



BRANDING YOUR BUSINESS

WITH ROB FRYER

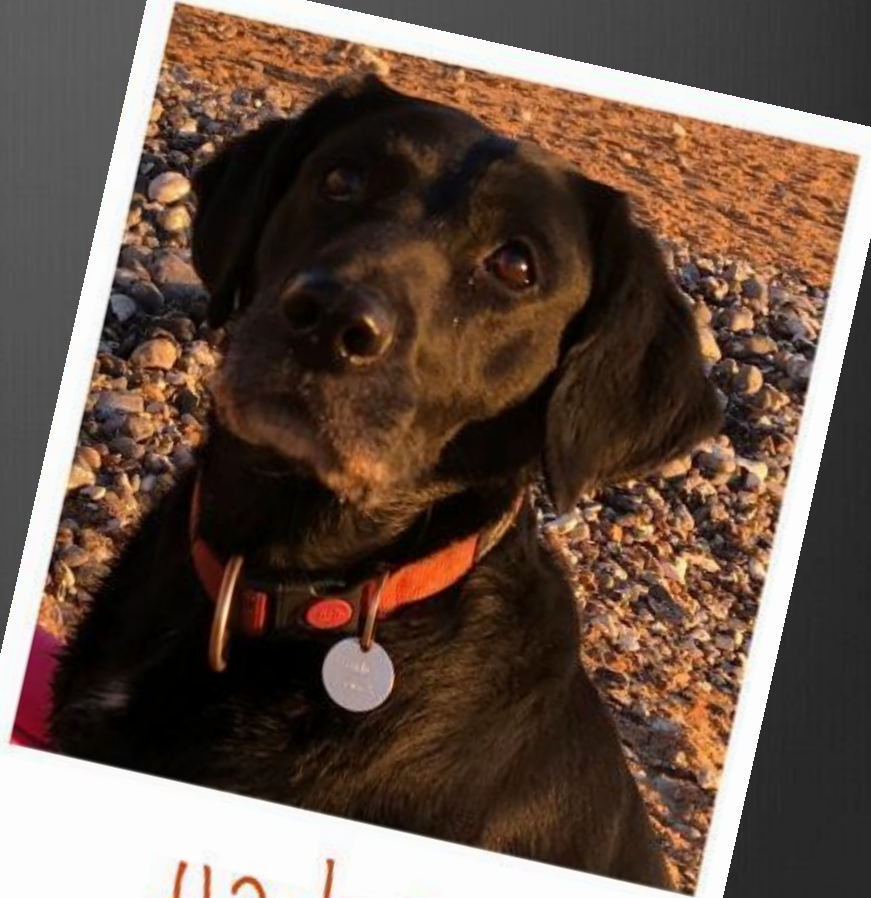
www.signalbizhub.org

PAW
design





Becci & Lillia



Harley

2003-06

In house roles for a couple of companies

Notable work

M&S store rebrands

Moss Motors Catalogues

2010

Set up on my own and freelanced for local agencies

Notable work

2012 Farnborough Airshow branding

2003

HNC in Graphic Design

2006-10

Worked for a number of design agencies

Notable work

Mearsk internal comms

RSA internal and external comms

2013-present

Solely running PAW Design

Notable work

Everyone I have worked for.

So what is Branding?

Derives from the Old Norse word *brandr* or “to burn,” and refers to the practice of branding livestock where farmers would burn identifying marks on their cattle as a sign of ownership



1500s

A mark burned onto cattle

A symbol of ownership

1920-70s

Propaganda – Edward Bernays. Associating products with ideas and emotions

Became a symbol of desirability

Now

Rise of social media is turning mere consumers into participants

Becoming a story and a symbol of ownership by the customers

1800s

The rise of mass production and shipment of goods saw producers burning their marks on to wooden shipping crates.

Became a symbol of quality

1980s

Companies trying to reach global audiences so building brand recognition

Became a symbol of long term identity to differentiate themselves from competition

Logo vs Brand!

Logo

Name
Mark
Identity

Brand

Mission
Values
Culture
Personality
Marketing
Strategy
Story
Positioning



So how do we build
a brand?



1 Who is your target audience?





**“If your brand is
acceptable to
everyone
It won't be interesting
to anyone”**

Mike Arouz



Why do your customers buy from you?

Which customers purchase the most?

Which customers do you enjoy working with the most?

Now create an ideal client avatar

Getting specific will not only help you define your brand but will help your marketing and sales efforts too and will give you that competitive advantage

2

What's your
mission?

Time to put yourself
in your clients shoes



What problems does your product or service solve for your customers

What does their world look like from using your product?

What are your key business values?



OUR MISSION

**BRING INSPIRATION AND
INNOVATION TO EVERY
ATHLETE* IN THE WORLD**

***IF YOU HAVE A BODY, YOU ARE AN ATHLETE.**



3

Competitor analysis



**"Keep your friends
close and your
enemies closer"**

3

Compare quality of services and products

Branding – colours, styles, consistency, message

Social platforms – engagements, comments, articles.

Reviews – How many quality (and bad) reviews do they have on social media, Google, website etc

Marketing efforts – on and offline

Search engine ranking – keywords

3

Research but
don't copy!!

4

Your unique qualities or **USP**

"If you don't distinguish yourself from the crowd, You'll just be the crowd"

Rebecca Mark



4

Guarantees – What can your business guarantee

Be specific – Don't just say we save you time and money –
How much?

How are you going to solve their problem –
what keeps them up at night.

Niching – Do you or could you have a niche?

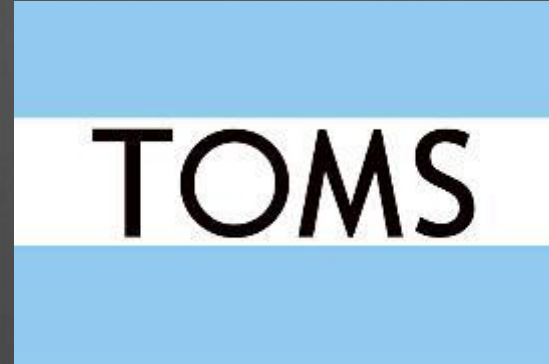
What issues do you care about – ie charity work

4

FedEx

“When it absolutely positively has to be there overnight”

4



"One for One

Every time a TOMS product is purchased, we provide a person in need with shoes, sight, clean water or safer birth"

