



TAMING THE BEAST CALLED BRANDING

5 Super Easy Steps To Create an Impactful Brand from Scratch without hiring
Expensive Experts in just 1 week!

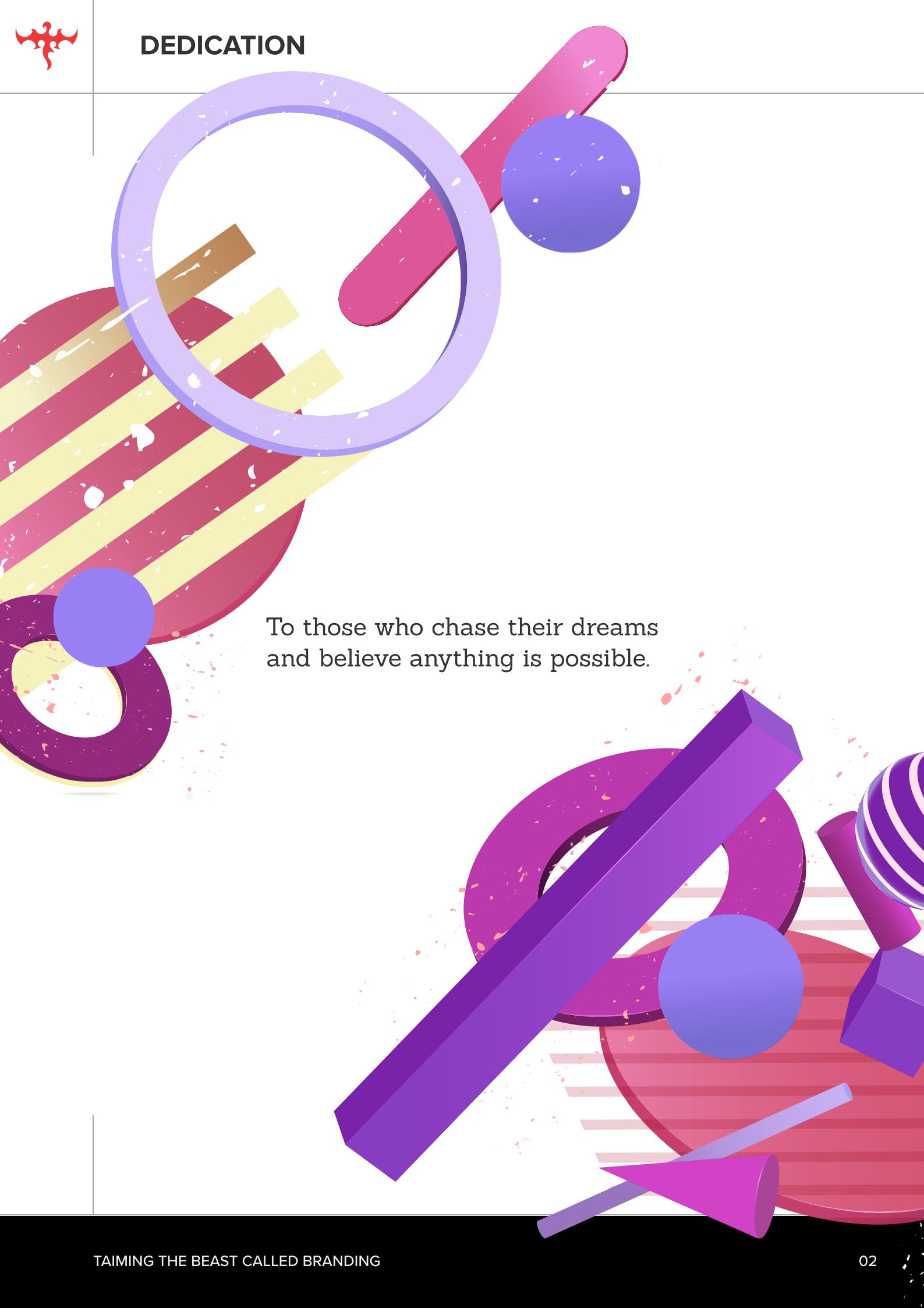
**TAMING
THE BEAST
CALLED
BRANDING**

DISCLAIMER

This book serves only as general advice. It is prepared for the business builders with the intention of guiding and helping them to grow in their respective businesses. Anyone acting upon the content of this book must check the suitability of methods in light of one's requirements, business needs, and financial position. To the maximum extent permitted by law, the author and the publisher disclaim all responsibility or any liability affecting directly or indirectly to any person acting or not acting on the contents of this book.



DEDICATION



To those who chase their dreams
and believe anything is possible.



CONTENT

	CALM BEFORE THE STORM	05
	WHY AM I CALLING IT A STORM	06
CHAPTER I	ERASING THE PAST	07
CHAPTER II	NEW BEGINNINGS	08
i	ALL THAT GLITTERS IS NOT GOLD	09
ii	THE TASTE SYSTEM	10
CHAPTER III	JOURNEY TO THE CENTER OF EARTH YOUR BRAIN	11
STAGE 1	BRAND PURPOSE	12
STAGE 2	BRAND VALUES	14
STAGE 3	BRAND VISIONS	15
STAGE 4	BRAND PERSONALITY	17
STAGE 5	BRAND RECOGNITION	19
CHAPTER IV	TAMING THE BEAST	21
i	LOGO	23
ii	COLOR THEORY	28
iii	PATTERNS	31
iv	TYPOGRAPHY	23
iv	STYLES	23
v	BRAND BOOK	23



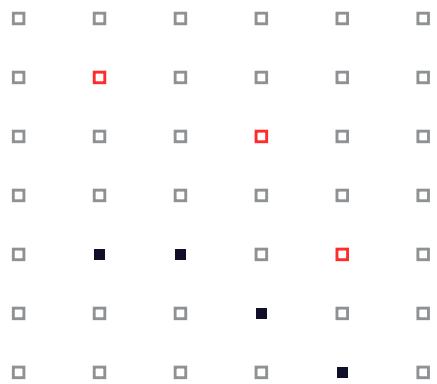
CONTENT

PEEK INSIDE THE BOOK

CHAPTER V	CASE STUDIES		37
i	ALIVIO PHARMA		23
ii	KEYKI		23
iii	EXALTE		23
iv	UZHAM		23
	CONCLUSION		38
	ABOUT		39



CALM BEFORE THE STORM



Hello Friend,

I know branding is hard. The experts charge fortunes to do it for you. The accessible freelancers on online marketplaces are talented with tools but lack the vision for your business. So, whether you are a business builder, an entrepreneur, or a designer you have downloaded this book for answers. Someone who can teach you what branding is and how to perfect it. Downloading it might turn out to be the best thing you ever did online. Remember, your brand is the hero of your story - it's a legend in creation. Consider this book your guide.

