THE MARKETING ROADMAP:

Branding & Identity for Small Businesses
Emilie Davis

- Creative Partner & Chief Strategist
- 10 Years
- Specialize in identity, branding, & creative strategy for emerging businesses
- Large & small projects
- VAFMA & LVHMC
Identity First

- Who are you?
- What is your purpose?
- What problem do you solve?
- Who do you serve?
“Ideal Client”
Know who you are?
Let’s talk BRANDING.
What is branding?

- Perceived emotional corporate image
- Reflects values & goals
- “Personality”
EXPECTATIONS

How do you make your clients feel?
How will they expect you to act?
How would they describe you?
FUN  PROFESSIONAL
ENTHUSIASTIC
HOME GROWN  QUIRKY
ENVIRONMENTALLY-MINDED
MINIMALIST  LUXURIOUS
GENEROUS  MATURE
Name Game

Abstract or Descriptive?
Free Association
Play with it
Google it!
Branding Elements

- Fonts
- Colors
- Images (including shapes)
Fonts
Serif
San Serif
Slab
Handwritten
Script
DECORATIVE
Serif
San Serif
Slab
Handwritten
Script
DECORATIVE
COLORED VISUALS increase willingness to read by 80%
When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later.
When people hear information, they're likely to remember only 10% of that information three days later.

However, if a relevant image is paired with that same information, people retained 65% of the information three days later.
Find Examples

- Create a visual board—Pinterest, cork board, notebook, shared file folder w/screen shots
- Color collage
- Emotionally or tonally correct images
- Fonts with personality
- Packaging that inspires you
Ask Questions

- What do your customers want?
- What do they currently feel?
- What feelings do you want them to have?
- What companies elicit the response you want?
- Are you excited?
- What would make you excited?
- Are you comfortable in your skin?
Logo Design

• K.I.S.S.
• Design with the end in mind
• Digital vs. Print
<table>
<thead>
<tr>
<th>Year</th>
<th>Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td><a href="#">McDonald’s FAMOUS BARBECUE</a></td>
</tr>
<tr>
<td>1948</td>
<td><a href="#">McDonald’s COAST-TO-COAST</a></td>
</tr>
<tr>
<td>1962</td>
<td><a href="#">McDonald’s</a></td>
</tr>
<tr>
<td>1968</td>
<td><a href="#">McDonald’s</a></td>
</tr>
<tr>
<td>1975</td>
<td><a href="#">McDonald’s</a></td>
</tr>
<tr>
<td>1997</td>
<td><a href="#">i’m lovin’ it</a></td>
</tr>
<tr>
<td>2003</td>
<td><a href="#">i’m lovin’ it</a></td>
</tr>
</tbody>
</table>
START

SUCCESS
NEVER UNDERESTIMATE

Here's your design sir.

But why do I have to pay you so much for something you took ten minutes to make?

Because I spent ten years studying to learn how to do it in ten minutes.
Logo Files
CMYK = Print    RGB = Web

.jpg = common file, rectangle with white background ("picture")
Can be CMYK or RGB
Used for quick representations of logo, social media icons
Will lose quality as it is enlarged

.png = web file, no background, usually RGB ("sticker")
Used for web design, or when you don’t want a background
Looses quality as it’s enlarged
Logo Files
CMYK = Print  RGB = Web

.ai or .eps = vector file, typically original design file
Can be scaled to any size.
Used for banners, T-Shirts, large displays, creation of other logo files

.pdf = print file, usually CMYK (“book”)
Used for professional print jobs, letterhead, business cards, etc.
Looses quality as it’s enlarged
Logo Files

PROCEED WITH CAUTION:

.psd = Photoshop file
Design file, can be CMYK or RGB

.indd = InDesign file
Design file, used for layout design

.tif = Layered image
Similar to .jpg, but much larger

.gif = Animated (typically)
Used online for memes or animated images in emails
No Publisher Files, Please!
Next Steps

- Business Cards
- Print & Digital Collateral*
- Social Media
- Website
- YouTube/Videos
Social Media

Profile Pic: Logo (Long Term)

Banner: Branding (Seasonal)
Resources

**Logos:**
Canva (canva.com)
Fiverr (fiverr.com)
Design Pickle (designpickle.com)

**Free Stock Images**
unsplash.com
gratisography.com
freeimages.com

**Printing:**
VistaPrint (vistaprint.com)
PSPrint (psprint.com)
Uprint (uprinting.com)

**Free Fonts**
Fontsquirrel.com
1001fonts.com
Dafont.com
Any Questions?

*Talk to me!*

Exhibitor Booth
Social Media Presentation Fri @ 2:55pm
Linkhouseconsultants.com

*I'd love to help!*
Thank You!