4



DOLLAR SHAVE CLUB

“Are our blades any good

NO

Our blades are f**ing great”**

4



DOLLAR SHAVE CLUB



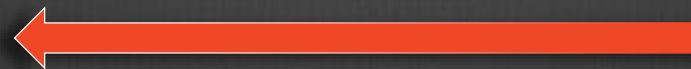
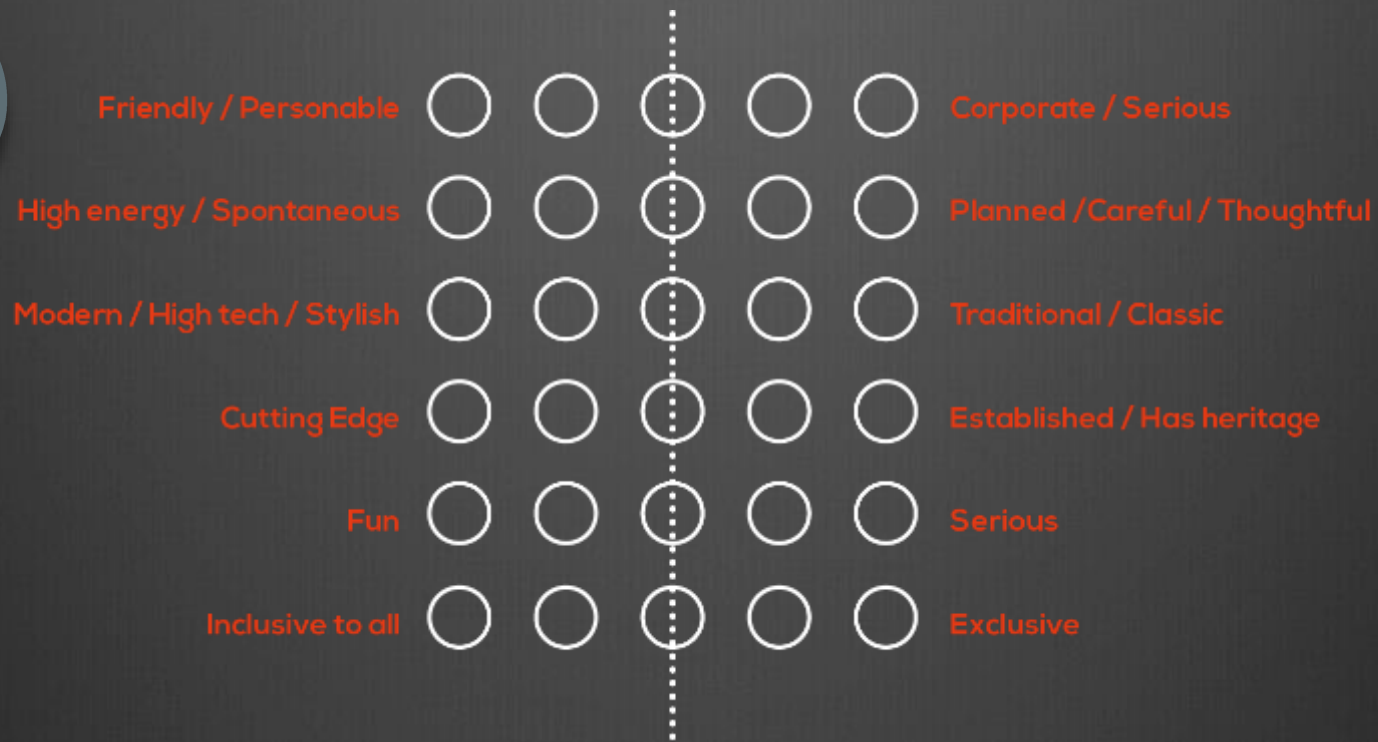
5 What's your brand personality?

"A brand is worthless if it doesn't connect with the right audiences in the right way"

Cory Torella



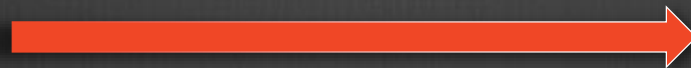
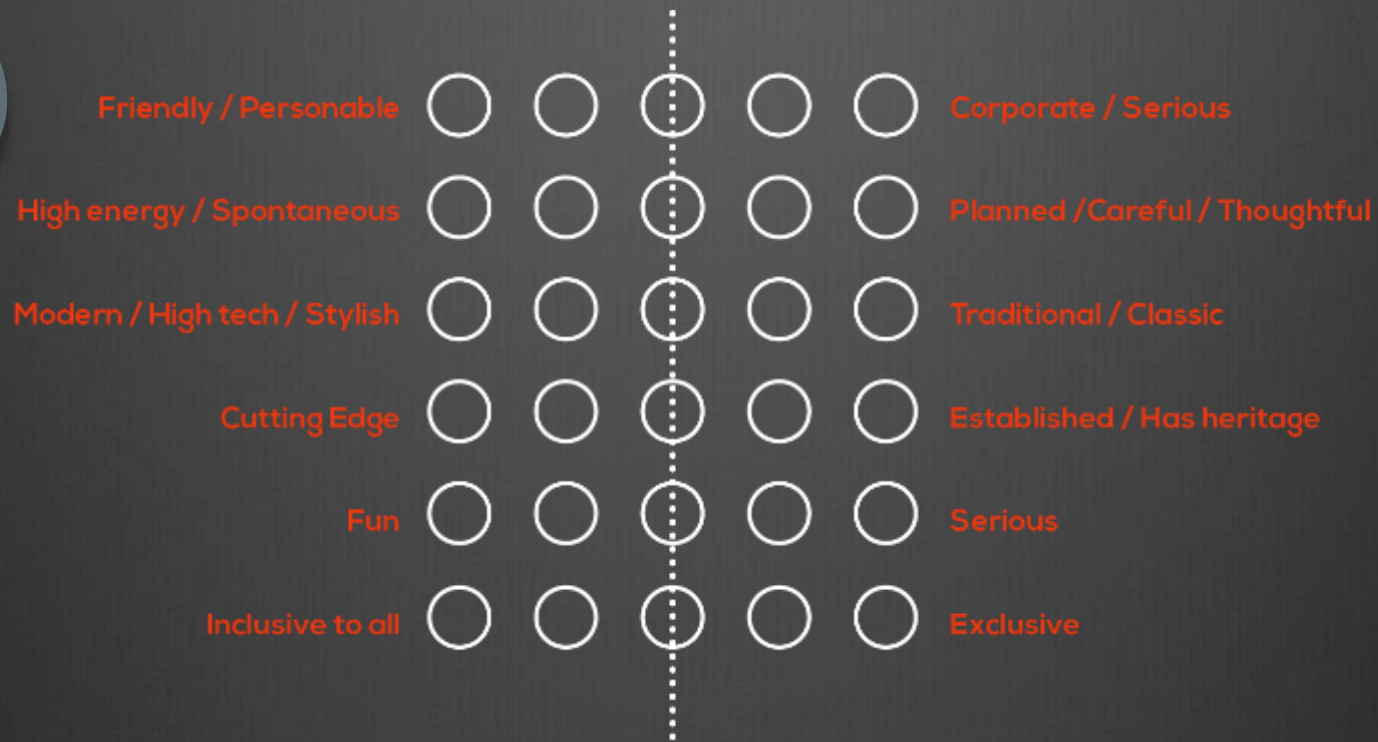
5



More contemporary
Fast moving and using new technologies

Show Energy and approachability
Be fun and quirky but try not to be too cool or trendy

