

ARIZONA ARTISANS COLLECTIVE

Generating Revenue as a Maker: *Developing your Brand Image*

February 9, 2017 Meet-Up



Agenda

- Hello & Member Intros
- Updates & News
- *Hot Topic:* 
- What Next?





Updates & News – Admin Stuff

- Membership
 - Several new Members joined in January – welcome!
- Meet-Up Materials Available
 - Go to our [**Member Services**](#) on our website
- Donations
 - Help support the Collective grow!
- Guest Wi-Fi Password: #growazfashion

Updates & News – MeetUps



- Meeting Time Keeper

Goals:

- Start Meeting promptly @ 2:00
- Get to **Hot Topic** no later than 2:15
- Help Keep the Discussion “On-Topic”
- Wrap Up **Hot Topic** around 3:30
- End Meeting @ 4:00



MONTHLY MEETUP

#2 "Study It"

TM

Hot Topic:

Developing your Brand Image



Hot Topic Agenda

1. What is a “brand image”?
2. Developing your logo
3. Developing your tagline
4. Choosing your color scheme
5. Choosing your typography
6. Creating your style guide

+ Meet-Up Attendees get a *Supplemental Resource Guide*



#1 What is a “Brand Image”?



Visual impression in the consumer’s mind of the various elements that make up the brand such as the logo, signage, and slogan.

#2 Logo - Definition



- Your logo is a **visual** representation of your brand's identity.
- To establish yourself as credible in your industry, you must have a **high quality** logo that:
 - Represents your brand
 - Engages and evokes emotion for your customers
 - Is recognizable and memorable



#2 Logo – Components



- 3 types of logos
 - Logotype/wordmarks
 - Iconic logos
 - Combination
- Color
- Shape
- Font





#2 Logo - Tips



- Your logo does not have to be literal
- Size matters
- Watch your aspect ratio
- Keep your text and icon separate
- Match the theme/voice of your business
- Be different



#3 Taglines

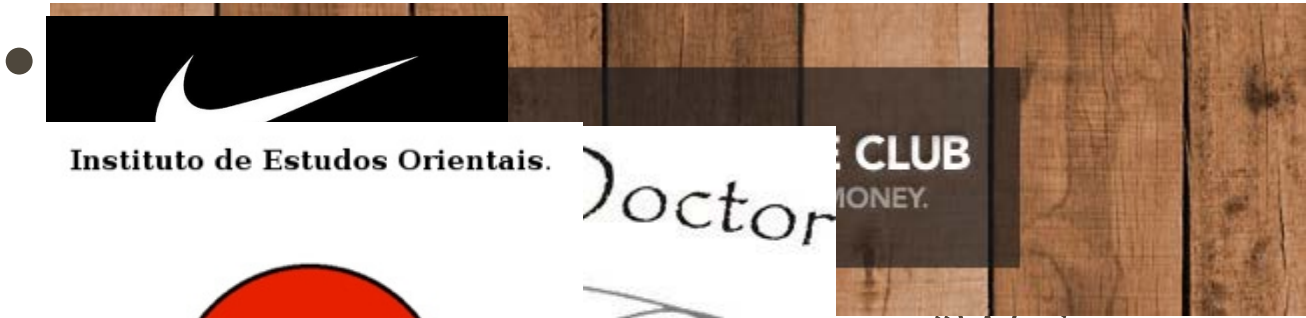


- Catchy slogan that defines a company's brand and mission statement. It helps define why a company is different, faster, less expensive, or better than the rest.
- Why do I need a tagline?
 - A tagline can help a new brand establish itself.
 - Your company name is ambiguous or not descriptive
 - You want to build word of mouth
 - You're a small company
- Should your tagline be a part of your logo?



Logos & Tagline: Good vs Bad

- The Good



place, it doesn't belong in your



y - "We're more than just coats."

