

BRAND LIKE A **CELEBRITY**

How to craft a personal brand that's memorable, magnetic, and influential using strategies like semiotic branding, sensory branding, and more.



About PESSOALS

We are a personal branding agency focused on helping artists, entrepreneurs, and experts craft powerful, authentic brands. Our team of brand strategists, designers, and storytellers simplifies the process and makes your story shine with clarity and purpose, reflecting exactly what makes you unique.



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Readers are encouraged to use the insights provided in a respectful and ethical manner while building their personal brand.

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Chapter 6

Choose your aesthetics

Now that you have figured out what you want your personal brand to be, the next crucial step is choosing your aesthetic. You might be thinking, but I like everything, how do I decide on a style? Well, it's essential to pick a style because your audience or your fans need to know which box to put you in. Over the last few years, it's become popular to reject genres and combine different Aesthetics.

Take Billie Eilish, for example, In her own words “ *I don't want to fit into a box, I don't want to be a genre I say all the time like if it's a good song it's a good song it doesn't matter I'm everything I try to be everything* ”

But this approach works only when you're already a well-established Persona, until you reach that point. It's better to stick to aesthetics, but how do I do that, you might ask? Do I need to be hot? Do I need a weird haircut? Have I



done a good enough job with my look? When it comes to branding your appearance, there is only one Golden Rule you need to follow. You must look easy to draw. Look at Nicki Minaj, Anna Wintour, and Johnny Depp.

(*Nicki Minaj, Johnny Depp, and Anna Wintour*)

If any of these celebrities walked around looking like Kim Kardashian from the 2021 Met Gala, we would still know who they are.



(Kim Kardashian, 2021 Met Gala)

Except for Jojo Siwa.



(Jojo Siwa)

Some famous people have unfortunately struggled to establish a consistent visual identity. What they're missing is a bow that ties everything together. That is a consistent aesthetic, something unmistakably theirs that people instantly recognize

If we apply that to you and your brand, here are some elements you can start focusing on to build a more impactful visual identity.

Elements of a Strong Visual Brand

- Hair Style
- Signature Color
- Nails
- Jewelry
- Statement Clothes
- Tattoos
- Glasses
- Makeup

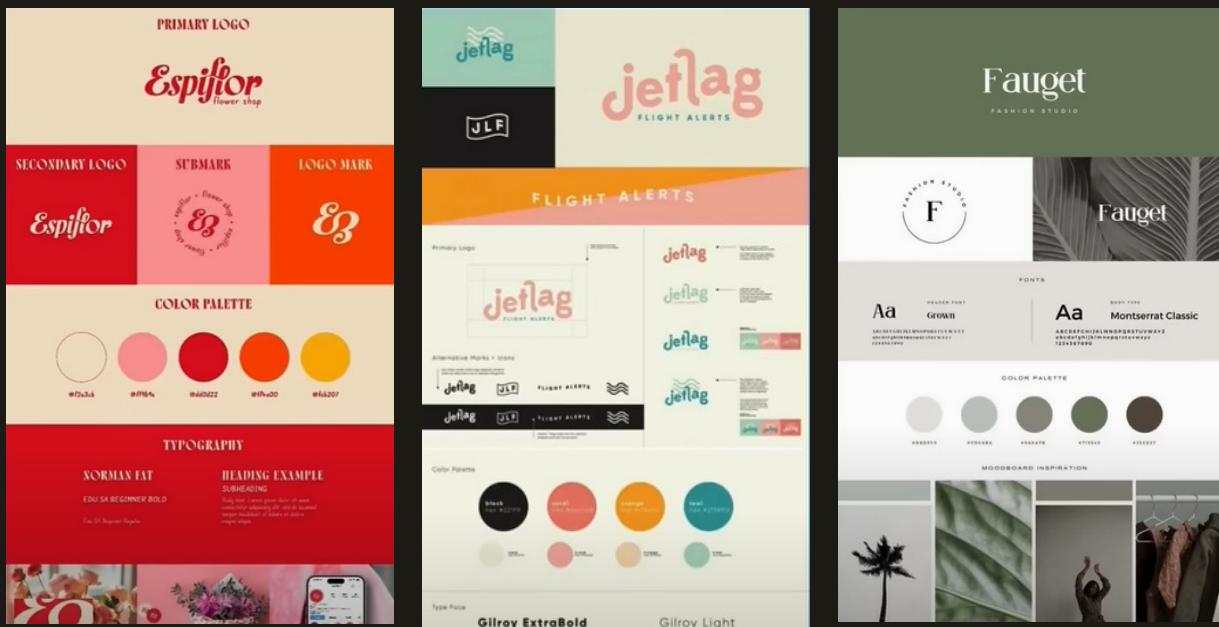
Your hairstyle signature pieces and jewelry are the most important elements when it comes to defining your look they can easily set you apart and they can also be your tools to make a statement for more masculine aesthetic or if you worry about your brand coming across it's still feminine try to have a one or two statement pieces they're not so flashy.



(Lewis Hamilton)

For example, Lewis Hamilton in his style is something you can look up to. He seamlessly mixes High fashion with Street Wear, adding just one or two saving pieces, usually a long coat or jacket. Whatever you do, make it uniquely yours, and be consistent. Once you establish a unique adhesive look, you'll have a solid foundation to apply.

The next step is to ensure your online brand follows consistent visual rules. This means you need something called a **brand guide**. A brand guide keeps everything you post visually consistent and plays a crucial role in how people perceive you online.



A Brand Guide Consists of

- Font
- Brand Logo
- Color Palette
- Brand Name
- Storytelling Style
- Content Style Guide
- Content Editing Style
- Social Media Aesthetics



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PESSOALS

Crafting premium personal brands.

Thank You for Reading. At Pessoals, we believe that your personal brand is more than just a logo or a color palette; it's the essence of who you are and the impact you aim to make. Our mission is to accelerate professional influence and position individuals like you as trusted authorities in your field.

Whether you're just getting started or refining an existing presence, we're here to help you craft a brand that's bold, strategic, and unforgettable.

Our Services

We offer a range of services designed to elevate your personal brand:

Personal Brand Strategy	Personal Visual Identity
Custom Website Design	Custom Website Development
Social Media & Marketing Templates Design	Social Media & Content Marketing Strategy

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