



Growing Your Business

THROUGH BRANDING

The Importance of Branding for Small Business

Studio8

WHAT IS BRANDING?

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

—Paul Rand



What is *Good* Branding?

For most people, good branding works on a subconscious level. We aren't always aware why we've chosen a particular brand of peanut butter or decided to walk into a certain café, but chances are the branding coincides with what our brain identifies as a good product or service.

Font choices, colour schemes and logo design all play massive roles in how customers see your brand. The consistency with which you use those brand elements tells your audience that you put the same consistency of care into your products or services.

Think of the brands you recognise most. You have probably learned to recall them because their messaging and visual identity is consistent. Brand colours, patterns, fonts and style are reflected in everything. It is a familiar language. Everything seems organised and cohesive.

Good branding is integral in how you stand out from your competitors and create recognition and excitement from potential customers. It is powerful stuff, particularly when designed with psychology, strategy and future direction at its core. An initial investment in your branding design will benefit your business every single day for years to come, show customers that you are off on a brilliant road ahead and that you are serious about the quality of the product or service you offer.

First Impressions

Branding is the thing that speaks to your customers before you do. It is your cover page - your first impression. It is the public face of your business. It incorporates everything your customers experience - from your visual identity to the colour of wood used on your tabletops; from the language in your advertising to the tint of your social media photos; from the smell of your shop or your lighting scheme to the experience on your website or even the name and tagline of your company.

Think about good branding as the emotional response that you'd like your audience to feel when they have an interaction with your brand (from seeing signage as they drive by or viewing a Facebook post). A great brand will always elicit an emotional response (or a few): nostalgia, adventure, sophistication, playful, natural, professional, luxurious, carefree . . .

Graphic Designers work with the visual identity side of things, and we talk about branding in terms of your visual branding. Getting this right upfront is one of the best investments you can make. Great design adds value to your small business by showcasing the care you put into your service and products and shows customers that you are serious about quality.





ISN'T BRANDING ONLY FOR BIG-NAME BUSINESSES?

Professional branding, more than ever before, is one of the most vital elements of small to medium businesses too. In this day of social media, snap decisions and visual bombardment, you tell your audience about yourself in a handful of seconds. Of course big brands spring to mind when we talk about branding, but small business branding is one of the greatest investments you can make to ensure that customers recognise you and associate your business with quality and consistency. Good branding can make any business appear established, successful and professional, gaining the trust (and dollars) of your customers.

So...

DOES EVERY BUSINESS NEED TO BRAND?

Short answer- no. While every business can stand out with a good brand, not every industry needs to think so seriously about their branding. The underlining question is this: Does your product/service have a visual component? (Or would your customers judge any part of your product/service based on how something looks?)

If the answer is yes, your business should think very seriously about investing in good branding. These are industries such as fashion, food products, food services, retail and consumables, tourism, and any service that has a public face or strong social media presence. You may, however, not gain quite as much benefit from branding if your business survives solely on word of mouth and you do not have much competition. For example, if you are a plumber, doctor or electrician, customers will find you based on references far more than your logo or beautiful Instagram photos.

“People do not buy goods and services,
they buy relations, stories and magic.”

—Seth Godin



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Want to know more...

ABOUT BRANDING FOR SMALL BUSINESS, INCLUDING TIPS AND INFORMATION?
FOLLOW ME ON INSTAGRAM OR FACEBOOK OR CHECK OUT MY BLOG.

Curious about working with me...

READ ON, FRIENDS!

EMPOWERING **soulful** SMALL BUSINESSES

WITH EXPERTLY CRAFTED **branding & design**

ABOUT

Founded in 2001, Studio 8 is owned and managed by myself, Sara Bowers, and is located in the beautiful Grampians, VIC. I work with clients locally, nationally and internationally. Studio 8 is a full-service graphic design studio, specialising in print media and branding. I offer highly crafted, unique and creative solutions in everything from corporate identity to brochures and booklets, advertising and signage, packaging, web solutions and fine art. I also work with a seasoned and professional team of web gurus, photographers, copywriters, designers and printers to offer a full service studio. I understand the needs of small businesses and am passionate about offering affordable solutions whether you are starting out or rebranding and updating.

PHILOSOPHY

The goal at Studio 8 is to create imaginative design with purpose. The foundation of the work at Studio 8 is a fusion of creative design, strategy and effective business communication. I capture the essence of your business and condense it into recognisable elements that are yours alone – design to be proud of. My goal is to help you make a positive and lasting impression on your clients and your customers for years to come. I want you to resonate with your people! And believe that our process should be smooth, simple and fun. I am proud of my personal approach - it's what gives Studio 8 such excellent feedback and recommendations time and time again.