Together we will impart on a journey from what you know about branding right now to what it really is. You will see this book delivering the promises and walking the talk. Moreover, all the methods discussed in this book are time-tested, result-oriented, and applicable to any industry you may belong to.

The practices of branding explained in this book, as you will see later, are applied everywhere. You just have to be with me from start till the end. Make sure not to hop back and forth if you want to survive this storm. By the time you finish reading it, you will start observing each aspect of branding which was hidden in plain sight before. You will also learn how branding increases the value of your business significantly.



WHY AM I CALLING IT A STORM?

WHY AM I CALLING IT A STORM?

Because it is one. My intention is to give you a 220V shock from a AA battery - in a good way of course - to open your mind to the multi-layered world of branding. I will explain why you need it and how you can do it yourself without hiring expensive professionals.

Branding in its earliest forms dates back to 2000 BC. That's 4000+ years. Even the thought about doing that research will end up in the NO box of your brain. You don't have to go to those lengths or even watch boring Youtube videos. Let's say, I have done that for you, extracted what matters today, and composed it in a format you'd love.

I want to bombard your brain with information, stories, and visuals that won't only inspire you but will shatter your creative block. Hence I have written this book.

Gather your supplies, we are going into the storm. Ready when you are.



CHAPTER I

ERASING THE PAST

Let's start with your understanding of branding. Shall we? Please answer this question before you move on.

Which of the following elements can you call Branding?

LOGO

PACKAGING

TYPOGRAPHY

COLORS &
STYLES

WEB DESIGN

INTERIOR
DESIGN

ADS

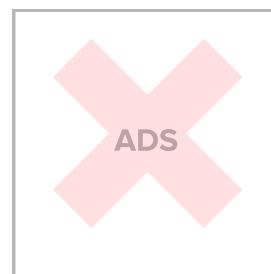
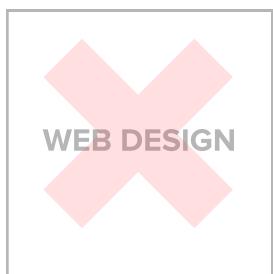
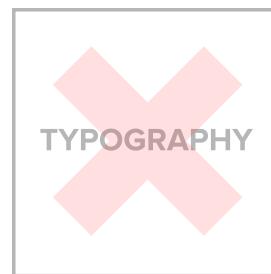
PRODUCT
BEING SOLD

SERVICE
BEING
OFFERED

BUSINESS
OPERATIONS



THIS IS NOT BRANDING





Yes, you read it right. None of the options given above can be called branding. As a matter of fact, people call logo design branding all the time.

From a businessman's perspective; once he gets a fancy logo, packaging design, stationery, add-ons, etc from a graphic designer he thinks it's done. If we go one step ahead, people tend to get their websites, shops, and offices designed to achieve branding but the fact of the matter is they are still far from it.

If you think you have made such a mistake earlier, don't be afraid. These are all the tools to achieve branding. You see, a logo is a great tool; its design leads to a better brand impression. If you have all these resources, save them. They will help you headstart afterward.

Now, let's see what branding is really about.



CHAPTER II

NEW BEGINNINGS

**/// A brand is the outcome
of everything you did
for the customer.”**

A brand is an opinion of a customer about you after he does business with you. It is the result of all the efforts you have made for the customer. This opinion depends on literally everything about your business. Starting from your product to the employee who dealt with your customer. This list can be a mile long which may include logo, business card, packaging, social media, advertisements, etc. Hence, you may have seen two friends arguing over the same brand if it's good or not - just like a movie!

The collection of opinions makes the general reputation of a brand. This is the most important thing about your business. I cannot stress more. This is the lifeline. A person with a positive opinion will automatically advertise your brand but a person with a negative opinion may stop anyone from even trying your product. Remember when someone told you not to care about what people think? Well, it's time to care now.



Branding includes all the methods you can opt to make your customer happy and satisfied. I have divided these methods into two categories. I call the first category "Taste system" and the second one "Visual System". Let me explain: imagine someone offering you a candy wrapped in gold foil but when you eat it, it's the bitterest thing you have put in your mouth.

ALL THAT GLITTERS IS NOT GOLD

Had it been the other way round so that the candy had a usual wrap but it tasted out of the world. You'd ask for more. Hence Taste System is more important than the Visual system but does that mean you can take the latter for granted? Absolutely not! You see there's a big chance someone offers you a normally wrapped candy and you pass the offer. Alas! You just missed the tastiest candy on planet Earth.

The Visual system is everything that people see about your brand. This may include your logo, color scheme, brand language, brand tone, outlet design, office design, packaging design, etc. Let's look at it this way: imagine you have exactly what people want but they aren't attracted to it. This puts you in a serious dilemma. Therefore, you need to work on the Visual System as much as you do on the Taste System. They are two faces of the same coin. Together both systems create a brand.



CHAPTER III

JOURNEY TO THE

CENTER OF THE

EARTH YOUR BRAIN



In order to achieve both systems in their true sense, we have to go down a path that is rather tedious. But I have made this journey many times so I have divided the whole course into five smaller steps.

STAGE I

BRAND PURPOSE

*"Our journey starts with one basic question.
Why do you want to make this journey?"*

Brand purpose lies at the very core of your business. It answers a small yet one of the most difficult questions you may ask yourself.



WHY DO YOU DO WHAT YOU DO?

The surface-level reason one can give is to earn money. Brand purpose is the reason why your company exists and these reasons are beyond profit. You have to answer what inspired you, why you started it, what do you want to achieve, and what makes you keep going. At this stage, forget about your challenges and how you would achieve your goal.

Right now, the only thing you need to know is “If your dreams do not scare you, they are not big enough”.

Here are three main questions you need to put your brain power to. Take a good chunk of your time and write down the answers. A piece of advice: let your heart answer these.

Q1. What do I want to achieve in this life?

Q2. What impact do I want to make?

Q3. What legacy do I want to leave behind?



STAGE II BRAND VALUES

Once you have a clear purpose in mind, you would want to have a set of rules. This set of guiding principles is called Brand Values. Practically speaking, all of the elements a customer could experience interacting with your brand can also be called brand values.

“Set of rules for the travels!”

Let's look at this small list of values for a better understanding.

