



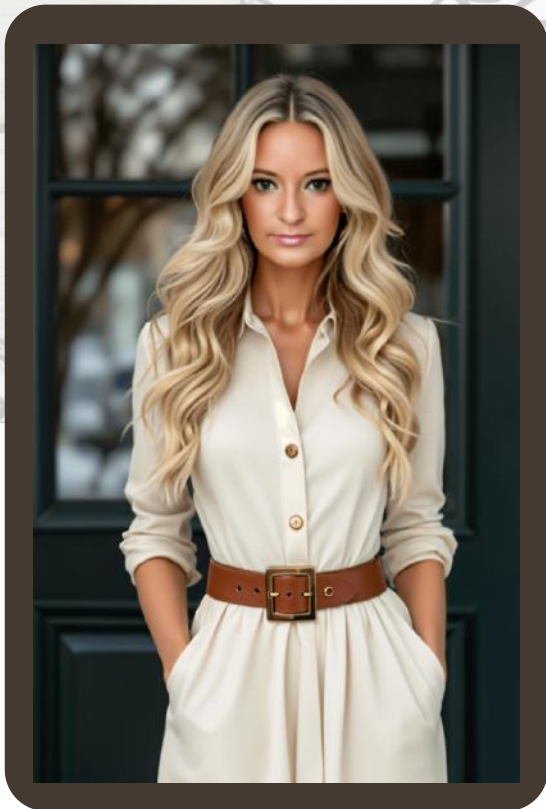
# BRANDING

*Elevate Your Business*

**VISUAL BRANDING STYLEBOOK**

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# visuals to craft YOUR BRAND + DIGITAL PRODUCTS



Let's get into your step-by-step guide to mastering your brand identity + level up your presence on social media

BY JULIE TODD

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# MASTERING BRAND

## concepts

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### *important tip*

**Defining the difference of content creation and branding identity. Content is created for a target audience. Branding is authentic expression to those people of YOUR story.**

“Creating a logo involves: brainstorming ideas, designing, and choosing colors and fonts.

A logo is crucial as it visually represents your brand, fostering trust, differentiation, and professionalism. It's the first impression customers have, enhancing brand recognition across various marketing materials, making it a vital aspect of brand building”-----

This is a CHAT GPT definition of a logo....Did this help you, probably not. Logos much like you, have personality. Trying to create without first building a brand base, leads you in circles confusing yourself and your audience.

Now that we have learned from this interactive lesson let me walk you through defining your brand. Then you create your logo and start crafting content and products that support your brand + clearly communicate!

Define your brand's personality, values, and messaging. This foundation will guide your visual choices and ensure consistency across platforms. Let's get started!

# BRAND ELEMENTS

## 1 *feel*

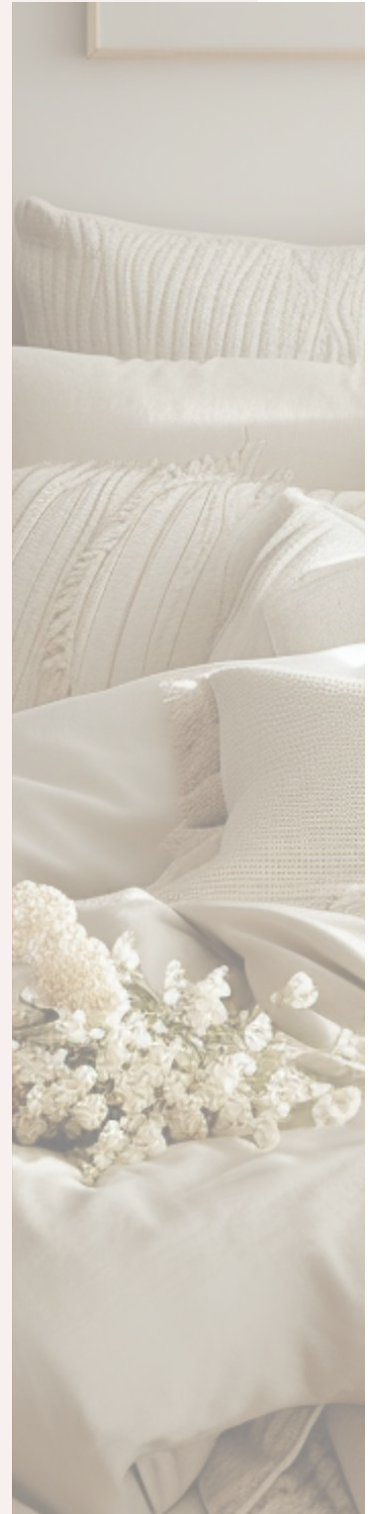
Nail your "tone" of communication. Just like body language, tone communicates more than the words themselves. You will have a recognizable presence whether it be: Edgy, nurturing, inspirational - use this to pick your colors (tones)

## 2 *font*

Select fonts that reflect your brand's voice - whether it's modern, elegant, or playful. Stick to a couple of fonts and use them consistently for headlines, captions, and any text overlays on visuals.

