**Brand Design**

This will be the look and feel of the website and all social media sites

|  |  |
| --- | --- |
| What keywords best describe your business? | Training, workshops, digital marketing, marketing, marketing training, digital marketing training |
| Who is your Target Market/Ideal customer? | Entrepreneurs, StartUps, Business owners, new business owners |
| What type of feel would you like your site have? Eg: Happy, Fun, Fresh, Loving, Comfort, Serious, Supportive, Positive | Fresh, professional, supportive, positivie |
| What ‘look’ would you like your site to look? Eg: Corporate, Modern, Fun, Pretty, Fresh | Modern, fun, fresh |
| Please give examples of websites that you like the colour, feel and look of: | Wordpress themes  Airi  Simplicity of following (but I don’t like animations)  <https://trello.com/en-AU>  <https://www.vendhq.com/au/> |
| Competitor Website URL’s | <https://www.authentic.com.au/>  <http://www.southerngoldcoast.com.au/digital-marketing>  <https://optimiseandgrowonline.com.au/marketing-workshops/>  <http://www.marketingangels.com.au/marketing-workshops/> |
| Do you have any particular colours in mind? | Blues. Greys, white and blacks |
| What colours don’t you like? | Pink, orange |
| Linked associations or accreditations you would like to add on your site |  |
| What are some of the most important keywords that you think should be included on your site | Training, workshops, digital marketing, marketing, marketing training, digital marketing training |
| What are the 5 most common phrases your clients would put into the Google search bar to find your (key phrases) | Marketing workshops  Digital marketing workshops  Marketing training  Marketing workshops near me  Digital marketing training  How do you write a marketing plan  How do you create a marketing plan  How do you develop a marketing strategy  How do I do digital marketing  Digital marketing workshops  Digital marketing training  Digital marketing training course  Digital marketing workshop |
| Do you have any customer testimonials/good customers that would like to be featured on your site (adds credibility)? | No yet |
| Any additional information that you want included on your site |  |
|  |  |

**Style sheet**

|  |  |
| --- | --- |
| **Details** | |
| Logo |  |
| Banner |  |
| Hex Codes |  |
| RGB Codes |  |
| Font used in the branding |  |
| Canva substitute font |  |
| Colours |  |
| Themes |  |
| Overall tone of the business |  |
| Price point of target audience |  |
| Trademarked items |  |
| Copyright items |  |
| Patent items |  |
|  |  |
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| --- | --- |
| **Versions of Logo** | |
| Logo |  |
| Banner Logo |  |
| 160px block |  |
| Website Banner |  |
| Website Banner BMME |  |
| Google My Business Banner |  |
| Facebook Icon |  |
| Facebook BMME Banner |  |
| Instagram Logo |  |
| Twitter Header |  |
| LinkedIn Banner |  |
| YouTube Banner |  |
| Logo banner web |  |
| Flavicon |  |
| Facebook Story image |  |
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