BRANDING FOR DUMMIES

HOW TO MAKE YOUR BUSINESS LOOK LESS AWFUL

A Small But Mighty Guide To Building Your Online Brand

Worksheets Included!

By Christopher Lang

WELCOME

INTRODUCTION

OVERVIEW

Welcome to "Branding for Dummies: How to Make Your Business Look Less Awful!" If you're here, chances are you're tired of having a brand that looks like it was created by a group of children with crayons. It's time to elevate your branding game and make your business look more professional.

In this book, I will guide you through the process of creating a robust and effective brand. You'll have all the necessary tools and resources to transform your brand from 1995 clipart to sleek and professional, including defining your brand's visual identity and establishing an online presence.

We'll begin by discussing why branding is important for your business. We'll then dive into creating a cohesive visual identity and building an online presence on social media and your website. Because we understand that you're busy running a business, we've included worksheets and exercises to help you put what you've learned into action.

By the end of this book, you'll have the skills and knowledge to create a strong and effective brand. From defining your brand's visual identity to building an online presence, you'll have everything you need to take your brand from cringeworthy to professional and polished.
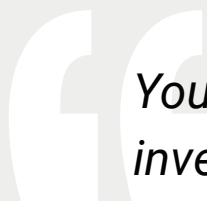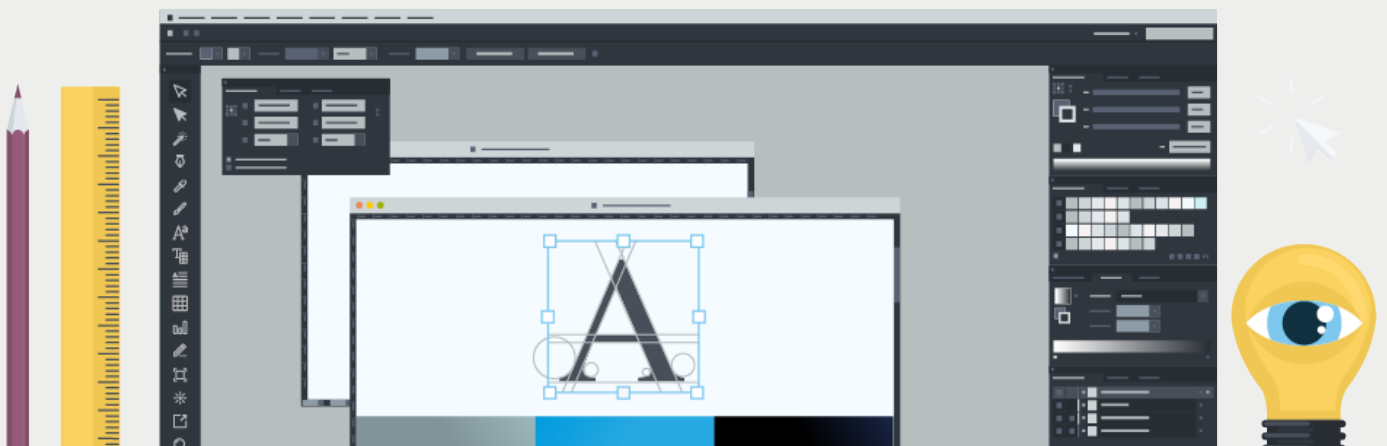
> *Your brand is the single most important investment you can make in your business."*
>
> *-Steve Forbes*

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Choosing Our Fonts

Ok, let's do things a little differently this time. In the last chapter, we talked about logos like they were the most important thing in the world. But let's be real, how are you supposed to know what you want your logo to look like when you don't even know what fonts or colors will be representing your brand yet? That's like trying to build a house without a foundation. So let's start backwards and figure out the rest of our branding elements first.

Here are some tools that can help with font selection, along with links to their websites:

Adobe Typekit - https://fonts.adobe.com/
Google Fonts - https://fonts.google.com/
Font Squirrel - https://www.fontsquirrel.com/
Font Pair - https://fontpair.co/
Typegenius - https://typegenius.com/
Fontspring - https://www.fontspring.com/
Fonts.com - https://www.fonts.com/
MyFonts - https://www.myfonts.com/

These tools offer a range of features and capabilities, from simple font browsing to more advanced font pairing and design tools. Some offer free fonts, while others offer paid options. It's worth considering what your needs and budget are before deciding which tool to use.

SERIF

T t SERIF

EXAMPLES

Tt Baskerville   Tt Times New Roman   Tt Georgia

CHARACTERISTICS
Reliable
Respectable
Dependable
Conventional
Neutral

USED ON
Books
Newspapers
Fashion Brands

SANS SERIF

T t SANS (WITHOUT) SERIF

EXAMPLES

Tt Helvetica   Tt Century Gothic   Tt Arial

CHARACTERISTICS
Clean
Simple
Futuristic
Contemporary
Straight Forward

USED ON
Road Signage
Social Media Logo
Online body text

FONT PSYCHOLOGY

Breaking down the hidden implications typefaces can bring and how to choose the right font for your brand.