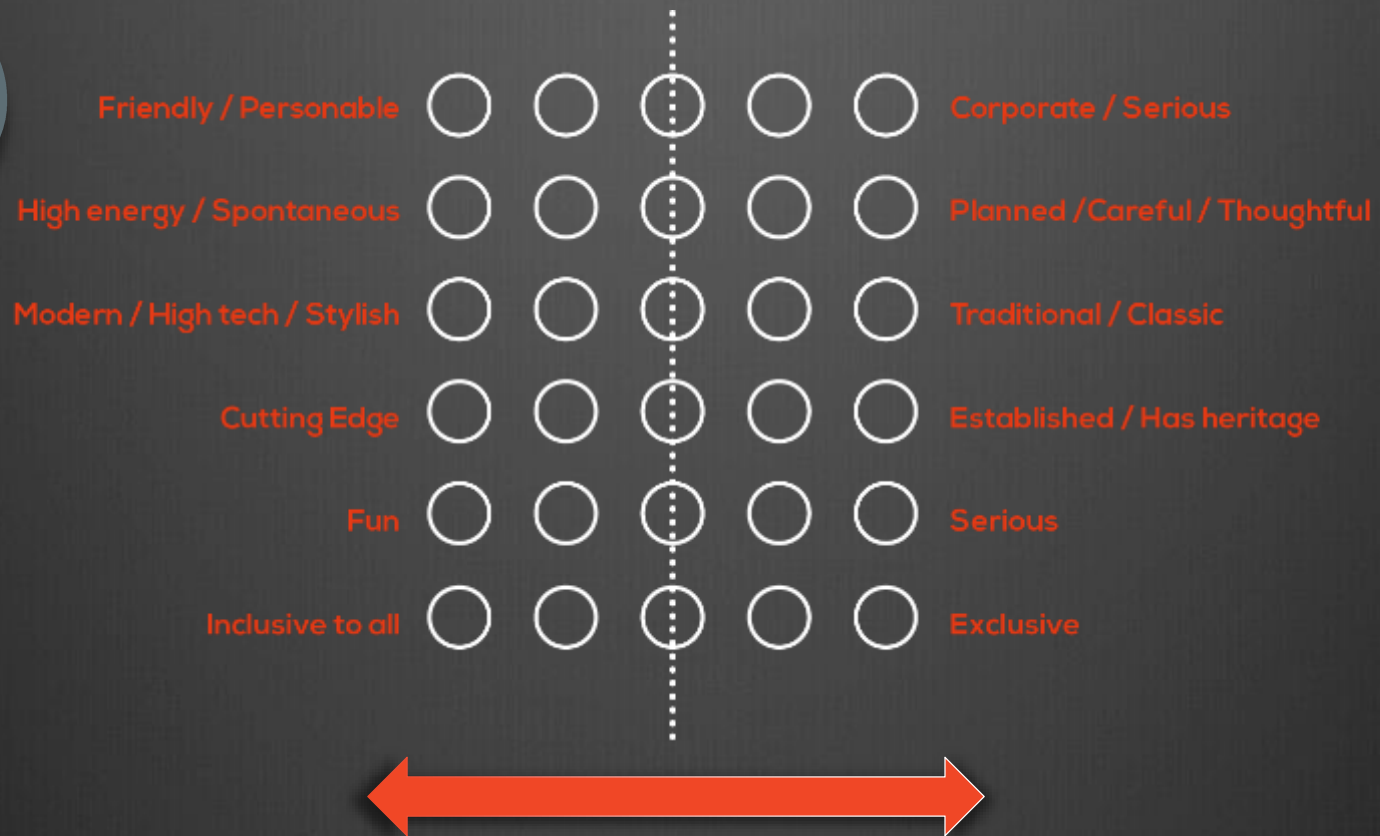
5



Your business relies on processes and planning
you will need to clearly communicate these easily

Share knowledge and market insights. Communicate
in a professional authoritative manner

5



Contrasting attributes can compliment each other in unexpected ways

Play on this contrast as will make you more unique.



Designing Your logo

Now you know who you are, who
your customers are and what
your customers are after
You can start designing your logo



Get expert help or advice



Types of logos



Emblem/Seals/Crests



Types of logos

The FedEx logo is displayed in a bold, sans-serif font. The word 'Fed' is in blue and 'Ex' is in orange. The 'E' and 'x' are connected, and the 'x' has a distinctive shape with a gap at the top.

The BOSS logo features the word 'BOSS' in a large, white, serif font. Below it, the words 'HUGO BOSS' are written in a smaller, white, sans-serif font, with each letter of 'HUGO' and 'BOSS' on a separate line.

Logotype/wordmarks



Types of logos



Monograms



Types of logos



Brand marks



Types of logos



Mascots/characters



Your brand identity

Colour:

**“Colour increases
brand recognition by up
to 80%”**

Marketing Week

OPTIMISM

Warmth
Clarity Happy

FRIENDLY

Cheerful Energy
Confidence

EXCITEMENT

Speed Power
Bold Youthful

CREATIVE

Imaginative Wise
Sophisticated

TRUST

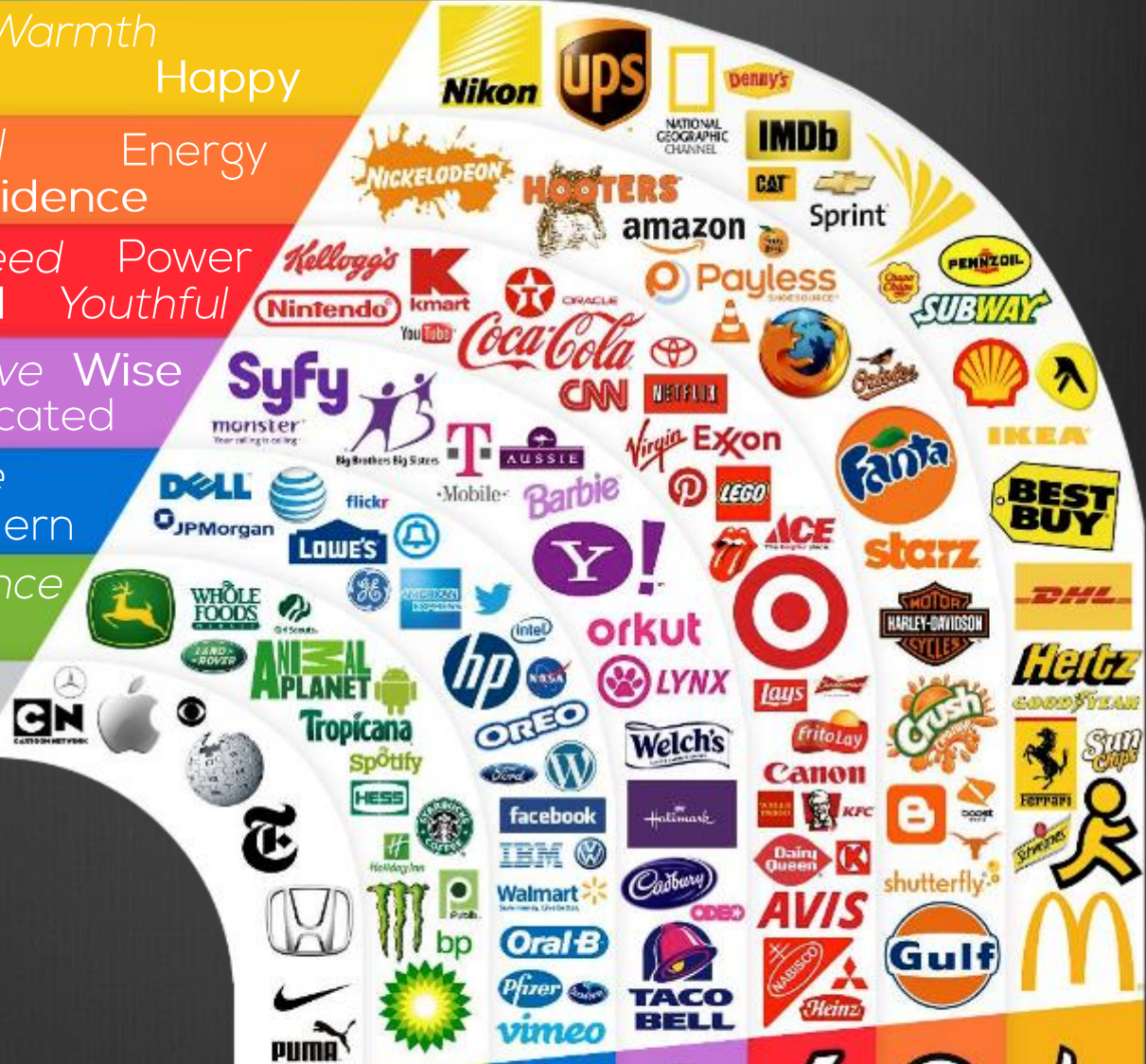
Dependable
Strength Modern

PEACE

Health Balance
Growth

BALANCE

Timeless
Calm





Your brand identity

Fonts:

“There are over 90,000 typefaces out there so why stick to Arial or Comic Sans?”

7

5 basic font categories

BOSS
HUGO BOSS

HONDA

Serif / Slab serif

7

5 basic font categories



Sans serif

7

5 basic font categories

Cartier

Dove



Script

7

5 basic font categories

Ray-Ban®

Cadbury

Handwriting

7

5 basic font categories



Display



Lets play



7

Mc²
DONALDS

7



McDONALDS

I M L O V I N G I T

7

**Mc
DONALDS**

Just lovin it

7



MCDONALDS

7

McDonalds



What's your Story?

**"Marketing is no longer
about the stuff you
make, it's about the
stories you tell"**

Seth Godin



Your brand story should include:

Who you really are – Your journey that led you here

Why you do what you do –
Your mission and your light bulb moments

The value you deliver – What difference do you make

Tell 3 different stories–
Your personal story, your business story and your
customers story



Tone of voice:

It's not what you say, it's how you say it!



Consistency is key

**“Confused minds
Will not buy”**



Look at your brand from your customers journey:

First meet–
Business card

Find out more–
Website

Connect/interact –
social media

Marketing–
email template, leaflets/flyers, brochures

Purchase–
website shop or in-store

10

Document and advocate

**“A brand is a story that
is always being told”**

Scott Bedbury

10

Brand guidelines:

Document your brand guide so that others can follow it as a system and a process.

