



THE ULTIMATE GUIDE TO
CREATING A BRAND



GROW YOUR BUSINESS

By Making Your Brand Work for You



WELCOME TO YOUR FUTURE

You're taking the first step toward making your business stronger and more profitable by taking a look at your brand. The foundation you set now will make your business stronger, and ultimately more profitable. And if you need more help, we're here for you!



HOW TO USE THIS GUIDE

02

WHAT IS A BRAND AND WHY DO I NEED ONE?

03 - 10

WHERE DO I START?

11 - 33

ELEMENTS OF A BRAND GUIDE

34 - 37

PUTTING IT ALL TOGETHER

38

PUTTING IT INTO ACTION

39 - 40

ABOUT LOUD & CLEAR MARKETING



HOW TO USE THIS GUIDE

Every chapter in this book has a set of questionnaires you can use to make your brand come alive. They're some of the same questions we ask our clients when we create brands for them. Building a brand is about building a connection.

In a world where millions of sales messages are coming at us every day, you have to find a way to cut through the noise and find that connection. A brand can be the key to connection. You've got this!



QUESTIONS?

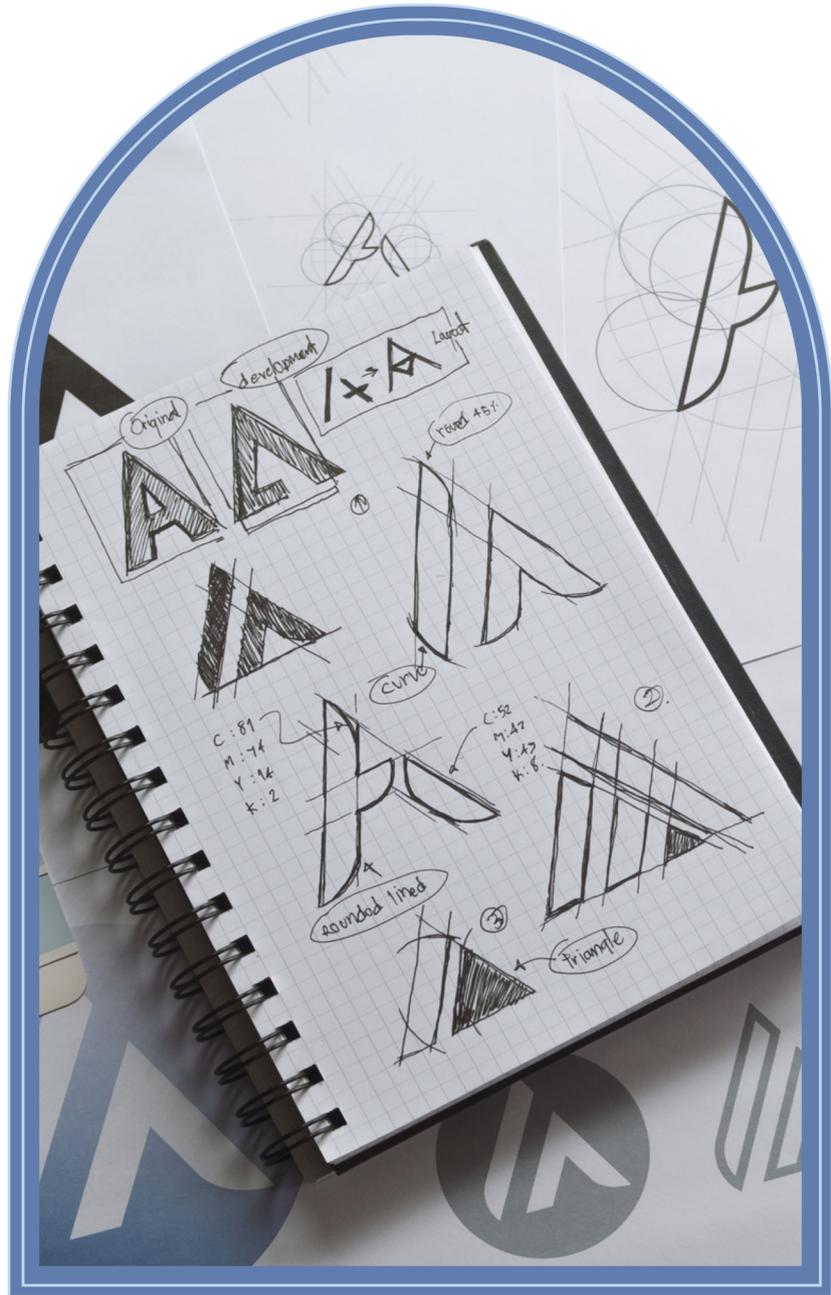
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WHAT IS BRAND & WHY DO I NEED ONE?



Though most people think logo when they think brand, brand is actually about perception. Everything you put into the world about your business - logos, fonts, colors, words, photos, products, services - make up your brand. While some

“ ... the best brands start by looking at their potential customers and building a brand they want to connect with and buy from. ”

businesses go with what looks good to them, the best brands start by looking at their potential customers and building a brand they want to connect with and buy from. When creating a brand, you're creating a perception, which means that you need to think about your brand in everything you do. Why? Let's walk through the benefits!

BENEFITS OF A STRONG BRAND

1. Recall and Recognition

A brand that's consistent will improve a person's recall of the brand. We use what's called the "Rule of 7," which says it takes an average of 7 impressions (views or exposures to your brand) before a person will take action on the brand. Defining your brand - in a Style Guide or Brand Guide - helps you make sure you maintain that consistency and increase that recognition and recall.

2. Emotional Connection and Trust

Think about what attracts you to the brands you love. What is it about them that make you connect with them? How are they communicating the things that strengthen your connection? Big brands can guide you to where you need to be with your own business. The messaging you build around your brand, the authenticity you show, and the consistency you bring to your customers and potential customers can make those emotional connections and build trust that keeps customers loyal - and coming back.

3. Longevity and the Ability to Weather Storms

Strong brands that have built loyal followers are more likely to withstand storms, economic downturns, and even scandals. Brands with strong reputations and loyal customers, created through consistent and authentic brand interactions, are stronger and more resilient when these storms occur. Why? They're more likely to give you the benefit of the doubt if trolls attack you. And in times of trouble, consumers still find ways to treat themselves if it's something they feel they need.

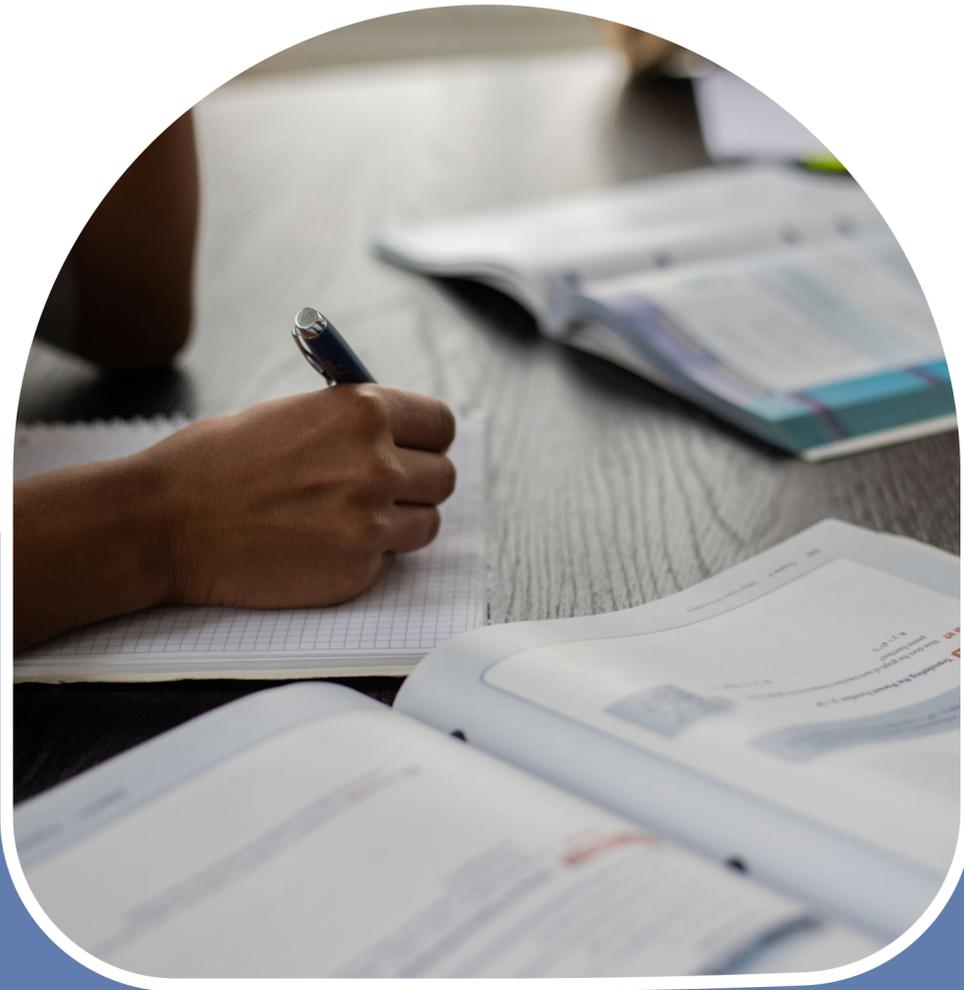
“ Everything you put into the world about your business - logos, fonts, colors, words, photos, products, services - make up your brand. ”

4. Driver of Culture and Retention

When brands are built with an eye to longevity, they can become the foundation of culture. Your purpose can attract talent that shares your beliefs. Your values can - and should - drive performance management, hiring and even firing. Good brands think about these future needs and prepares for a strong tomorrow.

