personal tone that's relatable to your audience
- Use phrases that resonate with your audience, but are authentic to the perspective of your brand
- Get serious about what's important to your brand by showcasing trends that are relevant to your message



AUDIENCE

Who are you speaking to?

1. What are the needs of your audience?
2. What problem is my brand solving?
3. What age range is my audience?
4. How is your audience currently meeting their needs?

Some ways to answer these questions include:

- Distinguishing between whether your brand will be providing goods or services.
- What problem will these goods or services solve? (example: coaching sessions that service African American women in early adolescence ages 10–19 to combat mental health statistics & outcomes)
- What content in relation to my brand does my audience desire consume
- What tools or platforms they're currently using to find information or buy goods



AUDIENCE

What are you saying?

Now that you know who your audience is, what message are you conveying to them?"

In this portion of the guide, we will focus on the information our audience consumes. We have taken the time to discover our brand voice and identify what is important to our audience. Now, we can create content.

- – Testimonials, Services offered, Why should your audience partake in your services and or goods
- – Tips, & Knowledge surrounding your brand topic or services
- – Your brand story. What makes you different
 - – Get to know your audience even more by asking questions that are engaging
 - – The most important thing is being consistent. Growth & consistency go hand and hand.



COLORS

What do they mean?

Can my favorite colors be in my brand?

YES, & NO. LOL LET ME EXPLAIN

Lets take into account
what your fav colors
are & lets ask
ourselves some
questions.

Do these color
compliment each
other? (Not just
your fav outfit lol).

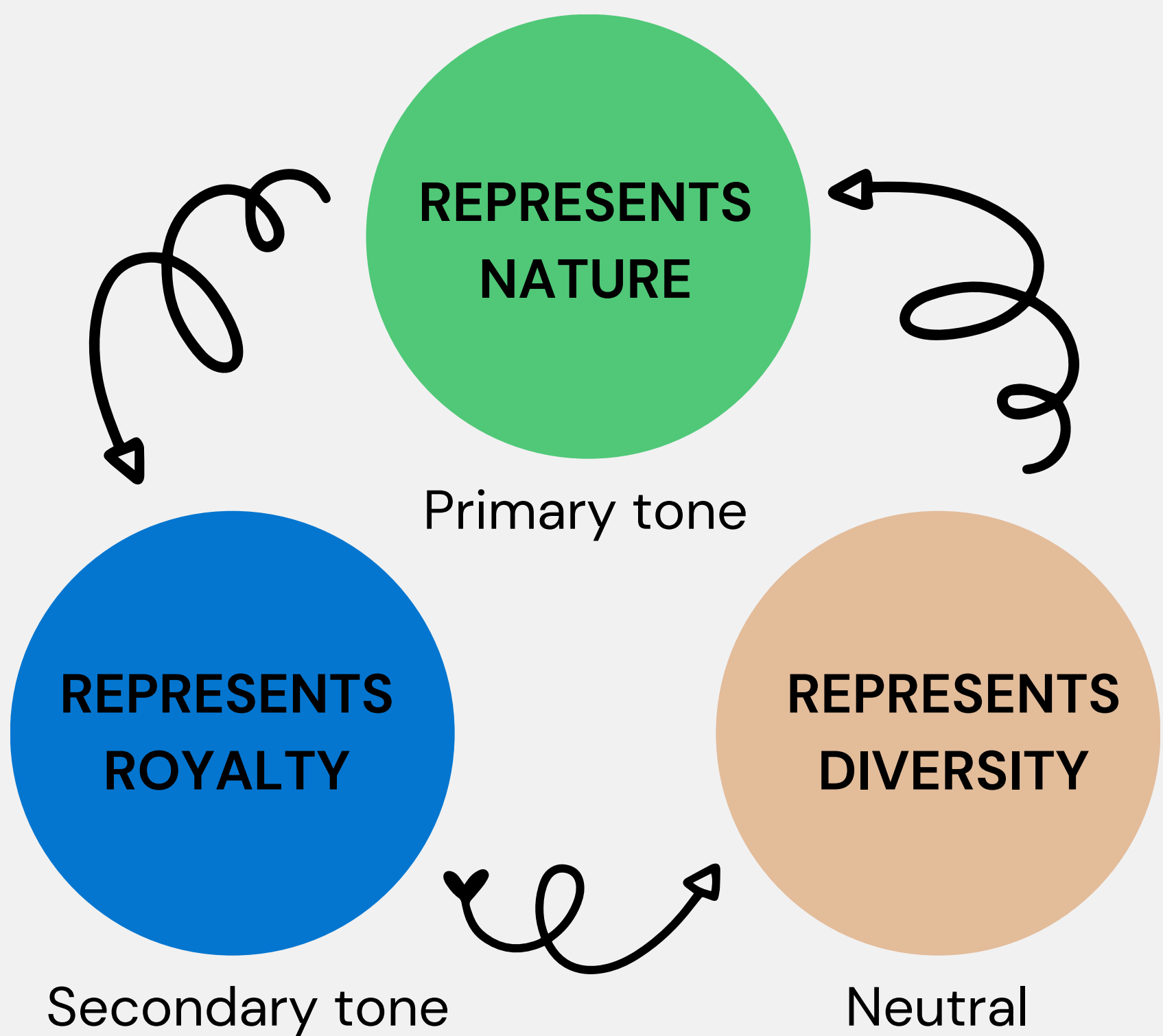
Do they convey the
message of your brand?
(example: fun &
welcoming rather than
sporty and athletic)

What type of response
do these colors evoke?
are these colors
attractive to your
desired audience?

