

nakeithaK
creative services

BRAND IDENTITY
Workbook





NAKEITHA.COM

Welcome ...

I'm NaKeitha, the owner of NaKeitha K Creative Services. I am a photographer and graphic designer who specializes in Brand Identity! Helping entrepreneurs like yourself create the voice & vision for their brand has been a true pleasure for me. When I started this brand in 2009 I was motivated by the birth of my son to pick up a camera professionally. Over the years I have photographed families, newborns & corporate events. Once I started to gravitate to graphic design in 2017 that my love for Brand Identity took form.

If you are in need of creating a brand that you can be proud of, stands out and also embodies you - here is where you need to be. This workbook will be an awesome start and when you're ready to bring to life all that you will create within this workbook NaKeitha K Creative Services will be a phone call away!



How to use this workbook

Your brand identity should speak for your business. Everything about it should embody your brand values and resonate with your target audience. You should have a sense of pride and confidence in your brand identity. It will ultimately be a reflection of you.

This workbook will help you to clarify the key aspects of your brand identity. By the end of this workbook you will have a firm mission and vision statement, know your ideal audience & have a visual aesthetic in place.

BRAND MISSION

Don't underestimate the importance of a mission statement. Every entrepreneur should write a mission statement early on because they provide you with the framework and purpose of your brand. If you don't have one, you need to get one. Here are four essential questions your company's mission statement must answer:

- What do you do?
- How do you do it?
- Whom do you do it for?
- What value are you bringing?

CREATE YOUR MISSION STATEMENT IN THE BOX BELOW:

“

”

BRAND VISION

Brand vision refers to the trajectory of a brand and what it hopes to achieve in the future. It is rooted in your core branding, but it encapsulates more than just the here and now. A perfect brand vision for your company will help to guide your business strategy and outline where you hope to be one day.

CREATE YOUR VISION STATEMENT IN THE BOX BELOW:

“

”

BRAND GOALS

My mother always told me when it comes to your goals. WRITE IT DOWN AND MAKE IT PLAIN; that is what I want you to do. Be intentional about your brand goals. Don't leave anything out; whether it be big it small. This is the time to dig deep and make a plan for where you want to take this vision!

Where do you want your business to be in 10 years?

What do you want for your business, but you don't have yet?

What do you have in your business, but you don't want?

TAKING ACTION

What one thing will you do to get started on each goal in the next month?

Write out one action that you will complete towards each goal in the next month. Break the action down into a smaller step until you can commit 100%.

Goal 1 Action by

Goal 2 Action by

Goal 3 Action by

Goal 4 Action by

Goal 5 Action by

Goal 6 Action by

Finally, what one action could I take tomorrow?

Important Notes	Reminder

BRAND STORYTELLING

A brand story recounts the series of events that sparked your company's inception and expresses how that narrative still drives your mission today. Just like your favorite books and movies' characters, if you can craft a compelling brand story, your audience will remember who you are, develop empathy for you, and, ultimately, care about you.

ELEMENTS OF A BRAND STORY:

1. Highlight your story's conflict.

Conflict is key to telling compelling stories. So be transparent about the adversity your company has faced, and own it. The more honest you are about your shortcomings, the more people will respect you and relate to your brand.

2. Don't forget about your story's status quo and resolution.

Conflict isn't the only thing you should focus on when crafting your brand story. A compelling story has two other fundamental elements - the status quo and resolution. The status quo is the way things are or the initial nature of your situation. The conflict disrupts this situation and puts something at stake, forcing the protagonist (your brand) to actively find a solution to this problem. The resolution describes how the protagonist solves the problem, giving your audience an emotional payoff.

Example: Headphones Brand

Status Quo: Music is an essential part of the human experience. Without it, life just isn't as colorful and exciting. And we believe quality headphones amplify the pleasant, emotional experience of listening to music.

Conflict: In a market where every headphone brand has an enormous advertising budget, state-of-the-art facilities, and high-tech machines that can churn out as much product as they want, all of which we don't have, why do we choose to not conform?

Resolution: Sound comes first. We're craft-driven creators, meaning we prioritize producing the best product over generating the most hype. And by creating a better pair of headphones at the expense of publicity and growth, we can serve our customers better and foster a fervent passion for our product.

IDEAL CLIENT

8 QUESTIONS TO DEFINE YOUR IDEAL CLIENT:

1. Where do they hang out?

2. Where do they get their information?

3. What are their challenges & frustrations?

4. What are their goals and priorities right now?

5. What is their budget ?

6. What type of language do they use ?

7. Where do they live ?

8. What kind of personality do they have?

BRAND VOICE

Brand voice is the distinct personality a brand takes on in its communications. Imagine you went to a dinner party and you're chatting with all the guests. One person stands out because they're great at storytelling in a distinctive, unique way. The flow of their words, the language they used and their personality all combined to make for a memorable experience. In fact, when you're retelling that story, you immediately think of that person.

Now extrapolate that dinner guest into a brand voice. Who is your brand online? If your brand was a person, what personality traits would they take on and what would they actively avoid? What phrases and stylistic choices does your brand use on a consistent basis?

All of the above combine to create your brand voice. This personality is applied to everywhere your brand speaks, including newsletters, social media posts, internal official communications like company announcements and advertising.

