



PRESENTED BY CITYLIGHTER

01

Design your Brand

Lighting up cities

WOMEN'S BUSINESS
CENTER 2021



Overview

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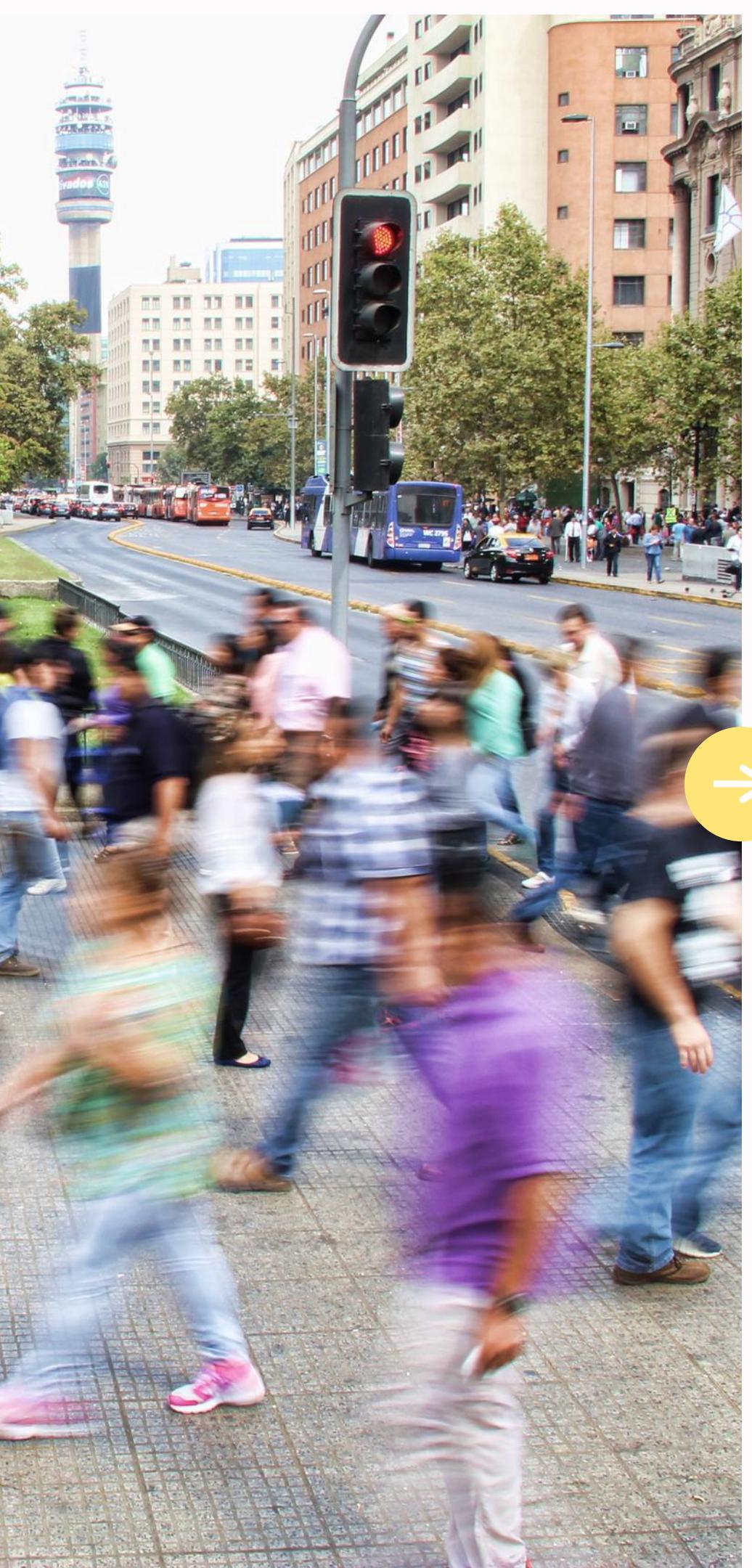
Introduction
The Big Idea (Our Story)
Story
Content
Contact Information

03



INTRODUCTION

Lighting up cities



CITYLIGHTER

My Brand Story

05



CITYLIGHTER

Lighting up cities

Story

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



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**



Market Segmentation



Geographics

Country
City
Density
Language
Climate
Area
Population



Demographics

Age
Gender
Income
Education
Social Status
Family
Life Stage
Occupation



Psychographics

Lifestyle
AIO: Activity, Interest, Opinion
Concerns
Personality
Values
Attitudes



Behavioral

Benefits Sought
Purchase
Usage
Intent
Occasion
Buyer Stage
User Status
Life Cycle Stage
Engagement



