



D&CO

THE ESSENTIAL BRANDING WORKBOOK

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**FIRST
IMPRESSIONS
CAN ONLY BE
MADE ONCE.**

**YOU MUST GO OUT WITH
YOUR BEST FOOT FORWARD**

**WITH MILLIONS OF
BUSINESSES LAUNCHING
EVERY YEAR, IT'S NEVER
BEEN MORE IMPORTANT TO
MAKE SURE YOUR BRAND
STANDS OUT FROM THE
CROWD.**

**SO JUST HOW DO YOU GO
FROM BLAH TO BRILLIANT?**

**WHY IS BRANDING
IMPORTANT?
BECAUSE VISUALS ARE
PROCESSED x90,000
TIMES FASTER THAN JUST
TEXT ALONE!**

**YOUR BRAND MAKES
COMMUNICATION FASTER
AND MORE EFFECTIVE!**



WHY DO YOU NEED A KILLER BRAND?

Branding is more than just a pretty picture to represent your business. It's about people and forming relationships. It's about connecting with your audience on such a level where they couldn't even imagine doing business with anyone else but you.

SO, WHY DO YOU NEED A KILLER BRAND?

- It's your first impression
- it's the global face of your business
- It makes you credible
- It's a source of trust and familiarity
- Separates you from your competition
- Increases your company's overall value
- It makes you stand out from the crowd
- Your ideal customer will only want to work with you

**SO, WHAT EXACTLY
IS A BRAND?
SUMMED UP IN ONE
SENTENCE:**

**“A BRAND IS A CUSTOMER’S
GUT FEELING ABOUT A
PRODUCT, SERVICE OR
COMPANY”**

MARTY NEUMEIER, AUTHOR OF ZAG



WHAT IS A BRAND?

YOUR BRAND IS NOT JUST

- Not just a logo design
- Not just a name or trademark
- Not just a symbol or even a jingle.

Yes, these things make up some of a brand, but a brand encompasses all of this and so much more.

Your brand is the total of all the experiences a customer has, based on every interaction they have had with you, your company, and your products. Each one of these interactions tells a story to your customers.

WHAT COMPONENTS MAKE UP A BRAND?

Some of the things that do make up the entirety of your brand include the following:

- Logo identity
- Your brand story, values and vision
- Products and services
- Customer service/customer experience
- Font choices and colour palette
- Support imagery
- Tone of voice and personality
- Your audience and message



KEY COMPONENTS OF YOUR BRAND IN DETAIL

LOGO

Your logo anchors your brand and is the single most visible manifestation of your business. It includes fonts, colours and unique visual elements. It is unique to only you and essentially it is the face of your business.

FONT CHOICE

A font can make or break your brand. Yep, seriously. Think about how many places it's going to be seen! Your font is going to pack a punch in the overall feel of your brand.

You will typically have 2-3 fonts: a Main Font; an Accent Font; and a Body Font. Your Main Font will convey the overall feel of your brand. Your Accent Font is used just as that, to really draw attention. Last but not least is your Body Font which is used for your text such as emails and documents.

KEY COMPONENTS OF YOUR BRAND IN DETAIL

COLOUR PALETTE

A recent study found that 90% of snap judgments made about products can be based on colour alone.

The importance of colours in branding have always been associated with emotion but the newest research is showing that colours help identify a brands personality. So think red for exciting, brown for earthy, green for environmental and growth.

General rule of thumb is to stick to three colours or less for your colours palette. Textures, patterning and support imagery can happen in here too, giving your brand personality and bringing it to life.

PERSONALITY

Think of your brand as a person. How do they speak. Do they use intense, grammatically correct sentences, or is your brand fun, loves short, punchy, catchy phrases with a bit of slang thrown in?

What does your brand wear? Is it on trend? What is the overall personality of your brand? Is it grounded and classy or outspoken and colourful?

Leading straight back to consistency, your tone of voice must be the same across all of your platforms: website, Facebook, social media and promotional products.

**STRONG BRANDS
ARE CONSISTENT
WHICH BUILDS
TRUST THAT
LEADS TO
MORE CLIENTS**

**CONSISTENCY IS KEY IN
THE WORLD OF BRANDING**

HOW DO YOU CREATE A COMPELLING BRAND?

