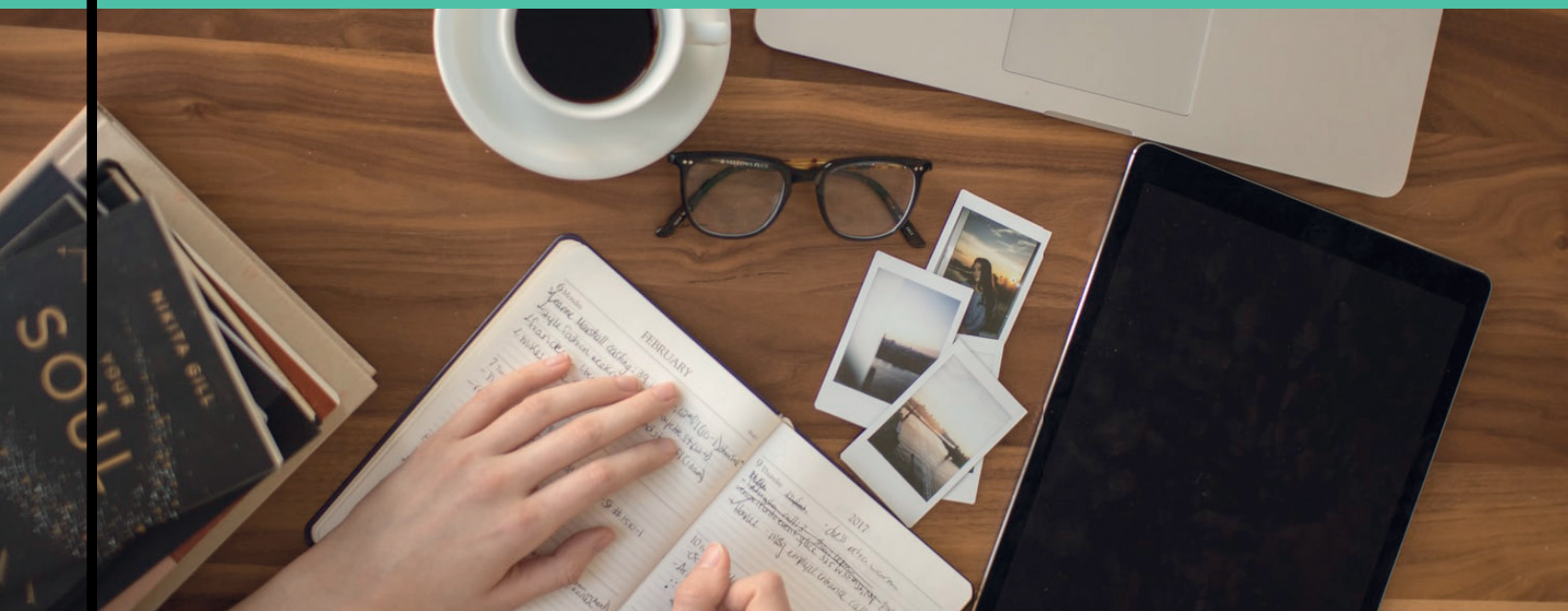# Your Guide to Understanding Brand

Written by Michelle Bozzetto

What you'll learn

What is a brand?

Building a Visual Identity
- Logo
- Colours
- Typeface
- Accessibility

Creating a cohesive brand across channels
- Know Who You Are
- Building a Visual Identity
- Creating an Experience

Who are you, and why should I care?

As a marketing and communications specialist since 2015 having experience with a number of various organizations, I've learned how hard it is to build an effective brand. I've worked in content creation - built brands from scratch and made sure every piece of content created to support them matched their brand, visually and strategically.

I love helping startups and small businesses find their voice, define their brand, and create digital content for every platform that reflects that brand. A website, a graphic on Instagram, a photo on a brochure, a monthly e-newsletter - it's a big job to make sure it all supports the same values and ideals.

Customers like products and services. But they can love brands. And I love making them.

Michelle Bozzetto
Designer + Digital Content Creator
MBozzetto Brands

What is a brand? That's like a logo, right?

Your company's brand is not just your logo!

A logo is part of your visual identity which also includes things like your business's colour palette, typeface, and aesthetic. But a brand encompasses so much more than just visual identity.

