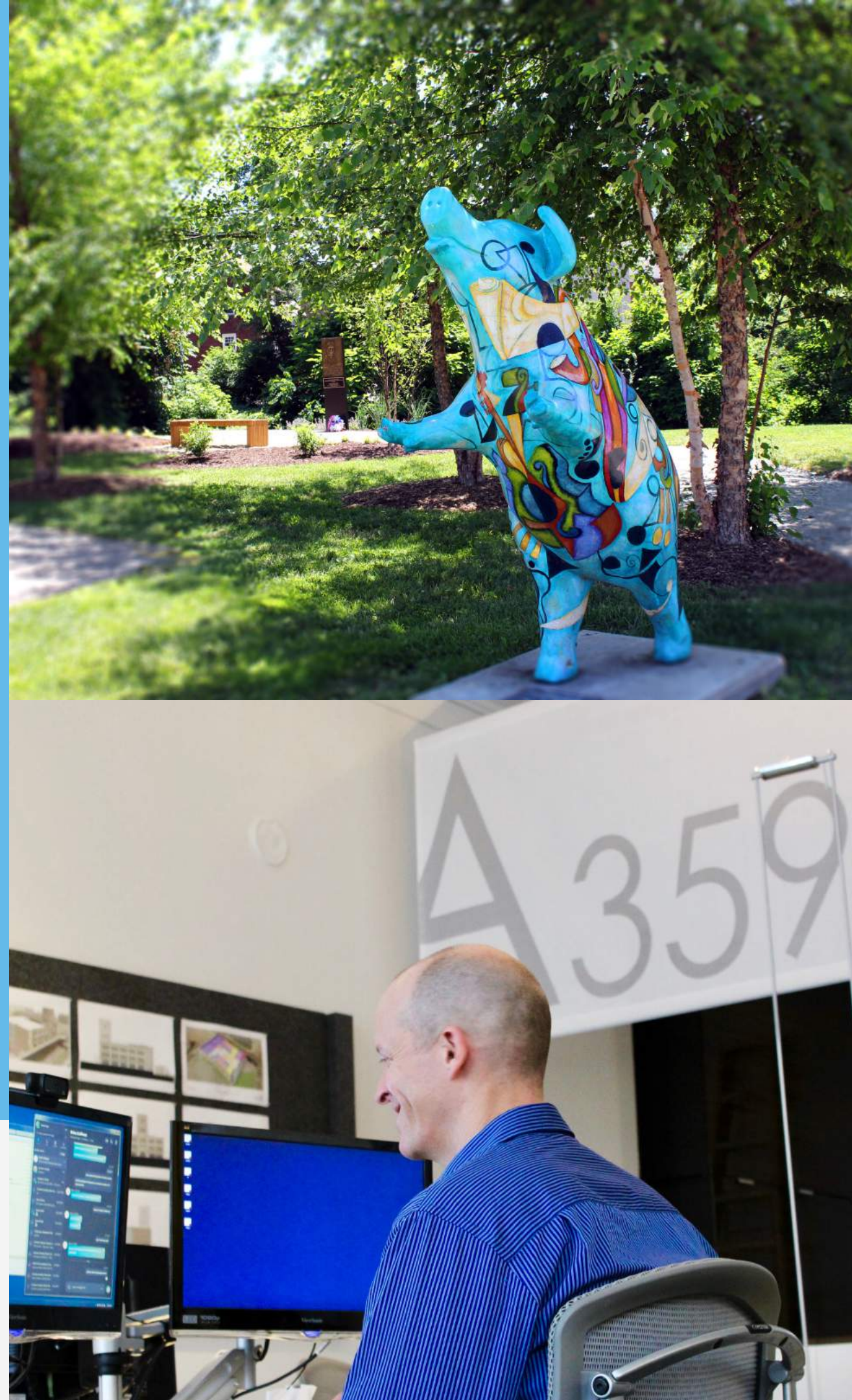


# CREATING A BRAND *THAT'S NOT* ABOUT YOU.

BRANDING PROCESS



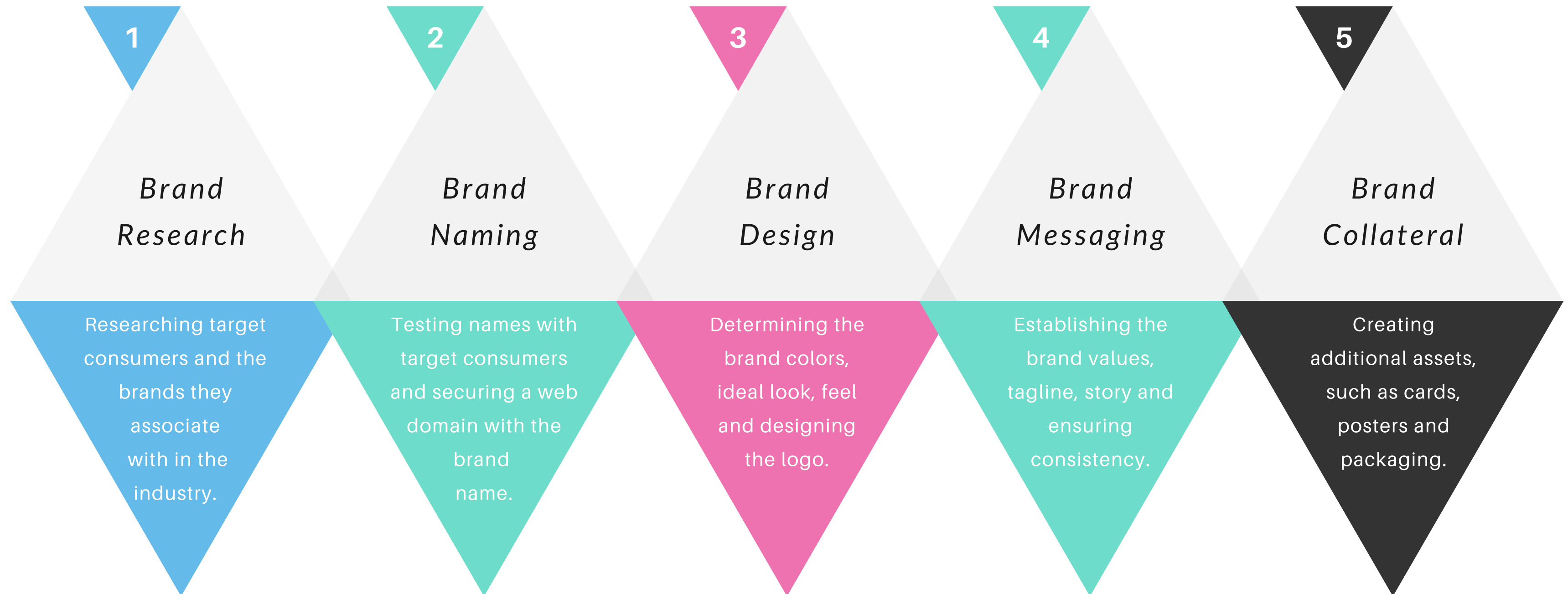
Building a brand and purpose that drives action.



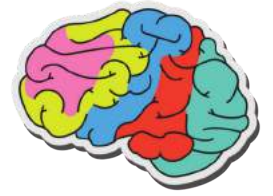


**ANXIOUS**  
CREATIONS

# Branding Process 101



# RESEARCH AND NAMING



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# 1

## *Determining the Brand Targets*

Who is the ideal consumer to purchase the product or use the service? Focus on no more than three customer profiles to start.

# 2

## *Developing a Questionnaire*

This creates a way for us to uncover insights and brands in the industry that your ideal customer types most associate with (and why).

# 3

## *Lining Up the Respondents*

This is where we find a large group of the target customers, locally or nationally, to answer the questionnaire. The answers help us suggest great names.

# 4

## *Leveraging the Insights*

The names are tested on the same group to narrow down choices. The names we provide will not impose registration, trademark or other issues.

# BRAND DESIGN



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# 1

## *Preferences for Look and Feel*

We have a survey for you that helps create your brand's feel, from the style of the logo to first impressions, associations and emotional connections.

# 2

## *Provide Inspiration and Examples*

Design is subjective and complex. We want to make sure you and your customers love and remember the logo. Examples of logos you like help!

