FULL TRANSCRIPT EXAMPLE
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TRANSCRIPT: Episode 1 - The DIY Approach: How to Brand Your Business On a Budget with Amy Schaffer

Hi everyone. I'm Cassie Brkich of Design and Thrive, and I'm here today with Amy Schaffer, our Creative Director for Brkich Design Group.

We have been in business for 20 years. We've collected a lot of really cool client questions and frequently asked questions and things that trip people up. And today we're going to be talking about branding and digital and print design. And Amy's here to kind of walk us through all of the insurance and outs of, of how to make your design process really, really smooth and with a, you know, great finished product. So Amy, I'm going to start out with what is the most important thing you want people to understand about branding? For me, I just want people to know that you don't have to have everything done perfectly, OK? People are like, I can't do it yet.

It's not perfect. I don't quite like it. Yeah, don't worry about it. You have to use what you have for something serious, like consistently just use it for something serious.

I'm just saying if you're red and white, use red and white. And I wanna see you use the same color red every single time. I know you can do it.

We're gonna tell you how you can do it, but it's important. You just have to be consistent with what you do have, you know, DIY style guide or, or whatever, but don't be so, you know, a little worried about being perfect all the time. That's right. Tell me about this brand style guide because we use that term inside all the time. And I want to know how you can describe it to someone that is like, what the heck is that? There are varying degrees of how complicated they can get. But really, if you're, you know, especially starting out, just make one sheet, you know, that outlines. Here's what the logo is, here's what the colors we use are, and the color codes here are the couple of fonts that we use. And you know, a couple other things like image style or icon style or you know, something like that. But you know, 1 sheet's all you need. If you're just starting out especially, it just keeps everyone on the same page. You know? That's so true. Yeah, we have, I mean, for some of our clients, we do a brand book, which is more of like a 20 page document, but we also do this CHEAT SHEET, which is kind of like a brand style guide.

It's a one sheet. You hang it on your wall, you can look at it all day long, You can pass it on to new employees so that your brand is super consistent all the time. And you know, kind of like what I always tell our clients or aren't even people that aren't our clients. I would rather you use a bad logo all the time and never change it, never

stretch it, never turn it sideways all the time versus getting a really, really good expensive logo that you just.

Are are inconsistent with and you're changing colors and you're changing fonts all the time. It's just, it's like you're branding 2 separate businesses. OK, so I mean, I guess we kind of talked about it already, but what would you say the biggest mistake people make when, you know, when it comes to branding? What is the biggest mistake you see all the time? Yeah, so it's, it's super like it's so easy to see people like just not matching anything. Like, you know, you have print Flyers, you have your website, you have your, you know, anywhere you put your brand, it should look consistent. Sometimes people use some random Canva template for social media and it's like pink and blue, but their logo's actually red and black. And then you see a print flier somewhere else and it's blue and green and, and so it's just not consistent. And people have a hard time recognizing your brand at a glance because, you know, are you pink? Are you red? Are you blue? Are we green? You know, what are we? So, you know, make sure you know what colors you're using and use them all the time.

Yeah. And another thing that I forgot to mention before is that sometimes people have these big aspirations. And I love that. I love that you have big aspirations, but you don't need to aspire to look exactly like that business down the street or look exactly like Apple or Nike or Coca-Cola or something. People literally sometimes come to us and they say, you know, we're like, what do you want your brand to look like? And they're all, I want it to look just like Apple.

I love Apple. It's so great. Yeah, me too. I love it too. But the business that they have has nothing to do with that vibe at all.

Not to mention they don't have Apple's budget. I'm sure it's true, actually. Seriously. Like they don't, you know, that's not in your budget. And, you know, maybe you're like a little, you know, some other local business you don't even have anything to do with a a clean, modern, sleek feel, you know, something that has more character and a little bit, you know, colorful and something else totally makes more sense for these people's brand, but they still kind of. They're so worried about looking, you know, quote professional....