

How to Create Your Brand

AND SHAPE YOUR VISION FOR THE FUTURE

Presented by: Stacey McCormack

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Your Presenter: Stacey McCormack



Stacey is the Founder & CEO of Musimack Marketing, a digital marketing agency in Portland, OR. She is passionate about helping local businesses shine online with web design & development, SEO, social media marketing and digital advertising.

A 25-year industry veteran, Stacey's background includes marketing & advertising roles at Entercom Radio, Tribune Broadcasting, Comcast Spotlight, and The Oregonian/OregonLive regional newspaper.

She has been a volunteer SCORE workshop presenter for 10 years.

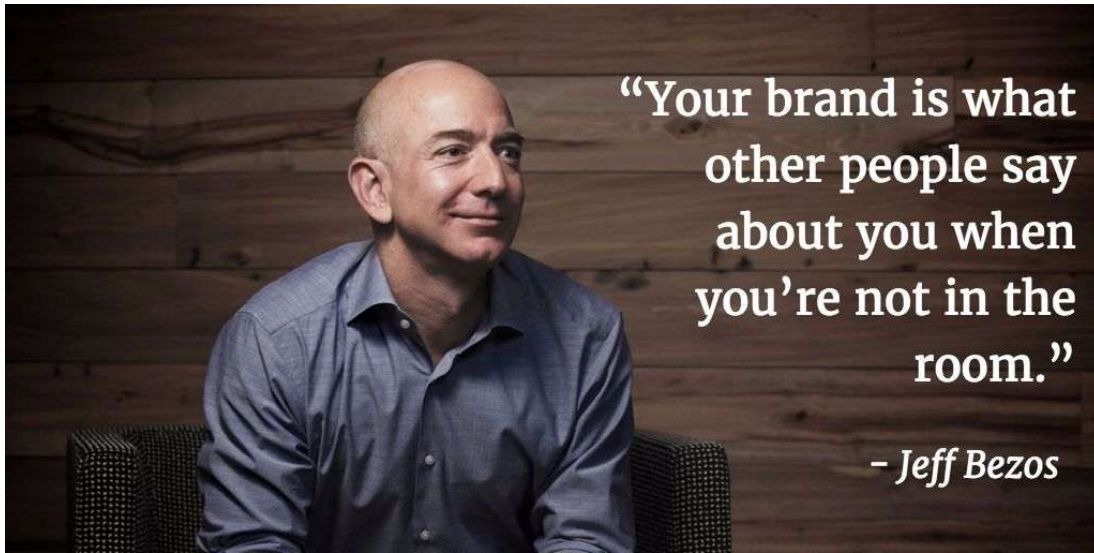


Agenda

- What is a Brand?
- Why Branding Matters
- Components of a Brand
- Building a Brand
- Launching Your Brand



What is a Brand?



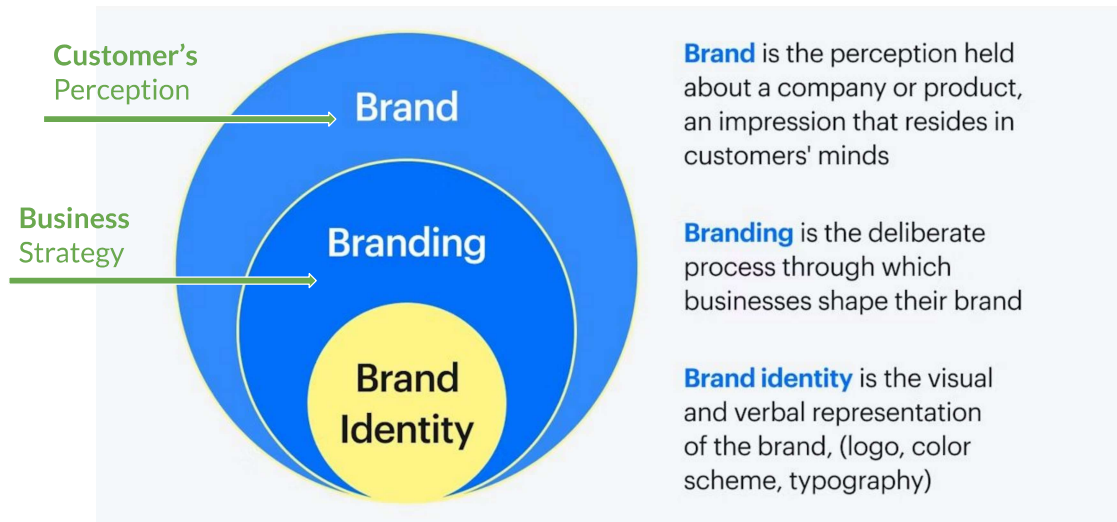
What is a Brand?

