

3 Secrets

TO MASTERING

Your branding

1: CONSISTENCY IS KEY - CREATE A SIGNATURE STYLE

From your font and your colour scheme and visuals, to your messaging and conversation branding should always be consistent from top to finish. Every email you write, workbook you make and pitch deck you design should be consistent in the fonts that are used, the message you are communicating, the colour themes you use and the spacing.

Audiences and clients should be able to identify that is your brand within the first 3 seconds of looking at a document or piece of social collateral from the look and colour scheme.

1. Create a brand Blue print / Guideline to ensure consistency is used visually for the brand (See how to create a brand blueprint/style deck)
2. Choose a font that fits your brand message/ tone and stick with it
3. Chose a colour palette that fits your message, try to make it have meaning. For example, with ALT/HEALTHY we use a teal blue that is actually defined as a healing colour so works perfectly with our ethos.
4. Ensure the same conversation is used throughout all collateral the more people see your messages consistent the more the brand message will stay prominent in their r mind.
5. Design a clear and visual logo and ensure to add your logo on everything you send

2: GET CLEAR ABOUT YOUR OVERALL OFFERING AND MESSAGE

It is obvious when a brand is unclear as to what they are saying and to whom. Spend time creating a brand conversation deck that can be used across all messaging.

The key to a strong brand is that all people involved in working with the brand understand the brand message, ethos and mission as well as their key USP.

Don't forget to share your brands back story – what drove you to launch this brand, how is your past relevant to your future and how could this relate to your audience.

Write a clear brand strapline

Have a brand back story - where did it come from and why was it started?

What is your brand bio - sum up your brand in three sentences

What is your brand mission statement - what do you seek to offer to your clients/audience?

What is your brand ethos - what does your brand believe in/stand for?

What is your USP (Unique selling point?) - what do you do that no one else does, what do you do that is different to other competitors?

3: DEFINING A CLEAR BRAND CONVERSATION AND TONE OF VOICE

It is important as a brand to have a very clear tone of voice, what kind of words do you use? Are you funny and witty when speaking or are you calm and gentle? Do you use empowering and motivational words or do you use words that are healing and friendly?

This will depend on who you are speaking to and will also be key to all social collateral. Again, this consistency will make audiences naturally understand your brand straight away. Once you understand how you speak as a brand, this will filter through to your social media strategies, your media packs and your website copy. Have common sentences and words that you use so people instantly know it is you talking.

How do you speak as a brand?

What do you say?

What words do you use?

Who are you talking to?