- ★ Quality
- ★ Empathy
- ★ Trust
- ★ Winning Attitude

These are some of the features a brand can have as its values. These values can vary largely on the type of business one is running. Each business has its own dynamics and the way it's run. We cannot categorize them in terms of brand values. Furthermore, similar businesses or service providers can opt for different brand values. For example, there are two auto-mechanics sitting across the road. One says he provides the fastest repair but the other one says thorough check-up. You would go to the one according to your need. Now it's time for you to come up with your brand values. If you want some help, here's a resourceful list of brand values.



TABLE OF BRAND VALUES

- Achievement
- Adventure
- Aesthetics
- Authencity
- Balance
- Beauty
- Belief
- Care
- Cheer
- Creativity
- Credible
- Comedy
- Consistency
- Dedication
- Determination
- Diversity
- Empathy
- Energy
- Equality
- Excellence
- Expansion
- Exploration
- Faith
- Family
- Fearless
- Fun
- Generosity
- Happiness
- Harmony
- Helpful
- Honesty
- Honor
- Imagination
- Impact
- Informative
- Inspirational
- Joy
- Just
- Keen
- Kind
- Knowledge
- Laugh
- Market
- Mindful
- Natural
- OpportUNITY
- Optimism
- Passion
- Peace
- Performance
- Professionalism
- Quality
- Questioning
- Rational
- Ready
- Resource
- Security
- Self
- Strength
- Tolerance
- Unity
- Virtue
- Wisdom
- Youthful
- Zealous
- Zodiacal



STAGE III BRAND VISION

We have cleared the first two stages of our course. **Together brand purpose and brand values are called “Brand Mission or Mission Statement”.** Brand vision, on the other hand, is the tangible goal you can strive for in order to fulfill your brand mission. Where brand mission was a forever struggle, brand vision is a more practical approach.

If you'd ask me, "A Vision Statement tells what a company hopes to become in near future. It gives us where we want to be in the future while standing at where we are right now".

"Our milestones, rest areas and future checkpoints"

Let's benefit from this information and craft our own vision statement. Let's try to answer these:

Q1. Where are you now since you started?

Q2. Where do you want to be in 10 Years?



JOURNEY TO THE CENTER OF EARTH YOUR BRAIN

STAGE III: BRAND VISION

Q3. What values do you keep sacred?

Q4. What do you stand for?

When you have these answers, you will have a raw form of your vision statement. Add this version to the brand mission which you have already pinned down and you will have your conclusive vision statement. You can also use the craft table, at the end of the book, to come up with a solid vision statement.



STAGE IV BRAND PERSONALITY

If you could mold your brand into a person, who would it be? Would he be funny or serious, trustworthy or a risk-taker, predictable or spontaneous, sophisticated or rugged? Each brand carries a personality with it. Brand personality is composed of all the elements your brand expresses; the way it looks, communicates and feels.

"In the midst of our journey, someone asked who we were..

It will be a lot clearer with an immersive experience I call “The brand movie”. I will name a couple of brands and you will think about it with your eyes closed. Let’s do it right away.

1. Coca Cola
2. Redbull

Let’s review your thoughts. When you thought of Coca Cola one of the first things that entered your mind was the color red followed by the portrayal of happiness, family, and sharing. Coca-Cola has kept this persona and advertised around it for more than a hundred years! Only after repetition of this message have they achieved a memory in your mind.

The second one was Redbull. Let me guess, adventure was the first thing that crossed your mind. This is because Redbull shows you to push your limits and it does so by sponsoring almost any adrenaline sports you can name.



JOURNEY TO THE CENTER OF EARTH YOUR BRAIN

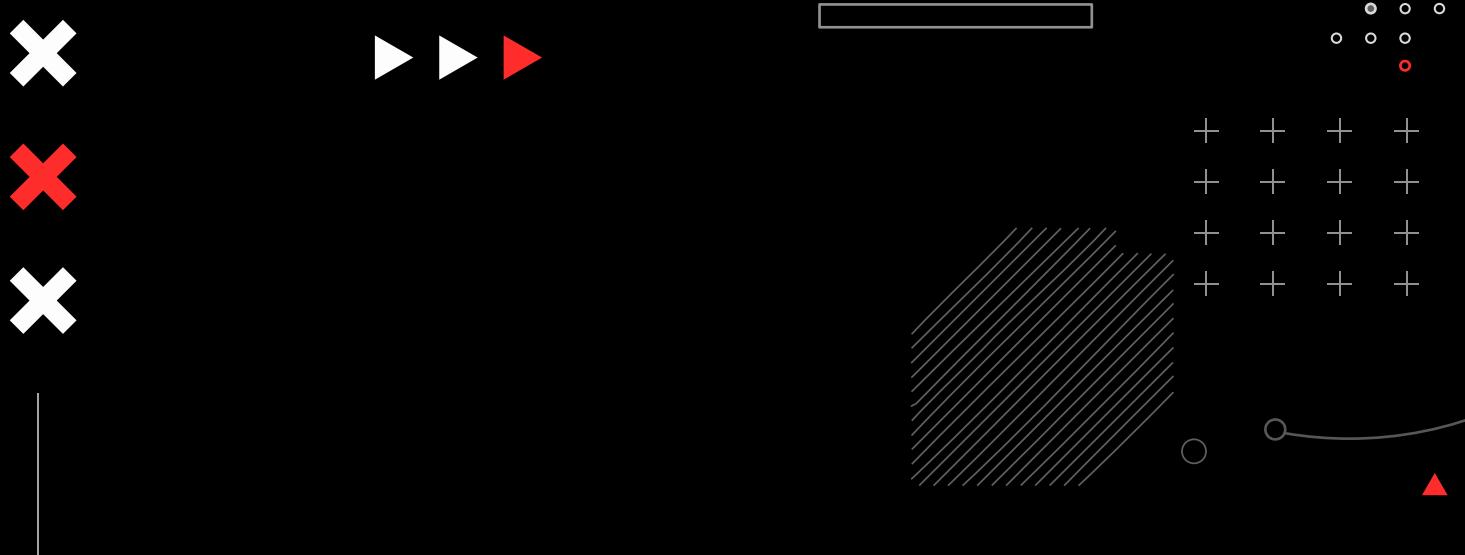
STAGE IV: BRAND PERSONALITY

These different “movies” that played in your mind are the result of brand personality. Creating a brand personality is like creating an imaginary scenario - something all of us are really good at.

These are the most common attributes brands fall into.

1. Sincerity
2. Excitement
3. Competence
4. Sophistication
5. Ruggedness

Your brand might or might not fall into more than one category so feel free to add more characteristics. Now, it's time to create your brand personality. Remember to keep it aligned with your product or service. You don't want to be a trucker and a risk-taker at the same time. You may use this list to come up with your brand personality.