COLORS

What do they mean?

Google can be our best friend or our worst enemy. When choosing colors, use platforms as resources to understand what each color means.



Be sure to always have a neutral that compliments your main tone(s)



Remember to have fun & be creative!



Stock Photos

Stock Photos

PHOTO

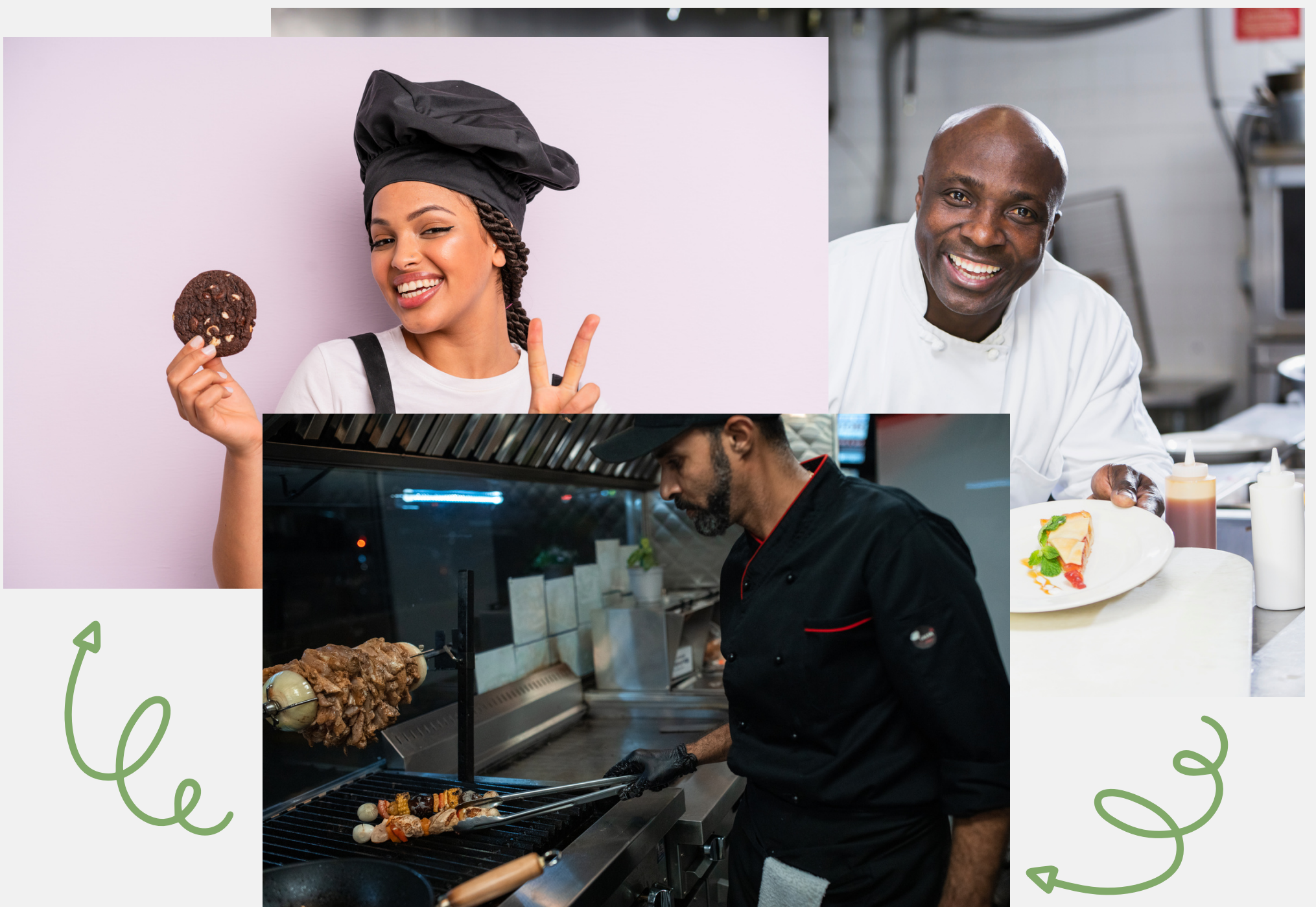
Extra Extra!

Stock photography can be amazing, but always ensure that it adds quality to your brand

It's always best to also have authentic shots of your services/products to let your audience get a glimpse into your business

Example(s)

- Shots of your entrees and photos of your meal preparation
- Misc photos of your fav utensils or spices



LET'S GO

You got it!!!

Still, have some questions that need answers?

Need someone to help guide you through this
process step-by-step?

Book a free consultation with me.

I would love to help you create a mission that sparks
your creativity and kick-starts your brand.

(Click the Link to book a free consultation)

Let's work together

I'm a Web designer with years of
experience helping others to
thrive in their God-given gifts



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