

STEP 2: INVISIBLE BRANDING

Use this guide to understand what you are trying to portray with your branding.

BRAND VOICE

- How do you imagine your brand speaks like? is it informal? relaxed? or rather proper and distanced?
- Can you notice your favorite accounts "voice"? why do you think their messaging resonate with you?

BRAND PROMISE

- What brand can you think of has a consistent messaging/ promise and follows through with it.

PUTTING TOGETHER AN INVISIBLE BRANDING SHEET

- Record yourself talking to a follower about your small business. Write down what you will say if it helps with fluidity.
- Did you ever think of the invisible aspects of your brand before?

PUTTING TOGETHER A SOCIAL BRANDING SHEET

- Decide on primary and secondary brand colors. they will be your visual identity.
- Create logo variations for social media template options.