STAGE V

BRAND RECOGNITION

Last but not the least, you must have a clear understanding of who your customers and competitors are.

For the customers, you may say my service caters to anyone having a specific problem. For example, a dentist might say my client is anyone with a toothache. But he is wrong. You see, the client is the one who will pay for the service. A mother will pay for her child's toothache so the dentist needs to advertise to her and not the child.

For the competitors, this idiom fits perfectly. "Keep your friends close but enemies closer". So, study what your competition is doing. Observe the brand personality; its strengths, and weaknesses. Pay special attention to the audience your rival is targeting in ad campaigns and the type of impact being created. I will equip you with some lethal techniques that will give a critical blow to your competitor.

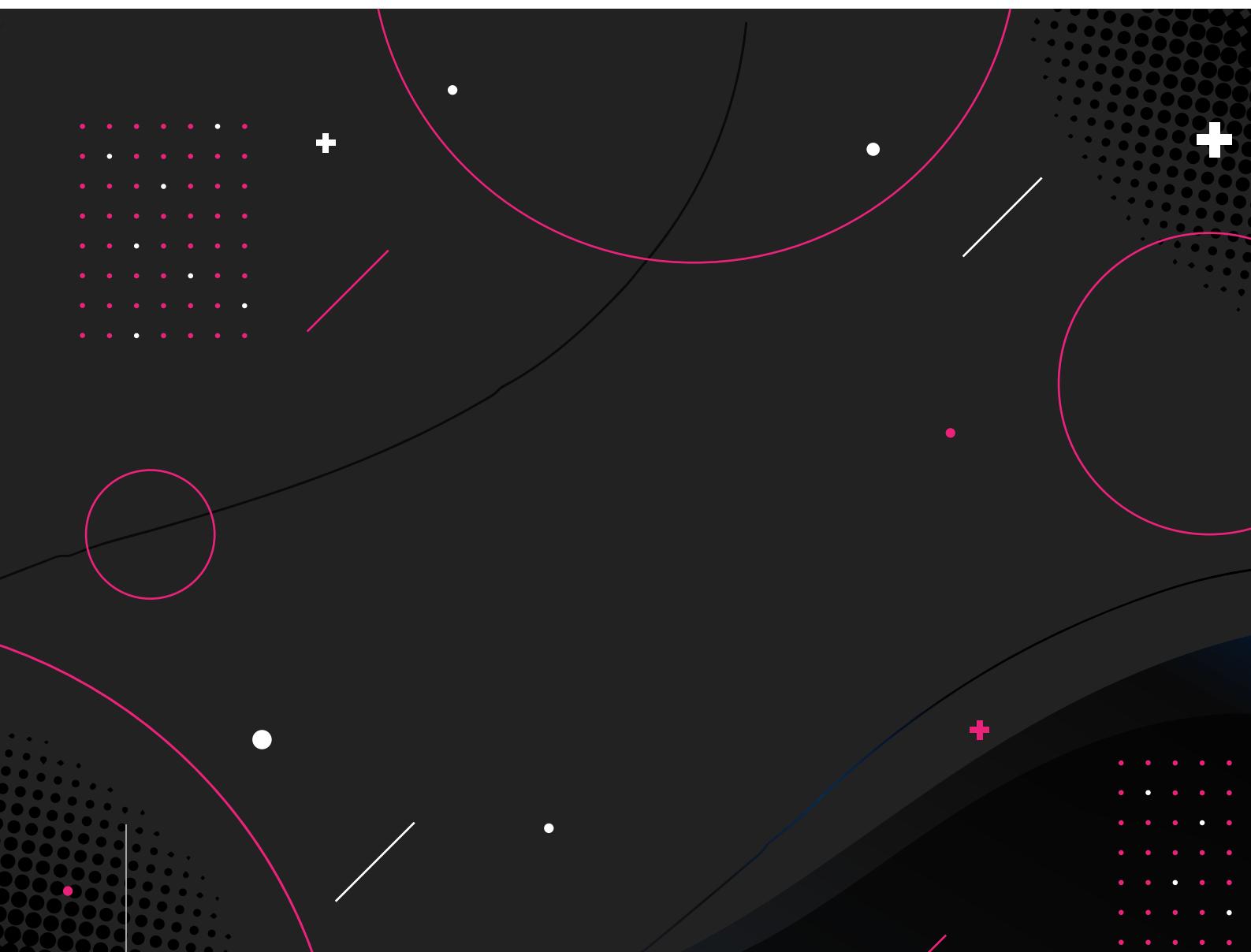
1. Write down things only you are offering
 - a. These can be lifetime guarantees
 - b. Discounts
 - c. Free Samples etc.
2. If you cannot beat them to this, write things you started first
 - a. Oldest bakery in town since 1960s
 - b. The first bar in town
3. If you cannot beat them to this, write things you are doing better
 - a. Fastest Food delivery
 - b. Eye-treatment with laser edge technology



JOURNEY TO THE CENTER OF EARTH YOUR BRAIN

STAGE V: BRAND RECOGNITION

These techniques will give you your USPs (User selling propositions) or RTBs (Reasons to buy from you). These are essentials and will help you immensely in marketing and creating ads.





CHAPTER IV

TAMING THE BEAST

We have come a long way and I would like to congratulate you on your progress. You have been a great companion. But we still have much to achieve. Moving on, a new challenge lies ahead.

Let's take a step back and revisit "Taste and Visual" systems. You have learned all about the taste system in the previous chapter. Now, it's time to take the bull by the horns and conclude our journey with an epic by taming it. In this chapter, we will learn how to create the Visual Identity of your brand.

The visual identity of a brand is everything that is physically visible to the eye. It is powered by brand mission and driven by brand personality. Here's a list of the things that fall under the visual identity of a brand.

1. Logo
2. Colors
3. Patterns
4. Typography
5. Styles



When a person interacts with a brand, she does so by interacting with a “touch point”. Let’s see what these are.

1. Business cards
2. Office Stationery
3. Packaging
4. Social Media
5. Website Design
6. Store / Office Design
7. Advertisements

It is now clear to us why people think that logo is the brand because it is present in almost every touchpoint. On the other hand, it also shows us the importance of logo and logo design. Let’s get to it then!

Design a logo for your brand before you proceed further. Use the space below to sketch some ideas. Don’t be shy, nobody is going to look at it. Once you are done, save it for the last and please continue on.



LOGO

Logo: A logo is your brand's identity represented by a symbol, shape and text. It can be represented by a combination of these elements or by an individual element alone.

