

BUILDING your Brand

A Step by Step Guide for Entrepreneurs

1 DEFINE YOUR BRAND'S VALUES & MISSION

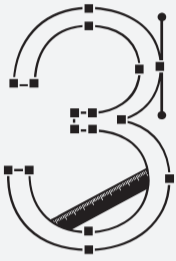


List your company's values as well as the value you offer your clients. Based on your ideas, create a mission that defines your goals and embodies your company values.



Determine Your TARGET Audience

Once you uncover your demographic, identify which emotion you want to appeal to.

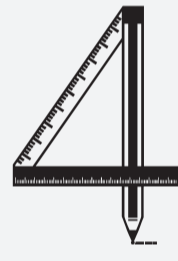


3 DECIDE ON A NAME

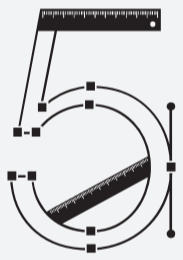


Select a name that represents the values and personality of your company or product. Keep in mind which emotions you want to resonate with your clients.

4 DO YOUR HOMEWORK



Research domain names and social media handles to ensure that no one uses the name you have in mind.



5 Create YOUR LOGO

Your logo should be simple, clean, and reflect part one and two. A successful logo should be legible in black and white, and have the same impact regardless of color and size.

BE CONSISTENT

TYPEFACE

A logo should only consist of one to two typefaces.

Choose a complimentary **SERIF** and a **SANS SERIF** for body copy.

Pro Tip
DO NOT USE **Comic Sans**

TAGLINE

Create a tagline that is concise, memorable, and that captures the value or personality of your business.

Color Meanings In Design

- RED** Love. Passion. Danger.
- ORANGE** Innovation. Creativity. Warmth.
- YELLOW** Joy. Optimism. Energy.
- GREEN** Life. Money. Environment.
- BLUE** Peace. Loyalty. Trust.
- PURPLE** Royalty. Wisdom. Dignity.
- BLACK** Power. Sophistication. Mystery.



Colors have meaning. Colors should be used to represent the emotion and message you want to convey to your target audience.

LONGEVITY

While your brand will evolve over time, your brand values and elements should be timeless, not trendy.



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