Day 3:

YOUR VISUAL IDENTITY

SIMPLY SIANNE

USE VISUALS THAT RESONATE

evoke EMOTION

The visual identity of a brand is often the first and last thing creative entrepreneurs think about when building a brand or a business. They think because they've got a logo they're good to go.

And, I hate to break it to you, that's just not enough.

The best brands out there, build a strong brand presence based on the 4 pillars we've been discussing. And, by now, you're probably realizing, they are keeping their target audience top of mind in all of their brand and business decisions. These same brands also do a really great job of evoking certain emotions through their brand presence.
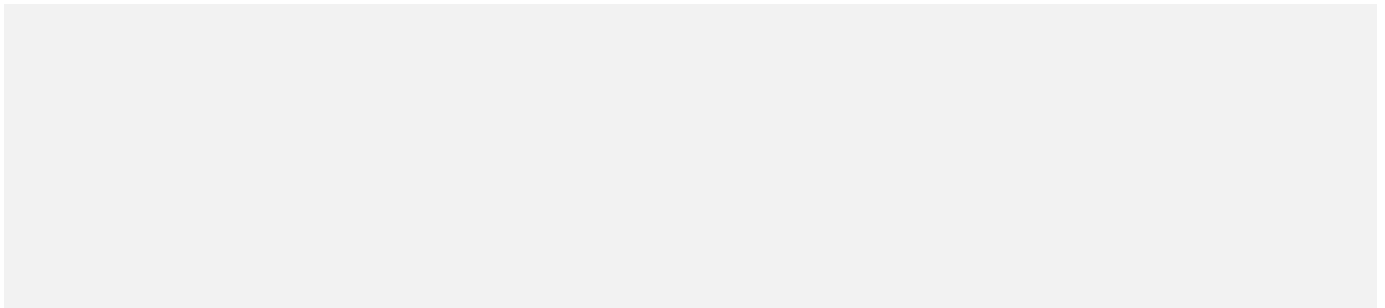
So, now that you know who you're talking to. Let's make sure we start talking directly to them by being strategic with our visual components. Using fonts, logos, and colors that resonate with them.
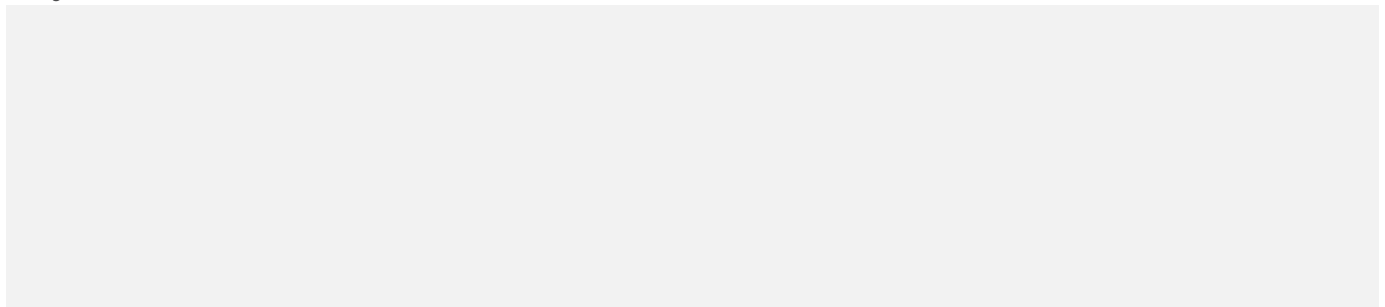
DAY 3 WORKSHEET

Answer today's worksheet with your ideal client in mind. Pull out yesterday's notes so you can easily reference them. If you have a past client you can call on, that may make this exercise a little easier to navigate. If you don't, no worries, just keep yesterday's worksheet front and center!
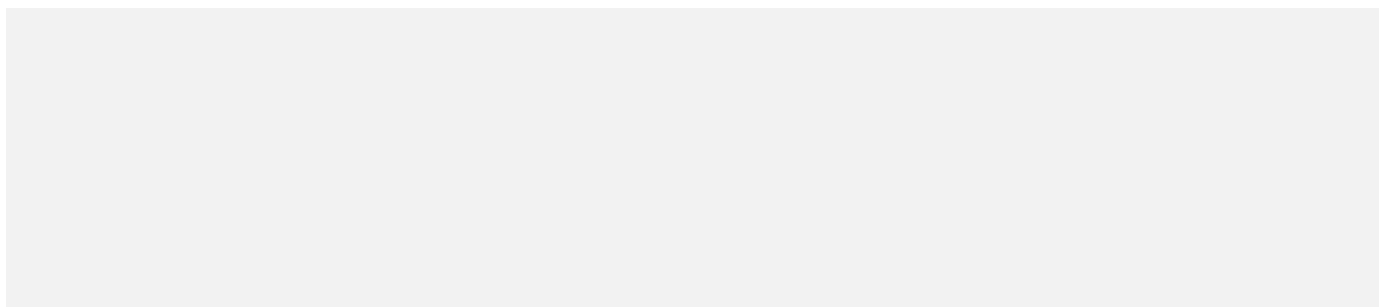
you got your pencil, right?!

