



## Creating Your Brand Handout

Use the following sections to help map out your brand identity.

### Style:

Style is the overarching feel of your brand. Determining the mission, vision, target audience, personality, and core values of the brand gives your direction in other areas of the brand, such as choosing brand colors and creating content.

- 1) Mission – why your company exists
- 2) Vision – where you want your company to go
- 3) Target audience – who are your customers, and why do they need you
- 4) Brand personality/voice – adjectives that describe your brand (see voice section)
- 5) Core values – guiding principles on how your company makes decisions

**Directions:** Fill out the blanks below

Mission	
Vision	
Target Audience	
Brand Personality (see voice)	
Core Values	

### Voice:

Your brand’s voice is the personality it has the majority of the time. This should not be confused with tone, which is the mood of the post. (Voice is big-picture and the accounts; tone is the individual post). Example: An account known for its humor (Voice) would opt for a more serious tone for a press release

**Directions:** Mark an X on each row below, indicating the lean of your brand toward each personality trait.

Funny						Serious
Casual						Formal
Enthusiastic						Matter-of-fact
Irreverent						Respectful
Authentic						Tailored
Approachable						Aloof
Modern						Classic
Youthful						Mature

Colors:

Colors help create a consistent look and feel for the brand. There are hidden meanings to colors; color theory can also apply to how colors appear together.

- 1) Understand what colors mean (hues contribute as well, i.e. Royal blue vs. baby blue)
  - a. Red – danger, excitement, energy, love, passion
  - b. Pink – sentimental, nurture, warmth, friendly, softness
  - c. Orange – fresh, vitality, creative, adventurous, cost-effective
  - d. Yellow – optimistic, playful, happy
  - e. Green – natural, sustainability, prestige, wealth
  - f. Blue – trustworthy, reliable, calming, also associated with health care
  - g. Purple – royalty, majesty, spiritual, mysterious
  - h. Brown – down-to-earth, honest, organic, tough, reliable, serious
  - i. White – pure, simplicity, innocence, minimalistic
  - j. Gray – impartiality, compromise, maturity, composure
  - k. Black – sophisticated, elegant, formal, luxurious
- 2) Identify brand essence
  - a. Brand goals: Do you want your community to be more informed about their health? Do you want to see behavior change in your community? What do you want to accomplish?
  - b. Target audience: Do you want them to feel confident in their local health authority? Do you want them to trust their local health department? Do you want them to feel educated and empowered to make their own health decisions?
  - c. Personality traits (see voice): How do you want your brand to be seen by the community?
- 3) Look at competitors (or, as we like to call them, fellow public health advocates)
- 4) Choose your colors
  - a. For those of us who aren't artistically inclined, use a color palette generator
    - i. We used [colors.co](https://www.colors.co) when we were looking to expand our brand color palette. You can add in your existing colors and lock them. The generator will give options that match your brand colors.

**Directions:** Insert 3-6 colors for your brand below:


Font:

Choose 2-3 fonts according to your brand’s personality/voice. These fonts should include a main or title font (something bold that draw attention) and a body text font. Consider legibility and if those with dyslexia can easily read it. We highly recommend using Canva, which also offers a font pairing tool! <https://www.canva.com/learn/canva-for-work-brand-fonts/>

If you didn’t notice, the “Creating your brand worksheet” title is in bookman old style bold (DCPH’s main font), and the body is in Calibri (DCPH’s body font).

Tone:

The tone is dependent upon the mood of each individual post and can make or break how the audience views the brand. You don’t want to come across as tone-deaf for a serious subject. Consider the topic you are discussing in the post and select how to discuss it accordingly.

Example: Using a more serious and informative tone for a food or formula shortage topic.

Guidelines:

Once you have a brand identity, having a document (or multiple documents) outlining what you are looking for in branded items is extremely helpful. You can lay out the colors, fonts, and voice needed in approved content.

It is also helpful to provide visual ideas of what you are looking for. For example, in DCPH’s branding guide for those who generate social media content, we have a visual grid from our Instagram that allows creators to see their work side by side with published content and determine if their content is cohesive.

