

---

INFO KIT

# BRANDING GUIDE

Driving Business Success





# SHOPIFY SUCCESS

Hey there, it's great to have you here! As a fellow Shopify store owner, I know how challenging it can be to start a new business. That's why I've put together this Shopify Success Branding Kit.

Whether you're just starting out or already have a few ideas in mind, this branding kit is designed to help you succeed.



## We'll go over:

The importance of brand character  
Branding concepts - The foundation  
Values - Voices & Tones -Brand Story - Purpose  
A list of styles and traits for you to choose from  
Developing a strong visual identity  
How colors affect emotions and impact sales  
Logo design tips



# THE POWER OF BRANDING

Have you ever thought about what sets your favorite brand apart from the rest?

Yes, the logo and name do play an important part...  
But it goes beyond that.

A successful brand creates an overall experience and impression that resonates with customers, leaving a consistent and memorable effect on their mind and emotions.

When you think of your favorite brand, you immediately know exactly who they are and what makes them unique.

Just like how individuals are distinguished by their unique characteristics and preferences, brands too have a distinct personality and character.

So what goes into creating this unique brand character, and why is it so important?

In this guide, we'll explore the key elements that make up a strong brand and how this can help you create thriving and outstanding business from scratch. Let's dive in and discover the power of branding together.



# BRAND CHARACTER

Brand character is important for several reasons:

## Differentiation:

In a crowded marketplace, a brand's character helps it to stand out from competitors and differentiate itself in the minds of consumers. By establishing a unique personality and set of values, a brand can create a distinctive identity that sets it apart from others in the same industry.

## Emotional Connection:

A strong brand character can help to build an emotional connection with customers. By communicating a brand's personality and values, it becomes easier for customers to identify with the brand and feel a sense of loyalty and attachment.

## Consistency:

A well-defined brand character ensures that a brand's messaging and visual identity are consistent across all touchpoints. This consistency helps to build brand recognition and reinforces the brand's identity in the minds of customers.

# Just a couple more...

Brand character is also important for:

## Trust & Credibility

A brand character that is consistent with the brand's values and messaging can help to build trust and credibility with customers. When a brand is perceived as authentic and genuine, customers are more likely to trust it and feel confident in their purchase decisions.

## Brand Extension:

A strong brand character can also facilitate brand extension into new product categories or markets. When a brand has a well-defined identity, it becomes easier to extend that identity to new products or markets, while still maintaining consistency and a strong image.

All of these factors play a huge role in the overall success of your business. So how can you apply this to your new brand?

---

# BRAND CONCEPTS

# THE FOUNDATION

Let's start by getting familiar with a few foundational concepts:

## Personality

A brand's personality is the set of human characteristics and traits that are associated with it. These traits can include things like friendly, confident, adventurous, or sophisticated, and are often communicated through the brand's messaging and visual identity.

## Values

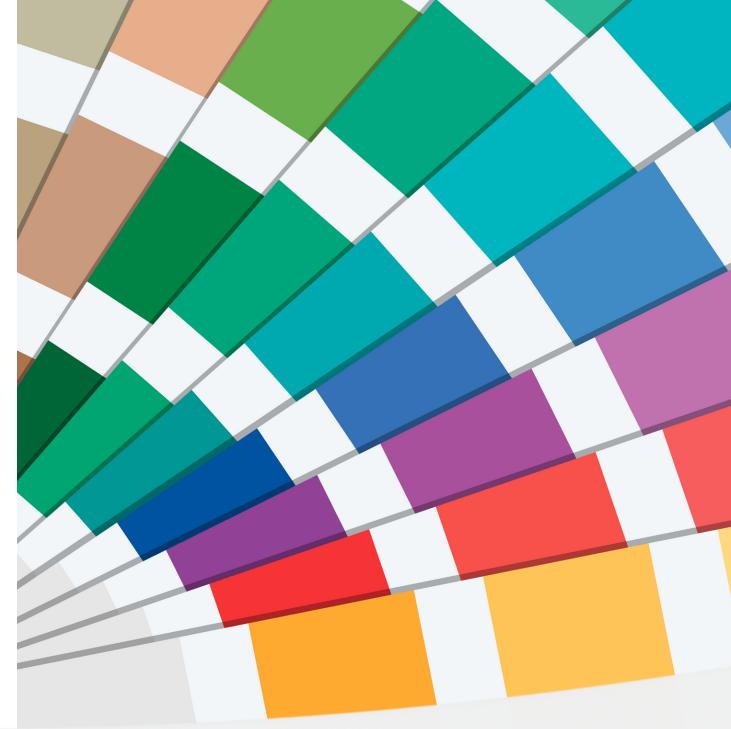
A brand's values are the guiding principles that shape its behavior and decision-making. These values can include things like honesty, integrity, innovation, or social responsibility, and are often communicated through the brand's mission statement or corporate social responsibility initiatives.