Include:

Mission & values

Logo information and variants

Fonts

Colour codes

Image styles

Language and tone of voice

Do's and don'ts

10

Be your brands biggest advocate:

Know one knows your business better than you so
spread the word.

Ensure staff are fully aware of the brand to create a culture

Use contractors that are aligned to at least some of
your brand characteristics and share similar values

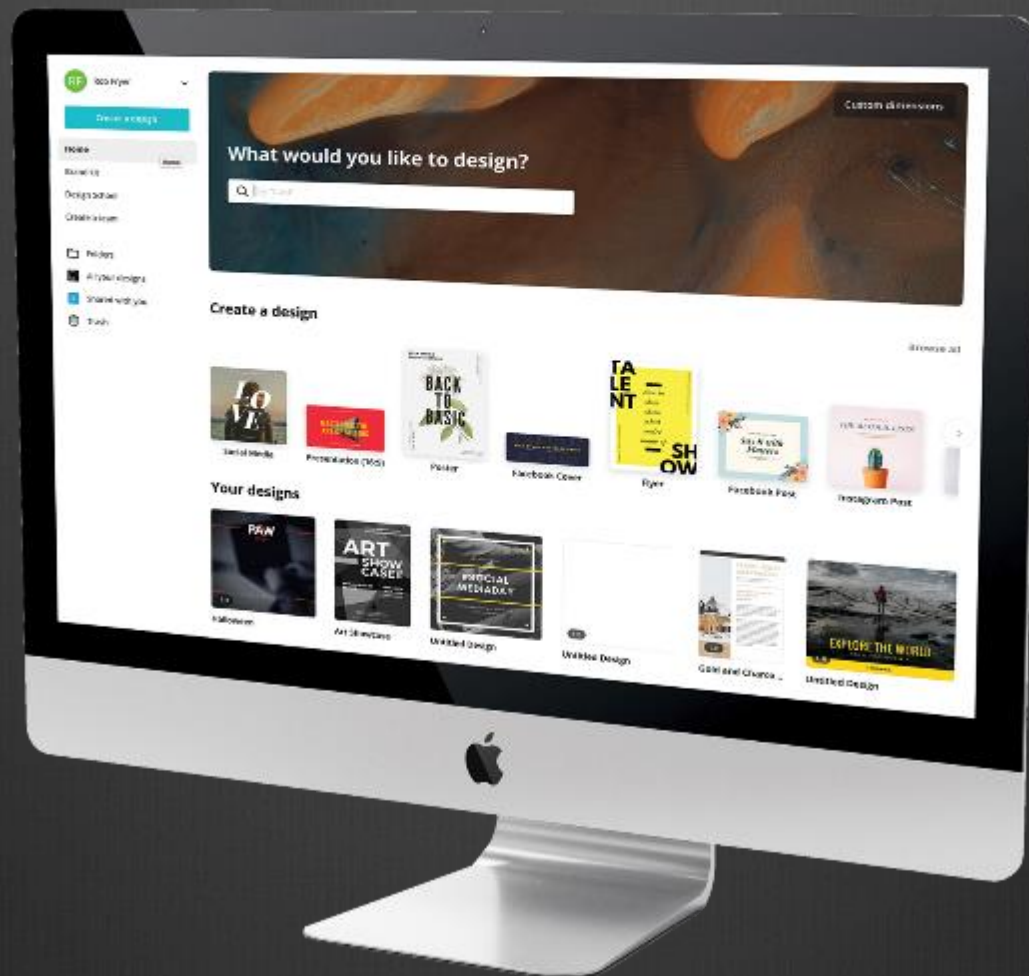
Keep a close eye on your market and position

Evolve and adapt

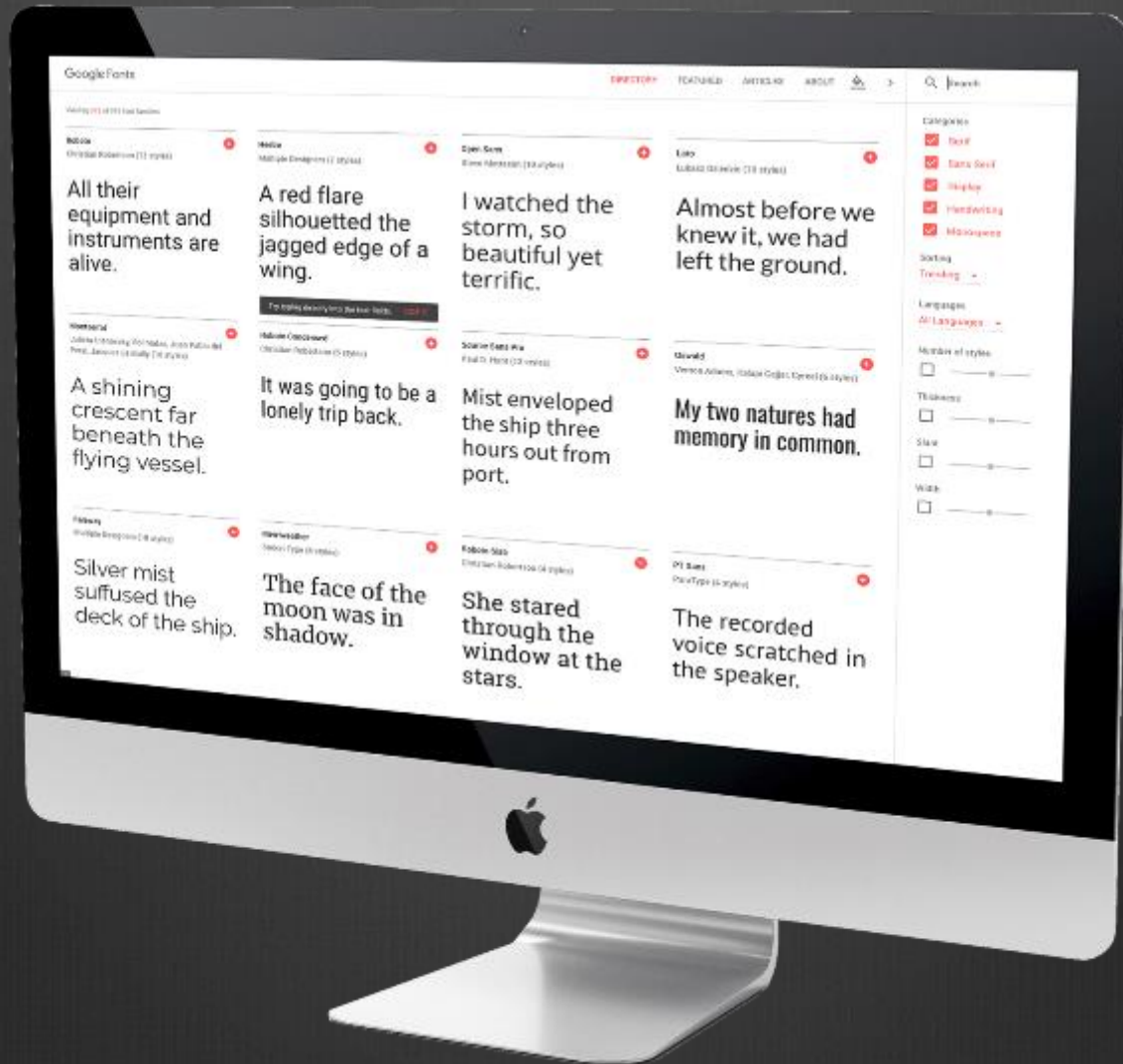
Stay true to your mission

Doing it yourself?

Here are some great
sites to check out...