CONCLUSION

Building and maintaining a strong brand can only help you get - and keep - your customers as well as your employees, and can drive a strong, healthy culture.



CHAPTER TWO

WHERE DO I START?

When building a brand - even before giving a business a name - we start by looking at audiences. Who do you want to sell to? Who's more likely to buy from you? Why do they want to buy from you? These are important questions to answer before you start.

It's also important to think about positioning as it relates to your competitors. What makes you different, distinct from them? Why should customers pick you over them? Your messaging and positioning will help lead potential customers to these conclusions, so taking time to craft them will help ensure you get the right potential customers coming to you rather than having to chase those who won't. Being authentic will also help you make connections with the right customers - if you say it, mean it and show it.

Take a moment to work through the questionnaire before you make any more decisions. Knowing your audience will drive decisions on colors, personality, and even logo design.

CUSTOMER

QUESTIONNAIRE

When thinking about your customer what is their:

AGE :

GENDER :

When thinking about your customer what do they:

NEED :

VALUE :

Who is my ideal customer?

WHY SHOULD THEY
ENGAGE WITH ME?

-
-
-
-
-
-

WHY SHOULDN'T THEY
ENGAGE WITH ME?

-
-
-
-
-
-

What need do I fill or problem do I solve with what I sell?

COMPETITOR

QUESTIONNAIRE

WHAT DO WE OFFER
THAT COMPETITORS
DON'T?

-
-
-
-
-
-

WHERE DO WE EXCEL
OVER COMPETITORS?

-
-
-
-
-
-

What are some messages my #1 competitor uses to differentiate itself from others in our category? Hint: Look at Google messaging or About Us messaging on a website.

What are some messages my #2 competitor uses to differentiate itself from others in our category?

What messaging can I use to differentiate myself from my competitors?

IMPORTANT CONSIDERATIONS

1. A Brand Must Be Clear

Some brands make the mistake of trying to do too much. The more you can simplify what you offer and how it benefits your audience, the more likely it is that a customer will buy from you. Confusing brands that present too many different images and messages drive potential customers away.

2. A Brand Must Be Concise

Attention spans these days are very short. Marketers often say if you don't get someone's attention in the first 3 seconds of an engagement, you've lost their attention. The more concise you are in your brand and your messaging, the more likely you are to get customers and potential customers to pay attention and continue to engage.

3. A Brand Must Be Consistent

Think about a big brand we all know: McDonald's. McDonald's has a brand that is fun and represents convenience. McDonald's is careful in its communications to stick to their iconic red and yellow colors and golden arches. What if they suddenly changed their colors to blue and green? Would you still recognize them? What if the golden arches were suddenly black? Would that confuse you? The same can be said about your brand. The more consistent you are, the more likely it is that potential customers will recognize you. The more consistent you are, the more likely it is that your customers will trust and stay with you.



A BRAND GUIDE HELPS ENSURE YOU'RE

- ◆ CLEAR
- ◆ CONCISE
- ◆ CONSISTENT

CHAPTER THREE

ELEMENTS OF A BRAND GUIDE

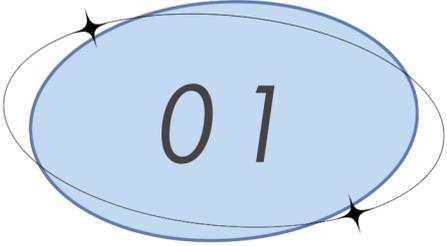
Your brand guide is the place where you can house information that ensures your brand remains clear, concise and consistent. It contains information on logo usages, typography, brand elements, key messages, colors, tone, personality, visual identity and more. Having all these things in one place as a reference point can help you maintain consistency because it gives anyone working on the brand clear guidelines to follow when crafting communications, products or service packages. This saves you both time and money because you get them right the first time.

A brand guide can also help to set culture, particularly if they house mission or vision statements. When recruiting new talent, they'll look at what you've put out into the world and use that to help decide whether your company is a good fit for them. They help you internally as well as externally!



When we create a brand we look at the brand holistically, asking questions about personality to drive color and font choice, thinking about messaging to inform logo design. You can use this Guide to help gather your thoughts and pull them together into a cohesive whole. You've got the tools at your fingertips. Read on to see the specific elements of a brand guide and how they work together to become your brand

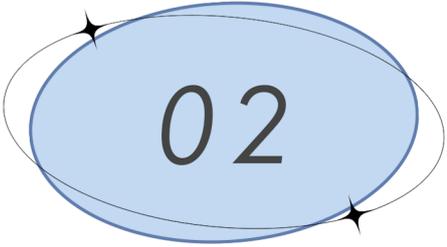
ELEMENTS



01

LOGO & LOGO USAGE

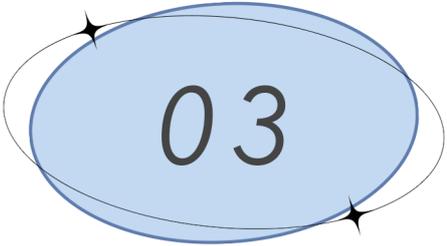
THIS IS WHERE YOU PUT THE DOS AND DON'TS AS THEY RELATE TO HOW TO USE YOUR LOGO. THIS SECTION CAN ALSO INCLUDE APPROVED COLOR VARIATIONS OF YOUR LOGO, E.G., GREYSCALE OR SINGLE COLOR VERSIONS.



02

COLORS

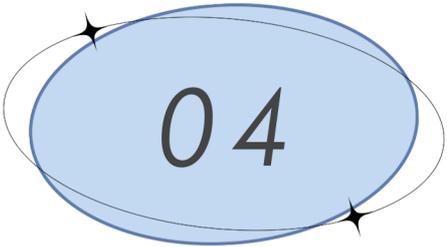
THIS SECTION HOUSES THE EXACT COLORS YOU USE FOR YOUR BRAND. INCLUDE HEX AND RGB CODES IN THIS SECTION TO MAKE SURE EVERYONE USES THE RIGHT COLORS FOR YOUR BRAND.



03

TYPOGRAPHY

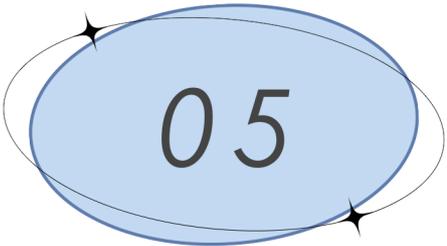
THESE ARE THE FONTS YOU CHOOSE TO ASSOCIATE WITH YOUR BRAND. SEE THE TYPOGRAPHY SECTION ON HOW TO CHOOSE FONTS APPROPRIATELY.



04

KEY MESSAGES

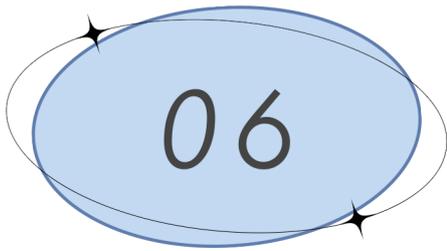
THESE ARE THE MOST IMPORTANT MESSAGES RELATED TO YOUR BRAND AND COULD INCLUDE A VISION STATEMENT, A MISSION STATEMENT, A PURPOSE OR AN ELEVATOR PITCH.



05

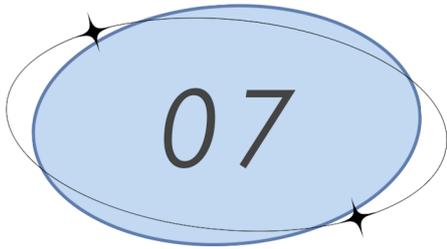
PERSONALITY

ALONG WITH TONE, PERSONALITY HELPS DRIVE CONSISTENCY IN WRITTEN AND VISUAL COMMUNICATIONS. IF YOUR BRAND WERE A PERSON, WHAT WOULD ITS PERSONALITY BE?



