



BRANDING MANUAL

This branding manual is a step by step guide for assistance on creating your brand.

In this branding manual, you will find detailed instructions and valuable insights to help you craft a unique and compelling brand identity. From defining your brand values and voice to creating a distinctive logo and colour palette, each step is carefully laid out to guide you through the process of building a strong and memorable brand.



Brand Vision

Crafting a mission statement is crucial for a business as it defines its purpose, goals, target audience, and impact. It guides strategic decisions, communicates values to stakeholders, inspires employees, attracts customers, and sets a clear direction for success and growth.

Use the following questions to brainstorm, then condense the answer down into a single mission statement.

- What does your business do?
- What do you offer to your clients?
- Who do you work with?
- Why does it matter?

Mission Statement

I assist

with

to

Brand Personality

Crafting a unique personality for your brand is essential in setting it apart from the competition and resonating with your target audience. Whether you choose to infuse your own values and characteristics into your brand's identity or tailor it to appeal to the specific demographics you are targeting, it is important to be intentional and consistent in your approach. By defining a distinct personality for your brand, you can establish a strong connection with your customers, foster brand loyalty, and create a memorable brand experience that sets you apart in the market. Embrace authenticity and creativity as you shape the personality of your brand, and let it shine through in every interaction with your audience.

Outline below the keywords you would use to describe your brand personality:

Brand Values

Establishing core values is crucial for any business. These values serve as guiding principles that define the company's beliefs and behaviors. They not only reflect what the business stands for but also influence its culture and decision-making processes. By clearly articulating these core values, a business can create a roadmap for how it operates and interacts with its stakeholders.

Use the box below to brainstorm your brand values:



Brand Keywords

By crafting a thoughtful list of keywords, you can enhance your online presence and make it easier for people to find and engage with your brand, it's essential to choose terms that are not only relevant to your brand but also commonly used by your target audience.

By understanding the words and phrases that resonate with your potential customers, you can optimize your website to increase its visibility in search engine results. Consider incorporating a mix of broad keywords and long-tail keywords to attract a diverse range of visitors. Remember, your keywords should accurately reflect your brand identity and help you connect with your audience effectively.

Pricing

By clearly outlining a detailed price list you can reflect upon the cost of services you provide to your clients and calculate appropriate pricing that not only covers expenses but also allows for a profitable margin within your organization.

Service Name	Price	Expenses	Profit

Service Name	Price	Expenses	Profit

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Service Name	Price	Expenses	Profit

Service Name	Price	Expenses	Profit

Service Name	Price	Expenses	Profit

Create Your Mood Board



← Example Moodboard

Create Your Own



Logo

Primary Logo

Represents brand identity, usually combining a unique symbol with text to represent the brand.

Wordmark

Text based logo inclusive of only the brand name, without any graphics.

Submark

A less detailed version of your primary logo that can be used as a secondary mark similar to a watermark.

Icons

Additional graphical elements that expand on your branding, representing your brand.

Fonts

Header

Font Size:
Line Height:
Letter Spacing:
Styles:

Subheader

Font Size:
Line Height:
Letter Spacing:
Styles:

Accents

Font Size:
Line Height:
Letter Spacing:
Styles:

Paragraph

Font Size:
Line Height:
Letter Spacing:
Styles:

Colour Palette

HEX Code | #xxxxxx

HEX is a six digit combination of letters and numbers that represent an RGB colour. Use the hex code values onscreen for websites

RGB | RGB(x, x, x)