Defining a Professional Brand

- A **brand** is the perception of a business in customers' minds.
- Effective branding **builds trust, differentiates a business, and communicates values and mission.**
- A brand includes **both tangible elements** (logo, colors, design) and **intangible aspects** (reputation, emotions, customer relationships).
- It shapes how a company is **recognized and perceived** through its messaging and experience.
- Ultimately, a brand is the **story a business tells and the experience it delivers.**



Brand vs Branding



Why Branding Matters

- Branding is important because it builds **recognition, credibility, and loyalty**, influencing customer decisions and emotional connections.
- A strong brand enhances marketing efforts, justifies premium pricing, and fosters long-term customer relationships.
- It provides consistency across all touchpoints—websites, social media, packaging, and advertising—ensuring a cohesive and memorable experience.
- Ultimately, branding is not just about aesthetics; it's about shaping perceptions and driving business success.



Components of Brand

Key Components of a Professional Brand

1. **Brand Identity** – Visual elements (logo, colors, fonts)
2. **Brand Voice & Messaging** – How your business communicates
3. **Brand Positioning** – Your unique value proposition
4. **Brand Experience** – Customer interactions and service



Brand Identity

Visual Elements (Logo, Colors, Fonts)

- Brand identity is the **visual representation** of a business, shaping first impressions and ensuring recognition.
- A well-designed **logo** serves as the face of the brand, while a **consistent color palette** and **typography** establish a cohesive look across all marketing materials.
- Colors evoke emotions and influence perceptions, while fonts contribute to the brand's tone—whether modern, traditional, playful, or professional.
- Strong brand identity enhances memorability and sets a business apart from competitors, making it easier for customers to connect with and trust the brand.



Visual Identity

Your visual identity should be an extension of your brand message and core values. It should speak to your target audience. Every choice should keep these concepts in mind.

Visual identity Includes:

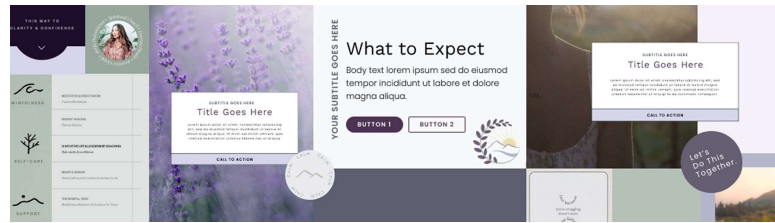
- Logo design
- Color palette
- Typography (font choice)

All of the above need to coordinate together for a recognizable, consistent brand!