IT DEPENDS ON YOUR **GOALS**
AND WHAT YOU WANT YOUR
BRAND TO DELIVER FOR YOU.

HOWEVER, FOLLOWING
THESE STEPS WILL ASSIST
IN THE **CREATION OF YOUR**
BRAND.



HOW TO CREATE A COMPELLING BRAND

GET CLEAR ON YOUR VISION

Getting clear on your vision for your business is absolutely essential if you want your brand to be delivering you awesome results.

Without knowing what you want and what you are aiming for, it's incredibly difficult to get the results you are after purely because they haven't been defined.

Without documenting what it is you want to achieve, you won't know if you're on track or off track for success.

The clearer you are about your vision, the more you are able to create a brand that delivers the results you want.

LET'S DOCUMENT YOUR VISION FOR YOUR BUSINESS

OUR 'BIG PICTURE' VISION



HOW TO CREATE A COMPELLING BRAND

GET TO KNOW WHAT YOUR CUSTOMERS REALLY WANT

If there's one thing you can do to transform the power of your brand, it's to understand more about your customer - their motivations, their deepest desires and their biggest fears.

Understand what they value about what you do and why they choose to do business with you rather than a competitor and you'll find creating a knockout brand so much easier.

More to the point, when you get this stuff right, you'll sell more, because what you're communicating will resonate with your customers.

LET'S DELVE MORE INTO YOUR IDEAL CUSTOMER

OUR IDEAL CLIENT

WE ADD VALUE TO OUR CLIENTS LIVES BY

LET'S DELVE MORE INTO YOUR IDEAL CUSTOMER

**PEOPLE CHOOSE OUR BRAND OVER OTHERS
BECAUSE**

**HOW DO PEOPLE FEEL WHEN THEY ENGAGE
WITH OUR BRAND?**

HOW TO CREATE A COMPELLING BRAND

CREATE A COMPELLING BRAND STORY

A great brand story will help you build value, engage with your current and ideal customers and help you differentiate yourself from your competitors. It will also make your business more memorable. Of course, we are talking about more than just a history of your company on the 'About Us' page of your website.

We are talking about something that's going to capture the imagination of your customers and build loyalty and a following.

TOP TIPS FOR CREATING YOUR UNIQUE BRAND STORY

CONSIDER WHAT MAKES YOU UNIQUE

Delve into your values, your history and your vision. All of this is great content for your brand story.

KEEP IT REAL.

Lose the jargon and imagine you're sitting down and chatting to your ideal customer over a coffee. How would you keep them interested?

CREATE EMOTION THROUGH STORIES

Stories work because they draw on our emotions. Remember - this isn't a history essay, it's a story. You need to keep people interested and take them on a journey.

MAKE IT RELATABLE AND AUTHENTIC

It's nice to support the real people who are working hard to make their dreams happen. Celebrate the things that make you different and what brought you to this point in time with your business.

LET'S DOCUMENT SOME OF THE ELEMENTS OF YOUR BRAND STORY

**WHAT DO YOU THINK MAKES YOUR BUSINESS
UNIQUE?**

**WHAT PARTS OF YOUR PAST HAVE HAD THE
BIGGEST INFLUENCE ON WHERE AND WHO YOU
ARE TODAY?**

**WHAT IS YOUR DESIRED END RESULT FOR EACH
CUSTOMER OR CLIENT YOU WORK WITH?**

**“IT’S NOT HARD TO
MAKE DECISIONS
ONCE YOU KNOW
WHAT YOUR CORE
VALUES ARE.”**

ROY DISNEY - CEO DISNEY



HOW TO CREATE A COMPELLING BRAND

USE COLOUR PSYCHOLOGY

Using colour and the right colours is so incredibly important and colour psychology is one of the most game-changing tools you have at your disposal.

The reason being is that it has been scientifically proven that colours have a direct impact on customer behaviour.

Colour has the ability to capture your audience and influence them. Use it correctly and communication will be more powerful, memorable and so much easier.

Ultimately it's about marrying up your brand values with a well planned colour scheme and other elements to create an intentional message.

