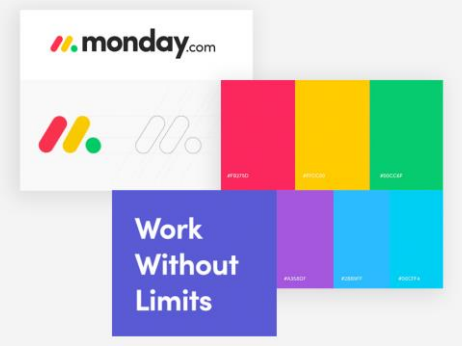
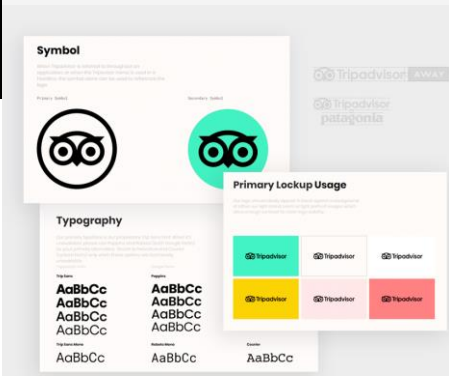
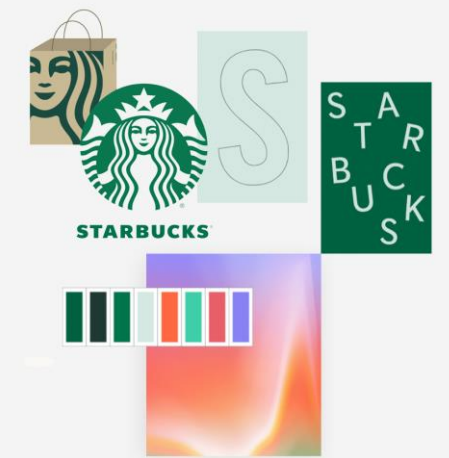
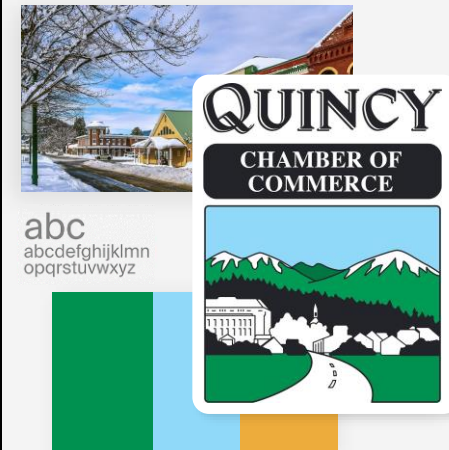
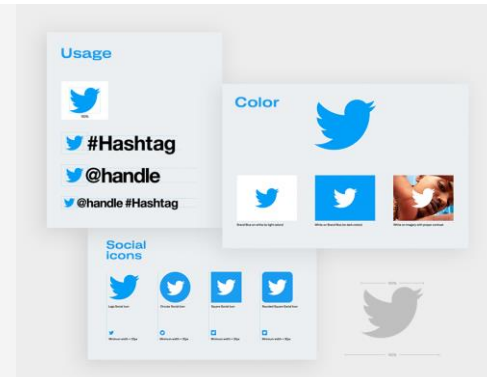


