

CREATIVE SKILLS WORKSHOP

How to DIY Your Brand

Laura
WHITEHOUSE
MIGHTY FINE DESIGN

Blick
Shared
Studios



How to DIY Your Brand





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Who are you?

** YOU WON'T BE KICKED OUT IF YOU DON'T FIT THE BILL*

And just who
do I think I am?



bookshop



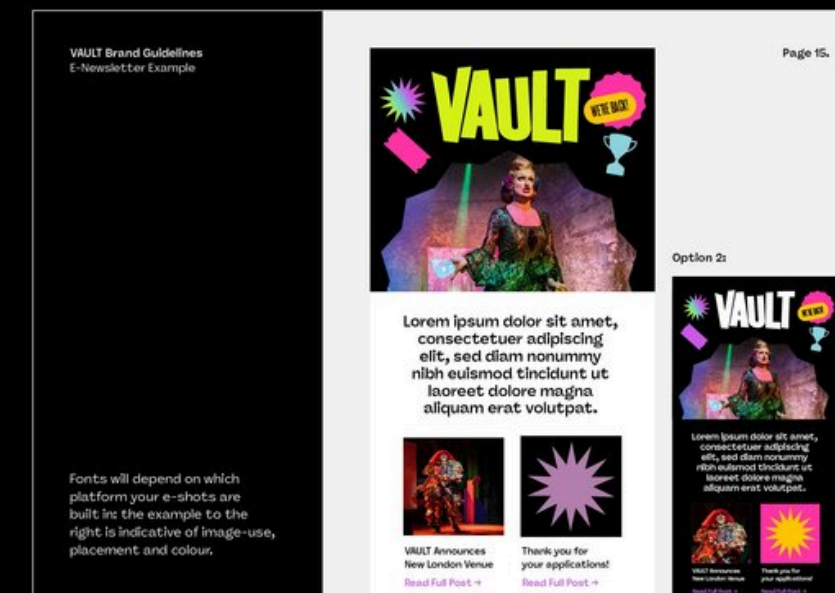
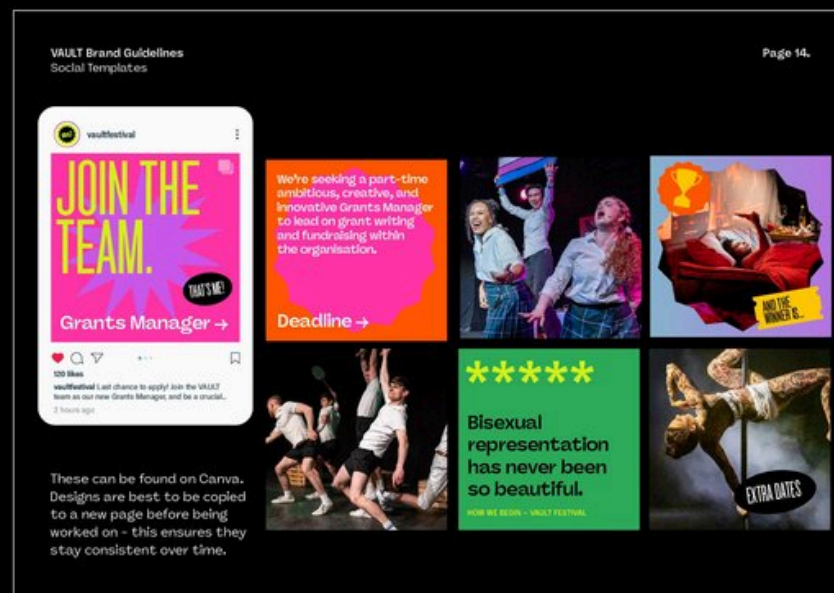
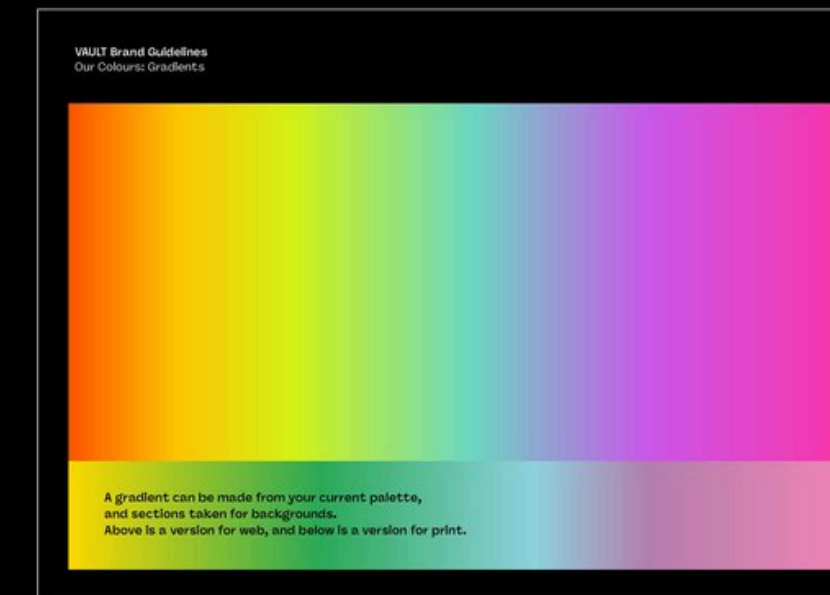
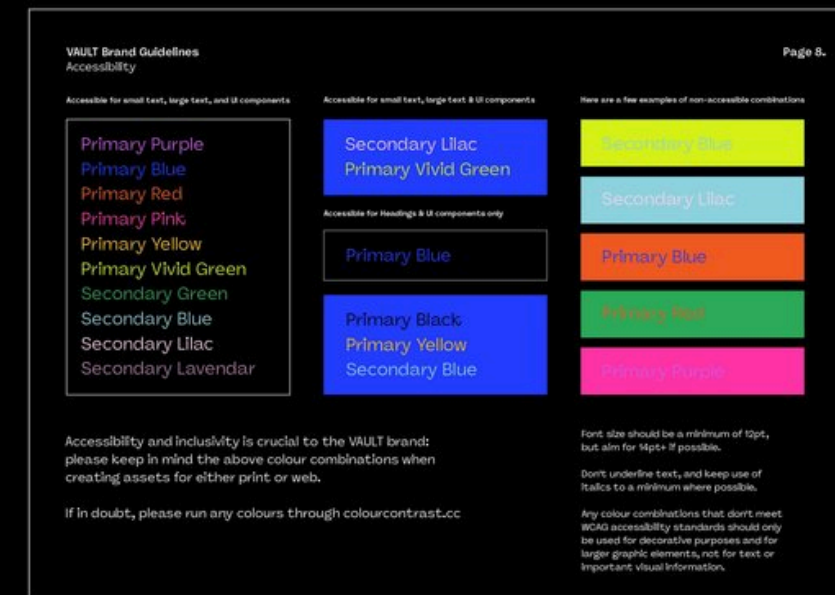
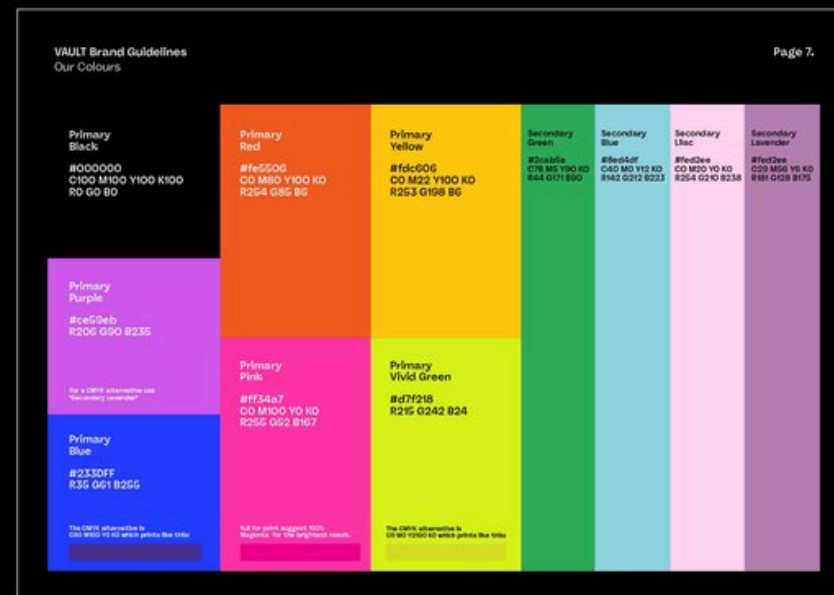
the Edinburgh Bookshop

