

DESIGN, ART & ILLUSTRATION  
INSPIRED BY SLOW LIVING, MYTH & MYSTIC

HOW TO CREATE  
*a soulful brand*  
IN 5 STEPS

A PLAYFUL CREATIVE EXERCISE  
TO HELP YOU UNEARTH THE SOUL  
AND STORY OF YOUR BRAND.



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# HELLO & Welcome.

## SO, HOW CAN THIS HELP ME?

Hello - thankyou so much for downloading this workbook, I'm so excited for you to begin unearthing the soul of your brand and help it inspire you and your business. I, Clara, am a designer and artist who specialises in compelling, illustrative branding for small businesses inspired by slow living, myth and mystic. My branding process elevates the soul of a brand - informed by the incredible small business owner - and unearths it's unique vision and story that makes it's so compelling.

*You cannot manufacture soulfulness in a brand; you feel it.*

When a brand embodies its soul, it captivates it's community and builds with clarity of intention and identity; never losing sight of it's values and essence. Capturing and understanding your brand's unique perspective and style is essential to brand sustainability and growth, and provides the foundation to success.

This workbook is a playful exploration of brand soul, exploring your responses to the why, the story, the personality, the feel, and the look; all of which have significant roles in building a brand system. I invite you to contemplate and imagine your brand world with several exercises that explore creative expressions of your brand as well as clarify your connection to it.

Good luck and enjoy; building a small business is an amazing offering to the world and it's a pleasure to have you here.

And of course, if you need a helping hand working through these exercises, please get in touch.



# THE *Brand Why.*



## THE 'WHY' BEHIND YOUR BRAND AND BUSINESS.

The reasons a business come to be creates a blueprint for how it shows up in the world. It also includes the creator of the business in it's brand story; often people start small businesses to own their time, or to share a passion with the world. The 'why' infuses a brand with purpose that when coupled with excellent strategy and visuals, creates a magnetic business for an ideal client. The 'why' is the beginning of it all, and will also eventually be the foundation of your brand values and aligned actions.



## IN DISTILLING YOUR 'WHY', HOW DOES THIS IMPACT YOUR STRATEGY AND BRANDING?

The 'why' will significantly contribute to brand strategy when informing the brand / business values and your vision for the future. Furthermore, your 'why' is your passion that will fuel the brand experience for your clients and the choices you make in activating your brand and business. I think of the 'why' as the fire beneath a brand that keeps propelling it forward and into aligned action.

## WHY DID YOU START YOUR OWN BRAND?

Fill this rectangle with 2-3 word answers. Eg: FREEDOM OF TIME / BALANCE / NATURE CONNECTION

## PULL OUT THE 3 MAIN REASONS

These will be what inform your business actions and therefore begin to craft your brand values.  
Eg: 1. For freedom and ownership of my own time.

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## WHO IS YOUR IDEAL CLIENT / AUDIENCE?

Who? The demographic of your ideal client. Eg: 18 - 35 year old women passionate about astrology

WHO...

( what do they need that you offer? )  
Eg; who... are looking to expand their beginners knowledge of astrology.

## DRAFT VISION STATEMENT

Why you started your business and how you want to help; your vision for your business.  
Concise, clear and intentional is important here.

Eg: Years of experience and self enquiry inform my dedication to inspire young woman in expanding upon their astrology knowledge, so they may understand their world and personality more, thus contributing to a healthier and more aware generation of women.

# THE *Brand Story.*



## WHAT JOURNEY HAVE YOU BEEN ON TO ARRIVE WHERE YOU ARE TODAY?

In understanding your brand story, you can understand how you hope to grow and where you want to be, all whilst appreciating how far you've come. Reflecting and looking back on it can help you take stock of what worked, what didn't and actions that felt pivotal to development. A journey is seldom always steady ground, and there are no doubt unexpected hills and valleys along the way. A brand story connects you with your audience, who love to understand how their favourite small businesses came to be; telling your brand story positions you not only as an expert but a passionate human being to whom they can relate and connect with.



## HOW DOES STORY INFORM STRATEGY AND BRANDING?

The brand story and how far along in it's story you are, influences massively direction for strategy as well as branding scope. A clear understanding of your story can help you understand what sets you apart as a small business and therein find your power and unique flavour of branding. A story of course can also infuse the visual branding with inspiration and an idea of brand roots, which nurtures the authenticity and integrity of your brand. The story is woven into the fabric of the brand, and runs through as a thread reminding you of where you came from but also where you want to be.

## WHAT'S YOUR BACKGROUND?

Your journey before your own business.

### PASSION

What is it that makes your excited to show up for your own business? Eg: Sharing surfing with women.

### INSPIRATION / EXPERIENCE

Was there a moment of inspiration or an experience that set you on your business trajectory? Describe it.

### INCEPTION

How did your business work in it's beginning stages? When did you start? Was it all in, was it part time?

### TODAY

What does your business look like today? Where do you find yourself?

