## 5. Business Branding Basics

Once you know your branding message you can use this to create your overall brand, which against common belief is so much more than just your logo!

It includes:

- Mission, vision and values
- Name and taglines
- Logos and Colours
- Fonts
- Imagery and Photoshoot

It is important to remember that your brand is a feeling created over time, and is everything your clients know, believe and feel. Therefore, it must create the effect like a song that your clients can't get out of their heads!

**Mission, Vision and Values**

Your mission, vision and values can be defined by one question - "what do you and your brand stand for?"

Your mission is the overall aim of your business – e.g. "I am the go-to business strategist, growth/development and empowerment mentor for female entrepreneurs."

Your vision is where your business will be within a set time frame – e.g. "I will help a million women change their lives using business strategy and empowerment tools by the year 2020."

And your values are a set of guidelines that allow your brand to meet this mission, and aim for the vision you have set – e.g. "I always aim to be the best female mentor in the world", "I believe for every woman, enjoying her work is her

birth-right", "I am committed to empowering women globally", "Helping female entrepreneurs create success within themselves and their businesses is my main priority", etc, etc.

What are your mission, vision and values? _____

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**Name and Taglines**

Your business and product/service names can be anything as long as appealing to your ideal client, and appropriate for what you are offering.

Your taglines should explain the value you are going to give to your ideal client, or give further detail of your offering.

What is the name of your business? _____

What is the tagline of your business? _____

What are the names of your products or services (offerings)? _____

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What are the taglines of your products or services (offerings)? _____

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**Logos and Colours**

The key to creating a powerful logo is to keep it super simple.  If you have trouble using Canva or a similar program then just outsource this task rather than wasting too much time on it (as it is easily done!)

When choosing the colours for your logo (and brand in general, that you then will use on your social media platforms and website, etc) select 2-4 colours that represent your brand and that appeal to your ideal client.  Ideally 3 colours should be your primary/main colours, and an extra one as an accent colour running through your branding.  Please note that white and black are classed as colours too!

It is a good idea to do some research online into the colours used in your industry and by your competitors, then use an online colour picker to find the exact colour shades that fit with you and your business (then make a note of the hex codes - # six-digit code).

What are your selected colours and codes? _____

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**Fonts**

Choose 2-4 fonts you will use within your business, as any more than this will dilute your brand becomes diluted.

What are your selected fonts? _____

**Imagery and Photoshoot**

Your brand will organically evolve over time, but as a rule, keep imagery and colours, etc the same for one year to allow for your brand to becoming established and recognised.  This means keeping your social media profile photo and header images the same across all platforms over the year, which should reflect the feel and imagery of your website too.

As confusion is the number one reason why someone won't buy from you, consistency with this is absolutely essential!

Plus, if you haven't already had a photo shoot for your business, you need one.  You do not necessarily need to have this done professionally to start with (a good smartphone camera will do the job!) but you do need to make sure it looks professional and consistent with your brand.

Where do you need to update your profile and header photos so they are in line with your brand? _____

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What type of imagery will you choose for your brand photoshoot? (i.e. setting, props, clothing, lighting, posers, etc)

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