H2 - SUBHEADER/TAGLINE ——— Poppins
 Semi-bold
 All-Caps
 5px letter spacing

H1 - Primary Header ——— Proza Libre
 Medium
 3px letter spacing



Logo Types

1. Pictorial *(Illustrative Representation)*



2. Letterforms *(Monogram-like)*



3. Emblems *(Contained in or Referencing a Shape)*



4. Wordmarks *(Stylized Type, No Symbol)*



5. Abstract *(Symbolic)*



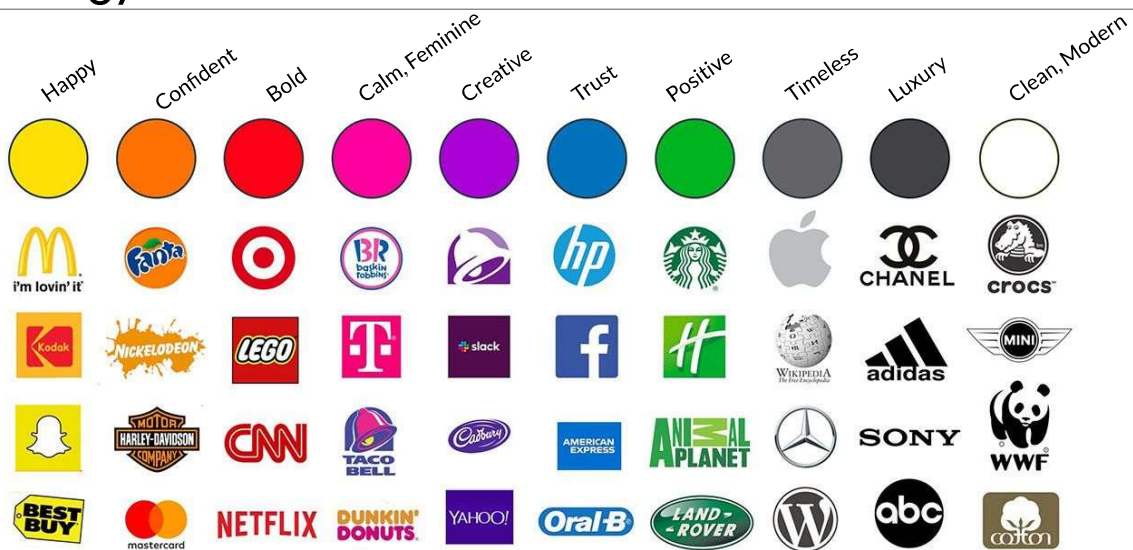
6. Characters *(Brand Mascot)*



Psychology of Color



Psychology of Color



Color Palettes

Complimentary Colors

Shade:
Deep, Rich, Muted

Emotion:
Calming, Serious,
Sophisticated

Resources:
Google Images



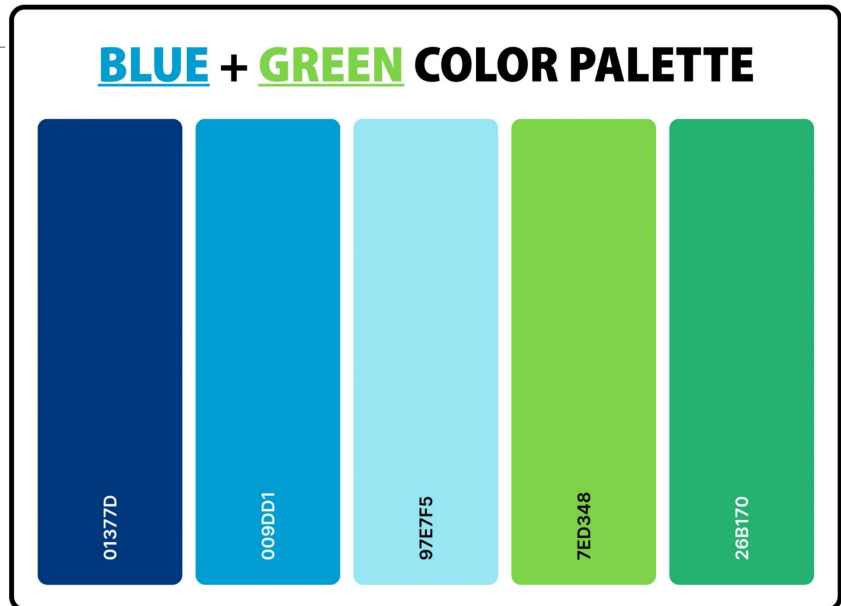
Color Palettes

Complimentary Colors

Shade:
Bright, Vibrant,

Emotion:
Energizing, Action
Oriented, Fun

Resources:
Google Images

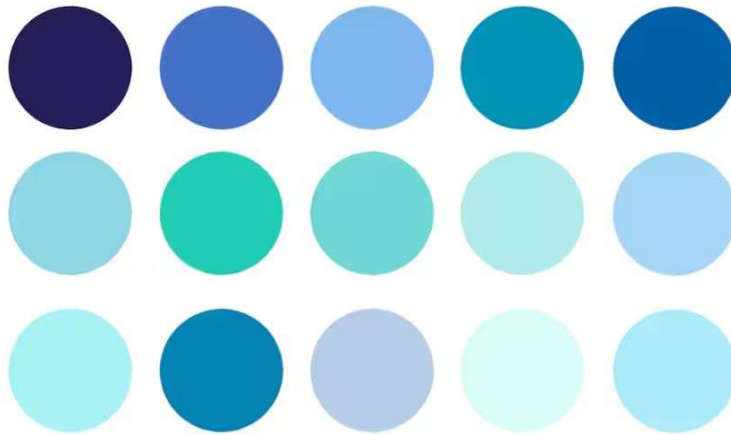


Color Palettes

Monochrome Colors

Nautical, coastal vibe

Resources:
Google Images



Psychology of Typography

1. Serif Font

Serif fonts are the classical options that resemble tradition & heritage. When you use serif fonts it tells users that you are an established and repeat organization.

Associated With
Trust, Respect, Tradition Class, Formal & Elegance

Ab

2. Sans Serif Font

Just like serif fonts, sans serif influences yours to a great extent. Brands who want to present their brands in a clear, casual, informal and friendly approach.

Associated With
Straightforward, Trust, Modern, Clean & Minimal

Ab

3. Script Fonts

Script fonts are a lot more fancy than serif and sans serif. Script fonts are a great match as they are known to provide detailed & elaborate logo design.

Associated With
Fancy, Happy, Elegant, Creative & Whimsical

Ab

4. Display & Decorative Fonts

Display & decorative fonts are among the most versatile fonts. They are usually made for specific brands due to their unique personality.