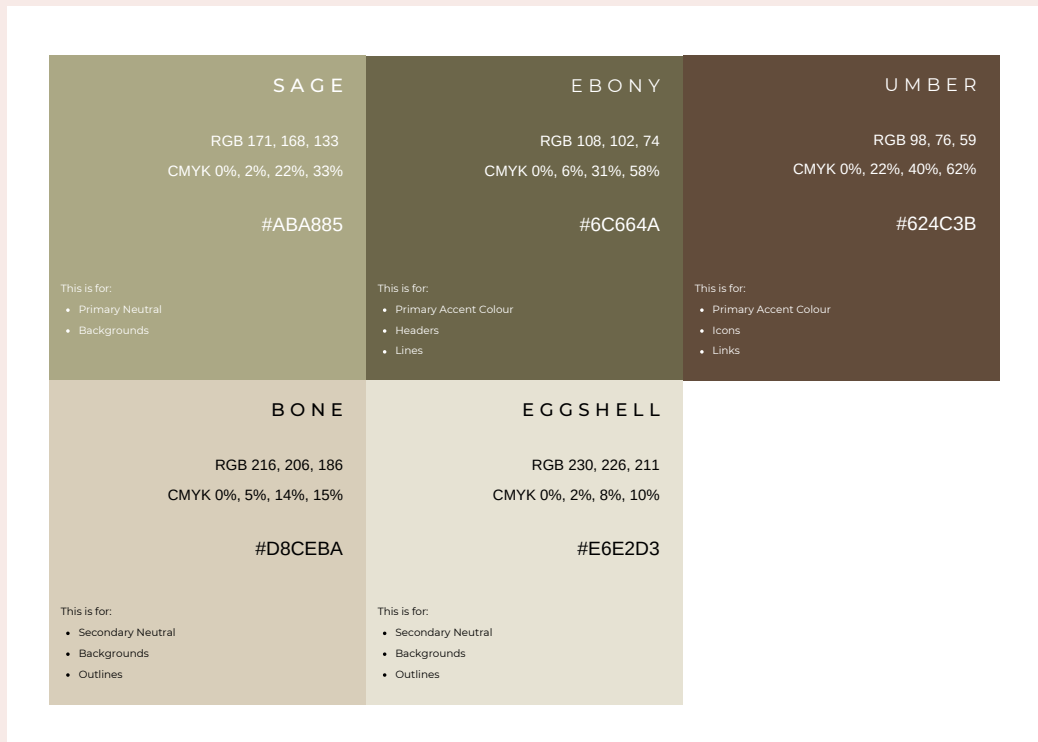
RGB is the process by which red, green and blue combine to make colours. RGB colour mode is used for online applications, TV, mobiles, devices, game and illuminated signs

CMYK

CMYK is a process by which tiny dots of cyan, magenta, yellow and black inks mix to make colours. For offset and digital printing. Ideal for full colour brochures, flyers, posters and business cards.

Please note, colours may vary on different computers and devices, due to inconsistent colour calibration.

@jervisdesigns



Example Colour Palette

Colour Palette

Create Your Own)
←



Tip: You can upload your mood board into the following link and this will generate a colour palette from this, allowing you to play around with the colours until its exactly what you imagined...

<https://coolors.co/image-picker>



SPOTLIGHT IMAGE



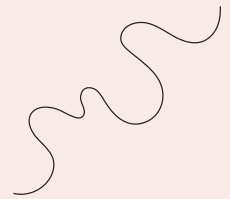
HEADER

Subheader

ACCENTS

Paragraph, Example Text:
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor.