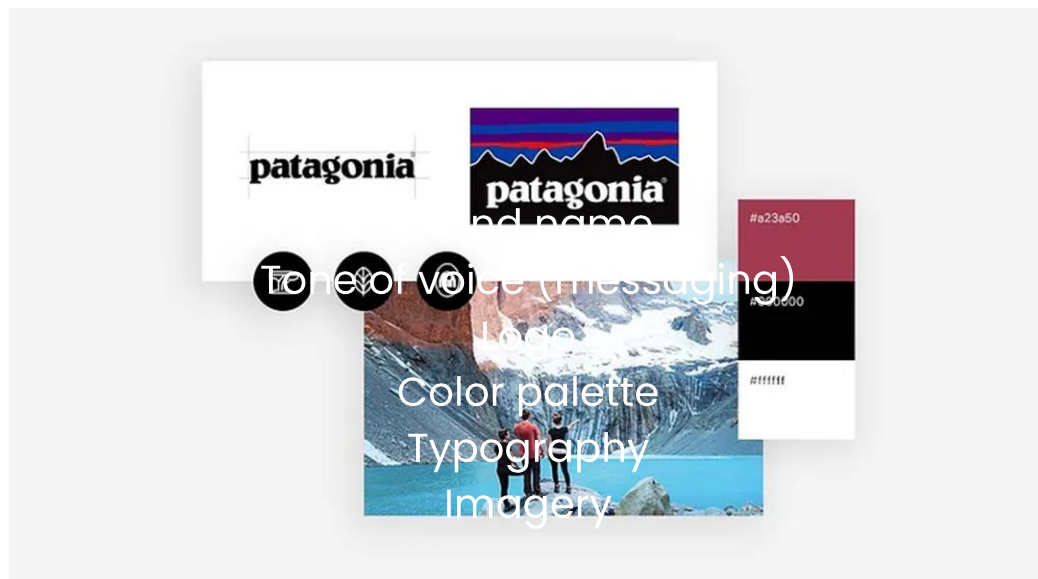
Presented By:  
**Blissbranding Agency**

# The **Power** of Your Visual Brand



# brand identity vs brand image

brand identity



brand image



# brand identity vs brand image

brand identity

## ALL TANGIBLE ELEMENTS

Brand name  
Tone of voice (messaging)  
Logo  
Color palette  