BRAND VOICE CHART

Character

*ex: Friendly, Warm,
Authoritative, Professional*



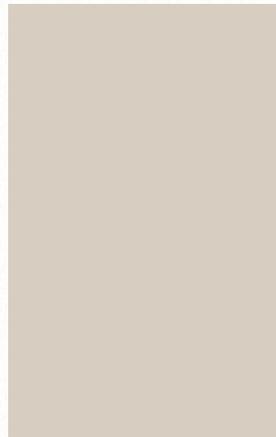
Tone

*ex: Personal, Direct,
Scientific, Humble*



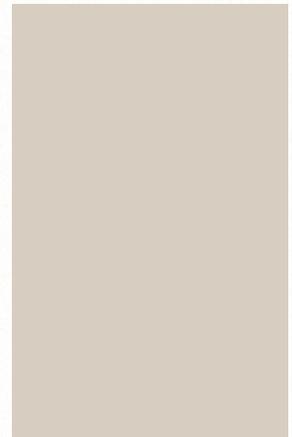
Language

*ex: Fun, Complex,
Casual, Simple*



Purpose

*ex: Engage, Educate,
Inform, Entertain*



COLOR PSYCHOLOGY

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Red

Romance, leadership, willpower, danger, anger

Orange

Abundance, warmth, determination, success

Beige

Flexibility, dependability

Purple

luxury, ambition, independence

Teal

sophistication, self-sufficiency, communication

Lavender

youth, vitality

Grey

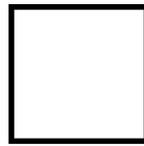
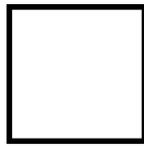
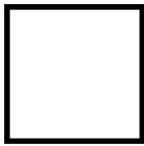
conservativeness

Blue

stability, loyalty, confidence

COLOR PALETTE

Current Color Palette



HEX: # _____
PANTONE (PMS): _____
C: _____
M: _____
Y: _____
K: _____

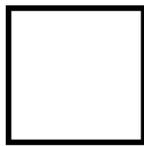
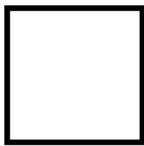
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HEX: # _____
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M: _____
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TRY TO LIMIT TO 4 COLORS

Revised Color Palette



HEX: # _____
PANTONE (PMS): _____
C: _____
M: _____
Y: _____
K: _____

HEX: # _____
PANTONE (PMS): _____
C: _____
M: _____
Y: _____
K: _____

HEX: # _____
PANTONE (PMS): _____
C: _____
M: _____
Y: _____
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HEX: # _____
PANTONE (PMS): _____
C: _____
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TRY TO LIMIT TO 4 COLORS

BRAND ANATOMY

PRIMARY LOGO



SUBMARK



ALTERNATE LOGO



COLOR PALETTE



FONTS



DESIGN MOOD



BRAND DEVELOPMENT BOARD BY NAKEITHAK.COM

BRAND FONTS

The perfect brand fonts should:

- Be unique & memorable
- Be legible
- Work on every platform
- Communicate your brand personality

6 of the basic font classifications:

Classic

SERIF

Modern

SANS-SERIF

Bold

SLAB SERIF

Elegant

SCRIPT

Informal

HANDWRITTEN

DRAMATIC

DECORATIVE

Serif fonts are the oldest font style, originating way back in the 15th century. They're named for the feet (called serifs) seen at the top and bottom of each letter. Because serif fonts are the original font style, we generally perceive them as classic, traditional, and trustworthy.

Sans-serif fonts didn't emerge until the 19th century, much more recently than the traditional serif fonts, so we tend to perceive them as more modern. Sans-serif fonts are also much simpler in form than serif fonts, so they tend to evoke a sense of cleanliness and aid in giving you a minimal design.

Slab serif fonts a special breed of serif fonts, feature larger, blockier serifs. As a result, they look a bit more rugged, bold, and quirky than traditional serif fonts. This type of font works well for companies with a long and proven history of producing quality products who still want to appear current. For example: VOLVO, SONY & HONDA

Script fonts are elegant and unique. Script fonts, elegant fonts designed to imitate cursive handwriting, have character strokes that connect one letter to the next. Just as everyone's handwriting looks very unique, each script font feels very distinctive. They tend to follow the design trends of the day, making script fonts a risky choice for a brand font, as they might fall out of fashion too quickly. Still, the script fonts used by brands like Ford, Johnson & Johnson, Cadillac, and Instagram have stood the test of time (so far).

Handwritten fonts are informal and artistic. Handwritten fonts are pretty self-explanatory...they're fonts that look like they've been written out by hand. They sometimes incorporate weird letterforms, and they're about as different from traditional serif fonts as you can get. They're a fun choice if you want to present yourself as a playful, informal, approachable, or artistic brand.

Decorative fonts are stylized, distinctive, and dramatic. Decorative fonts are the most diverse. They include any font that uses unique shapes, forms, or proportions for a highly stylized look, such as **graffiti fonts**. The logos of Lego, Disney, and IBM feature distinctive decorative fonts that make their brands especially memorable. These powerful fonts are best used in small doses, so use them at your own risk. They tend to be a bit more trendy, which you might want to avoid if you'd like your brand to endure for years to come.

BRAND IMAGERY

Brand photography is a suite of professional images that represent your business visually, and fit with your visual identity through their use of colors, tone, props, sets and more. These can include photos of you, your team, your products, your process, your space and other things that make your business unique.





START YOUR BRANDING JOURNEY

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