

The Workbook

How To Define Your Brand Visual Identity.

I'm here to help you refine and be
the champion of your brand.

All it takes is a chat (and a good
Designer) to make the magic
happen!



Welcome

I'm Eloise, Creative Director and Lead Graphic Designer at The Bespoke Designer. I am here to help you define your visual identity and bring clarity to your brand, for you and your clients. Your brand is more than just a logo, it's your voice, your identity, your impact.

DOES YOUR BRANDING FEELS ALL OVER THE PLACE?:

DO YOUR WEBSITE, SOCIAL MEDIA, AND MARKETING MATERIALS LOOK INCONSISTENT?:

If you're struggling to stay visually consistent with your brand or not sure where to start, then this is for you! Let's build a stronger brand together!

The Importance of Brand Visual Identity



- Brand Recognition
- Building Brand Trust
- Improved Customer Loyalty
- Brand Storytelling
- Increased Marketing Impact
- Competitive Advantage
- Increased Credibility
- Better Experience for your Clients
- Personal Pride
- Improved Customer Engagement
- Visual Identity Across Digital & Print Platforms

We Get to Know YOU!

We want an intimate understanding of who you are, what you do, and how you want to present your brand to the world. We approach your design strategically to build an identity that truly reflects your brand and can support you as you grow.

- What is your personality like?
- How you talk to your customers?
- What are your values?



“I have a logo!”

We hear this one a lot...I expect most of you do have a logo already. But does it really work for you, your business and your customers?

Normally it's a single logo design created in Canva because you searched for a logo design in your business topic. We get it...that's what you thought might work best for you at the time. But we can say with all honesty...it won't!

You are missing some key steps and questions in your brand development that will enable you to define your visual identity. We do the hard mahi for you and we ask the right questions.

We're here to the rescue!



We Want Authenticity...

We understand what is
YOUR MAGIC and that
everything about you is what
will attract the right
audience to your brand.



We Want Communication...

When your personal brand is aligned with who you are, you are able to come up with a marketing plan that allows you to show up in a way that is magnetising to your ideal client.



What We Do Next!



1.WE CHAT



2.WE ADVISE



3.WE DESIGN

Inspiration is not always in the most obvious places. It's about perception...the resonating feeling your audience gets when they see your brand. We like to call it 'Personal Branding' and touches on elements of 'Human Design'.

CLIENT EXAMPLE

Before & After



CLIENT EXAMPLE (Snippets of the style guide content...the full design content is client confidential). We deliver a full brand suite and style guide that defines your logo, colour palette, typography, photography and iconography for **BRAND CONSISTENCY**.







'ANTI-FLAM TINCTURE'

[Shop Now](#)



'BRAIN BOOST TINCTURE'

[Shop Now](#)



