

By EleVault.

# HOW TO BUILD YOUR BRAND.

Building a strong brand is essential to the success of any business. Here is a full brand guide walkthrough to help you establish and maintain a powerful brand identity:

[www.getelevault.com](http://www.getelevault.com)

# WELCOME

## To The B.Y.O. Brand Builder Guide

Your brand deserves to be seen, and remembered. Whether you're just starting your business or refreshing your visual identity, this kit is here to guide you through building a beautiful, strategic, and emotionally aligned brand from the inside out.

Branding isn't just about looking polished. When your visuals, voice, and message align, you don't just attract attention - you attract the right audience. This kit walks you step-by-step through defining your brand's essence, designing its aesthetic, and creating the assets and structure to stay consistent across every touchpoint.

### Here's What You'll Learn

- ✓ The difference between a business and a brand - and why that matters
- ✓ How to identify your brand's purpose, personality, and tone
- ✓ How to refine your logo and visual identity
- ✓ Where to apply your brand for the biggest impact
- ✓ How to bring your brand to life with confidence and clarity

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# CHAPTER 1

# THE POWER OF AN ALIGNED BRAND

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Your brand deserves to look as good as it feels.

Your **brand's energy** is the feeling your audience gets before they read a word. It's the difference between a brand that feels calm and luxurious versus bold and energetic.

When your brand evokes a clear, intentional feeling it builds trust faster, attracts the right audience, and makes your business more memorable.

When most people think of branding, they picture a logo, a color scheme, or maybe a pretty Instagram grid. But true branding is much deeper - it's the emotional connection someone feels the moment they experience your business.

Your brand is the story your visuals tell. It's the mood your messaging creates. It's how your clients feel when they scroll your page, receive your email, or walk into your space. It shapes their first impression, lingers in their memory, and influences how confidently they decide to work with you.

The most magnetic brands? They get that feeling right, on purpose. Because when your brand resonates emotionally, it becomes more than just a business - it becomes an experience.

# 1. What Branding Really Is (and Isn't)

Branding is not just the way your business looks, it's the way it's experienced. From visuals to voice, branding is the full picture that makes people feel something when they come across your business.

Branding IS	Brand is NOT
A full sensory experience	Just a logo or font
A story that builds trust and connection	A random mix of trends
An intentional feeling + message	Just your services or product
The reason someone remembers you	Something you "figure out later"



Think about your brand, then finish these prompts:

1. My brand exists to \_\_\_\_\_
2. My clients should feel \_\_\_\_\_ when they experience my brand
3. I want to be known for \_\_\_\_\_

# 2. First Impressions Are Visual (Within 7 Seconds)

We make instant decisions based on what we see. In less than 7 seconds, a potential client is already forming opinions about your professionalism, your personality, and whether you're the right fit for them. That's why investing in brand visuals up front isn't superficial, it's strategic.



Ask 2–3 friends or peers to glance at your Instagram or website for 7 seconds. Then ask: *What vibe did you get? What kind of business do you think this is?*

### 3. What Makes a Brand “Stick”

A brand sticks when it’s clear, consistent, and emotionally resonant. You remember it because it made you feel something, and everything about it aligned.

To create that kind of brand:

- ☐ Have a clear point of view
- ☐ Stay visually consistent across platforms
- ☐ Evoke emotion through colors, tone, and story
- ☐ Keep your design clean and intentional
- ☐ Repeat your message often to build recognition

### 4. The Benefits of Strong Branding

When your branding is consistent and emotionally aligned, you:

- ☐ Build instant trust
- ☐ Attract your ideal audience faster
- ☐ Stand out in saturated markets
- ☐ Show up with more confidence
- ☐ Turn casual interest into brand loyalty



Think of 3 brands (big or small) that you trust deeply. Then answer: What about their branding makes you feel that trust?

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## 5. What Branding Really Is (and Isn't)

Your **business** is what you *do* - your services, offers, systems, and day-to-day operations. It's the structure behind your success.

Your **brand** is how that business *feels* to others. It's the personality, emotion, and visual identity that shapes how people perceive and connect with you.

You can have a great business, but if your brand doesn't reflect the value you provide, you'll struggle to stand out. A strong brand bridges the gap between what you do and why it matters - and it invites your audience into a meaningful experience.

Your BUSINESS	Your BRAND
Your offers, services, and products	Your energy, story, and visuals
Internal systems and structure	Perception and emotional tone
Transactional	Relational
Driven by strategy and operations	Driven by emotion and experience
Focuses on what you do	Communicates why it matters



You could have the best offer in the world; but if your brand doesn't look aligned with that level of quality, people won't pay attention. Branding earns you the attention your offer deserves.

## 6. How to Create an Emotional Brand Story

People buy emotionally, then justify logically. So creating a brand that makes people feel something is your best advantage.

### **Start here:**

1. What emotions do I want my brand to evoke? (Peace? Energy? Empowerment?)
2. What's the deeper "why" behind my work?
3. What parts of my story do I feel safe and proud to share?

Don't be afraid to show the human side of your business. A little vulnerability, sharing your "why," your beginnings, or what drives you, can be one of the most powerful ways to emotionally connect with your audience.



Your brand isn't just about aesthetics, it's about alignment. When the way you look, sound, and show up reflects the energy of what you offer, you attract the right people faster and build trust sooner.

In the next chapter, we'll help you build the foundation of your brand from the inside out starting with your purpose, values, personality, and voice.



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**YOUR BRAND IS THE  
INVITATION. MAKE IT  
UNFORGETTABLE.**



# CHAPTER 2

# DISCOVERING YOUR BRAND IDENTITY

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## Define who you are before deciding how you look

Before you choose your colors, fonts, or logo and before you open Canva or hire a designer - pause.

The strongest brands begin with intention, not aesthetics. Your brand identity is the essence of who you are, what you stand for, and how you want to be experienced. It's the foundation that informs every design choice, every caption, every first impression.

This chapter helps you define that foundation so your visuals and voice aren't just pretty, but purposeful.

When you're rooted in clarity, everything else, from content to design, flows more naturally. Think of this chapter as the blueprint that keeps your brand aligned, no matter how or where you show up. It's your compass for consistency.



## 1. What Is Brand Identity?

Your brand identity is the soul of your brand expressed outwardly. It includes your mission, values, personality, tone, and the emotional experience you want to create. It's how your audience knows it's you, even without seeing your name.

