

BRAND ARTIST TEMPLATE ART ARCHITECTURE SKETCH PROJECT WALLPAPER CREATIVE IDEA INTER WALLPAP CREATIVE IDEA DRAWING PRINTING COMMERCIAL

MARKETING COMMERCIAL ENGINEERING PERSPECTIVE IDENTITY BUSINESS TYPOGRAPHY
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WALLPAPER LABEL BANNER ART
IDENTITY CREATIVE MODERN

BRAND

PICTURE STYLE PROJECT CREATIVE TEMPLATE GRAPHIC DESIGNER SUCCESS BUSINESS WALLPAPER CREATIVE
CONCEPT ARCHITECTURE COMMERCIAL
MARKETING BRAND IDEA PROJECT MARKETING



Branding

Consists of:

- ◆ Business Overview
- ◆ Mission, Vision, and Core Values
- ◆ Logo use and Rules
- ◆ Image style and use
- ◆ Writing style and use
- ◆ Website style and guidelines
- ◆ Social media guidelines



Where to start



Questions to Answer

- Why do you exist?
- What do you do best?
- Who are you?
- Who are you not?
- Describe your business in 3 words.

Creating a Mission and Vision Statement

A vision is something that is far in the future. A mission statement are the steps on how to get to your vision.

Core Values

If you answered the first few questions then you will be able to set your company values in how and what you want your brand to be known for.

What is your story

What makes you different?

You don't just go into business. People want to support your brand because they believe in what you stand for and they get inspired being a part of it.



Start with why, then explain how, and finally explain what.

Steps to Branding

Easy as 1, 2, 3

- 1. Color Scheme**
 - 2. Typography**
 - 3. Logo Design**
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