

Building a Brand

or

**what I talk about
when I talk about
branding**

by

T Hampton Dohrman

What is *branding*?

(deep breath)

Branding is the communication of who you are, what you do, and why that's amazing through a combination of visual elements and narrative experiences.

Good branding utilizes a consistent application of design aesthetics and authentic storytelling to influence customers to see you as you want to be seen.

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Marketing = Action

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Branding = Feeling

Start with strategy

Visual + Narrative

Consistency

Consistency

Consistency

Narrative

Social media

Social media, **blogs**

**Social media,
blogs, press
materials**

**Social media,
blogs, press
materials, email
newsletters**

**Social media,
blogs, press
materials, email
newsletters,
elevator pitch**

**Social media,
blogs, press
materials, email
newsletters,
elevator pitch,
position statement**

**Social media,
blogs, press
materials, email
newsletters,
elevator pitch,
position statement,
artist statement**

**Social media,
blogs, press
materials, email
newsletters,
elevator pitch,
position statement,
artist statement**

**How you talk
about yourself**

**How you talk
about your art**

Brand words

Exercise - *Brand Words*

Choose three words that...

Describe you

Describe your work

Describe your audience

Positioning Statement

Positioning Statement

- **Short, powerful description**
- **What you do**
- **What's different about you**
- **Impact you make**
- **Unique benefit derived from your work**

Use your words!

**Build your key message
for potential buyers,
collectors, ticket
buyers, donors,
students, etc**

Elevator Speech

Elevator speech

- **30-second version of positioning statement**
- **Customized for listener**
- **End with 'call to action'**
- **Practice discussing your work**
- **Transform any setting into an opportunity**

Elevator speech in 4 steps

- **Lead - Introduction**
- **Differentiate - unique twist for listener**
- **Hook - Gauge interest of listener**
- **Action - introduce a next step**

Elevator speech in 3 steps

- **Why me?**
- **Why you?**
- **Why now?**

Artist Statements

**Artist Statements
should be its own
presentation**

Artist statement tip

- **It's not about you,
it's about your audience**

Social media

**Social media
is not magic.**

Social media tips

- **Pick your platforms**
- **Define your engagement goals**
- **Monitor activity (metrics)**
- **Copy the pros**
- **Automation: hootsuite, socialoomph, ifttt, etc**
- **Keep your voice**

**Be in love with
what you do**

**Be in love with
what you do, it will
make talking about
yourself easier**

**Questions on
narrative portion?**

Visual

Graphic materials

Graphic materials, **websites**

**Graphic materials,
websites, fonts**

**Graphic materials,
websites, fonts,
colors**

**Graphic materials,
websites, fonts,
colors, business
cards**

**Graphic materials,
websites, fonts,
colors, business
cards, headshots**

**Graphic materials,
websites, fonts,
colors, business
cards, headshots,
signature**

**Graphic materials,
websites, fonts,
colors, business
cards, headshots,
signature, album
cover**

**Graphic materials,
websites, fonts,
colors, business
cards, headshots,
signature, album
cover, logos,**

**Graphic materials,
websites, fonts,
colors, business
cards, headshots,
signature, album
cover, logos,
trademarks**

**Graphic materials,
websites, fonts,
colors, business
cards, headshots,
signature, album
cover, logos,
trademarks, etc**

Websites

**You should be
running your own
website.**

Website tips

- **Register yourname.com**
- **Use mail@yourname.com**
- **Use a wordpress theme or squarespace**
- **Steal layout & design ideas from smart people**

Fonts

Font tips

- **googlefonts = free!**
- **Web & print consistency**
- **Font design blogs**
- **Use it everywhere**

Open Sans

Extrabold Italic

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin

This version contains

the complete 897 character set.

Semibold Italic

JOSEFIN Slab

Bold Thin

Josefin Slab was the first typeface—at least in my mind—I designed! But I decided to start simple with Josefin Sans. Following the 1930s

Slab version of Josefin Sans.