Typography  
Imagery

brand image

## CONSUMER PERCEPTION

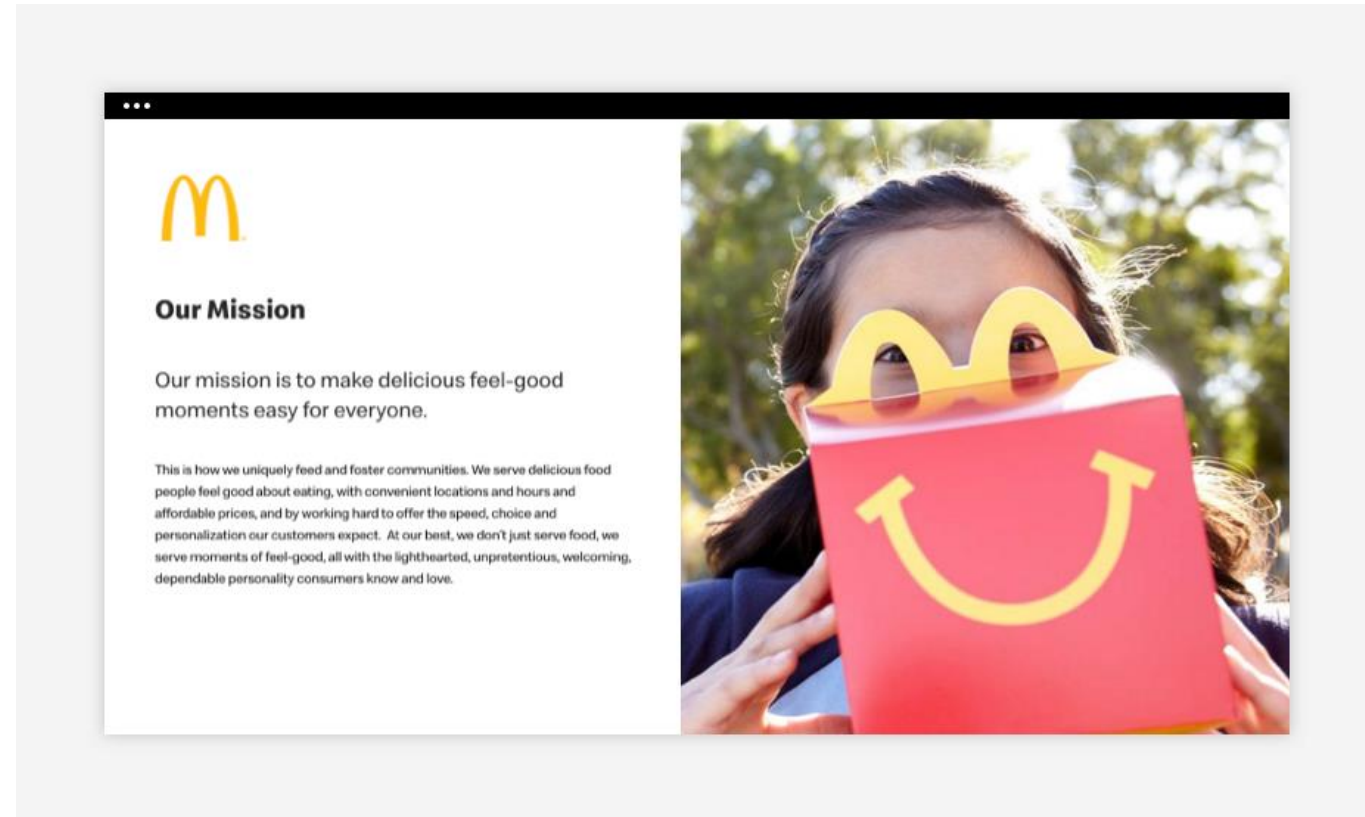
The sum of all their experiences, feelings, and associations with the brand, and it can be influenced by a wide range of factors, such as advertising, product quality, customer service, and social media presence.

