

Welcome Back!

In our last article, we talked about branding and what it is and what it isn't...or at least what it shouldn't be. Don't be the law firm with comic sans in your letterhead.

The process for building a company brand is different to every designer I have ever talked to. What I do is ask this series of questions to a business owner and some get kind of personal.

When building a brand, we want to know these core values:

- Who is your audience? You should already know this from our first list of questions
- What makes you different than your competition? What makes you stand out?
- What is your companies personality? Is is reserved and calm or fun and wacky?
- What is your company slogan?

Asking these questions starts to pull out a visual representation of a brand. We'll use our lawyers office again. We are going to call our law firm "Davidson Smith & Associates."

This firm has two named partners and associate lawyers. They're from Halifax and have a large office downtown. Their specialty is corporate law and accounting law. Their target market is cooperations downtown and have recently opened their books to the rest of the maritimes with a new office opening in PEI.

They have a special package deal that they offer that no one in their field locally does and Davidson and Smith are fun but professional gentlemen in their early 50's. They both love to golf and each have 2 adult children.

Lastly, for years they have been using the slogan "we will show you the way" on their documents and don't have an official logo. They just type out their name in

a font they like and call it a day.

Wow, so we have this small bit of information but let take a look at what I came up with. From here, we are going to create a new logo with a lighthouse and their name with some deep blues to tie their hometown and slogan together. This already gives them a professional feel but still keeping it fun. It gives their customers the impression that they can help them literally weather any corporate storm but have a laid back and approachable vibe.

We want to have a fun but not an unprofessional feeling here and can play around with funky patterns like you'd see on a golf course for things like letterhead and the back side of business cards. The goal is to keep it tasteful with a touch of silly.

We created that feeling in about 5 minutes by just asking some important questions. This pretend law firm could take that feeling of fun professionalism that they figured out and inject it into their site.

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Over time, people will look to that company with comfort and respect because they have built something strong and recognizable but also approachable where law can be a rigid and tough industry to feel comfortable in.

With the use of interesting fonts, graphics and that great copy you collected earlier, you can take your customers on a journey and land them at your front door. We want to take all the information we gathered and think outside the box on how to use it to our advantage.

At the end of the day, you need to know who you are, who your business is, why you're building this site and what you want to say. As we have learned over this series, some of these questions might have been a bit tough to answer.



Above: Our pretend law firms new logo and colour palette. Being able to see a visual example I hope helps illustrate (pun intended) the point I am trying to make.

To sum up form...

The form of a website, or icing like we discussed earlier, is the identity you want to share with the audience. It is the personality you dress it in that will leave people with that lasting impression and desire to return.

One last thing...

Something I hear from new clients a lot is “my business isn’t big enough to need all that.” Be confident in yourself, your ideas and your business. I promise you that if you put the time and attention into your business while is small, it won’t be that small for very long.

Thank you so much for going on this journey with me and best of luck with your endeavours,

Christine Kollo
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