



# How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity

*Fiona Humberstone*

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## **How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity** Fiona Humberstone

The right brand identity has the power to attract, engage and compel people to do business with you. But for many entrepreneurs, creating an effective brand can be a challenge. Whether you're a start-up on a lemonade budget, or a seasoned entrepreneur planning on working with a professional, an understanding of the process is essential. In this comprehensive workbook, Fiona Humberstone will walk you through the process of styling your brand. From finding your focus, creating an inspirational vision and unlocking the power of colour psychology; Fiona will help you understand the design details that will make your business irresistible. How to Style Your Brand will ensure you get your branding right, first time. In How to Style Your Brand, Fiona shares with you the secrets behind using colour to create an emotive connection; how to use pattern and illustrations to add character and personality and how to carefully select typefaces that add a distinctive and intentional edge to your designs. We'll examine how to pull all of these elements together to create a remarkable and cohesive design that you can be proud of. I'll encourage you to think big about your business so that you develop the focus and vision to brief a designer with confidence, or feel able to create your own identity. Once you understand the principles behind styling a brand, there is no reason why you can't create something extraordinary for your business. Drawing on her experience from developing hundreds of brand identities for companies worldwide, Fiona's tried and tested framework will give you the clarity, confidence and creative know-how to create a brand identity that wins you work. Packed with more than 60 inspirational examples of some of the best brand identities for small businesses worldwide, How to Style Your Brand is more than a business book.

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