Advanced Branding For Small Businesses.

Chapter3: Developing A Solid Brand Visual Presentation.

Chapter3, 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:

- **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](#)

- [PlaceIt](#)

- 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](#)

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

Chapter3, Assignment:

- 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's desirable image and outcome?