# THE *Brand Personality*



## EMBODYING YOUR BRAND VALUES AND FLAVOUR THROUGH PERSONALITY.

This is where things get a little fun. Creating a brand personality is a lovely way of being able to bring to life the values and originality of your brand. In being able to embody your brand in a personality, with quirks, preferences and style, you can start to understand how your brand will move through the world. How do you talk to your audience? How is your brand positioned against others offering the same? What real life / cultural / fictional personalities echo and align with your brand? Building a brand personality, even for your own use, helps your brand come alive as an entity with nuance and thoroughly individual flavour.



## HOW DOES THE PERSONALITY INFLUENCE DIRECTION FOR THE WIDER BRAND?

The brand personality will show up in many of the brand interactions, in particular, point of view and tone of voice. The personality will inform what and who the brand aligns with, in terms of collaboration, individuals or even political opinions. Your brand personality is who speaks to your audience, and nurtures them into your brand world. The soul of your brand is conveyed through your brand personality, and when it is maintained with consistency and intention, it elevates your brand to new levels. The brand personality is the salt and pepper to season every application with.

## THREE FIGURES

Pick 3 figures from history / contemporary culture / mythology that align with the personality and feel of your brand and pick 3 phrases to describe them that you feel align with the perception of your business.  
Eg: Cleopatra, REGAL / POWERFUL / GODDESS EMBODIMENT

_____	_____	_____
_____	_____	_____
_____	_____	_____

## VOICE OF BRAND

Pick 3 words to describe how your brand would speak. Eg: WARM / DIRECT / HUMEROUS

_____	_____	_____
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## YOUR BRAND AS A PERSON

What kind of person would embody your brand?

AGE & GENDER /  
NON BINARY / IDENTITY

## LOOK

What kind of clothes do they wear? How do they do their hair?  
Be imaginative in how they could express your brand.

## LOVES

Foraging for mushrooms in Autumn?

## HATES

Being kept waiting?

_____	_____
_____	_____
_____	_____

# THE *Brand Feel.*



## CONNECTING WITH THE EMOTIONS OF YOUR AUDIENCE THROUGH THE BRAND 'FEEL'.

The feel of your brand is a more subtle and nuanced expression. It is the emotions it inspires and cultivates in your audience. A brand aligning the values and strategy that drive it, with a sense of space and feeling that connects it's audience to it's vision, is a brand that cultivates a less superficial and more authentic connection. The feel of a brand, although a seemingly abstract concept, evokes memories and shared nostalgic cues or feelings that touch people emotionally and reflects the brand soul outward.

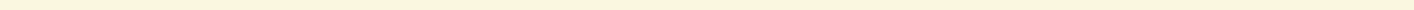


## HOW IS THE 'FEEL' CONNECTED TO BRANDING AND STRATEGY?

The feel of a brand begins to be understood in strategy, in breaking down the customer journey and understanding how they want to feel when on this journey, and then understanding how your brand can help them feel this. The 'feel' will influence the smells and textures of a shop or treatment room, it will be considered when thinking about website flow and design. The 'feel' is intended to evoke a set of emotions in your customer that connect them to your brand and purpose. The 'feel' is an aura around your brand that works subtly and consistently.

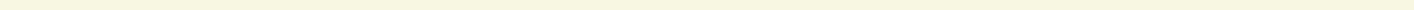
### SCENT

If your brand had a smell, what would it be? A wood fire in winter? Crisp, freshly washed sheets?



### TASTE

If your brand had a taste, what would it be? Smooth vanilla and cinnamon? Licking a salty pebble?



### TOUCH

What would your brand feel like to the touch? Running your hand through fine sand? Luxe velvet?



### SOUND

What would your brand sound like? A stream trickling over pebbles? A deep exhale?

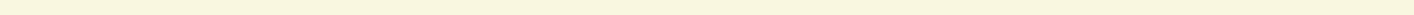


### AN EXPERIENCE

Describe an experience / sensation your brand could feel like. For instance, the feeling of a hot herbal drink after a bracing, Atlantic sea dip.

### HOW DOES IT FEEL?

After interacting with your brand, how does someone feel? Do they feel rested, grounded? Or perhaps invigorated and energised? Find 6 words to describe this feeling.



# THE *Brand Look.*



## CONVEYING YOUR BRAND'S SOUL AND VALUES THROUGH IT'S LOOK AND VISUALS.

This will be where I come in. The brand look is up there as one of the most important expressions of brand. It is a physical representation of the why, story, personality and feel, and most likely the first one a potential customer will interact with. Aligned and soulful brand visuals crafted from an intentional, holistic process, is the magic that makes your brand sing. It will captivate your community as well as attract aligned new audiences, with a refined and compelling expression of your brand and everything it embodies.



## HOW ARE YOUR BRANDING VISUALS / BRAND LOOK INFORMED BY STRATEGY?

In unearthing the soul and story of your brand, a blueprint begins to make itself known that helps you distil what you want and need to convey with your visual branding. In the above exercises and with meaningful exploration and research, a brand 'look' can be crafted that transcends trends, and communicates the essence of your brand, nurturing your community and building trust. The brand 'look' is what elevates your strategy and connects you to your audience.

## 3 VISUAL CUES

Check 4 words that feel most aligned with how you'd like your brand to look visually.

