

AAO WRITES

Guideline.

# Branding Made Simple

Creative Brand  
Guideline

# Introduction

## **Welcome, Entrepreneur.**

Branding isn't just about logos and colors—it's about how people see and feel about your business. A strong brand builds trust, attracts the right customers, and helps you stand out in a noisy world.

In this short, easy-to-follow eBook, you'll learn 10 simple but powerful branding tips to build a memorable brand from scratch.

Let's get started.

# Know Your "Why"

Your brand starts with purpose. Ask yourself: Why did you start this business? What problem are you solving?

Pro Tip:

Your story matters. People connect with why you do what you do more than what you sell.

Example: “I started my skincare brand because I wanted to help people with sensitive skin feel confident naturally.”

# Define Your Brand Personality

Think of your brand as a person. Is it friendly? Professional? Bold? Calm? Choose 3–5 words that describe your brand's tone and personality. This helps create consistent messaging.

Examples:

- Friendly, Helpful, Fun
- Bold, Innovative, Confident
- Calm, Luxurious, Elegant

Stay true to this personality across everything—social media, emails, packaging, and more.

# Understand Your Audience

Your brand is not for everyone—and that's a good thing!

Get clear on who your ideal customer is:

- What do they care about?
- Where do they hang out online?
- What language do they use?

Speak directly to them in your branding. Make them feel like you get them.

# Choose the Right Visual Identity

Your visuals are the face of your brand. This includes:

-  Logo
-  Colors
-  Fonts
-  Images
-  Design style

Tip: Pick 1–2 fonts, 2–3 main colors, and a consistent style for your graphics. Use tools like Canva or hire a designer to bring it all together.

# Craft a Clear Brand Message

A brand message is what you want people to remember about your business. Keep it short and clear.

Formula:

“I help [who] do [what] so they can [result].”

Example: “I help small businesses build powerful online brands so they can grow with confidence.”

Use this message on your website, social media bio, and email signature.

# Be Consistent Everywhere

Consistency builds trust. Every time someone sees your brand, it should look and sound familiar.

Check these touchpoints:

- Website
- Instagram/Facebook/TikTok
- Emails
- Packaging
- Business cards

Same tone, colors, fonts, and vibe—everywhere.

# Tell Your Story Often

People love stories. Don't just sell—  
share your journey.

Tell your audience about your  
struggles, wins, and lessons. This  
makes your brand relatable and  
real.

Post ideas:

- “Why I started my business”
- “The first sale I ever made”
- “What I’ve learned as a business  
owner”

# Keep Growing Your Brand

Branding isn't a one-time task. It's a journey. As your business grows, your brand will evolve too.

Keep listening to your audience. Keep improving. Keep showing up. Your brand is you—just amplified.

Thank you for reading!  
Now go and build a brand that people love and remember.