



logo + brand styling
the workbook

Hey There My Lovely, It's me Dine your Graphic Designer!

We are doing your brand identity and logo development and I am so excited for you! This is the start of your story.

This questionnaire is LONG and tedious but that is ONLY because I want the ABSOLUTE BEST for your brand! In order for your business to be as successful as you want it to you need a STRONG BRAND IDENTITY!

* If you see a link in this workbook you can click it *

Please read the beginning pages as the first few pages are JAMMED PACKED with AMAZING information you will need throughout the brand identity and logo development process.

Here's an Overview on how this will go:

- Once I have your completed questionnaire, I will look through it and take notes about what you have told me about your brand
- I will create your brand board in Pinterest, please make a Pinterest account with the e-mail you are using for your design project because you will be added to this Pinterest board as well
- Once I have enough pictures and I have build a successful aesthetic I will begin to sketch your logos; I usually sketch as many concepts as mind allows me to
- I will start searching for fonts, tidying up your color palette and finding textures to be used
- Then I will choose my ABSOLUTE FAVORITE sketches and digitize them
- I will start in Black and White (if your logo doesn't do what it NEEDS to do without color then it won't shake the room and that's what we do over here SHAKE ROOMS!)
- From there I will add colors as I see fit (please note NOT all of your colors will be used in your logo)
- Then FINALLY, you will receive your logo concept packet

You will have the decision to send your revisions via e-mail OR we can do it ALL on a Zoom call.

Again, I wanted to say again ALL of the links in this workbook are clickable. Please submit your FINAL questionnaire to this link: www.dinahstesdesignstudio.com/upload You can upload from your phone or your desktop computer.

If you are unable to submit it on the site you may then E-MAIL it ONLY after trying to upload it and it didn't work

Well, I'll leave you too it Happy Brand Identity Work-booking (whew that was a mouthful).

Pretend your completed workbook is an assignment for an English teacher, what this means is PLEASE use COMPLETE SENTENCES

hey there ...

So you've taken some steps and now you're at the designing stage. First and foremost I want to personally thank you for choosing Dinahste's Design Studio to be a part of your branding story. Now let's get to business. Now if you want a quick and fast logo I am not the girl for you. After receiving your completed checklist, I will brainstorm ideas, then I will sketch, and make those sketches digitally and finally add the colors and graphic elements you may have. This is not a 2-3 day thing. This can take time to make sure EVERYTHING looks right when it is presented to you. My creative is the same for everything, I am not a quick and speedy designer. I create rare designs that are just absolutely beautiful and this takes time.

let's talk ...

Let's talk about your logo questionnaire and how it should be filled out: I ask that you take your questionnaire seriously as this is your brand/business we are talking about. Before creating your logo and filling out the questionnaire below I ask that you take the time to read everything so that you have a better understanding of the direction your brand/business needs to go in. When filling out your questionnaire it is very vital to be very informative. The answers to the questions shouldn't be vague, lack clarity or empathy. Submitting an unclear questionnaire will only hurt your brand in the long run and lengthen the time it takes to complete your logo.

LONGEVITY IS KEY. (You're going to read that word plenty of times ... LONGEVITY).
What is longevity? The length of service or tenure.

brainstorming ...

While reflecting and finalizing your answers to the questionnaire I ask that you do this with thinking about our word "longevity". What do I mean by that? The goal here is to maintain and sustain a business that will last eternally. Your business should be considered your legacy, something that you can pass onto future generations. Try not to get caught up into current trends that are happening in the business world, that is the quickest way to have constant re-brands following trends.

your logo ...

When I ask what does your ideal logo looks like, it's okay if you don't know and it's okay if you want to give the designer full creative control to do as they please with the information provided. However, DO NOT give your designer full creative control if you have an idea of what you want. Sally has a clothing boutique, she knows exactly what she wants so Sally will say "In the word Classy I would like both of the S's to be facing each other kind of like a snake, and I would like them a different color than the other letters, I would like it to be in print font. For Sally, I would like this to be in a script font and the "S" to be really big and the same color as the double "s" in Classy." Telling me exactly what you want and what you are looking for will move the process along way faster than if you wait once we are many revisions in, to express that you had an idea. Waiting to express your thoughts is not only rude to the designer but to other clients as well as it is time-consuming. If you don't express yourself to me how can I help you? There will be plenty of other questions about your competitors' logos and what you like and dislike about them. I promise you, there's a logo that someone has in the same field as you that you love and there will be one that you hate. The purpose of me asking you is to help you and I figure out your brands' style is.

brand identity ...

