

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.

3. PERSONALITY

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

5. COLOR PALETTE

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

7. THE LOGO

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

9. WEBSITE

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

2. CORE VALUES

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

4. CLIENT PERSONAS

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

6. FONTS

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

8. IMAGERY

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

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

Join the Facebook Group



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

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