

Benefit of having a Branding Guide

Use this guide to get you started thinking about how your business should sound and shape the conversations you want to have with your ideal client.

We get it, planning can be precarious and time-consuming. By taking the time now to think about how your message platform is delivered and can save you a lot of trial and error later. Starting to develop your overall message platform will give you answers to where and how you want to market your business, shape the look of your brand identity and make conversations with customers easier; leaving a lasting impression on your ideal client and showing them how you **Look Different**.

Use this guide as a tool to help you get started, whether it's for a single event, quarterly campaign or annual plan. You can continue to use this guide as your business compass to keep you on the right path.

Brand Tips

- Know the audience you want to interact with
- What are their frustrations
- What they are saying about them
- And, where they are going now to solve them
- Know the types of conversations you want to have
- Where those conversations are taking place
- What you want your audience to think about your service/product
- How you want them to feel after obtaining your service/product

Pick your supplies

- Logo
- Business Cards
- Letterhead
- Notecard
- Website
- eNewsletter
- Web Banner Ad
- QR Code
- Social Media
- Presentation
- Folder
- Sales Sheets
- Rack Cards
- Advertisements
- Direct Mailer
- Tradeshow Booth
- 10X10 Backdrop
- Banner Stand
- Invitations
- Tickets
- Shirts
- Other Novelty

Know your gear

- Target audience
- Brand promise
- Elevator Pitch
- Tone of voice
- Positioning statement
- Mission statement
- Brand pillars

Plan your journey

- Day hiking (Single event)
- Extended Day (Quarterly campaign)
- Trailblazing Excursion (Annual plan)

Field notes

Branding Field Guide

An insightful guide to shape your marketing map and help your business to **Look Different**.

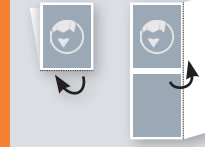


Look Different

At Design 'nineteen, our goal is to alleviate the stress of creating a brand identity alone and taking it to that next level. We map out an intelligent, creative strategy while educating our clients about what makes their business unique and stand apart in their industry.

Helping business brands connect their messaging, imagery and a custom set of business principles to their ideal audience. Bringing all of that into focus will give our clients answers to where and how they want to market their business, shape the look of their brand identity and make conversations with customers easier. Leaving a lasting impression by showing how you **Look Different**.

Folding Instruction



Print the pages as double sided.
Hold page, cover art right side up.
Fold in half left behind right.
Fold in half again top behind bottom.

DIRECTION

The following questions are a starting point for a clearer understanding of defining your brand and what you want to say, to whom and how and where you want to say it. Review the questions below and answer them the best you can.

Don't worry if you're not 100% sure on some of your answers as this will be a living document that will change over time. These answers will also aid in shaping your brand's identity's appearance and how it will emulate your philosophies. It is our goal, that with this field guide, it will make the whole process of marketing your business easier saving you time.

Inspire

What inspired you to do what you do.

Who influences you? Write a quote by them.

Who are your mentors? People you go to for insight and advice.

Position

Why you do what you do differently.

What upsets you about your industry?

How is your process different from your competitors?

In what way do you prefer to connect with people?
(i.e. over the phone, by email, in person, on a stage, at events)

What is your unique story about how your business started?

Connect

Where you're going to find your ideal client.

Where do your ideal clients currently go to fulfill your service/product?

What else are they buying?

What are the types of conversations you want to be having with them?

Where are these conversations happening?
(online, tradeshows, local networking events)

Who else is having these conversations?

