Bling Your Brand by Audra Slinkey

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| --- | --- | --- | --- | --- |
| **Bling Check!** | **Print Marketing** | **Website** | **Social Media** | **Handouts** |
| Do I get noticed and stand out from other stagers and designers? | **Y N** | **Y N** | **Y N** | **Y N** |
| Do I get traffic and calls from my site? | **Y N** | **Y N** | **Y N** | **Y N** |
| Do I get leads and calls from my presentations? | **Y N** | **Y N** | **Y N** | **Y N** |
| Has it been over 2 years since I updated? | **Y N** | **Y N** | **Y N** | **Y N** |
| Do all my materials look consistent? | **Y N** | **Y N** | **Y N** | **Y N** |

**What makes my business special, unique and different?**

**What is my brand focal point? Do I even have one?**

|  |  |  |
| --- | --- | --- |
| **Houzz Research:**  **Site Address and Style:** | **Ratings (1 being best):** | **Notes:** |
|  | **Colors: 1 2 3 4 5**  **Layout/Pages: 1 2 3 4 5**  **Logo: 1 2 3 4 5**  **Header: 1 2 3 4 5**  **Background: 1 2 3 4 5** |  |
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**More Design Inspiration:** Zazzle.com, Minted.com, Tinyprints.com

**Get Color Inspired: colourlovers.com**

**What are my two to three brand colors?** 60%\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_30%\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_10%\_\_\_\_\_\_\_\_\_\_\_(bling color?)

Color 1\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Color #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Color 2\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Color #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Color 3\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Color #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Color 4\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Color #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Patterns I liked (also search patterncooler.com):** Create a folder on your computer and save images

**Resources for brainstorming my new logo:** Houzz.com, crowdspring.com, 99designs.com

**Resources for brainstorming my new fonts:** dafont.com, fontsquirrel.com, google.com/fonts, pinterest.com/audraslinkey/ “fonts to love”

**Main Header or Logo Font (bling): Content or Tagline Font:**

**Free image programs to help you build your images:**

1. www.canva.com - Great for pre-made logo creating, Facebook covers, business cards, etc…
2. www.picmonkey.com - Premade shapes, textures, upload backgrounds, room photo collages
3. www.ribbet.com – Another easy to use program
4. www.fotoflexer.com - Good for transparent backgrounds
5. www.liveluvcreate.com – Wonderful free image choices to add text to for quotes or print for clients to fill their frames