Don't have a formal mission statement? Don't worry, we'll be diving into this on the next page.



Consider your mission, vision, and values. If your brand where a person, what personality and tone would naturally exude those, and feel authentic to you?

## 2. Building Your Brand Kit

A brand kit is your visual and verbal cheat sheet. It helps you stay consistent and show up clearly across platforms. Think of it as your brand's personality, style, and values - all in one place.

### **Your Brand Kit should include:**

- ☐ Your mission statement
- ☐ 3–5 clearly defined core values
- ☐ A list of brand personality traits (e.g., warm, polished, bold)
- ☐ Your brand voice and tone guide
- ☐ A carefully selected color palette with hex codes
- ☐ Font pairings that reflect your personality
- ☐ Dynamic logo variations (horizontal, stacked, icon-only, etc.)
- ☐ A moodboard or visual inspiration sample
- ☐ A short brand bio or tagline

### 3. Discovering Your Mission

Your mission statement is the heartbeat of your brand. It tells people what you do, who you help, and why it matters. A good mission should be simple, sincere, and clear.



Fill in the blanks of this mission statement for your brand:

My brand helps \_\_\_\_\_ do/become/experience  
\_\_\_\_\_ by \_\_\_\_\_.

### 4. Defining Your Core Values

Your core values are principles that define what your team believes in and how your business operates.

Your values guide your decisions, collaborations, and customer experience. They influence everything from your messaging to your visual tone.

#### Example Core Values:

Innovation

Creativity

Simplicity

Inclusivity

Empowerment

Honesty

Playfulness

Authenticity

Collaboration

Integrity



Circle 3-5 values from the list, then answer: How do I show these values in my work?

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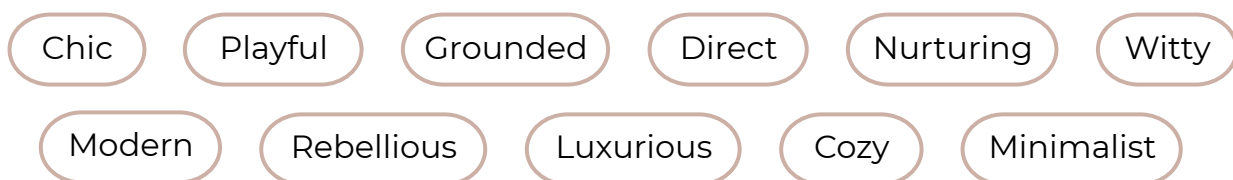
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## 5. Your Brand Personality

Your brand has a personality just like a person. Is it bold and edgy? Calm and refined? Whimsical and warm? Knowing your tone helps guide visuals, copy, and the kind of people you attract.

### Example of Brand Personality Traits:



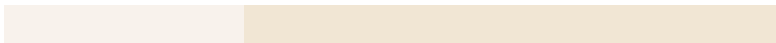
To help identify your brand's personality, fill in the blanks:

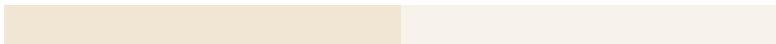
My brand is \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_  
but it is not \_\_\_\_\_ or \_\_\_\_\_.


## 6. Discovering Your Voice & Tone

Your brand voice is how you speak and how you make your audience feel when you do. It should match your personality and feel aligned with your visuals.

For example, if your brand is nurturing and cozy, you wouldn't use an overly formal, corporate tone that feels cold or detached.

Formal  Casual

Playful  Professional

Inspiring  Informational

## 7. Visual Starter Board: Fonts, Colors, and Logos

Once your message and identity are clear, you can begin to visualize your brand. Start building a visual reference point that reflects your brand identity with these steps:

- ☐ **Choose Your Color Palette:** Use color psychology (pg. 20) to pick 3–5 core brand colors. Select one primary, a few supporting tones, and an accent that adds personality.
- ☐ **Select Font Pairings:** Pick 1–2 fonts that align with your brand personality (e.g., script for feminine, sans serif for modern, serif for elegant). Use contrast for readability and aesthetic balance.
- ☐ **Gather Logo Inspiration:** Save 5–10 examples of logo styles that resonate with your brand vibe. Look for icon-based, wordmark, or monogram styles that feel like a visual match for your tone and audience.



Tip: As you build, make sure every visual element supports the emotion and identity you defined earlier. Beautiful design starts with alignment, not just trends.

Your brand identity is the foundation for everything. The clearer you are about who you are, who you serve, and how you want to be felt - the easier it is to build a beautiful brand that connects.

In the next chapter, we'll take that identity and begin crafting your visual aesthetic from your color palette to your moodboard.

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**THE STRONGEST  
BRANDS DON'T TRY  
TO BE EVERYTHING.  
THEY OWN EXACTLY  
WHO THEY ARE.**

# CHAPTER 3

# CRAFTING YOUR VISUAL AESTHETIC

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## Designing a brand that looks as good as it feels

Now that you've defined your brand identity, it's time to bring it to life visually. Your visual aesthetic is the first thing people see. It's your brand's first impression. Whether someone finds you on Instagram, your website, or a digital flyer, your design speaks before you do.

This chapter walks you through creating a cohesive look that matches the identity you've already outlined. Your colors, fonts, and textures should all work together to create one scroll-stopping brand.

- ✓ **Color is communication.** Before you say a word, your color choices are already sending a message. Make sure it's the one you mean to send.
- ✓ **Strategic color = emotional clarity.** Your brand colors should reflect the feeling you want your audience to walk away with, not just your personal favorites.



## 1. Build Your Color Palette

Your color palette sets the emotional tone of your brand. It tells people what to feel in an instant, whether that's soft and serene, bold and edgy, or minimal and modern.

### □ **Choosing Your Brand Colors:**

- **Primary Color:** Your signature brand color. Use it most often.
- **Secondary Colors:** 2–3 supporting colors that complement the primary shade.
- **Accent Color:** A pop of contrast that adds personality and draws attention.
- **Using Color Theory:** The science and art of how colors interact, complement each other, and affect human perception. In branding, it's used to create visual harmony and emotional impact.



Tip: Make sure your palette looks great in both color and grayscale. It ensures versatility and polish across platforms.

## 2. Understanding Color Theory

Color theory is more than picking your favorite shade of pink. It's the strategic use of color to evoke emotions and tell your brand's story visually. Every color sends a message, and when used intentionally, it can completely shape how your audience feels about your brand.

