

MOVE THE NEEDLE

SIX THINGS  
YOU CAN  
DO TODAY  
TO BETTER  
YOUR  
BRAND

# MOVE THE NEEDLE

It's not always the time for a major branding overhaul. Sometimes you just need to focus on some small things that will move you forward now and hold space for more substantial growth and investment later.

Read through the following pages and then pick one or two of points to tackle for your brand today. If that goes well, grab a few more next week! One day at a time, y'all.

XO,  
Riley

## ONE

If you haven't already, write out a detailed description of your target audience. This should be written about your *ideal* customer or client, even if that's not who you're working with right now. Below are a few questions and suggestions on things to consider as you nail this down. The more specific you can get, the better!

- *Where do they live?*
- *What age range do they fall in?*
- *What shows are they watching or podcasts are they listening to?*
- *What do they spend their money on?*
- *What struggles do they have going on in life currently?*
- *How do they spend their time?*
- *How would they describe themselves in a few words?*
- *What's really important to them?*
- *What are they talking about with their friends right now?*

## TWO

Determine your brand personality and commit to it. This should reflect your ideal target audience and, for many service-providing entrepreneurs, should also be a reflection of your own style. Check out the list below and narrow it down to 6 words that you'd ideally like for your brand to align with. Then, make another cut. Narrow down to only 2 or 3 words that you believe resonate the deepest. If you are ruthless in narrowing down the number, you'll have a much clearer picture of who your brand really is and how to market it.

PLAYFUL	CAREFREE	NOSTALGIC
WARM	TRUSTWORTHY	REFINED
PROFESSIONAL	HIGH-END	ELEVATED
HOMEMADE	TRENDY	CLASSIC
CHIC	COLORFUL	WHIMSICAL
BOLD	LUXURIOUS	BESPOKE
MINIMALIST	FRESH	FRIENDLY
JOYFUL	VINTAGE	EASY
GENUINE	ORGANIC	WELCOMING
CREATIVE	MODERN	ARTISTIC
FEMININE	CLEAN	RETRO
HAND-CRAFTED	ECCLECTIC	SOPHISTICATED

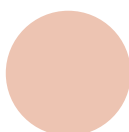
## THREE

Now, let's get into the fun visuals. A thoughtful color palette can be a major asset for your brand and is an easy piece to DIY. The most important things to keep in mind are that (1) the palette needs to reflect your brand personality and (2) that you stick to it and stay consistent. Below are a few sample color palettes paired with some brand personality descriptions to get you off the blank page! The six digits under each color swatch are known as a "hex code." If you use programs like Canva or web platforms like Squarespace for your brand, you can copy and paste these hex codes directly in to those programs to keep your colors precise and consistent.

FEMININE, SOFT, WELCOMING



#f4f1e5



#edc4b2



#a5b8c6



#bfbf91



#556655

BOLD, PLAYFUL, ENERGETIC



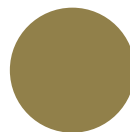
#f4f1e5



#e55707



#e8cle0



#91804a



#605b5a

FRESH, JOYFUL, CLEAN



#f1ede5



#e3d67c



#c3d3ba



#d8e5e5



#32607f

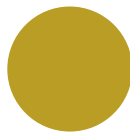
MINIMALIST, CHIC, MODERN



#f2efe4



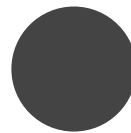
#e8e2cd



#ba9d24



#ced1cb



#444444

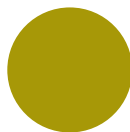
YOUNG, TRENDY, ECCLECTIC



#efeee8



#f6a128



#a79807



#c4e848



#ccd3ea

## FOUR

Choose 2-3 brand fonts that you can stick to in your visuals, particularly on social media. This helps your brand look thoughtful and trustworthy, but it also takes so much of the guess work out of creating new posts! When you come in with a pre-decided color palette and font options, you don't feel like you're starting from a totally blank canvas each time. I'd recommend choosing one serif font, one sans serif font, and one display font to start (see below for more details on what those terms mean).

Keep your fonts simple, clean, and easy to read. You can always add in some funky design decisions as you get settled into your brand, but if you start with an "out there" font as your primary choice, you're going to limit yourself before you even begin, and risk that your audience won't be able to even read the content you're working so hard on. I put together a few of my favorite free fonts available on Canva if you want some help with where to start!

SERIF FONTS HAVE SMALL "FEET" COMING  
OFF THE ENDS OF EACH LETTER.

The word "example" is written in a classic serif font. Small circles are placed at the ends of the letters to highlight the "feet" or serifs. For example, the top of the 'e' has a circle, the bottom of the 'p' has a circle, and the top of the 'l' has a circle.

SANS SERIF FONTS DO NOT HAVE THESE "FEET."

The word "example" is written in a clean, sans-serif font. A small circle is placed at the bottom of the letter 'p' to show that it lacks a serif or "foot".

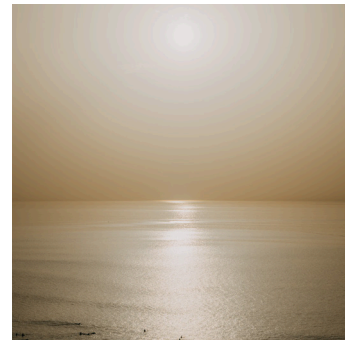
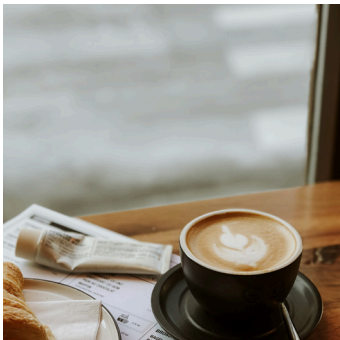
DISPLAY FONTS INCLUDE SCRIPTS AND OTHER MORE UNIQUE STYLES.  
THEY SHOULD BE USED SPARINGLY IN DESIGNS AS THEY CAN BE HARD TO READ.

The word "example" is written in a highly decorative, cursive script font. The letters are connected and have a flowing, elegant appearance.

## FIVE

Pull together a collection of stock photos. Great photography can really level up your brand, but I know we don't all have the budget or access to hire a photographer for a custom shoot (although, if you do have the means, DO IT. It's worth your investment!). Unsplash.com is my favorite resource for high-quality, free-to-use images.

Pro tip: search for terms that relate to your brand first, then scroll way down before you start pulling pictures to use. The Unsplash library is BIG, so you're missing out on some great pictures if you settle for what pops up on the first page.



## SIX

If you're not ready to pull the trigger on custom branding with a designer, this is the point where I'd recommend putting together a simple, clean, professional logo using a platform like Canva. When DIYing this process, the simpler the better. Focus on creating something that makes you look trustworthy and that your audience will resonate with. And keep it consistent until you're ready to hire a designer and level-up!

Feel like you're already ready to hire a professional for that step? **Let's chat! I'm always available via email at [riley@goodmooddesignco.com](mailto:riley@goodmooddesignco.com).**

GOOD  
MOOD  
*design co.*