

YOUR ESSENTIAL



BRANDING WORKBOOK

BY WELLNESS STOCK SHOP



WELCOME TO YOUR ESSENTIAL BRANDING WORKBOOK

Before we dive in – a note to clear up any misperceptions about branding:

1. Your brand is not just your logo.
 2. It's also not just a set of visuals – like your colors and fonts.
 3. Branding isn't just a “nice thing” to have some day when things get off the ground.
- Branding is everything that represents your business and every interaction with your customers – from your voice + content to your visual style.
 - It's the expression of your values, what makes you unique, your positioning in the market, your mission, your purpose, and how you deliver all these things.
 - A strong brand connects on values and emotion and delivers an *experience* to their customers.
 - And strong branding is absolutely essential to the success of your business, especially in this day and age with a saturated market in which everything can be accessed online.

Creating your Brand Identity, or the VISUAL aspects of your branding, is really the second phase of the branding process. Before you dive into this, you need to get clear on your foundation. You should have a solid understanding of:

- THE WHO: Who do you serve? Who's your ideal customer?
- THE HOW: How do you serve them? What do you offer, specifically?
- THE WHAT: What's your Unique Value Proposition. What makes you unique in the market? Why should your ideal customer choose you over anybody else?
- THE WHY: Why do you do what you do? What's your mission statement - your purpose/your “why”?


A photograph of an aloe vera plant with long, green, pointed leaves on the left side. On the right side, there is a green, oval-shaped roller tool with a metal handle and a small metal loop at the end. The background is a light, neutral color.

"Build a lifestyle around your brand, and the audience will follow."
- Eva Chen

STEP 1: THE FOUNDATION

How do you connect with your audience? Which values do you share?

What does your ideal client struggle with in relation to your product/service? What stressor do they have that you can fix?

A decorative header image featuring several pink roses and a dark, round jar or container on a light-colored surface.

"A brand is worthless if it doesn't CONNECT with the right audiences
in a relevant way." - unknown

How will your product/service answer their frustrations/struggles? How will it make their life easier, add value to their life, help them?

What are your top 3 superpowers? (Yes, I said superpowers – you are amazing, and there are certain unique gifts that you have to share with the world. Certain skills you have or things that you do exceptionally well. What are they?) What's the one thing you know beyond a doubt you can help your customers achieve?

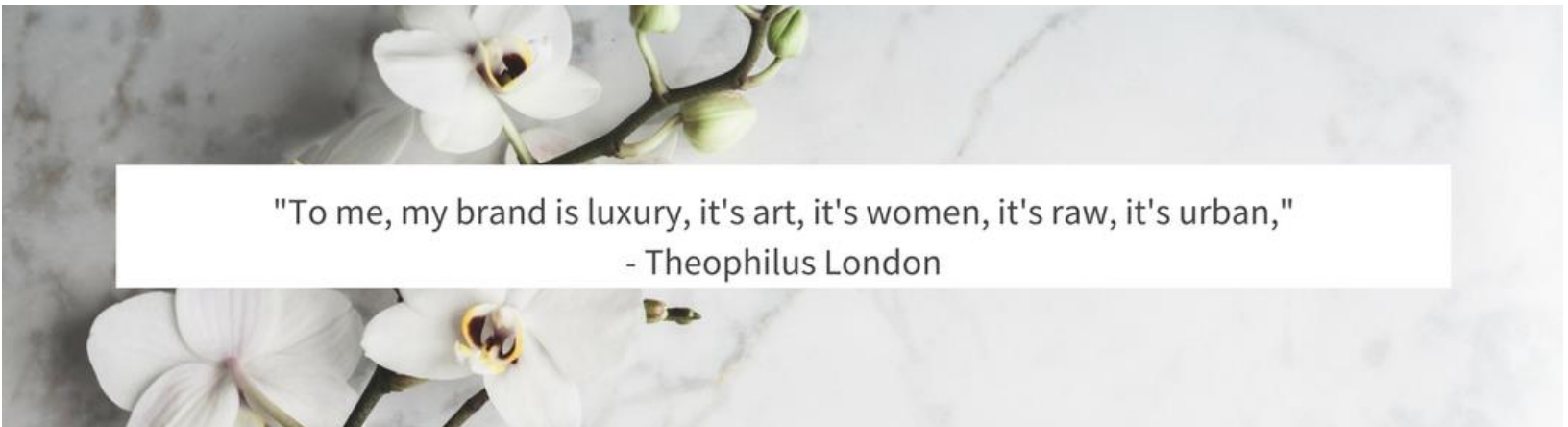


"The strength of brand loyalty begins with how you make people feel." - Jay Samit

What's unique about your product/service/brand that differentiates you from your top 3 "competitors"?