Define

Put it all together in a clear message

Target audience

Tone of voice

Mission statement

Brand promise

Positioning statement *(Where you fit in the market)*

Brand pillars *(3 most important selling points)*

Elevator Pitch *(Try for no more than 15 words)*

FOR ASSISTANCE

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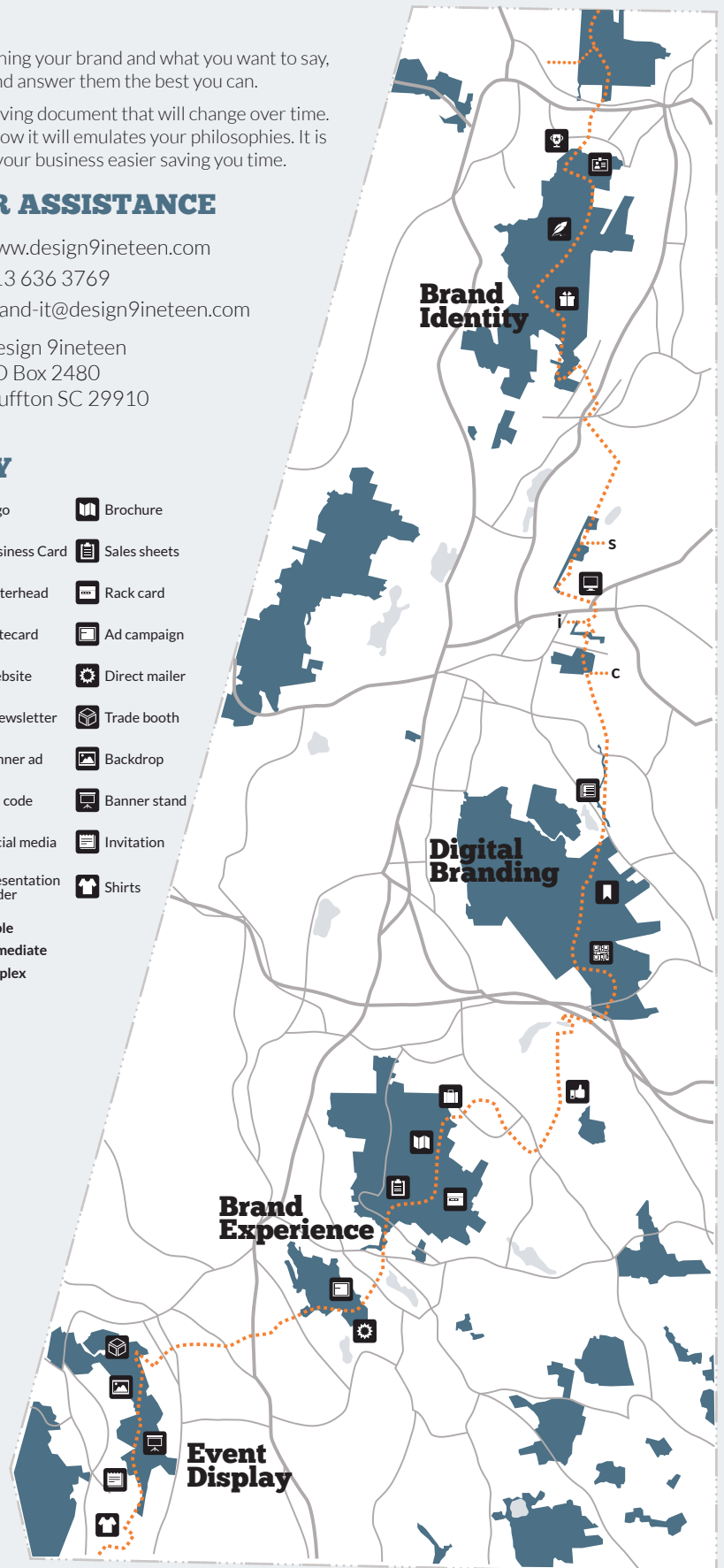
KEY

- | | |
|---------------------|---------------|
| Logo | Brochure |
| Business Card | Sales sheets |
| Letterhead | Rack card |
| Notecard | Ad campaign |
| Website | Direct mailer |
| eNewsletter | Trade booth |
| Banner ad | Backdrop |
| QR code | Banner stand |
| Social media | Invitation |
| Presentation folder | Shirts |

S - simple

I - intermediate

C - complex



Look Different



Design 9ineteen
in bluffton, south carolina