



# Branding Mistakes to avoid.

# 01 SKIPPING STRATEGY

A brand that is not based on strategy does not have a clear vision.

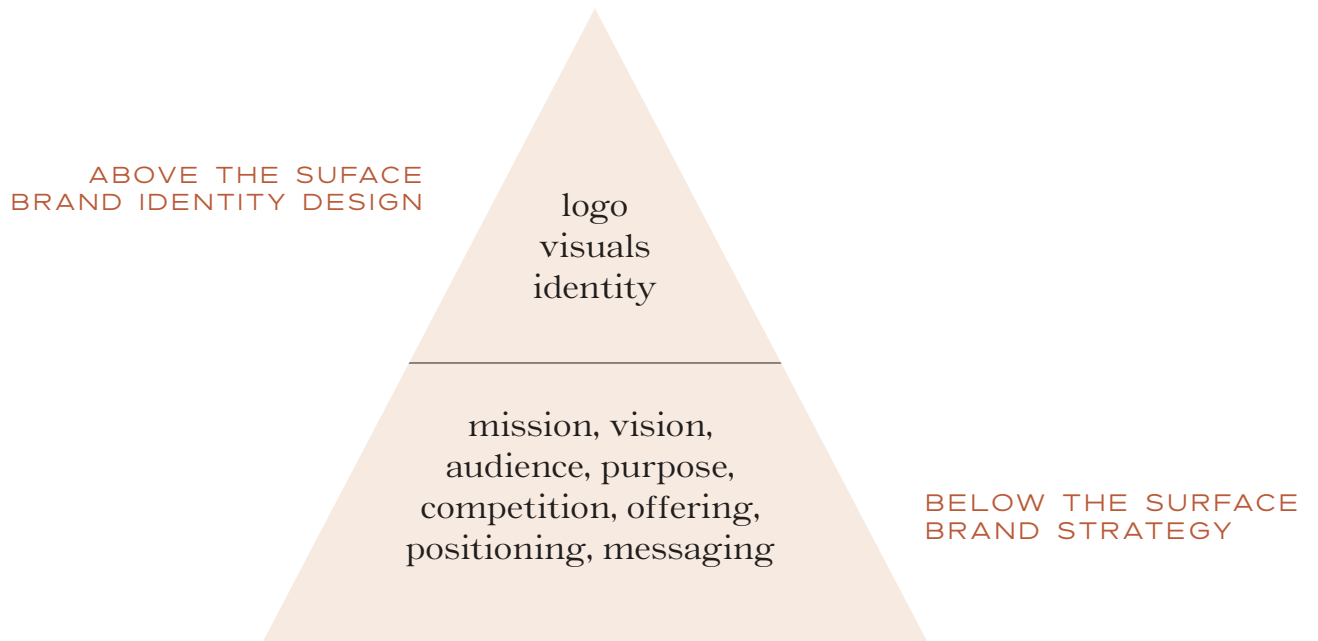
Brand strategy is the foundation for your brand. It includes your mission, audience, purpose, competition, offering, positioning, messaging and visual identity.

WHO ARE YOU?