There are 07 major types of logos. These are called:

1. Lettermarks or Monograms
2. Wordmarks or Logotypes
3. Logo symbols
4. Abstract logo symbols
5. Mascot logos
6. Combination mark
7. Emblem

LETTERMARKS

The name is giving the message. It is a mark made by letters most commonly the initials of the brand name.

EXAMPLE: NASA, HBO, IBM, UFC etc.



WHEN TO USE: If your brand name is very long.

THINGS TO REMEMBER: The font you select or create must be in-line with brand personality. We will talk more about fonts in the typography section.



WORDMARKS

Again, the name is giving the message. It is a mark made by a word usually the name of the brand. It offers a good opportunity to get your name out there.

EXAMPLE: CocaCola, Google, Sony, Nokia etc.



WHEN TO USE: If your brand name is short.

THINGS TO REMEMBER: It needs to be carefully designed if only the name is used as the logo. The font holds uber importance but brands having short a name tend to go for a symbol as well.

LOGO SYMBOLS

Logo which is created by using a symbol is called a logo symbol. It is the most common type and the one which comes to your mind when you think of a logo. The symbol for the logo has to be something present in the real world and recognizable.

EXAMPLE: Apple, Twitter, WWF, Shell etc.



WHEN TO USE: You can use a symbol for your brand only if you want to display a deeper meaning of your brand.

THINGS TO REMEMBER: The symbol you select for your brand must be chosen carefully because symbols cause emotions. And also because it will stick with your brand for the rest of its existence.



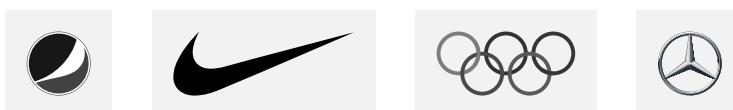
TAMING THE BEAST

ABSTRACT & MASCOT LOGO

ABSTRACT LOGO SYMBOLS

A logo made by using a symbol which doesn't have to be part of the real world. It can be pure art.

EXAMPLE: Pepsi, Nike, Olympics, Mercedes etc.



WHEN TO USE: If your brand name is short.

THINGS TO REMEMBER: The benefit of this logo is that you can use it anywhere but is second to the previous type when it comes to memorising.

MASCOT LOGO

A logo with a mascot (a person, animal, or object adopted by a group as a symbolic figure especially to bring them good luck).

EXAMPLE: KFC, Pringles, Michelin etc.



WHEN TO USE: If your main target audience is families and kids. The mascot will help create social interaction for your brand.

THINGS TO REMEMBER: A mascot's home is marketing campaigns and not a logo normally. If you think your mascot idea and design is strong enough, then you can use it in the logo. Keep in mind a detailed design won't work on a small area and cannot be printed on a business card.



COMBINATION MARK:

It is the combination of all the discussed logo types. Its usage is versatile and it serves many ways. The logo is complete with the symbol and the text but you can also use the symbol or text only.

EXAMPLE: Microsoft, Mastercard, Burger King etc.



WHEN TO USE: When you are looking for convenience and flexibility. It's the easiest logo to design.

THINGS TO REMEMBER: You will have to use a combination mark as one entity for a time period so people get used to your symbol. Once you have gained a space in their memory, you can use either the symbol or text on its own.

EMBLEM:

Emblem is the other name for a badge. This type of logo has text written within a shape and a symbol complimenting the text. Governments, educational institutes and formal organisations tend to use this logo but some automotive brands have developed a way to use them to their advantage.

EXAMPLE: Warnerbros, Volkswagenn, Starbucks, Harvard University, UPS etc.



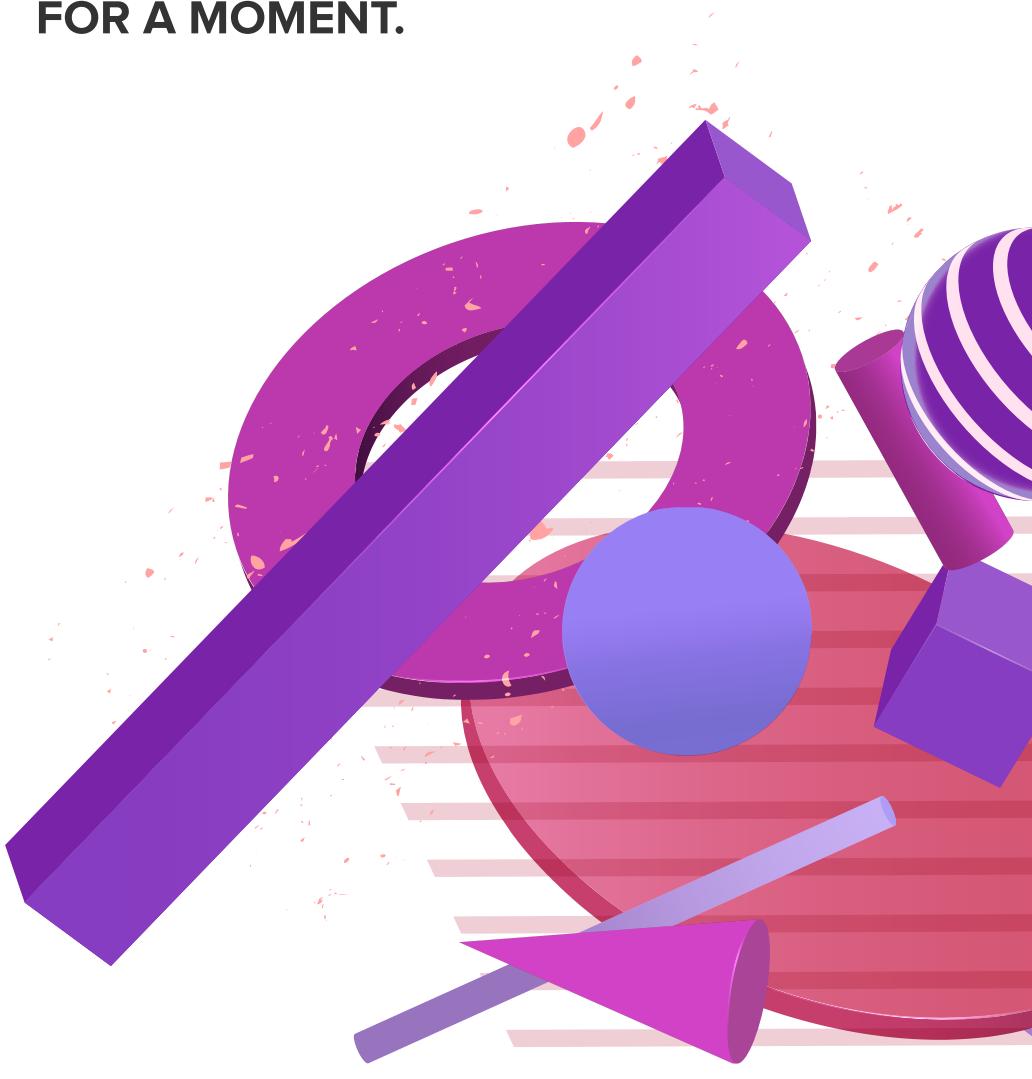
WHEN TO USE: If you are related to something official such as a government partner or education.

