

How to: Establish your brand



How to create a solid brand image

- › Pick your niche - understand which niche you are speaking to and make sure your brand message resonates with that audience.
- › Make sure your visual branding is consistent and appealing - use high quality photos, consistent brand colours and a professionally designed logo.
- › Establish your brand story and use storytelling to drive your business message, tone and voice.
- › Make sure your values align with your brand story.

How to build your visual brand

- › **FONTS:** Pick which fonts you are going to use for headings, body text, emphasis. Use sites like [FontPair](#) if you need help finding good heading and body text combinations. Canva also has a font combination service (www.canva.com./font-combinations).
- › **COLOURS:** Pick a colour palette that feels right for your brand. Determine how many colours you will use and what they will be used for e.g. headings, banners, logo. Record the hexadecimal code for each colour you pick (e.g. #5c6ac4). These codes can then be entered into your website or design tools to get the exact, accurate colour for your brand.
- › **PATTERNS:** Are you going to use patterns at all? Stripes, dots, certain shapes? Make note and save any examples.
- › **IMAGE TREATMENT:** Are all your images going to be vibrant or black and white? Will they always include people or have no people in them? Do you want to use only graphics and illustrations?
- › **LOGO VARIANTS:** Are you going to have different styles of your logo? (e.g. inverted colours, text-based, icon-only and text-and-icon versions).

Logo design tips

- › Make it simple - you will need your logo in various sizes to go on different platforms, so simplifying it will ensure it looks good no matter how small or large it is (93% of top brand's logos are simple enough to be recognized at smaller sizes).
- › Have a square icon and a horizontal wordmark version of your logo.
- › Use one or two colours (95% of the world's top brands do this).

Tools to help design a professional logo

- › **Canva** - can be used to design not just your logo, but graphics and other visual branding for your business. You can enter in your brand colours and fonts so that you can stay consistent.
- › **Hatchful by Shopify** - a mobile app that can help you build your visual identity from scratch by getting you to answer questions.
- › **Dribbble or Logopond** - sites where you can find logo, website and graphic design inspiration.

Who is your customer?

PERSONA: Do you have a customer persona/s already set up for your business?

DEMOGRAPHICS: Who is your customer? How old are they? Married? Occupation?

GOALS/VALUES: What does your customer want to achieve in life?

SOURCES OF INFORMATION: Where does your customer get information to make decisions?
e.g. social media, friends, family, online influencers.

CHALLENGES/PAIN POINTS: What are their pain points?
This will help define your unique selling point.

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