

Boss Babe

BY SARAH

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CASE STUDY:
PASSPORTS & CAPPUCCINOS

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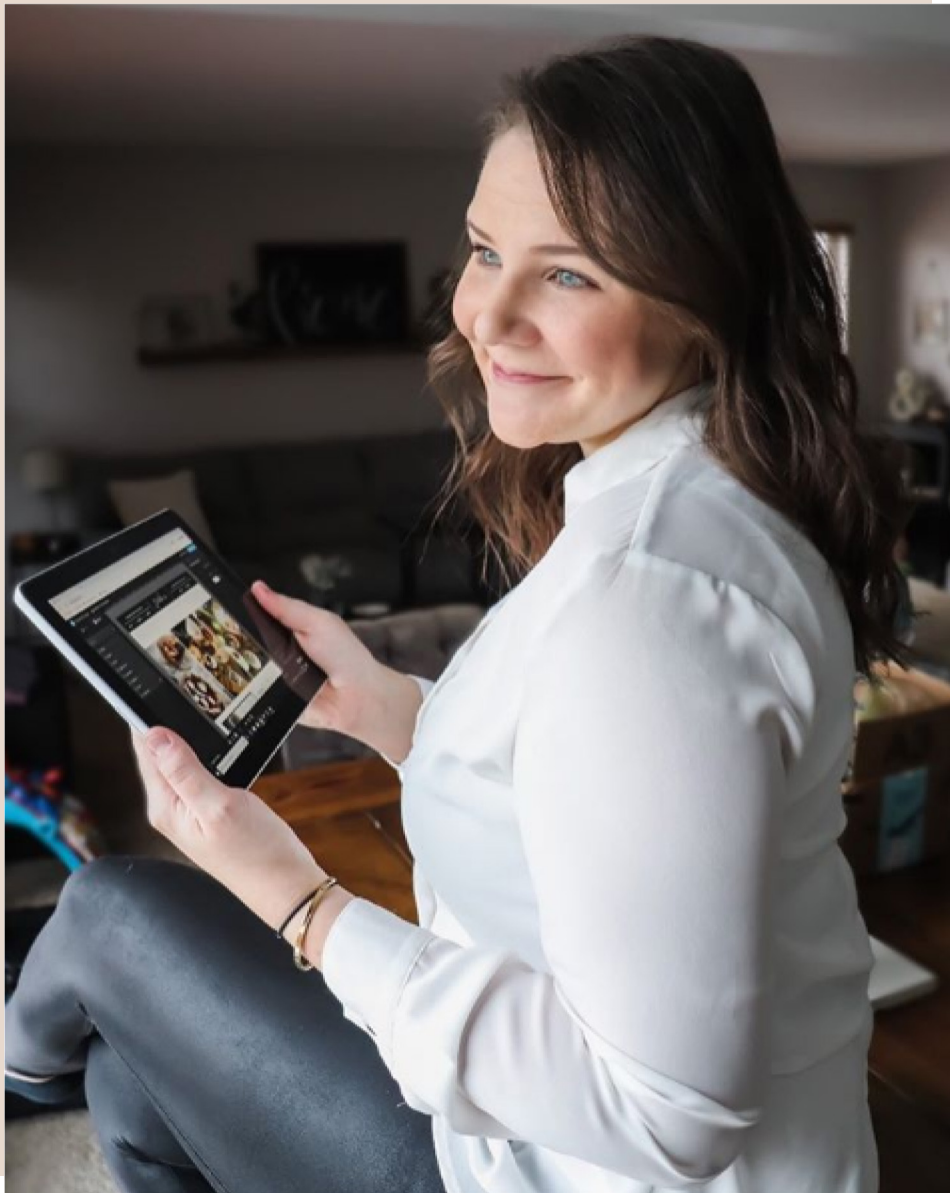
about
passports & cappuccinos

Kelly of Passports and Cappuccinos approached Boss Babe by Sarah for help with brand identification and construction. As a travel and lifestyle blogger, she was ready to take her following to the next level to monetize her passion of travel planning and convert her blog into a business with direct and evergreen sales opportunities on her website.

Without a formal logo or brand standards in place, we collectively designed her a package to address some needs in her business as she began to build it from the ground up, including:

- Logo with Variations
Brand Standards (with colors and fonts)
a New Website
Social Media Templates
Downloadable Content
Travel Guide Designs to Sell on her Website





Why rebrand?

For Passports and Cappuccinos, changing the existing brand with a new look and feel was a way to transition the business into a new era of monetization and formatting. Rebranding is a way of taking an existing brand and transforming it into something new to fit the direction of a business' future and strategic plan.