Scandinavian style/geometric typefaces

ARVO

Arvo is a geometric slab-serif typeface family suited for screen and print. The family includes 4 cuts: Roman, Italic, Roman Bold, Bold Italic. It is an open font distributed through the Google Font Directory. The

Geometric slab-serif

Roman, Italic, Roman Bold, Bold Italic.

Vollkorn came into being as my first type

I published the Regular in 2005 under a Creative-Commons-License. Until the counter finally collapsed two years later it had been downloaded thousands of times and used for web and print matters.

UBUNTU

The Ubuntu Font Family

The new Ubuntu Font Family was started to enable the personality of Ubuntu to be seen and felt in every menu, button and dialog. The typeface is sans-serif, uses OpenType features.

Droid

Droid Sans is a humanist sans serif typeface designed by Steve Matteson.

Old Standard TT

Old Standard reproduces a specific type of Modern (classicist) style of serif typeface

LATO TYPEFACE

Lato is a sans-serif typeface family designed in the Summer 2010 by Łukasz Dróżdż.

Colors

Colors

Coca-Cola

Colors

facebook

Colors



Colors

IKEA

Color Palette

Color palette 1-2-3

1 Pick an image

2 Use medicine dropper

www.pixlr.com

3 Color palette generator

www.paletton.com



Tools



Colorpicker tool (I)

Picture1

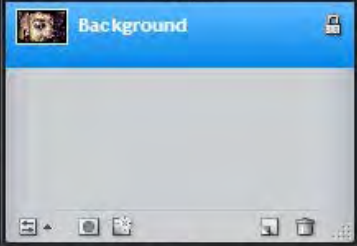


100 % 802x502 px

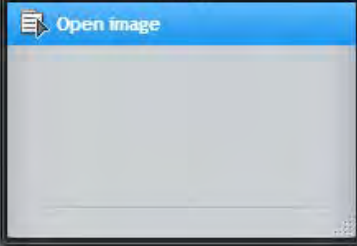
Navigator



Layers



History



This tool has no additional options

Tools

Picture 1

Color selector

HSL RGB WEB IMG

H: 270 R: 77
S: 33 G: 62
L: 36 B: 92
4d3d5c

H: 270
S: 33
L: 36

Cancel OK

100 % 802x502 px

Navigator

X: Y:
W: H:

100 %

Layers

Background

History

Open image

CREATE FREE STUNNING WEBSITES GO >>



< UNDO | RESET | RANDOMIZE... | MORE INFO ▾

Design A Room Online
Try Our Virtual Room Builder Tool From Better Homes & Gardens®

The Ocean Group, Inc.
Web Design and Development, Branding and Marketing Services.

Website Holding You Back?
Specializing in website development We help you succeed online!

San Diego Web Designer
I Can Make You A Killer Website Make Sales And Get Leads For Less



Tetrad (4-colors)

Hue: 292°

Dist: 30°

opposite



Base RGB:

4D3D5C

Fine Tune...

COLORS

PRESETS



Share it ▾



Vision simulation ▾

PREVIEW ▾

EXAMPLES...

COLOR TABLES...

Business Cards

**Yes, you still need
a business card**

- **Full side image, back side white with offset text**

HAMPTON
ARTS MGMT

T. Hampton Dohrman
813.784.2972
hampton@artsmgmt.org

- **Full side image, back side white with offset text**



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Michelle Knapp

~~T. Hampton Dohrman~~

~~813.784.2972~~

~~hampton@artsmgmt.org~~

- **Full side image, back side white with offset text**



- **Vistaprint, moo.com, overnightprints, etc**
- **Google coupon codes**
- **Upgrade to heavy stock**
- **Standard size**

Headshots

It's worth it



Headshot tips

- **Use to reinforce brand**
- **Name file yourname.jpg**
- **Keep two versions**
 - 300dpi for print**
 - 72dpi for web**

**Questions on
graphics portion?**

**Is my branding
strategy working?**

Ask.

Test your brand

- **Continuous improvement**
- **Ask your friends**
- **SurveyMonkey**
- **Metrics / analytics**
- **Flip the script**
- **Change tactics,
not strategy**

What is *your* brand?

Questions?

Thank you.



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HAMPTON
ARTS MGMT