



BUILD A BRAND

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**CREATE A RECOGNIZABLE BRAND THAT
ENTICES NEW CUSTOMERS AND CLIENTS**

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DEFINE "BRAND"

02

A brand is a wonderfully versatile concept with different meanings for different people. Before explaining, let's clarify what it isn't: a mere logo or a visually appealing social media page. A brand can best be described as:

A COMBINATION OF VISUAL ELEMENTS AND BUSINESS ELEMENTS THAT COME TOGETHER TO INTRIGUE AND MAKE YOUR TARGET MARKET FEEL CERTAIN WAY.

Your "brand" is the beautiful fusion of visual elements such as your logo, color scheme, typography, icons, photography, illustrations, social media presence, and more, combined with a well-crafted business strategy. This strategy encompasses your vision, goals, personality, voice, product or service, purpose, values, and everything that makes your brand unique. When these two categories come together harmoniously, they give birth to a clear and distinct brand identity.

The list of elements might seem overwhelming. So, to make things easier, let's break it down to the essentials – the bare minimum to create a brand – and our guide will go through the order in which these elements should be developed. With a successful brand, you'll be able to connect with your potential and existing customers on a deep emotional level, evoking strong feelings and loyalty.



BRAND IDENTITY:

Your brand identity is the heart and soul of your brand, and it must be firmly established before diving into any visual aspects. While some elements may appear obvious, each one plays a crucial role in shaping how people perceive your brand. These components serve as a guiding framework for designers who aim to capture the essence of your company through visuals. Think of it as your brand's "outline" or handy "cheat sheet" that ensures a cohesive and meaningful representation.

BRAND STORY

NAME

PERSONALITY/VOICE

TARGET AUDIENCE

SERVICE/PRODUCT

VISUAL IDENTITY

LOGO

TYPOGRAPHY

COLORS

PHOTOGRAPHY

PATTERNS

ICONS

VISUAL IDENTITY:

Indeed, your visual identity is an integral part of your overall brand identity. However, prioritize and sort out all the other elements before creating visual elements. Whether you decide to handle this phase yourself or enlist the help of a Virtual Assistant, it's crucial to ensure that everything aligns with the outline. For instance, if your brand identity reflects a calm and friendly voice, avoid using bold and aggressive colors like red or orange, as they stimulate people. Consistency between your brand's personality and visual elements is key to building a strong and authentic brand that resonates with your audience.

VISUAL IDENTITY: ELEMENTS



DŌU BRO

Logo

At the heart of your brand lies a well-designed logo, acting as its strong foundation. It should be crafted only after conducting thorough research on your competitors, understanding your core values, and analyzing the preferences of your target audience.

DŌU
BRO



Patterns

Patterns can include illustrations, shapes and sketches that help with your brand recognition. You can use these patterns on your website, social posts, flyers, or print materials.

Typography

Typography refers to the style and presentation of text. When establishing its brand identity, a company should use a consistent type of font for specific reasons. Typography allows for creating a particular context and personality, whether modern, vintage, romantic, shy, or rigid, by selecting an appropriate typeface and using it correctly.

