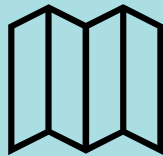# NO BULLSH*T BRANDING #CHEATSHEET
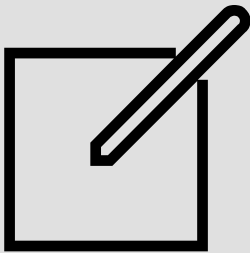
SANKOFA
CMRLLA

MINDSET

STRATEGY

⚒ MINDSET
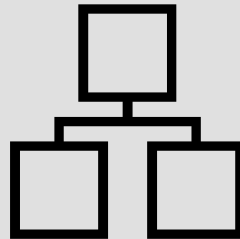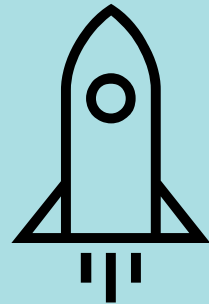
Jot down takeaways ☺

STRATEGY

THE PROCESS

REFINE YOUR BRANDING GUIDE

CREATE BRANDED ASSESTS (GOOGLE DRIVE= BFF)

LEVERAGE BRAND PRESENCE ON ALL PLATFORMS

CORE VALUES

- Insert beliefs
- Make sure they're aligned with your purpose
- and speak **to your audience**
- **in their words**

TARGET AUDIENCE

Make a list of qualities that describe yo' ideal tribe.
If you're talking to everyone, you're talking to no one.

WTF IS AN
"AVATAR"

A customer **Avatar (also know as a "Buyer Persona")** is a fictional character that represents your ideal prospect. When complete, it will help you understand the motivating beliefs, fears and secret desires that influence your **customer's** buying decisions.

(INSERT NAME) (INSERT JOB TITLE)

She likes binge-watching Netflix, or rather, having it watch her as she stays up late working on her Macbook. She's into …
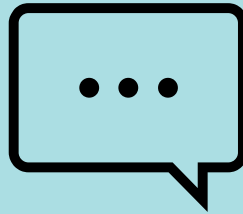
Brand = Voice

#CAMCREW EXAMPLE

Our Voice

- Down-to-earth
- Light-hearted
- Helpful
- Confident
- Assertive
- Open-minded
- Straight-forward (REAL)
- Not gimmicky, preachy, judgmental or vain

MISSION & VISION

MISSON is about "HOW"

"What do we do? What makes us different?" in the present.
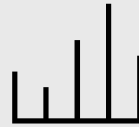
To _____ **by** _____.

_____

VISION is about "WHERE"

Talks about your future.

tagline

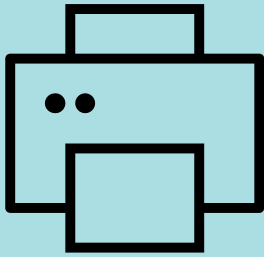*Frequently repeated phrase about the brand promise*

motto

*More of a mission statement. It's a **fundamental promise** -- a pledge.*

terminology

Define words particular to your brand.

"There's a simple rule:
You say it again, and you say
it again, and you say it again,
and you say it again, and you
say it again, and then again
and again and again and
again, and about the time
that you're absolutely sick of
saying it is about the time
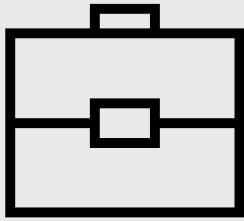that your target audience has
heard it for the first time."

— Frank Luntz on Branded
Messages

Branded Messaging

"Messages" are just the words that deliver your narrative.

- Use the most important takeaways from all other components of this guide to pull our phrases that you will continue to use
- These messages should be used in content, promo pieces, conversations, etc.

WHAT IS

_____ ?

Fill-in this blank with your brand name.

Use your mission + vision to answer this question.