Graphics



Button

Button

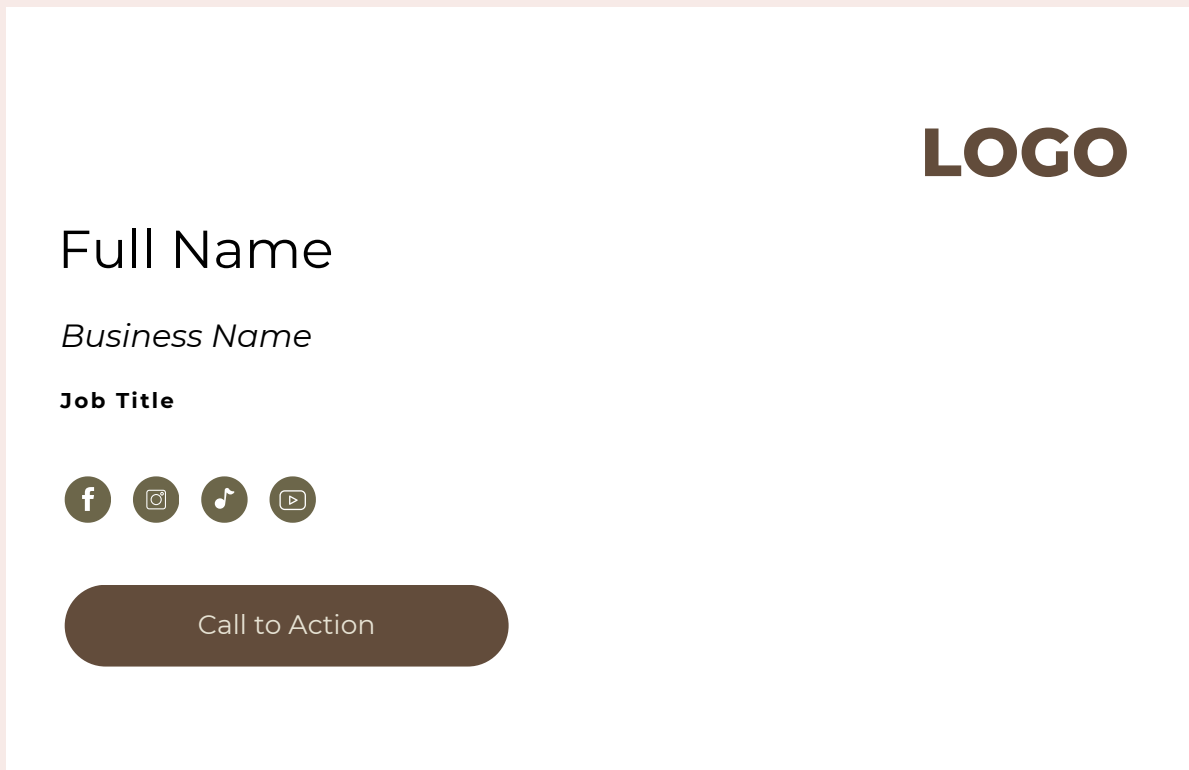
Button Link

Email Signature

Your email signature is a powerful tool to leave a lasting impression on clients and make your communication more professional. By including essential details such as your full name, job title, contact information, and perhaps a link to your company's social media platforms, you can ensure that clients have all the necessary information at their fingertips.

Additionally, consider adding a line that directs clients to online resources or FAQs that are available round the clock for further assistance.

This not only showcases your commitment to customer service but also helps clients easily find answers to common queries. Remember, a well-crafted email signature can go a long way in building trust and credibility with your clients.



Business Cards

Business cards are an essential tool for networking and making a memorable first impression. They serve as a reflection of your professional identity, providing key information such as your name, job title, contact details, and company logo.

Front:

