



BRANDING VS REBRANDING

WITH KD KIER DESIGNS

ICE BREAKER

- Take a selfie with the person sitting beside you.*
- Follow each other on social media*
- Ask them 1 thing they want to do differently in their business.*

1ST STEPS TO **BRANDING**

BUSINESS NAME

TARGET AUDIENCE

MISSION STATEMENT

BRAND COLORS



- **Have you decided on a business name?**
 - if yes, be sure to register for your LLC.
(be careful choosing a distinctive name that will separate you from your competition)
- **Take the time to strategize on who your target audience will be.**
 - your audience can range from age, ethnicity, sex, religion, demographic etc. (crucial study)
- **Think about what your mission statement should be for your business.**
 - You should focus on 1-3 important concepts you want your audience to know about you.
- **Your favorite colors are not your brand colors.**
 - your brand colors are chosen based off what you are providing. Each color has a specific mood & appeal to it. When choosing colors make sure they are representing the target audience you want to attract.

MISSION STATEMENT

can be your 30-60 sec pitch

WHY KD KIER DESIGNS?

Here at KD Kier Designs, we understand that every idea is unique to our existing and potential clients. We aim to ensure to execute our client's vision specifically as planned. KD takes pride in making lasting connections and memorable processes while maintaining professionalism with our clients.

BRAND COLORS

KD Kier Designs

#eea57f

#857f68

#e3625b

#bb3630

BRANDING YOUR START UP BUSINESS

A few design elements to get you started



BRAND IDENTITY SUITE | KD KIER DESIGNS



FONT LICENSING

- **Did you know you have to purchase your fonts for commercial use?**- *when using any fonts as apart of your logo you are responsible for purchasing the appropriate licensing for it.*
- **How do I know if I've or my designer has purchased my fonts?**
 - *You would have an invoice showing your fonts & the commercial pricing detailing what you can do with the font.*

AVENIR \$65
commercial license

REBRANDING YOUR BUSINESS

A few design elements to start your transition



OLD LOGO



NEW LOGO



REBRANDING YOUR BUSINESS

A few design elements to start your transition

PRIMARY



SECONDARY



SUBMARK



FONTS

Renitta

Acumin Pro Medi

MOODBOARD



PATTERN



KD KIER DESIGNS | IMAGE BASED LOGO BRAND IDENTITY SUITE

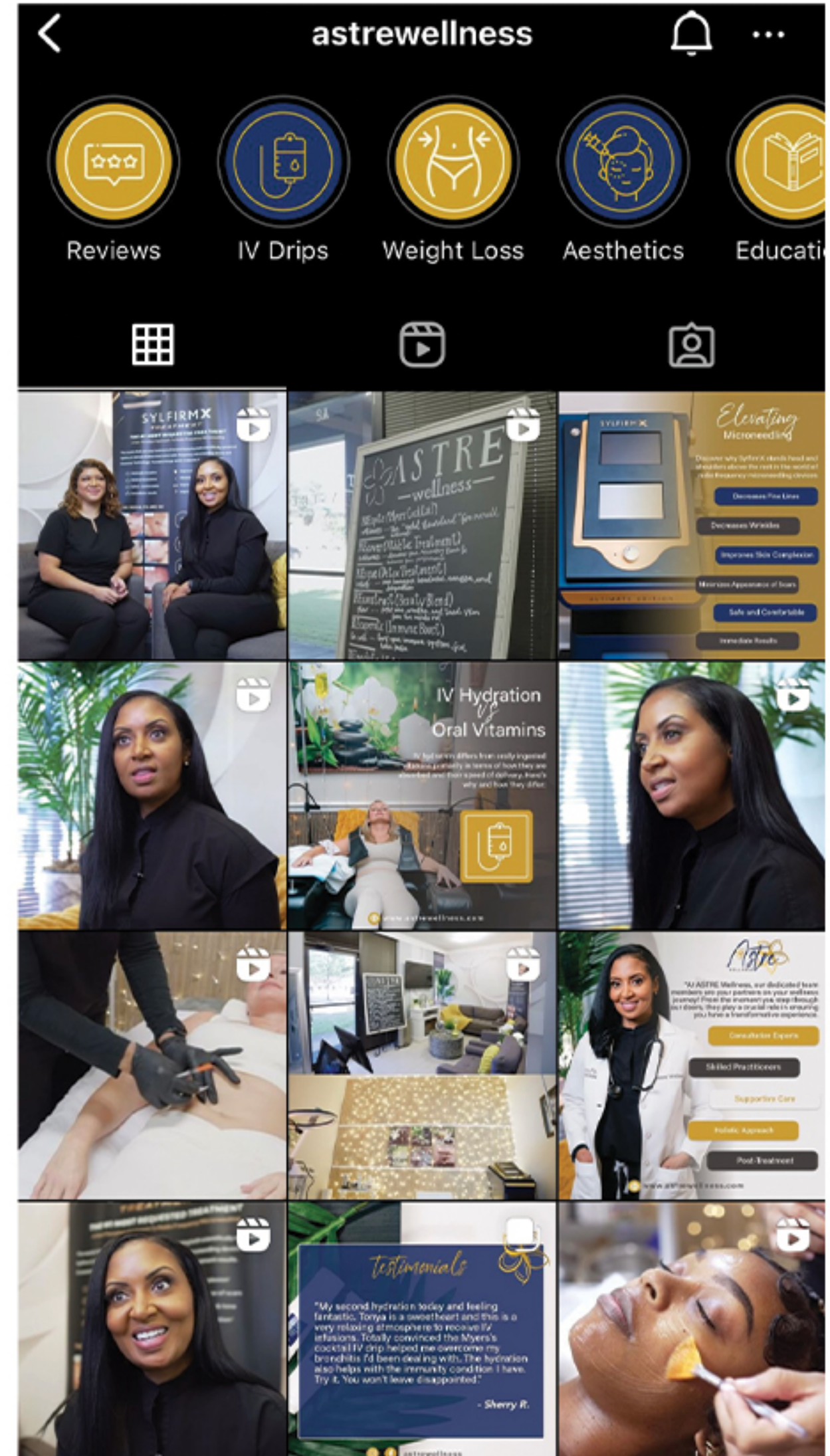


REBRANDING YOUR BUSINESS

transitioning your social media to new branding

BEFORE

AFTER



THANK YOU FOR ATTENDING
MY SESSION
KD Kier Designs



BRANDING **VS** REBRANDING