THINGS TO REMEMBER: Be careful with the design because small sizes wont show the details of the emblem and printing it would be very difficult. Also if you want to do embroidery on your merchandise, you'd want a simpler design.



**THERE WE HAVE IT, ALL
KINDS OF LOGOS DISCUSSED.**

**PHEWW! LET'S TAKE A BREAK
FOR A MOMENT.**





COLOR THEORY

Colors resonate with emotions and feelings. Seeing a color can make us happy or sad, nervous or relaxed, anxious or confident, etc. Brands utilize colors all the time and smartly too. 99% of the time a brand color is a reflection of its personality.

Let's look at the color wheel and see what it offers. The basic division in the color wheel is warm and cold colors. Further division shows us opposite colors such as purple and yellow, blue and red. These are called complementary colors.

There's a whole encyclopedia on the impact of colors but we will discuss only the part which is useful to us. Following is a list of emotions each color represents.

RED

PASSIONATE & ENERGIZED

HOW TO USE:
To draw attention

ORANGE

ENTHUSIASTIC

HOW TO USE:
To call for action

YELLOW

HAPPY & BRIGHT

HOW TO USE:
To grab attention but in a friendly manner

GREEN

REFRESHED & HOPEFUL

HOW TO USE:
When you want to depict growth or calm someone.

BLUE

SAFE & SOUND

HOW TO USE:
When you want someone to relax and tell everything is under control

PURPLE

CREATIVITY & ROYALTY

HOW TO USE:
To introduce luxury and imagination

PINK

ROMANTIC AND SOFT

HOW TO USE:
To suggest femininity, tenderness and cuteness.

BROWN

WILDNESS & MANHOOD

HOW TO USE:
To show ruggedness, masculinity and strength

GREY

SERIOUS & PROFESSIONAL

HOW TO USE:
To introduce responsibility and dependability.

WHITE

SIMPLICITY AND MINIMAL EFFORT

HOW TO USE:
White represents purity and virginity. Imagine angels, brides and babies.

BLACK

CLASSICS & TIMELESS

HOW TO USE:
To show brand power, luxury and elegance. Wonder why fashion brands tend to go for black?

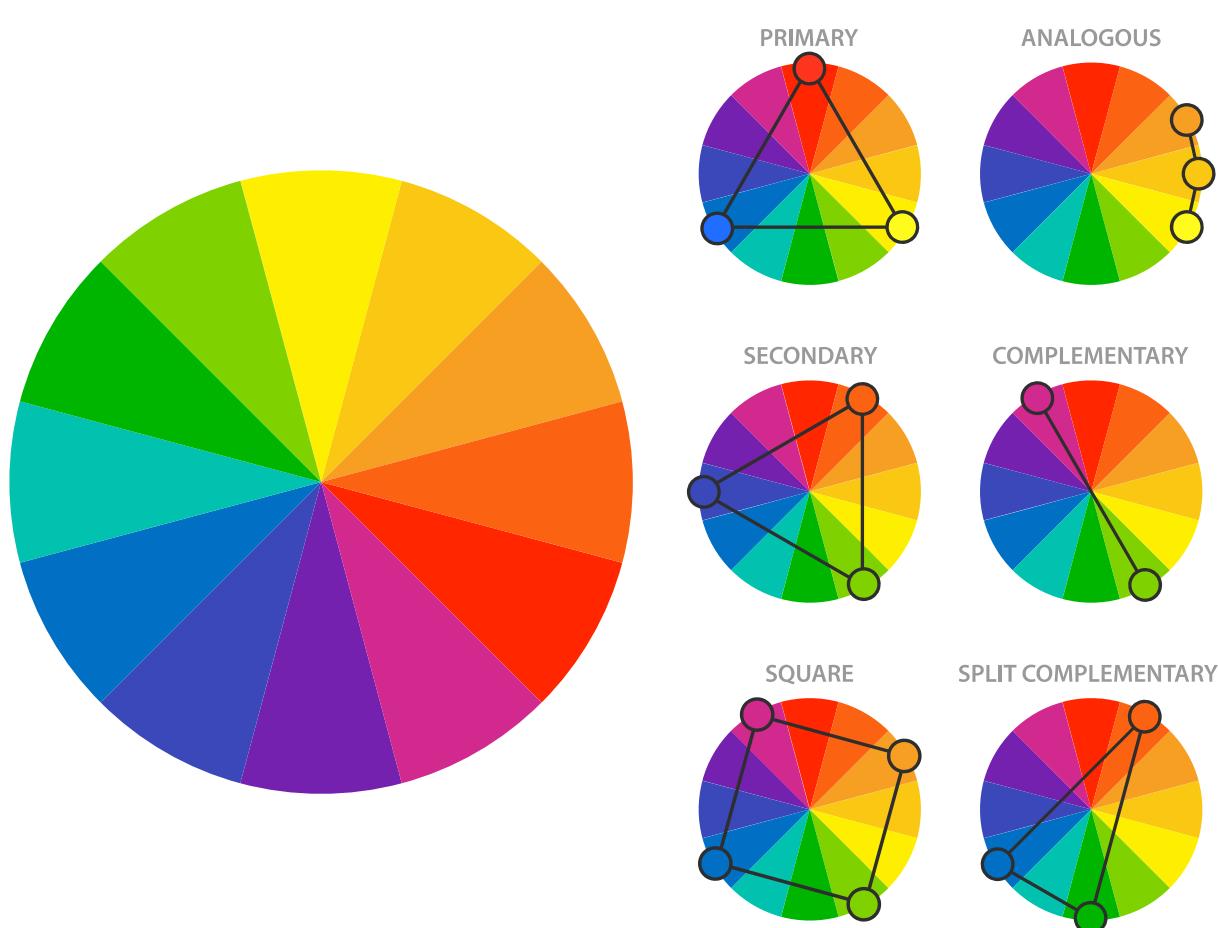


TAMING THE BEAST

COLOR THEORY & EMOTIONS

Emotions conjured by colors that are not mentioned here can easily be deduced by mixing two nearest colors. For example, Turquoise will have “Safety” from blue and “Calmness” from green hence used by many medical institutions more often than not.