#4 Color Scheme

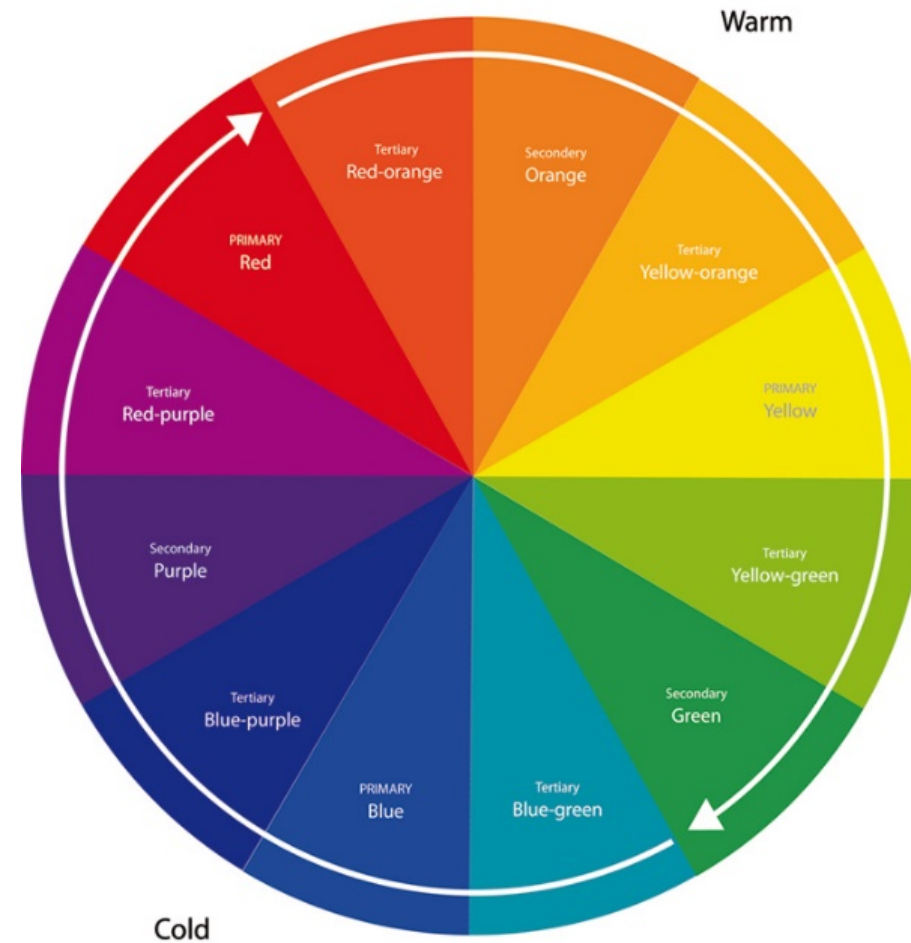


- Color has a powerful subconscious effect on every part of our lives.
- Understanding color and its effects helps you better understand how to use color in your business.
- There is no such thing as a bad color, just colors that are more suitable for your particular business purpose in order to get the response you want.
- <http://coschedule.com/blog/color-psychology-marketing/>