GREAT PROJECTS START WITH CAREFUL PLANNING

VISUAL INSPO

Drop images on here. This will be used to guide the look + feel of your brand. It will give you better idea of brand elements you'll include in branded materials like business cards and promo graphics for social media or print.
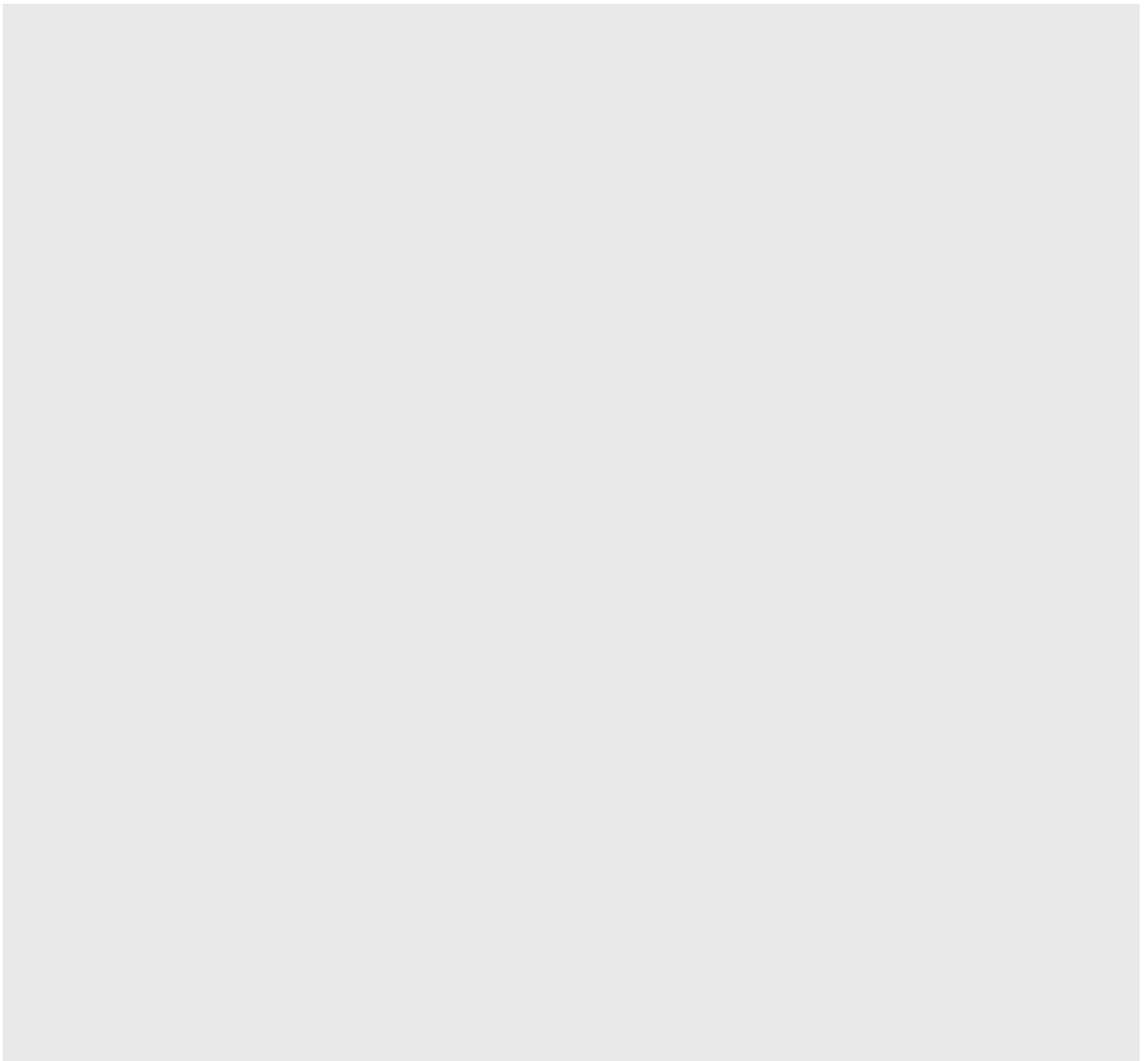
IMAGERY STYLE

Call out dimensions, special effects, filters, apps for editing, etc.

SOCIAL MEDIA

For Example: Instagram
Will you stick to just one filter? Will you put your logo or web address on some images as a watermark? Will you overlay text on all your recipe posts? Determine what each type of content will look like: blog post previews, quotes, regular images, etc.)

BLOG POSTS

Will all imagery have cohesive style (i.e. an overlay?)
Feature Image Dimensions?

TYPOGRAPHY

Fonts

Script Font #1	Heading Font #2	Body Font #3
Bellwethers - click to download	**OSWALD or BEBAS**	Raleway

Check out:
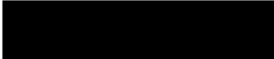
- Dafont.com
- Fontsquirrel.com
- https://fonts.google.com
- Myfonts.com

Logo Font #1	Logo Font #2	Tagline Font
FONT: SIZE: STYLE:	FONT: SIZE: STYLE:	FONT: SIZE: STYLE:
Headings FONT: SIZE: STYLE:	**Body Text** FONT: SIZE: STYLE:	**Accent Text** FONT: SIZE: STYLE:

COLORS

Pick a couple colors to use consistently for text and imagery.

|		
Overlay + Accent = Blue/Aqua HEX: #ABFCEE RGB: 0,225,193 CMYK: 32%, 0%, 6%, 1%	**Overlay + Background:** Grey HEX: #A8A599 RGB: 168,165,153 CMYK: 0%, .02%, .09%, .34%	**Logo Colors:** Gold Foil + Black
As Needed HEX: #74DADA RGB: 0,225,193 CMYK: 32%, 0%, 6%, 1%	Dark Grey HEX: #676767 RGB: 0, 0, 0 CMYK: 0%, 0%, 0%, 0%	Regular Text HEX: #000000 RGB: 0, 0, 0 CMYK: 0%, 0%, 0%, 0%

Get Inspired:

- https://color.adobe.com/
- www.colourlovers.com/

Main Color: HEX: # RGB: CMYK:	**Background:** HEX: # RGB: CMYK:	**Logo Colors:** HEX: # RGB: CMYK:
As Needed HEX: # RGB: CMYK:	**Accent Color** HEX: # RGB: CMYK:	**Regular Text** HEX: # RGB: CMYK:

Promotional Branding

Have Unique Hashtags for particular initiatives
I.e. #CamCrew #CheatCodez
ALSO, save hashtags you can copy & paste for future use.
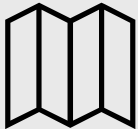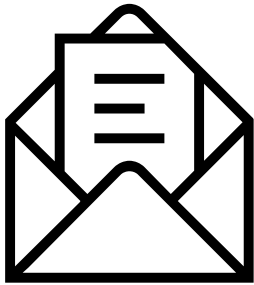
Deliverables & Methods

Digital? *Visual Content- Blog? Audio- Podcast?*
IRL? in-person event or printed works
Plan is out so you can roll out in phases.

Monetization

Think about it if you haven't already. (WHO HASN'T???) But get your head in the game.
Ie. Merchandise, Affiliate Links, Brand Collabs, Courses and Video Ads

Let's help each other stay great

JOIN OUR PRIVATE COMMUNITY FOR HELP FROM US + PEOPLE LIKE US

CMRLLA.COM/COMMUNITY

THANX FOR LOVING THE CREW #CAMCREW

NO BULLSH*T BRANDING GUIDE