



Your Look Workbook: The helpful guide to planning the look of your brand

Brittany Mays

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The look of your brand is the first thing people see. You can have the most amazing product, customer service, information, etc..., but if people aren't willing to stick around long enough to know that, you won't sell a thing. There are many aspects to branding, but this workbook only focuses on one. Inside this workbook, you will find information, tips and planning sheets for your logo, business card, flyer, website, and social media accounts. Once you have finished carefully thinking through and planning, you can use this workbook to DIY your look using design software and various online tools or you can hand it directly to a graphic designer and have it created for you. (Trust me . . . your designer will appreciate the leg work).

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