

The 7 Power Tools to Brand Your Business Personality

How to brand your business using your logo, voice, color, typography, imagery, design, and brand positioning.

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What is a brand? Is it a logo?
A color scheme? The words you say
or photos you use?

1

Logo

It's all of the above, yet none of
them alone. A brand is a perception
of your business in a customer's
mind. To create a memorable
perception, all the components
must work together.

2

Voice

You must understand your business
and your customers really well.

3

Color

This guide includes the 7 core
components to brand building and
asks you questions designed to give
you an understanding of each.

4

Typography

Branding simply means using
symbols and language to
communicate a message.

5

Imagery

If you need help branding your
business personality and website,
please give us a call.

6

Design

7

Positioning

1 LOGO

A logo is a graphic mark used to communicate a message and designed for recognition.

Logos build identity within a business. The overall identity is your brand.

ASK YOURSELF:

Literal or conceptual?

Amazon's logo shows a smile and sells everything from a to z.

Is the emphasis on the right words or symbols?

This TSA logo was a fail. >

What type of logo appeals to my target audiences?



2 VOICE

A strong brand voice has a clear personality. It attracts your ideal clients.

Does your brand have a voice? In other words, does it have a personality?

ASK YOURSELF:

- What 5 words describe your personality?
- Review your photos and videos: do these 3-5 personality adjectives come through loud and clear?
- Same thing with your headlines and body copy. Review them and ask yourself: Are these 3-5 personality adjectives represented in the language?
- Is your voice consistent across all of your communication touch-points?

3 COLOR

Did you know that 60-90% of the reason why we buy products is based on color?

Color creates emotion, triggers memory, and gives sensations. In the sequence of visual perception the brain reads color, shape, numbers then finally language.



Mass transit signs use color first.

ASK YOURSELF:

- Is your brand a single or a range of colors?
- Does your color system use shades, complementary colors, hues, or tints?
- Are your colors consistent throughout all your visual assets?
- Warm or cool?
- Are you choosing color to create meaning, add depth, or tell a story or simply because you “like” them?
- Can you reproduce your colors accurately? (Pantone, CMYK, RGB, Hex)



This photo is on the our home page. Does it reflect our brand personality?

Our five words are: Excellence, Trust, Expert, Conviction, Powerful

^Does our website convey this? Visit designpowers.com and let us know.

4 TYPOGRAPHY

Type communicates information, and conveys a subliminal message.

Typography portrays a personality, and can make the difference between being perceived as a mass-market brand or a high-end, premium brand.

ASK YOURSELF:

- Is your typography distinctive or are you losing an chance to be memorable by using common typefaces?
- How many fonts are you using in your branding? We recommend 2-3 maximum.
- What are the top 3 personality characteristics that your fonts represent? Example: contemporary, conservative, modern, classic.
- Are you using fonts consistently in font size, font weight for headlines, body copy & call-to-actions?
- Is the typeface legible?



^Which type are you lovin'?

5 IMAGERY

Imagery is what we see but more than that, it becomes an outlet to express feelings about what we experience.

A picture is worth a 1,000 words, a video is worth a million. Whether you're using photography, video or illustrations in your branding, the objective is to tell a story.

ASK YOURSELF:

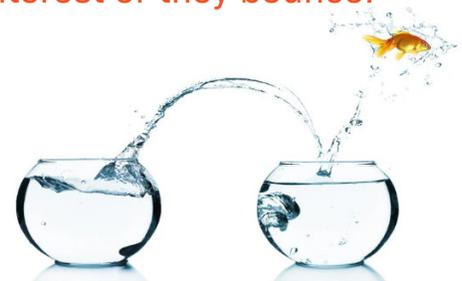
- If using stock photography, are these images popular or more obscure?
- Using "benefit-oriented" images?
- Do you have a good mix of conceptually-based and literal-based images?
- Are your images consistent through all your marketing materials?
- Is there a common story that threads all images?

Ask a professional colleague or ideal client to tell you how they feel when they look at your images on your branding. Are you happy with their response?

You have 3 seconds to grab a website visitor's interest or they bounce!

The human attention span is 2 seconds shorter than a goldfish!

Your website has to convey A LOT in a short amount of time.



6 DESIGN

80% of business owners do not have a solid sense of design when it comes to branding.

It's the reason why graphic/web designers exist... And fashion stylists, interior designers, and image consultants.

Design is subjective, but it's more important for it to be effective.

ASK YOURSELF:

- Does the design communicate your brand voice and message?
- Is the layout of your website done in a way that enhances the delivery of the information and experience?
- Do your major revenue generators occupy the most real estate in your home page/ marketing materials?
- Do you have a system for taking a lead and nurturing it into a sale?
- Is your design consistent across all communication touch-points?

7 POSITIONING

Brand positioning is not to create something new, but to manipulate what's already in the mind, to engage the connections that already exist.

Brand Positioning is the most important tool in building a successful business brand personality.

Using Design Powers as an example. We bring a strategic approach to branding for entrepreneurs and small businesses.

We work with emerging entrepreneurs and established 1-3 person service businesses. We plan to niche further but are still testing markets.

ASK YOURSELF:

- Who are your target audiences?
- What is the problem you solve?
- Why should people listen to you?
- What makes you a credible company or person?
- What differentiates you?

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Need clarity with your business brand?

Identify and unlock your superpowers with the Power Plan, your first step to creating a beautiful, sustainable and stand-out brand.

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