The right palette can instantly signal your personality, values, and style - before your audience even reads a word. Choose colors that make people feel something.

Color	Emotion/Association	Best for Brands that Feel
Blush/Rose	Feminine, gentle, nurturing	Soft, heartfelt, romantic
Beige/Neutrals	Calm, approachable, minimalist	Elegant, grounded, effortless
Navy	Professional, trustworthy, classic	Established, credible, corporate
Sage/Olive	Organic, refreshing, sustainable	Natural, mindful, earthy
Black	Luxurious, bold, powerful	High-end, dramatic, timeless
Lavendar	Whimsical, imaginative, soothing	Creative, feminine, light
Gold	Wealth, prestige, warmth	Opulent, inspiring, abundant
Steel/Gray	Strong, modern, dependable	Masculine, sleek, confident

### Choosing Primary vs. Secondary Colors

Your brand palette typically includes 1–2 primary colors and 2–4 secondary/supporting tones.

Here's how to choose intentionally:

- ☐ **Primary Color** - Your Signature Shade: This is the most dominant and recognizable color in your brand. It's usually the color you'll use in your logo, social media backgrounds, and main CTA buttons.
- ☐ **Secondary Colors** - Your Supporting Cast: These colors add variety and depth. Use them for backgrounds, icons, sub-headings, and visual accents across your brand materials.

### 3. Choose Your Font Pairing

Your fonts speak just as loudly as your words. Choose ones that reflect your brand's tone, while staying legible and scalable.

#### ☐ **Choosing Your Brand Colors:**

- **Serif + Sans Serif:** (e.g., Playfair Display + Lato) = Classic + Clean
- **Script + Sans Serif:** (e.g., Sacramento + Montserrat) = Feminine + Modern
- **All-Caps Sans Serif + Light Serif:** (e.g., Bebas Neue + Cormorant) = Bold + Elegant

### 4. Moodboard Prompts & Templates

A moodboard is a visual collage of your brand's vibe. It helps you clarify your direction and keep your aesthetic consistent. It can include photos, textures, colors, typography, and structure.

#### **What to Include:**

- ☐ Color swatches or palette
- ☐ Inspiring typography styles
- ☐ Textures (linen, marble, wood, etc.)
- ☐ Lifestyle photos that capture your vibe
- ☐ Logos or brands that inspire you



Tip: Save 10–15 Instagram posts, Pinterest pins, or website screenshots that visually reflect your brand's personality. Drop them into a single doc or Canva board, you'll start to see your aesthetic come to life.

Your visual aesthetic isn't just for your logo or website, it should live everywhere your brand shows up. From Instagram posts to proposals, your design should feel like a seamless extension of your brand's identity. That's how you create recognition and trust, by showing up consistently, with visuals that reflect who you are.



To make your brand visually “stick,” ask yourself: Would someone recognize this as mine without seeing the logo? Do my fonts, colors, and photo style feel cohesive across platforms?

When done well, your visual aesthetic draws in your ideal audience and builds trust before you say a word. In the next chapter, we'll dive into logo design and the brand assets that will bring your new look to life.



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A woman with dark hair is seen from the side, pinning a collage of fashion-related photographs to a wall. The photographs include various fashion items and models. The text "WHEN YOUR VISUALS FEEL ALIGNED, YOUR MESSAGE LANDS LOUDER." is overlaid in the center of the image.

**WHEN YOUR VISUALS  
FEEL ALIGNED, YOUR  
MESSAGE LANDS  
LOUDER.**



# CHAPTER 4

# LOGOS &

# BRAND ASSETS

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## Build a logo that's not just pretty, but purposeful.

Now that you've defined your brand identity and visual direction, it's time to anchor it all with a logo and a set of brand assets that will serve as the face of your business. Your logo is often the first thing people see, so it should clearly communicate your tone, personality, and professionalism at a glance.



But your brand visuals don't stop at the logo. Icons, favicons, and brand templates help your business look polished and consistent across platforms. This chapter will walk you through what makes a strong logo, how to build one (even if you're DIYing), and what other visual assets to keep in your toolkit.

## 1. What Makes a Great Logo?

A powerful logo is more than beautiful, it's intentional and functional. Here's what to aim for:

- ☐ **Simple** – Clean, uncluttered logos are easier to recognize and more versatile.
- ☐ **Memorable** – Great logos are unique and leave a lasting impression.
- ☐ **Scalable** – It should look good on a billboard and a business card.
- ☐ **Versatile** – You'll need versions that work in black & white, color, horizontal, stacked, and on dark/light backgrounds.
- ☐ **Aligned** – Your logo should feel like it belongs in the world you've built through color, tone, and mood.

## 2. DIY Logo Options (Even for Beginners)

If you're building your own logo (or refreshing an old one), tools like Canva Pro, Looka, or Creative Market make it easier than ever. You don't need to be a designer, you just need to stay consistent and intentional.



List 2 brands you admire visually. Then ask yourself, what do you like most about their logos?

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**BONUS ITEM:** Get 15 Diverse Logo Templates (guide on pg. 43)

### 3. How to Use Your Logo Correctly

Once you've built or finalized your logo, you'll want to keep it organized and ready to go. Here's what to save:

- ☐ High-res PNGs with transparent backgrounds
- ☐ Memorable – Great logos are unique and leave a lasting impression.
- ☐ Horizontal and stacked layouts
- ☐ Icon-only version (for favicons or small spaces)



Tip: Add your logo to your Google Docs letterhead, your calendar event invites, and your Zoom background for subtle, polished professionalism.

### 4. Icon & Favicon Design

Your favicon (the tiny logo in a browser tab) and icons (used in social highlights, buttons, or site sections) should feel cohesive with your brand but simple enough to scale down.



Tip: If you have a symbol or monogram in your logo, use that for your favicon. Avoid including text, just use the icon portion for clarity at small sizes.

Your logo isn't your whole brand, but it is the most recognizable piece. When built with intention, supported by strong brand assets, and used consistently, it becomes a visual shortcut for brand alignment.

Now that you have a logo, it's time to take all the pieces you've created and organize them into a polished, professional Brand Guide you can use for reference anytime.



