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[www.creatressco.com](http://www.creatressco.com)

# BRAND DEVELOPMENT GUIDE



# HOW TO USE THIS GUIDE

Hi There!

Thank you for purchasing the Brand Development Guide. I'm excited to walk you through your brand development process.

In this guide, I've created activities to help you really hone in on what your brand will represent. I've also provided some key information for choosing your brand colors, logo, and voice.

At the end of this guide, you will be able to compile all of the ideas you've come up with into your Brand Profile.

Developing your Brand Profile will make creating content for your brand 10xs easier because you'll know exactly what drives you, the impact you want to make, and whom you're targeting.

I'm excited for you to get started, and I can't wait to see your brand flourish.

If you have questions about this guide, please feel free to reach out to me at [info@creatresssco.com](mailto:info@creatresssco.com). Use the subject line: "Brand Development Help".

I hope you enjoy this guide! Happy Developing!



Saidah

# What's Your Passion?

Your passion is what drives you to keep working even when you've run out of steam. It's that extra fuel that says "Keep going- this is going to help so many people". When developing your brand, knowing exactly what impact you want to make will help shape how your business operates- especially behind closed doors. These questions will help you develop your PASSION STATEMENT, and help solidify the impact you want your brand to make.

**What do you want to offer/sell?**

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**Why do you want to offer/sell your product/service?**

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**How do you want people to feel when they interact with your brand?**

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**After someone interacts with your brand, what do you want them to be inspired to do?**

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## **PASSION STATEMENT:**

I sell/offer \_\_\_\_\_ to make people feel  
(product/service)  
\_\_\_\_\_. When they feel \_\_\_\_\_  
(answer from question 3) (answer from question 3)  
they are inspired to \_\_\_\_\_  
(answer from question 4)

# What's Your WHY?

Your "WHY" is what drives you. Your "WHY" is what inspires you. Your "WHY" is why you get up every day to do the work. In this exercise, spend some time reflecting on your journey, and the things that led you to decide to start your business. Dig deep- really think about why you do what you do. Answer the questions below, and then complete your WHY statement.

**Why do you want to offer/sell your product/service?**

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**What's happened in the last 5 years that inspired you to want to offer/sell your product/service?**

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**What happened 5 years earlier that lead you to that point?**

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**What happened 5 years before that?**

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**PURPOSE STATEMENT:**

I'm \_\_\_\_\_,  
(name)  
and I sell/offer \_\_\_\_\_  
(product/service)  
because \_\_\_\_\_  
(explain your why)  
\_\_\_\_\_.

# Who is your ideal customer?

You are not for everybody, and that's ok. Your ideal customer is out there- you just need to spend some time learning who they are. This activity will ask tons of questions to get you thinking about who that person is. Once you finish answering the questions, think about who your ideal customer is and complete your service statement.

**BONUS ACTIVITY: Using your answers to the questions, build out a customer avatar. Give that avatar a name, a job, hobbies, etc. Your customer avatar is who you'll be talking to when you create your content.**

1. Is your customer male or female? \_\_\_\_\_
2. What's the highest level of schooling they've completed? \_\_\_\_\_
3. Where do they live? \_\_\_\_\_
4. Are they married/single/divorced? \_\_\_\_\_
5. What do they do for a living? \_\_\_\_\_
6. Do they have children? \_\_\_\_\_
7. What are their hobbies? \_\_\_\_\_
8. How old are they? \_\_\_\_\_
9. Are they self-employed or do they work for a company? \_\_\_\_\_
10. Where do they want to be in 5 years? \_\_\_\_\_
11. What is their biggest dream? \_\_\_\_\_
12. What is their biggest fear? \_\_\_\_\_
13. What is their goal? \_\_\_\_\_
14. What is their biggest pain point when trying to reach their goal? \_\_\_\_\_
15. What need do they have that your product can address? \_\_\_\_\_

**Please Note: These questions are to get you started thinking about who your ideal customer is, but learning and creating for them is an ongoing process. As you begin to create content, and your audience begins to interact with it, remember to take note of what they need and adjust your customer profile and content to cater to what their needs are.**

## SERVICE STATEMENT:

I want to impact \_\_\_\_\_ who are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.  
They struggle with \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.  
By investing in my \_\_\_\_\_ they will be able to \_\_\_\_\_.



