

WELCOME



Essential Branding for Entrepreneurs

Thursday, January 27, 2022



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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PRESENTER



Amy Harrison

- Amy is a graphic designer with 20 years experience working with small businesses in Halifax.
- She has a BA in English and a Masters of Science in Publishing (2008-New York).
- Amy's goal is to empower small businesses by offering full service graphic design, Canva training, website design and marketing advice.
- Amy's passionate about helping businesses level up their branding and marketing through effective communication and design.



Essential Branding for Established Entrepreneurs

Amy Harrison, Founder & Force, Pixels & Pieces Design

Before we dive in

- Washrooms
- Safe space
- Questions
- Recording
- Handouts

About Me



- Graphic Designer 20 years
- Masters in Publishing 2008
- Project manager- PMP 2019
- Works with small-> large orgs
- Loves dogs, traveling, new runner, making/crafting

Outline

- Branding is...
- Most Basic Branding Decisions
- The Key: Consistency
- Show People your Business: Flex your Brand
- Tools & Help



Branding is...

“A brand is the entire set of experiences & expectations that you have of an organization”

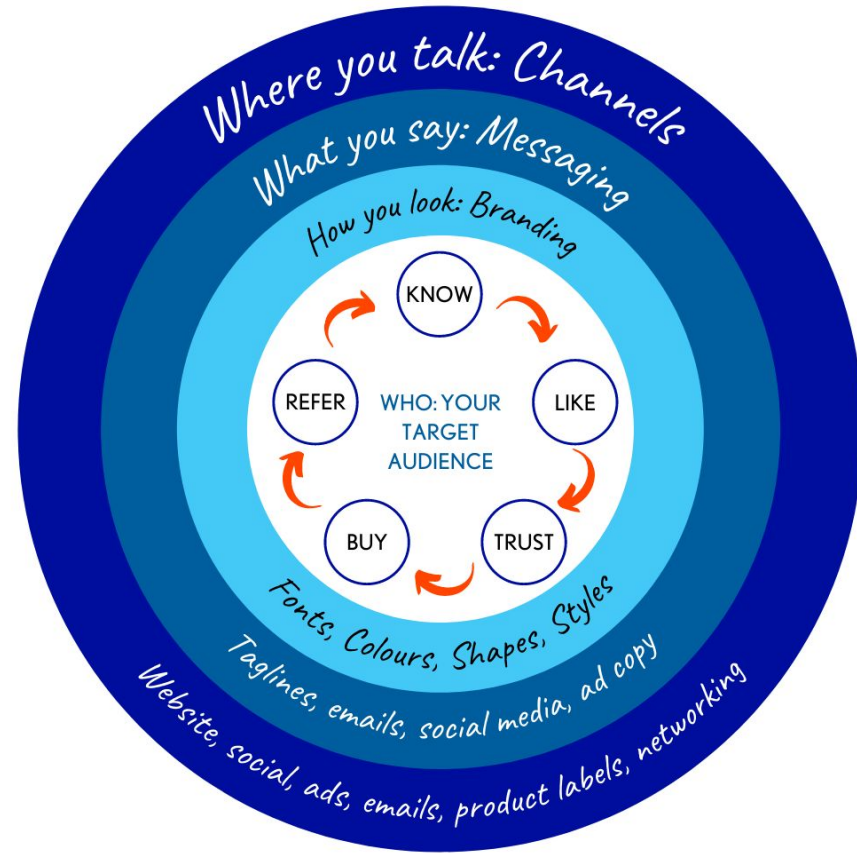
Communication

- Potential Customers
- Peers/Industry Partners
- Banks/Lenders/Groups
- Public

*Who is your
target
audience?*

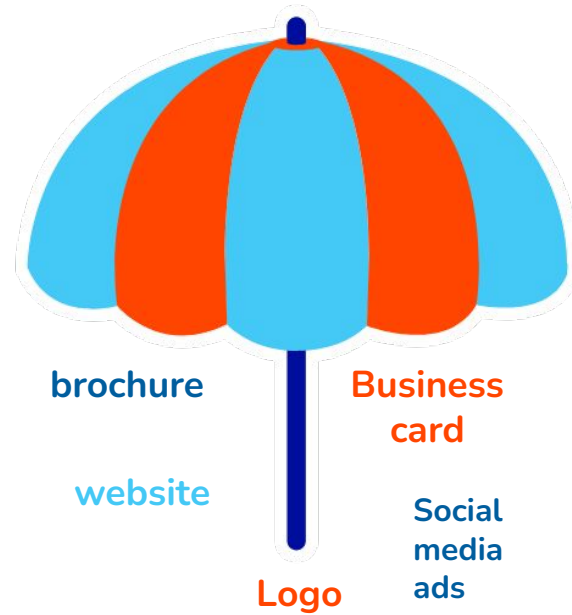


Central to your business



Branding is...

