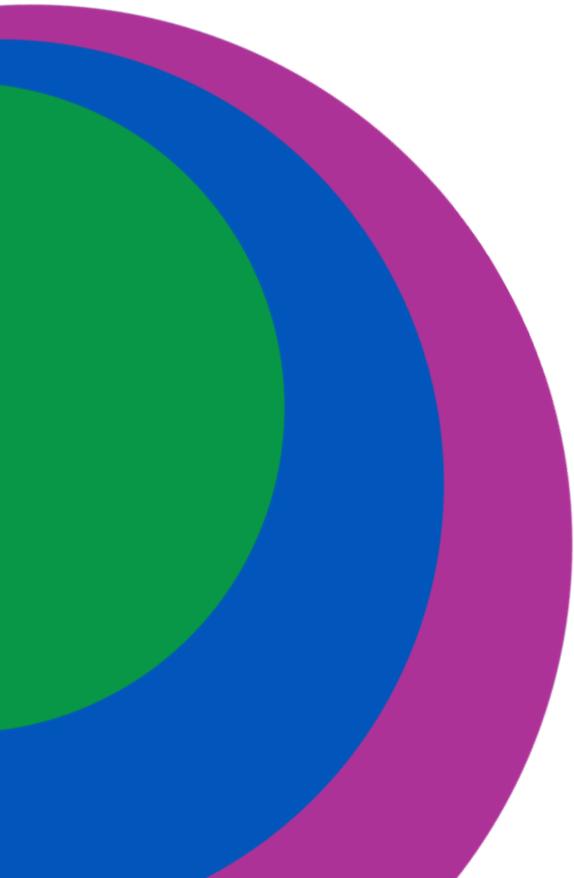




Real School

with

Dr. Paige



Week 2

Get Real Advice
for Real Results!

Design a Brand New You or Upgrade

Where are you? Here's a checklist.

Business Mission? Please write it.

Logo? Draw it if you have one or one in mind. If you've had a logo for a while, ask your dream clients for feedback. Do you need to spruce it up? If so, do it.

Chosen colors? What are they? What are the hex codes?

Font choices? Choose two main ones. Or if you have some already, are they easy to read?

Values you want to consistently carry out?

Branding Basics

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Week Two

What meaningful words or graphics that will guide you?

Are colors, graphics, logos, and taglines consistent with your cause/mission?

Does your branding create an experience for your dream client? What is that experience?

Download Simply Digital Marketing's DIY Brand Guideline Template to use for your benefit.