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**YOUR LOGO IS THE  
HANDSHAKE BEFORE  
THE CONVERSATION,  
MAKE IT COUNT.**



# CHAPTER 5

# CREATING YOUR BRAND GUIDE

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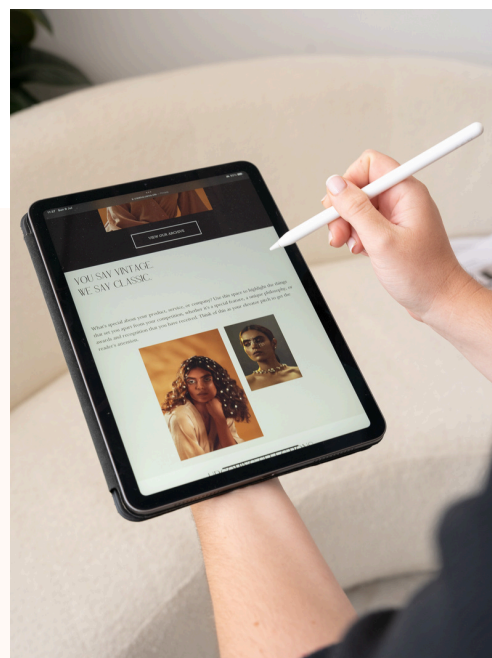
## Tie it all together with clarity and consistency

You've done the deep work, discovered your brand identity, crafted your aesthetic, chosen your fonts and colors, and built your logo. Now it's time to organize everything into a Brand Guide - a polished, visual reference that keeps your brand aligned no matter where or how it shows up.

A Brand Guide ensures that your voice, tone, visuals, and style are used consistently across platforms, clients, and collaborators. It should be your go-to tool for keeping your brand experience cohesive and elevated.

### What to Include in Your Brand Guide:

- ✓ Color Palette
- ✓ Font Pairings
- ✓ Logo Variations
- ✓ Voice & Tone
- ✓ Photography Style
- ✓ Moodboard
- ✓ Tagline + 1-Line Bio
- ✓ Social Media Guidelines
- ✓ Email Signature
- ✓ Branded Templates



**Pro Tip:** Think of your Brand Guide as your brand's instruction manual.

Brand Element	Purpose
Color Palette	Hex codes for your primary, secondary, and accent colors
Font Pairings	Main font(s) for headings, subheadings, and body copy
Logo Variations	Primary logo, secondary logo, icon/logo mark, stacked or horizontal versions
Voice & Tone	Description of how your brand speaks and sounds (e.g., warm, witty, clear)
Photography Style	A brief note on lighting, editing, subjects, or types of imagery you use
Moodboard	A visual snapshot of your brand's aesthetic
Tagline + 1-Line Bio	A short phrase that sums up who you are and what you do
Social Media Guidelines	Visual rules and tone suggestions specific to social media platforms (e.g., post style, use of templates, image treatments)
Email Signature	A professional email signature (including logo, fonts, hex codes, etc.)
Branded Templates	A branded suite of templates to ensure brand consistency across content



Write a description of your brand's tone and personality for a new team member in one sentence. Then think, could they "get" your brand just from that?

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## 1. Creating Your Brand Guide

To build your Brand Guide, start by collecting the core elements you've defined so far - your color palette (with hex codes), font pairings, logo variations, tone of voice, moodboard, and key messaging. Use a format that's easy to update and share, like a Google Doc, Canva, or Notion.

Structure it clearly with labeled sections so anyone reading it can quickly understand your brand's visual and verbal direction. Keep it simple, organized, and focused on the details that matter most for staying consistent across every platform. The goal is clarity and consistency. By putting your brand decisions in one place, you'll save time and show up more confidently across every touchpoint.



Use Canva to create a clean, scrollable Brand Guide - start with a presentation or document layout, and dedicate one page per brand element (colors, fonts, logos, voice, etc.).

## 2. How to Use Your Brand Guide

Your Brand Guide isn't just for show. It's a practical tool that you can start using immediately.

### **Quick Ways to Start Using your Brand Guide:**

- ☐ Update your Instagram bio and highlight covers with your brand colors and tone
- ☐ Redesign one existing Canva template (like a carousel or flyer) using your full brand kit
- ☐ Create a folder with branded templates (proposals, PDFs, social posts) for easy reuse
- ☐ Share your guide with any contractors, partners or team members to keep your marketing aligned.
- ☐ Reinforce company culture by sharing your brand personality and core values during new hire orientation to align your team with the brand from day one

Your Brand Guide is your brand's home base. It keeps you grounded, consistent, and clear - no matter how much your business evolves. When your visuals, messaging, and tone align across every touchpoint, your audience begins to recognize you, trust you, and remember you.

In the next (and final) chapter, we'll show you how to bring your brand to life across platforms - from your social media and website to your email signature and templates.