Associated With
Casual, Fun, Unique, Personality

Ab

Font Types

Serif: WIKIPEDIA **SONY** TIFFANY & CO WELLS FARGO

Sans-Serif: amazon **FedEx** ebay **Jeep** Google

Script: Instagram *Coca-Cola* *Cadillac* *Walgreens*

Display: **LEGO** *DISNEY* *KoolAid* **SUBWAY**

THE 10 COMMANDMENTS OF TYPOGRAPHY

1	2	3	4	5	6	7	8	9	10
KNOW YOUR FONT FAMILIES! EVER HEARD OF GHOTMS?	COMBINING A SANS-SERIF FONT WITH A SERIF FONT.	COMBINING A SERIF FONT WITH A SANS-SERIF FONT.	COMBINING TWO SIMILAR FONTS IS NOT COOL.	CONTRAST IS THE KEY.	STICK TO TWO FONTS. ONLY GO FOR THREE IF YOU MUST.	DON'T MIX DIFFERENT MOODS.	COMBINE FONTS OF COMPLEMENTARY MOODS AND OF SIMILAR TIME ERAS.	USE DIFFERENT WEIGHTS OF FONTS IN THE SAME FAMILY.	AND LASTLY, PLEASE AVOID THE FOLLOWING FONTS...
Geometric Sans Q	Myriad Minion	Minion Myriad	Minion Novelty	Futura CASTELLAR	Monogly Arial Rounded AvantGarde	BOHEMIAN MANDINGO GENEVA	Black Chancery Ampul	Minion Garamond	Comic Sans
Humanist Sans a	AndrewGothic CASTELLAR	CASTELLAR AndrewGothic	Colonna MT CASTELLAR	Liberal AndrewGothic	MANDINGO souvenir It Arial	ADREACT MILWAUKEE	Amaze Leahs	Myriad Futura	Papyrus
Old Style a	Ocean Sans Std Garamond	Garamond Ocean Sans Std	Garamond Times New Roman	Myriad Ocean Sans Std	GENEVA Advantage Ocean Sans Std	Black Chancery MASQUE	FINDES Dougan	GENEVA DALLAS	Curlyz
Transitional a	Segoe UI Lucida Fax	Lucida Fax Segoe UI	Agency FB Letter Gothic	Novelty Advantage	Novelty CASTELLAR Times Roman	AFRICAN INSTR LUBA-SUP	Boreal's callibri	November Vignra	Viner
Modern a	Futura Minion	Minion Futura	Futura Franklin Gothic	OVERHAUL Anglind	AKKA colonna MT dallas	ALLENB MICHELETTI MILWAUKEE	GENEVA BLACK CHANCERY	Valken VAGrounded	Kristen
Slab Serifs a	Liberal Garamond	Garamond Liberal	Mandingo Liberal	GENEVA Futura	Akka BIENVILLE Castella	Anglian West MINION MILWAUKEE	Coronet Trebuchet	TRAJAN Syllara	Συμβολ

Psychology of Shapes

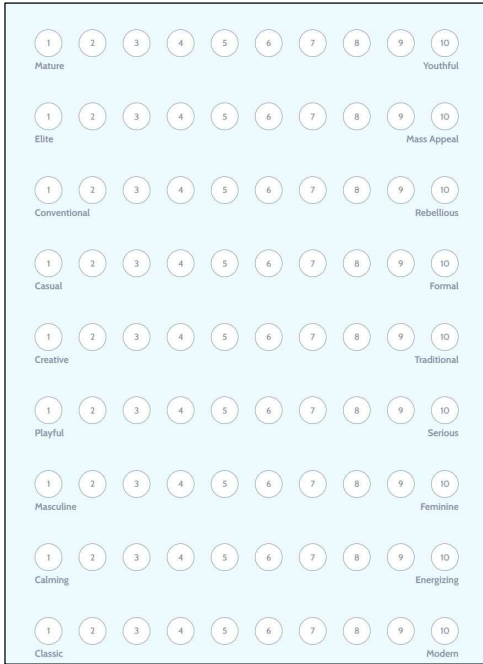


Brand Voice & Messaging

How Your Business Communicates

- A brand's voice defines its **personality and tone** in all forms of communication, from website copy to social media posts and customer interactions. Whether formal and authoritative or friendly and conversational, a consistent brand voice helps build familiarity and trust.
- Messaging should align with the brand's **mission, values, and audience preferences**, ensuring clarity and authenticity. Strong messaging not only conveys what a business does but also why it matters, fostering deeper connections with customers and reinforcing brand loyalty.

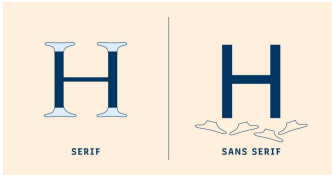




Personality & Tone

Sliding Scale Exercise

- This exercise forces you to consider where your brand fits between two adjectives. It gives you a more nuanced, complex understanding of your brand's 'persona'.
- Our design team uses this to help determine the look and feel of a brand. For example, if you think your business is a 3 on the classic vs. modern scale, we would go for a serif font rather than a sans serif.



Personality & Tone



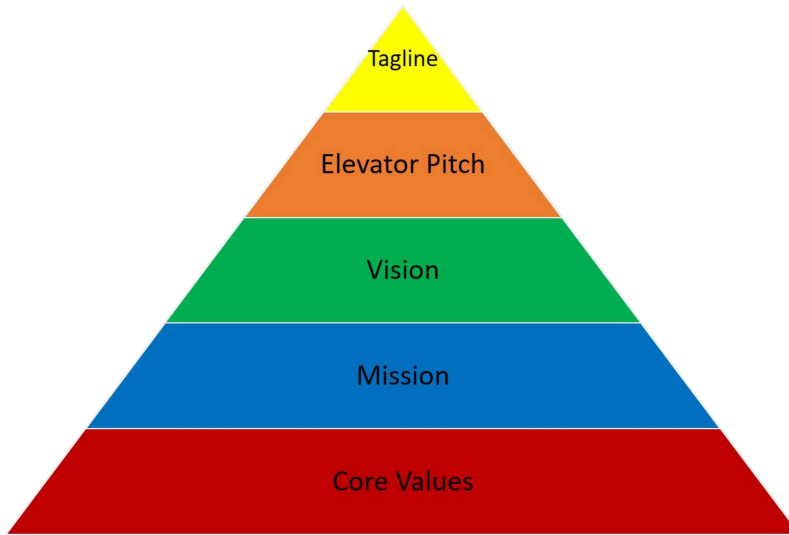
Adjectives Exercise

Identify adjectives that describe:

1. **Your approach**
 - How you interact with clients, how you want them to describe your business & products/output
2. **The feelings your services create**
 - How do you want clients/employees to feel when they work with you, during your time together?
3. **The lasting impact of your brand**
 - What are the effects you hope to have beyond the present moment? This ties to your mission statement, and what keeps you motivated.

