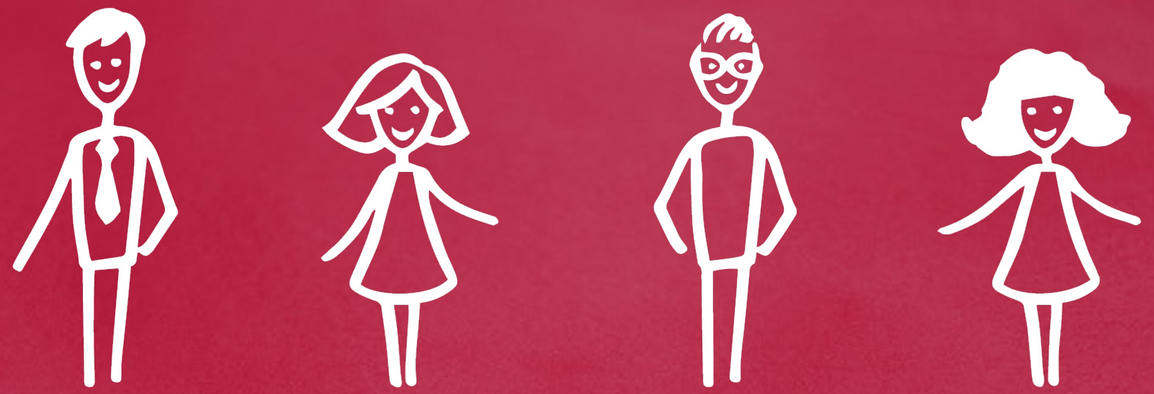


Human Centered Branding

The Key to Marketing with Authenticity

NELA DUNATO

THERE ARE **FUNDAMENTAL DIFFERENCES**
THAT AFFECT HOW WE BRAND
SERVICES AS OPPOSED TO PRODUCTS.

- Services are custom created and delivered by one real person to another.
- They can’t be entirely automated.
- Service businesses typically need fewer clients to remain profitable.

WE DON’T HAVE TO OPTIMIZE MARKETING FOR GROWTH, WE NEED TO OPTIMIZE IT FOR **SATISFACTION**.

SOMETIMES NUMBERS DON’T
TELL US THE WHOLE STORY.

Our Goal:

RECREATE THE EXPERIENCE OF MEETING A CLIENT IN PERSON THROUGH ONLINE MEDIA.

VISUAL IDENTITY
IDEAL CLIENT
BRAND VOICE
UNIQUE VALUE PROPOSITION
CORE VALUES

VISUAL IDENTITY
IDEAL CLIENT
BRAND VOICE
UNIQUE VALUE PROPOSITION
CORE VALUES

DESCRIBE HOW OUR CORE VALUES AFFECT YOUR WORK.

Awarepreneurs

OUR CORE VALUES

SOCIAL ENTREPRENEURSHIP

In a modern economy, most adults spend the majority of their waking hours working. Doing so in a business that deeply reflects your values has profound positive ripple effects - it becomes an ongoing force for good. Our mission is to help midwife more businesses like this.

AWARENESS

Self awareness is an essential component to positive social impact and awareness of the state of others is key to lasting cultural change. It's essential to pay attention to the ecosystems we operate in and how we show up in those systems.

COMMUNITY

We are a dynamic global community of conscious entrepreneurs and business leaders. We are inclusive and communicate with each other daily. This connectivity and generosity as a community are the foundations of an extraordinary experience for members.

TRANSPARENCY

People need accurate information for both success and safety. Transparency facilitates informed decisions, strong collaborations and contributes to a much higher degree of genuine learning.

SOCIAL JUSTICE

The times we live in call for more than just stress reduction and "do less harm" measures. Inequality has been the status quo for too long. We recognize that cultivating diversity and inclusion are acts of healing. We actively pursue ways to speak out against oppression and repair the harm done.

ALIVENESS & SELF-CARE

We can only sustain business growth if we care for the humans involved. This includes ourselves, contractors, employees, clients and the people we source our products from. Compassion for self and others is essential in the process of creating the culture we aspire to.

