

# EMPOWERED BRANDING

What is branding and where do you start if you wish to create a long lasting and impactful brand?



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# WHAT IS BRANDING?

- It's not just a logo, product or name.
- It's not what you say it is.
- Your brand is what your audience think of it, how your audience feel about it and what your audience say about it.
- You can say that you have a brand when a big amount of people are feeling, talking and thinking the same way about your brand.
- Colours, patterns, fonts, imagery, written copy, & videos can help you create a consistent picture of what your brand stands for if you do it right.



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# WHAT IS THE PURPOSE OF BRANDING?

- It's to find who you truly are and consistently live according to your highest values and what you stand for.
- It's to create a consistent picture, share your identity, which should be reflected in everything that you do: in your stories, strategies, marketing, packaging and products.
- It's to help you attract your ideal clients.
- It's to help your ideal clients get to know you, like you, and trust you.



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# WHAT'S YOUR BRAND LIKE AT THE MOMENT?

- Creating a gut feeling.
- Compelling.
- Magical.
- Having emotional connection to you.
- Powerful.
- Impactful.
- Aligning your identity and your business aspirations.
- Inspiring.
- Distinctive.
- Coherent.



# LET'S EXPLORE...

What are the 5 brands that you love? What is it that you love about them?



*I create a fantastical stories that help my audience dream.*

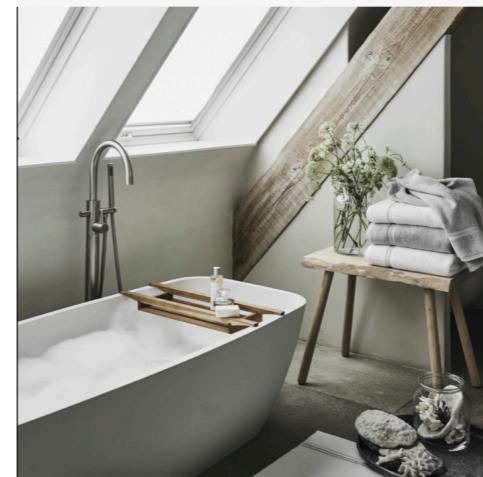
***All our dreams can come true, if we have the courage to pursue them.***

*It's kind of fun to do the impossible.*

***The more you like yourself, the less you are like anyone else, which makes you unique.***

*Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world.*

THE WHITE COMPANY  
LONDON



*The Apple brand personality is about **lifestyle; imagination; liberty regained; innovation; passion; hopes, dreams and aspirations; and power-to-the-people through technology.***

*In Greek mythology, Nike is the Winged Goddess of Victory. The mythological associations for the brand Nike are **flight, victory, and speed.***

ZARA HOME



A WILD GARDEN  
at home

*Confident, Trendy, Unique*

*We believe in making the most of **life's simple pleasures** - it's the little things that matter. Precious moments of **uncomplicated happiness** are our constant inspiration, and it is with these in mind that we create collections that are **built to last** and become an intimate part of our everyday lives.*

# 5 QUESTIONS TO ANSWER BEFORE YOU START BRANDING

- What do you want your potential/existing clients think, say, & feel about you?
- Who are you?
- What do you do?
- Why does it matter?
- What do you stand for?





- **What do you want your potential clients/existing clients think, say, & feel about you?** - I want my clients feel kindness, know that I am very honest and authentic with them, generosity, gratefulness, trust, my true care and love for them. I want them to feel my passion for the things that I do and know that I truly believe in them. I want them to feel inspired and good enough to make this world a better place after every encounter with me. I want them to feel that their experience with me has been life-changing for them because they finally discovered their natural gifts and the impact that they were born to make in this world. I want them to think that they are special and feel empowered to share their gifts with the world. I want them to feel like I've got their back. They know that I'm professional, skilful, & knowledgable with all the technical skills as well as strategies and that I'm going to share everything I know with them. I want them to feel like they are getting way more value than they could have ever expected. They say that working with me has been the best decision they have ever made. They feel grateful. They can feel my energy and say that they love being in that space.
- **Who are you?** - I am a brand & website developer.
- **What do you do?** - I help spiritual entrepreneurs empower their websites and brands and find the impact that they were born to make in this world.
- **Why does it matter?** - It matters because it takes effort and time to create a successful business. And if you are not building something that you absolutely love and that makes you feel fulfilled, you will give up when facing the challenges and struggle to make sales too. It also matters because in this way I'm making this world a better place on a much bigger scale. If I help an inspiring spiritual leader awaken his/her talents, they will go ahead and use their gifts to help others. Once those others will be awakened by the impact of that leader they will go ahead and do the same. The world is being changed to be a better and happier place.
- **What do you stand for?** - I stand for creating long lasting and truly meaningful businesses that is build with integrity and enables you to be the best version of you and make the impact that you were born to make in this world.