It's time for you to select a color or colors for your brand. Try making combinations like shown below.





PATTERNS

A pattern can help you fill in the empty spaces of your design. Like all the other visual identity elements, patterns are also driven by personality. A pattern is one or more elements repeated. For example, Whatsapp uses a pattern instead of plain white in your chats, or the butter paper of your favorite fast-food chain is patterned instead of plain.

Patterns can be of all sorts. They can be made of lines, shapes, artworks - all sorts of things. Typically patterns are made out of shapes so let's discuss them for a moment.

TYPES OF SHAPES:

LINEAR:

WITH SHARP ANGLES

HOW TO USE: If you are related to something official such as a government partner or education.

CURVY:

WITH SMOOTH ANGLES

HOW TO USE: if your brand has a friendly personality such as trustworthy or Family etc.

Time to create a pattern for your brand! It's going to be interesting. Just doodle out whatever you can from a single shape or a set of shapes. Repeat them like bricks on the wall and you'll get your pattern. You'll get better at it with practice and seeing more patterns!



TYPOGRAPHY

Typography is simply how you write text for the brand. It depends on the font you are using. So let's discuss fonts. Fonts are of two types:

SERIF:

FONTS WITH THESE LITTLE EDGES AT THE ENDS OF THE LETTERS ARE CALLED SERIF FONTS.

WHERE TO USE: If your brand showcases luxury, royalty, wealth then this is the font type for you.

SAN-SERIF:

SAN BASICALLY MEANS WITHOUT. HENCE FONTS WITHOUT LITTLE EDGES ON THE ENDS OF THE LETTERS ARE CALLED SAN SERIF.

HOW TO USE: If your brand showcases seriousness, authority, responsibility etc.

Another way to use these fonts is to alter their weight. The three major weights of a font are: Regular, Medium and Bold. Bold is for titles and headings, Medium is for sub headings and regular is for content. Using one of these weights in a logo is a tricky job and one should consult a professional to do it.

But I am your guide, remember? Here's a little secret: if your logo is a lettermark use Bold and also if it's a very short name. Bold must be used in all capitals. Use Medium if it's a normal sized word but keeping all letters capitals as well. You can use Regular with small-case just like Virgin has done or like the wordmark in the logo of Hallmark.



STYLES

Brand style is the combination of all the elements and the way you put them together. You have your logo designed with the brand colors, developed a pattern, selected your fonts but how to develop a synergy between all of them? With "style".

Brand style includes imagery that supports brand personality and colors. It also consists of how items are placed in a hierarchy. Check out these inspirations and feed your brain for your brand style.

Now it's time to give logo design another attempt. Design a logo with the information you have gathered so far and compare it to your previous version.



BRAND BOOK

Place everything you have created in a compiled format. Logo, colors, fonts, patterns, and style. You have got your visual identity and use this book whenever it is needed.

A brand book serves you in more ways than you can think. Managing your assets should be your religious duty. Use your brand book to be consistent and use the same assets for the rest of your life if you want your brand to be recognizable and expandable. If you have a brand team, they MUST have a copy with them all the time.

As we discussed earlier, a customer interacts with your brand through a touchpoint. Every touchpoint must have the same logo, same colors, and everything the same or you will lose credibility and eventually business.

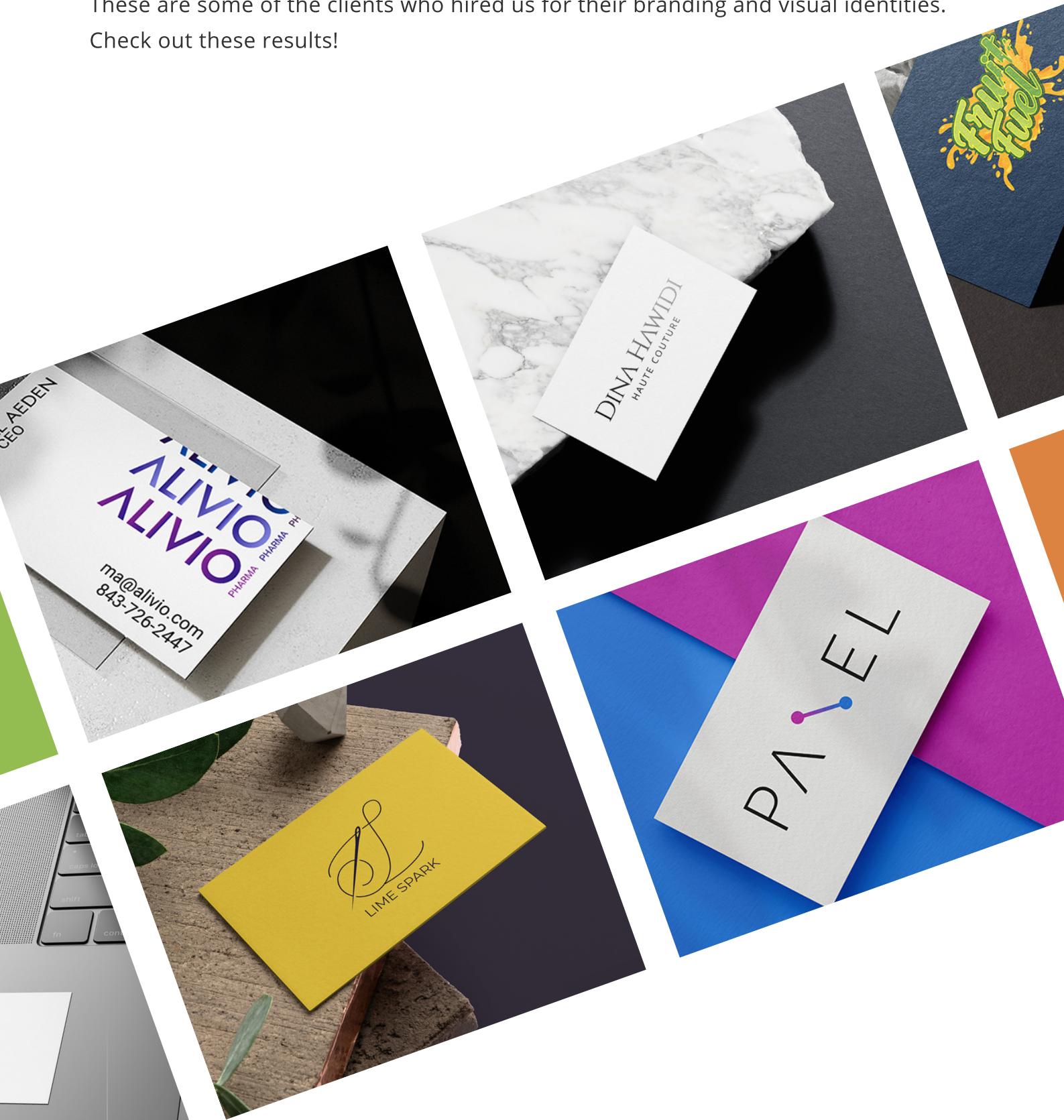
Now is the time to hire a graphic designer and ask him to digitalize everything you have made. Branding experts charge more if they have to do all of this thinking but if you have done 90% of the work yourself, you only need a freelance designer.