BRANDING & DESIGN
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Meet your Designer

Hello! My name is Sara Bowers, and I am the owner of Studio 8. I am a fully trained, award-winning and qualified designer with over 20 years experience as a Graphic Designer so rest assured you are in good hands. I have expertise in marketing, design and project management as well as experience in agency, in-house, and freelance design with a wide variety of clients. My personal style has been considerably shaped by extensive study of art and design in many corners of the globe. My design style is contemporary, clean, and creative with keen use of colour and typography. I have a Bachelor's Degree in Graphic Design from Seattle Pacific University, a minor in Business Administration, a diploma in Desktop Production from the Art Institute of Seattle and training in photography from Photography Studies College in Melbourne. Oh, and I'm also quite friendly, love my home in the Grampians, travel, dogs, the outdoors and a great strong latte.



The Process

WORKING WITH ME

STEP 1 Discovery

Let's chat! We begin by talking through your goals in a free no-strings-attached 20 minute discovery call. If it looks like we are a good fit, Next, I prepare a pricing proposal based on your specific needs. If you are happy with what you see, we move forward.

STEP 2 Strategy

We dive into the strategy by working through a questionnaire which enables me to get creative direction and you to really focus in on into what makes your business and offerings unique. Based on your answers I begin my competitor analysis and brand strategy work.

STEP 3 Direction

I design a moodboard where we begin to get a sense for visuals and colour palettes and begin implementing the strategy into imagery. After you are happy with the moodboard, we begin the design process for your unique branding concepts.

STEP 4 Logo Concepts

I explore a huge amount of concepts and ideas for your logo and fonts, then present the best to you. You have two rounds of refinements included in your package to ensure that you are perfectly happy with the logo that will be the cornerstone of your branding.

STEP 5 Products/Web

I begin work on each of the products (printed and digital) in the package you've chosen. (Note that each piece includes 2 rounds of refinements to get it just right). If you've chosen to also have me design your website, we begin this now as a separate project.

STEP 6 Delivery

I package up your logo and branding elements into usable files in multiple formats for future use. I will design a Brand Style Guide which outlines your brand usage and includes all the bits and pieces you need to go out into the world and launch your new brand!
Time to pop the champagne!



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Sample Branding Packages

I have spent the last two decades designing branding solutions and have created the following packages around the most valuable assets to the majority of small businesses. These packages offer everything you need to hit the ground running or expand your business to it's full potential.

These are samples packages only. Every business is unique. After our Discovery call (step 1) I will put together a pricing proposal based on your specific needs, including any add - ons that are not in these packages, such as signage or booklets.

Studio 8 offers expert branding and website packages that are custom made to make your business stand out from the crowd. All elements are professionally and expertly crafted and designed with strategy in mind.

Brand Basics

\$2,600^{AUD}

MINIMUM LOGO/BRANDING PACKAGE

- + "Brand Discovery" worksheets, consultation, research and strategy
- + Custom brand moodboard (as part of strategy and pre-design)
- + 3 final curated logo concepts to choose from
- + One final logo: professional final logo package-multiple formats
- + Logo usage guide
- + Custom Style Guide - 2-3 pages
- + Colour palette, colour specs and brand fonts

Brand Beginnings

\$4,800^{AUD}

LAUNCH THAT BRAND:

All the essentials for small business branding

- + "Brand Discovery" worksheets, consultation, research and strategy
- + Custom brand moodboard (as part of strategy and pre-design)
- + 3 final curated logo & logomark concepts to choose from
- + 1 final logo package with multiple formats
- + 1 Logomark with multiple formats
- + Logo usage guide
- + 500 professional business cards, including 2-3 design concepts
- + Custom Brand Style Guide - 2-3 pages
- + Colour palette, colour specs and brand fonts
- + Social media profile images and cover banners for 2 platforms
- + Letterhead design (Word format) and email signature image

Brand Emersion

\$6,900^{AUD}

THE WHOLE ENCHELADA:

Everything you need to brand like a pro

- + "Brand Discovery" worksheets, consultation, research and strategy
- + Custom brand moodboard (as part of strategy and pre-design)
- + 3 final curated logo & logomark concepts to choose from
- + 1 final logo package with multiple formats
- + 1 Logomark with multiple formats
- + Logo usage guide
- + 500 professional business cards, including 2-3 design concepts
- + 500 double-sided DL flyers for promotion
- + Comprehensive custom Brand Style Guide digital booklet, 15+pages
- + Custom brand pattern or background graphic
- + 5 custom icon designs of your choice
- + 6 hand-selected photos from our high-quality stock image bank
- + Colour palette, colour specs and brand fonts
- + Social media profile images and cover banners formatted for 3 platforms
- + Graphics, images, background/texture as editable files for Canva
- + Social media promotion through Studio 8's social networks
- + Letterhead design (Word format) and email signature image

Add a Website

basic 5-page:
\$3,600^{AUD}

- + A unique and beautiful website customized for your brand. Responsive for all devices. Add a shop or take online bookings.