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# IMPORTANT ATTRIBUTES

- Get to know yourself better. What are your natural gifts? What is your unique combination of values and skills?
- Know what influence do you want to make with your brand.
- What is it that you are passionate about?
- Know your VALUES and WHY.
- Know your audience.

# KNOW YOUR VALUES, UNIQUE GIFTS & WHY



1. What am I willing to fight for?
2. What values do I hold dearest to my heart?
3. What values would I be willing to die for?
4. If I could achieve a single thing, what would make all my hard work worth the struggle?
5. If I had 30 seconds left to live, what would I tell my children are three most important things I learned about how to live a happy life?

1. What are my strengths? What can you count on me for? (Please state 3-4 things)
2. What are my weaknesses? What can you not count on me for? (Please state 3-4 things)
3. What is my unique ability? What am I the best at in the world?



To better understand why you need a 'why'. Watch this great Ted Talk from Simon Sinek: [https://youtu.be/u4ZoJKF\\_VuA](https://youtu.be/u4ZoJKF_VuA)

# LOVE/HATE EXERCISE

- This exercise helps to identify the things you admire, value and appreciate.
- Also it clarifies the things that do not match your values and the things that you want to stay away from.

THINGS WE LOVE	THINGS WE HATE
<ul style="list-style-type: none"><li>• Freedom</li><li>• Quality</li><li>• Adventures</li><li>• Creativity</li><li>• Dance, Yoga</li><li>• Berries</li><li>• Flowers</li><li>• Sea</li><li>• Dogs</li><li>• Books</li><li>• Nike</li><li>• Disney</li></ul>	<ul style="list-style-type: none"><li>• Chaos</li><li>• Negativity</li><li>• Disrespect</li><li>• Weakness</li><li>• Rats</li><li>• Pork</li><li>• Not having a purpose</li><li>• Not being able to make my own choice</li><li>• Status quo</li></ul>



# THE INFLUENCE YOU WANT TO MAKE

- Ask the question: why should your customers care about your brand?
- Combine your life's mission and empower your true purpose through your business activities.
- What do you want your customers feel, talk and think about your brand?