Professional Art Supply Business

Customers

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Artist
Local customer
Age: 13 - 85
Wants:
<ul style="list-style-type: none">- High quality product- Experienced staff to guide product purchase- Access to non-standard product- Fast access- Repeat customer

Retiree
Local customer
Age: 60 - 85
Wants:
<ul style="list-style-type: none">- Learn something new- Experienced staff to guide product purchase- Classes- Repeat customer

Student
Temporary customer
Age: 17 - 22
Wants:
<ul style="list-style-type: none">- Easy access- Budget friendly- Depend on materials available for class projects- Short term repeat customer

Tourist
Visiting customer
Age: 21 - 85
Wants:
<ul style="list-style-type: none">- Presents/Souvenirs- Activities for kids- One time interaction

Teacher
Local customer
Age: 25 - 65
Wants:
<ul style="list-style-type: none">- Budget supplies for students- Support local business with experienced staff- Provide student with positive experience- Repeat customer



Define your brand personality

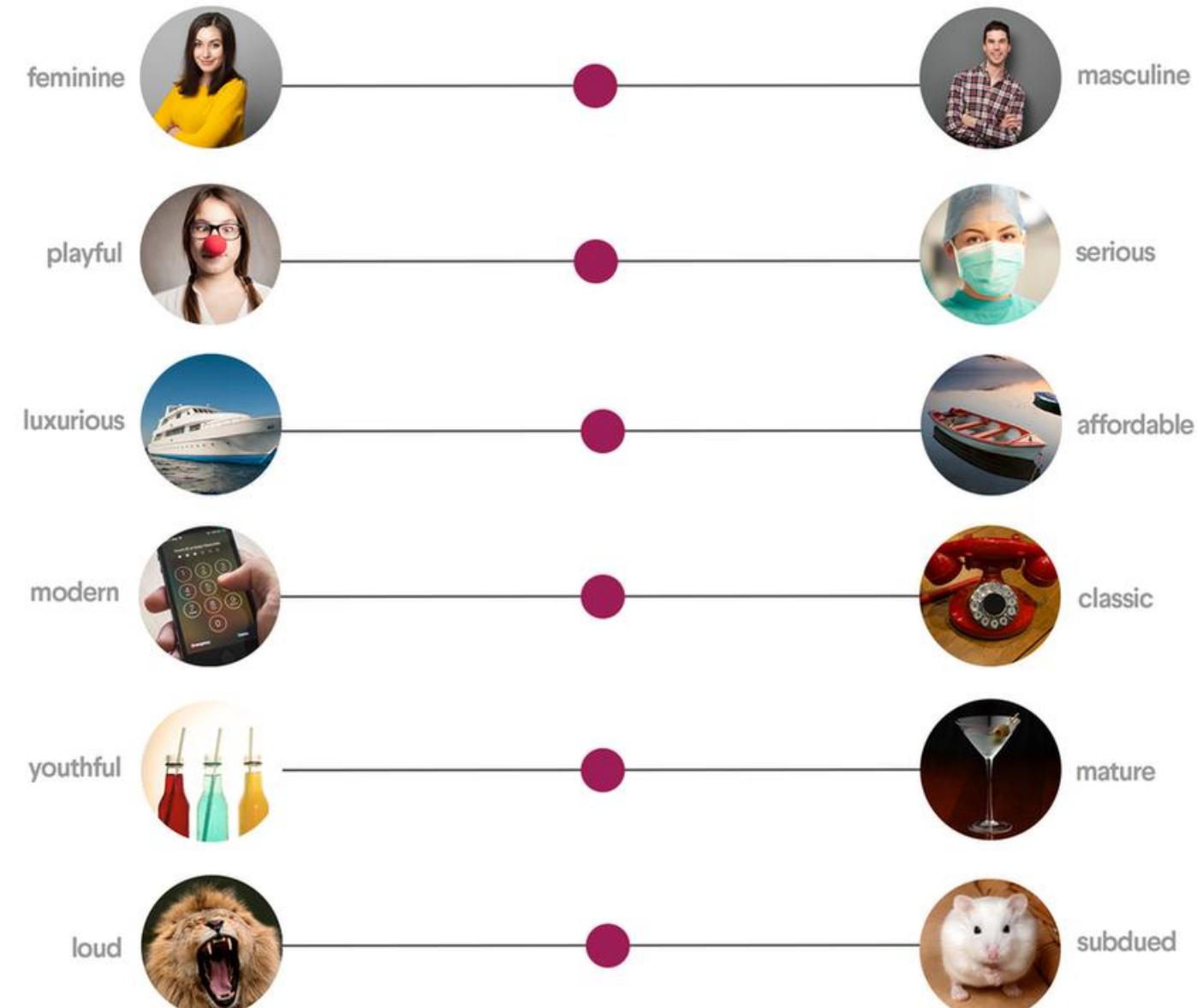
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What adjectives describe your brand?