PLEASE CONTACT ME IF YOU NEED ANY OF THE INCLUSIONS EXPLAINED

FAQS

CAN I JUST GET A LOGO?

Your logo is a huge part of your Visual Identity, but only a part. After 20 years in this industry, I believe so strongly that a logo without strong branding behind it will likely fall flat on its face. My packages give you an understanding of your brand and how it can serve to get you more customers, which is an invaluable investment.

I'M NOT NEAR YOU-CAN WE STILL WORK TOGETHER

Absolutely. 99% of my communication is via phone, email or file sharing. I work with clients locally, nationally and internationally. If we need to see each others faces, or screens, Skype and Zoom are great and I am happy to mail color swatches and samples. No problem!

I ALREADY KNOW EXACTLY WHAT I WANT MY LOGO TO LOOK LIKE. I JUST NEED SOMEONE TO MAKE IT. CAN YOU DO IT?

Sorry, No. If you've already done it, you don't need to hire a brand designer, just someone with software knowledge. No sense paying a surgeon to put your band-aid on.

HOW CAN I BE SURE I WILL LIKE WHAT YOU DO?

You are involved every step of the way, and I make sure you end up with a design that you are proud of. At the start of your project, we talk through your goals and parameters, which will guide the design process. Since you're involved in each step, you can be confident your brand identity will be something you love.

CAN I GET IT DONE ASAP?

I will do my best to accommodate timelines and goals, but please plan in advance for your creative process. I do commonly have a waiting list so we will book in a time to begin. The time it takes to create your brand has a lot of factors, including how many deliverables and speed of client feedback, so can take anywhere between 2 weeks and 3 months (for web inclusions).

DO I NEED A PROFESSIONAL DESIGNER?

Poorly qualified "designers" are a dime a dozen. Of course there are cheaper options. But good design takes years of experience and skill. It is a finetuned blend of art, science, psychology and research. Whomever you hire, I encourage that you trust and research their quality, competence and experience before putting the image of your business in their hands.

“Design is the silent ambassador
of your brand.”

—Paul Rand



Kind Words

"10 years on and we still love our label and brand, it's look and feel. Sara's ground work has allowed us to grow and develop our product range. I always look forward to showing her our next idea. Sara is easy to communicate with and she has a thoughtful wholistic approach to what your business idea needs to present to the public. Always a joy to work with her. Most consumer decisions happen in seconds and good design ensures sales."

Rita Bifino, Co-Owner RED ROCK OLIVES

"We are extremely pleased with Sara's work to update our SubRosa wine brand. She absolutely delivered on our brief. We are extremely happy with the final result. Working with Sara was a true collaboration. She has helped us take our brand to the next level. We look forward to an ongoing relationship with her for all our design needs."

Nancy Panter, Co-Owner SUBROSA WINES

"The designs have impacted and transformed our business. The logo has set a more professional feel to our business when dealing with clients. Sara has successfully accomplished our design goals. I honestly enjoyed all of our working together. Sara was professional, easy going and actually listened to what we wanted."

Linder Palmer, PALMER SHEDS and FABRICATION

"Sara has a great vision for what will look good on screen and providing a cohesive message to potential clients. The website has been a huge help in kick-starting my business and giving my approach some clarity. Sara was very good at collaborating with me on design, getting a picture of what my priorities were and making sure they shone through. I'm very happy with the whole feel of the site, it really conveys my message and ethos, hopefully giving the client a little bit of inspiration - thanks for the great work!"

Andy Scott, Owner, PATHWAY PHYSIOTHERAPY

"Branding is a vital part of the success of any business. When you have your branding right, you have established your fundamentals to build further on, it gives you a framework! Has Sara accomplished my design goals? Yes yes and yes, and what I love most, it that it is forever evolving."

Josephina McDonald, Owner, HALLS GAP LAKESIDE TOURIST PARK / GRAMPIANS GETAWAY



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Studio8



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