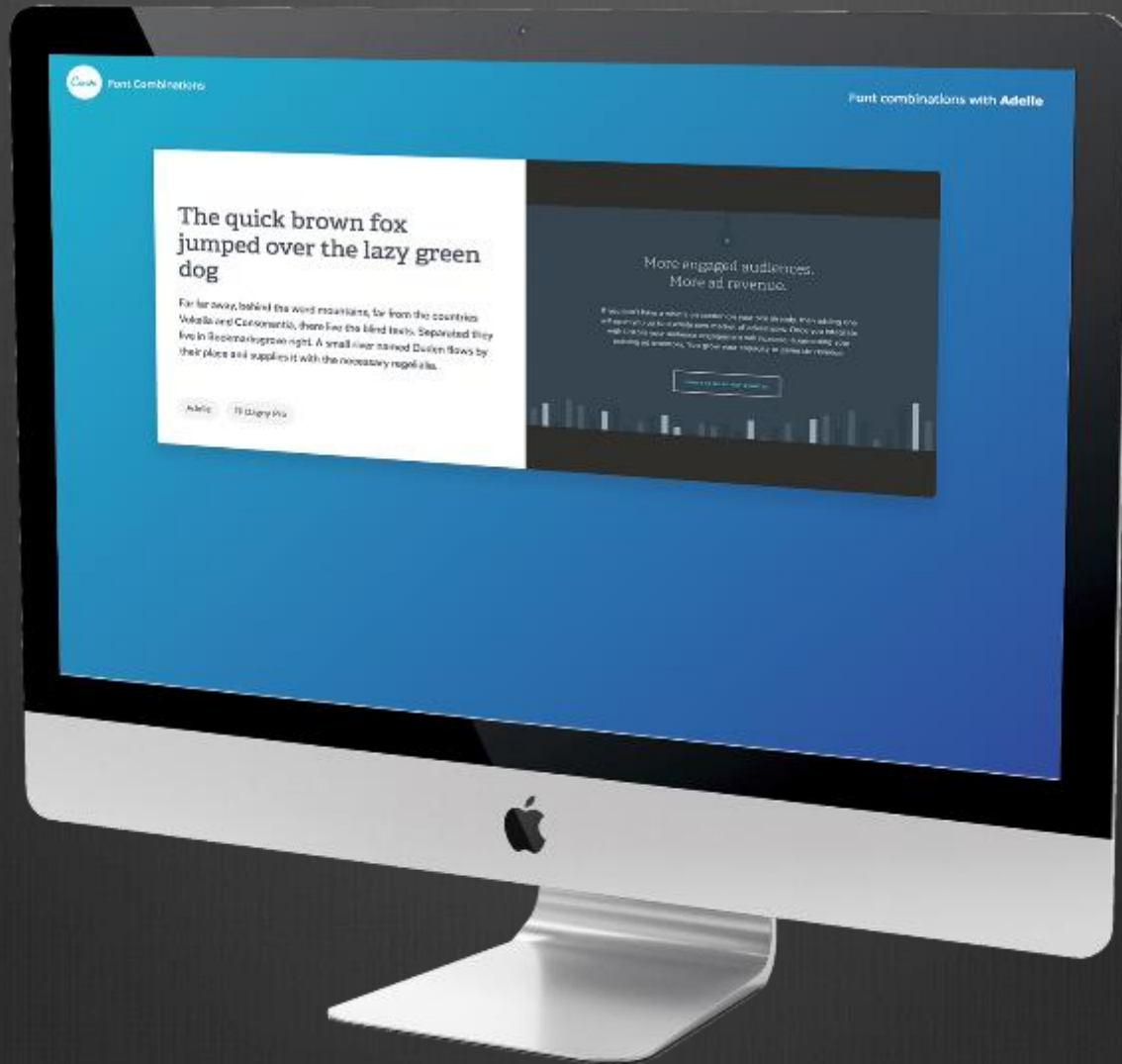


Google Fonts





Font Combinations



Canva Font Combinations

Font combinations with Adelle

The quick brown fox jumped over the lazy green dog

Far far away, behind the word mountains, far from the countries Skokholm and Casanovi, there live the blind texts. Separated they live in Bookmarksgrove right. A small river named Duden flows by their place and supplies it with the necessary regalia.

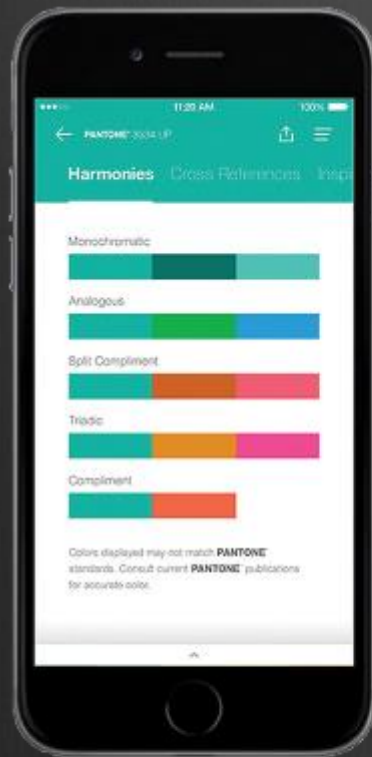
Adelle Styly Via

More engaged audiences. More ad revenue.

If you don't have a website, you can't see the results. It's not about the amount of traffic you get, it's about the quality of the traffic. More engaged audiences mean more ad revenue. You can't see the results if you don't have a website. It's not about the amount of traffic you get, it's about the quality of the traffic. More engaged audiences mean more ad revenue.

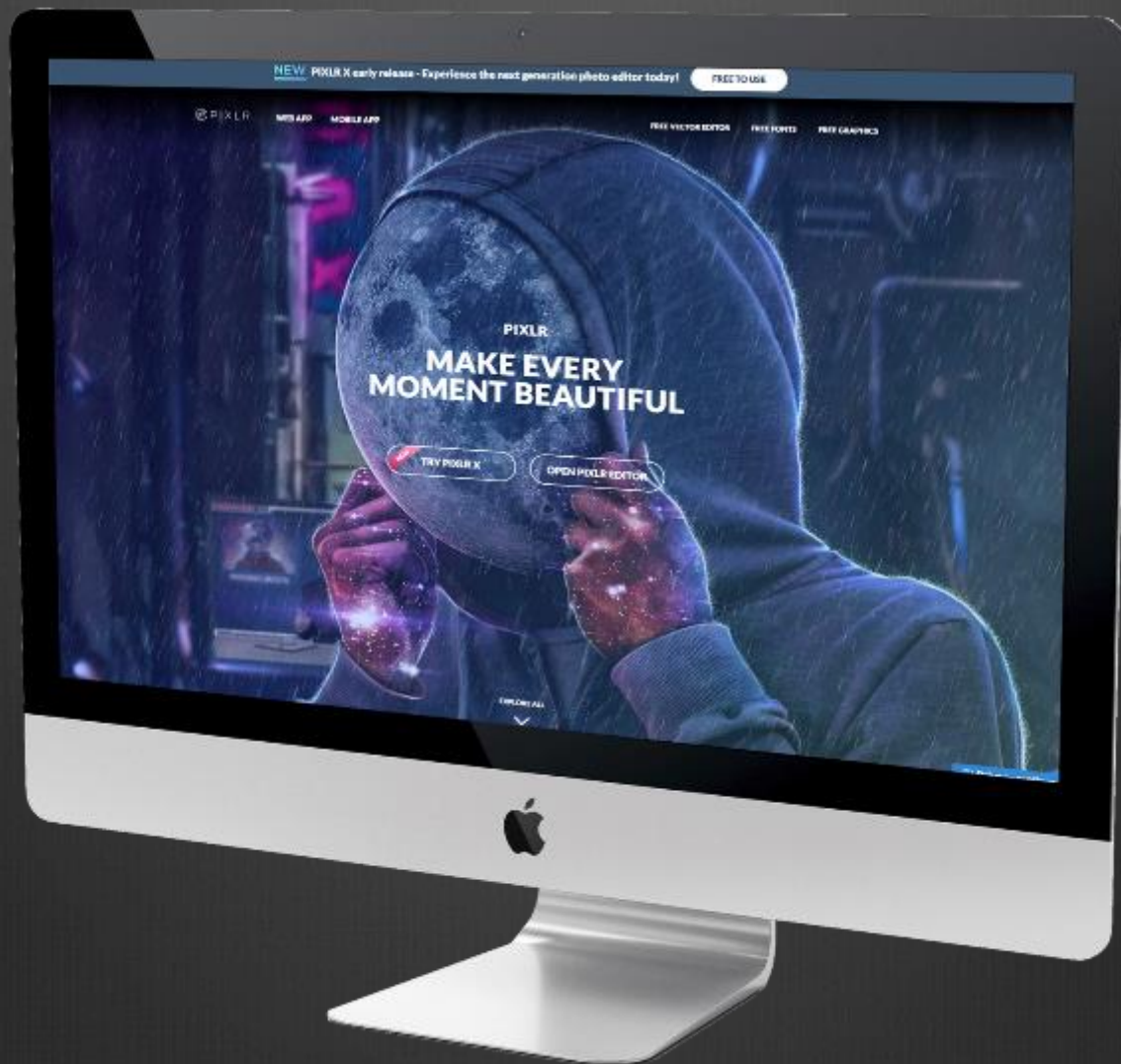
More engaged audiences. More ad revenue.