Your brand identity is how your audience perceives you. In simpler terms, your brand identity is the face of your business. Without an all-inclusive and clear cut identity, your audience might not understand who you are and what exactly it is you are trying to do. It's important to note that brand identity is not the same as branding. It's the product of effective branding. The four components listed down below create the look, feel, and tone of your company to the outside world. While your brand identity may evolve slightly over time, taking the time to define your company is absolutely a valuable exercise. Brand identity includes: Visual Brand Identity, Brand Voice, Brand Values and Brand Personality

target audience ...

In a nutshell, NO EVERYONE IS NOT YOUR TARGET AUDIENCE. The first thing that came to mind was a "Hair Stylist" so let's work with that idea. As a hairstylist, you have a general understanding of who you will be marketing and appealing to. There are so many specialties under "Hair Stylist", weaves, natural hair care, wigs, braids, color and so much more. We are going to go with a hairstylist that specializes in "Weaves". We will call our hairstylist Shelly. Shelly does hair, she is located in Atlanta, GA she specializes in weaves (sew-ins, glue-ins, half up and half downs and so many other styles that require weave). You are probably like "Okay, everyone needs a hairstylist" ... WRONG!

Lots of people attend YouTube University and they learn how to do their hair by themselves, so the YouTube University students wouldn't be apart of Shelly's clientele. Now your like "Okay, that's just YouTube" ... WRONG! Out of the 10 fingers attached to my body 6 out of those 10 people do not get sew-ins, glue-ins or any of the services Shelly offers. Are you catching my drift yet? Shelly's pricing is fairly reasonable she charges \$150 give or take. Now let's get into age. I would guesstimate that Shelly's clientele is between the ages of 16 and 32. Now your average teenager probably cannot afford \$150 but their parents can. So what have we figured out, Shelly is a hairstylist who lives in Atlanta, GA she specializes in weaves and she charges \$150 give or take for her services. You can do A WHOLE LOT with just that one sentence. Now with the facts above and this sentence is Shelly's target audience everybody? Nope, it's not. So that means your target audience isn't everybody either. Now you're like "Okay, well why does this even matter?" If Shelly's target audience is between the ages of 16 and 32 that means your logo shouldn't have any glitter aspects as your clients are older teenagers and young adults. Based on this information your logo should be clean yet effective, you may have a bright color such as Neon Green as your dominant color because it'll appeal to the younger crowd between the ages of 16 - 22. But then your accent color would be black, and you could mix in grays or nudes maybe even a complementary color like Pink to give your logo a strong dynamic because that's what your audience appeals to. I hope that helps you understand that you cannot sell to everyone. Trying to sell to everyone will hurt you in the long run.

business name ...

Your business name is vital. I'm here to tell you that your business name does not have to be ordinary and you can have an EXTRAORDINARY business name. Names like; Designs by, Braids by, Sally's Shoetique hold no actual value (sorry to say it). Suppose one day you decide you want to add other products or services. Or you would like to market to a different audience. How do you think that will go? Take a step back and think; Will my business be around 5 or 10 years from now? Does that name I want reflect that? If not, it's okay to go back to the drawing board. Longevity is KEY and don't you forget it.

color palette ...

Your color scheme is an imperative key to your business. (The color palette section is the longest one .. SORRY I wanted to make sure I covered ABSOLUTELY everything). Want to know a secret? Well, keep on reading ... My favorite color is pink but do you see pink anywhere in my color scheme? No, you don't. Here's why you shouldn't choose your favorite color when it comes to choosing a color palette for your business. Branding your business requires that you think about who you want to serve not what you think your business is about.

There's a possibility that your favorite color may be perfect for the emotions you want your business to convey. If it is, by all means, use it. But be honest with yourself and don't jeopardize your branding efforts by not putting thought into your audience and what they would like to feel when interacting with you. Let's say you're here because you plan on selling baby clothing and opening up a store. You've decided you want your emotion to be that warm, fuzzy feeling, but your favorite color is black. You can see why simply going with your favorite color might not be the best option. Catch my drift? Your brand colors are one of the first things your audience will see from your visual brand. The colors you choose will provoke emotion, connection, and the overall mood of your business. Choosing a color palette that works for your business is essential to connecting with your audience. Color is a powerful tool and can even be used to subconsciously guide your audience. Be sure to get a clear understanding of what you want to portray to your audience.