## Position

Your brand position is how you differentiate yourself from the competition. You need to clearly articulate why your brand is unique and better than other options out there. This requires understanding your audience, knowing your competition, and identifying the key attributes that make your brand unique.

## Voice & Tone

A brand's tone of voice is the way in which it communicates with its target audience. This can include the language used, the level of formality, and the overall style and tone of messaging.



## Visual Identity

A brand's visual identity includes its logo, color palette, typography, and other visual elements. These elements should be consistent across all marketing materials, and should reflect the brand's personality and values. Your color palette should be consistent and evoke the emotions you want your brand to convey. Your typography should be legible and consistent with your brand voice. We'll go deeper into visuals in the next pages.

## Story, Mission, Purpose

A brand's story is the narrative that communicates its history and mission to its target audience. A compelling brand story can help to build an emotional connection with customers and reinforce the brand's character.

Your **brand purpose** plays a big role here. This is the reason your business exists. It's the "why" behind what you do. Focus on how your business can make a positive impact in the world. Defining this will help you connect with your audience on a deeper level. You can then use storytelling in your marketing campaigns, social media posts, and other content to create a unique and engaging status.



Now that you're familiar with  
these concepts,

...

Here's a list to help you choose the right  
traits for your new brand:

# PERSONALITIES

Innovative  
Dependable  
Confident  
Modern  
Friendly  
Oldschool  
Trustworthy  
Efficient  
Creative  
Sophisticated  
Dynamic  
Entertaining  
Sustainable  
Empathetic  
Inspiring  
Bold  
Reliable  
Intellectual  
Gracious  
Timeless  
Daring  
Inclusive  
Minimalist  
Nurturing  
Authentic  
Mysterious  
Sensual  
Urban

Customer-focused  
Ethical  
Stylish  
Thoughtful  
Exclusive  
Approachable  
Transparent  
Reputable  
Supportive  
Interactive  
Adventurous  
Unconventional  
Accessible  
Affordable  
Strong  
Futuristic  
Rational  
Playful  
Inspirational  
Optimistic  
Passionate  
Nurturing  
Rebellious  
Humorous  
Luxurious  
Trendsetting  
Edgy  
Athletic



# VOICES & TONES

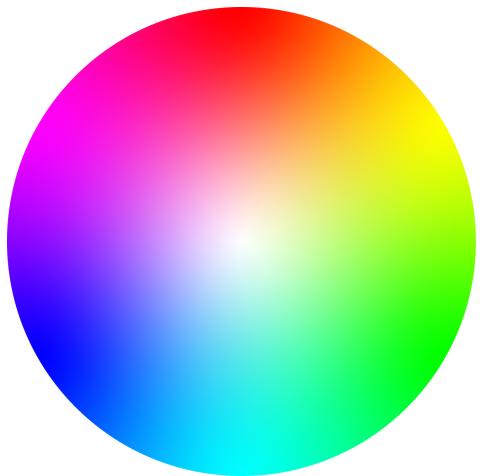
Authoritative  
Conversational  
Informative  
Humorous  
Professional  
Inspirational  
Playful  
Witty  
Friendly  
Empathetic  
Educational  
Direct  
Persuasive  
Quirky  
Sophisticated  
Straightforward  
Trustworthy  
Bold  
Caring  
Confident  
Casual  
Upbeat  
Thoughtful  
Enthusiastic  
Optimistic  
Sarcastic  
Edgy  
Eccentric  
Reassuring

Mellow  
Meticulous  
Rebellious  
Enigmatic  
Sincere  
Provocative  
Whimsical  
Contemplative  
Inspiring  
Assertive  
Unapologetic  
Candid  
Poetic  
Visionary  
Authoritative  
Matter-of-fact  
Resolute  
Irreverent  
Nostalgic  
Visionary  
Grounded  
Cynical  
Fiery  
Eccentric  
Intellectual  
Sarcastic  
Satirical  
Dramatic  
Wry

