

Social Media Branding

DIRECTION BOARD

Presentation By SOSMYBRAND



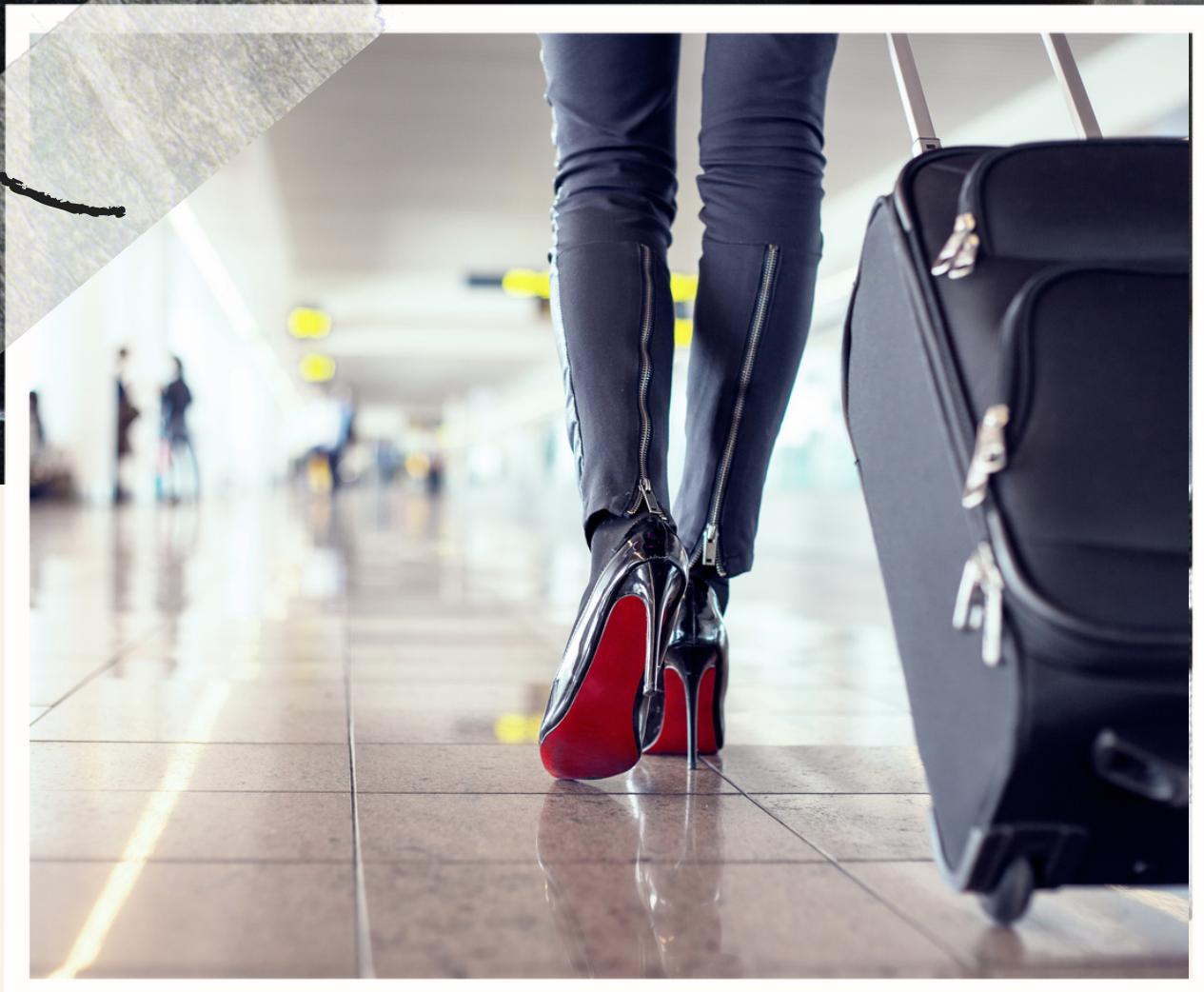


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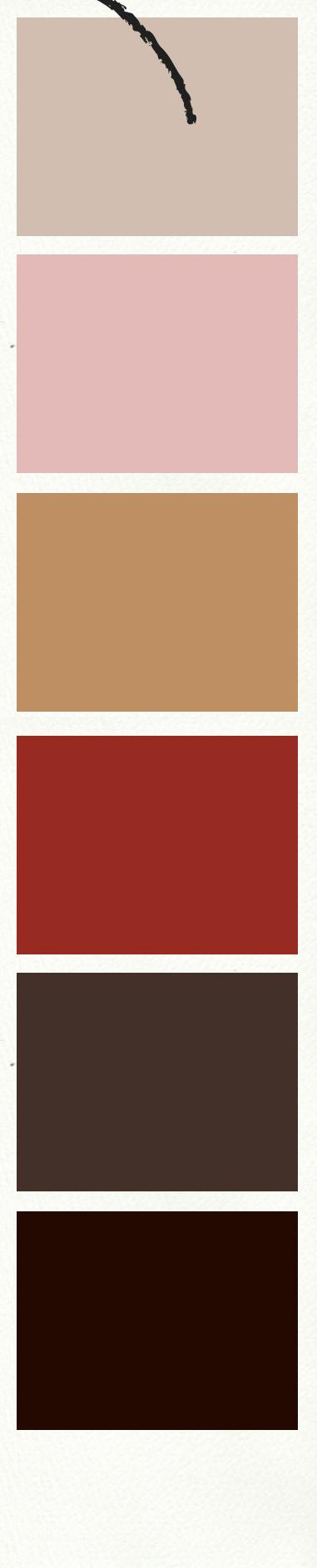
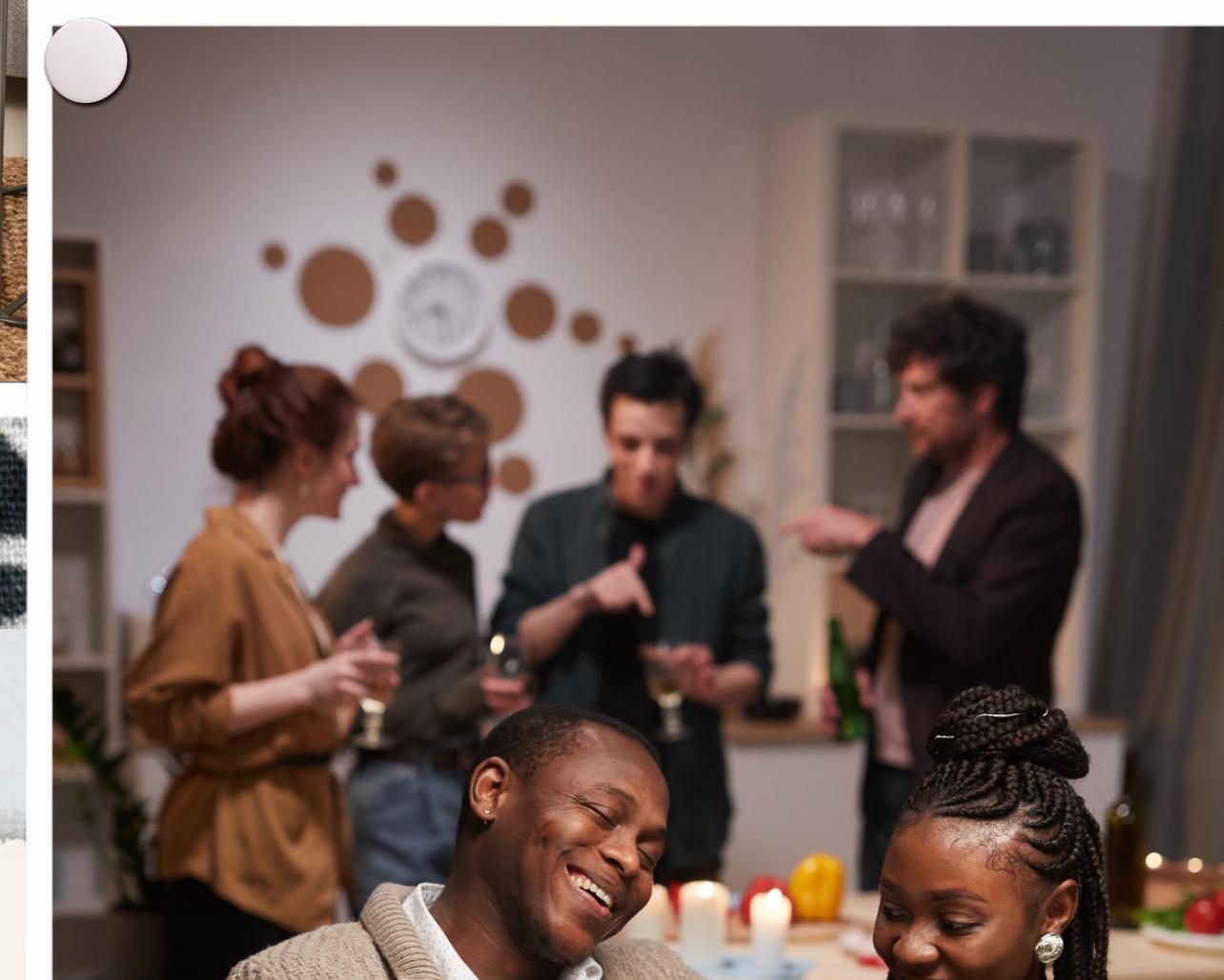
IDEAL CUSTOMER

LIKES TO TRAVEL



dreams of owning a well-thought out
and curated home environment.

LIKES HARMONIZING COLOURS



She's a fun-loving social person.

SOCIAL MEDIA



GOALS #1

Community

We are looking to attract the right kind of followers around the brand. People who love art and decor, especially pieces inspired by African heritage.