# Top 5 Draft Picks

How was that? Do you have some good ideas? Go through your ideas and choose your favorite 5, and write them below:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Now research those names to see if businesses/brands already exist with that name in your industry. Don't get discouraged if there are- you can always go back to the drawing board. If you don't see any businesses with that name, out of those five, choose your top two:

1. \_\_\_\_\_
2. \_\_\_\_\_

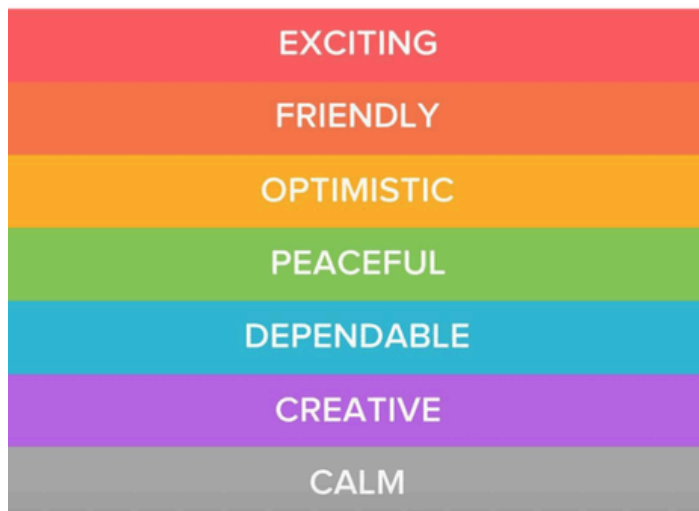
We'll revisit this exercise in a few.  
Marinate on those top two choices. Think about which one speaks to you the most. Which one are you most comfortable with?  
Which one embodies what you're creating?

# Choosing Your Brand Colors

Choosing your brand colors is an important part of brand development. Brand colors can not only help grow your brand recognition, but they can spark different feelings in your audience and help them resonate with your content. Here is some information on color psychology and what you should consider when choosing your colors.



## BRAND COLOR PSYCHOLOGY



Colors emote various feelings in consumers. When choosing your brand colors, you want to think about how you want your audience to feel when they interact with your content. Different colors represent different feelings (as you can see on the left). Colors can also speak to the type of brand you are. For example, if you want to be seen as a modern, sustainable brand earth tones may work best. If you'd like to be seen as a corporate, professional brand, blues and greys work best- and so on and so forth.

Source: <https://www.oberlo.com/blog/color-psychology-color-meanings>

Here's how to choose your brand colors: Start with thinking about the feeling you want for your brand. Choose a few color options and put them side-by-side to see how they complement each other (you can use platforms like Canva for this). Think of your color pallet as being 1-2 main colors, and 1-2 supporting colors. Once you've selected your colors, find the names and color codes, and write the codes below.

**Note: Color codes are either HEX, RGB, HSL, or CMYK. These codes will help you select the right color shade for your brand.**

### YOUR BRAND COLORS

Color 1: \_\_\_\_\_

Color 2: \_\_\_\_\_

Color 3: \_\_\_\_\_

# Choosing Your Brand Fonts

Your brand font is how you communicate with your audience. When choosing a font, you want to ensure that it's both eye-catching and legible. Your font choice not only helps convey your message but also, like with the brand colors, helps build up brand recognition.

You want to choose up to 3 fonts for your brand: a Title Font, a Header Font, and a Paragraph Font. Your title font will be what you use to grab your audience's attention. This font is mainly used for one or two words that you want to stand out (like the name of your brand). For example, the title font that you see to your left is The Creatress Brand's title font. I only use it for my name and the word "Creatress". When you see that font- you know it's my brand.

*Title Font*  
**Header Font**  
Paragraph Font

Your header font and paragraph font are the fonts you use for the body of your posts. Note: You will not be able to change the font for captions on social media but in content, like this guide, you can use your header and paragraph fonts.

Here are some resources you can use to help make your decision:

- Information on Typography: <https://material.io/design/typography/understanding-typography.html#type-properties>
- Free Fonts to Download: <https://www.dafont.com/>

## YOUR BRAND FONTS

Title Font: \_\_\_\_\_

Header Font: \_\_\_\_\_

Paragraph Font: \_\_\_\_\_

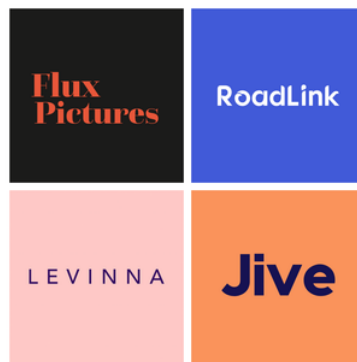
# Logo Creation- Best Practices

Your logo is the "mark" of your brand. It is the image/symbol you'll use to identify your brand amongst everyone else. Choosing a logo (or designing one) is the fun part of brand development because it starts making your brand feel REAL.

