

Blog Traffic Explosion

BRANDING GUIDE
SET THE TONE

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MODULE 1 // PREPARE FOR TRAFFIC

Set the Tone

Your brand gives people their **first impressions** of your company. This means it has the power to *greatly* affect the number of potential customers that you're able to attract and the sales you're able to close.

When a new visitor happens upon your website (or social media account) they immediately, subconsciously decide:

- >> What is this business all about?
- >> Are they professional?
- >> Do they have something valuable to offer?
- >> How do they make me feel?
- >> Do I want more of this?
- >> Can I trust them?

Your potential customers base their initial answers to all of these questions on just one thing: your visual brand.

Throughout this module, you'll develop an attractive, cohesive visual brand that gives your new customers all the right vibes.

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MODULE 1 // PREPARE FOR TRAFFIC

Set the Tone

First step? Identifying the key **emotions** you seek to inspire in your potential customers.

Selecting some keywords to define exactly what those emotions are will give you great clarity as you develop your visual branding.

These keywords should be based on the *desires* of your customers, which you identified in the “Foundations” workbook.

What feelings are your customers seeking when they purchase your products or services?

Feeling more...

- | | | |
|---------------|----------------|---------------|
| >> Organized | >> Powerful | >> Confident |
| >> Successful | >> Beautiful | >> Productive |
| >> Loved | >> Secure | >> Peaceful |
| >> Graceful | >> Clean | >> Vibrant |
| >> Healthy | >> Intelligent | >> Attractive |
| >> Feminine | >> Masculine | >> Minimalist |
| >> Abundant | >> Tidy | >> Wholesome |

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MODULE 1 // PREPARE FOR TRAFFIC

Set the Tone

Now it's time for you to choose 1 - 3 emotional keywords to represent what **your brand** will inspire in your customers.

Emotion Keywords

Style Keywords

Beyond emotions, different *styles* appeal to different types of people. Based on what you know about your customers (age, gender, interests, desires, etc.) what styles would they find attractive?

Examples include:

- | | | | |
|-------------|------------|-------------|-------------|
| >> bohemian | >> clean | >> simple | >> carefree |
| >> casual | >> elegant | >> chic | >> cute |
| >> proper | >> rugged | >> artistic | >> retro |

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MODULE 1 // PREPARE FOR TRAFFIC

Set the Tone

Of course, there are probably plenty of different styles that your customers might appreciate, so make your selection based on a combination of what will appeal to them, and what you'll enjoy as well.

Choose 1 - 3 style keywords to represent your brand.

Style Keywords

Interest Keywords

There's one more fun way that you can really connect with your customers, help them feel like you "get them," and inspire their trust -- and that's with shared interests!

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MODULE 1 // PREPARE FOR TRAFFIC

Set the Tone

What are a few things you love, that your customers do too?

Here are a few examples:

- | | | | |
|------------|---------------|--------------|-------------|
| >> cats | >> tea | >> barbeques | >> soccer |
| >> dogs | >> decorating | >> tv show | >> books |
| >> coffee | >> outdoors | >> crafts | >> fashion |
| >> flowers | >> winter | >> magazine | >> running |
| >> music | >> baking | >> donuts | >> painting |

Choose 1 - 2 interest keywords to represent your brand.

Interest Keywords

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MODULE 1 // PREPARE FOR TRAFFIC

Set the Tone

Now it's time to put all these keywords together and define your brand's visual style!

Brand Keywords

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Any words that don't quite fit? Either change them, or simply cut them out. It's ideal to limit your brand keywords to a total of 4 - 6 for the most cohesive end result.

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MODULE 1 // PREPARE FOR TRAFFIC

Set the Tone

Visual Branding

Now it's time to take these keywords and start crafting your visual branding! The next step is to find images that align with your keywords, and compile them into a "mood board" that will serve as a visual compass for developing the rest of your brand.

