



6 Steps for Building your Artist's Brand

A STEP-BY-STEP GUIDE

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Welcome

IN A MEDIA-SATURATED CULTURE, HOW CAN YOU MAKE YOUR ART STAND OUT?

Today more than ever, artists need the help of branding to help get their work noticed. Between print advertising, on-line advertising and social media images, the average person sees between 4,000—10,000 images a day. How can your work stand out and get noticed in this modern environment?

But there is good news! Many of those images and brands do not stand out.

With a thought out brand strategy in place, artists can make an impression and stand out in the crowd! Having a strong brand attracts eyeballs to your art, which leads to fans of your art, which can lead to sales.

Using a combination of core values, messaging and powerful visuals, artists can develop their brand to make a compelling on-line impact. This step by step guide will get you started with a game plan to immediately build your artist's brand.

As you work through this guide you are building your brand. Be sure to take your time as you consider your art business in a new way.

STEP ONE: IDENTIFY YOUR VALUES

- Establishing the goals and values of your creative work is the foundation of your brand.
- What are your goals for your creative work? What are your goals for your creative business?
- Some examples of values include the following (but the list is endless):
 - fearlessness
 - bravery
 - having a strong community
 - authenticity
 - creativity
 - curiosity
 - gratefulness
 - fun
 - honesty
 - inventiveness
 - passion
 - playfulness
 - vision
- Write down 5–10 values that you identify with, then narrow down the list to the top 2–3.

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STEP TWO: DEVELOP A LOGO AND COLOUR SCHEME

- A logo is a symbol that will represent your art business. Consider creating a wordmark instead of a logo (wordmark: your name in a distinctive font. For example: the Nike swoosh is a logo while Fedex is a wordmark).

- Sketch out ideas incorporating your name or business name.

Tip: canva.com is a great, free, on-line tool to create a digital version of your logo.

- Choosing colours: the human eye can see 14 million colours. With that many options where do you start?

Review your values and consider what you want your brand to say about your art. For instance if you value playfulness and passion consider a triadic colour scheme in primary colours. However if your art is more peaceful and tranquility look to an analogous colour scheme in serene colours.

Tip: colors.co and color.adobe.com are great free on-line colour scheme generators.

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STEP THREE: DEVELOP YOUR BRAND VOICE

- Brand voice is the tone in which you communicate. Typically there is a single brand voice but with different nuances.

EXAMPLES OF VOICE

- Friendly
- Serious
- Professional
- Sarcastic
- Playful
- Fill in the blanks to help identify your brand voice:
Because I value _____ my brand voice will be _____.

Tip: Defining the values of your art business will help inform your brand voice.

STEP FOUR: DEFINE YOUR IMAGING METHOD

- Decide how you want to photograph your artwork so you can share it with the world.
- This element of your brand is about presenting your art in a consistent way. Perfecting your method may be more difficult especially if your art practice is comprised of different mediums.

Possible imaging methods:

- aerial view
 - straight on
 - funky angle
 - staged with art materials or other objects
- Write down 2–3 photographing methods you plan to use to capture and share your work.
 - Always strive for consistent, professional looking art imagery

Tip: For good looking imagery ensure that your photos are:

- well lit
- properly exposed
- sharply focused
- well staged and without distractions (crop out anything distracting)

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STEP FIVE: WEBSITE

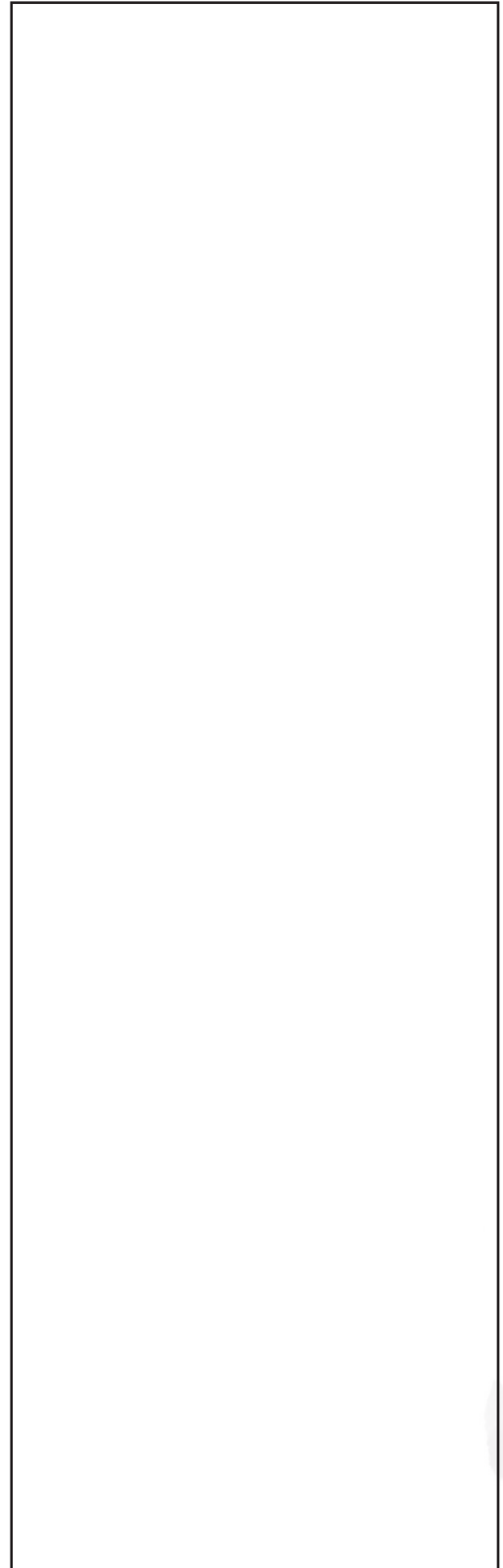
- A website dedicated to your art with your own domain name and is the best way to fully communicate your brand. A website gives you complete control of all the visual elements and is the best way to present your art brand to the world.
- Although you can apply your brand touch points across your social media channels, you are always working within that platform's constraints.
- Your website should state who you are and what your art work is all about.
- When planning your website, consider what you want visitors to do while there:
 - learn more about you?
 - learn more about your artwork?
 - buy your work?
 - take one of your classes?
- Write down 1–3 top reasons people will visit your website.
- What can you do to make the best experience for visitors to your site? Use your answers shape the look and function of your site.

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STEP SIX: CREATE A DOCUMENT

- Now that you have steps 1–5 completed, it is time to bring everything together in one document called your brand style guide.
- Use your brand style guide to record your art business values, your logo and colour scheme, the tone of your brand voice, your imagery style and the goals of your website.
- Refer to your brand style guide often as it contains your defined direction.
- You can create your guide in Microsoft Word, Google Doc or even on paper. Try to keep it to a single page for ease of use.

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IN CLOSING

- Thank you so much for downloading my free guide to branding in 6 Steps. I hope that it will be a valuable tool towards getting your art noticed.
- Be patient with yourself as you build your brand. It is a process and not a simple project to be completed in just a few minutes.
- Please let me know if you need any further assistance as you build your brand.
- Wishing you all the best!