7 Steps Guide to Branding your Blog

STEP 1: CLARIFY BRAND VISION – MISSION STATEMENT

Fill out the following Formula:

We aim to … (Mission)! To be a … (Vision)! Our values are …(Values)!:

STEP 2: DEFINE YOUR NICHE

1. Write down 3 Topics you are passionate about:

2. Write down 3 Topics you are an Expert on:

3. Identify your Blog Idea: Is there 1 topic that links your Passion and you are an Expert on?

4. Narrow and drill down your focus in order to identify your Blog Niche. Write down 5 sub-topics on

    your identified Blog Idea:

5. Out of the 5 Niche Ideas, is there one

    a. you are particularly passionate about

    b. you could write 15 top notch Blog Posts on

    c. you eventually could sell a product

STEP 3: COLORS

Ideally, set out 1-3 main Brand colors you want to consistently use on your website, logos, images, fonts, as well as Social Media. You can use colors from the same family such as a dark blue and a lighter blue or you can use contrasting colors such as blue and red. I use HTML Color Picker to start this process and experiment. It's super easy to find unique colors and combinations.

Write down 3-5 Brand colors and their respective color code, for example #ffffff which is coding for white. Every color has its unique identifier code. This is super helpful as every design program will identify your exact color and not a single shade away.

STEP 4: DESIGN TOOLS

Canva is the free design website to create any type of designs used in blogging such as Blog HEADERS, Pinterest GRAPHICS, YouTube THUMBNAILS, Blog TITLES, LOGOS etc.

FlatIcon is a database of Icons from various designers where you can download icons for Free (some of them cost but the free database is huge).

Adobe Photoshop is a professional design tool to create any kind of template as well as to edit your photos.

Final Cut Pro X is the leading film editing software available. It's great for editing the raw data and audio for your YouTube and blog videos.

STEP 5: FONTS

In order to brand your Blog, you will also need to be consistent with your fonts! I suggest using not more than 3 fonts max. Then decide which ones you are using for Titles, Headers, Subtitles, and Text. Fill out the following form to get started:

Title Font: X

Header Font: X

Subheader Font: X

If you need help finding amazing Fonts which work well together check out **THIS** article from CANVA.

STEP 6: LOGO

If you have a business which you are running through your blog or website and you are selling a product, having a logo definitely makes sense. When you are creating your logo go back to your mission statement again. What is your blog or business about? Find a form or image that suits your business. Be consistent with your color scheme so that even in your logo you are reinforcing these colors. Create 3 Logo Versions and ask family and friends or conduct a Survey on Social Media to help you find your optimal choice :)

STEP 7: CONSISTENT SOCIAL MEDIA

Follow the same color and font scheme all over your Social Media. Go and streamline your Social Media's:

• Profile Picture

• Tagline

• Bio

• Links

STEP 8: CONSISTENT WEBSITE

Last but not least it all comes together on your Blog or Website. Try to use all the above-mentioned branding techniques (color, fonts, mission statement) to really show off your amazing designs, products, and posts.