# KNOW YOUR AUDIENCE

*REFER BACK TO YOUR IDEAL CUSTOMER AVATAR TRAINING*

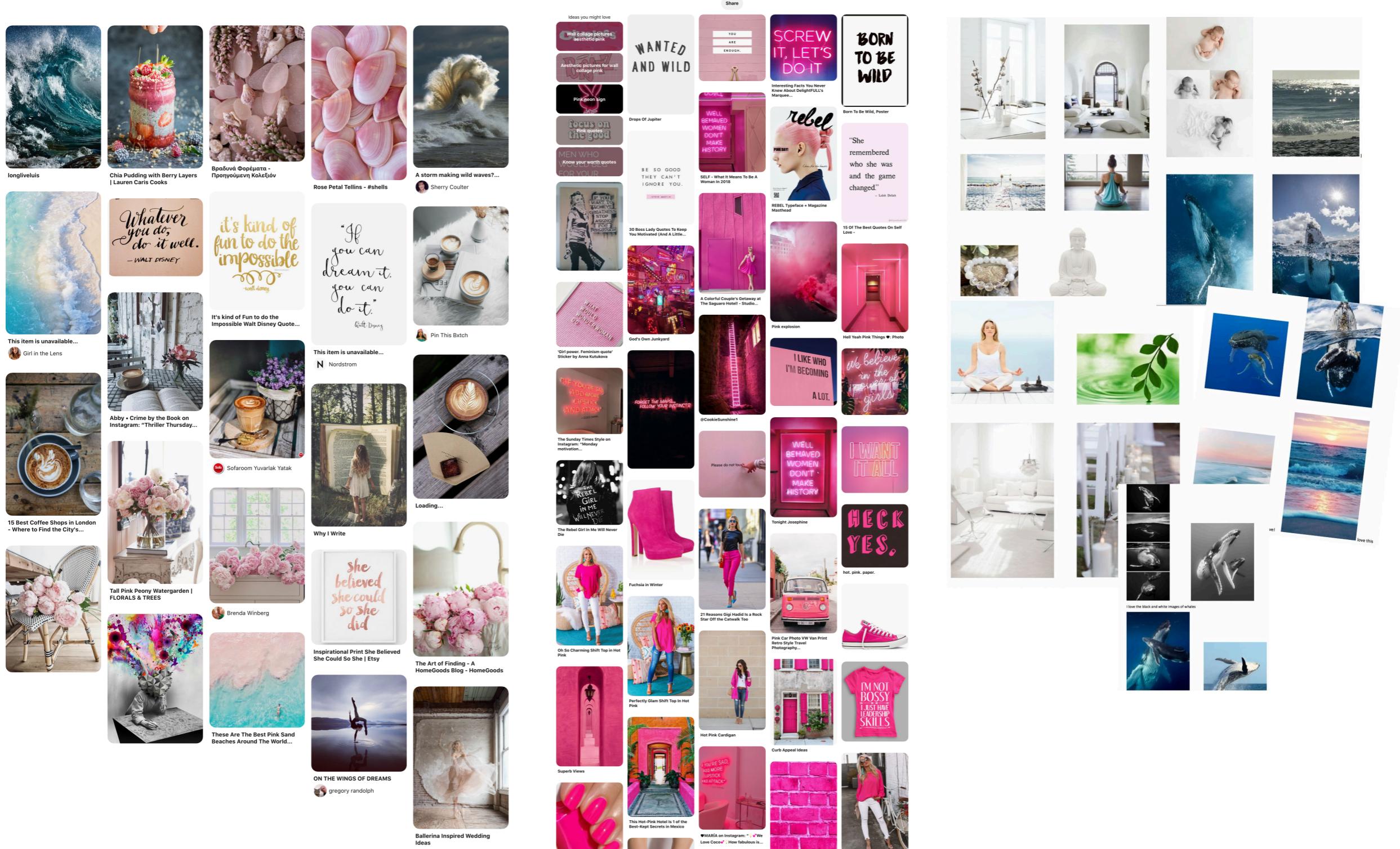
- Who are these ideal clients?
- What motivates them to work with you?
- What do they value about what you do?
- Who would you really love as a client?
- What would these perspective clients need to see/hear/read to be compelled to do business with you?

# BRAND ATTRIBUTES

- **CORE VALUES** (fulfilment, freedom, growth, making a difference in this world/meaningful life, generosity (support, love, kindness, care)).
- **IDEAL CUSTOMER** (kind, generous, spiritual, loving, needs support with their technical and marketing skills, wants to make a difference in this world, values knowledge and growth, is willing to invest in themselves, wants to create a long lasting business) + **DEMOGRAPHICS, BACK STORY, NEEDS THAT YOU CAN EXCEED** (Working with them until they are 100% in love with their website & brand, giving them extra tools & trainings that support their business that they didn't expect, outstanding communication skills, lead with love, support, care, belief, enthusiasm, believe in them more than they believe in themselves, help them awaken the powerful leader that they are, share my knowledge and teach them everything I know is helpful while creating a successful and meaningful business, constantly growing so that I can share top knowledge with my clients who appreciate knowledge and growth).
- **BRAND VOICE** (loving, authentic, passionate, human/compassionate/kind, sharing valuable knowledge, grounded).
- **FEEL** (I would like them to feel loved, cared for, feel like they can trust me, and feel good about being authentic selves with me, feel like I can guide them in creating a meaningful business that they truly desire).
- **IMPACT** (they empower their business & brand to be aligned with the impact that they were born to make in this world).
- **X-FACTOR** (customers feedbacks that are saying the experience with us has been life-changing, top quality and service, capable of explaining difficult things in simple language, we can see our clients unique gifts even when they don't see them yet, not building "just a website").
- **LOVE/HATE** - L- Freedom, Love, Generosity, Quality, Adventures, Passion for life, Creativity, Dance, Yoga, Berries, Animals, Nature, Books, Disney. H - Chaos, Judgement, Disrespect, Control, Not having a purpose, Not being able to make my own choices and explore, Status quo.