Your color palette must include 3-5 colors. Anything over 5 will be excessive and anything under 3 might be unbalanced. Please try to think of colors that are complementary to one another. There should ALWAYS be a dominant color and accent color. Those should be the first 2 colors you think of when you are putting together your color palette

If you need help choosing a color scheme to feel free to visit our Instagram page and review our highlights as we have A Color Exploration highlight for guidance. You will find links down below that can help you create a palette of your own. Have a picture that screams to your business? Send it to me and I can create the color scheme for you!

Links:
<https://colors.co/>
<http://colormind.io/>
<https://htmlcolorcodes.com/resources/best-color-palette-generators/>
<https://paletton.com/#uid=1000u0kllllaFw0g0qFqFg0w0aF>

Here are some meanings to some general colors down below:

Pink: The color pink is the color of universal love of oneself and of others. Pink represents friendship, affection, harmony, inner peace, and approachability. Pink is the official color for little girls and represents sugar and spice and everything nice. Pink is the sweet side of the color red

Yellow: Yellow is the brightest color of the visible spectrum, and it is the most noticeable of all colors by the human eye. It means happiness and optimism; it is the color of sun shining, or bright light and creativity. It is the color of high energy, enthusiasm, hope, fun, and cheerfulness.

Blue: Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect.

Red: Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love. Red is a very emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure.

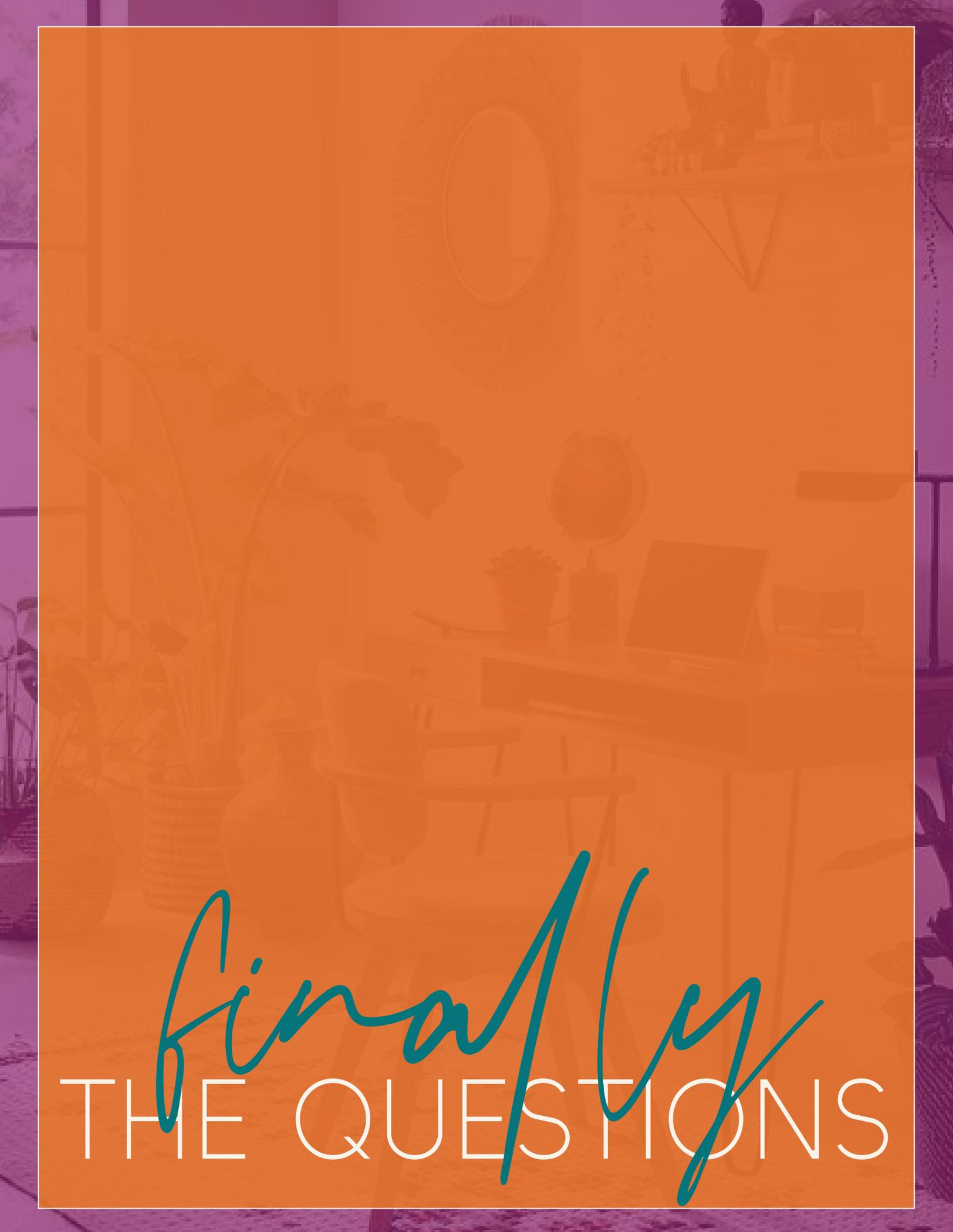
Orange: It is associated with joy, sunshine, and the tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation. Orange is symbolic of strength and endurance.

