

Boss Babe

BY SARAH

MARKETING AND BRAND CONSULTANT

CASE STUDY:
BENEATH THE SAGE

BOSSBABEBYSARAH.COM

BOSSBABEBYSARAH@GMAIL.COM | (630) 310-4503



about

beneath the sage

Lisa of Beneath the Sage reached out looking to create a space to house her blog with some custom pages to help her and her husband Andy to monetize their following and grow awareness around conservation and family outdoor life.

As a couple with a unique perspective to outdoor life, I was immediately inspired by their name and worked to build them a brand that spoke to their audience and helped them to gain meaningful brand partnerships to grow their business, audience and longevity.

With a custom brand package, including website, logos and brand standards, and social media templates, Boss Babe by Sarah was able to set Lisa and Andy up for a successful future.





Why?

Many bloggers ask why it's important to have a custom brand and website. Although a "plug and chug" website can be a great option to start your business, building upon your success is important and it's equally essential to continue to grow.

Your audience will always want more, and it's your business-oriented duty to keep giving them more - more content, more options, and more information. With this, it's important to think about how to monetize your success and following to grow value in your labor.

With a custom website and brand, you're able to show legitimacy and value to your audience with better options and the ability to customize your site for information that your audience wants.

inspiration

finding the right vibe

The first step I like to take with my 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 understanding more about Beneath the Sage, and their values, and goals, I was able to better understand the primary messaging they wanted to share, and how that translates into a brand.

Lisa and Andy pulled website examples of brands they admired, and from this, I was able to determine that their brand would revolve around outdoors, simplicity and home - a classic Midwestern vibe with touches of warmth and comfort.

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.





Knowing that the brand is more gender neutral with a natural feel, creating Beneath the Sage's logo was as easy direction to follow. I know I wanted to add a more organic feel to the logo, keeping it clean and simple to focus on the message.

Additionally, Andy and Lisa wanted to incorporate the concept of the sage bush and its beauty. Collectively, we found that the style of wax seal gave the historic meets modern appeal they desired, allowing us to build a simpler, text-based logo from that.

I like to give my clients options for their logos on first draft, but this specific set of first draft logos was so good, it only took a few tweaks and small changes to make it to the final product stage!

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 away from the beautiful destinations and services featured. To add softness, two various grays became necessary for contrast.

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.

BEBAS NUE

Logo Font

Montserrat

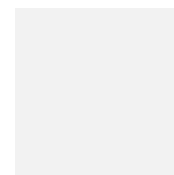
Body Font Pack

Rufina

Subheader Font

Moontime

Accent Font



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 Beneath the Sage, it was important to give them everything they need to independently run their brand. Lisa and Andy's brand standards didn't have to be too in-depth so they could easily change an element of the brand.



- 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.

Creating Beneath the Sage's website was actually quite tricky, as I was limited by the quantity of content. Since they were strictly a blog, most of their content was focused on the blog page, but to help create more value for their clients, and to help them monetize their platform.

As a result, we created a shopping page for their customers to visit their site and purchase items they share on blog posts and social media.