EST 2008

The Bruntsfield area of Edinburgh has a rich literary history. Muriel Spark, author of *The Prime of Miss Jean Brodie*, was born a few doors away from here at 160 Bruntsfield Place. Other famous residents of the area include: Kate Atkinson, Morag Hood, Norman MacCaig, Maggie O'Farrell, Catherine Rayner, Ian Rankin, J.K. Rowling and Alexander McCall Smith.



THANK YOU TO ALL OUR FRIENDS WHO SUPPORTED THE MOVE TO OUR NEW BRUNTSFIELD HOME







Lothian

638

44 Wallyford

NTART
MONTH

7 - 30 JUNE 2024

Celebrate the incredible art galleries
in Edinburgh's New Town.

NTART.ORG
@NTARTMONTH

What is branding?

Logo

Colour Palette

Fonts

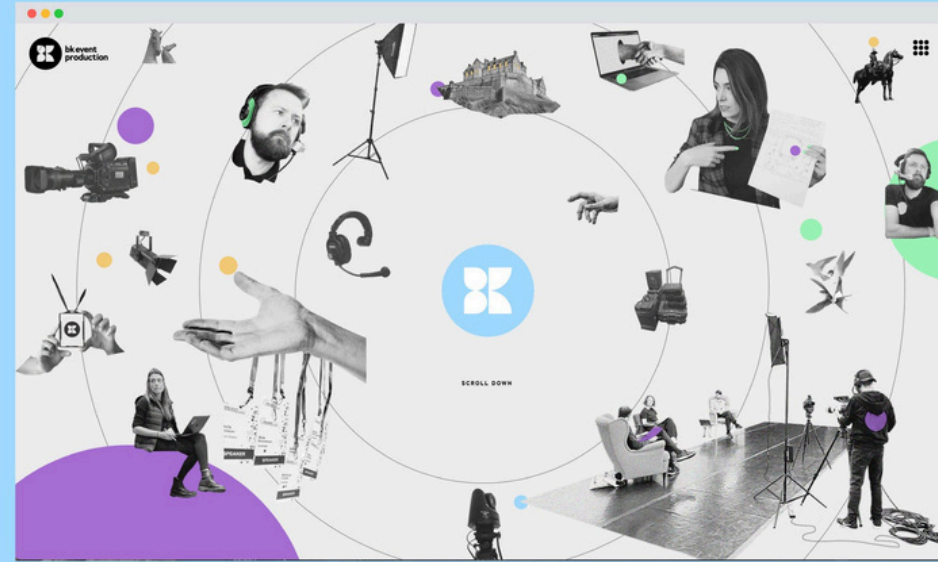
Photos / Illustrations

Website & Social Media

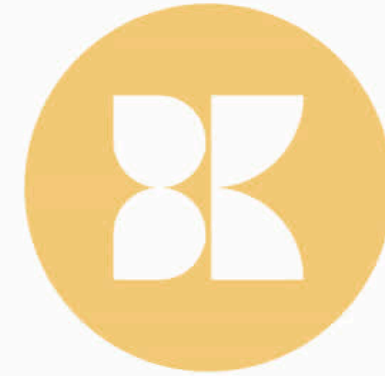
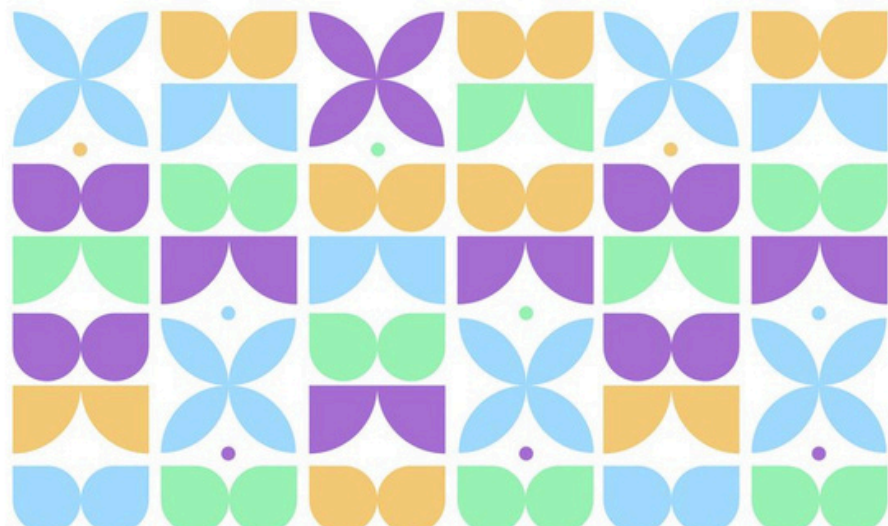
Tone of Voice