Empowering  
Serene  
Conversational  
Lively  
Irreverent  
Cheeky  
Playful  
Disruptive  
Charismatic  
Intimate  
Irresistible  
Iconic  
Sensational  
Eclectic  
Irresponsible  
Distinguished  
Vibrant  
Rustic  
Iconoclastic  
Bold  
Seductive  
Spontaneous  
Deliberate  
Iconic  
Sarcastic  
Confrontational  
Impactful  
Witty  
Mischievous



# VISUAL IDENTITY BRAND DESIGN



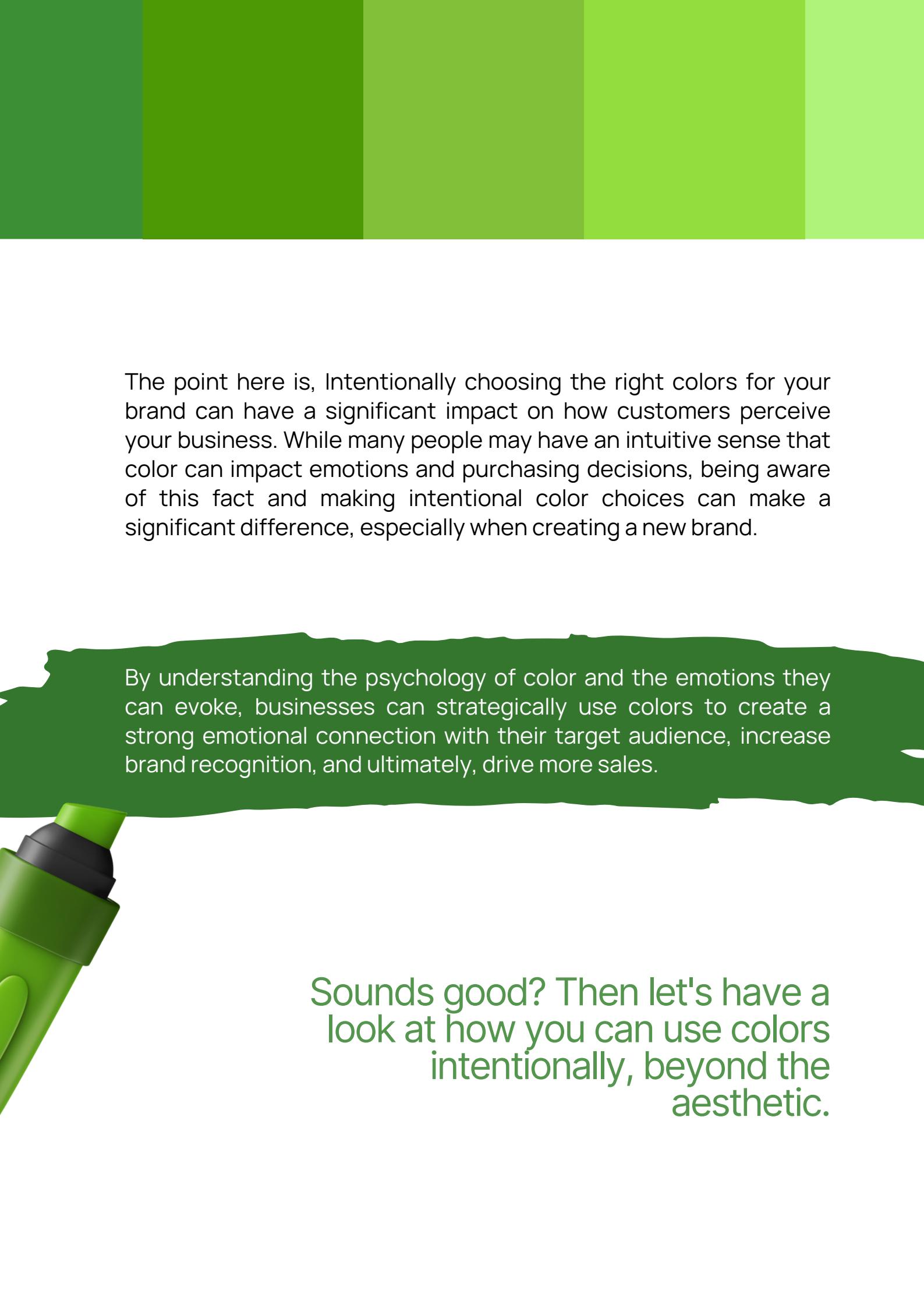
The Psychology of  
Color

# How to Use Colors to Influence Your Customers and Increase Sales

Making intentional decisions about your color use can impact not only the emotional connection your customer has with your brand, but also their purchasing decisions. In fact, your customers emotions are the often the ~~subconscious driving factor~~ to purchasing decisions.