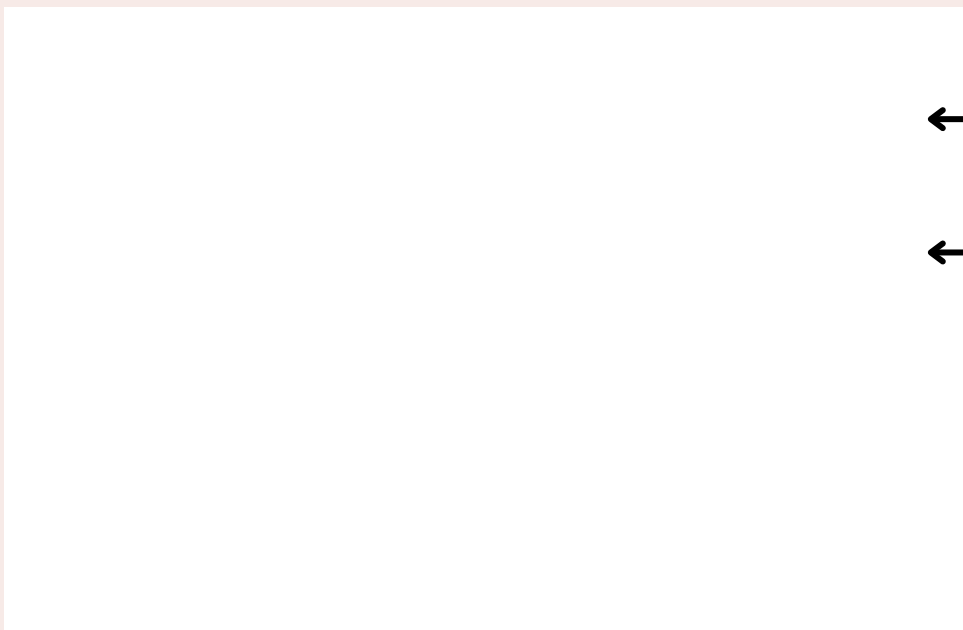


← Business Name

← Contact Details

← QR Code

Back:



← Company Logo

← Tag Line

Appointment Cards

Appointment cards are a tool used to reduce no-show rates and ensuring smooth operations. They provide vital appointment details, offer reassurance, and enhance organisation. Overall, appointment cards facilitate effective communication, timely appointments and reminders for the client.

Front:



Appointment
Details:

Where?
When?
Who?

Back:



Company Logo



Contact Details

Loyalty Cards

Businesses utilize loyalty cards to acknowledge loyal customers with discounts and freebies, nurturing strong connections and enhancing customer satisfaction and loyalty. This gesture makes customers feel valued and appreciated, potentially resulting in savings and enjoyment of products or services.

Front:



← Loyalty Steps

← Rewards

Back:

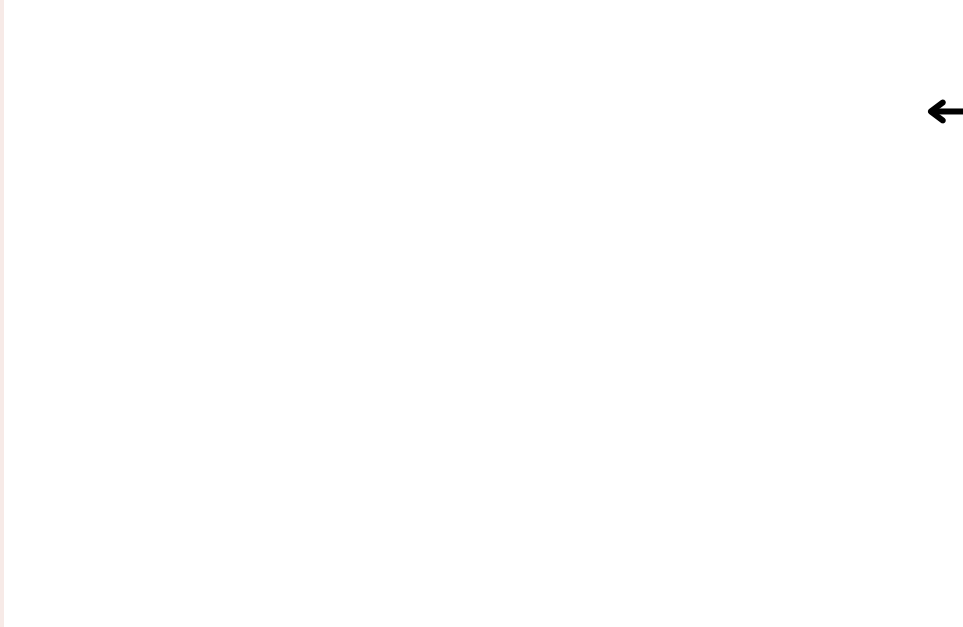


← Company Logo

← Contact Details

Gift Cards

Front:



Gift Card Details

To:

From:

Amount:

Expiry:

Issue Number:

Back:



Company Logo



Contact Details

Any questions?

