



PRESENTED BY CITYLIGHTER

01

Design your Brand

Lighting up cities

WOMEN'S BUSINESS
CENTER 2021



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Overview

Introduction

The Big Idea (Our Story)

Story

Content

Contact Information



INTRODUCTION



CITYLIGHTER

My Brand Story

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Story

CITYLIGHTER

Lighting up cities

How I begin with Canva



The 10 Simple Steps

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Define your value proposition

Pick the brand name

Define your customer segments

Design your logo

Define your brand personality

Pick the right fonts

Lighting up cities



The 10 Simple Steps

07



Establish your voice

Identify your imagery

Pick the right colors

Build your Brand Kit



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Value Proposition

- It's not about your IDEA or PRODUCT
- It's about what problem you are solving
- It's about solving a need
- It's about satisfying a customer need
- It's about who your customers are
- It's about what your customers desire



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Value Proposition

1. Pains: Describe the bad outcomes, pains, challenges, risks, obstacles your customers are facing
2. Pain reliever: Describe how your product or service alleviate customer pains



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Customer Segments

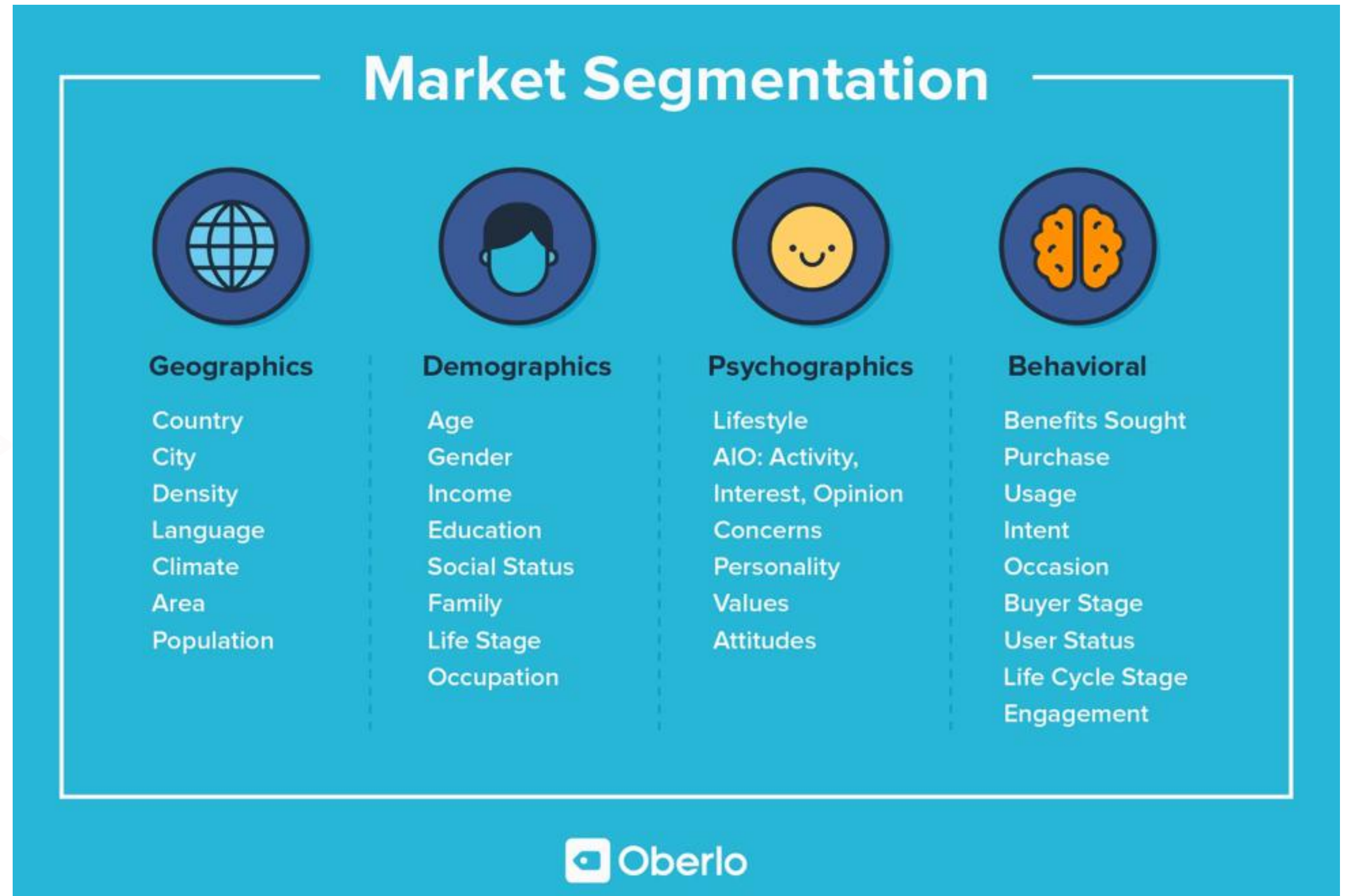
1. Your customers do not exist to BUY. You exist for them
2. Figure out:
 - a. Who they are?
 - b. Why would they buy?
 - c. Geography?
 - d. Personas?

