

5 STEP GUIDE TO BRANDING

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alexisansanchez.com

1

Determine product you are looking for (business card, logo, website, etc.).

2

Think about who you want to target and how you can speak to them.

3

Ask yourself what kind of attitude you want your brand or logo to embody.

4

Choose a color palette that attracts the eye but also represents the attitude of your brand.

5

The final product should be simple, colorful and needs to speak to your audience.

EXAMPLES



attitude:
“playful professionalism”

audience:
university students

colors:
clean and modern



attitude:
helpful executive

audience:
entrepreneurs and CEO's

colors:
office sophisticated



ALEXIS N. SANCHEZ

attitude:
goofy personality

target:
cheeky, fun designs

colors:
light and weird