

TAKEAWAY, RESOURCES, AND ASSIGNMENTS

Chapter 5, Takeaway:

- Your brand visual presentation should mirror and sell your customers' dreams and **desired self- image**.
- In every image you take, you should be communicating and **selling an outcome** or a message.
- Don't use social media feed to sell a product rather **communicate and build a brand** around your product.
- Keep your website product images, clean and neutral, the goal is to **demonstrate and sell the product** as in the physical store experience.
- Your logo is the **symbol** of your brand, it needs to be **identifiable, bold, scalable, and reflects the character** of your brand.
- Treat your product packaging as an **attractive, bold, and confident salesperson**.

It needs to jump out; it needs to sell the desirability or the outcome of the product and highlight the most critical information as a shortcut for the customer to make a **quick decision**.

- The more premium your products get, visually the simpler it gets, and the more you have to invest in the materials of the packaging, you need to communicate the **aesthetics and values** of your brand, rather than the flashy look or what the product does.

- Always compare your packaging design to your competitors' packaging design, both online and in- store, you need to jump out and do not blend in, **be the clearest, not the busiest**.

- Think about the different **desired outcomes** of why people buy your product, and how you can implement it in your packaging.

- Think about the **scale of your packaging** and the way of how people consume your product.

- Your product packaging is the first **physical interaction** between your brand and the customer, make it special and personalized.
- Work with creative artists, design agencies, or freelancers, to achieve desirable visual presentation outcomes.

Online platforms for hiring freelance designers:

- Dribbble
- Behance
- 99designs
- Upwork

Resources:

DESIGN YOUR LOGO

Navigate to: <https://www.tailorbrands.com>

Note: This website is free to use, If you need to download the logo then you have to pay, **You should not buy unless you want to**, I only require you to use it as a free tool for this exercise, follow my steps in the demo video and you should be fine!

Here is a quick demo of how to use the tool.

<https://youtu.be/SoVIMJmixqE>

Points to consider:

- Stay consistent with your brand image.
- Identify your brand attitude.
- Pick a font and a symbol that identifies your brand style.
- Keep it simple, Bold, and readable.

- Logo Inspirations:

- [BrandBucket](#)
- [Logomoose](#)

- Brand Identity Tool:

- [Looka](#)
- [Swag](#)

EXPLORE YOUR IMAGES STYLE

Explore and find inspirations for your brand style:

- Pexels
- Freepik
- Pixabay
- Burst Shopify

Points to consider:

- Who is your target audience? What type of **genre, lifestyle, and attitude** do they like?
- What kind of environment does your product photography need to be in? Urban, Modern, Large city, Countryside, Street style, or Old architecture?
- Why did you choose those specific images?

Hint: Your answer should not be oh! Because I like those images, think harder!

- Free products photography YouTube channels:

- [We Eat Together](#)
- [The Bite Shot](#)

- Products Mockups Marketplace:

- [Creative Market](#)
- [Placelt](#)

- Social Media Media Tools:

- [Bannersnack](#): helpful tool, comes with tons of pre-designed templates, it saves you the hustle to design each banner size separately, and with one click, you can apply your design across all sizes.
- [Crello](#): A great tool as well, it's similar to [Canva](#), comes with hundreds of beautifully pre- designed templates, the downside is that you still need to design each banner

size separately; it works perfectly if you are only looking to design a single banner.

Resources:

- [Canva Design School](#)

- DESIGN YOUR WEBSITE

Navigate to: <https://www.Wix.com>

Sign up for a free account start designing your brand website.

Note: This website is free to use, If you need to upgrade then you have to pay, You should not buy unless you want to, I only require you to use it as a free tool for this exercise, follow my steps in the demo video and you should be fine!

- Resources:

[Wix Tutorial for Beginners \(2020 Full Tutorial\) | YouTube - Santrel Media](#)

- Other alternatives:

- [Squarespace](#)
- [Weebly](#)

Points to consider:

- How would you like to showcase your brand?
- How would you like to tell your story?
- How will you be able to build trust with your customers?
- Find creative artists to work with:

Chapter 5, Assignment:

- Navigate to [Alibaba.com](https://www.alibaba.com) to find a commodity product you like or start from your product.
- Find and visually research four unique brands that come with four distinct looks and aesthetics of the same product category.
- Pick one brand style that fits your brand

type, break it down, and start learning and emulating it.

- Come up with three different images that define your brand style.
- Ask yourself, why did I choose this style, and how does it reflect my customer desirable image and outcome?

Note: Please check the attached files that come along with this week's resources.

Resources for this lecture:

- Visual Presentation.pdf