A brand is your company's entire identity; it includes things like overall look, your company's voice, and your values. It's the feeling your customers or clients get while interacting with your business.

Take a minute to reflect on your company.

What's the tone of voice you use on your website? Is it professional? Casual? Friendly?

What about your values? Do you prioritize environmentally-friendly production? Low prices and great customer service? Luxury and quality products?

All of that works together to evoke a feeling in your audience. And that is your brand.
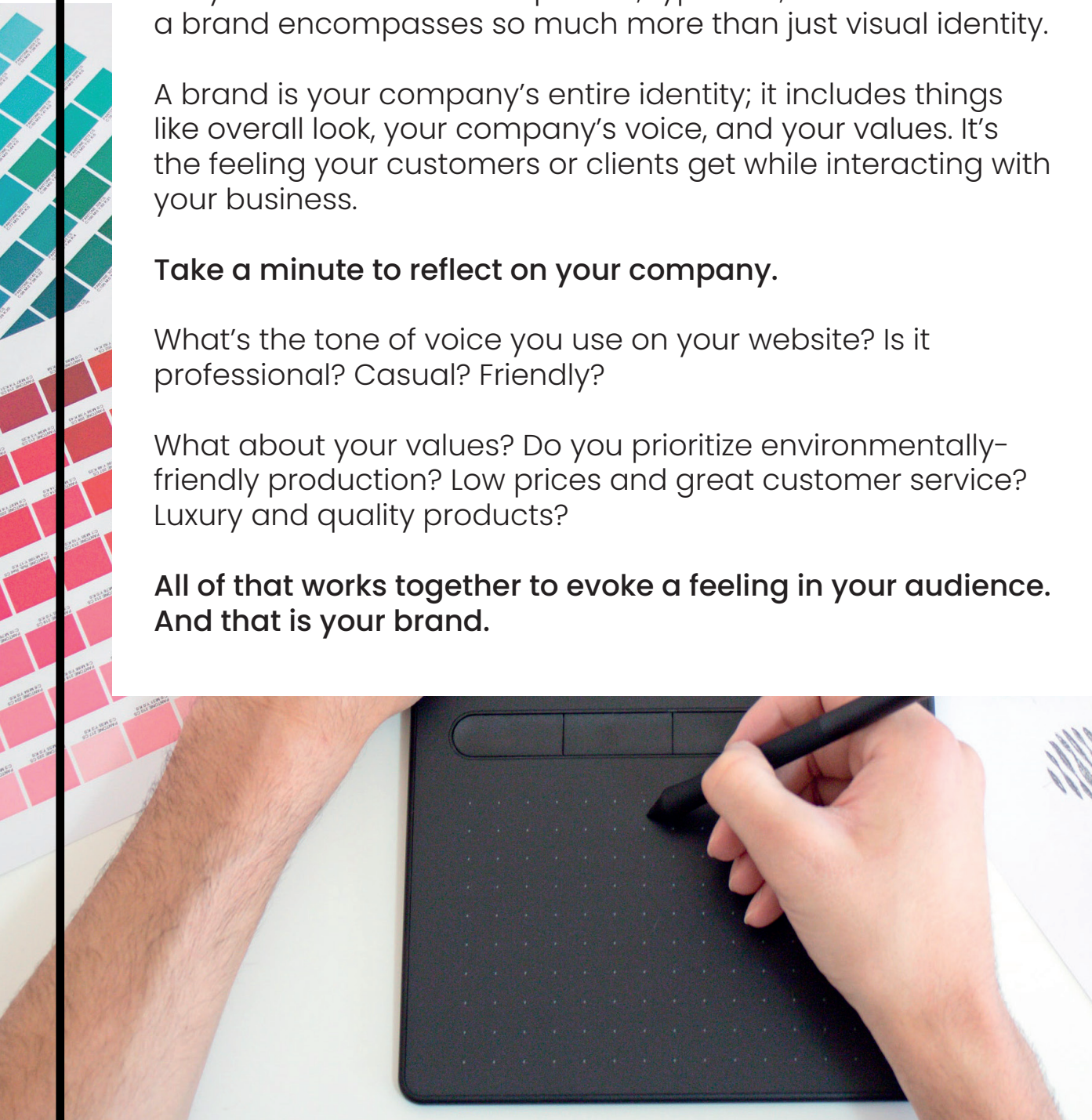
How do you build a successful brand? That seems like a lot to consider.