With rebranding, businesses can experience a multitude of benefits. Not only does it help organizations to change their visual and verbal appearance, but it allows for them to have a small fresh start that is better aligned with the future and audience of the business.

With a new look from the logo and brand standards, and new platform for communication featuring a website, it allowed for Kelly to showcase her brand from a business perspective and not just as a blogger.

inspiration

finding the right vibe

The first step taken with clients is to understand what vibe they like, and what their audience likes.

The look and feel of your voice and visuals is important to attracting the right customer to complete the customer journey.

After some time talking to Kelly and understanding her interests, it was clear that she was a simple, minimalist individual who had an eye for vintage with traditional-meets-modern elements.

She pulled website examples of brands she admired, and from this, I was able to determine that her brand would revolve more around tailored images, and less about color and boldness. From this, I was able to put together a color palette and font set that drove inspiration for the logo and website.

DO IT YOURSELF

To find your own inspiration and determine what direction to take your brand, create a mood board. Collect photos that inspire you and find common elements, such as colors, imagery and iconography, that fit together as a starting point.



PASSPORTS & CAPPUCCINOS

A MILWAUKEE TRAVEL AND LIFESTYLE BLOG



A TRAVEL AND LIFESTYLE BLOG

PASSPORTS &
CAPPUCCINOS



When working on concepts for Passports and Cappuccinos' new logo, we pulled inspiration from Kelly's personality. Knowing she had an affinity for vintage, 1920's style, we started exploring fonts and designs that mirrored the type of typography in that time period. Additionally, knowing that she liked traditional-meets-modern vibes, I pulled some simple sans-serif fonts to coordinate with a vintage-inspired serif font for contrast.

Kelly particularly liked her old logo, which was black Arial text of the brand name in a single horizontal line, so I used that style to build her evergreen horizontal logo, then used some inspiration from various other businesses she shared to design some alternative logos that can be used for various projects and collateral.

As you can see from the logo variations, the old-meets-new look with minimalist vibes fulfilled the desire that Kelly wanted for her new brand.

accents

Adding fonts and colors to your brand is like accessorizing your outfit. Colors add a visual look to your brand and can be used a variety of ways to create a mood. Fonts are used to help layout the verbal message you want to communicate.

Passports and Cappuccinos is a brand that likes to be minimal, and Kelly is drawn to black and white as a basis to communicate with her audience, but through learning her interests, a nature-based green came through as an option to add color to her brand without taking anything from the beautiful destinations and services featured. To add softness, two various grays became necessary for contract.

For fonts, she is drawn to vintage-meets-modern brands, so I wanted to integrate a vintage-style header font with a paired modern, clean font. Utilizing similar fonts from her logo, the Book Antique serif font is used to counteract the cleanliness of a modern sans-serif Montserrat. By outlining the usage of these fonts, such as for paragraphs versus headers with different spacing and sizing guidelines, it's easy for her to reference what font and properties to use when using them herself.

TITLE

BOOK ANTIQUE

Size: 30pt
Letter spacing: 0pt
Uppercase

HEADING

MONSERRAT MEDIUM

Size: 16pt
Letter spacing: 75pt
Uppercase

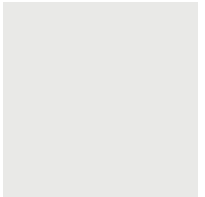
SUBHEADING

MONTERRAT MEDIUM ITALIC

Size: 12pt
Letter spacing: 50pt
Uppercase

PARAGRAPH

Montserrat Light
Size: 12pt
Letter spacing: 0pt
Normal Case



Building The Brand

When building a brand, it takes more than just a logo to communicate to your audience. In developing a Brand Standards document, you encompass all aspects of your brand, which may include:

Logo and Usage Guidelines
Fonts and Usage Guidelines
Color Palette and Color Codes (CMYK, HEX, RGB, etc.)
Brand Keywords and Verbiage
General Brand Description(s)/Boilerplate(s)
Templates and Collateral Guidelines

For Passports and Cappuccinos, it was important to give her everything she needs to independently run her brand. Being that she is currently the only person involved in the brand, her brand standards didn't have to be too in-depth, as she could easily change an element of her brand if it was not working.