COLOUR PSYCHOLOGY

SEASONAL KEYWORDS

The process starts by identifying the seasonal personality that best fits with your business brand. This is easiest done when you have defined the vision for your business and intention first. In colour psychology there are four main seasons, **Spring, Summer, Autumn** and **Winter** and each has their own distinct characteristics and personalities. Once you understand which best represents the message you're trying to communicate you can choose the brand elements (fonts, textures, patterns, images and so on) that will best represent your business and communicate your brand story and values.

SPRING

approachable
bright
brilliant
bubbly
clear
clever
communicative
creative
effervescent
enthusiastic
expressive
fine
forward thinking
friendly
fun
imaginative
improviser
impulsive
informal
inspirational
light
lively
open
optimistic
personable
positive
quick thinking
simple
sociable
sparkling
spontaneous
twinkly
warm
welcoming
youthful

SUMMER

aspirational
attention to detail
balanced
beautiful
calm
creative
dependable
efficient
elegant
ethereal
flowing
gentle
graceful
intuitive
logical
nurturing
organised
perceptive
perfectionist
precise
professional
quality
quiet
reliable
responsible
romantic
sensitive
serious
soft
soothing
supportive
timeless
traditional
understated

AUTUMN

abundant
ambitious
authentic
campaigner
comforting
community
earthy
efficient
energetic
enthusiastic
environment
evocative
exuberant
fiery
flamboyant
focused
friendly
growth
hearty
historic
independent
integrity
intense
justice
learning
nature
nostalgic
organic
passionate
practical
productive
strong
substantial
unusual
warm

WINTER

compelling
cutting edge
decisive
disciplined
distinctive
dramatic
driven
expensive
expert
focused
grounded
hedonistic
high achiever
high end
luxurious
market leader
objective
opulent
practical
precise
realistic
reliable
self assured
serious
simple
single minded
specialist
stand out
strong
uncompromising
understated
unfussy
visionary

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COLOUR PSYCHOLOGY

SEASONAL PERSONALITIES

THE SPRING PERSONALITY

ATTRIBUTES

Warm, approachable, create, fun, inspirational, youthful, friendly, forward thinking, proactive, lively, expressive, simplicity, clarity, communication.

COLOURS

Light, bright, warm and clear.

THE SUMMER PERSONALITY

ATTRIBUTES

Romantic, sensitive, soft, graceful, elegant, organised, attention to detail, quality, timeless, tradition, structure, thoughtful, caring, perceptive.

COLOURS

Delicate, cool and muted.

THE AUTUMN PERSONALITY

ATTRIBUTES

Earthy, organic, rustic, historic, community, engaging, passionate, campaigning, substance, informal, love of learning, compassionate.

COLOURS

Warm, intense and muted.

THE WINTER PERSONALITY

ATTRIBUTES

Dramatic, compelling, precision, luxurious, distinctive, opulent, grounded, minimalist, straight-talking, focused, dynamic, market leader, expert.

COLOURS

Bright, intense, clear and cool.

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HOW TO CREATE A COMPELLING BRAND

BE CONSISTENT

One of the easiest and most inexpensive things that you can do when creating a memorable brand is be consistent.

Being consistent is important because successful brands are consistent, which builds trust that leads to more clients.

What I mean by consistent is utilizing the same visual language that uniquely identifies your business and your brand.

Utilising the same shade of your corporate colour, the same font choices and a cohesive suite of imagery - uniquely identifies and represents the personality of your business.

Do it consistently and your current and prospective customers will look to your business as one that can be relied upon and one that can deliver on the outcome they are after.



HOW TO CREATE A COMPELLING BRAND

CHOOSE BRAND VALUES THAT SET YOU APART FROM YOUR COMPETITION

It was once said by Roy Disney, CEO of Disney "It's not hard to make decisions once you know what your core values are." It is absolutely the same when it comes to your businesses brand values.

To work out your brand vales, you need to ask yourself

- * What you want to be known for?
- * What makes you unique?
- * What do your clients value about what you do?
- * And what puts you head and shoulders above the competition?

All these things contribute towards your brand values.

Choose words to describe your business that are emotive and go beyond your standard key words like "professional". By digging deep - you will be able to identify unique brand values that will set you apart from your competition.

LET'S DOCUMENT YOUR BRAND VALUES AND PERSONALITY

WHICH OF THESE BASIC HUMAN VALUES DOES YOUR BRAND STAND FOR?