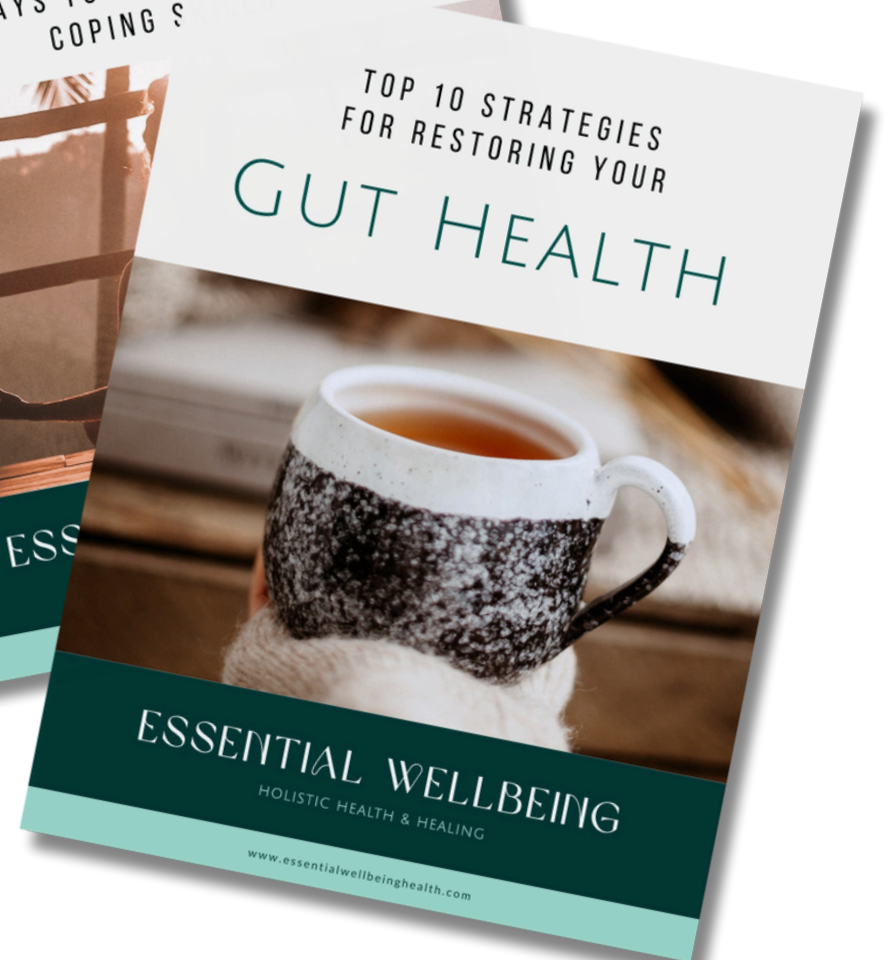
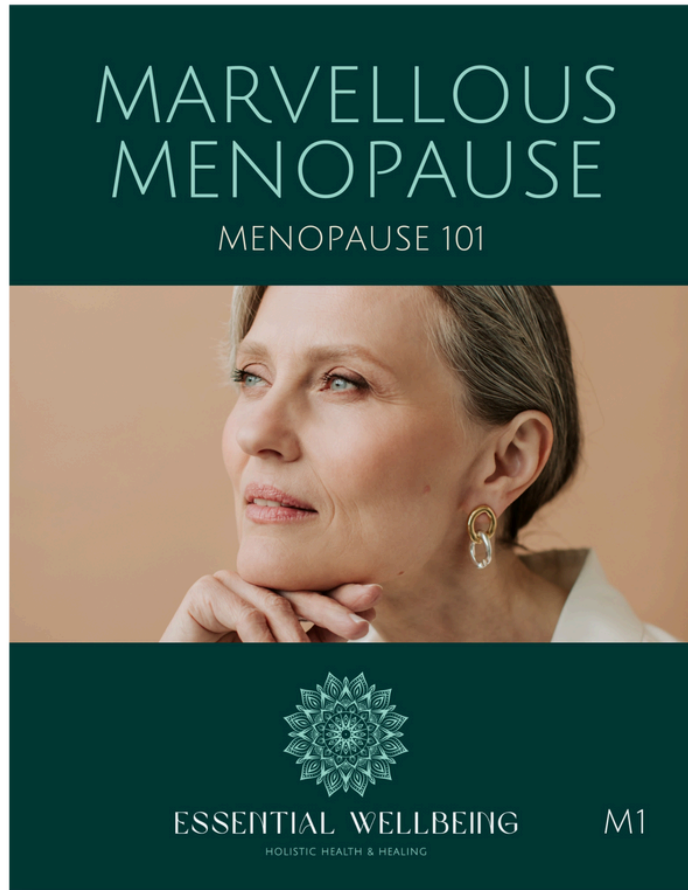
'SKIN RENEW SERUM'

[Shop Now](#)



'ESSENTIAL HEALING BALM'

[Shop Now](#)



Ask Yourself Some Questions about Your Brand!

- ☐ Is it professional
- ☐ Is it personable?
- ☐ Is it inviting?
- ☐ Is it balanced?
- ☐ Is it adaptable?
- ☐ Is it trustworthy?
- ☐ Is it distinct?:
- ☐ Is it memorable?:
- ☐ Is it scalable?
- ☐ Is it flexible?
- ☐ Is it cohesive?
- ☐ Is it easy to apply

**If you answered 'NO' to most of the above...then
The Bespoke Designer is here to help!**



We do the hard mahi!

Start your 'Brand Identity Journey' with us! We take all of the juicy bits we need from our free online 'Brand Identity Workbook' and then we create, design and refine.

The process is fully immersive and we make sure you are with us for the ride.

You can find all of our Brand Identity resources and info via our website.



Signing off...

Thank you

We hope you found this workbook useful and have encouraged you to start thinking on a deeper level about your brand identity.

Please feel free to contact The Bespoke Designer to see how we can further help you define and align your brand with your very own epic Brand Identity Suite.

Let's create, refine and design - together!

Eloise Condrón
Creative Director @ The Bespoke Designer