First brainstorm as many words as you can, then narrow them down to the essentials. You can't be everything - it's important to know where your focus is, the identifiers that you wouldn't be you without.

Basic Elements of Brand Messaging



Tagline: A catchy memorable phrase that captures a brand's essence, values, or mission, reinforcing its identity and making it instantly recognizable.

Elevator Pitch: A concise, persuasive summary of your business designed to quickly capture interest and communicate value in 30-60 seconds.

Vision: An aspirational statement that describes a company's goals for the future and the impact it aims to make on the world.

Mission: A one-sentence statement outlining what your company does, why it does it, and how it gets it done.

Core Values: A list of values that a company embodies in what it offers, how it operates, and how it interacts with the world.

Core Values: Defined

- A company's values define its identity, how important decisions are made (e.g., handling difficult customers, hiring employees) and what drives it toward success.
- The best company values are carefully considered and then refined until they meet the overall driving factors, expectations and culture of the company.
- Adopting core business values gives your employees a purpose, helps attract the right customers and can contribute to creating a successful and long-lasting business.



Mission Statement: Defined

- A mission statement is a declaration of the purpose and function of your organization.
- Effective mission statements are brief yet powerful and state your company's ultimate goal for doing business.
- Mission statements encapsulate your company's priorities and describe how you will accomplish your vision.
- They can also represent your company's culture and philosophy through humor, emotion or shock value.



Mission Statement: Examples



To challenge the status quo.
To think differently.



To refresh the world and inspire
moments of optimism and happiness.



To give people the power to build
community so that we can bring
the world closer together.



To create happiness for people
of all ages, everywhere.



To empower every person and organization
on the planet to achieve more.



To fulfill dreams of personal,
All-American freedom.



To organize the world's information and
make it universally accessible and useful.



To inspire and nurture the human spirit
– one person and one cup at a time.

Vision Statement: Defined



- A vision statement is an aspirational statement of an idealistic future of a company or group.
- It helps to think of a vision statement as part roadmap, part inspiration.
- By outlining a long-term vision, rather than just short-term goals, a vision statement helps give the organization shape and purpose.



Vision Statement Examples

BBC: “To be the most creative organization in the world”



Disney: “To make people happy.”



Google: “To provide access to the world’s information in one click”



IKEA: “To create a better everyday life for the many people”



Instagram: “Capture and share the world’s moments”



LinkedIn: “Create economic opportunity for every member of the global workforce”

Instagram



Microsoft: “To help people throughout the world realize their full potential”

Nike: “To bring inspiration and innovation to every athlete in the world”



Elevator Pitch: Defined

An **elevator pitch** is a short, persuasive summary of your business, product, or service that clearly communicates its value in **30–60 seconds**—the time of an elevator ride.

It is important because it helps you make a strong first impression, quickly capture interest, and effectively explain what you do in a concise and compelling way.

A well-crafted elevator pitch can be used in networking, sales conversations, investor meetings, or marketing materials to generate curiosity and lead to further discussions.

It ensures you're always prepared to confidently present your brand, making it a valuable tool for business growth and opportunity.



750 characters maximum allowed on the Google Business Profile

Elevator Pitch: Example



"We help you shine online with custom website design & development, social media marketing, SEO and digital advertising. Build your online authority and improve your online visibility over the competition with a clear and compelling marketing strategy.

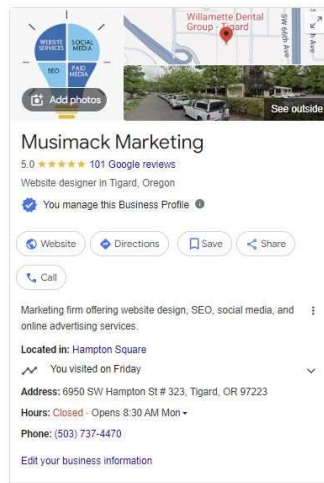
For over 10 years, we've built our business on our core values of creativity, innovation, collaboration, communication and integrity. We are a local team of graphic artists, copywriters, developers, and digital marketing strategists based in Portland, OR.

Contact us to optimize your entire online presence with a professional and engaging approach to grow your business. Even small businesses can make a big impression!"