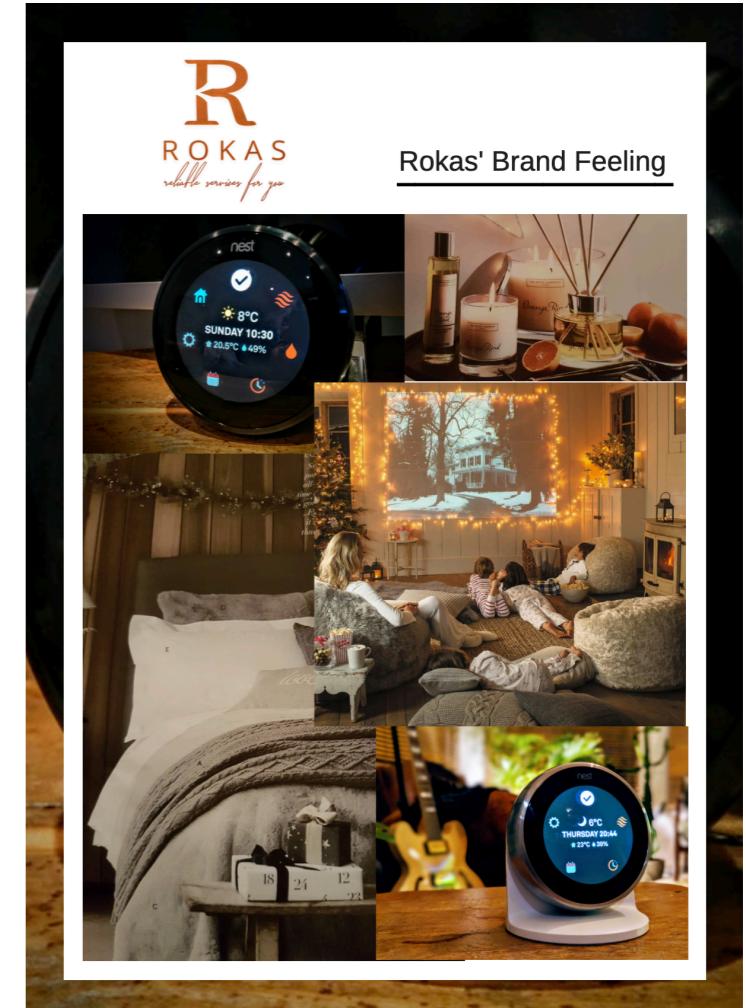
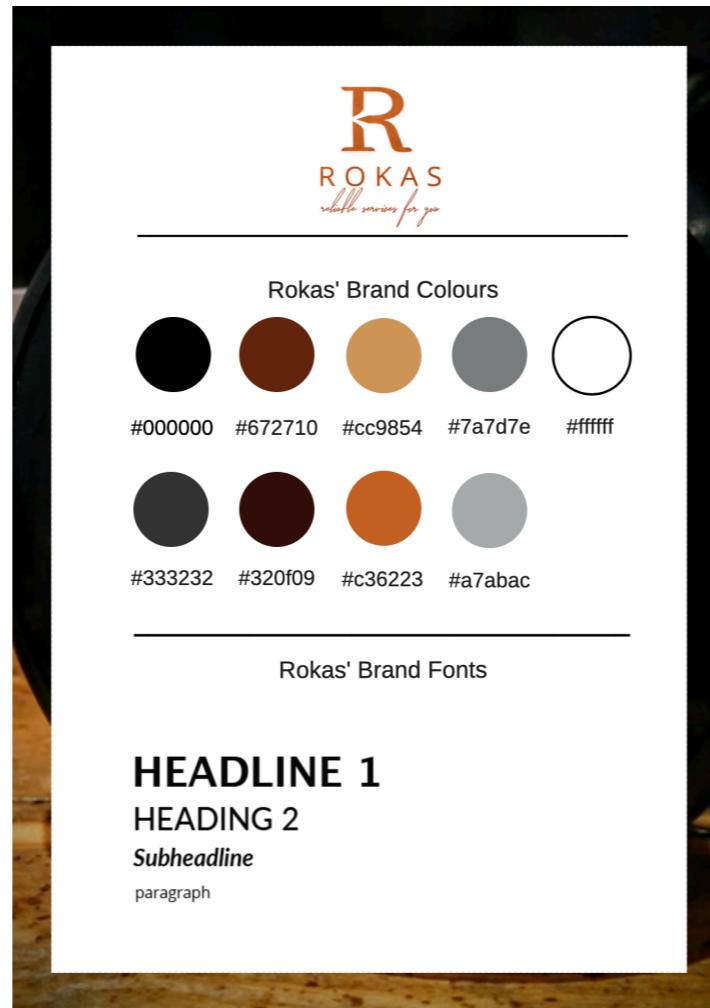
# INSPIRATION

Create your Pinterest board with anything that inspires you.