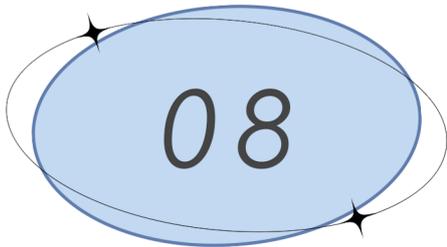
06 TONE

WORDS HAVE POWER. THE TONALITY OF WORDS CAN CREATE PERCEPTIONS OF YOUR BRAND. DETERMINING BOTH TONE AND PERSONALTY CAN GUIDE CONSISTENCY.



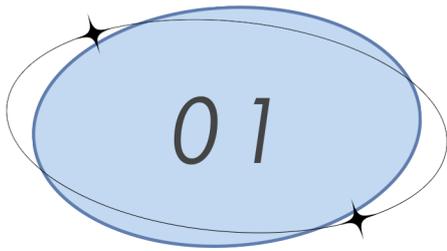
07 VISUAL IDENTITY

THIS IS WHERE YOU SET GUIDELINES, IF ANY, ON THE TYPES OF VISUALS YOU USE FOR YOUR BRAND. WILL YOU ALLOW CARTOONS? SHOULD PHOTOS BE CLUTTERED OR SLEEK? THIS IS WHERE YOU SET THE GUIDELINES.



08 COPY GUIDELINES

THIS IS WHERE YOU PUT ANY NOTES ON THE BRAND. DO YOU USE ONE WORD OVER ANOTHER? ARE THERE ANY WORDS YOU DON'T USE? THIS IS WHERE YOU PUT THOSE RULES.



LOGOS & LOGO USAGE

One of the biggest mistakes we see as marketers is that business owners create a logo that looks pretty, but they don't think of the power of what the logo says - or doesn't say - about your business. Your logo should work for you, not create work for you. That's why an investment in a good logo pays returns.

Logo generators can create beautiful logos for cheap, but they won't take into account the strategy behind the brand you're building. The smarter play - the one that will give you more value down the road - is to work directly with a designer to create a logo that reflects the perception you're trying to achieve. That logo should have careful consideration of fonts and colors, and the look of it should reflect the personality and tone of the brand you're building. It's a more difficult path, but it will pay off in the end. And for maximum versatility, make sure to make sure you've created grayscale versions of your logo as well as full color versions.

LOGO QUESTIONNAIRE

YOUR ANSWER SHOULD BE YES TO ALL OF THE QUESTIONS BELOW.

01	HAVE YOU THOUGHT ABOUT THE PERSONALITY OF YOUR BRAND AND IS THAT REFLECTED IN YOUR LOGO?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
02	IS THE LOGO VERSATILE? DO THE STYLE AND DESIGN LEND THEMSELVES TO DIFFERENT APPLICATIONS?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
03	IS THE DESIGN UNIQUE? DOES IT TELL MY STORY APPROPRIATELY AND DIFFERENTIATE ME FROM COMPETITORS?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
04	DID YOU CHECK YOUR NAME AND LOGO AGAINST INFRINGEMENT AT THE US PATENT AND TRADE OFFICE ?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
05	IS THE LOGO UNIFIED AND BALANCED IN DESIGN?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

LOGO BUILDING

WORKSHEET

The most important things to know about my audience are:

How am I different from my competitors?

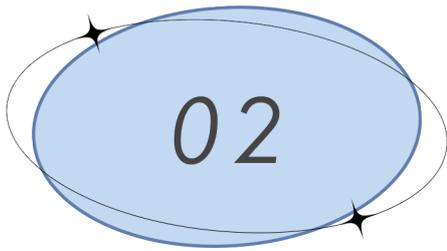
What colors best represent my brand? Are there emotions or feelings I can express through color?

What message do I want my brand to convey? What value do I bring to my customers?

I want to make sure my logo includes (list any important design elements like a tagline):

I want to use the following style of typography:

I plan on using my logo in the following ways:

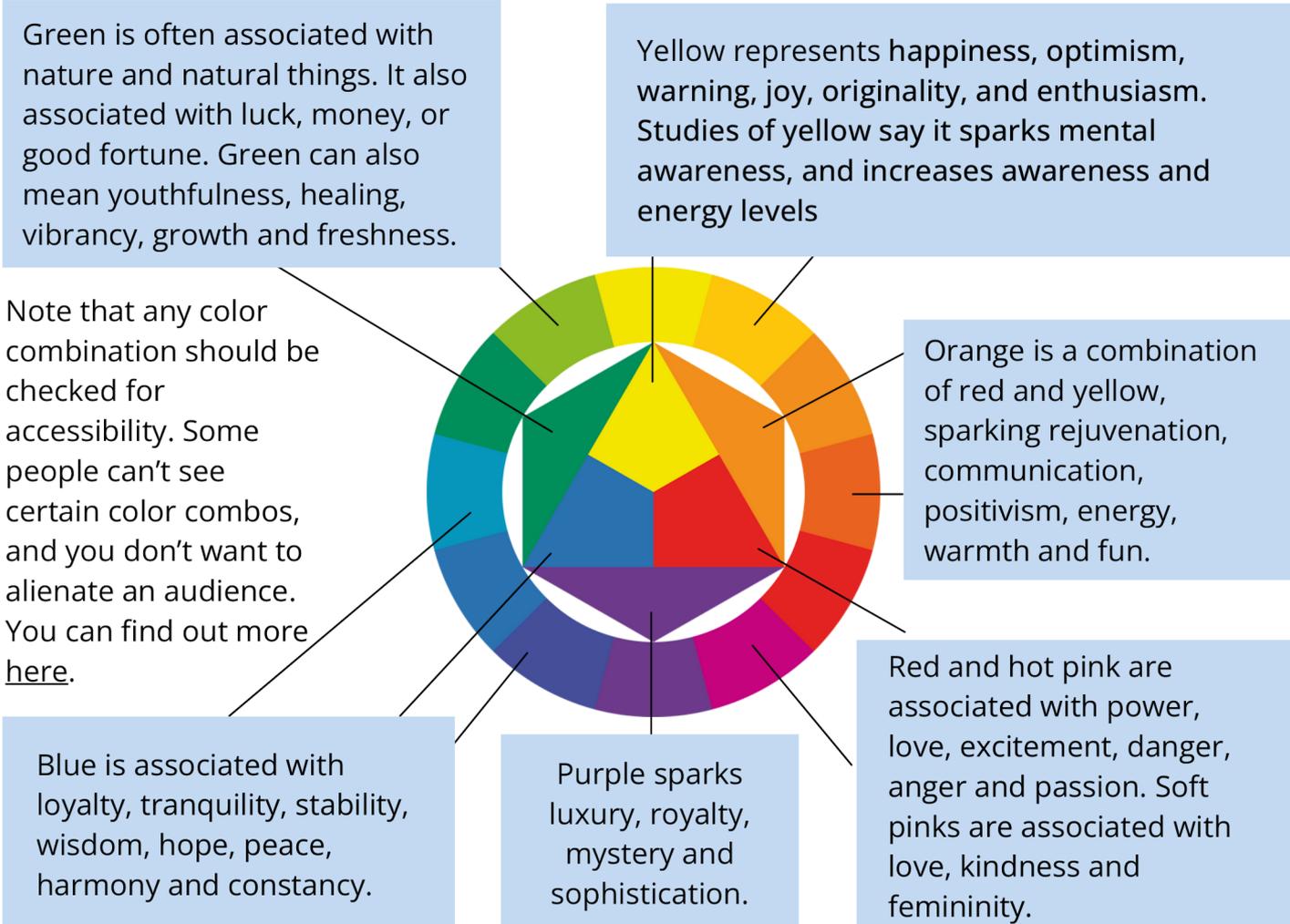


COLORS

Did you know that color can influence perception? That your audience could have a physical response to seeing a color? Experts believe this is true. And that's why you need to carefully think about what colors you use in your brand.

Color perception can be subjective. Cultural influences can change the perception of a color. For example, black is the color of mourning in the U.S., but in China and India white is the proper color and red is the color adopted by South Africa for mourning. This is why you also need to identify your audience and learn how cultural influences may influence their perception of your brand.

Be thoughtful when choosing your brand colors. Align them with your brand story and personality. Think about the perception you want to create with the colors you use. Give yourself choices by adding a secondary color. The more you do, the more cohesive your brand will be.



COLOR SELECTION

WORKSHEET

What do I know about my audience that could drive color selection? Tip: different generations have different affinities to color that could affect the color and even the hue you might choose.

Using color psychology, what primary colors do I think best align with the brand I'm building?