ETHEREAL	DYNAMIC	EDGY	BOLD	RETRO
GROUNDED	EARTHY	MINIMALIST	COOL	PEACEFUL
VINTAGE	WARM	POWERFUL	VIBRANT	NATURAL
PURE	CLEAN	RUSTIC	MAXIMALIST	MYSTICAL
LUXURY	SIMPLICITY	WILD	CALM	REFINED

## 3 VISUAL CUES

What 3 visual cues / styles inspire your brand look? Eg: Art nouveau, 70s retro, Scandi coffee shop

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## 2 COLOURS

Imagine 2 colours that could embody your brand look and the qualities they would bring.  
Eg: Midnight Blue, PROUD / MYSTICAL / MATURE

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## MOODBOARD & IMAGERY

Gathering inspiration that feels aligned with the direction of your branding look is a great way to get inspired and start imagining how the branding could look and feel when actualised. I, and many other designers use pinterest (essentially an inspiration / visual search engine) to collate this inspiration in one place. Start gathering your brand moodboard imagery!

## HAVE A LOOK AT MY PINTEREST BOARDS *Here*

A great start is exploring image results for your visual cues above.  
And here are some other elements you could gather :

LOGO SYSTEMS / BRANDING EXAMPLES / PHOTOGRAPHY / ILLUSTRATION / COLOUR / PACKAGING / DESIGN / TEXTURE / PATTERNS / ICONS / PEOPLE



# Well done!

## FINALE

### WHAT HAPPENS NOW?

Well done for working your way through this workbook! Brand exploration can be hard when it comes to distilling and really understanding the foundations, as can having to think creatively and laterally, but I promise you it is so worth it. The ability to understand the 'why' and 'story' of your brand will help you in finetuning strategy and direction by really connecting with your brand mission and vision, as well as understanding how you want your brand to effect others, but also the role your small business will have in your own life. Reflection is so important for the growth of a brand that stays true to it's soul and values.

In creative exploration, and deepening your understanding of brand 'personality', 'feel' and 'look', the above exercises will be about developing and positioning your brand in more abstract as well as literal ways, sparking inspiration as well as unveiling further insights into how your brand will be showing up in the world. Your 'why' and 'story' provide the backbone from which a brand 'personality' will develop, which informs the 'feel' of a brand, that ultimately influences your brand 'look'. A brand is an intentional ecosystem of elements that work together with clarity and cohesion to share the same message and nurture your community. I hope this workbook has kickstarted your brand journey and helped you delve a little deeper into you brand so you can show up with imagination, purpose and a lot of soul.



# Implementing...

## FINALE

### SOME PROMPTS / QUESTIONS TO CONSIDER

- From your brand 'why' can you distil a purposeful mission statement (what value do you bring to who? and how?) and 4 brand values?
- How can you start telling your brand 'story' more? Is it obvious on your website? Do you share your roots but also your vision? Are you showing enough of what makes you unique?
- Can you revisit all your website / socials copy and make sure there is a consistent tone of voice throughout? Is your brand 'personality' obvious?
- From your brand 'feel' can you come up with 3 ideas for how you could connect to your clients through scent / sound / touch? Premium or luxury paper stock? A certain scent instore? A nostalgic song?
- Informed by the insights of your brand 'look' can you consider again the colours and typography you use across all brand applications? Do they feel 'of' your brand? Do they express the vision of your brand and emotionally connect with your client? Are they consistent across every application?



# Hi, I'm Clara.

**I CREATE COMPELLING AND SOULFUL BRANDING VISUALS THAT TELL YOUR BRAND STORY AND CAPTIVATE YOUR AUDIENCE.**

I pride myself on taking a holistic and soulful approach to brand creation and visuals. I look at the whole picture, including you, to help craft compelling and soulful branding that tells your story with style and originality. I believe small businesses play a huge role in the building of a more connected and compassionate world, and I thrive off helping them reach their business goals and enjoy success equipped with beautiful and intentional branding.

I would love to hear about how you found working through these exercises and what they've unearthed for your brand. DM me on instagram or email me! If it has left you inspired to take the next step and start crafting some fresh and beautiful new brand visuals to elevate your business presence and create the brand of your dreams, I would love to hear from you!

Book a free 30 minute brand inspiration session with me where we can discuss the outcomes of these exercises as well as some guidance on how to implement and interpret these new insights.

**FOR MORE INSIGHTS INTO SOULFUL BRANDING AND ARTISTIC DESIGN INSPIRED BY SLOW LIVING, MYTH AND MYSTIC, FIND ME AT THE ADDRESSES BELOW.**

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**DESIGN, ART & ILLUSTRATION  
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*“Clara has a true gift for understanding what lies beneath the surface of a brand...”*

...then bringing that story to life through her beautifully unique illustrative language. Clara’s design process and communication is an art in itself - seamless and crystal clear, it is an absolute pleasure to be guided through the various stages. Working with Clara, I felt in such safe hands. I was blown away by her depth of understanding and genuine vibrancy for what she does. She is an absolute joy and I would work with her time and time again.”

**JAYE TAYLER** - *Argilo Ceramics*