**BONUS ITEM:** Brand Guide Templates (guide on pg. 45)



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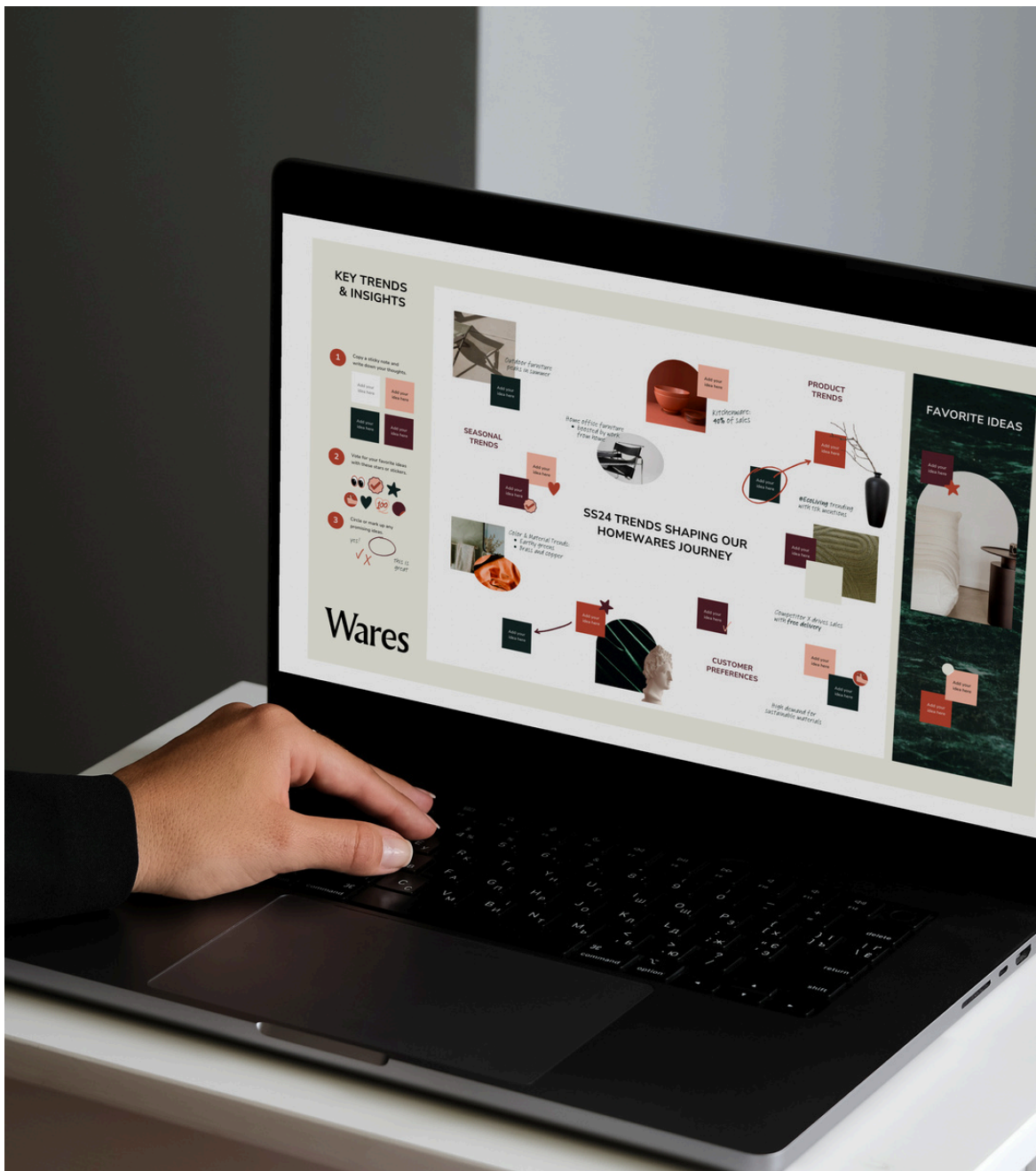
A GREAT BRAND IS  
NEVER FINISHED. IT'S  
REFINED OVER TIME.

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# CHAPTER 6

## BRINGING YOUR BRAND TO LIFE

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It's time to put your brand into action.

You've done the work. You've defined your brand identity, curated your visuals, refined your message, and built a cohesive brand guide. Now comes the part that matters most - bringing it to life.

Your brand doesn't just exist in a logo file or moodboard. It lives in every experience people have when they interact with your business.

Every post, pitch, and page is a chance to reinforce your identity or weaken it. This chapter is about applying your brand with purpose, clarity, and consistency - so your audience knows exactly who you are at every touchpoint.

Your brand guide is more than a reference, it's a decision-making compass that helps you stay consistent and intentional in everything you do. Yes, it's there to guide things like your Instagram layout or proposal design, but more importantly, it shapes how your brand feels across every experience. From social captions to client conversations, your brand should show up clearly and consistently - so people recognize and trust it without second-guessing.

## 1. Quick Wins for Instant Polish

Bringing your brand to life doesn't have to mean a full rebrand launch. Sometimes, a few quick updates can give your online presence a cohesive, elevated feel.

### **Start here:**

- ☐ Update your profile photo across all platforms (use the same or a consistent style)
- ☐ Create Instagram highlight covers in your brand palette
- ☐ Add your brand fonts and logo to your email signature
- ☐ Update the "About" section on your website and social platforms with your brand voice
- ☐ Design branded Canva post templates and reuse them for quotes, tips, or promotions

## 2. Checklist: Is My Brand Consistent?

Use this mini self-audit before publishing any content:

- ☐ Do my visuals look like they came from the same brand?
- ☐ Is my tone of voice consistent across platforms?
- ☐ Are my fonts and colors being used correctly?
- ☐ Does my messaging sound like me?
- ☐ Would my ideal client instantly recognize this as my brand?



**BONUS ITEM:** Brand Audit Worksheet (pg. 49)

### 3. Personal vs. Professional Branding

Your **professional brand** is the polished identity of your business - its name, logo, tone, and services. Your **personal brand** is you - your story, values, and voice. Both are powerful tools, and when aligned, they create a brand experience that feels both trustworthy and human.

To keep them cohesive:

- ☐ Use your professional brand for offers, client delivery, and credibility
- ☐ Let your personal brand show the heart, behind-the-scenes, mission, and real moments
- ☐ Align your values and tone across both for consistency
- ☐ Create visual links (like similar color tones or photo styles)



People don't just connect with brands. They connect with humans behind them.

### 4. Your Brand Bio in 140 Characters

Your bio is often someone's first impression of your brand, especially on platforms like Instagram or LinkedIn. Use this formula to write a short, strong bio that reflects your brand's voice, vibe, and value:



Fill in the blanks: I help [who] do [what] so they can [result]  
— all with an energy that feels [your brand's tone].

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## 5. Apply It, and Be Proud of It

Your brand doesn't come to life in a logo, it lives in the experience people have with you every time they see, hear, or interact with your business. When you consistently show up with aligned visuals, a clear voice, and a recognizable tone, your brand becomes memorable, trustworthy, and magnetic.

This isn't about perfection, it's about intention. The more consistently and confidently you apply your brand, the more recognizable and impactful it becomes.



Take what you've built and start showing up with it. Post your finished brand guide, or a peek of your new brand visuals, on LinkedIn to share the transformation. Use it as a moment to introduce (or re-introduce) your brand, share your values, and let your audience connect with your vision.

Tag us so we can celebrate your growth with you!

### **LinkedIn Post Template**

Brand refresh complete!

I've been working behind the scenes to refine my brand and I'm excited to finally share it. This wasn't just a visual update, it was about getting clear on who I serve, how I show up, and the kind of experience I want to create.

Here's a look at my updated brand guide and identity, designed to feel aligned, intentional, and 100% me.

Thank you to @EleVault for the guidance on bringing my brand to life! #branding #visualidentity #entrepreneurship



concern:  
refers to the heading at the top of a sheet of letter paper. It usually  
me and an address, or a logo. This often appears in letters created by  
individuals for communicating messages, whether it's within the  
ers, or with clients.  
nt branding tools as well, as they are sent out to a wide  
tone for messages while showcasing your company's  
n. This makes it important for you to create a  
brand's identity while presenting important details. I  
you can use for different occasions, from int of ce  
es.

