



LET'S MAKE A  
MINI BRAND GUIDE  
FOR YOUR BUSINESS!

BY

MAGIC FEATHER  
Designs





## HEY FRIEND! NEED ALL YOUR BRAND IDENTITY DETAILS IN ONE PLACE? LET'S DO THIS!

Brand Guidelines are like a brand rule book. They are the 'what to do' and 'what not to do' with our brand visuals as well as a place to pull together all the good stuff that makes up our brand behind the scenes, so that we consistently showcase our businesses to the world in the best way. They make the perfect document to share with our teams, new members, collaborators - basically all the relevant people connected to our business! Meaning everyone is on the right page, fully understanding and able to instantly get onboard with everything that makes our brand and business awesome.

A guideline also ensures that your business is staying consistent when applied to various marketing collateral - whether print, digital or large-format scale, including your social media content and online spaces. A strong, consistent brand identity is a key element for getting your business seen, heard, liked and trusted - exactly what we all want for flowing sales and easy marketing, am I right!? So let's make a mini guide to get you started 🙌

### IDEALLY A FULL BRAND GUIDE SHOULD INCLUDE THE FOLLOWING:

#### ✓ YOUR FOUNDATIONS:

Solid business foundations help us to set clear goals and strategies, providing a roadmap for where our business is headed and how we plan to get there, allowing for better decision-making, reducing risks and increasing the likelihood of success. Strong business foundations enable our business to adapt to changes in the market, seize new opportunities, and scale effectively when we are ready, supporting long-term sustainability, ensuring that our business can thrive in the face of challenges and changing market conditions.

So include things like your brand story, your 'why', your brand vision, mission and values. Brand values are your boundaries essentially, what is important to you and your customers, what you stand for, what you believe. Ideals your perfect client can resonate with and keep your business on track when it comes to what to say and do.

#### ✓ YOUR MARKETING STRATEGY:

Include all the information about your ideal customer. Remember; demographics (age, gender, income, career, family), psychographics (values, vibes, joys, fears, pain points, objections, hopes, dreams) and behaviours (offline/online habits, platforms, how do they learn, hobbies, visuals). Knowing these details will help super focus your content, marketing and business goals because you know you are speaking to the right people. It's important your whole team know this!

Another good thing to include is your USP (Unique Selling Proposition), a space to highlight what makes you 'you'. Having a strong unique selling proposition is not about being wildly different to everything else out there but being aware of the subtle ways that make your clients choose you over the competition. You could also include information about your services, current offers and freebies, sales funnels and customer journey.

#### ✓ YOUR VISUAL GUIDES:

Include a creative direction moodboard, with all the details that encompass your vibe, personality and aesthetic and how/why your visuals convey this and how others should be using them to maintain consistency and the right messages. Include a colour guide, explaining how best to use your brand palette, a typography guide which showcases which font families you use and how best to utilise them. Information about your brand marks, icons or patterns, your full logo suite, hierarchy and notable design details. Examples of your social templates, again including information that allows others to understand how best to use everything together, including dos and don'ts when it comes to your visual standards.

#### ✓ OTHER:

For my clients I also pop in information regarding file types and how best to use them, where their files are located within their brand files is helpful too. I include lots of tips about their social profiles and templates, and the best ways to utilise them and stay consistent. A space for year on year goal setting is a nice thing to have as well as a section for FAQ that crop up and need addressing often, regarding both your business and brand identity.

REMEMBER - THE GOAL IS FOR SOMEONE TO BE ABLE TO READ YOUR GUIDE AND THEN TO FULLY UNDERSTAND YOUR BRAND AND BUSINESS, AND HOW THEY SHOULD BE REPRESENTED BEST ACROSS YOUR WHOLE BUSINESS.





# ALRIGHT, LET'S BUILD YOUR MINI GUIDELINES!

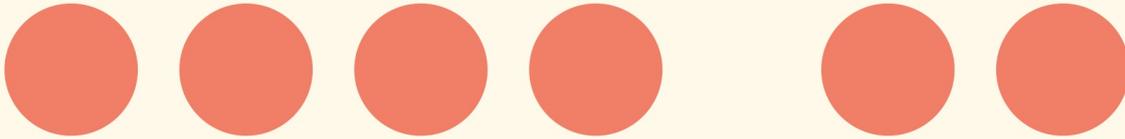
(BECAUSE IF A FULL GUIDE FEELS LIKE A LOT, A MINI ONE TO SHARE CAN BE A GREAT FIRST STEP!)