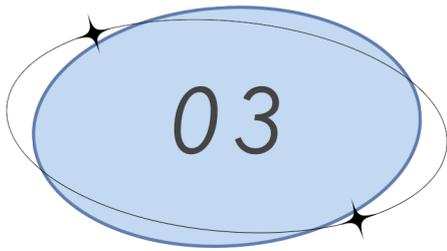
Using color theory on harmony of colors, what secondary color should I use to be in harmony with my primary color choice? Tip: colors next to your primary color in the color wheel and across from the main color in the color wheel will be harmonious.

Do my primary and secondary colors provide contrast to each other?

Are my primary and secondary colors different from my main competitors?

Are there any cultural influences that would keep me from using or encourage me to use the colors I've chosen?

Will these colors stand the test of time? Will they be versatile enough to grow with me? For example, if I create a product line, will they scale?



TYPOGRAPHY

Typography is defined as the style and appearance of printed matter. Practically, it's the pen strikes we use to form letters that are recognizable and readable. In modern day, this takes the form of fonts. Fonts can be grouped into different categories, but the three main categories we use today are serif, sans serif and script. The most recognizable serif font is Times New Roman. Serif fonts typically have decorative flares called serifs that characterize the font family. They tend to convey a more traditional feeling, so if your brand has a traditional, stable or formal feel, a serif font might be the right font for you.

A more modern feeling font family is the sans serif font family. These fonts do not have serifs, which means they have a cleaner, progressive, straightforward feel. Famous fonts in the sans serif family include Helvetica, Arial and Open Sans.

The third of the most common font categories is script. Script fonts look more like cursive handwriting. They can inspire feelings of femininity or elegance. Script can sometimes feel unprofessional or whimsical, so if you use it, make sure it makes sense for your business - and that you choose the script font that's easy to read.

Here are some examples of serif, sans serif and script fonts in the same size. As you can see, they have different weights (some are bolder), width of letter, and they have different spacing between the letters. Try out the script you use in a couple different situations to help you make the right choice. Think about using them for brochures, on your website, in invitations, on swag, or even on promotional items you share with employees like branded shirts or caps. The font you choose should reflect the personality of the brand while being versatile enough to use on anything you might need.

Times New Roman

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz
123456789

Arial

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz
123456789

Maldina Script

*Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
123456789*

FONT CHOICE QUESTIONNAIRE

USE THESE QUESTIONS TO HELP YOU CHOOSE THE RIGHT FONTS.

01 IS MY BRAND MODERN IN PERSONALITY? IF YES, YOU MIGHT LOOK TO A SANS SERIF FONT. IF NO OR A MORE NOSTALGIC BRAND, USE SERIF FONTS. YES NO

02 DO I HAVE A SECONDARY FONT CHOICE? IF NO, THINK ABOUT A FONT THAT COMPLEMENTS YOUR PRIMARY FONT TO GIVE YOU MORE VERSATILITY. YES NO

03 ARE MY FONTS SCALABLE AND ACCESSIBLE. FONTS THAT ANSWER YES TO BOTH QUESTIONS WILL WORK BETTER FOR YOUR BRAND. AVOID TRENDY FONTS. YES NO

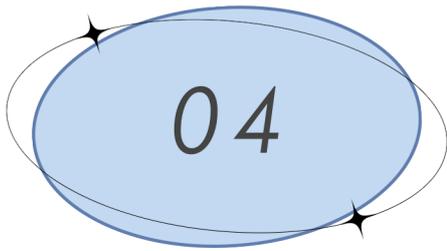
04 ARE MY FONT CHOICES HARMONIOUS? THE ANSWER SHOULD BE YES. KEEP IN MIND YOU CAN USE DIFFERENT FONT FAMILIES IF THEY MAKE SENSE TO YOUR BRAND STORY. YES NO

05 HAVE YOU PROPERLY LICENSED YOUR SELECTED FONTS AND MADE SURE THEY'RE AVAILABLE FOR THE USES YOU'RE ENVISIONING? IF NOT, TRY AGAIN. YES NO

Another thing to keep in mind in terms of versatility is who is going to use these fonts in actual practice. Many fonts are governed by usage rights. Sometimes you'll buy a tool that comes with the rights to use a font in the font library. Sometimes you'll have to buy the rights to the fonts yourself. When choosing a font, it's important to think about whether you want to use a font that has wide usage rights or if you want a less recognizable font that you'll pay for the right to use.

If you have a graphic designer on staff and a big budget, you might be able to afford a font that's not as heavily used. If, however, you're using a tool like Canva to create designs and don't have a designer at hand or on staff, you need to think about whether the font translates into Canva itself - pro tip: not all popular fonts are included in the Canva tool. Check to see if the font you're using is an open source font that grants wide font usage. As you're beginning to create things using the fonts you choose, you'll be glad you thought about it before hand rather than having a gotcha moment when you go to production.

Finally, as is true with colors, different fonts are more accessible than others. Before you make your final choice, look into web accessibility and even which fonts are more accessible for neurodivergent accessibility.



KEY MESSAGES

Key messages are the most important messages to your brand. They can take the form of a tagline, an elevator pitch, or they can include a Mission, Vision or Values Statement. Whichever of these you choose to include in your brand, they need to be strategically created and should be memorable. Why? Because you get more traction in the marketplace if you have multiple voices saying the same thing, rather than different things about your business, AND you get to control what some people are saying about you.

TAGLINES

Taglines can be tricky to create because they need to pull together all aspects of your brand, frame your unique selling proposition, take into account what your audience wants or needs to hear, and do all this in a short, succinct way. Think of it as a quick, clear description of your brand (like Disney's *Happiest Place on Earth* or BMW's *The Ultimate Driving Machine*) or the feeling you want the brand to give your customers (like Nike's *Just Do It* or De Beer's *A Diamond is Forever*). If it makes sense, alliteration is a trick to help make it memorable. Successful taglines will capture the emotion of your brand, leaving audiences with a feeling they want to embrace.

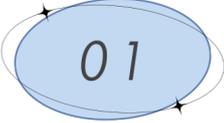
Though tricky to create, they can help make your brand memorable. Before you finalize your tagline, do some testing across potential audiences to see if it make sense and resonates with them. If it doesn't try to tweak your idea in a way that makes it work across those audiences. Finally, do a trademark search to make sure you can use it without infringing others' intellectual property rights. If your rights are clear and it works for you, consider registering your tagline with the USPTO to protect it for your brand.

ELEVATOR PITCHES

Elevator pitches are 30 second or less statements (as long as it would take to ride an elevator up several floors) that quickly sums up what your business does, while inviting audiences to ask more about your brand or what you do. We recommend creating an elevator pitch that can be shared across your organization so that you've got a unified message for the rest of the world. We say that if everyone is saying roughly the same (approved) thing about your company, you'll get traction in the marketplace faster because people will begin to recognize you faster - AND you get to control the message they hear.

ELEVATOR PITCH STEPS

THREE STEPS TO AN AMAZING ELEVATOR PITCH

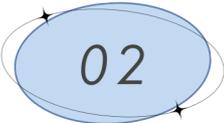


01

THE HOOK

Start by inviting people into your story. Find a way to get their attention and want to hear more. This can take the form of a question or statement that highlights a problem you solve. Show empathy to get them to the solution you offer. In storytelling terms, this is where you're introducing them as the main character of the story and describing the challenge they face.

Example: Many businesses struggle with marketing. Business owners are busy running the business and don't always have time for marketing.



02

THE DESCRIPTION

Move into the description of the company by talking about what you do to solve the problem. Try to include your positioning in this part of the pitch, differentiating you from your competitors and how you're uniquely positioned to solve their problem. In storytelling terms, this is where you show the main character how you're going to help them overcome the challenges they face.

Example: Loud & Clear Marketing is a lead generation firm that acts as an outsourced marketing department and helps businesses get the leads they need to grow.



03

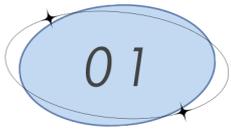
CALL TO ACTION

Finally, head into a call to action. This is where you tell them specifically how you can help them solve their own problem and direct them to the next steps.

Example: If you're interested, you can schedule a free consultation on our website!

Wherever you end up with your elevator pitch, test it out a few times. See if it's easy to remember, if it flows easily and gets the response you want to get from audiences. Once it's fluid and works the way you want it to work, roll it out to your team and encourage them to use it themselves when people ask them about the company or what they do.

YOUR TURN

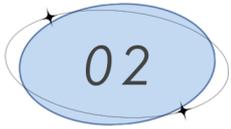


THE HOOK

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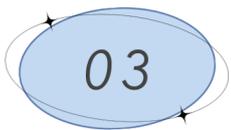


THE DESCRIPTION

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CALL TO ACTION

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VISION STATEMENTS

Vision statements are like a battle cry. They can be used to motivate a team of people toward a goal for the future. Vision statements can be used as a recruitment tool because they help people see where you're going as a company. It should align with your mission and values statement, so make sure you've looked at all of these statements together and ensured they make sense as a whole.