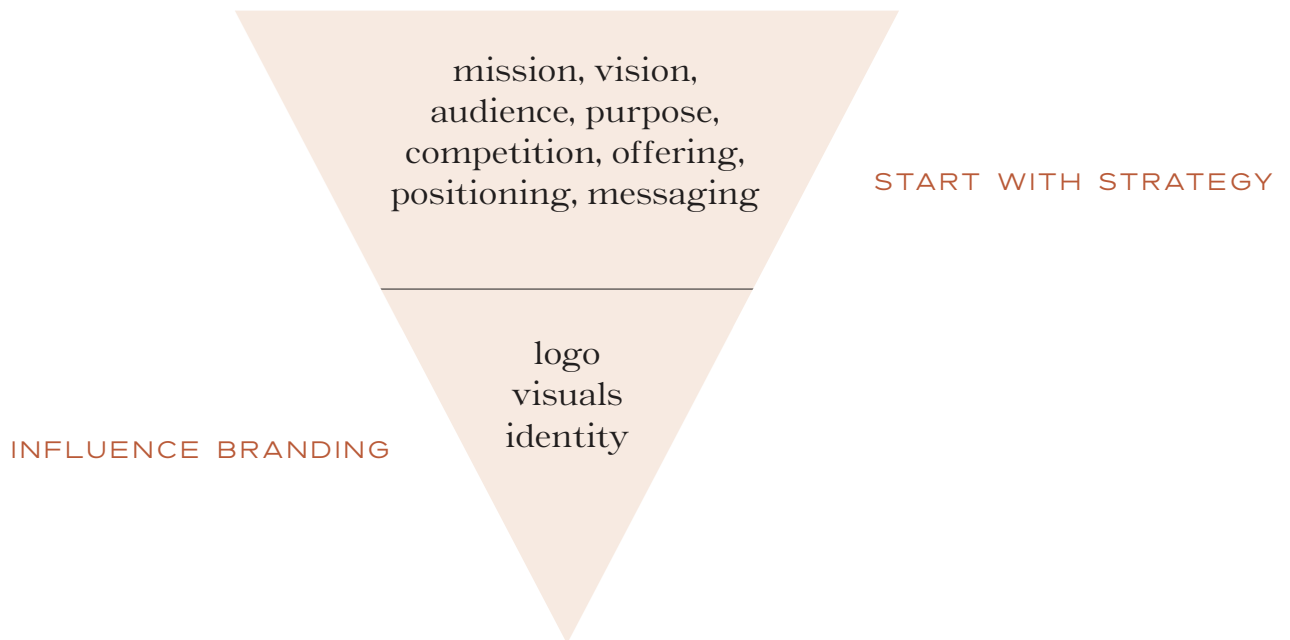
WHAT DO YOU DO?

WHY DOES IT MATTER? (WHAT PROBLEM DO YOU SOLVE?)

## BRAND ICEBERG



## BRAND FOUNDATION



Strategy and communication are the fundamentals that should influence your brands visual identity.

# 02 LACK OF CONSISTENCY

Having a consistent brand helps build trust with your audience.

Are you using too many different fonts, colors, and styles?

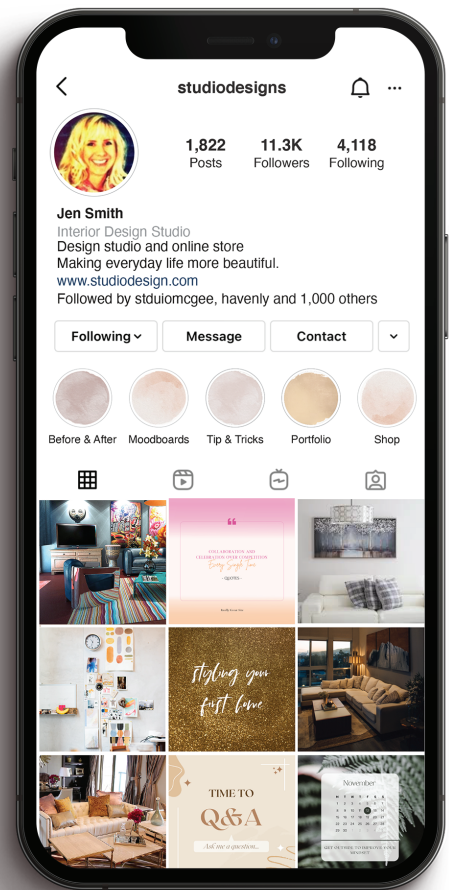
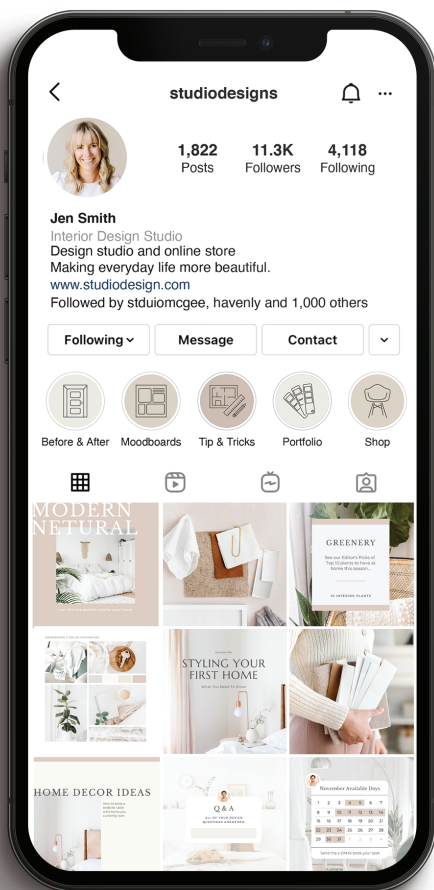
This will make your brand feel inconsistent and disorganized.