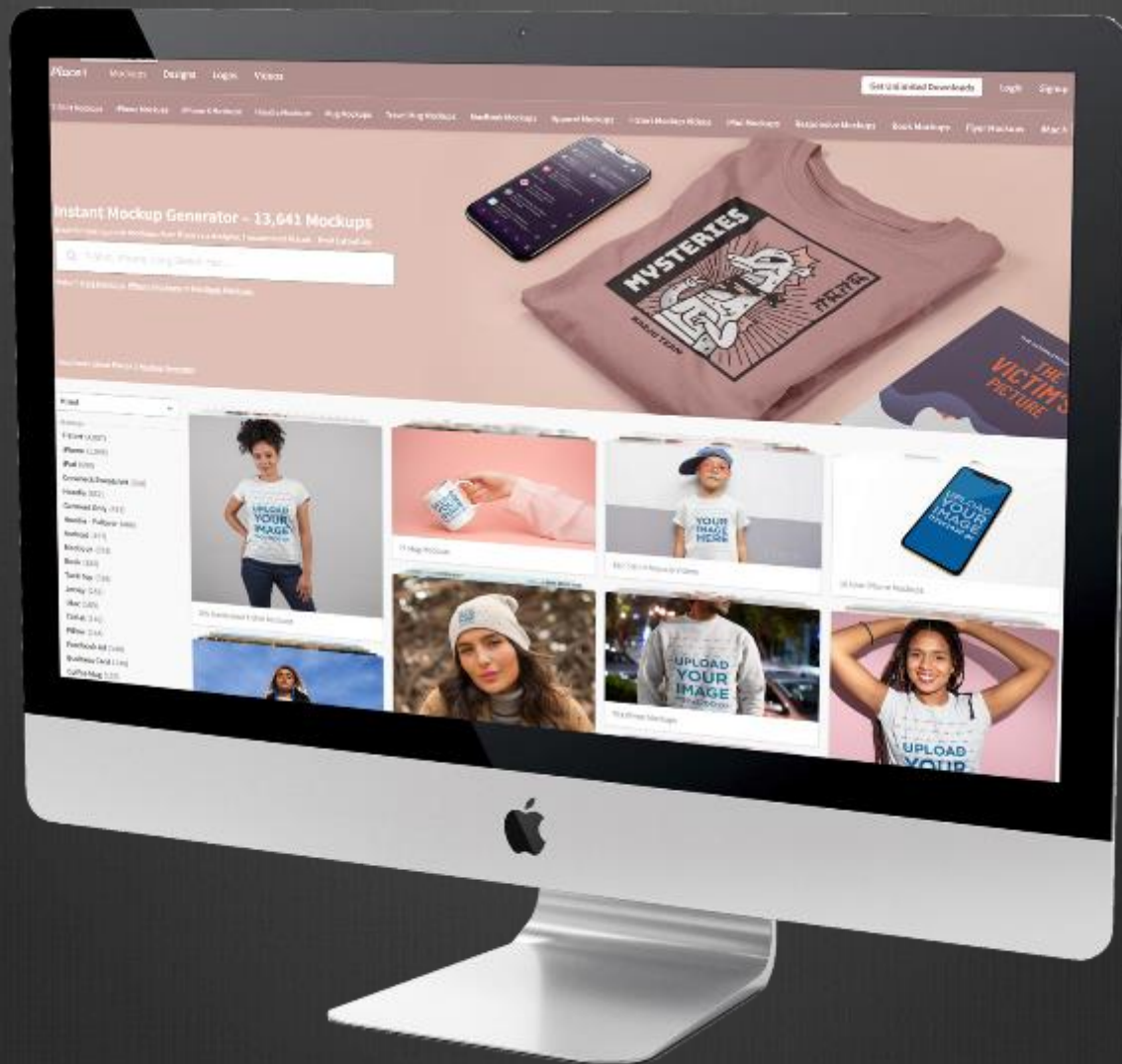




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Placeit



**Thank
you**

**but now for the quick
sales pitch...**

Brandstorm Workshops

Working through the workbooks
and the **10 steps**, to help bring
clarity to your companies
branding and turn your small
business into a big brand...

Brandstorm Workshops

Half day session with me
as your guide

£95

Brandstorm Workshops

25th April
9am-1pm

~~£95~~

£59

Discount
Code
SIGNAL

Brandstorm Workshops

www.paw-design.co.uk/brandstorming



Brandstorm Workbook

10 steps
to building your brand

“A brand is not a product or a promise or a feeling. It’s the sum of all the experiences you have with a company”

Amir Kassaei

What is branding

Simply put, your brand is defined by a customer's overall perception of your business.

A successful brand has to be consistent in communication and experience, across many applications:

- **Print, signage, packaging**
- **Website & on-line advertising**
- **Content marketing & social media**
- **Sales & customer service**
- **Environment (storefront or office)**

Building a brand is definitely a process and doesn't just happen overnight. It's an ongoing effort that will result in building trust and establishing long-term relationships with your customers.

This can lead to a steady increase in sales, more projects, word-of-mouth referrals, and advocacy for your products or services.

Ready to start building your brand?

Use this workbook to lay down the foundations of your brand...



Define your target audience

When determining your target audience, focus on who exactly you are trying to reach and who would you ideally want to work for?

As start up businesses, at first we all just want clients and we don't care what shape or size they come in as long as they can pay us for our products or services. However you will soon realise that if you are desperate to please everyone it can become a race to the bottom where you are just like most others in your market and purely competing on price.

Getting specific on who you are going to target will not only help you define your brand but will help your marketing and sales efforts too and will give you that competitive advantage.

If you already have customers, then spend a few minutes thinking about the following:

Why do your customers buy from you?

Don't guess - Look through past testimonials or Interview a few customers and write down the top 3 reasons -

Which customers purchase the most?

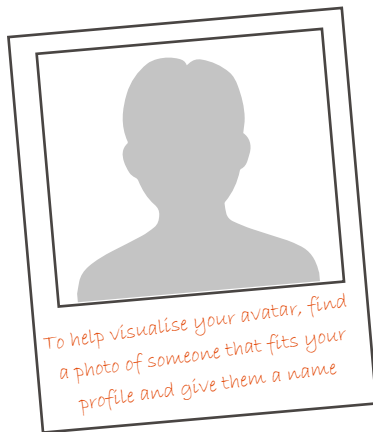
Which customers do you enjoy working with the most and why?



Now we need to create an ideal client avatar.

This isn't turning them into a blue alien character but a profile that you build to define certain characteristics of your ideal client. If you have answered the questions on the previous page then you can mimic your favourite customers characteristics. The trick is to be specific, the more specific you get, the clearer your message will become. If you don't have customers yet or you think that you are currently attracting all the wrong clients it may take a bit longer to work out your avatar but stick with it and really think about who would benefit most from using your product or services.

