



OWN YOUR WEIRD:



A Brand Guide for Musicians, Creatives, and
Businesses Who Refuse to Blend In

Welcome to the Remix

Branding isn't just about aesthetics—it's about showing up as your fullest, most authentic self. If you've ever felt like you don't fit the mold, congratulations. That means you're doing something right. The world doesn't need another carbon copy; it needs you—awkward, unconventional, brilliant you. This guide will help you build a brand that feels like home, one that reflects your story, your art, and your unique magic.

Brie xo

Step 1: Define Your Unique Brand Story

Your brand isn't just a logo or a website; it's the story you tell and the experience you create. Let's dig into what makes you, you.

Answer these questions:

- What inspired you to do what you do? (Your why)
- What experiences shaped your artistic or business journey?
- What are three words that describe your brand's personality?
- What makes you different from others in your industry?
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Pro Tip: Your quirks, experiences, and even your struggles make your story powerful. Own them.

Step 2: Find Your Visual Vibe

Your brand's look and feel should be a reflection of your personality and story. Here's how to make sure your visuals align with your vibe.

Key Visual Elements:

 Colors - Choose 3-5 colors that represent your aesthetic and emotions.

 Fonts - Pick typefaces that match your brand's energy (classic, modern, bold, elegant).

 Imagery - Think about the mood of your brand—what kind of photos or graphics best represent you?

Action Step: Create a Pinterest mood board with images, fonts, and colors that speak to you.

Step 3: Craft a Voice That Sounds Like You

How you speak to your audience matters just as much as how you look. Your brand voice should feel natural and engaging.

Ask yourself:

- How do you want people to feel when they interact with your brand?
- What words, phrases, or stylistic choices fit your personality?
- Are you formal and polished, casual and conversational, or somewhere in between?

• **Quick Test: Read your social media captions or website copy aloud. Does it sound like you? If not, tweak it.**

Step 4: Show Up and Own It

Your brand is only as strong as your consistency. Here's how to keep it cohesive across all platforms:

- ✓ Use your colors, fonts, and messaging consistently.
- ✓ Show up as you on social media—don't be afraid to share behind the scenes.
- ✓ Don't water yourself down to fit industry norms.

Your weirdness is your superpower!

Mini Action Plan:

- Pick one thing to update today (your bio, a social post, your website header).
- Map out 3-5 content ideas that showcase your story and personality.
- Set a small goal for the next month—whether it's refreshing your visuals, refining your messaging, or launching something new.

Own Your Weird. Build Your Legacy.

Your art, your voice, your story—it all matters. The world doesn't need another copy-paste version of what's already been done. It needs you—unfiltered, unconventional, and unapologetically original.

So, what's next? Are you ready to take your brand from hidden gem to headliner? Whether you need a website that feels like home, a brand that sings your song, or creative direction to bring it all to life—I've got you.

✨ Let's remix your brand and make something unforgettable. ✨

 **Work with me |**   **Let's talk**