#4 Color Scheme- Common Technical Terms



- Hue
- Chroma
- Saturation
- Value
- Tones
- Shades
- Tints





#4 Color Schemes – Most Common Color Palette Types



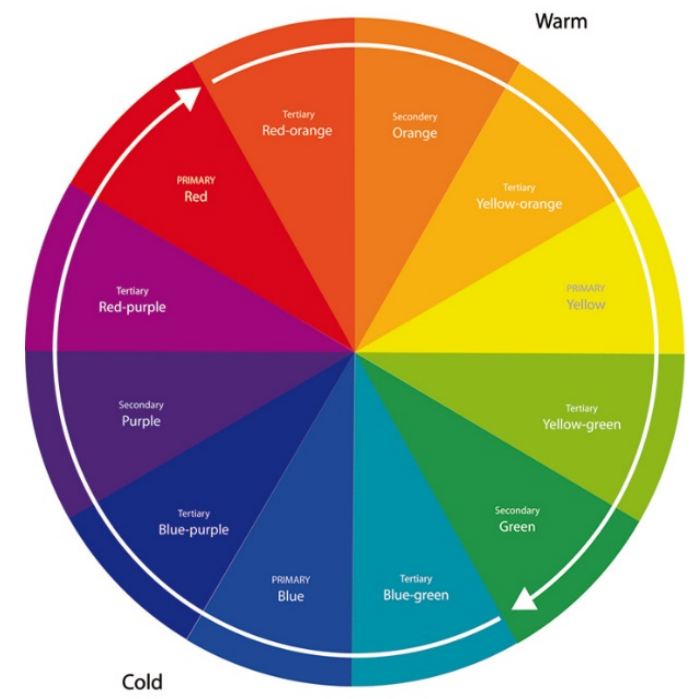
- Monochromatic



- Analogous



- Complementary





#4 Color Schemes – Creating Your Own



- Shades, tints, and tones are important!



- Utilize neutrals.
- How many colors should you use in your palette?
- Tip: <https://color.adobe.com>



#5 Typography

- Serif
 - Font examples: Garamond, Courier, Book Antigua
- Sans Serif
 - Font examples: Arial, Calibri, Century Gothic
- Script
 - Font examples: *Brush Script*, *Vivaldi*, *Vladimir Script*
- Novelty
 - Font examples: billy the kid, masterplan, FoglihtenNo04



Company Examples

TIFFANY & Co.

hulu

Instagram





#5 Typography – Considerations

- Does the font convey the same message as your brand?
- What is the context?
- Is it versatile?
- Is it readable?
 - Size
 - Spacing
 - X-height
 - The I/I/1 test



#5 Typography – Combining Fonts



- When choosing two fonts, you want them to complement one another. Not be too similar, but not so wildly different that they clash.
 - Find a shared quality
 - Find fonts by the same designer
 - Find font families called “super-families”
- Free font resources:
 - www.fontsquirrel.com
 - www.dafont.com
 - www.1001fonts.com



#6 Style Guides



- A style guide is the ultimate resource for the visual and writing tone of your brand.
- Any brand that wants to create and maintain consistency and a professional feel should have a style guide.
- What is included in a style guide?
 - Logo
 - Color Palette
 - Fonts
 - Shapes and Decorative Elements
 - Patterns
 - Imagery & Photos



#6 Style Guides



- Extras to consider:
 - Style & Tone
 - Should I use a passive or active voice?
 - Do I write in first person?
 - How do I handle jargon and legal language?
 - Specifications for signage and marketing materials
 - Brand overview
- Style guide examples



Submit your Questions!



- Before you leave, please submit questions you'd like to see us cover at the Roundtable Event --- next week

Questions ????

OR

- Post questions in the Facebook group and get a discussion going!

Resources



- [Small Business Guide to Creating a Perfect Logo by Casey Cavanagh](#)
- [Logo Design Tips from The Logo Factory](#)
- [12 Experts Explain Why Your Brand Needs a Tagline by The Young Entrepreneur Council](#)
- [Ultimate Guide to Using Color Psychology by CoSchedule Blog](#)
- [Font Design by Canva Design School](#)
- [Designing a Killer Style & Brand Guide by Nicole Pribicevic](#)



What's Next?



Date	Location	Topic
February 16 th Thursday 10:00am	DeSoto Central Market	Developing your Brand Image (Sketch It) - roundtable format - Guest Presenter: <i>Marty Orosz of Marty Orosz Design</i> Get: Graphic design tool overview
February 19 th Sunday 10:00am	FABRIC Building Tempe	Developing your Brand Image (Craft It) - workshop format - Guest Presenter: <i>Nicole Underwood</i> from Javelina Branding
March		Product Photography



See you soon everyone!

Details to come via NEWSLETTER very soon.