My core values

I believe that successful professional relationships rest on a foundation of overlapping core values. Here are my core values, and how they affect my work.

Creativity

I craft original content with love and care that expresses my unique point of view, and I also encourage others to express themselves creatively. Our creations have intrinsic worth, regardless of whether people consider them “useful” or “needed”.

Freedom

I’m committed to respecting everyone’s freedom of choice and sovereignty, and encouraging people to make their own best choices. I refuse using manipulative business practices that impede people’s freedom of choice.

Individuality

I encourage my clients to express their individuality through their business and branding. I refuse to conform to the cultural expectations, and I support healthy rebellion.

Brilliance

I intentionally cultivate an atmosphere conducive to deep thought and inventive problem solving. I avoid forcing the creative process and stifling innovative thinking in order to push things out faster.

Compassion

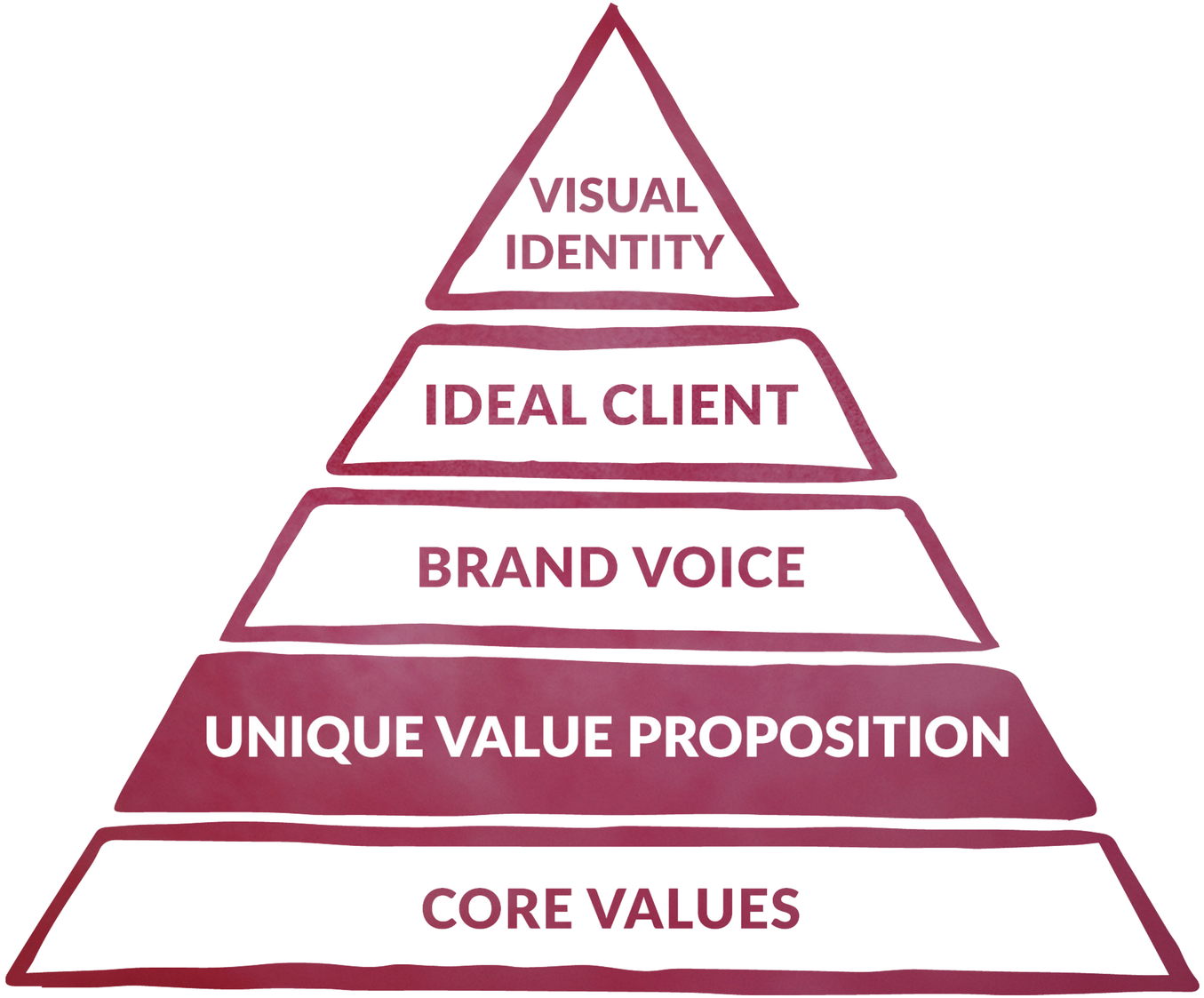
I do my best to create conditions for authentic sharing and connecting with my audience and clients. I don’t avoid difficult conversations or gloss over uncomfortable topics because of shame.