It is! That's why people like me exist who specialize in brand creation to make sure your company's brand takes strong first steps and stays cohesive and consistent across all platforms.

I'm going to broadly discuss three main steps in the brand creation process:

1. Know Who You Are
2. Building Your Visual Identity
3. Creating an Experience
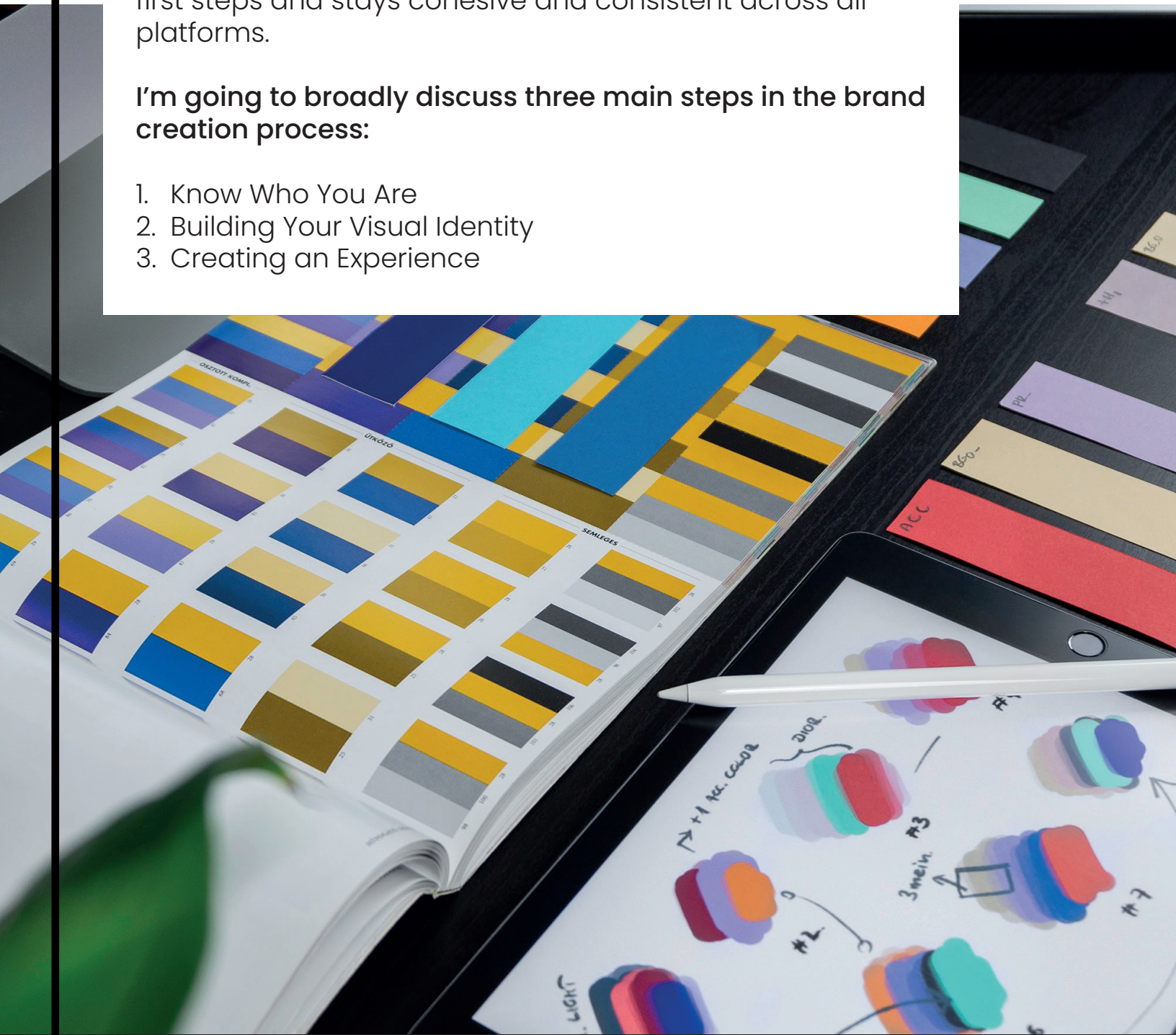
Know Who You Are

Before you start building your brand, you need to do a lot of brainstorming and strategy work. Try answering the following questions:

- What is your ideal audience? Who are you trying to reach with your business? Who are you currently reaching?
- If your business was a person, what kind of person would they be?
- What makes your company unique?