Which of these best describes your desired market position of your overall brand? **A.)** 'Budget/Affordable Everyday' (Ikea, Target, Ford); **B.)** 'Quality/Luxury' (Dolce & Gabbana, Nordstrom, Mercedes); **C.)** Hip, Upscale, Unique (Anthropologie, Tesla, Apple); **D.)** (Other – You describe). Why?

STEP 2: BRAND MOOD



"To me, my brand is luxury, it's art, it's women, it's raw, it's urban,"
- Theophilus London

One of the most important foundational steps to designing your visual brand is establishing a brand “mood”. Successful brands connect on *emotion*. Knowing the mood and the overall experience you want to create for your customers helps you to stay focused + cohesive when choosing visual elements to bring that mood to life. Choose 5 Mood Words. Ask yourself “How do I want my clients to FEEL when they interact with my brand?” (These should be descriptive words – i.e. soothed, invigorated, sexy, playful, etc)

TIP: If you need more guidance with uncovering your brand mood, you can access my free 3 part “Ditch The Scatter” video workshop here:

<https://wellnessstockshop.com/ditch-the-scatter>

YOUR BRAND PARTY EXERCISE

Time to translate your *mood* into *visuals*. Let’s do a little warm-up to get your brand vision juiced up. It can be hard to visualize our brand based on words and concepts. Here’s a super fun exercise to help... ask yourself:

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IF YOUR BRAND WAS A PARTY, WHAT TYPE OF PARTY WOULD IT BE?

What would the theme be?

What types of guests would be invited?

What would the invites look like? What type of paper, etc.

What would the colors be?

What would the venue look like?

What type of décor would you use?

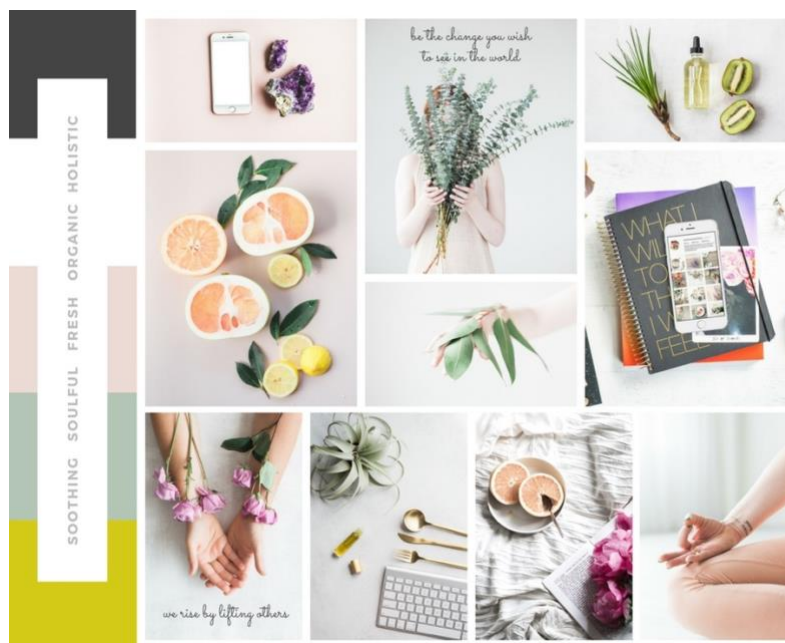
What type of music would be playing?

Which type of refreshments would you serve?

A large, empty rectangular box with a thin black border, intended for a mood board exercise.

MOOD BOARD EXERCISE

Now that you've got your juices flowing, let's create a mood board!