Vision

If the world is to change for the better, we need to envision things that don’t exist, and that sometimes even seem impossible. I’m committed to trusting my vision and doing what it takes to make it a reality.

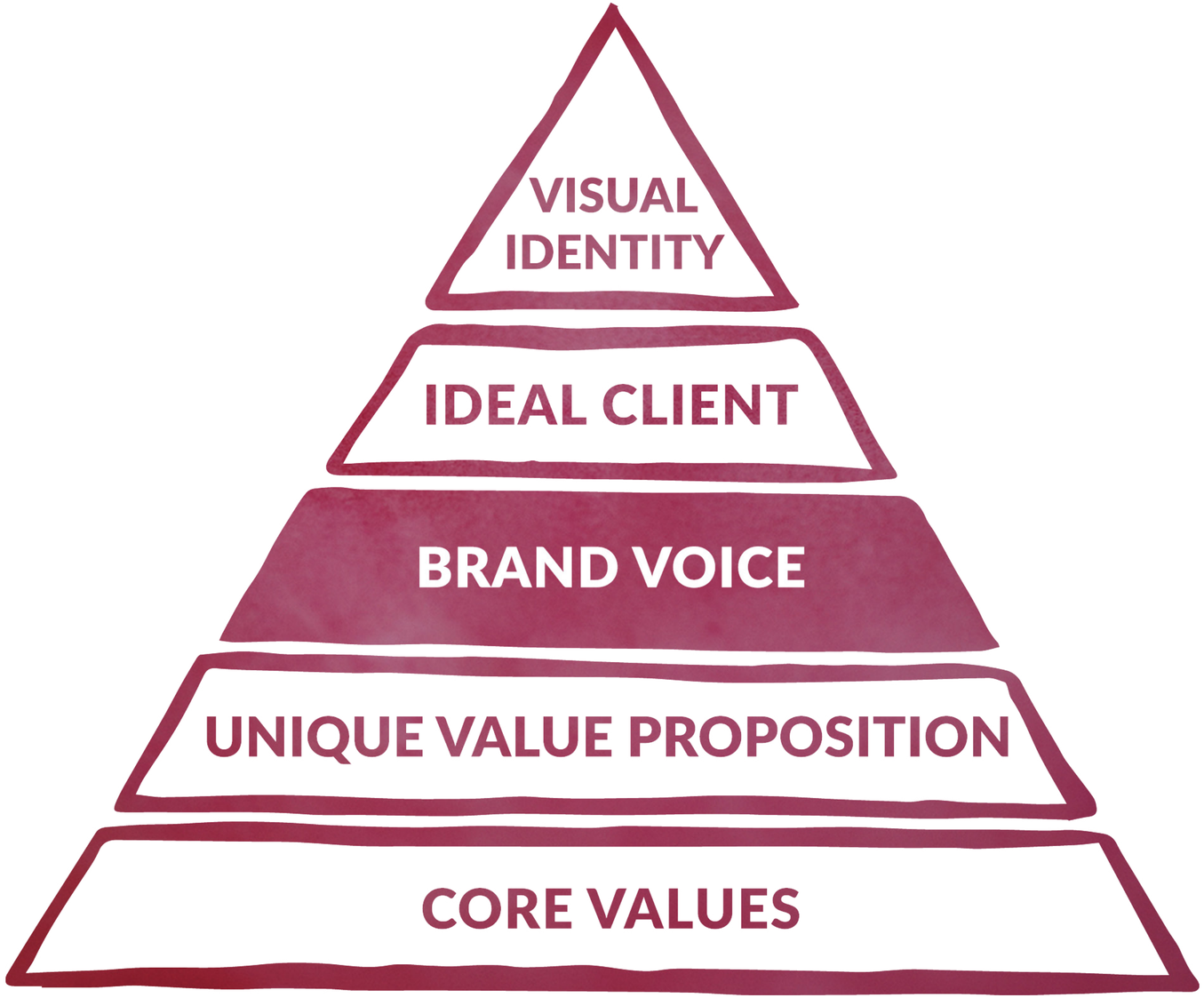
INCLUDE THEM IN A SLOGAN OR A TAGLINE TO MAKE IT MORE POWERFUL.

