

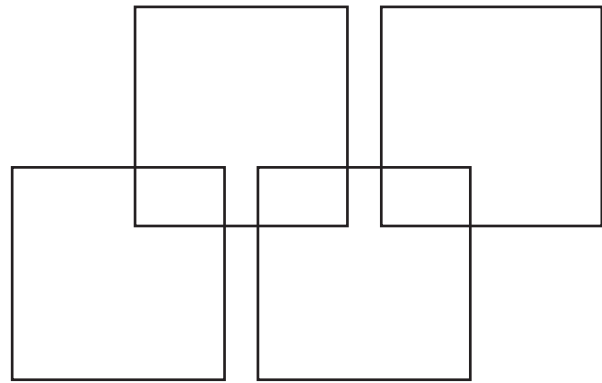
BRANDING 101

SIMPLE AND CLEAR

MY COMPANY NAME

COLORS

Add Swatches Here



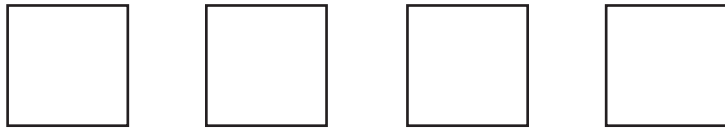
CMYK

RGB

#

THEME IDEAS

Add Swatches Here



Inspiration
- google! your family history! look at similar sites and think about how you can differentiate!



EXTRA THOUGHTS ON YOUR BRAND, WRITE IT DOWN



BRANDING 101

YOUR BRAND PERSONALITY

THE TRAITS THAT
DEFINE YOUR BRAND

Reliable
Fun
Modern
Young
Mature
Safe
Calm
Energetic
Loving
Environmentally Friendly
Confident
Creative
Personal
Joyful
Cheeky
Playful
Optimistic
Trusting

Powerful
Trusting
Silly
Girly
Friendly
Understanding
Money-making
Money-saving
Proud
Relatable
Serious
Sturdy
Stable
Simple
Complex
Amazing
Exciting
Intelligent
Life Simplifying

WHICH TRAITS DO
MY TARGET CLIENTS
APPRECIATE?

MEMORABLE MOMENTS

WHAT CAN I DO TO STAY
IN THE MINDS OF MY
CLIENTS?

Thank You Card
Social ShoutOut
Memorable Packaging
Coupon for return purchase
Note upon delivery
Brainstorm - what suits YOUR brand?



WHERE IS THE OVERLAP? HOW WILL I INCLUDE THESE TRAITS IN MY BUSINESS OPERATIONS?