HOW TO CREATE A MOOD BOARD:

1. Create a secret Pinterest Board (if you don't already have a Pinterest account, you can create one for free at www.pinterest.com)
2. Begin collecting images that inspire you and reflect your mood words.
3. Start off with an “anything goes”, unrefined approach – pin anything that inspires you. Gather around 30-40 pins.
4. Next, it's time to refine your board. Whittle down your visuals until you have no more than 8 total. And pull those photos into a nice photo compilation in Canva.com, or your favorite design program.

TIPS:

- You can pin visuals such as logos, color palettes, photography, graphics, websites and brand boards.
- You can try searching “your mood word” + photo/design
- Your final selection of visuals should fully embody your 5 mood words, should be balanced, and should make you swoon, because you're so in love with it. Let it sit for a while, then revisit it with fresh eyes to be sure it really feels right.

BRANDING ELEMENTS GUIDELINES

Hooray! Now it's time to dive in to choosing your unique visual identity.

Staying *consistent* with your visual presence is key to establishing brand recognition. Here are the visual elements you'll want to take into consideration:



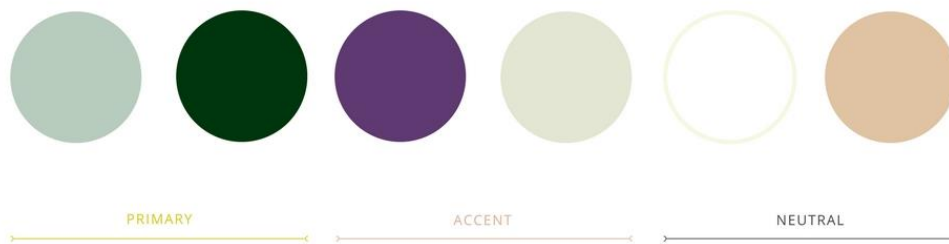
1. Logo/Watermark
2. Color Palette
3. Fonts
4. Textures/Patterns + Design Elements
5. Visuals/Photos

1. Logo/Watermark: Your logo should only be created AFTER you choose the rest of your branding elements. You can tap into sources like ETSY for a “good-enough” logo to get you by. And when you’re ready to take your brand next-level, you’ll want to hire a brand designer to create your entire visual identity.

2. **Color Palette:** Choose 3-6 colors that fit your mood words. I don't recommend doing this on your own, unless you have design background. A 6-color palette is common (but not required) and generally consists of:

(2) PRIMARY
(2) ACCENT
(2) NEUTRAL

6 COLOR PALETTE



TIP: I've gathered pre-designed color on my "Branding Inspiration" Pinterest boards. You can explore the boards at <https://www.pinterest.com/wellnessstock/boards/> for inspiration and are invited to follow for updates.

3. **Fonts:** Choose up to 3 Fonts (Header, Sub-header, Body)

TIPS: Google Fonts are the best web fonts (and they're free!). Be sure to choose fonts that are easy to read, and are timeless. Font pairing is tough! You can find professionally paired font sources on my "Branding Inspiration" Pinterest boards here: <https://www.pinterest.com/wellnessstock/boards/>

4. Textures/Patterns + Design Elements: You may want to choose some simple patterns and designs to embellish your blog posts, packaging, website and more. Good places to find these are CreativeMarket or Etsy.

5. Visuals: Get inspired with the general look of photos you'll be sharing based on your mood board. Choosing a set of 10 photos to use on your website and across social media platforms helps to create a consistent, familiar, recognizable brand.

TIPS: Stock photos offer a great, more affordable option to custom photo shoots, which can cost thousands of dollars. You'll need custom photos for your products, but can fill in with photos for your blog, social media and website to create a lifestyle and overall story feel for your brand.

The more you pay for stock photos, the less chance you may see others using the same photos. Even paying a small amount weeds out a huge population of others who are collaging together free resources.

Make sure you know where you're getting your photos from and what the usage terms are for each photo. Not knowing this can get you into trouble (photo lawsuits are more common than you might think).

Wellness Stock Shop is a soulful, safe source for holistic stock photography. With over 6,000 photos, you'll find a wide range of images to suit your needs – with easy-to-understand usage terms. You can explore the photo galleries and sign up to receive a monthly free photo at wellnessstockshop.com.