Believe it or not, research has shown that up to 90% of snap judgments made about products are based on color alone! That's according to a study by the advertising agency, Colorcom. And it's not just about products - people make subconscious judgments about people, environments, and products within the first 90 seconds of initial viewing, with up to 90% of that assessment based on color, according to the Institute for Color Research.

Here's another: The Journal of Retailing found that the perceived appropriateness of a product's color can actually increase the likelihood of purchase, especially when the product is seen as new or innovative. And there's more! The University of Winnipeg conducted a study that showed ~~color can increase brand recognition by up to 80%~~... Just to name a few.



The point here is, Intentionally choosing the right colors for your brand can have a significant impact on how customers perceive your business. While many people may have an intuitive sense that color can impact emotions and purchasing decisions, being aware of this fact and making intentional color choices can make a significant difference, especially when creating a new brand.

By understanding the psychology of color and the emotions they can evoke, businesses can strategically use colors to create a strong emotional connection with their target audience, increase brand recognition, and ultimately, drive more sales.



Sounds good? Then let's have a look at how you can use colors intentionally, beyond the aesthetic.

# Red

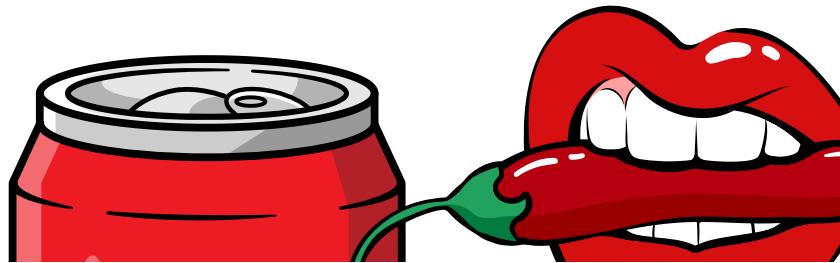


Red is an attention-grabbing color that can evoke feelings of passion, excitement, and urgency. It is often used in sales and promotions to encourage action and impulse purchases. In branding, red can be used to create a sense of energy and boldness, but it can also be perceived as aggressive or dangerous.

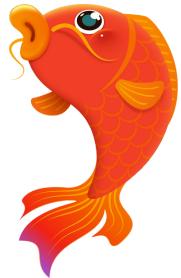
An example of brand that uses red color for strong branding is Netflix. The company's logo features a simple, bold, red letter "N", and the color is used extensively throughout its website and marketing materials.

The color red is used by Netflix to convey a sense of excitement, passion, and energy, and to create a strong emotional connection with its viewers. It is also a very attention-grabbing color, which helps to draw in potential customers and create a memorable brand experience.

Moreover, the color red is associated with the entertainment industry, which makes it a perfect fit for Netflix's brand identity. The company's innovative approach to streaming entertainment has disrupted the traditional media industry, and the bold use of red in its branding helps to reinforce its position as a dynamic and forward-thinking brand.



# Orange



Orange is a friendly and energetic color that can create a sense of enthusiasm and playfulness. It is often used in retail and ecommerce branding to convey affordability and value, as well as to make products stand out. In sales, orange can be used to encourage impulse purchases and to create a sense of urgency.

In a way, it's quite a refreshing color.

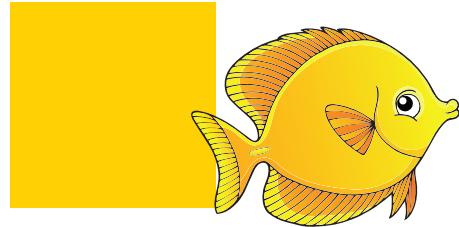
One example of a brand using the color orange for strong branding is the social media platform, Hootsuite. Their branding features orange in its logo, across its website, and all over their marketing materials.

The color orange is often associated with enthusiasm, creativity, and energy, which are all qualities that align with Hootsuite's brand messaging of empowering individuals and businesses to engage with their audiences on social media.

The color also conveys a sense of friendliness and approachability, which is important for a company that is focused on building relationships and fostering connections.