LOOK FOR OPPORTUNITIES TO WEAVE THEM INTO YOUR MARKETING MESSAGING AND CONTENT.


VISUAL IDENTITY
IDEAL CLIENT
BRAND VOICE
UNIQUE VALUE PROPOSITION
CORE VALUES

LOOK FOR OPPORTUNITIES TO DRAW ATTENTION TO YOUR U.V.P. IN YOUR WEB COPY.

- Short introduction (elevator pitch)
- Tagline
- Services & landing page titles
- Social media ads
- Services page copy (long form)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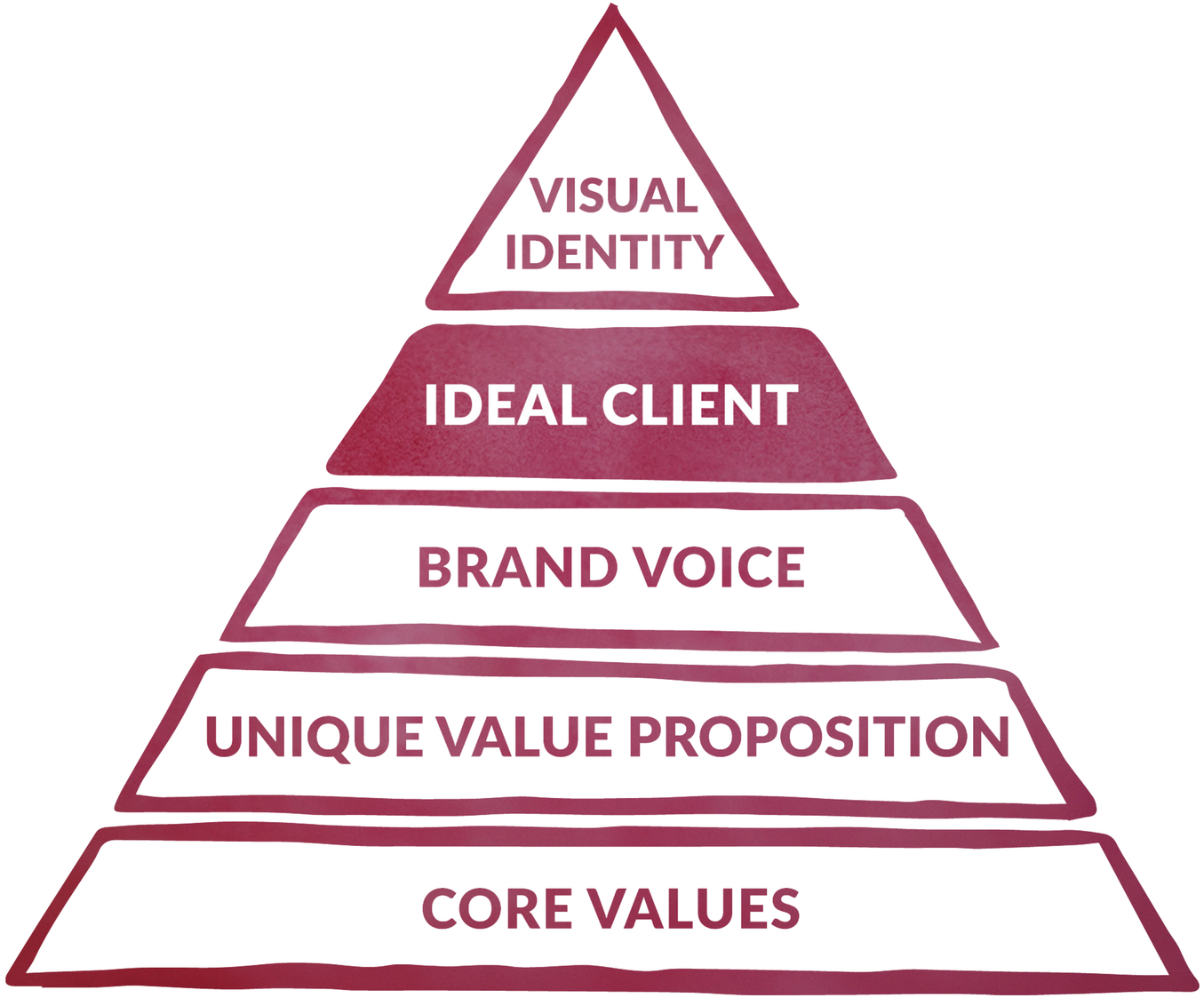
BRAND VOICE IS PRESENT
EVERYWHERE IN YOUR MARKETING.

