

BRANDING

How to Build a Brand That Actually Feels Like You

BRAND FOUNDATIONS

Start with the feeling, not the logo



1 Pick 3-5 Brand Words

hoose a few words that describe how you want people to experience your business. Think about the feeling your brand should leave behind.

Why it works:

It gives your visuals, copy, and decisions a clear direction

Try this:

- List 10 words first
- Circle your top 5
- Remove words that clash
- Finish this sentence: “My brand should feel...”



2 Know Who You’re Talking To

Get specific about your audience. A brand feels more personal when it speaks to real people with real needs.

Why it works:

Clarity about your audience makes your messaging more relevant and trustworthy

Answer these:

- Who are they?
- What do they need?
- What do they value?
- What helps them trust a business like yours?

Tip: The goal is not to appeal to everyone - it’s to connect with the right people

VOICE + VISUALS

Turn the feeling into a look and voice

3 Build a Moodboard



Collect examples of colours, fonts, photos, textures, and spaces that match your brand words. Look for patterns before you start designing.

Why it works:

It helps you create a visual direction that feels intentional instead of random.

Include things like:

- Colour inspiration
- Font styles
- Photo mood
- Textures or design details

4 Write a Mini Voice Guide



Decide how your brand should sound in captions, emails, website copu, and client communication.

Why it works:

A clear voice makes your brand feel consistent.

Write down:

- 3 words your voice should be
- 3 - should never sound like
- A sample intro line
- A sample caption

Tip: If it sounds like something you would never actually say, it probably isnt your brand voice.

PUT IT TO WORK

Make it easy to stay consistent.



5 Create a Simple Brand Kit

Save the essentials you use again and again so your brand stays consistent across your website, social media, and client materials.

Why it works:

It reduces decision fatigue and helps your brand look more polished over time.

Your kit should include:

- Logo files
- Brand colours
- Fonts
- Photo style notes
- A few reusable templates

A Quick Brand Check

- [ ] Does this feel like my business?
- [ ] Would my ideal client connect with it?
- [ ] Do the visuals match the feeling I want?
- [ ] Does the wording sound natural to me?
- [ ] Is it clear and easy to recognize?

A strong brand is clarity repeated

When your look, voice, and message all align, your brand starts to feel unmistakably you.