# GO EVEN WILDER

Inspire yourself, have it all organised, make it clear to your team.



# TOOLS & RESOURCES

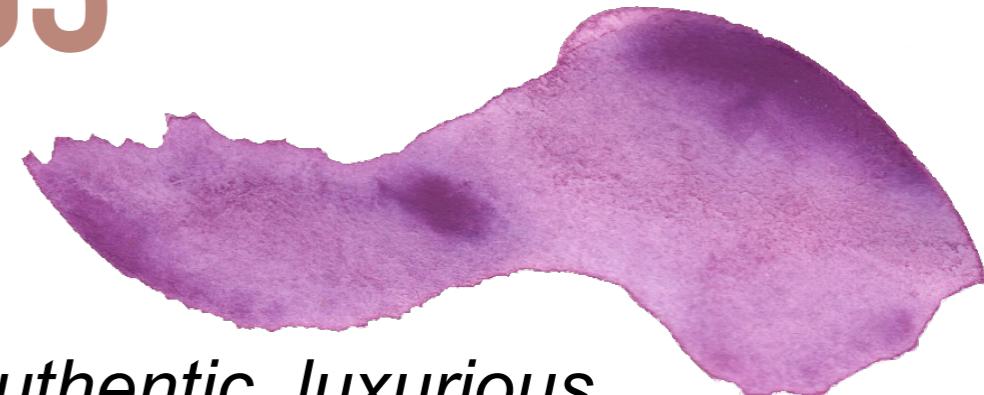
- <https://color.adobe.com/cloud/aHR0cHM6Ly9jYy1hcGktYXNzZXRzLmFkb2JILmlv/my/libraries/all>
- <https://www.canva.com/>
- <https://www.16personalities.com>
- <https://www.pexels.com/>
- <https://creativemarket.com/>
- Photoshop, Adobe Lightroom, Adobe Illustrator.
- <https://www.fontsquirrel.com/>
- <https://www.dafont.com/>
- <http://fontsgeek.com/fonts/>
- <https://www.design-seeds.com>

# YOUR BRAND COLOURS



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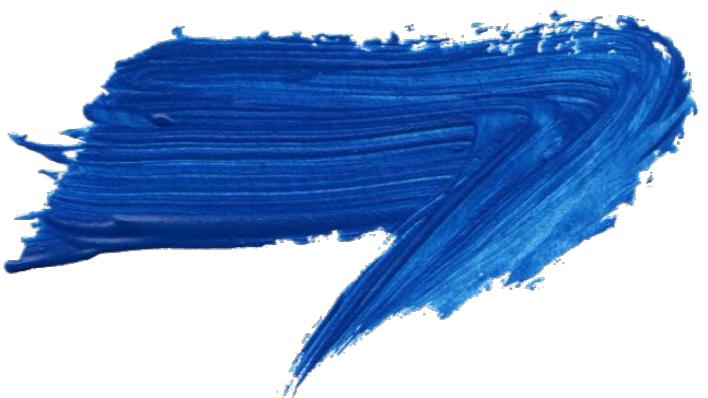
# COLOR MEANINGS



- **PURPLE** - *visionary, purposeful, truthful, authentic, luxurious, content, spiritual, quality. Can also mean flaky, mystical and downmarket.*
- Purple is a great go to colour for business on a mission.
- A deep purple will exude strength and vision whilst also feeling approachable. It makes great alternative to black if your business isn't winter.
- A softer, lighter purple will feel much calmer, serene and relaxing, whilst a light violet has a spiritual quality about it.

# COLOR MEANINGS

- **BLUE** - *intelligent, logical, ordered, calm, efficient, cool, serene, trustworthy, soothing, clear, forward thinking, communicative, focused, reflective. Can also be seen as cold, unfriendly, unemotional, conservative.*
- Blue is a very popular colours and brings with it a very wide gamut of attributes.
- A deep, petrol blue balances with a little green and a hint of black will feel intelligent, strong and highly trustworthy. It's ideal tone for communicating planning, logic and order.
- A bright, intense cyan blue will show more clarity and communication.
- A soft and light blue will feel reflective, calm and serene.



# COLOR MEANINGS

- **TURQUOISE** - *inspirational, innovative, creative, fresh ideas, efficient, clarity of thought, compassionate, calming, healing, self-sufficient. Can sometimes seem aloof, demanding, unreliable and boastful.*
- From the richest tone excluding strength, efficiency and integrity to the softest, prettiest aquas, turquoise brings a diverse character depending on it's tone.
- A mix of blue and green and yellow, this colour combines many of their attributes.
- Calm, communicative, growth, balance and uplift.