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# YOUR INVESTMENT



Laura Green  
Founder/Owner



Nina Quiles  
Brand Manager

## Thank You for Purchasing This Kit!

We're so glad you chose to invest in your brand with EleVault! We hope this guide brought you clarity and practical tools to help you align your brand and vision. If you have any questions or want to work with us directly, don't hesitate to reach out at our contact information below.

**Looking for more?** Explore our other downloadable kits or inquire about hands-on support. We'd love to help you grow.



info@getelevault.com

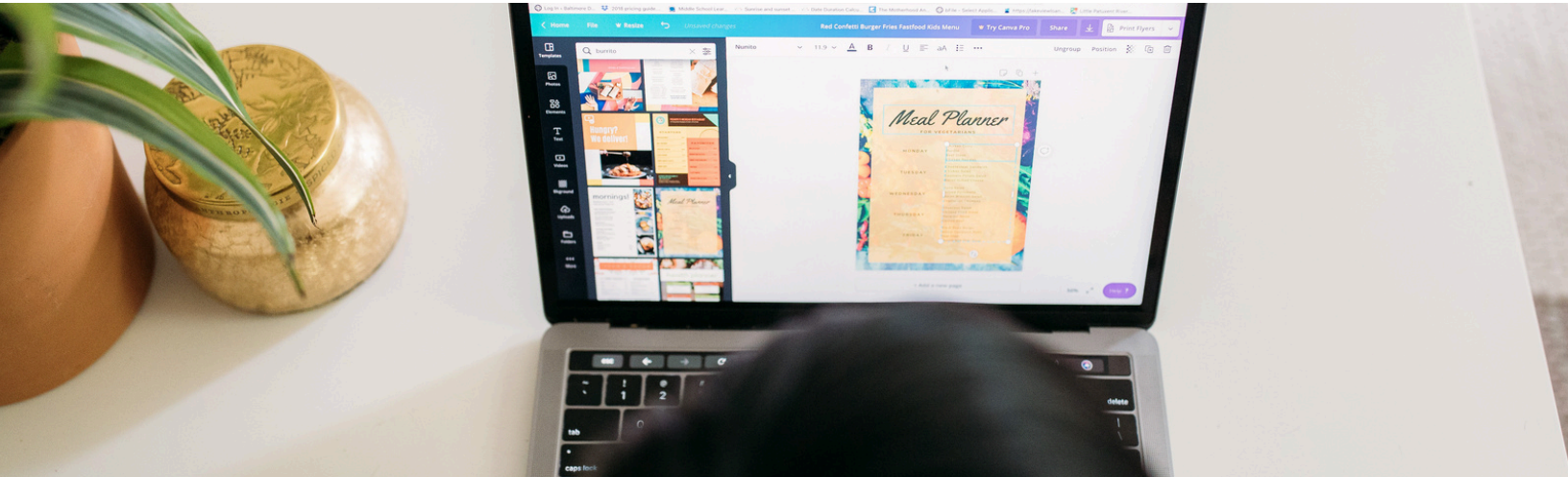
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# BONUS TEMPLATE SUITE & WORKSHEETS

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## 15 Free Canva Logo Templates And How to Edit Them

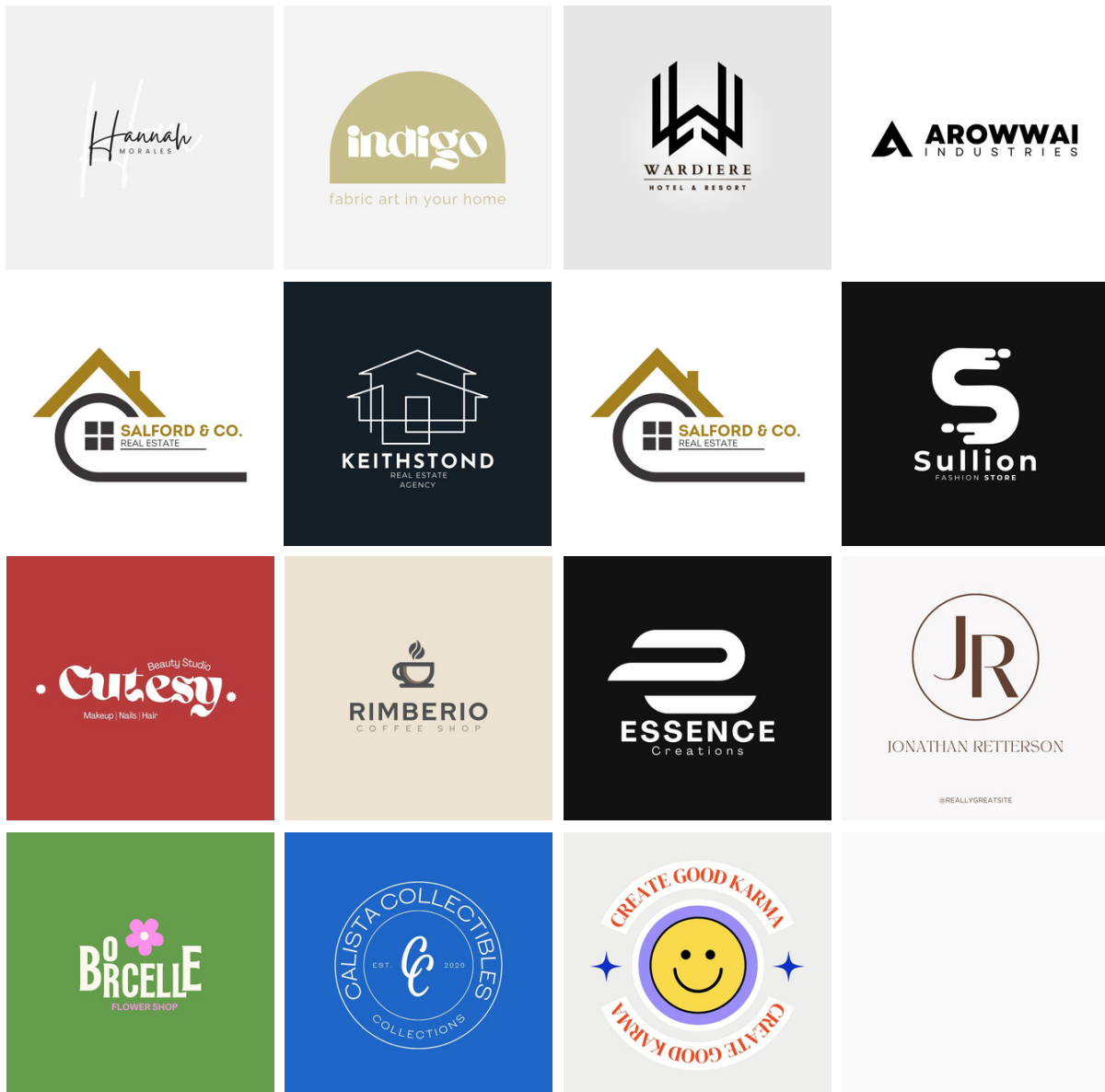
The following Canva logo templates are here to spark your creativity. Think of them as a starting point, not the finish line. Take the time to craft a strong, unique design that reflects your brand's personality, values, and vision.

