**Brand Design**

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

|  |  |
| --- | --- |
| What keywords best describe your business? | Professional, quality, experienced, trustworthy, reliable, competent, Qualified, technical |
| Who is your Target Market/Ideal customer? | Domestic, Rural, Industrial, Commercial |
| What type of feel would you like your site have? Eg: Happy, Fun, Fresh, Loving, Comfort, Serious, Supportive, Positive | Serious, professional, productive, positive, practical, technical |
| What ‘look’ would you like your site to look? Eg: Corporate, Modern, Fun, Pretty, Fresh | Not cluttered, easy to read/navigate.  Professional, modern, fresh. |
| Please give examples of websites that you like the colour, feel and look of | <https://chriselec.com.au/>  <https://southeastelectrical.com.au/>  <https://www.electricalmagic.com.au/> |
| Competitor Website URL’s | <http://www.puginpower.com.au/areas/electrician/gold-coast/ormeau>  <https://www.oceansideservices.com.au/electrician-ormeau/>  <https://knightpowerelectrical.com.au/ormeau-electricians-can-rely/> |
| Do you have any particular colours in mind? | Contrasting, easy to read/see eg red/black/white or red/dark blue/white |
| What colours don’t you like? | Green, light blue, yellow, purple, pink |
| Linked associations or accreditations you would like to add on your site | Example |
| What are some of the most important keywords that you think should be included on your site | Electrician, electrical work, Electrical Contractor, appliances, smoke alarms, lighting, power points, switchboards, tariffs, oven, cook tops, Energex, RCD’s, waterproof, fault, spark, isolate, conductor, Safety switches, phone points, ceiling fans, power poles, property poles, renovations, pools & spas, security lights, LED’s, test and tag, Underground, Overhead, breakdowns, repairs, install and supply, rectify, sensor, Sewage Treatment Systems, Exit lights, Timers, circuit breakers, Testing, Earthing, Cable, conduit, motors, 3 phase, single phase, volts, amps, switches, live, fuse, fusion, aerial |
| What are the 5 most common phrases your clients would put into the Google search bar to find your (key phrases) | Electrician Ormeau  Electrician Pimpama  Electrical Ormeau  Electrical Pimpama  Electrician near me |
| Do you have any customer testimonials/good customers that would like to be featured on your site (adds credibility)? |  |
| Any additional information that you want included on your site |  |
|  |  |

**Style sheet**

|  |  |
| --- | --- |
| **Details** | |
| Logo | This is an example of requirements, needs to be made more professional |
| 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 |  |
| Document Footer |  |
|  |  |

|  |  |
| --- | --- |
| **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 |  |
| Article 1 image |  |
| Article 2 image |  |
| Article 3 image |  |
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