# COLOR MEANINGS

- **GREEN** - *restful, restorative, balanced, harmonious, abundant. Can also feel staid, stagnant and boring.*
- Green is restful, balanced and restorative colour that communicates harmony between mind, body and emotions.
- Green has an instinctive, primal quality about it and relates to an abundance of food and lush growth.
- It can add a lovely freshness to your palette.
- A deep olive green can add an element of restrained balance and harmony to the summer palette.
- A bottle green or British racing green has a large element of blue in its make-up and so will communicate more of the logical, efficient and professional attributes.

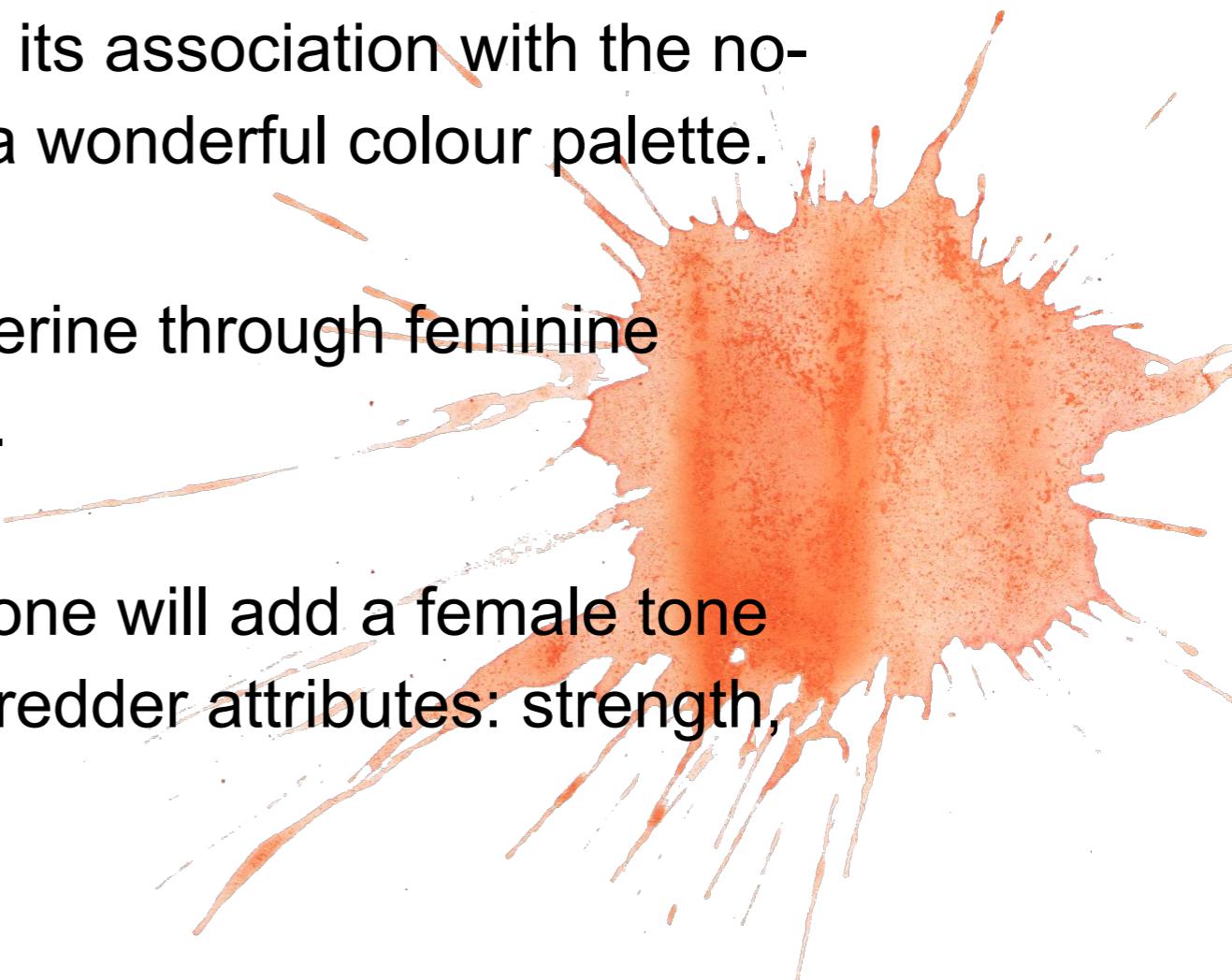
# COLOR MEANINGS



- **YELLOW** - *Self-confident, high self-esteem, optimistic, happy, friendly, extrovert, emotional strength. Can also come across as anxious, lacking in confidence, needy.*
- Yellow is a glorious happy, optimistic colour, brimming with self confidence and full of promise.
- A delicate primrose yellow will bring a soft and supportive optimism to a spring palette, whilst a warm, intense mustard makes a bold and confident statement.
- Yellow can be a difficult colour to work with as it is difficult to see it when you are using it on a font. Be careful while using it in a logo. Consider incorporating yellow into patterns or icons if you have a set of brand values that would benefit from this colour.

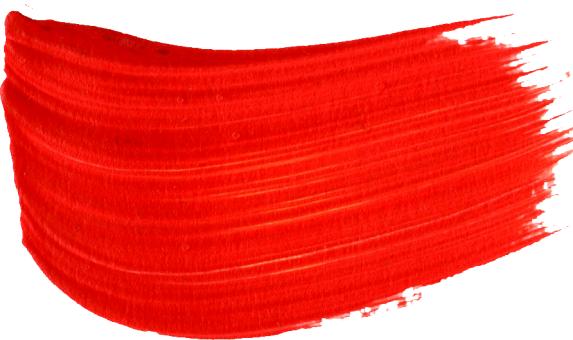
# COLOR MEANINGS

- **ORANGE** - *creative, abundant, sociable, positive, passionate, sensuous, secure, comfort, energetic. It can also mean unsafe, frivolous and deprived.*