These templates are meant to inspire you, but your final logo should be distinctly yours. Instructions on how to use and customize each template are included within the link, so you can explore, experiment, and bring your brand to life with confidence.

### What You'll Need

- ✓ A Laptop or Tablet
- ✓ Your (new) Brand Guide
- ✓ Time investment: 30-60 minutes

## Canva Logo Tempaltes



Our team has carefully selected these Canva templates to give you a variety of fresh, creative perspectives. Access the full suite through the link below, and make sure to share your final design with us once complete!

★ [CLICK HERE](#): Access your free templates here





## Brand Guide Templates

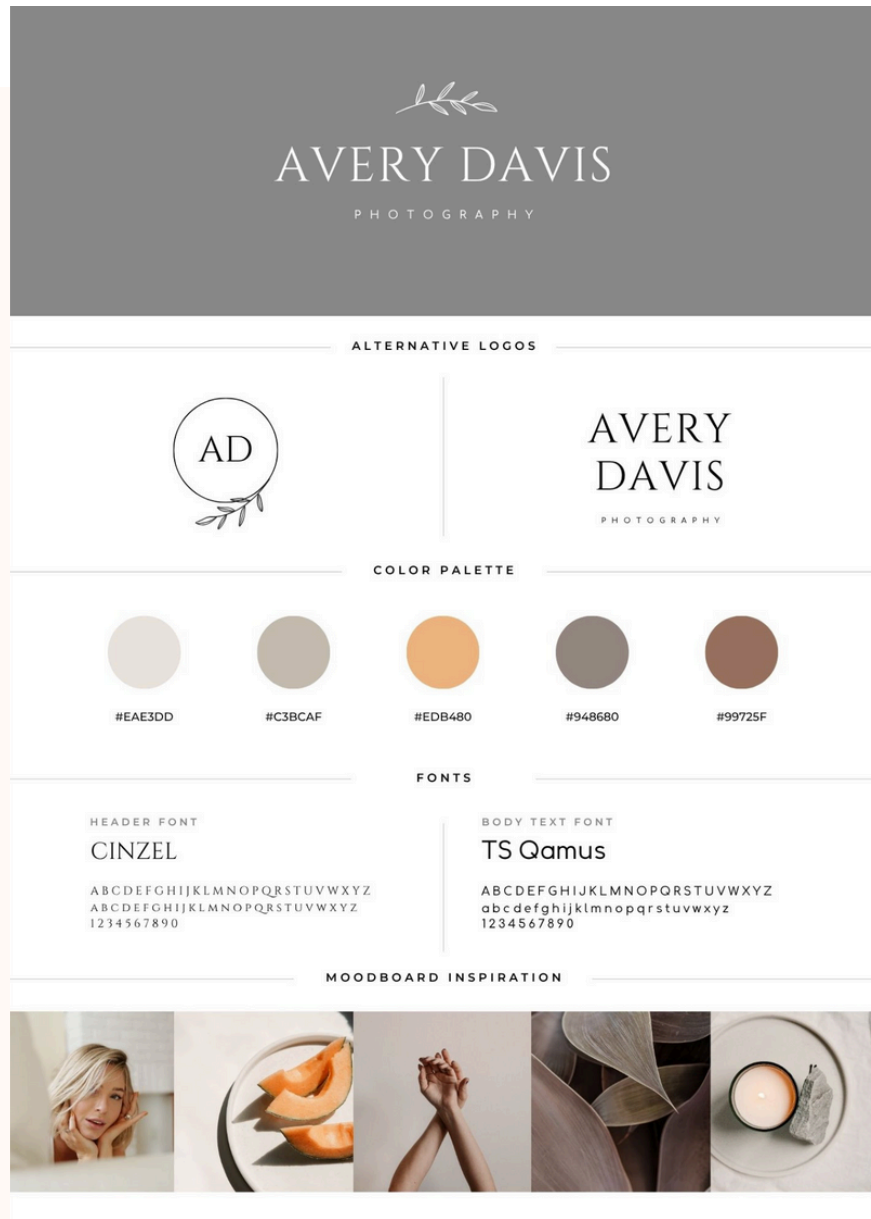
When designing your brand guide, you can choose a concise one-sheeter or a more in-depth multi-page brand kit. A one-sheeter offers a quick, shareable snapshot of your brand - perfect for giving partners, vendors, or new team members an at-a-glance view of your key elements.

A multi-page brand kit dives deeper, outlining your voice, visuals, mission, and positioning. Together, they work hand in hand - the one-sheeter streamlines your brand message for quick reference, while the multi-page kit ensures your team can fully embody and communicate your brand.