# tone of voice

Brand name  
Tone of voice  
Logo  
Color palette  
Typography  
Imagery

If your brand could talk, how would it sound? Authoritative? Casual? Funny? Encouraging?

**Perhaps all the above.**











# tone of voice

Brand name  
Tone of voice  
Logo  
Color palette  
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| Tone of Voice Dimensions      |  |  |  |  |
|-------------------------------|--|--|--|--|
|                               |  Funny<br>Serious  |  Formal<br>Casual  |  Irreverent<br>Respectful  |  Matter-of-fact<br>Enthusiastic  |
| Tone of Voice Characteristics | Cheerful   | Trustworthy  | Authoritative  | Dry  |
|                               | Conservative   | Conversational   | Caring   | Enthusiastic   |
|                               | Fun  | Casual   | Irreverent   | Matter-of-fact   |
|                               | Funny  | Formal   | Provocative  | Passionate   |
|                               | Humorous   | Professional   | Edgy   | Upbeat   |
|                               | Playful  | Frank  | Respectful   | Trendy   |
|                               | Serious  | Sympathetic  | Unapologetic   | Nostalgic  |
|                               | Informative  | Friendly   | Sarcastic  | Romantic   |
|                               | Quirky   | Smart  | Snarky   |  |
|                               | Witty  |  | Coarse   |  |

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young. fun. unconventional.