Green: Green, the color of life, renewal, nature, and energy, is associated with meanings of growth, harmony, freshness, safety, fertility, and environment. Green is also traditionally associated with money, finances, banking, ambition, greed, jealousy, and wall street..

graphic elements ...

In other words, a symbol of some sort that describes your logo IE; comb for hair stylists, nail polish bottle for nail techs, houses for Realtors, lipstick for a cosmetic line and etc. Please note this does not mean your logo has to have a graphic element. It is not a key part of designing your logo. Nor is it essential to everyone's logo.

And now ... I guess I'll leave you to it. Don't forget my lovely LONGEVITY is what we are looking for and what we are striving for. I am NOT a mind-reader if you DON'T tell me with specific details what is you are looking for how will I know?



finally

THE QUESTIONS

background information

1) What is your business name or the name you will be using for you logo?

2) Does your logo have a tagline/slogan? If so is it to appear with your logo?

3) Are there any symbols that need to be included with your logo? (IE; TM, [®], SM .. please remember that if your business is NOT registered these symbols **CANNOT** be added as it is a violation to federal law)

4) If you had to describe your business in one word (an adjective .. luxury, creative, empowerment, reliable) what would it be and why?

5) Describe your business in one sentence as if it was a person. (IE; Dinahste's Design Studio stands by creating rare content, and informing clients of the design world so that they prosper).

6) How would you describe your brand/business products or services?

7) Who is your target audience? or Who are your potential clients?

8) What is the overall message that you wish to portray with your brand?

9) Why do your client's/customers trust you?

10) What should people feel or think when they come into close corners with your brand?

11) What is your elevator pitch?

12) Choose 3-5 adjectives that describe your brand. What are those words and why did you choose those words?

13) If your brand was a celebrity (personality wise and business wise) who would it be and why?

14) When people purchase from you or see you online what is the aesthetic/vibe do they see?

15) Which words are a better fit? Please circle or list a word from each pair.

modern/clean

over the top/glamorous

cutting edge/techy

simple/sleek

vintage/retro

Logo information

16) What does your ideal logo look like? (PLEASE DESCRIBE IN DETAIL)

17) Do you have a design aesthetic in mind? (What designs are you attracted to?)

18) If there any, which words in your business name would you like emphasize on?

19) Take a look at other businesses in your field. Which logos stand out to you? What do you like and dislike about them? (Please provide business name, and Instagram name this will help build your brand identity)

20) What do you want your logo to accomplish?

21) What colours do you have in mind for your colour palette? (If you know the HEX code list below. Please remember a color palette should be between 3-5 colours).

22) What do these colours mean to your business/brand?

23) Are there any graphic elements that you'd like to see?

24) Which logos down below best resonate with you design wise?



25) Please which font types you like the most. (ONLY 2)

Hello Motto
SANS SERIF

Hello Motto
SERIF

Hello Motto
SCRIPT

27) In your opinion, what defines a successful logo?

28) Is there anything else you would like to add that isn't covered above?

PLEASE UPLOAD YOUR COMPLETED QUESTIONNAIRE TO THIS LINK:

www.dinahstesdesignstudio.com/upload