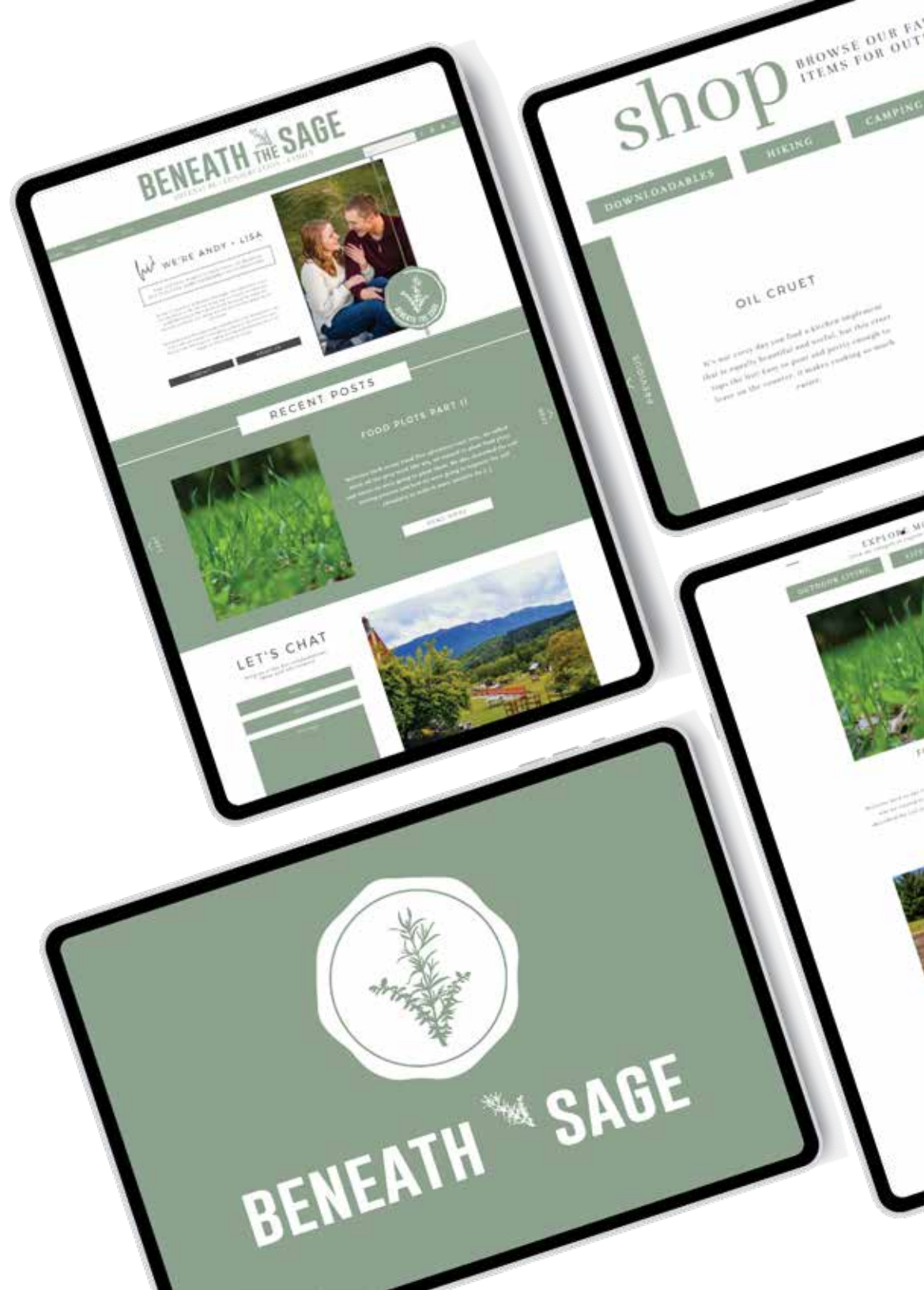
DO IT YOURSELF

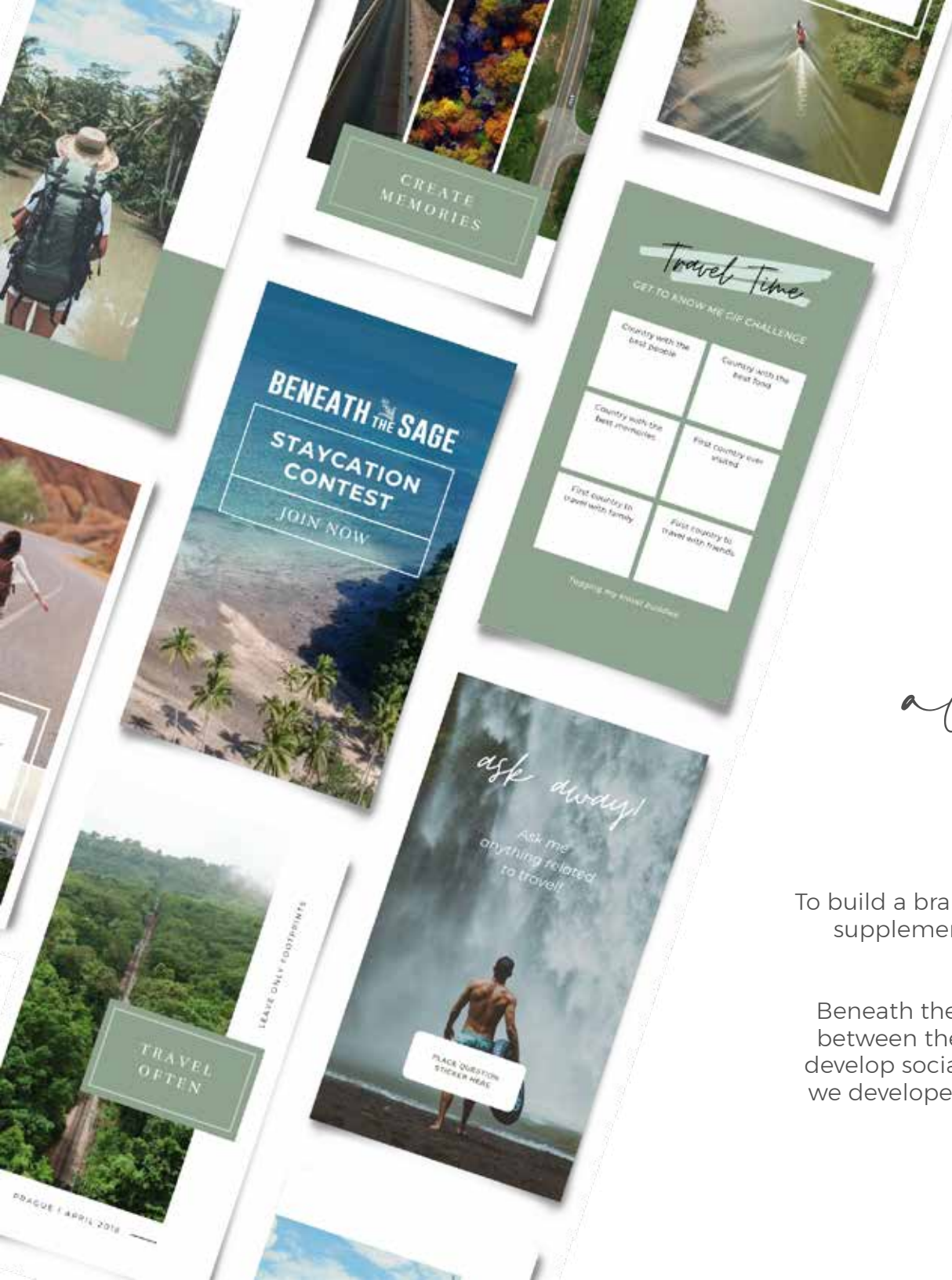
Don't try to create more content than your audience wants. If you struggle to fill your web pages, try condensing the pages or use grouped content boxes to break up a page, but still communicate value.

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 Beneath the Sage to have a unique mobile site that gave their audience 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.