An Umbrella







Most Basic Branding Decisions




Colour, font, shape, style

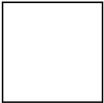
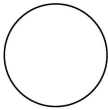
Brand Guidelines: _____


Main feelings: _____

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| Web: # | Web: # | Web: # | Web: # |

Fonts: **Headline** **Subhead** **Regular**
Ex: Book Antiqua Ariel Times new roman

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|---|---|--|
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My logo:  



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DIY VS BUY



A word about colour

Colour Types, Values & Uses



Colour Types

RGB

RGB is for screens
(like a powerpoint presentation)

HEX/HTML

HEX/HTML is for websites

CMYK

CMYK is for printing
Cyan Magenta Yellow Key (black)

Values

R G B
252 76 2

FC4C02

C M Y K
0 77 100 0



Record your choices on your brand guide worksheet

What the font?

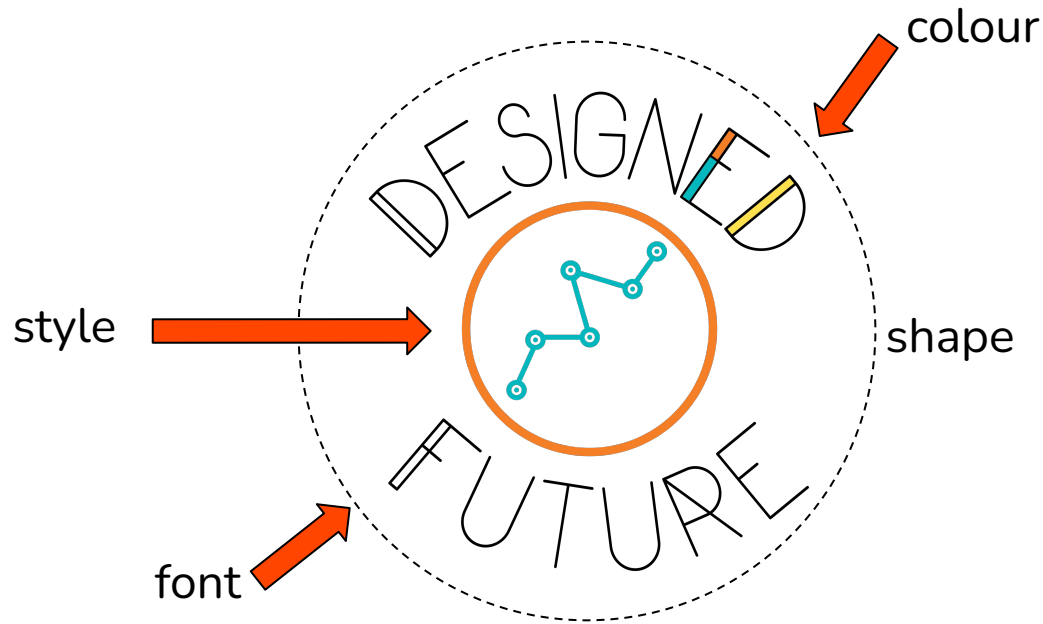
- Feelings
- Brand opportunities
- Availability