- POWER** Social status and prestige, control or dominance over people and resources
- ACHIEVEMENT** Personal success through demonstrating competence according to social standards
- HEDONISM** Pleasure or sensuous gratification
- STIMULATION** Excitement, novelty, and challenge in life
- SELF-DIRECTION** Independent thought and action - choosing, creating, exploring
- UNIVERSALISM** Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature
- BENEVOLENCE** Preservation and enhancement of the welfare of people with whom one is in frequent personal contact
- TRADITION** Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provide
- CONFORMITY** Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms
- SECURITY** Safety, harmony, and stability of society, of relationships, and of self

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WHAT IS YOUR BRAND PERSONALITY?

Imagine that your brand is a living breathing being. It's a character in the story of your clients lives. How will it act? What personality traits would you use to describe it? **(CHOOSE TOP 3)**

- | | | | | |
|---------------|-----------------|---------------|---------------|--------------|
| Accessible | Efficient | Knowledgeable | Responsive | Casual |
| Active | Elegant | Leader | Romantic | Chummy |
| Adaptable | Eloquent | Liberal | Rustic | Competitive |
| Admirable | Empathetic | Logical | Sage | Complex |
| Adventurous | Energetic | Loyal | Scholarly | Determined |
| Appreciative | Enthusiastic | Masculine | Secure | Dreamy |
| Articulate | Exciting | Mature | Selfless | Driven |
| Aspiring | Fair | Moderate | Self-reliant | Dry |
| Athletic | Faithful | Modest | Sensitive | Earthy |
| Balanced | Farsighted | Neat | Sentimental | Emotional |
| Brilliant | Firm | Objective | Serious | Experimental |
| Calm | Flexible | Open | Sexy | Folksy |
| Capable | Focused | Optimistic | Simple | Frugal |
| Caring | Forgiving | Observant | Sociable | Glamorous |
| Challenging | Forthright | Organized | Sophisticated | Hypnotic |
| Charismatic | Freethinking | Original | Spontaneous | Intense |
| Charming | Friendly | Passionate | Stable | Maternal |
| Cheerful | Fun | Patient | Stoic | Mellow |
| Clear | Generous | Patriotic | Strong | Modern |
| Clever | Gentle | Peaceful | Suave | Mystical |
| Colorful | Genuine | Perceptive | Sweet | Outspoken |
| Compassionate | Gracious | Perfectionist | Sympathetic | Private |
| Confident | Hardworking | Personable | Tasteful | Progressive |
| Conscientious | Healthy | Persuasive | Teacher | Proud |
| Considerate | Helpful | Playful | Thorough | Pure |
| Cooperative | Heroic | Polished | Tolerant | Quiet |
| Courageous | Honest | Popular | Trusting | Loud |
| Creative | Honorable | Practical | Understanding | Sarcastic |
| Cultured | Humble | Precise | Vivacious | Sensual |
| Curious | Humorous | Profound | Warm | Skeptical |
| Daring | Idealistic | Protective | Well-bred | Soft |
| Decisive | Imaginative | Punctual | Well-read | Stylish |
| Dedicated | Impressive | Purposeful | Wise | Surprising |
| Deep | Independent | Rational | Witty | Soft |
| Dignified | Individualistic | Realistic | Youthful | Tough |
| Disciplined | Innovative | Reflective | Ambitious | Whimsical |
| Discreet | Insightful | Relaxed | Amusing | Religious |
| Dramatic | Intelligent | Reliable | Artsy | Fatherly |
| Dynamic | Intuitive | Resourceful | Big-thinking | Motherly |
| Educated | Kind | Respectful | Formal | Stubborn |

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WE HOPE THAT THIS RESOURCE
WORKBOOK HAS HELPED YOU
UNDERSTAND & IDENTIFY
KEY ELEMENTS WITHIN YOUR
BRAND.

IF YOU STILL FEEL THAT YOU
NEED ASSISTANCE WITH THE
CREATION OF YOUR BRAND,
CALL OR EMAIL US TO ARRANGE
A MEETING.

WE CAN ASSIST YOU IN TAKING
YOUR BUSINESS & BRAND TO
THE NEXT LEVEL!

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**THINK BIG.
LEAD THE WAY.**

WITH SIMPLY EXCEPTIONAL BRANDING

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