GROUPINGS OF CUSTOMERS ARE CALLED CUSTOMER SEGMENTS



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Professional Art Supply Business

Customers

Artist

Local customer
Age: 13 - 85
Wants:

- High quality product
- Experienced staff fo guide product purchase
- Access to non-standard product
- Fast access
- Repeat customer

Retiree

Local customer
Age: 60 - 85
Wants:

- Learn something new
- Experienced staff fo guide product purchase
- Classes
- Repeat customer

Student

Temporary customer
Age: 17 - 22
Wants:

- Easy access
- Budget friendly
- Depend on materials available for class projects
- Short term repeat customer

Tourist

Visiting customer
Age: 21 - 85
Wants:

- Presents/Souviners
- Activities for kids
- One time interaction

Teacher

Local customer
Age: 25 - 65
Wants:

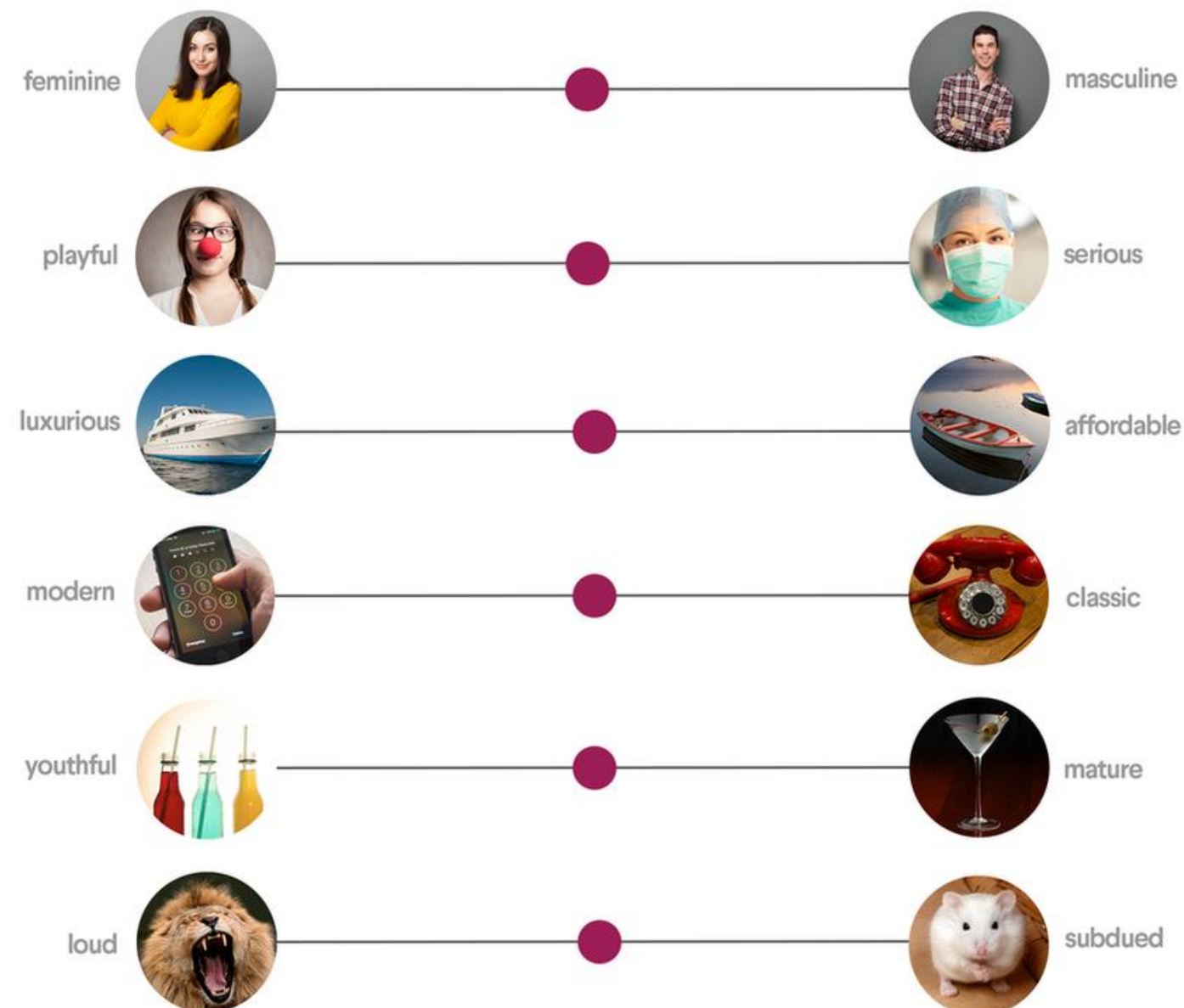
- Budget supplies for students
- Support local business with experienced staff
- Provide student with positive experience
- Repeat customer