:45 seconds, 672 characters

Elevator Pitch: Placement

Google
Business
Profile -
Business
Description



Willamette Dental Group Tigard

Musimack Marketing
5.0 ★★★★★ 101 Google reviews
Website designer in Tigard, Oregon
You manage this Business Profile

Website Directions Save Share

Call

Marketing firm offering website design, SEO, social media, and online advertising services.

Located in: Hampton Square
You visited on Friday

Address: 6950 SW Hampton St # 323, Tigard, OR 97223
Hours: Closed - Opens 8:30 AM Mon -
Phone: (503) 737-4470
Edit your business information

Reviews

Get more reviews Add a photo

"All with personalized one on one service and design to fit your budget."
★★★★★

"Musimack Marketing was a bit more expensive than other bids I'd received."
★★★★★

"I highly recommend her services to any business owner."
★★★★★

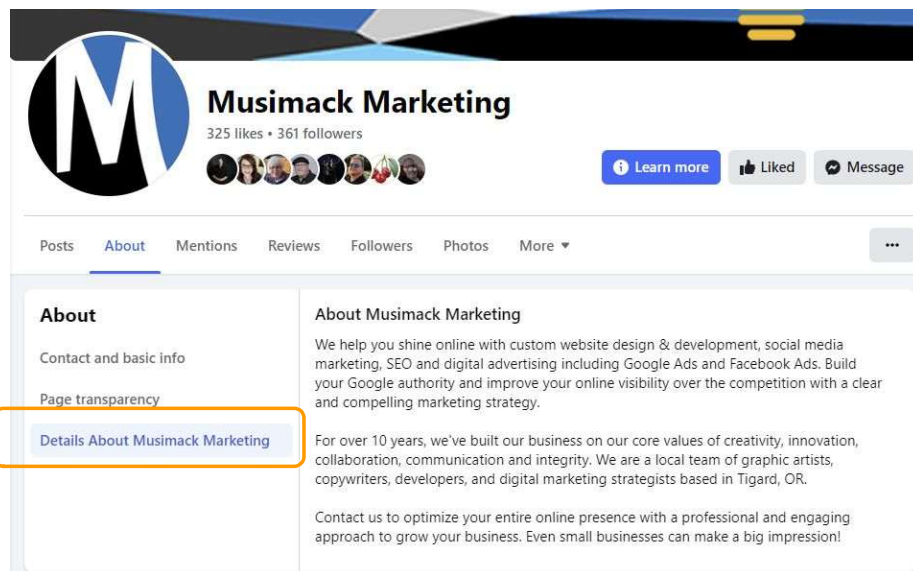
View all Google reviews

From Musimack Marketing

"We help you shine online with custom website design & development, social media marketing, SEO and digital advertising. Build your online authority and improve your online visibility over the competition with a clear and compelling marketing strategy. For over 10 years, we've built our business on our core values of creativity, innovation, collaboration, communication and integrity. We are a local team of graphic artists, copywriters, developers, and digital marketing strategists based in Tigard, OR. Contact us to optimize your entire online presence with a professional and engaging approach to grow your business. Even small businesses can make a big impression!"

Elevator Pitch: Placement

Facebook
About: Details



Musimack Marketing
325 likes • 361 followers

Learn more Liked Message

Posts About Mentions Reviews Followers Photos More

About

Contact and basic info

Page transparency

Details About Musimack Marketing

About Musimack Marketing

We help you shine online with custom website design & development, social media marketing, SEO and digital advertising including Google Ads and Facebook Ads. Build your Google authority and improve your online visibility over the competition with a clear and compelling marketing strategy.

For over 10 years, we've built our business on our core values of creativity, innovation, collaboration, communication and integrity. We are a local team of graphic artists, copywriters, developers, and digital marketing strategists based in Tigard, OR.

Contact us to optimize your entire online presence with a professional and engaging approach to grow your business. Even small businesses can make a big impression!

Tagline: Defined

A **tagline** is a short, memorable phrase that captures a brand's essence, mission, or unique value. It serves as a **verbal identity** that reinforces brand recognition and communicates what a business stands for in just a few words.

Why Is a Tagline Important?

1. **Brand Recognition** – A well-crafted tagline makes your brand instantly identifiable and memorable.
2. **Emotional Connection** – It evokes feelings and reinforces what customers should associate with your brand.
3. **Differentiation** – Sets your business apart from competitors by highlighting what makes you unique.
4. **Marketing Consistency** – Provides a strong foundation for advertising and messaging across all platforms.
5. **Trust & Credibility** – A clear, confident tagline builds brand trust and reinforces professionalism.



