

POWERHOUSE BRAND



WHAT: Create a cohesive and powerful brand strategy to strengthen your perceived value, web presence, and brand touchpoints.

WHY: Ensure you're conveying a strong cohesive vibe that attracts your dream client.

growth
GETTERS

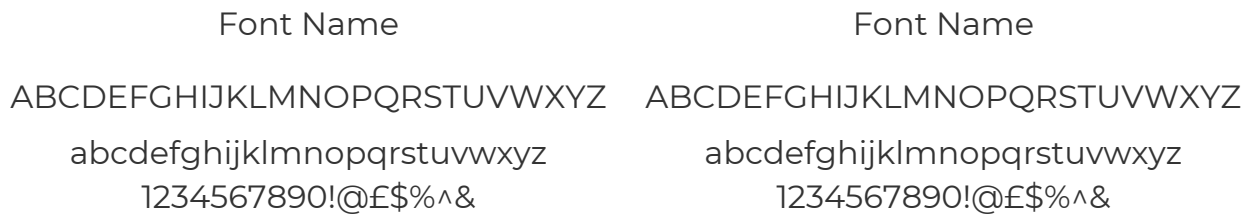
SUBMARK ICON

Your Logo

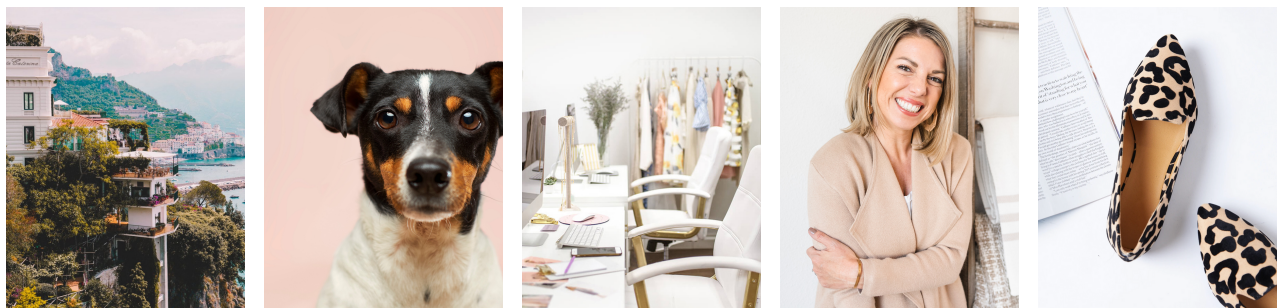
COLOURS



FONTS



MOOD BOARD



inside your brand folder:

Here's a list of what I have in my brand folder.

1

Logos: Primary logo, long logo, submarks, Favicon

2

Colors: Know your hex numbers and have them handy

3

Fonts: Have any fonts you've purchased easily accessible

4

Patterns: (Not always used) These are digital background patterns

5

Stock Photography: a compilation of stock photography that matches your brand/vibe/business needs

6

Custom Brand Stock: These are your headshots, branded stock, anything custom for you and your business.