Here's an example of the end result >>



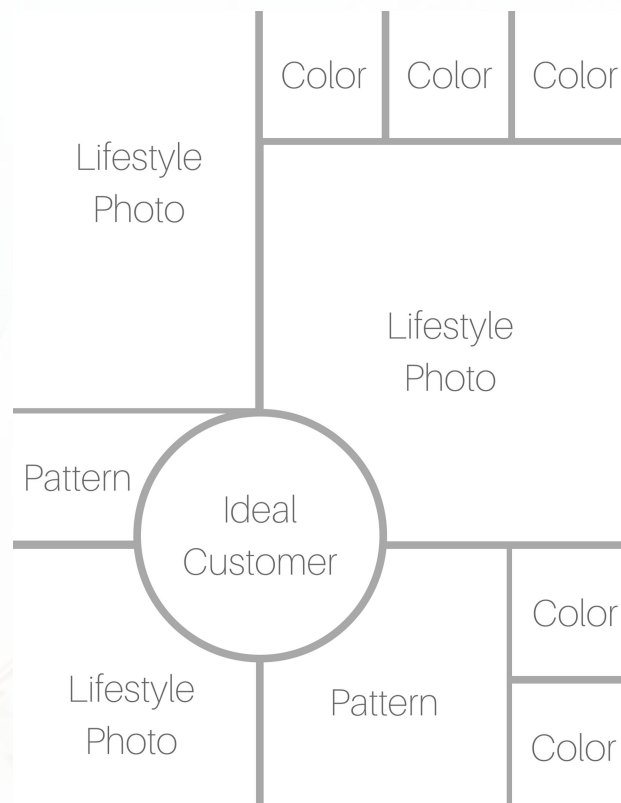
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MODULE 1 // PREPARE FOR TRAFFIC

Set the Tone

In this module, you'll find a PNG template of a mood board. You can simply use this as inspiration for your mood board's layout, or you can open the template image with your graphic design program of choice (Canva, Fotor, Illustrator, Photoshop, etc.) and paste your brand images into the grid.

Here's what the mood board template looks like >>



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MODULE 1 // PREPARE FOR TRAFFIC

Set the Tone

In order to create your brand's mood board, you'll first need to find images that represent the keywords you've chosen. You can get inspiration from Pinterest and Google, and there are also plenty of free stock photo sites where you can source your images from, including:

www.pexels.com

www.unsplash.com

www.pixabay.com

www.negativespace.co

The easiest way to create a beautiful, cohesive mood board is typically to start by collecting 10 - 20 images -- way more than you actually need.

From there, you can select ONE image that you like the best, and then curate your collection down to the images which work together in harmony with that one image.

(Of course, it's also very important to keep your brand's keywords front of mind as you're selecting your images.)

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MODULE 1 // PREPARE FOR TRAFFIC

Set the Tone

Brand Color Palette

Once you've chosen 4 - 8 images to use for your brand's mood board, the next step is to create your brand's color palette.

Most color palettes are comprised of about five colors. Here's the basic formula >>

1 - 2 main colors + 1 light neutral + 1 dark neutral + 1 accent

Step One

The easiest (and funnest!) way to build your palette? Use Colors, a free color palette creation tool. You can find it at:

<https://colors.co>

Simply upload to Colors the image from your mood board that most comprehensively captures the branding look you're working towards. It will automatically create a color palette for you!

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MODULE 1 // PREPARE FOR TRAFFIC

Set the Tone

Colors & Emotions

Different colors inspire different feelings. It's important that the main colors you choose inspire the feelings you've identified as the guidelines for your brand.

RED | Power, passion, love, drama

ORANGE | Friendship, adventure, encouragement

YELLOW | Cheerfulness, optimism, energy, creativity

GREEN | Health, growth, harmony, vibrance, trust

BLUE | Strength, trust, serenity, peace

PURPLE | Luxury, magic, ambition, mystery

PINK | Femininity, gratitude, calmness, nurture

WHITE | Light, goodness, purity, cleanliness

BLACK | Elegance, formality, sophistication

Blog Traffic Explosion

MODULE 1 // PREPARE FOR TRAFFIC

Set the Tone

Brand Color Palette

Step Two

Record your chosen brand colors:

Main color # _____

Main color # _____

Light neutral # _____

Dark Neutral # _____

Accent # _____

Step Three

Add swatches (plus hex codes) of your chosen colors to your mood board.

Congratulations! Your mood board is complete. As you continue to develop the rest of your visual branding, you'll find that having this visual foundation makes the rest of the process *much* easier.