YOUR PRIMARY LOGO

YOUR SECONDARY LOGO

YOUR SUBMARK OR  
WORD-MARK LOGO



YOUR  
TYPOGRAPHY

YOUR BRAND MARKS,  
ICONS OR PATTERNS

YOUR  
MOODBOARD OR  
COLLECTION OF  
BRAND INSPO  
IMAGES

YOUR  
MISSION

BRAND WORDS OR VALUES

YOUR USP

WITHIN YOUR DESIGN SOFTWARE (YES, CANVA IS PERFECT) START A FRESH A4 DOCUMENT AND COPY THE ABOVE LAYOUT, DROP IN ALL YOUR BRAND ASSETS AND YOUR MINI BRAND GUIDE IS GOOD TO GO!



HERE'S ONE I MADE EARLIER...



Primary Logo

MAGIC FEATHER  
Designs

Secondary Logo

MAGIC FEATHER  
Designs

Submark Logo

\*MFD\*

Primary Colours

Secondary Colours

Typography:

ORANGES AND LEMONS CAPS  
Primary Font

Oranges and Lemons Script  
Accent Font

Quicksand  
Body Font

Brand Marks:

# MY BRANDING IS CUTER THAN YOURS!

100% BRAND MAGIC

WE ♥ COLOUR

\*MFD\*

Mission:

"EMPOWERING GROWING SMALL BUSINESSES,  
I CRAFT VIBRANT AND PERSONALITY-PACKED BRAND DESIGNS  
THAT UNIQUELY CAPTURE THE ESSENCE OF YOUR BUSINESS.  
MY MISSION IS TO BRING JOY AND AUTHENTICITY TO YOUR  
SMALL BUSINESS THROUGH THOUGHTFUL, COLORFUL,  
AND CUTE DESIGN SOLUTIONS."

Values:

Creative ~ Supportive ~ Value

USP:

- Fun, quirky, colourful designs that do not follow trends.
- Flexible with communication styles and supportive of needs and personal preferences.
- Flexible offers at competitive prices, perfect for newer businesses.
- Personal, human to human realistic approach to business and flexible time scales because, life.



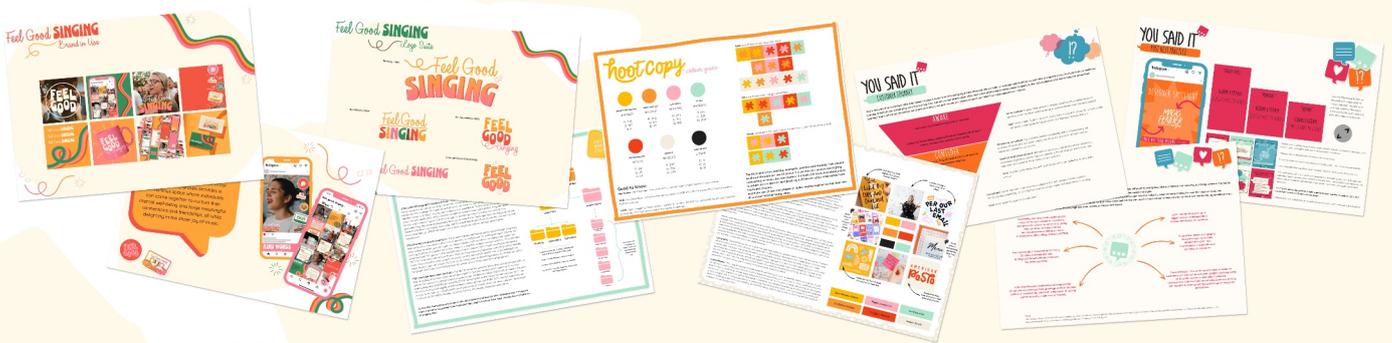
MAKE IT YOUR OWN, DECORATE IT, POP NOTES ON IT. MAKE SURE IT REPRESENTS YOUR BRAND, AND EVERYTHING YOU NEED PEOPLE TO KNOW.



# GUESS WHAT!?

ALL MY BRANDING PACKAGES INCLUDE FULL BRAND GUIDELINES, ALONG WITH A 2 HOUR DEEP DIVE, BRAND CLARITY SESSION WHERE WE DISCOVER AND UNDERSTAND YOUR FOUNDATIONS, IDEAL CUSTOMER, BRAND PERSONALITY, VOICE, MISSION AND VISION.

POPPING DESIGNS + SUPPORT + INFORMATION = HAPPY, MOTIVATED, ELEVATED BUSINESSES (& OWNERS!)