Define your brand personality

What adjectives describe your brand?

Spectrum of brand personality traits



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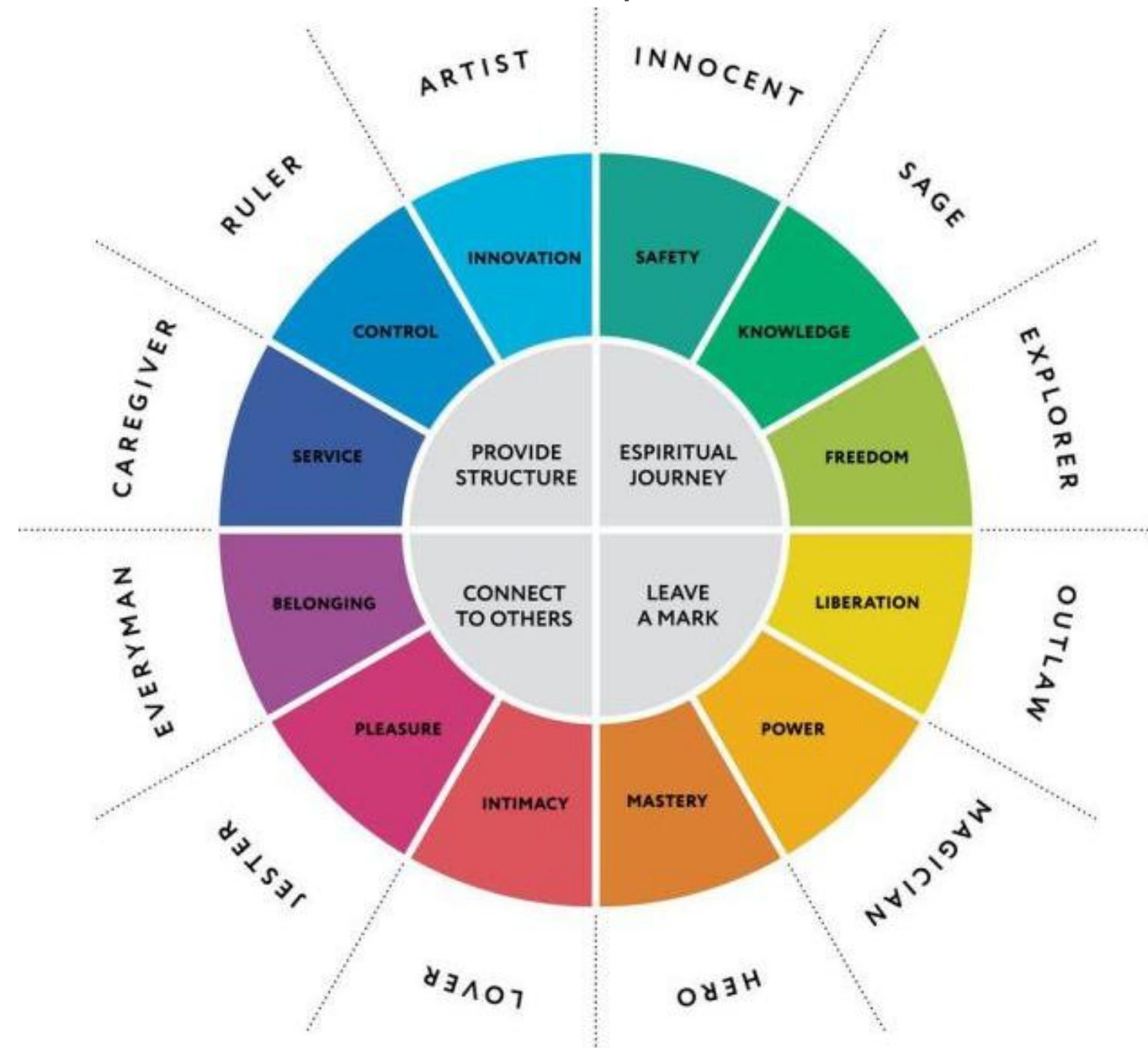
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Define your brand personality