VISION STATEMENT CHECKLIST

USE THESE STEPS TO CREATE A VISION STATEMENT

START BY DECIDING WHERE YOU WANT YOUR COMPANY TO BE IN 10 OR 20 YEARS. THINK BIG! BE BOLD! THIS IS YOUR MOMENT TO DREAM ABOUT WHERE YOU COULD GO WITH THE RIGHT TEAM AND THE RIGHT CHOICES. ARE THERE NUMBERS RELATED TO YOUR VISION, E.G., WE'LL BE A \$10B COMPANY? WILL YOU HAVE A POSITIVE IMPACT ON PEOPLE, E.G., WE'LL HAVE PROVIDED SUPERIOR IT SERVICES FOR 10,000 HOUSEHOLDS? WILL YOU PROVIDE A BENEFIT FOR PEOPLE'S LIVES, E.G., WE'LL IMPROVE THE LIVES OF 1 MILLION PEOPLE BY SHOWING THEM THE RIGHT NUTRITION FOR THEIR BODY TYPE? INCLUDE THAT IN YOUR VISION STATEMENT. LOOK AT OTHER VISION STATEMENTS FOR INSPIRATION IF YOU GET STUCK.

MAKE SURE YOUR LANGUAGE IS CONCISE AND EASY TO GRASP. THE MORE YOU PUT INTO IT, THE HARDER IT WILL BE TO REMEMBER AND EMBRACE. KEEP IT TO ONE SENTENCE THAT EVERY EMPLOYEE IN YOUR COMPANY CAN REMEMBER.

SHARE IT WITH YOUR KEY EMPLOYEES AND GET FEEDBACK. DISCUSS WHERE THEY DISAGREE WITH WHERE YOU'VE STARTED AND INCORPORATE ANY UPDATES AFTER THAT DISCUSSION. ONCE YOU'VE SET THE FINAL STATEMENT, MAKE A SPLASH AND SHARE IT WITH YOUR EMPLOYEES. INSPIRE THEM AND CELEBRATE YOUR FUTURE TOGETHER!

YOUR TURN

OUR VISION:

.....

.....

VALUES STATEMENT

Values statements are becoming increasingly important to businesses, both to attract potential customers and to align internal employees. For some businesses, company values help set the culture of an organization as it's something all employees of the company share. For other businesses, values can be used to drive business decisions, product lines, and expansion. If you're mission-focused on providing a product or service, staying within the lines the values draw can help guide decisions.

Because values and values statements are your public moral compass, they can also attract customers to your brand and inspire brand loyalty. Think about the Bombas sock company. They are very vocal about their mission and the values they hold. Their customers are willing to pay much higher prices for Bombas socks than the average sock company because of the connections made with the help of those values and their adherence to their mission.

Good values statements can also help drive employee recruiting and retention. By stating your values you'll begin to attract employees who align with those values, which then starts to reinforce the culture you're building. Hiring employees who align with your stated values can also build trust across teams and the organization. And values are getting more important. Research is showing that Gen Z is more likely to purchase products or services from companies that have values that align

with their values, and they're looking for jobs that hold the values they hold. One survey found that more than 80% of Gen Z respondents would quit their jobs if the company values didn't align with their own. Setting values today will only help your future!

This is also an opportunity for boldness and differentiation. Don't choose tired values that can be true of any company. Pick values that demonstrate what makes your brand unique.



VALUES STATEMENT

Are there key principles that guide your organization? If yes, what are they?

Name one specific example of an employee living your company's values. How would you capture that idea in one word or phrase?

Do you have a professional code of ethics that guide your business (for example, lawyers have ethics guidelines they have to follow)? If yes, can you build on those to create your values list or statement?

Look at values statements or company values of your favorite big brands. Are there things that resonate with you? If yes, what? Can you adapt it to your company?

VALUES STATEMENT

WORDS TO INSPIRE YOU

SUSTAINABLE	LEADERSHIP	EXCELLENCE
SOCIAL RESPONSIBILITY	INNOVATION	QUALITY
JUSTICE	VISIONARY	INTEGRITY
EMPOWERED	INSPIRING	CUSTOMER CENTRIC
DIVERSITY	SAFE	ASSERTIVENESS
EQUITY	NURTURING	COURAGEOUS
INCLUSION	PROTECTIVE	SKILLFUL
ACCESSIBLE	RESPECT	RESPONSIBLE
PARTNERS	ADAPTIVE	TRUSTWORTHY
COLLABORATIVE	AGILE	VITAL

VALUE 1

VALUE 2

VALUE 3

EXPLANATION

EXPLANATION

EXPLANATION

PRO TIPS



These can take the form of a values statement that is one sentence long and easy to remember or a word with an explanation of what the word means.



If you choose a list of words, remember the power of three. More than three words will be difficult to remember. You can add value by using related words in your description of the main word.

Example: **Excellence**. Our clients find us **trustworthy** because we constantly strive for **quality** work product that is **customer-centric** and exceeds expectations.



Think about whether your entire team can remember - and live - the values that you set. If they're overly-complicated, your team won't remember them and they won't work for you.



Beware the lessons of greenwashing. Don't just put values on a wall or a website and expect them to work for you. Find ways to show you're living your values. Put those stories into social media posts or in internal or external newsletters. Otherwise, you'll lose trust with both employees and customers.

MISSION STATEMENTS

A mission statement can also be difficult to write. Why? Because you're trying to convey the heart of what you do as an organization. It's not only the what you do, but also the why you do what you do. The statement needs to be short and memorable (remember the clear, concise and consistent advice from earlier in this Guide). The best mission statements inspire positive feelings in those with whom it connects. Ultimately, you want those who support you - either through their purchase or through their employment - to feel good after reading or hearing your mission statement.

There are many ways to go about creating a mission statement. You can answer the 5 W's, you can think of your positioning, you can be straightforward in saying what you do and why, etc., etc. We first suggest instead you think about what you want to inspire your customers and employees to do? How are you changing the world with what you do? Secondly, explain why. Succinctly, your mission statement might look like this:

WE WANT TO _____ BECAUSE _____.

WORKSHEET

MISSION STATEMENT

What do you want to do or be? Think about your vision statement when thinking about this portion of the mission statement.

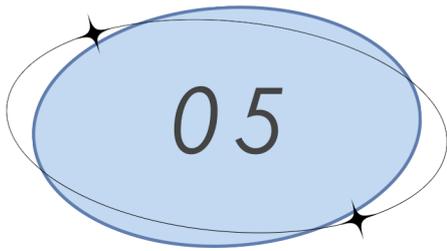
Why do you do what you do? What impact is it making on the world?

EXAMPLES

We want to make the most sustainable coffee pods on earth because our children deserve a more sustainable future.

We are innovating the world of medical equipment because more productive lives depend on it.

We're changing the way you get your MBA because busy professionals need training that works for them.



PERSONALITY

Whether you know it or not, your favorite brands have a personality. As with other elements of brand, setting a personality and staying consistent with the personality you set will help make an impression in your target customer base. Consistency is key.

Think of your brand as if it were a person. What are the characteristics or personality attributes that make your brand your brand? Just like humans, your brand personality is going to make an impression, and that impression is going to be made quickly. Defining your personality defines how you want to present yourself in the world. You control the impression. Failing to define your personality can lead to failure in the marketplace. You want to control the impression, not leave it up to someone who doesn't have the same stakes as you.

There are several ways to approach defining the personality of your brand. One way is to think about the Myers-Briggs personality typology. Look at all the personality types and think about which best defines your brand's personality. Pull words from the descriptions of those personality types and create a description of your own brand from those descriptions. You can create a list of words that describe your personality, or you can create a personality statement that explains the nuance of each of those words.

Another way to build a personality profile is to look at the science of personality. Psychologists have built theories on personality traits in humans and have put identified traits into categories. Marketers often turn to "The Big 5 Personality Traits" to help define brand personality. These traits, represented by the acronym OCEAN, are Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism.

To use this method, look at the traits represented by OCEAN and think about where your brand lands when looking at being fully seated in the personality trait or somewhere on the spectrum between the personality trait and its opposite. For example, Extraversion is a concept we often think about when thinking about our own personalities. You might be fully extraverted, you might be fully introverted, or you might be somewhere in the middle. In addition to that, you might be calm and collected vs. neurotic or you might have a brand that's intentionally a little moody. Just like people, brands can be degrees of each of the OCEAN characteristics. The key is putting words around your thinking as you think through where you land in this spectrum.

THE BIG 5 PERSONALITY TRAITS

WHERE DOES YOUR BRAND LAND?