Email Signature





DRF Conference Brief Document



bkevent production



Our Solution

Event Production: Two Levels of Production

Basic Broadcast Experience

What's included based on one-off event contract:

- 2 days of pre-production manager: planning, technical rehearsals, technical planning
- Production manager for the conference day
- Aircast Studio software
- Internet clicker License



Why is branding good for business?

Helps you to stick in the brain.

Builds consistency and trust with your audience.

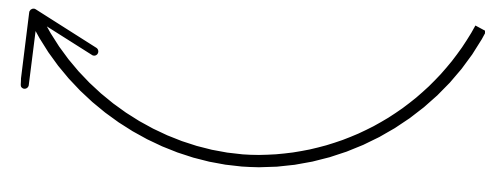
AGHHHHHH

AGHHHHHH

(Where do I even start?)

LOGO / COLOURS / FONTS / LANGUAGE / MARKETING MATERIALS

WHO YOU ARE



LOGO / COLOURS / FONTS / LANGUAGE / MARKETING MATERIALS

WHO ARE YOU?

I help _____ to

Who do you help?

_____ by

What do you help others to do?

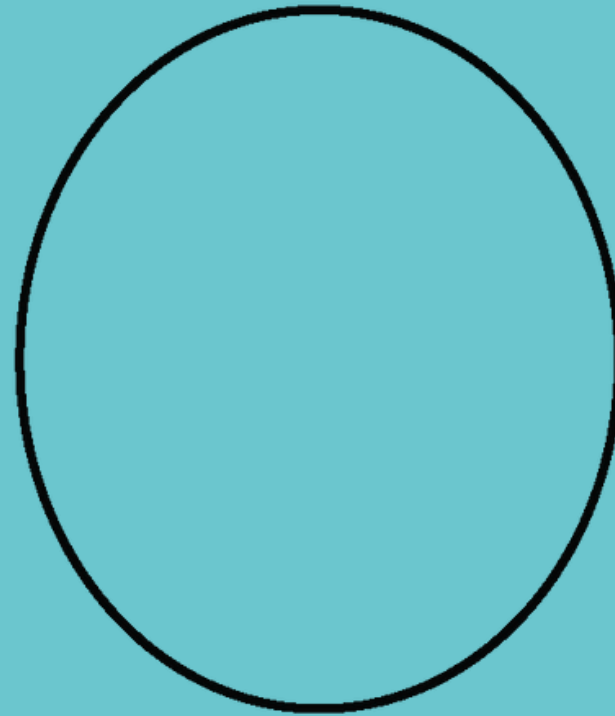
_____ so that they

What do you do for them?

What do they achieve with your input?

WHO'S IT FOR?

Draw and make notes about
your fictional ideal client here.



NAME: _____

AGE: _____

THE WARM & FUZZIES

Circle five things you'd like people to think of when people come across your brand - or write your own.

MODERN SOPHISTICATED INNOVATIVE

CLASSIC PLAYFUL SERIOUS

BOLD LIGHT FRIENDLY ORGANIC

LUXURY CREATIVE QUALITY

CLEAN SPORTY EDUCATED

DOWN TO EARTH PERSONABLE

WHY YOU?

What's unique about you or your business
that makes people want to work with **you**?
Psst..be as boastful as you can!

