



# Branding Workbook

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**Shepherds Loft, Llc**  
creating and enhancing your new media presence  
801 Industrial BLVD #2358 | Ellijay, GA 30540 | 866.858.5638



## Introduction

### Why is branding so important?

Developing the right brand for your business may be simple and easy or it may take time to develop. The elements of a brand may include - but are not limited to - a symbol\*, e.g., a lamb, a logo\*\*, e.g., Shepherds Loft, and a Unique Selling Proposition (USP), e.g., Creating and Enhancing Your New Media Presence. The three elements together are called a Combination Mark.

To complete all the exercises in this workbook you will need a design program or you will need to hire a graphic designer to make your symbol, logo, and combination mark in a vector file.

If you already have all your branding information completed and organized, use the checklist to make sure you are ready.

\* *Dictionary definition of logo: a design or symbol used by a company to advertise its products*  
- a corporate logo

\*\* *Dictionary definition trade name: the name or style under which a concern does business*  
- Example: Ibuprofen is sold under several trade names.

[NEED A GRAPHICAL EXAMPLE OF EACH TYPE OF LOGO... SYMBOL, NAME, COMBINATION MARK]

## References

[inkscape.org/](http://inkscape.org/) - Vector Design Program  
[chami.com/html-kit/services/favicon/](http://chami.com/html-kit/services/favicon/) - Create Your own Favicon  
[picasa.google.com/](http://picasa.google.com/) - upload, edit and share photos  
[dafont.com](http://dafont.com) - browse, view and download fonts  
[kular](http://kular) - choose, view, and document your color scheme

## 1) Company Symbol

If you have been in business longer than 5 years it may be time to update your brand and look. Use your symbol as your profile icon in your social network accounts - consistently using the same profile image/symbol establishes your online branding/presence. Remember: you want your current and future clients to see you as often as possible so use an icon that best represents you or what you do.

Use the boxes below to draw symbols **for your profile icon/symbol** that you think best represents what you do.


Scan one of your drawings or take a picture of it and upload it to Picasa to edit. Or import it into an Illustrating program ([inkscape.org/](http://inkscape.org/) - Vector Design Program)



## 2) Company Logo

The font(s) and color(s) used in your logo should be consistent with that of your business profile. Research the internet to find a font that represents who you are. ([dafont.com](http://dafont.com)) Choose a color scheme that fits your purpose. ([Kular](http://Kular))

Use the lines below to write down your favorite font and color combinations:

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

6) \_\_\_\_\_

7) \_\_\_\_\_

8) \_\_\_\_\_

9) \_\_\_\_\_

10) \_\_\_\_\_



### **3) Defining Your Purpose**

This is the driving force behind your online presence. Writing is the easiest way to begin communicating with your current clients and allowing new clients to find you. To keep all forms of your content consistent from the very first day, define your company's mission and vision! This is the most essential part of the process because everything you do from this point forward must satisfy your purpose.

Additionally, you need to write a Unique Selling Proposition (USP). This not only helps you define exactly what you are selling but to whom and how you are selling it. The USP is a key step in defining your keywords or phrases for Internet Marketing. The USP is also known and used as your tag line - a part of your branding which accompanies your combination mark.

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## Winning USP Examples

The following are 6 powerful USPs that alleviate the "pain" experienced by the consumers in their industries..

### **Example #1 - Package Shipping Industry**

**Pain** - I have to get this package delivered quick!

**USP** - *"When it absolutely, positively has to be there overnight."* (Federal Express)

### **Example #2 - Food Industry**

**Pain** - The kids are starving, but Mom and Dad are too tired to cook!

**USP** - *"Pizza delivered in 30 minutes or it's free."* (Dominos Pizza)

(This USP is worth \$1 BILLION to Dominos Pizza)

### **Example #3 - Real Estate Industry**

**Pain** - People want to sell their house fast without losing money on the deal.

**USP** - *"Our 20 Step Marketing System Will Sell Your House In Less Than 45 Days At Full Market Value"*

### **Example #4 - Dental Industry**

**Pain** - Many people don't like to go to the dentist because of the pain and long wait.

**USP** - *"We guarantee that you will have a comfortable experience and never have to wait more than 15 minutes" or you will receive a free exam."*

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**Unique Selling Proposition (continued)**

On the lines below create USP ideas for your business and then choose one.

Your Unique Selling Proposition

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

6) \_\_\_\_\_

7) \_\_\_\_\_

8) \_\_\_\_\_

9) \_\_\_\_\_

10) \_\_\_\_\_

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## 4) Check List

### Colors

**RGB - hexi-decimal** colors are: (six digit combination of letters and numbers)

# \_\_\_\_\_

# \_\_\_\_\_

# \_\_\_\_\_

# \_\_\_\_\_

**CMYK** - if you used Pantone colors list them below:

Pantone \_\_\_\_\_

Pantone \_\_\_\_\_

Pantone \_\_\_\_\_

Pantone \_\_\_\_\_

**Fonts** (recommend one, two at most)

\_\_\_\_\_

\_\_\_\_\_

### Symbol

**CMYK** - 5" 300dpi or vector file (dpi - dots per inch)

**RGB** 800px (jpg) (px - pixels)

180 x 180px minimum Facebook,

250 x 250 px minimum You Tube/Google +

80 x 80 px LinkedIn (jpg)

18 x 18px Favicon (.ico)

### Logo

**CMYK** - 5" 300dpi or vector file

**RGB** 800px 72dpi (jpg)

**Black and White**

### Combination Mark

**CMYK** - 5" 300dpi or vector file





**RGB** 800px 72dpi (jpg)

**Black and White**

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