O

OPENNESS

OPEN TO NEW THINGS VS.
TRADITIONAL, CONCRETE
THINKERS

- ADVENTUROUS
- CREATIVE & IMAGINATIVE
- OPEN TO NEW THINGS
- INTELLECTUALLY CURIOUS
- ABSTRACT THINKER
- UNCONVENTIONAL

C

CONSCIENTIOUSNESS

DEADLINE ORIENTED VS.
UNSTRUCTURED
PROCRASTINATOR

- PLANS AHEAD
- THOUGHTFUL
- ORGANIZED
- GOAL & DETAIL ORIENTED
- LIKES A SCHEDULE
- DOESN'T PROCRASTINATE
- DISCIPLINED

E

EXTRAVERSION

SOCIAL BUTTERFLY VS.
RESERVED, DRAINED BY
SOCIAL INTERACTION

- SOCIAL
- TALKATIVE
- EMOTIONALLY EXPRESSIVE
- ASSERTIVE
- CENTER OF ATTENTION
- FRIENDLY
- SPEAKS BEFORE THINKING

A

AGREEABLENESS

KIND & AFFECTIONATE VS.
COMPETITIVE OR
MANIPULATIVE

- ALTRUISTIC
- EMPATHETIC
- HELPERS
- COMPASSIONATE
- RESPECTFUL
- TEAM BUILDERS

N

NEUROTICISM

MOODY VS. EMOTIONALLY
RESILIENT

- ANXIETY RIDDEN
- SAD
- MOODY
- IRRITABLE
- LACK RESILIENCE
- PESSIMIST

BRAND PERSONALITY WORKSHEET

It's your turn to try your hand at finding your own personality by using this exercise. Start by ticking the boxes on the statement that best aligns with your brand personality. At the end of the exercise choose your top personality traits in each section and note them at the end. Then, using your top traits, build your personality statement.

O	<u>OPENNESS</u>	
	<input type="radio"/>	Adventurous OR Cautious <input type="radio"/>
	<input type="radio"/>	Imaginative OR Unimaginative <input type="radio"/>
	<input type="radio"/>	Curious OR Disinterested <input type="radio"/>
	<input type="radio"/>	Abstract OR Concrete <input type="radio"/>
	<input type="radio"/>	Unconventional OR Conventional <input type="radio"/>

C	<u>CONSCIENTIOUSNESS</u>	
	<input type="radio"/>	Plans Ahead OR Spontaneous <input type="radio"/>
	<input type="radio"/>	Organized OR Unstructured <input type="radio"/>
	<input type="radio"/>	Detail Oriented OR Thinks Big Picture <input type="radio"/>
	<input type="radio"/>	Assertive OR Submissive <input type="radio"/>
	<input type="radio"/>	Friendly OR Unfriendly <input type="radio"/>

E	<u>EXTRAVERSION</u>	
	<input type="radio"/>	Social OR Antisocial <input type="radio"/>
	<input type="radio"/>	Talkative OR Quiet <input type="radio"/>
	<input type="radio"/>	Expressive OR Expressionless <input type="radio"/>
	<input type="radio"/>	Assertive OR Submissive <input type="radio"/>
	<input type="radio"/>	Friendly OR Unfriendly <input type="radio"/>

A	<u>AGREEABLENESS</u>		
	<input type="radio"/>	Empathetic OR Uninterested	<input type="radio"/>
	<input type="radio"/>	Altruistic OR Competitive	<input type="radio"/>
	<input type="radio"/>	Compassionate OR Ambitious	<input type="radio"/>
	<input type="radio"/>	Team Builder OR Assertive	<input type="radio"/>
	<input type="radio"/>	Respectful OR Crafty	<input type="radio"/>

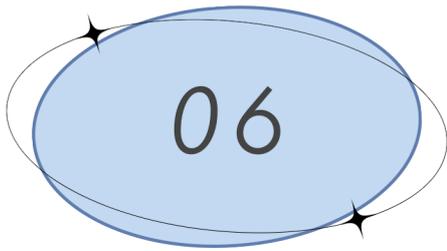
N	<u>NEUROTICISM</u>		
	<input type="radio"/>	Impulsive OR Steady	<input type="radio"/>
	<input type="radio"/>	Blunt OR Diplomatic	<input type="radio"/>
	<input type="radio"/>	Unyielding OR Resilient	<input type="radio"/>
	<input type="radio"/>	Direct OR Tactful	<input type="radio"/>
	<input type="radio"/>	Restless OR Focused	<input type="radio"/>

Now put together the top characteristics in each category:

O	<u>OPENNESS</u>
C	<u>CONCIENTIOUSNESS</u>
E	<u>EXTRAVERSION</u>
A	<u>AGREEABLENESS</u>
N	<u>NEUROTACISM</u>

My brand's personality is (put it all together in a statement):





TONE

We usually think about tone within the context of personality. It's the nuance of the way you talk about things. Similar to the personality exercises you've just done, we do tone exercises to get to the nuance of the way you want your brand to communicate. We generally start with big picture items like whether your brand is formal or informal or has a sense of humor or not. Then we get into the nuance of what we've learned, for example, if you're informal are you folksy or if you've got a sense of humor is it a dry sense of humor or a silly sense of humor. Tone exercises can help you drill down into the essence of how you write for your brand.

Along with tone exercises, we do a series of exercises to help define our tone. We do a competitive analysis that looks at how top competitors talk about their brand, for example, looking at their Google copy to see how they position themselves and the tone they use. We also do an exercise that defines Who We Are, Who We Aren't, and Who We Want to Be. All of these work to help us finalize tone statements.

“ ... we do tone exercises to get to the nuance of the way you want your brand to communicate. ”

Though you set the tone early in the creation of a brand, there might be evolution in the tone of the brand with the introduction of new products or services or with the evolution of the brand itself. Be sure to check back on the tone description to make sure it continues to fit who you are.

WHO WE ARE	WHO WE AREN'T	WHO WE WANT TO BE

SETTING THE TONE

EXERCISE

Use this test to help you decide on tone and then write a tone statement that captures your tone. When answering questions, decide if you're more of one statement vs. the other.