Do:

Use consistent fonts, colors and styles.  
Use imagery with consistent lighting.

Don't:

Use trendy, mismatched fonts and colors.  
Use imagery with poor lighting and bad quality.



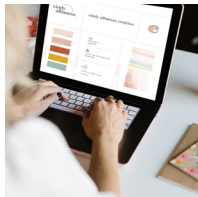
# 03 LACK OF PROFESSIONALISM

Visuals are the face of your brand. You want to make a good first impression. If they are not professional you won't be taken seriously.

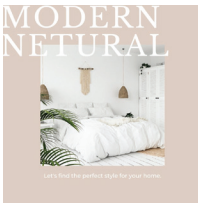
Do:



USE PROFESSIONAL PHOTOGRAPHY



USE YOUR OWN, PAID OR ROYALTY FREE IMAGERY



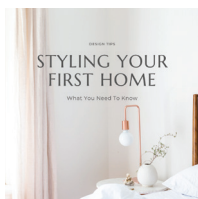
USE CONSISTENT FONTS & COLORS



USE IMAGERY RELEVANT TO YOUR SERVICES



USE A LOGO DESIGNED FOR YOUR BUSINESS



USE LEGIBLE FONTS

Don't:



USE LOW QUALITY IMAGERY



USE IMAGERY WITHOUT USAGE RIGHTS OR ATTRIBUTION



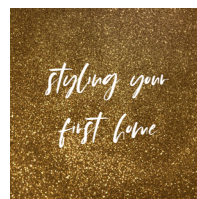
USE INCONSISTENT FONTS & COLORS



USE GENERIC STOCK PHOTOS



USE A GENERIC DIY LOGO



USE ILLEGIBLE FONTS

IMG SOURCES: UNSPLASH, HAUTESTOCK, CANVA

If your branding isn't legible, relatable for your business or doesn't communicate your core values you have missed the mark.

# 04 FOLLOWING TRENDS

Trends will come and go, but your branding should be able to stand the test of time. If you can't answer yes to all of these questions you might need to re-think your design.

DOES IT REFLECT MY VISION AND VALUES?

DOES IT WORK IN BLACK AND WHITE?

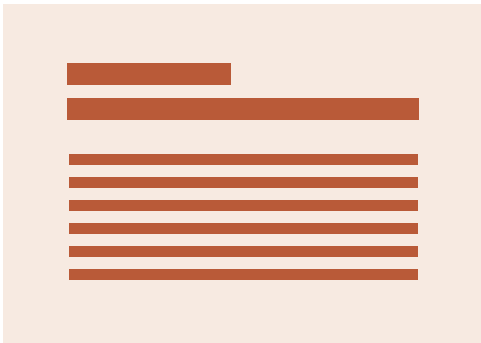
DOES IT WORK SCALED DOWN?

IT IS UNIQUE AND TIMELESS?

# 05 TOO MUCH VISUAL CLUTTER

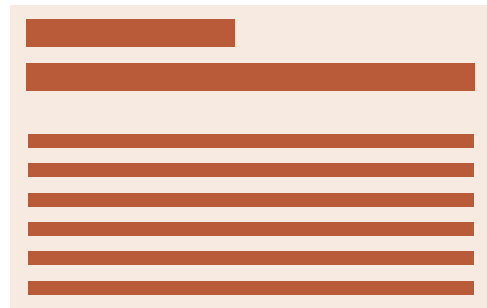
Keep it clean and easy to read and understand. Use white space and margins to create harmony and balance. Improve readability and scannability of your layout and create a focal point.

Do:



USE APPROPRIATE PADDING AROUND YOUR CONTENT

Don't:



PUSH EVERYTHING TO THE EDGE OR FILL THE ENTIRE SPACE



USE VISUAL HIERARCHY IN YOUR LAYOUTS



USE THE SAME VISUAL WEIGHT FOR EVERYTHING



# Hi, I'm Cindy!

I'm a branding expert focused on wellness and lifestyle brands.

I create thoughtful visuals that connect with your clients.

When I am not busy designing, you can usually find me with cuddling with my family, socializing with friends or traveling somewhere warm and tropical.

WANT TO LEARN MORE?

## Follow along!

CONNECT ON INSTA

FIND ME ON PINTEREST

LET'S WORK TOGETHER

*Cindy*

cindy albanese creative.