



*This course is about establishing a creative business and a life you love.*

## **ACTION GUIDE: Module 2**

### **BRANDING YOUR ART BUSINESS**

**YOUR ASSIGNMENT FOR THIS MODULE:**

1. Take some time to **fill out the Action Guide** below and complete the Assignments.
2. **Write out your 3-5 key words** or phrases that will guide your brand, and hang it where you can see it every day.
3. **Create your logo** on Canva if you haven't already. Choose your color/s and fonts to use in your marketing/social/website, even if you haven't created those yet.

### **Branding Questions:**

**What is the overarching theme of what you LOVE to paint:** (Examples: everyday things people enjoy in life, or Colorado mountains and nature, or Ranching lifestyle on the plains, or Botanical mixed media paintings)

**What are the characteristics of the people who might appreciate your art:**  
(Examples: Sophisticated interior designers, Young couples starting out collecting, Retirees with second home, Casual western folks, Natural outdoorsy folks)

**Who is your IDEAL customer?**

**How do you want your ideal customer to FEEL when presented with your art and marketing?**

**What would your conversational tone be with your ideal customer?** (Examples: casual and laid back, light and happy, educated, western speak, organic earth loving speak)

**When you write your future emails, it helps to have a VISUAL for the “voice” you want to write with. What is a VISUAL you could have in your head, of what tone of voice you’d use?** Example: “As if I’m having coffee with a friend”, “As if I’m sitting across from a high-end interior designer”, “As if I’m giving a Ted Talk and am an expert”, “As if I’m a comedian telling jokes”, etc...

**What are 20 words and phrases that you find yourself using to describe your art:** (Example: Colorado mountains and forests, wild and free, illustrative lines, collage layers, whimsical subjects, vibrant energy)

**What are 3-5 core words and phrases that could be the guiding light for all of your branding?** (Example: Vibrant, spiritually uplifting, relatable, casual and friendly, sophisticated and high-end, outdoorsy, traditional southern, etc) **\*\*Really take some time with this one because you’ll use these words and phrases in our future lessons \*\***

## **Create Your Brand:**

**Find 3-5 examples of businesses whose “look” you like:** (they don’t have to be art related)

**What do you like about these looks?**

**What do you NOT like about these looks?**

**Find 3-5 examples of SIMPLE logos you like, to use as inspiration for your own logo.**

(If you already have a logo, you can look into your next steps you need to start working on)

**How can you use the above business looks and logos as influence for YOUR OWN look, but make it UNIQUE TO YOU?** (so you don’t look like everyone else.)

**What are one to two COLORS you would like to use for your brand? Keep it simple, so that your Art can stand out.**

**What are one to two FONTS you would like to use for your brand? Keep it readable, and be sure to include your name in your Logo.**

**ASSIGNMENT:** Create your own starter logo on [Canva](#) (or another graphics creator of your choice) – test it on a few friends with good taste, to make sure it’s readable and attractive. Also, make sure it’s readable when it’s small, like for a business card, or large, like for a tote bag or tshirt. It does not have to be perfect, just start! (If you already have a logo, you can look into your next steps you need to start working on)