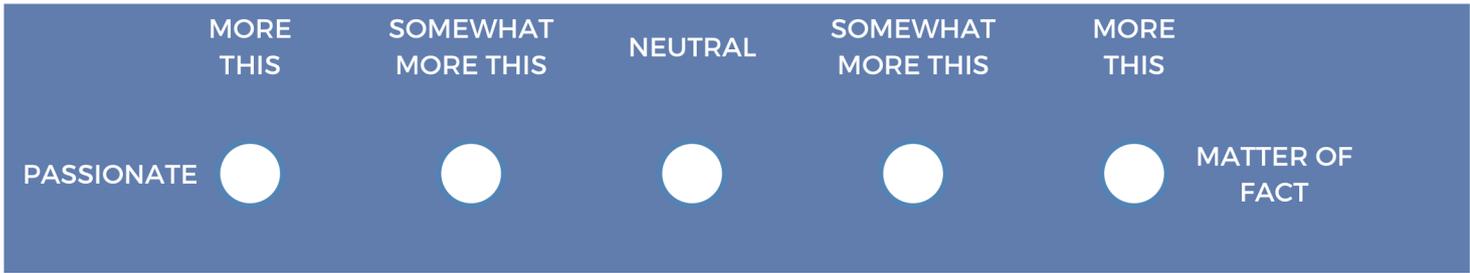
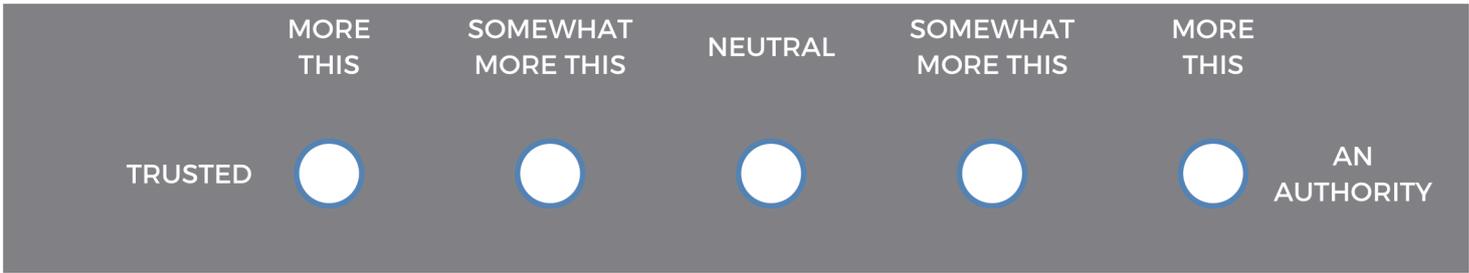
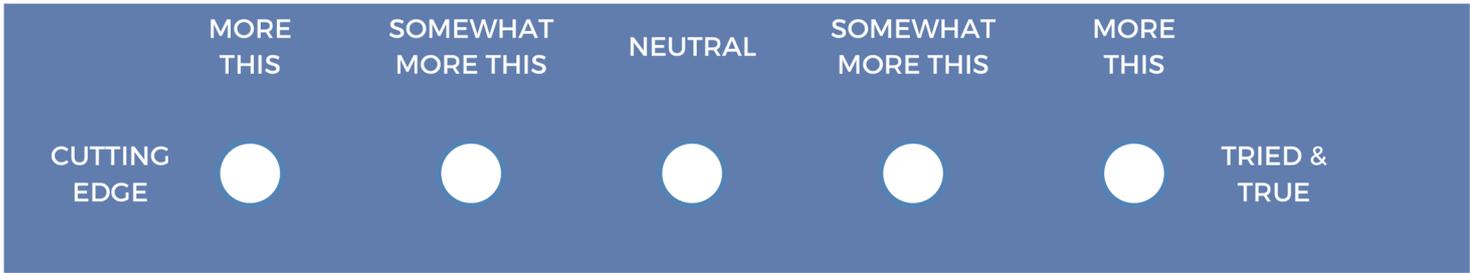
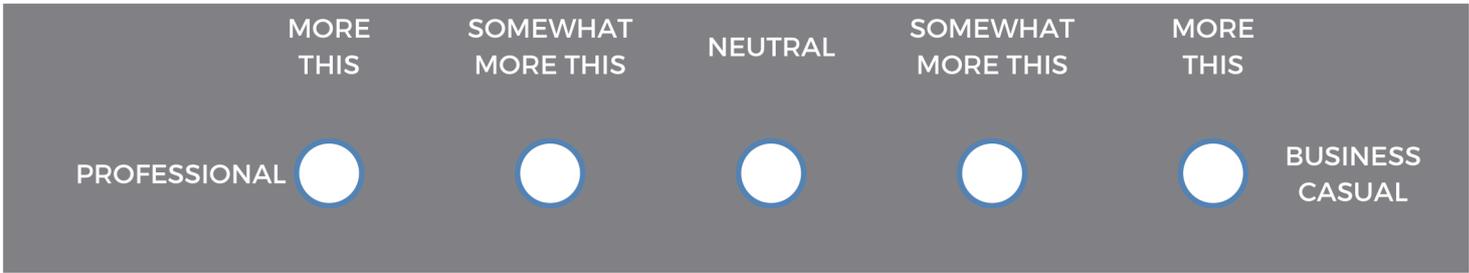
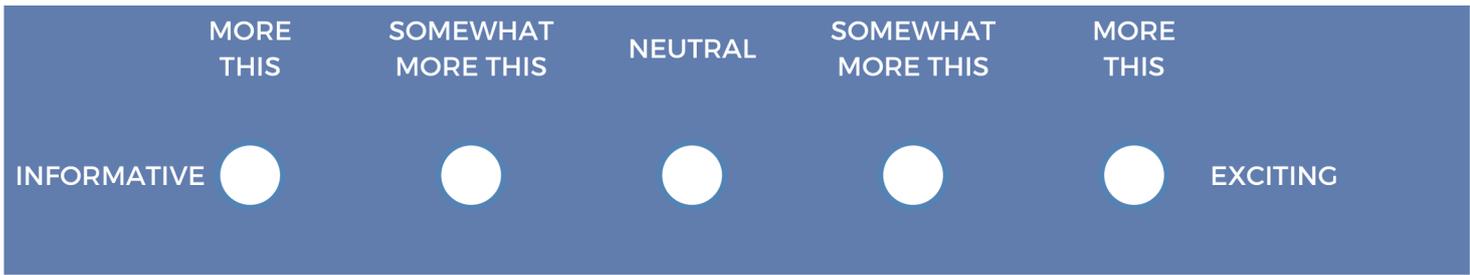
	MORE THIS	SOMEWHAT MORE THIS	NEUTRAL	SOMEWHAT MORE THIS	MORE THIS	
FUNNY	<input type="radio"/>	SERIOUS				

	MORE THIS	SOMEWHAT MORE THIS	NEUTRAL	SOMEWHAT MORE THIS	MORE THIS	
SILLY HUMOR	<input type="radio"/>	DRY HUMOR				

	MORE THIS	SOMEWHAT MORE THIS	NEUTRAL	SOMEWHAT MORE THIS	MORE THIS	
KNOW IT ALL	<input type="radio"/>	HELPFUL				

	MORE THIS	SOMEWHAT MORE THIS	NEUTRAL	SOMEWHAT MORE THIS	MORE THIS	
FORMAL	<input type="radio"/>	CASUAL				

	MORE THIS	SOMEWHAT MORE THIS	NEUTRAL	SOMEWHAT MORE THIS	MORE THIS	
TRADITIONAL	<input type="radio"/>	EDGY				



My brand's tone is (put it all together in a statement):

.....

.....

07

VISUAL IDENTITY

Building a brand’s visual identity is about consistency in the feeling you create with your visuals. It relates to both the tone and personality of your brand in the sense that the visual identity should align with both. Ultimately, you want to present an image that works together and makes an impression that lasts.

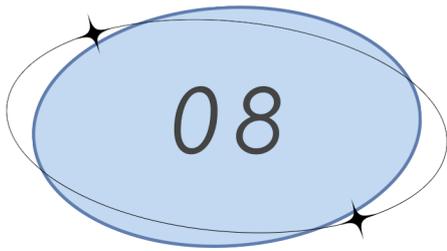
Similar to logo usage, you should set usage rules for photography and other visual elements you might use. Do you have visual elements you have approved for your brand (think Charity Water’s Gerry icon)? If so, when do you use them. Will you allow iconography? If so, what styles are allowed? Does your brand use cartoons? What kind? Will you use stock photography? What are the rules for that? Setting these guidelines helps you maintain a consistent visual identity for your brand that will make sense to your target audience.

To create your visual identity or photography guidelines, you might create what effectively looks like a mood board for your brand. You might even set out sections for photos, illustration, and video. You might even include guidelines and templates for social media for your brand. Start by pulling together images that you think reflect your brand, thinking about your colors, personality and tone. Create guidelines around each category, for example:



Our photography is not busy, but instead uses white space. It is natural and elegant. It doesn’t crowd subjects. We never show people’s backs. We are authentic and truthful.





COPY GUIDELINES

For all the reasons we've listed brands need to be clear, concise and consistent, the same is true of copy guidelines. Write them down so everyone knows what they are. Stay consistent so people remember you. Bask in the glory of your consistency.

We usually create what we call a copy bible to help guide us on language that's preferred for the brand. For example, one of the senior living brands we've done work for calls the word facility "the F-word" for their industry. Instead, they prefer the word community. So our copy bible reflects that we don't EVER use the word facility, but instead always use the word community.

For brands that have extensive trademarked phrases, we create a list and their appropriate demarcation in the copy bible as well. When in the middle of applying for trademark protection, you'll use a different mark than you will when you are actually granted the protection. Keeping track of them in the copy bible helps keep teams from making mistakes in copywriting and helps protect your intellectual property in the meantime. Copy bibles should be updated regularly as you have changes in the way you talk about product or service lines. Keeping these in a document you review regularly literally keeps people on the same page.

Use this grid to start your journey:

DO NOT DO:

INSTEAD DO:

--	--

CHAPTER FOUR

PUTTING IT ALL TOGETHER

You've gone through the work of creating each of the elements we went over in Chapter 2, you've run the ideas by your stakeholders or employees or friends, and things seem to make sense for your business. Now's the time to put all of it together in one place and make sure it all works as you look at the full picture. Do they all tell a connected story of who you are? Do they accurately represent you? Probably the best way to tell is to see them all together. When you put them together, check for the following:

- **Clear.** Is the feeling you want to convey for your brand clear? Is it easy to understand or would your audience have to think about it to figure it out? Clarity is important because attention spans are short. Keep it simple. Keep it clear.
- **Concise.** Are your brand statements concise? Keeping statements concise is a way to keep them memorable - exactly what you want!
- **Consistent.** Putting everything in one place is the best way to make sure your brand stays consistent. If employees don't know where to find your mission statement or values, how can they put them into action?