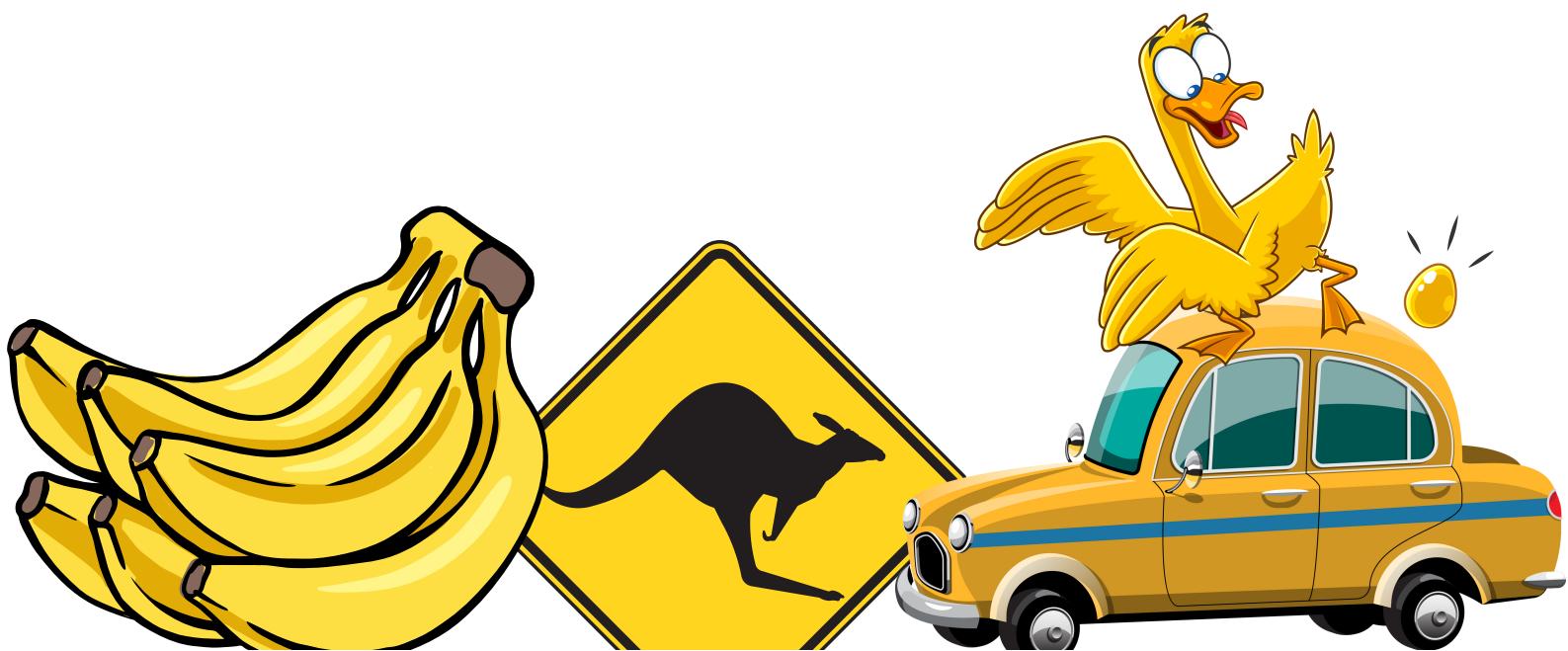
# Yellow



Yellow is a bright and cheerful color that can evoke feelings of optimism and warmth. In branding, it can be used to create a sense of friendliness and approachability. In sales, yellow can be used to draw attention to promotions and discounts, and to create a sense of urgency.

An example of a brand that uses yellow for strong branding is the electronics manufacturer, Best Buy. Yellow is often associated with energy, innovation, and excitement, which are all qualities that align with Best Buy's brand messaging of providing the latest and greatest technology products to its customers.

The color yellow is also a great choice for a brand that is focused on providing a positive and engaging shopping experience, as it conveys a sense of friendliness and approachability.



# Green



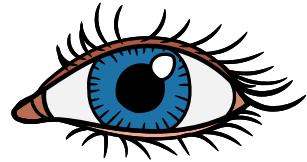
Green is a calming and refreshing color that can evoke feelings of growth, harmony, and nature. It is often used in branding for environmentally-friendly products and sustainable initiatives. In sales, green can be used to convey the value of eco-friendly products and to create a sense of health and well-being.

One example of a brand using green for strong branding is the coffeehouse chain, Starbucks. Starbucks' branding prominently features the color green in its logo, signage, and across its retail stores and marketing materials.

Green is often associated with growth, freshness, and sustainability, which are all qualities that align with Starbucks' brand messaging of providing high-quality, ethically sourced coffee in a welcoming and environmentally friendly atmosphere. The color green also represents a connection to nature and the outdoors, which is reflected in Starbucks' use of natural materials in its store design.