SCRIPT

T t FLOURISH

EXAMPLES

Tt Grand Hotel   Tt Snell Roundhand   Tt Lobster

CHARACTERISTICS
Personal
Feminine
Fancy
Friendly
Elegant

USED ON
Wedding Invites
Bridal Shops
Greeting Cards

SLAB SERIF

T t SLAB SERIF

EXAMPLES

Tt Archer   Tt Josefin Slab   Tt Museo Slab

CHARACTERISTICS
Bold
Blocky
Strong
Reliable
Solid

USED ON
Logos
Sports Teams
Headings

Your Font Selections

Choosing Our Brand Colors

Choosing your brand colors can be a daunting task, but don't worry - we've got you covered. First and foremost, make sure you choose colors that reflect your brand's values and personality. And don't go crazy with the neon shades - unless you're trying to give people seizures. Balance is key - choose a few colors that complement each other and your brand. And above all, avoid clashing shades. Your brand's colors should be cohesive and consistent across all your branding materials. So take some time to think about what colors best represent your brand, and you'll be well on your way to creating a cohesive visual identity.

Here are some tools that can help with color theme selection and inspiration, along with links to their websites:

Adobe Color - https://color.adobe.com/
Palette Generator - https://www.palettegenerator.com/
Cooolers - https://coolors.co
Colormatcher - https://colormatcher.com/
Color Palette Generator - https://htmlcolorcodes.com/color-palette-generator/
Colorschemer - https://www.colorschemer.com/
My Color Palette - https://mycolorpalette.com/
Colormind API - https://colormind.io/api/

These tools offer a range of features and capabilities, from simple color palettes to more advanced color schemes. Some allow you to upload images or choose from pre-designed palettes, while others use algorithms to generate color combinations based on input parameters. Some are free to use, while others offer paid subscription plans. It's worth considering what your needs and budget are before deciding which tool to use.

Your Color Choices

Defining Your Audience

I know, I know, this is a worksheet to help develop your brand's voice. However, before you can figure out how your brand is going to talk to your customers, you need to know WHO you're talking to. No, seriously. You wouldn't talk to a board room full of suits the same way you would talk to a group of hipsters hanging out at Starbucks, and the same goes for your brand. Below is an example of an audience persona that you can use as a guide to create a persona for your own audience.

Average John

Goals

John wants:

- Financial Freedom
- Overcome personal challenges
- To help his family stop living paycheck to paycheck

Background

John is smart and creative and has been working most of his life living paycheck to paycheck. He sees himself as a go-getter and has finally saved up a little bit of cash. He is a bargain shopper and is the type of person that would rather invest in his future than splurge on new things.

Challenges

- Doesn't know what to do or where to start
- Has vast knowledge of specific subjects, but is not very tech savy.
- Is not very good at learning on his own and requires some guidance
- Feels like no one is there to help him

Demographics

Age: 35-45

Gender: Male/Female

Marital Status: Married

Occupation: Blue Colar Worker

Household Income: 50k - 75k

Location: Lower middle class suburbs. Decent school systems and access to average shopping and dining locations.

Identifiers

- Married with children
- Normal appearance, nothing overly fancy or flashy
- Drives a Honda or similar
- Well spoken, but casual extrovert
- Likes to find a good bargain or deal

How To Reach John

Focus on the outcome of financial freedom and emphasize the educational and guidance aspect of what you're offering. Make sure the price is affordable, and consider offering a discount for first-time signups. It's important to make him feel like you genuinely care about his success and are committed to helping him achieve his goals. While it can be tempting to show off flashy things that he can get once he has achieved his financial goals, try not to go overboard and appear too flashy or over-the-top.t

Twitter is a micro-blogging social media platform, with over 330 million active users. It's a great platform for promoting your brand or business by sharing short, engaging updates, promotions, and industry news. Twitter is also great for customer service and real-time engagement with your audience. You can use hashtags to join conversations and reach new audiences. Twitter's advanced search feature also allows you to search for tweets, accounts, and topics that are relevant to your brand. For example, a news agency could post short news updates, and use hashtags to join conversations related to the news they post. Additionally, they could use the advanced search feature to find and engage with influencers and other key accounts in their industry.

TikTok is a video-based social media platform, with over 1 billion active users. It's a great platform to promote your brand or business by creating short, engaging videos that showcase your products or services, or that provide behind-the-scenes glimpses of your business. TikTok's algorithm is also great for reaching new audiences, so you can use it to reach new customers. For example, a fashion brand could post short, creative videos of the clothes they sell, and use trending music, hashtags, and challenges to attract new customers.

YouTube is a video-based social media platform, with over 2 billion monthly active users. It's a great way to promote your brand or business by creating and sharing videos that showcase your products or services, provide tutorials, or offer behind-the-scenes glimpses of your business. For example, a software company could post product demos, explainer videos, and tutorial videos on how to use their software.

LinkedIn is a professional networking platform, with over 700 million active users. It's a great platform for promoting your brand or business by creating a company page and sharing updates, promotions, and engaging content related to your industry or business. You can also use LinkedIn's advertising tools to target specific demographics and boost the reach of your posts. For example, a job recruiting agency could post job openings and career advice to its followers.

Snapchat is a social media platform, with over 250 million active users. It's a great platform for promoting your brand or business by creating engaging content such as photos and videos of your products or services, and by using Snapchat's unique features such as filters and lenses to create a more engaging experience for your audience. For example, a beauty brand could post makeup tutorials and use Snapchat's filters to show the before and after effect.

Pinterest is a visual-based social media platform, with over 350 million active users. It's a great platform for promoting your brand or business by sharing visually appealing content such as photos and videos of your products or services, and creating boards that showcase your brand's aesthetic. Pinterest is also great for showcasing lifestyle and inspiration content, making it perfect for fashion, home decor, and food-related businesses. For example, a home decor company could create boards with different home decor styles, and post pictures and videos of the products they sell.