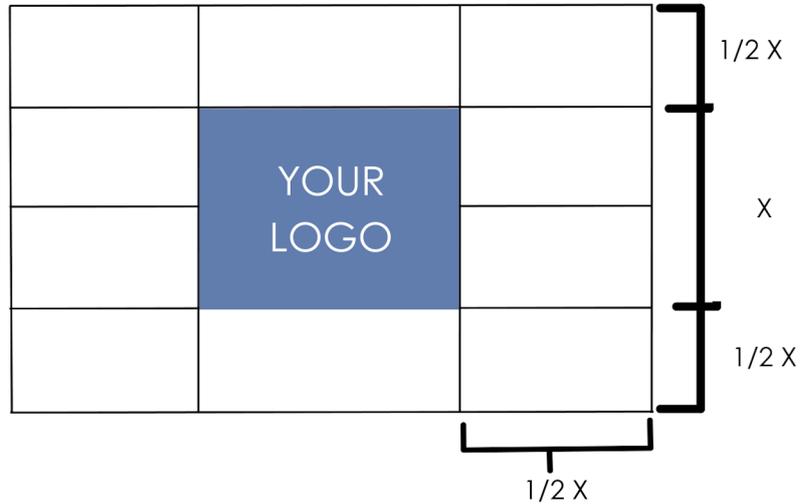
Use the next pages to get started in creating your very own brand guide. You're ready to launch your new brand!

BRAND GUIDE

YOUR COMPANY NAME

LOGO USAGE:

Include instructions on use, how not to use it, and any color variations



MY COLORS ARE:

PRIMARY



BLACK

RGB: 5/0/56
HEX: 050038
CMYK: 96/93/40/61

SECONDARY



BLUE

RGB: 97/125/174
HEX: 617DAE
CMYK: 30/19/0/32

MY FONTS ARE:

PRIMARY

TIMES NEW ROMAN

AA BB CC DD EE FF GG HH II JJ
KK LL MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ
123456789

SECONDARY

ARIAL

AA BB CC DD EE FF GG HH II JJ
KK LL MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ
123456789

E

ELEVATOR PITCH

INSERT YOUR ELEVATOR PITCH HERE

Vi

VISION STATEMENT

INSERT YOUR VISION STATEMENT HERE

Va

VALUES STATEMENT

VALUE 1:

VALUE 2:

VALUE 3:

M

MISSION STATEMENT

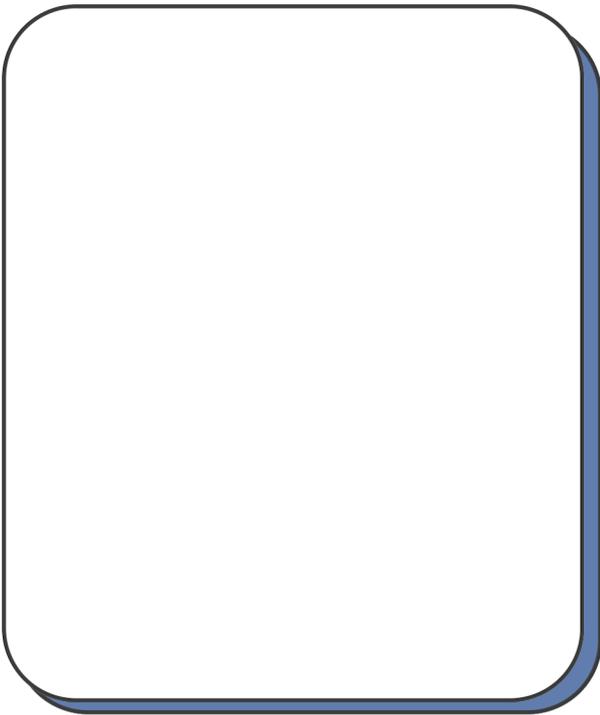
INSERT YOUR MISSION STATEMENT HERE

MY PERSONALITY IS:

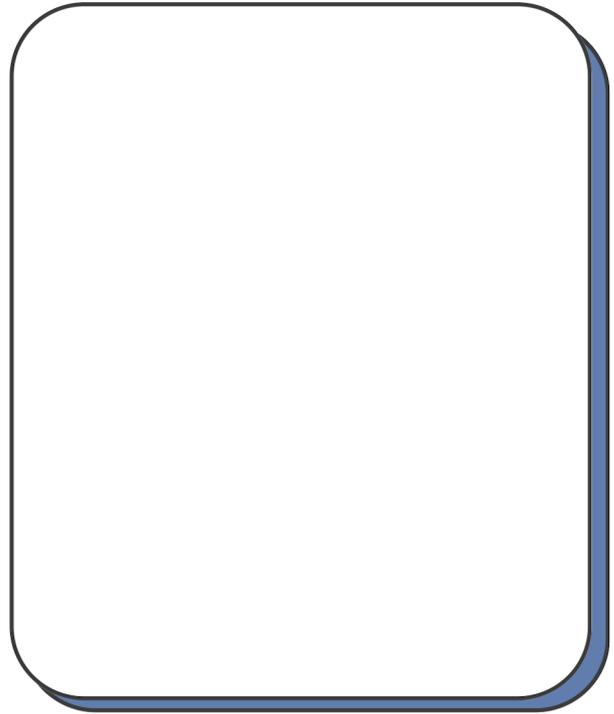
MY TONE IS:

MY VISUAL IDENTITY IS:

INSERT YOUR DESCRIPTION HERE



EXAMPLE 1
DESCRIPTION



EXAMPLE 2
DESCRIPTION

COPY GUIDELINES:

DO NOT DO:

--

INSTEAD DO:

--

PROTECTED MARKS:

CHAPTER FIVE

PUTTING IT INTO ACTION

Congratulations! Your brand guide is complete! Now comes the fun part: putting that brand into action. Because you have a brand guide in place, you can now be better at maintaining brand consistency. Brand consistency is important because it's the way you get traction in the market. Brand consistency increases recognition, spurs loyalty, can help you attract and keep talent as well as customers, and can also help you grow!

So how do you make sure you maintain brand consistency? Spread the word. Let everyone who's communicating for your business (including every employee) know what your key messages are. Make sure they know what the elevator pitch is, and make sure they know where to find it if they forget it. Create a centralized place to put your brand guide and your brand

assets, like your logo and any brand elements.

Make sure that every written or visual material you create for the business is compliant with your brand standards and is reflective of your brand. The best way to do this is to designate a person - marketers call this a brand manager - who approves every promotional item you create for the business.

Being consistent will pay off as people begin to recognize your brand, and that will lead to business growth. You've done the work. Now enjoy the success!





WE HELP BUSINESSES GROW.

From lead generation to getting – and keeping – the reputation you deserve, we help you make the connections you need to succeed. Led by Sharon L. Wright and Deb Haynes Swider, Loud & Clear Marketing, LLC is a full-service, integrated boutique marketing agency founded in 2012. In collaboration with Jennifer Andos of Paperfish Creative, we specialize in Branding, Email Marketing, Digital Advertising, Public Relations, Social Media and Website Creation/Optimization.

We know that owning a business brings challenges every day. We also know that the money you put into your marketing budget is an investment in your future. Our job is to make sure that every dollar you spend is optimized. Because we're an integrated marketing firm, we look at the big picture. We start with where you want to go and we help map a plan for how you can get there.

We offer the following services:

- Brand Building
- Digital Advertising & Marketing
- Email Marketing
- Public Relations
- Social Media Advertising, Posting & Engagement
- Website Design & Development

"We create a personalized plan that's right for you, using proven techniques designed to help you grow."
- Deb Haynes Swider
Co-owner, Loud & Clear Marketing



THE PARTNERS



Sharon L. Wright

Sharon is laser focused on getting it right. She is keenly adept at identifying the right public at the right time and with the right message. While working at two of the largest Public Relations firms in the world, she helped to bring worldwide attention to the Outrigger Hotel Chain in the Hawaiian Islands and expanded Hyatt International's footprint outside the US with the opening of dozens of hotels.

She counseled IBM when it introduced computers in the classrooms, British Petroleum when oil was spilling across the Hawaiian island chain, Tony Robbins when his program attendees were having unplanned run-ins with the law, and Southwestern Bell during its rebrand to Verizon.

Deb Haynes Swider

Deb is a collector of stories - whether reading, writing, or listening to them. Turning her love of storytelling into a career, Deb has helped tell the stories of companies across the United States, trade associations in the DC metro area, non-profit organizations who are changing the world, and politicians who often hang around longer than they should. A "reformed" lawyer, she applied her legal training to a career in branding and advertising, advocating for those who needed to have their stories told and using her powers of persuasion for good.

Deb has hiked the Valley of the Giants to tell the story of the Sustainable Forestry Initiative, rebranding them for a new era of sustainability. She's run a successful campaign promoting the passage of Medicare Part D, named by the Annenberg Public Policy Center as one of the most highly recognizable campaigns advocating for the prescription drug benefit. She's written and produced national TV, print and radio advertisements that saved the secondary housing market as we know it, through a Peer Award-winning series of national, reputation-focused advertising campaigns. And she's told Congress - more than once - what they should do with their votes through award-winning policy campaigns.