When we build the right community, with shared interests, it becomes easier to plan a strategy to convert them into buyers & repeat buyers.

SOCIAL MEDIA



GOALS #2

Engagement

To keep our target audience engaged we need to appeal to their five senses and show them the pretty parts of life.

This can come in the form of their love for form, design, food & style.

SOCIAL MEDIA



GOALS #3

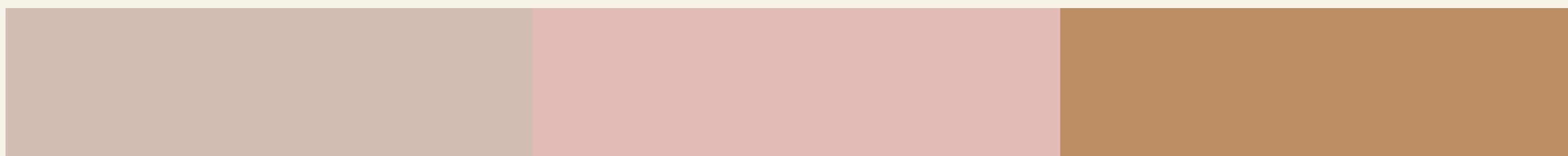
Awareness

It's important that we build momentum before, during and after the launch in order to get the brand in front of more people.

We can utilize both organic & paid visibility strategies to reach as many people as possible who fit our ideal customer.



Dark Vanilla



#d1beb0

Carven Pink

#e4bab8

Muddy Waters

#bd8f62

Drawing inspiration from the concept of career millennial women who want to own their own dream home. We also based our colour choice on the vibe you want for your brand which is contemporary-traditional and luxurious.

Color

Palette



Vivid Autumn



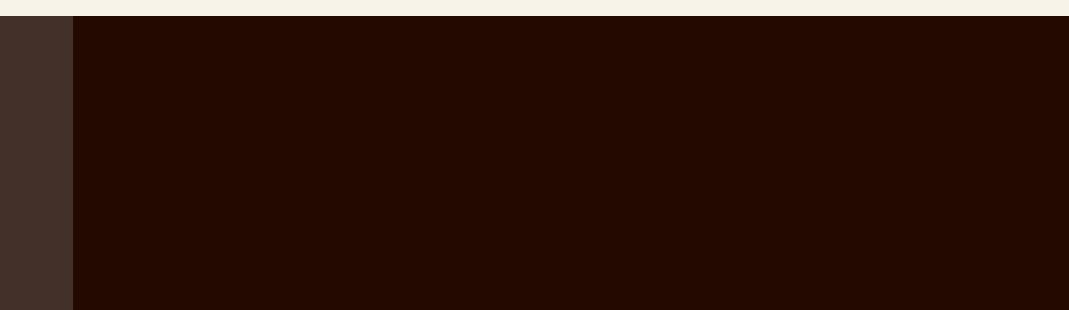
#972b22

English Walnut



#433028

Kilamanjaro



#240900

This palette is sensual, warm and provides a clear backdrop to convey your message to your audience.

Together they convey the feeling of a well thought out and organized brand personality, as well as being intentional towards the care and value you give to your target audience.

Social Media Branding

Color
Palette

Aridon

TYPOGRAPHY

We wanted to reflect the feeling of warmth, reassurance and fun loving nature our ideal customer is attracted to. At the same time keeping the brand font selection modern and luxurious.

Prata
Aa Bb Cc l23 } Headings & Subheadings

The Artist Script
Aa Bb Cc 123 } Accent text

DM Sans
Aa Bb Cc 123 } Body text

When My Mother Reads Out Loud

The brown fox jumped the box and ran down the lane with the red roses.

"Maona!" he yelled.



BRAND IMAGERY

We recommend that you pick a photography style that leans towards pops of rich colour that complement your colour palette and a look that is sharp.

Compositions should centre around an element that tells the story and builds their dreams of curating a beautiful home.

INSTAGRAM

Visual quality REALLY matters with your nice and audience, so keep your Instagram feed beautiful and engaging.

name field: **Luxury Home Ware**

bio field: **Give your home that African touch with novelty, handcrafted luxury home ware. For the style-minded woman**

call-to-action: **What's your decor style? [link to quiz]**

ARIDON

Luxury Homeware + Decor

Give your home that African touch
with novelty, handcrafted luxury
home ware.

For the style-minded woman

What's your decor style?
[link to quiz]



The bio should say who you are, what you do and who you are for. The CTA should grab their attention and make them want to click.

5 Suggestions for your Highlights:
'Home' inspirations, Essentials, Colour Themes, Gift Guide, Shop, etc

Visual quality REALLY matters with your niche and audience, so keep your Instagram feed beautiful and engaging.
Content should:

- Become their escape, inspirational mood board & glimpse of a life they want to have
- Give them a challenge to keep them watching
- Come up with 'fail' scenarios so audience feels they can do better.

THANK
YOU!