CREATE A CHECKLIST WITH **BRAND VOICE QUALITIES** TO USE WHENEVER YOU'RE WRITING NEW CONTENT OR MARKETING MESSAGING.

- Personalize automated communication tools
- Customize purchased templates
- Build your phrasebook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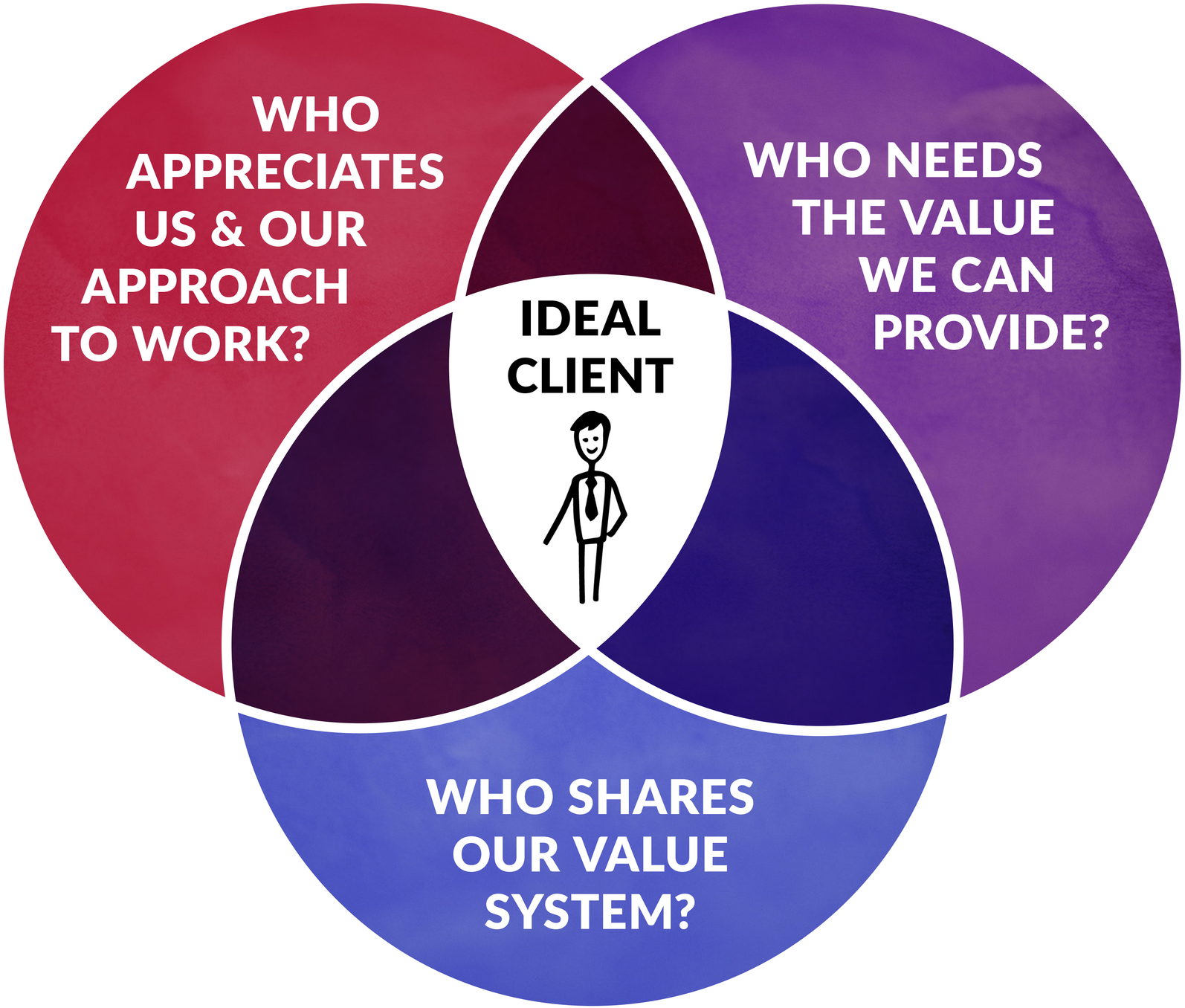