You have to determine what you want to do with your brand before you can start designing or writing anything. Depending on who you're trying to reach with your product or service, you're going to want to position yourself differently. A client-facing company will want to come off as friendly and personable, whereas a more behind-the-scenes company may want to prioritize developing trust with professionalism rather than try to be likeable.

The marketing strategy needs to be in place before you can start any of the fun stuff. (Although that depends who you're talking to, the strategy building is fun stuff for me!)

Once you've done some brainstorming, determine your company's mission statement and key messages: the main things you want your audience to know about your company. That could be what kind of product or service you provide; your company's values; your unique process - anything that you want to make sure people understand about your business.

Those key messages are going to be vital for anchoring every piece of content you publish. Whether it's your website, print ads, posters for your physical location, or social media posts, you're going to want to tie them back to your three or four key messages.

The Visual Identity

Creating your brand's visual identity is always exciting. Finding that logo that will represent your business makes everything feel a little more solid. But of course, there's a lot to take into consideration when building a visual brand.

Before you start coming up with logo designs or a colour you want to include, it's important to figure out your company's aesthetic.

A tech company's aesthetic is going to look a lot different than a bakery, or a bookstore. Taking into consideration your target audience and key messages, go on Instagram or Pinterest and pull together some images you think represent the feeling of your business. Once you have some images you like, the fun stuff can begin!

Logo

When working with your logo designer, give them as much information as possible about your company. Your logo should be something simple and versatile for various platforms and uses - your designer will worry about the nitty gritty, but they will need to know who you are, your target audience, and your goals with the company so they can create a logo that will set you up for success!

Whether it's a simple icon or stylized version of your company's name, consider where you will need to use the logo and who will be looking at it.

Colours

This is where I find clients getting the most overwhelmed during the process - choosing colours for a colour palette.

It's tempting to pick your favourite colours and call it a day. They make you happy to look at, so why not surround yourself with it and make it your business's primary colour? Please don't fall into this trap. I definitely have, but it doesn't help your brand.
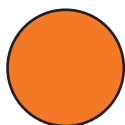
Your brand designer will be a great person to lean on at this point. They'll know how to pick contrasting colours and secondary colours for your palette, but your primary colours that will represent your brand the most will need some expert input from you. You'll have to help direct your designer again to your company's values, key messages, and target audience.

It's important to pick a couple primary colours that represent your brand, and this usually happens on a more psychological level. The colours should evoke a feeling in your customers that connects to your business, they shouldn't just look pretty.
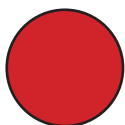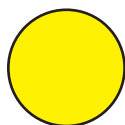
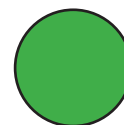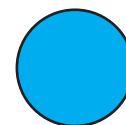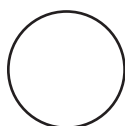| RED	ORANGE	YELLOW	GREEN	BLUE
Excitement, love, passion, boldness	Friendly, retro, fun, affordable	Optimism, playful, logic, confidence	Natural, growth, caring, freshness	Trustworthy, secure, honest, calm
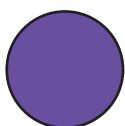
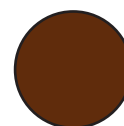| PURPLE	PINK	WHITE	BROWN	BLACK
Creative, sentimental, ambitious, imaginative	Happy, romantic, feminine, sweet	Innocence, fresh, purity, goodness	Friendly, conservative, earthy, longevity	Luxury, elegance, sophistication, formal
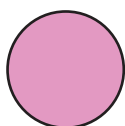
Typeface

Similar to choosing your colour palette, selecting a typeface for your company can be severely overwhelming. There are so many fonts to choose from - how can you narrow it down!

