

MODULE 3 - MASTERCLASS 1
DEFINE YOUR VISUAL BRAND
IDENTITY

DESIGN YOUR
BRAND ASSETS

Logo Design



TRANSCRIPT



Define Your Visual Brand Identity

Create Your Personal Brand Clarity Kit and Style File

Hi and welcome back! This is Module 3 of the Woman of Confidence Personal Brand Accelerator Course, and you are about to learn all the tips, tools and strategies that will bring your personal brand to life!

This is the next step to making your unique mark in the world and developing a world-class signature personal brand. In the introductory masterclass for this module, I have helped you achieve a sound understanding of what your visual brand is and how important is it for building your brand awareness, recognition and connection with your audience. So, if you skipped past the introductory lesson – I strongly advise you to backtrack and do that first, so you don't miss out on the full benefits of today's masterclass.

Because developing your visual brand and image will strengthen your brand, build your online presence and add a striking new dimension to your brand. So, listen up, as I am going to share with you how to power up your visual brand and image without having a meltdown or the nightmare of spending thousands of dollars on expensive graphic artists, or marketing and advertising experts!

At The End Of This Masterclass, You Will:

1. Identify The Key Elements For Your Visual Brand.

So, you will stand out in the market and attract the perfect customers for you and your business.

2. Define Your Brands Design Elements

3. Create A Style File

So, the first place to start is by developing the 5 key elements to building Your Visual Brand.



What Are The 5 Key Elements To Building Your Visual Brand?

When people see you online or land on your website, they are instantly impacted and influenced by 5 key things:

- 1. Headlines, Key messages, tag lines and personal logo**
- 2. Consistent imagery and photo's**
- 3. Colours, fonts, shapes, and forms**
- 4. Quality Profile Images of you and your business that show off both your personality and professionalism**
- 5. Plus - any other visuals helping to convey your brand's message such as animations, infographics, video effects, graphics, or image filters**

Being able to define and create these 5 key components of your visual brand is super powerful. It will give your brand depth, dimension, and connection with your audience without saying a word.

Having these assets clearly defined will allow you or your designer to create a design, that not only reflects your gifts, talents, and expertise but ensures it appeals to your people, customers, stakeholders or audience you want to attract.

So, let's start the 5-step process of building your visual brand identity by first:

Defining Your Visual Brand Style

Before you start choosing random fonts and colours to represent you and your brand. You must revisit what is important to you, who your audience is, what you want to be known for and who are your competitors and influencers in your market.

Whom would you be on par with? Who are the people you aspire to look or appear like both visually or from a reputation/value standpoint? Then ask yourself and How Do You Want to Be Perceived? And what would the overall look and feel of your online presence be? Also, consider your ideal audience? I want you to consider, “would my ideal client be attracted to this pin?”

Answering these questions and more inside your visual branding worksheet will help you understand how you want to be perceived by others.

If You Skip Completing All The Work In Your Design Clarity Kit You Will:

- **Waste a lot of time and potentially money creating pretty graphics, sourcing images, paying a professional photographer for images that don't align with your brand messages.**
- **Dilute the impact of your brand by putting out images or visual content that isn't in alignment with what you want to be known for.**
- **Send out mixed messages and create a disconnect for your brand.**

And what we ultimately want to achieve is a connection! Makes sense, right? There are so many people out there trying to hook you into being just “like them” – and they don't teach you how to celebrate your passion, flair and creativity. That's why I am giving you the steps – but it's up to you to add the secret ingredients - your passion, creativity and personality.

To get an amazing outcome I encourage you to stay open to the process. Make notes on what you like and dislike about other visual brands, tag lines or key messages, to then distinguish yourself and create an individual brand identity of your very own.

So, I recommend stopping the video now to complete your research first as you will need to have completed this part of your design clarity process- before continuing to the next step.



Step 2: Defining Your Brands Design Elements and Creating a Style File

This is where I am now going to ask you to be the observer to create your visual branding portfolio and style file. The first step in the process is to:

1. Start Your Own Secret Pinterest Boards.

Go on Pinterest and create a secret board for your visual brand inspiration that captures the tone, style, feel and essence of your brand. Your boards should include;

- **Colour palette and combinations**
- **Images, pictures, patterns that you resonate with and connect with**
- **Fonts, quotes, headlines, text**
- **Logos or personal brand monograms**
- **Illustrations or graphics**
- **Professional profile shots you like**
- **Fashion that inspires and empowers you**

Just start to collect and save images, colour palettes, type fonts, logos, and fashion that you are attracted to and why.

Your Personal Brand's design elements are vital as together they will identify and distinguish you and your brand in the minds of your target audience. Plus your brand's visual personality leaves an impression that either engages your dream client or customer or doesn't.

So, to help you get it right, want you to shift to being the observer of what you see around you every day. Take a few days to a week to collect and save your inspiration as well as record what you notice and notice what you observe.

Ok, so there you have it! There is so much powerful information in this masterclass for you to unpack and action in today's brand success masterclass!

So, Today's Assignment Is To

- **Define your brand identity using my design clarity kit**
- **Create a Style File – or secret board on Pinterest and pin images that relate and align to your visual brand clarity and purpose discoveries to bring your brand to life**

Next Step:

And I'll see you in the next masterclass of the Woman Of Confidence Personal Brand Accelerator Course, where we will move onto the next step: **Creating Your Brands Mood Board and Establishing Your Visual Brand Style Guide.**

And remember, this design clarity process is designed to celebrate your creativity and individuality. So, embrace the valuable discoveries you unlocked earlier in this course. Show your passion, be creative, confident, and innovative! Celebrate who you are, what you stand for and what you want to be known for! It's time for you to empower your brand and shake the world!