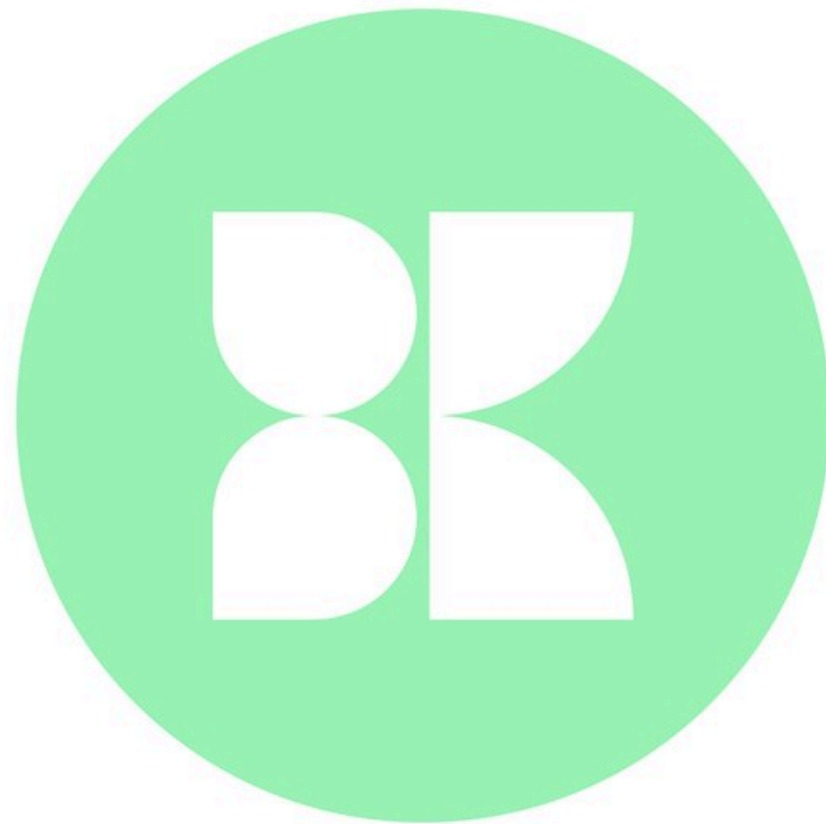


Keep it simple.
Keep it recognisable.
Take one thing away.