- from Brand to Web -

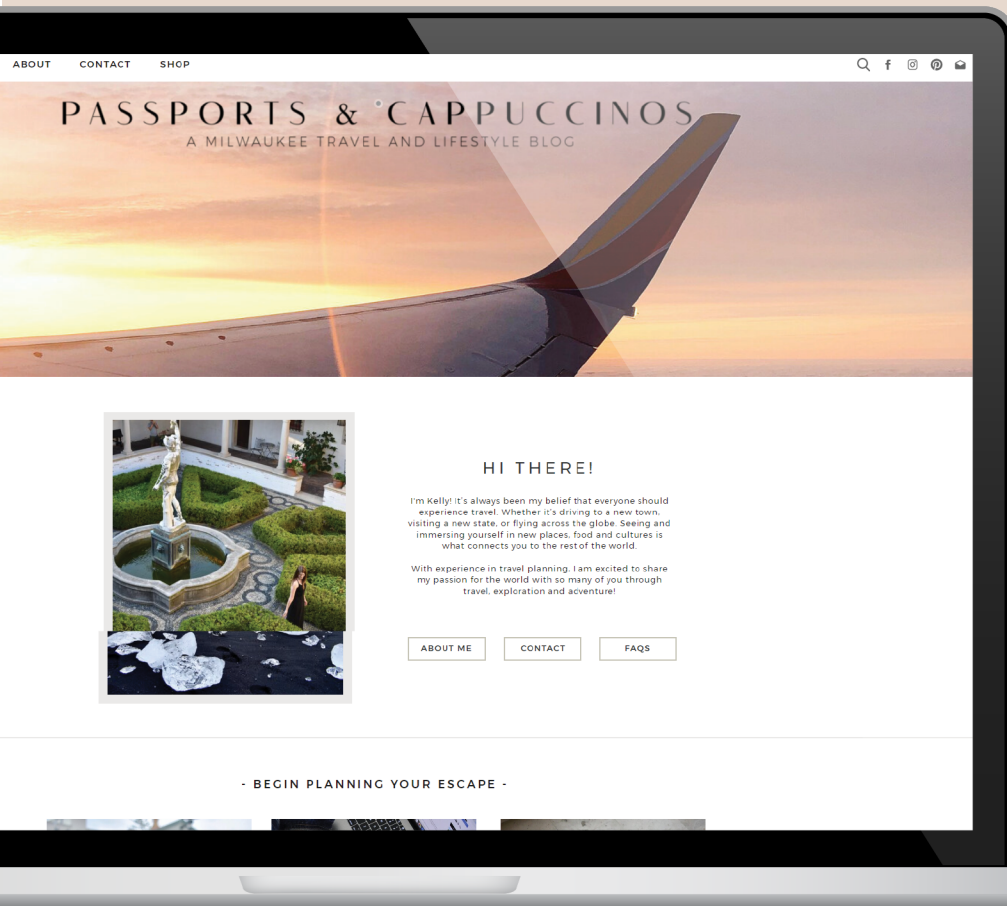
Your website is often the first impression your potential customer has with your business, and it's important that it holistically represents your brand. When it comes to Passports and Cappuccinos, her website is the primary sales generator and information source for clients, so creating an on-brand, customer-focused website was essential.

When building the website, Kelly had a lot of great travel pictures to feature, so the background and text were kept to the minimal theme without too much use of accent colors, which prevents too much "noise" on the pages.

Additionally, her voice was expanded on in the content, since her site grew from just a blog to a website plus blog. As a result, it was important to minimize the quantity of pages while maximizing the concise messaging of content on each page using different sections and web page flow from one message connecting to another.

DO IT YOURSELF

Keep your customer interested with less. Try to keep your site tabs and navigation to no more than five parent pages. Drop down menus are OK, but do not do a drop down for more than two parent pages.



mobile

Making your website mobile is important in today's world, with approximately 66% of all websites being viewed on mobile devices, like tablets and phones.

Using Showit, it was easy to help Passports and Cappuccinos to have a unique mobile site that gave the customers a similar, but more efficient website experience. With a more compact design, the navigation, page layout and image sizes were primarily impacted, cutting back on grand images in favor of an easy-to-read layout.

Additionally, to give Kelly a custom URL for her Instagram account to send followers to her blog and to explore her services, it was easy to create a mobile page that serviced her needs for a mobile app.



Additional services

To build a brand and business, you may require other items to help supplement the customer experience and add value to your services. For Passports and Cappuccinos, Kelly wanted a way to communicate new information through social media to her customers while also offering free and paid travel planning assistance on her website.

With this information, Boss Babe by Sarah developed templates for Kelly to build social media posts with content for both Instagram stories and feed posts. Additionally, several PDF downloadables were developed for her to offer on her website for people to plan their vacation for free.