Spectrum of brand personality traits



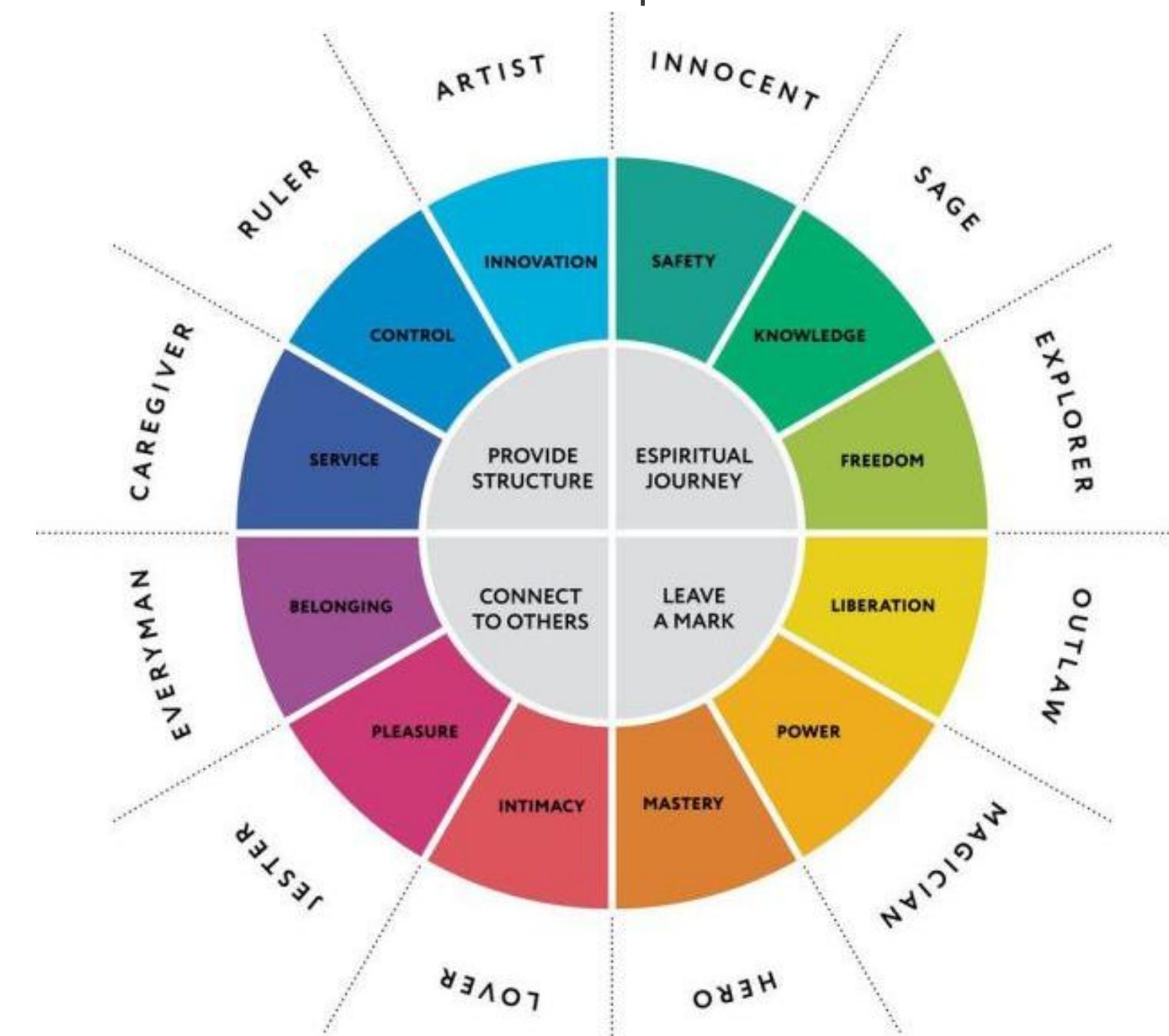


Define your brand personality

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The 12 main brand personalities



