



How To Align Your Brand Voice & Visuals

Harmonize the look (visuals) and feel (voice) of your brand, so that you have a clear, consistent, and cohesive business presence.

1. Understand & research your vision.

Before you set out to do any work, you'll want to identify your brand vision. To do this, consider the what, who, and why of your brand. What are you offering? Is your brand going to be providing a service? Who is that service for? Do you envision your brand having a happy, cheerful tone, or will it be more subdued and calm? Try to visualize what this may look like and feel like. Next, hop online and research other brands that inspire you. Take notes of what you love about other brands; is it the colors they use? Is it the language? Do they stir a certain feeling for you?

2. Develop your brand vocabulary.

One foolproof way to create an authentic brand is to create a clear brand language. What terms and phrases evoke the feeling that you want to share with your customer? What does your customer want to hear? How do they want to be spoken to? Are there specific words that your audience or potential customer commonly uses in conversation about your services or product? Brainstorm and create a word cloud of words that, when you read it, spark the specific feeling you want to share with your customer.

3. Create a moodboard.

Creating a moodboard or inspiration board for your brand will help you stay consistent throughout all of your marketing materials. Doing this right off the bat, will help you identify what common themes you are visually attracted to. Pinterest is a great tool for doing this. Simply create a board, and pin anything that resonates with you. Once you've got a good collection of images, look for a common theme. Compare these themes with your brand vocabulary and see where the overlap is. Choose 5-8 that exemplify those themes the most, and you've got your moodboard! Use this as inspiration to inform the rest of your materials.

4. Identify your brand values.

What do you hold dear? Your brand values can often be considered the core of your brand's purpose. They help you navigate the "why" behind what you do, as well as help you develop the real personality behind your brand. Start by making a list of what kind of emotions, feelings, experiences, ideologies, etc., with which you don't want your brand affiliated. It can help to see what it is that we don't want to align with before we solidify our values. Then, look at this list. What would be the opposite or contrast to that list? For example, maybe your brand doesn't value glitz and glam, or fast-paced hustle and bustle. Perhaps you prefer the softness of the outdoors and intimate conversations with close friends. This is your list. There is no right or wrong way to create a brand values list.

5. Use your inspiration to create your visuals.

Whether you are DIY-ing your brand, or working with a professional, you'll want to make sure your logo aligns with your brand vision and values. Use everything from items 1-4 to inform what your logo and brand style guide will look like. If you prefer elements of nature, maybe your brand visuals incorporate some soft greens and browns, and shapes seen in the natural world. Your brand visuals should evoke the thoughts, feelings, experiences, and ideas that your brand values. Doing this will help ensure that your branding will remain

consistent throughout all of your visuals. If you are DIY-ing you can use tools like Canva to create a logo, but as always, we recommend that you invest in a professional to ensure that your visuals are as precise and on-point as possible.

6. Call out your brand's core traits.

What makes your brand unique? What makes you stand out from similar businesses in your industry? Are you a brand new business with lots of enthusiasm to lead the way in your industry? Or are you a seasoned veteran currently in the middle of a rebrand after two decades of running your business? Do you offer really diverse services to accommodate a wider population with varied needs, or are you super focused with boutique offerings for a more tailored and personalized customer experience? Look at what you can bring to the table, and then spin that to showcase your strengths and brand worth.

7. Clarify your story.

You've probably heard that people like to purchase from people. The best way to ensure that your customer likes and trusts your brand is for them to know your story. By story, we don't mean your bio or your professional resume; we mean your honest story that has shaped you and the work you do. Take some time to reflect on the following questions. Note: you can also answer these questions as a team.

- What does it feel like to do the work you do?
- Describe an experience that inspired you to live a creative and adventurous life.
- Describe a daily ritual of yours that is related to your work.
- What do you hope your customer gains when engaging with your work?
- What's the best piece of advice you've ever been given?
- What makes you motivated to continue the work you're doing?

Ask a friend to dialogue with you, as if they are writing your business biography, and record your conversation. Or record yourself as you talk through your answers, as if you're being interviewed on the radio. Have fun with this!

8. Tell your story through your visuals.

Once you have your story clarified, you'll want to tell it through your visuals. If your story involves overcoming an obstacle, maybe you'll want to use images on your website and social media of someone reaching the top of a mountain. Pull from the themes of your story to help inform your visuals. The most successful brands are those that are able to form a personal connection with their audience even before the customer makes a purchase. Never be afraid to put yourself out there, your clients want to know you and why you do the work you do. How can you show them who you are and what you value through your graphics?

9. Establish your messaging goals.

It's important to know what you want to share with your audience and why you want to share it. Think about your audience and their needs. What are they looking for? Are they in need of information to solve a specific problem? Do they want to feel entertained and informed? Or do they want to feel like they're getting a good

deal on a great product? Maybe it's all of the above. Your messaging goals should examine why, what, when, and how you share information with your customer. Review your brand values and brand vocabulary, and then decide how this can be incorporated into your communications. Use this information to help weigh your communications priorities.

10. Stay consistent!

Once you feel confident in your story and have your branding materials completed, don't just store them in a folder somewhere and forget about them. Your branding should be evident in everything you create, from emails to potential clients, to Instagram posts. Consistency is key. Creating brand recognition with your audience will generate interest, which leads to paying customers, and the only way to do that is to stay consistent throughout all your messaging and visuals.

We hope that this helps you build your best brand.

Engaging, confident, and authentic brands are more successful at reaching their ideal customers. By being intentional with how you approach your visuals and voice, you will develop a clear foundation for your brand; a foundation that feels genuine and true to your vision. If you come from a place of resonance, instead of dissonance, your brand will reflect that, and that will help you feel more confident and comfortable in how you present your brand to the world.



Do you need help with your brand's voice & visuals?

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