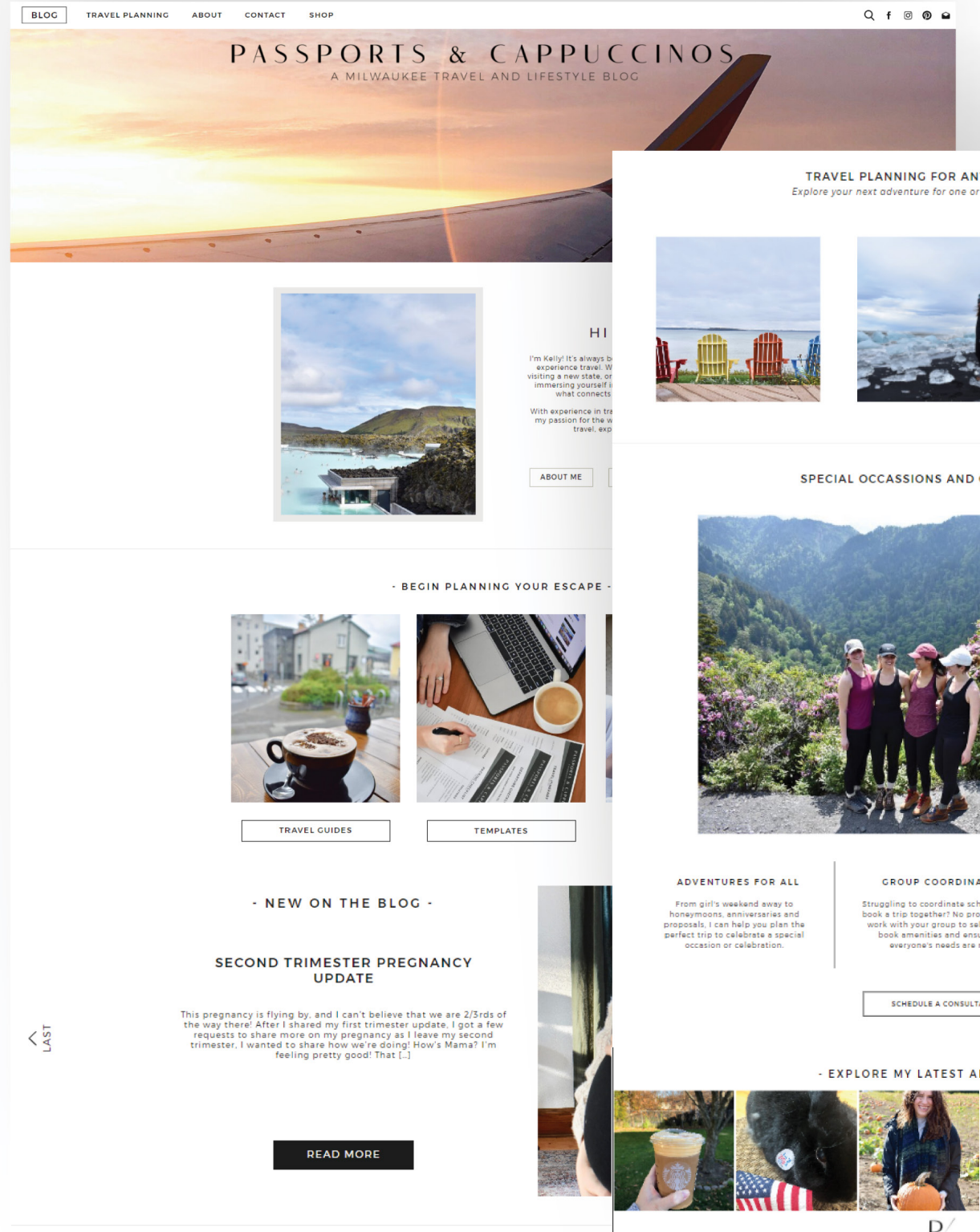
As a paid offering on her website, travel guides were developed, which feature 10+ pages of travel information and planning assistance for a specific destination to help her generate evergreen, automated income for her business.

results

With a new brand and website, Passports and Cappuccinos is ready to take on a new journey in business with tools and resources to help Kelly to grow and expand in years to come.

As she continues to build her business to be bigger and better for her audience, it's exciting to see her brand evolve and her website change to fit their needs.

Kelly's complete brand and website package was a great fit for her business plan and was achievable with her budget to enhance Passports and Cappuccinos' new digital marketing and promotion strategies.





who i am

mother + partner + strategy leader

At 25 years old, I was lost in the middle of a marketing career and feeling like I was living the same routine day-to-day. I needed a higher purpose in life to offer my skills and experiences to the world in a time flourishing with influencers and social media.

Boss Babe by Sarah was founded in 2017 as a blog dedicated to sharing life and thoughts with the world.

Over time, engaging with a global audience and hearing what people were struggling to achieve in life, the business has evolved into a thriving digital marketing resource providing insights and skills to achieve success.

Now, as a mother, partner, business owner and consultant, I am excited to collaborate with individuals, influencers and businesses to expand their digital presence through branding, social media, digital marketing and beyond.