# of a Successful Brand by Jodi Salice, Graphic Designer & Brand Strategist



#### VISUAL-

#### Visual Identity

Everything visual: logo, colors, typography, imagery

#### Presence

Where your brand is expressed, either digital or physical (website, social media, printed materials, etc)

#### **VERBAL**

#### Name, Tagline, Promise

Statements of your brand's unique value

#### Core Message

Communicates the values and differentiators that define the brand

#### Story Telling

Narratives that connects customers to what the brand stands for as well as the values they share

#### CHARACTER -

#### Personality

Your brand's human characteristics to which the consumer can relate

#### **Brand Voice**

A tone of voice both embodies and expresses the brand's personality and set of values

## A successful brand is built from the bottom up.

### Strategy

#### **POSITIONING**

#### Audience

Whom your brand aspires to serve

#### Competitors

Brands that provide similar solutions to yours

#### Differentiator

That which makes your brand stand apart from your competitors

#### **INTERNAL SUBSTANCE**

#### Purpose

Why your brand exists

#### Vision

What your brands aspires to do, become, or achieve

#### Mission

What your brand is committed to doing each day to achieve its vision

#### Values

The guiding beliefs of the brand



## To schedule a Free 30-minute Discovery Call to discuss your brand strategy or visual identity, go to:

https://calendly.com/jodisalice/discovery

#### See my work on Behance

http://www.behance.com/jodisalice

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#### **Jodi Salice**

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"Branding Tips & Networking for Christ-guided Women Entrepreneuers