Hey friend, I'm Jen - the one woman show behind Magic Feather Designs.

I love to work with solo small business owners, encouraging people just like me to not let go of their passions but turn them into profitable businesses. We might enjoy being small in our 'business of one' but we sure as heck still have **big** dreams!

I know that brand design done well should be totally unique to you, rooted in intention, with purpose, always working hard for your business to visually convey your values, mission and personality in one quick swipe. Standing out from the crowd is easy when you stand out for the right reasons! The branding I create gives my clients the tools to stay consistent going forward, it resonates with their ideal audience because it was designed with them in mind. Your branding should elevate your business and show you off as credible, professional and a business that your customers and clients can trust (kind of key for yummy sales, right!).



Jen xx

## MY BRAND AND WEB SERVICES

### STEP UP:

Perfect if you are a new business or within your first years, and are now ready to make that first investment into your brand design. If you need some starter branding in place **in order to start showing up**, along with a better understanding of your biz foundations, how to **target your ideal customer** and some design **support** from someone who gets it, this is the one for you.

No more second guessing or DIY-ing things as you will gain a purposeful, strategic brand identity that feels so damn aligned it hurts! Designed to last and grow as you continue to **step it up**!

#### INCLUDING:

- Brand Direction session (2hrs 1:1 Zoom)
- Perfect colour palette and typography pairing.
- Full, versatile logo suite
- Fun brand marks/elements/icons.
- Brand guidelines and brand board.
- Canva upload, organise and support.
- Bonus Freebies: Feed Planner, Set It Up Checklist!
- Additional 1 hour 1:1 Zoom afterward to ask me anything brand related!

### STAND OUT:

This is literally **the one** for biz owners seriously ready to level up their growing business and **stand the frick out** with professional, purposeful, strategic branding for your whole biz. Time to stop doing it all yourself, save some time to work on the things that generate money, really narrow down that ideal client and get right up there **in their face** with a brand that gives them instant heart eyes and has them saying **'take my money!'**. This package is also great for bold new business owners who want everything done before they launch! **Kapow!**

Clarity ✓ Design ✓ Socials ✓ Marketing ✓ - everything you need for full brand visibility.

#### INCLUDING:

##### Everything from Step Up PLUS:

- Templates for Stories, Reels, Feed posts
- Pinterest Templates
- Marketing templates (news-feed size)
- Profile images & highlight covers
- Additional cover images (EG. Etsy, Facebook etc)
- One printed asset (EG. business card)
- Bonus Freebies: Feed Planner, Set It Up Checklist, Content Cheat Sheet!

### WIX WEB DESIGN:

Exclusive to my brand design clients only, this is perfect for all businesses needing an informational site to direct their customers to, or to host their long form content such as a blog or podcast links.

#### FULL WEB OFFER :

- Help with account set up
- 5 pages of your choice
- Full, on brand design & mobile optimised
- Up to 3 Automations set up
- Thank you email design for list subscribers
- Basic on page SEO set up
- Domain name set up and social connections
- Additional 1 hour 1:1 Zoom afterward to ask me anything web related!

#### MINI WEB OFFER :

- 1 page Wix hosted web page
- 5 basic sections;
- Mobile optimised
- x1 Automation set up
- Basic on page SEO set up
- social connections assistance
- Additional 30 minute 1:1 Zoom afterward to ask me anything web related!

\*addition pages or sections available\*



*THANKS SO MUCH FOR DOWNLOADING THIS GUIDE - I HOPE YOU FOUND IT SUPER HELPFUL!*

*GOT QUESTIONS? CONTACT ME...*

**jen@magicfeatherdesigns.com**

*HAVE A LITTLE BROWSE OF MY WEBSITE*

**www.magicfeatherdesigns.com**

*(see all my packages & visible prices!)*

*FIND ME ON SOCIALS*



**@magicfeatherdesigns**

*READY TO GET BOOKED IN?*

**Yes!!** I am so excited for you! Let's do this! Pop me an email and let me know what you need! I will then tell you my next available slot, send you over your welcome pack that includes your contract, invoice and next steps so we can get this ball rolling!!  
Speak soon friend!

*Jen xx*

*NOW FRIEND, I KNOW THIS SHOULD GO WITHOUT SAYING BUT BE KIND - PLEASE DO NOT COPY, REDISTRIBUTE OR CLAIM THIS AS YOUR OWN. THAT SH\*T JUST AINT COOL. THANKS!*

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