- Orange has definitely suffered from its association with the no-frills sector in recent years, but it's a wonderful colour palette.
- Hues range from the brightest tangerine through feminine corals to soft peaches and apricots.
- Oranges that have more of a pink tone will add a female tone to your palette, whilst the stronger, redder attributes: strength, stamina and determination.



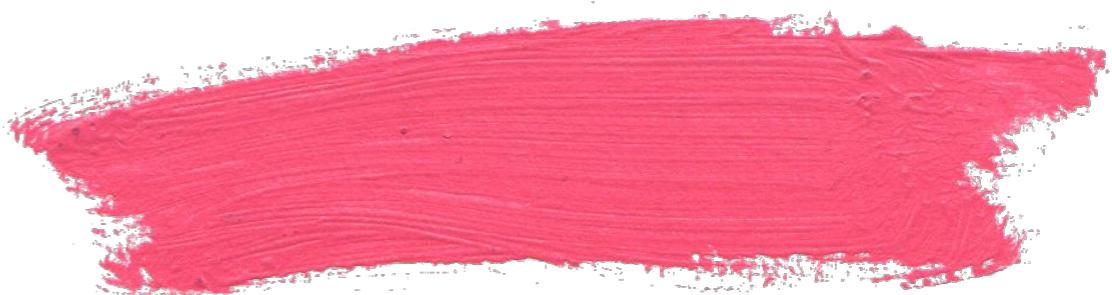
# COLOR MEANINGS

- **RED** - *strong, assertive, determined, motivated, courageous, warm, energetic, self-starter. It might also come across as aggressive, demanding, defiant, strain, anger.*
- Red will make the maximum visual impact for your business and is a great colour if you're in an industry where you need to assert yourself.
- Bright, tomato reds make a bold impact in a winter colour palette, whilst a soft, light, cherry red will add warmth, energy to the palette of spring pastels that may have otherwise been lacking in oomph.
- A warm Burgundy will add an element of tradition and history.



# COLOR MEANINGS

- **PINK** - *compassionate, warm, nurturing, tranquil, soothing, romantic, intimate, kind, reassuring, intuitive, hopeful, optimistic. It can sometimes also come across as naive, vulnerable, needy, over-cautious, girlish, lacking of willpower, lack of self worth.*
- Pink is a very feminine colour.
- Soft, blush pinks and nudes add a touch of class and elegance to a pared back palette whilst a bold magenta or neon pink will be all together more confident.