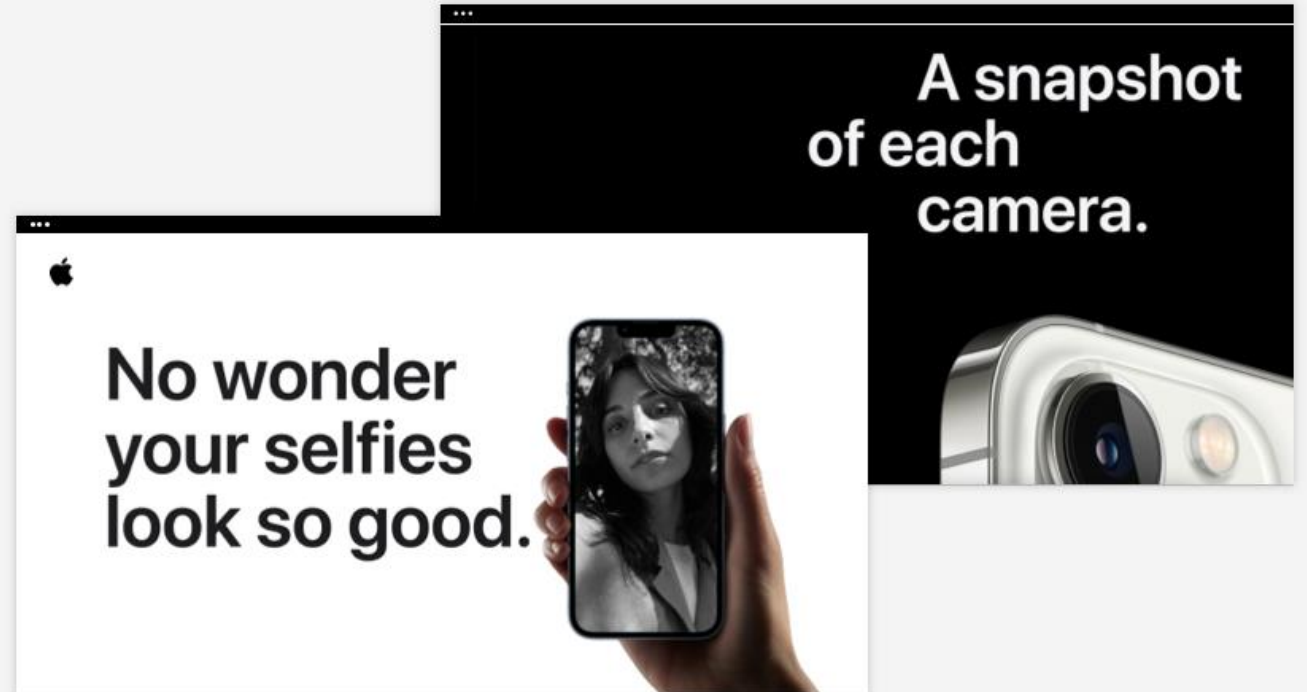
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simple, sleek imagery and text.





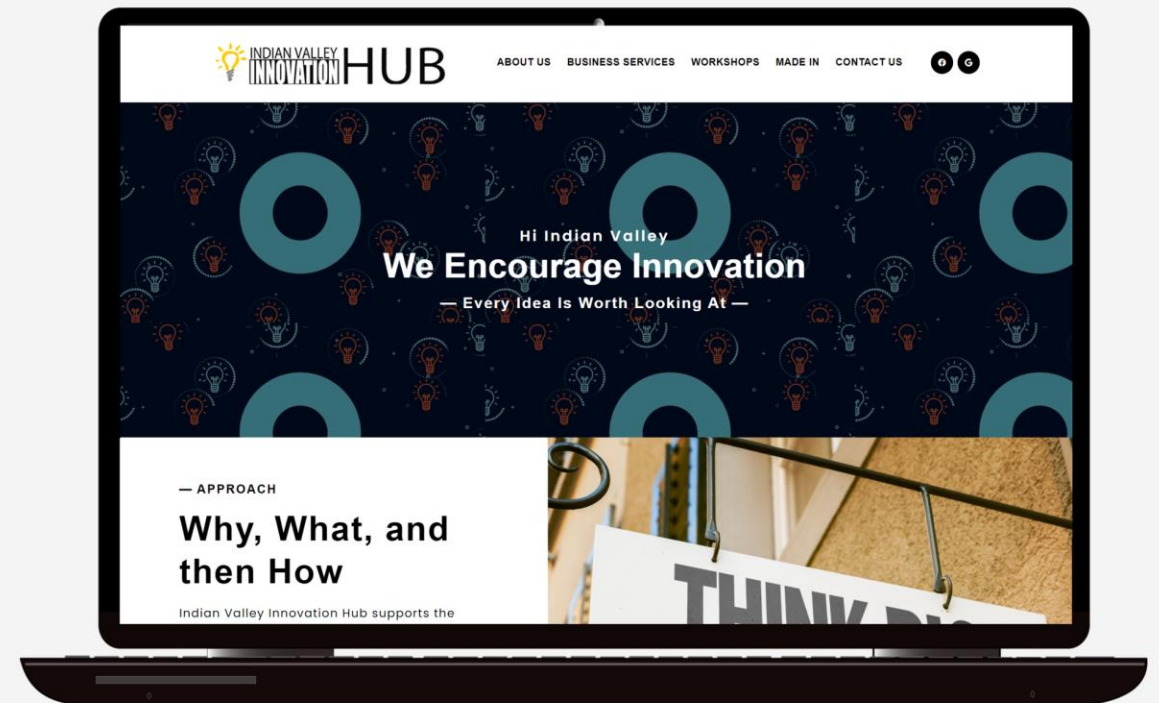
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friendly, approachable, knowledgeable.