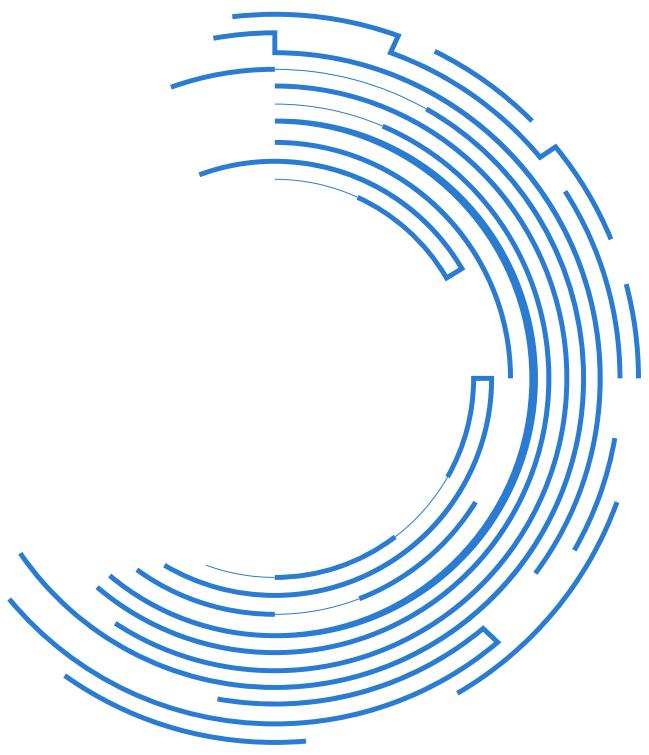


# Blue



Blue is a calming and trustworthy color that can create a sense of security and stability. It is often used in branding for financial services, healthcare, and technology, where trust and reliability are important. In sales, blue can encourage customers to make thoughtful purchases.

An example of a brand that uses blues in its branding is PayPal, using the tones to represent trust, security, and reliability, which are all essential factors when it comes to online financial transactions.



# Purple



Purple is a luxurious and creative color that can create a sense of sophistication and exclusivity. It can also encourage customers to make indulgent purchases.

An example of a brand using purple in its branding is Twitch, the live-streaming platform. The use of purple in Twitch's branding is meant to convey a sense of excitement and enthusiasm, while also positioning the platform as a fun and engaging place for gamers to connect and share their passion. The purple color here represents creativity, passion, and energy, which are all essential factors in the world of gaming.

Purple can also be associated with mystery, magic, royalty, wisdom, nobility and even devotion.



