

Make it Memorable

5 steps to successfully
branding your business



a quick intro

- + graduated Auburn University with a double major in design + marketing
- + worked for big agencies and small agencies, discovering I liked the more hands on, multiple hat wearing style of small businesses
- + founded campbell creative in january of 2010 in san francisco
- + opened an office in delray beach in 2016

 LendingClub

 snowflake

 Peet's Coffee

 coolsculpting

 Alabama Power

 proteus[®]
DIGITAL HEALTH

 G.H. MUMM
CHAMPAGNE

 Andrews
FEDERAL ENERGY SERVICES

 Capital One

 Google

 Stoli

brands

 MUMM NAPA

 GRIGICH HILLS
ESTATE

*i've partnered with
lately*

 CAMPARI

 CHAMPAGNE
PERRIER J&F

 change.org

 fastly.

 YAPSTONE

 **KRAVE**
JERKY

 STERLING
VINEYARDS

 Frangelico

 KENWOOD
VINEYARDS



brands
*i've created
lately*



how do you

Make it Memorable

define your sandbox

who are you to the market

what

*what do
YOU
have to offer?*

how

*how is
IT
unique, different?*

who

*who are
YOU
offering it to?*

why

*why should
THEY
care?*

things to remember

oftentimes, you aren't targeting a demographic or a specific segment of the marketplace, you are targeting a person in a particular stage in their life.

define your brand

who are you at your core

values

*what do
YOU
stand for?*

voice

*how do you
sound?*

look

*how do you
look?*

name

*what are you
called?*

what is a brand

Simply put, brands are perceptions.

yes - those are created by your logo, colors, imagery, words, digital experiences, + products / services offered BUT still, ultimately a brand is the recognizable feeling a product or business evokes...

those other elements, collectively create this.

build your brand

create a solid identity



you may want to go out for trademark

but if not, at a minimum search around to ensure someone else in your space isn't already using your name or something similar

grab the domain and social handles for your brand. these should be identical if at all possible. Adding a word before or after your name to make this happen is often better than a variety of "names" for your audience to remember



build your brand

create a solid identity



look at the competition
make sure you are aligning your mark with
the trends but not blending in

you may want to enlist the help of an agency
or you may want to go it on your own.

be sure you choose colors and fonts
that are web friendly. if your brand is a
packaged good, be sure your colors can
translate easily to CMYK.



build your brand

create a solid identity



as you select imagery, be sure to keep your target audience in mind.

if you are selling your product online, be sure to capture it on white at a variety of angles, showing full images and detailed shots.

make sure images are crisp and the appropriate resolution for web and print.

don't have a product to shoot yet?
consider photorealistic renders.



build your brand

create a solid identity

if you are not familiar with code, consider a
template based platform

squarepace for brochure style site

shopify for e-commerce site

wordpress if you know a bit about code



build your brand

create a solid identity



packaging can be tricky. if you are just starting out and trying to keep a low budget, consider creative ways like stickers to brand standard boxes / bottles.

if you are looking at something more elaborate, reach out to a freelance designer or agency

build your brand

create a solid identity



set up your social channels

keep your "about"
consistent along with your
contact info / address

gather content / imagery
for your feed + schedule it
out in advance

determine a plan

set reasonable goals and determine financial outlay needed

Q1

finalize name
trademark
design logo
secure URL
secure social handles
find websites I like
pull stock imagery
set up email

Q2

build website
set up social
test website on all
browsers, devices
update web
announce brand on
social channels
set up canva

Q3

promote brand
organically
collect funding for
digital ads
schedule content
build ads / concepts

Q4

promote brand
through ads
create ads
capture new imagery

promote your brand

lets get it out there



be consistent

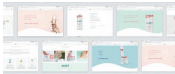
stick to your plan. sometimes it's time to
reinvent the wheel, or shake things up
BUT out of the gate you need to stay the
same, feeding your customer the same
brand message at every touchpoint.





not my mama's





SOVI

common pitfalls

don't let your personal opinion drive your brand aesthetic if you are not the target market - ask the target

common pitfalls

know when to ask for help. there comes a point where a little spend can go a long way.

common pitfalls

don't wait for perfection, instead get your product out into the market and refine it based on real feedback

checklist

LET'S TALK IDENTITY

- name
- logo
- color
- fonts
- trademark
- tagline / hero brand phrases
- imagery
- tone of voice
- brand story
- core values

LET'S TALK PRINT

- brand guide light
- business card
- leave behind
- informational flyer
- brochure
- coupon
- menu of services
- rack card
- post card
- recipe card
- instruction card
- letterhead
- notecard
- hang tag
- product packaging
- investor deck

- shipper / mailer
- print ads
- promotional items

LET'S TALK DIGITAL

- url
- key words
- website
- blog
- email template
- banner ads
- digital ads
- google ad words

LET'S GET SOCIAL

- social handle
- about and hero images / profile images
- influencers / brand ambassadors
- content
- canva account
- stories
- scheduling software (later,
- video (how to, brand, overview)
- community manager

COFFEE &
cocktails

cheat sheet

BRAND IDENTITY

- 99designs.com
- tailorbrands.com

FONTS

- dafont.com
- creativemarket.com
- google-fonts.com
- adobe-fonts.com

STOCK IMAGES

FREE SOURCES

- unsplash.com
- pexels.com
- pixabay.com
- Animato.com (video)
- freeimages.com
- pixabay.com

MINIMAL COST

- istock.com (image / illustration)
- shutterstock.com
- stocksy.com
- yellowimages.com (renders)
- fiver.com (renders)
- creativemarket.com

DIGITAL TEMPLATES

- squarespace.com (simple site)
- shopify.com (ecommerce)
- canva.com (for social)
- prezi.com

PRINTING

- moo.com (cards / letterhead / mailers)
- uprinting.com (boxes / mailers)
- stickermule.com (stickers)
- vistaprint.com (folders)

PROMOTIONAL ITEMS

- zazzle.com
- discountmugs.com





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