7

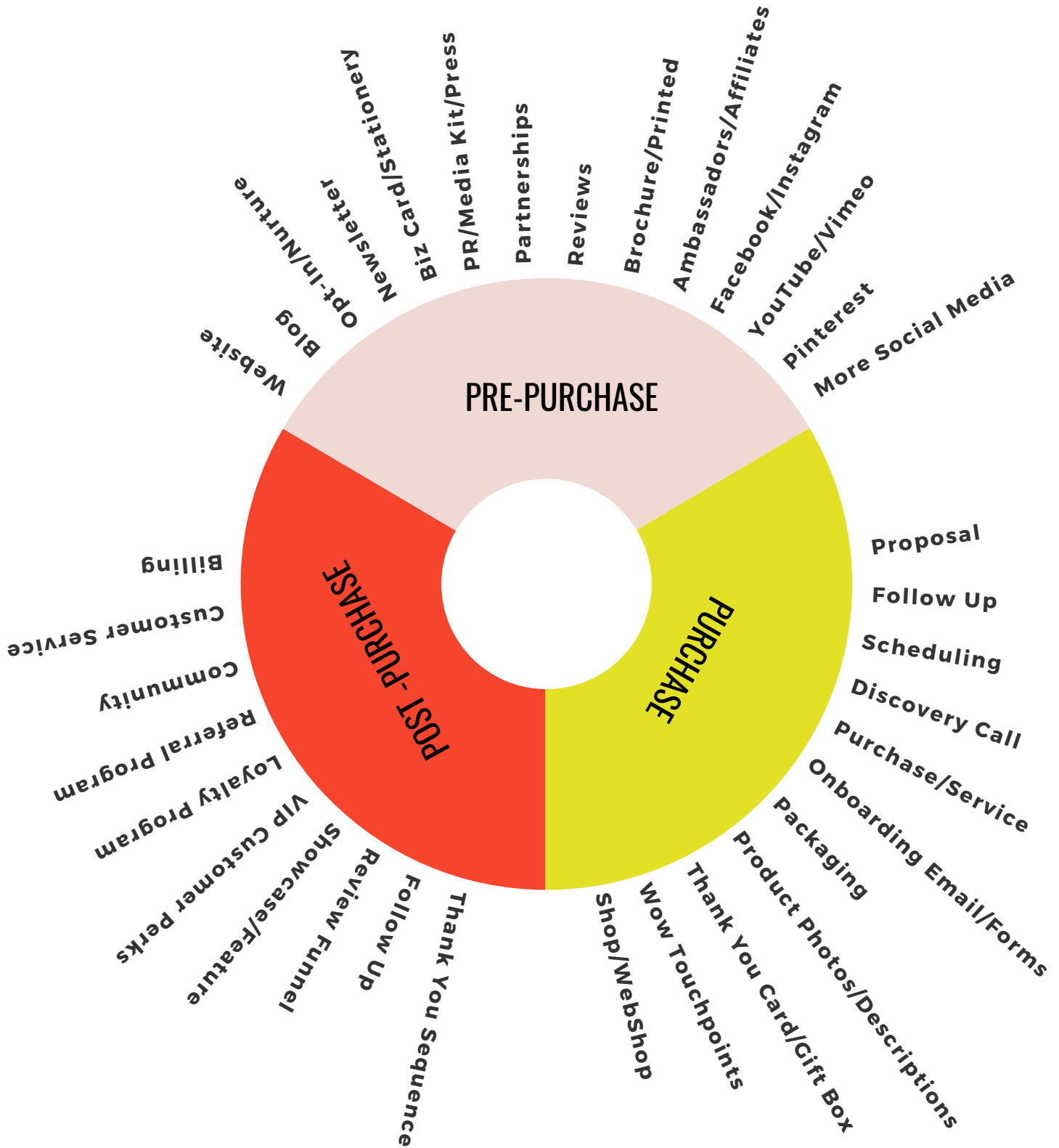
Graphics/Icons: You may have custom/additional graphics & icons for your brand.

Thirty Step Brand Challenge

Do this at your own pace! I've designed this plan to help you create/strengthen your brand throughout all touchpoints.

1 Determine Vibe/Mood	2 Decide General Colors	3 Create Pinterest Mood Board	4 Create/Find Variations of Logo	5 Define Color Palette
6 Choose Final Logo/Sub Logos	7 Create/Find Brand Pattern	8 Choose 3 to 4 Fonts	9 Create Initial Brand Board	10 Check Against Pinterest Mood Board
11 Curate Stock Collection	12 Update Website with New Logo	13 Update Website with New Fonts	14 Update Website with New Colors	15 Check All Website Links
16 Check Mobile Experience	17 Get/Create Brand Photos	18 Set Up Canva with Your Brand	19 Create Graphic Bank in Canva	20 Define Brand Voice
21 Update Newsletter Branding	22 Update IG/FB Branding	23 Update Pinterest Branding	24 Update YouTube/ Other Platforms	25 Evaluate All Web Touch Points
26 Create Branded Stationery	27 Update Your Bio	28 Compile Everything for Easy Access	29 Brand Evaluation for New Brand	30 Do Something to Celebrate!