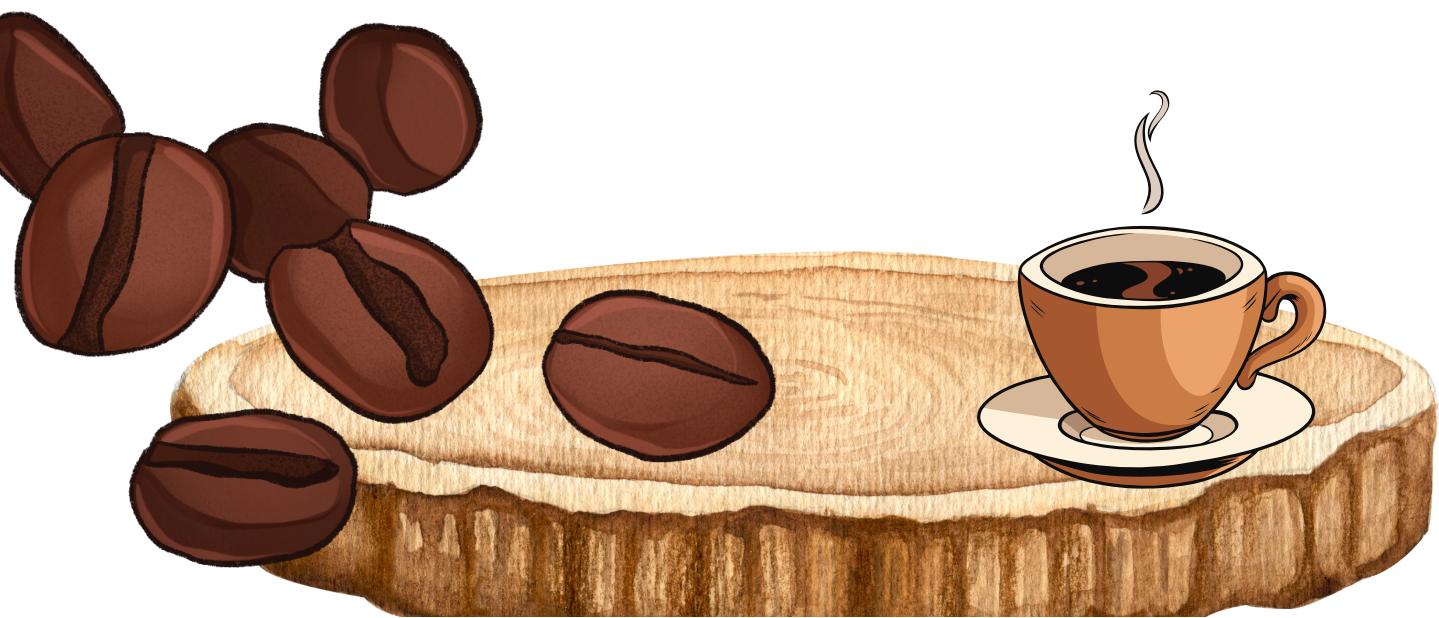
# Brown

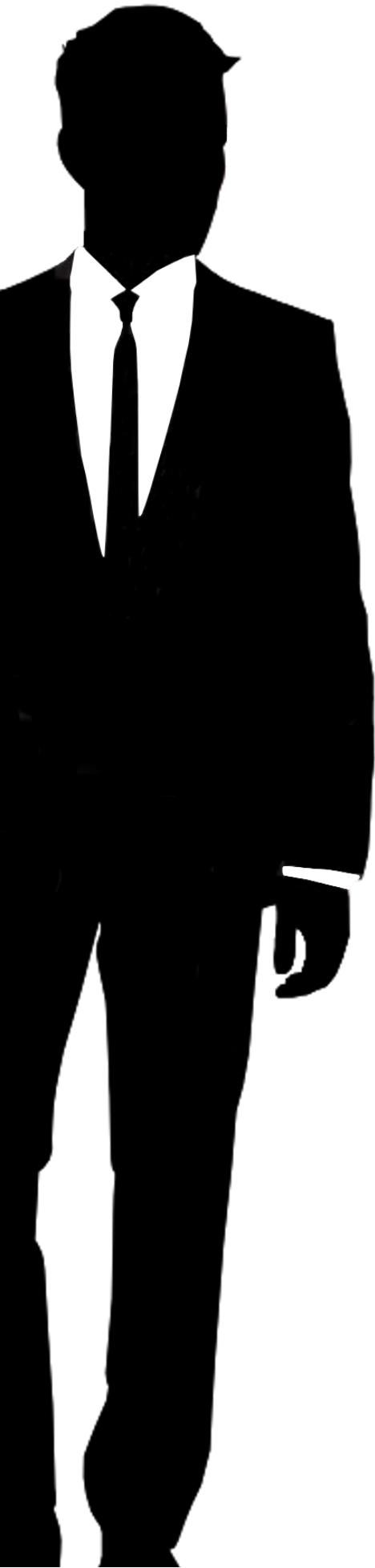


Brown is a warm and earthy color that can evoke feelings of reliability and comfort. It is often used in branding for natural and organic products. It can encourage customers to make practical purchases, and can also evoke feelings of warmth, neutrality, security and nurturing.

An example of a brand using brown is UPS, the mail delivery company. From their trucks and uniforms to their logo and packaging, the company has fully embraced the earthy hue as a core element of their visual identity. So what's the reasoning behind this choice?

Well, brown is often associated with qualities such as reliability, dependability, and strength. This makes it an ideal color choice for a company whose core business is delivering packages and ensuring their safe arrival at their intended destination. Brown also has a very grounded quality, which aligns with UPS's focus on providing a simple, no-nonsense service. More obvious even, guess what's usually brown? Yep, cardboard mail packages.





# Black

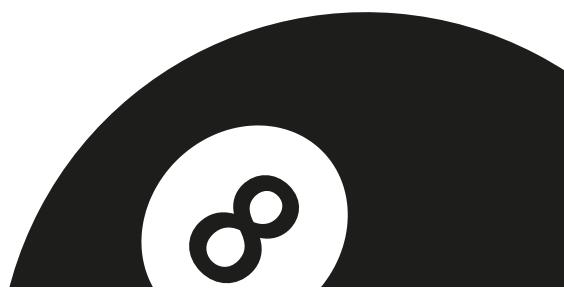


Black is a sophisticated and powerful color that can create a sense of luxury and exclusivity. It is often used in branding for high-end fashion, jewelry, and technology.