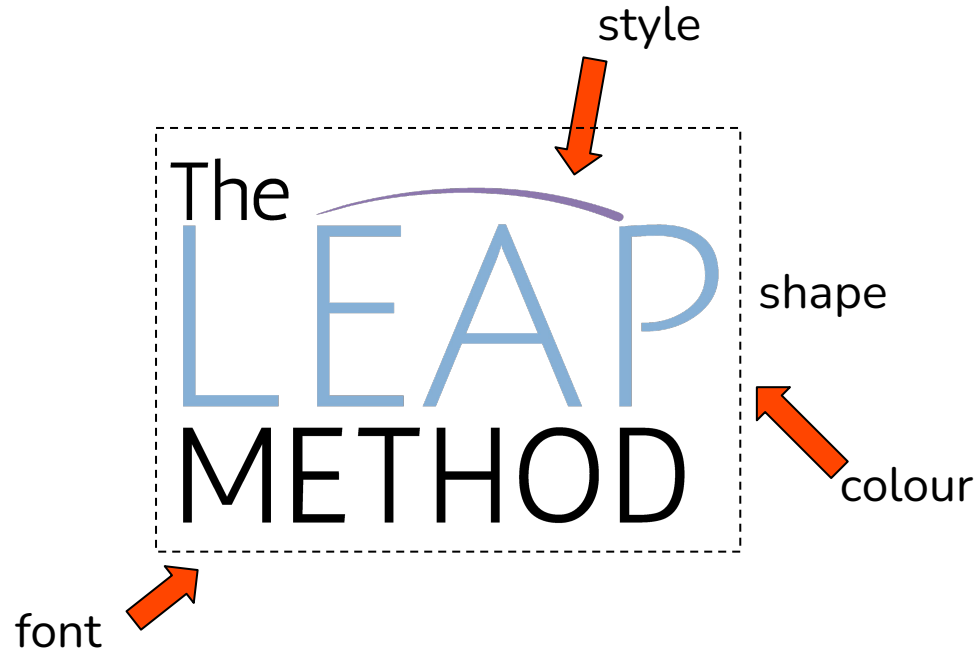
Anatomy of a logo



Anatomy of a logo



Anatomy of a logo

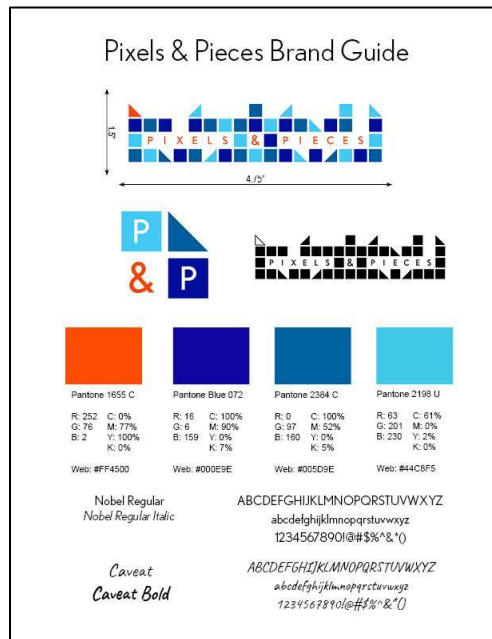


Failed logos



The Key: Consistency

Consistency is key



Brand building must be owned by everyone attached to the organization



Show People Your
Business

Flex your brand

Every touch point is
brand building
or brand distracting



Tools & Help

Tools

- Canva.com
 - Freemium
 - Versatile
 - Accessible

Coming soon:
Canva video
classes



Help

- Experience with situations & opportunities & partners
- Expertise with available software
- Judgment in terms of quality and trends
- Hire:
 - Search for their portfolio
 - It's about fit
 - You get what you pay for

You should get:
- Logo folder
- Brand guide
- Ownership

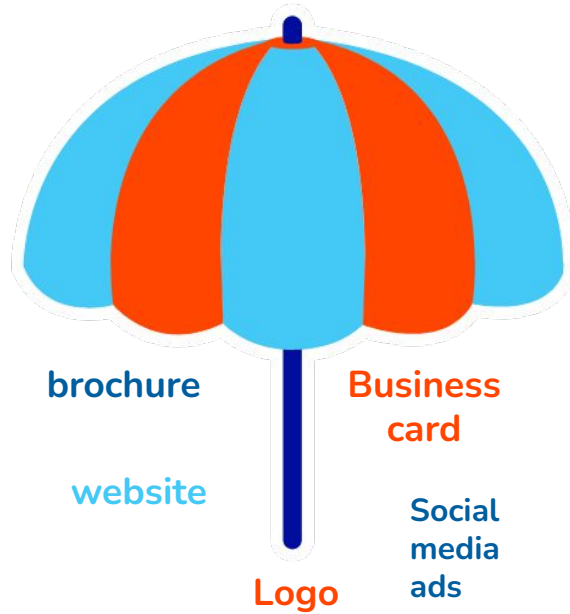


Services I offer

- Branding consultations
- Full service branding
- Canva Classes
- 1:1 marketing & operations support



Umbrella, Decisions, Flex, Consistency




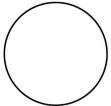
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My logo:  



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Questions?

Thank you!

Amy Harrison, Founder & Force, Pixels & Pieces Design

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@pixelpieces



UPCOMING WEBINARS

- Thursday, February 10, 2022, 10 am:
Website Analytics Dashboard: A templated approach to using website data to understand how your customers interact with your business online.
- Thursday, February 24, 2022, 10 am:
Data Storytelling: Keeping the Audience Engaged When Presenting Analytics
- Subscribe to the inTouch Newsletter to receive notice about other webinars in the series.



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<https://tourismns.ca/webinar-series>

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