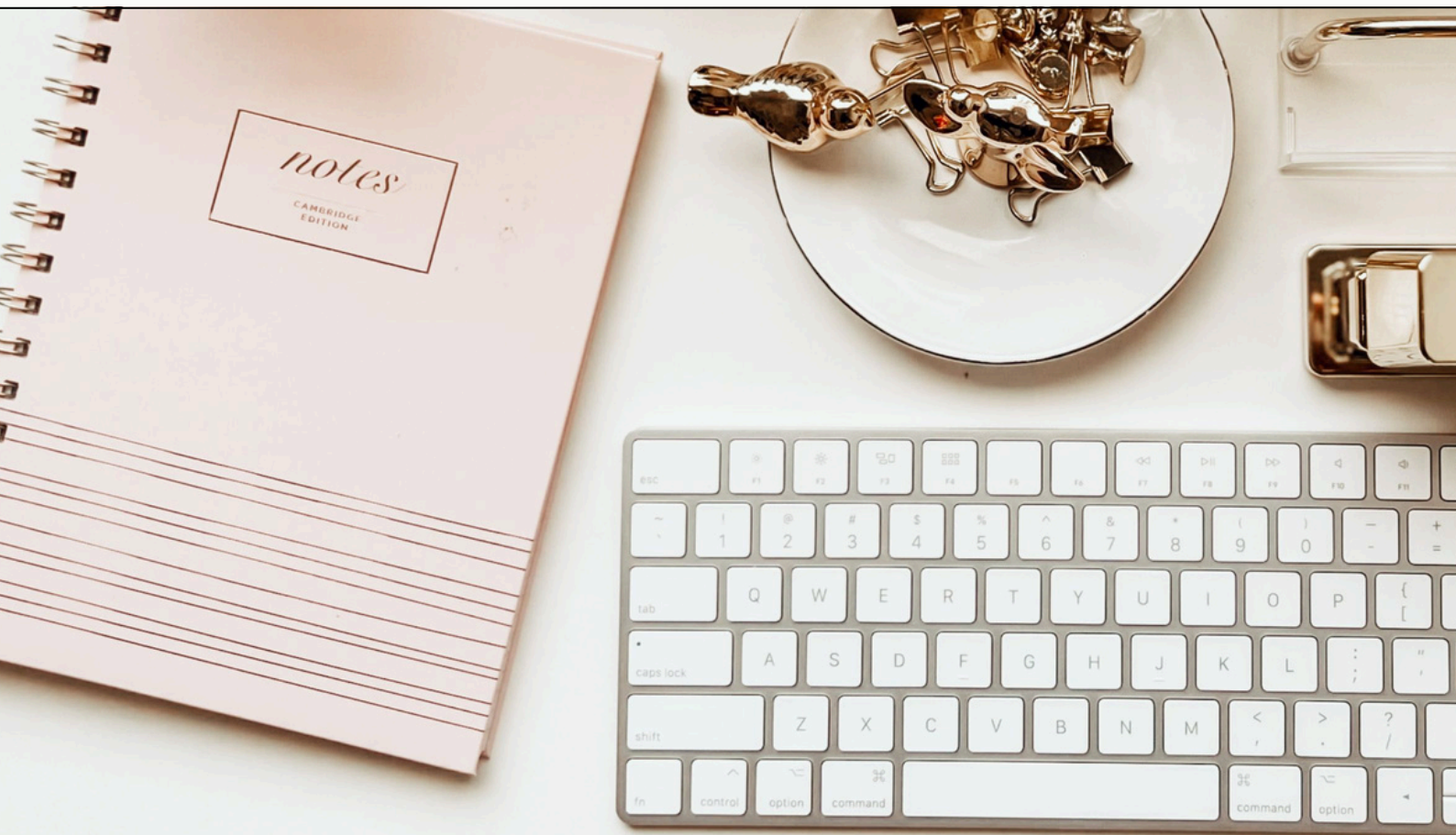
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