### What You'll Need

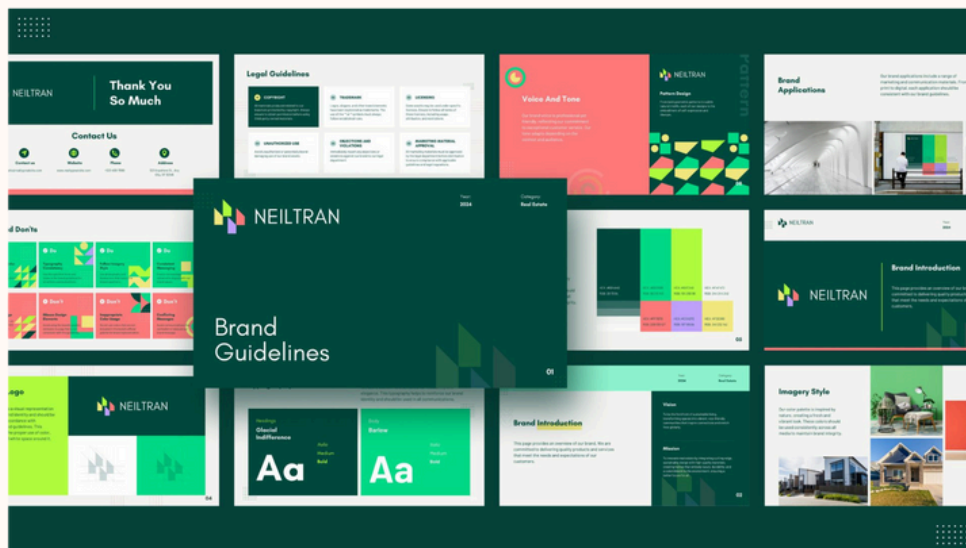
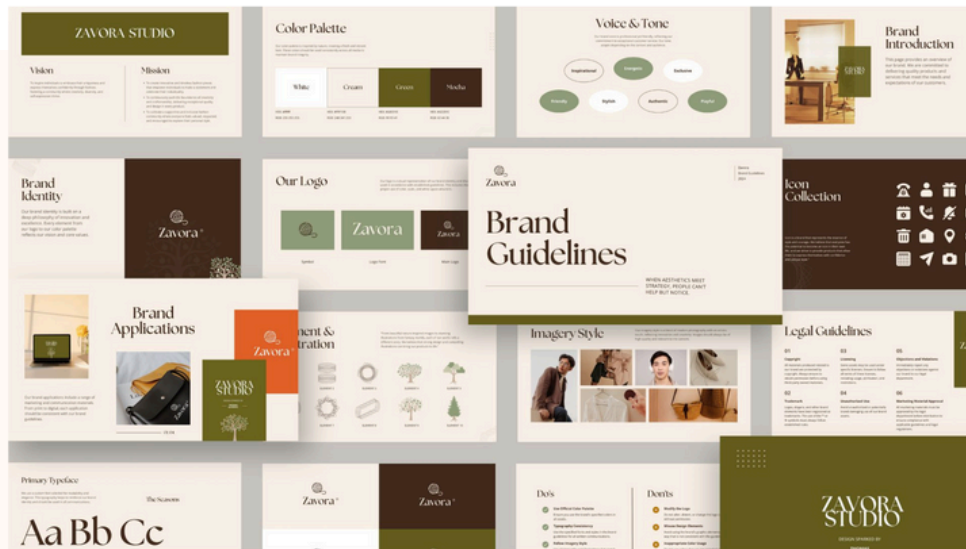
- ✓ A Laptop or Tablet
- ✓ Your (complete) Brand Workbook
- ✓ Time investment: 60-120 minutes

## Option 1 - Simplified Brand Guidelines



The pros of a one-page, simplified brand guideline is it's easier for distribution and for at-a-glance reference when making branding decisions. However, it doesn't say everything. We recommend making a full brand kit, as shown on the next page, when initially identifying your brand.

## Option 2 - Full Brand Kit



The pros of a longer brand kit is all your brand guidelines and assets are included, giving an in-depth look into your brand. There's also more flexibility to include your brand's unique personality and tone within the kit, making it a better guide to share with creative directors and internal shareholders.



## Additional Worksheets

These additional worksheets are designed to help you implement what you've learned, stay organized, and maintain consistent branding across every touchpoint.

From pinpointing your ideal client to crafting a powerful new brand bio, these tools give you the structure, clarity, and confidence to grow with purpose. Use them regularly to measure your progress, tweak them to fit your workflow, and revisit them whenever you need a refresh. By regularly auditing your brand, you'll ensure it evolves alongside your business and continues to attract the right audience.

### What You'll Need

- ✓ A Laptop or Tablet
- ✓ Printed Worksheets or Notebook
- ✓ Time investment: 15-30 minutes



## Brand Audit Worksheet

1. Describe your current brand in 2-3 sentences: \_\_\_\_\_

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2. How well does your current branding reflect your mission and values?: \_\_\_\_\_

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3. Does your brand accurately represent you and your business's personality?: \_\_\_\_\_

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4. Who are your top 3 competitors? List their names:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

5. How is your brand positioned differently, or better, than these competitors?: \_\_\_\_\_

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6. Who is your primary target audience? Describe their demographics: \_\_\_\_\_

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## Brand Audit Worksheet

7. Are your audience's needs and pain points reflected in your messaging and visuals?: \_\_\_\_\_

\_\_\_\_\_

8. How consistent are your visuals and messaging across your social media profiles?: \_\_\_\_\_

\_\_\_\_\_

9. Are there any platforms that feel "off" or disconnected from your core brand? Why?: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10. What are your brand's strengths and weakness?:

\_\_\_\_\_

\_\_\_\_\_

11. What specific areas of your branding could be improved to better connect with your audience and stand out in the market?: \_\_\_\_\_


\_\_\_\_\_



After completing this audit, what is the one key action you will take next to strengthen your brand?

# Ideal Client Profile Worksheet

Category	Description Example
Industry or Niche	
Budget Range	
Decision Maker Title	
Decision-Making Factors	
Location	
Pain Point You Solve	
Common Objections	
Where They Hang Out	
Values or Priorities	

 Fill in your ideal client profile and use this to shape your content, messaging, and lead sources moving forward.

## Brand Bio Worksheet

Use the prompts below to craft a clear and compelling brand bio that reflects who you are, what you do, and who you serve. Once completed, combine your answers into a cohesive paragraph that communicates your unique value. Then, fine-tune the wording to match your brand's voice and personality.

### Defining Brand Personality

1. My brand is \_\_\_\_\_ and \_\_\_\_\_, but it is not \_\_\_\_\_ or \_\_\_\_\_.

### Speaking to the Audience's Pain Point

2. Are you struggling with \_\_\_\_\_ and \_\_\_\_\_? [Business Name] can help you solve that by \_\_\_\_\_ and \_\_\_\_\_.

### Who You Serve & What You Offer

3. We work with \_\_\_\_\_ to help them \_\_\_\_\_ through \_\_\_\_\_.

### Unique Value Proposition (UVP)

4. What sets us apart from others in our industry is \_\_\_\_\_, allowing us to deliver \_\_\_\_\_.

### Your Brand's Bigger Purpose

5. At our core, we believe \_\_\_\_\_ because \_\_\_\_\_.