You and your brand designer will likely go through a ton of fonts to find the right ones for your business (you'll likely want two or three: one for headers, and one for paragraph and documents, possibly a third for your website).

Again, depending on your company, you'll want a different style of typeface. Want to come off as friendly and approachable? You might want a header type that's more rounded and fun. More focused on appearing professional and trustworthy? You'll want to pick something more classic.
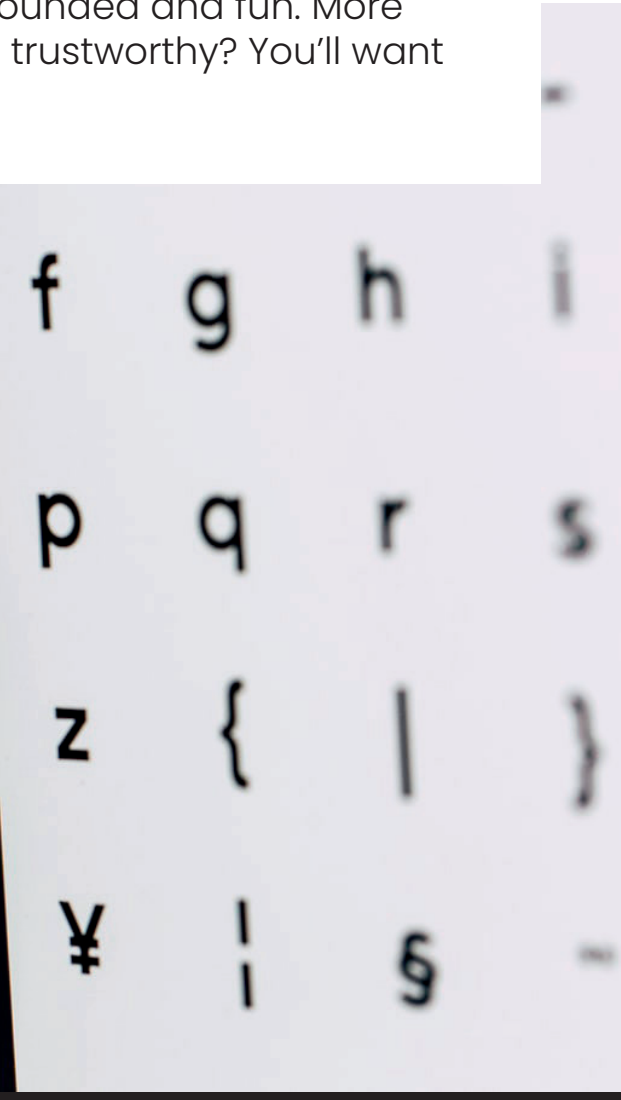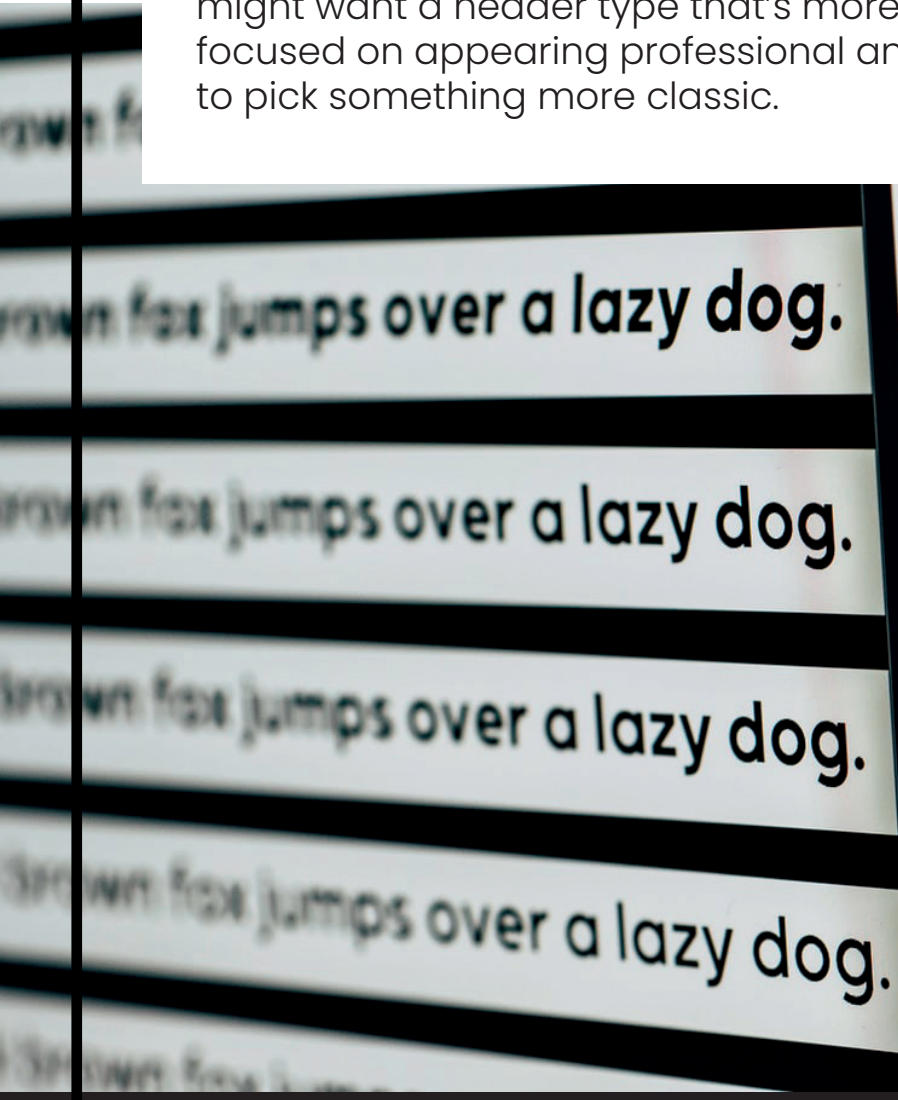
Accessibility