Include the following key factors about your avatar and add any others you think would be useful:



Age Location

Gender Income level

Occupation/position

Education level

Marital and family status

Ethnic background

Personalities and values

.....

interests/hobbies

.....

What media sources do they turn to for information:

eg. Newspapers/blogs/trade magazines/events

.....



Define your brands mission statement

This is where you put yourself in your ideal clients shoes?

You need to be able to sum up what difference your product or service makes to peoples lives and communicate key values of your business. Your mission statement should be your purpose for being. Don't be afraid to think big.

Brainstorm your ideas and think about the following:

What problems does your product or service solve for your customers

.....
.....
.....

What does their world look like from using your product or service.

.....
.....
.....

What are you key business values

.....
.....
.....



Take inspiration from the big brands

Example mission statements from some familiar brands.

“To bring inspiration and innovation to every athlete in the world.”

Nike

“To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”

Starbucks

Note that none of these mention to produce the best coffee or the best trainers etc.

“To become the number 1 fashion destination for 20-somethings globally.”

ASOS

“To refresh the world...To inspire moments of optimism and happiness... To create value and make a difference.”

Coca Cola

Now write your crafted statement here:

3 Step

Competitor analysis

You've heard the saying keep your friends close and your enemies closer! by analysing what your competitors are up to can give you that competitive edge.

Create a comparison chart or use the one opposite to begin with. It's worth looking at 3-4 competitors initially. These can be a mix of local direct competitors and also look at who you consider to be the leaders in your industry. You can mimic what they are doing well and put your own spin on it and find chinks in their armour and use that to your advantage as your USP.

What things could you look at?

Quality of their service or product compared to yours

Branding ie colours, styles consistency and message.

What social platforms do they appear on or getting most engagement on.

Number and quality of reviews - on website, on social media, Google.

Marketing efforts,- on and offline

Search engine rank and keyword research



Competitor	Consistency of message & visuals	Quality of products or services	Reviews & mentions	Marketing efforts
1				
2				
3				

4 Step

Outline your unique qualities or USP

Now that you have found out what others are doing well or not so well you can outline the benefits you bring over every one else.

This exercise is not just about finding out what products or services you have that others don't. It's more about what problems the customers have that you can solve the best. For instance you may have found in your previous research that most companies in your sector will typically deliver the service within a week or 2. Can you deliver in less time without compromising quality?

Things like good customer service or delivering on time are not USPs. These should be expected.

Other things that might make you unique are:

Offering a solid guarantee of your service or quality

Does your service or product help them save time or money.

If so use facts and figures to back this up in your marketing. Lots of companies say we can save you time and money but if backed up with real results this will make you stand out.

Think again about your avatars, what do they really care about, what keeps them awake at night. How do you help?

Do you or could you have a niche? Do you only work with a certain client base. Advantages of this may be that you can say you are the only one that knows their industry because we only work with people just like you.

What issues do you really care about personally? Do you support a charity, How can you add this into your marketing.

Take inspiration from the big brands



"When it absolutely, positively has to be there overnight"



"**One For One**, Every time a TOMS product is purchased, we provide a person in need with shoes, sight, clean water or a safer birth"



FEVER-TREE

"If 3/4 of your Gin & Tonic is the tonic, make sure you use the best"



DOLLAR SHAVE CLUB

"Are our blades good?
NO
They're F**ing great"

Now write some of your USP ideas here:

5 Step

What's your brand personality

Here we look at what personalities you can include in your brand to match the personalities of your avatars

Clients are looking for companies that feel like they are communicating directly to them and that they feel like they are talking to someone who gets them rather than a company that just says the same as everyone else. Listing out your personalities and personalities of your ideal customer and work out how you should come across.

Make your business more human too by introducing things like behind the scenes content or telling stories of real experiences in your marketing.

Work out your brands personality

Use the chart opposite to help you define your personality

Don't think too hard about it, your gut decision is probably the most true.

If your results are mostly on the left side:

Your business is more contemporary, and likely fast-moving embracing the new technologies. Show energy and approachability. Be fun and quirky, don't try and be too trendy, your brand needs to last longer than the latest fad.

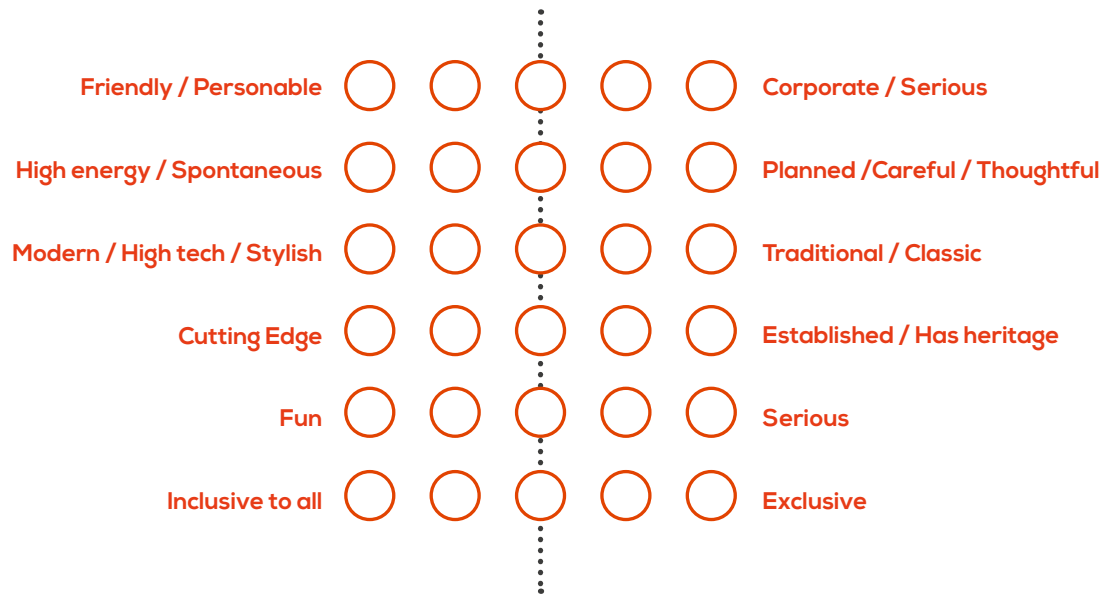
If your results are mostly on the right side:

Your business relies on process and planning, possibly suiting premium brands. Communicate in a professional and authoritative manner. Share knowledge with a corporate voice and language and market insights.

Got a mix of results:

That's OK, not everyone fits in one camp. Contrasting attributes can compliment each other in unexpected ways and can create a unique and exciting personality





“ A brand is worthless if it doesn't connect with the right audiences in a relevant way ”

Cory Torella

Step 6

Your logo

The majority of people jump straight to here when starting up a new business or when looking to rebrand but now you know who you are and what your customers are after you will have a clear brief to create your logo.

Remember, your logo will appear on everything that relates to your business. It will become your identity, calling card, and the visual recognition of your promise.

It is worth investing time, effort and some money to get this right. Avoid shortcutting and using cheap logo design sites, - at least until you have read the next 2 steps anyway!

You will need expert guidance from a designer for the next 2 steps.

Steps 6 and 7 need careful consideration to create the right logo and identity for your business. Knowing these core things will help give you a better idea of what your logo and identity needs to look like so that you can discuss your ideas with your designer who will be able to offer ideas and a range of concepts to bring your ideas to life.



Style of logo:

You can choose what style of logo you may want.



Emblem/Seals/Crests . These are where text is set to fit inside a shape or symbol. Ideal if you want to convey a sense of tradition or heritage



Logotype/wordmark. These are almost 100% text based so typography choice is very important. A good choice if you want your name to be remembered or if you are your business. Avoid if your business name is too long or has more than 2 words.



Monograms . made up of the first letters of each word or your initials or just a cool acronym that is associated with your business. These are a great way to be easily remembered if you have a complex name. If just starting out you may want to include the full name written underneath in small lettering.