Tagline Examples



Tagline Examples

Zevia
A new soda, free from artificial ingredients



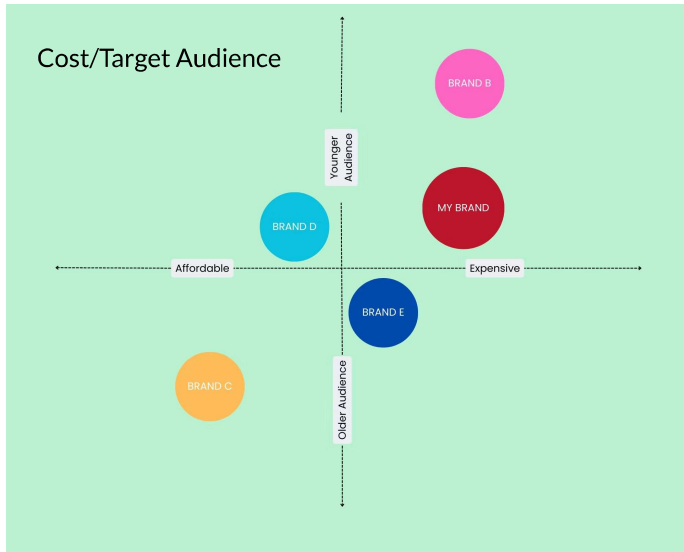
Brand Positioning

Your Unique Value Proposition

- Brand positioning is about **defining a brand's place in the market** and highlighting what makes it unique. This includes identifying the target audience, understanding competitors, and clearly articulating a **unique value proposition (UVP)**—the specific benefits and differentiators that set the brand apart.
- It communicates why customers should choose it over others, whether through superior quality, innovation, affordability, or exceptional service.
- It ensures a company remains top of mind for its ideal customers, strengthening its market presence and competitive edge.



Brand Positioning



How does your brand stand out from brands that offer similar products/services?

Plot your brand, and competitors' brands, to determine your position in the marketplace.