The 12 main brand personalities

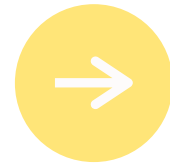
13



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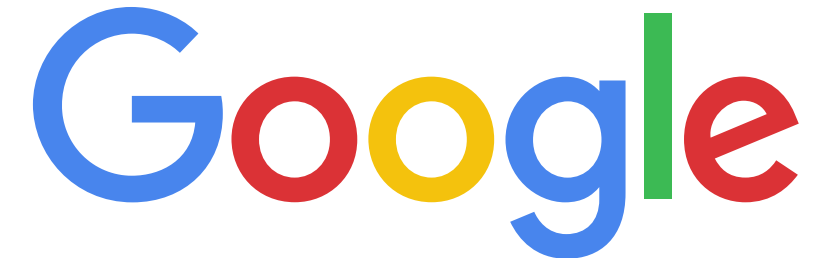


Pick the brand name

Pick a descriptive name



Be inventive

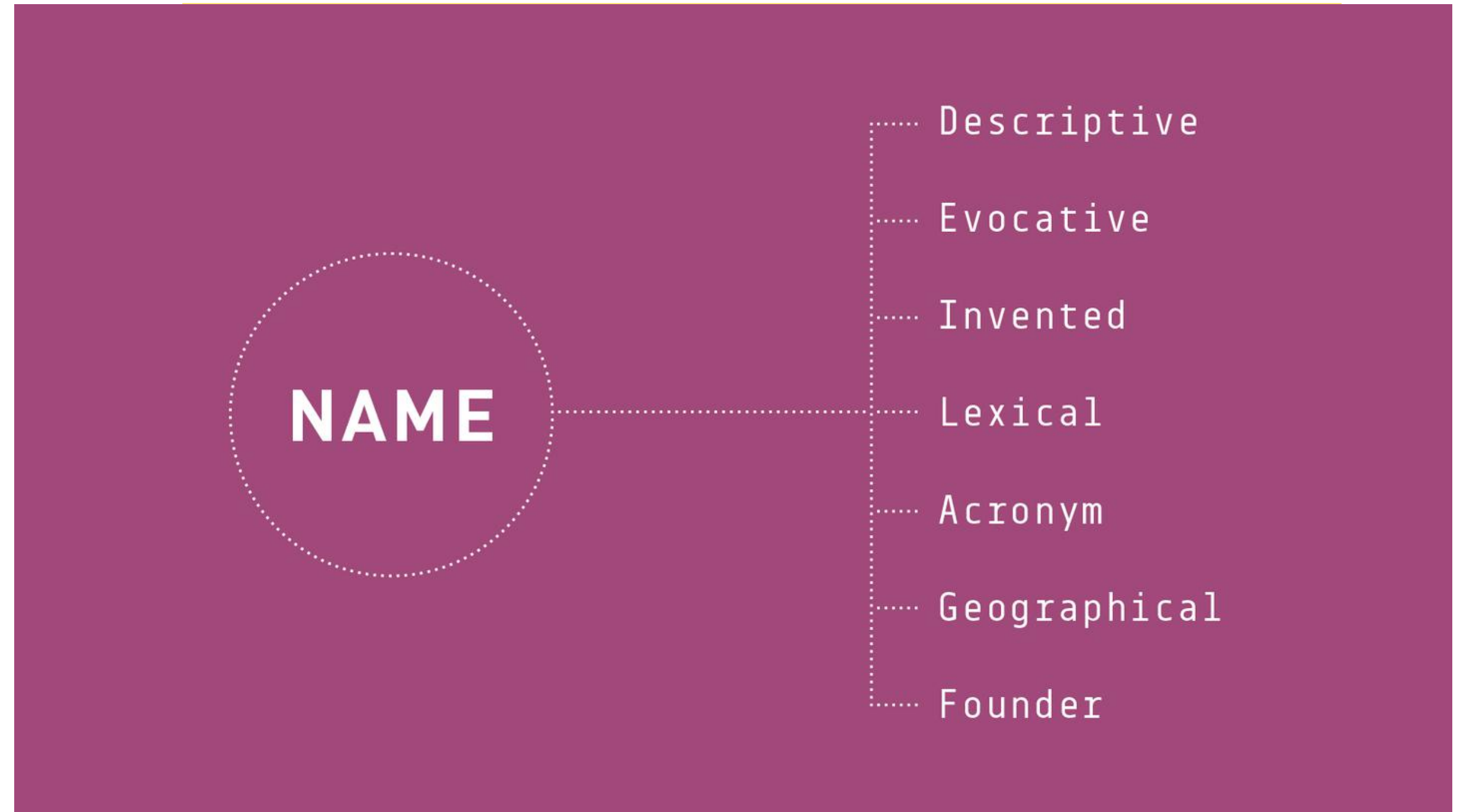




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Pick the brand name





BRAND LOGO

The 7 Types

Abstract mark



Mascot logo



Combination mark



Emblem logo



Lettermark



Pictorial mark



Wordmark



BRAND TYPOGRAPHY

Main Font

For Headers

Aa

HK Grotesk Light
HK Grotesk Medium
HK Grotesk Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BRAND TYPOGRAPHY

Alternative

For subheaders

Aa

HK Grotesk Light
HK Grotesk Medium
HK Grotesk Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



BRAND VOICE

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Pick the right colors

- Red — Red stands for passion, excitement and anger. It can signify importance and command attention.
- Orange — Orange stands for playfulness, vitality and friendliness. It is invigorating and evokes energy.
- Yellow — Yellow evokes happiness, youth and optimism, but can also seem attention-grabbing or affordable.
- Green — Green evokes stability, prosperity, growth and a connection to nature.
- Light Blue — A light shade of blue exudes tranquility, trust, openness. It can also signify innocence.
- Dark Blue — Dark blue stands for professionalism, security and formality. It is mature and trustworthy.
