



DDSN 361 Web Design I – Gaines

Brand Guide

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Brand Values

Genuine

Being true to the client with out discouragement.

Collaborative

Brainstorm and reflect ideas in order to shape, refine, and polish the clients vision.

Explorational

Seek out every avenue to through trial and error and data analysis.

Guidance

Assist clientele to achieve their goal through experience, knowlege, an open mind.



Your Mission

Bring together what you've discovered about your passions, strengths, and target audience.

PASSIONS

1

1. Creating and Development
2. Music, Media, and Merch.

STRENGTHS

2

1. Genuine
2. Collaboration

AUDIENCE

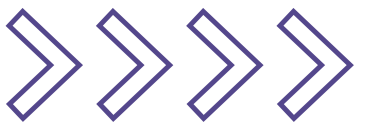
3

1. Artists/small businesses
2. Companies

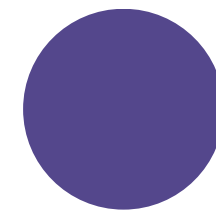
Write/Edit your Mission Statement:

"I provide assistance to artists, companies, and small business owners with the creative process through genuine collaboration and explorative guidance. Creating music, media and merch to forward their brand." -Joey Alvarado (Founder)

My Vision



- My vision for my brand is be a one stop shop for artists, companies, and small business owners in assistance to help find, revamp or rediscover their brand, by assisting them with creative explorative collaboration.



What do you do?

Make us curious.

A photograph of a modern office interior. In the center is a glass door leading to another room. On either side of the door are large potted plants. The floor is made of dark wood, and there is a light-colored rug in front of the door. To the left, a large window offers a view of a city skyline. The walls are a light, neutral color, and there is a circular light fixture on the right wall.

"I help artists, companies, and small businesses find, revamp and rediscover their brand, by assisting them with creative collaboration, While exploring and guiding them through the creative process."



BROBOT

We are your machine.



This but not that...

Define your brand's personality by identifying what it is — and what it isn't.

Refer back to your brand values. Choose words that describe your brand, then add a contrasting word to clarify what you want to avoid.

Complete at least three statements using this formula:

"My brand is _____, but not _____."

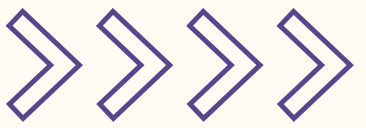
My brand is
elegant but not
stuck-up.

My brand is
Experamental
but not
Unrestrained

My brand is
playful but not
wacky.

My brand is
Original but
not Strange

Remember: The second word helps establish boundaries so your brand personality stays intentional and consistent.



Celebrity Brand Mashup

Who does your brand remind you of?

Think of people, fictional characters, or companies whose personalities, communication styles, or values you admire.

Choose three that represent different aspects of your brand.



Blink 182

- 1.) Pushing boundaries**
- 2.) experimental**
- 3.) originality**



Robert Deniro

- 1.) Respectful**
- 2.) Genuine**
- 3.) Composed**



JIM CARREY

- 1.) Creative**
- 2.) Adaptive**
- 3.) Clever**



My Voice

It's time to put your brand personality into words!

Using your brand persona and your “***This, But Not That***” statements as a guide, write two short pieces of copy that reflect your brand's voice.

1. Homepage Introduction

Introduce yourself to visitors. Who are you, what do you do, and what makes you unique?

“Come unlock your brands potential with a one-on-one creative session designed to push and jump start your brand.”

2. 404 Error Message

Write a creative message for visitors who land on a page that doesn't exist. Make it helpful while showing off your brand's personality.

“Whoa there! Looks like you got a little turned around there, buckaroo. Nothing this way for miles.”