## 3 *foto*

Stock images have a 1990's clip art feel & dilute your brand's uniqueness. Invest in high-quality imagery that resonates with your brand. Use professional photoshoots or stock images that align with your style.



“

Branding is storytelling. You are capturing parts of who you are and expressing them paired with knowledge. The more clear the brand, the more authentic the story, the more connected people feel.

## NAILING YOUR "FEEL" *start here*



TARGET AUDIENCE. Your brand is who you are within THAT group of people. Are you a breath of fresh air? A tough coach? A friend, a rebel with a cause?



Brand continues with defining CORE VALUES. What best represents who you are? Spiritual mentor? Coach? Life encourager? Antagonist for change?



What is your brands MISSION? Are you wanting to break the system of the man?! Are you wanting to empower women? Level up business owners? Specify and zone in on ONE.

# EMOTIONAL IMAGE

## *feelings*

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After you have defined the above you should walk away with enough concept for three defining words to encompass your “feel.” Measure every design element against these words to master consistency. This can be the basis of all of your content. Mine is: Natural, Corky, Inspirational. Lets’ break it down below to see how this becomes cohesive.

### ■ *natural*

I value aesthetics that tie back to nature. As a plant mama its a part of me life. It feels organic, authentic and timeless. I also value organic presentations, no fluff or polish, just raw.

### ■ *corky*

As a part of being natural in my state I laugh often and loud. My communication will be more authentic including this goofy, fun part of who I am.

### ■ *inspired*

Being a creative, I love creative expression. As a Christian my inspiration comes straight from the creator of the universe. Sharing this part of my convictions & my deep love for God and my family is highly emotional.

# PAINT THE STORY

## *with colors*

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Take your descriptives you found for your brand- Are you all about trustworthiness and reliability, or do you aim to spark excitement and adventure? Once you've nailed down those vibes, think about the colors that naturally evoke those emotions.

Maybe it's calming blues for a serene and trustworthy brand, or vibrant reds for an exciting and energetic one. Remember, your brand's colors are more than just hues; they're the visual language of your emotions, speaking to your audience even before a single word is read. So, embrace the power of color to tell your brand's emotional story.



## *resources*

Begin with an image much like this one, something for inspiration that nails your "feel" and get the # color code. Start with your base color, find an accent (opposite on the color wheel) and find another shade of your base along with some neutrals.

PRO TIP: USE THIS PROMPT IN CHAT GPT- "CAN YOU FIND ME A COLOR PALETTE BASED OFF THESE TWO COLORS \_\_ + \_\_ "

# TACKLING TYPOGRAPHY

## fonts

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Font is the tone of your words; Therefore, making sure that your font conveys your message is vital. When you're crafting your brand's typography, think of it like a three-part harmony.



1. **Base Font:** This is your trusty work-horse font, the one that's all about getting the job done. It's like the reliable friend who's always there when you need them. Your base font should be clear, easy to read, and adaptable for all your everyday text needs.
2. **Emphatic Font:** This font is your brand's rockstar. It's got flair, style, and pizzazz. You bring it out for those special head-turning occasions, like partying with headlines, making a bold statement in your logo, or just adding some extra oomph to your design.
3. **Finesse Font:** Consider this font your brand's secret weapon. It's not in the spotlight, but it adds that touch of class and sophistication. Think of it as your fancy bowtie or chic accessory. Use it for subheadings, captions, or any place where you want a little extra finesse.



# FONT COMBOS Examples

for your brand

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■ *Eyesome* + **LOVELO**

■ *Virtual* + **ATTERON**

■ **HATTON** + *Beautifully  
Delicious*

■ **HORIZON** + *MoonTime*

■ *Glacial* + **Anton**

■ **BLACK GOLD** + *Jonathan*



## resources

These are some font combos based on mood & feel. Use these as inspiration, duplicate it. Make it your own. Combine these but also remember to utilize ALL UPPERCASE or **BOLD** add another layer. For additional fonts: Dafont, Adobe, Envato Elements & Etsy.

# YOUR LOGO

## *a snapshot of your brand*

Now, ladies and gents.... you are armed with all the tools to properly develop a logo!

