

Overwhelmed or looking for direction in building your brand visuals?
Use this handy sheet to be sure you are covering your bases.

#1 Research

- What does your target audience like?
- What attracts their attention?
- What brands do they follow and shop?

Get out there and see what inspires you! Make sure your brand aligns with your target audience. Think: what does this person already look at? What catches their eye? Where do they shop now? What hobbies and activities do they already do? Know your audience's motivations and pain points to serve them best.

#2 Build Key Elements

Brand Story

Logo

Color Palette

Typography

Image Guide

Brand Voice

#3 Create Guide

Put it all together! Create a doc with all of these elements to share with your team or anyone creating on your behalf then **stick to it!** Confusing branding hurts your brand.

Make things consistent!

Need help?

Where to use and apply your branding assets:

- Social Media
- Website
- Emails
- Business Cards
- Brochures
- Ads