additional services

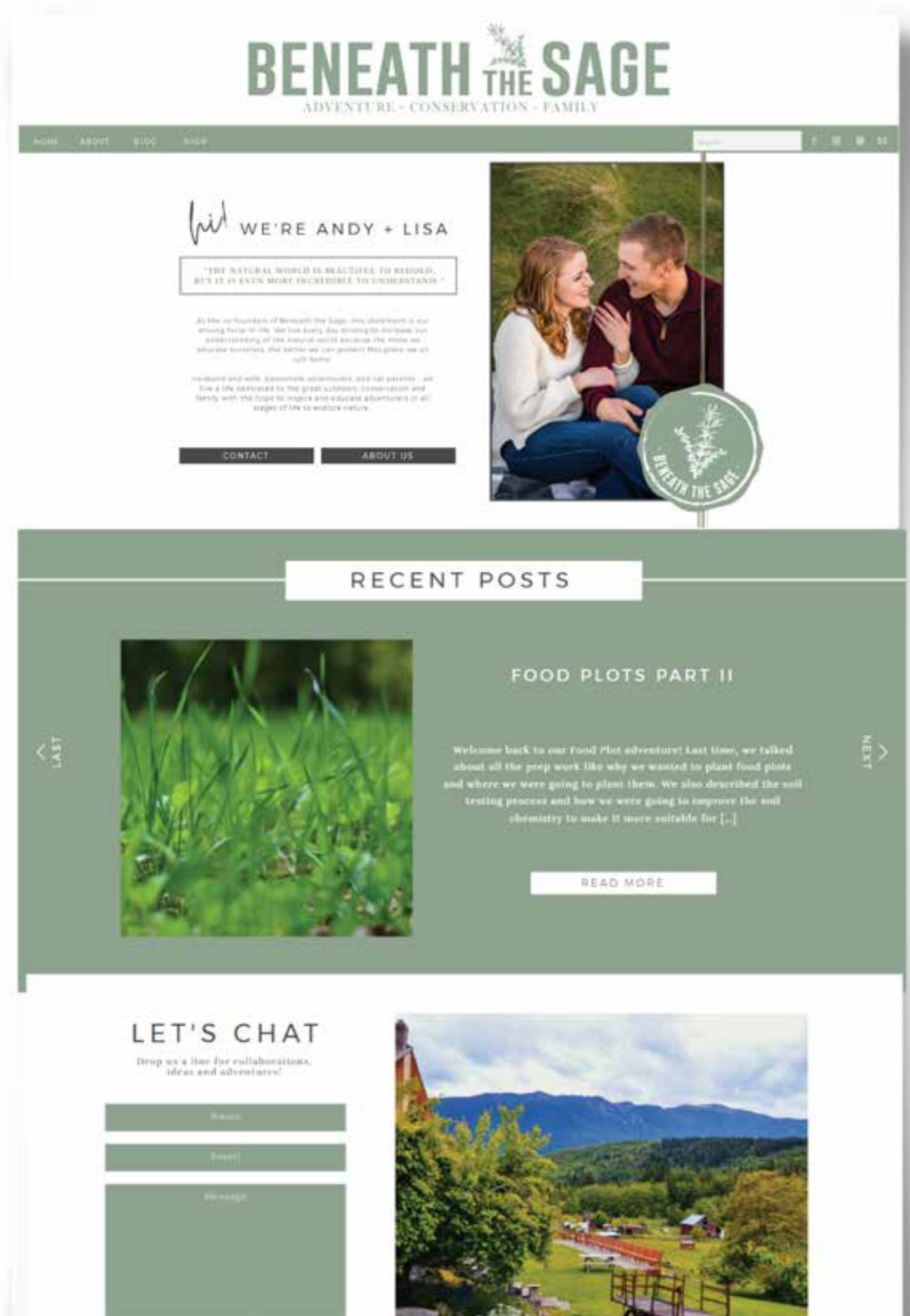
To build a brand and business, you may require other items to help supplement the customer experience and add value to your services.

Beneath the Sage loved the idea of creating a consistent brand between their website and social media, so we helped them to develop social media templates in Canva that spoke to the brand we developed that they could easily use on their computer or on the go.

results

With a new brand and website, Lisa and Andy of Beneath the Sage are ready to take on a new life of their brand to help grow their blog and share more with their audience.

Beneath the Sage's complete brand and website package was a great fit for their future goals and fit well into their budget to enhance their new digital marketing strategies.





who i am

mother + partner + strategy leader

At 25 years old, I was lost. I was in the middle of a marketing career, freshly married 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 my 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, design, social media and digital marketing.