WHO APPRECIATES US & OUR APPROACH TO WORK?
WHO NEEDS THE VALUE WE CAN PROVIDE?
IDEAL CLIENT
WHO SHARES OUR VALUE SYSTEM?

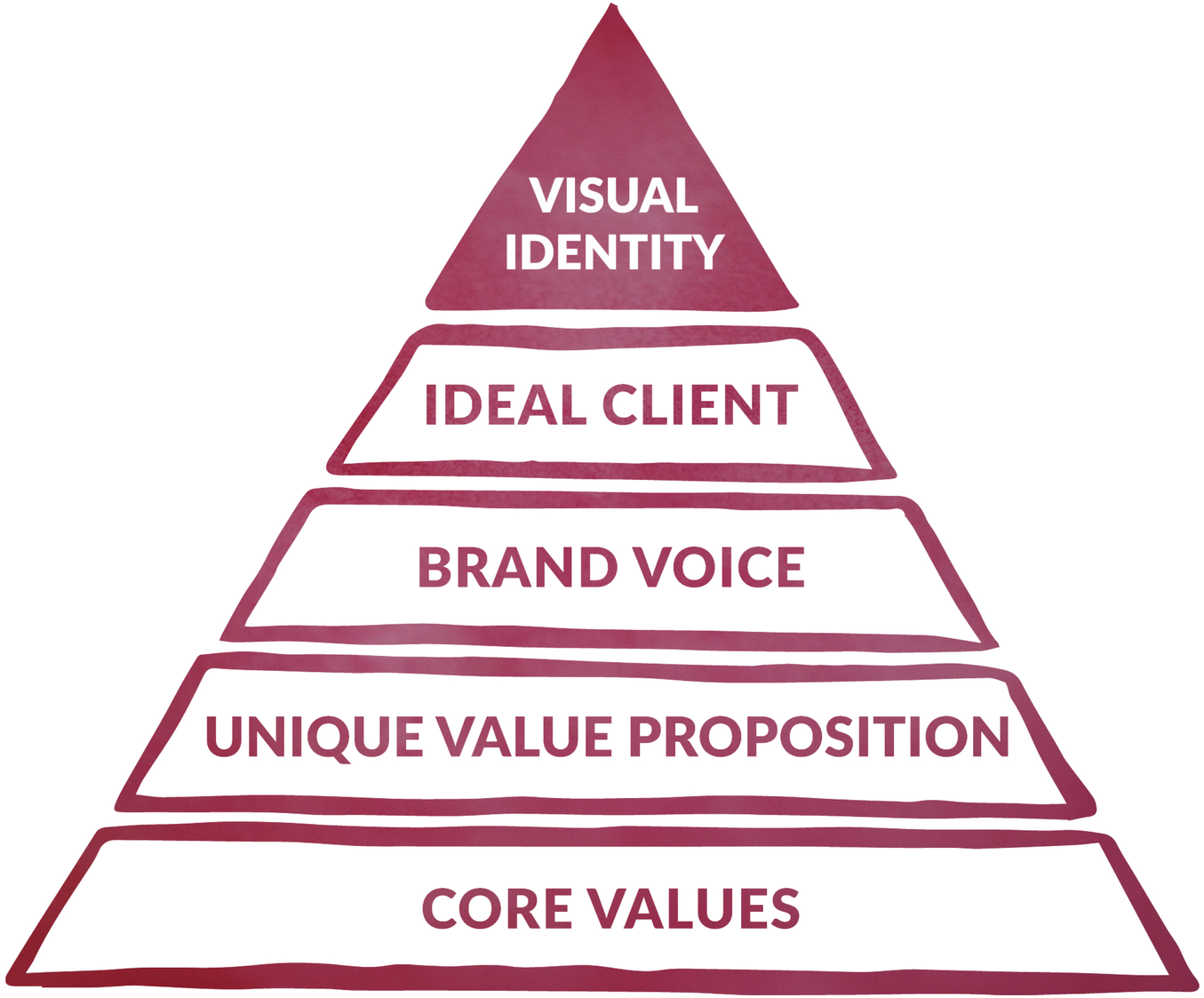
DISTILL YOUR IDEAL CLIENT AVATAR
INTO A FEW **CHARACTERISTIC WORDS**
THEY RECOGNIZE THEMSELVES IN.

