



package design + branding agency

**Do you know what compels you to pick up a new product and try it when you are strolling the aisles at the store? — Well, we do.**

We work with companies to identify their corporate story and bring it to life with compelling graphics through logo design and retail presence. With a focus on value, company culture, and clear communication, we build visual experiences your audience relates to and your employees are proud of.

We are strategic thinkers with an innate understanding of consumer behavior and award-winning creative solutions. The stakes have never been higher in business and the competition is fierce. ***Stand out from the crowd with the Pick-Me-Up Power of A3 Design.***

**Amanda Altman**

*Principal of A3 Design, Inc.*

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# BRANDING 101

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## BRANDING GOALS

- Evoke an Emotion
- Promotion of a Lifestyle
- Deliver on a Promise
- Communicate a Message

### TIP

After you answer the questions, return to these goals and in less than a sentence each, identify your goals.

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## BRANDING QUESTIONS

What do you promise to do for your audience?

Who is your target demographic?

Identify your competition.

How are you different?

Distill down into 3 words, your corporate personality.

- 1.
- 2.
- 3.

Create a style board of inspiration for your brand.

# COLOR THEORY

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When marketing a new product, it is crucial to consider that consumers place visual appearance above other factors when shopping.

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What do people credit for their initial purchase of a new product?

**1%** credit sound & smell // **6%** credit texture of the package

**93% CREDIT VISUAL APPEARANCE**

**85%** credit color specifically

**COLOR INCREASES BRAND RECOGNITION BY 80%**

Coke Red, Tiffany Blue, and UPS Brown

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Based on the 3 words used to describe your company personality on the opposite page, what color palette would best support your message?

<b>blue</b> TRUST SMART CALM FAITH NATURAL STABLE POWER	<b>red</b> LOVE IMMEDIACY ENERGY SALE PASSION ANGER HUNGER	<b>black</b> BOLD RICH POWER MYSTERY ELEGANCE EVIL STRENGTH	<b>green</b> SOOTHING ECO-FREINDLY NATURAL ENVY JEALOUSY BALANCE RESTFUL
<b>yellow</b> CHEER ATTENTION CHILDISH FRESH WARMTH ENERGY OPTIMISM	<b>orange</b> HEALTH ATTRACTION STAND OUT THIRST WEALTH YOUTHFUL HAPPINESS	<b>pink</b> TENDERNESS SENSITIVE CARING EMOTIONAL SYMPATHETIC LOVE SEXUALITY	<b>purple</b> ROYAL MYSTERIOUS ARROGANT LUXURY CHILDISH CREATIVE SADNESS

## FIND YOUR TRIBE

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Answer these questions about the tribe you hope to engage. Identify any element of their lifestyle you think is important to their shopping habits.

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Age range?

Gender?

Education?

Income Level?

Pets?

Kids?

Married?

Do these people work?

If so, is there a specific industry your tribe is associated with?

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Where do they grocery shop?

Where do they shop for home furnishings?

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What do they like to eat/drink?

What are their hobbies?

Where do they like to vacation?

**TIP**

Be as descriptive as possible when answering these questions. The more descriptive the better.

## FIND YOUR TRIBE

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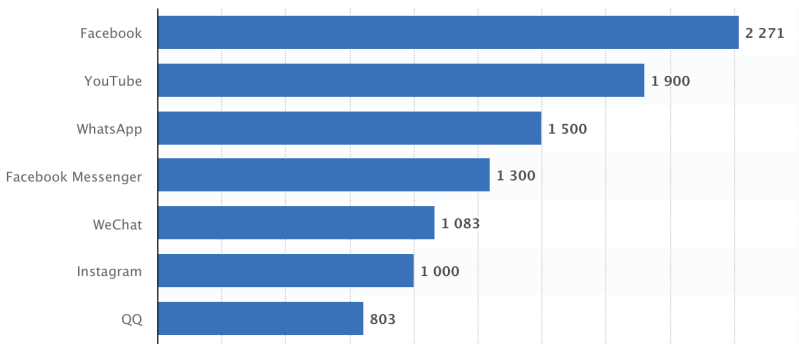
*“Today, getting people to hear your story on social media, and then act on it, requires using a platform’s native language, paying attention to context, understanding the nuances and subtle differences that make each platform unique, and adapting your content to match.”*

- GARY VAYNERCHUK

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Where does your tribe hang out?

### Most popular social networks worldwide as of January 2018 active users (in millions)



**MILLENNIALS**  
71% of  
Snapchat users  
are age 18-34

## SOCIAL MEDIA TIPS

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- Social media profiles should be well branded and consistent with all other promotional materials.
- Be relevant to the target market.
- Promote yourself, post your blog posts, good press, product reviews and new business.
- Cross promote partners. They will do the same.
- Common courtesy. Say thank you for likes, comments, shares, pins, posts, and tags.
- Start a conversation, ask questions and listen.
- Be authentic to your brand.
- List relevant hashtags that you could use in your social media posts.

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