Canva has lots of starting places for logos, go ahead and do a search starting with a letter or symbol you want to incorporate- then make it your own by infusing your brand identity.

This will be a one glance first impression of your brand. In the world of digital marketing and social selling your logo and your brand will have to have something to stand out. Following the right steps to nail authenticity and clarity of your brand to tell your story will resonate in your audience and lead to success in this industry.

Save your logo with different color combinations and with transparent background so you can use them on your site and e-mail to improve SEO + use them to watermark your images or posts on social media.



# COMPLETE VISUALS

## *nailing photos*

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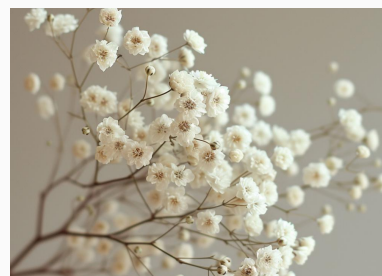
I WANT TO WALK YOU  
THROUGH THE IMPORTANT  
STEPS + RESOURCES YOU  
NEED TO TAKE IN ORDER TO  
NAIL VISUALS WITH  
PHOTOS.

# PHOTO RESOURCES

## *start here*

Whether you opt for a professional photoshoot or embrace the DIY route, it's all about showcasing your brand effectively. While headshots are fantastic, a comprehensive branding session can take your image game to the next level. Think about including shots with you working on your laptop or featuring your products if they align with your business. These visuals can be gold when it comes to enhancing your products and sprucing up your website, giving your audience a fuller and more relatable picture of your brand.





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THESE ARE STOCK IMAGES  
YOU CAN USE IN YOUR  
*products*



THESE ARE STOCK IMAGES  
YOU CAN USE IN YOUR  
*products*



# DIY VISUALS

## *how to*



## 3 FOLLOW PHOTO RULES

1. CLASSIC YET EDITORIAL LOOK INCLUDES: LOOKING AT THE CAMERA + CANDID "DON'T LOOKS"
2. IN FOCUS IMAGES + OUT OF FOCUS IMAGES
3. RULE OF THIRDS- FRAME YOUR HEAD IN THIRDS + USE TRIANGLE SHAPES (SEE MY ARMS + LEGS IN IMAGES )

# EDITORIAL APPROACH

## *break down*



Candid moments and movement, my friend, are like the secret ingredients to a headshot session. Forget those stiff, "say cheese" moments – we're talking about capturing the real deal, those genuine smiles, winks, and eyebrow raises that make you go, "That's so you!" And don't even get me started on the power of movement. A little head tilt, a spontaneous giggle, or even a sassy hair flip can turn a bland headshot into a sizzling masterpiece. It's like adding a dash of spice to your favorite recipe.

Detail shots and out-of-focus images with motion blur are the secret sauce for crafting an editorial edge that truly sets your images apart. These elements play a crucial role in storytelling and aesthetics. Detail shots, like a close-up of intricate patterns, textures, or a subject's accessory, provide a captivating context and draw viewers deeper into the narrative. On the flip side, out-of-focus images with just the right amount of motion blur add a sense of dynamism and immediacy, giving your audience the impression of being right in the thick of the action. Together, they create a dynamic visual contrast that not only elevates the overall composition but also instills a sense of depth and authenticity; taking your audience from mere observers to active participants, infusing your editorial images with a distinctive and compelling edge that leaves a lasting impression.



# COMPOSITION

## and lighting

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### ■ lighting

### ■ composition

Lighting should be directly on your face but diffused with sheer material or distance from window. Ideal light would be 45 on the face. Indoor walls should be neutral for no color casting. Outdoor should be shot in the shade. Avoid shooting with direct light on green grass for color casting.

The rule of thirds advises framing your subject along specific grid points or lines for balanced compositions. Shooting for negative space involves purposefully leaving areas empty to convey meaning and depth. Utilizing multiple angles in one shot adds perspective advancing your storytelling and visual impact.



### meaning

*These practices collectively enhance your photography by improving composition, depth, and engagement.*

# MASTERING VISUALS

## *in your content*

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### *lets talk*

In the digital realm, mastering aesthetic content structure is crucial. But why isn't everyone talking about it? This art goes beyond organization, weaving captivating narratives through headings, spacing, and imagery. It holds the power to elevate digital content, making it a topic deserving of more attention.

Content structure is not just about organizing information; it's also a canvas for aesthetic storytelling in the digital realm. The art of blocking and separating content with headings, coupled with the strategic integration of elements and images, transforms your digital products into visually captivating narratives. Headings act as signposts, guiding readers through your content, while spacing and dividers provide a pleasing rhythm, preventing information overload. Introducing images at the right moments adds layers of interest, making the content engaging and memorable.