Identify three or more companies, stores, or branding styles your ideal client loves and identify why. (Is it because it's clean and minimilistic, easy to navigate, great educational content, because it's bold and colorful - whatever the reason, write it down):

Identify three or more companies, stores, or branding styles your ideal client hates and why:

What are five or more emotions or words you want to convey in your brand that align with your clients desires and needs?

Choose 5 adjectives you would use to desribe the overall style of your brand (remember, this should align with the needs, wants, and desires of your ideal client):

- Airy
- Bohemian
- Bold
- Bright
- Casual
- Chic
- Classic
- Clean
- Colorful
- Complex
- Dainty
- Eclectic
- Elegant
- Fancy
- Feminine
- Fun
- Geometric
- Luxurious
- Masculine
- Modern
- Organic
- Playful
- Polished
- Practical
- Precise
- Preppy
- Refined
- Retro
- Rustic
- Simple
- Sleek
- Traditional
- Urban
- Vintage
- Whimsical

Choose 5 adjectives you would NOT use to desribe the overall style of your brand (remember, this should align with the needs, wants, and desires of your ideal client):

- Airy
- Bohemian
- Bold
- Bright
- Casual
- Chic
- Classic
- Clean
- Colorful
- Complex
- Dainty
- Eclectic
- Elegant
- Fancy
- Feminine
- Fun
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- Retro
- Rustic
- Simple
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- Whimsical

I know, you're probably thinking, ummm… we haven't actually gotten to anything visual and I thought that's what today is all about.

Yup - I hear ya.

Taking the time to identify the emotions and words that should be used to describe your brand is a key step in determining the visual elements.

Now, that you have those words identified, you can begin selecting and pairing fonts, colors, and imagery to those emotions. Pretty cool, huh?

The next part of the worksheet is more like a guide to help you navigate selecting the right visual elements.

FONTS

There are a few categories you can choose from when selecting a font type for your brand. I can totally nerd out with all the different types of fonts out thre, but I'm keeping it short and sweet and breaking down the basics so you know the fundamental differences.

SERIF
- A serif font will have a small line attached to the end of the letter stroke
- These fonts have thick / thin strokes
- Usually easy to read
- Common uses: in printed material because of the readability - the human eye can recognize the shape faster with serifs
- Example font: Times Roman
- Style: Typically attributed to a traditional, or classic design

<div align="center">

Times New Roman

</div>

SANS SERIF
- Sans serif fonts are composed of simple lines and have little or no thick / thin strokes at all
- These fonts have no serifs (no small line at the end of the letter stroke)
- Common uses: on websites, and as headlines and captions in printed material
- Example font: Helvetica or Arial
- Style: Typically attributed to modern, clean design

<div align="center">

Helvetica

</div>

OLDSTYLE
- An oldstyle font will have serifs (a small line attached to the end of a stroke)
- The serifs are slanted on lowercase letters
- These fonts tend to have diagonal stress on curves and medium thick/thin transitions
- This type of font tends to be easy to read
- Example font: Bookman Old Style

<div align="center">

Bodoni 72 Oldstyle

</div>

SCRIPT
- A script font appears to be hand written
- These fonts are usually to add style
- Character strokes may connect one letter to the next
- These can range from script (more formal) to modern calligraphy (which can be more playful or whimsical)
- Example font: Bombshell Pro (whimsical)

<div align="center">

Bombshell Pro

</div>

COLORS

Colors convey messages, evoke emotions, and add brilliance to everyday things. Make sure the colors you are using in your branding send the right message, evoke the right emotions and attract your ideal client.

Grab your worksheet from yesterday (you know, the ideal client one) and use the color emotion guide below to determine which colors you should be using in your branding.

RED	ORANGE	YELLOW	PURPLE
excitement youthful bold	*friendly cheerful confidence*	*optimism clarity warmth*	*creative imaginitive wise*

GREEN	BLUE	GRAY
peaceful growth health	*trust strength dependable*	*balance neutral calm*

PHOTOGRAPHY + VISUAL ASSETS

Okay, you've got the fonts and colors selected, you'll be able to tweak or modify your current logo design to align with the correct brand emotions identified. The final piece of any brand's visual identity is the use of photography and imagery used to help bring those visual components to life.

If you work with a photographer or purchase stock imagery, it is important to select a partner or vendor that creates imagery similar to your brand's visual emotions. If you are bright and bold, you want to work with a photographer that can provide that. If your brand is light and airy you guessed, work with a photographer or stock photo company that provides light and airy photos. If you're looking to create a dark and edgy look, the imagery must reflect that.

BRINGING IT TO LIFE

Now, it's time for the fun part! You've identified the direction you want to move in based on creating a brand that speaks directly to your ideal client, let's bring it to life!

BONUS EXERCISE!

Hop on over to Pinterest, create a new board just for your branding inspiration, and start pinning items that align with the design elements identified from today's exercise. This can range from interior design, fashion, other logos and website elements, fonts, and anything else that speaks to the visual elements of the brand you are creating!

Once you're happy with the inspiration you pinned, share the link in the Coffee with Creatives Facebook group so we can see it!

PRO TIP

From here, I start filtering through the pins and pull the ones that best align with both the brand's why, and ideal client to create a mood board. Sometimes through this visual process, a disconnect appears, letting us know we need to revisit one of the items and adjust.

This is an example mood board, I pulled in my brand images as well as stock images I love, that convey the right feelings and speak to my ideal client, and used that to pull in additional brand colors!