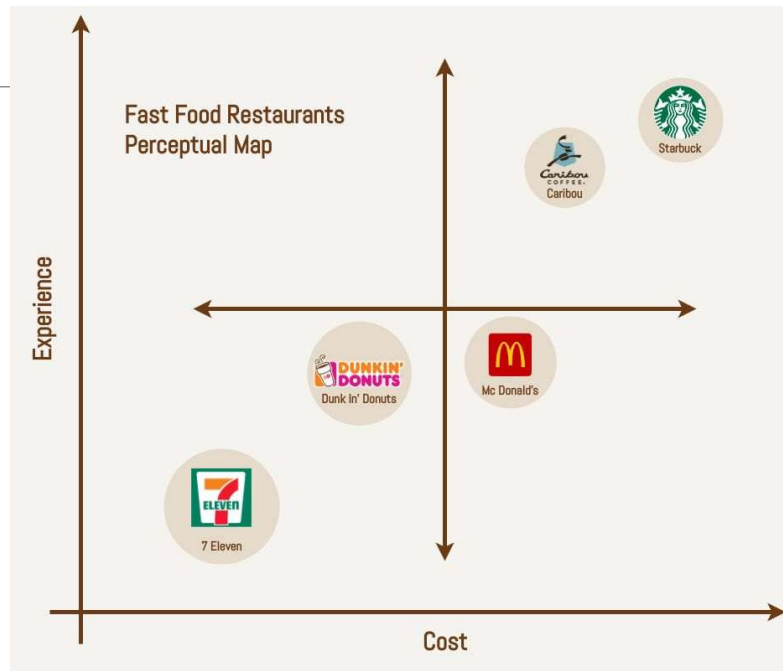
Brand Positioning

Restaurants:
Dining Experience/Nutrition



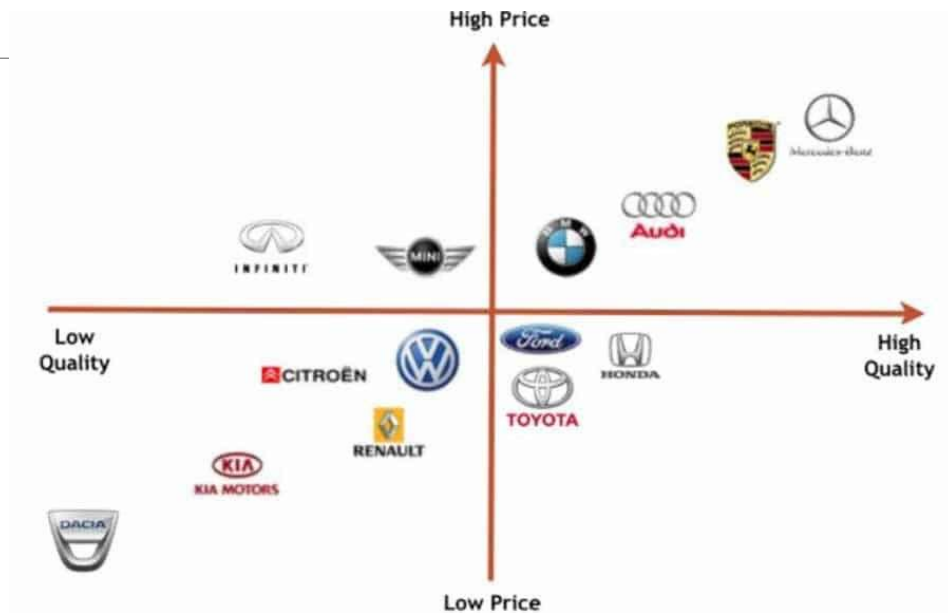
Brand Positioning

Coffee Shops:
Dining Experience/Cost



Brand Positioning

Auto Makers:
Quality/Cost



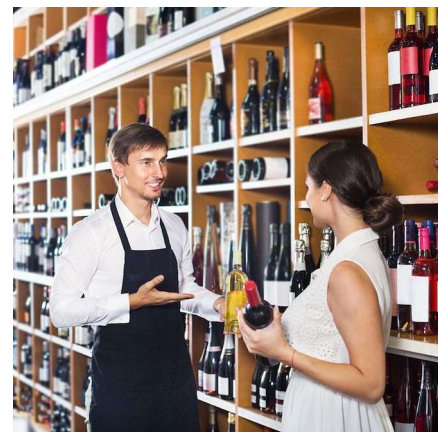
Brand Positioning: Examples

<p>McDonald's Brand Positioning</p> <p>For individuals looking for a quick-service restaurant with an exceptional customer experience, McDonald's is a leader in the fast-food industry.</p> 	<p>Coca-Cola Brand Positioning</p> <p>For individuals who want a refreshing and uplifting beverage choice, Coca-Cola leads the soft drink industry with its iconic and classic products.</p> 	<p>Nike Brand Positioning</p> <p>For athletes in need of high-quality, fashionable athletic wear, Nike provides customers with top-performing sports apparel.</p> 
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Brand Experience

Customer Interactions and Service

- Brand experience is the **sum of all interactions** customers have with a business, from browsing a website to making a purchase and receiving customer support.
- **Every touchpoint** should align with the brand's identity and values, delivering a seamless and positive experience. Excellent customer service, user-friendly design, and engaging content contribute to a memorable brand experience that fosters loyalty and advocacy.
- When customers consistently have **positive interactions**, they are more likely to trust the brand, make repeat purchases, and recommend it to others, driving long-term business success.



Brand Implementation



Website



Social Media



Promotional Products

Print Materials - Product Packaging - Uniforms - Storefront Signage - Vehicle Wraps - And More!

Branding Resources

Word Banks

[Brand Archetype Bank](#)

- For identifying key adjectives that embody your brand's 'persona' and voice.

[The Ultimate List of Brand Values](#)

- For determining your brand's core values, with definitions

Visual Identity Design

[Google Fonts](#)

- Library featuring thousands of free typefaces & fonts

[Colors](#)

- Create color palettes and generate examples of how your colors would look together when applied to signage, merch, etc.

[Identity Designed](#)

- Great site for brand design inspiration

Recommended Branding Reading

[Obsessed: Building a Brand People Love from Day One \(Emily Hayward\)](#)

- Hayward is a great contemporary read on the psychology of branding
- Filled with tips, tricks, and case studies featuring startups you will recognize - largely due to the branding work she did with them at the beginning of their journeys.

[Building a Story Brand \(Donald Miller\)](#)

- A classic bestseller that delves into the impact of good narration - and how to craft a story for your brand that truly stands out.

Font Personality

playful

- Quicksand
- Arvo
- Dosis
- Cabin
- Varela Round
- Trebuchet MS
- Oxygen
- Asap

sophisticated

- Simonetta
- Alegreya
- Lora
- Raleway
- EB Garamond

minimal

- Open Sans
- Source Sans Pro
- Roboto

professional

- Arimo
- Times New Roman
- Verdana
- EB Garamond
- Arial
- Merriweather

classical

- Expletus Sans
- Averia Serif Libre
- Overlock
- Philosopher

dramatic

- Roboto Condensed
- Archivo Narrow

futuristic

- Abel
- Quicksand
- News Cycle

modern

- Montserrat
- Open Sans
- Lato
- Nunito**
- Roboto
- Roboto Condensed
- Source Sans Pro
- News Cycle
- Poppins
- Abel
- Dosis

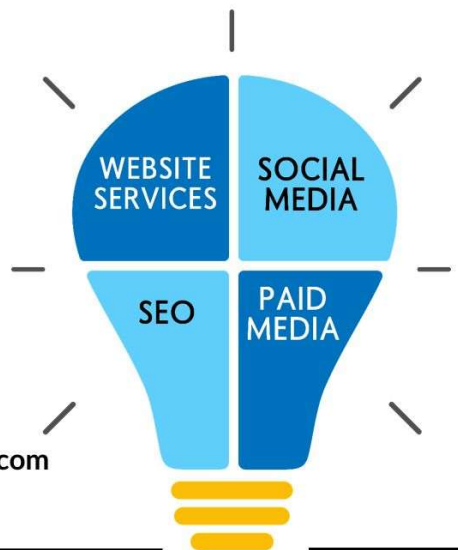
delicate

- Dosis
- Simonetta
- Alegreya
- News Cycle
- EB Garamond
- Quicksand
- Abel



We Help You
SHINE Online!

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Questions?

Helpful Links

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- Find more SCORE live and recorded workshops and courses at www.score.org/get-business-training
- Presenter: Stacey McCormack
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503-737-4470
www.musimackmarketing.com
- Book an appointment with a SCORE mentor at www.score.org/find-mentor



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