

HOW TO STYLE YOUR BRAND

BRAND STYLING BRIEF

brought to you by

Fiona Humberstone

HELLO THERE!

If you're styling your own brand, writing down your intentions at the outset will avoid the inevitable overwhelm when you're in the thick of the design stage. Use this briefing form to maintain your clarity, focus and calm throughout the journey.

This brief is the very one I use for all of my clients and it works in line with the process I outline in my new book, *How to Style Your Brand*. Even if you're working with a designer, you might find the briefing form a helpful way to distil down the thinking you've done in the Planning Workbook, also available as a free download from thebrand-stylist.com.

If you're a brand stylist or professional graphic designer, by all means use this as a springboard for ideas for your own brief, I'm sure you'll be able to adapt, replace and use questions that reflect your unique design process.

Happy planning!

Warmest,

Fiona

P.s. Loved this? Have a friend that would find it useful? Please do share the link to my blog where your contacts can download a copy for themselves. I'd really appreciate it if you didn't upload the file or distribute yourself.
Many thanks!



BRAND STYLING BRIEF

Name	Company
Location	Date

FIRST THINGS FIRST

What motivated you to restyle your brand?
How do you see me being able to help you?

How's business?

What do you do?

YOUR SWEET SPOT

What are you known for? What makes your business unique? Why do clients come to you?

Are there any perceptions about your business
that need to change?

YOUR CLIENTS

How would you describe the clients you most enjoy working with?

Why do they love working with you?

What value do you add?

Who are you out to impress? Who exactly, should be blown away by this new brand identity?

THE STYLE

How would you like people to see your business?

What should your clients think and feel?

YOUR VALUES

What inspires you most about your business?

What values drive your business?

THE FUTURE

How do you see your business changing over the years? How should the new brand reflect this?

What plans do you have for the next two years?

THE BRIEF

How would you summarise what you're looking for in your next brand identity?

INSPIRATIONS

Which websites reflect where you're trying to go with your brand identity?

How and why?

NEXT STEPS



WHAT NEXT?

Now you're cool, calm and collected, the next step is to translate this focus into a compelling brand identity. And whether you plan on creating something yourself, or working with a professional, you'll find all of the help, guidance and inspiration you need in my new book, *How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity*. Now available to preorder on Amazon.co.uk and Amazon.com as well as direct from my distributors for worldwide shipping.

Throughout the year I'll be publishing more useful guides like this one, and so if you haven't already, do make sure you're subscribed to the newsletter to be one of the first to hear!

You can subscribe at **thebrand-stylist.com**.

FIONA HUMBERSTONE

Author, Speaker, Creative Director. If you would like Fiona to speak at your next conference or event you can get in touch directly at speaking@fionahumberstone.com or find out more at **fionahumberstone.com**.

Now available for preorder
on Amazon.co.uk!



"WORKING WITH FIONA HAS BEEN TRANSFORMATIVE TO OUR BUSINESS."
-HANNAH GRIFFIN, DITTO

EVERYTHING YOU NEED TO KNOW TO CREATE A DISTINCTIVE BRAND IDENTITY

The right brand identity has the power to attract, engage and compel people to do business with you. But for many entrepreneurs, creating an effective brand can be a challenge. Whether you're a start-up on a lemonade budget, or a seasoned entrepreneur planning on working with a professional, an understanding of the process is essential.

In this comprehensive workbook, branding expert Fiona Humberstone will walk you through the process of styling your brand. Find your focus, create an inspirational vision, unlock the power of colour psychology and understand the design details that will make your business irresistible. *How to Style Your Brand* will ensure you get your branding right, first time.

Drawing on her experience from developing hundreds of brand identities for companies worldwide, Fiona's tried and tested framework will give you the clarity, confidence and creative know-how to create a brand identity that wins you business.

**PREORDER YOUR COPY TODAY ON AMAZON.CO.UK
OR AT THEBRAND-STYLIST.COM**



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