One example of a brand that uses black in its branding is Nike. Their logo features the brand name in bold black lettering against a white background, which conveys power, strength, and sophistication.

As black is often associated with luxury and high-end products, it surely is the perfect fit for Nike, standing as one of the most recognizable and respected sportswear brands in the world. On top of that, black is also a completely neutral color, which it makes it possible for Nike to pair it with many others colors, allowing for a diverse creation of marketing campaigns and product lines.

To close it off, Black is also associated with elegance, darkness and prestige.



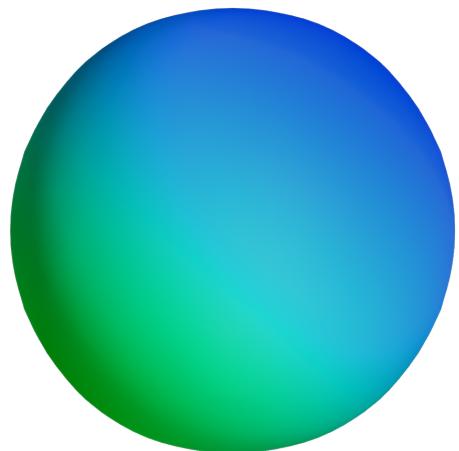
# A quick note!

While we've covered a lot of different colors here, also remember that a pleasing aesthetic is of utmost importance, so make sure to keep a critical and tasteful eye when deciding on colors and their combinations.

You don't want to create a total mess, but rather use them subtly to support your goals.

You can find more examples of color use in the marketing resource 'Best Of Shopify', where I covered my top 5 Shopify stores to inspire yours.

# VISUAL IDENTITY BRAND DESIGN



Tips For Logo  
Design

# The Power Of Logos

A logo is a symbol or design that represents a brand or a company. It serves as a visual representation of the brand's values, identity, and personality.

A well-designed logo can convey a brand's unique qualities, set it apart from its competitors, and communicate its core message effectively.

Logos are essential because they can be easily recognized and remembered by consumers. They can appear in variety of places, including:

- Websites and mobile applications
- Business cards and letterheads
- Product packaging and labeling
- Advertising materials such as billboards, posters, and flyers
- Clothing and merchandise
- Digital and print media such as newspapers and magazines
- Signage
- Social media profiles and posts
- Vehicles such as company cars, trucks, and vans
- Storefronts, kiosks

Whether you are designing yourself or working with a designer, here are some things you should keep in mind:



## Logo designing tips:

### Keep It Simple

You'd be surprised at how a simple and clean logo is often more memorable and versatile than a complex one. Less is more. Stick to a simple, yet meaningful visual concept.

### Use Appropriate Colors

Choose colors that reflect your brand's personality and values. Use all you've just learned of color psychology to consider how they may impact your audience's emotions.

### Use the right typography

Fonts can significantly impact the readability and effectiveness of the design. Consider the legibility of the text, especially when the logo is resized or used on different mediums.

### Be Critical

A poorly designed or executed logo can have a negative impact on your brand's image and credibility. Therefore, it's essential to invest in a high-quality design that accurately reflects your brand's values and identity. Be critical, and seek feedback.

### Make It Scalable

Your logo should be able to scale up or down without losing quality or legibility.

### Make It Unique

Understand your identity, and reresearch your competition. Being unique is key.

# Congratulations! You've made it this far.



By reading this branding guide, you've taken an important step towards building a strong and memorable brand that truly reflects its values, personality, and mission. You've learned about the importance of brand character, the foundational concepts of branding, developing a strong visual identity, how to ensure a successful logo design, plus other valuable tips and tricks in between.

Now, it's time to put all this knowledge into action and launch your new brand with confidence! Whether you're a small business owner, a freelancer, a creative professional, or anyone who wants to stand out in this crowded planet, know that your brand has the potential to make a lasting impression and drive success.

Stay true to your values, be consistent in your messaging and visuals, and listen to your audience's feedback. Be courageous to take risks, to embrace your unique vision, to stand out from the crowd, and to keep going even when things get tough. I know that if you just keep on going, your success is an inevitable outcome.

If you ever need any assistance or have any questions about branding, feel free to reach out. I'm always here to help and support you in your journey! Thank you for reading this guide and good luck with your new brand!