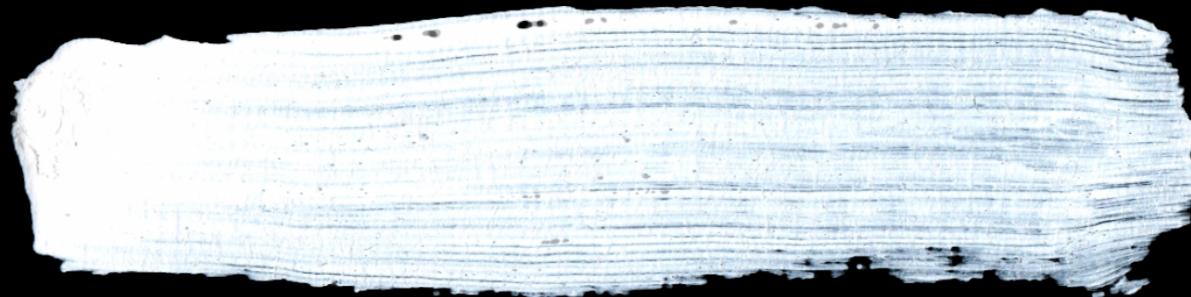


# COLOR MEANINGS

- **BROWN** - *grounded, stable, reliable, balanced, aspirational, reassured, practical, honest, sincere, warm, industrious, sensual, wholesome, orderly, organised, confident, modest, understated, earthy. It can also come across as boring, staid, heavy, unsophisticated, stingy, materialistic.*
- Brown is another great alternative to black and a natural choice for businesses who want to communicate an organic, earthy vibe.
- When executed with flair, brown can look quietly aspirational and confident.
- Mix a deep brown and a metallic or a beautiful mint green and you will create a luxurious and stylish palette.
- Style the same brown with a bright orange and yellow, and you will create something altogether more bold.



# COLOR MEANINGS



- **WHITE** - *clear, pure, simple, efficient, uncompromising, clean, hygienic, illuminating, sophisticated, ethereal. It can also feel isolating, uncompromising, stark, standoffish.*
- You may not add 'white' to your colour palette as such, but it does bring with it a set of characteristics and attributes that are worth considering.
- Try giving yourself some 'white space' on your blog or website, or perhaps use some subtle texture or pattern to fill the space.
- Polar white, or the stark white found in a minimalist apartment or an art gallery, is as hard to wear or work with as black, and belongs only in winter palette.
- For the rest of us think creamy, butter whites, greedy-grey whites or green-blue whites (very subtle amounts of colour).
- There's a white for every season and visually that's important: it lightens things up and creates freshness.

# COLOR MEANINGS

- **BLACK** - *glamorous, powerful, safe, secure, sophisticated, uncompromising, serious, luxurious, opulent, dramatic, dynamic, substantial, efficient, mysterious, in control. It can also come across as draining, menacing, oppressive, heavy.*
- Black excludes luxury, style and success.
- Remember that the misuse of black is the most likely way to throw out your colour palette and communicate some of the negative elements of your colours and seasons.
- It's a powerful colour for winter businesses and easy to use, but avoid it if your business is spring, summer or autumn.



# COLOR MEANINGS

- **GOLD** - *rich, opulent, warm, successful, wise, enlightened, powerful, wealthy, generous, compassionate, caring, loving, giving. It can also come across as immature, tacky, unsophisticated, ignorant, lack of wisdom, selfish, demanding.*
- **SILVER** - *reflective, illuminating, prestigious, wealthy, balanced, calming, glamorous, soothing, wise, insightful, self-controlled, responsible, dignified. It can also come across as lifeless, insincere, non-committal, dull, deceptive, melancholy.*
- Silver and gold add a luxurious and special touch to your colour palette. They can be expressive to reproduce in print, and on the web will convert to great or brown, so use it as an accent rather than the main colour within your palette.

# COLOR MEANINGS

- **GREY** - *sophisticated, glamorous, substance, efficiency. It can also come across as oppressive, lacking energy, lifeless, dull, exposing fears.*
- Grey combines the positive and negative effects of both black and white, and as such can be a useful colour when used with a light hand.
- Dark charcoals can be invaluable foils for softer, more delicate tones and especially useful when used for body text. They print well and work well online too.
- Softer, lighter greys can add a touch of sophistication and class to a palette but must be used sparingly or you'll risk sapping the energy out of your design.



# ACTION STEPS

- If you feel like you could know your values and purpose in life better, make sure you do the exercises provided in the PDF “Find Your True Purpose” and formulate your life’s mission statement accordingly.
- Can you confidently answer the questions about your brand and your audience? If not, make sure you come back to your avatar sheet and do a more sophisticated investigation on your ideal client.
- Know what kind of influence you want to make with your brand.
- Write down your brand attributes.
- Select the colours, fonts and patterns that will assist you while creating the influence that you want to make with your brand.
- Create a visual direction for your brand.