CASE STUDIES

BY EMBERLINE STUDIOS

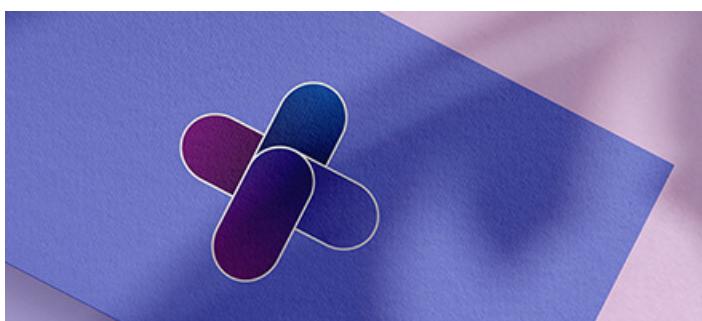
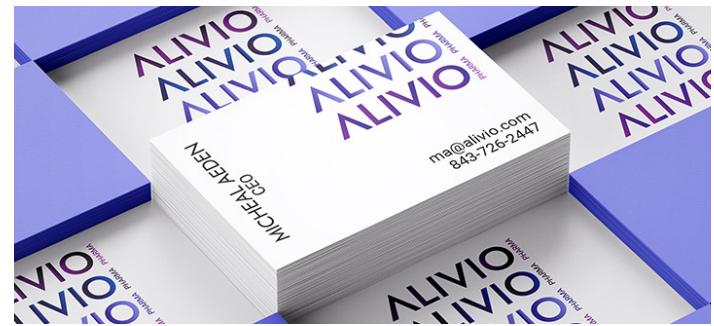
These are some of the clients who hired us for their branding and visual identities.
Check out these results!





CASE STUDIES

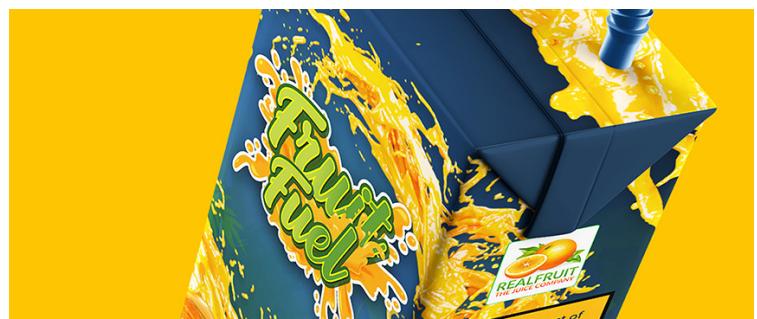
BY EMBERLINE STUDIOS





CASE STUDIES

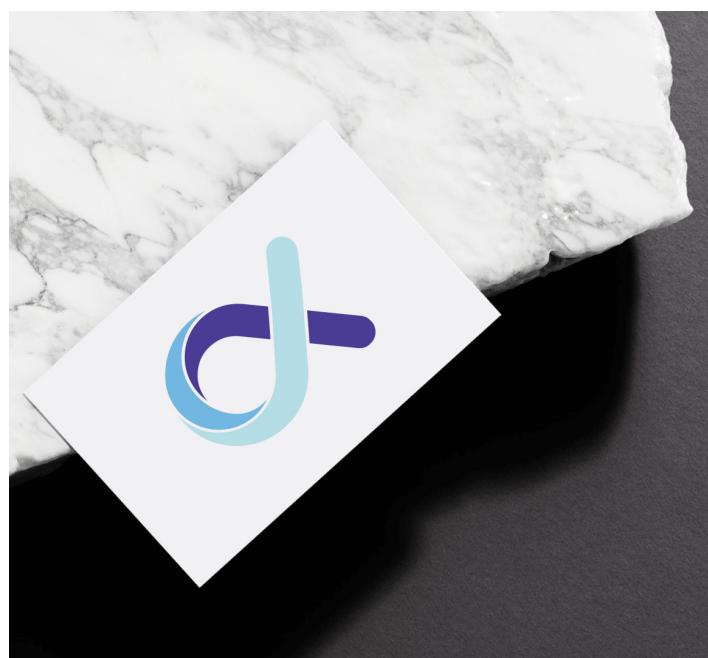
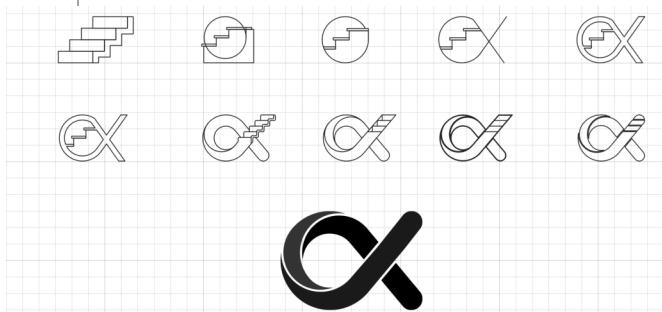
BY EMBERLINE STUDIOS





CASE STUDIES

BY EMBERLINE STUDIOS



**CONGRATULATIONS!
YOU HAVE MADE IT TO
THE END. I AM VERY
HAPPY WE MADE THIS
JOURNEY. IF I TAKE A
MOMENT TO LOOK BACK,
WE HAVE LEARNED SO
MUCH NEW ABOUT
BRANDING! HOW
AWESOME IS THAT?!**



We, at Emberline Studios, are thankful to you for downloading this book and being a part of our family. Branding can be a tedious job and it's better that it should be handled by professionals. More often than not, our clients ask us to help them create a visual identity for them which not only saves time but money as well.

**WE ARE GIVING AWAY A
\$500 CONSULTATION CALL
FOR FREE
(WITHOUT A SINGLE DOLLAR)**

Along with a **GRAND LIMITED TIME OFFER** for your Branding. So head over to www.emberlinestudios.com and redeem this offer as soon as you can!