It's akin to creating a symphony of text and visuals that resonates with your audience, ensuring that your digital products are not just informative but also visually appealing and emotionally compelling. In the digital age, aesthetics are not a mere bonus; they are an integral part of effective communication.



# COHESIVE CONTENT *placement*



Subheadings break up pages and the monotony of long paragraphs. To get your message across package in small paragraphs.



Utilize elements, see these handy check marks, watch the bullets, arrows and line breaks; These help support your document by adding layers, texture + interest.



Images. Your paragraphs of conversation need visual aid a break in monotony, a reminder of your personal touch and story. True quality is storytelling. Visual imagery is the cherry on top.

# INCORPORATE THESE

## *visual aids*



**NEGATIVE SPACE**



**GRAPHICS**



**TRENDING THEMES**



**UNIQUE CHARACTERS**



**HARD + SOFT ELEMENTS**

# SOCIAL CONTENT

## for your brand

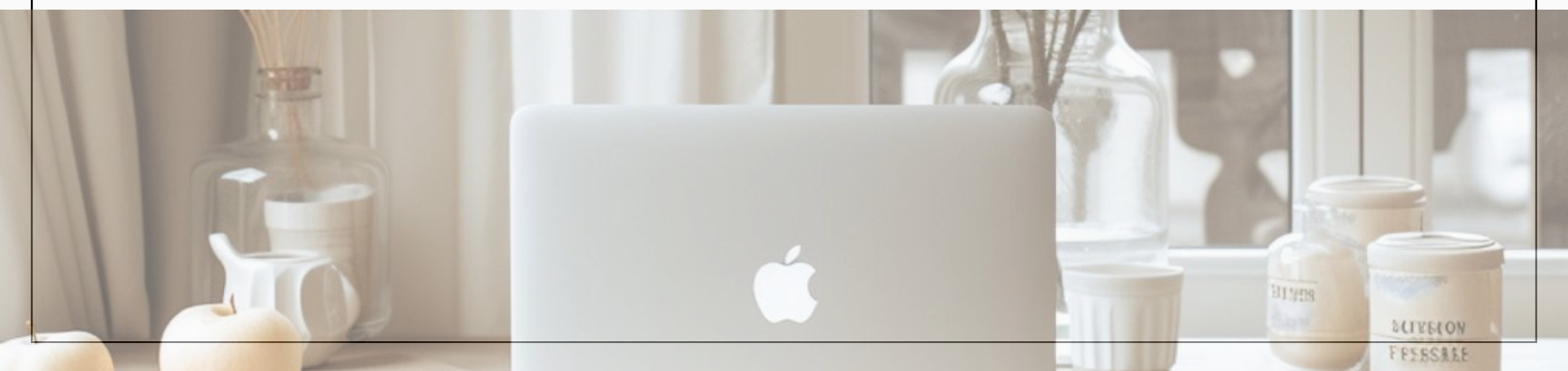
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### approach

Social media platforms favor authenticity .  
Unpolished and raw 7 second videos +  
conversational no BS ted talks with valuable info  
are taking center stage on IG + TIK TOK. Your video  
content being under edited is  
approachable.....but.....

Polishing your content on REEL COVERS +  
STORIES is how you communicate leadership.  
Here is how: First, save your logo and certain  
phrases from CANVA on transparent  
background use this as a watermark. You can  
upload these over elements you use on social  
media.