potential brand touchpoints

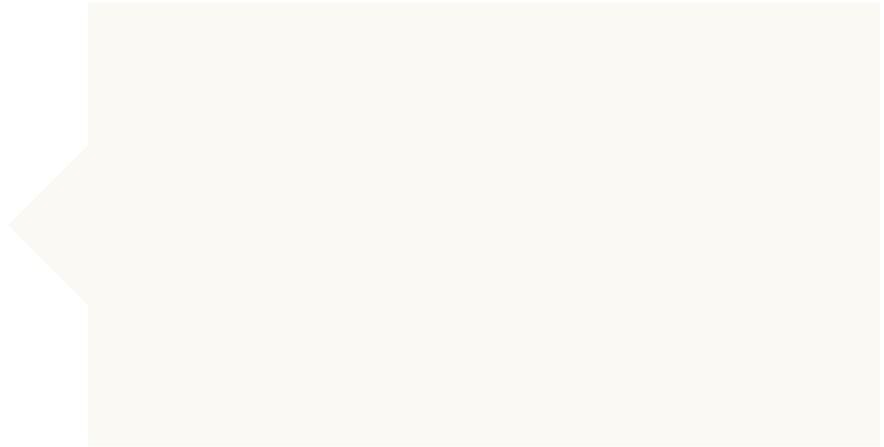
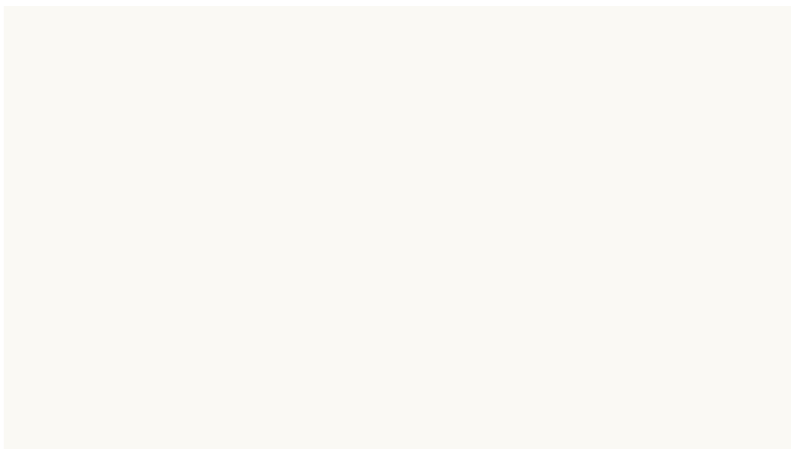


brainstorm sessions

Use this space to brainstorm all of your brand touchpoints for each area.

1

Pre-Purchase

A large, light beige rectangular area with a pointed left side, intended for brainstorming touchpoints for the Pre-Purchase stage. A horizontal red line is positioned to the right of this area.A large, light beige rectangular area with a pointed right side, intended for brainstorming touchpoints for the Purchase stage. A horizontal red line is positioned to the left of this area.

2

Purchase

A large, light beige rectangular area with a pointed left side, intended for brainstorming touchpoints for the Post Purchase stage. A horizontal red line is positioned to the right of this area.

3

Post Purchase

my brand touchpoints



what's next



At this point, you should feel confident about your branding. You now have a logo, color palette, imagery, and graphics - enough to create a cohesive & strong brand aesthetic.

You also have done the work to discover all of the touchpoints that a customer or potential customer encounters with you.

The final step is to make a list of what needs revamping. Once you have your list, prioritize based on what has the greatest impact for potential NEW customers & more referrals from past customers.

Schedule and create a few time blocks so that you can work your way through your list, looking to elevate *their* experience at every touchpoint.