# your logo

Your logo is used to represent your brand's identity and to **set you apart** from your competitors.

**A good logo** will not only accurately reflect your brand and its character but will also be memorable and work well in diverse contexts.

Wordmark



Letterforms



Monogram



Symbol



Abstract



Mascot



Emblems



Combo



Dynamic



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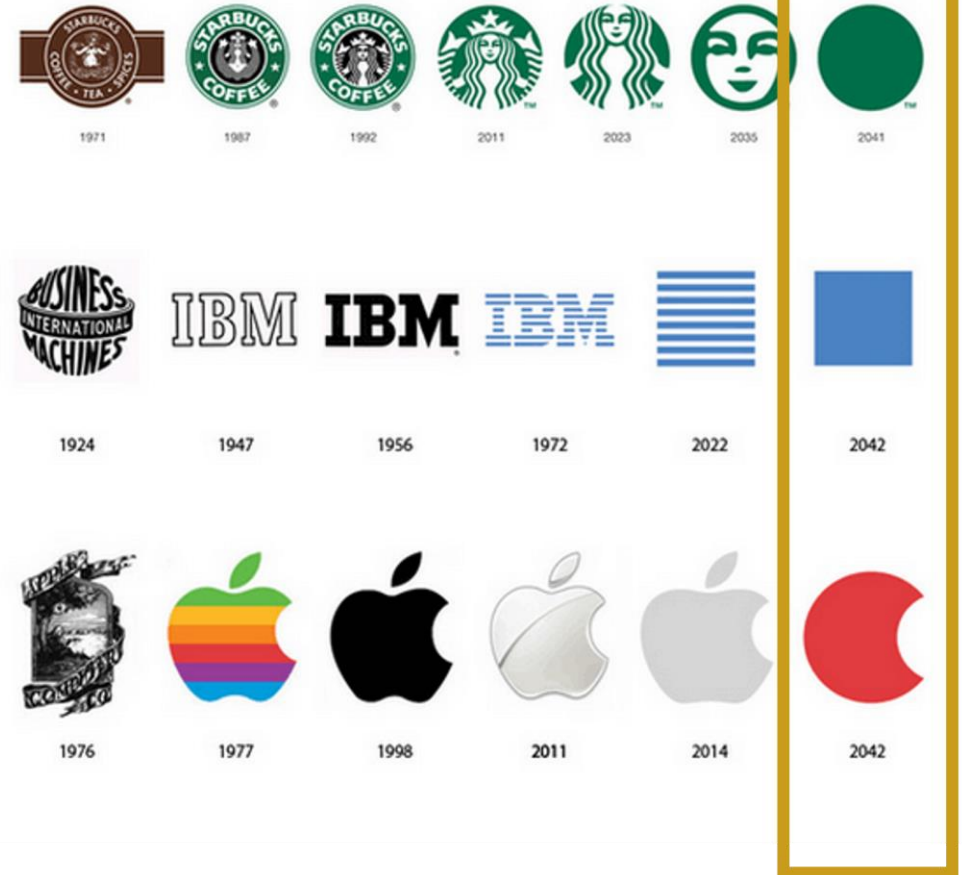
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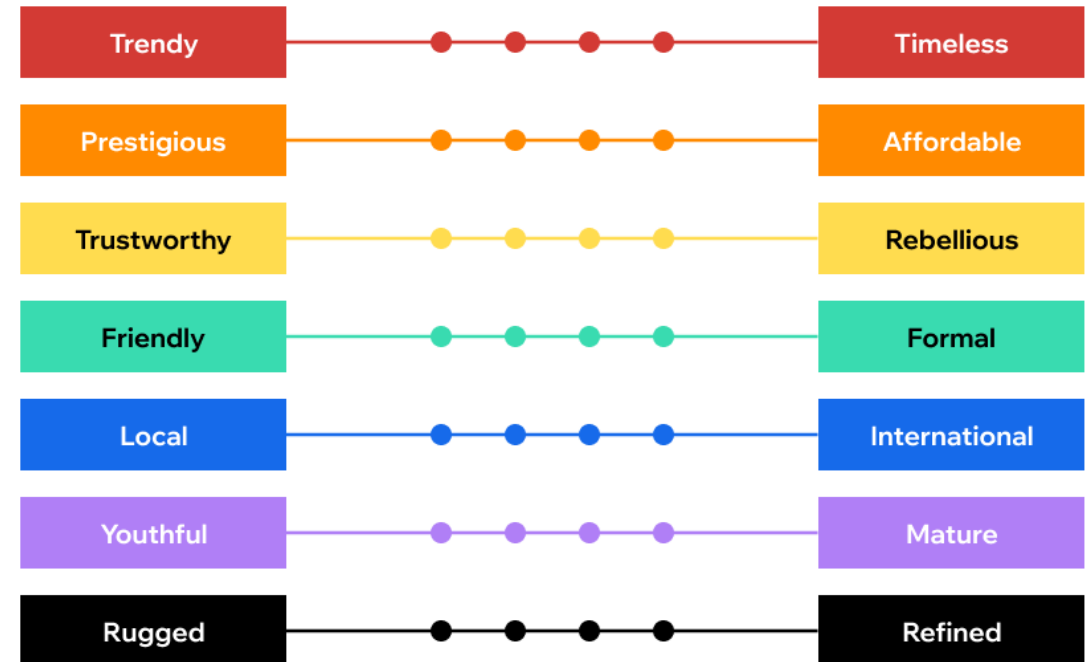
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# color palette

Brand colors are a palette of around **five to ten colors** that are used to represent your business.

Your color palette should therefore align with your values and the messaging that you wish to communicate.



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 Dropbox



 Dell Technologies



 The Guardian



 Google





# typography

According to Robert Bringhurst, poet, typographer and author of *The Elements of Typographic Style*...

**“Typography is the craft of endowing human language with a durable visual form.”**



# typography

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Tone of voice  
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# imagery

From your website to your social posts, your visual assets should be easily recognizable and embody your **brand's identity!**

