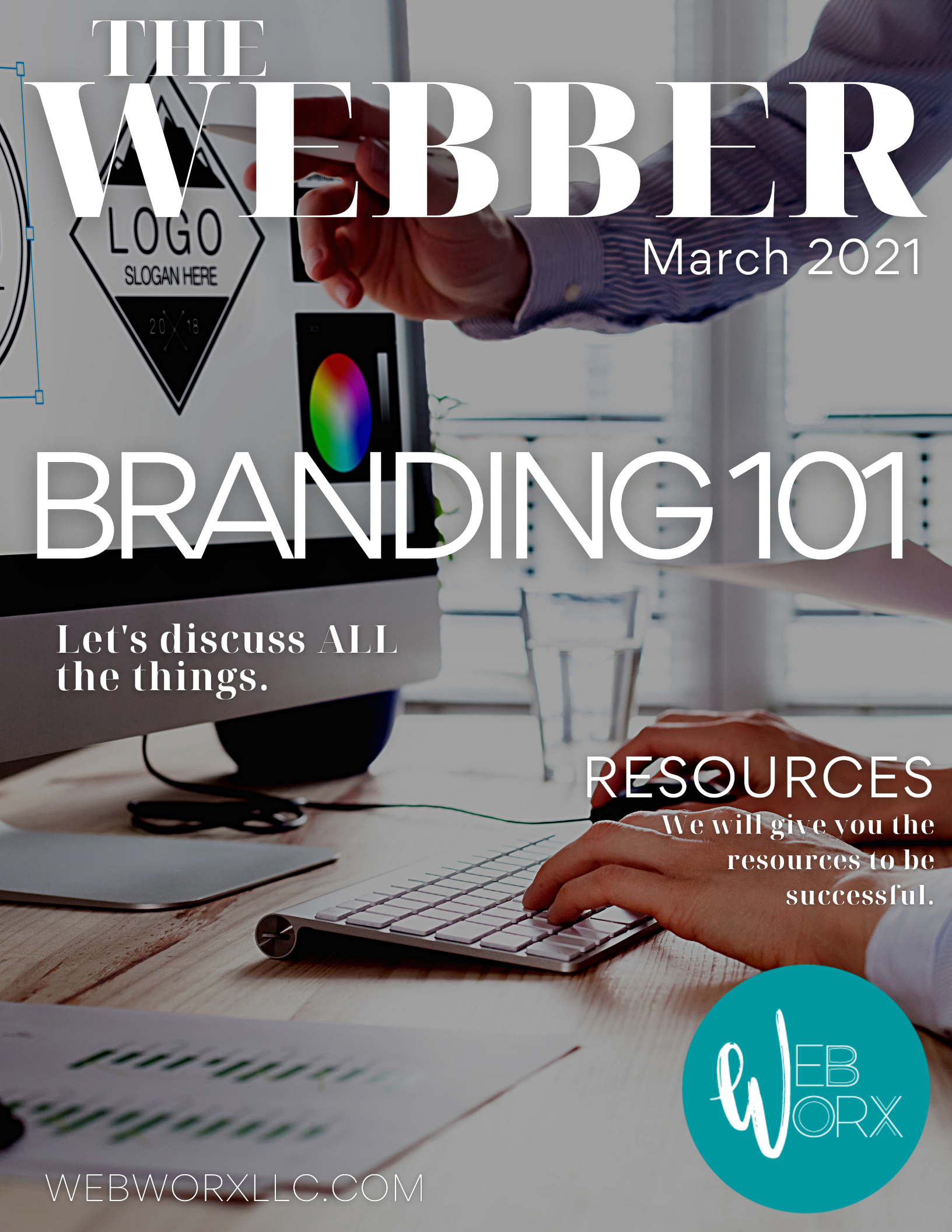
THE WEBBER

March 2021



BRANDING 101

Let's discuss ALL the things.

RESOURCES

We will give you the resources to be successful.

WEBWORXLLC.COM

10 ELEMENTS OF BRANDING

RESOURCES

Pinterest | Canva | Personas

1. MISSION & VISION

Why you are in business? Where is the business is going? Use this info as you choose your brand elements.

2. CORE VALUES

Choose a few core values that describe you as a person and what your brand stands for. (Example: integrity, helpful)

3. PERSONALITY

Your brand has a personality. Pick a couple of descriptions to convey at all times. (Example: fun, feminine)

4. CLIENT PERSONAS

What is your target audience? What do they look like? What are their pain points? How do you serve them?

5. COLOR PALETTE

Choose up to 5 (total) primary and neutral colors that work well together in different combinations to represent your brand.

6. FONTS

You need 3 fonts: a display font (script-y, something cool, or edgy), a heading font, and a body content font.

7. THE LOGO

Finalize the logo as a vector file for printing, social, and online. Get a transparent background and iterations too.

8. IMAGERY

Images bring your brand and your website to life. All images used should have the same tone, filter, look and feel.

9. WEBSITE

Your website needs a Header & Footer, Home Page, Services Page, About Page, and Contact Page. Everything else is extra.

10. WEBSITE CONTENT (MESSAGING)

The content on your website is the glue holding the other pieces together. Use the elements of your brand to create content.

BONUS ELEMENT: PROMO PRODUCTS

Promotional products serve as great client gifts, swag-bag material, and keep your brand top of mind for clients. Plus, promo products are a fun, interactive way to create a memorable brand experience.

CLARITY IS KEY

Give me a call or email to schedule
a business strategy session.

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BRANDING WORKSHEET

MISSION

VISION

CORE VALUES

PERSONALITY

CLIENT PERSONAS

COLOR PALETTE IDEAS

FONTS

WEBSITE PAGES

SOCIAL HANDLE