# 3

## *The Brand Colors and Fonts*

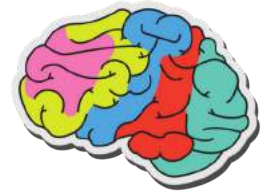
If there are styles, ideas, colors, symbols or fonts you already love and must have, this is the last chance for you to let us know before design begins.

# 4

## *Design of Three Logo Options*

We design three logos. One based on your wishes, one based on an assessment of industry logos, and one based on our own creative direction.

# BRAND MESSAGING AND COLLATERAL



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# 1

## A Company Tagline

When people ask you what your brand does, what are you going to consistently say? Make sure the language is very simple.

# 2

## *The Customer is the Hero of a Story*

Your brand messaging needs to be all about *the value* the customer gets. How will their life be improved, what problems will be solved?

# 3

## *Your Brand is the Guide*

Your brand messaging also needs to answer the right questions and address situations your customers are in and guide the way.

# 4

## Other Branding Related Needs

Need business cards, photos, posters, packaging, a website, eCommerce, social media, email, templates, a launch plan and marketing strategy?



**THANK YOU FOR  
YOUR TIME AND  
ATTENTION.**

DO YOU HAVE ANY  
QUESTIONS?

**Gina Young**

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Visit [anxiouscreations.com](https://anxiouscreations.com) for examples  
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