# CHAT GPT WITH AUTHENTICITY

## 1 *feel*

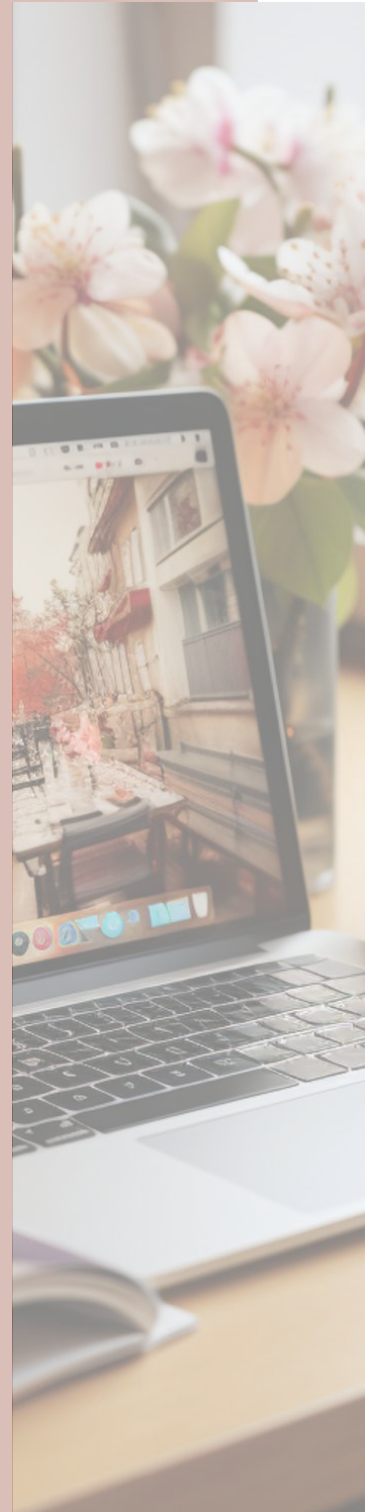
Make sure to include the three descriptive brand words you have crafted for the tone and feel of your content and include this in the chat GPT prompt. "Act as my social media strategist and craft a \_\_\_ \_\_\_ + \_\_\_ caption about....."

## 2 *niche*

Always include the people group you are aiming to reach. " My audience is \_\_\_\_ include lots of keywords to reach \_\_\_"

## 3 *content*

Chat GPT can help you come up with weekly content or 30 days of content based off one sentence. Make sure when you go to craft individual captions to include sentences of your own + storytelling aspects for authenticity.



“

WRITE SOME BLOCK CONTENT CAPTIONS AND EMAILS. FIRST FULLY LEARN MY BUSINESS ASK ME 20 QUESTIONS ABOUT MY BUSINESS PRODUCT AND AUDIENCE AND ANYTING ELSE YOU NEED TO PREFORM TO THE BEST OF YOUR ABILITY.”

## PROMPTS FOR CHATGPT *start here*



PLEASE ACT AS MY SOCIAL MEDIA STRATEGIST AND AN EXPERT IN THE FIELD OF \_\_\_



CREATE AN ENGAGING CAPTION BASED ON \_\_\_ (YOUR POST) MAKE SURE TO INCLUDE KEYWORDS AND A CLEAR CTA.



ALWAYS ASK: WHAT DO YOU NEED FROM ME TO CREATE THIS ENGAGING CAPTION?



**PRO-TIP:** INCLUDE INTENTIONAL PERSONAL STORY AND SENTENCES BASED OFF THE GPT RESPONSE AND GET WELL FORMULATED AND THOUGHT OUT CONTENT THAT ALSO FITS YOUR BRAND!! CHAT GPT CAN IMPROVE A CAPTION YOU WITH GRAMMAR + SPELL CHECK

# RESOURCES


## photo + video

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**TIP:** When it comes to enhancing your photos and videos for branding, [PIXIO](#), Unfold, CANVA, Capcut, and Adobe Lightroom. are amazing tools. They offer a range of features to make your stories stand out, your graphics pop, and your videos stay on brand.





The background is a soft-focus photograph of a desk. In the center, a white laptop is open. To its right, a white vase holds several branches of white cherry blossoms. To the left, there's a small white teapot and a yellow apple on a wooden tray. In the foreground, the back of a white wooden chair is visible. The overall scene is bright and airy, with light coming from a window in the background with white curtains.

Save the next few pages  
individually as PNG, edit  
them on your phone and  
crop individually. These  
are your images to use on  
whatever you want!







# final thoughts

In the world of visual storytelling, the beauty lies in the artful juxtaposition of extremes. From the emotions we convey to the fonts we choose and the images we capture, achieving a harmonious balance between the delicate and the strong is where the magic truly happens. Soft fonts alongside structured ones create a captivating contrast, just as contrasting emotions in an image can evoke a powerful narrative. In the realm of social media, where every post is a glimpse into our lives, this balance becomes a potent tool for conveying depth and resonance. It's the delicate next to the strong, the light next to the dark, that creates a symphony of visual and emotional impact, inviting us to embrace the richness of contrast in our storytelling.

Thank you for trusting me on this part of your journey. I hope you walk away with some inspiration, lots of motivation + clear direction of where to go from here. I'm cheering for you on this path. Let's shake the system and trailblaze ahead!!



**"I WANT TO SEE YOU  
SUCCEED. I WANT EVERY  
FAMILY EARNING PASSIVE  
INCOME FROM THEIR HOME  
WHILE SPENDING TIME  
DOING WHAT MATTERS  
MOST, MAKING MEMORIES  
WITH OUR LOVES"**

*thank you*

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