Brand marks . These are probably the most common and have a pictorial reference that usually accompanies the word mark. This can help customers identify you instantly. They can be specific images like Puma and these need to be as simple and literal as possible. It can have a more abstract image like BT. These are good for intrigue and creating emotion. May want to avoid these if your business is more traditional or if you are still developing your business.



Mascots/characters . By having part of your logo that has someone or something with a visual expression is one of the best way to form an emotional attachment to your brand. Great for food or sports brands, or if targeting families or children. Can still work for some professional service based businesses to inject a bit of fun or personality to your brand.



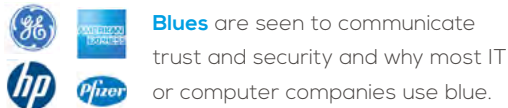
Your identity

Your logo is the corner stone to your brand and your identity is how the style set in the logo is communicated further across your brand. Consistency is key and 2 things that make the biggest difference are colour and font choices.

Colour:

Choosing the right colour for your brand is probably one of the most important aspects of creating your logo to convey different emotion and feelings.

Don't just pick your favourite colour. Colour theory is a big subject but worth researching into the basics to see what colours will help communicate your personality and what colours your customers would positively react to.



Blues are seen to communicate trust and security and why most IT or computer companies use blue.



Yellow and **orange** are positive happy colours that communicate energy, optimism and happiness.



Food companies use these to great effect



Reds are bold and exciting and full of ambition. Used well they can create a powerful and fun look but can also be seen as a sign of danger or negativity.



Pinks and **purples** are seen as creative, imaginative or even wise and smart colours. Great for modern brands looking to lead the way.



Greens are seen as portraying good health, growth or peace. Great if your business is built around being environmental or sustainable or staying healthy.



Black or grey colours can give a sense of calm or balanced views. Neutral colours are appealing to all.

Write down some emotions you want people to feel when they see your brand or what personality traits you want to communicate.

Do some research and add an appropriate shade of colour next to each one.

.....

.....

.....

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.....

.....

“Colour increases brand recognition by up to 80%”

Marketing Week

FREE COLOUR TOOL
Download the Pantone Studio App for colour combination inspiration. It will also give you specific colour codes which are worth noting down for future use.



Fonts:

There are over 90,000 typefaces out there so why stick to Arial or Comic Sans?

With a number of websites offering hundreds of free fonts why not get a bit creative and start experimenting with different fonts as choosing the right font for your brand can also influence the way your brand is perceived.

There 5 basic font categories to look at ,

Serif fonts are more traditional and professional looking. You can also get Slab serif for a stronger look. They are more legible in printed material so best to use if you produce a lot of printed documents or brochures.

Sans serif fonts are more crisp and modern looking. They are also said to be more legible on screen so best if your company mainly markets itself online.

Script fonts have a more sophisticated classic and feminine feel to them. You will often find them used in beauty related businesses.

Handwritten fonts can give a more casual and friendly feel. However use with caution as if used too much it could start to look amateurish or child like.

Display fonts come in a wide variety of designs and styles, perfect if you are wanting to add a bit of originality to your brand.

BOSS
HUGO BOSS **HONDA**


adidas **Google**

Cartier *Dove*


Ray-Ban *Cadbury*

Combining fonts can create a great look to your brand. Go to Google fonts and pick a font you like from 2 font types that you think will best suit your brand and write them down. When happy with your choice download them and start using them consistently throughout your communications.



FREE FONT TOOL
Also try Canva's Font combinations tool to pair your favourite font with suitable complimentary fonts





What's your story?

Give your customers something they can buy into. Now that you have identified who you are talking to, how you want to be perceived and what your mission is, how do you get all of this across.

The answer is tell a compelling story. Now more than ever we want to feel we like, know and trust someone before we even speak or do business with them. Telling your story in a way that connects with your target client before they have spoken to you is key. This story needs to run consistently through all of your marketing.

Include the following when crafting your story:

Who you really are? not that you are an expert at your chosen subject but your journey that led you here, your interests, your highs and lows throughout your career.

Why you do what you do? Include your mission and also lightbulb moments that led you to setting up your business.

Who you help? Describe your ideal client and highlight specific problems you solve.

The value you deliver. What would happen to their business after using you. What would happen to their business if they didn't use you.

Don't just tell 1 story. Combine 3 stories within a marketing strategy: Your personal story, your business story and your customers story.

Consistently telling your story will help build trust and will leave no doubts as to why your the best for the job.

Tone of voice?

It's not only what you say its how you say it

You need to speak in a tone and language your ideal client will understand. It's no use talking to an engineer with slang and quirky manner,

When you have written out your copy for your website, social profiles and perhaps a brochure etc, get a professional copywriter to look at it. They will be able to rewrite it or tweak it so it all has a consistent tone and includes language relevant to your target market.

“Marketing is no longer about
the stuff you make,
its about the stories you tell”

Seth Godin



Consistency is key

It's been mentioned in most of the previous steps but consistency is the most important aspect to building any brand.

Where ever people interact with your company you need to make sure your brand is not only visible and present at every touch point but also that it is consistently delivered.

“confused minds
will not buy”

For instance if you go to a networking meeting and you hand over your business card. Once the recipient gets back to their office they may go and look up your website to find out more about you.

Does the design and style from your business card match that of your website. If not you have just left an element of doubt in the mind of that person. They may then go and try and connect with you on social media. Are your cover and profile images designed in the same consistent style? Are your recent post images styled in the same way each time, is the message consistent from your web copy to your social profiles?

All these things matter and if not sorted you will just be creating confusion and they will have to re learn all about you again and most will just lose interest.

Check all your client touch points and tick where your branding is present and consistent.

Office / Retail Environment

- Signage & displays
- Product & packaging
- Interior design
- Business / loyalty cards
- Promotional material
- Personal interactions

.....
.....

Social platforms

- Post graphics
- header graphics
- profile photo
- key messages
- Articles or blogs
- business pages

.....
.....

Online

- Website graphics and images
- affiliate site profiles
- on line directory profiles.
- videos
- Blogs and articles

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Offline

- business cards
- corporate stationery
- POS material (leaflets/flyers)
- brochures
- Sales material

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10 Step

Document your brand and be your biggest advocate

As your business grows and develops, so too must your brand. It must always be evolving with you and your business.

No one knows your brand better than you, so it's up to you to spread the word.

If you have employees or outsource people to work on certain areas of your business, then you need to make sure everyone working for (or with) you understands your brand and mission. If everyone is aligned to your values and mission then you can start to build this in to the culture of your business.

“a brand is a story that is always being told”

Scott Bedbury

Documenting and referencing your brand identity into a set of brand guidelines often include your strategy, brand story, and mission. As well as the language used to communicate your brand.

Your brand guidelines are a document that anyone could pick up, look through, and fully understand your brand. It will also go more in depth into how and where your logo, colours, fonts etc should or shouldn't be used.

Once completed it should be easily accessible on and offline.

This workbook can act as your guidelines when first starting out but eventually you will benefit from drawing up a proper brand document with your designer.

Your guidelines should include everything outlined in this document but also go more in depth and include examples.

Your Mission statement and values

Logo information: Showing logo variations, where logo should be positioned and size for certain media

Fonts: What fonts to use in certain circumstances ie headings, body copy etc. include examples.

Colour information: colour codes, core and secondary colours

Images: Styles, effects or filters to enhance your brand look

Language and Tone of voice: with examples

Do's and don'ts

“Your brand is what other people say about you when your not in the room”

Jeff Bezos

What's next?

This workbook has been designed to accompany our Brandstorm Sessions. These are where we workshop through the steps with you help you define your brand. .

Rob will take you step by step, offering ideas, support and inspiration to help you. The sessions are approx 2-3 hours depending on numbers and will give you clarity and get the basis of your brand in place to start getting it out there and shouting about it.

How to book in your Brandstorm session

Simply get in touch to book onto our next session or visit

www.paw-design.co.uk/brandstorming

Sessions cost just £95 per company

(max 2 people per company)



Creating winning first impressions
that attract your ideal customers



For more information on any of the enclosed information

please contact us on

07813 676956

or visit our website

www.paw-design.co.uk