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Pick the brand name

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Pick a descriptive name



Be inventive

Google



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Pick the brand name



NAME

- Descriptive
- Evocative
- Invented
- Lexical
- Acronym
- Geographical
- Founder



BRAND LOGO

The 7 Types

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Abstract mark



Mascot logo



Combination mark



Emblem logo



Lettermark

Pictorial mark

Wordmark



BRAND TYPOGRAPHY

Main Font

For Headers

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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

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A large, bold, dark gray font 'Aa' is centered on a yellow background.

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

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BRAND VOICE

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Brand Guidelines 2020

<https://buffer.com/library/social-media-marketing-voice-and-tone/>

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

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Hex Code
#ffe578

Hex Code
#ffffff

Hex Code
#d3d3d3

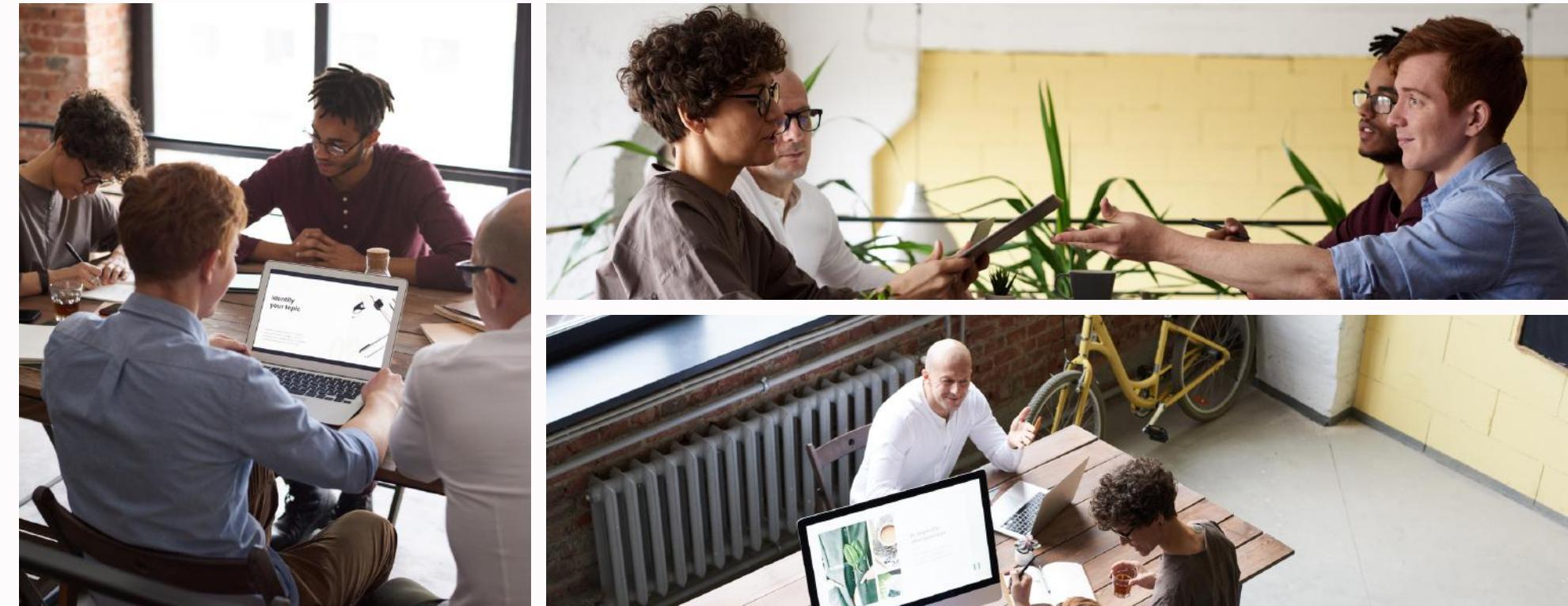


PROPER IMAGERY

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/>



BRAND KIT

Now, let's
build your
brand kit
via Canva

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It's the brand guide for your team

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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

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Phone Number

571-919-1525

Email Address

aache002@odu.edu

Landing Page

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