Something to consider throughout the creation of your visual brand is accessibility. You want to make sure everyone can interact with your brand, so the more accessible you make it, the more customers you'll be able to reach. Also, it's just the considerate thing to do - make your brand inclusive for everyone.

Things you will want to consider while making your brand to ensure accessibility might be:

- **Make sure the logo is easy to read**: If you designed a stylized text that spells your business's name, is it a cursive font that is hard to read? Is that necessary?
- **Logo variations**: Have a colour, black, and white version of your logo so you can make sure it contrasts with any background it's on and is easily readable
- **Typeface**: Don't pick fonts that are too curvy, and don't italicize anything unless necessary. Having a clear font that doesn't leave the customer confused only makes it easier for them to understand what you're trying to say. It's an easy win!

Creating an Experience

Now for the hard part - making sure all of your brand identity pieces connect to support your company!

Every branch of your business should resonate with your brand: your storefront, website, social media channels, your company's voice in person, and its voice online. It's crucial to use those strategy pieces to create a full brand experience that your customers can fall in love with.

Who are your customers? How do you want them to feel when they're interacting with your brand?

Do you want to keep communication with your customers open and casual? Or do you work with other organizations and want to keep your lines of communication streamlined?

How you want your audience to perceive your business is what will dictate so much of your branding choices:
• What kind of graphics, images and videos you create for the web
• Your word choice for website copy
• The way you respond to customers on social media
• The tone in which you address customers at your physical location

Once you know the cohesive tone and feel each of your platforms should share, it's important to make sure all of the content you create for the web and social media are the same tone as your office or physical storefront's tone.

No matter where a customer or client interacts with your brand, whether it's online or in person, they should have the same experience.

Did all of this seem a bit overwhelming?

If you read through this introduction and would like some guidance on how to better define your brand, feel free to email me at hello@mbozzettobrands.com to schedule a free intro call and let me know how I can support your startup or small business!

I offer the following branding packages and services:

Packages
- Brand Creation Package
- Logo Package
- Social Media Package
- Website Optimization Package

Services
- Logo design
- Social media graphic design
- E-newsletter layout design
- Web or blog content writing
- Brand photography
- Website creation or redesign

Let's Chat!

mbozzettobrands.com
hello@mbozzettobrands.com

IG: @michellebozzetto