LOGO / COLOURS / FONTS / LANGUAGE / MARKETING MATERIALS

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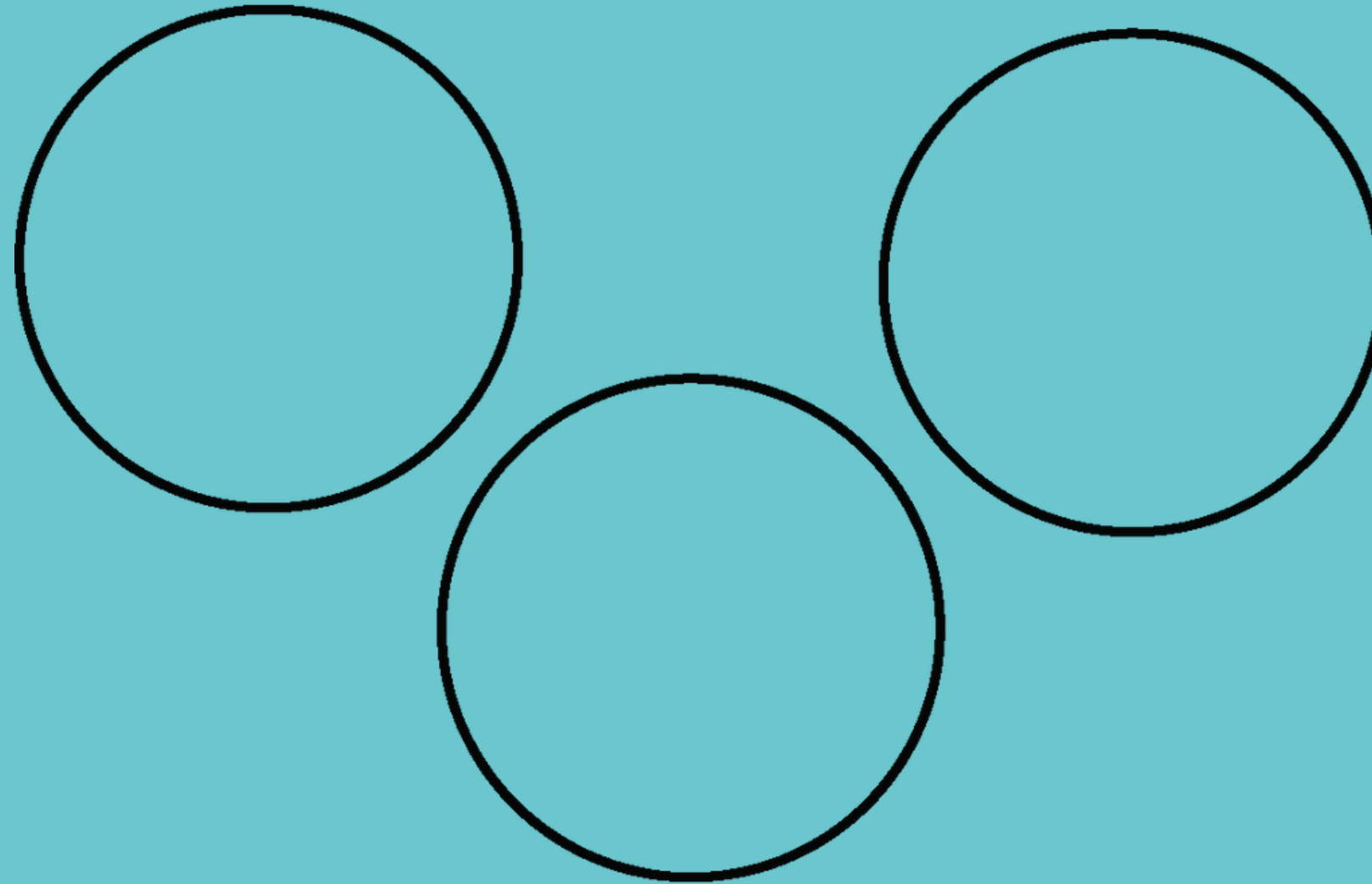
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**bk event
production**

ICONIC

Draw three things associated
with what you do (then see next bottom of
the next page - don't cheat!)



Choose 2-3 main colours.

Ensure there is enough contrast.

Neutral and accent colours.

COLOUR ME INTRIGUED

How do these colours make you feel? Are there any that stand out to you as a feeling you'd like prospective clients to experience?

WRITE HERE!

The worksheet contains nine colored circles, each with a white horizontal bar for writing. The circles are arranged in two rows: the top row has five circles (red, yellow, teal, lime green, dark blue) and the bottom row has four circles (olive green, light blue, magenta, brown). An arrow points to the red circle in the top row, with the text "WRITE HERE!" next to it.

Red	Yellow	Teal	Lime Green	Dark Blue
Olive Green	Light Blue	Magenta	Brown	

Choose two fonts.

Are they are least cousins.

Focus on the detail.

PUBLIC NOTICE

**As an aside, please do
not use Montserrat or
Poppins or I may
scream.**

How do you want people to feel?

How do you communicate naturally?

Read. Read. Read.

INSPIRATION

Name three brands you admire - and why.

HOT COMPETITION

Write down three other businesses you encounter most often when looking for work - and make sure to stay far away from how they look!

How do you usually sell?

Print vs Socials.

What are your key points of contact?

WHAT'S IN A BRAND?

Let's eat that elephant one bite at a time. If you're DIY'ing your brand, write a number next to how important everything is to you. And then get started with number one!

☐ LOGO (FOR WEB)

☐ LOGO (FOR PRINT)

☐ LOGO (BLACK & WHITE)

☐ SIMPLE ICON / MARQUE

☐ COLOUR PALETTE

☐ FONTS

☐ SOCIAL TEMPLATES

☐ TONE OF VOICE

☐ EMAIL SIGNATURE

☐ WEBSITE

To hire a pro or not
to hire a pro.

Hire a pro!
Hire me!

(JK)



Check their portfolio.

Seek collaboration.

Hire someone nosy.

Boredom \neq Change

Keep. It. Simple.

No Poppins or Montserrat. I beg.

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Resources & Questions

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