



THE EMMAROSE AGENCY PRESENTS

THE BRAND PASSION GUIDE



FIVE STEPS TO CREATING A BEAUTIFUL + INTENTIONAL BRAND

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Branding is such an eye-opening process that I personally get the pleasure of experiencing again and again with amazing creative entrepreneurs. My day to day of peeling back the layers of their business, discovering their core values and celebrating what makes each brand unique, is such a joy!

While working with solopreneurs, small business owners and online influencers, I've developed a fun and practical methodology that aids in the development of beautiful brands and 100% client satisfaction.

Whether you are taking the leap to bring visual presence to your brand for the first time or looking for an update, the five steps in this guide will give you a deeper understanding of branding and how it relates to building your business!

WHAT THE BRAND PASSION GUIDE COVERS



What is branding and why your business needs it!



How to be intentional and start with your why.



Defining and creating your ideal client!



Creating your design mood board.



Creating a cohesive visual presence.

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WHAT IS BRANDING & WHY YOUR BUSINESS NEEDS IT!

Branding is simply the set of ideas a company or product stands for which is created by perception.

When considering why branding is important to your product and/or service, think about this: Do I care what my prospective customer and client thinks about me? Do I want to have an emotional connection to my offerings? The answer inevitably should be a resounding “Absolutely!”

Branding has evolved into a beautiful dance of verbal and non-verbal communication between businesses and their consumers; a never-ending conversation that objectively shapes their views and ultimately leads to gaining their trust and investing their time and money.

What are your brand’s top THREE principles?

1. _____
2. _____
3. _____

List how you would like for your brand to be perceived to your audience:

1. _____
2. _____
3. _____

WHY YOUR LOGO IS NOT YOUR BRAND!

It is a common mistake to refer to a company’s logo as a full representation of their brand.

A logo is simply the visual presentation of what the company stands for through graphic and verbal styling. Consider this, The Walt Disney Corporation logo consists of playful script font, accented with a whimsical castle. Consumers continue to flock to Walt Disney World because of the consistent visual projection and their dedication to delivering wholesome family fun.

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BE INTENTIONAL & START WITH YOUR WHY!

The driving force behind creating amazing visuals for my clients starts with two very simple questions, “Why are you in business?” and “How do you intend to thrive?”

Did you know that 1 in 3 businesses fail within their first year?! It is my belief that this statistic is alarmingly high because business owners do not take the time to define their why; their sole motivation behind bringing their passion into the world.

There are many reasons why business owners decide to take the leap into entrepreneurship, and trust me, the most successful brands did not set their intention to solely become instant millionaires.

The EmmaRose Agency has always been, in some way shape or form, apart of my destiny. Up until a few years ago, I was unaware that I could combine my obsession with creativity, a natural ability to organize and a love for beautiful imagery...and make a living!

List your top THREE reasons for starting your business?

1. _____
2. _____
3. _____

How will your intentions help your business to THRIVE?

1. _____
2. _____
3. _____

YOU BELONG!

Consumers buy from small businesses for a more intimate buying experience. Building a business from the ground up is no easy task, the day-to-day alone can become daunting, even when you take the time to set your intentions. Always remember that there is a special place in your respective industry for you to shine.

There is no one who can do what you do, quite like you!

The passion and drive that is inside of you, is there for a reason.

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DEFINING & CREATING YOUR IDEAL CLIENT

Discovering your ideal client is such a critical aspect of creating an identity for your business. In my experience, applying the “Finding Your It Girl” exercise, has allowed me to easily identify the type of clients that recognize the value my business adds to their lives. These clients are in need of the services I offer and it allows me to stay true to who I am as a business owner. What could be better than that?

How to Create an Ideal Client Profile

1. Think about the daily life of your “It Girl”. Don’t leave any detail out! The more you define now, the better!
2. Ask yourself “What types of things would my ”It Girl” find attractive?”
3. Consider the personal style and life choices of your “It Girl”.
4. Think about what is most important to your “It Girl”.

Provide an overview of a day in the life of your “It Girl.”

List the top THREE priorities of your “It Girl”.

1. _____
2. _____
3. _____

Give your “It Girl” a name & describe her personality.

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DESIGNING YOUR MOOD BOARD

This is my absolute favorite step in The EmmaRose branding process; where all of the research and prep meets the visual inspiration that will ultimately become the face of a brand.

Creating a mood board is the best way for my clients and I to remain on the same page when it comes to the overall look and style of their brand; and it's such an awesome way to infuse momentum and excitement mid-way through the project. My go-to for gathering images that inspire the color palette is Pinterest. It is the holy grail for graphic designers and creatives alike to search for pattern, texture, font and image inspiration.

Ready to put yourself in the designer's seat! Let's go!

What are the top THREE words that describe your brand?

1. _____
2. _____
3. _____

What visual elements would you like to stay away from in your brand

1. _____
2. _____
3. _____

From your Pinterest inspiration board, list the THREE most common colors:

1. _____
2. _____
3. _____

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CREATING A COHESIVE VISUAL PRESENCE

All of the hours invested culminates with the visual presence that represents your brand. Creating a powerful face for your brand can have a direct impact on how well your business is perceived by your audience.

Think about this: How many times, have you as a consumer, been attracted to a product and/or service solely on the way it looks. It has been reported that it takes a consumer about five seconds to make a buying decision. This decision is based on whether or not they can identify with your brand and if it fits into their lifestyle.

Once that connection occurs visually and the trust is farther confirmed by the experience they will have with your brand, your consumer will develop a lasting relationship with you and create the best marketing tool out there... Word of Mouth.

Your clients and/or customers will become walking and talking billboards, spreading the word to the masses. And it is all because you've taken the time to think about branding.

List out the elements that will assist your brand's visual presence.

What elements from your brand can you add to your online home to increase the cohesiveness of your customer's experience?

Think about how you will position your product and/or service on your landing page to increase the likelihood of a purchase or inquiry.
