



**Branding Basics:
Let's Build
Your #Droolworthy
Retail Brand.**

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A little about Dox Design.



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Hey we are Dox Design.

Working with our clients to tell their one-of-a-kind brand story with compelling and thoughtful visuals from top to bottom is what really lights our fire. From your foundational branding elements like your logo, color palette, typography, and patterns to your messaging and tagline, to your packaging, guides, email templates, and social media presence, our mission is to be ***your trusted design partner*** every step of the way, so you can take your mission-driven business to heights you never imagined possible.

Dox Design is the team to support you in telling your story to the world.

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Discover Your Audience

Use this worksheet to build your ideal customer persona!

What are their pronouns?

- She/Her
- He/Him
- They/Them
- Multiple

What is their age range?

- Kids or Teens
- 20s - 30s
- 40s - 50s
- 60+

What clothing brands do they wear?

What kind of house do they live in?

Where do they eat?

Where do they live?

What type of music do they listen to?

What brands or celebs do they follow on social media?

Discover Your Brand Tone

Use this worksheet to identify your brand's emotion words!

List words that describe you and how you want your brand to make others feel.

Example phrases: I am an introvert at heart but I want to empower my customers

List all the words you'd use to describe your ideal customer based on the information on Page 3:

List all the words you'd use to describe your brand's personality, voice and tone:

Circle the common words from both categories, then write your top three emotion words below. Use these emotion words to create a mood board!

More on that on the following page.

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Picking Your Colors (DIY)

This sheet will help you dedicate what type of colors you should use. Remember: You're choosing visuals for your customers, not for yourself! Don't choose blue just because you love blue. Choose colors that will attract your ideal customer (look back to your Ideal Customer Persona we built in Workbook 1, if you need to) and that make sense with the brand tone you worked so hard to define.

Our Formula

Complete our tried-and-true formula before selecting your brand colors.

Your Main Emotion Word



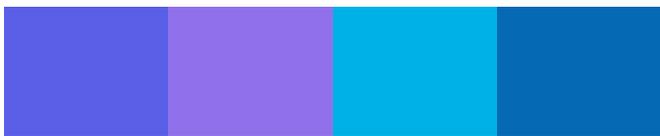
One Color Theory Formula

Emotion will determine color intensity

Fun and Energetic



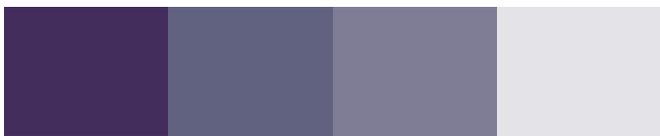
Empowered and Creative



Calm and Hopeful



Dreary and Moody



Color formula will determine colors

Analogous



Triadic



Complementary



Monochromatic



Selecting a Pre-Made Palette

If you're overwhelmed with the thought of creating your own palette, utilize the following resources to find a color selection that speaks to you. Or, better yet, browse our selection of custom, pre-made palettes!



Adobe Color

Browsing pre-made palettes in Adobe Color is easy! Simply search your emotion word, upload a reference photo or browse by colors you wish to use.



Color Hunt

Browse pre-made palettes curated by designers from around the world. We recommend searching by using your emotion words.



Dox Design

In our online course we created a bunch of pre-made custom color palettes. Just head to our website below to sign up!

Scan me to learn more



Font Categories: Explained

The purpose of fonts is more than just to look pretty—they help communicate a message to your audience. Or, as we say at Dox Design, they communicate an emotion. Before we dive into selecting your three fonts for your brand, let's explore the different categories of fonts, or typefaces.

Sans Serif

This font category has no “feet” or serifs, hence the name “Sans Serif.”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Serif

Serif fonts are defined by having the little “feet” at the end of the letter forms.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Display

These fonts are classified by their decorative nature and have more character.

AA BB CC DD EE FF GG HH II JJ
KK LL MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ

Script

These fonts are more whimsical and should be used sparingly—perfect for an accent font.

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz*

Picking Your Fonts (DIY)

Follow our font formula below to get started on creating your brand’s font pairings. To create a consistent, successful brand, we recommend selecting three fonts that fit into your brand guidelines.

Our Formula - Headline Font

Fill out our tried-and-true formula before selecting your brand fonts.

Your Main Emotion Word



One Font Category

Pick One: Sans Serif, Serif, Display Font or Script. Display is best for headline fonts.

Our Formula - Body Font

Fill out our tried-and-true formula before selecting your brand fonts.

Your Main Emotion Word



One Font Category

Pick One: Sans Serif, Serif, Display Font or Script. Sans or Sans Serif is best for body fonts.

Our Formula - Accent Font

Fill out our tried-and-true formula before selecting your brand fonts.

Your Main Emotion Word



One Font Category

Pick One: Sans Serif, Serif, Display Font or Script. Display and Script are best for accent fonts.

Our work and clients are featured in

Better Homes & Gardens

BuzzFeed

VOGUE



Tired of your design falling short of the hype your brand deserves?

From underdogs to top dogs, Dox Design is the go-to creative agency for businesses like yours who want to bring their brand's mission and BIG vision to life with the power of #droolworthy branding and design. Ready to get this doggone show on the road?

Want our team to design your brand? Or help with product packaging and design? Head to the link below for next steps.

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**Branding & Packaging design
for bold brands that are ready
to tell a unique story.**



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