

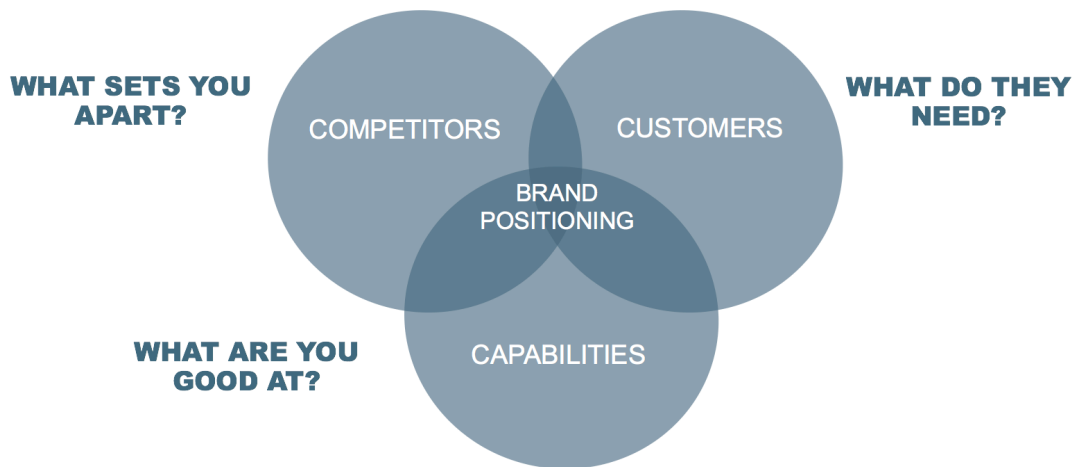
BUSINESS BASICS

Building a Brand

To determine your brand, take time to answer the questions below. The answers to these questions will help establish your brand identity.

- What do you do and why? What's your story?
- What are three-five things you value?
- Who's your audience – what would three-five personas look like?
- What are three-five things you want your audience to say about you?
- Who are your top five competitors?
- How do you stand apart from them?
- What is the value or benefit you provide your customers that make you stand out from competitors?
- What are your brands visual elements (i.e. what colors, photos of your place, typestyle capture your business and are unique to you)?

The answers above will assist in finding your brand position.



Developing a Brand Standards

When developing Brand Standards look to include the following elements to ensure strong brand guidelines.

- Brand Identity
- Tone of Voice
- Logo Usage
- Type Style & Fonts
- Photography / Image Style
- Icons & Elements
- Colors: Primary and Secondary
- What's Acceptable: Logo Usage, Colors, etc.
- Examples of Usage: Business Cards, Letterheads, etc.