**Consistent** branding is precisely what keeps loyal customers coming back time and again.



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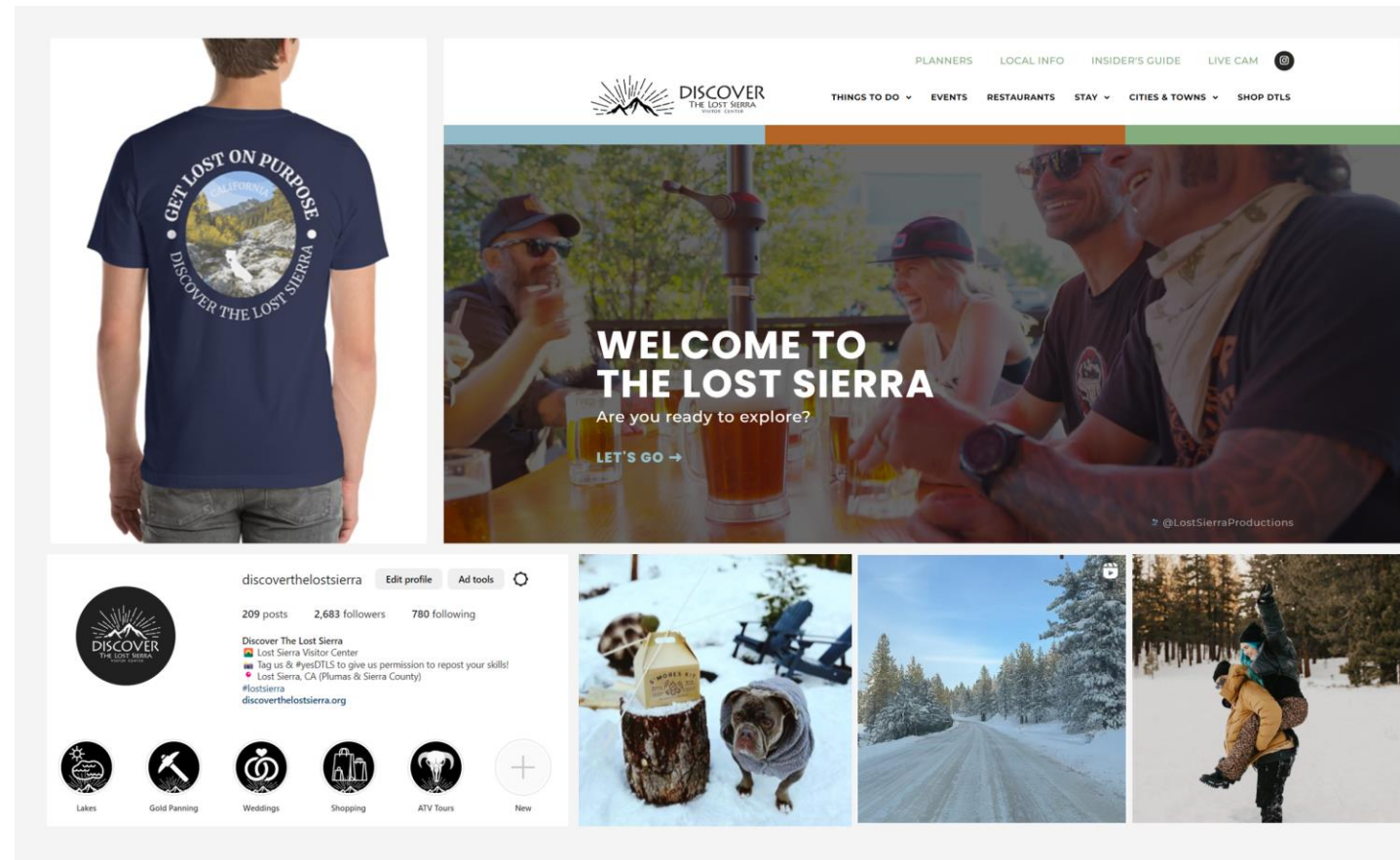
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# imagery

From your website to your social posts, your visual assets should be easily recognizable and embody your **brand's identity!**

**Consistent** branding is precisely what keeps loyal customers coming back time and again.



Let consumers know the **real** visual you.

**get visual. have fun.  
make money. **repeat.****

# Blissbranding Agency

blissbranding.com | (916) 849-1045

The Power of  
Your **Visual** Brand



Thank **You!**

samantha@blissbranding.com