

# BRAND DESIGN

PREP-LIST

## ( 1 ) CHOOSING A DESIGNER

- Search hashtags like #branddesigner to find a variety of designers to research.
- Look at their work...do you like their style?
- Do you like their personality, values, message, and overall vibe?
- Are they in your price range? Is your budget reasonable?
- Do your timelines for a finished product align?
- Do they offer to design websites on your preferred website platform? (ex: Squarespace)

## ( 2 ) BRAND STRATEGY

Your designers will ask you brand strategy questions to align your new branding to your unique business. Make sure you can answer the following:

- Who is your target audience?
- What pain points or problems do you solve?
- What makes you different?
- What is your brand story? What is your "why"?
- What is your brand's core mission and values?
- What is the voice & tone of your business?

## ( 3 ) WEBSITE DOMAIN

- Look for available domains here:  
<https://domains.squarespace.com>
- Before purchasing, see if your website platform will include a domain in their website package.

## ( 4 ) WEBSITE PLATFORM

- What specific functions do you need on your website?  
Choose your website platform accordingly.
- Functionality examples: scheduling, blogging, shop for physical/digital products, online courses.

## ( 5 ) BIZ CONTACT INFO

- Do you have a physical business address?  
How would you like customers to contact you?
- Do you have a custom email address for your business? (ex: Lara@hue13.com)

## ( 6 ) SOCIAL MEDIA

- Do you plan to market your business on social media? Which platforms?
- Send your designer the links to each of your social media profiles you'd like linked on your website.

## ( 7 ) PHOTOGRAPHY

- You'll need professional, high resolution photography. This includes photos of you and/or your products.
- Your photography needs to visually align to your branding. This is a chicken/egg scenario, so work with your designer to plan accordingly.
- Can you hire your designer to direct your photo shoot for an additional fee? Ask this question in the beginning.
- You'll need a selection of photography in various configurations (portrait, landscape, closeups, from a distance). Some will be used for large header images on your website, and others for smaller supporting images. The more options, the better.

## ( 8 ) WEBSITE COPY

- Your designer is not a copywriter. You'll need to hire a professional copywriter or DIY.
- Create an outline of your website. Using your brand voice, create copy for each web page.

## ( 9 ) SPECIALTY IMAGERY

- Do you need a Portfolio on your website? Make sure to provide high quality, high resolution imagery.
- Do you have any other unique imagery needed for your branding package? Include this from the start.

## ( 10 ) LEGAL COPY

- The standard for protecting your website & online business include the following (not legal advice) :
  - Website Disclaimer
  - Privacy Policy
  - Terms & Conditions
  - Cookies Notice

## ( 11 ) WEBSITE ACCESSIBILITY

- An accessible website helps people with disabilities to function in the modern world & legally protects you.
- Accessibe is one example of an affordable, easy to install option for your website (not an affiliate).

## ( 12 ) HONEST FEEDBACK

- Your designer wants you to be 100% happy with what they've created for you. So when it comes to reviewing their work at any point in the messy creative process, giving and receiving open and honest feedback is essential. You're a team!

## ( 13 ) STYLE ALIGNMENT

- Your designer can only know you as well as you know yourself. Are you showing up authentically?
- Join my **Style Alignment Masterclass** to gain style clarity & confidence for your new Brand. Let's go!