FORMULA: **U.V.P. FOR IDEAL CLIENT**

“Trust-building social media marketing for health experts”

“Relaxation & replenishment for moms who work too hard”

- Introductions (elevator pitches)
- Services pages & About page
- Targeted content
- Follow your ideal clients on social media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COLORS ARE THE MOST MEMORABLE PART OF YOUR VISUAL BRAND.

- Consistent colors & fonts
- Less stock photos, more original photos
- Show up on video
- Don’t mix different styles of graphics
- Create templates for everything

LOGO BECOMES IMPORTANT THE MORE PROMINENT YOUR COMPANY GETS.

DOCUMENT ALL THE VISUAL BRAND IDENTITY ELEMENTS AND ASSETS IN A **BRAND STYLE GUIDE**.

Colour Palette

Secondary colours

These colours and their tints may be used to highlight information in printed and digital media. Darker shades of this palette (bottom row) should be used sparingly.

LIGHT GREEN

HEX	#DCE7BB
RGB	220/231/187
CMYK	15/1/32/0

CREAM

HEX	#F1F4E8
RGB	241/244/232
CMYK	4/1/9/0

DARK BROWN

HEX	#40382D
RGB	64/56/45
CMYK	60/60/71/57

LIGHT BROWN

HEX	#C4B187
RGB	196/177/135
CMYK	25/27/51/0

Logo Variants

Multiple variants of the logo are prepared for optimal application across a wide range of media. Please use only the supplied logo files, and only in the ways described in this document.

The full logo or wordmark variant are chosen based on the proportions of the available space, so that the logo covers the most of the area. The symbol may be used as a profile photo on social media, a website icon, or a decorative element.

FULL COLOUR LOGO

FULL COLOUR WORDMARK

FULL COLOUR SYMBOL

Full colour logo

The full colour logo is used whenever a colour reproduction is available, always on white and light backgrounds.

The RGB variant is used on the web, social media, digital documents, e-mail, presentations, videos and other digital media. Pantone variant is used when printing a larger run of promotional materials with a limited number of colors. CMYK variant is used when printing a smaller run of promotional materials, as well as when when a large number of colors is required.

Don’t do it
perfectly, just
do your best.

RELATIONSHIPS YOU FORM WITH YOUR CLIENTS ARE YOUR BEST BUSINESS TOOL.

Thank
You
FABER-CASTELL
MICRON

FIND OUT MORE:

humancenteredbrand.com

SAY HI OR ASK QUESTIONS:

@nelchee

hi@neladunato.com

DOWNLOAD SLIDES:

bit.ly/do-nela