

How to Create a Unified Brand Experience for Your Business

presented by



What is Branding?

Branding is the distinct identity that resonates with your audience.

It's expressed through visuals like your logo and photos, the language used to communicate with shoppers, and the unique selling proposition that distinguishes your business from competitors.

Branding appears on your website, social media, email, and in person.

Potential customers must see your brand
7 times before they remember it!

Defining Your Brand

A consistent and unified brand is clearly defined. This includes knowing your brand's:

- **Visuals:** colors, fonts, images, personality
- **Messaging:** tone, language used (and not used), communication style
- **Position Statement:** a sentence that identifies your product and target audience, and how your product fills a market need

Exercise: Define Your Brand

Brand Component	Key Considerations	Your Brand's Answers
<p>Visuals</p>	<p>What are your brand's colors and fonts?</p> <p>What's the vibe you want to convey?</p>	<p><u>Colors:</u></p> <p><u>Fonts:</u></p> <p><u>Vibe:</u></p>
<p>Messaging</p>	<p>What is the tone of your brand messaging?</p> <p>What words describe what your brand is and isn't?</p> <p>What rules apply to your brand's communication style?</p>	<p><u>Tone:</u></p> <p><u>What your brand is:</u></p> <p><u>What your brand isn't:</u></p> <p><u>Communication Guidelines:</u></p>
<p>Position Statement</p>	<p><u>Example:</u></p> <p>Geek Chic Fashion helps people of all sizes to embrace their shape in modern, stylish handmade clothing so they can let their inner fashionista shine comfortably and confidently.</p>	<p>I help</p> <p>to</p> <p>in/with</p> <p>so they can</p>

Case Studies

Use the brand examples from the live session to spark ideas for your business!

Bright Black Candles

How do they carry their mission from the candle design through their social media & email, merchandise and store?

My takeaways:

Matcha Nude

How does their social media aesthetic prepare customers for the packaging they receive in their orders?

My takeaways:

Soap Distillery

How does their cocktail and drinks theme influence major brand touchpoints?

My takeaways:

My Action Plan

List the top three things you want to improve about your brand to create a more unified experience going forward:

1.

2.

3.

Keep the momentum going!

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