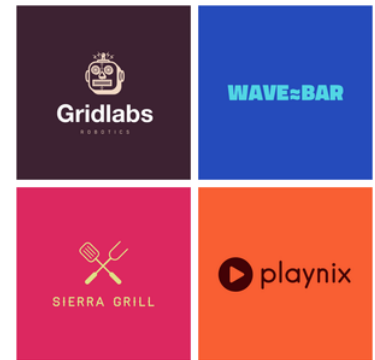
There are 3 main types of logos:



Emblem  
(image-based)



Wordmark  
(text-based)



Combination  
(hybrid)

Source: <https://looka.com/blog/different-types-of-logos/>

It's important to choose a logo that not only represents what your brand is about, but that also makes you feel proud to share it with others. Here are some resources you can use when choosing/designing your logo:

DIY Design Tool: [Canva.com](https://www.canva.com)

Canva is a free graphic design tool. There are 100s of templates to choose from and work with to design your logo.

Designed for You Service: [Fiverr.com](https://www.fiverr.com)

Fiverr is a directory service for freelancers. There are 1000s of designers on the site who are available to design your logo for a reasonable price.

# Developing Your Brand Voice

Developing your brand voice is the last part of developing your brand profile, but it's one of the most flexible parts of your brand profile. Your brand voice is how you sound to your audience. Are you playful? Are you trendy? Are you professional? Are you nerdy? Determining how you want to sound to your audience is how you develop your brand voice.

To help you get thinking about your brand voice, answer these few questions:

- Do I address my ideal customer by their name or do I call them a nickname?
- Do I curse when speaking to them or do I keep it clean?
- Do I use the latest "slang" terms or do I stick to professional verbiage?
- Am I a joker or am I serious?

Once you've thought about how you want to sound to your audience, and how you want to relate to them, you can begin creating content in that voice. The key is, once you've developed your brand voice, to speak consistently in that voice. The flexibility comes in by listening to your audience, and making adjustments if necessary. Write out the details of your brand voice below:

**My Brand Voice is:** \_\_\_\_\_

**I refer to my ideal customer as:** \_\_\_\_\_

**Key phrases I'd like to use are:**

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**PRO-TIP: Speak in a voice that is authentic to you. Your audience will be able to tell if you're "faking it". People relate most to authenticity. Be YOU!**

# It's Time To Compile Your Brand Profile

You've done the work, and now it's time to put everything together. On the next page is where you'll compile all of the statements you've created, as well as the info about your brand.

But before you do that, I want to talk to you a little about your next steps.

It's time to put this information to work and create content that represents the brand you're working to build. Content is anything that you create for your audience to consume. This can be a video, a social media post, a podcast episode, a free download, etc.

Content creation can seem like a daunting task, but that's why I'm here! Take a minute to complete your brand profile, and then meet me on the last page for info on how I can help you start your content creation journey.



# YOUR BRAND PROFILE

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**Business/Brand Name:** \_\_\_\_\_

**Passion Statement:**

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**Purpose Statement:**

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**Service Statement:**

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**Brand Colors:** \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_

**Brand Fonts:** \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_

**Logo:**

**Your Name:** \_\_\_\_\_

**Your Bio:**

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**Your Headshot:**

# Let's Start Your Content Creation Journey!

Congratulations! Your brand profile is created! How do you feel? I know that was a lot of work, but the groundwork you've just put in will help the next part come to you more easily.

Now, it's time to start creating content for your brand. As I mentioned earlier- content is anything you create for your audience to consume: videos, podcast episodes, social posts, workbooks, etc.

Content creation can seem daunting, but it is how you can get your message and voice in front of your audience.

This guide won't cover content creation, but I don't want you to feel like I'm just hanging you out to dry. I want to see you, and your brand, succeed- so I have an offer for you.

I've created some coaching programs that will help guide you on your content creation journey. With your brand development as your foundation, I will walk you through everything you need to know about content creation, marketing, and tracking your efforts. These programs are 100% customizable based on your specific brand goals.

Want to get into video creation? I got you! Want to start a podcast? I got you! Want to build up an email list? I got you! This program can help you accomplish your content goals for your brand.

Let's get your voice in front of your audience. They're out there waiting for you. Visit the link to get started!

[www.creatressco.com](http://www.creatressco.com)