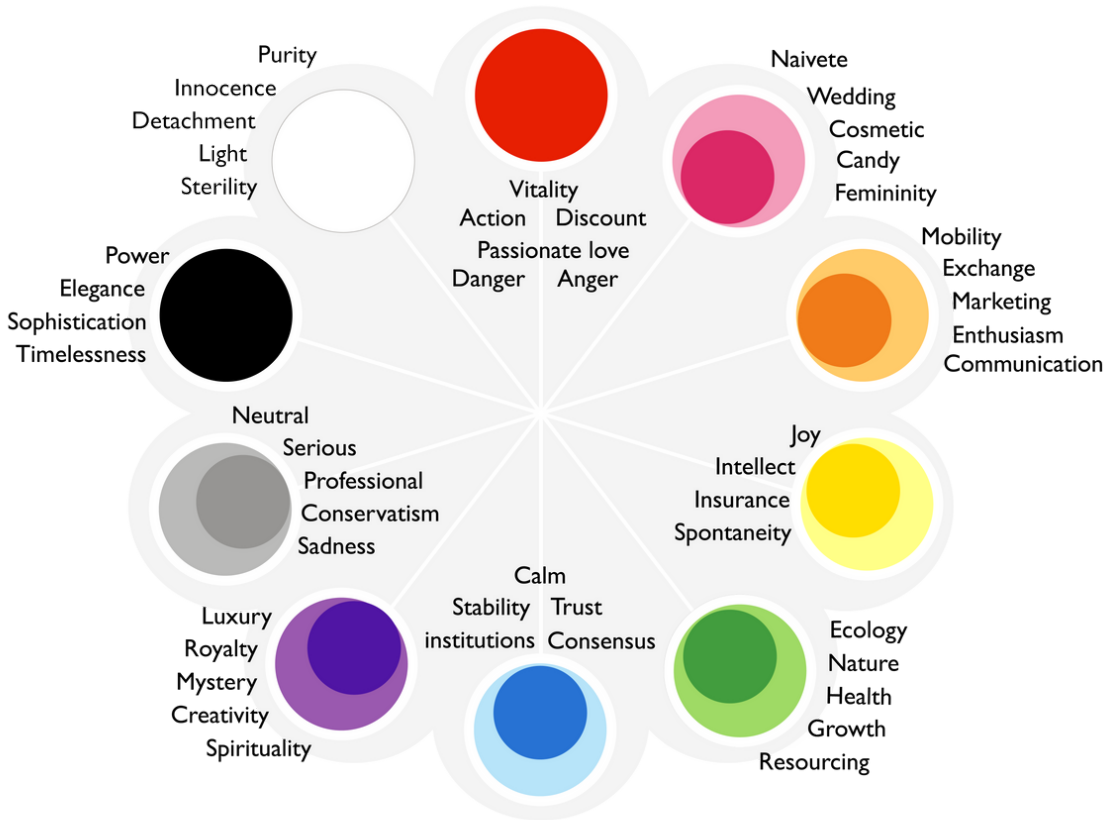
Photography

The photography and style choices for each photo convey your brand's personality. This can demonstrate that your brand is playful, athletic, strong, feminine, or anything else you wish to showcase.



Colors

Colors emote feelings. Therefore, like typography, the colors you choose can help your future views feel a certain way about your brand before they know what you do or sell.



Example:

Blue emotes trust, reliability and professionalism. Which is why it is a common color used in bank logos or companies that want to make you feel secure in your decision with them.





“Brand is the sum total of how someone perceives a particular organization. Branding is about shaping that perception.”

ASHLEY FRIEDLEIN



HOW TO BE UNIQUE

4 Ways to Set Yourself Apart

Pattern: Developing a distinctive collection of brand patterns to incorporate into packaging, social media content, email campaigns, and your website can instantly establish brand recognition. When consistently used, these patterns reinforce your brand identity and make it easily identifiable across various platforms.

Voice: Infusing your brand with a unique voice or tone that embodies your essence is a powerful approach to fostering trust and distinguishing yourself from competitors in your industry. Expressing your personality authentically will make your brand shine brightly and leave a lasting impression on your audience.

Brand Story: Your company has a different story than anyone else's. If you want to be unique, use it. Could you let your viewers see why you started your business? Be personal, be authentic, and show your passion.

Website/Social Media Design: Viewers nowadays can find your business in many ways. That's why ensuring a consistent style throughout your platforms is so important. Choose a style that represents your brand.



FIND HELP

The journey of building a brand can feel overwhelming and might even seem unnecessary at times. However, you don't have to tackle it all by yourself.

Plenty of excellent resources are available from experts in the field, ready to guide you on your brand-building adventure. Remember, with the right support and resources; you can create a remarkable brand that stands out.



Not Your Average CEO Lifeline

0128 - Build Your Brand with a Design Queen, Ari Krzyzek

<https://podcasters.spotify.com/pod/show/notyouraverageceolife>



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Adobe

Building a brand — a step-by-step guide

<https://business.adobe.com/blog/basics/how-to-build-a-brand>



Virtual Assist USA

Ask us about working with one of our brand specialists

<https://www.virtualassistusa.com>

“Design is the silent ambassador of your brand.”
-Paul Rand