- Purple — Purple can signify royalty, creativity and luxury.
- Pink — Pink stands for femininity, youth and innocence. It ranges from modern to luxurious.
- Brown — Brown creates a rugged, earthy, old-fashioned look or mood.
- White — White evokes cleanliness, virtue, health or simplicity. It can range from affordable to high-end.
- Gray — Gray stands for neutrality. It can look subdued, classic, serious, mysterious or mature.
- Black — Black evokes a powerful, sophisticated, edgy, luxurious and modern feeling.

Pick 3 colors

- Base
- Accent
- Neutral

Hex Code
#ffe578

Hex Code
#ffffff

Hex Code
#d3d3d3



PROPER IMAGERY

Connect with audiences

Example:
Create
cohesiveness

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USE: <https://unsplash.com/>



PROPER IMAGERY

Connect with audiences

Example:
Create
cohesiveness

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USE: <https://unsplash.com/>



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BRAND KIT

Now, let's
build your
brand kit
via Canva

It's the brand guide for your team



BRANDING KIT

Neutral Collection



Customizable Canva
Branding Kit Template

IT DOESN'T END HERE...

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**"There is a new
celebrity in the world
today, and it's you."**

Contact Information

How to reach out

Phone Number

571-919-1525

Email Address

aache002@odu.edu

Landing Page

<https://mailchi.mp/51b85a5a9613/citylighter>